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# U.S. Mint Presidential \$1 Coin Program

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**Pilot Pretest Awareness and Usage**

**August 2008**

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*Prepared by:*  
**GALLUP, INC.**  
Government Division  
901 F St. NW  
Washington, D.C. 20004

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U.S. Mint  
U.S. Department of Treasury

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## **1.0 Methodology**

### ***1.1 Overview***

The U.S. Mint contracted with Gallup to conduct a sixth wave of measuring the public's awareness of the one-dollar coins. Previous measures coincided with the U.S. Mint release of the George Washington coin on Feb. 15, 2007, the John Adams coin on May 17, 2007, the Thomas Jefferson coin on Aug. 16, 2007, the James Madison coin on Nov. 15, 2007, the James Monroe coin on Feb. 14, 2008, and now the John Quincy Adams coin.

Recently, the focus on Presidential \$1 Coin Program awareness was expanded to include measures of public awareness of circulating dollar coins. The shift from measuring only one-dollar coin awareness to that of measuring awareness of circulating dollar coins resulted in a revision of the previous awareness measurement survey.

For this round of surveying, four pilot sites were included in the study. The sites included were Austin, Texas; Charlotte, North Carolina; Grand Rapids, Michigan; and Portland, Oregon. For each pilot city, 1,000 completes were obtained from a random digit dial (RDD) sample population of the metropolitan statistical areas (MSA) for that city. All pilot site interviewing was from June 23 to Aug. 1, 2008. To ensure a true pretest before the Presidential \$1 Coin Program team began their pilot initiative. In addition, a national comparison is included in this report. The national data was collected from May 29<sup>th</sup> to June 22<sup>nd</sup>, 2008.

To complete this evaluation, Gallup used the revised phone-based survey instrument that was used for the James Madison awareness survey.

### ***1.2 Survey Methodology***

To complete this evaluation, Gallup conducted a survey among a random, representative group of adults throughout the United States using a random digit dial (RDD) sample methodology.

To ensure the representativeness of each sample, interviews with cell-phone only households were included as part of the sample design. Interviewers screened out those reached on their cell phones who could otherwise be reached by landline telephone. This was done to avoid the problem of overlapping landline and cell phone sampling frames. The proportions of RDD landline and cell phone interviews were determined using estimates of the Census Region-level proportions of cell-phone only households from the National Health Interview Survey (NHIS) by the Centers for Disease Control and Prevention-National Center for Health Statistics (cell-phone only household figures for geographies smaller than Census Region are not available).

### ***1.3 Response Rates***

The response rate is calculated based on CASRO (Council of America Survey Research Organizations) specifications. CASRO specifications provide for a strict, but unambiguous, calculation that provides for comparability across research organizations

and studies. The RDD survey pilot pretest had a response rate of approximately 20% and the national sample had a response rate of approximately 25%.

### ***1.4 Weighting the Data***

The purpose of survey weights is to ensure that statistics derived from the sample data are unbiased. The weights are used to compensate for differences in nonresponse rates across different subgroups of the sample.

#### National Sample:

Gallup weighted the national sample to represent the United States adult population. A raking procedure was used to adjust the composition of the study to match the national composition on demographic factors including region, gender, age, education, race, and ethnicity (Hispanic). Large weights were trimmed to a reasonable size and the weights were normalized so that their sum was equivalent to the total number of cases. The final weights compensate for nonresponse and noncoverage to create unbiased, nationally representative estimates.

#### Pilot Cities Sample:

Gallup weighted the samples to represent the adult populations of the individual Metropolitan Statistical Areas (MSAs) surveyed. The individual samples were weighted to the demographic characteristics of the Austin-Round Rock, Texas MSA, the Charlotte-Gastonia-Concord, North Carolina-South Carolina MSA, the Grand Rapids-Wyoming, Michigan MSA, and the Portland-Vancouver-Beaverton, Oregon-Washington MSA, respectively.

A weight raking procedure was used to adjust the composition of the study to match the MSA composition on demographic factors including region, gender, age, education, race, and ethnicity (Hispanic). Large weights were trimmed to a reasonable size and the weights were normalized so that their sum was equivalent to the total number of cases. The final weights compensate for non-response and non-coverage to create unbiased, representative estimates for each MSA.

## **2.0 Questionnaire Design**

The questionnaire was designed by Gallup to assess consumer awareness of the one-dollar coins.

### **Public Awareness** (four questions):

1. From what you know, are one-dollar coins currently in circulation by the U.S. Mint or not?
2. Can you describe what image or images are featured on one-dollar coins?
3. Please tell me, from what you know, whether each of the following images are on one-dollar coins.
4. What do you remember as the distinct characteristics of the one-dollar coin?

### **General Attitude Toward Coin Program** (three questions):

1. Would you do each of the following if you receive a presidential one-dollar coin as change.

2. What do you think about the idea of having a series of presidential one-dollar coins?
3. Regardless of how you feel about the presidential one-dollar coin series, what do you think is the most positive aspect of the coin?

**Possession and Usage** (six questions):

1. In the past 12 months, have you had a one-dollar coin in your possession?
2. Did you USE one of those one-dollar coins to pay for something or make a purchase?
3. What did you do with the one-dollar coin you had in your possession?
4. In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a dollar coin?
5. Did you ask for a dollar bill or accept the coin?
6. If someone tried to hand you a one-dollar coin, would you be more likely to ask for a one-dollar bill or accept the coin?

**Availability** (six questions):

1. These days, would you say that one-dollar coins are readily available, or not readily available?
2. For each of the following, please tell me whether or not you think you can easily get a one-dollar at this location (six locations listed).
3. From what you know, are one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places?
4. From what you know about vending machines, do all of them accept one-dollar coins, only some vending machines, or none of them?
5. Roughly what percentage of vending machines do you think accept presidential one-dollar coins?
6. If you wanted to learn more about the one-dollar coin, where would you go?

**Marketing and Advertising** (six questions)

1. In the past 30 days, do you recall seeing any commercial messages or ads about the one-dollar coin in your area?
2. Did you see that message in a full page ad in the newspaper?
3. Did you see any other ads?
4. Thinking about that commercial or ad you saw, do you remember if any of the following were in the message?
  - a. Better for the environment
  - b. Made from 100% recycled materials
  - c. Lasts for decades
  - d. Can save our country \$5 billion every 10 years
  - e. Is accepted at retailers everywhere
  - f. Is real U.S. tender
  - g. Celebrates our presidential history
  - h. Has a golden eagle on the back
5. How interested were you in using a one-dollar coin?
6. Can you tell me where you saw or heard it?

A full copy of the questionnaire is in the Appendix at the end of this report.

### 3.0 Key Findings

- Seventy-six percent of respondents said “yes,” the U.S. Mint is currently circulating one-dollar coins. This represents an increase over March 2008 (72%) and a comparable measure to the finding (77%) observed in December 2007.
- There was a significant decrease in unaided awareness of Sacagawea coin (from 34% in March 2008 to 24% in June 2008).
- Fourteen percent of the U.S. population can name the image of a specific president or just generic “president” on the dollar coin in an unaided manner. No significant difference was seen from December 2007.
- There is a significant decrease from 83% (60% of total U.S. adult population) in March 2008 to 71% (54% of total U.S. adult population) in June 2008 in the awareness of the Sacagawea one-dollar Coin.
- Nearly 4 in 10 respondents (39%) reported that vending machines do not accept one-dollar coins.
- One in four American have been offered a one-dollar coin in the past 12 months.
- Overall, there is no significant increase in willingness to use presidential one-dollar coin for purchases. After hearing a description of the Presidential \$1 Coin Program, 61% of the total U.S. adult population indicated they would “very likely” or “somewhat likely” use the coin for purchases if they received them as change. However this reflects a positive increase in willingness to use the coins.
- Significant increase in view of availability of presidential one-dollar coin (in March 2008, 91% of Americans reported that presidential one-dollar coins were not currently available, and 78% report that presidential one-dollar coins are not available).
- One in four Americans have used a one-dollar coin to pay for something or make a purchase.
- Ninety percent of those individuals who have been offered a one-dollar coin in the past 12 months report they accepted coin rather than asked for a one-dollar bill.
- Among those who stated they would ask for a one-dollar bill if offered a one-dollar coin, 46% said they would not accept the coins because of the inconvenience.
- A majority of the U.S. adult population report they would likely learn more about one-dollar coins via the Internet in general, their bank, or the U.S. Mint’s Web site.

- Majority of Americans report that one-dollar coins are accepted by all retailers and businesses.
- Fourteen percent of the total U.S. adult population recalled seeing a commercial message or advertisement about one-dollar coins.
- Usability and history are the most frequently recalled messages from advertisements among those who have seen multiple ads.
- Thirty-seven percent of adults who recalled messages said they were at least very interested in using one-dollar coins after hearing the messages.
- Sixty-five percent of those respondents who have seen multiple ads and who can recall messages are getting their information from television media.

### ***Pilot Cities***

- In regards to the pilot cities, combined awareness of presidential one-dollar coin is significantly higher in Charlotte (38%), Grand Rapids (38%), and Portland (36%) when compared to the 27% awareness of the total U.S. adult population. The combined awareness of presidential one-dollar coin in Austin (23%) is slightly lower than the national finding. In addition, combined awareness of the Sacagawea coin is significantly higher in Austin (66%), Charlotte (62%), and Portland (72%) when compared to the 54% among the total U.S. adult population. Combined awareness of the Sacagawea coin is slightly lower than the national finding in Charlotte (52%).
- Adults in Portland are significantly more likely to use the presidential one-dollar coin for purchases if they received it as change (52% reported they were “very likely” to use for purchases versus 39% nationally who reported they would be ‘very likely’ to use for purchases). Among pilot cities, overall willingness to use the presidential one-dollar coins for purchases are higher in Austin and Portland.
- One-dollar coin possession in Charlotte is significantly lower than the other pilot cities and lower than the national adult population, while possession in Portland is significantly higher than other pilot cities as well as higher than the national population.
- Usage is higher in all pilot cities except Charlotte, where 22% (as compared to 25% of the total U.S. adult population) reported they had used a one-dollar coin to pay for something or make a purchase. And among the pilot cities, usage is significantly higher in Portland.

## 4.0 Awareness

The survey began by asking respondents if they knew if the U.S. Mint is currently circulating one-dollar coins. Seventy-six percent of respondents say yes, the U.S. Mint is currently circulating one-dollar coins. This represents an increase over March 2008 (72%) but is a comparable to what was observed in December 2007 (77%).

For those who said they knew that the U.S. Mint was currently circulating one-dollar coins, a follow-up question asked “*Can you describe what image or images are featured on the one-dollar coins?*”

Unaided mention of the presidents and Sacagawea featured on the one-dollar coins among those who know there are one-dollar coins in circulation are as follows:

### **National**

Presidents: 20% of respondents (15% of total U.S. adult population)

Sacagawea: 24% of respondents (18% of total U.S. adult population)

### **Austin**

Presidents: 20% of respondents (15% of Austin adult population)

Sacagawea: 39% of respondents (30% of Austin adult population)

### **Charlotte**

Presidents: 21% of respondents (15% of Charlotte adult population)

Sacagawea: 28% of respondents (20% of Charlotte adult population)

### **Grand Rapids**

Presidents: 20% of respondents (15% of Grand Rapids adult population)

Sacagawea: 34% of respondents (26% of Grand Rapids adult population)

### **Portland**

Presidents: 16% of respondents (12% of Portland adult population)

