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RCI, PAN64
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FIRST DRAFT - AUGUST 30, 2007
(Columns are ABSOLUTE)

Project Registration # RDD	<u> N </u>	TRANSLATIONS
City Center: Government US Mint User Survey #1 Simon/Steiger/Bechtolt Jane Wood, Specwriter September, 2007	<u> N </u>	PANEL SAMPLE
	<u> X </u>	SURVEY DESIGN: Tara McGhee
		n=2000

(SURVENT NOTE: All open-ended locations should be 4 columns wide)

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

**AREA CODE AND TELEPHONE NUMBER:

_____ (649 - 658)

**INTERVIEW TIME:

_____ (716 - 721)

FROM FONE FILE:

CODE 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

FROM FONE FILE:

Density Variable:

1. Urban
2. Suburban
3. Rural

(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)** _____(984)

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey about coin usage. We are not selling anything. 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. The valid OMB control number for this survey 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 number.

- 1 Yes, respondent available - **(Skip to S3)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal)
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)** _____(1001)

S1. Have you ever heard of any of the following types of one-dollar coins?

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

- A. Susan B. Anthony
- B. Sacagawea (sack-ah-jeh-WAY-ah)
- C. Presidential one-dollar coin (READ IF NECESSARY:
including the George Washington, John Adams and
Thomas Jefferson coins)

(IF CODE 1 IN S1C, CONTINUE. ELSE THANK AND TERMINATE)

As you may know, the U.S. Mint began producing a new series of one-dollar Presidential coins in 2007. Each coin features the likeness of a former President. So far, Washington, Adams, and Jefferson coins have been released for public use.

S2. Have you ever had a Presidential one-dollar coin in your possession?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

(IF CODE 1 IN S2, CONTINUE. IF CODE 2 IN S2, SKIP TO S5.
ELSE THANK AND TERMINATE)

S3. Have you EVER USED a Presidential one-dollar coin to pay for something or make a purchase?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

S4. What have you done with any of the Presidential one-dollar coins you have had in your possession? Have you **(read A-C)**

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- A. spent them to pay for something or make a purchase
- B. Saved them as part of a collection
- C. Given them as a gift

S5. QUOTAS

- 1 Users (S3=1) (n=1000)
- 2 Non-users (S2=2 or S3=2) (TAKE ONLY 1/10) (n=1000)

1. For each of the following, please tell me whether or not you think you can get a Presidential one-dollar coin at this location.

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

- A. At your bank
- B. At your local post office
- C. At a retail store such as a store at a mall
- D. At a fast food restaurant
- E. At your grocery store
- F. At a vending machine
- G. As change from a public transportation clerk
- H. At a change machine

2. From what you know, are Presidential 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)

(IF CODE 2 IN #2, CONTINUE. ELSE SKIP TO #4)

3. What are some of those particular places where you can use a dollar coin? (OPEN ENDED)

4. If you were given a Presidential one-dollar coin as change, how likely would you be to use it in each of the following settings? Please use a five-point scale, where 5 is extremely likely and 1 is not at all likely. If an item does not apply to you, just say so and we'll move on.

- 5 Extremely likely
- 4
- 3
- 2
- 1 Not at all likely
- 7 (Does not apply)
- 8 (DK)
- 9 (Refused)

- A. As cash to pay for a purchase at a cash register _____(1315)
- B. At a postal stamp machine _____(1316)
- C. At a vending machine _____(1317)
- D. For mass transit, like to purchase bus tokens or subway _____(1318)
- E. As a tip for service _____(1319)
- F. At a coin-operated car wash _____(1320)
- G. At a pay phone _____(1321)
- H. At a parking meter _____(1322)
- I. At a Laundromat _____(1323)
- J. At a toll booth

(IF CODES 1-2 TO ANY IN #4A-J, CONTINUE ELSE SKIP TO #6)

5. What is the main reason why you might not use the Presidential one-dollar coin in some of these settings?

- 01 Other (specify)
- 02 (DK)
- 03 (Refused)
- 04 No reason given
- 05 Does not apply/would not be in this situation

- 06 Don't use cash
- 07 Don't like coins
- 08 Would want to save them or give them as gifts
- 09 Coin might not fit in machine
- 10 Cash handler might not ever seen one before
- 11 Cash handler might not want to accept it

- 12 Cash handler might not have space in drawer for it
- 13 Cash handler might not think it was real currency

6. Using a scale of 1 to 5 where 5 is extremely likely and 1 is not at all likely, how likely would you be to use the coin (IF S5=1 add "more") if you knew each of the following were true?

