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Description of document: Coin and currency related studies performed for the US Mint by Gallup Inc. under contract TMI-IQ-07-C-0036, 2007-2009

Requested date: 22-November-2018

Release date: 10-December-2018

Posted date: 17-December-2018

Source of document: FOIA Request
Disclosure Officer, United States Mint
801 9th Street, N.W., 8th Floor
Washington, DC 20220
[FOIA Online Request Form](#)

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DEPARTMENT OF THE TREASURY
UNITED STATES MINT
WASHINGTON, D.C. 20220

December 10, 2018

FOIA Request 2018-11-118

This is in response to your November 22, 2018, Freedom of Information Act (FOIA) requests for a copy of each research report or presentation received by the US Mint from the US Mint Contract awarded to Gallup Inc. (Gallup Organization), Contract Number TMHQ-07-C-0036. Among the topics for which Gallup conducted research and provided results were Research to Assess the Life Cycle of the Dollar Note, \$1 Coin Awareness Survey, Presidential \$1 Coin Program and Bank Teller Survey.

Enclosed as responsive to your request are the research reports and presentation slides received by the United States Mint from Gallup Inc. as a result of Contract #TM-HQ-07-C-0036.

Please be advised that the names, telephone numbers, fax numbers, and email addresses of contractor personnel have been excised from this documentation in accordance with Title 5, United States Code (U.S.C.), Section 552(b)(6): Personal privacy and 4 pages withheld in full in accordance with Title 5 of the United States Code, Section 552(b)(5): Deliberative process privilege .

Should you disagree with this FOIA determination, you may appeal this decision within 90 days from the date of this letter. Your appeal must be in writing, signed by you, and should be addressed to: Mr. David J. Ryder, Director, United States Mint, 801-9th Street, N.W., Washington, D.C. 20220. The appeal should reasonably describe the records requested, and should specify the date of the initial request and date of this initial determination. The appeal should also set forth the address where you wish to be notified of the decision on appeal.

Sincerely,

Lateau D. Jones
Acting Disclosure Officer/
FOIA Public Liaison

Enclosures



U.S. Mint Lifecycle Report

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Introduction

The environmental impact resulting from the production of U.S. currency is a topic that has received little attention until recently. Previous research has focused on durability and end-of-product life issues rather than sustainability and overall environmental impact.¹ The U.S. Mint has engaged Gallup, Inc. to develop an environmental lifecycle for the dollar notes and presidential dollar coin. This research looks at the entire lifecycle of currency — from the raw materials needed to create it, to the removal of currency from circulation. This paper relies on previously conducted analyses of the production cycle and research conducted through interviews with industry and government representatives.

To understand the true costs associated with the production of any product, one must understand the environmental impact of the entire product life, from the acquisition of raw materials to the product disposal phase. This paper breaks out the lifecycle of currency products into four distinct stages: production of raw materials, transformation of raw materials into currency production input, currency production, and removal of currency from circulation. The energy consumption and waste product generation are detailed for each stage. The analysis does not take into account transportation of materials between each of the stages.

¹ Claus, Michael Joseph, William Reid Shepard, and Brandon Wayne. *Life Cycle Assessment of Environmental Impact of United States Dollar Note and Coin*. Department of Biosystems Engineering, Department of Chemistry, Michigan State University, East Lansing, MI.

1. Presidential Dollar Coin Environmental Lifecycle

This section of the report looks at the environmental impact of producing the presidential dollar coin.

Production of Raw Materials

The presidential dollar coin contains 88.5% copper, 6.0% zinc, 3.5% manganese, and 2% nickel.² The coin dimensions are 8.1 grams in weight, 2mm in thickness, and 26.5mm in diameter.³

Because this combination of metals does not exist in nature, it must be produced. The high degree of purity required from the copper also means that these metals must be extracted or mined from the earth.⁴ Mining involves the removal of mineral deposits through mechanical degradation of the land and the destruction of the natural landscape. The disruption to the physical environment caused by extracting copper, zinc, and manganese includes loss of habitat for people and animals, declining soil quality, and the displacement of large volumes of barren rock waste. This solid waste generally contains trace metals which pollutes the air, water, and land.⁵

In nature, copper occurs in a wide variety of minerals. Copper is most often found with sulfide. Therefore, a mine classified as producing copper also produces a number of other metals as byproducts. As a result, mining off any metal contributes to multi-elemental contamination of the environment. Mineral deposits that occur within 100 meters of the surface are extracted from open pit mines (or at greater depths if from underground mines⁶).

Mine waste from the extraction phase of the metal production and consumption phase releases trace metals into the environment as contaminants that accumulate in the soil, leading to soil acidification, soil erosion, and damage to soil biota. This contamination reduces the fertility of soil and contaminates the plant and animal life that make up the food chain.

In the case of copper, the ratio of material that must be handled to produce a marketable unit of the metal is a function of the ore grade, the type of mine and the technology used for extraction, but an estimate is 420:1 assuming a proportion of metal in ore of 0.6%.⁷

2 http://www.copper.org/innovations/2007/04/presidential_dollars.html

3 http://www.usmint.gov/mint_programs/golden_dollar_coin/index.cfm?flash=yes&action=sacDesign

4 U.S. Mint

5 Framework for Responsible Mining, p.1

6 Dudka, Stanislaw, and Domy C. Adriano. "Environmental Impacts of Metal Ore Mining and Processing: A Review," Journal of Environmental Quality, Volume 26, No. 3, May-June 1997, Madison, Wisconsin, 1997.

7 Dudka, Stanislaw, and Domy C. Adriano. "Environmental Impacts of Metal Ore Mining and Processing: A Review," Journal of Environmental Quality, Volume 26, No. 3, May-June 1997, Madison, Wisconsin, 1997.

For underground mines, the volume of mine waste can be anywhere from 9% to 27% of the percentage of the total volume of crude ore. The volume of waste produced in the extraction process is much greater for surface mines with waste accounting anywhere from double to 10 times the total volume of crude ore mined. The total volume of material that must be handled to obtain marketable metal also depends on the grade of the ore. Generally, the grade of the ore in a mine decreases as a mine is exploited. This in turn leads to more solid waste.⁸

ARSCO Copper Mine, CA



Source: http://gocalifornia.about.com/bl_azasarcophoto_mine2.htm

Morenci, AZ Copper Mine



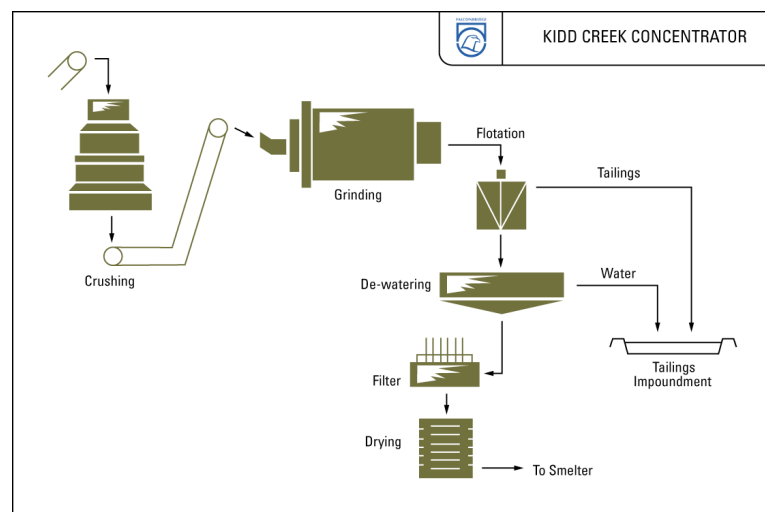
Source: <http://www.flickr.com/photos/through-my-eyes/374613227/>

8 Dudka, Stanislaw, and Domy C. Adriano. "Environmental Impacts of Metal Ore Mining and Processing: A Review," Journal of Environmental Quality, Volume 26, No. 3, May-June 1997, Madison, Wisconsin, 1997.

Generally, copper mining produces ores with less than 1% copper. To separate copper from other components, the mined material goes through a concentration process. Concentration is accomplished at the mine sites by crushing, grinding, and flotation purification, resulting in ore with 15 to 35% copper. A continuous process called flotation, which uses water, various flotation chemicals, and compressed air, separates the ore into fractions. Depending on the chemicals used, some minerals float to the surface and are removed in a foam of air bubbles, while others sink and are reprocessed. Pine oils, cresylic acid, and long-chain alcohols are used for the flotation of copper ores. The flotation concentrates are then dewatered by clarification and filtration, resulting in 10 to 15% water, 25% sulfur, 25% iron, and varying quantities of arsenic, antimony, bismuth, cadmium, lead, selenium, magnesium, aluminum, cobalt, tin, nickel, tellurium, silver, gold, and palladium.⁹

Below is a schematic drawing of the concentration process used at a copper and zinc mining operation in Ontario, Canada.

Conversion of Mined Material Into Concentrated Ore



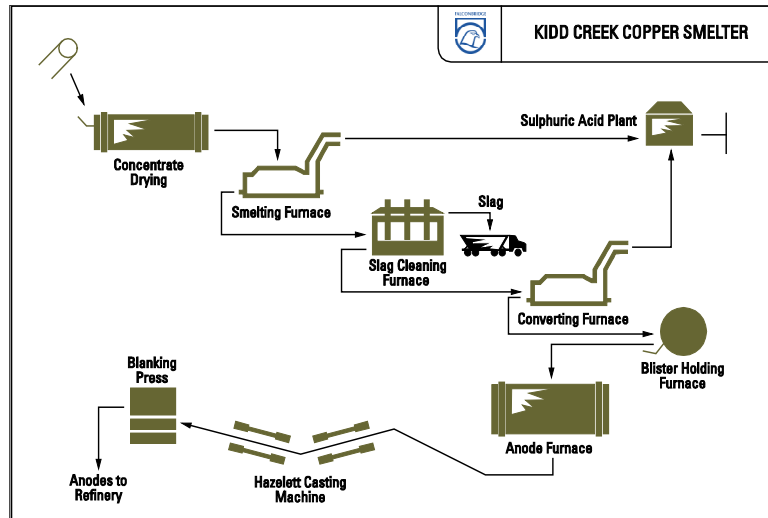
Source: http://www.falconbridge.com/our_business/copper/operations/kidd_creek.htm

After concentration of the desired metals, the ore is smelted or fused into an anode that is 99.5% copper.¹⁰

⁹ <http://www.epa.gov/ttn/chief/ap42/ch12/final/c12s03.pdf>

¹⁰ Source: <http://www.kennecott.com/?id=MjAwMDEzMA==&album=4>

Smelting of Concentrated Copper Into a Usable Product (Anode)



Source: http://www.falconbridge.com/our_business/copper/operations/kidd_creek.htm

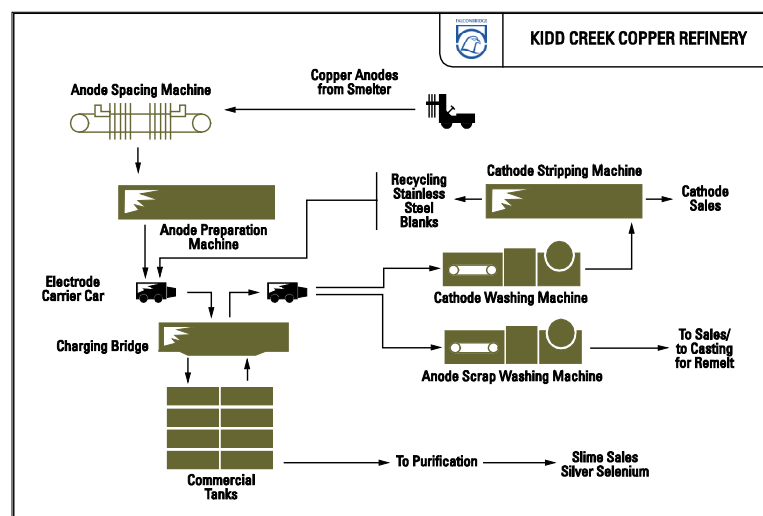
Outside and Inside Views of a Copper Smelting Operation in Utah



Source: <http://www.kennecott.com/?id=MjAwMDEzMA==&album=3>

Anodes do not have the necessary purity for coin production. They are put through another process to convert the anode into a copper cathode. This process changes the charge of the anode into a cathode and utilizes an acidic bath. The figure below is a schematic of the conversion process at a copper mine in Ontario, Canada.

Conversion of Anodes Into Copper Cathodes



Source: http://www.falconbridge.com/our_business/copper/operations/kidd_creek.htm

The output of this process is a copper cathode. This copper cathode is 99.99% copper in sheets of dimensions 9cm x 95m x 1cm, with a mass of about 100kg.¹¹

Copper smelting generates material flows and levels of waste that differ based on the facility and processes employed to separate the copper from the sulfur and other particulate matter in the ore. The levels of waste can also differ from the furnace used to produce the temperatures needed to melt the metal. The U.S. Mint purchases the copper, zinc, and manganese used to produce the presidential dollar coin from outside suppliers. These suppliers may source copper domestically or internationally. As a result it is difficult to report the exact flow of materials resulting from the production of the copper needed to produce the presidential dollar coin. The United State Geological Survey (USGS) has created a standardized estimate for copper production. The estimate indicates that converting one kilogram of copper from ore into economic service (i.e. through smelting) produces 210kg of mine waste, 113kg mill tailings, 2kg of slag, 2.3kg of sulfur bearing co-product. It also releases .5kg carbon dioxide and .2kg of sulfur dioxide, and utilizes .49kg water for sulfur recovery.¹² In 2007, the Denver and Philadelphia Mints produced approximately 817,980,000

¹¹ http://en.wikipedia.org/wiki/Copper_extraction_techniques

¹² Thomas G. Goonan, "Flows of selected materials associated with world copper smelting," published 2005, U.S. Department of Interior, pubs.usgs.gov/of/2004/1395/index.htm

U.S. presidential dollar coins. The emissions associated with the copper needed to produce these coins is accounted for in the table below using the USGS weighted average.^{13, 14}

Estimated Flow of Materials From Smelting Operations Required to Yield the Amount of Copper Needed to Produce the Total Number of Presidential Dollar Coins Minted in 2007		
Smelting Byproduct	Units (Kilograms)	Estimated Total Waste
Dust	.2	1,172,737.93
Matte	.13	762,279.65
Mine waste	210.42	1,233,837,571.94
Mill tailings	113.02	662,714,201.98
Slag	1.91	11,199,647.19
Sulfuric acid	2.20	12,900,117.19
Sulfur-bearing co-product	0.11	645,005.86
Carbon dioxide	0.47	2,755,934.13
Sulfur dioxide	0.19	1,114,101.03
Water used	0.49	2,873,207.92
<i>Total impact of copper</i>	<i>328.81</i>	<i>1,929,974,804</i>

Source: U.S. Geological Survey, Open-File Report, 2004-1395, Flows of Selected Materials Associated With World Copper Smelting

The Organization for Economic Co-Operation and Development has determined that the scale of environmental impacts both globally and regionally, resulting from the metal lifecycle, is not sustainable. Copper, zinc, manganese, and other metals are non-renewable resources used in the production of the U.S. presidential dollar coin. The word “resource” refers to the amount of naturally occurring mineral available in the earth’s core. The word “reserve” refers to the amount of material that can be extracted from the resource.¹⁵ The most recent estimate of U.S. copper conducted by the International Copper Study Group indicates that 550 million tons of the material exists in undiscovered resources; but only 35,000 tons exist as reserves.¹⁶

13 Goonan, Thomas G. *Flows of Selected Materials Associated with World Copper Smelting*. U.S. Geological Survey. Reston, Virginia, 2005. <http://pubs.usgs.gov/of/2004/1395/2004-1395.pdf>

14 To calculate the amount of copper needed to produce the 817,980,000 presidential dollar coins minted in 2007, we multiplied the weight of the coin (8.7 grams) by the percentage of pure copper present in the coin (88.5%) to yield 7.1685, the grams of copper in each presidential dollar coin. When we multiply this number by the 2007 circulation figure (817,980,000), the product is 5,863,689,630 grams or 5,863,690 kilograms.

15 Dudka, Stanislaw, and Domy C. Adriano. “Environmental Impacts of Metal Ore Mining and Processing: A Review,” *Journal of Environmental Quality*, Volume 26, No. 3, May-June 1997, Madison, Wisconsin, 1997.

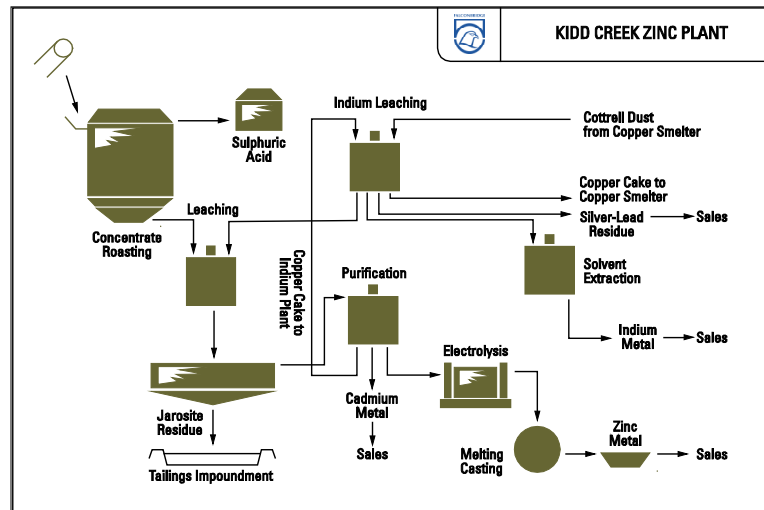
16 International Copper Study Group press release, February 2008.

Production of Zinc

The presidential dollar coin must be made of 99.9% copper (grade 1 copper) which is free of all foreign matter such as dirt, grease, oil, compounds of copper, and not excessively nodulated. Recycled copper does not have this level of purity, and, as a result, this resource must be mined. Based on current consumption levels, copper reserves may be depleted by 2050.¹⁷

Zinc is the next largest component of the presidential dollar coin.

Zinc is primarily mined underground (64% of supply). The remaining zinc is mined in open-pit or combination mines.¹⁸ The zinc is then concentrated through a roasting process to remove sulfur from the concentrate. Next, the concentrate goes through a leaching process to remove other impurities such as lead and copper. Finally, the zinc is cast into a usable product.



Source: http://www.falconbridge.com/our_business/copper/operations/kidd_creek.htm

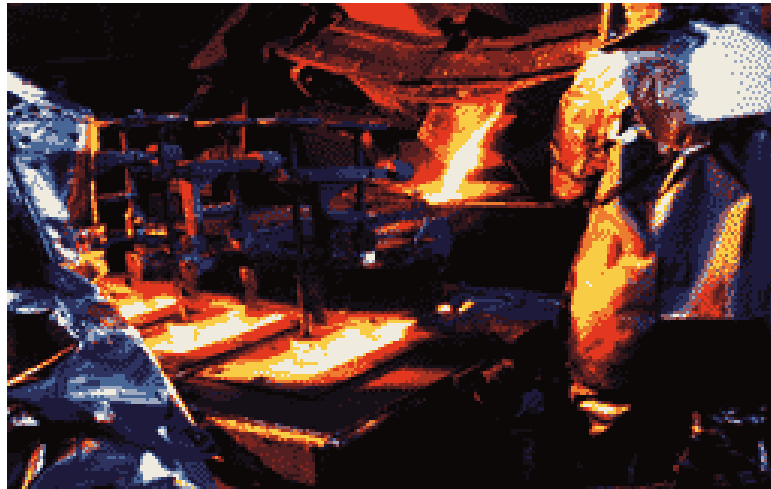
Transformation of Raw Materials Into Currency Production Input

The raw materials must be transformed into the dollar coin strip which is minted into the coins. This process involves converting the copper cathodes into a “core,” followed by the creation of the outer coating alloy and the fusing of these materials into a metal strip.

¹⁷ Dudka, Stanislaw, and Domy C. Adriano. “Environmental Impacts of Metal Ore Mining and Processing: A Review,” *Journal of Environmental Quality*, Volume 26, No. 3, May-June 1997, Madison, Wisconsin, 1997.

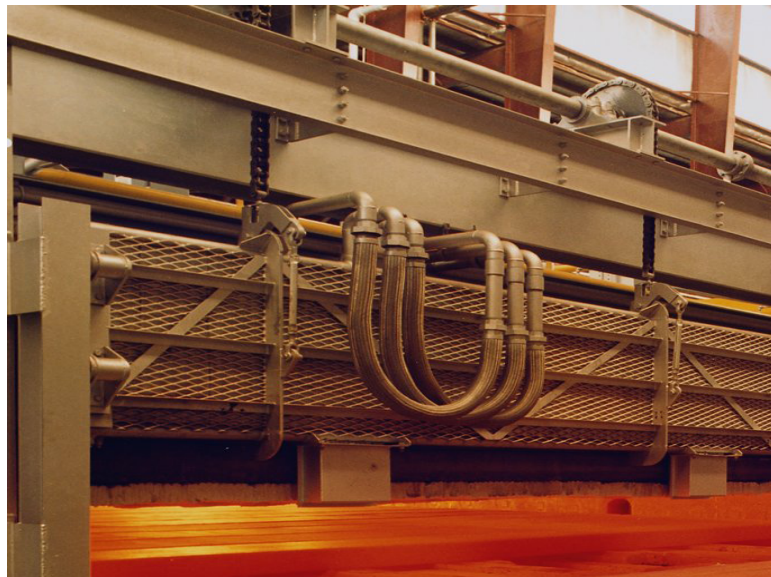
¹⁸ American Zinc Association

The metals are received by the strip manufacturer and then melted down and cast or shaped.



Source: <http://www.olinbrass.com/sscustom.html>

Next, the metal is heated again and rolled into shape in a furnace.



Source: <http://www.ipmx.com/html/tour/slabfurn.html>

The slabs are heated and then rolled.



Source: <http://www.ipmx.com/html/tour/2stand.html>

Next, the rolls are annealed to soften the metal for further rolling. The metals appearance begins to take shape in this step.



Source: <http://www.ipmx.com/>

Currency Production

The process requires heat (energy) at many stages. Gallup was unable to obtain energy usage figures from either strip manufacturer. However, we estimate the energy consumption to be quite high as a great deal of heat is required to process the metal. The following quote from a PMX plant manager regarding a class on reducing energy consumption supports this notion.

“The PMX Power Challenge presentation was interesting and informative. Many employees were amazed at the size of our energy bill! Our employees are now thinking in terms of energy consumption. We have already made two changes (suggested by our associates) that will save our company \$20,000 per year!”

— [REDACTED]

The production of this energy likely generates a large volume of air pollution. Without the energy consumption numbers, it is not possible to calculate the environmental footprint of this stage of the manufacturing process.

The metal strip is delivered regularly to U.S. Mint locations in Philadelphia and Denver. The strip is then punched into blanks (coin-shaped rounds). These blanks go through a process of burnishing, annealing, and upsetting. During these processes, the coins are heated, washed, and further shaped to create ridges. These steps involve the use of mechanical, chemical, and heat processes to form the coin. Finally, the coin is stamped under high pressure by a metal die. The dies themselves must be etched using chemical and mechanical processes. Presidential dollar coin dies used at the Denver and Philadelphia locations are etched in a special area of the Philadelphia Mint.

The following table shows the amount of coin production attributable to presidential coins in 2007. The percents are calculated with and without pennies. Pennies arrive at the Mint ready to be stamped. As a result, they have a significantly lower contribution to the byproduct stream. Therefore, the non-penny percent is used in byproduct calculations.

19 Source: <http://www.alliantenergy.com/docs/groups/public/documents/pub/p015532.hcsp>

2007 Coin Production by Mint Facility		
	Philadelphia	Denver
Total coin production	7,133,620,000	10,703,520,000
Presidential dollar coins	403,900,000	414,080,000
Pennies	3,762,400,000	3,638,800,000
Total production without pennies	3,371,220,000	7,064,720,000
Dollar coins as a percent of production with pennies	6%	4%
Dollar coins as a percent of production without pennies	12%	6%

Note: Philadelphia production numbers were derived from a manufacturing production spreadsheet received on April 18, 2008, and Denver production numbers from an e-mail received June 16, 2008. Both production numbers are substantially lower than those reported on the U.S. Mint Web site.

Air Pollution Released in the Manufacturing Process				
Pollutant	Philadelphia Annual Release (Reported in Tons)	Attributable to Dollar Coin (12%)	Denver Annual Release (Reported in Tons)	Attributable to Dollar Coin (6%)
VOC	4.24	.51	5.91	.35
Nitrogen Dioxide	1.35	.16	6.66	.40
Carbon Monoxide	2.45	.29	46.13	2.77
Sulfur dioxide	0.009	.0001	Not measured	N/M
Particulate matter	0.036	.004	Not measured	N/M
Particulate matter less than 10 microns	0.04	.005	Not measured	N/M
Chromium VI may not apply as much to one coin fewer plates	0.000005	.0000006	Not used at facility	N/A

Note: Philadelphia numbers include some non-coin (metals) production. Production rates do not include pennies as they are manufactured offsite.

The number of VOCs produced in the minting of an individual dollar coin is .000000000973. The minting process releases .000000000768 of nitrogen dioxide and .000000004655 of carbon monoxide per dollar coin.

Solid Waste Produced for Production of Presidential Dollar Coin Dies at Philadelphia and Denver Mint, 2007			
Waste type	Philadelphia	Denver	Total
Trimosol coolant (Gal)	157	Not used	157

Note: These compounds are used in production of dies. Dies are not produced at the Denver Mint.

The dollar coins are run through a burnishing process called “spaleck” (named for the machine’s manufacturer). This process is necessary to create the desired reflective golden appearance of the coins. The process involves chemical and mechanical agitating of the coins with special anti-tarnish agents. The spaleck process results in a higher level of metal and chemical contaminants than the burnishing process used on other coins. As a result, the Philadelphia Mint treats dollar coin wastewater twice before being released to the municipal water system. The Denver Mint utilizes a different wastewater treatment process. The processed utilized in Denver results in larger quantities of byproduct sludge generation. The sludge contains metals captured from the water. This waste byproduct is sent to landfills.

U.S. Mint Sludge Waste by Year and Attributable to Dollar Coin Production		
Facility	2007 Amount (Yards)	Percentage Attributable to Dollar Coin
Philadelphia, PA (24%)	111	26.64
Denver, CO (6%)	420	25.2
Total	531	51.84

Note: Presidential dollar coin wastewater is treated twice in Philadelphia to account for the higher level of contaminants. Therefore the program contributes twice as much to the sludge generation.

Production of a dollar coin results in approximately .0001 pounds of sludge waste.

Contaminants not captured in the sludge are discharged into the municipal sewer system in accordance with permits obtained from the water authority. Releases into the sewer are tested regularly to ensure compliance with permitted levels of pollutants. The table below shows the concentration of metals in treated wastewater leaving the Mint.

Wastewater Contaminate Attributable to Dollar Coin Production		
Byproduct	Philadelphia Amount (Reported in Pounds)	Denver Amount (Reported in Pounds)
Arsenic		NM
Chromium		N/A
Copper		2.23
Lead		.048
Nickel		1.77
Zinc		**
Manganese		1.67
Total toxic organics		**

* Philadelphia totals were not available.

** Below detectable levels

Source: U.S. Mint. Data obtained by taking monthly sample results and multiplying by number of production days. Then, the percent attributable to dollar coins was computed.

Energy Consumption Allocated to Dollar Coin Production at U.S. Mint Facilities, 2007				
Energy Type	Philadelphia, PA	PA Dollar Coin (6%)	Denver, CO	Co Dollar Coin (4%)
Coins produced	7,133,620,000	403,900,000	10,703,520,000	414,080,000
Electricity (KWH)	23,678,611	1,420,717	17,633,085	705,323
Natural gas (CCF) *excludes pennies	26,564,687	3,187,762	25,260,000	1,515,600
Steam (pounds)	50,000,000	3,000,000	30,388,000	1,215,520

The energy consumed to produce a dollar coin in 2007 was .0023 KWH of electricity and .005 CCF of natural gas. In addition, heating the facilities required .0045 pounds of steam.

Removal of Currency From Circulation

The dollar coin has a life expectancy of 30 years.²⁰ After that time, it is 100% recyclable. Due to the metallurgic requirements of the coin, used coins could only be recycled into the outer coating of a new coin. However, the metals have a significant commodity value and could be recycled into other products.²¹

The recycling process requires energy to melt the coins. However, this energy usage may be equal to or less than the amount of energy required to transform raw materials into strip.

2. Dollar Note Lifecycle

This section focuses on the environmental lifecycle of dollar notes.

Production of Raw Materials

The dollar note is a blend of 75% cotton and 25% linen (flax).²²

Cotton is a water- and pesticide-intensive crop. Depending on the growing region, cotton consumes 7,000 to 29,000 liters of water per kg of usable cotton, and 550 to 950 liters per m² of area.²³

Cotton averages around 11% of global pesticide sales and 24% of insecticides, but is only 2.4% of arable land. Of the 46 insecticides and acaricides used on cotton, 5 are classified as extremely hazardous, 8 are classified as highly hazardous, and 20 are moderately hazardous.^{24,25} Cotton production has a negative impact on soil, wildlife, and ground and surface water quality. The extent of this impact varies by country of origin. The fibers sourced for currency paper are obtained around the world.²⁶ A number of non-governmental organizations including the World Wildlife Foundation, the Pesticide Action Network, and the Environmental Justice Foundation are working to raise awareness of the environmental and human cost of cotton production.²⁷ As a result of this awareness, fair-trade organizations have begun certifying cotton producers who adhere to environmental and labor standards.²⁸ These public awareness campaigns have gained the notice of the cotton industry and textile retailers. In 2006, the International Cotton Advisory Committee selected the

20 GAO report 93-56. *\$1 Coin Reintroduction Could Save Millions if Properly Managed*. <http://archive.gao.gov/d37t11/148644.pdf>

21 Interview with industry representatives.

22 <http://www.ustreas.gov/education/faq/currency/production.shtml> and Crane & Co. Web site. Note changes to currency composition have included the addition of a small quantity of manmade fibers.

23 Soth, J., Grasser, C., and R. Salerno. 1999. "The impact of cotton on freshwater resources and ecosystems – a preliminary synthesis," May 1999. World Wildlife Foundation.

24 Soth, J., Grasser, C., and R. Salerno. 1999. "The impact of cotton on freshwater resources and ecosystems – a preliminary synthesis," May 1999. World Wildlife Foundation.

25 EJF, 2007. *The Deadly Chemicals in Cotton*, Environmental Justice Foundation in collaboration with Pesticide Action Network UK, London, UK. ISBN No. 1-904523-10-2.

26 Conversation with Crane & Co.

27 See <http://www.ejfoundation.org/page141.html> for an overview of the Environmental Justice Foundation cotton campaign.

28 See <http://www.fairtrade.net/cotton.html> for labeling standards and certified producers.

Transformation of Raw Materials Into Currency Production Input

“Social and Environmental Impacts of Cotton Production and Use” as the topic of its annual conference.

U.S. currency paper is made of pre-consumer (material reclaimed from textile production) and recycled cotton and linen textile scraps.²⁹ As a result, it cannot be said that the production of paper for U.S. currency directly increases demand for cotton.

While we are unable to obtain the specific ingredients used in currency ink, the ink manufacturer reports that the primary ingredients fall into three categories: solvents, color pigments, and binding agents.³⁰ The ink base is most likely soy, oil, or water. These ingredients are renewable in that they are regenerated in the environment.

[REDACTED] is the sole supplier of currency paper to the Bureau of Engraving and Printing (BEP). [REDACTED] supplies the BEP with approximately 45,000 pounds of paper per day in the form of large sheets, each sheet yielding 32 individual notes.³¹

To make the cotton and linen scrapings suitable for currency paper production, the materials are processed at high temperatures with water and chemical treatments. This process generates industrial wastewater that is captured and treated at [REDACTED] wastewater treatment facility.

Sodium hypochlorite and carbon dioxide are the primary chemicals used to convert the cotton and linen into currency paper. Gallup was unable to obtain data on the amount of these chemicals consumed per year to produce dollar note paper. Both sodium hypochlorite and carbon dioxide are classified as having a low ecological impact, indicating that they are less harmful to the environment than other chemicals.³²

Since the 1950s, [REDACTED] invested more than \$1.5 million in pollution control systems.³³ In 1999, [REDACTED] initiated a toxic-use reduction study with the

[REDACTED] The study provided [REDACTED] with a technology to reduce toxins in their industrial wastewater by 46%.³⁴

29 <http://www.answers.com/topic/crane-co-inc?cat=biz-fin> and conversation with [REDACTED] employees, March 2008.

30 SCIPA Environmental Report, 2003

31 Environmental Assessment: “Production of the Next Generation of Currency,” p. 3-32, Potomac Hudson Engineering, July 2003

32 http://www.scorecard.org/chemical-profiles/hazard-indicators.tcl?edf_substance_id=7681%2d52%2d9

33 [REDACTED]

34 [REDACTED]

Paper production results in depletion and degradation of water. Capturing water from natural bodies of water, such as the Housatonic River for paper production, contributes to the loss of area and volume of lakes, rivers, and seas.³⁵ [REDACTED] indicated that the water released back into the river is treated to reduce 98-99% of dissolved organics. Additionally, they report that no metals are contained in the wastewater. [REDACTED] releases approximately 1,353,509 gallons of waste byproduct per year. Assuming that 95% of [REDACTED] production is related to currency and 40% of currency is for the dollar note, this works out to approximately 514,333 gallons of wastewater per year.

The company also indicates that there are no measurable hazards in the air released from their production facilities other than nuisance odors.

Raw cotton and linen are processed at [REDACTED] plant. We were not able to obtain the amount of energy consumed by the [REDACTED] to produce currency. However, the company buys 64% of its power from a refuse recovery generator in a nearby town (non-fossil fuel). Additionally, the company reports that it is studying the use of hydro-generation for its remaining energy needs.

Ink

There are four key components in ink:³⁶

1. Solvents: deliver ink to the paper and dilute the ink to the correct viscosity
2. Colorants: composed of pigments and dyes; these give color to the ink
3. Resins: help the ink to stick to the surface and prevent it from washing off
4. Additives: improve the ability of the ink to stay on the surface.

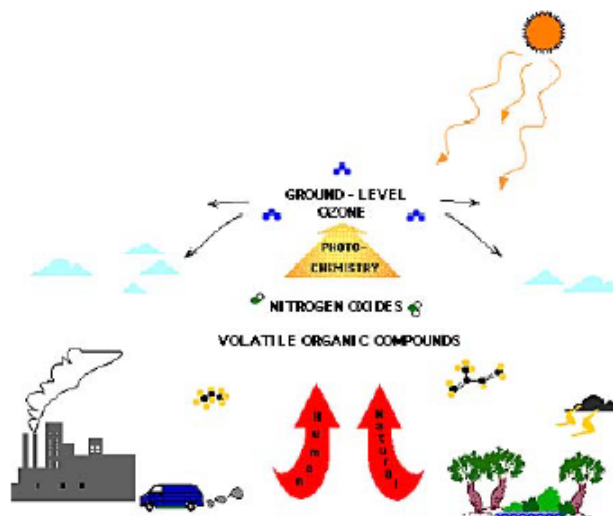
Each of these components has the possibility of including ingredients that are harmful to humans or the environment. Solvents are the primary source of volatile organic compounds (VOCs) in ink. VOCs are a contributor to ground-level ozone, which is linked to smog and other human health hazards as well as global warming. The colorant can contain metals and inorganic compounds.³⁷

35 Chapagain, A.K. "The Water Footprint of Cotton Consumption," Value of Water Research Report Series No. 18, September 2005.

36 See: Flexographic Ink Options: A Cleaner Technologies Substitutes Assessment, Chapter 2. Available at: <http://www.epa.gov/dfe/pubs/flexo/ctsa/>

37 Environmental Assessment: "Production of the Next Generation of Currency." Bureau of Engraving and Printing. Washington, D.C., 2003.

Diagram of VOCs role in ground-level ozone production



Source: The National Oceanic and Atmospheric Administration Aeronomy Laboratory

The ink used in currency production is produced by [REDACTED] in multiple locations throughout North America. While we can not obtain exact information on the ink formulation or energy consumption, we are able to obtain limited records of waste removed from the facility through EPA records. Caution must be used in allocating this byproduct to currency ink as [REDACTED] produces inks for other purposes at these facilities. The primary chemicals released by [REDACTED] are glycol ethers, manganese compounds, phthalic anhydride, toluene diisocyanate, xylene, methyl isobutyl ketone, manganese and copper compounds (most likely related to metallic/color shifting ink), and isopropyl alcohol.

In 2005, the [REDACTED] facility in [REDACTED] reported the release of 250 pounds of glycol ethers into the air. In addition, the facility reports that it transferred 3,650 pounds of glycol ethers to offsite disposal companies.³⁸ Further, [REDACTED] is listed as a top Resource Conservation and Recovery Act (RCRA) waste generator in the states where it operates manufacturing facilities.³⁹ In 1993, the [REDACTED] facility reported generating 53.740 tons of RCRA waste, while the [REDACTED] facility produced 35.739 tons.

Currency Production

The Bureau of Engraving and Printing is responsible for printing all U.S. paper currency. The BEP operates manufacturing facilities in Washington, D.C. and Fort Worth, TX for this purpose. Between these two locations, the BEP prints nearly 38 million pieces of paper money per day.⁴⁰

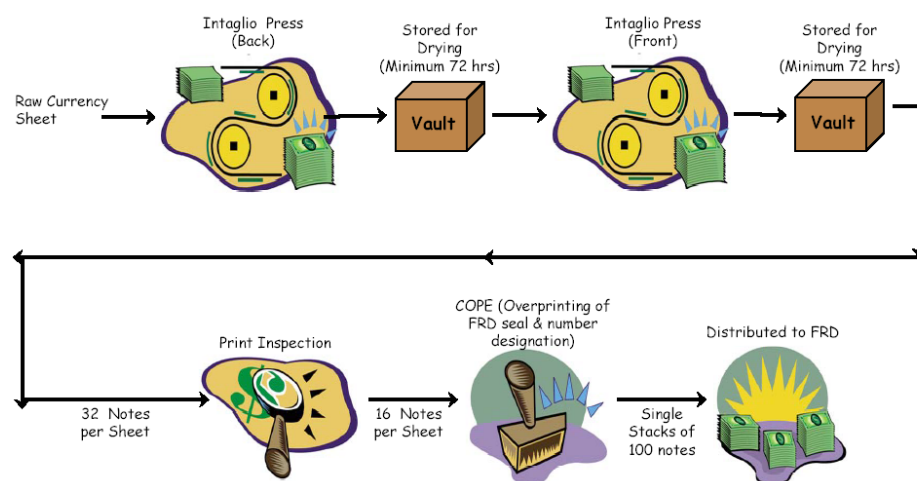
³⁸ http://oaspub.epa.gov/enviro/tris_control.tris_print?tris_id=22153SCPVR8000R

³⁹ See <http://www.epa.gov/epaoswer/osw/laws-reg.htm> for RCRA reports

⁴⁰ <http://www.moneyfactory.gov/document.cfm/18/106>

Production Processes

Currency production involves about 65 different operations, each generating its own stream of hazardous and non-hazardous waste. The five major processes include: engraving, siderography, platemaking, intaglio printing, examination, and overprinting. Production of the dies and printing plates (the engraving, siderography, and platemaking steps) involve manual and chemical processes. These steps produce hazardous byproducts primarily through the use of chromic acid.⁴¹ During the printing process, solvents must be added to keep the ink flowing.



Source: Bureau of Engraving and Printing Web site

The currency production processes result in several waste streams — the greatest of these being air pollution from the use of the inks. Air pollution is also generated from the incineration of paper waste. Other sources of waste include hazardous and non-hazardous solid waste and industrial wastewater. The hazardous byproducts that result from BEP's printing operation are available for the years 1999 and 2002.

In 1999, BEP manufactured 3,539,200,000 dollar notes representing 31% of currency printed that year. In 2002, BEP produced 2,880,000,000 dollar notes representing 41% of produced notes.⁴²

The greatest source of air emissions generated by the BEP result from the use inks: "between the Fort Worth, Texas, and the Washington, D.C. facilities, approximately 18 tons of ink per day are used."⁴³ Additionally, solvents are used to reconstitute the ink captured on printing plates and to clean ink from the

41 http://www.scorecard.org/chemical-profiles/hazard-indicators.tcl?edf_substance_id=7738%2d94%2d5

42 Annual currency production rates are available at: <http://www.bep.treas.gov/section.cfm/2/51>

43 <http://www.moneyfactory.gov/document.cfm/18/106>

printing equipment. The ink and these solvents contain VOCs which contribute to ground-level ozone production and smog.

The level of air pollution generated at each BEP site is different due to variation in the model of intaglio press used. The BEP operates two types of intaglio presses: the I-8 and the I-10. Only the Washington, D.C. facility utilizes the older I-8 press, which generates more pollution than the I-10 press.

Printed Currency by Year and Facility*				
	1999 D.C.	1999 TX	2002 D.C.	2002 TX
Currency produced (billions of notes)	5.5	5.9	3.4	3.6
Dollar notes produced (billions of notes)	1.7	1.8	1.4	1.5

**Note: Assumes printing of currency was evenly split between facilities.*

Source: Production of the Next Generation of Currency, BEP 2003.

VOC Release by Year and Facility*				
	1999 D.C.	1999 TX	2002 D.C.	2002 TX
VOC (TPY)	76.47	17.01	49.79	12.86
Attributable to dollar note production	23.82	5.30	20.47	5.29

**Note: Assumes printing of currency was evenly split between facilities.*

Source: Production of the Next Generation of Currency, BEP 2003.

The Washington, D.C. facility reported the following additional air emissions in 2002.

BEP Washington, D.C. Facility Air Emissions		
Byproduct	2002 Emission (TPY)	Attributable to Dollar Note Production (TPY)
Carbon monoxide (CO)	0.16	.066
Hazardous air pollutants (HAP)	1.03	.42
Sulfur oxides (SO)	1.85	.76
Nickel (Ni)	.001	.00041
Total particulate matter (TPM)	0.43	.177
Nitrogen oxides (NOx)	3.30	1.36
<i>Total</i>	<i>6.771</i>	<i>2.78</i>

Source: Production of the Next Generation of Currency, BEP 2003.

BEP Washington, D.C. Hazardous Waste Production by Year and Attributable to the Dollar Note*				
Byproduct	1999 Amount (Reported in pounds)	Percentage Attributable to Dollar Note (31%)	2002 Amount (Reported in Pounds)	Percentage Attributable to Dollar Note (41%)
Bucketwasher — tanker	143,762	44,796	154,910	63,683
Waterbase gravure ink (<6% solid)	65,496	20,409	19,618	8,064
Chrome sludge with lime	16,071	5,008	9,946	4,089
Pre-treatment plant chrome sludge	14,208	4,427	Not listed	NL
PVC sludge	10,159	3,166	4,711	1,937
Ink/solvents	10,007	3,118	2,558	1,052
Ferric chloride solution	4,624	1,441	0	-
Sulfuric acid and dechrome	3,896	1,214	742	305
Chromic acid/dechrome solution	3,165	986	0	-
Ferric chloride and xylene	2,650	826	103	42
Chrome sludge with oil	1,912	596	1,676	689
Dalco 92	1,200	374	0	-
Flammable liquid	1,200	374	NL	NL
Corrosive — acidic	1,145	357	NL	NL
Isomet	1,042	325	21,796	8,960
Lab pack (assorted hazardous waste)	NL	NL	7,800	3,207
WPF plating sludge	NL	NL	4,447	1,828
Rags soaked with petroleum distillates	209	65	4,051	1,665
Ferric chloride wash water	NL	NL	1,657	681
Other non production related waste streams	34,369	10,723	21,924	9,011
<i>Total</i>	<i>317,915</i>	<i>99,190</i>	<i>255,939</i>	<i>105,191</i>

**Note: Amount assumes dollar contributes to waste in proportion to production of all currency, an equal distribution of currency manufacturing between both BEP facilities.*

Source: Production of the Next Generation of Currency, BEP 2003.

The Fort Worth facility used slightly different classifications for its hazardous waste:

BEP Fort Worth Hazardous Waste Production by Year and Attributable to the Dollar Note*				
Byproduct	1999 Amount (Reported in Pounds)	Percentage Attributable to Dollar Note (31%)	2002 Amount (Reported in Pounds)	Percentage Attributable to Dollar Note (41%)
Solvent	12,500	3,895	16,800**	6,906
Electroplating sludge	9,020	2,810	10,500**	4,316
Lab pack (assorted hazardous waste)	772	241	0	0
Mercury devices	2,700	841	0	0
HCl solution	400	125	NL	NL
Printing press rinse	1,000	312	NL	NL
De-chroming liquid	4,900	1,527	2,400	987
Chromic acid	2,000	623	2,800	1,151
Lead acid batteries	2,850	881	0	0
Antifreeze	5,800	1,807	1,600	658
Hazardous debris	29,160	9,086	14,250	5,858
Sulfuric acid	1,000	312	NL	NL
Bucketwasher — sludge	5,300	1,652	NL	NL
Plating liquid	NL	NL	29,000	11,922
Lithium bromide	NL	NL	25,500	10,483
Total	79,402	24,150	102,805	42,273

**Note: Amount assumes dollar contributes to waste in proportion to production of all currency, an equal distribution of currency manufacturing between both BEP facilities.*

***An isolated incident was reported in 2002.*

Source: Production of the Next Generation of Currency, BEP 2003.

The tables below summarize the amount of waste attributable to fifteen dollar notes produced in Washington, D.C. and Fort Worth, TX. Fifteen years represents the number of notes needed to equal the lifespan of one presidential dollar coin.

Washington, D.C. Byproduct for 15 Dollar Notes*	
Washington, D.C. Byproduct	Attributable to 15 Dollar Notes
Bucketwasher — tanker	0.00066321
Waterbase gravure ink (<6% solid)	0.00008399
Chrome sludge with lime	0.00004258
PVC sludge	0.00002017
Ink/solvents	0.00001095
Ferric chloride solution	0.00000000
Sulfuric acid and dechrome	0.00000318
Chromic acid/dechrome solution	0.00000000
Ferric chloride and xylene	0.00000044
Chrome sludge with oil	0.00000718
Dalco 92	0.00000000
Isomet	0.00009331
Lab pack (assorted hazardous waste)	0.00003339
WPF plating sludge	0.00001904
Rags soaked with petroleum distillates	0.00001734
Ferric chloride wash water	0.00000709
Other non production related waste streams	0.00009386

**Note: Table is based on 2002 data.*

Source: Calculated from data presented in Production of the Next Generation of Currency, BEP 2003.

Fort Worth, TX Byproduct for 15 Dollar Notes*	
Byproduct	Attributable to 15 Dollar Notes
Solvent	0.00007193
Electroplating sludge	0.00004495
Lab pack (assorted hazardous waste)	0.00000000
Mercury devices	0.00000000
De-chroming liquid	0.00001028
Chromic acid	0.00001199
Lead acid batteries	0.00000000
Antifreeze	0.00000685
Hazardous debris	0.00006101
Plating liquid	0.00012416
Lithium bromide	0.00010917

*Note: Table is based on 2002 data.

Source: Calculated from data presented in *Production of the Next Generation of Currency*, BEP 2003.

The wastewater treatment activities in both facilities result in the production of solid waste that is packaged and shipped to landfills.

BEP Sludge Waste by Year and Attributable to Dollar Note Production				
Facility	1999 Amount (Reported in Pounds)	Percentage Attributable to Dollar Note (31%)	2002 Amount (Reported in Pounds)	Percentage Attributable to Dollar Note (41%)
Washington, D.C.	5,450,432	1,698,354	3,785,500	1,556,219
Fort Worth, TX	3,200,000	997,120	2,324,358	955,544
<i>Total</i>	<i>8,650,432</i>	<i>2,695,475</i>	<i>6,109,858</i>	<i>2,511,763</i>

Based on this table, producing 15 dollar notes in 2002 produced approximately 0.013 pounds of sludge.

Energy Consumption Overall at BEP Facilities*				
Energy Type	1999 D.C. ^a	1999 TX	2002 D.C. ^a	2002 TX
Currency produced (billions of notes)	5.5	5.9	3.4	3.6
Electricity (KWH)	55,155,000	48,149,000	53,392,000	44,441,000
Natural gas (CCF)	47,119	176,290	43,662	119,540
Steam (BBTU)	93.5	Not used	93.8	Not used

Removal of Currency From Circulation

Energy Consumption Attributable to Dollar Note Production*				
Energy Type	1999 D.C. ^a	1999 TX	2002 D.C. ^a	2002 TX
Electricity (KWH)	15,467,669	15,003,228	19,754,506	18,269,695
Natural gas (CF)	13,214,000	54,932,000	16,155,000	49,143,000
Steam (BBTU)	26	Not used	35	Not used

^aThe Washington, D.C. facility produced 19 billion stamps in 1999 and 12.2 billion in 2002. Ten percent of energy use was attributed to stamp printing in the D.C. facility to calculate dollar contribution.

*Note: Assumes printing of currency was evenly split between facilities. Assumes all energy types are equally consumed in production of each type of currency.

Source: Production of the Next Generation of Currency, BEP 2003.

The energy required to print one dollar notes across both facilities in 2002 was .0140 KWH of electricity and .000023 CF of natural gas. In 1999, a single dollar note consumed .0086 KWH of electricity and .000019 CF of natural gas. Production numbers were lower in 2002; this probably resulted in a larger fixed energy consumption per note.

Since 1966, the Treasury Department has given responsibility for the removal from circulation and destruction of paper currency to the Federal Reserve Bank. There are 12 regional Federal Reserve Banks. Each region handles destruction and disposal of the currency independently. All Federal Reserve Banks shred the currency after removal. Below is a description of the destruction of currency at the New York Federal Reserve Bank's East Rutherford Operations Center (EROC).

“At EROC, unfit currency is separated at the high-speed currency processor, where the notes are cut into confetti-like shreds and sent to a disposal area. Unfit currency is directed automatically to one end of the high-speed currency processor, where stainless steel blades crosscut the notes into confetti-like shreds.

“In 2006, approximately 1 million bundles of currency with a total dollar value of \$21 billion were destroyed at EROC. All shreds are sent by vacuum tube to a disposal area one floor below. The shreds from different machines, including different denominations, are mixed and compressed into briquettes. Each briquette is made up of roughly 1,000 notes and weighs approximately 2.2 pounds. A private contractor picks up the briquettes and disposes of them at landfills.”⁴⁴

44 Source: <http://www.newyorkfed.org/aboutthefed/fedpoint/fed11.html>

Other Reserve Banks use different disposal methods for the more than 19.9 million pounds of currency removed from circulation each year. To use the shred or residue for any purpose other than landfill, a permit must be obtained from the Treasury Department. Once the permit is obtained, a user can pick up the shreds from their nearest Federal Reserve Bank. The Minneapolis Federal Reserve Bank was the only bank to report a complete recycling/reuse program. This location indicated that the shreds are turned into countertops. Interestingly, the Treasury rules for the reuse of shredded currency indicate that “due to the presence of various chemicals in the currency ink, approved users of the residue are expressly forbidden from using it in making, selling, or distributing any article or product which can be used to hold or contain food or drink for human consumption.”⁴⁵ The toxicity of ink was cited a reason for not recycling or reusing the shreds by three Federal Reserve Banks. One bank mentioned counterfeiting concerns as a reason for not recycling/reusing the residue. The Philadelphia Federal Reserve Bank provided the following explanation of Federal Reserve policy on reusing currency residue:

“The Federal Reserve Banks dispose of shredded currency as efficiently and securely as possible, in accordance with local environmental laws. Some Reserve Banks compact the shred to reduce its bulk before disposing of it, and some Reserve Banks have occasionally provided shreds to businesses for use in their manufacturing process. For security reasons, the Federal Reserve also must carefully review each request to receive and use the currency shreds. Currently, these limited alternative uses do not provide a sustainable or significant option to disposal of shredded currency in landfills. The Federal Reserve continues to consider environmentally friendly, cost-effective, and secure solutions for the disposition of shredded currency.”⁴⁶

3. Conclusions

The environmental impact of producing dollar coins and dollar notes can be analyzed through a number of lenses including: sustainability, energy consumption, waste production, and recyclability. These areas are explored below. Each of these areas should be viewed as approximations as complete, and comparable information was not available for the dollar coin and dollar note.

45 <http://www.moneyfactory.gov/section.cfm/8/40>

46 E-mail from Philadelphia Federal Reserve Bank, Office of Public Affairs, April 14, 2008

Sustainability	The raw materials for the dollar note are sustainable in that cotton and linen are renewable resources that can be replanted indefinitely. The ink components consist of water and solvents. Some of the ink ingredients may contain non-renewable resources such as metals. It is possible that over time these ingredients could be substituted. The dollar coin contains entirely non-renewable resources. Once the earth's supply of copper, zinc, and nickel are depleted, it can not be regenerated.
Energy Consumption	It was not possible to calculate the energy consumption for the dollar coin and dollar note at all stages of the lifecycle. However, at the currency production stage (BEP and Mint), the dollar coin required less energy to produce than a dollar note. Other stages of the coin production process are potentially more energy intensive than note production activities.
Waste Production	Production of dollar coins and dollar notes both result in substantial quantities of hazardous byproducts. Fifteen dollar notes produce more VOCs and sludge waste than a single dollar coin at the currency production phase. However, due to the mining and strip production process, the dollar coin likely produces substantially more solid waste overall.
Recycling	The dollar coin is 100% recyclable, meaning that the metals can be reclaimed and reused in other applications. On the other hand, the majority of retired dollar notes are sent to landfills.

4. Appendix

Glossary

Sustainability: A characteristic of a process or state that can be maintained at a certain level indefinitely.

Global warming: An increase of the earth's temperature as a result of the consumption of fossil fuels.

Carbon footprint: The amount of human-generated carbon dioxide that is released to the environment as a result of the consumption of fossil fuels. It is expressed in hectares of land area needed to absorb anthropogenic carbon dioxide emissions.

Strip: Coiled metal that is turned into coins.

Smelting: To melt or fuse (as ore), often with an accompanying chemical change usually to separate the metal.

Post-consumer material: Material recycled after use by consumers.

Pre-consumer material: Material salvaged from the manufacturing process.

Renewable resource: A resource that is replenished by natural processes at a rate comparable or faster than its rate of consumption by humans or other users. Resources such as solar radiation, tides, and winds are perpetual resources that are in no danger of being used in excess of their long-term availability.

Non-renewable resource: A resource that cannot be re-made, re-grown, or regenerated on a scale comparative to its consumption. It exists in a fixed amount that is being consumed or used up faster than it can be made by nature.

U.S. Mint *Presidential \$1 Coins* Messaging Study Results



Executive Presentation
January 21, 2008



- **Asked Acceptance, Payment, Usage → Messages → Reask Acceptance, Payment, Usage**
- **Field period: November 19 – November 28, 2007**
- **Respondents**
 - **1,004 respondents completed the survey**

Key Findings

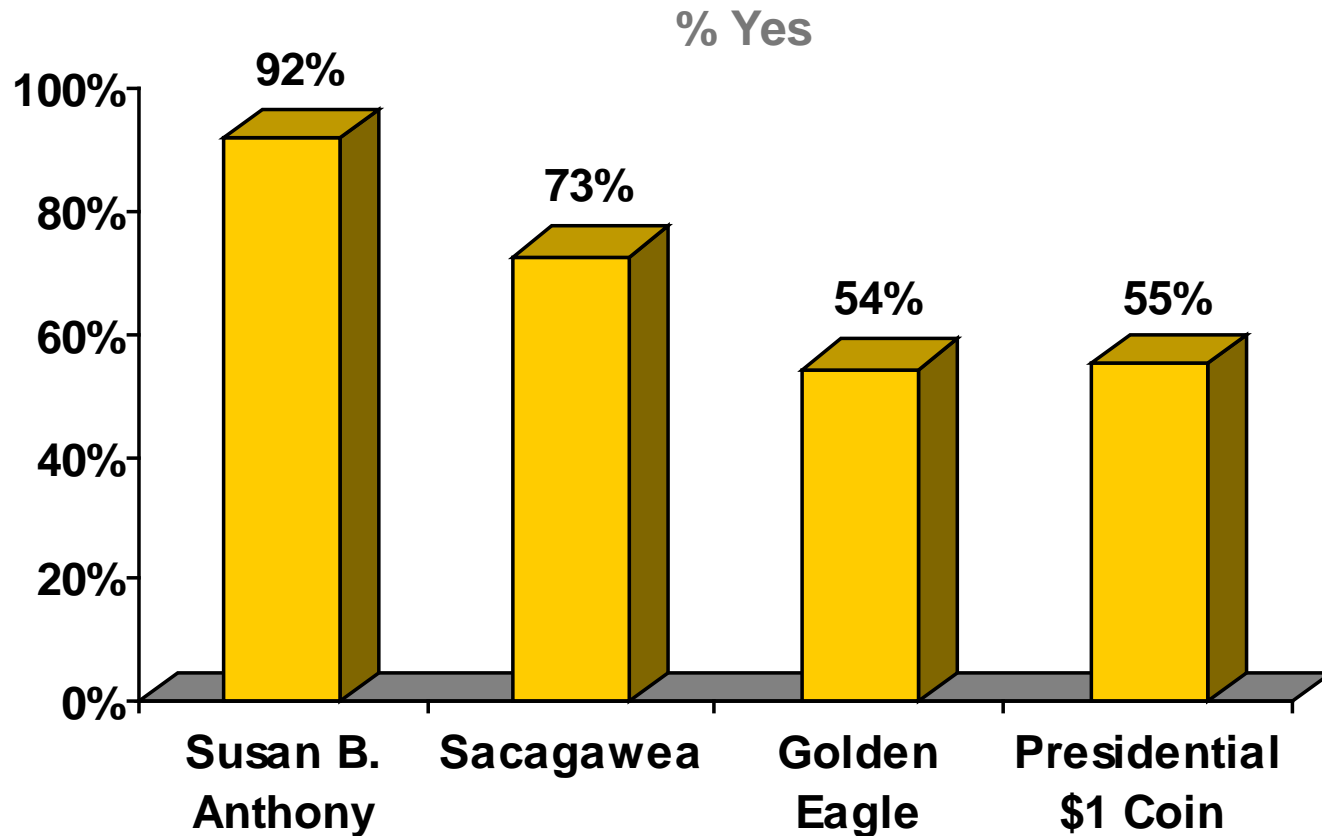


- The messages about Practical/Convenience and Cost/Resource items are found most compelling by respondents
- Practical/Convenience messages resonate more with men & those w/high school education
- Cost/Resource messages resonate with Gen Y'rs
- The Practical/ Convenience messages predict those who say they would use \$1 coins as cash payment
- Practical/Convenience messages predict those saying they will use the coin at toll booth
- Cash Payment usage SWITCHERS (those who switched from saying they would not likely use coins to saying they would be likely to use coins) like to hear about saving money

Knowledge of Coins Remains Low



Have you ever heard of any of the following one dollar coins?



The Three Questions

- Extremely Likely Not at all Likely
5 ... 1

13 Messages → 4 Factors



PRACTICAL/CONVENIENCE (3 messages)

- It is easier to use a one-dollar coin in a vending machine than having to use multiple smaller coins.
- Dollar coins are easier to throw into toll booth coin machines.
- The one-dollar coin is easier to use in vending machines, rather than feeding in a \$1 bill

CIVICS/EDUCATION (3 messages)

- It is patriotic to use the dollar coins because they celebrate our American Presidents.
- The coins are excellent to give to children or grandchildren as presents.
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.

13 Messages → 4 Factors



COST/RESOURCE (4 messages)

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.
- It helps the environment to use the dollar coins because it uses fewer resources to make a one-dollar coin than to make four quarters or ten dimes.
- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.
- Use of dollar coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting.

MISCELLANEOUS/OTHER (3 messages)

- For men who don't like to carry pocket change, the dollar coin provides a way to carry less change.
- Vending machines are being retrofitted to accept the coins and being labeled to tell consumers that they accept the coins.
- When people become comfortable with using dollar coins, it is a proven fact that dollar coins speed transactions with retailers.



1. What messages did respondents find compelling?
 - Who are the target audiences for each?
2. What messages “connected” with the three predictive behaviors (acceptance, payment, usage)?

Compelling Messages



For each of the following messages, please tell me how convincing a message this is for you to accept and use the coin. Use a scale from '1' to '5' where '5' is extremely convincing and '1' is not convincing at all.

<u>FACTOR</u>	<u>MEAN COMPELLING SCORE</u>
Practical/convenience	3.75
Cost/resource	3.43
Civics/education	3.25
Miscellaneous Other	2.92

Compelling Messages – Practical/Convenience Wins

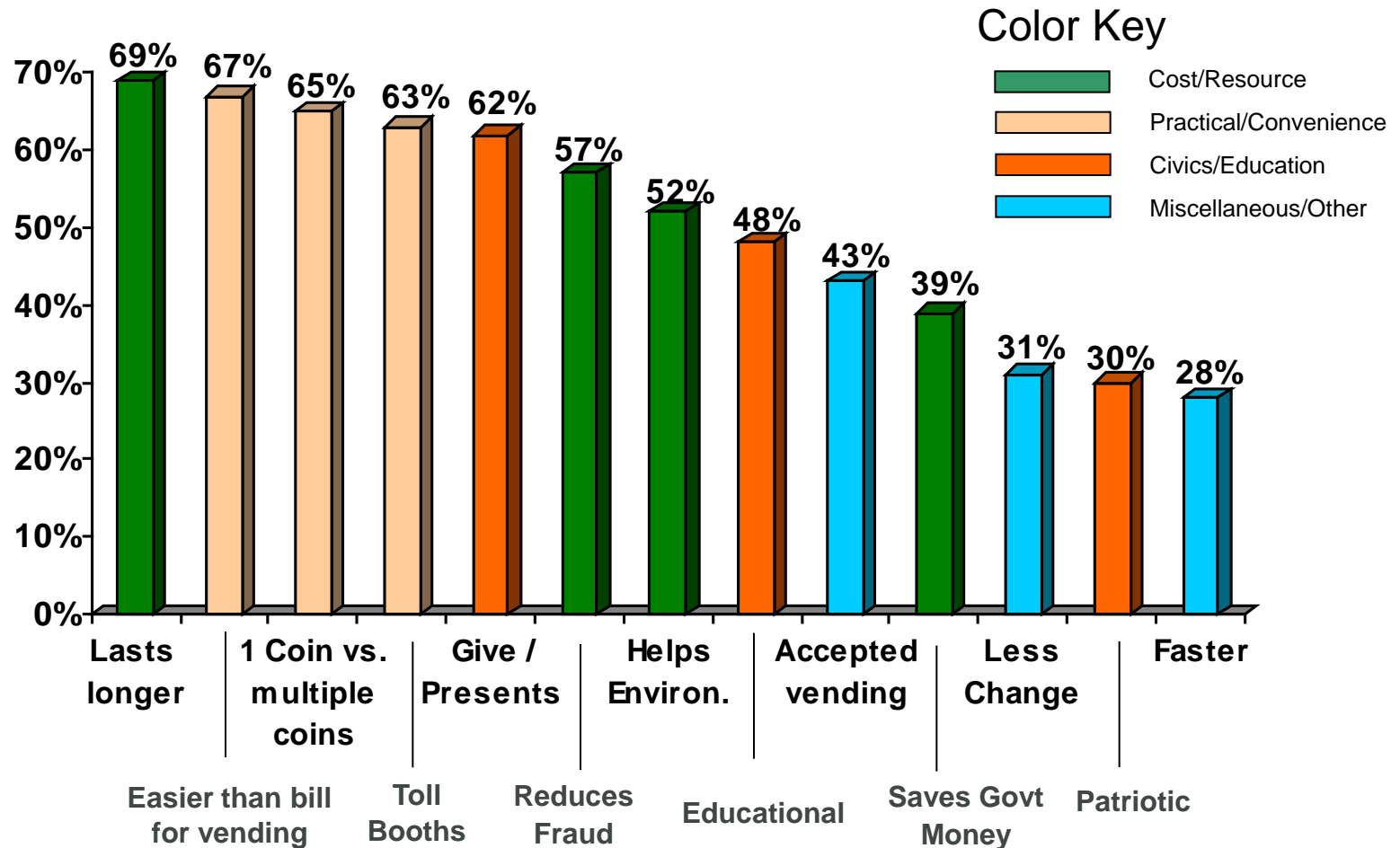


For each of the following messages, please tell me how convincing a message this is for you to accept and use the coin. Use a scale from '1' to '5' where '5' is extremely convincing and '1' is not convincing at all.

The top three vote getters (by respondents giving a '4' or '5') :

1. Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins (69%) – *Cost/Resource*
2. The one-dollar coin is easier to use in vending machines, rather than feeding in a \$1 bill (67%) - *Practical/Convenience*
3. Dollar coins are easier to throw into toll booth coin machines (65%)- *Practical/Convenience*

Practical/Convenience and Cost/Resource Messages Found Most Compelling



Target Audiences

Practical/Convenience Messages Resonate with Men & Those w/High School Education



It is easier to use a one-dollar coin in a vending machine than having to use multiple small coins

TARGET: Men, those w/a high school education, purchasers of special collector coins.

Dollar coins are easier to throw into toll booth coin machines

TARGET: NONE SPECIFIC

The one-dollar coin is easier to use in vending machines, rather than feeding in a one-dollar bill

TARGET: Men, those w/a high school education, purchasers of special collector coins .

Civics/Education Messages Resonate with a Variety of Groups



It is patriotic to use the dollar coins because they celebrate our American Presidents

TARGET: Any minority groups (except Blacks), completed high school, purchasers of special collector coins

The coins are excellent to give to children or grandchildren as presents

TARGET: People in the Midwest, South, or West, aged 55 and older, purchasers of special collector coins

The coins have significant educational value by building awareness and knowledge of our Presidents and our nation's history, especially for children

TARGET: Those who are purchasers of special collector coins

Cost/Resource Messages Resonate with Gen Y's



It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt

TARGET: Caucasians; aged 18-34 (Gen Y's); those who are purchasers of special collector coins

It helps the environment to use the dollar coins because it uses fewer resources to make a one dollar coin than to make four quarters or ten dimes

TARGET: Hispanics or Caucasians, aged 18-34 (Gen Y's), purchasers of special collector coins

Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins

TARGET: Male Caucasians, aged 18-34 (Gen Y's), less than a high school education or have a college degree, purchasers of special collector coins

Use of dollar coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting

TARGET: Those who are purchasers of special collector coins

Miscellaneous/Other Messages Resonate with a Variety of Groups



For men who don't like to carry pocket change, the dollar coin provides a way to carry less change

TARGET: Minorities (including blacks)

Vending machines are being retrofitted to accept the coins and being labeled to tell consumers that they accept the coins

TARGET: Caucasians and those who are purchasers of special collector coins

When people become comfortable with using dollar coins, it is a proven fact that dollar coins speed transactions with retailers

TARGET: NONE SPECIFIC

Impact On Predictive Behaviors

Practical/Convenience Messages Predict Those Saying They Would Use Coin as Cash Payment



How likely would you be use the one dollar coin as cash to pay for a purchase at a cash register?

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines are being retrofitted *Miscellaneous/Other*
- Dollar coins are easier to throw into toll booth coin machines *Practical/Convenience*

WEAK PREDICTORS

- Saves the government money to use coins rather than bills reducing the national debt *Cost/Resource*
- Dollar coins last for 30 years, compared to dollar bills 18 months *Cost/Resource*

NEGATIVE PREDICTORS

- The coins have a significant educational value by building awareness *Civics/Education*

Vending Machine Messages Predict Those Who Say They Would Use Coin at Vending Machine



How likely would you be use the one dollar coin at a vending machine?

MODERATE-STRENGTH PREDICTORS

- The one dollar coin is easier to use in vending machines than a one dollar bill

Practical/Convenience

- Vending machines are being retrofitted

Miscellaneous/Other

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Dollar coins are easier to throw into toll booth

Practical/Convenience

WEAK PREDICTORS

- Dollar coins last for 30 years, compared to dollar bills 18 months

Cost/Resource

NEGATIVE PREDICTORS

- The coins are excellent to give to children or grandchildren as presents

Civics/Education

- The coins have a significant educational value by building awareness

Civics/Education

A Variety of Messages Predict Those Who Say They Would Use Coin as Tip for Service



How likely would you be use the one dollar coin as tip for service?

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines are being retrofitted *Miscellaneous/Other*
- Saves the government money to use coins rather than bills reducing the national debt *Cost/Resource*

WEAK PREDICTORS

- Dollar coins last for 30 years, compared to dollar bills 18 months *Cost/Resource*
- The one dollar coin is easier to use in vending machines than a one dollar bill *Practical/Convenience*
- It helps the environment to use the dollar coins *Civics/Education*

NEGATIVE PREDICTORS

- The coins have a significant educational value by building awareness *Civics/Education*

Practical/Convenience Messages Predict Those Saying They Would Use Coin at Toll Booth



How likely would you be use the one dollar coin at a toll booth?

MODERATE STRENGTH PREDICTOR

- Dollar coins are easier to throw into toll booth

Practical/Convenience

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines being retrofitted

Miscellaneous/Other

- The one dollar coin is easier to use in vending machines than a one dollar bill

Practical/Convenience

WEAK PREDICTORS

- Saves the government money to use coins rather than bills reducing the national debt

Cost/Resource

NEGATIVE PREDICTORS

- The coins are excellent to give to children or grandchildren as presents

Civics/Education

- The coins have a significant educational value by building awareness

Civics/Education

SWITCHERS

Cash Payment Usage SWITCHERS Like to Hear About Saving Money



How likely would you be use the one dollar coin as cash to pay for a purchase at a cash register? AMONG THOSE WHO SWITCHED

MODERATE STRENGTH PREDICTORS

- Saves the government money to use coins rather than bills reducing the national debt *Cost/Resource*

WEAK PREDICTORS

- Patriotic to use the coins *Civics/Education*
- Vending machines being retrofitted *Miscellaneous/Other*
- Dollar coin easier to use in vending machines than dollar bill *Practical/Convenience*

NEGATIVE PREDICTORS

- Reduces fraud because coin counterfeiting less common *Cost/Resource*

Vending Machine Usage SWITCHERS Like to Hear About Patriotism



How likely would you be use the one dollar coin at a vending machine? AMONG THOSE WHO SWITCHED

MODERATE STRENGTH PREDICTORS

- Patriotic to use the coins

Civics/Education

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Dollar coin easier to use in vending machines than dollar bill
- It helps the environment to use the dollar coins

Practical/Convenience
Cost/Resource

Tip for Service Usage SWITCHERS Like to Hear About Patriotism



How likely would you be use the one dollar coin as tip for service? AMONG THOSE WHO SWITCHED

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Patriotic to use the coins

Civics/Education

WEAK PREDICTORS

- Dollar coins easier to throw into toll booth
- It helps the environment to use the dollar coins

Practical/Convenience

Cost/Resource

Toll Booth Usage SWITCHERS Like to Hear About the Environment



How likely would you be use the one dollar coin at a toll booth? AMONG THOSE WHO SWITCHED

WEAK-TO-MODERATE STRENGTH PREDICTORS

- It helps the environment to use the dollar coins

Cost/Resource

WEAK PREDICTORS

- Patriotic to use the coins
- Saves the government money to use coins rather than bills reducing the national debt

Civics/Education

Cost/Resource

NEGATIVE PREDICTORS

- Reduces fraud because coin counterfeiting less common

Cost/Resource

Predictors of Acceptance/Payment Weak



- Predictors of Acceptance and Payment were weak and did not produce any correlations of interest.
- Predictors of switchers to Acceptance and Payment were similarly weak and produced no correlations of interest.



U.S. Mint

Presidential \$1 Coins

Messaging Study for the Presidential \$1 Coin

January 2008

Prepared by:
THE GALLUP ORGANIZATION
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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 messaging survey of the public's reaction to 13 messages about the Presidential \$1 Coin Program. Gallup conducted the survey of the general public during a 10-day time period (Nov. 19-28, 2007).

To complete this evaluation, Gallup and the U.S. Mint team designed messages about using the coin. Respondents were asked questions about usage, payment, and acceptance before hearing the messages. Respondents were then asked those same questions after hearing the messages, to see if anything changed.

1.2 Survey Methodology

The 1,004 respondents queried in the research are members of The Gallup Panel.

1.3 Gallup Panel Methodology

1.3.1 Recruitment

The Gallup Panel begins with an RDD frame of phone numbers. Respondents take a short RDD survey about Presidential approval and other current event topics, and are asked if they would be interested in participating in additional surveys as a member of the Gallup Panel. If they agree, they are mailed a "Welcome Packet" that invites them and up to three additional members of their household, ages 13 and over. Each household member is asked to complete a short set of demographic questions about themselves. Upon receipt of this information, the household is officially enrolled in the panel. (If any key demographic items are missing, such as gender and date of birth, they are contacted by a Gallup interviewer to provide this information.)

1.3.2 Obligation

There is no time commitment to membership in the Gallup Panel. Rather, households and individuals are encouraged to remain members as long as they are willing and interested. They agree to participate in an average of three surveys per month. Surveys are either administered by an interviewer (over the phone), or are self-administered (either by mail or Web, depending on the Internet accessibility of the respondent). There are no financial incentives for participating in the Gallup Panel, though several token thank-you gifts are sent throughout the year.

1.3.3 Retention

As with any longitudinal design, Gallup's Panel is affected by attrition. There are several ways that a panelist can leave the panel. They can call the 1-800 support number and request removal. They can request removal on any questionnaire. And alternatively, those who fail to respond to six consecutive surveys are automatically removed. However, significant efforts are taken to retain panelist for as long as possible. Members occasionally receive token thank-you gifts such as pens and notepads for their continued participation. And each quarter, members receive a copy of *Themes*, a magazine produced exclusively for Gallup Panelists highlighting the impact of the opinions collected through the Panel. Gallup takes special efforts to retain individuals who are in the greatest danger of attrition. When a panelist fails to respond to three consecutive surveys, they receive a postcard encouraging them to participate next time they receive a survey. If they still do not respond after two additional surveys, they receive a courtesy call asking if there are any problems and encouraging their participation. Finally, after six consecutive nonresponses, they are dropped from the Panel. Because of these efforts, attrition averages around 3% per month.

1.3.4 Size

Currently, the Panel consists of over 45,000 households and over 65,000 individual members. Recruitment is conducted on an ongoing basis to replenish those demographic segments that are decreasing due to attrition.

1.3.5 Response Rates

The response rates for any individual survey conducted through the panel range from 50-70%, depending on the length of the field period. However, to calculate the AAPOR or CASRO response rate, one must take into account all of the phases of recruitment. The initial RDD recruit has a response rate of approximately 27%. Approximately 55% of those who agree to participate in the panel ultimately return their welcome packet and are officially enrolled in the panel. Thus, prior to conducting any individual study, the response rate is approximately 15%.

1.4 Weighting the Data

The purpose of survey weights is to assure 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.

The national sample was weighted 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.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in conjunction with the U.S. Mint team. The questions included the following areas:

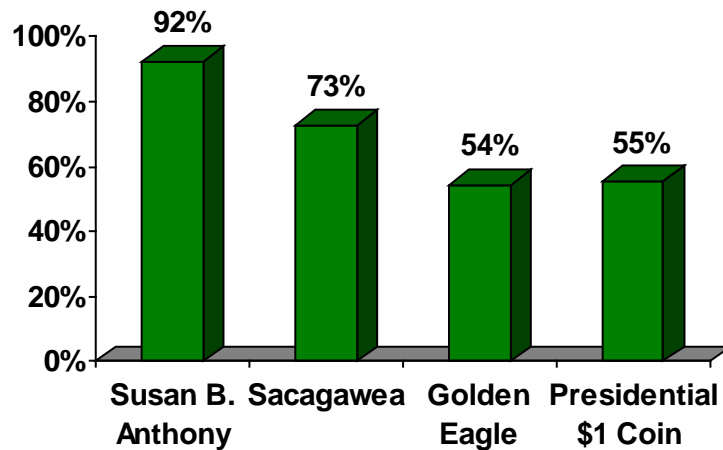
- Heard, possessed, used the coins (3 question)
- Initial assessment of acceptance, payment, usage (3 questions)
- Messages (14 questions)
- Post assessment of acceptance, payment, usage (3 questions)
- Demographics (2 questions)

A full copy of the questionnaire is in Appendix 2 at the end of this report.

3.0 Knowledge and Use of Presidential \$1 Coins

When asked if they have heard of the Presidential \$1 coins, 55% of respondents indicated that they have heard of the coins — a significantly smaller percentage compared to the percentage of respondents who indicate they have heard of the Susan B. Anthony coin (92%) and the Sacagawea coin (73%). Respondents were as likely to say they had heard of a fictitious “Golden Eagle Dollar” coin (54%) as they were the Presidential \$1 coins.

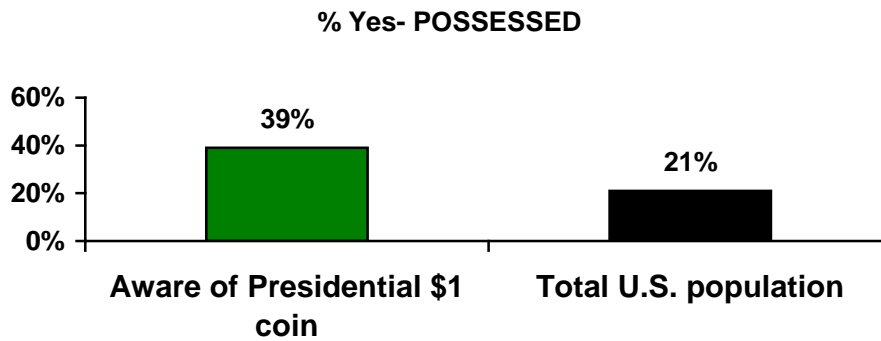
EXHIBIT 1: *Have you ever heard of any of the following types of one-dollar coins?*



3.1 Presidential \$1 Coins Possession

Among those who have heard of the Presidential \$1 Coins (the 54% of the population stated above), only about two in five (39%) said they have actually had one in their possession. Of this 39%, only one-third (34%) have used a Presidential \$1 coin to pay from something or make a purchase. Extrapolating to the entire U.S. adult population, about one-in-five (21%) Americans have had a Presidential \$1 coin in their *POSSESSION*.

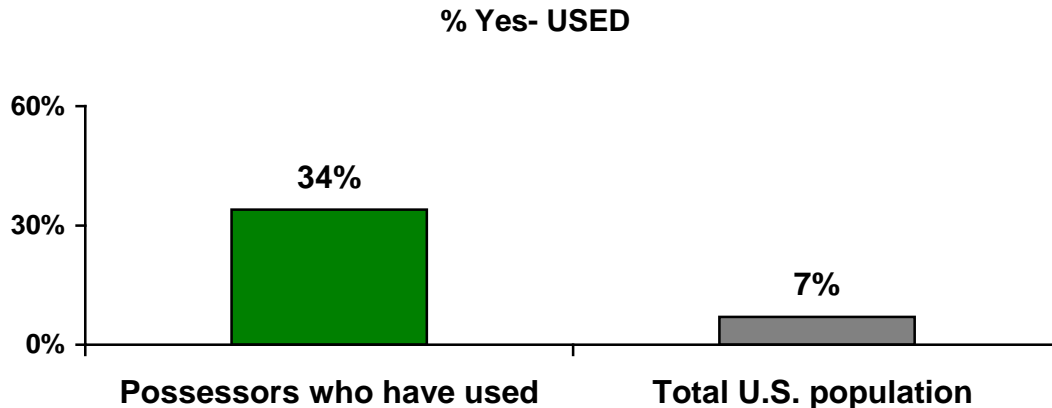
EXHIBIT 2: Have you ever had a Presidential \$1 Coin in your possession?



3.2 Presidential \$1 Coin Usage

Among the 39% of adults who have heard of the Presidential \$1 Coin AND have had one in their possession, one-third (34%) have used a Presidential \$1 Coin to pay for something or make a purchase. Extrapolating to the American adult population, we can say approximately 7% of U.S. adults have *USED* a Presidential \$1 Coin.

EXHIBIT 3: Have you *EVER USED* a Presidential \$1 Coin to pay for something or make a purchase?



3.3 Acceptance of Coins, Pre-Test

In order to understand what messages resonated with audiences, Gallup and the U.S. Mint designed a survey asking respondents to make a choice about first accepting and then using dollar coins. The messages were then listed and respondents were re-asked their acceptance and then their perceived usage. The intent was to see which of the messages may correlate to changes in the respondent's perceived acceptance and then usage behaviors.

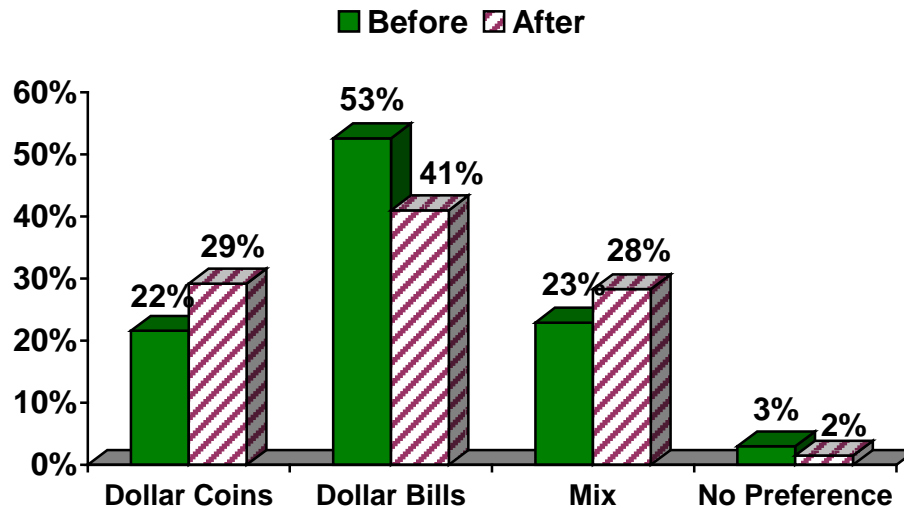
All survey respondents were asked to assume that they were at a cashier and were to receive \$3 in change. They were told that the cashier offered them a choice between getting change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills. When first presented with those options (before exposure to any communication messages), about one in five (22%) respondents indicated that they would choose to get change in dollar coins. About one-half (53%) said they would choose dollar bills, while 23% said they would choose a mix. Three percent said they had no preference.

Only two statistical differences were noted among those who chose coins before hearing the messages. Men were statistically more likely to choose coins than women (25% vs. 19%, respectively) and respondents who were divorced were more likely to choose coins than respondents who are married (34% vs. 20%, respectively) No other statistical differences were noted by demographic subgroups among those who chose to accept either coins or a mix.

3.4 Acceptance of Coins, Post-Test

After exposure to the communication messages, 29% (an increase of 7%) of respondents indicated that they would choose to get change in dollar coins, 41% (a decrease of 12%) said would choose dollar bills, 28% (an increase of 5%) said they would choose a mix, and 2% (a decrease of 1%) said they had no preference. Because human nature is not perfectly predictable, variations are expected in this type of questionnaire (the before and after testing). Therefore, although messages were designed to encourage people to use the coin, in a few cases the opposite actually occurred. In short, for every 3 people that switched their response from not coins (i.e., bills, a mix or no preference) to coins after hearing the messages, one person switched from coins to not coins.

EXHIBIT 4: *If a cashier gave you the choice between getting \$3 in change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?*
BEFORE AND AFTER HEARING MESSAGES



3.5 Post-Message Acceptance Demographics

While prior to hearing the messages men were significantly more likely than women to choose coins, after the messages, men and women were equally likely to choose coins (30% men vs. 28% women). The significant difference of note is that women become more likely than men to choose a mix of dollar coins and bills after hearing the messages (32% for women vs. 25% for men).

Those aged 18 to 34 (34%) and 55 and over (32%) are more likely to choose dollar coins than those aged 35 to 54 (24%), while those aged 55 and over (50%) are more likely to choose dollar bills than those aged 18 to 34 (32%) or 35 to 54 (43%).

Those with less than a high school education are most likely to choose dollar coins (41%), while those who have completed high school (31%), some college (29%) or completed college (23%) are progressively less likely to choose coins.

Those who purchase special collectors coins are more likely to choose dollar coins than those who are not (40% vs. 26%).

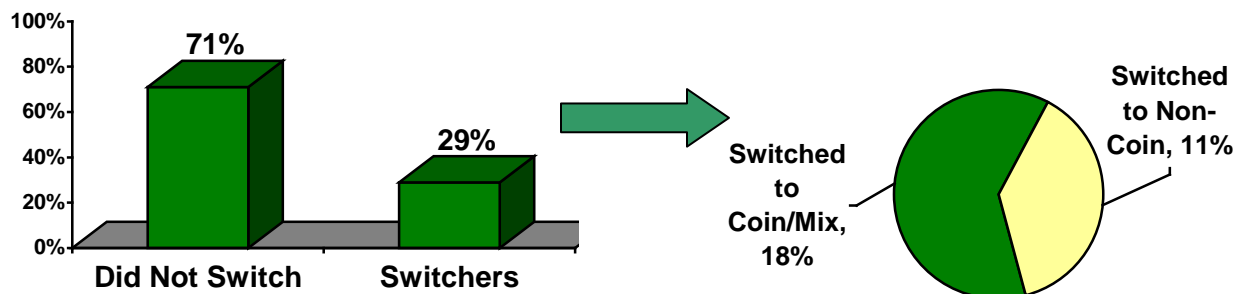
3.6 Acceptance Switchers

The majority of respondents (71% overall) did not change their initial decision (whether to receive coins, bills, or a mix). Of the 29% that did switch, 18% switched from non-coins to coins (or mix) while 11% switched from coins (or mix) to non-coins.

Breaking that down further:

- Initial Coin Choosers: 82% stayed with coins, 12% switched to a mix, 6% switched to dollar bills, and 1% said they had no preference.
- Initial Dollar Bill Choosers: 71% stayed with bills, 20% switched to a mix, and 10% switched to coins.
- Initial Mixed Money: 64% stayed with a mix, 25% switched to coins, 10% switched to bills, and 1% said they had no preference.

EXHIBIT 5: *If a cashier gave you the choice between getting \$3 in change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?*



Only one significant difference was noted when looking at the demographics of switchers. African Americans were more likely to switch to being more accepting of coins after hearing the messages.

3.7 Payer, Pre-Test

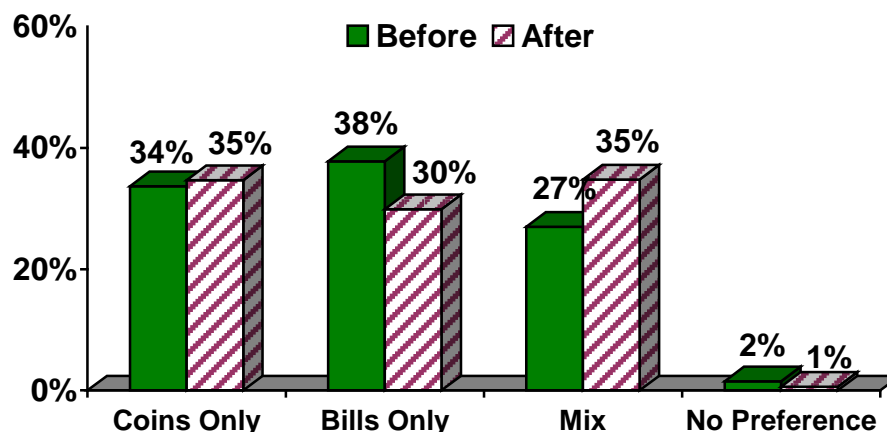
Next, all survey respondents were asked to assume that they were at a cashier and were making a \$3 purchase, and that they had both dollar coins and dollar bills in their wallets. The question was posed: how would you prefer to pay for your \$3 purchase? When first presented with the options (before exposure to the communication messages), one in three (34%) respondents indicated that they would choose to pay with dollar coins, 38% said they would pay with dollar bills, and 27% said they would pay with a mix of both coins and dollars. One percent of respondents said they had no preference.

Only a few statistical differences appeared by subgroup. Among those choosing coins, men were statistically more likely than women to choose to use the coins (39% vs. 29% respectively). Among those choosing a mix, those in the youngest age groups (under 45) are more likely to choose a mix than those in the oldest age groups (55+) (27% vs. 17%), and African Americans are significantly more likely to say they would choose a mix than are whites (38% vs. 25%).

3.8 Payer, Post-Test

After exposure to the communication messages, 35% (an increase of 1%) of respondents indicated that they would choose to pay with dollar coins, 30% (a decrease of 11%) said they would choose dollar bills, 35% (an increase of 8%) said they would choose a mix, and 2% (a decrease of 1%) said they had no preference. Again, the unpredictable side of human nature says that switching will not always be in accordance with the most rationale scenario. In fact, predictive switching can be confusing to respondents. In this case, it does not give us any predictive value because for every one person that switched their response from not coins (i.e., bills, a mix, or no preference) to coins after hearing the messages, one person switched their response from coins to not coins.

**EXHIBIT 6: If you had a choice of paying \$3 in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?
BEFORE AND AFTER HEARING MESSAGES**



3.9 Post-Message Payer Demographics

Some statistical differences were noted in the post-message payer demographics. Consistent with the pre-test question, men are still statistically more likely to use the coins than women (41% vs. 29%) but less likely to choose a mix of coins and bills (30% men vs. 39% women). Regionally, those in the South are less likely to say they would use dollar coins (29%) than those in the Northeast (37%), the Midwest (37%), and the West (40%).

Consistent with pre-message payer demographics, African-American respondents are less likely to say they will use coins (25%) than those who are white (35%). Blacks are also more likely to choose bills (42%) than whites (29%).

While all age categories are equally likely to choose coins, those aged 55 and older are more likely to choose bills (39%) than those aged 18 to 34 (27%) and those aged 35 to 54 (25%). Those aged 55 and older are also less likely to choose a mix of coins and bills (26%) than are those aged 18 to 34 (40%) and those aged 35 to 54 (38%).

With regards to education, those with a college degree are more likely to pay with coins (44%) than are those with less than a high school education (36%), those who have completed high school (29%), and some college (33%). In other words, college graduates who find themselves in possession of Presidential \$1 coins are more likely to spend them.

Those who purchase special collectors coins are less likely to choose to pay with dollar coins than those who are not (29% vs. 37%), perhaps due to a desire to save the coins.

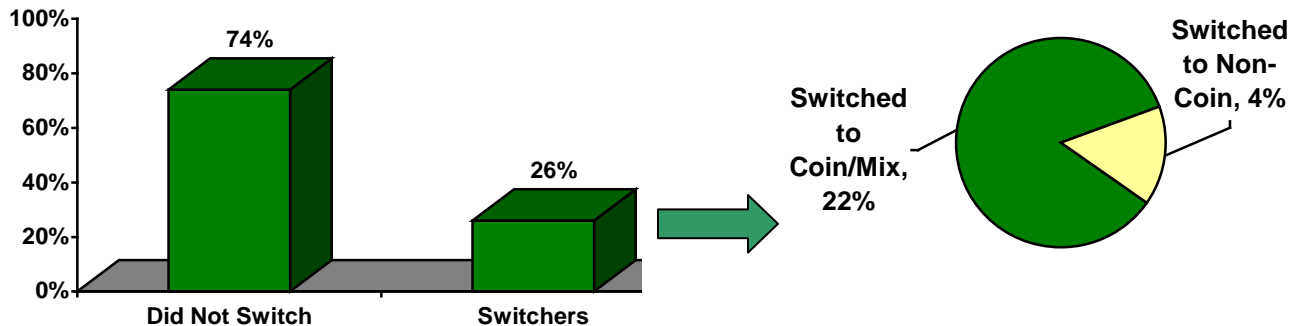
3.10 Payer Switchers

A majority of respondents (74% overall) did not revise their choice (whether coins, bills, or a mix). Of the 26% that did switch, 22% switched to coins and 4% switched to bills.

After hearing the communication messages:

- Initial Dollar Coin Payers Only: 81% stayed paying with coins, 17% switched to a mix, and 2% switched to dollar bills.
- Initial Dollar Bill Payers Only: 68% stayed paying with bills, 22% switched to a mix, and 10% switched to coins.
- Initial Mixed Payers: 75% stayed with a mix, 13% switched to coins, 11% switched to bills, and 1% said they had no preference.

EXHIBIT 7: If you had a choice between paying \$3 in change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?



Looking at the demographics of payment switchers, no statistical significant differences were noted.

3.11 Usage, Pre-Test

Respondents were asked how likely they would be to use a Presidential \$1 coin in a number of different settings on a five-point scale, where 5 is “extremely likely” and 1 is “not at all likely.” When first presented with those options (before exposure to the communication messages), a majority of respondents (52% top two box) indicated they would likely use a Presidential \$1 coin at a toll booth, while less than half indicated they would likely use Presidential \$1 coins in a vending machine (45%), as a tip for service (43%), or for a purchase at a cash register (43%).

3.11.1 Use Coin to Pay for a Purchase at a Cash Register

No significant changes were noted among the demographic groups for those saying they would use the coin to pay for a purchase at the register prior to hearing the messages.

3.11.2 Use Coin at a Vending Machine

Men were significantly more likely than women to say they would use the coin at a vending machine (52% vs. 44% top two box results, respectively) prior to hearing the messages. Also, those under the age of 45 were significantly LESS likely to say they would use the coin in a vending machine than those aged 46 to 55 (48% vs. 57%, respectively). Whites were significantly more likely to say they would use the coin in a vending machine than were blacks (49% vs. 37%, respectively). Additionally, those in the lowest income brackets (<\$50K) were less likely than those in any other income bracket to say they would use the coin in a vending machine (38% vs. 56%).

3.11.3 Use Coin as a Tip for Service

Men were significantly more likely than women to say they would use the coin as a tip (49% vs. 40% respectively). Those in the youngest age group, respondents aged 18 to 29, were the least likely to use the coin as a tip while those aged 55 to 64 were most likely (32% vs. 56%, respectively). When comparing respondents based on income levels, those

in the <\$50K level were the least likely to use the coin as a tip, while those in the \$75K-99K bracket were the most likely ((41% vs. 57% top two box, respectively).

3.11.4 Use Coin at a Toll Booth

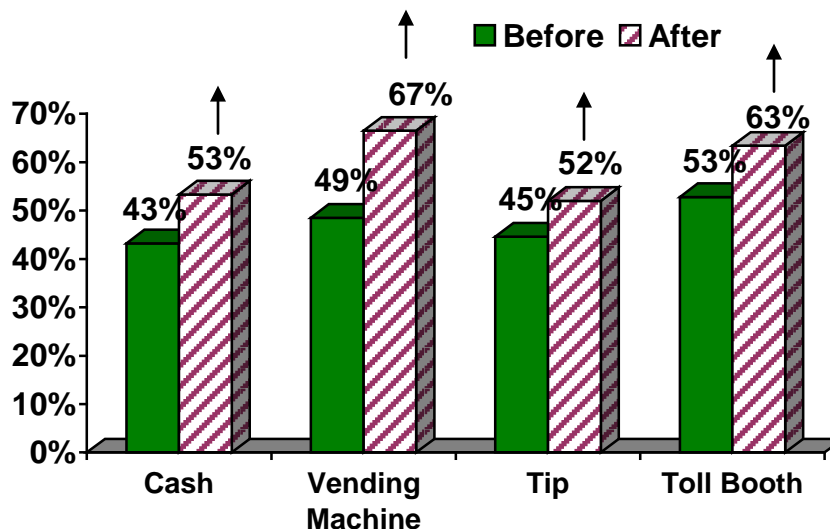
The only significant demographic differences noted for toll booth usage were among income levels. Specifically, respondents at the <\$50K income level were least likely to use coins at toll booths, while those at the \$75-99K income level were most likely (44% vs. 71%, respectively).

3.12 Usage, Post-Test

After hearing the communication messages, significantly more people indicated their likelihood to use Presidential \$1 coins in a vending machine (67%, up 19 percentage points), for a purchase at a cash register (53%, up 10 percentage points), as tip for service (52%, up 7 percentage points?) and in a toll booth (63%, up 10 percentage points).

EXHIBIT 8: If you were given a Presidential \$1 Coin as change, how likely would you be to use it in each of the following settings?

BEFORE AND AFTER HEARING MESSAGES



NOTE: ↑ Indicates significant difference before/after

Additional significant differences were also noted as follows by category:

3.12.1 Use Coin to Pay for a Purchase at a Cash Register

- Respondents who are black are less likely to indicate that they would use a Presidential \$1 coin to pay for a purchase at a cash register (39%) than those who are white (55%)
- Hispanics are more likely to indicate that they would use a Presidential \$1 coin to pay for a purchase at a cash register (61%) than those who are not Hispanic (52%).

- Respondents who are 55 years of age or older are less likely to indicate that they would use a Presidential \$1 coin to pay for a purchase at a cash register (47%) than those who are 18 to 34 (54%) or 35 to 54 (58%).
- Those with less than a high school diploma (62%) or a college degree (61%) are more likely to indicate that they would use a Presidential \$1 coin to pay for a purchase at a cash register than those who have completed high school (42%), or some college (54%).
- Those who purchase special collectors coins are less likely to choose to pay with dollar coins than those who are not (29% vs. 37%).

No statistically significant differences exist among different regions or genders when asked the likelihood of using a Presidential \$1 coin as cash to pay for a purchase at a cash register.

3.12.2 Use Coin at a Vending Machine

- Respondents who are 55 years of age or older are less likely to indicate they would use a Presidential \$1 coin at a vending machine (57%) than those who are 18 to 34 (71%) or 35 to 54 (70%).
- Those with less than high school (75%) or a college degree (73%) are more likely to indicate that they would use a Presidential \$1 coin at a vending machine than those who have completed high school (59%), or some college (65%).
- Those who purchase special collectors coins are less likely to choose to use a Presidential \$1 coin at a vending machine than those who are not (60% vs. 68%).

No statistically significant differences exist between likelihood of using a Presidential \$1 coin at a vending machine and region, gender, race and ethnicity.

3.12.3 Use Coin as a Tip for Service

- Respondents in the Northeast (49%) and Midwest (47%) are less likely to indicate that they would use a Presidential \$1 coin as a tip for service than are those in the South (52%) and West (60%).
- Respondents who are black are less likely to indicate that they would use a Presidential \$1 coin as a tip for service (37%) than are those who are white (52%) and those of other races (73%).
- Those who are 18- to 34-years old are less likely to indicate they would use a Presidential \$1 coin as a tip for service (44%) than those who are aged 35 to 54 (58%) or those 55 or older (53%).

No statistically significant differences exist between different genders, ethnicities, education levels, and coin collection habits when asked the likelihood of using a Presidential \$1 coin as a tip for service.

3.12.4 Use Coin at a Toll Booth

- Respondents in the South (58%) are less likely to indicate they would use a Presidential \$1 coin at a toll both (58%) than are those in the Northeast (69%), Midwest (65%), and West (66%).

- Respondents who are black are less likely to indicate they would use a Presidential \$1 coin at a toll booth (50%) than are those who are white (64%) and those of other races (81%).
- Those who are 55 years old or older are less likely to indicate they would use a Presidential \$1 coin at a toll booth (55%) than are those who are 18 to 34 (68%) or 35 to 54 (67%).
- Those with a college degree are more likely to indicate they would use a Presidential \$1 coin at a toll booth (72%) than are those who have less than a high school education (64%) or completed high school (58%) or some college (62%).
- Those who purchase special collectors coins are less likely to choose to use a Presidential \$1 coin at a toll booth than are non-collectors (57% vs. 67%).

No statistically significant differences exist between different genders and ethnicities when asked the likelihood of using a Presidential \$1 coin at a toll booth.

4.0 Messaging Regarding Reasons for Using Presidential \$1 Coins

A series of 13 messages were presented to each respondent. Respondents were asked to rate the messages in terms of how convincing they believed this message to be for them to accept and then use the coin. The messages fall into four groups (factors): practical/convenience, civics/education, cost/resource saving, and miscellaneous/other. The results are as follows:

PRACTICALITY/CONVENIENCE (3 messages)

- It is easier to use a \$1 coin in a vending machine than having to use multiple smaller coins.
- Dollar coins are easier to throw into toll booth coin machines.
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.

CIVICS/EDUCATION (3 messages)

- It is patriotic to use the \$1 coins because they celebrate our American Presidents.
- The coins are excellent to give to children or grandchildren as presents.
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.

COST/RESOURCE SAVING (4 messages)

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.
- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.
- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.
- Use of \$1 coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting.

MISCELLANEOUS/OTHER (3 messages)

- For men who don't like to carry pocket change, the \$1 coin provides a way to carry less change.
- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.
- When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers.

There are two things to consider regarding the messages tested. First, there is consideration of the messages in terms of audience segment (i.e., which demographic segments believed which messages to be most convincing). Second, there is contemplation about the messages found to be most compelling in terms of changing their opinions, predictive behaviors, or predictive usage.

We begin by considering what the population said was the most convincing or compelling message. Overall, respondents reacted most favorably to the factor of *practicality/convenience*. *Civics/education*, on the other hand, was found to be less compelling reasons to use the coins. The mean "compelling" score for each of the factors were as follows:

<u>FACTOR</u>	<u>MEAN "COMPELLING" SCORE</u>
Practical/convenience	3.75
Cost/resource	3.43
Civics/education	3.25
Miscellaneous Other	2.92

The top three vote getters (by respondents giving a score of 4 or 5) were:

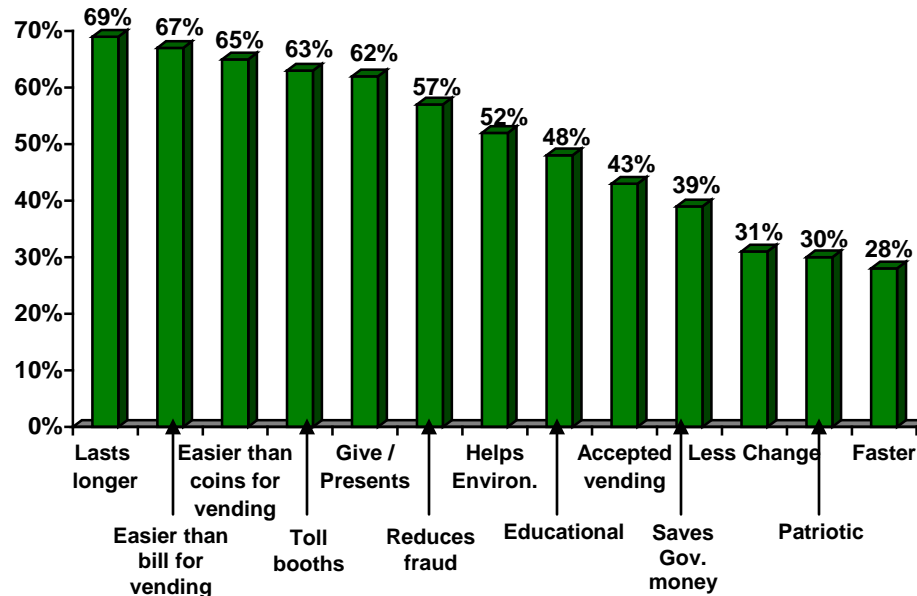
- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins (69%). — *Cost/Resource Saving*
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill (67%). — *Practicality/Convenience*
- It is easier to use a one dollar coin in a vending machine than having to use multiple smaller coins (65%). — *Practicality/Convenience*

The following messages were rated least convincing by respondents:

- When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers (28%). — *Miscellaneous/Other*
- It is patriotic to use the \$1 coins because they celebrate our American Presidents (30%). — *Civics/Education*
- For men who don't like to carry pocket change, the \$1 coin provides a way to carry less change (31%). — *Miscellaneous/Other*

EXHIBIT 9: Please tell me how convincing a message this is for you to accept and use the coin?

“5” Extremely convincing, “1” Not convincing at all
TOP TWO BOX RESPONSES



Respondents were next asked to choose one of the 13 items that they believed to be most convincing. If there was a clear “winner” among these items, we would expect respondents to choose it in a clear majority of cases. That did not happen. It is also unclear that anyone can clearly assess (and remember) 13 items and then choose just one that is most compelling. It is probable that a respondent may choose the one item that stuck out most in their mind for any of several reason (most interesting, most surprising, most strange, etc.). With that in mind, the following three items had the highest number of recalls:

- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins (19%). — *Cost/Resource Saving*
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation’s history, especially for children (12%). — *Civics/Education*
- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes (12%). — *Cost/Resource Saving*

5.0 Demographic Profiles Regarding Potential Communication Messages

To determine which segments of the population find particular communication messages most convincing, demographic profiles were developed regarding the responses to each message.

(Note: All percentages are top two box results of a 1-5 scale

“It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.”

TARGET AUDIENCE: Whites, those aged 18-34, and those who are purchasers of special collectors coins

Respondents who are black are less likely to find this message convincing (25%) than are those who are white (41%) or another race (41%). Those aged 18-34 are more likely to find this message convincing (47%) than are those aged 35 to 54 (34%) or 55 and older (38%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (46% vs. 38%). No statistically significant differences exist between respondents from different regions, men and women, Hispanics and non-Hispanics, and different education levels.

“It helps the environment to use the dollar coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.”

TARGET AUDIENCE: Hispanics and whites, those aged 18-34, and purchasers of special collectors coins

Respondents who are black are less likely to find this message convincing (42%) than are those who are white (52%) or another race (68%). Hispanics are more likely to find this message convincing than are non-Hispanics (61% vs. 51%). Those aged 18-34 are more likely to find this message convincing (59%) than are those aged 35 to 54 (50%) or 55 and older (49%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (64% vs. 49%). No statistically significant differences exist between respondents in different regions, men and women, and different education levels.

“Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.”

TARGET AUDIENCE: Men, whites, those aged 18-34, those who have less than a high school education or have a college degree, and purchasers of special collectors coins.

Men are more likely than women to find this message convincing (73% vs. 64%). Respondents who are black are less likely to find this message convincing (57%) than are those who are white (70%) or another race (73%). Those aged 18-34 are more likely to find this message convincing (74%) than are those aged 35 to 54 (68%) or 55 and older (64%). Respondents with less than a high school education are more likely to find this message convincing (79%) than are those who have completed high school (66%), some college (65%) or have a college degree (70%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (75% vs. 67%). No statistically significant differences exist between respondents in different regions and Hispanics and non-Hispanics.

“Use of \$1 coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting.”

TARGET AUDIENCE: Those who purchase special collectors coins.

Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (64% vs. 55%). No statistically significant differences exist between respondents in different regions, men and women, different races, Hispanics and non-Hispanics, different age groups, and different education levels.

“It is patriotic to use the \$1 coins because they celebrate our American Presidents.”

TARGET AUDIENCE: Any minority groups (except blacks), those who completed high school, and purchasers of special collectors coins.

Respondents who are neither black nor white are more likely to find this message convincing (49%) than are those who are white (27%) or black (34%). Hispanics are more likely than non-Hispanics to find this message convincing (42% vs. 29%). Respondents with a college degree are less likely to find this message convincing (22%) than are those who have less than a high school education (32%) and those who completed high school (36%) or some college (30%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (42% vs. 27%). No statistically significant differences exist between respondents from different regions, men and women, and different age groups.

“The coins are excellent to give to children or grandchildren as presents.”

TARGET AUDIENCE: People in the Midwest, South, or West, those aged 55 and older, and purchasers of special collectors coins.

Respondents in the Northeast are less likely to find this message convincing (53%) than are those in the Midwest (63%), South (65%) and West (63%). Those who are aged 18 to 34 are less likely to find this message convincing (54%) than are those aged 35 to 54 (64%) or 55 and older (67%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (79% vs. 56%). No statistically significant differences exist between men and women, different races, Hispanics and non-Hispanics, and different education levels.

“It is easier to use a \$1 coin in a vending machine than having to use multiple smaller coins.”

TARGET AUDIENCE: Men, those with a high school education, and purchasers of special collectors coins.

Men are more likely than women to find this message convincing (71% vs. 61%). Respondents with less than a high school education are more likely to find this message convincing (78%) than are those who have completed high school (64%), some college (62%), or have a college degree (63%). Those who purchase special collectors coins are more likely to find this message convincing than are those who do not (71% vs. 64%). No statistically significant differences exist between respondents from different regions, different races, Hispanics and non-Hispanics, and different age groups.

“Dollar coins are easier to throw into toll booth coin machines.”

TARGET AUDIENCE: No statistically significant difference noted among groups.

There are no statistically significant differences among any demographic characteristics or groups regarding this message.

“The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.”

TARGET AUDIENCE: Men, those with a high school education, and purchasers of special collectors coins.

Respondents who are aged 55 or older are less likely to find this message convincing (60%) than are those aged 18 to 34 (70%) or 35 to 54 (69%). No statistically significant differences exist between respondents from different regions, men and women, different races, Hispanics and non-Hispanics, different education levels, and special collectors coin buyers and non-buyers.

“For men who don’t like to carry pocket change, the \$1 coin provides a way to carry less change.”

TARGET AUDIENCE: Minorities (including blacks).

Respondents who are white are less likely to find the message convincing (28%) than are those who are black (37%). Hispanics are more likely to find this message convincing than are non-Hispanics (42% vs. 29%). No statistically significant differences exist between respondents from different regions, men and women, different age groups, different education levels, and special collectors coin buyers and non-buyers.

“The coins have a significant educational value by building awareness and knowledge of our Presidents and our nation’s history, especially for children.”

TARGET AUDIENCE: Those who are purchasers of special collectors coins.

Respondents who purchase special collectors coins are more likely to find the message convincing than are those who do not (64% vs. 44%). No statistically significant differences exist between respondents from different regions, men and women, different races, Hispanics and non-Hispanics, different age groups, and different education groups.

“Vending machines are being retrofitted to accept the coins and being labeled to tell consumers that they accept the coins.”

TARGET AUDIENCE: Whites and those who are purchasers of special collectors coins.

Respondents who are black are less likely to find this message convincing (38%) than those who are white (43%). Those who purchase special collectors coins are more likely to find this message convincing than those who do not (49% vs. 41%). No statistically significant differences exist between different regions, men and women, Hispanics and non-Hispanics, different age groups and education groups.

“When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers.”

TARGET AUDIENCE: No statistically significant difference noted among groups.

There are no statistically significant differences among any demographic characteristic or groups regarding this message.

6.0 Messages Impacting Behavior

These messages can also be measured according to their effectiveness and ability to change the opinions, predictive behaviors, or predictive usage of the intended audiences. In order to determine which communication messages are most predictive of the Presidential \$1 coins usage, Gallup conducted a series of logistic regression analyses. All analyses were conducted using a “5” (extremely convincing) as the indicator of the predicted behavior. Because the behaviors are estimated by respondents (instead of actual), a “5” will be most likely to translate that estimate into an actual behavior.

Two types of analyses can be conducted using logistic modeling:

1. The first analysis looks at each message’s predictiveness of being likely to use, accept, or pay with a Presidential \$1 Coin. In other words, based on what people said AFTER hearing the messages, were any of the messages likely to be predictive of a respondent’s behavior (of acceptance, usage, or payment).
2. A second analysis was conducted with “switchers” to see if any of the messages were likely to predict someone switching from bill to coin acceptance, payment, or usage.

The coefficients reported in the following tables are fully standardized logistic regression coefficients. These coefficients measure the *strength* and *direction* of the effect of particular messages that can be uniquely attributed to an individual message. They are scaled from 0 (representing no effect, or no predictive ability) to ± 1 (representing an extremely strong effect, or perfect predictive ability). Anything at .1 or greater would be considered a significant predictor — with larger numbers being higher predictors. A few responses are just at or below .1 and are shown as well. A negative score indicates that a message actually had the opposite effect (it encouraged non-use).

6.1 Predictors of Usage

6.1.1 How likely would you be to use the \$1 coin as cash to pay for a purchase at a cash register?

Four messages showed up as weak-to-moderate and weak predictors of those who said they would be extremely likely to use \$1 coins as cash to pay for a purchase.

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*
- Dollar coins are easier to throw into toll booth coin machines. *Practicality/Convenience*

WEAK PREDICTORS

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resource Saving*
- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins. *Cost/Resource Saving*

NEGATIVE PREDICTORS

- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. *Civics/Education*

These results indicate two findings. First, to the extent that individuals are convinced the coins work for automated transactions, and second, to the extent individuals are convinced by cost-saving messages, they are more likely to spend the coins in the context of person-to-person transactions.

At the same time, the messaging about the coins' significant educational value is a *negative* predictor of using the coins as cash to pay for a purchase at a cash register, meaning that those who find this message compelling are actually *less* likely to spend the coins.

6.1.2 How likely would you be to use the \$1 coin at a vending machine?

MODERATE STRENGTH PREDICTORS

- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill. *Practicality/Convenience*
- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Dollar coins are easier to throw into toll booth coin machines. *Practicality/Convenience*

WEAK PREDICTORS

- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins. *Cost/Resource Saving*

NEGATIVE PREDICTORS

- The coins are excellent to give to children or grandchildren as presents. *Civics/Education*
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. *Civics/Education*

These results indicate that messages about greater convenience of using a one dollar coin and their increased acceptance in vending machines have clear effects on peoples' willingness to use them. Also, to the extent that individuals become convinced that the coins work for other types of automated transactions (such as toll booths), they may be more likely to use the coins in vending machines. And, to the extent that individuals are convinced by the cost-saving message, they are also more likely to use the coins in vending machines.

There are also two messages that work as *negative* predictors of using a Presidential \$1 Coin at a vending machine: "The coins are excellent to give to children or grandchildren as presents." and "The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children." These results indicate that to the extent people are convinced by these messages, they are less likely to spend or use them (and presumably more likely to give them as gifts).

6.1.3 How likely would you be to use the \$1 coin as tip for service?

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*
- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resource Saving*

WEAK PREDICTORS

- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins. *Cost/Resource Saving*
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill. *Practicality/Convenience*
- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes. *Cost/Resource Saving*

NEGATIVE PREDICTORS

- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. *Civics/Education*

These results confirm some of the findings from previous models: to the extent that individuals are convinced the coins work for automated transactions, and second, to the extent that individuals are convinced by cost- and resource-saving messages, they are more likely to spend the coins in the context of person-to-person transactions.

At the same time, the messaging about the coins' significant educational value is again shown to be a *negative* predictor of using the coins, meaning those who find the message compelling are *less* likely to spend the coins for any reason.

6.1.4 How likely would you be to use the \$1 coin at a toll booth?

MODERATE STRENGTH PREDICTOR

- Dollar coins are easier to throw into toll booth coin machines.
Practicality/Convenience

WEAK-TO-MODERATE STRENGTH PREDICTORS

- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.
Practicality/Convenience

WEAK PREDICTORS

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resource Saving*

NEGATIVE PREDICTORS

- The coins are excellent to give to children or grandchildren as presents.
Civics/Education
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. *Civics/Education*

Again, to the extent that individuals are convinced the coins work for automated transactions, and to the extent that individuals are convinced by cost-saving messages, they are more likely to use the coins.

There are also two messages that work as *negative* predictors of using a Presidential \$1 Coin at a vending machine: "The coins are excellent to give to children or grandchildren as presents." and "The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children." These results indicate that to the extent that people are convinced by these messages, they are less likely to spend or use them (and presumably more likely to give them as gifts).

6.2 Predictors Of Switching Usage

Gallup used a logistic model to measure if any of the messages were likely to encourage people to switch from not using the coins to using the coins for each of the following reasons. The amount of predictive “encouragement” is used via a rating system identical to the one used for predicting usage. Switchers are defined by anyone who switches from a score of “1” (extremely unlikely to use the coin in a given situation) to “4” (somewhat likely) before hearing the communication messages and to “5” (extremely likely) after hearing the messages.

6.2.1 How likely would you be to use the \$1 coin as cash to pay for a purchase at a cash register? AMONG THOSE WHO SWITCHED

MODERATE STRENGTH PREDICTORS

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resource Saving*

WEAK PREDICTORS

- It is patriotic to use the \$1 coins because they celebrate our American Presidents. *Civics/Education*
- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill. *Practicality/Convenience*

NEGATIVE PREDICTOR

- Use of \$1 coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting. *Cost/Resource Saving*

The most convincing message to switchers is the cost/resource saving message of saving the government money. Other weaker predictors of switching include one civics/education message about the presidents, one practicality/convenience message about vending machine usage, and one miscellaneous message about retrofitting vending machines.

These results indicate switchers are most likely to change their mind if hearing the cost/resource argument of saving the government money. Also, similar to the previous model, to the extent that individuals become convinced the coins work for automated transactions, they are more likely to spend the coins in the context of person-to-person transactions.

Also, the messaging about the coins reducing fraud is a *negative* predictor of switching to using the coins as cash to pay for a purchase at a cash register, meaning those who find this message compelling are *less* likely to switch to spending the coins.

6.2.2 How likely would you be to use the \$1 coin at a vending machine?
AMONG THOSE WHO SWITCHED

MODERATE STRENGTH PREDICTOR

- It is patriotic to use the \$1 coins because they celebrate our American Presidents.
Civics/Education

WEAK-TO-MODERATE STRENGTH PREDICTORS

- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.
Practicality/Convenience
- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes. *Cost/Resource Saving*

These results indicate two major findings. First, although messages centered on patriotism or concern for the environment are not clear-cut drivers of using a Presidential \$1 Coin at a vending machine, they may well play a role in persuading people to use the coins who would otherwise be unlikely to use the coins. Second, similar to the previous model, to the extent that individuals become convinced the coins are easier to use in vending machines, they are more likely to use them.

6.2.3 How likely would you be to use the \$1 coin as tip for service?
AMONG THOSE WHO SWITCHED

WEAK-TO-MODERATE STRENGTH PREDICTORS

- It is patriotic to use the \$1 coins because they celebrate our American Presidents.
Civics/Education

WEAK PREDICTORS

- Dollar coins are easier to throw into toll booth coin machines.
Practicality/Convenience
- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes. *Cost/Resource Saving*

These results indicate messages centering on concern for the environment, cost- and resource-saving, and patriotism are not clear-cut drivers of using the Presidential \$1 Coin as a tip for service (or in the case of the environment message, it is not a strong driver). However, they do play a role in persuading people to use the coins who would otherwise be unlikely to use them.

6.2.4 How likely would you be to use the \$1 coin at a toll booth?
AMONG THOSE WHO SWITCHED

WEAK-TO-MODERATE STRENGTH PREDICTORS

- It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes. *Cost/Resources Saving*

WEAK PREDICTORS

- It is patriotic to use the \$1 coins because they celebrate our American Presidents. *Civics/Education*
- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resources Saving*

NEGATIVE PREDICTOR

- Use of \$1 coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting. *Cost/Resources Saving*

Messages centering on concern for the environment, cost- and resource-saving, and patriotism are not clear-cut drivers of using a Presidential \$1 Coin at a toll booth (or in the case of the environment message, it is not a strong driver). They do, however, play a role in persuading people to use the coins in toll booths who would otherwise be unlikely to use them there.

6.3 Predictors Of Acceptance

6.3.1 If you were receiving \$3 in change and the cashier gave you the choice between getting your change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?

AMONG THOSE CHOOSING TO ACCEPT DOLLAR COINS

WEAK PREDICTORS

- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resources Saving*
- When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers. *Miscellaneous/Other*
- The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill. *Practicality/Convenience*

Among those choosing \$1 coins, the message with the highest predictive value was that \$1 coins save the government money, although the correlation is weak at best. These results are in line with the findings from previous models: to the extent that individuals are convinced by cost-saving messages, and to the extent that individuals are convinced the coins work for automated transactions, they are more likely to accept the coins as change. The results also suggest that to the extent that individuals are convinced the coins will increase retail transaction speed, the more likely they are to accept the coins as change.

These same findings occurred when running a predictive model of the switchers (those who switched to choosing dollar coins). The same messages appeared with the same strength, indicating there was nothing unique about those who switched to accepting the dollar coins from those who just accepted it before and after.

6.4 Predictors Of Payment

6.4.1 If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?

AMONG THOSE CHOOSING TO PAY WITH DOLLAR COINS

WEAK PREDICTORS

- Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins. *Miscellaneous/Other*

NEGATIVE PREDICTORS

- The coins are excellent to give to children or grandchildren as presents. *Civics/Education*
- The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. *Civics/Education*

To the extent that individuals are convinced the coins work for automated transactions, they are more likely to spend the coins in person-to-person transactions.

There are also two messages that work as *negative* predictors of using a Presidential \$1 Coin at a vending machine: "The coins are excellent to give to children or grandchildren as presents." and "The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children." These results indicate that to the extent people find these messages compelling, they are less likely to spend or use them (and presumably more likely to give them as gifts).

6.4.2 If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?

AMONG THOSE SWITCHING TO PAYING WITH EITHER DOLLAR COINS OR A MIX

WEAK PREDICTORS

- For men who don't like to carry pocket change, the \$1 coin provides a way to carry less change. *Miscellaneous/Other*
- It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. *Cost/Resources Saving*
- Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins. *Cost/Resources Saving*

A separate regression analysis was conducted to determine which messages caused respondents to switch from choosing to pay with something other than just coins (bills, a mix of coins and bills, or having no preference) before hearing the communication messages to choosing coins or a mix after hearing the messages.

Interestingly, these results can be interpreted to show that to the extent individuals are convinced Presidential \$1 Coins will mean having to carry less change, they are more likely to switch to paying with the coins. The results also follow some of the findings from previous models: individuals who are convinced by cost- and resource-saving messages are more likely to switch to paying with the coins.

APPENDIX 1: Logistic Model Coefficients

How likely would you be to use the \$1 coin as cash to pay for a purchase at a cash register?

Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.20
Dollar coins are easier to throw into toll booth coin machines.	0.16
It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.14
Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.	0.08
The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.	-0.10

How likely would you be to use the \$1 coin at a vending machine?

The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.29
Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.26
Dollar coins are easier to throw into toll booth coin machines.	0.18
Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.	0.10
The coins are excellent to give to children or grandchildren as presents.	-0.11
The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.	-0.12

How likely would you be to use the \$1 coin as tip for service?

Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.15
It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.13

Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.	0.11
The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.10
It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.	0.08
The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.	-0.09

How likely would you be to use the \$1 coin at a toll booth?

Dollar coins are easier to throw into toll booth coin machines.	0.38
Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.20
The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.19
It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.08
The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.	-0.09
The coins are excellent to give to children or grandchildren as presents.	-0.11

SWITCHERS

How likely would you be to use the \$1 coin as cash to pay for a purchase at a cash register?

AMONG THOSE WHO SWITCHED

It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.15
It is patriotic to use the \$1 coins because they celebrate our American Presidents.	0.12
Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.11
The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.10
Use of \$1 coins reduces fraud because coin	-0.11

counterfeiting is much less common than dollar bill counterfeiting.

How likely would you be to use the \$1 coin at a vending machine? AMONG THOSE WHO SWITCHED

It is patriotic to use the \$1 coins because they celebrate our American Presidents.	0.33
The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.24
It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.	0.18

How likely would you be to use the \$1 coin as tip for service? AMONG THOSE WHO SWITCHED

It is patriotic to use the \$1 coins because they celebrate our American Presidents.	0.24
Dollar coins are easier to throw into toll booth coin machines.	0.15
It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.	0.11

How likely would you be to use the \$1 coin at a toll booth? AMONG THOSE WHO SWITCHED

It helps the environment to use the \$1 coins because it uses fewer resources to make a \$1 coin than to make four quarters or ten dimes.	0.21
It is patriotic to use the \$1 coins because they celebrate our American Presidents.	0.16
It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.10
Use of \$1 coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting.	-0.11

If you were receiving \$3 in change and the cashier gave you the choice between getting your change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?

Those Choosing Dollar Coins

It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.17
When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers.	0.12
The \$1 coin is easier to use in vending machines, rather than feeding in a \$1 bill.	0.11

If you were receiving \$3 in change and the cashier gave you the choice between getting your change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?

Those Who Switched to Choosing Dollar Coins or a Mix

It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.11
When people become comfortable with using \$1 coins, it is a proven fact that \$1 coins speed transactions with retailers.	0.09

If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?

Those Choosing to Pay With Dollar Coins

Vending machines are being retrofitted to accept the \$1 coins and being labeled to tell consumers that they accept the coins.	0.14
The coins are excellent to give to children or grandchildren as presents.	-0.11
The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.	-0.13

If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?

Those SWITCHING to Paying With either Dollar Coins or a Mix

For men who don't like to carry pocket change, the \$1 coin provides a way to carry less change.	0.14
It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.	0.12
Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coin.	0.11

APPENDIX 2: Questionnaire

1. Have you ever heard of any of the following types of one-dollar coins? How about (read and rotate A-D)?

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

- A. Susan B. Anthony _____ (2401)
- B. Sacagawea (sack-ah-jeh-WAY-ah) _____ (2402)
- C. Golden Eagle Dollar Coin _____ (2403)
- D. Presidential one-dollar coin (If necessary, read:) including the George Washington, John Adams, and Thomas Jefferson coins _____ (2404)

(If code 2, 8, or 9 in #1-D, Skip to Read before #4; Otherwise, Continue)

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

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

_____ (2405)

(If code 2, 8, or 9 in #2, Skip to Read before #4; Otherwise, Continue)

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

- 1 Yes

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

_____ (2406)

(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 March 2007, and a new Presidential one-dollar coin is being minted about every three months that features 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.

4. Now assume that you are at a cashier and receiving \$3 in change. If the cashier gave you the choice between getting that change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?

- 1 Dollar coins
- 2 Dollar bills
- 3 A mix
- 4 (No preference)
- 8 (DK)
- 9 (Refused)

_____ (2407)

5. If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?
- 1 Coins only
 - 2 Bills only
 - 3 A mix of both
 - 4 (No preference)
 - 8 (DK)
 - 9 (Refused) _____(2408)
6. If you were given a Presidential one-dollar coin as change, how likely would you be to use it in each of the following settings? Please use a five-point scale, where 5 is extremely likely and 1 is not at all likely. How about **(read and rotate A-D)**?
- 5 Extremely likely
 - 4
 - 3
 - 2
 - 1 Not at all likely
 - 7 (Does not apply)
 - 8 (DK)
 - 9 (Refused)
- A. As cash to pay for a purchase at a cash register _____(2409)
- B. At a vending machine _____(2410)
- C. As a tip for service _____(2411)
- D. At a toll booth _____(2412)

MESSAGES

7. Now I will read you a list of various reasons why people are using the Presidential one-dollar coin. For each, please tell me how convincing a message this is for you to accept and use the coin. Use a five-point scale, where 5 means it is an extremely convincing message and 1 means it is not convincing at all. **(Read and rotate A-M) [SURVENT NOTE: Please use Random Start rotation so we know the order items are asked in for data analysis purposes]**

5 Extremely convincing
4
3
2
1 Not convincing at all

8 (DK)
9 (Refused)

- A. It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt. _____(2413)
- B. It helps the environment to use the dollar coins because it uses fewer resources to make a one-dollar coin than to make four quarters or ten dimes. _____(2414)
- C. Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins. _____(2415)
- D. Use of dollar coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting. _____(2416)

- E. It is patriotic to use the dollar coins because they celebrate our American Presidents. _____(2417)
- F. The coins are excellent to give to children or grandchildren as presents. _____(2418)
- G. It is easier to use a one-dollar coin in a vending machine than having to use multiple smaller coins. _____(2419)
- H. Dollar coins are easier to throw into toll booth coin machines. _____(2420)
- I. The one-dollar coin is easier to use in vending machines, rather than feeding in a \$1 bill _____(2421)
- J. For men who don't like to carry pocket change, the dollar coin provides a way to carry less change. _____(2422)
- K. The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children. _____(2423)
- L. Vending machines are being retrofitted to accept the coins and being labeled to tell consumers that they accept the coins. _____(2424)
- M. When people become comfortable with using dollar coins, it is a proven fact that dollar coins speed transactions with retailers. _____(2425)

8. Of all the messages that I just read to you, which one would you say would be the most convincing message that might encourage you to use more dollar coins? (Open ended AND CODE FROM HARD COPY)
(INTERVIEWER NOTE: DO NOT READ CODES 01-13, UNLESS RESPONDENT ASKS FOR THEM AGAIN)

- 01 It actually saves the government money to use coins rather than bills, and that savings helps to reduce the national debt.
- 02 It helps the environment to use the dollar coins because it uses fewer resources to make a one-dollar coin than to make four quarters or ten dimes.
- 03 Dollar coins last for 30 years, compared to dollar bills which last only about 18 months, so there is less need to make coins.
- 04 Use of dollar coins reduces fraud because coin counterfeiting is much less common than dollar bill counterfeiting.
- 05 It is patriotic to use the dollar coins because they celebrate our American Presidents.
- 06 The coins are excellent to give to children or grandchildren as presents.
- 07 It is easier to use a one-dollar coin in a vending machine than having to use multiple smaller coins.
- 08 Dollar coins are easier to throw into toll booth coin machines.
- 09 The one-dollar coin is easier to use in vending machines, rather than feeding in a \$1 bill.
- 10 For men who don't like to carry pocket change, the dollar coin provides a way to carry less change.

- 11 The coins have a significant educational value by building awareness and knowledge of our presidents and our nation's history, especially for children.
- 12 Vending machines are being retrofitted to accept the coins and being labeled to tell consumers that they accept the coins.
- 13 When people become comfortable with using dollar coins, it is a proven fact that dollar coins speed transactions with retailers.
- 14 (None of them)
- 98 (DK)
- 99 (Refused)

(2426) (2427)

(READ:) Now that you've heard more about the dollar coins, I'd like to re-ask a few of the questions I asked you earlier.

9. If you were receiving \$3 in change and the cashier gave you the choice between getting your change in dollar coins, dollar bills, or a mix of dollar coins and dollar bills, which would you choose?

1 Dollar coins
2 Dollar bills
3 A mix

4 (No preference)
8 (DK)
9 (Refused)

_____(2428)

10. If you were making a cash purchase for \$3 and you had both dollar coins and dollar bills in your wallet or pocket, how would you prefer to pay, with coins only, with bills only, or with a mix of both?

1 Coins only
2 Bills only
3 A mix of both

4 (No preference)
8 (DK)
9 (Refused)

_____(2429)

11. Now that you've heard more about the dollar coins, if you were given a Presidential one-dollar coin as change, how likely would you be to use it in each of the following settings? Please use a five-point scale, where 5 is extremely likely and 1 is not at all likely. How about **(read and rotate A-D)?**

- 5 Extremely likely
4
3
2
1 Not at all likely

- 7 (Does not apply)
8 (DK)
9 (Refused)

A. As cash to pay for a purchase at a
cash register _____(2430)

B. At a vending machine _____(2431)

C. As a tip for service _____(2432)

D. At a toll booth _____(2433)

12. Do you purchase SPECIAL COLLECTORS
COINS, for example, proof sets or
uncirculated coins, to collect for
yourself or someone else?

- 1 Yes
2 No
8 (DK)
9 (Refused) _____(2626)

D1. We are always trying to improve our
questionnaires and would like you to
rate your interest in the questions we
asked today. Please use a five-point
scale, where 5 is extremely interesting
and 1 is not at all interesting. You
may use any of the numbers 1, 2, 3, 4,
or 5.

- 5 Extremely interesting
4
3
2
1 Not at all interesting

- 8 (DK)
9 (Refused) _____(2627)

U.S. Mint *\$1 Coins* Quarter 1: Awareness Study



April 2009

Presentation Agenda



- Background
- Stages of driving consumer behavior
- Awareness
- Interest
- Possession
- Usage



- ☐ **Questions designed to gauge awareness, possession, and usage**

Awareness



1. From what you know, are \$1 coins currently in circulation by the U.S. Mint, or not?
2. Can you describe what image or images are featured on \$1 coins?
3. Please tell me, from what you know, whether each of the following images are on \$1 coins.

**Possession
and
Usage**



4. In the past 12 months, have you had a \$1 coin in your possession?
5. Did you USE one of those \$1 coins to pay for something or make a purchase?

- ☐ **Field period: March 5 to March 25 2009**

- ☐ **N=1,000 RDD Nationwide**



1. Can you tell me how much interest each of the following messages makes you in using the coin?
 - The coin saves our country resources
 - \$1 Coin lasts for decades
 - The \$1 Coin is 100% recyclable
2. Still thinking about these three messages, have you actually seen any of them?
3. How comfortable would you feel using a \$1 Coin in each of the following scenarios?
 - You believe the cashier may be unfamiliar with coin
 - Long line of people behind you
 - You are in a big hurry to get someplace
 - You see signs at the cashier promoting using the \$1 Coin



Consumer Stages to Usage



Coin Awareness

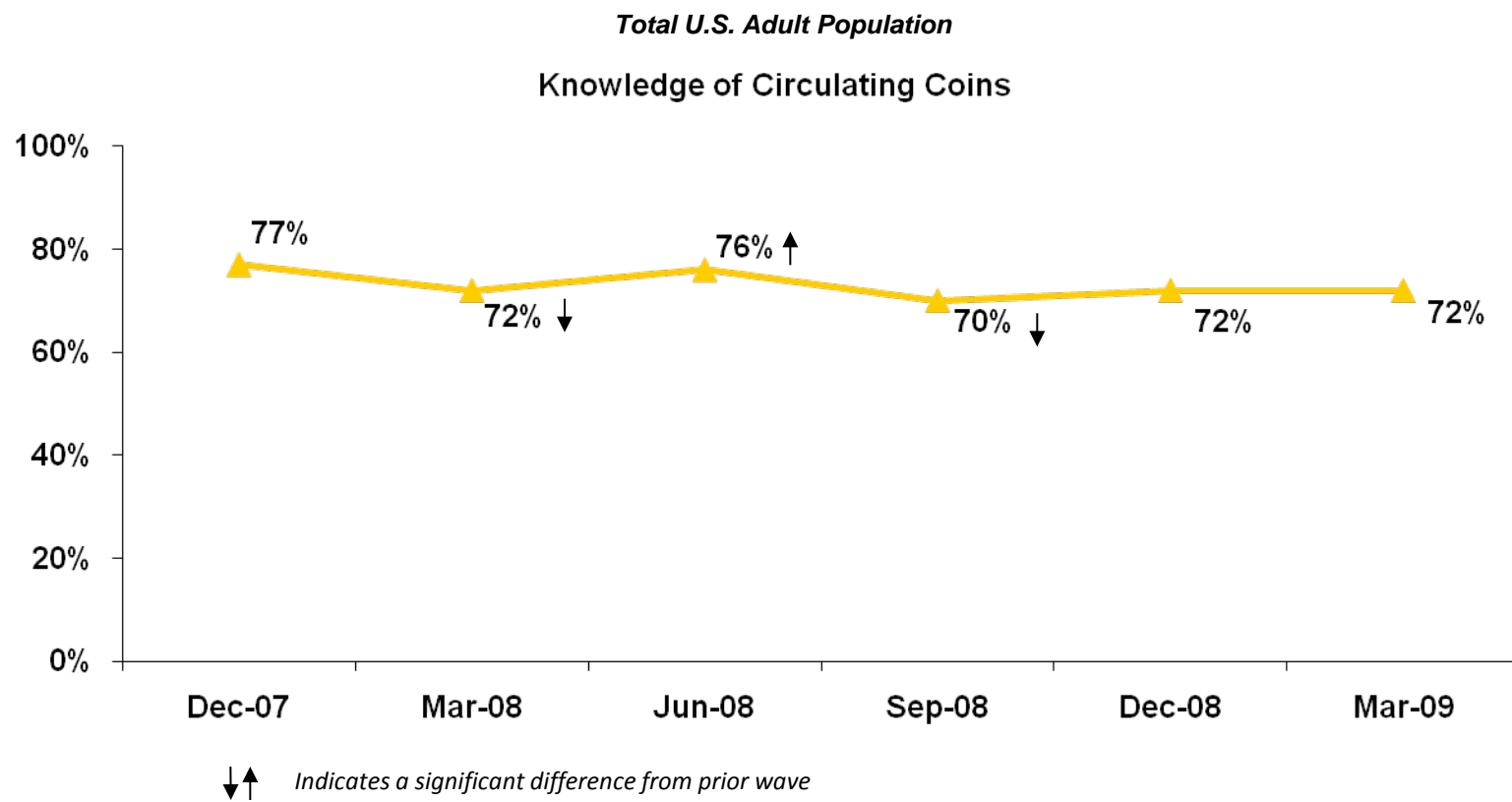
Knowledge of \$1 Coins
Awareness of Specific Coins
Availability of Coins
Acceptance of Coins



No Change in Knowledge of Circulating \$1 Coins



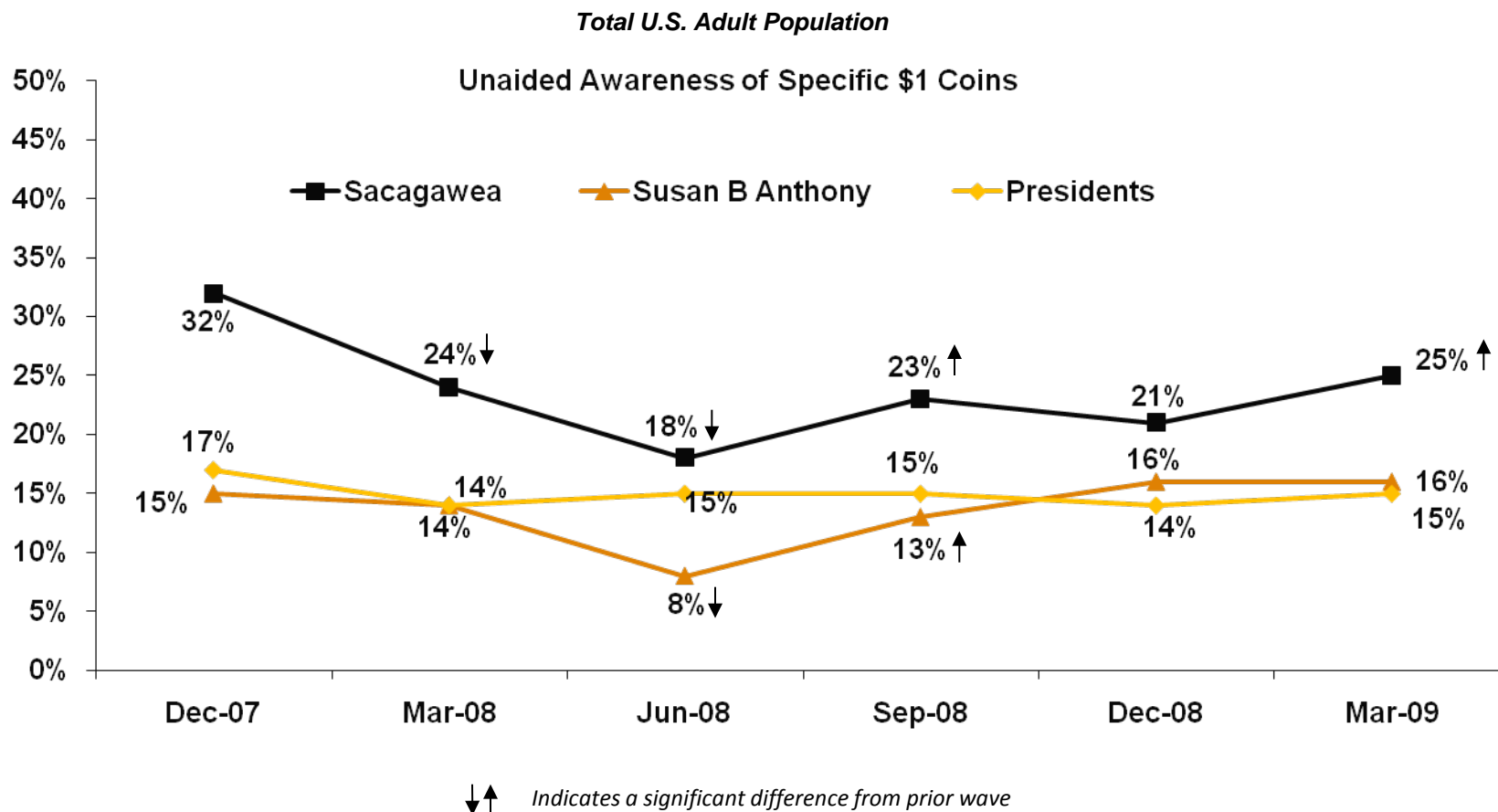
From what you know, are \$1 coins currently in circulation by the U.S. Mint or not? (YES)



Unaided Awareness: Significant Increase in Awareness of Sacagawea Coin



Can you describe what image or images are featured on the \$1 coin?



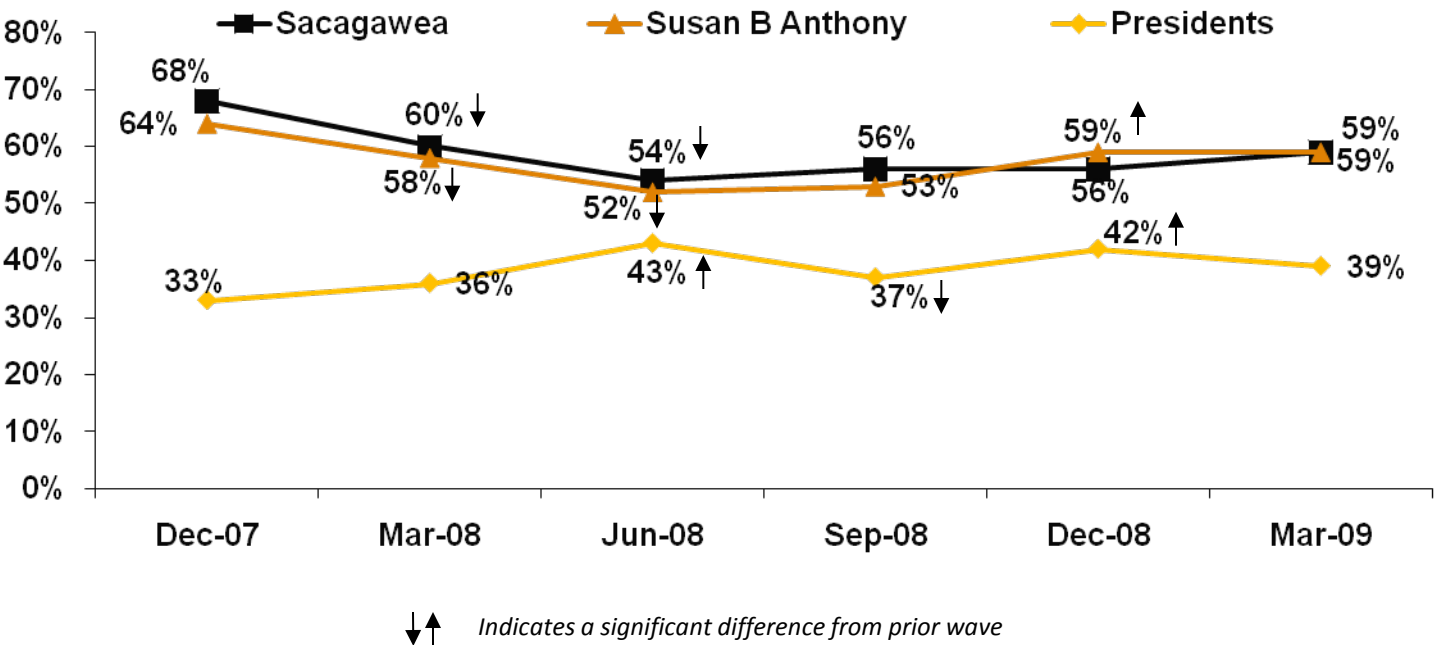
Combined Awareness: No Significant Change



AIDED IMAGE: From what you know, are each of the following images on the \$1 coin?

UNAIDED IMAGE: Can you describe what image or images are featured on \$1 coin?

Total U.S. Adult Population
Combined Awareness of Specific \$1 Coins



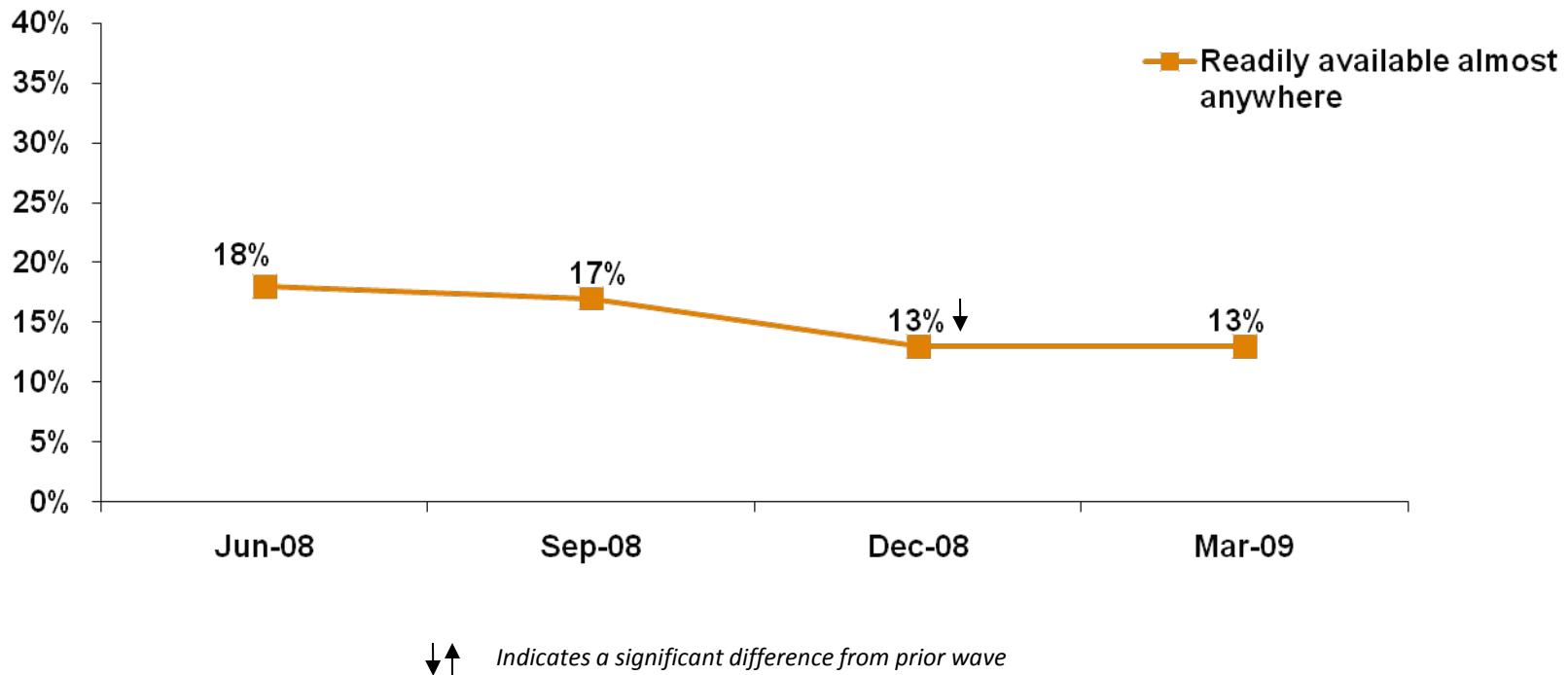
* Combined Aided and Unaided Awareness

Public Perception on Availability of \$1 Coins Remains Low— Only 13% Think the Coins are Readily Available Anywhere



These days, would you say that \$1 coins are readily available almost anywhere?

Total U.S. Adult Population



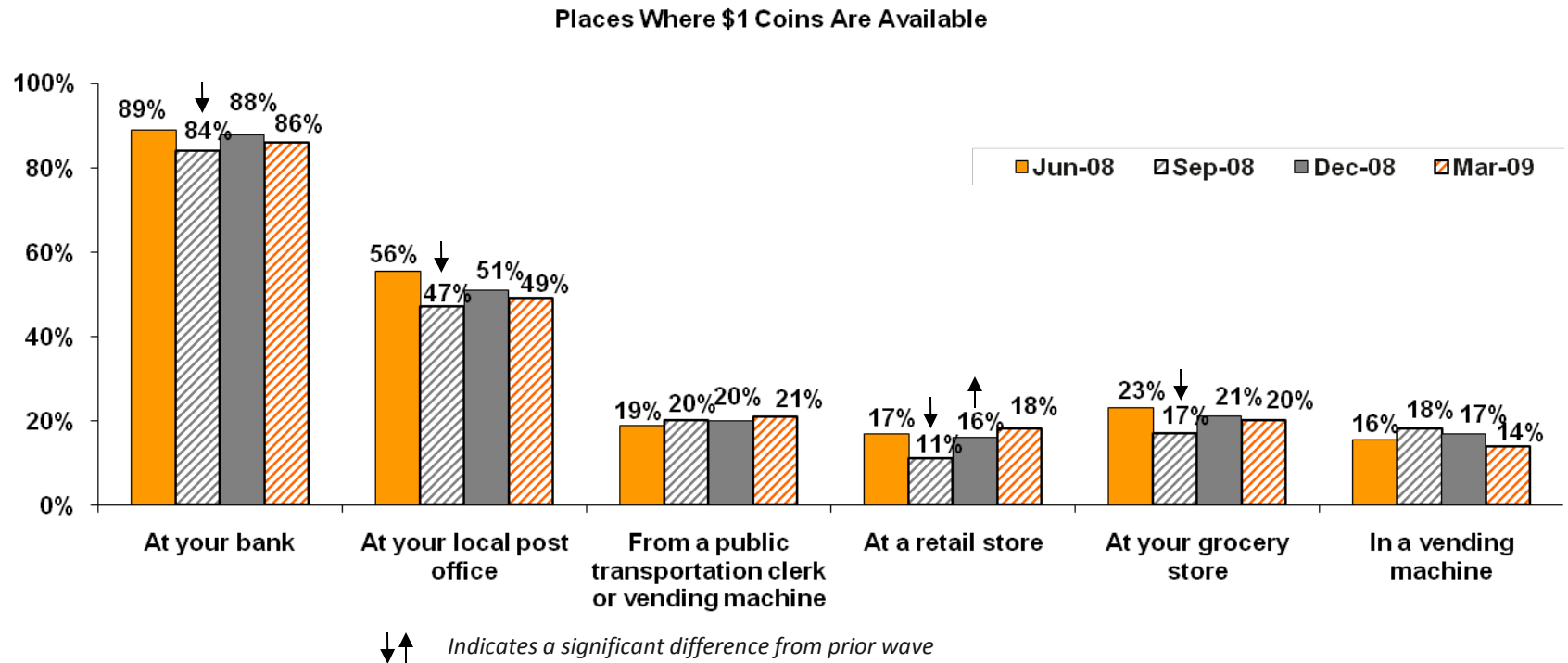
NOTE: No comparison is made with data prior to June 2008 because the question changed to ask about \$1 coins rather than only Presidential \$1 Coins

Most Think They Can Get \$1 Coins From a Bank or at a Local Post Office—No Significant Changes Noted



Please tell me whether or not you think you can easily get a \$1 coin at this location. How about . . . ?

Among those who indicated \$1 coins are not readily available



NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

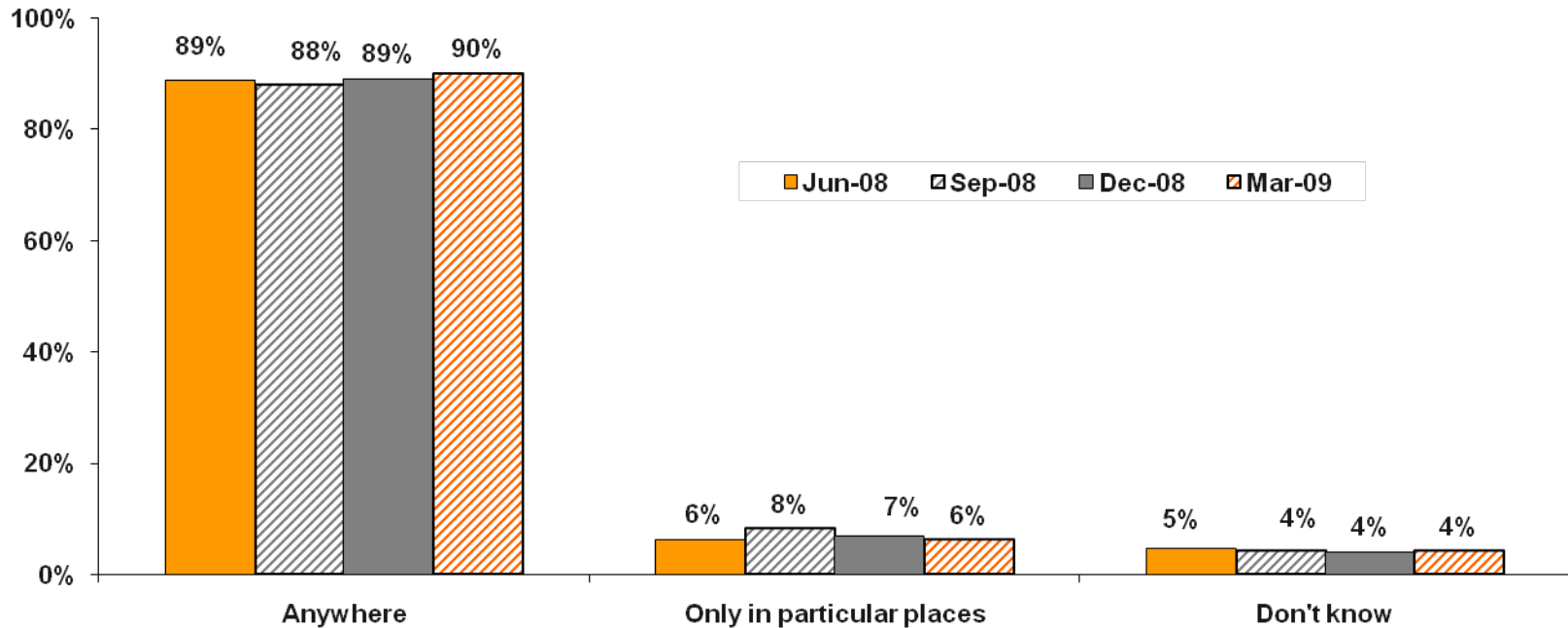
A Majority of Americans Continue to Report \$1 Coins are Accepted by Retailers and Businesses



From what you know, are \$1 coins accepted by all retailers and businesses, or can they only be used in particular places?

Total U.S. Adult Population

\$1 Coin Acceptance



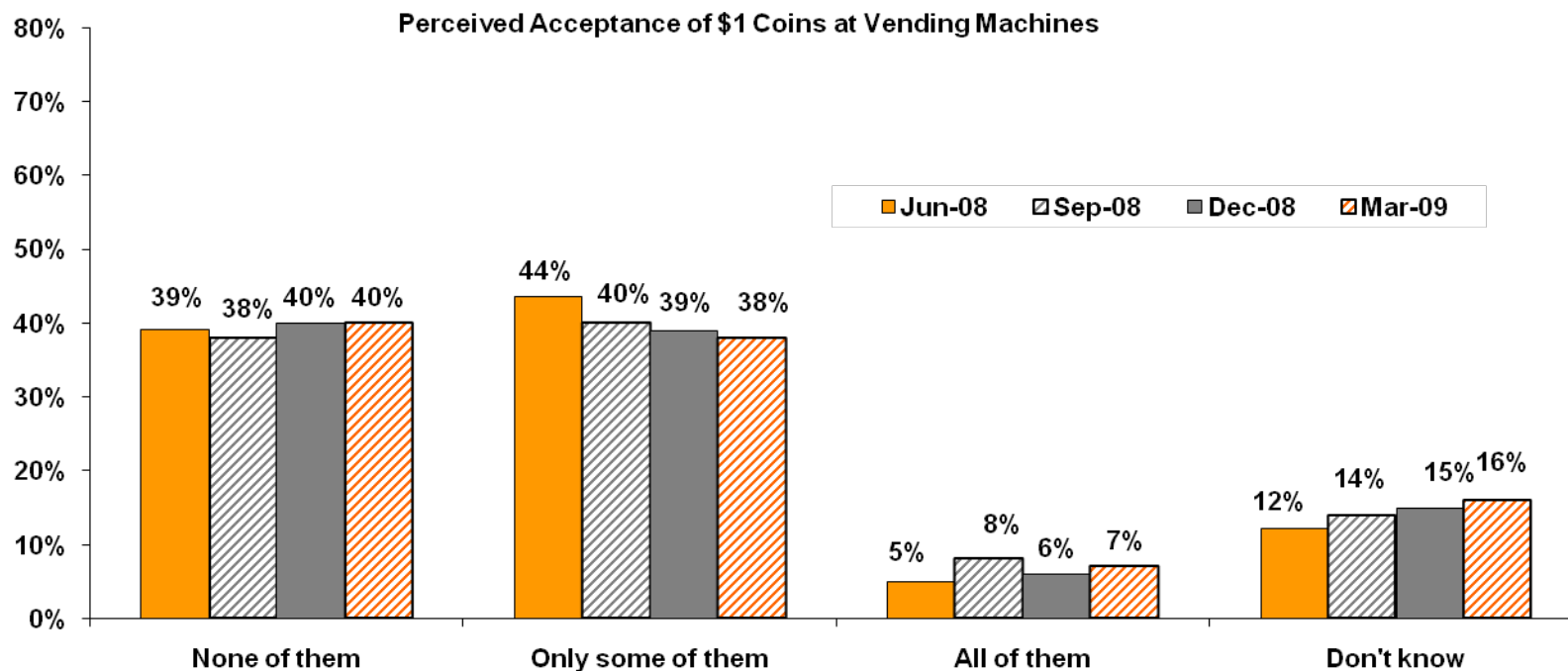
NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

Four in Ten Americans Continue to Believe Vending Machines DO NOT Accept \$1 Coins



From what you know about vending machines, do all of them accept \$1 coins, only some vending machines, or none of them?

Total U.S. Adult Population



NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

Interest

Interest in Using \$1 Coins
Interest in Collecting \$1 Coins

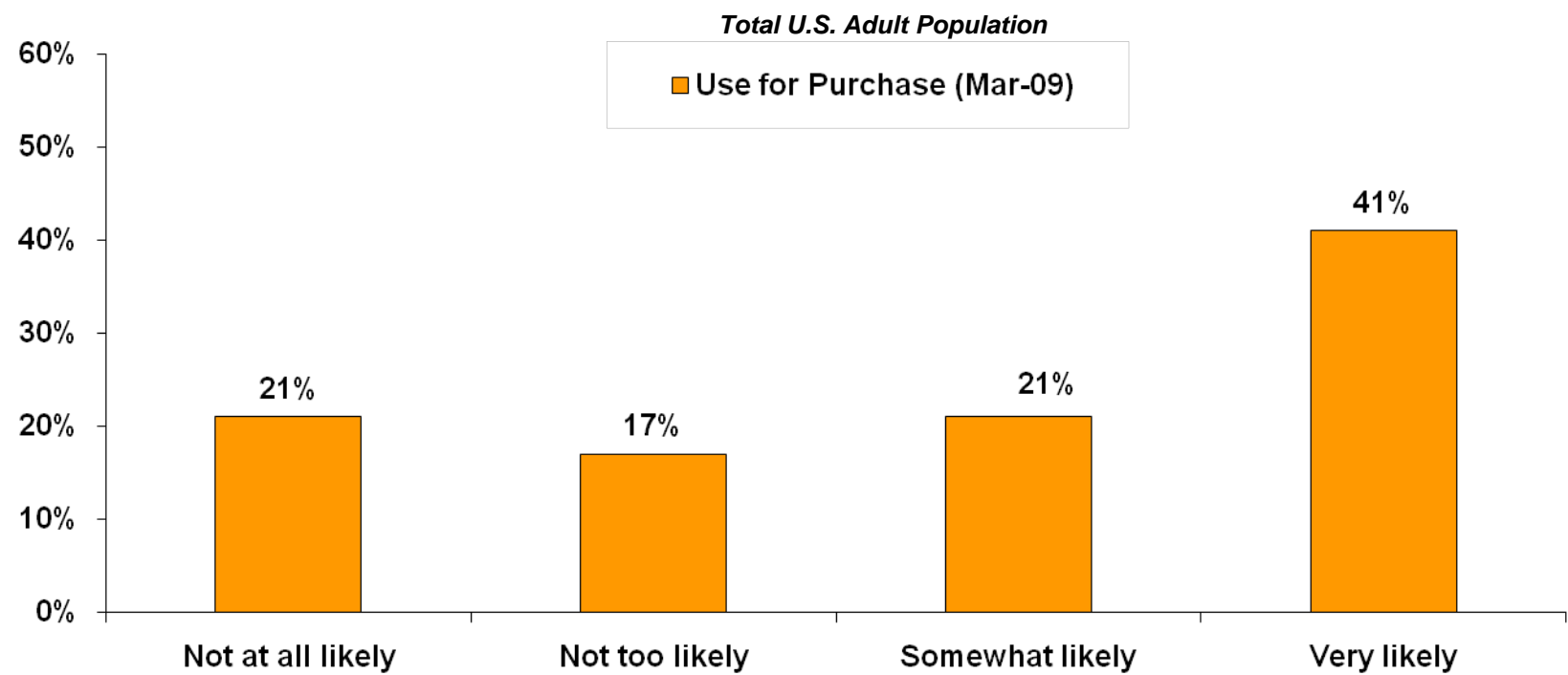


Six in Ten Adult Americans Say They Are Either Somewhat or Very Likely to Use \$1 Coin



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 \$1 Coin as change?

Likelihood to Use for Purchases

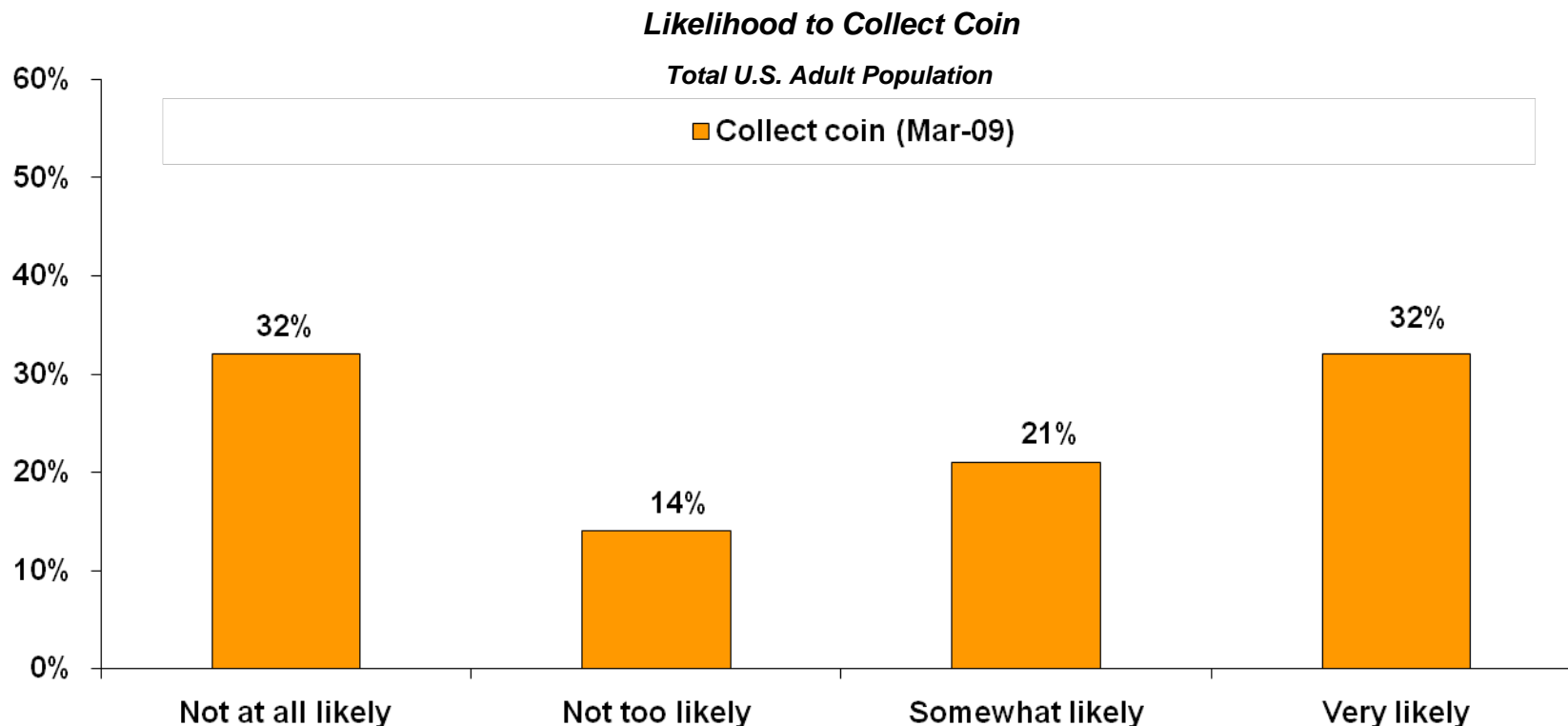


NOTE: No comparison is made with prior data because the question changed in March 2009, to add a description on the new Native American \$1 Coin Series

Polarizing Attitude Towards Collecting or Not Collecting \$1 Coins



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 \$1 Coin as change?



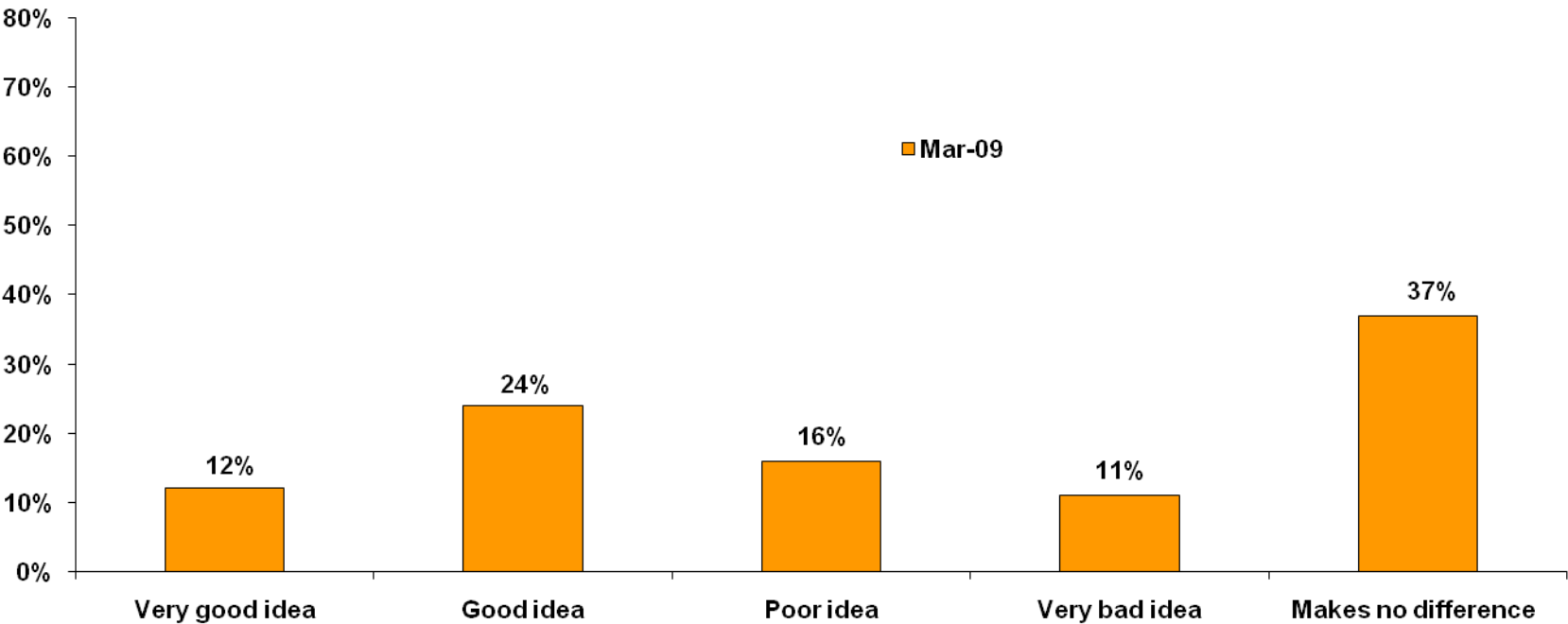
NOTE: No comparison is made with prior data because the question changed in March 2009, to add a description on the new Native American \$1 Coin Series

One-third of Americans Have No Opinion About Having \$1 Coins



What do you think about the idea of having a series of \$1 Coins ?

Total U.S. Adult Population

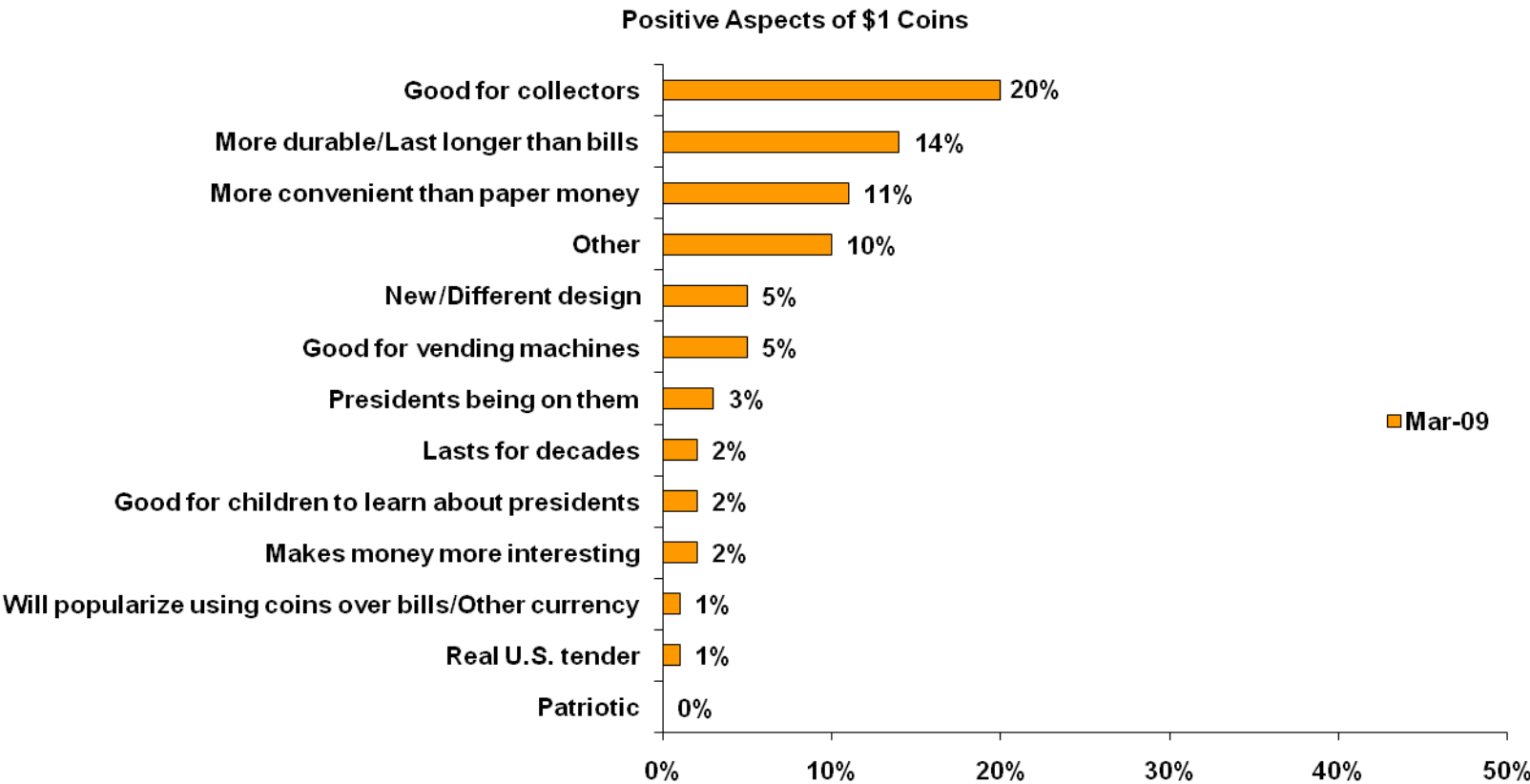


NOTE: No comparison is made with prior data because the question changed in March 2009, to add a description on the new Native American \$1 Coin Series

One in Five Americans Thinks the Collectability of \$1 Coins is the Most Positive Aspect



What do you think is the most *POSITIVE* aspect of the coin?
Total U.S. Adult Population



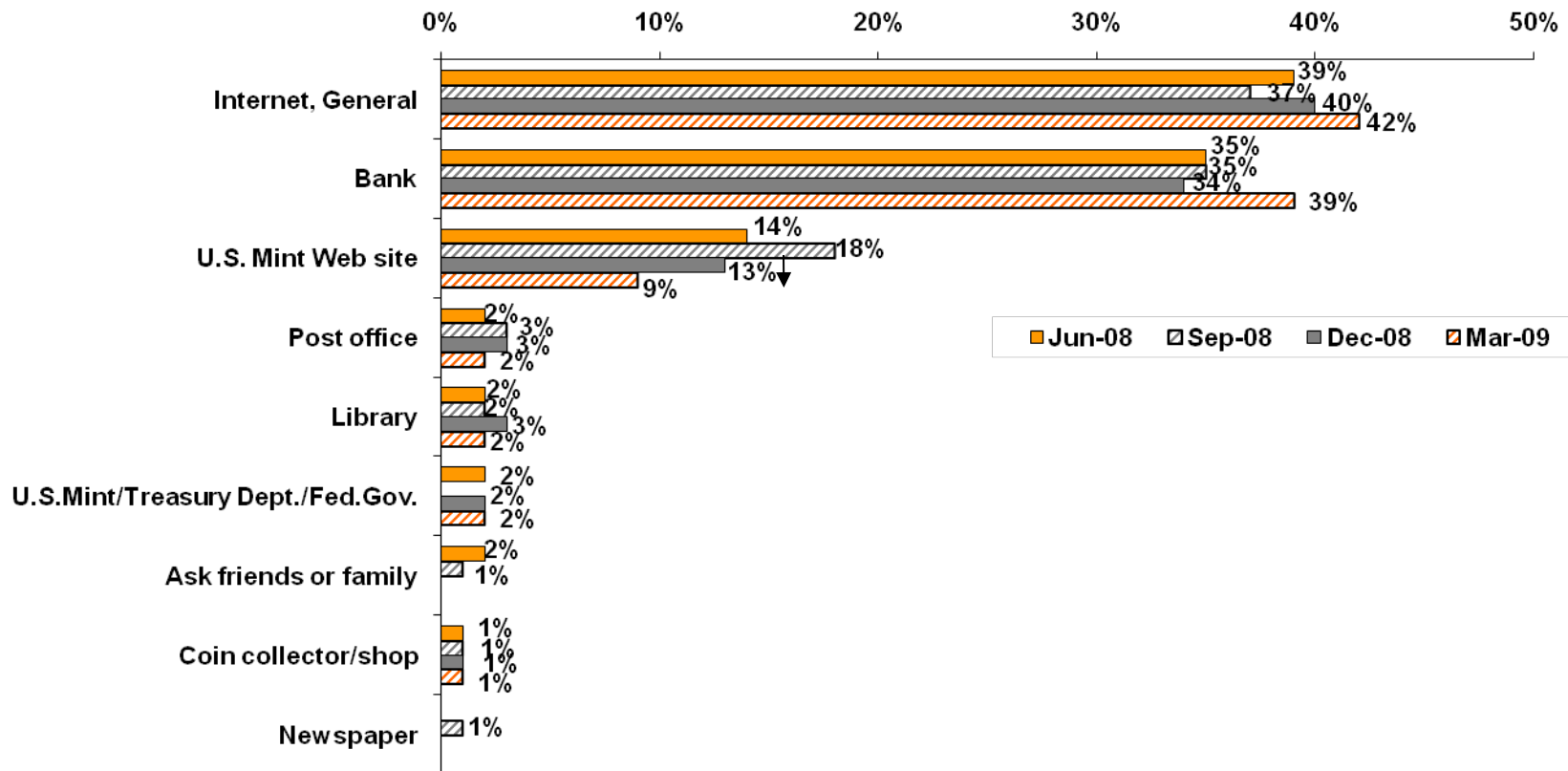
NOTE: No comparison is made with prior data because the question changed in March 2009 , to add a description on the new Native American \$1 Coin Series

Most Continue to Say They Would Likely Go to the Internet, Their Bank or the Mint's Web Site for Information on \$1 Coins



If you wanted to learn more about \$1 coins and where you can obtain the coins, where would you be most likely to go for that information?

Total U.S. Adult Population



↓↑ Indicates a significant difference from prior wave

NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

Possession

Possession of \$1 Coins

Handed \$1 Coin

Acceptance of \$1 Coins



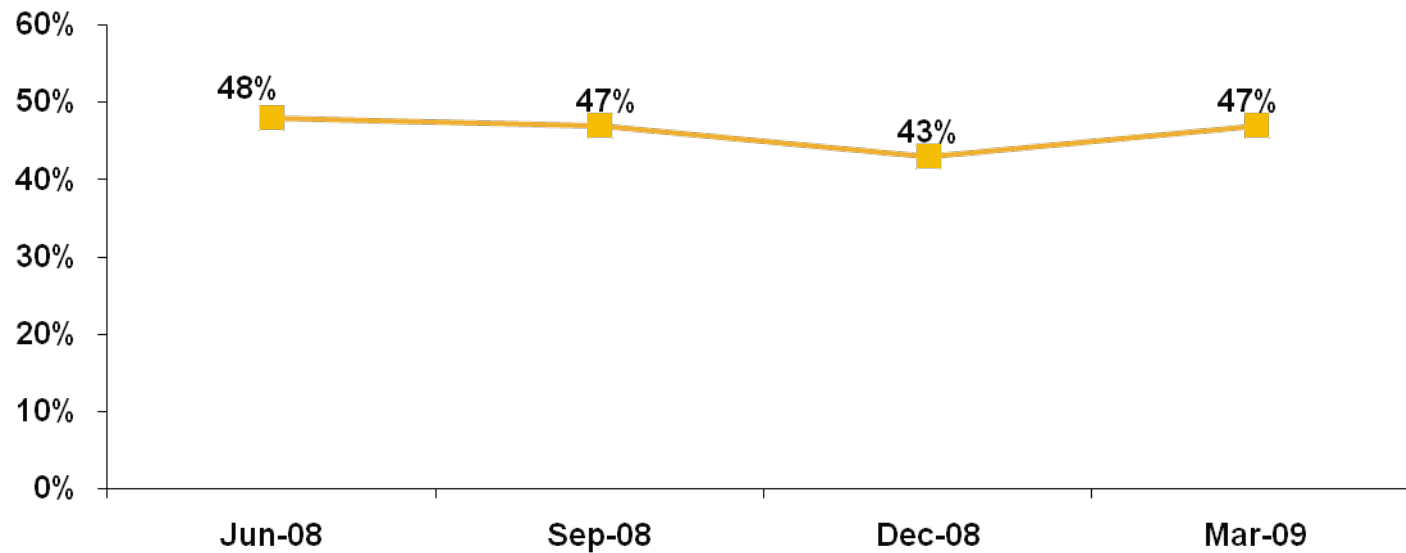
Increase in Possession--- Returns to Previous Levels, No Significant Change



In the past 12 months, have you had a \$1 coin in your possession?

Total U.S. Adult Population

Possession of \$1 Coins



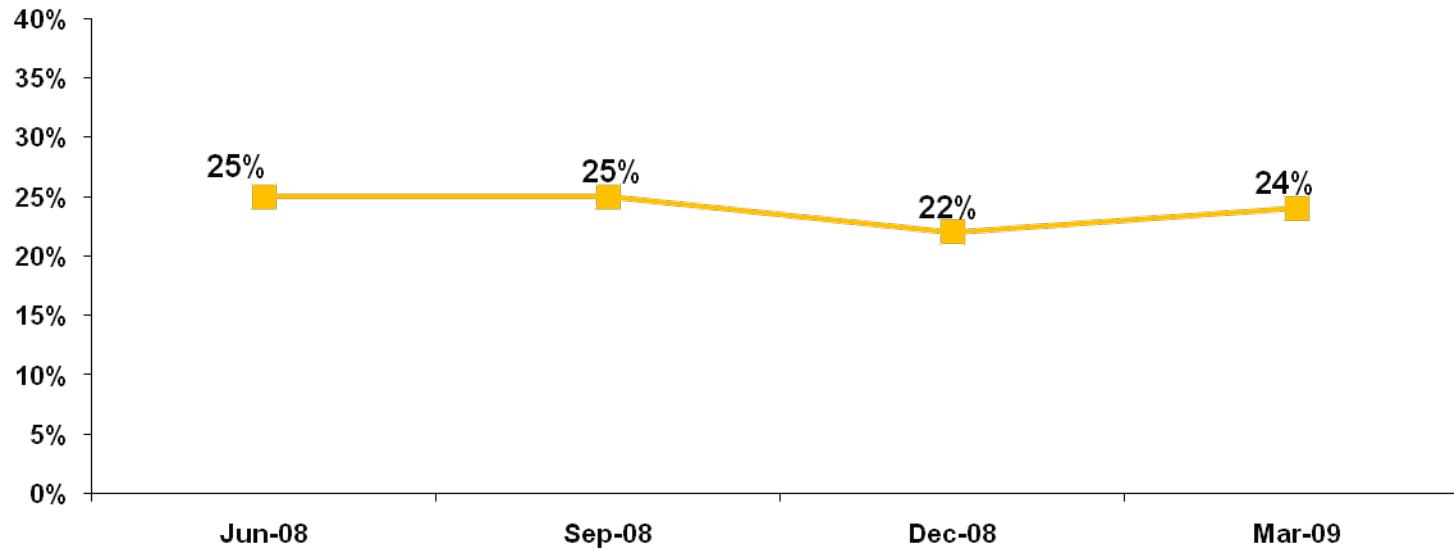
A Consistent 1 in 4 Americans Have Been Offered a \$1 Coin



In the past 12 months, has anyone in a bank, store, or retail business tried to hand you \$1 coin?

Total U.S. Adult Population

Adults Offered a \$1 Coin



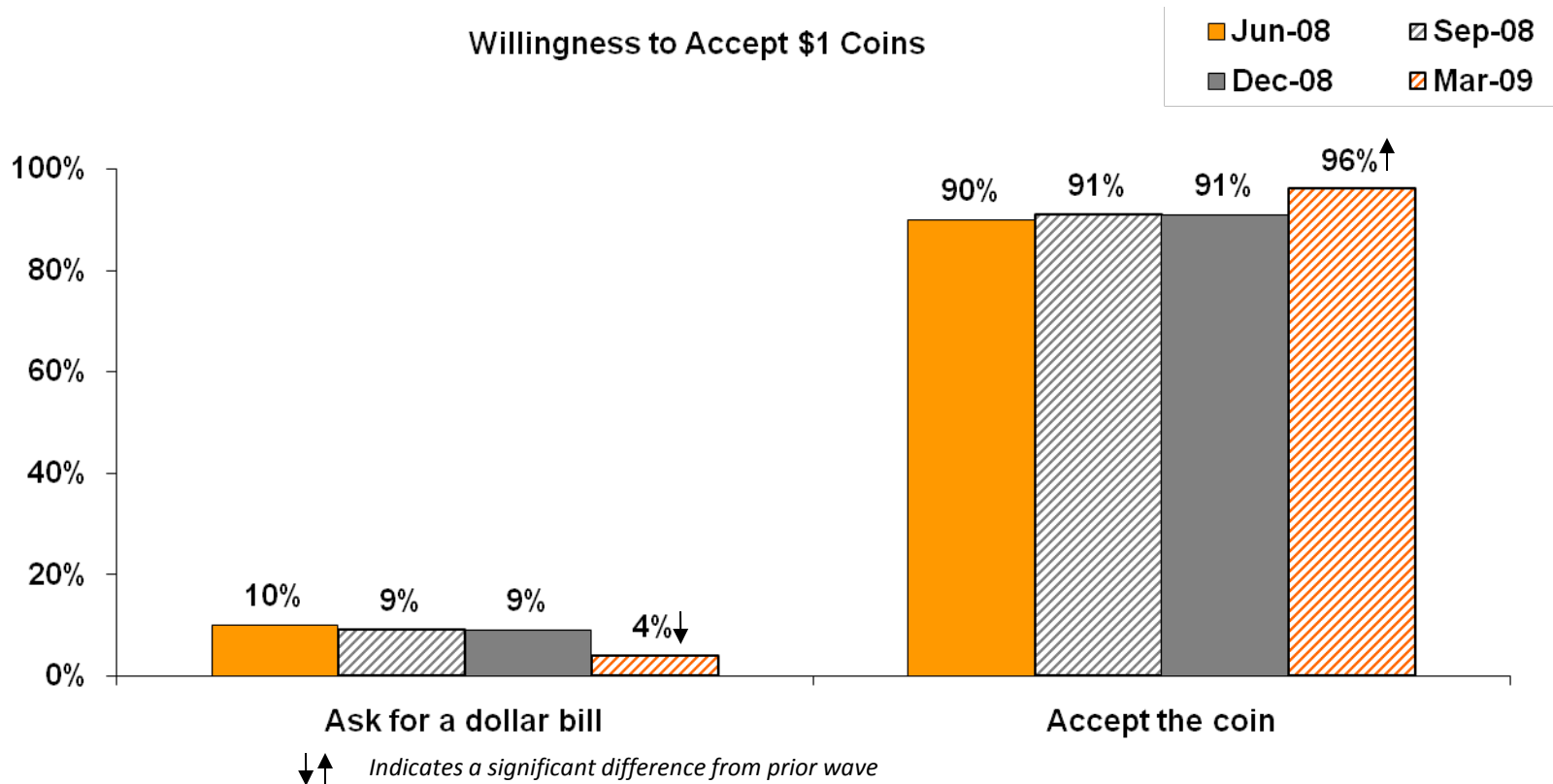
NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

Significant Increase in Willingness to Accept \$1 Coins



Once handed the coin, did you . . . ?

Among those who said 'YES' to having someone in a bank, store, or retail business try to hand them \$1 coin



NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

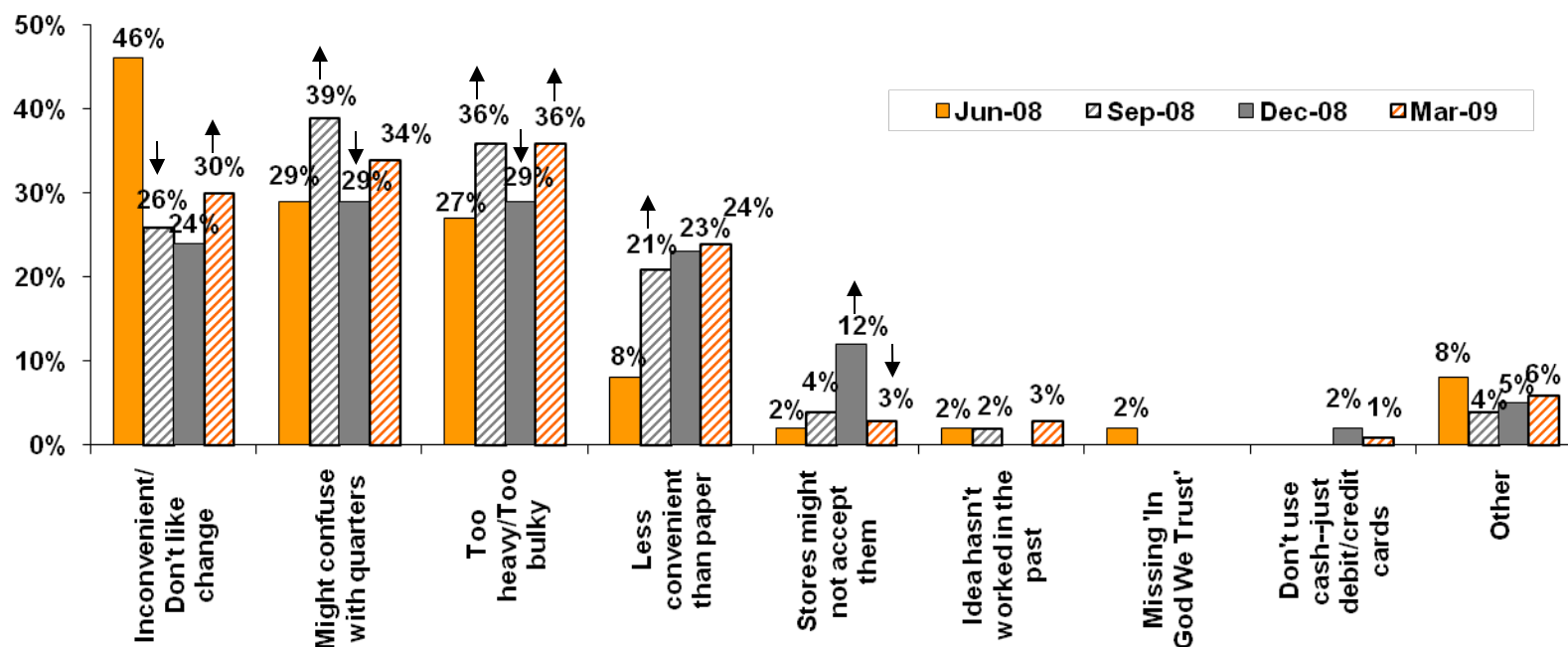
Significant Decrease in Those Who Report They Would Reject the Coin Because Stores Might Not Accept Them



What are the reasons you would NOT use \$1 coins when making cash transactions?

Among those who say they did or would 'ASK for a dollar bill' if offered a \$1 coin

Reason for Not Accepting \$1 Coins



↓ ↑ Indicates a significant difference from prior wave

NOTE: No comparison is made with data prior to June 2008 because the prior question asked about only Presidential \$1 Coins rather than \$1 Coins.

Usage

Usage of \$1 Coins
Specific Ads Driving Usage
Awareness of Specific Ads
Comfort in Use



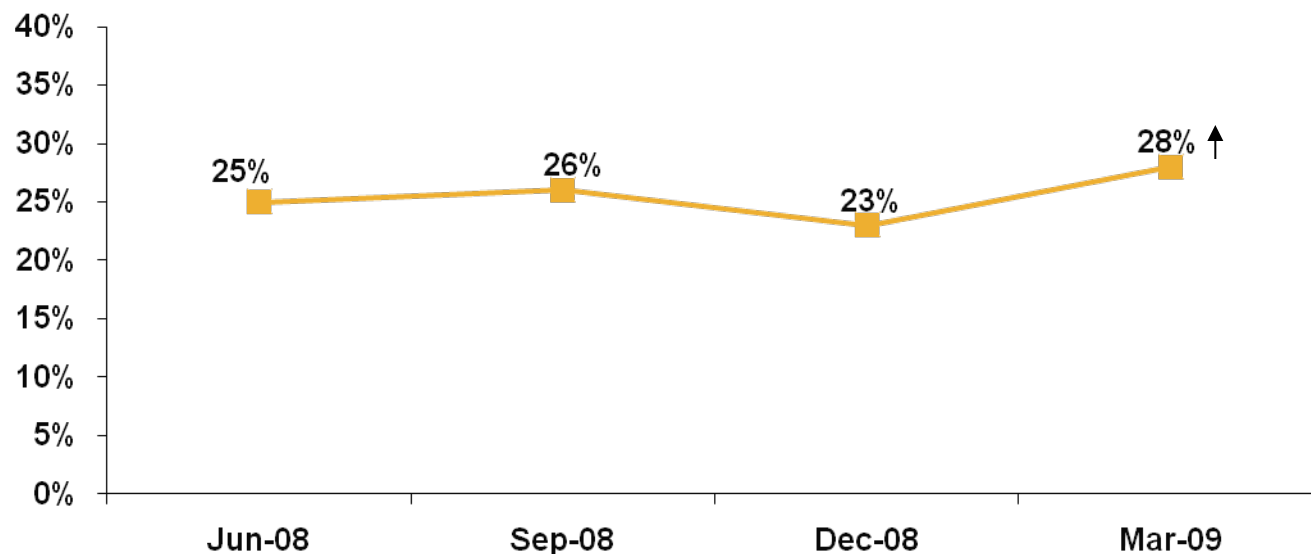
Significant Increase in Usage---Highest Observed Usage Since June 2008



Did you USE one of those \$1 coins to pay for something or make a purchase? (YES)

Total U.S. Adult Population

Use of \$1 Coins



↓↑ Indicates a significant difference from prior wave

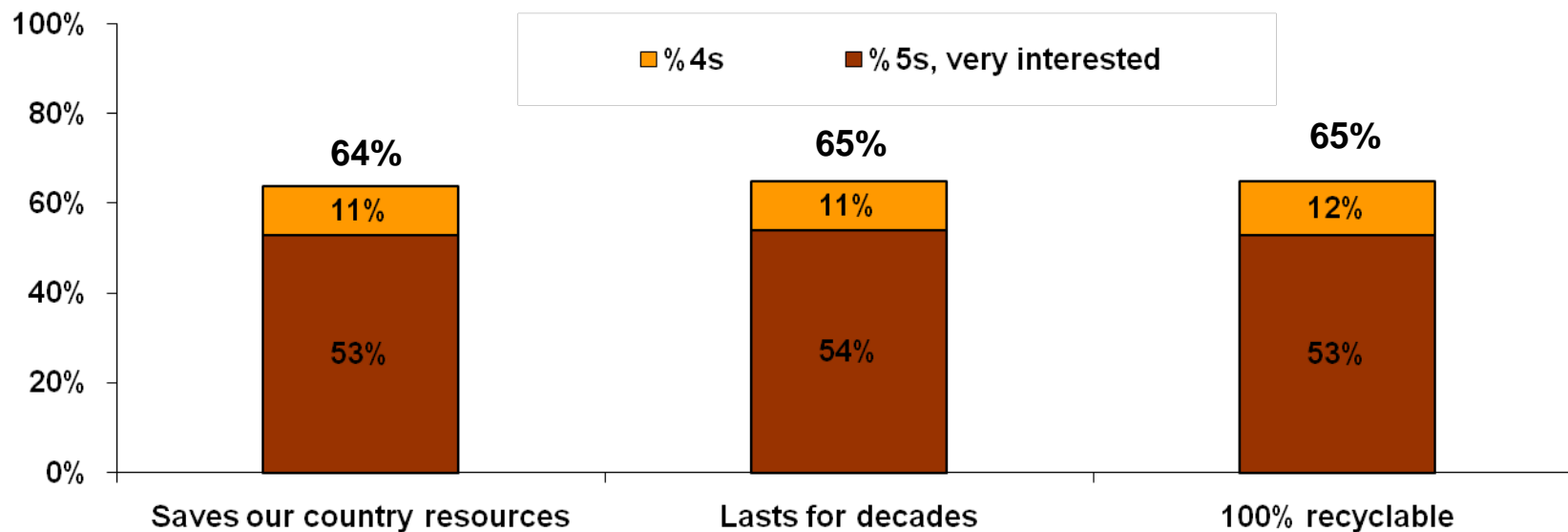
Little Difference Among Americans in Messages Generating Interest



Can you tell me how much interest each of the following messages makes you in using the coin?

Total U.S. Adult Population

Ad Potential to Drive Use of \$1 Coins



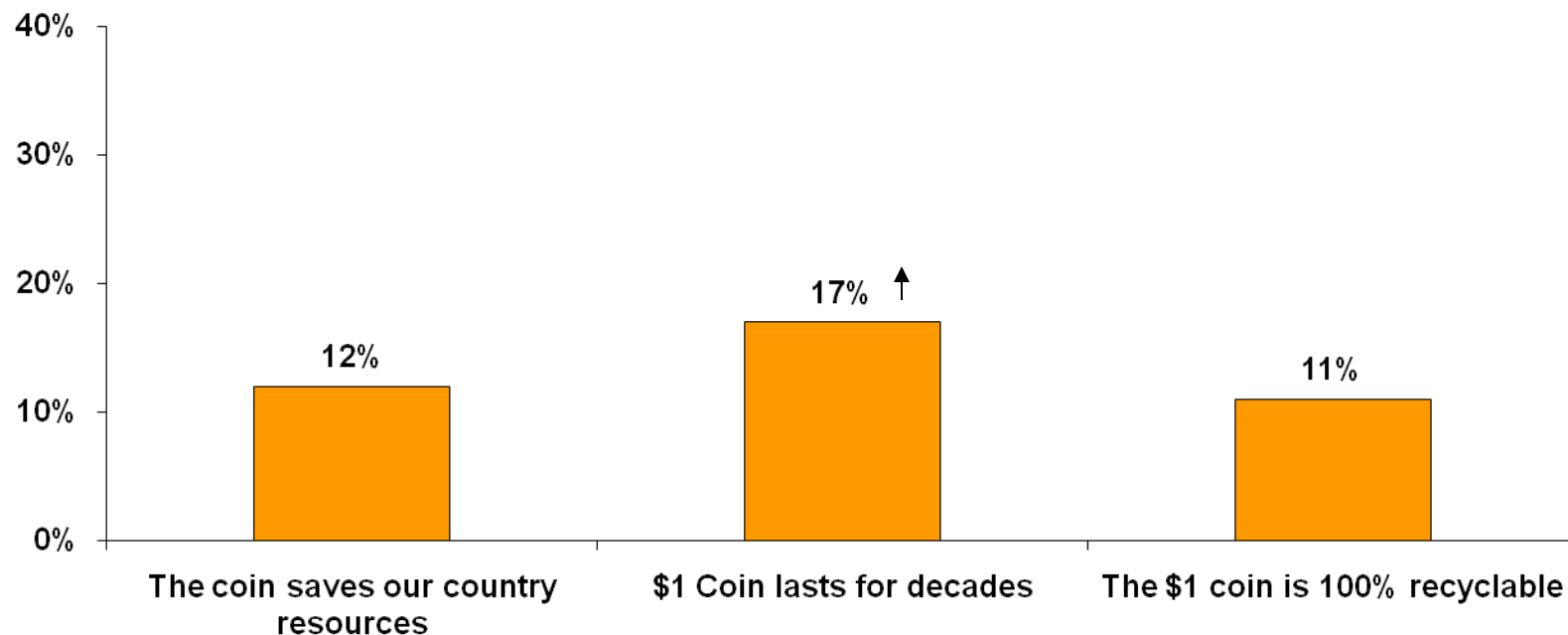
Less Than 1 in 5 Americans Have Seen The Messages



And still thinking about the three messages, have you actually seen any of them? (YES)

Total U.S. Adult Population

Those Who Have Seen a Specific Ad



↓↑ *Indicates a significant difference from other message*

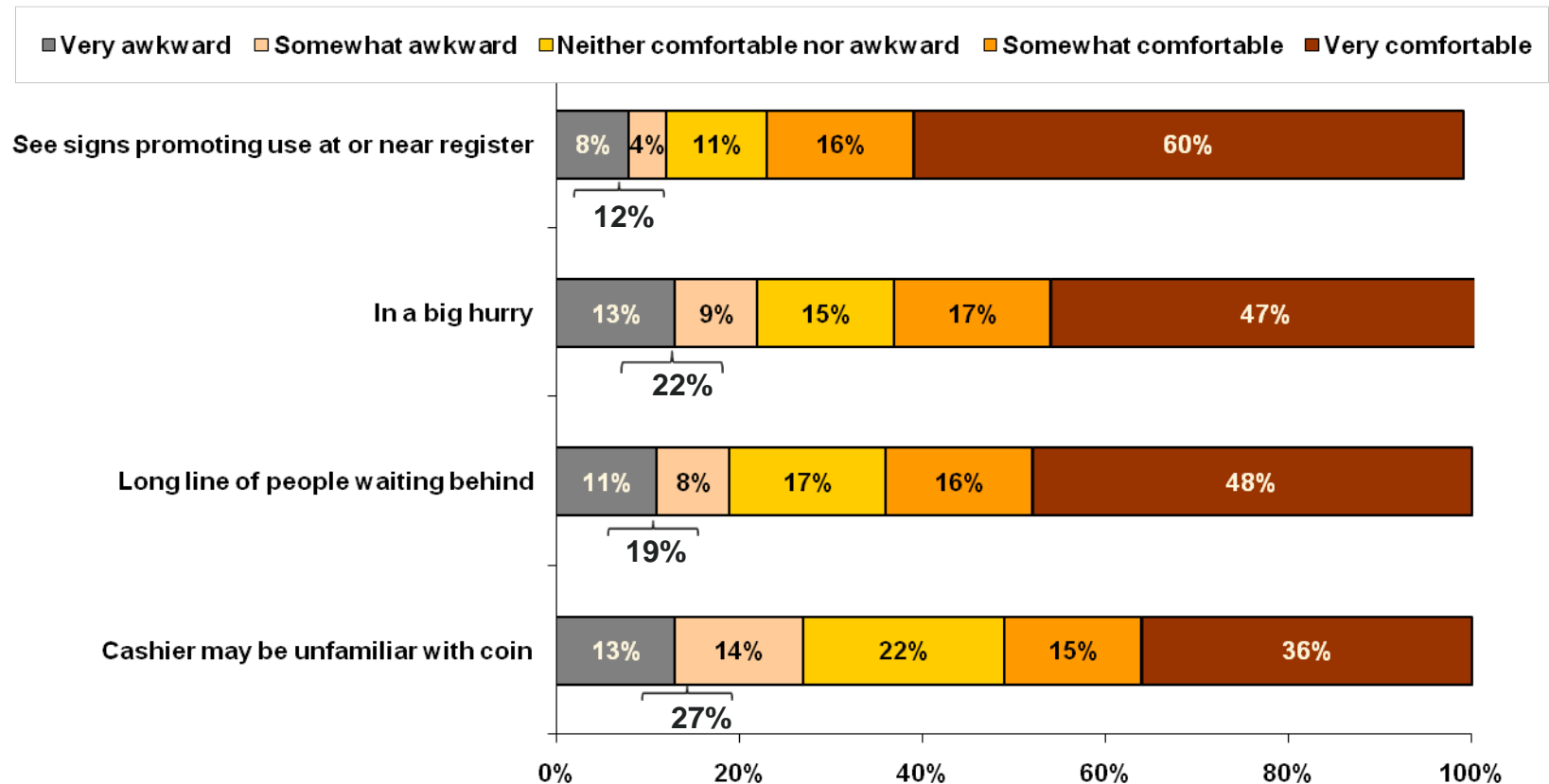
Different Scenarios Cause Different Levels of Comfort in Use



How comfortable would you feel using a \$1 Coin in each of the following scenarios?

Total U.S. Adult Population

Comfort in Use of \$1 Coins



Next Steps



- Regional Pilot Plan
- Change the messages to test ?
- Change the “awkward moment” scenarios ?
- Anything else needed to test ?



U.S. Mint

Presidential \$1 Coin Program

Pilot Pretest Awareness and Usage

August 2008

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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 July 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 29th to June 22nd, 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 Americans 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 is 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)

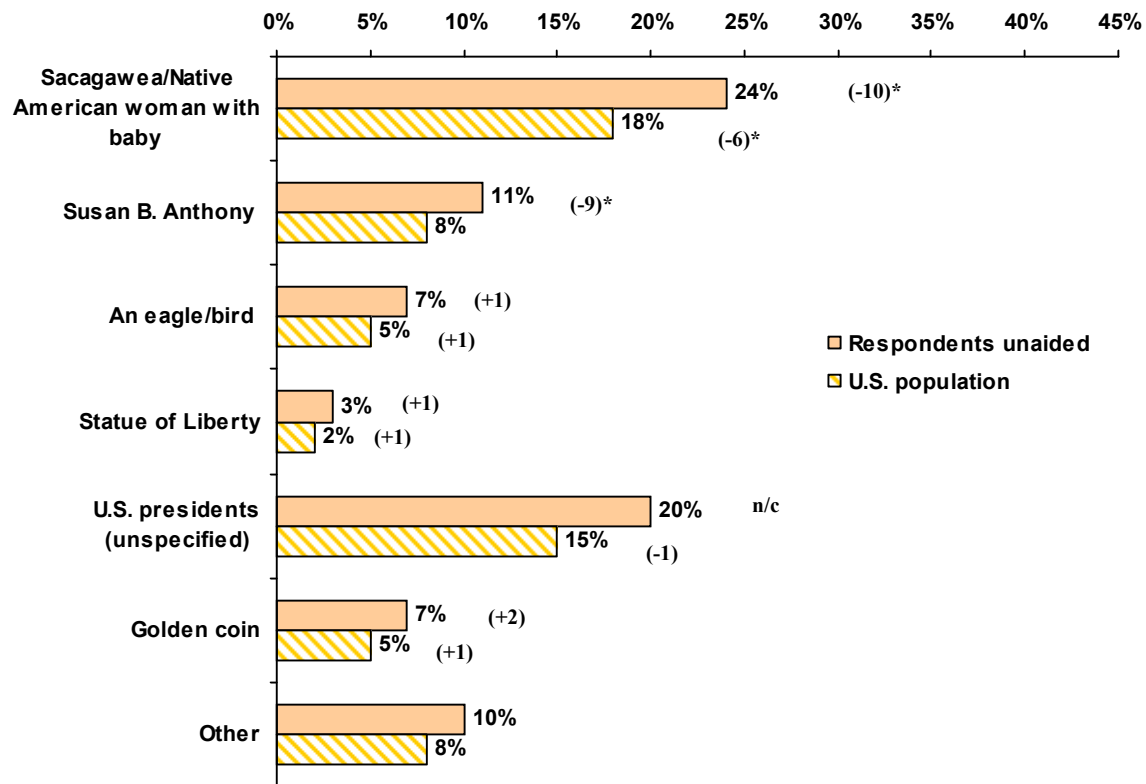
Sacagawea: 46% of respondents (35% of Portland adult population)

***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



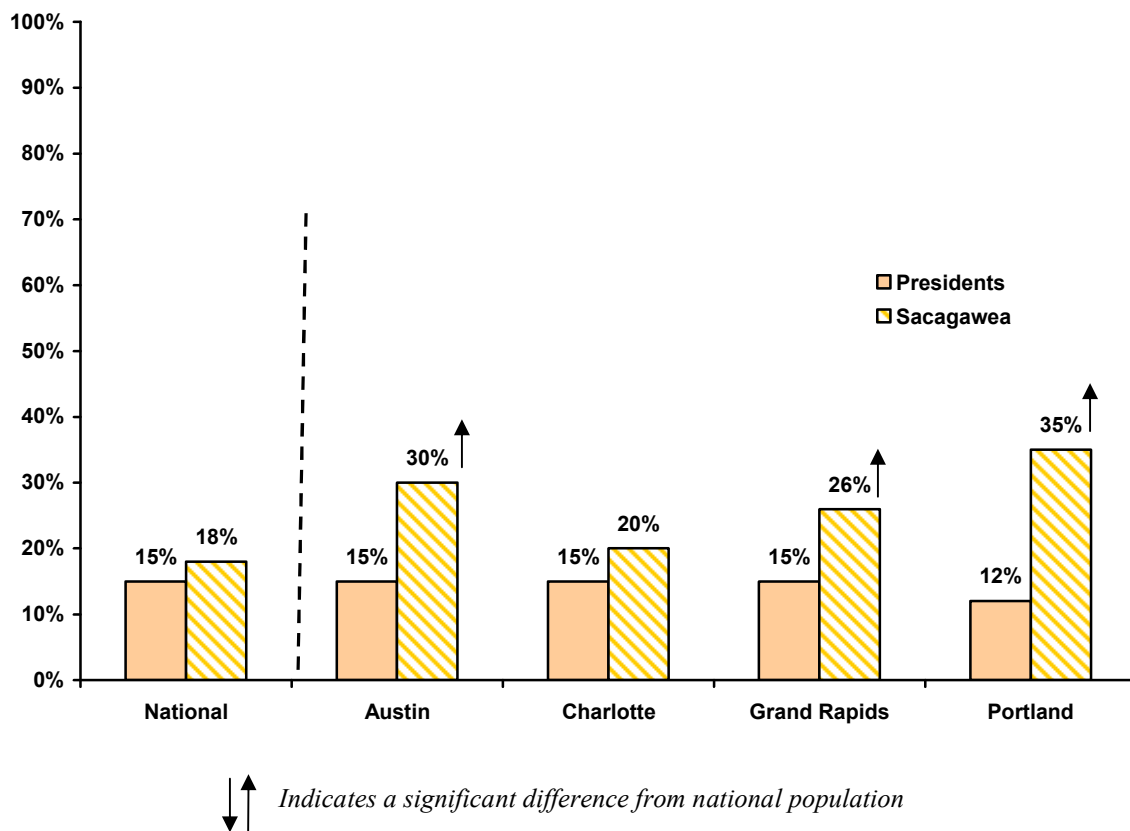
NOTE: Numbers in parenthesis represent change over prior wave

* 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.

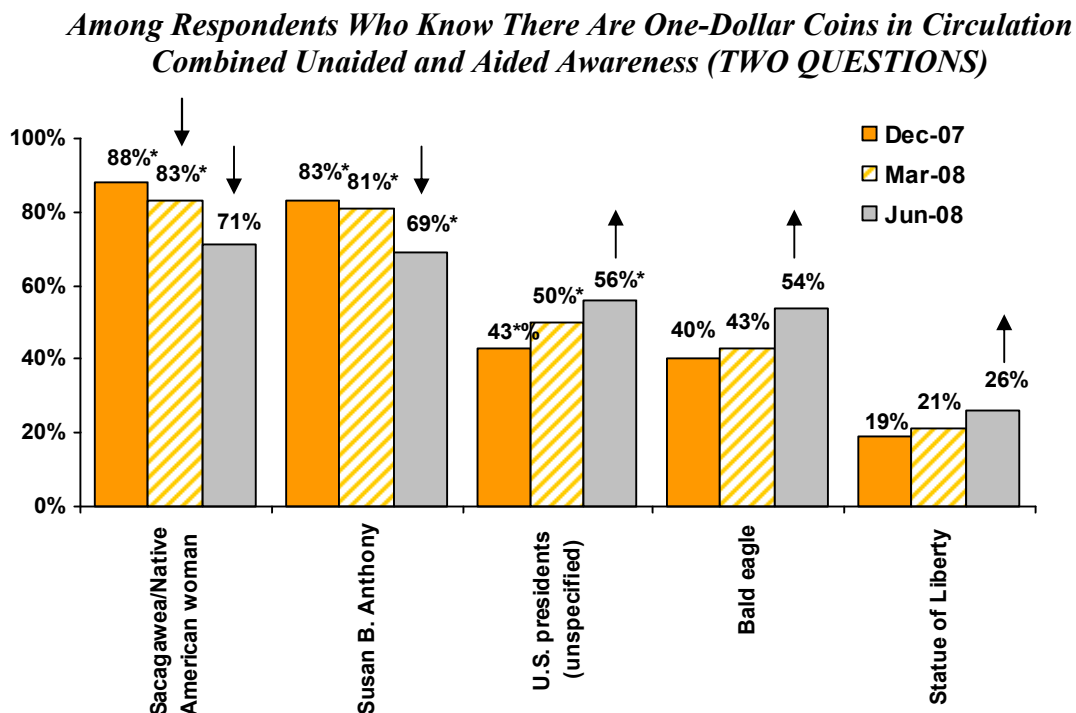
FINDING: Significant decreases in combined aided and unaided Sacagawea awareness and Susan B. Anthony coin awareness occurred in June 2008. There is a significant decrease from 83% (60% of total U.S. adult population) in March 2008 to 71% (54% of total U.S. adult population) in June 2008 in awareness 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.

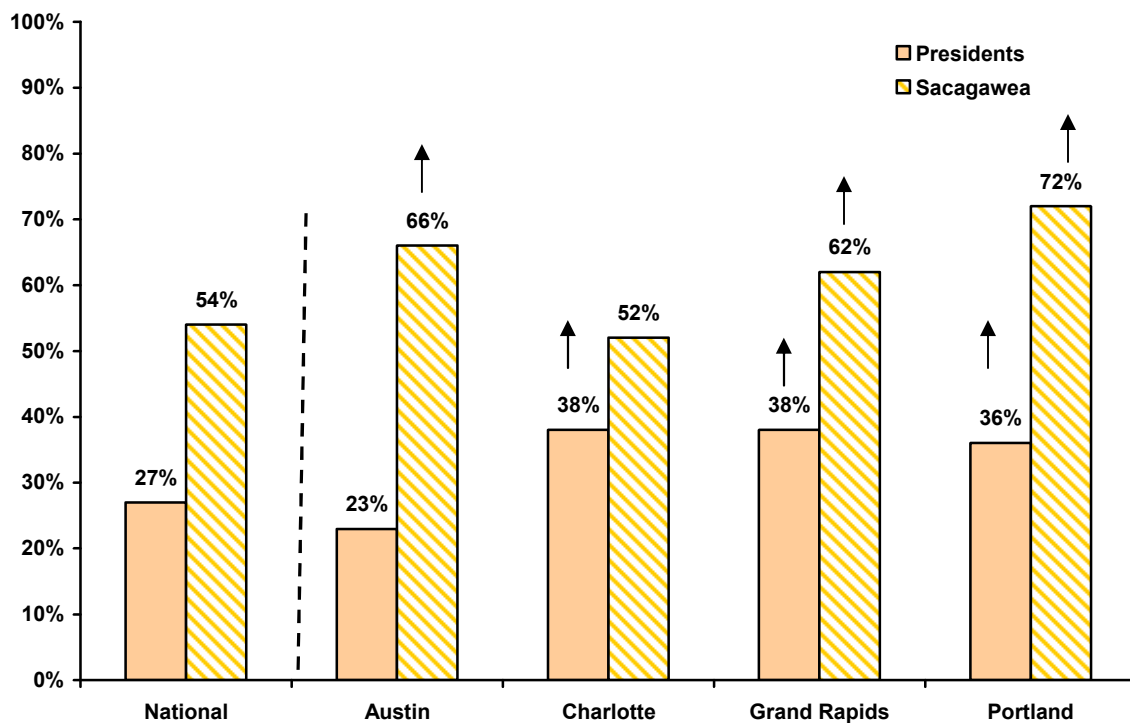
Chart 3: *Please tell me, from what you know, whether each of the following images is on the one-dollar coins: — National*



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

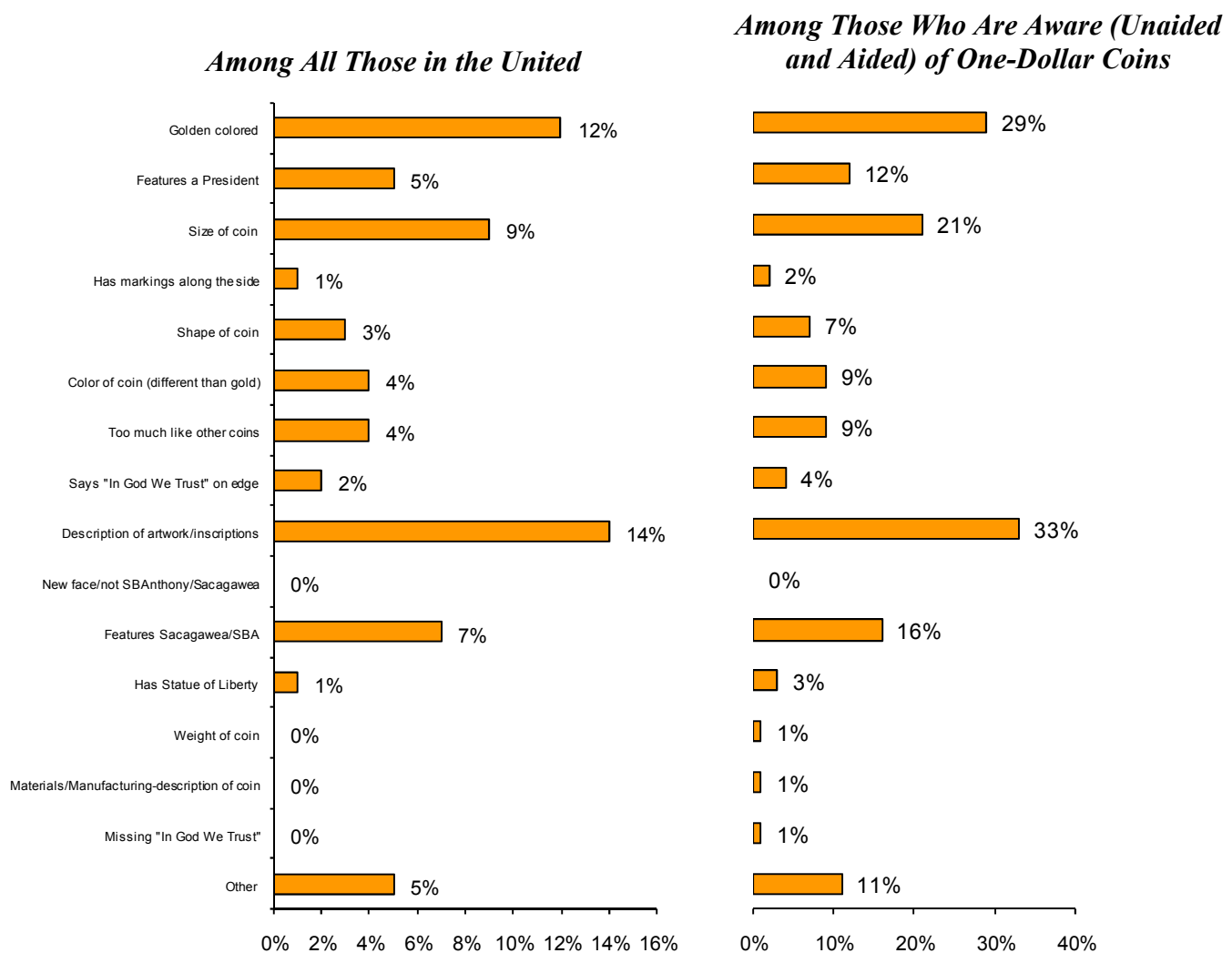


↑ ↓ Indicates a significant difference from national population

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 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.

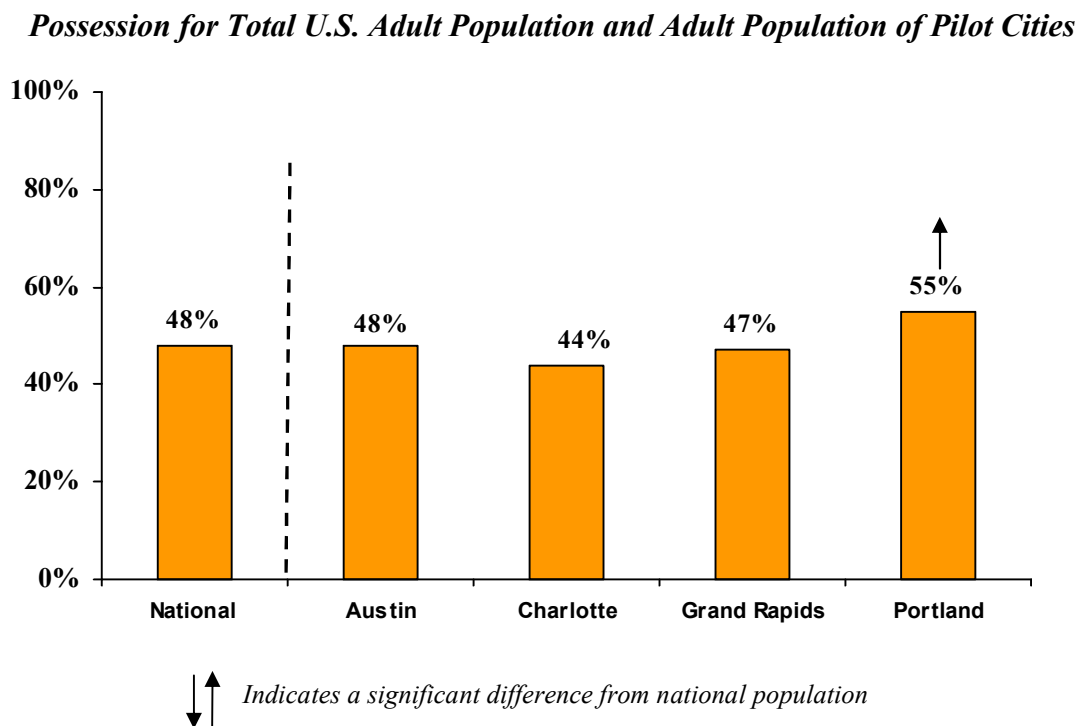
NOTE: Percentages may add to more than 100% due to multiple responses

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 coin 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?*

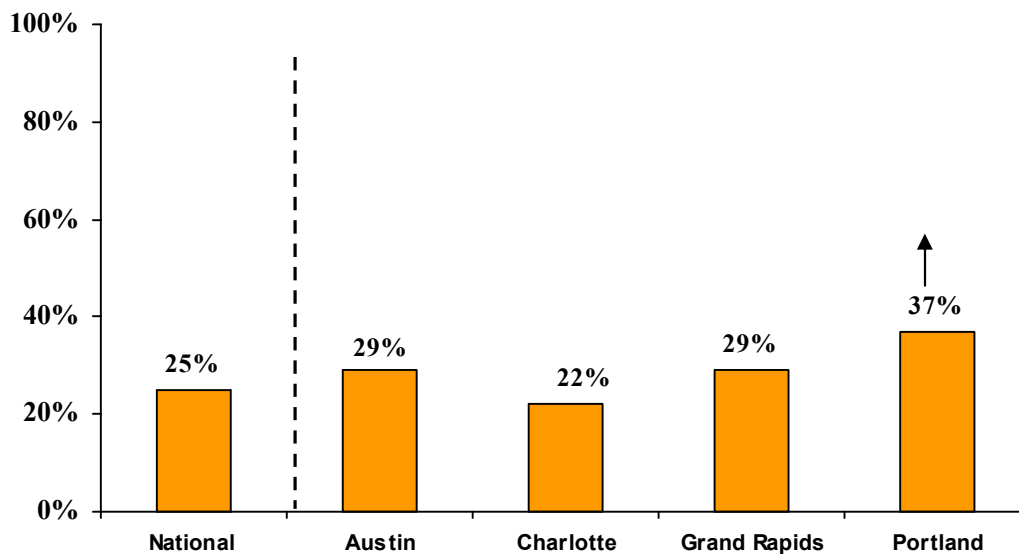


FINDING: One out of four Americans have used a one-dollar coin to pay for something or make a purchase. Usage is significantly higher among adults in Portland.

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



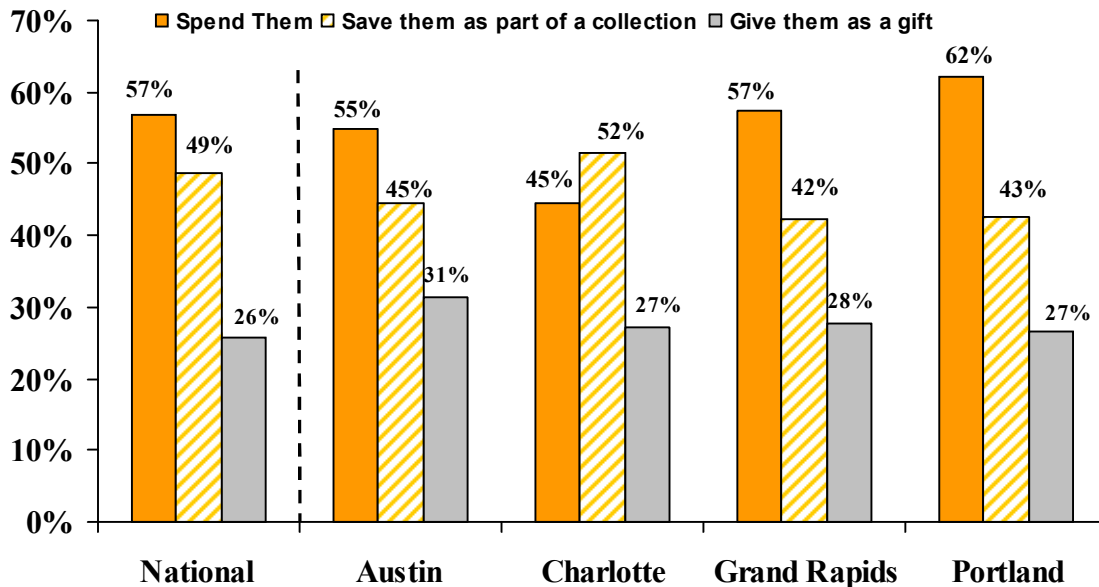
↑↓ Indicates a significant difference from national population

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 have 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 is 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

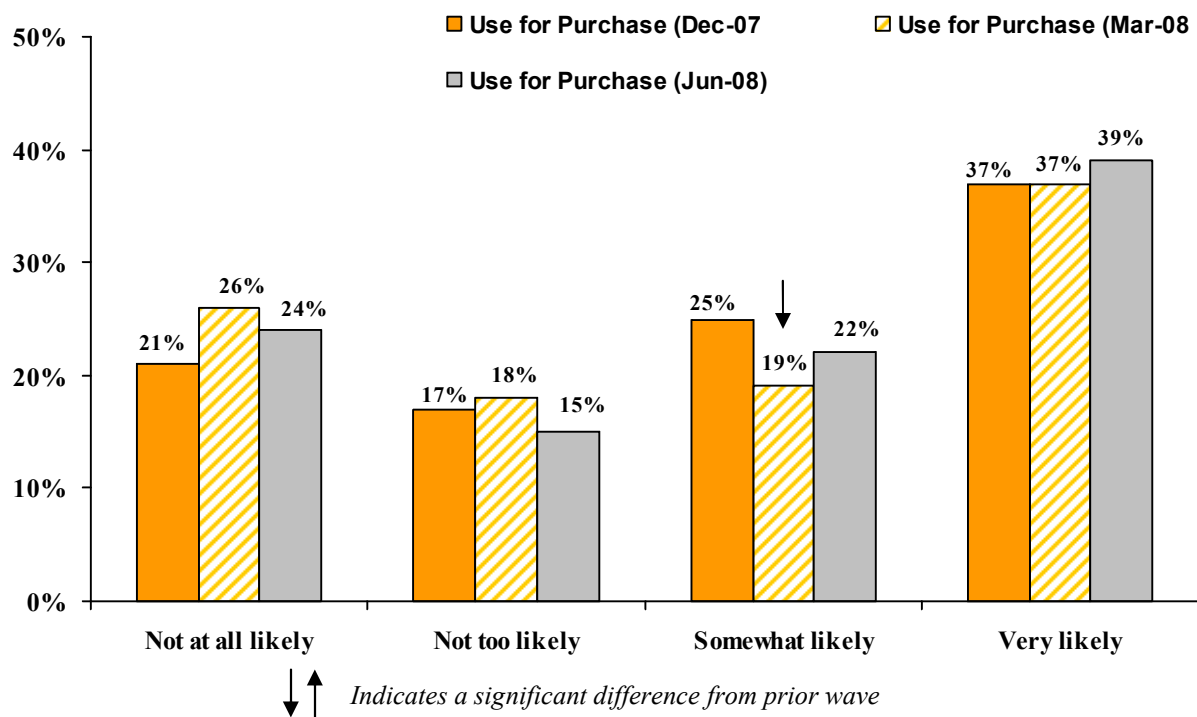


Chart 10: *After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — Pilot Cities*

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

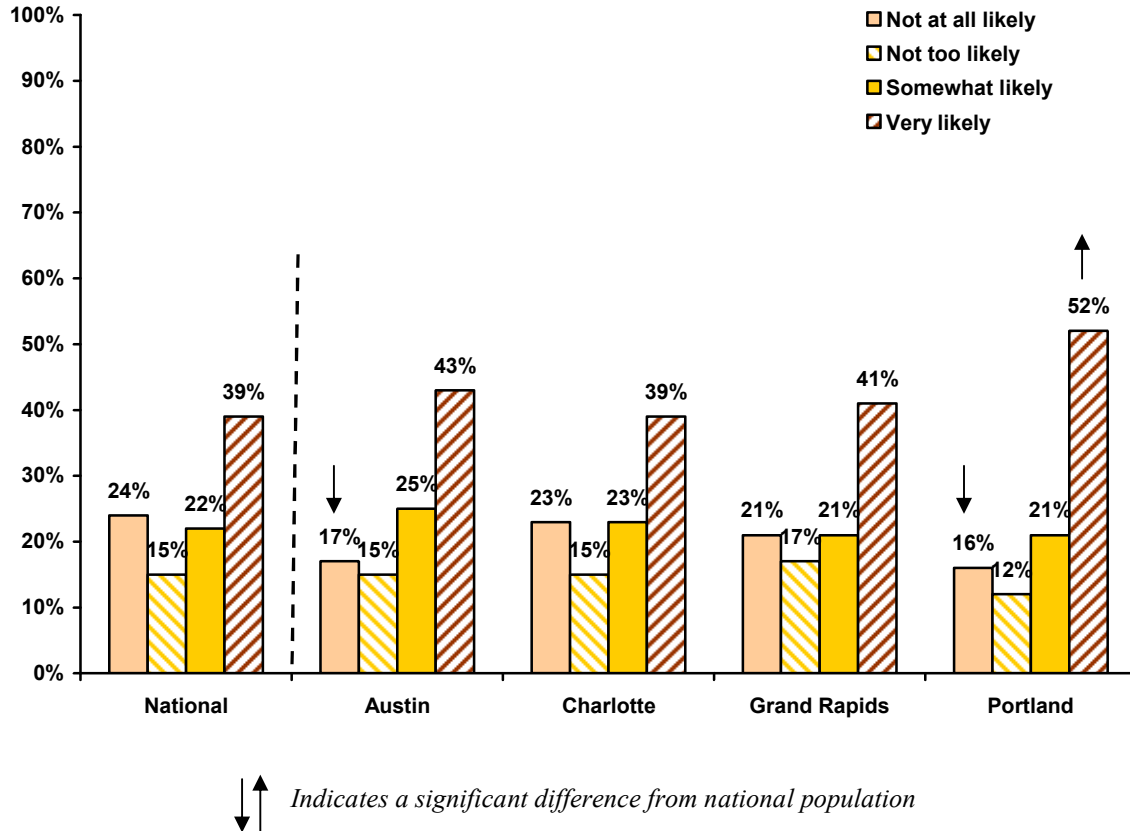
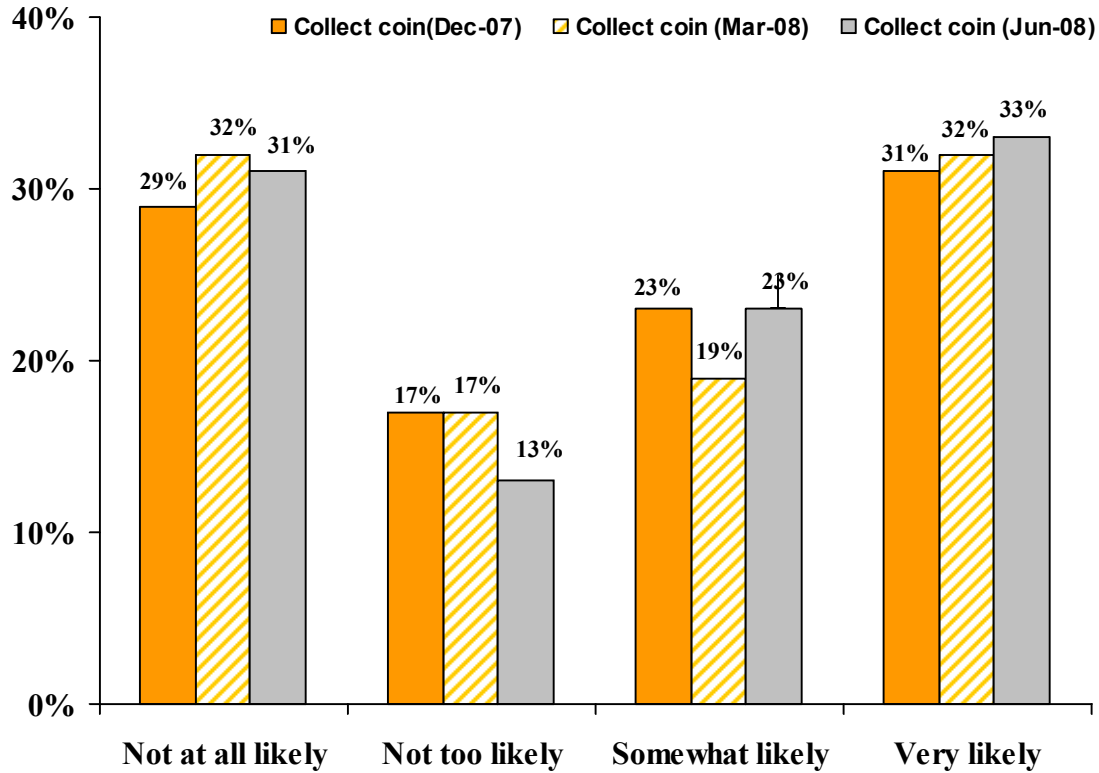


Chart 11: *After hearing this description, would you be very likely, somewhat likely, not too likely, or not at all likely to do each of the following if you receive a presidential one-dollar coin as change? — National*

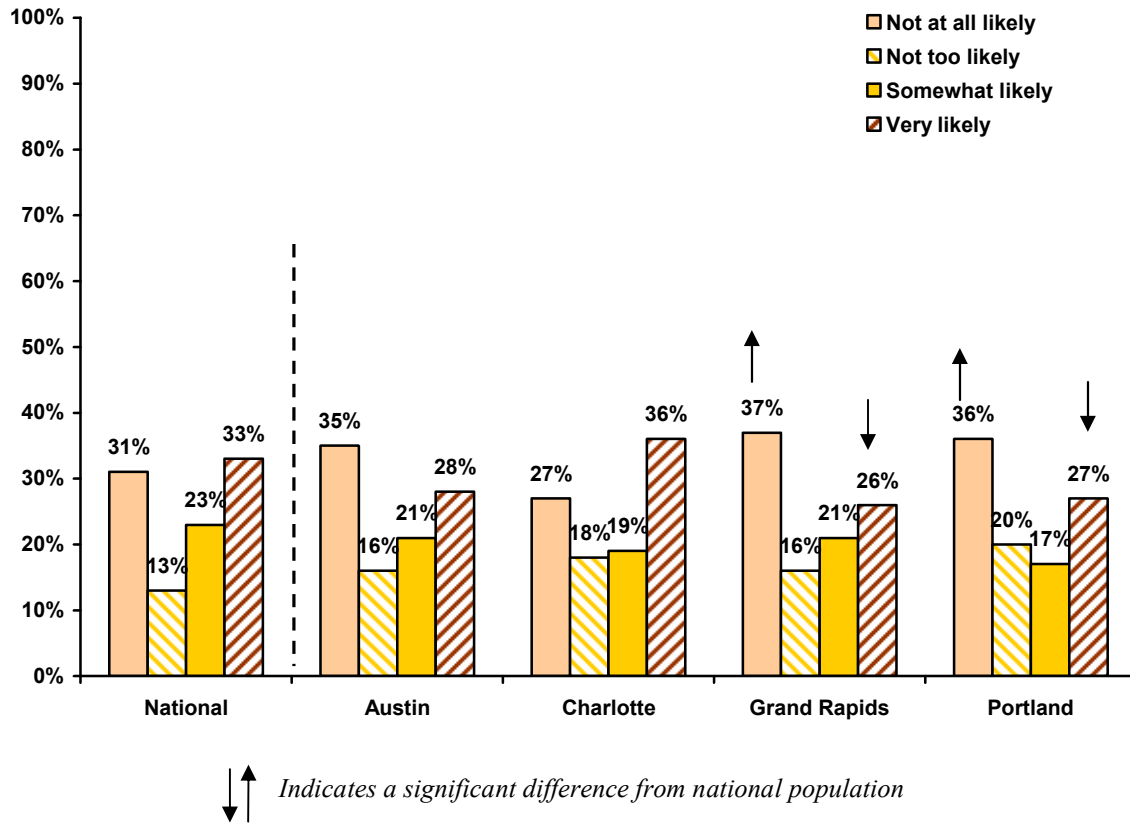
Likelihood to Collect Coin: Total U.S. Adult Population



Indicates a significant difference from prior wave

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

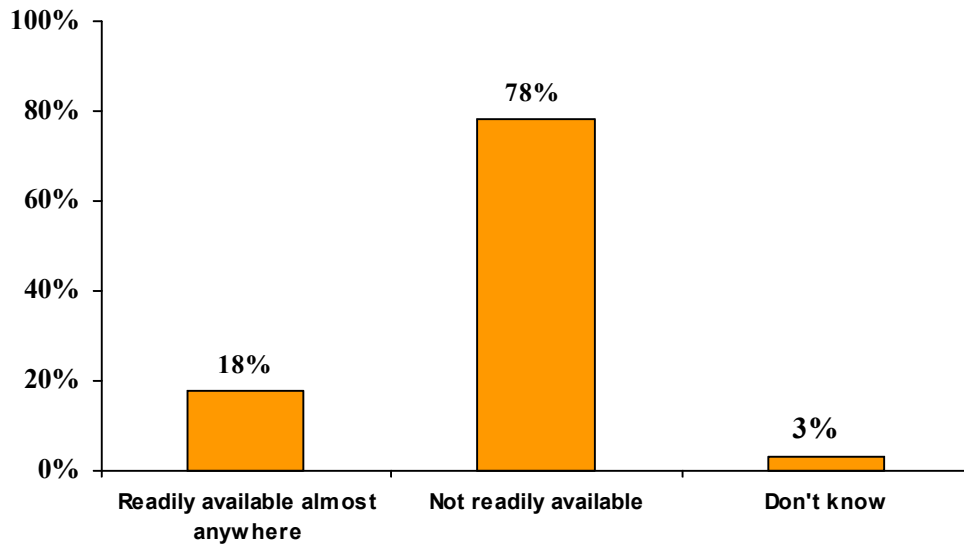


6.0 Acceptance and Availability

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 . . . ?*



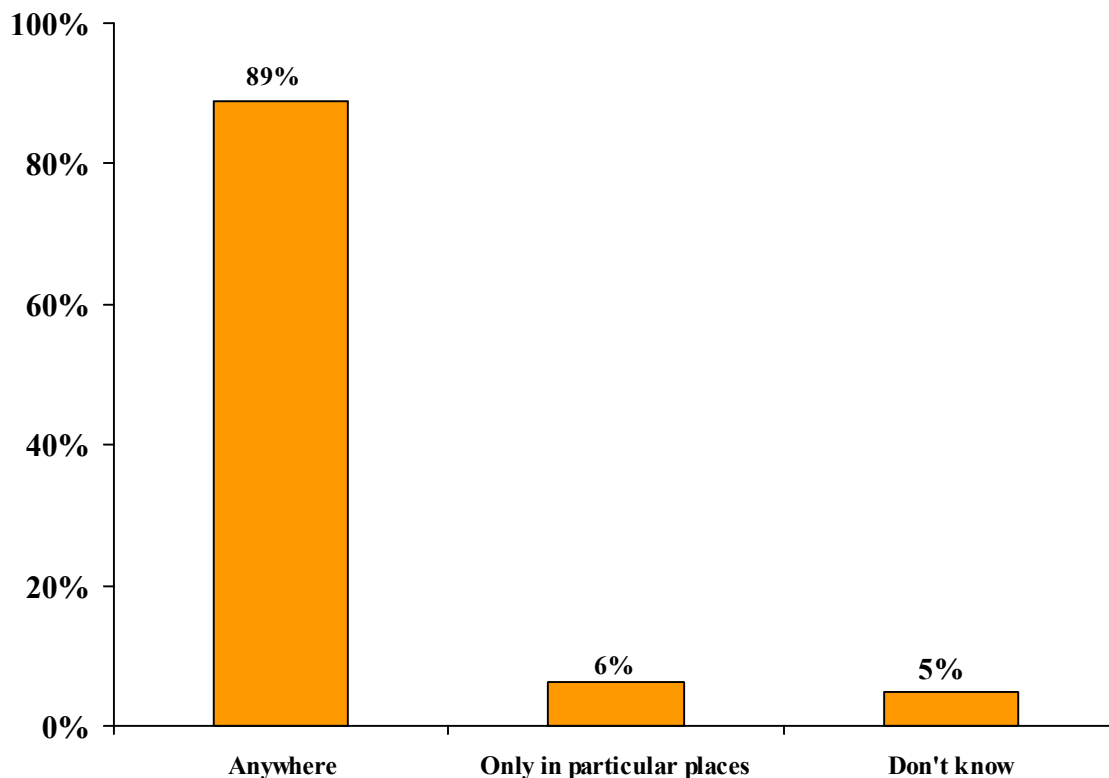
NOTE: No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

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.

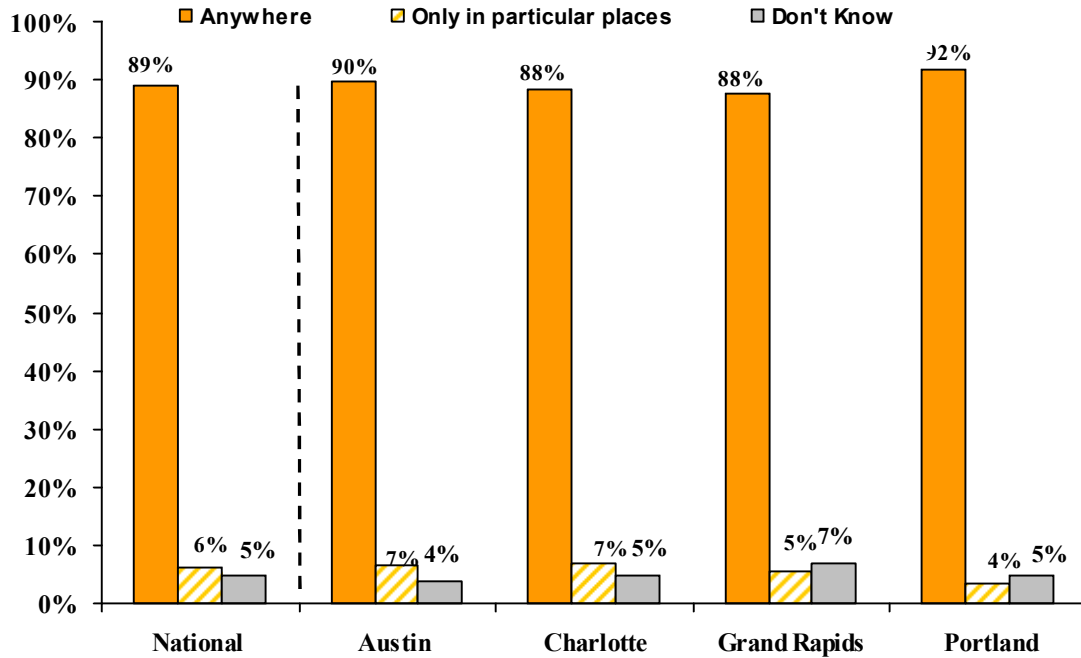
Chart 14: *From what you know are one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places? — National*



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

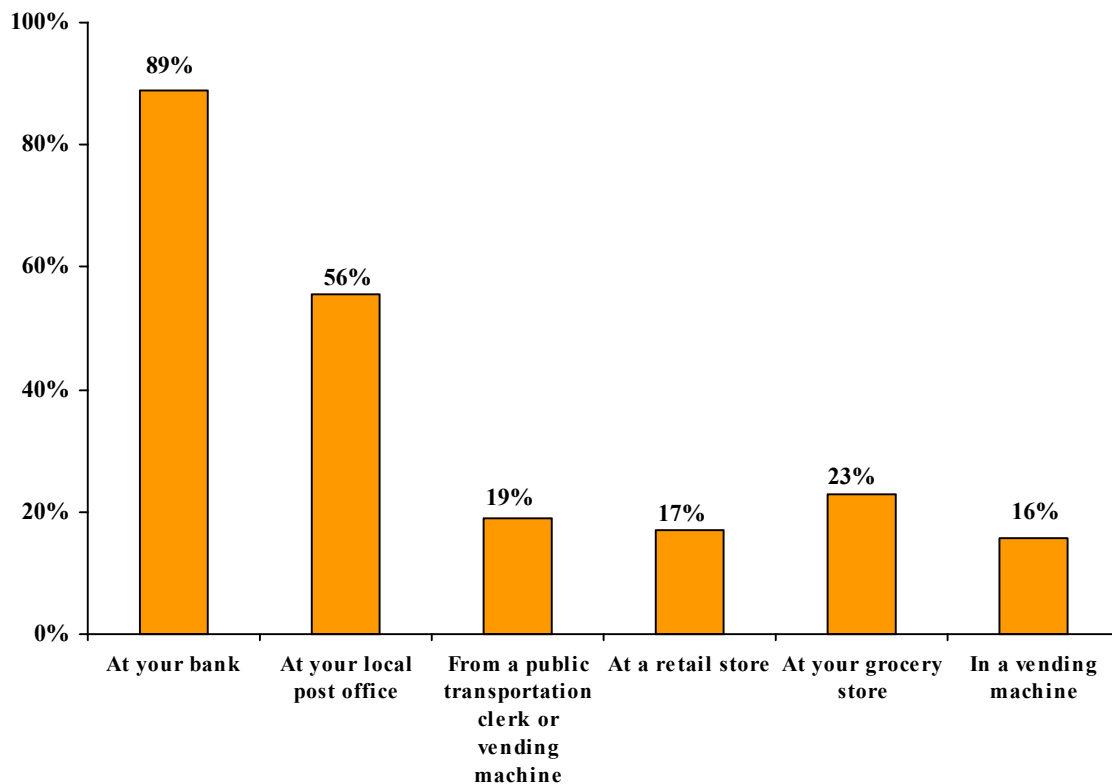


FINDING: Of the majority of respondents who indicated one-dollar coins are not readily available, most think they can easily get the coins from a bank (89%) or at their local post office (56%).

