

Burson-Marsteller / BEP
Domestic \$5 and \$100 Quantitative Messaging Study – June 26, 2007
Penn, Schoen & Berland Associates

N = 900
Including at least N=100 Elites

Job xx

OMB Control Number _____

Expiration Date _____

Hello, this is ____ from PSA interviewing. We are working with the U.S. Treasury Department's Bureau of Engraving and Printing to better understand Americans' views about U.S. currency. The information will be used to encourage Americans to learn about new currency designs.

Before we begin, I want to assure you that the U.S. Office of Management and Budget has approved this research under the Paperwork Reduction Act, and the control number and expiration date, as well as additional information about this survey and its approval are available at your request. All of your answers are completely voluntary and your responses will be kept confidential. The survey is expected to take about 25 minutes.

Screeners

1 Are you employed by a research company, an advertising agency, a television station, a radio station, a newspaper, the federal government, or a bank?

- 1) Yes **TERMINATE**
- 2) No
- 3) Don't know **VOL**

2 Which of the following categories best describes your age?

- 1) Less than 18 **TERMINATE**
- 2) 18-24
- 3) 25-34
- 4) 35-49
- 5) 50-64
- 6) 65+
- 7) Don't know **VOL**

3 **CODE GENDER**

- 1) Male
 - 2) Female
- 4 Which of the following categories best describes your current employment status?
- 1) Employed full-time
 - 2) Employed part-time
 - 3) Retired
 - 4) Homemaker
 - 5) Student only
 - 6) Unemployed
 - 7) Don't know **VOL**
- 5 **## IF Q4=C 1 OR 2 ##** Which of the following best describes your occupation?
- 1) **High-level professional:** such as doctor, lawyer, engineer, accountant, college dean, dentist
 - 2) **High and mid-level business:** such as Business manager, business owner, business executive, broker, account and project managers
 - 3) **Civil / military service:** such as Government, police, teacher, fireman, military
 - 4) **Other white collar:** such as Secretary, administrative assistant, telemarketer
 - 5) **Trades and skilled labor:** such as carpenter, electrician, plumber, trucker
 - 6) **Unskilled labor / non-trade:** such as Factory worker, janitorial services, security guard, physical work, construction work, deliveries
 - 7) **Farming**
 - 8) **Student**
 - 9) **Homemaker**
 - 10) Don't know **VOL**
- 6 **## IF Q4=C3 ##** Which of the following best describes the occupation you worked in before retiring?
- 1) **High-level professional:** such as doctor, lawyer, engineer, accountant, college dean, dentist
 - 2) **High and mid-level business:** such as Business manager, business owner, business executive, broker, account and project managers
 - 3) **Civil / military service:** such as Government, police, teacher, fireman, military
 - 4) **Other white collar:** such as Secretary, administrative assistant, telemarketer

- 5) **Trades and skilled labor:** such as carpenter, electrician, plumber, trucker
 - 6) **Unskilled labor / non-trade:** such as Factory worker, janitorial services, security guard, physical work, construction work, deliveries
 - 7) **Farming**
 - 8) **Student**
 - 9) **Homemaker**
 - 10) Don't know **VOL**
- 7 For statistical purposes only, we need to know your total family income for 2006. Will you please tell me which of the following categories best represents your total family income?
- 1) Less than \$15,000
 - 2) \$15,000 - \$30,000
 - 3) \$30,000 - \$50,000
 - 4) \$50,000 - \$75,000
 - 5) \$75,000 - \$100,000
 - 6) \$100,000+
 - 7) Don't know **VOL**
- 8 What is the last year of schooling that you have completed?
- 1) 1-11th grade
 - 2) High school graduate
 - 3) Technical school
 - 4) Some college
 - 5) College graduate
 - 6) Post-graduate school
 - 7) Don't know **VOL**
- 9 **CODE ELITE**
- 1) **ELITE IF Q7=C5-6 AND Q8=C5-6**
 - 2) **ELSE IF NOT ELITE**
- 10 **IF Q4=C 1 OR 2** Is taking cash from customers or working at a cash register one of the primary responsibilities at your job?
- 1) Yes
 - 2) No
 - 3) Don't know **VOL**
- 11 **## IF Q10=C1 ##** Do you work in a bank, savings or credit institution, currency exchange point, or a place where currencies are traded?

