

NexGen
Domestic Quantitative \$5 and \$100 Tracking Questionnaire
Pre \$100 Unveiling
June 26, 2007
Penn, Schoen & Berland Associates

Job xx
N = 900

OMB Control Number _____
Expiration Date _____

Hello, this is ____ from PSA interviewing. We are working with the U.S. Treasury Department's Bureau of Engraving and Printing to better understand Americans' views about U.S. currency. The information will be used to encourage Americans to learn about new currency designs.

Before we begin, I want to assure you that the U.S. Office of Management and Budget has approved this research under the Paperwork Reduction Act, and the control number and expiration date, as well as additional information about this survey and its approval are available at your request. All of your answers are completely voluntary and your responses will be kept confidential. The survey is expected to take about 15 minutes.

Screeners

1 Are you employed by a research company, an advertising agency, a television station, a radio station, or a newspaper?

- 1) Yes **TERMINATE**
- 2) No
- 3) Don't know **(VOL)**

2 Which of the following categories best describes your age? **READ CHOICES**

- 1) Less than 18 **TERMINATE**
- 2) 18-24
- 3) 25-34
- 4) 35-49
- 5) 50-64
- 6) 65+
- 7) Don't know **(VOL)**

3 **CODE GENDER**

- 1) Male
 - 2) Female
- 4 Which of the following categories best describes your current employment status? **READ CHOICES**
- 1) Employed full-time
 - 2) Employed part-time
 - 3) Retired
 - 4) Homemaker
 - 5) Student only
 - 6) Unemployed
 - 7) Don't know **(VOL)**
- 5 **## IF Q4=C 1 OR 2 ##** Which of the following best describes your occupation? **READ CHOICES**
- 1) **High-level professional:** such as doctor, lawyer, engineer, accountant, college dean, dentist
 - 2) **High and mid-level business:** such as business manager, business owner, business executive, broker, account and project managers
 - 3) **Civil / military service:** such as government, police, teacher, fireman, military
 - 4) **Other white collar:** such as secretary, administrative assistant, telemarketer
 - 5) **Trades and skilled labor:** such as carpenter, electrician, plumber, trucker
 - 6) **Unskilled labor / non-trade:** such as factory worker, janitorial services, security guard, physical work, construction work, deliveries
 - 7) **Farming**
 - 8) **Student**
 - 9) **Homemaker**
 - 10) Don't know **(VOL)**
- 6 **## IF Q4=C3 ##** Which of the following best describes the occupation you worked in before retiring? **READ CHOICES**
- 1) **High-level professional:** such as doctor, lawyer, engineer, accountant, college dean, dentist
 - 2) **High and mid-level business:** such as business manager, business owner, business executive, broker, account and project managers
 - 3) **Civil / military service:** such as government, police, teacher, fireman, military
 - 4) **Other white collar:** such as secretary, administrative assistant, telemarketer

- 5) **Trades and skilled labor:** such as carpenter, electrician, plumber, trucker
 - 6) **Unskilled labor / non-trade:** such as factory worker, janitorial services, security guard, physical work, construction work, deliveries
 - 7) **Farming**
 - 8) **Student**
 - 9) **Homemaker**
 - 10) Don't know **(VOL)**
- 7 **## IF Q4=C 1 OR 2 ##** Is taking cash from customers or working at a cash register one of the primary responsibilities at your job?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 8 **## IF Q7=C1 ##** Do you work in a bank, savings or credit institution, currency exchange point, or a place where currencies are traded?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 9 **/* CODE */ AUDIENCE**
- 1) **BANK TELLER IF Q8=C1**
 - 2) **CASH HANDLER IF Q8=C2**

Initial Attitudes

METRIC A: How often do you use the following U.S. bills? **READ CHOICES**

- 1) Always
- 2) Often
- 3) Sometimes
- 4) Rarely
- 5) Never
- 6) Don't know **(VOL)**

**REPEAT CODES
RANDOM ROTATE SERIES**

10 \$5

11 \$10

- 12 \$20
- 13 \$50
- 14 \$100

END SERIES

Awareness of NexGen Currency

15 Have you seen or heard anything about recent or upcoming changes to the design of some U.S. bills?

- 1) Yes
- 2) No
- 3) Don't know **(VOL)**

16 **## IF Q15=C1 ##** Where have you heard about changes being made to the design of some U.S. bills? Please choose all that apply. **READ CHOICES; MULTIPLE RESPONSES PERMITTED**

- 1) On TV news programs
- 2) On TV commercials
- 3) On internet (website)
- 4) On radio
- 5) In a magazine
- 6) In the newspaper
- 7) On outdoor billboards/posters/at a metro station/airport/on taxi top
- 8) In a bank
- 9) In a store
- 10) From a friend, neighbor or colleague
- 11) Other **SPECIFY**
- 12) Don't know **(VOL)**

17 **## IF Q15=C1 ##** What have you seen or heard? **OPEN END**

IF Q15=C2 ## The U.S. Treasury has redesigned the \$20, \$50, and \$10 bills in the past couple of years, and it just released the redesigned \$5 bill.