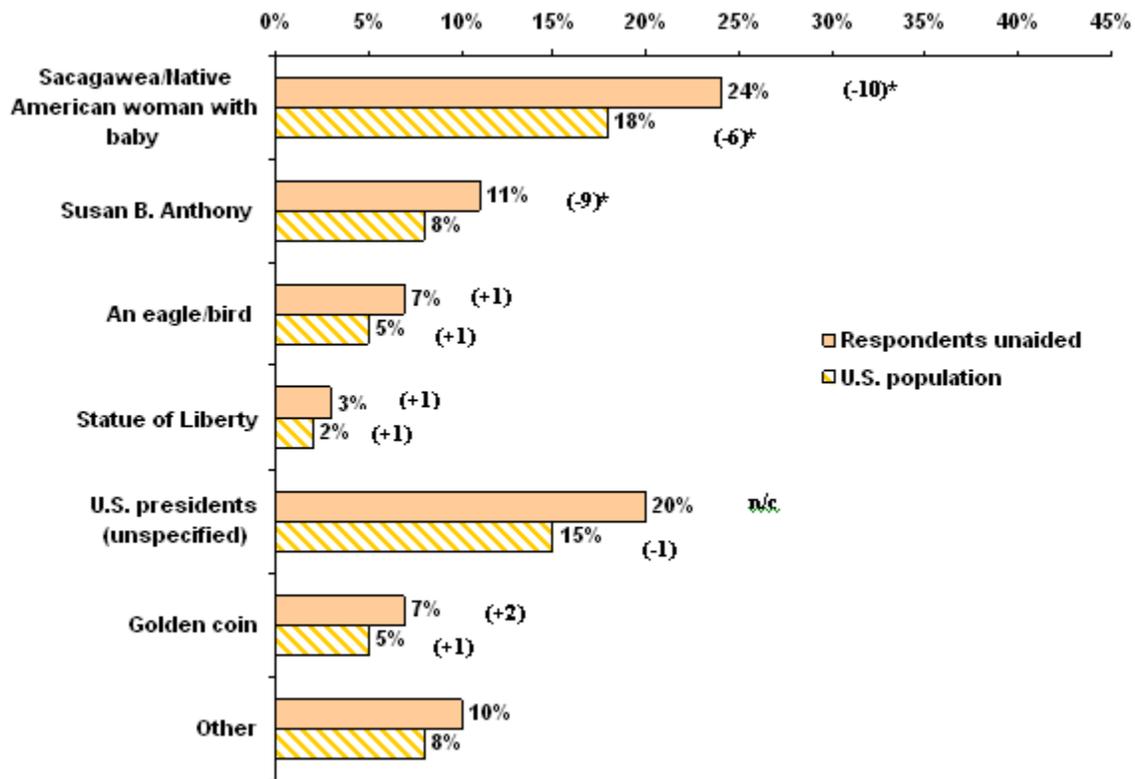
Sacagawea: 46% of respondents (35% of Portland adult population)

*Note: Respondents could mention both president and Sacagawea*

**FINDING:** Significant decreases in unaided awareness of Sacagawea coin among respondents (from 34% in March 2008 to 24% in June 2008) and for the total U.S. adult population (from 24% in March 2008 to 18% in June 2008). Among those who knew there are one-dollar coins in circulation, 20% were able to indicate a specific featured president or “presidents” as an image on the coins. This extrapolates to 15% of the total U.S. adult population who can name the image of a specific president or just generic “president” on the one-dollar coin in an unaided manner. No significant difference was seen from March 2008.

Chart 1: Can you describe what image or images are featured on the one-dollar coins? (Unaided awareness) — National

*Among Those Who Know That There Are One-Dollar Coins In Circulation*



NOTE: Numbers in parenthesis represent change over prior wave

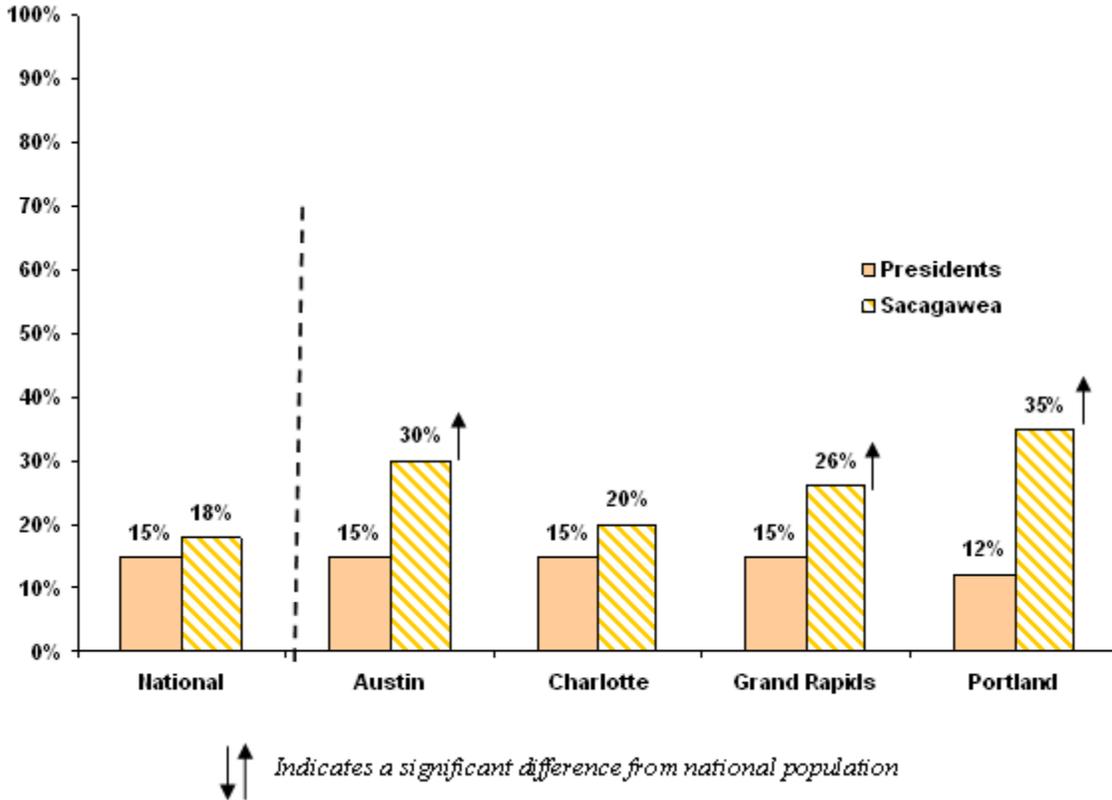
\* Denotes significant change over prior wave

Overall, no significant differences were noted in unaided awareness of presidential one-dollar coins when comparing pilot cities to the national data. However, in terms of

Sacagawea, unaided awareness is significantly higher in Austin (30%), Grand Rapids (26%), and Portland (35%) compared to the 18% national finding. In Charlotte, no significant difference was noted when comparing Sacagawea unaided awareness to the national data.

Chart 2: *Can you describe what image or images are featured on the one-dollar coins? (Unaided awareness) — Pilot Cities*

***Unaided Awareness of Total U.S. Adult Population and Adult Population of Pilot Cities***



Following the unaided awareness question, an aided awareness question was posed.

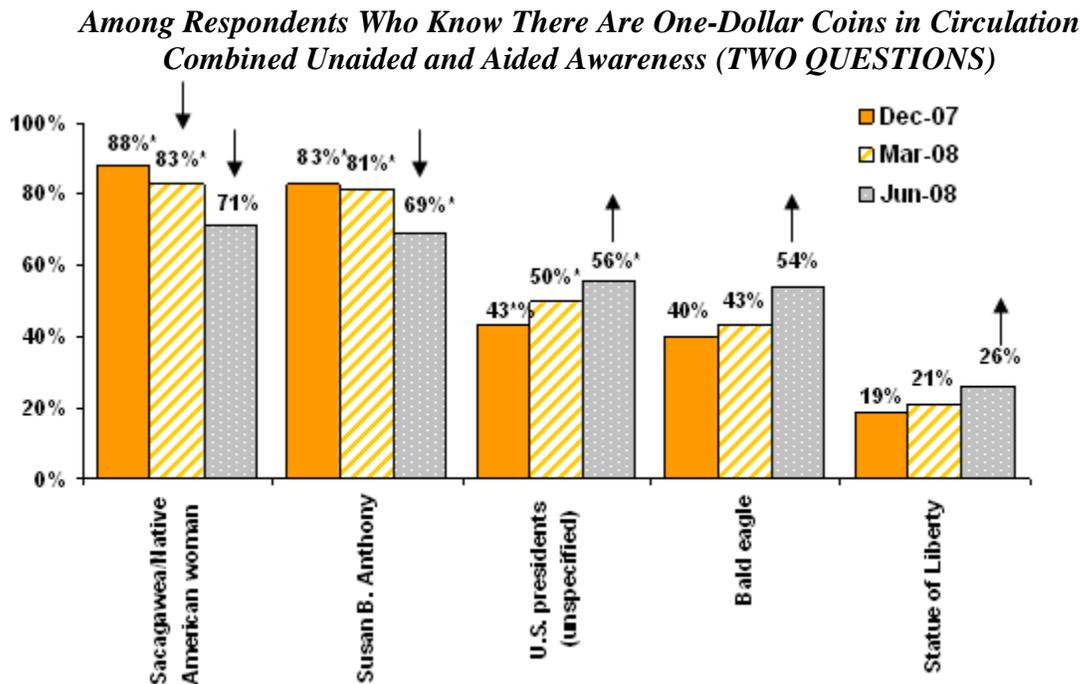
**FINDING:** Significant decreases in combined aided and unaided Sacagawea awareness and Susan B. Anthony coin awareness occurred in June 2008. There is a significant decrease from 83% (60% of total U.S. adult population) in March 2008 to 71% (54% of total U.S. adult population) in June 2008 in awareness of the Sacagawea one-dollar coin. In addition, a significant decrease is also observed for combined awareness of the Susan B. Anthony one-dollar coin (from 58% of total U.S. adult population in March 2008 to 52% of total U.S. adult population in June 2008).

When prompted as to whether or not each of the following was on the one-dollar coins, respondents became “more aware” of Sacagawea, Susan B Anthony, and the presidents. Almost half of those who knew there are one-dollar coins in circulation (47%) when prompted said they “knew” that the image of Sacagawea/Native American woman was on the coin. This extrapolates to 36% of the total U.S. adult population giving an aided awareness of Sacagawea.

When prompted, 58% of those aware there are one-dollar coins in circulation said they knew about Susan B Anthony. This extrapolates to 44% of the total U.S. adult population giving an aided awareness of the Susan B Anthony Coin.

An additional 36% (27% of total U.S. adult population) of those who initially did not know about the presidents, when prompted, said they actually did know about them. This represents a significant increase in combined awareness of presidential one-dollar coins.

Chart 3: Please tell me, from what you know, whether each of the following images is on the one-dollar coins: — National

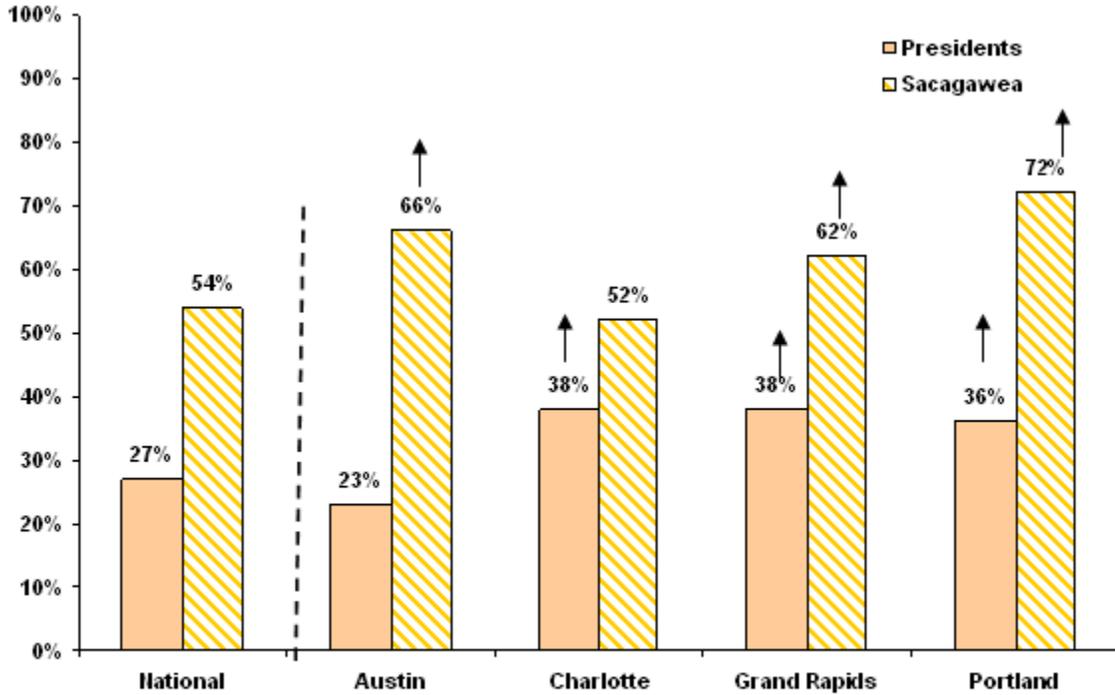


In regards to the pilot cities, combined awareness of presidential one-dollar coin is significantly higher in Charlotte (38%), Grand Rapids (38%), and Portland (36%) when

compared to the 27% awareness of the total U.S. adult population. Similarly, combined awareness of the Sacagawea coin is significantly higher in Austin (66%), Charlotte (62%), and Portland (72%) when compared to the 54% among the total U.S. adult population.