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

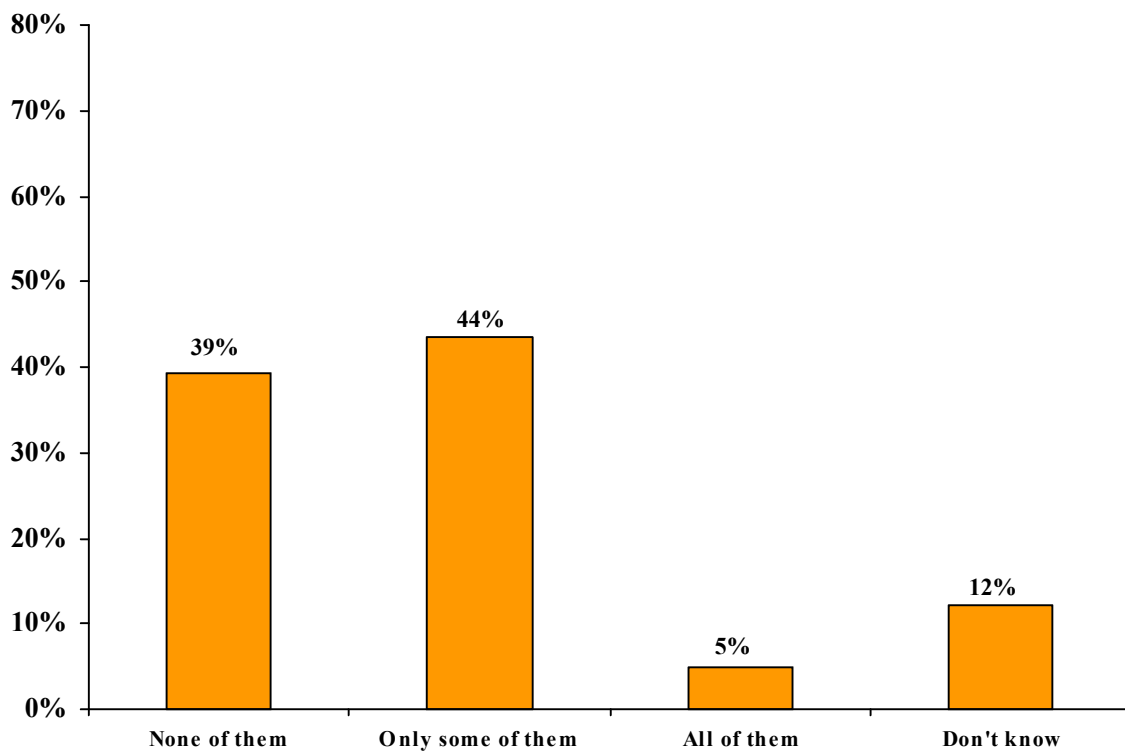


NOTE: No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

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?*

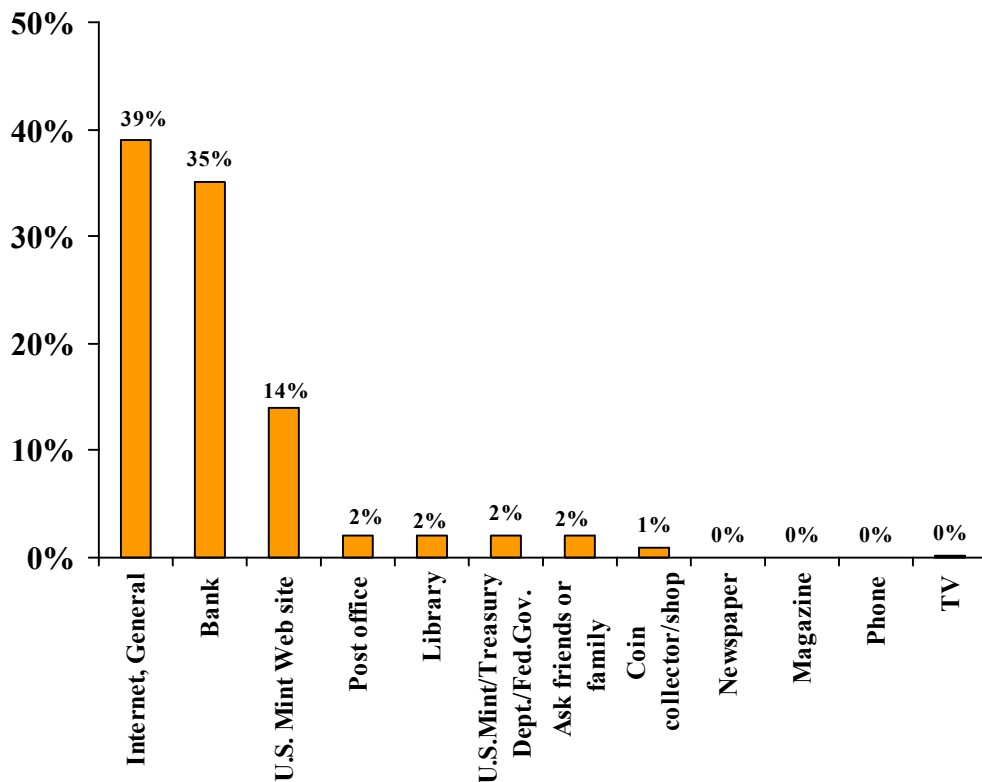


NOTE: No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

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?*

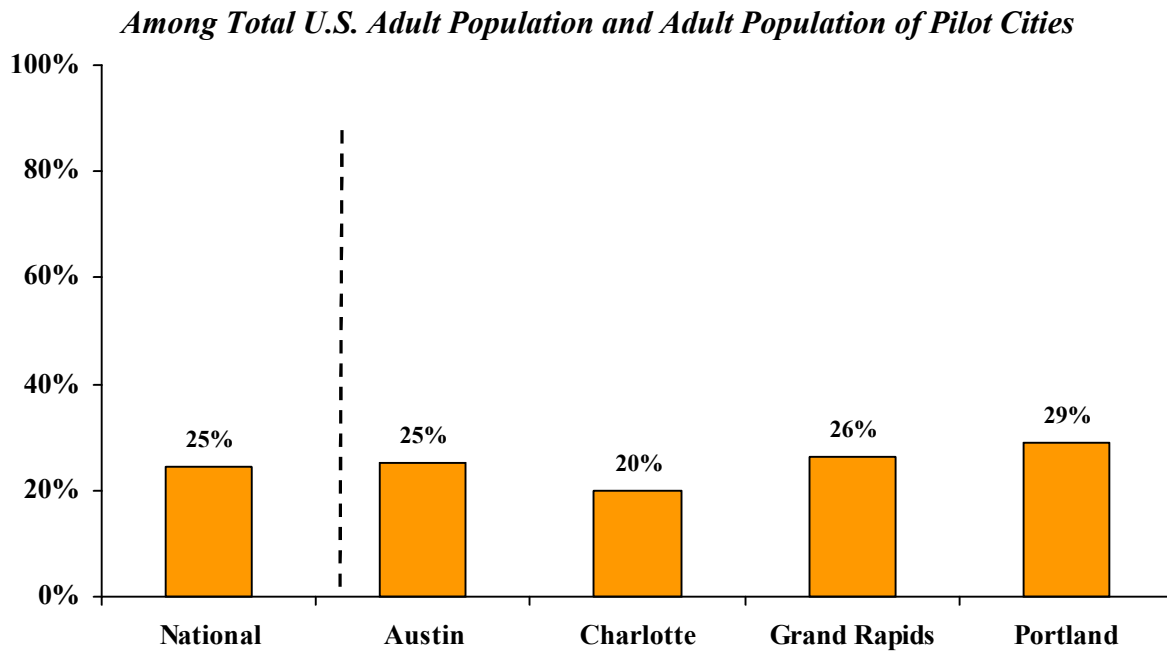


NOTE: No comparison is made with prior data because the question changed in June 2008 to ask about one-dollar coins rather than only presidential one-dollar coins.

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?*

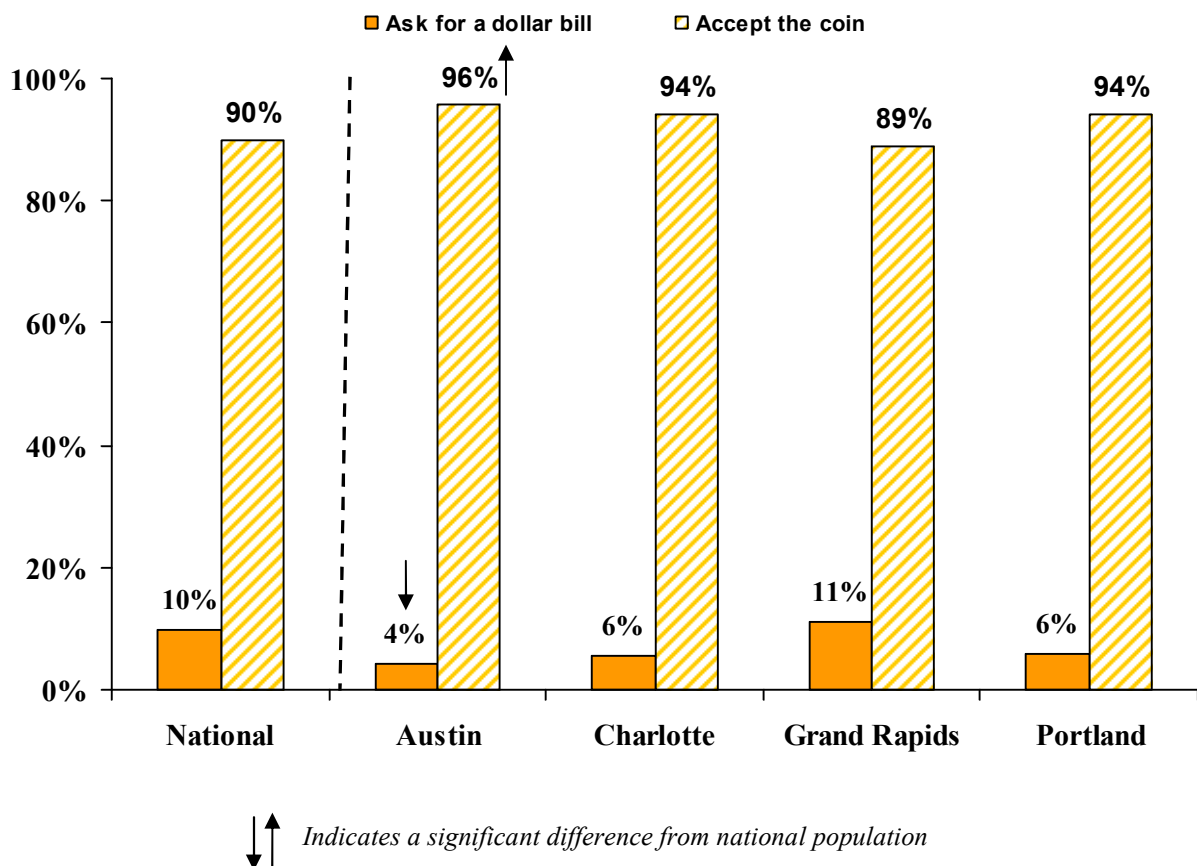


FINDING: Ninety percent of those individuals who have been offered a dollar coin in the past 12 months report they accepted the coin rather than ask for a one-dollar bill. Those Austin are significantly more likely to accept a coin (96%) compared to the national population.

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



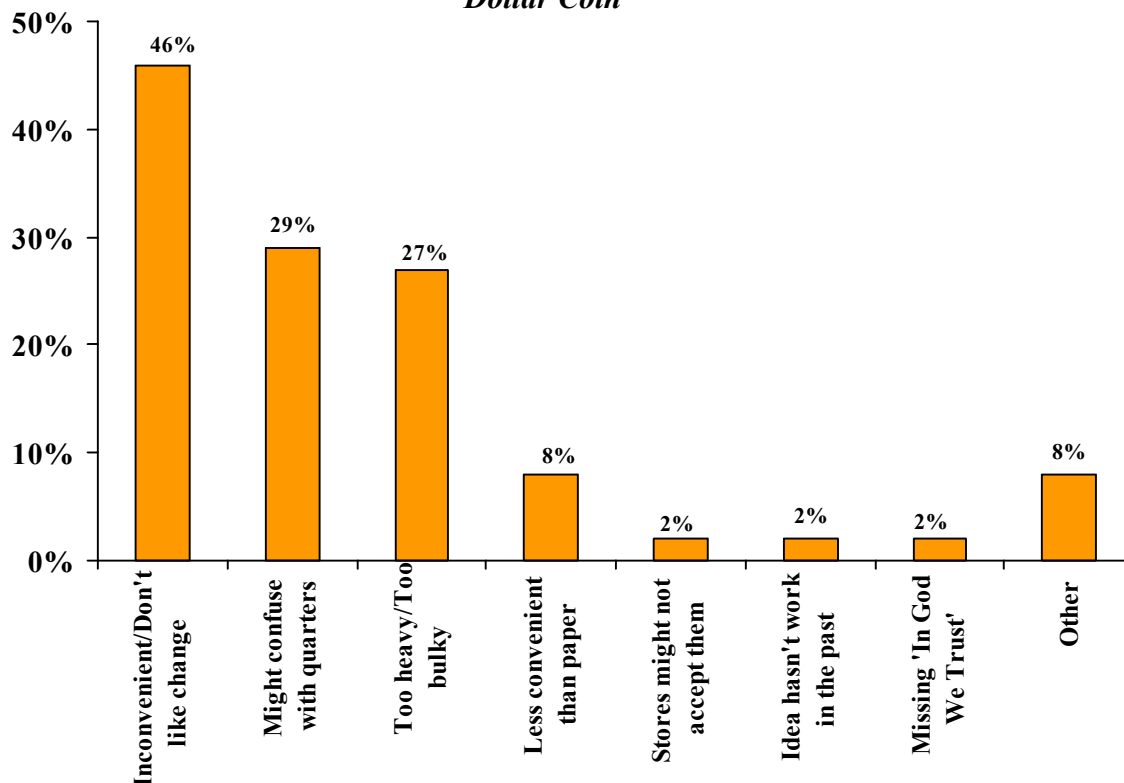
FINDING: Forty-six percent of those who actually and predictably rejected the one-dollar coin said they would not accept the coins because of the inconvenience (i.e. don't like change).

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



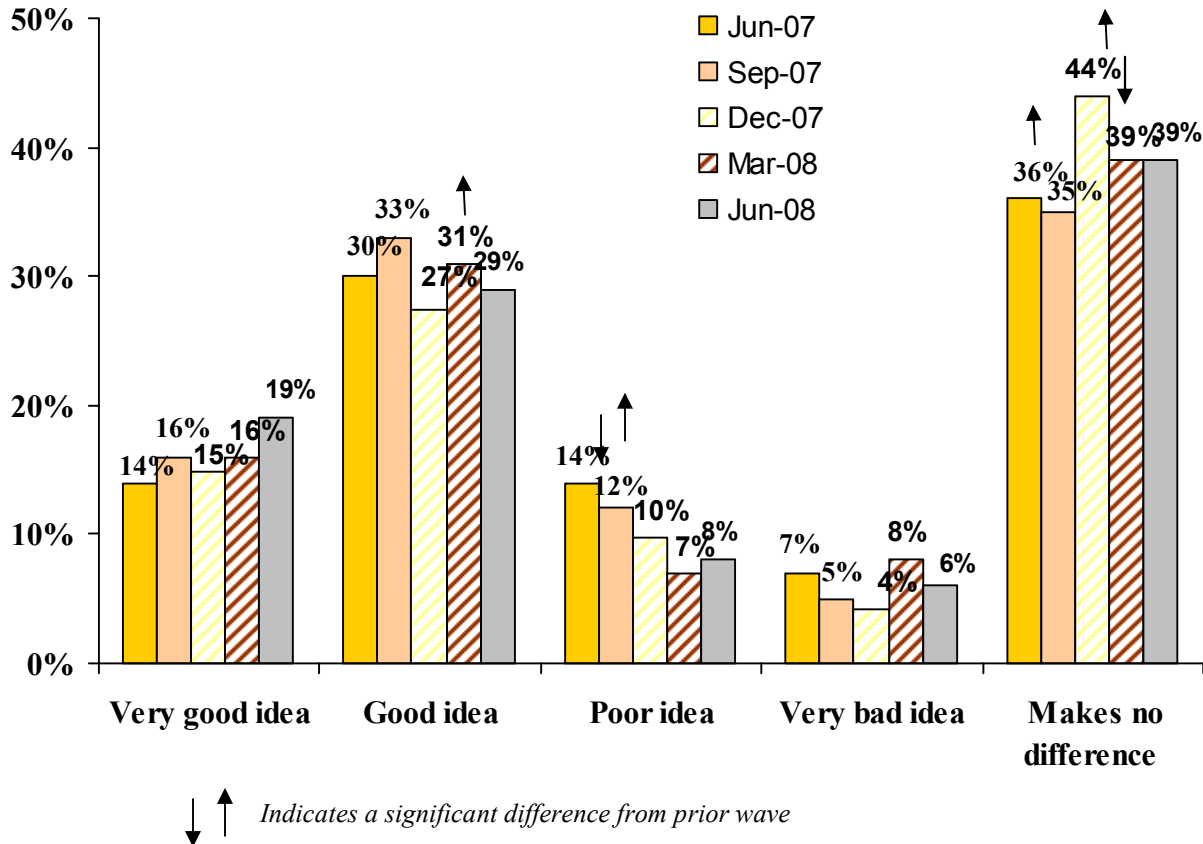
NOTE: Percentages may add to more than 100% due to multiple responses

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.

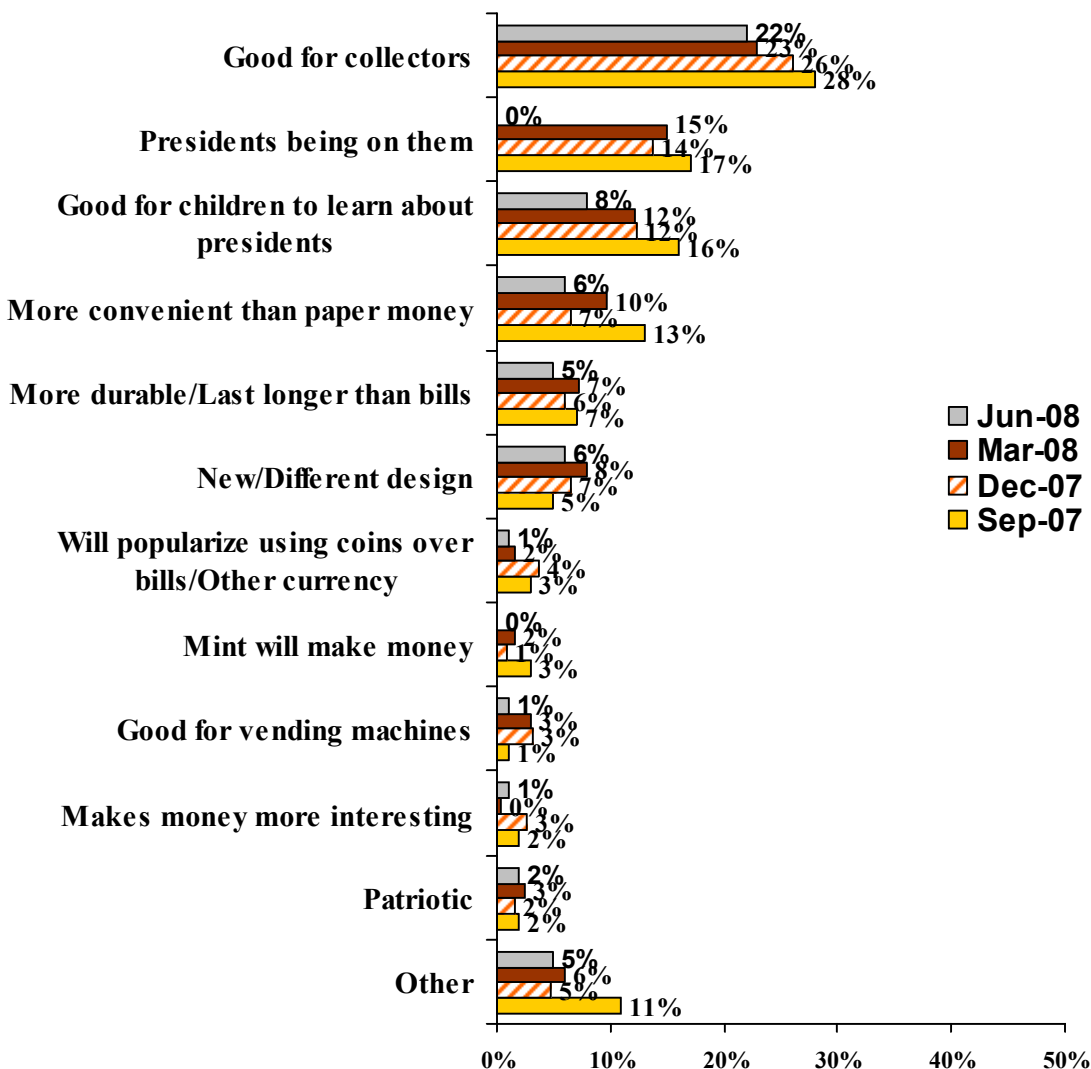
Chart 22: *What do you think about the idea of having a series of presidential one-dollar coins? Do you think it is a . . .*



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?*

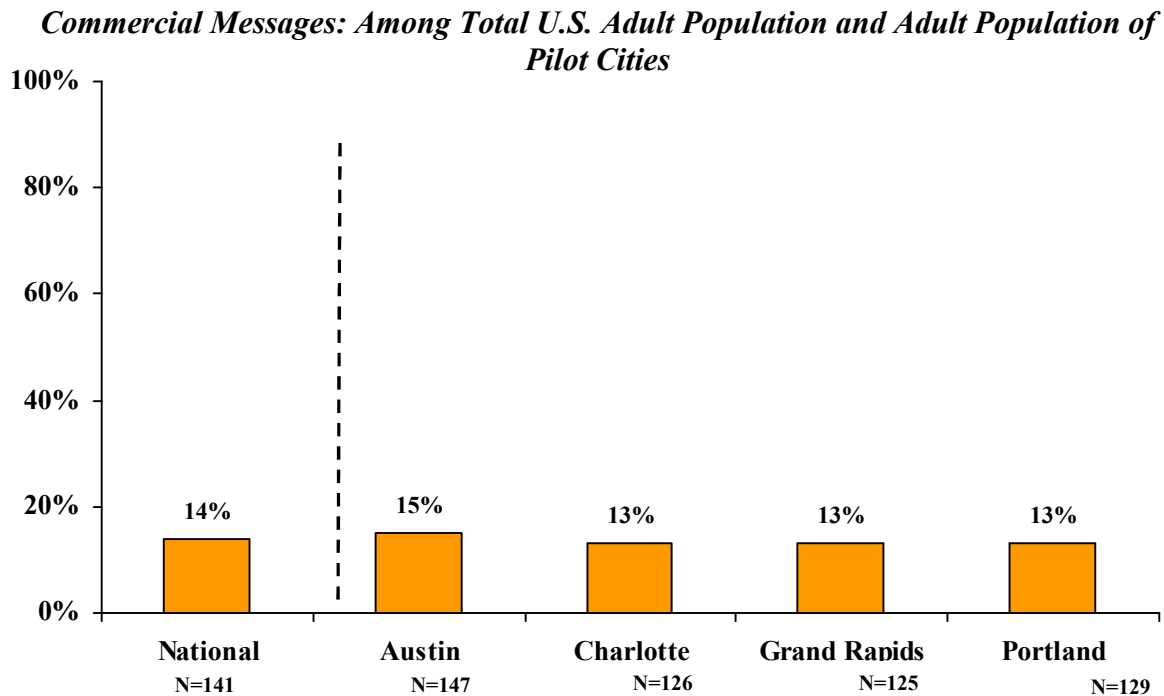


Chart 25: *Did you see that message in a full-page ad in the newspaper?*

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

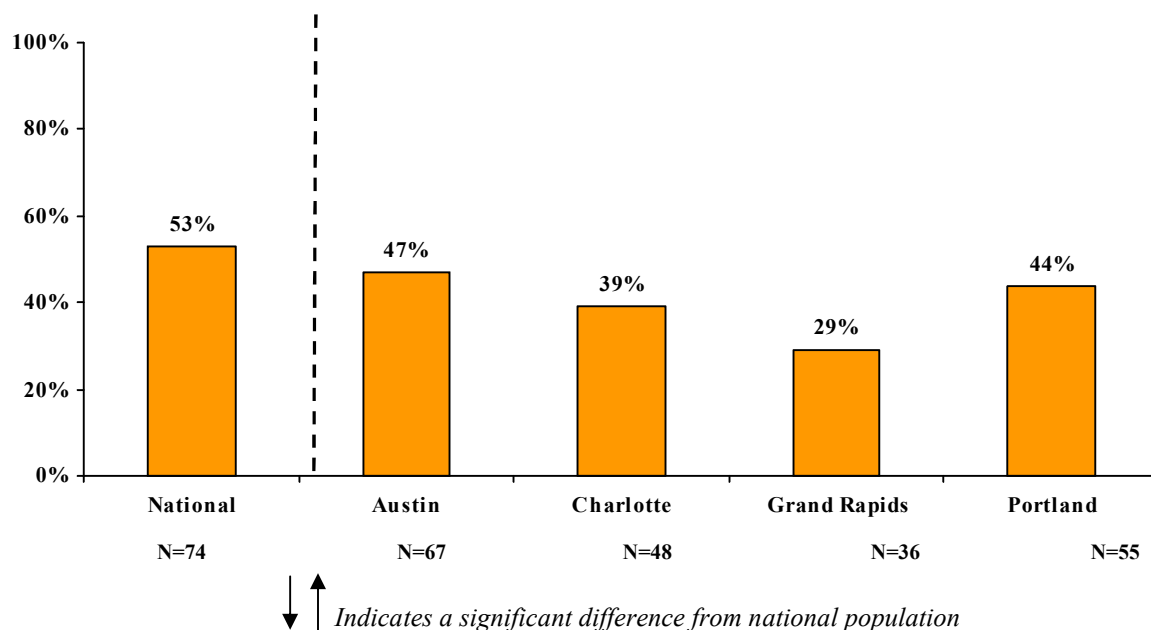
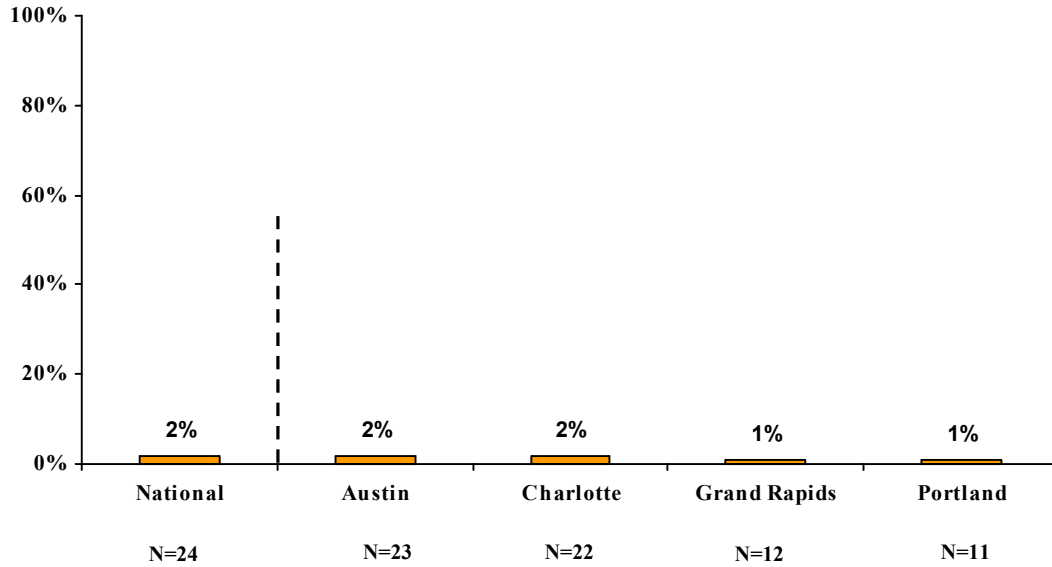


Chart 26: *Did you see any other ads?****Seen Ads Other Than Full-Page Newspaper Advertisement: U.S. Adult Population and Pilot Cities Adult Population***

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

5th

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

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)



U.S. Mint

Presidential \$1 Coin Program

Pilot Post-Test Awareness and Usage

December 2008

Prepared by:
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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 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

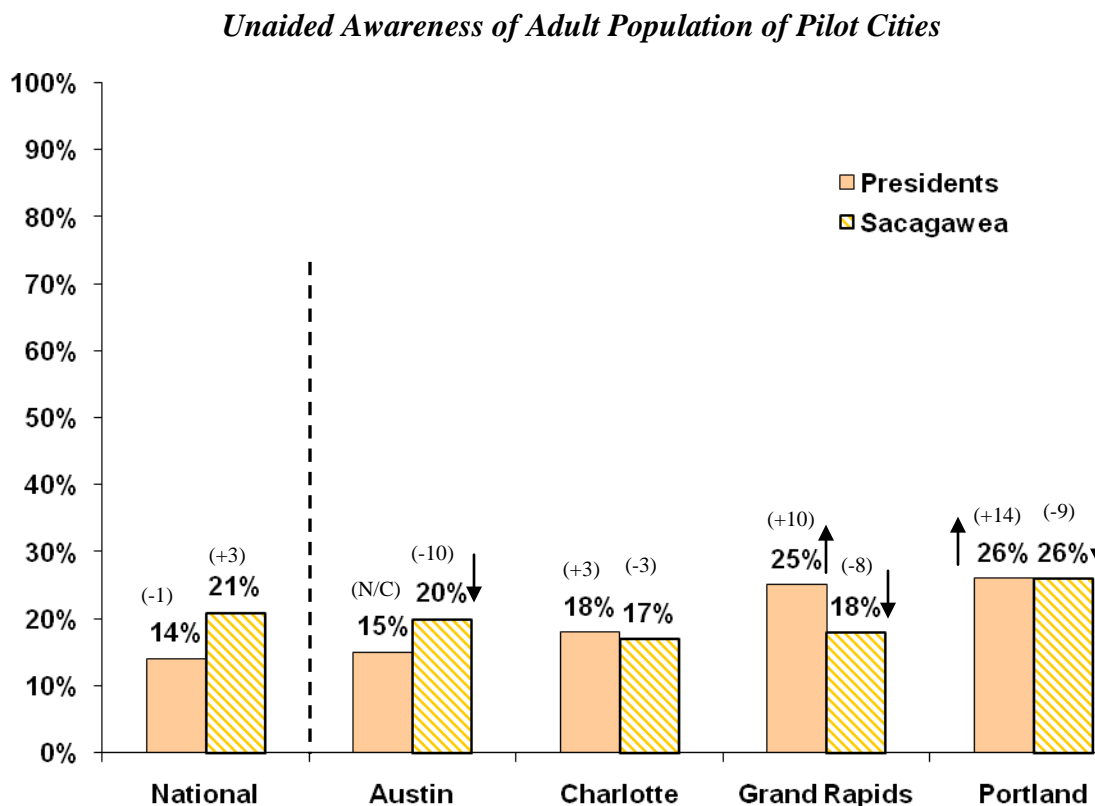
Presidents: 30% of respondents (26% of Portland adult population)

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)



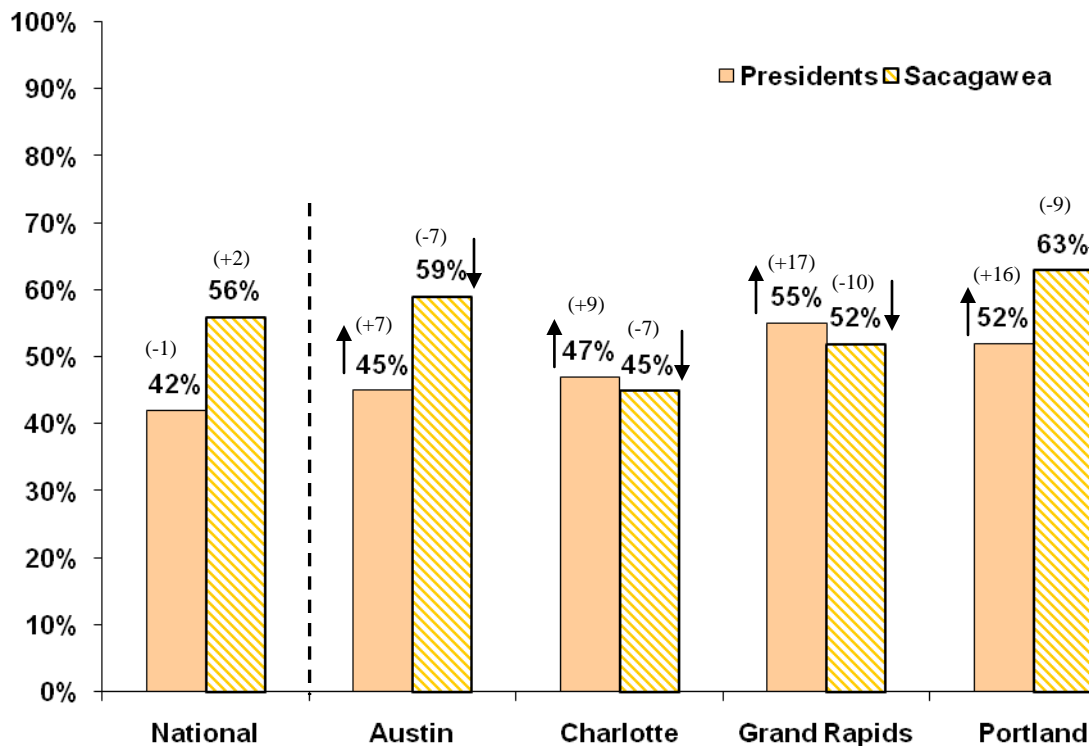
NOTE: Numbers in parenthesis represents change over pre-test
 ↑ ↓ Indicates a significant difference from pre-test

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

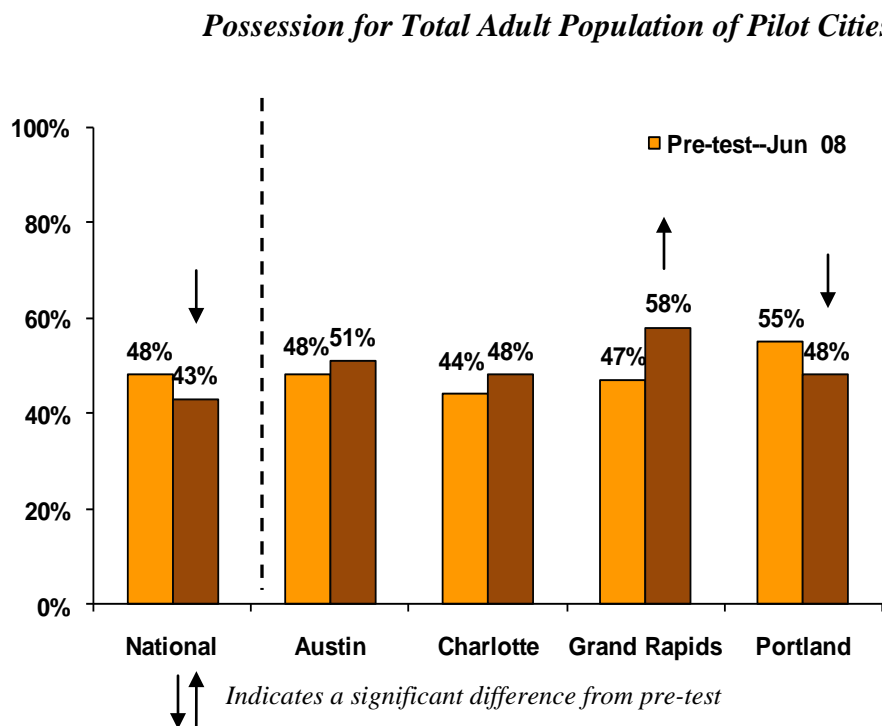
↓ ↑ Indicates a significant difference from pre-test

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?*

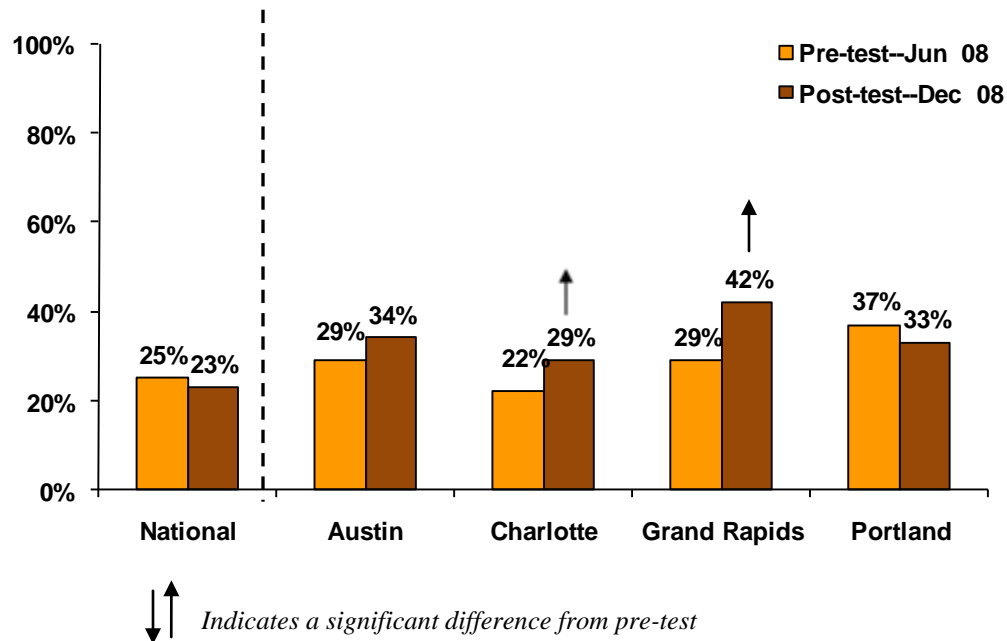


FINDING: There are significant increases in usage among adults living in Charlotte (increase from 22% in June 2008 to 29% in December 2008) and Grand Rapids (increase from 29% in June 2008 to 42% in December 2008). No other significant changes were noted.

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.

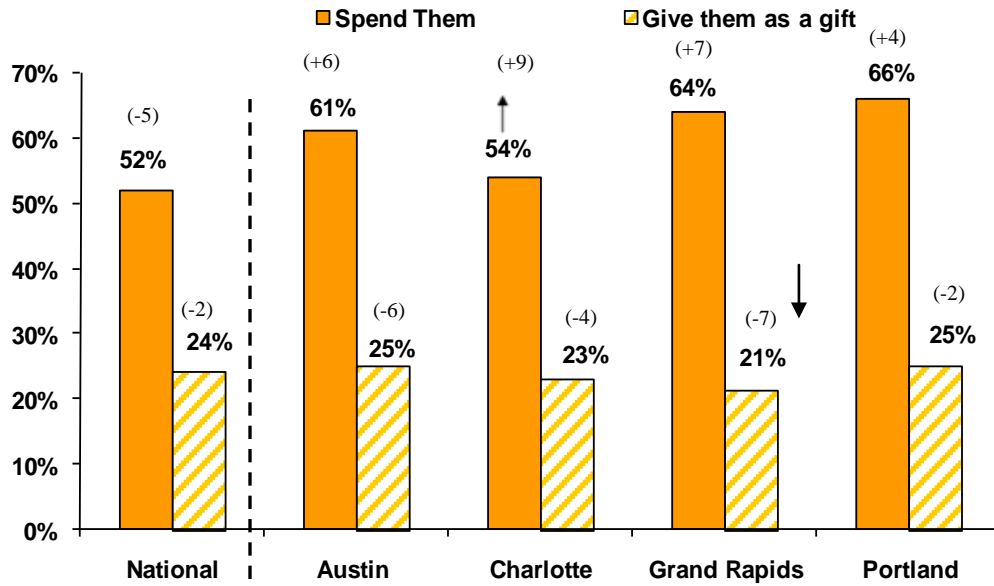
In Charlotte there is a significant increase (from 45% in June 2008 to 54% in December 2008) in spending among those adults who had a one-dollar coin in their possession. Notably, 23% (compared to 27% in June 2008) reported giving the coin as gift.

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.

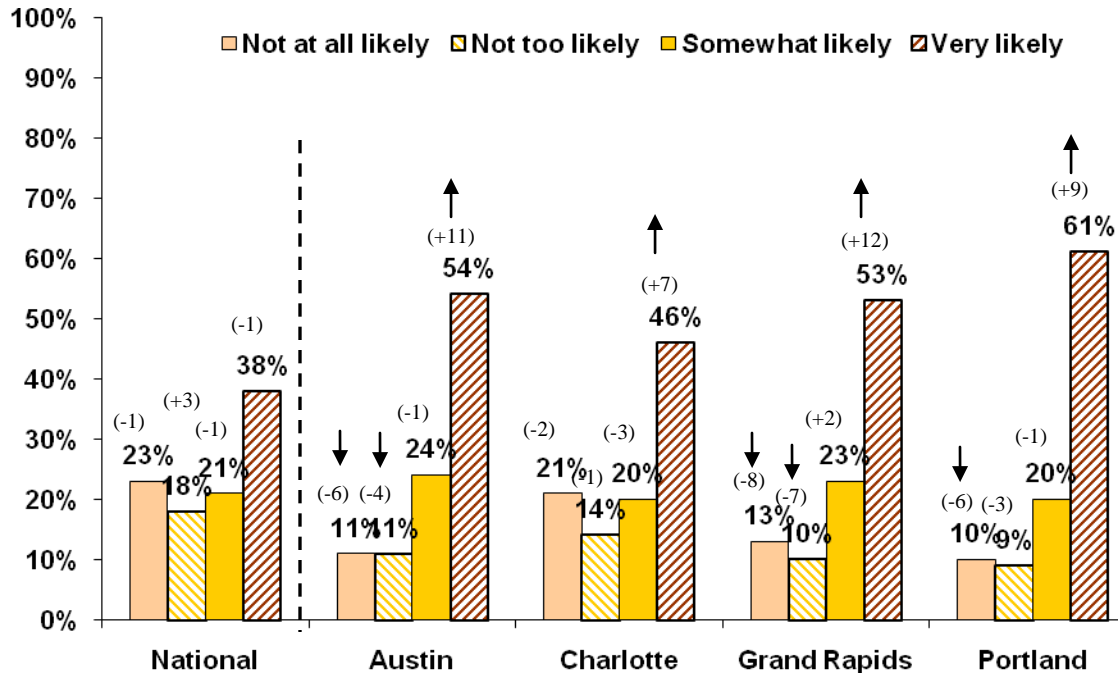
In Austin, after being read a detailed description of the Presidential \$1 Coin Program, 54% (a significant increase from the 43% observed in June 2008) of the population said they would be “very likely” to use the coin for purchases and 24% said they would be “somewhat likely” to use the coin for purchases. 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?

Likelihood to Use for Purchases: Adult Population of Pilot Cities

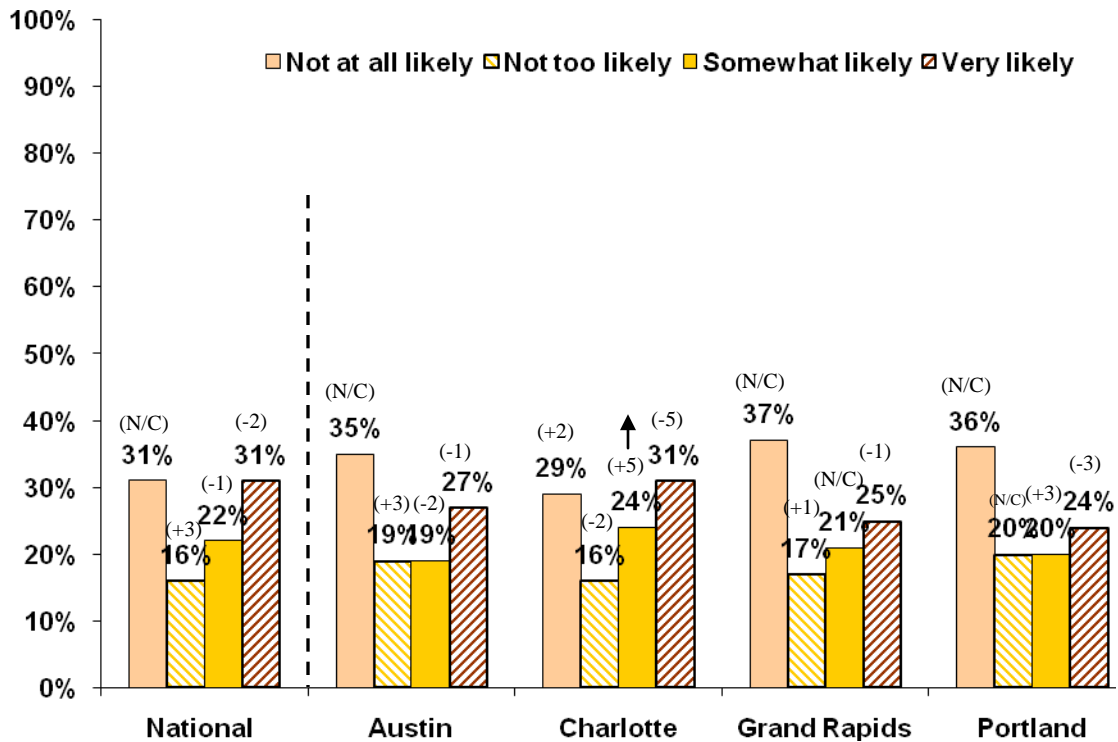


NOTE: Numbers in parenthesis represents change over pre-test

↑ ↓ 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

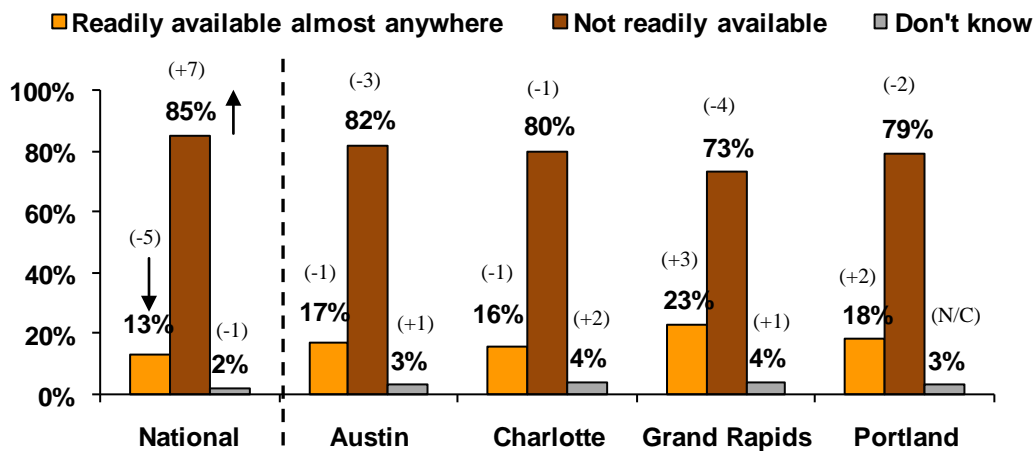
↑ ↓ Indicates a significant difference from pre-test

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

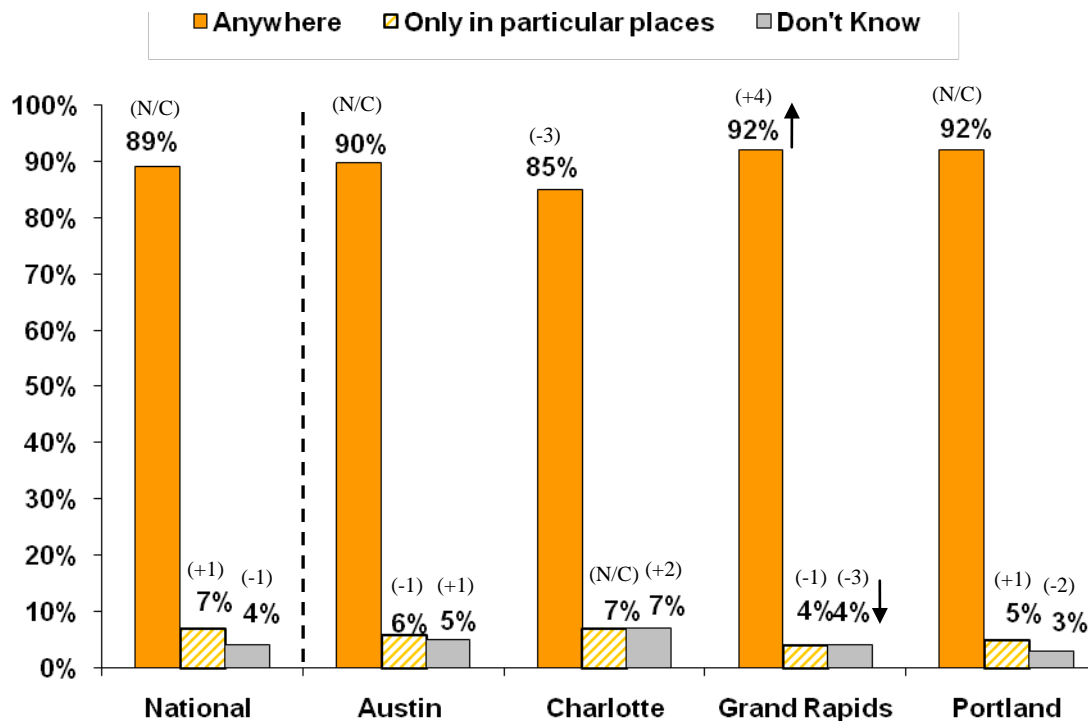
↓ ↑ Indicates a significant difference from pre-test

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



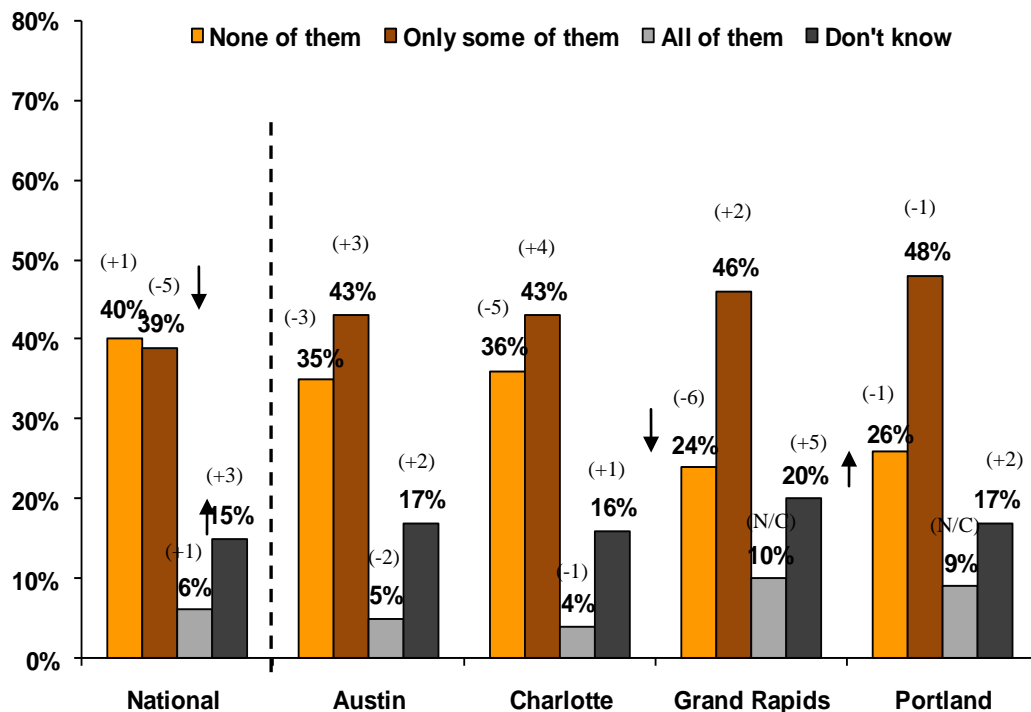
Indicates a significant change from pre-test

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?*



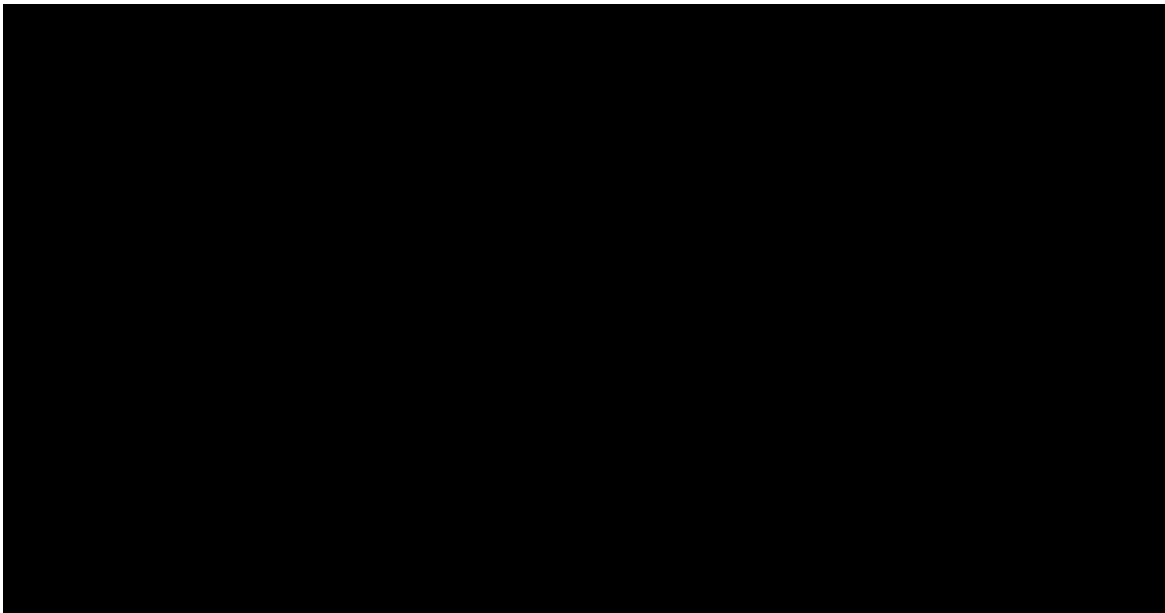
NOTE: Numbers in parenthesis represents change over pre-test

↓ ↑ 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?*



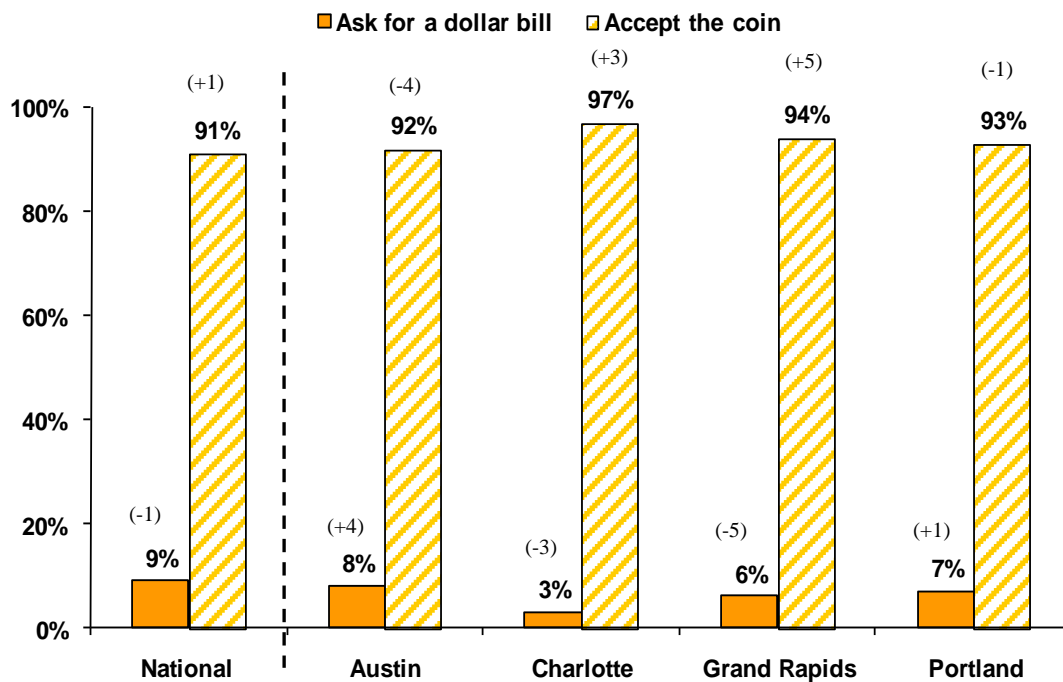
Indicates a significant change from pre-test

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

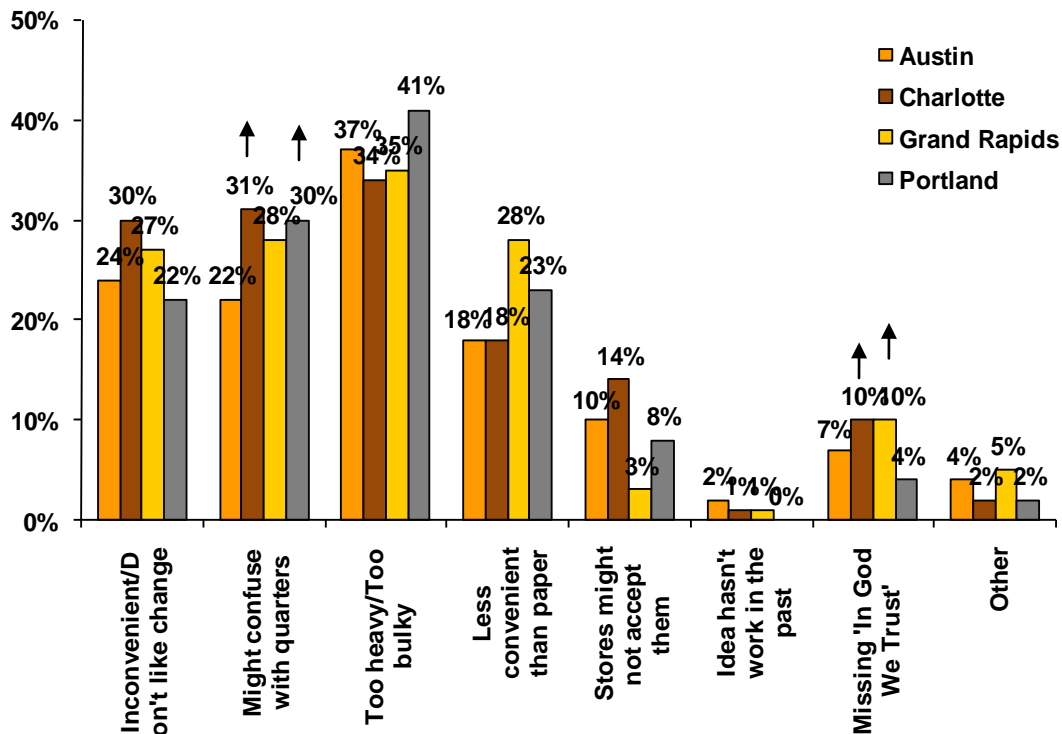
FINDING: At least one in three respondents in each pilot city who did not accept the one-dollar coin when offered cited the weight of the coin as the main reason for refusing the coin.

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



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

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 reported seeing the advertisement in a full page newspaper advertisement.

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

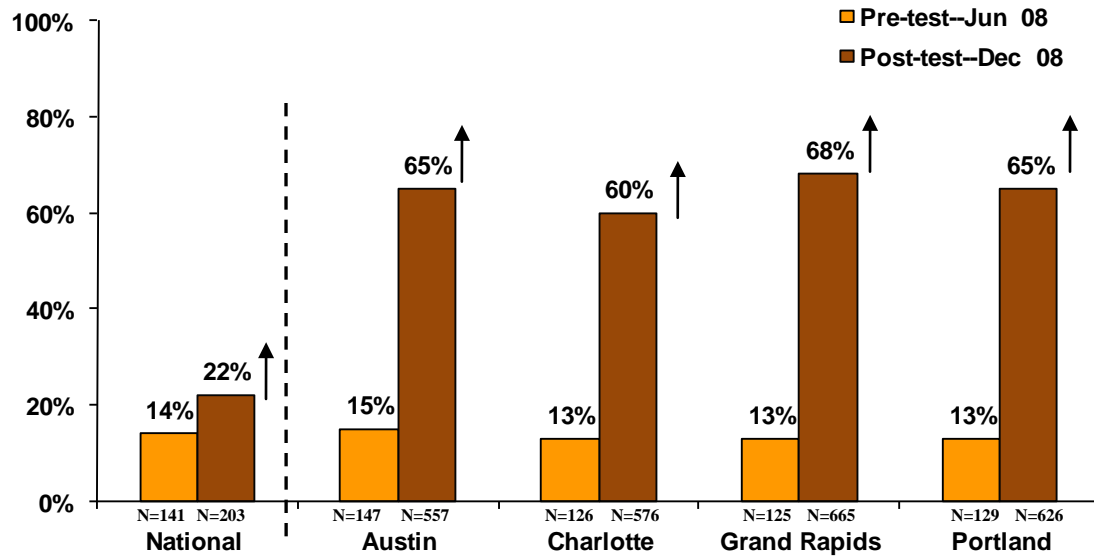
- Austin: 11% of respondents (7% of Austin population)
- Charlotte: 16% of respondents (10% of Charlotte population)
- Grand Rapids: 15% of respondents (10% of Grand Rapids population)
- Portland: 15% of respondents (10% of Portland population)

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?

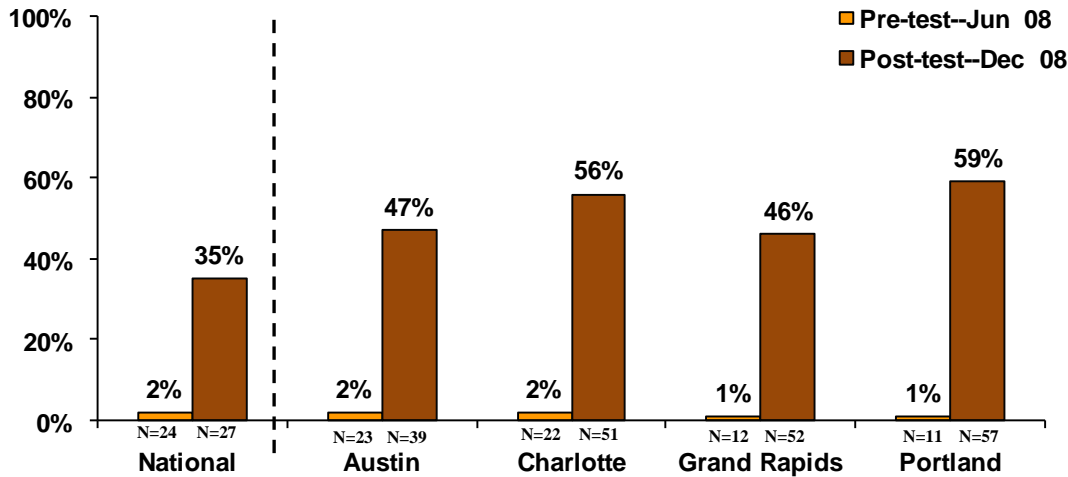
Among Those Who Recall Seeing a Commercial or Advertisement in the Past 30 Days

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

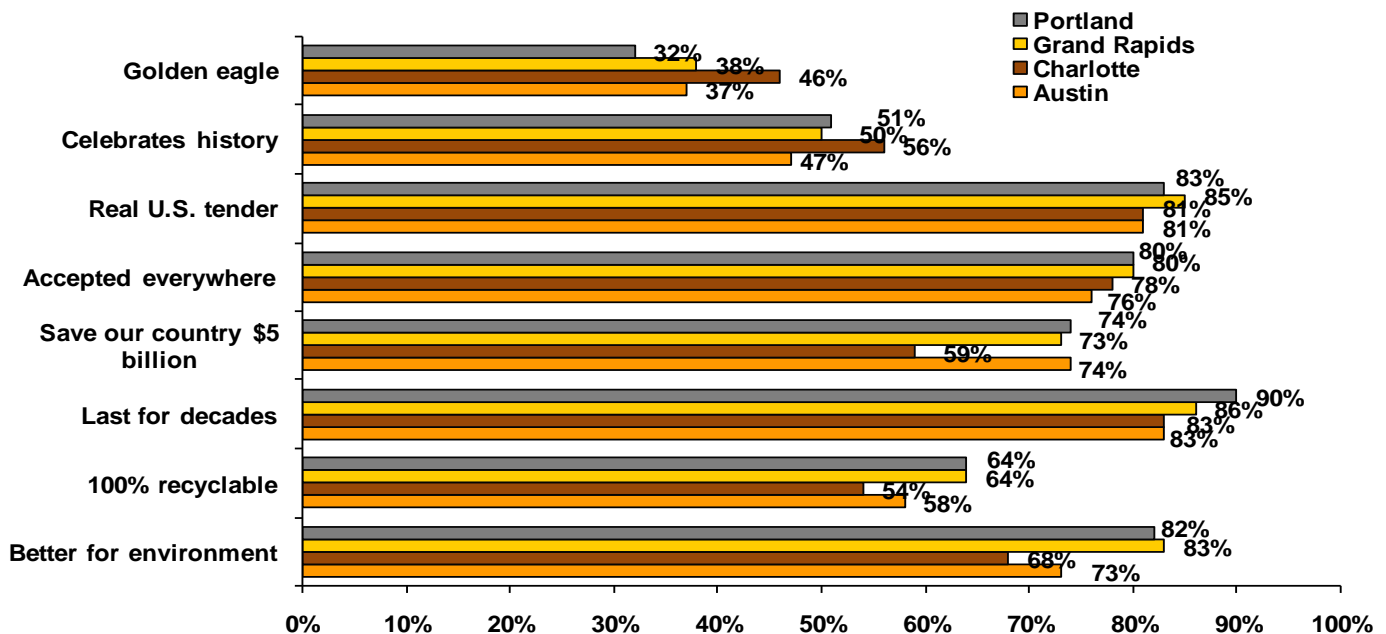
Those Who Have Seen Ads Other Than Full-Page Newspaper Advertisement

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

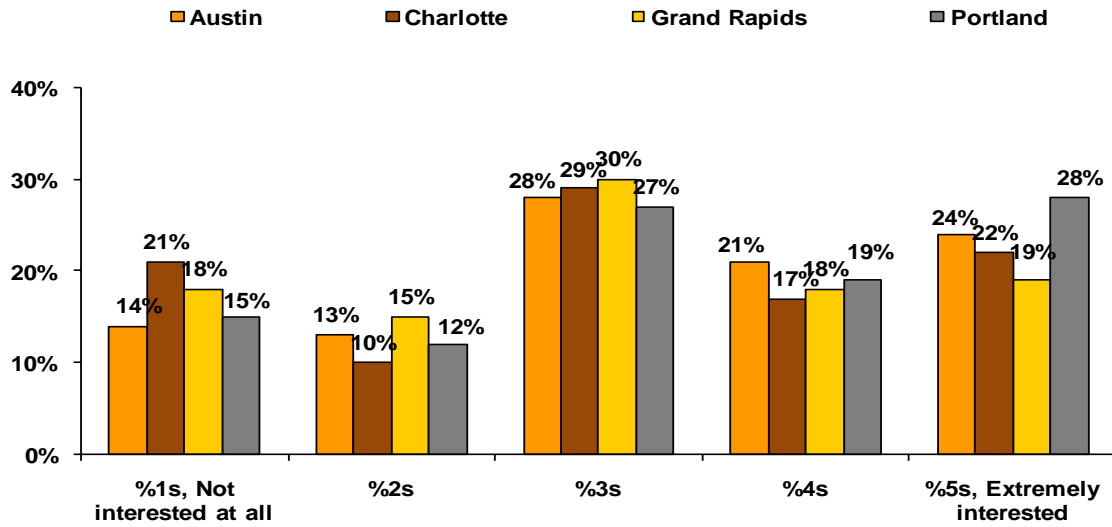
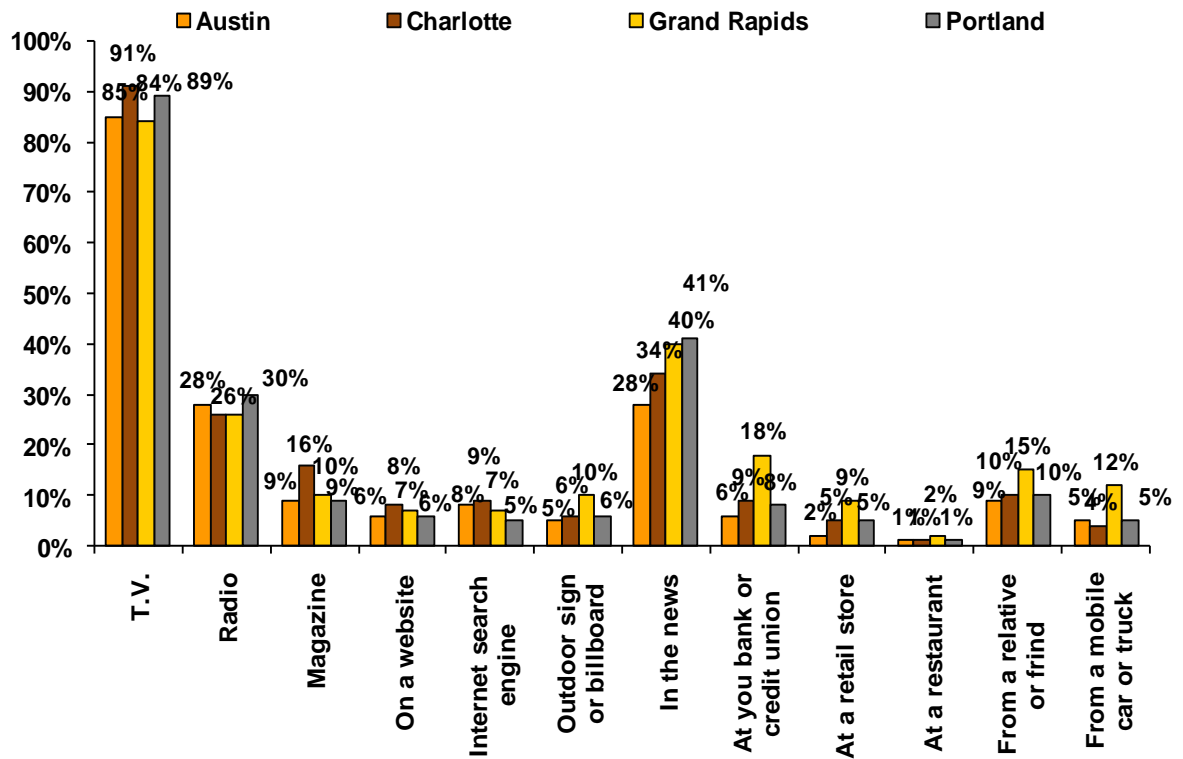


Chart 18: Can you tell me where you saw or heard that message?

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)

____(264

(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)

____(264

(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)

____(264

(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)

____(264

(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)

____(264

**(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)

_____(240

**(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

1st

Resp: (2402 - 2405)

2nd

Resp: (2406 - 2409)

3rd

Resp: (2410 - 2413)

4th

Resp: (2414 - 2417)

5th

Resp: (2418 - 2421)

3. Please tell me, from what you know, whether each of the following images are on one-dollar coins. If you're not sure, just say so and we'll move on. How about **(read and rotate A-J, as appropriate)**?

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

A. The American flag _____(2422)

B. **(If code 0013 NOT mentioned in #2, ask:)** The Statue of Liberty _____(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-

252

(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-

263

[Deleted Note]

(Question #8 deleted)

HOLD

(2433-

(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

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)

____(254

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)

____(244

**(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)

____(272

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
____(2569)

C. Give them as a gift

____(2570)

(Question #13 deleted)

HOLD

____(2447-

246

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)

____(246)

**(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
_____(246)

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)

____(247

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)

____(247)

[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)

____(257)

**(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)

____(257)

**(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)

____(257

HOLD ____ (2473-

247

**(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)

___(257

**(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)

___(257

**(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)

__(257)

**(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)

____ (258)

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)

____ (262)

**(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)

____(270

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

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

____(270

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)

____(270

(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-

271

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)

____ (271

(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)

____(271

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)

____(271

(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)

____(259

(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)

____(259

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-

289

**(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)

____(271

(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)

____(264

[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)

____(264

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)

____(264

**(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-

157



U.S. Mint Presidential \$1 Coins

James Monroe Awareness Study

March 2008

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 fifth wave of measuring the public's awareness of the Presidential \$1 Coin Program. Four coins are to be launched each year. The U.S. Mint released 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, and the James Monroe coin on Feb. 14, 2008. Gallup conducted its most recent awareness survey from Feb. 27 through March 13, 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.

1.3 Response Rates

The response rate is calculated based on CASRO (Council of American 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 18%.

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 non-response rates across different subgroups of the sample.

Gallup weighted the national sample to represent the United States adult population. A ranking 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 non-response and non-coverage to create unbiased, nationally representative estimates.

2.0 Questionnaire Design

The questionnaire was designed by Gallup to assess consumer awareness of the U.S. Mint's Presidential \$1 Coin Program.

Public Awareness (four questions):

1. From what you know, are \$1 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. Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?

General Attitude Toward Coin Program (three questions)

Possession (three questions):

1. Have you, in the past 30 days, had a Presidential \$1 Coin in your possession?
2. When you got it, did you recognize it was a dollar coin immediately or did you think it was something else?
3. Did you happen to notice which president was featured on the coin?

Availability (five questions):

1. These days, would you say that Presidential \$1 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 Presidential \$1 Coin at this location (six locations listed).
3. From what you know, are Presidential \$1 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 Presidential \$1 Coins, only some vending machines, or none of them?
5. Roughly what percentage of vending machines do you think accept Presidential \$1 Coins?

Use and Utility (six questions)

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

3.0 Key Findings

- Exactly 2 in 10 (20%) respondents who are aware that \$1 coins are in circulation are able to identify unaided that there are images of presidents on the \$1 coin. This translates into 14% of the U.S. population who can name the image of a specific president or just a generic “president” on the dollar coin in an unaided manner. No significant difference was seen from December 2007.
- A significant increase in combined Presidential \$1 Coin awareness (aided and unaided) was seen from 43% in December to 50% in March 2008. When extrapolated out to the entire U.S. Population, combined aided and unaided awareness is 36%.
- Public awareness of the new Presidential \$1 Coin has decreased significantly to 32% from 42% in December 2007.
- Among those who had read, seen, or heard about the new \$1 coin, 17% were able to recall that the \$1 coin features a president which is a significant decline of 10 percentage points from December 2007. Extrapolated to the U.S. population, 5% were able to recall a president.
- One-half of unique respondents (and 16% of the total U.S. population) who said they remembered hearing, reading, or seeing something about the coins were able to correctly state a distinctive characteristic of the Presidential \$1 Coin. This represents no significant difference over December 2007.
- The U.S. public continues to see, hear, and read about the Presidential \$1 Coin Program through print and television media. However, there is a significant increase noted in the number of respondents who get information from adult family and friends (31% in March 2008 from 21% in December 2007).
- When asked how effective the information received is in convincing them to get the Presidential \$1 Coin, respondents who obtained the information from banks/credit unions were most likely to say the information was very or somewhat effective. This differs significantly from the December 2007 results, where school-aged children ranked as the most convincing.
- After hearing a description of the Presidential \$1 Coin Program, there is no change in the number of respondents who would be “very likely” to use the coin for purchases if they received them as change (37% in December 2007 and 37% in March 2008). Thirty-two percent reported they would be “very likely” to collect the Presidential \$1 Coin.
- About 4 in 10 people (47%) believe the Presidential \$1 Coin is either a very good or good idea — a significant increase from December 2007 (42%).

- According to the results of this survey, the public still believes that the most positive aspects of the coins are that they are good for collectors, they feature the presidents, and they are a good way for children to learn about the presidents.
- In the past 30 days, 18% (a significant increase from 15% in December 2007) of the U.S. population claim to have had a Presidential \$1 Coin in their possession.
- There is a significant increase in the number of U.S. adults who immediately recognized the Presidential \$1 Coin (increase from 80% in December 2007 to 84% in March 2008).
- Fifty-eight percent (10% of the U.S. population) of Presidential \$1 Coin possessors noticed that George Washington's image was on the coin. This is a significant decrease from 72% in December 2007.
- Most Americans (92%) stated that Presidential \$1 Coins are not readily available. This is consistent with the finding noted from December 2007.
- A significant decrease occurred in the number of Americans who reported that the Presidential \$1 Coins are accepted by all retailers and businesses (decrease from 95% in December 2007 to 92% in March 2008).
- Nearly 3 in 10 respondents (33%) reported that only some vending machines accept the Presidential \$1 Coin. This reflects a significant decrease from the 44% noted in December 2007.
- A significant increase is noted in the number of respondents that believe "Around 75%" of vending machines accept Presidential \$1 Coins (increase from 3% in December 2007 to 11% in March 2008).
- When asked if they are very, somewhat, not too, or not at all likely to accept Presidential \$1 Coins as change, 70% (no significant change since December 2007) of respondents indicated that they were "very likely" to accept the coins. The study results show a significant increase in the number of respondents reporting that they are "not likely at all" to ask for dollar bills instead (41% in March 2008 vs. 35% in December 2007).

4.0 Awareness

The survey began by asking respondents if they knew if the U.S. Mint was currently circulating Presidential \$1 Coins. Seventy-two percent of respondents said that yes, the U.S. Mint was currently circulating the coins. This reflects a significant decrease from the 77% of respondents who indicated the U.S. Mint was currently circulating Presidential \$1 Coins in December 2007.

For those who said they knew that the U.S. Mint was currently circulating Presidential \$1 Coins, a follow-up question asked was *“Can you describe what image or images are featured on \$1 coins?”*

Unaided multiple mentions of the five presidents featured on Presidential \$1 Coins are as follows:

- George Washington — 7% (down 2% from December 2007)
- Thomas Jefferson — 3% (down 2% from December 2007)
- John Adams — 2% (down 2% from December 2007)
- James Madison — 0.4% (down 0.6% from December 2007)
- James Monroe — 0.4%

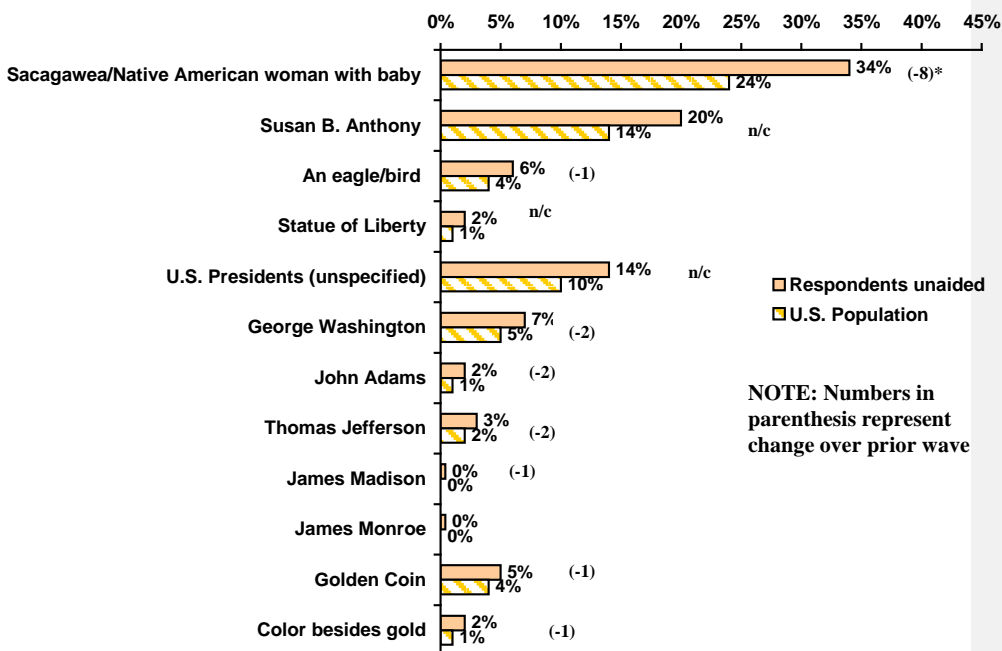
In all, 9% of respondents who indicated that there are Presidential \$1 Coins currently in circulation are able to make an unaided specific mention of at least one of the five presidents currently featured on the coins. When extrapolated to the entire U.S. population, 6% of the total population are able to make an unaided specific mention of at least one of the five presidents. An additional 14% make an unaided reference to U.S. presidents without naming any specific presidents on the Presidential \$1 Coins. This extrapolates to 10% of the U.S. population. When combining unique specific mentions of presidents with non-specific mentions of presidents, 20% of respondents who indicated there are Presidential \$1 Coins in circulation were able to mention a president. In other words, 14% of the total U.S. population unaided can mention that either a specific or generic presidential image appears on the dollar coin. This reflects no significant decrease in total awareness (both specific and non-specific mentions) of the Presidential \$1 Coin from December 2007.

Although there was a decrease in both knowledge of circulation and awareness of all dollar coins, the Sacagawea \$1 Coin remains the most prominently recognized dollar coin by 34% of respondents, followed by Susan B. Anthony, who has unaided recognition of 20%. Extrapolating these respondent — level data to the overall U.S. population, 24% of the total U.S. adult population can say, without prompting, that Sacagawea is on the dollar coin. Another 14% says Susan B. Anthony is on the dollar coin. This represents a significant decrease of 8% for the Sacagawea \$1 Coin from December 2007.

FINDING: Exactly 2 in 10 (20%) respondents who are aware that Presidential \$1 Coins are in circulation are able to identify unaided that there are images of presidents on the coin. This translates into 14% of the U.S. population who can name the image of a specific president or just a generic “president” on the dollar coin in an unaided manner. No significant difference was seen from December 2007.

Chart 1: *Can you describe what image or images are featured on the Presidential \$1 Coins? (unaided awareness)*

Among those who know that there are \$1 coins are in circulation



* Denotes significant change over prior wave

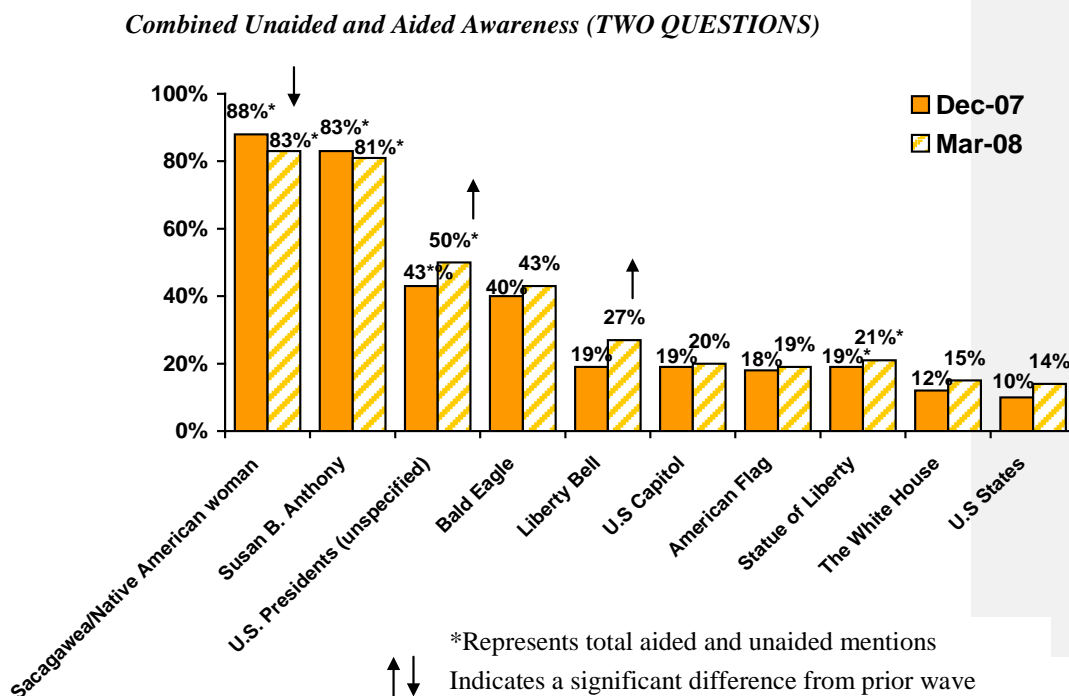
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Following the unaided awareness question, an aided awareness question was posed to those who did not mention either a specific or an unspecified president in the unaided question.

FINDING: A significant increase in combined Presidential \$1 Coin awareness (aided and unaided) was seen from 43% in December to 50% in March 2008. When extrapolated out to the entire U.S. Population, combined aided and unaided awareness is 36%.

When prompted as to whether or not each of the following was on the \$1 coins, respondents became “more aware” of Sacagawea, Susan B Anthony, and the presidents. Almost half of respondents (49%) when prompted said they “knew” that the image of Sacagawea/Native American was on the coin. This extrapolates to 35% of the U.S. population giving an aided awareness. Sixty-one percent said they knew about Susan B Anthony, and an additional 36% (25% of U.S. population) of those who initially did not know about the presidents, when prompted, said they actually did know about them.

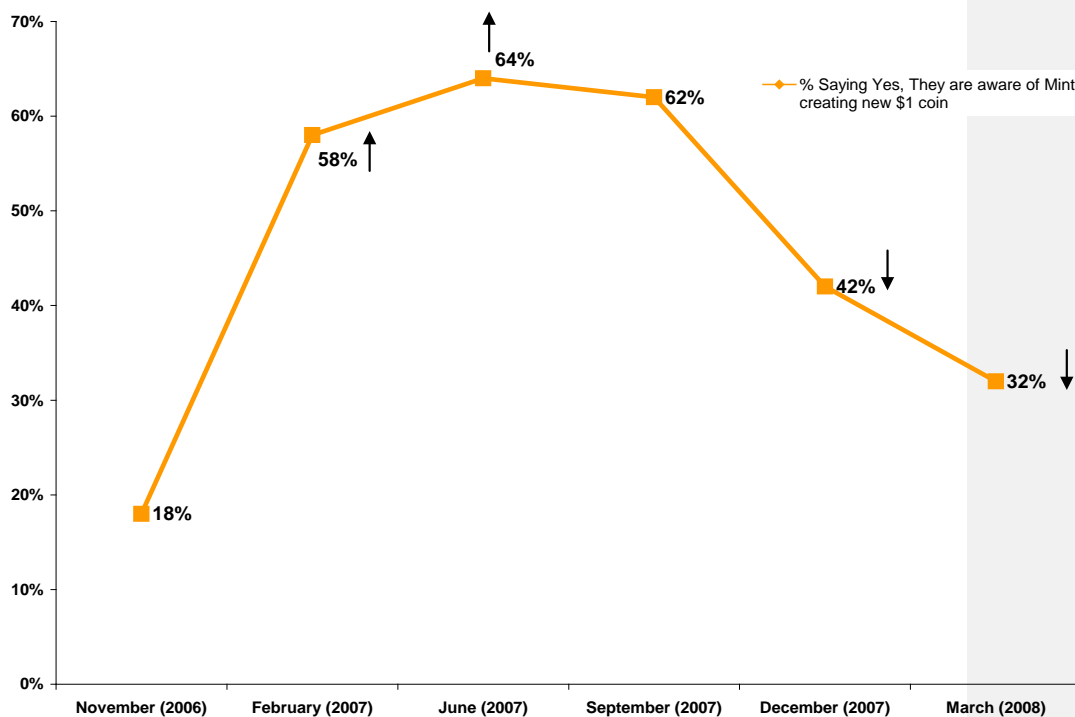
Chart 2: Please tell me, from what you know, whether each of the following images is on the Presidential \$1 Coins:



A final awareness question was then asked of all respondents (regardless of what they said at any prior point in the survey). The question asked all respondents if they had seen, read, or heard anything about the U.S. Mint creating and releasing a new Presidential \$1 Coin. Nearly 3 in 10 respondents (32%) indicated they had seen, read, or heard about the Presidential \$1 Coin, which represents a significant decrease from all prior waves except the first wave in November 2006.

FINDING: Public awareness of the new Presidential \$1 Coin has decreased significantly to 32% from 42% in December 2007.

Chart 3: *Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new Presidential \$1 Coin?*

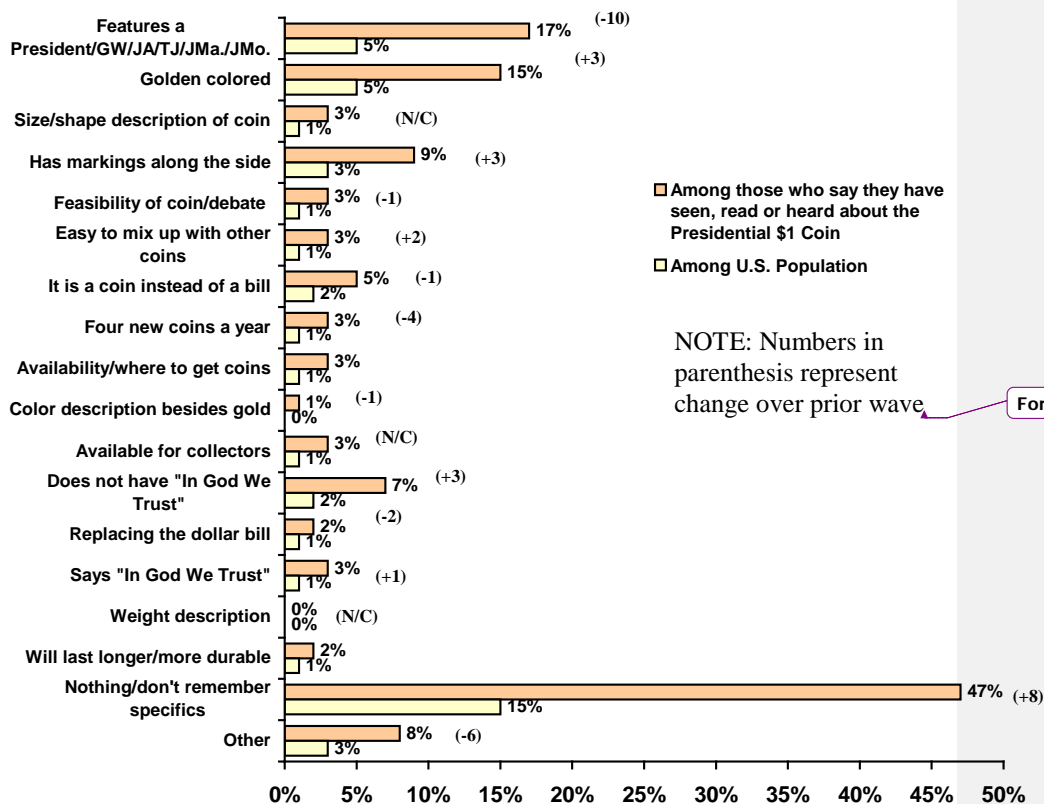


↑↓ Indicates a significant difference from prior wave

FINDING: Among those who had read, seen, or heard about the new Presidential \$1 coin, 17% were able to recall that the coin features a president, which is a significant decline of 10 percentage points from December 2007. Extrapolated to the U.S. population, 5% were able to recall a president.

Among those who said they had seen, heard, or read about the new \$1 coin, a follow-up question asked respondents what they recalled about it. Almost half of respondents were able to give specifics (47% stated “nothing” or “don’t remember the specifics”) which is a significant increase over December 2007. The following chart shows the results of those 32% of respondents, and then extrapolates those findings to the U.S. population. The list of what they remembered varied from specifics about the coins to general comments about the Presidential \$1 Coin Program.

Chart 4: Please tell me anything you remember seeing, hearing, or reading about the new Presidential \$1 Coin.

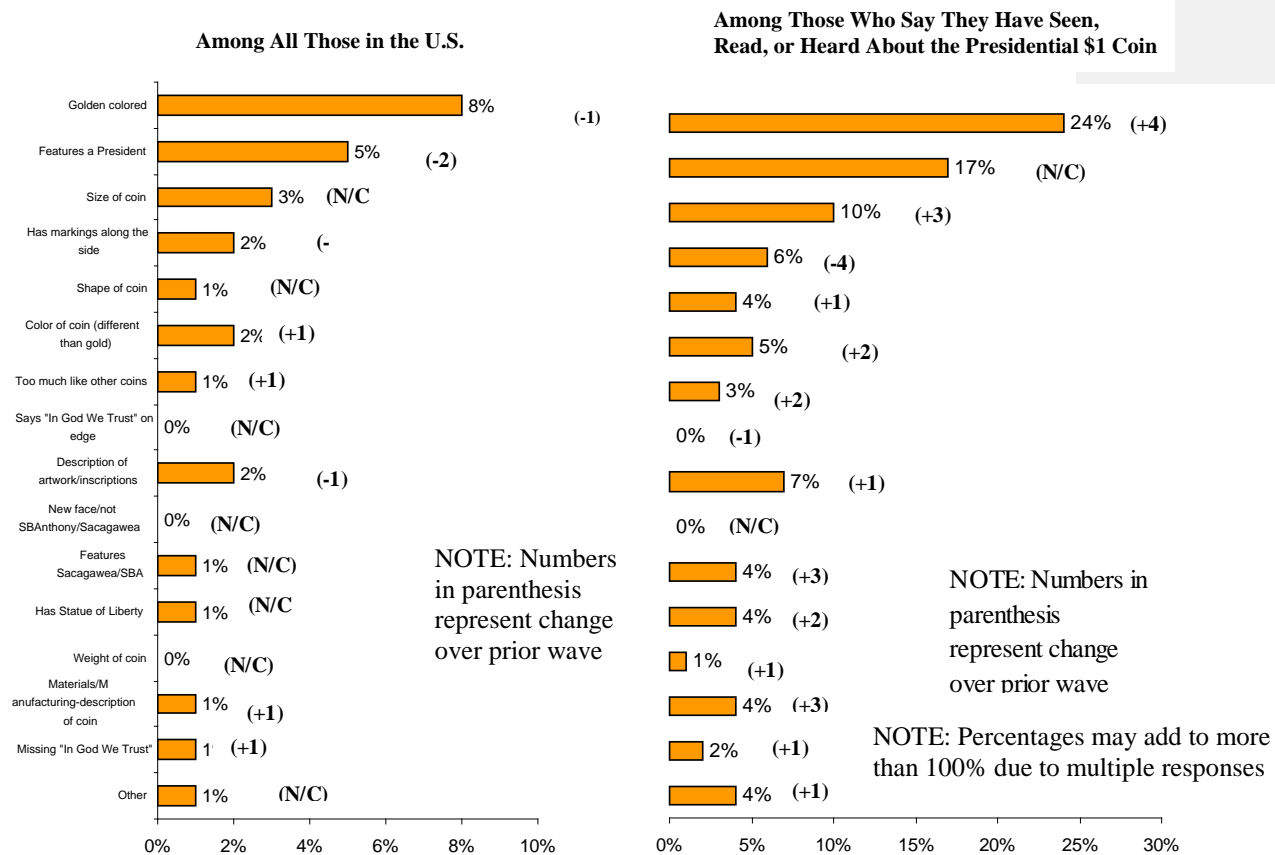


FINDING: One-half (16% of the total U.S. population) of unique respondents who said they remembered hearing, reading, or seeing something about the coins were able to correctly state a distinctive characteristic of the \$1 coin. This represents no significant difference over December 2007.

A second follow-up question asked those same respondents about any unique features they recalled. Overall, 51% (increase by 1% over total in December 2007) of unique respondents were able to give at least one correct response. Of those correct responders, a majority (24%) distinctly identified the golden color. Seventeen percent identified the feature of a president, 6% said the coin has markings along the side, and 4% said it has the Statue of Liberty on it. 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.

Overall, no significant difference were noted in the distinctive characteristics noted by respondents

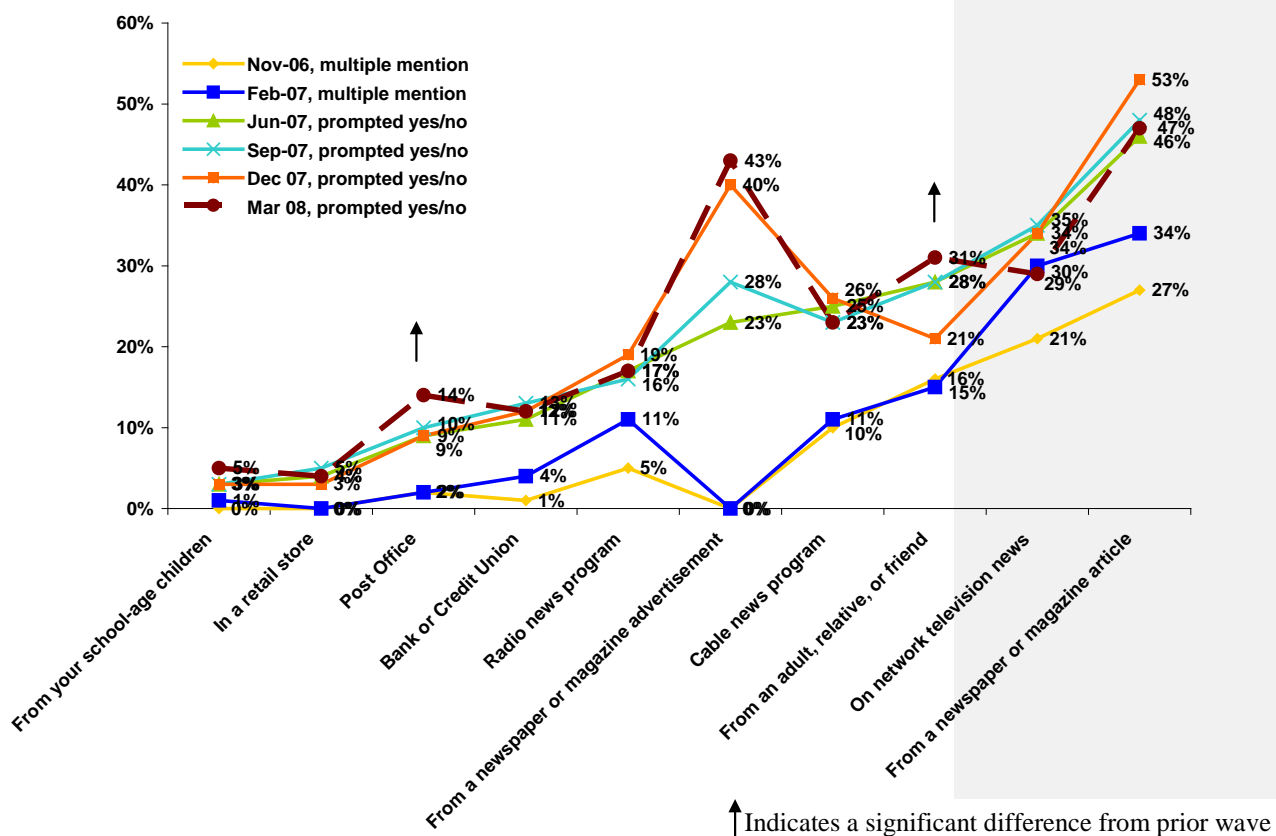
Chart 5: What do you remember as the distinct characteristics of the new Presidential \$1 Coin?



FINDING: The U.S. public continues to see, hear, and read about the Presidential \$1 Coin Program through print and television media. However, there is a significant increase noted in the number of respondents who get information from adult family and friends (31% March 2008 from 21% in December 2007).

People continue to get information about the Presidential \$1 Coin through print and television media. Notably, there was a significant increase in the information obtained from an adult, relative, or friend. Overall, larger differences were observed when comparing December and March results regarding post office (significant increase from 9% in December to 14% in March) and network television news (non-significant decrease from 34% to 29%) information resources.

Chart 6: Do you recall seeing, hearing, or reading about the new Presidential \$1 Coin in any of the following places?



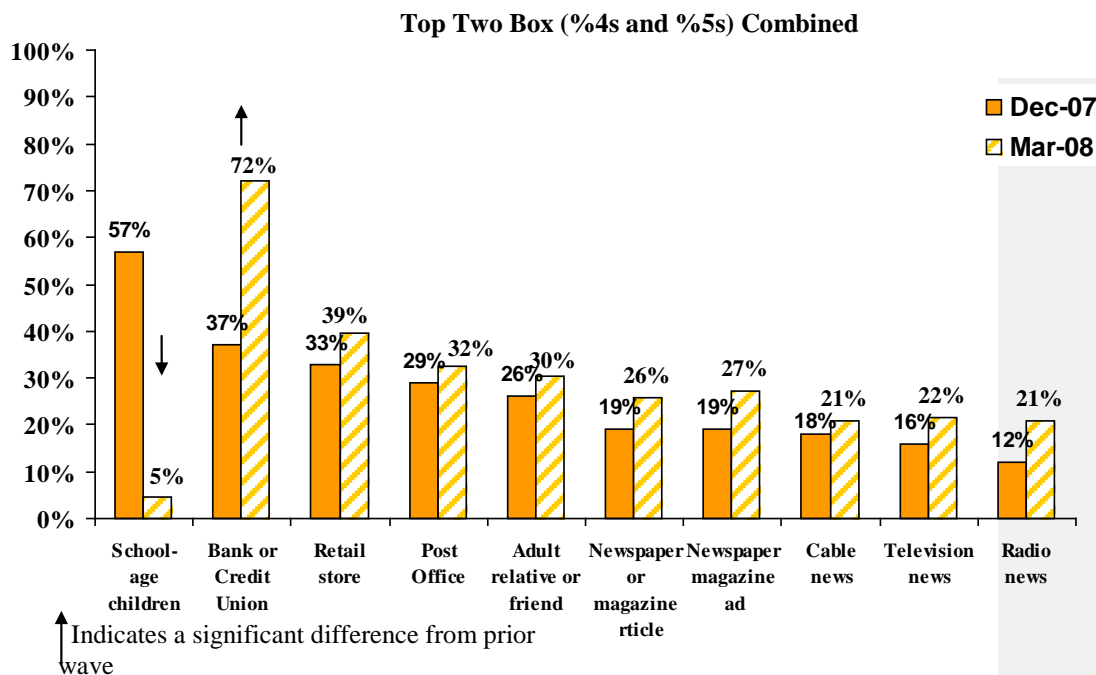
NOTE: Percentages may add to more than 100% due to multiple responses

FINDING: When asked how effective the information received is in convincing them to get the Presidential \$1 Coin, respondents who obtained the information from banks/credit unions were most likely to say the information was very or somewhat effective. This differs significantly from December 2007 results, where school-aged children ranked as the most convincing.

Of those respondents who responded that they have recalled seeing, hearing, or reading about the new dollar coins, those who got the information from banks/credit unions were most likely to say the information they received was effective at making them want to get the coin (72% saying very or somewhat effective). This reflects a significant increase from 37% in December 2007.

The chart below depicts the distribution of respondents' ratings across the different information sources. Of the respondents who received the information from a retail stores, 39% gave a favorable effectiveness rating. In addition, the following percentages of respondents gave favorable effectiveness ratings to the corresponding information sources: 32% of those who obtained information from a post office; 30% of those who obtained information from an adult relative or friend; 27% of those who obtained information from a both newspaper or magazine advertisements; 26% of those who obtained information from both newspaper or magazine articles; 22% of those who obtained information from television news; 21% of those who obtained information from cable and radio news.

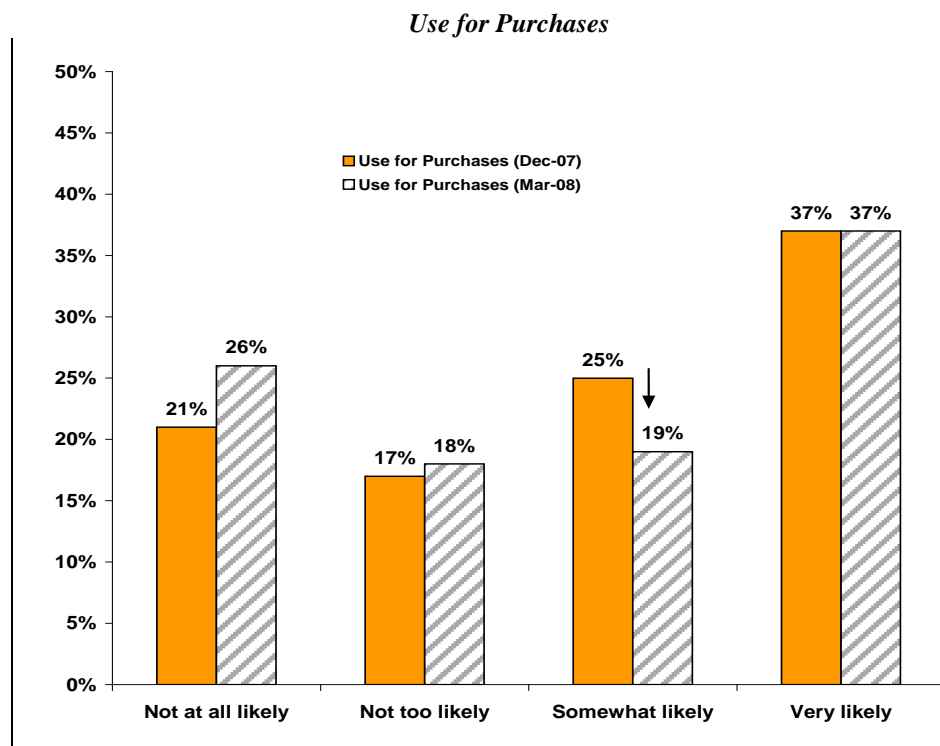
Chart 7: For each of the following, how effective was this information at making you want to get the coin?



FINDING: After hearing a description of the Presidential \$1 Coin Program, there is no change in the number of respondents who would be “very likely” to use the coin for purchases if they received them as change (37% in December 2007 and 37% in March 2008). Thirty-two percent reported they would be “very likely” to collect the Presidential \$1 Coin.

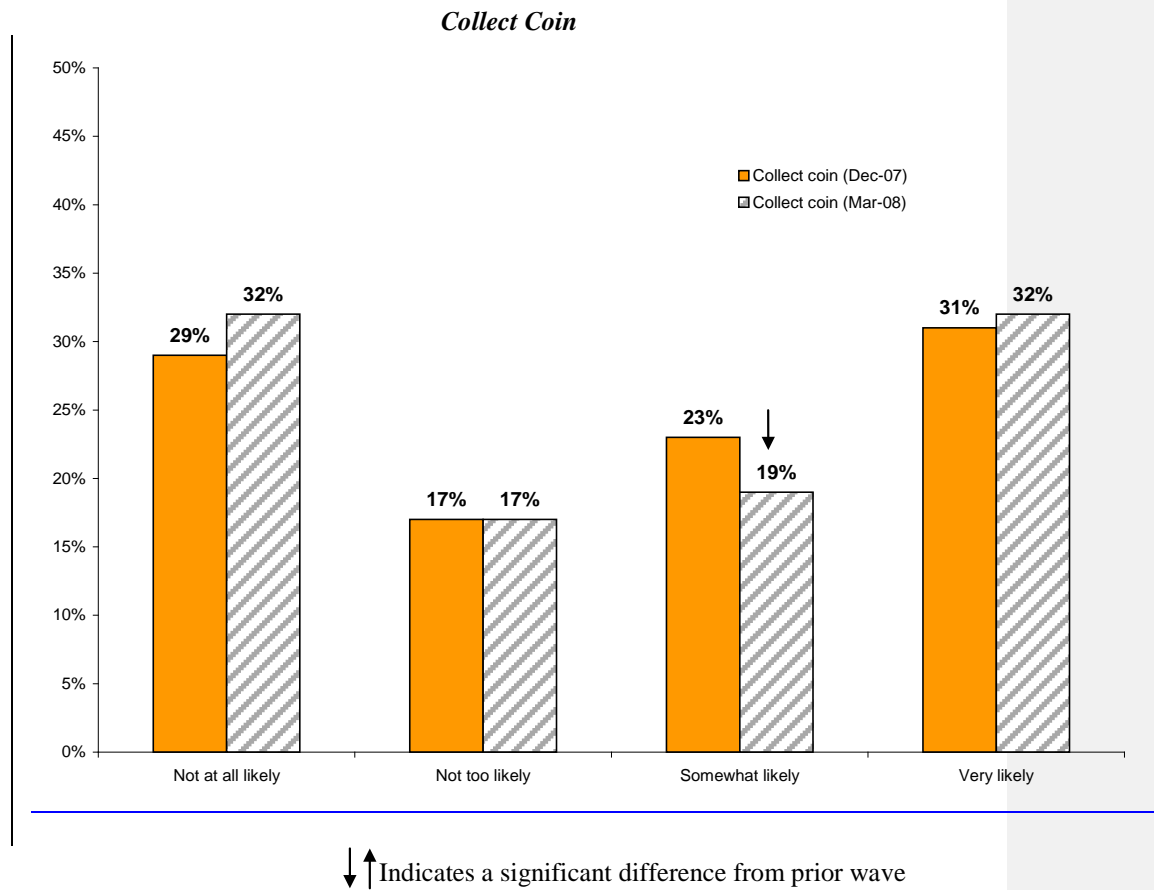
After being read a detailed description of the Presidential \$1 Coin Program, 56% of the population said they would be at least somewhat likely to use the coin for purchases. This reflects a significant decrease by 6% from December 2007. In addition, 51% of the population said they would be at least somewhat likely to collect the coins.

Chart 8: 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 \$1 Coin as change?



↓↑ Indicates a significant difference from prior wave

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 \$1 Coin as change?

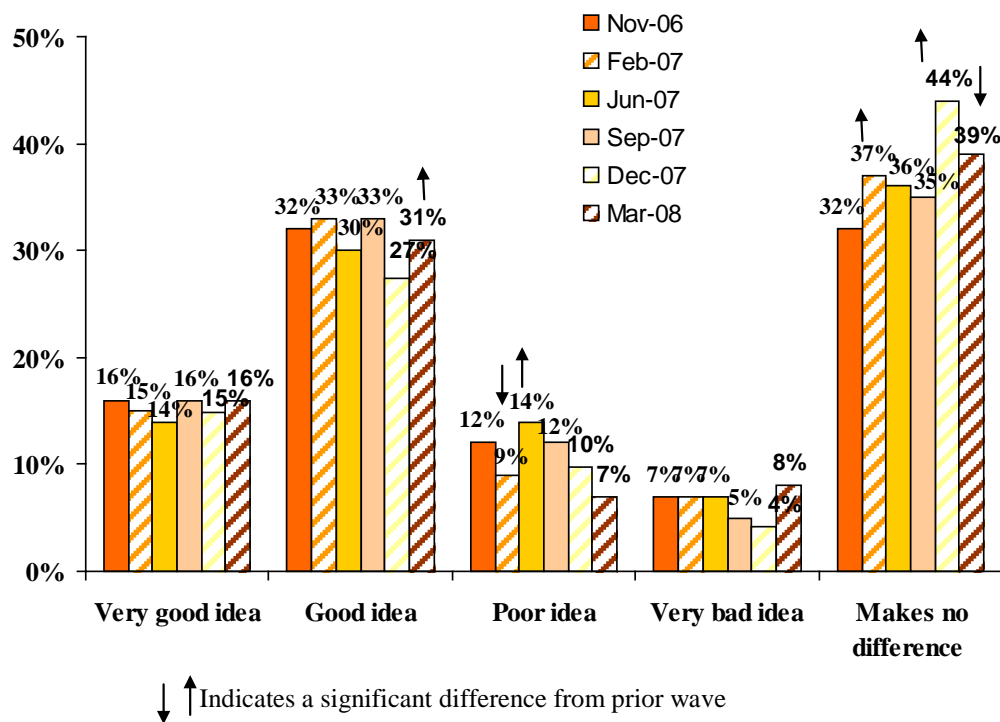


FINDING: About 4 in 10 people (47%) believe the Presidential \$1 Coin Program is either a very good or good idea — a significant increase from December 2007 (42% to 47%).

Overall, 16% of the public believed the Presidential \$1 Coin Program was a “very good” idea, with another 31% saying it was a “good” idea.

Only two significant differences were noted amount the data from December 2007. A significant increase of respondents believed the idea to be a good idea (31% in March 2008 from 27% in December 2007) and a significantly fewer number of people believed it to make no difference (39% from 44%).

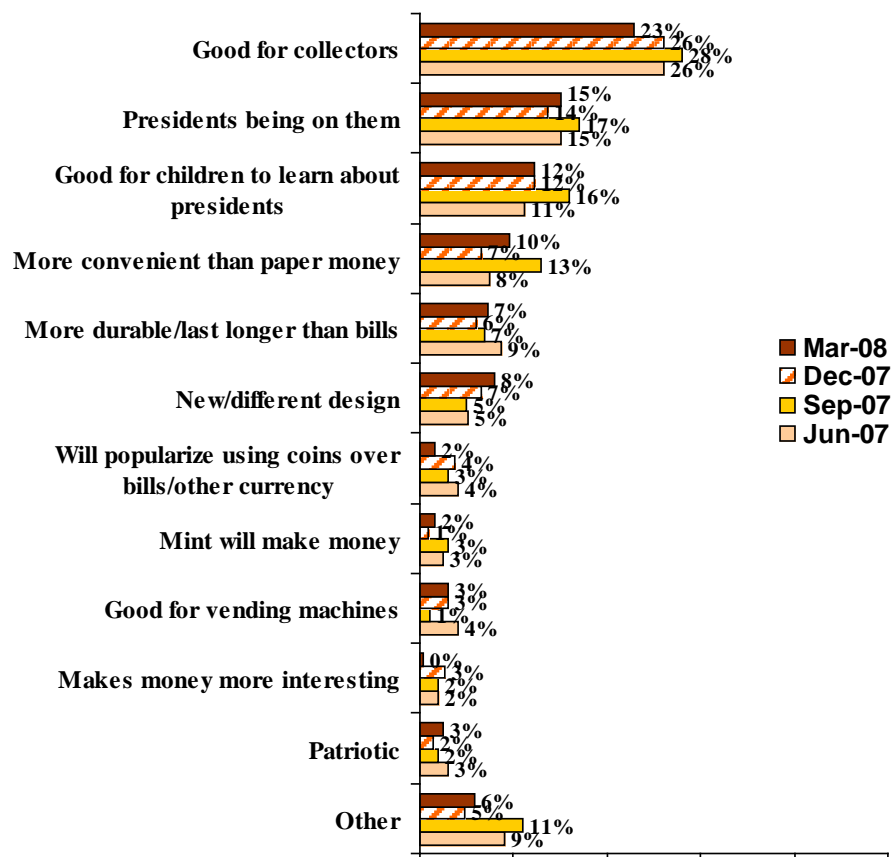
Chart 10: What do you think about the idea of having a series of Presidential \$1 Coins?
Do you think it is a . . .



FINDING: According to the results of this survey, the public still believes that the most positive aspects of the coins are that they are good for collectors, they feature the presidents, and they are a good way for children to learn about the presidents.

The most recent survey continues to show an increasing number of people who are able to find positive aspects about the Presidential \$1 Coin series. In September 2007, 78% of respondents were unable to provide a positive response. That number dropped to 17% in December 2007 and in March 2008 only 13% of respondents could not identify anything positive about the Presidential \$1 Coin series.

Chart 11: *Regardless of how you feel about the Presidential \$1 Coin series, what do you think is the most POSITIVE aspect of the coin?*

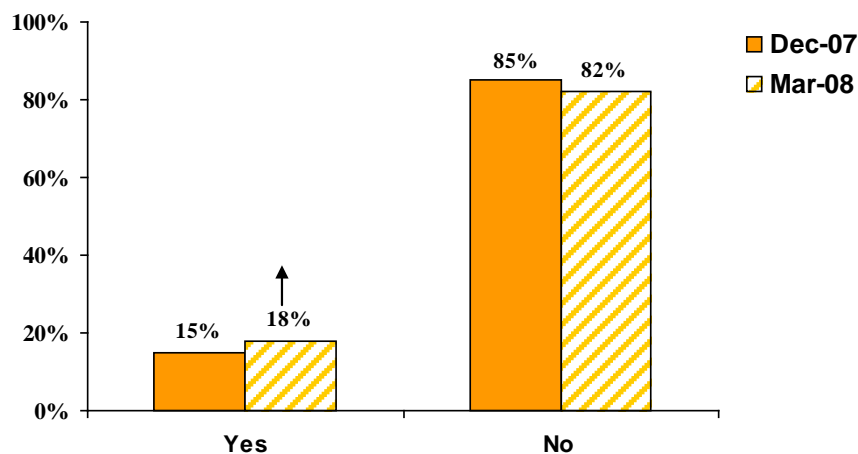


NOTE: Percentages may add to more than 100% due to multiple responses. Those who said “nothing” are not included (17%).

FINDING: In the past 30 days, 18% (a significant increase from 15% in December 2007) of the U.S. population claim to have had a Presidential \$1 Coin in their possession.

Eighteen percent of the U.S. population indicate they had a Presidential \$1 Coin in their possession sometime in the past 30 days. This reflects a significant increase from what was noted in December 2007.

Chart 12: *Have you, in the past 30 days, had a Presidential \$1 Coin in your possession?*

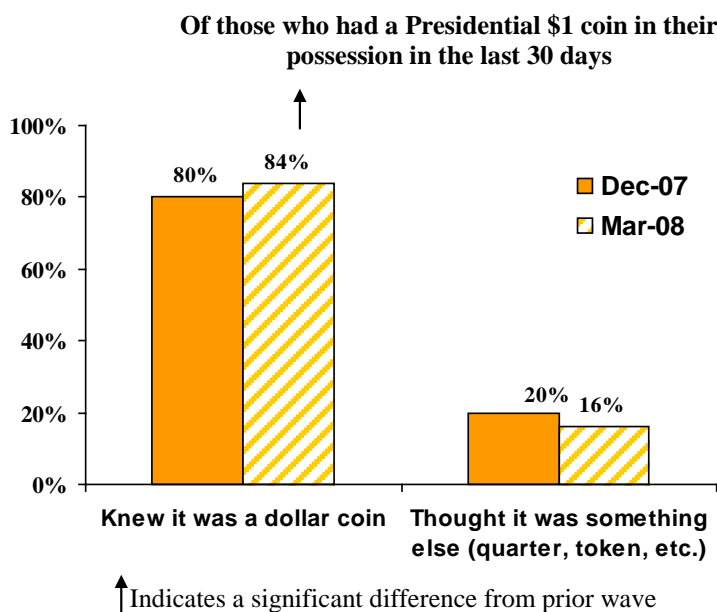


↑ Indicates a significant difference from prior wave.

FINDING: There is a significant increase in the number of U.S. adults who immediately recognized the Presidential \$1 Coin (increase from 80% in December 2007 to 84% in March 2008).

Of those who said they had such a coin in their possession in the last 30 days, 84% were able to immediately recognize it as a \$1 coin. This is a significant increase from the 80% reported in December 2007. Only 16% of the possessors thought the coin was something else (i.e., quarter, token, etc.).

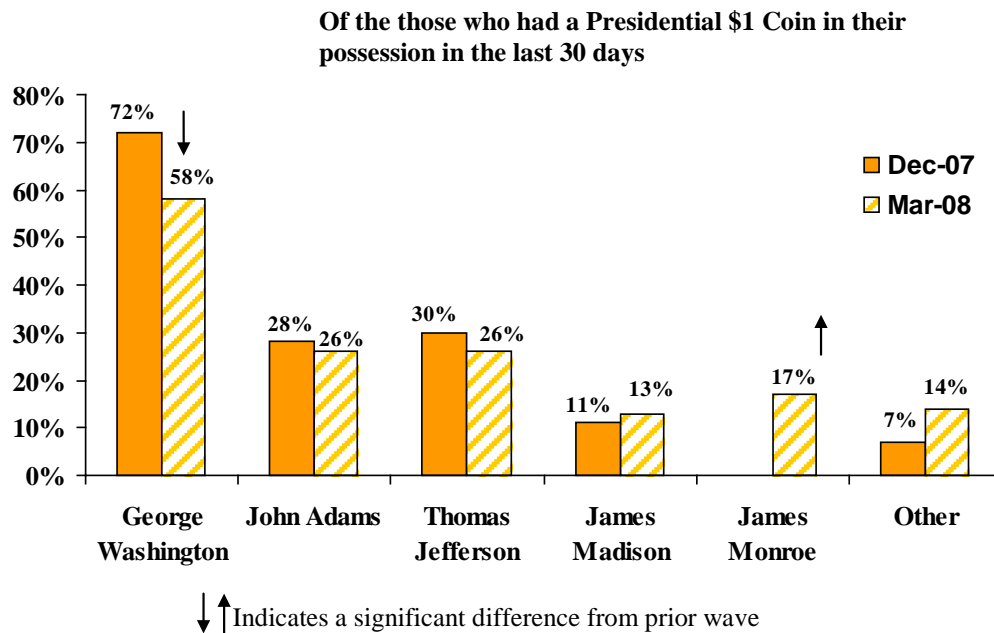
Chart 13: When you got it, did you recognize it was a dollar coin immediately or did you think it was something else?



FINDING: Fifty-eight percent (10% of the U.S. population) of Presidential \$1 Coin possessors noticed that George Washington's image was on the coin. This is a significant decrease from 72% in December 2007.

Of those who had a Presidential \$1 Coin in their possession in the past 30 days and who noticed who was featured on the coin, 58% (10% of the U.S. population) identified George Washington as a featured president. In addition, 26% (5% of the total U.S. population) identified John Adams and Thomas Jefferson, 17% (3% of the total U.S. population) identified James Monroe, and 13% (2 % of the total U.S. population) identified James Madison as featured presidents.

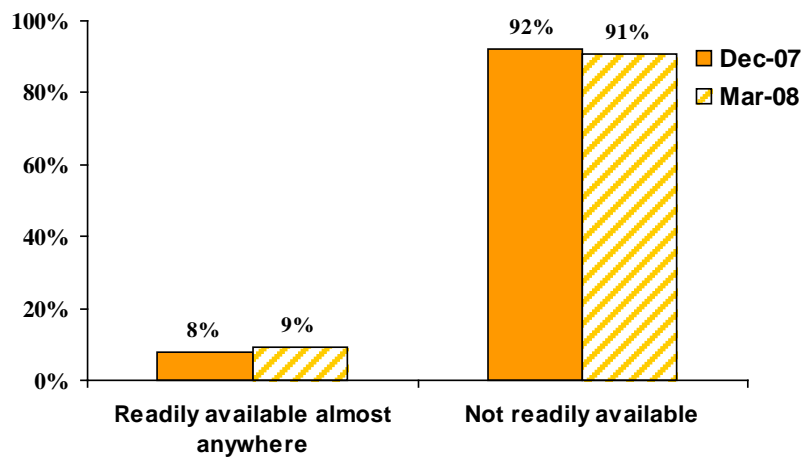
Chart 14: Did you happen to notice which president was featured on the coin?



FINDING: Most Americans (92%) stated that Presidential \$1 Coins are not readily available. This is consistent with the finding noted from December 2007.

When asked about the availability of Presidential \$1 Coins, most respondents (91%) stated that the coins were not readily available. Only 9% reported that the coins were readily available.

Chart 15: *These days, would you say that Presidential \$1 Coins are . . . ?*

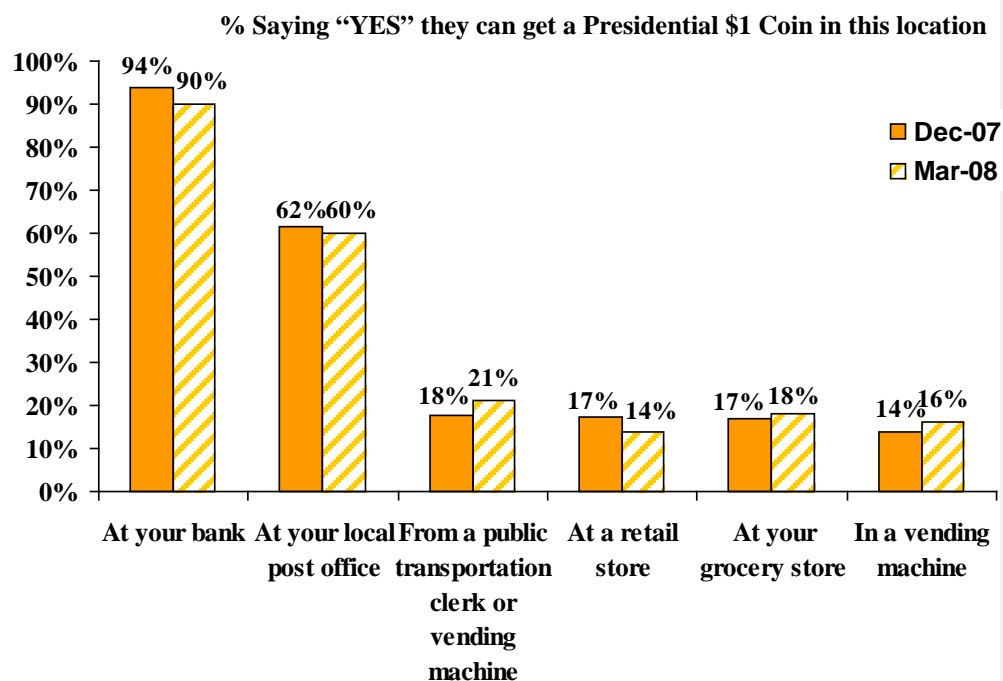


FINDING: Of the majority of respondents who think the Presidential \$1 Coin is not readily available, most think they can easily get the coin from a bank (90%) or at their local post office (60%). No significant differences were noted from December 2007.

Of the majority of respondents who think the Presidential \$1 Coin is not readily available, most think they can easily get the coin from a bank (90%) or at their local post office (60%).

Additionally, 21% of respondents who stated that the Presidential \$1 Coin was not readily available think they can easily get a coin from a public transportation clerk or vending machine, and 18% think they can easily get a Presidential \$1 Coin at a grocery store. Also, 16% think they can easily get a Presidential \$1 Coin in a vending machine, while 14% think they can get a coin from a retail store.

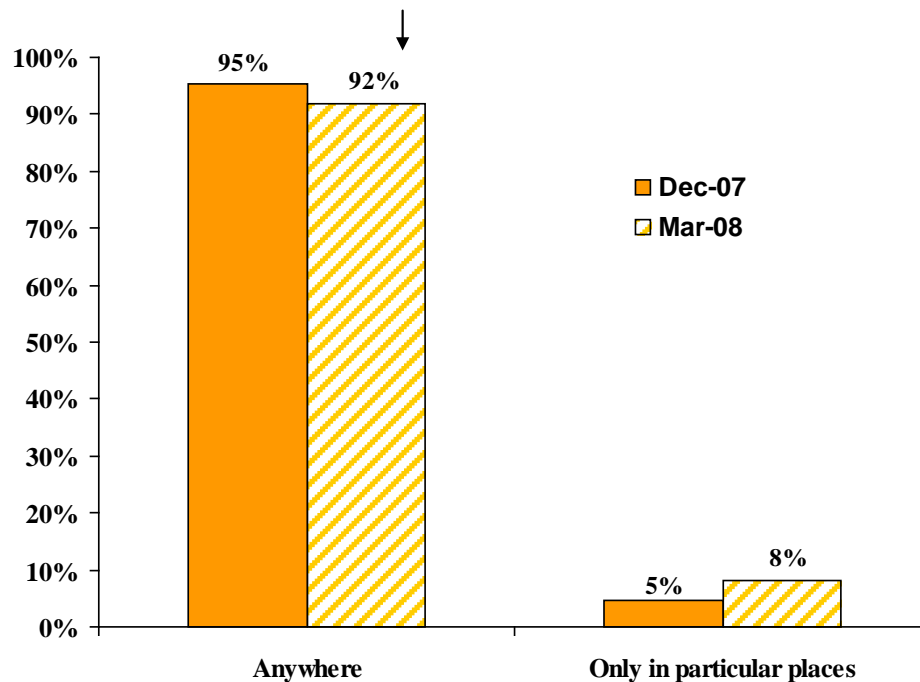
Chart 16: For each of the following, please tell me whether or not you think you can easily get a Presidential \$1 Coin at this location. How about . . . ?



FINDING: A significant decrease occurred in the number of Americans who reported that the Presidential \$1 Coins are accepted by all retailers and businesses (decrease from 95% in December 2007 to 92% in March 2008)

When asked if they know where the Presidential \$1 Coin is accepted, 92% of respondents reported that the coin is accepted anywhere, while 8% said the coin is only accepted in particular places. This reflects a significant decrease from December 2007.

Chart 17: From what you know, are Presidential \$1 Coins accepted by all retailers and businesses, or can they only be used in particular places?

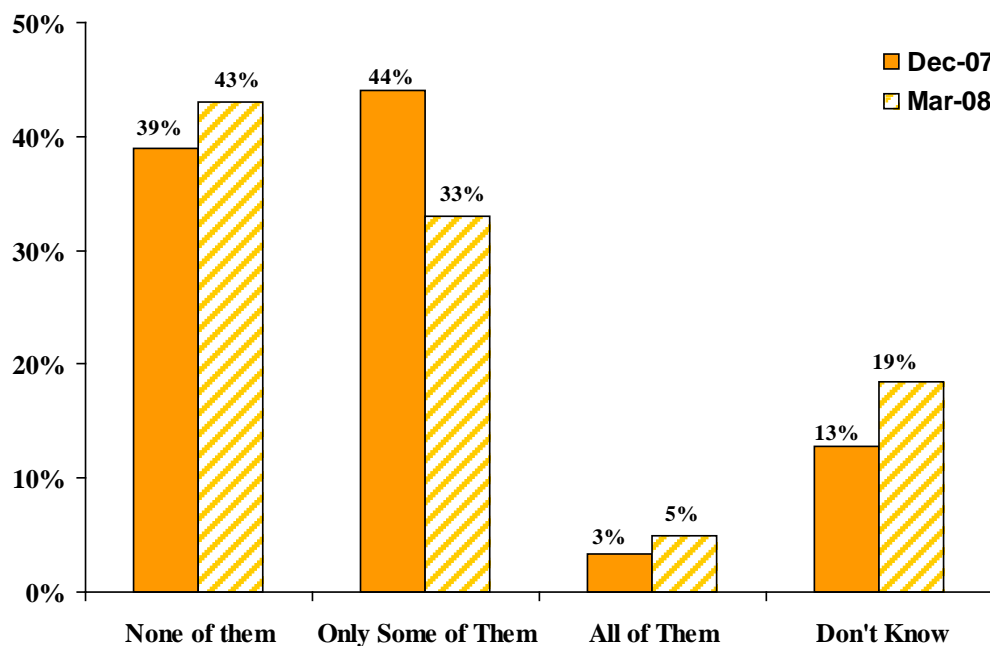


↑ Indicates a significant difference from prior wave

FINDING: Nearly 3 in 10 respondents (33%) reported that only some vending machines accept the Presidential \$1 Coin. This reflects a significant decrease from the 44% noted in December 2007.

When asked if vending machines accept the Presidential \$1 Coins, 33% of respondents reported that only some machines accept the coins (a significant decrease from the 44% noted in December 2007), 43% said none of the machines accept the coins (a significant increase from the 39% reported in December 2007) with an additional 19% saying they don't know (significant increase from the 13% reported in December 2007). Notably, only 5% said all vending machines accept the coin which reflects no significant increase from the December 2007.

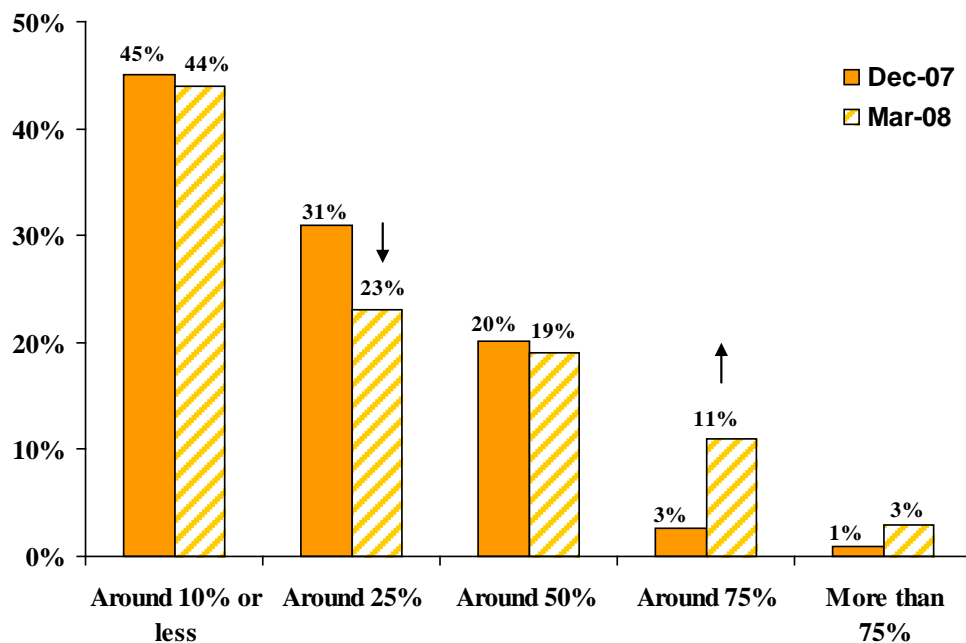
Chart 18: *From what you know about vending machines, do all of them accept Presidential \$1 Coins, only some vending machines, or none of them?*



FINDING: A significant increase is noted in the number of respondents that believe ‘Around 75%’ of vending machines accept Presidential \$1 Coins (increase from 3% in December 2007 to 11% in March 2008).

Of those who reported that only some machines accept the coins (33%), 44% reported that around 10% or less of vending machines accept the coins; 23% reported that around 25% of vending machines accept the coins (a significant decrease from the 31% noted in December 2007). In addition, 19% reported that around 50% of vending machines accept the coins; 11% reported that around 75% of vending machines accept the coins (significant increase from December 2007); and 3% reported that more than 75% of vending machines accept the coins.

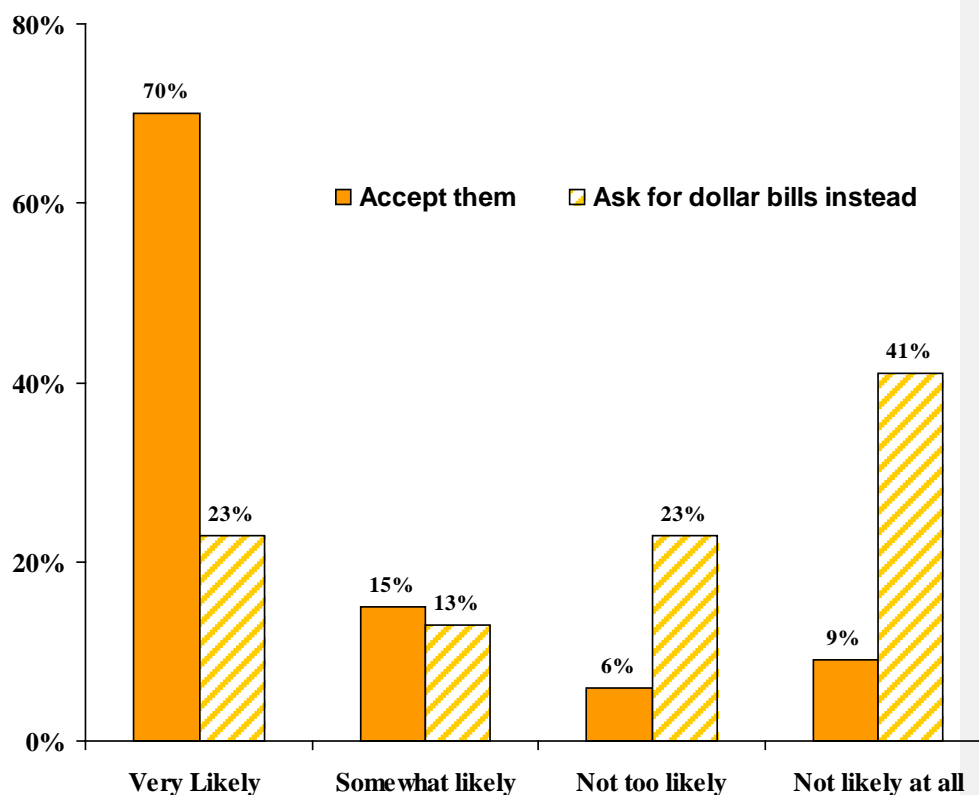
Chart 19: Roughly, what percentage of vending machines do you think accept Presidential \$1 Coins?



FINDING: When asked if they are very, somewhat, not too, or not at all likely to accept Presidential \$1 Coins as change, 70% (no significant change over December 2007) of respondents indicated that they were “very likely” to accept the coins. The study results show a significant increase in the number of respondents reporting that they are “not likely at all” to ask for dollar bills instead (41% in March 2008 vs. 35% in December 2007).

In regards to accepting the Presidential \$1 Coin as change, 85% of respondents reported they are at least “somewhat likely” to accept them (70% very likely and 15% somewhat likely). When asked how likely they were to ask for one-dollar bills, 41% of respondents stated they were “not likely at all” to request one-dollar bills if offered the Presidential \$1 Coin as change. This is a significant increase from the 35% reporting in December 2007. Also, 36% reported they were at least somewhat likely to ask for one-dollar bills if given the Presidential \$1 Coin as change.

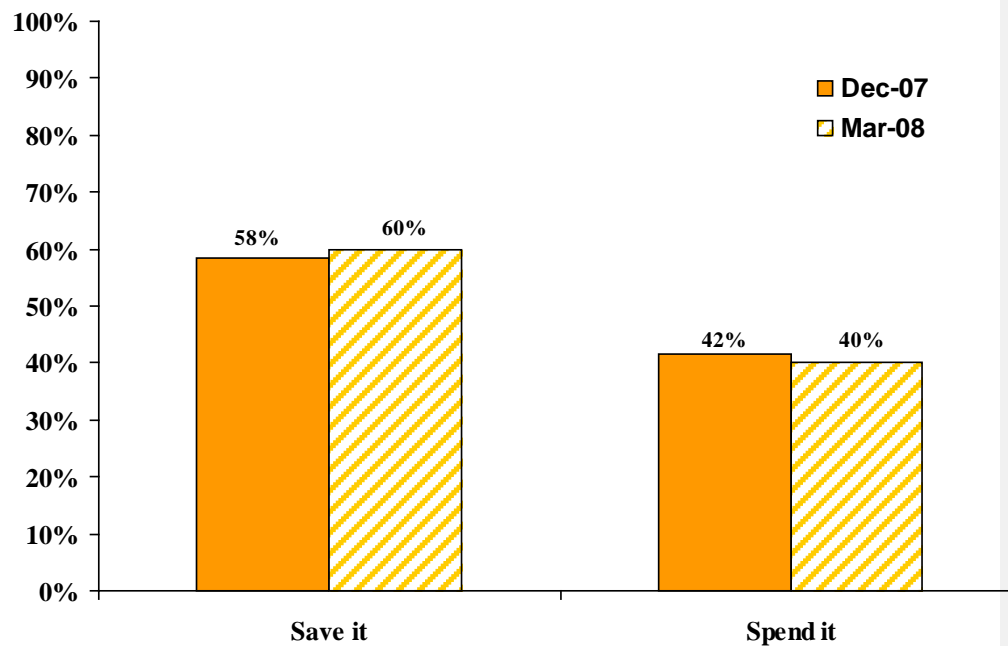
Chart 20: *If you were given Presidential \$1 Coins as change in a store or other retail business, how likely would you be to accept them or ask for dollar bills instead?*



FINDING: Of the 85% of respondents who stated they would accept or very likely accept the Presidential \$1 Coin as change, 3 in 5 (60%) indicated that they were more likely to save the coins, while 2 in 5 (40%) indicated that they were more likely to spend them. No significant difference was noted from December 2007.

When asked what they would be more likely to do with a Presidential \$1 Coin once they have the coin in their possession, 60% of respondents (51% of the U.S. population) reported that they would be more likely save the coins than spend them, while 40% of respondents (34% of the U.S. population) reported that they would be more likely to spend the coins.

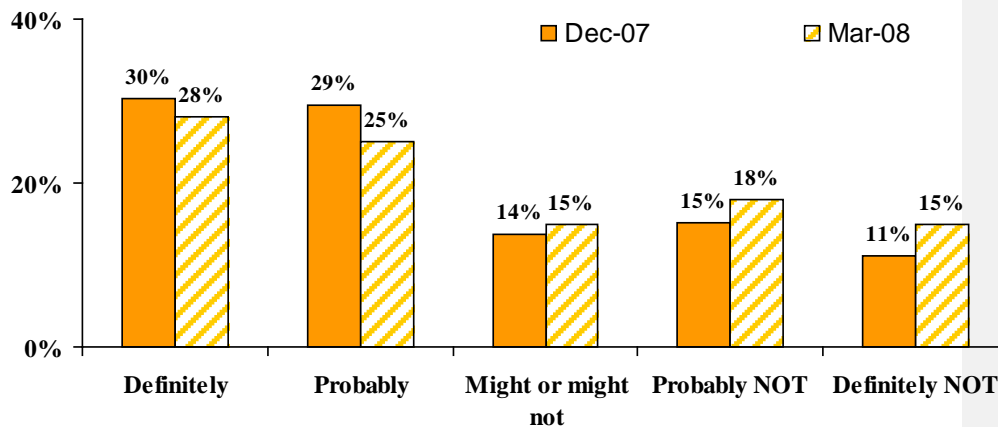
Chart 21: *Once you had the coin, would you be more likely to save it or spend it?*



FINDING: A majority (53%) of respondents indicate they would definitely or probably spend some coins as opposed to using them as gifts or collecting them. No significant difference was noted from December 2007.

A majority of respondents indicate they would definitely or probably spend some coins (53%). Additionally, the number of respondents reporting they would probably not or definitely not spend the coins (33%) a significant increased from the 26% found in December 2007.

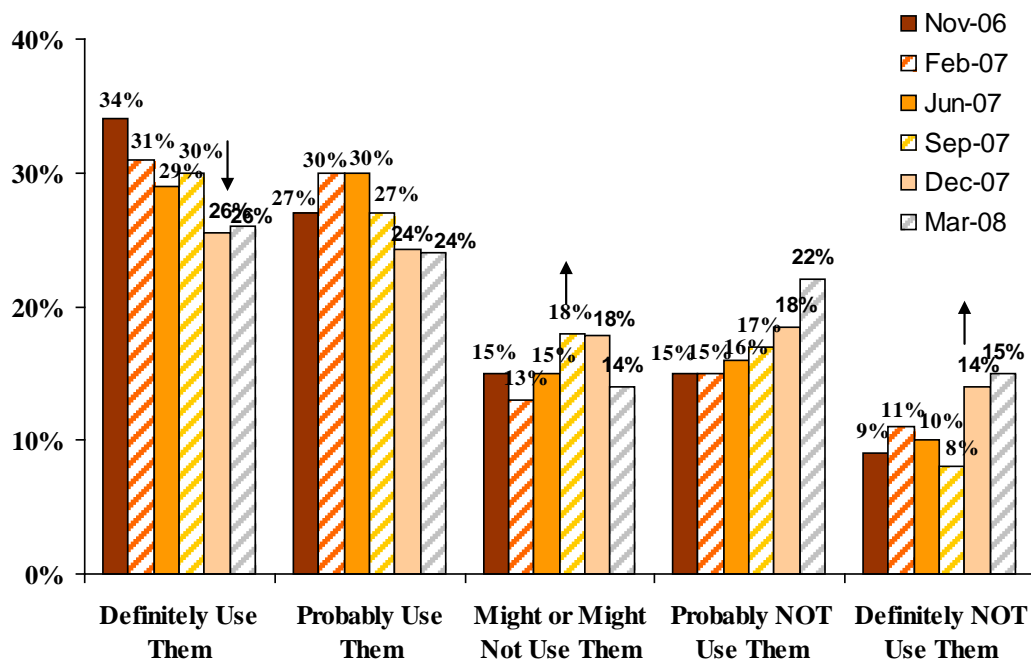
Chart 22: *The next time you receive Presidential \$1 Coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them?*



FINDING: One-half of respondents stated they would definitely or probably use the Presidential \$1 Coin when making cash transactions. Results are comparable to those found in December 2007.

In March 2008, one-half of respondents (50%) said that they would definitely or probably use Presidential \$1 Coins to make cash transactions. These results are similar to those found in December 2007.

Chart 23: How likely will you be to use the Presidential \$1 Coins when making cash transactions?



↓↑ Indicates a significant difference from prior wave

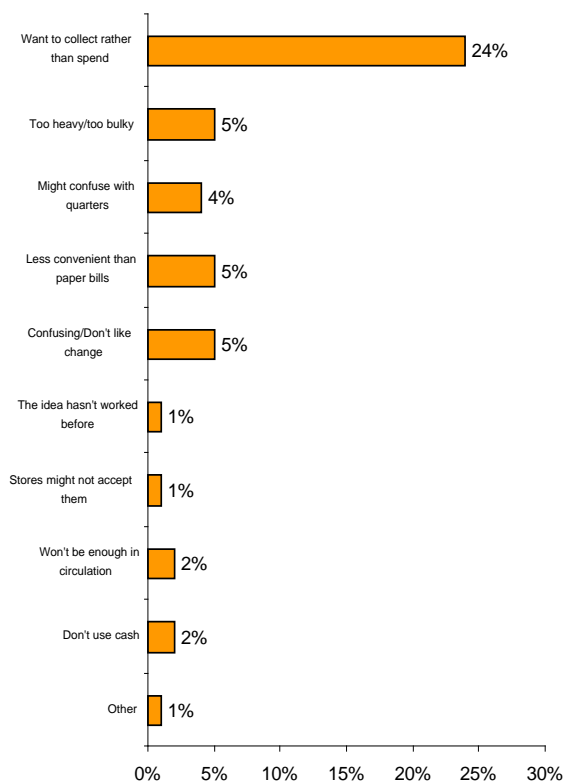
FINDING: When asked to provide reasons why they would *not* want to use the Presidential \$1 Coins, respondents continue to say they would want to collect the coins rather than spend them.

Sixty-four percent of respondents indicated they would not want to use the Presidential \$1 Coins because they would rather collect the coins than spend them. As found in the December 2007 study, other main objections to using the Presidential \$1 Coins for cash transactions include a general inconvenience when dealing with the change from paper bills, a belief that the coins are too heavy and/or bulky, and that they might be confused with quarters.

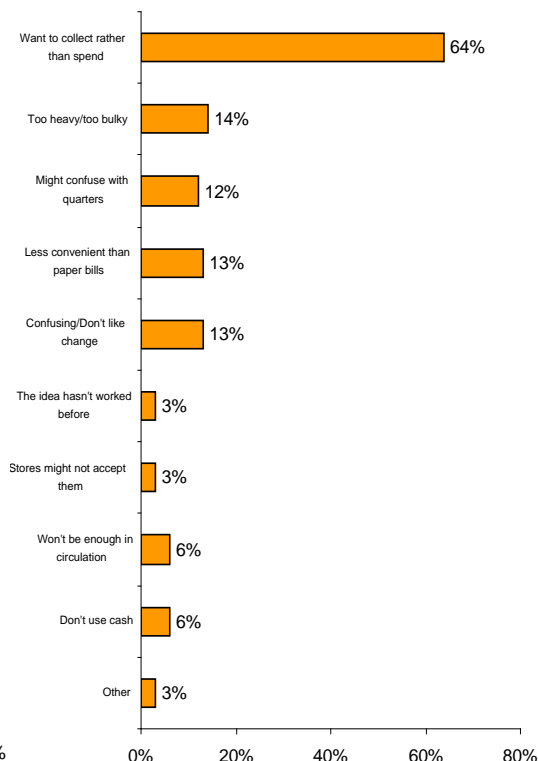
Overall, no significant differences were seen in the reasons people gave for not using the coins.

Chart 24: *What are the reasons you would NOT use the Presidential \$1 Coins when making cash transactions?*

Among All Those in the U.S.



Among Those Who Say They Probably NOT or Definitely NOT use Presidential \$1 Coin when making cash transactions

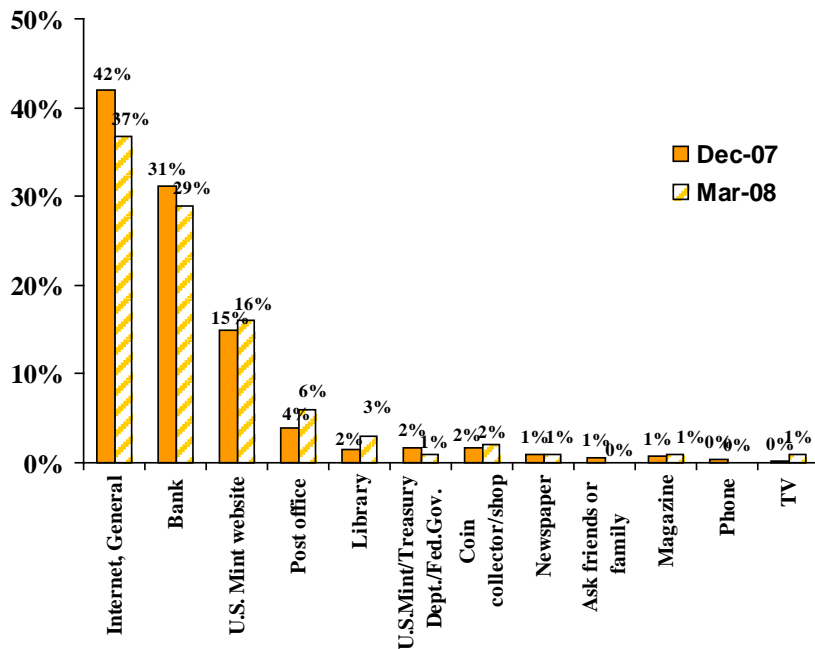


NOTE: Percentages may add to more than 100% due to multiple responses. Formatted: Font: 12 pt

FINDING: A majority of respondents continue to report they would likely learn more about the Presidential \$1 Coin Program and where they can obtain the coins via the Internet in general, the U.S. Mint's Web site, or their bank. No significant difference was noted from December 2007.

Thirty-seven percent of respondents indicated they would most likely search the Internet in general to learn more about the Presidential \$1 Coin Program and to find out where they can get the coins, while another 16% said they would visit the U.S. Mint's Web site to learn more. Twenty-nine percent reported they would go to the bank, while 6% indicated they would go to the post office.

Chart 25: *If you wanted to learn more about the Presidential \$1 Coin Program and where you can obtain the coins, where would you be most likely to go for that information?*



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey on coin usage. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

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

(If necessary, READ:) The valid OMB control number for this survey is 1525-0012-92.

- 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)** _____()
-

(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 1525-0012-98.

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 #4)**

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

1st
Resp: (2402 - 2405)

2nd

_____	Resp: (2406 - 2409)
_____	3rd
_____	Resp: (2410 - 2413)
_____	4th
_____	Resp: (2414 - 2417)
_____	5th
_____	Resp: (2418 - 2421)

3. Please tell me, from what you know, whether each of the following images are on one-dollar coins. If you're not sure, just say so and we'll move on. How about **(read and rotate A-J, as appropriate)?**

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

- | | | |
|----|--|-------------|
| A. | The American flag | _____(2422) |
| B. | <u>(If code 0013 NOT mentioned in #2, ask:)</u> 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. | <u>(If code 0008-0012 NOT mentioned in #2, ask:)</u> U.S. Presidents | _____(2428) |

3. (Continued:)

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)

4. Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?

1 Yes

2 No

8 (DK)

9 (Refused)

_____(2432)

**(If code 1 in #4, Continue;
Otherwise, Skip to Read before #9)**

5. Please tell me anything you remember seeing, hearing, or reading about the new one-dollar coin. Please be as specific as possible. (Open ended and code) **(Probe:)** What else?
(Probe for five responses)

0001 Other (list)

0002 (DK)

0003 (Refused)

0004 Nothing/don't remember specifics

0005 HOLD

0006 Golden colored

0007 Features a President/George Washington/John
Adams/Thomas Jefferson/James Madison/James
Monroe

0008 Has markings along the side

0009 Has Statue of Liberty on it

0010 The coins are accepted everywhere

0011 They are available for collectors

5. (Continued:)

_____	1st Resp: (2501 - 2504)	_____
_____	2nd Resp: (2505 - 2508)	_____
_____	3rd Resp: (2509 - 2512)	_____
_____	4th Resp: (2513 - 2516)	_____
_____	5th Resp: (2517 - 2520)	_____

6. What do you remember as the distinct characteristics of the new 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)

7. Do you recall seeing, hearing, or reading about the new one-dollar coin in any of the following places? How about **(read and rotate A-J)**?

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

A. From a newspaper or magazine article _____(2630)

B. On network television news _____(2631)

C. On a cable news program _____(2632)

D. At your bank or credit union _____(2633)

E. At the post office _____(2634)

F. From an adult relative or friend _____(2635)

G. From your school age children _____(2636)

H. On a radio news program _____(2637)

I. In a retail store _____(2638)

J. From a newspaper or magazine advertisement _____(2639)

**(If code 1 to ANY in #7 A-J, Continue;
Otherwise, Skip to Read before #9)**

8. For each of the following, how effective was this information at making you want to get the coin? Please use a scale from one-to-five, where 1 means not effective at all and 5 means very effective. How about (read A-J, as appropriate)?

5 Very effective
4
3
2
1 Not effective at all

8 (DK)
9 (Refused)

A. (If code 1 in #7-A, ask:) From a newspaper or magazine article _____ (2433)

B. (If code 1 in #7-B, ask:) On network television news

C. (If code 1 in #7-C, ask:) On a cable news program _____ (2435)

D. (If code 1 in #7-D, ask:) At your bank or credit union _____

E. (If code 1 in #7-E, ask:) At the post office _____ (2437)

F. (If code 1 in #7-F, ask:) From an adult relative or friend _____

G. (If code 1 in #7-G, ask:) From your school age children _____

H. (If code 1 in #7-H, ask:) On a radio news program _____ (2440)

I. (If code 1 in #7-I, ask:) In a retail store _____ (2441)

J. (If code 1 in #7-J, ask:) From a newspaper or magazine advertisement _____ (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.

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

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

(2549 - 2552)

12. Have you, in the past 30 days, had a Presidential 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)**

12a. When you got it, did you recognize it was a dollar coin immediately or did you think it was something else?

- 1 Knew it was a dollar coin
- 2 Thought it was something else (quarter, token, etc.)
- 8 (DK)
- 9 (Refused)

_____(2446)

13. Did you happen to notice which President was featured on the coin? **(If "Yes", ask:)** Who was it? (Open ended and code) **(Allow four responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 No, did not notice
- 0005 HOLD
- 0006 George Washington
- 0007 John Adams
- 0008 Thomas Jefferson
- 0009 James Madison
- 0010 James Monroe

1st
Resp: (2447 - 2450)

2nd
Resp: (2451 - 2454)

3rd
Resp: (2455 - 2458)

4th
Resp: (2459 - 2462)

14. These days, would you say that Presidential 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 Presidential 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 Presidential one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places?

1 Anywhere
2 Only in particular places
8 (DK)
9 (Refused)

____(2470)

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

- 1 All of them
- 2 Only some
- 3 None of them

- 8 (DK)
- 9 (Refused)

____(2471)

**(If code 2 in #17, Continue;
Otherwise, Skip to Note before #18)**

- 17a. Roughly, what percentage of vending machines do you think accept one-dollar Presidential coins? **(Read 1-5)**

- 1 Around 10% or less
- 2 Around 25%
- 3 Around 50%
- 4 Around 75%, OR
- 5 More than 75%

- 8 (DK)
- 9 (Refused)

____(2472)

18a. If you were given Presidential one-dollar coins as change in a store or other retail business, how likely would you be to do each of the following? Would you be (read 4-1) to (read and rotate A-B)?

- 4 Very likely
- 3 Somewhat likely
- 2 Not too likely, OR
- 1 Not likely at all

- 8 (DK)
- 9 (Refused)

A. Accept them _____ (2473)

B. Ask for dollar bills instead _____ (2474)

**(If code 3 or 4 in #18a-A, Continue;
Otherwise, Skip to Note before #19)**

18b. Once you had the coin, would you be more likely to save it or spend it?

- 1 Save it
- 2 Spend it
- 8 (DK)
- 9 (Refused)

_____ (2475)

- 19a. The next time you receive Presidential one-dollar coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them? Will you **(read 5-1)**?

5 Definitely spend some
4 Probably spend some
3 Might or might not spend some
2 Probably NOT spend any, OR
1 Definitely NOT spend any

8 (DK)
9 (Refused)

____(2476)

20. How likely will you be to use the Presidential one-dollar coins when making cash transactions? Will you **(read 5-1)**?

5 Definitely use them
4 Probably use them
3 Might or might not use them
2 Probably NOT use them, OR
1 Definitely NOT use them

8 (DK)
9 (Refused)

____(2567)

**(If code 1 or 2 in #20, Continue;
Otherwise, Skip to #22)**

21. What are the reasons you would NOT use the Presidential one-dollar coins when making cash transactions? (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 No place in cash register for them

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 the Presidential one-dollar coin program 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)

(READ:) I have a few final questions for statistical purposes only.

23. 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)

DEMOGRAPHICS

D1. GENDER: **(Code only, do NOT ask)**

1 Male
2 Female

_____(2115)

D2. AGE: Please tell me your age. (Open ended and code actual age)

00 (Refused)

18-
98

99 99+

____ (2701) (2702)

D3. ADULTS: 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)

____ ()

D4. KIDS: Are there any children living in your household under 18 years of age?

1 Yes

2 No

8 (DK)

9 (Refused)

____ (2703)

D5. ETHNICITY: Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

1 Yes, Hispanic or Latino origin or descent

2 No not of Hispanic or Latino origin or descent

3 (DK)

4 (Refused)

____ ()

D6. RACE: What is your race? The U.S. census categories are American Indian or Alaska native, Asian, Black or African-American, Native Hawaiian or other Pacific Islander, or White. You may provide more than one answer, if appropriate. **(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: () ()

2nd
Resp: () ()

3rd
Resp: () ()

D7. EDUCATION: 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)

_____()

D8. MARITAL: 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)

D9. EMPLOY: 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)

D10. LINES: NOT including lines dedicated to a fax machine, modem, or used strictly for business purposes, how many different phone NUMBERS do you have coming into your household (not including cell phones)? (Open ended and code)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more

- 6 (DK)
- 7 (Refused)

____()

D11. INCOME: 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?

<u>(If Over, ask:)</u>	Is it over or under \$100,000?
<u>(If Over, ask:)</u>	Is it over or under \$150,000?
<u>(If Over, ask:)</u>	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)

U.S. Mint

\$1 Coin Program

Final Metrics on Pilot Program



February, 2009

Overview/Methodology

Overall Program Goals



- Increase awareness and usage of \$1 coins through targeted advertising and outreach in four pilot cities
- Identify best messages and media channels for future rollout
- Pilot program included paid media (TV, outdoor, radio, buses), point of sale (POS) signage, messaging and some outreach to local banks and retailers



- Pilot Cities:
 - Austin, TX; Charlotte, NC; Grand Rapids, MI; Portland, OR
- Surveys undertaken:
 - Pre-test, prior to pilot site program, June 2008 (w/national comparison)
 - 1000 per site, 1000 national RDD
 - Post-test, upon completion of pilot site program, December 2008 (w/national comparison)
 - 1000 per site, 1000 national RDD
 - Message test, upon completion of pilot site program to specifically test messages used, December 2008
 - 200 per site, those who saw a message
 - Midpoint national survey in September 2008
 - 1000 national RDD



- Pre/Post Survey included
 - \$1 coin knowledge
 - \$1 coin awareness
 - \$1 coin possession
 - \$1 coin usage
 - General ad awareness
 - Ad interest
- Message Survey included
 - \$1 coin ad awareness
 - Unaided and aided specific ad awareness
 - Ad attention getting/generating interest
 - Circulating coin awareness
 - \$1 coin usage
 - \$1 coin possession

Presentation Agenda



- Background
- Stages of driving consumer behavior
- Awareness
- Interest
- Possession
- Usage
- Overall Program Success
- Key Take Aways – Suggested Next Steps



Consumer Stages to Usage



Coin Awareness

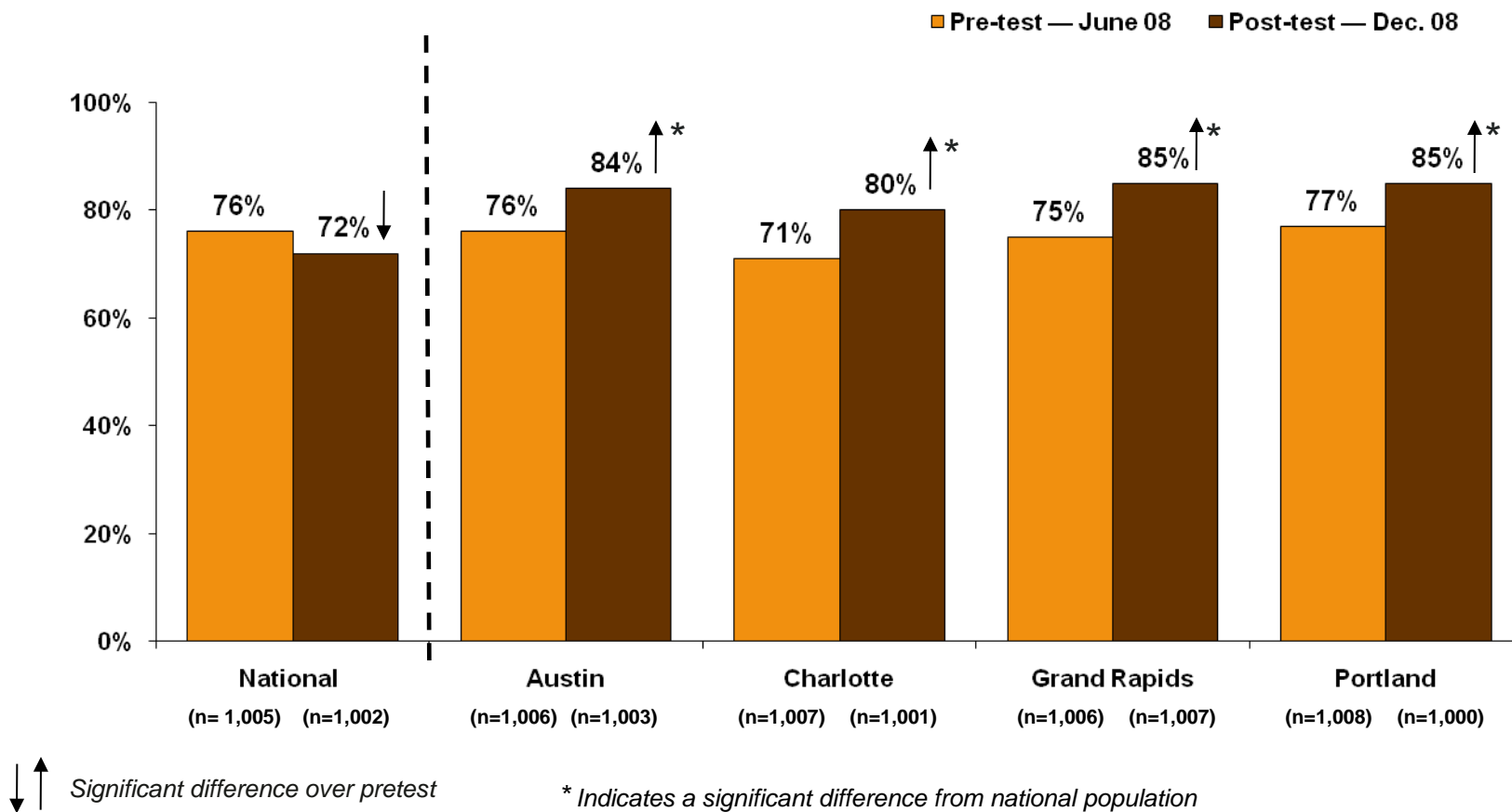
Knowledge of \$1 Coins
Knowledge of Specific Coins
Unaided vs. Aided Ad Awareness



Knowledge of \$1 Coins Circulating Increased in All Pilot Sites — Decreased Nationally



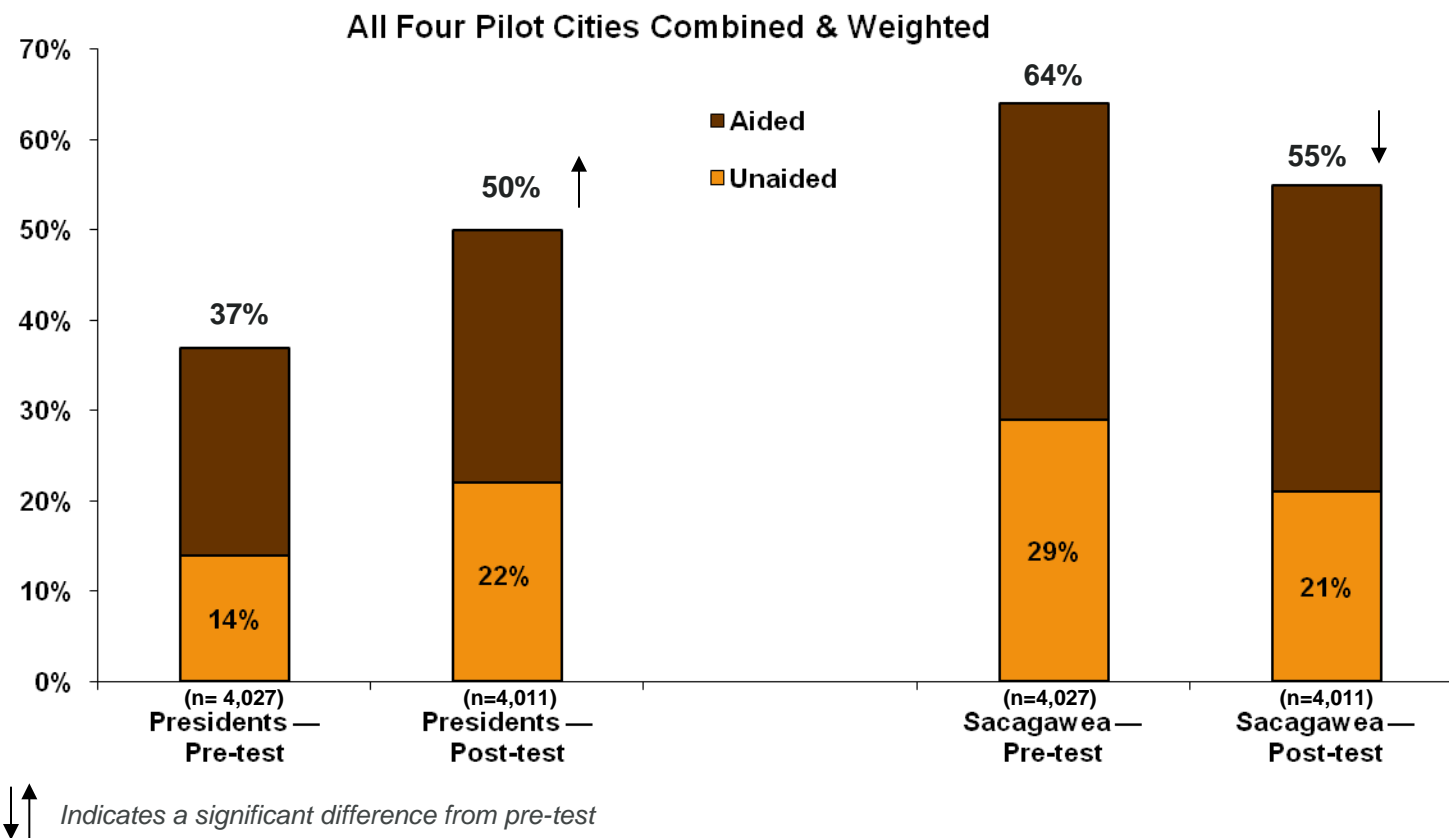
From what you know, are \$1 Coins currently in circulation by the U.S. Mint or not? (Adult Population)



Awareness of Presidential \$1 Coins Increases After Pilot – Sacagawea Decreases



Can you describe what image or images are featured on the \$1 Coins? (Unaided awareness) AND Please tell me, from what you know, whether each of the following images are on \$1 Coins (Aided Awareness)

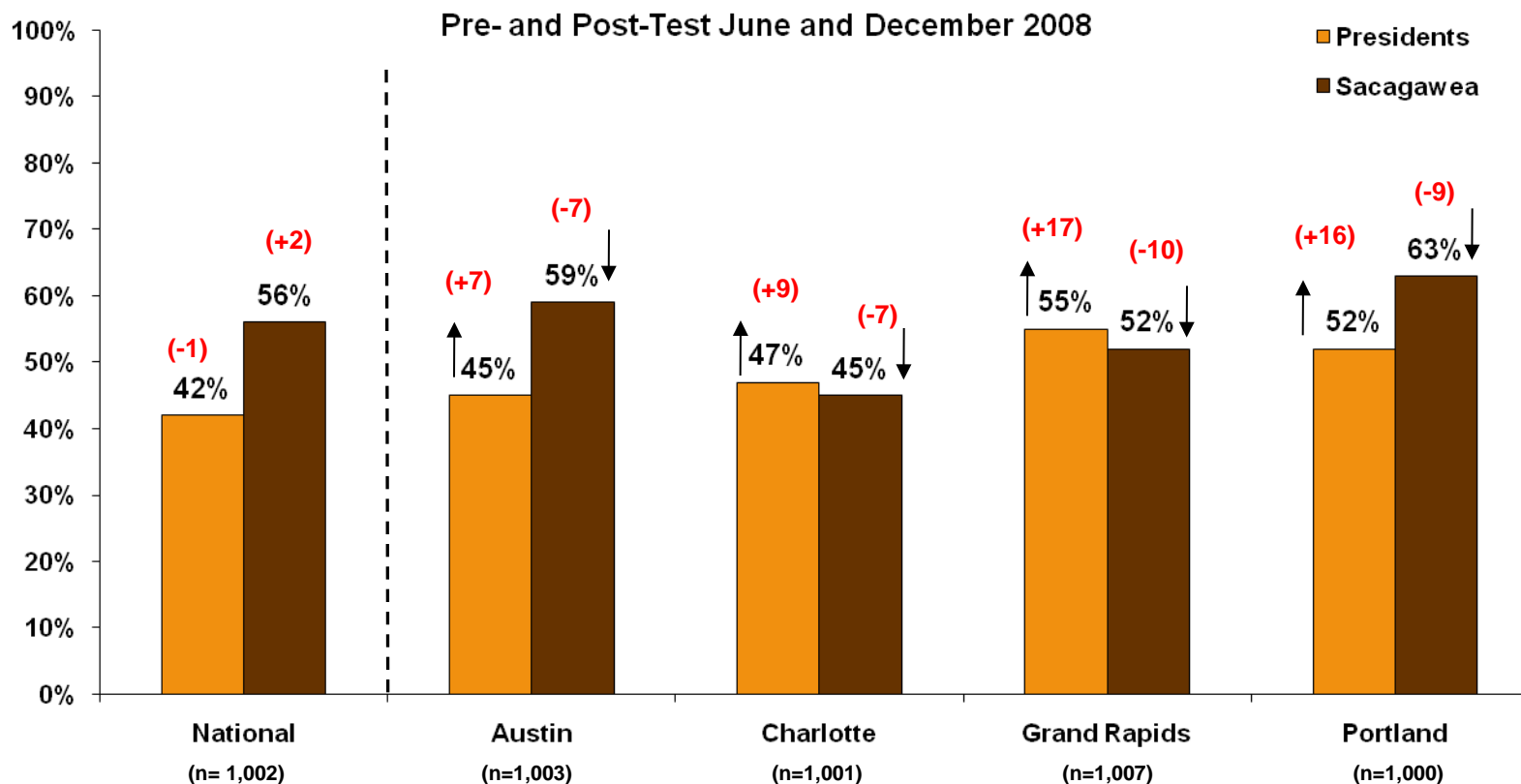


Combined Aided and Unaided Awareness: Presidents Increased, Sacagawea Decreased in All Sites



UNAIDED AWARENESS: Can you describe what images are featured on the \$1 Coin? (open-ended)

AIDED AWARENESS: Are any of the following images on the \$1 Coin? (close-ended)

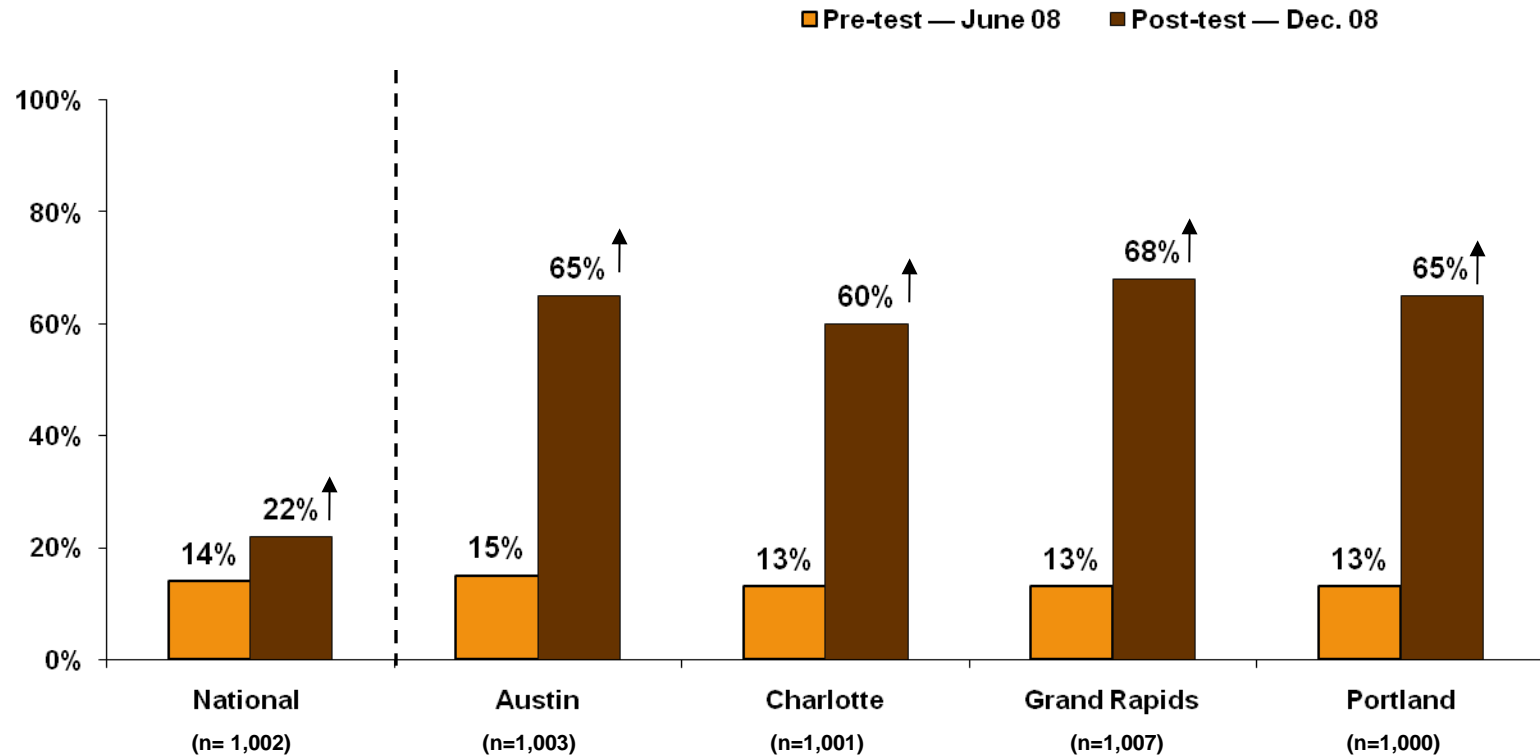


↑↓ Indicates a significant difference from pre-test

\$1 Coin Ad Message Awareness Increased Substantially During Pilot – Both Pilot Cities and Nationally



In the past 30 days, do you recall seeing any commercial messages or advertisements about \$1 Coins in your area?



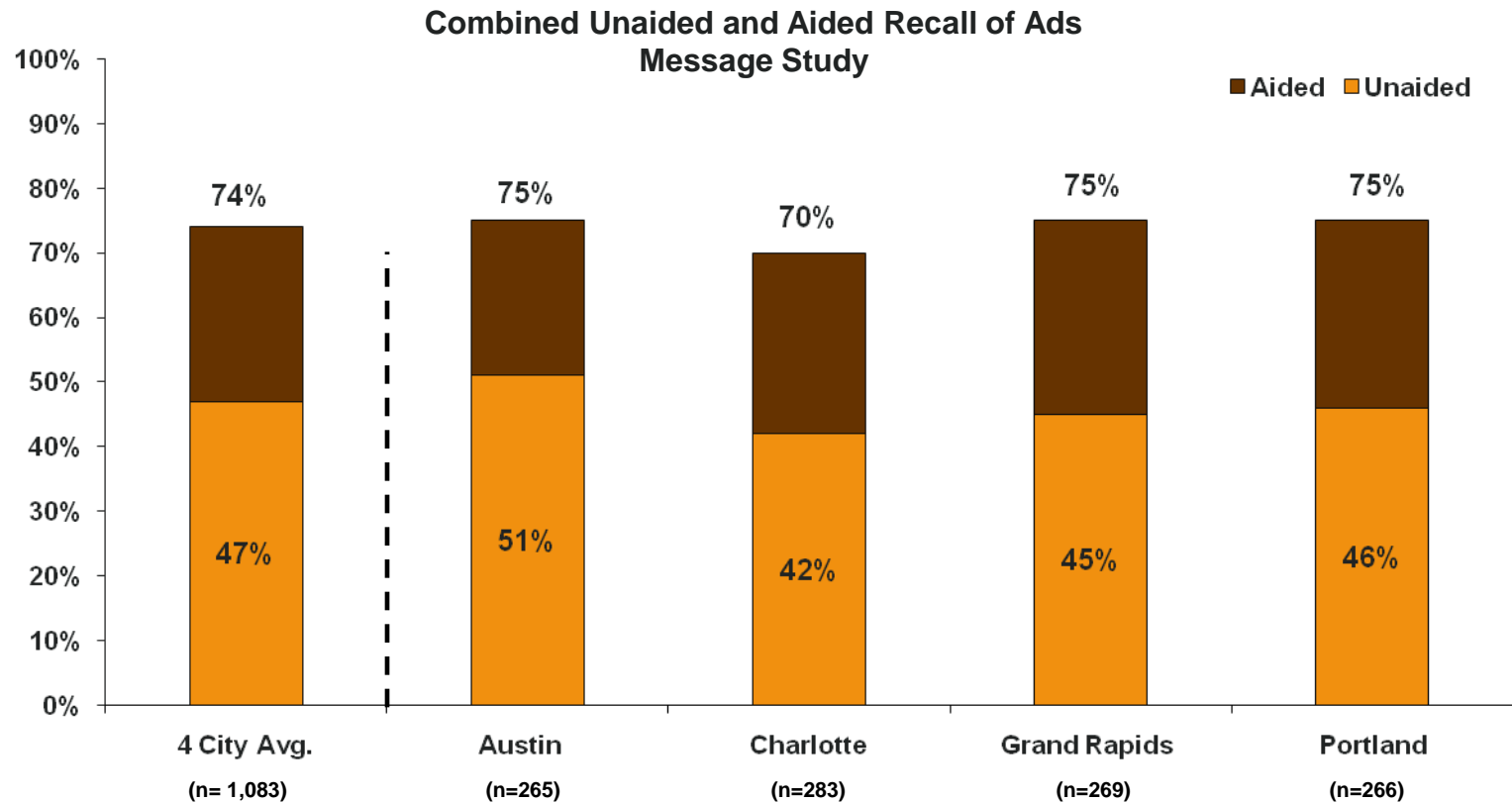
Indicates a significant difference from pre-test

Three-Quarters of Adults in Pilot Sites Saw Ads



UNAIDED: Can you tell me what you know about the content of the ads?

AIDED: Have you seen, heard, or read any of the following specific advertisements about the \$1 Coin..?

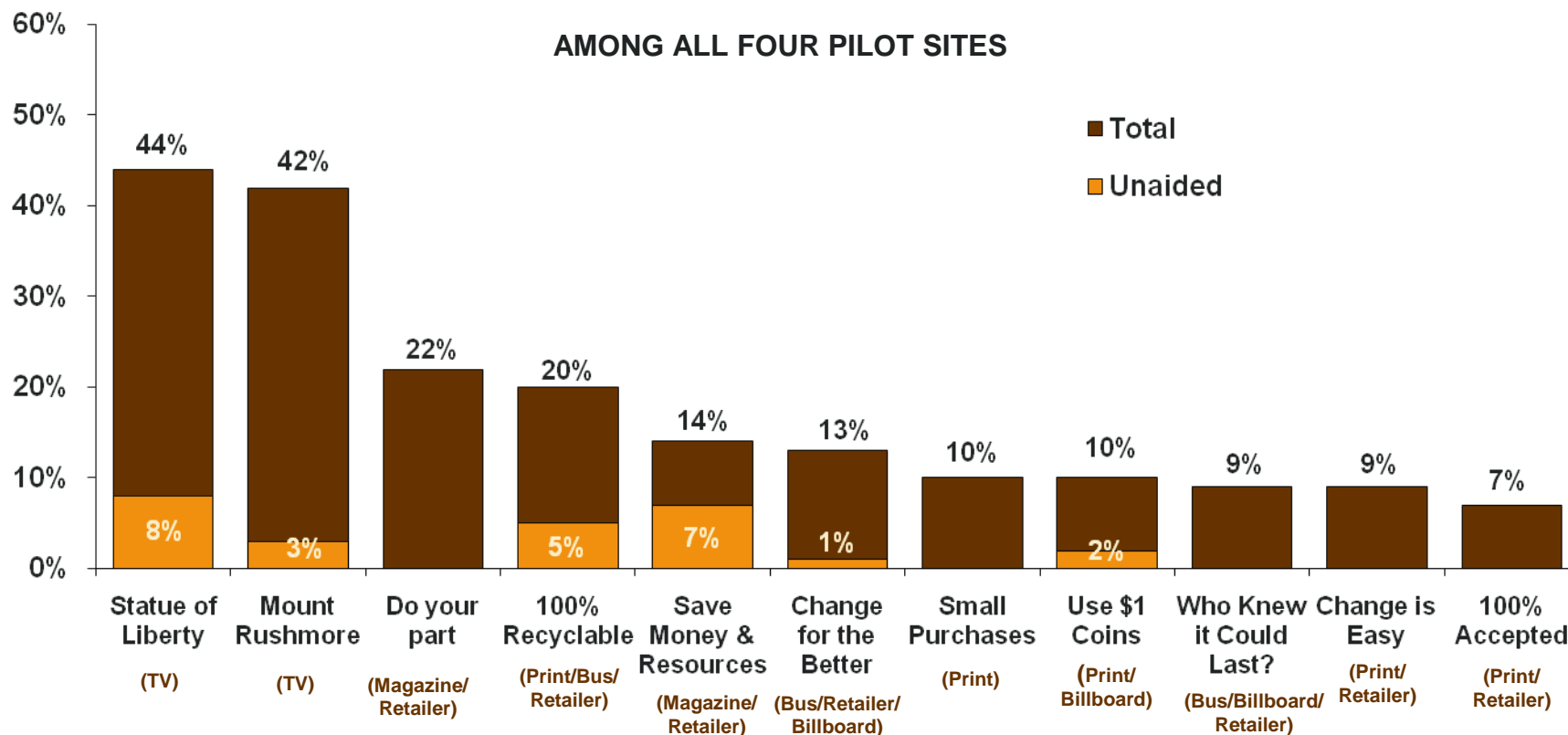


TV Ads Were the Most Recalled Overall – Very Low Unaided Awareness



UNAIDED: Can you tell me what you remember seeing, hearing or reading in the ad?

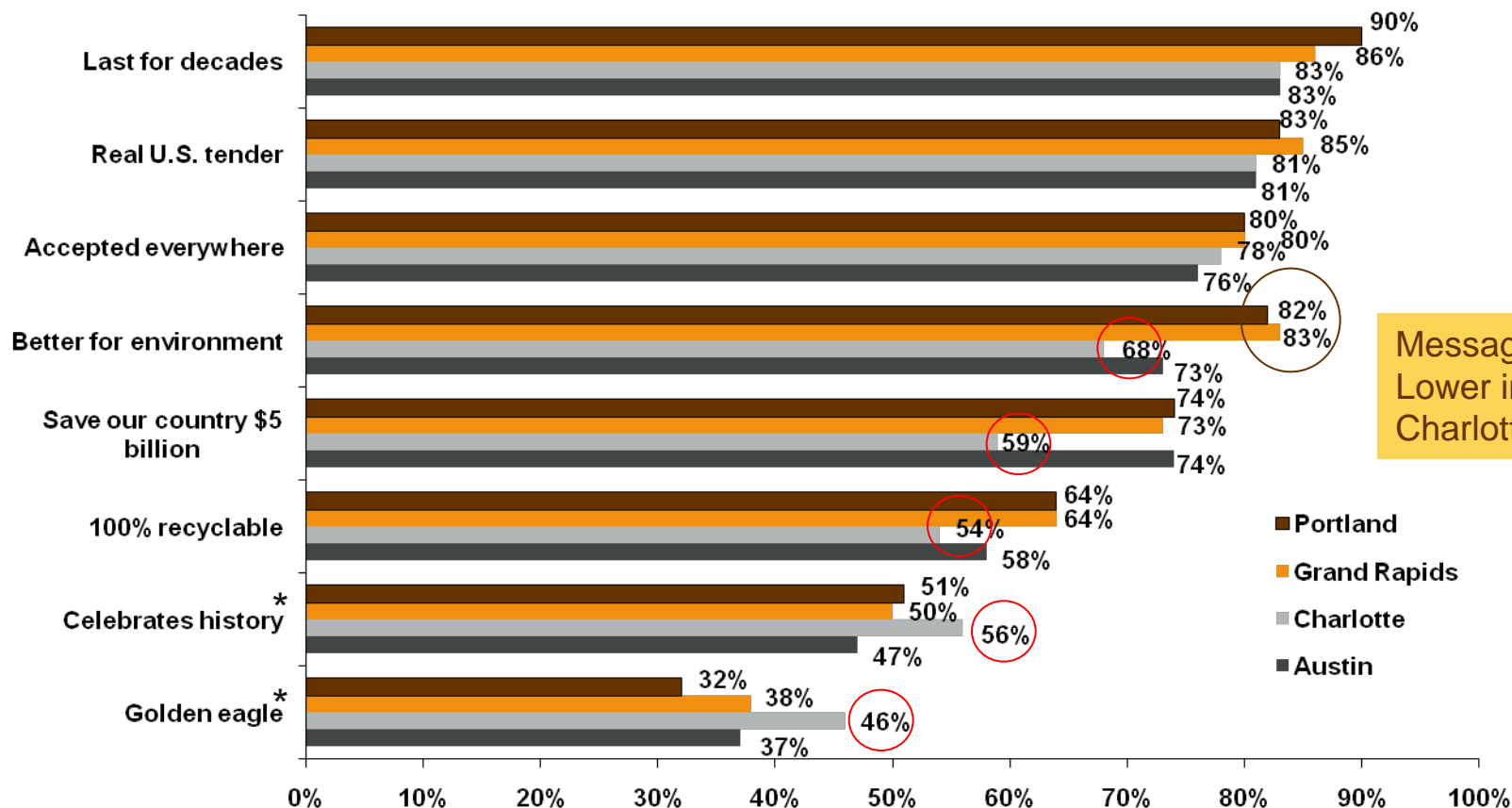
AIDED: Have you seen, heard or read any of the following specific advertisements?



Ideas “Most Remembered” Were Focused on Practical Items: Durability, Real Tender and Accepted Everywhere



AIDED AWARENESS: Do you remember if any of the following were in the message?



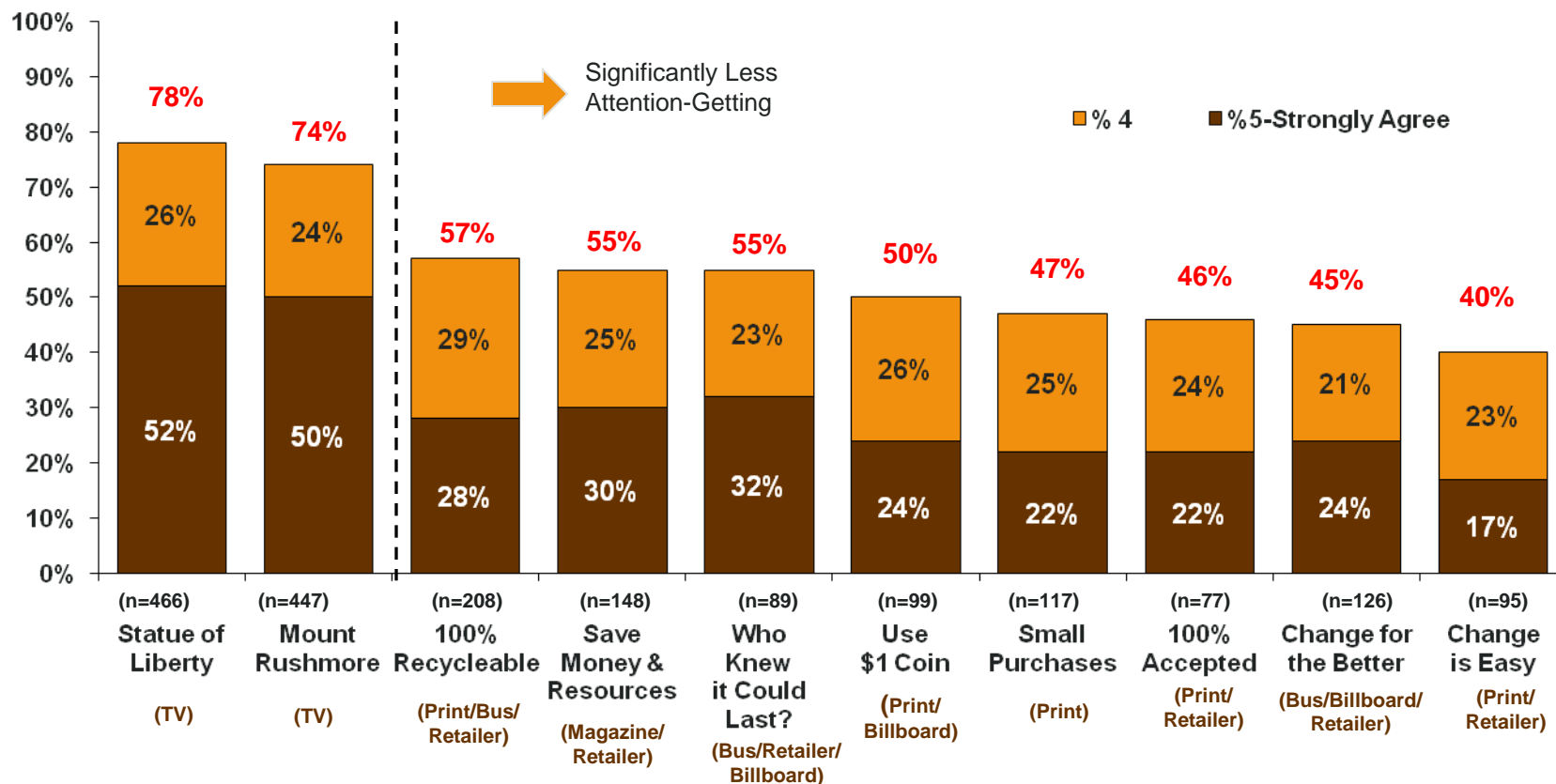
* Indicates false image offered to respondents

TV Ads Were Clearly the Attention Getters – Message Not Medium Attracted Other Attention



How much do you agree/disagree that the ad caught your attention?

TOP TWO BOX- AVERAGE AMONG ALL FOUR PILOT CITIES

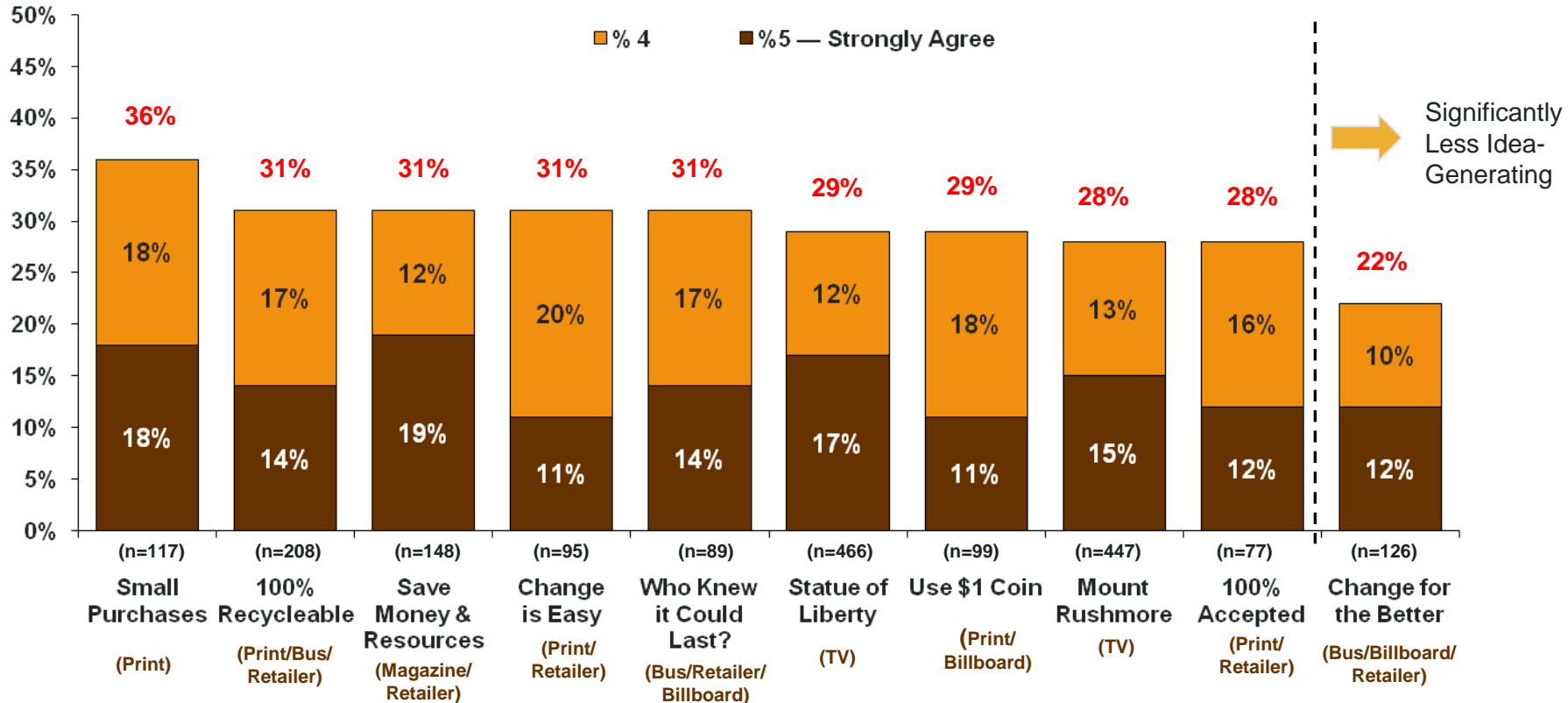


Some Ads Left Stronger Impressions Than Others



How much do you agree/disagree that the ad gave you ideas for using \$1 Coins?

TOP TWO BOX- AVERAGE AMONG ALL PILOT CITIES

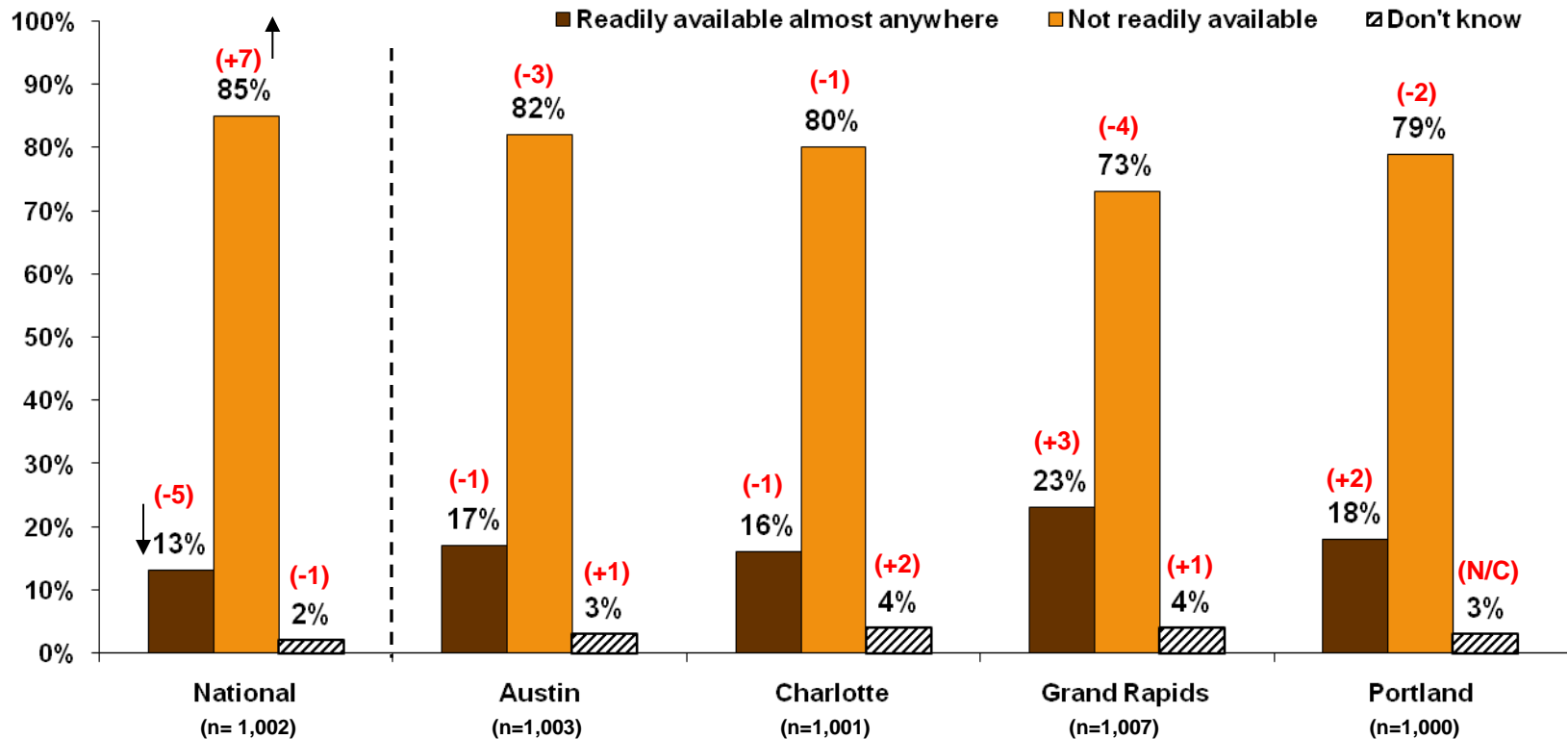


Decrease Nationally in Knowledge of Coin Availability Not Mirrored in Pilot Sites



Would you say that \$1 Coins are . . . ?

Pre- and Post- Test June and December 2008



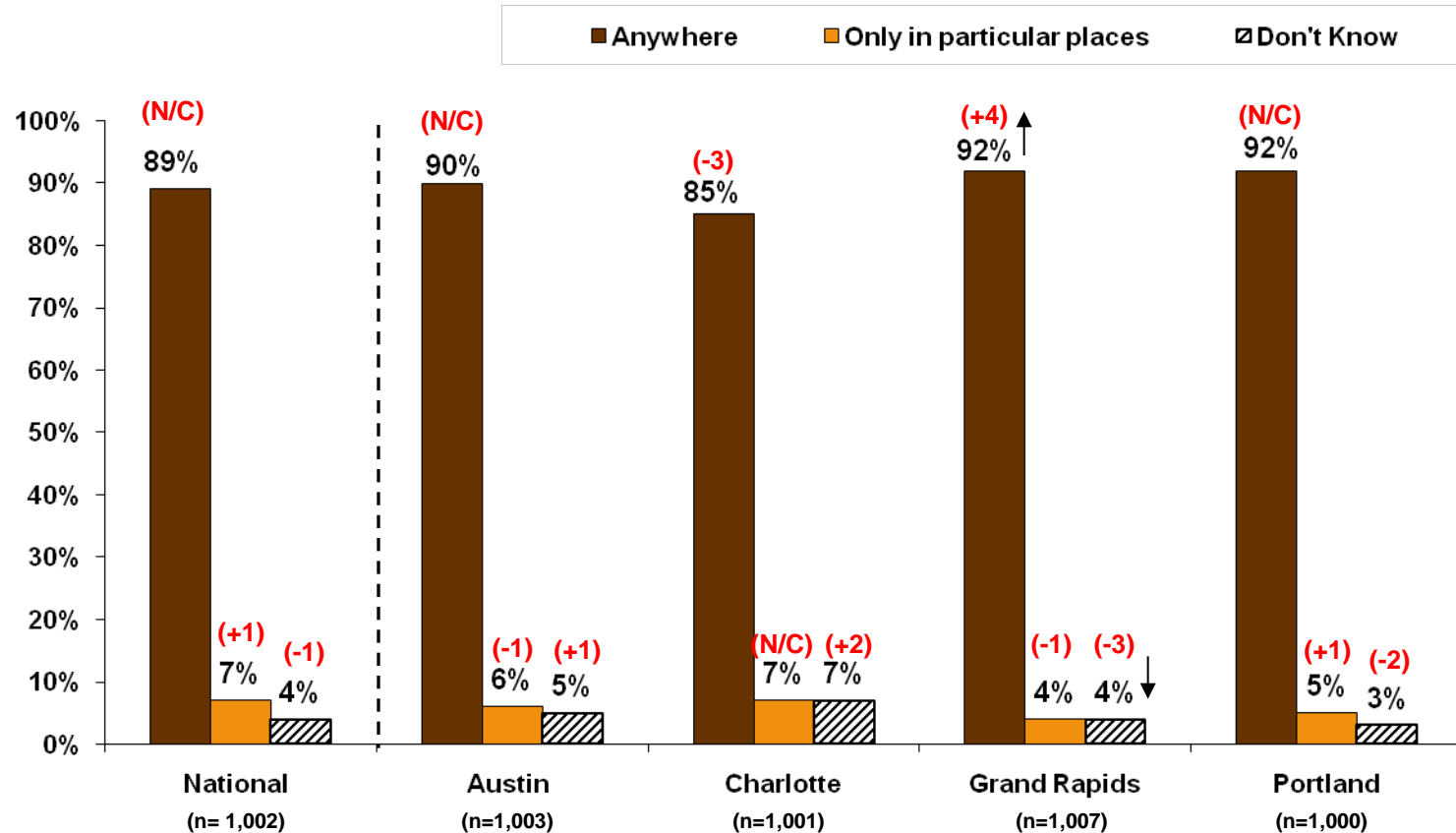
Indicates a significant difference from pre-test

Note: Numbers in parenthesis represents change over pre-test

Only GR Residents Were Significantly More Knowledgeable About Using After Pilot



From what you know, are \$1 Coins accepted by all retailers and businesses or can they only be used in particular places (Adult Population)



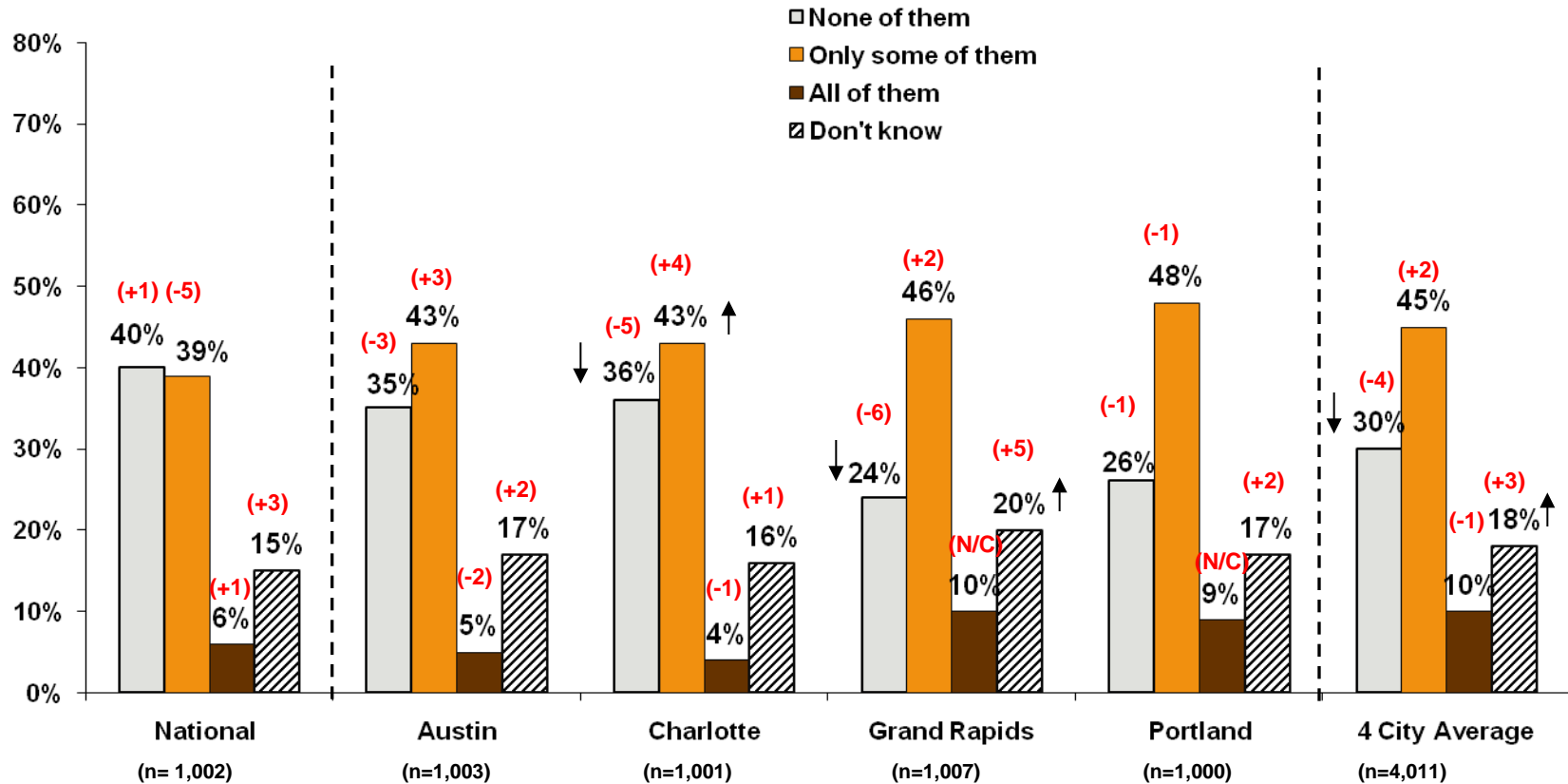
↓ ↑ Indicates a significant change from pre-test

Note: Numbers in parenthesis represents change over pre-test

Sizeable Proportions of Adults Still Unclear of \$1 Coin Vending Use — Pilot Program Not Help



From what you know about vending machines, do all of them accept \$1 Coins, only some vending machines or none of them? (Adult Population)



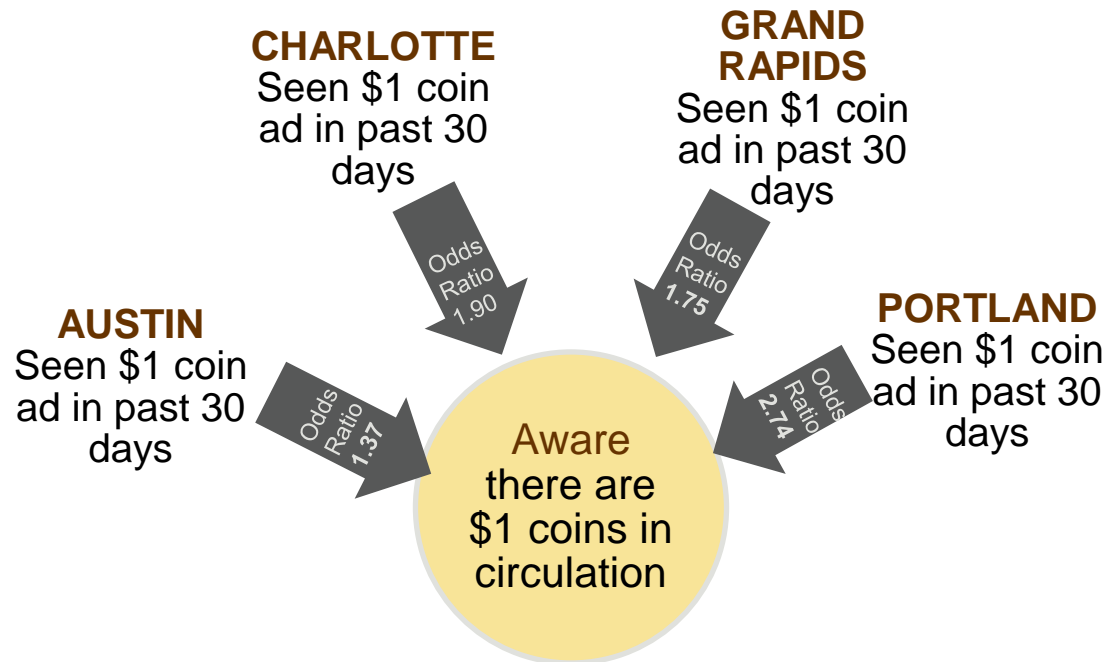
↓ ↑ Indicates a significant change from pre-test

Note: Numbers in parenthesis represents change over pre-test

There Is a Definitive Correlation between Generic Ad Awareness and Coin Awareness....



In the past 30 days, do you recall seeing any commercial messages or advertisements about \$1 coins in your area?



...there is no correlation between seeing an ad and using the coin
(consistent with past research findings)

Interest

Interest in Using \$1 Presidential Coins

Interest in Collecting \$1 Coin

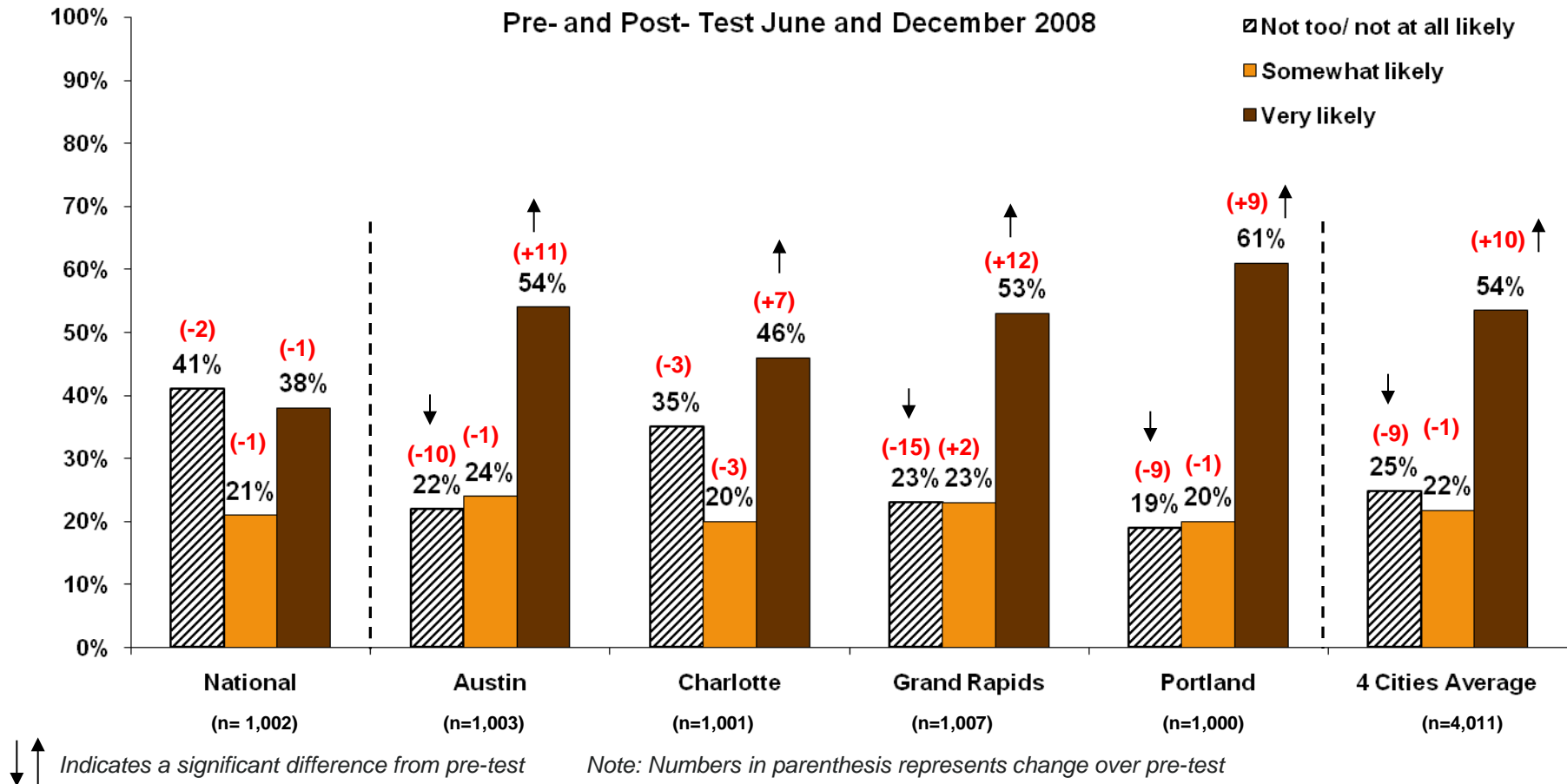
Interest in Using \$1 Coin Based on Specific Ad



Increase in Likelihood to Use for Purchases Among All Sites



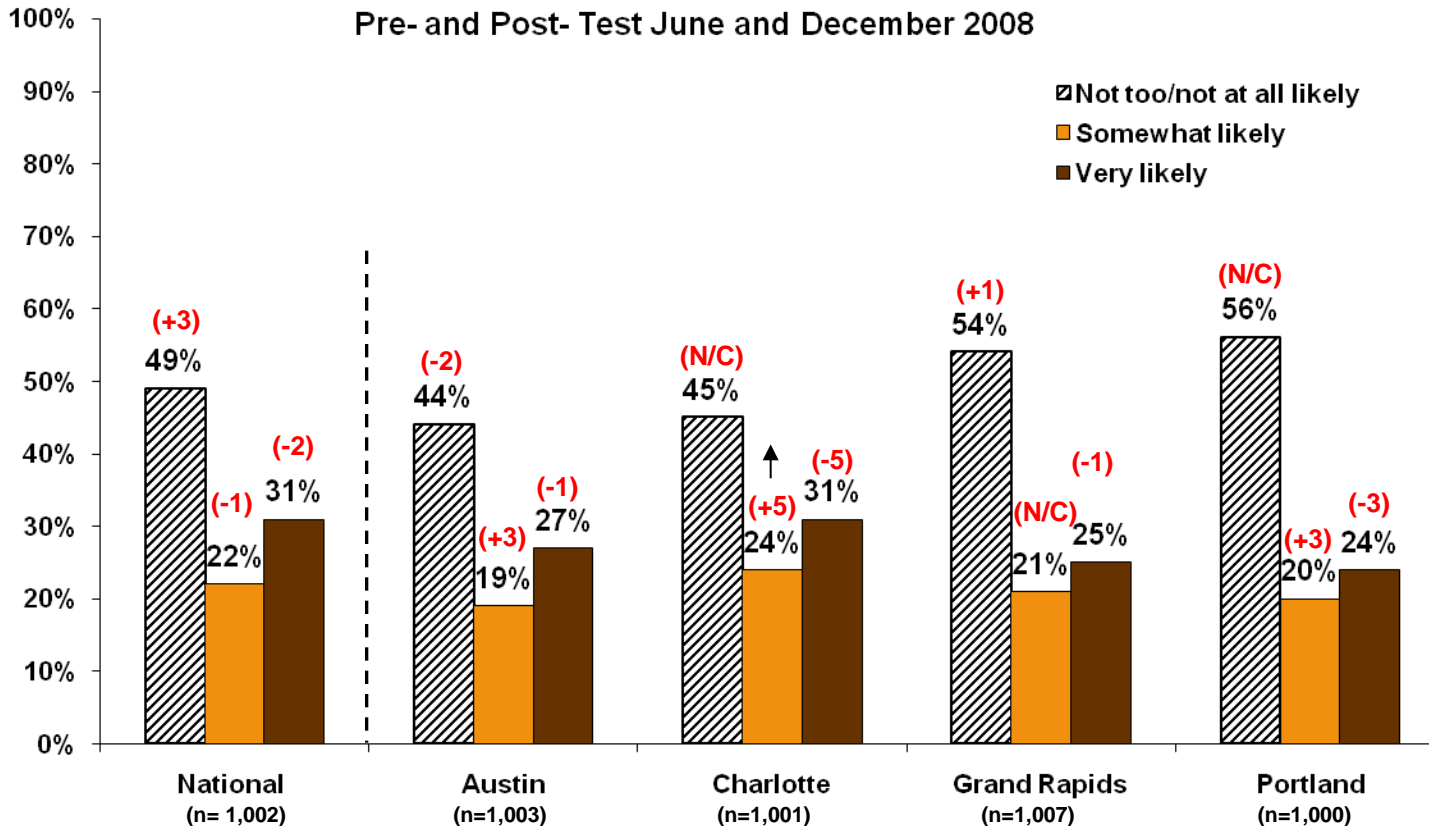
If you receive a Presidential \$1 Coin as change, how likely would you be to.....? Use Coin for Purchases
(Adult Population)



No Change in Likelihood to Collect Coins Among Sites



If you receive a Presidential \$1 Coin as change, how likely would you be to.....? Collect Coins
(Adult Population)



Indicates a significant difference from pre-test

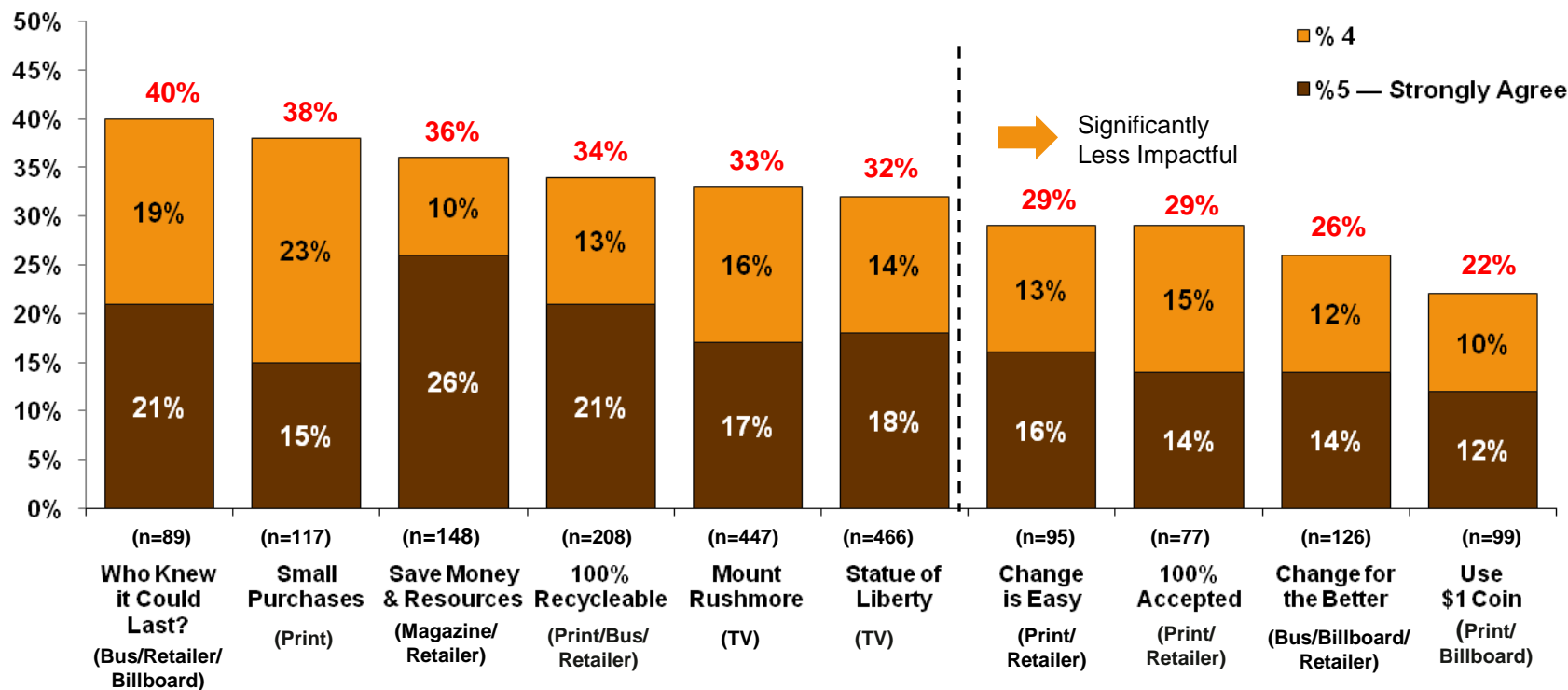
Note: Numbers in parenthesis represents change over pre-test

Some Ads were More Impactful in Driving Desire to Use \$1 Coin



How much do you agree/disagree that the ad made you want to use the \$1 Coin?

TOP TWO BOX- AVERAGE AMONG ALL FOUR PILOT CITIES Among Aware Adults who Recalled the Specific Messages



Possession

Possession of \$1 Coins

Handed \$1 Coin

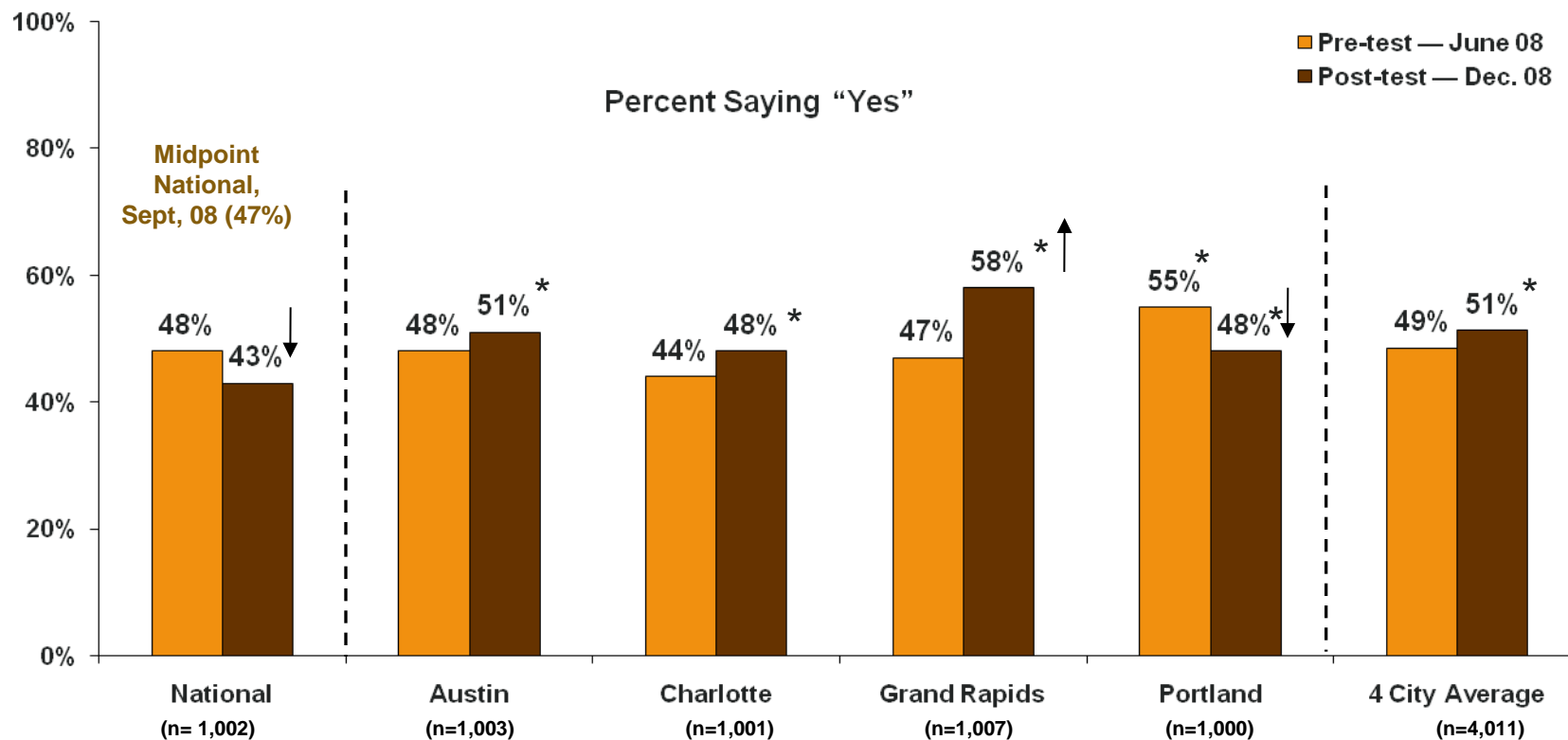
Acceptance of \$1 Coins



Possession Increase in GR, Decrease in Portland All Cities Significantly Higher Than National



In the past 12 months, have you had a \$1 Coin in your possession? (Adult Population)



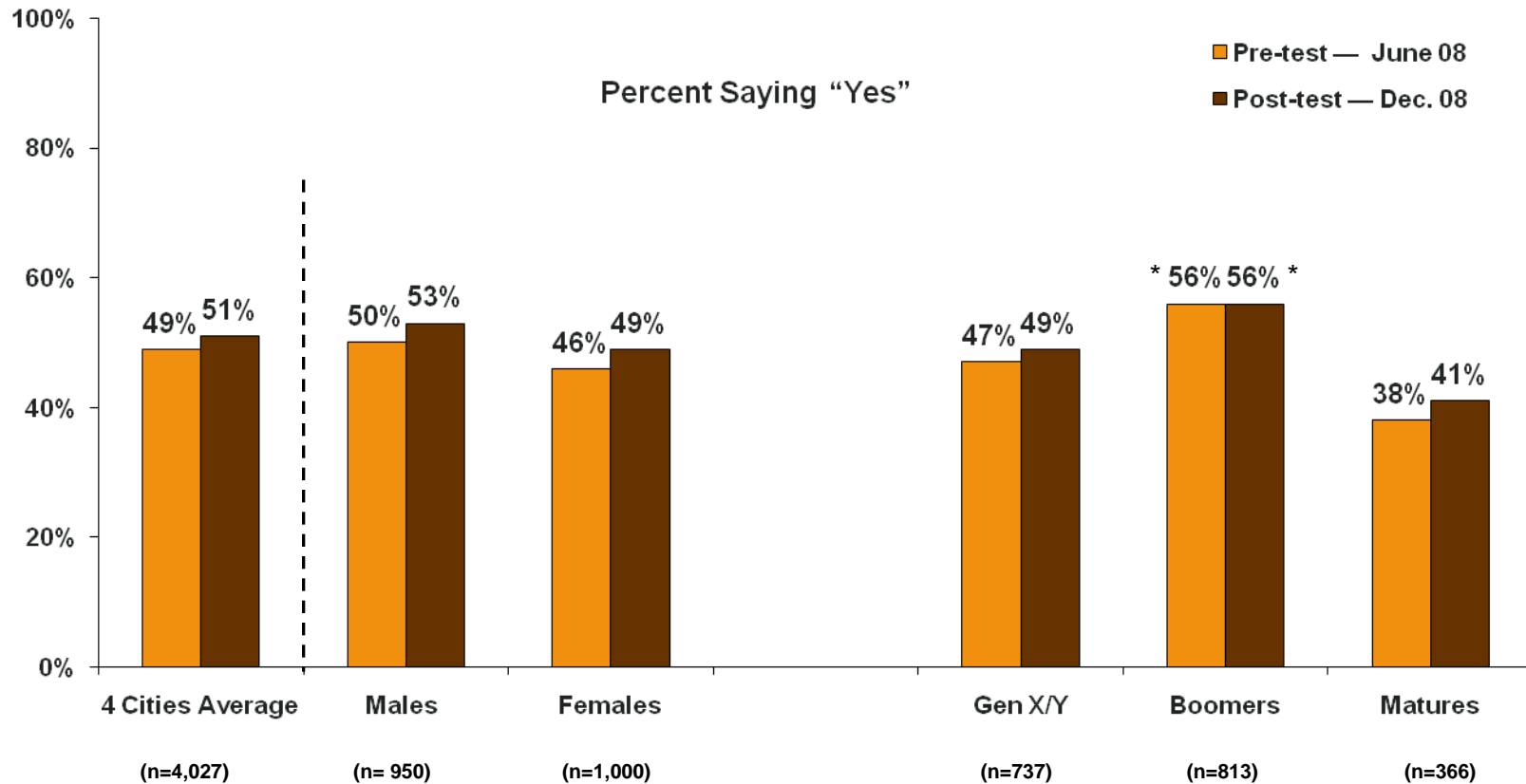
Indicates a significant difference from pretest

** Indicates significantly higher than national population*

Boomers Most Likely to Possess \$1 Coins – No Change by Gender and Age Post-Pilot



In the past 12 months, have you had a \$1 Coin in your possession? (Adult Population)



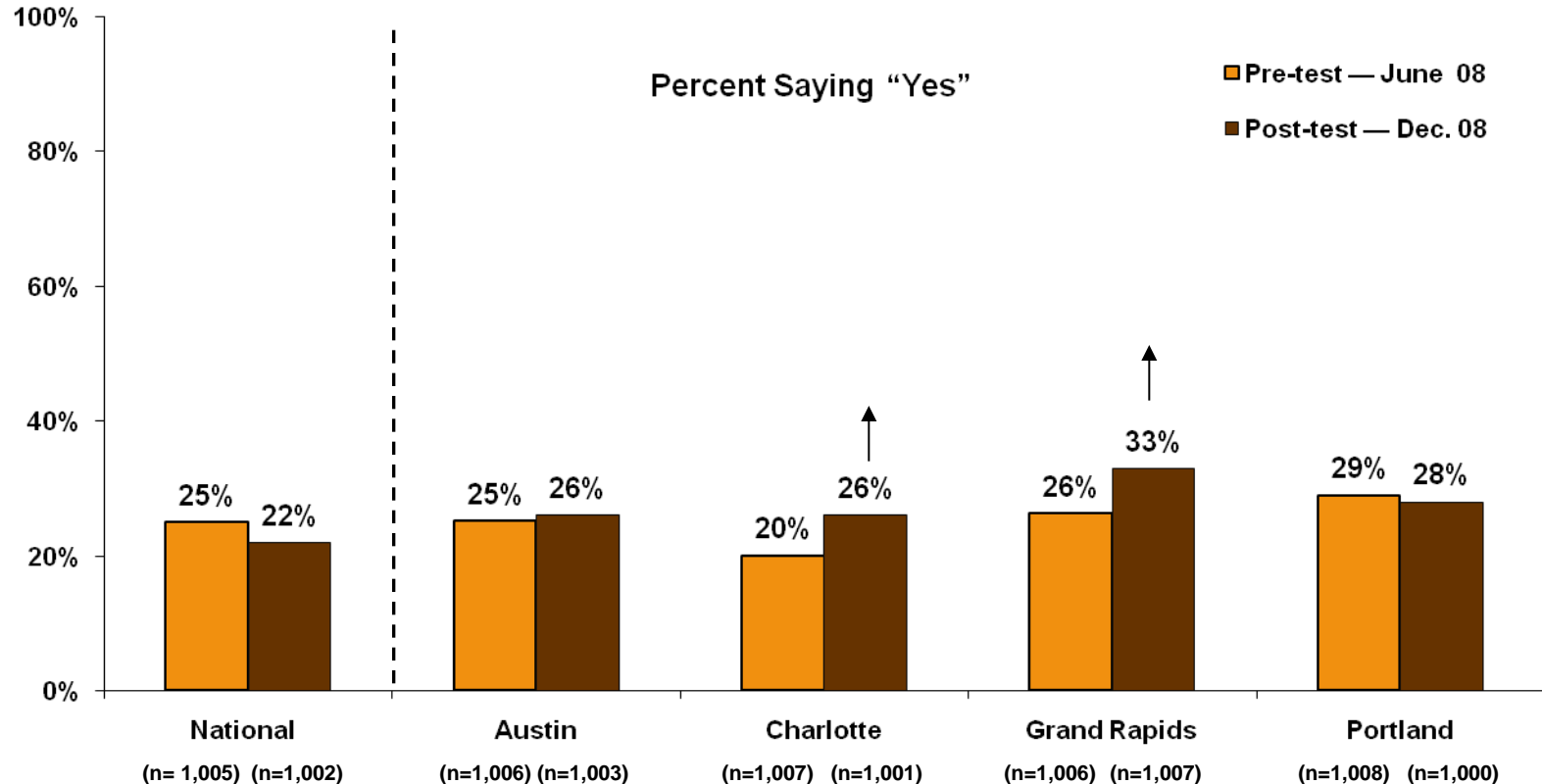
Indicates a significant difference from pretest

** Indicates a significant difference from average*

Increase in Charlotte and GR in Adults Being Handed Coins



In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a \$1 Coin?



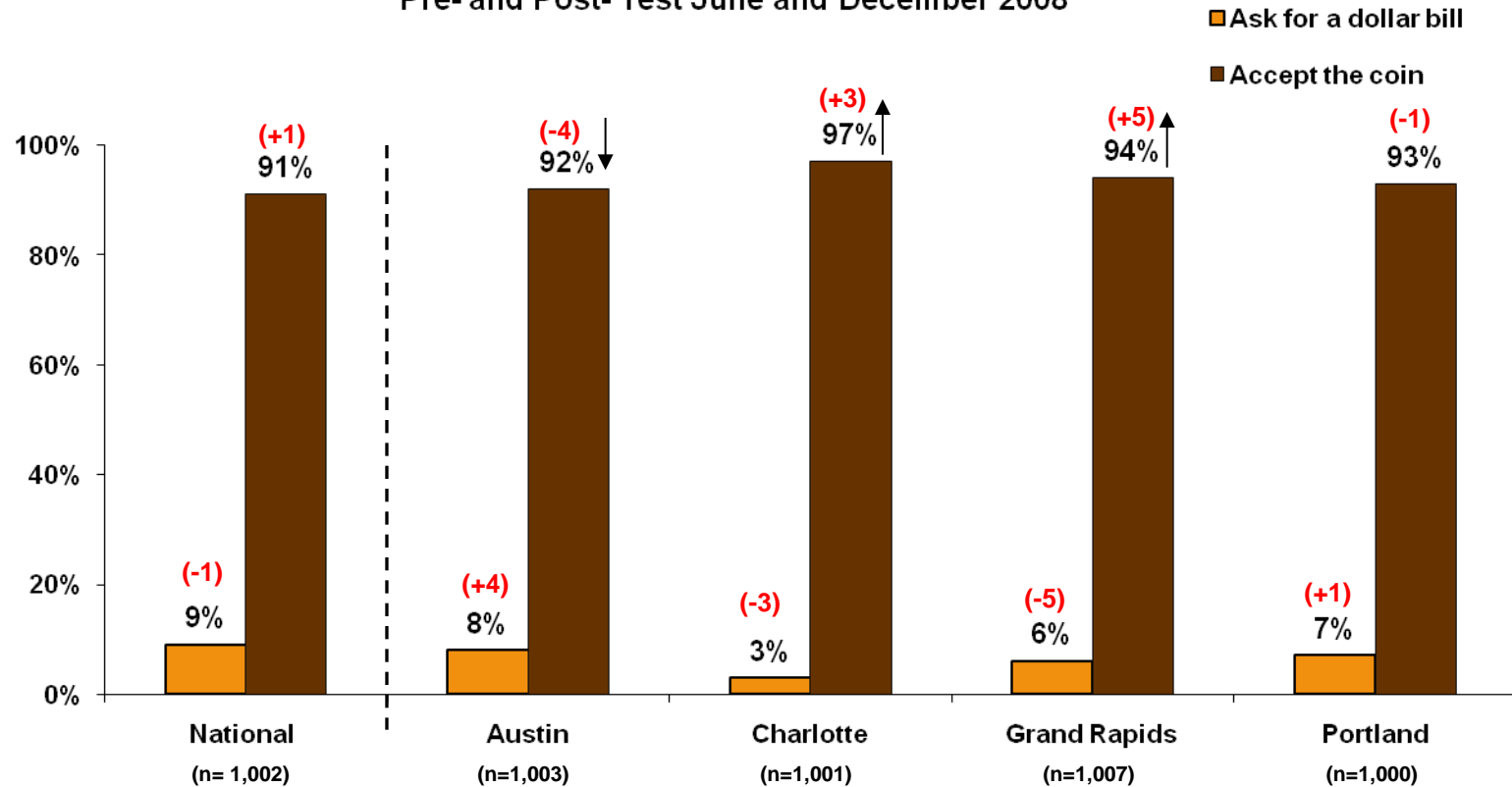
Indicates a significant difference from pre-test

Virtually All Adults Accept \$1 Coins When Offered



When offered coin, what did you do with it....? Ask for a dollar bill or accept the coin?

