

CRT

FIELD FINAL - JUNE 16, 2008
(Columns are ABSOLUTE)

Project Registration #154016	<u> N </u>	TRANSLATIONS
U.S. MINT		
City Center: Government	<u> N </u>	PANEL SAMPLE
\$1 Coin Pilot Ad Message Test 1		
Simon/Bechtolt	<u> X </u>	SURVEY DESIGN: Tara McGhee
Brenda Sonksen, Specwriter		
September, 2008		n=2,000

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)

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous. This interview has been approved by the Office of Management and Budget. The valid OMB control number is 1525-0012-xx.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control

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number .

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
- _____ (73)

Sb. DENSITY VARIABLE: (Code from fone file)

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

Sc. SAMPLE TYPE: (Code from fone file)

LANDLINE

- 11 Austin (n=200)
- 12 Charlotte (n=200)
- 13 Grand Rapids (n=200)
- 14 Portland (n=200)
- _____

(75)

(74)

Hello, this is _____ with The Gallup Organization. We are conducting an important survey and would like to include your opinions. I promise that we are not trying to sell you anything.

For the interview it is important that I speak with a person 18 years of age or older, and who had the most recent birthday. May I speak to that person?

(OMB 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 1525-0012-110.

- 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)
-

(Interviewer Read:)

We are interested in knowing about some of the advertising you have seen, read or heard lately.

1. Have you recently read, seen, or heard any advertising about coins or currencies within the past 30 days?

1 Yes - **(Continue)**

2 No **(Skip to #6)**

3 (DK) **(Skip to #6)**

4 (Refused) **(Skip to #6)**

_____(1065)

2. **(If code 1 in #2, ask:)** For which coins or currency amounts was that advertising? **(Probe:)** What others? (Open ended **AND CODE**) **(Probe for up to three responses)**

01 Other (list)

02 (DK)

03 (Refused)

04 HOLD

05 HOLD

06 \$1 dollar coins/presidential coins

07 \$1 dollar bills

08 quarters

09 nickels

10 dimes

11 pennies

12 \$20 or larger denomination coins

13 \$5 or larger denomination bills

14 special collectors coins

15 buffalo gold coin

(if code 06 in #2 continue, otherwise skip to #6)

(READ:) For the next few questions I ask, I'd like you to think solely about the commercials or advertisements you saw about the \$1 coins.

3. How many different \$1 coin ads have you seen, heard or read in the past 30 days?

1 one

- 2 two
- 3 three
- 4 four or more
- 8 (DK)
- 9 (Refused)

4. Where did you see, hear or read about [(if code 1, 8 or 9 in #3, read:) that ad/(if code 2-4 in #3 read:) those ads]? (Open ended and code, allow up to 6 responses)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 television
- 07 radio
- 08 magazine
- 09 Web site
- 10 outdoor sign or billboard
- 11 newspaper
- 12 bank or credit union
- 13 retail store
- 14 side of a bus

5. Now I would like to know about the content of the ads. Can you tell me what you remember seeing, hearing or reading in the ad(s)? (Open ended and code)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Statue of liberty buying hot dog with \$1 coin
- 07 Mount Rushmore, moving heads on mountain, man in state park using \$1 coin to buy food
- 08 It's 100% recyclable
- 09 You can use it for small purchases like tips, lipstick, parking meters

(All in #5 skip to #7)

6. 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)

7. Now I'd like to ask if you have seen, heard or read any of the following specific advertisements about the \$1 coin. How about **(read and rotate A-E)**

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

- A. **IF Q5=6, DO NOT ASK, ELSE CONTINUE:** A TV ad showing the Statue of Liberty buying hot dog using a \$1 coin
- B. **IF Q5=7, DO NOT ASK, ELSE CONTINUE:** Mount Rushmore presidents smiling at man using \$1 coin
- C. **IF Q5=8, DO NOT ASK, ELSE CONTINUE:** A print ad in magazines or newspaper saying "It's 100% recyclable" at the top of the ad and more detail about the durability and recyclability of \$1 coins below
- D. **IF Q5=9, DO NOT ASK, ELSE CONTINUE:** A print ad in magazines or newspaper saying "It's good to use the \$1 coin for small purchases" at the top and more detail about the durability and recyclability of \$1 coins below
- E. A radio ad with an announcer explaining how you can do your part in saving resources by using a \$1 coin radio

8. **(Ask for each code 1 in #7 A-E as appropriate)** Now I would like to know what you thought of the ads. Using a scale from one-to-five, where 5 is strongly agree and 1 is strongly disagree, please tell me how much you agree or disagree with each of the following statements about the **(read A-E as appropriate)**. How about **(read a-c for each A-E as appropriate before going onto the next ad)**.

- 5 Strongly agree
4
3
2
1 strongly disagree
- 6 (DK)
7 (Refused)
(2585)

A. Statue of Liberty buying hot dog TV ad

- a. The ad caught my attention
b. The ad gave me ideas for using the coin
c. The ad made me want to use the \$1 coin

B. Mount Rushmore presidents smiling at man using \$1 coin TV ad

- a. The ad caught my attention
b. The ad gave me ideas for using the coin
c. The ad made me want to use the \$1 coin

C. It's 100% recyclable print ad

- a. The ad caught my attention
b. The ad gave me ideas for using the coin
c. The ad made me want to use the \$1 coin

D. It's good to use the \$1 coin for small purchases print ad

- a. The ad caught my attention
b. The ad gave me ideas for using the coin
c. The ad made me want to use the \$1 coin

E. Doing your part in saving resources by using a \$1 coin
radio ad

- a. The ad caught my attention
- b. The ad gave me ideas for using the coin
- c. The ad made me want to use the \$1 coin

(Read:) The next few questions are about your use of one-dollar coins.

9. Prior to this survey, did you know one-dollar coins are currently in circulation by the U.S. Mint, or not?

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

10. 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 #10, Skip to #Demos;
Otherwise, Continue)**

11. 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)

DEMOGRAPHICS BEGIN HERE:

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

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

00 (Refused)

18-
98

99 99+

(2701) (2702)

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)

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)
(2712-

HOLD

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)

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)

(DEMOGRAPHICS CONTINUED)

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

- 1 Male
- 2 Female

_____(2720)

[Deleted Note]

(If code 21-24 in Sc, Skip to D17;
Otherwise, Continue)

D16. How many different residential phone NUMBERS do you have coming into your household, not including lines dedicated to a fax machine, modem, or used strictly for business purposes? Do not include cellular phones. (Open ended and code)

- 0 Zero/None
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more

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

(All in D16, Skip to Validate and Thank)

(DEMOGRAPHICS CONTINUED)

D17. Is this a cell phone-only household without any telephone landlines?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- (2645)

[Deleted Note]

D18. Currently, do you use just one cell phone to make and receive calls, or do you use more than one? (Open ended and code) **(INTERVIEWER NOTE: If more than one, probe for number used)**

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

- 8 (DK)
- 9 (Refused)
- _____(2646)

D19. Are you the only person who uses this cell phone, or do other people in your household also receive calls on it? **(If others receive calls, ask:)** Including yourself, how many people use this phone? (Open ended and code)

- 1 Respondent is only user
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven or more people use phone

- 8 (DK)
- 9 (Refused)
- _____(2647)

**(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.

INTERVIEWER I.D. #:
_____(1571- 1574)

REVISIONS

j\lw\US_Mint\Questionnaires\Outbound\2008\
US Mint Pilot Market AD TEST #1 0806