

**Burson-Marsteller / Bureau of Engraving and Printing
Tagline Testing for \$5 and \$100 Program
June 29, 2007
Penn, Schoen & Berland Associates**

Job #xx

N = 750 U.S. general population

Screeners

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 15 minutes.

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

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

2 Which of the following categories best describes your age? **READ CHOICES**

- 1) Less than 18 years old **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 best describes your current employment status? **READ CHOICES**

- 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? **READ CHOICES**
- 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? **READ CHOICES**
- 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 **## IF Q4=C1 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)**
- 8 **## IF Q7=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)**
- 9 **/* CODE */ AUDIENCE**
- 1) **BANK TELLER IF Q8=C1**
 - 2) **CASH HANDLER IF Q8=C2**

Attitudes toward U.S. Currency

- 10 Using a 1 to 7 scale where 1 means no confidence at all and 7 means a great deal of confidence, how much confidence would you say you have in the stability of U.S. 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)**
- 11 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)**
- 12 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)**

Awareness of NexGen Currency

- 13 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)**
- 14 The U.S. government is planning to make changes to the way some U.S. bills look in the near future. The new bills will include some new design and security features. How concerned are you about the fact that there will be changes to the design of U.S. bills? **READ CHOICES**
- 1) Very concerned
 - 2) Somewhat concerned
 - 3) Not very concerned
 - 4) Not at all concerned
 - 5) Don't know **(VOL)**
- 15 Overall, how interested are you in hearing or reading about new designs for 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)**

16 How likely are you to learn about new security features on U.S. bills? **READ CHOICES**

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

Tagline Testing

Now you will hear a few phrases and be asked your reaction to each.

METRIC A: How meaningful is this phrase? **READ CHOICES**

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

METRIC B: How appropriate is this phrase for talking about upcoming changes to the design of U.S. bills? **READ CHOICES**

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

METRIC C: Given this phrase, how much more likely are you to learn about the new security features on U.S. bills? **READ CHOICES**

- 1) Much more likely
- 2) Somewhat more likely
- 3) Not much more likely
- 4) Not at all more likely
- 5) Don't know **(VOL)**

EACH RESPONDENT GETS X OF X PHRASES

REPEAT CODES
RANDOM ROTATE SERIES

POTENTIAL TAGLINES:

The Next Generation of Notes: Money with Motion

NexTech Dollars: Money that Moves

The New C-Note: It's Something to See

The New Hi-Tech Hundred: See for Yourself

New U.S. Currency: Putting Motion in Money

Check Out the New Money with Motion

Check Your New Money: Tip the Strip

The New Look of Money: Safer. Smarter. More Secure than Ever.

New U.S. Currency: More than Meets the Eye

Check Your Money Like Never Before

Counterfeit? Tip the Strip.

New Money Makeover: Tilt for Motion, Lift to Light

Smart Dollars: New Hi-Tech Notes

Your new U.S. currency reality check: Tilt your bill and look through it

Two-Step Security Check for U.S. Currency: Tilt your bill and check the see-through features

New Currency Security: Lift and Shift

New Smarter Dollars: Shine the Light on Hidden Features

Images Move from Left to Right, Images Show Up in the Light

The New Color of Money: Safer. Smarter. More Secure.

New Currency Security: Tilt for Motion; Raise to Reveal

New U.S. Currency: Hard to Copy, Easy to Check

END SERIES

Post Measures

17 Given everything you've heard, using a 1 to 7 scale where 1 means no confidence at all and 7 means a great deal of confidence, how much confidence would you say you have in the stability of U.S. 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**)

- 18 Given everything you've heard, 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)**
- 19 Given everything you've heard, how concerned are you about the fact that there will be changes to the design of U.S. bills? **READ CHOICES**
- 1) Very concerned
 - 2) Somewhat concerned
 - 3) Not very concerned
 - 4) Not at all concerned
 - 5) Don't know **(VOL)**
- 20 Given everything you've heard, how interested are you in hearing or reading about new designs for 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)**
- 21 Given everything you've heard, how likely are you to learn about the new security features on U.S. bills? **READ CHOICES**
- 1) Very likely
 - 2) Somewhat likely
 - 3) Not very likely
 - 4) Not at all likely
 - 5) Don't know **(VOL)**

Demographics

- 22 Where do you typically get most of your news from? **READ CHOICES**
- 1) Newspapers
 - 2) Television
 - 3) Magazines
 - 4) Radio
 - 5) Internet
 - 6) Email
 - 7) Other **SPECIFY**
 - 8) Don't know **(VOL)**
- 23 For statistical purposes only, we need to know your total family income for 2006. Will you please indicate which of the following categories best represents your total family income? **READ CHOICES**
- 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)**

24 What is the last year of schooling that you completed? **READ CHOICES**

- 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)**

25 To make sure we have a representative sample, could you please indicate your race or ethnicity? **READ CHOICES**

- 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)**

26 What is your current marital status? **READ CHOICES**

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

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

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

28 **CODE STATE**