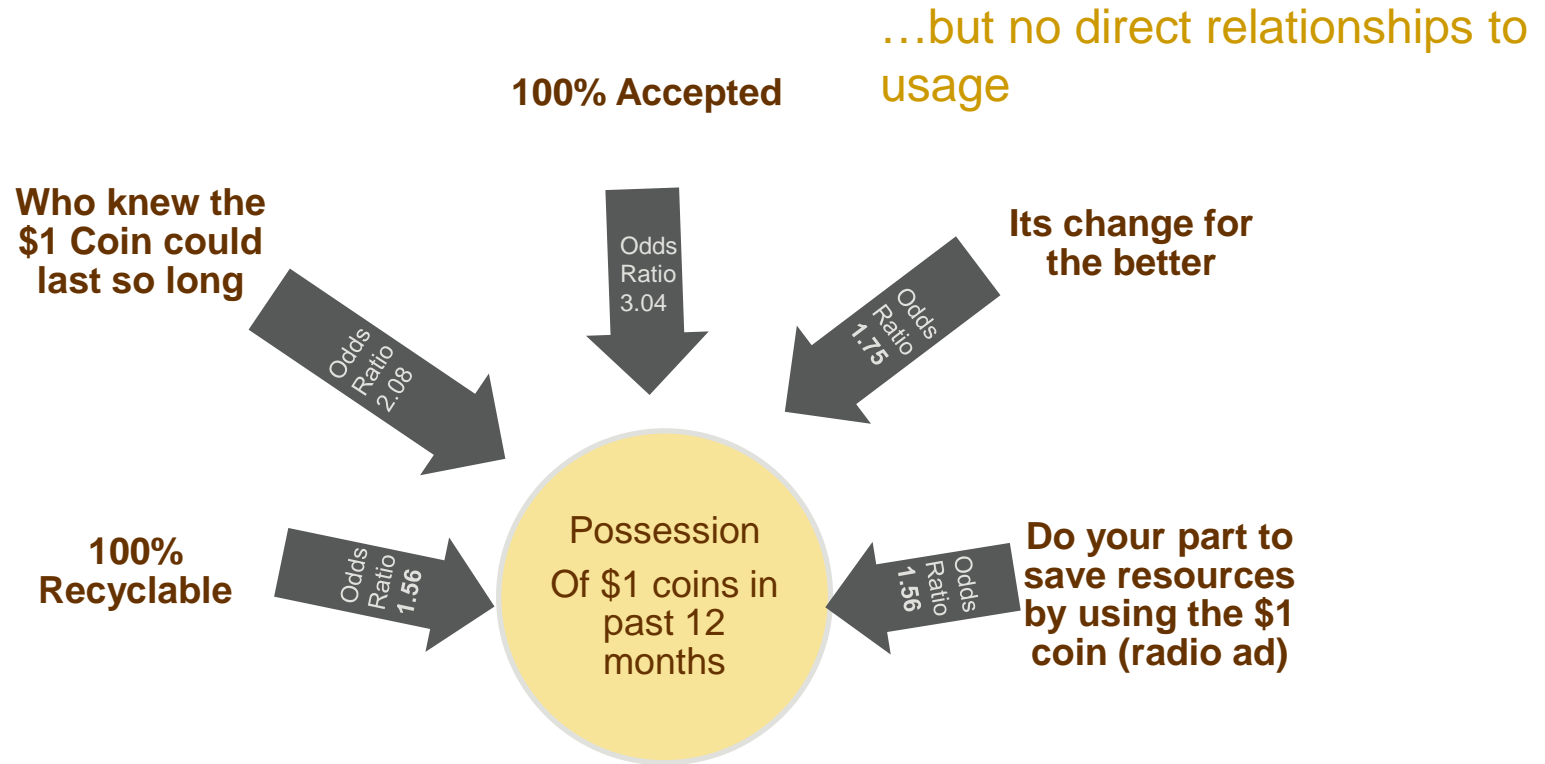
Pre- and Post- Test June and December 2008



Indicates a significant difference from pre-test

Note: Numbers in parenthesis represents change over pre-test

Some Messages Drive Possession



Note: Ads not listed had no significant relationship

Usage

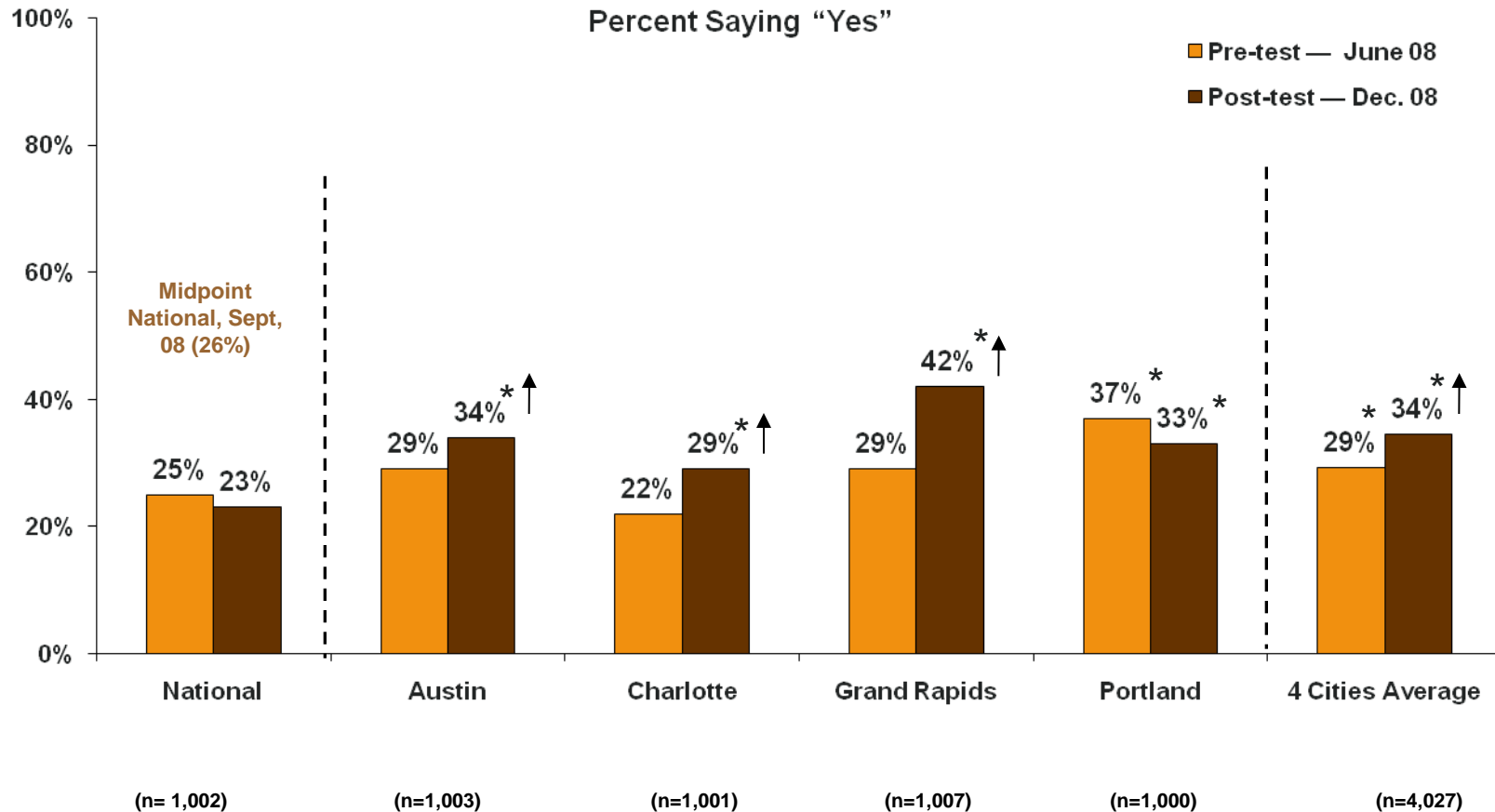
Usage of \$1 Coins
Specific Ads Driving Usage



Usage – Increase in Charlotte and GR, All Cities Significantly Higher Than National



Did you use one of those \$1 Coins to pay for something or make a purchase? (Adult Population)



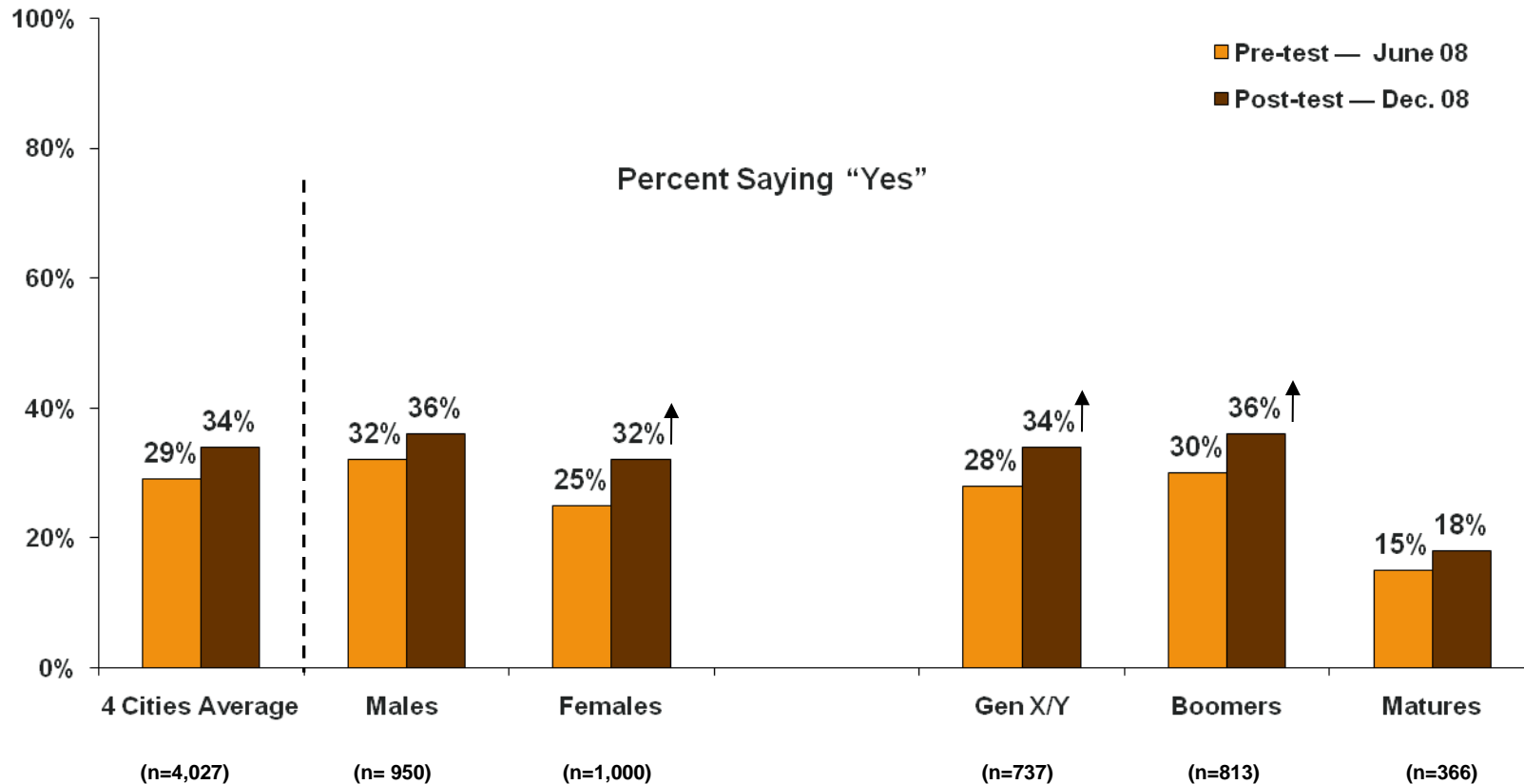
Indicates a significant difference from pretest

* Indicates a significant difference from national

Usage – Increase Most Among Women and Those Under Age 63



Did you use one of those \$1 Coins to pay for something or make a purchase? (Adult Population)



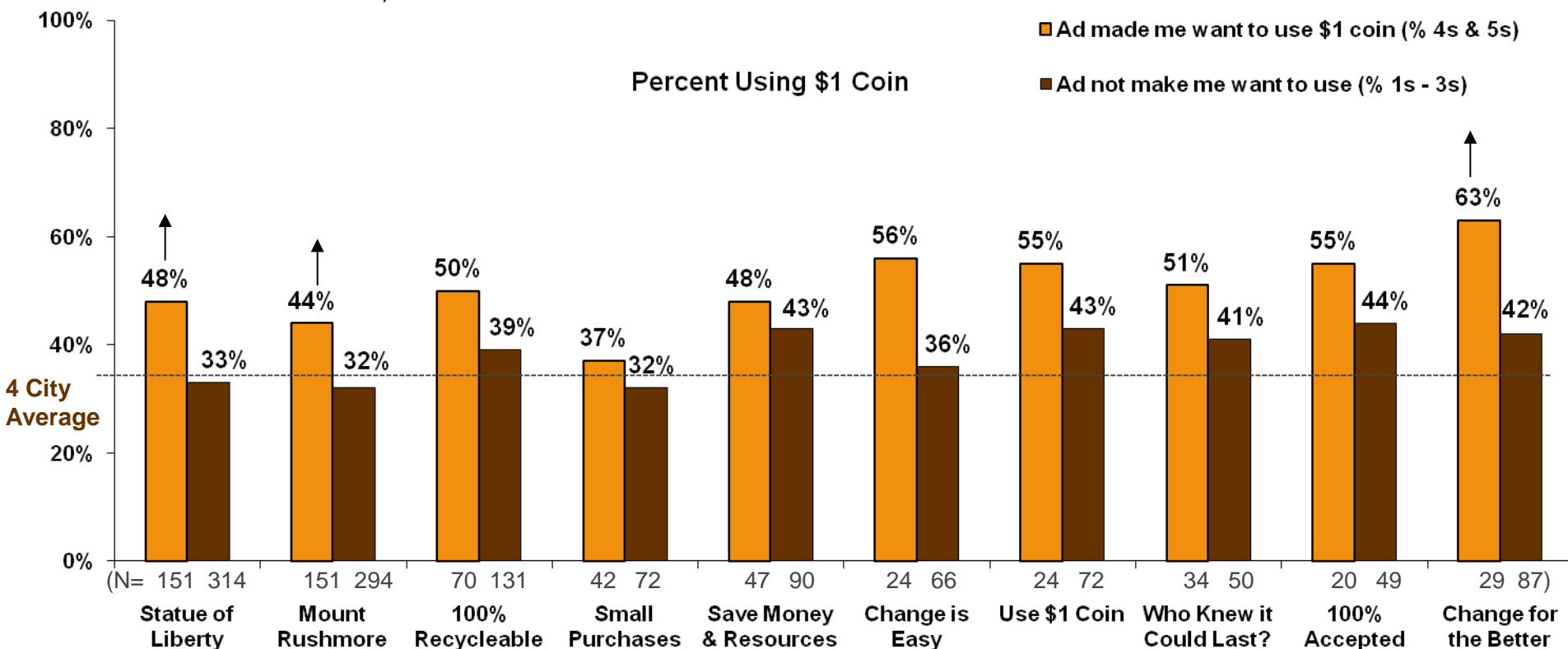
↓↑ Indicates a significant difference from pretest

* Indicates a significant difference from average

Some Ads Were More Likely To Lead to Adults Use \$1 Coins



How much do you agree/disagree that the ad made you want to use the \$1 Coin? Did you USE one of those \$1 Coins to pay for something or make a purchase?



↑↓ Indicates a significant difference from Ad Not make want to use.

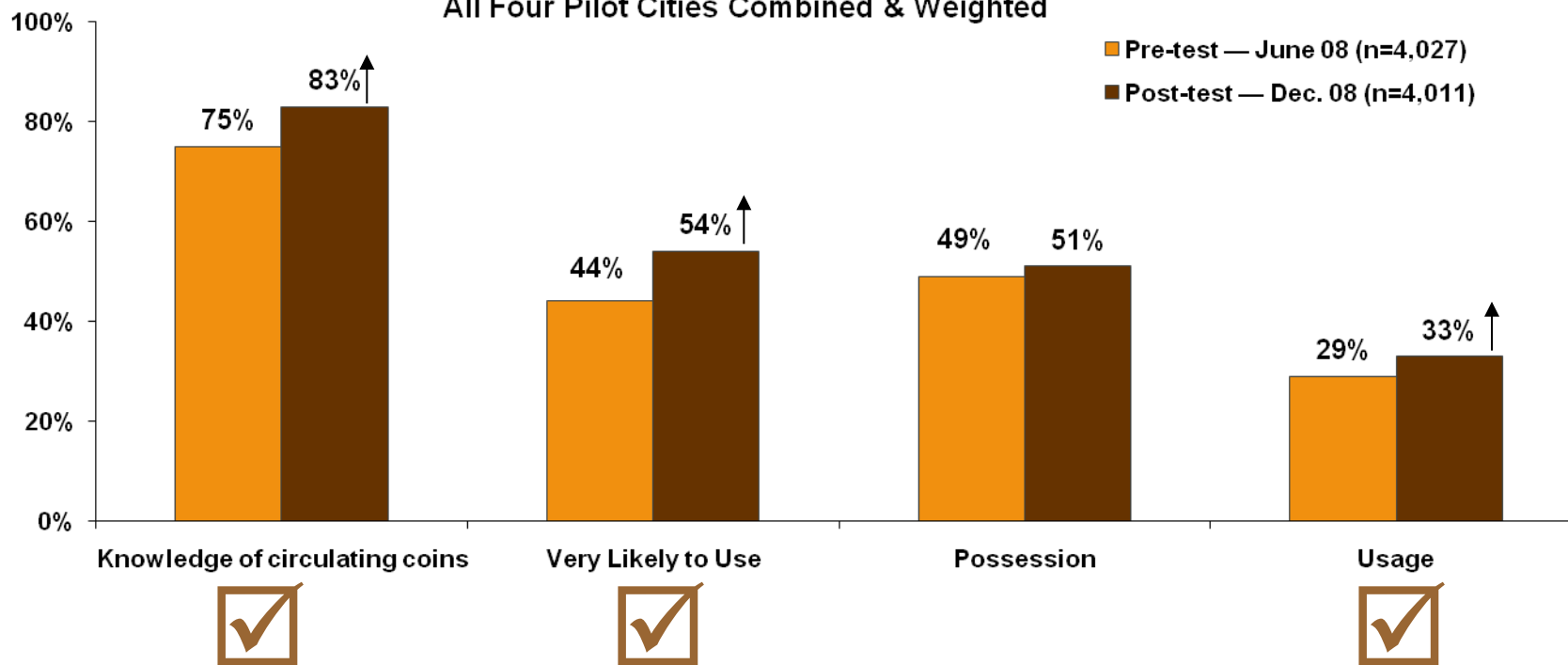
Pilot Program Review



OVERALL: Pilot Program Impacted \$1 Coin Awareness, Interest and Usage — No Possession Impact



All Four Pilot Cities Combined & Weighted



Indicates a significant difference from pre-test

OVERALL: Most Compelling Ads on Perceptions



% Top Two Box

Ads	Recall	Grabbed Attention	Gave Ideas	Made Want to Use
Statue of Liberty	++	++		+
Mount Rushmore	++	++		+
100% Recyclable	+	+		+
Small Purchases			++	++
Save Money & Resources	+	+		++
Change is Easy				
Use \$1 Coin				
Who Knew it Could Last?		+		++
100% Accepted				
Change for the Better	+			



+ Denotes Higher than Average
 ++ Denotes Much higher than Average

OVERALL: Audience Influence – Message Choice Depends on Audience Goal



% of Demo Who Used \$1 Coin

	Males	Females	Gen X/Y	Boomers	Matures
TOTAL USED (those who saw any ad)	67	59	71	65	43
If Saw Ad					
Statue of Liberty	72	61	79	67	41
Mount Rushmore	71	61	76	69	41
100% Recyclable	76	59	80	66	44
Small Purchases	62	61	59	73	39
Do Your Part to Save Resources	69	65	78	66	41
Use \$1 Coin	77	58	NA	NA	NA
Who Knew it Could Last?	71	69	71	79	NA
Change for the Better	72	68	71	72	NA
Save Country Money & Resources	77	65	82	69	NA

Gen X/Y:

- Influenced by environ message
- Highest users

Boomers

- Influenced by longevity and how to message
- Pilot increased usage

Matures

- No messages impacted usage
- Low usage and not improving – NON TARGET

Males

- Influenced by environ message

Females

- Change messages influenced most
- Pilot increased usage

Recommendations

The Pilot was successful and suggests a broader messaging plan can work

- Focus on key goal of usage and plan messaging selectively
 - Select key target market demos by geography
 - Align messages to the key market demos (environ, longevity, uses)
 - Focus on Gen X/Y and Boomers
 - Consider retooling some compelling print/outdoor ads to TV for more impact
- Keep driving possession
 - Outreach to get coins in people's hands –especially Gen X/Y
- Look to a long-term program as it takes time to change people's actions
- Keep monitoring usage, message acceptance as roll-out progresses to swiftly alter message plans as necessary
- Align research metrics with program outcomes so Mint can monitor progress throughout the life of the program.



U.S. Mint

\$1 Coin Program

Message Testing Focus Groups

June 2008

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U.S. Department of Treasury

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EXECUTIVE SUMMARY

I. Executive Summary

Focus groups to test potential marketing campaign messages for the Presidential \$1 Coin were conducted March 24 through April 2, 2008. Twelve focus groups were conducted in six locations. Groups were selected to contain the following characteristics: low-income, African-Americans, women, Hispanics, members of Generation Y, members of Generation X, and baby boomers. Below are top-level findings of the groups. A detailed report with complete findings noting differences by demographic groups will follow.

AWARENESS OF PRESIDENTIAL COIN

- In general, awareness of the coin was low. Often, attendees that had received a coin in the past got it from a Post Office vending machine or a public transportation system.
- Many participants in the groups did not think that vending machines would accept the coin.
- Participants in some of the groups described the “awkward moment” that would occur in the exchange of the coin in a retail environment. They talked about slowing the cashier down as he would need to look at the coin to see what it was.
- A few groups contained restaurant and retail staff that had received the coin from customers.

CORE MESSAGES

After the Presidential \$1 Coin was introduced to participants, they were asked to read and discuss a set of messages about the dollar coin. The messages started with a core assertion followed by supporting statements. The testing process was iterative and the number of messages tested and exact wording of the messages evolved during the study. The core messages covered topics ranging from environmental aspects of the coin, savings to taxpayers, coin usability, and patriotism. The final five messages are presented below in the order participants received the message.

Tax Savings

The new Presidential \$1 Coin from the United States Mint can save taxpayers about \$500 million every year.

Dollar bills must be reprinted on average every 18 months, but the new Presidential \$1 Coin will last more than 30 years. Reducing the need to reprint new bills so often will save the country \$5 billion over ten years. This savings can instead be used to pay for any number of important programs that can benefit our society, or simply be used to reduce the national debt.

Recyclable

The new Presidential \$1 Coin from the United States Mint provides an easy way for all of us to contribute to a greener environment.

The new Presidential \$1 Coin is made of 33% recycled materials and, when the coin gets pulled from circulation, it is 100% recyclable. Because it reduces the amount of raw materials needed in production, using the \$1 coin is an easy way to do your part to help the environment.

Patriotic

The new Presidential \$1 Coin from the United States Mint is a truly distinctive and unique American coin.

Chronologically showcasing the faces of past presidents, the new \$1 coins are emblems of our country's leadership and history. And, because the coins lasts 20 times longer than \$1 bills (up to 30 years), they actually help save the United States money. Using the dollar coin is a patriotic way to pay homage to our storied past while also providing an economic boost to the country.

Convenient/Usable

The new Presidential \$1 Coin from the United States Mint is easier and more convenient to use in everyday cash transactions than \$1 bills.

Using \$1 coins is easier to use in toll booths and public transportation than \$1 bills. It's also easier and more reliable when using in vending machines because \$1 bills can sometimes be difficult to feed into the machines, or get stuck. And, using \$1 coins can help speed up small-cash transactions by not having to dig for bills in your wallet or purse.

Durable

The durability of the new Presidential \$1 Coin from the United States Mint will help make the world a little greener.

The new Presidential \$1 Coin can last up to 30 years compared to the \$1 bill which can tear, wear out, and needs to be reprinted, on average, every 18 months. Using the highly durable \$1 coin will reduce the need to reprint new bills, thus saving energy and raw materials for a greener environment.

- After reading and discussing all of the messages, participants were asked to choose their favorite and second favorite messages.
- The highest ratings for favorite message went to the durable message with the second favorite an even tie between the tax savings and the recyclable messages. It is important to note that liking a message does not necessarily equate with changing behavior (i.e., using the coin) as a result of the message.
- The patriotic message had the lowest overall score.

SUPPORTING STATEMENTS

- Participants were asked to indicate their initial reaction to each line of the message by circling parts of each supporting statement they liked and crossing out statements they did not like as each message was read to the group. The results of this activity are interesting because they show a respondent's top-of-mind response before any group discussion about an individual message.
- Five supporting statements appealed most to participants:
 1. Reducing the need to reprint new bills so often will save the country \$5 billion over 10 years.
 2. The new Presidential \$1 Coin can last up to 30 years compared to the \$1 bill which can tear, wear out, and needs to be reprinted, on average, every 18 months.
 3. And, because the coins lasts 20 times longer than \$1 bills (up to 30 years), they actually help save the United States money.
 4. When the coin gets pulled from circulation, it is 100% recyclable.
 5. The new Presidential \$1 Coin is made of 33% recycled materials.
- Some polarization (approximately equal numbers of circles and cross-outs) occurred within two supporting statements:
 - Because it reduces the amount of raw materials needed in production, using the \$1 coin is an easy way to do your part to help the environment.
 - And, using \$1 coins can help speed up small-cash transactions by not having to dig for bills in your wallet or purse.
- One line was crossed out more frequently than any other:
 - Using the dollar coin is a patriotic way to pay homage to our storied past while also providing an economic boost to the country.

DETAILED FINDINGS

II. General awareness of currency and thoughts on coins

A. Have any of you ever heard about the new Presidential \$1 Coins that are being distributed?

Across all focus groups, a little less than half of focus group participants seemed to have heard about the coin.

Where did you hear about it?

Participants frequently mentioned they have heard of the coins because they received them as change from the Post Office and mass transit machines, with a few participants having received it from vending machines. A few other participants mentioned they saw the ad campaign in a magazine. A few others mentioned they have received the coins while working as a cashier or waitress in the service industry.

“I think I saw [an] ad on the back of a magazine. (Baby boomers, Detroit)

“I just found it this weekend. I was like what is this? I got it as change and I just didn't realize it's a dollar.” (General population, Alexandria)

“I put the five dollar bill in [the postage stamp machine] and it came back coins. I even made a U-turn and said I didn't get my dollars back! I went back to the Post Office and put my hand in the coin slot and there were these beautiful gold [coins]. (General population, Alexandria)

“They would leave it [as a tip]. When I waitressed, they'd leave a couple of them for me.” (Lower income, Baltimore)

“I saw two yesterday [at] the office. One of our patients came with two [one dollar] coins.” (Generation X, Los Angeles)

“I've seen [them] on a couple vending machine;; it'll say the Presidential \$1 Coin is accepted here.” (Generation Y, Bethesda)

B. Has anyone received a dollar coin as change? Where did you receive it?

Participants across all focus groups frequently mentioned postal and mass transit machines as sources where they received the coins as change. A few participants said they received the coins at businesses such as convenience stores or gas stations. One participant received the coins from a person who wanted to exchange them for bills.

“I just received a couple of them as change back from a purchase about two weeks ago and I was really quite caught by surprise and I said to the clerk . . . you owe me a couple of dollars.”
(Baby boomers, Detroit)

“Gas station.” (Lower income, Baltimore)

“I got mine from the street from a guy who wanted [to] cash them in to get some dollar bills.”
(Hispanics, Los Angeles)

What was your reaction when you received it?

Participants had mixed reactions during instances they received the coins. A few participants said they wouldn't accept the coin and felt cheated. A few others liked the coin and accepted it, while others wanted them to keep as collector's items.

“Like cool, it was kind of interesting, it was something different . . . it's money, so you accept it.”
(General population, Omaha)

“I'd think I was being cheated.” (Hispanics, Los Angeles)

“I'll keep it; my daughter collects coins.” (Hispanics, Los Angeles)

How long ago?

Of the participants who could recall when they received the coins, most of them said it was within the past two or three months. A few participants recalled receiving them more recently, in the last month. A few other participants confused the presidential coins with previous dollar coins and said they received Presidential coins several years ago.

If given to you as change, what would you do with it? Would you accept it?

Participants gave a mixed response to whether they would accept the coins. A few participants said they'd keep the coins as collectors' items or to give as gifts, while a few others kept them as savings with their other coins. A few participants said they'd try to get rid of them for reasons such as not wanting to confuse them later with quarters or because they are heavy. Only a few participants said they wouldn't accept the dollar coins as change. Other participants said they would now accept the coins because they now knew they were dollars.

“First I'd have to look at it to see what it was and then once I realized it's a dollar, I'd just use it.” (Hispanics, Los Angeles)

“I'd want a dollar bill. I want to put a dollar bill in my wallet or at least as [little] change as possible. (Generation X, Los Angeles)

“The first one that I would receive I would keep and then the rest of them I would turn over quickly. Because I would mistake it [for a quarter], I mean because it's gold, but it's almost the same size as a quarter.” (Generation X, Los Angeles)

“Collect [the coins] and give them to my grandchildren for like birthdays and things like that.” (General population, Omaha)

“I would spend it, definitely. It's just regular cash.” (General population, Omaha)

“I'd probably give it to my ten-year-old to spend. I mean I'd rather have paper money than a bunch of coins.” (General population, Alexandria)

Where do you think you can use a dollar coin?

Participants stated they thought the coins could be used in parking meters, pay phones, buses, car washes, vending machines, Laundromats, and toll booths. One participant believed a coin could be used “wherever they take a dollar [bill].” Participants also expressed concern that because the coins are fairly new, some machines might not accept the coins. A few participants believed the coin would not be accepted at all stores because the clerks might believe the coins were fake.

“I said they would work well in my job because we have a lot of vending machines and it's [faster and] we only got a certain amount of time for break. (Baby boomers, Detroit)

“I think the best one I've heard [is]the parking meter. I'm [in] downtown Detroit and [using parking meters is] one of the main things, you know, drop in a quarter, drop in a few quarters.” (Baby boomers, Detroit)

“I actually used mine to get on the MTA. I didn't even think that I could use it to get on there and they made the slot wide enough where it will actually fit in there.” (Lower income, Baltimore)

“I have spent some at like 7-Eleven, convenience stores.” (Lower income, Baltimore)

“Wherever they take a dollar [bill]. . . the 99 cent store, the Laundromat.” (Hispanics, Los Angeles)

Are there places where you cannot use the dollar coin?

“I ran into a problem where I would try to use them at like a 7-Eleven and they thought I was giving them something fake.” (General population, Alexandria)

“Basically, they need to upgrade their technology for this type of coin.” (Lower income, Baltimore)

“The first thing I'd wonder is if I can use it in the vending machine because I would figure they're not set up because this came out so recently.” (Generation Y, Bethesda)

“I would think I'd have a hard time [at] small little stores where people haven't seen it before.” (Generation Y, Bethesda)

C. What are some advantages to having a dollar coin in addition to a dollar bill? What are some disadvantages?

Participants believed the advantages of having a dollar coin in addition to the bill included: the coins are cleaner than bills, less gummy, waterproof, and also appeal to collectors. A few participants believed the coin would be easier to use in vending machines because, unlike with bills, the machine was likely to accept them. Another participant believed an advantage to having coins is they won't stick together. A few participants said they save their change and the dollar coin would allow them to save more because of its higher value compared to other coins.

Participants believed the biggest disadvantages of having a dollar coin as well as a dollar bill were the weight of the coin and also possibly mistaking the coin for a quarter. A few participants thought the weight issue would be a greater disadvantage to men than women because men carry coins in their pockets.

Advantages

“I think [the coin] probably appeals to collectors.” (General population, Omaha)

“I have a habit of putting change away. I think I would save change more than I would actually save a dollar because I've spent a dollar bill just so I could put the change away.” (Lower income, Baltimore)

“[The coins] might be cleaner and not pick up as many germs as the dollar bills.” (Lower income, Baltimore)

“When you're [at] a Laundromat . . . drop this in and your quarters come out instead of trying to make that dollar bill nice and straight and put it in. It might be easier for some cases like that.” (Hispanics, Los Angeles)

“[The coins are] waterproof.” (Hispanics, Los Angeles)

“Sometimes some dollar bills, if they're real fresh and new, they stick together and you're stumbling around and digging in your purse to get it out whereas this you could just put in your pocket and reach it easily.” (Females, Bethesda)

Disadvantages

“ . . . One dollar bills are probably easier for [women] to carry.” (General population, Omaha)

“If I've got it in my pocket and I'm feeling for my change or for money and it's dark or whatever, I'm not going to be able to distinguish that well between a quarter and the dollar.” (General population, Omaha)

“It's easy to mistake it as a quarter.” (Generation X, Los Angeles)

“The first thing that comes to mind for me would be the weight versus a dollar bill.” (Baby boomers, Detroit)

III. Messages

Message #1: Tax Savings

The new Presidential \$1 Coin from the United States Mint can save taxpayers about \$500 million every year. Reducing the need to reprint new bills so often will save the country \$5 billion over 10 years. This savings can instead be used to pay for any number of important programs that can benefit our society, or simply be used to reduce the national debt. Dollar bills must be reprinted on average every 18 months, but the new Presidential \$1 Coin will last more than 30 years.

Focus group participants overwhelmingly liked the tax savings message. Overall, participants found the message of tax savings believable. There was concern, however, that the second part of the message which specified types of programs that could benefit from the savings was not believable. Specifically, participants noted a lack of trust of the Federal Government to use the savings to benefit the American public. There were also a few participants who liked the idea of using the savings to reduce the national debt.

Participants in both the general population and lower-income focus groups believed the message that the dollar coin lasts 30 years and the dollar bill 18 months. However, participants were not certain that actual savings would result from metal coins over paper dollar notes. More information on actual costs of paper vs. metal amortized over 18 months versus 30 years might help (i.e. cost of production). One participant also wanted to know how the Mint could be absolutely certain the coin will last for 30 years.

A few participants in the lower-income focus group were confused by the lifecycle message of the dollar bill (18 months) versus the dollar coin (30 years). Participants stated they did not believe people keep money for that long of time but rather spend their cash quickly. Other participants saw the longevity of the coin as a positive with one saying it is “a good use

compared to the dollar bill” while others believed the longevity of the coin also imparted a green message.

Participants in both the general population and lower-income focus groups expressed concern that increased use of the dollar coin could result in job losses in printing industries. Moreover, participants were concerned that the longevity of the coin over the paper bill would result in a decrease in the frequency of dollar bill production.

Interestingly, one member of the general population group believed the language of the message felt like propaganda and that they were being sold something. (*“Yeah, I think that's more of it. It's the language that feels like propaganda. Because they're trying to sell us something.” General population, Omaha*). In reaction to this comment, several members of the focus group agreed and others stated the message is almost “too good” because it is a “win/win.”

A. Comments on the Likeability and Believability of the Message

What do you like about this message?

Monetary Savings

“I think it's an incredibly important message in today's economy when you're talking about \$500 million every year and \$5 billion over 10 years, there are a number of programs that do need addressing financially . . . ” (General population, Omaha)

“It'll reduce the national debt, I think that's all a plus . . . ” (General population, Omaha)

“I like the whole thing because . . . \$5 billion dollars over 10 years . . . that's actually a lot of underfunded programs that can be helped in every community.” (Lower income, Baltimore)

“That the savings are going to be used to benefit our society.” (Hispanics, Los Angeles)

“ . . . I think saving money is a good part. You know, I just read that it cost the government 1.7 cents to produce a penny. I mean that's just absurd. So anything we can do to me where they can save money without taking something away from us as citizens or as taxpayers, I'm all for it.” (Baby boomers, Detroit)

Participants Liked Tax Savings Message but Not Examples of Where the Savings Goes

“It makes you think politics, where, at first, you were just thinking “Ooh, you know, this is new, you know, coin save[s] money,” and you're thinking it's a good thing. And then you end up thinking about politics at the end and there's nothing good about politics at this particular time.” (General population, Alexandria)

“Saves \$5 billion over ten years. Period.” (General population, Alexandria)

“Just the first part, not the whole thing.” (Lower income, Baltimore)

“I did like the first part, you know, one-dollar coins will help save the country \$5 billion over 10 years and all that stuff, but . . . I think the government lies a lot, so I'm not sure where that money will go.” (Lower income, Baltimore)

“I like how it says it would save the country [money]. I scratched out can be used to reduce the national debt because that's just not believable.” (Lower income, Baltimore)

“ . . . The only part I crossed out was ‘this can be used to help under-funded programs because . . .’ I didn't believe that. But I did like the part that it can be used to reduce the national debt.” (Lower income, Baltimore)

“ . . . I mean it's a lovely statement, but I don't believe that this is an appropriate statement for the Mint to make because the Mint has control of their money; they don't have control of what some other program [does] . . . ” (Females, Bethesda)

“The only other thing within there that I don't find believable is that it would be used to reduce the national debt, because I don't think that in this situation our economy is in, there's absolutely no way that the \$10 billion that we would save over 10 years would go towards that.” (Generation Y, Bethesda)

Unbelievable

“Just the total dollar amounts.” (General population, Omaha)

“[In your message] I wouldn't stipulate a specific amount of \$5 billion. I would just say a savings of billions of dollars over the years . . . We're saying here that this money could be used for important programs, it could be used to reduce our national debt. It could, yes, but then so could any other savings that we make in any other programs.” (General population, Omaha)

“That the savings can instead be used to pay for any number of important programs that could benefit our society.” (General population, Alexandria)

“ . . . The thing I don't like is that the first underlined and bolded section to me is incredibly misleading. Saying that it can save taxpayers about \$500 million every year? That makes it seem as if having the Mint, having the coin rather than the dollar bill will somehow provide like a tax cut or something, which is not the case. And if it was so, it would be saving every person in the United States \$1.50 every year. It's not a huge, significant per-person thing and when it says save taxpayers, it doesn't actually save taxpayers anything because they're going to still be paying the same amount . . . ” (Generation Y, Bethesda)

Believable

“Save the taxpayers . . . ” (Females, Bethesda)

“The first part [The new Presidential \$1 Coin from the United States Mint can save taxpayers about \$500 million every year].” (Lower income, Baltimore)

B. Concerns About Production Expenses of Dollar Coins vs. Paper Bills

“It says over 18 months and these dollar bills are paper, so wouldn't the coins be more expensive than the paper?” (General population, Omaha)

“Right, but its paper and the coins are . . . , it has to be good material in order to last that long. So wouldn't you be paying more anyway?” (General population, Omaha)

“The only thing I read into this is, it kind of tells you how long a coin will last and it's supposed to be good for 30 years and stuff. Doesn't really say how expensive it is to print a paper dollar.” (General population, Omaha)

“I'd like to know how they're absolutely sure that the coin will last for 30 years.” (General population, Omaha)

“ . . . But see there's nothing in here that tells how much it costs to produce paper money as opposed to how much it costs to produce coinage . . . ” (Females, Bethesda)

C. Comments on the Longevity of coin

Longevity Is a Non-Issue

“It really didn't matter. It's a coin and it said it lasts about 30 years, most people are . . . so they're not really going to hold that money that long . . . once you get money, it's gone.” (Lower income, Baltimore)

“I honestly, because I use my money so quickly, I didn't know it wears out in 18 months. (Lower income, Baltimore)

Longevity of Coin Is a Positive

“I just wrote down the fact that the new Presidential \$1 Coin's longevity is a good use compared to the dollar bill. In my opinion, I believe that it is a good use.” (Lower income, Baltimore)

“You think about how many dollar bills people have and that they have to be reprinted every 18 months and these last so much longer than [bills] that it actually does sound like it makes more of a dent . . . ” (Lower income, Baltimore)

Longevity Includes a Green Message

“And I actually liked that [reducing the need to print] because I like that we're going to be a greener society and less, paperless, you know, environmentally it's a little bit friendlier.” (Females, Bethesda)

“Yeah, it's probably a benefit for people who are, you know, pretty concerned about the environment.” (Generation Y, Bethesda)

D. Concerns About Job Losses

“I keep thinking about the people that print the money. They won't be printing money, so they'll be unemployed too, won't they?” (General population, Omaha)

“ . . . When it says 18 months is it going to put people out of work? You know, now they don't have to reprint these things, so does it mean more jobs are going to be lost because of it . . . once they produce these coins?” (Lower income, Baltimore)

“Yeah, there's a concern about that labor and how it will affect the U.S. Mint and that's where all the money's made. I don't really see anything mentioned about what impact it will have on the labor of the U.S. Mint I guess.” (Lower income, Baltimore)

“Yeah, 5,000 steelworkers [out of work].” (Lower income, Baltimore)

E. Other Comments

“Usually a simple message is the better message.” (General population, Alexandria)

“It's like you buy a hot water heater that's energy efficient. In the long run you're going to save money even though up front you pay a few dollars more . . . ” (General population, Omaha)

Message #2: Recyclable

The new Presidential \$1 Coin from the United States Mint provides an easy way for all of us to contribute to a greener environment. The new Presidential \$1 Coin is made of 33% recycled materials and, when the coin gets pulled from circulation, it is 100% recyclable. Because it reduces the amount of raw materials needed in production, using the Presidential \$1 Coin is an easy way to do your part to help the environment.

Overall, focus group participants liked the recyclable message. One participant noted the message is appropriate because “[we’re] now getting more green minded all the time.” Another participant believed the message was meaningful because being green is an important message for the younger generation. A few participants disliked parts of the message; one disliked the use of the term “greener” and felt it was overused. Another participant cautioned that while the “easy” message was trying to appeal to people, it might instead offend.

Participants generally found the message easy to understand with one participant commenting, “it’s clear, it’s concise”. A few participants believed having both the 33 and 100 percentages in the message was confusing and prefer to see the percentages removed. A few participants also didn’t believe everyone was familiar with the term “greener” and wanted clarification on the definition.

The recyclable message may have the most appeal to people who already care about the environment — either those who actively participate in making the world greener or those who might not yet take an active role but support the cause. A few participants believed the environmental message would not affect the usage of those who do not care about environmental causes.

Participants noted they would like more information on the greenness of the coin vs. the bill. Among concerns mentioned were whether natural resources (i.e. metals) would need to be harvested, the environmental impact of such harvesting, and a comparison of factory emissions. A few participants were uncertain the coin would have a positive impact on the environment in the long run.

A. Comments on Likes and Dislikes of the Message

Likes

“ . . . My daughter's [age] 18 and she's all about anything that goes in the trash that shouldn't be in there that's not recyclable, you know what I'm saying? It's major to our children and it's to save the environment. So it's a small sacrifice.” (General population, Alexandria)

“Yeah, I like the message, it's clear, it's concise, it also comments on it being made of recycled materials.” (Generation X, Los Angeles)

“ . . . Using the coin is an easy way to do your part to help the environment, I think a lot of people are starting to think about that right now and want to feel like they're contributing in some way.” (Females, Bethesda)

“I pretty much liked the entire thing. I really liked the first sentence where it said that it was made of 33% recycled materials and then the entire coin is 100% recyclable.” (Generation Y, Bethesda)

“Both this one and the one that came before, when they use all those statistics, it's kind of nice . . . if they had a reference to where someone could look and find where all these statistics are coming from. Whether it be a citation to some Web site or something that gives us where we can actually find out more information as to whether or not these statistics are true.” (General population, Omaha)

“Well, I think people like to see this because they're now getting more green minded all the time.” (General population, Omaha)

“33% recycled material, I think that's very key . . . I think that's a wonderful thing because our wastelands are just filled with all kind of stuff and if we can take some of our waste and put it into making coins, I think that's a wonderful thing for the environment.” (African Americans, Detroit)

Dislikes

“The last line, using the dollar coins is an easy way to do your part to help the environment, it's almost like it's planting a guilt trip on people.” (General population, Omaha)

“It's like you're not doing anything so here's a way you can do something without getting out of bed. I mean it's not really offensive, but it's just like, you know, it's trying to appeal to people, but it's actually I think treating them like little kids.” (General population, Omaha)

“I hate the use of the word greener. It's the current buzzword. Every year there's a new buzzword and I get tired of hearing green this—everything's green.” (General population, Omaha)

“The only thing I didn't like is do your part to help the environment, only because to me it makes it seem like this is going to make a huge difference . . . [or] like it's going to make a tremendous impact that will like save the world.” (Generation Y, Bethesda)

B. Comments on Understandability of Message

Environmental Terminology Confusion

“I crossed out contribute to a greener environment because . . . like maybe it's safer environment . . . not just greener. I mean greener as in what? What are you specifically trying to say?” (Generation X, Los Angeles)

“Maybe that's [the term ‘greener’] just like a catchphrase or that's the cool way of saying it, but maybe not everybody is going to understand that.” (Generation X, Los Angeles)

“I don't want to have to think about if this coin is good for the environment or not. You know, make this statement simple. It's either recyclable or it's not.” (General population, Alexandria)

Two Percentages

“One of the things that you're going to confuse people with this one [is], you have two percentages in it, okay? One of them says it's 33% recyclable, the other one says it's 100% recyclable, so you're going to confuse them.” (General population, Omaha)

“ . . . You have that contradiction in your head right when you see well it's made of 33% recycled, that other percentage, where is that coming from? Why can't the coin be made out of 100% recyclable materials anyways?” (General population, Omaha)

“I agree. I think it's very confusing because I'm all for saving the environment and doing everything we can that way and that of course is something very positive. But it says 33% recyclable and it's made 100% recyclable and it's, you know, where is the difference there?” (General population, Omaha)

“I mean at one time this material was recyclable and then at another time it's, it was only part recyclable at one time, 33%, and then at the end it's 100% recyclable? What happened to the 66%?” (General population, Alexandria)

C. Comments on the Green Message Appealing Only to Those Who Already Care

“I mean I don't trash the environment but I just don't think about it that much, to be honest. And so I'm still not going to go out and get this over a dollar bill, but it does catch, I mean it's an easy way to contribution to the environment.” (Generation Y, Bethesda)

“I mean a coin's a coin . . . some people don't care about the environment and so looking at this they're not going to worry about what's being written about the environment.” (Lower income, Baltimore)

“After reading it, I wrote what's the point unless you're an environmentalist? It really doesn't matter.” (Lower income, Baltimore)

“Well how many people worry about the environment itself? You have a lot of people that are into it [and] other people aren't. They're spending whatever they have; they don't care about the environment.” (Lower income, Baltimore)

D. Comments on the Need for More information on Greenness of Dollar Coins

“The byproduct [of using metal] . . . I think it's confusing and there's more information needed.” (General population, Omaha)

“I think it's a good point in addition to the other one, but I work in the environmental field and I wonder, what's the cost of doing this[the coins] as opposed to the other way [paper bills]?” (General population, Alexandria)

“Two-thirds of it is not recycled, and where are they getting the metal from, and how are they manufacturing the metal, and what's all going into this and what's the energy cost to make this?” (General population, Alexandria)

“It said that in the long run it will save it, but I'd just be curious what expense to the environment this is going to have. Because it may not be trees, but it could be energy trying to get the metals and prepare them . . . ” (General population, Alexandria)

“Well if you put down what the recycled material is, then people could realize what it's actually made of and could compare, instead of just saying oh, well, it's made from recycled material. Well, what kind of material?” (Generation X, Los Angeles)

“If they're going to be in circulation for 30 years, we need 30 years worth of whatever to keep making them, so I don't think that it's really going to save you any money. I'm pretty sure the factories that they use to make dollars probably don't emit that much compared to like a car factory? And if you have a coin factory, it's probably a little more heavy duty than a paper factory, like a print factory. I don't think there's enough evidence there to give it [the message] the ground it needs to stand.” (General population, Omaha)

“It's not labeled if it's consumer recycling or if it's just recycling from some other form [or] material . . . whatever it might be. Recycling is a good thing . . . ” (Lower income, Baltimore)

“I was thinking in 30 years how much difference is it going to make that we're using these coins? Is it worth spending the money, I don't know how expensive it is to make, but is it worth spending the money to make that impact?” (Generation Y, Bethesda)

F. Other Comments

“I'm not sure that their use of the word ‘easy’ is necessarily appropriate. I mean I don't know that that's an easy way or if everyone would consider that change easy. I mean, we talked about some disadvantages. So I think it's a small way that maybe we can do our part or it can be seen

as folks doing their part to help. But . . . it's definitely their opinion [that] it's so easy, all you have to do is just use this coin.” (General population, Omaha)

“ . . . Right now people have a choice whether they want to [be green] or not, in this way [by using the coin] they are contributing without making a choice . . . ” (General population, Omaha)

Message #3: Patriotic

The new Presidential \$1 Coin from the United States Mint is a truly distinctive and unique American coin. Chronologically showcasing the faces of past presidents, the new \$1 coins are emblems of our country’s leadership and history. And, because the coins lasts 20 times longer than \$1 bills (up to 30 years), they actually help save the United States money. Using the dollar coin is a patriotic way to pay homage to our storied past while also providing an economic boost to the country.

Overall, focus group participants did not like the patriotic theme of this message. However, some parts of the message were liked by a few participants. A few participants liked the gold color of the coin and thought the edge was distinctive — other participants believed the coin was not unique or distinctive because the size is similar to a quarter and because a dollar coin is not a new type of currency.

A few participants liked the presidents being showcased on the coin. One participant liked that all presidents would be featured. Other participants did not like presidential coins and said they would rather see designs such as state flowers or fallen soldiers. A few participants disagreed with the message, with one commenting that the “face of our president doesn't really talk much about the history of the United States.”

A few participants believed the coins would be a great educational tool and could help children learn more about presidents. Other participants thought people would perceive the coins as collector’s item and save them. A few participants perceived contradictory messages; the coins should be collected because they pay homage to our past, but should also be circulated because they help save the country money.

A few participants liked the patriotic message. One participant stated, “[The patriotic message] reinforces what I already feel”. Most participants, however, did not like the idea that using the coins shows patriotism. Several participants believed that all American currency includes a president; therefore these coins are not special. Participants also believed that because there is no other currency in the United States, people have no choice in using it and as such, using currency is not a patriotic choice. Moreover, a few participants didn’t care who was on the coin because they would have to use it regardless. Other participants believed the message meant that if they

did not use the coin, they were not patriotic. One participant commented, “Don't tell me how to be patriotic.”

Contrary to the participants’ opinions about the tax savings message, participants did not believe using the coin instead of the bill would provide an economic boost to the country. One participant believed a better way to frame the message was “saving the American people money” rather than saving the United States money as this would personalize the message.

A. Comments on the Distinctiveness and Uniqueness of the Coin

“The only thing I see distinctive is the edge . . . I wouldn't have known that was even writing. I would have just thought that was the edge of the coin.” (General population, Omaha)

“I think they are distinctive and unique. I mean the first time you see one you're like oh, they are cool. I mean they're gold [and that's] better than just the silver . . . I think they do stand out.” (General population, Omaha)

“I like the gold color to it. You can distinguish that from other coins.” (General population, Omaha)

“Even if it wasn't a president, we already had a one-dollar coin, so this isn't unique.” (Generation Y, Bethesda)

“I was questioning the truly distinctive because of the size [of the dollar coin compared to the quarter].” (Females, Bethesda)

“This is not really a unique coin [because all coins have presidents on them].” (General population, Omaha)

B. Comments on Design of Coin

Liked Presidents

“I like that sentence [‘Chronologically showcasing the faces of past presidents, the new one-dollar coins are emblems of our country's leadership and history’] a lot. I can almost hear some patriotic music playing in the background.” (General population, Omaha)

“I like the first part, you know, showcasing the faces of past presidents.” (Hispanics, Los Angeles)

“I'd like to see just a little routine reminder from time to time that yes, there's Washington and yes, there's Jefferson and Lincoln, but there's also Millard Fillmore and Rutherford B. Hayes and, you know, some folks who are not exactly on the same plateau with Washington and Lincoln.” (General population, Alexandria)

Disliked Presidents

“First of all, showcasing . . . faces of past presidents and moments of our country's leadership and history, I don't consider it an emblem of our history because the face of our president doesn't really talk much about the history of the United States and some of the leadership is very poor leadership, so I think that showing every single president [is wrong], I would rather them do a Founding Fathers or great presidents or something, but I don't like the idea of having every single president. Herbert Hoover . . . [he] was a disaster to the American economy, I really don't see him as an emblem of our country's leadership.” (Generation Y, Bethesda)

“And I don't like that it's a patriotic way to pay homage to our storied past. All it's doing is paying homage to these people, not our past, it completely ignores a lot of the things that they did, good or bad.” (Generation Y, Bethesda)

“I think some of the coins might not stay in circulation long, like certain people might not like certain presidents and what they did. I don't want this man in my house — take it, give it away.” (General population, Alexandria)

“I'm not saying put today's president on there, but even yesterday's president doesn't appeal to me.” (Generation X, Los Angeles)

Would Like to See Other People/Things on Coins

“I think it should be other people who are on this coin, you know, other people who have been, who have benefited the United States and their history.” (Females, Bethesda)

“Every one of our presidents has been a white male to date, so our storied history and our storied past should not just be paying homage to past white gentlemen who have been President of the United States.” (Females, Bethesda)

“We shouldn't use people anymore, maybe use state flags or flowers” (Females, Bethesda)

“If you really want to be patriotic let's put the faces of fallen soldiers on these coins in homage.” (General population, Omaha)

C. Comments on Educational Message of Coin

“I like this . . . it kind of helps if your kids collect them . . . how many kids that you know that could name the seventh president off the top of their head. I know I can't. But like if they have little collector books or something, that might be a way they can help people kind of go back in the past and be excited about the history of the country.” (General population, Omaha)

“I think it's patriotic though with presidents; you're teaching your children something.”
(General population, Alexandria)

“I've got nephews and all they know is the same thing, Lincoln on the five and what not and then they know nothing about the rest of the presidents. It can be a good education tool.” (General population, Alexandria)

“ . . . Some people may think these are nice collector items because we can learn from them.”
(General population, Alexandria)

“I like the whole thing because I have children and a lot of parents always say to their child or children, you know, you need to learn the value of a dollar. And this gives a reason why you should know the value of a dollar.” (General population, Alexandria)

D. Comments on Saving the Coin as a Collector's Item

“ . . . You want me to spend this money, you want me to use this coin [and] to spend it, but then you give an underlying message that I should really save it because it's a collector's item and it's patriotic and that makes you want to save it, not spend it.” (General population, Alexandria)

“If they flood the market with enough of them, you're not going to be saving them.” (General population, Alexandria)

“ . . . Some people may not want to spend [the coins]; some people may want to collect them.”
(General population, Alexandria)

“I mean that's the message I'm getting: a limited edition and you shouldn't be spending them.”
(Generation Y, Bethesda)

“I thought that when it starts talking about showcasing the faces of the past president, it reminds me of something that you're going to keep as a keepsake instead of putting it back into society and spending it.” (Females, Bethesda)

“So it's kind of a double standard here, do I use it and actually put it in circulation and give it to people? Or do I keep it because it's a new president on it . . . that's the only thing that's kind of confusing about it.” (General population, Alexandria)

“I like the whole paragraph. Yeah, it's pretty much showing that, this being a dollar coin, you don't collect dollar bills. And this is a coin so if you don't want to use it for cash, you can use it as gifts or as a collector's item.” (General population, Alexandria)

E. Comments on the Patriotic Theme

The Use of Money and Patriotism

“You have to use money as a currency in this country so there's nothing patriotic about it . . . to me that's kind of like they're trying to brainwash me into thinking oh, I'm being patriotic if I use the new dollar. No, that's not what patriotism means to me. I use the currency because there's no other currency accepted.” (General population, Omaha)

“Well, all of our money has presidents on it. So any time you use a piece of currency, you're being [patriotic], if you're going to say this is patriotic, then we've always done that.” (General population, Omaha)

“[It's] hokey when they say patriotic way to pay homage. When I pay money, I don't think I'm a good American, I think damn, I gotta pay for something!” (General population, Omaha)

“And if we're talking being patriotic, I mean everybody in the United States spends money, that doesn't mean that they're patriotic.” (General population, Omaha)

“ . . . When was the last time I paid money for a cheeseburger and felt patriotic? Honestly.” (General population, Alexandria)

“[I liked them] except for the one about using the coins is a great way to show your patriotism. You know, that to me it's trying to sell too much. It's like going overboard, you know, you're patriotic if you spend this coin, you know?” (Lower income, Baltimore)

Likes

“I think it's nice to keep it in the forefront of people, whether they're old or young. This is the United States of America, we should support it and we're at war right now, so what better way to help support our troops as to be a little patriotic. It's the least we could do.” (Baby boomers, Detroit)

“I was feeling the patriotism. That was kind of touching to me.” (Lower income, Baltimore)

“[The patriotic message] reinforces what I already feel.” (General population, Alexandria)

Dislikes

“I don't like this one because I think our country is becoming more diverse and there's more ethnic groups and those ethnic groups, they're going to spend money, too. But this message won't relate to them since probably some of them don't even think about being patriotic because they're

more worried about their life right now and how to survive rather than making money to be patriotic.” (General population, Omaha)

“I just didn't like the patriotic part at the end.” (General population, Omaha)

“I had the same thing because I wrote right on it . . . patriotic, plays on your guilt . . . you better be one. Which was a negative feeling to me.” (Baby boomers, Detroit)

“I was sort of insulted by the use of patriotic.” (Baby boomers, Detroit)

“Yeah, just the idea of if I don't support that coin, you're trying to tell me I'm not patriotic?” (Baby boomers, Detroit)

F. Comments on the Usage of Coins

“I don't care if it's Bugs Bunny or Pam Anderson, it's going to be used either way because I have a dollar in my pocket that's burned like a quarter now days.” (Hispanics, Los Angeles)

“I don't think my son would sit there and be like ‘Oh, wow! I got a Lincoln! I got a Jefferson!’ No, he's going to be like, ‘I got a dollar!’” (Generation X, Los Angeles)

G. Comments on Coins Potential to Provide Economic Boost

“As far as actually helping save the United States money, I don't know about that providing [an] economic boost? That's a lot of crap, brother.” (Hispanics, Los Angeles)

“People [might] say, well I'm going to use that new dollar coin because I like that they're [using it to save money]. Maybe in the long run it can save me and my family some money and I'm supporting it. I don't care who's on it either, not that I'm unpatriotic.” (Hispanics, Los Angeles)

“And then how is it going to provide an economic boost to the country unless they're going to give us all like 600 of these to spend.” (Generation Y, Bethesda)

“[With this message], we know we're saving that money, what specifically are we [going to be] spending it on?” (Hispanics, Los Angeles)

“Say it will help save the American people money; if you want to keep it personal, instead of the United States. Save American people money, that's what people want to hear.” (General population, Omaha)

H. Other Comments

“And basically the thing that messes it up is the word ‘using.’ If they just put ‘the dollar coin is a patriotic way to pay homage to our storied past,’ I think that would be more acceptable because then [it] . . . reminds the American public that now we're not just having six different presidents,

eight different presidents, on this coinage, but now we're going to pay respect to all the presidents because they all did things that were significant throughout history. I think that this is just the way to help honor all of those presidents.” (General population, Omaha)

“I think that they're focusing more on people being patriotic than what [the coin is] actually helping. Patriotism isn't a major problem in our country right now.” (Lower income, Baltimore)

“ . . . It may weigh a little bit more but, heck, if I could help save the country a small amount of money, whatever it is, [I'll do] my part.” (General population, Alexandria)

“I mean at this point in time I'm worried about putting gas in my car, I'm not worried about an [economic] boost [for] the government.” (General population, Alexandria)

“I felt like what would be a little bit more relevant could . . . be talk[ing] about society benefiting from the lack of trees being cut down from the paper.” (General population, Alexandria)

“I think it's okay that they're appealing to our patriotic side, if we have one. You know, a lot of people don't really care if the president's on there . . . [and] some people put a lot of value on that . . . but I need more information.” (Hispanics, Los Angeles)

“Well, ‘chronological.’, I mean, what does that mean?” (Hispanics, Los Angeles)

“ . . . This is a special limited edition and if I'm a business owner and I'm going to convert my vending machines just for a limited edition coin, it's totally not in my interest. And if you're going to send a message to people that it's for a short time, they're going to want to collect these and not spend them.” (Generation Y, Bethesda)

Message #4: Convenient/Usable

The new Presidential \$1 Coin from the United States Mint is easier and more convenient to use in everyday cash transactions than \$1 bills. Using \$1 coins is easier to use in toll booths and public transportation than \$1 bills. It's also easier and more reliable when using vending machines because \$1 bills can sometimes be difficult to feed into the machines, or get stuck. And, using \$1 Coins can help speed up small cash transactions by not having to dig for bills in your wallet or purse.

Focus group participants gave mixed responses to this message. A few participants believed the message would only appeal to people in locations with toll booths and public transportation. For example, a participant in Omaha thought the message would be relevant in New York or Pennsylvania, but not in Nebraska. In response to this comment, another participant stated, “they forget about us.” A few participants believed that in areas where public transportation and toll booths are prevalent, people use passes and swipe cards instead of cash. One participant did not believe coins would be convenient for public transportation because the machines might not take the coin.

A few participants, remembering times they had difficulty feeding a dollar bill into a vending machine, believed the coin would be more reliable than bills. Others, however, were concerned coins could just as easily become stuck in machines. A few participants did not believe vending machines would accept the dollar coin. One participant did not like the term reliable while another commented, “A dollar's worked all these years, why would a coin be more reliable?”

Participants across all groups were not certain coins would speed up small-cash transactions. A few participants believed digging for any type of change decreased the speed of the transaction and the type of coin doesn't matter. A few participants believed they would receive change from a cash transaction and that this would occur whether they paid in bills or coins. They believed receiving such change would also decrease the speed of transaction. A few participants were confused by this message; they believed the message meant the price of items would to facilitate a rise in the usage of dollar coins.

A. Comments on How Coins Are Easier to Use than Bills

“The believable part is about the tollbooths, public transportation, vending machines, that would be easier.” (General population, Omaha)

“It would be easier for vending machines and for the bus.” (General population, Alexandria)

B. Comments on the Use of Coins for Public Transportation and Toll Booths

Only Some People Take Public Transportation and Use Toll Booths

“First of all, not very often do people use tollbooths anymore, why is that even in here?” (General population, Omaha)

“ . . . The majority of [the message] doesn't apply to me, [such as] tollbooths, public transportation.” (Generation X, Los Angeles)

“Nine times out of 10 people in California are not using tollbooths and they're not doing public transportation.” (Generation X, Los Angeles)

“I just don't take public transportation; I don't come across a lot of tollbooths” (Generation Y, Bethesda)

“I think if you do use public transportation a lot, that's great, but I think that only applies to a certain portion of the United States.” (Generation Y, Bethesda)

People Who Regularly Use Public Transportation and Toll Booths Don't Use Cash

“I take public transportation every day, I have a pass . . . a smartcard.” (Generation Y, Bethesda)

“ . . . But as far as the tollbooths, I think most people have like E-ZPass nowadays.” (Lower income, Baltimore)

Public Transportation Might Not Take Coin

“[My] dislikes were the ‘convenient for everyday transportation’ which is not true, because you might have some machines that don’t have the little coin thing . . . just the [one for] dollar bills.” (Generation X, Los Angeles)

C. Comments on Coin Reliability

Coins Are Reliable in Vending Machines

“Using one coin is easy in tollbooths and vending machine because one-dollar bills are sometimes difficult to feed into machines.” (Lower income, Baltimore)

“If it works in the tollbooth and the vending machines, that would be great, because you don’t like your money to get stuck . . . wasting time. (Lower income, Baltimore)

“I like that it wouldn’t get stuck . . . because I ride Metro and I get so irritated when they’re standing there trying to put their dollar in and it keeps coming back out.” (General population, Alexandria)

Coins Also Become Stuck in Vending Machines

“I don’t agree [coins are more reliable in vending machines] because you can get a coin stuck in a machine just as easily you could a bill [stuck], and I think they’re stating this as a fact rather than an opinion.” (General population, Omaha)

“Using a regular dollar in a vending machine can be just as difficult as using the coin in a vending machine . . . I mean the dollar bill or a coin can still have its difficulties in a machine. It’s [the message] just like contradicting itself, there’s a big contradiction there.” (General population, Alexandria)

“In theory it sounds great, but I get coins stuck in things all the time: laundry machines, vending machines, they get stuck all the time.” (Lower income, Baltimore)

General Comments

“I think the ‘more reliable’ just doesn’t have a place there. You can’t state it’s more reliable. It’s not more reliable.” (General population, Omaha)

“A dollar’s worked all these years, why would a coin be more reliable?” (General population, Omaha)

D. Concerns Vending Machines Aren't Ready for the Dollar Coin

"I think that would work real well in a vending machine, to be honest. Because paper dollars, you know, if they're torn or something, they don't feed and everything. The trouble is many vending machines aren't set up for [dollar coins]." (General population, Omaha)

"For tollbooths, yes, but for vending machines, all vending machines are not ready for the coin." (General population, Alexandria)

"I don't like that message at all . . . it's a theory, it hasn't even been put in process yet. You put this [coin] in a machine right now and it isn't going to work." (Lower income, Baltimore)

"I mean everybody is saying the same thing, will businesses change their receptacles [to take the dollar coin]?" (Females, Bethesda)

E. Comments on the Speed of Small-Cash Transactions

Coins Might Increase Speed of Transactions

"Maybe what they mean is that when we carry cash, sometimes they're crumpled, so it takes time to unfold them and everything? And this coin doesn't crumple." (General population, Omaha)

Coins Will Not Increase Speed of Transactions

" . . . but the last sentence, using dollar coins can help speed up small cash, I don't think so, I really don't." (General population, Omaha)

"I've worked retail since I was in high school, so it's been some years, and almost every time I have to wait on someone, it's because they're digging in their pocket or digging in their purse trying to find a coin." (General population, Omaha)

"I think the difference [is] between men and women, I'm going to get my billfold out no matter if it's a coin or a dollar bill, I'm going to have to dig no matter what it is." (General population, Omaha)

"I'm a female, my dollar bills go in my wallet, the coins end up at the bottom of my purse. So it's easier for me to pull my wallet and pull out a dollar than start digging through the bottom of my purse [for a coin]. (Generation Y, Bethesda)

"I mean it's probably easier just to flip through your bills than dig through your change." (Generation Y, Bethesda)

I don't think it's going to take any less time to fish out 15 of these than your bills to give the person. And I don't think it's going to be any less time for the person to give me back change in these than in dollar bills. So I don't, I don't buy into that. (Baby boomers, Detroit)

“Your change [is] coming back to you the same whether you pay with two one-dollar coins or two one-dollar bills, you're getting the same change back for something. (Baby boomers, Detroit)

“It just doesn't speed up small-cash transactions . . . I'd rather dig for bills in my pocket or my wallet . . . than to dig for change and figure out [if the coin is a dollar or not], because this is just like a quarter to me.” (Generation Y, Bethesda)

F. Comments on the Use of Dollar Coin Meaning an Increase in Prices

“I was thinking . . . if you go for a retailer, [they're] going to have to . . . jump you up to the next dollar, round it off, and your tax is going to be in there somewhere [and] you're going to end up really paying extra in the whole transition of everything.” (Lower income, Baltimore)

“A lot of things are like \$1.25 or \$1.50, so are they going to raise . . . things to \$2?” (Generation Y, Bethesda)

“If it's more convenient for a company to collect a dollar coin than to be collecting like three or four smaller coins [then that's] in their best interest. I think it hurts the consumer in the long run to [be] charged \$2 for a toll when it should really only be \$1.50.” (Generation Y, Bethesda)

G. Other Comments

“ . . . Unless they take dollar bills away, I'm never going to use these. It's not easier for me, it's not more convenient, and I don't often use public transportation.” (Generation Y, Bethesda)

“Cut about a quarter of the words out of it [the message]. It's pretty clunky.” (General population, Omaha)

“If [the message is] going to be a commercial, I would just flash up a vending machine, putting money in, flash it up there, and you don't have to say it all.” (General population, Omaha)

“A woman normally keeps change in her purse. I can put a dollar [bill] in my pocket, I can walk with a dollar, I'm not weighing myself down and honestly [not] messing up my outfit if I have on pants.” (General population, Alexandria)

“And if you're color blind, it's not going to matter what color this coin is because that's what a lot of people say makes it easier to distinguish [this coin with] your [other] change.” (General population, Alexandria)

“Typically the average person wants to minimize [their] change. This dollar is going to go with it [your change], so it's not going to seem like you actually have a dollar.” (General population, Alexandria)

“Speaking for the disability community, some people have very low manual dexterity skills and this would be a lot easier than a dollar bill.” (Females, Bethesda)

“The one good thing is that it's gold, so . . . you can look through all your silver and find a gold dollar.” (General population, Alexandria)

Message #5: Durable

The durability of the new Presidential \$1 Coin from the United States Mint will help make the world a little greener. The new Presidential \$1 Coin can last up to 30 years compared to the \$1 bill which can tear, wear out, and needs to be reprinted, on average, every 18 months. Using the highly durable \$1 coin will reduce the need to reprint new bills, thus saving energy and raw materials for a greener environment.

Focus group participants overwhelmingly liked this message. Participants believed this message was clearer than the other messages and better explained why coins last longer and contribute to a greener environment. One participant believed the greener message was particularly appealing because the environment affects future generations. Notably, when one of the focus group on purchases was asked what they didn't like about the message, the group replied with silence, indicating they didn't dislike anything.

As with the other message, a few participants did not like the usage of the word “greener.” One participant didn't believe using the coin could make the world a littler greener, but rather, it would make the United States a little greener. Another participant didn't like the use of the word “greener” and thought a different word would be better.

A few participants were not certain the coin would actually be greener than the bill. One participant found the message conflicting because the coin is also made from natural resources. The participant believed neither that there are environmental benefits for many years nor that coins are recycled. Another participant believed the coin would only have positive environmental effects if the dollar bill was no longer produced. Several participants were not certain what happens to worn dollar bills and if they are recycled or not. A few thought old bills were burned, while others thought they were shredded and recycled.

A. Comments on Believability and Likability

Likes

“I like this one a lot better just because you don't have all those facts that makes your brain start thinking about other things — just keeps it simple.” (General population, Omaha)

“I like the portion of it that says, ‘compared to the one-dollar bill which can tear, wear out, and needs to be replaced,’ it’s a little more specific there than some of the other places.” (General population, Omaha)

“I like the word ‘durability.’” (General population, Omaha)

“I like the last phrase, just where you start with saving energy and raw materials.” (General population, Alexandria)

“Well I like the whole thing. I mean, I thought it was very well explained.” (General population, Alexandria)

“It’s explaining why you have to reprint bills every 18 months, how it’s going to make the environment greener. It’s much more clear as to what it’s doing and I think it makes it a lot more believable for me because I can say okay, that makes sense . . . it’s much clearer.” (Generation Y, Bethesda)

“I like the way it’s framed. Instead of the government [is] saving money . . . it’s just a pure, practical environmental type of benefit.” (Hispanics, Los Angeles)

“I think in this one they also used better adjectives. Like they said a little greener and not just that it’s going to make the world green.” (Generation Y, Bethesda)

“I also like the part where it says it will reduce. I mean it doesn’t say stop, but it will reduce the printing of bills.” (Generation Y, Bethesda)

Believable

“It talks about the savings, but it doesn’t go into specific amounts. It keeps it at a level that is believable without throwing in numbers and things that bring in ambiguity and confuses people.” (General population, Omaha)

“I believe it. I mean the dollar bill can wear out faster, it can tear and, you can’t tear a coin.” (General population, Alexandria)

“I believe the whole thing . . . because I figure that you wouldn’t have to cut down as many trees for paper.” (General population, Alexandria)

Dislikes

“They don’t have to tell me twice that it’s going to make it a little greener. They tell you the first thing it’s going to make it greener and then they say a greener environment. That doesn’t buy it with me.” (General population, Omaha)

“You cannot talk about the dollar and use the word greener and it was just a play on words and I just didn't like the way it was worded.” (General population, Alexandria)

“I was just going to comment on using the word “greener.” I don't know if that really persuades people for the environment . . . I think you guys could use a different word besides greener.” (General population, Omaha)

Unbelievable

“[This message is not believable] because first you're saying that it's going to be helping green, [but] you're still taking raw materials out to start the coin, you're still using raw materials. In the long run it might help because you're going to start recycling them. But in the first so many years, you're taking raw materials.” (General population, Alexandria)

“ . . . Because that's really the only way that it's going to actually be greener [and] save this country all this money . . . if they stop making the dollar bill completely and do this coin. Then I can see it making a huge benefit faster.” (General population, Alexandria)

“To make the world a little greener . . . it might make the United States a little greener, I don't see what affect that's going to have on the rest of the world that's going to be big enough to make a difference. I think it's a lovely concept, but I don't necessarily believe the reality of that at all.” (General population, Omaha)

B. Other Comments

“America is kind of like the trendsetter for the rest of the world and if someone sees our [dollar coin] . . . other countries see that it's working for us and that it is more efficient, then I think they would start following our tracks and going to that as well.” (General population, Omaha)

“I don't know if a lot of people think of money and environment in the same terms.” (General population, Omaha)

“But I think if you want the American people to use it and understand [the greener message] . . . there needs to be much more of a publication of it . . . Like a, ‘this is what we're doing and this is why.’” (General population, Alexandria)

“Does it really have to be reprinted every 18 months, and how much energy and raw materials are we saving? Because I don't know what happens with the dollar bills, if they're recycled or [not] . . . ” (Females, Bethesda)

“It sums it up with the greener environment which I guess I think everybody wants a greener environment nowadays so that definitely helps out.” (General population, Omaha)

IV. Wrap-Up of Dollar Coin

A. Core Messages

After reading and discussing all of the messages, participants were asked to choose their first-favorite and second-favorite messages. The results of this exercise are listed below. It is important to note that liking a message does not necessarily equate with changing behavior (i.e., using the coin) as a result of the message.

CHART 1: CORE MESSAGE VOTES

Core Messages	First Choice	Second Choice	Total Choices
Durable	43	25	68
Tax Savings	22	20	42
Recyclable	21	21	42
Convenient/Usable	8	17	25
Patriotic	7	12	19
TOTAL	101	95	196

Participants showed a preference for the durable message, followed by the tax savings and recyclable messages, while the patriotic message had the lowest overall score.

B. Supporting Statements

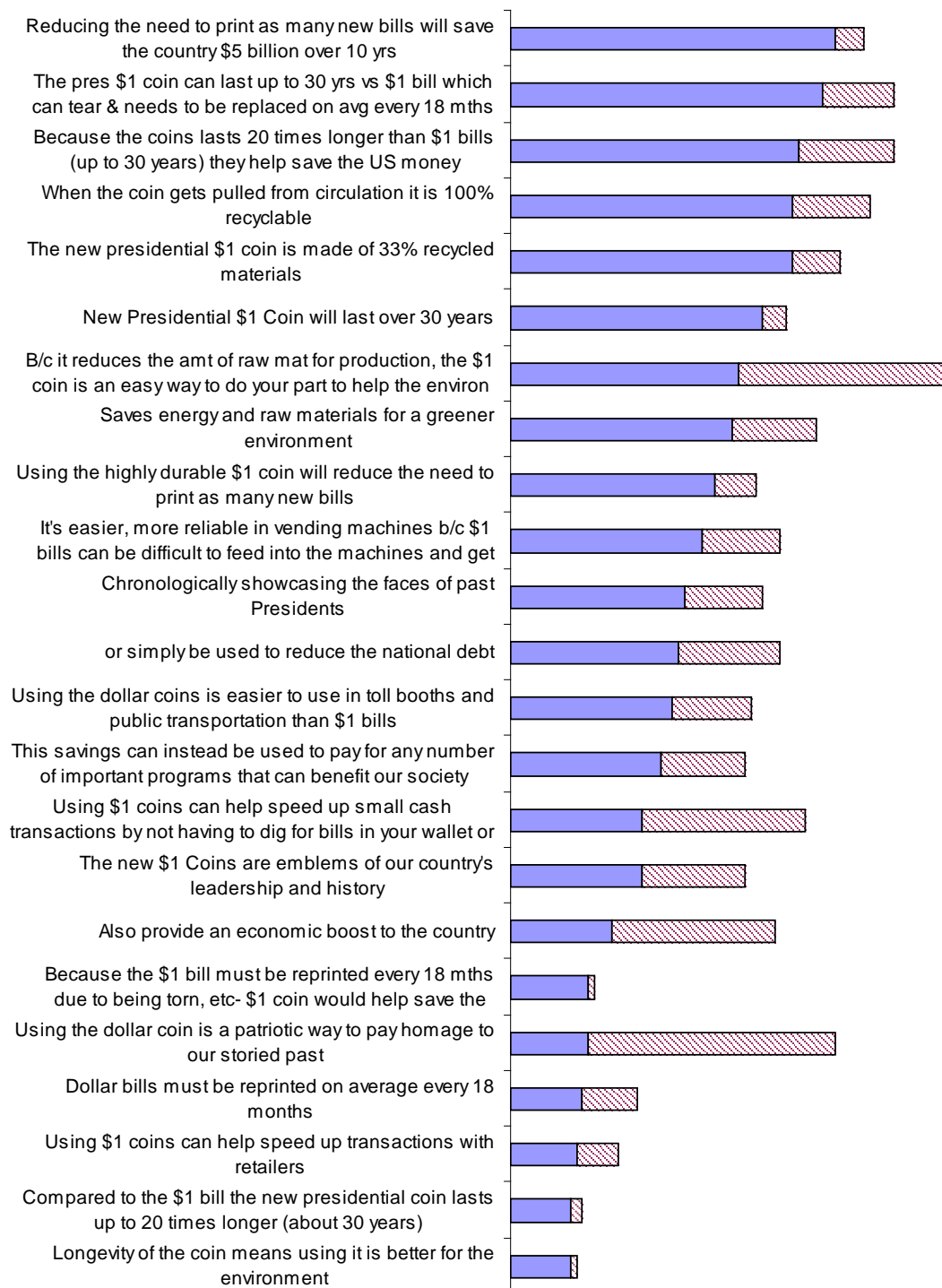
Participants were asked to indicate their initial reaction to each line of the message by circling parts of each supporting statement they liked and crossing out statements they did not like as each message was read to the group. The chart on the next page shows the lines of text that were circled at least 10 times (solid bar) and how often these same lines were crossed out by participants (hatched bar). The results of this activity are interesting because they show response before any group discussion about an individual message.

Five supporting statements were appealing to most participants:

- Reducing the need to reprint new bills so often will save the country \$5 billion over 10 years.
- The new Presidential \$1 Coin can last up to 30 years, compared to the \$1 bill which can tear, wear out, and needs to be reprinted, on average, every 18 months.

- And, because the coins lasts 20 times longer than \$1 bills (up to 30 years), they actually help save the United States money.
 - When the coin gets pulled from circulation, it is 100% recyclable.
 - The new Presidential \$1 Coin is made of 33% recycled materials.
- Some polarization (approximately equal numbers of circles and cross-outs) occurred within two supporting statements:
 - Because it reduces the amount of raw materials needed in production, using the \$1 coin is an easy way to do your part to help the environment.
 - Using \$1 coins can help speed up small-cash transactions by not having to dig for bills in your wallet or purse.
- One line was crossed out more frequently than any other:
 - Using the dollar coin is a patriotic way to pay homage to our storied past while also providing an economic boost to the country.

CHART 2: SUPPORTING STATEMENTS — PRO AND CON VOTES



V. Environmental Assessment

Focus group participants were asked to list the environmental pros and cons of the dollar coin after spending an hour discussing presidential dollar coins. This exercise allowed respondents to explain, which messages “stuck” in their mind out of all the messages discussed. Across the focus groups, 16 unique pros and 17 unique cons of the environmental impact of the dollar coins were mentioned. Participants tended to state pros that were related to the messages discussed earlier in the focus group. For example, the most frequently cited pro was that the coin is made from recycled materials, one of the messages discussed earlier. Other “top of the mind” responses included:

- The coin is recyclable
- The coin lasts longer than bills and is more durable

These three pros were mentioned most often during the groups. On the other hand, the same cons were rarely repeated across focus groups. The most cited con was mining, mentioned in five different focus groups; followed by energy needs of the coins vs. dollar bills, mentioned by three focus groups. The remaining 14 types of cons were mentioned in only one or two of the groups.

CHART 3: ENVIRONMENTAL ASSESSMENT — PRO AND CON VOTES

Pros	Cons
Made from recycled materials (7 people mentioned)	Mining (5 people mentioned)
Recyclable (6)	Energy needed (3)
Saves trees (5)	Raw materials needed (2)
Lasts longer (4)	Not biodegradable (2)
Durable (3)	Mixing metals/polluting (2)
Saves raw materials (3)	Takes 20 years before they are recycled (1)
No dyes/saves lives (2)	Not as good as a credit card (1)
Saves energy (2)	Radioactive (1)
Easy to use (2)	Mills/waste (1)
Saves money (1)	Noise pollution (1)
Mass produced (1)	Paper dollars are massed produced (1)
Less germs (1)	Heavy equipment needed (1)
Easier to produce (1)	Less jobs (1)
Less pollution (1)	Paper is recyclable (1)
Uses less oil (1)	Need to re-outfit machines (1)
100% Renewable (1)	Transporting (1)
	Costs of making coins (1)

VI. Mission Statement

After discussing presidential dollar coins, focus groups were asked their opinions of the Mint mission statement. Only half the focus groups were asked about the mission statement due to time constraints. Overall, participants did not think the mission statement was relevant and were not engaged in the conversations.

Participants across focus groups seemed uncertain about what the Mint does. A few participants said the Mint makes money; while others thought the Mint stores gold. One participant confused the U.S. Mint with the Franklin Mint and said “they sell collectible stuff on TV and magazines.” Another participant believed the Mint and Treasury work together, and a few other participants thought the Mint collects and recycles old money.

“Make our money.” (General population, Omaha)

“Stores the gold.” (General population, Omaha)

“They sell collectible stuff on TV and magazines all the time.” (General population, Omaha)

“Recycles old, takes back old money.” (General population, Alexandria)

“Works hand-in-hand with Treasury.” (General population, Alexandria)

A few participants liked the idea of artistic excellence represented by coins because they agreed the coins were artistic. A few other participants were unsure how coins advance artistic excellence. One participant found the statement informative and was “amazed at all the different things [the Mint] is involved with”. Another participant wondered if medals such as the Purple Heart were made by the Mint. A few participants didn’t like they reflect American values statement. They were unsure how a coin could reflect American values, with one participant wondering how coins would reflect American values differently than the bills. Another participant didn’t like the idea of taxpayer money being used to make things beautiful. One participant didn’t like most of the mission statement but rather wanted the Mint to “make money.”

A. Comments on Positive Aspects of the Mission Statement

“I’m amazed at all the different things that they’re involved with.” (General population, Omaha)

“I thought it was really nice that they’re trying to make beautiful, inspiring coins because I guess I didn’t really think about how much effort went into, that they really cared that much about how they made it.” (General population, Omaha)

“I thought that was a cool point . . . all the ideas that they come up with for these coins is artistic excellence in a way. The way they put together the quarters, I think that's very artistic and very cool. “General population, Omaha)

“I mean, you can see the eye on the Statue of Liberty if you look really, really close, you can see the eye, where it's carved and everything and I think that's artistic.” (General population, Omaha)

B. Comments on Dislikes and Disagreements of the Mission Statement

“I don't care about the first four things. I want the Mint to make money.” (General population, Omaha)

“This is an individualized country; we care about how this would benefit us, the individual. I don't see how advanced artistic excellence will apply to me because I'm not the one making the money. I don't know how [coins and medals] reflect American values. How does this one reflect American values different from the dollar bill?” (General population, Omaha)

“I'm a little confused; the U.S. Mint has to make things beautiful and inspiring? Why don't they just make money so [we] can exchange it and get good things for it?” (General population, Alexandria)

“I don't know how they're going to reflect American values in a coin.” (Generation Y, Bethesda)

“To me, the kind of like case things [that] would be [reflecting American values are] in God we trust and E Pluribus Unum that are on every single coin. But . . . I don't necessarily see some of those values as being things that every American would believe. Like in God we trust, there are plenty of people in the United States . . . who do believe in God . . . and it doesn't reflect them accurately.” (Generation Y, Bethesda)

“The one that I don't necessarily agree with is to educate the people by commemorating people, places and events. I mean I don't, I don't know how much education I get from looking at the coin and finding out that James Madison was the president of the United States from 1809 to 1817.”

“We're paying taxpayer dollars so they can make things beautiful? Please!” (General population, Alexandria)

C. Other Comments

“The one point that kind of in my mind is a little fuzzy compared to the other ones is advanced artistic excellence.” (General population, Omaha)

“[The mission statement] makes me wonder, are they the ones that make the crosses and the Purple Hearts and that kind of thing? (General population, Omaha)

“I think it's pretty straight forward that they make our money and [in] doing that, they try [to] put little reminders of what got us to where we are today.” (General population, Omaha)

“To me this applies to every individual; every individual can relate to it when they look at the coin. But if somebody is not interested in art, then they [won't] care. (General population, Omaha)

“In their opening sentence they talked about the men and women of the Mint serving the nation exclusively. Exclusively because we don't have anybody else [creating] coins out there. Of course they're exclusive. But that's not anything that they [control], that's something that we [the public] entrust them with. (General population, Alexandria)

D. Particular Likes in the Mission Statement

Overall, participants liked each phrase in the statement. A few participants in the lower-income groups said they liked all of the statement. The majority of the likes were focused on the first sentence of the statement. No one, however, specifically said they liked “fulfill retail demand for coins, enable commerce, or reflect American values.”

“I like ‘serve the nation’ and I like’ creating the highest quality, most beautiful, inspiring coins and metals.’” (General population, Omaha)

“I also like, ‘inspiring coins.’” (General population, Omaha)

“‘Artistic excellence,’ I like that.” (General population, Omaha)

“I liked them all.” (Lower income, Baltimore)

“I liked ‘educating the public by commemorating people, places, and events.’” (Lower income, Baltimore)

Mission Statement Phrasing

“Enable commerce”

Participants had difficulty understanding the meaning of this statement. A few participants said they didn't know what this statement meant. A few others believed the statement related to “transactions” but did not elaborate any further. One participant believed the statement meant the Mint would provide money to banks and stores and circulate money, enabling the public to conduct business. Another participant believed something similar and said, “[enable commerce means] fulfilling a need in [the] daily marketplace.”

“I have no idea [what this phrase means].” (General population, Alexandria)

“Having enough money in the banks and in the stores that everybody can conduct their business. We need to have enough money in circulation that everybody can do what they need.” (General population, Alexandria)

“You're able to spend money. You're able to make transactions.” (Lower income, Baltimore)

“Fulfilling a need in [the] daily marketplace.” (Lower income, Baltimore)

“Reflect American Values”

Participants were uncertain about the meaning of this statement. Some participants weren't sure what this statement meant. While a few other participants didn't understand how a coin could reflect American values. One participant thought the coins might reflect American government rather than American values.

“I'm a little fuzzy on that one.” (General population, Alexandria)

“Can you tell me how a nickel reflects American values?” (General population, Alexandria)

“I just don't think there's somebody from another country or an immigrant that looks at a dollar bill and thinks ‘Oh, now I know I can become a citizen in this because I see this symbol on it.’ No. You look at a dollar or coin and you think of money or greed.” (General population, Alexandria)

“I think it would be more true to say reflect American government than values.” (Lower income, Baltimore)

“Advance Artistic Excellence”

Participants gave a mixed response to the meaning of this message. A few participants weren't sure of the meaning and a few others commented they didn't like this message. However, a few participants thought advance artistic excellence referred to the designs on the coins.

“I don't know.” (General population, Alexandria)

“[It refers to} the little shapes and stuff on [the coins].” (General population, Alexandria)

“I don't think it's necessary.” (General population, Alexandria)

“It's irrelevant.” (General population, Alexandria)

“I really take my hat off to these artistic people who come up with [the coins] because . . . there's a lot of countries out there that got some really funny looking money, but [not] America. I like

artistic excellence because our money does mean a lot, people died and sweat over a lot of this stuff, so I think it has to look good.” (General population, Alexandria)

“[Artistic excellence refers to] the way the coin is shaped, the way it's made, the way they carve the back. You know, different coins have different backings, some have the eagle, some have the Statue of Liberty.” (Lower income, Baltimore)

“Educate the Public by Commemorating People, Places, and Events”

Rather than stating what they thought this statement meant, participants focused on what they didn't like about the statement. A few participants believed the coins weren't useful for educating the public. One participant believed the coins were merely pretty to look at and another participant thought stamps or books were better ways to educate children.

“I think [coins are] interesting to look at and pretty to look at, but I don't think it's necessarily responsible for educating the public.” (General population, Omaha)

“I think it'd be better if it says commemorate people, places, and things in U.S. history than ‘educate the public’ because I don't necessarily think it does [educate the public].” (General population, Omaha)

“I see it in stamps more. I'm not going to sit here and pull out my pocket full of change and show my kids and say, this is such and such, he did this. [Instead I would] take them to the monument or open a book where they can really read about the person. [The coins are] not really showing me too much.” (General population, Alexandria)

“Fulfill Retail Demand for Coins”

Participants had few comments on this statement because they believed the statement meant exactly what it said. One participant, however, believed the statement meant people would want to buy the coins.

“Exactly that.” (General population Group, Alexandria)

“People want to buy them.” (Lower income, Baltimore)

APPENDIX: FINAL MODERATOR GUIDE

U.S. Mint Dollar Coin Program

Moderator's Guide to Focus Groups

I. Introduction and Ground Rules (5 minutes)

A. Ground Rules

Today we are going to talk about your use of dollars and coins and about some newer coins that are out in circulation.

- The group will last approximately 90 minutes
- No right or wrong answers
- Goal is to hear a variety of viewpoints, not to reach consensus
- Confidentiality assurance, inform of audio taping and video taping
- Speak as loudly as moderator, and speak one at a time
- Warn talkative and quiet people that everyone gets a chance to speak
- Observe common courtesy
- Logistical information on drinks and bathroom use

B. Introductions (15 minutes)

Go around the room, say first name, and what the last purchase under \$10 that you made with cash was, and what specific denomination of coins or bills you used.

II. General awareness of currency and thoughts on coins (10 minutes):

- A. Have any of you ever heard about the new Presidential \$1 Coins that are being distributed?
 - a. Where did you hear about it? (Probe for ad campaign, word of mouth, store, vending machine, etc.)
- B. Has anyone received a dollar coin as change? (for Detroit and other groups as appropriate: How about the Canadian \$1 Coin, also called the Loonie. Has anyone had experience with this coin? Did you like using it? What types of places did you spend it in?)
 - Where did you receive it?
 - What was your reaction when you received it?
 - How long ago was that?

HAND OUT A COIN TO EVERYONE

- a. If you were given this dollar coin as change, what do you think you would do with it? (LISTEN FOR: save it, give it as a gift, spend it right away to get rid of it, put it with my other coins in my wallet/pocket, etc.)
 - b. Would you accept this coin as change if it were given to you at a store, or would you ask for a dollar bill?
 - c. Where do you think you can use a dollar coin?
 - d. Are there places where you cannot use a dollar coin?
- C. What are some advantages to having a dollar coin in addition to a dollar bill? (LISTEN FOR: easy to identify, interesting to look at, don't stick together, easy to count)
- a. What are some disadvantages? (LISTEN FOR: Heavy, easily confused with quarters, have to ask for change more often, awkward moment)

III. Messages (50 minutes): Now, I would like to discuss some other ways that have been proposed to encourage people to use the dollar coin.

- A. (Read each page of messages and then ask the following questions. Pass out copies and have participants read along. They should circle the points they find most compelling, cross out the ones which they find meaningless.)
- a. PROBE: What do you like? What do you dislike?
 - b. PROBE: Do you find this message believable?
 - c. PROBE: What could be changed about the message to make it more compelling to you?
 - d. PROBE: What do you think this is saying?

IV. Wrap-up of dollar coin (5 minutes):

A. Please look through the list, and write down the two messages that would be most persuasive to you personally.

(TALLY UP VOTES AND DISCUSS TOP VOTE GETTERS)

B. Wrap up question: Did any of the messages you heard tonight change your willingness to accept the dollar coin? Would you use it more often?

V. Environmental Assessment:

(Have them turn over pages. On whiteboard or easel, write: Pros and Cons and put a line between them.)

We have talked about some advantages and disadvantages of the dollar coin tonight. Now, I would like to focus on the environmental side of coins. Who can tell me what some of the pros of dollar coins are for the environment? (List pros on board.) Now, what are some of the cons?

(Write list on board and LISTEN FOR: Mining, smelting/ energy use, non-renewable resource, landscape destruction)

(If the subject is not raised, suggest and add to list.)

PROBE: Now that we have a list of pros and cons, do the good outweigh the bad?

VI. Mission (10 minutes):

- A. I would like to spend the next few minutes talking about the U.S. Mint. Can anyone tell me what the Mint does? (Listen for: The mint is responsible for designing and producing [minting] U.S. coins for circulation and collectors. The Mint is also responsible for protecting the nation's silver and gold reserves at Fort Knox.)
- B. I am going to pass out the Mint's mission statement. (Pass out copies and read mission statement.) What are your initial reactions to this mission statement? Does it make sense to you?
- C. What words or phrases do you particularly like in this statement?
- D. Does this make any of the messages we talked about earlier seem stronger or weaker to you?

Mission Statement:

The men and women of the United States Mint serve the nation by exclusively and efficiently creating the highest quality, most beautiful and inspiring coins and medals that:

- Enable commerce (**Probe: What do you think this means?**)
- Reflect American values (**Probe: How do you think it does this?**)
- Advance artistic excellence (**Probe: How do you think it does this?**)
- Educate the public by commemorating people, places and events (**Probe: How do you think it does this?**)
- Fulfill retail demand for coins

VII. Additional Question/Wrap up (10 minutes)

- A. What would you say to your friends and family to persuade them to use the coin?



U.S. Mint

\$1 Coin Program

Pilot Message Survey

January 2009

Prepared by:

GALLUP, INC.

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U.S. Mint

U.S. Department of Treasury

1.0 Background

The U.S. Mint undertook a three month pilot of an advertising and messaging campaign around the new \$1 Coin in four U.S. Cities in the Fall of 2008. The purpose of the pilot was to saturate each market with a series of different messages using different media channels to understand which messages work best to drive awareness, interest and usage of \$1 Coins. It is important to note that the same messages were used in each of the four pilot cities. This information will be used to plan and support a national advertising and messaging campaign with the goal of increasing usage of \$1 Coins.

Eleven main advertising messages were piloted and measured in this campaign:

- A TV ad showing the Statue of Liberty buying a hot dog using a \$1 Coin
- A TV ad Mount Rushmore presidents smiling at man using \$1 Coin
- An ad in magazines, a newspaper, a retailer, on the side of a bus or train, or a billboard saying, "It's 100% recyclable."
- A print ad in magazines or a newspaper saying, "It's good to use the \$1 Coin for small purchases" at the top and more details about the durability and recyclability of \$1 Coins
- A radio ad with an announcer explaining how you can do your part in saving resources by using a \$1 Coin
- An ad on a bus, train, or billboard or a retailer that says "Who knew the \$1 Coin could last so long."
- An ad on a bus, train, or billboard or a retailer that says, "It's change for the better."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Change is easy."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Use \$1 Coins."
- A print ad in a magazine or an ad at a retail store with a green background saying, "100% accepted."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Save our country money and resources."

The pilot was run in the following cities:

- Austin, TX,
- Charlotte, NC
- Grand Rapids, MI,
- Portland, OR

Gallup completed telephone interviews with a random sample of 200 adults within each of the four pilot cities who had seen, read or heard commercial messages or advertising about \$1 Coins in the past 30 days. NOTE: Because sample sizes were so low, a comprehensive city comparison was not available. Where sample sizes had at least 30 completes, comparisons were made.

2.0 Overview

Ad Awareness

Slightly less than half (47%) of adults in the pilot cities have unaided recall of an advertisement about \$1 Coins in their area in the past 30 days. When adults are prompted specifically if they have seen an advertisement or commercial message about a \$1 Coin, an additional 27% adults recall seeing advertising for a total average awareness (aided and unaided) of 74% across the four cities on average. Unaided and total awareness were similar across the four pilot cities (Chart 1).

In general, a majority of the messages were seen on television. Of those with unaided \$1 Coin ad recall, 84% cited seeing an ad on television (consistent across cities), while about one in five (18%) recalled an ad in a newspaper. Radio (14%), magazine (8%), website (3%) retail store (1%) and outdoor bus or billboards (3%) were mentioned by far fewer adults (Chart 3).

The two television ads (Statue of Liberty buying a hot dog using a \$1 Coin and Mount Rushmore Presidents smiling at a man using the \$1 Coin) had the highest recall on pilot area adults with more than four in ten adults aware of any advertising recalling either of these two ads specifically (44% and 43% respectively). This relates to an average of about one in three adults across the 4 cities recalling one of the two TV ads when prompted. There was no statistical difference by pilot city (Chart 2-1).

Unaided awareness of specific advertisements or messages was very low across the board, with less than one in ten adults across the cities even mentioning the Statue of Liberty TV ad (the most recalled) and about 3% of all adults mention the Mount Rushmore TV ad without prompting (Chart 2-2).

While most specific ads did not have high recall, a few of the messages seemed to resonate with adults, as 7% of all adults (21% of those recalling any ad unaided) mentioned something about the “Save our country money/resources” messaging, and 5% mentioned that “it’s recyclable.” (Chart 2-2 and 2-3).

Impact of Ads

Adults aware of an ad message (either aided or unaided) were asked to rate how much the ad attracted their attention, gave them ideas for using the coin, and made them want to use a \$1 Coin (the ultimate goal of the campaign).

Not surprisingly, the “Statue of Liberty” (78% agree or agree strong-top two box) and “Mt. Rushmore” (74%) TV ads most grabbed the audience’s attention. The “Save our country money and resources” print ad with a green background and “Who knew it could last so long” (55% top two box

rating each) were next most grabbing. The “Change is easy” print ad was the least attention getting (Chart 4-1).

Because sample sizes were so small, we were unable to make the distinctions between cities that we would have liked. Using the data that we do have, two distinct differences were noted. First, respondents from Austin were significantly less likely to note “100% recyclable” as a message that grabbed their attention while Portlandites were significantly more likely to do so. The other significant difference noted was that “saving money and resources” was significantly more likely to be noted as a message that caught respondent’s attention in Charlotte than in Grand Rapids or Portland (Chart 4-2).

While the “Statue of Liberty” and “Mt. Rushmore” TV ads grabbed attention, they were not seen as necessarily providing ideas on how to use the coins. “Small purchases” (36% top two box rating) was more informative in this regard, followed by “Change is easy” and “Who knew it could last so long” each at 31% (Chart 5-1).

Again, small sample sizes constrained our ability to compare cities but two differences of interest were noted. With the campaign “small purchases,” respondents in Charlotte were more likely than others cities to say it gave them ideas for using the \$1 Coins. Respondents in Grand Rapids believed the “change for the better” gave them the most ideas (Chart 5-2).

As far as a call to action of usage, the “Who knew it could last so long” outdoor and retailer ad had the highest impact among those seeing specific ads with 40% of those aware of the ad saying it made them want to use the \$1 Coin. “Small purchases” (38%) and “Save our country money and resources” (36%) print ads had the next highest call to action with 38% of those recalling each ad saying it made them want to use the \$1 Coin (Chart 6-1).

When extrapolated to the total population, an average of approximately one in seven adults across the 4 pilot cities said the Statue of Liberty and Mt. Rushmore ads made them want to use the \$1 Coin (14% top two box rating each). The “100% recyclable” had a 6% total call to action, while “Save our country money and resources” print ad had a 5% call to action.

Again, small sample sizes made city comparison slim. But one difference was noted. Respondents in Charlotte were again more likely to say that strongly agreed the “small purchases” message made them want to use \$1 Coins more than did other cities and Portland respondents said the same about “100% recyclable” (Chart 6-2)

Conclusions

Overall, while the two TV ads (Statue of Liberty and Mt. Rushmore) had almost twice the overall awareness of the next highest ad, and also were the highest overall in attracting attention (78% and 74% respectively), these ads were not the ones most likely to provide ideas or to drive behavioral change among those who saw them. The “Who knew it could last so long” and “Use for small purchases” messages (40% and 38% respectively among those aware of each ad) had the strongest call to action for those who saw them, suggesting that if those messages are carried from the lower utilized media of print and outdoor to the sexier TV medium, awareness and call to action could be even greater.

When considering messages by cities, differences by city appear to exist. It does appear to be that messages about usage resonated more within Charlotte where they were unfamiliar with the \$1 Coin. Meanwhile, Coin savvy Portland was more interested in messages about the coin being recyclable. However, further study would be needed to confirm these findings. But it does appear to be the case that differences by city do exist.

II. Detailed Findings

3.0 Awareness of Ad Campaigns

When asked if they recall seeing any commercial messages or advertisements about \$1 Coins in the past 30 days, 75% (aided and unaided awareness) of adults in Austin, Grand Rapids and Portland reported seeing the ads from the campaign. Also, 70% of adults in Charlotte recalled seeing one-dollar coins commercial messages or advertisements.

Chart 1: Seen Commercial Messages and Advertisements in the Past 30 Days: Unaided and Total (net unaided and aided)

Q: [Unaided] Have you recently read, seen, or heard any advertising about coins or currencies within the past 30 days? (if yes:) For which coins or currency amounts was that advertising? [Aided] In past 30 days, do you recall seeing any commercial messages or advertisements about one-dollar coins in your area?

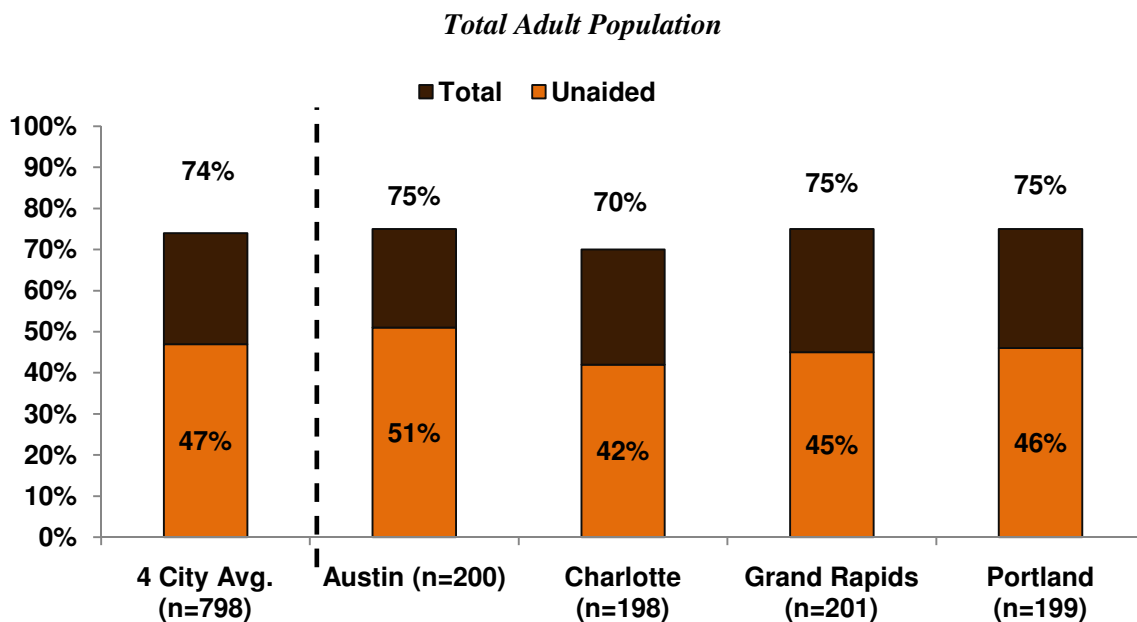


Chart 2-1: Messages Recalled: Unaided and Total (net unaided and aided) – All Ads 4 City Average

Q: [Unaided] Can you tell me what you remember seeing, hearing or reading in the ads? / [Aided] Have you seen, heard or read any of the following specific advertisements?

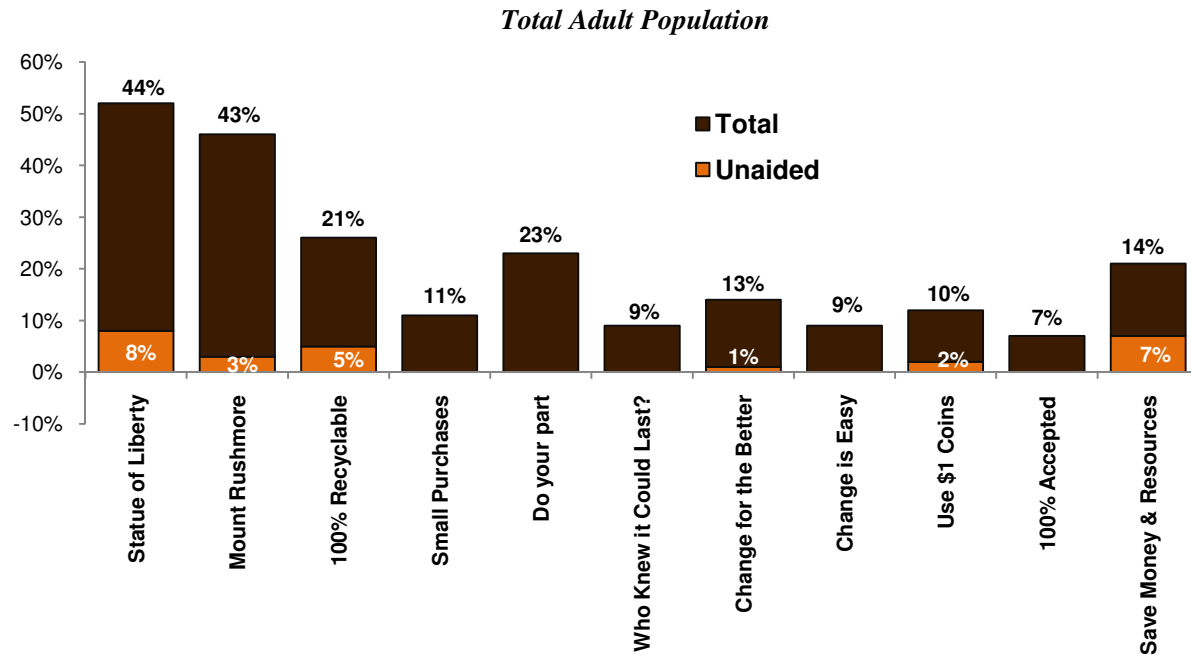


Chart 2-2: Messages Recalled: Unaided and Total (net unaided and aided) – City Detail 1st 6 Ads

Q: [Unaided] Can you tell me what you remember seeing, hearing or reading in the ads? / [Aided] Have you seen, heard or read any of the following specific advertisements?

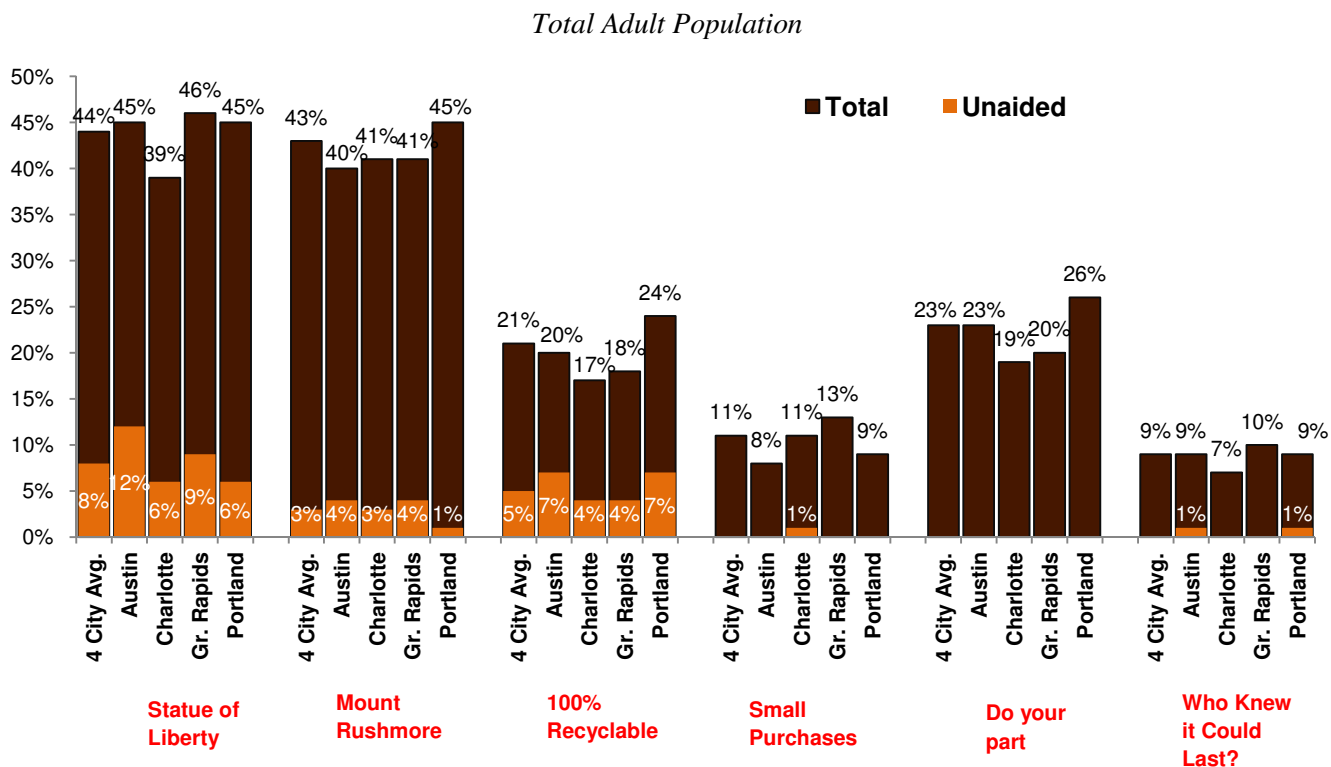


Chart 2-3: Messages Recalled: Unaided and Total (net unaided and aided) – City Detail 2nd 5 Ads

Q: [Unaided] Can you tell me what you remember seeing, hearing or reading in the ads? / [Aided] Have you seen, heard or read any of the following specific advertisements?

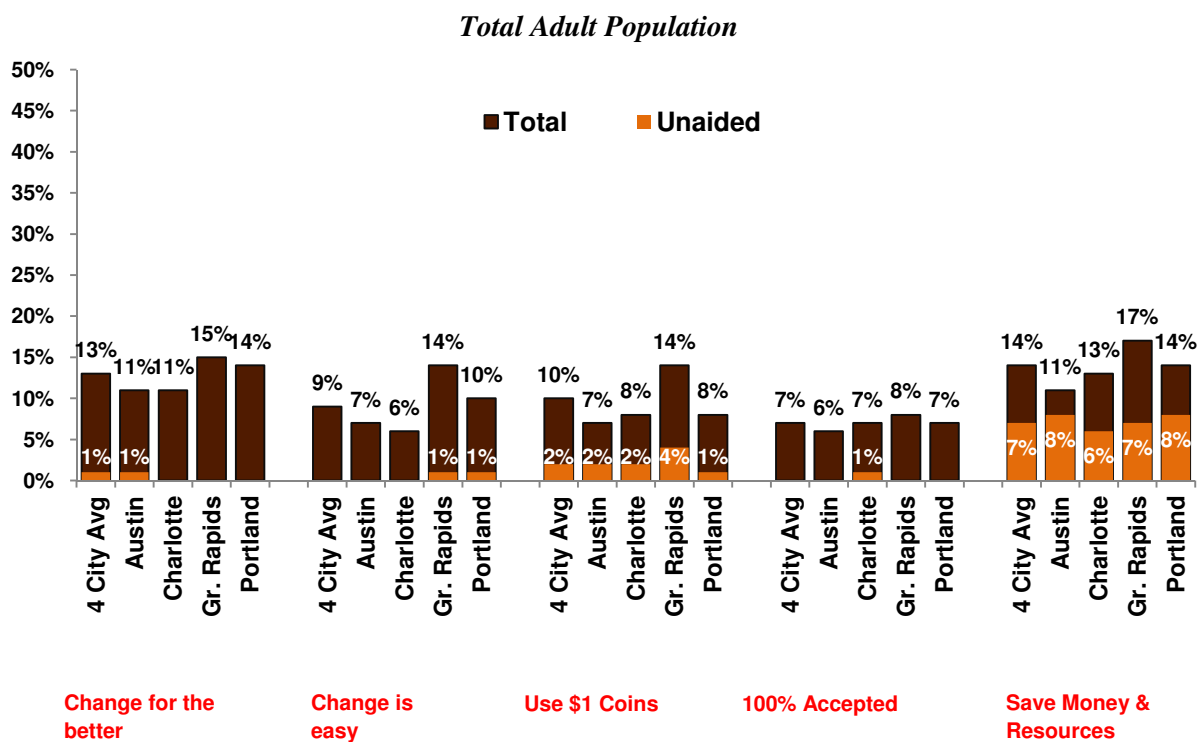
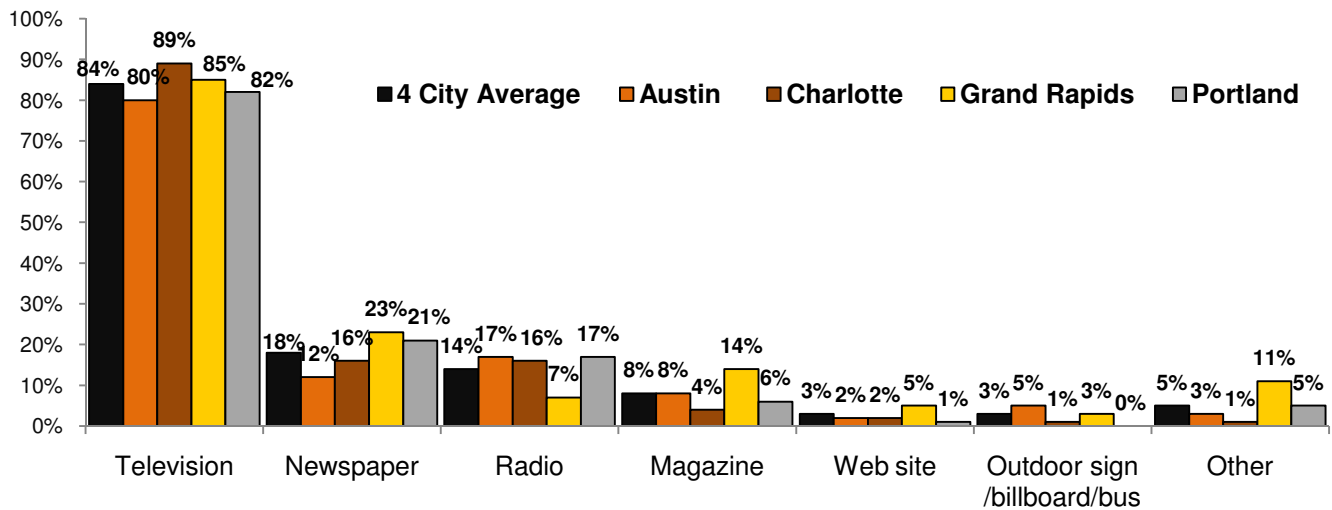


Chart 3: Source of Recalled Commercials and Advertisements

Q: Where did you see, hear, or read about that/those ads?

Among Adults who are able to recall unaided that there are dollar coin commercials and advertisements



4.0 Impact of Ad Campaigns

Attention Grabbers

Chart 4-1: Ad Caught Attention- All Ads 4 City Average

Q: Please tell me how much you agree or disagree that the ad 'Caught Your Attention'

Among Aware Adults who Recalled the Specific Messages

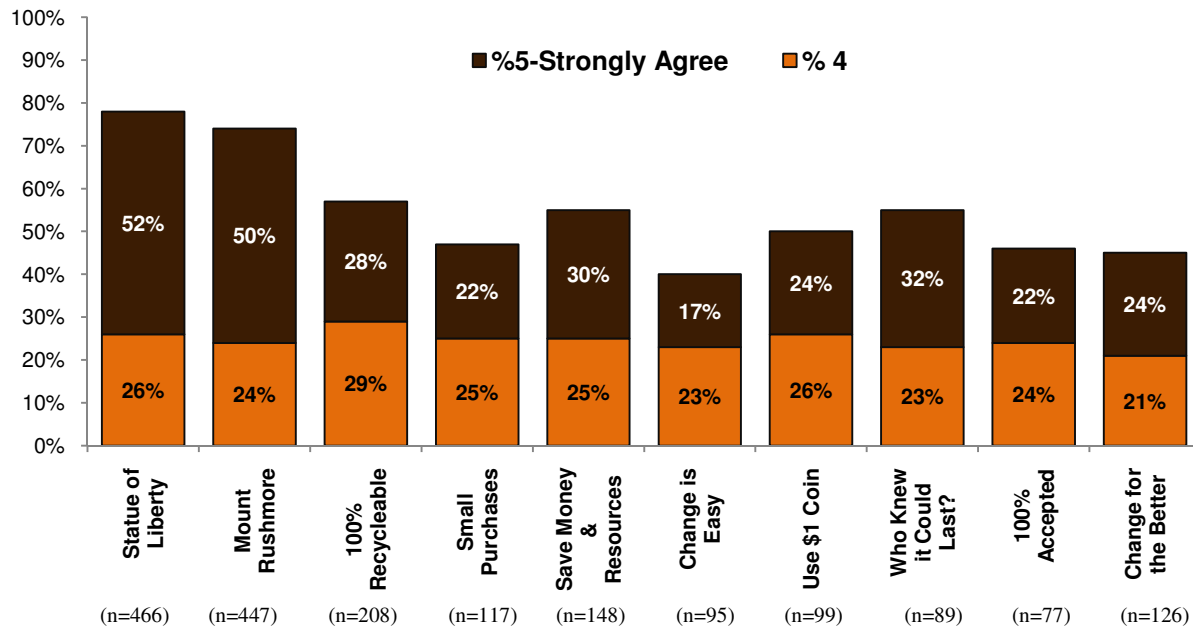
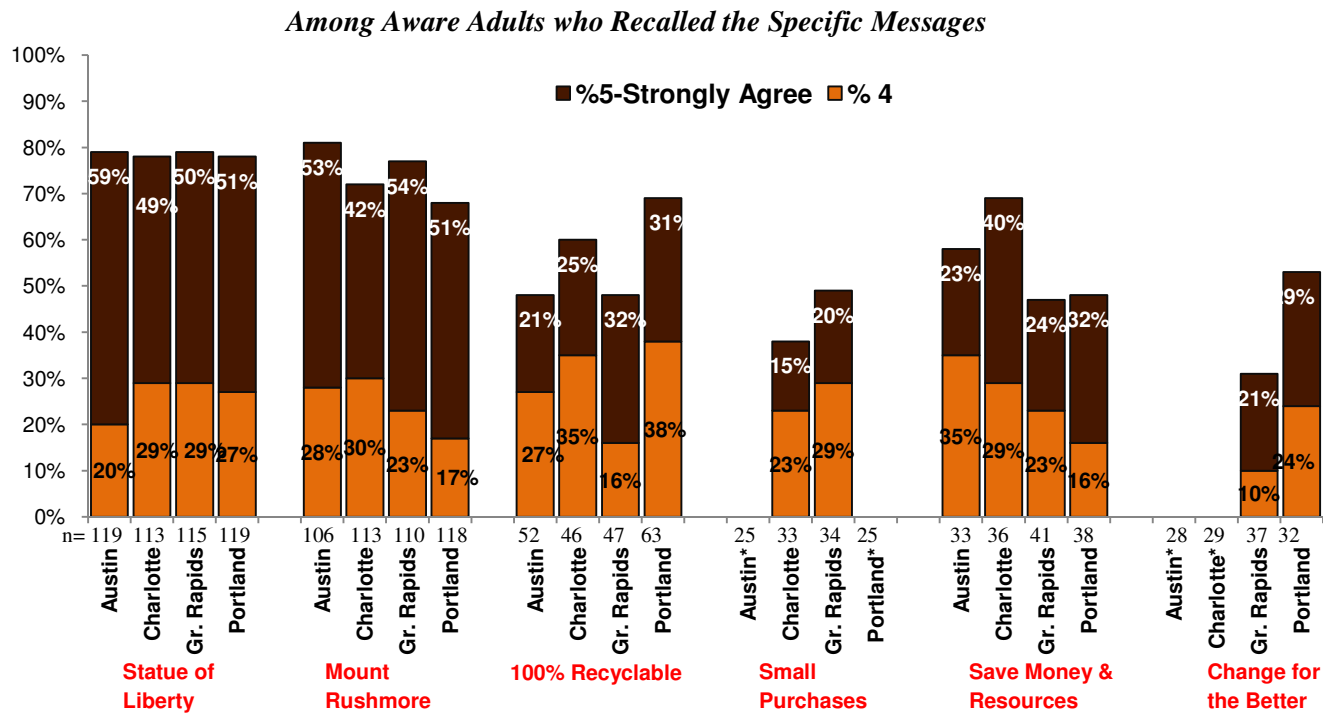


Chart 4-2: Ad Caught Attention – City Detail*

Q: Please tell me how much you agree or disagree that the ad ‘Caught Your Attention’



*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

Ideas for Using the Coin

Chart 5-1: Ad Gave Ideas for Using the Coin – All Ads 4 City Average

Q: Please tell me how much you agree or disagree that the ad ‘Gave You Ideas for Using \$1 Coins’

Among Aware Adults who Recalled the Specific Messages

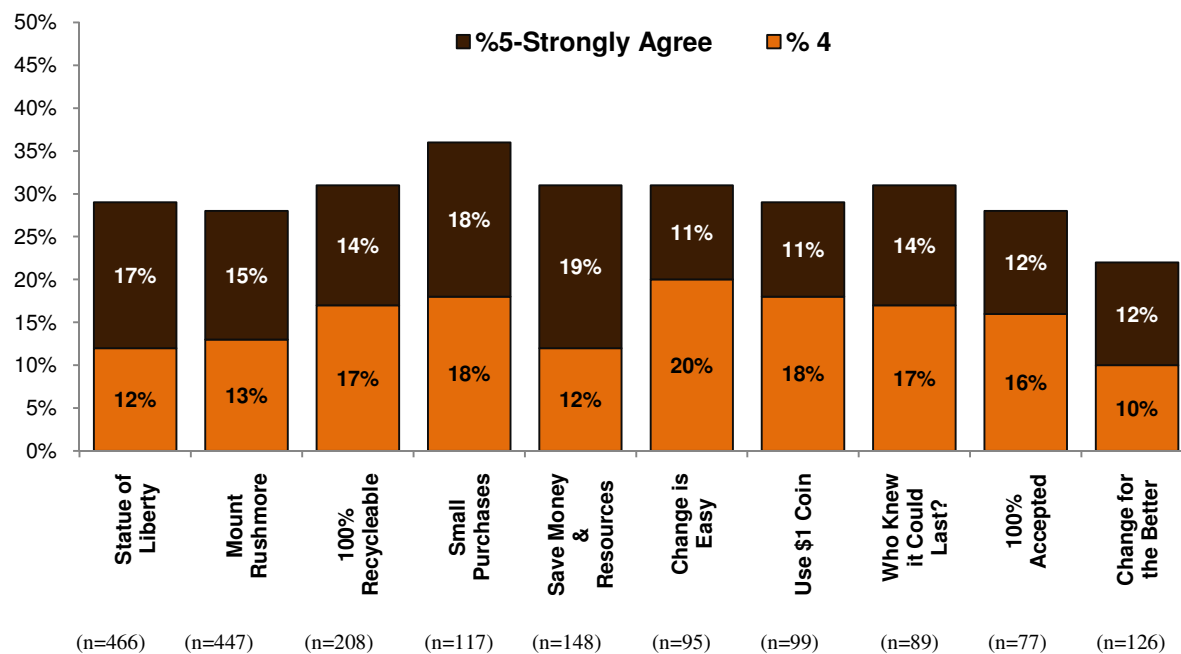
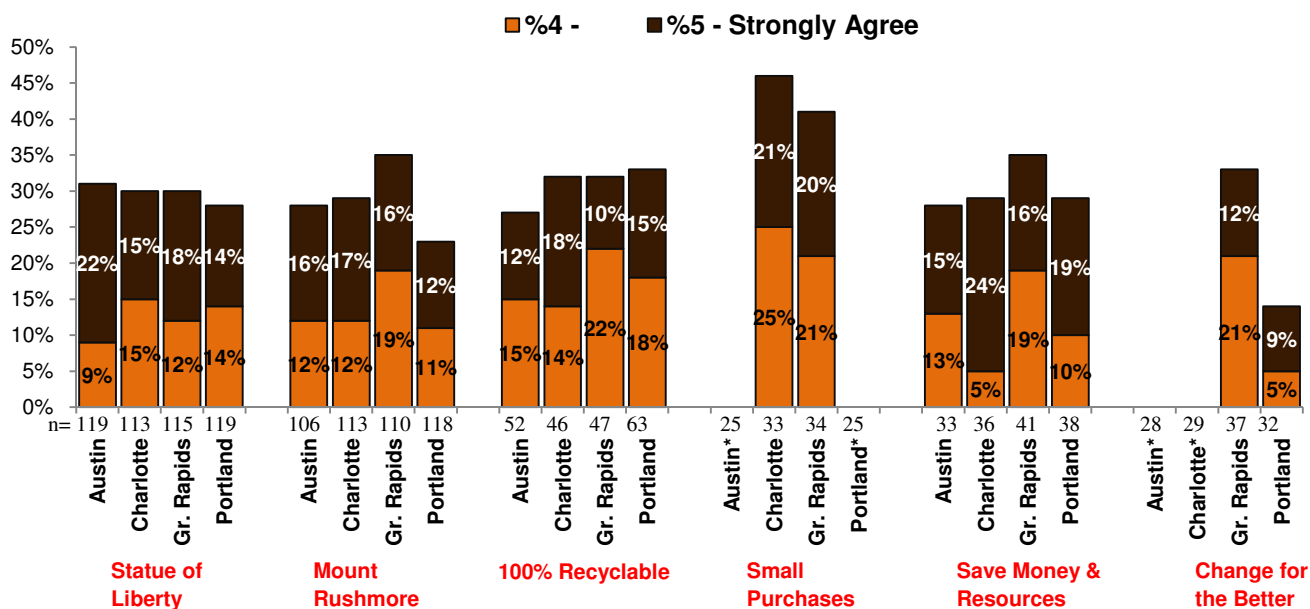


Chart 5-2: Ad Gave Ideas for Using the Coin – City Detail*

Q: Please tell me how much you agree or disagree that the ad ‘Gave You Ideas for Using \$1 Coins’

Among Aware Adults who Recalled the Specific Messages



*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

Potential Usage: Make you want to use the \$1 Coin

Chart 6-1: Ad Made Want to Use the \$1 Coin- All Ads 4 City Average

Q: Please tell me how much you agree or disagree that the ad 'Made You Want to Use \$1 Coins'

Among Aware Adults who Recalled the Specific Messages

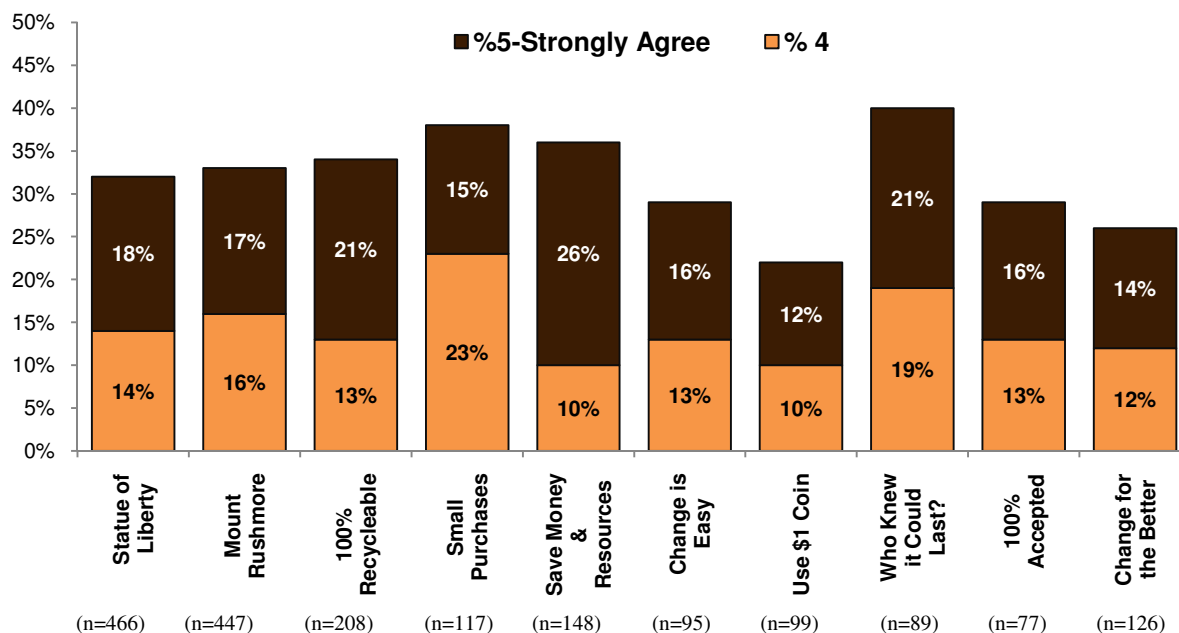
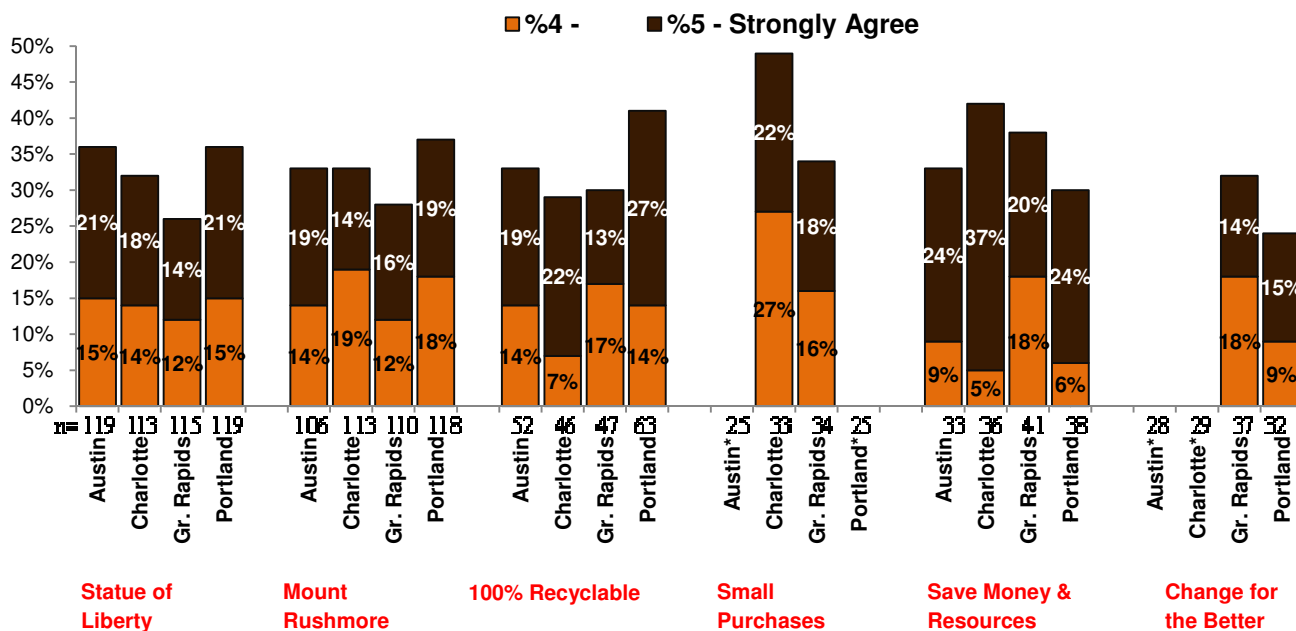


Chart 6-2: Ad Made Want to Use the \$1 Coin – City Detail 1st 5 Ads

Q: Please tell me how much you agree or disagree that the ad ‘Made You Want to Use \$1 Coins’

Among Aware Adults who Recalled the Specific Messages

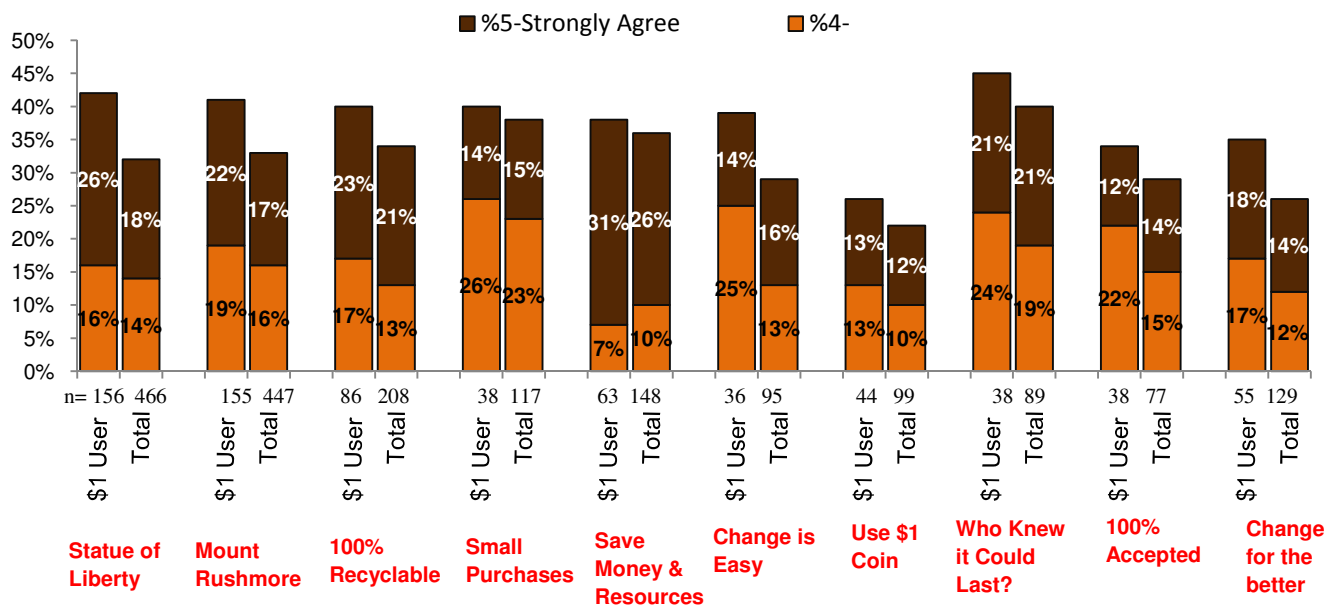


*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

Chart 7-1: Ad Made Want to Use \$1 Coin - Past Year \$1 Coin Users Vs. Total

Q: Please tell me how much you agree or disagree that the ad 'Made You Want to Use \$1 Coins'

Among Aware Adults who reported they had used a \$1 Coin to pay for something or make a purchase





U.S. Mint

\$1 Coin Program

Pilot Message Survey

January 2009

Prepared by:

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1.0 Methodology

1.1 Overview

The U.S. Mint undertook a three-month pilot which extensively advertised the \$1 coin in four U.S. Cities in the fall of 2008. The purpose of the pilot was to saturate each market with messages using different media channels to understand if advertising and marketing efforts could increase coin usage. It is important to note that the same messages were used in each of the four pilot cities. This information will be used to plan and support a national advertising and messaging campaign with the goal of increasing usage of \$1 coins nationally. The goal of this survey was to test the various messages used by the U.S. Mint to assess both coverage and views of the ads.

The pilot was run in the following cities:

- Austin, TX
- Charlotte, NC
- Grand Rapids, MI
- Portland, OR

1.2 Survey Methodology

Gallup completed telephone interviews with a random sample of 200 adults within each of the four pilot cities who had seen, read, or heard commercial messages or advertising about \$1 coins in the past 30 days. The study was conducted from November 24, 2008 through December 9, 2008.

NOTE: Because sample sizes are so low, a city-by-city comparison is not available. Where sample sizes have at least 30 completes, comparisons are made.

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 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. Gallup weighted the samples to represent the adult populations of the individual MSAs surveyed. The individual samples were weighted to adjust for unequal probabilities of selection. Specifically, adjustments were made for the number of adults in the household and the number of landline telephone lines in the household. Adjustments to demographic targets (e.g., age, sex, education) were not performed, as demographic information was only collected for those who had seen or heard any advertisements in the past 30 days. Therefore, results may still contain nonresponse bias to the extent that the rate of nonresponse varies across different demographic segments of the population.

2.0 Questionnaire Design

Eleven main advertising messages were piloted and measured in this campaign:

- A TV ad showing the Statue of Liberty buying a hot dog using a \$1 coin
- A TV ad of the Mount Rushmore presidents smiling at a man using a \$1 coin
- An ad in magazines, a newspaper, a retailer, on the side of a bus or train, or a billboard saying, "It's 100% Recyclable."
- A print ad in magazines or a newspaper saying, "It's Good to Use the \$1 coin for Small Purchases" at the top and more details about the durability and recyclability of \$1 coins
- A radio ad with an announcer explaining how you can do your part in saving resources by using a \$1 coin
- An ad on a bus, train, billboard, or a retailer that says, "Who Knew the \$1 Coin Could Last So Long?"
- An ad on a bus, train, billboard, or a retailer that says, "It's Change for the Better."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Change Is Easy."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Use \$1 Coins."
- A print ad in a magazine or an ad at a retail store with a green background saying, "100% Accepted."
- A print ad in a magazine or an ad at a retail store with a green background saying, "Save Our Country's Money/Resources."

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

3.0 Key Findings

- The two TV ads — Statue of Liberty (44%) and Mount Rushmore (42%) — have twice the awareness of any other advertisements or messages. The two next most frequently recalled messages were seen by about one-fifth of the population “Do Your Part” (20%) and “100% recyclable” (22%).
- Thinking about attracting attention, the Statue of Liberty (78%) and Mount Rushmore (74%) advertisements are the highest overall attention getters. However, these ads are not the ones most likely to provide ideas or to drive behavioral change among their audiences.
- The “Who Knew It Could Last?” and “Good for Small Purchases” messages (40% and 38% among those aware of each ad, respectively) have the strongest call to action for the audience (people indicate they want to use the coin after seeing the ad), suggesting that if those messages are carried from the lower utilized media of print and outdoor to the more appealing TV medium, awareness and call to action could be even greater.
- When considering messages by cities, differences by city appear to exist. It does appear that messages about usage resonate more within Charlotte, NC where they are unfamiliar with the \$1 coin. Meanwhile, coin-savvy Portland is more interested in messages about the coin being recyclable. However, further study would be needed to confirm these findings.
- Demographically, some of the messages play better to certain segments of the adult population than others. So placement of future messages may need to be tailored based on the demographics of the target location. The “100% Recyclable” and “Use \$1 Coins” ads most resonate with Boomers (aged 43 to 62), as they are significantly more called to use \$1 coins after seeing these ads than their older and younger counterparts. Mature adults who saw the ads are generally less likely to be called to action than their younger counterparts no matter the message, but the “Change for the Better” (0%) and “Small change” (5%) particularly do not call them to use \$1 coins. Mature adults are generally less likely to use \$1 coins in general (as change generally comes much more slowly and reluctantly with adults as they age), consideration should be taken when this target audience is considered.

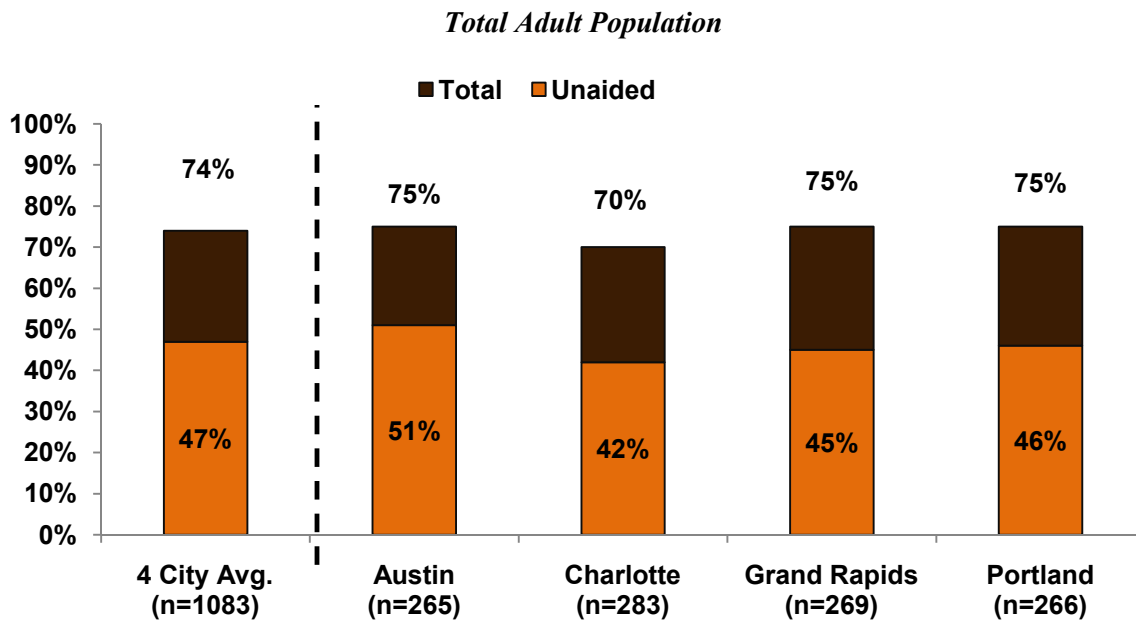
4.0 Ad Awareness

Slightly less than one-half (47%) of adults in the pilot cities have unaided recall of an advertisement about \$1 coins in their area in the past 30 days. When adults are prompted specifically if they have seen an advertisement or commercial message about a \$1 coin, an additional 27% of adults recall seeing advertising for a total average awareness (aided and unaided) of 74% across the four cities. Unaided and total awareness are similar across the four pilot cities.

When asked if they recall seeing any commercial messages or advertisements about \$1 Coins in the past 30 days, 75% (aided and unaided awareness) of adults in Austin, Grand Rapids, and Portland report seeing the ads from the campaign. Seventy percent of adults in Charlotte recall seeing \$1 coin commercial messages or advertisements.

Chart 1: Seen Commercial Messages and Advertisements in the Past 30 Days: Unaided and Total (net unaided and aided)

Q: [Unaided] Have you recently read, seen, or heard any advertising about coins or currencies within the past 30 days? (if yes:) For which coins or currency amounts was that advertising? [Aided] In past 30 days, do you recall seeing any commercial messages or advertisements about one-dollar coins in your area?

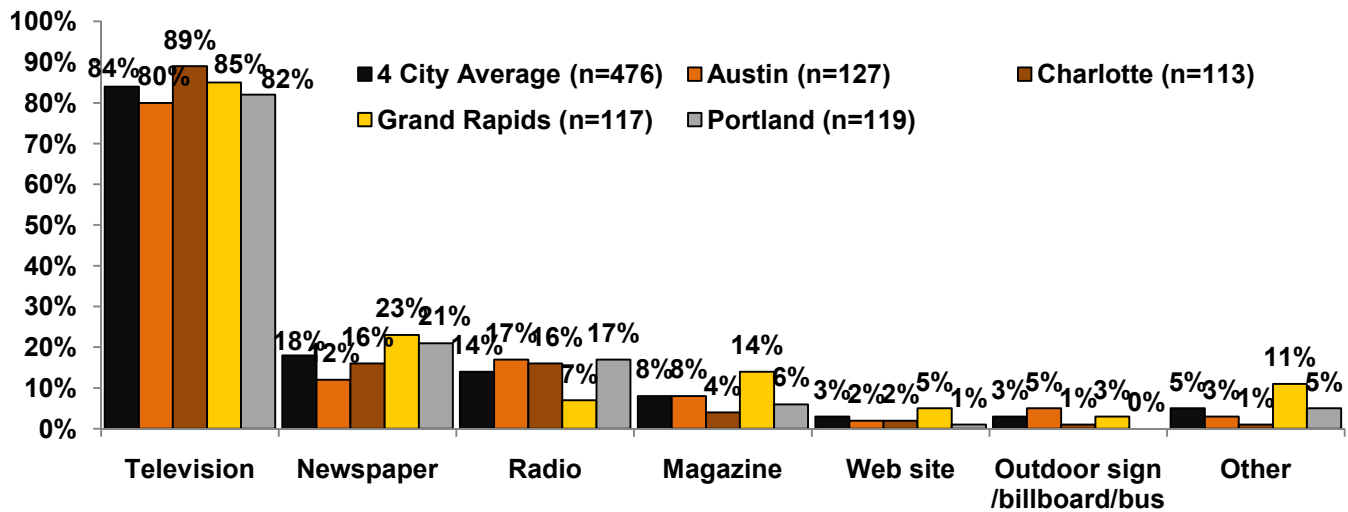


In general, a majority of what people recall seeing occurred on television. Of those with unaided \$1 coin ad recall, 84% cite seeing an ad on television (consistent across cities), while about one in five (18%) recall an ad in a newspaper. Radio (14%), magazine (8%), Web site (3%), retail store (1%), and outdoor bus or billboards (3%) are mentioned by far fewer adults.

Chart 2: *Source of Recalled Commercials and Advertisements*

Q: Where did you see, hear, or read about that/those ads?

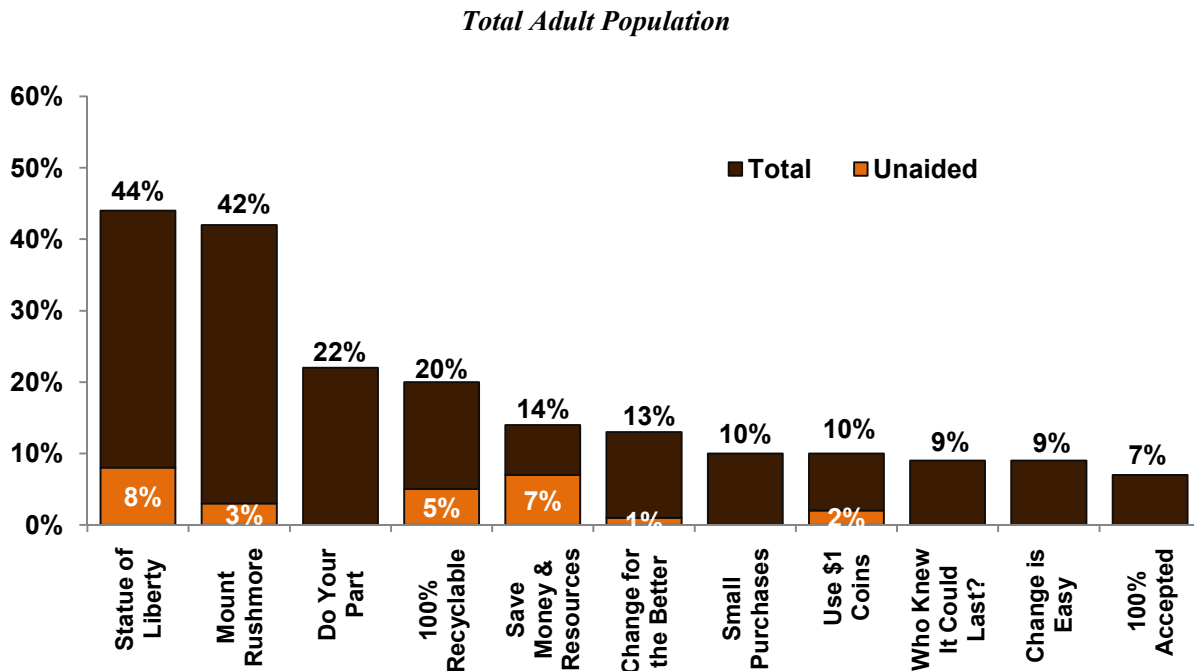
Among adults who are able to recall unaided that there are dollar coin commercials and advertisements



The two television ads (Statue of Liberty buying a hot dog using a \$1 coin and Mount Rushmore presidents smiling at a man using the \$1 coin) have the highest recall for pilot area adults with more than 4 in 10 adults aware of any advertising recalling either (aided or unaided) of these two ads specifically (44% and 43%, respectively). This relates to an average of about one in three adults across the four cities recalling one of the two TV ads when prompted. There is no statistical significant difference by pilot city.

Chart 3.1: Messages Recalled: Unaided and Total (net unaided and aided) — All Ads, Four-City Average

Q: [Unaided] Can you tell me what you remember seeing, hearing, or reading in the ads?/[Aided] Have you seen, heard, or read any of the following specific advertisements?



Unaided awareness of specific advertisements or messages is very low across the board, with less than 1 in 10 adults in each city mentioning the Statue of Liberty TV ad (the most recalled) and about 3% of all adults mentioning the Mount Rushmore TV ad without prompting (unaided).

While most specific ads did not have high recall, a few of the messages seemed to resonate with adults, as 7% of all adults (21% of those recalling any ad unaided) mention something about the “Save Our Country’s Money/Resources” messaging, and 5% mention “It’s Recyclable.” Other ads had high recall once prompted for that specific ad. The message “Do Your Part” had zero unaided recall but about one-quarter of adults recalled the message once prompted.

Chart 3.2: Messages Recalled: Unaided and Total (net unaided and aided) — City Detail, First Six Ads

Q: [Unaided] Can you tell me what you remember seeing, hearing or reading in the ads?/[Aided] Have you seen, heard, or read any of the following specific advertisements?

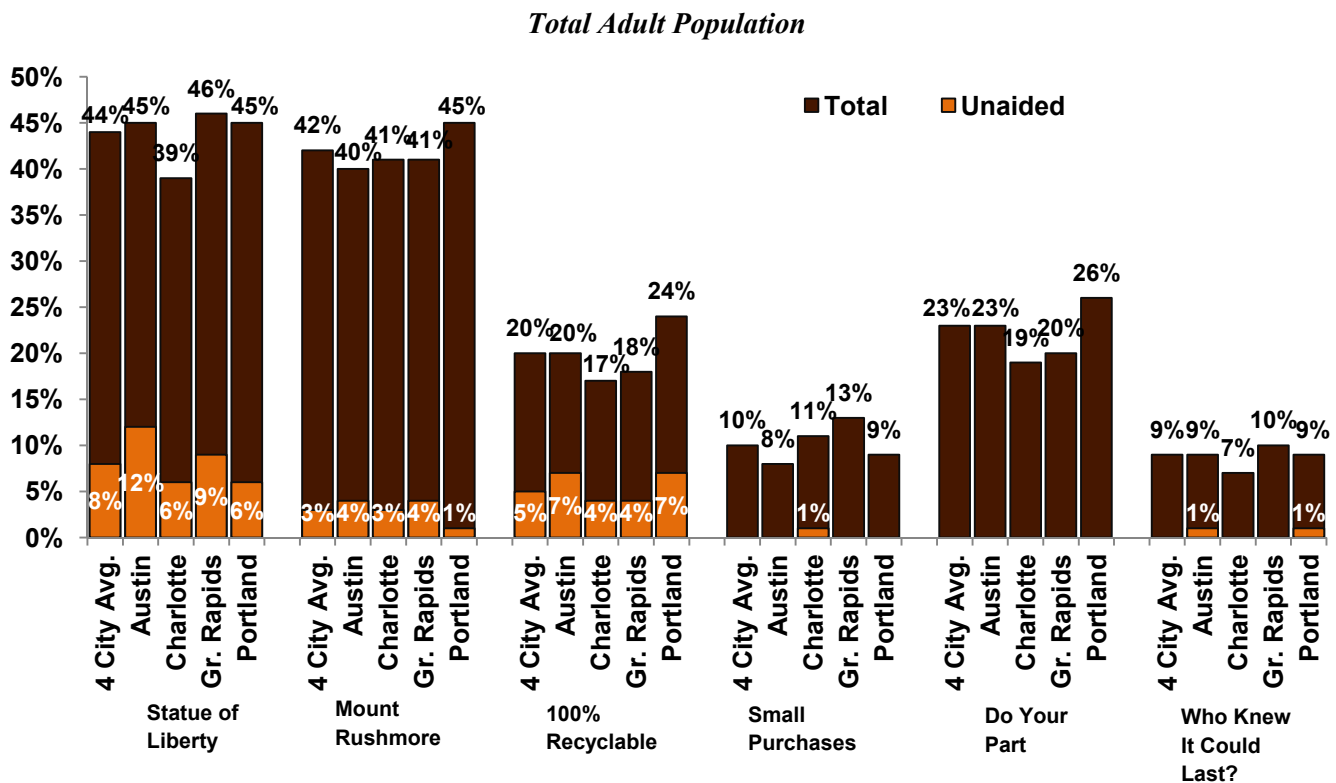
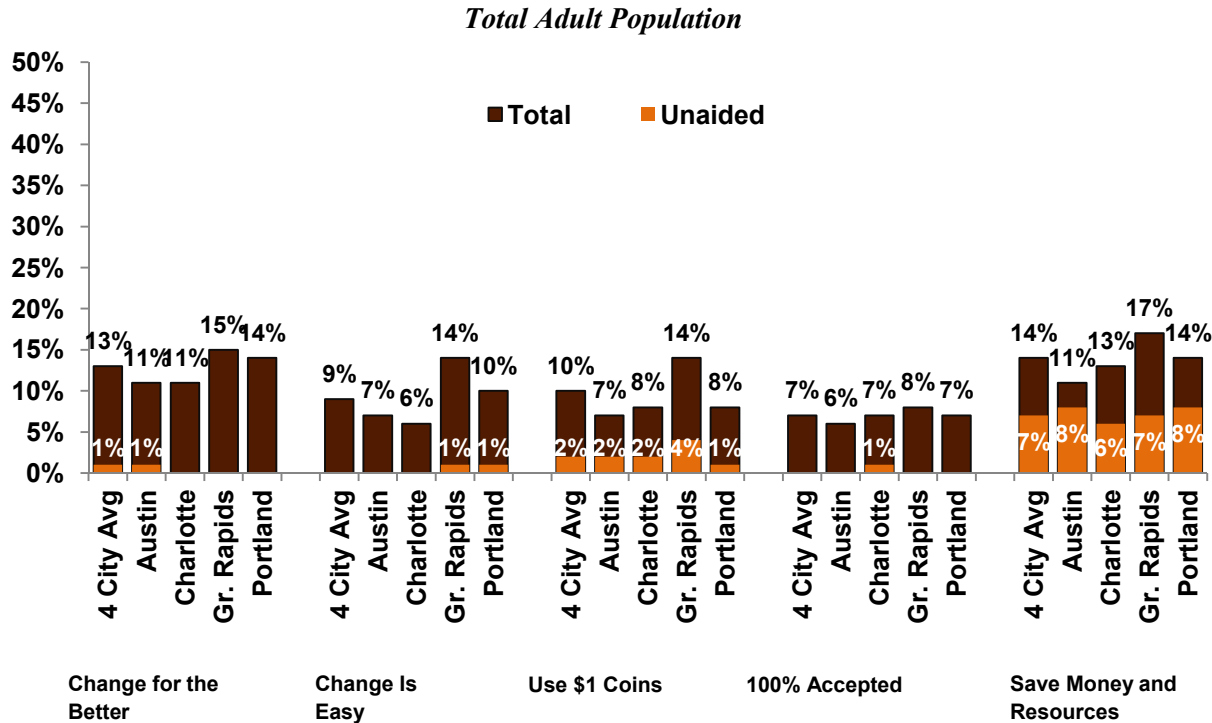


Chart 3.3: Messages Recalled: Unaided and Total (net unaided and aided) — City Detail, Second Five Ads

Q: [Unaided] Can you tell me what you remember seeing, hearing, or reading in the ads?/[Aided] Have you seen, heard, or read any of the following specific advertisements?



Overall, in regards to recall of specific advertisements or messages, Mature adults (aged 63 and older) are significantly less likely than all other age groups to recall (aided and unaided combined) the “Do Your Part” and “100% Recyclable” messages. In addition, Gen X/Y adults (aged 18 to 42) are significantly more likely than Baby Boomers (aged 43 through 62) and Mature adults to recall the “Change for the Better” message, while Mature adults are significantly more likely than Gen X/Y adults to recall the “Small Purchases” message.

Men were also more likely than women to recall the “Statue of Liberty” ad as well as the “Who Knew It Could Last?” ad.

Chart 4: Demographic: Aware Adults Who Recalled Specific Messages — All Ads, Four-City Average

Q: [Unaided] Can you tell me what you remember seeing, hearing, or reading in the ads?/[Aided] Have you seen, heard, or read any of the following specific advertisements?

Ad Message:	Total Aware of \$1 Coin Ads	Statue of Liberty	Mount Rushmore	100% Recyclable	Small Purchase	Do Your Part	Who Knew It Could Last?	Change for the Better	Change Is Easy	Use \$1 Coins	100% Accepted	Save Money and Resources
Sample Size	798	466	447	208	117	227	89	126	95	99	77	148
GENDER												
Male ¹	46%	50%	44%	51%	53%	51%	58% ²	46%	37%	50%	53%	50%
Female ²	54%	50%	56%	49%	47%	49%	42%	54%	63%	50%	47%	50%
AGE												
Gen X/Y ³	29%	28%	27%	31% ⁵	21%	35% ⁵	27%	42% ^{4,5}	31%	31%	24%	26%
Baby Boomers ⁴	46%	49% ⁵	48%	53% ⁵	40%	49% ⁵	55%	40%	45%	44%	47%	51%
Matures ⁵	25%	22%	25%	16%	39% ^{3,4}	17%	17%	17%	24%	24%	29%	23%
RACE												
White ⁶	89%	92% ⁷	92%	89%	88%	91%	84%	87%	92%	89%	86%	90%
African American ⁷	7%	4%	5%	5%	7%	5%	8%	7%	4%	7%	9%	8%
Hispanic ⁸	4%	4%	3%	6%	3%	3%	7%	5%	6%	6%	5%	4%
Other ⁹	5%	5%	5%	7%	4%	5%	9% ⁶	6%	5%	5%	6%	6%

¹Significantly different from Male group

⁴Significantly different from Baby Boomers group

⁷Significantly different from African American group

²Significantly different from Female group

⁵Significantly different from Matures group

⁸Significantly different from Hispanic group

³Significantly different from Gen X/Y group

⁶Significantly different from White group

⁹Significantly different from Other group

5.0 Impact of Ads

Adults aware of an ad message (either aided or unaided) were asked to rate how much the ad attracted their attention, gave them ideas for using the coin, and made them want to use a \$1 coin (the ultimate goal of the campaign).

5.1 Attention Grabbers

Not surprisingly, the “Statue of Liberty” (78% agree or agree strong-top two box) and “Mt. Rushmore” (74%) TV ads grabbed the most attention from the audience. The two ads are significantly more likely than all the other messages to catch the attention of adults in the four pilot cities. Six in 10 adults who saw the ad (57%) note the “100% Recyclable” message is an attention getter. The “Save Our Country’s Money/Resources” print ad with a green background and “Who Knew It Could Last?” (55% top two box rating each) are the next big attention getters among adults in the pilot cities. They are also significantly more likely than the “Change Is Easy” print ad to grab the audience’s attention. Overall, the “Change Is Easy” print ad is the least attention getting.

Among pilot cities, two distinct differences are noted. First, respondents from Austin are significantly less likely to note “100% Recyclable” as a message that grabbed their attention while respondents from Portland are significantly more likely to do so. The other significant difference noted is that “Saving money and resources” is significantly more likely to be noted as a message that caught respondent’s attention in Charlotte than in either Grand Rapids or Portland.

Chart 5.1: Ad Caught Attention — All Ads, Four-City Average

Q: Please tell me how much you agree or disagree that the ad “Caught Your Attention”

Among Aware Adults Who Recalled the Specific Messages

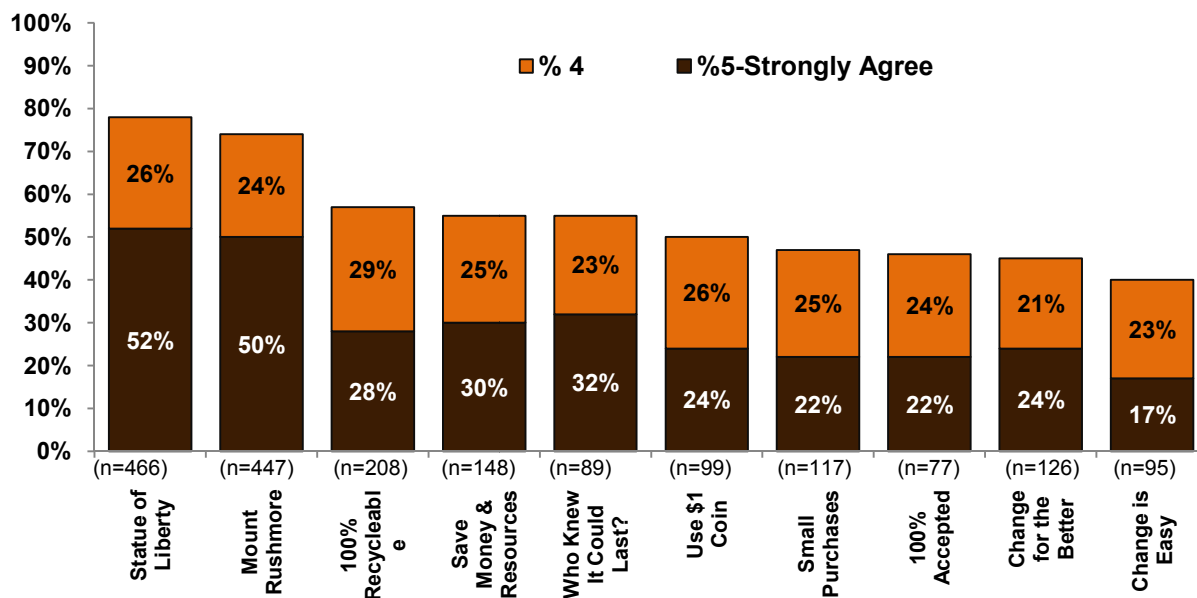
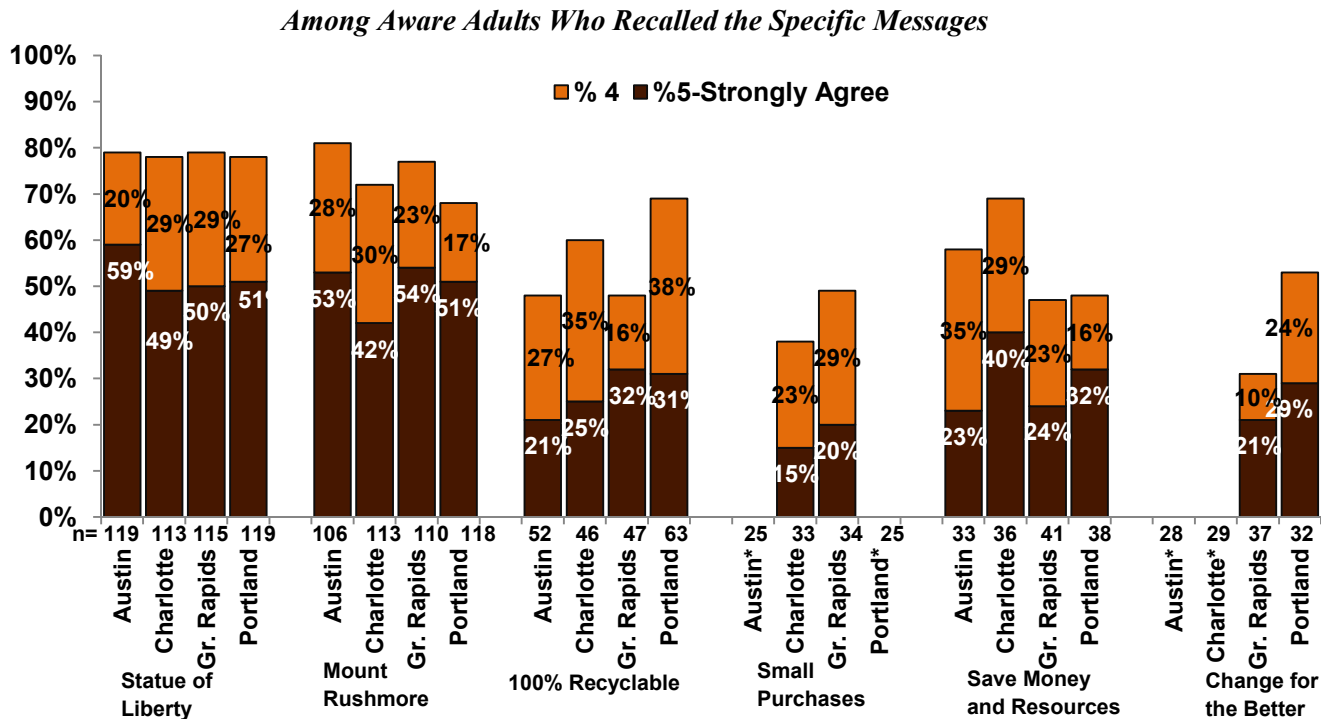


Chart 5.2: Ad Caught Attention — City Detail*

Q: Please tell me how much you agree or disagree that the ad “Caught Your Attention”



*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

5.2 Ideas for Using the Coin

While the “Statue of Liberty” and “Mt. Rushmore” TV ads grab attention, they are not seen as necessarily providing ideas on how to use the coins. In regards to effective messaging around ideas for using the coin, the “Small Purchases” ad (36% top two box rating) is more informative, followed by “Change Is Easy” “100% Recyclable”, “Who Knew It Could Last?” and “Save Money and Resources” each at 31%. All of these are significantly more likely than the “Change for the Better” — the least informative of the series of ads (22% top two box), to give adults in the pilot cities ideas for using \$1 coins.

Despite sample size constraints, two differences of interest are noted among the different pilot cities. With the campaign “Small Purchases,” respondents in Charlotte (46% top two box) are more likely than those in other cities to say it gave them ideas for using the \$1 coins. Respondents in Grand Rapids (33% top two box) believe the “Change for the Better” message is the most informative.

Chart 6.1: Ad Gave Ideas for Using the Coin — All Ads, Four-City Average

Q: Please tell me how much you agree or disagree that the ad “Gave You Ideas for Using \$1 Coins”

Among Aware Adults Who Recalled the Specific Messages

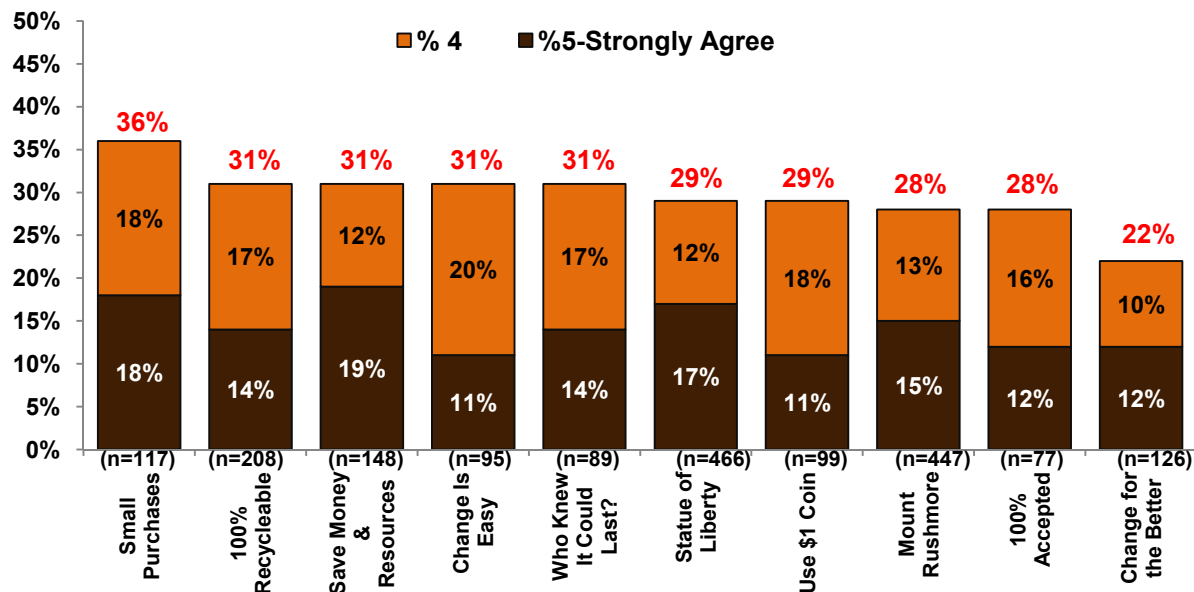
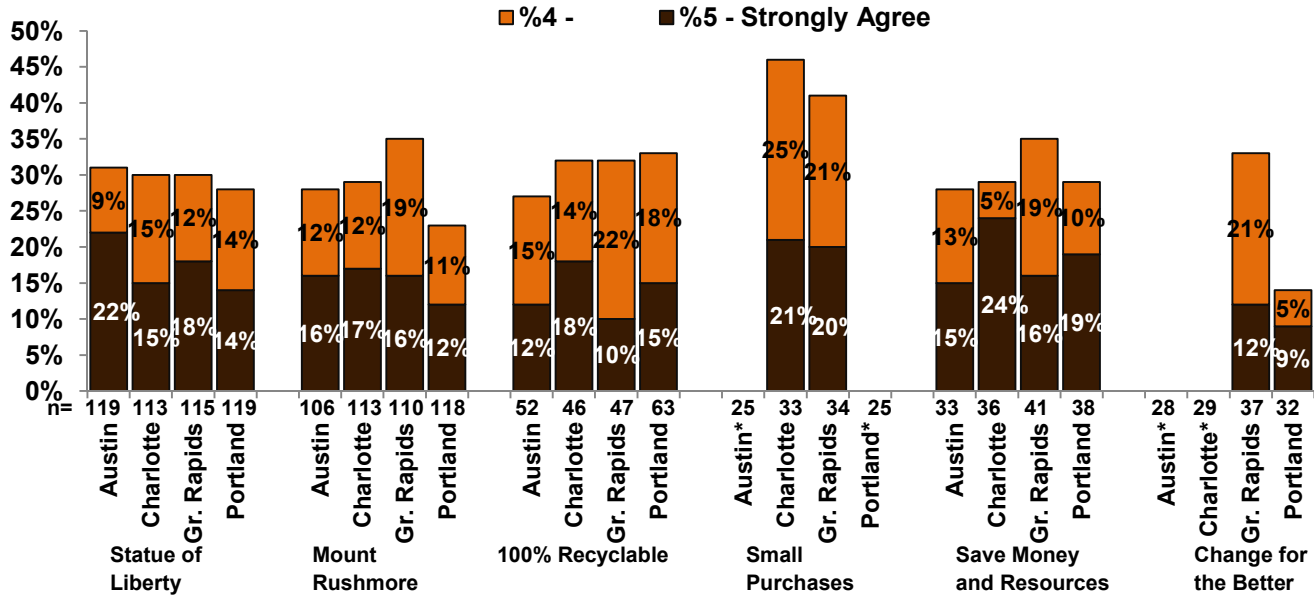


Chart 6.2: Ad Gave Ideas for Using the Coin — City Detail*

Q: Please tell me how much you agree or disagree that the ad “Gave You Ideas for Using \$1 Coins”

Among Aware Adults Who Recalled the Specific Messages



*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

5.3 Potential Usage: Make You Want to Use the \$1 Coin

As far as a call to action of usage, the “Who Knew It Could Last?” outdoor and retailer ad has the highest impact among those seeing specific ads, with 40% of those aware of the ad saying it made them want to use the \$1 coin. “Small Purchases” (38%) and “Save Our Country’s Money/Resources” (36%) print ads are the next highest call to action with nearly 4 in 10 of those recalling each ad saying it made them want to use the \$1 coin. Overall, the “Use \$1 Coins” ad (22% top two box) is the least likely to call aware adults to action.

When extrapolated to the total population, an average of about one in seven adults across the four pilot cities say the Statue of Liberty and Mt. Rushmore ads made them want to use the \$1 coin (14% top two box rating each). The “100% Recyclable” has a 6% total call to action, while “Save Our Country’s Money/Resources” print ad have a 5% call to action.

Among pilot cities, two significant differences are noted: Ad aware adults in Charlotte (49% top two box) are again more likely to strongly agree the “Small Purchases” message made them want to use \$1 coins — the highest of any ad, while Portland adults are about 25% more likely than those in other pilot cities to say the “100% Recyclable” ad made them want to use the coin (41% top two box).

Demographically, a few of the messages would lead certain groups to want to use \$1 coins. Males (27% top box) are three times as likely as females (9%) to strongly agree that “Change Is Easy” ad made them want to use \$1 coins. Males and females are about equally moved to action based on the other ads.

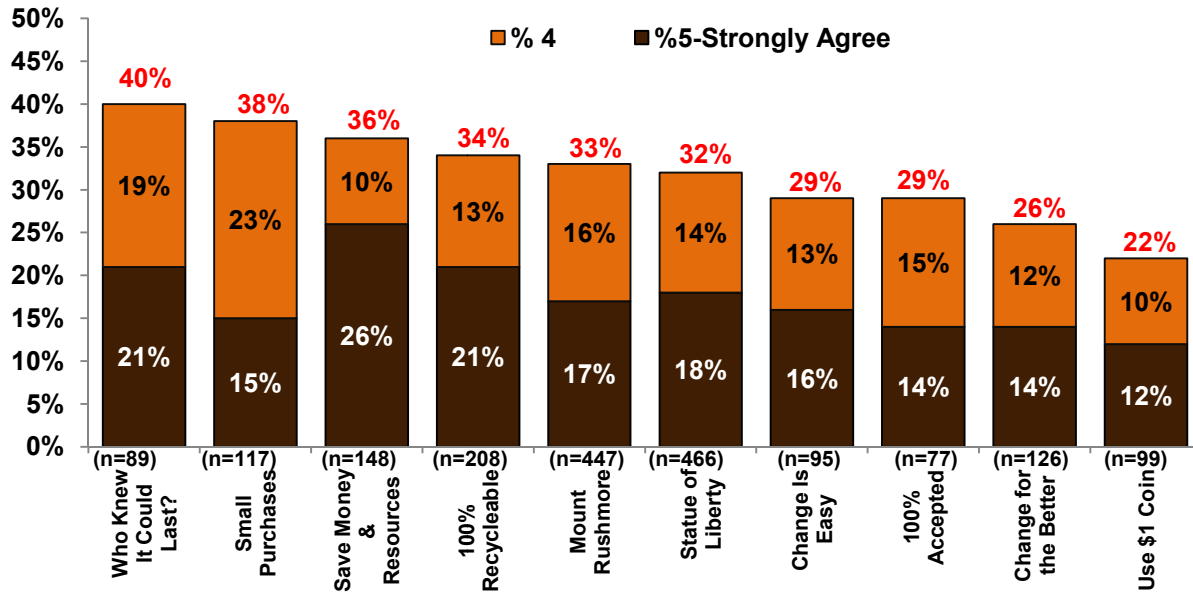
Mature adults are generally less compelled to use a \$1 coin based on most of the messages than their younger counterparts. The “Change Is for the Better” ad does not resonate at all with this generation to drive action. None (0%) of the mature adults who have seen the ad in the pilot cities strongly agree it made them want to use the coin (as compared to 15% and 19% of Gen X/Y and Boomers, respectively). Mature adults are also much less likely to say the “Small Purchases” ad makes them want to use the coins (7% strongly agree vs. 22% and 18% of Gen X/Y and Boomers, respectively).

Somewhat surprisingly, Boomers are moved to action by the “100% Recyclable” and “Use \$1 Coins” ads. 1 in 4 strongly agreeing the “100% Recyclable” ad made them want to use \$1 coins (as compared to 14% and 15% of Gen X/Y and Matures, respectively), and this generation is nearly three times as likely as Gen X/Y and Matures to say the “Use \$1 Coins” ad made them want to use the coins.

Chart 7.1: Ad Potential to Drive \$1 Coin Usage — All Ads, Four-City Average

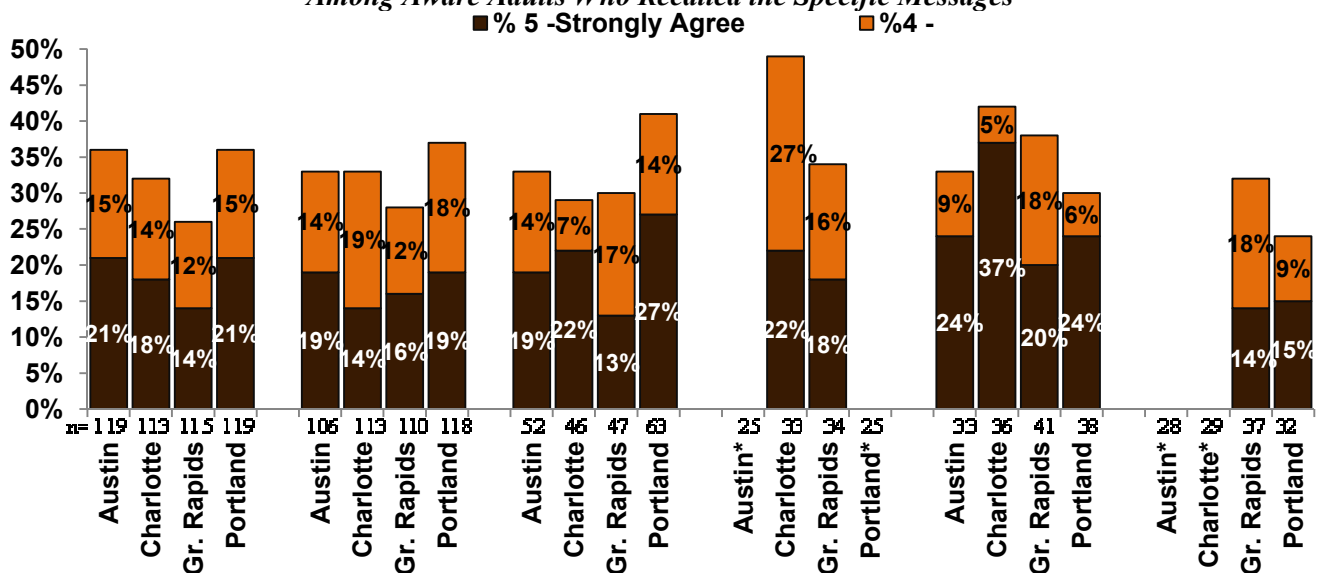
Q: Please tell me how much you agree or disagree that the ad “Made You Want to Use \$1 Coins”

Among Aware Adults Who Recalled the Specific Messages

**Chart 7.2: Ad Potential to Drive \$1 Coin Usage — City Detail, First Five Ads**

Q: Please tell me how much you agree or disagree that the ad “Made You Want to Use \$1 Coins”

Among Aware Adults Who Recalled the Specific Messages



*Note: Data only shown for ads and cities where aware adults n ≥ 30.

Chart 7.3: Demographic: Ad Potential to Drive \$1 Coin Usage — All Ads, Four-City Average

Q: [Unaided] Can you tell me what you remember seeing, hearing, or reading in the ads?/[Aided] Have you seen, heard, or read any of the following specific advertisements?/Please tell me how much you agree/disagree the ad made you want to use the \$1 Coin [%5s—strongly agree]?

Ad Message:	Total Aware & Saw Specific Ads	GENDER		AGE		
		Male ¹	Female ²	Gen X/Y ³	Baby Boomers ⁴	Matures ⁵
Statue of Liberty	18%	19%	18%	14%	22%	17%
Mount Rushmore	17%	20%	15%	12%	20%	19%
100% Recyclable	21%	21%	20%	14%	27% ³	15%
Small Purchase	15%	16%	13%	22%	18%	7% ^{3,4}
Save Money & Resources	26%	25%	26%	26%	30%	15%
Who Knew It Could Last?	21%	23%	18%	25%	20%	19%
Change for the Better	14%	13%	15%	15%	19%	0% ^{3,4}
Change Is Easy	16%	27% ²	9%	16%	16%	14%
Use \$1 Coins	12%	14%	11%	5%	20% ³	8%
100% Accepted	14%	12%	16%	13%	18%	9%

¹Significantly different from Male group

²Significantly different from Female group

⁴Significantly different from Baby Boomers group

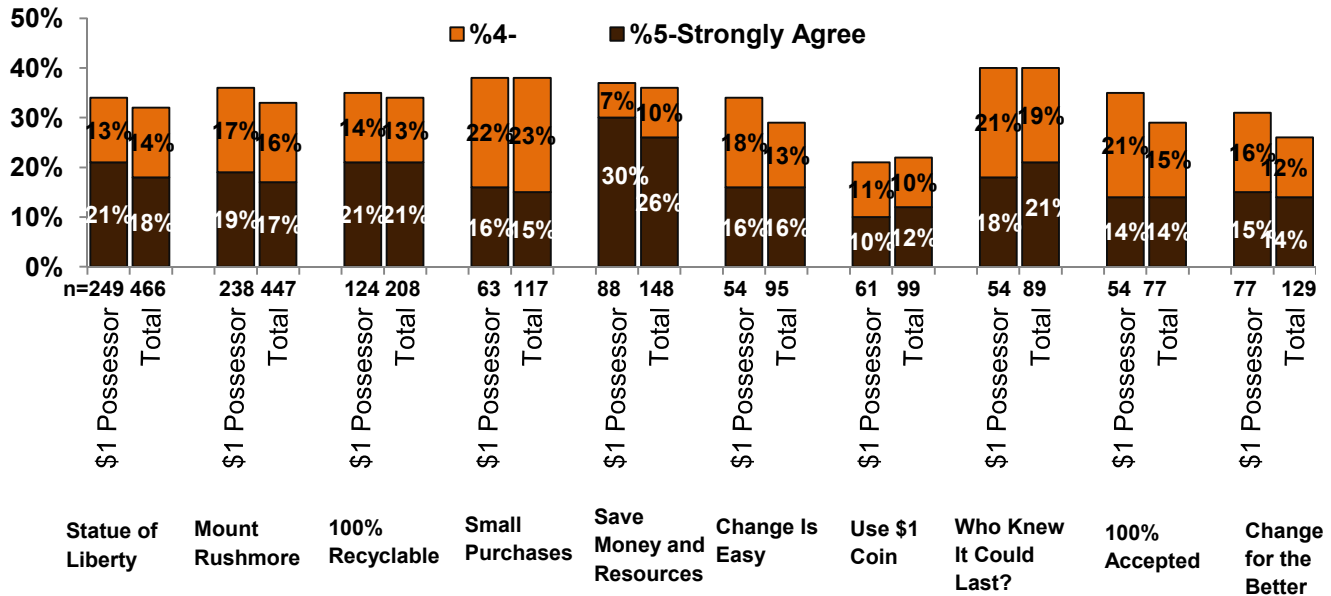
⁵Significantly different from Matures

³Significantly different from Gen X/Y group

Chart 8.1: Ad Potential to Drive \$1 Coin Usage — Past Year \$1 Coin Possessors Versus Total

Q: Please tell me how much you agree or disagree that the ad “Made You Want to Use \$1 Coins”

Among Aware Adults Who Reported They Had a \$1 Coin in Their Possession in Past 12 Months

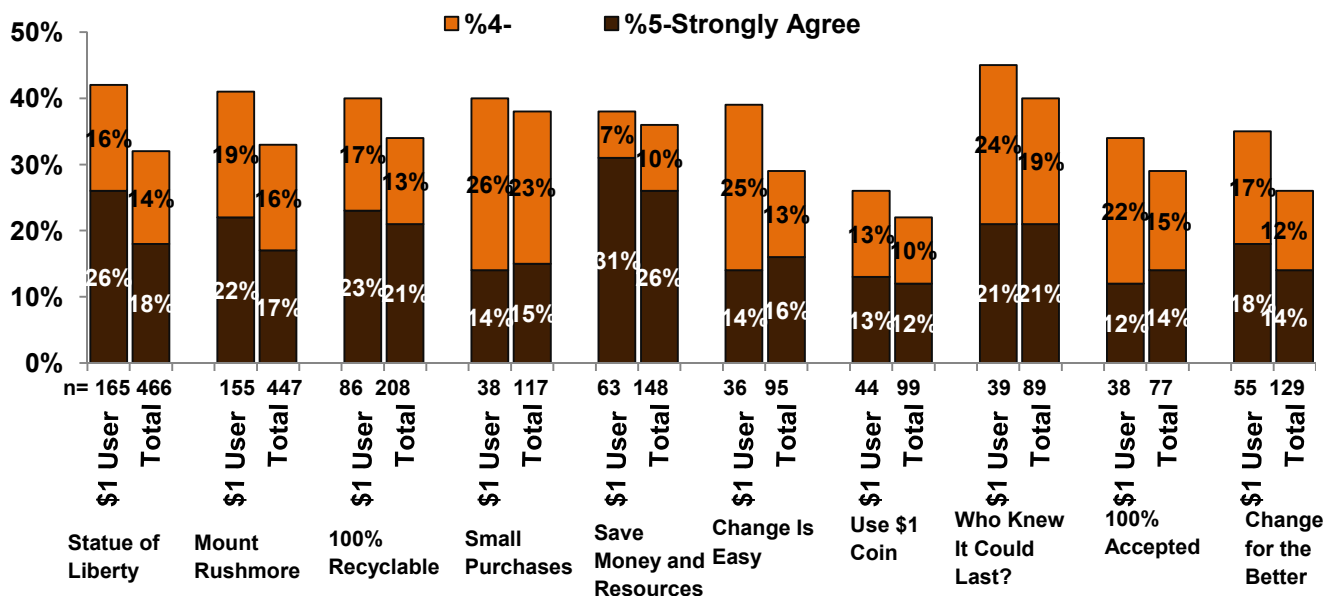


*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

Chart 8.2: Ad Potential to Drive \$1 Coin Usage — Past Year \$1 Coin Users Versus Total

Q: Please tell me how much you agree or disagree that the ad “Made You Want to Use \$1 Coins”

Among Aware Adults Who Reported They Had Used a \$1 Coin to Pay for Something or Make a Purchase



*Note: Data only shown for ads and cities where aware adults $n \geq 30$.

APPENDIX

Hello, this is _____, with Gallup. We are conducting an important survey and would like to include your opinions. I promise that we are not trying to sell you anything.

For the interview it is important that I speak with a person 18 years of age or older, and who had the most recent birthday. May I speak to that person?

(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 1525-0012-0123.

- 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)
-

(READ:) We are interested in knowing about some of the advertising you have seen, read, or heard lately.

1. Have you recently read, seen, or heard any advertising about coins or currencies within the past 30 days?

1 Yes

2 No

8 (DK)

9 (Refused)

_____ (2301)

(If code 1 in #1, Continue;

Otherwise, Skip to #6)

2. For which coins or currency amounts was that advertising? (Open ended and code) **(Probe:)** What others? **(Probe for up to three responses)**

01 Other (list)

02 (DK)

03 (Refused)

04 HOLD

05 HOLD

06 \$1 dollar coins/presidential coins

07 \$1 dollar bills

08 Quarters

09 Nickels

10 Dimes

11 Pennies

- 12 \$20 or larger denomination coins
- 13 \$5 or larger denomination bills
- 14 Special collector's coins
- 15 Buffalo gold coin

1st _____

Resp: (2302) (2303)

2nd _____

Resp: (2304) (2305)

3rd _____

Resp: (2306) (2307)

(If code 06 in #2, Continue;

Otherwise, Skip to #6)

(READ:) For the next few questions I ask, I'd like you to think solely about the commercials or advertisements you saw about the \$1 coins.

3. How many different \$1 coin ads have you seen, heard, or read in the past 30 days?

- 1 One
- 2 Two
- 3 Three
- 4 Four or more

8 (DK)

9 (Refused) _____ (2408)

4. Where did you see, hear, or read about [**(If code 1, 8, or 9 in #3, read:)** that ad/**(If code 2-4 in #3, read:)** those ads]? (Open ended and code) **(Allow six responses)**

01 Other (list)

02 (DK)

03 (Refused)

04 HOLD

05 HOLD

06 Television

07 Radio

08 Magazine

09 Web site

10 Outdoor sign or billboard

11 Newspaper

12 Bank or credit union

13 Retail store

14 Side of a bus

15 Side of a train/commuter rail

1st _____

Resp: (2409) (2410)

2nd _____

Resp: (2411) (2412)

3rd _____

Resp: (2413) (2414)

_____	4th	_____	_____
_____	Resp:	(2415)	(2416)
_____	5th	_____	_____
_____	Resp:	(2417)	(2418)
_____	6th	_____	_____
_____	Resp:	(2419)	(2420)

5. Now I would like to know about the content of the ads. Can you tell me what you remember seeing, hearing, or reading in the ad(s)? (Open ended **and code from HARD COPY**) **(Allow three responses)**

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
- 06 Statue of liberty buying hot dog with \$1 coin
- 07 Mount Rushmore, moving heads on mountain, man in state park using \$1 coin to buy food
- 08 It's 100% recyclable [NOTE: consumer print, out of home]
- 09 It's change for the better [NOTE: consumer print]
- 10 Lasts for decades [NOTE: general point]
- 11 Save our country money/resources [NOTE: general point]
- 12 Change is easy [NOTE: All specific messages in green-colored ads at retail stores]

- 13 Use \$1 coins [NOTE: All specific messages in green-colored ads at retail stores]
- 14 100% accepted [NOTE: All specific messages in green-colored ads at retail stores]
- 15 You can use it for small purchases like tips, lipstick, parking meters [NOTE: consumer print]
- 16 Anyway you spend it, it's money well spent [NOTE: consumer print]
- 17 It's a second chance for the guy who started out chopping down the cherry tree [NOTE: consumer print]
- 18 Who knew the \$1 coin could last so long [NOTE: consumer print, out of home]
- 19 Saw something at a retailer (i.e. Walgreens, Bed, Bath, & Beyond, etc.)
- 20 Saw something on TV

1st

Resp: (2321) (2322)

2nd

Resp: (2323) (2324)

3rd

Resp: (2325) (2326)

(All in #5, Skip to #7)

6. 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)

_____ (2374)

(If code 2, 8, or 9 in #6, Thank and Terminate;

Otherwise, Continue)

7. Now I'd like to ask if you have seen, heard, or read any of the following specific advertisements about the \$1 coin. How about **(read and rotate A-K, as appropriate)?**

1 Yes

2 No

8 (DK)

9 (Refused)

A. **(If code 06 in #5, Autocode as 1; Otherwise, ask:)** A TV ad showing the Statue of Liberty buying a hot dog using a \$1 coin

_____ (2427)

B. **(If code 07 in #5, Autocode as 1; Otherwise, ask:)** Mount Rushmore presidents smiling at man using \$1 coin

_____ (2428)

C. **(If code 08 in #5, Autocode as 1; Otherwise, ask:)** An ad in magazines, a newspaper, a retailer, on the side of a bus or train, or a billboard saying, "It's 100% recyclable."

_____ (2429)

- D. (If code 15 in #5, Autocode as 1; Otherwise, ask:) A print ad in magazines or a newspaper saying, "It's good to use the \$1 coin for small purchases" at the top and more details about the durability and recyclability of \$1 coins below _____ (2430)
- E. A radio ad with an announcer explaining how you can do your part in saving resources by using a \$1 coin _____ (2431)
- F. (If code 18 in #5, Autocode as 1; Otherwise, ask:) An ad on a bus, train, or billboard or a retailer that says "Who knew the \$1 coin could last so long." _____ (2432)
- G. (If code 09 in #5, Autocode as 1; Otherwise, ask:) An ad on a bus, train, or billboard or a retailer that says, "It's change for the better." _____ (2433)
- H. (If code 12 in #5, Autocode as 1; Otherwise, ask:) A print ad in a magazine or an ad at a retail store with a green background saying, "Change is easy."
- I. (If code 13 in #5, Autocode as 1; Otherwise, ask:) A print ad in a magazine or an ad at a retail store with a green background saying, "Use \$1 coins." _____ (2435)
- J. (If code 14 in #5, Autocode as 1; Otherwise, ask:) A print ad in a magazine or an ad at a retail store with a green background saying, "100% accepted."
- K. (If code 11 in #5, Autocode as 1; Otherwise, ask:) A print ad in a magazine or an ad at a retail store with a green background saying, "Save our country money and resources."

(If code 1 to ANY in #7 A-D, F-K, Continue;

Otherwise, Skip to Read before #9)

8. **(For each code 1 in #7 A-D, F-K, as appropriate, ask:)**

Now I would like to know what you thought of the ads. Using a scale from one-to-five, where 5 is strongly agree and 1 is strongly disagree, please tell me how much you agree or disagree with each of the following statements about the **(read A-J, as appropriate)**. How about **(read a-c for each A-J, as appropriate, before going onto the next A-J)**.

5 Strongly agree

4

3

2

1 Strongly disagree

8 (DK)

9 (Refused)

A. **(If code 1 in #7-A, ask:)** Statue of Liberty buying a hot dog TV ad **(read a-c)**

a. It caught your attention

b. It gave you ideas for using the coin _____ (2439)

c. It made you want to use the \$1 coin _____ (2440)

B. **(If code 1 in #7-B, ask:)** Mount Rushmore presidents smiling at a man using a \$1 coin TV ad **(read a-c)**

a. It caught your attention

- b. It gave you ideas for using the coin _____ (2442)
- c. It made you want to use the \$1 coin _____ (2443)
- C. (If code 1 in #7-C, ask:) "It's 100% recyclable" print or retailer ad (read a-c)
- a. It caught your attention
- b. It gave you ideas for using the coin _____ (2445)
- c. It made you want to use the \$1 coin _____ (2446)
- D. (If code 1 in #7-D, ask:) "It's good to use the \$1 coin for small purchases" print ad (read a-c)
- a. It caught your attention
- b. It gave you ideas for using the coin _____ (2448)
- c. It made you want to use the \$1 coin _____ (2449)
- E. (If code 1 in #7-K, ask:) "Save our country money and resources" print, billboard, or retailer ad (read a-c)
- a. It caught your attention
- b. It gave you ideas for using the coin _____ (2451)
- c. It made you want to use the \$1 coin _____ (2452)
- F. (If code 1 in #7-H, ask:) "Change is easy" print, billboard, or retailer ad (read a-c)
- a. It caught your attention
- b. It gave you ideas for using the coin _____ (2454)
- c. It made you want to use the \$1 coin _____ (2455)
8. (Continued:)
- G. (If code 1 in #7-I, ask:) "Use \$1 Coins" print, billboard, or retailer ad (read a-c)

- a. It caught your attention _____ (2456)
- b. It gave you ideas for using the coin _____ (2457)
- c. It made you want to use the \$1 coin _____ (2458)
- H. (If code 1 in #7-F, ask:) "Who knew the dollar coin could last so long" print or billboard ad (read a-c)
- a. It caught your attention _____ (2459)
- b. It gave you ideas for using the coin _____ (2460)
- c. It made you want to use the \$1 coin _____ (2461)
- I. (If code 1 in #7-J, ask:) "100% accepted" print, billboard, or retailer ad (read a-c)
- a. It caught your attention _____ (2462)
- b. It gave you ideas for using the coin _____ (2463)
- c. It made you want to use the \$1 coin _____ (2464)
- J. (If code 1 in #7-G, ask:) "Change for the better" print, billboard, or retailer ad (read a-c)
- a. It caught your attention _____

b. It gave you ideas for using the coin _____ (2466)

c. It made you want to use the \$1 coin _____ (2467)

(READ:) The next few questions are about your use of one-dollar coins.

9. Prior to this survey, did you know that one-dollar coins are currently in circulation by the U.S. Mint, or not?

1 Yes, knew in circulation

2 No, did not know in circulation

8 (DK)

9 (Refused) _____ (2468)

10. In the past 12 months, have you had a one-dollar coin in your possession?

1 Yes

2 No

8 (DK)

9 (Refused) _____ (2469)

(If code 2, 8, or 9 in #10, Skip to Read before D1;

Otherwise, Continue)

11. 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)

(2470)

DEMOGRAPHICS BEGIN HERE:

(READ:) I have a few final questions for statistical purposes only.

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

00 (Refused)

18-

98

99 99+

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)

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) _____ (2718)

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)

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

1 Male
2 Female

_____ (2720)

(There are no questions D14-D15)

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)

(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.



U.S. Mint

Presidential \$1 Coin Program

Pilot Post-Test Awareness and Usage

December 2008

Prepared by:
GALLUP, INC.
Government Division
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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 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 American 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

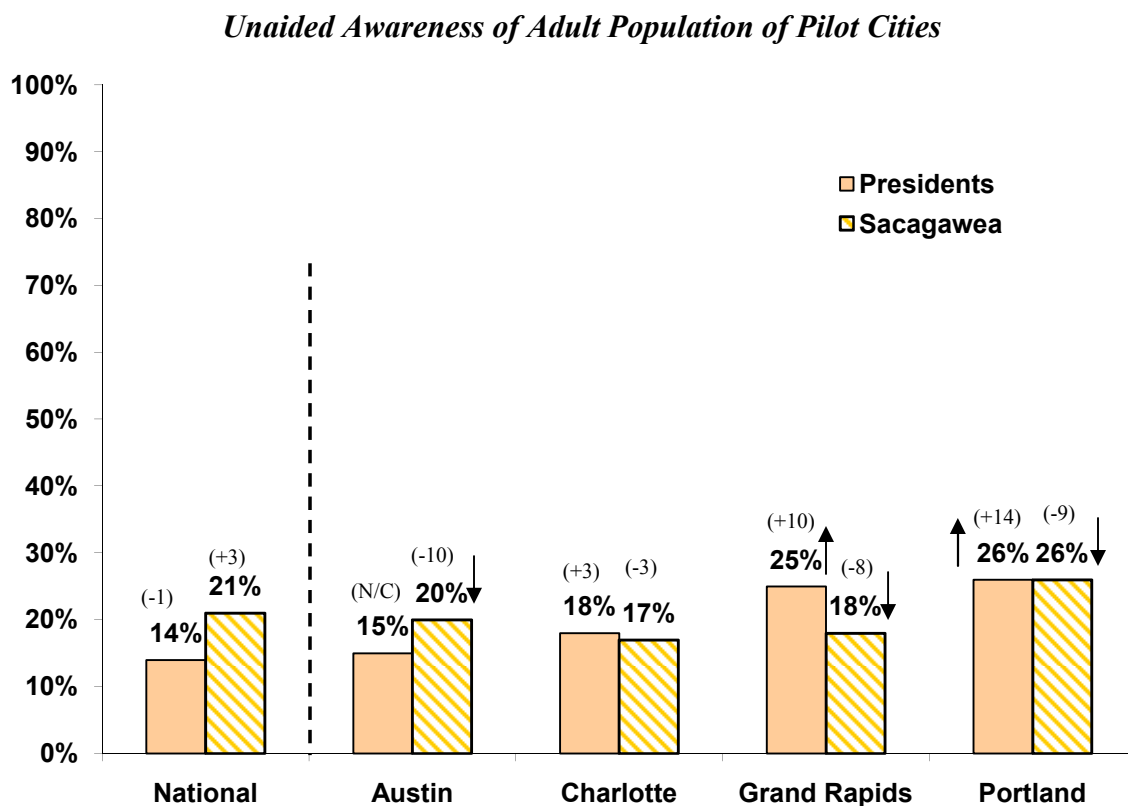
Presidents: 30% of respondents (26% of Portland adult population)

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)



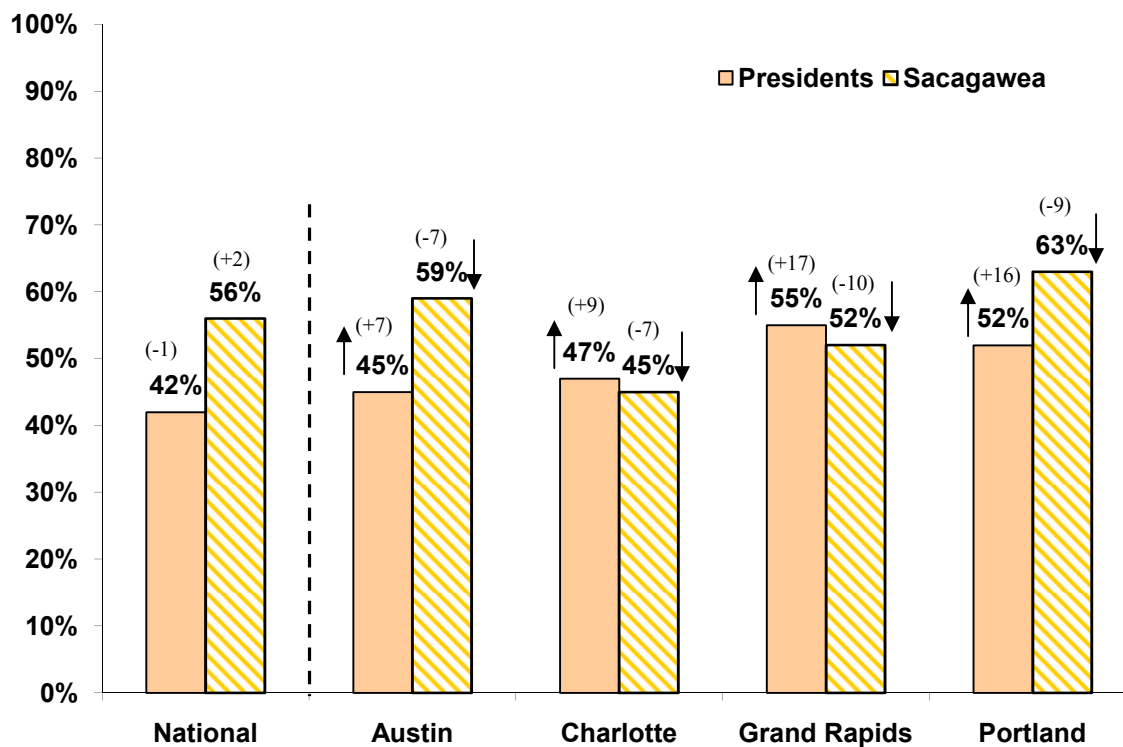
NOTE: Numbers in parenthesis represents change over pre-test
 ↑ Indicates a significant increase from pre-test
 ↓ Indicates a significant decrease from pre-test

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

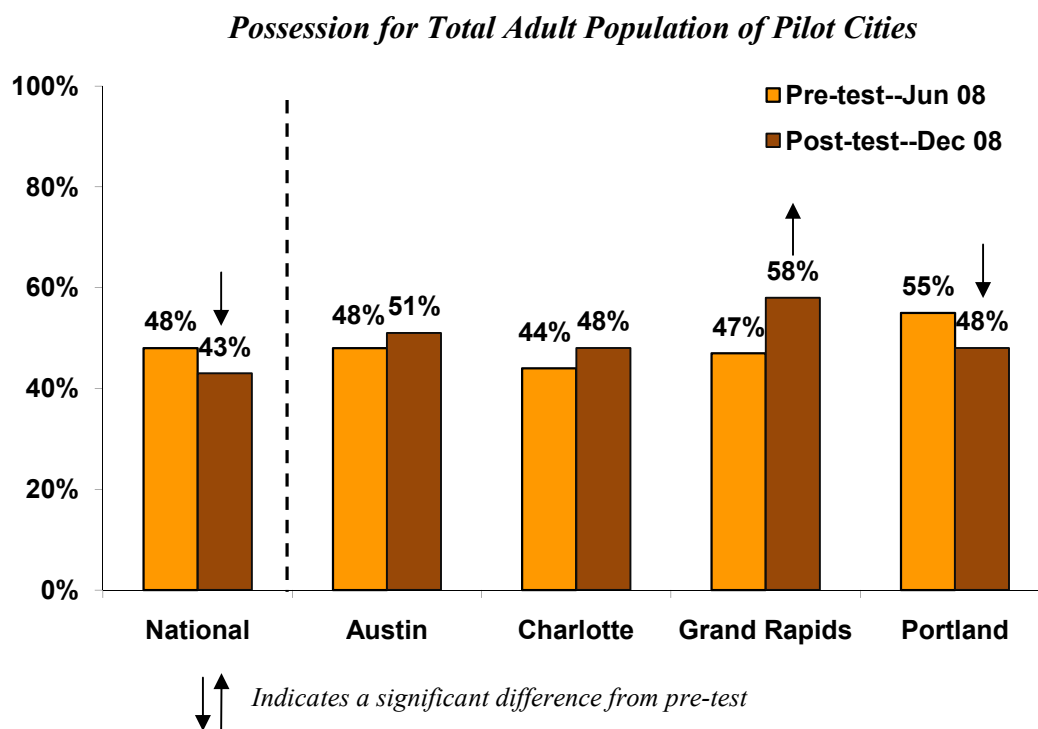
↓↑ Indicates a significant difference from pre-test

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).

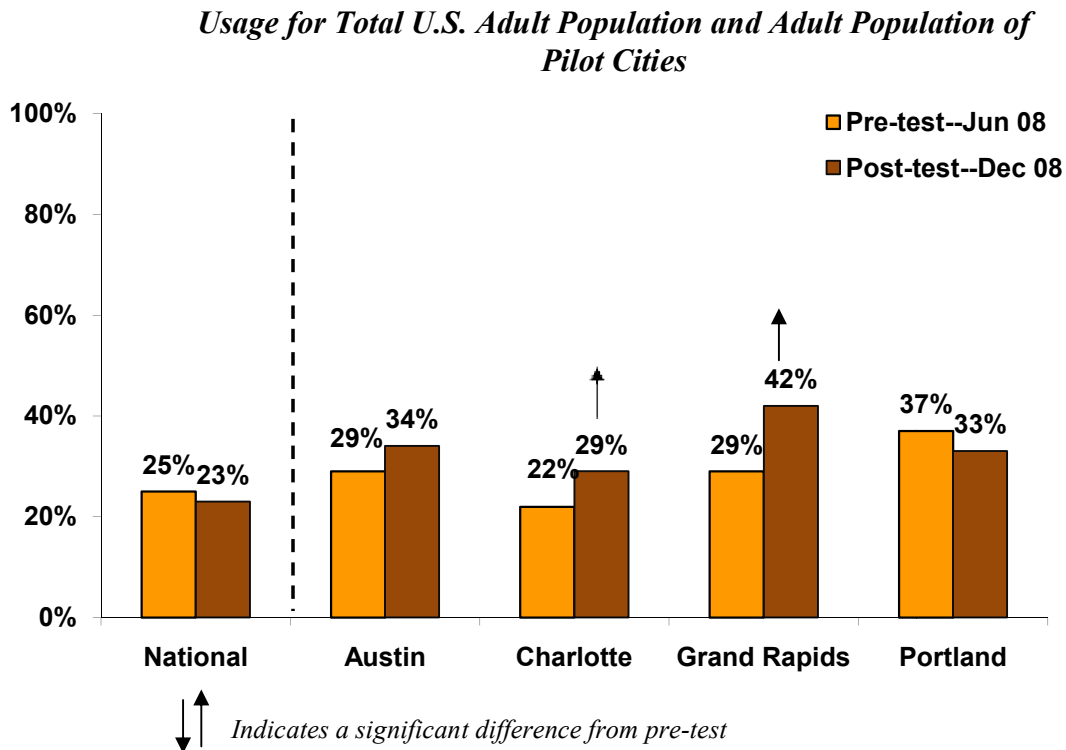
Chart 3: *In the past 12 months, have you had a one-dollar coin in your possession?*



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?*



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.

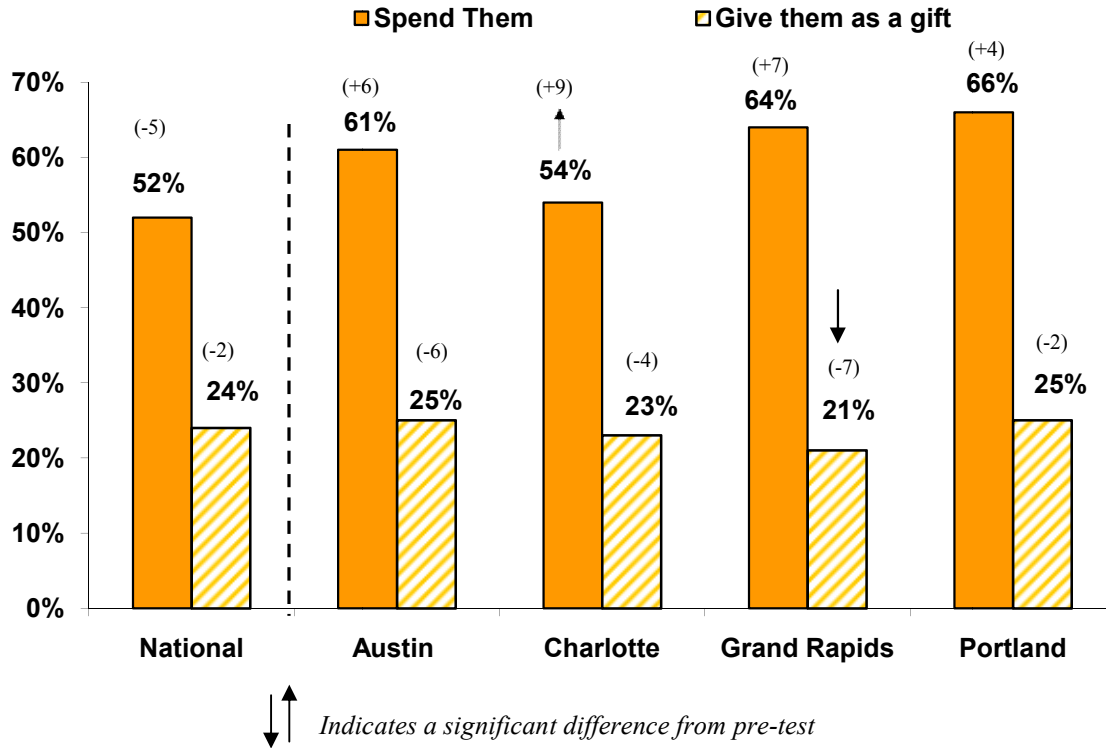
In Charlotte there is a significant increase (from 45% in June 2008 to 54% in December 2008) in spending among those adults who had a one-dollar coin in their possession. Notably, 23% (compared to 27% in June 2008) reported giving the coin as gift.

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



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.

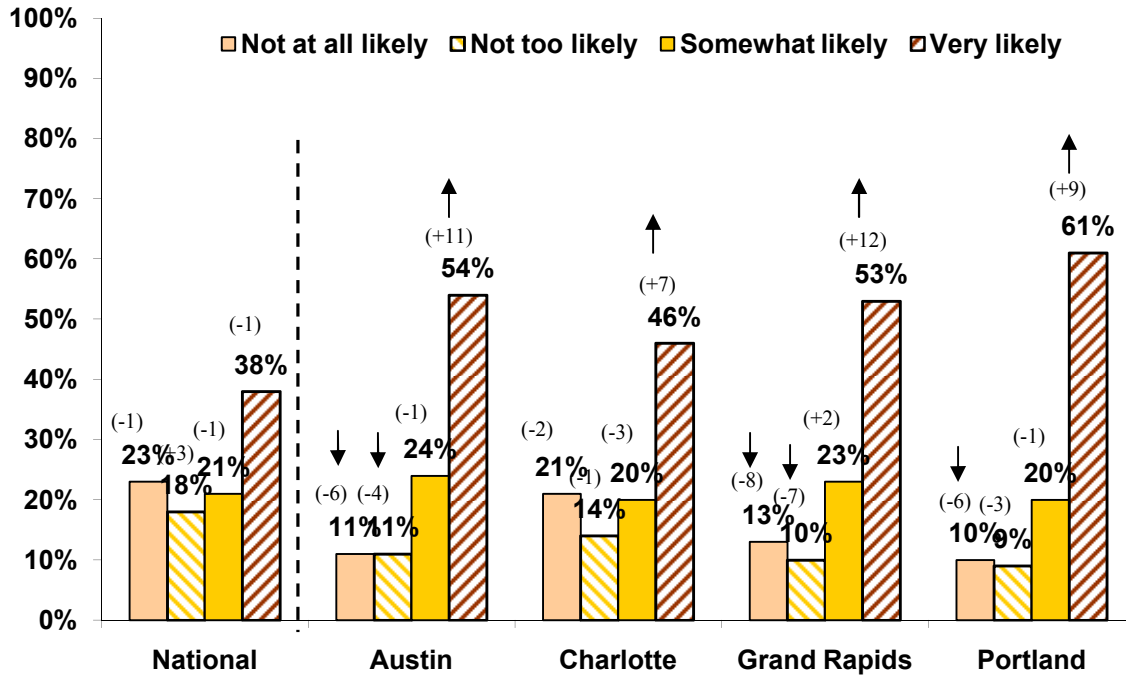
In Austin, after being read a detailed description of the Presidential \$1 Coin Program, 54% (a significant increase from the 43% observed in June 2008) of the population said they would be “very likely” to use the coin for purchases and 24% said they would be “somewhat likely” to use the coin for purchases. 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?*

Likelihood to Use for Purchases: Adult Population of Pilot Cities

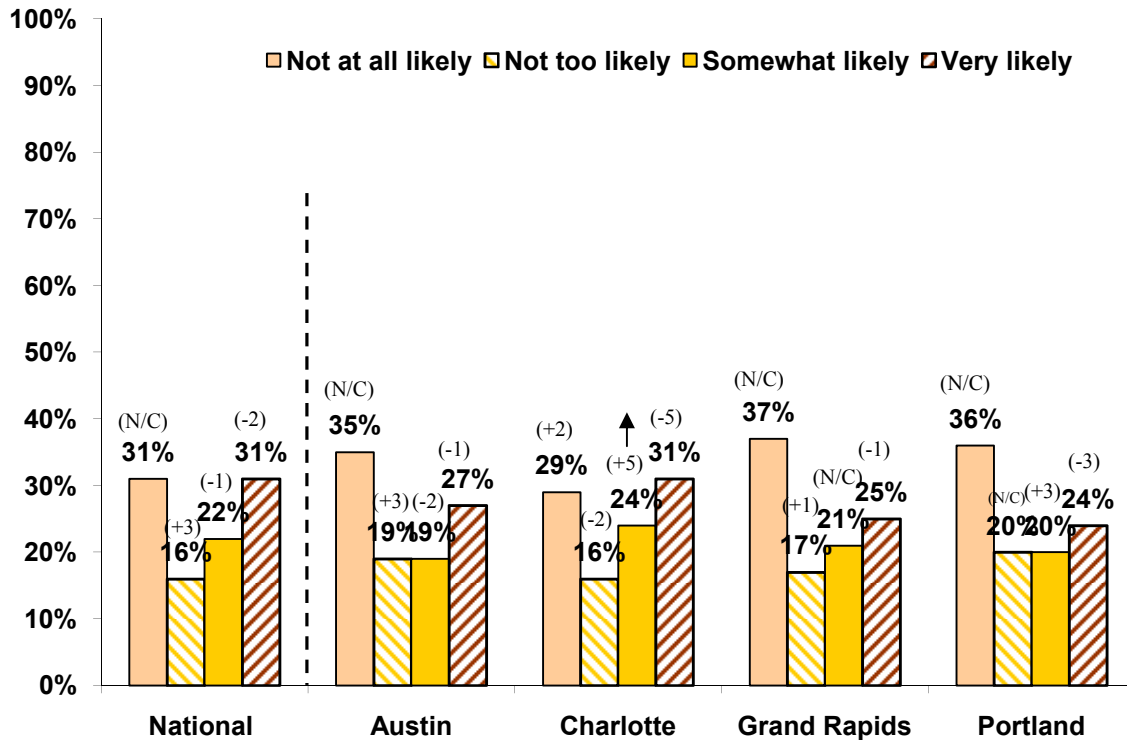


NOTE: Numbers in parenthesis represents change over pre-test

↑ ↓ 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



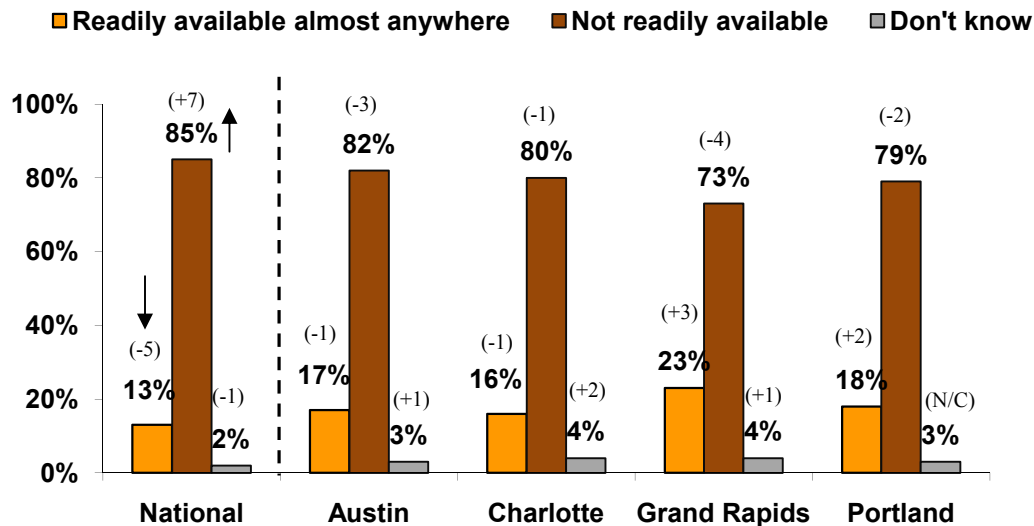
Indicates a significant difference from pre-test

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

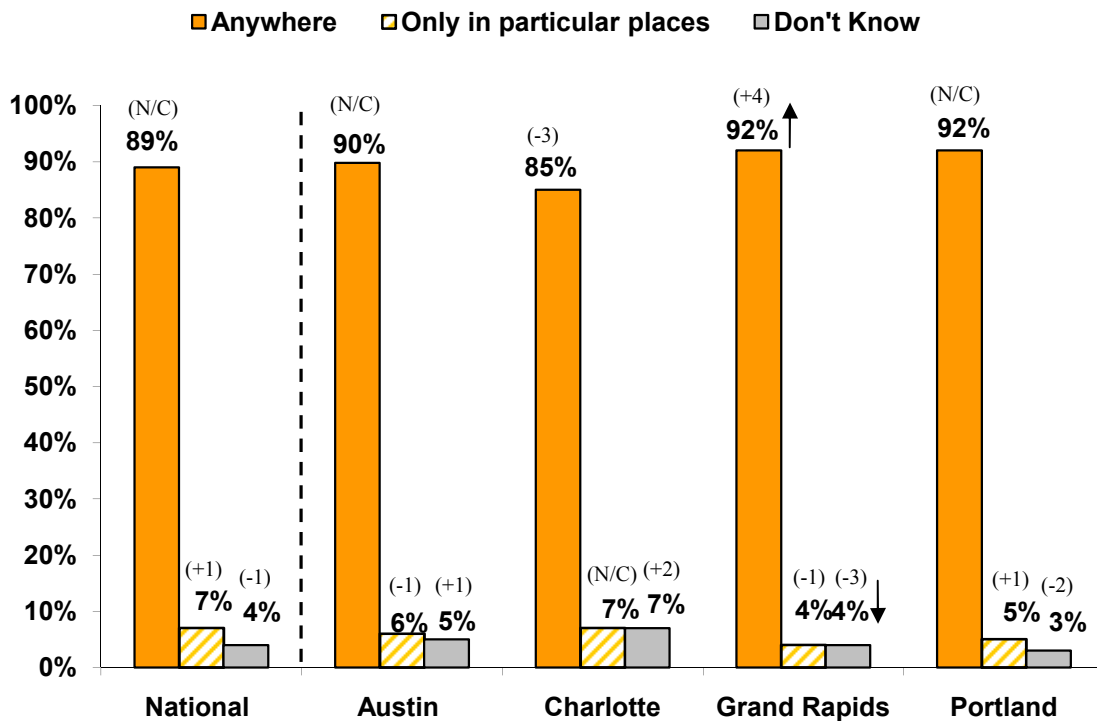
↓ ↑ Indicates a significant difference from pre-test

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



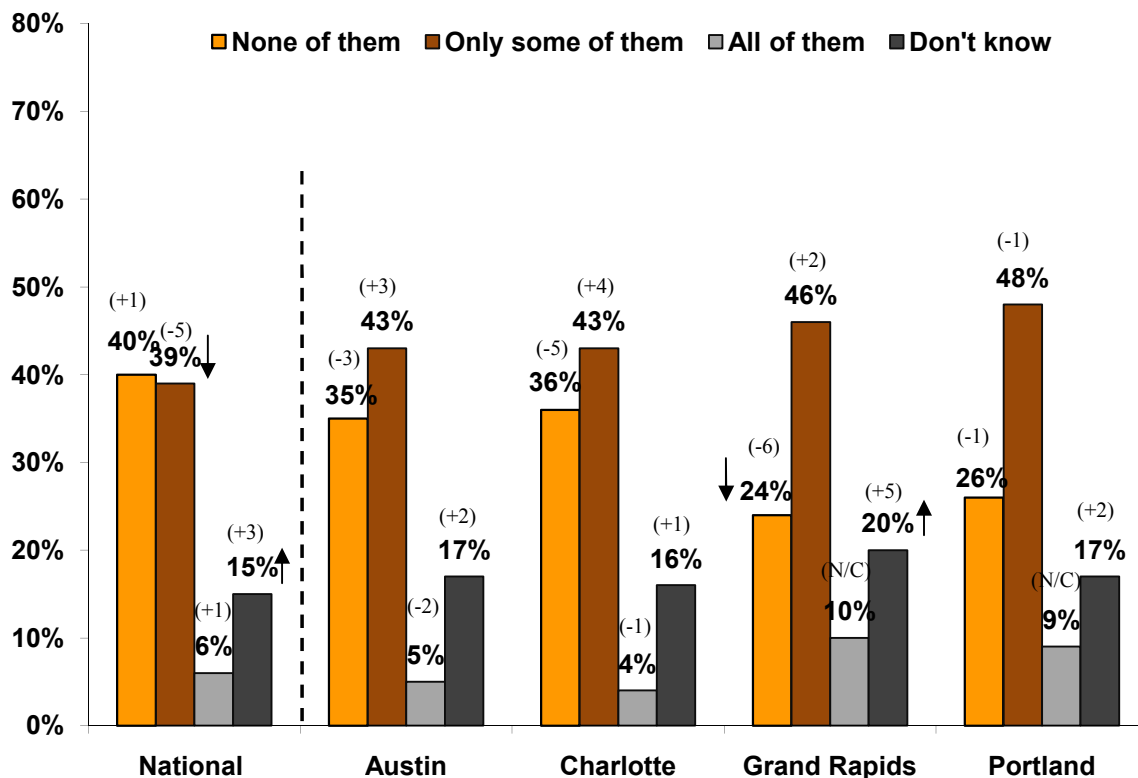
Indicates a significant change from pre-test

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?*



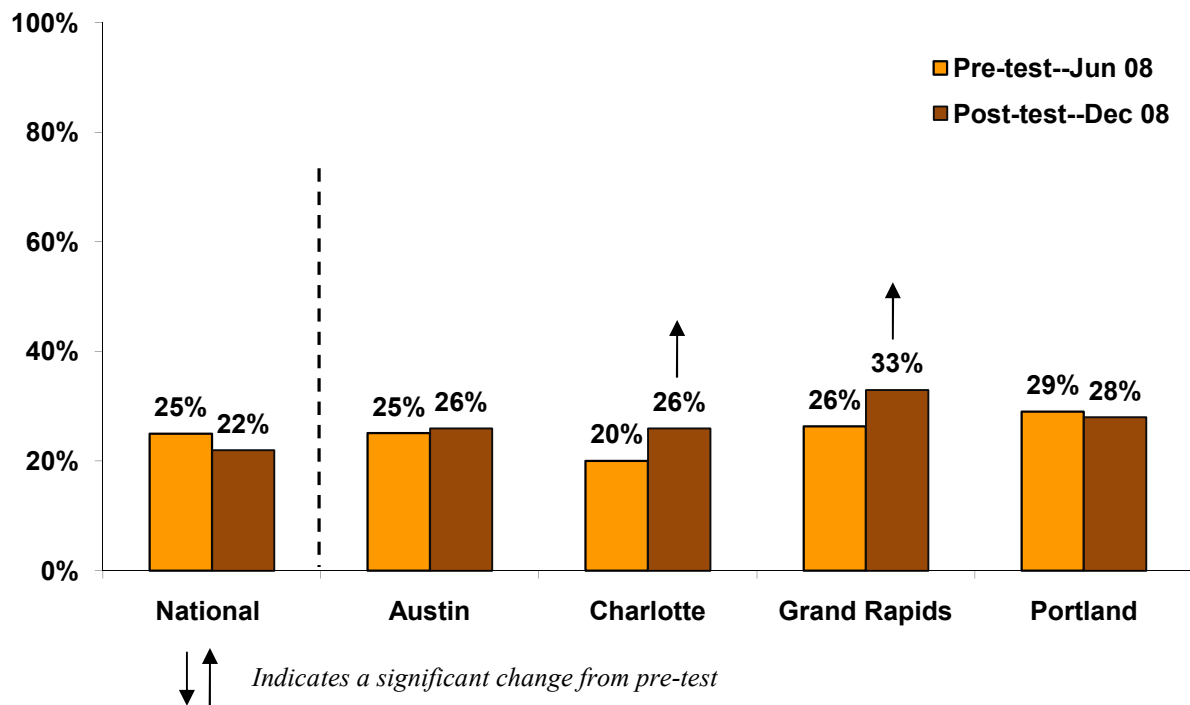
NOTE: Numbers in parenthesis represents change over pre-test

↓ ↑ 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?*

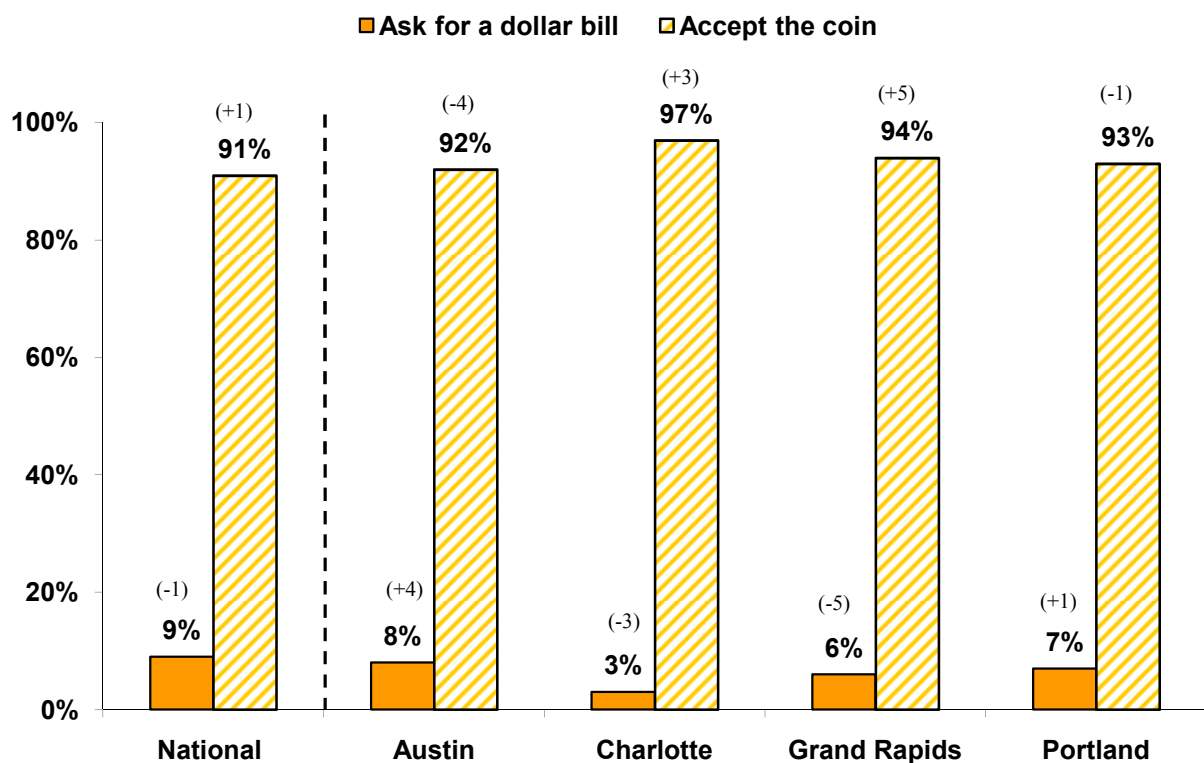


FINDING: A majority of the individuals who have been offered a coin in the past 12 months continue to report they accepted the coin rather than ask for a one-dollar bill. There were no significant changes.

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

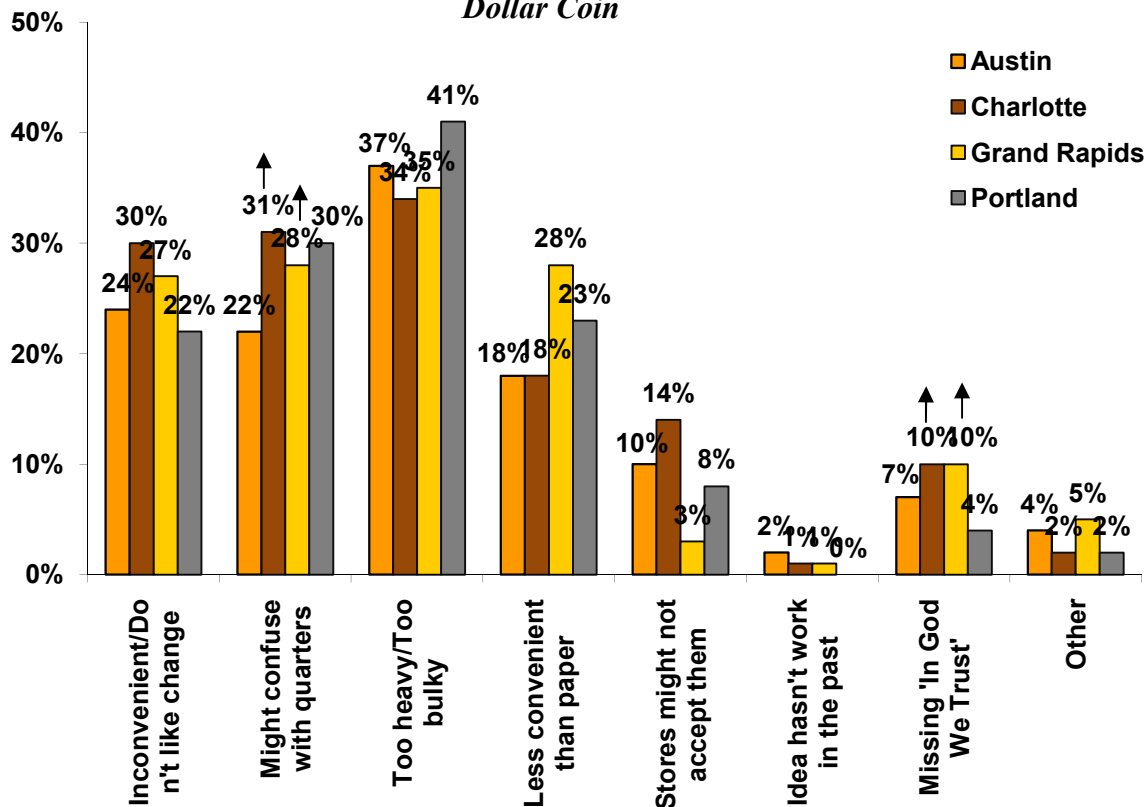
FINDING: At least one in three respondents in each pilot city who did not accept the one-dollar coin when offered cited the weight of the coin as the main reason for refusing the coin.

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



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

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 reported seeing the advertisement in a full page newspaper advertisement.

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

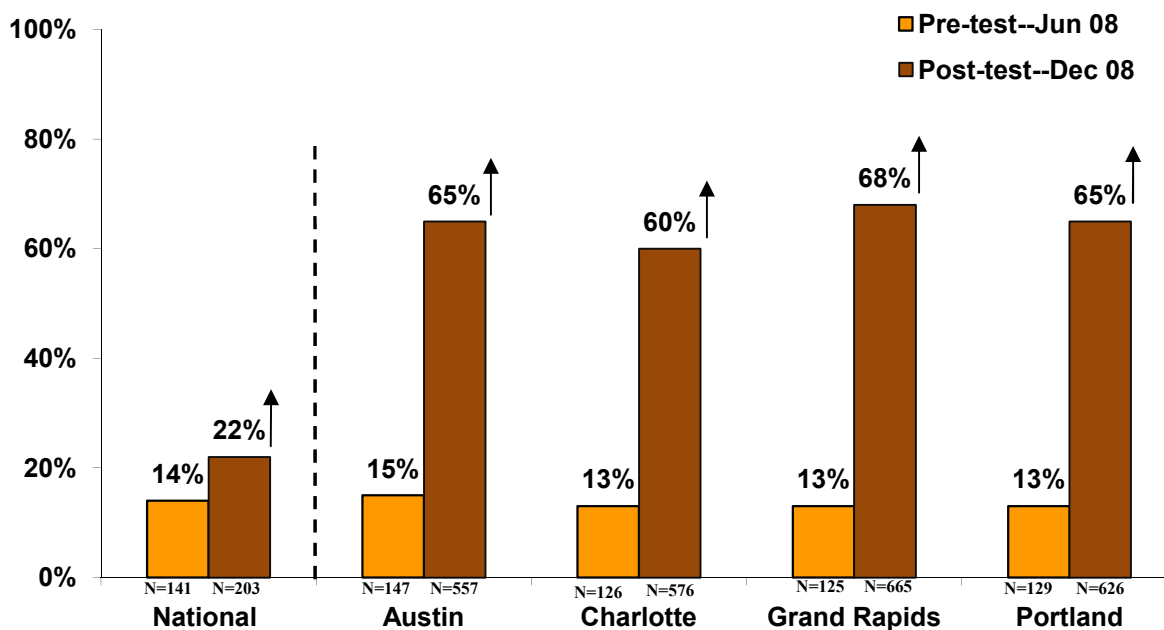
- Austin: 11% of respondents (7% of Austin population)
- Charlotte: 16% of respondents (10% of Charlotte population)
- Grand Rapids: 15% of respondents (10% of Grand Rapids population)
- Portland: 15% of respondents (10% of Portland population)

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?

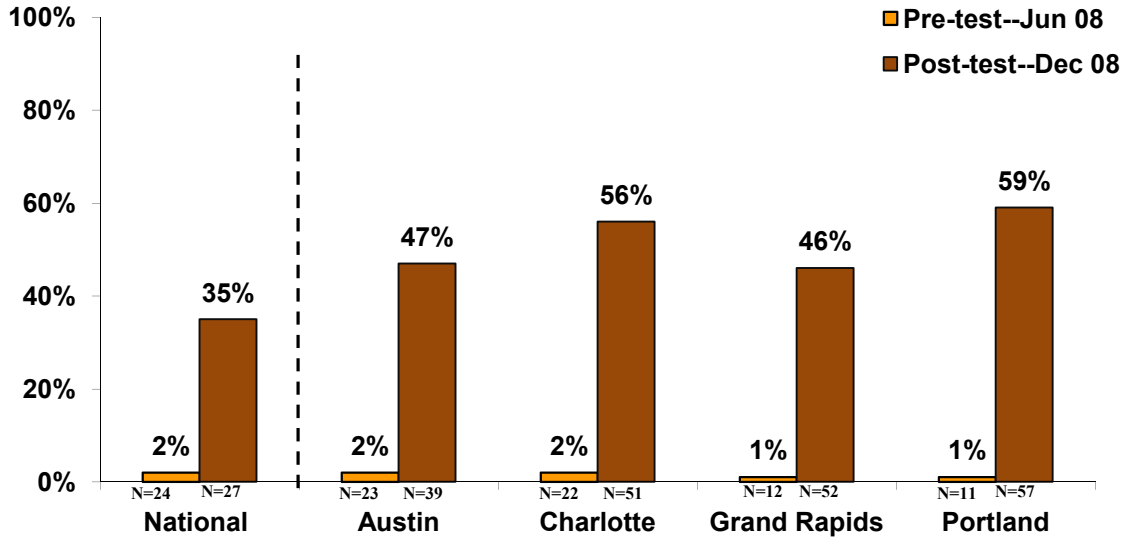
Among Those Who Recall Seeing a Commercial or Advertisement in the Past 30 Days

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

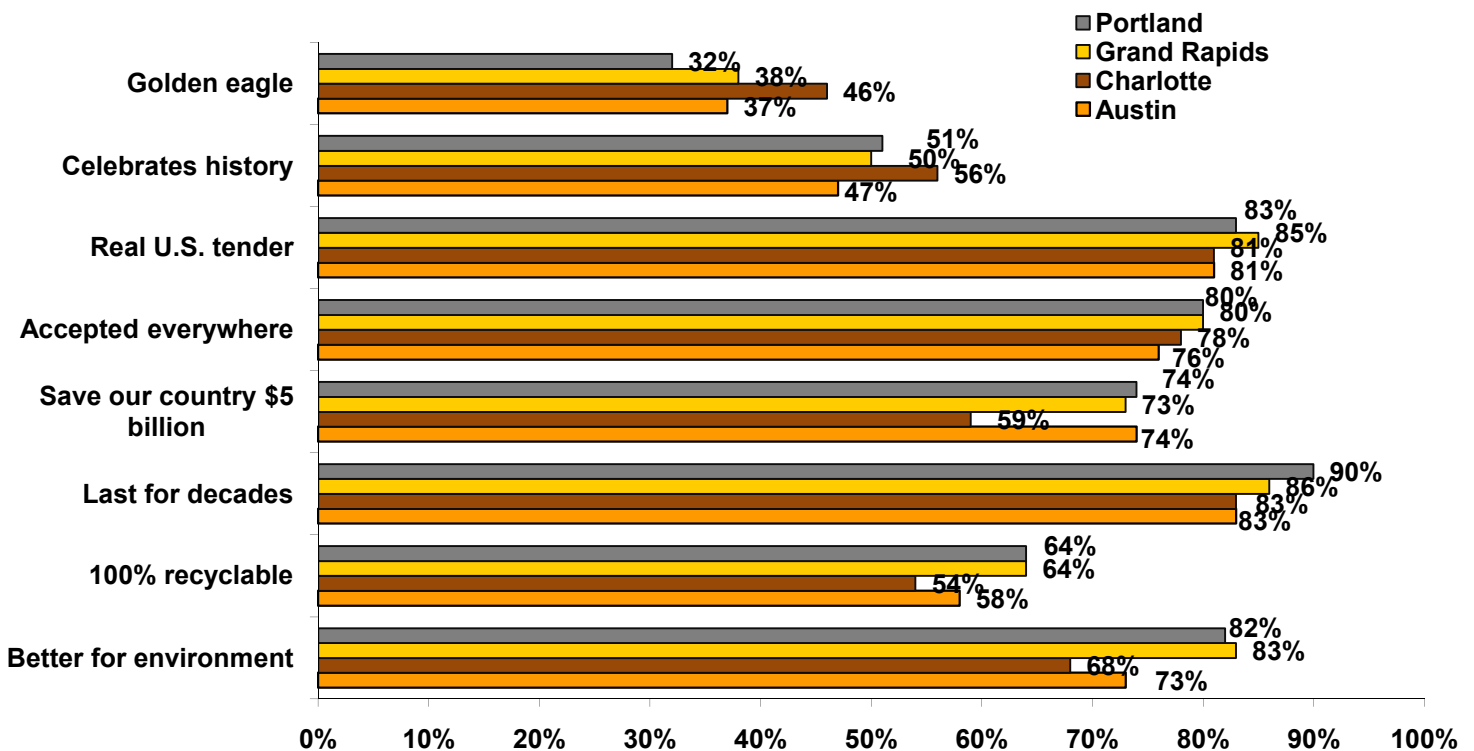
Those Who Have Seen Ads Other Than Full-Page Newspaper Advertisement

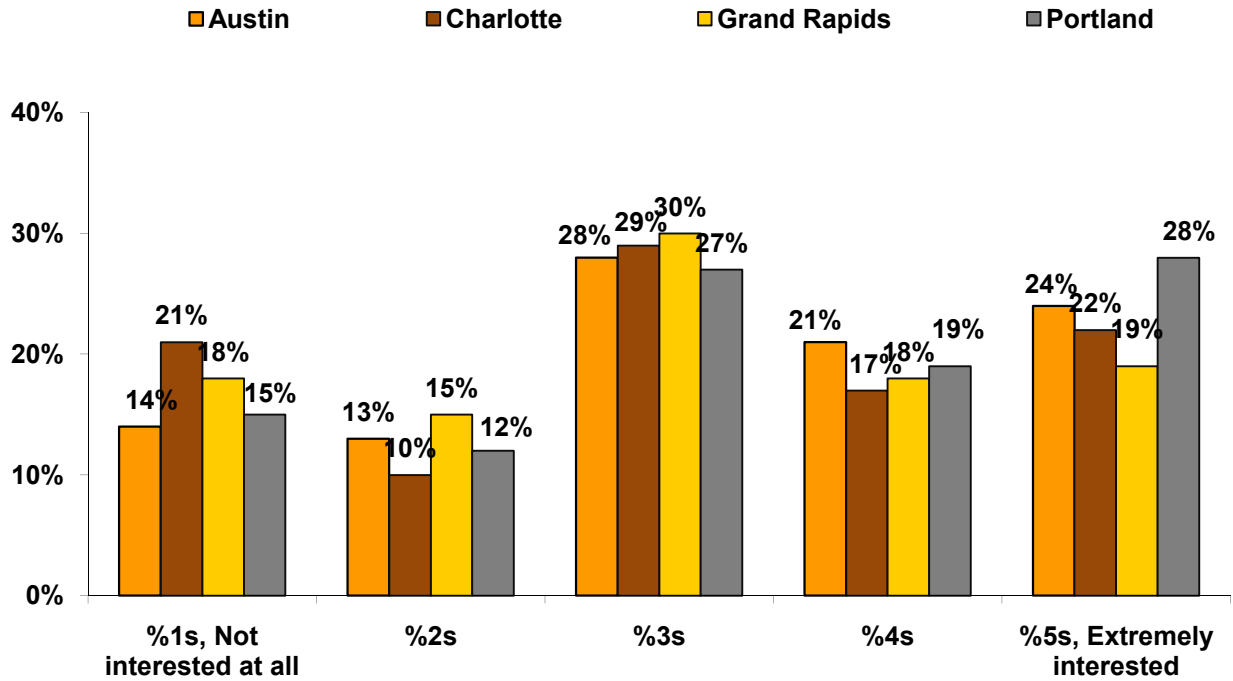
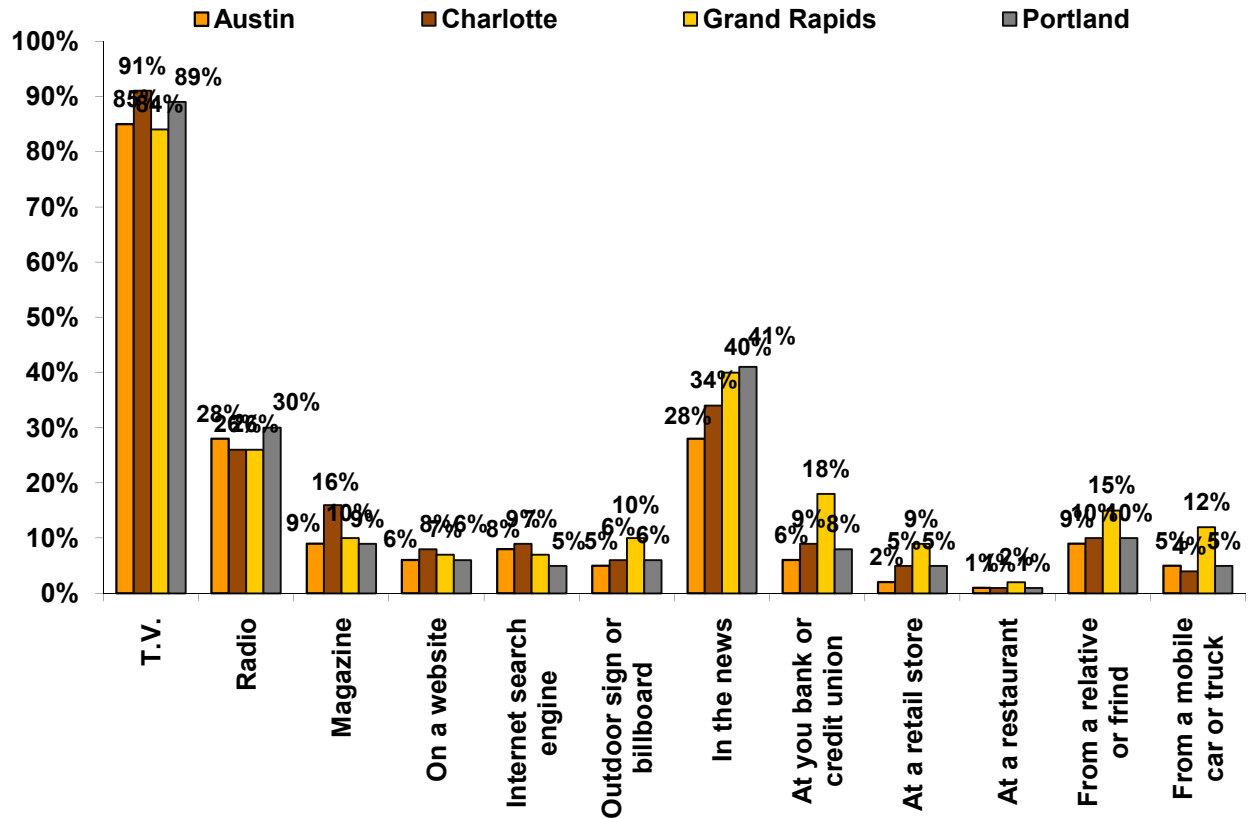
Chart 17: *After hearing that message, how interested were you in using a one-dollar coin?**Among Those Who Recall Seeing/Hearing a Message From Other Ads*

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)

____(264

**(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)

____(264

(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)

____(264

(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)

____(264

(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)

____(264

**(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)

_____(240

**(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

1st

Resp: (2402 - 2405)

2nd

Resp: (2406 - 2409)

3rd

Resp: (2410 - 2413)

4th

Resp: (2414 - 2417)

5th

Resp: (2418 - 2421)

3. Please tell me, from what you know, whether each of the following images are on one-dollar coins. If you're not sure, just say so and we'll move on. How about **(read and rotate A-J, as appropriate)**?

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

A. The American flag _____(2422)

B. **(If code 0013 NOT mentioned in #2, ask:)** The Statue of Liberty _____(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-

252

**(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-

263

[Deleted Note]

(Question #8 deleted)

HOLD

(2433-

244

(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

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)

_____(254

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)

____(244

**(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)

____(272

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
____(2569)

C. Give them as a gift ____ (2570)

(Question #13 deleted)

HOLD ____ (2447-

246

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)

____(246

**(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

____(246

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)

____(247

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)

____(247)

[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)

____(257)

**(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)

____(257)

**(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)

____(257

HOLD ____ (2473-

247

**(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)

___(257

(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)

___(257

**(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)

___(257)

**(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)

____ (258)

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)

____ (262)

**(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)

____(270

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

1 Yes

2 No

8 (DK)

9 (Refused)

____(270

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)

____(270

(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-

271

- 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)

____ (271

(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)

____(271)

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)

____(271)

(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)

____(259

(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)

____(259

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-

289

**(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)

____(271

(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)

____(264

[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)

____(264

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)

____(264

**(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-

157

U.S. Mint *\$1 Coins* Pilot Pretest Awareness and Usage Study Results



September 2008



- ☐ **Questions designed to gauge awareness, possession, and usage**

Awareness



1. From what you know, are \$1 coins currently in circulation by the U.S. Mint, or not?
2. Can you describe what image or images are featured on \$1 coins?
3. Please tell me, from what you know, whether each of the following images are on \$1 coins.

Possession and Usage



4. In the past 12 months, have you had a one-dollar coin in your possession?
5. Did you USE one of those one-dollar coins to pay for something or make a purchase?

- ☐ **Field period: National: May 29 to June 22
Pilot Cities: June 23 to August 1**

Additional Marketing and Advertising Questions



1. If you wanted to learn more about \$1 coins and where you can obtain the coins, where would you be most likely to go for that information?
2. In the past 30 days, do you recall seeing any commercial messages or advertisements about \$1 coins in your area?
3. Did you see that message in a full-page ad in the newspaper?
4. Did you see any other ads?
5. Do you remember if any of the following were in the message:
 - Better for the environment
 - 100% recyclable
 - Lasts for decades
 - Can save our country \$5 billion every 10 years
 - Accepted at retailers everywhere
 - Is real U.S. tender
 - Celebrates our presidential history
 - Has a golden eagle on the back
6. After hearing that message, how interested were you in using a \$1 coin?
7. Thinking again about that message, can you tell me where you saw or heard it?

