

UNITED STATES MINT
QUANTITATIVE \$1 COIN RESEARCH – PILOT POST-TEST SURVEY
10/14/2008

Purpose of the Research

The United States Mint plans to conduct quantitative research to evaluate the impact of its Presidential \$1 Coin pilot program currently active in four pilot sites across the country – including Charlotte, NC, Portland, OR, Austin, TX, and Grand Rapids, MI..

The purpose of the quantitative research study is to track the pilot program success in raising consumer awareness and usage of the \$1 coins in order to design an effective national marketing and advertising campaign for the \$1 coin program.

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Public awareness (aided and unaided)
2. General attitude toward \$1 Coin program
3. Possession and Usage
4. Availability
5. Marketing and Advertising

Sample Design and Methodology

National Awareness Survey: a 10-minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate 4,000 completed interviews. These interviews will be spread across the four pilot sites. 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.

Survey Sample Allocation

| Target Group | Sample |
|---------------------|---------------|
| Consumers | 4,000 |
| Total | 4,000 |

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

Methods to Maximize Response Rates

For the RDD Survey of consumers, 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.

Estimate of the Burden Hours

The collection of information will involve completion of this survey via telephone interview with up to a maximum of 4,000 randomly selected respondents. The average interview length will be approximately 10 minutes, and the total estimated burden for the \$1 Coin Pilot Post-Test Survey is 667 hours.

| | Awareness Survey |
|---------------------------|-------------------------|
| # of Respondents | 4,000 |
| Average interview minutes | 10 |
| Burden Hours | 667 |