Chart 4: Please tell me, from what you know, whether each of the following images is on the one-dollar coins: — Pilot Cities

**Combined Awareness of Total U.S. Adult Population vs. Adult Population of Pilot Cities**

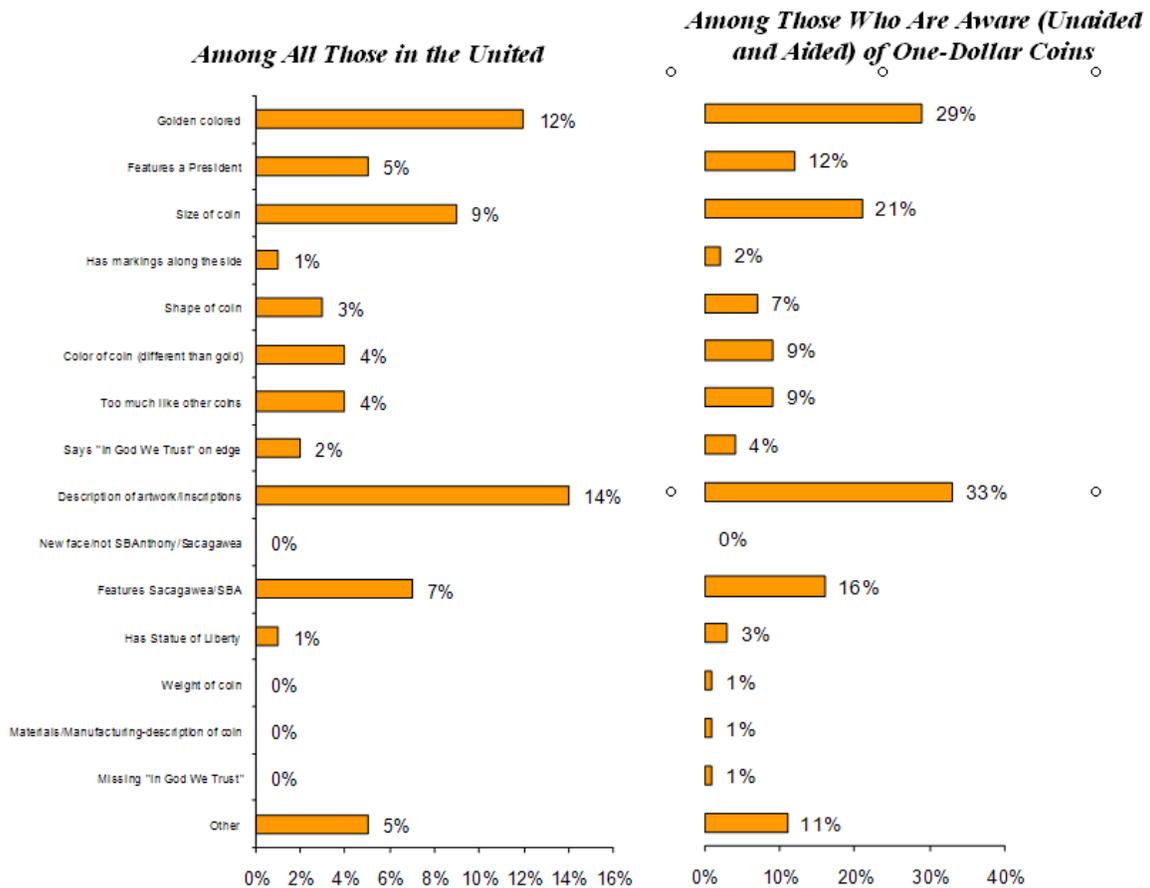


↓ ↑ Indicates a significant difference from national population

**FINDING:** Twelve percent of the total U.S. adult population is able to recall the golden color as a distinct characteristic of one-dollar coins.

As a follow-up, Gallup asked those who indicated they were aware of one-dollar coins to identify any unique features of the coins. Overall, a majority of respondents (33%) of who are aware there are one-dollar coins in circulation mentioned a description of the artwork or inscriptions as a distinct feature of the coins. In addition, 29% of respondents (12% of total U.S. adult population) distinctly identified the golden color, 21% of respondents (9% of total U.S. adult population) identified the golden color, 21% of respondents (9% of total U.S. adult population) identified the size of the coin as a distinct feature, and 16% identified the feature of Sacagawea or Susan B. Anthony as distinct characteristics of one-dollar coins. Below is the complete list of what people named as distinctive features of the coin and then their responses are extrapolated to the U.S. population overall.

Chart 5: *What do you remember as the distinct characteristics of the one-dollar coins?*



**NOTE:** No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

**NOTE:** Percentages may add to more than 100% due to multiple responses

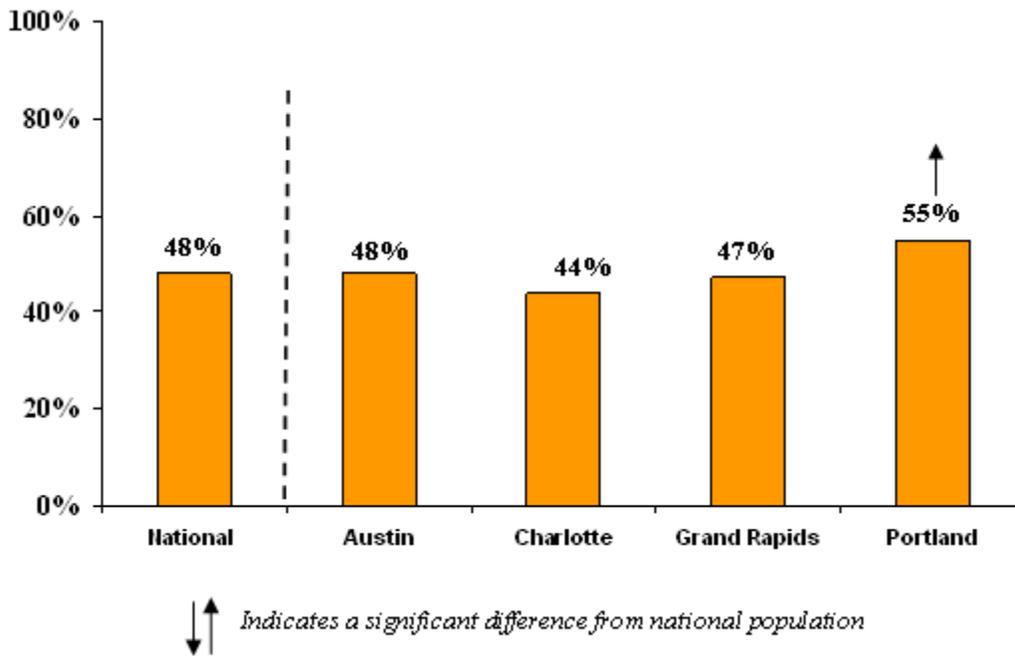
## 5.0 Usage

**FINDING:** Possession of one-dollar coins is significantly higher among adults living in Portland (55% of adult population as compared to 48% on total U.S. adult population).

Forty-eight percent of adult Americans reported they had a one-dollar in their possession sometime in the past 12 months. Overall, possession in Charlotte is lower than the other pilot cities and lower than the national adult population, while possession in Portland is significantly higher among the pilot cities and higher than the national population.

Chart 6: *In the past 12 months, have you had a one-dollar coin in your possession?*

*Possession for Total U.S. Adult Population and Adult Population of Pilot Cities*

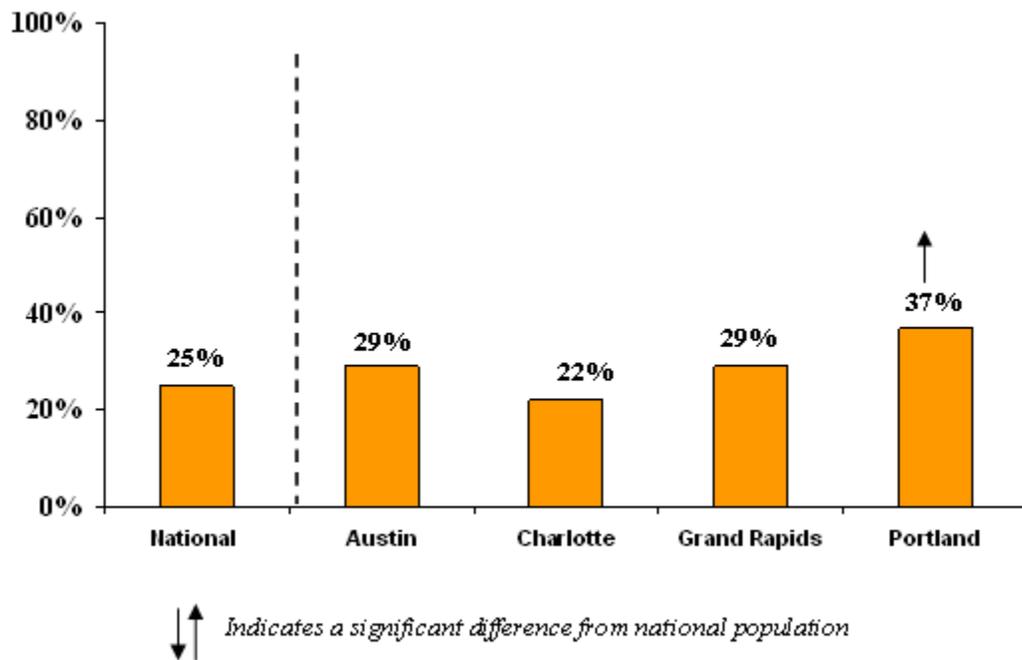


**FINDING:** One out of four Americans have used a one-dollar coin to pay for something or make a purchase. Usage is significantly higher among adults in Portland.

Of those who said they had a one-dollar coin in their possession in the last 12 months, 53% (25% of the total U.S. adult population) reported using the coin to pay for something or make a purchase. Overall, usage among adults is higher in all pilot cities except Charlotte where only 22% (as compared to 25% of total U.S. adult population) reported they had used a one-dollar coin to pay for something or make a purchase. Adults in Austin and Grand Rapids had identical usage to each other, with almost 3 in 10 (29%) adults reporting using a one-dollar coin to pay for something or make a purchase.

Chart 7: *Did you USE one of those one-dollar coins to pay for something or make a purchase?*

**Usage for Total U.S. Adult Population and Adult Population of Pilot Cities**

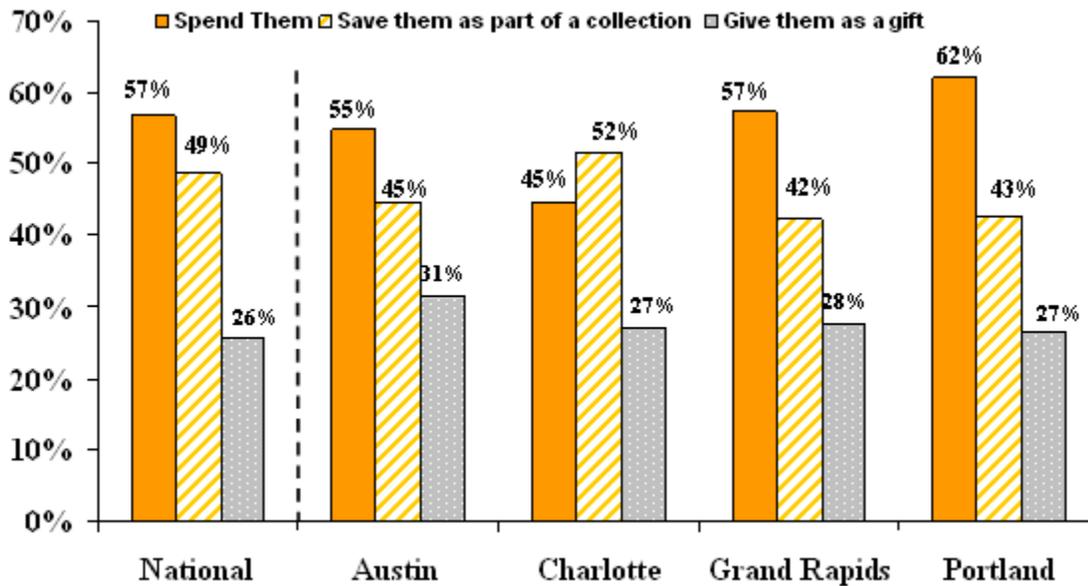


**FINDING:** One-dollar coin possessors in Portland are more likely to spend the coins. In Portland, 62% of one-dollar coin possessors who are aware there are one-dollar coins in circulation reported spending the coins to pay for something or make a purchase (compared to 57% nationally, 55% in Austin, 45% in Charlotte, and 57% in Grand Rapids).