- 1) Yes
- 2) No
- 3) Don't know **VOL**

12 **CODE AUDIENCE**

- 1) **BANK TELLER IF Q10=C1**
- 2) **CASH HANDLER IF Q10=C2**

Background

METRIC A: How often do you use the following U.S. bills? **READ CHOICES**

- 1) Always
- 2) Often
- 3) Sometimes
- 4) Rarely
- 5) Never
- 6) Don't know (**VOL**)

REPEAT CODES
RANDOM ROTATE SERIES

- 13 \$5
- 14 \$10
- 15 \$20
- 16 \$50
- 17 \$100

/* END SERIES */

18 How do you typically get cash?

- 1) From a bank teller
- 2) From an ATM (automated teller machine)
- 3) From a cashier in a store
- 4) Other **SPECIFY**
- 5) Don't know **VOL**

19 Which do you use most frequently when you make purchases in person for amounts less than \$20? **RANDOM ROTATE CHOICES; READ CHOICES**

- 1) Cash
- 2) Credit Card
- 3) Debit Card
- 4) Check
- 5) Don't know **VOL**

20 Which do you use most frequently when you make purchases in person for amounts between \$20 dollars and \$49 dollars? **RANDOM ROTATE CHOICES; READ CHOICES**

- 1) Cash
- 2) Credit Card
- 3) Debit Card
- 4) Check
- 5) Don't know **VOL**

21 Which do you use most frequently when you make purchases in person for amounts between \$50 dollars and \$99 dollars? **RANDOM ROTATE CHOICES; READ CHOICES**

- 1) Cash
- 2) Credit Card
- 3) Debit Card
- 4) Check
- 5) Don't know **VOL**

22 On average, how much cash do you carry in your wallet or pocket book? **READ CHOICES**

- 1) \$0-19 dollars
- 2) \$20-\$39 dollars
- 3) \$40-\$59 dollars
- 4) \$60-79 dollars
- 5) \$80-\$99 dollars
- 6) \$100 dollars or more
- 7) Don't know **VOL**

Confidence in Currency

23 Using a 1 to 7 scale, with 1 meaning no confidence at all and 7 meaning a great deal of confidence, how much confidence would you say you have in United States currency?

- 1) 1 – No confidence at all
- 2) 2
- 3) 3
- 4) 4
- 5) 5
- 6) 6
- 7) 7 – A great deal of confidence
- 8) Don't know **VOL**

24 Would you say your confidence in U.S. currency has increased, decreased or remained about the same during the past year or so? **READ CHOICES**

- 1) Increased
- 2) Decreased
- 3) Remained the same
- 4) Don't know **VOL**

25 **## IF Q24=C 1 OR 2 ##** Why is that? **OPEN END WITH PRE-CODES**

- 1) Change in exchange rate/exchange rate/value of dollar
- 2) Economy
- 3) War in Iraq
- 4) Terrorism/War on terrorism
- 5) Counterfeiting/Counterfeiting measures
- 6) Other **SPECIFY**
- 7) Don't know **VOL**

Authentication Process

26 Do you think counterfeiting of U.S. bills is a major problem, minor problem, or not a problem in our country? **READ CHOICES**

- 1) Major Problem
- 2) Minor Problem
- 3) Not a Problem
- 4) Don't know **VOL**

27 If you were given a counterfeit bill, do you think you would be able to detect that it was fake?

- 1) Yes

- 2) No
 - 3) Don't know **VOL**
- 28 Please think about when you receive U.S. bills in general. How often would you say you check them to make sure they are not counterfeit? **READ CHOICES**
- 1) Always
 - 2) Often
 - 3) Sometimes
 - 4) Rarely
 - 5) Never
 - 6) Don't know **VOL**
- 29 How often would you say you check \$5 U.S. bills that you receive to make sure they are not counterfeit? **READ CHOICES**
- 1) Always
 - 2) Often
 - 3) Sometimes
 - 4) Rarely
 - 5) Never
 - 6) Don't know **VOL**
- 30 How often would you say you check \$100 U.S. bills that you receive to make sure they are not counterfeit? **READ CHOICES**
- 1) Always
 - 2) Often
 - 3) Sometimes
 - 4) Rarely
 - 5) Never
 - 6) Don't know **VOL**
- 31 What is the first thing you would look for to check whether a bill is real or counterfeit? **OPEN END WITH PRECODES**
- 1) Look
 - 2) Feel / Texture
 - 3) Watermark or the faint image of the portrait or denomination that is visible when you hold the bill up to the light
 - 4) Paper / Red and blue lines or threads in the paper(excluding feel, see above code)
 - 5) Portrait / Face / Large picture
 - 6) Security thread or plastic strip running through the bill that says the denomination of the bill

