



U.S. Mint Presidential \$1 Coin Program

Pilot Post-Test Awareness and Usage

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

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 second wave of measuring the public's awareness of the one-dollar coins in the four pilot cities of Austin, Texas; Charlotte, North Carolina; Grand Rapids, Michigan; and Portland, Oregon.

Similar to the pre-test conducted in June, 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 Nov. 19 to Dec.15, 2008. To ensure a true post-test analysis, the \$1 Coin Program team surveyed respondents upon completion of their pilot initiative.

To complete this evaluation, Gallup used the identical questionnaire used for the pretest conducted in June.

1.2 Survey Methodology

To complete this evaluation, Gallup conducted a survey among a random, representative group of adults throughout the each pilot city site using a 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 had a response rate of approximately 20%.

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.

Gallup weighted the samples to represent the adult populations of the individual MSAs surveyed. The individual samples were weighted to the demographic characteristics of the Austin-Round Rock, Texas MSA, the Charlotte-Gastonia-Concord MSA, the 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 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 one-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 coin 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

Pilot Cities

- Significant increases in unaided awareness of the Presidential \$1 Coins among adults in Grand Rapids (increased from 15% in June 2008 to 25% in December 2008) and Portland (increased from 12% in June 2008 to 26% in December 2008). In addition, there are significant decreases in unaided awareness of the Sacagawea coin among adults in Austin (from 30% in June 2008 to 20% in December 2008); Grand Rapids (from 26% in June 2008 to 18% in December 2008), and in Portland (from 35% in June 2008 to 26% in December 2008).
- There are significant increases in combined aided and unaided Presidential \$1 Coin awareness in all four pilot cities. In addition, there are also significant decreases in combined aided and unaided awareness of the Sacagawea coin among adults living in the pilot cities.
- In comparison to the pre-test, possession of one-dollar coins has increased significantly among adults in Grand Rapids, and has decreased significantly among adults in Portland.
- There are significant increases in usage among adults living in Charlotte (increase from 22% in June 2008 to 29% in December 2008) and Grand Rapids (increase from 29% in June 2008 to 42% in December 2008).
- There is a significant increase in the number of one-dollar coin possessors in Charlotte reporting they spent the coin they had in their possession (increased from 45% in June 2008 to 54% in December 2008). In addition, there is a significant decrease in dollar coin gifting among one-dollar coin possessors in Grand Rapids (from 28% in June 2008 to 21% in December 2008).
- Overall, there are significant increases in all pilot cities in the number of adults reporting they are “very likely” to use one-dollar coins for purchases. After hearing a description of the Presidential \$1 Coin Program, 61% (compared to 52% in June 2008) of the adult population in Portland; 54% (compared to 43% in June 2008) of the adult population in Austin; 53% (compared to 41% in June 2008) of the adult population in Grand Rapids; and 46% (compared to 39% in June 2008) of the adult population in Charlotte indicated they would “very likely” use the coin for purchases if they received them as change.
- Most adults in the pilot cities continue to believe one-dollar coins are not readily available. When compared with the other pilot cities, adults in Grand Rapids (23%) are more likely to believe that the coins are readily available almost anywhere.

- There is a significant increase in the number of adults in Grand Rapids who report that one-dollar coins are accepted by all retailers and businesses (increased from 88% in June 2008 to 92% in December 2008).
- There are significant increases in the number of adults reported being offered a one-dollar coin in Charlotte (increased from 20% in June 2008 to 26% in December 2008) and Grand Rapids (increased from 26% in June 2008 to 33% in December 2008).

4.0 Awareness

The survey began by asking respondents if they knew if the U.S. Mint is currently circulating one-dollar coins. Eighty-five percent of respondents in Grand Rapids and Portland say yes, while 84% in Austin and 80% in Charlotte also reported having knowledge of circulating one-dollar coins. These are all significant increases over the findings from June 2008.

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:

Austin

Presidents: 17% of respondents (15% of Austin adult population)

Sacagawea: 24% of respondents (20% of Austin adult population)

Charlotte

Presidents: 22% of respondents (18% of Charlotte adult population)

Sacagawea: 21% of respondents (17% of Charlotte adult population)

Grand Rapids

Presidents: 29% of respondents (25% of Grand Rapids adult population)

Sacagawea: 21% of respondents (18% of Grand Rapids adult population)

Portland

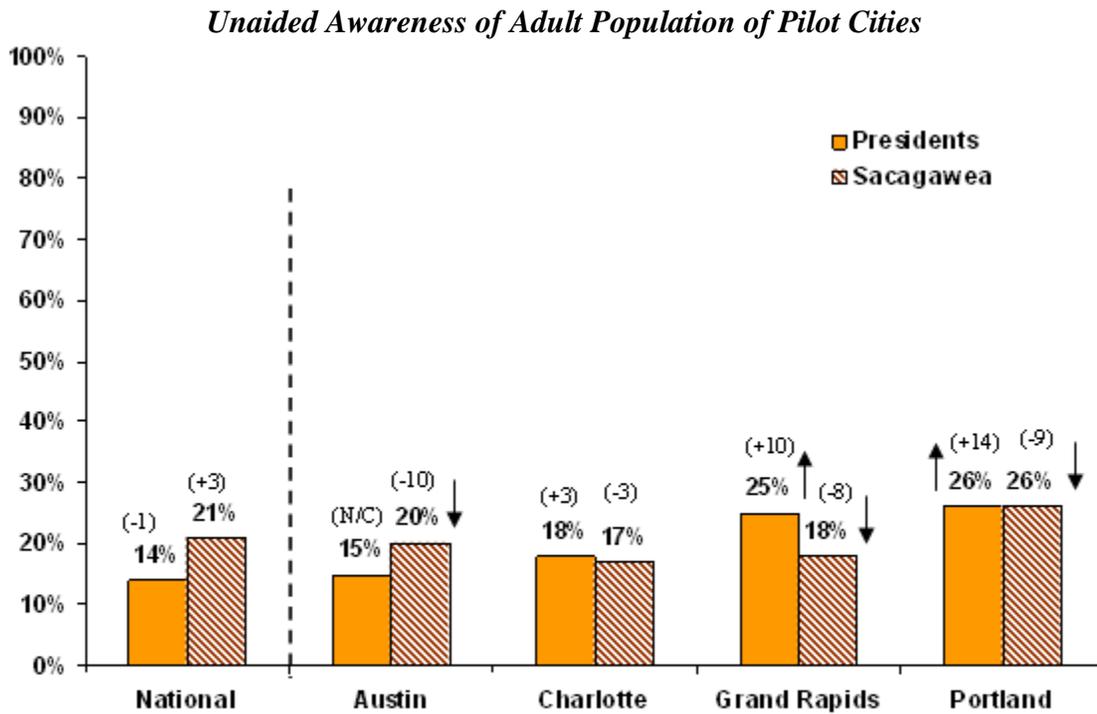
Presidents: 30% of respondents (26% of Portland adult population)

Sacagawea: 31% of respondents (26% of Portland adult population)

Note: Respondents could mention both president and Sacagawea

FINDING: Significant increases in unaided awareness of Presidential \$1 Coins among adults in Grand Rapids (increased from 15% in June 2008 to 25% in December 2008) and Portland (increased from 12% in June 2008 to 26% in December 2008). In addition, there are significant decreases in unaided awareness of the Sacagawea coin among adults in Austin (from 30% in June 2008 to 20% in December 2008); Grand Rapids (from 26% in June 2008 to 18% in December 2008), and in Portland (from 35% in June 2008 to 26% in December 2008).