- 5 Extremely likely
- 4
- 3
- 2
- 1 Not at all likely
- 8 (DK)
- 9 (Refused)

- A. If the coins were accepted by all merchants and retailers
- B. If you knew that merchants and retailers welcomed the coins because they are more durable than paper bills
- C. If all vending machines were being upgraded to accept them
- D. If items in vending machines became more expensive, making it more practical to use dollar coins
- E. If they were regularly given out as change instead of dollar bills

7. To summarize, if both the dollar bill and the dollar coin were equally available and accepted, how much of the time do you think you would use the dollar COIN instead of the dollar BILL? Would you use the coin **(read 5-2)**?

- 5 All of the time
- 4 Most of the time
- 3 Some of the time
- 2 Hardly ever
- 1 (Would never use the coin)
- 6 (DK)
- 7 (Refused)

_____ (1348)

(IF S5=1, CONTINUE. ELSE SKIP TO #15)

8. Please tell me if you have **received** a Presidential one-dollar coin in any of the following places in the

past 6 months. How about (read and rotate A-D, then E)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- A. As change from a vending machine _____(1307)
- B. As change from a cashier _____(1308)
- C. At a bank or financial institution
- D. From a change machine
- E. Somewhere else (other, please specify)

9. Did you happen to notice which President was featured on the coins you have received? (IF YES, Who was it?) (DO NOT READ CATEGORIES, CODE ALL THAT APPLY)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 No, did not notice
- 05 HOLD

- 06 George Washington
- 07 John Adams
- 08 Thomas Jefferson
- 09 President unspecified

(FOR EACH A-J IN #10, ASK #11-#12 BEFORE MOVING TO THE NEXT ITEM; END WITH #10K)

10. Have you ever tried to use the Presidential one-dollar coin (read A-J, THEN K)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- A. As cash to pay for a purchase at a cash register _____(1315)
- B. At a postal stamp machine _____(1316)

- C. At a vending machine _____(1317)
- D. For mass transit, like to purchase bus tokens or subway _____(1318)
- E. As a tip for service _____(1319)
- F. At a coin-operated car wash _____(1320)
- G. At a pay phone _____(1321)
- H. At a parking meter _____(1322)
- I. At a Laundromat _____(1323)
- J. At a toll booth _____(1324)
- K. Any other way? (If Yes, ask:) Where else? (Open ended)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 No/No where else
- 05 HOLD

(1326) (1327)

11. What happened when you tried to use the coin (READ A-J as appropriate)? Was it accepted just like any other coin, or did you have any problems in trying to use it?

- 1 Accepted
- 2 Problems
- 3 (DK)
- 4 (Refused)

A. (IF CODE 1 IN #10A) As cash to pay for a purchase at a cash register _____(1315)

B. (IF CODE 1 IN #10B) At a postal stamp machine _____(1316)

C. (IF CODE 1 IN #10C) At a vending machine _____(1317)

D. (IF CODE 1 IN #10D) For mass transit, like to purchase bus tokens or subway _____(1318)

- E. (IF CODE 1 IN #10E) As a tip for service _____(1319)
- F. (IF CODE 1 IN #10F) At a coin-operated car wash _____(1320)
- G. (IF CODE 1 IN #10G) At a pay phone _____
- H. (IF CODE 1 IN #10H) At a parking meter _____(1322)
- I. (IF CODE 1 IN #10I) At a Laundromat _____(1323)
- J. (IF CODE 1 IN #10J) At a toll booth

(IF CODE 2 to ANY IN #11A-J, CONTINUE. ELSE SKIP TO #13)

12. When you tried to use it (READ APPROPRIATE RESPONSE IN A-J), what was the problem?

- 01 Other (specify)
- 02 (DK)
- 03 (Refused)
- 04 None Specified
- 05

- 06 Coin wouldn't fit in machine
- 07 Cash handler had never seen one before
- 08 Cash handler did not want to accept it
- 09 Cash handler did not have space in drawer for it
- 10 Cash handler did not think it was real currency