Of the total U.S. adult population who knows there are one-dollar coins in circulation and who had a one-dollar coin in their possession, 57% reported spending the coin, 49% said they has saved the coin as part of a collection, and 26% said they gave the coin as a gift. When compared to the national population, gifting one-dollar coins is higher in Austin (26% national versus 31% in Austin), spending is lower in Charlotte (57% national versus 45% in Charlotte), and collecting is lower in Grand Rapids (49% national vs. 42% in Grand Rapids) and Portland (49% national vs. 43% in Portland).

Chart 8: *Thinking again about those coins, what did you do with the other one-dollar coins you had in your possession? Did you . . . ?*

***Of Those Who Knew There Are One-Dollar Coins in Circulation and Had a One-Dollar Coin in Their Possession in the Past 12 Months***



**FINDING:** Overall, there was no significant increase in the willingness to use the presidential one-dollar coin for purchases. After hearing a description of the Presidential \$1 Coin Program, 61% of the total U.S. adult population indicated they would “very likely” or “somewhat likely” use the coin for purchases if they received them as change (an increase from 56% observed in March 2008). Also, 33% reported they would be “very likely” to collect the presidential one-dollar coin.

After being read a detailed description of the Presidential \$1 Coin Program, 39% of the population said they would be “very likely” to use the coin for purchases and 22% said they would be “somewhat likely” to use the coin for purchases. In addition, adults in Portland are significantly more likely to use the presidential one-dollar coin for purchases if they received it as change (52% reported would be “very likely” to use for purchases versus 39% nationally who reported they would be “very likely” to use for purchases). Among pilot cities, overall likeliness to use presidential one-dollar coins for purchases are higher in Austin and Portland. For the other pilot cities, 43% of adults in Austin, 39% of adults in Charlotte, and 41% of adults in Grand Rapids stated they would be “very likely” to use the coin of purchases.

Chart 9: *After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — National*

**Likelihood to Use for Purchases: Total U.S. Adult Population**

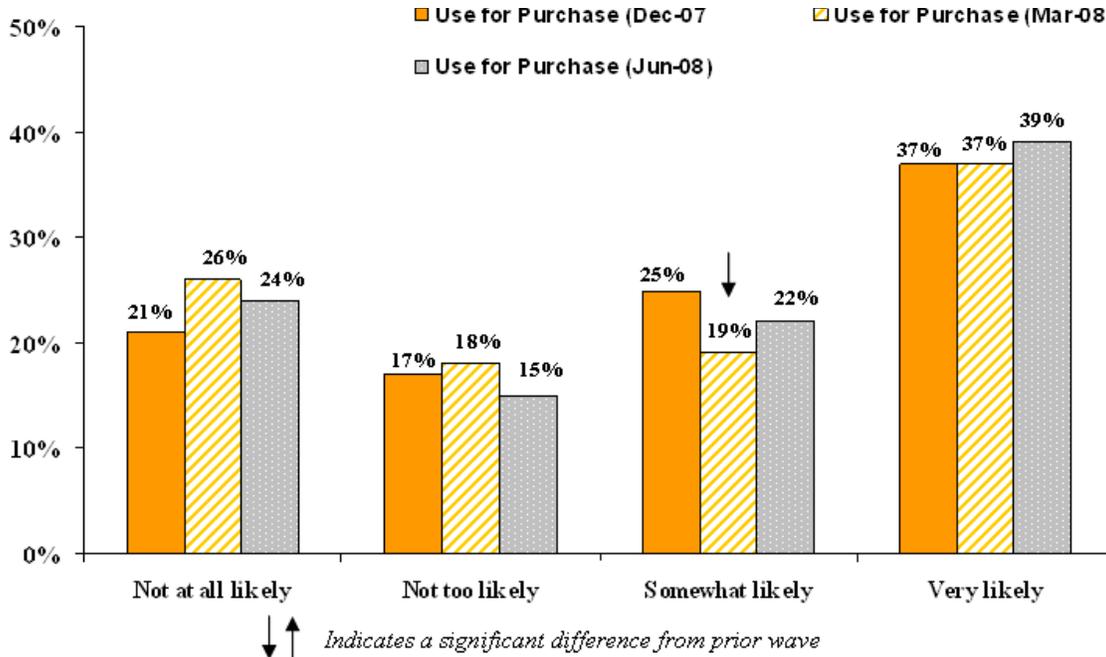


Chart 10: After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — Pilot Cities

**Likelihood to Use for Purchases: Total U.S. Adult Population and Adult Population of Pilot Cities**

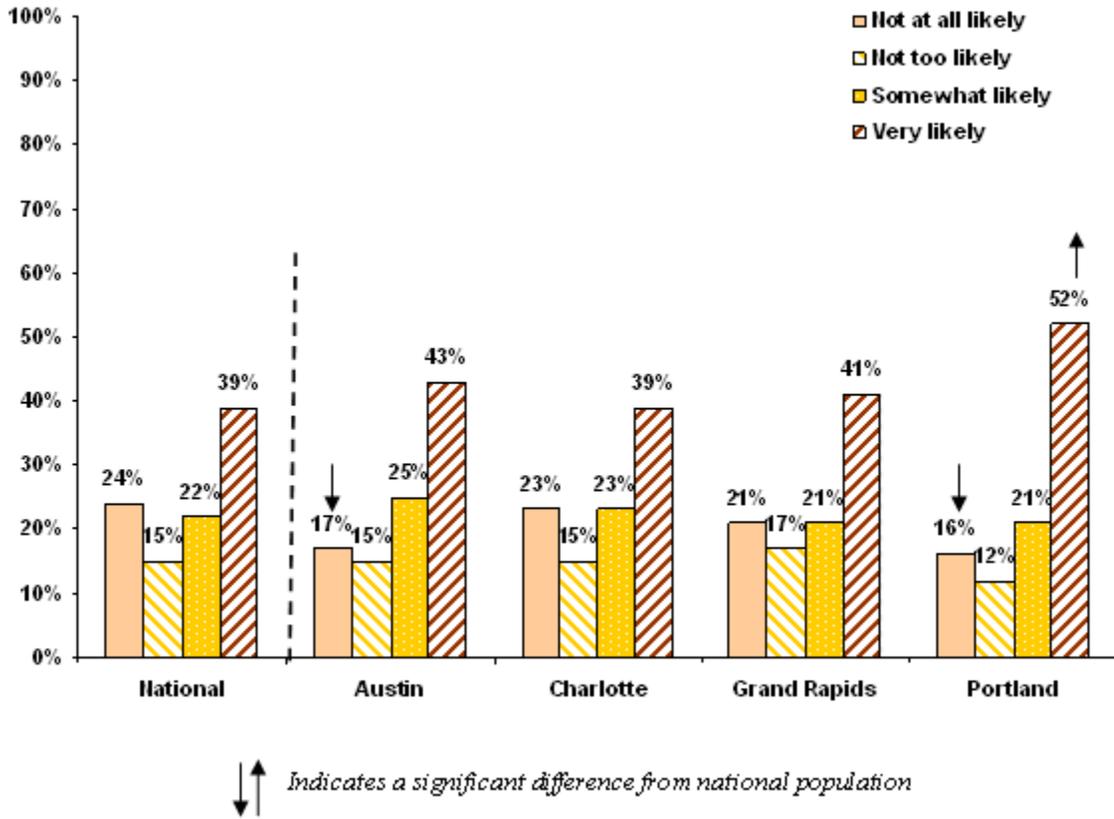


Chart 11: After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — National

**Likelihood to Collect Coin: Total U.S. Adult Population**

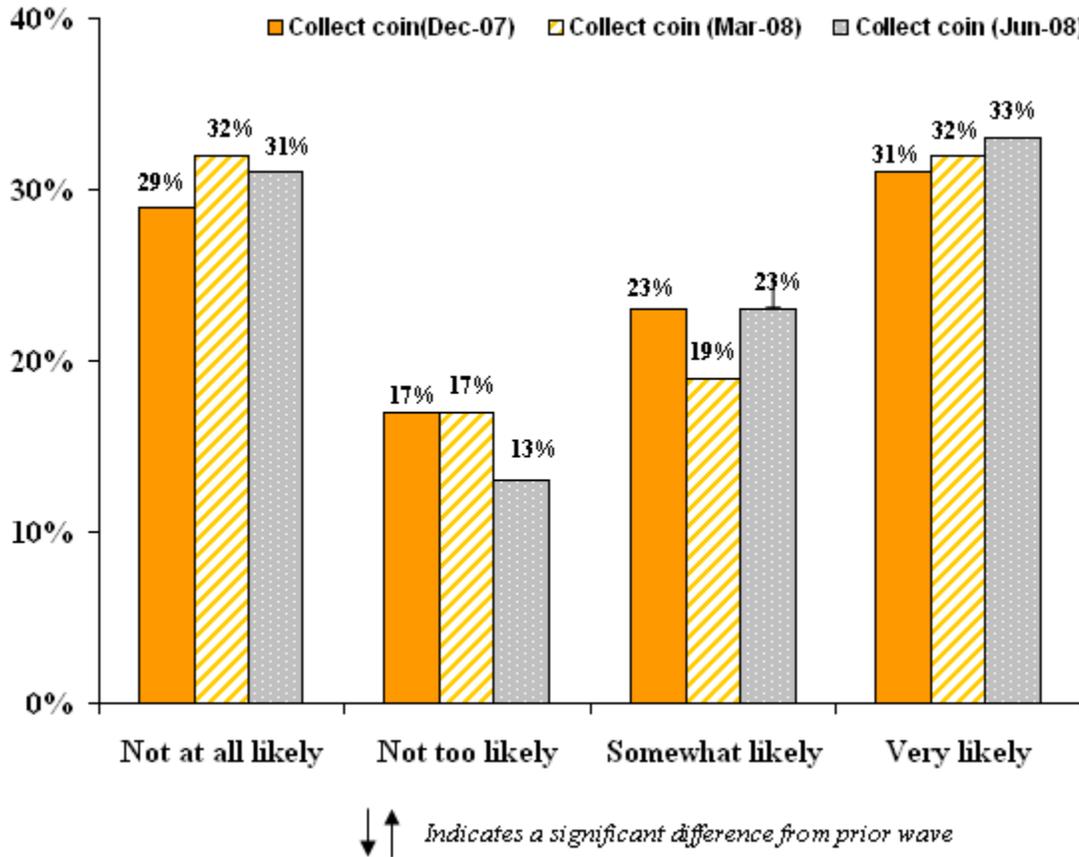
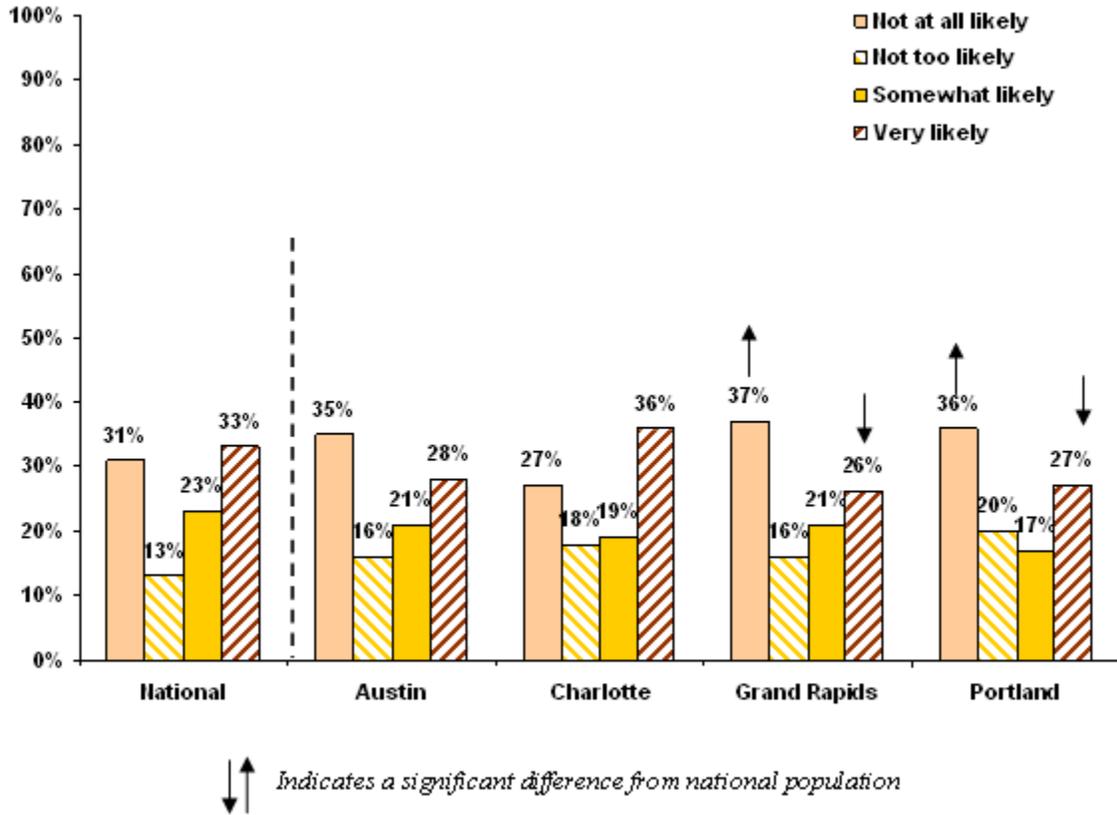