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



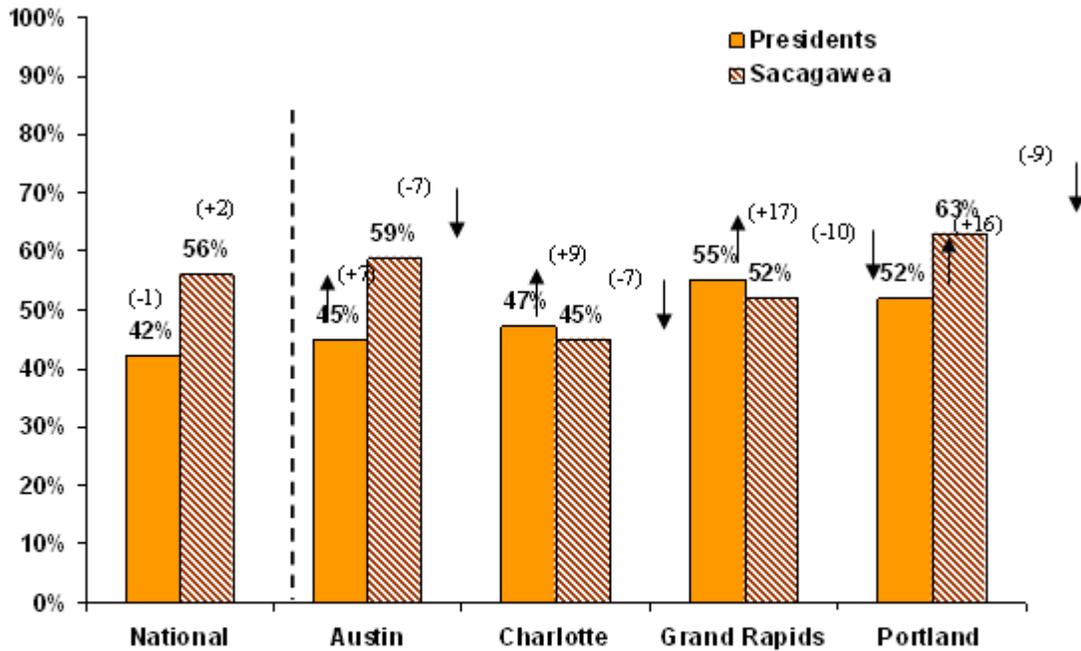
NOTE: Numbers in parenthesis represents change over pre-test
 ↑ ↓ Indicates a significant difference from pre-test

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

FINDING: There are significant increases in combined Presidential \$1 Coin awareness in all four pilot cities. In addition, there are also significant decreases in combined awareness of the Sacagawea coin among adults living in the pilot cities

Overall combined aided and unaided awareness of the Presidential \$1 Coin has significantly increased in Austin (to 45% from 38% in June 2008); Charlotte (to 47% from 38% in June 2008), Grand Rapids (to 55% from 38% in June 2008), and Portland (to 52% from 36% in June 2008). Notably, combined awareness of Sacagawea decreased significantly in all pilot cities: Austin (from 66% in June 2008 to 59% in December 2008); Charlotte (from 52% in June 2008 to 45% in December 2008); Grand Rapids (from 62% in June 2008 to 52% in December 2008) and Portland (from 72% in June 2008 to 63% in December 2008).

Combined Aided and Unaided Awareness of Adult Population of Pilot Cities



NOTE: Numbers in parenthesis represents change over pre-test

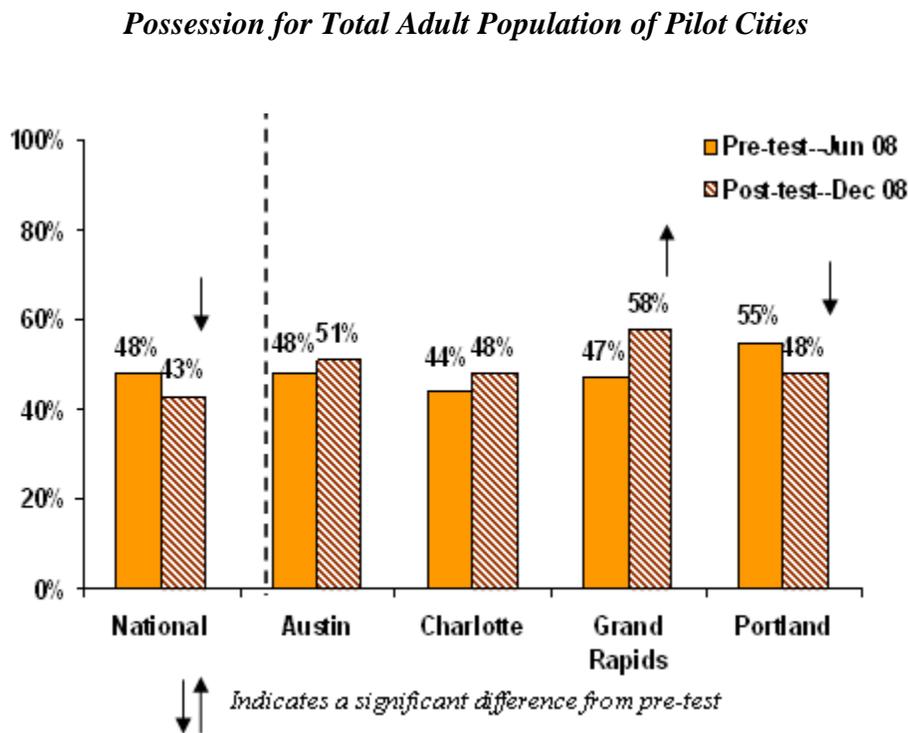
↓ ↑ Indicates a significant difference from pre-test

5.0 Usage and Possession

FINDING: In comparison to the pre-test, possession of one-dollar coins has increased significantly among adults in Grand Rapids, and has decreased significantly among adults in Portland.

Fifty-eight percent of adult Americans living in Grand Rapids reported they had a one-dollar coin in their possession sometime in the past 12 months. This is a significant increase from the 47% reported in June 2008 (pre-test). Overall, possession in the pilot cities increased at least slightly in every city except Portland where there is a significant decrease in the number of adults who reported having a one-dollar coin in their possession in the past 12 months (significant decrease from 55% in June 2008 to 48% in December 2008).

Chart 3: *In the past 12 months, have you had a one-dollar coin in your possession?*

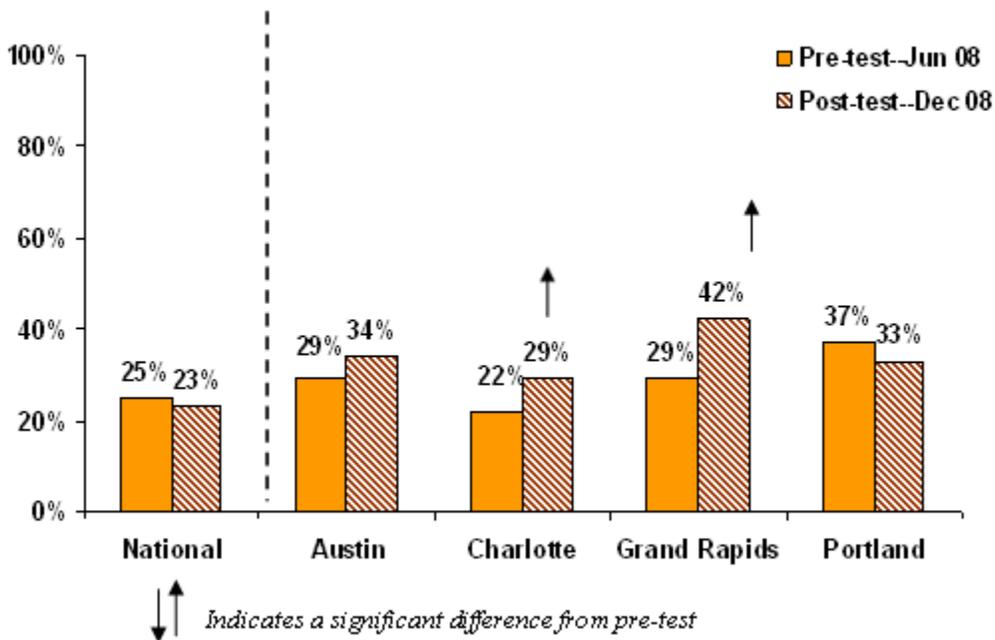


FINDING: There are significant increases in usage among adults living in Charlotte (increase from 22% in June 2008 to 29% in December 2008) and Grand Rapids (increase from 29% in June 2008 to 42% in December 2008). No other significant changes were noted.

