CRT

DP, USM66790 e790 FIELD FINAL - MAY 27, 2008 (Columns are ABSOLUTE) (Revisions highlighted in blue) N TRANSLATIONS <u>N</u> PANEL SAMPLE Martin Van Buren Awareness-RDD X SURVEY DESIGN: Tara McGhee n=1,000

I.D.#:

Sample

U.S. MINT

Simon/Bechtolt

December, 2008

**AREA CODE AND TELEPHONE NUMBER:

Project Registration #153561

City Center: Government

Brenda Sonksen, Specwriter

**INTERVIEW TIME:

(1716 - 1721)

(1161 - 1170)

(1-6)

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

> 1 (Continue)

(Refused) - (Thank and Terminate) 2

(1984)

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary all responses kept completely will be and This interview has been approved by anonymous. 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 Gallup® is a trademark of Gallup, Inc. All other trademarks are the property of their respective owners. Copyright © 2008 Gallup, Inc. All rights reserved. this one unless you are given a valid OMB control 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
 - ____(72)

Sb. DENSITY VARIABLE: (Code from fone file)

- 1 Urban
- 2 Suburban

____(53)

- 3 Rural
- 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)

<u>(If code 1 in #1, Continue;</u> <u>Otherwise, Skip to Read before #9</u>)

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 <u>(read</u> <u>and rotate A-J, as appropriate)</u>?
 - 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)
 - A. The American flag ____(2422)
 - B. <u>(If code 0013 NOT mentioned in #2, ask:)</u> 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. <u>(If code 0008-0012, 0014, or 0015 NOT mentioned in</u> <u>#2, ask:)</u> U.S. Presidents _____(2428)
 - H. A Bald Eagle ____(2429)
 - I. <u>(If code 0006 NOT mentioned in #2, ask:)</u> A Native American Woman ____(2430)
 - J. <u>(If code 0007 NOT mentioned in #2, ask:)</u> Susan B. Anthony ____(2431)

(Question #4 deleted) (2432)

[Deleted Note]

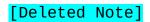
HOLD

(Question #5 deleted)	HOLD
<mark>(2501-</mark>	
	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)



(Question #8 deleted)	HOLD
(2433-	
	2442)