Key Findings – General

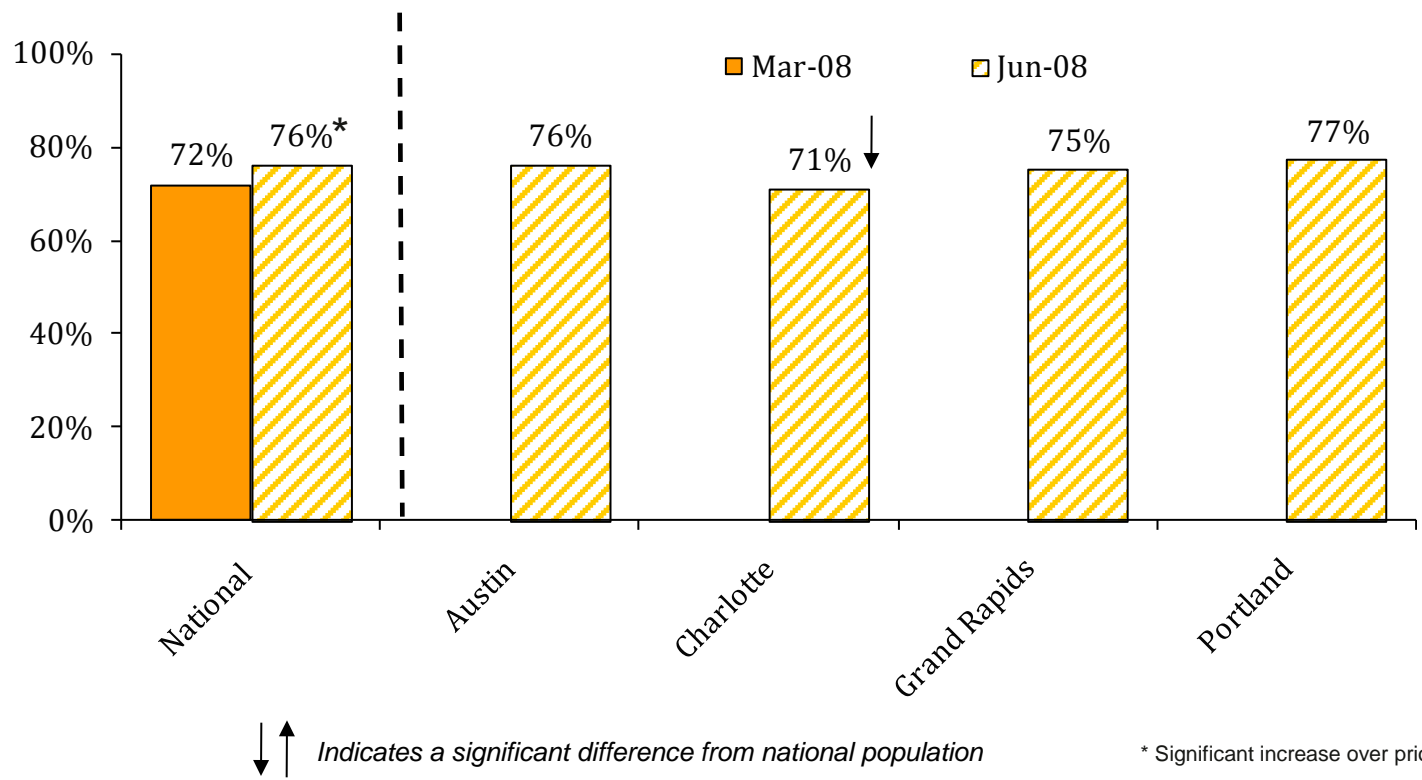


- One in four American adults have used a \$1 Coin to pay for something or make a purchase.
 - Possession and usage of one-dollar coins is significantly higher among adults living in Portland.
 - Usage is higher than national for all pilot cities except Charlotte.
- Adults in Portland say they are significantly more likely to use the \$1 Coins for purchases.
- Significant decreases in combined aided and unaided awareness of Sacagawea \$1 Coin — from 83% in March 2008 to 71% in June 2008; no other changes in awareness noted.
- A majority of Americans (78%) believe the one-dollar coin is not readily available.
- Most Americans report they would go to the Internet or their bank for information on one-dollar coins and where to obtain the coins.
- One in four Americans have been offered a one-dollar coin; 2 in 10 in Charlotte and 3 in 10 in Portland.

Knowledge of \$1 Coins Similar Among Pilot Cities and National Sample



From what you know, are one-dollar coins currently in circulation by the U.S. Mint or not?



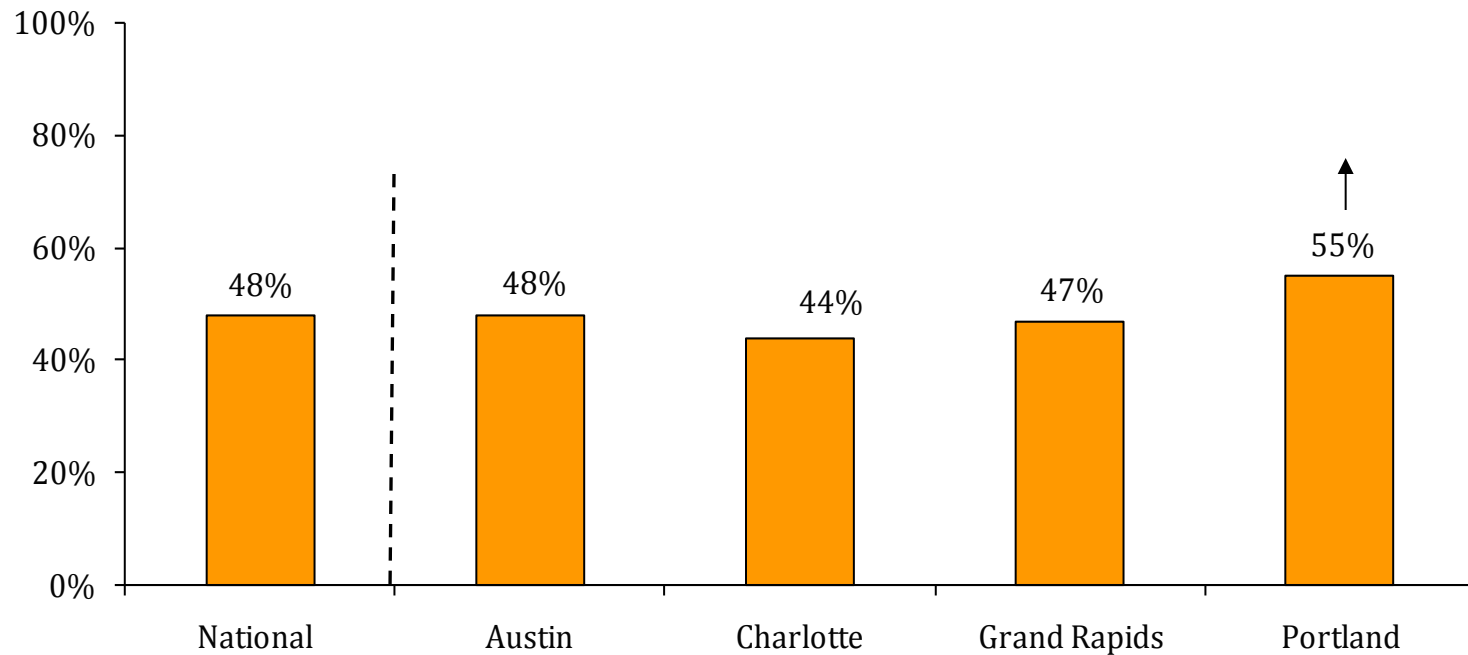
Possession and Usage

Possession of \$1 Coins Is Significantly Higher Among Adults Living in Portland



In the past 12 months, have you had a \$1 coin in your possession?

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



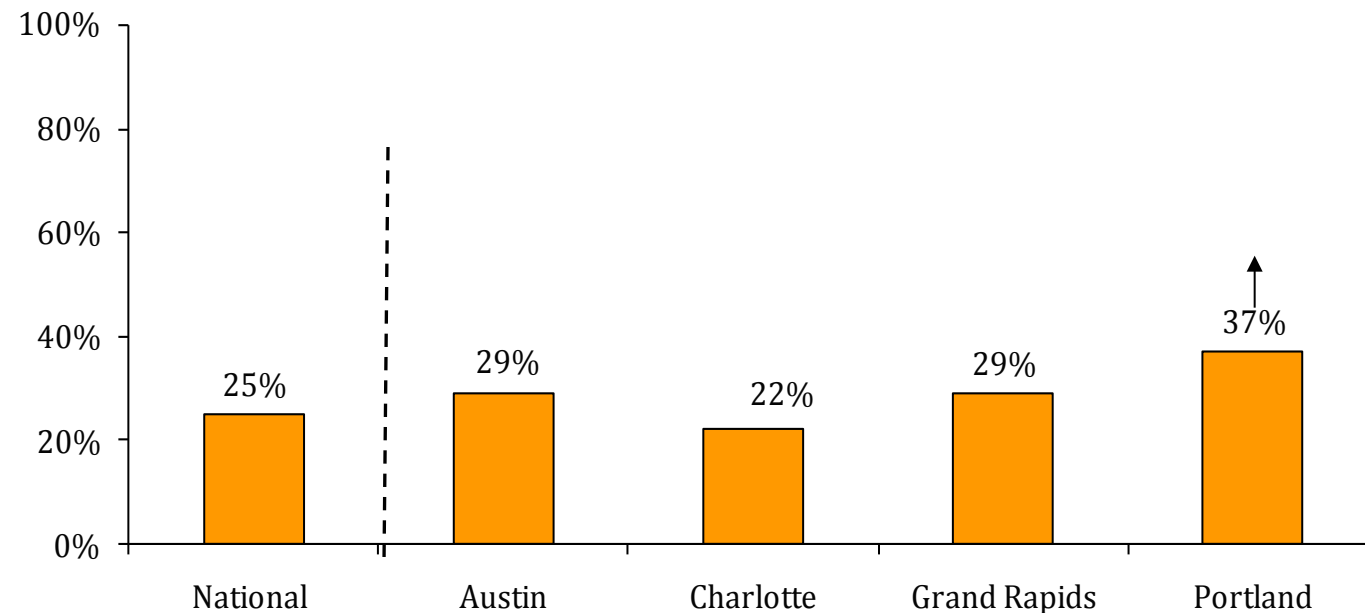
Indicates a significant difference from national population

One in Four Americans Have Used a \$1 Coin to Pay for Something or Make a Purchase: Usage Significantly Higher in Portland



Did you USE one of those \$1 coins to pay for something or make a purchase?

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



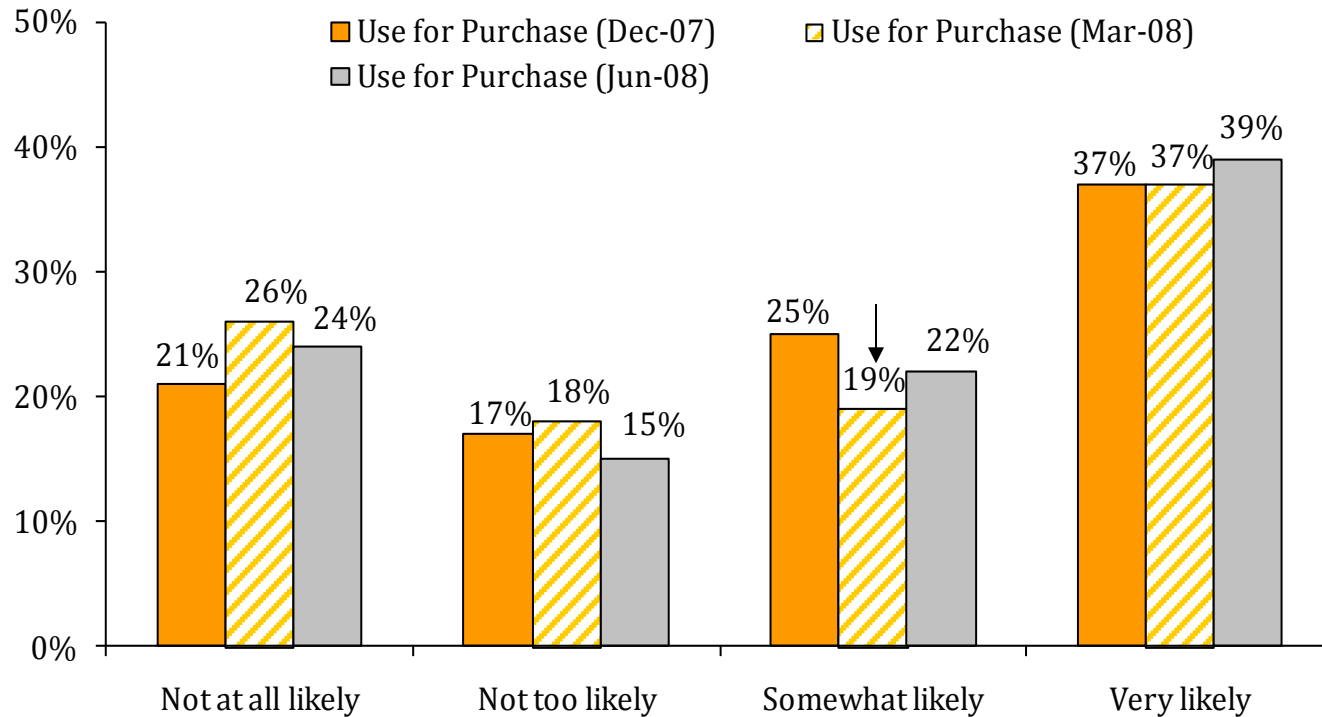
Indicates a significant difference from national population

No Significant Change in Willingness to Use *Presidential* \$1 Coin for Purchases



After hearing this description, how likely would you be to either use the coin for purchases or collect the coin?

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



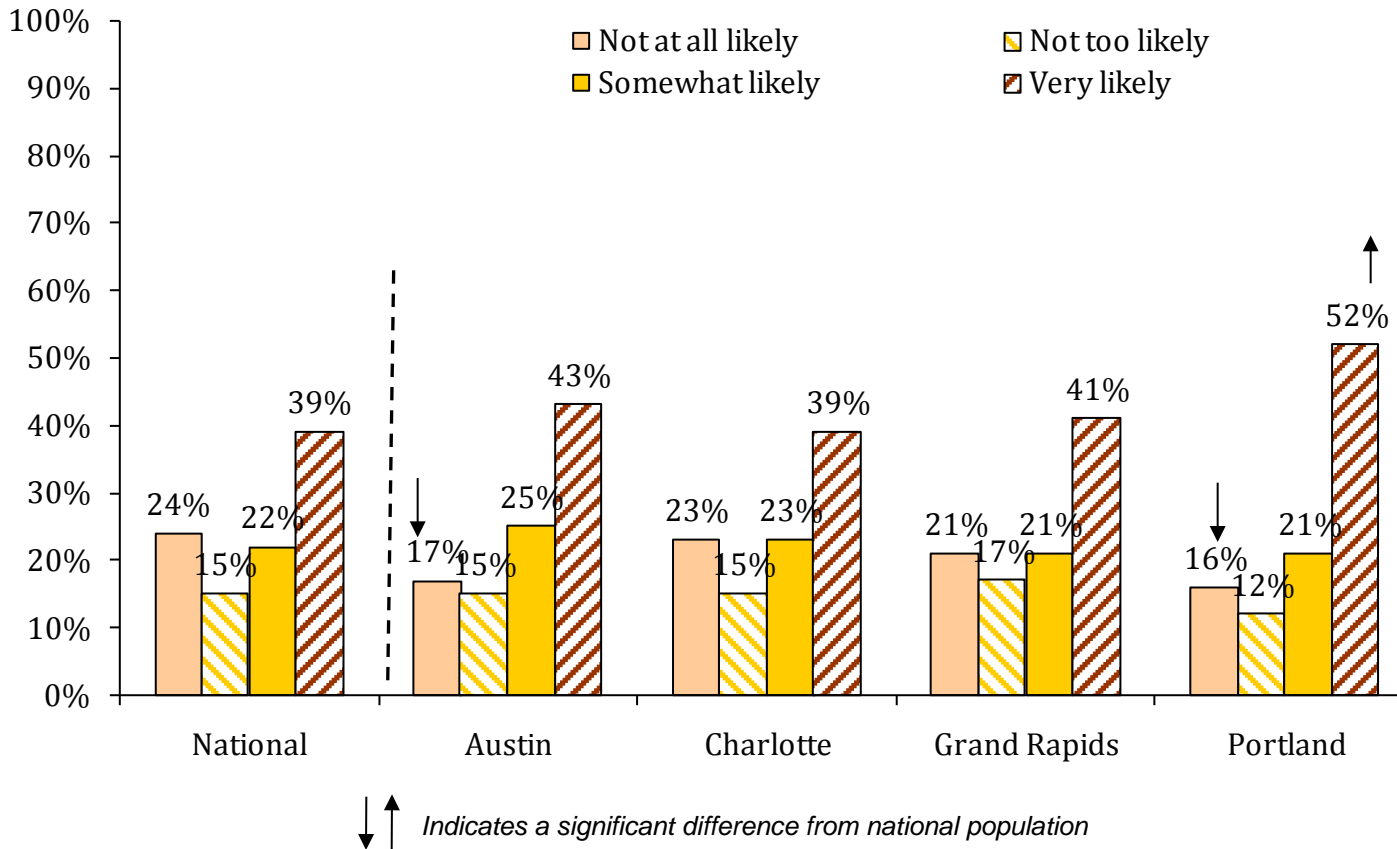
Indicates a significant difference from previous wave

Adults in Portland Are Significantly More Likely to Use the Presidential \$1 Coins for Purchases



After hearing this description, how likely would you be to either use the coin for purchases or collect the coin?

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

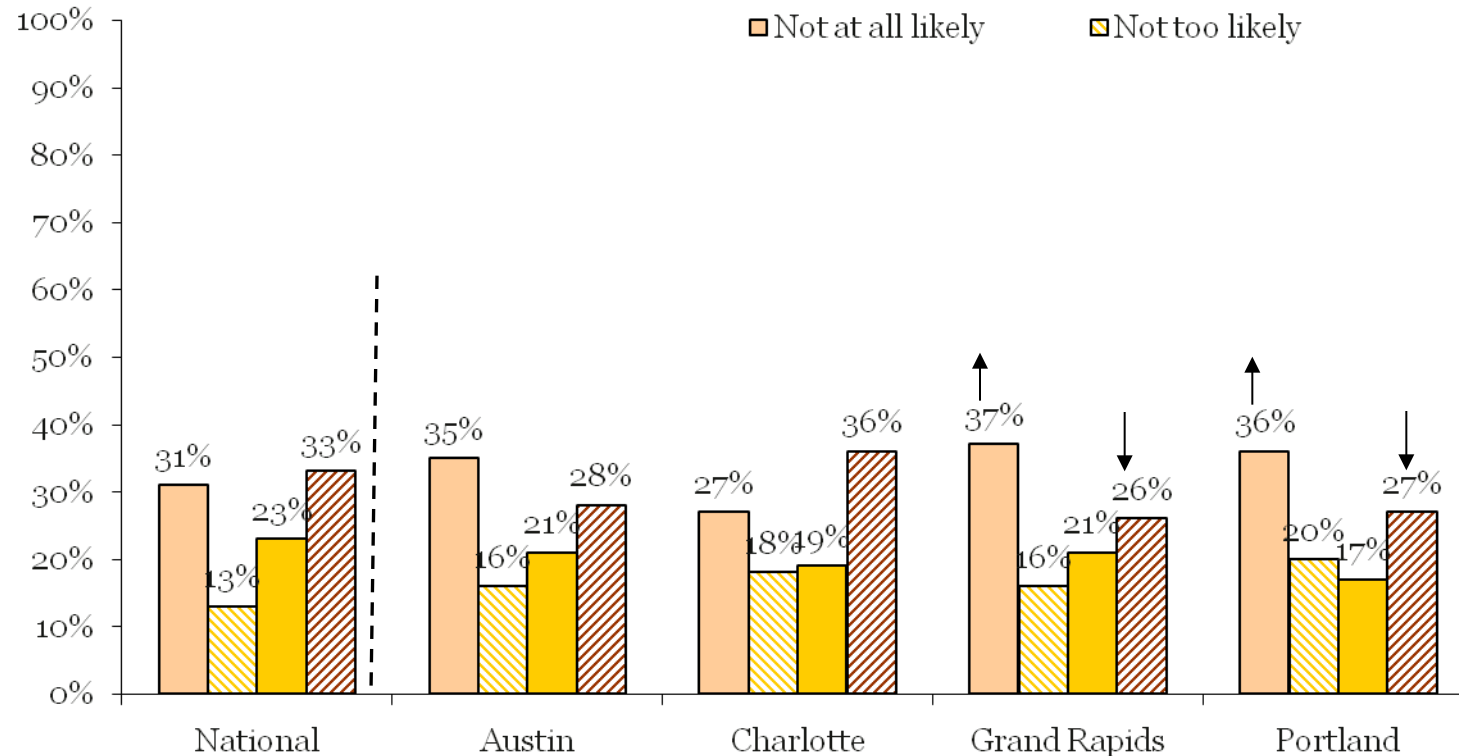


Likelihood to Collect Coins



After hearing this description, how likely would you be to either use the coin for purchases or collect the coin?

Likelihood to COLLECT COIN: Total U.S. Adult Population and Adult Population of Pilot Cities



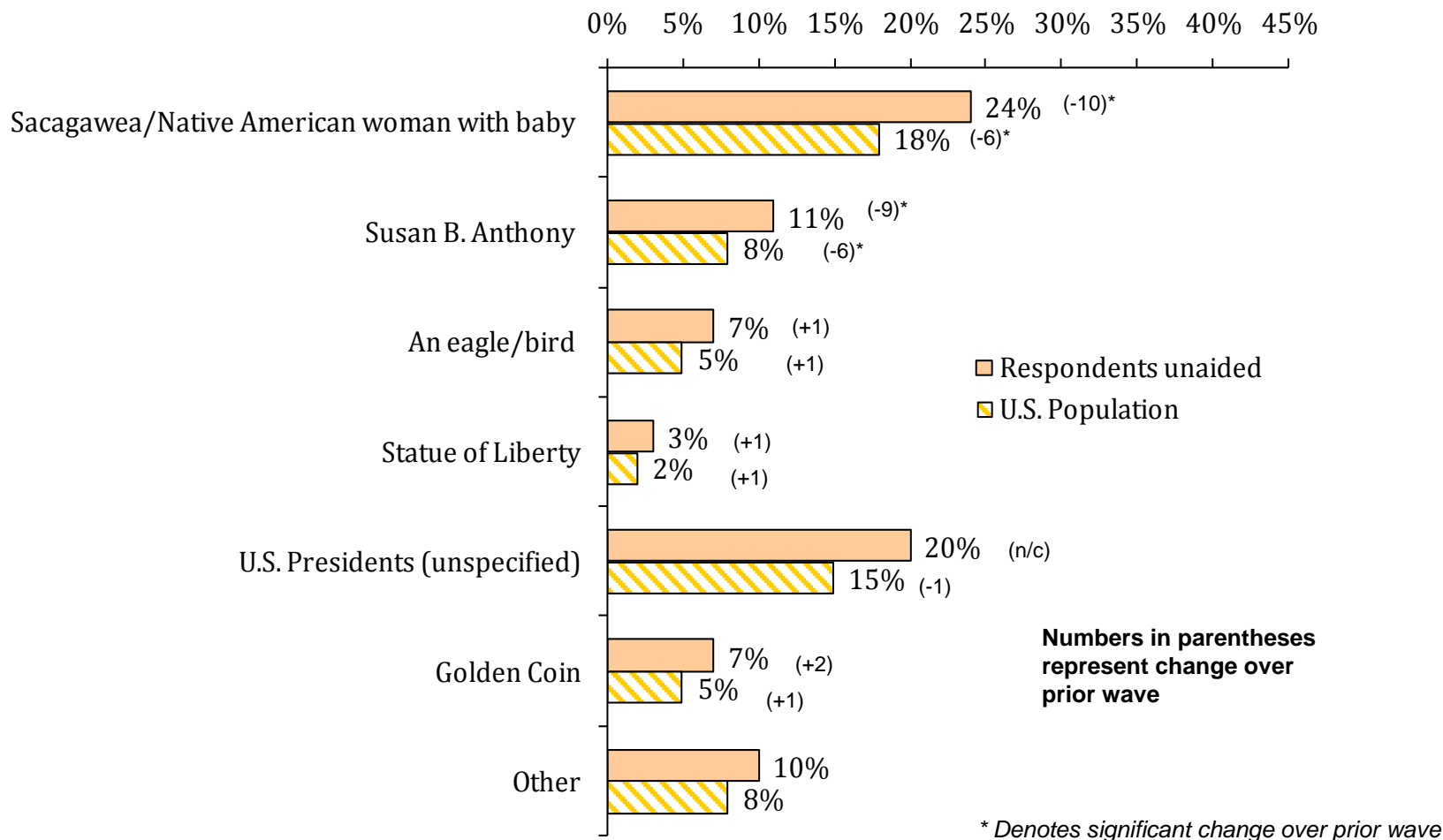
Indicates a significant difference from national population

Awareness

National: Significant Decrease in Unaided Awareness of Sacagawea Coin



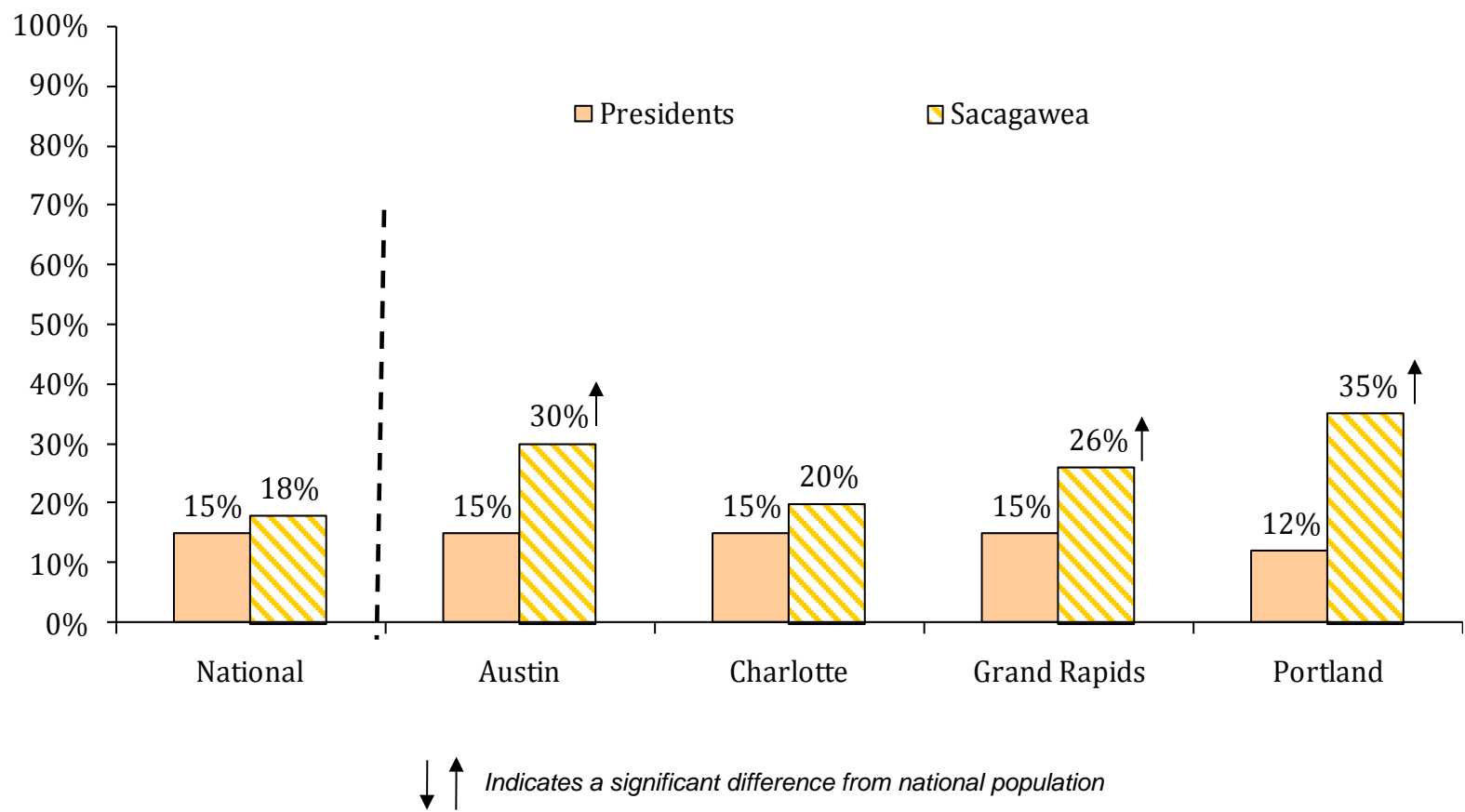
Can you describe what image or images are featured on \$1 coins?



Significantly Higher Unaided Awareness of Sacagawea in Austin, Grand Rapids, and Portland



Can you describe what image or images are featured on the \$1 coins?

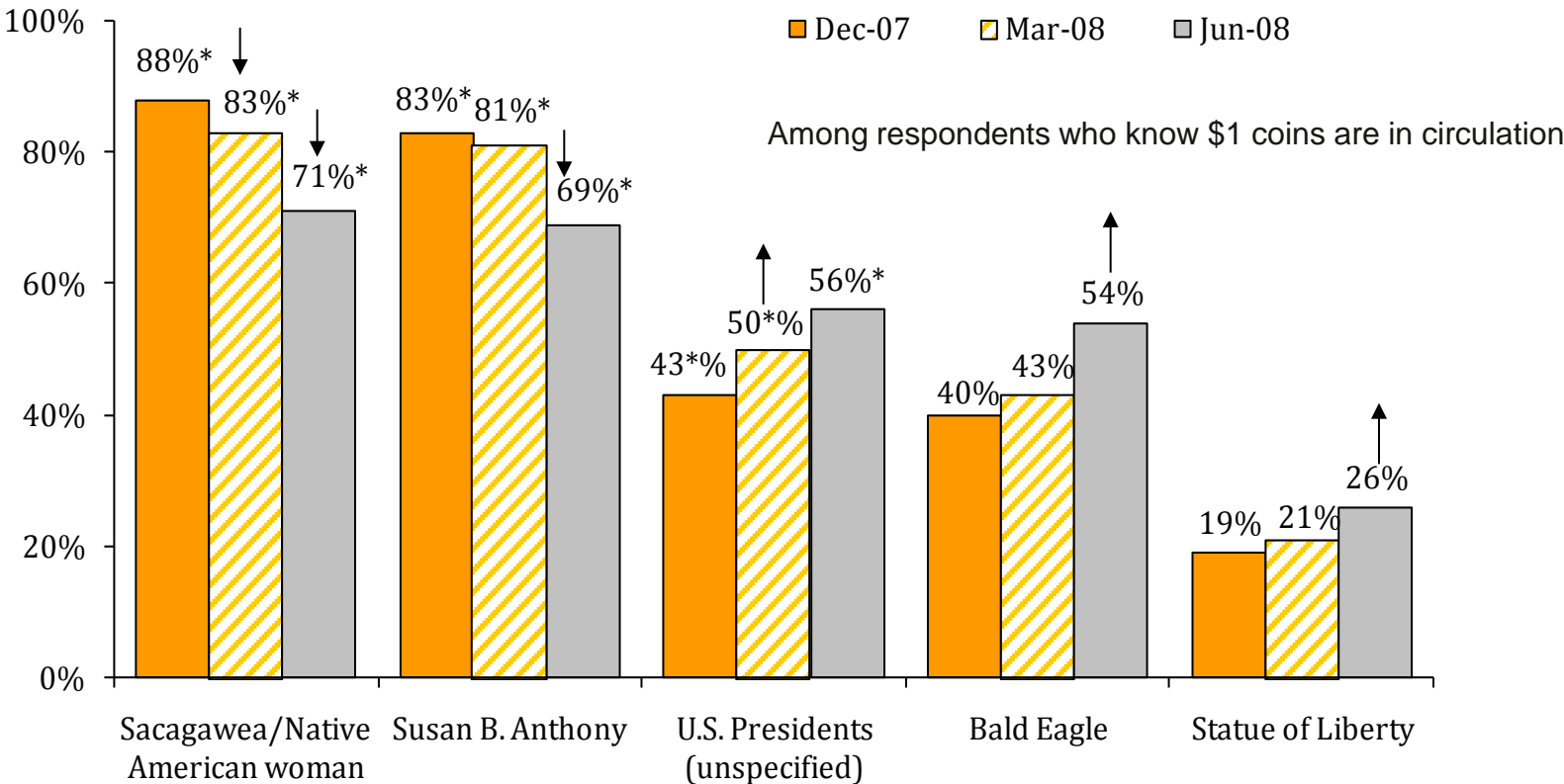


Significant Decrease in Combined Aided and Unaided Awareness of Sacagawea and Susan B. Anthony



AIDED IMAGE: From what you know, are each of the following images on the \$1 coin?

UNAIDED IMAGE: Can you describe what image or images are featured on \$1 coins?



↓ ↑ Indicates a significant difference from national population

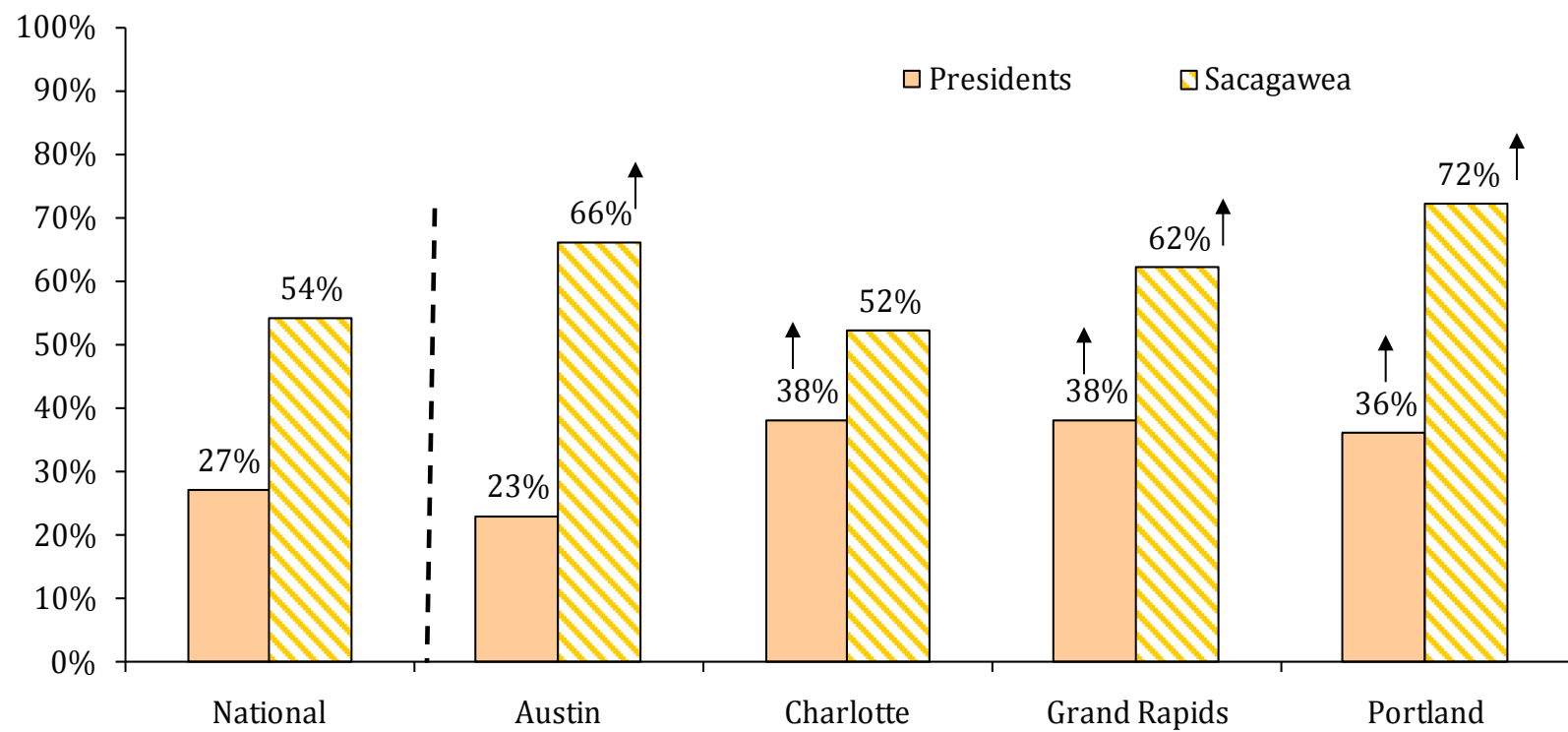
* Combined Aided and Unaided Awareness

Combined Awareness: Differs by Pilot City



AIDED IMAGE: From what you know, are each of the following images on the \$1 coin?

UNAIDED IMAGE: Can you describe what image or images are featured on \$1 coins?



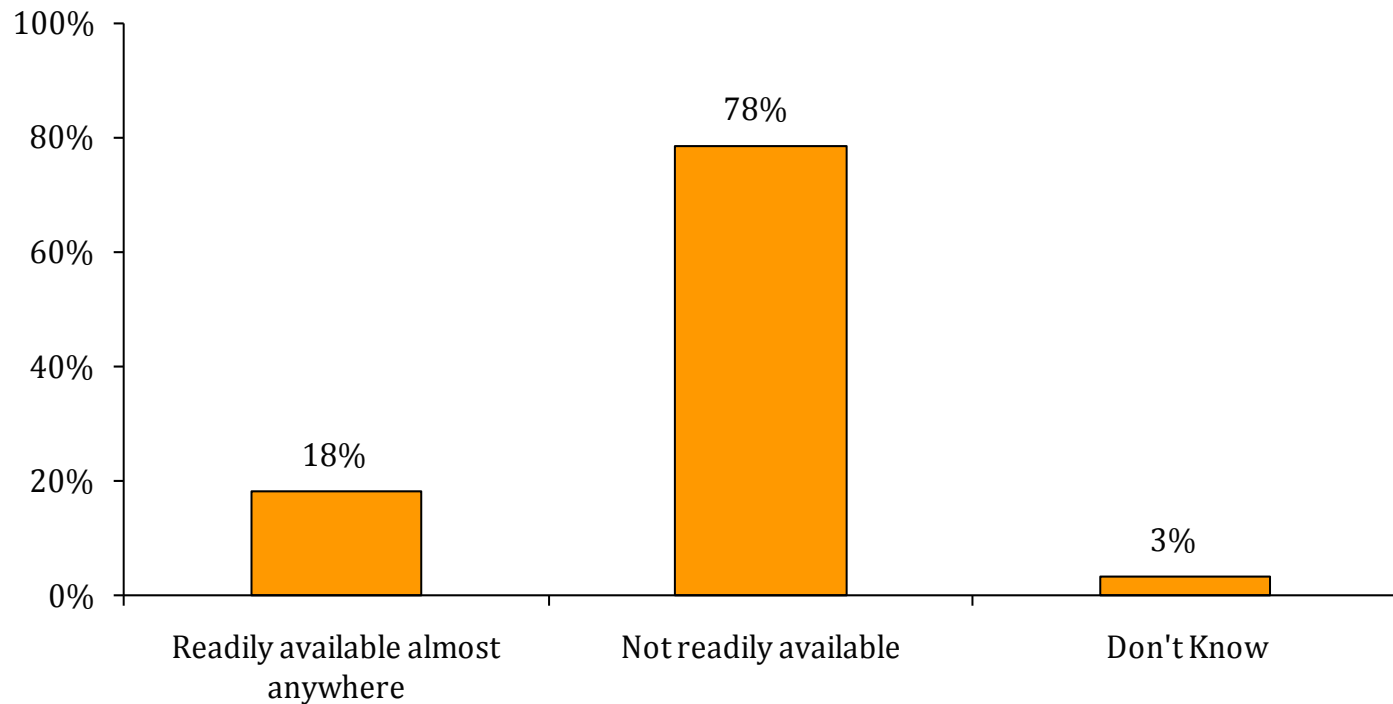
↑ ↓ Indicates a significant difference from national population

Acceptance and Acquiring \$1 Coins

A Majority of Americans Believe \$1 Coins Are “Not Readily Available”



These days, would you say that \$1 coins are . . . ?



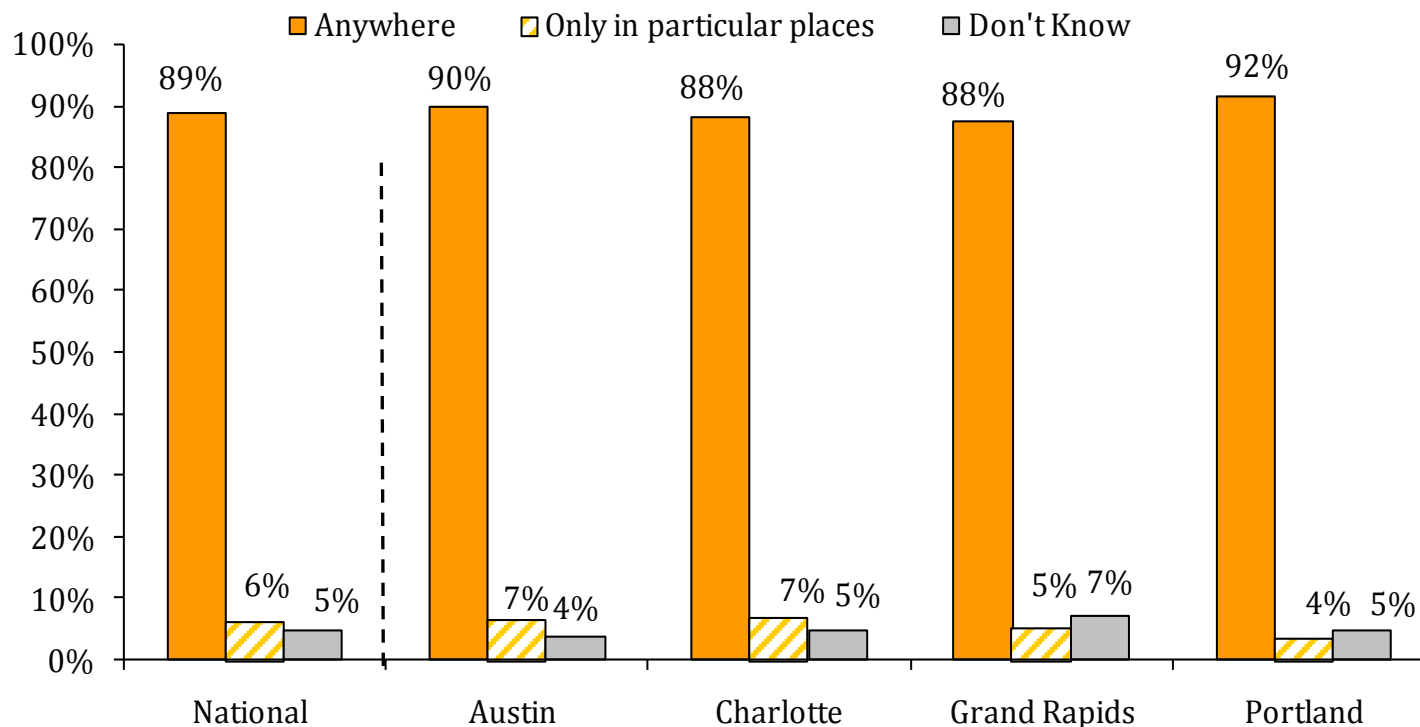
NOTE: No comparison is made with prior data because the question changed in June 2008, to ask about \$1 coins rather than only Presidential \$1 Coins

A Majority of Americans Reported \$1 Coins Are Accepted by All Retailers and Businesses



From what you know, are \$1 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

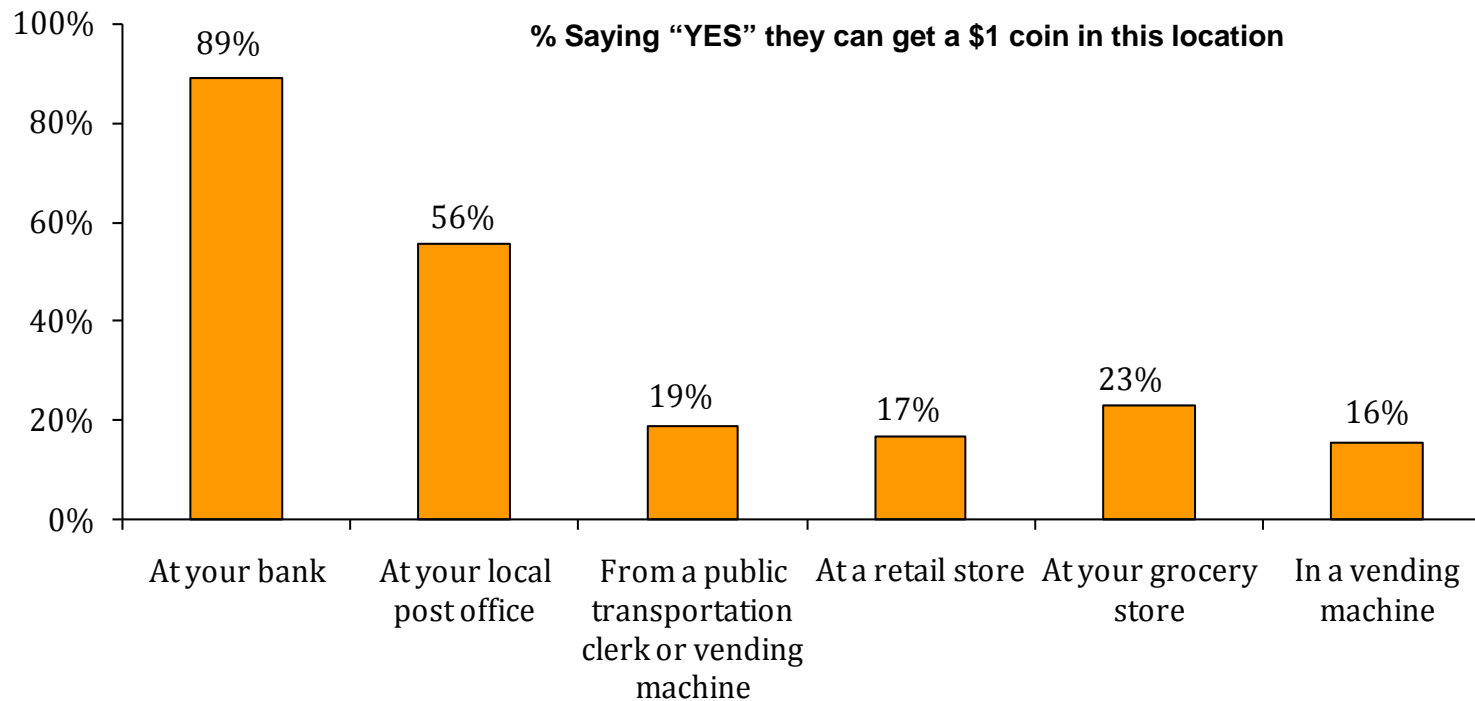


Most Think They Can Get \$1 Coins From a Bank or at a Local Post Office



Please tell me whether or not you think you can easily get a \$1 coin at this location . . .

Among those who indicated \$1 coins are not readily available

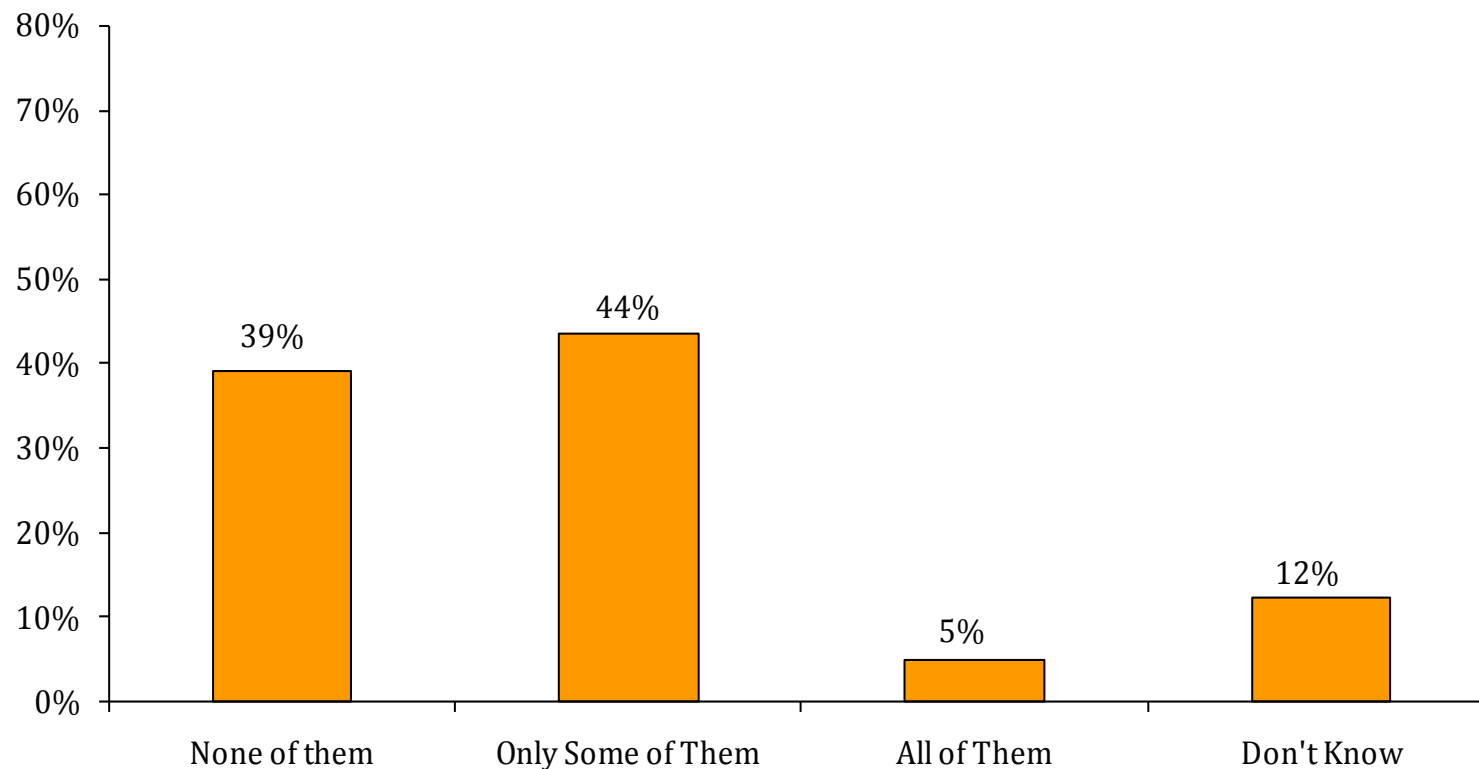


NOTE: No comparison is made with prior data because the question changed in June 2008, to ask about \$1 coins rather than only Presidential \$1 Coins

Nearly 4 in 10 Americans Believe Vending Machines DO NOT Accept \$1 Coins



From what you know about vending machines, do all of them accept \$1 coins, only some vending machines, or none of them?

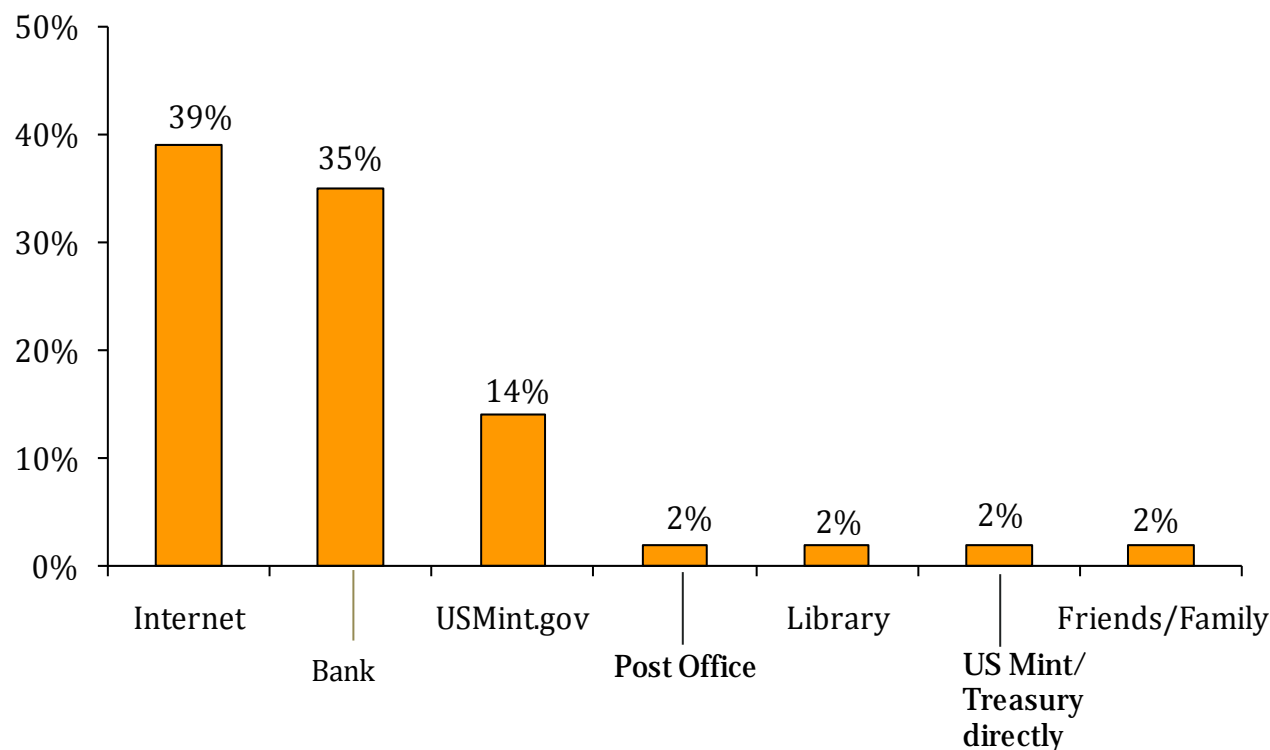


NOTE: No comparison is made with prior data because the question changed in June 2008, to ask about \$1 coins rather than only Presidential \$1 Coins

Most Say They Would Likely Go to the Internet, Their Bank or the Mint's Web Site for Information on \$1 Coins.



If you wanted to learn more about \$1 coins and where you can obtain the coins, where would you be most likely to go for that information?



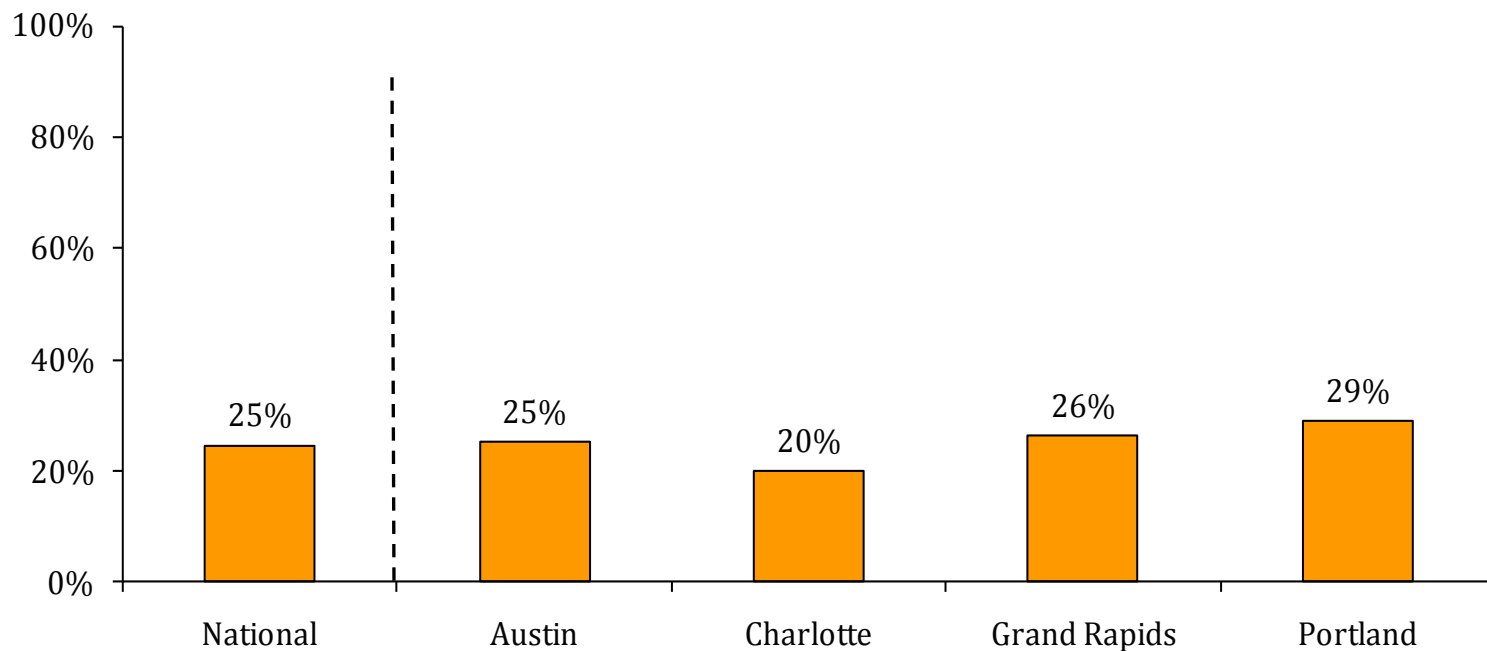
NOTE: No comparison is made with prior data because the question changed in June 2008, to ask about \$1 coins rather than only Presidential \$1 Coins

One in Four Americans Have Been Offered a \$1 Coin



In the past 12 months, has anyone in a bank, store, or retail business tried to hand you a \$1 coin?

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

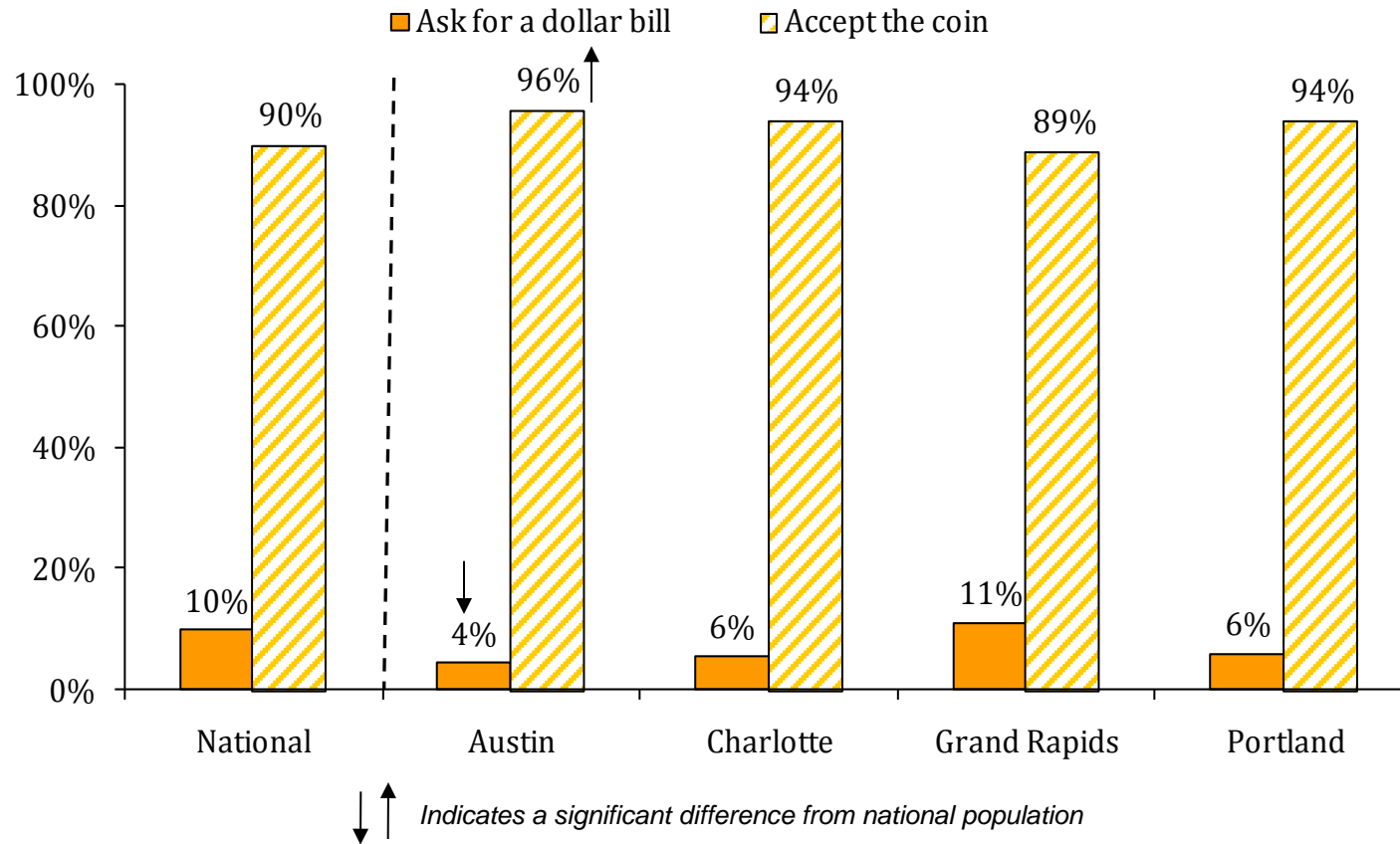


Ninety Percent of Individuals Who Have Been Offered a \$1 Coin Reported They Accepted the Coin



Once handed the coin, did you . . . ?

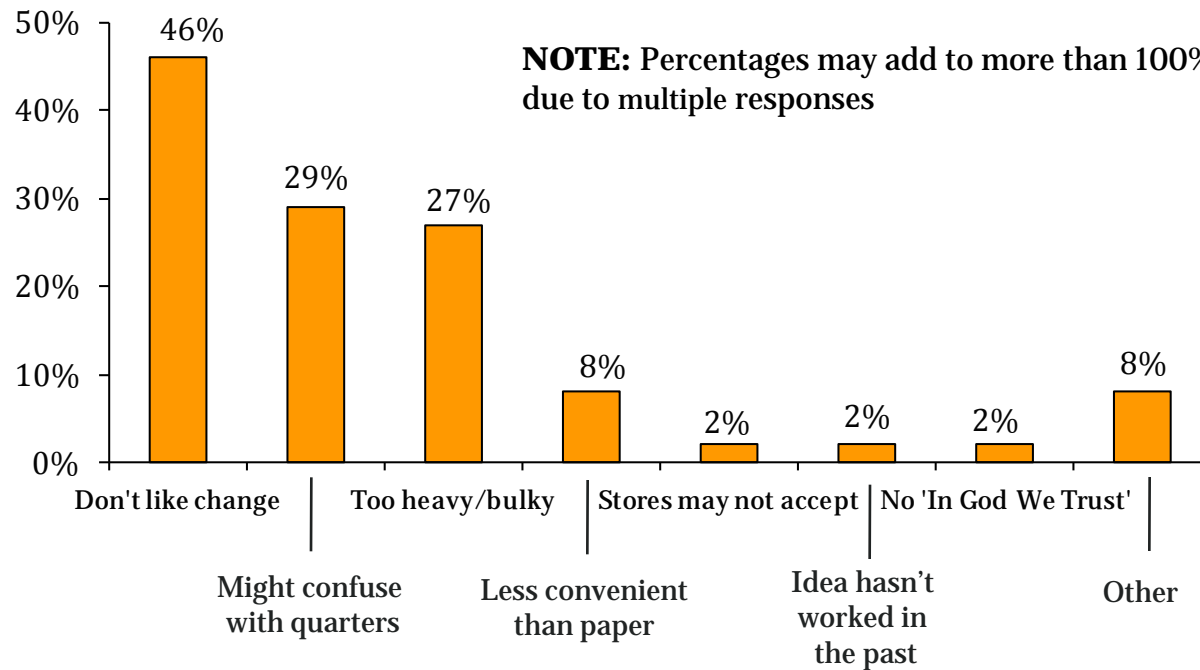
Among those who said 'YES' to having someone in a bank, store, or retail business try to hand them a \$1 coin



Forty-six Percent Would Not Accept the \$1 Coin Because of the Inconvenience



Among those who say they did or would 'ASK for a dollar bill' if offered a \$1 coin

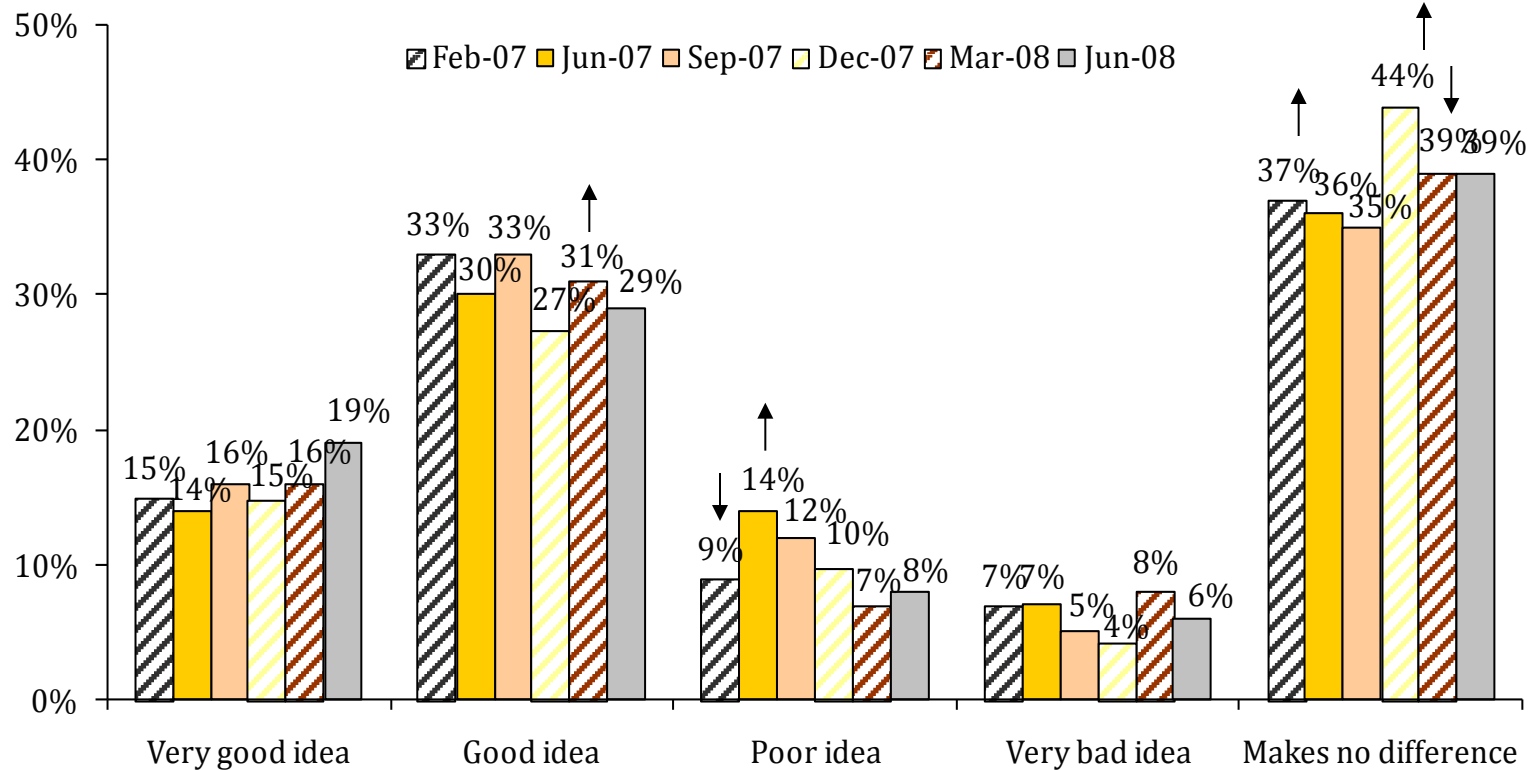


Advertising and Marketing

Most Americans Continue to Have No Opinion About Presidential \$1 Coins



What do you think about the idea of having a series of Presidential \$1 Coins ? Do you think it is a . . .

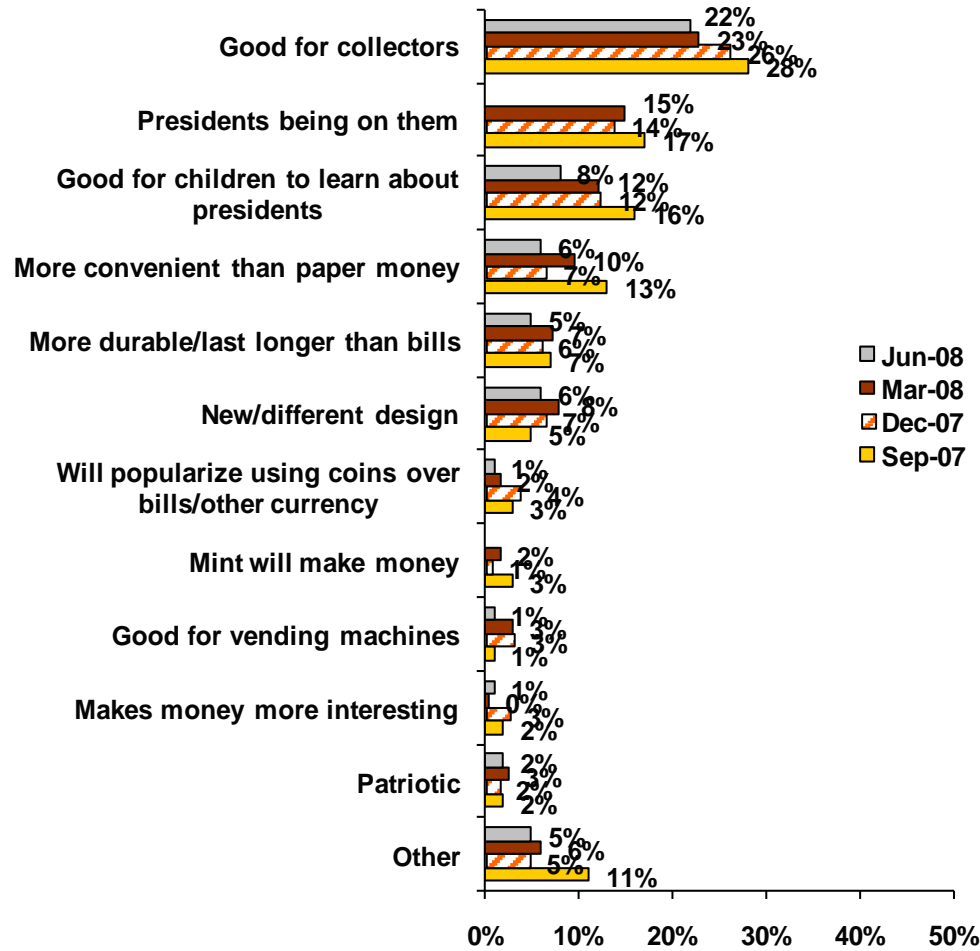


↑ ↓ Indicates a significant difference from national population

Significant Decrease in Number of U.S. Adults Who Believe Having Presidents on the Coins Is the Most Positive Aspect



What do you think is the most **POSITIVE** aspect of the coin?

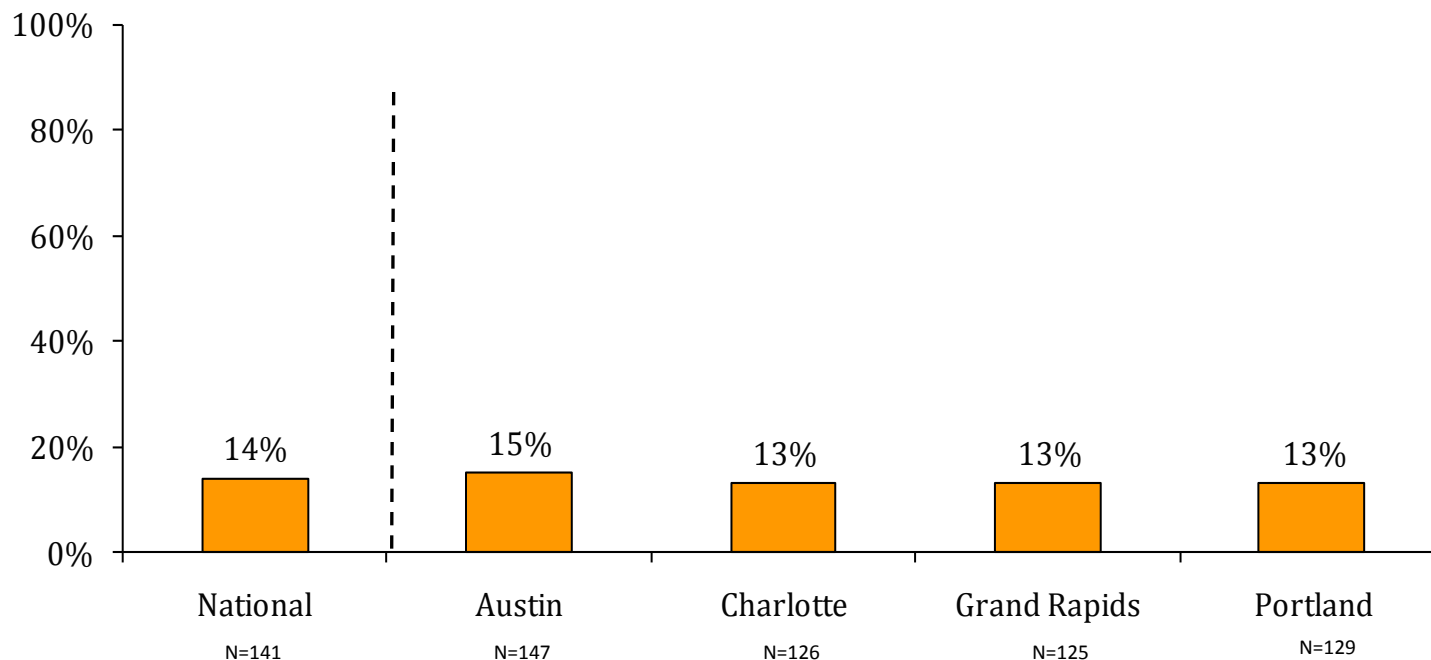


Overall, Less Than 20% of the Population (National and Pilot Cities) Have Seen Advertisements About \$1 Coins



In past 30 days, do you recall seeing any commercial messages or advertisements about \$1 coins in your area?

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





U.S. Mint

Presidential \$1 Coins

Financial Industry Focus Group Report

November 2007

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

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

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1.0 Executive Summary

More knowledge about the Presidential \$1 Coin Program exists within the financial services industry than in the retail industry. Both bank managers and tellers are quite familiar with the Presidential \$1 Coin, but very few are aware of the corresponding program with information and free promotional material available at the U.S. Mint Web site. Retail industry participants knew that \$1 coins existed while financial industry participants not only knew about them, but could often times state that there were presidents on the coins.

The most common initial reaction among financial services industry members is that the Presidential \$1 Coin is important for “collectors” rather than for transactional purposes. The term “collector” for bankers was used for everything from grandparents and children to numismatists, and were regarded as the primary audience for this coin.

The importance of customer satisfaction is at the forefront of the service provided by financial industry associates. Customer satisfaction was at the forefront of both tellers and bank managers’ minds. Therefore, any negative impression received from a customer would stay long term in the teller’s psyche. Most tellers, at some point, relayed negative reactions to the coins from their customers. These reactions have led tellers to assume that *all* customers will reject the coin and so most refrain from offering it. And in fact, many tellers gave “customer service” as a reason why they would not offer up the coin.

Bank managers were universally more negative than bank tellers about the coin. Perhaps it was prior experiences with other coins, perhaps its because of more stress and higher expectations being put on them — but overall bank managers had a decidedly more negative reaction to these coins than did bank tellers. Not only did they have a more negative reaction, it was a much firmer held belief among bank managers that customers did not want them and that bank tellers were uncomfortable using them.

The level of interest expressed by branch managers in promoting the Presidential \$1 Coin appears to correspond to the make-up of their customer base, rather than to the size of their bank. Those banks that do a majority of their transactions with retail/business customers have almost no interest in these coins. For these branches, far fewer coins, if any, are ordered from the central cash vault because their only interaction with the coins is when their retail customers are returning the coins (on a daily basis). In branches where the majority of customers are the general public, orders are higher.

Overall, banks have no policies in place for how their employees deal with these coins. Systematically, each respondent in the focus group relayed how their bank has no policies regarding these coins. Instead, what emerged were discussions about how to work with the coins — among customers who want them, among customers who don’t want them, where to store them, how to distribute them, etc.

There are extensive physical barriers to the use of the Presidential \$1 Coin. Almost all focus group participants believe that vending machines, highway toll booths, public transportation token machines, and postage stamp machines, etc. have not yet been adapted for dollar coins.

Central cash vaults are a significant barrier to the efficient flow of the Presidential \$1 Coin. According to respondents, ordering and delivery limitations mandated by central cash vaults are near universal, although large national banks that have their own central vaults may be in a better position to alter those rules than are banks that use third-party vaults. Policies about returning coins to central cash vaults are stringent as well, and banks having to justify ordering “new” coins if they already have the older coins sitting in their vaults. In addition, central cash vaults’ electronic and telephone ordering systems generally have no “space” or “prompt” where the Presidential \$1 Coin may be specified.

Some of the biggest information bottle necks exist in the large, national banks where communication about the Presidential \$1 Coin is slow to filter down from corporate headquarters. This may be especially true when banks have their own products and services they want their branches to “push.” Smaller and mid-sized banks may have more flexibility to engage their customers with the coin.

Tellers say information and promotional materials about the Presidential \$1 Coin should be sent directly to the head teller in each branch, but bank managers prefer when information comes from corporate headquarters. Tellers clearly want information and promotional materials as soon as it is available so they can answer questions and engage their customers in conversation. In fact, tellers would like those materials to be included in the boxes with the coins. Managers prefer to follow corporate directives on this issue.

Even though the retail industry expects to receive all currency information from their banks (see Retail Industry Focus Group Report), bankers *do not* feel it is their job to educate customers about the coins. “It’s not our burden,” is a common sentiment among branch managers. Yet most tellers, as customer service providers, believe they are exactly the right people to educate their customers. “A bank is where the money is kept and I think we need to be educated more on this because we’re a bank,” remarked one teller.

The financial industry is interested in more outreach information overall. Only a handful of bank managers and tellers had seen the brochures, posters, tent cards, etc. that were presented to all focus group participants at the end of each session, and ALL were interested in receiving more information and/or having the promotional materials in their banks. Tellers are especially enthusiastic about displaying information at their stations.

Rumors existed about getting the coins into the branches. A series of interesting rumors emerged about barriers that existed in getting the coins. Some tellers talked about larger banks getting first priority while some insisted it was on an alphabetical system.

2.0 Methodology

Twenty-eight focus groups were held in five U.S. cities — Atlanta, Boston, Chicago, Dallas, and Irvine — to identify and discuss various topics surrounding the United States Mint Presidential \$1 Coin Program. The key issues were to determine awareness, knowledge, attitudes, and behaviors regarding the new coin, and to what extent it has been adopted into the coin flow process. The complete discussion guides appear in Appendix C.

Focus groups were conducted with bank tellers and managers in small, medium, and large banks. All focus groups were conducted between Sept. 19 — 27, 2007. The full report that follows contains a detailed matrix describing the participants in each focus group. See Appendix D.

The list of groups held in their respective cities is listed below.

	Atlanta	Boston	Chicago	Los Angeles	Dallas
	(4)	(8)	(8)	(4)	(4)
Financial					
2 Small Comm.					
Bank Tellers		X	X		
2 Med. Region					
Bank Tellers	X				X
2 Large National					
Bank Tellers		X	X		
2 Small Comm.					
Bank Mgrs		X	X		
2 Med. Region					
Bank Mgrs	X				X
2 Large National					
Bank Mgrs		X		X	

Two focus group moderator's guides, one for the teller groups and one for the bank managers, were developed by Gallup in conjunction with input from U.S. Mint staff. These guides were used in all cities.

As part of the focus group process, participants were asked to discuss their experience with and understanding of Presidential \$1 Coin, their perceptions of the coins, advice for how to increase acceptance of the coins, about customer interactions and the coins, and general knowledge of the Presidential \$1 Coin program. Bank managers were asked about the coin flow process including such questions as when did they go get money, how much did they get, and what was the coin ordering process.

All the focus groups were conducted in professional focus group facilities in their respective cities and were audiotaped and transcribed. The transcriptions were used for this analysis.

2.1 Statement of Limitations

The findings presented in this report are intended to provide exploratory insight into participant reaction to the Presidential \$1 Coin program. Although the participants in this study were chosen to be representative of the population in their communities, they are not statistically representative, so the findings cannot be projected to any population. It is important to remember that focus groups and in-depth interviews are qualitative research methods. Results from them are intended as qualitative input only, and in this case, may be used to inform the development of a quantitative study of these populations. The findings should not be misconstrued to be representative of all retail cashiers, wait staff, and retail managers, and cannot in any way ensure the success or failure of communication strategies or messages.

3.0 Detailed Findings

3.1 Initial Reaction to the Presidential \$1 Coin

As may be expected of professionals in the financial industry, bank managers and tellers are keenly aware of the new Presidential \$1 Coin. Many focus group participants say they were notified about the new issue via e-mails from their corporate headquarters, central cash vault, cash flow managers, or head tellers, but an equal number of tellers also learned about the coins from their customers, the media, or personal experience. Conversely, very few bankers claim to have any knowledge about the U.S. Mint Presidential \$1 Coin Program or the information and free promotional materials offered through the Mint's Web site. Virtually no one believed they had received notification directly from the Mint about either the coin or its corresponding program.

Focus group participants were asked to say the first thing that came into their minds when the Presidential \$1 Coin was mentioned. Top-of-mind reactions to the coin run the gamut from "educational and pretty cool" to "here we go again — what a pain" among members of the financial services industry. But by far, the most common response to the coin is that it's a "collector's item" rather than a coin to be used for transactional purposes.

When asked what they liked and disliked about the Presidential \$1 Coin, opinions are somewhat divided among tellers, with about half the participants responding positively and the other half negatively — but perceptions are almost always based on their experiences as consumers. Many tellers themselves like to give the coins as personal gifts, value its educational component, and say they enjoy the reaction they get when handing them out to customers who request one, particularly from seniors and children. The drawbacks, some tellers say, include the added weight of the new coin, the fact that it tarnishes quickly, and the tendency to confuse it with a quarter.

Among bank managers, however, responses are almost universally negative, and based primarily on their experiences as bankers. Many appear to have hold-over reactions from the issuance of other dollar coins — Sacagawea and Susan B. Anthony, for example — events that managers perceived as unproductive and time consuming for the banks. Therefore, negative reactions range from the burden of receiving the coins from their merchants and having to bundle and return them to the central cash vaults, to how much additional space the new coin takes up in their own vaults. Furthermore, bank managers firmly believe that their customers do not want the new coin and that their tellers are uncomfortable handling and dispensing it.

Awareness of the Presidential \$1 Coin/Program

We usually get an e-mail that there's something new coming out. (Teller)

My cash flow manager said they were going to come out with new dollar coins. (Teller)

No.[We learned about the new coins from] our customers. We didn't know. Even my manager didn't know they had new coins. (Teller, small bank)

My head teller ordered some as soon as she could because a lot of customers were coming in [and asking for them]. It just was nonstop. (Teller, small bank)

I actually found out from customers that they were coming out. (Teller Coordinator, large bank)

Initial Reactions to the Presidential \$1 Coin

“COLLECTOR” COMMENTS

Gold, and very important for collectors. It's a big topic in our banking center with senior customers. (Teller Coordinator, large bank)

Useless, except for collectors. (Teller)

Something that you give to your nephew. (Teller)

They're pretty cool, and some of the kids get so excited. And the senior citizens. (Teller)

I think they're more collectibles than anything else. (Branch Manager, large bank)

“OPINION” COMMENTS — POSITIVE

They're easy to work with. I love them. I don't have a problem with them. (Branch Manager)

They are pretty. They look nice. (Teller)

Very popular amongst our customers. (Branch Supervisor, small bank)

Brings customers into the bank. (Teller)

Educational. (Teller)

“OPINION” COMMENTS — NEGATIVE

Nobody wants them. (Teller Coordinator, large bank)

Nothing you keep in your pocket. (Teller)

Gimmick. As a coin collector, I love the coin. It looks really nice; it's a fun thing to own. As a banker, I absolutely despise it because none of my customers want it. None of my merchants want it. (Bank Manager, small bank)

Pain in the butt. I mean it's nice as a collector's item, but coins, as we've found out, don't work in the U.S. In Europe, they have the euro, and that works for them; it doesn't work here. People like cash, bills that can be put in their wallets. (Float Manager, small bank)

My first thought was coins as dollars — again — and we've got customers that don't like that idea. (Branch Manager, Large bank)

They put them in our drawers and they just take up space. (Teller)

OTHER COMMENTS

Wasn't something wrong with [the coins] when they first came out? (Teller)

We never use them in our bank. (Teller)

We don't order any, we don't get any, and we get a request for one every three, four weeks. (Teller)

We've had a number of requests for them, but we don't keep a lot on hand. We have to order them in lump sums of about 5,000, so we have one branch that really orders them and then we disburse them. So we haven't had much exposure to them. Or experience. (Branch Manager, small bank)

Here we go again. (Branch Manager, small bank)

What Do You Like About the Presidential \$1 Coin?

OPINION OR NON-“TELLER” COMMENTS — POSITIVE

It's one single coin instead of four quarters or ten dimes. It's easier to grab one and go. (Teller)

I like the edging. It's unique. It looks nicer than the Sacagawea coins that came out and the fact that they're gold, so I think a lot of problem with dollar coins is people get them mixed up with quarters, so I think it kind of helps that it's gold. (Teller)

A lot of people appreciate the history aspect of it. (Teller)

People are actually very excited about them. They're assuming that it will increase in value as the years pass and it would be for the kids and grandkids. (Teller)

The weight is heavy. I like it heavy. (Teller)

It's a collector's item. (Teller)

It's an educational tool like the state quarters. (Teller)

I like the idea that hopefully we can get rid of the paper money, and use those instead of those dirty, wrinkly dollars. (Teller)

It says one dollar on the edge, so it's easy to see. (Teller)

My kids, my nieces, my nephews, they all love them, and it makes me the favorite aunt, so I like it. (Teller)

You can use them in vending machines and at the post office. (Teller)

I love the edge lettering on the coin, that's one of the things that appealed to me about it right from the start. (Branch Manager, Small bank)

ACTUAL "TELLER" EXPERIENCES — POSITIVE

People come in and ask us all the time — when are they coming, when are they coming, when are they coming? People really like them when they come out. We go through them really fast. We have them in our office for maybe a week and then they're gone again. So they're on high demand. (Bank Manager, large bank)

I actually feel good when a senior comes in and asks for it and I do have it. They get so happy about it. (Branch Manager)

What Don't You Like About the Presidential \$1 Coin?

OPINION OR NON-"TELLER" COMMENTS — NEGATIVE

With coins, you can lose them too easily. They roll away. (Teller)

A lot of people don't like it because it's change. I feel like a lot of people try to get rid of change all the time and that it's just more in their pocket. (Teller)

Once you get too many, it gets too heavy or your pocket gets too heavy. (Teller)

If you have the choice to have four paper singles and four dollar coins, I would rather take the singles because it's lighter. (Teller)

I put a \$20 bill [in the token machine] and got 19 dollar coins. I was left with dollar coins for about a month because nobody would take them. I had to switch them at my bank. (Teller)

If I go to a bar, I'll leave a dollar coin as a tip if I have them, but I don't go out of my way to give the coin. I think a dollar bill actually represents more than the coin. (Teller)

I don't like that they tarnish easily. They start looking like the Sacagawea. (Teller)

I don't care for the dollar coins at all. I think it's a waste of taxpayer's money or the government's money to make a coin that we don't need. (Teller)

If you drop a dollar bill you can usually see it very quickly and pick it up. These — you drop it and it will roll under a chair or something. (Branch Manager, small bank)

There's no motivation to use it. We still have the single and it's lighter and easier to carry. (Branch Manager, small bank)

ACTUAL "TELLER" EXPERIENCES — NEGATIVE

You can get it confused with a quarter. I've done that once but I've never done it again because I was out \$3 and I know that's why. (Teller)

The more they are handled, the gold turns out to be a really unpleasant color. Just like the Sacagawea, they were pretty, everybody wanted them when they first came out, but if you didn't keep them in the little packet that it came in, and you handle them, they're just really ugly and nobody wants them. (Teller)

Just another dollar coin. I have a vault full waiting to get that bag of a thousand so I can ship them back. (Branch Manager, small bank)

We just wait for the bag to be full so we can ship it out. (Branch Manager, small bank)

We find our merchants are bringing them and giving them to us with their business deposits because people don't want them. They weigh down your wallet. (Branch Manager, small bank)

We just ship all the dollar coins that we have back, all the dollar coins the businesses give us, we just ship them back and we just get money for it. Basically, it's just taking them in from deposits, and only giving them out when they're requested. (Head Teller, small bank)

We find ourselves in the situation sometimes where we're keeping lists and we have to call customers; it's just very labor intensive and I'm not a coin collector myself, so if anything, I've found them to be somewhat of a nuisance. (Branch Manager, small bank)

I tried an experiment in my branch earlier in the year because I had a whole bunch of these things sitting in my vault, and I couldn't face the thought of breaking open every one of those rolls so I could ship them back. I just told my tellers on a Friday, "Here's a supply of coin, give out the coin instead of the one dollar bills, see if we can get rid of some of them." I gave up after three hours because almost without exception everybody pushed them back at my tellers and said, "I'd like a bill, please." (Branch Manager, small bank)

3.2 Bank Tellers Experiences With Presidential \$1 Coin

While most all focus group participants are aware of the new Presidential \$1 Coin — and many tellers say they were notified about it by their banks — very few report that they have received any education about the coin or instructions on how to handle it. Despite a lack of instructions, tellers appear more enthusiastic about dispensing the coins to their customers than their bank managers believe (See 3.7 Attitudes About the Presidential \$1 Coin). Customer service is paramount to bank tellers, and they know that good customer service translates into them having whatever the customer wants, despite any undue hardship it may cause them. Tellers hate being embarrassed by not having answers to their customers' questions or not having the coin available when a customer asks for one. If someone asks for a coin and a teller cannot provide it, they often ask another teller, the vault teller, or even call another branch. Tellers are not only trained to satisfy a customer's request, they are willing to go the extra mile to get there.

On the other hand, very few bank tellers actually offer the coin to their customers. Negative experiences with some customers who refused the coin have caused them to be reticent about offering it to others. Few banks provide materials for tellers' windows — brochures, posters, tent cards — it is clearly the exception rather than the rule. But most tellers have discovered that keeping the coins visible is actually a promotional tool — if customers see the coin, then they generally ask for one or more. Nearly all respondents agree that it is “collectors” (defined rather widely as the elderly and children and numismatists) who exhibit the most interest in the coin.

One particularly interesting piece of information emerged during discussions about how bank tellers interact with the coin: Washington Mutual tellers (at some branches) do not actually touch money. Tellers give customers a slip of paper and then the customer goes to an ATM-like machine to receive their cash. For a teller to dispense a Presidential \$1 Coin, they must physically walk to the vault and exchange the customer's cash for the coin since the ATM-like coin machines do not dispense dollar coins of any kind.

Level of interest in the Presidential \$1 Coin among customers often depends on a variety of factors including the clientele at each branch. In neighborhoods housing a lot of seniors, banks can be inundated with requests for the coin. And banks where the largest customer base is the public, rather than retail merchants, also receive many more requests. It is in these population centers where conversations about the coin takes place between tellers and customers — and the most questions are asked. Enthusiastic customers want to know the coin release schedule, where the coin was minted, how many more presidential coins will be released, and if these coins will replace the dollar bill. In addition to customers who are coin collectors, others will often remark that they want them for their grandchildren, birthday or holiday gifts, or for a tooth fairy reward. Of course, some complaints are heard about the confusion between the coin and the quarter, the added weight in customers' pockets and purses, and the general lack of information about the Presidential \$1 Coin Program versus the 50 States Quarters Program.

In contrast, if a bank branch serves a large number of retail merchants, there is very little interest in the coin. In fact, the higher the percentage of merchants, the more dollar coins are returned to the bank for disposal. Several exceptions to that rule are some banks that

have customers who own car washes or vending machine operations and require dollar coins on a daily basis.

When focus group participants are asked what they have said to a customer who refuses to accept the coin, many tellers prove quite inventive. They cite the potential financial benefits to long-term coin collectors, suggest that coins are great for tips or gifts, and generally try to give people information about the coins and the program — all in the name of good customer service. If a customer still refuses the coin, tellers say they are quick to replace it with a dollar bill so as not to anger them, or worse — risk losing a customer.

Few banks have articulated policies of any kind about the Presidential \$1 Coin, and those policies that do exist appear to be generated by the central cash vaults around limits and requirements for ordering the coins. And most central cash vaults also have policies about collecting a minimum number of the dollar coins before they can be shipped back — 2,000 coins in some cases, but some cash vaults are more flexible. Vault tellers and others responsible for counting and re-counting coins consider them to be problematic and time-consuming. (See 3.3 Coin Flow Process).

While U.S. Mint promotional materials have been distributed and used at some banks where interest in the coin is high, for the most part, policies about promoting and dispensing the coin are non-existent. Tellers — chiefly those who work in large national banks — made it clear that they have competing demands on their time for what they discuss with customers who arrive at their windows. Sales requirements exist for the bank's products and services, as well as many special promotions — for which tellers are measured and/or compensated. Tellers suggested that perhaps the Mint could offer some sort of incentives to tellers for rolling out the coins to their customers. Smaller banks were less worried about corporate directives and appeared to have more leeway to interact with their customers as they see fit.

What Education and Instructions Have You Received About the Presidential \$1 Coin?

None. None. None. Absolutely none. (Typical response from most bank tellers)

We do not get any literature on it, so I had no clue that there were new coins. (Teller)

We didn't get any education or instructions about [the coins]. Our vault just ships them to us. We don't order them, it's just automatic, and I send them right back. (Vault Teller, large bank)

The teller supervisor says they're in, and then we know they're in. (Teller)

We receive a sticker with the president, the name, the date it's going to come out and the date we can get it out. So we always have something, so we post it on the back of the vault to let the tellers know that we have them here. (Teller)

We get corporate communications from our main office telling us when each one comes out and to re-order. It's an e-mail. We get them quarterly when they get ready to come out. (Teller, large bank)

If we do not have a product that the customer wants, you get it, you call, you take the customer's name and number. If we don't have these coins in, we get these coins in because our bank has very high standards. (Teller)

[Our customers] expect us to know when the next one's coming out. And I feel really bad, like I'm not doing my job by not knowing when these coins are coming out. And that's why I want a cheat sheet of everything. (Teller)

Do You Hand Out the Presidential \$1 Coins?

THOSE WHO TRY

[I give out] probably 2 or 3 a week. We got the little cards and instead of people asking me [for coins], I put the cards out and filled 25 up with all three presidents. If they want one, they're going to want all three of that so it's easy — sort of marketing and something fun to do. (Head Teller)

We put ads by each of the teller windows so the customers see them. We really didn't push them as far as us saying, "We also have the new dollar coin, would you like to look at it?" It just was there for the observation that they could see and they could ask us. (Teller)

Customers ask me all the time for the gold coin for their collections. We have to order three boxes every time they come out because they collect the rolls instead of just the actual coins, they buy rolls of it. And it's mostly older people. (Teller)

We don't hand those out as change if they're not asked for, but if they see it in your tray, they say, "Oh, can I have that?" (Teller)

I turn them over very fast. Customers will say "oh, you've got some dollars. I'll take my change in those." (Teller)

If you open a roll and you're giving out three, when [the rest of the roll] are on [the tray], then someone sees them and they ask, but otherwise I really have had probably maybe ten customers that actually came and asked me for [the coin]. (Teller)

It's hard to get rid of the old coins when people are just coming and asking for Jefferson. I wish there was something we could do with the old coins, and only get new coins instead of re-circulating the old ones. (Teller)

THOSE WHO DO NOT TRY

When we do a transaction, say cashing a check, we're not going to go automatically and reach for the coins to give them back to the customers because we already know that they want the paper money. (Teller)

I don't usually pass them out unless somebody asks for them. I don't think people want them unless they're collecting them. (Teller)

We have a coin tray and we keep them with all the regular dollar coins. (Teller)

I've had the same \$11 in my tray for a month and a half. I have not given out or received any, so I'm thankful for that. (Teller)

Mine just sit there. I don't have customers that ask for them. (Teller)

Our bank is set up somewhat differently. Tellers really don't touch money. Instead of the security glass and everything, when you make a withdrawal, you get a slip with your amount, you punch it in on the computer, and it just counts out automatically. So, to be honest with you, they really don't have a choice in our branch, it's just whatever the computer gives them. They're going straight to the computer, punching the numbers, and the money just automatically counts off change and everything. That's how it's set up. It would take a manager to override it. It's kind of like an ATM, but with somebody standing there. (Teller, large bank)

What Do Customers Say About the Presidential \$1 Coin?

POSITIVE COMMENTS

They ask you how many there are, when the next one is coming out, when did these come out, are there going to be more, when are those coming out, how many are there going to be? (Teller)

They're asking if there are going to be any more presidents, and I didn't know any other information about it because we didn't get any bank literature about it. I just saw [the coins] there one day. (Teller)

They [customers] want to know when the next one is coming and who will be on the next one. (Teller)

Most of the time it's a lot of the older customers and they're doing it for their grandkids. (Teller)

Occasionally people want them for children, grandchildren, the tooth fairy. I've seen a lot of that, the tooth fairy. (Teller)

I have customers who want us to call them as soon as they come in so they can come and get them. We have a lot of collectors. (Teller)

We have ordered enough to pass out to whoever has any questions. The only [questions] I know that they were asking is about the two different Mints — is it the D from Delaware and P for Pennsylvania — they want both of them. And normally when we order, we always just get the one Mint. It's one that's from the D, that's all we have. And they're always looking for both. The same thing with the [states] quarters. (Teller)

I think they were more excited with the first one. They're not coming to get as much of the other ones. Because we order a lot and we have more left over of the second and the third president, not the first one. (Teller)

I order dollar coins mostly for the vending machine guy. They use a lot of those gold coins because the vending machines take them. (Teller Coordinator, large bank)

They want to know why — why [the coins] are coming out. (Teller)

I have customers ask if they [the coins] are going to replace the dollar. (Teller)

NEGATIVE COMMENTS

They just say “Do you have them?” and we say “No, go to the Web site.” (Teller)

A lot of people don't like them unless they're collecting them. (Teller)

Customers want the fewest bills and the fewest coins. (Teller)

We had so many people asking for the state quarters, but I haven't had many people asking for the presidential dollars. I was surprised by that. (Teller)

When they first came out, they went to the post office to buy stamps and you get your change in dollar coins. And all they do is complain. They get very upset. They come in and they say, “I don't want these.” And they'll throw 19 of them at me because they had \$19 in change. They don't want to carry 19 coins in their pocket. (Teller)

They'll say it's going to get confused with their other coins. (Teller)

It's kind of like fifties. Nobody wants it because they're going to pass it off as a quarter, and nobody wants the fifties because they think they're going to get it confused with the \$20 bill. (Teller)

What Can Tellers Say if Customers Refuse to Accept the Presidential \$1 Coin?

Say, “This coin could be worth a hundred bucks in so many years” (Teller)

Just give them a little bit of information that this is a collector's item and then say “You can always give them as a good gift.” I try to relate to customers and build rapport. (Teller)

I'd say, "Have you seen the new coin that's out? We've got the Thomas Jefferson. Would you like to see it? Would you like to take a couple of them, put aside for later on, for grandkids?" You have to know the ones that would be interested in this. (Teller)

You could suggest they could use them for tips. I have people who ask for two dollar bills for tips. The dollar coin would be a good tip, too. (Teller)

Nothing. I wouldn't want to anger the customers if they really don't want it. I'd say alright because you definitely don't want to lose your customer — not over a dollar. (Teller)

I would have a hard time [offering the coin], especially to the senior customers, asking them to carry this coin that's heavier. (Teller)

Bank Policies About the Presidential \$1 Coins?

GETTING AND HOLDING THE COINS

We get them in the beginning of the month. We order them one time and that's it. When we run out, we'll call another branch and the customers know that they can go two minutes away and get one from another branch. So we don't order more once we run out. (Teller)

We always have to have at least \$2,000 worth in the vault. (Teller, large bank)

We have a smaller vault area, so we can only have so much in there. We have to ship them out. (Teller, small bank)

Someone in the coin vault will let us know if we're running low and then we let the manager know to order it. (Teller)

DISPENSING THE COINS

We were not told to have the coin take over the paper dollar. We were just to make sure we have them if they ask for them. A lot of our customers do collect so they always want them. But we were never told to give that [the coin] out instead of the paper dollar. (Teller)

The only policy as far as I know is about shipping. You have to have a certain amount to ship them back. We have to have \$2,000. (Teller)

COIN SIGNAGE

We have the signs that we ordered from the Mint — the little triangle ones — and we put the stickers on our door to say that we have them. We've had them up since they first started. (Teller, small bank)

We have a little brochure that came with it and it tells you the presidents, all of them for each year, which ones are coming up, so we pass those on to customers. (Teller)

We're not allowed to do that kind of stuff [going to the Web site, downloading information and using it to promote the coin]. It's up to the marketing department. They'll do it if the [U.S. Mint] sends it, but if I suggest it, it's not that easy. Marketing is very tough. (Teller, large bank)

[Regarding whether branches are permitted to put up signs, banners, etc.] It's up to corporate. (Teller, large bank)

Branch Managers on Why There May Be Few Official Bank Policies Regarding the Presidential \$1 Coin

I don't want to have the [Mint promotional material] in my branch. I want to be promoting the things that are going to make money for my bank and going to make money for my branch. My marketing material is going to be talking about checking accounts, money market accounts, CD's, online banking, etc. Having marketing material promoting the [Presidential \$1 Coin] isn't doing a thing for my bank. (Branch Manager, small bank)

When you look at it quickly, it's not making money for your branch, but what it does is it builds a rapport with your customer base and if you do have some materials available to answer questions for them, have the coins available for them, what it does is it will hopefully promote a feeling within people that they're satisfied customers, therefore they want to promote your bank to other people. (Branch Manager, small bank)

3.3 Coin Flow Process

Branch managers, head tellers, and others who ordered money were asked to diagram the coin flow process from the time coins leave the U.S. Mint until it gets placed in customers' hands. Unsurprisingly, there was very little variance in the coin flow process among focus group participants. Diagrams indicated that the coins flow from the Mint to the Federal Reserve to a central cash vault and then to the individual branches via an armored car service. One slight variation between large national chain banks and smaller banks is that the former almost always have their own central vaults, while the latter use generic cash vaults that service many banks in the region. Or in some cases, large national bank cash vaults — Bank of America, for example — will also supply smaller area banks. Several verbal descriptions of focus group members' cash flow diagrams follow:

From the Mint, [currency] gets distributed to the various Federal Reserve banks. From the Fed Banks it gets shipped out to the commercial banks that deal directly with the Fed. From those commercial banks they then ship out to their member banks, whether it's to their own branches, or in the case of a smaller bank like mine, to banks that order from them as opposed to directly from the Fed. And they ship from their armored carrier out to us. (Branch Manager, small bank)

We don't order straight from the Fed because we don't order enough money, so we order from a cash vendor and it comes via armored car. Then it goes to either our vault or the teller line, depending on what they need. (Branch Manager, small bank)

Mint, Federal Reserve, bank, branch, customer. There's a cash operation department and then the cash operations department sends it to the branch. (Branch Manager, large bank)

Mint, Federal Reserve, Loomis Fargo, bank, branch, customer. (Branch Manager, small bank)

Mint, Federal Reserve, Wells Fargo L.A. Cash Vault, Brinks, branch, vault, tellers, customers. (Customer Service manager, large bank)

Mint, Federal Reserve, Brinks, vault teller, teller, customer. (Branch Supervisor, small bank)

Mint, Federal Reserve, our cash vault is Union Bank, Loomis, branch, vault, teller. (Branch Manager, small bank)

Mint, to the money service which is Dunbar, our bank and then to the customer. (Branch Manager, large bank)

3.4 Coin Flow Barriers

After a discussion of each bank's cash flow process, branch managers, head tellers, and others who order money were asked to list barriers at each juncture of the process that might inhibit the efficient delivery of the Presidential \$1 Coin to the customer. The solid majority of bankers agree that one of the chief barriers to coin flow is the mandatory limits that central cash vaults place on the numbers of coins that can be ordered, and the number of coins that can be returned to them.

Such limitations — a minimum order of \$1,000 and a maximum of \$3,000 coins is common — apply solely to the Presidential \$1 Coin and can cause great hardship for smaller banks where vault space is in short supply and customer demand is low. Further barriers occur when a new Presidential \$1 Coin is issued and customers refuse the older coins stored in the bank's vault. Because central cash vaults also have a minimum on the number of coins that can be returned (\$1,000, for example), many banks are reluctant to order the new coin until they've cleared their vault of the older issues. Conversely, at banks where customer demand for the coin is high, those banks may have a difficult time keeping enough coins in stock.

Another common barrier is that banks cannot transfer cash from one branch to another. All currency must flow in and out of the central cash vaults. Therefore, if a teller cannot satisfy a customer who is asking for a Presidential \$1 Coin (or a particular president), he or she must send the customer to another branch — or even to a competitor's bank — options, as customer service providers, they prefer to avoid.

There are occasional problems with transportation schedules, armored car services delivering the wrong coin, or no coins at all, and corporate accounting offices that question the number of coins being ordered. But, by and large, the critical issue is the limitations put in place by the central cash vaults. Most banks are very familiar with their customer base and they say they need the flexibility to adjust their coin orders — and coin returns — to meet that demand. When and if that happens, bankers believe that the Presidential \$1 Coin would flow more smoothly.

BARRIERS

My barrier is the fact that we do have that mandatory limit. Even if we can go down to \$500, I think it [the Presidential \$1 Coin] will get used more because we know what our customer base and our cash flow is. Now, I order it, they don't take it, and we send it back. If you order a smaller amount, you can push those out a little bit more than you can \$2,000. (Branch Manager, small bank)

We order through the Bankers Bank (vault) and we have to order [the coins] in \$2,000 increments, so if it's not in that, they won't accept it. That's our bank's requirements. They won't break it up. (Branch Manager, large bank)

We can't transport it between branches. I had a branch call me today that they had 800 dollar coins just sitting in their vault that nobody wants. I said, "Send them to me," but [the central bank] won't let us ship them. (Branch Manager, small bank)

Sometimes you can call another branch and ask them if they have these [the coins] if you have a customer looking for them. And you can send the customer to that branch, but we can't take cash from one branch to another — we can't swap. (Branch Manager, large bank)

I get enough [Presidential \$1 Coins] in from my customers that I don't have to order them, but talking about barriers, I know it's an automated number, so we call and punch it in and you never know what you're going to get. Even if you do get through to ask someone, you never know what's going to show up, it's whatever, and sometimes I wonder if it's because we're considered a smaller bank. Do they take it to all Bank of America and we're the last one to get whatever's left over? (Branch Manager, small bank)

Our teller vault may have no requests or low volume, so they're not going to order a big block. If we have two customers that ask for it, we're not ordering it because we're not going to sit on \$1,800 worth of coins just for them. (Branch Manager, small bank)

I think the clog is the customers because if the customers don't want it, then you don't need to order it. (Branch Manager, small bank)

ORDER PROBLEMS

We order money through Bank of America. But a lot of times they don't have the coin, or they get coin in late, like maybe two weeks after they're already out. So the customers are asking and asking and I still don't have the last coin. (Branch Manager, small bank)

With Brinks, there have been occasional screw-ups where the delivery hasn't shown up when it was supposed to show up. I try to order as needed so if the delivery is supposed to be there on Thursday and it doesn't show up until Friday, then more often than not I'm running into a problem. It doesn't happen a lot, but it does happen. (Branch Manager, small bank)

From the carrier, which is Brinks, to the bank, this happened to me, Brinks brought the wrong coin. They brought the [Sacagawea] and I had requested the new coin. (Branch Manager)

Maybe our money center didn't order enough for the branches to have enough. (Branch Manager, large bank)

Our \$2,000 limit is set by Banker's Bank, that you can't get it unless you order \$2,000. It's the difference between a big bank versus a small bank. [Bigger banks] can break it down bigger than we can. We have to take what the vendor gives us. Theirs is going to a central vault and then they can break it down however they want because they are a big enough bank. We're small, so we're at the mercy of this central vault. (Branch Manager, small bank)

If it's a sizeable order going over to the Fed, my corporate office would question, why do we need that many? They'd question the size of the order. (Branch Manager, small bank)

3.5 Ordering Money

All branch managers, assistant managers, head tellers, and customer service directors who participated in these focus groups regularly order money for their branch, and several participants order money for up to six branches. All were very familiar with the ordering process. Most banks have a daily or weekly limit to how much cash they can order and ordering decisions are generally made by the branch manager in conjunction with the head teller and based on historical data — familiarity with their customers' needs based largely on last year's cash flow. Larger banks will often order through their accounting departments and only after corporate headquarters has approved the order. Several bankers mentioned new automatic money-ordering systems — Icom, Cash Master — that determine how much cash each branch can order every day and how much cash they must return to the central vault. According to focus group participants, those directives can be overridden, and most bankers choose that option.

As a general rule, head tellers are responsible for ordering coins for each bank, and the decision about how much coin versus dollar bills to order depends on the needs of the bank's customer base. Small community banks are particularly attuned to their customers' needs, but even large banks are provided with software so they can trace

historic patterns to determine future orders. Regarding the Presidential \$1 Coin, ideally, the same general rules would apply: Order based on customer demand. For instance, bank branches that are business centers or whose customers are primarily merchants generally order fewer Presidential \$1 Coins because “businesses bring them right back to the bank.” Branches that deal largely with the public will have to order the coin from their central cash vaults to satisfy demand.

Many focus group participants say their banks are notified when a new Presidential \$1 Coin is released. Some receive e-mail prompts from their central cash vaults, memos arrive with cash shipments, and many say that Federal Reserve sends an e-mail. There are even some members who report that their banks automatically receive a “set supply” of the coins at each issue; with an option to order more if they are available. But most bankers must order the coin using the same prescribed system they use to order all their currency. Today, banks almost universally order their cash online, but some still order it via telephone prompts. Ordering money directly from the Federal Reserve is an option for the largest national banks, but nearly all others order money from their central cash vault. Perhaps surprisingly, those few focus group participants who say they can order the Presidential \$1 Coin specifically are those who order by telephone. But, there was widespread agreement among group members that, while there is an option to order a generic “dollar coin” via Internet forms, there is no option to order a specific coin. Often times, a telephone call to a special number must be placed to order the type of coin preferred, and even then, according to participants, there is no guarantee that the coin ordered is the coin received as vaults or couriers will sometimes make substitutions. Occasionally, cash vaults have policies that orders must be made within a 2-week period after the new coin is released, or they will not guarantee that the newest coin will be sent. Many bankers report that once a new coin is released, some central cash vaults will not ship the older ones.

Plenty of rumors proliferated about getting the coins — some small banks believe they are last on the priority list for receiving the Presidential \$1 Coins — that the larger banks get first option. Others believed that coins were actually delivered to banks alphabetically such that when the deliverers ran out, there were no more coins available for those at the end of the alphabet.

When asked if there is anything specific or unique about ordering Presidential \$1 Coins, the conversation returned to basically three points: Limitations by central cash vaults on the numbers of coins that can be ordered and returned, limitations on the time frame for ordering the coins, and the inability to specify the exact type of coin wanted on the telephone and Internet ordering forms.

Ordering Decisions

We have a daily limit, but it's an average weekly that they give us. (Bank Manager, small bank)

We're told how much we can order by a thing called cash master — it's a bunch of input information on how much each branch can hold. So we're told we can order so much cash and within that we can order our coin. (Teller Coordinator, large bank)

You learn from being at your branch what you need, what days you go through more money, what times of the month that you're going to need extra — a long weekend's coming, you've got to fill your ATM, so it's basically done by your need and your experience of how your branch flow runs. (Branch Manager, small bank)

How Much Coin Versus Bills to Order?

We have customers that order at least once a week or every day or every second day, so we know when somebody's coming, and then keep some extra in case somebody might come. I keep 10,000 in quarters, 5,000 in dimes. When I order quarters, we always get two boxes of the new quarters. I guess they have it on the list. (Branch Manager, small bank)

I order dollar coins mostly for the vending machine guy. They use a lot of those gold coins because the vending machines take them. (Teller Coordinator, large bank)

I think we go a lot by your history every week. The pizza down the street is going to need a thousand dollars in coins, the liquor store's going to need so much, so you kind of know your customer. You might have something out of the blue, but 99% of the time, you know what your customers' routines are. (Branch Manager, small bank)

We have nice customers that call and tell us when they need extra. (Branch Manager, small bank)

It depends on how much will fit in the vault. (Float Manager, small bank)

[We have] higher net worth customers. So I'm not going to order \$100,000 worth of singles, it's going to be all big ones. (Branch Manager, small bank)

A lot of time we're just using either software that our banks have provided or you can just look at historically how much you've gone through. If you're at a non-peak time, I don't want to keep 20% more than I normally have in cash just sitting in our vault when it can be back in our [central] vault and the rest of our branches can use it. (Branch Manager, large bank)

We don't order them specifically. We've only got six branches so if we had a thousand in our smallest branch, it would be there for 20 years. There's just not the demand to actually order them. We get enough through our customers giving them to us, so it kind of feeds the need really. And we've still got tons of the Sacagawea things. (Float Manager, small bank)

How Are Banks Informed When to Order New Coins?

VIA E-MAIL

We get an e-mail from our central cash vault saying new coins are coming out this date and you can start ordering. (Branch Manager, large bank)

You'll get that e-mail saying the new ones are coming out and they'll say you can't get any more Jeffersons, you can't get any more Washingtons. (Branch Manager)

I get an e-mail that tells me when they're [new coin] coming out, and I'm supposed to order a certain week. (Branch Manager, small bank)

VIA WORD-OF-MOUTH/PHONE

We heard about it in a meeting just so we can be aware, but we didn't have brochures. We just had that one e-mail. (Branch Manager)

[Regarding how banks are informed about new coins,] there's a message when you call the Federal Reserve, and it says that the new coin is coming out the 15th, or it won't be released until the 15th, or something like that. (Branch Manager, small bank)

I actually found out from customers that they were coming out. (Teller Coordinator, large bank)

I had a customer actually bring it in [a brochure]; they said they got it at the post office. (Branch Manager)

When they [the coins] become available, our vendor notifies us that they have a supply of new dollar coins available — first come, first served. They will fill all orders with these coins until the supply is exhausted, then you get whatever they happen to have in the vault. (Branch Manager, small bank)

VIA BROCHURE/MARKETING MATERIALS

We got a brochure. I believe it was from the U.S. Mint to the our cash vault. (Customer Service Manager, large bank)

In our cash shipment, they'll send us a memo. We get our actual paper cash in and then in the plastic bag they'll send us a memo saying, 'reminder, your presidential coins are coming out, put in your orders.' (Customer Service Manager, large bank)

We got posters from our Banker's Bank. The posters show presidential collar coins and it shows the five presidents, so we posted them in our banks. (Branch Manager, large bank)

We have something called "Words to Bank By" where they can send out little blurbs of new things that come out. It's on our intranet and they just put out 10 or 12 things a day — things to keep an eye on. (Assistant Branch Manager, large bank)

The Federal Reserve sent out a lot of brochures when they came out with the first gold coin, but only the first time. That's pretty much it. (Branch Manager)

Ordering Process

INTERNET

We order it through the Internet, through our corporate office. It's reviewed by corporate and then our corporate office sends the instructions to the Federal Reserve. They order a lump sum for all 20 branches because there're 20 in Atlanta (we do have 20 in Florida as well). We place the order all on the same date, which is a Tuesday and then it's delivered Wednesday through Brinks. And it gets delivered to each branch. (Bank Office Manager, mid-size bank)

I have the option of doing it over the Internet. (Branch Manager, small bank)

PHONE

I do it directly over the Fed Phone and send an internal form to our operation center so they know what to get charged. (Branch Manager, small bank)

It's all over the telephone [the ordering process]. And you get a confirmation number at the end. (Branch Manager, small bank)

We order from Union Bank (central vault) on Mondays, Wednesdays by 10 a.m. for Tuesday and Thursday deliveries, and it's done by the phone. You punch in your codes, punch in a denomination and then the amount that you want. Then you do your coin separate. There isn't any special prompting for the Presidential \$1 Coin. (Branch Manager, small bank)

There is another number that we can call and talk to someone, but there is no place on there [telephone] to order it, and there is no guarantee that you're going to get it either. (Branch Manager, small bank)

OTHER COMMENTS

Our vault teller doesn't like to order them because they do come in thousand dollar boxes and we can't get rid of them. We still have Sacagaweas in the vault that we can't get rid of. If the customers ask, she'll try and get another branch and see if we can split the thousand dollars up, but other than that, she doesn't order them at all. (Teller, large bank)

It's very difficult to explain to your customer that you're a bank and you're trying to get it and you can't guarantee them that you'll get it with your order this weekend. They don't get how the process works. They just walk in and say, "You're my bank, you're a bank, why don't you have them?" It's like we generate the money right there. (Branch Manager, small bank)

Is There Anything Specific or Unique About Ordering the Presidential \$1 Coin

QUANTITY

We have to order a whole box of a thousand to get them. We still have the second president and now they want Jefferson. And we can't get rid of the 850 that we have. (Head Teller, large bank)

You have to order so many when you order (Teller, large bank)

That was my point, also. To order a box, you have to order a thousand, a thousand dollars. And you can't order less. You can't order five rolls or something. (Teller, large bank)

If you're ordering dollar coins, you're going to get whatever they decide to give you. (Branch Manager, small bank)

There's no limit on [ordering] other coins, just the Presidential \$1 Coin, that's the only one that's limited. (Teller Coordinator, large bank)

We have to order a thousand Presidential \$1 Coins. Forty rolls. That would be nice if we didn't have to do that. If you could get half a box. (Branch Manager, small bank)

Per series, we can only order 3,000 [coins] per store, but often we only get 1,000 in. Because we have people on a wait list, they're gone within a few days. We'll run out of them before we even get a chance to give them to the customers who just walk in. (Bank Manager, large bank)

If we could order 10 rolls or 20 rolls, we'd probably do it, and some of our smaller branches would probably do the same, but not with a thousand. It's just way too many because you end up with them forever. (Branch Manager, small bank)

The last time, I had 1,800 left, and then the new president came out. Well, I'm not going to order 2,000 more and then have 4,000 sitting there. I have to scrounge up 200 more, ship that 2,000 back to get the new 2,000 of the new president coins. Just let us start ordering in smaller denominations. (Branch Manager)

TIMING

There's only a certain amount of time during which you can order these coins. Two weeks. They give you two weeks to order it, but if you get it early, you can't give it out until the 16th. Then they [Brinks, Federal Reserve, money centers] usually say we can order them until they run out. (Branch Manager)

I was told that the Federal Reserve sends them [Presidential \$1 Coins] out alphabetically, so Wells Fargo is always at the bottom of their list. Customers come in

June 1st looking for the coins and we don't have them until July/August. (Customer Service Manager, large bank)

From time to time, they give us a three or four week timeframe that if you ordered the dollar coins during that timeframe, you would only get the newest ones. (Customer Service Manager, large bank)

OTHER

There's some cost [between ordering coin and ordering bills] and it's probably factored in along the lines of weight and size because it just costs more to transport coins. (Branch Manager)

It doesn't say presidential coin in the dollar slot [just dollar coin] so we put it in there and then we have to call the Fed and tell them specifically what we're looking for. We place an order on Tuesday and we get it on Thursday. (Branch Manager, small bank)

3.6 Increasing Circulation of the Presidential \$1 Coin

Customer satisfaction is at the forefront of the service provided by bank tellers, and while they may hesitate to offer the Presidential \$1 Coin to customers who may or may not have interest, they do want to have them available if the customer would like one. Nearly all say they would keep information at their window if they had it, and most say they would display posters, tent cards, and other promotional materials as long as it was first approved by corporate headquarters, their marketing departments, or branch managers. Interestingly, once tellers got past some of their inherent biases about the coin, nearly all respondents were remarkably enthusiastic and inventive in their ideas about how they and their banks could increase its circulation.

Throughout the entire interviewing process, many comparisons were made to the 50 States Quarter Program and the excitement it generated, and is still generating. And several focus group participants drew on that program to generate ideas to circulate the new Presidential \$1 Coin. Ideas ran the gamut, and included: Simply ask the customer if they would like a coin, diversify change to include the coin, display the coin so customers will see it, give them as change at the drive-through windows, special promotions when new accounts are opened, hang banners on the outside of the bank buildings, using coins as an educational tool in local schools, and plan a promotion around President's Day in February, among many others. However, focus group participants cautioned, nearly all of these ideas would have to be approved by corporate headquarters (larger banks) or marketing departments (smaller banks), although smaller, community-based banks appear to have more leeway to act independently.

In terms of what the U.S. Mint could do to increase circulation of the new coin, tellers were also full of ideas. Once again, many focus group participants referenced Mint promotions for the 50 States Quarters Program, but soon other ideas were flowing: Advertise to the public to create demand, print buck slips for banks to slip money into, create incentives for tellers to dispense the coins, make up gift sets, focus on the environmental aspects of minting coins versus paper bills, coordinate the color of the coin

to match holiday gift-giving, reduce the amount of coins banks must order, adapt all phone and electronic cash ordering systems to include this specific coin, and create a starter kit for collectors, plus others. (See Appendix A for all teller recommendations)

Nearly all tellers' suggestions for what those outside the financial industry could do to help increase circulation of the Presidential \$1 Coin centered around creating a need for the coins by adapting machinery — toll and vending machines, for example — to receive them. Stickers or signs should then be placed at all machines that accept the dollar coin.

Recommendations About What Banks and Tellers Can Do to Increase Circulation

“SPECIAL OFFERS”

We gave away state quarters for every checking account we opened. We did it in a nice little cardboard, it had our name on it and it was really nice. (Teller)

Say, “this is our new promotion this week. We’re giving everyone one gold coin as part of your change.” (Teller, small bank)

I think that advertising is a good idea. Personally, I like the different money, so I order two dollar bills and I make sure to have them for Christmas and I give them out. I encourage people to use that kind of stuff so I’m on the other end where I wish that they would give the money so there’s more free rein of giving it out so that I can get it to give out. And then I encourage the customers to use the coin. I usually give it to them, and say use it for tips, give it to your grandkids at Christmas, I mean I like giving that stuff out. (Teller Coordinator, large bank)

Mostly it’s seniors that are coming in who want the coins. There’s not a lot of demand from any other age group. But, if you do some type of promotion, if your kid opens a savings account, they get a free gold coin. I think it would be something fun. (Branch Supervisor, small bank)

Say, “As part of your change, we’d like to introduce you to the new gold coin.” A lot of people don’t know about the coins, you know. (Teller, small bank)

We have promotions for opening up checking accounts where we give away something, how about we give away the board, like the quarters we gave away? But give away a board for each of the presidents with a little biography of each president on there. It will encourage someone to get the roll of quarters and use it however way they want, either as a collectible or anything else. (Teller)

You could promote minors’ savings accounts and tell them that they get a free coin. The Bank gives them the free coin, the first dollar for opening it. (Teller)

JUST ASK/JUST HAND THEM OUT

Ask the customers if they'll accept the coins instead of the bills. (Teller)

Maybe just slipping them [the coin] in the change. (Teller)

If I do suggest it [the coin] to them, one out of five will say yes, they'll take it. (Teller)

Let's say you pay \$5 to a customer, give them four singles and one coin. (Teller)

Give it out as change, just automatically give it to the customers as change. (Teller)

We can leave them in our tray so people can see them and start to circulate them more. (Teller)

May be just offer a different way to actually giving the money back — instead of five singles, maybe three singles and two dollar coins. As long as we also have the pamphlets next to our teller windows so then they really do see what it is. (Teller)

If it's \$25 cash back, the rolls of dollars are \$25, say, 'Would you like a roll of dollars?' (Teller)

I [give the coins out as change] all the time. I don't want them in my coin tray very long and if they're not moving, I just start handing them out as change. (Teller)

When I work at the drive thru, I just throw them in the envelope because they don't count the money. (Teller)

EDUCATIONAL SLANT

We actually have a program in our bank where we go out and teach kids financial literacy, how to save money, how to use a checking account, etc. This could help kids learn the presidents, too. (Teller, small bank)

Say it's an educational tool. It can help children learn their presidents. (Teller)

You could go to the schools in your area, and introduce savings accounts and promote [coins] then [parents] would, in turn, come in and get the dollars to fill them up so their kids learn the 50 presidents. (Teller)

OUTREACH/PROMOTION

Hang posters on the wall, and have the Mint brochures to hand out to people. (Teller)

I have the [Mint brochure] sitting on the counter with the other two things that I got, so it creates conversation with the customer. (Teller)

Hang a banner on the front of the bank, saying “Presidential \$1 Coins Now Available!” (Teller)

While you’re out opening new accounts on college campuses or the mall or grocery stores, have flyers available where they can just pick it up. (Teller)

I display the bookmark with the three coins inserted into it. When somebody sees it and asks about it, I just say, “Well, you give me \$3 and I can give you one already filled in, then it’s all ready for a Christmas present.” (Teller)

Banks are going to want to promote themselves and not the Mint. Banks have to have their name on it [promotions] because they are doing something good for you. (Teller)

On President’s Day, you could promote the coins big time during that period. (Branch Manager, small bank)

OTHER

I think we’re going to have to provide merchants with the wrappers for them. Right now every once in a while one of my merchants comes in with a bag and says “Do you have anything I can roll these in?” (Teller)

I see a huge expense for our bank if we help the Mint promote [the coin]. Unless the Mint is going to do all of the brochures and what have you, still that won’t personalize it to our business. (Teller)

What Can the Mint Do to Increase Circulation?

ADVERTISE

[Advertise in] the news. That will make it easier on us if the customers are informed. (Teller)

More advertisements through the media, on the TV or newspapers, where it reaches broader target markets. You can put it in Maxim, you can put it in Cove Girl, you can put it in Time, as long as you really reach the whole entire target out there. The target is everybody out there who spends money. (Teller)

I think along with more promotion, there has to be a monetary incentive to whomever it is — retailer, bank — that the Mint wants to push this coin. (Teller)

More publicity. (Teller)

TV advertisements. Because everyone watches TV. (Teller)

Advertise, and say you can pick it up from your local bank. Then make sure your bank has ordered the coin, and that they have educated tellers about the coin so when people

do come, we can tell them everything A through Z, dot every “i” and cross every “t” about what they want to know. (Teller)

Have an ad campaign — buy ten for \$8. (Branch Manager)

Remove the [ordering] limits; make it more attractive by promoting it and getting the public more familiar with it. (Branch Manager, small bank)

Make more of a hoopla about it. Make it just a really big deal. (Branch Manager)

More publicity and marketing to consumers and banks, both. (Branch Manager)

Advertise, do something that will make not only the individual user, but probably more importantly, some of these businesses to be more comfortable accepting the coin so it gets flowing a little bit better. (Branch Manager)

Advertise. That will go a long way in helping not only our tellers, but our end users, the customers, be more comfortable with these coins. Right now they are kind of a novelty, as we’ve all been saying — a novelty and a collectible so you want to get people to the point where they’re thinking “Okay, it’s an everyday thing, not a big deal when I do get one.” (Bank Office Manager, small bank)

OUTREACH

I’m surprised that if they want to get more coins into circulation, [the Mint] doesn’t have posters and stuff for people to put up. (Teller)

[It would be good] if, when [the Mint] sends us the coins, they send information with it and the bookmark and things to put them in [collector’s books]. The same thing they did with the quarters with our bank, but we never got anything from the Mint. (Teller)

I feel like they did a really good job of marketing the state coins. Even though we have the gold coins coming out, people are still very excited about the state quarter. (Customer Service Manager, large bank)

Start a “Go for the Gold” campaign. (Teller)

We should be able to buy them from the Mint already encased in something to give away as gifts. Customers can purchase it for Christmas packages, pink packages for girls, blue packages for little boys, Easter packages, tooth fairy packages. I could see somebody coming in and saying ‘Do you have any of those girl packages of gold dollars?’ (Teller)

[Give us] more of this literature, and then we can push it, that’s our job. We’re the front line. (Teller)

Just give us more literature about it. Make sure we know more about everything. These pamphlets are great. The folders for the customers are great, and [the Mint] needs to make these more accessible to each bank. (Teller)

Maybe for the 2008 coins, the first one will probably come out in February, so sending information in December or January to branches so they could advertise it to their customers. (Teller)

Teach us about the product so we can cross sell. It would definitely draw attention from the people who normally come in and, if they knew about it, they might spread the word to people that they know who collect them or who might be interested in them. (Branch Manager, large bank)

OTHER

[The Mint should] purposefully create a flaw in the coin because it creates a buzz around it. People will talk about it. (Teller)

The Mint should make little buck slips to put your money inside. That would be good. (Teller)

If [the Mint] provided [buck slips], the banks would be gung-ho! We'd give them out like crazy! (Teller)

Instead of selling it one by one, you could have a set of them and just sell it for \$5 in a package. That would be a good gift! (Teller)

The Mint should say that it's cheaper to make coins than it is to make notes over and over again. (Teller)

For every thousand or every 500 coins that are made, one's actually made out of gold. It's like a game. (Teller)

Maybe do the presidents backwards. Instead of starting from George Washington, start with the most recent and go down because then more people can identify with a recent president. (Teller)

Change the color to pink or purple. People don't want a black iPod anymore, you want a colorful iPod, and even in computers, they come in colors, and I think you would be more inclined to use something colorful to fit your life. (Teller)

Always keep them shiny! (Teller)

The Mint should offer some type of incentive. People like incentives. (Teller)

Once you handle them a lot, they're not very pretty. So keep them in a little gift set. (Teller)

A starter kit is a great idea. (Teller)

They should target it around the holidays for stocking stuffers. (Teller)

Just like a savings bond, if the Mint could make it possible for people to come to the bank order the amount of coin they need, package it as a gift set, and send it to them. That would help people to save. (Teller)

The only way it is ever going to work here is if [the Mint] gets rid of the one dollar bill. So long as people have a choice between a one dollar bill and a one dollar coin, they're going to pick the bill every single time. (Branch Manager, small bank)

Allow them to be returned in smaller amounts, too. I don't have to ship them out 2,000, but they charge us a little bit more — like an extra \$5 or \$6 a bag. (Branch Manager, small bank)

Maybe the Mint needs to produce something a little bit different than a gold coin, it's like they just copied Sacagawea. Maybe in platinum, bigger, a different size, a different shape. Something. (Branch Manager, small bank)

Put them in boxes of 500 instead of a thousand. That would help a lot. (Branch Manager, small bank)

Focus on the benefit to the customer — the 18 months [lifespan for a dollar bill] versus an average coin lasts 30 years, that kind of savings and then maybe eventually tax savings. (Branch Manager, small bank)

Could there be any kind of an incentive coming from the Mint to tellers? American Express does some for Christmas. Every time you sell a certain amount, they'll give you recognition and send something where you can order out of a catalog. (Branch Manager, small bank)

Reduce the charge from the Fed for ordering them [the coins], or get rid of it. Don't charge us for something they want us to push. (Branch Manager, small bank)

Recommendations About What Those Outside the Financial Industry Can Do

Create a need. It would be easier for me if the customer came in wanting them. So if there was a need that these coins filled for the customers and the customer wanted them, then I could more easily give them out. (Teller)

If they started making laundry machines that run off the dollars, people will come in and buy those. (Teller)

Have more vending machines take coins. If they didn't take dollars and only took coins, they'd want more coins and they'd come to the bank. Then you've got to go buy some dollar coins if you're going to get the Coke. (Teller)

If the pop machines only took dollar coins, people will want to keep dollar coins in their pockets so they could use them throughout the actual day. College campuses — put them in there. (Teller)

ATMs could dispense dollar coins. (Teller)

Start amending and changing the vending machines so they accept these. That would also help to make our customers more aware that they can use these on a day-to-day basis. (Bank Office Manager, small bank)

Update the coin machines. We don't have an updated coin machine. [The coins] don't register so we have issues there. They kick them out, or count them wrong. They go into the quarters. Then we have our coin machine out of balance and we have to explain that to the auditors. (Branch Manager, small bank)

3.7 Attitudes About the Presidential \$1 Coin

All financial service industry focus group participants were read several statements about the Presidential \$1 Coin and were asked to say whether they agreed with the statement, disagreed with it, or remain neutral on the matter. Participants were asked to respond with a thumbs up, thumbs down, or flat palm, respectively. The statements in order of presentation are as follows:

*The coins are easy for tellers to dispense.
I don't mind when customers give them to me (us)
I find they speed up the cash flow process when we hand them out.
I think they're easy to distinguish among other coins.
I think most tellers are comfortable handling and dispensing the coins.
I think most tellers are comfortable talking about the coins with their customers.
My bank likes when we distribute the coins*

1. The coins are easy for tellers to dispense.

Tellers are twice as likely to respond negatively as positively to this question. Many say that if customers are looking for a particular president — most often the latest issue — they do not want to take the older coin. And, as discussed in Section 3.5, Ordering Money, some banks are reluctant to order new coins until they've dispensed the old ones owing to a shortage of vault space or limitations on the number of coins that must be returned to the central cash vault. In addition, tellers say they have to open new rolls of coins when a customer requests one, and then they need to find a place for the rest of the coins. Old, out-of-date teller coin trays are a major impediment to dispensing the dollar coin, according to focus group participants. If banks have supplied their tellers with updated trays that have slots for dollar coins, those tellers say the coin is easy to dispense. In contrast, tellers who do not have coin trays fitted with dollar coin slots say that the coins are not easy to dispense.

The question about the ease with which tellers dispense coins elicits overwhelmingly negative responses from bank managers. There is solid agreement among managers that their tellers do not want to “mess” with the coins because customers have rejected it in the past — and they assume that no one will accept it. “Unless somebody specifically asks for them, they're not giving them out,” explained one

bank manager. “They don’t want to do it, they don’t want the confrontation with the customer,” said another.

2. I don’t mind when customers give them to me (us).

Both branch managers and tellers have predominately positive reactions to this statement. They are, as they point out, in the customer service business as bankers, and so they are duty-bound to accept whatever currency their customers give them — and they majority are happy to do so.

3. I find they speed up the cash flow process when we hand them out.

Tellers are roughly divided between negative and neutral on the question of transaction speed, while only one said the statement was positive. (That particular teller found that counting out coins rather than dollar bills to customers was more efficient and accurate simply because coins do not stick together.) Those tellers who said coins do not speed up the process talked, for the most part, about the awkward places they keep the coins — boxes or drawers, rather than trays fitted with a slot for dollar coins, and the inefficiency of having to open rolls of coins and then having to find a place to put the remainder.

The vast majority of focus group participants who are branch managers believe that the coin slows the entire cash flow process in their banks. When customers and tellers engage in conversation about the Presidential \$1 Coin, or if a teller has to go the vault to find a specific coin, it slows down the entire transaction process. Another common situation, according to bank managers, is when a customer sees the coin on a teller’s tray, “They always stop and say, ‘Oh, what are these?’” From a manager’s point of view, the dollar coins not only slow the process, it also keeps tellers from cross-selling other products and services to the customer.

4. I think they’re easy to distinguish among other coins.

Since bank tellers spend the majority of their days receiving and dispensing currency, it is not surprising that they say they have no trouble distinguishing the Presidential \$1 Coin from other coins. Those who have newly fitted trays say their coins are organized and it would be almost impossible to confuse them, but even those who keep their coins in drawers report no problems differentiating it from any of the others. “With the gold, there’s no other coin like it,” explained one respondent.

Distinguishing the Presidential \$1 Coin from all other coins is also quite easy for the large majority of bank managers. Very few respondents say that they confuse them with quarters or other dollar coins.

5. I think most tellers are comfortable handling and dispensing the coins.

In terms of their comfort level in handling and dispensing the Presidential \$1 Coin, bank tellers, as a whole, are quite comfortable in this regard. “Coins are coins,” one

teller remarked. Few very respondents said the coins were cumbersome or awkward to handle.

Branch managers are divided about whether their tellers are comfortable handling and dispensing the Presidential \$1 Coin, with roughly one-third positive, one-third negative, and one-third neutral on this topic.

6. *I think most tellers are comfortable talking about the coins with their customers.*

This statement was interpreted differently by many tellers and, as a result, the responses are divided. Those who understood the question as “talking customers into *taking the coi*” responded negatively, as a rule, because they don’t want to market or “push” the coin, while those who interpreted it as just discussing the coin with customers were of two minds. On one hand, many tellers say they are uncomfortable discussing the coin with their customers for the simple reason that they have not been educated about it. One frustrated respondent said, “I don’t know what presidents are coming out, or when, or if there’s more coming out. I’ve never seen any information on them and I don’t have anything to share with my customer about them.” Another said, “You’re the banking person. They expect you to know about the money.” On the other hand, tellers who had received some information or brochures about the coin — or had researched it themselves — said they were quite pleased to share their knowledge with customers.

Bank managers strongly believe that tellers are uncomfortable talking about the coin with their customers. Again, this question seems to have been interpreted in most cases as “talking customers into *taking the coin*” rather than tellers just giving out information or having a discussion about the coin with customers, and that may account for the high level of negativity on this issue. For those managers who interpreted the question as just “giving out information,” most responses were fairly positive. “Tellers know their clients, so [conversation] depends on their customer,” said one manager. Another manager laughed and said, “My tellers won’t shut up [about the coin]. They like to talk about things. That’s their personality, they’re tellers.” But managers also share their tellers’ concerns about the lack of knowledge about the Presidential \$1 Coin/Program, and quite a few mentioned that as a reason why tellers may not feel comfortable discussing the coins with their customers.

7. *My bank likes when we distribute the coins.*

Since banks have rarely discussed the Presidential \$1 Coin with their branch managers or tellers, both groups remained largely neutral on this issue, saying simply that they have not been handed down any policies or directives about the coin one way or the other. But one teller did speculate that distributing the coins *should* make banks happy because, “If it makes the customer happy, it makes the big guys happy at the bank.”

Those bank managers who responded negatively about tellers’ comfort level in handling, dispensing, or talking about the Presidential \$1 Coin with customers elaborated on their attitudes:

Tellers hate them. They don’t want to use them. They are difficult to dispense, take up room, they’re heavier. My tellers have got them in envelopes in their cash box and they say they hate them. (Branch Manager, small bank)

[Tellers] say a lot of the customers say that they don’t want the coins because they say they confuse them with quarters when they put them in their wallets. (Branch Manager, large bank)

It’s a burden [for tellers]. (Branch Manager)

[Tellers] are worried about that confrontation with the customer. ‘What’s this stuff you’re giving me, you know?’ I’ve heard that a number of times. (Branch Manager)

Tellers don’t want to open a new roll because they have to count what’s left over every day until they hand them all out. The same thing with the supervisor, she doesn’t want to open a box to count every day. (Branch Manager, small bank)

I force them. When I get a shipment in, they [tellers] automatically have to buy \$100 worth because I don’t want them coming to me telling me a customer wants a roll of dollars. It’s all about customer flow, so if they have them, then they can go ahead [and give them out]. (Branch Manager, small bank)

My tellers choose not to have them. They treat it like it’s the plague. (Branch Manager, small bank)

According to branch managers, there is very little that banks can do to make tellers more comfortable with the Presidential \$1 Coin:

I think it’s less about just educating the bank staff and the teller staff, I think it’s educating the citizens. We need to say “This is why we’re doing it.” (Branch Manager, small bank)

I think if tellers knew more of why [the coins] were coming out, if there’s more of a reason behind the dollar coins, then they might be more receptive to taking them and getting used to them. But right now because there hasn’t been any final word from the

U.S. Mint saying that they're doing away with the dollar bill, they don't want them at this point in time. (Branch Manager)

[Regarding what would make tellers more comfortable] When people ask for them. (Branch Manager, large bank)

[Regarding what would make tellers more comfortable] When the dollar bill is eliminated. (Branch Manager, large bank)

One of the things that you [the Mint] could do is approach it from an environmental standpoint. (Branch Manager, small bank)

If they [tellers] had a coin dispenser. If you can take out the human piece, then I think it would work. (Branch Manager)

Branch managers do believe, however, that tellers may be more comfortable dispensing the Presidential \$1 Coin if they had a proper space in their trays or drawers for them:

[Tellers] don't like giving them out because they don't like all that in their drawers. It's bulky, it's heavy, and time consuming. ((Branch Manager)

The newer coin trays hold them. You can put in the half [dollar] and dollar coins. (Branch Manager, large bank)

My tellers keep them in envelopes in their cash box. (Branch Manager)

We have space for them in our trays, but it only holds 35. You've got Sacagawea and Susan B. Anthony in there, too, so they're all mixed up. (Branch Manager, small bank)

3.8 Knowledge About Presidential \$1 Coin/Program

There is a considerable lack of knowledge about the Presidential \$1 Coin within the financial services industry. Few managers have received any information about the coin from their leadership, and many tellers were embarrassed to have found out about the coin from their customers. Among those focus group participants who had been informed about the coin, they say they received some information (often as a forwarded e-mail) from their corporate headquarters, branch managers, central cash vaults, corporate newsletters, or the Federal Reserve. Several of the more enterprising group members searched for additional information on Google after learning about the coin's existence. Even so, confusion still exists about how many presidents will be issued, when the coins are released, and many bankers confuse this coin with Sacagawea. Only a handful of respondents had seen any Mint promotional materials, knew about the Mint Web site, or were aware of the corresponding Presidential \$1 Coin Program.

When an assortment of Presidential \$1 Coin Program materials (posters, tent cards, brochures, etc.) was placed on the table, most focus group respondents expressed surprise — “Where did they get those? I've never seen those! Are they from the Mint? How can

we get those? How many can we order? Are they free?” Managers and tellers alike became quite animated and virtually everyone said they would be interested in getting more marketing materials. Furthermore, when they were told about the Mint’s e-newsletter and the fact that they could sign up for alerts on the Mint Web site, most participants said they would do so. It is unclear among focus group participants where the coins are packed — at the U.S. Mint or central cash vaults — because several respondents say they do receive brochures in the same boxes with their coins. But many participants suggested that the most efficient method to make certain that banks receive Mint brochures and promotional materials in a timely fashion is that they come packed in the same boxes as the coins. Several respondents also cautioned that, while they would be very happy to receive information and promotional materials about the coin, they don’t want to advertise something they cannot deliver (owing to some ordering and delivery problems that have occurred occasionally).

Interestingly, even though the retail industry expects to receive *all* currency information from their banks (See Retail Report), many bankers *do not* feel it is their job to educate their merchants about coins in general, or the Presidential \$1 Coin in particular. “It’s not our burden,” is a common sentiment among branch managers. Yet most tellers, as customer service providers, believe they are exactly the right people to educate their customers. “A bank is where the money is kept and I think we need to be educated more on this because we’re a bank,” remarked one teller.

While several tellers indicate that their coin information should come from their corporate offices or from whoever delivers or stocks their cash, the majority of tellers are in agreement about who should receive information and then deliver it to them: The teller manager, head teller, or the teller coordinator. Again, as customer service providers, tellers want access to the information quickly to answer their customers’ questions about the coin and engage them in conversation. On the managerial side, most bankers believe that corporate headquarters is responsible for providing all information. Even though very few branch managers had received Presidential \$1 Coin information or promotional materials from their corporate headquarters, they still believe that corporate generally does a good job passing information down the chain and that the Mint should send information directly there. Bank managers are eager to comply with corporate directives, and are very focused on the bottom line performance of their individual branch. One branch manager explained his position this way, “I want to be promoting the things that are going to make money for my bank and going to make money for my branch.”

As to what information would be the most helpful to bankers, tellers and managers alike agree that a calendar of Presidential \$1 Coin release dates answers the majority of customers’ questions. When given the opportunity to ask questions about the coin, queries center around the coin’s appearance — why does it tarnish so easily, what are they made of, can they be made larger/smaller, among many others. But tellers, in particular, also want to know when it will be available to *them* to distribute, as their customers expect the banks to have the coin on the issue date. Many tellers and customers believe that there is too long a period between the issue date and when the coins are available to the banks. And, finally, the pressing question of “why” was raised by bankers in every focus group: Why is the Mint issuing yet another dollar coin?

How Much Information Have You Received From Your Banks About the Coins?

We've never received feedback from the bank, corporate, or marketing about how to handle these coins. (Typical response from most branch managers)

None. A bank is where the money is kept and I think we need to be educated more on this because we're a bank. (Teller)

Not a lot. I think what happens in our case is we have a marketing department and they get inundated with so many promotions and different things like that. I don't think it's a case of we didn't get the materials, I think it's a more of a case that it wasn't disseminated to us. (Branch Manager, small bank)

We each got a stack [of coin boards]. I don't even know how much was in there because they're so thick. We maybe received a hundred for each branch or something. I was told by the manager that's all we can have for this year. (Teller)

Where Did the Information Come From?

Marketing. (Branch Manager, small bank)

Our head teller will give us information. If we have brochures, they pass them out. (Teller)

Sometimes I go on Google to get a list when some new coins come out, and I print it out so when customers ask, I can look it up. (Branch Manager, small bank)

Our bank has an employee Web site that everybody logs onto and they usually post something new — they post it and you see a picture of it. (Teller)

We really don't get anything from the Mint. It's more or less the Federal Reserve that we order from and the Federal Reserve gets it from the Mint. (Teller)

Either she talks to other managers from other banks or she goes on the Web site. I don't know if there was a Web site or not, but she's really good if something new is coming out — she's on it. So she will look in the paper or go on the Federal Reserve or the U.S. Mint [site] and find out, so we have this stuff, information for our customers. (Teller)

[Regarding how banks are informed about new coins] There's a message when you call the Federal Reserve, and it says that the new coin is coming out the 15th, or it won't be released until the 15th, or something like that. (Branch Manager, small bank)

We get an e-mail from our central cash vault saying new coins are coming out this date and you can start ordering. (Branch Manager, large bank)

We got posters from our Banker's Bank. The posters show presidential collar coins and it shows the five presidents, so we posted them in our banks. (Branch Manager, large bank)

We got an e-mail. We have a central vault and they manage the cash. They sent the e-mail. (Teller)

[Information about] the coins don't seem to be as high of a priority, whereas if they're changing the facade of a \$20 dollar bill, those are going to be used and there's no mistaking it that will become part of our mainstream circulation whereas this may or may not. (Branch Manager)

[Regarding where the flow of information is clogging] I think it's a trickle down. It starts with the Fed and then it's promoted and goes to the corporate office and then it's distributed amongst the different branches. But I think there's just not really a push from my corporate office because it really doesn't grow the bottom line. That's really where the breakdown lies is from corporate to branches. (Branch Manager, small bank)

Where Should the Information Come From and to Whom Should it Be Sent?

According to bank tellers:

I would send [Mint pamphlets, posters, brochures, etc.] to corporate. We have to have everything approved before we give it out. (Teller, large bank)

Brinks delivers our money. That would be the best way to deliver [information from the Mint] I think. [Teller]

[Send information] to the head teller. (Teller)

I think the best thing is to send [Mint pamphlets, posters, brochures, etc.] to the teller manager. Because then if there's other branches, if they're in charge of the other branches, they would take the whole box and the teller manager would separate them for all the branches. (Teller)

It [the information, posters, tent cards, etc.] should be in the box with the coin. It should go to the teller station that bought the box of coin. (Teller)

Maybe if the Mint could send out some stickers that we could stick on our calendar, and it would have the president's name and the date that we should expect it. (Teller)

If it's free [Mint pamphlets, posters, brochures, etc.], just send it to the teller. (Teller)

According to bank managers:

If they went to our corporate offices and say “These are the resources we have available and these are schedules of the things that are going out,” I’m sure it would get to us at some point. There are too many banks to go to individually, but if you went to their corporate headquarters or even to the cash vaults themselves, they would be able to [get the information/materials to us]. (Branch Manager, large bank)

I think some of it maybe communicating on a higher level with more of the corporate banks. It sounds like for all of us from the bigger banks, it wasn’t really pushed down to us. We’re at the branch talking with the clients and for us to know the information is probably more vital than somebody sitting in a headquarters office that never sees the customer. (Banking Center Manager, large bank)

I’d say some more internal information. I mean information to the banking centers so we know exactly when to tell the customers they’ll be in [the new coins]. Information from the U.S. Mint to the banks. (Branch Manager, small bank)

It would make sense for [the Mint] to ship [promotional materials] to the central cash vaults and have them delivered with the coin. And then if it has a little form if we want to order additional, we can order more. (Branch Manager, small bank)

Sometimes I’ve referred [customers] to the U.S. Mint Web site. I tell them, “You’ll pay a premium, but at least you’ll be able to get them if you get them straight from the Mint.” (Branch Manager, small bank)

We have to depend on [central cash vault] for information. (Branch Manager, small bank)

We don’t want to put the information out [to the public] if we can’t supply the product. I mean, truly you can see the disappointment in the seniors when you don’t have it. They just keep coming back and coming back, “Do you have them yet? Do you have them yet?” It’s so sad. (Branch Manager, small bank)

What Has Been the Most Helpful Information for You?

I’ve gotten a list of how they come out in each year. I think I got it off the Internet. There’s actually a lot of information on the Web if you go and look at the Mint Web site, you can find all this stuff. (Branch Manager)

I would put it [the poster] out [even if we didn’t have the coins available] because it’s public information and then instead of asking us, keep asking us, when are these [coins] coming out, they can see for themselves. (Branch Manager)

I think that one is good, the one showing all the years and when they’re coming out and everything. (Branch Manager)

Maybe a more accurate timeline as to who is still coming down the pipeline and the time when it would be released, information like that. (Branch Manager, large bank)

What Else Would You Like to Know About the Coins/Coin Program that You Don't Know?

The dates — when they come out? (Teller)

What are they made of? (Teller)

Which Mint do they come from? (Teller)

Is there a star on the coin? (Teller)

Why is there such a long time between the issue date and when we receive it? (Teller)

Is there a limit as to what you can order as far as the posters? Why didn't they just give them out automatically? (Branch Manager)

What are they going to do about the presidents that are on bills? Are they going to make coins of them, too? (Teller)

Why is the Statue of Liberty on the backside of all the coins? The Statue of Liberty says "New York." It's their logo or emblem. (Teller)

Do they make the coins every year, every five years? (Teller)

Can you make different sizes? Maybe an octagon shape? (Teller)

How do we keep them nice and shiny? (Teller)

Is this cheaper to mint? (Branch Manager, small bank)

How can the gold stay that nice and shiny? A lot of times customers say, and I notice too, it darkens and it doesn't have that nice, shiny color anymore. Sometimes they don't even know that it's one of the presidents because they think it's the Sacagawea because it's already tarnished, it's turned its color. (Teller)

Honestly, I would like to know why they even issue it because, what is the purpose of it? (Teller)

Why are they doing it? I don't understand the benefit of it. It just seems in a world of technology like we have and the advances that are constantly being made, this to me seems like a step backwards, and I really don't understand what the benefit is. (Branch Manager, small bank)

4.0 Conclusions

An absence of advertising and promotion about the Presidential \$1 Coin has led to a considerable lack of awareness and interest among the general public. With no consumer demand for the new coin, the financial service industry has had little incentive to seek information from their corporate headquarters or from the U.S. Mint directly. Almost all focus group participants expressed surprise — and excitement — when directed to information and free promotional materials available on the Mint Web site.

The financial services industry is a fiercely competitive one and bank branches are singularly focused on product sales and cross-selling opportunities to drive their bottom lines. Any information that does not address the bottom line is slow to filter down from corporate headquarters. On the positive side, bank tellers firmly believe that an important part of their job — as customer service-oriented cash providers — is to interact with their customers and to have the information and coins necessary to fulfill their demands. Those teller-customer relationships, particularly strong at smaller banks, will help drive the campaign to circulate the coin. Among the four focus groups interviewed in the financial services industry, bank tellers demonstrated the most enthusiasm for the coin, and therefore, they need to be provided with as much information and supplementary materials from the U.S. Mint as possible to assist them in reaching out to their customers. “We’re there for the customer; we want to do what they need,” is a typical sentiment among tellers interviewed.

In addition to promoting the Presidential \$1 Coin to the general public and enlisting bank tellers in the educational campaign, several barriers to the coin flow process should be addressed — and most appear to center around the central cash vaults. Perhaps most importantly, central cash vaults will need to relax their stringent limitations on the quantity of coins that may be ordered or returned, and allow banks to maintain the number of coins in their vaults that are appropriate for their customers’ needs. Cash vaults will also need to update their telephone and electronic cash ordering systems to allow banks to order the Presidential \$1 Coin and to instruct which exact issue they require. And if, in fact, central cash vaults are where the coins are packaged, it would greatly assist bank tellers if Mint brochures and promotional materials are packed in the boxes with the coins, rather than let that material filter down from headquarters. If tellers need approval from headquarters or their branch managers to distribute or display U.S. Mint information, they already have the materials in hand.

Other barriers to the Presidential \$1 Coin involve those outside the financial services industry. Vending machinery, highway toll booths, public transportation token machines, laundromats, postage stamp machines, and so forth, all need to be adapted to accept dollar coins. And signs reading “Dollar Coins Accepted” will should be posted on or near each machine. Such action will create a need for dollar coins and demand will follow.

A public education campaign and support from customer service-oriented bank tellers should drive the demand for the Presidential \$1 Coin. Adjustments in the coin flow process, particularly at the central cash vault level — less stringent rules on ordering and returning the coins and updating telephone and electronic ordering systems — will allow branch managers and tellers alike to meet those demands at their individual banks.

Appendix A

Recommendations From Bank Tellers

The following recommendations were made by bank tellers to increase both the acceptance and the circulation of Presidential \$1 Coin.

Atlanta Bank Tellers

- ⇒ Tellers should be encouraged to diversify change (give both bills and \$1 coins) for every \$5 given to customers
- ⇒ U.S. Mint should get out more information on the coins as well as collector bookmarks/holders
- ⇒ Coins could be used as an educational tool for school children
- ⇒ U.S. Mint should create a flawed coin on purpose in order to create “buzz” among the public
- ⇒ The Mint should actually make one real gold coin for every 500 made
- ⇒ The Mint needs to send e-mails, information, promotional materials directly to head tellers
- ⇒ The coin should be compatible for use in all vending machines
- ⇒ Treat the coins with something so that they remain shiny instead of tarnishing

Boston Bank Tellers

- ⇒ Cashiers should offer the coins to their customers
- ⇒ Boxes of Presidential \$1 Coin Program brochures should be sent directly to the branches along with the coins
- ⇒ Banks can offer gift cards of coins when customers opening new checking or savings accounts
- ⇒ Banks should use the dollar coins in their drive-through window stations
- ⇒ Banks can hang banners on the front of the bank building saying, “Presidential \$1 Coins Now Available”
- ⇒ Try saying to customers, “This is our new promotion this week. We’re giving everyone a gold coin as part of your change.”

Chicago Bank Tellers

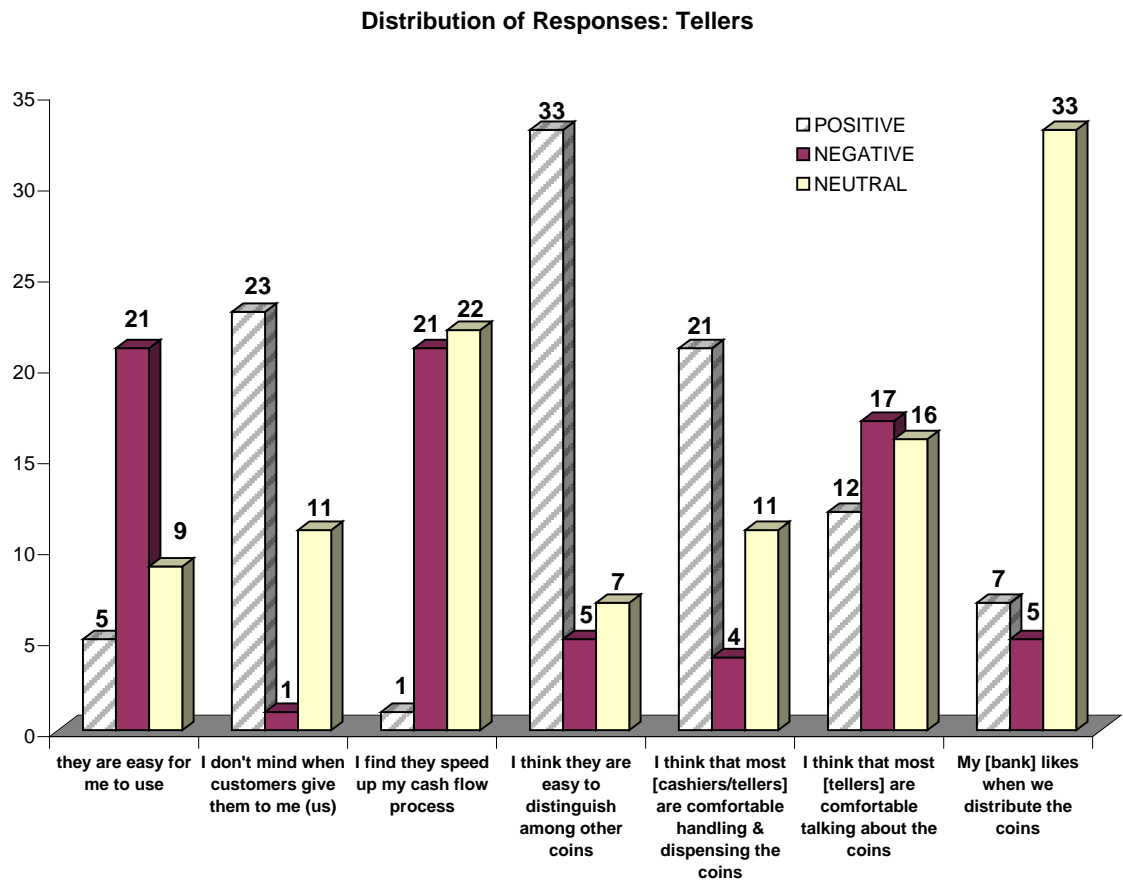
- ⇒ Leave coins in trays so that they are visible to customers
- ⇒ Display more Presidential \$1 Coin literature and flyers in the bank
- ⇒ Increase advertisement to the public through multi-media (TV, newspapers, etc.)
- ⇒ Initiate competitions among all the tellers at a bank with incentive prizes
- ⇒ Tellers can ask customers if they would like a roll of dollars, instead of \$25 cash back
- ⇒ U.S. Mint should offer some type of cardboard holder like those issued with the 50 State Quarter Program
- ⇒ The Mint should develop a “Go for the Gold” advertising campaign

Dallas Bank Tellers

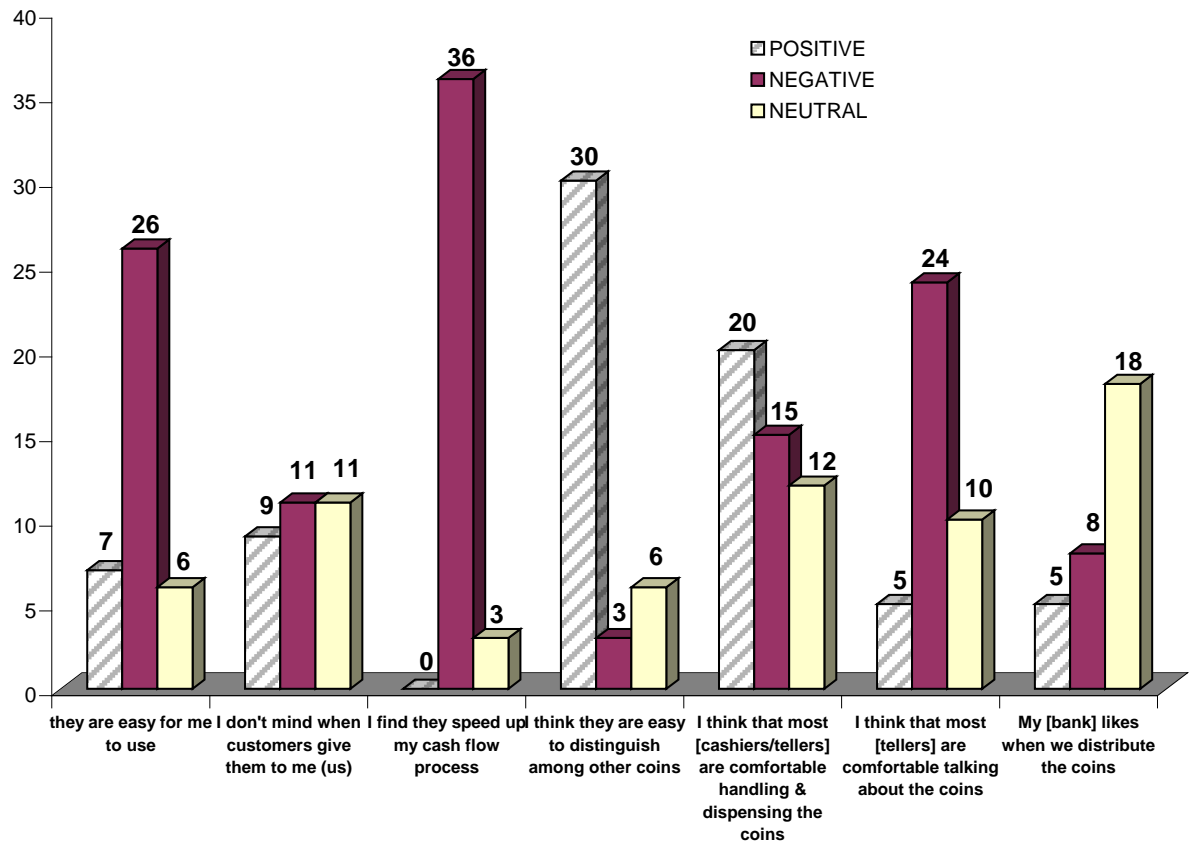
- ⇒ The Mint should print a buck slip for tellers to put customer’s money into.
- ⇒ You could promote minors’ savings accounts and tell them that they get a free coin. The Bank gives them the free coin, the first dollar for opening it.
- ⇒ You could go to the schools in your area, and introduce savings accounts and promote [coins] then [parents] would, in turn, come in and get the dollars to fill them up so their kids learn the 50 presidents.
- ⇒ Provide merchants with wrappers for the coins.
- ⇒ Change the color of the coin to pink, purple, red, green — dye them to match the holiday
- ⇒ The Mint should offer an incentive to tellers for rolling out the coins
- ⇒ The Mint should make up gift packages for the holidays and coin collector starter kits
- ⇒ The Mint should provide stickers with the president and the date for tellers to affix to their calendars.
- ⇒ Coordinate a big President’s Day promotion between the Mint and banks to promote the coins

Appendix B

Financial Service Industry Attitudes Toward the Presidential \$1 Coin



Distribution of Responses: Bank Managers



Appendix C

Focus Group — Tellers Presidential \$1 Coins

Moderator Guide

[Location]

September __, 2007

Moderator: _____

Ground Rules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and how long you have worked as a bank teller.

I. General Discussion

- A. WRITTEN EXERCISE: What is the first thing that comes to mind when I say “Presidential \$1 Coin”? Discuss.
- a. What do you like about the coin? (LISTEN FOR: easy to identify, don’t have to orient the coins in the drawer, interesting to look at, don’t stick together, easy to count)
 - b. What don’t you like about it? (LISTEN FOR: Heavy, easily confused with quarters, no space in the till drawer, have to ask for change more often, no place to hold extra coins, people give them back, slows me down, don’t think about them)
 - c. Compared to other coins you give to customers, how often are you disseminating the \$1 coins?
 - d. What do you think are your customers’ opinions about the new Presidential \$1 Coin?
 - i. Do you have any sense of what your customers are using them for? (currency vs. gifting vs. collecting)

II. Tellers' Experiences With Coins

- A. How did your bank first educate you and other tellers about the new coins? What did they tell you about the coins and how to handle them?
- a. Has your bank given you instructions on how to handle the coins? What instructions have you been given? (LISTEN FOR: where to put them in your drawer, always offer them to customers instead of bills, etc.)
 - b. If you haven't been given any instructions, what do you do with the coins? (e.g. always offer them instead of bills, only give them out if customer asks for them, etc.)
 - c. Does the bank have any policies about keeping the coins? (i.e. they only are keeping so many of them, etc.)
 - d. How do you get Presidential \$1 Coins into your cash drawers? How do you get more if you run out?
 - e. Have your customers asking questions about the coins? What do your customers want to know?
 - f. Have you ever had a customer refuse money (coins or "dirty" dollar bills) — what happened? How did you respond?
 - g. What would you like to know about the coins to help make you more effective as a teller?

III. Increasing Circulation of Coins

- A. We are interested in your thoughts about how the circulation of the Presidential \$1 Coins could be increased. For the next 10-15 minutes, I'm going to ask you to pretend that you have just been appointed to a Teller Advisory Commission at your bank, and your job is to provide me with your recommendations about how tellers can help increase the circulation of the Presidential \$1 Coins. Please provide actionable, realistic recommendations about what tellers, your managers, and even the U.S. Mint could do to increase the circulation of coins to your customers. I am going to leave the room to allow you to discuss this, and when I return you will present me with your recommendations. (Ask for a volunteer to be the recorder on the easel AND reporter back to the group.)
- a. Discuss recommendations
- B. EASEL: Aside from what you can do as a teller, what are some other things that could be done, outside of the banking environment, to get more people using the coins?
- C. If a customer refuses a coin, what could you say that might make them take the coin?

IV. Explore Attitudes About Coins (HAND OUT COINS)

A. I'd like to ask you what you think about the Presidential \$1 Coins yourselves. For each statement, I'd like you to give me a thumbs up (means you agree), thumbs down (means you disagree) or neutral (flat palm wave — means you are neutral about that item) for each statement — I'll count how many of each — than then discuss why you said that. (MODERATOR: Be sure to count OUT LOUD so the tape records the tallies — maybe WRITE THEM ON THE WHITE BOARD AHEAD OF TIME)

- They are easy for me to dispense
- I wish that more customers would be interested in these coins
- I find they speed up my cash flow process when I can hand them out
- I think they are easy to distinguish among other coins
- I think that most tellers are comfortable handling and dispensing these coins
- I think that most tellers are comfortable talking about these coins with their customers (i.e. giving background of Presidential program, etc.)
- My bank likes when we distribute these coins
- I like that they have an educational component (presidents)
- I wish the coin had more information about the presidents on it

Why do you give this rating? Tell me more about what you were thinking about?
What could make you change your mind (IF NEGATIVE)?

V. Explore Knowledge of Coins

- A. Overall, how much information have you received about the Presidential \$1 Coins?
 - i. Where has this information come from (your bank, the U.S. Mint, etc., advertising in papers)
 - ii. What has been the most helpful information for you as a teller?
- B. What would you like to know about the actual coins that you don't know right now?
- C. What would you like to know about the coin program that you don't know right now? (LISTEN FOR: the dissemination, the plans for release, where to get them, brochures that are available, Web site, etc.)
- D. What is the most effective way for the U.S. Mint to communicate with tellers about the Presidential \$1 Coin?

VI. Closing

- A. To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for tellers to accept and dispense the Presidential \$1 Coin.
- B. Thanks!

Focus Group — Head Tellers/Orderers/Managers, Presidential \$1 Coins

Moderator Guide

[Location]

September __, 2007

Moderator: _____

Ground Rules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, what bank you work for and how big is that branch is (i.e. how many people thru there in a given week)? And, do you order coin for more than one branch of the bank? If so, how many?

I. General Discussion

- A. Has anyone seen the new Presidential \$1 Coin
- B. WRITTEN EXERCISE: What is the first thing that comes to mind when I say “Presidential \$1 Coin”? Discuss.
- C. In your role at your bank, what have your experiences been so far with the Presidential \$1 Coin?
 - a. To what extent is it being integrated with the other currencies you order and carry at your financial institution?

II. Coin Flow and Barrier Process — HAND OUT LEGAL SIZED PADS OF PAPER

- A. For the next few minutes, we are going to talk about the distribution of the Presidential \$1 Coin from the U.S. Mint all the way into and through the hands of your customers. After we talk about the distribution of the Presidential \$1 Coin, we are going to discuss what gets in the way of the distribution or flow at each of these steps. Finally, we will brainstorm ways that you think we could get around any of these barriers or road blocks.
- B. For the first part, the distribution flow itself, I would like each of you to chart the flow of coins from the U.S. Mint all the way to your customers — each of you may have a slightly different process that you use to get money and that’s OK. It doesn’t have to be perfect, just what you think it is from your vantage point.

MODERATOR — GO AROUND THE TABLE AND HAVE EACH PERSON WALK THRU THEIR MODEL

- C. Now, I would like each of you to go to your model and list the barriers that might occur at each juncture preventing the flow of coins from happening. For example, if you don't have the right forms to order \$1 coins, then that is a barrier at the last point in your model — where you order coins.

MODERATOR — GO AROUND THE TABLE AND HAVE EACH PERSON WALK THRU THE BARRIERS FOR THEIR MODEL

- D. Finally, I would like to brainstorm together what can be done to break down each of these barriers. (Moderator lists each barrier — maybe group some together — and listens to answers. If no answers, can probe with “You can use statements that start with “I wish... or “How to...”)

IV. Ordering Money at Your Bank

- A. Let's talk next about ordering cash at your bank. I'd like to talk about how cash ordering decisions are made. Is there a set amount of cash you need to have on hand?
- B. How do you decide how much coin vs. bills to order? Are there specific standards you need to adhere to?
- C. Tell me about the ordering process — i.e. are there forms you have to fill out? Do those forms have the option to order Presidential \$1 Coins? If not, how DO you order Presidential \$1 Coins?
- D. What do you know about ordering these coins? Is there anything special about ordering these coins that differs from other money? (LISTEN FOR: minimum amounts of coins to order, they take longer to order, etc.)
- E. Can you order these coins from anywhere you order money from or are you limited to ordering the coins only from certain places?
- F. How do you learn about new coins that come out and how to order them?
- G. How is information about new coins rolled out to the bank overall?

V. Explore Knowledge of Coins

- A. How much communication have you received about the Presidential \$1 Coins?
- B. Where has this information come from (your bank, the U.S. Mint, etc.)
- C. What has been the most helpful information for you?
- D. What would you like to know about the coin program that you don't know right now? (LISTEN FOR: the dissemination, the plans for release, where to get them, brochures that are available, Web site, etc.)
- E. What is the most effective way to communicate with banks about the Presidential \$1 Coin?
- F. What's worked about the decisions that have been made within your bank about the Presidential \$1 Coin and what hasn't? Why?

MODERATOR: IF YOU HAVE TIME DO THIS SECTION, OTHERWISE SKIP TO CLOSING

VI. Explore Attitudes About Coins (HAND OUT COINS)

A. I'd like to ask you what you think about the Presidential \$1 Coins yourselves. For each statement, I'd like you to give me a thumbs up (means you agree), thumbs down (means you disagree) or neutral (flat palm wave — means you are neutral about that item) for each statement — I'll count how many of each — than then discuss why you said that. (MODERATOR: Be sure to count OUT LOUD so the tape records the tallies — maybe WRITE THEM ON THE WHITE BOARD AHEAD OF TIME)

- They are easy for my folks to dispense
- I wish that more customers would be interested in these coins
- I find they speed up the cash flow process when we can hand them out
- I think they are easy to distinguish among other coins
- I think that most tellers are comfortable handling and dispensing these coins
- I think that most tellers are comfortable talking about these coins with their customers (i.e. giving background of Presidential program, etc.)
- My bank likes when we distribute these coins
- I like that they have an educational component (presidents)
- I wish the coin had more information about the presidents on it

Why do you give this rating? Tell me more about what you were thinking about?
What could make you change your mind (IF NEGATIVE)?

- B. Next, I'd like to ask some questions about your tellers attitudes in handling the coins:
- a. What do tellers think about the coins? Are they comfortable handling them?
Distributing them?
 - b. Do they space in their drawers, etc for them?
 - c. What would make them more comfortable handling/distributing the coins?

VII. Closing

- C. To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for banks to accept and dispense the Presidential \$1 Coin.
- D. Thanks!

Appendix D
Demographic Table

DEMOGRAPHIC	RETAIL	FINANCIAL
Male	45	28
Female	90	72
<i>Tenure in Industry</i>		
6 months --< 1 year	6	15
1year --< 2 years	24	10
2 years -- < 5 years	41	34
5 years -- < 10 years	25	16
Over 10 years	38	25
<i>Age Group</i>		
Under 25	32	13
25 -- 29	19	24
30 --39	24	20
40 -- 50	41	25
51 or above	19	18
<i>Race/Ethnicity</i>		
White/Caucasian	82	66
Black/African American	25	16
Hispanic/Latino	15	13
Asian	8	2
Other	5	3
Refused	0	0
TOTAL	135	100



U.S. Mint

Presidential \$1 Coins

Retail Industry Focus Group Report

October, 2007

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Executive Summary

A lack of awareness and education surrounds the U.S. Mint Presidential \$1 Coin Program. Whether they were retail store managers, cashiers, or wait staff, almost all of the focus group knew “something” about the gold coins, but very few were able to accurately communicate details about the Presidential \$1 Coin itself, or the Presidential \$1 Coin Program. Almost all participants claim to have seen or received little-to-no information about the new coins, and most agree that their first experience with the coin occurred during routine cash transactions. With no prior education about the coins, many focus group participants confuse the new Presidential \$1 Coin with the Sacagawea and the Susan B. Anthony coins

Cashiers and retail managers have inherent biases against the Presidential \$1 Coin. Regardless of the reasons for negativity about the Presidential \$1 Coin — no advance notice, suspicion that the coin will replace the paper dollar, fear of change in general, or for reasons they were often unable to articulate — retailers are convinced their customers do not want the coins, and rarely offer them as an alternative to their customers.

Retailers believe that their customers confuse the Presidential \$1 Coin and the quarter. Focus group participants say the primary reason customers say they do not want to accept the coin is that they confuse them with quarters.

Retail managers say the Presidential \$1 Coin slows down the sales transaction, which impacts customer service. Perhaps because of the perceived confusion between the new \$1 coin and a quarter, retail managers regard the coin as an obstacle that slows the entire business process, thus detracting from their primary goal: customer satisfaction. To that same end, cashiers believe they must explain to their customers every time they try to hand out a dollar coin. Unless a customer asks for a coin, or a cashier or manager has a long-established relationship with the customer, the coin is most often not offered.

Retail industry is closing the loop on the Presidential \$1 Coin. Although cashiers readily accept the coin from their customers, retail managers instruct cashiers to set the coins aside so they can be returned to the bank as soon as possible.

There has been no advanced *physical* preparation to accept and circulate the Presidential \$1 Coin. According to focus group participants, for the most part, money ordering forms or electronic ordering processes have not yet been reconfigured to accommodate the new coin, cashiers drawers have no space allotted to them, coin dispensers have not been adapted, vending machines have not all been converted to accept the coin, and so forth.

Retailers have strong expectations that new coin information should come from their banks. In some cases, retail managers receive their cash from armored car services although most get new cash from their banks directly. In either case, all believe they should receive new currency information from whoever is dispensing their cash.

Few, if any, differences in attitude or behavior exist by Standard Industrial Classification (SIC) codes within the retail industry. There was some expectation initially that attitudes and behaviors would vary somewhat by Standard Industrial Classification codes among the retail sectors, but few, if any, differences occurred during the retail focus group discussions.

Several groups emerged who may be considered the leading edge of Presidential \$1 Coin users. Early adopters of the new coin may include coin collectors, children, gift-giving parents and grandparents, toll booth drivers, mass transit commuters, vending machine users, and those with a more international worldview or experience living overseas in places where larger denominations are typically coins.

An aggressive public education program about the Presidential \$1 Coin is widely anticipated. Because 2007 is the first year of a ten-year program, there should be ample time for the public to be brought up to speed about the new coins. Cashiers and retail managers stated repeatedly that once customer demand for the coin exists, retailers will gladly comply. “It’s going to do well,” one cashier predicted.

1. Methodology

Twenty-eight focus groups were held in five U.S. cities – Atlanta, Boston, Chicago, Dallas, and Irvine -- to identify and discuss various topics surrounding the United States Mint Presidential \$1 Coin Program. The key issues were to determine awareness, knowledge, attitudes, and behaviors regarding the new coin, and to what extent it has been adopted into the coin flow process. The complete discussion guides appear in Appendix C.

Retail focus groups were conducted with cashiers, wait staff, and store managers among five SIC codes where the majority of transactions were in cash. These included restaurants, gas stations, fast food restaurants, pharmacies, coffee stores, and dime store industries. Big box establishments were included as well as small family-owned stores. All focus groups were conducted between Sept. 19 and Sept. 27, 2007. The full report that follows contains a detailed matrix describing the participants in each focus group. See Appendix D. The five SIC codes recruited included:

Major Group 53: General Merchandise Stores

Major Group 54: Food Stores (Grocery Stores)

Major Group 55: Automotive Dealers and Gasoline Stations (Gas Station Convenience Stores)

Major Group 58: Eating and Drinking Places (Restaurants)

Major Group 59: Miscellaneous Retail (Drug Stores)

The list of groups held in their respective cities are listed below.

	Atlanta (2)	Boston (4)	Chicago (5)	LA (3)	Dallas (2)
<u>Retail</u>					
1 Restaurant Wait Staff				X	
2 Grocery Store Cashiers	X		X		
2 Gas Station Cashiers		X		X	
2 Drug Store Chain Cashiers			X		X
2 Fast Food Cashiers		X	X		
1 Dime Store Cashiers			X		
1 Fast Food Managers	X				
2 Grocery Store Managers				X	X
2 Drug Store Managers		X	X		
1 Restaurant Manager		X			

Three focus group moderator's guides, one for the cashier groups, one for the wait staff, and one for retail managers were developed by The Gallup Organization in conjunction with input from U.S. Mint staff. These guides were used in all cities. Based on the

findings from the groups in Atlanta and Boston, the guides were minimally modified in order to clarify issues for participants. The key modifications had to do with retail managers who were unaware of the cash flow process beyond their own interaction with their banks. Instead, retail managers were queried extensively about that bank interaction.

As part of the focus group process, participants were asked to discuss their experience with and understanding of Presidential \$1 Coin; their perceptions of the coins; advice for how to increase acceptance of the coins; about customer interactions and the coins; and general knowledge of the Presidential \$1 Coin program. Retail Managers were asked about the coin flow process including such questions as when did they go get money, how much did they get, and what was the coin ordering process.

All the focus groups were conducted in professional focus group facilities in their respective cities and were audiotaped and transcribed. The transcriptions were used for this analysis.

1.1 Statement of Limitations

The findings presented in this report are intended to provide exploratory insight into participant reaction to the Presidential \$1 Coin program. Although the participants in this study were chosen to be representative of the population in their communities, they are not statistically representative, so the findings cannot be projected to any population. It is important to remember that focus groups and in-depth interviews are qualitative research methods. Results from them are intended as qualitative input only, and in this case, may be used to inform the development of a quantitative study of these populations. The findings should not be misconstrued to be representative of all retail cashiers, wait staff, and retail managers and cannot in any way ensure the success or failure of communication strategies or messages.

2. Detailed Findings

2.1 Awareness of the Presidential \$1 Coin

Whether they were retail store managers, cashiers, or wait staff, almost all focus group participants in Dallas, Chicago, Boston, Irvine, or Atlanta knew “something” about gold coins, but very few were able to accurately communicate details about the Presidential \$1 Coin itself, or the Presidential \$1 Coin Program. Most all participants claim to have seen or received little-to-no information about the new coins, and most agree that their first experience with the coin occurred during routine cash transactions. With no prior education about the coins, many focus group participants confuse the new Presidential \$1 Coin with the Sacagawea and the Susan B. Anthony coins. When cashiers are asked about the type of coins they carry in their cash drawers, one response foretold a significant issue for many retailers, *“We have the little gold dollars — the ones that look like quarters.”*

Top-of-mind reactions to the coin were sought. Members of the various retail focus groups appreciated certain aspects of the new Presidential \$1 Coin — its newness and shine, the fact that it is gold and has a *“unique feel and weight to it,”* and its educational value. But, perhaps surprisingly, negativity toward the coin is more common. When Gallup asked participants what they did not like about the coin specifically, many had difficulty getting past their personal biases about a dollar coin in general, and few understood why the coins were introduced when bills were readily available. Inherent prejudices appeared difficult to articulate, but comments such as, *“I’m just old-fashioned”* and *“I like my dollar bills”* were widespread. The weight of a coin (versus a dollar bill) was a more practical issue for some focus group participants, particularly with wait staffers who had to carry their money with them at all times. And there was some discussion about verifying the authenticity of the coin — lacking any prior official information, some participants thought it may be counterfeit. Typical comments from the opening discussions include:

What Do You Like About the Coin?

They’re nice and shiny. (Cashier)

I think its better that it’s gold. They used to look like quarters, so now it’s better. They’re easier to identify. (Wait Staff)

They’re simple. It’s smaller than a dollar bill, so it’s more comfortable to put in your pocket and just grab it as your change. (Cashier)

They’re not annoyingly big like the old ones were. (Wait Staff)

They’re easier to carry. (Cashier)

If you leave it in your pants, it doesn’t shred up in the washing machine. (Cashier)

You wouldn't have to worry about them sticking together if they're brand new. (Cashier)

I think they look nice. They seem to be more a collector's coin to me. You know, like how they're making those quarters all these years, and then they're making these presidential [coins] every year, but I don't really see them as something that I would use as real money. (Cashier)

You could use it possibly in parking meters; toll roads, too. (Wait Staff)

At the bar, they actually work better [than bills] because people, they'll just slide it back to you and say, "here, you can have that." (Wait Staff)

[I like them because] a lot of them think they're quarters; they drop it in the tip jar.
(Starbucks Cashier)

They're heavier; you don't have to worry about losing them or them falling on the floor. And, if they do fall, you hear it. (Wait Staff)

It's so much smarter because it lasts so much longer than paper. (Wait Staff)

I think you can target parents and schools. Put posters in the school cafeteria. Make it a part of their social studies. (Cashier)

[The coins] are probably more sanitary than a dollar bill. (Wait Staff)

I think it's a neat thing. It's history and that's what we're all about. It's history. (Cashier)

What Don't You Like About the Coin?

Why is it really necessary to have more coins? Do the benefits really outweigh the confusion that it's causing to insert new currency? (Cashier)

I don't like having to try to distinguish them from the quarters. (Cashier)

If you're in a rush, you can get confused. Especially if you have a lot of quarters and a lot of change. (Cashier)

There's more room for mistakes, though, if you're giving people a lot of change or something. (Wait Staff)

Sometimes we deal with 140-200 people per hour. I can't explain [the coin] to everyone in line. That's why when you're in a rush, you give bills and when you have time to explain, you give the coin. (Restaurant Manager)

Another drawback with them is that they're heavier than dollar bills. (Wait Staff)

If you're a server and you have a lot of coin in your apron, I find coin is too heavy to carry around. I'd rather have a dollar bill. (Wait Staff)

It's burdensome. People don't want change in their pocket. (Cashier)

In our store, you have to be able to get [change] out as fast as possible and shut your drawer, because there's a timer on it. Then you get in trouble if it's open too long, and coins just take longer. (Cashier)

You could interrupt somebody's fine dining experience if your server is walking around with a bunch of change clanging. They're trying to have a nice intimate meal and all of a sudden — clang, clang, clang. (Wait Staff)

From a cocktail standpoint, you have a cocktail tray with your caddy, so there's not a slot for these. You have to fish through them. If you're going to give them change for a dollar, you're going to mistake it for a quarter. (Wait Staff)

You have to triple-check to make sure [it is not counterfeit]. At least when the bills come out, we usually know about that, but never the coins. (Cashier)

You're more likely to make a mistake and give somebody a dollar than a quarter. My restaurant's dark at night. (Wait Staff)

2.2 Cash Handler Experiences With Presidential \$1 Coin

Cashiers and wait staffers were eager to share their views about their on-the-job experiences with the new Presidential \$1 Coin. It quickly became apparent that almost every customer interaction is based on one principal: Customer satisfaction. The importance of customer satisfaction is at the forefront of the service provided by retail industry associates — whatever the customer wanted was what prevailed. To that end, cash handlers and retail managers agreed that the new coin slows down what would otherwise be a much speedier transaction. When the question was posed as to why they perceive a slowdown, both cashiers and managers believe an explanation has to accompany the distribution of the coin, thus slowing the transaction.

For reasons that they are often unable to articulate, retail focus group participants are not interested in handling or dispensing these coins. Whether these determinations are based on experience or perception, the cashiers and wait staff said they “knew” what their customers wanted, and so not to “make them mad,” they seldom offer the Presidential \$1 Coin as an alternative to bills, unless a customer specifically asked for one. If the coin was given to a customer, and that customer refused it, nearly all participants immediately offered a dollar bill instead. The most common reason for customers refusing the coin, according to participants, is that are afraid they will mistake it for a quarter — this “mistaken identity” theme was mentioned repeatedly during discussions with retailers, particularly with pharmacy managers whose prescription customers are almost always

elderly. Occasionally, cashiers attempted to overcome their perceived customer biases by offering up the coin to customers in creative and unique ways. However, cashiers who attempted such transactions were in the minority. Clear inherent biases exist among many cash handlers and these attitudes will likely inhibit coin distribution.

Few, if any, retail organizations have *official* policies about how to handle the Presidential \$1 Coin, yet almost all participants have developed their own process for what to do with the gold coin once they receive one. While a designated place in the cash till for dollar coins is not yet available, most cashiers put their Presidential \$1 Coins under the drawer or in an existing spare slot — where they are instructed to put foreign coins, damaged currency, rolls of other coins, paper clips, and other miscellaneous items. Still, virtually all cash handlers mentioned that they would appreciate a newly-configured cash drawer to accommodate the coins, but no one believed that would be very likely due to the expense. A very small number of cashiers say they feel comfortable offering their customers the coin, but that offer is almost always limited to familiar customers and their children.

Asked what they would like to know about the coin that might make them a more effective cash handler, the focus group participants did offer many suggestions, including asking their managers for education about the coin, and also asking them to order more \$1 coins for their registers — an interesting suggestion given their inherent biases. It was almost as if the cashiers were saying that they would somehow be able to work with the coins if they were given large quantities of them. One educational question, however, is primary: Cash handlers are very inquisitive — they want to know *why* the Mint is producing and circulating new dollar coins. This is not only to satisfy their own curiosity, but so they may share that information with their customers. (Many focus group participants speculated that dollar bills may be withdrawn from circulation in the near future.)

As to which of their customers are the most interested in the new Presidential \$1 Coins, most participants agree that coin collectors, grandparents, and young children are their customers who regularly ask for the new coins. It must be noted, however, that, according to most cash handlers, although the elderly are uncomfortable using coins for transactional purposes, they are especially eager to give them to their grandchildren as gifts or collectors items.

Comfort Level Handing Out the Coin

I wouldn't do [hand out a \$1 coin]. It's just not convenient. I just would hand them a dollar. (Cashier)

Once we run out of dollar bills, we'll use those coins, but a lot of people don't like them, so we'll only use them for probably that ten minutes — while we're waiting for the bank to give us more one dollars. (Cashier)

I honestly think that if it's all about the customer — and I think that's how all businesses should run. If the customer flat out says, "No, I do not want this," then how can you say "Well, we're forcing you to take it."? (Cashier)

It usually takes two to three weeks to train a cashier to be comfortable handing out the coins. (Manager in one fast food establishment that regularly uses the coins)

We have change [dispensing] machines. Our checkers don't actually count out change. (Grocery Store Manager)

Cashier and Manager Perceptions of Customer Reaction to the Coin

You try to give them to people and they get mad. (Cashier)

They don't really like that. So when you start giving them coins for dollars, boy, you're looking to aggravate the customers, and we don't want to alienate our customers in any way. (Pharmacy Manager)

People give them to us, but they don't really want them back. (Pharmacy Manager)

I don't think people will like them because I've seen too many people — women that empty out their purse when I tell them \$3.77 or whatever for their coffee. They'll say, "Oh, I'm going to give you all my change." All day long, they just want to empty their purse; the guys want to empty their pockets. People don't like change. (Wait Staff)

I know they're going to last longer than paper, but are you going to carry 50 of these in your wallet if you need to carry \$50 with you? I don't know. I think they're a pain. I've apologize, too, every time I have to give one. (Cashier)

I think the Mint is looking at the cost-effective thing. You've got a coin that's going to last a heck of a lot longer than a paper bill. The problem is the consumers don't look at that; they look at it as more change jingling around in their pocket. (Pharmacy Manager)

Little old ladies are always saying to me that they don't want the coins because they're afraid they're going to spend it as a quarter. (Cashier)

I've had people come, leave the store, come back in and say, "Listen, you didn't give me the right change," and I have to point out that's a dollar coin. (Cashier)

They think they're quarters. I don't have the time to go into a conversation about, "Well, this is really a dollar." It's easier to just stop [handing them out]. Throw them into the bag and take them to the bank. (Cashier)

They think you're cheating them out of their change. (Cashier)

They think they're quarters. I bring them home, so I don't bother giving them out. (Restaurant Manager)

I noticed that when customers pay with them, they say, “Here’s my one dollar coin” or “There are dollar coins in here,” if they hand you a bunch of change. I guess that is so you realize they’re not quarters. (Fast Food Manager)

It’s heavy in the pants pockets. Then for coins, it’s not going to be a guy thing. It’s going to have to be female because guys are not going to walk around with coins jingling. Most guys empty their pockets every day anyway. They don’t carry coins. (Grocery Store Manager)

We work with a lot of seniors and the seniors just don’t want the weight of it. (Pharmacy Manager)

The elderly really do not like them. They’re set in their ways, and if I tried to give them that [coin] as change, they won’t accept it. (Cashier)

They don’t want [the coins]. The only way you can give them is if you trick the customer. (Cashier)

Either they don’t want [the coins] or I have to force it on them. I’ll say “That’s a gold coin, just to let you know,” and then I walk away and make their coffee so they can’t say anything to me. (Cashier)

When I’m handing them that dollar, they think it’s something that should be collected and not spent, so they don’t want it because most people need the money to buy lunch. (Cashier)

Children go crazy over stuff like this — this really fascinates them. (Cashier)

When Customers Refuse the Coin

I just give them a dollar. I don’t have the time to go into a conversation about, “Well, this is really a dollar.” (Retail Manager)

[I say it is] a new collectible dollar. We have a lot of people who collect coins that come through. (Fast Food Manager)

I’m somewhat persuasive. I don’t know if they actually believe in my presentation of this, “Take it, it’s great, you can put it in your collection, in your book, put it on the wall, or do anything with it, you know.” Sometimes I’m convincing and sometime’s it’s like, “I just don’t want it. I want a dollar bill right now.” But I would say maybe out of ten people I try to give [the coins] to, two of them will take them. The others will wait. (Cashier)

I ask them if they have any grandchildren who collect coins. (Cashier)

[Sometimes when I give it for change], I say, “Hey, you got a winner, you got a dollar coin!” — something to make it fun for them. I do it with some customers. They like it. (Fast Food Manager)

How Cash Handlers Deal With the Coin

There's a slot, a spare corner. Any odd change, like we have people that turn in old money, silver, etc, and we always just put all the odd stuff in the left-hand corner.
(Cashier)

Your cash register companies are doing the exact same thing they've been doing for a hundred years; the cash register has five slots for coins. Same coins we've been dealing with forever. (Pharmacy Manager)

They couldn't expand the cash drawer — it costs too much money — but they would have to do something on the inside of that drawer. (Cashier)

I really don't hand out coins because you always have a line pretty much, so there's not really a lot of time to say "Would you like to have these coins?" (Cashier)

I don't believe we have a policy. I don't think there's a policy saying we can or can't offer [the coins]. (Grocery Store Manager)

They go right in the deposit to the bank. Unless somebody that works there will say "Can I take some of these home?" Otherwise nobody wants them. (Cashier)

We hold so much until we have a certain amount and then we send it back to the bank.
(Grocery Store Manager)

Knowledge About the Coin That May Increase Effectiveness of Cash Handlers

Why would you have something that's the same amount as a dollar, but in a different form? (Wait Staff)

We had those Susan B. Anthony dollars and other coins, and they just didn't seem to make a bit hit, so why did they mandate something that people don't want? (Cashier)

I think most people feel that [the coins] are something to take and hang onto because they're not going to be around for a long time. I think the majority of people feel that they should hold it and collect those. (Cashier)

Are they releasing more coins, or is this it? (Cashier)

When are there no more paper dollar being issued by the U.S. Treasury? (Restaurant Manager)

It's a good thing to educate the cashier, talk about the United States a little bit, and get them motivated to promote this. (Cashier)

How many presidents are they going to put out? Because if they're going to put them out, are they going to do all of them? If the customer's going to collect them, they might want to know that. (Cashier)

If they schooled us in this and why they're doing this — putting out these coins — then we can translate that to the customers and say well, this is why the government is doing it — it's a good thing and this will help the country. (Cashier)

Probable Coin Users

I think that if you get young customers, kids who are probably 11 or 12, I think they wouldn't mind getting these coins as change. So maybe you should start with younger people. (Cashier)

We have a lot of customers asking if we have any [coins] and then they want to collect them, so they'll buy them from us. (Grocery Cashier)

Grandparents come in and ask for them for their grandkids. (Cashier)

If I do get them, I give them to my grandchildren or put them in their piggybank. (Wait Staff)

2.3 Coin Flow Process

Retail store managers have a very limited coin flow process — they almost all go in-person to their banks to get the money they need. Those that don't do this order money from their armored car carriers who essentially bring it from the bank to them. Any transactional flow processes beyond that was completely unknown to the retailers.

Almost every retail manager said they immediately take the coins back to their bank once a customer leaves them with one. For those few who didn't immediately take the coins back, there was some time period where the coins were held until some number was achieved, and then the managers would take them back. In essence, the retail managers were immediately closing the distribution loop on the Presidential \$1 Coin. Some managers were unable to bring their coins back because their banks would not accept them. In these cases, the managers made an effort to “get rid” of the coins by trying to circulate them back to customers. Both managers and cashiers are convinced that their customers do not want the coins, and that the coins slow down the transaction time. So in an effort to be customer-friendly, they rarely offer them as an alternative. Instead, when the coins are received, they are set aside and sent back to the bank as soon as possible.

Within this narrow retail coin flow process — from the bank to the retail store — it is worthwhile to explore what the retailers say about their coin flow process. The following points were made by most of the retail managers concerning their coin flow process:

1. Most all use local community banks for their cash exchanges. The managers expressed interest in “supporting their community” and therefore chose local

banks with which to conduct their business. In reality, since time is of the essence, most retailers work with the bank closest to their store.

2. All have some relationship with the tellers in that they know who the “good” ones are — tellers who provide the fastest service.
3. Retailers make multiple trips to their banks every week with a handful going more than once a day. They all expect information about currency to come from their banks.
4. Some retailers bring coins to their bank, while others took out coins. The chief purpose for multiple trips to the bank each week is to exchange the large bills (\$20 and over) for smaller bills (\$1, \$5, \$10) to give change to their customers.

The largest retailers such as Target or Walgreens order money through an armored carrier service, Brinks or Loomis, for example, which brings it to them every three days. If they require more money between deliveries, managers must go to the bank. Those retailers who use an armored carrier service have an additional step to their cash flow process of calling and ordering money through their armored car carriers.

Retail Coin Flow Loop

If our cashiers take [the Presidential \$1 Coin], we want them quarantined. We collect them out of the drawer, we don't redistribute them. We dump them to the bank because we don't want to be shorted by somebody using it for a quarter. So we're basically stopping the flow as much as we can. (Pharmacy Manager)

It is coming from the consumers. The consumers are refusing them, they don't want them. So you're not stocking them, you're not keeping them on hand. No point to have \$20 in one dollar coins if nobody wants them. The flipside to that is if we're not ordering them, there's no chance to send them out. If I don't have them in stock, then even if you want it, I can't give it to you. (Pharmacy Manager)

Forget it. I throw them [the coins] in the bag and take them to the bank. (Restaurant Manager)

They go right in the deposit to the bank. Unless somebody that works there will say “Can I take some of these home?” Otherwise nobody wants them. (Cashier)

We hold so much until we have a certain amount and then we send it back to the bank. (Grocery Store Manager)

The problem is that the post office is distributing them, they're coming into our stores, and we're throwing them right back at the bank. We're not even using them. (Pharmacy Manager)

We're bringing twenties and we're getting tens, fives, ones, and then coin. (Restaurant Manager)

Relationship With Banks

The owners of our restaurant are very community-minded, so they always try to use the local bank in the community. (Restaurant Manager)

They know you. I mean, you're going there five days a week, to the same person, and they typically know who you are. (Restaurant Manager)

You can call ahead so they have it ready for you. (Restaurant Manager)

There are forms, but you don't always have to fill them out. It depends on the teller. (Fast Food Manager)

We just go to the closest [bank]. (Restaurant Manager)

When you go [to the bank] to get your change or something, they should give everybody a little flyer [about the coin]. (Pharmacy Manager)

I think [information about the Presidential \$1 Coin] should come through the bank because [managers] go there all the time. (Restaurant Manager)

2.4 Ordering Money for Your Store

For the most part, retail managers are the decision makers when ordering cash, although a few of the larger chains will have the money ordering process dictated from corporate headquarters. In general, retailers try to keep a specific amount of \$1 bills, \$5 bills, and a certain amount of each coin on hand. But when tills are either too full or too empty, it signals a trip to the bank to exchange the large bills for smaller ones. Getting coins or small bills is as easy as walking to the nearest bank, by either exchanging large bills for small ones, or ordering additional small bills. Occasionally, a retail manager will need to fill out a form, but most say they “simply asked for what they need” from their community banks. For those managers who had to fill out forms, it was agreed by all focus group participants that the Presidential \$1 Coin is not listed on any of the bank order forms, and the only way to get the new coins would be to ask specifically for them. Nearly all managers are under the impression that the new coins are readily available at their banks — although few, if any, have actually asked for them. In addition, for those managers who have automated systems (either via phone or Internet) the only option that occasionally exists is for “dollar coins.” In no case has anyone seen a specific option for either the type of dollar coin they want (Sacagawea versus the Presidential \$1 Coin) nor the specific president.

Also, managers say they would like information about how to determine counterfeit coins, similar to the instructions they receive about how to spot counterfeit bills — and

most believe that this type of education and information should come directly from the banks where they conduct their routine business.

We go every day and take the previous deposit from the night before and then we go in the afternoon and get whatever coin that we need. (Restaurant Manager)

We bring big bills in and get the small ones. (Restaurant Manager)

We have a sheet we go by. You call [the bank] and it's automated, and you just order what you want as far as change. [The Presidential \$1 Coin] is not on the sheet. (Grocery Store Manager)

Brinks doesn't have a place in their order form for that kind of coin. (Pharmacy Manager)

[Regarding corporate instructions about ordering coins,] it's a policy that they send out; they'll tell you what money you can handle in your store and what denominations of money you can handle in your store. They set it up with banks and put it on our sheets. (Grocery Store Manager)

You have to triple-check to make sure [it is not counterfeit]. At least when the bills come out, we usually know about that, but never the coins. (Cashier)

Our training department sends out training newsletters and I just remember something about the new dollar bills. It showed the new fives and tens because I think there maybe was a different way to tell if it was counterfeit with the news ones, and it would just tell the different features to look for. (Fast Food Manager)

2.5 How to Increase Acceptance of Presidential \$1 Coin

Although cashiers and wait staffers have the most direct relationship with the customer — and this section will focus primarily on their ideas to promote acceptance of the Presidential \$1 Coin among the general public — it is important to note that the majority of retail managers saw no incentive for them to carry the coins or attempt to transfer them to customers. The chief “problem” with trying to use these coins according to this group is that the Presidential \$1 Coin slows down the transaction process, and therefore the flow of business in general. Furthermore, they point out, the coins are difficult to order because they are not currently listed on the forms provided by banks or armored car services. Even if it were possible to readily order the coin, they must still educate their cashiers and wait staff that coins are legal tender (not collectibles or counterfeit), about where to put the coin in their drawers, and then what to do with the coins at the end of the day — all time-consuming steps that retail managers are somewhat reluctant to undertake.

When cash handlers are asked what they personally can do to increase acceptance of the new coin, several participants mentioned that it should not be their job to promote or

endorse the new coins. That particular task, they insist, belongs solely to the Mint. But, despite the general negativity about the new coin expressed in earlier sessions or the reluctance of some cash handlers to contribute to the conversation, they became quite creative and enthusiastic when discussing ideas to promote the coin.

Apart from the most common suggestion to simply remove the dollar bill from circulation — thus forcing people to accept and use the coin — cash handlers suggest that the Mint mount a widespread education program to teach the public, banks, management, and corporate headquarters about the new Presidential \$1 Coins. Customers, they believe, would be far more receptive to the new currency if they had prior knowledge. And almost all cash handlers in the groups believe that if the new dollar coins were widely circulated, everyone would adjust fairly quickly — that it would be “no big deal.”

For their part, cash handlers propose that they simply ask customers if they would like the new coin, beginning with young people and the elderly. Some other common suggestions are to diversify customers’ change so it includes the new coin along with bills and other change, to suggest that customers begin coin collections, point out the environmental or “green” aspects of using less paper for printing dollar bills, and making customers feel “special” by giving them information about the new coins.

Focus group participants suggested physical changes to the coin itself to make it more easily distinguishable from the quarter: Change its size, make it two-tone, or change its color. Others suggested changes that may make the coin more educational or patriotic: Writing further information on the coin describing that specific president, or add an engraving of the “Twin Towers” behind the Statue of Liberty.

What Can Cash Handlers Do Personally to Increase Acceptance of the Presidential \$1 Coin?

I don’t think it’s the cashier’s responsibility to be informing the customers why they should be taking it [the coin]. I think it should be the government who should be advertising so the public is aware of these coins. (Cashier)

I don’t want to. It’s not my job to educate people on coins. It’s doing nothing for my bottom line when I’m expending effort. (Pharmacy Manager)

If all the cashiers come together saying that we’d like to start with these coins, management, to be honest, is not going to listen to you. It has to come from somebody above them. (Cashier)

[To increase circulation,] make sure you put one or two of those dollars amongst the other coins [when giving out change]. (Wait Staff)

Just let them know that you’re doing them a service by making them aware of it [the new coin]. In our industry, I find that if you make people aware of things, they feel like you’re treating them in a special way. (Wait Staff)

We could have coloring books that have [coins] in it and we have [kids] color in the face of former presidents and have a little educational “go around” with their parents while they’re eating dinner. (Wait Staff)

Make it be known that it’s a collectible item. (Cashier)

Suggest to people that they start collecting them. Here’s your first installment and you’ve got more to look forward to. They might even start asking you for them. (Wait Staff)

I would say, “If you’re wondering about this, this is a brand new dollar coin, it’s bigger, it’s better looking, and it’s one of the presidents printed on here.” (Wait Staff)

Let’s attach this to going green. This is renewable energy. Eventually you will have to replace the paper [bill], but this will last a lot longer. (Wait Staff)

Go green by going gold! It would save more forests. (Wait Staff)

Have Al Gore be the spokesman for them! (Wait Staff)

Design checkbook presenters that hold change. The normal ones are just flat, and when you drop it on the table a lot of times, a coin will fall out or when you pick it up, the coin falls out. (Wait Staff)

I think that for people to take them, we would just have to eliminate the paper dollar bill in the register itself, and they would have no alternative to accept the coin. Because most people, when you hand it to them, don’t want it. (Cashier)

Increase the demand for them [the coins]. We don’t make money on stamps, but I sell stamps because of the convenience factor. If people want it, they come to my store, they expect me to have it there, and we’ll provide that service. If people want to get the dollar coins, even though we’re not going to make any money, we would have them there. But there would have to be a demand. (Pharmacy Manager)

I think once it gets incorporated into the chain of money, it’ll grow. It’s going to do well. The whole catch is getting it in the mainstream. (Cashier)

Before [the coin] becomes mainstream, it’s got be accepted by every machine — vending machines, toll booths — and then I think little by little, businesses will start accepting them. (Cashier)

It’s change, and people resist change. I mean I lived in Europe when they switched over from their individual country’s money to the Euro, so I saw people, the old Germans, resisting the change, and oh my God, we’ve got to get used to new money. Now five years down the road, it’s okay. It’s no big deal. (Cashier)

What Can the Mint Do to Increase Acceptance of the Presidential \$1 Coin?

I really think the ball would be in the Mint's corner to promote. (Cashier)

Strategically, [the Mint should] make a mistake on one of these and everybody will want one! You should misspell the word, "Washington." (Wait Staff)

They should make a couple of those that are really gold and advertise that. (Pharmacy Manager)

Vary the levels of thickness, because that's what other countries do. Maybe the smallest [denomination] is probably the thickest and then, as [the denominations] get larger, they get thinner. (Cashier)

Put a big sign like this on vending machines: "Now Accepting the Presidential \$1 Coin" (Cashier)

Education. I think you need to educate people on how [the coins] save the environment. (Cashier)

I think the biggest thing is that we need to get equipment out there that will help us accept these. It's not necessarily something that the Mint can do. (Cashier)

Suggested Physical Changes to the Presidential \$1 Coin

With this gold [color], all different sorts of lighting affect it. I think if it was a black coin, or red or blue, then the lighting won't be as much of an issue. (Cashier)

Just take off the Statue of Liberty and put all the information about the dead president on the back. (Wait Staff)

You could have the Statue of Liberty at some angle, and you just see the Twin Towers in the background. You can't reject patriotism. (Cashier)

Why did they do presidents? They're already on every other form of currency. It's an overload of presidents. Maybe we should focus on events more than people. Like the 9/11 towers. (Cashier)

NOTE: For a complete list of recommendations from focus group participants about how to increase the acceptance of the Presidential \$1 Coin, see Appendix A.

2.6 Attitudes About Presidential \$1 Coin

All retail focus group participants were read several statements about the Presidential \$1 Coin and were asked to say whether they agreed with the statement, disagreed with it, or remain neutral on the matter. Participants were asked to respond with a thumbs up,

thumbs down, or flat palm, respectively. The statements in order of presentation are as follows:

They [the coins] are easy to use.
I don't mind when customers give them to me (us).
I find they speed up my cash flow process.
I think they are easy to distinguish among other coins.
I think that most [cashiers] are comfortable handling and dispensing the coins.

Questions asked of cashiers and wait staff only:

My [store/restaurant] likes it when we get the coins.
I like that they have an educational component to them.
I wish the coin had more information about the presidents on it.

1. *They [the coins] are easy to use.*

Although some retail managers responded positively to this question, the majority did not because they feel the new coin slows down the entire transaction process primarily because customers confuse the new coin with quarters. “*I think the other coins do a good job of distinguishing themselves. I feel this one doesn't,*” one Starbucks manager explained. If physical changes were made to the coin to differentiate it from the quarter, they believe the confusion would lessen.

Cashier and wait staffers are divided on this question, with roughly one-third of focus group participants positive, one-third negative, and one-third neutral, depending on their individual customer experiences with the new coin. Many agree that the coins actually make their job easier because they do not stick together like dollar bills. But nearly all cash handlers agree that once the coin is advertised, accepted by the public, and is in wide circulation, they will adjust quickly to using it.

2. *I don't mind when customers give them to me (us).*

Predominately positive responses to this question were given by customer service-oriented retail managers. Some complained that the new coin does not fit into their coin dispensers yet, and that until their software and hardware are updated, they have to separate the coins from the others. But, in the meantime, retail managers will enthusiastically accept the new coin from their customers.

Cash handlers responded with solid thumbs up to the above question. They are all disposed to friendly customer service and are trained to accept whatever coins customers offer. One respondent eagerly anticipates receiving the coins because she saves them, “*It's a good savings tool,*” she said.

3. *I find they speed up my cash flow process.*

This question received an overwhelmingly negative response from retail managers for largely the same reason as they gave to explain their reaction to the first question — *“They are the same size as a quarter,”* one manager said as he explained why it takes both his customers and cashiers longer to manage a transaction when using the new coin.

Cashiers and wait staff had a similarly negative response to the above question, although many were simply neutral. Most cashiers feel a need to please their customers *and* their managers, so anything that slows down the transaction process is a negative. Referring to the new coin’s similarity to a quarter, one cashier put it this way: *“It makes you think twice.”* But when asked if she will get used to it over time, she replied confidently, *“Oh sure.”*

4. *I think they are easy to distinguish among other coins.*

Interestingly, despite the fact that they say their customers confuse the Presidential \$1 Coin with quarters, the large majority of retail managers say it is easy for *them* to distinguish the new coin from other currency. The chief reason cited is the distinctive gold color, although many retailers say that when the coins tarnish it becomes more difficult to single them out from the quarter.

Like their managers, nearly all retail cashiers and wait staff claim to have little trouble distinguishing the new coins. They point out, however, that they are in the business of making change all day long and are probably far more aware of coins in general than their customers.

5. *I think that most [cashiers] are comfortable handling and dispensing the coins.*

Managers were conflicted with this statement — about one-half agreed and one-half did not agree with the statement. On the downside, managers believed their cashiers *“Don’t like what they don’t know,”* as the way one pharmacy manager explained his thumbs-down response. On the positive side, managers had confidence in their cashiers to deal with whatever they were given.

Given the recent entry of the Presidential \$1 Coin, the majority of cash handlers gave this statement a thumbs down. One explanation is, *“Most cashiers have been there ten or more years, and they’re just used to regular coins and nothing out of the ordinary.”* But a large number of cash handlers concur that once the coin is in widespread circulation, everyone will adapt quickly to handling and dispensing it.

6. *My [store/restaurant] likes it when we get the coins.*

Retail cashiers and wait staff gave more negative than positive responses to this question, but most of the focus group participants remained neutral on the issue. When asked why so many people lacked an opinion, cash handlers explained that

they haven't yet had enough coins in their places of business to make a determination one way or the other.

7. *I like that they have an educational component to them.*

This educational aspect of the Presidential \$1 Coin received overwhelming thumbs up from retail cashiers and wait staff. The vast majority appreciates the historical relevance of the coin, and especially believes it will appeal to children.

8. *I wish the coin had more information about the presidents on it.*

The largest number of respondents gave a neutral billing to the question about putting additional information on the coin, although negative responses far outweighed the positive ones. Most agreed with one cashier who said, "*You can barely read what's on there now.*" But some others would like to see more information: The state where the president was born, or an interesting fact about that president.

NOTE: For a complete retail sector breakdown of focus group participants regarding their responses to questions about the Presidential \$1 Coin, see Appendix B.

2.7 Knowledge About the Presidential \$1 Coin

Very few retail managers report having had advance knowledge about the Presidential \$1 Coin, either from corporate headquarters, their banks, or the media. Consequently, little information was passed on to cashiers and wait staff from managers. At this juncture, many focus group participants pointed out that they had received educational information about the 50 States Quarter Program. Queried respondents do not have the same views toward the state quarters that exist towards the Presidential \$1 Coins. However, many believe that if the same level of education is directed to the public, the Presidential \$1 Coin Program may be much more successful.

Virtually no retail focus group participants had visited the Mint Web site or had any knowledge about the large array of free advertising and promotion materials offered there. Brochures, posters, tent cards, collector boards, vending machine stickers, buttons, and coin release schedules — indeed, everything that is already available — were the very items focus groups participants suggested the Mint make available to businesses and the public.

Although little information has been received overall, most retailers agree that information for programs like the Presidential \$1 Coin should come from either their banks or from the armored car carriers where they order their money. All groups say that if their banks received educational materials from the Mint, they would be interested in seeing it.

Most focus group participants, particularly those in the younger age groups, were positively influenced by the perception that minting coins is more environmentally-friendly than printing paper money, and also that a coin will last, on average, 30 years versus a dollar bill that lasts 18 months.

When asked what they would like to know about the new coin, many focus group participants were genuinely curious about several features. Nearly all wanted to know what it is made from, and a significant number were surprised that it was not an actual gold coin. Some in the group were concerned that “In God We Trust” had been removed until they were shown those words on the edge of the coin.

Generally speaking, financial industry participants were more knowledgeable about the Presidential \$1 Coin Program than retail managers or cashiers, but there was still a lot of confusion expressed by both groups. Confusion exists about how many presidents were coming out, when the presidents were coming out, which presidents were on the coins, and even who was on the coin (some respondents mixed up this program with Sacagawea). But the question raised by most all groups was: Why are these coins being introduced?

The most effective way the Mint can positively communicate information about the Presidential \$1 Coin Program, according to focus group participants, can be summed up in two words: Advertising Blitz. Specifically, group members suggest a multimedia advertising promotion that includes the educational benefits of coins honoring the entire roster of U.S. presidents, courting coin collectors, and touting the environmental benefits of producing coins rather than dollar bills.

How Much Information Has Been Received About the Presidential \$1Coin?

We received no information. Not with the dollar[coin]. We did with the quarters. (Pharmacy Manager)

None. No organized information. [My info] came through the media. (Fast Food Manager)

Somebody sends it to our corporate office and we eventually get it. When a new bill comes out, we have everything on a couple sheets of paper and it tells us everything to look for on the bills, but when coins came out, we had nothing. (Cashier)

[We get information] from managers. Well, about the dollar bill, not the coin. I had no idea about the coin until I saw it, until I was counting it. (Cashier)

When the new coins came down, we posted them [posters] next to the time clock — this is what it’s going to look like so the cashiers knew, and this is the distinguishing marks. I’m sure the poster was sent out by the government. (Pharmacy Manager)

Where Should This Information Come From?

I think the Mint should contact the institutions — banks — because that's where all the money is distributed. They need to promote to the banks so the banks can promote to the customers. (Cashier)

When you go [to the bank] to get your change or something, if they would give everybody a little flyer. (Pharmacy Manager)

I think [information should come] through the banks. I mean everyone's going to a bank at some point. (Restaurant Manager)

I think the Mint should promote it to the bank, and they can promote it to their customers. I think people will be more comfortable once they see it at the bank. (Cashier)

I'm not going to go to the Web site, and I don't want to read a brochure. If it's on TV, I'll sit through it and look at it. (Cashier)

[The Federal Reserve should send a pamphlet] because you can put this in your break room and when your checkers take a break, they can pick up the pamphlet and at least read something about it before it hits. (Grocery Store Manager)

What Would You Like to Know About the Coin That You Don't Know?

How much gold is in there? (Wait Staff)

So what is it made of? What's the metal? [It is brass, manganese alloy.] I knew it wasn't gold. (Cashier)

I really didn't like that on the front or back of the coin, it did not say "In God We Trust." I know it is on the edge, but I really didn't like that it was taken off the actual surface of the coin that everybody reads because I don't really think people know that it's on the edge. (Pharmacy Manager)

Who drew the presidents? Why do they all look alike? (Cashier)

What Would You Like to Know About the Coin Program That You Don't Know?

Are they trying to sell a currency or are they trying to sell a novelty? (Pharmacy Manager)

Who came up with the whole idea? Who came up with the idea about putting presidents on it? Who decided to make a dollar into a coin that's gold, compared to silver? (Wait Staff)

How many of each presidential coin will be released? (Restaurant Manager)

Is this going to be our new real money? Or is it just sort of a little extra thing?
(Restaurant Manager)

Are they going to phase out the dollar? Is that why they're bringing them out? (Pharmacy Manager)

Why did we go from the Susan B. Anthony to the Presidential \$1 Coin? (Pharmacy Manager)

Are they releasing more coins, or is this it? How long will the program last? (Cashier)

When are there no more paper dollar being issued by the U.S. Treasury? (Restaurant Manager)

Is the reason these are coming out because we're trying to copy Europe? (Cashier)

What Is the Most Effective Way the Mint Can Communicate About the coin?

Go the similar route they took with the quarters — just talk it up. We all knew about it; we were all excited about it. None of us knew about [the Presidential \$1 Coin Program] and now the beginning's already over and so we have to catch up somehow. (Cashier)

By definitely giving enough notice and possibly letting retailers know first so that they know what's coming and what to expect before [the coin] is actually handed out. In that way, people aren't caught off guard. (Cashier)

If the Mint had a little pamphlet on each president as they come out at the banks — that would be kind of cool. (Fast Food Manager)

[Information] has to come from the Mint first — Mint, corporate, management, then cashiers. We're at the bottom, but we matter the most because we're handing them out. (Cashier)

A newspaper, radio, and TV blitz. (Cashier)

Advertise on TV. (Cashier)

It [advertising] has got to be on public transportation — on buses or at the bus stops. (Cashier)

Advertise. Advertise. Advertise. (Pharmacy Manager)

Like they did with the quarters, a little advertising maybe for a week or so. If it's all hitting at the same time, they're hearing it, they're seeing it on TV, and then they're

actually getting it in their hand, then they know, OK, this is real — it will impact them more. (Cashier)

They should have advertising posters. It's just like the stamps, when they have these collectible stamps. (Cashier)

I think you can target parents and schools. Put posters in the school cafeteria. Make it a part of their social studies. (Cashier)

2.8 Potential Presidential \$1 Coin Users

During the retail focus group meetings, the segments of the population who emerged as the most likely potential Presidential \$1 Coin users are the following groups:

The Elderly: Buying coins for their children and grandchildren was a commonly expressed theme, according to focus group participants. The financial industry expects there to be an increase in demand as the holidays approach.

Children: Educating children about American history merits a positive reaction to the coins, and is one way that those who did try to get the coins out into circulation succeeded.

Coin Collectors: Current and future collectors are natural coin consumers.

Toll Booth Users: It appears that many toll booths already accept and distribute the coins. Coins simplify and speed the process, rather than feeding bills into the slot as you move through the self-service booths.

Mass Transit Riders: Those focus group participants in mass transit areas were able to use the coins to buy tokens, etc. Mass transit agencies in Boston are clearly accepting and distributing the coins.

Vending Machine Users: Respondents feel that this is a natural and welcome place for the Presidential \$1 Coin, although stickers must be placed on the machine so people will be assured they can use the coin.

Internationally-Minded: Those participants who had either traveled extensively or lived overseas seemed much more comfortable with the idea of the dollar coins. Examples were shared about countries that had no bills, countries that switched over to coins from bills, and how coins were used more often than bills in many overseas locations.

3. Conclusions

The Presidential \$1 Coin Program has been met with a significant amount of skepticism and personal biases by cash handlers and managers in the retail industry. The perception that customers do not want the coin appears to be widespread among cashiers and wait staff. Indeed, in some instances, customers have rejected the coins because they say they are indistinguishable from quarters. One way that cashiers and managers agree might make customers be more accepting of the coin is to provide an explanation about the new coin, which, in turn, slows down the entire transaction. The extra time, however, is something that few, if any, cashiers were willing to invest in.

Retail store managers, too, are primarily concerned with customer satisfaction. As that outcome is often heavily dependent on a brisk and efficient sales transaction, any slowdown is considered a serious barrier. Managers are convinced that the Presidential \$1 Coin slows the entire business process, and so rather than do that, they return them to the bank immediately. Not only do they perceive the coin as an operational negative, they see no benefit to their business as a result of circulating or promoting the coin.

With the reluctance of cash handlers to offer the coin, and the retail managers' aversion to add any steps that could slow sales, the retail industry is, in effect, closing the coin flow loop on the Presidential \$1 Coin.

In addition to the negative perceptions of retail managers and cash handlers, physical accommodation has not yet been made for the Presidential \$1 Coin. Cash ordering systems have included it on their forms, cash drawers have not been reconfigured to accommodate the coin, coin dispensers have not been adapted, vending machines do not all accept it, and so forth.

But, there is encouraging news. It appears likely that attitudes and behaviors can be changed with education and awareness about the Presidential \$1 Coin Program. Respondents recommend a widespread, multimedia advertising program — one that is directed to the public and perhaps similar in scope to the 50 States Quarter Program. Favorable comparisons to that program were often made by focus group participants, but they were unable to translate the positive aspects of the States Quarter Program into positive reactions to the Presidential \$1 Coin. Advertise, educate the public, and create excitement about the coin were sentiments expressed over and over during these discussions. And once demand exists, customer-centric retailers said they would eagerly comply with their customer's wishes to accept and dispense the Presidential \$1 Coin.

Appendix A

Recommendations From Retail Industry

The following recommendation were made to increase both the acceptance and the circulation of the Presidential \$1 Coin.

Atlanta Grocery Store Cashiers

- ⇒ Information about the coins should be disseminated via the news media and informational packets
- ⇒ Advanced notice should be given by the U.S. Mint before new coins are released
- ⇒ Advertising

Atlanta Fast Food Managers

- ⇒ Encourage parents to give the coins to their children
- ⇒ The Mint should promote the “newness” factor of the coins
- ⇒ Hold a promotion where coins are given out to “winners.” “You are a winner, you get a \$1 coin.”
- ⇒ The Mint should promote the coin as a new collectible item

Boston Fast Food Cashiers

- ⇒ Diversify change when dispensing it
- ⇒ Simply ask customers if they would like to have the new coin
- ⇒ Target younger children
- ⇒ U.S. Mint should eliminate the \$1 dollar bill
- ⇒ Retail managers should put more of the new coins into the till set-ups
- ⇒ Use fewer quarters
- ⇒ Design a promotion for the new coin

Chicago Cashiers

- ⇒ A representative from the U.S. Mint should brief cashiers about the release of new coins
- ⇒ Place more coins in circulation
- ⇒ Alter change machines to include a slot for the new coin
- ⇒ Send mailers out to the public to increase awareness
- ⇒ Distribute information telling the public where they can get the new coins
- ⇒ The U.S. Mint should produce more brochures

Chicago Pharmacy Managers

- ⇒ Produce TV commercials — plan a media crush
- ⇒ Modify automatic change dispensers and coin drawers to accommodate the new coin
- ⇒ Limit new distribution of new dollar bills
- ⇒ Promote the coin as more than just a “collectible” coin
- ⇒ Produce one design that targets kids or teenagers
- ⇒ Promote the environmental factor of the coins (i.e. no paper equals more trees)
- ⇒ Cashiers should suggest giving the coins for change
- ⇒ U.S. Mint should offer some form of incentives for each transaction where the coins are used
- ⇒ Incentive program — reduce prices when using coins
- ⇒ U.S. Mint should work with the U.S. Post Office to create a stamp about the new coins

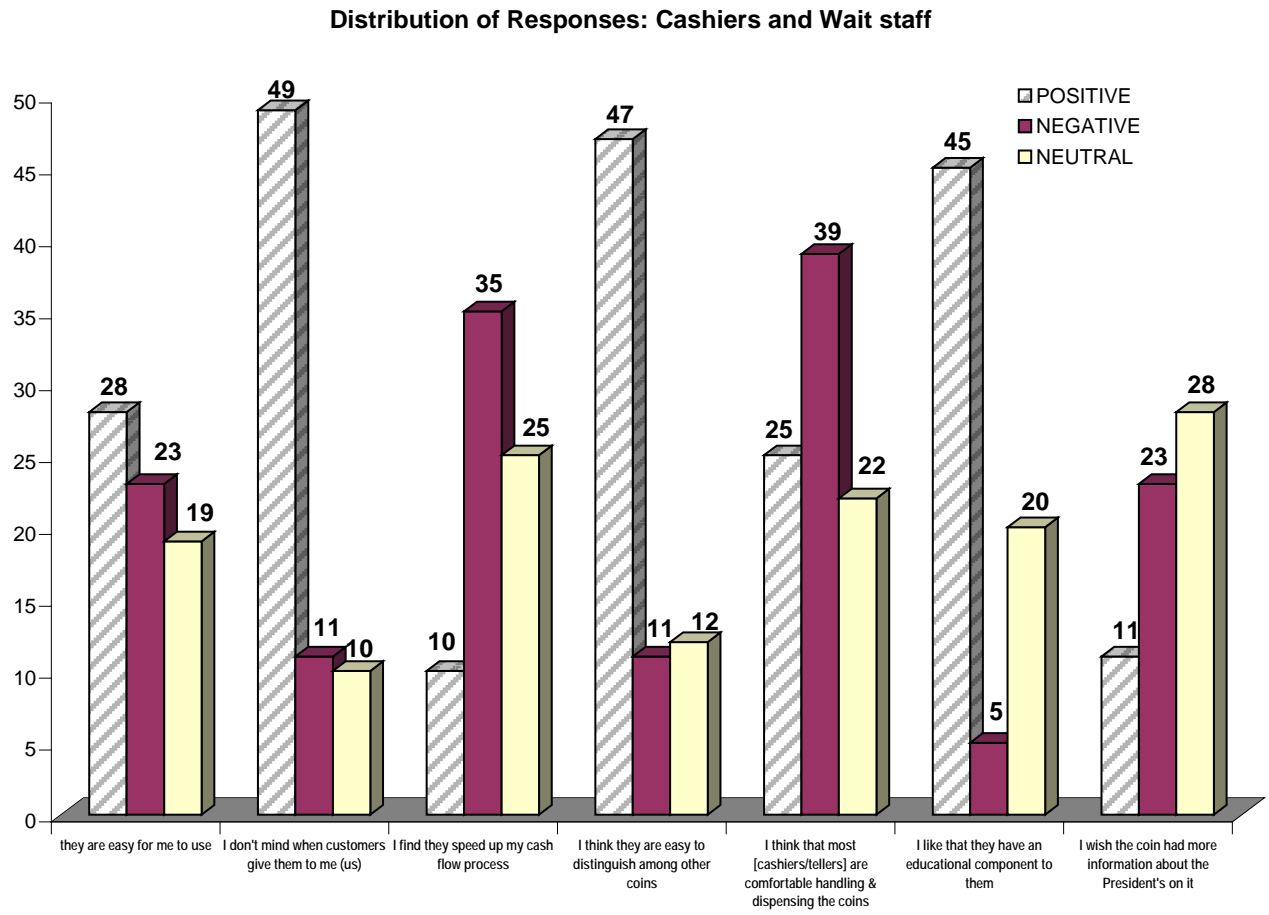
Irvine Wait Staff

- ⇒ Set up a donation jar for the coins
- ⇒ Restaurants should always keep a supply on hand to distribute to customers

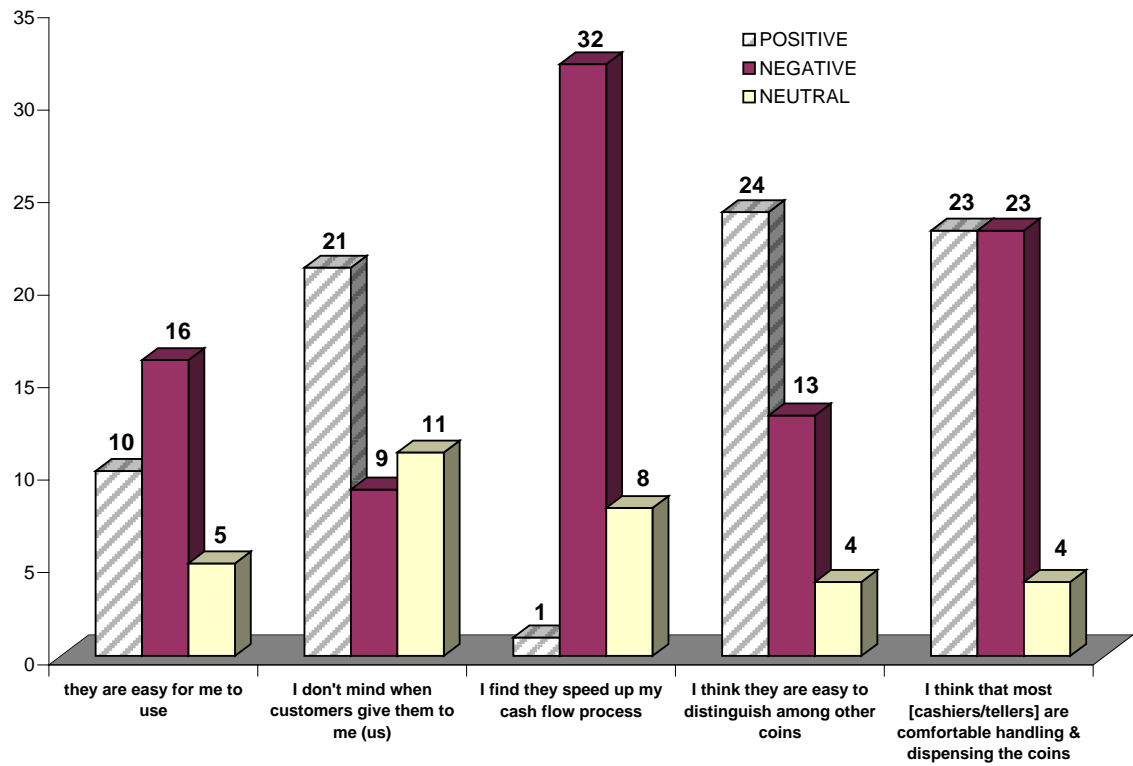
- ⇒ Design checkbook presenters that hold change to allow for servers to place the coin as an alternative to bills
- ⇒ Give the coin as change to customers with children
- ⇒ Circulate coins in the bar/cocktail lounge
- ⇒ Use coins to give change rather than bills
- ⇒ Modify the candy machines to accept the new coins
- ⇒ Produce U.S. Presidential-themed coloring books to give to children in restaurants

Appendix B

Retail Industry Attitudes Toward the Presidential \$1 Coin



Distribution of Responses: Retail Managers



Appendix C

Moderator's Guides

Focus Group — Retail Managers, Presidential \$1 Coins

Groundrules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and how long you have worked at your store?

I. Awareness of the coin

- A. What coins do you carry in your store?
- B. Have you seen any new coins lately?
- C. Has anyone seen the new Presidential \$1 Coin?
- D. In your role at your store, what have your experiences been so far with the Presidential \$1 Coin?
 1. To what extent is it being integrated with the other currencies you order and carry at your store?
 2. Compared to other coins you give to customers, how often are you disseminating the \$1 coins (or any \$1 coins)?
 3. What do you think are your customers' opinions about the new Presidential \$1 Coin?

II. Coin Flow Process

- A. For the next few minutes, we are going to talk about the distribution of coins from the U.S. Mint all the way into and through the hands of your customers. After we talk about the distribution of coins, we are going to discuss what gets in the way of the distribution or flow at each of these steps. Finally, we will brainstorm ways that you think we could get around any of these barriers or road blocks.
- B. For the first part, the distribution flow itself, I would like each of you to chart the flow of coins from the U.S. Mint all the way to your specific customers — each of you may have a slightly different process that you use to get money and that's OK. It doesn't have to be perfect, just what you think it is from your vantage point.

MODERATOR — GO AROUND THE TABLE AND HAVE EACH PERSON WALK THROUGH THEIR MODEL

- C. Now, to the extent that you are comfortable with the process, I would like each of you to go to your model and list the barriers that might occur at each juncture preventing the flow of coins from happening. For example, if you don't know how to order \$1 coins, then that is a barrier at the last point in your model — where you actually get the coins.

MODERATOR — GO AROUND THE TABLE AND HAVE EACH PERSON WALK THROUGH THE BARRIERS FOR THEIR MODEL

- D. Finally, I would like to brainstorm together what can be done to break down each of these barriers. (Moderator lists each barrier — maybe group some together, and listens to answers. If no answers, can probe with “You can use statements that start with “I wish ... ” or “How to ... ”)

IV. Ordering Money at Your Store

- A. Let's talk next about ordering cash at your store/restaurant. I'd like to talk about how cash-ordering decisions are made. Is there a set amount of cash you need to have on hand?
- B. How do you decide how much coin vs. bills to order? Are there specific standards you need to adhere to?
- C. Tell me about the ordering process — i.e. are there forms you have to fill out? Do those forms have the option to order Presidential \$1 Coins? If not, how DO you order Presidential \$1 Coins?
- D. What do you know about ordering these coins? Is there anything special about ordering these coins that differs from other money? (*Listen for:* minimum amounts of coins to order, they take longer to order, etc.)
- E. Can you order these coins from anywhere you order money from or are you limited to ordering the coins only from certain places?
- F. How do you learn about new coins that come out and how to order them?
- G. How is information about new coins rolled out to the store overall?

V. Explore Knowledge of Coins

- A. How much communication have you received about the Presidential \$1 Coins?
- B. Where has this information come from (your company, the U.S. Mint, etc.)?
- C. What has been the most helpful information for you?
- D. What would you like to know about the coin program that you don't know right now? (*Listen for:* the dissemination, the plans for release, where to get them, brochures that are available, website, etc.)
- E. What is the most effective way to communicate with stores/restaurants about the Presidential \$1 Coin?

MODERATOR, IF YOU HAVE TIME, DO THIS SECTION, OTHERWISE SKIP TO CLOSING

VI. Explore Attitudes About Coins (HAND OUT COINS HERE)

A. I'd like to ask you what you think about the Presidential \$1 Coins yourselves. For each statement, I'd like you to give me a thumbs up (means you agree), thumbs down (means you disagree) or neutral (flat palm wave — means you are neutral about that item) for each statement/ I'll count how many of each, then discuss why you said that. (Bring a bunch of the coins so they can hold onto them as they are evaluating)

MODERATOR: Be sure to count OUT LOUD so the tape records the tallies

- They are easy for our store to use
- I don't mind when customers give them to us
- I find they speed up our cash flow process (with our customers)
- I think they are easy to distinguish among other coins
- Most cashiers are comfortable handling and dispensing these coins
- This store is open to trying these coins more often

Why do you give this rating? Tell me more about what you were thinking about? What could make you change your mind (IF NEGATIVE)?

B. Next, I'd like to ask some questions about your cashier/wait staff attitudes in handling the coins:

1. What do the cashiers/wait staff think about the coins? Are they comfortable handling them? Distributing them?
2. Do they space in their drawers, etc for them?
3. What would make them more comfortable handling/distributing the coins?

VII. Closing

- A. To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for banks to accept and dispense the Presidential \$1 Coin.
- B. Thanks!

Focus Group — Cashiers, Presidential \$1 Coins

Groundrules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and how long you have worked as a cashier.

I. Awareness of the coin

- A. What coins do you carry in your cash drawers?
- B. Have you seen any new coins lately come thru your stores?
- C. Has anyone seen the new Presidential \$1 Coin?
 1. What do you like about dollar coins? (LISTEN FOR: easy to identify, don't have to orient the coins in the drawer, interesting to look at, don't stick together, easy to count)
 2. What don't you like about dollar coins? (LISTEN FOR: Heavy, easily confused with quarters, no space in the till/drawer, have to ask for change more often, no place to hold extra coins, people give them back, slows me down, don't think about them)
 3. Compared to other coins you give to customers, how often are you disseminating the \$1 coins (or any \$1 coins)?
 4. What do you think are your customers' opinions about the new Presidential \$1 Coin?
 - a. Do you have any sense of what your customers are using them for? (currency vs. gifting vs. collecting)

II. Cash Handler Experiences With Coins

- A. Did your company/store do any sort of education with you and other cashiers about the new coins? What did they tell you about the coins and how to handle them? (Make sure to specify any differences between these coins and other \$1 coins)
 1. Have you gotten any **instructions** on how to handle the coins? What instructions have you been given? (Listen for: where to put them in your drawer, when to offer them to customers instead of bills, etc.)
 2. If you haven't been given any instructions, what do (would) you do with the coins? (e.g. offer them instead of bills, only give them out if customer asks for them, etc.)

3. Where do you put the coins in your drawer? Do you have space for them?
4. Is it hard to work the coins into your cash flow process?
5. What do you do once you get the coins? Do you hand them out to customers or only when the customer asks?
6. Have you had any interactions with your customers about the coins? Tell me more about those experiences ... what happened?
7. How comfortable do you/would you feel handing out the coins? Getting the coins?
8. Have you ever had a customer refuse money (coins or “dirty” dollar bills) — what happened? How did you respond?
9. What if these coins became very popular — do you think your usage would change? Do you think your store policies might change? How?
10. What would you like to know about the coins to help make you more effective as a cashier?

III. Increasing Acceptance of Coins

- A. We are interested in your thoughts about how the circulation of the Presidential \$1 Coins could be increased. For the next 10 to 15 minutes, I’m going to ask you to pretend that you have just been appointed to a National Cashier Advisory Task Force, and your job is to provide me with your recommendations about what we can do to have cashiers around the country become more comfortable accepting and distributing the Presidential \$1 Coins. Please provide actionable, realistic recommendations about what cashiers, your managers, and even the U.S. Mint could do to make this process easier for cashiers. I am going to leave the room to allow you to discuss this, and when I return you will present me with your recommendations. (Ask for a volunteer to be the recorder on the easel and reporter back to the group.)
 1. Discuss recommendations
- B. EASEL: Aside from what you can do as a cashier, what are some other things that could be done, outside of the retail environment, to get more people using the coins?
- C. If a customer refuses a coin, what could you say that might make them take the coin?

IV. Explore Attitudes About Coins (HAND OUT COINS HERE)

A. I'd like to ask you what you think about the Presidential \$1 Coins yourselves. For each statement, I'd like you to give me a thumbs up (means you agree), thumbs down (means you disagree) or neutral (flat palm wave — means you are neutral about that item) for each statement. I'll count how many of each, then discuss why you said that.

MODERATOR: Be sure to count OUT LOUD so the tape records the tallies — maybe WRITE THEM ON THE WHITE BOARD AHEAD OF TIME

- They are easy for me to use
- I don't mind when customers give them to me
- I find they speed up my cash flow process (with my customers)
- I think they are easy to distinguish among other coins
- I think that most cashiers are comfortable handling and dispensing these coins
- My store likes when we get these coins
- I like that they have an educational component (presidents)
- I wish the coin had more information about the presidents on it

B. Why do you give this rating? Tell me more about what you were thinking about? What could make you change your mind (IF NEGATIVE)?

V. Explore knowledge of coins

- A. Overall, how much information have you received about the Presidential \$1 Coins?
 - i. Where has this information come from (your company/store, the U.S. Mint, etc., advertising in papers)
 - ii. What has been the most helpful information for you as a cashier?
- B. What would you like to know about the actual coins that you don't know right now?
- C. What would you like to know about the coin program that you don't know right now? (LISTEN FOR: the dissemination, the plans for release, where to get them, brochures that are available, Web site, etc.)
- D. What is the most effective way for the U.S. Mint to communicate with cashiers about the Presidential \$1 Coin?

VI. Closing

- C. To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for cashiers to accept and dispense the Presidential \$1 Coin.
- D. Thanks!

Focus Group — Wait Staff, Presidential \$1 Coins

Groundrules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and how long you have worked as a waiter/waitress.

I. Awareness of the Coin

- A. What coins do you carry in your cashier drawer?
- B. What coins do you carry in your pocket?
- C. Have you seen any new coins lately?
- D. Has anyone seen the new Presidential \$1 Coin
 - 1. What do you like about dollar coins? (LISTEN FOR: easy to identify, don't have to orient the coins in the drawer, interesting to look at, don't stick together, easy to count)
 - 2. What don't you like about dollar coins? (LISTEN FOR: Heavy, easily confused with quarters, no space in the till/drawer, have to ask for change more often, no place to hold extra coins, people give them back, slows me down, don't think about them)
 - 3. Compared to other coins you give to customers, how often are you disseminating the \$1 coins (or any \$1 coins)?
 - 4. What do you think are your customers' opinions about the new Presidential \$1 Coin?
 - a. Do you have any sense of what your customers are using them for? (currency vs. gifting vs. collecting)

II. Cash Handler Experiences with Coins

- A. Did your restaurant do any sort of education with you and other wait staff about the new coins? What did they tell you about the coins and how to handle them? (Make sure to specify any differences between these coins and other \$1 coins)
 - a. Have you gotten any **instructions** on how to handle the coins? What instructions have you been given? (Listen for: where to put them in your drawer, when to offer them to customers instead of bills, etc.)

- b. If you haven't been given any instructions, what do (would) you do with the coins? (e.g. offer them instead of bills, only give them out if customer asks for them, etc.)
- c. Where do you put the coins in your drawer/pocket? Do you have space for them?
- d. Is it hard to work the coins into your cash flow process?
- e. What do you do once you get the coins? Do you hand them out to customers immediately or only when the customer asks?
- f. How comfortable do you/would you feel handing out the coins? Getting the coins?
- g. Have you ever had a customer refuse money (coins or "dirty" dollar bills) — what happened? How did you respond?
- h. Have you had any interactions with your customers about the coins? Tell me more about those experiences ... what happened?
- i. What if these coins became very popular — do you think your usage would change? Do you think your restaurant policies might change? How?
- j. What would you like to know about the coins to help make you more effective as a waiter/waitress?

III. Increasing Acceptance of Coins

A. We are interested in your thoughts about how the circulation of the Presidential \$1 Coins could be increased. For the next 10-15 minutes, I'm going to ask you to pretend that you have just been appointed to a National Wait Staff Advisory Task Force, and your job is to provide me with your recommendations about what we can do to have wait staff around the country become more comfortable accepting and distributing the Presidential \$1 Coins. Please provide actionable, realistic recommendations about what wait staff, your managers, and even the U.S. Mint could do to make this process easier for wait staff. I am going to leave the room to allow you to discuss this, and when I return you will present me with your recommendations. (Ask for a volunteer to be the recorder on the easel and reporter back to the group.)

- a. Discuss recommendations

B. EASEL: Aside from what you can do, what are some other things that could be done, outside of the restaurant industry, to get more people using the coins?

C If a customer refuses a coin, what could you say that might make them take the coin?

IV. Explore attitudes about coins (HAND OUT COINS HERE)

A. I'd like to ask you what you think about the Presidential \$1 Coins yourselves. For each statement, I'd like you to give me a thumbs up (means you agree), thumbs down (means you disagree) or neutral (flat palm wave — means you are neutral about that item) for each statement. I'll count how many of each, then discuss why you said that.

MODERATOR: Be sure to count OUT LOUD so the tape records the tallies — maybe WRITE THEM ON THE WHITE BOARD AHEAD OF TIME

- They are easy to use
- I don't mind when customers give them to me
- I find they speed up my cash flow process (with my customers)
- I think they are easy to distinguish among other coins
- Most wait staff are comfortable handling and dispensing these coins
- My store likes when we get these coins
- I like that they have an educational component (presidents)
- I wish the coin had more information about the president's on it

Why do you give this rating? Tell me more about what you were thinking about?
What could make you change your mind (IF NEGATIVE)?

V. Explore knowledge of coins

A. Overall, how much information have you received about the Presidential \$1 Coins?

- Where has this information come from (your restaurant, the U.S. Mint, etc., advertising in papers)
- What has been the most helpful information for you as a waiter/waitress?

B. What would you like to know about the actual coins that you don't know right now?

C. What would you like to know about the coin program that you don't know right now? (LISTEN FOR: the dissemination, the plans for release, where to get them, brochures that are available, website, etc.)

D. What is the most effective way for the U.S. Mint to communicate with wait staff about the Presidential \$1 Coin?

VI. Closing

- To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for wait staff to accept and dispense the Presidential \$1 Coin.
- Thanks!

Appendix D
Demographic Table

DEMOGRAPHIC	RETAIL	FINANCIAL
Male	45	28
Female	90	72
<i>Tenure in Industry</i>		
6 months --< 1 year	6	15
1 year --< 2 years	24	10
2 years -- < 5 years	41	34
5 years -- < 10 years	25	16
Over 10 years	38	25
<i>Age Group</i>		
Under 25	32	13
25 -- 29	19	24
30 --39	24	20
40 -- 50	41	25
51 or above	19	18
<i>Race/Ethnicity</i>		
White/Caucasian	82	66
Black/African American	25	16
Hispanic/Latino	15	13
Asian	8	2
Other	5	3
Refused	0	0
TOTAL	135	100



U.S. Mint Presidential Knowledge

Study of the American Public's Knowledge of U.S. Presidents

July 2007

Prepared by:
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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 the first wave of measuring the public's knowledge of the U.S. Presidents in support of the Presidential \$1 Coin Program.

To conduct this research, Gallup conducted a survey of 1,000 adults ages 18 and older in the United States. Dates for fielding the survey were July 18 through July 25, 2007.

1.2 Gallup Panel Methodology

1.2.1 Recruitment

The Gallup Panel begins with an RDD frame of phone numbers. Respondents take a short RDD survey about presidential approval and other current event topics, and are asked if they would be interested in participating in additional surveys as a member of the Gallup Panel. If they agree, they are mailed a "welcome packet" that invites them and up to three additional members of their household, ages 13 and over. Each household member is asked to complete a short set of demographic questions about themselves. Upon receipt of this information, the household is officially enrolled in the panel (if any key demographic items are missing, such as gender and date of birth, they are contacted by a Gallup interviewer to provide this information.)

1.2.2 Obligation

There is no time commitment to membership in the Gallup Panel. Rather, households and individuals are encouraged to remain members as long as they are willing and interested. They agree to participate in an average of three surveys per month. Surveys are either administered by an interviewer (over the phone), or are self-administered (either by mail or Web, depending on the Internet accessibility of the respondent). There are no financial incentives for participating in the Gallup Panel, though several token thank-you gifts are sent throughout the year.

1.2.3 Retention

As with any longitudinal design, Gallup's Panel is affected by attrition. There are several ways that a panelist can leave the panel. They can call the 1-800 support number and request removal. They can request removal on any questionnaire. And alternatively, those who fail to respond to six consecutive surveys are automatically removed. However, significant efforts are taken to retain panelist for as long as possible. Members occasionally receive token thank-you gifts such as pens and notepads for their continued participation. And each quarter, members receive a copy of *Themes*, a magazine produced exclusively for Gallup Panelists highlighting the impact of the opinions collected through the Panel. Gallup takes special efforts to retain individuals who are in the greatest danger of attrition. When a panelist fails to respond to three consecutive surveys, they receive a postcard encouraging them to participate next time they receive a survey. If they still do not respond after two additional surveys, they receive a courtesy call asking if there are any problems and encouraging their participation. Finally, after six

consecutive nonresponses, they are dropped from the Panel. Because of these efforts, attrition averages around 3% per month.

1.2.4 Size

Currently, the Panel consists of more than 48,000 households and more than 68,000 individual members. Recruitment is conducted on an ongoing basis to replenish those demographic segments that are decreasing due to attrition.