Chart 12: After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — Pilot Cities

**Likelihood to Collect Coin: Total U.S. Adult Population and Adult Population of Pilot Cities**

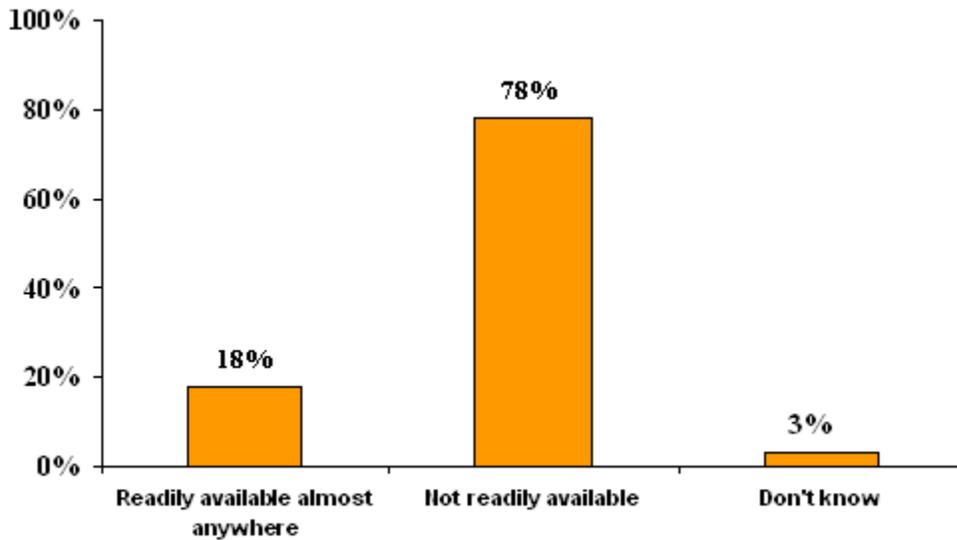


## 6.0 Acceptance and Availability

**FINDING:** Most Americans (78%) believe one-dollar coins are not readily available. Although the question changed from the prior survey administration (asking for “one-dollar coins” rather than “presidential one-dollar coins”) and hence cannot be compared, this is a significant increase in views of availability over previous measures of presidential one-dollar coin availability (in March 2008, 91% of Americans reported that presidential one-dollar coins were not readily available).

When asked about the availability of one-dollar coins, 78% of the total U.S. adult population indicated the coins were not readily available. Only 18% reported that the coins were readily available and 3% did not know whether the coins are available everywhere or not readily available.

Chart 13: *These days, would you say that one-dollar coins are . . . ?*



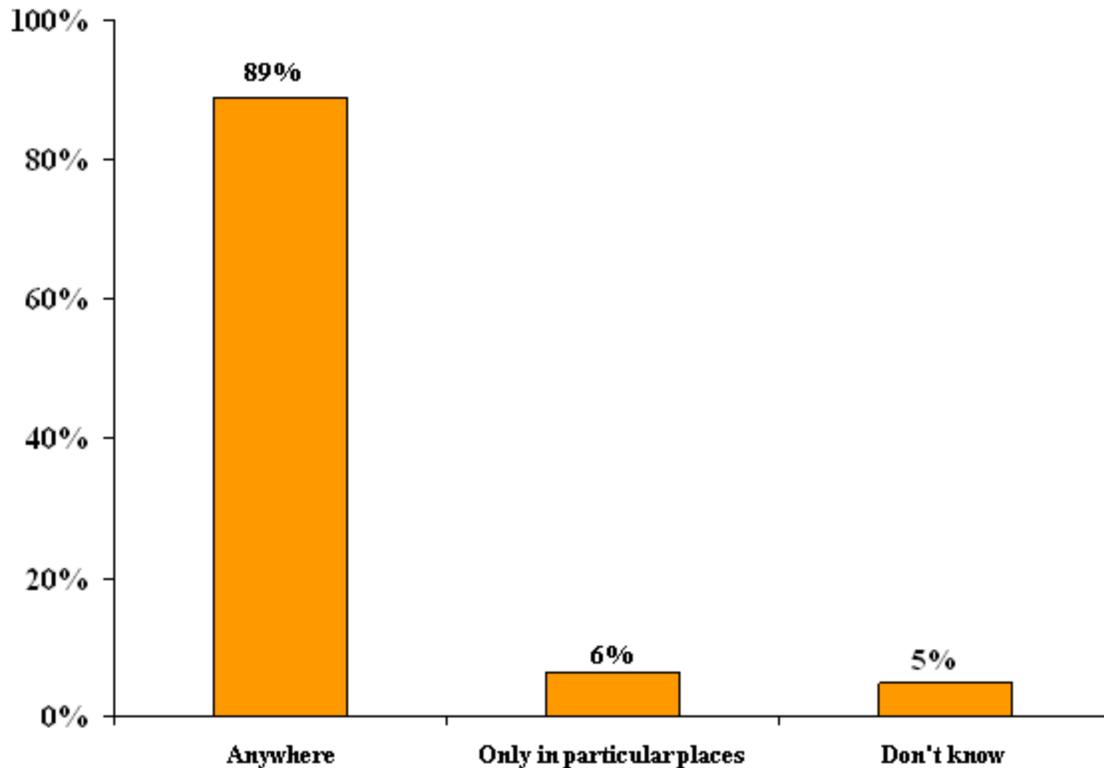
**NOTE:** No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

**FINDING:** A majority of Americans report that one-dollar coins are accepted by all retailers and businesses.

When asked if they know where one-dollar coins are accepted, 89% of adult Americans reported the coin is accepted anywhere, while 6% said the coin is only accepted in particular places. In addition, 5% did not know if one-dollar coins are accepted by all retailers and businesses or if the coins can only be used in particular places.

Also, when compared to the national findings on where one-dollar coins are accepted, there are no significant differences for any pilot city. Ninety percent of adults in Austin report that one-dollar coins are accepted by all retailers and businesses. Ninety-two percent in Portland and 88% in both Charlotte and Grand Rapids also report the coins are accepted everywhere.

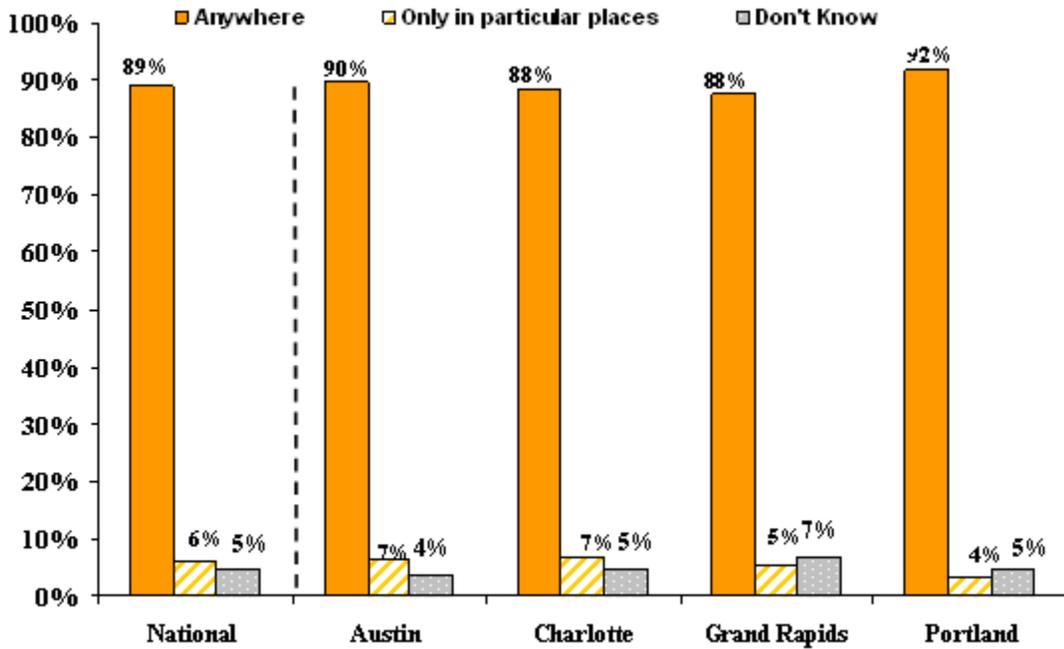
Chart 14: *From what you know, are one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places? — National*



**NOTE:** No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

Chart 15: From what you know, are one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places? — Pilot Cities

*Among U.S. Adults and Adults in Pilot Cities*

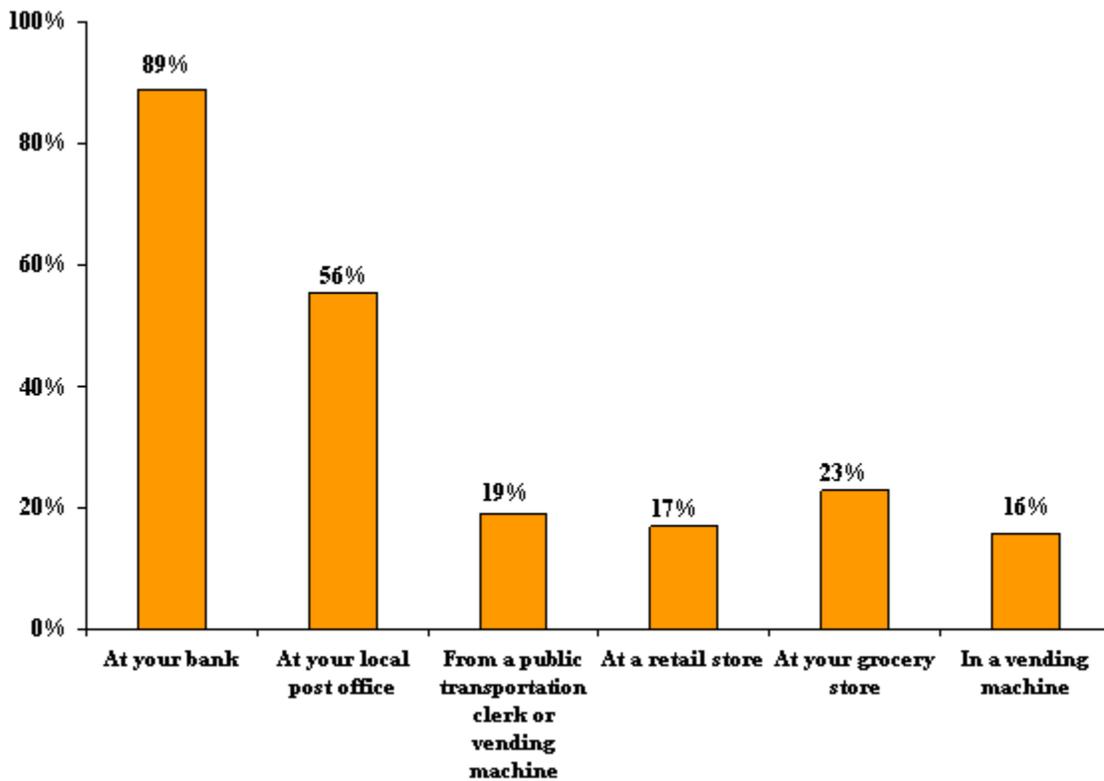


**FINDING:** Of the majority of respondents who indicated one-dollar coins are not readily available, most think they can easily get the coins from a bank (89%) or at their local post office (56%).

