

UNITED STATES MINT
PRESIDENTIAL \$1 COIN PILOT MESSAGING SURVEY
10/10/2008

I. Purpose of the Research

The United States Mint plans to conduct quantitative research to assess the effectiveness and impact of marketing messages being used in the \$1 Coin market pilot which is currently active in four cities with the goal of increasing circulation, usage and awareness of the Presidential \$1 Coins among consumers.

The topics planned for inclusion in this survey are:

- Assessment of potential usage and acceptance of \$1 coins in various cash transactions resulting from advertising and promotions
- Assessment of the impact/effectiveness of the campaign messaging in each of the the pilot markets

II. Sample Design and Methodology

The \$1 Coin Pilot Messaging Survey is designed to be a eight (8) minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate a total of 800 completed interviews distributed across four pilot cities (e.g., Grand Rapids, Portland, Charlotte, and Austin). A list-assisted sample design that uses information about which telephone numbers contain residential numbers as opposed to non-residential numbers will be used for selecting the sample of telephone numbers.

The Gallup Organization will code, clean, weight and tabulate data collected from the survey.

III. Methods to Maximize Response Rates

For the RDD Survey of the general public, we expect that approximately 90 percent of those respondents who attempt to access the survey will actually complete it in its entirety, thus minimizing additional contact hours as much as possible.

IV. Estimate of the Burden Hours

The collection of information will involve completion of this survey via telephone interview with up to a maximum of 800 randomly selected respondents. The average interview length will be approximately 8 minutes, and the total estimated burden for the survey is 107 hours.

	\$1 Coin Pilot Message Testing Survey
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# of Respondents	800
Average interview minutes	8
Burden Hours	107

V. Disclosure/Confidentiality

The market research data collected by the contractor shall only be disclosed directly to the U.S. Mint. The contractor shall not use the data for its own purposes, nor sell or give the data away, nor disclose any of the data that they have collected on behalf of the U.S. Mint to any other business entity.

VI. Attachments

- \$1 Coin Pilot Messaging Testing Survey