1.2.5 Response Rates

The response rates for any individual survey conducted through the panel range from 50-70%, depending on the length of the field period. However, to calculate the AAPOR or CASRO response rate, one must take into account all of the phases of recruitment. The initial RDD recruit has a response rate of approximately 27%. Approximately 55% of those who agree to participate in the panel ultimately return their welcome packet and are officially enrolled in the Panel. Thus, prior to conducting any individual study, the response rate is approximately 15%.

1.3 Weighting the Data

The purpose of survey weights is to assure 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.

The national sample was weighted 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 gender, age, education, race, and region. 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.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in close collaboration with the U.S. Mint to assess Americans' knowledge of the early U.S. presidents. The questions solicited knowledge of the total number of U.S. presidents, being able to name the first four and second four U.S. presidents, and answering a series of trivia questions about several of the early presidents.

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

3.0 Key Findings

- Most Americans claim to have some, but not extensive, knowledge of U.S. presidential history. However, fully 45% believe it is very important to know about the history and major achievements of U.S. presidents, with an additional 52% saying this knowledge is somewhat important. Thus, there is an excellent opportunity to increase knowledge and awareness of U.S. presidential history.
- Less than 1% of the respondents to the survey were able to correctly answer all 18 quiz items on the early Presidents of the United States (0.5%). The mean number of correct responses was 6.0 out of the 18 quiz items.
- Fewer than one-fourth of Americans can correctly identify the number of individuals who have served as U.S. president (22%).
- Knowledge of the first four U.S. presidents is limited. Just 7% can name all four of them in their correct order. Nearly all can identify George Washington (94%), but far fewer can name #2 as John Adams (40%), #3 as Thomas Jefferson (30%), or #4 as James Madison (8%).
- Knowledge of the second four U.S. presidents is even further limited. When asked to name them in any order, only 2% could correctly identify all four, regardless of the ordering. Overall, 16% could name at least one of them, with fully 84% unable to name any of the Presidents #5 through #8.
- When asked to name the president associated with key events in U.S. history, Americans were most familiar with George Washington's role in the Revolutionary War (68%) and Thomas Jefferson's authoring of the Declaration of Independence (57%). Just 28% are aware that John Adams and John Quincy Adams were father and son. Only 23% could affiliate Andrew Jackson with the War of 1812, and just 5% associated James Madison with the authoring of the U.S. Constitution.
- While it is one of the most famous monuments in America, just 21% of Americans can correctly identify the four Presidents carved into the face of Mount Rushmore.
- In terms of currency recognition, Americans tend to know that Abraham Lincoln is featured on the penny (87%) but not that Thomas Jefferson is featured on the nickel (35%).

4.0 Detailed Findings

FINDING: Most Americans claim to have little-to-some knowledge of U.S. presidential history. However, fully 45% believe it is very important to know about the history and major achievements of U.S. presidents.

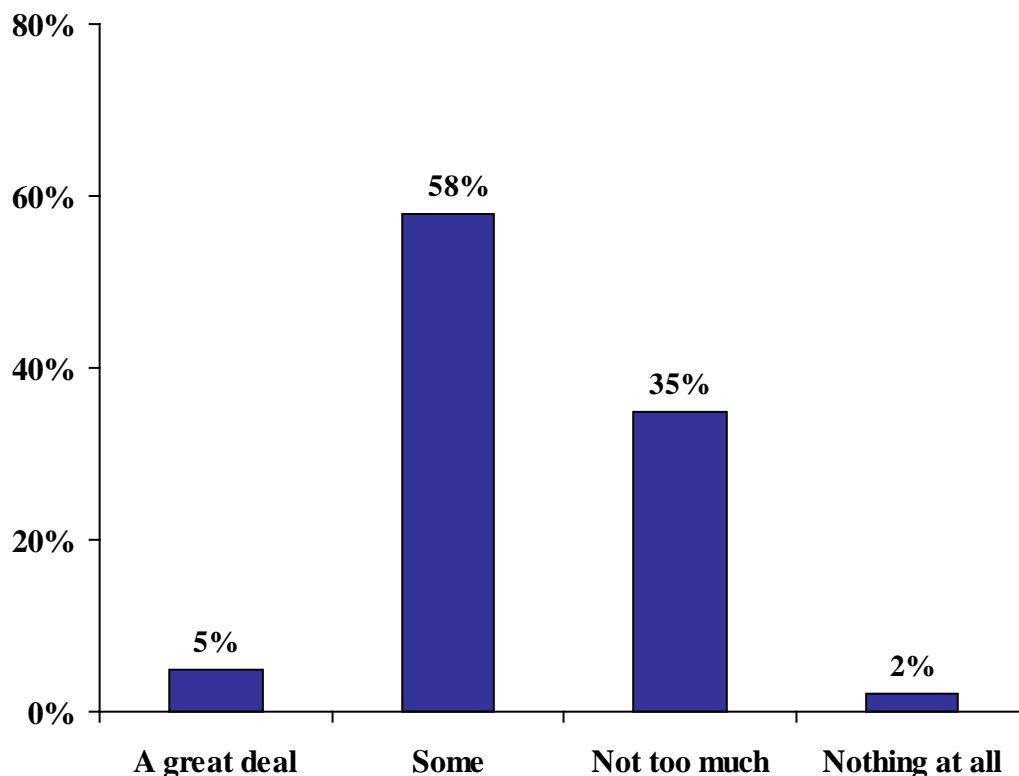
Only 5% of Americans believe they have a great deal of knowledge about U.S. presidential history. Most claim to have some knowledge of U.S. presidential history (58%), and fully 35% say they know “not too much” about this topic.

- Men are more likely than women to say they have a great deal or some knowledge of presidential history (73% vs. 54%).

At the same time, Americans overwhelmingly feel that it is important to know about the history and major achievements of U.S. presidents: 97% feel that it is either very important (45%) or somewhat important (52%).

- Americans aged 65 and older are most likely to think that the history and major achievements of U.S. presidents is very important (59%), those aged 18 to 29 are the least likely to say this (40%). There are no significant differences between women and men, different regions, or party support.

Chart 1: *How much would you say you know about U.S. presidential history?*



FINDING: Overall, less than 1% correctly responded to all items on the presidential knowledge quiz. The average number of correct responses was 6.0 out of 18.

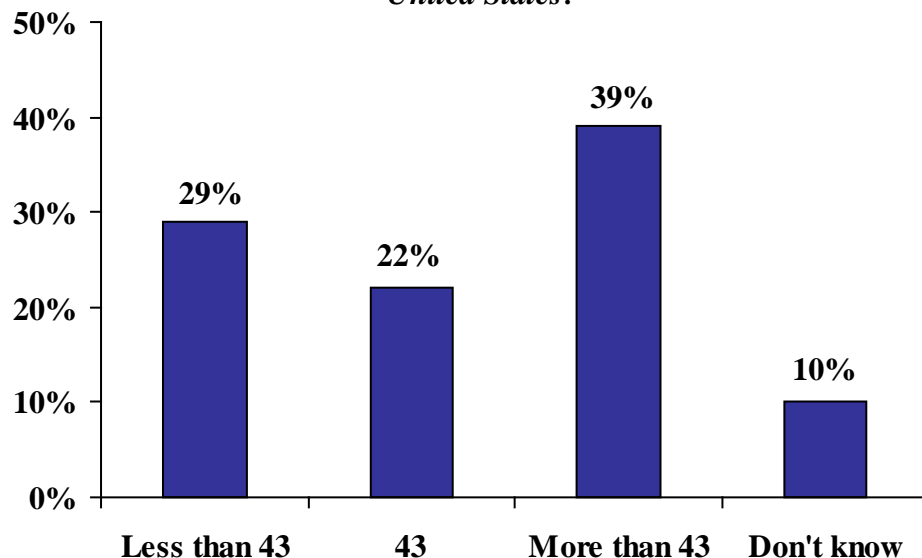
With the 18 questions making up the presidential knowledge quiz, Americans answered an average of 6.0 questions correctly. Only 0.5% of Americans answered all questions correctly. Significant differences were found between the mean scores for men and women (6.7 vs. 5.2) and Republicans and Democrats (6.3 vs. 5.2). People are also able to judge their own level of presidential knowledge reasonably well: Those who said they had a great deal or some presidential knowledge scored higher on average than those who said they had little or no knowledge (6.9 vs. 4.3). No significant differences exist between different regions or age groups.

FINDING: Fewer than one-fourth of Americans can correctly identify the number of individuals who have served as president of the United States.

When asked how many presidents there have been in the U.S., including current President George W. Bush, less than one-fourth of Americans (22%) knew the correct response (43 presidents). Ten percent (10%) acknowledged they simply did not know and could not provide a guess. An additional 29% guessed some number below 43, and 39% guessed some number ranging from 44 to 89.

- Men are twice as likely as women to know the correct answer (30% vs. 15%).
- Republicans are more likely to know the answer than Democrats (25% vs. 16%).
- Americans in the South are the most likely to know the answer (25%), while those in the Midwest are the least likely (19%).

Chart 2: Including the current president, how many presidents have we had in the United States?



FINDING: While most can correctly identify George Washington as the first U.S. president, knowledge tapers off dramatically for presidents 2 through 4. Only 7% of Americans can name presidents 1 through 4 in their correct order.

When asked to name the first four presidents of the United States in order of their presidencies, only one in 14 (7%) could correctly name all four presidents in the proper order. An additional 1% were able to name all four presidents, but not in the correct order. More than nine out of 10 (93%) were not able to complete this task correctly.

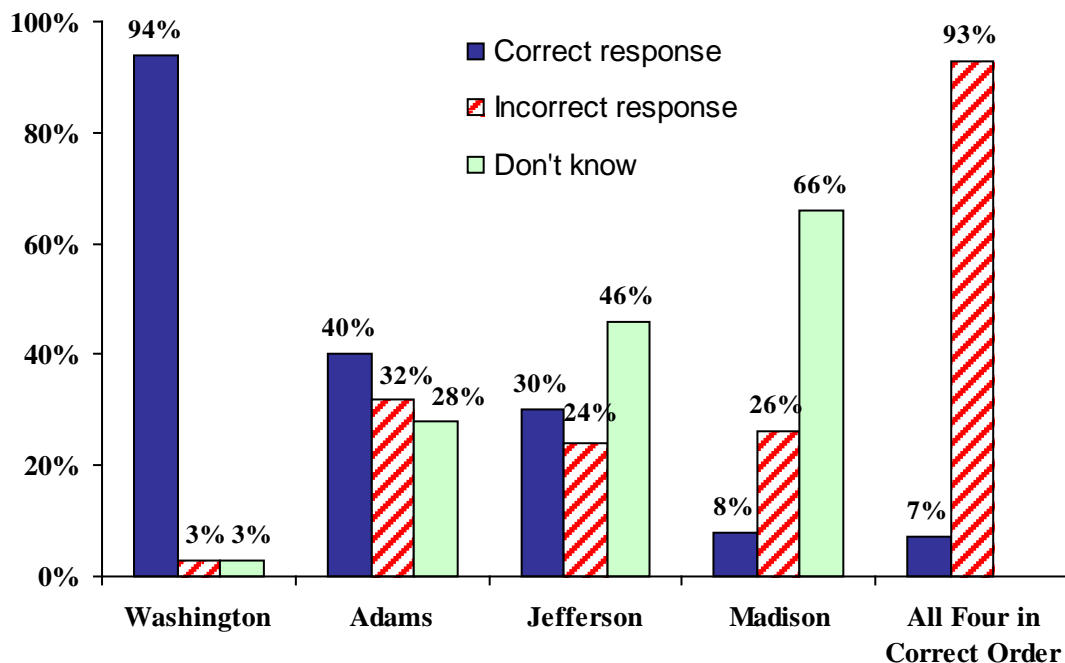
- Democrats are better able than Republicans to name all four presidents in the correct order (8% vs. 5%).
- Younger Americans (those aged 18 to 29) are best able to name all four presidents in the correct order (10%) compared to older Americans.

Nearly all Americans (94%) could correctly identify George Washington as the first President of the U.S. However, only 2 out of 5 (40%) could identify John Adams as the second president. An additional 28% reported they did not know who the second president was, 16% mistook Thomas Jefferson as the second President, and 16% named someone else.

Only 30% of Americans were able to name Thomas Jefferson as the third president, with fully 46% completely unsure, and an additional 24% naming someone else. Just 8% can identify James Madison as the fourth president, with two-thirds of Americans admitting they do not know who the fourth president was (66%).

Chart 3: Please name the first four presidents of the United States in the order of their presidency.

(Results by percentage correctly identifying the president in the proper placement)

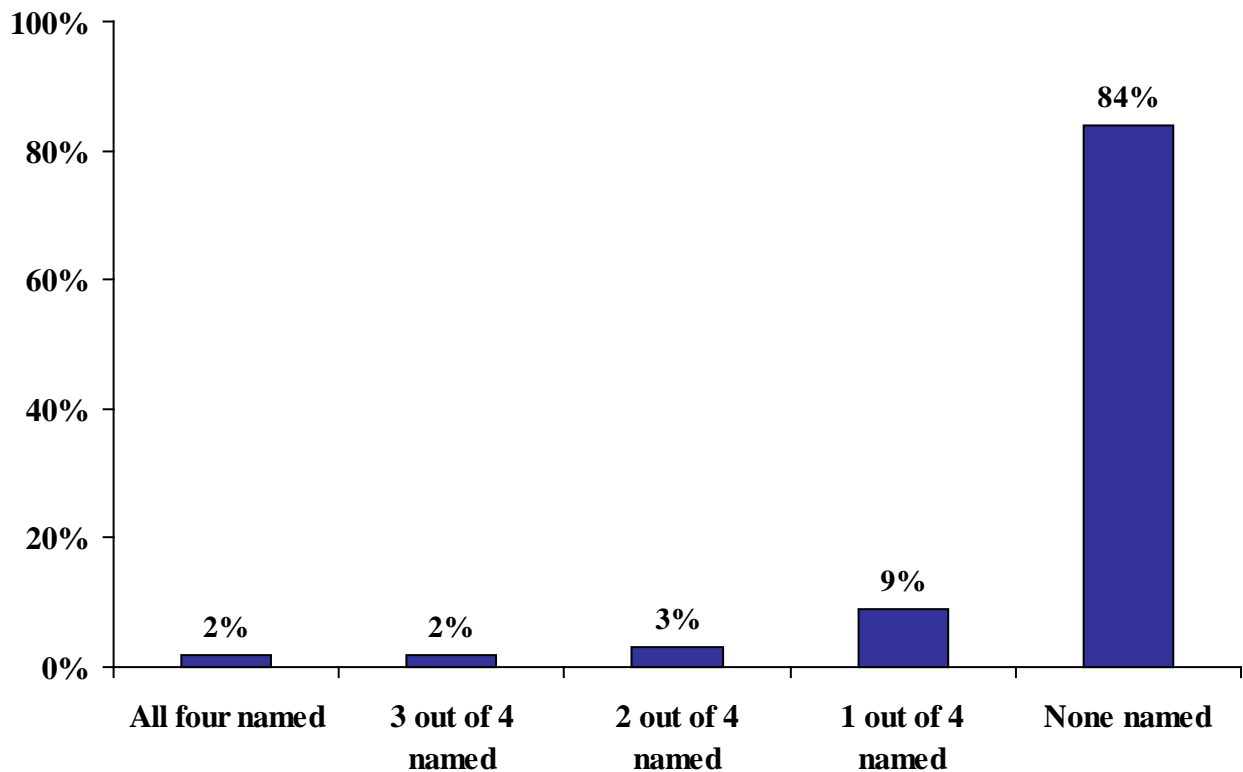


FINDING: While most can correctly identify George Washington as the first U.S. president, knowledge tapers off dramatically for presidents 2 through 4.

Only one out of six (16%) Americans can name any of the fifth-to-eighth presidents (James Monroe, John Quincy Adams, Andrew Jackson, and Martin Van Buren). Only 1 in 50 (2%) can name them all.

Chart 4: *Can you name any of the next four presidents of the U.S.; that is, presidents #5 through #8?*

(Results by percentage naming any of Monroe, Quincy Adams, Jackson, or Van Buren)



FINDING: Majorities of Americans are familiar with the accomplishments of Washington and Jefferson, but few can identify accomplishments of Madison or Jackson.

Americans demonstrate only partial knowledge of the presidents who are associated with key events in American history. When asked in a completely open-ended format to name the president who served as General over the Continental Army during the Revolutionary War, about two in three (68%) Americans correctly volunteer George Washington. However, 22% were unable to provide any response, saying “don’t know.”

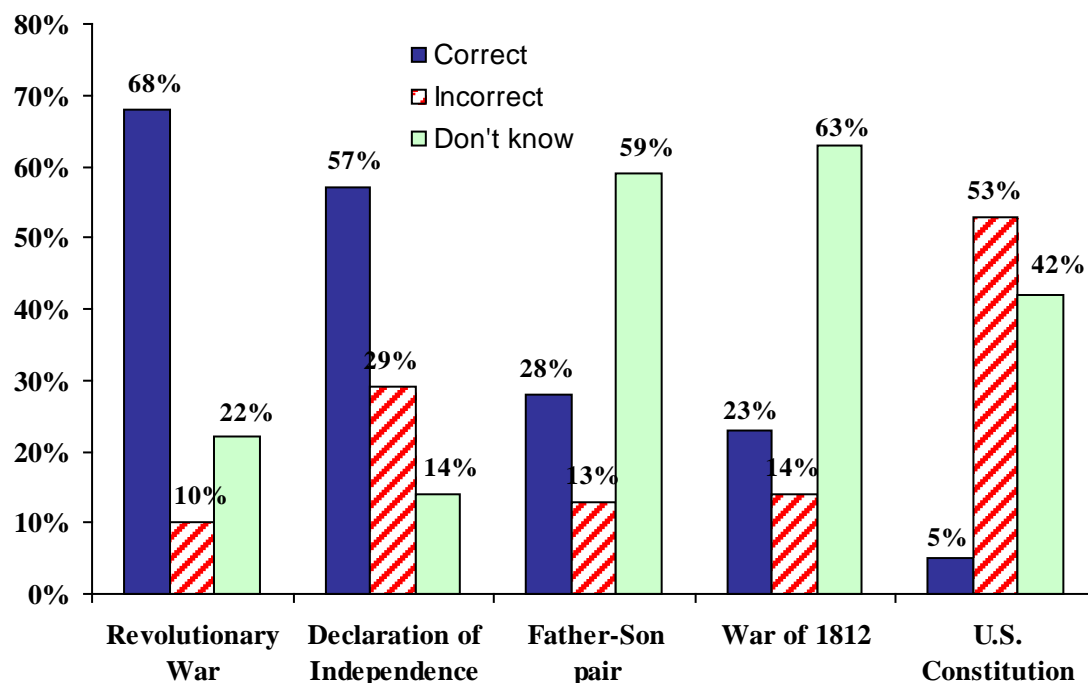
More than half of Americans (57%) correctly name Thomas Jefferson as the main author of the Declaration of Independence. One in ten (10%) incorrectly believes George Washington was the main author, 6% cite John Adams, and 5% cite Abraham Lincoln.

Only about one-half (49%) of Americans are aware that, before Presidents George H.W. Bush and George W. Bush, there was a previous father-and-son pair of presidents. Among that 49%, only 58% could name Adams and Quincy Adams (weighting to 28% of all Americans).

While fully 63% are unable to name the President who won the Battle of New Orleans that ended the War of 1812, about one-quarter of Americans (23%) correctly identify Andrew Jackson.

Only one out of twenty (5%) correctly identify James Madison as the main author of the U.S. Constitution. More Americans think Thomas Jefferson (24%), John Adams (11%), or George Washington (9%) were main authors.

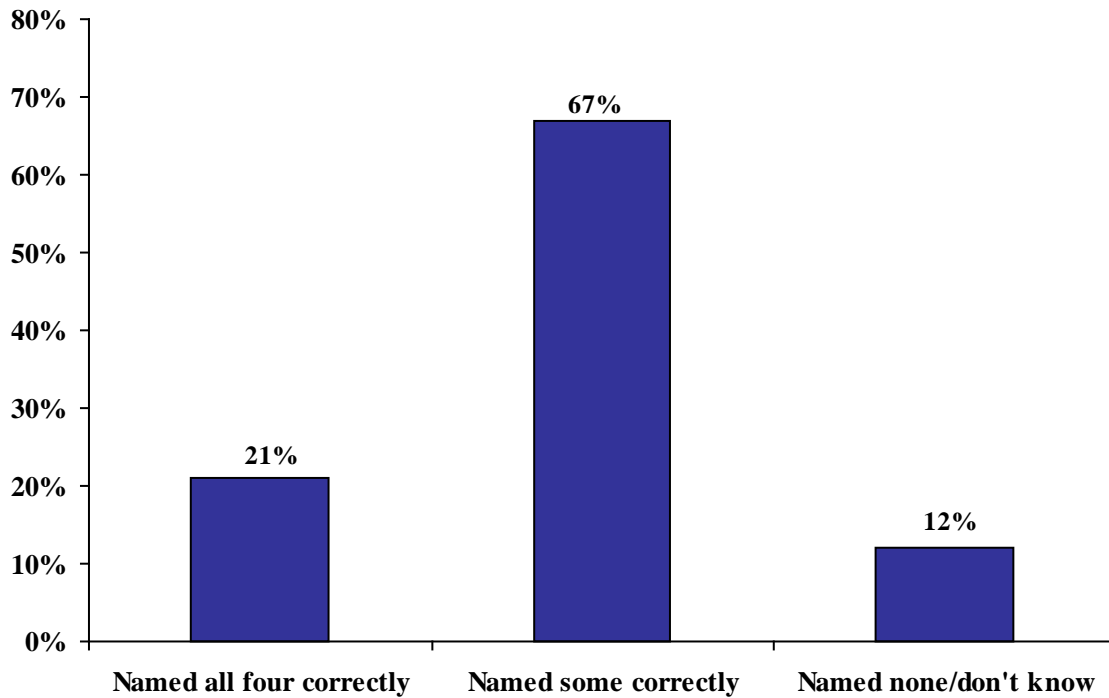
Chart 5: Percentage Correctly Naming the President Associated With Key Events in U.S. History



FINDING: While it is one of the most famous monuments in the United States, only 21% of Americans can correctly identify all four presidents carved into Mount Rushmore.

About one out of five (21%) Americans were able to name all four Presidents whose faces are carved on Mount Rushmore National Memorial in South Dakota — George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln. Another two-thirds (67%) of Americans were able to name some of the four, but not all. Just 12% were unable to name any correctly or didn't know any of them.

Chart 6: Can you name the four presidents whose faces are carved on Mount Rushmore National Memorial in South Dakota?



FINDING: In terms of currency recognition, Americans are more than twice as likely to know whose likeness is featured on the penny as on the nickel.

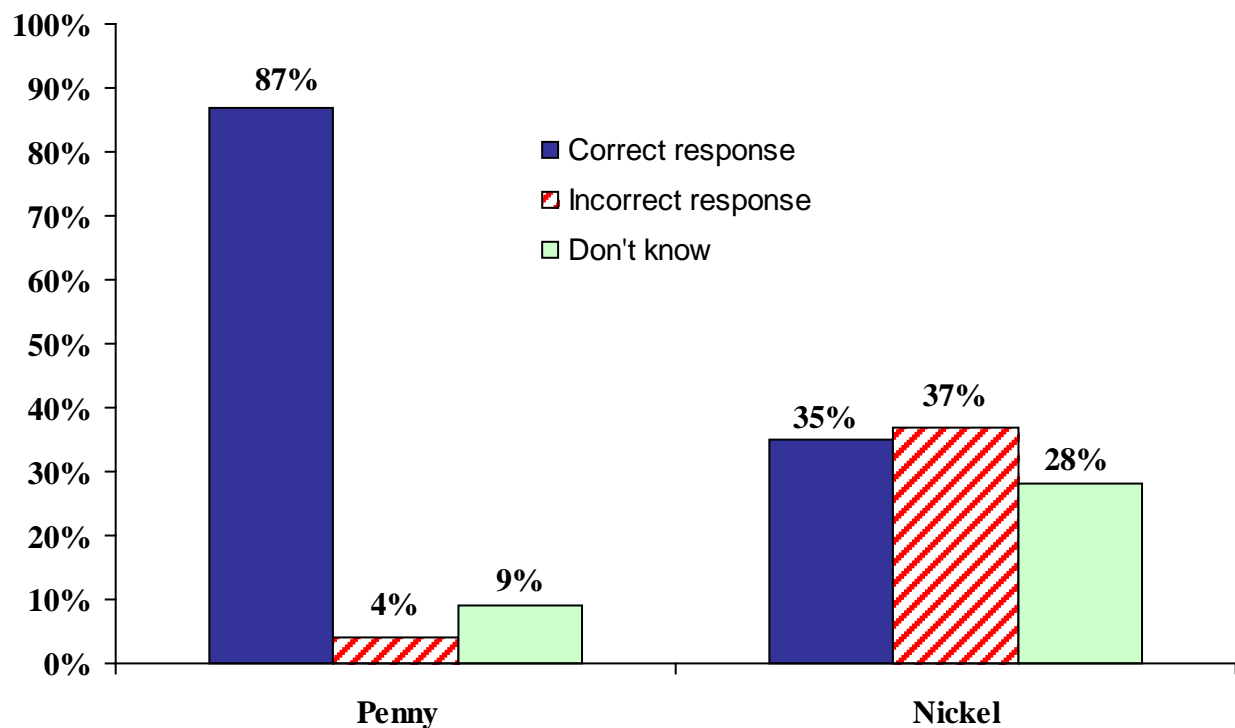
When respondents were asked to identify which president is featured on the penny, nearly 9 in 10 (87%) correctly named Abraham Lincoln.

- This recognition is highest among men (90% vs. 84%, respectively, for women) and those under the age of 55 (89% vs. 82% for those aged 55 and older, respectively). Recognition is also highest in the West (93%) and lowest in the South (83%).

At the same time, only about one-third of Americans (35%) can name Thomas Jefferson as the president who appears on the nickel. Slightly more (37%) identified someone other than Jefferson, and nearly as many (28%) could not answer the question.

- Recognition is highest among men (43% vs. 27%, respectively, for women) and those under 55 (38% vs. 27% for those aged 55 and older, respectively).

Chart 7: Without looking at any coins, which president is featured on the penny/nickel?



APPENDIX: QUESTIONNAIRE

**US Mint Presidential Knowledge Survey
Conducted by The Gallup Organization
July 2007**

Hello, this is _____, calling for The Gallup Panel. We're conducting a survey today about U.S. Presidents. May I speak with **(name from fone file)**?

(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 1525-0012-86.

(READ:) As you may or may not know, the government is in the process of releasing Presidential \$1 coins to the public for circulation. As part of this effort, we are conducting a survey to gather an understanding of American's knowledge of Presidential history. Response to this survey is voluntary and all responses will be kept completely anonymous.

1. How much would you say you know about U.S. Presidential history? **(Read 1-4)**

- 1 A great deal
- 2 Some
- 3 Not too much
- 4 Nothing at all

- 8 (DK)
- 9 (Refused)

2. How important is it that Americans know about the history and major achievements of U.S. Presidents? **(Read 1-4)**

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not important at all

- 8 (DK)
- 9 (Refused)

(READ:) The next set of questions are in a quiz format. If you don't know the answer, you may either try to guess, or just let me know that you don't know, and we'll move on to the next item.

3. Including the current president, how many presidents have we had in the U.S.? **(If Don't Know, Probe by saying:)** Your best guess is fine. **(DO NOT READ: CORRECT RESPONSE=43)**

01-

96

97 97+

98 (DK)

99 (Refused)

4. I am going to ask you to name the **FIRST** four Presidents of the U.S., in order of their Presidency. If you're not sure about any of them, just say so. Who was the first President? **(If necessary, probe: Who was the second President? Who was the third President? Who was the fourth President? (Open ended and code)** **(INTERVIEWER NOTE: Do not read codes 1-4 to the respondent)**

1 George Washington

2 John Adams

3 Thomas Jefferson

4 James Madison

5 Other name

8 (DK/Not sure)

9 (Refused)

A. First response

B. Second response

C. Third response

D. Fourth response

5. Can you name any of the next four Presidents of the U.S., that is, Presidents #5 through #8? If you're not sure about any of them, just say so. (Open ended and code) **(INTERVIEWER NOTE: Do not read codes 1-4 to the respondent)**

1 James Monroe
2 John Quincy Adams
3 Andrew Jackson
4 Martin Van Buren

5 Other name
8 (DK/Not sure)
9 (Refused)

A. First response
B. Second response
C. Third response
D. Fourth response

6. From what you know, which President was the main author of the Declaration of Independence? (Open ended and code) **(INTERVIEWER NOTE: DO NOT READ: Correct answer is Thomas Jefferson)**

01 Other (list)
02 (DK)
03 (Refused)
04 HOLD
05 HOLD

06 Thomas Jefferson
07 George Washington
08 John Adams
09 Abraham Lincoln
10 James Madison
11 James Monroe
12 Andrew Jackson

7. From what you know, which President was the main author of the U.S. Constitution? (Open ended and code)

(INTERVIEWER NOTE: DO NOT READ: Correct answer is James Madison)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Thomas Jefferson
- 07 George Washington
- 08 John Adams
- 09 Abraham Lincoln
- 10 James Madison
- 11 James Monroe

8. From what you know, which President served as the General over the Continental Army, leading the Revolutionary War? (Open ended and code)

(INTERVIEWER NOTE: DO NOT READ: Correct answer is George Washington)

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Thomas Jefferson
- 07 George Washington
- 08 John Adams
- 09 Abraham Lincoln
- 10 James Madison
- 11 James Monroe
- 12 Andrew Jackson

9. Aside from George Bush and George W. Bush, do you know if there has ever been another father-son pair of Presidents?

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

**(If code 1 in #9, Continue;
Otherwise, Skip to #11)**

10. Who was that pair of Presidents? (Open ended and code)

1 John Adams and John Quincy Adams
2 Some other combination
8 (DK)
9 (Refused)

11. From what you know, which president won the battle of New Orleans during the War of 1812? (Open ended and code) **(INTERVIEWER NOTE: DO NOT READ: Correct answer is Andrew Jackson)**

01 Other (list)
02 (DK)
03 (Refused)
04 HOLD
05 HOLD

06 Thomas Jefferson
07 George Washington
08 John Adams
09 Abraham Lincoln
10 James Madison
11 James Monroe
12 Andrew Jackson

12. Can you name the four Presidents whose faces are carved on Mount Rushmore National Memorial in South Dakota? (Open ended and code)

- 1 Named all correctly (Washington, Lincoln, Jefferson, Theodore Roosevelt)
- 2 Named some correctly, but not all
- 3 Could not name any correctly
- 8 (DK)
- 9 (Refused)

13. Without looking at any coins, do you happen to know which President is featured on the penny? (Open ended and code)

- 1 Abraham Lincoln
- 2 Someone else
- 8 (DK)
- 9 (Refused)

14. How about the nickel? (Open ended and code)

- 1 Thomas Jefferson
- 2 Someone else
- 8 (DK)
- 9 (Refused)

(READ:) Thank you! If you would like more information about the \$1 Presidential coin program and U.S. Presidential History, you can visit www-dot-usmint-dot-gov.

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

Again, this is _____. I would like to thank you for your time. We value your opinions and appreciate your membership in The Gallup Panel.



U.S. Mint

Presidential \$1 Coins

Awareness Study of the American Public For the Presidential \$1 Coin

June 2007

Prepared by:
THE GALLUP ORGANIZATION
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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 third wave of measuring the public's awareness of the Presidential \$1 Coin Program. Four coins are to be launched each year. So far the George Washington coin was released on Feb. 15, 2007 and the John Adams coin was released on May 17, 2007. This most recent survey was conducted two weeks after the release of the John Adams coin.

To complete this evaluation, Gallup used the identical phone-based survey instrument asked in the previous two awareness surveys. The first wave was conducted in November of 2006 and the second in February of 2007 after the release of the George Washington coin. This wave will assess any changes that have occurred as a result of the Presidential \$1 Coin Program releasing two coins and being in effect for approximately six months. Dates for fielding the June survey were June 1 through June 17, 2007.

1.2 Survey Methodology

The same survey instrument was used to gauge awareness of the Presidential \$1 Coin Program that was used in the previous two survey -- two separate populations were surveyed this wave. The first was a national survey of the public to gauge overall awareness of the Presidential \$1 Coin Program. The second was with the Federal Reserve District #1 of the U. S. Treasury which overlaps the Boston MSA (where outreach efforts with the John Adams launch were concentrated). The following report mainly focuses on trending the national data against the prior two waves. However, when significant differences occurred within Federal Reserve Region One, they are noted.

1.3 Gallup Panel Methodology

1.3.1 Recruitment

The Gallup Panel begins with an RDD frame of phone numbers. Respondents take a short RDD survey about Presidential approval and other current event topics, and are asked if they would be interested in participating in additional surveys as a member of the Gallup Panel. If they agree, they are mailed a "Welcome Packet" that invites them and up to three additional members of their household, ages 13 and over. Each household member is asked to complete a short set of demographic questions about themselves. Upon receipt of this information, the household is officially enrolled in the panel (if any key demographic items are missing, such as gender and date of birth, they are contacted by a Gallup interviewer to provide this information.)

1.3.2 Obligation

There is no time commitment to membership in the Gallup Panel. Rather, households and individuals are encouraged to remain members as long as they are willing and interested. They agree to participate in an average of three surveys per month. Surveys are either administered by an interviewer (over the phone), or are self-administered (either by mail or Web, depending on the Internet accessibility of the respondent). There are no financial

incentives for participating in the Gallup Panel, though several token thank-you gifts are sent throughout the year.

1.3.3 Retention

As with any longitudinal design, Gallup's Panel is affected by attrition. There are several ways that a panelist can leave the panel. They can call the 1-800 support number and request removal. They can request removal on any questionnaire. And alternatively, those who fail to respond to six consecutive surveys are automatically removed. However, significant efforts are taken to retain panelist for as long as possible. Members occasionally receive token thank-you gifts such as pens and notepads for their continued participation. And each quarter, members receive a copy of *Themes*, a magazine produced exclusively for Gallup Panelists highlighting the impact of the opinions collected through the Panel. Gallup takes special efforts to retain individuals who are in the greatest danger of attrition. When a panelist fails to respond to three consecutive surveys, they receive a postcard encouraging them to participate next time they receive a survey. If they still do not respond after two additional surveys, they receive a courtesy call asking if there are any problems and encouraging their participation. Finally, after six consecutive nonresponses, they are dropped from the Panel. Because of these efforts, attrition averages around 3% per month.

1.3.4 Size

Currently, the Panel consists of over 48,000 households and over 67,000 individual members. Recruitment is conducted on an ongoing basis to replenish those demographic segments that are decreasing due to attrition.

1.3.5 Response Rates

The response rates for any individual survey conducted through the panel range from 50-70%, depending on the length of the field period. However, to calculate the AAPOR or CASRO response rate, one must take into account all of the phases of recruitment. The initial RDD recruit has a response rate of approximately 27%. Approximately 55% of those who agree to participate in the panel ultimately return their welcome packet and are officially enrolled in the panel. Thus, prior to conducting any individual study, the response rate is approximately 15%.

1.4 Weighting the Data

The purpose of survey weights is to assure 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.

The national sample was weighted 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 gender, age, education, race, and region. 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.

Post-stratification weights were applied to the Federal Reserve Region One interviews to match population totals for adults living in telephone households provided by the U.S. Census Bureau. This was done on a marginal basis using an iterative raking software that matches one-way totals for age, gender, race, and education. The advantage of this strategy over a ratio weighting scheme is that it does not require a fully cross-classified matrix for every combination of race, education, age, etc. which would not be advisable with only 400 cases available for weighting. The marginal weighting approach corrects each one-way set of targets individually and then iteratively adjusts totals until all of the targets can be matched. The outliers were trimmed after post-stratification and the weights “normalized” to produce the final weights for the Federal Reserve Region One interviews.

2.0 Questionnaire Design

The questionnaire was designed by Market Strategies Inc. to assess consumer awareness of the U.S. Mint’s Presidential \$1 Coin Program. Previous waves to the identical survey were run in November of 2006 and February of 2007. The questions included the following areas:

- Public Awareness (5 questions)
- Use and Utility (3 questions)
- General Attitude Toward Coin Program (3 questions)
- Impact of Coin Launch Campaigns (1 question)
- Program Relevant Sample Characteristics (1 question)

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

3.0 Key Findings

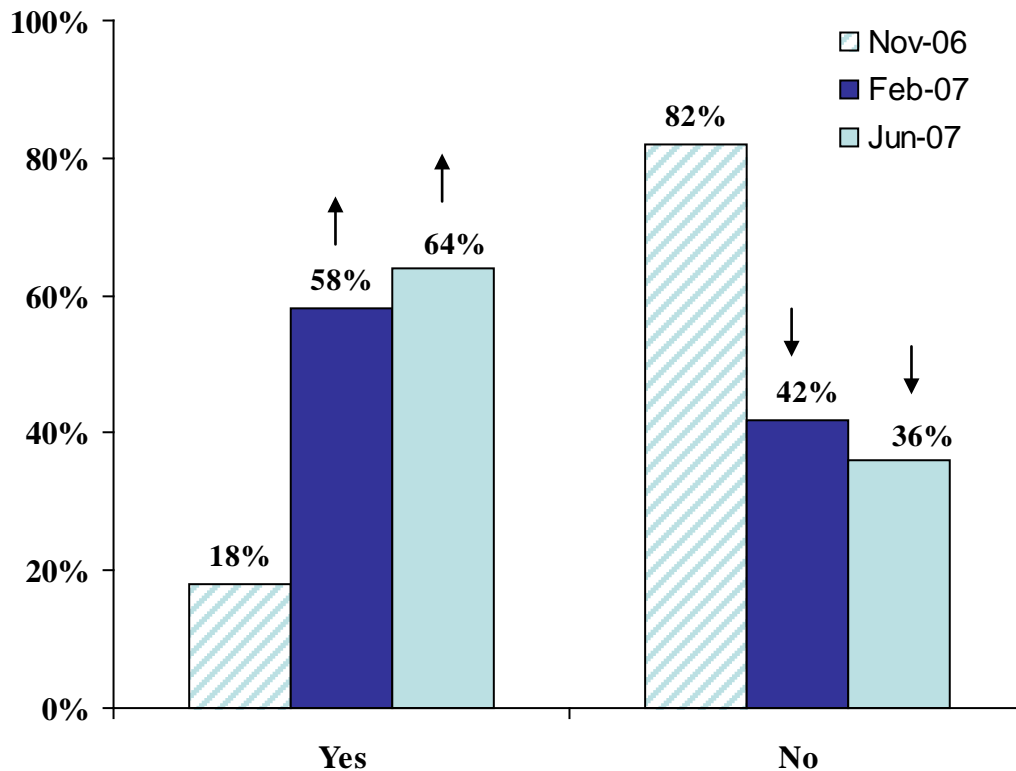
- A significant increase was noted between the February (58%) and June 2007 (64%) surveys asking the public of their awareness of a new \$1 coin.
- However, when asked what specifically they know about the new \$1 Presidential Coin, only 22% of the population can correctly identify a distinct characteristic.
- A significant decline occurred in the number of people who thought the \$1 Presidential Coin was either a very good or good idea between February and June 2007 (from 48% to 44%, respectively).
- A significant decrease occurred since February in the number of people who would accept the Presidential \$1 coins (77% to 73%).
- A significant decline occurred in the number of people who said they would “definitely keep some coins” for purposes other than eventually spending them or cashing them in for \$1 bills.
- No significant differences were noted during the prior wave for the number of people who would be likely to use Presidential \$1 coins to make their cash transactions.
- Although 64% of the American public says they have seen, read, or heard something about the \$1 Presidential coin, when asked what that was, 43% then state that they either didn’t really know or couldn’t think of anything leaving 28% of the population who remembered what it was they actually heard, saw, or read.
- The U.S. public is clearly seeing more information about the \$1 Presidential Coin program in a variety of places over time.
- When asked for the reasons why they would NOT want to use the Presidential \$1 coins, the highest response was that people would rather collect the coins than spend them.
- The knowledge of the coins as legal tender at retail outlets and vending machines continues to grow significantly over time.
- There continues to be confusion over whether the coins are accepted at retailers, banks, credit unions, and other similar locales.
- The American public’s belief that the coins are building educational awareness and knowledge of the presidents and history is growing significantly over time.
- No significant difference was noted between the US Population and Federal Reserve District One among those who have seen, read or heard about the second coin honoring John Adams.

4.0 Detailed Findings

FINDING: A significant increase was noted between the February (58%) and June 2007 (64%) surveys asking the public of their awareness of a new \$1 coin.

Awareness of the Presidential \$1 Coin Program appears to be increasing over time. In December 2006, 18% of people were aware of the Presidential \$1 Coin Program. That number increased significantly to 58% in February, and again in June to 64%. A little over a third (36%) of the people surveyed say they have not heard anything about a new \$1 coin. No significant difference was noted in Federal Reserve District One.

Chart 1: Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new \$1 coin?



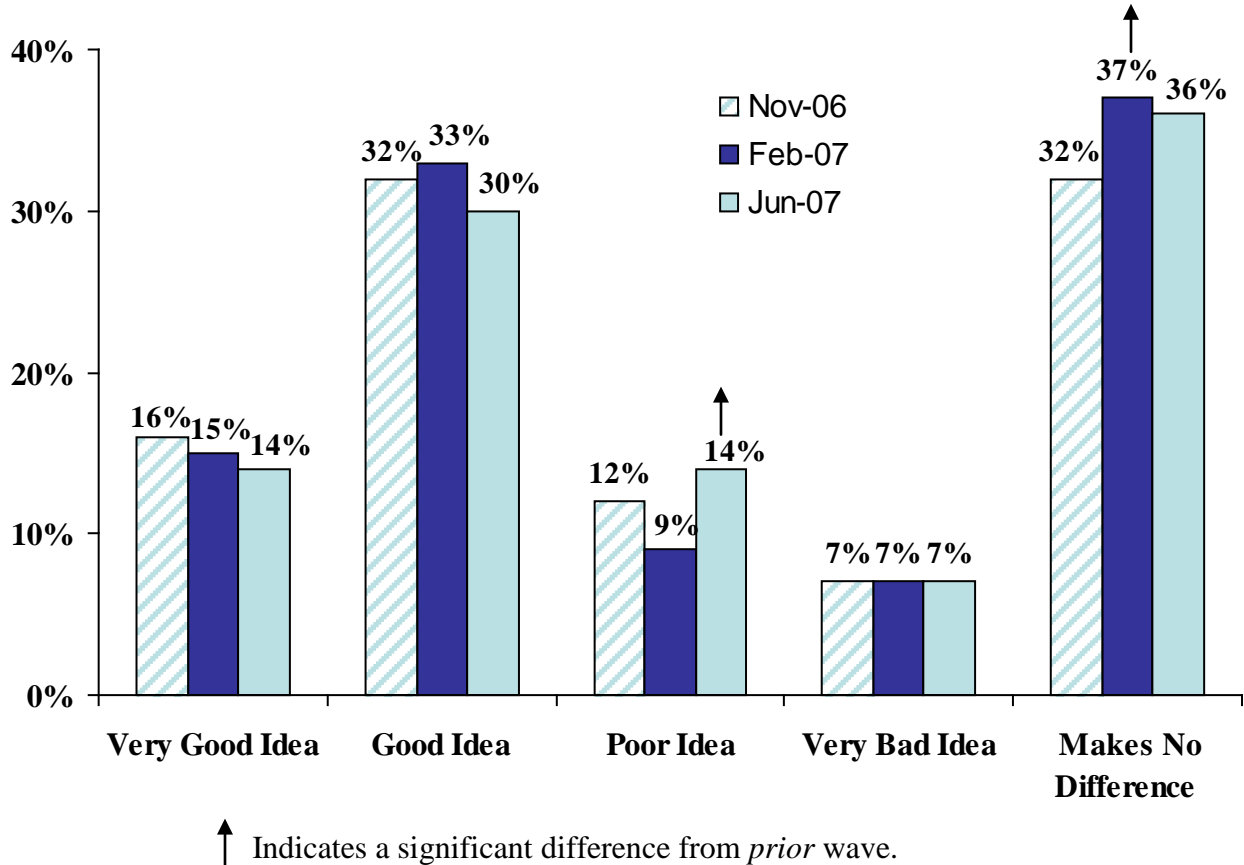
↑ ↓ Indicates a significant difference from *prior* wave.

FINDING: A significant decline occurred in the number of people who thought the \$1 Presidential Coin was either a very good or good idea between February and June, 2007 (from 48% to 44%, respectively).

Overall, 14% of the public believed the \$1 Presidential Coin Program was a very good idea with another 30% believing it was a good idea. On their own, neither of these represent any significant change from the February 2007 numbers. However, when combined together, a significant decline is noted.

The other significant difference noted in June was an increase in the number of people who believed the idea was a poor idea (from 9% to 14%). No significant difference was noted in Federal Reserve District One.

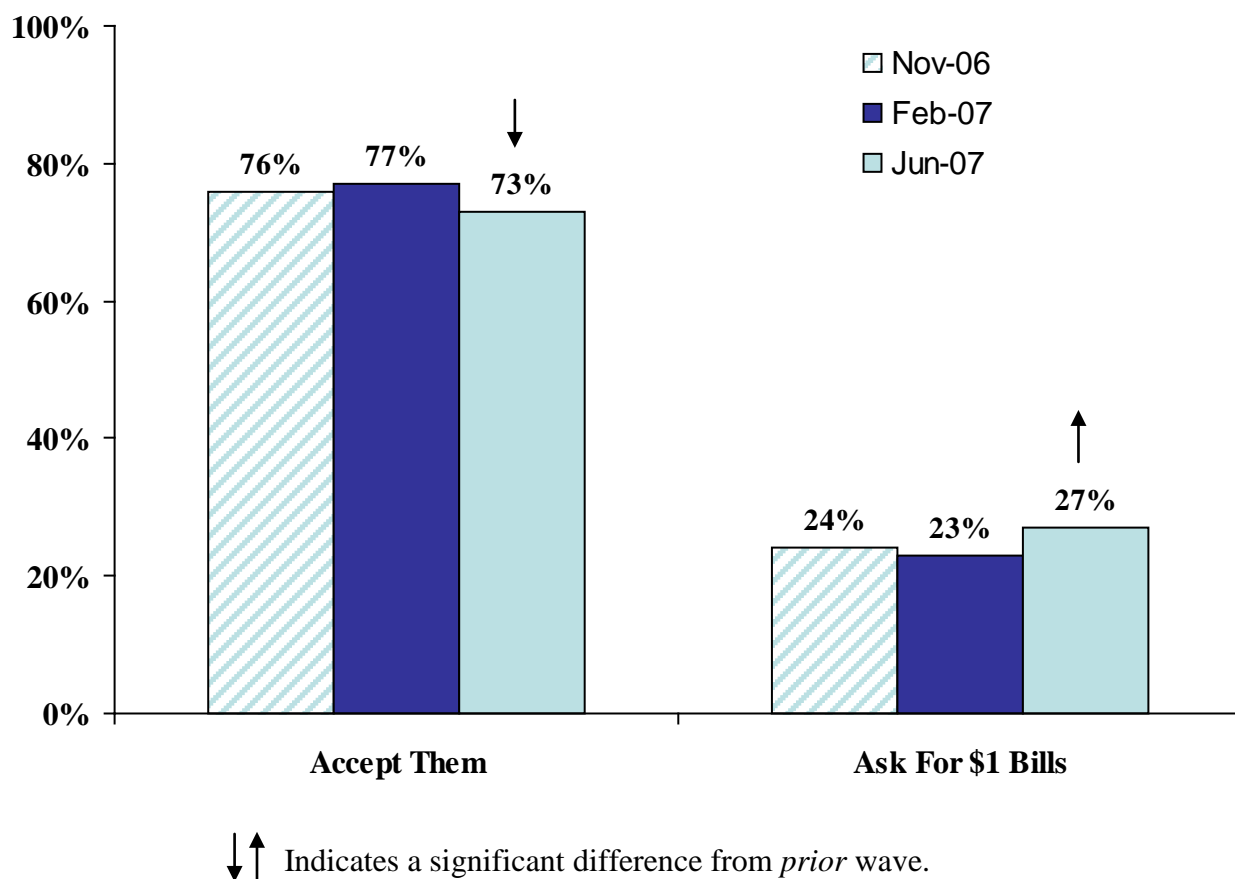
Chart 2: What do you think about the idea of having a series of Presidential \$1 coins?



FINDING: A significant decrease occurred since February in the number of people who would accept the Presidential \$1 coins (77% to 73%).

Seventy-three percent of respondents answered that they would accept the Presidential \$1 coin as change which was a significant decrease since February's 77%. A corresponding increase in the number of people who would ask for \$1 bills also occurred. No significant difference was noted in Federal Reserve District One.

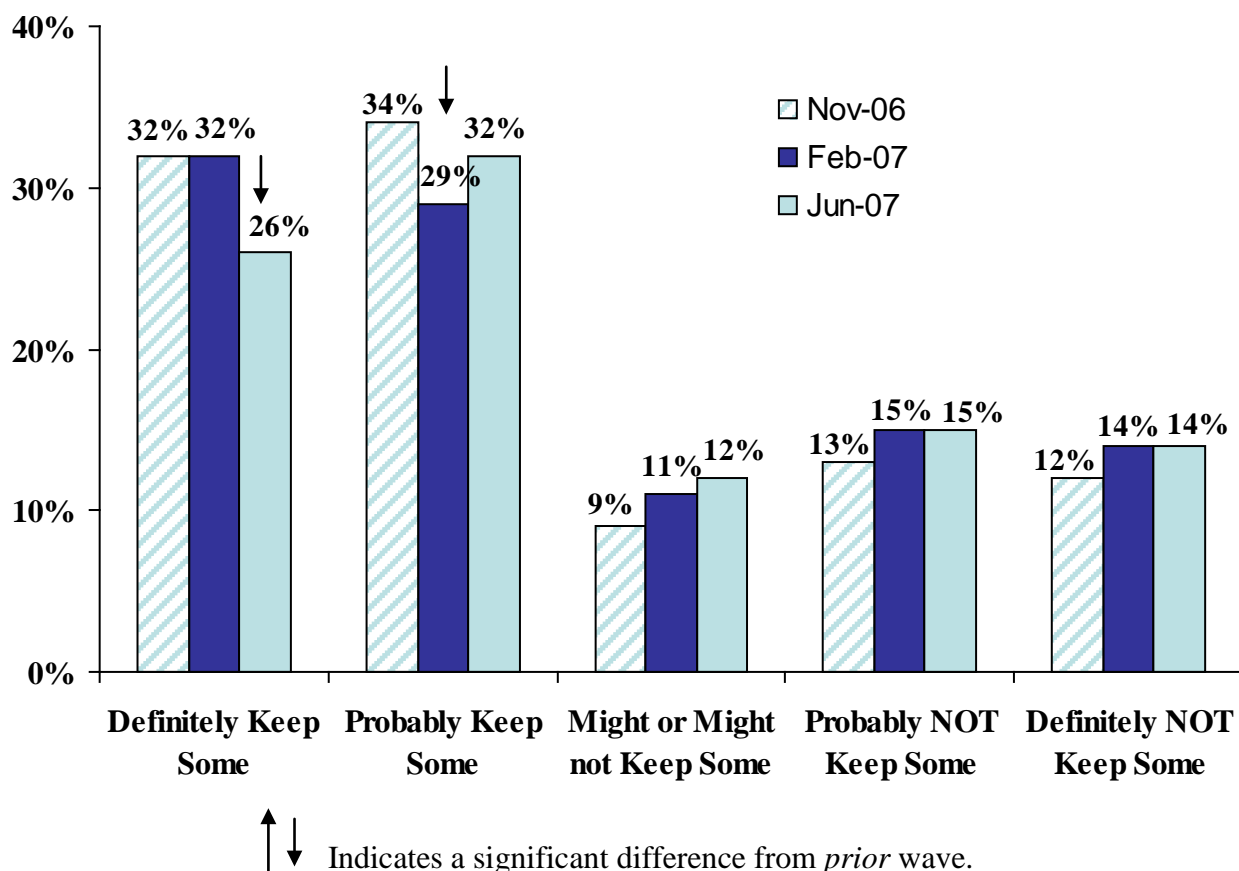
Chart 3: If you were given Presidential \$1 coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?



FINDING: A significant decline occurred in the number of people who said they would “definitely keep some coins” for purposes other than eventually spending them or cashing them in for \$1 bills.

When combining those who said they would “definitely keep some” with those who said they would “probably keep some”, no significant difference was noted between the two time periods. No other significant differences were noted over time. With regards to the Federal Reserve District One, one significant difference was noted: Among those who said they “probably would keep some coins” for other purposes, 25% of those in Federal Reserve District One believed that to be the case (compared to 32% nationally). And, therefore, when combining those who said they would either “definitely keep some” or “probably keep some” a significantly lower number is seen in Federal Reserve District One (52% vs. 58% nationally).

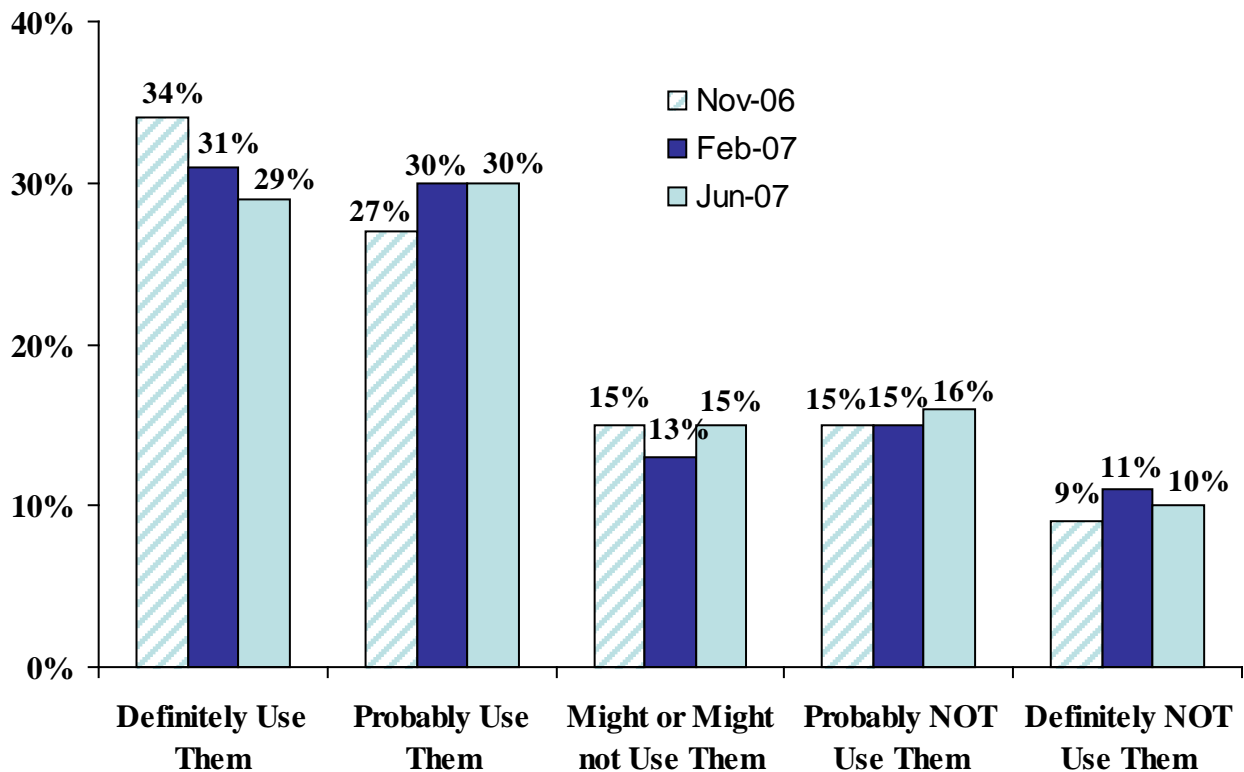
Chart 4: When you do receive a Presidential \$1 coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for \$1 bills, for example at a bank, retail store, or using machines such as Coinstar?



FINDING: No significant differences were noted over time among the number of people who would be likely to use Presidential \$1 coins to make their cash transactions.

No significant differences were noted among either top two box responders or bottom two box responders. However, a significant difference was noted among bottom two box responders within Federal Reserve District One. Within the Federal Reserve District, a significantly fewer number of people (32%) gave a bottom two box response compared to nationally (26% bottom two response nationally).

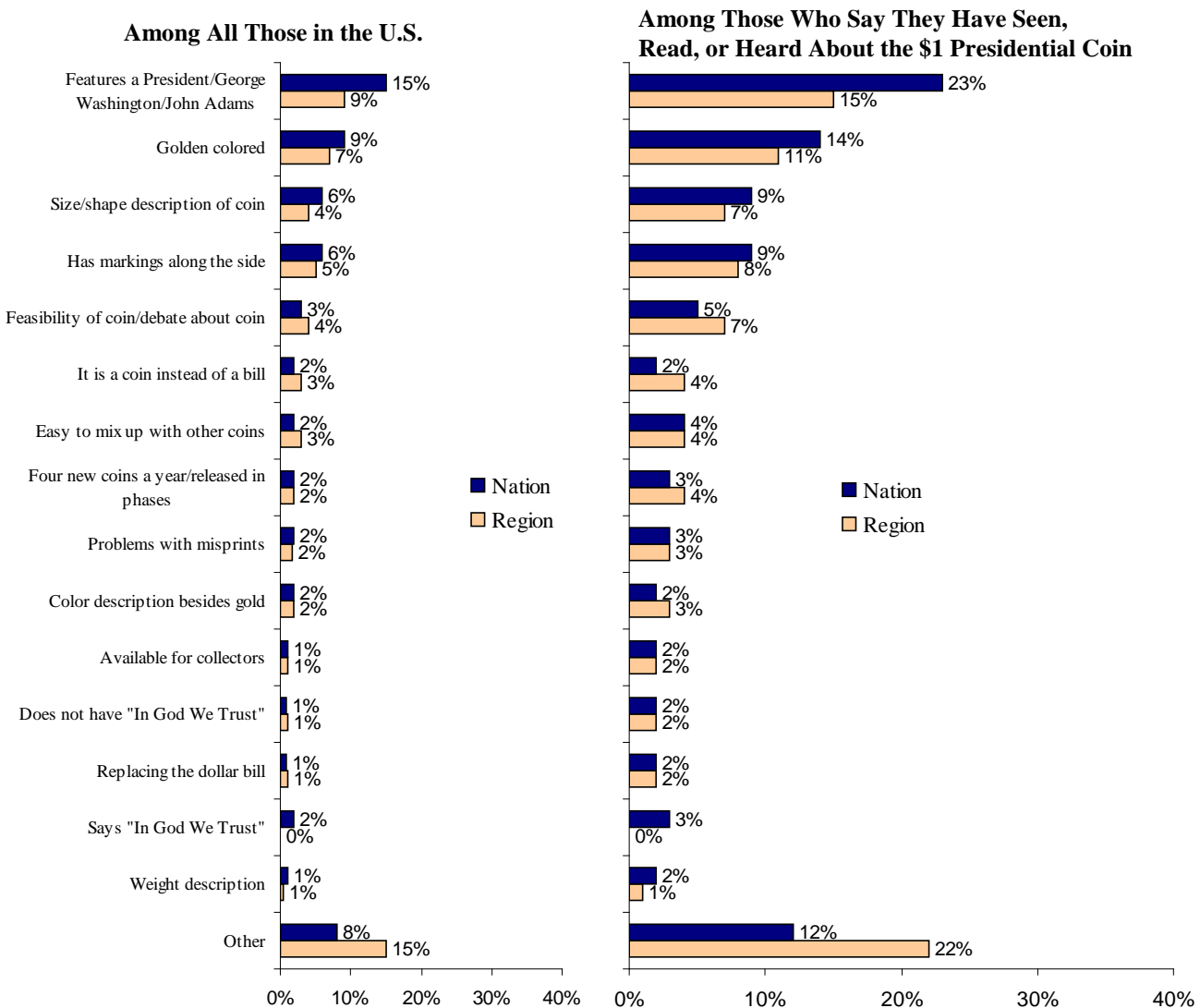
Chart 5: How likely will you be to use the Presidential \$1 coins when making cash transactions?



FINDING: Although 64% of the American public says they have seen, read, or heard something about the \$1 Presidential coin, when asked what that was, 43% then stated that they either didn't really know or couldn't think of anything. This leaves 28% of the population who remembered what it was they actually heard, saw, or read.

When respondents were asked if they knew anything about the Presidential \$1 coin, few respondents were able to give specifics. The following charts show what the U.S. overall was able to remember seeing, hearing, or reading about (on the left hand side), compared to those who said they knew something about the coins initially (on the right hand side). Even though 64% of the population said they knew something about the coin, less than one-half were able to give specifics about what they remembered. The list of what they remembered varied from specifics about the coins to comments about the launch of the coin.

Chart 6: Please tell me anything you remember seeing, hearing, or reading about the new \$1 coin.

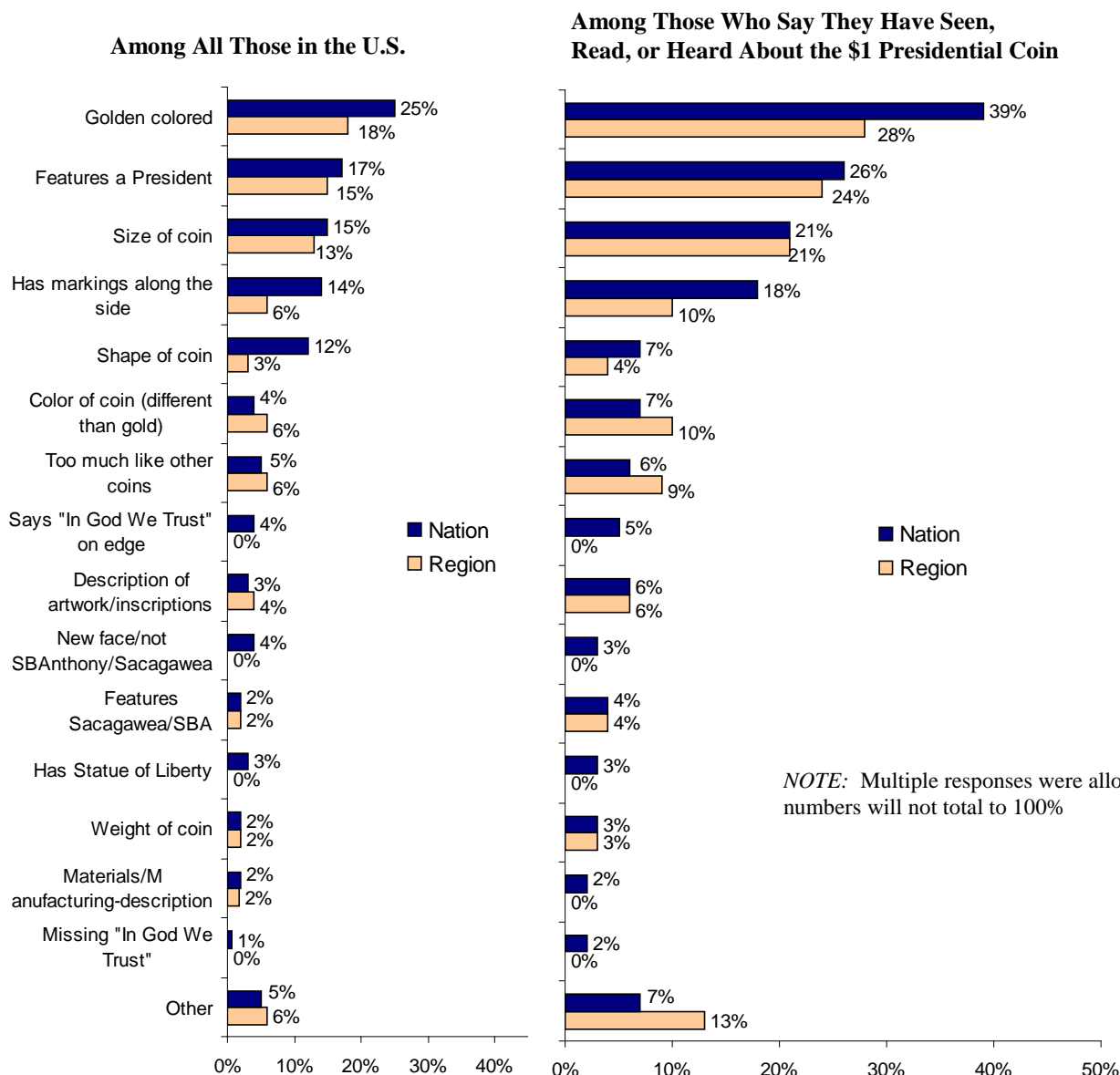


NOTE: Multiple responses were allowed therefore numbers will not total to 100%

FINDING: When asked to state a distinctive characteristic of the coin, 22% of the U.S. population was able to correctly do so.

For those who said they remembered hearing, reading, or seeing something about the \$1 Presidential coins, respondents were asked what distinctive feature they could name. Overall, 22% were able to give a correct response. Of the 22% correct responders, 52% said the coin is golden, 29% said it featured a president, 17% said it has markings along the side, 1% said it has “In God We Trust” on the edge, and 1% said it has the Statue of Liberty. Furthermore, among those in Federal Reserve District One, 18% were able to give at least one correct answer. Below is the complete list of what people said were distinctive features of the coin.

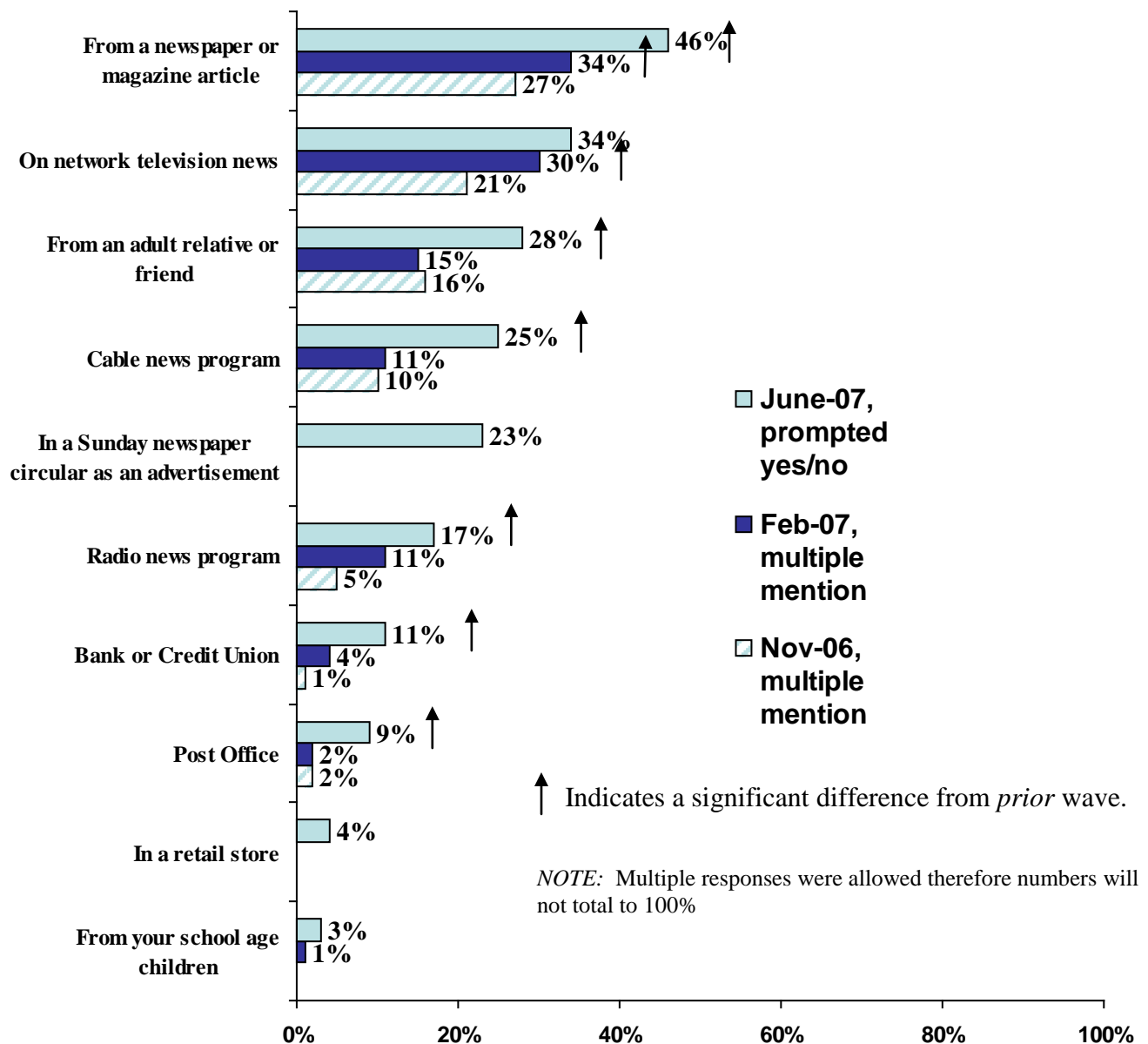
Chart 7: What do you remember as the distinct characteristics of the new \$1 coin?



FINDING: The U.S. public is clearly seeing more about the \$1 Presidential coin program over time.

Considering the places that people get their information, more people are seeing, hearing, or reading about the \$1 Presidential Coin program over time. The traditional ways of communicating with the public over the past 10 years — through newspapers and TV — are also the ways people are getting their information about the \$1 Presidential coin today. A slightly different methodology was employed in the June, 07 study whereby respondents were asked about each item and subsequently answered ‘yes’ or ‘no’ to each. The differing methodology likely contributed to the higher responses received. No significant difference was noted within Federal Reserve District One.

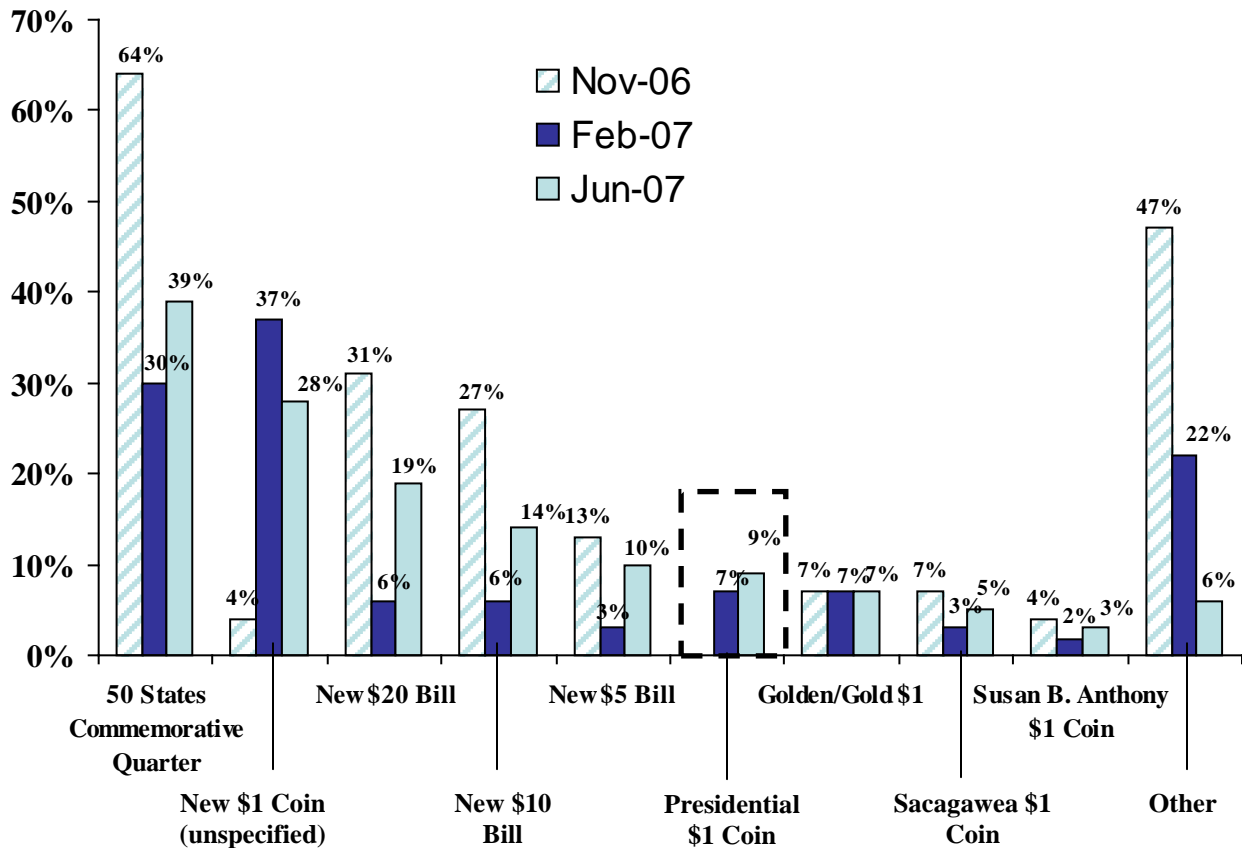
Chart 8: Do you recall seeing, hearing, or reading about the new \$1 coin in any of the following places?



FINDING: When the public is asked unaided about any recently created or released coins or currency, no change is seen in the number who mention the \$1 Presidential Coin.

The public's knowledge of "new" currency/coin has declined over time – a finding that correlates with the time lag from the introduction of these currencies. However the increase seen in February, 2007 about a "new" unspecified \$1 coin has decreased as well. No change was seen among those who mentioned the \$1 Presidential Coin. The fact that a gold coin has been released appears to be memorable to a consistent 7% of the population.

Chart 9: What types of currency and coins/coins and currency for everyday use by consumers has the United States government recently created or released, or will soon release?

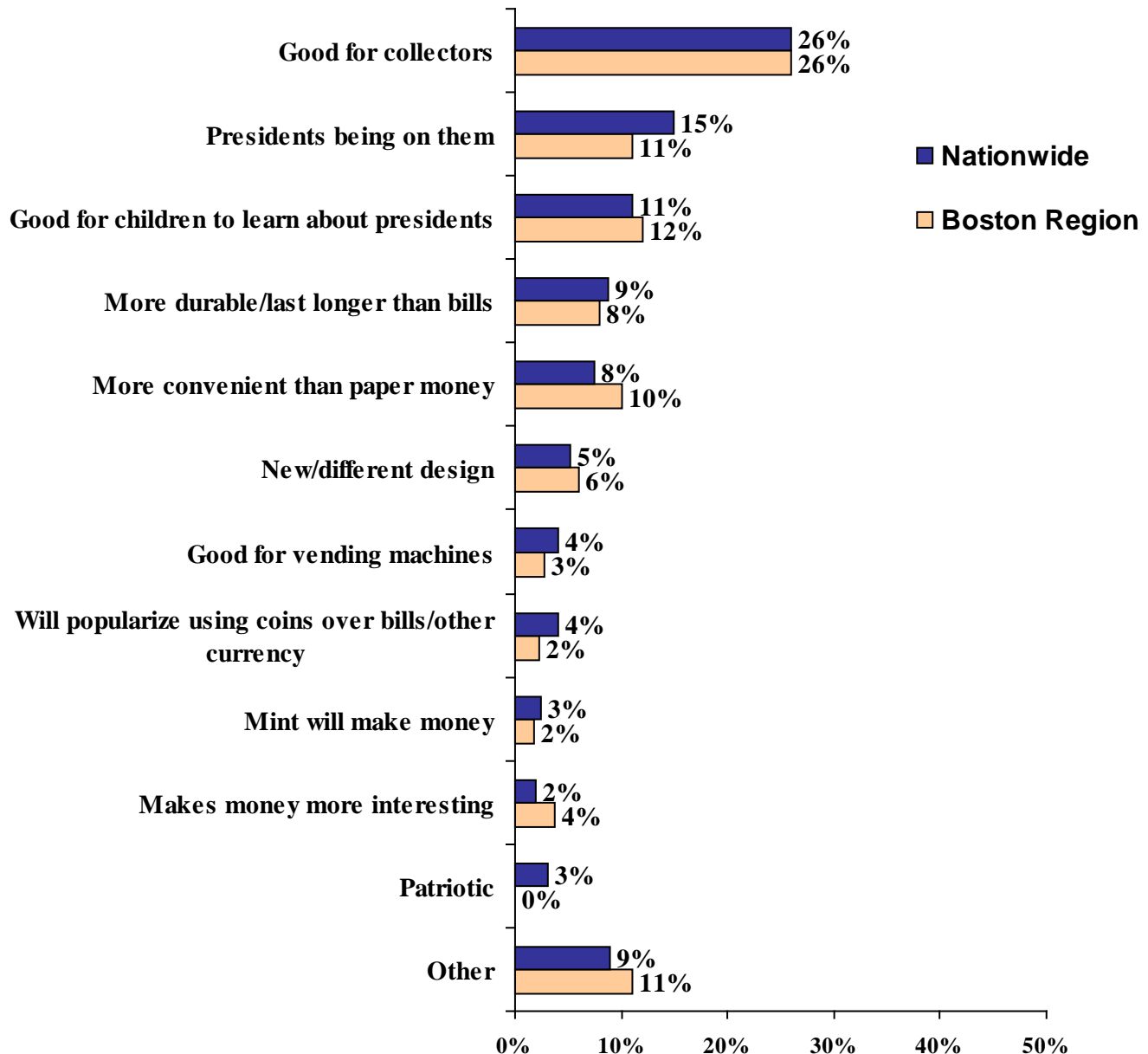


NOTE: Multiple responses were allowed therefore numbers will not total to 100%

FINDING: Positive aspects of the coin included being good for collectors and having the Presidents on them.

The majority of respondents felt that there are no positive aspects to having a Presidential \$1 coin series (78%). Of those that did name positive aspects to having a Presidential \$1 coin series, being good for collectors and the Presidents being on them were mentioned by the highest number of respondents.

Chart 10: Regardless of how you feel about the Presidential \$1 coin series, what do you think is the most POSITIVE aspect of the coin?

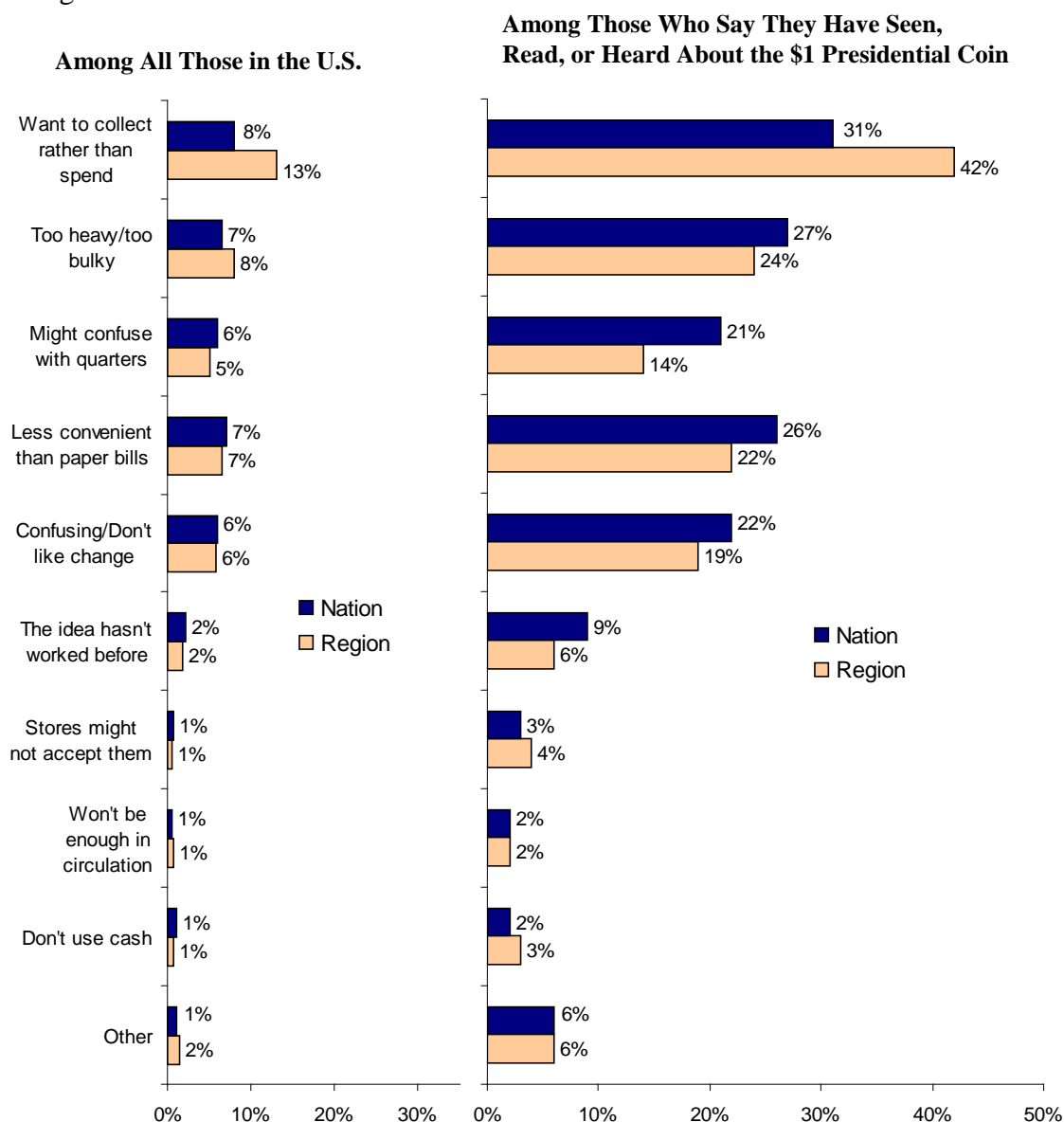


NOTE: Multiple responses were allowed therefore numbers will not total to 100%. Those who said “nothing” are not included (78%).

FINDING: When asked for the reasons why they would NOT want to use the Presidential \$1 coins, the highest response was that people would rather collect the coins than spend them.

Most people would not want to use the Presidential \$1 coins because they would rather collect the Presidential \$1 coins than spend them. Other main objections to using the Presidential \$1 coins for cash transactions include that the coins are too heavy/bulky, might be confused with quarters, are less convenient than paper \$1 bills, and a general inconvenience when dealing with change.

Chart 11: What are the reasons you would NOT use the Presidential \$1 coins when making cash transactions?



NOTE: Multiple responses were allowed therefore numbers will not total to 100%

FINDING: The knowledge of the coins as legal tender at retail outlets and vending machines continues to grow significantly over time.

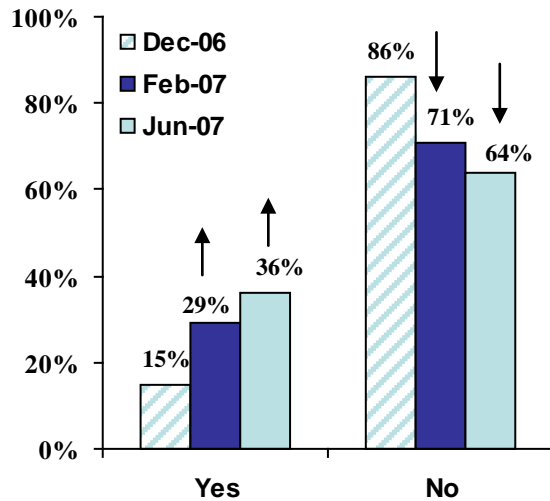
FINDING: There continues to be confusion over whether the coins are accepted at retailers, banks, credit unions, and other similar locales.

FINDING: The American public's belief that the coins are building educational awareness and knowledge of the presidents and history is growing significantly over time.

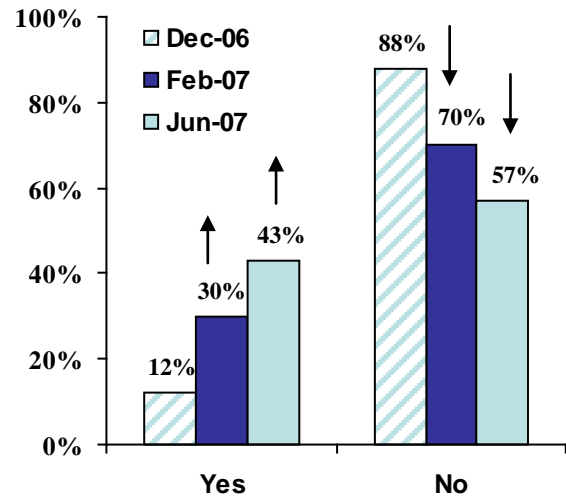
No significant differences were noted by Federal Reserve District One.

Chart 12: Have you seen, read, or heard any of the following about the new Presidential \$1 coin series?

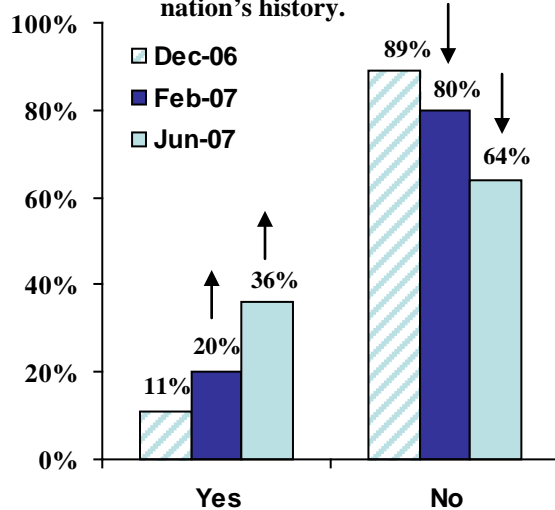
The coins are popular and many people will/collect them.



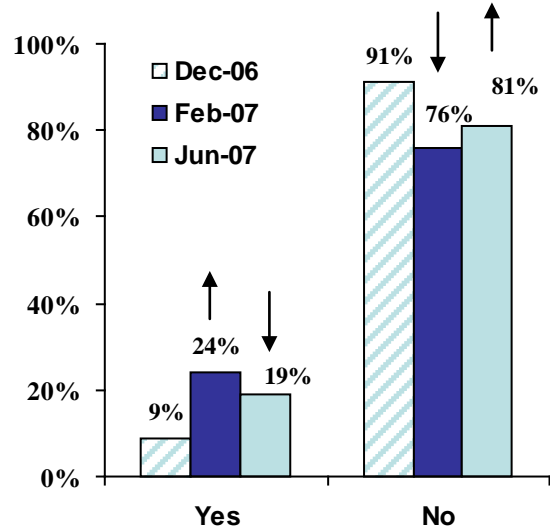
The coins are legal tender and are accepted at retail outlets and in vending machines.



The series has a significant educational value by building awareness and knowledge of our presidents and our nation's history.



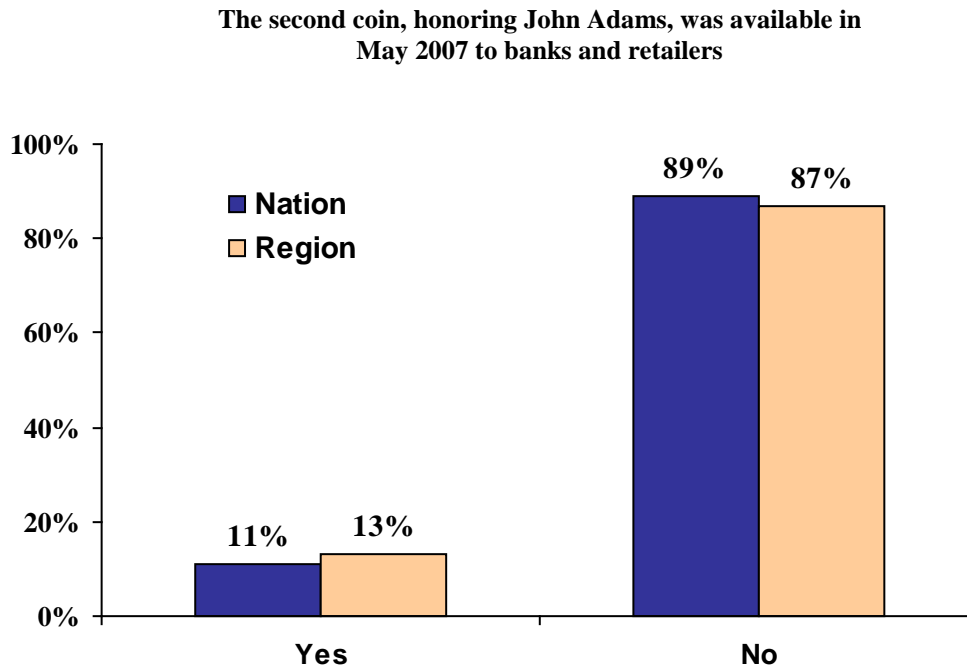
The coins are widely available at retailers, banks, credit unions, and similar locations.



↑ ↓ Indicates a significant difference from *prior* wave.

FINDING: No significant difference was noted among those who have seen, read or heard about the second coin honoring John Adams in the US Population compared to Federal Reserve District One.

Chart 13: Have you seen, read, or heard any of the following about the new Presidential \$1 coin series?



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey of residents of Northeastern states on people's awareness about coins. Response to this survey is voluntary and all responses will be kept completely anonymous. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

- 1 Yes, respondent available - **(Skip to P3)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal)
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)** _____(2001)

P3. GENDER: **(Code only, do NOT ask)**

- 1 Male
- 2 Female _____()

(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 1525-0012-81.

1. What types of [(If code 1 in Sb, read:) currency and coins/(If code 2 in Sb, read:) coins and currency] for everyday use by consumers has the United States government recently created or released, or will soon release? (Open ended and code) (If necessary, read:) By recent I mean within the past two years. (Probe:) What other types? (Probe for eleven responses)

0001 Other (list)
0002 (DK)
0003 (Refused)
0004 None
0005 HOLD

0006 50 States Commemorative Quarter
0007 George Washington one-dollar coin
0008 Golden/Gold dollar
0009 John Adams one-dollar coin
0010 New \$20 bill
0011 New \$5 bill
0012 New one-dollar bill
0013 New one-dollar coin (unspecified)
0014 Presidential one-dollar coin
0015 Sacagawea dollar coin
0016 Susan B. Anthony dollar coin

2. Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?

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

(If code 1 in #2, Continue;
Otherwise, Skip to Note before #6)

3. Please tell me anything you remember seeing, hearing, or reading about the new one-dollar coin. Please be as specific as possible. (Open ended and code) **(Probe:)** What else? **(Probe for five responses)**

0001 Other (list)
0002 (DK)
0003 (Refused)
0004 Nothing/don't remember specifics
0005 HOLD

0006 Golden colored
0007 Features a President/George Washington/John Adams
0008 Has markings along the side
0009 Has Statue of Liberty on it
0010 The coins are accepted everywhere
0011 They are available for collectors

4. What do you remember as the distinct characteristics of the new 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

5. Do you recall seeing, hearing, or reading about the new one-dollar coin in any of the following places? How about **(read and rotate A-J)**?

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

- A. From a newspaper or magazine article
- B. On network television news
- C. On a cable news program
- D. At your bank or credit union
- E. At the post office
- F. From an adult relative or friend
- G. From your school age children
- H. On a radio news program
- I. In a retail store
- J. In a Sunday newspaper circular as an advertisement

(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.

6. 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
- 1 Makes no difference to you

- 8 (DK)
- 9 (Refused)

_____()

7. 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

- 7a. Are there any other positive aspects about the Presidential one-dollar coin series? (If "Yes", ask:) What positive aspects? (Open ended and code) (Allow three responses)

0001 Other (list)
0002 (DK)
0003 (Refused)
0004 No/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

(READ:) For the next set of questions, assume that the Presidential one-dollar coins are easy to find and readily available.

8. If you were given Presidential one-dollar coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?

1 Accept them
2 Ask for dollar bills
8 (DK)
9 (Refused)

_____ (

9. When you do receive a Presidential one-dollar coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for one-dollar bills, for example at a bank, retail store, or using machines such as Coinstar? Will you **(read 5-1)**?

5 Definitely keep some
4 Probably keep some
3 Might or might not keep some
2 Probably NOT keep some
1 Definitely NOT keep some

8 (DK)
9 (Refused)

_____ (

10. How likely will you be to use the Presidential one-dollar coins when making cash transactions? Will you **(read 5-1)**?

5 Definitely use them
4 Probably use them
3 Might or might not use them
2 Probably NOT use them
1 Definitely NOT use them

8 (DK)
9 (Refused)

_____ (

**(If code 1 or 2 in #10, Continue;
Otherwise, Skip to #12)**

11. What are the reasons you would NOT use the Presidential one-dollar coins when making cash transactions? (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 No place in cash register for them

0012 Want to collect them rather than spend them

12. Have you seen, read, or heard any of the following about the new Presidential one-dollar coins series? How about **(read and rotate A-E)**?

1 Yes

2 No

8 (DK)

9 (Refused)

A. The coins are popular and many people collect them

B. The second coin, honoring John Adams, was available in May 2007 to banks and retailers

C. The coins are legal tender and are accepted at retail outlets and in vending machines

D. The series has a significant educational value by building awareness and knowledge of our Presidents and our Nation's history

E. The coins are widely available at retailers, banks, credit unions, and similar locations

(READ:) I have a few final questions for statistical purposes only.

13. 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)

D1. What is your age? (Open ended **and code actual age**)

00 (Refused)

01-
98

99 99+

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

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

D3. What is your race? You can choose more than one. **(Read A-F)**

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

- A. Are you White?
- B. Are you Black or African American?
- C. Are you American Indian or Alaska Native?
- D. Are you Asian?
- E. Are you Native Hawaiian or other Pacific Islander?

D3. (Continued:)

F. Are you some other race? **(If "Yes", ask:)** What other race? (Open ended) **[TO BE CODED]**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 No/No other race
- 0005 HOLD

D4. 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)

_____ (

D5. 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)

_____ (

(DEMOGRAPHICS CONTINUED)

D6. 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)

D7 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)

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

Again, this is _____, with
The Gallup Organization of
_____. I would like to thank
you for your time. Our
mission is to "help people be
heard" and your opinions are
important to Gallup in
accomplishing this.



U.S. Mint

Presidential \$1 Coins

Awareness Study of the American Public for the Presidential \$1 Coin

September 2007

Prepared by:
THE GALLUP ORGANIZATION
Government Division
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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 fourth wave of measuring the public's awareness of the Presidential \$1 Coin Program. Four coins are to be launched each year. So far the George Washington coin was released on Feb. 15, 2007, the John Adams coin on May 17, 2007, and the Thomas Jefferson coin on Aug. 16, 2007. This most recent survey was conducted two weeks after the release of the Thomas Jefferson coin.

To complete this evaluation, Gallup used the identical phone-based survey instrument asked in the previous three awareness surveys. The first wave was conducted in November of 2006, the second in February of 2007 (after the release of the George Washington coin), and the third in June (after the release of the John Adams coin). This wave will assess any changes that have occurred as a result of the Presidential \$1 Coin Program releasing three coins and being in effect for approximately nine months. Dates for fielding the June survey were Aug. 30 through Sept. 10, 2007.

1.2 Survey Methodology

The same survey instrument was used to gauge awareness of the Presidential \$1 Coin Program that was used in the previous two surveys. This was a national survey of the public via the Gallup Panel to gauge overall awareness of the Presidential \$1 Coin Program.

1.3 Gallup Panel Methodology

1.3.1 Recruitment

The Gallup Panel begins with an RDD frame of phone numbers. Respondents take a short RDD survey about Presidential approval and other current event topics, and are asked if they would be interested in participating in additional surveys as a member of the Gallup Panel. If they agree, they are mailed a "Welcome Packet" that invites them and up to three additional members of their household, ages 13 and over. Each household member is asked to complete a short set of demographic questions about themselves. Upon receipt of this information, the household is officially enrolled in the panel. (If any key demographic items are missing, such as gender and date of birth, they are contacted by a Gallup interviewer to provide this information.)

1.3.2 Obligation

There is no time commitment to membership in the Gallup Panel. Rather, households and individuals are encouraged to remain members as long as they are willing and interested. They agree to participate in an average of three surveys per month. Surveys are either administered by an interviewer (over the phone), or are self-administered (either by mail or Web, depending on the Internet accessibility of the respondent). There are no financial incentives for participating in the Gallup Panel, though several token thank-you gifts are sent throughout the year.

1.3.3 Retention

As with any longitudinal design, Gallup's Panel is affected by attrition. There are several ways that a panelist can leave the panel. They can call the 1-800 support number and request removal. They can request removal on any questionnaire. And alternatively, those who fail to respond to six consecutive surveys are automatically removed. However, significant efforts are taken to retain panelist for as long as possible. Members occasionally receive token thank-you gifts such as pens and notepads for their continued participation. And each quarter, members receive a copy of *Themes*, a magazine produced exclusively for Gallup Panelists highlighting the impact of the opinions collected through the Panel. Gallup takes special efforts to retain individuals who are in the greatest danger of attrition. When a panelist fails to respond to three consecutive surveys, they receive a postcard encouraging them to participate next time they receive a survey. If they still do not respond after two additional surveys, they receive a courtesy call asking if there are any problems and encouraging their participation. Finally, after six consecutive nonresponses, they are dropped from the Panel. Because of these efforts, attrition averages around 3% per month.

1.3.4 Size

Currently, the Panel consists of over 45,000 households and over 65,000 individual members. Recruitment is conducted on an ongoing basis to replenish those demographic segments that are decreasing due to attrition.

1.3.5 Response Rates

The response rates for any individual survey conducted through the panel range from 50-70%, depending on the length of the field period. However, to calculate the AAPOR or CASRO response rate, one must take into account all of the phases of recruitment. The initial RDD recruit has a response rate of approximately 27%. Approximately 55% of those who agree to participate in the panel ultimately return their welcome packet and are officially enrolled in the panel. Thus, prior to conducting any individual study, the response rate is approximately 15%.

1.4 Weighting the Data

The purpose of survey weights is to assure 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.

The national sample was weighted 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.

2.0 Questionnaire Design

The questionnaire was designed by Market Strategies, Inc. to assess consumer awareness of the U.S. Mint's Presidential \$1 Coin Program. Previous waves to the identical survey were run in November of 2006 and February of 2007. The questions included the following areas:

- Public Awareness (five questions)
- Use and Utility (three questions)
- General Attitude Toward Coin Program (three questions)
- Impact of Coin Launch Campaigns (one question)
- Program Relevant Sample Characteristics (one question)

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

3.0 Key Findings

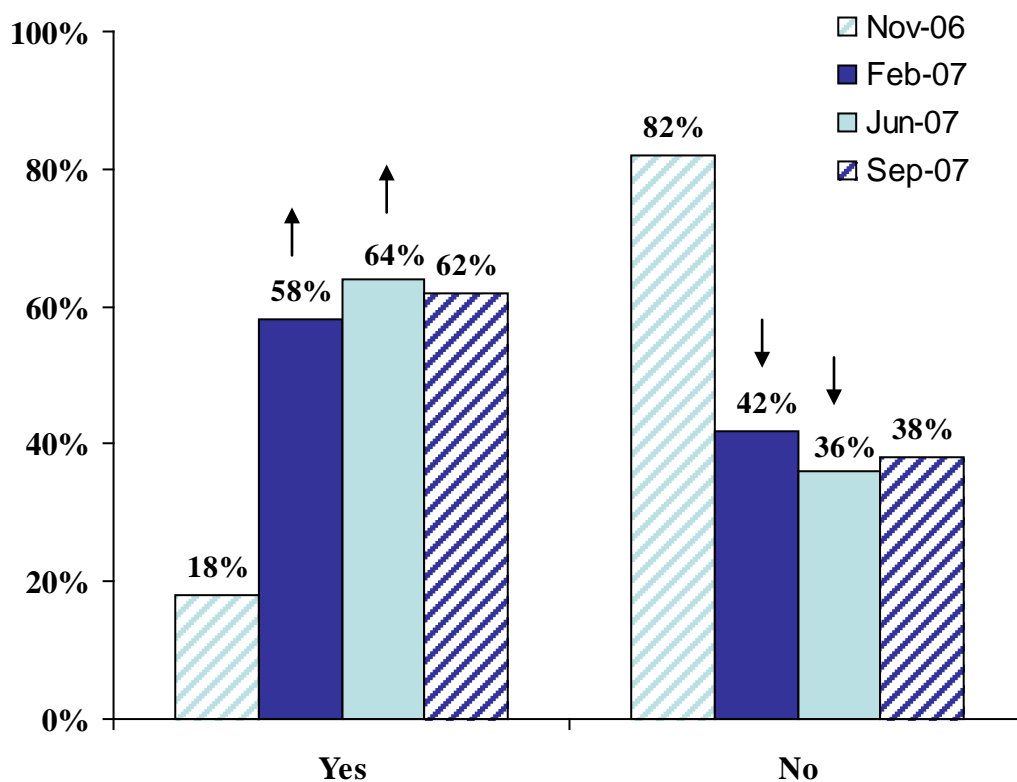
- Public awareness of a new \$1 coin has remained largely unchanged since June 2007.
- One-half of the public believes that the Presidential \$1 Coin is either a very good or good idea — a significant increase from June 2007 (from 44% to 49%).
- A significant increase occurred since June in the number of people who would accept the Presidential \$1 coins (73% to 78%). This represents a return to earlier levels of acceptance.
- Between June and September, there was a significant increase in the number of people who said they would “definitely keep some coins” and a decrease in the number of people who said they would “definitely not keep some coins” for purposes other than eventually spending them or cashing them in for \$1 bills.
- No significant differences were noted over time among the number of people who would be likely to use Presidential \$1 coins to make their cash transactions.
- Although 62% of the American public says they have seen, read, or heard something about the Presidential \$1 coin, when asked what that was, 36% then stated that they either didn’t really know or couldn’t think of anything.
- When asked to state a distinctive characteristic of the coin, 26% of those who said they remembered hearing, reading, or seeing something about the coins were able to correctly do so which translates into 16% of the entire population being able to identify an actual characteristic of the dollar coins.
- The U.S. public continues to see, hear, and read about the Presidential \$1 coin program, but few increases have occurred since June 2007.
- When the public is asked unaided about any recently created or released coins or currency, no change is seen in the number who mention the Presidential \$1 Coin. Very few respondents mention the specific presidents featured on the coins.
- Positive aspects of the coin included being good for collectors and having the presidents on them.
- When asked for the reasons why they would *not* want to use the Presidential \$1 coins, the highest response was that people would rather collect the coins than spend them.
- The knowledge of the coins as legal tender at retail outlets and vending machines has not grown since June 2007.
- There continues to be confusion over whether the coins are accepted at retailers, banks, credit unions, and other locations.
- The American public’s belief that the coins are building educational awareness and knowledge of the presidents and history has not grown since June 2007.
- About one in eight (13%) respondents say that they have seen, read or heard about the third coin honoring Thomas Jefferson.

4.0 Detailed Findings

FINDING: Public awareness of a new \$1 coin has remained largely unchanged since June 2007.

Awareness of the Presidential \$1 Coin Program has leveled off after earlier increases. In November 2006, 18% of people were aware of the Presidential \$1 Coin Program; that number increased significantly to 58% in February, and again in June to 64%. Awareness for September stands at 62%, which is not significantly different from the result in June. Currently, more than one-third (38%) of the people surveyed say they have not heard anything about a new \$1 coin.

Chart 1: *Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?*



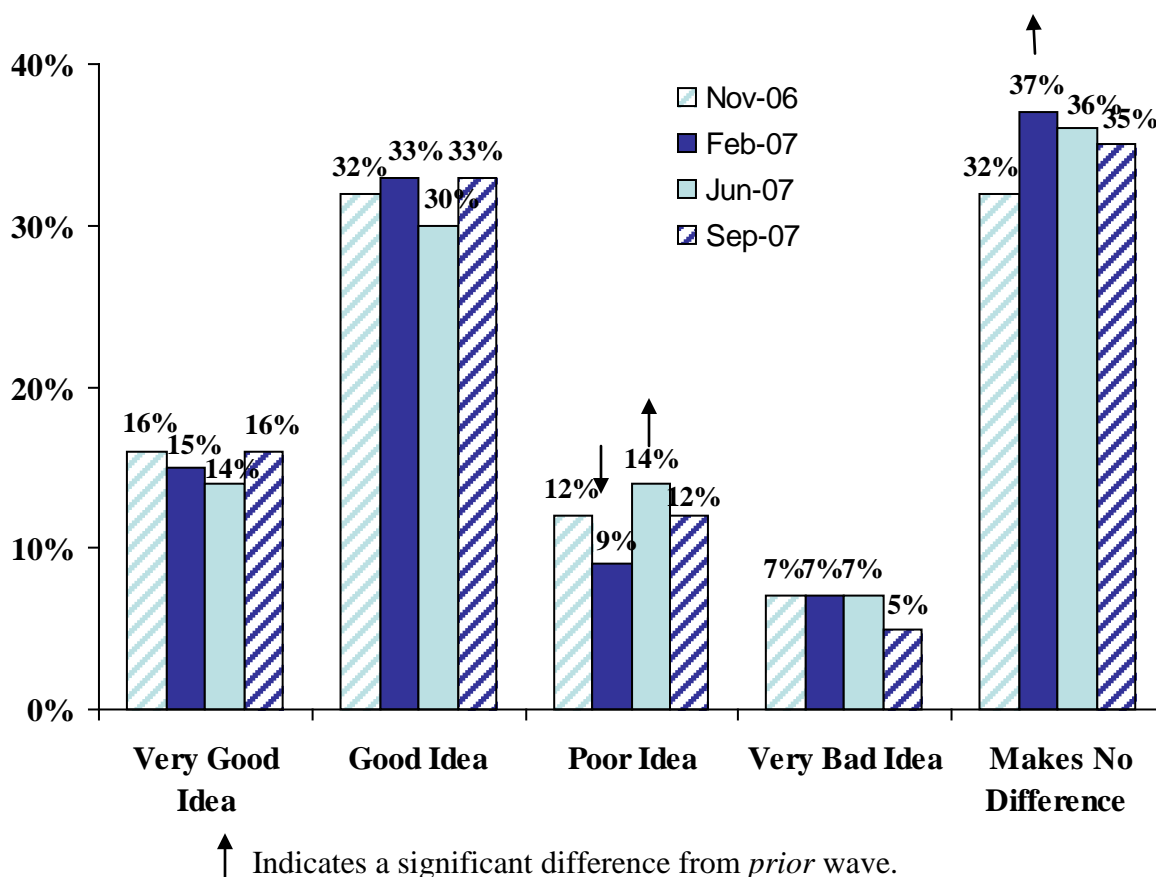
↑ ↓ Indicates a significant difference from *prior* wave.

FINDING: One-half of the public believes that the Presidential \$1 Coin is either a very good or good idea — a significant increase from June 2007 (from 44% to 49%).

Overall, 16% of the public believed the Presidential \$1 Coin Program was a very good idea, with another 33% believing it was a good idea. This combined level of approval between “very good idea” and “good idea” represents a significant increase in approval since June 2007 — and a return to the levels observed in November 2006 and February 2007.

The number of people believing that the Presidential \$1 Coin Program was a poor idea or a very bad idea similarly decreased, from a combined 21% in June to 17% in September. The number of people believing that it makes no difference remained relatively stable at 35%.

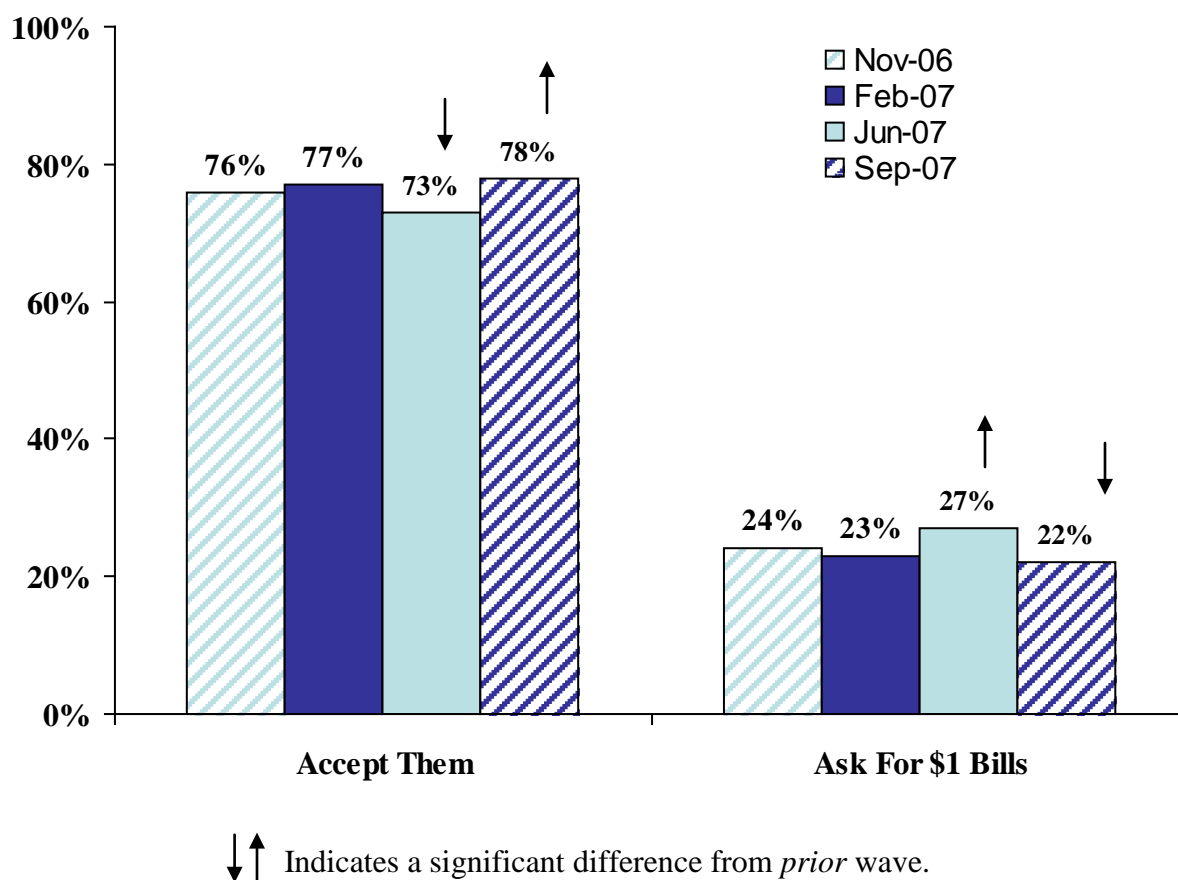
Chart 2: What do you think about the idea of having a series of Presidential one-dollar coins?



FINDING: A significant increase occurred since June in the number of people who would accept the Presidential \$1 coins (73% to 78%). This represents a return to earlier levels of acceptance.

Seventy-eight percent of respondents answered that they would accept the Presidential \$1 coin as change, representing a significant increase from the 73% observed in June. This reflects a return to the levels of acceptance found in November 2006 (76%) and February 2007 (77%).

Chart 3: *If you were given Presidential one-dollar coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?*

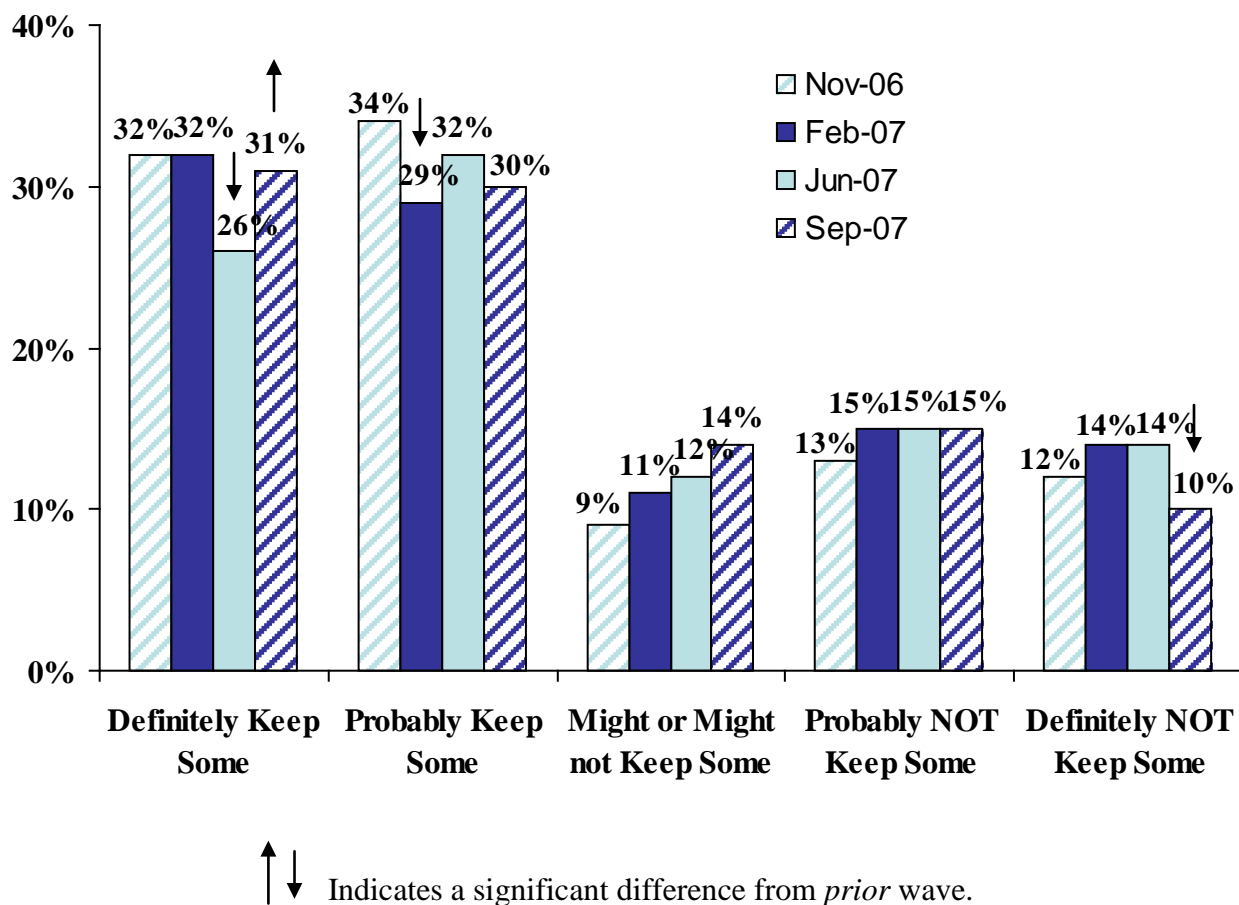


FINDING: Between June and September, there was a significant increase in the number of people who said they would “definitely keep some coins” and a decrease in the number of people who said they would “definitely not keep some coins” for purposes other than eventually spending them or cashing them in for \$1 bills.

When combining those who said they would “definitely keep some” with those who said they would “probably keep some,” no significant difference was noted between June and September. Still, the number of people who said they would “definitely keep some” saw a significant increase (from 26% to 31%).

There was also a significant decrease in the number of people who said they would “definitely not keep some” (from 14% to 10%).

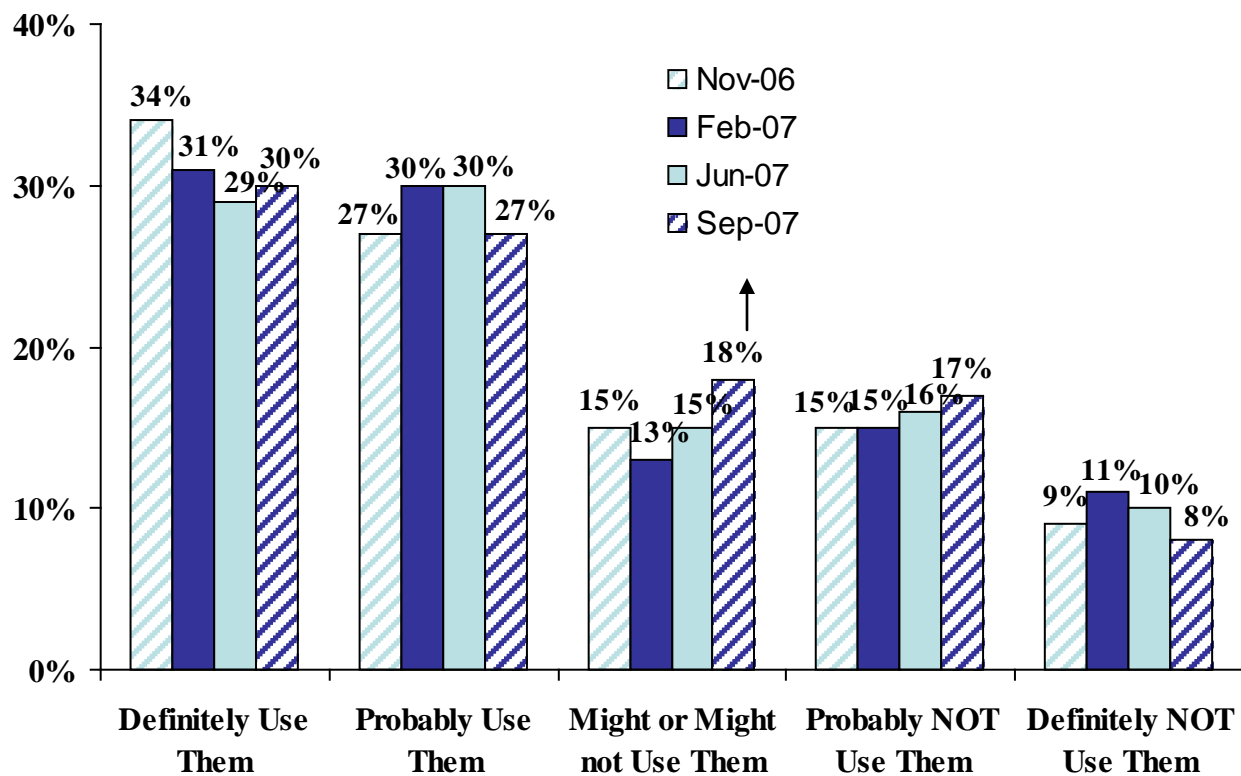
Chart 4: When you do receive a Presidential one-dollar coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for one-dollar bills, for example at a bank, retail store, or using machines such as Coinstar?



FINDING: No significant differences were noted over time among the number of people who would be likely to use Presidential \$1 coins to make their cash transactions.

Continuing the trend observed in previous waves, no significant differences were noted among either top two box responders or bottom two box responders. In September 2007, more than one-half of respondents (57%) said that they would definitely use (30%) or probably use (27%) Presidential \$1 coins to make their cash transactions.

Chart 5: *How likely will you be to use the Presidential one-dollar coins when making cash transactions?*

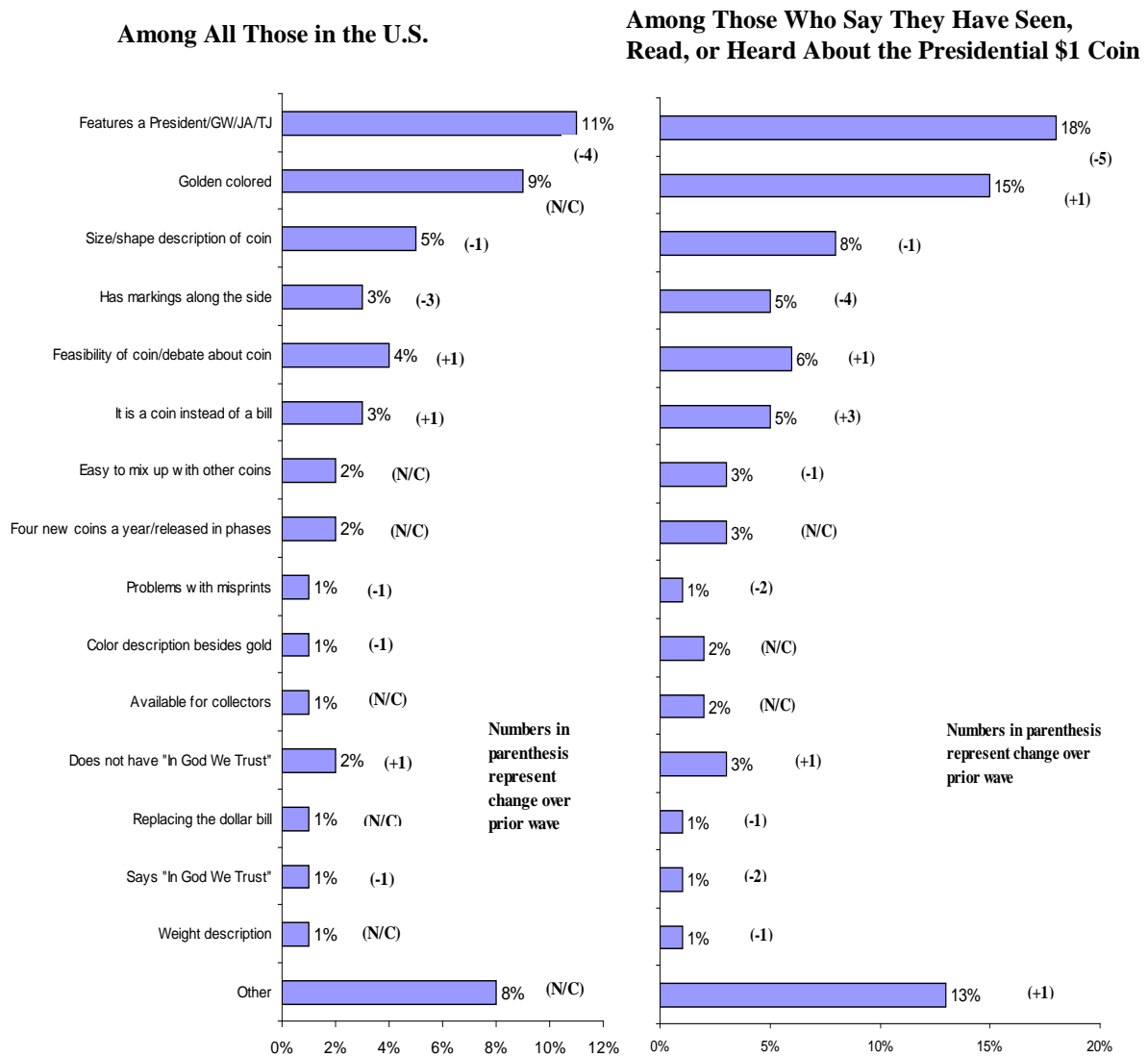


↑ Indicates a significant difference from *prior* wave.

FINDING: Although 62% of the American public says they have seen, read, or heard something about the Presidential \$1 coin, when asked what that was, 36% then stated that they either didn't really know or couldn't think of anything.

When respondents were asked if they knew anything about the Presidential \$1 coin, few respondents were able to give specifics. The following charts show what the U.S. overall was able to remember seeing, hearing, or reading about (on the left-hand side) compared to those who said they knew something about the coins initially (on the right-hand side). Even though 62% of the population said they knew something about the coin, only 65% of that group were able to say what they remembered (36% could not remember any details). The list of what they remembered varied from specifics about the coins to general comments about the Presidential \$1 Coin Program.

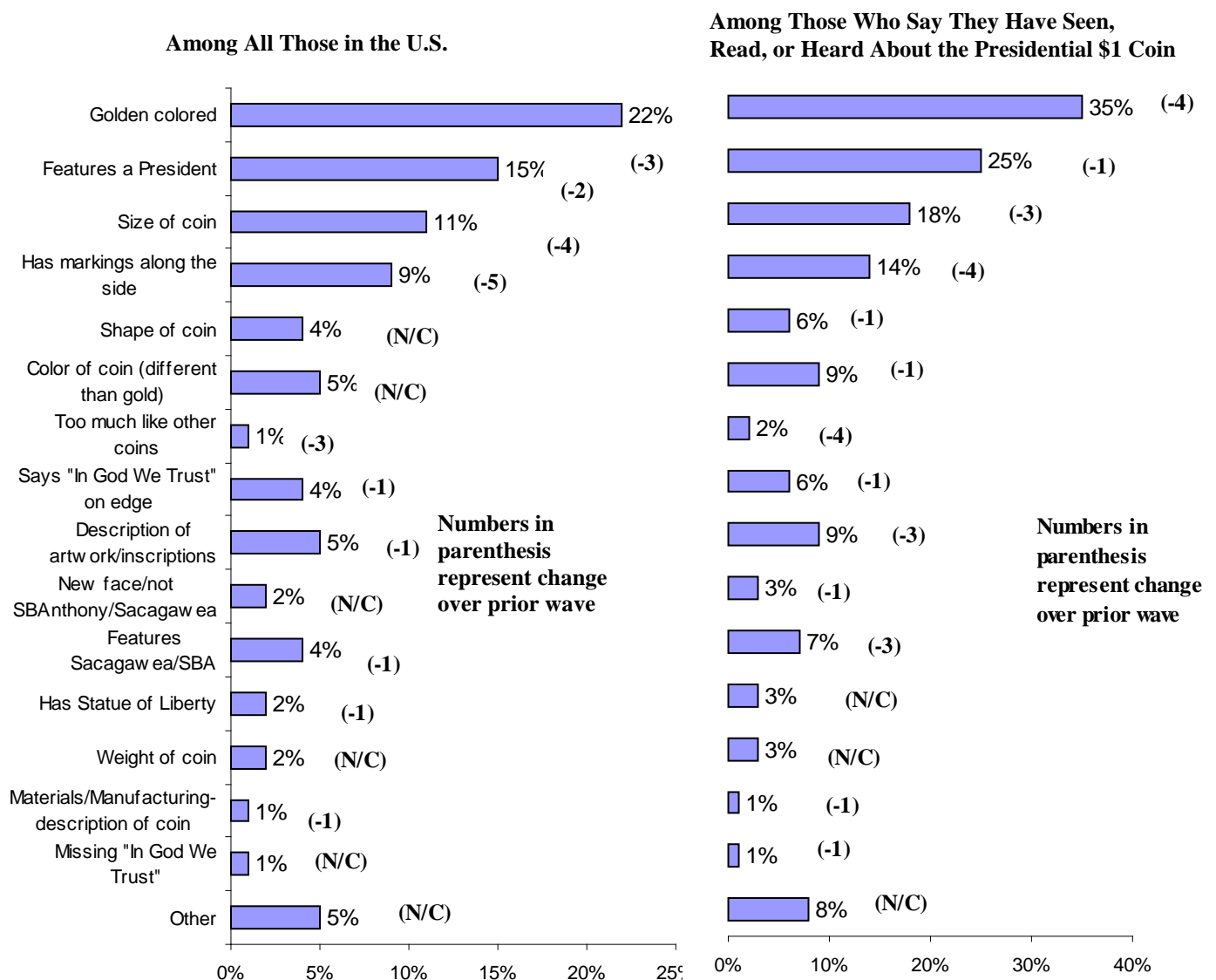
Chart 6: *Please tell me anything you remember seeing, hearing, or reading about the new one-dollar coin.*



FINDING: When asked to state a distinctive characteristic of the coin, 26% of those who said they remembered hearing, reading, or seeing something about the coins were able to correctly do so which translates into 16% of the entire population being able to identify an actual characteristic of the dollar coins.

For those who said they remembered hearing, reading, or seeing something about the Presidential \$1 coins, respondents were asked what distinctive feature they could name. Overall, 26% were able to give at least one correct response. Of the 26% correct responders, 35% said the coin is golden, 25% said it featured a president, 14% said it has markings along the side, 6% said it has “In God We Trust” on the edge, and 3% said it has the Statue of Liberty. Below is the complete list of what people said were distinctive features of the coin.

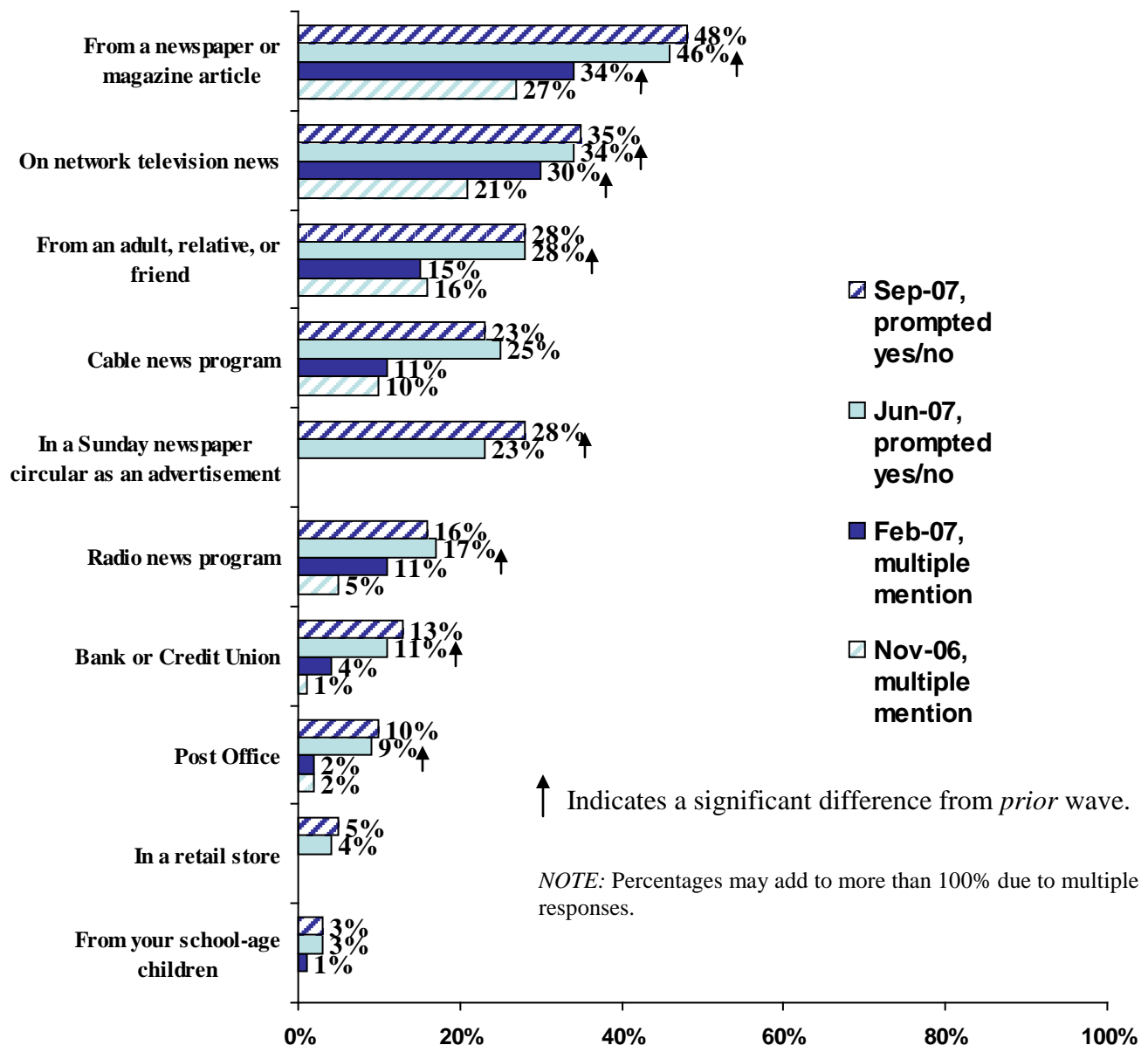
Chart 7: What do you remember as the distinct characteristics of the new one-dollar coin?



FINDING: The U.S. public continues to see, hear, and read about the Presidential \$1 coin program, but few increases have occurred since June 2007.

The findings from September 2007 confirm those from June 2007: The traditional ways of communicating with the public over the past 10 years — through newspapers and television — are also the ways people are getting their information about the Presidential \$1 coin. Few significant differences were observed between June and September. The methodology first employed in June 2007 was continued in September. At that time, respondents were asked about each item and subsequently answered “yes” or “no” to each. The differing methodology likely contributed to the higher responses received.

Chart 8: *Do you recall seeing, hearing, or reading about the new one-dollar coin in any of the following places?*

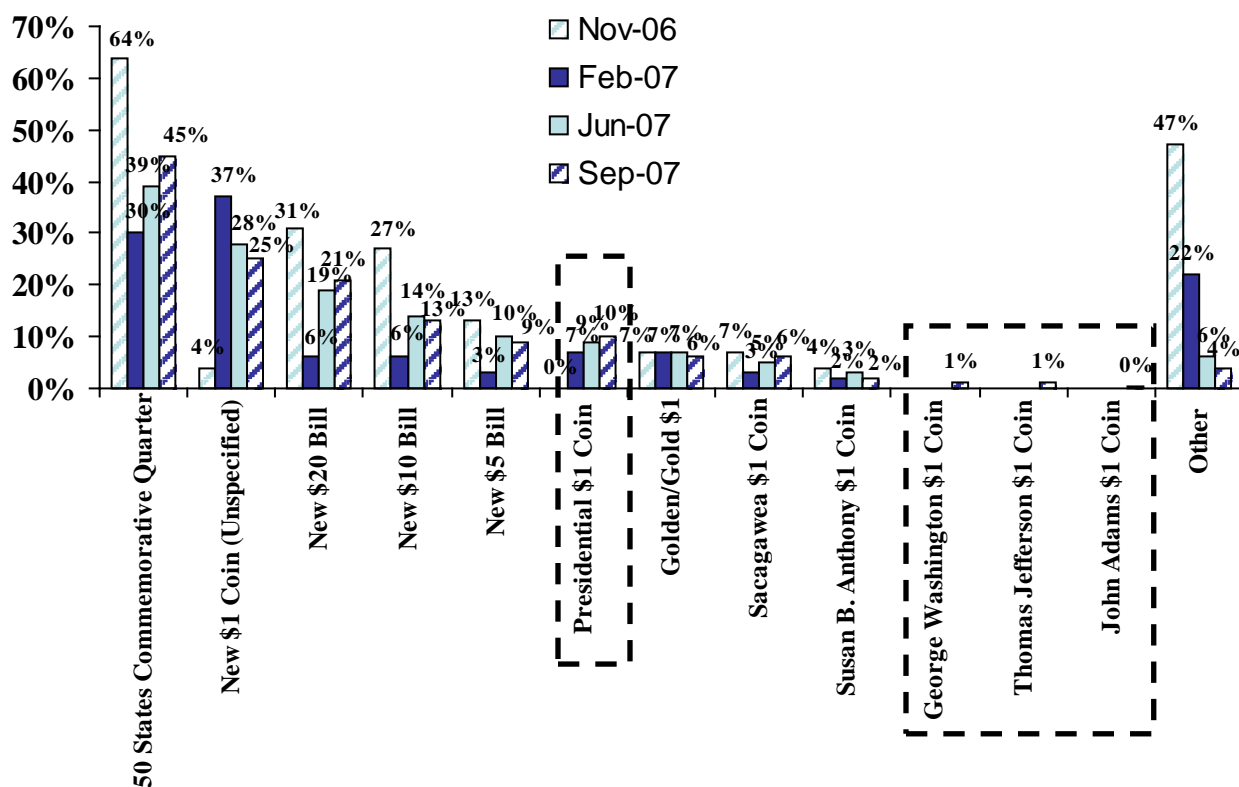


FINDING: When the public is asked unaided about any recently created or released coins or currency, no change is seen in the number who mention the Presidential \$1 Coin. Very few respondents mention the specific presidents featured on the coins.

The public's knowledge of "new" coins and notes has declined over time — a finding that correlates with the time passed since the introduction of specific coins and notes.

Mentions of a "new" unspecified \$1 coin (25%) remained largely the same from the previous survey conducted in June 2007 (28%). This is also the case with mention of the Presidential \$1 Coins (9% in June compared to 10% in September). Only a very small proportion of the population mentioned the specific presidents who appear on the coins (no more than 1%). The fact that a gold coin has been released continues to be memorable for a small but consistent proportion of the population (6%).

Chart 9: *What types of currency and coins/coins and currency for everyday use by consumers has the United States government recently created or released, or will soon release?*

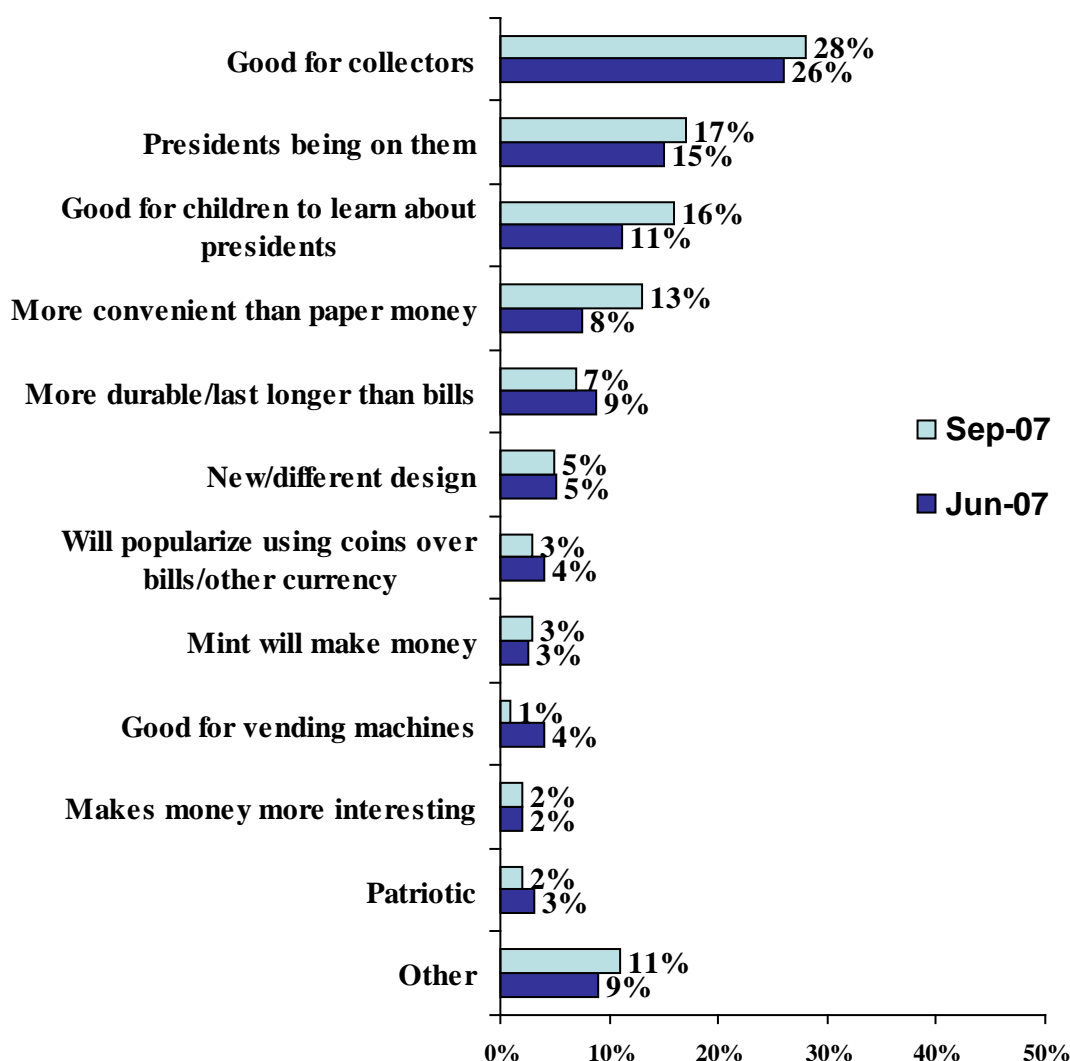


NOTE: Multiple responses were allowed therefore numbers will not total to 100%

FINDING: Positive aspects of the coin included being good for collectors and having the presidents on them.

The majority of respondents (67%, down 11%) feel that there are no positive aspects to having a Presidential \$1 coin series. Of those that did name positive aspects to having a Presidential \$1 coin series, the most frequently given responses were being good for collectors, the presidents being on them, and being good for children to learn about the Presidents.

Chart 10: *Regardless of how you feel about the Presidential one-dollar coin series, what do you think is the most POSITIVE aspect of the coin?*

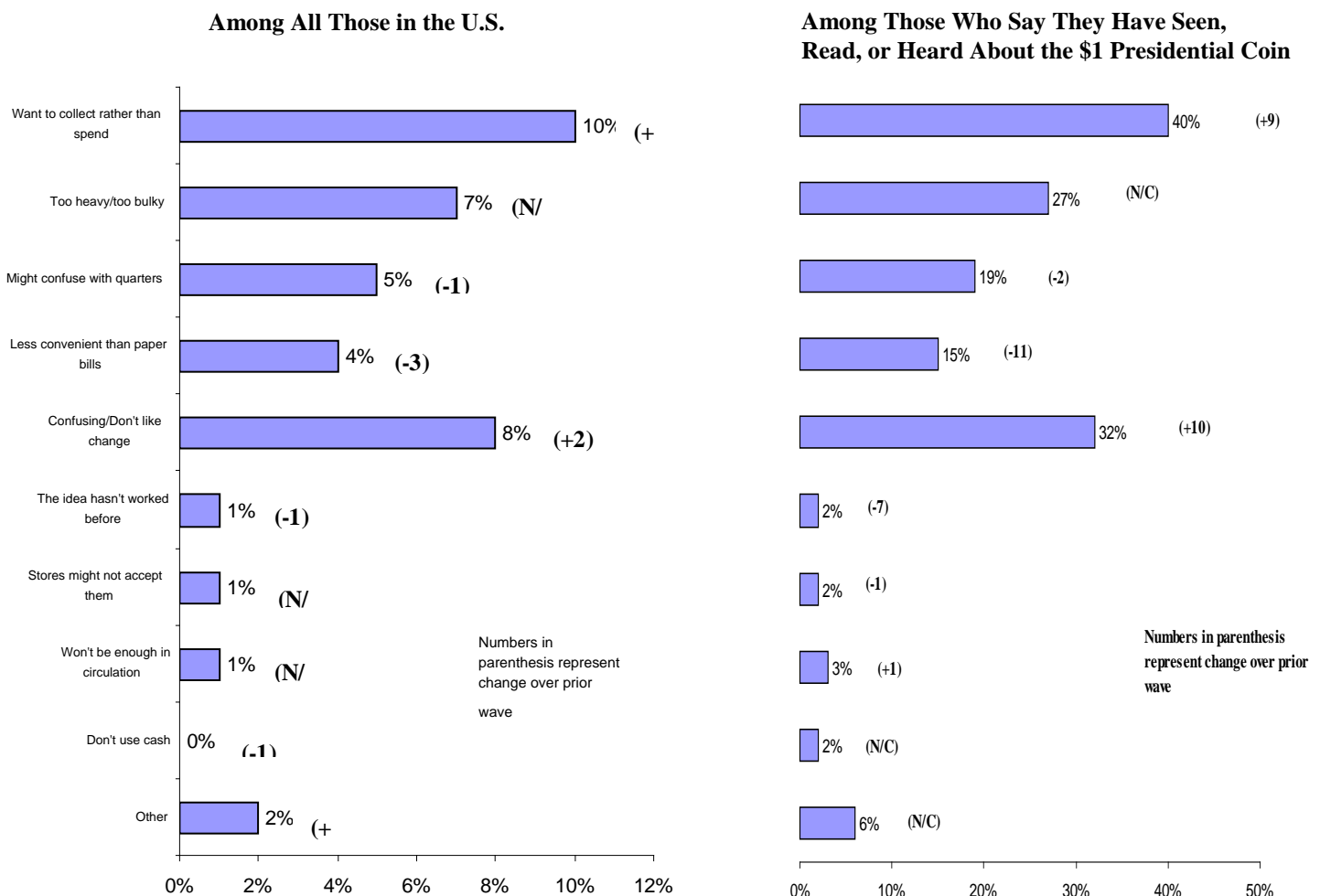


NOTE: Percentages may add to more than 100% due to multiple responses. Those who said “nothing” are not included (78%).

FINDING: When asked for the reasons why they would *not* want to use the Presidential \$1 coins, the highest response was that people would rather collect the coins than spend them.

Two in five respondents (40%) said that they would not want to use the Presidential \$1 coins because they would rather collect the coins than spend them. Other main objections to using the Presidential \$1 coins for cash transactions include that a general inconvenience when dealing with the change from paper bills, the coins are too heavy and/or bulky, and that they might be confused with quarters.

Chart 11: *What are the reasons you would NOT use the Presidential one-dollar coins when making cash transactions?*



NOTE: Multiple responses were allowed therefore numbers will not total to 100%

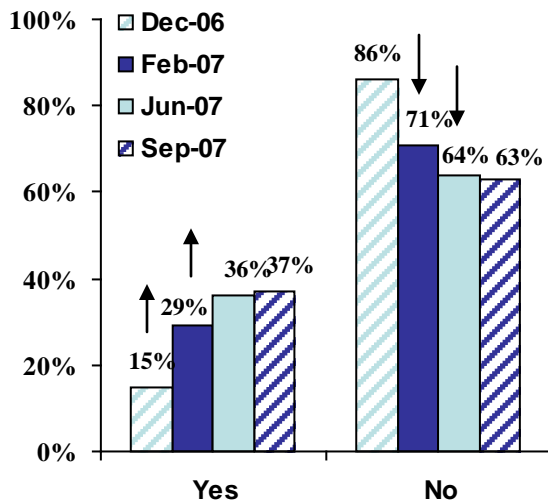
FINDING: The knowledge of the coins as legal tender at retail outlets and vending machines has not grown since June 2007.

FINDING: There continues to be confusion over whether the coins are accepted at retailers, banks, credit unions, and other locations.

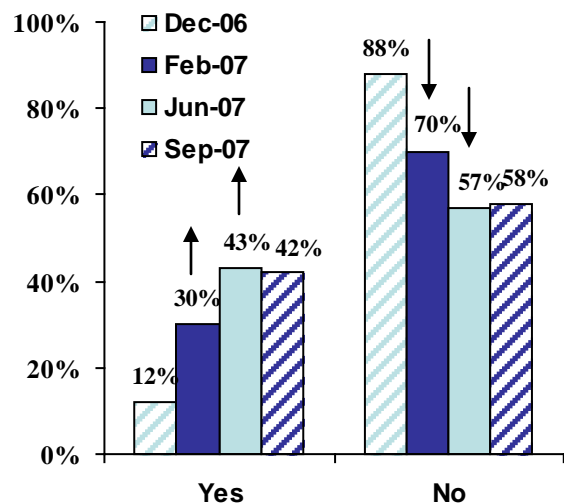
FINDING: The American public's belief that the coins are building educational awareness and knowledge of the presidents and history has not grown since June 2007.

Chart 12: Have you seen, read, or heard any of the following about the new Presidential one-dollar coins series?

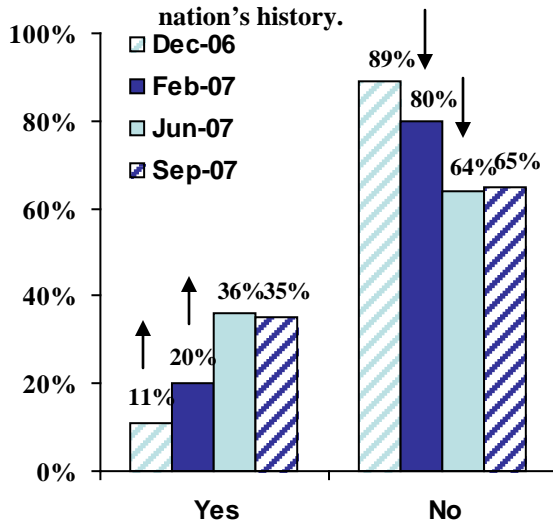
The coins are popular and many people will collect them.



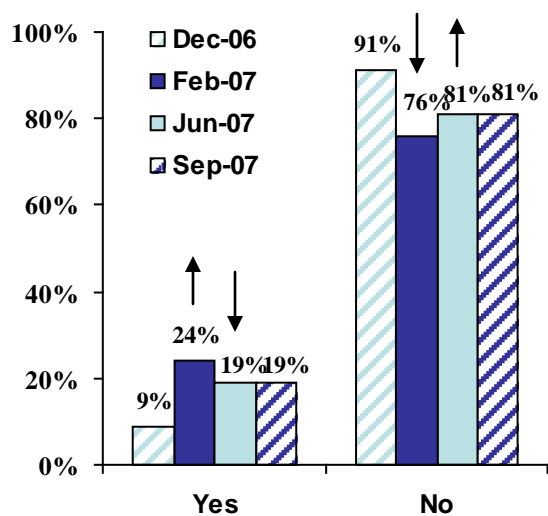
The coins are legal tender and are accepted at retail outlets and in vending machines.



The series has a significant educational value by building awareness and knowledge of our presidents and our nation's history.



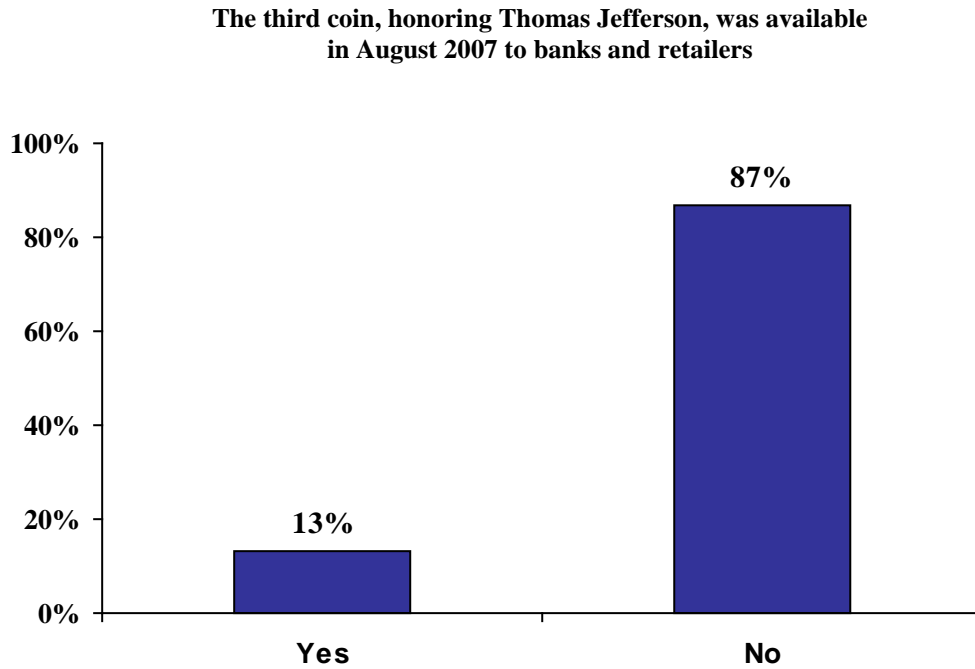
The coins are widely available at retailers, banks, credit unions, and similar locations.



↑ ↓ Indicates a significant difference from prior wave.

FINDING: About one in eight (13%) respondents say they have seen, read or heard about the third coin honoring Thomas Jefferson.

Chart 13: *Have you seen, read, or heard any of the following about the new Presidential one-dollar coins series?*



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey of residents of Northeastern states on people's awareness about coins. Response to this survey is voluntary and all responses will be kept completely anonymous. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

- 1 Yes, respondent available - **(Skip to P3)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal)
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)** _____(2001)

P3. GENDER: **(Code only, do NOT ask)**

- 1 Male
- 2 Female _____ ()

(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 1525-0012-81.

1. What types of [(If code 1 in Sb, read:) currency and coins/(If code 2 in Sb, read:) coins and currency] for everyday use by consumers has the United States government recently created or released, or will soon release? (Open ended and code) (If necessary, read:) By recent I mean within the past two years. (Probe:) What other types? (Probe for eleven responses)

0001 Other (list)

0002 (DK)

0003 (Refused)

0004 None

0005 HOLD

0006 50 States Commemorative Quarter

0007 George Washington one-dollar coin

0008 Golden/Gold dollar

0009 John Adams one-dollar coin

0010 New \$20 bill

0011 New \$5 bill

0012 New one-dollar bill

0013 New one-dollar coin (unspecified)

0014 Presidential one-dollar coin

0015 Sacagawea dollar coin

0016 Susan B. Anthony dollar coin

2. Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?

1 Yes

2 No

8 (DK)

9 (Refused)

_____()

(If code 1 in #2, Continue;
Otherwise, Skip to Note before #6)

3. Please tell me anything you remember seeing, hearing, or reading about the new one-dollar coin. Please be as specific as possible. (Open ended and code) **(Probe:)** What else? **(Probe for five responses)**

0001 Other (list)
0002 (DK)
0003 (Refused)
0004 Nothing/don't remember specifics
0005 HOLD

0006 Golden colored
0007 Features a President/George Washington/John Adams/Thomas Jefferson
0008 Has markings along the side
0009 Has Statue of Liberty on it
0010 The coins are accepted everywhere
0011 They are available for collectors

4. What do you remember as the distinct characteristics of the new 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

5. Do you recall seeing, hearing, or reading about the new one-dollar coin in any of the following places? How about **(read and rotate A-J)**?

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

- A. From a newspaper or magazine article
- B. On network television news
- C. On a cable news program
- D. At your bank or credit union
- E. At the post office
- F. From an adult relative or friend
- G. From your school age children
- H. On a radio news program
- I. In a retail store
- J. In a Sunday newspaper circular as an advertisement

(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.

6. 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
- 1 Makes no difference to you

8 (DK)

9 (Refused)

_____()

7. 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

- 7a. Are there any other positive aspects about the Presidential one-dollar coin series? (If "Yes", ask:) What positive aspects? (Open ended and code) (Allow three responses)

0001 Other (list)
0002 (DK)
0003 (Refused)
0004 No/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

(READ:) For the next set of questions, assume that the Presidential one-dollar coins are easy to find and readily available.

8. If you were given Presidential one-dollar coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?

1 Accept them
2 Ask for dollar bills
8 (DK)
9 (Refused) _____()

9. When you do receive a Presidential one-dollar coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for one-dollar bills, for example at a bank, retail store, or using machines such as Coinstar? Will you **(read 5-1)**?

5 Definitely keep some
4 Probably keep some
3 Might or might not keep some
2 Probably NOT keep some
1 Definitely NOT keep some

8 (DK)
9 (Refused) _____()

10. How likely will you be to use the Presidential one-dollar coins when making cash transactions? Will you **(read 5-1)**?

5 Definitely use them
4 Probably use them
3 Might or might not use them
2 Probably NOT use them
1 Definitely NOT use them

8 (DK)
9 (Refused) _____()

**(If code 1 or 2 in #10, Continue;
Otherwise, Skip to #12)**

11. What are the reasons you would NOT use the Presidential one-dollar coins when making cash transactions? (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 No place in cash register for them
0012 Want to collect them rather than spend them

12. Have you seen, read, or heard any of the following about the new Presidential one-dollar coins series? How about **(read and rotate A-E)**?

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

- A. The coins are popular and many people collect them
B. The third coin, honoring Thomas Jefferson, was available in August 2007 to banks and retailers
C. The coins are legal tender and are accepted at retail outlets and in vending machines
D. The series has a significant educational value by building awareness and knowledge of our Presidents and our Nation's history
E. The coins are widely available at retailers, banks, credit unions, and similar locations

(READ:) I have a few final questions for statistical purposes only.

13. 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)

D1. What is your age? (Open ended **and code actual age**)

00 (Refused)

01-
98

99 99+

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

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

D3. What is your race? You can choose more than one. **(Read A-F)**

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

- A. Are you White?
- B. Are you Black or African American?
- C. Are you American Indian or Alaska Native?
- D. Are you Asian?
- E. Are you Native Hawaiian or other Pacific Islander?

D3. (Continued:)

F. Are you some other race? **(If "Yes", ask:)** What other race? (Open ended) **[TO BE CODED]**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 No/No other race
- 0005 HOLD

D4. 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)

____ ()

D5. 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)

____ ()

(DEMOGRAPHICS CONTINUED)

D6. 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)

D7 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)

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

Again, this is _____, with
The Gallup Organization of
_____. I would like to thank
you for your time. Our
mission is to "help people be
heard" and your opinions are
important to Gallup in
accomplishing this.

U.S. Mint Presidential \$1 Coins User Study Results



Executive Presentation
December 20, 2007



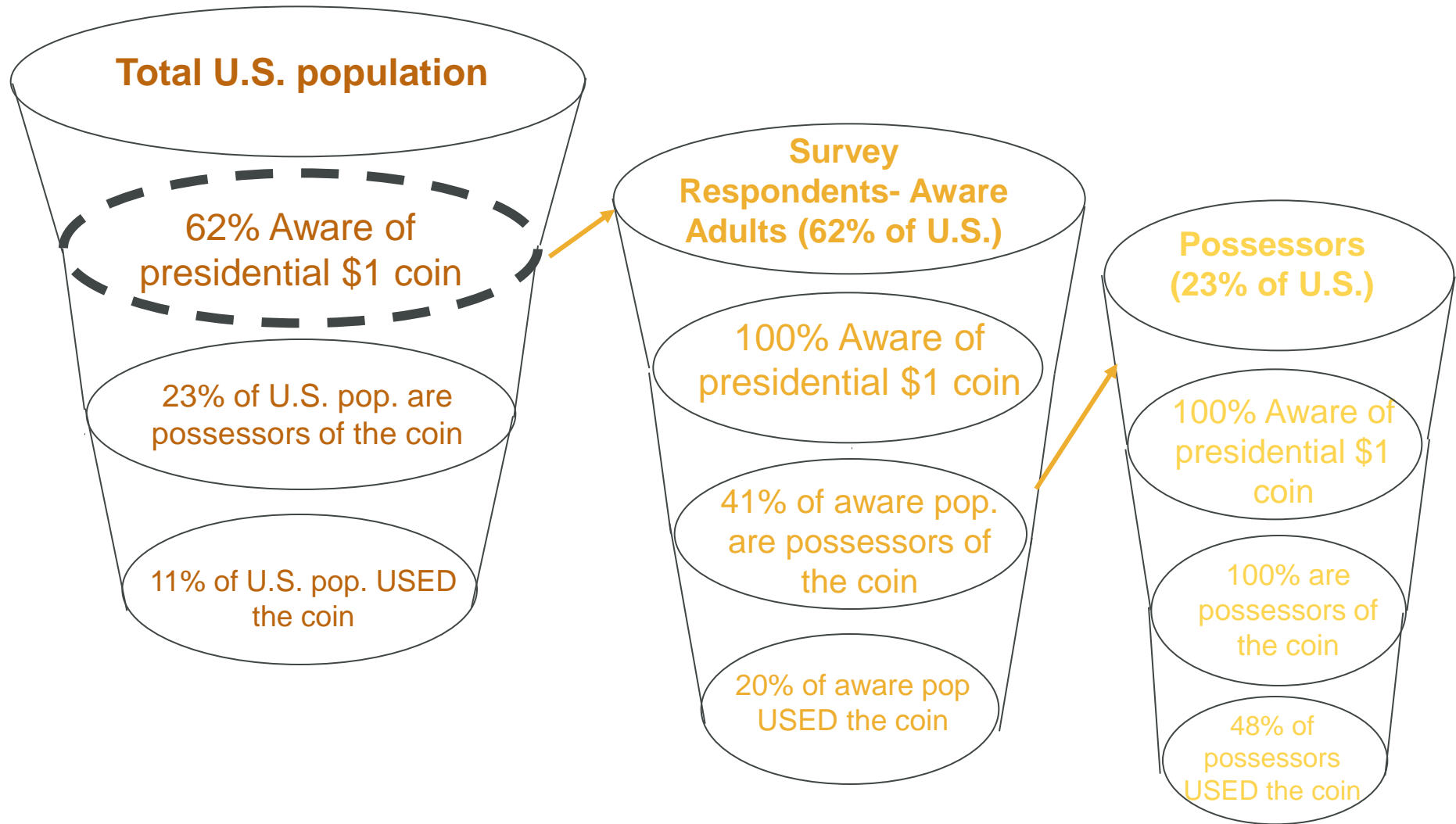
- Screened to include U.S. adults aware of Presidential \$1 coins.
3 Questions:
 1. Have you ever heard of a Presidential \$1 coin?
[AWARENESS]
 2. Have you ever had a Presidential \$1 coin in your possession?
[POSSESSION]
 3. Have you EVER USED a Presidential \$1 coin to pay for something or make a purchase? [USAGE]
- Field period: September 21 – November 11, 2007
- Respondents
 - 999 users and 1,006 non-users aware completed the survey

Key Findings – General



- One in nine (11%) U.S. adults have used a Presidential \$1 coin
 - 48% of those aware of the coins
 - 23% have had one in their possession
- Coin possession and usage differs among demographic groups
 - Ethnic minorities have high propensity to use
 - West coast adults are strong users, while east coast are not
- Users most likely to use the coins for mass transit and toll booths
 - Cash use for tips offers huge opportunity for messaging
 - Appeal to early adopter focus of young, and single adults
- Users believe coin is distinct from both the other dollar coins and quarters
- Most users received the coin from a cashier or a financial institution
 - Problems often encountered with machine interactions, in-person interactions run smoothly

User Information Among U.S. Population

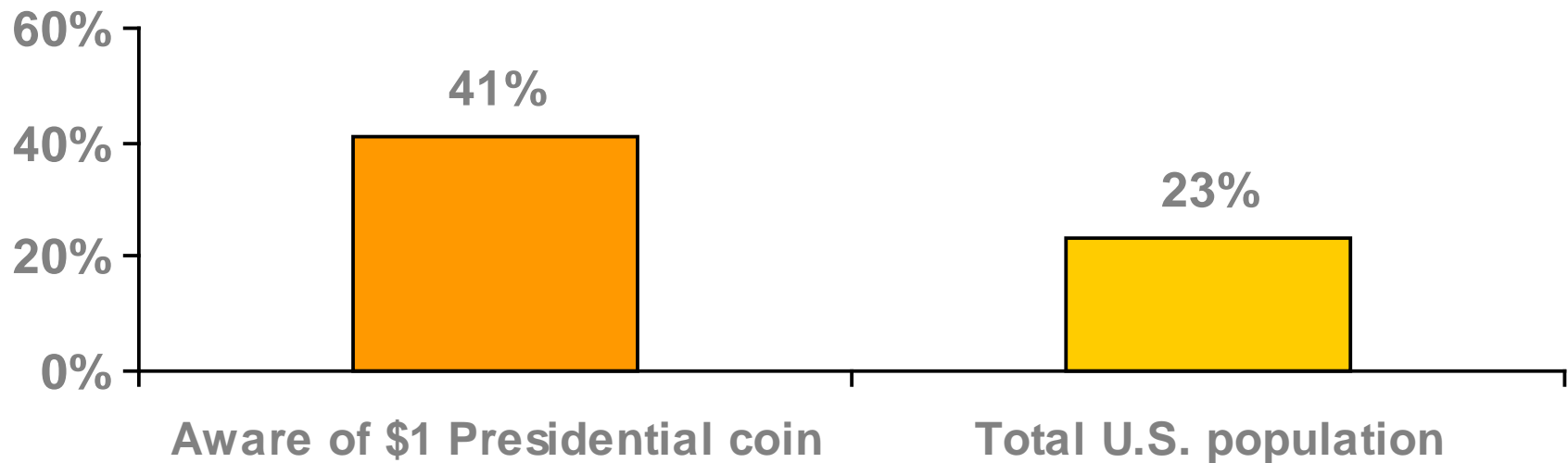


One in Four U.S. Adults Have had a Presidential \$1 Dollar Coin in their Possession



Have you ever had a Presidential \$1 coin in your possession?

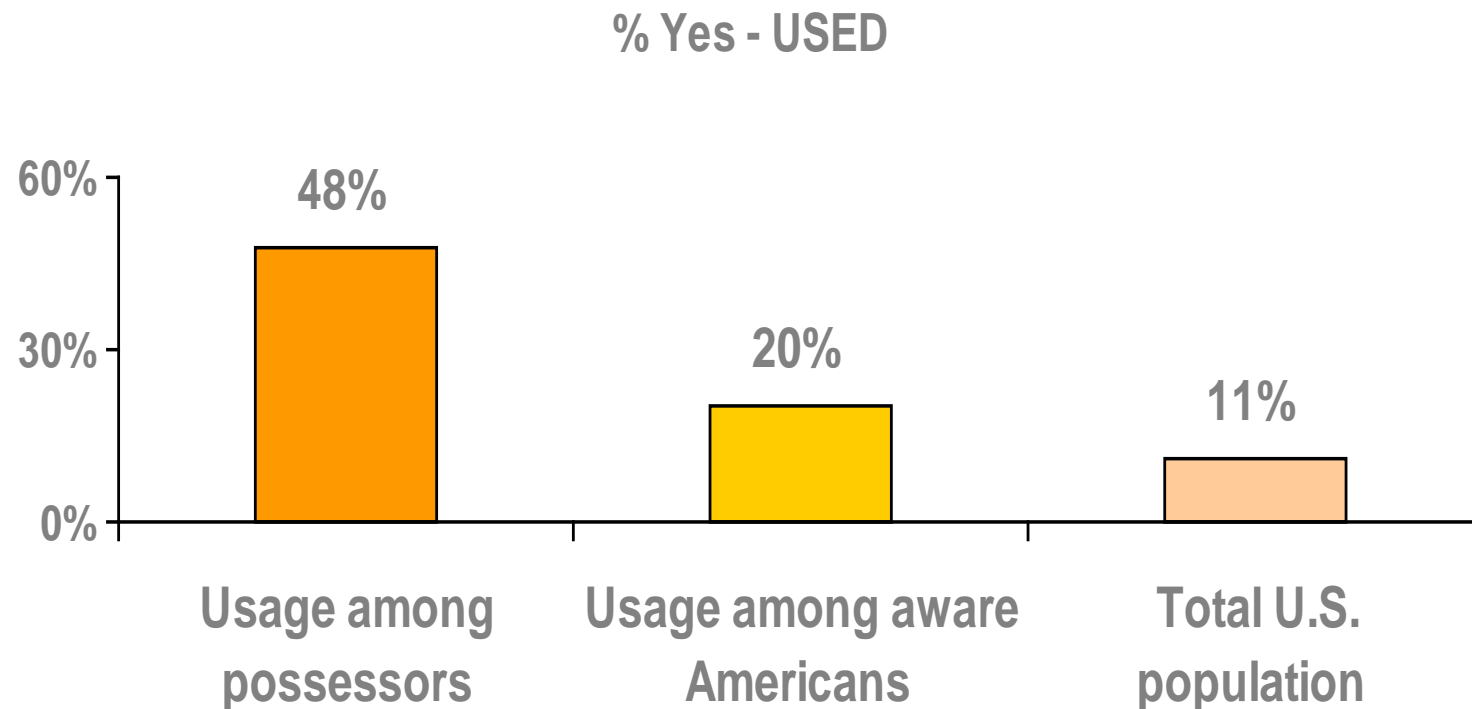
%Yes - POSSESSED



One in Nine U.S. Adults Have Used a Presidential \$1 Coin



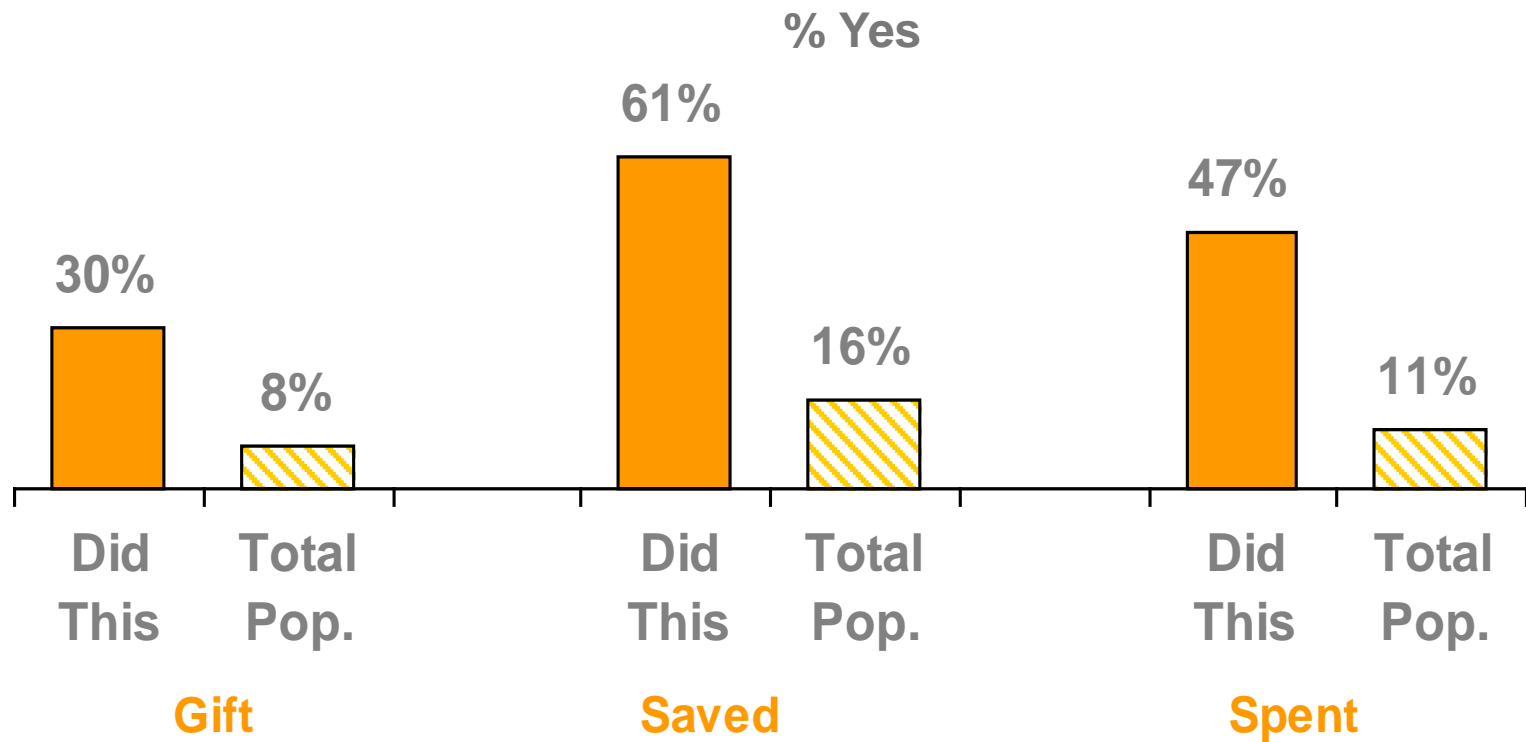
*Have you **EVER USED** a Presidential \$1 coin to pay for something or to make a purchase?*



Coin Usage Patterns



What have you done with any of the Presidential coins you had?



Profile of Presidential \$1 Coin Users

Usage Differs by Census Division



- **More Likely**

Pacific (18% of users live here, while only 9% of all adults live here)

West South Central (12% users vs. 9% of all adults)

- **Less Likely**

New England (4%, while they make up 8% of all adults)

South Atlantic Region (16%, while they make up 21% of adults)

Elevated Usage Among Demographic Groups



Male

52% of users are male vs. 47% of non-users

Hispanic

23% vs. 10% of non-users

African-American

21% vs. 10% of non-users

Have household incomes less than \$50,000

56% vs. 47% of non-users

Single (never been married)

21% vs. 15%

Higher than high school education

58% vs. 53%



Users are **LESS** likely to:

- Consider themselves patriotic (91% vs. 96% of non-users)
- Consider themselves good savers of money (72% vs. 81%)
- Feel good customer service is a must for them (93% vs. 97%)

Users are **MORE** likely to:

- Be sports enthusiasts (26% vs. 14%)
- Be early adopters, that is the first to try new technologies/products (36% vs. 28%)
- Make impulse purchases (55% vs. 39%)
- Will drive farther for a good bargain (66% vs. 58%)

User Spending Behaviors



Shop at convenience stores: 71% once a month or more often vs. 53% for non-users

Use public transportation: 16% users vs. 7% non users

Laundromats: 14% vs. 8%

Use vending machines: 52% vs. 35%

Eat at fast food restaurants: 70% vs. 61%

Buy coffee drinks or tea at a coffee shop or store: 55% vs. 45%

Leave tips in restaurants: 86% vs. 79%

Buy stamps from a vending machine: 24% vs. 17%

Buy a newspaper from a vending box: 32% vs. 26%

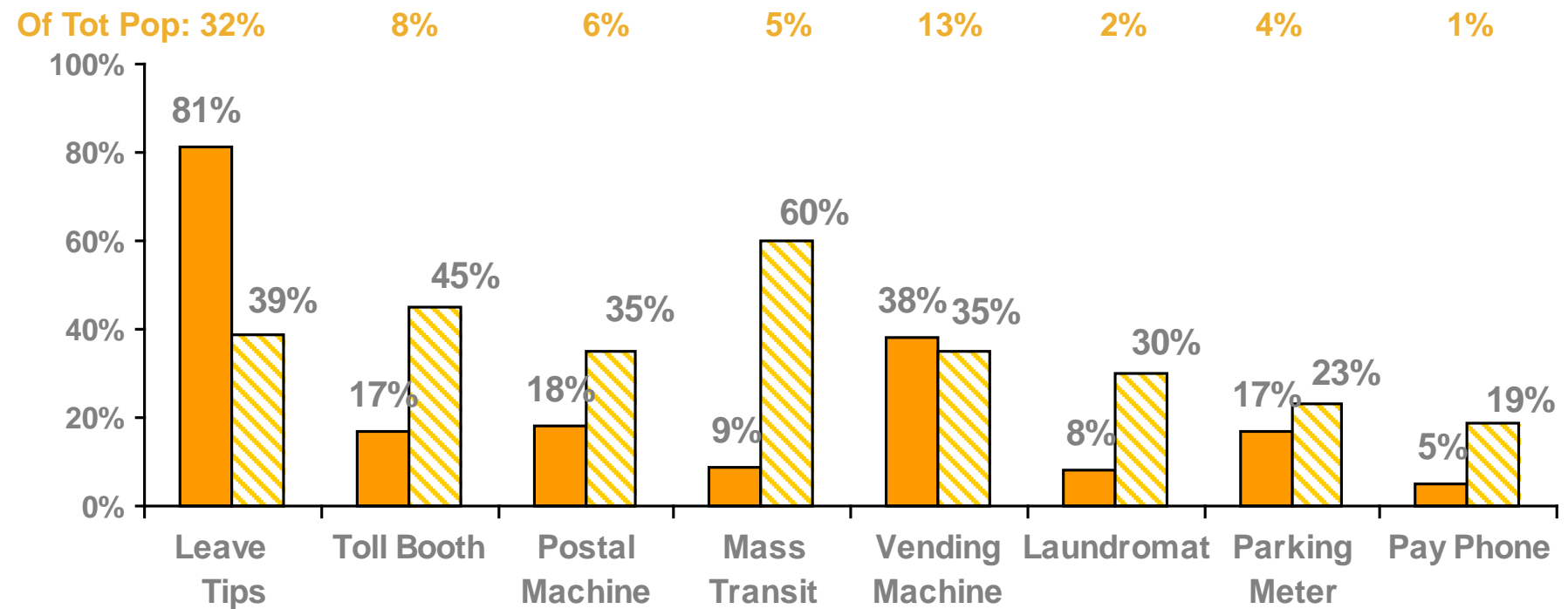
Potential Marketing Efforts Point Toward Transportation and Perhaps Novelty of Use for Tips



If you were given a Presidential \$1 coin as change, how likely would you be to use it in each of the following situations:

■ % U.S. Adults that do "Activity Regularly"

▨ % Of those who say they do that activity regularly and say they are 'Likely to Use \$1 coin'

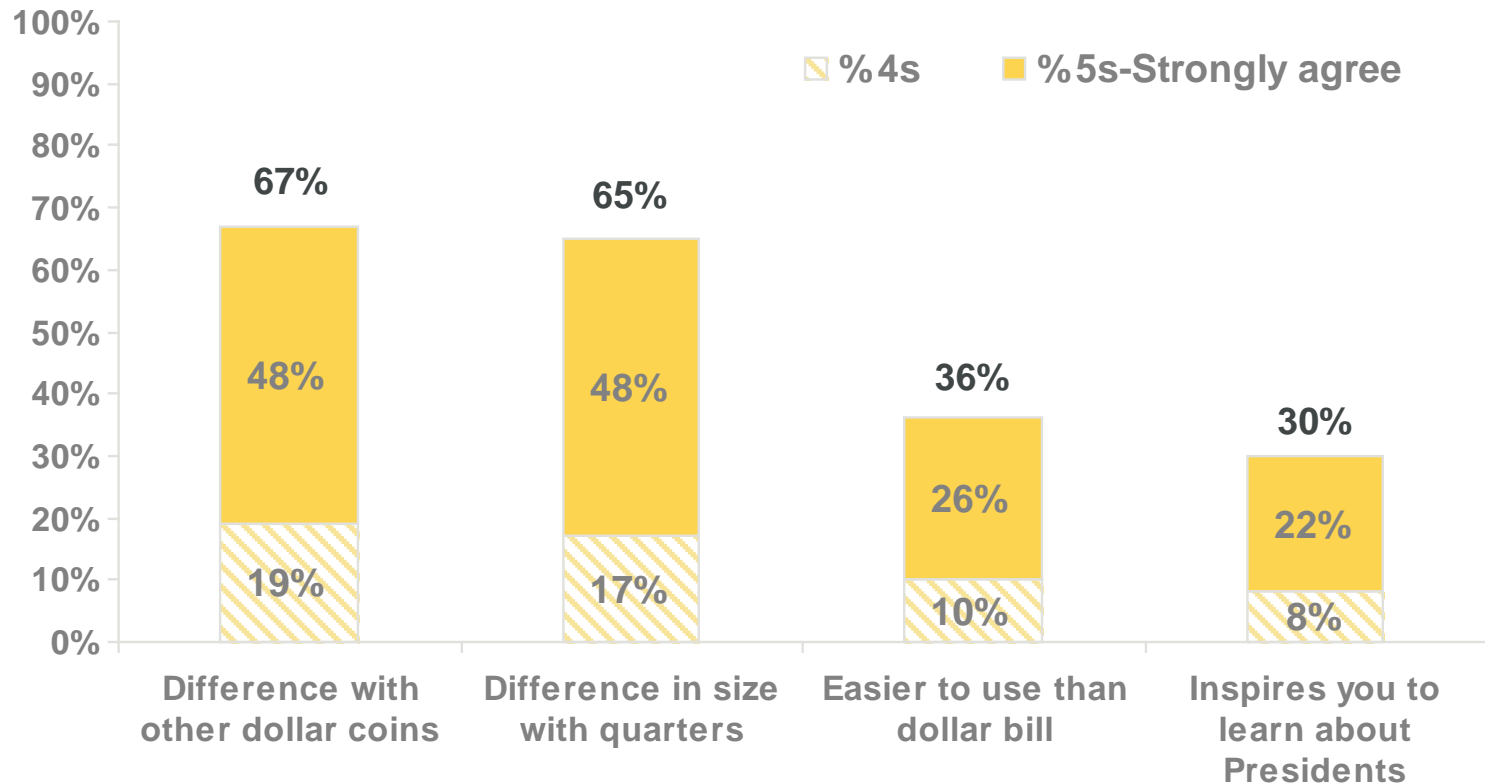


Users Believe Coin Differs from Both Other Dollar Coins and Quarters



To what extent do you agree/disagree with the following statements?

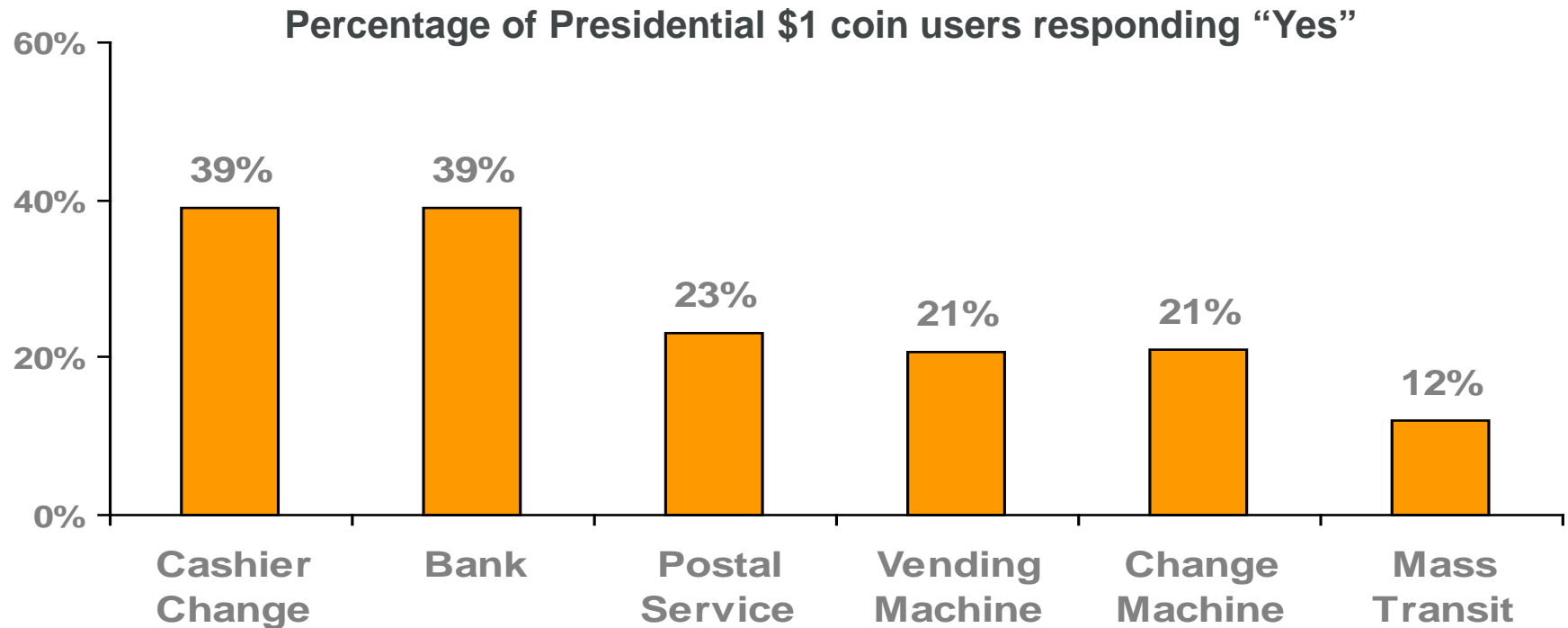
Percentage of Presidential \$1 coin users responding “5” or “4” rating – “5” and “4” combined



Four in 10 Users Indicate Receiving a Presidential \$1 Coin From a Cashier or a Financial Institution



Have you received a Presidential \$1 coin in any of the following places in the past six months?



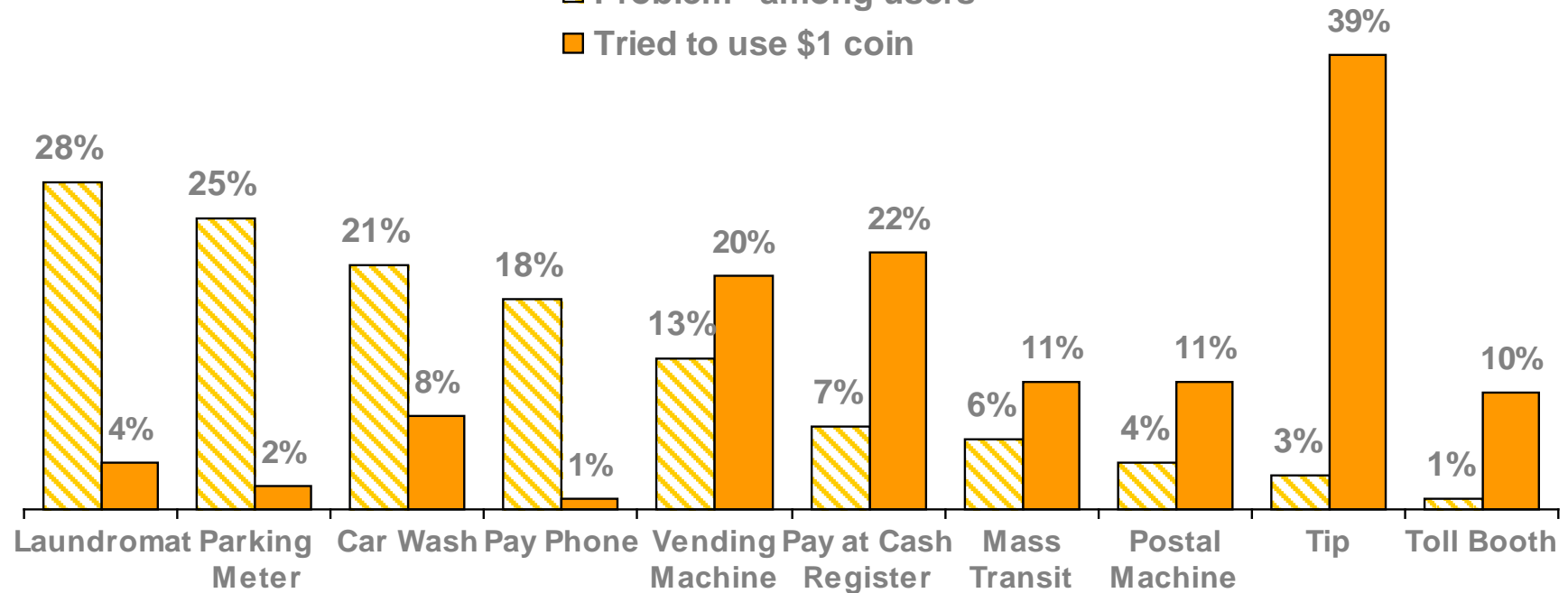
Users Most Likely To Encounter Problems Using The Presidential \$1 Coins During Automated Transactions



Did you have any problems in trying to use the coin?

Percentage of users of each service responding “Yes”

▨ Problem - among users
■ Tried to use \$1 coin

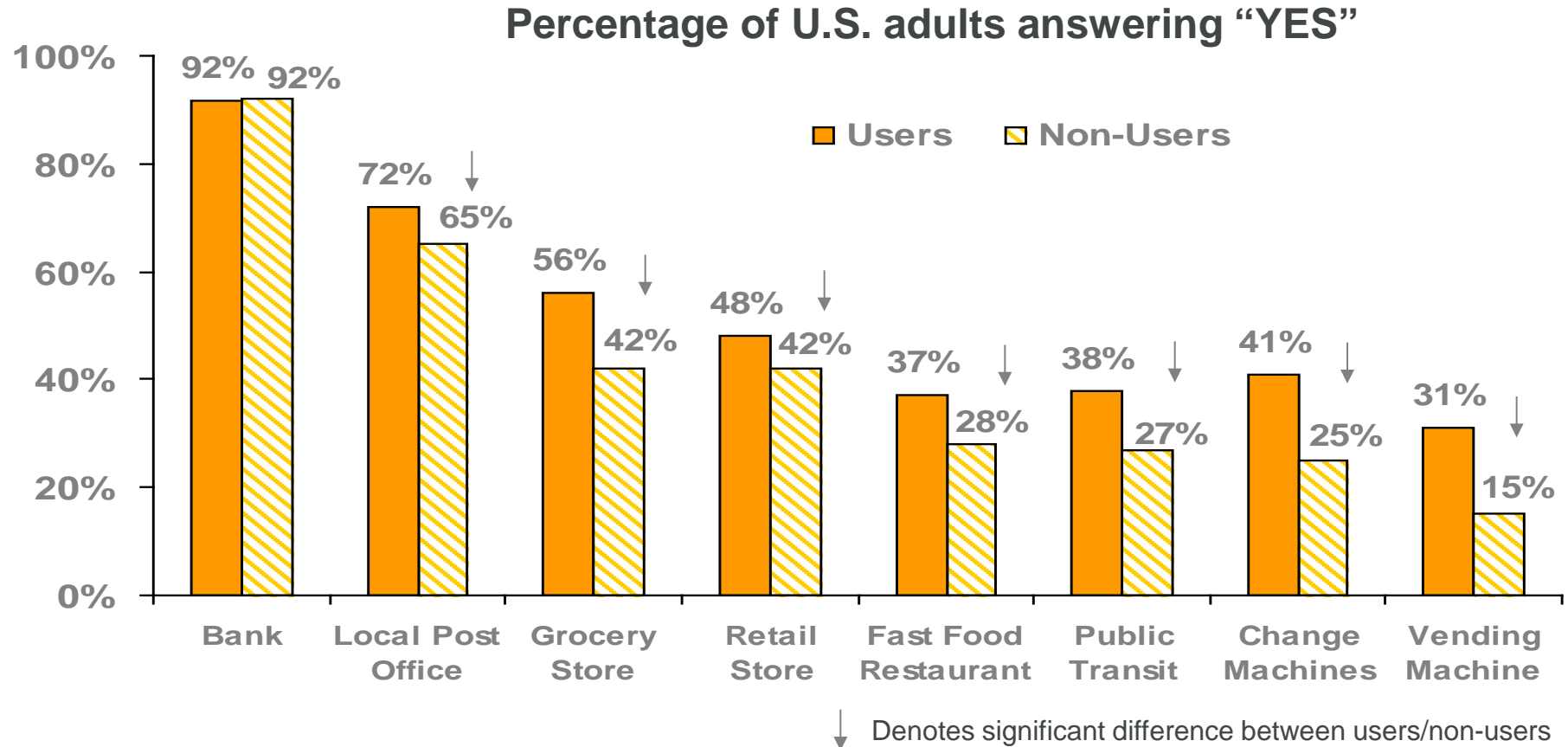


Comparison of Users and Non-Users

Few Believe That You Can Get \$1 Coin From Vending Machines



Do you think you can get a Presidential \$1 coin at these locations?

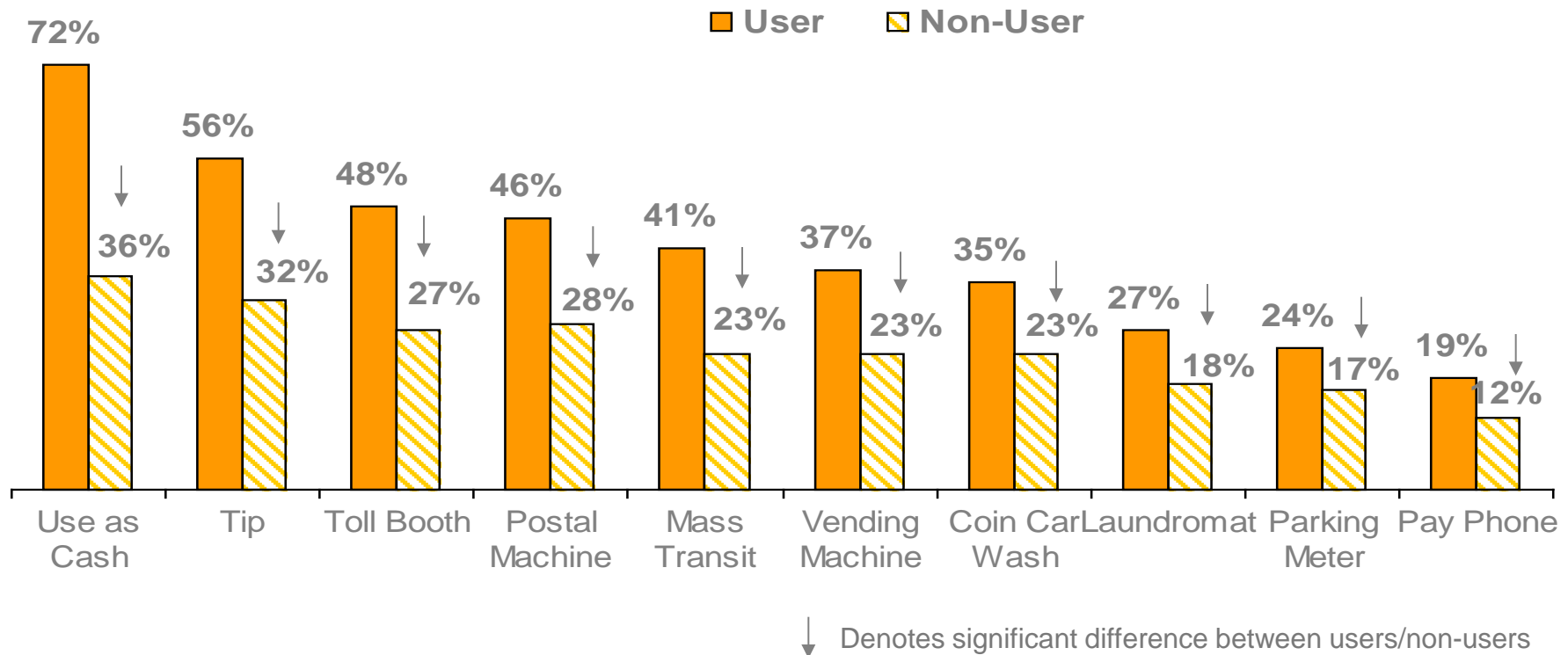


Cash Transactions Most Likely - Due to Potential or Real Issues with Machine Usage Attempts



If you were given a Presidential \$1 coin as change, how likely would you be to use it in each of the following situations:

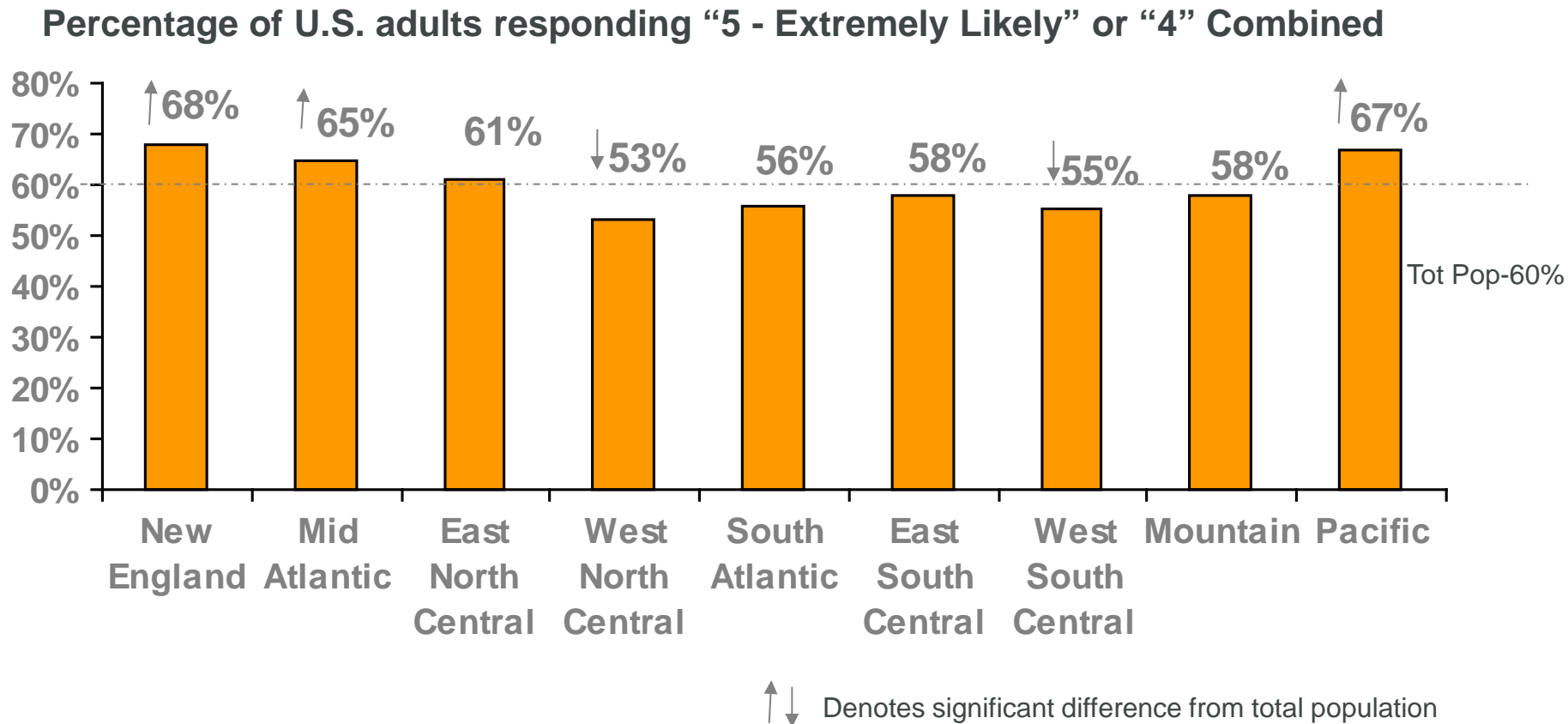
Percentage of U.S. adults responding “5 - Extremely Likely” or “4” Combined



Among Total Population — 6 in 10 Say They Would Likely Use Coin. Coasts Show Highest Propensity



If you were given a Presidential \$1 coin as change, how likely would you be to use it in each of the following situations:

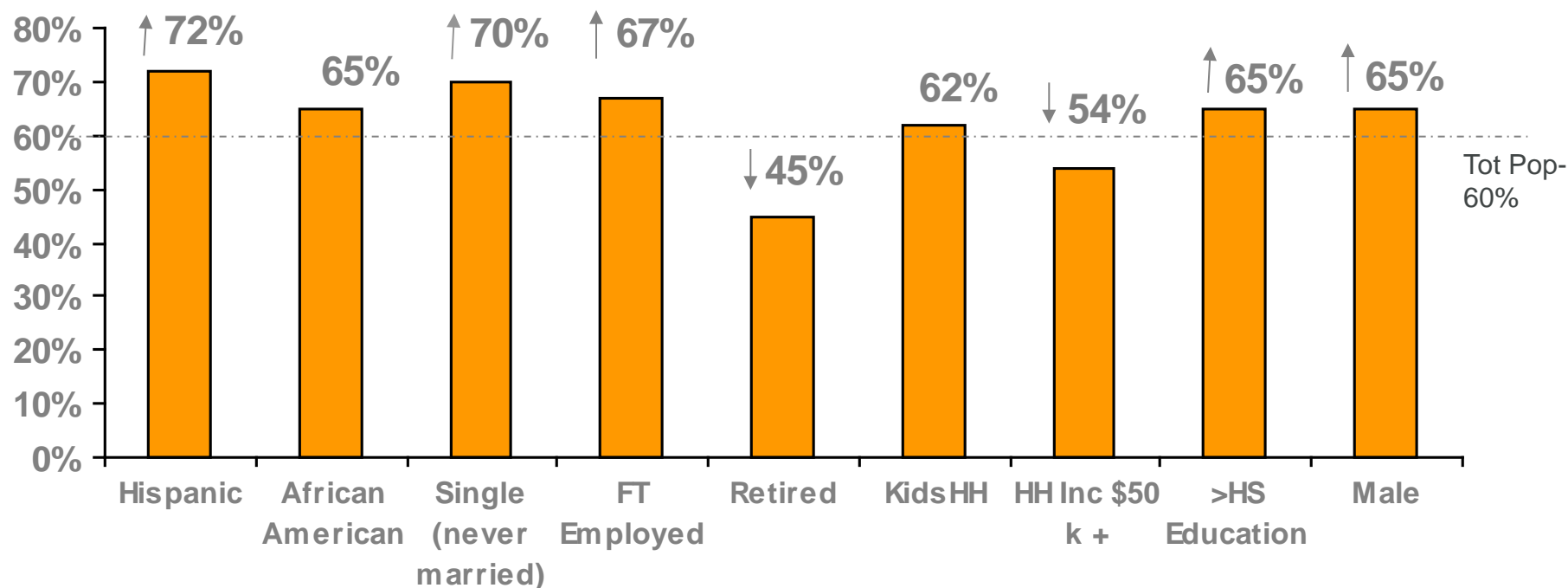


Likelihood To Use Coins Differs By Demographic Groups



If you were given a Presidential \$1 coin as change, how likely would you be to use it in each of the following situations:

Percentage of U.S. adults responding “5 - Extremely Likely” or “4” Rating to ANY mentioned



↑↓ Denotes significant difference from total population

Usage Among Presidential \$1 Coin Possessors



41% of aware
pop. are
possessors of
the coin

9% Did Nothing

21% Only SPENT

29% Only SAVED

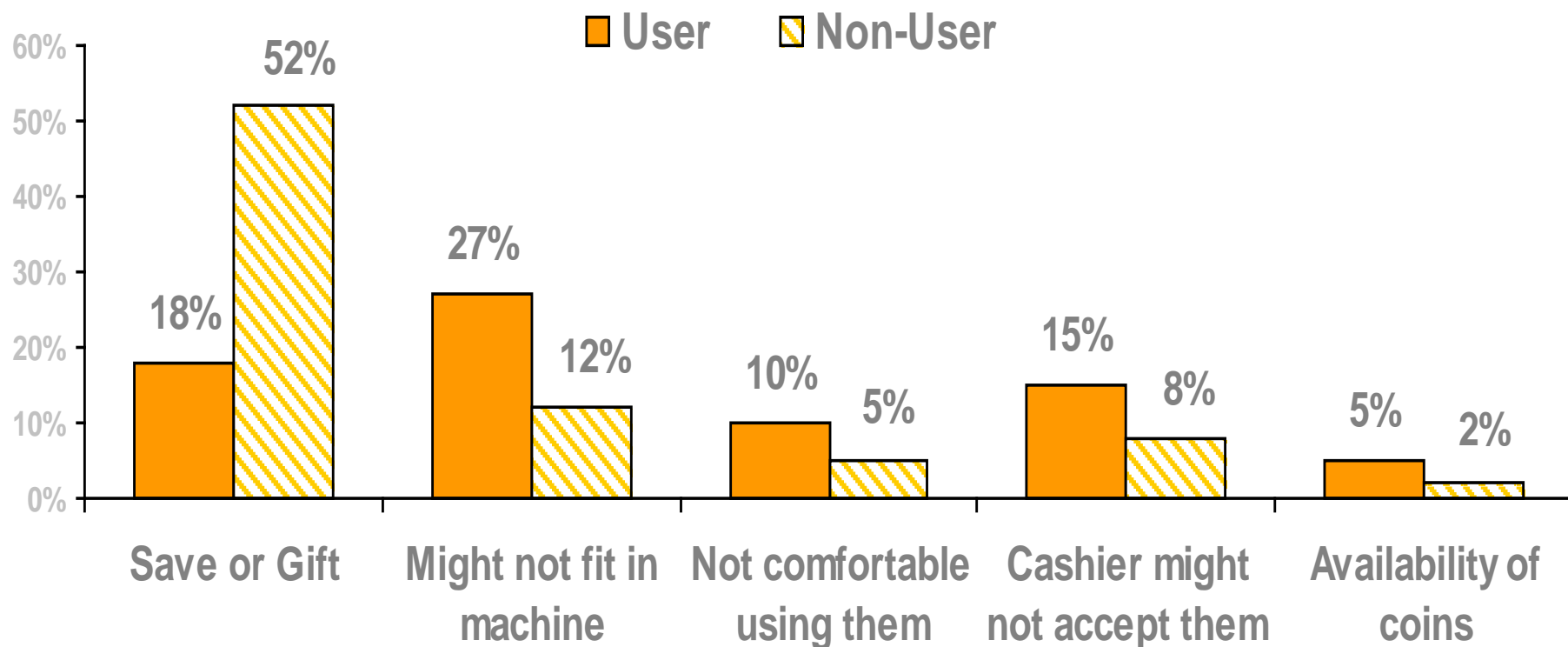
3% Only GIFTED

38% Mixed Use

Half of Non-users Would Prefer to Save Presidential \$1 Coins or Give Them as a Gift



What is the main reason why you might not use the Presidential \$1 coin in these setting?

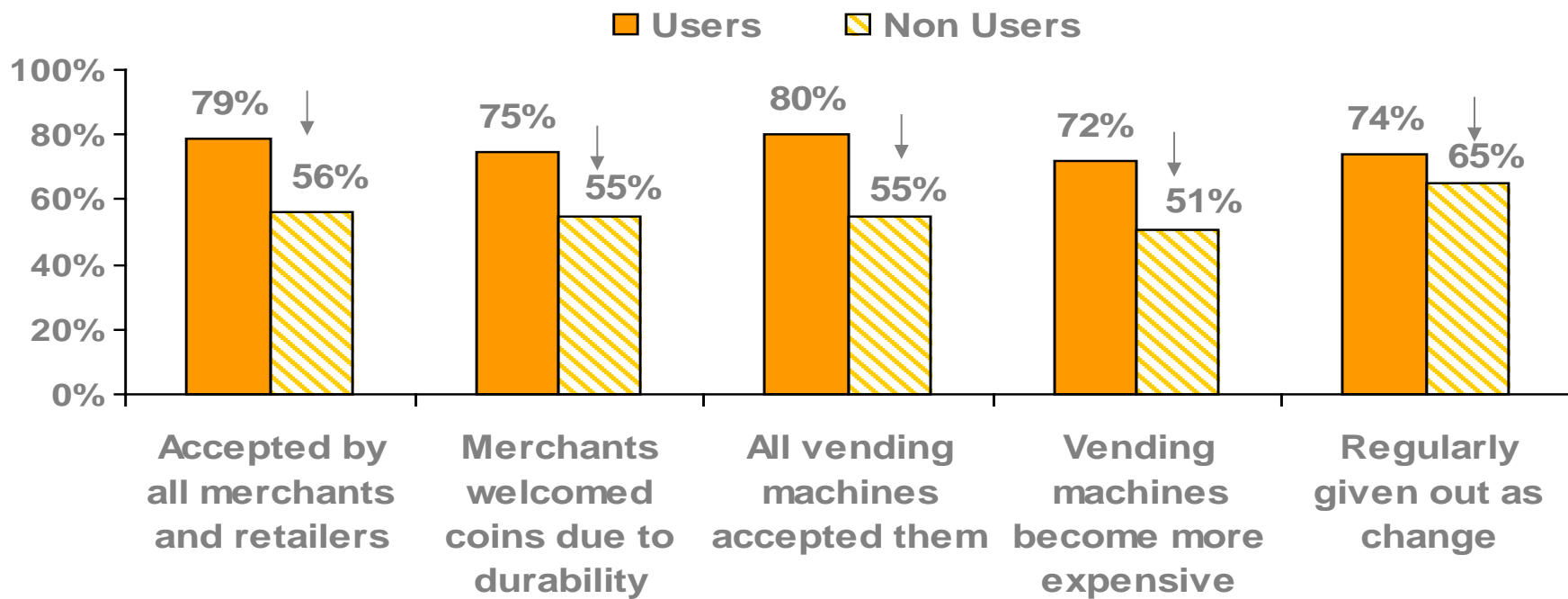


Two-thirds Likely to Use the Coins if Regularly Given Out as Change Instead of Dollar Bills



If you knew that each of the following were true, how likely would you be to use the coin?

Percentage of Presidential \$1 coin users responding “5 - Extremely Likely” or “4” combined



↓ Denotes significant difference between users/non-users

Key Issues



- Focus on conversion from possession to usages
 - West coast offers best current conversion
 - Minorities, males and young people have highest conversion
 - Public transit users and other automated machines
 - Ensure machines actually accept the coins and communicate this
- Current concerns leading to non-use
 - Concern is that machines won't accept the coins
 - This is born out by actual attempts at many auto machines
- However, full acceptance of coins only gets so far
 - 21% of users would still not use \$1 coins most of the time if they were fully accepted.
- Need to appeal to interests and usage of these adults

Key Messages/Appeals



- Focus on benefits of use – both physical and emotional
 - Early adopters – ‘be on the leading edge of use’
 - Young, single, male
 - Create desire to use
 - Appeal to use for cash tips (‘surprise someone with something unique’)
 - Easy to use for impulse purchases (pull from pocket for small purchases instead of digging into wallet) – convenience stores, coffee shops, etc.
 - Public transit users and other automated machines
- Where to focus/Outreach
 - Move beyond traditional auto transactions at vending, transit & postal (though still key)
 - Point of purchase messaging at convenience stores, coffee shops, toll booths
 - Need to first ensure that they will accept them – so focus on education
 - Sports events/shows
 - Internet and radio best media to target
- Need to get them into circulation
 - While people may not seek them out, once they have in their possession – they WILL use them.
 - Think Usage not Demand at this time



U.S. Mint

Presidential \$1 Coins

Presidential \$1 Coin User Survey

December 2007

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 survey of those who had physically used the Presidential \$1 Coin. The goal of the research was to identify attributes of these current \$1 coin users that could be used to help target other like-minded adults as potential users, and to identify behaviors that could shed light on future grassroots efforts to increase usage and acceptance of the new coins.

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. Both users and non-users were identified based on responses to the following series of questions:

1. Have you ever heard of a Presidential \$1 Coin (including the George Washington, John Adams, and Thomas Jefferson coins)? [AWARENESS]
2. Have you ever had a Presidential \$1 Coin in your possession? [POSSESSION]
4. Have you EVER USED a Presidential \$1 Coin to pay for something or make a purchase? [USAGE]
4. What have you done with any of the Presidential \$1 Coins you have had in your possession?
 - A. Spent them to pay for something or make a purchase
 - B. Saved them as part of a collection
 - C. Given them as a gift

The study collected information on all those who indicated they had heard of a Presidential \$1 Coin. To be considered a “user,” the respondent had to answer “yes” to Question 3 above: “used to pay for something or make a purchase.” Anyone else was considered a coin “possessor” but non-user. In total, 999 users and 1,006 non-user possessors completed the survey.

The telephone interviews were conducted by Gallup professional interviewers, who are specially trained to work on the U.S. Mint projects, between Sept. 21 and Nov. 11, 2007.

While the final survey population was comprised only of those who had heard of a Presidential \$1 Coin (defined as potential users), and the results throughout this analysis are reported among that base, there is clearly an interest to project some of the overall measures to the broader total U.S. adult population. To that end, Gallup used information from the national population survey undertaken in October 2007 for the U.S. Mint to identify awareness and usage of the Thomas Jefferson Presidential \$1 Coin (*Thomas Jefferson Presidential \$1 Coin Study*), to extrapolate the overall possession and specific usage of \$1 coins from this study. The *Thomas Jefferson Presidential \$1 Coin Study* identified that 62% of U.S. adults have heard of a Presidential \$1 Coin.

1.2 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. However,

because the screening process was so arduous (so few people qualified for the survey), we would expect the response rate to fall off. The RDD survey had a response rate of approximately 24% that included both users and non-users.

1.3 Weighting the Data

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

Though this study is limited to a specific subpopulation — namely those who are aware of the Presidential \$1 Coins — results were nevertheless weighted to general adult population demographic and geographic targets from the national Current Population Survey (March 2007).

The reasons for doing so are the following: First, comparisons of the demographic composition of the general population (from the Current Population Survey) with those who have heard of the Presidential \$1 Coins (from previous U.S. Mint studies) reveal no substantial differences. Second, the Current Population Survey provides very accurate estimates of the general adult population, while individual survey samples from previous U.S. Mint studies provide less accurate estimates of the parameters for the population who have heard of the Presidential \$1 Coins (because of smaller sample sizes). The studies of the population of adults who are aware of the Presidential \$1 Coins provide sample sizes that are too small to reliably be used as population control totals.

Thus, the national sample of those who had heard of the Presidential \$1 Coin was weighted to match the demographic and geographic characteristics of the United States adult population. Base weights were first calculated based on the probability of selection for the sample, household size, and number of telephone lines. A raking (sample balancing) procedure was then used to bring the composition of the sample in line with the national composition on demographic factors: region, gender, age, education, race, and ethnicity (Hispanic). Large weights were trimmed to a reasonable size (a value of 6) and the weights were normalized so their sum was equivalent to the total number of cases. The final weights compensate for nonresponse and noncoverage to create unbiased, nationally representative estimates.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in conjunction with the U.S. Mint Dollar Coin team. The questionnaire was primarily devoted to understanding specific characteristics of the user population and then comparing and contrasting to the non-user population.

The questions included the following areas:

- Overall usage (four questions)
- Users vs. non-users (seven questions)
 - Potential Usage
 - Statements

- Usage behaviors (six questions)
 - Received
 - Used
 - Problem occurrence
 - Statements
- Demographics (21 questions)
 - Lifestyle questions
 - General demographics

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

2.1 Census Divisions Referred to Throughout This Report Are as Follows:

NEW ENGLAND:

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut

MIDDLE ATLANTIC:

New Jersey, New York, and Pennsylvania

EAST NORTH CENTRAL:

Illinois, Indiana, Michigan, Ohio, and Wisconsin

WEST NORTH CENTRAL:

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota

SOUTH ATLANTIC:

Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland, and Delaware

EAST SOUTH CENTRAL:

Alabama, Kentucky, Mississippi, and Tennessee

WEST SOUTH CENTRAL:

Arkansas, Louisiana, Oklahoma, and Texas

MOUNTAIN:

Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming

PACIFIC:

Alaska, California, Hawaii, Oregon, and Washington

3.0 Key Findings

3.1 Possession and Usage

- Based on information from the *Jefferson Awareness Survey*, 62% of US adults who have heard of the Presidential \$1 coin. Of those aware, two in five (41%) have had one in their possession (POSSESSORS). This relates to 23% of all US adults.
- Of the possessors, half (48%) have used one to pay for something or make a purchase (USERS). This relates to 11% of all US adults being coin users.
- Nearly one in ten (8%) US adults have given a Presidential \$1 coin as a gift, while 16% have saved a coin in a collection. Overall, 39% of US adults have either spent, saved or gifted a Presidential \$1 coin. Seven percent of US adults has ONLY saved a coin (21% of possessors), 6% have only spent a coin (19% of possessors) and 1% of US adults have only gifted a coin.

3.2 Profile of Users, Savers and Gifters

A key component to increasing usage of the new Presidential \$1 Coin is to understand the possession and usage patterns of the coins. The first step of driving usage is to get the coins in the hands of consumers (that is, increasing possession). However, the more important step is in actually identifying and driving *conversion* from possession to actual usage.

Focus on the West Coast of the United States

- While adults in all parts of the country are equally likely to have had a Presidential \$1 coin in their possession, those in the West South Central and Pacific census regions are more likely to have spent one of the coins, while those in New England and the South Atlantic areas are less likely to have spent used one. This suggests that the while the east coast was the source of focus for the communications efforts around the initial coin releases, that future focus on the west cost may reach those with a higher propensity to spend dollar coins.

Focus on Getting Presidential \$1 Coin into the Hands of Minorities and Men and Younger Adults

- Demographically, those with children in the household are more likely to have a Presidential \$1 coin in their possession. This group is also much more likely to have spent one of the coins. African Americans are also twice as likely to have spent and thrice as likely to have gifted a coin. While the groups are relatively small, further investigation into *how* they initial received their Presidential \$1 coin could shed light on how to best get the coins into the hands of others.
- While other demographic groups were not more likely to possess a Presidential \$1 coin, many groups are more likely to have used a coin than the general population. The best users of Presidential \$1 coin include those who are:
 - Male
 - Hispanic

- Have household incomes less than \$50,000
- Single (never been married)
- Higher than high school education
- Younger (under age 35)

- While it may be that males don't like to carry coins in their pockets and thus will spend the coins quickly if they receive them, getting the coins into their hands through change sources may help put more coins into circulation. On the other hand, younger adults, including those with children and those who are single, just may have a higher propensity to be open to new products and ideas, thus are more likely to seek out and use the coins.

- Those identified as "savers" of the Presidential \$1 coin are generally similar to the overall population of those who are aware of the coins.

- "Gifters" do stand out as more likely to be:
 - African American
 - Younger (under age 35)
 - Have household incomes less than \$50,000
 - Higher than high school education
 - Live in the West South Central portion of the US

Appeal to the Early Adopters Image

- Users are not surprisingly much more likely than the population as a whole to be "early adopters" of new products and technology (nearly 40% more likely than adults overall). Early adopters tend to be younger and higher educated. Appealing to younger adults and focusing messaging around the newness of the coins and being the first among your crowd to use them might be a good way to reach this sizable portion (36%) of users. Users are also more likely than the general population to be into sports and athletic activities, and to make non-planned/impulse purchases.
- Overall, virtually all (96%) US adults consider themselves to be patriotic, (though it may be socially undesirable to admit during the survey that they are not), and many (87%) consider themselves to be interested in history, though users are slightly less likely than non-users to be patriotic or history buffs. This messaging may still be helpful to reach the broader population.

Reach Potential Users through Internet and Radio

- Not surprisingly, Users are also more likely to get their news from the internet (59%) and radio (71%) than adults overall (48% and 59% respectively), as males and younger adults in general tend to prefer these media. To target users and likely those more likely to use Presidential \$1 coins, these are the best media. However, TV (89%) and newspapers (76%) are the most used sources by the general population overall.

Focus on Those Using Public Transportation, Coinstar Machines, Taxis and Laundromats

- Users are at least twice as likely as non-users to frequently (once or more a month) use public transportation, Laundromats, taxis and Coinstar machines. While relatively small

proportions of the total population and even users (16%, 14%, 8% and 8% respectively) undertake these activities frequently, the fact that they are easily targeted and reachable populations, and that they represent the user population at much higher rates make them good targets for grass roots activities and communications.

3.3 *Activities and Messaging to Increase Usage*

Ensure Automated Machines Accept Presidential \$1 Coin

- Users are also more likely than the population overall to be frequent users of snack vending machines, postal vending machines, and pay phones, suggesting that these sources are good places to provide coins as change to get the coins into circulation. However, relatively few users (and even fewer non-users) believe that you can get a Presidential \$1 coin from automated machines such as vending machines (31%), public transit (38%) and change machines (41%). Further, among those who do the activity regularly, relatively small proportions would be likely to use the Presidential \$1 coin at a pay phone (19% of those who use pay phone frequently), vending machine (35%), or postal machine (35%). Frequent public transportation users have a higher propensity to use the coins at those locations.
- The primary reason that users would not be likely to use a Presidential \$1 coin in these machine locations is that the coins might (or do not) fit into the machines. Users have had the greatest problems with using coins at Laundromats (28% of users had a problem), parking meters (25%), car washes (21%), pay phones (18%) and vending machines (13%) with the key problem being that the coin wouldn't fit into the machines.
- The top action that would make users more likely to use Presidential \$1 coin is to ensure that all vending machines accepted them and then communicate that the machines DO accept the coins.

Improve Messaging and Acceptance of Coins in In-Person Transactions for Increased Usage

- While automatic machine transactions are the primary problem areas for Presidential \$1 coin users, in-person transactions fare slightly better. Most users and non-users believe that you can get Presidential \$1 coin at a bank (only 8% don't think you can), local post office (72% of users and 65% of non-users), a grocery store (56% of users and 42% of non-users) or a retail store (48% of users and 42% of non-users). Users and non-users alike would be most likely to use a Presidential \$1 coin as cash (72% users and 36% non-users) if they received one as change, though sizable proportions would also use one as a cash tip (56% users and 32% non-users).
- Four in ten (39%) users *have* received a Presidential \$1 coin from a cashier as change in the past six months indicating that getting the coins in the hands of consumers does lead to greater circulation. A similar amount (39%) received their coin from a bank (indicating a likelihood that the user sought out the coins). Few than one in five receive their coin from the postal service or a machine as change.

- The vast majority of the population (81%) regularly leaves cash tips in restaurants, and 39% of those who do say they would be likely to use a Presidential \$1 coin as a tip if they received one as change. While there is some fear that cashiers might not accept a Presidential \$1 coin as cash, this scenario is not a key reason adults wouldn't use the coin (15% of users not likely to use a coin mention this reason while only 8% of non-users do). In further support of the ease of cash transactions, nearly eight in ten (78%) users have tried to use a Presidential \$1 coin as a cash transaction and 39% have left one as tip, with virtually none of these users encountering problems (7% of those using at a cash register and 3% using as a tip). The key problems were the cash handler's unawareness of the coin or their legitimacy as real currency. Furthermore, eight in ten (79%) and 56% of non-users say they would be likely to use a Presidential \$1 coin if they knew that they were accepted by all merchants and retailers.
- So increasing knowledge of cash handlers about the validity of the coins as real currency, along with messaging that they ARE accepted at all merchants would help support further usage of the coins.

Potential User Groups

- Overall, 60% of the total aware population would use a Presidential \$1 coin if they received one as change. Those on the east and west coasts (65% or more) would be most likely to a coin somewhere, while those in the West North Central (53%) and West South Central (55%) census regions would be least likely to use it.
- Hispanics (72%), adults under age 35 (70%), those who never married (70%), males (65%) and those with higher than high school educations (65%) are the most likely to say they would use a coin if they received one as change. As these are the groups that are also more likely to be actual users, this supports the focus on these demographic targets overall.

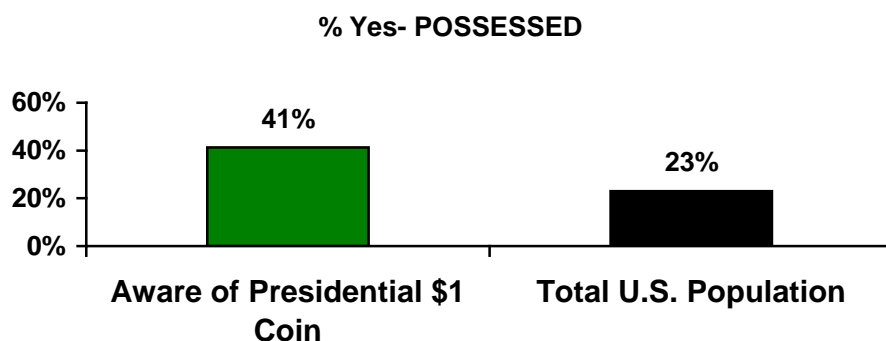
4.0 Detailed Findings

4.1 Identifying Presidential \$1 Coin Potential Users

4.11 Presidential \$1 Coins Possession

Among the 62% of U.S. adults who have heard of the Presidential \$1 Coins (from the Thomas Jefferson study), about two in five (41%) have actually had a coin in their possession. Extrapolating to the entire United States adult population, about one in four (23%) adults have had a Presidential \$1 dollar coin in their **POSSESSION**.

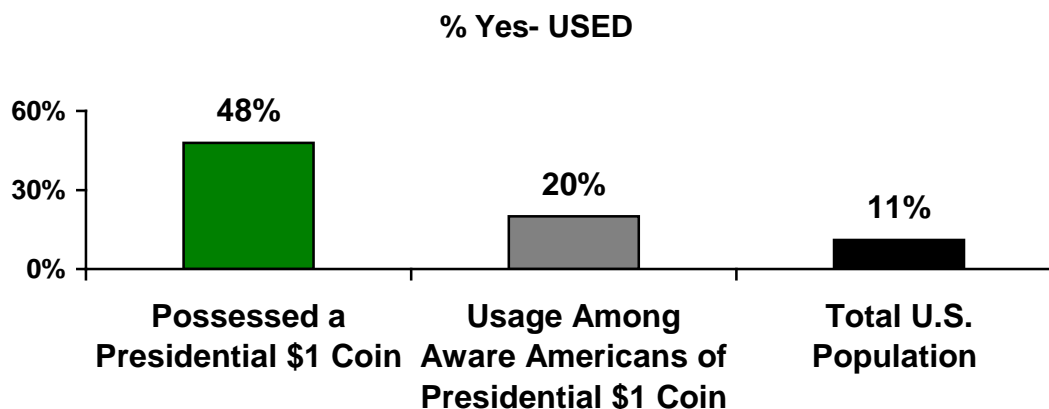
EXHIBIT 1: Have you ever had a Presidential \$1 Coin in your possession?



4.12 Presidential \$1 Coins Usage

Among the 41% of adults who have heard of the Presidential \$1 Coin AND have had one in their possession, nearly one-half (48%) have used a Presidential \$1 Coin to pay for something or make a purchase. This means that one in five (20%) of those who have heard of the Presidential \$1 Coin used it, and extrapolating to the American adult population (using data from *Thomas Jefferson Presidential \$1 Coin Study*), we can say approximately 11% of U.S. adults have **USED** a Presidential \$1 Coin.

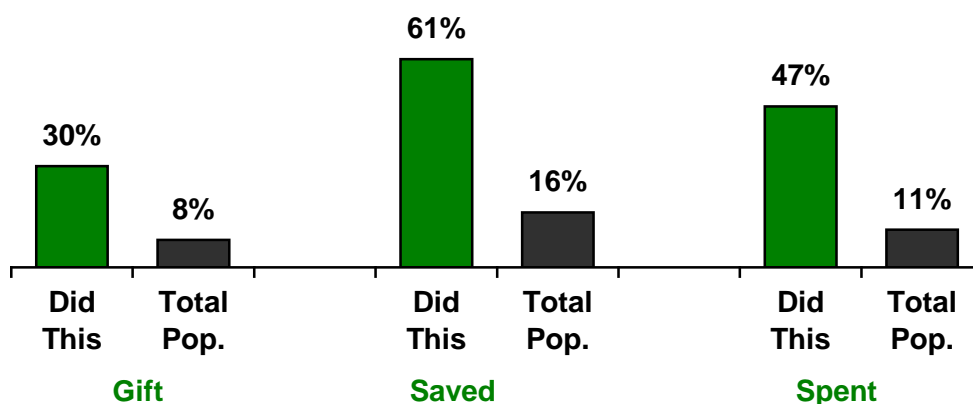
EXHIBIT 2: Have you EVER USED a Presidential \$1 Coin to pay for something or make a purchase?



4.13 Presidential \$1 Coin Possession Patterns

Among those who have had a Presidential \$1 Coin in their possession (23% of the U.S. population), a question was asked what they had done with those coins specifically. Because multiple responses were allowed (as people could easily have had multiple coins, these will not total to 100%). Among the 23% of American's who possessed a coin, 61% indicate that they have saved them as part of a collection, 47% have spent them, and 30% have given them as a gift. This relates to 8% of the total U.S. adult population gifting a Presidential \$1 Coin, 16% saving one, and 11% spending one.

EXHIBIT 3: What have you done with any of the Presidential \$1 Coins you had?
 Percentage Responding "Yes"



4.2 Profiling Presidential \$1 Coin Users

4.21 Profile of Presidential \$1 Coin Users

A key component to increasing usage of the new Presidential \$1 Coin is to understand the possession and usage patterns of the coins. The first step of driving usage is to get the coins in the hands of consumers (that is, increasing possession). However, since slightly less than half of coin possessors have spent them, a key step for the U.S. Mint is in actually identifying and driving *conversion* from possession to actual usage.

The table below shows the demographic and geographic profile of those who have had a Presidential \$1 Coin in their *possession* and those who have *used* the coins. Some key differences emerge:

Geographically, Americans in all areas of the country are equally likely to have had a coin in their possession (that is the proportion of possessors living in each region is similar to the proportion of all adults in the region). *However*, adults in the following regions are significantly more likely to have actually used a Presidential \$1 Coin:

- Pacific (18% of users live here, while only 9% of all adults live here)
- West South Central (12% users vs. 9% of all adults)

And those in some of the more eastern regions are significantly *less* likely to have used one to pay for something or make a purchase:

- New England (4%, while they make up 8% of all adults)
- South Atlantic Region (16%, while they make up 21% of adults)

EXHIBIT 4: Geographic Profile of Possessors and Users of Presidential \$1 Coins

	Possession	Total Population	Users	Non-Users
<i>N Size</i>	1,290	2,005	999	1,006
Census Area				
New England	6%	6%	4%+	6%
Mid Atlantic	13%	13%	11%	14%
East North Central	16%	15%	14%	16%
West North Central	7%	7%	8%	7%
South Atlantic	19%	20%	16%+	21%
East South Central	7%	7%	8%	7%
West South Central	10%	9%	12%*	9%
Mountain	9%	9%	9%	9%
Pacific	13%	14%	18%*	13%

* Denotes statistically HIGHER than total adults/non-users

+ Denotes statistically LOWER than total adults/non-users

Demographically, those who have possessed a coin are slightly younger than the population as a whole (4 years younger), but users are much younger on average (8 years younger) than non-users. Some demographic groups are slightly more likely to have had a coin in their possession, but much more likely to have spent one, including:

- African Americans (twice as likely to have had a coin and four times as likely to have spent a \$1 coin)
- Have children in their household (15% more likely to have had a \$1 coin and 16% more likely to have spent a \$1 coin)

While there are no differences between possessors and the total adult population in terms of their household income, ethnicity, marital status, or educational attainment, there are significant differences in the conversion of these possessors to users. Indicating that these are prime population groups to target for increased usage efforts. Those more likely to have used a Presidential \$1 Coin include those who are:

- Male (52% of users are male vs. 47% of non-users)
- Hispanic (23% vs. 10% of non-users)
- African Americans (21% vs. 9% of non users)

- Have children in their household (51% vs. 41% of non users)
- Have household incomes less than \$50,000 (56% vs. 47% of non-users)
- Single (never been married) (21% vs. 15%)
- Higher than high school education (58% vs. 53%)
- Household income less than \$50,000 (56% vs. 47% non users)

EXHIBIT 5: Demographic Profile of Possessors and Users of Presidential \$1 Coins

	Possession	Total Population	Users	Non-Users
<i>N Size</i>	1,290	2,005	999	1,006
Mean Age	45+	47	40+	48
Male	46%	48%	52%*	47%
Hispanic	14%	12%	23%*	10%
African American	13%	12%	21%*	9%
Children live in the household	46%*	40%	51%*	37%
Household Income <\$50K	49%	51%	44%*	53%
Married	61%	61%	59%	62%
Never Married	18%	16%	21%*	15%
More than High School	54%	54%	58%*	53%

* Denotes statistically HIGHER than total adults/non-users

+ Denotes statistically LOWER than total adults/non-users

While we have compared possessors and users, there are also differences in the usage patterns. The differences between Savers, Gifters, and Spenders can be profiled as well.

Gifters are more likely to be:

- Younger (40 years old vs. 47 for all adults)
- African American (15% vs. 12% overall)
- Have household incomes under \$50,000
- Have higher than a high school education (60%)
- Live in the West South Central portion of the country

Savers are more likely to reflect the U.S. population as a whole than Users and Gifters, but are more likely than the adult population to have household incomes under \$50,000 (which is also true of Gifters and Users) and to be divorced/separated/widowed (that is, non-married but have been married in the past).

EXHIBIT 6: Demographic Profile of User Groups

	Users	Savers	Gifters	Non-Users	Total Population
<i>N Size</i>	999	669	419	1,006	2,005
Mean Age	40+	48	40+	48	45
Male	52%	52%	49%	47%	48%
Hispanic	7%*	4%	4%	4%	10%
African American	22%*	8%	15%*	10%	12%
Children live in the household	51%*	44%	44%	41%	40%
Household Income <\$50K	56%*	56%*	58%*	47%	48%
Married	58%+	53%+	53%+	62%	61%
Never Married	22%*	14%	14%	15%	16%
More than High School education	58%+	52%	60%*	53%	54%

* Denotes statistically HIGHER than non-users

+ Denotes statistically LOWER than non-users

4.22 Attitudinal and Behavioral Profile of Users

In addition to demographic and geographic considerations, understanding the attitudes and general behavior patterns of users can also help identify key groups to target for increased usage of Presidential \$1 Coins. This examination indicates that **Users** are *less* likely to:

- Consider themselves patriotic (91% vs. 96% of non-users)
- Consider themselves good savers of money (72% vs. 81%)
- Feel good customer service is a must for them (93% vs. 97%)

Users are *more* likely to:

- Be sports enthusiasts (26% vs. 14%)
- Be early adopters, that is the first to try new technologies/products (36% vs. 28%)
- Make impulse purchases (55% vs. 39%)
- Will drive farther for a good bargain (66% vs. 58%)

It is also worth noting that Presidential \$1 Coin users and non-users are equally likely to:

- Be interested in U.S. history
- Participate in local civic issues
- Participate in environmental groups or causes
- Recycle

Although TV and newspaper are still where the users primarily look for information, they are significantly more likely than non-users to turn to the Internet or radio for their news and information.

EXHIBIT 7: Attitudinal and Behavioral Profile of Users

	Users	Aware/ Non-Users
<i>N Size</i>	999	1,006
Play active role in local civic issues	46%	45%
Often write letters to editors or public officials	10	11
Interested in history	84	88
Consider self patriotic	93+	97
Actively work as volunteer	39	40
Participate in child's school activities	59	58
Make effort to recycle	82	82
Participate in environmental groups/causes	33	31
Like to travel to other countries	51	49
Consider self good saver of money	72+	78
Good customer service is a must	93+	97
Feel important to use smaller local community stores	75	74
Often make non-planned/impulse purchases	55*	43
Usually first among friends/family to buy new products/technologies when they come out	36*	26
Will drive further for good bargain	66*	58
Are into sports/athletic activities	26*	14
Purchase Special Collectors coins (proof sets, etc.)	27	32
Primary source of news		
Internet	59*	48
Newspaper	75	76
Radio	71*	59
TV	85+	91

* Denotes statistically HIGHER than non-users

+ Denotes statistically LOWER than non-users

4.23 Frequent Activities of Users

When asked about frequent (once a month or more) behaviors connected to spending cash, there are some significant differences between users and non-users. Coin users are more likely than non-users to:

- Shop at convenience stores (71% once a month or more often vs. 53% for non-users)
- Use public transportation (16% vs. 7%)

- Use a Laundromat (14% vs. 8%)
- Use vending machines (52% vs. 35%)
- Eat at fast food restaurants (70% vs. 61%)
- Buy coffee drinks or tea at a coffee shop or store (55% vs. 45%)
- Leave tips in restaurants (86% vs. 79%)
- Buy stamps from a vending machine (24% vs. 17%)
- Buy a newspaper from a vending box (32% vs. 26%)

EXHIBIT 8: Frequent Activities of \$1 Coin Users
Percentage of Users/Non-Users Who Do Activity Once or More a Month

1+ Times a Month	Users	Aware/ Non-Users
<i>N Size</i>	999	1,006
Shop at convenience stores	71%*	53%
Use vending machines	52*	35
Buy coffee drinks/tea at coffee shop	55*	45
Eat at fast food restaurants	70*	61
Use public transportation	16*	7
Leave tips in restaurants	86*	79
Use a Laundromat	14	8
Buy stamps from vending machine	24*	17
Buy newspaper from vending box	32*	26
Go into a branch of your bank	76	71
Use taxis	8*	3
Use CoinStar machines	8*	4
Play the lottery	30	28
Gamble at a casino	7	5
Use pay phone for call	7	5
Pay highway tolls	17	17
Use parking meters	26+	37

* Denotes statistically HIGHER than non-users

+ Denotes statistically LOWER than non-users

While it is useful to understand what proportion of users and non-users undertake the various activities that could result in opportunities to use Presidential \$1 Coins, another key point of interest is to identify the proportion of the population who undertake these activities who are users. As noted earlier, users make up about 20% of the aware population. In contrast, Presidential \$1 Coin users make up 40% of those who frequently (once or more a month) use taxis, and 35% of those who use public transportation or a Laundromat. Presidential \$1 Coin users also make up a disproportionately large proportion of those who use CoinStar machines (33%), vending machines for food (27%) or buy stamps from vending machines (27%). So while only a small proportion of coin users may frequently use public transportation (16%) for example,

because such a large proportion of the population of public transportation users have used a \$1 coin (35%) it makes this group one of particular interest to target in a direct manner.

EXHIBIT 9: Activity of \$1 Coin Users
Percentage of Users Undertaking Activity Once or more a Month

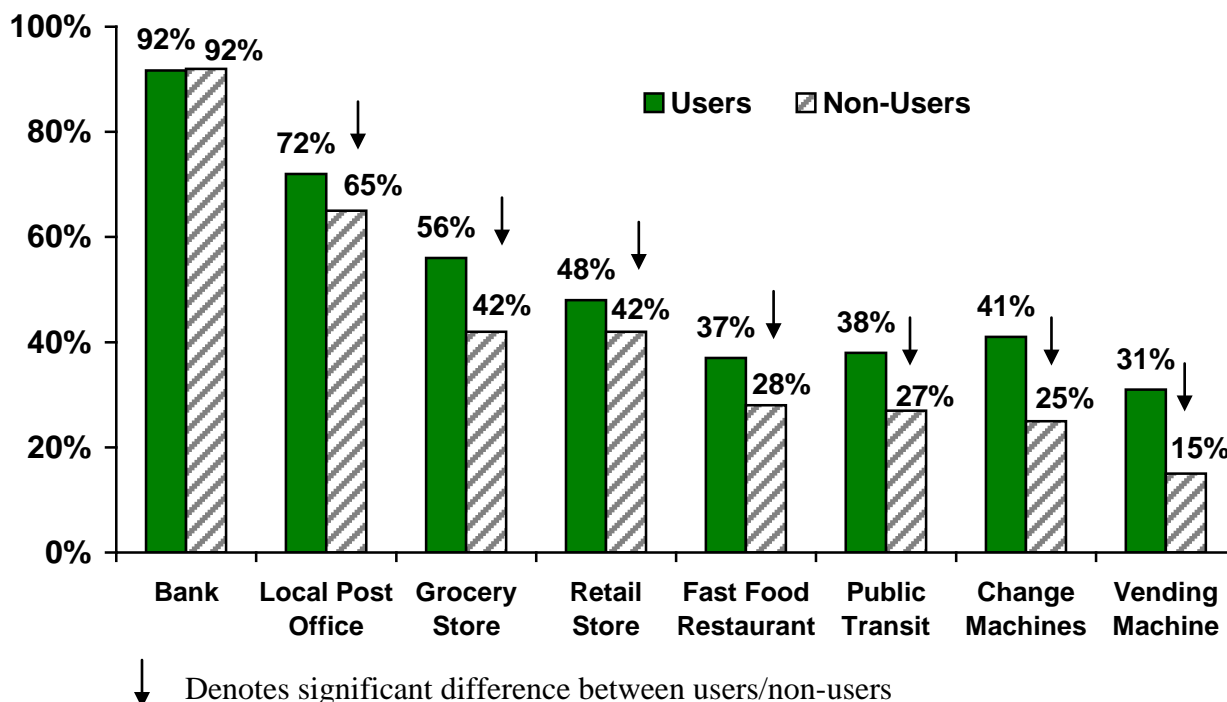
Percentage of users undertaking each activity	Users
<i>TOTAL</i>	999
Total Adults Who Are Aware	20%
Use taxis	40*
Use public transportation	35*
Use a Laundromat	35*
Use CoinStar machines	33*
Use vending machines	27*
Use pay phone for call	27*
Buy stamps from vending machine	26*
Shop at convenience stores	25
Gamble at a casino	25
Buy coffee from coffee shop	23
Buy newspaper from vending box	23
Eat at fast food restaurants	22
Going into branch of bank	21
Leave tips in restaurants	21
Play the lottery	21
Use parking meters	21
Pay highway tolls	20

4.3 Acquiring And Using Presidential \$1 Coins

4.31 Locations For Obtaining Presidential \$1 Coins

When asked whether Presidential \$1 Coins were available in particular locations, significant differences were noted between those who had used the coins and those who had not in every category except one — banks. An identical 9 out of 10 (92%) users and non-users believed that coins were available at banks. The only other location that was known by a majority of both was the local post office where 7 in 10 users (72%) and two-thirds of non-users (65%) believed the coins were available. Beyond those two locations, the percentage of people who believed the coins to be available in any specific location drops although users are always significantly more optimistic than non-users. It is worth noting that relatively few users (31%) and even fewer non-users (15%) believe that you can get a \$1 coin from a vending machine.

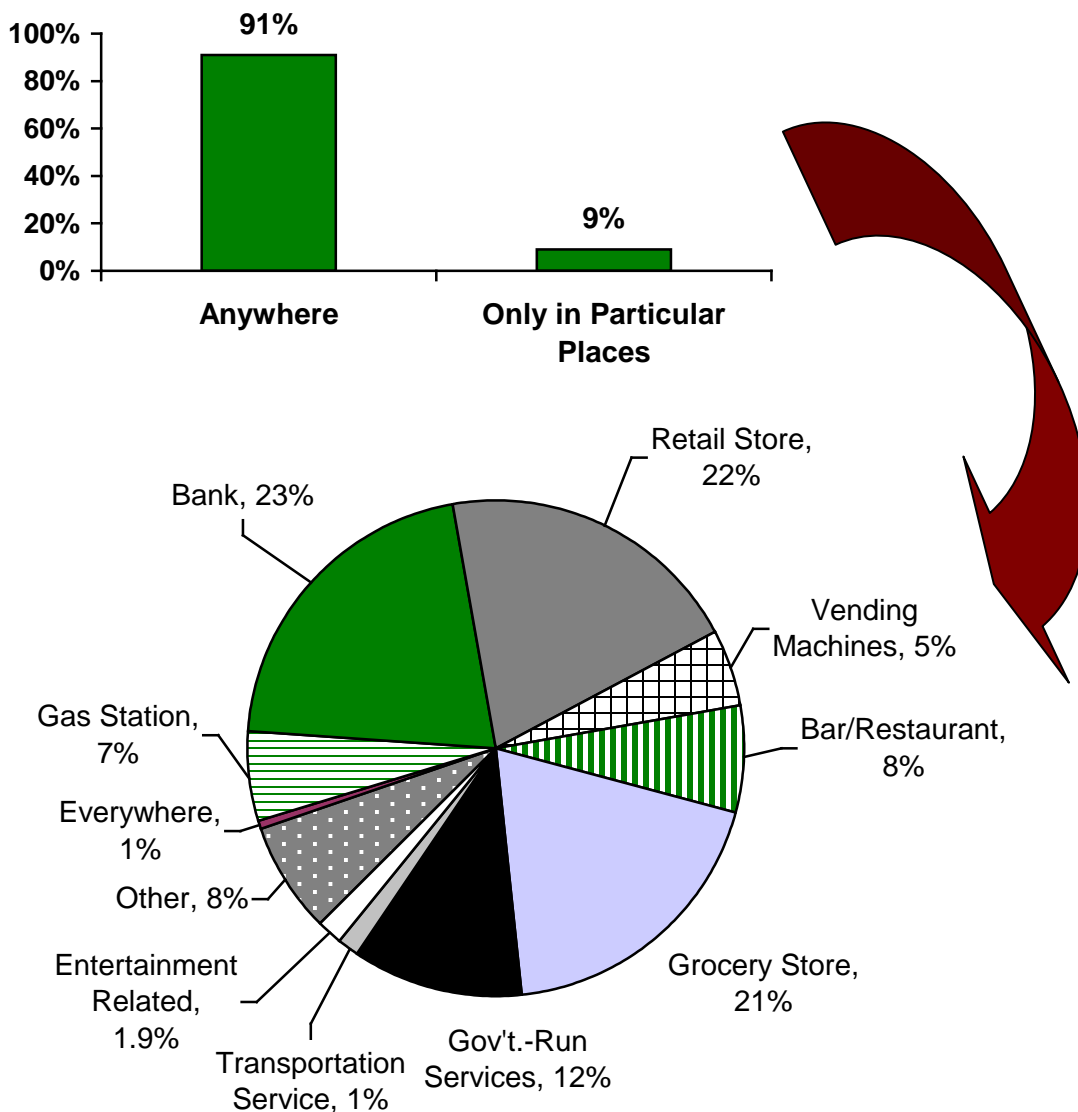
**EXHIBIT 10: Do you think you can get a Presidential \$1 Coin at these locations?
 Percentage of U.S. Adults Responding “Yes”**



4.32 Acceptability of Presidential \$1 Coins

When asked if Presidential \$1 Coins were accepted by all retailers and businesses or could only be used in particular places, 9 in 10 (91%) responded (or guessed) that they could be used anywhere. No significant differences were noted between users and non-users. A significant difference was noted among the races with African Americans being significantly less likely to say the coins are accepted anywhere (84%). Also, a significant difference was noted by income level, with just 87% of those making less than \$50,000 per year believing the coins are accepted anywhere. Among the 9% who responded that the coins could only be used in particular places, one-third (34%) mentioned that particular place as being a bank, one fifth (22%) mentioned a retail store or shopping mall, and another one-fifth (21%) mentioned a grocery store.

EXHIBIT 11: Are Presidential \$1 Coins accepted at all retailers/businesses or only in particular places?