- 7) Color shifting ink in the number of the denomination in the lower right hand corner of the bill / The number of the denomination in the lower right-hand corner changes color when tilted
- 8) Small numbers imprinted across the face or back of the bill
- 9) Micro-printing or tiny print that appears on the face of the bill
- 10) Color of background
- 11) Symbols of freedom / American flag / American eagle / Liberty Bell / Statue of Liberty torch
- 12) Hold up to the light - specifically what are you looking for?
SPECIFY
- 13) Other **SPECIFY**
- 14) Don't know **VOL**

32 What is the second thing you would look for to check whether a bill is real or counterfeit? **OPEN END WITH PRECODES**

- 1) **IF Q31 NOT=C1** Look
- 2) **IF Q31 NOT=C2** Feel / Texture
- 3) **IF Q31 NOT=C3** Watermark or the faint image of the portrait or denomination that is visible when you hold the bill up to the light
- 4) **IF Q31 NOT=C4** Paper / Red and blue lines or threads in the paper(excluding feel, see above code)
- 5) **IF Q31 NOT=C5** Portrait / Face / Large picture
- 6) **IF Q31 NOT=C6** Security thread or plastic strip running through the bill that says the denomination of the bill
- 7) **IF Q31 NOT=C7** Color shifting ink in the number of the denomination in the lower right hand corner of the bill / The number of the denomination in the lower right-hand corner changes color when tilted
- 8) **IF Q31 NOT=C8** Small numbers imprinted across the face or back of the bill
- 9) **IF Q31 NOT=C9** Micro-printing or tiny print that appears on the face of the bill
- 10) **IF Q31 NOT=C10** Color of background
- 11) **IF Q31 NOT=C11** Symbols of freedom / American flag / American eagle / Liberty Bell / Statue of Liberty torch
- 12) **IF Q31 NOT=C12** Hold up to the light - specifically what are you looking for? **SPECIFY**
- 13) Other **SPECIFY**
- 14) Don't know **VOL**

Awareness of NexGen Currency

33 Have you seen or heard anything about recent or upcoming changes to the design of some U.S. bills?

- 1) Yes
- 2) No
- 3) Don't know **VOL**

34 **IF Q33=C1** Where have you heard about changes being made to the design of some U.S. bills? Please tell me all that apply.
MULTIPLE RESPONSES PERMITTED; READ AND RANDOM ROTATE CHOICES

- 1) On TV news programs
- 2) On TV commercials
- 3) On internet (website)
- 4) On radio
- 5) In a magazine
- 6) In the newspaper
- 7) On outdoor billboards/posters/at a metro station/airport/on taxi top
- 8) In a bank
- 9) In a store
- 10) From a friend, neighbor or colleague
- 11) Other **SPECIFY**
- 12) Don't know **VOL**

35 **## IF Q33=C1 ##** What have you seen or heard? **OPEN END**

IF Q33=C2 ## In addition to the \$20, \$50, and \$10 bills the U.S. Treasury has released in the past couple of years, the U.S. Treasury intends to introduce new designs to other denominations.

36 Why do you think the new designs are being introduced? **OPEN END WITH PRECODES**

- 1) To stop counterfeiting
- 2) To keep up with the Euro
- 3) To make the currency more attractive
- 4) To help people distinguish between denominations
- 5) Other **SPECIFY**
- 6) Don't know **VOL**

37 What denomination, that is, which bill do you think is being redesigned and issued next? **OPEN END WITH PRECODES**

- 1) \$5
- 2) \$100
- 3) Other **SPECIFY**
- 4) Don't know **(VOL)**

38 Overall, how interested would you be in hearing or reading about the continued redesign of U.S. bills on television, in magazines, in newspapers, or online? **READ CHOICES**

- 1) Very interested
- 2) Somewhat interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know **VOL**

Counterfeiting Messages

/* DISPLAY */ Now I am going to read you some possible reasons for checking your U.S. bills for counterfeits. After each, please indicate how interested this statement makes you in learning more about changes coming to U.S. currency, including features to help detect counterfeits, and how likely you are to check your bills after hearing this statement.

/* METRIC A */ How interested does this make you in learning more about changes coming to U.S. bills including features to help detect counterfeits?
READ CHOICES

- 1) Very interested
- 2) Somewhat interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know **VOL**

/* METRIC B */ Given this statement, how likely are you to check your bills for counterfeits? **READ CHOICES**

- 1) Very likely
- 2) Somewhat likely
- 3) Not very likely
- 4) Not at all likely
- 5) Don't know **VOL**

REPEAT CODES
RANDOM ROTATE SERIES

39 Counterfeiting is theft of someone's hard-earned money, not a victimless crime. If you accept a counterfeit bill, you won't get reimbursed for it, and it is illegal to knowingly pass one on to someone else. Help protect yourself, your neighbors, and our economy by checking your bills to make sure they are genuine.