(READ:) I am going to read a statement about a new onedollar 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 <u>(read 4-1)</u> to do each of the following if you receive a Presidential one-dollar coin as change? Would you <u>(read</u> <u>and rotate A-B)</u>?
 - 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 <u>(read 5-1)</u>?
 - 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 onedollar coin series, what do you think is the most <u>POSITIVE</u> 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
```

- 2552)

(2549

_ __

(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)

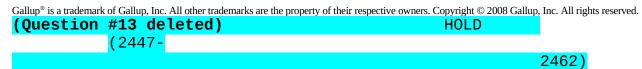
(If code 2, 8, or 9 in #12, Skip to #14; Otherwise, Continue)

HOLD

(Question #12a deleted) (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 <u>(read A-C)</u>?
 - 1 Yes
 - 2 No
 - 8 (DK)
 - 9 (Refused)

Α.	Spend them to pay for something or make a purchase	
	(2568)	
Β.	Save them as part of a collection(2569)	
С.	Give them as a gift	



- 14. These days, would you say that one-dollar coins are <u>(read and rotate 1-2)</u>?
 - 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 <u>(read and rotate A-F)</u>?
 - 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)

 - 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) (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)

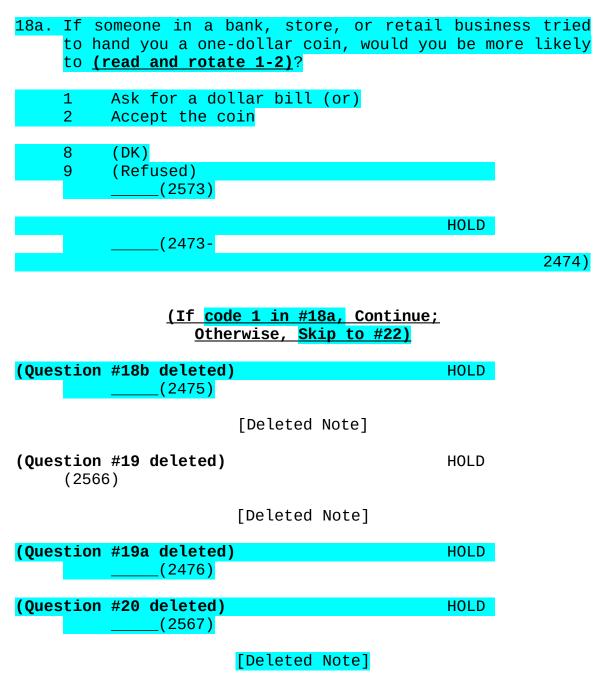
(If code 1 in #17b, Continue; Otherwise, Skip to #18a)

17c. Did you (read and rotate 1-2)? Ask for a dollar bill (or) 1 Accept the coin (or) 2 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)

(2565)

HOLD

HOLD



What are the reasons you would NOT accept the one-21. dollar coins? (Open ended and code) (Probe:) What other reasons? (Probe for five responses) 0001 Other (list) 0002 (DK) 0003 (Refused) 0004 HOLD 0005 HOLD 0006 Might confuse them with quarters 0007 Too heavy/too bulky 0008 Less convenient than paper bills 0009 Don't use cash - just credit cards 0010 Stores might not accept them 0011 HOLD 0012 Want to collect them rather than spend them 1st _ _ Resp: (2601 - 2604)2nd _____ Resp: (2605 - 2608)3rd _____ Resp: (2609 - 2612)4th _____ Resp: (2613 - 2616)5th _ _

(2617 - 2620)

Resp:

If you wanted to learn more about one-dollar coins and 22. 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)

<u>(If code 1 in #23, Continue;</u> Otherwise, Skip to Read before DO)

24.	Did	you	see	that	message	in	а	full-page	ad	in	the
	news	paper	r <mark>?</mark>								
	4										
	1	Yes									
	2	No									
	8	(DK))								
	9	(Ret	Fused)							
	(257	'5)		-							

(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)
(25)	<mark>76)</mark>

(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 <u>(read and</u> <u>rotate A-H)</u>?
 - 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)

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F.	Is real U.S. tender
	(2582)
G.	Celebrates our Presidential History
	(2583)
н.	Has a golden eagle on the back
	(2584)

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

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 onedollar coin?

	5 Extremely interested
	4
	3 2
	1 Not interested at all
	6 (DK) 7 (Refused)
	7 (Refused) (2585)
	(2565)
28.	Thinking again about that message, can you tell me
	where you saw or heard it? Was it (read and rotate A-
	L <u>)</u> ?
	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)On an Internet search engine like Google or Yahoo! Ε.

(2590)

On an outdoor sign or billboard F. (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)

J.	At a restaurant
	<mark>(2595)</mark>
К.	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.
- DO. 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 <u>and code actual</u> <u>age)</u>
 - 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 <u>and code actual</u> <u>number)</u>
 - 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
 - <mark>8</mark> (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)

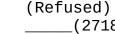
01 02 03 04 05	Some other race (list) (DK) (Refused) HOLD HOLD				
06 07 08 09 10 11	White African-American/Black (Hispanic) American Indian or Alaska Na Asian Native Hawaiian or other Pac		er		
			1st Resp: 2nd	(2706)	(2707)
	(2710) (2711)		Resp: 3rd Resp:	(2708)	(2709)
	[Deleted Note]				
(Questior	ns D6 and D7 deleted)	HOLD			

(2712-

2713)

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

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



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? <u>(Read 1-6)</u>

- 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
 - <mark>8</mark> (DK)

9 (Refused) ____(2719)

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

<u>(If Under, ask:)</u> <u>(If Under, ask:)</u>						\$25,000? \$5,000?
<u>(If Over, ask:)</u> <u>(If Over, ask:)</u> <u>(If Over, ask:)</u> <u>(If Over, ask:)</u> (If Over, ask:)	IS IS IS	it it it	over over over	or or or	under under under	\$50,000? \$75,000? \$100,000? \$150,000? \$200,000?
00 Under \$5,000	۵۵۵					

01 \$5,000 to \$24,999 \$25,000 to \$34,999 02 03 \$35,000 to \$49,999 04 \$50,000 to \$74,999 05 \$75,000 to \$99,999 06 \$100,000 to \$149,999 \$150,000 to \$199,999 07 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)

> <u>(If code 1 in D12a, Continue;</u> <u>Otherwise, Skip to D13)</u>

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) HOLD (2721) [Deleted Note] (Question D15 deleted) HOLD (28012890) (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	Sundy is a addemain of Sundy, mer in outer addemains are are property of a					
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<pre>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) HOLD (2721) [Deleted Note] (Question D15 deleted) HOLD (28012890) (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</pre>	transportation?					
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INTERVIEWER