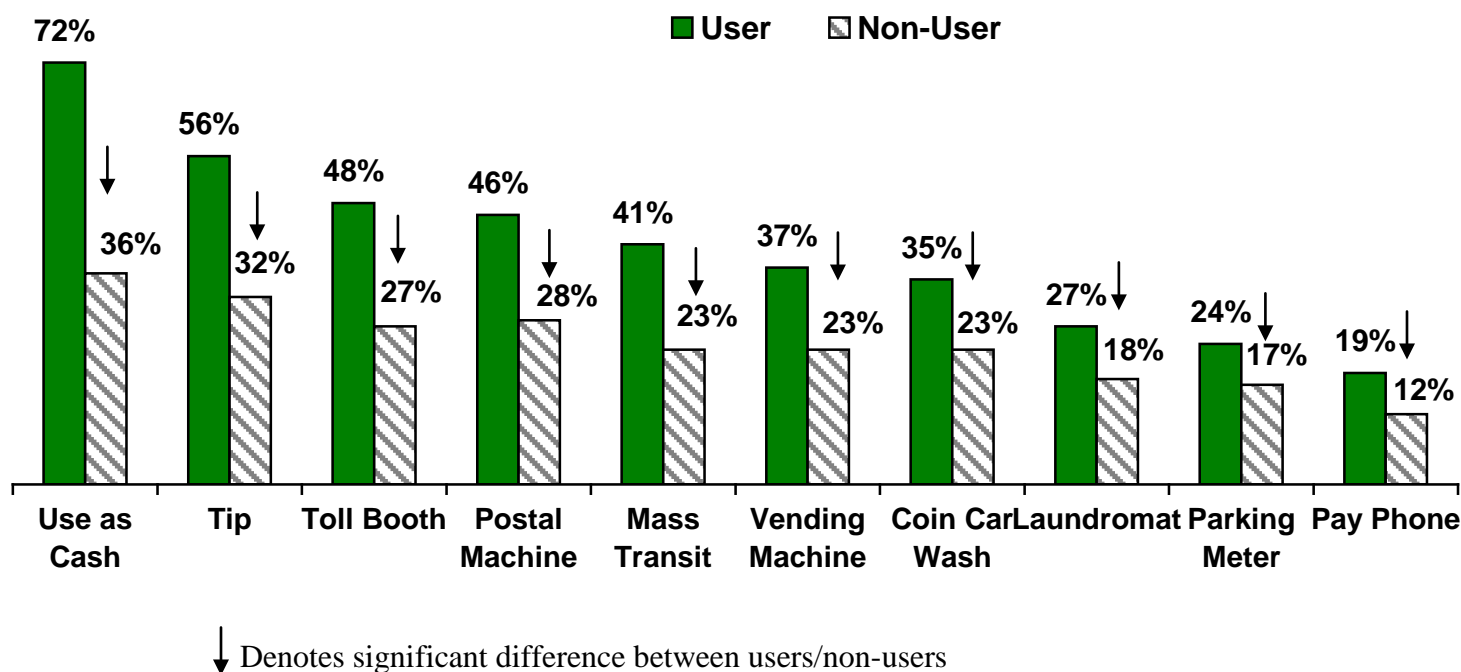
4.33 Likelihood of Using Presidential \$1 Coins

After being asked to imagine receiving a coin as change, respondents were then asked the likelihood of their using that coin in particular settings. Significant differences emerged between what user and non-users said for each of the activities listed. Users were clearly more comfortable using the coin as cash with 7 in 10 (72%) responding with either a “5 – extremely likely” or “4” rating on the five-point scale. In direct contrast, less than 4 in 10 (36%) non-users would be likely to try a coin as cash. Six in 10 (56%) users would also be likely to leave the coin as a tip while 5 in 10 users would try the coin either at a toll booth (48%) or at a postal machine (46%). Less than one-third of non-users would be likely to try any of those (32%, 27%, and 28% respectively). Neither users nor non-users said they would be likely to try the coin in coin car washes,

Laundromats, parking meters, or pay phones, with one-third or less from either category saying they would be likely.

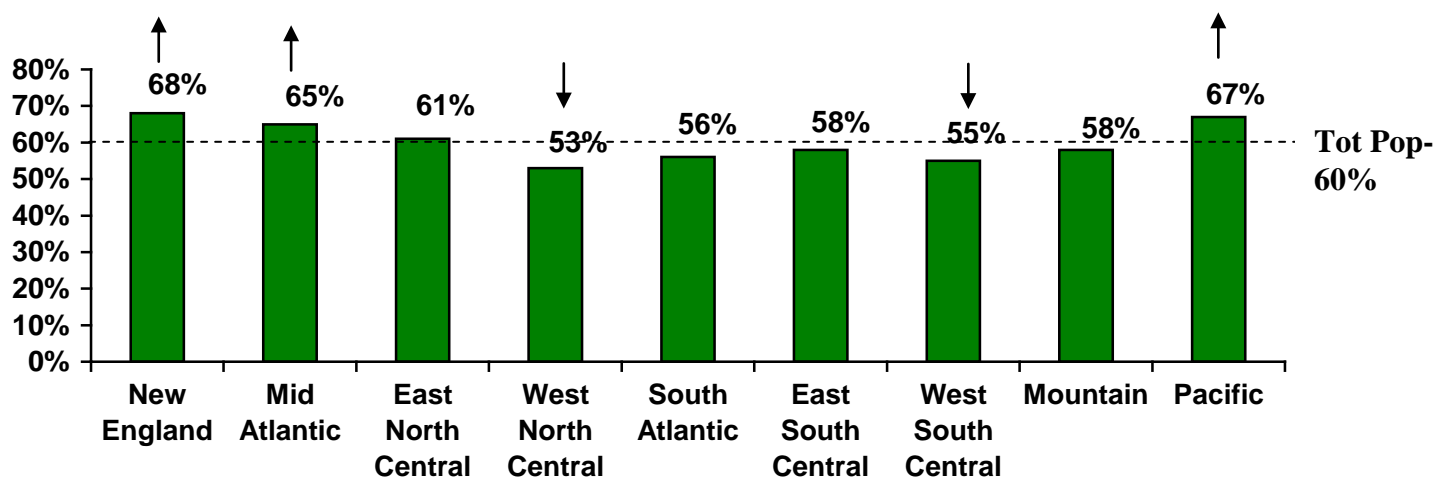
Some significant differences were noted among the races, density groups, and geographic groups (user and non-user groups combined). Hispanics were significantly more likely to say they would use them at a laundromat (33% 4 or 5 rating) or at a toll booth (40% 4 or 5 rating). Also, rural dwellers were significantly less likely to use the coins in parking meters than were those in suburban or urban areas. Finally, respondents in the New England census division were the most likely geographic region of the country to try the coins at a toll booth (39% 4 or 5 rating) while those in East South Central were the least likely (20%).

**EXHIBIT 12: If you were given a Presidential \$1 Coin as change, how likely would you be to use it in each of the following situations:
 Percentage of U.S. Adults Responding “5” or “4” Combined**



Overall, 60% of U.S. adults who have heard of the Presidential \$1 Coin would be at least somewhat likely (4 or 5 rating) to use a coin in one or more of the listed situations. The likelihood of any use also varies geographically, with those living in the coasts (65% New England, 65% Mid-Atlantic, and 67% Pacific Regions) most likely to use a \$1 coin if they received it as change. Those in the West North Central (53%) and West South Central (55%) are the least likely to use a coin if they received it.

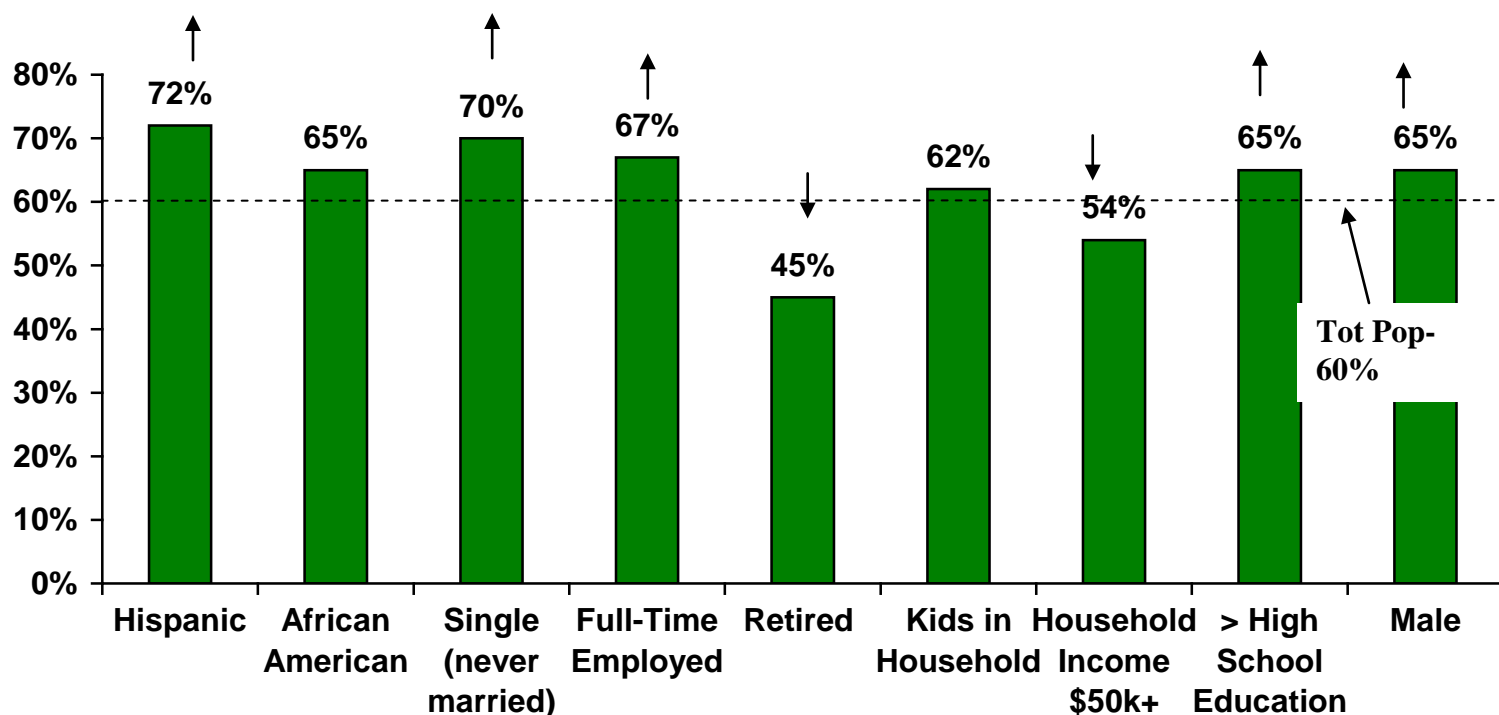
EXHIBIT 13: If you were given a Presidential \$1 Coin as change, how likely would you be to use it in each of the following situations: BY Geography
Percentage of U.S. Adults Responding “5” or “4” Rating to ANY Mentioned Situation



↑↓ Denotes significant difference from total population

Overall, usage in any noted situation also varies by demographic group—overall, 60% of the total population said they would be either very or somewhat likely to use the coins in any situation. Again, Hispanics (72%) and single adults (70%) who are aware of the Presidential \$1 Coins are most likely to say they would use one of the coins if they received it as change. African Americans (65%), those employed (67%), and those with more than a high school education (65%) are also more likely to project using the coin and can be seen as high-potential target groups for the U.S. Mint.

EXHIBIT 14: If you were given a Presidential \$1 Coin as change, how likely would you be to use it in each of the following situations: By Demographics
Percentage of U.S. Adults Responding “5” or “4” to ANY Mentioned Situation

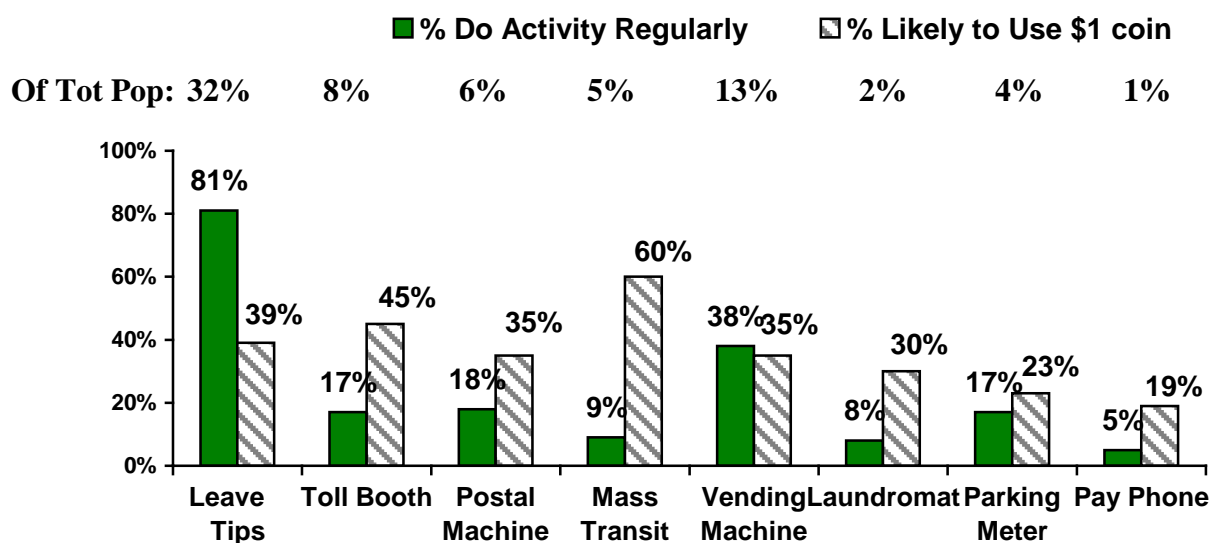


↑↓ Denotes significant difference from total population

While it is useful to look at the total potential for Presidential \$1 Coin use for specific situations, it is true that only a portion of the total population undertakes those activities or situations on a regular basis. To identify situations with most immediate relevance for marketing focus, particularly for their ability to accept the coins, in the table below we looked at the likelihood of use of the Presidential \$1 Coins among those who currently undertake each activity and their proportion of the larger population.

Although relatively few (9%) U.S. adults currently use mass transit, 60% of those who do regularly say they would be very or somewhat likely to use the Presidential \$1 Coins for their mass transit purchases. While this is a total of only about 5% of the total US adult population, it is a targeted and easy to reach population for messaging and the business sector is also targetable to enhance their ability to accept and provide the coins as change. In contrast, while 17% of adults regularly use a parking meter, only 23% who do so say they would use the \$1 coin for this purpose. Since it is much more difficult to find and reach parking meter users, the 4% of the population likely to use the coins will be harder to attain.

EXHIBIT 15: If you were given a Presidential \$1 Coin as change, how likely would you be to use it in each of the following situations: BY Activity
Among Those Who Currently Do That Activity “Regularly”

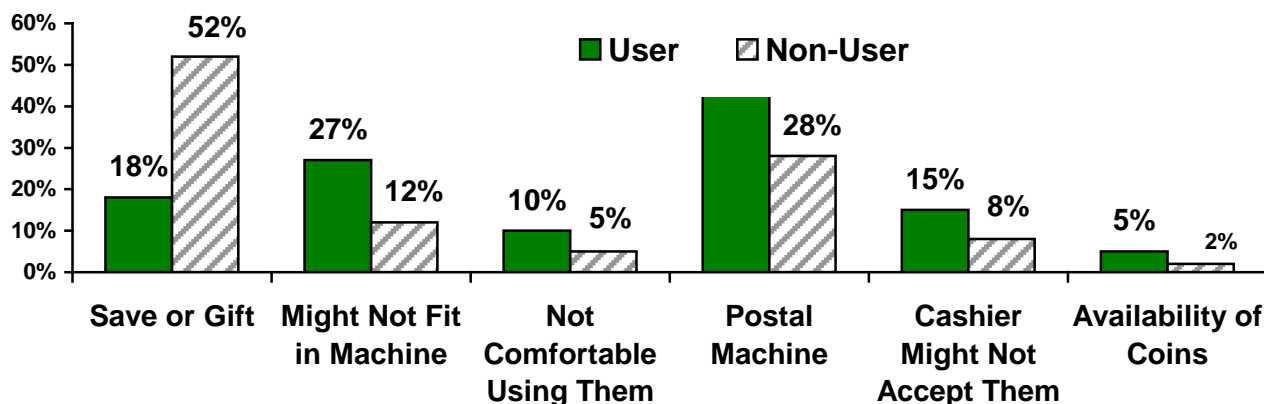


4.34 Reasons To Not Use Presidential \$1 Coin

If any respondent answered a “1” or “2” (not at all likely, somewhat not likely) to the previous question, a follow-up question asked for the main reason why they might not use the Presidential \$1 Coin. Over one-half of non-users said they would not use them because they would rather save them or give them as a gift. Interestingly, one-third of users said the coins might not fit in the vending machine (which is why they would not be likely to use them there). Finally, 15% of users and 8% of non-users who said they would not be likely to use the coins in one of the mentioned settings said they were worried that cashiers would either not accept them, would not recognize them, or would not believe they were real currency.

EXHIBIT 16: What is the main reason why you might not use the Presidential \$1 Coin in these settings?

Only Those Answering “1” or “2” to Using a Coin in Any Measured Scenario



4.35 Situations Which Would Increase Use of Presidential \$1 Coins

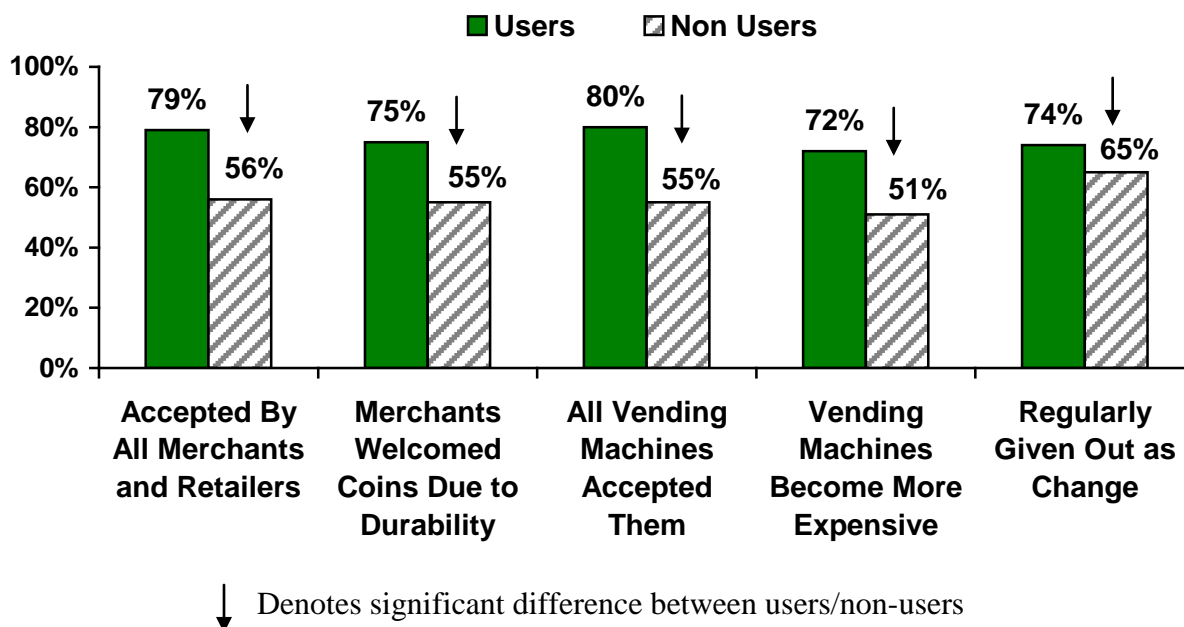
When asked if they would be likely to use the Presidential \$1 Coins (or use the coins more, in the case of coin users) if certain things were true, two-thirds (67%) of respondents indicated that they would be likely (5-extremely likely or 4 rating) to use the coins if they were regularly given out as change instead of dollar bills. Presidential \$1 Coin users would be least likely to use the coins if vending machine items increased in price, thereby making a \$1 coin more practical (55%).

Presidential \$1 Coin users would be most likely to use the coins more if acceptance of the coins increased, with 80% (5 or 4 rating) saying they would be likely to use them if all vending machines were upgraded to accept them, and 79% saying they would be likely to use the coins if all merchants accepted them. On the other hand, non-users would be most likely to use the coins if they were regularly given out as change instead of dollar bills (64% 4 or 5 likely rating), thus putting the coins into circulation as change may keep them in circulation. Increased business and vending acceptance should be a key focus of the U.S. Mint if overall usage is hoped to increase.

Both users and non-users were asked if any of several scenarios occurred, would they be more likely to use the coin. Each of the five scenarios revealed further significant differences between user and non-user predicted behaviors. Between 7 and 8 in 10 responded that each of the scenarios listed below would make them more likely to use the coin. Between 5 and 6 in 10 non-users believed the same. The most powerful statement for users was either that *all vending machines accepted the coins* (80% 4 or 5 rating) or that *all merchants and retailers accepted the coins* (79% 4 or 5 rating). For non-users, the top statement that they believed would make them more likely to use the coins was that *the coins were regularly given out as change instead of dollar bills* (65% 4 or 5 likely rating).

EXHIBIT 17: If you knew that each of the following were true, how likely would you be to use the coin?

Percentage of Presidential \$1 Coin Users Responding “5” or “4” Combined



Some additional significant differences of note included:

If you knew that the coins were accepted by all merchants and retailers:

- Hispanics were significantly more likely than Whites to say they’d use the coins (72% vs. 60%) in this instance.
- Younger respondents (18-45) were significantly more likely to say they would use the coins in this instance than their older counterparts (65+) (65% vs. 50%).
- Respondents in the Middle Atlantic (53%) were least interested in this argument while those in Mountain (68%), Pacific (68%), and New England (67%) were most interested.

You knew that merchants and retailers welcomed the coins because they are more durable than paper bills:

- Rural residents found this less convincing than did urban residents (51% vs. 65%).
- Those in the highest income range (\$100,000 or more) found this more convincing than did those in the lowest income range (<\$50,000) (66% vs. 57%, respectively).
- Younger respondents (aged 18 to 45) were significantly more likely to say they would use the coins in this instance than their older counterparts (65 and older) (64% vs. 45%).

Vending machines were upgraded to accept the coins:

- Hispanics were significantly more likely than Whites to say they’d use the coins (74% vs. 59%) in this instance.

- Males found this argument significantly more convincing than did females (65% vs. 55%).
- Younger respondents (aged 18 to 45) were significantly more likely to say they would use the coins in this instance than their older counterparts (65 and older) (67% vs. 44%)

Vending machines become more expensive making it more practical to use dollar coins:

- Males found this argument significantly more convincing than did females (59% vs. 52%).
- Younger respondents (aged 18 to 45) were significantly more likely to say they would use the coins than their older counterparts (65 and older) (61% vs. 41%).

They were regularly given out as change instead of dollar bills:

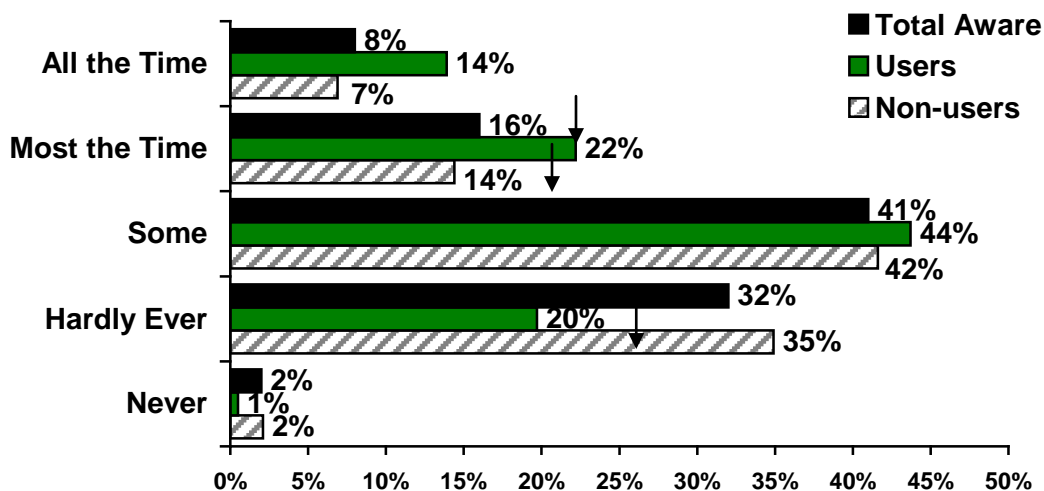
- African Americans being significantly more likely than Whites to use them if they were regularly given out as change (73% vs. 66%).
- Younger respondents (aged 18 to 45) were significantly more likely to say they would use them than their older counterparts (65 and older) (73% vs. 50%).

4.36 Assessments of the Presidential \$1 Coins

When asked how often they thought they would use the \$1 coin compared to the \$1 bill if both were equally available and accepted, about one-quarter (24%) of adults who are aware of the coins say they would use the \$1 coin most of the time (16%) or all of the time (8%). A large plurality (41%) indicated that they would use the coin some of the time.

Coin users were significantly more likely than non-users to indicate that they would use the \$1 coin most or all of the time (35% vs. 22%).

EXHIBIT 18: *If both the dollar bill and the dollar coin were equally available and accepted, how much of the time do you think you would use the dollar COIN instead of the dollar BILL?*



↓ Denotes significant difference between users/non-users

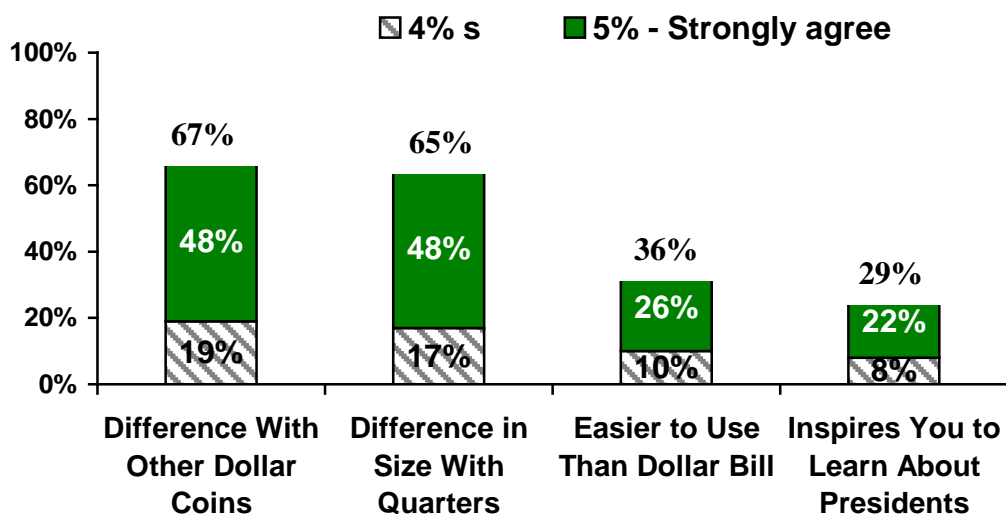
The only other significant differences of note were with the census divisions where those in West South Central (19%, 4 or 5 rating), East South Central (21%), and South Atlantic (21%) were the least likely to say either “all of the time” or “most of the time,” while those in the Pacific (29%), Mountain (28%), and West North Central (28%) were most likely.

4.4 Presidential \$1 Coin Users

4.41 Beliefs About Presidential \$1 Coins

A set of questions were directed specifically to users of the Presidential \$1 Coins. The first set asked users to assess a series of statements about the coin itself. A majority of coin users indicated that there was a clear difference in look between the Presidential \$1 Coins and other \$1 coins (67% top two box) and a clear difference in size between the Presidential \$1 Coins and quarters (65%). The coins are not, however, a source of inspiration for learning about the presidents featured on the coins (29%). Coin users are somewhat divided on the Presidential \$1 Coins’ ease of use, with 36% (top two box) agreeing that the coins are easier to use than dollar bills, and another 36% (bottom two box) disagreeing.

**EXHIBIT 19: To what extent do you agree/disagree with the following statements?
 Percentage of Presidential \$1 Coin Users Responding “5” and “4” Combined**



Significant differences of note for these statements include:

It is easier to use than a dollar bill:

- Younger respondents, 18 to 29 years old (38% 4 or 5 rating) and 30 to 45 years old (45%), were significantly more likely to say they were easier to use than their older counterparts, 46 to 54 years old (23%) and 55 to 64 years old (28%).
- Those living in the following census divisions more likely to say they were easy to use: Mountain (47% 4 or 5 rating) and the Middle Atlantic (45%), while those in the West South Central (26%) and West North Central (27%) regions were least likely to agree.

There is a clear difference in size between it and quarters:

- Age correlated perfectly with this statement — 7 in 10 of those in the lower age ranges (aged 18 to 45 years old) believed this to be the case, while only 4 in 10 of those aged 65 or older agreed with the difference in size.
- Among the census divisions, those in West South Central (73% 4 or 5 rating), New England (71%), and Middle Atlantic (71%) were most likely to agree with this statement, while those in East South Central (49% 4 or 5 rating) were the least likely to agree.

There is a clear difference in look between it and other \$1 coins:

- Age again correlated perfectly with those 18 to 45 years old again had 7 in 10 agreeing with this statement while those 55 years and older had 5 in 10 agreeing.
- The income ranges also correlated with this statement. The lowest income ranges were much more likely to agree with this statement — those earning less than \$50,000 per year, 74% 4 or 5 rating agreement while only 45% of those earning \$100,000 or more per year agreed with this statement.

It is inspiring to you to learn about the presidents:

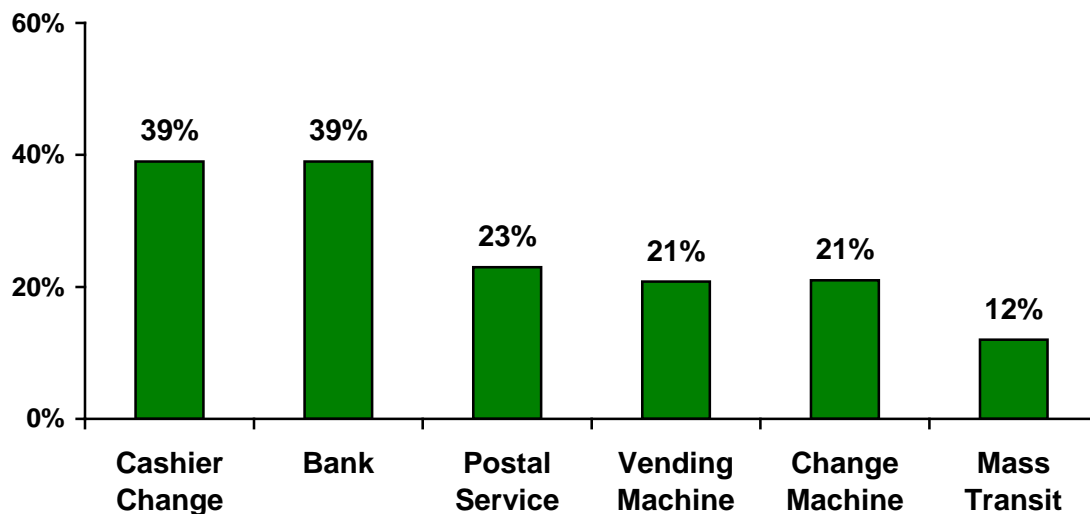
- Once again the income ranges correlated with this statement with those in the lowest income ranges (less than \$50,000 per year) being the most likely to agree with this statement (36% 4 or 5 rating), while those in the highest income ranges (\$100,000 or more per year) were the least likely (9% 4 or 5 rating).
- Among the census divisions, those in East North Central (38% 4 or 5 rating), Mountain (37%), and South Atlantic (36%) were most likely to agree with this statement while those in the Pacific (17% 4 or 5 rating) were the least likely to agree.

4.42 Getting the Coins

Users were asked if they had received the Presidential \$1 Coins in any of six specific places: vending machine, cashier, bank, change machine, postal service, or mass transit in the past six months. An additional option was for them to give an open-ended response as to where they had received the coins. Coin users were equally likely to indicate that they had received a Presidential \$1 Coin as change from a cashier (39%) or a financial institution (39%). They were least likely to indicate receiving a Presidential \$1 Coin as change from mass transit (12%).

EXHIBIT 20: Have you received a Presidential \$1 Coin in any of the following places in the past six months?

Percentage of Presidential \$1 Coin Users Responding “Yes”



Significant differences of note included:

As change from a cashier:

- Rural users (48%) were significantly more likely to say they got their coins from a cashier than were urban (30%) users.

At a bank or financial institution:

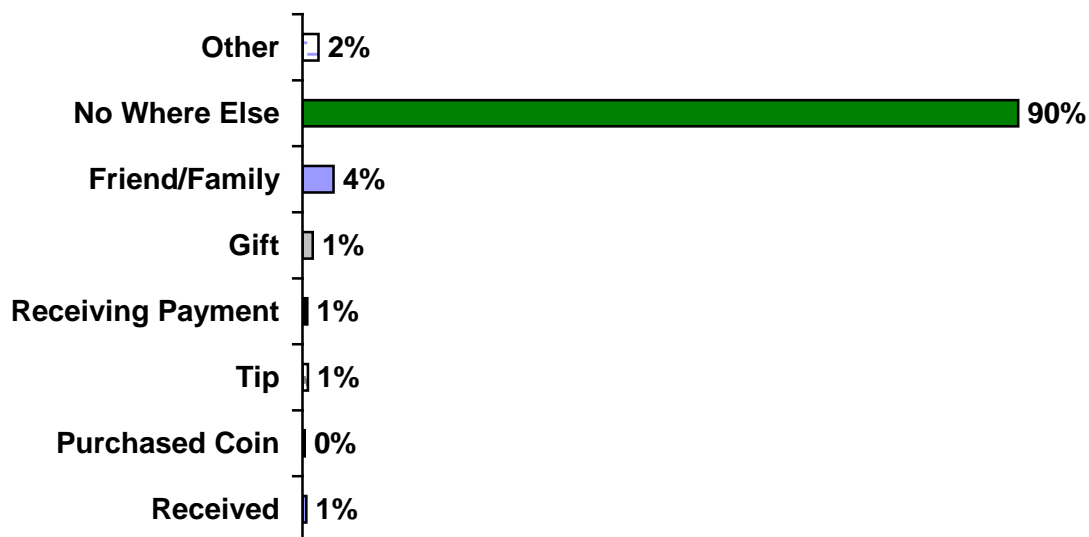
- Income correlated highly with receiving the coins at a bank. Those in the lowest income level (less than \$50,000 per year) were most likely to have received the coins at their bank (48%), while those in the highest income levels (\$100,000 or more a year) were the least likely (22%).
- Rural users (46%) were much more likely to say they got coins at their banks than were urban users (34%).

From a change machine:

- Younger users, aged 18 to 29, were more likely to say they got their coins from a change machine (26%) than were the oldest users (14%).

Users were asked if there was somewhere else they had received the coins. Overall, 90% of users said there was no where else. There are no other significant places users have received Presidential \$1 Coins. The remaining responses are shown in the Exhibit below.

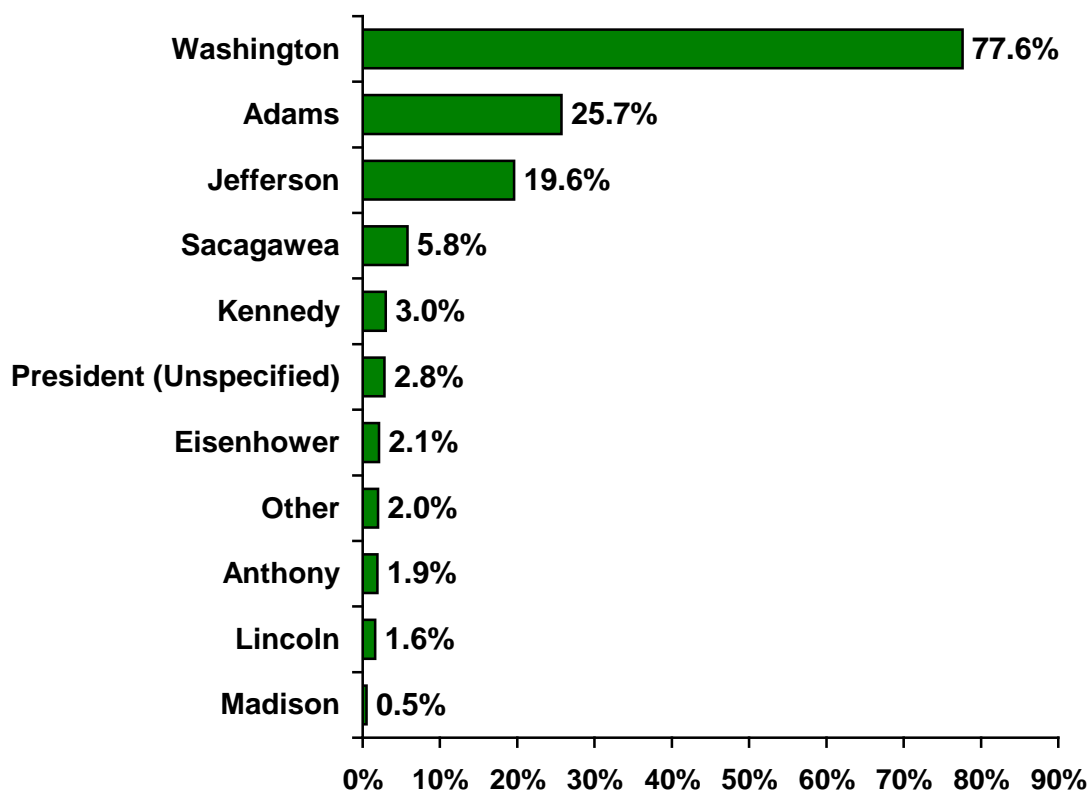
EXHIBIT 21: “Other” Place Received Presidential \$1 Coin
Percentage of Presidential \$1 Coin Users



4.43 Recall Presidents Featured On the Presidential \$1 Coins

U.S. adults who had used a Presidential \$1 Coin were asked if they happened to notice which presidents were featured on the coins they received. Nearly one-half (48%) of coin users indicated that they could not remember. Of those who said they remembered, 78% remember George Washington being featured on the coins, 26% remembered John Adams, and 20% remembered Thomas Jefferson, which corresponds to the release order and likely media impact around each release. One in eight (13%) coin users incorrectly recalled a president or person other than Washington, Adams, and Jefferson on the Presidential \$1 Coins.

EXHIBIT 22: Did you happen to notice which president is featured on the coins you have received?

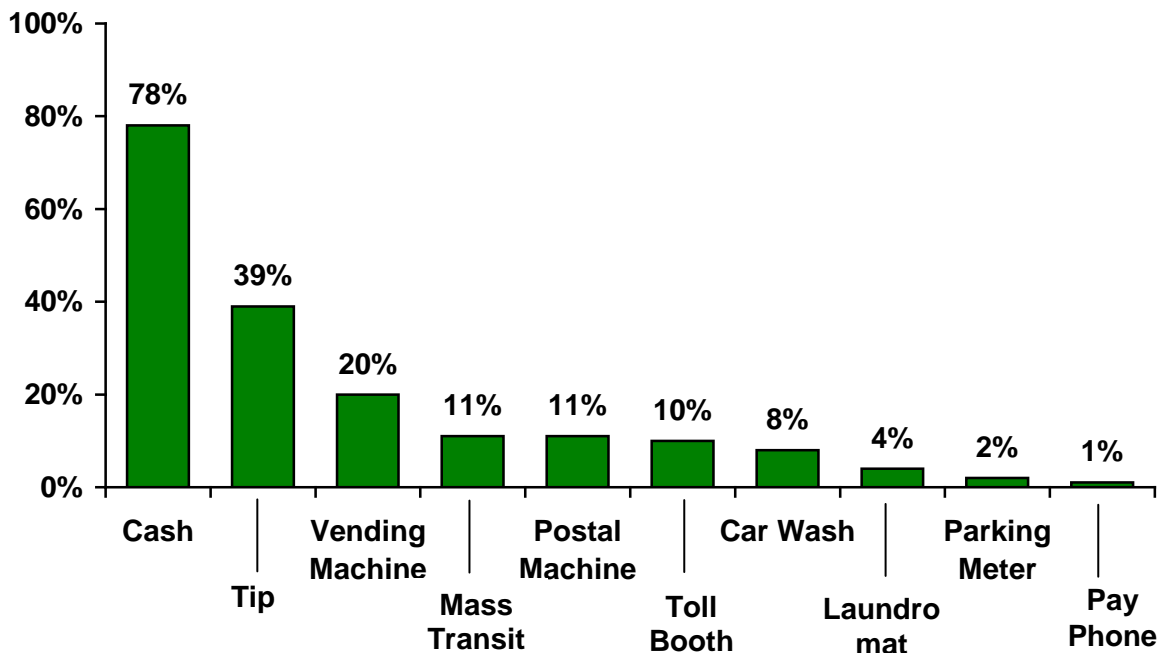


4.44 Actually Using the Presidential \$1 Coins

When asked where they have tried to use a Presidential \$1 Coin, in-person transactions were most likely, as nearly four out of five (78%) coin users had tried to use it as cash to pay for a purchase at a cash register, and two out of five (39%) had tried to use it as a tip for service. Coin users were least likely to have tried using a Presidential \$1 Coin at a Laundromat (4%), a parking meter (2%), or a pay phone (1%).

EXHIBIT 23: Have you ever tried to use the Presidential \$1 Coin at any of the following locations?

Percentage of Presidential \$1 Coin Users Responding “Yes”



Significant findings of note among usage patterns include:

Cash:

- The elderly (those aged 65 years or older) are the least likely to use the coins as cash (59%), while the youngest (18 to 45 years old) are the most likely (81%).

At a postal stamp machine:

- Those living in urban areas (15%) were significantly more likely to say they used their coin in a stamp machine than did those living in rural environments (8%).

At a vending machine:

- The elderly (those aged 65 years or older) are the least likely to use the coins at a vending machine (10%), while the youngest (18 to 29 years old) are the most likely (28%).
- Among census divisions, users in New England (36%), West North Central (33%), and East North Central (31%) were most likely to use the coin in a vending machine while those in the Pacific (12%), West South Central (13%), and Mountain (14%) were the least likely.

For mass transit, to purchase bus tokens or subway:

- Significant differences among this item reflect the demographics of mass transit rides such that younger populations (18 to 45 years old) of users are more likely to use their coins in mass transit than are older populations (46 years and older).

As a tip for service:

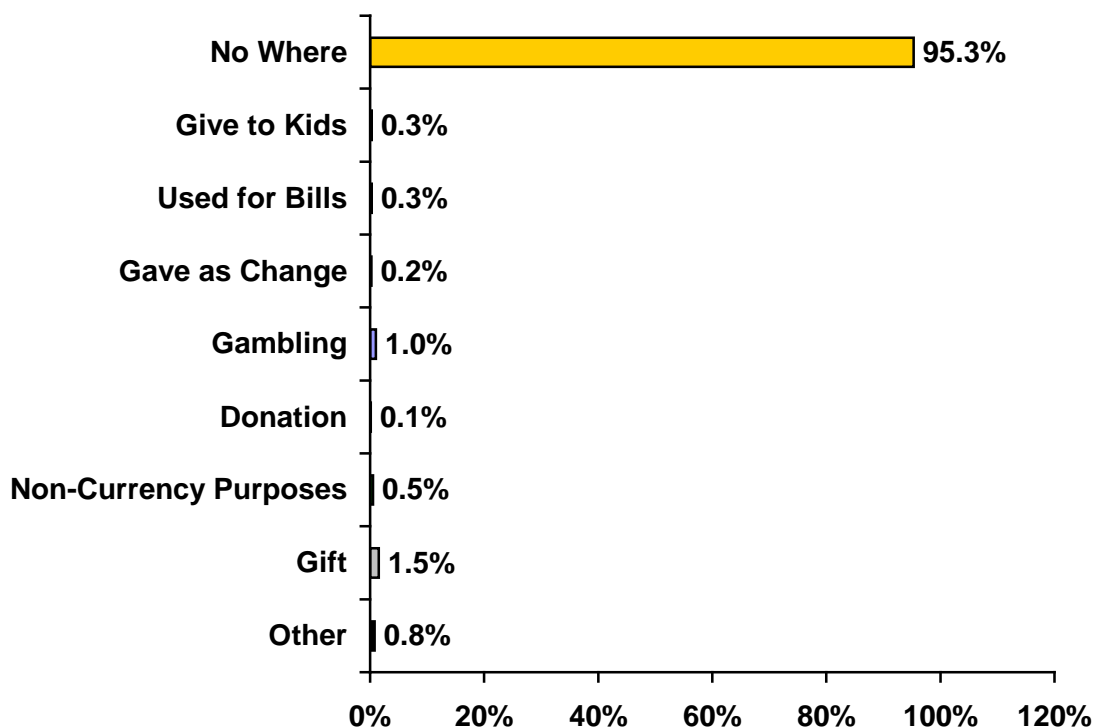
- Men were significantly more likely than females to have used the coin for a tip (49% vs. 28%, respectively).
- Older populations (46 years and older) were significantly more likely to use the coin as a tip than were the younger populations (18 to 29 years old).

At a toll booth:

- Among census divisions, users in New England (22%) and Middle Atlantic (20%) were more likely to say they had used the coin in a toll booth than were those in East South Central (3%), West North Central (4%), and Mountain (5%).

Users were also asked about any additional places that they had attempted to use the coin. Only 5% of Presidential \$1 Coin users mentioned another location they tried to use the coin. Their responses are listed below.

EXHIBIT 24: Other Places Attempted to Use Presidential \$1 Coin
Percentage of Presidential \$1 Coin Users

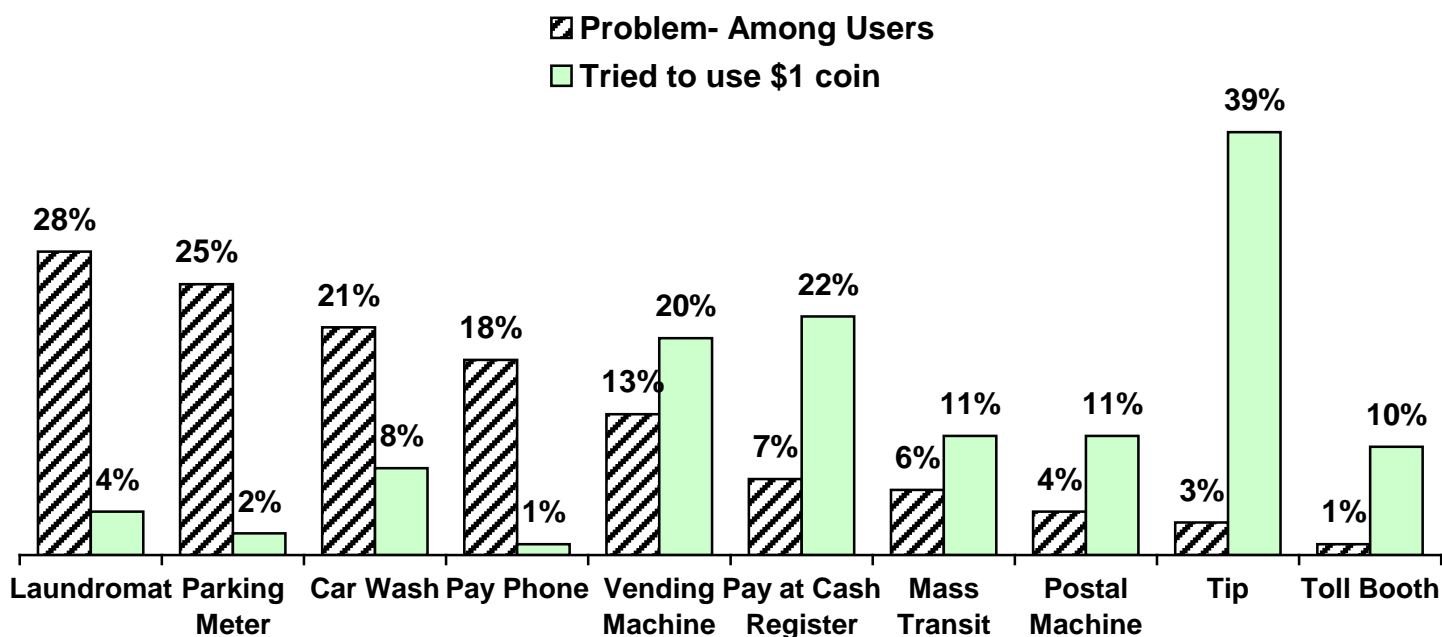


4.45 Reported Problems in Using a Presidential \$1 Coin

Users were asked to indicate if any problems arose while they were trying to use the Presidential \$1 Coin. Overall, 17% of U.S. adults, and 85% of users, reported having a problem with the coins for at least one of the services or activities. Problems were most likely to arise with particular types of automated transactions, as opposed to face-to-face transactions. When asked whether any problems occurred in trying to use it, the relatively small proportions of adults attempting to use coins at a Laundromat (28% encountered a problem), parking meter (25%), coin-operated car wash (21%), or a pay phone (18%) were most likely to encounter problems. Those attempting to use Presidential \$1 Coins at a postal stamp machine (4%), as a tip for service (3%), and at a toll booth (1%) were least likely to report problems using the coins.

Due to low sample sizes, no additional breakdowns can be analyzed.

EXHIBIT 25: Did you have any problems in trying to use the coin?
 Percentage of Users of Each Service Responding “Yes”



When respondents were asked to note the specific problem encountered, the following responses occurred: (NOTE: Responses are presented in a qualitative manner since sample sizes are too low to analyze quantitatively.)

For cash transactions:

- Cash handler had never seen one before
- Cash handler did not think it was real currency
- Cash handler did not want to accept it
- Mistaken for a different coin

For tip:

- Cash handler had never seen one before
- Cash handler did not think it was real currency
- Cash handler did not want to accept it
- Mistaken for a different coin

At a toll booth:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it

For postal stamp machine:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it

At a vending machine:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it
- Cash handler had never seen one before

For mass transit:

- Coin wouldn't fit in machine
- Cash handler had never seen one before

At a coin-operated car wash:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it
- Cash handler did not think it was real currency

At a pay phone:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it

At a parking meter:

- Coin wouldn't fit in machine
- Cash handler did not want to accept it
- Mistaken for a different coin

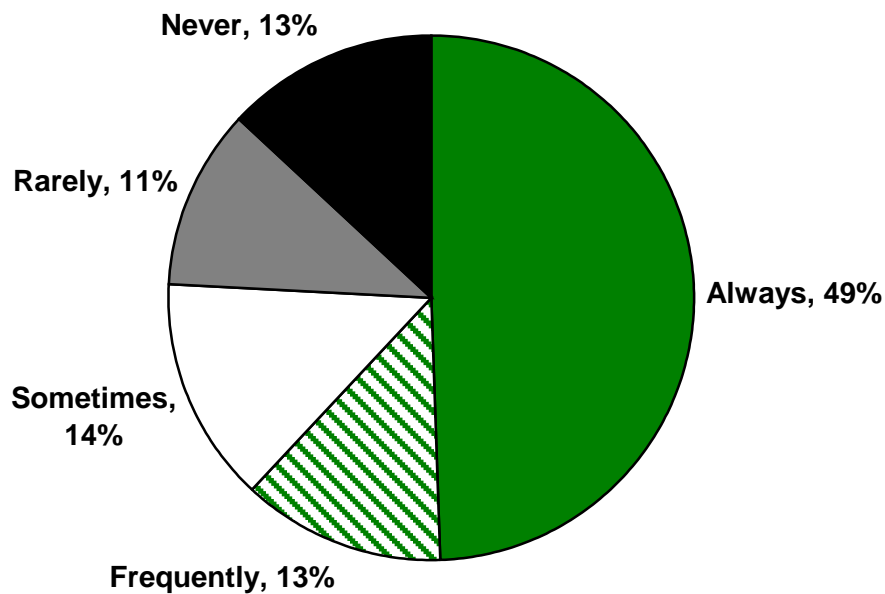
At a Laundromat:

- Coin wouldn't fit in machine

4.5 The 50 State Quarter Program

When asked to think back to the 50 state quarter program, a majority (62%) of respondents indicated that they either always or frequently look at the back side of the coin to see if it is the older coin featuring an eagle or one of the new 50 state quarters. Presidential \$1 Coin users (65%) are similar to non-users (61%) in checking the status of their quarters.

EXHIBIT 26: *If you receive quarters as change, how often do you look at the back side to see if you have received the older coin with the eagle or one of the new 50-state quarters?*



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey on coin usage. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

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

(If necessary, READ:) The valid OMB control number for this survey is 1525-0012-92.

- 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)**

S1. Have you ever heard of any of the following types of one-dollar coins? How about **(read A-C)**?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)
- A. Susan B. Anthony
- B. Sacagawea (sack-ah-jeh-WAY-ah)
- C. Presidential one-dollar coin **(If necessary, read:)** including the George Washington, John Adams and Thomas Jefferson coins

**(If code 1 in S1-C, Continue;
Otherwise, Thank and Terminate)**

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

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

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

**(If code 1 in S2, Continue;
If code 2 in S2, Skip to S5;
Otherwise, Thank and Terminate)**

S4. Have you EVER USED a Presidential one-dollar coin to pay for something or make a purchase?

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

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

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

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

S5. QUOTAS: **(Autocode from S2 or S3, as appropriate)**

- 1 **(If code 1 in S3:)** Users (n=1000)

- 2 (If code 2 in S2 OR code 2 in S3:) Non-
users (n=1000)

(SURVENT NOTE: If code 1 in S5, continue; If code
2 in S5, select every 10th
respondent to continue; Otherwise,
Thank and Terminate)

1. For each of the following, please tell me whether or not you think you can get a Presidential one-dollar coin at this location. How about (read and rotate A-H)?
- 1 Yes
 - 2 No
 - 3 (DK)
 - 4 (Refused)
- A. At your bank
- B. At your local post office
- C. At a retail store, such as a store at a mall
- D. At a fast food restaurant
- E. At your grocery store
- F. At a vending machine
- G. As change from a public transportation clerk
- H. At a change machine
2. From what you know, are Presidential one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places?
- 1 Anywhere
 - 2 Only in particular places
 - 3 (DK)
 - 4 (Refused)

(If code 2 in #2, Continue;
Otherwise, Skip to #4)

4. What are some of those particular places where you can use a dollar coin? (Open ended) **(Allow three responses)**

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

5 Extremely likely
4
3
2
1 Not at all likely

7 (Does not apply)
8 (DK)
9 (Refused)

A. As cash to pay for a purchase at a cash register

B. At a postal stamp machine

C. At a vending machine **(If necessary, read:)** non postal

D. For mass transit, like to purchase bus tokens or subway

E. As a tip for service

F. At a coin-operated car wash

G. At a pay phone

H. At a parking meter

I. At a Laundromat

J. At a toll booth

**(If code 1 or 2 to ANY in #4 A-J, Continue;
Otherwise, Skip to #6)**

5. What is the main reason why you might not use the Presidential one-dollar coin in some of these settings? (Open ended and code)
6. Using a five-point scale, where 5 is extremely likely and 1 is not at all likely, how likely would you be to use the coin [**(If code 1 in S5, read:)** more] if you knew each of the following were true? How about **(read and rotate A-E)**?
- 5 Extremely likely
4
3
2
1 Not at all likely
- 6 (DK)
7 (Refused)
- A. If the coins were accepted by all merchants and retailers
- B. If you knew that merchants and retailers welcomed the coins because they are more durable than paper bills
- C. If all vending machines were being upgraded to accept them
- D. If items in vending machines became more expensive, making it more practical to use dollar coins
- E. If they were regularly given out as change instead of dollar bills
7. To summarize, if both the dollar bill and the dollar coin were equally available and accepted, how much of the time do you think you would use the dollar COIN instead of the

dollar BILL? Would you use the coin **(read 5-2)**?

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

**(If code 1 in S5, Continue;
Otherwise, Skip to #15)**

8. Please tell me if you have RECEIVED a Presidential one-dollar coin in any of the following places in the past six months. How about **(read and rotate A-F, then G)**?

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

A. As change from a vending machine (non-postal)

B. As change from a cashier

C. At a bank or financial institution

D. From a change machine (non-postal)

E. As change from the postal service

F. As change from mass transit

G. Somewhere else? **(If "Yes", ask:)** Where else? (Open ended)

9. Did you happen to notice which President was featured on the coins you have received? **(If "Yes", ask:)** Who was it? (Open ended and code) **(Allow four responses)**

(SURVENT NOTE: For each code 1 in #10 A-J, ask #11-#12, as appropriate, before moving to the next item; end with #10-K)

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

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

A. As cash to pay for a purchase at a cash register

B. At a postal stamp machine

C. At a vending machine

D. For mass transit, like to purchase bus tokens or subway

E. As a tip for service

F. At a coin-operated car wash

G. At a pay phone

H. At a parking meter

I. At a laundromat

J. At a toll booth

K. Any other way? **(If Yes, ask:)** Where else? (Open ended)

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

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

- A. (If code 1 in #10-A, ask:) As cash to pay for a purchase at a cash register
- B. (If code 1 in #10-B, ask:) At a postal stamp machine
- C. (If code 1 in #10-C, ask:) At a vending machine ____ ()
- D. (If code 1 in #10-D, ask:) For mass transit, like to purchase bus tokens or subway
- E. (If code 1 in #10-E, ask:) As a tip for service
- F. (If code 1 in #10-F, ask:) At a coin-operated car wash
- G. (If code 1 in #10-G, ask:) At a pay phone
- H. (If code 1 in #10-H, ask:) At a parking meter
- I. (If code 1 in #10-I, ask:) At a laundromat
- J. (If code 1 in #10-J, ask:) At a toll booth

(If code 2 to ANY in #11 A-J, Continue;
Otherwise, Skip to #13)

12. When you tried to use it (read and rotate A-J, as appropriate), what was the problem?
(Open ended and code)

- 01 Other (specify)
- 02 (DK)
- 03 (Refused)
- 04 None Specified
- 05 HOLD
- 06 Coin wouldn't fit in machine
- 07 Cash handler had never seen one before
- 08 Cash handler did not want to accept it
- 09 Cash handler did not have space in drawer for it
- 10 Cash handler did not think it was real currency

- A. (If code 2 in #11-A, ask:) As cash to pay for a purchase at a cash register
 - B. (If code 2 in #11-B, ask:) At a postal stamp machine
 - C. (If code 2 in #11-C, ask:) At a vending machine
 - D. (If code 2 in #11-D, ask:) For mass transit, like to purchase bus tokens or subway
 - E. (If code 2 in #11-E, ask:) As a tip for service
 - F. (If code 2 in #11-F, ask:) At a coin-operated car wash
 - G. (If code 2 in #11-G, ask:) At a pay phone
 - H. (If code 2 in #11-H, ask:) At a parking meter
 - I. (If code 2 in #11-I, ask:) At a laundromat
 - J. (If code 2 in #11-J, ask:) At a toll booth
14. Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, to what extent do you agree or disagree with the following statements about the Presidential one-dollar coin? How about (read and rotate A-D)?
- 5 Strongly agree
 - 4
 - 3
 - 2
 - 1 Strongly disagree
 - 6 (DK)
 - 7 (Refused)

A. It is easier to use than a dollar bill

14. (Continued:)

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

(There is no Question #14)

15. Do you purchase SPECIAL COLLECTORS COINS, for example, proof sets or uncirculated coins, to collect for yourself or someone else?

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

(READ:) Thinking about the 50 State Quarter Program...

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

- 5 Always or almost always
- 4 Frequently
- 3 Sometimes
- 2 Rarely, OR
- 1 Never
- 6 (DK)
- 7 (Refused)

(READ:) Now, on a slightly different topic...

17. Do you regularly do any of the following activities? How about **(read and rotate A-Q)?**

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

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

(If code 2, 3, or 4 to ALL in #17 A-Q, Skip to #20;
Otherwise, Continue)

18. About how many times would you say you (read A-Q, as appropriate)? Would you say (read 1-5)?

- 1 More than once a week
- 2 Weekly
- 3 A few times a month
- 4 Once a month, OR
- 5 Less than once a month

- 7 (Does not apply)
- 8 (DK)
- 9 (Refused)

- A. (If code 1 in #17-A, ask:) Gamble at a casino
- B. (If code 1 in #17-B, ask:) Play Lottery, lotto, or scratch-off tickets
- C. (If code 1 in #17-C, ask:) Ride public transportation
- D. (If code 1 in #17-D, ask:) Use taxis
- E. (If code 1 in #17-E, ask:) Use the Laundromat
- F. (If code 1 in #17-F, ask:) Use the Coinstar machine
- G. (If code 1 in #17-G, ask:) Use a vending machine
- H. (If code 1 in #17-H, ask:) Shop at a convenience store, such as 7-11 or Circle K
- I. (If code 1 in #17-I, ask:) Eat fast food
- J. (If code 1 in #17-J, ask:) Tip servers at restaurants

- K. (If code 1 in #17-K, ask:) Go into a branch of your bank
- L. (If code 1 in #17-L, ask:) Buy stamps at a vending machine
- M. (If code 1 in #17-M, ask:) Use a pay phone
- N. (If code 1 in #17-N, ask:) Buy a newspaper at a vending box or store
- O. (If code 1 in #17-O, ask:) Buy coffee or tea
- P. (If code 1 in #17-P, ask:) Pay highway tolls
- Q. (If code 1 in #17-Q, ask:) Put money into parking meters
19. How do you TYPICALLY pay for each of the following types of purchases? How about when you (read A-Q, as appropriate)? Do you typically use (read 1-4)?
- 1 Coins
- 2 A mix of coins and bills
- 3 Paper bills, OR
- 4 A debit or credit card
- 5 (Other)
- 6 (A Mix)
- 7 (Does not apply)
- 8 (DK)
- 9 (Refused)
- A. (If code 1 in #17-A, ask:) Gamble at a casino
- B. (If code 1 in #17-B, ask:) Play Lottery, lotto, or scratch-off tickets
- C. (If code 1 in #17-C, ask:) Ride public transportation
- D. (If code 1 in #17-D, ask:) Use taxis
- E. (If code 1 in #17-E, ask:) Use the laundromat

- F. (If code 1 in #17-F, ask:) Use the Coinstar machine
- G. (If code 1 in #17-G, ask:) Use a vending machine
- H. (If code 1 in #17-H, ask:) Shop at a convenience store, such as 7-11 or Circle K
- I. (If code 1 in #17-I, ask:) Eat fast food
- J. (If code 1 in #17-J, ask:) Tip servers at restaurants
- K. (If code 1 in #17-K, ask:) Go into a branch of your bank
- L. (If code 1 in #17-L, ask:) Buy stamps at a vending machine
- M. (If code 1 in #17-M, ask:) Use a pay phone
- N. (If code 1 in #17-N, ask:) Buy a newspaper at a vending box or store
- O. (If code 1 in #17-O, ask:) Buy coffee or tea
- P. (If code 1 in #17-P, ask:) Pay highway tolls
- Q. (If code 1 in #17-Q, ask:) Put money into parking meters
20. Please tell me whether or not each of the following statements describe you. (Read and rotate A-P, then Q)
- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)
- A. You take an active role in local civic issues
- B. You actively work as a volunteer (non-political)
- C. You make an effort to recycle

- D. You participate in environmental groups or causes
- E. You participate in your child's school activities (e.g. PTA)
- F. You often write letters to newspaper editors or public officials
- G. You consider yourself patriotic
- H. You are interested in U.S. history
- I. You are usually the first among your friends or family to buy new products or technologies when they come out
- J. You like to travel to other countries
- K. You consider yourself a good saver of money
- L. Good customer service is a must for you
- M. It is important for you to use smaller local community stores
- N. You often make non-planned or impulse purchases
- O. You'll drive farther for a good bargain
- P. You are concerned with the security of your personal data
- Q. You have hobbies

**(If code 1 in #20-Q, Continue;
Otherwise, Skip to D1)**

- 21. What hobbies do you have? (Open ended and code) **(Allow six responses)**
- 22. Thinking GENERALLY about purchases you make, at what dollar figure would you change from using cash to using a credit card? **(If necessary, read:)** Please round to the nearest dollar. (Open ended **and code actual dollar amount)**)

24. Where would you say you get your news from,
(read and rotate A-D, then E)?

1 Yes

2 No

3 (DK)

4 (Refused)

A. Newspapers

B. Internet

C. Television

D. Radio

E. Other? (If "Yes", ask:) Where else?
(Open ended)

DEMOGRAPHICS BEGIN HERE:

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

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)

D4. 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

- 3 (DK)
- 4 (Refused)

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

**(If code 10 in D5, Continue;
Otherwise, Skip to D7)**

D6. Do you consider yourself to be Chinese, Japanese, Filipino, Korean, Indian, Vietnamese, or of other Asian background?

- 1 Chinese
- 2 Japanese
- 3 Filipino
- 4 Korean
- 5 Indian
- 6 Vietnamese
- 7 Other Asian background

- 8 (DK)
- 9 (Refused)

D7. Do you speak mostly English or mostly another language at home?

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

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)

D11. NOT including lines dedicated to a fax machine, modem, or used strictly for business purposes, how many different phone NUMBERS do you have coming into your household (not including cell phones)? (Open ended and code)

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

D12. Is your total annual household income, before taxes, over or under \$35,000?

- | | |
|--------------------------------|---------------------|
| <u>(If Under, ask:)</u> | Is it over or under |
| \$25,000? | |
| <u>(If Under, ask:)</u> | Is it over or under |
| \$5,000? | |

<u>(If Over, ask:)</u>	Is	it	over	or	under
\$50,000?					
<u>(If Over, ask:)</u>	Is	it	over	or	under
\$75,000?					
<u>(If Over, ask:)</u>	Is	it	over	or	under
\$100,000?					
<u>(If Over, ask:)</u>	Is	it	over	or	under
\$150,000?					
<u>(If Over, ask:)</u>	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)

D14. GENDER: **(Code only; Do NOT ask)**

1 Male
2 Female

D14. This completes the interview. However, Gallup may like to re-contact some people in the future to ask a few additional questions. Could we have your permission to call you again at some time to learn a bit more about your thoughts and opinions?

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



Market Research Plan Presidential Dollar Coin Program

*United States Mint
United States Department of Treasury*

August 6, 2007

Submitted by:

Gallup Government Division
901 F St., NW
Washington, DC 20004

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OVERVIEW

Gallup is pleased to provide the following research plan in support of the Presidential \$1 Coin (PDC) Program with objectives to:

1. Reduce or remove barriers to acceptance and demand of Presidential \$1 Coins
2. Increase and maintain awareness of Presidential \$1 Coin Program
3. Improve distribution and remove or reduce barriers to use Presidential \$1 Coins

The charts that follow outline Gallup's market research plan to support the U.S. Mint's information requirements. The research is categorized into the following seven areas:

1. Awareness
2. Barriers to awareness
3. Distribution
4. Barriers to distribution
5. Use Occasions
6. Ad Hoc
7. Secondary Research/Acquired Data

Because of the changing nature of this program, this research plan encompasses only calendar year 2007.

The plan outlines research for three of the seven audiences of interest in the Presidential \$1 Coin Program:

1. General Population
 - National
 - Federal District Regional
 - Local (where appropriate)
2. Financial Services Sector
 - Bank Tellers
 - Bank Managers/Head Tellers
 - Operating Districts
 - Correspondent Banks
 - Corporate Level
 - Armored Carriers/Terminals
3. Retail Industry (SIC codes 53, 54, 55, 58, 59)
 - Cash handlers
 - Retail managers

1. General Population

<i>Objectives</i>	<i>Level/ Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Awareness	National	<ul style="list-style-type: none"> Overall program awareness update 	<ul style="list-style-type: none"> Number/Percent of adults who know about PDC's What do they know about PDC? Attitude toward PDC program and/or coins Where are you getting PDC information? Have you seen PDC signage? 	S1-Awareness Phone survey	4X/yr. 2 weeks after coin release
Awareness	Regional	<ul style="list-style-type: none"> Overall program awareness update 	<ul style="list-style-type: none"> Number/Percent of adults who know about PDC's What do they know about PDC? Attitude toward PDC program and/or coins Where are you getting PDC information? Have you seen PDC signage 	S1-Awareness Phone survey	1X/12 districts baseline, 4 districts ea qtr thereafter
Awareness	Local	<ul style="list-style-type: none"> Overall program awareness and efficacy 	How successful were launch tactics?	S1-Awareness Phone survey	Only if launch, then pre/post survey
Awareness	Local	<ul style="list-style-type: none"> Launch support deep dive 	Specific successes of launch tactics	F1-"Launch" Focus Groups	Post launch
Barriers to Awareness	National	<ul style="list-style-type: none"> Update awareness barrier strength 	<ul style="list-style-type: none"> Is public information on PDCs accurate? Are you seeing PDCs in a timely manner? Are you getting enough PDC information? What other type of information would you be interested in hearing about? Do you know where to get information? Where is that? 	S1-Awareness phone survey	4X/yr. 2 weeks after coin release
Barriers to Awareness	Low-Awareness Federal District	In-depth barriers discussion in District with lowest awareness	Understand if low-awareness district barriers differ	TBD	1X in quarter following Dist baseline

1. General Population (Continued)

<i>Objective</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Distribution	National	<ul style="list-style-type: none"> Where do you get coins and where do you expect to get them? What is their availability? Get them in commerce? 	<ul style="list-style-type: none"> Do you know when the PDCs are coming out? Do you know where the PDCs are available? Where would you like them to be available? Have you seen a PDC in circulation? If yes, where? Do you know how to get PDCs? 	S2-Use Occasions Phone Survey	1X/yr.
Barriers to Distribution	National	<ul style="list-style-type: none"> Understand barriers to coin distribution 	<ul style="list-style-type: none"> Have you had difficulty getting PDCs? Have you seen a PDC in circulation? Have you tried to spend a PDC? If yes, where/why/what happened Have you asked for a PDC? Why? If yes, what was that person's reaction? Have you received PDCs in the quantity you wanted? Have you received PDCs in a timely manner? 	S2- Use Occasions Phone survey	1X/yr
Use Occasions	National	To understand components of demand, acceptance, and usage among users, savers, and non-users with PDC's	<ul style="list-style-type: none"> Would you spend PDCs? Where do you use the coins? Top 5 uses How many would you spend? Compare vs. \$1 bill How do you currently view the coin? 	S2- Use Occasions Phone survey	1X/yr

2. Financial Institutions

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Awareness	Branch tellers, Managers, Small, Medium, Large	<ul style="list-style-type: none"> Learn how tellers/managers get their PDC information? 	<ul style="list-style-type: none"> What do they know about PDCs? Attitude toward PDC program and/or coins Where are you getting PDC information? Who makes the decision to get PDCs? Where do you go for information about new coins 	F2-Teller/Manager (separately) Focus Groups	1X/yr to drive intervention
Awareness	Branch tellers, managers (option: National & Fed District)	<ul style="list-style-type: none"> To baseline tellers/manager awareness 	<ul style="list-style-type: none"> Number/Percent of tellers & managers who know about PDC's What do they know about PDCs? Attitude toward PDC program and/or coins Where are you getting PDC information? 	S3-Teller/Manager Demand/Awareness Phone survey	1x/yr, option for pre/post intervention
Awareness	Operating districts or others as needed	<ul style="list-style-type: none"> To learn how the districts get/give information about PDC 	<ul style="list-style-type: none"> What do they know about PDCs? Attitude toward PDC program and/or coins Who makes the decision to get PDCs? 	F3- Qualitative – In-depths	1X

2. Financial Institutions (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Barriers to Awareness	Teller/ Manager Branch, Small, Medium, Large	<ul style="list-style-type: none"> To brainstorm awareness barriers for tellers and managers 	<ul style="list-style-type: none"> Is bank information on PDCs accurate? Are you getting PDCs in a timely manner? Are you getting enough information? What other type of information would you be interested in hearing about? Do you know where to get information? Where is that? What are the barriers to knowing about these coins? What are barriers to getting info? 	F2- Teller/Manager Focus groups	1X to drive program adjustment/ intervention
Barriers to Awareness	Teller/ Manager Branch	<ul style="list-style-type: none"> Baseline barriers – information, timeliness, materials 	<ul style="list-style-type: none"> What are the information barriers for these coins? What is the benchmark? 	S3- Teller/Manager Demand/Aware ness Phone survey	1x/yr, option for pre/post intervention
Barriers to Awareness	Operating Districts or others as needed	<ul style="list-style-type: none"> Determine what gets in the way of operating districts getting information about PDC releases or information 	<ul style="list-style-type: none"> Is information on PDCs accurate? Are you getting PDCs in a timely manner? Are you getting enough information? What other type of information would you be interested in hearing about? 	F3-In-depths	1X

2. Financial Institutions (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Distribution	Branch tellers, managers , Small, Med, Lg	<ul style="list-style-type: none"> Understand COIN FLOW of PDCs at the teller/manager level 	<ul style="list-style-type: none"> How comfortable are you distributing/offering coins to your customers? How are those decisions made? How do you order coins? Who decides how many coins you will get? What factors play into those decisions? 	F2-Teller/Manager (separately) Focus Groups	1X
Distribution	Branch tellers, managers	<ul style="list-style-type: none"> To learn about coin availability/distribution of PDC 	<ul style="list-style-type: none"> Do you know when the PDCs are coming out? Do you know where to get PDCs? Do you know how to get PDCs? Who makes decisions about distribution at your branch? How often do you order? How much do you order? How many coins do you use? How often do you need them? Which coins do your customers demand (i.e PDCs vs Sacagawea)? 	S3-Teller/Manager Demand/Awareness Phone survey	Min 1X/yr w/option pre/post intervention

2. Financial Institutions (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Distribution	Operating districts	<ul style="list-style-type: none"> Understand COIN FLOW of PDCs at the operating How do districts make decisions about PDC availability 	<ul style="list-style-type: none"> Do you know when the PDCs are coming out? Who makes decisions about distribution at your bank? How are those decisions made? What factors play into those decisions? 	F3-In-depths	1X
Barriers to Distribution	Branch tellers, Managers Small, Medium, Large	<ul style="list-style-type: none"> Understand barriers to distribution at the teller level To understand barriers to COIN FLOW 	<ul style="list-style-type: none"> Have you had difficulty getting PDCs? Do your customers ask you for PDCs? Have you gotten PDCs in the quantity you wanted? Have you received PDCs in a timely manner? What prevents you from distributing coins to your customers? 	F2-Teller/ Manager (separately) Focus Groups	1X/yr to drive intervention
Barriers to Distribution	Branch tellers, managers	<ul style="list-style-type: none"> To baseline tellers/manager distribution barriers To understand barriers to COIN FLOW 	<ul style="list-style-type: none"> Have you had difficulty getting PDCs? Have you gotten PDCs at your bank? Do your customers ask you for PDCs? How many? Have you received PDCs in the quantity you wanted? Have you received PDCs in a timely manner? 	S3-Teller/ Manager Demand/ Awareness Phone survey	1X/yr with option for pre/post intervention

2. Financial Institutions (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Barriers to Distribution	Operating districts	<ul style="list-style-type: none"> Understand barriers to distribution at the op. district level To understand barriers to COIN FLOW 	<ul style="list-style-type: none"> Do you have difficulty getting PDCs? Do your customers ask for PDCs? Have you gotten as many PDCs as you wanted? Have you received PDCs in a timely manner? What prevents you from distributing coins at your banks? 	F3– In-depths	1X
Awareness/ Distribution & Barriers	Armored Carriers	<ul style="list-style-type: none"> To understand awareness and distribution of PDCs 	<ul style="list-style-type: none"> Number/Percent of who know about PDC's What do they know about PDCs? Attitude toward PDC program and/or coins Where are you getting PDC information? Do you know when the PDCs are out? Do you know where to get PDCs? Do you know how to get PDCs? How often do you order? How much do you order? 	S7-Armored Car Carrier Awareness/ Dist Phone survey	1X

3. Retailers

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Awareness	(by SIC) Cash handlers and decision-makers separately (optional geography)	<ul style="list-style-type: none"> To understand how cash handlers get and transmit information about programs like PDC 	<ul style="list-style-type: none"> What do they know about PDCs? Attitude toward PDC program and/or coins Where are you getting PDC information? Who makes the decision to get PDCs? 	F4-Retail Focus Groups	1X to drive program intervention
Awareness	National Businesses/oversample of different sizes and 5 major SIC classifications, Clerks/cash handlers (option: local & Fed Dist)	<ul style="list-style-type: none"> Baseline the awareness of cash handlers in retail industry 	<ul style="list-style-type: none"> Number/Percent of cash handlers & managers who know about PDC's What do they know about PDCs? Attitude toward PDC program and/or coins Where are you getting PDC information? 	S5-Retail Demand/Awareness Phone survey	1X/yr baseline plus one in year after intervention

3. Retailers (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Barriers to Awareness	By 5 SIC Codes Cash handlers and decision-makers separately	<ul style="list-style-type: none"> Understand awareness barriers to cash handlers including informational, timeliness, materials 	<ul style="list-style-type: none"> Is information to retail handlers on PDC accurate? Are you seeing PDCs in a timely manner? Are you getting enough PDC information? What other type of information would you be interested in hearing about? Do you know where to get information? Where is that? What are the awareness barriers? Misconstrued ideas? Not knowing about them? 	F4-Retail Focus Groups	1X to drive program intervention
Barriers to Awareness	All retail/ oversample by size and 5 major SIC	<ul style="list-style-type: none"> Baseline the awareness barriers of cash handlers in retail industry 	<ul style="list-style-type: none"> What are the information barriers for these coins? What is the benchmark? 	S5-Retail Demand/Awareness Phone survey	1X/yr baseline plus one in year after intervention

3. Retailers (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Distribution	Cash handlers and decision-makers separately including the 5 major SIC groups	<ul style="list-style-type: none"> Understand COIN FLOW of PDCs at the retail level 	<ul style="list-style-type: none"> How comfortable are you distributing/offering coins to your customers? How are those decisions made? How do you order coins? Who decides how many coins you will get? What coins are carried? How do you get them? Where do you keep them? 	F4-Retail Focus Groups	1X to drive program intervention

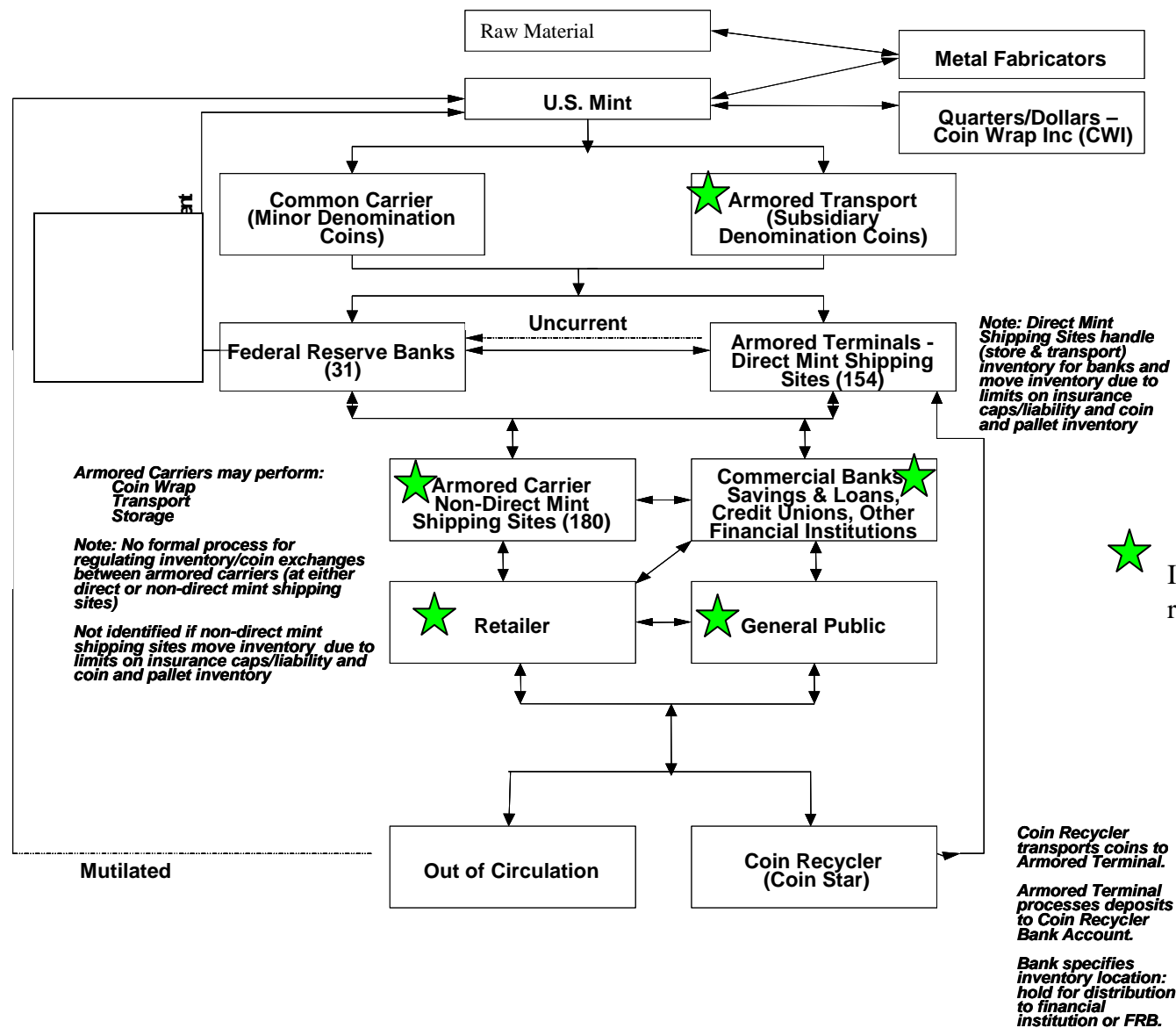
3. Retailers (continued)

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Barriers to Distribution	Cash handlers and decision-makers separately	<ul style="list-style-type: none"> To understand what barriers to distribution exist To understand barriers to COIN FLOW 	<ul style="list-style-type: none"> Have you had difficulty getting PDCs? Do your customers ask you for PDCs? Have you gotten PDCs in the quantity you wanted? Have you received PDCs in a timely manner? What prevents you from distributing coins to your customers? What are the distribution barriers? Not able to keep them? Not able to get them? No room to keep them? 	F4-Retail Focus Groups	1X to drive program intervention
Barriers to Distribution	Retail/oversample by size and SIC, Clerks/cash handlers	<ul style="list-style-type: none"> Baseline the distribution barriers of cash handlers in retail 	<ul style="list-style-type: none"> How many coins do you keep? Are you able to get them? How many do you order? How Often? Do you believe your customers are interested? 	S5-Retail Demand/Awareness Phone survey	1X/yr baseline plus one in yr after intervention

4. Other Research

<i>Objectives</i>	<i>Level /Geography</i>	<i>Topics</i>	<i>Research Objective</i>	<i>Research Tools</i>	<i>Frequency</i>
Ad Hoc	As Needed	TBD.	<ul style="list-style-type: none"> Assess knowledge of the American Presidents Assess likelihood to frequent retailers and to frequent financial institutions to obtain Presidential \$1 Coins Additional Ad Hoc Research - TBD 	Phone surveys	As Needed
Secondary Research	As Needed	TBD.	<ul style="list-style-type: none"> Assess competitive intelligence Access information that exists from secondary sources 	Secondary Research	As Needed

COIN FLOW SYSTEM



Timelines/Milestones

Research Event

S1. Awareness Study

Fielding
Analysis

Draft Report/Presentation

F1. Focus groups -

Launch when needed

S2. Use Occasion Study

Questionnaire development, Aug 1-15

Fielding, Aug 29 - Sept 19

Analysis, Sept 20 - Sept 28

Draft report/presentation, Oct 12

F2. Focus groups - Teller/Managers

Locale 1

S3. Tellers/Manager Demand/Awareness Study

Fielding
Analysis

Draft Report/Presentation

F4. Focus groups - Retail Cash Handlers/Managers

Locale 1

S5. Retail Cash Handler Demand/Acceptance Phone Survey

Fielding
Analysis

Draft Report/Presentation

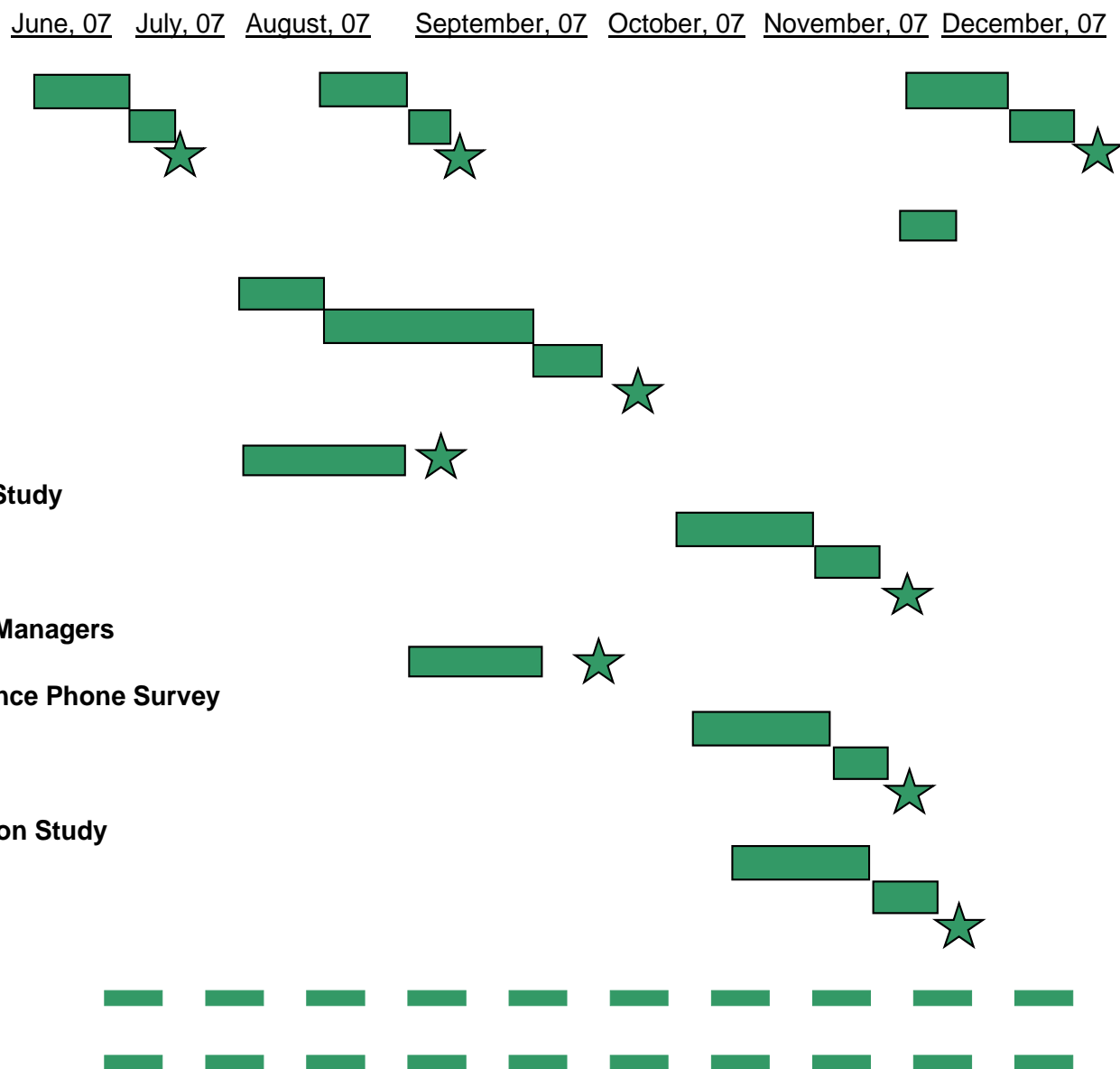
S7. Armored Carrier Awareness/Distribution Study

Fielding
Analysis

Draft Report/Presentation

S6. Ad Hoc Panel Research

SR1/2/3 Secondary Research



General Population

Awareness Survey (S1):

- Research Objectives
 - Measure program awareness levels and awareness barriers and compare to previous levels
 - Assess general program attitudes and behaviors
 - Assess communications effectiveness (e.g., recall levels and efficacy)
- Level – National
 - Frequency – 4x year – 2 weeks post-launch/RDD
 - Approximate sample size – 1,000
 - Confidence Level/interval = +/- 3% at a 95% confidence level
- Level – FRB District
 - Frequency – 1x year – Post-Third Coin launch/RDD
 - Approximate sample size – 4,800 (@ 400 per district)
 - Confidence level/interval = +/- 5% at a 95% confidence level
- Level – Local market for launch testing
 - Frequency – optional – 8x year maximum (baseline and post-launch)/RDD
 - Approximate sample size – 400
 - Confidence level/interval – +/- 5% at a 95% confidence level

Use Occasions Survey (S2):

- Research Objectives
 - Understand where usage is occurring
 - Estimate usage issues for Presidential \$1 Coins among circulating users and non-users
 - Assess level/strength of acceptance and demand barriers among circulating users and savers
 - Assess lifestyle and other identifiers of user groups
- Level – National
 - Frequency – 1x year – Summer/RDD
 - Approximate sample size – 1,000 users/ 1,000 non-user
 - Confidence level/interval – +/- 3% at a 95% confidence level (1,000).

Coin Launch Focus Groups (F1):

- Research Objectives
 - Evaluate effectiveness of coin launch approach (e.g., communications; materials; messaging, etc.)
 - Recommend program improvements based on feedback
- Level – Local market and/or Fed District
 - Frequency – optional, 4x year
 - Total project size – 4 focus groups (optional demographic segments)
 - Confidence level/interval – directional

General Population Panel Research for Ad Hoc Survey Instruments (S6):

- Research Objectives
 - Assess knowledge of the American Presidents
 - Assess likelihood to frequent retailers and to frequent financial institutions to obtain Presidential \$1 Coins
 - Additional Ad Hoc Research - TBD
- Level – National/Panel
 - Frequency – specific questions as needed throughout the year
 - Approximate sample size – 400
 - Confidence level/interval - +/- 5% at a 95% confidence level

Secondary Research/Acquired Data TBD (SR1)

- Research Objectives
 - To order general population secondary research as needed throughout the marketing process
 - To acquire additional general population research and/or competitive intelligence to help guide the program directives
- Level – Will vary
 - Frequency – specific research as needed throughout the year

Financial Institutions

Teller/Manager Demand/Awareness Survey (S3):

- Research Objectives
 - Baseline teller/manager demand and awareness and awareness barriers
 - Assess general program attitudes and behaviors
 - Assess communications effectiveness (e.g., recall levels and efficacy)
 - Baseline coin availability (distribution) and distribution barriers
 - Baseline teller/manager Presidential \$1 Coin user/non user acceptance
- Level – National
 - Frequency – 1x year
 - Approximate sample size – 2,400 @ 1,200 tellers/ 1,200 managers (400 each small, medium, large)
 - Confidence Level/interval = +/- 5% at a 95% confidence level

Teller/Manager Focus Groups (F2):

- Research Objectives
 - Gain greater understanding of coin ordering/distribution process (validate coin flow model)
 - Understand attitudes around coins/carrying coins
 - Assess decision-making processes
 - Identify and explore teller/manager customer service issues/needs
 - Mystery shop component to test coin vs. bill
- Level – National and by Size of Financial Institution
 - Frequency – 1x
 - Total project size – 14 focus groups segmented by size
 - Confidence level/interval – directional to guide survey development

Armored Carrier Awareness/Distribution Survey (S7):

- Research Objectives
 - Baseline awareness and awareness barriers
 - Baseline coin availability (distribution) and distribution barriers
 - Assess general program attitudes and behaviors
 - Assess communications effectiveness (e.g., recall levels and efficacy)

- Level – National
 - Frequency – 1x year
 - Approximate sample size – 400 armored carriers (if sample available)
 - Confidence Level/interval = +/- 5% at a 95% confidence level
 -

Financial Institution Ad Hoc Research TBD

- Research Objectives
 - Reduce or remove barriers to acceptance and demand
 - Increase and maintain awareness
 - Improve distribution and remove or reduce barriers to use
- Level – TBD
 - Frequency – TBD
 - Approximate sample size – TBD
 - Confidence Level/interval = TBD dependent on methodology

Financial Institution Secondary Research/Acquired Data TBD (SR2)

- Research Objectives
 - To order financial institution secondary research as needed throughout the marketing process
 - To acquire additional financial institution population research and/or competitive intelligence to help guide the program directives
- Level – Will vary
 - Frequency – specific research as needed throughout the year

Retail Institutions

Cash Handler Demand/Awareness Survey (S5):

- Research Objectives
 - Baseline cash handler awareness and awareness barriers
 - Baseline cash handler distribution and distribution barriers
 - Assess general program attitudes and behaviors
 - Assess communications effectiveness (e.g., recall levels and efficacy)
 - Baseline level of acceptance in cash transactions
 - Measure change in use in cash transaction acceptance
- Level – National
 - Frequency – 1x year
 - Approximate sample size – 400 cash handlers (optional add'l segments by Major SIC groups 53, 54, 55, 58, & 59)*
 - Confidence Level/interval = +/- 5% at a 95% confidence level

Cash Handler Focus Groups (F4):

- Research Objectives-
 - Understand coin ordering/distribution/decision-making process (validate coin flow model)
 - Understand attitudes around coins/carrying coins
 - Understanding customer needs
- Level – National and by Size of Retail Institution
 - Frequency – 1x
 - Total project size – 15 focus groups (3 groups x 5 SIC major group)
 - Confidence level/interval – directional information

* If all options exercised, total sample size = 2,000 completes

**If all options exercised, total sample size = 4,800+ completes

Ad Hoc Research TBD

- Research Objectives
 - Reduce or remove barriers to acceptance and demand
 - Increase and maintain awareness
 - Improve distribution and remove or reduce barriers to use
- Level – TBD
 - Frequency – TBD
 - Approximate sample size – TBD
 - Confidence Level/interval = TBD dependent on methodology

Secondary Research/Acquired Data TBD (SR3)

- Research Objectives
 - To order retail secondary research as needed throughout the marketing process
 - To acquire additional retail institution population research and/or competitive intelligence to help guide the program directives
- Level – Will vary
 - Frequency – specific research as needed throughout the year

Each survey instrument is listed along with the broad topics to be covered and then the audiences and objectives for each:

SURVEY INSTRUMENT:	AUDIENCE AND OBJECTIVE:
<p><i>S1-Awareness Phone Survey Instrument - General Population</i></p> <ul style="list-style-type: none"> • Measure program awareness and awareness barriers and compare to previous levels • Assess general program attitudes and behaviors • Assess communications effectiveness (e.g., recall levels, barriers, efficacy) • Launch support (event driven). 	<ul style="list-style-type: none"> • National General Pop , 2 weeks, post launch, 4x/year, to update awareness • 12 Fed District 1x/yr, post third coin launch, to baseline awareness • Local level – optional, 8x/yr max., baseline and post-launch, to assess launch tactics
<p><i>S2-Use Occasion Phone Survey Instrument -General Population</i></p> <ul style="list-style-type: none"> • Understand where usage is occurring • Estimate usage issues for Presidential \$1 Coins among circulating users and non-users • Assess lifestyle and other identifiers of user groups • Assess level/strength of acceptance and demand barriers among circulating users and savers 	<ul style="list-style-type: none"> • National General Pop, 1x/yr, summer, to understand use patterns of \$1 Presidential Coin Users, 1,000 users, 1,000 non-users
<p><i>S3-Teller/Manager Demand/Awareness Phone Survey Instrument - Financial Tellers & Branch Managers</i></p> <ul style="list-style-type: none"> • Assess levels of awareness • Assess accuracy of information recall • Assess distribution and change in barriers to distribution • Measure strengths of barriers • Baseline level of acceptance in cash transactions (both customer perceptions and customer-facing employee perception) • Measure change in use in cash transaction acceptance 	<ul style="list-style-type: none"> • Tellers/Branch Managers 1x/yr to baseline awareness/distribution & barriers, subgroups of small, medium, large sized banks (400 each)

SURVEY INSTRUMENT:**AUDIENCE AND OBJECTIVE:**

<i>S5-Cash Handler Demand/Awareness Phone Survey Instrument – Retail cash handlers of all sizes</i> <ul style="list-style-type: none"> • Baseline program awareness and awareness barriers and measure changes • Baseline coin availability (distribution) and distribution barriers and measure changes • Assess general program attitudes • Assess communications effectiveness (e.g., recall levels, barriers, efficacy) 	<ul style="list-style-type: none"> • Cash Handlers 1x/yr to baseline awareness/distribution & barriers
<i>S6-Panel Research for Ad Hoc Survey Instruments – General Population or Special Population Subgroups</i> <ul style="list-style-type: none"> • Assess knowledge of presidents • Assess coin collecting interest/likelihood to collect at retailer level • Other program areas tbd 	<ul style="list-style-type: none"> • As needed, specific questions about PDC's
<i>S7-Armored Carrier Awareness/Distribution Phone Survey Instrument –</i> <ul style="list-style-type: none"> • Baseline program awareness and awareness barriers and measure changes • Baseline coin availability (distribution) and distribution barriers • Assess general program attitudes and behaviors • Assess communications effectiveness (e.g., recall levels, barriers, efficacy) 	<ul style="list-style-type: none"> • Armored carriers 1x/yr to baseline awareness/distribution & barriers
<i>SR1/SR2/SR3 Secondary Research General Pop/Financial Institutions/Retail/Other</i> <ul style="list-style-type: none"> • Order secondary research as needed throughout the market research process • Competitive intelligence could also occur under this component 	<ul style="list-style-type: none"> • Various as needed

QUALITATIVE RESEARCH TECHNIQUE:**AUDIENCE AND OBJECTIVE:**

<i>F1-Launch Focus Groups – General Population</i> <ul style="list-style-type: none"> • Evaluate effectiveness of coin launch approach • Recommend program improvements 	<ul style="list-style-type: none"> • Optional – 4x/yr, to test launch materials/tactics
<i>F2-Teller/Manager Focus Groups-Financial Tellers & Branch Managers</i> <ul style="list-style-type: none"> • Validate coin flow model • Gain greater understanding of coin ordering/distribution process • Understand attitudes around coins/carrying coins • Assess decision-making processes • Understanding customer needs 	<ul style="list-style-type: none"> • National, Small, Med & Large, 1x to build questionnaire and test flow models • Tellers & Branch Managers separate
<i>F3- In-depth Interviews-As Needed</i> <ul style="list-style-type: none"> • Validate coin flow model • Assess decision-making processes • Gain greater understanding of coin ordering/distribution process 	<ul style="list-style-type: none"> • Optional - 1x to validate flow model or for other purposes

<i>F4-Retail Focus Groups-Cash Handlers & Managers (separate), 5 SIC groups</i> <ul style="list-style-type: none"> • Validate coin flow model • Understand coin ordering/distribution/decision-making process • Understand attitudes around coins/carrying coins • Understanding customer needs 	<ul style="list-style-type: none"> • National, 5 SIC groups, 1x to build questionnaire and test flow models • Cash Handlers & Managers/Owners separate
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Major SIC Groups:

Major Group 53: General Merchandise Stores

Major Group 54: Food Stores (Grocery Stores)

Major Group 55: Automotive Dealers and Gasoline Stations (Gas Station Convenience Stores)

Major Group 58: Eating and Drinking Places (Restaurants)

Major Group 59: Miscellaneous Retail (Drug Stores)



U.S. Mint

Presidential \$1 Coins

James Madison Awareness Study

December 2007

Prepared by:
THE GALLUP ORGANIZATION
Government Division
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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 fourth wave of measuring the public's awareness of the Presidential \$1 Coin Program. Four coins are to be launched each year. The U.S. Mint released the George Washington coin on Feb. 15, 2007, the John Adams coin on May 17, 2007, the Thomas Jefferson coin on Aug. 16, 2007, and the James Madison coin on Nov. 15, 2007. Gallup conducted its most recent awareness survey from November 19th-December 12th, 2007.

To complete this evaluation, Gallup used a revised phone-based survey instrument that included some questions asked in the previous four awareness surveys. The first wave was conducted in November 2006, the second in February 2007 (after the release of the Washington coin), the third in June 2007 (after the release of the Adams coin), and the fourth in September 2007 (after the release of the Jefferson coin).

1.2 Survey Methodology

Gallup conducted the national survey via its Gallup Panel methodology and used the revised survey instrument to provide a more detailed and accurate gauge of public awareness of the Presidential \$1 Coin Program.

1.3 Gallup Panel Methodology

1.3.1 Recruitment

Respondents' participation in the Gallup Panel begins after being contacted by phone during a random digit dial (RDD) frame of phone numbers. Respondents take a short RDD survey about presidential approval and other current event topics, and are asked if they would be interested in participating in additional surveys as a member of the Gallup Panel. If they agree, they are mailed a "Welcome Packet" that invites them and up to three additional members of their household, ages 13 and over, to become panelists. Each household member is asked to complete a short set of demographic questions about themselves. Upon receipt of this information, the household is officially enrolled in the panel. (If any key demographic items are missing, such as gender and date of birth, Gallup interviewers contact participants to secure this information.)

1.3.2 Obligation

The Gallup Panel requires no specific time commitment from its members. Rather, households and individuals are encouraged to remain members as long as they are willing to and interested in sharing their opinions. They agree to participate in an average of three surveys per month. Surveys are either administered by an interviewer (over the phone), or are self-administered (either by mail or Web, depending on the Internet accessibility of the respondent). There are no financial incentives for participating in the Gallup Panel, though several token thank-you gifts are sent throughout the year.

1.3.3 Retention

As with any longitudinal design, Gallup's panel is affected by attrition. There are several ways a panelist can leave the panel. They can call the 1-800 support number and request removal. They can request removal on any questionnaire. And, alternatively, those who fail to respond to six consecutive surveys are automatically removed. However, Gallup takes significant efforts to retain panelist for as long as possible. Members occasionally receive token thank-you gifts such as pens and notepads for their continued participation. And each quarter, members receive a copy of *Themes*, a magazine produced exclusively for Gallup panelists highlighting the impact of the opinions collected through the panel. Gallup takes special efforts to retain individuals who are in the greatest danger of attrition.

When a panelist fails to respond to three consecutive surveys, they receive a postcard encouraging them to participate the next time they receive a survey. If they still do not respond after two additional surveys, they receive a courtesy call asking if there are any problems and encouraging their participation. Finally, after six consecutive non-responses, they are dropped from the panel. Because of these efforts, attrition averages around 3% per month.

1.3.4 Size

Currently, the Gallup Panel consists of more than 45,000 households and more than 65,000 individual members. Gallup recruits members on an ongoing basis to replenish those demographic segments that are decreasing due to attrition.

1.3.5 Response Rates

The response rates for any individual survey conducted through the panel range from 50-70%, depending on the length of the field period. However, to calculate the AAPOR or CASRO response rate, one must take into account all of the phases of recruitment. The initial RDD recruit has a response rate of approximately 27%. Approximately 55% of those who agree to participate in the panel ultimately return their welcome packet and are officially enrolled in the panel. Thus, prior to conducting any individual study, the response rate is approximately 15%.

1.4 Weighting the Data

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

Gallup weighted the national sample to represent the United States adult population. A ranking 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 non-response and non-coverage to create unbiased, nationally representative estimates.

2.0 Questionnaire Design

The questionnaire was designed by Gallup to assess consumer awareness of the U.S. Mint's Presidential \$1 Coin Program. Previous waves of a similar survey were run in November of 2006, February of 2007, June 2007, and September 2007. Revisions to the survey occurred in various areas.

Public Awareness (eight questions, five original):

Deleted one previous awareness question:

1. What a type of coins and currency for everyday use by consumers has the United States government recently created or released, or will soon release?

Added four new questions:

1. From what you know, are \$1 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. For each of the following, how effective was this information at making you want to get the coin? List of 10 items here

General Attitude Toward Coin Program (three original questions)

Possession (three questions)

Added three questions:

1. Have you, in the past 30 days, had a Presidential one-dollar coin in your possession?
2. When you got it, did you recognize it was a dollar coin immediately or did you think it was something else?
3. Did you happen to notice which President was featured on the coin

Availability (five questions)

Added five new questions:

1. These days, would you say that Presidential 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 Presidential one-dollar coin at this location (six locations listed
3. From what you know, are Presidential \$1 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 Presidential \$1 Coins only some vending machines or none of them?
5. Roughly what percentage of vending machines do you think accept Presidential \$1 Coins?

Use and Utility (six questions, five original)

Added one new question: Once you had the coin, would you be more likely to save or spend it?

Learn about Program (1 question)

Added one new question: If you wanted to learn more about the program, where would you be most likely to go for that information?

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

3.0 Key Findings

- Two in ten (22%) of those aware that there are \$1 coins in circulation are able to identify unaided that there are images of presidents (either specifying one of the four Presidents or saying a generic “President”) on the \$1 coin (17% of U.S. population).
- When combining unaided and aided awareness of the Presidential \$1 Coin, about four in ten (43%) respondents; 33% of the U.S. population know about the coin.
- The latest revised measure of public awareness of the new Presidential \$1 Coin is significantly lower (42%) than previously recorded awareness results (62%) but is more in line with combined aided and unaided awareness numbers.
- Of the 42% who have read, seen, or heard about the new \$1 coin, about one in three respondents were able to recall that the \$1 coin features a president (11% of the US Population).
- One-half (21% of the total U.S. population) of unique respondents who said they remembered hearing, reading, or seeing something about the coins were able to correctly state a distinctive characteristic of the \$1 coin.
- The U.S. public continues to see, hear, and read about the Presidential \$1 Coin Program through print and television media, but few increases in media awareness have occurred since June 2007.
- After hearing a description of the Presidential \$1 Coin Program, 37% of respondents stated they would be “very likely” to use the coin for purchases if they received them as change, and 31% reported they would be “very likely” to collect the Presidential \$1 Coin.
- About 4 in 10 people (42%) believe the Presidential \$1 Coin Program is either a very good or good idea — a slight decrease from September 2007 (49% to 42%).
- The most recent survey finds a significant decrease in the percentage of respondents who were unable to provide a positive aspect of the Presidential \$1 Coin (decrease from 78% in September 2007 to 17% in November 2007). In other words, while the vast majority of respondents (78%) said they could think of no positive aspects, in this survey only 17% said the same.
- In the past 30 days, 15% of the U.S. population claim to have had a Presidential \$1 Coin in their possession. Also, the Presidential \$1 Coin is immediately recognizable by those who have the coin in their possession.
- Most Americans (92%) stated that Presidential \$1 Coins are not readily available.

- Of the majority of respondents who think the Presidential \$1 Coin is not readily available, most think they can easily get the coin from a bank (94%) or at their local post office (62%).
- Four in ten respondents (44%) reported that only some vending machines accept the Presidential \$1 Coin. When asked to specify what percentage of vending machines accepts the coin, about half believed 10% or fewer vending machines accept the coins.
- The percentage of people saying they would accept Presidential \$1 Coins as change instead of asking for dollar bills increased significantly in November 2007 compared to September 2007 (84% to 78%, respectively). This represents the highest level of acceptance reported since the study began in November 2006.
- Of the 86% of respondents who stated they would accept or very likely accept the Presidential \$1 Coin as change, three in five (58%) indicated that they were more likely to save the coins, while two in five (42%) indicated that they were more likely to spend them.
- Significant differences were noted between September 2007 (57%) and November 2007 (50%) among the percentages of people who said they would be likely to use Presidential \$1 Coins to make their cash transactions.
- A majority of respondents say they would likely learn more about the Presidential \$1 Coin Program and where they can obtain the coins via the Internet in general, the U.S. Mint's Web site, or their bank.

4.0 Revisiting Awareness

In an attempt to capture and identify true awareness of the Presidential \$1 Coin, Gallup revised the US Mint awareness survey. The survey was redesigned to better assess “true awareness” of the Presidential \$1 Coin. The process involved redefining awareness with three new awareness questions as well as including the previous awareness question from prior survey administrations.

The survey began by asking respondents if they knew if the US Mint was currently circulating \$1 coins. Seventy seven percent of respondents said that yes, the US Mint was currently circulating \$1 coins. Those who knew that the coins were in circulation were then asked if they could describe any images featured on the \$1 coins.

Unaided mentions of the four presidents featured on Presidential \$1 Coins are as follows:

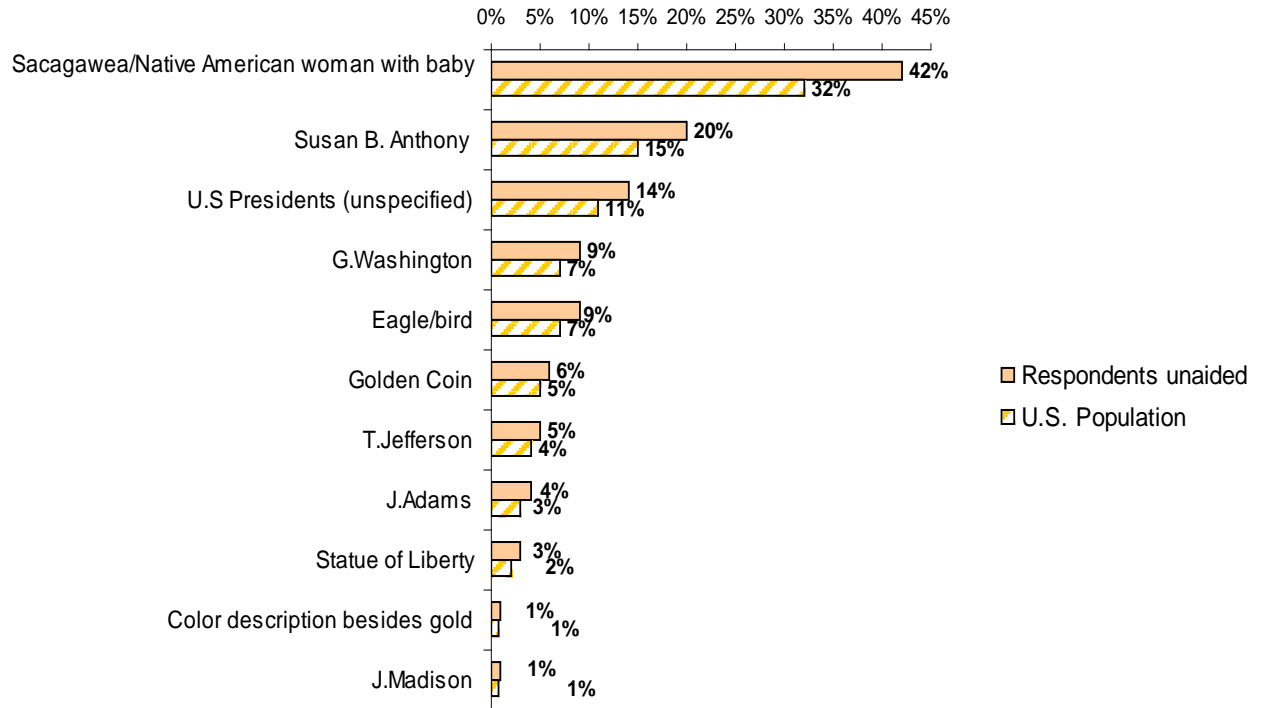
- George Washington 9% (7% of U.S population);
- Thomas Jefferson 5% (4% of U.S population);
- John Adams 3% (2% of U.S population); and
- James Madison 1% (1% of U.S population)

In total, 11% (8% of U.S population) of respondents who indicated there are \$1 coins currently in circulation were able to make an unaided mention of at least one of the four Presidents currently featured on the Presidential \$1 Coins. Moreover 14% (11% of U.S population) of respondents were able to make an unaided reference to “U.S. presidents” without naming any specific president. When combining unique specific mentions of presidents with non-specific mentions of presidents, 22% of respondents (17% of total U.S population) who indicated there are \$1 coins currently in circulation were able to mention a president.

The question also revealed that the general public was well aware of the Sacagawea \$1 Coin with 42% of respondents (32% of the US Population) giving some form of unaided response for that coin. An additional 20% of respondents (15% of the US Population) regarded Susan B. Anthony.

FINDING: Two in ten (22%) of those aware that there are \$1 coins in circulation are able to identify unaided that there are images of presidents on the \$1 coin. (17% of U.S. population).

Chart 1: *Can you describe what image or images are featured on \$1 coins? (unaided awareness) (NEW QUESTION)*

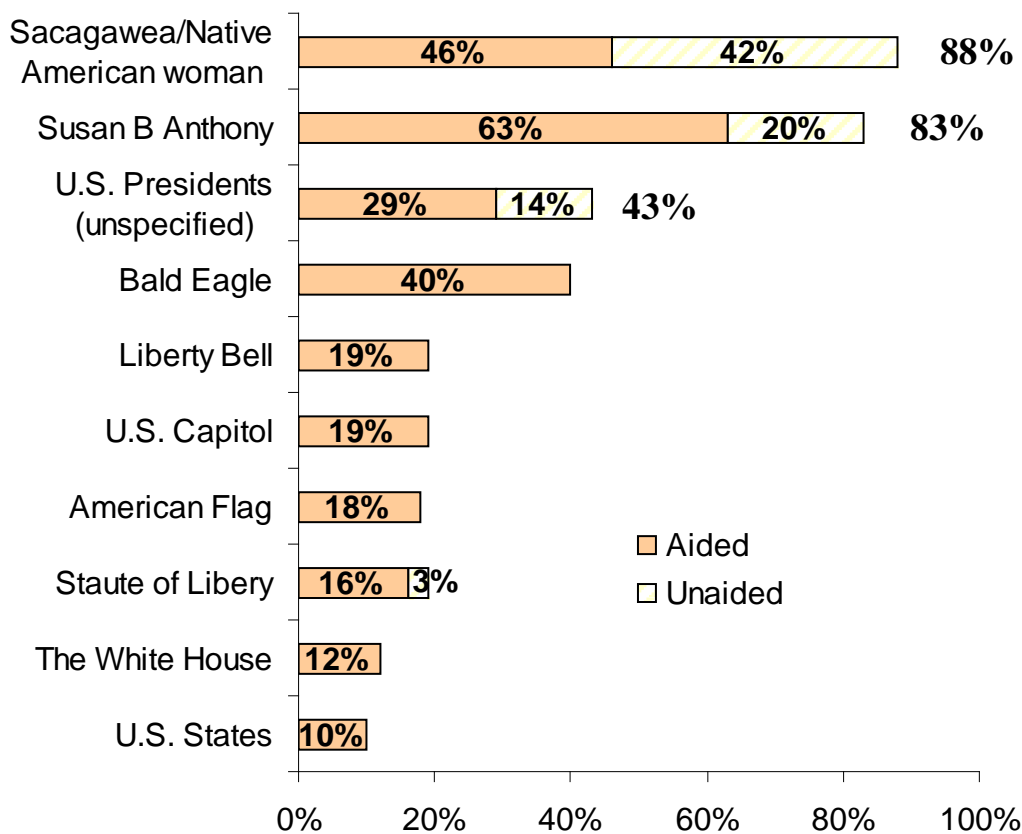


Following the unaided awareness question, an aided awareness question was posed to those who did not mention either a specific or an unspecified president in the unaided question (the remaining 78% of those who knew that \$1 coins were in circulation).

FINDING: When combining unaided and aided awareness of the Presidential \$1 Coin, about four in ten (43%) respondents; 33% of the U.S. population know about the coin.

When prompted as to whether or not each of the following was on the \$1 coins, respondents became “more aware” of Sacagawea, Susan B Anthony, and the Presidents. Almost one-half of those prompted (42%) (32% of U.S population) said they “knew” that the image of Sacagawea/Native American was on the coin. Twenty percent said they knew about Susan B Anthony and an additional 14% (11% of U.S population) of those who initially did not know about the presidents, when prompted, said they actually did know about them.

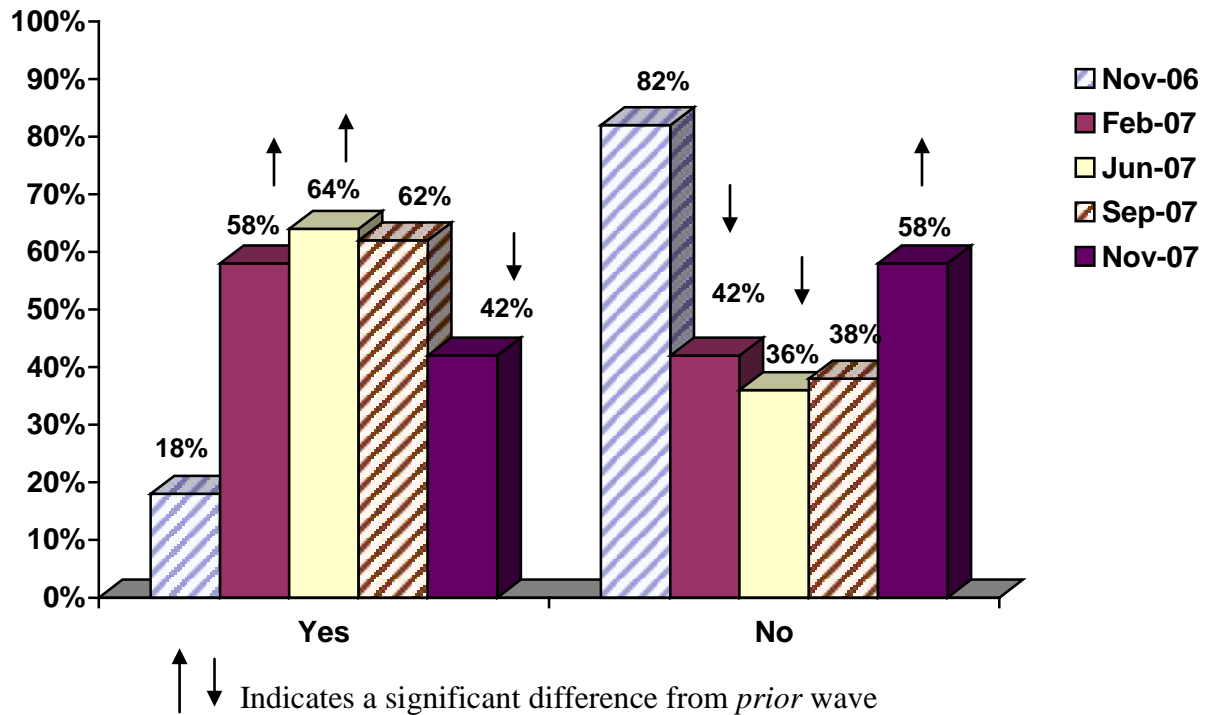
Chart 2: *Please tell me, from what you know, whether each of the following images is on \$1 coins (NEW QUESTION)*



At this point, all respondents were brought together (regardless of what they said at any prior point in the survey) and asked the original awareness question. Even though 77% of respondents indicate there are currently \$1 coins in circulation by the U.S. Mint, only 42% indicate they have seen, read, or heard anything about the U.S. Mint creating and releasing a new \$1 coin. Furthermore, knowledge of the existence of \$1 coins in circulation has no correlation with unaided awareness of “presidents” being on \$1 coins: there is also no correlation between indicating that there are \$1 coins in circulation and having seen, read, or heard anything about a new \$1 coin.

FINDING: The latest revised measure of public awareness of the new Presidential \$1 Coin is significantly lower (42%) than previously recorded awareness results (62%) but is more in line with combined aided and unaided awareness numbers.

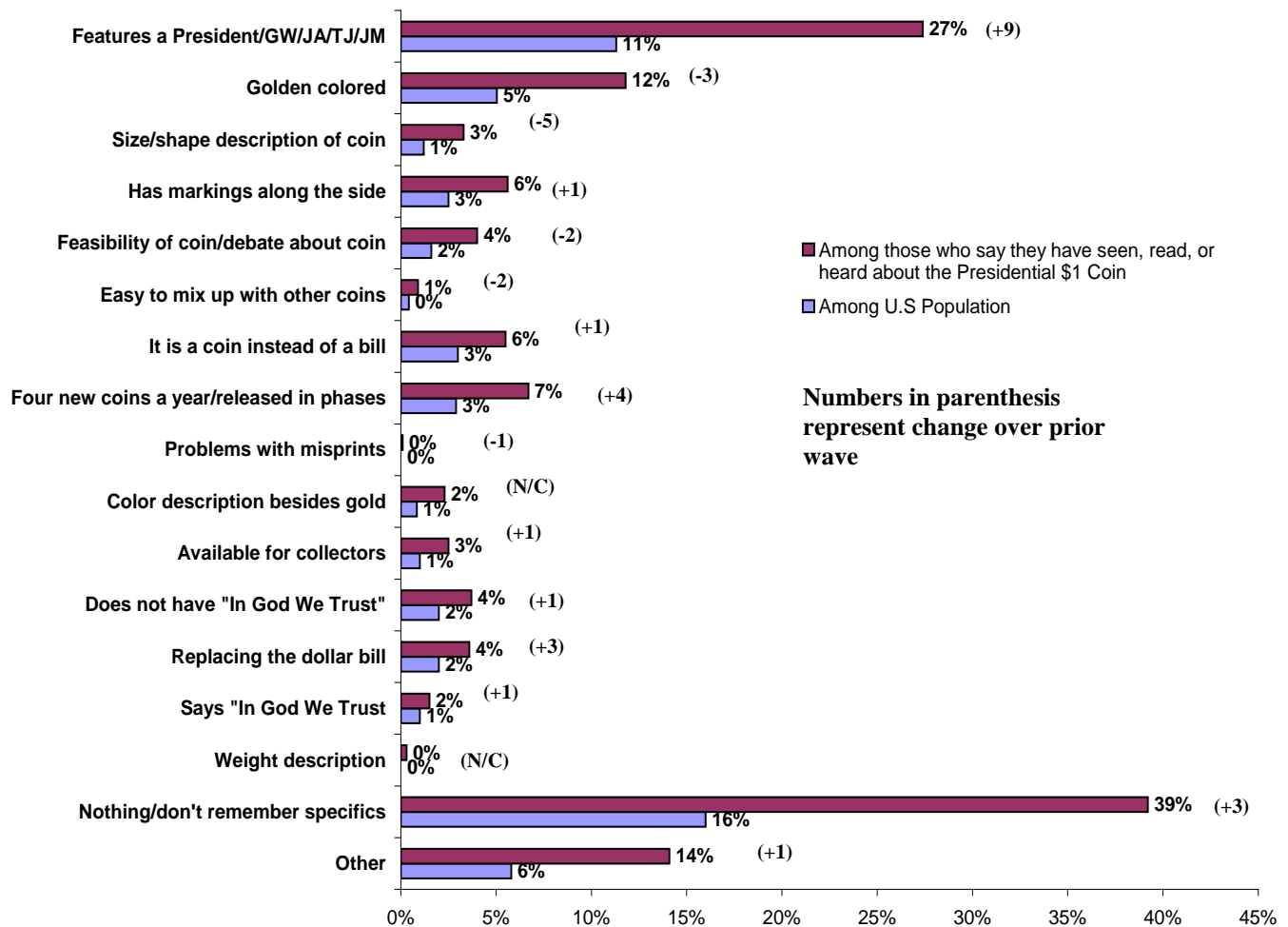
Chart 3: *Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new \$1 coin? (OLD QUESTION)*



FINDING: Having read, seen, or heard about the new \$1 coin, about one in three respondents were able to recall that the \$1 coin features a president.

Among those who said they had seen, heard, or read about the new \$1 coin, Gallup asked respondents if they recall anything about it. Few respondents were able to give specifics (39% stated “nothing” or “don’t remember the specifics”). The following charts show what the U.S. population overall was able to remember seeing, hearing, or reading about the coins compared to those who said initially they knew something about the coins. Even though 42% of the population said they knew something about the coin, only two-thirds 61% of that group was able to say what they remembered. The list of what they remembered varied from specifics about the coins to general comments about the Presidential \$1 Coin Program.

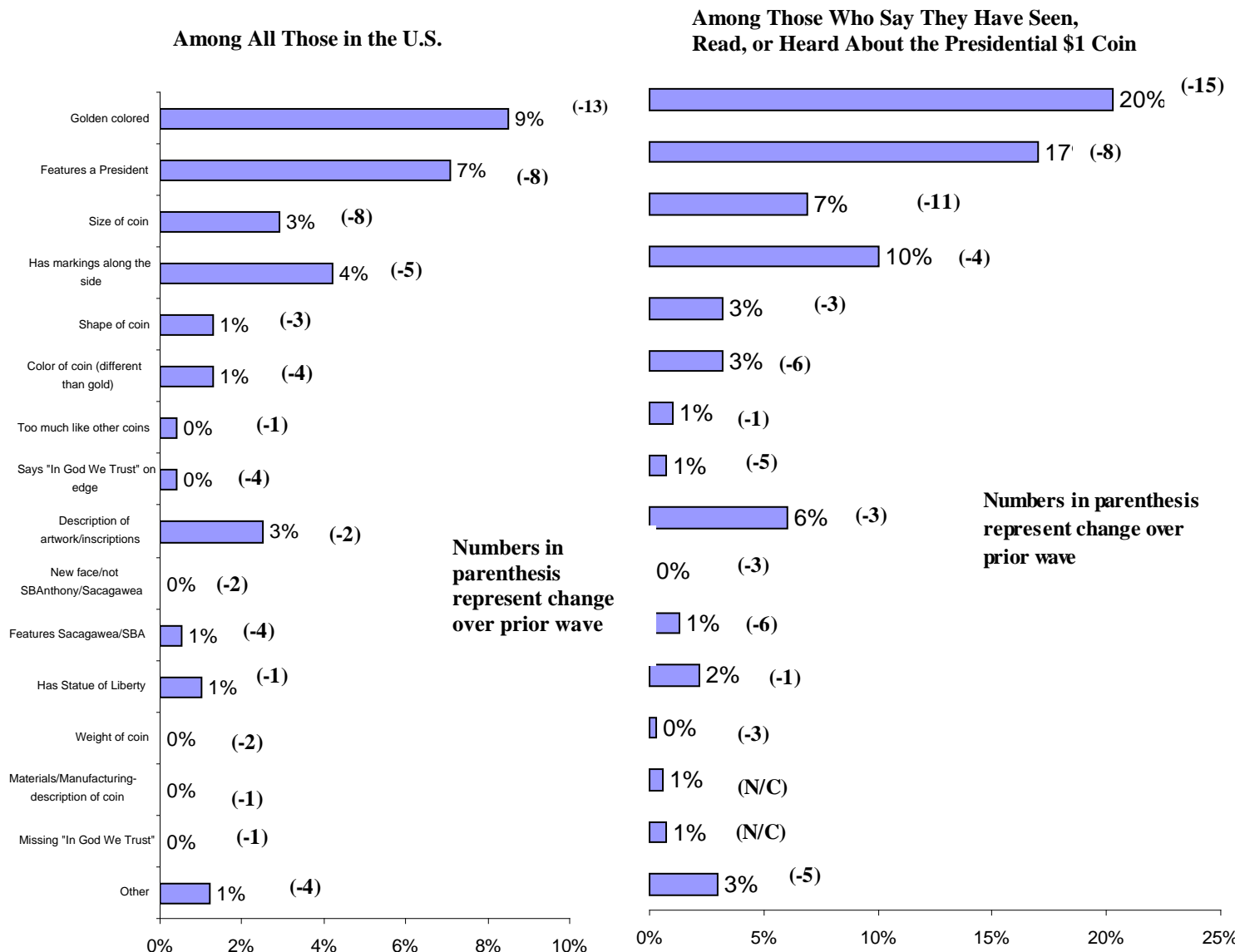
Chart 4: *Please tell me anything you remember seeing, hearing, or reading about the new \$1 coin. (OLD QUESTION)*



FINDING: One-half (21% of the total U.S. population) of unique respondents who said they remembered hearing, reading, or seeing something about the coins were able to correctly state a distinctive characteristic of the \$1 coin.

For those who said they remembered hearing, reading, or seeing something about the Presidential \$1 Coins, respondents were asked what distinctive feature they could name. Overall, 50% of unique respondents were able to give at least one correct response. Of those correct responders, a majority (20%) distinctly identified the golden color. Seventeen percent identified the feature of a president, 10% said the coin has markings along the side, 2% said it has the Statue of Liberty on it, and 1% said it has “In God We Trust” on the edge. Below is the complete list of what people named as distinctive features of the coin.

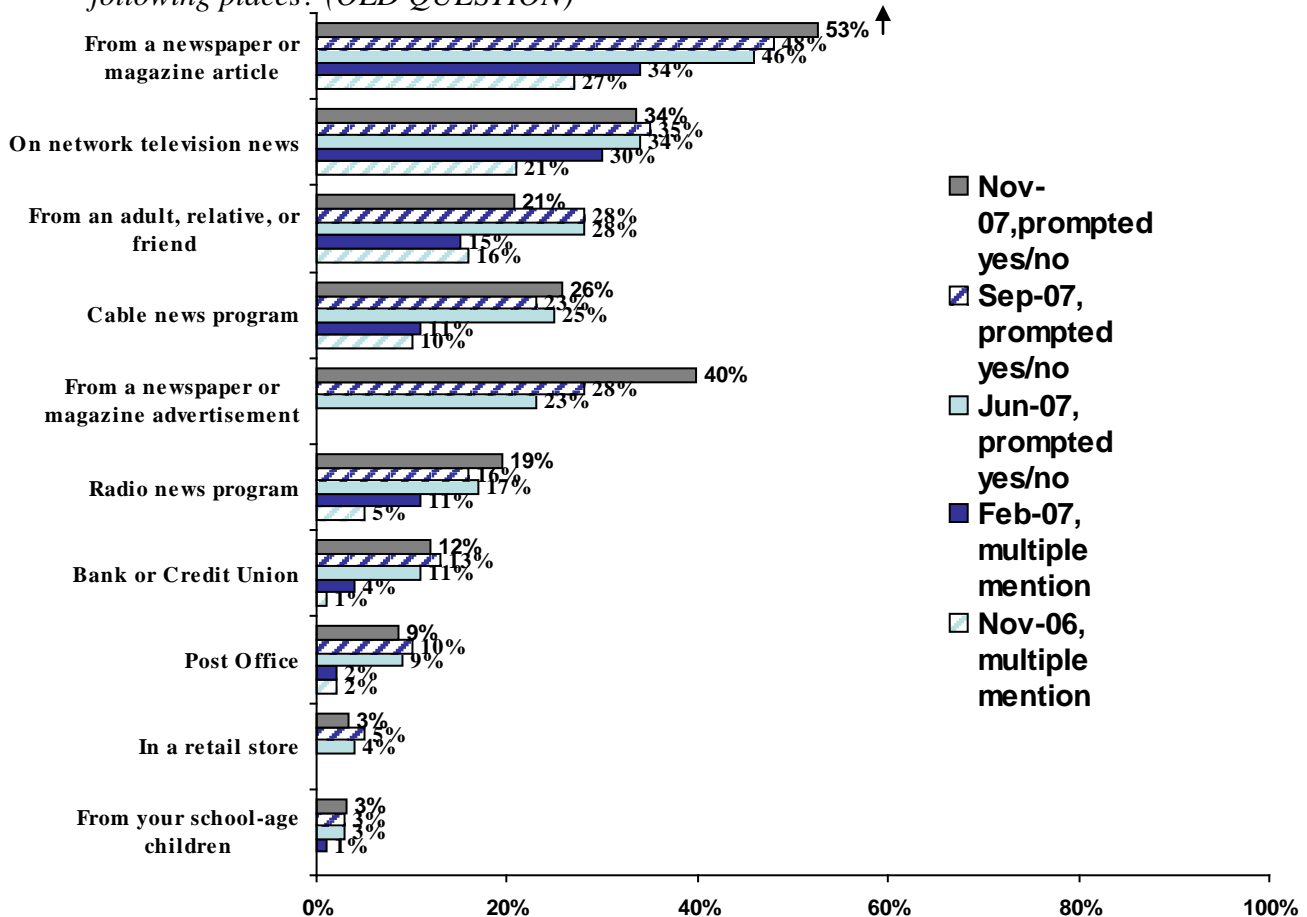
Chart 5: What do you remember as the distinct characteristics of the new \$1 coin? (OLD QUESTION)



FINDING: The U.S. public continues to see, hear, and read about the Presidential \$1 Coin Program through print and television media, but few increases in media awareness have occurred since June 2007.

The November 2007 results confirm those from September 2007: people continue to get information about the Presidential \$1 Coin through print and television media. Notably, there was a significant increase in the information obtained from newspaper and magazine advertisements. However, this could be a result of the change in the survey question to include both newspaper circulars and magazine advertisements. Overall, few significant differences were observed when comparing September and November results regarding numerous information resources.

Chart 6: *Do you recall seeing, hearing, or reading about the new \$1 coin in any of the following places? (OLD QUESTION)*



↑ Indicates a significant difference from *prior* wave

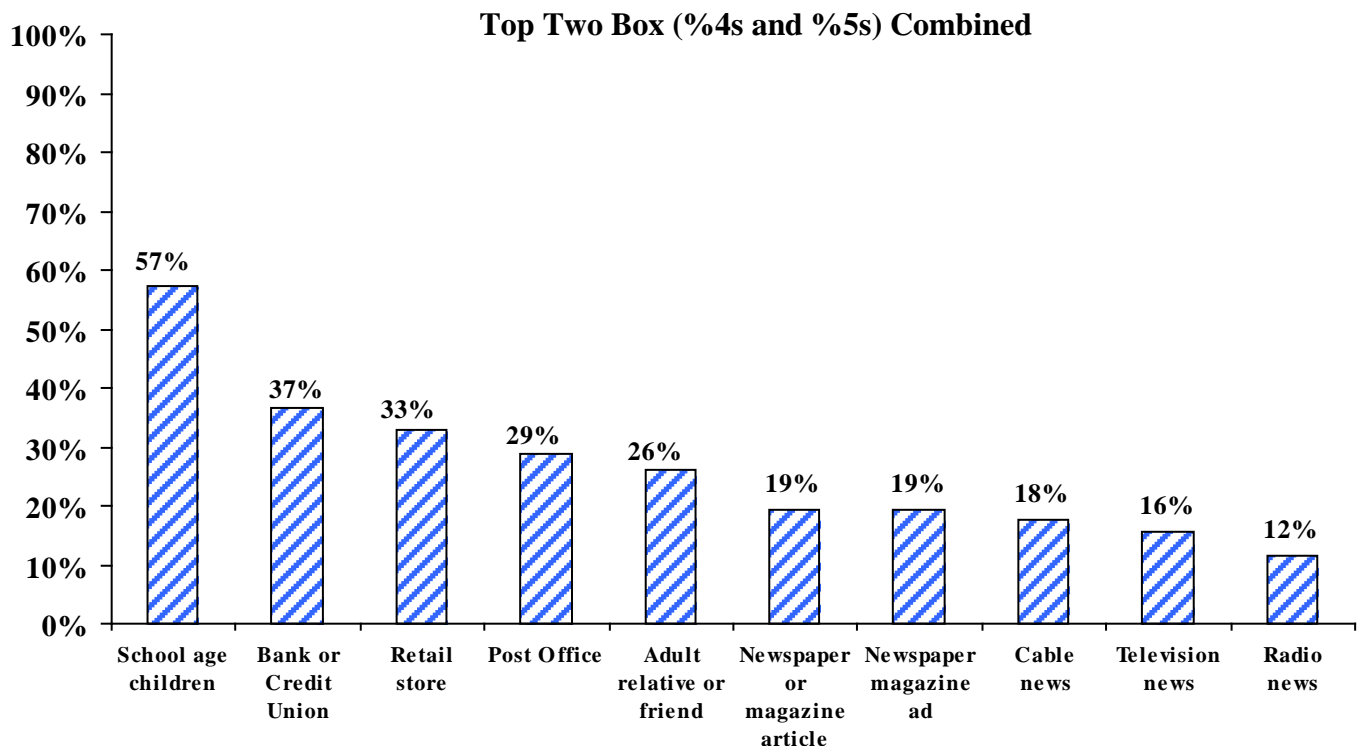
NOTE: Percentages may add to more than 100% due to multiple responses

FINDING: When asked how effective the information received is in convincing them to get the Presidential \$1 Coin, respondents who obtained the information from school-aged children and banks/credit unions were most likely to say the information was very or somewhat effective.

Of those respondents who responded that they have recalled seeing, hearing, or reading about the new dollar coins, those who got the information from school-aged children were most likely to say the information they received was effective at making them want to get the coin (57% saying very or somewhat effective).

The chart below depicts the distribution of respondents' ratings across the different information sources. Of the respondents who received the information from a bank/credit union, 37% gave a favorable effectiveness rating. In addition, the following percentages of respondents gave favorable effectiveness ratings to the corresponding information sources: 33% of those who obtained information from a retail store; 29% of those who obtained information from the post office; 26% of those who obtained information from an adult relative or friend; 19% of those who obtained information from both newspaper or magazine articles and advertisements; 18% of those who obtained information from cable news; 16% of those who obtained information from television news; and 12% of those who obtained information from radio news.

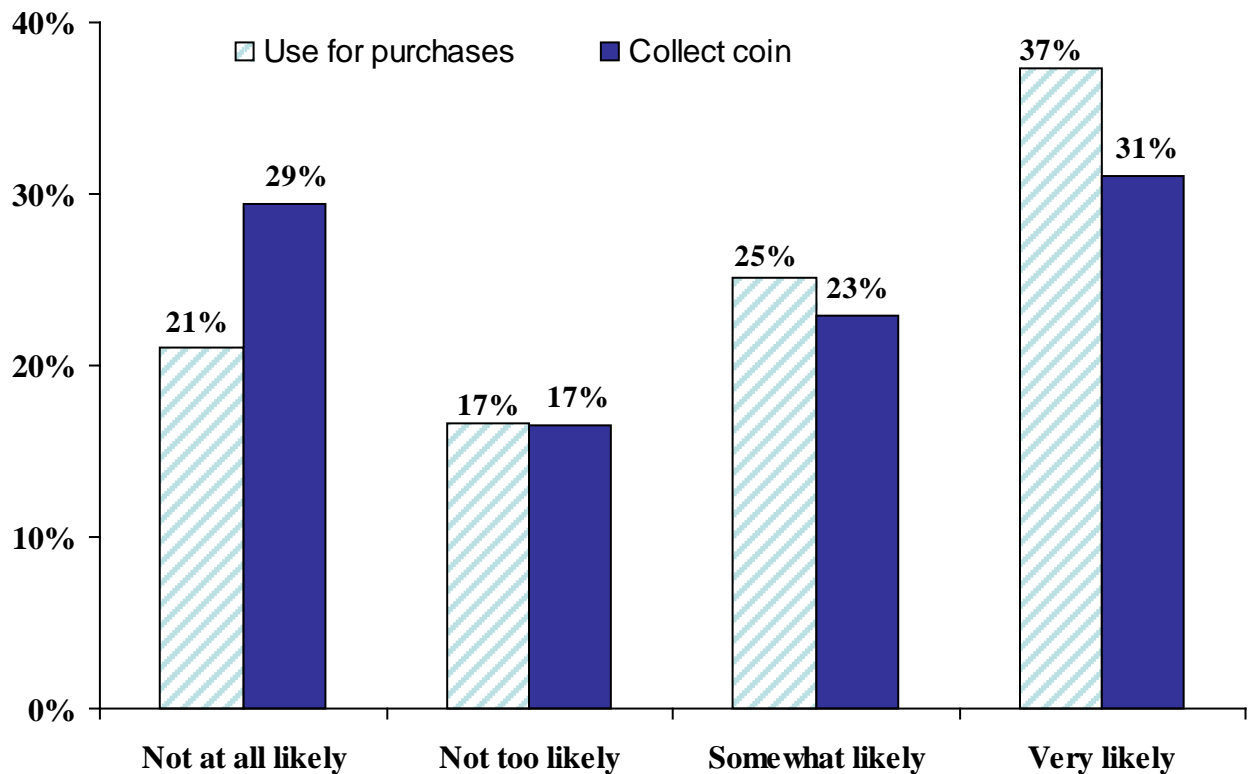
Chart 7: *For each of the following, how effective was this information at making you want to get the coin? (NEW QUESTION)*



FINDING: After hearing a description of the Presidential \$1 Coin Program, 37% of respondents stated they would be “very likely” to use the coin for purchases if they received them as change, and 31% reported they would be “very likely” to collect the Presidential \$1 Coin.

After being read a detailed description of the new \$1 coin program, 62% of the population said they would be at least somewhat likely to use the coin for purchases. In addition, 54% of the population said they would be at least somewhat likely to collect the coins.

Chart 8: *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 \$1 Coin as change? (NEW QUESTION)*

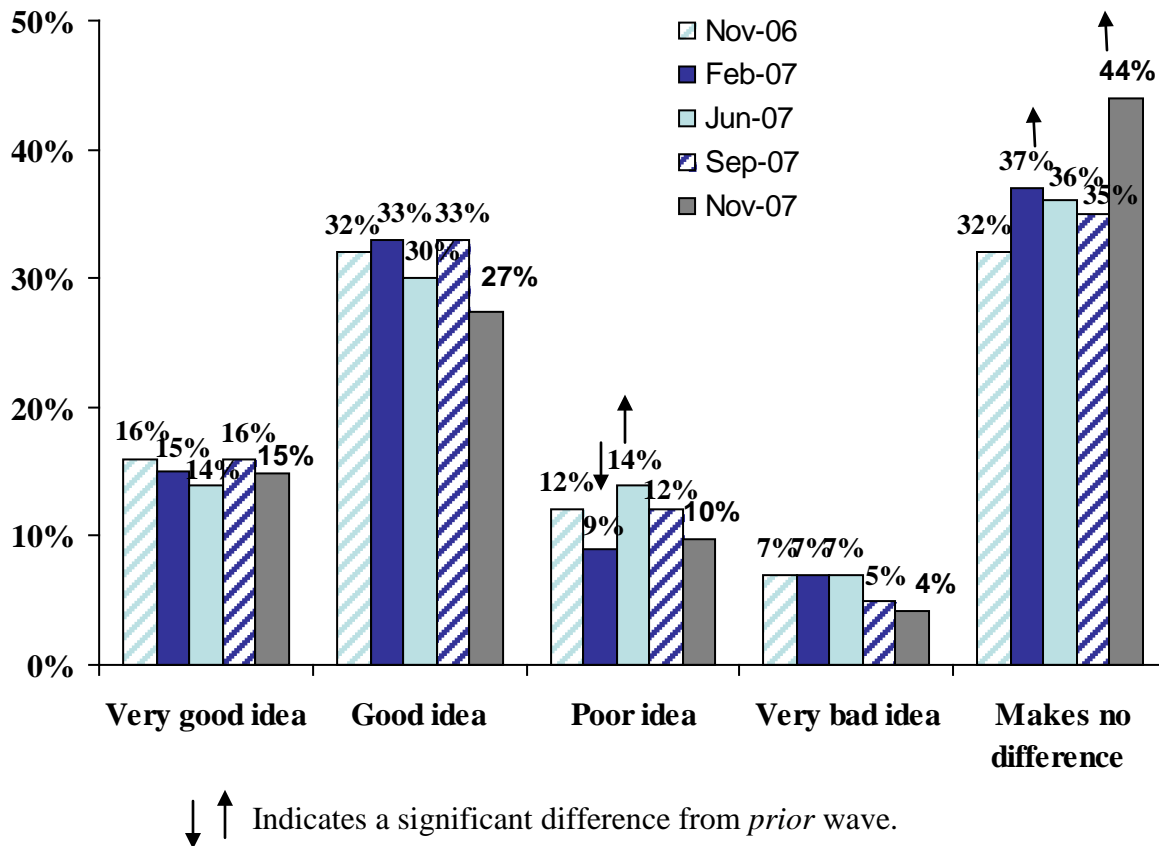


FINDING: About 4 in 10 people (42%) believe the Presidential \$1 Coin Program is either a very good or good idea — a slight decrease from September 2007 (49% to 42%).

Overall, 15% of the public said the Presidential \$1 Coin Program was a “very good” idea, with another 27% saying it was a “good” idea.

The percentage of respondents saying the Presidential \$1 Coin Program was a “poor” idea or a “very bad” idea decreased, from a combined 17% in September to 14% in November. The percentage of people saying the program makes no difference to them increased significantly, from 35% in September to 44% in November.

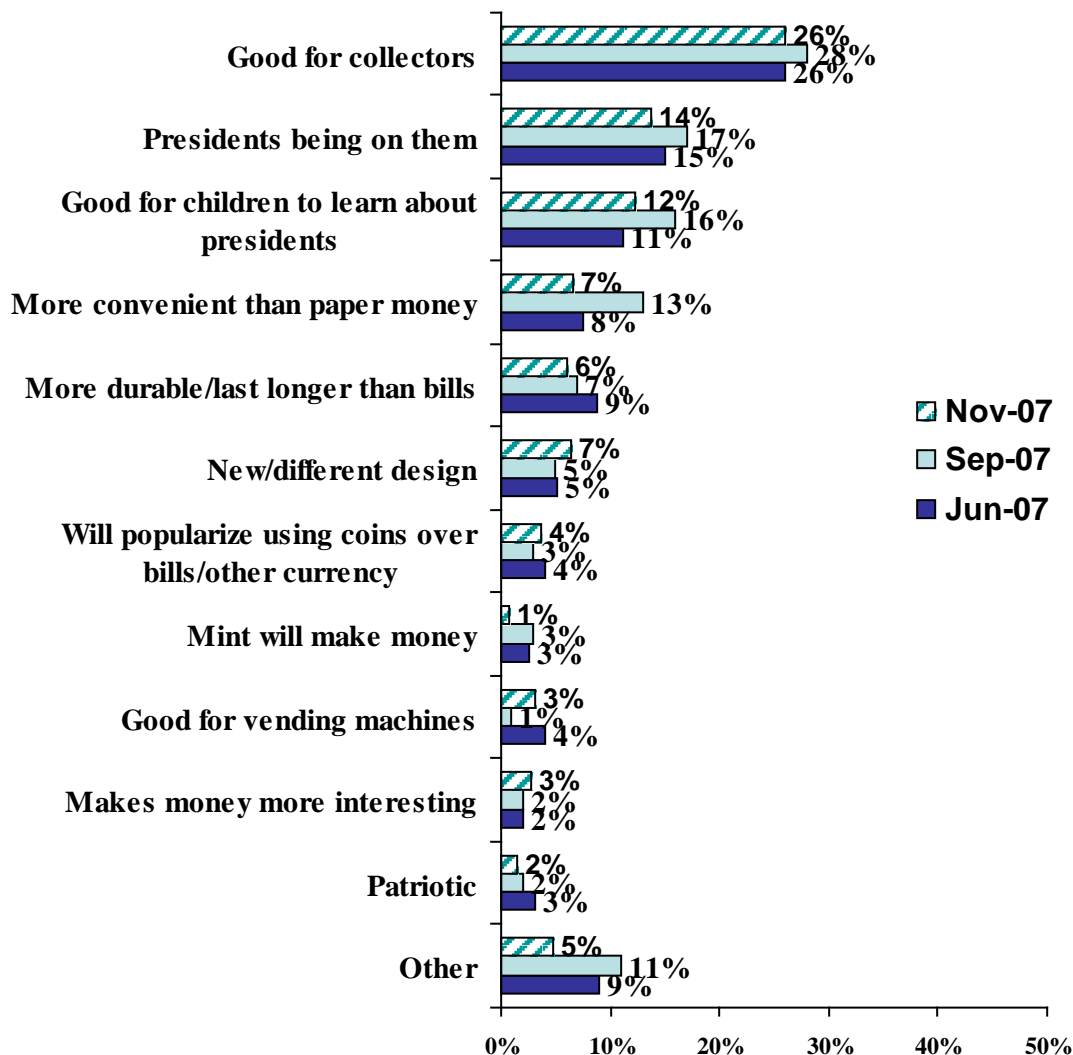
Chart 9: What do you think about the idea of having a series of Presidential \$1 Coins?
Do you think it is a ... (OLD QUESTION)



FINDING: The most recent survey finds a significant decrease in the percentage of respondents who were unable to provide a positive aspect of the Presidential \$1 Coin (decrease from 78% in September 2007 to 17% in November 2007). In other words, while the vast majority of respondents (78%) said they could think of no positive aspects, in this survey, only 17% said the same.

Just 17% of respondents say there are no positive aspects to having a Presidential \$1 Coin program, which is significantly smaller than the 78% found in September 2007. The public believes that the most positive aspects of the coins are that they are good for collectors, they feature the presidents, and they are a good way for children to learn about the presidents.

Chart 10: *Regardless of how you feel about the Presidential \$1 Coin series, what do you think is the most POSITIVE aspect of the coin? (OLD QUESTION)*

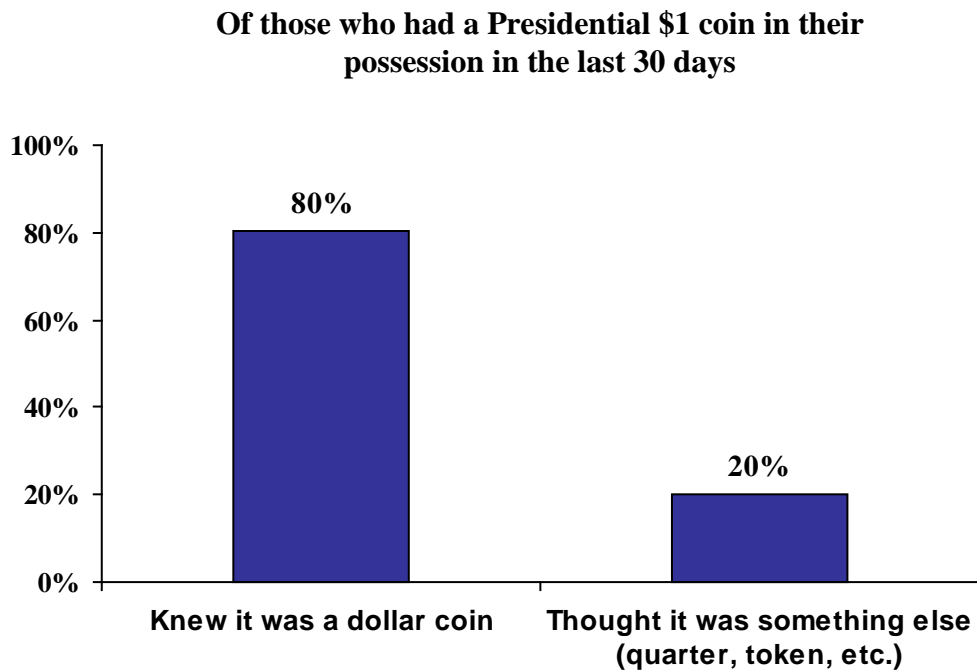


NOTE: Percentages may add to more than 100% due to multiple responses. Those who said “nothing” are not included (17%).

FINDING: In the past 30 days, 15% of the U.S. population claim to have had a Presidential \$1 Coin in their possession. Also, the Presidential \$1 Coin is immediately recognizable by those who have had the coin in their possession.

Fifteen percent of the U.S. population indicates that they had a Presidential \$1 Coin in their possession sometime in the past 30 days. Of those who said they had such a coin in their possession during that time, 80% were able to immediately recognize it as a \$1 coin. Only 20% of the possessors thought the coin was something else (i.e., quarter, token, etc.).

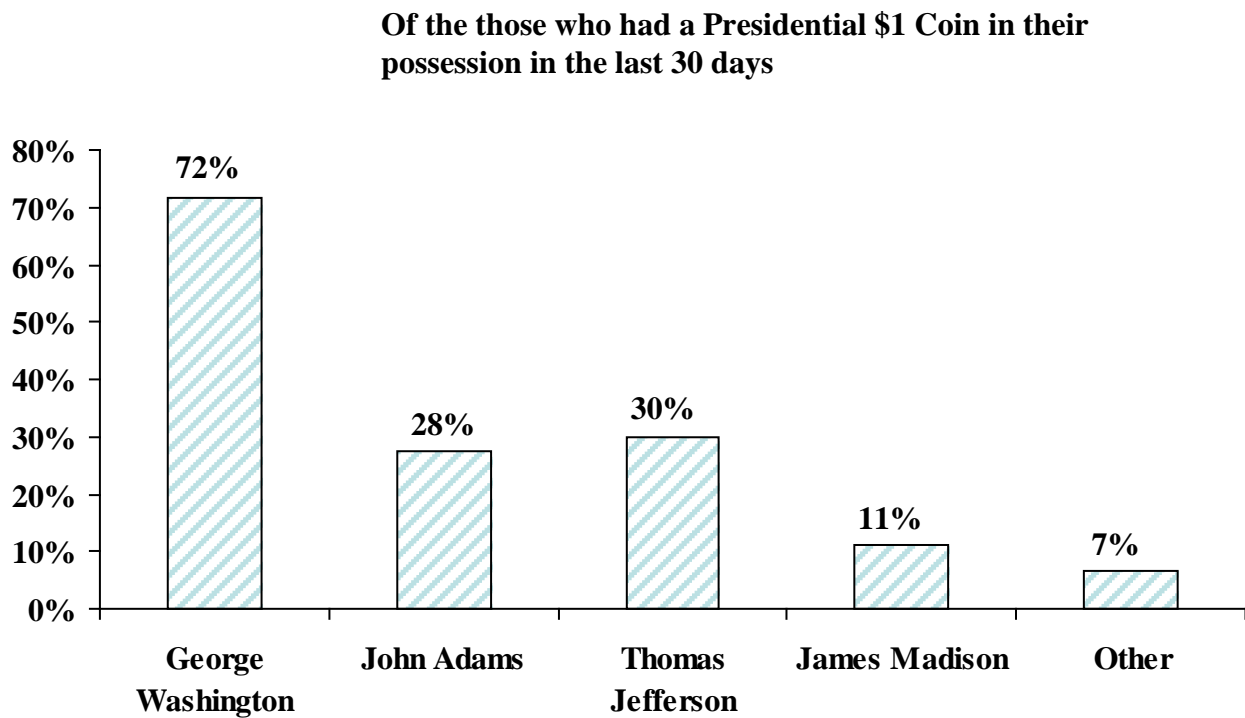
Chart 11: *When you got it, did you recognize it was a dollar coin immediately or did you think it was something else? (NEW QUESTION)*



FINDING: Seventy-two percent (11% of the U.S. population) of Presidential \$1 Coin possessors noticed that George Washington's image was on the coin.

Of those who had a Presidential \$1 Coin in their possession in the past 30 days and who noticed who was featured on the coin, 72% (11% of the U.S. population) identified George Washington as a featured president. In addition, 28% (4% of the total U.S. population) identified John Adams, 30% (5% of the total U.S. population) identified Thomas Jefferson, and 11% (2 % of the total U.S. population) identified James Madison as featured presidents.

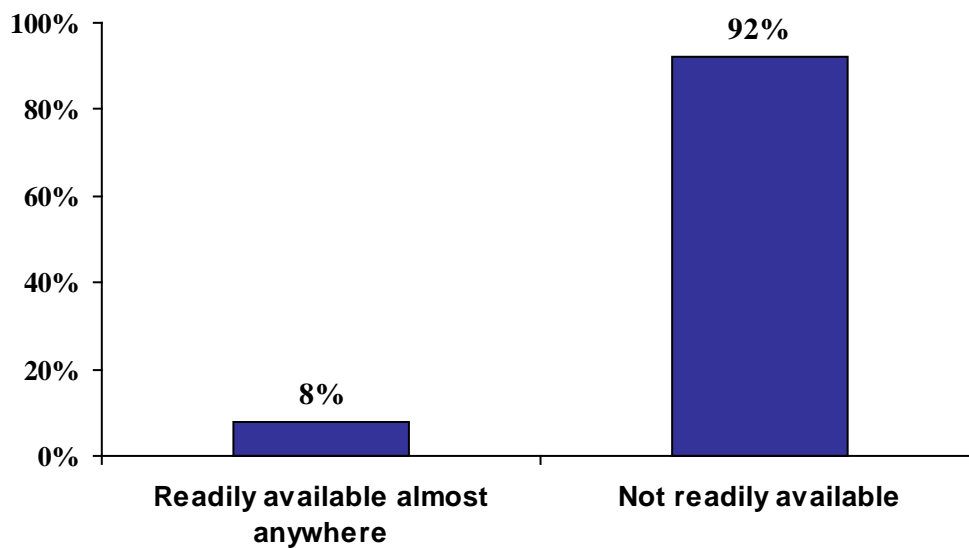
Chart 12: *Did you happen to notice which President was featured on the coin? (NEW QUESTION)*



FINDING: Most Americans (92%) stated that Presidential \$1 Coins are not readily available.

When asked about the availability of Presidential \$1 Coins, most respondents (92%) stated that the coins were not readily available. Only 8% reported that the coins were readily available.

Chart 13: *These days, would you say that Presidential \$1 Coins are...? (NEW QUESTION)*

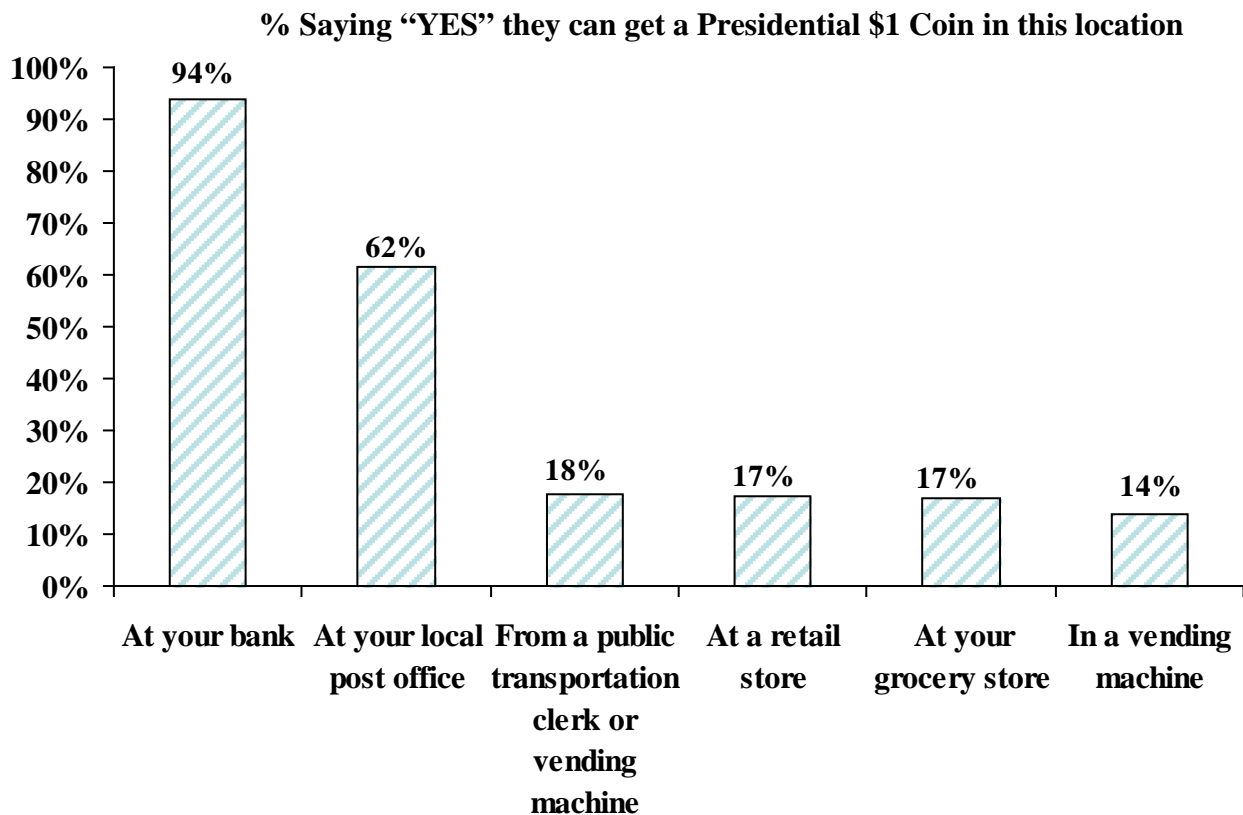


FINDING: Of the majority of respondents who think the Presidential \$1 Coin is not readily available, most think they can easily get the coin from a bank (94%) or at their local post office (62%).

Of the majority of respondents who think the Presidential \$1 Coin is not readily available, most think they can easily get the coin from a bank (94%) or at their local post office (62%).

Additionally, 17% of those respondents who stated that the Presidential \$1 Coin was not readily available think they can easily get a coin at a retail store or at a grocery store. Also, 14% think they can easily get a Presidential \$1 Coin “in a vending machine,” while 18% think they can get a coin from a public transportation clerk or vending machine.

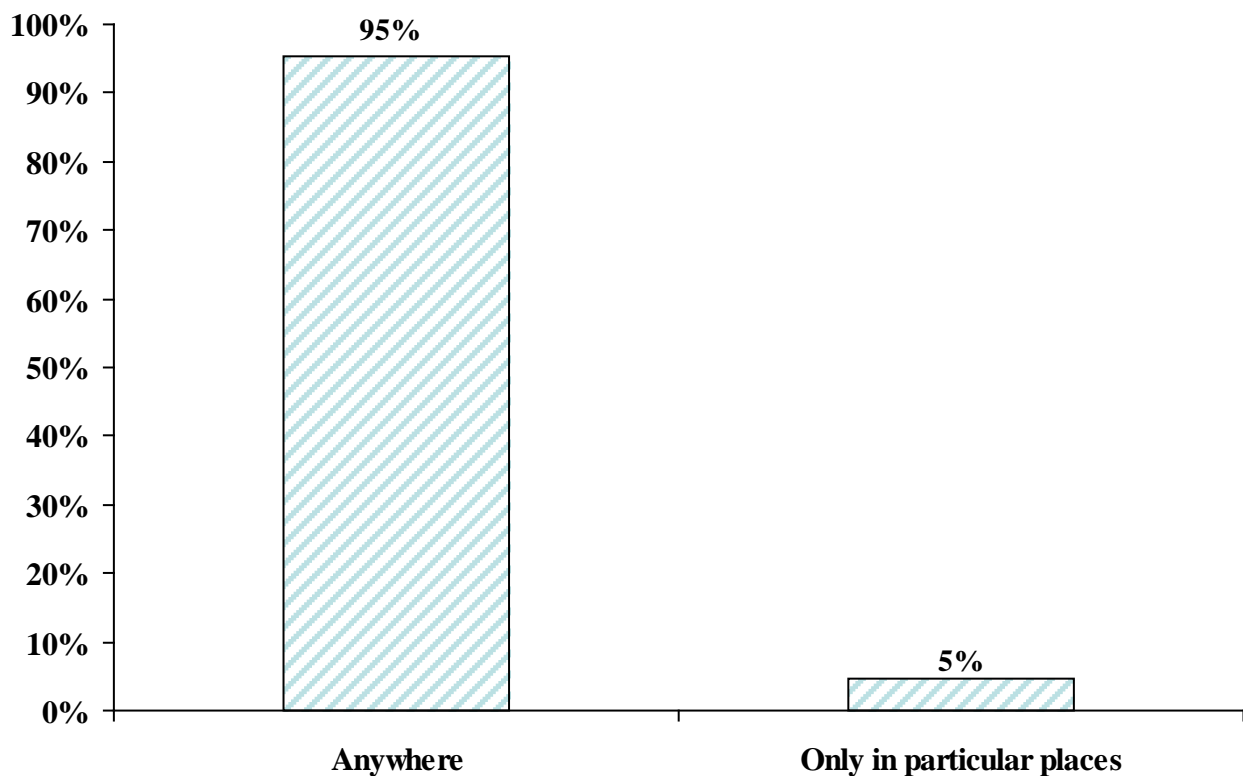
Chart 14: *For each of the following, please tell me whether or not you think you can easily get a Presidential \$1 Coin at this location. How about...? (NEW QUESTION)*



FINDING: Almost all Americans (95%) say that as far as they know, the Presidential \$1 Coins are accepted by all retailers and businesses.

When asked if they know where the Presidential \$1 Coin is accepted, 95% of respondents reported that the coin is accepted anywhere, while only 5% said the coin is only accepted in particular places.

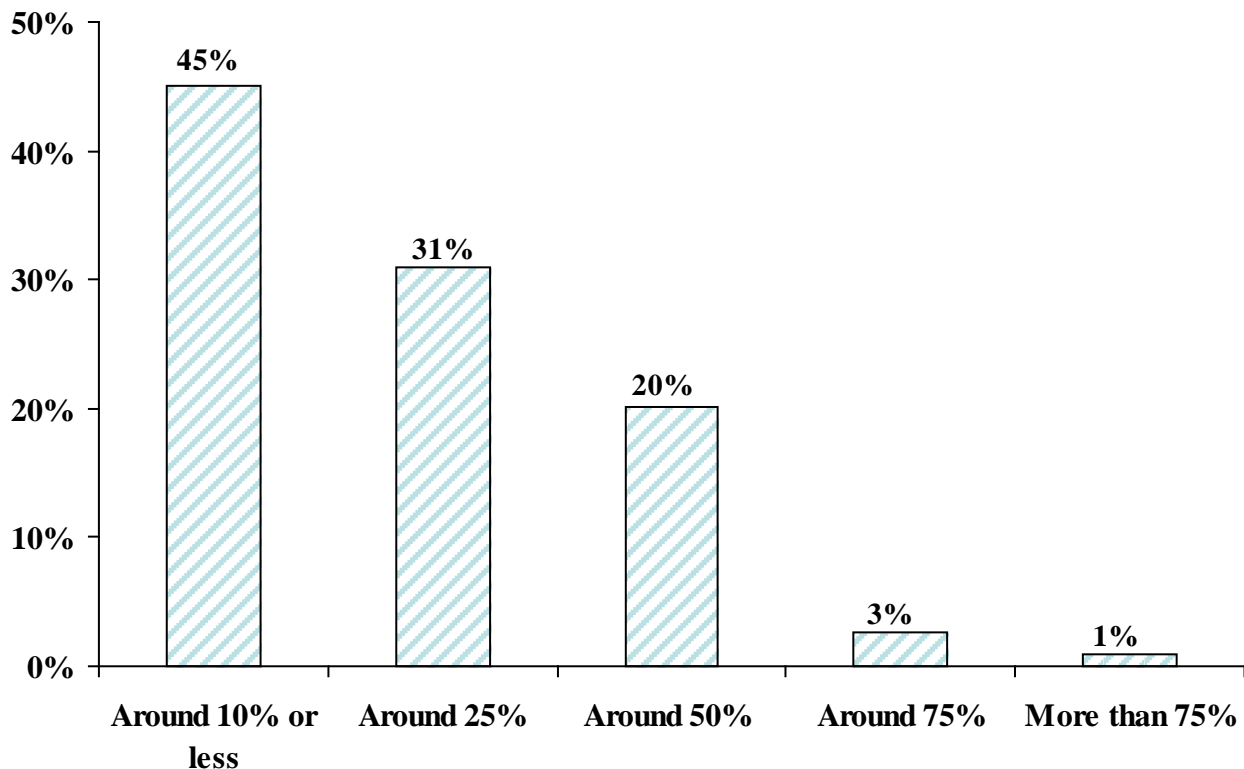
Chart 15: *From what you know, are Presidential \$1 Coins accepted by all retailers and businesses, or can they only be used in particular places? (NEW QUESTION)*



FINDING: Four in ten respondents (44%) reported that only some vending machines accept the Presidential \$1 Coin. When asked to specify what percentage of vending machines accept the coin, about half believed 10% or fewer vending machines accept the coins.

When asked if vending machines accept the Presidential \$1 Coins, 44% of respondents reported that only some machines accept the coins, 39% said none of the machines accept the coins with an additional 13% saying they don't know. And 4% said all vending machines accept the coins. Of those who reported that only some machines accept the coins (44%), 45% reported that around 10% or less of vending machines accept the coins; 31% reported that around 25% of vending machines accept the coins; 20% reported that around 50% of vending machines accept the coins; 3% reported that around 75% of vending machines accept the coins; and 1% reported that more than 75% of vending machines accept the coins.

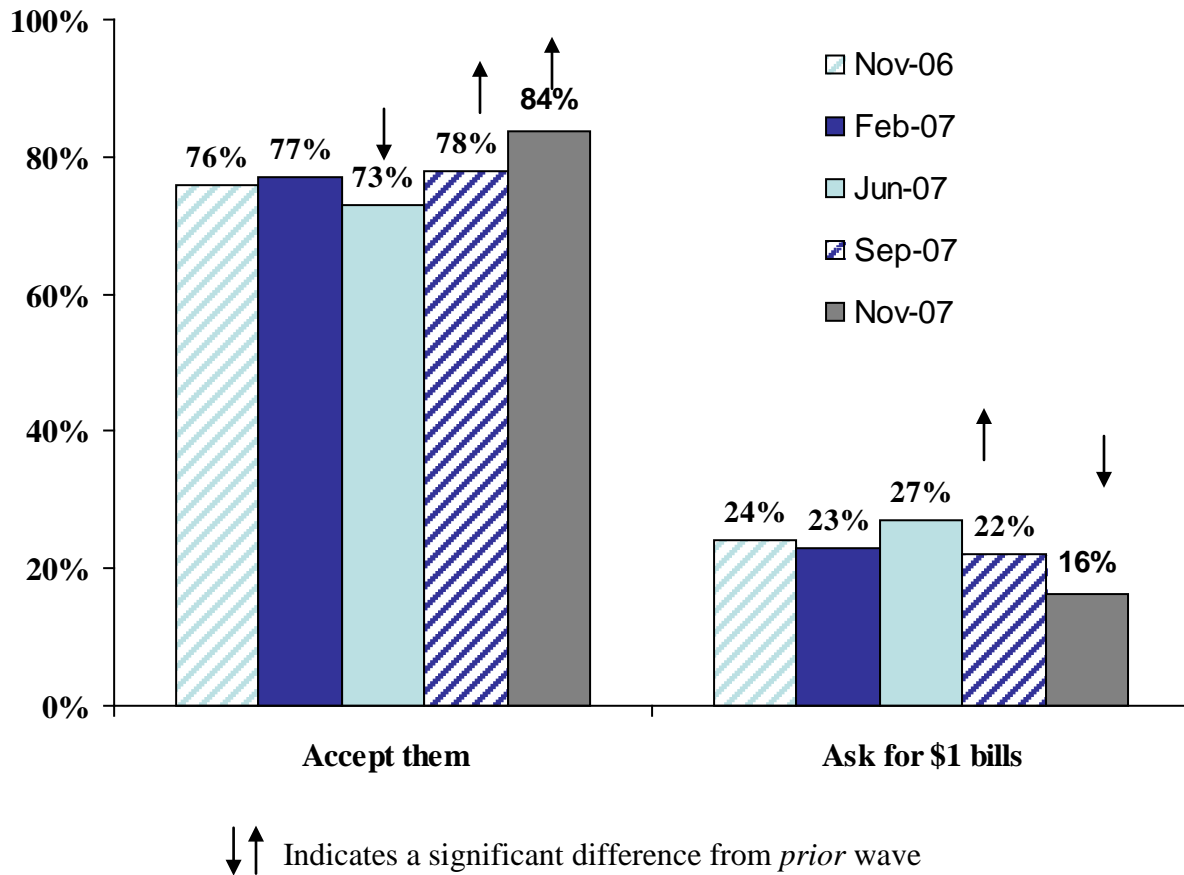
Chart 16: *Roughly, what percentage of vending machines do you think accept \$1 Presidential Coins? (NEW QUESTION)*



FINDING: The percentage of people saying they would accept Presidential \$1 Coins as change instead of asking for dollar bills increased significantly in November 2007 compared to September 2007 (84% to 78%, respectively). This represents the highest level of acceptance reported since the study began in November 2006.

Eighty-four percent of respondents said they would accept the Presidential \$1 Coin as change instead of asking for dollar bills, representing a significant increase from the 78% observed in September 2007. This reflects an increase in the level of acceptance found throughout the study.

Chart 17: *If you were given Presidential \$1 Coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills? (OLD QUESTION)*



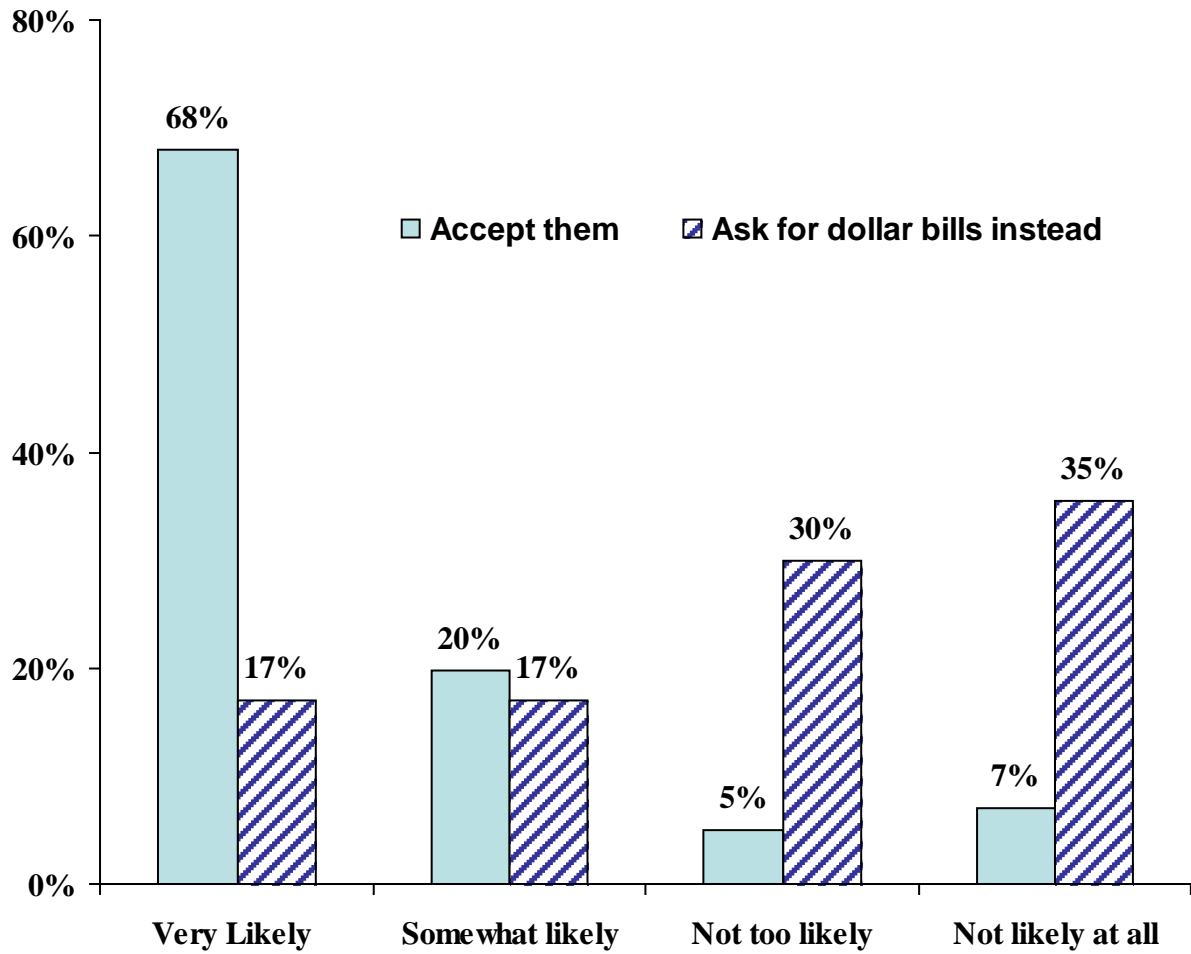
FINDING: When asked if they are very, somewhat, not too, or not at all likely to accept Presidential \$1 Coins as change, 68% of respondents indicated that they were “very likely” to accept the coins. Despite the revisions in question wording, there’s no significant difference among respondents when asked about their likelihood of accepting Presidential \$1 Coins as change.

Gallup recommended changing the wording of two questions in this survey. The first question originally read, “*If you were given Presidential \$1 Coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?*”. The suggested changed wording was, “*If you were given Presidential \$1 Coins as change in a store or other retail business, how likely would you be to do each of the following: Accept them/Ask for \$1 bills?*”. In order to assess any effect of the changed wording, Gallup conducted a split-sample experiment. One-half of the sample was asked to choose between two options: “accept them” or “ask for dollar bills” (See results in above chart 17). Gallup asked the other half to rate the likelihood of (a) accepting Presidential \$1 Coins and (b) asking for dollar bills instead, each on a four-point scale from “very likely” to “not likely at all”.

While 84% of respondents who were given two options indicated they would accept Presidential \$1 Coins, only 68% of respondents who were given the four-point scale indicated they were “very likely” to accept them. However, the data also suggest that the response of “accept them” from the first split sample (84%) is equivalent to the responses of “very likely” and “somewhat likely” to accept Presidential \$1 Coins (88% combined) from the second split sample. Therefore, there is no statistically significant difference between the two percentages obtained from the split sample.

Also, 16% of the respondents who were given two options (“accept them” and “ask for dollar bills”), indicated they would ask for \$1 bills. Similarly, 17% of respondents who were given the four-point scale indicated they were “very likely” to do so. Therefore, the data suggest that the response of “ask for dollar bills” from the first split sample (16%) is equivalent to the response of “very likely” to ask for dollar bills instead from the second split sample. There is no statistically significant difference between the two percentages. Additional findings show a significant percentage of respondents (48%) who are “very likely” to accept Presidential \$1 Coins and are “not likely at all” to ask for \$1 bills instead. (See results in Chart 18 on page 24.)

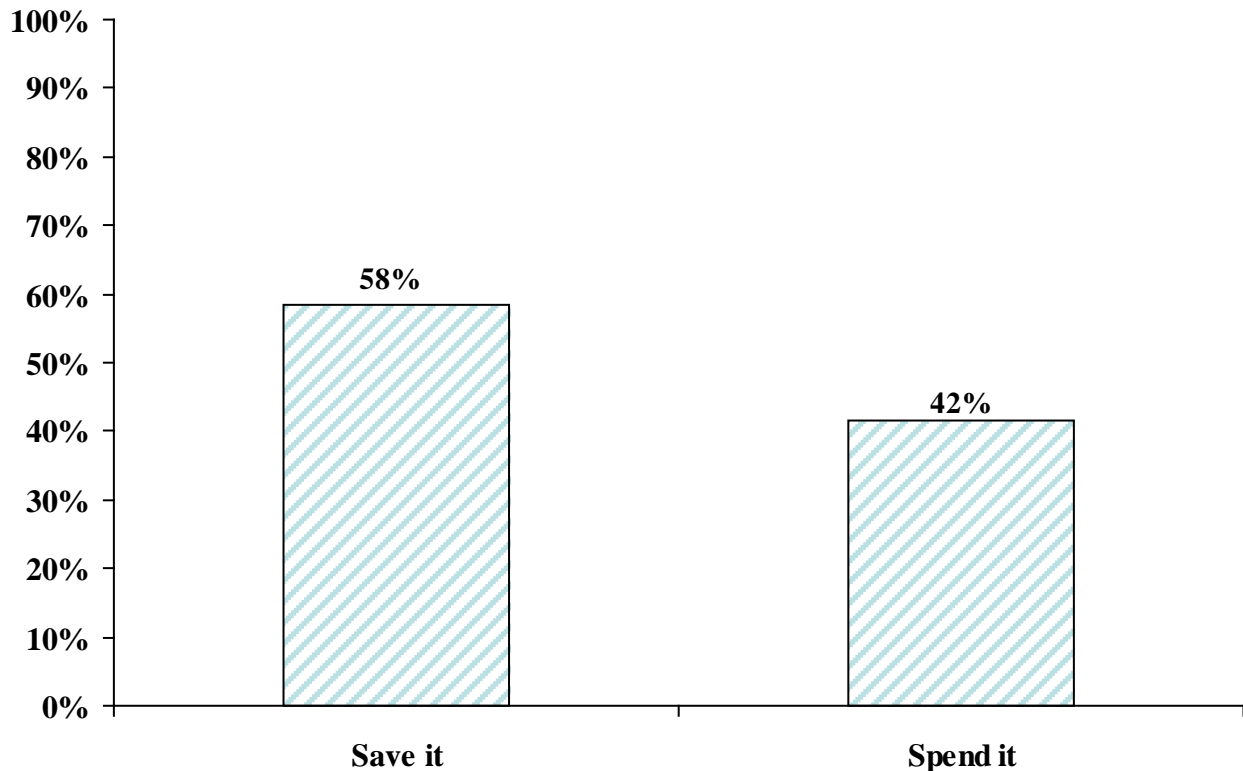
Chart 18: *If you were given Presidential \$1 Coins as change in a store or other retail business, how likely would you be to accept them or ask for dollar bills instead? (OLD QUESTION)*



FINDING: Of the 86% of respondents who stated they would accept or very likely accept the Presidential \$1 Coin as change, three in five (58%) indicated that they were more likely to save the coins, while two in five (42%) indicated that they were more likely to spend them.

When asked what they would be more likely to do with a Presidential \$1 Coin once they have the coin in their possession, 58% of respondents (50% of the U.S. population) reported that they would be more likely save the coins than spend them, while 42% of respondents (35% of the U.S. population) reported that they would be more likely to spend the coins.

Chart 19: *Once you had the coin, would you be more likely to save it or spend it? (NEW QUESTION)*



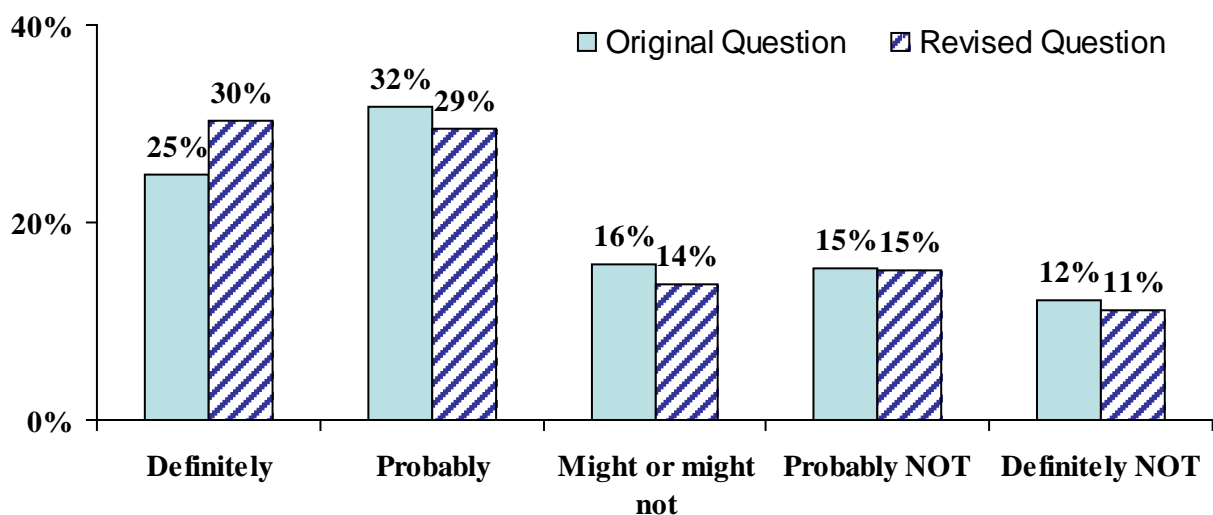
FINDING: A majority of respondents in both split samples indicate they would definitely or probably keep some coins (57%) or definitely or probably spend some coins (59%).

In order to measure the likeliness to spend the Presidential \$1 Coin, Gallup recommended replacing the question “*When you do receive a Presidential \$1 Coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for \$1 bills?*” with “*The next time you receive Presidential \$1 Coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them?*”.

Again, a second split-sample experiment was conducted to examine the effect of being asked about keeping some Presidential \$1 Coins for purposes other than eventually spending them versus being asked about keeping some coins for spending as opposed to using them for gifts or collecting. One-half of the sample was given a five-point scale, ranging from “definitely keep some” to “definitely not keep some”. The other half was given a five-point scale, ranging from “definitely use them” to “definitely not use them”.

Majorities in both split samples indicated they would definitely or probably keep some coins (57%) or definitely or probably spend some coins (59%). These results suggest that respondents do not view spending and saving the Presidential \$1 Coins as binary opposites, and that the two questions are not measuring the same underlying concept. Additionally, 27% of respondents indicated they would definitely or probably not keep some coins, and 26% indicated that they would definitely or probably not spend some coins.

Chart 20: *The next time you receive Presidential \$1 Coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them? (REVISED QUESTION)*

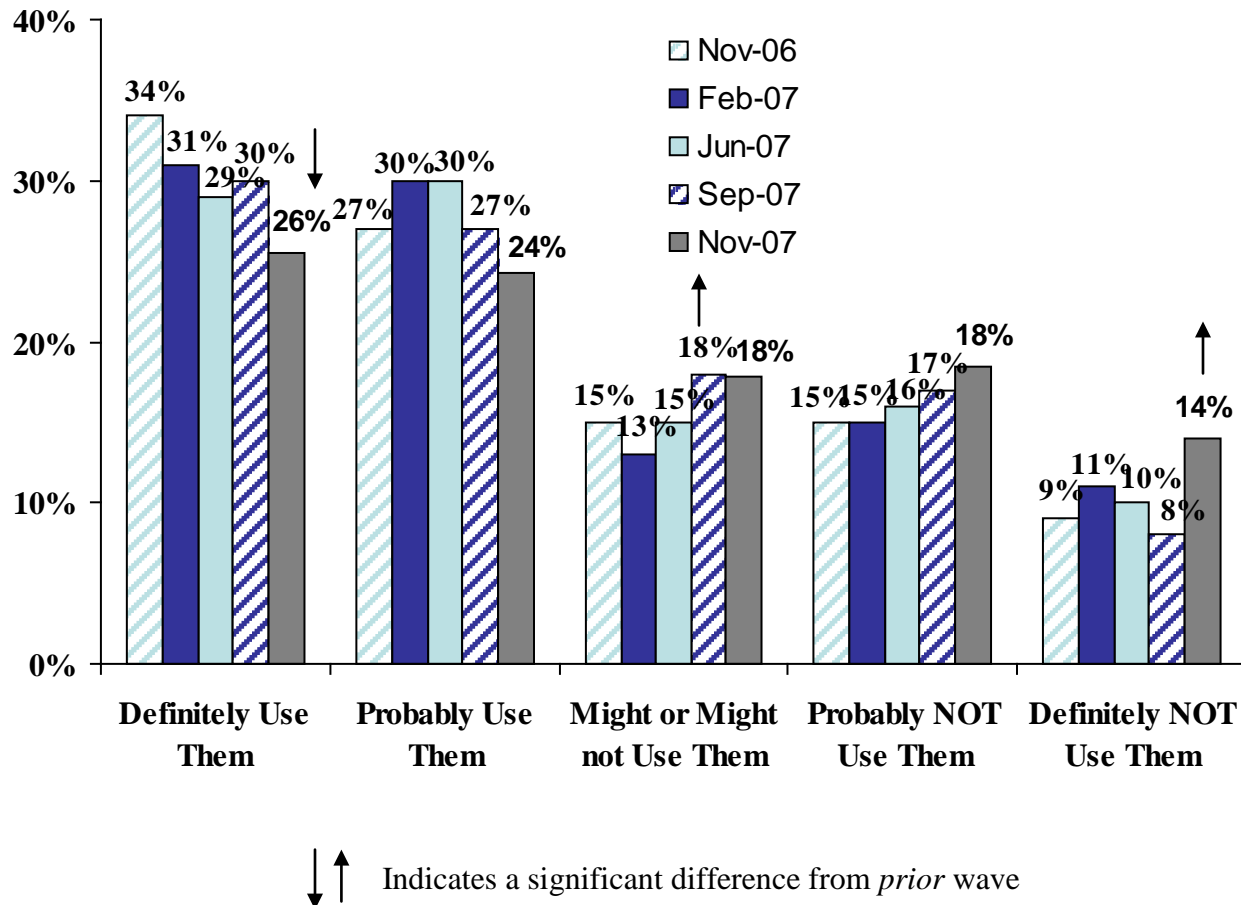


FINDING: Significant differences were noted between September 2007 (57%) and November 2007 (50%) among the percentages of people who said they would be likely to use Presidential \$1 Coins to make their cash transactions.

Gallup found significant differences between September and November 2007 when comparing respondents' likelihood to definitely use or definitely not use the Presidential \$1 Coins to make cash transactions. In November, one-half of respondents (50%) said that they would definitely or probably use Presidential \$1 Coins to make cash transactions. This represents a decrease when compared with September findings that indicate 57% of respondents saying they will definitely or probably use the coins in this manner.

Additionally, respondents were more likely in November compared to September to say they will probably or definitely not use the coins for cash transactions.

Chart 21: How likely will you be to use the Presidential \$1 Coins when making cash transactions? (OLD QUESTION)

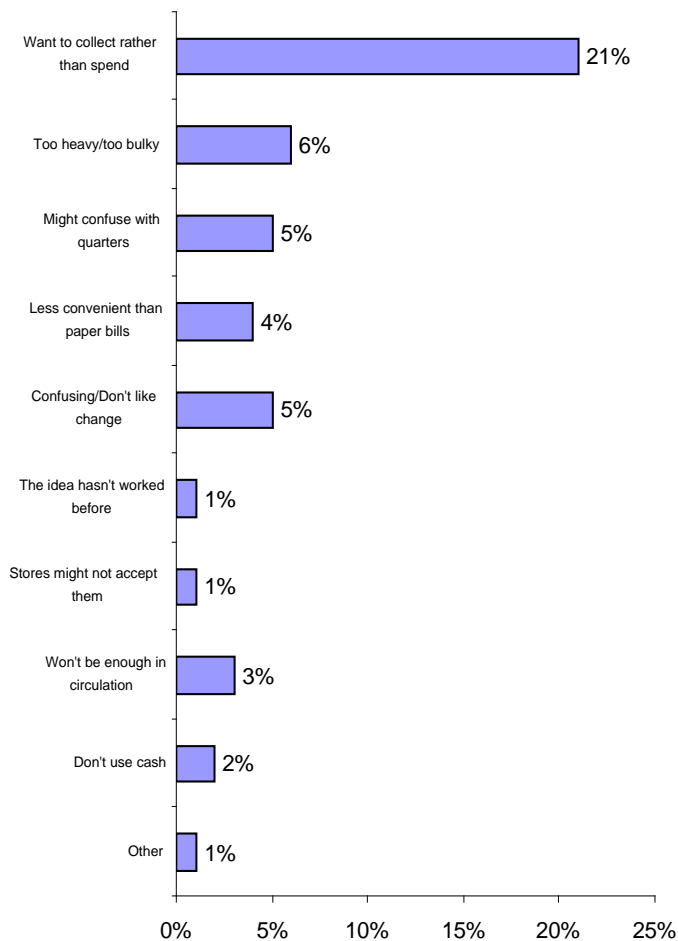


FINDING: When asked to provide reasons why they would *not* want to use the Presidential \$1 Coins, respondents were most likely to say they would want to collect the coins rather than spend them.

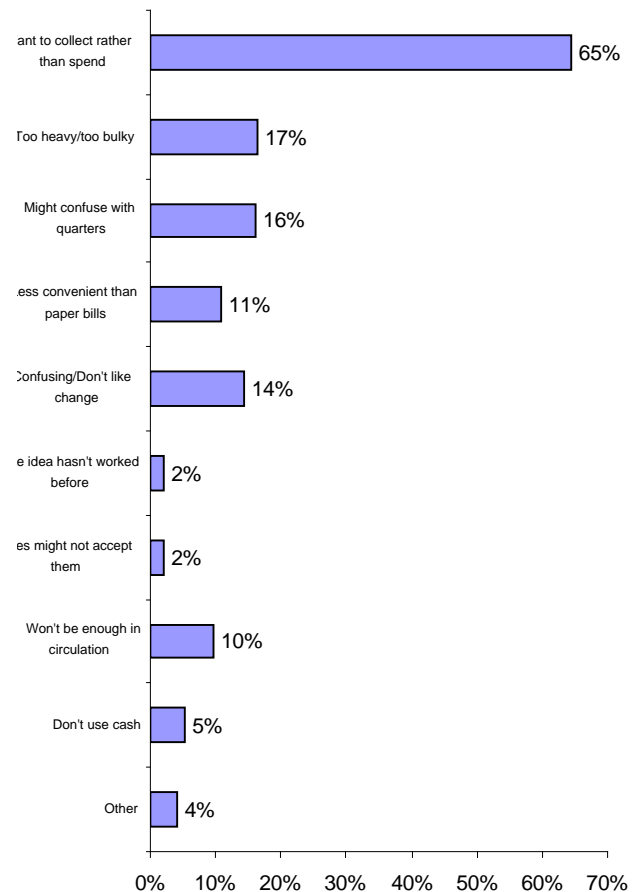
Sixty-five percent of respondents indicated they would not want to use the Presidential \$1 Coins because they would rather collect the coins than spend them. Other main objections to using the Presidential \$1 Coins for cash transactions include a general inconvenience when dealing with the change from paper bills, a belief that the coins are too heavy and/or bulky, and that they might be confused with quarters.

Chart 22: *What are the reasons you would NOT use the Presidential \$1 Coins when making cash transactions? (OLD QUESTION)*

Among All Those in the U.S.



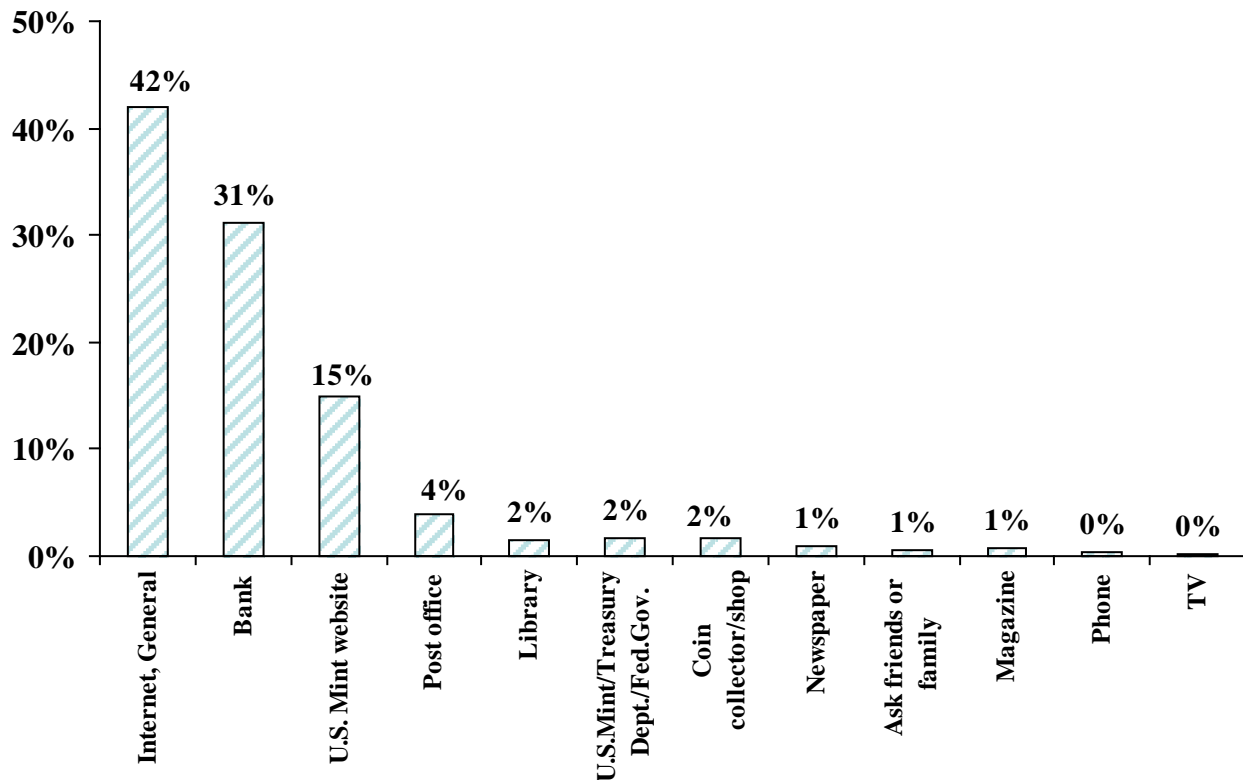
Among Those Who Say They Probably NOT or Definitely NOT use Presidential \$1 Coin when making cash transactions



FINDING: A majority of respondents said they would likely learn more about the Presidential \$1 Coin Program and where they can obtain the coins via the Internet in general, the U.S. Mint's Web site, or their bank.

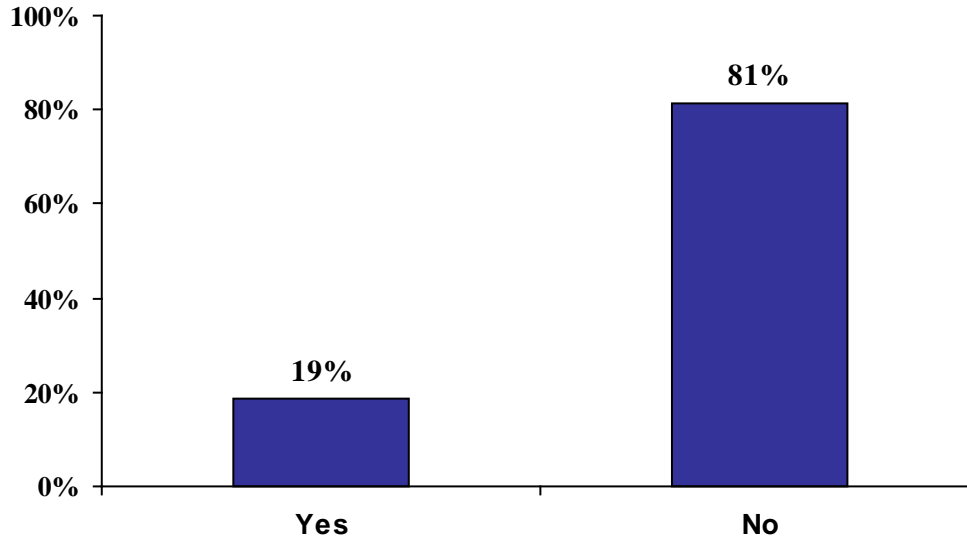
Forty-two percent of respondents indicated they would most likely search the Internet in general to learn more about the Presidential \$1 Coin Program and to find out where they can get the coins, while another 15% said they would visit the U.S. Mint's Web site to learn more. Thirty-one percent reported they would go to the bank, while 4% indicated they would go to the post office.

Chart 23: *If you wanted to learn more about the Presidential \$1 Coin program and where you can obtain the coins, where would you be most likely to go for that information?*
(NEW QUESTION)



FINDING: Nineteen percent of the population indicated they purchase special collectors coins to collect for themselves or someone else.

Chart 24: *Do you purchase SPECIAL COLLECTORS COIN, for example, proof set or uncirculated coins, to collect for yourself or someone else? (OLD QUESTION)*



APPENDIX: QUESTIONNAIRE

Hello, this is _____, calling for The Gallup Panel. We're conducting a national survey on people's awareness about coins on behalf of the U.S. Mint. Response to this survey is voluntary and all responses will be kept completely anonymous. May I speak with **(name from phone file)**?

- 1 Yes, respondent available - **(Skip to P3)**
- 3 No longer at this number - **(Continue)**
- 4 Respondent wants removed from Panel - **(Skip to P2)**
- 5 Household wants removed from Panel - **(Skip to P2)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft (Refusal)
- 9 (Hard (Refusal) - **(Thank, Terminate, and Tally)** _____(2101)

P1. Since **(name from phone file)** is a member of The Gallup Panel, may I have his/her new telephone number, starting with the area code?

- 1 Yes - **(INTERVIEWER NOTE: Back up to dialer and enter new number, then code as appropriate in Introduction)**
- 2 No **(Thank, Terminate, and Tally)**
- 8 (DK) **(Thank, Terminate, and Tally)**
- 9 (Refused) **(Thank, Terminate, and Tally)** _____(2102)

P2. Why [(If code 4 in Introduction, read:) do you/(If code 5 in Introduction, read:) does your household] no longer want to be on the Panel? (Open ended and code) (**Allow three responses**)

- 0001 Other (list) [TO BE CODED]
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD
- 0006 Don't have the time/too time-consuming/takes too much time to do the surveys
- 0007 Topics/content of surveys/don't like the topics (general)
- 0008 Only want to do "meaningful" surveys (general)
- 0009 Expected political polls/current events/ social issues topics only
- 0010 Not paid anything for surveys
- 0011 Too many surveys to do/too frequent
- 0012 Too many phone calls
- 0013 No longer a member of the (original Panel) household
- 0014 Moving/household move - no forwarding address/phone
- 0015 Illness/family hardship
- 0016 Didn't realize what this was
- 0017 Calling times/Don't like the times I'm called

1st
Resp: (2103 - 2106)

2nd
Resp: (2107 - 2110)

3rd
Resp: (2111 - 2114)

(All in P2, Thank, Terminate, Tally, and Keep Case I.D.)

P3. GENDER: (**Code only, do NOT ask**)

- 1 Male
- 2 Female

____(2115)

(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 xxxxxx-x

1. From what you know, are \$1 coins currently in circulation by the U.S. Mint, or not?

- 1 Yes, in circulation
- 2 No, not in circulation
- 8 (DK)
- 9 (Refused)

_____(240

**(If code 1 in #1, Continue;
Otherwise, Skip to #4)**

2. Can you describe what image or images are featured on \$1 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

2. (Continued:)

_____	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 \$1 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 NOT mentioned in #2, ask:)** U.S. Presidents _____(2428)

3. (Continued:)

H. A Bald Eagle _____(2429)

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 _____(243)

4. Have you seen, read, or heard anything
about the U.S. Mint creating and
releasing a new \$1 coin?

1 Yes

2 No

8 (DK)

9 (Refused) _____(243)

(If code 1 in #4, Continue;
Otherwise, Skip to Read before #9)

5. Please tell me anything you remember seeing, hearing, or
reading about the new \$1 coin. Please be as specific as
possible. (Open ended and code) (Probe:) What else?
(Probe for five responses)

0001 Other (list)

0002 (DK)

0003 (Refused)

0004 Nothing/don't remember specifics

0005 HOLD

0006 Golden colored

0007 Features a President/George Washington/John
Adams/Thomas Jefferson/James Madison

0008 Has markings along the side

0009 Has Statue of Liberty on it

0010 The coins are accepted everywhere

0011 They are available for collectors

5. (Continued:)

_____	1st Resp: (2501 - 2504)	_____
_____	2nd Resp: (2505 - 2508)	_____
_____	3rd Resp: (2509 - 2512)	_____
_____	4th Resp: (2513 - 2516)	_____
_____	5th Resp: (2517 - 2520)	_____

6. What do you remember as the distinct characteristics of the new \$1 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)

7. Do you recall seeing, hearing, or reading about the new \$1 coin in any of the following places? How about **(read and rotate A-J)**?

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

A. From a newspaper or magazine article _____(2630)

B. On network television news _____(2631)

C. On a cable news program _____(2632)

D. At your bank or credit union _____(2633)

E. At the post office _____(2634)

F. From an adult relative or friend _____(2635)

G. From your school age children _____(2636)

H. On a radio news program _____(2637)

I. In a retail store _____(2638)

J. From a newspaper or magazine advertisement _____(2639)

**(If code 1 to ANY in #7 A-J, Continue;
Otherwise, Skip to Read before #9)**

8. For each of the following, how effective was this information at making you want to get the coin? Please use a scale from one-to-five, where 1 means not effective at all and 5 means very effective. How about **(read A-J, as appropriate)**?

5 Very effective

4

3

2

1 Not effective at all

8 (DK)

9 (Refused)

A. **(If code 1 in #7-A, ask:)** From a newspaper or magazine article

B. **(If code 1 in #7-B, ask:)** On network television news

C. **(If code 1 in #7-C, ask:)** On a cable news program _____(2435)

D. **(If code 1 in #7-D, ask:)** At your bank or credit union

E. **(If code 1 in #7-E, ask:)** At the post office _____(2437)

F. **(If code 1 in #7-F, ask:)** From an adult relative or friend

G. **(If code 1 in #7-G, ask:)** From your school age children

H. **(If code 1 in #7-H, ask:)** On a radio news program _____(2440)

I. **(If code 1 in #7-I, ask:)** In a retail store _____(2441)

J. **(If code 1 in #7-J, ask:)** From a newspaper or magazine advertisement _____(2442)

(READ :) I am going to read a statement about a new \$1 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 \$1 coins. The series started in February 2007, and a new Presidential \$1 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.

9. After hearing this description, would you be **(read 4-1)** to do each of the following if you receive a Presidential \$1 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 \$1 coin for purchases

B. Collect the Presidential \$1 coin _____ (2444)

10. What do you think about the idea of having a series of Presidential \$1 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)

____(254

11. Regardless of how you feel about the Presidential \$1 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

(2549 - 2552)

12. Have you, in the past 30 days, had a Presidential \$1 coin in your possession?

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

____(244

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

12a. When you got it, did you recognize it was a dollar coin immediately or did you think it was something else?

- 1 Knew it was a dollar coin
- 2 Thought it was something else (quarter, token, etc.)
- 8 (DK)
- 9 (Refused)

_____(244

13. Did you happen to notice which President was featured on the coin? **(If "Yes", ask:) Who was it? (Open ended and code) (Allow four responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 No, did not notice
- 0005 HOLD

- 0006 George Washington
- 0007 John Adams
- 0008 Thomas Jefferson
- 0009 James Madison

1st
Resp: (2447 - 2450)

2nd
Resp: (2451 - 2454)

3rd
Resp: (2455 - 2458)

4th
Resp: (2459 - 2462)

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

- 1 Readily available almost anywhere (or)
- 2 Not readily available (or)
- 8 (DK)
- 9 (Refused)

_____(246)

**(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 Presidential \$1 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 _____(246)

16. From what you know, are Presidential \$1 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)

_____(247)

17. From what you know about vending machines, do all of them accept \$1 Presidential coins, only some vending machines, or none of them?

1 All of them
2 Only some
3 None of them

8 (DK)
9 (Refused)

____(247

**(If code 2 in #17, Continue;
Otherwise, Skip to Note before #18)**

- 17a. Roughly, what percentage of vending machines do you think accept \$1 Presidential coins? **(Read 1-5)**

1 Around 10% or less
2 Around 25%
3 Around 50%
4 Around 75%, OR
5 More than 75%

8 (DK)
9 (Refused)

____(247

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

18. If you were given Presidential \$1 coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?

1 Accept them
2 Ask for dollar bills
8 (DK)
9 (Refused)

____(2565

**(If code 1 in #18, Skip to #18b;
Otherwise, Skip to Note before #19)**

18a. If you were given Presidential \$1 coins as change in a store or other retail business, how likely would you be to do each of the following? Would you be (read 4-1) to (read and rotate A-B)?

- 4 Very likely
- 3 Somewhat likely
- 2 Not too likely, OR
- 1 Not likely at all

- 8 (DK)
- 9 (Refused)

A. Accept them

_____(2473)

B. Ask for dollar bills instead

_____(2474)

**(If code 3 or 4 in #18a-A, Continue;
Otherwise, Skip to Note before #19)**

18b. Once you had the coin, would you be more likely to save it or spend it?

- 1 Save it
- 2 Spend it
- 8 (DK)
- 9 (Refused)

_____(2475)

**(If code 1 in Sb, Continue;
Otherwise, Skip to Note after #19)**

19. When you do receive a Presidential \$1 coin, how likely is it that you will keep some of them for purposes other than eventually spending them or cashing them in for \$1 bills, for example at a bank, retail store, or using machines such as Coinstar? Will you **(read 5-1)**?

- 5 Definitely keep some
- 4 Probably keep some
- 3 Might or might not keep some
- 2 Probably NOT keep some, OR
- 1 Definitely NOT keep some

- 8 (DK)
- 9 (Refused)

_____(256)

**(If code 2 in Sb, Continue;
Otherwise, Skip to #20)**

19a. The next time you receive Presidential \$1 coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them? Will you **(read 5-1)**?

- 5 Definitely spend some
- 4 Probably spend some
- 3 Might or might not spend some
- 2 Probably NOT spend any, OR
- 1 Definitely NOT spend any

- 8 (DK)
- 9 (Refused)

_____(247)

20. How likely will you be to use the Presidential \$1 coins when making cash transactions? Will you **(read 5-1)**?

- 5 Definitely use them
- 4 Probably use them
- 3 Might or might not use them
- 2 Probably NOT use them, OR
- 1 Definitely NOT use them

- 8 (DK)
- 9 (Refused)

_____(2567)

**(If code 1 or 2 in #20, Continue;
Otherwise, Skip to #22)**

21. What are the reasons you would NOT use the Presidential \$1 coins when making cash transactions? (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 No place in cash register for them
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 the Presidential \$1 coin program 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

(READ:) I have a few final questions for statistical purposes only.

23. 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)

(There are no questions D1-D8)

(DEMOGRAPHICS CONTINUED)

- D9. We are always trying to improve our questionnaires and would like you to rate your interest in the questions we asked today. Please use a five-point scale, where 5 is extremely interesting and 1 is not at all interesting. You may use any of the numbers 1, 2, 3, 4, or 5.

5 Extremely interesting
4
3
2
1 Not at all interesting

8 (DK)
9 (Refused)

_____(262

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

Again, this is _____. I
would like to thank you
for your time. We value
your opinions and
appreciate your
membership in The Gallup
Panel.

INTERVIEWER I.D. #: _____(1571-

157.

j\w\US_Mint\Questionnaires\Outbound\2007\

US Mint Awareness-James Madison-Panel Sample

0711

U.S. Mint

Presidential \$1 Coins

James Madison Awareness Study Results



Executive Presentation
January 15, 2008



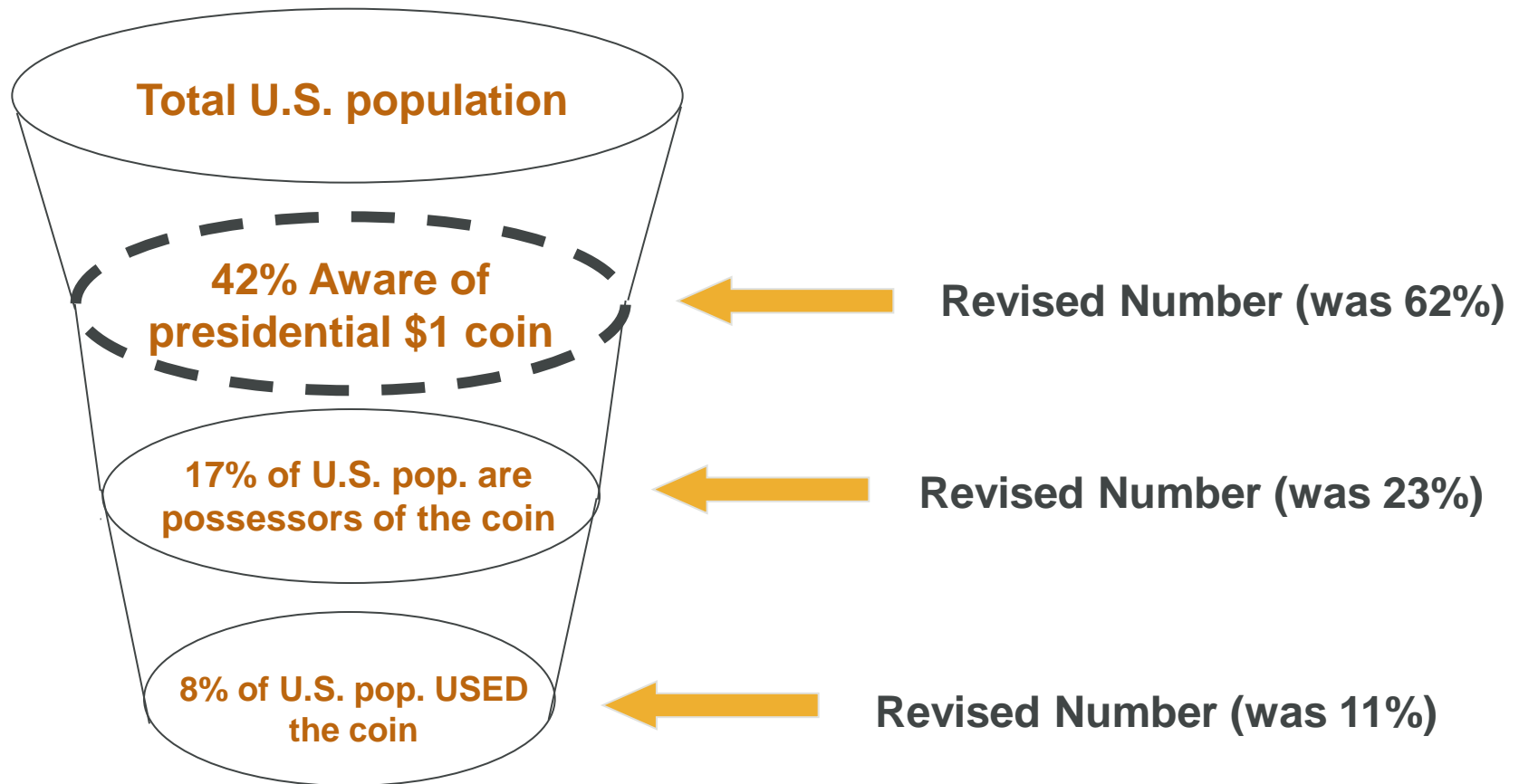
- **3 new questions to gauge “true” awareness on Presidential \$1 coin**
 1. **From what you know, are \$1 coins currently in circulation by the U.S. Mint, or not?**
 2. **Can you describe what image or images are featured on \$1 coins?**
 3. **Please tell me, from what you know, whether each of the following images are on \$1 coins.**
 - The American Flag
 - The Liberty Bell
 - The U.S. Capitol
 - The White House
 - U.S. States
 - U.S. Presidents
- **Field period: November 19th –December 12th 2007**

Key Findings – General



- Two in ten (22%) of those aware that there are \$1 coins in circulation are able to identify unaided that there are images of presidents on the \$1 coin.
- When combining unaided and aided awareness of the Presidential \$1 Coin, about four in ten (43%) respondents know about the coin.
- Revised measure of public awareness on the new Presidential \$1 coin is significantly lower than previously recorded awareness
 - decrease from 62% to 42%
- Nearly one-quarter (23%; 8% of the total U.S. population) of the 42% who said they remembered hearing, reading, or seeing something about the coins were able to correctly state a distinctive characteristic of the \$1 coin.
- In the last 30 days, 15% of the total U.S. population had a Presidential \$1 coin in their possession
- Significant increase in the number of people willing to accept the Presidential \$1 coin as change instead of asking for \$1 bills
 - 78% September 2007 to 84% in November 2007

Revised User Information Among U.S. Population



8 in 10 Americans Know about Dollar Coins



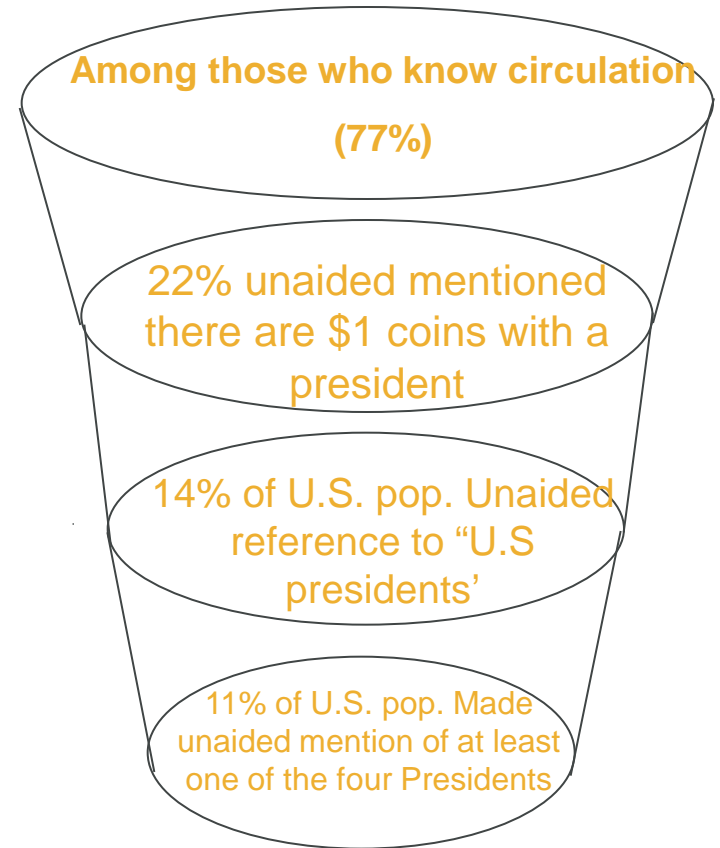
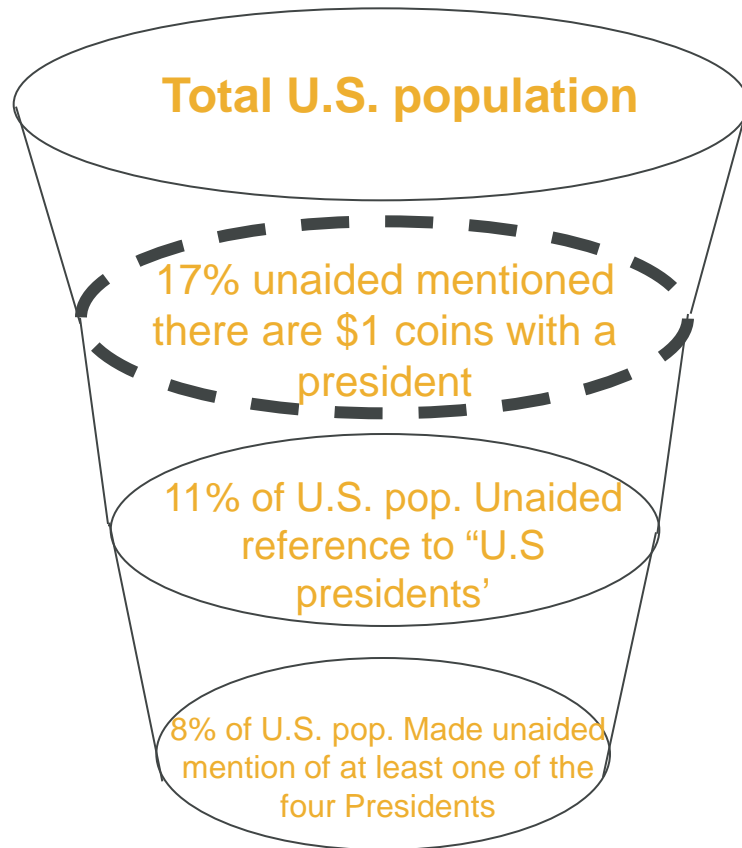
From what you know, are one-dollar coins currently in circulation by the U.S. Mint or not?

77% YES

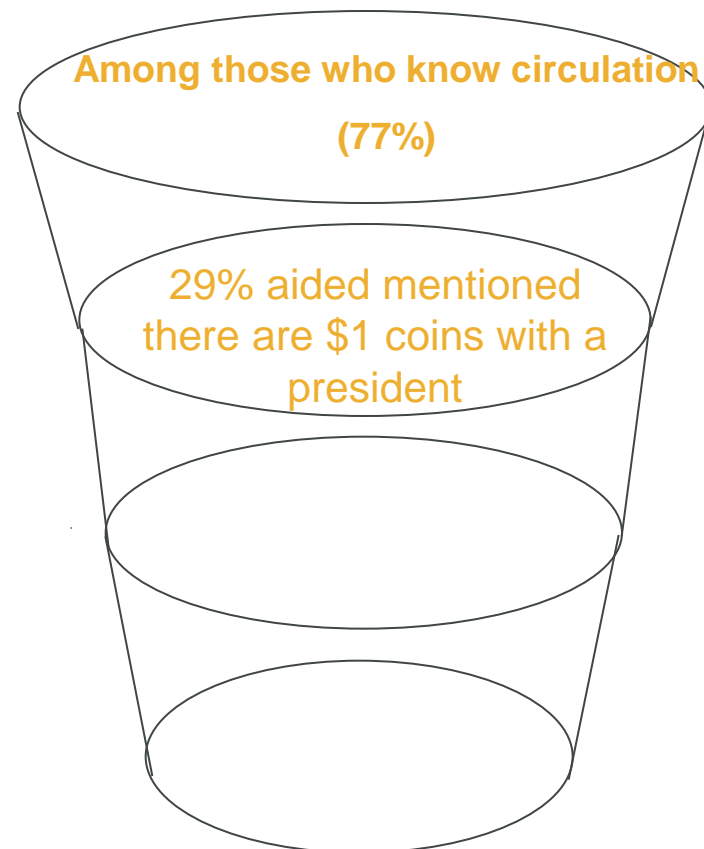
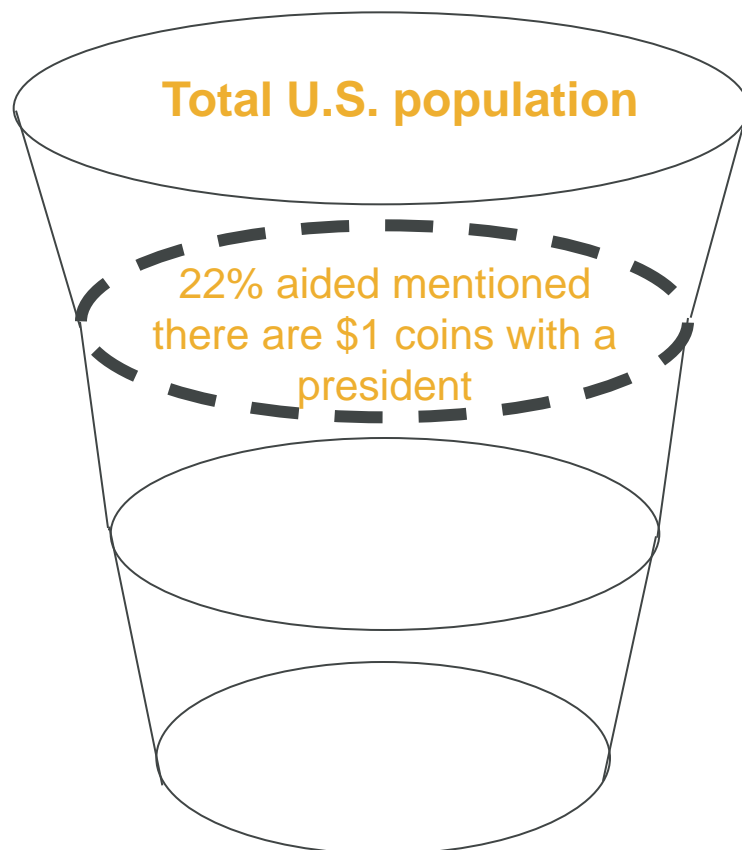
14% NO

9 % DON'T KNOW (NO)

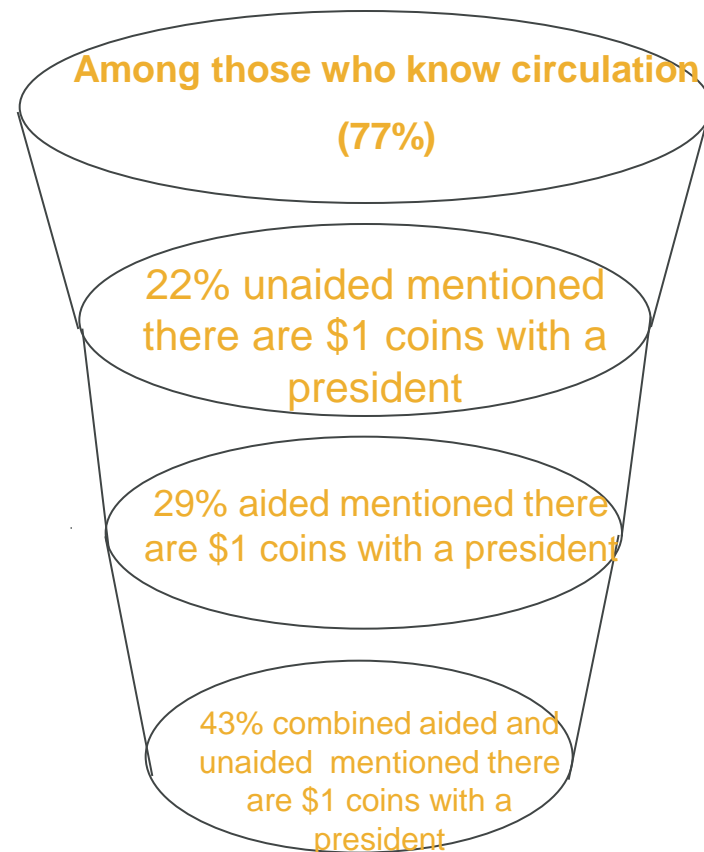
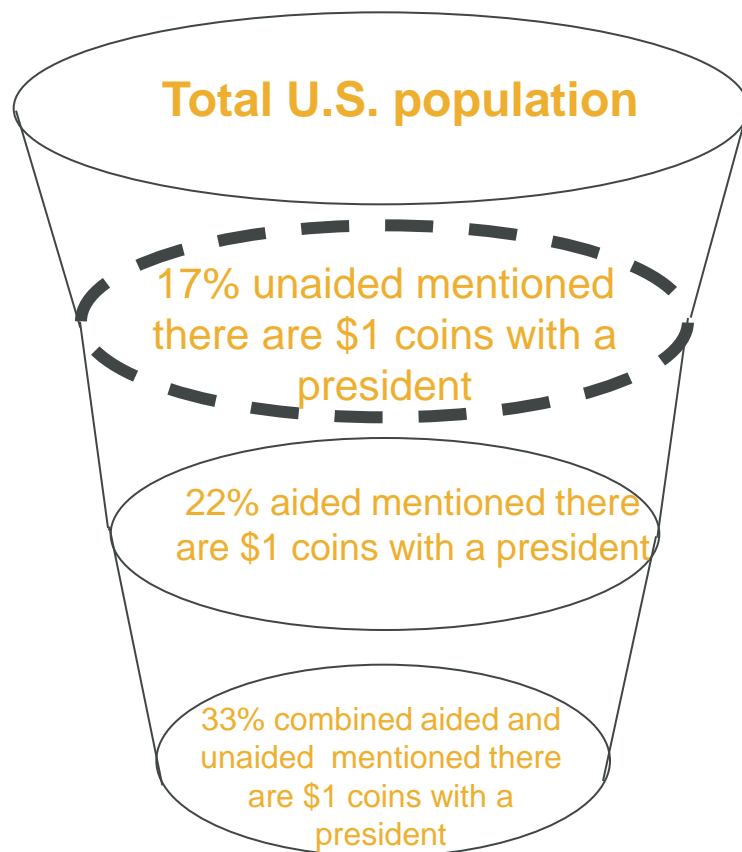
Unaided Information



Aided Information



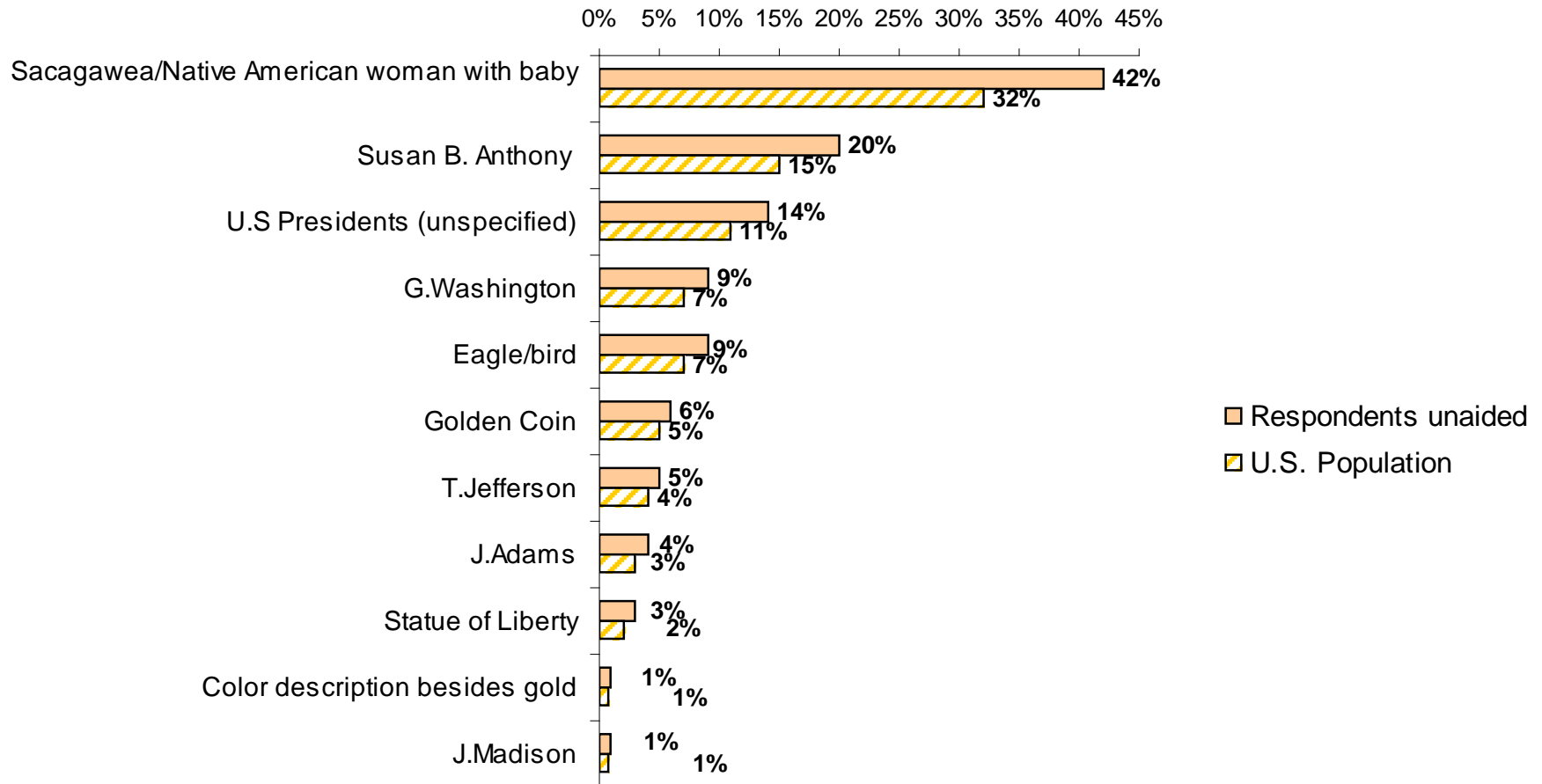
Combined Aided and Unaided Information



Total Unaided Recognition



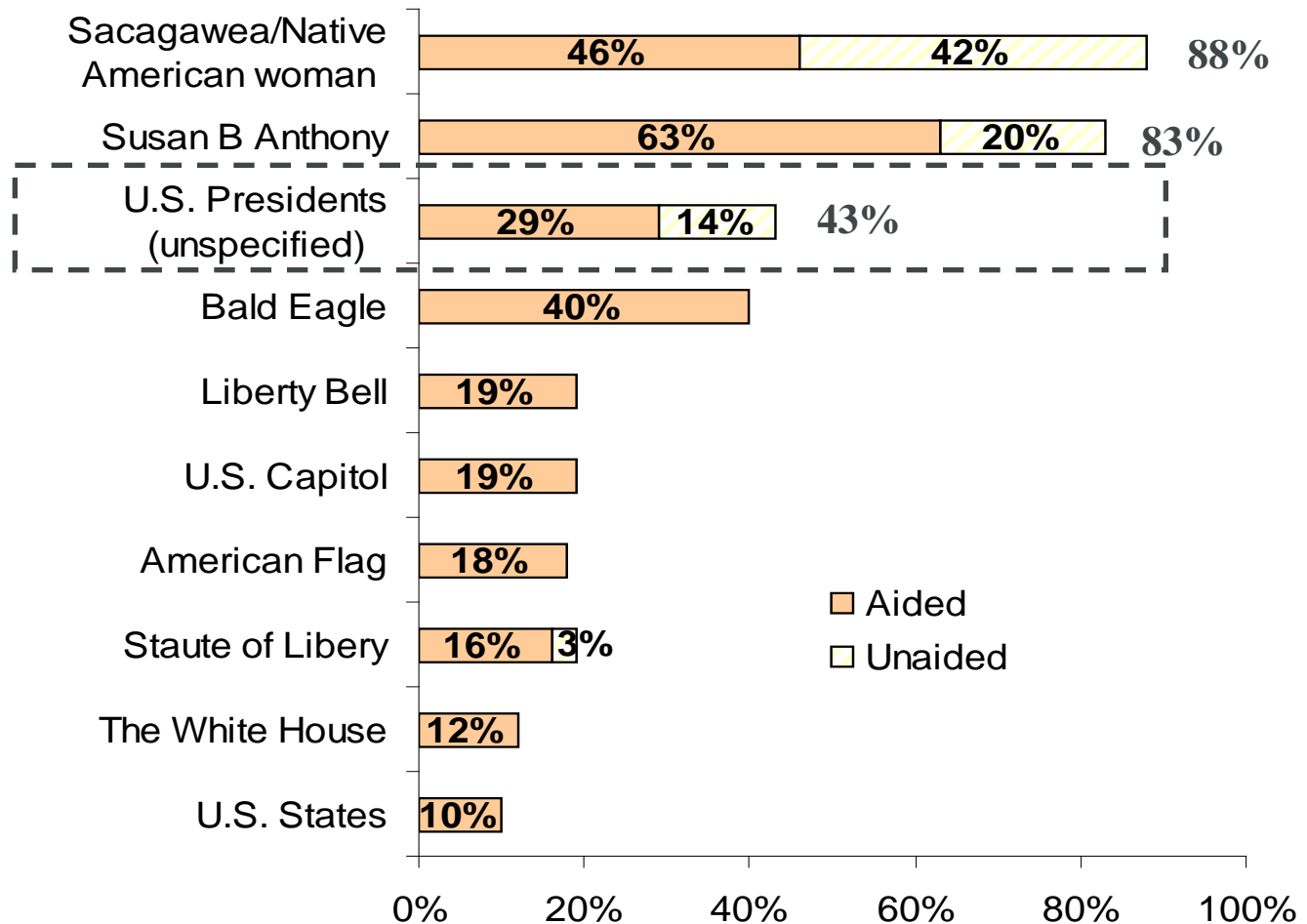
Can you describe what image or images are featured on one-dollar coins?



Aided Plus Unaided Respondent Awareness = 43%



From what you know, are each of the following images on the one-dollar coin?



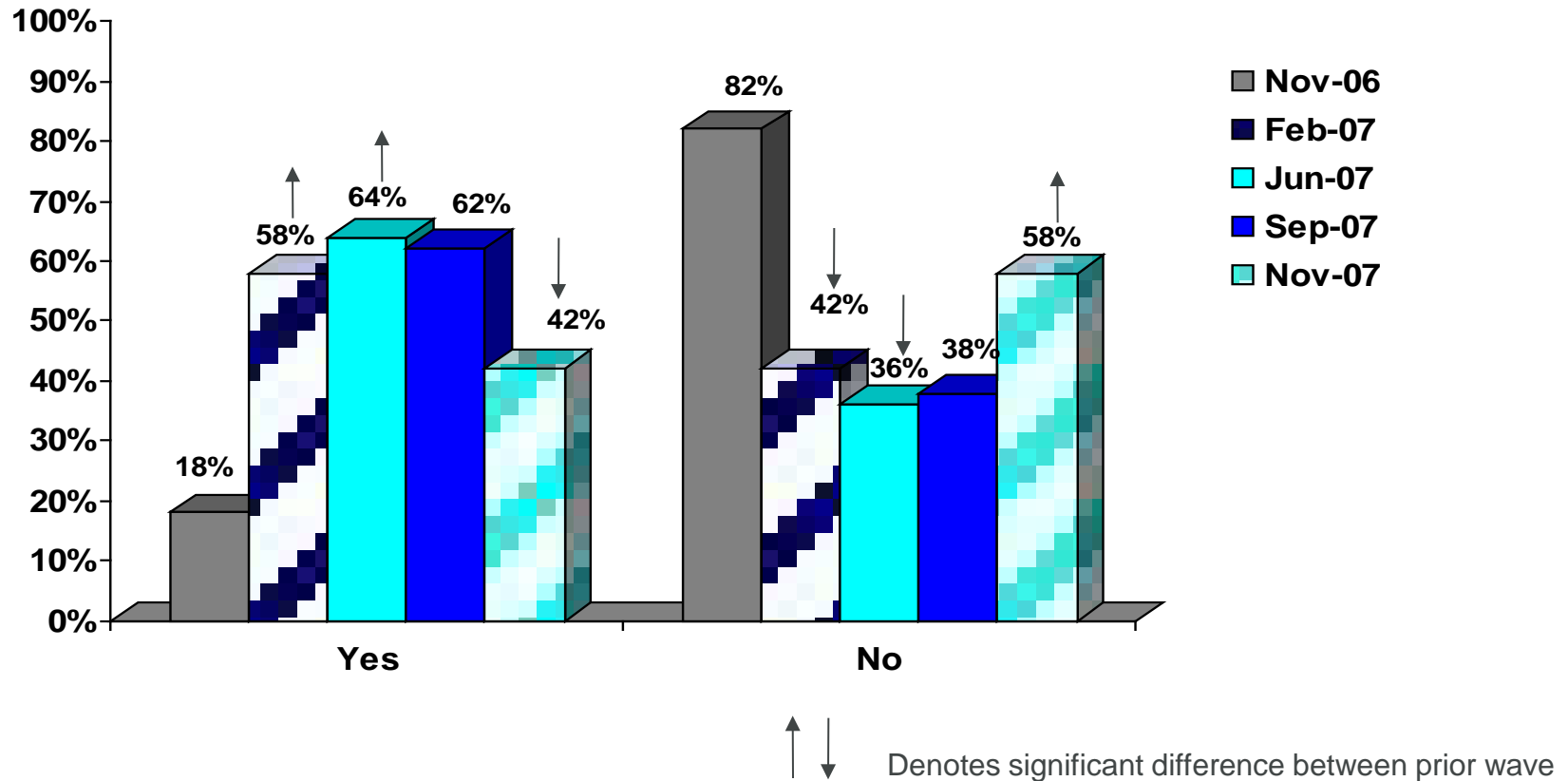
The Old Awareness Question and Its Follow-ups

Original Question Revisited: Significant Decrease

42% from 62%



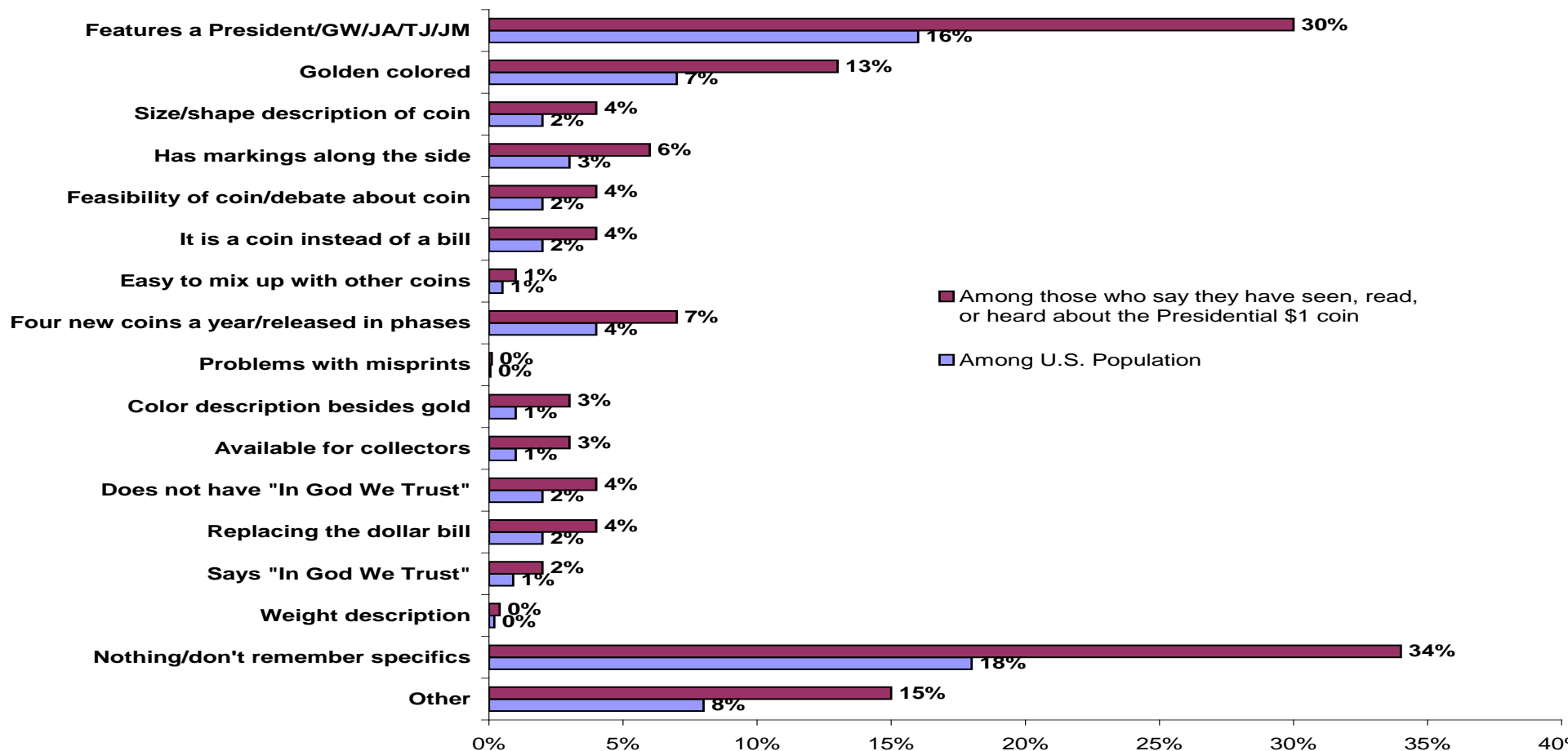
Have you seen, read, or heard anything about the U.S. Mint creating and releasing a new one-dollar coin?



One in Three Respondents Are Able to Recall That the \$1 Coin Features a President ---Revised Order Allowed Higher Recognition (up from 18% in TJ)



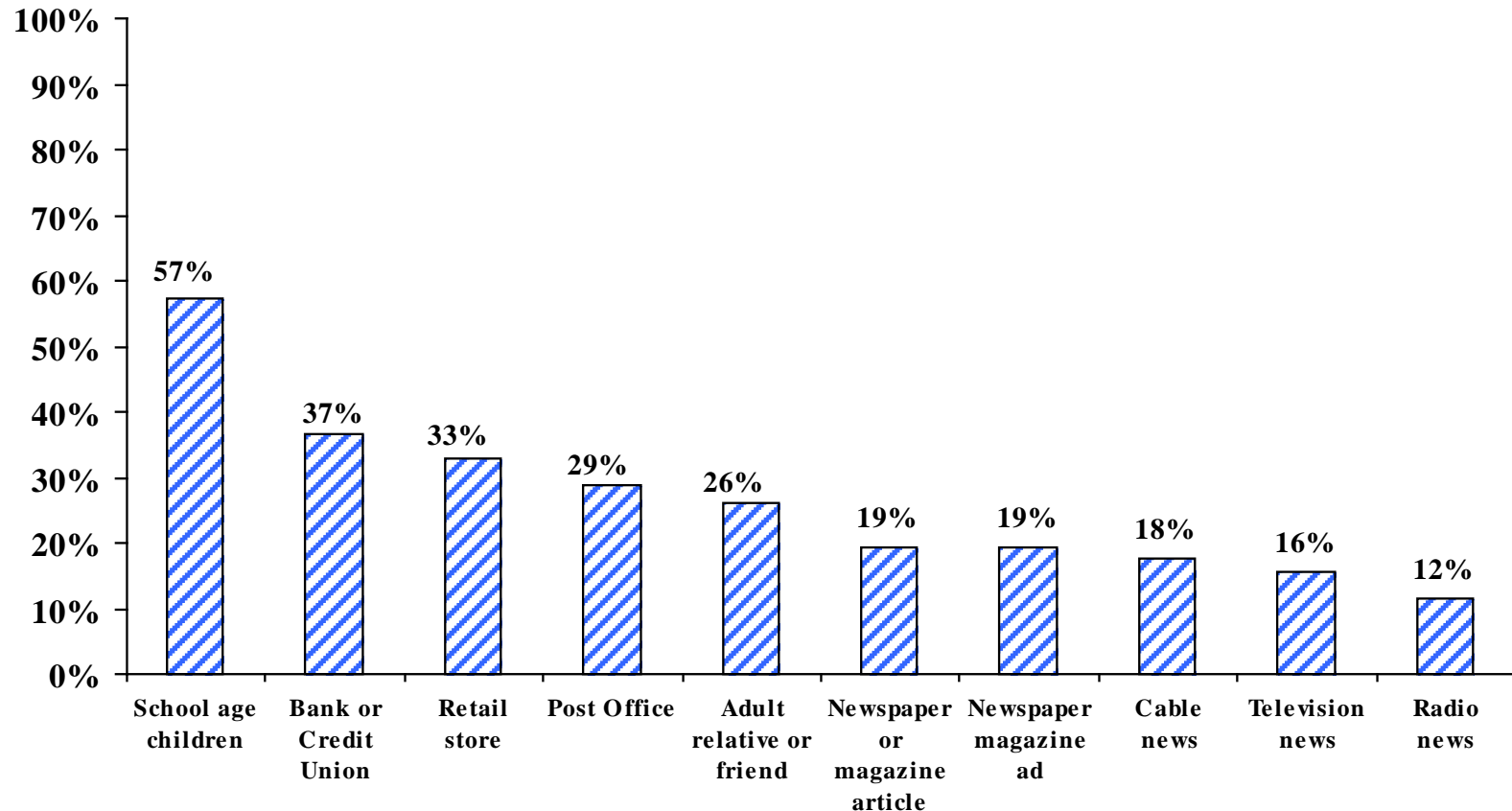
Please tell me anything you remember seeing, hearing, or reading about the new one-dollar coin.



