

CRT

DP, USM66790
e790

FIELD FINAL - MAY 27, 2008

(Columns are ABSOLUTE)

(Revisions highlighted in blue)

Project Registration #153561 N TRANSLATIONS
U.S. MINT
City Center: Government N PANEL SAMPLE
Andrew Jackson Awareness-RDD
Sample
Simon/Bechtolt X SURVEY DESIGN: Tara McGhee
Brenda Sonksen, Specwriter
August, 2008 n=1,000

I.D.#: _____(1-6)

**AREA CODE AND TELEPHONE NUMBER:

_____ (1161 - 1170)

**INTERVIEW TIME:

_____ (1716 - 1721)

(NOTE: All interviews are recorded. The recording begins when the respondent answers the phone. This statement is read after the "Continue" response is entered after the Introduction and before the first question) This call will be recorded for quality assurance.

- 1 (Continue)
- 2 (Refused) - **(Thank and Terminate)**

(1984)

Sa. CENSUS DIVISION: (Code from fone file)

- 1 New England
- 2 Middle Atlantic
- 3 East North Central
- 4 West North Central
- 5 South Atlantic
- 6 East South Central
- 7 West South Central
- 8 Mountain
- 9 Pacific
- _____ (72)

Sb. DENSITY VARIABLE: (Code from fone file)

- 1 Urban
- 2 Suburban
- 3 Rural
- _____ (53)

Hello, this is _____, calling from Gallup on behalf of the U.S. Mint. We're conducting a survey on coin usage. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

(READ:) This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval.

(If necessary, READ:) The valid OMB control number for this survey is 1525-0012-XX.

- 1 Yes, respondent available - **(Continue)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal)
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)**
_____ (2001)

1. From what you know, are one-dollar coins currently in circulation by the U.S. Mint, or not?

- 1 Yes, in circulation
- 2 No, not in circulation
- 8 (DK)
- 9 (Refused)
- _____ (2401)

(If code 1 in #1, Continue; otherwise, Skip to Read before #9)

2. Can you describe what image or images are featured on one-dollar coins? (Open ended and code) **(Probe:)**
Anything else? **(Probe for five responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

- 0006 Sacagawea/Native American woman with baby
- 0007 Susan B. Anthony
- 0008 U.S. Presidents (non-specified)
- 0009 George Washington
- 0010 John Adams
- 0011 Thomas Jefferson
- 0012 James Madison
- 0013 Statue of Liberty
- 0014 James Monroe
- 015 John Quincy Adams**

_____	1st	_____	_____
	Resp:	(2402 -	2405)
_____	2nd	_____	_____
	Resp:	(2406 -	2409)
_____	3rd	_____	_____
	Resp:	(2410 -	2413)
_____	4th	_____	_____
	Resp:	(2414 -	2417)
	5th	_____	_____

3. Please tell me, from what you know, whether each of the following images are on one-dollar coins. If you're not sure, just say so and we'll move on. How about **(read and rotate A-J, as appropriate)**?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

A. The American flag
_____(2422)

B. **(If code 0013 NOT mentioned in #2, ask:)** The Statue of Liberty
_____(2423)

C. The Liberty Bell
_____(2424)

D. The U.S. Capitol
_____(2425)

E. The White House
_____(2426)

F. U.S. States
_____(2427)

G. **(If code 0008-0012, 0014, or 0015 NOT mentioned in #2, ask:)** U.S. Presidents
_____(2428)

H. A Bald Eagle
_____(2429)

I. **(If code 0006 NOT mentioned in #2, ask:)** A Native American Woman
_____(2430)

J. **(If code 0007 NOT mentioned in #2, ask:)** Susan B. Anthony
_____(2431)

(Question #4 deleted) HOLD
(2432)

[Deleted Note]

(Question #5 deleted)

HOLD

(2501-

2520)

**(If code 0008-0012 or 0014-0015 in #2 OR
If code 1 in #3-G, Continue;
Otherwise, Skip to Read before #9)**

6. What do you remember as the distinct characteristics of the one-dollar coin? (Open ended and code) **(Probe:)**
What else? **(Probe for five responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

- 0006 Golden
- 0007 Features a President
- 0008 Has markings along the side
- 0009 Has Statue of Liberty on it

_____	_____	1st
_____		Resp:
(2521 - 2524)		
_____	_____	2nd
_____		Resp:
(2525 - 2528)		
_____	_____	3rd
_____		Resp:
(2529 - 2530)		
_____	_____	4th
_____		Resp:
(2533 - 2537)		
_____	_____	5th
_____		Resp:
(2538 - 2541)		

(Question #7 deleted) HOLD
(2630- 2639)

[Deleted Note]

(Question #8 deleted)

HOLD

(2433-

2442)

(READ:) I am going to read a statement about a new one-dollar coin. Please listen carefully as the questions that follow will be about your opinions on the new coin.