ASK OF ALL

18 Why do you think the new designs are being introduced? **OPEN END WITH PRECODES**

- 1) To stop counterfeiting
- 2) To keep up with the Euro

- 3) To make the currency more attractive
 - 4) To help people distinguish between denominations
 - 5) Other **SPECIFY**
 - 6) Don't know **(VOL)**
- 19 What denomination, that is, which bill do you think is being redesigned and issued next? **OPEN END WITH PRECODES**
- 1) \$100
 - 2) Other **SPECIFY**
 - 3) Don't know **(VOL)**
- 20 **## IF Q19=C1 ##** What have you heard specifically about changes being made to the U.S. \$100 bill? **OPEN END**

Features

- 21 Please name or describe any new features of the new U.S. \$20, \$50, \$10, or \$5 bills. Anything else? **OPEN END**
- 22 Please name or describe any features of either the old or the new U.S. \$5 bills that might help people detect counterfeits. Anything else? **OPEN END**

Now you are going to hear a list of features found on U.S. currency. After each, please indicate how familiar this feature is to you. Then please indicate if you have used this feature in the past to check money for counterfeits.

METRIC A: Is this feature that is on the U.S. bills very familiar to you, somewhat familiar, not very familiar, or not at all familiar to you? **READ CHOICES**

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not very familiar
- 4) Not at all familiar
- 5) Don't know **(VOL)**

METRIC B: Have you used this feature to check money for counterfeits in the past? **READ CHOICES**

- 1) Yes
- 2) No
- 3) Don't know **(VOL)**

REPEAT CODES

RANDOM ROTATE SERIES

- 23 A watermark in the paper that looks like a smaller picture of the portrait or another image when you hold it up to the light.
- 24 A thin security strip or thread that runs up and down through the paper that says what denomination the bill is which you can see when you hold it up to the light.
- 25 A number representing the denomination of the bill in the bottom right corner of the bill that changes color when you tilt it at different angles.

END SERIES

- 26 Of these three features – the watermark, the security thread and the number that changes color when tilted – which one are you most likely to use to check your bills to make sure they are genuine?

- 1) Watermark
- 2) Security thread
- 3) Color shifting ink
- 4) Don't know **(VOL)**

- 27 When checking bills you receive, how important is it to be subtle, and not obvious that you are checking to make sure a bill is genuine? **READ CHOICES**

- 1) Very important
- 2) Somewhat important
- 3) Not very important
- 4) Not at all important
- 5) Don't know **(VOL)**

Confidence in Currency

- 28 Using a 1 to 7 scale, with 1 meaning no confidence at all in the United States currency and 7 meaning a great deal of confidence in the United States currency - how much confidence would you that say you have?

- 1) 1 – No confidence at all
- 2) 2
- 3) 3
- 4) 4
- 5) 5
- 6) 6
- 7) 7 -- A great deal of confidence

- 8) Don't know **(VOL)**
- 29 Would you say your confidence in U.S. currency has increased, decreased or remained about the same during the past year or so?
- 1) Increased
 - 2) Decreased
 - 3) Remained the same
 - 4) Don't know **(VOL)**
- 30 **## IF Q29 = C1 OR 2 ## Why is that? OPEN END WITH PRECODES**
- 1) Change in exchange rate/exchange rate/value of dollar
 - 2) Economy
 - 3) War in Iraq
 - 4) Terrorism/War on terrorism
 - 5) Counterfeiting/Counterfeiting measures
 - 6) Other **SPECIFY**
 - 7) Don't know **(VOL)**