Most Convincing Information (for those who had seen, read, heard) Obtained From School-age Children and Financial Institutions



For each of the following, how effective was this information at making you want to get the coin?

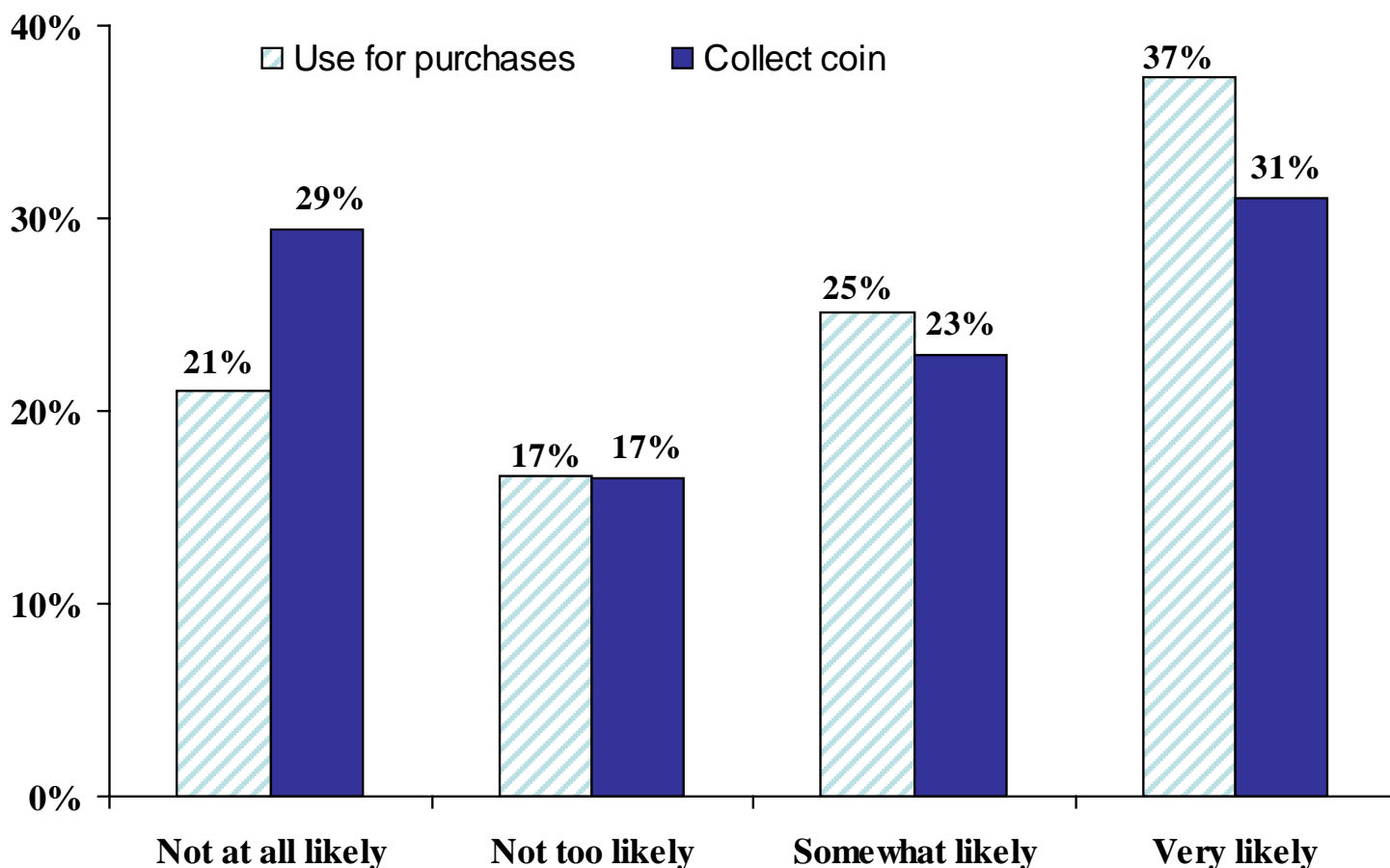


Additional New Questions

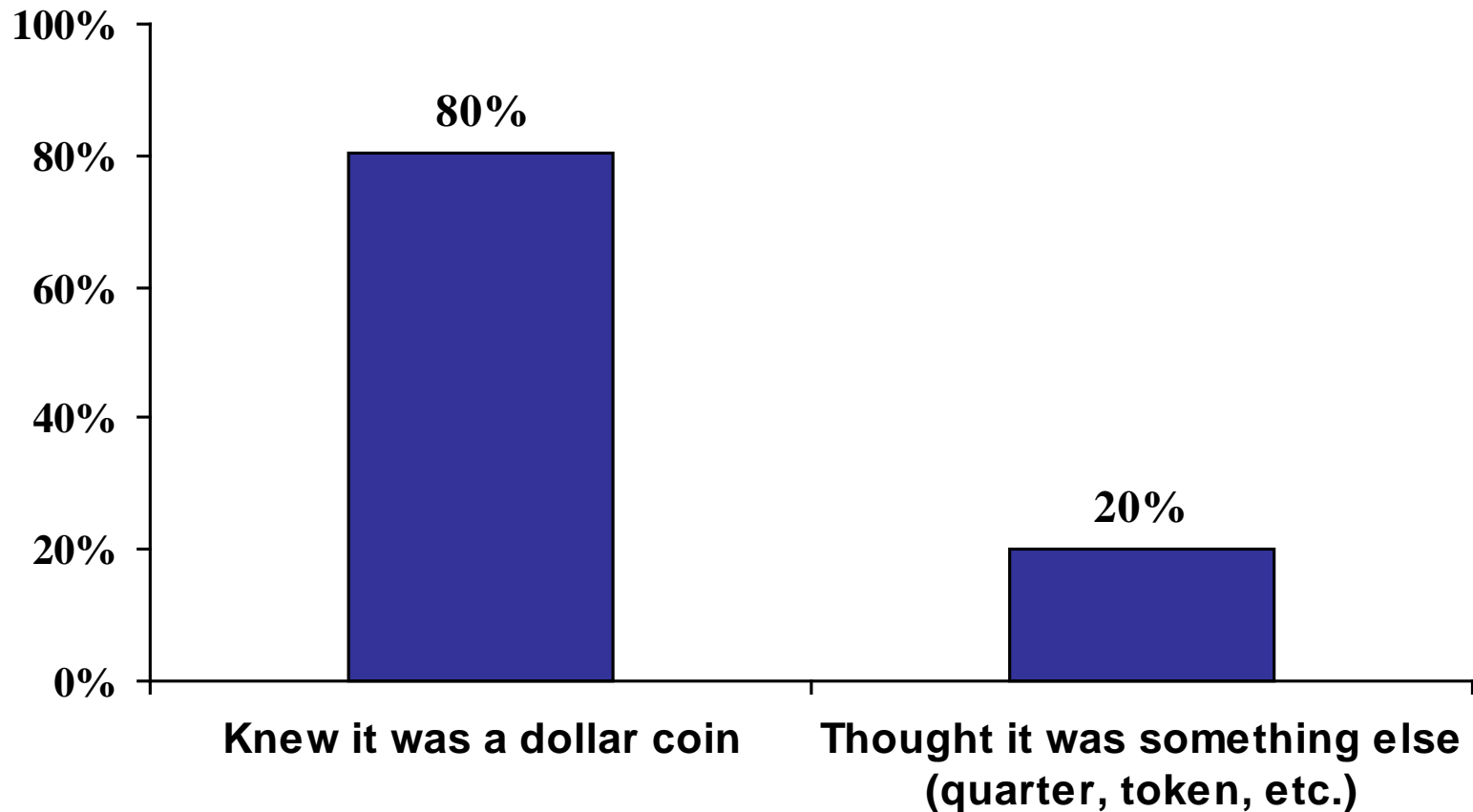
More Than Half (62%) Indicated They Would Be Very or Somewhat Likely to Use the Presidential \$1 Coin for Purchases



After hearing this description, how likely would you be to either use the coin for purchases or collect the coin? (new question wording)



In the past 30 days, 15% claim to have had a coin in their possession. And.....

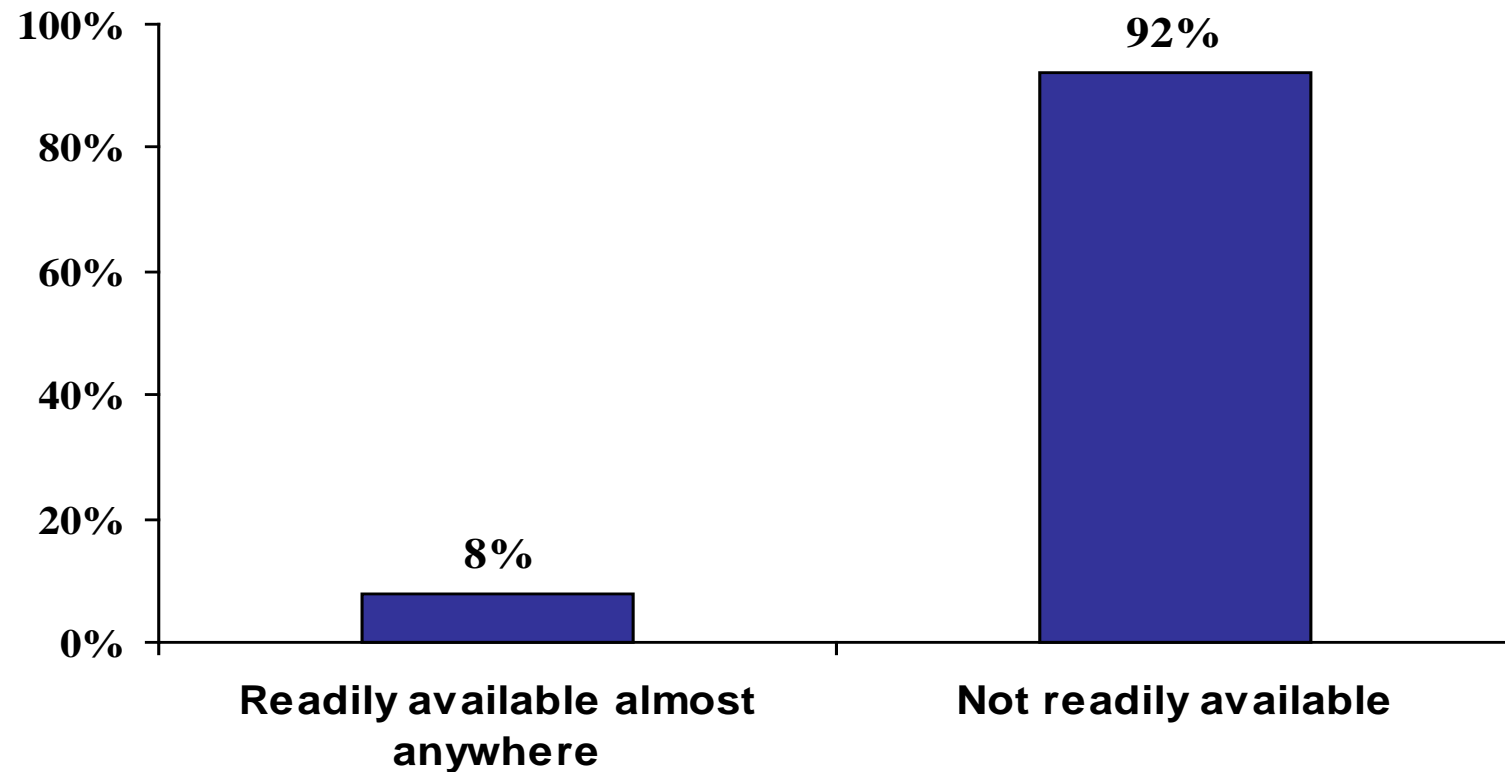


Availability/Usage

Presidential \$1 Coin Availability Sags



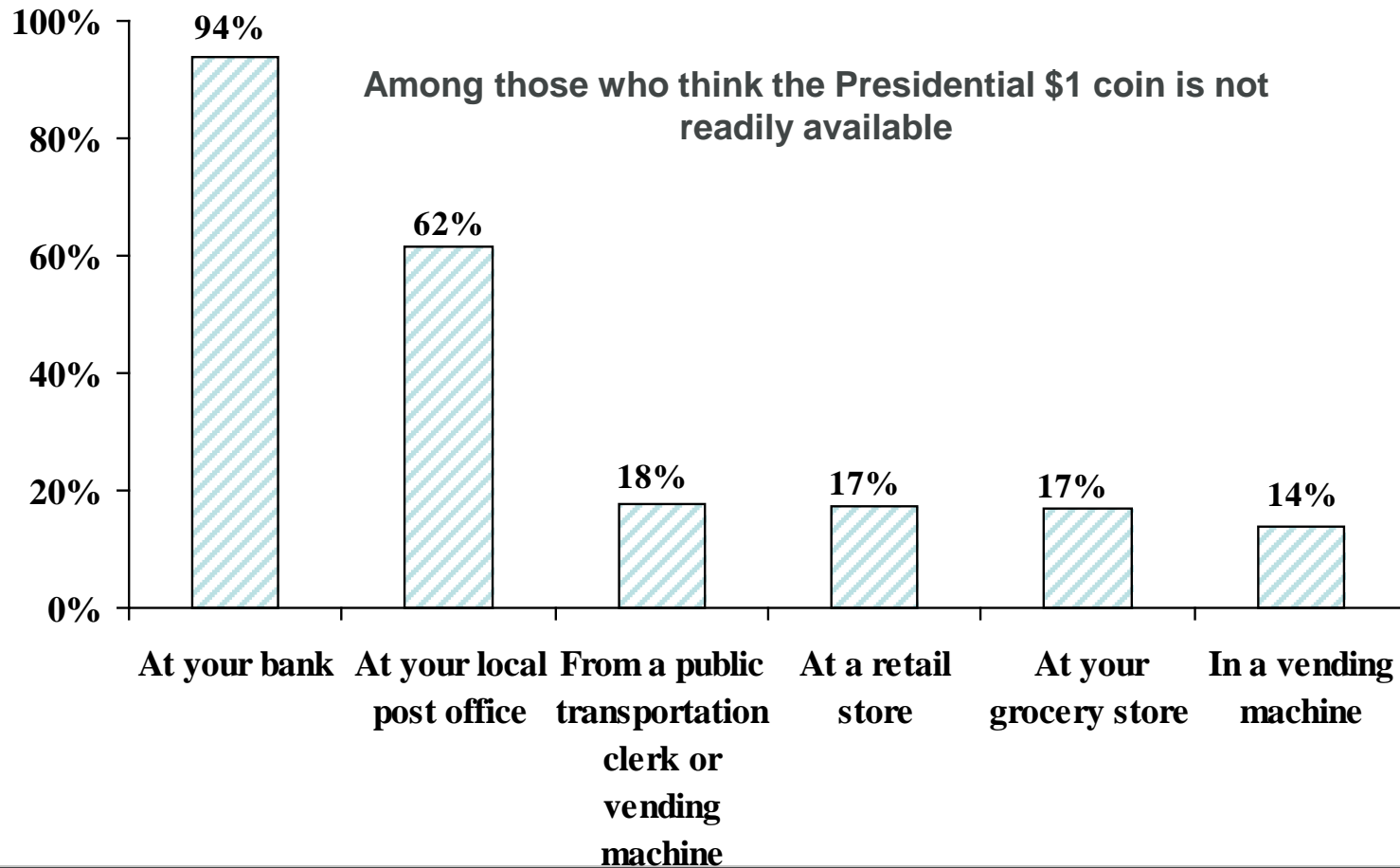
These days, would you say that Presidential one dollar coins are ... ?



Respondents Believe They Can Easily Get the Presidential \$1 Coin at a Bank or Local Post Office



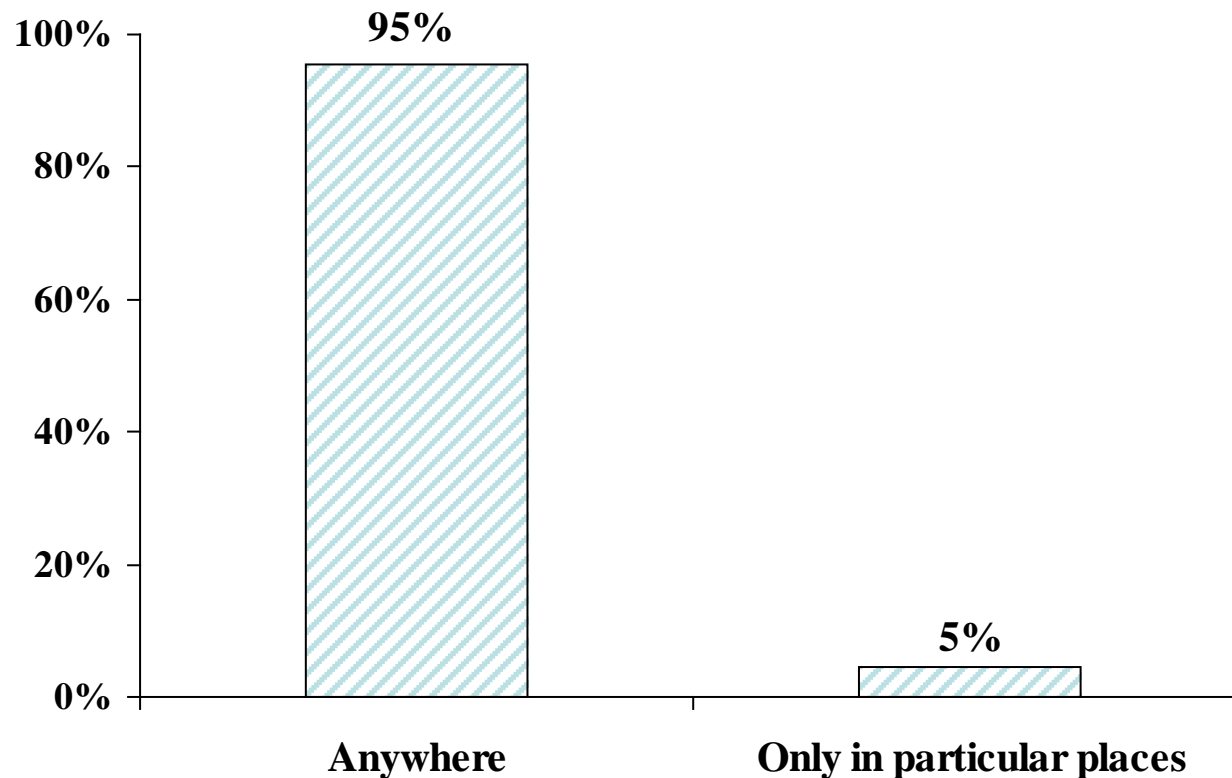
For each of the following, please tell me whether or not you think you can easily get a Presidential one-dollar coin at this location



Respondents Agree They Can Be Used Everywhere



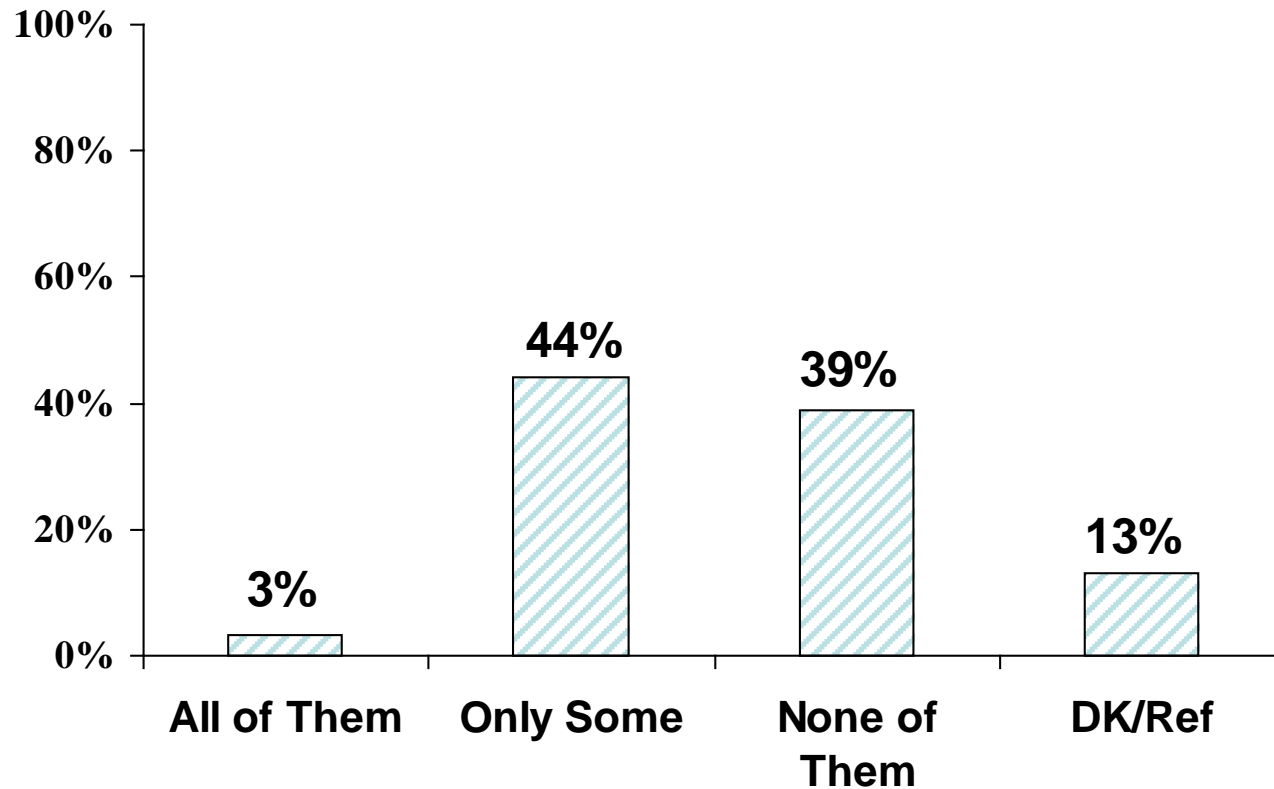
From what you know, are Presidential \$1 Coins accepted by all retailers and businesses, or can they only be used in particular places?



Except Maybe Vending Machines...



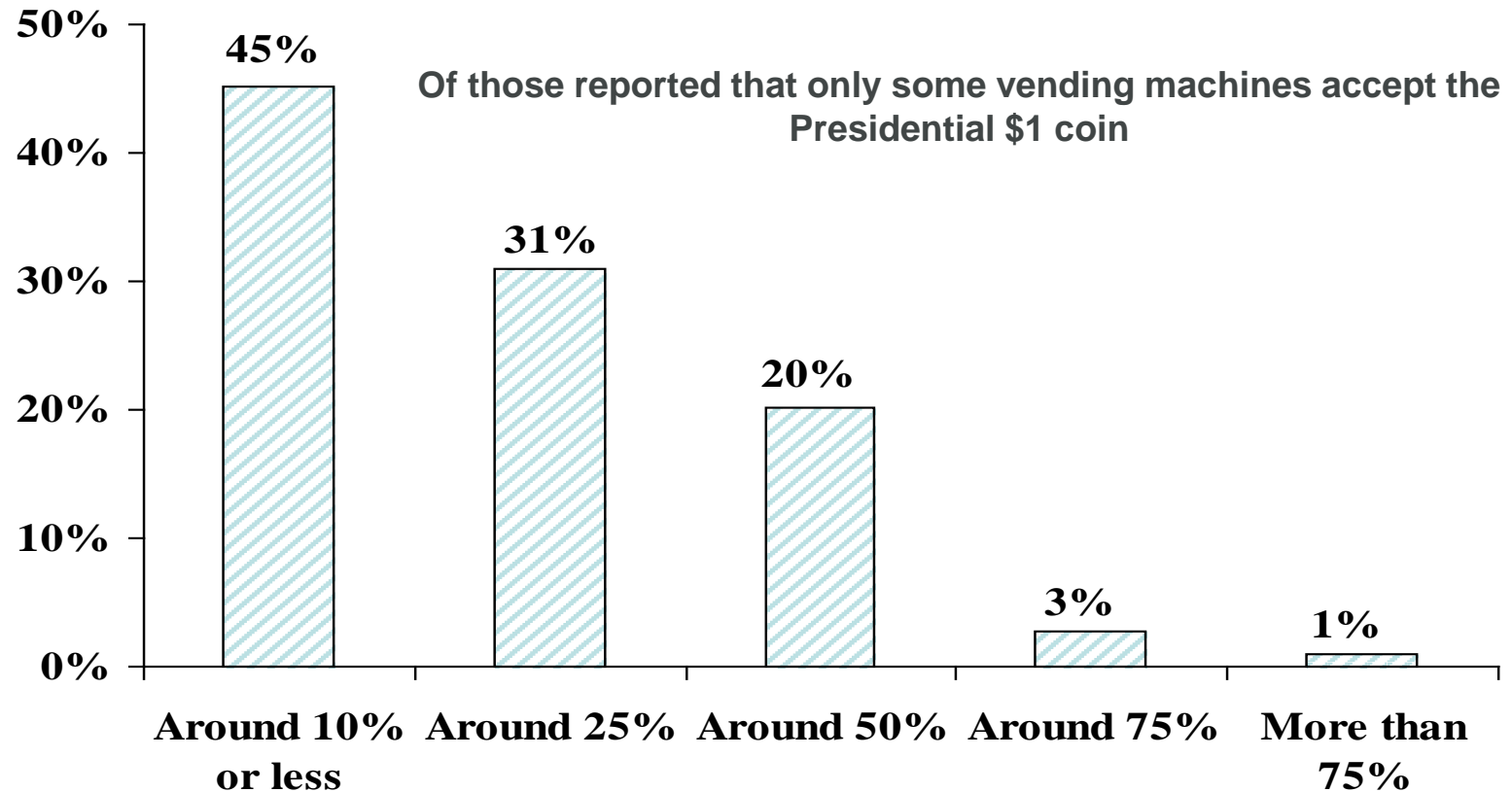
From what you know about vending machines, do all of them accept Presidential \$1 Coins, only some vending machines or none of them?



Percentage of Vending Machines Accepting Presidential \$1 Coins



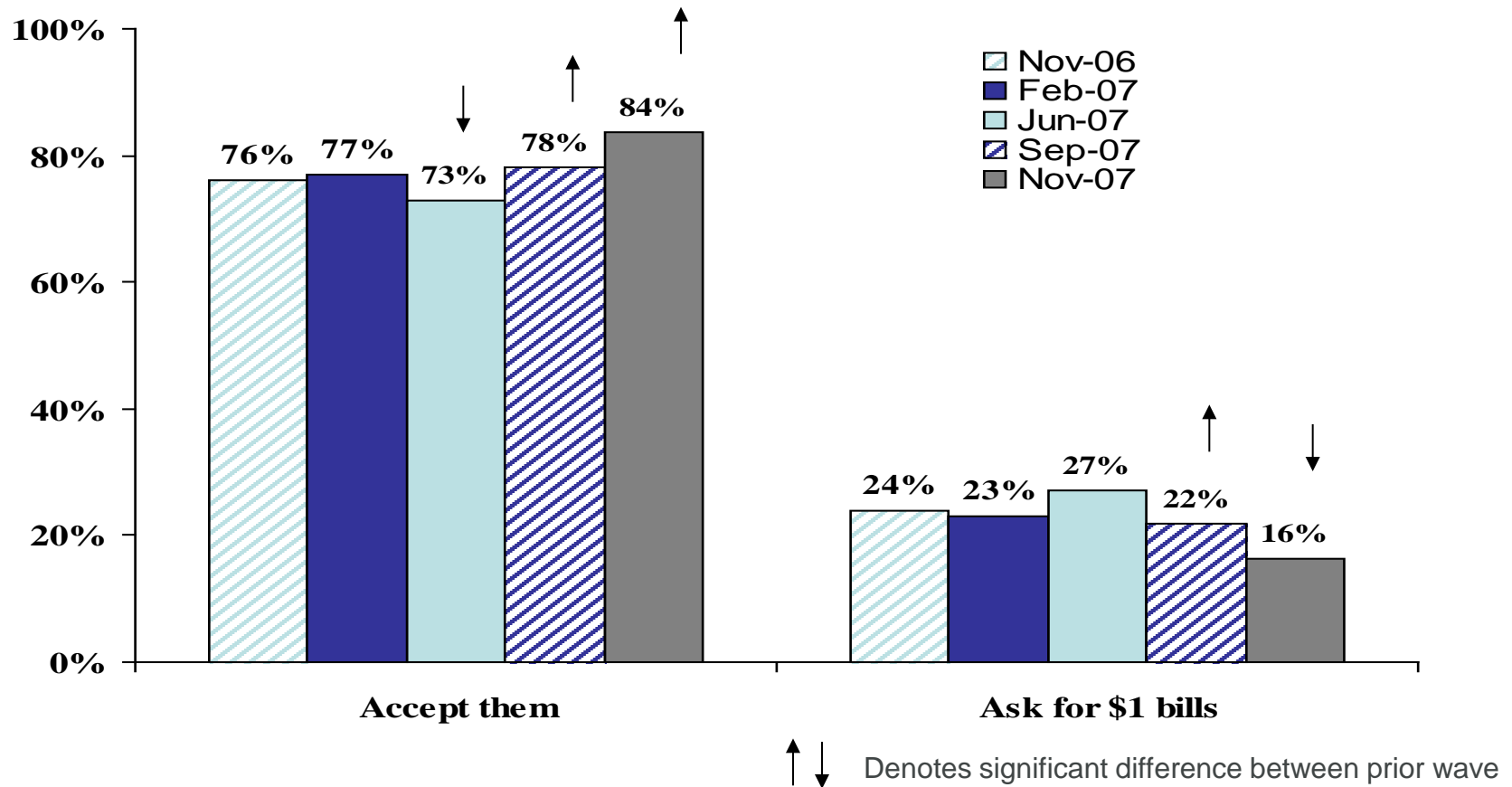
Roughly, what percentage of vending machines do you think accept Presidential \$1 Coins?



Eight in 10 Indicated They Would Accept the Presidential \$1 Coin as Change



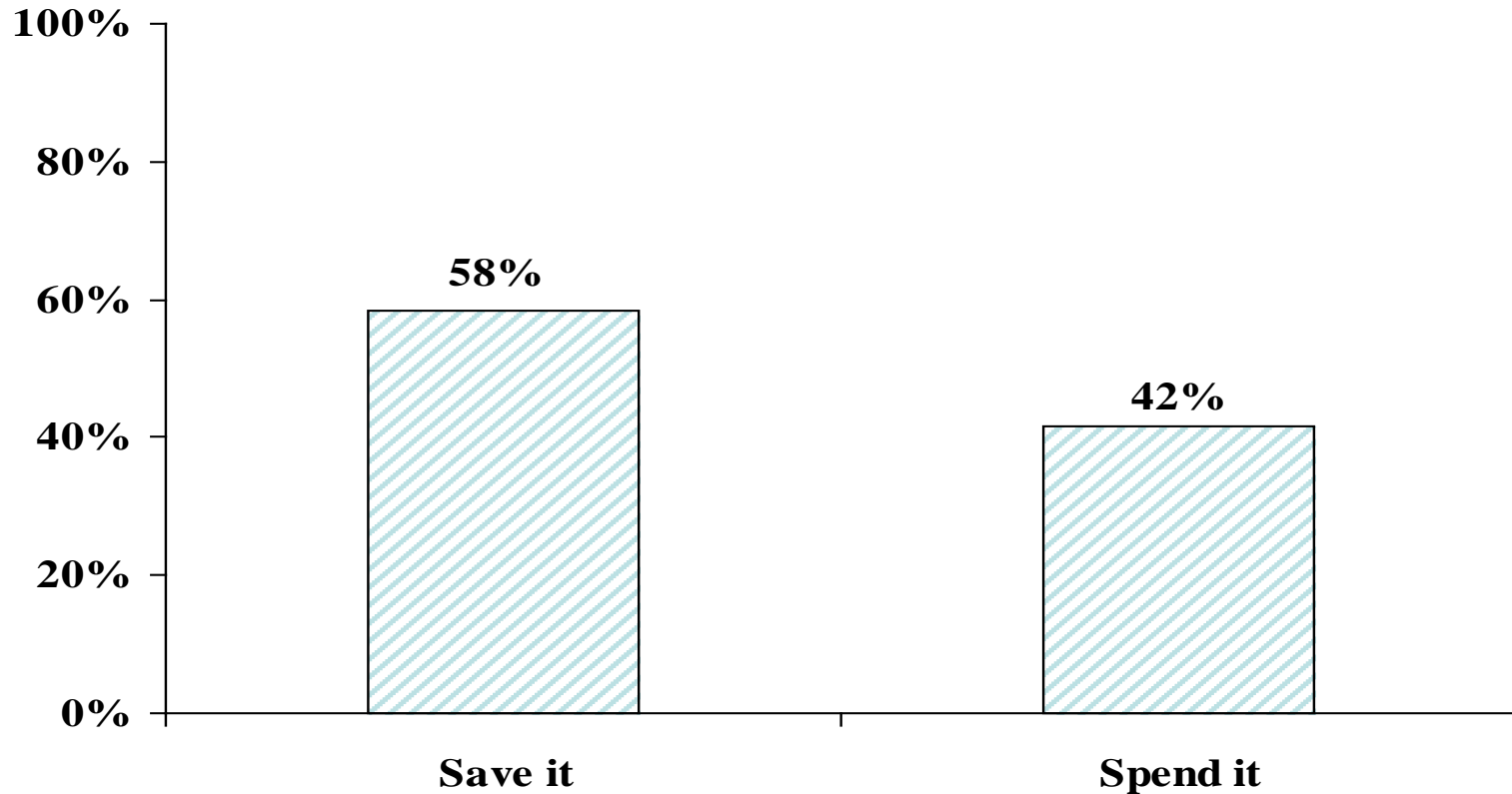
If you were given Presidential \$1 Coins as change in a store or other retail business, would you accept them, or would you ask for dollar bills?



Two in Five Indicated That They Are More Likely to Spend the Presidential \$1 Coin



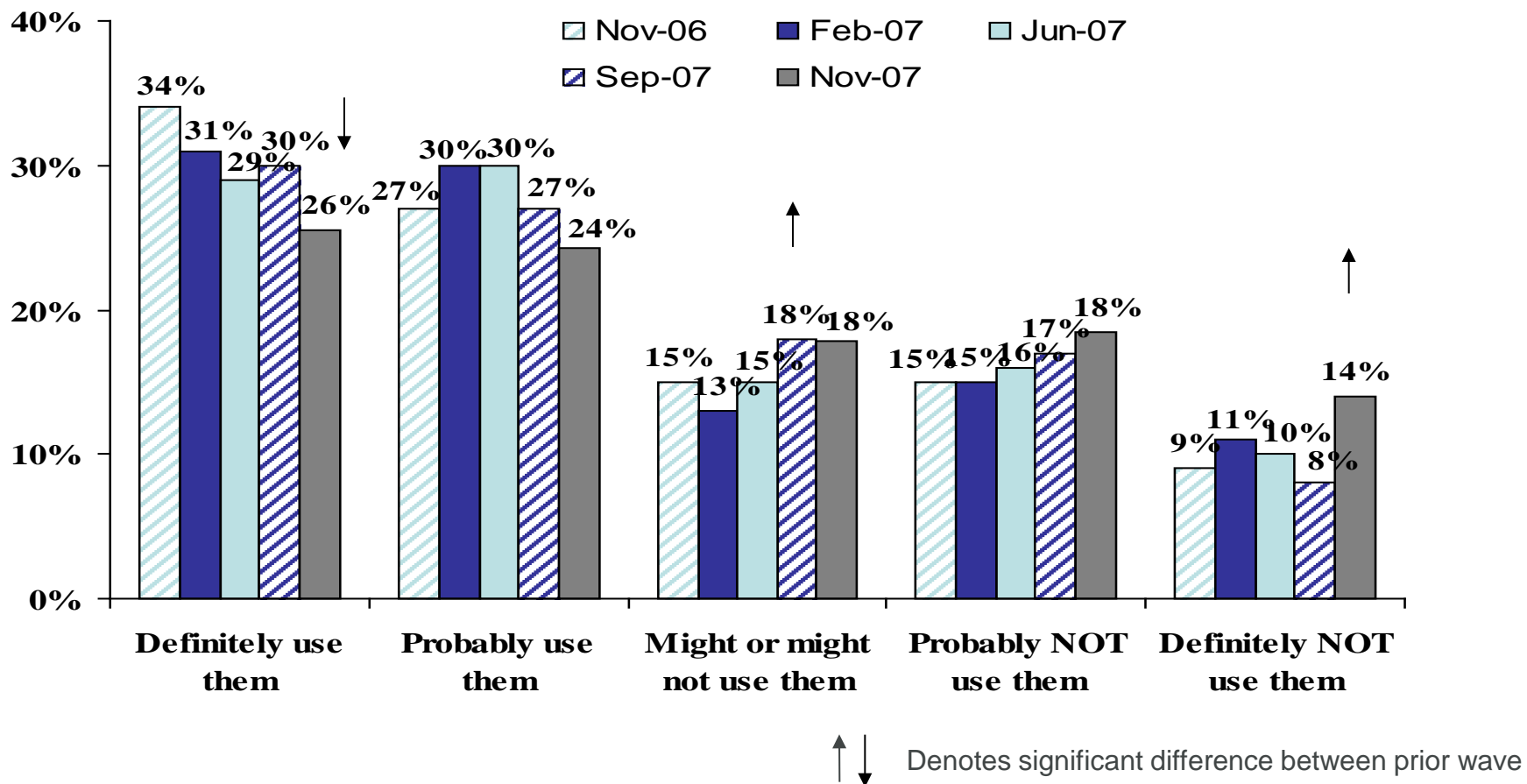
Once you had the coin, would you be more likely to save it or spend it?



Likelihood to Use the Presidential \$1 Coin for Cash Transactions



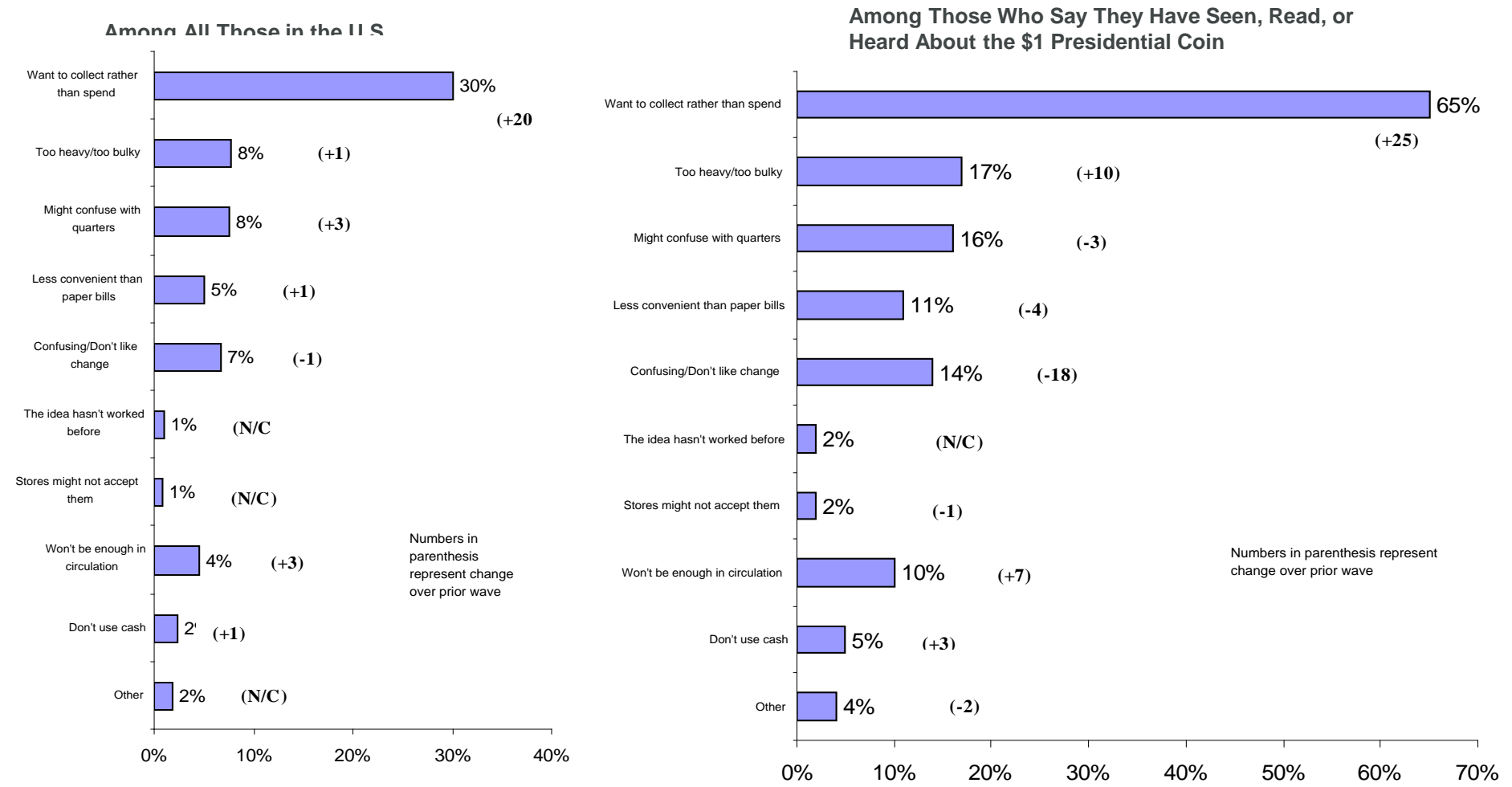
How likely will you be to use the Presidential \$1 Coins when making cash transactions?



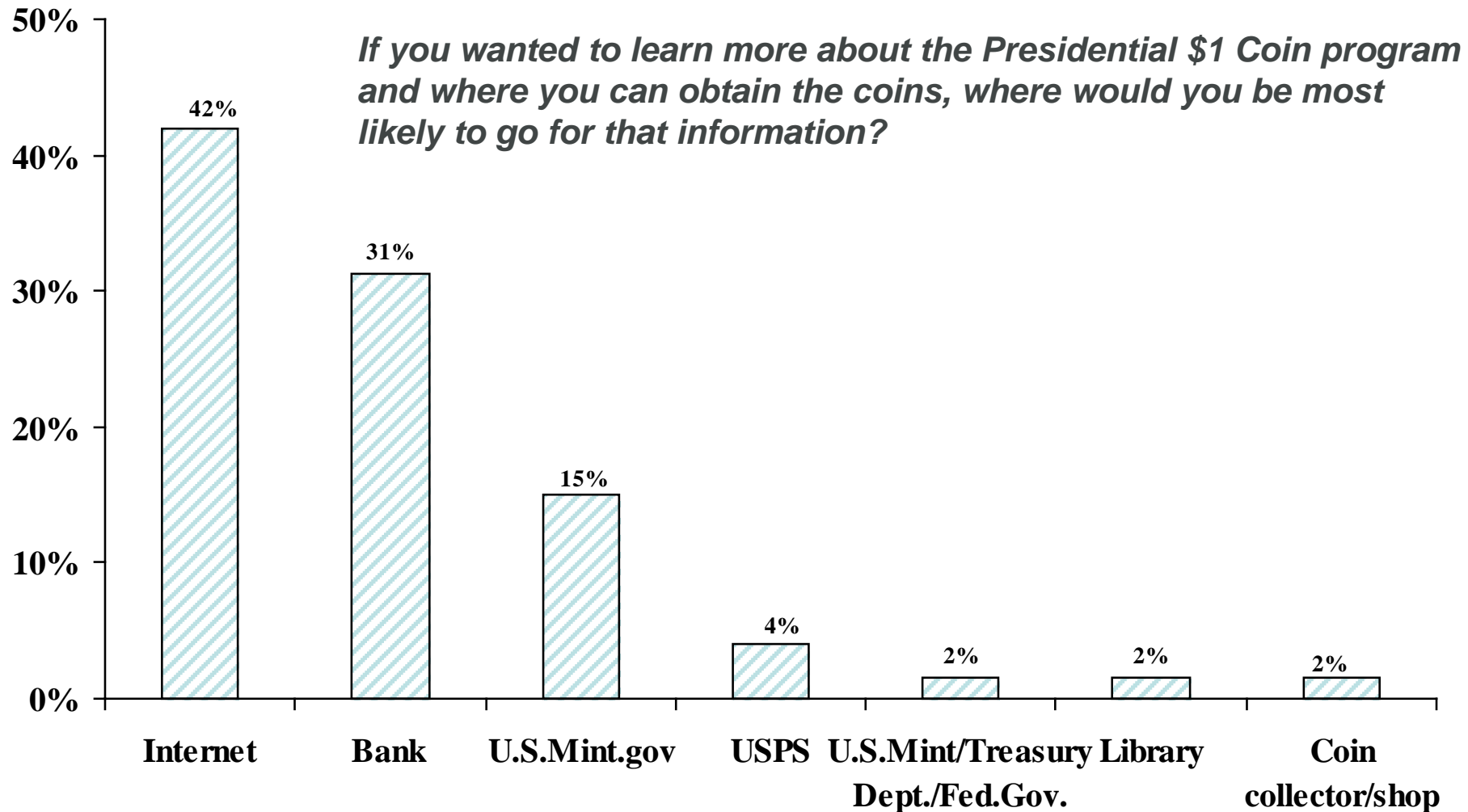
Half of Non-users Would Prefer to Save Presidential \$1 Coins or Give Them as a Gift



What are the reasons you would NOT use the Presidential \$1 Coin for cash transactions?



Two in Five Will Most Likely Go to the Internet to Obtain Information About the Presidential \$1 Coin Program





U.S. Mint

Brand Survey

January 2008

Prepared by:
GALLUP, INC.
Government Division
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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 survey to measure the U.S. population's knowledge and understanding of Federal monetary agencies. The goal of the research was to measure knowledge and understanding of the functions of the U.S. Mint, and to rate overall job approval and favorability. The results will be used by the Mint to direct strategic direction and marketing of the Agency.

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. In addition to the representative sample, the geographic locations where U.S. Mint facilities are located were sampled separately to provide comparisons as were two control geographic cities.

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	Washington, D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
Sample Size	1,001	399	400	404	407	404	400	402	404

The telephone interviews were conducted by Gallup professional interviewers, who are specially trained to work on the U.S. Mint projects, January 7-27, 2008.

1.2 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 16%.

1.3 Sampling Geographic Areas

National results are based on a representative random sample of the U.S. adult population. In the cases of the nine area-specific samples, the geographic regions sampled conform to Census Bureau geographic definitions, specifically metropolitan statistical areas (MSAs) wherever possible. MSAs include the specific city and county in which it is located, as well as the counties in the surrounding area. Where MSAs were not used (i.e., Fort Knox, Kentucky and West Point, New York), ZIP-code radius geographies were used.

The specific geographic areas sampled are the following:

Sample	Geographic definition
National	National
San Francisco	San Francisco-Oakland-Fremont, CA MSA
Denver	Denver-Aurora, CO MSA
Philadelphia	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA
Fort Knox	15-mile radius around ZIP code 40121 – ZIP codes included are: 40108, 40109, 40117, 40121, 40150, 40155, 40160, 40162, 40165, 40175, 40177, 40272, 47117, 47135
West Point	10-mile radius around zip code 10996 – ZIP codes included are: 10511, 10516, 10524, 10537, 10547, 10566, 10567, 10579, 10588, 10917, 10928, 10930, 10996, 12508, 12518, 12520, 12553
Washington, D.C.	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA
Los Angeles	Los Angeles-Long Beach-Santa Ana, CA MSA
Dallas	Dallas-Fort Worth-Arlington, TX MSA

1.4 Weighting the Data

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

Gallup weighted the national sample to represent the U.S.' adult population; city samples were weighted to represent the adult population of the specific areas surveyed. Base weights were first calculated based on the number of adults in the household and the number of telephone lines in the household. A raking procedure was used to adjust the composition of the study to match the composition on demographic factors including region (national sample only), 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.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in conjunction with the U.S. Mint. The questionnaire was primarily devoted to measuring Monetary, Currency, and Financial Policy knowledge, understanding of the functions, as well as job approval and favorability of the U.S. Mint.

The questions included the following areas:

- Knowledge of Federal government agencies (one question)
- Knowledge of Federal monetary, currency, and policy agencies (four questions)
- Knowledge of U.S. Mint job functions (two questions)
- U.S. Mint job approval and favorability ratings (three questions)
- Perceptions and ratings of competitive non-Federal mints (three questions)
- Recommendation on improving Mint public services (one question)
- Respondent demographics (nine questions)

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

2.1 Census. Divisions Referred to Throughout This Report Are as Follows:

NEW ENGLAND:

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut

MIDDLE ATLANTIC:

New Jersey, New York, and Pennsylvania

EAST NORTH CENTRAL:

Illinois, Indiana, Michigan, Ohio, and Wisconsin

WEST NORTH CENTRAL:

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota

SOUTH ATLANTIC:

Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland, and Delaware

EAST SOUTH CENTRAL:

Alabama, Kentucky, Mississippi, and Tennessee

WEST SOUTH CENTRAL:

Arkansas, Louisiana, Oklahoma, and Texas

MOUNTAIN:

Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming

PACIFIC:

Alaska, California, Hawaii, Oregon, and Washington

3.0 Key Findings

3.1 The American public has a generally favorable view of the U.S. Mint, though there is considerable confusion over the exact role of the Agency.

- Almost 6 in 10 of all American adults give the Mint a “5” -excellent” or “4” (top two box) job approval rating, with 27% saying they are doing an excellent (5) job. The Mint receives higher job approval ratings than four other Federal agencies, including the Treasury (46% top two box), Bureau of Engraving and Printing (54%), and FDIC (48%).
- Fewer than 1 in 10 (8%) of American adults feel they know “a lot” about the U.S. Mint, while an additional 46% feel they know “some” about it. This is validated by adults’ exhibited knowledge, identified through correct responses as to the Federal agency responsible for four federal monetary roles.
- While 89% of adults recognize that the U.S. Mint makes coins for circulation when asked directly, and 78% know it makes coins for collectors, 57% mistakenly think it produces dollar bills and 30% mistakenly think they control the money supply. In all, just 21% accurately identify six or more of the seven roles measured (high knowledge), while 81% get at least four correct (medium knowledge).

3.2 Adults with the greatest knowledge of the Agency have more positive views, indicating that better educating the public on the specific functions of the U.S. Mint can not only help drive awareness, but positive perceptions as well.

- Adults with high exhibited knowledge of the Mint’s role give the Mint much higher job approval ratings, with 26% saying the Mint is doing an “excellent” job, while an additional 33% give a ‘4’ for a combined top two box rating of 59%.

3.4 Publicizing the Mint’s roles as a revenue generator for the U.S. Government and maintaining and protecting the nation’s gold and silver assets could have a favorable influence on perceptions of the Mint.

- 60% report knowing that the Mint provides revenue to the government would give them a more favorable view of the Agency.
 - Just 12% currently know that the U.S. Mint is self-funding and does not use taxpayer monies.
- 65% of adults report that knowing that the Mint maintains and protects the nation’s gold and silver assets would give them a more favorable view.
 - However, just 6% identify the Mint as the Federal agency that protects Fort Knox and 55% say the Mint maintains and protects the nation’s gold and silver assets.

3.5 The American public clearly believes the U.S. Mint needs to do more advertising and marketing in order to better serve its constituency, as this direction was given by nearly five times as many adults as any other recommended action. When thinking about how to portray the U.S. Mint in advertising and marketing, messages portraying the Mint as reliable and honest will have the most favorable influence on the public’s perceptions of the Mint.

- When asked for one thing the Mint could do to better serve the American public, half (48%) of adults with any suggestion said the Mint should advertise or market itself. The

next most mentioned recommendation was to be more accessible and customer service-oriented at 11%.

- The Mint receives much higher job approval ratings (top-two box scores) among adults who see the Agency as being Reliable (based on responses to three different items making up Reliability), as those who do not see the Mint exhibiting Reliability (77% top two box approval for high Reliability rating vs. 31% for low Reliability ratings), and among adults who rate the Agency high on Honesty factors (80% vs. 38% who rate the Mint low on Honesty).

3.6 The Mint's presence in six American cities does not readily lead to greater knowledge or favorability ratings of the Agency.

- Residents of Washington, D.C. (20%) are nearly three times more likely than U.S. adults overall (7%) to accurately identify three or four of the four Federal monetary agencies than the general population. Los Angeles adults, where there is no Mint facility, were also more likely (12%) to exhibit Federal agency knowledge. But those living in Fort Knox were only half as likely (2%) to be as knowledgeable as Americans overall.
- While those in D.C. were also more knowledgeable about the role of the U.S. Mint, with 29% accurately identifying six or seven of the seven roles as compared to 21% of adults overall, those in Los Angeles, the other control city of Dallas, or any of the other five cities with Mint locations were no more knowledgeable than U.S. adults overall.
- Despite higher knowledge of the Mint's role, those in D.C. were no more likely than other residents to give the Mint high job approval ratings. However, those in Denver (45%) and Fort Knox (34%) are more likely to give an excellent rating (vs. 27% of all adults). Those in San Francisco gave the Mint lower ratings than the U.S. adult population.

4.0 Detailed Findings

4.1 Overall Knowledge About Federal Monetary Institutions

American adults were asked how knowledgeable they feel they are about six Federal agencies and offices and then were asked to confirm their knowledge by naming the Federal agency responsible for each of four monetary functions including producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Gallup then categorized adults based on how many of the four possible Agencies they were able to correctly identify as performing each function.

Overall, the American public is not very knowledgeable about who handles the country's monetary functions. Just 1% of all adults can accurately name all four of the Agencies responsible for the four rated functions, and just 7% can correctly name at least three of them (defined as "high knowledge"). More than 4 in 10 (43%) cannot name the proper Agency for any of the four monetary functions. On average, adults can correctly name one (.92) monetary agency correctly.

EXHIBIT 1: Exhibited Knowledge Level of Federal Agency Monetary Roles

Number of Federal Monetary Agencies Correctly Identified	% of Adults	Definition
4 of 4	1%	High Knowledge
3 of 4	7%	Low Knowledge
2 of 4	20%	
1 of 4	30%	
0 of 4	43%	
Mean number correctly identified (of 5)	.92	

The 7% of adults with "high knowledge" of monetary Agencies, tend to be male, have higher household incomes, and at least some college education.

EXHIBIT 2: Demographic Profile of Exhibited Knowledge

	High Knowledge	Total Population
<i>N Size</i>	71	1,001
Mean Age	47	45
Male	57%	49%
Hispanic	8%	12%
African American	7%	12%
Household Income >\$45K	78% ⁺	67%
More Than High School Education	83% ⁺	54%

Note: "high knowledge" defined as accurately identifying 3 or 4 out of 4 agencies

The table below depicts the exhibited knowledge across the cities where the U.S. Mint has facilities and two control cities (Los Angeles and Dallas). While 7% of the U.S. population exhibits “high knowledge” (*can accurately identify at least three of the four agencies responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing the Fort Knox*), significantly fewer adults in Fort Knox have high knowledge of federal monetary roles (2% vs. 7% of total population) despite its location. High monetary role knowledge is significantly greater in Washington, D.C. (20% vs. 7% of total population) and also Los Angeles (12% vs. 7% of total population), where the U.S. Mint has no facilities. While adults in U.S. Mint facility cities of San Francisco, Denver, and Philadelphia are not more likely to name at least three of the four agencies correctly, they are more likely than U.S. adults overall to be able to name at least two Agencies.

EXHIBIT 3: Exhibited Knowledge of Federal Agency Monetary Roles by Geography

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
N Size	1,001	399	400	404	407	404	400	402	404
Mean # correct agencies (of 4)	.92	1.17 ⁺	1.06 ⁺	1.05 ⁺	.66 ⁻	1.02	1.41 ⁺	1.01	1.03
% of adults with “high knowledge”	7%	8%	8%	5%	2% ⁻	9%	20% ⁺	12% ⁺	7%

Note: “high knowledge” defined as accurately identifying 3 or 4 out of 4 agencies

⁺ Denotes statistically HIGHER than total U.S. Population

⁻ Denotes statistically LOWER than U.S. Population

While more adults exhibit knowledge of the Mint’s role in coin minting than any other of the major monetary roles, only half (48%) can name the Mint as the agency that “produces the U.S. coins.” Very few adults (6%) know that the Mint oversees Fort Knox, or that the Bureau of Engraving and Printing prints dollar bills (8%).

EXHIBIT 4: Knowledge of Federal Monetary Agency Roles

Role/Activity	Correct Agency	% Naming Correct Agency	% Naming Wrong Agency	% Don't know
Coin Minting	U.S. Mint	48	18	34
Overseeing Fort Knox	U.S. Mint	6	35	59
Printing dollar bills	Bureau of Engraving & Printing	8	53	39
Regulating the money supply	Federal Reserve	31	19	50

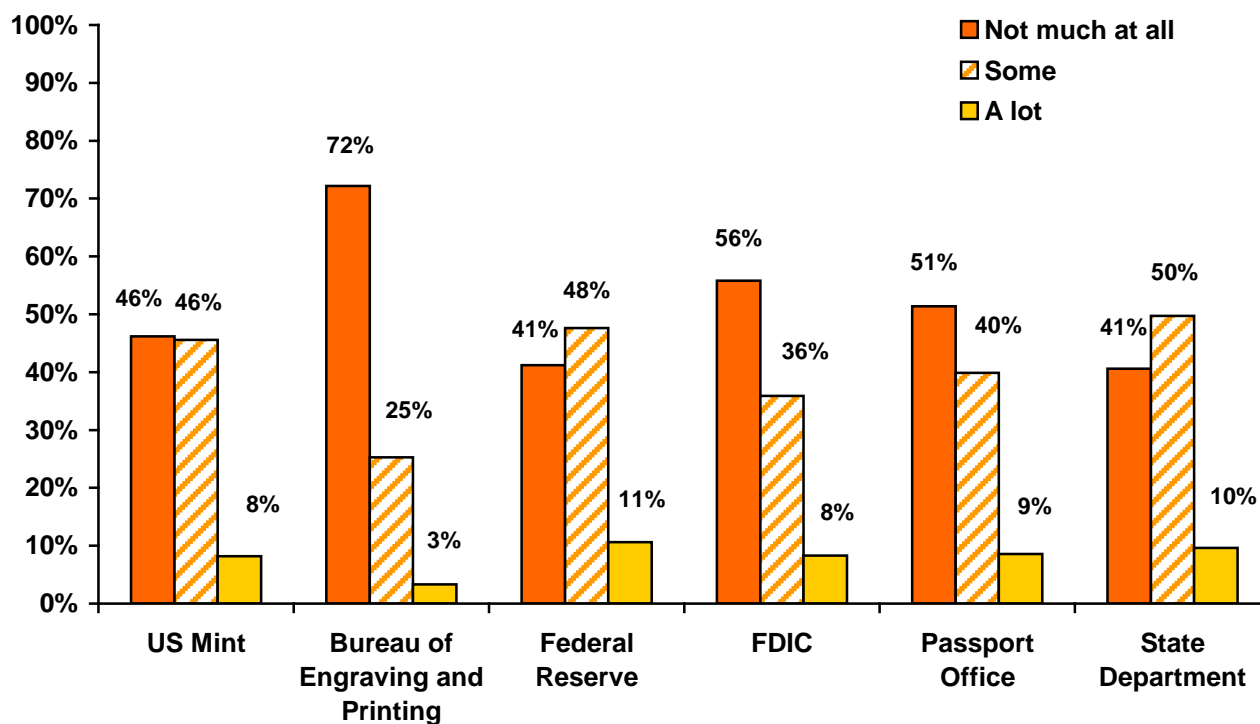
Those who self-rate themselves as knowledgeable (say they know “a lot” or some) about a particular agency are more likely to correctly name that agency for its function. Notably:

- Six in 10 adults who indicate that they know “a lot” (60%) or “some” (56%) about the U.S. Mint correctly name the U.S. Mint as the agency that produces U.S. coins, as compared to just 38% who say they know “not much at all” about the Mint.
- Six in 10 (60%) of those who say they know “a lot” about the Federal Reserve correctly name the Federal Reserve as regulating the money supply, as compared to 36% of those who say they know “some” and 18% who say they know “not much at all.”
- The Bureau of Engraving and Printing is the least known and understood Federal agency rated. Just 28% of adults say they know at least some about the Agency, and among those who know “a lot,” just, 23% can even correctly name the Bureau of Engraving and Printing as the agency that prints dollar bills.

4.1.1 Stated Knowledge of Federal Government Agencies

American adults were asked how much they knew about Federal Government agencies. One in 10 or fewer feel they know “a lot” about any of the six Agencies and Offices measured. Overall, Americans feel that they know the most about the State Department (60% some or a lot) and Federal Reserve (59% some or a lot). Slightly fewer (46% some and 8% a lot) feel they know the U.S. Mint. When it come to Federal monetary agencies, the Bureau of Engraving and Printing is least understood, with just 28% saying they know at least some about this agency. Slightly less than half of adults know at least some about FDIC (44%) and U.S. Passport Office (49%).

EXHIBIT 5: How much do you know about the following Federal Government agencies?



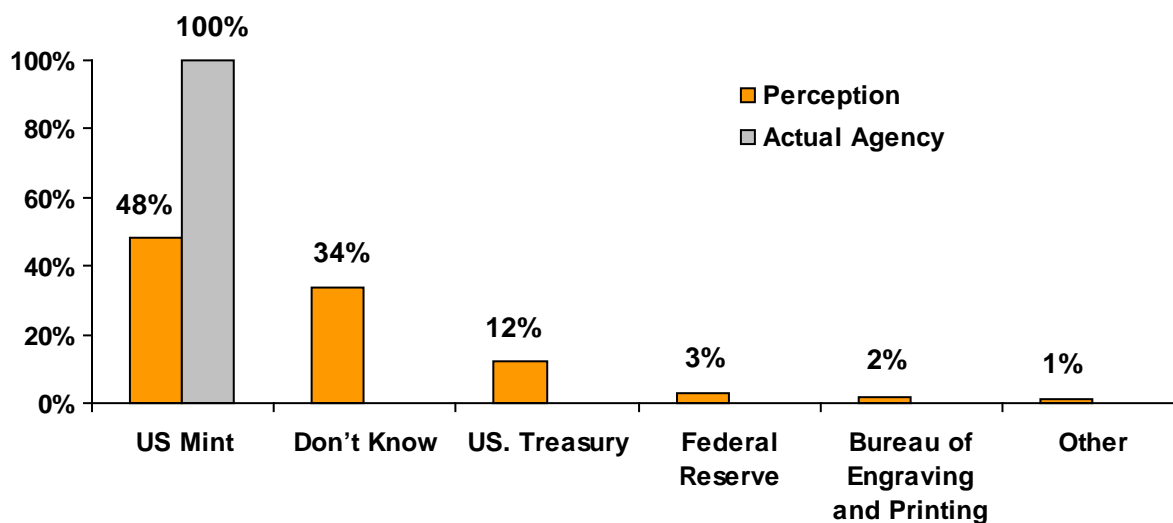
4.1.2 Exhibited Federal Monetary Agency Knowledge

Adults were asked to verify their knowledge of Federal monetary agencies when they were given a list of four monetary functions and asked to name the Agency responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Only a minority of adults can accurately name the correct monetary Agencies.

4.1.2.1 Exhibited Federal Monetary Agency Knowledge: Coin Minting Agency

Nearly half of the U.S. population, (48%) was able to correctly identify the U.S. Mint as the agency responsible for producing U.S. coins. However, 34% of the population indicated that they “do not know” the agency responsible for producing U.S. coins and an additional 18% mistakenly identified a different Federal agency, with the greatest misnaming the U.S. Treasury (12%).

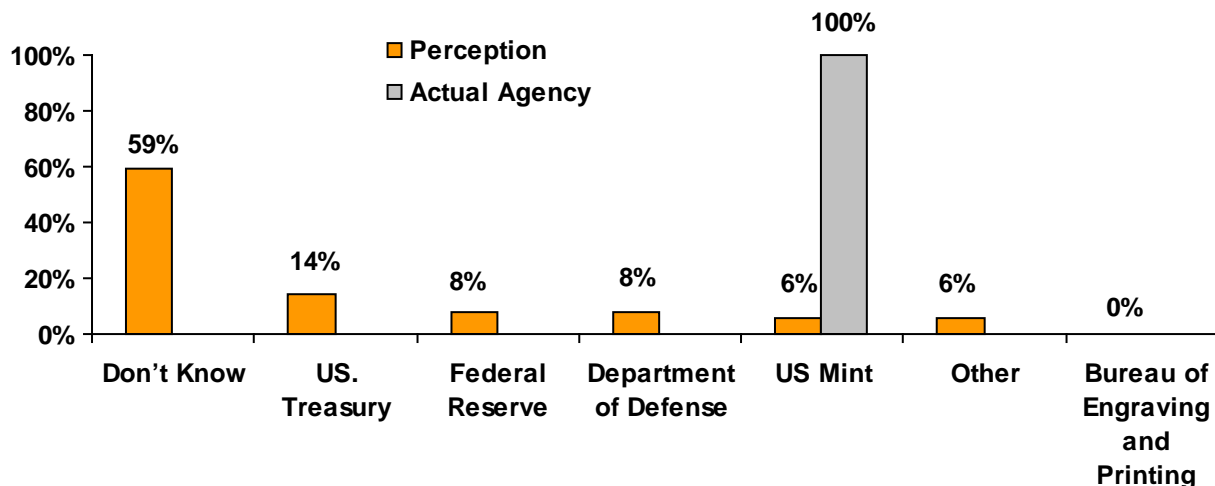
EXHIBIT 6: Do you know the name of the agency in the Federal Government that produces U.S. Coins?



4.1.2.2 Exhibited Federal Monetary Knowledge: Overseeing Fort Knox

While many Americans know that the U.S. Mint produces coins, only 6% know that the Mint is the Federal agency that oversees Fort Knox. While 6 in 10 (59%) admit they don't know which Agency holds this role, 14% mistakenly believe the U.S. Treasury, and 8% think the Department of Defense oversees Fort Knox.

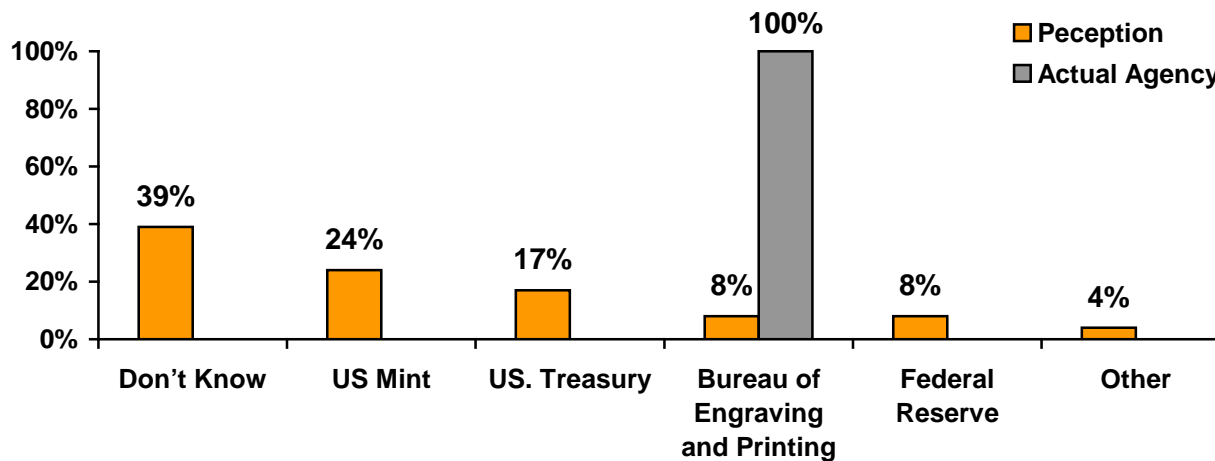
EXHIBIT 7: Do you know the name of the agency in the Federal Government that oversees Fort Knox?



4.1.2.3 Exhibited Federal Monetary Agency Knowledge: Bill Printing

The Bureau of Engraving and Printing is the least understood monetary Agency, with fewer than 1 in 10 (8%) adults correctly identifying it as the agency responsible for printing dollar bills. A majority of adults *think* they know the Agency that holds this role, but 24% mistakenly believe the U.S. Mint plays this role and an additional 17% say it is the U.S. Treasury.

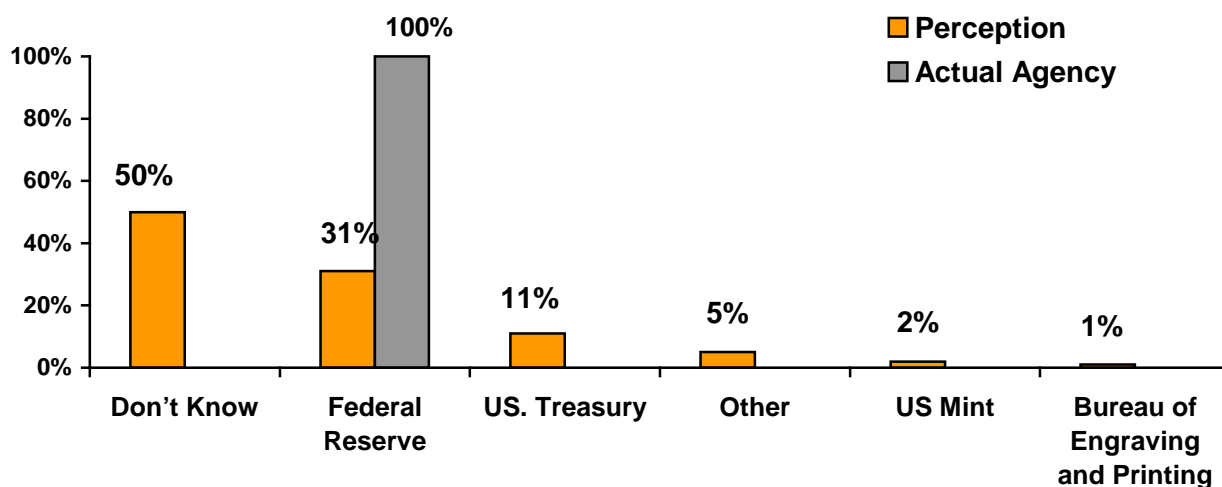
EXHIBIT 8: Do you know the name of the agency in the Federal Government that prints dollar bills?



4.1.2.4 Exhibited Federal Monetary Knowledge: Money Supply Regulation

While one-half of Americans (50%) say they don't know which Federal agency is responsible for regulating the money supply, 3 in 10 (31%) accurately identify the Federal Reserve. About 1 in 10 (11%) misidentify the U.S. Treasury as responsible for regulating the money supply.

EXHIBIT 9: Do you know the name of the agency in the Federal Government that regulates the money supply?



4.2 U.S. Mint Knowledge

Americans were asked about seven potential functions of the U.S. Mint. five of the functions are part of the U.S. Mint charter (*making coins for circulation, making coins for collectors, providing revenue to the government, making coins for special government occasions, and maintaining/protecting the nation's gold and silver assets*), while two of them (*making dollar bills, and controlling the money supply*) belong to other Agencies. Gallup then categorized adults based on how many of the seven possible functions they were able to correctly identify.

Overall, the American public is not highly knowledgeable about the roles of the U.S. Mint. Just 3% of adults can accurately say if the Mint undertakes all seven functions or not, while an additional 18% can correctly name six or more of the functions (21% “high knowledge”). Two in 10 (19%) accurately assign three or fewer of the roles correctly (“low knowledge”). On average, adults indicate about four and a half (4.45) roles correctly.

EXHIBIT10: Exhibited Knowledge Level of U.S. Mint Functions

# of Correctly Identified Mint Functions	Knowledge Level	% of Population	Cumulative %
7 of 7	High Knowledge	3	3
6 of 7		18	21
5 of 7	Medium Knowledge	33	54
4 of 7		27	81
3 of 7	Low Knowledge	11	92
2 of 7		5	97
1 of 7		1	98
0 of 7		2	100
Mean number correctly identified		4.45	

Living in a city where the U.S. Mint has facilities does not necessarily lead to greater knowledge of the roles of the Mint. While adults in Washington D.C. have higher exhibited knowledge of the roles of the U.S. Mint with 29% “high knowledge” compared to 21% for the total population, just 19%-22% of adults in other Mint locations have high exhibited knowledge. These are similar levels to the control cities of Los Angeles (19%) and Dallas (18%).

EXHIBIT 11: *Can you tell me the main functions of the U.S. Mint?*

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Control	Control
N Size	1001	399	400	404	407	404	400	402	404
Mean # correct agencies (of 4)	4.45	4.47	4.51	4.64 ⁺	4.38	4.53	4.68 ⁺	4.32	4.42
% of adults with “high knowledge”	21%	19%	19%	22%	19%	21%	29% ⁺	19%	18%

⁺ Denotes statistically HIGHER than total U.S Population

- Denotes statistically LOWER than U.S. Population

4.21 Demographic and Geographic Profile of Mint Knowledge

EXHIBIT 12: Demographic Profile of Actual Mint Knowledge

	Actual Mint Knowledge	Total Population
<i>N Size</i>	212	1,001
Mean Age	47	45
Male	42%	49%
White	87%	82%
Hispanic	11%	12%
African American	9%	12%
Household Income >\$45K	70%	67%
More than High School	65% ⁺	54%

⁺ Denotes statistically HIGHER than total U.S Population

- Denotes statistically LOWER than U.S. Population

EXHIBIT 13: Geographic Profile of Mint Knowledge

	Actual Mint Knowledge	U.S. Population
<i>N Size</i>	212	1,001
Census Area		
New England	6%	7%
Mid-Atlantic	13%	12%
East North Central	13%	15%
West North Central	7%	6%
South Atlantic	14% -	20%
East South Central	5%	7%
West South Central	10%	10%
Mountain	6%	7%
Pacific	25% ⁺	16%

⁺ Denotes statistically HIGHER than total U.S Population

- Denotes statistically LOWER than U.S. Population

4.22 Knowledge of U.S. Mint Job Functions

A majority of respondents (89%) accurately identify ‘make coins for circulation’ as a main function of the U.S. Mint. Seventy-eight percent of respondents accurately identify ‘make coins for collectors’ and ‘make coins for special government occasions’ as main functions of the U.S. Mint. Therefore, Americans are more aware of the U.S. Mint coin-minting function than any other of its major job functions. However, more than one-half (57%) of the population incorrectly believe that printing dollar bills is a main function of the U.S. Mint and nearly half (48%) do not know that the U.S. Mint provides revenue to the government. In addition, 55% of the population knows that maintaining and protecting the nation’s gold and silver is one of the main functions of the U.S. Mint.

EXHIBIT 14: Can you tell me which of the following are the main functions of the United States Mint?

Actual Mint

Function: Yes

Yes

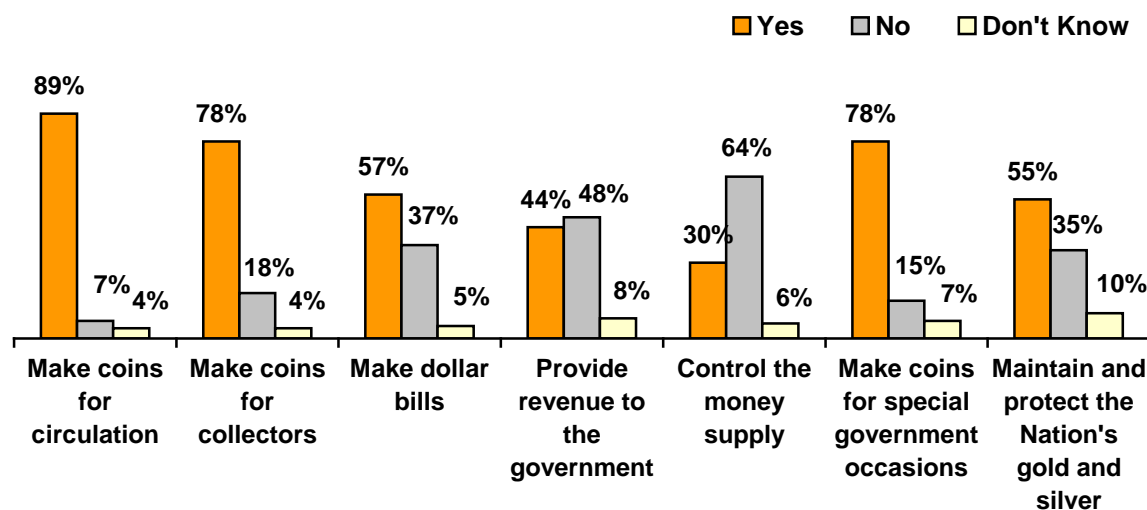
No

Yes

No

Yes

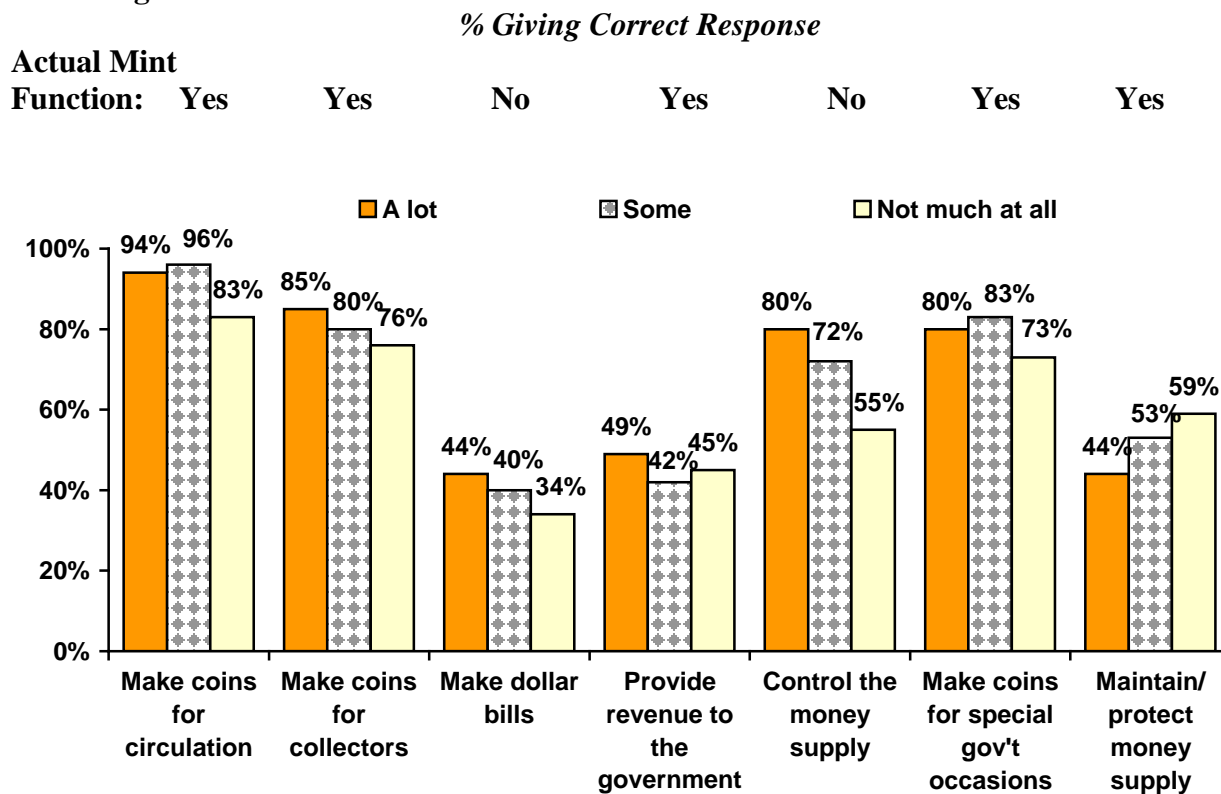
Yes



Adults who say they know “a lot” or “some” (*Self-rated knowledge*) about the U.S. Mint are more likely to correctly identify the specific functions that the U.S. Mint performs (*Exhibited High Knowledge*). Notably:

- The more adults report they know about the U.S. Mint, the more likely they are to correctly know that the Mint makes coins for collectors (85% among those who know a lot compared to 80% for those who know some and 76% for those who don’t know much) respond accurately (“yes”) to the statement than those who indicate that they know “not much at all” (83%) about the U.S. Mint.
- Even adults who say they do not know much at all about the U.S. Mint generally know that the Mint makes coins for circulation (83%), makes coins for collectors (76%), and that the Mint does NOT control the money supply, though they know these functions to a lower degree than adults who profess greater knowledge of the Mint.

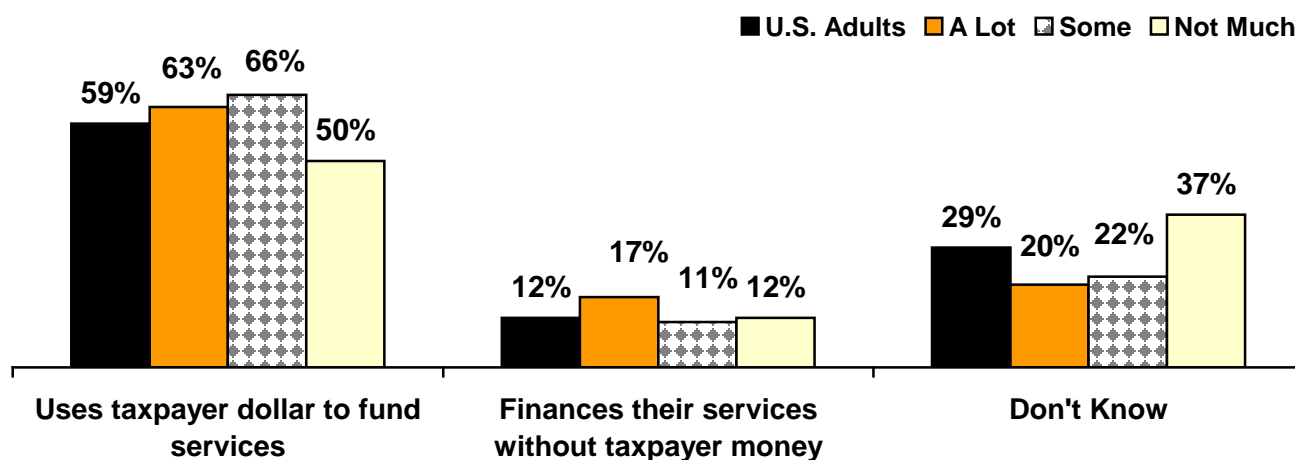
EXHIBIT 15: Exhibited Knowledge of Functions of U.S. Mint by Self-Reported Mint Knowledge



4.23 Knowledge of U.S. Mint Funding

Only 12% of the population knows the source of funding for the U.S. Mint. Fifty-nine percent believe the U.S. Mint is funded with taxpayer money. However, for the most part, other than believing that the U.S. Mint is funded with taxpayer dollars, a significant number (29%) of the population is unaware of the Mint’s funding source.

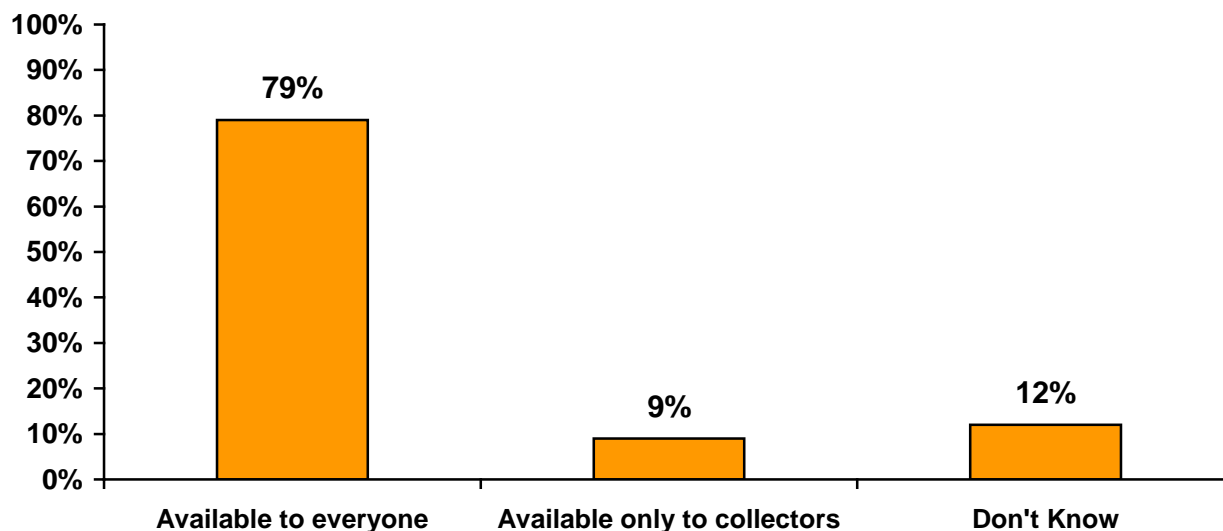
EXHIBIT 16: Do you know if the United States Mint Uses taxpayer dollars to fund their services or finances their services themselves without taxpayer money?



4.3 Availability of U.S. Mint Products

Seventy-nine percent of Americans know that U.S. Mint products are available to everyone. Only 9% believes U.S. Mint products are only available to coin collectors. However, 12% of the population is unaware of the availability of U.S. Mint products.

EXHIBIT 17: Do you know if U.S. Mint products are available to anyone or only available to coin collectors?



4.4 U.S. Mint Overall Job Rating

Overall, one in four (27%) adults give the U.S. Mint top-box ‘excellent’ job performance rating, while an additional 31% give the Mint a rating of ‘4’; thus, nearly 6 in 10 (58%) give it a top-two box rating. However, slightly more than 1 in 10 (13%) say they ‘do not know’ how good of a job the U.S. Mint is doing.

While adults living in the two control cities of Los Angeles and Dallas give similar job approval ratings to the Mint as the U.S. population overall, there are differences in views among those in cities where the Mint has facilities. Adults in Denver give the Mint significantly higher job approval ratings, with 45% giving a top box rating (“5”) and an additional 29% giving a “4” rating. Those in San Francisco are least likely to give the Mint an excellent job approval rating.

EXHIBIT 18: U.S. Mint Job Approval Rating

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	DC	Los Angeles	Dallas
N Size	874	356	366	386	367	380	350	361	382
Male Ratings on Job Approval (top two box)	58%	54%	71%	68%	67%	65%	60%	65%	60%
Female Ratings on Job Approval (top two box)	59%	56%	77%	63%	64%	59%	51%	54%	61%
% 5-Excellent	27%	21%⁻	45%⁺	29%	34%⁺	28%	25%	27%	31%
%4	31%	33%	29%	36%	31%	34%	30%	33%	30%
%3	31%	37%	21%	23%	26%	30%	31%	28%	28%
%2	7%	8%	3%	7%	6%	4%	9%	6%	6%
%1 - Poor	3%	1%	2%	5%	3%	4%	5%	7%	5%
Don't know	13%	11%	8%	5%	10%	6%	10%	9%	5%
Mean	3.72	3.66	4.12 ⁺	3.77	3.89 ⁺	3.78	3.62	3.66	3.75

⁺ Denotes statistically HIGHER than total U.S. Population

⁻ Denotes statistically LOWER than U.S. Population

In addition, those respondents who indicate the U.S. Mint is reliable, honest, and self-sufficient (finance their own services) are more likely to give the U.S. Mint an overall higher job approval rating. This indicates individuals who believe that the U.S. Mint is trustworthy, provides high quality and authentic products, is a model government agency, is a historical institution, and that the U.S. Mint funds itself, are more likely to give a “very good” or “excellent” job approval rating.

Notably, those respondents who indicated that they purchase special collectors coins are more likely to give the U.S. Mint an overall higher job approval rating (67% top two box vs. 57% top two box).

Despite the finding that overall knowledge of the U.S. Mint is not a *direct* driver of positive job ratings, the results indicate that it is an *indirect* driver: knowledge of the U.S. Mint drives the reliability and honesty factors, which in turn drive positive job ratings.

EXHIBIT 19: United States Mint Job Approval Rating by Knowledge of Mint

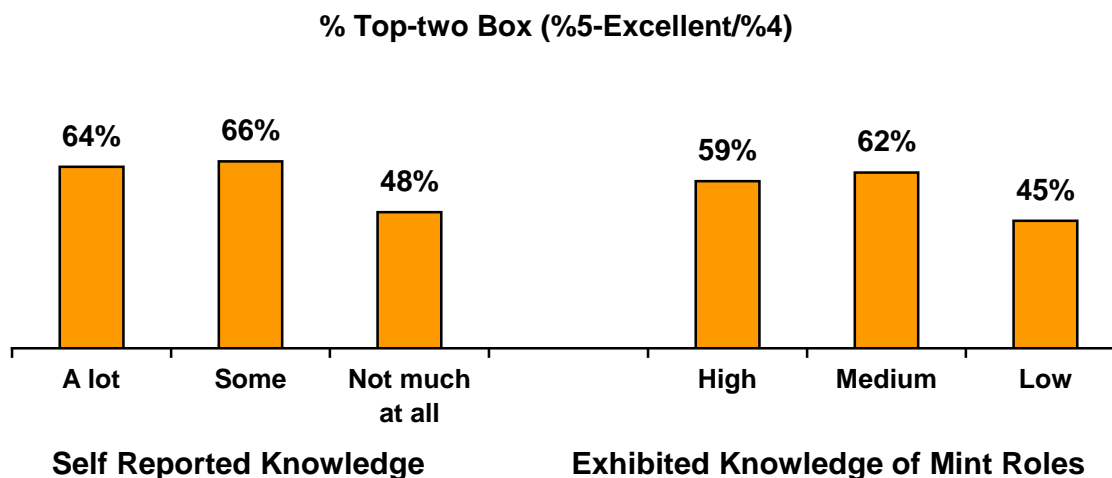
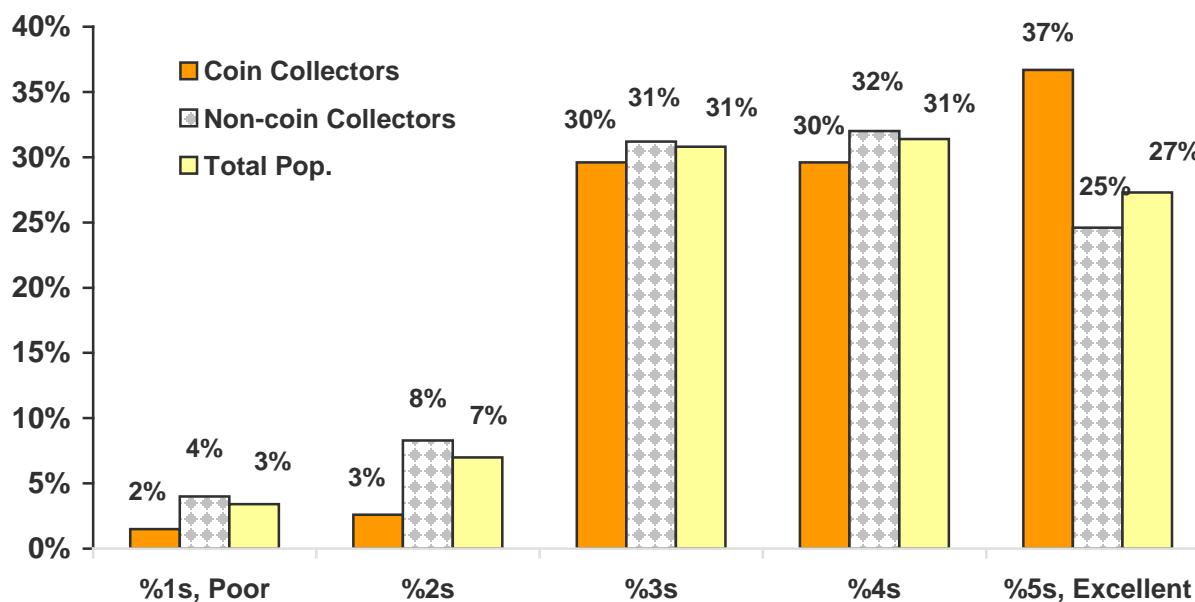
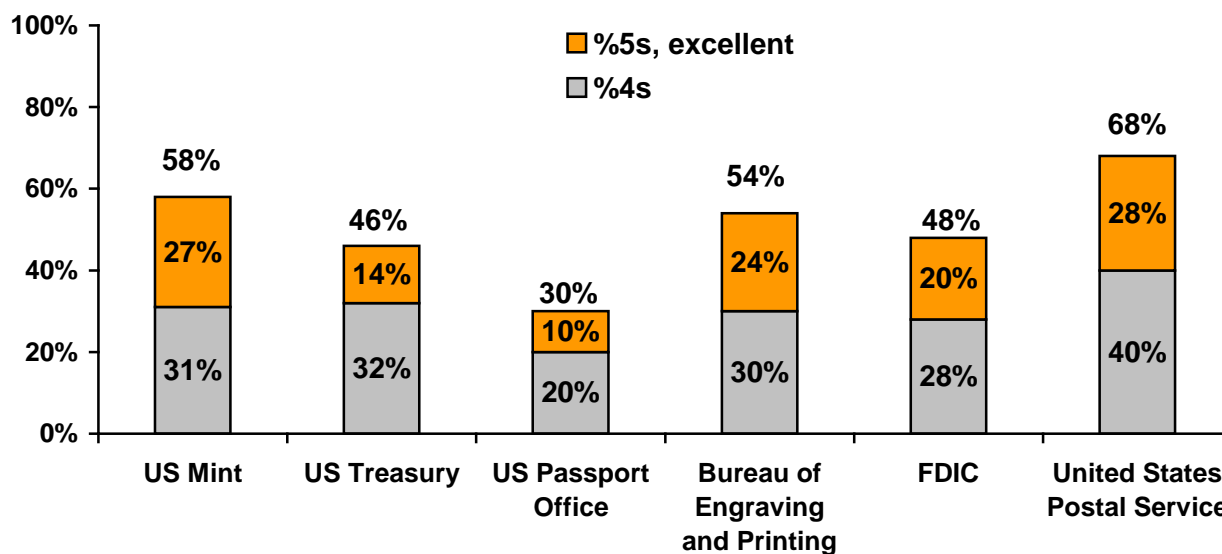


EXHIBIT 20: United States Mint Job Approval Rating by Coin Collectors**4.41 U.S. Mint Job Rating Comparison**

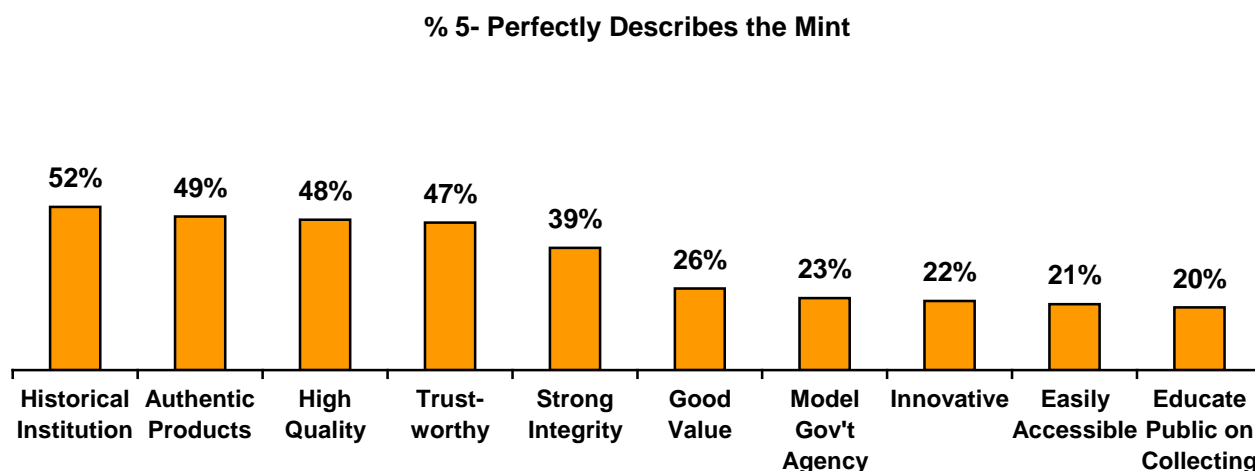
Sixty-eight percent of respondents gave the United States Postal Service a “very good” or “excellent” rating for the job they are doing. In addition, 58% of respondents gave a favorable (top two box) job approval rating for the U.S. Mint, and 54% of respondents gave the Bureau of Engraving and Printing a favorable job approval rating.

EXHIBIT 21: How good of a job are each of the following doing?

4.5 Impressions of the U.S. Mint

Respondents were asked a series of 10 descriptive statements for the U.S. Mint. When asked whether the U.S. Mint can be described as a historical institution, 52% of respondents indicated the statement described the U.S. Mint perfectly. The following percentage of respondents indicated that they would describe the U.S. Mint as an institution that: provides authentic products (49%); is high quality (48%); is trustworthy (47%); and has strong integrity (39%).

EXHIBIT 22: Can you tell to what extent each of the following words and statements describes the U.S. Mint?



The 10 descriptive statements were analyzed to determine if there were patterns of responses such that 10 statements actually represented a smaller number of constructs. The messages were determined to fall into four groups or factors that describe the Mint: Reliability, Honesty, Outreach (communication), and Product Related. The results are as follows:

RELIABILITY (3 statements)

- High quality
- Authentic products
- Historical institution

HONESTY (3 statements)

- Trustworthy
- A model government agency
- Strong integrity

OUTREACH (2 statements)

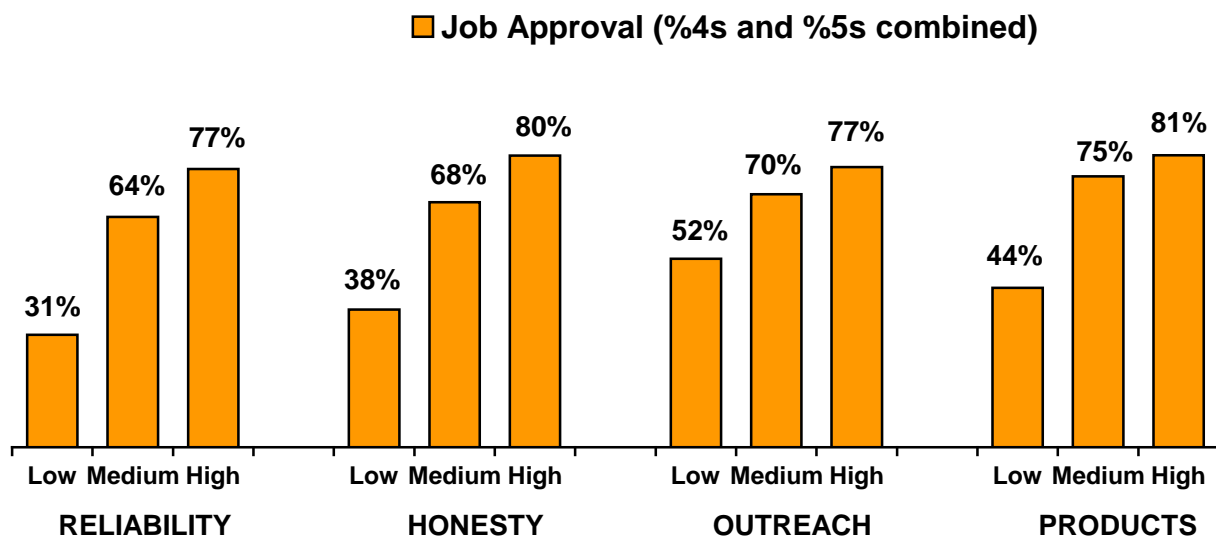
- Educates the public about coin collecting
- Easily accessible to the public

PRODUCTS (2 statements)

- Innovative
- Offers products that are good value for the money

Statistical analysis (structural equation modeling) using the impression factors (Honesty, Reliability, Outreach, and Products) determined the Reliability and Honesty factors are moderate-strength drivers of positive job ratings (with correlations of greater than .31), while Outreach and Product perceptions are weaker drivers of overall job satisfaction ratings of the Mint ($\beta=.17$ and $.27$, respectively). This indicates that focusing the messaging on Mint Reliability and Honesty factors will most drive positive public views of the Mint.

EXHIBIT 23: Mint Job Approval Rating by Mint Perception Factors



Note: Low = less than 4.00 mean, Medium = 4.00-4.99, High = 5.0 mean rating.

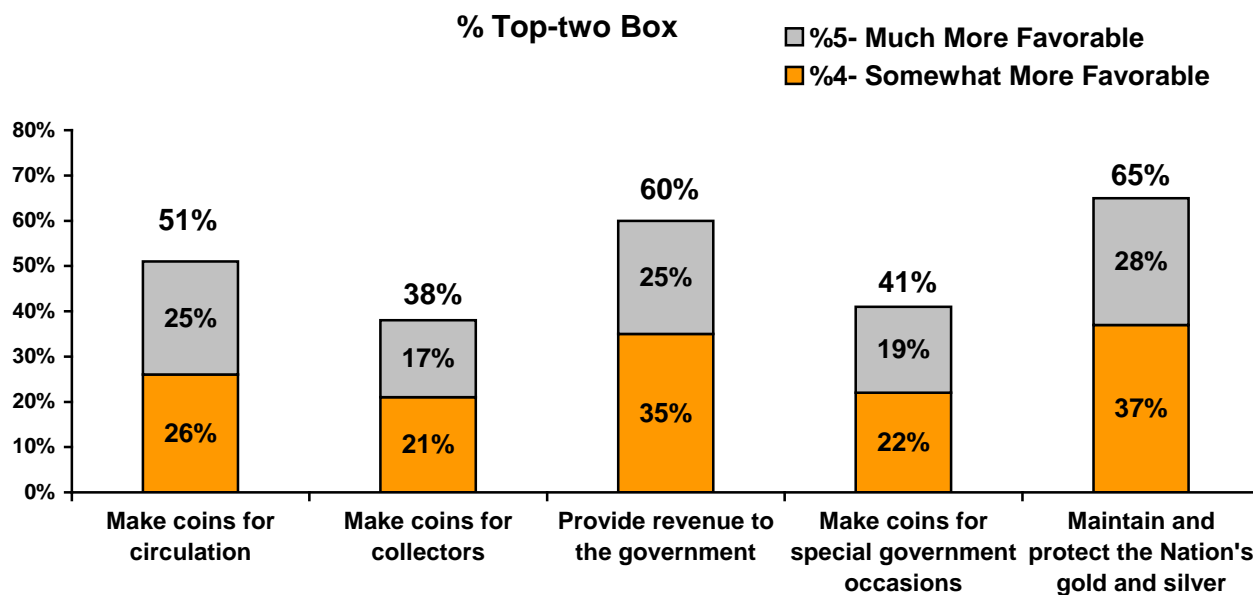
4.6 Impact on Favorability Ratings

When told that the U.S. Mint was responsible for maintaining and protecting the nation's gold and silver, 65% of respondents were more likely to view the U.S. Mint as "somewhat more favorable" or "much more favorable." Also, 60% indicate knowing the U.S. Mint provides revenue to the government makes them view the U.S. Mint more favorably. One in two respondents (51%) report they would view the U.S. Mint more favorably knowing that the U.S. Mint makes coins for circulation.

EXHIBIT 24: Impact Statement Would Make on Mint Favorability Rating

% of Adults saying would view more favorably if knew statement	Make coins for circulation	Make coins for collectors	Provide Revenue to Gov't	Make coins for special Gov't occasions	Maintain/protect nation's gold/silver assets
	%	%	%	%	%
Age					
18-34	29	26	29	25	29
35-54	38	35	41	36	39
55+	34	39	30	39	32
Gender					
Male	47	47	50	48	47
Female	53	53	50	52	53
Household Income					
Under \$35,000	27	29	24	26	23
\$35,000-\$74,999	44	46	43	45	47
\$75,000+	29	25	34	29	31
Census Divisions					
New England	9	9	8	9	8
Mid-Atlantic	12	13	10	12	12
East North Central	18	17	18	18	17
West North Central	7	5	7	5	7
South Atlantic	20	18	19	18	17
East South Central	5	6	6	5	5
West South Central	11	11	13	12	12
Mountain	6	6	5	7	6
Pacific	12	16	14	14	16

EXHIBIT 25: Can you tell me to what extent knowing that the U.S. Mint performs each of these tasks makes you view the U.S. Mint more favorably?



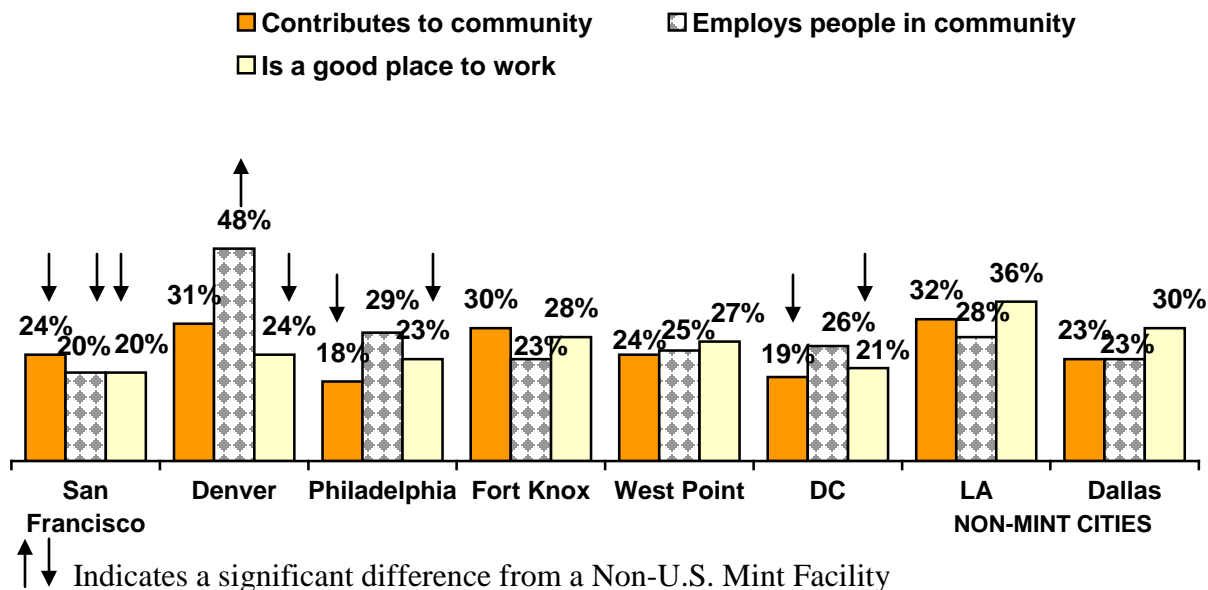
4.61 Community/Employment Impressions of the U.S. Mint

Overall community and employment impressions of the U.S. Mint are no higher in areas where there are U.S. Mint facilities than in the control cities. The only place where the impression of the U.S. Mint is higher than in the cities where the U.S. Mint does not have facilities is Denver, where adults are much more likely to say “*employs people in the community*” perfectly describes the U.S. Mint. Community and Employment impressions of the U.S. Mint are significantly lower in San Francisco for all the impression statements (*contributes to the community* (24% vs. 32% in Los Angeles), *employs people here in our community* (20% vs. 28% in Los Angeles), and *is a good place to work* 20% vs. 36% in Los Angeles and 30% in Dallas).

Perceptions of the Mint contributing to the community are also particularly low in Philadelphia (18% perfectly describes) and D.C. (19%), while impressions of the Mint being a good place to work are also low in Denver (24%), Philadelphia (23%), and D.C. (21%).

EXHIBIT 26: Can you tell to what extent each of the following words and statements describes the U.S. Mint?

Top Box-%5s perfectly describes



4.7 Recommendation

When asked to give one recommendation on how the U.S. Mint can better serve the American public, 16% of adults don't know what they would recommend and an additional 24% do not have a recommendation. Forty-eight percent of the population recommends that the U.S. Mint improve marketing and advertising. Eleven percent recommends a material or coin design change to existing products, 3% recommends that the U.S. Mint increase its products and services, and 3% recommends that the U.S. Mint improve its process to increase efficiency and reduce waste.

Notably, improving advertising and marketing was the most stated recommendation among non-coin collectors (51%) and respondents with low exhibited knowledge (57%) of U.S. Mint functions.

EXHIBIT 27: Give ONE recommendation to the United States Mint to better serve the American public

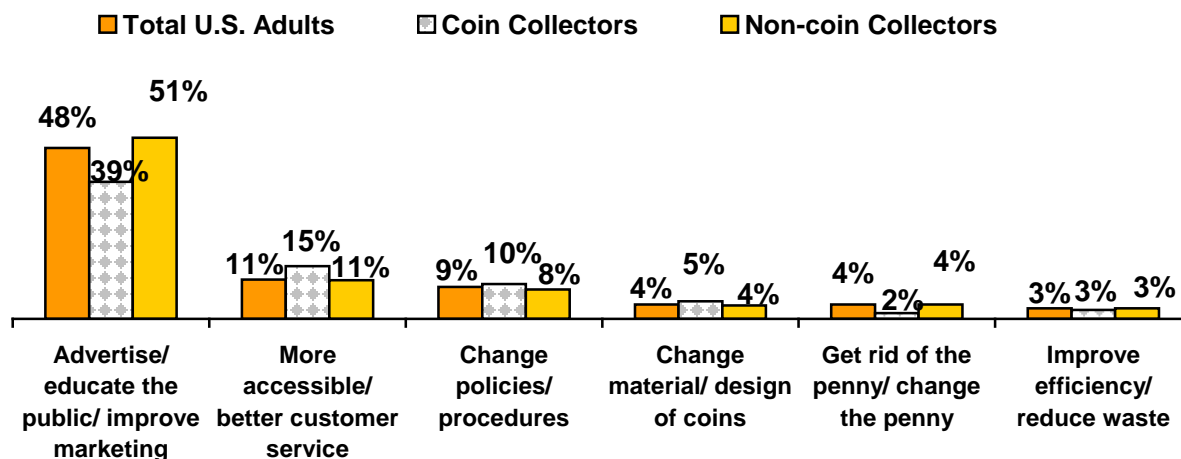
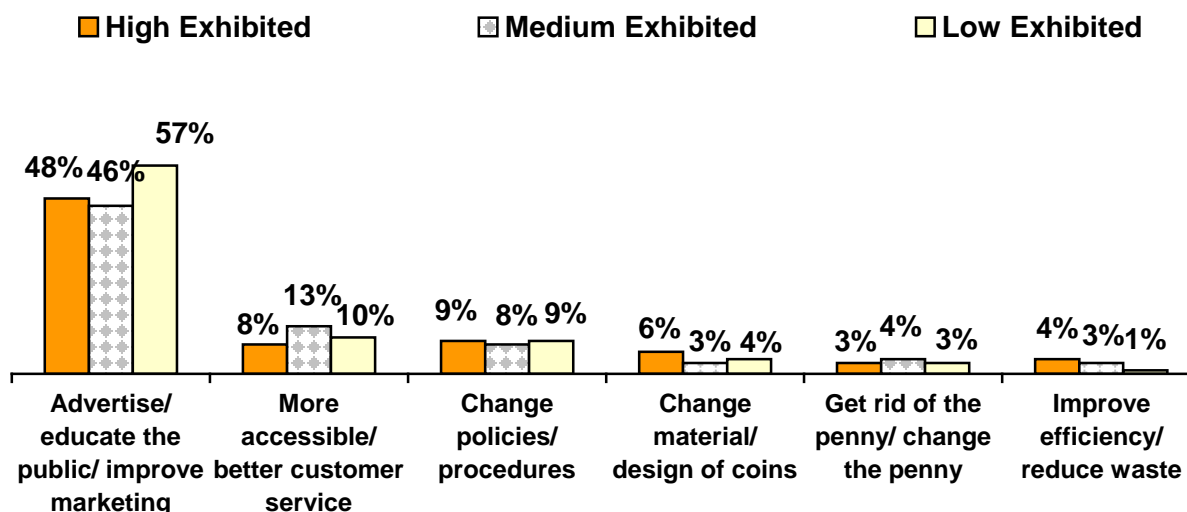
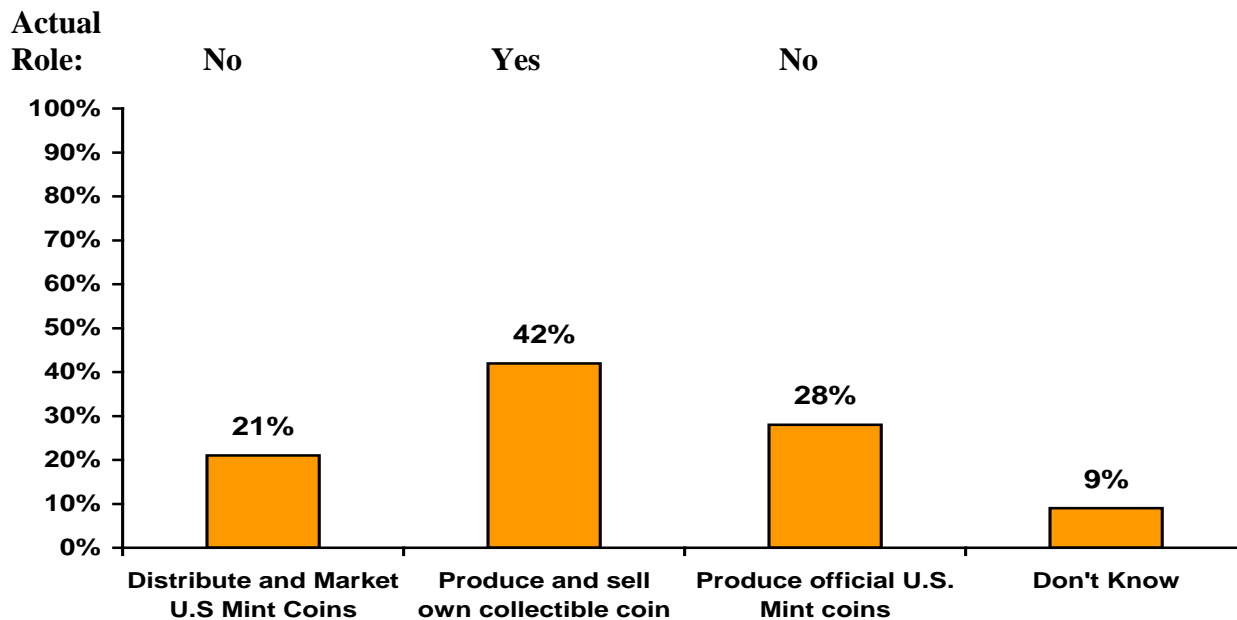
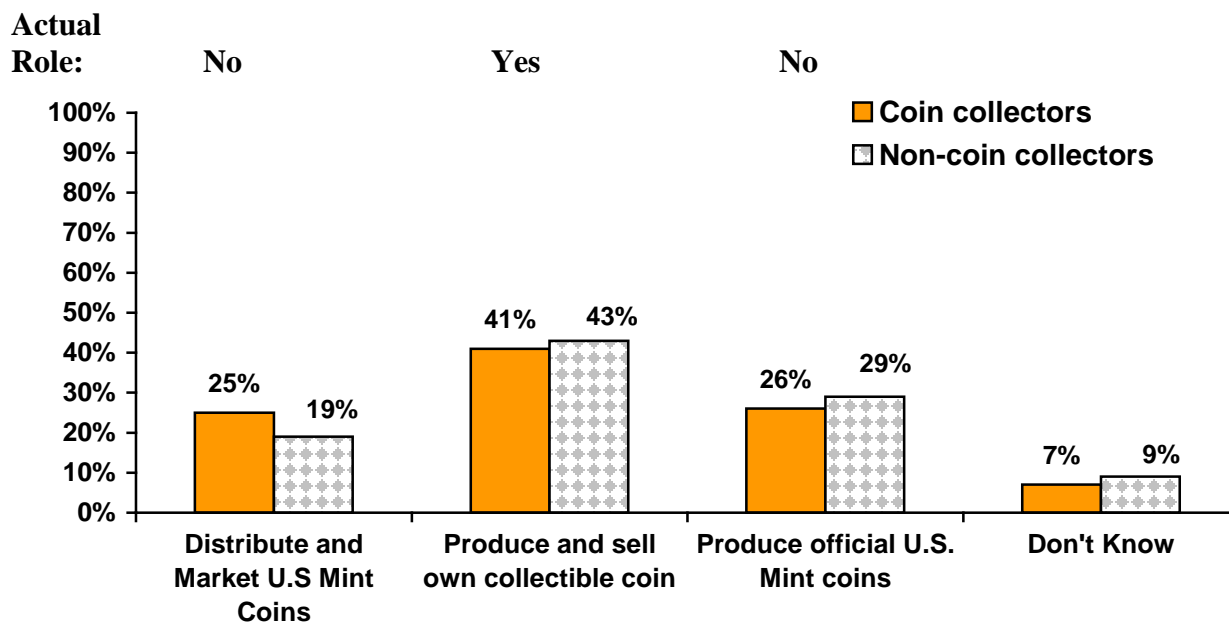


EXHIBIT 28: Action Mint Can Take to Better Serve American Public by Knowledge of Mint



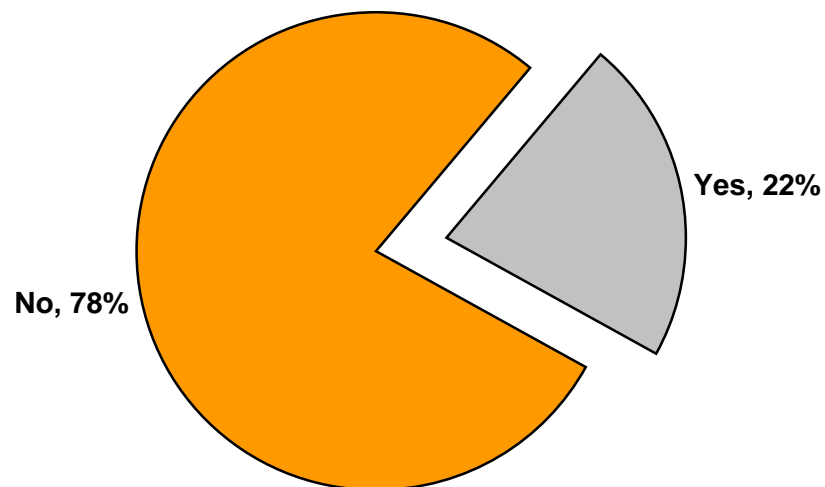
4.8 Competition

A majority (78%) of Americans have heard of either the Franklin or Washington Mint. Of those who have heard of either the Franklin or Washington Mints, 42% reported the primary purpose of the Mints is to produce and sell their own collectible coins. Also, 28% reported the primary purpose as producing official U.S. Mint coins. Notably, there is no difference in knowledge of 'other Mints functions' between coin collectors and non-coin collectors.

EXHIBIT 29: What is the primary purpose of the Franklin and Washington Mints?**EXHIBIT 30: Knowledge of Washington and Franklin Mint Roles by Coin Collector Status.**

4.8 Collectors

EXHIBIT 31: *Do you purchase SPECIAL COLLECTORS COINS to collect for yourself or someone else?*



APPENDIX

CRT

FIELD FINAL - January 07, 2008
(Columns are ABSOLUTE)

Project Registration #152818

The Gallup Organization, Inc.

United States Mint Brand Survey

City Center: Government

Brand Survey U.S. Mint

Abraham/Simon/Bechtolt

_____ APPROVED BY CLIENT

_____ APPROVED BY PROJECT MANAGER

January, 2008

n=4,200 RDD

I.D.#:

_____ (1- 6)

**AREA CODE AND TELEPHONE NUMBER:

_____ (649 - 658)

**INTERVIEW TIME:

_____ (716 - 721)

S1. QUOTAS:**1. Nationwide Sample:** N=1,000**OVERSAMPLE:****2. San Francisco:** N=400**3. Denver:** N=400**4. Philadelphia:** N=400**5. Ft. Knox:** N=400**6. West Point:** N=400**7. Washington D.C.** N=400**8. Los Angeles:** N=400**9. Dallas:** N=400

(NOTE: All interviews are recorded. The recording begins when the respondent answers the phone. This statement is read after the "Continue" response is entered after the Introduction and before the first question) This call will be recorded for quality assurance.

1 (Continue)

2 (Refused) - (Thank and Terminate) _____ (984)

Hello, this is _____, calling from The Gallup Poll.

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous..

S2. Of the adults age 18 or older in your household, I need to speak to the one who had the most recent birthday. Would that be you, or someone else in your household?

- 1 Yes, respondent available - **(Continue)**
- 4 No - **(Ask to speak to correct person and reset to Introduction)**
- 5 No such person in household - **(Thank and Terminate)**
- 7 Respondent not available - **(Set time to call back)**
- 8 (Refused) - **(Thank and Terminate)** _____(1002)

(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 XXX-XXX-XXX.

1. I'd like to start by asking how much you know about a few Federal Government agencies. Please let me know if you feel like you know a lot, some, not much at all. Let's start with **(READ AND ROTATE)**:

- 1 A lot
- 2 Some
- 3 Not much at all
- 98 (DK)
- 99 (Refused)

- A. Passport Office
- B. State Department
- C. Bureau of Engraving and Printing
- D. the United States Mint
- E. Federal Reserve
- F. Federal Deposit Insurance Corporation (FDIC)

2. Do you know the name of the agency in the Federal Government that produces U.S. Coins? **(Open ended and code) ALLOW ONE RESPONSE**

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 HOLD
- 05 HOLD
- 06 the United States Mint
- 07 Federal Reserve (or "the Fed")
- 08 Bureau of Engraving and Printing
- 09 U.S. Treasury

1st _____

Resp: (1309) (1310)

3. Do you know the name of agency in the Federal Government that prints dollar bills? (**Open ended and code**)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury

1st _____
Resp: (1309) (1310)

4. Do you know the name of the agency in the Federal Government that regulates the money supply? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury
10 FDIC

1st _____
Resp: (1309) (1310)

5. Do you know the name of the agency in the Federal Government that oversees Fort Knox? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury
10 FDIC
11 Department of Defense

1st _____
Resp: (1309) (1310)

6. Next, I'm going to list several Federal Government agencies. I'd like you rate how good of a job each of them are doing. Please Use a scale of '1' to '5' where '5' is excellent and '1' is poor. (**read and rotate A-E**)

5 Excellent
4
3
2
1 Poor

98 (DK)
99 (Refused) _____(1303)

- A. United States Mint
- B. U.S. Treasury
- C. U.S. Passport Office
- D. Bureau of Engraving and Printing
- E. Federal Deposit Insurance Corporation (FDIC)
- F. United States Postal Services (U.S.PS)

ASK 7 ONLY IF Q6A is NOT a '5'

7. Why would you not give the United States Mint a '5' on this question?
(**open end and code**)

1st _____
Resp: (1309) (1310)

2nd _____
Resp: (1311) (1312)

8. Do you know if the United States Mint.....? (**ROTATE 1-2**)

- 1 Uses taxpayer dollars to fund their services
- 2 Finances their services themselves without taxpayer money
- 7 (DK)
- 8 (Refused)

9. I'm going to read seven statements. Can you tell me which of them are the main functions of the United States Mint—there may be more than one? Please answer yes or no to each. Does the United States Mint (**read and rotate A-E**)?

- 1 Yes
- 2 No
- 98 (DK)
- 99 (Refused)

A Make coins for circulation

- B Make coins for collectors
- C Make dollar bills
- D Provide revenue to the government
- E Control the money supply
- F Make coins for special government occasions (e.g. Congressional Medal of Honor, etc.)
- G Maintain and protect the Nation's gold and silver assets

10. [(If code 2, 7, or 8 in 9A, 9B, 9F or 9G in #5, read:) Actually, / (If code 1 in 9A, 9B, 9F or 9G in #5, read:):] You are correct] the United States Mint makes coins for circulation, for collectors and for special government occasions. They also maintain and protect the Nation's gold and silver assets as well as provide revenue for the government. Can you tell me to what extent knowing that the United States Mint performs each of these tasks makes you view the United States Mint more favorably? Thinking about **READ AND ROTATE A-E**, would you say you would be much more favorable, somewhat more favorable, no change in your opinion, somewhat less favorable or much less favorable.

- 1. Much more favorable
- 2. Somewhat more favorable
- 3. No change in opinion
- 4. Somewhat less favorable
- 5. Much less favorable

98 (DK)

99 (Refused) _____(1303)

- A Make coins for circulation
- B Make coins for collectors
- C Make coins for special government occasions (e.g. Congressional medal of honor, etc.)
- D Maintain and protect the Nation's gold and silver assets
- E Provides revenue for the government

READ: Continuing to think about the United States Mint...

11. Can you tell me to what extent each of the following words and statements describes the United States Mint? Please Use a scale of '1' to '5' where '5' describes them perfectly and '1' does not describe them at all. How about (**READ AND ROTATE A-J, then read K-M to those that apply**)

- 5 Describes the United States Mint perfectly
- 4
- 3
- 2
- 1 Does not describe the United States Mint at all

98 (DK)

99 (Refused) _____(1303)

A. Trustworthy

Gallup Government Division

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- B. High quality
- C. Innovative
- D. A model government agency
- E. Offers products that are good value for the money
- F. Strong Integrity
- G. Educates the public about coin collecting
- H. Easily accessible to the public
- I. Authentic products
- J. Historical Institution

IF S1=2-9 Continue, else skip to Q12

- K. Contributes to our community
- L. Employs people here in our community
- M. Is a good place to work

12. Thinking about the products that the United States Mint sells, such as the United States Mint Proof Sets, do you know if those products are available to anyone or only available to coin collectors?

- 1 They are available to anyone
- 2 They are only available to coin collectors
- 98 (DK)
- 99 (Refused)

13. Have you ever heard of either the Franklin or the Washington Mint?

- 1 Yes
- 2 No
- 98 (DK)
- 99 (Refused)

IF Q13=1, CONTINUE, ELSE SKIP TO Q15

14. From what you know or have heard, what is the primary purpose of the Franklin and Washington Mints? (**READ AND ROTATE A-C**)

- A. To distribute and market United States Mint coins
- B. To produce and sell their own collectible coins
- C. To produce official United States Mint coins such as quarters, dollars, nickels

15. Do you purchase SPECIAL COLLECTORS COINS, for example, proof sets or uncirculated coins, to collect for yourself or someone else?

- 1 Yes
- 2 No
- 98 (DK)
- 99 (Refused)

_____()

16. Lastly, if you could give ONE recommendation to the United States Mint to better serve the American public what would that be? (Open ended)

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 Nothing
- 05 HOLD

(2122)

(2121)

DEMOGRAPHICS BEGIN HERE:

(READ:) Finally, I would like to ask you a few questions for statistical purposes only.

D1. GENDER: **(Code only, Do not ask)**

1 Male
2 Female
_____(1317)

D2. Including yourself, how many members of this household are age 18 or older? (Open ended **and code actual number**)

97 97+
98 (DK)
99 (Refused)

(1319) (1318)

D3. Please tell me your age. (Open ended **and code actual age**)

00 (Refused)
99 99+

(1320) (1321)

D4. Are you of Hispanic or Latino origin or descent?

1 Yes
2 No
98 (DK)
99 (Refused) _____(1322)

(DEMOGRAPHICS CONTINUED)

D5. Which of these groups best describes your racial background?
(Read 06-10, then 01)? (Allow three responses)

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 HOLD
- 05 HOLD

- 06 White
- 07 Black or African-American
- 08 Asian (If necessary, read:) includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, other Asian)
- 09 American Indian or Alaskan Native
- 10 Native Hawaiian or other Pacific Islander

- 11 (Hispanic)

	1st			
	Resp:			
	2nd			
	resp:			
	3rd			
	Resp:			

D6. What is the highest level of education you have completed? (Open ended and code)

- 1 Less than high school graduate
- 2 High school graduate
- 3 Some college or trade/technical/vocational training beyond high school
- 4 College graduate
- 5 Postgraduate work/degree
- 6 (Don't know)
- 7 (Refused)
- _____ (1329)

(DEMOGRAPHICS CONTINUED)

D7. Is your total annual household income, before taxes, over or under \$45,000?

(If Under, ask:) Is it over or under \$35,000?

(If Under, ask:) Is it over or under \$25,000?

(If Under, ask:) Is it over or under \$15,000?

(If Over, ask:) Is it over or under \$55,000?

(If Over, ask:) Is it over or under \$75,000?

(If Over, ask:) Is it over or under \$100,000?

- 01 Under \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$44,999
- 05 \$45,000 to \$54,999
- 06 \$55,000 to \$74,999
- 07 \$75,000 to \$99,999
- 08 \$100,000 or over

98 (DK)

99 (Refused)

(1330)(1331)

D8. How many different 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)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more
- 6 Zero

98 (DK)

99 (Refused)

_____(1332)

D9. Finally, do you know if the U.S. Mint employs people in your metropolitan area.

- 1 Yes
- 2 No
- 98 (DK)
- 99 (Refused)

_____(1322)

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

Again, this is _____, with the Gallup Organization of
_____. I would like to thank you for your time. Our mission

is to "help people be heard" and your opinions are important to Gallup in accomplishing this.



U.S. Mint

Brand Survey

July 2008

Prepared by:
GALLUP, INC.
Government Division
901 F Street, 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 has contracted with Gallup to conduct quarterly surveys to measure the U.S. population's knowledge and understanding of federal monetary agencies. The goal of the research is to measure knowledge and understanding of the functions of the U.S. Mint, and to obtain perceptions of overall job approval and favorability. The results are used by the Mint to direct strategic direction and marketing of the Agency.

This report presents the findings from the second wave of assessment. The first (benchmark) assessment was completed in January 2008. Interviewing for this second wave took place April 17 to May 9, 2008. Gallup completed telephone interviews with a random, representative group of adults throughout the United States using a random digit dial (RDD) sample methodology. The telephone interviews were conducted by Gallup professional interviewers, who are specially trained to work on the U.S. Mint projects.

In addition to the representative sample, the geographic locations where U.S. Mint facilities are located were sampled separately to provide comparisons, as were two control geographic cities. Sample sizes for each wave of data collection appear below.

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	Washington, D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
Wave 1 (January 2008)	1,001	399	400	404	407	404	400	402	404
Wave 2 (May 2008)	1,007	407	404	405	402	388	397	406	403

1.2 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 25%.

1.3 Sampling Geographic Areas

National results are based on a representative random sample of the U.S. adult population. In the cases of the nine area-specific samples, the geographic regions sampled conform to Census Bureau geographic definitions, specifically metropolitan statistical areas (MSAs) wherever possible. MSAs include the specific city and county in which it is located, as well as the counties in the surrounding area. Where MSAs were not used (i.e., Fort Knox, Kentucky, and West Point, New York), ZIP code radius geographies were used.

The specific geographic areas sampled are the following:

Sample	Geographic definition
National	National
San Francisco	San Francisco-Oakland-Fremont, CA MSA
Denver	Denver-Aurora, CO MSA
Philadelphia	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA
Fort Knox	15-mile radius around ZIP code 40121 — ZIP codes included are: 40108, 40109, 40117, 40121, 40150, 40155, 40160, 40162, 40165, 40175, 40177, 40272, 47117, 47135
West Point	10-mile radius around zip code 10996 — ZIP codes included are: 10511, 10516, 10524, 10537, 10547, 10566, 10567, 10579, 10588, 10917, 10928, 10930, 10996, 12508, 12518, 12520, 12553
Washington, D.C.	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA
Los Angeles	Los Angeles-Long Beach-Santa Ana, CA MSA
Dallas	Dallas-Fort Worth-Arlington, TX MSA

1.4 Weighting the Data

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

Gallup weighted the national sample to represent the U.S. adult population; city samples were weighted to represent the adult population of the specific areas surveyed. Base weights were first calculated based on the number of adults and the number of telephone lines in the household. A raking procedure was used to adjust the composition of the study to match the composition on demographic factors including region (national sample only), 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.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in conjunction with the U.S. Mint. The questionnaire was primarily devoted to measuring Monetary, Currency, and Financial Policy knowledge, understanding of the functions, as well as job approval and favorability of the U.S. Mint.

The questions included the following areas:

- Knowledge of federal government agencies (one question)
- Knowledge of federal monetary, currency, and policy agencies (four questions)
- Knowledge of U.S. Mint job functions (two questions)
- U.S. Mint job approval and favorability ratings (three questions)
- Perceptions and ratings of competitive nonfederal mints (three questions)
- Recommendation on improving Mint public services (one question)
- Access to information (one question)
- Perceptions of U.S. Mint Mission (one question)
- Respondent demographics (nine questions)

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

2.1 Census Divisions

The Census Divisions referred to throughout this report are as follows:

NEW ENGLAND:

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut

MIDDLE ATLANTIC:

New Jersey, New York, and Pennsylvania

EAST NORTH CENTRAL:

Illinois, Indiana, Michigan, Ohio, and Wisconsin

WEST NORTH CENTRAL:

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota

SOUTH ATLANTIC:

Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland, and Delaware

EAST SOUTH CENTRAL:

Alabama, Kentucky, Mississippi, and Tennessee

WEST SOUTH CENTRAL:

Arkansas, Louisiana, Oklahoma, and Texas

MOUNTAIN:

Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming

PACIFIC:

Alaska, California, Hawaii, Oregon, and Washington

3.0 Key Findings**3.1 *Americans have similar knowledge and views of the Mint as reported in January 2008. The view of the Mint remains favorable in spite of the lingering confusion over the exact role of the agency.***

- Overall, one in four (26%) adults give the U.S. Mint a top-box “excellent” job performance rating of “5”, while an additional 31% give the Mint a rating of “4”; thus, more than half (57%) give it a top-two box rating. Notably, there is a significant decrease (to 7% from 13% in January 2008) in the proportion of Americans reporting they “do not know” how good of a job the U.S. Mint is doing.
- About half (52%) of adults say they know “some” or “a lot” about the U.S. Mint. However, only one in five actually exhibit this knowledge level through accurate identification of six or seven roles/non-roles of the U.S. Mint (18% accurately identify the five Mint functions). This level of exhibited knowledge is similar to the wave 1 study in January 2008.
- The Mint continues to be seen as a producer of coins with most of its other roles still generally unknown. One-half (50%) of adults can name the U.S. Mint as the federal agency that produces coins for circulation, while nine of ten (90%) have aided awareness of this role. Additionally, about eight of ten adults know (aided) that the U.S. Mint makes coins for collectors (80%) and coins for special government occasions (81%). These levels of knowledge are consistent with those found in January 2008.
- The majority of Americans are still unaware of the federal agency that oversees Fort Knox, as only 6% reported unaided awareness that the Mint is the federal agency that oversees Fort Knox. In addition, nearly 6 in 10 (58%) continue to report that they don’t know which Agency holds this role, 15% mistakenly believe the U.S. Treasury holds the role, and 7% think the some other agency oversees Fort Knox.
- Less than half of adults understand the Mint’s role as a revenue generator. Only 10% of the population knows that the U.S. Mint is self-funded without taxpayer money. Fifty-six percent of adults believe the U.S. Mint is funded with taxpayer money, while a substantial proportion (35%) is unaware of the Mint’s funding source. This is a significant increase from the 29% who reported they were unaware in the January 2008 study.

3.2 *Greater knowledge of the Mint’s job roles continues to enhance job perception.*

- American adults who know more about the U.S. Mint view the Agency slightly more favorably than those with lower knowledge. A majority of Americans say that knowing that the U.S. Mint maintains and protects the national gold and silver assets (64%) and

provides revenue to the government (60%) would make them view the Mint more favorably. Slightly fewer report they would view the Mint more favorably knowing the Mint makes coins for collectors (44% more favorably) and special government occasions (48% more favorably). However, both of these perceptions are significantly higher than in January 2008 (when about 40% said it would make them view the Mint more favorably).

3.3 American adults have positive perceptions of the U.S. Mint as reliable, but have less favorable impressions about its connection with the American public.

Half or more of Americans believe that descriptions such as “historical institution,” “authentic products,” and “high quality” all “perfectly describe” the U.S. Mint. The Mint is less likely to be viewed as being easily accessible (21%), educating the public on collecting (21%), and being innovative (23%). There is no change in these opinions of the Mint from January 2008.

3.4 The American public continues to believe the U.S. Mint needs to do more advertising and marketing in order to better serve its constituency. When thinking about how to portray the U.S. Mint in advertising and marketing, messages portraying the Mint as reliable and honest remain the best options for influencing favorable public perceptions of the Mint.

- Adults continue to believe that the one thing the Mint could do to better serve the American public is to improve advertising and marketing (27%). Four in ten (41%) continue to have no opinion on the topic, suggesting again a limited engagement of the general public with the Mint.
- Mass media, including TV (32%) and newspaper (21%), are where most adults obtain their information about the Mint, suggesting these as primary sources for ongoing branding efforts.
- Statistical analysis again confirmed that knowledge of the U.S. Mint is not a *direct* driver of positive job ratings. Rather, it is an *indirect* driver: knowledge of the U.S. Mint drives the reliability and honesty factors, which in turn drive positive job ratings. This finding continues to reinforce the conclusion that focusing the messaging on Mint Reliability and Honesty factors will most effectively drive positive public views of the Mint.

3.5 Overall, the American public believes the Mint is achieving its mission. As at least four in ten strongly agree the U.S. Mint enables commerce, advances artistic excellence, reflects American values, and educates the public.

- One-half of all adults strongly agree that the U.S. Mint reflects American values through the design of its coin, and 49% strongly agree that Mint enables U.S. commerce by providing a sufficient quantity of coins into public circulation for use.

- Overall those adults who "strongly agree" the U.S. Mint is making a valuable contribution to commerce, artistic excellence, patriotism, and public education are more likely to give the Mint a higher job approval rating.

4.0 Detailed Findings

4.1 Overall Knowledge on Federal Monetary Institutions

American adults were asked how knowledgeable they feel they are about six federal agencies and offices and then were asked to confirm their knowledge by naming the federal agency responsible for each of four monetary functions including producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Gallup then categorized adults based on how many of the four possible agencies they were able to correctly identify as performing each function.

Consistent with previous findings, the American public continues to not be very knowledgeable about who handles the country's monetary functions. Similar to January 2008, only 1% of all adults can accurately name all four of the agencies responsible for the four rated functions, and 7% can correctly name at least three of them (defined as "high knowledge"). Consistent with the first assessment wave, on average, American adults correctly attribute only about one of the four federal monetary roles to the correct agency (.92 of 4 possible).

EXHIBIT 1: *Exhibited Knowledge Level of Federal Agency Monetary Roles*

Number of Federal Monetary Agencies Correctly Identified	Jan-08 % of Adults	May-08 % of Adults	Definition
4 of 4	1%	1%	High Knowledge
3 of 4	7%	7%	
2 of 4	20%	18%	Low Knowledge
1 of 4	30%	32%	
0 of 4	43%	42%	
Mean number correctly identified (of 5)	.92	.92	

**Numbers in parentheses represent change over previous wave*

The 8% of adults with "high knowledge" of monetary agencies tend to be male, have higher household incomes, and have at least some college education.

EXHIBIT 2: Demographic Profile of Exhibited Knowledge

	Jan-08 High Knowledge	Jan-08 Total Population	May-08 High Knowledge	May-08 Total Population
<i>N Size</i>	71	1,001	76	1,007
Mean Age	47	45	42	45
Male	57%	49%	61% ⁺	48%
Hispanic	8%	12%	4%	12%
African-American	7%	12%	6% ⁻⁻	12%
Household Income >\$45K	78% ⁺	67%	84% ⁺	60%
More Than High School Education	83% ⁺	54%	62% ⁺	54%

⁺ Denotes statistically HIGHER than total U.S. Population

- Denotes statistically LOWER than total U.S. Population

Note: “high knowledge” defined as accurately identifying 3 or 4 out of 4 agencies

The table below depicts the exhibited knowledge across cities where the U.S. Mint has facilities and two control cities (Los Angeles and Dallas). While 8% of the U.S. population exhibits “high knowledge” (*can accurately identify at least three of the four agencies responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing the Fort Knox*), significantly fewer adults in the Fort Knox area have high knowledge of federal monetary roles (3% vs. 8% of total population) despite its location. The overall national findings and the low percentage of knowledgeable adults in Fort Knox are similar to those observed in the January 2008 study (7% of National and 2% of Fort Knox adult populations). Similar to January’s results, high knowledge of monetary agencies and their roles is significantly greater in Washington, D.C. (15% vs. 8% of total population).

EXHIBIT 3: Exhibited Knowledge of Federal Agency Monetary Roles by Geography

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
N Size	1,007	407	404	405	402	388	397	406	403
Mean # correct questions (of 4)	.92 (.92)	1.08 ⁺ (1.17)	.99 (1.06)	1.07 ⁺ (1.05)	.74 ⁻ (.66)	1.02 (1.02)	1.39 ⁺ (1.41)	.95 (1.01)	.83 (1.03)
% of adults with “high knowledge”	8% (7%)	10% (8%)	6% (8%)	7% (5%)	3% ⁻ (2%)	6% (9%)	15% ⁺ (20%)	9% (12%)	9% (7%)

Note: “high knowledge” defined as accurately identifying 3 or 4 out of 4 agencies

Numbers in parentheses indicates findings from prior wave.⁺ Denotes statistically HIGHER than total U.S. Population

- Denotes statistically LOWER than total U.S. Population

While adults exhibited greater knowledge of the Mint’s role in coin minting than they did in any other question about a monetary agency’s role, only half (50%) can name the Mint as the agency that “produces the U.S. coins.” This represents no significant change over January 2008 at 48%.

EXHIBIT 4: Knowledge of Federal Monetary Agency Roles

Role/Activity	Correct Agency	% Naming Correct Agency		% Naming Wrong Agency		% Don’t know	
		Jan-08	May-08	Jan-08	May-08	Jan-08	May-08
Coin minting	U.S. Mint	48	50	18	18	34	36
Overseeing Fort Knox	U.S. Mint	6	6	35	35	59	59
Printing dollar bills	Bureau of Engraving & Printing	8	7	53	53	39	40
Regulating the money supply	Federal Reserve	31	31	19	20	50	49

Those who self-rate themselves as knowledgeable (say they know “a lot”) about a particular agency are more likely to correctly name that agency for its function. Notably:

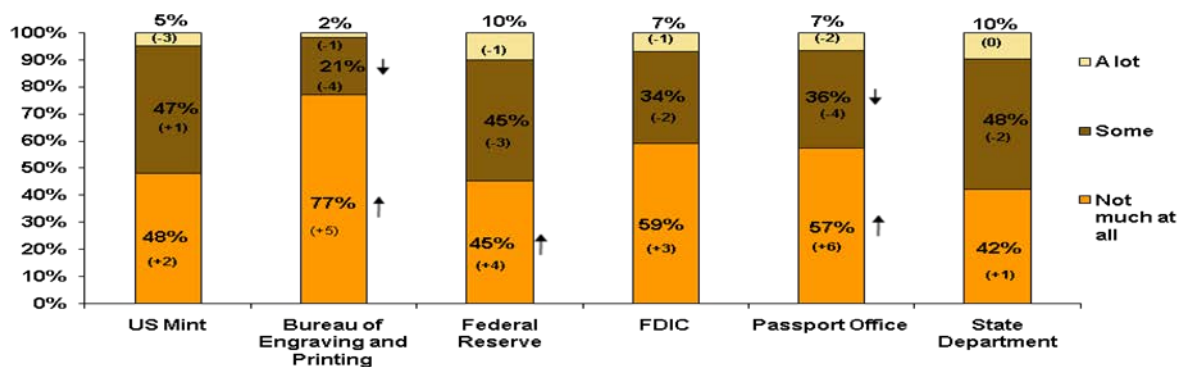
- Three out of four adults who indicate that they know “a lot” (75%) about the U.S. Mint correctly name the U.S. Mint as the agency that produces U.S. coins. This is a significant increase from the 60% observed in January 2008. Only 35% of adults who say they know “not much at all” about the Mint were able to correctly identify the U.S. Mint as the agency that produces U.S. coins.
- Six in ten (60%) of those who say they know “a lot” about the Federal Reserve correctly name the Federal Reserve as regulating the money supply. This is consistent with findings in January 2008. In addition, 41% of those who say they know “some” (up from 36% in January 2008) and 14% who say they know “not much at all” about the federal Reserve accurately identify it as the agency that regulates the money supply.
- Despite remaining the least known and least understood federal agency rated, there is a significant increase in the proportion of self-rated knowledgeable adults (from 23% in January 2008 to 41% in May 2008) who are able to accurately identify the Bureau of Engraving and Printing (BEP) as the agency that prints dollar bills.

4.1.1 Stated Knowledge of Federal Government Agencies

When asked how much they know about federal government agencies, one in 10 or fewer American adults feel they know “a lot” about any of the six agencies and offices measured. This finding is consistent with the findings from January 2008. However, despite these consistent findings, the overall proportion of adults reporting they know ‘not much of all’ about the agencies increased significantly for the Federal Reserve, BEP, and Passport Office.

Overall, Americans feel that they know the most about the State Department (58% some or a lot) and the Federal Reserve (55%). Both of these are slightly lower than in January 2008. There are no significant differences between waves for the proportion of adults reporting they know some or a lot about the U.S. Mint (52%). Knowledge remains lowest for the Bureau of Engraving and Printing, with just 23% saying they know at least some about this agency.

EXHIBIT 5: How much do you know about the following federal government agencies?



NOTE: Numbers in parentheses indicate difference from prior wave QTR1-Jan '08

↑↓ Indicate significant difference from prior wave

Gallup Government Division

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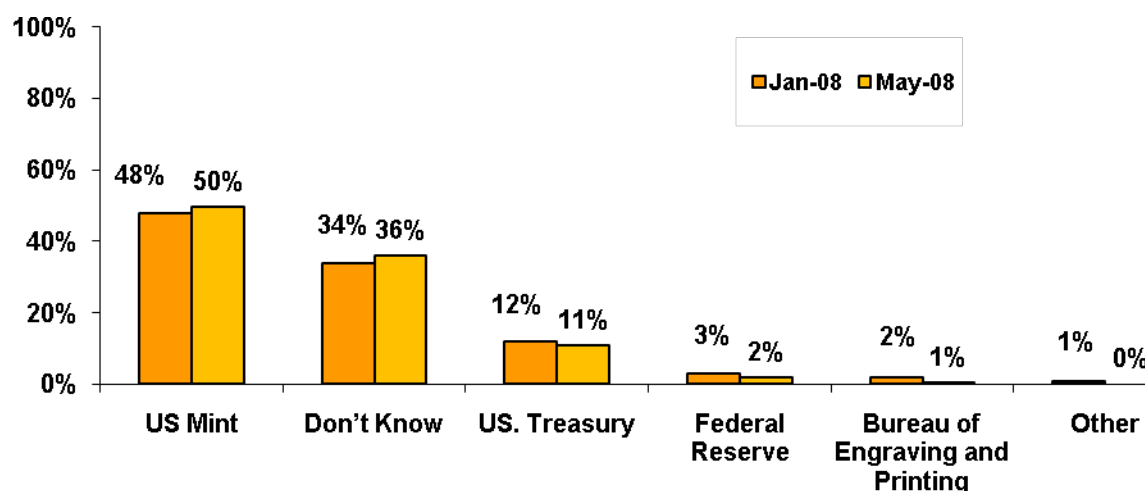
4.1.2 Exhibited Federal Monetary Agency Knowledge

Adults were asked to verify their knowledge of federal monetary agencies when they were given a list of four monetary functions and asked to name the agency responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Only a minority of adults can accurately name the correct monetary agencies.

4.1.2.1 Exhibited Federal Monetary Agency Knowledge: Coin Minting Agency

Unaided, one-half of the U.S. population (50%) was able to correctly identify the U.S. Mint as the agency responsible for producing U.S. coins. However, 36% of the population indicated that they “do not know” the agency responsible for producing U.S. coins, and an additional 14% mistakenly identified a different federal agency, with most misnaming the U.S. Treasury (11%). There were no significant differences from January 2008 findings.

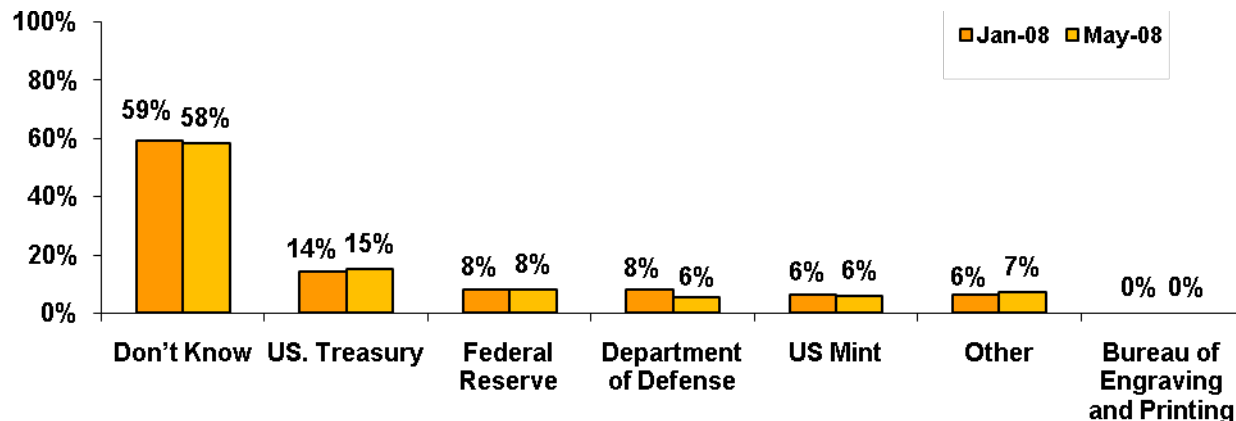
EXHIBIT 6: Do you know the name of the agency in the federal government that produces U.S. coins?



4.1.2.2 Exhibited Federal Monetary Agency Knowledge: Overseeing Fort Knox

The majority of Americans are still unaware of the federal agency that oversees Fort Knox, as only 6% reported that the Mint oversees Fort Knox. This number remains the same as the finding in January 2008. In addition nearly 6 in 10 (58%) continue to report that they don't know which agency holds this role, 15% mistakenly believe the U.S. Treasury holds the role, and 7% think some other agency oversees Fort Knox.

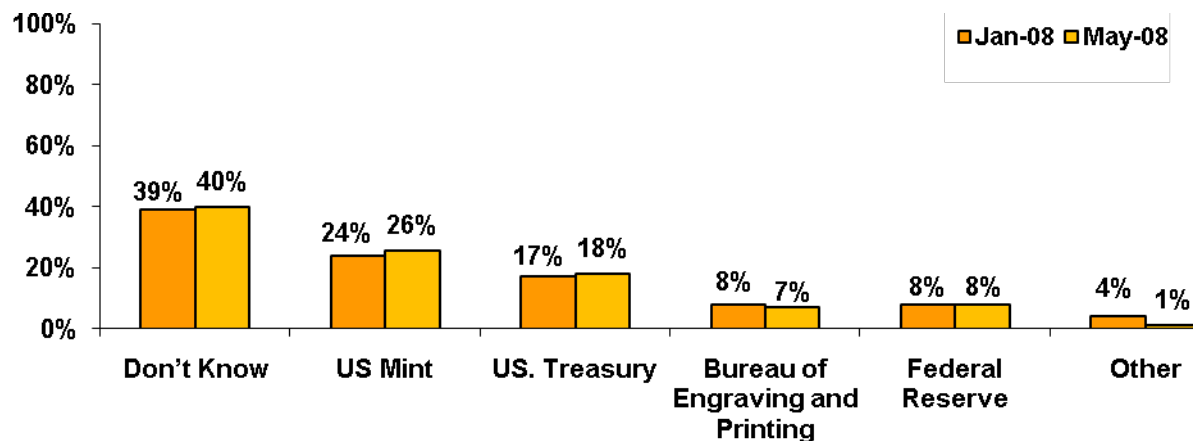
EXHIBIT 7: Do you know the name of the agency in the federal government that oversees Fort Knox?



4.1.2.3 Exhibited Federal Monetary Agency Knowledge: Bill Printing

A greater majority of adults *think* they know the agency that is responsible for printing dollar bills, as 40% reported that they “don’t know” compared with the one-half or more who reported they “don’t know” when asked about the other monetary functions. However, the Bureau of Engraving and Printing remains the least understood monetary agency, with fewer than one in 10 (7%) adults correctly identifying it as the agency responsible for printing dollar bills. In addition, 26% mistakenly believe the U.S. Mint plays this role and an additional 18% say it is the U.S. Treasury.

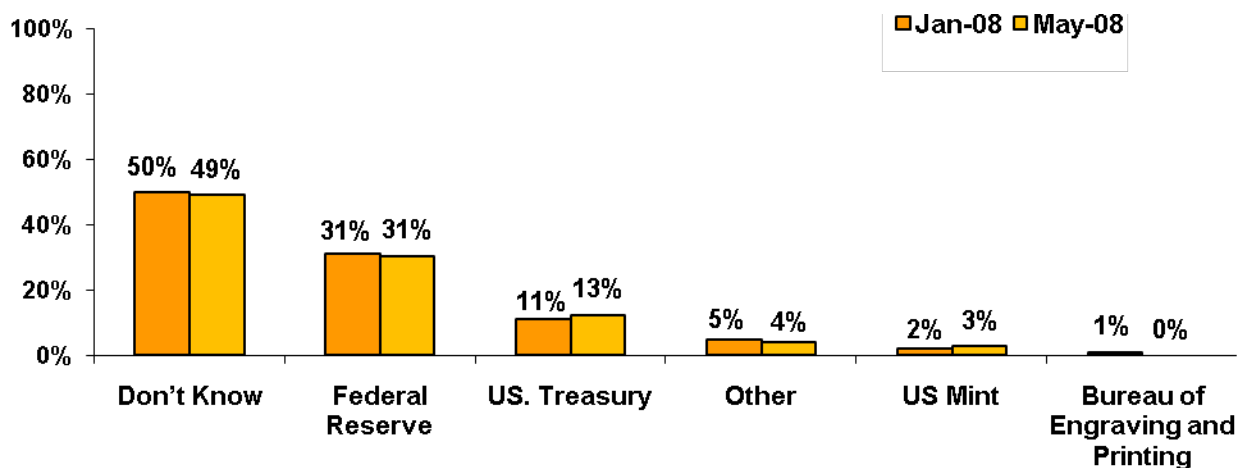
EXHIBIT 8: Do you know the name of the agency in the federal government that prints dollar bills?



4.1.2.4 Exhibited Federal Monetary Agency Knowledge: Money Supply Regulation

There is no significant change in the proportion of Americans able to correctly identify the Federal Reserve as the agency that regulates the money supply. Similar to the findings from January 2008, one-half of Americans (49%) say they don't know which federal agency is responsible for regulating the money supply, three in 10 (31%) accurately identify the Federal Reserve, and 13% misidentify the U.S. Treasury as responsible for regulating the money supply.

EXHIBIT 9: Do you know the name of the agency in the federal government that regulates the money supply?



4.2 U.S. Mint Knowledge

Americans were asked about seven potential functions of the U.S. Mint, five of which are part of the U.S. Mint charter (*making coins for circulation, making coins for collectors, providing revenue to the government, making coins for special government occasions, and maintaining/protecting the nation's gold and silver assets*), while two of them (*making dollar bills and controlling the money supply*) belong to other agencies. Gallup then categorized adults based on how many of the seven possible functions they were able to correctly identify.

Overall there are no significant changes in the exhibited knowledge level of U.S. Mint functions among the American public. The American public is still not highly knowledgeable about the roles of the U.S. Mint. Just 5% of adults can accurately say if the Mint undertakes all seven functions or not, while an additional 15% can correctly name six of the functions (20% “high knowledge”). Two in 10 (20%) accurately assign three or fewer of the roles correctly (“low knowledge”). On average, adults indicate four and a half (4.50) roles correctly.

A similar level of knowledge is found when reviewing just the five functions that belong specifically to the Mint, with 18% of adults accurately naming the Mint for all five of its functions, and 53% naming four or five of them correctly.

EXHIBIT 10: Exhibited Knowledge Level of U.S. Mint Functions

# of Correctly Identified Mint Functions	Knowledge Level	% of Population		Cumulative %	
		Jan-08	May-08	Jan-08	May-08
7 of 7	High Knowledge	3	5	3	5
6 of 7		18	15	21	20
5 of 7	Medium Knowledge	33	37	54	57
4 of 7		27	23	81	80
3 of 7	Low Knowledge	11	14	92	94
2 of 7		5	3	97	96
1 of 7		1	1	98	97
0 of 7		2	2	100	100
Mean number correctly identified		4.45	4.51		

There has been a significant increase in the percentage of adults with “high knowledge” in the Fort Knox area (increased to 24% in May 2008 from 19% in January 2008). However there was a significant decrease in “high knowledge” among adults in Los Angeles. Adults in Washington, D.C. continue to exhibit higher knowledge of the roles of the U.S. Mint with 31% “high knowledge” compared with 20% for the total population.

EXHIBIT 11: *Can you tell me the main functions of the U.S. Mint?*

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Control	Control
N Size	1007	407	404	405	402	388	397	406	403
Mean # correct agencies (of 7)	4.51 (4.45)	4.46 (4.47)	4.56 (4.51)	4.60 (4.64)	4.47 (4.38)	4.58 (4.53)	4.65 ⁺ (4.68)	4.27 (4.32)	4.47 (4.42)
% of adults with “high knowledge”	20% (21%)	20% (19%)	22% (19%)	21% (22%)	24% (19%)	23% (21%)	31% ⁺ (29%)	15% ⁻ (19%)	20% (18%)

NOTE: Numbers in parentheses indicates findings from prior wave.

⁺ Denotes statistically HIGHER than total U.S. Population

⁻ Denotes statistically LOWER than total U.S. Population

4.2.1 Demographic and Geographic Profile of Mint Knowledge

EXHIBIT 12: Demographic Profile of Actual Mint Knowledge

	Actual Mint Knowledge	Total Population	Actual Mint Knowledge	Total Population
	<i>Jan-08</i>	<i>Jan-08</i>	<i>May-08</i>	<i>May-08</i>
<i>N Size</i>	212	1,001	200	1,007
Mean Age	47	45	46	45
Male	42%	49%	47%	48%
White	87%	82%	87%	83%
Hispanic	11%	12%	6% ⁻	12%
African-American	9%	12%	8% ⁻	12%
Household Income >\$45K	70%	67%	66%	60%
More than High School	65% ⁺	54%	64% ⁺	54%

⁺ Denotes statistically HIGHER than total U.S. Population

⁻ Denotes statistically LOWER than total U.S. Population

EXHIBIT 13: Geographic Profile of Mint Knowledge

	Actual Mint Knowledge	U.S. Population	Actual Mint Knowledge	U.S. Population
	<i>Jan-08</i>	<i>Jan-08</i>	<i>May-08</i>	<i>May-08</i>
<i>N Size</i>	212	1,001	200	1,007
Census Area				
New England	6%	7%	4%	5%
Mid-Atlantic	13%	12%	11%	14%
East North Central	13%	15%	14%	15%
West North Central	7%	6%	9%	7%
South Atlantic	14% ⁻	20%	20%	19%
East South Central	5%	7%	5%	8%
West South Central	10%	10%	10%	10%
Mountain	6%	7%	9%	7%
Pacific	25% ⁺	16%	18%	16%

⁺ Denotes statistically HIGHER than total U.S. Population

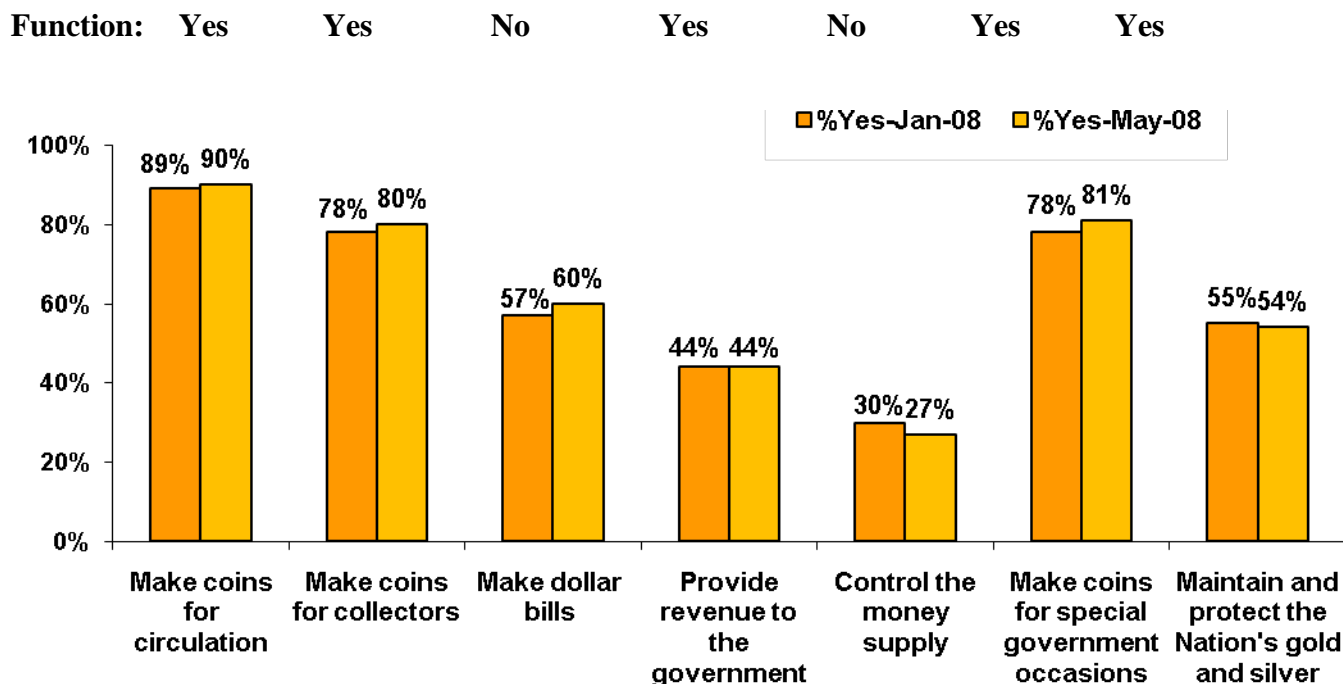
⁻ Denotes statistically LOWER than total U.S. Population

4.2.2 Knowledge of U.S. Mint Job Functions

Nine out of ten adults accurately identify "make coins for circulation" as a main function of the U.S. Mint. Eight of ten adults accurately respectively identify "make coins for collectors" (80%) and "make coins for special government occasions" (81%) as main functions of the U.S. Mint. These findings again confirm that Americans are more aware of the U.S. Mint coin-minting function than any other of its major job functions. However, a large proportion of adults continue to incorrectly believe that printing dollar bills is a main function of the U.S. Mint. In addition, about half of the population does not know that the U.S. Mint provides revenue to the government (56% "no" or "don't know") or that it maintains and protects the nation's gold and silver assets (46% "no" or "don't know").

EXHIBIT 14: Can you tell me which of the following are the main functions of the United States Mint?

Actual Mint

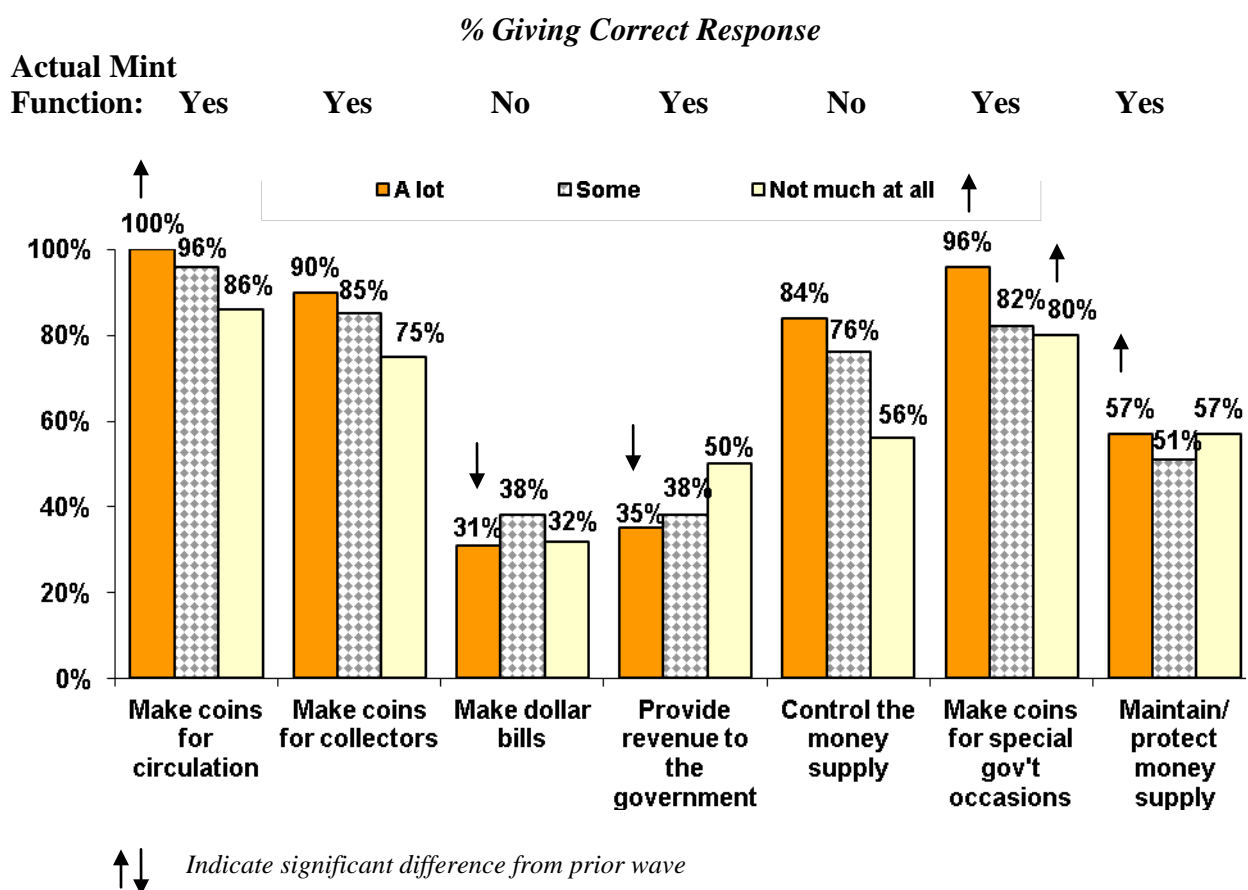


Notably, there are significant increases in exhibited high knowledge among those self-reporting they know "a lot" about the Mint for the functions of minting coins for circulation (increase to 100% from 96% in January 2008) and special government occasions (increase to 96% from 80% in January 2008), and protecting and maintaining the nation's gold and silver (increase 57% from 44% in January 2008). However, there are significant decreases in exhibited knowledge for those reporting they know "a lot," where only 31% (compared with 44% in January 2008) accurately responded that making dollar bills is not a function of the Mint and where only 35% (compared with 49% in January 2008) accurately responded that providing revenue to the government is a function of the U.S. Mint.

In addition, the more adults who report they know about the U.S. Mint, the more likely they are to correctly know that the Mint makes coins for special government occasions (96% among those who know a lot compared with 82% for those who know some about the U.S. Mint). This also holds true for the major functions of minting coins for circulation and collection.

EXHIBIT 15: Exhibited Knowledge of Functions of U.S. Mint by Self-Reported Mint Knowledge

Among Those Who Know A Lot, Some, or Not much at all about the U.S. Mint

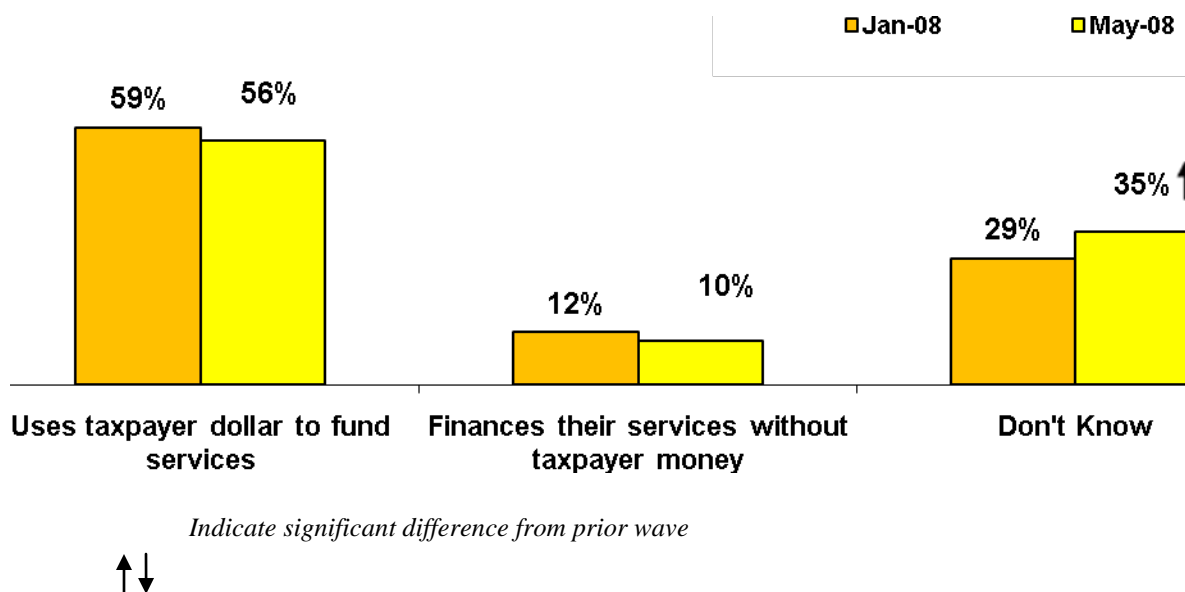


4.2.3 Knowledge of U.S. Mint Funding

Only 10% of the population knows the source of funding for the U.S. Mint. Fifty-six percent believe the U.S. Mint is funded with taxpayer money. A significant proportion (35%) of the population is unaware of the Mint's funding source. This is a significant increase from the 29% who reported they were unaware in the January 2008 study.

EXHIBIT 16: Do you know if the United States Mint uses taxpayer dollars to fund their services or finances their services themselves without taxpayer money?

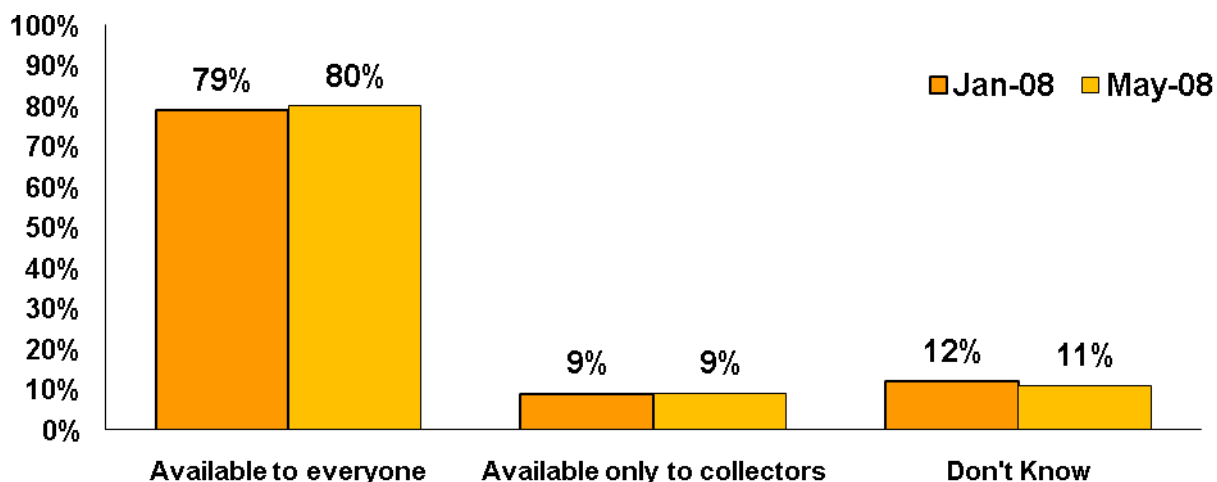
Among Those Who Know A Lot, Some, or Not Much at all about the U.S. Mint



4.3 Availability of U.S. Mint Products

Eight out of ten Americans know that U.S. Mint products are available to everyone. Only 9% believe U.S. Mint products are only available to coin collectors, while an additional 11% are unaware of the availability of U.S. Mint products. These findings are similar to those observed in January 2008. There is no significant difference between the two waves regarding product availability.

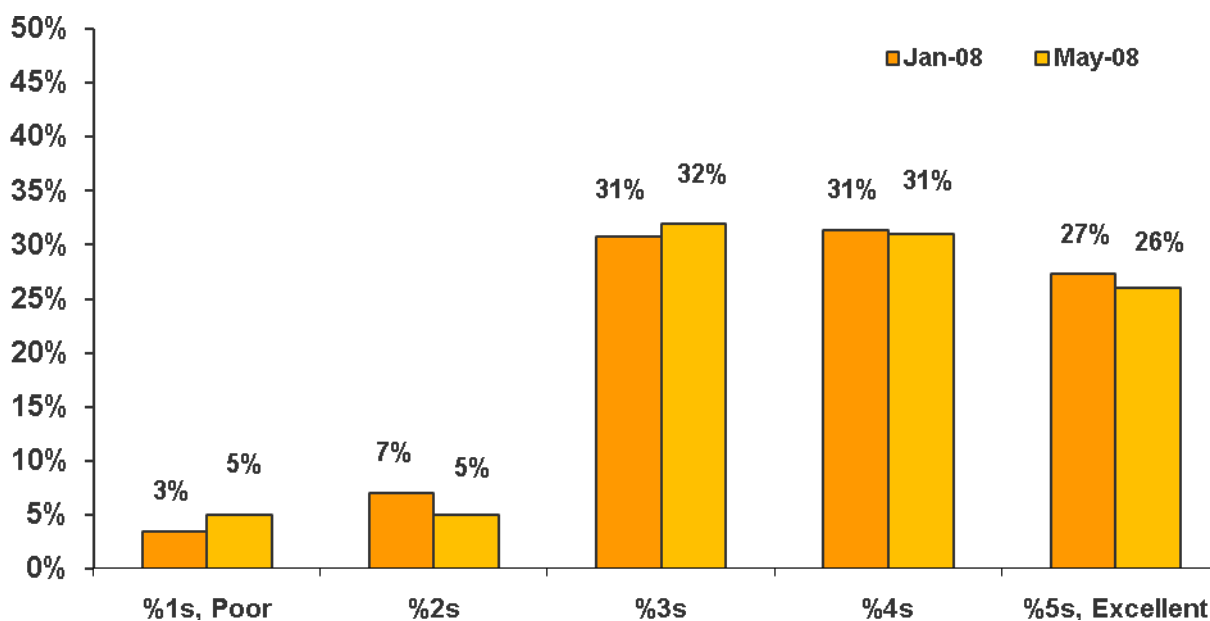
EXHIBIT 17: Do you know if U.S. Mint products are available to anyone or only available to coin collectors?



4.4 U.S. Mint Overall Job Rating

Overall, one in four (26%) adults give the U.S. Mint an “excellent” (top-box or “5”) job performance rating, while an additional 31% give the Mint a rating of “4”; thus, more than half (57%) give it a top-two box rating. This reflects a slight decrease from the findings in January 2008 (58% top-two box job rating). Notably, there is a significant decrease (to 7% from 13% in January 2008) in the proportion of Americans reporting they “do not know” how good of a job the U.S. Mint is doing.

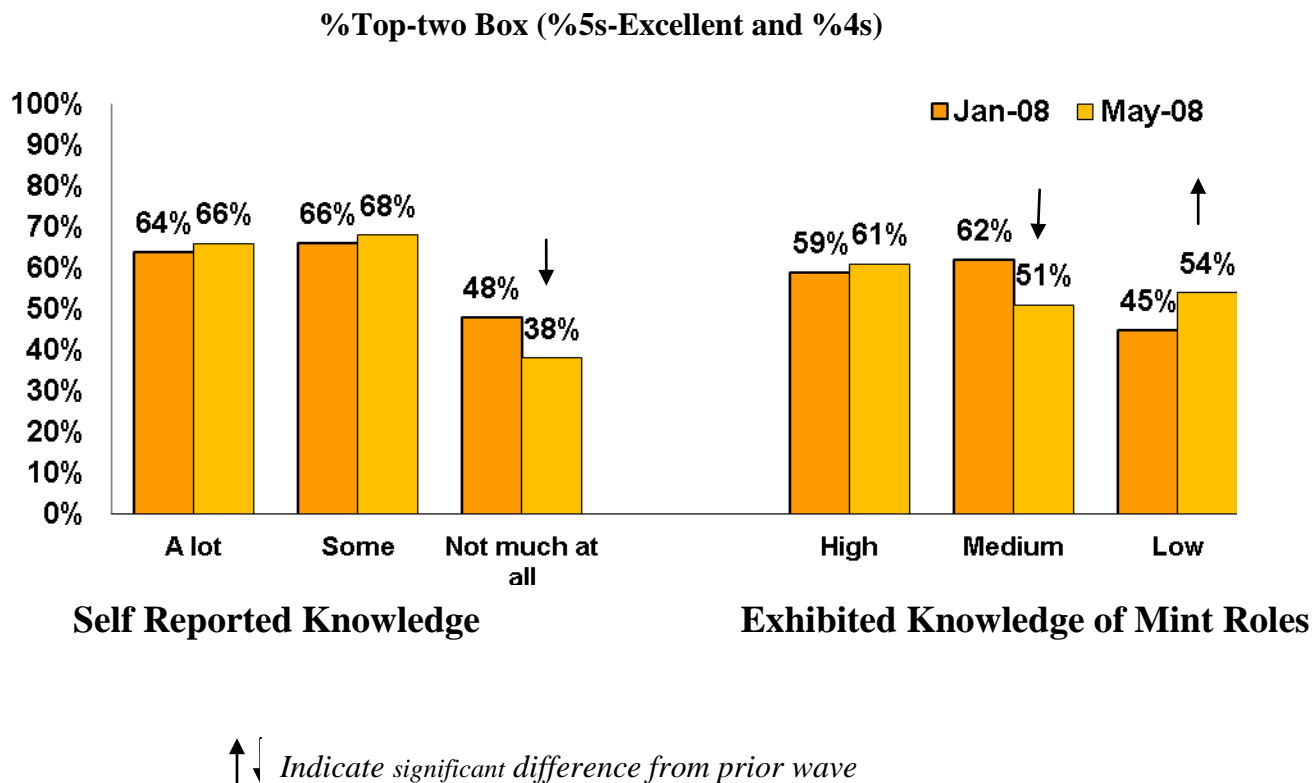
EXHIBIT 18: United States Mint Job Approval Rating



Note: DKs were excluded from the above distribution of scores

Adults who indicate the U.S. Mint is reliable, honest, and self-sufficient (finance their own services) are more likely to give the U.S. Mint an overall higher job approval rating. The finding from the current wave confirms that knowledge of the Mint continues to drive positive job rating through the reliability and honesty factors.

Adults with highest self-reported and exhibited knowledge of the Mint continue to give higher job ratings. As indicated on the next page there are significant decreases from January in the proportion of adults giving the Mint a positive job approval rating among those who self-reported they know “not much at all” about the Mint and from those who exhibited medium knowledge of U.S. Mint functions (decrease from 48% for self-reported and from 62% for exhibited knowledge, respectively). In addition, there was a significant increase in favorable job approval rating among adults who exhibited low knowledge of overall Mint functions (increase to 54% from 45% in January 2008).

EXHIBIT 19: United States Mint Job Approval Rating by Knowledge of Mint

While adults living in the two control cities of Los Angeles and Dallas continue to give similar job approval ratings for the Mint to the U.S. population overall, there remain differences in views among those in cities where the Mint has facilities. Adults in Denver give the Mint significantly higher job approval ratings, with 35% giving a top box rating (“5”). However, despite the recurring higher job approval among adults in Denver, there is a significant decrease (from 45% in January 2008) in the percent of adults in Denver giving the Mint an “excellent” job approval rating. In addition, 33% of adults in Denver gave the Mint a “4” rating for a combined top two box (4s and 5s) of 68%. Among sites where the Mint has facilities, San Francisco is least likely to give the Mint an “excellent” job approval rating.

EXHIBIT 20: U.S. Mint Job Approval Rating

	Total U.S. Adults	San Fran- cisco	Denver	Phila- delphia	Fort Knox	West Point	DC	Los Angeles	Dallas
N Size	1006	407	404	403	402	386	396	406	403
Male Ratings on Job Approval (top two box)	60% (58%)	54% (54%)	64% (71%)	62% (68%)	53% (67%)	50% (65%)	62% (60%)	53% (65%)	58% (60%)
Female Ratings on Job Approval (top two box)	47% (59%)	48% (56%)	65% (77%)	53% (63%)	57% (64%)	52% (59%)	44% (51%)	49% (54%)	51% (61%)
% 5- Excellent	26% (27%)	23% (21%)	35%⁺ (45%)	29% (29%)	31% (34%)	26% (28%)	27% (25%)	25% (27%)	25% (31%)
%4	31% (31%)	34% (33%)	33% (29%)	32% (36%)	31% (31%)	30% (34%)	30% (30%)	31% (33%)	33% (30%)
%3	32% (31%)	31% (37%)	29% (21%)	35% (23%)	29% (26%)	35% (30%)	32% (31%)	32% (28%)	30% (28%)
%2	5% (7%)	6% (8%)	1% (3%)	2% (7%)	6% (6%)	4% (4%)	6% (9%)	4% (6%)	5% (6%)
%1 – Poor	5% (3%)	5% (1%)	2% (2%)	2% (5%)	3% (3%)	4% (4%)	5% (5%)	9% (7%)	7% (5%)
Don't know	7% (13%)	10% (11%)	5% (8%)	6% (5%)	11% (10%)	9% (6%)	8% (10%)	9% (9%)	7% (5%)
Mean	4.00 (3.72)	4.07 (3.66)	4.15 ⁺ (4.12)	4.09 (3.77)	4.26 ⁺ (3.89)	4.10 (3.78)	4.02 (3.62)	3.98 (3.66)	3.94 (3.75)

NOTE: Numbers in parentheses indicates findings from prior wave.⁺ Denotes statistically HIGHER than total U.S. Population

- Denotes statistically LOWER than total U.S. Population

Adults who didn't give the Mint an "excellent" or top-box job rating were asked why they couldn't rate the Agency as excellent. These open-ended responses provide further insight that the American public isn't greatly engaged or connected to the workings of the U.S. Mint. Most of the responses provided are around items that are not within the control of the Mint, such as "the economy," "value of the dollar," "don't like the penny," and "always room for improvement."

EXHIBIT 21: Reasons for Not Giving the Mint an Excellent Job Rating

Reasons for Not Giving 'Excellent' Rating	National	San-Francisco	Denver	Phila-delphia	Ft. Knox	West Point	Washington D.C	Los Angeles	Dallas
Always room for improvement	10% (10)	7% (15)	14% (24)	12% (14)	18% (16)	10% (17)	11% (16)	6% (17)	18% (14)
Economy/Value of \$	9% (10)	4% (1)	11% (4)	4% (6)	7% (4)	11% (2)	4% (4)	16% (2)	2% (1)
Lot of waste/Defects/Throw money away	9% (5)	7% (3)	11% (2)	5% (11)	2% (3)	8% (7)	16% (3)	7% (7)	7% (2)
Problems with quality/Design	8% (13)	6% (19)	3% (12)	6% (14)	9% (15)	7% (14)	5% (15)	4% (14)	2% (6)
Do not produce enough money	5% (5)	2% (11)	4% (1)	5% (2)	5% (4)	1% (2)	1% (4)	3% (2)	1% (6)
Don't like penny/Penny issues	5% (2)	5% (3)	11% (4)	4% (1)	2% (2)	2% (6)	3% (2)	7% (6)	6% (11)
Nothing special about Mint	5% (4)	4% (4)	3% (1)	2% (4)	3% (2)	8% (6)	14% (2)	4% (6)	1% (4)
Not on gold standard/Nothing backing the money	4% (3)	2% (0)	0% (0)	0% (0)	---	---	1% ---	6% (2)	4% (3)
Security/Counterfeit problems	4% (10)	10% (4)	7% (4)	0% (4)	4% (3)	5% (9)	5% (3)	9% (9)	6% (5)
All government agencies are poor	3% (8)	11% (7)	12% (8)	9% (4)	5% (10)	1% (4)	4% (10)	2% (4)	10% (5)
"In God We Trust" issues	2% (1)	---	---	0% (2)	0% (4)	0% ---	2% (4)	---	0% (2)
Doing a poor job/Don't like the Mint	5% (8)	6% (3)	9% (5)	3% (1)	9% (5)	12% (4)	5% (5)	7% (4)	4% (7)
Improve education/Communication	1% (3)	6% (4)	3% (1)	6% (6)	1% (3)	6% (0)	3% (3)	6% (0)	4% (5)
Too many changes	8% (4)	3% (2)	3% (1)	4% (4)	9% (4)	11% (9)	3% (4)	6% (9)	5% (1)
Nothing	6% (6)	9% (2)	2% (2)	7% (10)	8% (10)	3% (4)	4% (10)	2% (4)	9% (5)
Other	14% (14)	18% (13)	14% (18)	31% (16)	7% (19)	13% (17)	14% (19)	6% (17)	16% (22)

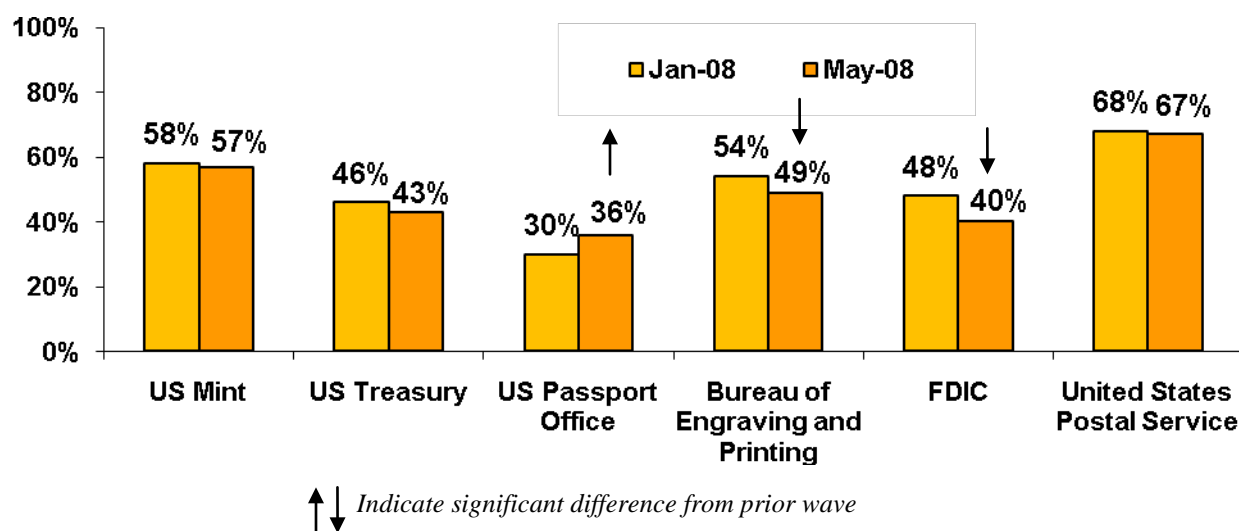
NOTE: Numbers in parentheses indicates findings from prior wave.

4.4.1 U.S. Mint Job Rating Comparison

The United States Postal Service retains the highest job approval rating amongst the federal agencies, with 67% of adults giving them a rating of “very good” or “excellent”. Nearly six of ten (57%) continue to give a favorable (top-two box) job approval rating to the U.S. Mint, and 43% of adults give the U.S. Treasury a favorable job approval rating. The top-two box job approval has significantly decreased for the Bureau of Engraving and Printing (49% compared with 54% in January 2008) and for the FDIC (40% compared with 48% in January 2008). There is a significant increase in the job approval for the U.S. Passport Office (36% compared with 30% in January 2008).

EXHIBIT 22: How good of a job are each of the following doing?

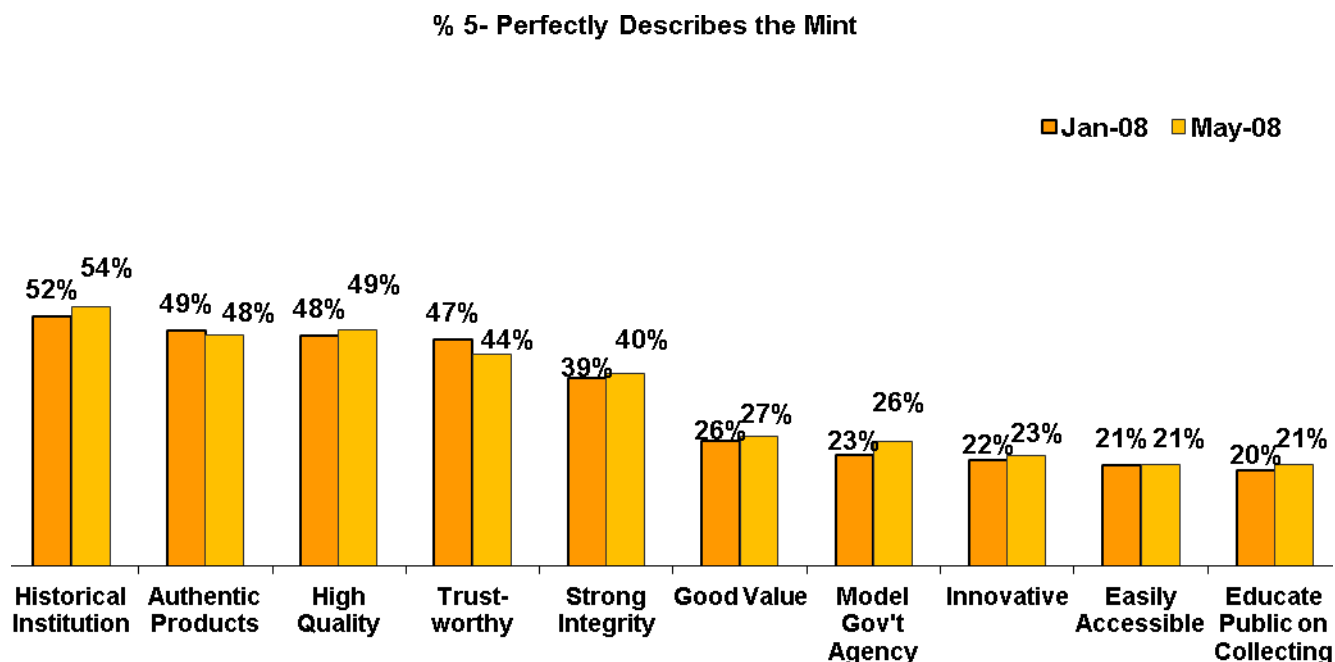
%Top-two Box--%4s and 5s, Excellent



4.5 Impressions of the U.S. Mint

As in the previous wave, adults were asked a series of 10 descriptive statements about the U.S. Mint, asking them to rate how well the statement describes the Mint from “perfectly describes” to “does not describe at all.” More than half of American adults feel that “historical institution” perfectly describes the U.S. Mint. About half of adults say the U.S. Mint is perfectly described as an institution that is high quality (49%) and provides authentic products (48%). A plurality also sees the Mint as being trustworthy (44%) and having strong integrity (40%). Substantially fewer feel the Mint is perfectly described as being innovative (just 23% say it perfectly describes the Mint) or easily accessible to the public (21%), or as educating the public (21%). These opinions are consistent with the assessment in January 2008.

EXHIBIT 23: Can you tell to what extent each of the following words and statements describes the U.S. Mint?



Results from the current wave confirm the findings from January 2008 — namely, that the Mint descriptors fall into four groups (factors): reliability, honesty, communication, and miscellaneous. The results are as follows:

RELIABILITY (3 statements)

- High quality
- Authentic products
- Historical institution

HONESTY (3 statements)

- Trustworthy
- A model government agency
- Strong integrity

COMMUNICATION (2 messages)

- Educates the public about coin collecting
- Easily accessible to the public

MISCELLANEOUS (2 messages)

- Innovative
- Offers products that are a good value for the money

Drivers of U.S. Mint Job Ratings

The statistical analysis (structural equation modeling) conducted in the previous wave was replicated using the results from May 2008. This analysis confirmed that among the impression factors (honesty, reliability, communication, and miscellaneous) and additional variables, there remain three drivers of positive job ratings of the U.S. Mint. They are:

- Reliability
- Honesty
- Knowing that the U.S. Mint finances its services itself without taxpayer money

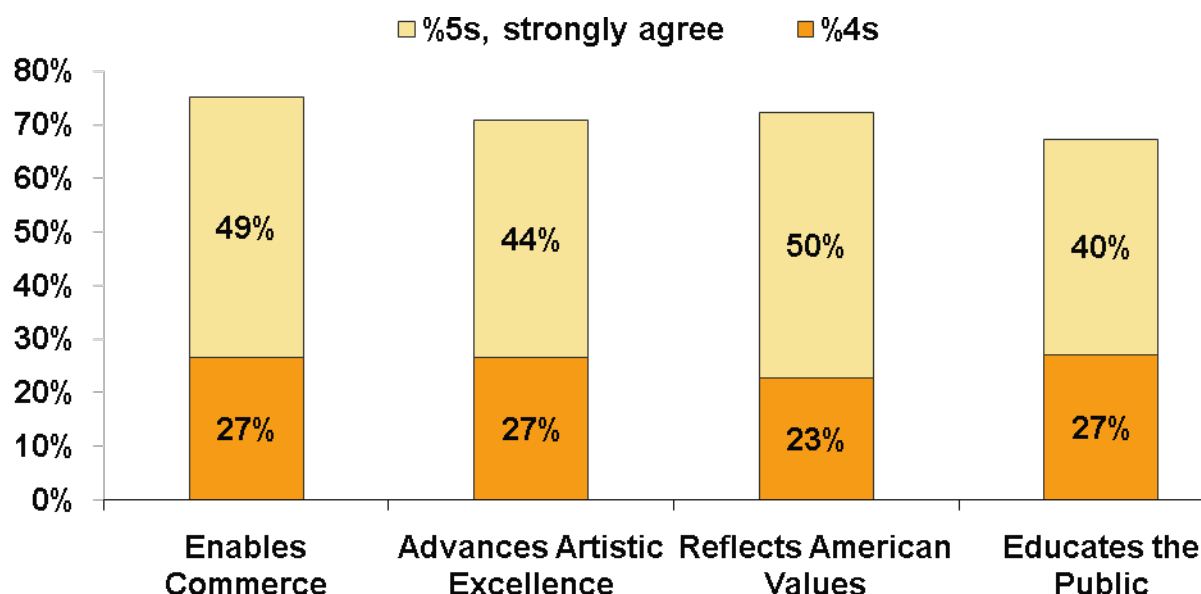
The statistical analysis again confirmed that knowledge of the U.S. Mint is not a *direct* driver of positive job ratings. Rather, it is an *indirect* driver: knowledge of the U.S. Mint drives the reliability and honesty factors, which in turn drive positive job ratings. This finding continues to reinforce the conclusion that focusing the messaging on Mint reliability and honesty factors will most effectively drive positive public views of the Mint.

4.6 Perceptions of Mint Mission

In addition to the 10 descriptive statements, adults were asked to evaluate how well the U.S. Mint delivers on the statements in its strategic mission. Specifically, Americans were asked to rate the extent to which the Mint enables commerce, advances artistic excellence, reflects American values, and educates the public through its coin minting function. One-half of all adults strongly agree that the U.S. Mint reflects American values through the design of its coins, and 49% strongly agree that Mint enables U.S. commerce by providing a sufficient quantity of coins into public circulation for use, with about three-quarters giving a top-two box rating on these two attributes. Slightly smaller, but still meaningful proportions of adults strongly agree that the U.S. Mint advances artistic excellence through the design of its coins (44%) and provides public education (40%).

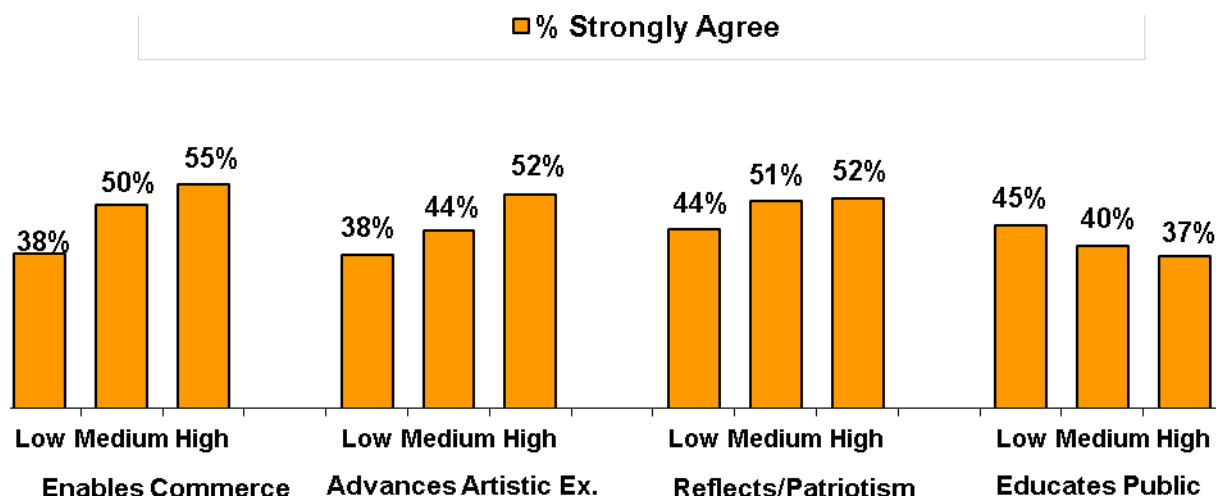
In regards to job approval rating, overall those adults who “strongly agree” the U.S. Mint is making a valuable contribution to commerce, artistic excellence, patriotism, and public education are more likely to give the Mint a higher job approval rating.

EXHIBIT 24: To what extent do you agree or disagree that the U.S. Mint does each of the following:



For the societal impact of enabling commerce, advancing artistic excellence, and reflecting American values, there is a steady increase with knowledge level in the likelihood to give a favorable rating (“strongly agree”) on the impact of the Mint’s coin minting function.

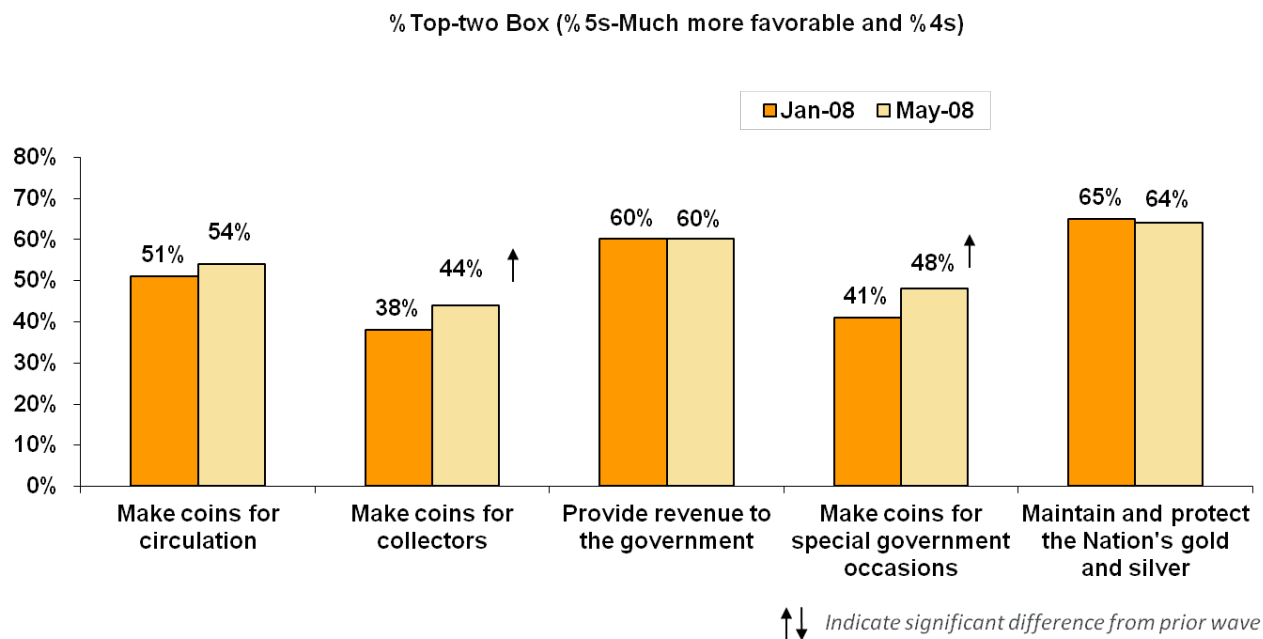
EXHIBIT 25: Mint Societal Impact by Knowledge Level



4.7 Impact on Favorability Ratings

Educating the American public about the various roles of the U.S. Mint can favorably impact adults’ perception of the Agency. Knowing that the U.S. Mint is responsible for maintaining and protecting the nation’s gold and silver leads 64% of adults to say they would view the Mint as “somewhat more favorably” or “much more favorably.” Knowing the U.S. Mint provides revenue to the government makes 60% of adults view the U.S. Mint more favorably. There is a significant increase in the proportion of adults who report they would view the Mint more favorably if they know the Mint makes coins for collectors (44% now compared with 38% in January 2008) and mints coins for special government occasions (48% compared with 41% earlier).

EXHIBIT 26: Can you tell me to what extent knowing that the U.S. Mint performs each of these tasks makes you view the U.S. Mint more favorably?



Older adults would be more influenced knowing that the Mint makes coins for special and commemorative occasions. Adults with higher household incomes would be more impacted by knowing the Mint provides revenue to the government and that it protects and maintains the national gold/silver assets.

EXHIBIT 27: Impact Statement Would Make on Mint Favorability Rating

% of Adults saying would view more favorably if knew statement	Make coins for circulation		Make coins for collectors		Provide revenue to gov't		Make coins for special gov't occasions		Maintain/ protect nation's gold/silver assets	
	Jan-08	May-08	Jan-08	May-08	Jan-08	May-08	Jan-08	May-08	Jan-08	May-08
	%	%	%	%	%	%	%	%	%	%
Age										
18-34	29	22	26	26	29	29	25	19	29	22
35-54	38	44	35	41	41	40	36	44	39	45
55+	34	34	39	33	30	31	39	37	32	33
Gender										
Male	47	46	47	41	50	42	48	49	47	46
Female	53	54	53	59	50	58	52	51	53	54
Household Income										
Under \$35,000	27	28	29	35	24	34	26	26	23	29
\$35,000-\$74,999	44	45	46	43	43	34	45	47	47	41
\$75,000+	29	28	25	23	34	32	29	27	31	31
Census Divisions										
New England	9	4	9	3	8	3	9	4	8	5
Mid-Atlantic	12	13	13	15	10	10	12	15	12	15
East North Central	18	12	17	15	18	12	18	11	17	14
West North Central	7	5	5	6	7	7	5	5	7	6
South Atlantic	20	23	18	22	19	14	18	19	17	20
East South Central	5	5	6	6	6	6	5	4	5	7
West South Central	11	11	11	14	13	14	12	18	12	11
Mountain	6	7	6	3	5	10	7	7	6	6
Pacific	12	20	16	15	14	24	14	19	16	18

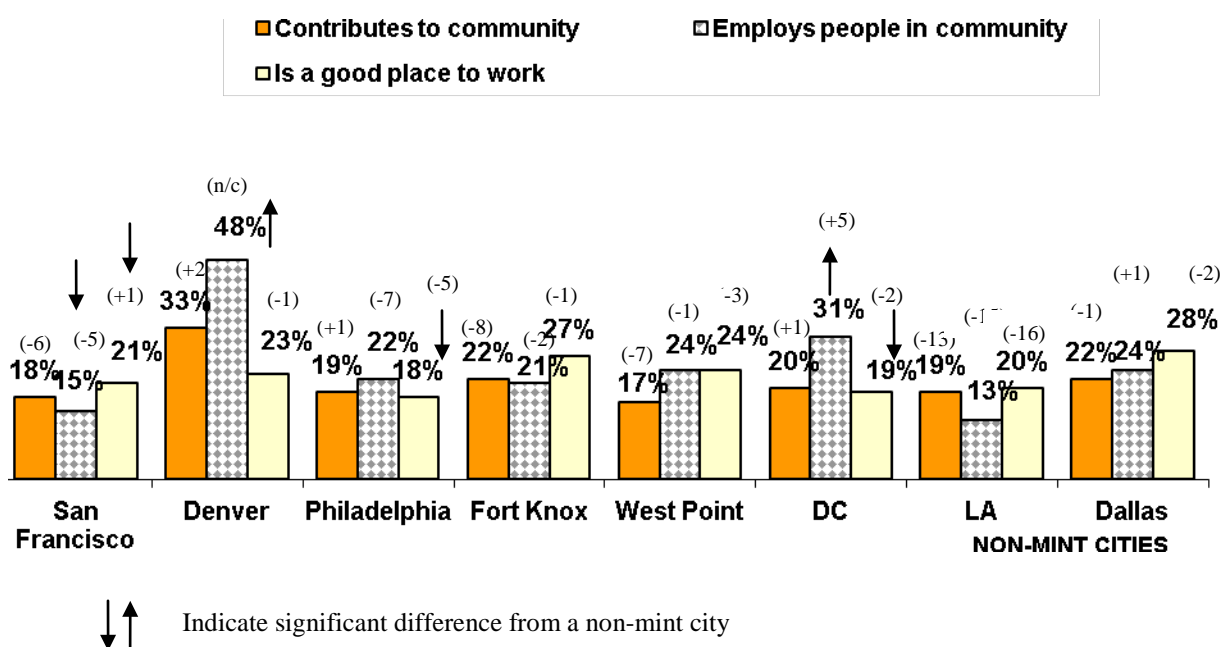
4.7.1 Community/Employment Impressions of the U.S. Mint

Overall community and employment impressions of the U.S. Mint are no higher in areas where there are U.S. Mint facilities than in the control cities. The only places where the impression of the U.S. Mint is higher than in the cities where the U.S. Mint does not have facilities are Denver and Washington, D.C., where adults are much more likely to say “*employs people in the community*” perfectly describes the U.S. Mint. Employment impressions of the U.S. Mint are significantly lower in San Francisco for the impression statement *employs people here in our community* (15% vs. 24% in Los Angeles), and is a good place to work (21% vs. 28% in Dallas).

Perceptions of the Mint as a good place to work are also particularly low in Philadelphia (18% perfectly describes vs. 28% in Dallas) and D.C. (19% vs. 28% in Dallas).

EXHIBIT 28: Can you tell to what extent each of the following words and statements describes the U.S. Mint?

Top Box-%5s perfectly describes—May-08

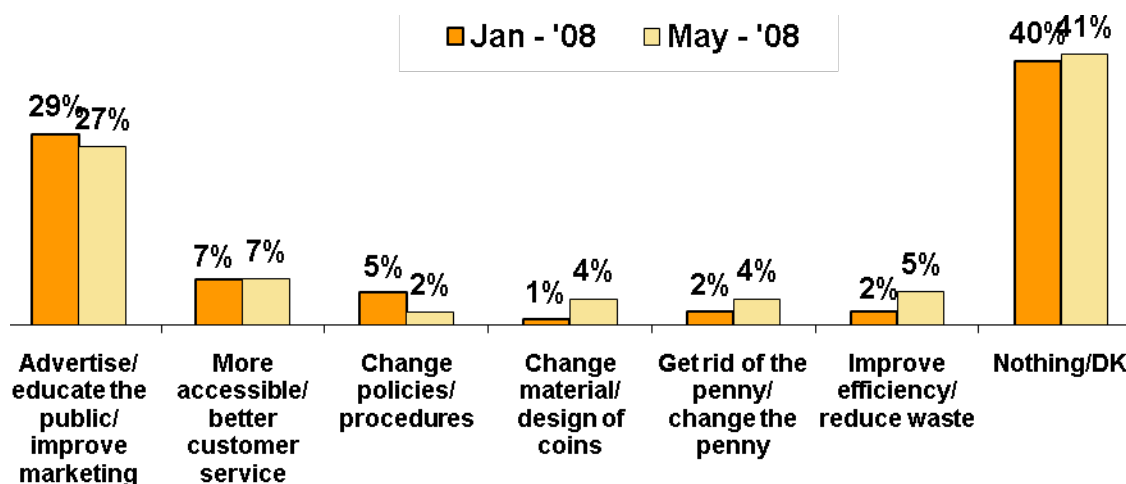


NOTE: Numbers in parentheses indicates findings from prior wave.

4.8 Recommendation to Better Serve the American Public

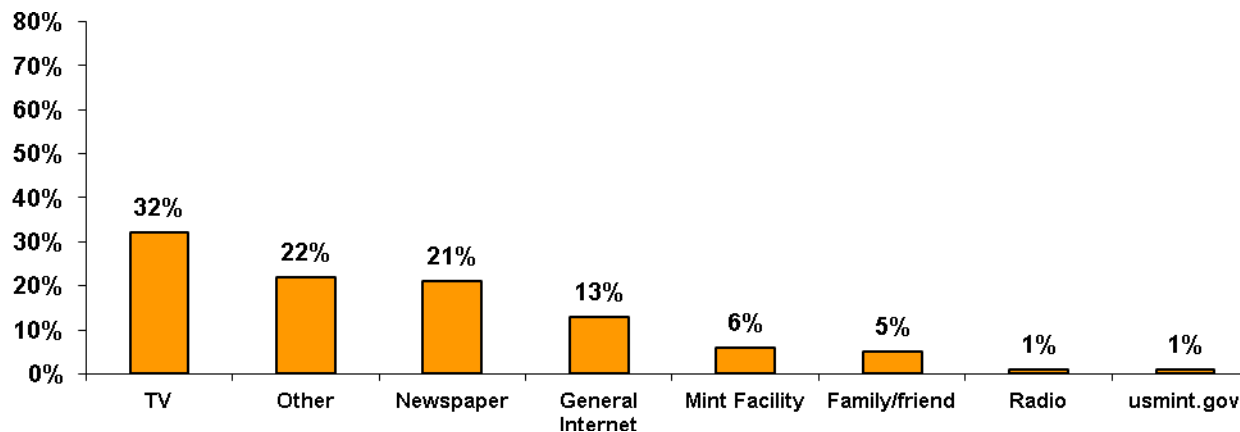
When asked for one recommendation for how the U.S. Mint could better serve the American public, four in ten (41%) adults can't think of anything. However, of those who have an opinion, the standout recommendation continues to be for the Mint to improve its advertising, marketing, and education of the public, recommended by 27% of adults. Small proportions of adults recommend that the Mint be more accessible/provide better customer service (7%) and improve efficiency/reduce waste (5%). The recommendation for improving advertising and marketing remains highest among non-coin collectors (33%) and adults with low exhibited knowledge (27%) of U.S. Mint functions.

EXHIBIT 29: Give ONE recommendation to the United States Mint to better serve the American public –May 2008.



When asked where they get information from about the Mint, one in three (32%) adults note they receive their Mint information from television, while one in five (21%) obtain it from newspaper.

EXHIBIT 30: Now thinking about what you have heard about the U.S. Mint, can you tell me where you get your information about the Mint? –May 2008



4.9 Competitive Mints

A majority (73%) of Americans have heard of either the Franklin or Washington Mint. This is a significant decrease from the 78% observed in January 2008. Of those who have heard of either the Franklin or Washington Mint, 40% report the primary purpose of those companies is to produce and sell their own collectible coins, while one in four (26%) think their purpose is to produce official U.S. Mint coins. Surprisingly, coin collectors are no more knowledgeable than non-coin collectors.

EXHIBIT 31: What is the primary purpose of the Franklin and Washington Mints? (Among those aware)

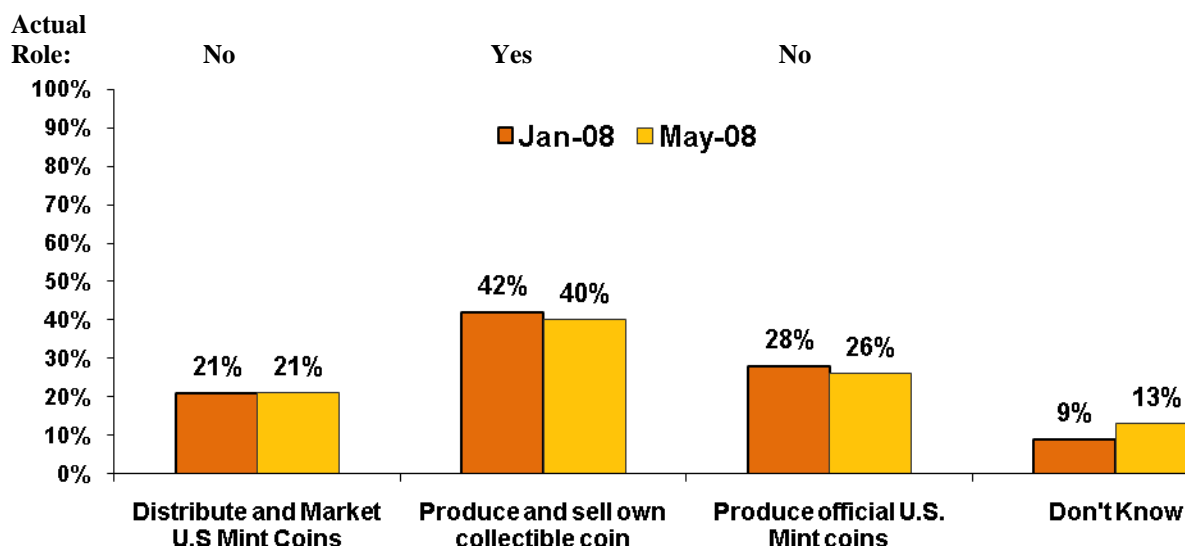
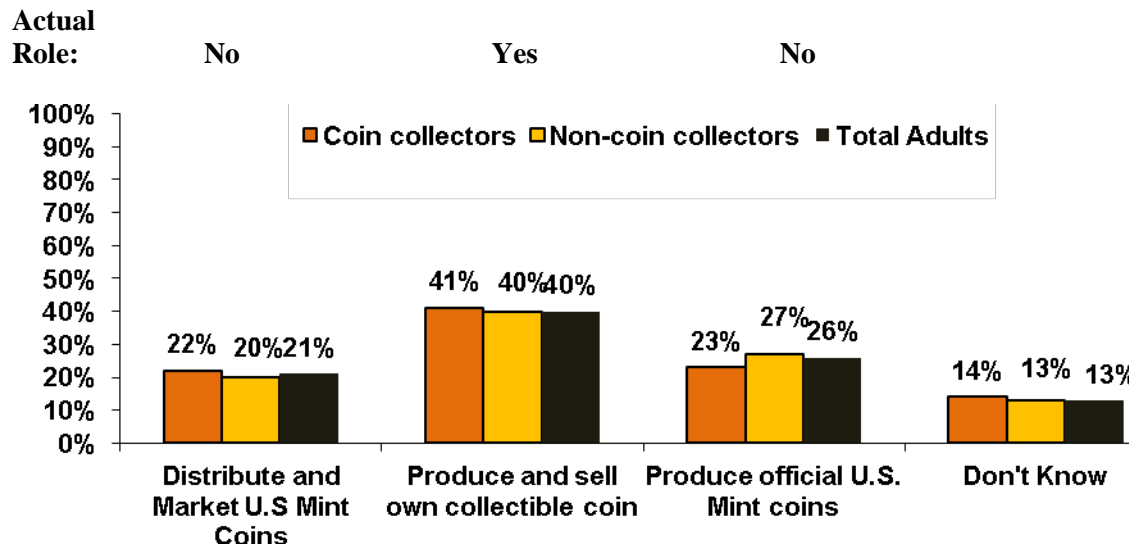


EXHIBIT 32: Knowledge of Washington and Franklin Mint Roles by Coin Collector Status

APPENDIX - QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Poll. We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous.

Of the adults, age 18 or older in your household, I need to speak to the one who had the most recent birthday. Would that be you, or someone else in your household?

- 1 Yes, respondent available - **(Continue)**
 - 2 No - **(Ask to speak to correct person and repeat Introduction)**
 - 4 No such person in household - **(Thank and Terminate)**
 - 7 Respondent not available/
Not a good time - **(Set time to call back)**
 - 8 (Soft Refusal) - **(Thank, Terminate, and Tally)**
 - 9 (Hard Refusal) - **(Thank, Terminate, and Tally)** _____(2001)
-

(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 1525-0012-100

1. I'd like to start by asking how much you know about a few Federal Government agencies. Please let me know if you feel like you know a lot, some, or not much at all. Let's start with **(read and rotate A-F)**.

3 A lot
2 Some
1 Not much at all

8 (DK)
9 (Refused)

A. Passport Office _____(2401)
B. State Department _____(2402)
C. Bureau of Engraving and Printing _____(2403)
D. The United States Mint _____(2404)
E. Federal Reserve _____(2405)
F. Federal Deposit Insurance Corporation
(FDIC) _____(2406)

2. Do you know the name of the agency in the Federal Government that produces U.S. Coins?
(Open ended and code)

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

06 The United States Mint

07 Federal Reserve (or "the Fed")

08 Bureau of Engraving and Printing

09 U.S. Treasury

(2407) (2408)

3. Do you know the name of the agency in the Federal Government that prints dollar bills?
(Open ended and code)

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

06 The United States Mint

07 Federal Reserve (or "the Fed")

08 Bureau of Engraving and Printing

09 U.S. Treasury

(2409) (2410)

4. Do you know the name of the agency in the Federal Government that regulates the money supply? (Open ended and code)

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

06 The United States Mint

07 Federal Reserve (or "the Fed")

08 Bureau of Engraving and Printing

09 U.S. Treasury

10 FDIC

(2411) (2412)

5. Do you know the name of the agency in the Federal Government that oversees Fort Knox? (Open ended and code)

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

06 The United States Mint

07 Federal Reserve (or "the Fed")

08 Bureau of Engraving and Printing

09 U.S. Treasury

10 FDIC

11 Department of Defense

(2413) (2414)

6. Next, I'm going to list several Federal Government agencies. I'd like you to rate how good of a job each of them are doing. Please use a scale of one-to-five, where 5 is excellent and 1 is poor. You can use any of the numbers 1, 2, 3, 4, or 5. How about **(read and rotate A-F)?**

5 Excellent

4

3

2

1 Poor

8 (DK)

9 (Refused)

A. United States Mint _____(2415)

B. U.S. Treasury _____(2416)

C. U.S. Passport Office _____(2417)

D. Bureau of Engraving and Printing _____(2418)

E. Federal Deposit Insurance Corporation
(FDIC) _____(2419)

F. United States Postal Services (USPS) _____(2420)

**(If code 1-4 in #6-A, Continue;
Otherwise, Skip to #8)**

7. Why would you not give the United States Mint an excellent rating on this question? (Open ended) **(Allow two responses)**

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

1st _____

_____	Resp:	(2421)	(2422)
_____	2nd	_____	_____
_____	Resp:	(2423)	(2424)

8. Do you know if the United States Mint **(read and rotate 1-2)?**

1 Uses taxpayer dollars to fund their services

2 Finances their services themselves without taxpayer money

8 (DK)

9 (Refused)

_____(2425)

9. I'm going to read seven statements. Can you tell me which of them are the main functions of the United States Mint? There may be more than one. Please answer "yes" or "no" to each. Does the United States Mint **(read and rotate A-G)?**

1 Yes

2 No

8 (DK)

9 (Refused)

A. Make coins for circulation _____(2426)

B. Make coins for collectors _____(2427)

C. Make dollar bills _____(2428)

D. Provide revenue to the government _____(2429)

E. Control the money supply _____(2430)

F. Make coins for special government occasions (e.g., Congressional Medal of Honor, etc.) _____(2431)

G. Maintain and protect the nation's gold and silver assets _____(2432)

10. [(If code 2, 8, or 9 in #9 A, B, D, F, or G, read:) Actually/(If code 1 in #9 A, B, D, F, and G, read:) You are correct], the United States Mint makes coins for circulation, for collectors, and for special government occasions. They also maintain and protect the nation's gold and silver assets, as well as provide revenue for the government. Can you tell me to what extent knowing that the United States Mint performs each of these tasks makes you view the United States Mint more favorably?, Would you say you would be much more favorable, somewhat more favorable, no change in your opinion, somewhat less favorable, or much less favorable knowing that the U.S. Mint (read and rotate A-E)?

- 5 Much more favorable
- 4 Somewhat more favorable
- 3 No change in opinion
- 2 Somewhat less favorable
- 1 Much less favorable

- 8 (DK)
- 9 (Refused)

- A. Makes coins for circulation _____(2433)
- B. Makes coins for collectors _____(2434)
- C. Makes coins for special government occasions (e.g., Congressional Medal of Honor, etc.) _____(2435)
- D. Maintains and protects the nation's gold and silver assets _____(2436)
- E. Provides revenue for the government _____(2437)

(READ:) Continuing to think about the United States Mint...

11. Can you tell me to what extent each of the following words and statements describe the United States Mint? Please use a scale of one-to-five, where 5 describes them perfectly and 1 does not describe them at all. You may use any of the numbers 1, 2, 3, 4, or 5. How about **(read and rotate A-J, then read K-M, if applicable)**

5 Describes the United States Mint perfectly

4

3

2

1 Does not describe the United States Mint at all

8 (DK)

9 (Refused)

A. Trustworthy _____(2438)

B. High quality _____(2439)

C. Innovative _____(2440)

D. A model government agency _____(2441)

E. Offers products that are good value for the money _____(2442)

F. Strong Integrity _____(2443)

G. Educates the public about coin collecting _____(2444)

H. Easily accessible to the public _____(2445)

I. Authentic products _____(2446)

J. Historical Institution _____(2447)

(If code 2-9 in Sa, Continue;

Otherwise, Skip to #12)

- K. Contributes to our community _____(2448)
- L. Employs people here in our community _____(2449)
- M. Is a good place to work _____(2450)

18. Using a scale from 1 to 5 where 5 is strongly agree and 1 is strongly disagree, to what extent do you agree or disagree that the U.S. Mint does each of the following. **READ AND ROTATE 1-4**

1. Enables U.S. commerce by providing a sufficient quantity of coins into the public circulation for use
2. Advances artistic excellence through the design of its coins
3. Reflects American values through the design of its coins
4. Educates the public by commemorating people, places and events

17. Now thinking about what you have heard about the US Mint, can you tell me where you get your information about the U.S. Mint from? OPEN END AND CODE

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 General Internet
- 05 usmint.gov
- 06 newspapers
- 07 U.S. Mint facility (on-site)
- 08 television
- 09 periodicals/magazines
- 10 billboards
- 11 radio
- 12 family or friends who work at the US Mint
- 13 family or friends who do not work at the US Mint

_____	1st Resp:	_____	_____
		(2421)	(2422)
_____	2nd Resp:	_____	_____
		(2423)	(2424)

12. Thinking about the products that the United States Mint sells, such as the United States Mint Proof Sets, do you know if those products are available to anyone or only available to coin collectors?

1 They are available to anyone
2 They are only available to coin collectors

8 (DK)

9 (Refused) _____ (2451)

13. Have you ever heard of either the Franklin or the Washington Mint?

1 Yes

2 No

8 (DK)

9 (Refused) _____ (2452)

**(If code 1 in #13, Continue;
Otherwise, Skip to #15)**

14. From what you know or have heard, what is the primary purpose of the Franklin and Washington Mints? **(Read and rotate 1-3)**

1 To distribute and market United States Mint coins

2 To produce and sell their own collectible coins

3 To produce official United States Mint coins, such as quarters, dollars, and nickels

8 (DK)
9 (Refused) _____ (2453)

15. Do you purchase SPECIAL COLLECTORS COINS,
for example, proof sets or uncirculated
coins, to collect for yourself or someone
else?

1 Yes
2 No
8 (DK)
9 (Refused) _____ (2454)

16. Lastly, if you could give ONE recommendation
to the United States Mint to better serve
the American public, what would that be?
(Open ended)

01 Other (list)
98 (DK)
99 (Refused)
04 Nothing
05 HOLD

(2455) (2456)

DEMOGRAPHICS BEGIN HERE:

(READ:) Finally, I would like to ask you a few
questions for statistical purposes only.

D1. GENDER: **(Code only, do NOT ask)**

1 Male
2 Female _____ (2457)

D2. Including yourself, how many members of this
household are age 18 or older? (Open ended
and code actual number)

01-

96

97 97+

98 (DK)

99 (Refused)

(2458) (2459)

D3. Please tell me your age. (Open ended **and code**
actual age)

00 (Refused)

18-

98

99 99+

(2701) (2702)

D4. Are you of Hispanic or Latino origin or
descent?

1 Yes

2 No

8 (DK)

9 (Refused)

(2460)

(DEMOGRAPHICS CONTINUED)

D5. Which of these groups best describes your racial background? **(Read 06-10, then 01)**
(Allow three responses)

01 Some other race (list)
 98 (DK)
 99 (Refused)
 04 HOLD
 05 HOLD

06 White
 07 Black or African-American
 08 Asian **(If necessary, read:)** includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, other Asian
 09 American Indian or Alaska Native
 10 Native Hawaiian or other Pacific Islander
 11 (Hispanic)

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

D6. What is the highest level of education you have completed? (Open ended and code)

1 Less than high school graduate
 2 High school graduate
 3 Some college or trade/technical/vocational training beyond high school
 4 College graduate
 5 Postgraduate work/degree
 8 (DK)
 9 (Refused)

_____ (2461)

D7. Is your total annual household income, before taxes, over or under \$45,000?

(If Under, ask:) Is it over or under \$35,000?

(If Under, ask:) Is it over or under \$25,000?

(If Under, ask:) Is it over or under \$15,000?

(If Over, ask:) Is it over or under \$55,000?

(If Over, ask:) Is it over or under \$75,000?

(If Over, ask:) Is it over or under \$100,000?

- 01 Under \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$44,999
- 05 \$45,000 to \$54,999
- 06 \$55,000 to \$74,999
- 07 \$75,000 to \$99,999
- 08 \$100,000 or more

- 98 (DK)
- 99 (Refused)

(2462) (2463)

D8. How many different 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)

D9. Finally, do you know if the U.S. Mint employs people in your metropolitan area?

1 Yes, they do

2 No, they do not

8 (DK)

9 (Refused)

_____(2464)

**(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.



U.S. Mint

Brand Survey

October 2008

Prepared by:
GALLUP, INC.
Government Division
901 F Street, 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 survey to measure the U.S. population's knowledge and understanding of Federal monetary agencies. The goal of the research was to measure knowledge and understanding of the functions of the U.S. Mint, and to rate overall job approval and favorability. The results will be used by the Mint to direct strategic direction and marketing of the Agency.

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. In addition to the representative sample, the geographic locations where U.S. Mint facilities are located were sampled separately to provide comparisons as were two control geographic cities.

	Total U.S. Adults	San Fran- cisco	Denver	Phila- delphi a	Fort Knox	West Point	Wash- ington , D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
Wave 1 (January 2008)	1001	399	400	404	407	404	400	402	404
Wave 2 (May 2008)	1007	407	404	405	402	388	397	406	403
Wave 3 (September 2008)	1,008	402	402	401	402	404	401	404	402

The telephone interviews were conducted by Gallup professional interviewers, who are specially trained to work on the U.S. Mint projects, from Aug. 29 to Oct. 5, 2008.

1.2 Response Rates

The response rate is calculated based on CASRO (Council of American 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 25%.

1.3 Sampling Geographic Areas

National results are based on a representative random sample of the U.S. adult population. In the cases of the nine area-specific samples, the geographic regions sampled conform to Census

Bureau geographic definitions, specifically metropolitan statistical areas (MSAs) wherever possible. MSAs include the specific city and county in which it is located, as well as the counties in the surrounding area. Where MSAs were not used (i.e., Fort Knox, Kentucky, and West Point, New York), ZIP code radius geographies were used.

The specific geographic areas sampled are the following:

Sample	Geographic definition
National	National
San Francisco	San Francisco-Oakland-Fremont, CA MSA
Denver	Denver-Aurora, CO MSA
Philadelphia	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA
Fort Knox	15-mile radius around ZIP code 40121 — ZIP codes included are: 40108, 40109, 40117, 40121, 40150, 40155, 40160, 40162, 40165, 40175, 40177, 40272, 47117, 47135
West Point	10-mile radius around ZIP code 10996 — ZIP codes included are: 10511, 10516, 10524, 10537, 10547, 10566, 10567, 10579, 10588, 10917, 10928, 10930, 10996, 12508, 12518, 12520, 12553
Washington, D.C.	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA
Los Angeles	Los Angeles-Long Beach-Santa Ana, CA MSA
Dallas	Dallas-Fort Worth-Arlington, TX MSA

1.4 Weighting the Data

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

Gallup weighted the national sample to represent the U.S. adult population; city samples were weighted to represent the adult population of the specific areas surveyed. Base weights were first calculated based on the number of adults in the household and the number of telephone lines in the household. A raking procedure was used to adjust the composition of the study to match the composition on demographic factors including region (national sample only), 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.

2.0 Questionnaire Design

The questionnaire was designed by Gallup in conjunction with the U.S. Mint. The questionnaire was primarily devoted to measuring monetary, currency, and financial policy knowledge, understanding of the functions, as well as job approval and favorability of the U.S. Mint.

The questions included the following areas:

- Knowledge of Federal government agencies (one question)
- Knowledge of Federal monetary, currency, and policy agencies (four questions)
- Knowledge of U.S. Mint job functions (two questions)
- U.S. Mint job approval and favorability ratings (three questions)
- Perceptions and ratings of competitive non-Federal mints (three questions)
- Recommendations on improving Mint public services (one question)
- Access to information (one question)
- Perceptions of U.S. Mint Mission (one question)
- Respondent demographics (nine questions)

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

2.1 Census Divisions Referred to Throughout This Report Are as Follows:

NEW ENGLAND:

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut

MIDDLE ATLANTIC:

New Jersey, New York, and Pennsylvania

EAST NORTH CENTRAL:

Illinois, Indiana, Michigan, Ohio, and Wisconsin

WEST NORTH CENTRAL:

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota

SOUTH ATLANTIC:

Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Maryland, and Delaware

EAST SOUTH CENTRAL:

Alabama, Kentucky, Mississippi, and Tennessee

WEST SOUTH CENTRAL:

Arkansas, Louisiana, Oklahoma, and Texas

MOUNTAIN:

Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming

PACIFIC:

Alaska, California, Hawaii, Oregon, and Washington

3.0 Key Findings

3.1 Americans have similar knowledge and views of the Mint as reported in May 2008. The view of the Mint remains favorable despite lack of knowledge of Mint functions

- Overall, one in four (25%) adults give the U.S. Mint top box “excellent” job performance rating, while an additional 35% give the Mint a rating of “4”; thus, one in six (60%) give it a top two box rating. This reflects a slight increase from the findings in May 2008 (57% top two box job rating).
- The Mint continues to be seen as producer of coins, as much of its other roles are still unknown. The finding is identical to what was observed in May 2008. The majority of Americans are still unaware of the federal agency that oversees Fort Knox, as only 7% reported that the Mint is the Federal agency that oversees Fort Knox. However there is a significant decrease (48% compared to 58% in May 2008, respectively) in adults reporting that they don’t know which Agency holds this role, and significant increases in the number of adults mistakenly identifying the U.S. Treasury (20% compared to 15% in May 2008), and the Federal Reserve (11% compared to 8% in May 2008).
- Overall, there are no significant changes in the exhibited knowledge level of U.S. Mint functions among the American public. The American public is still not highly knowledgeable about the roles of the U.S. Mint. Just 4% of adults can accurately say if the Mint undertakes all seven functions or not, while an additional 18% can correctly name six or more of the functions (22% “high knowledge”). This is a slight increase over the 20% in May 2008.
- Less than half of adults understand the Mint’s role as a revenue generator. Only 11% of the population (slight increase from the 10% observed in May 2008) knows the source of funding for the U.S. Mint. Sixty-eight percent believe the U.S. Mint is funded with taxpayer money. This is a significant increase when compared to the 56% in May 2008. However, for the most part, other than believing that the U.S. Mint is funded with taxpayer dollars, a significant number (21%) of the population is still unaware of the Mint’s funding source. This is a significant decrease from the 35% who reported they were unaware in May 2008 study.

3.2 Greater knowledge of the Mint’s job roles continue to enhance job perception

- For the most part, findings on the impact of Mint functions on adults’ perception of the Agency are consistent with those reported in May 2008. Knowing that the U.S. Mint is responsible for maintaining and protecting the nation’s gold and silver leads 66% of adults to say they would view the Mint as “somewhat more favorably” or “much more favorably”.

3.3 The American public continues to believe the U.S. Mint needs to do more advertising and marketing to better serve its constituency. When thinking about how to portray the U.S. Mint in advertising and marketing, messages portraying the Mint as reliable and honest remains the best option for influencing favorable public's perceptions of the Mint.

- There is a significant increase from May 2008 in the number of respondents recommending improve advertising and marketing (from 27% to 34%).
- The statistical analysis again confirmed that knowledge of the U.S. Mint is not a *direct* driver of positive job ratings. Rather, it is an *indirect* driver: knowledge of the U.S. Mint drives the reliability and honesty factors, which in turn drive positive job ratings. This finding continues to reinforce the conclusion that focusing the messaging on Mint Reliability and Honesty factors will most drive positive public views of the Mint.

3.4 Overall, the American public believes the Mint is achieving its mission, as at least 4 in 10 strongly agree the U.S. Mint enables commerce, advances artistic excellence, reflects American values, and educates the public.

- More than one-half of all adults (51%) strongly agree that the U.S. Mint enables U.S. commerce by providing a sufficient quantity of coins into public circulation for use, and 49% strongly agree that the Mint reflects American values through the design of its coin.
- Overall, those respondents who “strongly agree” the U.S. Mint is making a valuable contribution to commerce, artistic excellence, patriotism, and public education are more likely to give the Mint a higher job approval rating.

4.0 Detailed Findings

4.1 Overall Knowledge on Federal Monetary Institutions

American adults were asked how knowledgeable they feel they are about six Federal agencies and offices and then were asked to confirm their knowledge by naming the Federal agency responsible for each of four monetary functions including producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Gallup then categorized adults based on how many of the four possible Agencies they were able to correctly identify as performing each function.

Consistent with the two prior studies conducted, the American public continues to have low levels of knowledge about who handles the country's monetary functions. Currently, less than 1% of all adults can accurately name all four of the agencies, and 6% can correctly name at least three of them (defined as "high knowledge"). This represents a 1% decrease in "high exhibited knowledge" of monetary agencies roles. The average number of adults who can correctly answer four questions about four different monetary agencies slightly increased from .92 in May 2008 to .95 in September 2008.

EXHIBIT 1: Exhibited Knowledge Level of Federal Agency Monetary Roles

Number of Federal Monetary Agencies Correctly Identified	Jan 08 % of Adults	May 08 % of Adults	Sep 08 % of Adults	Definition
4 of 4	1%	1%	0%	High Knowledge
3 of 4	7%	7%	6%	
2 of 4	20%	18%	23%	Low Knowledge
1 of 4	30%	32%	30%	
0 of 4	43%	42%	41%	
Mean number correctly identified (of 4)	.92	.92	.95	

The 6% of adults with "high knowledge" of monetary Agencies tend to be male, have higher household incomes, and at least some college education. This is similar to the findings observed in January and May 2008.

EXHIBIT 2: Demographic Profile of Exhibited Knowledge

	Jan 08 High Knowledge	Jan 08 Total Population	May 08 High Knowledge	May 08 Total Population	Sep 08 High Knowledge	Sep 08 Total Population
<i>N Size</i>	71	1,001	76	1,007	82	1,008
Mean Age	47	45	42	45	50	49
Male	57%	49%	61% ⁺	48%	62% ⁺	49%
Hispanic	8%	12%	4%	12%	0% ⁻⁻	11%
African American	7%	12%	6% ⁻⁻	12%	9%	12%
Household Income >\$45K	78% ⁺	67%	84% ⁺	60%	74% ⁺	62%
More Than High School Education	83% ⁺	54%	62% ⁺	54%	83% ⁺	58%

⁺ Denotes statistical significance HIGHER than total U.S Population

- Denotes statistical significance LOWER than total U.S. Population

Note: "high knowledge" defined as accurately identifying three or four out of four agencies

Note: numbers in parentheses indicate findings from prior wave.

The table below depicts the exhibited knowledge across cities where the U.S. Mint has facilities and two control cities (Los Angeles and Dallas). While 6% of the U.S. population exhibits “high knowledge” (can accurately identify at least three of the four agencies responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing the Fort Knox), significantly fewer adults in the Fort Knox area have high knowledge of federal monetary roles (3% vs. 6% of total population, respectively) despite its location. This finding remains consistent with the findings from January 2008 (2% Fort Knox versus 7% total U.S. population) and May 2008 (3% Fort Knox versus 8% total U.S. population). Similar to January’s results, high monetary role knowledge of monetary agencies and their roles remains significantly greater in Washington, D.C. (18% vs. 6% of total population, respectively).

EXHIBIT 3: Exhibited Knowledge of Federal Agency Monetary Roles by Geography

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control City	Control City
N Size	1,008	402	402	401	402	404	401	404	402
Mean # correct questions (of 4)	.95 (.92)	1.17 ⁺ (1.08)	1.25 ⁺ (.99)	1.12 ⁺ (1.07)	.74 ⁻⁻ (.74)	1.19 ⁺ (1.02)	1.47 ⁺ (1.39)	.97 (.95)	1.01 (.83)
% of adults with “high knowledge”	6% (8%)	8% (10%)	10% ⁺ (6%)	4% (7%)	3% ⁻⁻ (3%)	10% ⁺ (6%)	19% ⁺ (15%)	6% (9%)	6% (9%)

⁺ Denotes statistical significance HIGHER than total U.S. Population

⁻ Denotes statistical significance LOWER than U.S. Population

Note: “high knowledge” defined as accurately identifying three or four out of four agencies

Note: numbers in parentheses indicate findings from prior wave.

While adults exhibited greater knowledge of the Mint’s role in coin minting than they did in any other question about a monetary agency’s role, only half (50%) can name the Mint as the agency that “produces the U.S. coins.” This represents no change from May 2008 (50%).

EXHIBIT 4: Knowledge of Federal Monetary Agency Roles

Role/Activity	Correct Agency	% Naming Correct Agency			% Naming Wrong Agency			% Don't know		
		Jan 2008	May 2008	Sep 2008	Jan 2008	May 2008	Sep 2008	Jan 2008	May 2008	Sep 2008
Coin minting	U.S. Mint	48	50	50	18	18	20	34	36	30
Overseeing Fort Knox	U.S. Mint	6	6	7	35	35	45	59	59	48
Printing dollar bills	Bureau of Engraving and Printing	8	7	7	53	53	59	39	40	34
Regulating the money supply	Federal Reserve	31	31	32	19	20	25	50	49	44

Those who self-rate themselves as knowledgeable (say they know “a lot”) about a particular agency are more likely to correctly name that agency for its function. Notably:

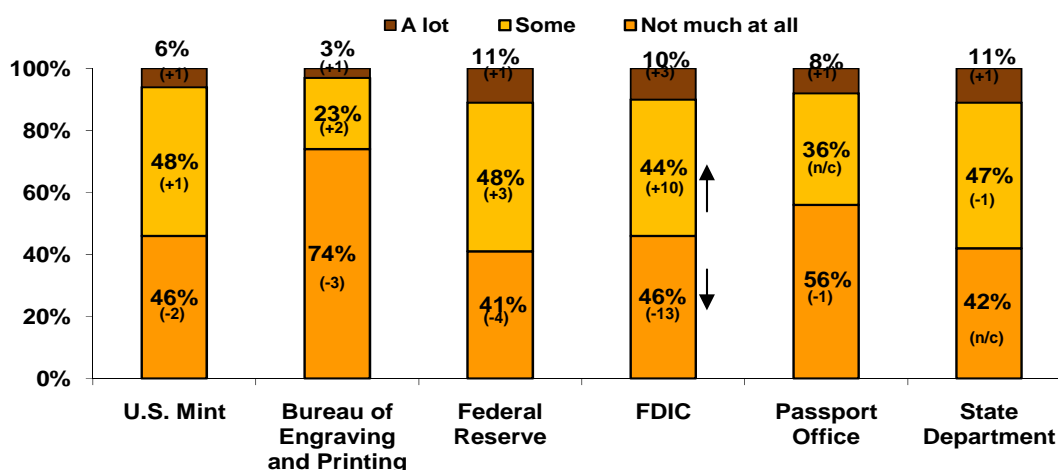
- Approximately three out of four adults who indicate that they know “a lot” (74%) about the U.S. Mint correctly name the U.S. Mint as the agency that produces U.S. coins. There is no significant difference from May 2008 (75%). In addition, only 38% of adults who say they know “not much at all” about the Mint were able to correctly identify the U.S. Mint as the agency that produces U.S. coins.
- Fifty-eight percent of those who say they know “a lot” about the Federal Reserve correctly name the Federal Reserve as regulating the money supply. This is consistent with findings in May 2008 (60%). In addition, 40% of those who say they know “some” (slight decrease from 41% in May 2008) and 16% who say they know “not much at all” about the Federal Reserve accurately identify it as the agency that regulates the money supply.
- Remaining the least known and least understood federal agency rated, there is a significant decrease in the proportion of self-rated knowledgeable adults (from 41% in May 2008 to 29% in September 2008) who are able to accurately identify the Bureau of Engraving and Printing (BEP) as the agency that prints dollar bills.

4.1.1 Stated Knowledge of Federal Government Agencies

When asked how much they know about federal government agencies, fewer than 1 in 11 American adults feel they know “a lot” about any of the six agencies and offices measured. This finding is consistent with the findings from May 2008. Overall, 6% of Americans will say they know “a lot” about the Mint while another 48% say they know “some”. There is no significant difference in these findings from May 2008.

Overall, Americans continue to feel that they know the most about the Federal Reserve (59% some or a lot) and the State Department (58%). Knowledge remains lowest for the Bureau of Engraving and Printing, with just 26% (compared to 23% in May 2008) saying they know at least some about this agency.

EXHIBIT 5: How much do you know about the following federal government agencies?



NOTE: Numbers in parentheses indicates findings from prior wave.

↑↓ Indicates a significant difference from prior wave

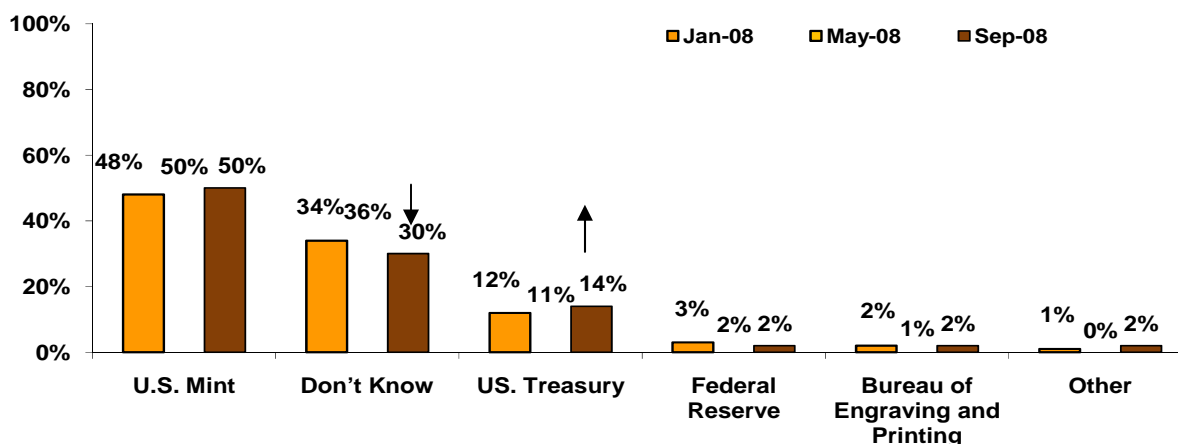
4.1.2 Exhibited Federal Monetary Agency Knowledge

Adults were asked to verify their knowledge of federal monetary agencies when they were given a list of four monetary functions and asked to name the agency responsible for producing coins, printing dollar bills, regulating the money supply, and overseeing Fort Knox. Consistent with prior waves, only a minority of adults can accurately name the correct monetary agencies.