Under the Presidential Coin Act of 2005, the U.S. Mint is producing a new series of one-dollar coins. The series started in February 2007, and a new Presidential one-dollar coin is being minted about every three months that will feature the likeness of a previous President - starting first with George Washington and proceeding chronologically. During an approximate 10-year period, each President will be featured on a dollar coin, but no coin may bear the image of a living former or current President. This program does **NOT** cost taxpayers any additional money and these coins are circulating currency good for use in commercial transactions.

9. After hearing this description, would you be **(read 4-1)** to do each of the following if you receive a Presidential one-dollar coin as change? Would you **(read and rotate A-B)**?

- 4 Very likely
- 3 Somewhat likely
- 2 Not too likely, OR
- 1 Not at all likely

- 8 (DK)
- 9 (Refused)

A. Use the Presidential one-dollar coin for purchases

_____(2443)

B. Collect the Presidential one-dollar coin

_____(2444)

10. What do you think about the idea of having a series of Presidential one-dollar coins? Do you think it is a **(read 5-1)**?

- 5 Very good idea
- 4 Good idea
- 3 Poor idea
- 2 Very bad idea, OR
- 1 It makes no difference to you

- 8 (DK)
- 9 (Refused)
- _____ (2548)

11. Regardless of how you feel about the Presidential one-dollar coin series, what do you think is the most **POSITIVE** aspect of the coin? (Open ended and code)

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 Nothing/no positive aspect
- 0005 HOLD

- 0006 Good for collectors
- 0007 Good for children to learn about Presidents
- 0008 Preserves U.S. history
- 0009 More durable/last longer than bills
- 0010 New/different design
- 0011 More convenient than paper money
- 0012 Mint will make money
- 0013 Good for vending machines
- 0014 Patriotic
- 0015 Is better for the environment
- 0016 Is made from 100% recyclable materials
- 0017 Lasts for decades
- 0018 Can save our country \$5 billion every 10 years
- 0019 Is accepted at retailers everywhere
- 0020 Is real U.S. Tender

_____ (2549)
_____ (2552)

(READ:) For the remainder of this survey, I'd like you to think about all one-dollar coins.

12. In the past 12 months, have you had a one-dollar coin in your possession?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2445)

(If code 2, 8, or 9 in #12, Skip to #14; otherwise, Continue)

(Question #12a deleted) HOLD
(2446)

12b. Did you USE one of those one-dollar coins to pay for something or make a purchase?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2722)

12c. Thinking again about those coins, what did you do with the one-dollar coins you had in your possession? Did you **(read A-C)**?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

A. Spend them to pay for something or make a purchase
_____ (2568)

B. Save them as part of a collection
_____ (2569)

C. Give them as a gift
_____ (2570)

(Question #13 deleted)

HOLD

(2447-

2462)

14. These days, would you say **that one-dollar** coins are **(read and rotate 1-2)?**

- 1 Readily available almost anywhere (or)
- 2 Not readily available (or)

- 8 (DK)
- 9 (Refused)
- _____ (2463)

**(If code 2 in #14, Continue;
Otherwise, Skip to #16)**

15. For each of the following, please tell me whether or not you think you can easily get **a one-dollar** coin at this location. How about **(read and rotate A-F)?**

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

- A. At your bank
_____ (2464)

- B. At your local post office
_____ (2465)

- C. At a retail store
_____ (2466)

- D. At your grocery store
_____ (2467)

- E. In a vending machine
_____ (2468)

- F. From a public transportation clerk or vending machine
_____ (2469)

16. From what you know, **are one-dollar** coins accepted by all retailers and businesses, or can they only be used in particular places?