Of those who said they had a one-dollar coin in their possession in the last 12 months, 42% of the adult population in Grand Rapids reported using the coin to pay for something or to make a purchase. This is a significant increase from the 29% in June 2008 who reported using the coin to pay for something or to make a purchase. In Charlotte, 29% of adults reported using the one-dollar coin. When compared to the finding for this city in the pilot pre-test, this is a significant increase over the adult population (22%) who reported using the coin.

Chart 4: *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: There is a significant increase in the number of one-dollar coin possessors in Charlotte reporting they spent the coin they had in their possession (increased from 45% in June 2008 to 54% in December 2008). In addition, there is a significant decrease in dollar coin gifting among one-dollar coin possessors in Grand Rapids (from 28% in June 2008 to 21% in December 2008).

In Austin, of the total adult population who had a one-dollar coin in their possession, 61% (compared to 55% in June 2008) reported spending the coin and 25% (compared 31% in June 2008) said they gave the coin as a gift.

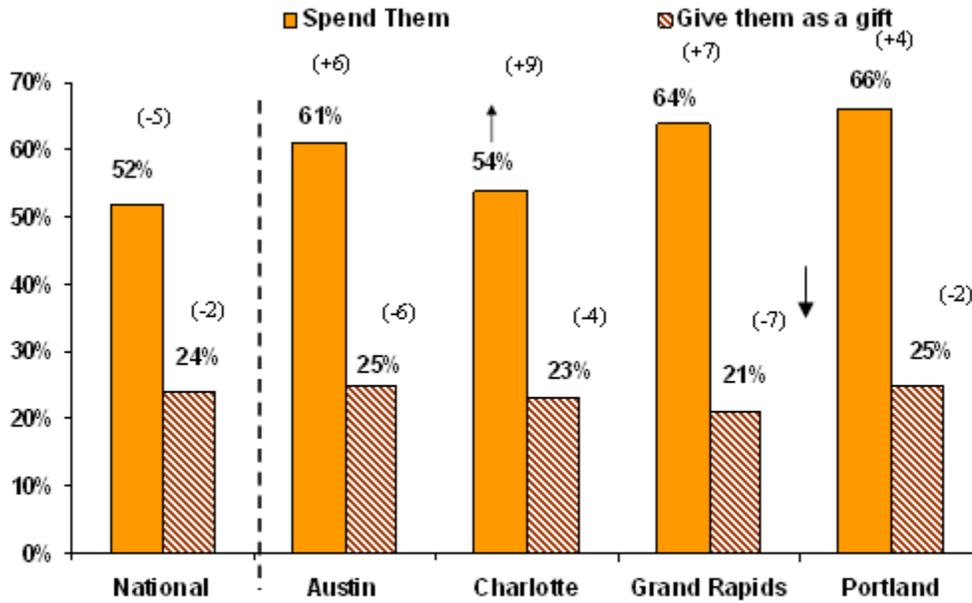
In Charlotte there is a significant increase (from 45% in June 2008 to 54% in December 2008) in spending among those adults who had a one-dollar coin in their possession. Notably, 23% (compared to 27% in June 2008) reported giving the coin as gift.

Sixty-four percent of Grand Rapids adults who had a one-dollar coin in their possession reported they spent the one-dollar coins. Notably, there is a significant decrease in adults reporting they gave the one-dollar coin as a gift (from 28% in June 2008 to 21% in December 2008).

In Portland, of the total adult population who had a one-dollar coin in their possession, 66% (compared to 63% in June 2008) reported spending the coin and 25% (compared to 27% in June 2008) reported giving them as a gift.

Chart 5: *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



↑↓ Indicates a significant difference from pre-test

NOTE: Numbers in parenthesis represents change over pre-test

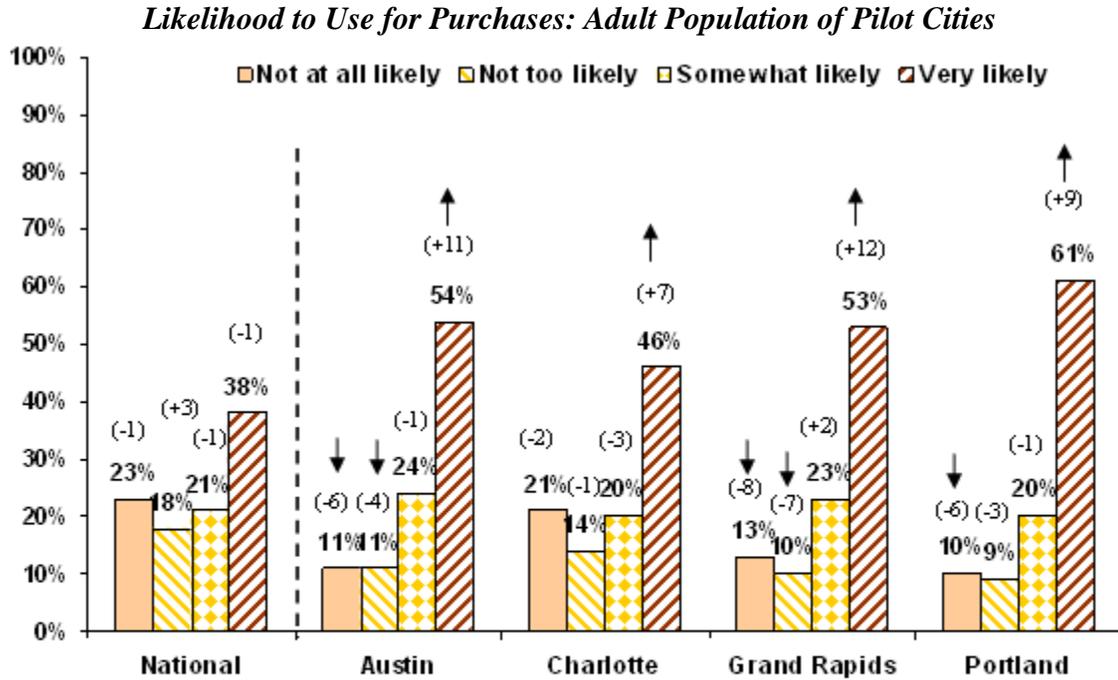
FINDING: Overall, there are significant increases in all pilot cities in the number of adults reporting they are “very likely” to use one-dollar coins for purchases. After hearing a description of the Presidential \$1 Coin Program, 61% (compared to 52% in June 2008) of the adult population in Portland; 54% (compared to 43% in June 2008) of the adult population in Austin; 53% (compared to 41% in June 2008) of the adult population in Grand Rapids; and 46% (compared to 39% in June 2008) of the adult population in Charlotte indicated they would “very likely” use the coin for purchases if they received them as change.

In Austin, after being read a detailed description of the Presidential \$1 Coin Program, 54% (a significant increase from the 43% observed in June 2008) of the population said they would be “very likely” to use the coin for purchases and 24% said they would be “somewhat likely” to use the coin for purchases. In addition, there are also significant decreases in the number of adults in Austin reporting they are “not too likely” (from 17% in June 2008 to 11% in December 2008) or “not at all likely” (from 15% in June 2008 to 11% in December 2008) to use Presidential \$1 Coins for purchases.