- A. (IF CODE 1 IN #11A) As cash to pay for a purchase at a cash register _____(1315)
- B. (IF CODE 1 IN #11B) At a postal stamp machine _____(1316)
- C. (IF CODE 1 IN #11C) At a vending machine _____(1317)
- D. (IF CODE 1 IN #11D) For mass transit, like to purchase bus tokens or subway _____(1318)
- E. (IF CODE 1 IN #11E) As a tip for service _____(1319)
- F. (IF CODE 1 IN #11F) At a coin-operated car wash _____(1320)
- G. (IF CODE 1 IN #11G) At a pay phone _____(1321)

- H. (IF CODE 1 IN #11H) At a parking meter _____(1322)
- I. (IF CODE 1 IN #11I) At a Laundromat _____(1323)
- J. (IF CODE 1 IN #11J) At a toll booth

13. Using a scale of 1 to 5 where 5 means strongly agree and 1 means strongly disagree, to what extent do you agree or disagree with the following statements about the Presidential one-dollar coin?

- 5 Strongly agree
- 4
- 3
- 2
- 1 Strongly disagree
- 8 (DK)
- 9 (Refused)

- A. It is easier to use than a dollar bill
- B. There is a clear difference in size between it and quarters
- C. There is a clear difference in look between it and other one-dollar coins
- D. It is inspiring you to learn about the Presidents

14. How available are Presidential one-dollar coins these days? Please use a scale where 5 means they are readily available almost anywhere and easy to find, and 1 means they are hardly available at all and hard to find.

- 5 Readily available almost anywhere and easy to find
- 4
- 3
- 2
- 1 Hardly available at all and hard to find
- 8 (DK)
- 9 (Refused)

15. 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 (REF)

READ: Thinking about the 50 State Quarter Program,

16. If you receive quarters as change, how often do you look at the back side to see if you have received the older coin with the eagle or one of the new 50-state quarters? **(Read 5-1)**

- 5 Always or almost always
- 4 Frequently
- 3 Sometimes
- 2 Rarely
- 1 Never

- 6 (DK)
- 7 (Refused)

READ: Now, on a slightly different topic.

17. Do you regularly do any of the following activities?

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

- A. Gamble at casinos
- B. Buy lottery, lotto, or scratch-off tickets
- C. Use public transportation
- D. Use taxis
- E. Use a Laundromat
- F. Use a Coinstar machine
- G. Use a vending machine to buy snacks or drinks
- H. Shop at a convenience store such as 7-11 or Circle K
- I. Eat fast food
- J. Leave tips for servers at restaurants
- K. Go into a branch of your bank
- L. Buy stamps at a vending machine
- M. Use a pay phone to make calls
- N. Buy a newspaper at a vending box or store (rather than subscribe to one)
- O. Buy coffee drinks or tea at a coffee shop or store
- P. Pay highway tolls
- Q. Use parking meters

18. About how many times would you say you ? READ A-Q AS APPROPRIATE. Would you say (READ 1-4)

- 1. More than once a week

2. Weekly
3. A Few Times a Month
4. Once a month
5. Less than once a month
7. (Does not apply)
- 8 (DK)
- 9 (Refused)

- A. (IF CODE 1 IN #17a) Gamble at a casino
- B. (IF CODE 1 IN #17b) Play Lottery, lotto, or scratch-off tickets
- C. (IF CODE 1 IN #17c) Ride Public transportation
- D. (IF CODE 1 IN #17d) Use Taxis
- E. (IF CODE 1 IN #17e) Use the Laundromat
- F. (IF CODE 1 IN #17f) Use the Coinstar machine
- G. (IF CODE 1 IN #17g) Use a Vending machine
- H. (IF CODE 1 IN #17h) Shop at a Convenience store such as 7-11 or Circle K
- I. (IF CODE 1 IN #17i) Eat Fast food
- J. (IF CODE 1 IN #17j) Tip servers at restaurants
- K. (IF CODE 1 IN #17k) Go into a branch of your bank
- L. (IF CODE 1 IN #17l) Buy Stamps at a vending machine
- M. (IF CODE 1 IN #17m) Use a Pay phone
- N. (IF CODE 1 IN #17n) Buy a newspaper at a box or store
- O. (IF CODE 1 IN #17o) Buy Coffee or tea
- P. (IF CODE 1 IN #17p) Pay highway tolls
- Q. (If CODE 1 in #17q) Put money into parking meters

19. How do you typically pay for each of the following types of purchases? (READ A-N AS APPROPRIATE) Do you typically use (READ 1-5)?