Among those Americans who reported one-dollar coins are not readily available, most think they can easily get the coin from a bank (89%) or at their local post office (56%). Additionally, 23% of respondents who stated that one-dollar coins are not readily available think they can easily get a coin at a grocery store, 19% think they can get a coin from a public transportation clerk, 17% think they can easily get a one-dollar coin at a retail store, and 16% think they can easily get the coin from a vending machine.

Chart 16: 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 . . . ?

**Percentage Saying “YES” They Can Get a One-Dollar Coin in This Location**

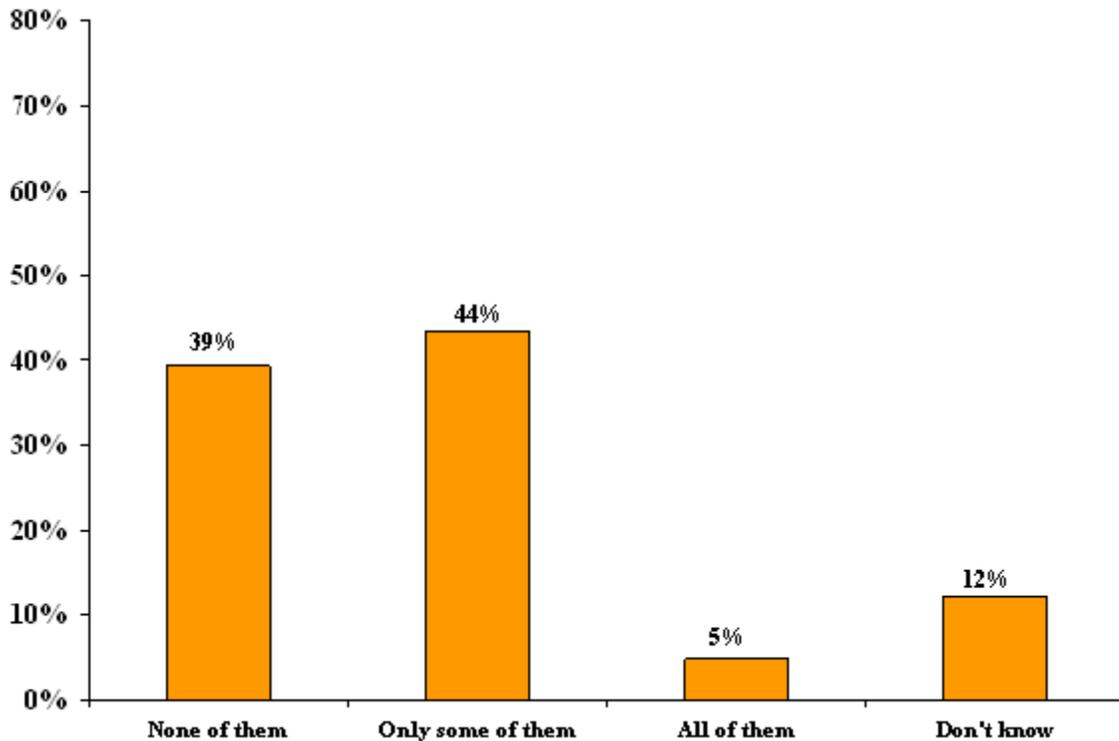


**NOTE:** No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

**FINDING:** Nearly 4 in 10 respondents (39%) reported that vending machines do not accept one-dollar coins. In conjunction, 44% report that only some vending machines accept one-dollar coins.

When asked if vending machines accept one-dollar coins, 44% of respondents reported only some machines accept the coins, 39% said none of the machines accept the coins, and an additional 12% saying they don't know if vending machines accept one-dollar coins. Notably, only 5% said all vending machines accept the coins.

Chart 17: *From what you know about vending machines, do all of them accept one-dollar coins, only some vending machines, or none of them?*

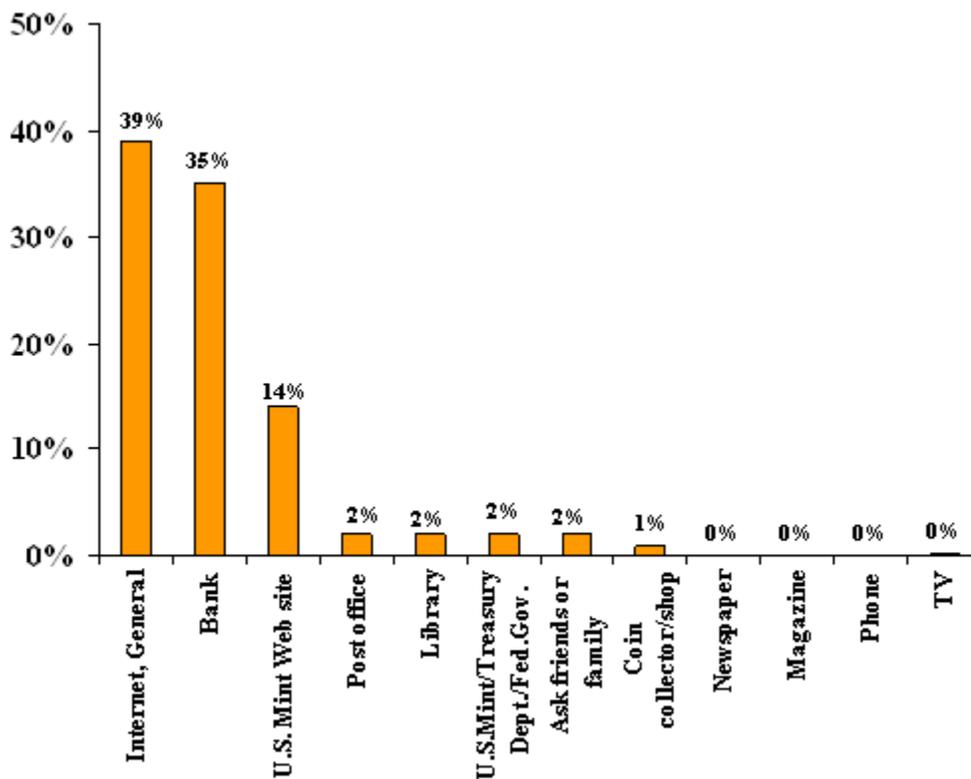


*NOTE:* No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

**FINDING:** A majority of Americans report they would likely go to the Internet in general, their bank, or the U.S. Mint’s Web site to learn more about one-dollar coins and where they can obtain them.

Thirty-nine percent of U.S. adults indicated they would most likely search the Internet in general to learn more about one-dollar coins and to find out where they can get them, while another 14% said they would visit the U.S. Mint’s Web site specifically to learn more about one-dollar coins. Thirty-five percent reported they would go to the bank and 2% indicated they would go to either the post office or the library to obtain information on one-dollar coins.

Chart 18: *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?*



*NOTE: No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.*

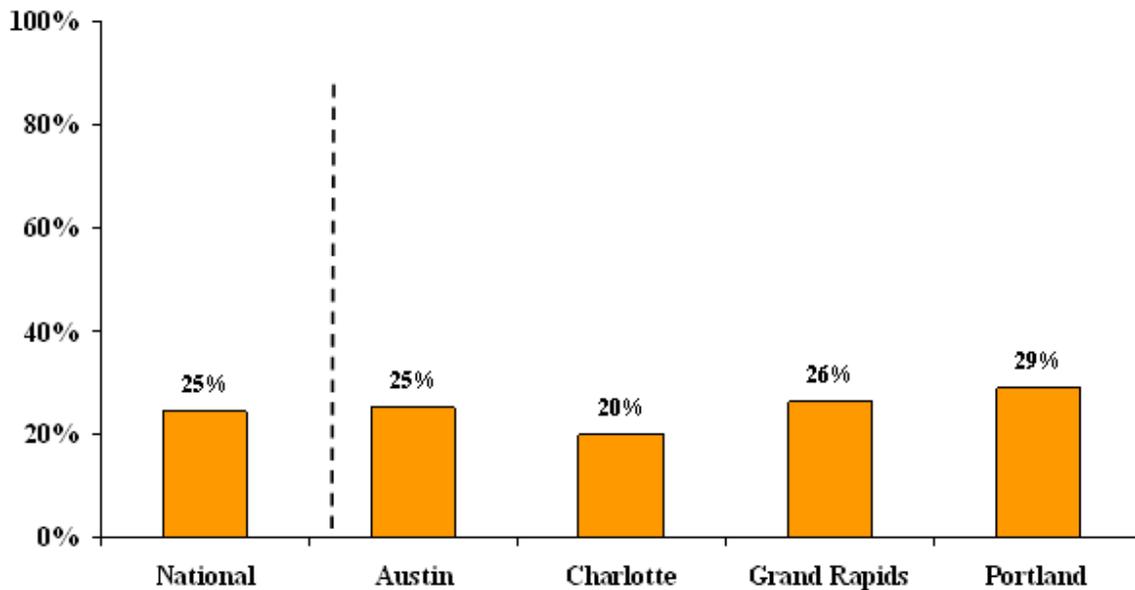
**FINDING:** One in four Americans have been offered a one-dollar coin. This finding is comparable to other pilot cities where 29% of adults in Portland, 26% of adults in Grand

Rapids, 25% of adults in Austin, and 20% of adults in Charlotte have been offered a one-dollar coin by someone in a bank, store, or retail business.

When asked if offered a one-dollar in the past 12 months, 25% of total U.S. adult population stated they were offered a one-dollar coin. Notably, the number of adults who reported being offered a one-dollar coin in the past 12 months is highest for adults in Portland.

Chart 19: *In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a one-dollar coin?*

***Among Total U.S. Adult Population and Adult Population of Pilot Cities***

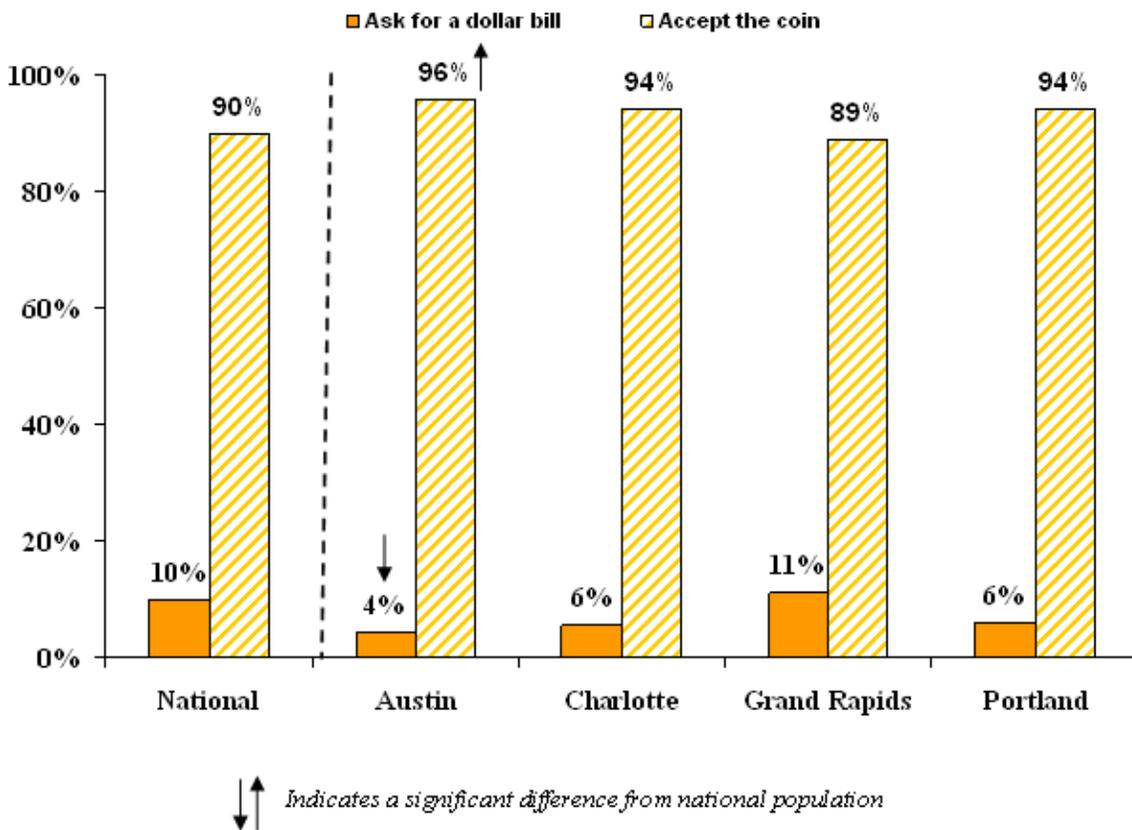


**FINDING:** Ninety percent of those individuals who have been offered a dollar coin in the past 12 months report they accepted the coin rather than ask for a one-dollar bill. Those Austin are significantly more likely to accept a coin (96%) compared to the national population.