In the pilot city of Grand Rapids adults were significantly more likely, when compared to the finding in June 2008, to report that they would “very likely” use the Presidential \$1 Coin for purchases (significant increase from 41% in June 2008 to 53% in December 2008). Notably, adults in Grand Rapids are significantly less likely compared to the finding in June 2008 to report they are “not too likely” (significant decrease from 17% in June 2008 to 10% in December 2008) or “not at all likely” (significant decrease from 21% in June 2008 to 13% in December) to use the Presidential \$1 Coin for purchases.

In addition, there are significant increases in Charlotte (from 39% in June 2008 to 46% in December 2008) and Portland (from 52% in June 2008 to 61% in December 2008) in the number of adults reporting they are “very likely” to use the one-dollar coin for purchases.

Chart 6: 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?

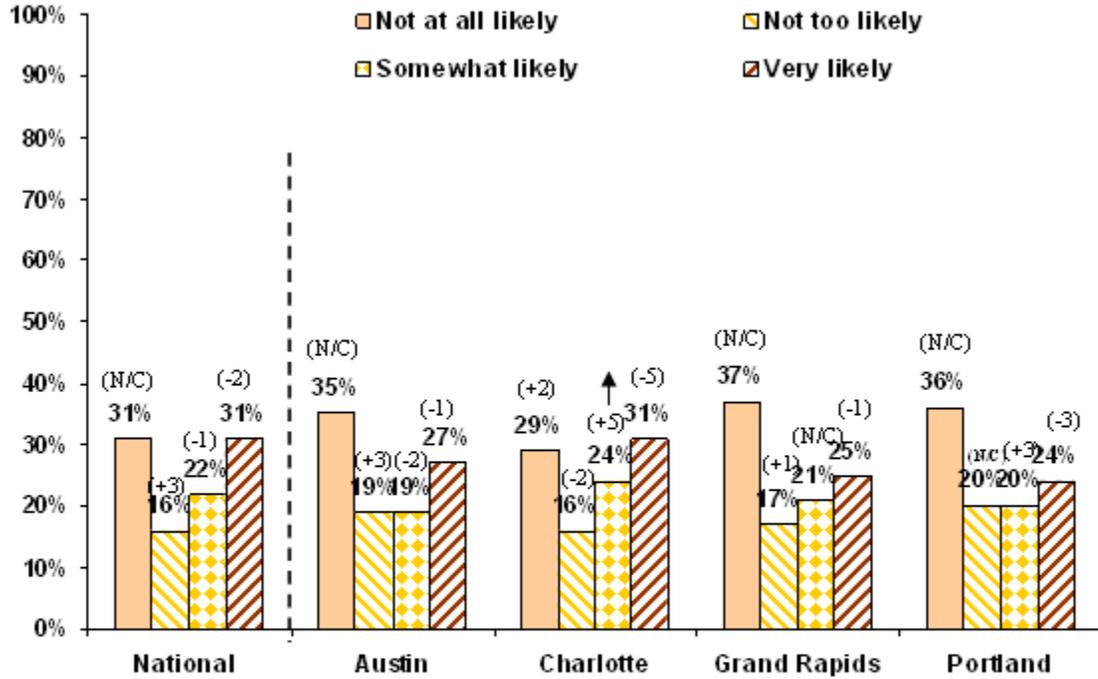


NOTE: Numbers in parenthesis represents change over pre-test

↑ ↓ Indicates a significant difference from pre-test

Chart 7: 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?

Likelihood to Collect Coin: Adult Population of Pilot Cities



NOTE: Numbers in parenthesis represents change over pre-test

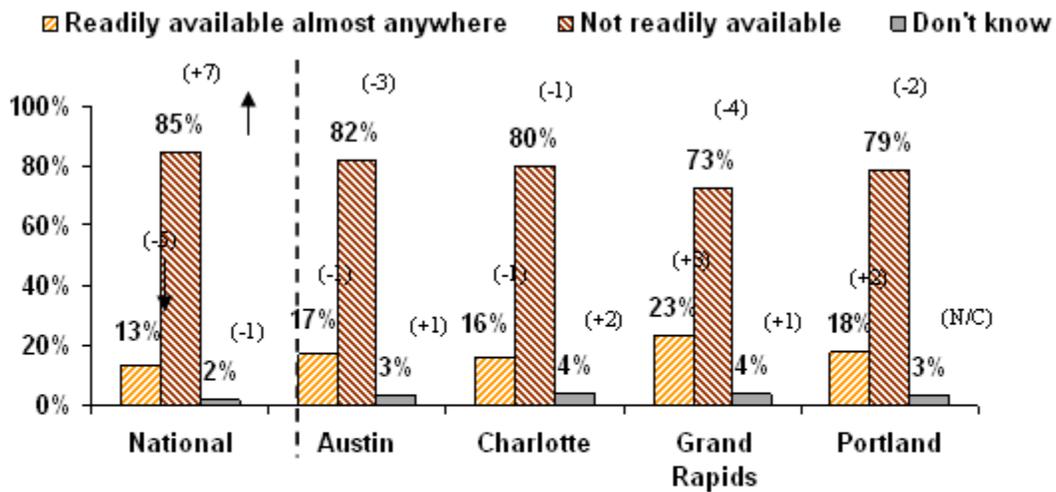
↓↑ Indicates a significant difference from pre-test

6.0 Acceptance and Availability

FINDING: Most adults in the pilot cities continue to believe one-dollar coins are not readily available. No significant changes were seen over the pre-test.

When asked about the availability of one-dollar coins, a majority of the adult population in each pilot city believe one-dollar coins are not readily available. Summarily, 23% of adults in Grand Rapids, 18% of the adult population in Portland, 16% of the adults in Austin, and 16% of adults in Charlotte believe they can get one-dollar coins from almost anywhere. There are no significant changes with what was observed in the pre-test in June 2008.

Chart 8: *These days, would you say that one-dollar coins are . . . ?*



NOTE: Numbers in parenthesis represents change over pre-test

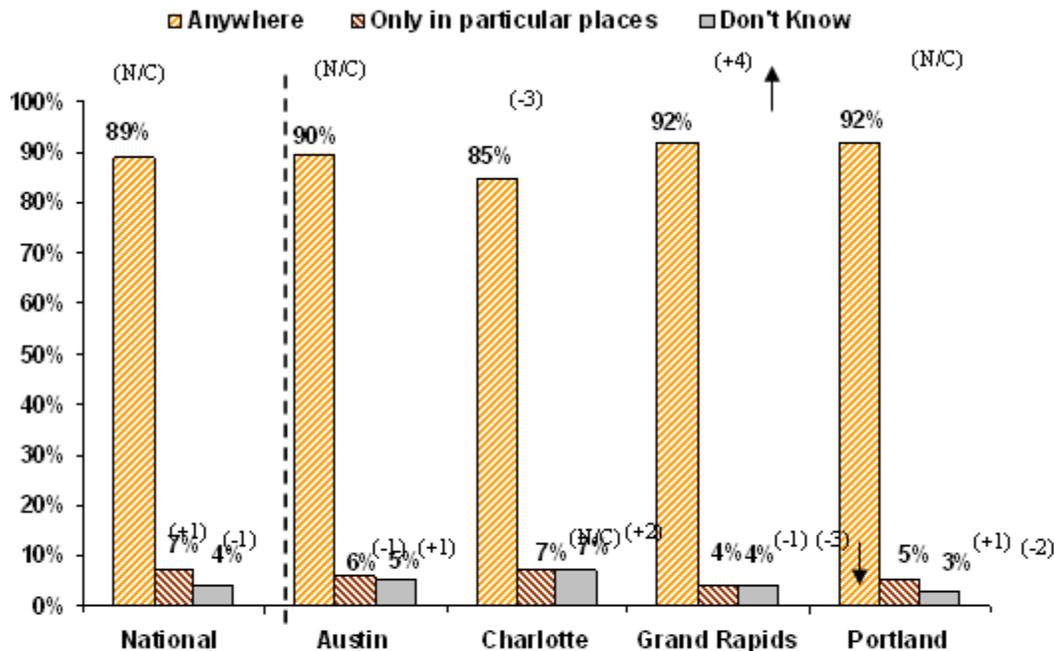
↓ ↑ Indicates a significant difference from pre-test

FINDING: There is a significant increase in the number of adults in Grand Rapids who report that one-dollar coins are accepted by all retailers and businesses (increased from 88% in June 2008 to 92% in December 2008).