- 1 Coins
- 2 Mix of coins and bills
- 3 Paper bills
- 4 Debit or credit card
- 5 (Other)
- 6 (a Mix)
- 7 (Does not apply)
- 8 (DK)
- 9 (Refused)

- a. (IF CODE 1 IN #17a) Gambling at a casino
- b. (IF CODE 1 IN #17b) Lottery, lotto, or scratch-off tickets
- c. (IF CODE 1 IN #17c) Public transportation
- d. (IF CODE 1 IN #17d) Taxi rides
- e. (IF CODE 1 IN #17e) Laundromat
- f. (IF CODE 1 IN #17f) Coinstar machine
- g. (IF CODE 1 IN #17g) Vending machine

- h. (IF CODE 1 IN #17h) Convenience store such as 7-11 or Circle K
- i. (IF CODE 1 IN #17i) Fast food
- j. (IF CODE 1 IN #17j) Tips for servers at restaurants
- k. (IF CODE 1 IN #17l) Stamps at a vending machine
- l. (IF CODE 1 IN #17m) Pay phones
- m. (IF CODE 1 IN #17n) Newspapers
- n. (IF CODE 1 IN #17o) Coffee drinks or tea
- o. (IF CODE 1 IN #17p) Pay highway tolls
- p. (IF CODE 1 in #17q) Put money into parking meters

20. Please tell me whether each of the following statements describes you.

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

- A. You take an active role in local civic issues
- B. You actively work as a volunteer (non-political)
- C. You make an effort to recycle
- D. You participate in environmental groups/causes
- E. You participate in your child's school activities (e.g. PTA)
- F. You often write letters to newspaper editors or public officials
- G. You consider yourself patriotic
- H. You are interested in US history
- I. You are usually the first among your friends/family to buy new products/technologies when they come out
- J. You like to travel to other countries
- K. You consider yourself a good saver of money
- L. Good customer service is a must for you
- M. It is important for you to use smaller local community stores
- N. You often make non-planned/impulse purchases
- O. You'll drive farther for a good bargain

D1. In what year were you born?

D2. Are there any children living in your household under 18 years of age?

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

D3. 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
- 3 (DK)
- 4 (Refused) _____(1007)

D4. RACE: 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. (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

	1st			
	Resp:		(1008)	(1009)
	2nd			
	Resp:		(1070)	(1071)
	3rd			
	Resp:		(1072)	(1073)

If D4=10 ASK:

D5. Do you consider yourself to be Chinese, Japanese, Filipino, Korean, Indian, Vietnamese or of other Asian background?:

- 01 Chinese
- 02 Japanese
- 03 Filipino

- 04 Korean
- 05 Indian
- 06 Vietnamese
- 07 Other

D6. Do you speak mostly English or mostly another language at home?

- 1 English
- 2 Another language
- 3 (DK)
- 4 (Refused)

D5. 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)

D6. What is your current marital status? (*READ CODES 1-5*)

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

D7. Which of the following best describes your current employment status?

- 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)

D8. 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 \$15,000?

(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 \$15,000

01 \$15,000 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)

D9. Gender (*CODE ONLY; DO NOT ASK*)

1 Male

2 Female

D10. **IF S5=1 READ:** This completes the interview. However, Gallup may like to recontact some people in the future to ask a few additional questions. Could we have your permission to call you again at some time to learn a bit more about your thoughts and opinions?

1 Yes

2 No

1. Yes

2. No

IF YES: COLLECT THE FOLLOWING INFORMATION

NAME:

ADDRESS:

PHONE NUMBER:

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

Again, this is _____, with The Gallup Organization of _____. I would like to thank you for your time. Our mission is to "help people be heard" and your input is important to Gallup and the US Mint