- 40 The U.S. government monitors a range of counterfeit threats from digital technology to sophisticated printing press operations. Because today's inexpensive advanced computers, scanners, and printers are making it easier for counterfeiters to create counterfeit bills, the number of counterfeits has jumped dramatically in the last few years. Be safe, not sorry; Check your money for fakes.
- 41 Roughly one in every 10,000 bills is a counterfeit. Don't make the mistake of accepting a fake. Learn to use the simple security features on your bills to make sure they are genuine.
- 42 The new high tech security features that are being added to redesigned U.S. bills are the most reliable tools for checking bills to make sure they are genuine.
- 43 In the U.S., the number of counterfeit bills passed has doubled in the past decade, to more than \$60 million, and just last year almost 4,000 arrests were made in the U.S. related to counterfeiting. Don't make the mistake of accepting a fake - protect yourself by checking the new security features on bills you receive.
- 44 The U.S. \$100 bill is the most common target of counterfeiters in the world. The redesigned \$100 bill contains cool new high-tech features that are hard for counterfeiters to copy, but easy for you to check.
- 45 The combined efforts of law enforcement, improved security features and increased public awareness have kept counterfeiting at relatively low levels. However, the threat still exists, so continue to be smart about your money and always check for the authentic security features.
- 46 Many counterfeiting techniques are so advanced that it is fairly easy to fool someone who casually examines their money. The security features that have been added to the redesigned U.S. bills are the most reliable tools to make sure the bills are genuine. Protect yourself by learning a new easy-to-use security feature on each new bill so you won't get stuck with counterfeit bills.

Features Messages

/* DISPLAY */ Now I am going to read you some short statements about changes being considered for the U.S. bills. Please indicate, first, how interested this statement makes you in learning more about changes coming to U.S. currency, including features to help detect counterfeits, and, second, how likely you are to check your bills after hearing this statement.

/* METRIC A */ How interested does this make you in learning more about changes coming to U.S. bills including features to help detect counterfeits?

READ CHOICES

- 1) Very interested
- 2) Somewhat interested
- 3) Not very interested
- 4) Not at all interested
- 5) Don't know **VOL**

/* METRIC B */ Given this statement, how likely are you to check your bills for counterfeits? **READ CHOICES**

- 1) Very likely
- 2) Somewhat likely
- 3) Not very likely
- 4) Not at all likely
- 5) Don't know **VOL**

REPEAT CODES

RANDOM ROTATE SERIES

/* REPEAT CODES */

/* RANDOM ROTATE SERIES */

- 47 There are cool new tools to check your bills including a strip covered with small eagles that appear to move when you tilt the bill, an image that disappears and reappears when you tilt it, and a see-through image that's incomplete until you hold it up to the light. Learn how to use them to make sure your money is legit.
- 48 Counterfeits aren't always obvious, but the U.S. Treasury has made it easier to check the new bills. Look for an embedded watermark in the paper to the right of the big portrait. By tilting the bill back and forth, make the eagles move in the new strip and check for the color-shifting ink in the lower right hand corner. Look for the vertical security thread to the left of the portrait. Learn the security features of your money.
- 49 Know your money. The redesigned U.S. bills contain easy-to-use features including color-shifting ink, a strip covered with eagles that appear to move when you tilt the bill, a watermark, and a security thread. Protect yourself from counterfeiters by learning how to use the security features on your bills to check them.