When asked if they know where one-dollar coins are accepted, 92% of adult in Portland reported the coin is accepted anywhere, while 5% said the coin is only accepted in particular places. In addition, 3% 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. In Austin, 90% of the adult population report coins are accepted anywhere, while 6% said the coin is only accepted in particular places. In addition, 85% of adults in Charlotte report the coin is accepted anywhere. These findings are similar to those in June 2008 where a majority of respondents report the coin is accepted everywhere.

Chart 9: *From what you know, are one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places?*

Among U.S. Adults and Adults in Pilot Cities



NOTE: Numbers in parenthesis represents change over pre-test

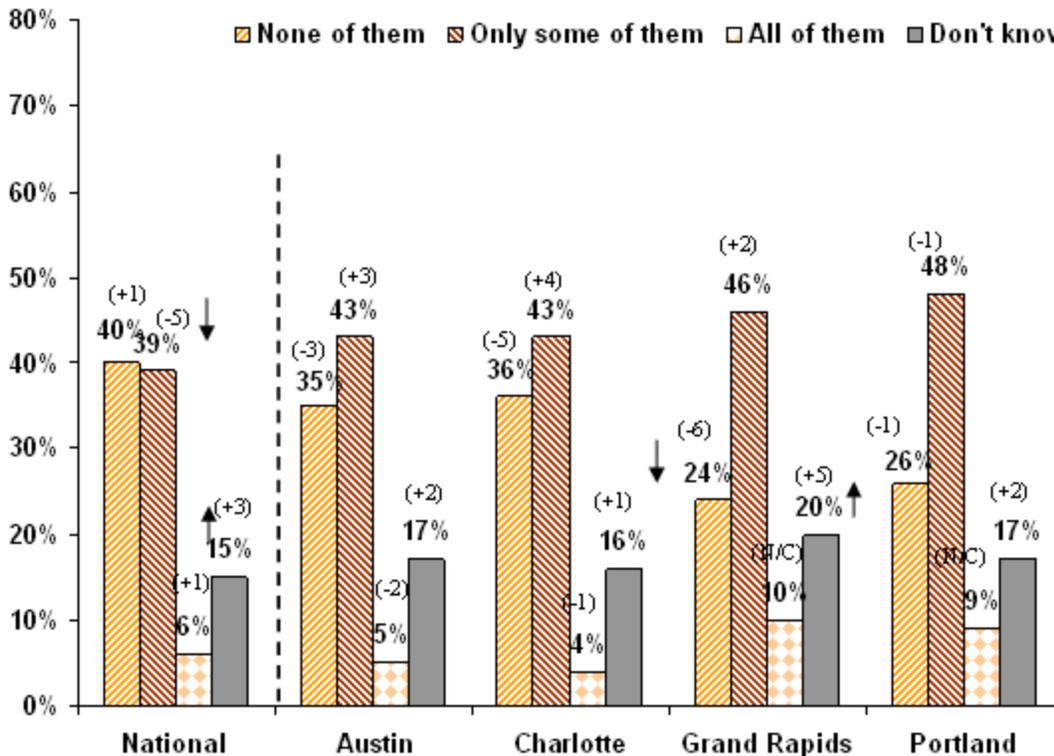
↑ ↓ Indicates a significant change from pre-test

FINDING: A majority of adults in each pilot city believe that only some vending machines accept one-dollar coins. In addition, there is a significant decrease in the number of adults in Grand Rapids who believe that vending machines do not accept the coins.

When asked if vending machines accept one-dollar coins, 10% of respondents in Grand Rapids reported all vending machines accept the coins. This is the highest percentage reported for any of the pilot cities. Overall, despite of location, a majority of the respondents in the pilot cities believe only some vending machines accept one-dollar coins.

Notably, the significant changes from the pre-test in June 2008 were noted among adults living in Grand Rapids. Here, there was a significant decrease in the number of adults reporting vending machines do not accept the coins (decreased from 30% in June 2008 to 24% in December 2008). Also, there was a significant increase in the number of adults reporting they were unaware or “don’t know” if vending machines accept one-dollar coins (increased from 15% in June 2008 to 20% in December 2008)

Chart 10: From what you know about vending machines, do all of them accept one-dollar coins, only some vending machines, or none of them?



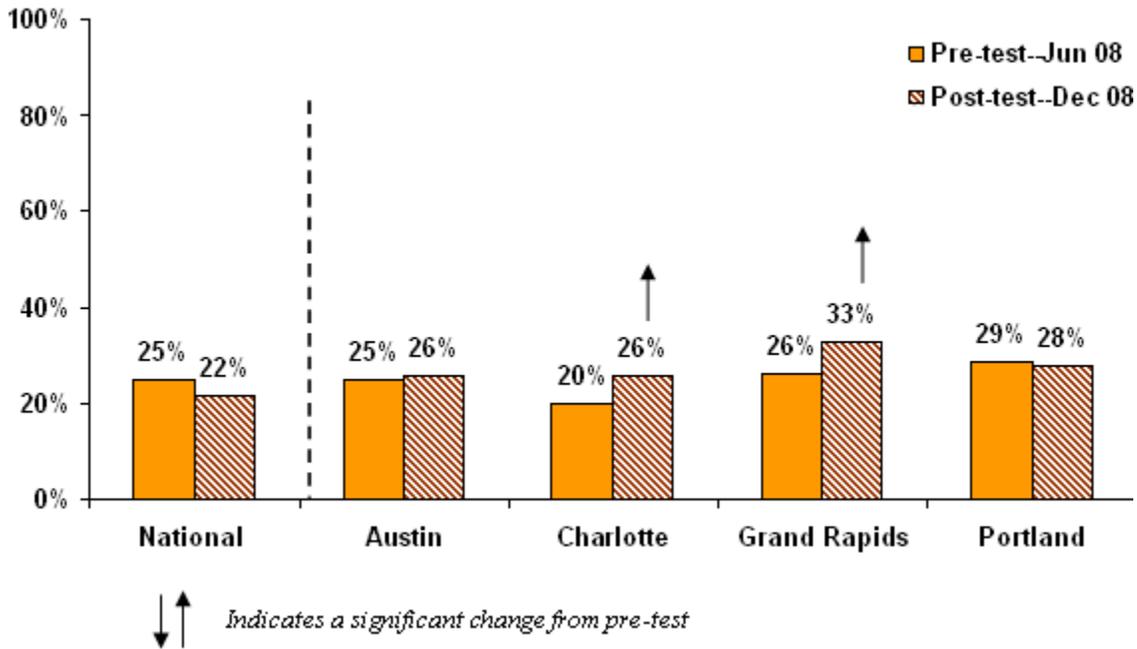
NOTE: Numbers in parenthesis represents change over pre-test

↓ ↑ Indicates a significant change from pre-test

FINDING: There are significant increases in the number of adults reported being offered a one-dollar coin in Charlotte (increased from 20% in June 2008 to 26% in December 2008) and Grand Rapids (increased from 26% in June 2008 to 33% in December 2008).

When asked if offered a one-dollar coin in the past 12 months, 33% of adults in Grand Rapids stated they were offered a one-dollar coin. This is a significant increase over the 26% observed in the pre-test from June 2008. In addition, respondents in Charlotte were significantly more likely to say someone tried to hand them a coin compared to when this was measured during the pre-test. No other significant changes were noted.