- 1 Anywhere
- 2 Only in particular places
- 8 (DK)
- 9 (Refused)
- _____ (2470)

17. From what you know about vending machines, do all of them accept **one-dollar coins, only some, or** none of them?

- 1 All of them
- 2 Only some
- 3 None of them

- 8 (DK)
- 9 (Refused)
- _____ (2471)

[Deleted Note]

(Question #17a deleted) HOLD
(2472)

17b. In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a dollar coin?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2571)

(If code 1 in #17b, Continue; Otherwise, Skip to #18a)

17c. Did you **(read and rotate 1-2)?**

- 1 Ask for a dollar bill (or)
- 2 Accept the coin (or)

- 8 (DK)
- 9 (Refused)
- _____ (2572)

(If code 1, 8, or 9 in #17c, Skip to #21; Otherwise, Skip to #22)

[Deleted Note]

(Question #18 deleted) HOLD
(2565)

[Deleted Note]

18a. If someone in a bank, store, or retail business tried to hand you a one-dollar coin, would you be more likely to (read and rotate 1-2)?

- 1 Ask for a dollar bill (or)
- 2 Accept the coin

8 (DK)

9 (Refused)

_____(2573)

HOLD

_____(2473-

2474)

(If code 1 in #18a, Continue;
Otherwise, Skip to #22)

(Question #18b deleted)

HOLD

_____(2475)

[Deleted Note]

(Question #19 deleted)

HOLD

(2566)

[Deleted Note]

(Question #19a deleted)

HOLD

_____(2476)

(Question #20 deleted)

HOLD

_____(2567)

[Deleted Note]

22. If you wanted to learn more about one-dollar coins and where you can obtain the coins, where would you be most likely to go for that information? (Open ended and code)

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

- 0006 Internet, General-other
- 0007 Internet, U.S. Mint Web site
- 0008 Bank
- 0009 TV
- 0010 Library
- 0011 Ask your friends
- 0012 Ask your family

(2477 - 2480)

23. In the past 30 days, do you recall seeing any commercial messages or advertisements about one-dollar coins in your area?

- 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)
- (2574)

**(If code 1 in #23, Continue;
Otherwise, Skip to Read before D0)**

24. Did you see that message in a full-page ad in the newspaper?

- 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)
- (2575)

**(If code 1 in #24, Continue;
Otherwise, Skip to #26)**

25. Did you see any other ads?

- 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)
- (2576)

**(If code 1 in #25, Continue;
Otherwise, Skip to Read before D0)**

(READ:) For the next few questions I ask, I'd like you to think solely about the commercial or advertisements you saw that were NOT the full-page ads.

26. Thinking about that commercial or advertisement you saw about the one-dollar coin, do you remember if any of the following were in the message? How about **(read and rotate A-H)?**

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

A. Is better for the environment
(2577)

B. Is made from 100% recyclable materials
(2578)

C. Lasts for decades
(2579)

D. Can save our country \$5 billion every 10 years
_____ (2580)

E. Is accepted at retailers everywhere
(2581)

F. Is real U.S. tender
(2582)

G. Celebrates our Presidential History
(2583)

H. Has a golden eagle on the back
(2584)

**(If code 1 to ANY in #26 A-H, Continue;
Otherwise, Skip to Read before D0)**

27. Using a scale from one-to-five, where 5 is extremely interested and 1 is not interested at all, after hearing that message, how interested were you in using a one-dollar coin?

5 Extremely interested

4

3

2

1 Not interested at all

6 (DK)

7 (Refused)

(2585)

28. Thinking again about that message, can you tell me where you saw or heard it? Was it (read and rotate A-L)?

1 Yes

2 No

8 (DK)

9 (Refused)

A. On television

(2586)

B. On the radio

(2587)

C. In a magazine

(2588)

D. On a Web site

(2589)

E. On an Internet search engine like Google or Yahoo!

_____(2590)

F. On an outdoor sign or billboard

(2591)

G. In the news (newspaper article, magazine article,
TV news reports, etc.)
(2592)

H. At your bank or credit union
(2593)

I. In a retail store
(2594)

28. (Continued:)

J. At a restaurant
(2595)

K. From a relative or friend
(2596)

L. From a mobile car or truck
(2597)

DEMOGRAPHICS BEGIN HERE:

(READ:) I have a few final questions for statistical purposes only.