Authentication Process

- 31 Do you think counterfeiting of U.S. bills is a major problem, minor problem, or not a problem in our country?
- 1) Major Problem
 - 2) Minor Problem
 - 3) Not a Problem
 - 4) Don't know **(VOL)**
- 32 Have you ever been given a counterfeit U.S. bill?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 33 How likely do you think it is that you will be given a counterfeit U.S. bill in the future? **READ CHOICES**
- 1) Very likely
 - 2) Somewhat likely
 - 3) Not very likely
 - 4) Not at all likely
 - 5) Don't know **(VOL)**

- 34 Please think about when you receive U.S. bills in general. How often would you say you check them to make sure they are not counterfeit - always, often, sometimes, rarely or never?
- 1) Always
 - 2) Often
 - 3) Sometimes
 - 4) Rarely
 - 5) Never
 - 6) Don't know **(VOL)**
- 35 What is the **FIRST** thing you would look for to check whether a bill is real or counterfeit? **READ AND RANDOM ROTATE CHOICES**
- 1) Look
 - 2) Feel / Texture
 - 3) Watermark or the faint image of the portrait or denomination that is visible when you hold the bill up to the light
 - 4) Paper / Red and blue lines or threads in the paper(excluding feel, see above code)
 - 5) Portrait / Face / Large picture
 - 6) Security thread or plastic strip running through the bill that says the denomination of the bill
 - 7) Color shifting ink in the number of the denomination in the lower right hand corner of the bill / The number of the denomination in the lower right-hand corner changes color when tilted
 - 8) Small numbers imprinted across the face or back of the bill
 - 9) Micro-printing or tiny print that appears on the face of the bill
 - 10) Color of background
 - 11) Symbols of freedom / American flag / American eagle / Liberty Bell / Statue of Liberty torch
 - 12) Hold up to the light - specifically what are you looking for?
SPECIFY
 - 13) Other **SPECIFY**
 - 14) Don't know **(VOL)**
- 36 What is the **SECOND** thing you would look for to check whether a bill is real or counterfeit? **READ AND RANDOM ROTATE CHOICES**
- 1) **## IF Q35 NOT=C1 ##** Look
 - 2) **## IF Q35 NOT=C2 ##** Feel / Texture
 - 3) **## IF Q35 NOT=C3 ##** Watermark or the faint image of the portrait or denomination that is visible when you hold the bill up to the light
 - 4) **## IF Q35 NOT=C4 ##** Paper / Red and blue lines or threads in the paper(excluding feel, see above code)

- 5) **## IF Q35 NOT=C5 ##** Portrait / Face / Large picture
- 6) **## IF Q35 NOT=C6 ##** Security thread or plastic strip running through the bill that says the denomination of the bill
- 7) **## IF Q35 NOT=C7 ##** Color shifting ink in the number of the denomination in the lower right hand corner of the bill / The number of the denomination in the lower right-hand corner changes color when tilted
- 8) **## IF Q35 NOT=C8 ##** Small numbers imprinted across the face or back of the bill
- 9) **## IF Q35 NOT=C9 ##** Micro-printing or tiny print that appears on the face of the bill
- 10) **## IF Q35 NOT=C10 ##** Color of background
- 11) **## IF Q35 NOT=C11 ##** Symbols of freedom / American flag / American eagle / Liberty Bell / Statue of Liberty torch
- 12) **## IF Q35 NOT=C12 ##** Hold up to the light - specifically what are you looking for? **SPECIFY**
- 13) Other **SPECIFY**
- 14) Don't know **(VOL)**

Interest & Awareness

- 37 Overall, how interested would you be in seeing, hearing or reading about the continued redesign of U.S. bills on television, in magazines, in newspapers, or online? **READ CHOICES**
 - 1) Very interested
 - 2) Somewhat interested
 - 3) Not very interested
 - 4) Not at all interested
 - 5) Don't know **(VOL)**

- 38 How concerned are you about the fact that changes are continuing to be made to the way some U.S. bills look? **READ CHOICES**
 - 1) Very concerned
 - 2) Somewhat concerned
 - 3) Not very concerned
 - 4) Not at all concerned
 - 5) Don't know **(VOL)**

- 39 How important do you think it is for people to hear about the changes continuing to be made to the way some U.S. bills look? **READ CHOICES**
 - 1) Very important
 - 2) Somewhat important
 - 3) Not very important