Chart 11: *In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a one-dollar coin?*

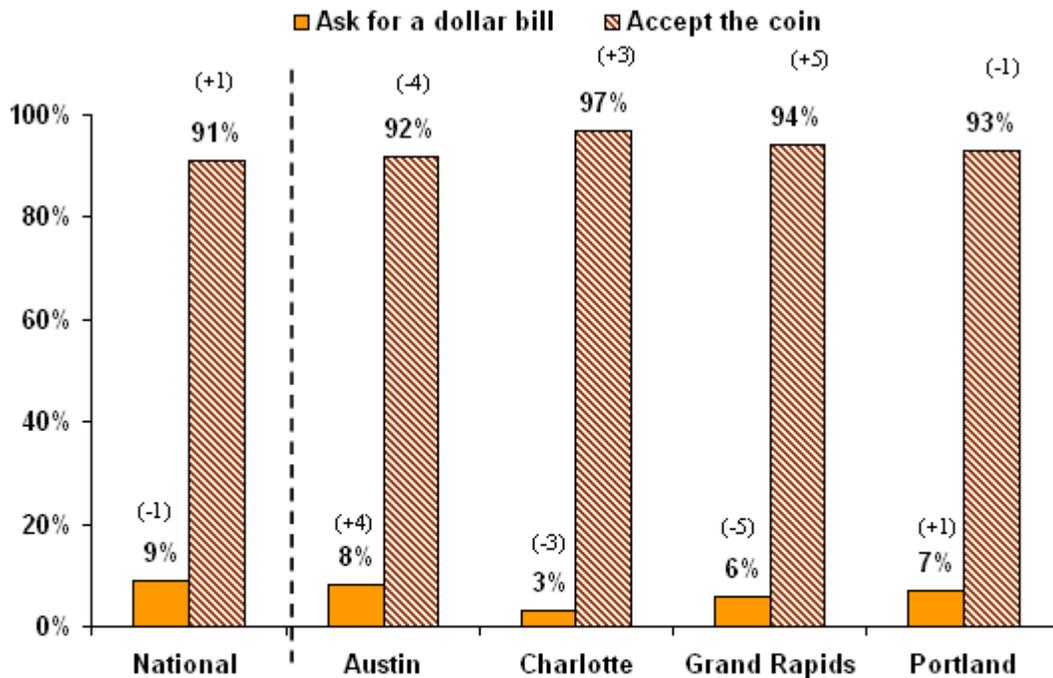


FINDING: A majority of the individuals who have been offered a coin in the past 12 months continue to report they accepted the coin rather than ask for a one-dollar bill. There were no significant changes.

When asked what they did with the coin offered to them, 97% of those respondents in Charlotte 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, 94% in Grand Rapids reported they accepted the coin, 93% reported they accepted the coin in Portland, and 92% of adults in Austin reported accepting the coin when it was offered.

Chart 12: *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



NOTE: Numbers in parenthesis represents change over pre-test

↕↑ Indicates a significant difference from pre-test

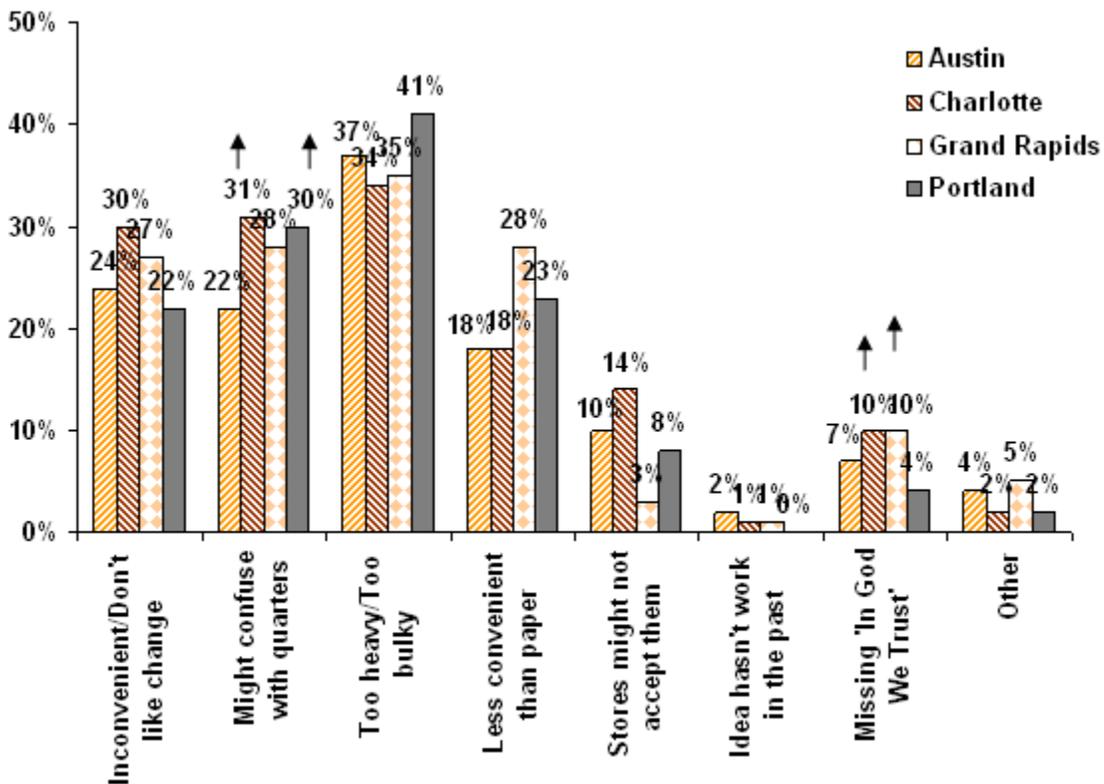
FINDING: At least one in three respondents in each pilot city who did not accept the one-dollar coin when offered cited the weight of the coin as the main reason for refusing the coin.

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, the most frequent reason given for not accepting the one-dollar coin is that the coin is too heavy or too bulky (41% in Portland; 37% in Austin; 35% in Grand Rapids, and 34% in Charlotte). In addition, other frequent reasons given are the inconvenience of the coin, the possibility of confusing the coin with quarters and that the coin is less convenient than paper.

Chart 13: *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



7.0 Advertising and Marketing

FINDING: At least 6 in 10 adults in each of the pilot cities recalled seeing commercial messages or advertisements about one-dollar coins. In addition, 10% or less of the adult population in each city reported seeing the advertisement in a full-page newspaper advertisement. For each pilot city, one in five adults who recalled the messages featured stated the message made them extremely interested in using the one-dollar coin.

When asked if they had seen any one-dollar coin commercials or advertisements in the past 30 days, 68% of adults in Grand Rapids said “yes.” Similarly, 65% of the adult population in Austin and Portland, and 60% of the adult population in Charlotte reported seeing a commercial or advertisement in the past days. When asked where they saw the commercial or advertisement, 11% (7% of the adult population in Austin) of those in Austin; 16% (10% of the adult population in Charlotte) of those in Charlotte; 15% (10% of the adult population in Grand Rapids) of those in Grand Rapids, and 15% (10% of the adult population in Portland) of those in Portland reporting seeing the advertisement in a full page newspaper advertisement.

