

UNITED STATES MINT
QUANTITATIVE PRESIDENTIAL \$1 COIN RESEARCH – AWARENESS SURVEY
5/1/2008

Purpose of the Research

The United States Mint plans to conduct quantitative research to track the results of its public outreach and awareness campaign among consumers to increase circulation/usage of the Presidential \$1 coins among the general public nationwide and in four pilot markets.

The purpose of the quantitative research is:

- To assess both aided and unaided awareness of the Presidential \$1 Coin Program
- To measure attitudes, use/utility, availability, and likelihood of the general public to collect the Presidential \$1 Coins

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Public awareness (aided and unaided)
2. General attitude toward \$1 Coin program
3. Possession of \$1 Coins
4. Availability of \$1 Coins
5. Use and Utility of \$1 Coins

Sample Design and Methodology

National Awareness Survey: a 10-minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate 5,000 completed interviews. The sample size will include a “boost” sample of 1,000 consumers *each* in four \$1 Coin pilot markets, including Portland, Oregon; Austin, Texas; Charlotte, North Carolina and Grand Rapids, Michigan. This is in addition to the national survey of 1,000 consumers, resulting in a total of 5,000 completed interviews.

A list-assisted sample design that uses information about which telephone numbers contain residential numbers as opposed to non-residential numbers will be used for selecting the sample of telephone numbers.

Survey Sample Allocation

Target Group	Sample
Consumers (National & 4 \$1 Coin Pilot Markets)	5,000
Total	5,000

The Gallup Organization will code, clean, weight and tabulate data collected from the survey.

Methods to Maximize Response Rates

For the RDD Survey of consumers, we expect that approximately 90 percent of those respondents who attempt to access the survey will actually complete it in its entirety, thus minimizing additional contact hours as much as possible.

Estimate of the Burden Hours

The collection of information will involve completion of this survey via telephone interview with up to a maximum of 5,000 randomly selected respondents. The average interview length will be approximately 10 minutes, and the total estimated burden for the Presidential \$1 Coin Survey is 830 hours.

	Awareness Survey
# of Respondents	5,000
Average interview minutes	10
Burden Hours	830