

CRT

DP, USM66790
e790

FIELD FINAL - MAY 27, 2008

(Columns are ABSOLUTE)

(Revisions highlighted in blue)

Project Registration #153561	<u> N </u>	TRANSLATIONS
U.S. MINT		
City Center: Government	<u> N </u>	PANEL SAMPLE
Martin Van Buren Awareness-RDD		
Sample		
Simon/Bechtolt	<u> X </u>	SURVEY DESIGN: Tara McGhee
Brenda Sonksen, Specwriter		
December, 2008		n=1,000

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

**AREA CODE AND TELEPHONE NUMBER:

_____ (1161 - 1170)

**INTERVIEW TIME:

_____ (1716 - 1721)

(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)** _____(1984)

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous. This interview has been approved by 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 this one unless you are given a valid OMB control

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
- 3 Rural _____(53)

-
- 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)

**(If code 1 in #1, Continue;
otherwise, Skip to Read before #9)**

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 Resp:	_____ (2418 - 2421)

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 **(read and rotate A-J, as appropriate)**?

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

- A. The American flag _____(2422)
- B. **(If code 0013 NOT mentioned in #2, ask:)** The Statue of Liberty _____(2)
- C. The Liberty Bell _____(2424)
- D. The U.S. Capitol _____(2425)
- E. The White House _____(2426)
- F. U.S. States _____(2427)
- G. **(If code 0008-0012, 0014, or 0015 NOT mentioned in #2, ask:)** U.S. Presidents _____(2)
- H. A Bald Eagle _____(2429)
- I. **(If code 0006 NOT mentioned in #2, ask:)** A Native American Woman _____(2)
- J. **(If code 0007 NOT mentioned in #2, ask:)** Susan B. Anthony _____(2)

(Question #4 deleted) HOLD _____(2432)

[Deleted Note]

(Question #5 deleted) HOLD _____(2501-2520)

**(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)

[Deleted Note]

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

(READ:) I am going to read a statement about a new one-dollar 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 **(read 4-1)** to do each of the following if you receive a Presidential one-dollar coin as change? Would you **(read and rotate A-B)**?

- 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 _____(2)

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 **(read 5-1)**?

- 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 one-dollar coin series, what do you think is the most POSITIVE 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

(2549 - 2552)

(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)

(Question #12a deleted) HOLD _____(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 **read A-C**?

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

A. Spend them to pay for something or make a purchase _____(2

B. Save them as part of a collection _____(2569)

C. Give them as a gift _____(2570)

(Question #13 deleted) HOLD _____(2447-2462)

14. These days, would you say **that one-dollar** coins are (read and rotate 1-2)?

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 (read and rotate A-F)?

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)

D. At your grocery store

_____(2467)

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)

HOLD

____(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)?**

1 Ask for a dollar bill (or)

2 Accept the coin (or)

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)

HOLD

____(2565)

[Deleted Note]

18a. If someone in a bank, store, or retail business tried to hand you a one-dollar coin, would you be more likely to **(read and rotate 1-2)?**

- 1 Ask for a dollar bill (or)
- 2 Accept the coin

8 (DK)

9 (Refused) _____ (2573)

HOLD _____ (2473-2474)

(If code 1 in #18a, Continue;
otherwise, Skip to #22)

(Question #18b deleted) HOLD _____ (2475)

[Deleted Note]

(Question #19 deleted) HOLD _____ (2566)

[Deleted Note]

(Question #19a deleted) HOLD _____ (2476)

(Question #20 deleted) HOLD _____ (2567)

[Deleted Note]

21. What are the reasons you would NOT accept the one-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 Resp:	_____ (2617 - 2620)

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

**(If code 1 in #23, Continue;
Otherwise, Skip to Read before D0)**

24. Did you see that message in a full-page ad in the newspaper?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused) _____ (2575)

**(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) _____ (2576)

**(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 **(read and rotate A-H)?**

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

**(If code 1 to ANY in #26 A-H, Continue;
Otherwise, Skip to Read before D0)**

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 one-dollar coin?

5 Extremely interested

4

3

2

1 Not interested at all

6 (DK)

7 (Refused) _____ (2585)

28. Thinking again about that message, can you tell me where you saw or heard it? Was it (read and rotate A-L)?

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)

E. On an Internet search engine like Google or Yahoo! _____ (2590)

F. On an outdoor sign or billboard _____ (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)

28. (Continued:)

J. At a restaurant _____ (2595)

K. 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.

D0. 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 and code actual age)

00 (Refused)

18-

98

99 99+

(2701) (2702)

(DEMOGRAPHICS CONTINUED)

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 and code actual number)

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

8 (DK)

9 (Refused)

_____(2705)

(DEMOGRAPHICS CONTINUED)

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 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
- 11 Native Hawaiian or other Pacific Islander

		1st		
		Resp:		
			(2706)	(2707)
		2nd		
		Resp:		
			(2708)	(2709)
		3rd		
		Resp:		
			(2710)	(2711)

[Deleted Note]

(Questions D6 and D7 deleted) HOLD _____(2712-2713)

D8. 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) _____ (2718)

(DEMOGRAPHICS CONTINUED)

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? **(Read 1-6)**

- 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

- 8 (DK)
- 9 (Refused) _____(2719)

(DEMOGRAPHICS CONTINUED)

D12. 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 \$5,000?

(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 \$5,000
- 01 \$5,000 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)

(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)

**(If code 1 in D12a, Continue;
Otherwise, Skip to D13)**

(DEMOGRAPHICS CONTINUED)

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 _____ (2801-2890)

**(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 accomplishing this.

INTERVIEWER I.D. #: _____ (1571-1574)

j\lw\US_Mint\Questionnaires\Outbound\2008\
US Mint Awareness-John Quincy Adams-RDD 0805