Percentage reporting seeing the advertisement in a full-page newspaper advertisement:

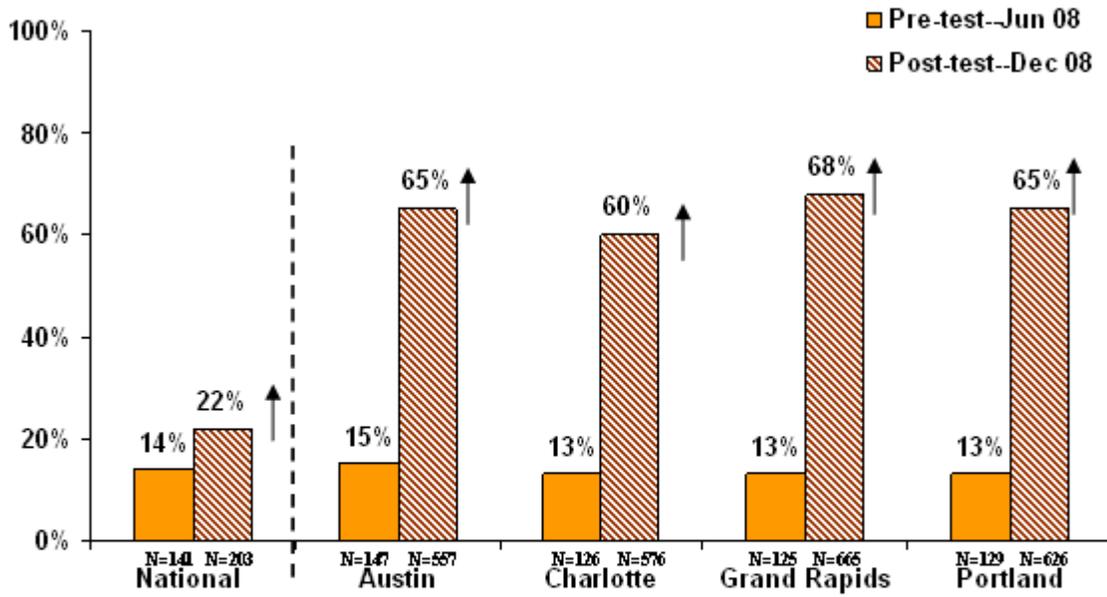
- Austin: 11% of respondents (7% of Austin population)
- Charlotte: 16% of respondents (10% of Charlotte population)
- Grand Rapids: 15% of respondents (10% of Grand Rapids population)
- Portland: 15% of respondents (10% of Portland population)

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

- Austin: 47% of respondents (3% of Austin population)
- Charlotte: 56% of respondents (5% of Charlotte population)
- Grand Rapids: 46% of respondents (5% of Grand Rapids population)
- Portland: 59% of respondents (6% of Portland population)

Overall, a majority of those who reported seeing a commercial or advertisement were able to recall a message featured in the advertisement. Among those who recalled the messages, 47% (top two box) of respondents in Portland reported hearing the message made them interested in using the one-dollar coin. In addition, 45% (top two box) in Austin; 39% in Charlotte, and 37% in Grand Rapids reported hearing the message made them interested in using the one-dollar coin.

Chart 14: In the past 30 days, do you recall seeing any commercial messages or advertisements about one-dollar coins in your area?



↑ Indicates a significant difference from pre-test

Chart 15: Did you see any other ads?

Among Those Who Recall Seeing a Commercial or Advertisement in the Past 30 Days

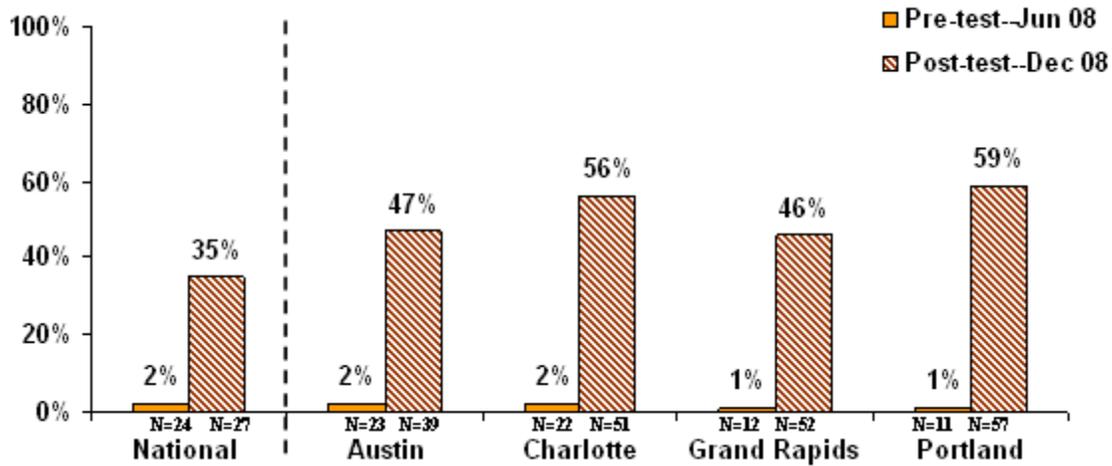


Chart 16: Do you remember if any of the following were in the message?

Those Who Have Seen Ads Other Than Full-Page Newspaper Advertisement

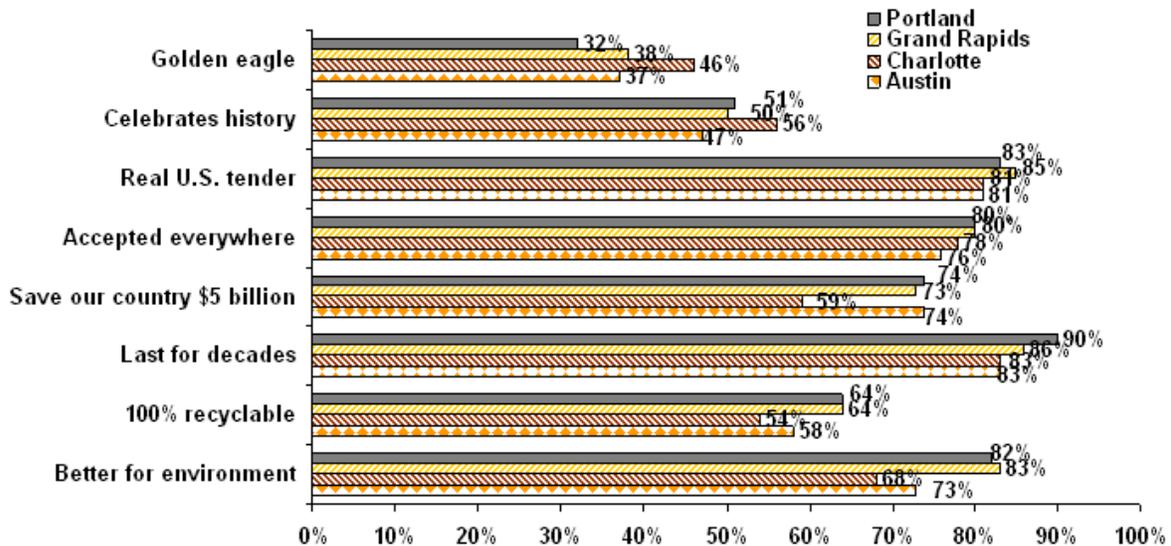


Chart 17: After hearing that message, how interested were you in using a one-dollar coin?