Nationally, when asked what they did with the coin offered to them, 90% of those respondents who reported they had a coin offered to them in the past 12 months stated they accepted the coin. Comparably, among this group of adults 96% in Austin reported they accepted the coin (significantly higher than national population); 94% reported they accepted the coin in Charlotte and Portland, and 89% of adults in Grand Rapids reported accepting the coin when it was offered.

Chart 20: *Once handed the coin, did you . . . ?*

***Among Those Who Said “YES” to Having Someone in a Bank, Store, or Retail Business Handing Them a One-Dollar Coin***



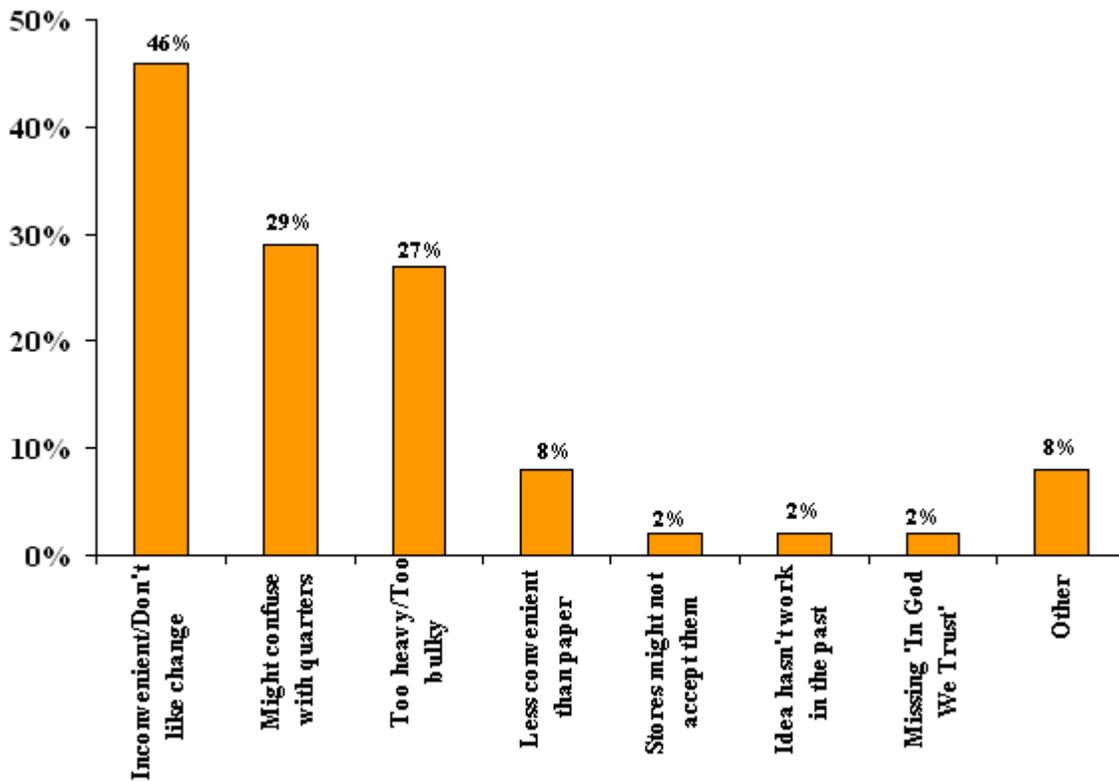
**FINDING:** Forty-six percent of those who actually and predictably rejected the one-dollar coin said they would not accept the coins because of the inconvenience (i.e. don't like change).

Gallup asked a follow-up question on the reasons for reluctance to accept a one-dollar coin to the groups of respondents who rejected the one-dollar coin that was offered to them (actual rejection) and those who indicated they would have rejected the one-dollar coin if it was offered as change (predicted rejection).

Among those who reported they had been offered a one-dollar coin in the past 12 months (25% of total U.S. adult population), 10% reported they did not accept the coin and instead asked for a one-dollar bill. In addition, 21% of those who were not offered a coin said they would reject the coin and ask for a one-dollar bill if someone did try to offer them a one-dollar coin. For this group of respondents (actual and predicted rejection), the most frequent reason given for not accepting the one-dollar coin is that the coin is inconvenient or that they don't like change (46%). Other frequent reasons given for rejecting the coins are that they might confuse the coins with quarters (29%), the coins are heavy (27%) and that the coins are less convenient than paper (8%).

Chart 21: *What are the reasons you would NOT use one-dollar coins when making cash transactions?*

**Among Those Who Say They Did or Would "ASK for a Dollar Bill" if Offered a One-Dollar Coin**



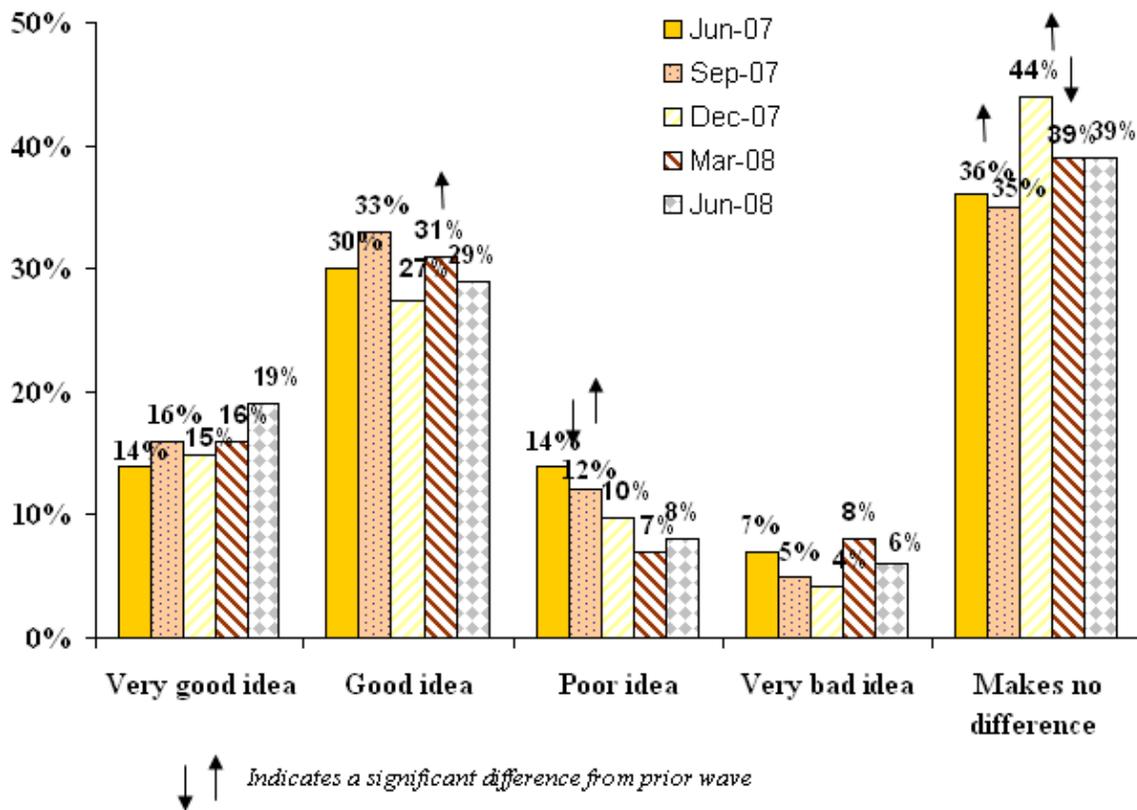
**NOTE:** Percentages may add to more than 100% due to multiple responses

## 7.0 Advertising and Marketing

**FINDING:** Almost 5 in 10 people (48%) believe the Presidential \$1 Coin Program is either a very good or good idea — no significant change from March 2008 (47%). A majority (39%) continue to report that having the presidential one-dollar coin makes no difference.

Overall, a consistent 19% of the public believe the Presidential \$1 Coin Program was a “very good” idea, with another 29% saying it is a “good” idea.

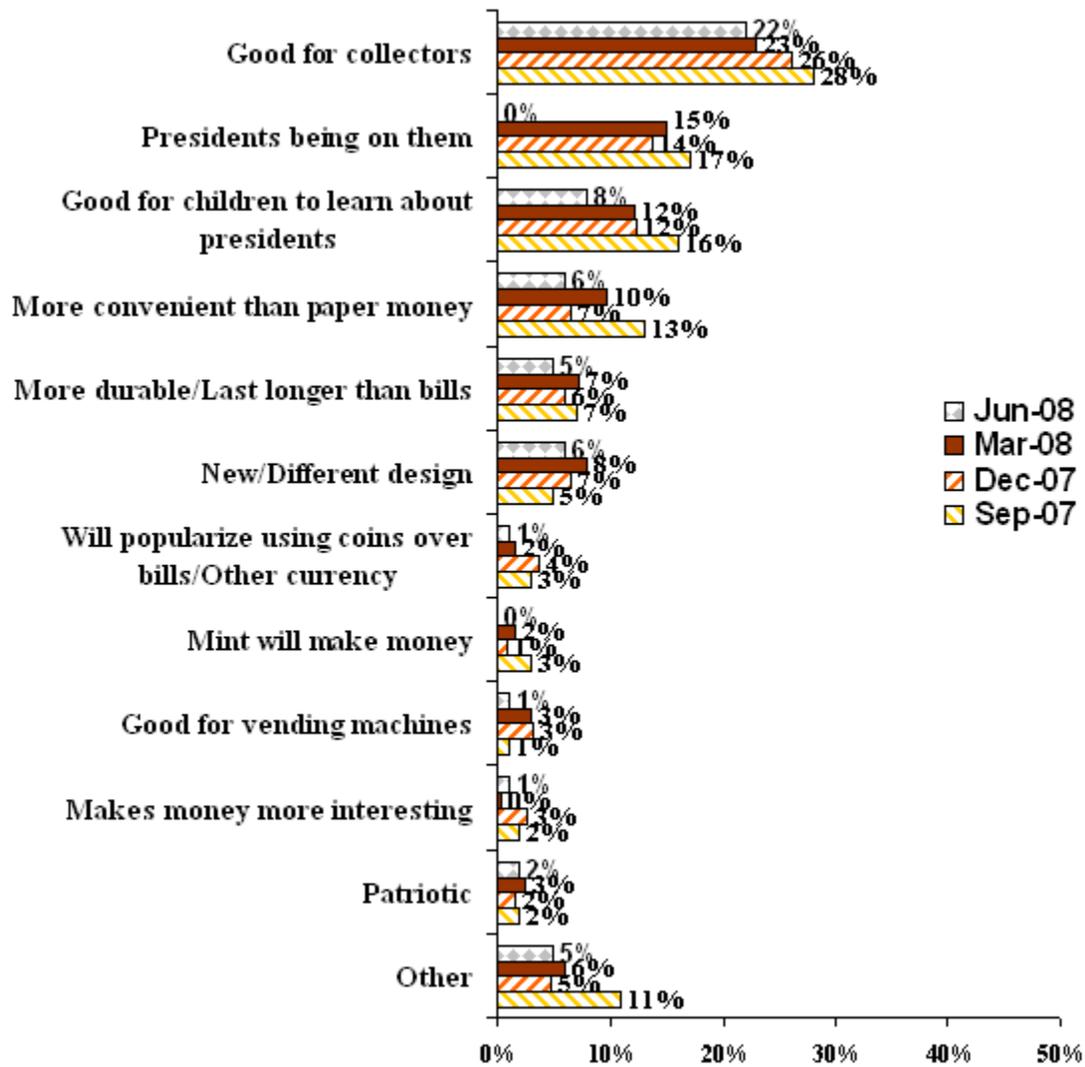
Chart 22: What do you think about the idea of having a series of presidential one-dollar coins? Do you think it is a . . .



**FINDING:** There was a significant decrease (from 15% in March 2008 to 0% in June 2008) in the number of U.S. adults who believe having presidents on the coins is the most positive aspect of the Presidential \$1 Coin Program.

Overall, the observed findings from this wave of the survey continue to reinforce the collectability of the presidential one-dollar coin as the most positive aspect. Twenty-two percent of adults report the coin will be good for collectors (consistent with 23% in March 2008).

