

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

**Job #xx**  
**N = 800 U.S. general population**

OMB Control Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_

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 20 minutes.

**Screeners**

- 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 How favorable do you feel toward U.S. bills? **READ CHOICES**
- 1) Very favorable
  - 2) Somewhat favorable
  - 3) Somewhat unfavorable
  - 4) Very unfavorable
  - 5) Don't know **(VOL)**
- 12 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)**
- 13 Please think about when you receive U.S. bills in general. How likely are you to check them to make sure they are not counterfeit? **READ CHOICES**
- 1) Very likely
  - 2) Somewhat likely
  - 3) Not very likely
  - 4) Not at all likely
  - 5) Don't know **(VOL)**
14. How likely are you to check \$100 bills you receive to make sure they are not counterfeit?  
**READ CHOICES**
- 1) Very likely
  - 2) Somewhat likely
  - 3) Not very likely
  - 4) Not at all likely
  - 5) Don't know **(VOL)**

### Awareness of NexGen Currency

15. Have you seen or heard anything about recent or upcoming changes to the design of some U.S. bills?
- 1) Yes
  - 2) No
  - 6) Don't know **(VOL)**
16. 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)**
17. Overall, how excited are you about the changes to the way some U.S. bills will look in the near future? **READ CHOICES**
- 1) Very excited
  - 2) Somewhat excited
  - 3) Not very excited
  - 4) Not at all excited
  - 5) Don't know **(VOL)**
18. 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)**
14. How likely are you to learn about new security features on U.S. bills that will help you determine if a bill is genuine? **READ CHOICES**
- 1) Very likely
  - 2) Somewhat likely
  - 3) Not very likely
  - 4) Not at all likely
  - 5) Don't know **(VOL)**

#### Attributes

**METRIC A:** Using a scale of 1-4 where 1 means "applies a great deal to U.S. bills" and 4 means "does not apply at all to U.S. bills," how much do you feel each of the following words or phrases applies to U.S. bills?

- 1) 1 – Applies a great deal
- 2) 2
- 3) 3
- 4) 4 – Does not apply at all

5) Don't know (VOL)

**REPEAT CODES**  
**RANDOM ROTATE SERIES**

- 15 Safe
- 16 Secure
- 17 Smart
- 18 Trustworthy
- 19 Has an appealing look
- 20 Suggests economic security
- 21 Symbol of freedom
- 22 Has easy to use security features
- 23 Has advanced security features
- 24 Trusted worldwide
- 25 Hard to counterfeit
- 26 Easy to check
- 27 Dependable
- 28 Old fashioned

**END SERIES**

**VISUAL CONCEPT (ads/posters/brochures/web pages) Testing**

Now you will see an example of an (ad/poster/brochure/web page) related to the upcoming changes to the design of U.S. bills and be asked your reaction to it. Please keep in mind this is an example not a finished product.

**SHOW AD/POSTER/BROCHURE/WEB PAGE**

- 29 What is the main information contained in this ad/poster/brochure/web page? **OPEN**  
**END**
- 30 How informative do you find this ad/poster/brochure/web page? **READ CHOICES**
  - 1) Very informative
  - 2) Somewhat informative
  - 3) Not very informative
  - 4) Not at all informative
  - 5) Don't know (VOL)
- 31 How important do you find the information contained in this ad/poster/brochure/web page? **READ CHOICES**

- 1) Very important
  - 2) Somewhat important
  - 3) Not very important
  - 4) Not at all important
  - 7) Don't know (**VOL**)
- 32 How much do you like this ad/poster/brochure/web page? **READ CHOICES**
- 1) 1 – Like a great deal
  - 2) 2
  - 3) 3
  - 4) 4 – Do not like at all
  - 5) Don't know (**VOL**)
- 33 **## IF Q32=C1 OR 2 ##** What do you like most about this ad/poster/brochure/web page?  
Please be as specific as possible. **OPEN END**
- 34 **## IF Q32=C3 OR 4 ##** What do you like least about this ad/poster/brochure/web page?  
Please be as specific as possible. **OPEN END**
- 35 How relevant is the information contained in this ad/poster/brochure/web page for someone like you? **READ CHOICES**
- 1) Very relevant
  - 2) Somewhat relevant
  - 3) Not very relevant
  - 4) Not at all relevant
  - 5) Don't know (**VOL**)
- 36 How unique and different is this ad/poster/brochure/web page? **READ CHOICES**
- 1) Very unique and different
  - 2) Somewhat unique and different
  - 3) Not very unique and different
  - 4) Not at all unique and different
  - 5) Don't know (**VOL**)

#### Post Measures

- 37 Given this ad/poster/brochure/web page, how favorable do you feel toward U.S. bills?  
**READ CHOICES**
- 1) Very favorable
  - 2) Somewhat favorable
  - 3) Somewhat unfavorable
  - 4) Very unfavorable
  - 5) Don't know (**VOL**)
- 38 Given this ad/poster/brochure/web page, how likely are you to check U.S. bills to make sure they are not counterfeit? **READ CHOICES**
- 1) Very likely
  - 2) Somewhat likely
  - 3) Not very likely
  - 4) Not at all likely

- 5) Don't know **(VOL)**
- 39 Given this ad/poster/brochure/web page, how excited are you about the changes to the way some U.S. bills look in the near future? **READ CHOICES**
- 1) Very excited
  - 2) Somewhat excited
  - 3) Not very excited
  - 4) Not at all excited
  - 5) Don't know **(VOL)**
- 40 Given this ad/poster/brochure/web page, 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)**

#### Post Attributes

**METRIC A:** Given this ad/poster/brochure/web page, using a scale of 1-4 where 1 means applies a great deal to U.S. bills and 4 means does not apply at all to U.S. bills, how much do you feel each of the following words or phrases applies to U.S. bills?

- 1) 1 – Applies a great deal
- 2) 2
- 3) 3
- 4) 4 – Does not apply at all
- 5) Don't know **(VOL)**

#### REPEAT CODES

#### RANDOM ROTATE SERIES

- 41 Safe
- 42 Secure
- 43 Smart
- 44 Trustworthy
- 45 Has an appealing look
- 46 Suggests economic security
- 47 Symbol of freedom
- 48 Has easy to use security features
- 49 Has advanced security features
- 50 Trusted worldwide
- 51 Hard to counterfeit

52 Easy to check

53 Dependable

54 Old fashioned

**END SERIES**

**Demographics**

55 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)**

56 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)**

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

- 1) 1 – 11<sup>th</sup> grade
- 2) High school graduate
- 3) Technical school
- 4) Some college
- 5) College graduate
- 6) Post-graduate school
- 7) Don't know **(VOL)**

58 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)**



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

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

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

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

61 **CODE STATE**