Among Those Who Recall Seeing/Hearing a Message From Other Ads

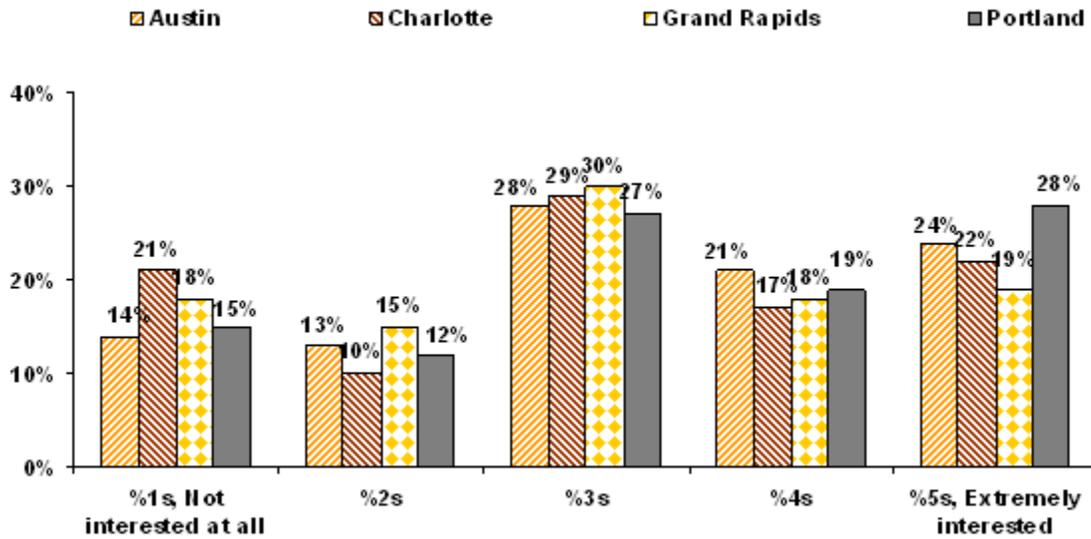
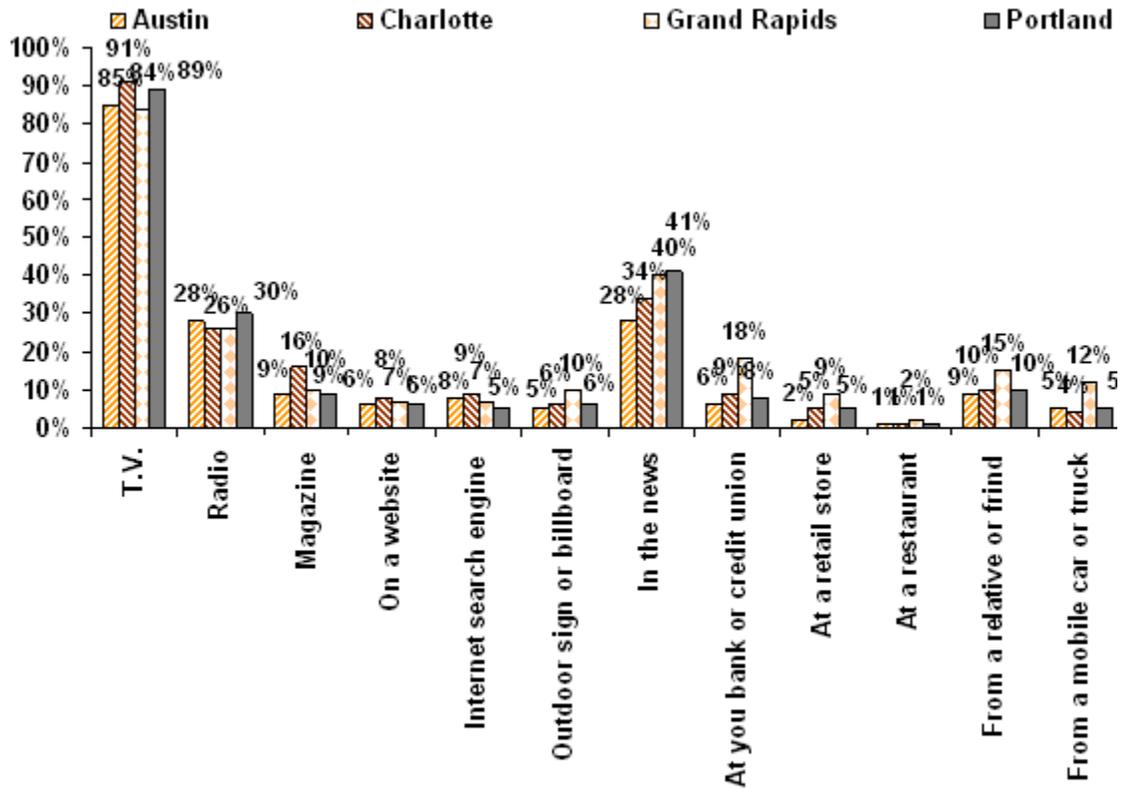


Chart 18: Can you tell me where you saw or heard that message?

Among Those Who Recall Seeing a Commercial or Advertisement Message



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling from Gallup on behalf of the U.S. Mint. We're conducting a survey on coin usage [**(If code 21-24 in Sc, read:)** among households with cell phones].

(If code 11-14 in Sc, Continue;
(If code 21-24 in Sc, Skip to OMB Read)

May I please speak to the adult, age 18 or over, living in this household who most recently celebrated a birthday?

(OMB READ:)

This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval.

(If necessary, READ:) The valid OMB control number for this survey is 1525-0012-0124.

- 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)

(If code 21-24 in Sc, Continue;
Otherwise, Skip to #1)

Sc1. First, to confirm, have I reached you on your cell phone?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused) _____(2640)

(If code 1 in Sc1, Continue;
Otherwise, Thank and Terminate)

Sc2. For your safety, are you currently driving?

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

___(2641)

(If code 1 in Sc2, Set time to call back;
If code 2 in Sc2, Continue;
Otherwise, Thank and Terminate)

Sc3. In addition to a cell phone, do you also have regular landline telephone service in your home?

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

___(2642)

(If code 1 in Sc3, Continue;
If code 2 in Sc3, Skip to Sc5;
Otherwise, Thank and Terminate)

Sc4. Do you use that landline telephone to make and receive calls, or is it ONLY used for other purposes, such as connecting to the Internet, connecting to a fax machine, or for business purposes?

- 1 Use to make and receive calls
- 2 Only used for fax, etc.
- 8 (DK)
- 9 (Refused)

___(2643)

(If code 2 in Sc4, Continue;
Otherwise, Thank and Terminate)

Sc5. Is the CELL PHONE I have reached you on mainly used for personal use, or only for business purposes?

- 1 Personal use
- 2 Used only for business
- 3 (BOTH) [Volunteered]
- 8 (DK)
- 9 (Refused) _____(2644)

**(If code 1 or 3 in Sc5, Continue;
Otherwise, Thank and Terminate)**

Sc6. Please tell me your age. (Open ended and code actual age)

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

(2650) (2651)

**(If code 00-17 in Sc6, Thank and Terminate;
Otherwise, Continue)**

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
- 0015 John Quincy Adams
- 0016 Andrew Jackson
- 0029 Martin Van Buren

<p>_____</p> <p>_____</p>	<p>1st _____</p> <p>Resp: (2402 - 2405)</p>
<p>_____</p> <p>_____</p>	<p>2nd _____</p> <p>Resp: (2406 - 2409)</p>
<p>_____</p> <p>_____</p>	<p>3rd _____</p> <p>Resp: (2410 - 2413)</p>
<p>_____</p> <p>_____</p>	<p>4th _____</p> <p>Resp: (2414 - 2417)</p>
<p>_____</p> <p>_____</p>	<p>5th _____</p> <p>Resp: (2418 - 2421)</p>

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
 _____(2423)
- 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, 0014-0016, or 0029 NOT mentioned in #2, ask:)** U.S. Presidents
 _____(2428)
- H. A Bald Eagle _____(2429)
- I. **(If code 0006 NOT mentioned in #2, ask:)** A Native American Woman
 _____(2430)
- J. **(If code 0007 NOT mentioned in #2, ask:)** Susan B. Anthony
 _____(2431)

(Question #4 deleted) HOLD _____(2432)

[Deleted Note]

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

**(If code 0006, 0008-0012, 0014-0016, or 0029 in #2 OR
If code 1 in #3-G or #3-I, 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 _____(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)

_____(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 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 _____(2568)
- 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)

(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+

_____ (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)

(Question D11 deleted) HOLD _____(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)

**(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)

_____(2719)

(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)

____(2645)

[Deleted Note]

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)

_____(2646)

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)

_____(2647)

**(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)