- 50 Check your money to make sure it's not fake. Tilt it – to see the color-shifting ink and eagles that move in the new strip; expose the watermark and security thread by holding it up to the light.
- 51 Since passing along counterfeit currency is illegal, it is important to check your bills. However, people often want to be discrete about checking to avoid alarming the person that just gave them the bill. The latest features such as a strip covered with small eagles that appear to move when you tilt the bill allow you to be subtle when protecting your hard earned money.
- 52 The most recently redesigned U.S. currency contained a feature for those who are visually impaired – a large numeral in the bottom right hand corner of the back of the bill. For the next denominations to be redesigned that feature will be enhanced to make it even easier for those with impaired vision to identify their bills.
- 53 The redesigned \$100 bill will contain features never before seen on U.S. dollars - a strip covered with small eagles that appear to move when you tilt the bill, an image that disappears and reappears when you tilt the bill, and a see-through image that's incomplete until you hold it up to the light. Even with all of the changes made to the U.S. currency, the currency will still be recognizable as quintessentially American.
- 54 To prevent counterfeiters from taking advantage of you, it is important to learn three easy-to-use features that are on all U.S. currency. Remember when receiving a bill tilt it to look for the eagles that move in the new strip and color-shifting ink and hold it up to the light to detect the watermark and security thread. Be smart; know your money.
- 55 The U.S. \$100 bill is the most common target of counterfeiters in the world. The new \$100 bill contains high-tech features that will make it the ultimate challenge for counterfeiters: a strip covered with eagles that appear to move when you tilt the bill, an image that disappears and reappears when you tilt it, and a see-through image that's incomplete until you hold it up to the light.
- 56 How many anti-counterfeiting features can you find on a new \$100 note?
- 57 Images that move, pictures that disappear, colors that change. The new \$100 bill is something to see.
- 58 There is a message in your money. New U.S. currency designs fight counterfeiters with new visible and hidden features. Learn the ones you can use to check for fakes.

- 59 The U.S. Treasury has stepped up its counterfeit combat with a new \$100 bill that includes very hi-tech security features like an innovative strip covered with eagles that appear to move when you tilt the bill. It's the new order of money.
- 60 New advanced technology lets the U.S. Treasury raise the bar for counterfeiters to a new level. More complex and sophisticated visible and hidden features are a counterfeiters' nightmare.
- 61 New U.S. \$100 bills will have something never before seen on U.S. currency - a "motion" strip woven into the paper. When you "Tip the Strip," the eagles fly.
- 62 To check new redesigned \$100 bills to make sure they are authentic, the U.S. Treasury advises that you "Make it Move." New features - a strip covered with small eagles that appear to move and a large disappearing/reappearing eagle - that are hard for criminals to duplicate can be seen by tilting the note back and forth.

END SERIES

Repetition of Key Measures

- 63 Do you think counterfeiting of bills is a major problem, minor problem, or not a problem in our country? **READ CHOICES**
- 1) Major Problem
 - 2) Minor Problem
 - 3) Not a problem
 - 4) Don't know **VOL**
- 64 Please think about when you receive U.S. bills in general. How often would you say you check them to make sure they are not counterfeit? **READ CHOICES**
- 1) Always
 - 2) Often
 - 3) Sometimes
 - 4) Rarely
 - 5) Never
 - 6) Don't know **VOL**
- 65 Using a 1 to 7 scale, with 1 meaning no confidence at all and 7 meaning a great deal of confidence, how much confidence would you say you have in United States currency?

- 1) 1 – No confidence at all
- 2) 2
- 3) 3
- 4) 4
- 5) 5
- 6) 6
- 7) 7 – A great deal of confidence
- 8) Don't know **VOL**

Media Habits

66 Where do you typically get most of your news from?

- 1) Newspapers
- 2) Television
- 3) Magazines
- 4) Radio
- 5) Internet
- 6) Other **SPECIFY**
- 7) Don't know **VOL**

67 How often do you use the Internet?

- 1) Several times a day
- 2) At least once a day
- 3) A few times a week
- 4) At least once a week
- 5) Less than once a week
- 6) Never

68 Which of the following would be good ways to get information to you about changes to U.S. bills? Please tell me all that apply. **MULTIPLE RESPONSES PERMITTED; READ AND RANDOM ROTATE CHOICES**

- 1) TV news programs
- 2) Advertisements on TV
- 4) Radio news programs
- 5) Ads on the radio
- 6) Newspaper articles
- 7) Ads in newspapers
- 8) Magazine stories
- 9) Ads in magazines
- 10) Ads on the Internet
- 11) A website on the Internet
- 12) Don't know **VOL**

Demographics

69 To make sure we have a representative sample, could you please tell me your race or ethnicity?

- 1) White/Caucasian (Not Hispanic)
- 2) Black/African-American
- 3) Caribbean-American
- 4) Hispanic/Latino
- 5) Asian-American
- 6) Native American
- 7) South Asian Indian
- 8) Other **SPECIFY**
- 9) Don't know **VOL**

70 What is your current marital status?

- 1) Married
- 2) Single
- 3) Widowed
- 4) Divorced
- 5) Don't know **VOL**

71 Do you have any children under the age of 18 living at home?

- 1) Yes
- 2) No
- 3) Don't know **VOL**

72 **CODE STATE**