D0. Do you purchase SPECIAL COLLECTORS COINS, for example, proof sets or uncirculated coins, to collect for yourself or someone else?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2626)

D1. Please tell me your age. (Open ended and code actual age)

00 (Refused)

18-
98

99 99+

(2701) (2702)

(DEMOGRAPHICS CONTINUED)

D2. How many adults, age 18 or older, currently reside in your household? Please do not count students living away from home or boarders. (Open ended and code actual number)

- 0 None
- 1-6
- 7 7 or more
- 8 (DK)
- 9 (Refused)
_____(2704)

D3. Are there any children living in your household under 18 years of age?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
_____(2703)

D4. ETHNICITY: Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- 1 Yes, Hispanic or Latino origin or descent
- 2 No not of Hispanic or Latino origin or descent
- 8 (DK)
- 9 (Refused)
_____(2705)

(DEMOGRAPHICS CONTINUED)

D5. What is your race? The U.S. census categories are American Indian or Alaska native, Asian, Black or African-American, Native Hawaiian or other Pacific Islander, or White. You may provide more than one answer, if appropriate. (If necessary, read 06-07, then 09-11, then 01) (Allow three responses)

- 01 Some other race (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 White
- 07 African-American/Black
- 08 (Hispanic)
- 09 American Indian or Alaska Native
- 10 Asian
- 11 Native Hawaiian or other Pacific Islander

		1st		
		Resp:		
			(2706)	(2707)
		2nd		
		Resp:		
			(2708)	(2709)
		3rd		
		Resp:		
(2710) (2711)				

[Deleted Note]

(Questions D6 and D7 deleted) HOLD
 (2712- 2713)

D8. What is the highest level of education you have completed? (Open ended and code)

- 1 Less than high school graduate (0-11)
- 2 High school graduate (12)
- 3 Some college
- 4 Trade/Technical/Vocational training
- 5 College graduate
- 6 Postgraduate work/Degree

- 8 (DK)

9 (Refused)
_____ (2718)

(DEMOGRAPHICS CONTINUED)

D9. What is your current marital status? **(Read 1-6)**

- 1 Married
- 2 Living with a partner
- 3 Separated
- 4 Divorced
- 5 Widowed
- 6 Never married

- 8 (DK)
- 9 (Refused)
- _____ (2714)

D10. Which of the following best describes your current employment status? **(Read 1-6)**

- 1 Employed full-time
- 2 Employed part-time, but not a full-time student
- 3 A full-time student
- 4 Retired
- 5 A homemaker
- 6 Not employed

- 8 (DK)
- 9 (Refused)
- _____ (2715)

D11. NOT including lines dedicated to a fax machine, modem, or used strictly for business purposes, how many different phone NUMBERS do you have coming into your household (not including cell phones)? (Open ended and code)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more

- 8 (DK)
- 9 (Refused)
- _____ (2719)

(DEMOGRAPHICS CONTINUED)

D12. Is your total annual household income, before taxes, over or under \$35,000?

- (If Under, ask:) Is it over or under \$25,000?
(If Under, ask:) Is it over or under \$5,000?
- (If Over, ask:) Is it over or under \$50,000?
(If Over, ask:) Is it over or under \$75,000?
(If Over, ask:) Is it over or under \$100,000?
(If Over, ask:) Is it over or under \$150,000?
(If Over, ask:) Is it over or under \$200,000?

- 00 Under \$5,000
01 \$5,000 to \$24,999
02 \$25,000 to \$34,999
03 \$35,000 to \$49,999
04 \$50,000 to \$74,999
05 \$75,000 to \$99,999
06 \$100,000 to \$149,999
07 \$150,000 to \$199,999
08 \$200,000 or more
- 98 (DK)
99 (Refused)

(2716) (2717)

D12a. PUBLIC TRANSIT: In the last 30 days, have you taken some form of public transportation?

- 1 Yes
2 No
8 (DK)
9 (Refused)
(2598)

(If code 1 in D12a, Continue;
Otherwise, Skip to D13)

(DEMOGRAPHICS CONTINUED)

D12b. Would you say you are a (read 1-3) user of public transportation?

- 1 Frequent
- 2 Occasional, OR
- 3 Infrequent

- 8 (DK)
- 9 (Refused)
- (2599)

D13. GENDER: (Code only; Do NOT ask)

- 1 Male
- 2 Female

_____(2720)

[Deleted Note]

(Question D14 deleted)
(2721)

HOLD

[Deleted Note]

(Question D15 deleted)
(2801-

HOLD

2890)

**(VALIDATE PHONE NUMBER AND
THANK RESPONDENT BY SAYING:)**

Again, this is _____, with Gallup of _____. I would like to thank you for your time. Our mission is to "help people be heard" and your opinions are important to Gallup in accomplishing this.

_____(1571-

INTERVIEWER I.D. #:

1574)

j\lw\US_Mint\Questionnaires\Outbound\2008\

US Mint Awareness-John Quincy Adams-RDD 0805