- 4) Not at all important
 - 5) Don't know **(VOL)**
- 40 Have you received one of the \$5 bills with the new design yet?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 41 **## IF Q40=C1 ##** Where did you receive a new \$5? **OPEN END WITH PRECODES**
- 1) Bank/ATM
 - 2) Store
 - 3) Friend
 - 4) Other **SPECIFY**
 - 5) Don't know **(VOL)**
- 42 Please name or describe any new features specifically on the new U.S. \$5 bills. Anything else? **OPEN END WITH PRECODES**
- 1) Enlarged number 5
 - 2) **PLACEHOLDER**
 - 3) **PLACEHOLDER**
 - 4) **PLACEHOLDER**
 - 5) **PLACEHOLDER**
 - 6) Other **SPECIFY**
 - 7) Don't know **(VOL)**
- 43 **## IF Q42=NOT C1 ##** Have you noticed the very large number 5 in the corner of the bill to make it easier to recognize?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 44 **## IF Q42=NOT C2 ##** Have you noticed the **PLACEHOLDER**?
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 45 **## IF Q42=NOT C3 ##** Have you noticed the **PLACEHOLDER**?
- 1) Yes
 - 2) No

- 3) Don't know **(VOL)**
- 46 **## IF Q42=NOT C4 ##** Have you noticed the **PLACEHOLDER?**
- 1) Yes
2) No
3) Don't know **(VOL)**
- 47 **## IF Q42=NOT C5 ##** Have you noticed the **PLACEHOLDER?**
- 1) Yes
2) No
3) Don't know **(VOL)**
- 48 Are you aware that in order to stay ahead of counterfeiters, the U.S. currency will be changing every 7-10 years?
- 1) Yes
2) No
3) Don't know **(VOL)**
- 49 How concerned does this make you about the changes coming to U.S. currency? **READ CHOICES**
- 1) Very concerned
2) Somewhat concerned
3) Not very concerned
4) Not at all concerned
5) Don't know **(VOL)**
- 50 If you were given a counterfeit bill, do you think you would be able to detect that it was fake?
- 1) Yes
2) No
3) Don't know **(VOL)**
- 51 Which of the following information sources do you receive news from at least fairly often? Please tell me all that apply. **MULTIPLE RESPONSES PERMITTED; READ AND RANDOM ROTATE CHOICES**
- 1) TV
2) Radio
3) Magazine
4) Newspaper
5) Internet

- 6) Don't know **(VOL)**
- 52 Which of the following would be good ways to get information to you about changes to U.S. bills? Please tell me all that apply.
MULTIPLE RESPONSES PERMITTED; READ AND RANDOM ROTATE CHOICES
- 1) TV news programs
 - 2) Advertisements on TV
 - 3) Radio news programs
 - 4) Ads on the radio
 - 5) Newspaper articles
 - 6) Ads in newspapers
 - 7) Magazine stories
 - 8) Ads in magazines
 - 9) Ads on the Internet
 - 10) A website on the Internet
 - 11) Don't know **(VOL)**

Demographics

- 53 How often do you use the Internet? **READ CHOICES**
- 1) Several times a day
 - 2) At least once a day
 - 3) A few times a week
 - 4) At least once a week
 - 5) Less than once a week
 - 6) Never
 - 7) Don't know **(VOL)**
- 54 For statistical purposes only, we need to know your total family income for 2006. Will you please indicate which of the following categories best represents your total family income? **READ CHOICES**
- 1) Less than \$15,000
 - 2) \$15,000 - \$30,000
 - 3) \$30,000 - \$50,000
 - 4) \$50,000 - \$75,000
 - 5) \$75,000 - \$100,000
 - 6) \$100,000+
 - 7) Don't know **(VOL)**
- 55 What is the last year of schooling that you have completed? **READ CHOICES**

- 1) 1 – 11th grade
 - 2) High school graduate
 - 3) Technical school
 - 4) Some college
 - 5) College graduate
 - 6) Post-graduate school
 - 7) Don't know **(VOL)**
- 56 To make sure we have a representative sample, could you please tell me your race or ethnicity? **READ CHOICES**
- 1) White/Caucasian (Not Hispanic)
 - 2) Black/African-American
 - 3) Caribbean-American
 - 4) Hispanic/Latino
 - 5) Asian-American
 - 6) Native American
 - 7) South Asian Indian
 - 8) Other **SPECIFY**
 - 9) Don't know **(VOL)**
- 57 What is your current marital status? **READ CHOICES**
- 1) Married
 - 2) Single
 - 3) Widowed
 - 4) Divorced
 - 5) Don't know **(VOL)**
- 58 Do you have any children under the age of 18 living at home? **READ CHOICES**
- 1) Yes
 - 2) No
 - 3) Don't know **(VOL)**
- 59 **CODE STATE**