Chart 23: *Regardless of how you feel about the presidential one-dollar coin series, what do you think is the most POSITIVE aspect of the coin?*



**FINDING:** Fourteen percent of the total U.S. adult population recalled seeing a commercial message or advertisement about one-dollar coins. This is similar to the

findings observed in each of the pilot cities. Of those who have seen a commercial or advertisement, a majority reported seeing the message in a full-page ad in the newspaper. Only 2% of the U.S. adult population reported seeing other advertisements other than the full-page ad in the newspaper.

When asked if they had seen any one-dollar coin commercials or advertisements in the past thirty days, 14% of total the total U.S. adult population stated “yes.” Similarly, 15% of the adult population in Austin and 13% of the adult population in Charlotte, Grand Rapids, and Portland reported seeing a commercial or advertisement in the past thirty days. A majority of those who recalled seeing a commercial or advertisement reported seeing the message in a full-page ad in the newspaper.

In addition, less than 3% of the adult population in the nation and for the pilot cities reported seeing other advertisements other than what they saw in the newspaper. In Austin, 28% of respondents (2% of adult population) said they saw other ads. These findings are consistent with the 37% of respondents (2% of adult population) in Charlotte, 32% of respondents (1% of adult population) in Grand Rapids, and 15% of respondents (1% of adult population) in Portland who said they saw ads other than the full-page newspaper advertisement.

Although additional questions were asked about which ads they remembered, the data is not presented here due to low sample sizes (less than 30). That data will be revisited when the post-pilot data collection is undertaken.

Percent reporting seeing the advertisement is a full-page newspaper advertisement:

- National: 53% of respondents (7% of total U.S. population)
- Austin: 47% of respondents (7% of Austin population)
- Charlotte: 39% of respondents (5% of Charlotte population)
- Grand Rapids: 29% of respondents (4% of Grand Rapids population)
- Portland: 44% of respondents (6% of Portland population)

Percent reporting seeing other advertisements other than the full-page newspaper ad:

- National: 29% of respondents (2% of total U.S. population)
- Austin: 28% of respondents (2% of Austin population)
- Charlotte: 37% of respondents (2% of Charlotte population)
- Grand Rapids: 32% of respondents (1% of Grand Rapids population)
- Portland: 15% of respondents (1% of Portland population)

*Chart 24: In the past 30 days, do you recall seeing any commercial messages or advertisements about one-dollar coins in your area?*

**Commercial Messages: Among Total U.S. Adult Population and Adult Population of Pilot Cities**

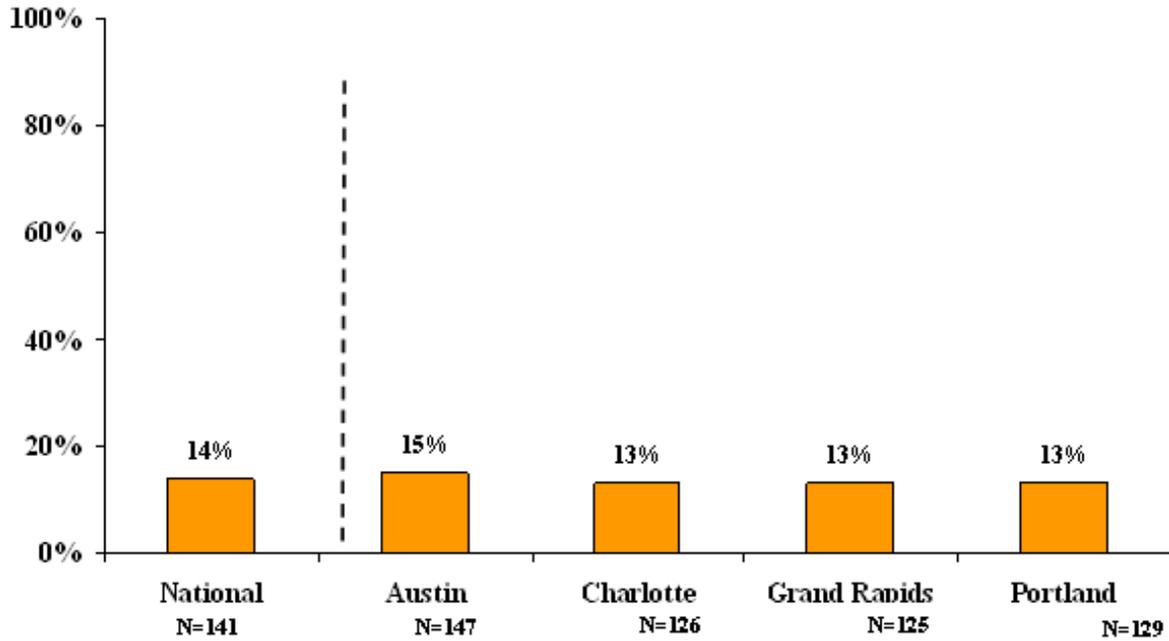


Chart 25: Did you see that message in a full-page ad in the newspaper?

**Among Those Who Recall Seeing a Commercial or Advertisement in the Past 30 Days for Nation and Pilot Cities**

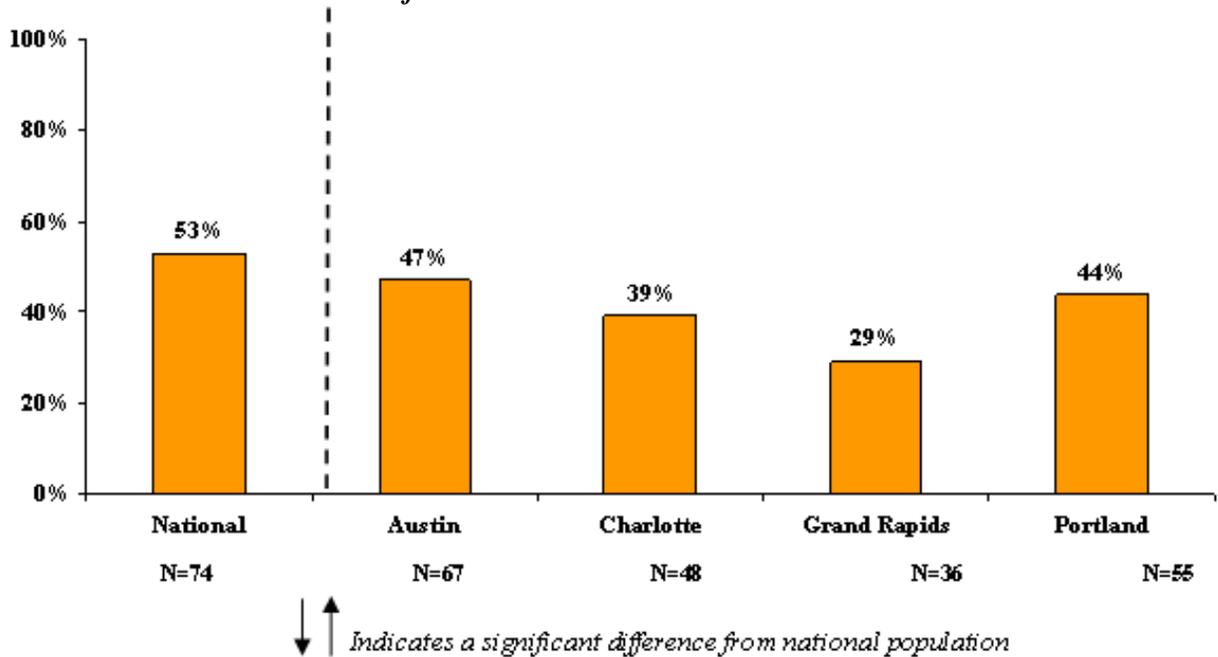
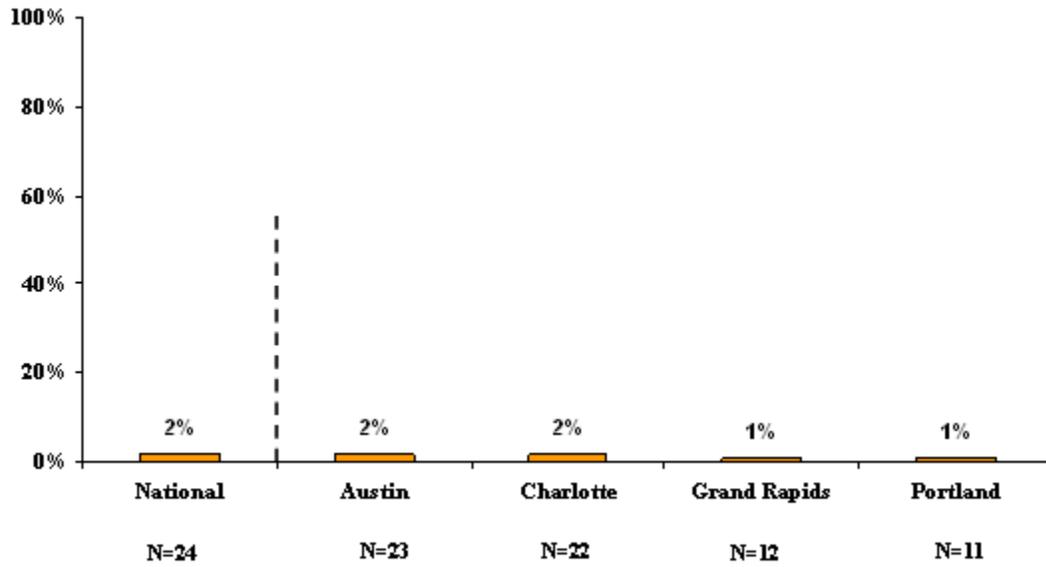


Chart 26: *Did you see any other ads?*

***Seen Ads Other Than Full-Page Newspaper Advertisement: U.S. Adult Population and Pilot Cities Adult Population***



## **APPENDIX: QUESTIONNAIRE**

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)

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

**(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)

**(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 \_\_\_\_\_(2443)

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)

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

**(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)

**(If code 2, 8, or 9 in #12, Skip to #14;  
Otherwise, Continue)**

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)

12c. Thinking again about those coins, what did you do with the other 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
  - B. Save them as part of a collection
  - C. Give them as a gift

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)

**(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
  - B. At your local post office \_\_\_\_\_
  - C. At a retail store
  - D. At your grocery store
  - E. In a vending machine
  - F. From a public transportation clerk or vending machine

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)

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)

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)

**(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)

**(If code 1, 8, or 9 in #17c, Skip to #21;  
Otherwise, Skip to #22)**

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)

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

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

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)

**(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)

**(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)

**(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
  - B. Is made from 100% recyclable materials
  - C. Lasts for decades
  - D. Can save our country \$5 billion every 10 years
  - E. Is accepted at retailers everywhere
  - F. Is real U.S. tender
  - G. Celebrates our presidential history
  - H. Has a golden eagle on the back

**(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)

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  
B. On the radio  
C. In a magazine  
D. On a Web site  
E. On an Internet search engine like Google or Yahoo!  
F. On an outdoor sign or billboard  
G. In the news (newspaper article, magazine article, TV news reports, etc.)  
H. At your bank or credit union  
I. In a retail store

28. (Continued:)

- J. At a restaurant
- K. From a relative or friend
- L. From a mobile car or truck

**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)

**(If code 11-14 in Sc, Continue;  
Otherwise, Skip to D2)**

D1. Please tell me your age. (Open ended **and code actual age**)

- 00 (Refused)
- 18-98
- 99 99+

**(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)

D3. Are there any children living in your household under 18 years of age?

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

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)

**(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)

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)

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)

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)

**(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)

D12a. PUBLIC TRANSIT: In the last 30 days, have you taken some form of public transportation?

1 Yes

2 No

8 (DK)

9 (Refused)

**(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)

D13. GENDER: **(Code only; Do NOT ask)**

- 1 Male
- 2 Female

**(If code 21-24 in Sc, Skip to D17;  
Otherwise, Continue)**

D16. How many different residential phone NUMBERS do you have coming into your household, not including lines dedicated to a fax machine, modem, or used strictly for business purposes? Do not include cellular phones. (Open ended and code)

- 0 Zero/None
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
  
- 8 (DK)
- 9 (Refused)

**(All in D16, Skip to Validate and Thank)**

**(DEMOGRAPHICS CONTINUED)**

D17. Is this a cell phone-only household without any telephone landlines?

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

D18. Currently, do you use just one cell phone to make and receive calls, or do you use more than one? (Open ended and code)

**(INTERVIEWER NOTE: If more than one, probe for number used)**

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
  
- 8 (DK)
- 9 (Refused)

D19. Are you the only person who uses this cell phone, or do other people in your household also receive calls on it? **(If others receive calls, ask:)** Including yourself, how many people use this phone? (Open ended and code)

- 1 Respondent is only user
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven or more people use phone
  
- 8 (DK)
- 9 (Refused)