4.1.2.1 Exhibited Federal Monetary Agency Knowledge: Coin Minting Agency

Unaided, one-half of the U.S. population (50%) was able to correctly identify the U.S. Mint as the agency responsible for producing U.S. coins. This is identical to the finding in May 2008. There is a significant decrease in the number of Americans indicating that they “do not know” the agency responsible for producing U.S. coins (30% in September 2008 compared to 36% in May 2008). However, despite the decrease in the population who “do not know” the agency responsible for producing coins, there is a significant increase in number of Americans who inaccurately identify the U.S. Treasury as responsible for this function (increased to 14% in September 2008 from 11% in May 2008).

EXHIBIT 6: Do you know the name of the agency in the federal government that produces U.S. coins?

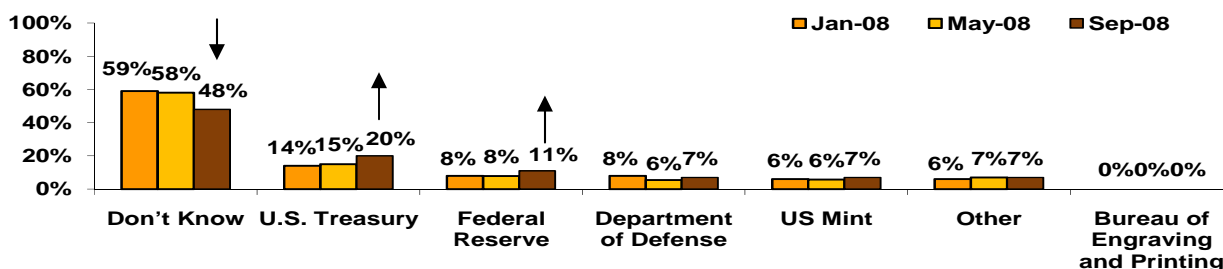


↑↓ Indicates a significant difference from prior wave

4.1.2.2 Exhibited Federal Monetary Agency Knowledge: Overseeing Fort Knox

Forty-eight percent of Americans are unaware of the federal agency that oversees Fort Knox. This is a significant decrease from the 58% observed in May 2008 who indicated they “don’t know” the federal agency that oversees Fort Knox. Despite the decrease in uncertainty, only 7% reported that the Mint oversees Fort Knox (no significant change over the 6% observed in May 2008). In addition, there are significant increases in the number of Americans who inaccurately identified the U.S. Treasury 20% (compared to 15% in May 2008) and the Federal Reserve 11% (compared to 8% in May 2008) as the federal agency that oversees Fort Knox.

EXHIBIT 7: Do you know the name of the agency in the federal government that oversees Fort Knox?

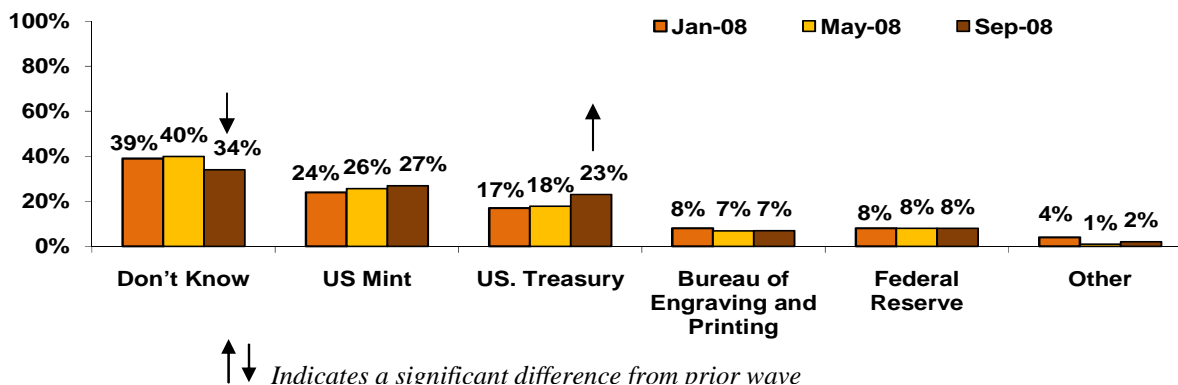


↑↓ Indicates a significant difference from prior wave

4.1.2.3 Exhibited Federal Monetary Agency Knowledge: Bill Printing

Despite the greater majority of adults who *think* they know the agency that is responsible for printing dollar bills, a significant decrease occurred from 40% in May 2008 to 34% in September 2008 who reported that they “don’t know”; only 7% of Americans accurately identified the Bureau of Engraving and Printing as the federal agency responsible for printing dollar bills. This finding is consistent with prior waves as the Bureau of Engraving and Printing remains the least understood monetary agency, with fewer than 1 in 10 (7%) adults correctly identifying it as the agency responsible for printing dollar bills. In addition, there was a significant increase in the number of adults who incorrectly identified the U.S. Treasury (23% in September 2008 compared to 18% in May 2008) as the agency that prints dollar bills. Also 27% mistakenly believe the U.S. Mint plays this role. This is similar to the finding (26%) observed in May 2008.

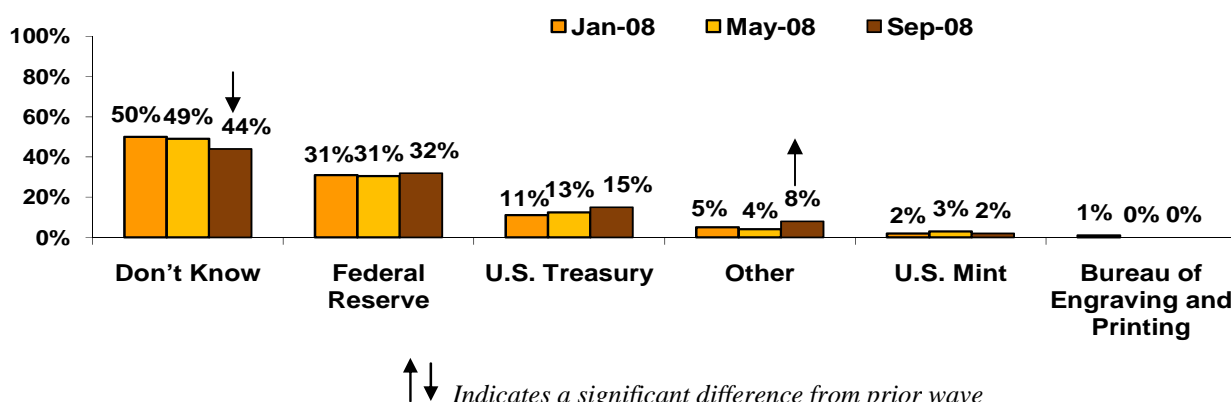
EXHIBIT 8: Do you know the name of the agency in the federal government that prints dollar bills?



4.1.2.4 Exhibited Federal Monetary Agency Knowledge: Money Supply Regulation

There remains no significant change in the proportion of Americans able to correctly identify the Federal Reserve as the agency that regulates the money supply (31% in May 2008 compared to 32% in September 2008). However there is a significant decrease in adults who say they “don’t know” the agency responsible for regulating the money supply (decrease from 49% in May 2008 to 44% in September 2008).

EXHIBIT 9: Do you know the name of the agency in the federal government that regulates the money supply?



4.2 U.S. Mint Knowledge

Americans were asked about seven potential functions of the U.S. Mint, five of which are part of the U.S. Mint charter (making coins for circulation, making coins for collectors, providing revenue to the government, making coins for special government occasions, and maintaining/protecting the nation’s gold and silver assets), while two of them (making dollar bills and controlling the money supply) belong to other agencies. Gallup then categorized adults based on how many of the seven possible functions they were able to correctly identify.

Overall there remain no significant changes in the exhibited knowledge level of U.S. Mint functions among the American public. The American public is still not highly knowledgeable about the roles of the U.S. Mint. Just 4% of adults can accurately say if the Mint undertakes all seven functions or not (compared to 5% in May 2008), while an additional 18% (compared to 15% in May 2008) can correctly name six of the functions (22% “high knowledge”). Similarly to May 2008 (20%), 19% accurately assign three or fewer of the roles correctly (“low knowledge”). On average, adults indicate a little over four and a half (4.58) roles correctly.

A similar level of knowledge is found when reviewing just the five functions that belong specifically to the Mint, with 20% of adults accurately naming the Mint for all five of its functions, and 53% naming four or five of them correctly. This is consistent with the findings observed in May 2008.

EXHIBIT 10: Exhibited Knowledge Level of U.S. Mint Functions

Number of Correctly Identified Mint Functions	Knowledge Level	% of Population			Cumulative %		
	High Knowledge	Jan 2008	May 2008	Sep 2008	Jan 2008	May 2008	Sep 2008
7 of 7	High Knowledge	3	5	4	3	5	4
6 of 7		18	15	18	21	20	22
5 of 7		33	37	34	54	57	56
4 of 7	Medium Knowledge	27	23	26	81	80	82
3 of 7	Low Knowledge	11	14	13	92	94	95
2 of 7		5	3	4	97	96	98
1 of 7		1	1	1	98	97	99
0 of 7		2	2	1	100	100	100
Mean number correctly identified		4.45	4.51	4.58			

Overall, Americans living in the control cities of Los Angeles (4.33 roles correctly identified) and Dallas (4.44 roles identified correctly) are significantly less knowledgeable about the main functions of the U.S. Mint. In addition, adults in Philadelphia (17% “high knowledge”) are also significantly less knowledgeable on the main functions of the U.S. Mint.

EXHIBIT 11: Can you tell me the main functions of the U.S. Mint?

	Total U.S. Adults	San Francisco	Denver	Philadelphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
U.S. Mint Facility	NA	Yes	Yes	Yes	Yes	Yes	Yes	Control	Control
N Size	1,008	402	402	401	402	404	401	404	402
Mean # correct agencies (of 7)	4.58 (4.51)	4.50 (4.46)	4.58 (4.56)	4.45 ⁺ (4.60)	4.56 (4.47)	4.61 (4.58)	4.69 (4.65)	4.33 ⁺ (4.27)	4.44 ⁺ (4.47)
% of adults with “high knowledge”	22% (20%)	21% (20%)	18% (22%)	17% ⁺ (21%)	21% (24%)	21% (23%)	27% (31%)	16% ⁺ (15%)	20% (20%)

⁺ Denotes statistical significance HIGHER than total U.S. Population

- Denotes statistical significance LOWER than total U.S. Population

Note: numbers in parentheses indicate findings from prior wave.

4.2.1 Demographic and Geographic Profile of Mint Knowledge

EXHIBIT 12: Demographic Profile of Actual Mint Knowledge

	Actual Mint Knowledge	Total Population	Actual Mint Knowledge	Total Population	Actual Mint Knowledge	Total Population
	Jan 08	Jan 08	May 08	May 08	Sep 08	Sep 08
N Size	212	1,001	200	1,007	213	1,008
Mean Age	47	45	46	45	49	49
Male	42%	49%	47%	48%	41% ⁻	49%
White	87%	82%	87%	83%	89% ⁺	84%
Hispanic	11%	12%	6% ⁻	12%	12%	11%
African-American	9%	12%	8% ⁻	12%	8%	12%
Household Income >\$45K	70%	67%	66%	60%	66%	62%
More than High School	65% ⁺	54%	64% ⁺	54%	61%	58%

⁺ Denotes statistical significance HIGHER than total U.S. Population

⁻ Denotes statistical significance LOWER than total U.S. Population

EXHIBIT 13: Geographic Profile of Mint Knowledge

	Actual Mint Knowledge	U.S. Population	Actual Mint Knowledge	U.S. Population	Actual Mint Knowledge	U.S. Population
	Jan 08	Jan 08	May 08	May 08	Sep 08	Sep 08
N Size	212	1,001	200	1,007		1,008
Census Area						
New England	6%	7%	4%	5%	3%	5%
Mid-Atlantic	13%	12%	11%	14%	9% ⁻	14%
East North Central	13%	15%	14%	15%	14%	16%
West North Central	7%	6%	9%	7%	10%	7%
South Atlantic	14% ⁻	20%	20%	19%	21%	20%
East South Central	5%	7%	5%	8%	6%	7%
West South Central	10%	10%	10%	10%	14%	10%
Mountain	6%	7%	9%	7%	13%	10%
Pacific	25% ⁺	16%	18%	16%	11%	13%

⁺ Denotes statistical significance HIGHER than total U.S Population

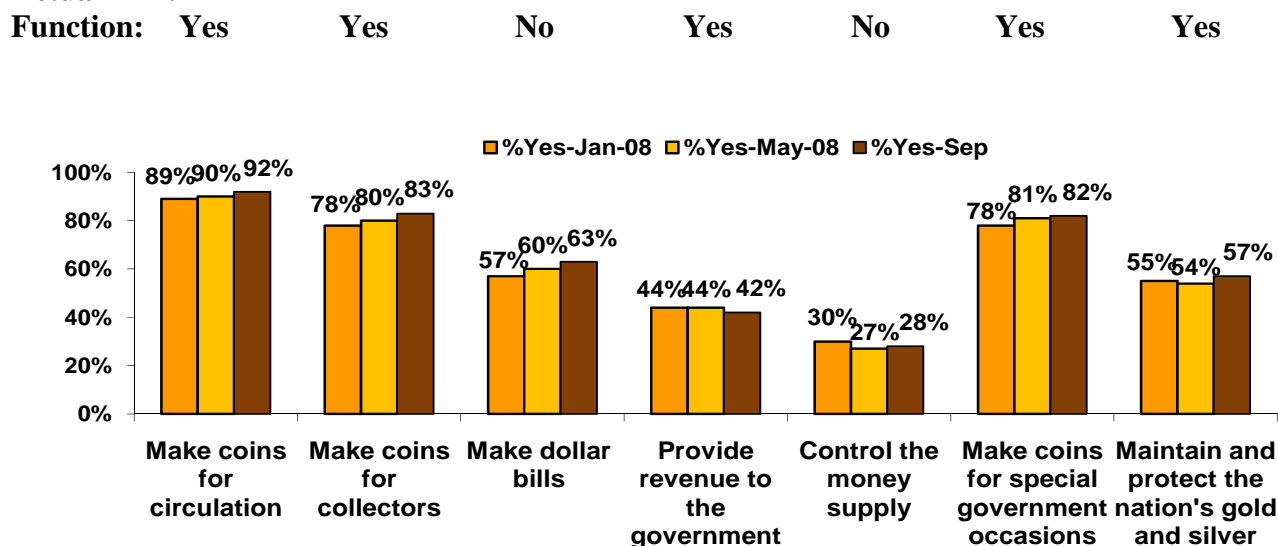
⁻ Denotes statistical significance LOWER than total U.S. Population

4.2.2 Knowledge of U.S. Mint Job Functions

Consistent with prior waves, 92% of U.S. adults accurately identify “make coins for circulation” as a main function of the U.S. Mint. Eight in 10 adults accurately respectively identify “make coins for collectors” (83%) and “make coins for special government occasions” (82%) as main functions of the U.S. Mint. These findings again confirm that Americans are more aware of the U.S. Mint coin-minting function than any other of its major job functions. However, a large proportion of adults continue to incorrectly believe that printing dollar bills is a main function of the U.S. Mint. In addition, about half of the population remains unaware that the U.S. Mint provides revenue to the government (58% “no” or “don’t know”) or that it maintains and protects the nation’s gold and silver assets (43% “no” or “don’t know”).

EXHIBIT 14: Can you tell me which of the following are the main functions of the United States Mint?

Actual Mint



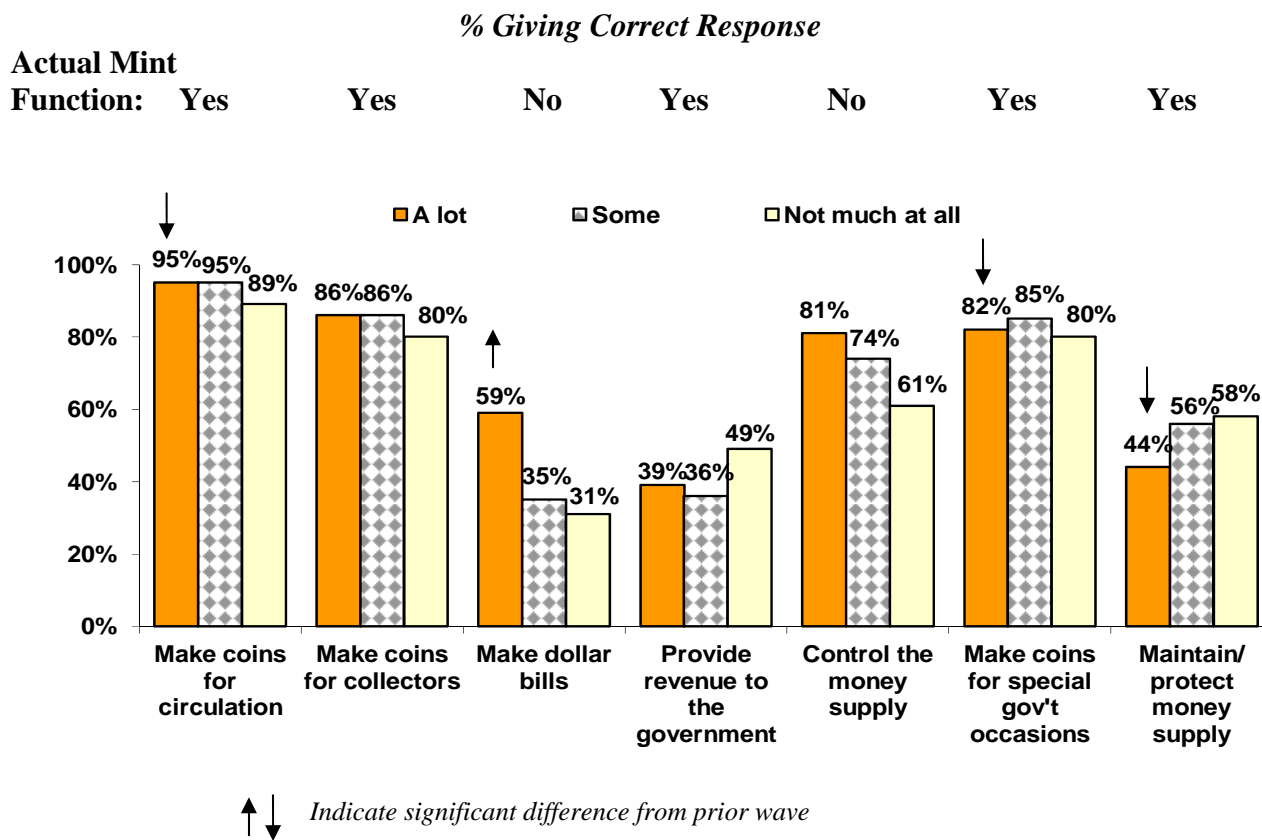
Notably, there are significant decreases in exhibited high knowledge among those self-reporting they know “a lot” about the Mint for the functions of minting coins for circulation (decrease from 100% in May 2008 to 95% in September 2008) and special government occasions (decrease from 96% in May 2008 to 82% in September 2008), and protecting and maintaining the nation’s gold and silver (decrease 57% in May 2008 to 44% in September 2008). Despite the significant decreases in these areas, the September findings are consistent with those from January 2008. However, there is a significant increase in exhibited knowledge for those reporting they know “a lot,” where 59% (compared with 31% in May 2008) accurately responded that making dollar bills is not a function of the Mint.

In addition, the more adults who report knowing about the U.S. Mint, the more likely they are to correctly know that the Mint does not make dollar bills (59% among those who know a lot compared with 35% for those who know some about the U.S. Mint) and that the agency is not

responsible for the control of the money supply (81% among those who know a lot compared with 74% for those who know some about the U.S. Mint).

EXHIBIT 15: Exhibited Knowledge of Functions of U.S. Mint by Self-Reported Mint Knowledge

Among Those Who Know A Lot, Some, or Not much at all about the U.S. Mint

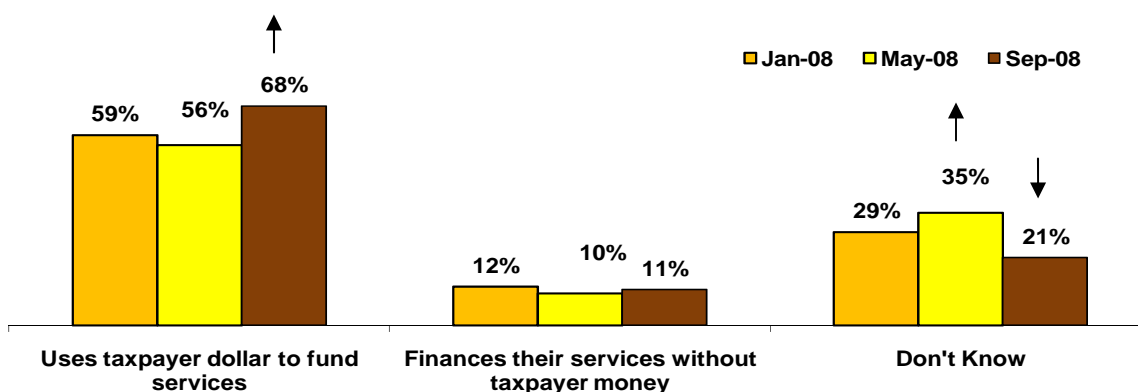


4.2.3 Knowledge of U.S. Mint Funding

Consistent with the findings in January and May 2008, only 11% of the population knows the source of funding for the U.S. Mint. Notably, there's a significant increase in the number of Americans who think they know the funding source for the Mint (decrease from 35% in May 2008 to 21% among those who report they "don't know"). However, there is a significant increase in the number of Americans who believe the Mint uses taxpayer dollar to fund services.

EXHIBIT 16: Do you know if the United States Mint uses taxpayer dollars to fund their services or finances their services themselves without taxpayer money?

Among Those Who Know A Lot, Some, or Not Much at all about the U.S. Mint

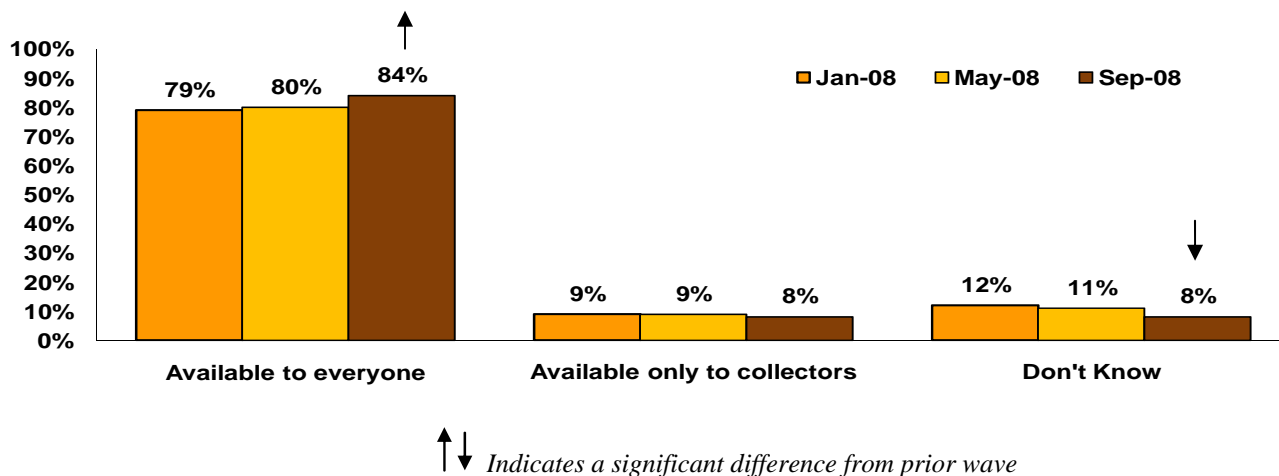


↑↓ Indicate significant difference from prior wave

4.3 Availability of U.S. Mint Products

There is a significant increase in the number of Americans who think U.S. Mint products are available to everyone (increase from 80% in May 2008 to 84% in September 2008). Only 8% believe U.S. Mint products are only available to coin collectors, while an additional 8% are unaware of the availability of U.S. Mint products (significant decrease from 11% in May 2008).

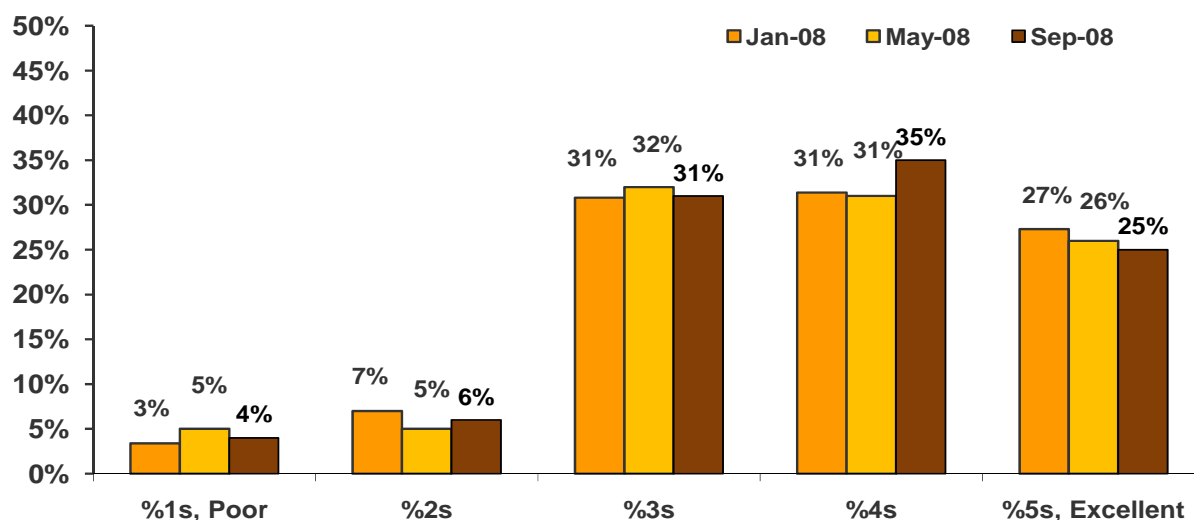
EXHIBIT 17: Do you know if U.S. Mint products are available to anyone or only available to coin collectors?



4.4 U.S. Mint Overall Job Rating

There are no significant changes in the American view of the job the U.S. Mint doing. Overall, one in four (25%) adults give the U.S. Mint an “excellent” (top box or “5”) job performance rating. This is similar to the 26% observed in May 2008. An additional 35% (increase from 31% in May 2008) give the Mint a rating of “4”; thus, resulting in more than half (60%) giving the Mint a top two box rating. This reflects a slight increase from the findings in May 2008 (57% top two box job rating).

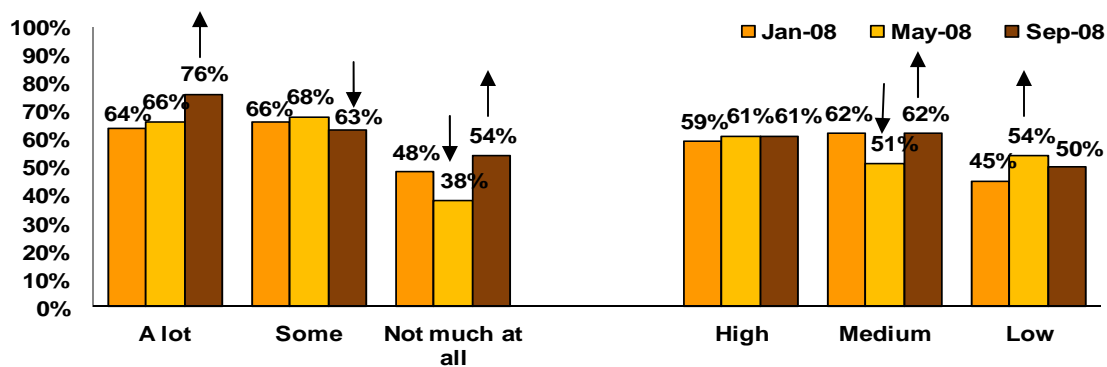
EXHIBIT 18: United States Mint Job Approval Rating



Note: DKs were excluded from the above distribution of scores

Adults who indicate the U.S. Mint is reliable, honest, and self-sufficient (finance their own services) continue to give the U.S. Mint an overall higher job approval rating. The finding from the current wave confirms that knowledge of the Mint continues to drive positive job rating through the reliability and honesty factors.

Adults with highest self-reported and exhibited knowledge of the Mint continue to give higher job ratings. As indicated on the next page, there are significant increases from May in the proportion of adults giving the Mint a positive job approval rating among those who self-reported they know “a lot” (increase from 66% in May 2008 to 76% in September 2008) and “not much at all” (increase from 38% in May 2008 to 54% in September 2008) about the Mint and from those who exhibited medium knowledge of U.S. Mint functions (increase from 51% in May 2008 to 62% in September 2008). In addition, there was a significant decrease in favorable job approval ratings among adults who self-reported some knowledge of the Mint (decrease from 68% in May 2008 to 63% in September 2008).

EXHIBIT 19: United States Mint Job Approval Rating by Knowledge of Mint**%Top Two Box — %4s and 5s, Excellent****Self Reported Knowledge****Exhibited Knowledge of Mint Roles***Indicates significant difference from prior wave*

Adults in Denver (32% top box rating), Philadelphia (30% top box rating), D.C. (33% top box rating), and Dallas (30% top box rating) give the Mint significantly higher job approval ratings. In addition, 23% of adults in Fort Knox gave the Mint an excellent job rating, a significant decrease from the 31% in May 2008. Hence, among sites where the Mint has facilities, Fort Knox is least likely to give the Mint an "excellent" job approval rating.

EXHIBIT 20: U.S. Mint Job Approval Rating

	Total U.S. Adults	San Fran- cisco	Denver	Phila- delphia	Fort Knox	West Point	D.C.	Los Angeles	Dallas
N Size	947	355	386	382	378	387	383	366	368
Male Ratings on Job Approval (top two box)	63% (58%)	62% (54%)	67% ⁺ (64%)	68% ⁺ (62%)	59% (53%)	55% (50%)	72% ⁺ (62%)	46% (53%)	69% ⁺ (58%)
Female Ratings on Job Approval (top two box)	57% (59%)	51% (48%)	67% ⁺ (65%)	54% ⁺ (53%)	53% ⁺ (57%)	55% ⁺ (52%)	66% ⁺ (44%)	49% (49%)	48% (51%)
% 5- Excellent	25% (26%)	26% (23%)	32% ⁺ (35%)	30% ⁺ (29%)	23% (31%)	29% (26%)	33% ⁺ (27%)	20% ⁻ (25%)	30% ⁺ (25%)
%4	35% (31%)	30% (34%)	35% (33%)	31% (32%)	32% (31%)	26% (30%)	36% (30%)	28% ⁻ (31%)	29% ⁻ (33%)
%3	31% (32%)	35% (31%)	28% (29%)	28% (35%)	35% (29%)	36% (35%)	20% ⁻ (32%)	39% ⁺ (32%)	32% (30%)
%2	6% (5%)	7% (6%)	4% (1%)	7% (2%)	4% (6%)	6% (4%)	9% (6%)	8% (4%)	6% (5%)
%1 – Poor	4% (5%)	2% ⁻ (5%)	1% ⁻ (2%)	4% (5%)	6% (3%)	4% (4%)	2% ⁻ (5%)	6% (9%)	3% (7%)
Don't know	6% (7%)	10% (10%)	5% (5%)	6% (6%)	4% (11%)	5% (9%)	9% (8%)	9% (9%)	4% (7%)
Mean	3.72 (4.00)	3.72 (4.07)	3.93 ⁺ (4.15)	3.75 (4.09)	3.64 (4.26)	3.71 (4.10)	3.88 ⁺ (4.02)	3.48 ⁻ (3.98)	3.75 (3.94)

⁺ Denotes statistical significance HIGHER than total U.S. Population

⁻ Denotes statistical significance LOWER than total U.S. Population

Note: numbers in parentheses indicate findings from prior wave.

Gallup Government Division

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Adults who didn't give the Mint an "excellent" or top box job rating were asked why they couldn't rate the Agency as excellent. These open-ended responses provide further insight that the American public does not know a lot about the U.S. Mint. The most overwhelming response given is that the U.S. Mint should "improve education/communication". This is the first instance since Gallup started measuring that Americans clearly stated the lack of information as the main reason they did not or could not give the Mint an excellent job approval rating. This is a significant difference from January and May 2008.

EXHIBIT 21: Reasons for Not Giving the Mint an Excellent Job Rating

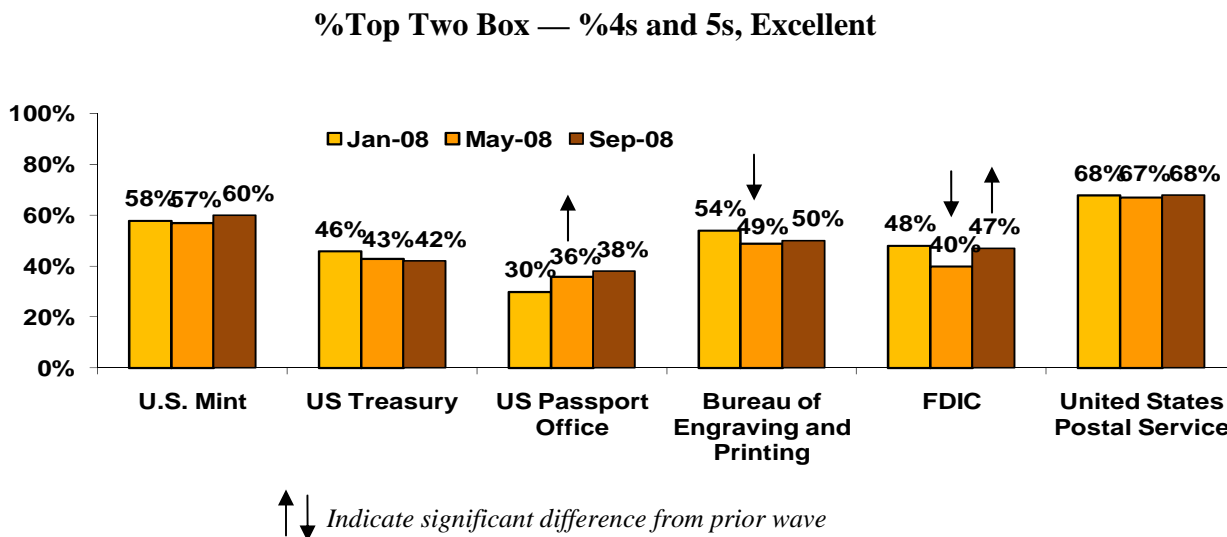
Reasons for Not Giving 'Excellent' Rating	National	San-Francisco	Denver	Phila-delphia	Ft. Knox	West Point	Washington D.C.	Los Angeles	Dallas
Always room for improvement	9% (10)	7% (7)	12% (14)	8% (12)	9% (18)	8% (10)	9% (11)	6% (6)	8% (18)
Economy/Value of \$	4% (9)	2% (4)	0% (11)	5% (4)	5% (7)	3% (11)	3% (4)	5% (16)	2% (2)
Lot of waste/Defects/Throw money away	1% (9)	3% (7)	1% (11)	3% (5)	1% (2)	1% (8)	1% (16)	3% (7)	2% (7)
Problems with quality/Design	7% (8)	7% (6)	5% (3)	6% (6)	6% (9)	7% (7)	3% (5)	7% (4)	4% (2)
Do not produce enough money	1% (5)	1% (2)	2% (4)	1% (5)	0% (5)	1% (1)	2% (1)	1% (3)	0% (1)
Don't like penny/Penny issues	4% (5)	3% (5)	3% (11)	3% (4)	4% (2)	2% (2)	3% (3)	1% (7)	2% (6)
Nothing special about Mint	--- (5)	--- (4)	1% (3)	--- (2)	0% (3)	1% (8)	--- (14)	0% (4)	1% (1)
Not on gold standard/Nothing backing the money	--- (4)	1% (2)	1% (0)	0% (0)	0% ---	---	1% (1)	1% (6)	1% (4)
Security/Counterfeit problems	2% (4)	2% (10)	1% (7)	1% (0)	1% (4)	1% (5)	1% (5)	4% (9)	1% (6)
All government agencies are poor	4% (3)	3% (11)	6% (12)	3% (9)	2% (5)	1% (1)	3% (4)	3% (2)	5% (10)
"In God We Trust" issues	--- (2)	---	1% ---	--- (0)	1% (0)	---	--- (2)	0% ---	1% (0)
Doing a poor job/Don't like the Mint	5% (5)	5% (6)	6% (9)	5% (3)	3% (9)	5% (12)	6% (5)	6% (7)	4% (4)
Improve education/Communication	% (1)	% (6)	33% (3)	% (6)	% (1)	50% (6)	% (3)	4846% (6)	48% (4)
Too many changes	1% (8)	1% (3)	2% (3)	0% (4)	1% (9)	2% (11)	2% (3)	1% (6)	3% (5)
Nothing	2% (6)	2% (9)	3% (2)	1% (7)	2% (8)	1% (3)	4% (4)	1% (2)	3% (9)
Other	7% (14)	6% (18)	10% (14)	10% (31)	7% (7)	7% (13)	7% (14)	5% (6)	8% (16)

Note: numbers in parentheses indicate findings from prior wave.

4.4.1 U.S. Mint Job Rating Comparison

The U.S. Mint continues to receive the second highest job approval rating of the six agencies queried (United States Postal Service receives the highest). Six in ten adults continue to give a favorable (top two box) job approval rating to the U.S. Mint. There are no significant changes from previous waves noted. The United States Postal Service retains the highest job approval rating amongst the federal agencies, with 68% of adults giving them a rating of “very good” or “excellent”. Forty-two percent of adults give the U.S. Treasury a favorable job approval rating. The top two box job approval has significantly increased for the FDIC (47% compared with 40% in May 2008). In addition, one in two adults (50%) gave the Bureau of Engraving and Printing a favorable (top two box) job approval rating, and 38% gave the U.S. Passport Office a favorable job approval rating.

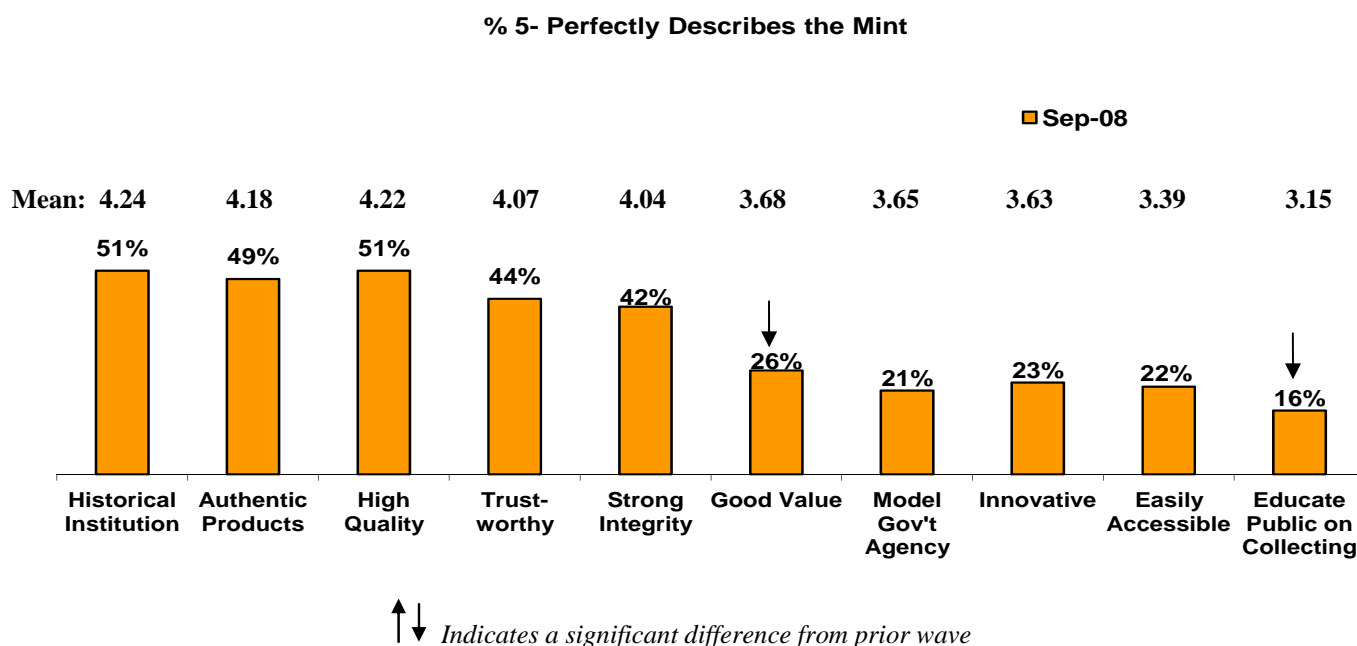
EXHIBIT 22: How good of a job are each of the following doing?



4.5 Impressions of the U.S. Mint

As in the previous wave, adults were asked a series of 10 descriptive statements about the U.S. Mint, asking them to rate how well the statement describes the Mint from “perfectly describes” to “does not describe at all.” More than half of American adults continue to believe that “historical institution” (51%) and “high quality” (51%) perfectly describes the U.S. Mint. About half of adults say the U.S. Mint is perfectly described as an institution that provides authentic products (49%) while 44% say the Mint is trustworthy. In addition, a plurality also sees the Mint as having strong integrity (42%). Substantially fewer feel the Mint is perfectly described as being innovative (just 23% say it perfectly describes the Mint), offer products of good value (26%), and is easily accessible to the public (22%). Notably, there is a significant decrease in adults who say the Mint is a model government agency (21% compared to 26% in May 2008) and who say the Mint educates the public (16% compared to 21% in May 2008).

EXHIBIT 23: Can you tell to what extent each of the following words and statements describes the U.S. Mint?



Results from the current wave confirm the findings from May 2008 — namely, that the Mint descriptors fall into four groups (factors): reliability, honesty, communication, and miscellaneous. The results are as follows:

RELIABILITY (three statements)

- High quality
- Authentic products
- Historical institution

HONESTY (three statements)

- Trustworthy
- A model government agency
- Strong integrity

COMMUNICATION (two messages)

- Educates the public about coin collecting
- Easily accessible to the public

MISCELLANEOUS (two messages)

- Innovative
- Offers products that are a good value for the money

Drivers of U.S. Mint Job Ratings

The statistical analysis (structural equation modeling) conducted in the previous wave was replicated using the results from September 2008. This analysis confirmed that among the impression factors (honesty, reliability, communication, and miscellaneous) and additional variables, there remain three drivers of positive job ratings of the U.S. Mint. They are:

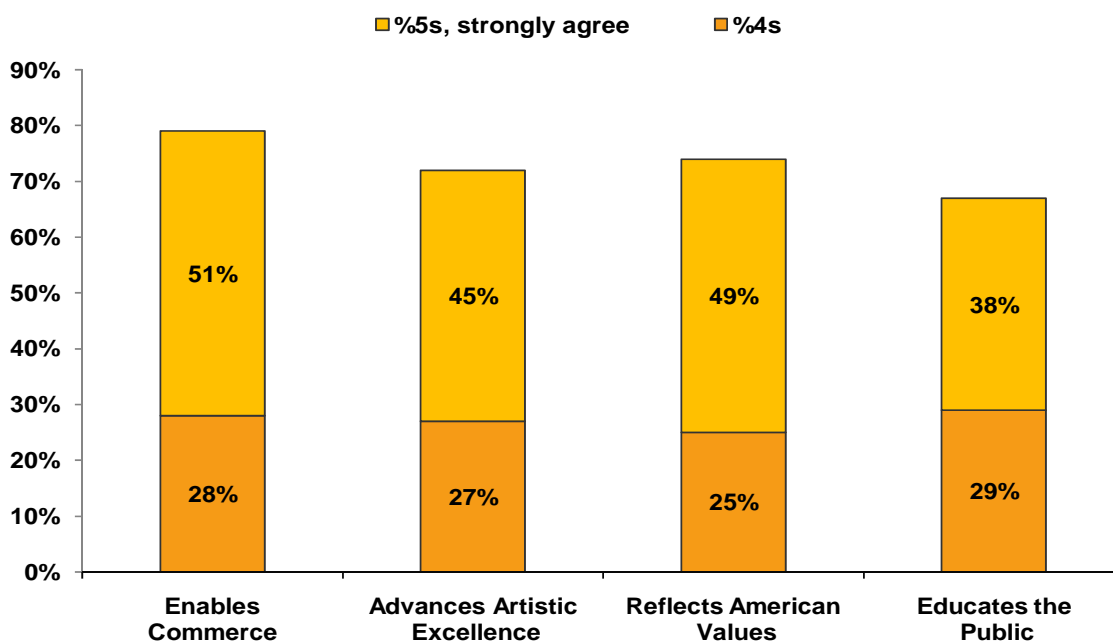
- Reliability
- Honesty
- Knowing that the U.S. Mint finances its services itself without taxpayer money

The statistical analysis again confirmed that knowledge of the U.S. Mint is not a *direct* driver of positive job ratings. Rather, it is an *indirect* driver: knowledge of the U.S. Mint drives the reliability and honesty factors, which in turn drive positive job ratings. This finding continues to reinforce the conclusion that focusing the messaging on Mint reliability and honesty factors will most effectively drive positive public views of the Mint.

4.6 Perceptions of Mint Mission

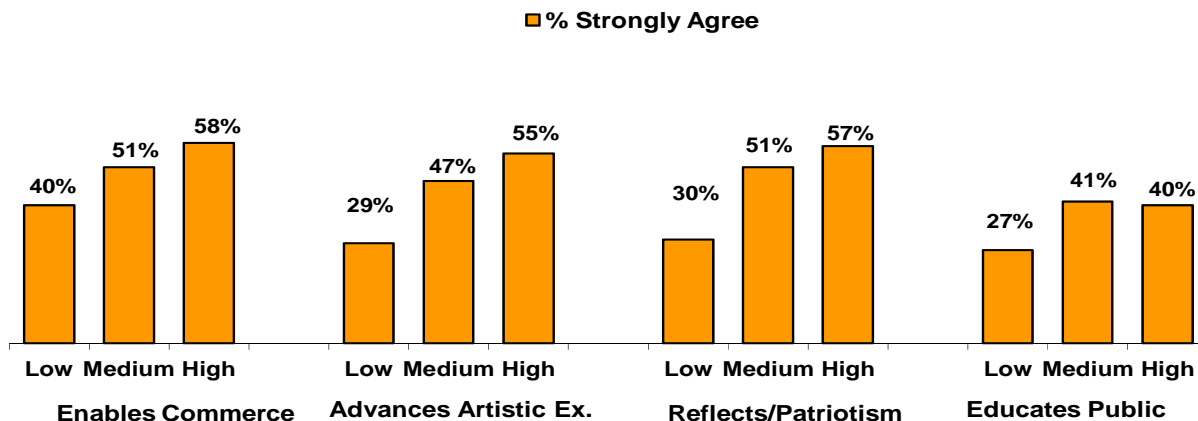
In addition to the 10 descriptive statements, adults were asked to evaluate how well the U.S. Mint delivers on the statements in its strategic mission. Specifically, Americans were asked to rate the extent to which the Mint enables commerce, advances artistic excellence, reflects American values, and educates the public through its coin-minting function. One-half (51%) of all adults strongly agree that the Mint enables U.S. commerce by providing a sufficient quantity of coins into public circulation for use and 49% strongly agree that the U.S. Mint reflects American values through the design of its coins. Slightly smaller, but still meaningful, proportions of adults strongly agree that the U.S. Mint advances artistic excellence through the design of its coins (45%) and provides public education (38%). These findings are consistent with those in May 2008.

EXHIBIT 24: To what extent do you agree or disagree that the U.S. Mint does each of the following:



For the societal impact of enabling commerce, advancing artistic excellence, and reflecting American values, there is a steady increase with knowledge levels in the likelihood to give a favorable rating (“strongly agree”) on the impact of the Mint’s coin minting function. This trend is consistent with the findings from May 2008.

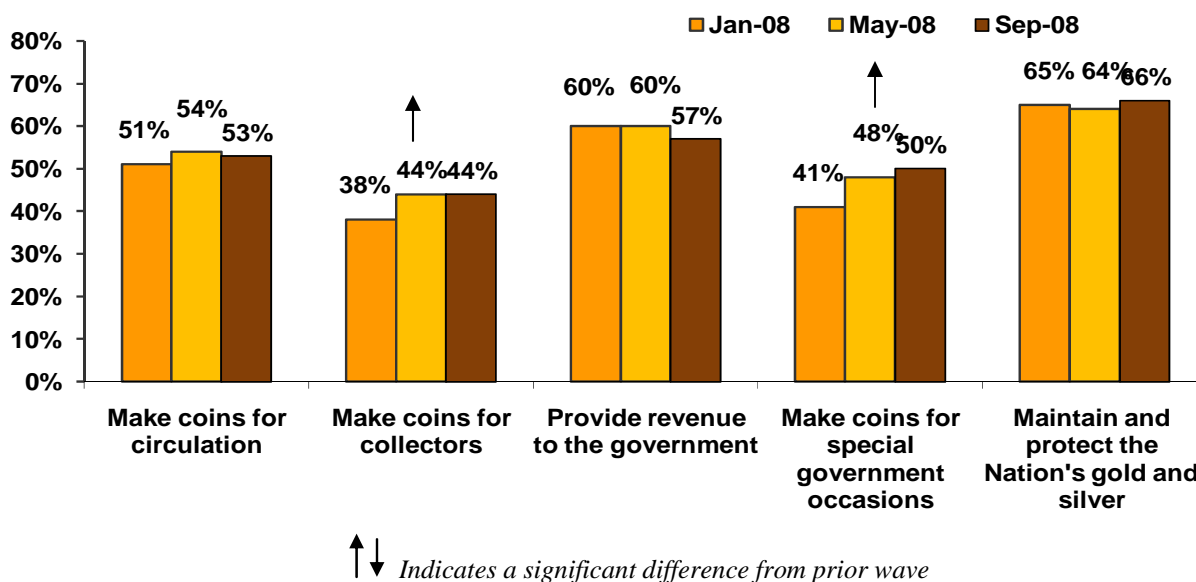
EXHIBIT 25: Mint Societal Impact by Knowledge Level



4.7 Impact on Favorability Ratings

Educating the American public about the various roles of the U.S. Mint can favorably impact adults' perception of the Mint. Knowing that the U.S. Mint is responsible for maintaining and protecting the nation's gold and silver leads 66% of adults to say they would view the Mint as "somewhat more favorably" or "much more favorably." Knowing the U.S. Mint provides revenue to the government makes 57% of adults view the U.S. Mint more favorably. In addition one-half of adults say knowing the Mint make coins for special government occasions makes them view the Mint more favorable, and knowing the U.S. Mint makes coins for collectors makes 44% of adults view the Mint more favorably. These findings are consistent with May 2008 findings.

EXHIBIT 26: Can you tell me to what extent knowing that the U.S. Mint performs each of these tasks makes you view the U.S. Mint more favorably?



Older and more affluent (those with higher household incomes) adults would be more influenced knowing that the Mint provides revenue to the government and that it protects and maintains the national gold/silver assets.

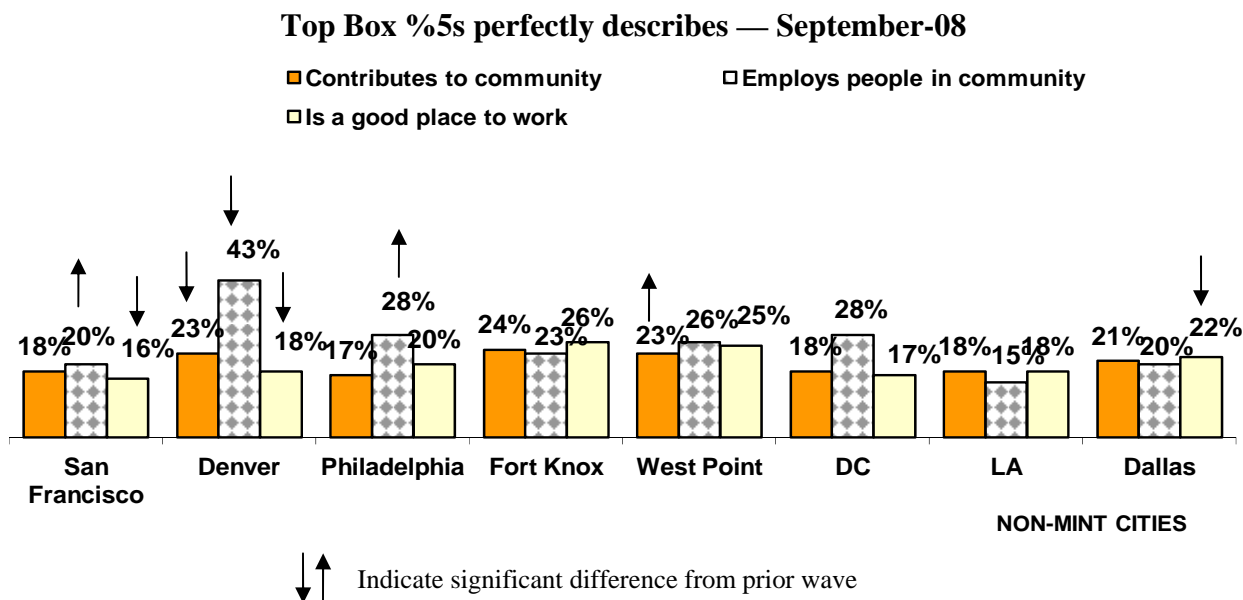
EXHIBIT 27: Impact Statement Would Make on Mint Favorability Rating

% of Adults saying would view more favorably if knew statement	Make coins for circulation		Make coins for collectors		Provide revenue to gov't		Make coins for special gov't occasions		Maintain/protect nation's gold/silver assets	
	May 2008	Sep 2008	May 2008	Sep 2008	May 2008	Sep 2008	May 2008	Sep 2008	May 2008	Sep 2008
	%	%	%	%	%	%	%	%	%	%
Age										
18-34	22	18	26	22	29	16	19	25	22	20
35-54	44	42	41	39	40	42	44	38	45	43
55+	34	40	33	39	31	42	37	37	33	37
Gender										
Male	46	51	41	50	42	45	49	50	46	54
Female	54	49	59	50	58	55	51	50	54	46
Household Income										
Under \$35,000	28	27	35	29	34	27	26	26	29	26
\$35,000-\$74,999	45	44	43	47	34	40	47	47	41	44
\$75,000+	28	29	23	25	32	33	27	27	31	30
Census Divisions										
New England	4	3	3	3	3	5	4	3	5	4
Mid-Atlantic	13	14	15	13	10	16	15	16	15	16
East North Central	12	17	15	19	12	16	11	14	14	16
West North Central	5	6	6	6	7	6	5	9	6	9
South Atlantic	23	18	22	17	14	15	19	21	20	17
East South Central	5	7	6	11	6	10	4	9	7	8
West South Central	11	11	14	8	14	12	18	10	11	8
Mountain	7	11	3	12	10	12	7	9	6	10
Pacific	20	14	15	11	24	10	19	10	18	12

4.7.1 Community/Employment Impressions of the U.S. Mint

Overall community and employment impressions of the U.S. Mint are no higher in areas where there are U.S. Mint facilities than in the control cities. The only places where the impression of the U.S. Mint is higher than in the cities where the U.S. Mint does not have facilities are Denver, Philadelphia, and Washington, D.C., where adults are much more likely to say “employs people in the community” perfectly describes the U.S. Mint. In comparison to May 2008, there are significant decreases in Denver contribution to the community (23% compared to 33% in May 2008), employment (43% compared to 48% in May 2008), and “is a good place to work” (18% compared to 23% in May 2008). In addition, significant decreases from May 2008 were noted for “good place to work” in San Francisco (16% compared to 21% in May 2008) and Dallas (22% compared to 28% in May 2008). Perceptions of the Mint as contributing to the community has significantly increased in West Point (23% compared to 17% in May 2008).

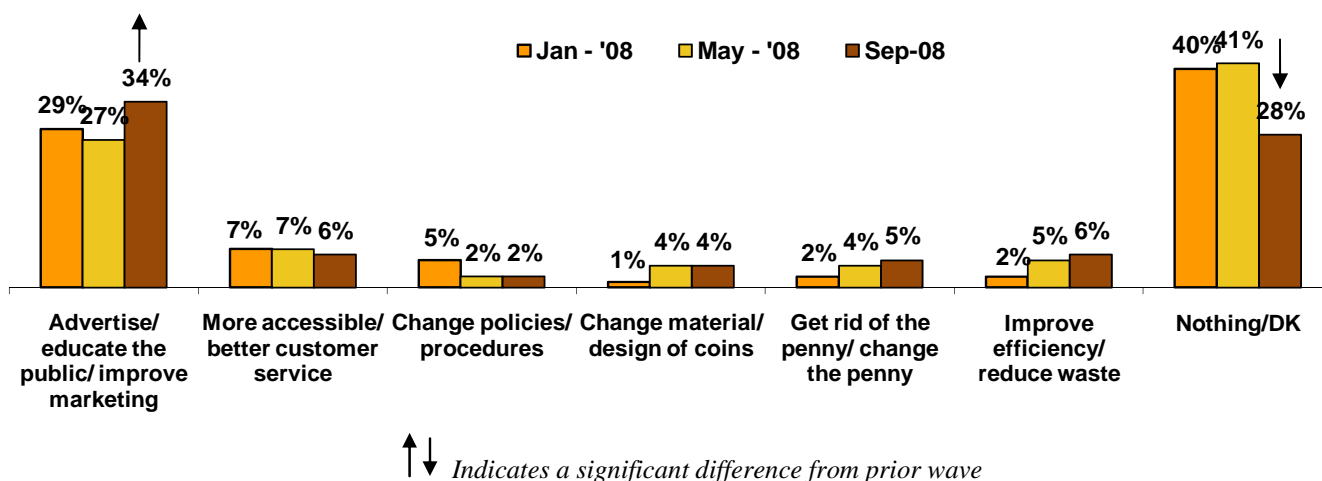
EXHIBIT 28: Can you tell to what extent each of the following words and statements describes the U.S. Mint?



4.8 Recommendations to Better Serve the American Public

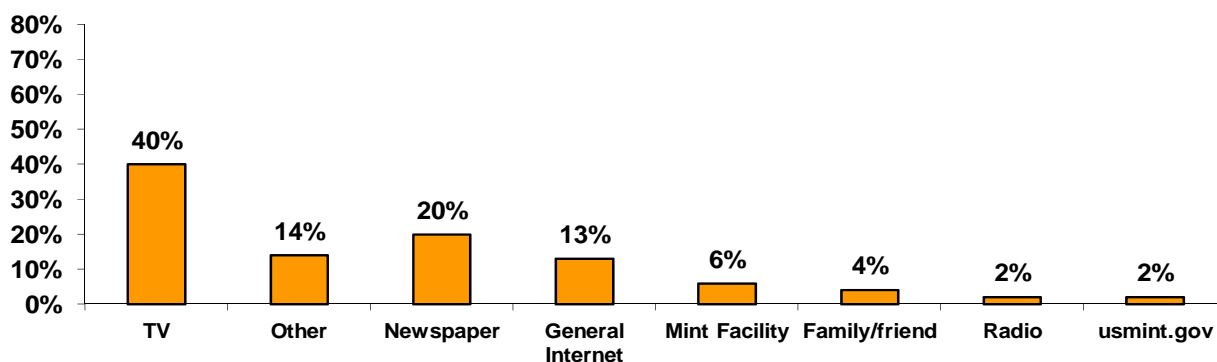
When asked for one recommendation for how the U.S. Mint could better serve the American public, 34% recommend that the Mint improve advertising, marketing, and education of the public. This is a significant increase from May 2008 (27% recommended improving advertising/marketing). There is also a significant decrease in the number of Americans who can not think of a recommendation (28% compared to 41% in May 2008). In addition, other standout recommendations continue to be that the Mint be more accessible/provide better customer service (6%), improve efficiency/reduce waste (5%), and to get rid of the penny (5%).

EXHIBIT 29: Give ONE recommendation to the United States Mint to better serve the American public — September 2008



When asked where they get information from about the Mint, one in four (40%) adults note they receive their Mint information from television, while one in five (20%) obtain it from newspaper.

EXHIBIT 30: Now thinking about what you have heard about the U.S. Mint, can you tell me where you get your information about the Mint? — September 2008



4.9 Competitive Mints

A majority (76%) of Americans have heard of either the Franklin or Washington Mint. Of those who have heard of either the Franklin or Washington Mint, 41% report the primary purpose of those companies is to produce and sell their own collectible coins, while 28% think their purpose is to produce official U.S. Mint coins. In addition, coin collectors remain no more knowledgeable than non-coin collectors.

EXHIBIT 31: What is the primary purpose of the Franklin and Washington Mints? (Among those aware)

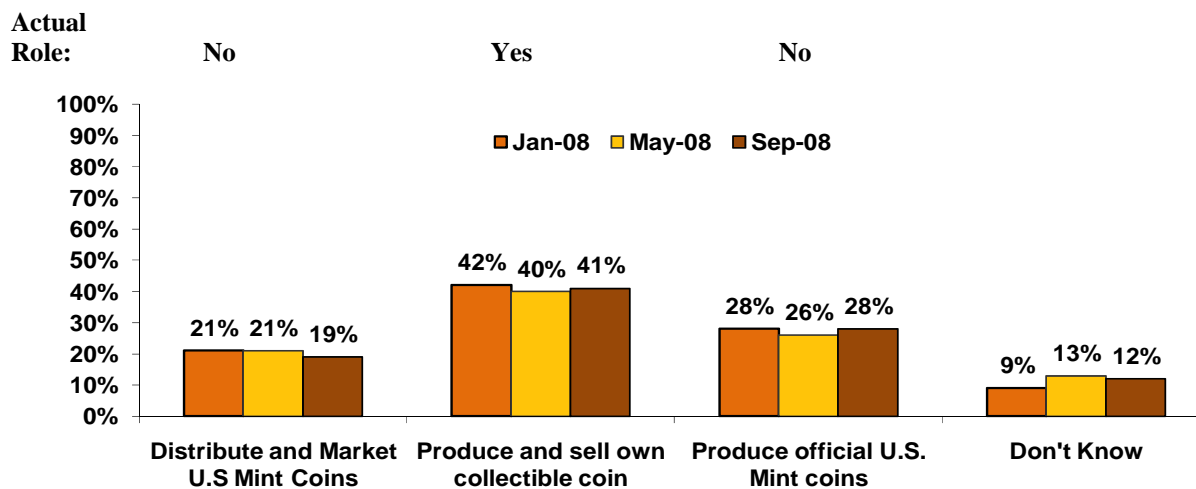
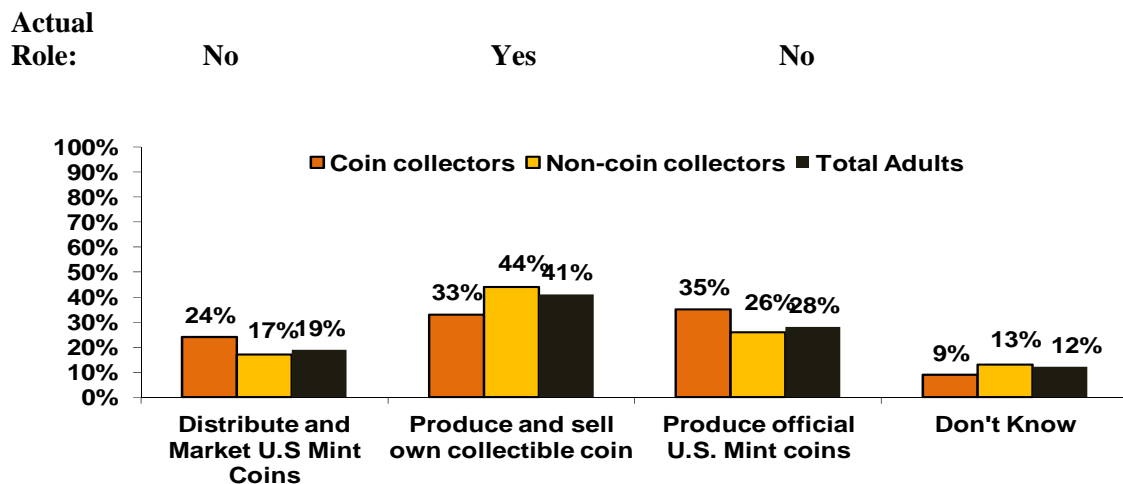


EXHIBIT 32: Knowledge of Washington and Franklin Mint Roles by Coin Collector Status



APPENDIX — QUESTIONNAIRE

Hello, this is _____, calling from The Gallup Poll. We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous.

(If code 11-19 in Sa, read:) Of the adults, age 18 or older living in your household, I need to speak to the one who had the most recent birthday. Would that be you, or someone else in your household?

- 1 Yes, respondent available - **(Continue)**
- 2 No - **(Ask to speak to correct person and repeat Introduction)**
- 4 No such person in household - **(Thank and Terminate)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal) - **(Thank, Terminate, and Tally)**
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)**
_____(2001)

(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 1525-0012-100

**(If code 21-29 in Sa, Continue;
Otherwise, Skip to #1)**

Sa1. First, to confirm, have I reached you on your cell phone?

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

____(2640)

**(If code 1 in Sa1, Continue;
Otherwise, Thank and Terminate)**

Sa2. For your safety, are you currently driving?

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

___(2641)

**(If code 1 in Sa2, Set time to call back;
If code 2 in Sa2, Continue;
Otherwise, Thank and Terminate)**

Sa3. 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 Sa3, Continue;
If code 2 in Sa3, Skip to Sa5;
Otherwise, Thank and Terminate)**

Sa4. 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 Sa4, Continue;
Otherwise, Thank and Terminate)**

SA5. 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 Sa5, Continue;
Otherwise, Thank and Terminate)**

Sa6. Please tell me your age. (Open ended **and code actual age**)

00 (Refused)

18-
98

99 99+

(2651)

(2650)

**(If code 00 in Sa6, Thank and Terminate;
Otherwise, Continue)**

**(If code 25 or 26 in Sa, Continue;
Otherwise, Skip to #1)**

Sa7. Please tell me your ZIP code. (Open ended **and code actual ZIP code**)

99998 (DK)

99999 (Refused)

(2465 - 2469)

**(If code 25 in Sa and code 40121, 40155, 40160,
40159, 40175, 40177, 40117, 40162, 40108,
47135, 40142, 40150, 42701, or 42702 in Sa7, Continue;
Otherwise, Thank and Terminate)**

**(If code 26 in Sa and code 10511, 10516, 10517,
10524, 10535, 10537, 10547, 10566, 10567,
10579, 10588, 10596, 10911, 10917, 10922,
10928, 10930, 10953, 10986, 10996, 10997,
12508, 12518, 12520, 12527, 12550, 12553,
12577 or 12584 in Sa7, Continue;
Otherwise, Thank and Terminate)**

1. I'd like to start by asking how much you know about a few Federal Government agencies. Please let me know if you feel like you know a lot, some, or not much at all. Let's start with **(read and rotate A-F)**.

- 3 A lot
2 Some
1 Not much at all

- 8 (DK)
9 (Refused)

- A. Passport Office _____(2401)
B. State Department _____(2402)
C. Bureau of Engraving and Printing
_____(2403)
D. The United States Mint _____(2404)
E. Federal Reserve _____(2405)
F. Federal Deposit Insurance Corporation (FDIC)
_____(2406)

2. Do you know the name of the agency in the Federal Government that produces U.S. Coins? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 The United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury

(2408) (2407) _____

3. Do you know the name of the agency in the Federal Government that prints dollar bills? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 The United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury

(2410) (2409) _____

4. Do you know the name of the agency in the Federal Government that regulates the money supply? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 The United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury
10 FDIC

(2412) (2411) _____

5. Do you know the name of the agency in the Federal Government that oversees Fort Knox? (Open ended and code)

01 Other (list)
98 (DK)
99 (Refused)
04 HOLD
05 HOLD

06 The United States Mint
07 Federal Reserve (or "the Fed")
08 Bureau of Engraving and Printing
09 U.S. Treasury
10 FDIC
11 Department of Defense

(2414) (2413) _____

6. Next, I'm going to list several Federal Government agencies. I'd like you to rate how good of a job each of them are doing. Please use a scale of one-to-five, where 5 is excellent and 1 is poor. You can use any of the numbers 1, 2, 3, 4, or 5. How about **read and rotate A-F**?

5 Excellent

4

3

2

1 Poor

8 (DK)

9 (Refused)

A. United States Mint _____(2415)

B. U.S. Treasury _____(2416)

C. U.S. Passport Office
_____(2417)

D. Bureau of Engraving and Printing
_____(2418)

E. Federal Deposit Insurance Corporation (FDIC)
_____(2419)

F. United States Postal Services (USPS) _____(2420)

**(If code 1-4 in #6-A, Continue;
Otherwise, Skip to #8)**

7. Why would you not give the United States Mint an excellent rating on this question? (Open ended) **(Allow two responses)**

01 Other (list)

98 (DK)

99 (Refused)

04 HOLD

05 HOLD

1st

_____ Resp: (2421) (2422)

2nd _____

_____ Resp: (2423) (2424)

8. Do you know if the United States Mint **(read and rotate 1-2)**?

1 Uses taxpayer dollars to fund their services

2 Finances their services themselves without taxpayer money

8 (DK)

9 (Refused)

_____(2425)

9. I'm going to read seven statements. Can you tell me which of them are the main functions of the United States Mint? There may be more than one. Please answer "yes" or "no" to each. Does the United States Mint **(read and rotate A-G)**?

1 Yes

2 No

8 (DK)

9 (Refused)

A. Make coins for circulation

_____(2426)

B. Make coins for collectors

_____(2427)

C. Make dollar bills

_____(2428)

D. Provide revenue to the government

_____(2429)

E. Control the money supply

_____(2430)

F. Make coins for special government occasions (e.g., Congressional Medal of Honor, etc.)

_____(2431)

G. Maintain and protect the nation's gold and silver assets

10. **[(If code 2, 8, or 9 in #9 A, B, D, F, or G, read:) Actually/(If code 1 in #9 A, B, D, F, and G, read:)]** You are correct], the United States Mint makes coins for circulation, for collectors, and for special government occasions. They also maintain and protect the nation's gold and silver assets, as well as provide revenue for the government. Can you tell me to what extent knowing that the United States Mint performs each of these tasks makes you view the United States Mint more favorably?, Would you say you would be much more favorable, somewhat more favorable, no change in your opinion, somewhat less favorable, or much less favorable knowing that the U.S. Mint **(read and rotate A-E)**?

- 5 Much more favorable
- 4 Somewhat more favorable
- 3 No change in opinion
- 2 Somewhat less favorable
- 1 Much less favorable

- 8 (DK)
- 9 (Refused)

A. Makes coins for circulation
____(2433)

B. Makes coins for collectors
____(2434)

C. Makes coins for special government occasions (e.g., Congressional Medal of Honor, etc.) ____ (2435)

D. Maintains and protects the nation's gold and silver assets

E. Provides revenue for the government ____ (2437)

(READ:) Continuing to think about the United States Mint...

11. Can you tell me to what extent each of the following words and statements describe the United States Mint? Please use a scale of one-to-five, where 5 describes them perfectly and 1 does not describe them at all. You may use any of the numbers 1, 2, 3, 4, or 5. How about **(read and rotate A-J, then read K-M, if applicable)**

5 Describes the United States Mint perfectly

4

3

2

1 Does not describe the United States Mint at all

8 (DK)

9 (Refused)

A. Trustworthy _____(2438)

B. High quality _____(2439)

C. Innovative _____(2440)

D. A model government agency
_____(2441)

E. Offers products that are good value for the money
_____(2442)

F. Strong Integrity _____(2443)

G. Educates the public about coin collecting _____(2444)

H. Easily accessible to the public
_____(2445)

I. Authentic products _____(2446)

J. Historical Institution
_____(2447)

**(If code 12-19 or 22-29 in Sa, Continue;
Otherwise, Skip to #11a)**

K. Contributes to our community _____(2448)

L. Employs people here in our community
_____(2449)

M. Is a good place to work _____(2450)

11a. Using a scale from five-to-one, where 5 is strongly agree and 1 is strongly disagree, to what extent do you agree or disagree that the U.S. Mint does each of the following. **(Read and rotate A-D)**

5 Strongly agree

4

3

2

1 Strongly disagree

8 (DK)

9 (Refused)

A. Enables U.S. commerce by providing a sufficient quantity of coins into the public circulation for use

B. Advances artistic excellence through the design of its coins

C. Reflects American values through the design of its coins

D. Educates the public by commemorating people, places, and events
_____(2473)

- 11b. Now thinking about what you have heard about the U.S. Mint, can you tell me from where you get your information about the U.S. Mint? (Open ended and code)

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 HOLD
- 05 HOLD
- 06 General Internet
- 07 usmint.gov
- 08 Newspapers
- 09 U.S. Mint facility (on-site)
- 10 Television
- 11 Periodicals/magazines
- 12 Billboards
- 13 Radio
- 14 Family or friends who work at the U.S. Mint
- 15 Family or friends who do not work at the U.S. Mint

1st
Resp: (2501) (2502)

2nd
Resp: (2503) (2504)

12. Thinking about the products that the United States Mint sells, such as the United States Mint Proof Sets, do you know if those products are available to anyone or only available to coin collectors?

- 1 They are available to anyone
- 2 They are only available to coin collectors
- 8 (DK)
- 9 (Refused)

____(2451)

13. Have you ever heard of either the Franklin or the Washington Mint?

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

____(2452)

(If code 1 in #13, Continue;
Otherwise, Skip to #15)

14. From what you know or have heard, what is the primary purpose of the Franklin and Washington Mints? **(Read and rotate 1-3)**

- 1 To distribute and market United States Mint coins
- 2 To produce and sell their own collectible coins
- 3 To produce official United States Mint coins, such as quarters, dollars, and nickels
- 8 (DK)
- 9 (Refused)

____(2453)

15. Do you purchase SPECIAL COLLECTORS COINS, for example, proof sets or uncirculated coins, to collect for yourself or someone else?

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

____(2454)

16. Lastly, if you could give ONE recommendation to the United States Mint to better serve the American public, what would that be? (Open ended)

- 01 Other (list)
- 98 (DK)
- 99 (Refused)
- 04 Nothing
- 05 HOLD

(2456)

(2455)

DEMOGRAPHICS BEGIN HERE:

(READ:) Finally, I would like to ask you a few questions for statistical purposes only.

D1. GENDER: **(Code only, do NOT ask)**

1 Male

2 Female

____(2457)

D2. Including yourself, how many members of this household are age 18 or older? (Open ended **and code actual number**)

01-
96

97 97+

98 (DK)

99 (Refused)

(2459)

(2458)

**(If code 11-19 in Sa, Continue;
Otherwise, Skip to D4)**

D3. Please tell me your age. (Open ended **and code actual age**)

00 (Refused)

18-
98

99 99+

(2702)

(2701)

(DEMOGRAPHICS CONTINUED)

D4. Are you of Hispanic or Latino origin or descent?

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

_____(2460)

D5. Which of these groups best describes your racial background?

(Read 06-10, then 01) (Allow three responses)

- 01 Some other race (list)
- 98 (DK)
- 99 (Refused)
- 04 HOLD
- 05 HOLD

- 06 White
- 07 Black or African-American
- 08 Asian **(If necessary, read:)** includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, other Asian
- 09 American Indian or Alaska Native
- 10 Native Hawaiian or other Pacific Islander

- 11 (Hispanic)

1st
Resp: (2706) (2707)

2nd
Resp: (2708) (2709)

3rd
Resp: (2710) (2711)

(DEMOGRAPHICS CONTINUED)

D6. What is the highest level of education you have completed? (Open ended and code)

- 1 Less than high school graduate
- 2 High school graduate
- 3 Some college or trade/technical/vocational training beyond high school
- 4 College graduate
- 5 Postgraduate work/degree
- 8 (DK)
- 9 (Refused)

_____(2461)

D7. Is your total annual household income, before taxes, over or under \$45,000?

- (If Under, ask:) Is it over or under \$35,000?
- (If Under, ask:) Is it over or under \$25,000?
- (If Under, ask:) Is it over or under \$15,000?
- (If Over, ask:) Is it over or under \$55,000?
- (If Over, ask:) Is it over or under \$75,000?
- (If Over, ask:) Is it over or under \$100,000?

- 01 Under \$15,000
- 02 \$15,000 to \$24,999
- 03 \$25,000 to \$34,999
- 04 \$35,000 to \$44,999
- 05 \$45,000 to \$54,999
- 06 \$55,000 to \$74,999
- 07 \$75,000 to \$99,999
- 08 \$100,000 or more
- 98 (DK)
- 99 (Refused)

_____(2462)

(2463)

(If code 21-29 in Sa, Skip to Note before D8a;

Otherwise, Continue)

(DEMOGRAPHICS CONTINUED)

D8. How many different 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)

**(If code 21-29 in Sa OR code 0 in D8, Continue;
Otherwise, Skip to D9)**

D8a. Is this a cell phone-only household without any telephone landlines?

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

____(2474)

**(If code 21-29 in Sa and code 2 in D8a, Continue;
Otherwise, Skip to D8c)**

(DEMOGRAPHICS CONTINUED)

D8b. 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)

_____(2475)

D8c. 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)

_____(2476)

(DEMOGRAPHICS CONTINUED)

D8d. 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)

_____(2477)

D9. Finally, do you know if the U.S. Mint employs people in your metropolitan area?

- 1 Yes, they do
- 2 No, they do not
- 8 (DK)
- 9 (Refused)

_____(2464)

**(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.

U.S. Mint Branding Survey Study Results



Executive Presentation
June 18, 2008

The American Public View of the U.S Mint



- American have similar knowledge and views of the U.S. Mint as in Jan 2008
- Mint again seen as producer of coins, other roles are not as well known
 - Half say they know 'some' or ' a lot' about the U.S. Mint – 20% exhibit knowledge
 - Half have unaided awareness of Mint as producer of coins, while 9 of 10 have aided awareness that Mint produces U.S. coins for circulation.
 - 8 of 10 know Mint produces coins for collectors and special government occasions
 - Only half have aided awareness that the Mint protects U.S. gold/silver assets
- Less than half of adults understand the Mint's role as revenue generator
 - 56% of Americans continue to believe the Mint is funded with tax dollars – only 12% know it is financed without taxpayer dollars
 - Just 44% are aware that the Mint provides revenue to the government
- A majority (57%) continue to think the Mint is doing a good job – greater knowledge of Mint's job roles could enhance job perception
 - 6 in 10 or more say knowing the Mint provides revenue and maintains/protects nation's gold/silver assess would make them view the Mint more favorably
 - Plurality of Americans recommend the Mint advertise/better educate public on its role
 - Most get U.S. Mint information from traditional media of TV and newspapers



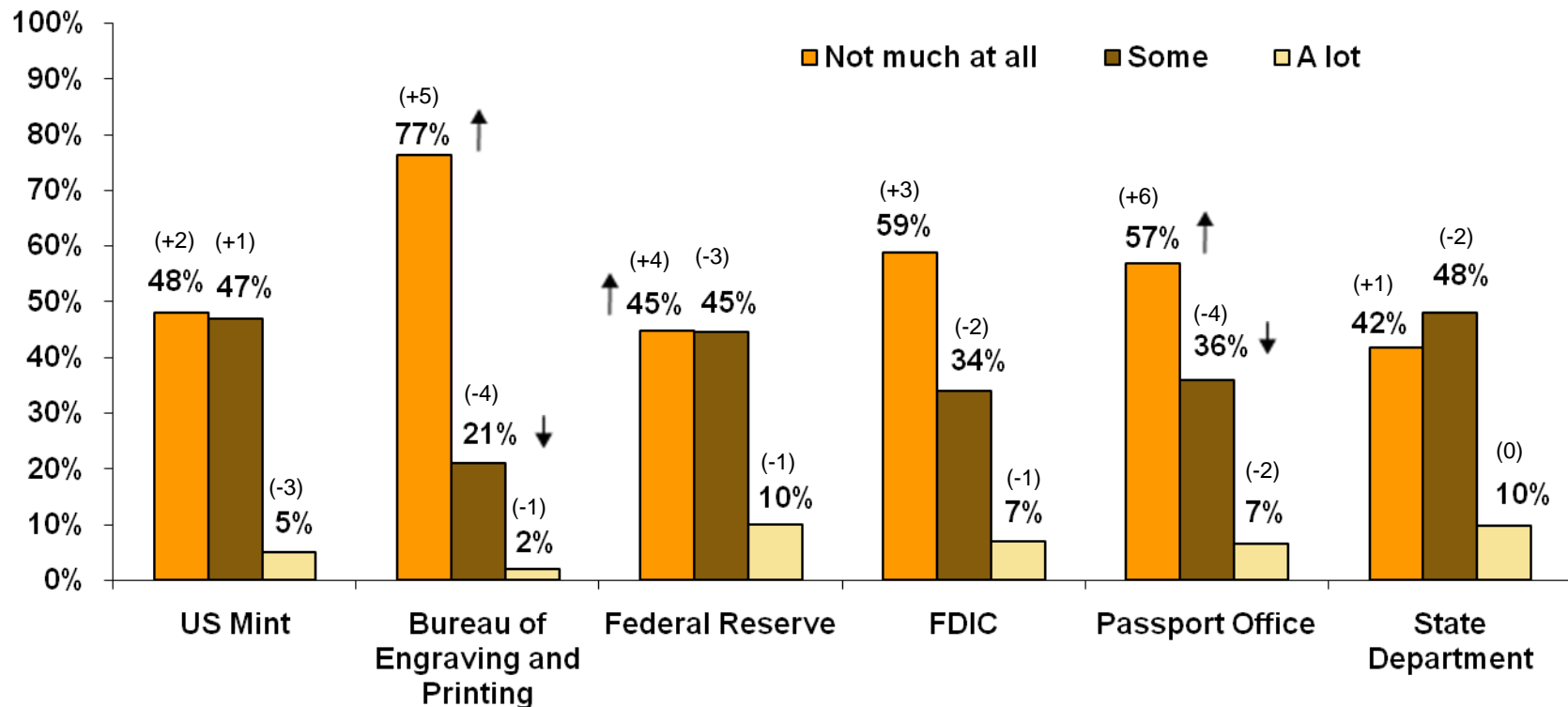
- ❑ Knowledge
 - ❑ Monetary agencies
 - ❑ Mint functions
 - ❑ Mint funding
- ❑ Impressions
 - ❑ Job Approval Ratings
 - ❑ Impact of Coin Minting
 - ❑ Favorability
 - ❑ Community/Employment
 - ❑ Mission Statement
- ❑ Public Recommendation
- ❑ Next Steps

Federal Monetary Agency and US Mint General Knowledge

Half of Adults Claim Knowledge of U.S. Mint –More Now Say they Don't Know Much about Other Agencies



*How much do you know about the following Federal Government agencies?
QTR2—May '08*



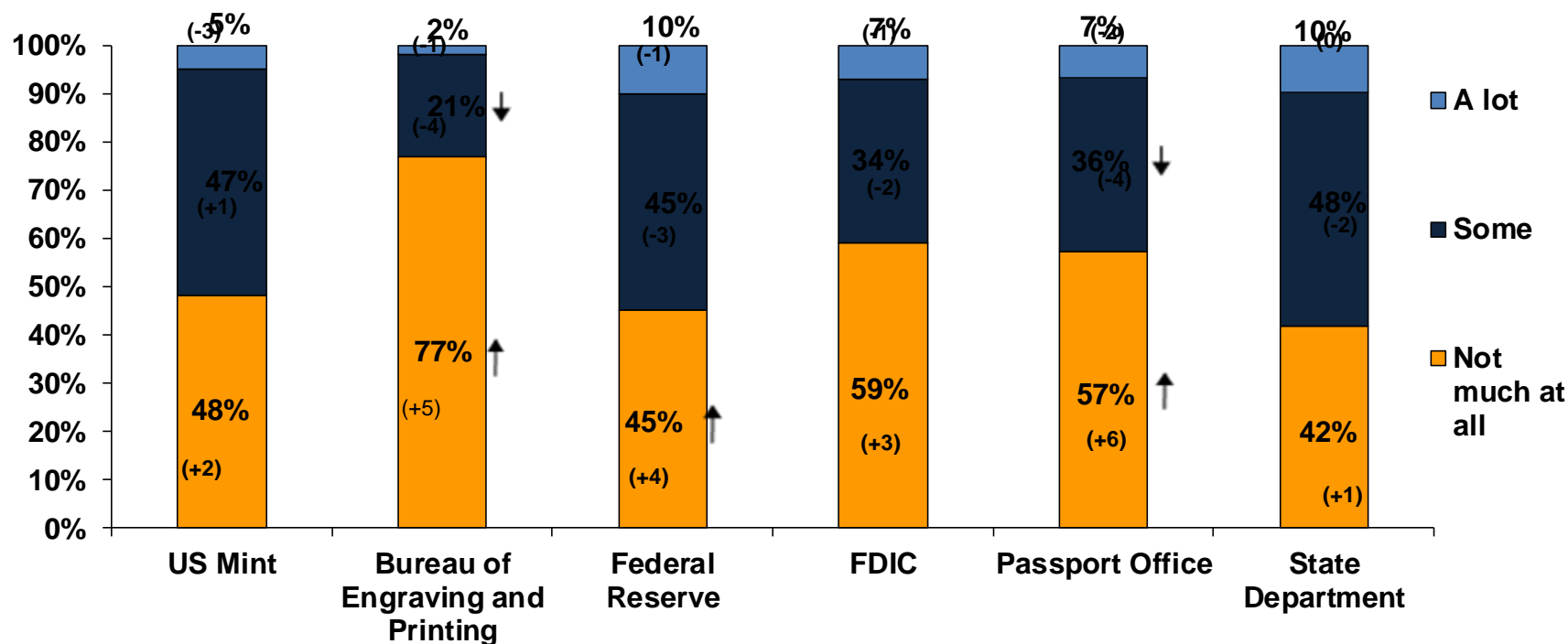
NOTE: Numbers in parentheses indicate difference from prior wave QTR1-Jan '08

↑↓ Indicate significant difference from prior wave

Half of Adults Claim Knowledge of U.S. Mint –More Now Say they Don't Know Much about Other Agencies



How much do you know about the following Federal Government agencies?
QTR2—May '08



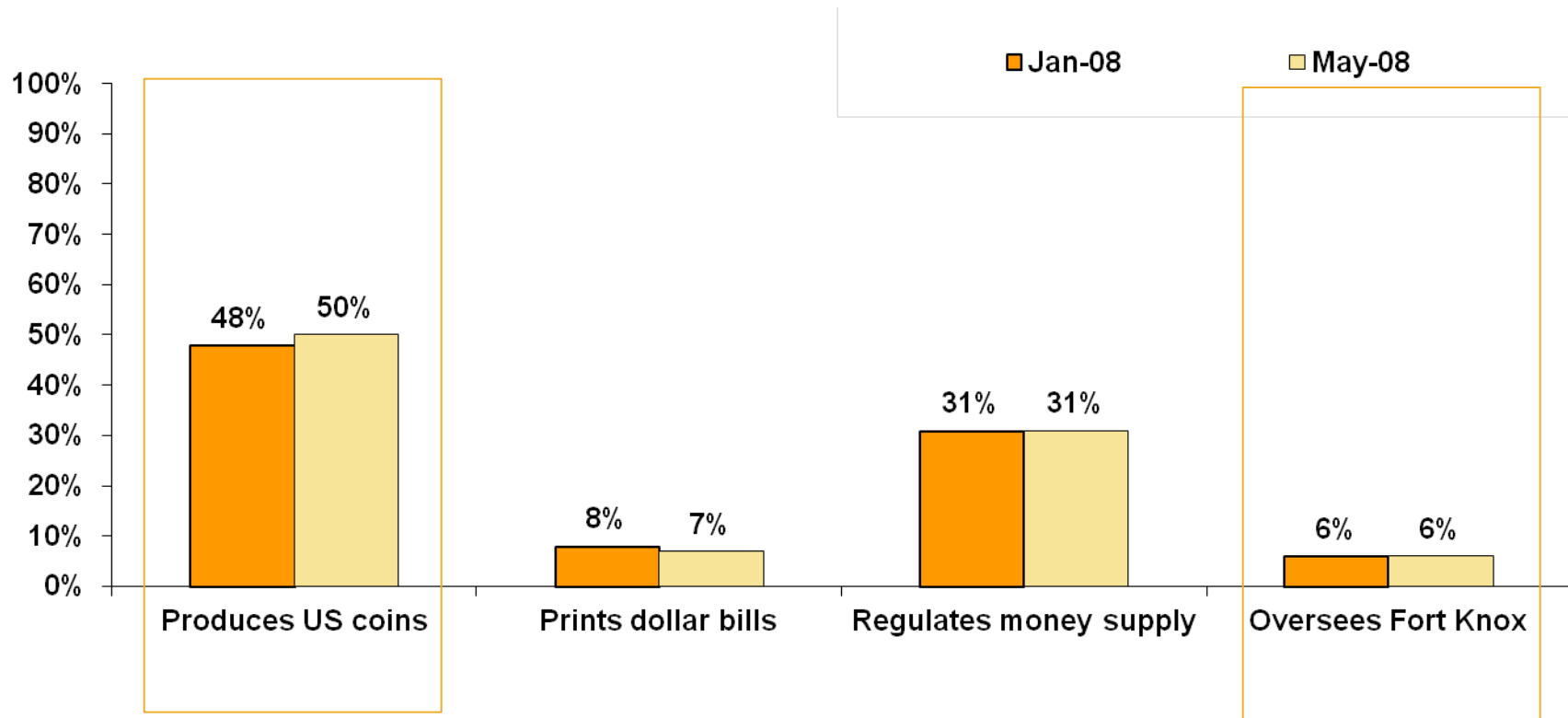
NOTE: Numbers in parentheses indicate difference from prior wave QTR1-Jan '08

↑↓ Indicate significant difference from prior wave

Half of Adults Name Mint as Agency Producing Coins - Few Knowledgeable about Mint Oversight of Fort Knox



% of Adults Naming U.S. Mint as Federal Monetary Agency that...



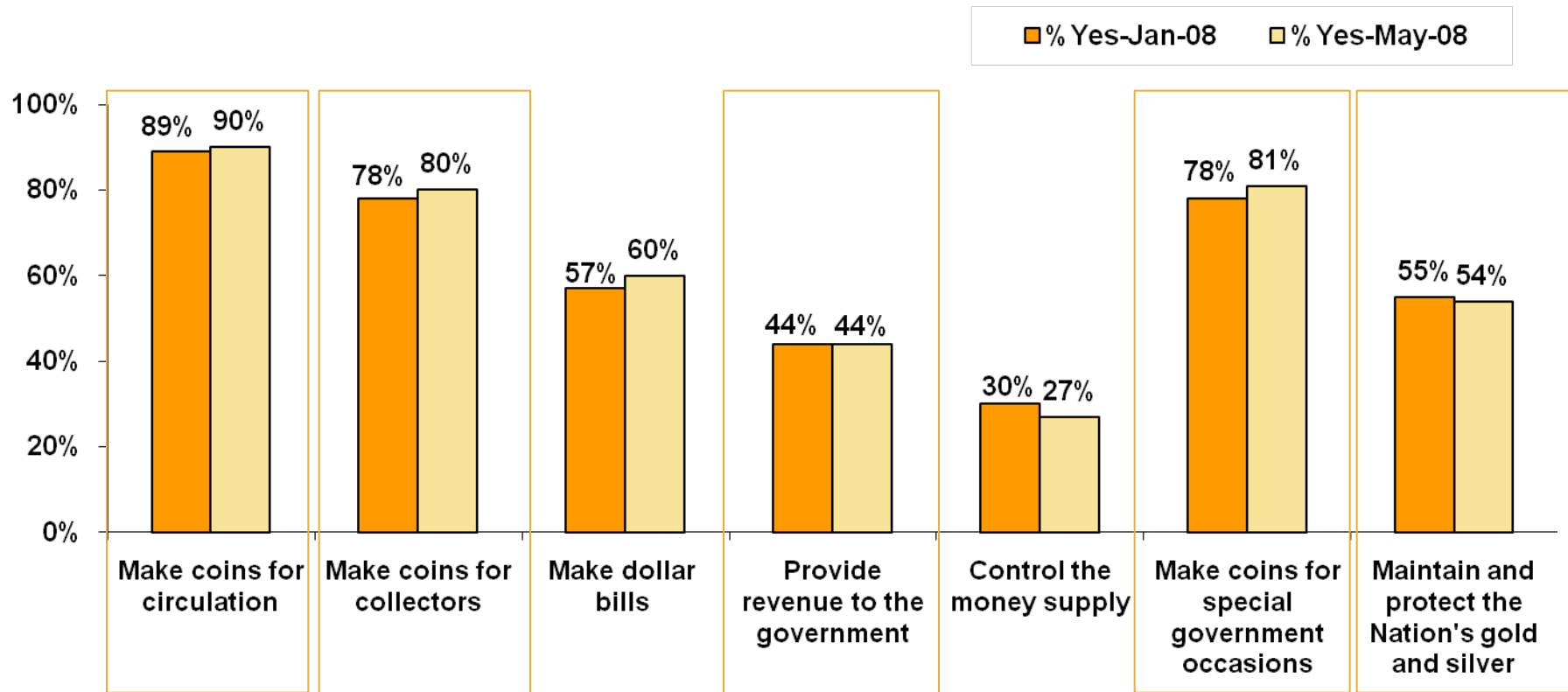
Boxes Denote Actual Mint Function

↑↓ *Indicate significant difference from prior wave*

Most Continue to Know the Mint Makes Coins, Fewer Know of Other Roles



Can you tell me which of the following are the main functions of the United States Mint?



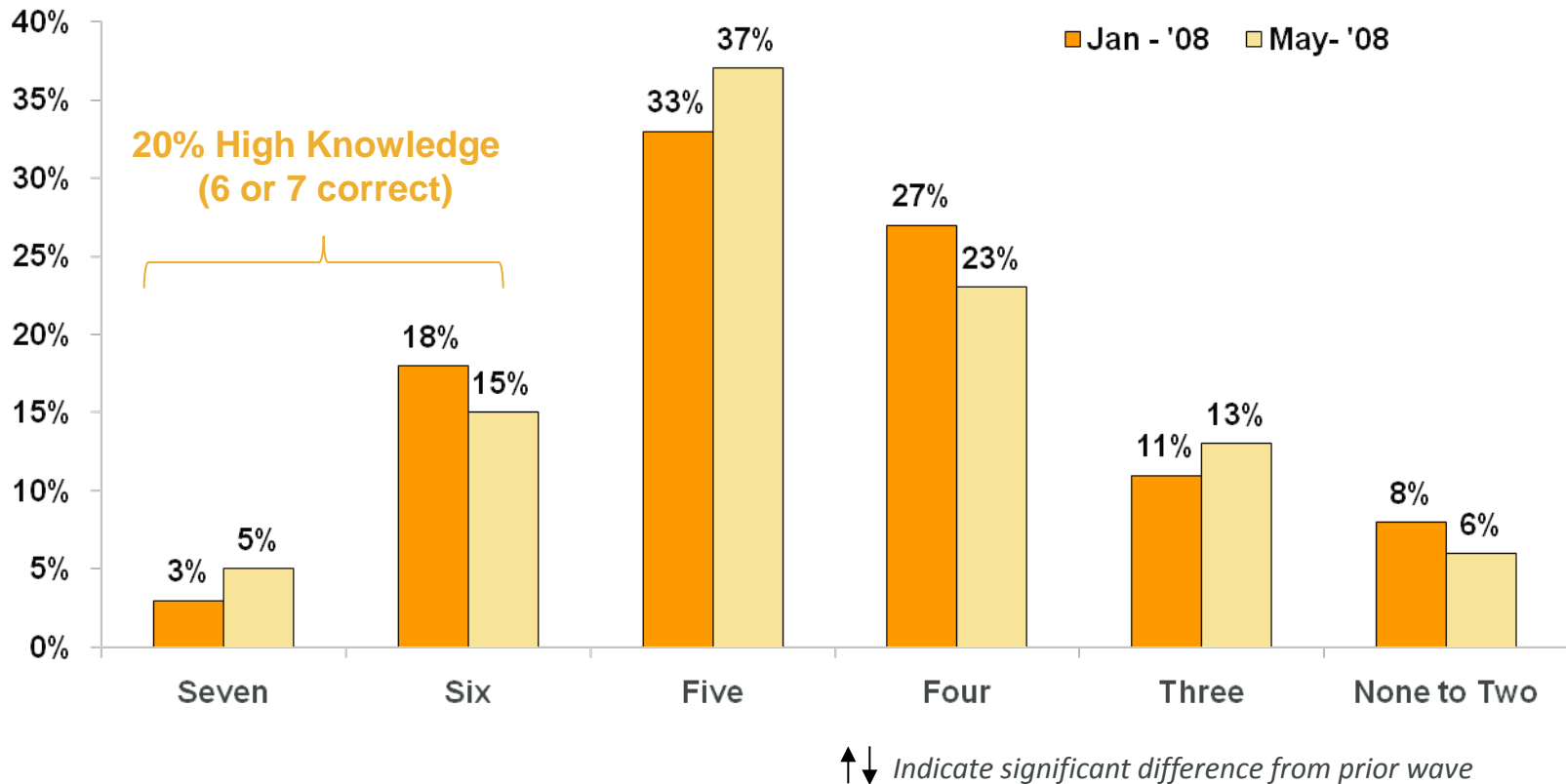
Boxes Denote Actual Mint Function

↑↓ Indicate significant difference from prior wave

Two in Ten Adults Have “High Knowledge” of U.S. Mint Functions



Proportion of Adults Correctly Identifying U.S. Mint Functions

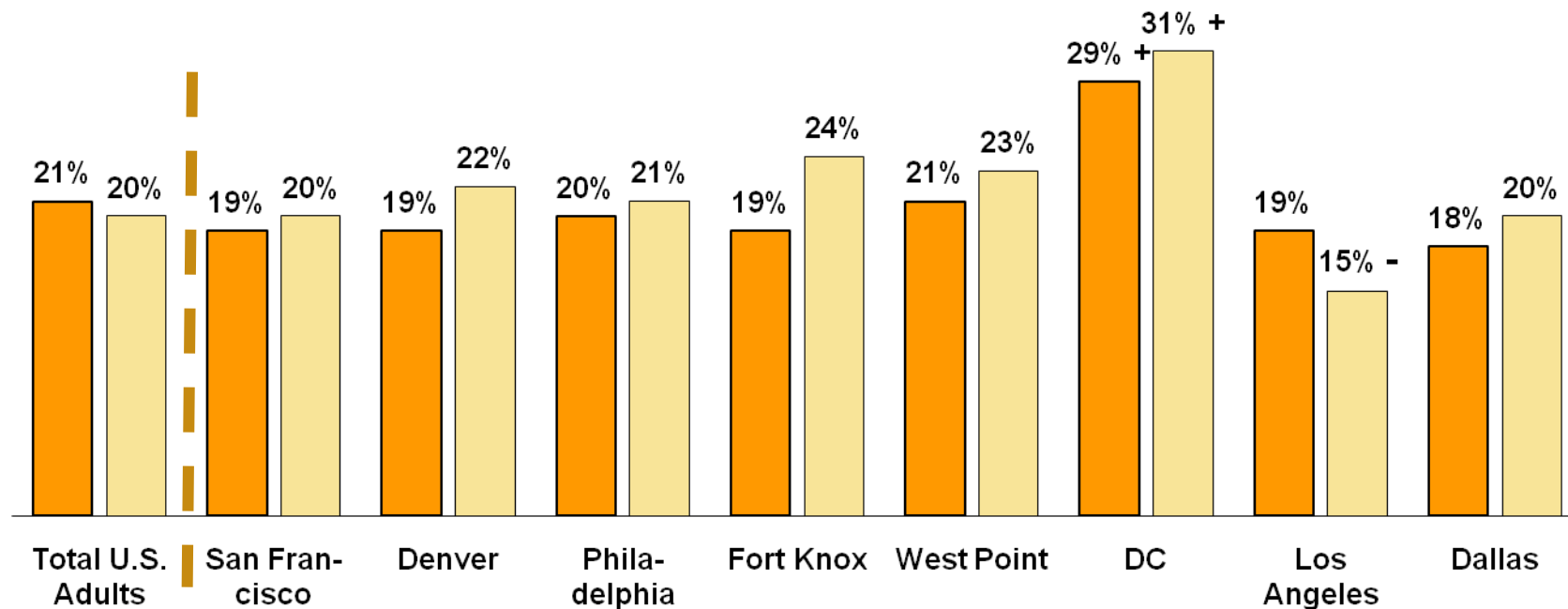


Living in a City Where the Mint has Facilities Does NOT Lead to Higher Knowledge



% Proven High Knowledge (6 or 7 of 7 Functions Correct)

■ Jan-08 ■ May-08



+ Denotes statistically HIGHER than total U.S. Population

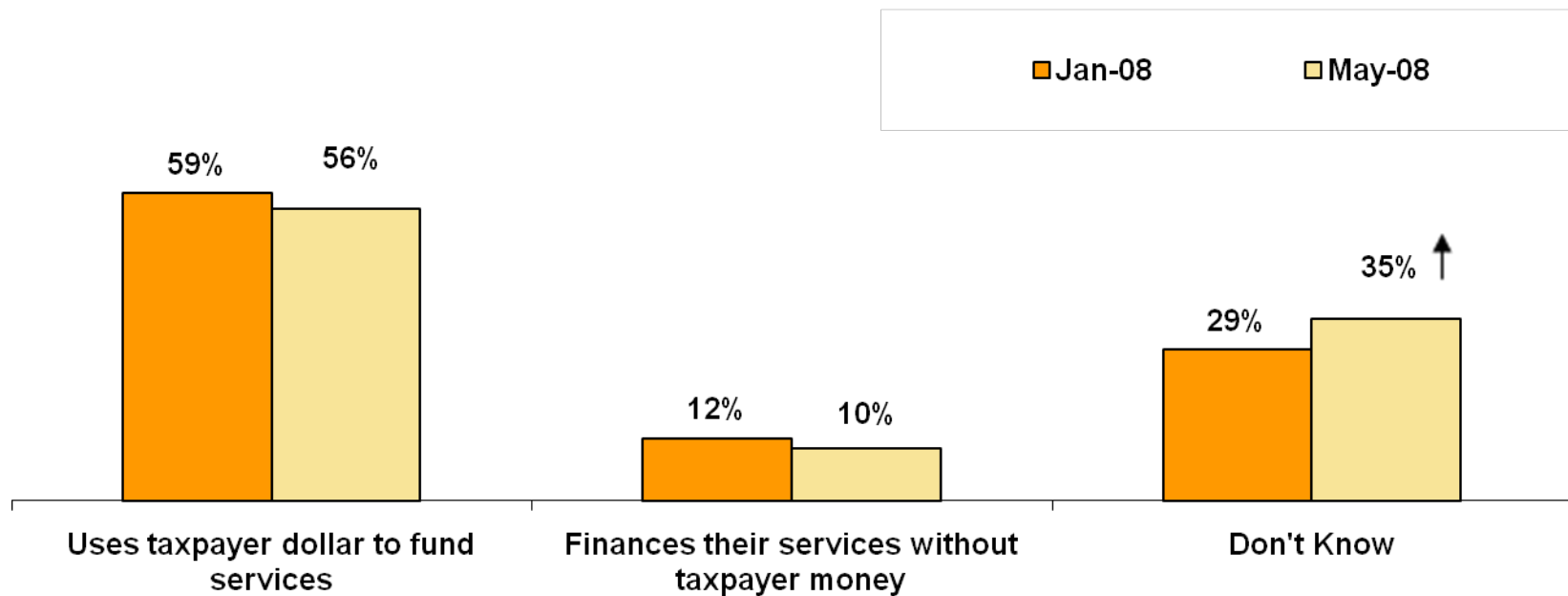
- Denotes statistically LOWER than total U.S. Population

↑↓ Indicate significant difference from prior wave

Nearly 6 in 10 Adults Believe U.S Mint is Funded Through Taxpayer Money – More are Unsure Now



Do you know if the United States Mint Uses taxpayer dollars to fund their services or finances their services themselves without taxpayer money?



↑↓ Indicate significant difference from prior wave

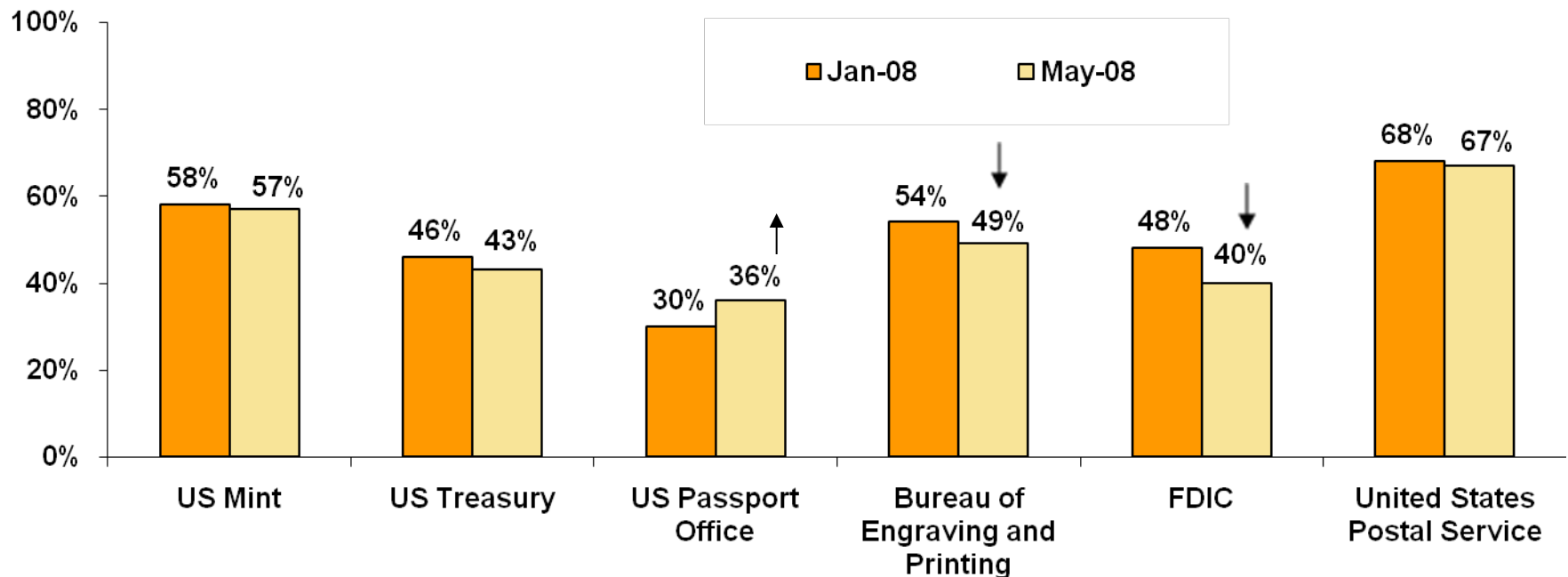
Perceptions and Ratings of U.S. Mint



About 6 in 10 Adults Give the Mint a Favorable Job Rating

Rate how good of a job each of them are doing. Use a scale of "1" to "5" where "5" is excellent and "1" is poor.

%Top-two Box (%5s-Excellent and %4s)

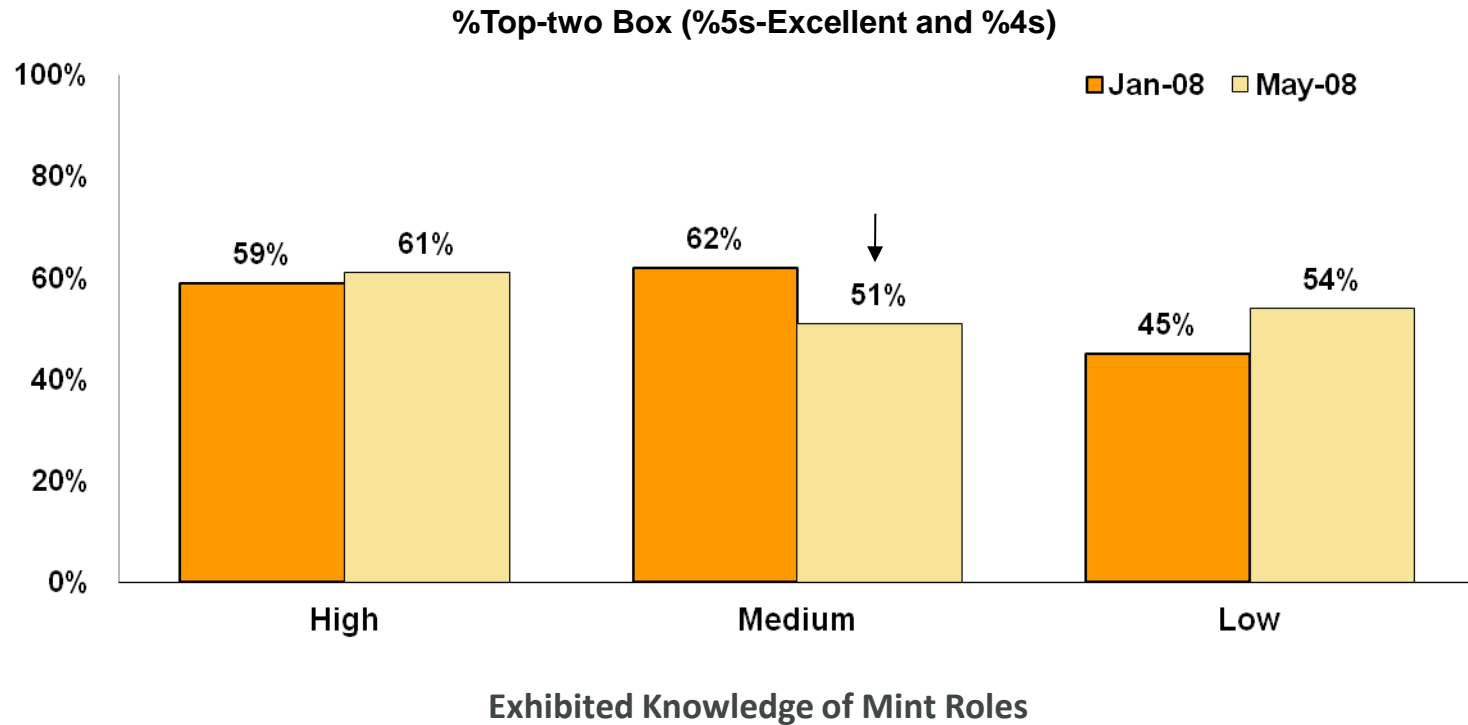


↑↓ Indicate significant difference from prior wave

Adults with “High Knowledge” Still Give Highest Job Approval Rating



United States Mint Job Approval Rating by Knowledge of Mint



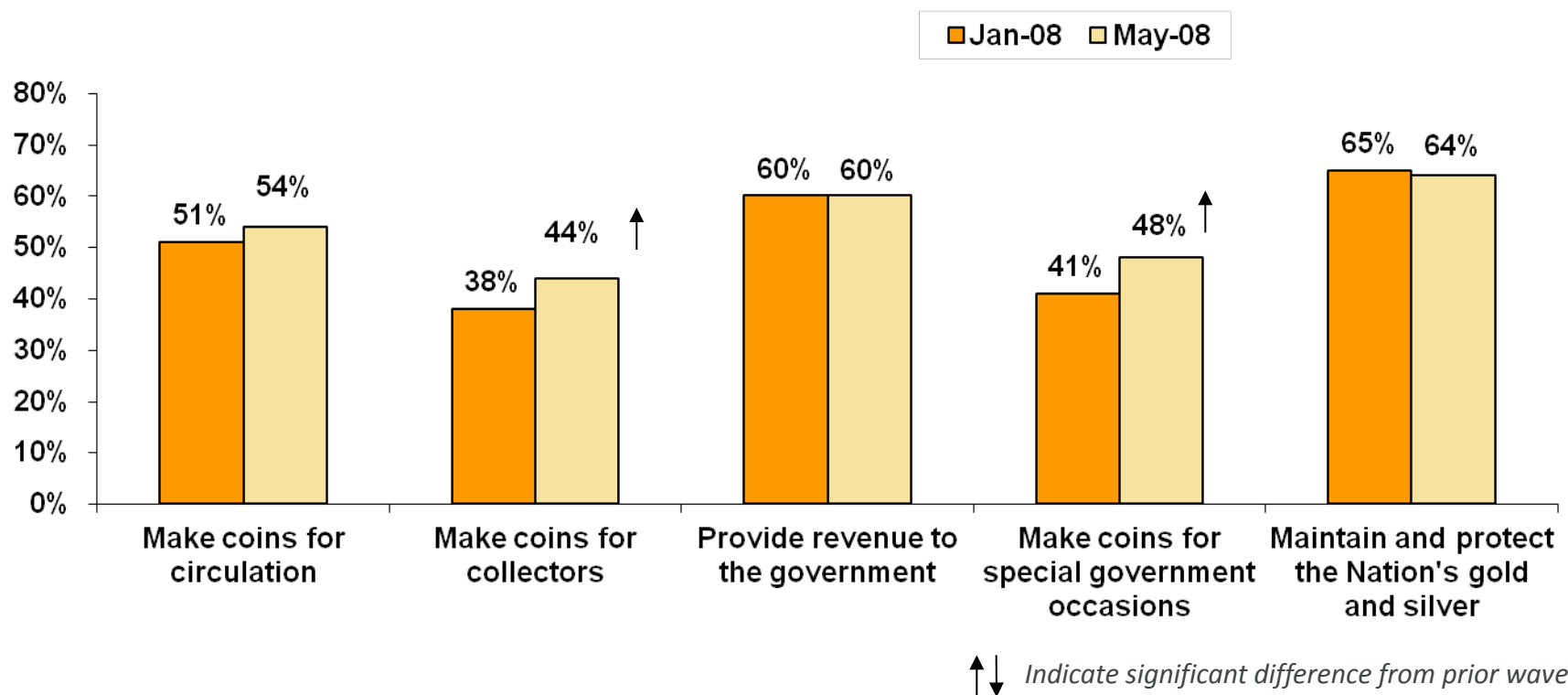
↑↓ Indicate significant difference from prior wave

Revenue Generation and Protecting Gold/Silver Assets Still Most Likely to Drive Favorable View of Mint



Can you tell me to what extent knowing that the U.S. Mint performs each of these tasks makes you view the U.S. Mint more favorably?

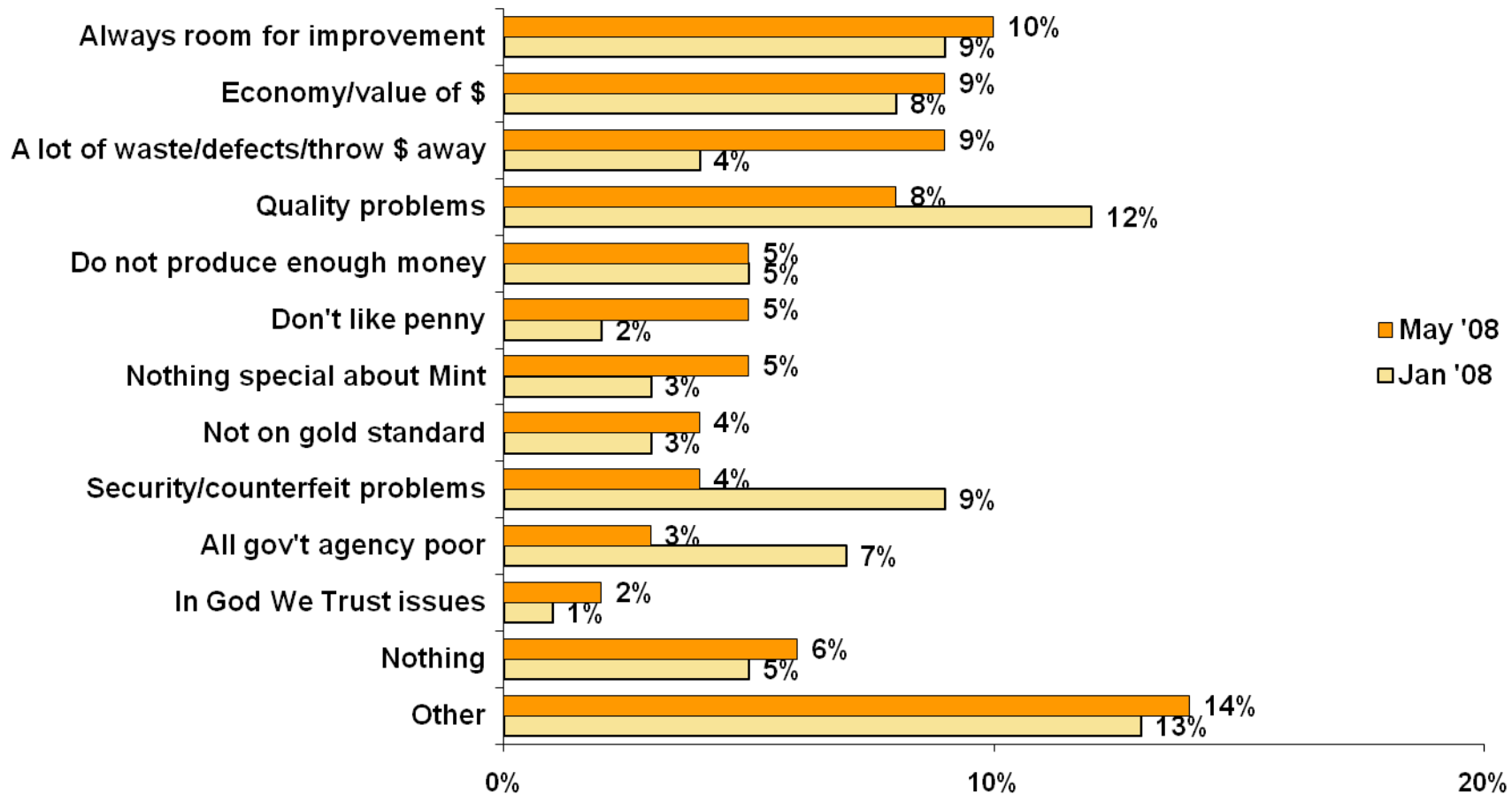
%Top-two Box (%5s-Much more favorable and %4s)



Many Reasons Cited for Not Giving 'Excellent' Rating – Most Not Tied to Specific Mint Controls



Why would you not give the U.S. Mint an excellent job approval rating?



U.S. Mint Perception Factors



RELIABILITY (3 statements)

- High quality
- Authentic products
- Historical Institution

*Drivers of Positive Job Ratings
(consistent with QTR1—Jan '08)*



HONESTY (3 statements)

- Trustworthy
- A model government agency
- Strong Integrity

*Q: To what extent does each of the
following words and statements
describe the U.S. Mint?*

OUTREACH (2 statements)

- Educates the public about coin collecting
- Easily accessible to the public

PRODUCTS (2 statements)

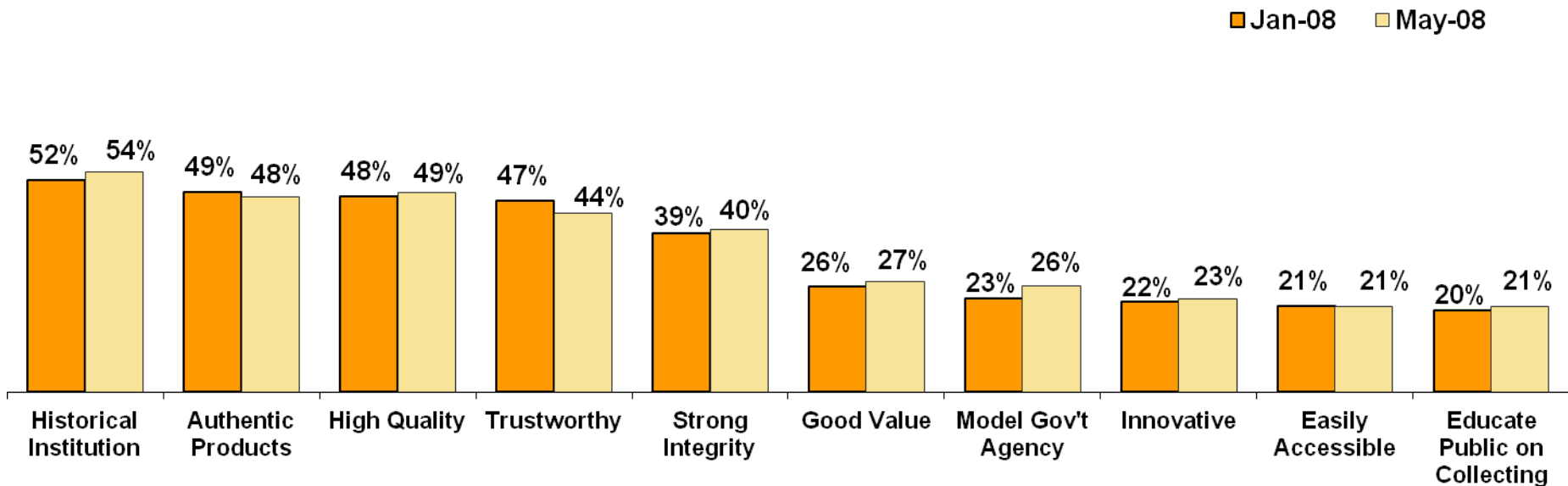
- Innovative
- Offers products that are good value for the money

Americans Continue to See the Mint as Exhibiting Quality, Authenticity and History



To what extent does each of the following words and statements describe the U.S. Mint?

% 5- Perfectly Describes the Mint



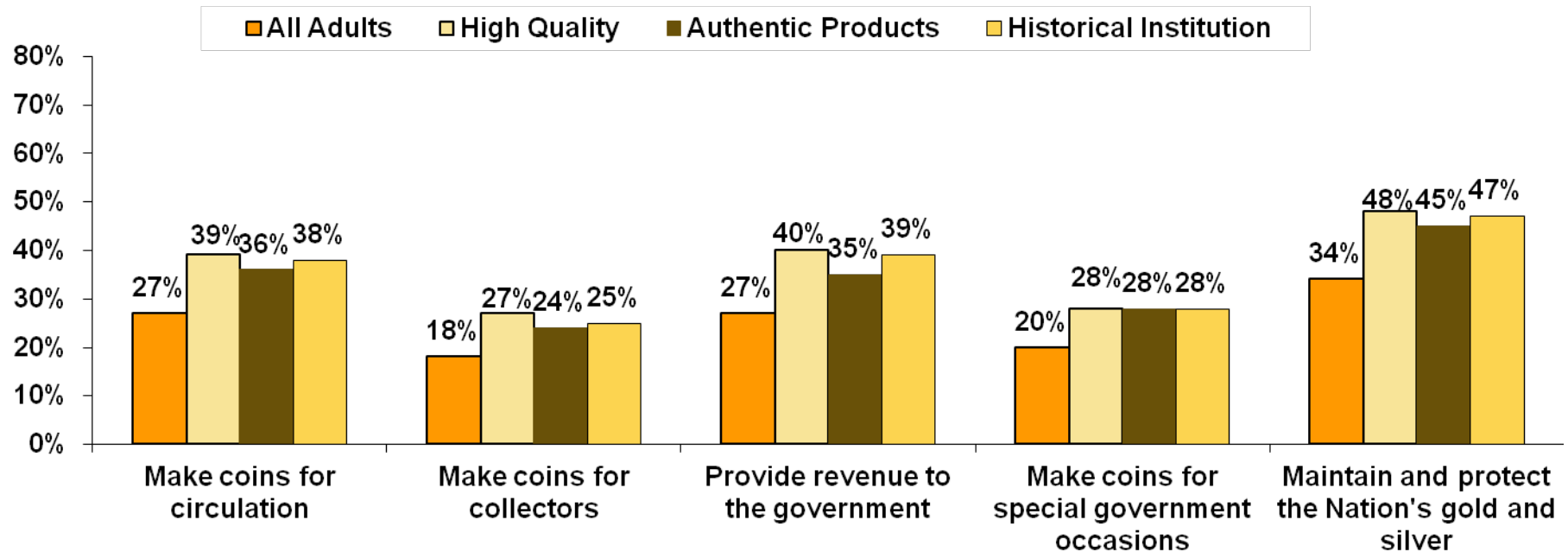
↑↓ *Indicate significant difference from prior wave*

Reliability Factors Also Drive Favorability



Among Adults who gave the Mint an 'excellent' rating for High Quality, Authentic Products and Historical Institution

% Reporting They Would View the Mint 'much more favorably' if they Knew the Mint:

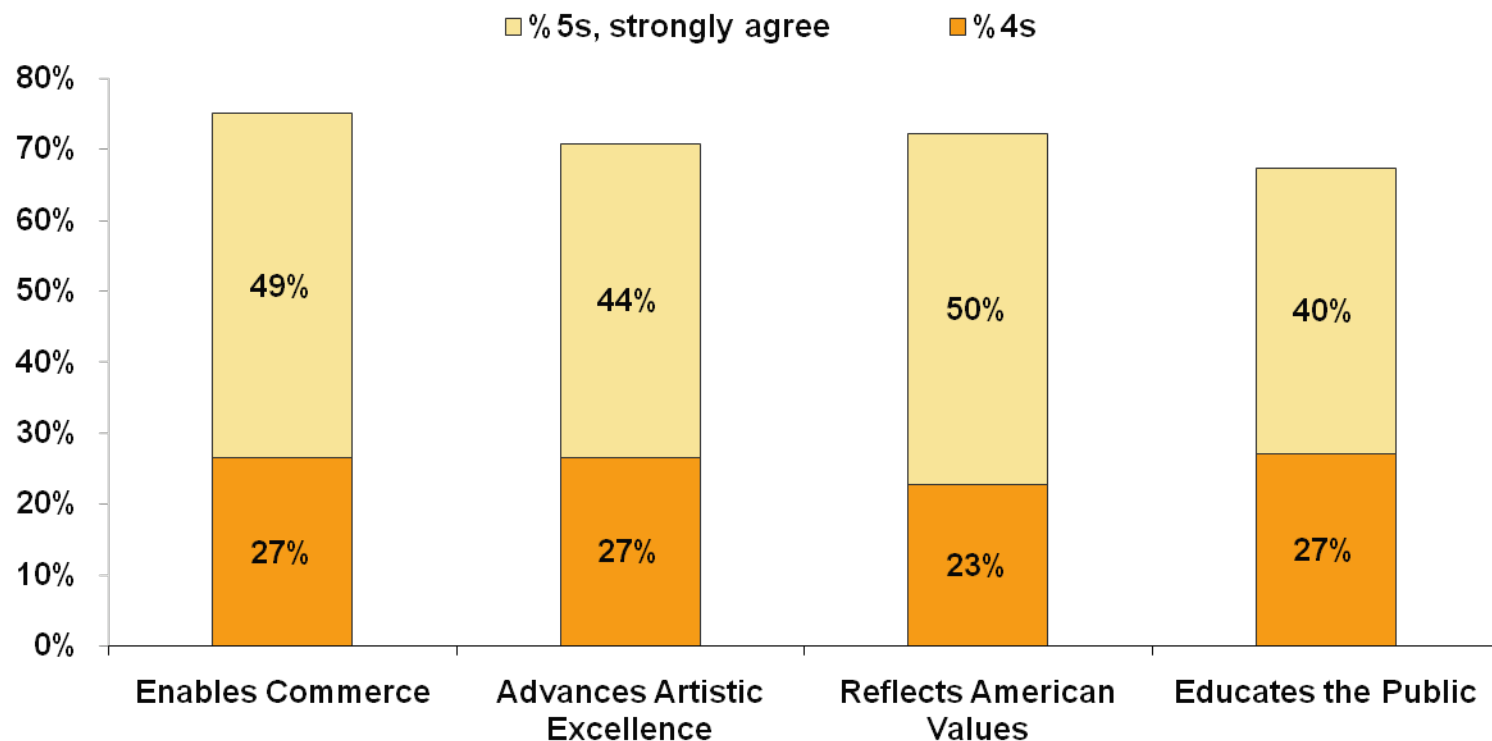


Perceptions of U.S. Mint Mission

At Least 4 in 10 Americans Strongly Agree U.S. Mint Fulfills Its Mission Statements



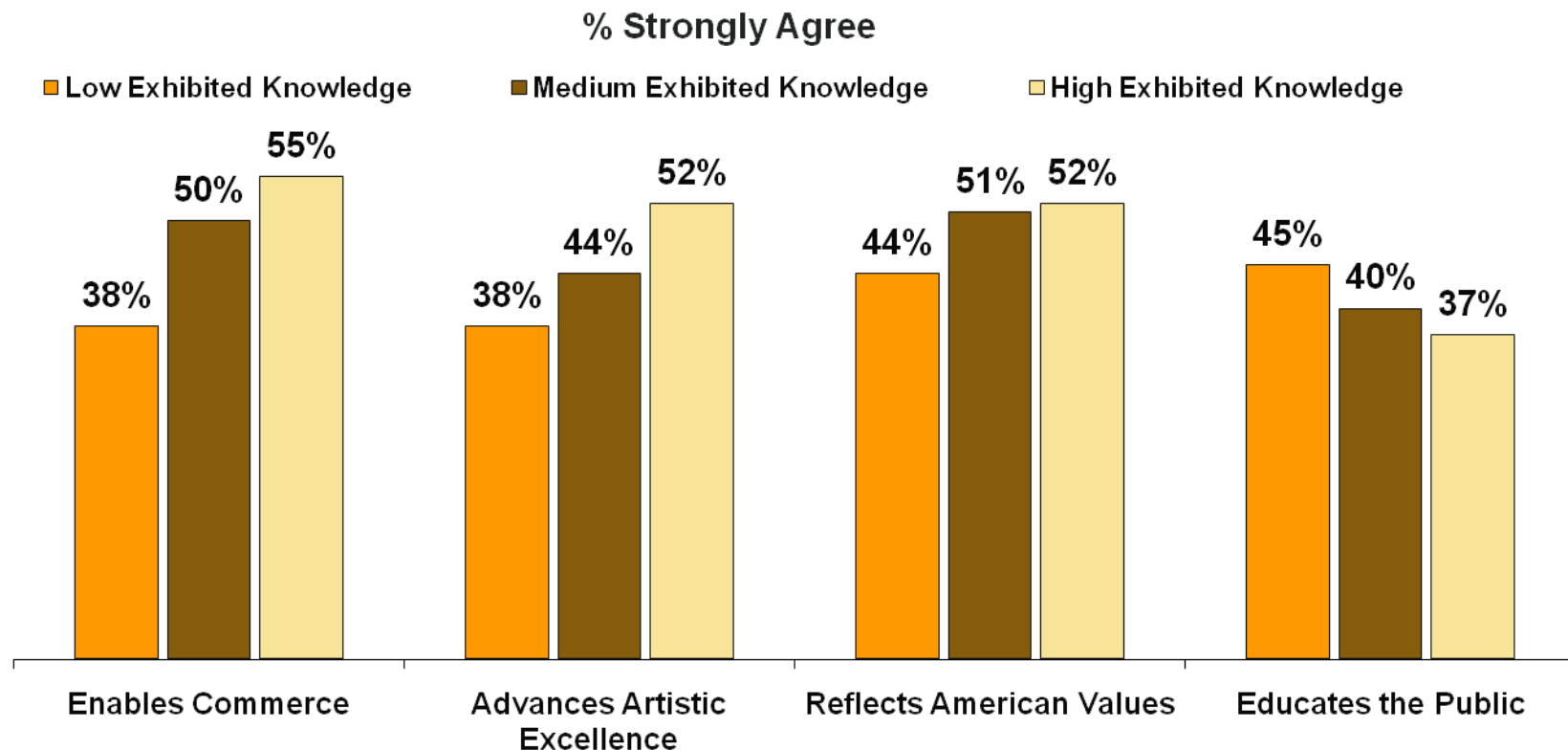
To what extent do you agree or disagree that the U.S. Mint Coins does each of the following: (New Question, QTR2—May '08)



Those with Higher Knowledge Give More Favorable Rating on Mint's Mission Achievement



To what extent do you agree or disagree that the U.S. Mint does each of the following:

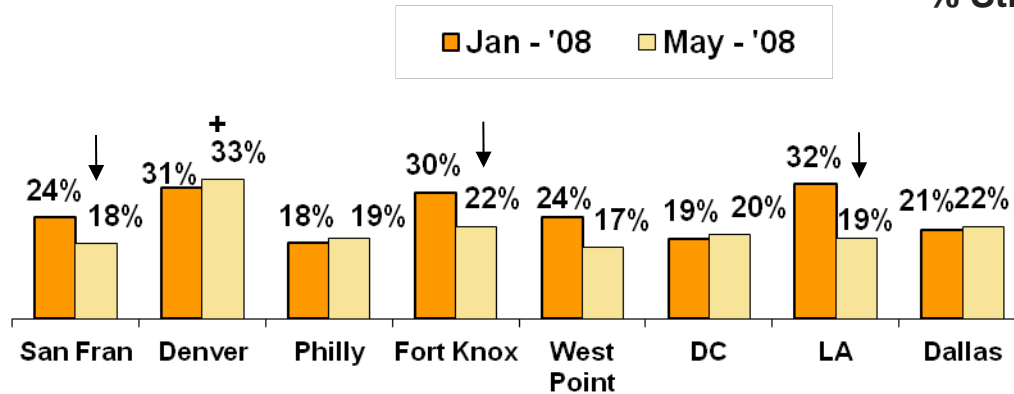


Community/Employment Impressions Remain Higher in Denver

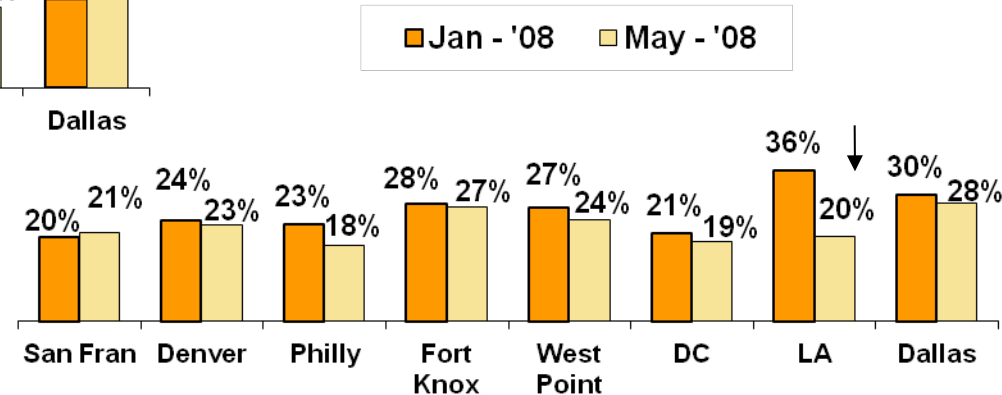


Contributes to Community

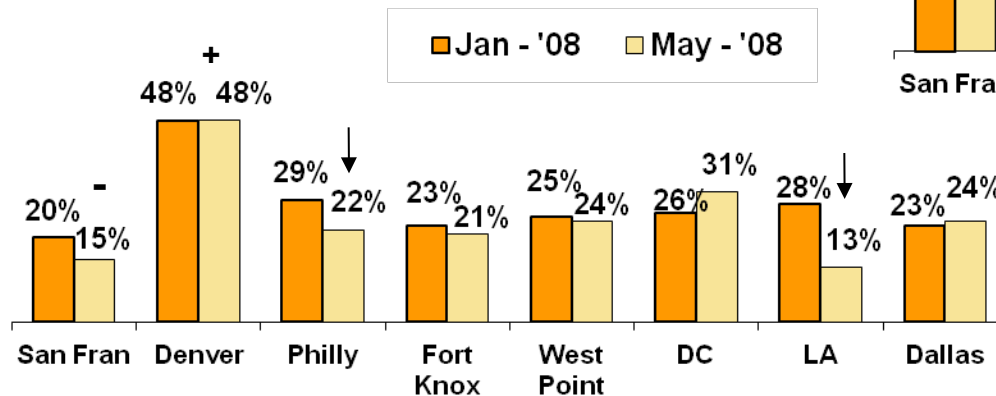
% Strongly Agree



Is a Good Place to Work



Employs People in the Community



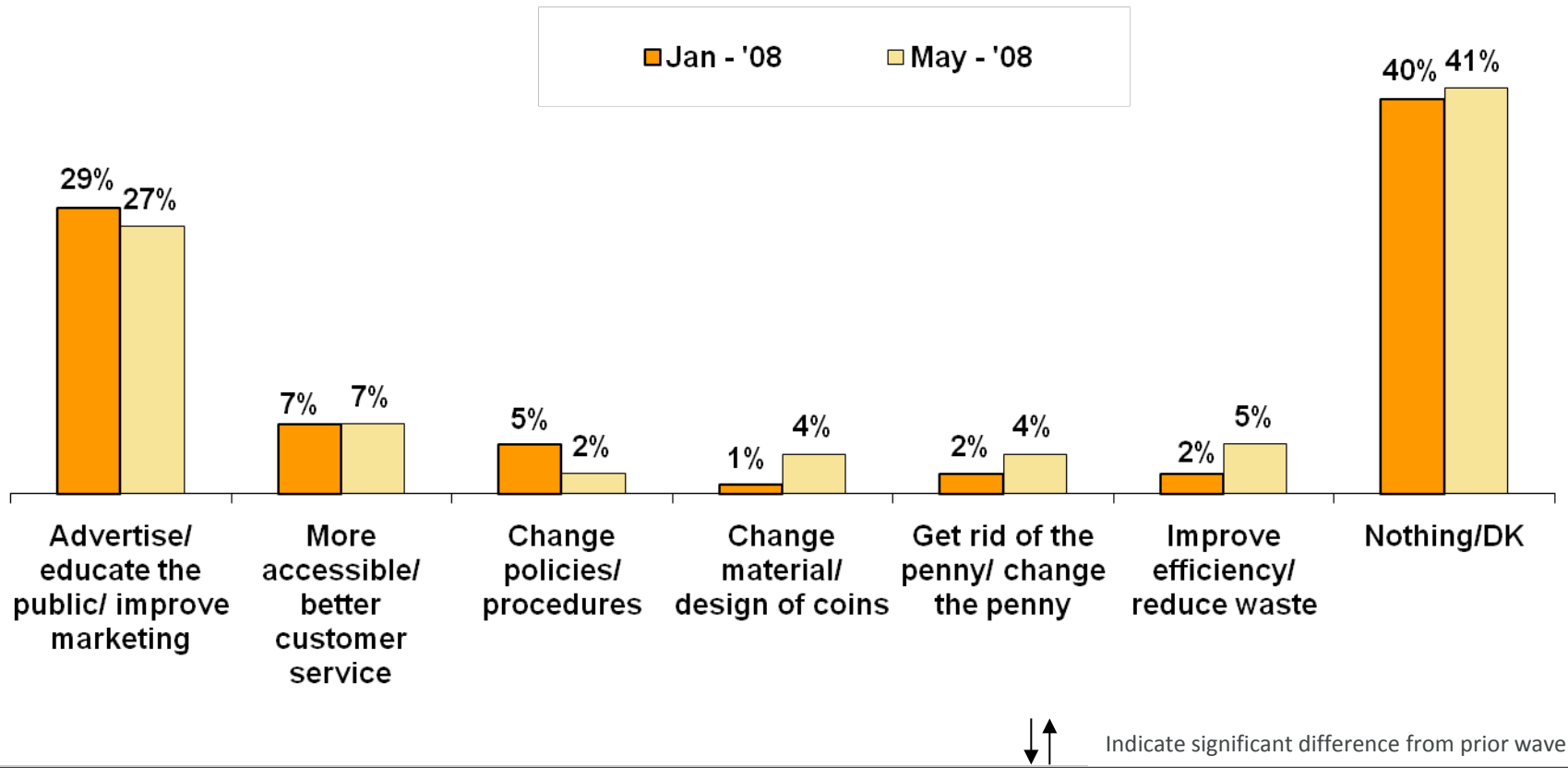
+/- Indicate significant difference from a non-mint city
 ↑↓ Indicate significant difference from prior wave

Public Recommendations

Plurality of Americans Continue to Recommend Increased Advertising



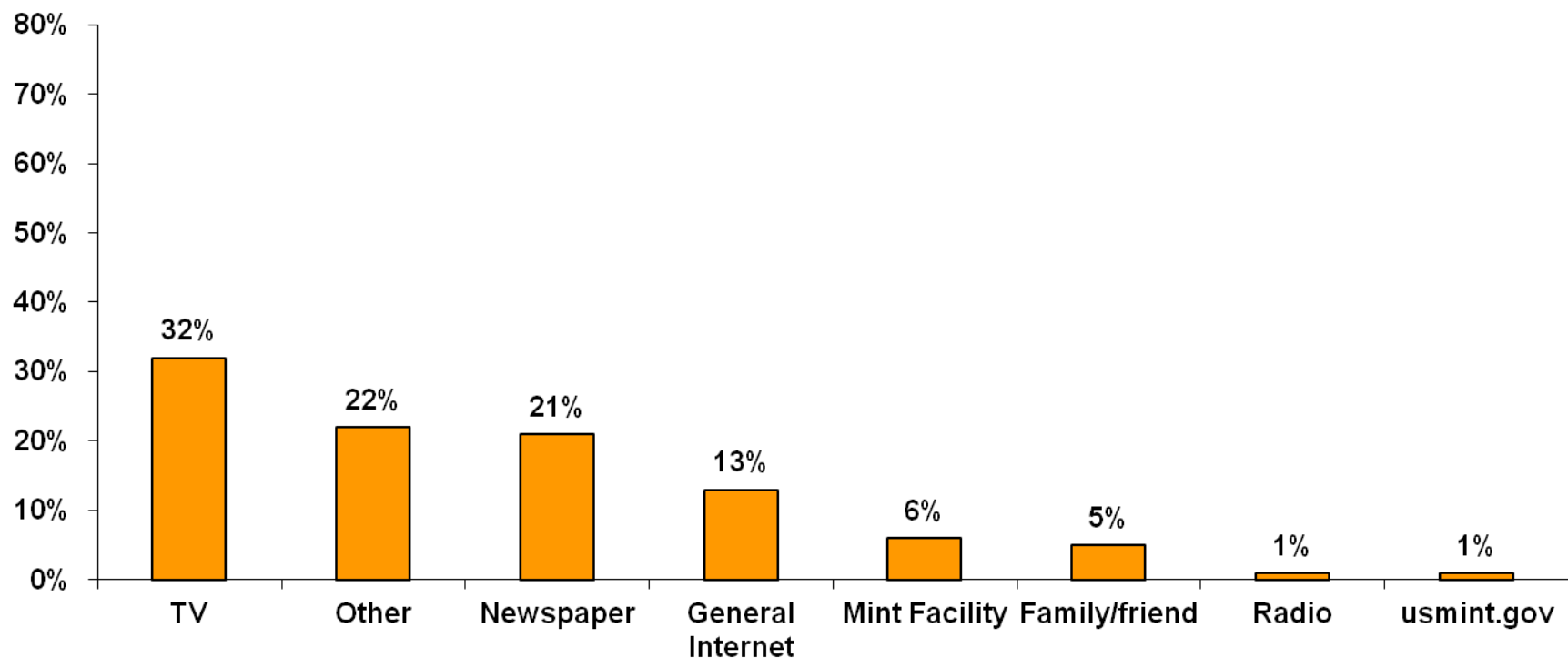
Give ONE recommendation to the United States Mint to better serve the American public



Mint Information Most Prevalent from Television and Newspaper Media



Now thinking about what you have heard about the US Mint, can you tell me where you get your information about the Mint?





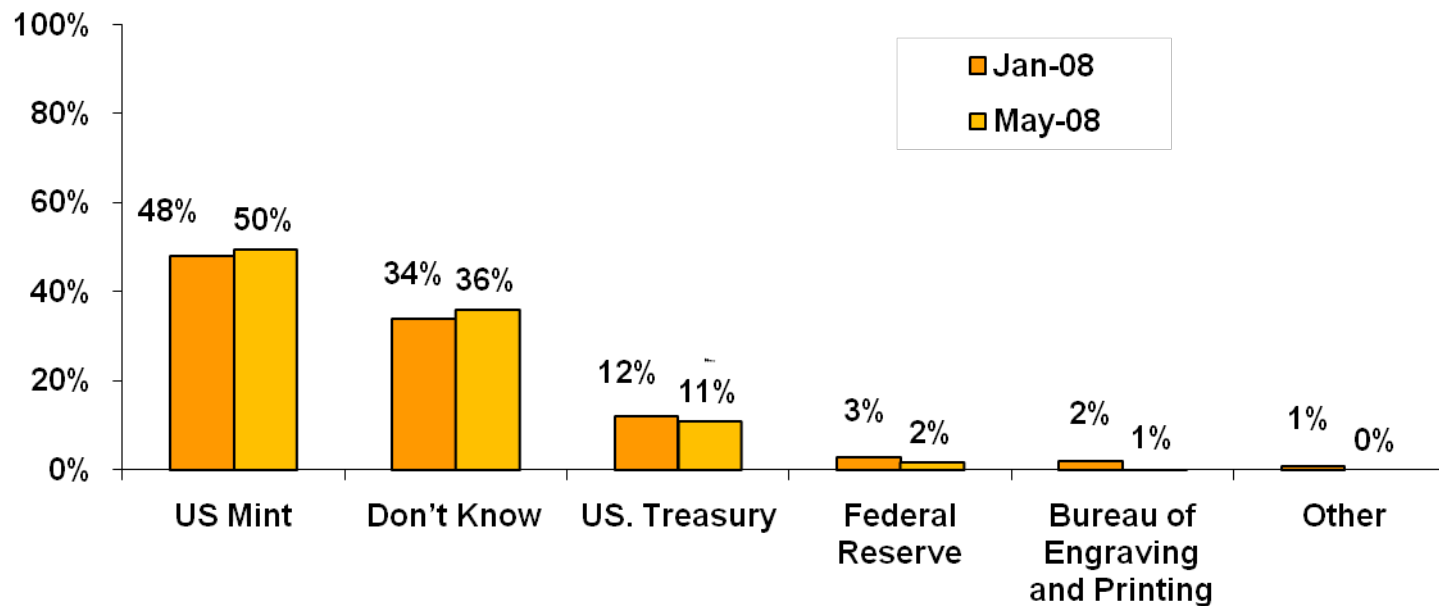
- Opportunity for Mint to capitalize on:
 - Solid job performance ratings
 - Impressive images resonate with public
 - Unknown (but well-liked) job functions
- Consider finalizing US Mint brand message
- Reliability and historical images important to the public
- Brand message should be aligned with ALL programs/advertising
- Continue tracking understanding and refining messages

APPENDIX

Knowledge: One-half of Adults Can Name the Mint as the Agency Who Produces U.S. Coins



Do you know the name of the agency in the Federal Government that produces U.S. Coins?

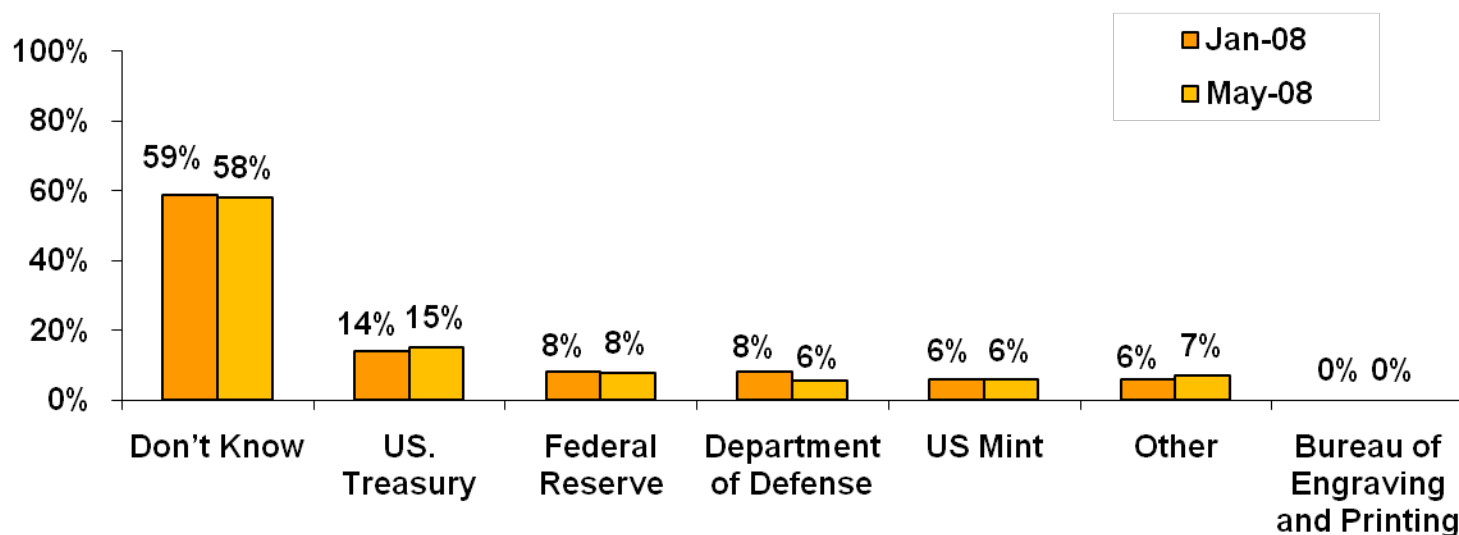


Note: No Significant Difference noted from QTR1-Jan'08

Knowledge: Only 6% Know the Mint Oversees Fort Knox



Do you know the name of the agency in the Federal Government that Government that oversees Fort Knox?

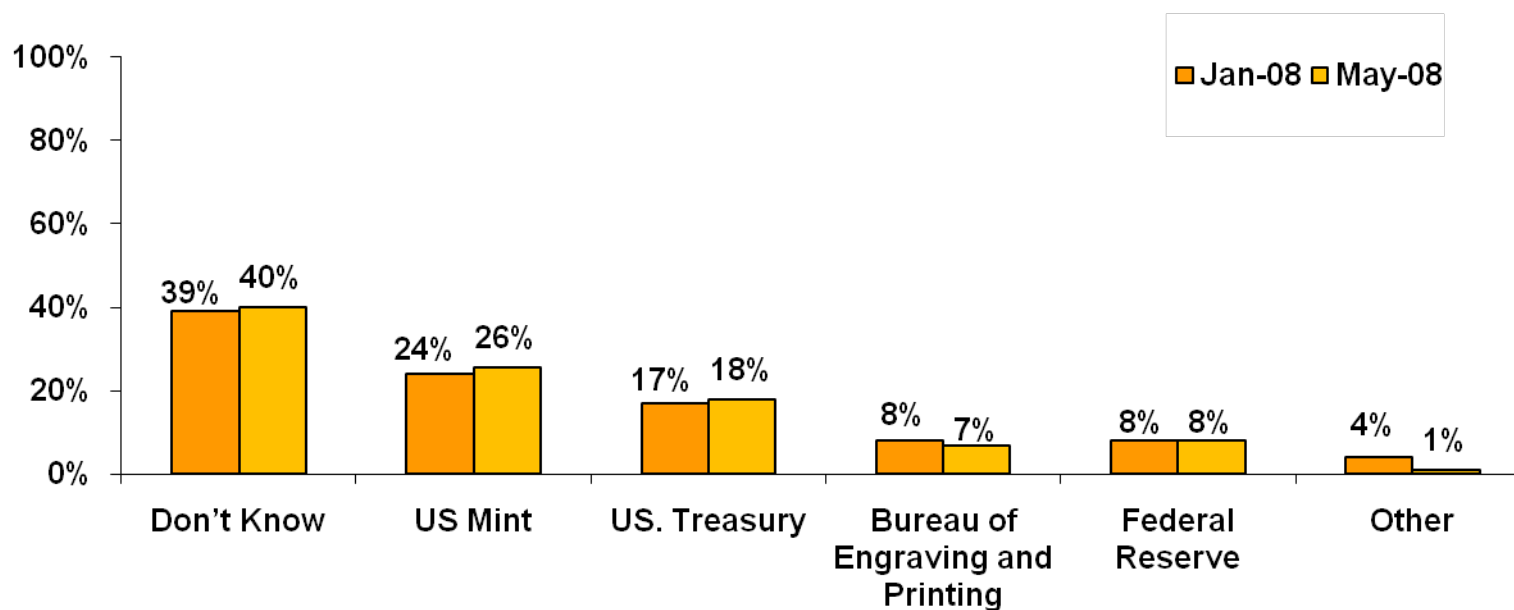


Note: No Significant Difference noted from QTR1-Jan'08

Knowledge: Only 7% Know the BEP Prints Dollar Bills



Do you know the name of the agency in the Federal Government that Government that prints dollar bills?

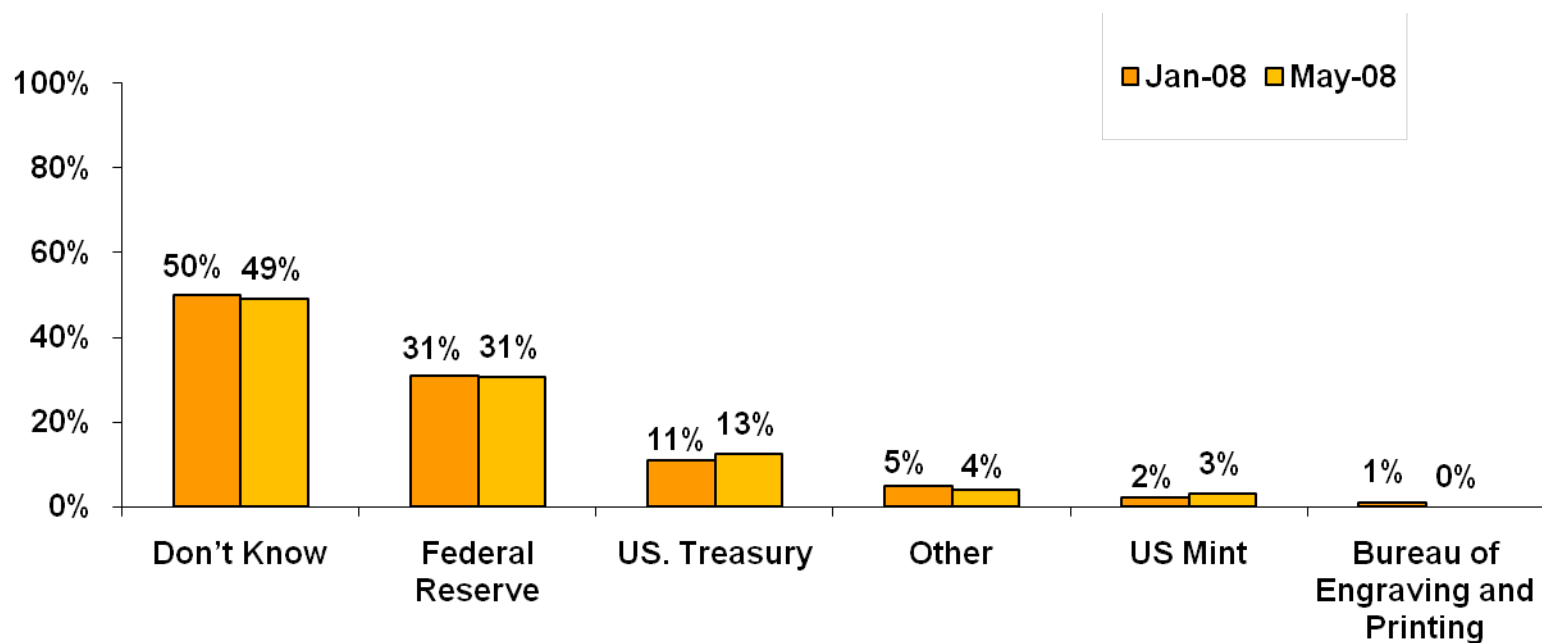


Note: No Significant Difference noted from QTR1-Jan'08

Knowledge: One in Three Adults Knows Who Regulates the Money Supply



Do you know the name of the agency in the Federal Government that regulates the money supply ?



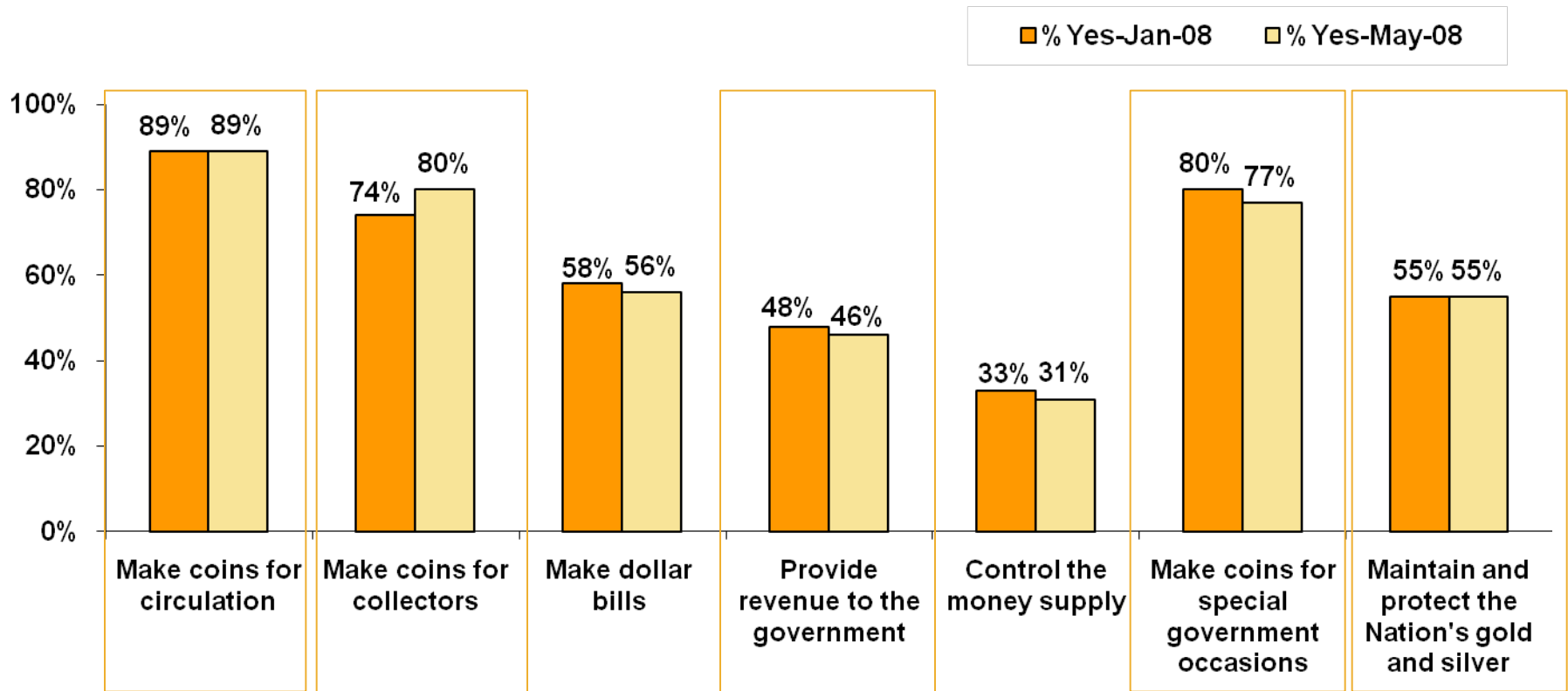
Note: No Significant Difference noted from QTR1-Jan'08



- | **Interviewed groups of Americans:**
 - 1. **Random adults, (n=4,223)**
 - 2. **Cities with Mint Facilities:**
 - a. **San Francisco, n= 407**
 - b. **Denver, n= 404**
 - c. **Philadelphia, n= 405**
 - d. **Ft. Knox, n= 402**
 - e. **West Point, n= 388**
 - f. **Washington DC n=397**
 - 3. **Two “Control” Cities: Los Angeles, Dallas (n=400 each)**
- | **Field period: April 16 – May 9, 2008**



Can you tell me which of the following are the main functions of the United States Mint?----Fort Knox Area



Boxes Denote Actual Mint Function

↑↓ Indicate significant difference from prior wave



U.S. Mint

Ultra High Relief Coin

UHR Coin Focus Groups

September 2008

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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EXECUTIVE SUMMARY

I. Executive Summary

Focus groups to test potential marketing campaign messages for the Ultra High Relief Coin were conducted August 6 through August 12, 2008. Two focus groups were conducted in each of the following cities: Bethesda, MD; New York, NY; Chicago, IL; and Los Angeles, CA. The groups were selected to have high income levels of \$100-150k and above \$150k and had never purchased anything from the US Mint in the past. Below are top-level findings of the groups. A detailed report with complete findings noting differences by location and income will follow.

Advertising Materials

- Awareness of Saint-Gaudens was extremely low.
- The terms ultra-high relief, high relief, and struck twice are too technical for non-customers and should be avoided or defined.
- The phrases “highly anticipated” and “considered the most beautiful” led participants to believe that the ads were targeted to coin collectors.
- Participants thought the cursive font was more “sophisticated” and “historical” than the other fonts presented.
- The phrase, “sure to leave an impression” was seen as cheesy by those who understood the joke.
- Most participants were expecting a larger coin based on the picture in the ad.
- The additional supporting information (e.g., history of coin, background on Saint-Gaudens) was essential to generating interest in the coin among these non-collectors. In fact, the more information, the more inclined were the participants to be interested in the coin.

Supporting Statements

Participants were given additional information that supported the headlines. These statements provided history, context, and other information about the coin. The statements were modified to better convey the intended message based on feedback from the group.

- The two statements that resonated the most with respondents gave information about who St. Gaudens was and gave the complete history of the coin itself.

Headlines

Prior to seeing the coin, participants were asked to read six print ads and then select the two headlines they liked the most. In general, participants liked the headlines.

- The most-liked headline was, “An art form in coin form,” followed by, “How do you create the most beautiful coin ever made? You improve the most beautiful coin ever made.” Participants liked the headline, “At what point is it technically considered a sculpture?” the least.

Pricing

After viewing the coin, each focus group was told the price of gold and then asked to vote on the fairness of three price points for the coin (\$1,500, \$1,350, and \$1,200).

- Across the groups, \$1,200 was considered the fairest price. However, many participants still believed this price was high.
- Participants were especially focused on the current price of gold and many tended to discount any intrinsic value of the coin.

Marketing Ideas

Participants were asked to brainstorm potential audiences for the coin, the types of messages that would reach each audience, and the types of marketing efforts that should be used to reach each audience.

- Three potential audiences were identified: self-buyers, gift-givers, and museums.
- Magazines were frequently mentioned as a marketing method to reach these audiences.

DETAILED FINDINGS

II. Hobbies

A. What comes to mind when you think about who collects coins or what a coin collector looks like?

A few participants mentioned their fathers collected coins and one participant thought most collectors are male. One participant thought collecting coins is an older hobby and didn't know of anyone who collects coins now. A few other participants remembered collecting coins as a child. Across all groups, participants frequently mentioned people who travel to foreign countries and keep coins from their travels as coin collectors. One participant, however, thought that collecting the state quarters wasn't really coin collecting.

"When we're collecting quarters, I don't think it can be called coin collecting." (Bethesda, General)

"I think of it as actually an older kind of hobby. I was going to say we acquired a coin collection that my father-in-law used to have and one that my grandmother used to have . . . I don't think of it as something that people do so much now." (Bethesda, General Population, \$100k–150k Household Income)

"My grandfather was a collector and the collection, it's on my desk, but I don't know much about it. . . . It's probably a good investment, but you also have to have strong knowledge of what you're buying." (Los Angeles, General Population, \$150k+ Income)

"I think I used to do it when I was in Europe. I grew up overseas, so I did do that a little bit when you were kind of traveling around, since the whole euro thing, the thing kind of died out in my mind, you know? As a matter of fact, it's burden. I have all of those foreign coins and I look at it and I'm like it's a waste of money now." (New York, General Population, \$100-150k Income)

"I think, going back to my great grandparents, it was sort of a tradition, which somehow has been lost. [They gave coins] to the kids at family holidays and that got passed down. Now they're all in a bag somewhere, I don't even know if they have any value or not except for who gave them to you." (New York, General Population, \$150k+ Income)

"My dad used to buy things, you know, he'd get these things in the mail I guess from the U.S. Mint or somebody . . . and he would periodically buy those." (New York, General Population, \$150k+ Income)

III. Advertising Materials

Participants were shown an advertisement for the Ultra High Relief coin. The advertisement included one of six different headlines and the following copy:

The new 2009 United States Mint ultra high relief coin. Considered by many as the most beautiful coin ever made, the 1907 Saint-Gaudens Double Eagle has now been recreated by the United States Mint in stunning 24 karat gold. It's a 1 oz. ultra high-relief coin that has been struck

twice to bring out every detail. It's destined to leave quite an impression. For genuine United States Mint products, visit www.usmint.gov or call 1-800-USA-Mint.

Focus group participants liked the appearance of the coin in the ad but found a lot of the language confusing. A central theme throughout the focus groups was that messages were not targeted to a non-coin-savvy audience. It came across in specific words used like “double struck” and “high relief” as well as coming across in assumptions made like “highly anticipated”. Few participants knew the meaning of “high relief” and “double struck” and those that did know explained the meanings to the rest of the group. One participant didn’t see value in the use of “double struck” for this coin because perhaps all coins were double struck. Participants liked the use of the word “beautiful” in the ad. One participant said he would like to own the most beautiful thing ever made. The participants who understood the pun of “destined to leave quite an impression” thought the line was a corny joke. One participant thought the use of the word “genuine” in the ad implied there were fake coins circulating. A few participants thought the phrase “genuinely worthwhile” was part of the ad and did not like it. One person thought it was tacky.

Participants did not agree on who the target audience of the ad was. Several participants thought the ad was not targeting collectors because of the usage of the word “beautiful.” Participants thought the ad was for someone who liked beautiful things with one participant believing “beautiful” was used to attract the attention of a younger audience. One participant thought the ad was targeted toward people who buy coins but are not really collectors.

Across all focus groups, the price of the coin was mentioned as something missing from the ad. Participants were also interested in knowing how many coins would be produced. A few participants thought the ad should say who is highly anticipating the coin; most assumed the ad was targeted toward collectors and they were highly anticipating the coin. But the main item that all the non-collectors agreed was missing was information about the product.

Comments on the Appearance of the Ad

“[I like] the picture.” (Los Angeles, General Population, \$100-\$150k Income)

“The fact that it's gold [and it] is the first thing that jumps out to me reading this and that piques the interest a little bit, the fact that it's a gold coin.” (Los Angeles, General Population, \$150k+ Income)

“I like the description of it, the 1907 Saint-Gaudens double eagle, that kind of jumped out at me. The double eagle. I like eagles, so [it] caught my eye.” (Los Angeles, General Population, \$150k+ Income)

“I like its appearance, I mean I haven't seen it physically, but on the ad here, I like the appearance of it.” (Chicago, General Population, \$150k+ Income)

Comments on the terms “high relief” and “double struck”

“I was just going to say [struck twice] makes the detail more evident.” (New York, General Population, \$100-150k Income)

“I think it's redundant. Because if it's struck twice, you know it's going to have [high detail].” (Bethesda, General Population, \$100-150k Household Income)

“[Ultra high relief,] like a relief map is kind of what I thought of. It's got texture to it.” (Los Angeles, General Population, \$150k+ Income)

“I think a lot of people may get confused on the high relief.” (New York, General Population, \$100-150k Income)

“I can sort of [guess] what it means, but I don't know what it means.” (Bethesda, General Population, \$100-150k Household Income)

“I'm not sure if it's redundant. I don't know what high relief is in relation to struck.” (Bethesda, General Population, \$100-150k Household Income)

“It's a little vague . . . maybe all coins are double struck, we don't know.” (New York, General Population, \$100-150k Income)

“They're sort of pressing it.” (Bethesda, General Population, \$100-150k Household Income)

“I think it [the coin has been struck twice] is an unnecessary technical detail.” (Bethesda, General Population, \$100-150k Household Income)

“Ultra high relief didn't mean anything to me.” (Chicago, General Population, \$100-150k Income)

Comments on “most beautiful coin ever made”

“I don't need to be told it's beautiful, [the ad] seemed to be so superfluous.” (New York, General Population, \$150k+ Income)

“Even [though I'm] not a coin collector, I might like to own something that's the most beautiful thing ever made.” (Los Angeles, General Population, \$100-150k Income)

“I think the word beautiful attracts.” (Los Angeles, General Population, \$100-150k Income)

“I liked the fact that it's the most beautiful coin ever made, that seems unique.” (Los Angeles, General Population, \$150k+ Income)

Comments on “destined to leave quite an impression”

“It's a bit of a pun when they say it's destined to leave quite an impression [and] . . . they've been talking about the high relief.” (Bethesda, General Population, 150k+ Household Income)

“It's destined to leave quite an impression — that is such a corny, trite line. I mean an impression, double struck, I mean that's really bad.” (New York, General Population, \$100-150k Income)

“They don't [say] this is going to increase in value, so it's basically the beauty of it and I like the play of words, it had quite an impression. It was clever.” (Los Angeles, General Population, \$150k+ Income)

“I think that last line is a little too cute; it's destined to leave quite an impression.” (Chicago, General Population, \$150k+ Income)

Other Comments on the Ad

“[The ad was] way too wordy.” (Los Angeles, General Population, \$100-150k Income)

*“If I was a collector, I wouldn't care to hear the word recreated, I would just like to hear new edition.”
(Los Angeles, General Population, \$150k+ Income)*

“I haven't heard of it, so how could it be considered by many if we've never heard of it?” (Bethesda, General Population, \$100-150k Household Income)

“I've actually heard similar language. The Franklin Mint, they have coins and other type of statues they put out and the language, that opening language seems plagiarized to some degree.” (Bethesda, General Population, \$100-150k Household Income)

“I was sort of curious as to why they were not able to do it. I mean is it something about the presses of the day . . . ” (New York, General Population, \$150k+ Income)

“I would be interested [in the coin] because of the falling currencies and the fluctuations in the money market.” (Los Angeles, General Population, \$100-150k Income)

“It sounds like a unique gift possibly, that you want to give to somebody for a special present.” (Los Angeles, General Population, \$100-150k Income)

*“It gives you a sense of value that this is something that's very unique, it's definitive, the artwork.”
(Bethesda, General Population, \$100-150k Household Income)*

Comments on what was missing from the ad

“The description doesn't tell you what the coin is worth . . . ” (Bethesda, General Population, \$100-150k Household Income)

“I think the art is just beautiful. It's just very powerful. The color scheme. I wish there was some narrative about the Lady Liberty, I think that's equal to the double eagle.” (Bethesda, General Population, \$100-150k Household Income)

“I don't see a date on the coin itself.” (Bethesda, General Population, \$100-150k Household Income)

“Give the rarity or the limit [of the coins], this is something that's unique and special and it's not going to be out there for everyone.” (Bethesda, General Population, \$100-150k Household Income)

“I would say more people would be interested in the price of gold.” (New York, General Population, \$150k+ Income)

“I mean, considered by who? That's just a sales pitch, it just didn't really resonate with me.” (New York, General Population, \$150k+ Income)

“I think it should specify who is highly anticipating it. The public? Collectors?” (Bethesda, General Population, \$100-150k Household Income)

“When I read this, I didn't know it was a \$20 coin until I looked up [and] everybody said it's a \$20 coin, it's not written here and I had to look up and see it was a \$20 coin.” (Bethesda, General Population, \$100-150k Household Income)

“Price [is missing from the ad].” (Bethesda, General Population, 150k+ Household Income)

“I wonder what it's real value. Not, beyond the cost, what intrinsic value does it have.” (Bethesda, General Population, 150k+ Household Income)

“And why are they recreating it?” (Bethesda, General Population, 150k+ Household Income)

Comments on the targeted audience of the ad

“I would get the opposite impression, this is not for the collector, this is for somebody who likes pretty things, it's beautiful. [The ad] doesn't say how many were made, if it's going to be rare or if it's just something you should have because you like to look at it; I didn't get anything for collectors there.” (New York, General Population, \$150k+ Income)

“I thought it was aimed for people who like to buy coins, but they're not really collectors.” (New York, General Population, \$150k+ Income)

“I think they might be after a younger audience by saying it's stunning and beautiful. Someone who's a coin collector may not care about that but the young crowd, [those words will] catch their eye and get them into the field.” (New York, General Population, \$150k+ Income)

“I agree with the limited edition. Because you know who that appeals to? To the new rich, not the genuine collector . . . ” (Bethesda, General Population, \$100-150k Household Income)

“I think if you're going to appeal, you want everyone to buy this . . . say that everyone will be impressed by this, not just your target — your collectors and historians — everyone will appreciate the beauty of this coin.” (Bethesda, General Population, \$100-150k Household Income)

Comments specific to the U.S. Mint tagline/logo

“Genuinely worthwhile I found tacky.” (Los Angeles, General Population, \$100-150k Income)

“I thought the genuinely worthwhile, I didn't like that.” (New York, General Population, \$150k+ Income)

“[The inclusion of the words, U.S. Mint was] very suspicious because I don't think they do good advertising . . . I thought this might be a scam.” (Chicago, General Population, \$150k+ Income)

“It also says that it's genuine, as if there are fakes out there of other coins.” (Bethesda, General Population, 150k+ Household Income)

IV. Supporting Statements

While some headlines generated initial interest in the coin, most participants felt they needed additional information to understand the product. In each group, respondents read an additional sheet of information

about the coin. A chart that shows participants preferences for each statement follows the summary paragraphs.

“The 1907 Saint-Gaudens’ Double Eagle gold coin is considered to be one of the most beautiful coins ever produced, rival to those throughout Europe and the world both currently and in history.”

Participants had mixed reactions to this statement with most comment about language and the usage of particular words. In the end, most still didn’t get all the information they needed/wanted. A few participants wanted to know who the “considered” in the statement is and wondered if it was coin collectors. A few other participants did not like the use of the word “rival;” one participant thought knowing about rivals was unneeded whereas another wanted an example of a European coin. Another participant found “both currently and in history” confusing.

“It tells you in the first sentence that . . . this is the most beautiful coin that was ever produced. I don't think there's a need to continue on about rivals.” (Chicago, General Population, \$150k+ Income)

“I thought that [the phrase], considered to be one of the most beautiful coins in the world, doesn't tell me [who] the source was. The American Coin Dealers Association or kids on the corner . . . ” (Chicago, General Population, \$150k+ Income)

“I don't really like, rival to those throughout Europe and the world . . . I'd like an example, something that people are very much aware of . . . what is the most beautiful coin in Europe? Or what was the most beautiful coin.” (Los Angeles, General Population, \$100-150k Income)

“I also like that it said it was "one of the most" and not the most, I think there's more credibility saying that it's amongst.” (Chicago, General Population, \$150k+ Income)

“The 1907 Double Eagle coin was never able to be produced in ultra high relief as envisioned by Saint-Gaudens. Three attempts were made to produce an ultra high relief coin. However production processes during the time did not succeed. The final attempt was a high relief gold coin which was able to be produced in mass recirculation. The face value of the 1907 circulated gold coin was \$20.”

Participants were positive about this statement since it gave more comprehensive information about the coin. Even then, some wanted more information. One participant wanted to know why production processes failed in 1907. A few participants wanted to know the difference between “high relief” and “ultra high relief” and thought the ad should include definitions.

“The part about how he envisioned this coin, how he knew something about the coins of his day when he was a sculptor, I think this is intriguing to me. Like the back story. Why he envisioned it, it never happened, and now they've made it even though he's long gone, they've made it work the way he wanted. I would want to know [this], I think that's something to expand on.” (New York, General Population, \$150k+ Income)

“Well they say production processes during this time did not succeed, but they don't tell you why or anything, so that doesn't really matter when you're reading it, if you don't know what makes this other coin so great?” (Chicago, General Population, \$100-150k Income)

“They should define ultra high relief.” (Chicago, General Population, \$100-150k Income)

“To me it added value knowing in a hundred years with all the technology [the coin can be made] . . . with the history that I [now] have, with that knowledge, I could really have a better perception of the value of the coin. How rare it is.” (Los Angeles, General Population, \$150k+ Income)

“It was confusing . . . they said the final attempt was the high relief gold coin. So it wasn't ultra high, it was just high . . . ”(Chicago, General Population, \$150k+ Income)

“In 1905 President Theodore Roosevelt invited world renowned sculptor Augustus Saint-Gaudens to redesign American coinage for circulation. Roosevelt thought that the coins at the time were unattractive and that coins were one of the most visible, tangible representations of a country.”

Participants had fairly positive views on this statement. Participants liked including Roosevelt and thought it gave a historical background to the coin. One participant even thought this made the coin seem more patriotic. A few participants did not like the word “unattractive” and thought the use of such a word gave the entire statement a negative connotation.

“I liked it except for the "were unattractive," I think that shouldn't be in there because it's subliminal that it, it gives a bad message.” (Chicago, General Population, \$100-150k Income)

“It just makes me unconsciously think that the coin is unattractive, even if it's not . . . it shouldn't bring up a negative in an advertisement.” (Chicago, General Population, \$100-150k Income)

“I like the history of it.” (Chicago, General Population, \$150k+ Income)

“I was wondering why this coin was made and I love this, this kind of gives the background, I think it's excellent.” (Chicago, General Population, \$150k+ Income)

“It personalizes it to Teddy Roosevelt, I can see the connection. I doubt that he had so much time on his hand that he worried about the attractiveness of the coins.” (Los Angeles, General Population, \$150k+ Income)

“What it brought for me, it's like a patriotic thing. You have this beautiful money representing your country.” (Los Angeles, General Population, \$150k+ Income)

“Saint-Gaudens’ work is found in over 50 national museums throughout the world including the National Gallery of Art in Washington, D.C., the Metropolitan Museum of Art in New York City, and the National Portrait Gallery in London.”

Many participants were unfamiliar with the work of Saint-Gaudens prior to the focus group and liked this statement for the historical context. A few participants felt this gave credibility to the artist and liked knowing Saint-Gaudens is important enough to be found in national museums around the world. A few participants thought this made owning the coin similar to owning Saint-Gaudens artwork.

“I think it makes this guy a little bit more important, like this guy's a sculptor. I don't know who he is but this guy obviously is of some value and yes, you can go now to a museum. It ups the initial design of the coin a little bit.” (New York, General Population, \$100-150k Income)

“It's museum quality, which puts it in a class by itself to me.” (New York, General Population, \$100-150 Income)

“I think the part about collectors, especially for coins, is that they get a real thrill out of showing the coin and giving the story and the background on the coin. So if I was a collector and I owned this coin, this is a real intrinsic value to me that this artist has art in major museums and I hold in my possession one of his pieces.” (Los Angeles, General Population, \$150k+ Income)

“Looking at that coin, not being a coin collector, it wouldn't mean anything to me. I'm just looking at the value. And if I was a history buff, I'd already know that information. I'd already recognize the Saint-Gaudens.” (New York, General Population, \$100-150k Income)

“Particularly helpful if you didn't know who he was. It gives him credibility that he's obviously highly noted.” (Chicago, General Population, \$100-150k Income)

“[I like the statement because it's telling you where you can find] similar work. (Bethesda, General Population, \$100-150k Household Income)

“I can't afford a Saint-Gaudens piece of work, but maybe I can afford this gold coin and I would only buy it because it was a work of art. I wouldn't buy it for my coin collection, because I don't have a coin collection.” (Bethesda, General Population, \$100-150k Household Income)

“By law, the coin will only be minted in 2009; minted to demand or the orders taken during the 12-month period.”

Participants overwhelmingly did not like the coin being “minted to demand”. This left too much uncertainty as to the number of coins that would be produced. A few liked that the coin would only be produced for one year but thought a limited quantity would increase value and would also appeal to coin collectors. One participant noted that without a limited quantity there would be no supply and demand need created for the coin.

“I like knowing that it was a limited edition.” (Bethesda, General Population, 150k+ Household Income)

“I want to know how many they're going to produce.” (Bethesda, General Population, 150k+ Household Income)

“As a coin collector, [minted to demand] does not show value.” (New York, General Population, \$100-150k Income)

“I don't like when they quote laws without exactly pinpointing that's a law. By just saying the coin will only be minted in 2009 and on, it will be perfect.” (Los Angeles, General Population, \$150k+ Income)

“I like the fact that it says the coin will only be minted in 2009. But then it ruined everything saying minted to demand or to the orders taken.” (Los Angeles, General Population, \$150k+ Income)

“They didn't create a supply and demand need there and so without a supply and demand need, that takes away the exclusivity.” (Los Angeles, General Population, \$150k+ Income)

“I'd want to know how many, if it's collectible, you need to know how many are out there, if they stop making it at any certain point. I mean that's what defines to me something that would appreciate. They can't just keep making it.” (New York, General Population, \$150k+ Income)

“They could make a billion of them then, as long as they do it that first year.” (New York, General Population, \$150k+ Income)

“Minted to demand . . . wouldn't that mean that they'll make as many as there's a demand to date within that 12 months? So the more they make, the less valuable I would think it would be.” (Chicago, General Population, \$100-150k Income)

“If I was a coin collector, I would never buy that.” (New York, General Population, \$100-150k Income)

“I'd much rather have a limited number . . . one of 2,000 or 20, rather than think that it's just going to be made indefinitely.” (Bethesda, General Population, 150k+ Household Income)

“The coin is 24k gold and weighs one ounce. Purity is guaranteed by the U.S. Government.”

Participants had a mixed reaction to this statement. A few participants felt there was no need to say the coin would be guaranteed by the U.S. Government since the coin was being purchased from the U.S. Mint. Others participants liked knowing that it was guaranteed and considered it a plus. A few participants thought this statement was concise and to the point.

“The ounce is enough for me. (Los Angeles, General Population, \$150k+ Income)

“It's coming from the U.S. Treasury, you don't have to say anything else; you know that our treasury, it's a secure business, you don't have to say it's guaranteed by the government.” (Los Angeles, General Population, \$150k+ Income)

“[I like that it is] guaranteed.” (Los Angeles, General Population, \$100-150k Income)

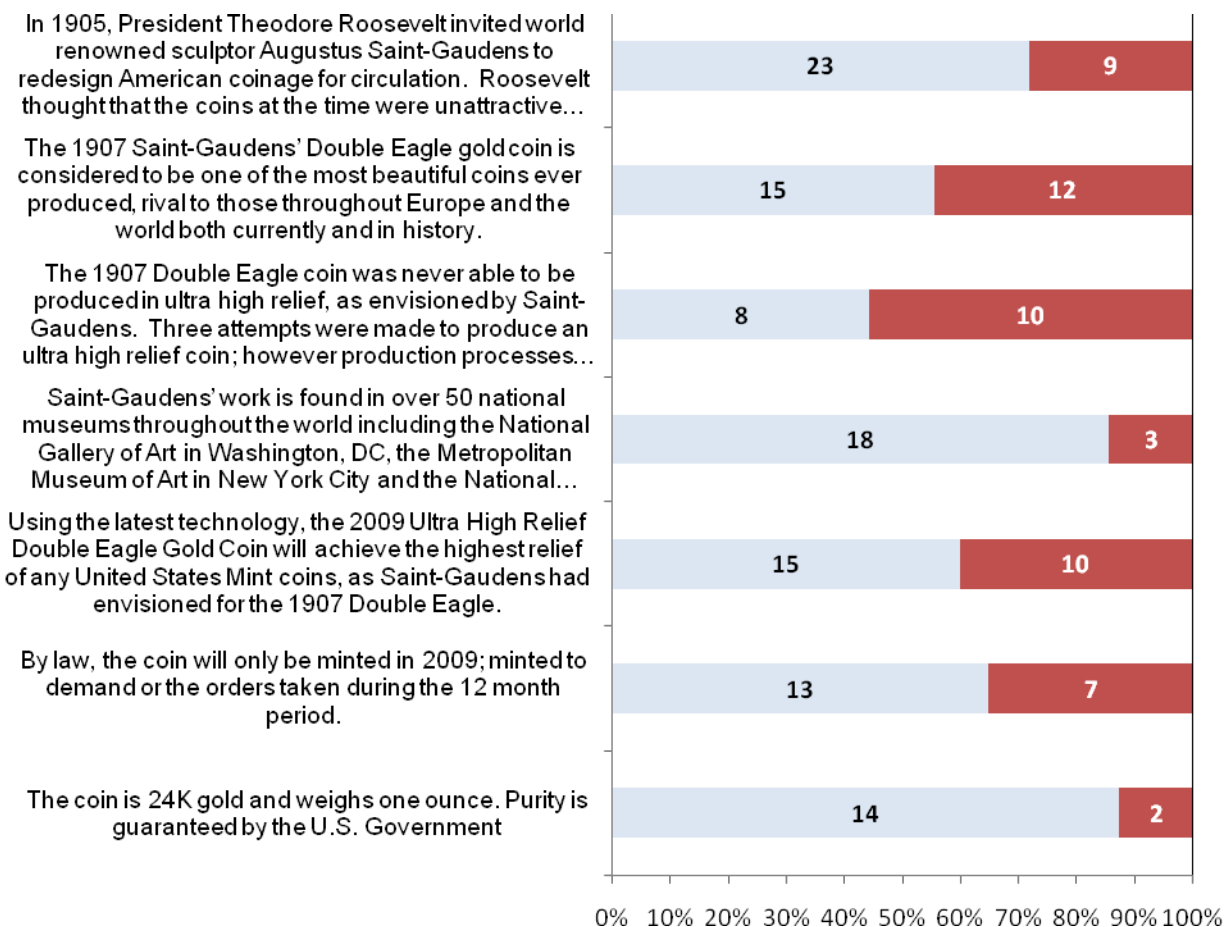
“It's to the point.” (Chicago, General Population, \$150k+ Income)

“Tells you what you're getting.” (Chicago, General Population, \$150k+ Income)

Overall, thinking of these statements, the following chart shows each supporting statement. Participants were asked to circle what they liked and cross out parts they did not like. The chart below shows the circled/liked (light color) and scratched/disliked (dark color) lines of text.

Chart 1: Preference for supporting statements

light color = liked; dark color= disliked



V. Headlines

A set of six headlines were shown to respondents to get their reactions for an ad headline. The six headlines were:

1. An art form in coin form.
2. How do you create the most beautiful coin ever made? You improve the most beautiful coin ever made.
3. If you were alive in 1907, this may be déjà vu.
4. Comets come around more frequently than this coin.

5. Over 100 years in the making. Calling it “highly anticipated” is a bit of an understatement.
6. At what point is it technically considered a sculpture?

Table 1: Preference for headline statement

Headlines	Number Who Chose As First Choice	Number Who Chose As Second Choice	Total Choices Overall
An art form in coin form.	30	23	53
How do you create the most beautiful coin ever made? You improve the most beautiful coin ever made.	25	16	41
If you were alive in 1907, this may be déjà vu.	8	8	16
Comets come around more frequently than this coin.	6	9	15
Over 100 years in the making. Calling it “highly anticipated” is a bit of an understatement.	8	7	15
At what point is it technically considered a sculpture?	1	10	11

“An art form in coin form.”

Overwhelmingly, participants liked this headline the most. Because many participants were art collectors, this message appealed to them. They thought the coin could be another medium of art and liked the analogy. One participant thought comparing the coin to art meant the coin would be sold at a premium price. Many participants also liked the font used in this ad compared to the previous ads.

“Love it.” (Los Angeles, General Population, \$150k+ Income)

“I like it because a coin is an aesthetic, so it is an art form and I thought that was appropriate.” (New York, General Population, \$150k+ Income)

“And I like the fact that it compares art, which I love, to a coin, which I think is just perfect.” (Chicago, General Population, \$100-150k Income)

“It speaks to the beauty of the coin in kind of a poetic way.” (Chicago, General Population, \$100-150k Income)

“It's clever and I like the analogy between art and [coin].” (Chicago, General Population, \$100-150k Income)

“It's telling me that this is not a coin that you drop in a meter or something. It's a piece of art, something that you look at for its beauty, not for its face value.” (Chicago, General Population, \$150k+ Income)

“The way they were describing it . . . it's created by a famous sculptor and it's been made more beautiful than the original and you can go see his works in the museum and it'd be something that I would like even as a non-collector.” (New York, General Population, \$100-150k Income)

“It's more interesting; like an art form and I'd be interested in perhaps collecting because I'm interested in art.” (New York, General Population, \$100-150k Income)

“An art form in a coin form makes it sound like you're really going to pay a premium for this coin compared [to the] weight of what the gold is worth. You're going to pay a real high price. That means I may have to wait around 15 years before I can really make any money off this coin if I wanted to invest in it.” (Los Angeles, General Population, \$150k+ Income)

“How do you create the most beautiful coin ever made? You improve the most beautiful coin ever made.”

Participants liked this headline although a few thought the headline was repetitive and one participant thought the headline should stop after the first line. A few participants liked the use of the word “beautiful” but one participant didn’t like being told something is the “most beautiful.” In general, it did create some confusion but received the second highest rating by respondents.

“It was concise.” (Bethesda, General Population, 150k+ Household Income)

“It's the second time they're doing it and it was kind of . . . it caught me.” (Bethesda, General Population, 150k+ Household Income)

“I don't like being told something is the most beautiful coin ever made when it's really, it's an individual decision.” (New York, General Population, \$150k+ Income)

“Kind of gimmicky, it reminds you of something you'd say about an automobile maybe.” (Chicago, General Population, \$100-150k Income)

“I just like the part where it says beautiful.” (Chicago, General Population, \$100-150k Income)

“Why fix it if it's not broken. It's already the most beautiful coin.” (Chicago, General Population, \$100-150k Income)

“It also might look unaffordable for someone . . . this looks exclusive, [it] may not be in my budget to buy it. But beautiful is in my budget.” (Los Angeles, General Population, \$100-150k Income)

“I would like, how do you create the most beautiful coin ever made, and [would] leave off, you improve the most beautiful coin ever made. It's repetitive.” (Los Angeles, General Population, \$100-150k Income)

“How do you create the most beautiful coin ever made, if they had a picture of the old coin, vis-à-vis now the new coin underneath, then the whole story would be complete.” (Los Angeles, General Population, \$100-150k Income)

“If you were alive in 1907, this may be déjà vu.”

Participants were not excited by this headline. It received the second lowest score among respondents. A few participants did not believe there were many people who were alive in 1907 and therefore didn’t think many people would have the feeling of déjà vu. Those who liked it believed it was fun.

“I like the whimsy of it.” (New York, General Population, \$150k+ Income)

“[It’s] just nice and light and fun.” (New York, General Population, \$150k+ Income)

“Not everybody knows what déjà vu means.” (Los Angeles, General Population, \$150k+ Income)

“Not a lot of people have seen the coin, so it will not be déjà vu, so I would feel like that's like an insult to me.” (Los Angeles, General Population, \$150k+ Income)

“Déjà vu. Eww.” (Bethesda, General Population, 150k+ Household Income)

“It's quite cheesy, to be honest with you.” (Chicago, General Population, \$100-150k Income)

“I don't know how many people are around from 1907.” (Chicago, General Population, \$100-150k Income)

“Comets come around more frequently than this coin.”

Participants had equal reactions to this headline and the déjà vu headline. A few understood the meaning while a few others didn’t think it would appeal to potential buyers. Many participants understood this headline to mean the coin is rare while a few participants were unsure how frequently comets come around. One participant didn’t understand why a coin would be linked to a comet.

“I couldn't remember how often comets come around.” (Bethesda, General Population, 150k+ Household Income)

“That kind of confused me.” (Bethesda, General Population, 150k+ Household Income)

“[This message is] showing value, [the coin is] not around every single day. That caught my eye.” (New York, General Population, \$100-150k Income)

“As a scientist, I know most people get turned off by anything scientific. So if you don't know what comets are, you're lost already.” (New York, General Population, \$150k+ Income)

“It's actually cheesy. It basically tells you that there's some historical and antique value to it . . . you'll never be able to get this, [it] so rarely it comes around, this is your shot to get it.” (Chicago, General Population, \$100-150k Income)

“I think it's clever, but unsophisticated.” (Chicago, General Population, \$100-150k Income)

“It's telling you it's rare. Very rare.” (Chicago, General Population, \$150k+ Income)

“I like that. It indicates rarity.” (Los Angeles, General Population, \$150k+ Income)

“Over a hundred years in the making, calling it highly anticipated is a bit of an understatement.”

Participants also found the phrase “over a hundred years in the making” confusing. They were unsure if this meant the U.S. Mint had been continuously working on making the coin for a hundred years and a few participants found this unlikely and unbelievable. Participants also wondered who was highly anticipating the coin.

“It also sounds like there was some commission for it over a hundred years ago. I mean I'm just putting it in a very simple way, and it was their mission to produce this coin and here it is after all this time.”
(Bethesda, General Population, \$100-150k Household Income)

“When I see over 100 years in the making, I think it's similar to the De Beers' ads for diamonds because diamonds take a long, long time to go through that morphing process in geology, so I didn't find a negative with it.” (Los Angeles, General Population, \$100-150k Income)

“What I didn't like is: a bit of an understatement.” (Chicago, General Population, \$100-150k Income)

“I don't even understand what that means, 100 years in the making.” (New York, General Population, \$150k+ Income)

“I think the whole thing is very misleading. It says over a hundred years in the making which implies that from 1907 they have planned to bring this out, but I really doubt that. They probably just decided in 2007 [to] do a coin.” (New York, General Population, \$100-150k Income)

“I don't think there's anything that took a hundred years to make.” (Chicago, General Population, \$150k+ Income)

“At what point is it technically considered a sculpture?”

Participants liked this headline the least. While many participants liked the headline comparing the coin to an art form, a few thought saying it was a sculpture took the analogy too far. One participant said, “it’s a coin, it’s not a sculpture.” Another participant found the heading in question form to be vague.

“I think it's very clever that it's a coin and also a famous sculptor, so it's kind of like mixing the two of them together and unfortunately . . . I think would only appeal to someone who knew about the sculptor, knew about the coins, it would have too limited an audience.” (New York, General Population, \$100-150k Income)

“I think it went over the top. The one before it, an art form in coin form, okay. But now they're going over the top trying to call it a sculpture.” (Chicago, General Population, \$150k+ Income)

“It's a coin, it's not a sculpture . . . ” (Chicago, General Population, \$150k+ Income)

“For me there's a discrepancy between the words technical and sculpture. Sculpture conjures up art; [the word] technically [is] in a different world. So they're putting two disparate words together and it's not in sync. You can throw out the word technically and it might even improve it. At what point is it considered a sculpture.” (Los Angeles, General Population, \$150k+ Income)

Comments on the font used in the last two headlines

The font for the last two headlines was a cursive script that many participants liked although a few found it difficult to read. A few participants thought the script brought an appropriate historical context to the headlines, reminding them of the Constitution.

“I guess something about the script; it reminds me of looking at like the Constitution or something.”
(New York, General Population, \$150k+ Income)

“I like the calligraphy, how they did that.” (Chicago, General Population, \$100-150k Income)

“It really goes with the time probably of the original coin, 1907.” (Los Angeles, General Population, \$150k+ Income)

“The writing is very traditional and formal. Almost like the writing on the Constitution. I mean it really grabs you.” (Los Angeles, General Population, \$150k+ Income)

“[The font] has more of an elitist appeal.” (Los Angeles, General Population, \$150k+ Income)

“It's hard to read.” (Los Angeles, General Population, \$100-150k Income)

“Our parents used to talk about, you know, writing legibly and clearly and they actually got graded on it, so to me it's really perfect for the historical reference.” (Los Angeles, General Population, \$100-150k Income)

“[The wording has] my interest, but I just don't like the font” (Los Angeles, General Population, \$100-150k Income)

“The font, I mean it's actually jarring the balance of the font, I think it should be smaller because juxtaposed against the rest [makes] it kind of busy to me.” (Los Angeles, General Population, \$100-150k Income)

VI. The Coin

Halfway through the groups, participants were shown the actual coin. Due to the delicate nature of 24 karat gold, the coin was shown in a plastic case. Participants found the coin to be beautiful and artistic. Although the participants were not coin collectors, a few participants said they would be willing to buy the coin after seeing it in person. Participants also expected the coin to be larger because of its size in the ad. One participant thought the ad should include the words “not actual size”. Another participant suggested making the coin thinner resulting in a larger coin. The majority of participants in each group also liked the presentation of the coin in the box and thought the box should be included in the ad. One participant wanted to wear the coin as a pendant on a necklace. A few participants said seeing the presentation of the coin made them think it would be a nice gift or heirloom to pass down to future generations. Along these lines, a few participants wanted to be able to include a personalized message on the box and have an insert about the artist included with the coin.

“Just a very attractive piece and it's a good heirloom.” (Bethesda, General Population, \$100-150k Household Income)

“Just like you collect like really nice artwork, there are some pieces that you collect for your home that you'd like to pass on, that would be something like that, that I would like to pass on.” (Bethesda, General Population, \$100-150k Household Income)

“You could make a pendant.” (Bethesda, General Population, \$100-150k Household Income)

“[After seeing the ads] I thought [the coin would] be larger.” (Bethesda, General Population, \$100-150k Household Income)

“I actually thought it was more impressive looking than it looks in the picture because of the shine on it.” (Bethesda, General Population, \$100-150k Household Income)

“I like the package, the coin itself is beautiful, and the box is beautiful, it would be something that I would want to have in my home and look at occasionally and enjoy.” (Bethesda, General Population, \$150k+ Household Income)

“Boy, that's beautiful . . . if you're a collector, it means a lot, to the average person who isn't a collector, I don't think it means much.” (Chicago, General Population, \$150k+ Income)

“I like the box better than the coin.” (New York, General Population, \$150k+ Income)

“It to me is not as beautiful as I sort of thought it might be . . . it doesn't look like really beautiful gold to me.” (New York, General Population, \$150k+ Income)

“The box sold me, with it sitting in the box, I would like to see spotlights on it, sitting up somewhere, that definitely sold me.” (New York, General Population, \$100-150k Income)

“It's a small point, but I mean the issue of a note on the ad indicating not actual size.” (New York, General Population, \$100-150k Income)

“I would like to have presented to and the date [on the box]. (Los Angeles, General Population, \$100-150k Income)

“Actually the relief is really outstanding.” (Los Angeles, General Population, \$100-150k Income)

“It was stunningly beautiful. I mean I don't even think about coins and it just, it was like whoa, this is gorgeous.” (Los Angeles, General Population, \$100-150k Income)

“In the insert sheet that they put in the box, they could talk about the artist . . . I'd like to know a little bit about the artist that did it.” (Bethesda, General Population, \$100-150k Household Income)

VII. Pricing

Pricing is always difficult to collect information on because people want the cheapest price. Focus group participants were given three price points and asked to rate the fairness of the price on a 1-5 scale with 1 being unfair and 5 being very fair. Not surprisingly, the majority of participants in each group found the \$1,200 price point the fairest. A few participants thought the price point would be the market price of gold minus the price of the box as the amount they would be paying for the box. A few other participants thought one must consider not just the market price of gold but also the added artistic value; despite this, most found the \$1,500 price point too high. Many participants indicated that because the coin is mass produced and there is no upper limit on the amount that would be produced, it did not have the same valuation as art. While many were interested in the coin, they did not feel the same personal connection that they do with a picture of figurine. Interestingly, one participant noted there was a difference in buying the coin as a gift versus an investment and seemed more willing to accept markup over the price of gold for a gift.

“I would say twice [the price of the market value of gold].” (Bethesda, General Population, \$100-150k Household Income)

“There is an added value here of the art, not just a piece of gold.” (Bethesda, General Population, \$100k–150k Household Income)

“The verbiage talked about the value of the coin, so I'm paying \$500 for the box?” (Chicago, General Population, \$100-150k Income)

“When you buy something, you don't know how much the artist is getting.” (Chicago, General Population, \$100-150k Income)

“I think if you can separate the value of the gold from the artistic value and give that a price, if you can appreciate the art, that it is worth the differential.” (Chicago, General Population, \$100-150k Income)

“I think [the coin has] got to be worth a little more since it was this world-famous sculptor.” (Chicago, General Population, \$150k+ Income)

“I think the gold might be worth \$900, but you gotta factor in overhead, you gotta factor in profit, selling it, you gotta factor all of that in [and] the U.S. Mint is trying to make money as well.” (Bethesda, General Population, \$100-150k Household Income)

“If I buy it as a gift, purely as a gift, whatever the gold is, I don't care . . . it's a gift. If I buy it as an investment, I'm sure interested in how many they're going to make and where do I think the price of gold is going to go to.” (Bethesda, General Population, 150k+ Household Income)

VIII. Marketing Ideas

Participants in two of the focus groups were asked to: identify audiences that would be interested in the coin, describe the messages they thought would resonate with the audience, and indicate where this audience could be reached. Although messages tended to be tailored to each audience, many participants focused on the “newness” of the coin (i.e., cutting-edge technology, new product), as well as the historical aspects.

The potential audiences were grouped into three categories: people who would buy the coin for themselves, people who would buy the coin to give as a gift, and an “other” category for museums. Participants thought different types of magazines could be used as a method to reach each category of audience.

Audience	What Message(s) Appeal to This Audience?	Method to Reach the Audience?
SELF BUYERS:		
Coin Collectors	re-striking/history/latest product/uniqueness/art/quality	<ul style="list-style-type: none"> • special journals • coin shops/shows • Web sites • magazines • post office mailings
Art Collectors	technology/artist/double eagle/St. Gaudens/in museums	<ul style="list-style-type: none"> • magazines (e.g., <i>Architectural Digest</i>, <i>Smithsonian</i>) • The Met • art shows
Historians	Teddy Roosevelt/Democracy/designer	<ul style="list-style-type: none"> • museums • Web sites • magazines (e.g., <i>National Geographic</i>, <i>Smithsonian</i>, <i>AARP</i>, <i>Biblical Archaeology Review</i>) • History channel
Investors	limited edition/24k gold/long-term value	<ul style="list-style-type: none"> • Newspapers (e.g., <i>New York Times</i>, <i>Wall Street Journal</i>) • Sunday supplements • magazines (e.g., <i>Forbes</i>, <i>BusinessWeek</i>, <i>Fortune</i>, <i>Money</i>, <i>Investor Weekly</i>, <i>Robb Report</i>)
Leading Edge/Avante Guard	uniqueness/double strike/high relief/bragging value	<ul style="list-style-type: none"> • Web sites • magazines (high end)
Attorneys/Doctors/ Professionals	gift/value/snob appeal/business premiums	<ul style="list-style-type: none"> • Professional Associations (e.g., AMA, ABA)
Fashionistas	coolness/latest thing/“bling”	<ul style="list-style-type: none"> • magazines (e.g., <i>Hamptons Magazine</i>, <i>W</i>)
High-End Jewelry Designers	value/ artistic	<ul style="list-style-type: none"> • direct approach

GIFT GIVERS:		
Specialty Collectors	technology/exclusivity/limited time/affordability	<ul style="list-style-type: none"> • direct mailings (targeted toward high-income populations) • airline magazines • Neiman Marcus catalog
Grandparents	future/special gift/ investment/ 24k gold	<ul style="list-style-type: none"> • QVC • History channel • AARP • magazines (e.g., <i>Southern Living</i>)
High-End Companies/ Executive Gifts	value/quality	<ul style="list-style-type: none"> • high-end jewelry stores • airline magazines • yacht clubs
OTHER:		
Museums	St. Gaudens	<ul style="list-style-type: none"> • American Association of Museums

APPENDIX: FINAL MODERATOR GUIDE

Focus Group — UHR Coin

Moderator Guide

Ground Rules and Introduction

- Thank respondents for taking time out of their schedules
- Explain purpose of discussion
- Tell them how long group will last
- No right or wrong answers
- Goal is to hear a variety of viewpoints, not to reach consensus
- Confidentiality assurance, inform of audio taping, observers, notes
- Speak as loudly as moderator, and speak one at a time
- Warn talkative and quiet people that everyone gets a chance to speak
- Observe common courtesy
- Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and tell me one hobby you have or something you do outside of work.

(MODERATOR: listen for any collectors and ask: How do you make the decision about purchases over \$1,000 for your collection?)

I. Hobbies

Let's start by talking about hobbies:

- A. Has anyone in the room ever collected coins or stamps or had someone in their family do so? Who, how long, what did they collect?
- B. Now let's focus in on collecting coins a bit — what do you think about collecting coins?
- C. What does it mean to be a coin collector? What are the different ways that people collect coins?
 - a. Probe: How about those who collect the state quarters?
 - b. Probe: Those who collect a few rare coins?
 - c. How many coins does someone need to collect to be called a "coin collector"? (moderator: listen for number of coins or value of coins)
- D. So, if someone buys just one coin, how would you classify that person?

II. Advertising Materials

Next I'd like to show you some print advertisements that would run in magazines to get your reactions to them. (**MODERATOR: HAND OUT FIRST AD (ROTATE ORDER BETWEEN GROUPS) AND ASK PEOPLE TO NOT SAY ANYTHING. Read the copy out loud and explain it will be the same in all six ads.**)

Please circle what you like in the ad and cross out what you do not like.

Let's start with straight reactions to the overall ad:

- What is this ad telling us?

(moderator: listen for CLARITY OF MESSAGE/INTERESTING/APPEALING/UNDERSTANDING)

- Is the message presented in the concept clear? Anything confusing?
- Would you describe the message as interesting and/or appealing?
- Is this message important/relevant to you?
- What is helpful in the ad? (What did you circle?) Why?
- What is not helpful? (What did you cross out?) Why?

What is missing from the ad? What additional information would you like?

(MODERATOR: Handout additional information page)

Read through, circle what you like, cut out what you don't like.

Then walk through each statement and ask:

- What was helpful?
- What was confusing or unclear?

Copy Points in Advertising

1. In 1905, President Theodore Roosevelt invited world-renowned sculptor Augustus Saint-Gaudens to redesign American coinage for circulation. Roosevelt thought the coins at the time were unattractive and that coins were one of the most visible, tangible representations of a country.

2. The 1907 Saint-Gaudens' Double Eagle gold coin is considered to be one of the most beautiful coins ever produced, rival to those throughout Europe and the world both currently and in history.

3. The 1907 Double Eagle coin was never able to be produced in ultra high relief, as envisioned by Saint-Gaudens. Three attempts were made to produce an ultra high relief coin; however production processes during this time did not succeed. The final attempt was a high relief gold coin which was able to be produced in mass for circulation. The face value of the 1907 circulating gold coin was \$20.

4. Saint-Gaudens' work is found in more than 50 national museums throughout the world including the National Gallery of Art in Washington, D.C., the Metropolitan Museum of Art in New York City, and the National Portrait Gallery in London.

5. Using the latest technology, the 2009 Ultra High Relief Double Eagle Gold Coin will achieve the highest relief of any United States Mint coins, as Saint-Gaudens had envisioned for the 1907 Double Eagle.

6. By law, the coin will only be minted in 2009; minted to demand or the orders taken during the 12-month period.

7. The coin is 24k gold and weighs one ounce. Purity is guaranteed by the U.S. Government.

HEADLINES

Now, let's look at the next page . . .

(MODERATOR: READ HEADLINE ALOUD)

Based on what you now know about the coin, do you think this headline best captures the coin?

What is the message telling you about the coin?

(MODERATOR: Repeat for all headlines)

Now, you have seen six print ads, I would like each of you to select the two headlines that you like the most. (GO AROUND THE ROOM AND COUNT VOTES.) What about it appealed to you?

Based on what you have seen and heard so far, would anyone be interested in purchasing this coin?

III. The Coin

Now, I want to show you the actual coin that is being described in these ads

(MODERATOR, SHOW THE COIN):

Now that you have seen the coin, let me ask you:

1. Do you think you would buy this coin? Why or why not?
 - a. If you think you would buy this coin, what would be the purpose of your buying it?
(LISTEN FOR: Birthday present, gift occasions, investment purposes . . .)
 - b. How many of these do you think you would buy?
2. Thinking back to those ads you saw, did this coin look like you thought it would look? Why or why not?
3. What was missing from the ads that should be there to better describe this coin to people?
4. How would you change these marketing materials to make them better now that you've seen the coin?

IV. Pricing

Now that you have seen the coin, I'd like to ask you some questions about putting a price tag on this coin.

Ok, so the coin is 24k Gold which is one ounce of gold.

1. Does anyone know what an ounce of gold costs on the market today?

(MODERATOR: If no one knows, tell them that one ounce of gold on the market today is approximately \$900).

2. How much should this coin sell for?
3. How fair of a price would you think \$1,500 is for this coin. Let's use the scale, "1" to "5" where "5" is very fair and "1" is not fair at all. **(MODERATOR RECORD RESULTS).**

- a. Why did you vote the way you did? Discuss
 - b. For those who didn't think it was fair, what more would you want to know to make that a fair price?
 - c. How about if the price was lowered to \$1,350? Let's vote again. (**MODERATOR, RECORD RESULTS**)
 - d. Finally, what about \$1,200. One final vote: (**MODERATOR, RECORD RESULTS**)
4. Now that we have seen the coin and talked about its contents and history, do you think you would buy this coin at (insert price with most votes)? Why or why not? (**MODERATOR: What was compelling; what changed people's mind?**)
- a. If you think you would buy this coin, what would be the purpose of your buying it? (**LISTEN FOR: Birthday present, gift occasions, investment purposes . . .**)

V. Marketing Ideas

- A. What other information would you like to have about the coin?
- B. Did you hear anything interesting or unexpected about the coin tonight that piqued your interest in it? What?
- C. Now that you have seen the coin, and heard the price range for the coin, I'd like to ask you to help me brainstorm who would be the ideal audience for this coin. I'm going to write your answers up on the board. (**MODERATOR, RECORD RESULTS ON WHITE BOARD.**)
- D. How do we reach these people? What kind of marketing efforts should the U.S. Mint undertake to get to these people?
- E. Which messages do you think should be communicated to these people to interest them in the coin?

VI. Closing

- To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could best get the word out about this coin.

Thanks!

U.S. Mint Branding Survey Study Results



Executive Presentation
February 27, 2008



- **Interviewed groups of Americans:**
 1. **Random adults, (n=1,000)**
 2. **Cities with Mint Facilities: San Francisco, Denver, Philadelphia, Ft. Knox, West Point, Washington DC (n=400 each)**
 3. **Two “Control” Cities: Los Angeles, Dallas (n=400 each)**
- **Field period: January 7 – January 27, 2008**

Questions Asked



- **Self-Reported Knowledge of Agencies**
- **Knowledge of Federal monetary, currency and policy agencies**
- **Knowledge of Mint Job Functions**
- **Mint Approval Ratings**
- **Perceptions of Non-Federal Mints**

Key Findings – Overall



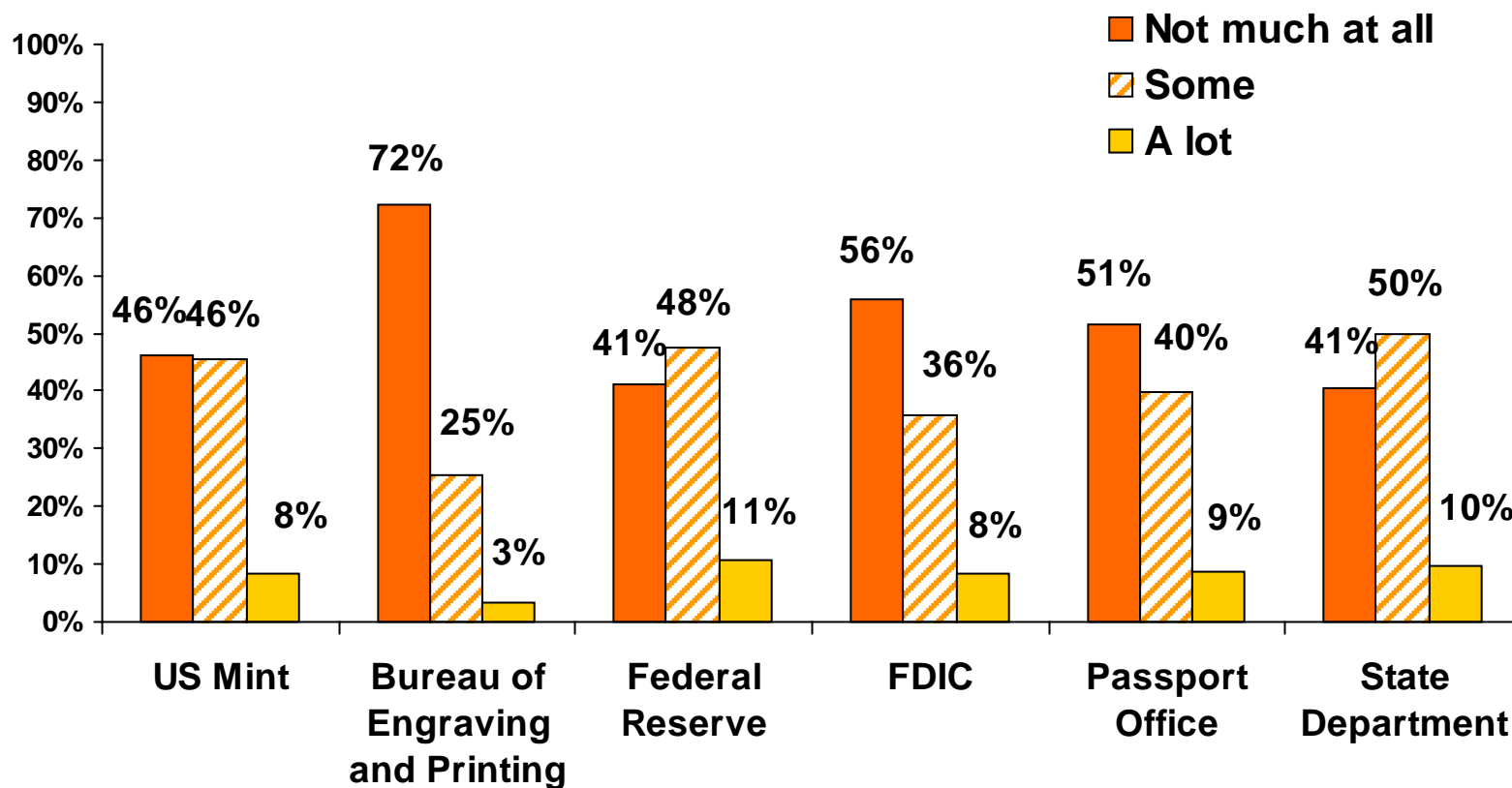
- The American public has favorable view of the U.S. Mint, but confusion exists over exact role.
- Adults with the greatest knowledge have more positive views. Therefore, educating the public on U.S. Mint functions can drive awareness AND positive perceptions.
- Most favorable messages are around Mint as a revenue generator and protecting the nation's gold and silver assets.
- Advertise, advertise, advertise. Recommended by nearly five times as many adults for “one action Mint can do to better serve public”.
- The Mint's presence in six American cities does not readily lead to greater knowledge or favorability ratings of the Agency.

Federal Monetary Agency and US Mint General Knowledge

More than Half of Adults Think They Know Some or A Lot about the U.S. Mint



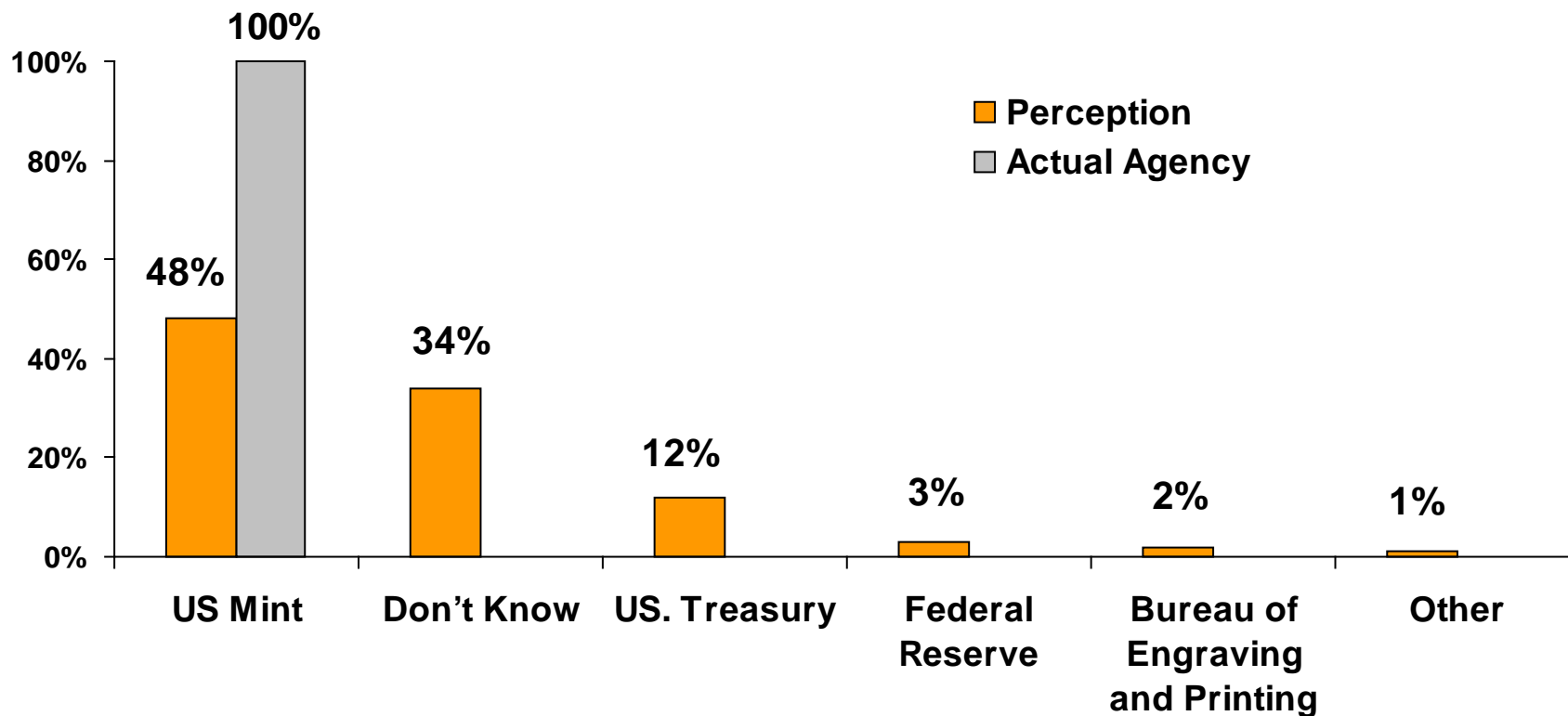
How much do you know about the following Federal Government agencies?



About Half Can Name the Mint as the Agency Who Produces U.S. Coins



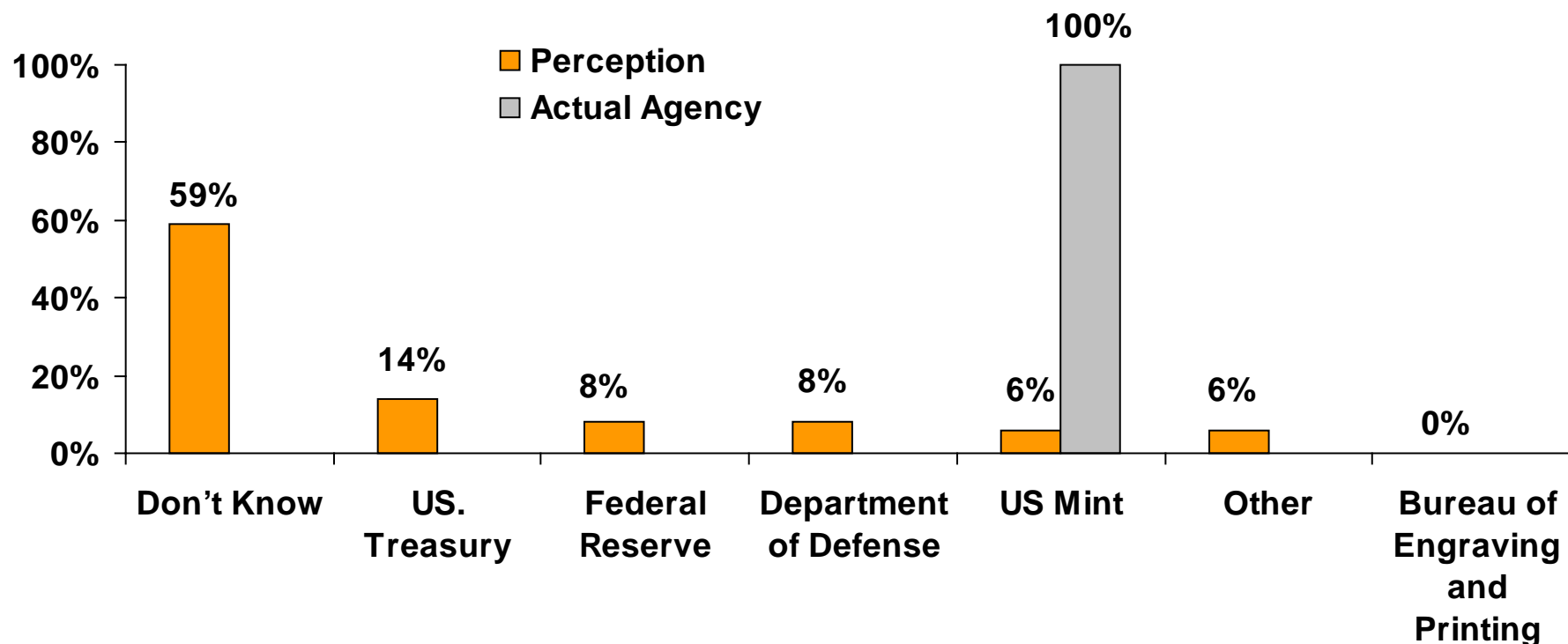
Do you know the name of the agency in the Federal Government that produces U.S. Coins?



Only 6% Know the Mint is the Agency Who Oversees Fort Knox



Do you know the name of the agency in the Federal Government that Government that oversees Fort Knox?



Americans are More Knowledgeable About the Mint than Other Federal Monetary Agencies



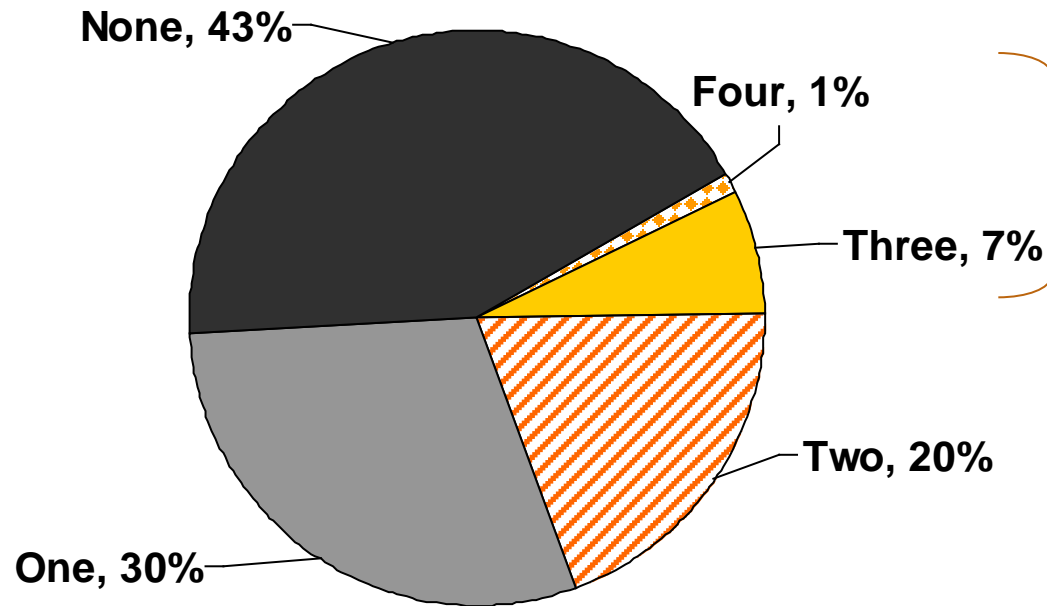
Knowledge of Federal Monetary Agency Roles

Role/Activity	Correct Agency	% Naming Correct Agency	% Naming Wrong Agency	% Don't know
Who Makes Coins	U.S. Mint	48%	18%	34%
Who Oversees Ft Knox	U.S. Mint	6%	35%	59%
Who Prints Dollar Bills	Bureau of Engraving & Printing	8%	53%	39%
Who Regulates the Money Supply	Federal Reserve	31%	19%	50%

Overall, Most American's Not Very Knowledgeable about Federal Monetary Agency Roles



Number of Federal Monetary Agency Roles Correctly Identified



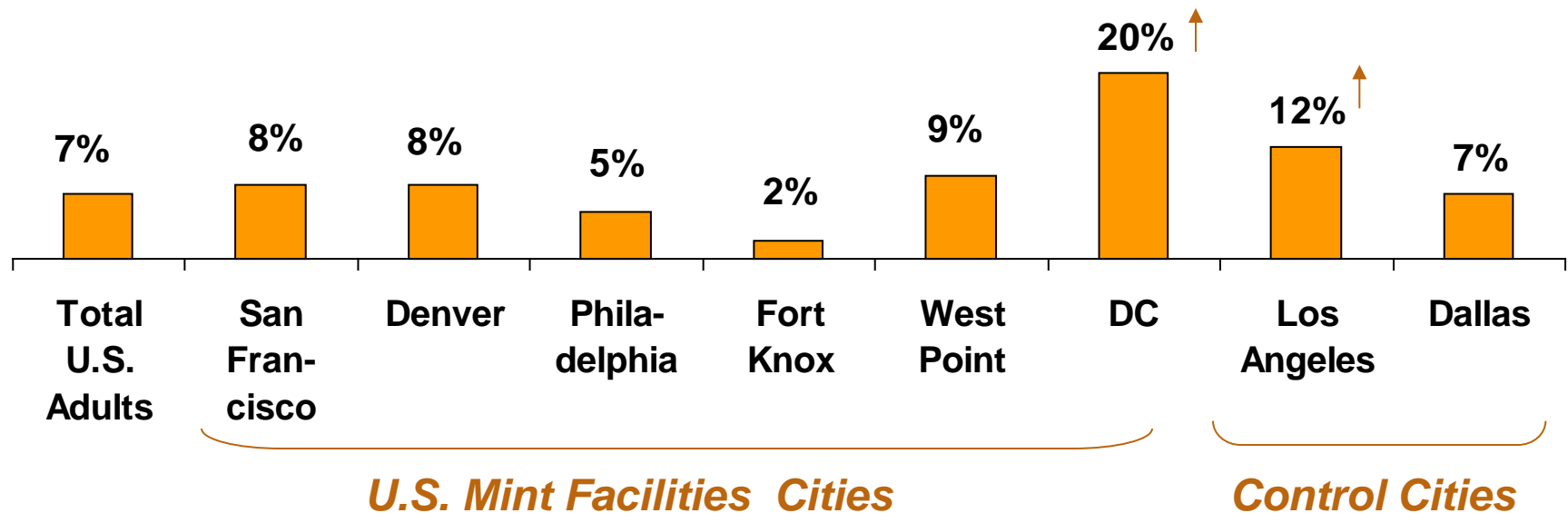
**High Knowledge =
3 or 4 correct**

Living in a City Where the Mint has Facilities Does NOT Mean Adults are More Knowledgeable



% of Adults with “High Exhibited Knowledge” of Federal Monetary Agencies

% of Adults Naming 3 or 4 out of 4 Agencies Correctly

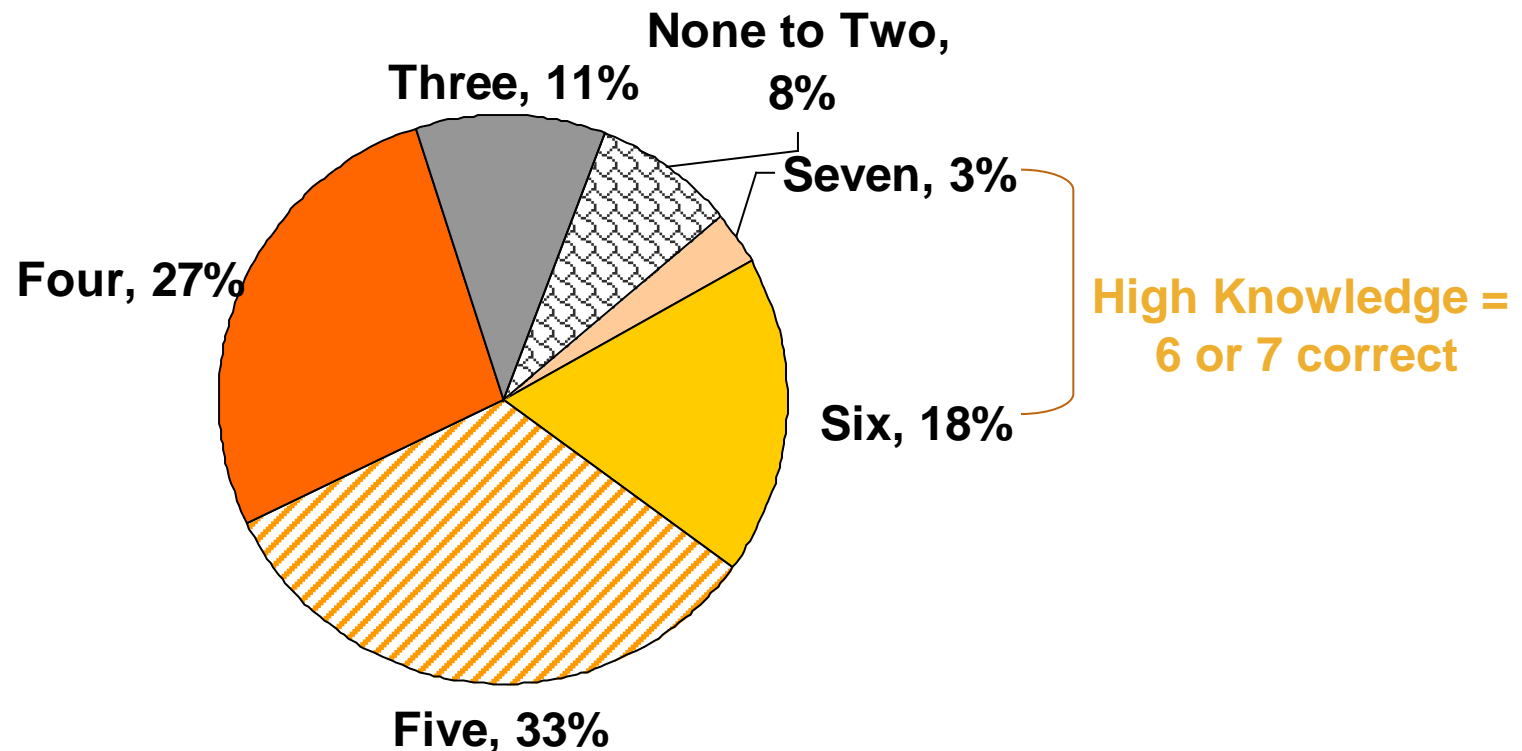


↑ Denotes statistically HIGHER than total U.S Population

Adults are Somewhat More Knowledgeable About Specific U.S. Mint Functions



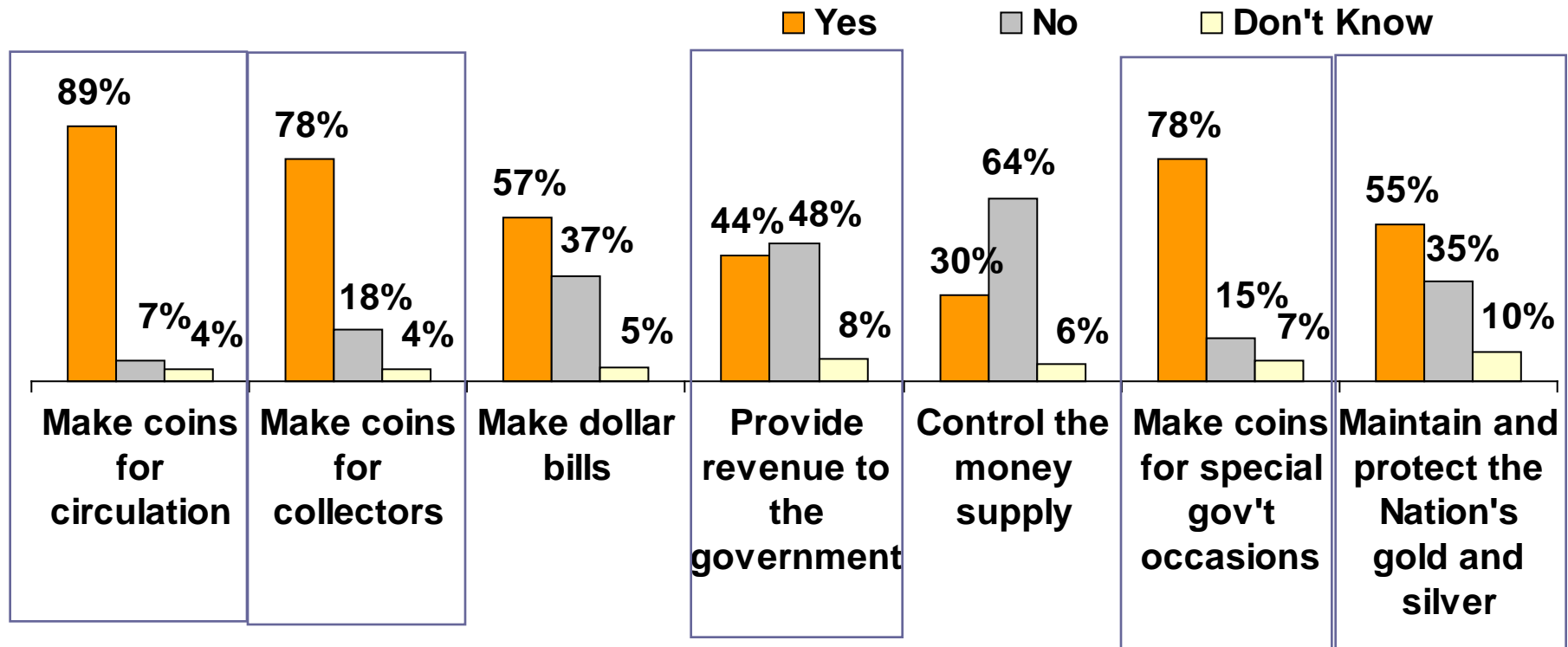
% of Adults with “High Exhibited Knowledge” of U.S. Mint Functions



Most Know the Mint Makes Coins, Few Know of Other Monetary Roles



Can you tell me which of the following are the main functions of the United States Mint?



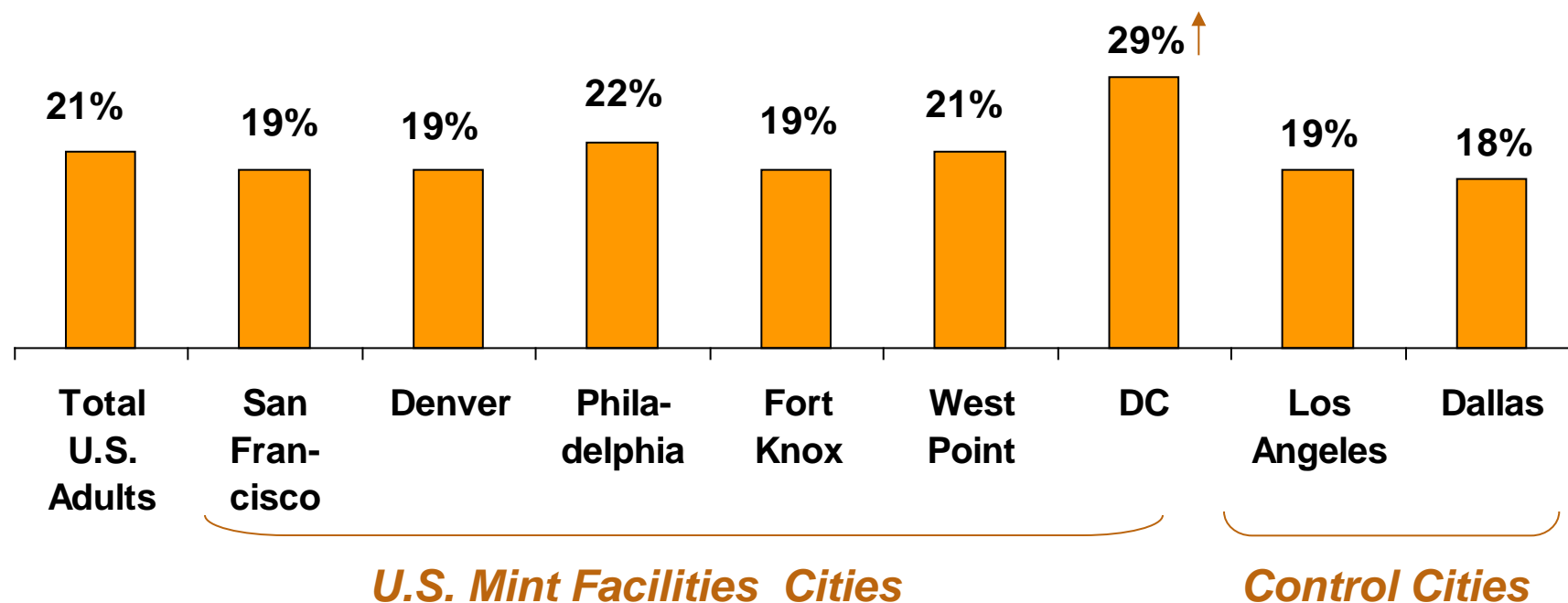
Boxes Denote Actual Mint Function

Only Adults in DC Exhibit Greater Knowledge of Mint Functions



% of Adults with “High Exhibited Knowledge” of U.S. Mint Functions

% of Adults Naming 6 or 7 out of 7 Mint Functions Correctly

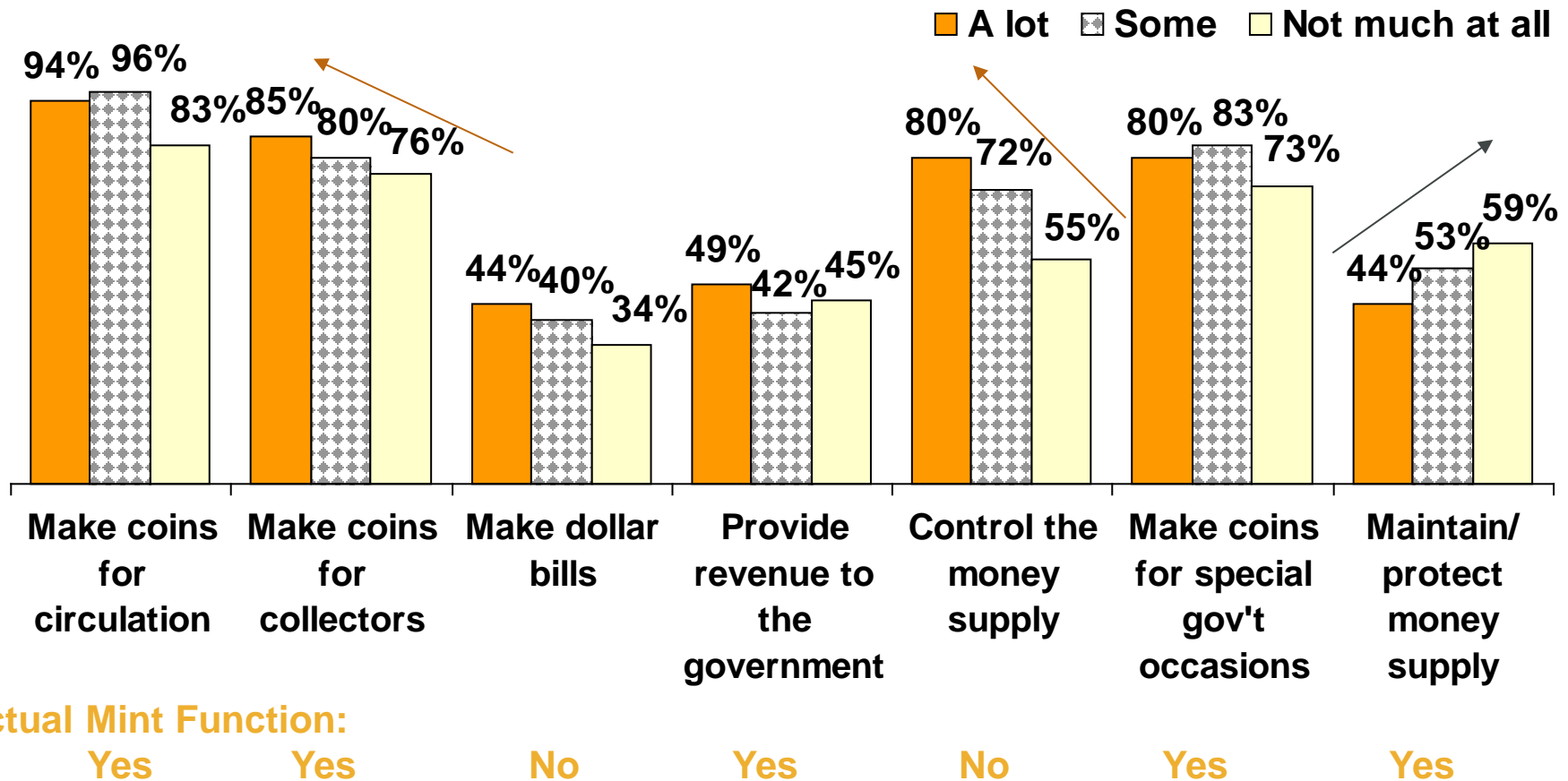


↑ Denotes statistically HIGHER than total U.S. Population

Adults who *Think* they Know About the Mint Aren't Necessarily More Knowledgeable



Exhibited Knowledge of Functions of U.S. Mint by Self-Reported Mint Knowledge % Giving Correct Response

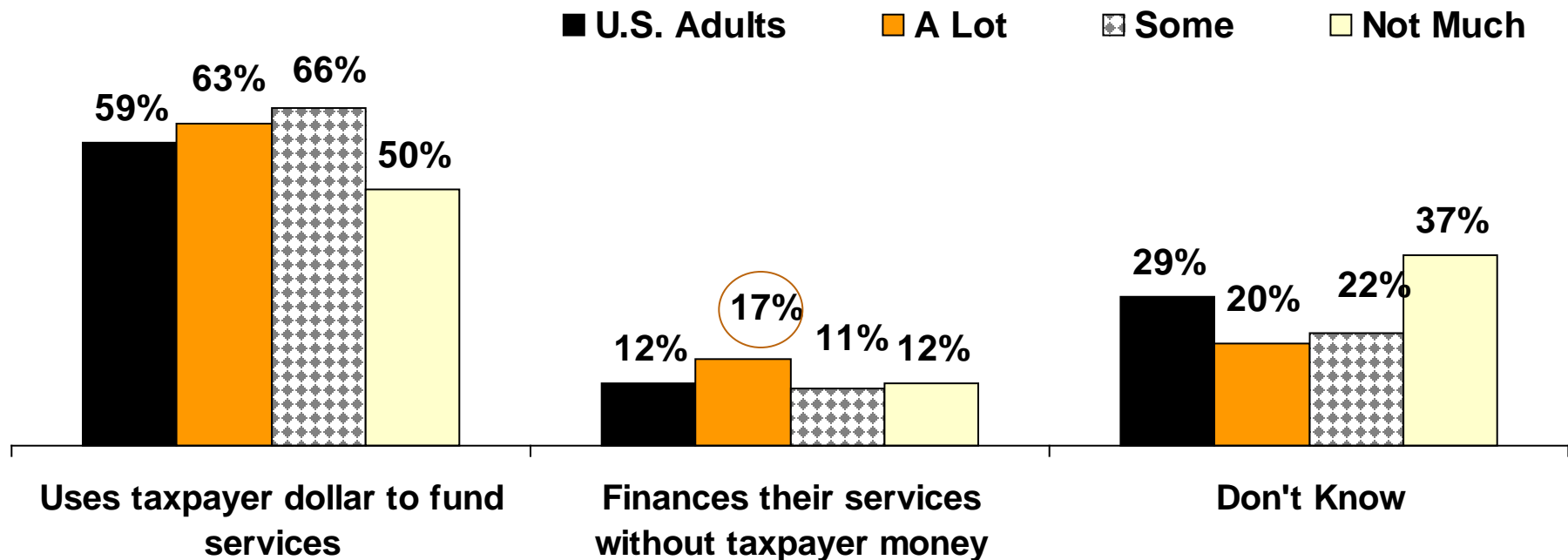


Very few Americans Know the Mint is Self Funding – Even those Professing Mint Knowledge



Do you know if the United States Mint Uses taxpayer dollars to fund their services or finances their services themselves without taxpayer money?

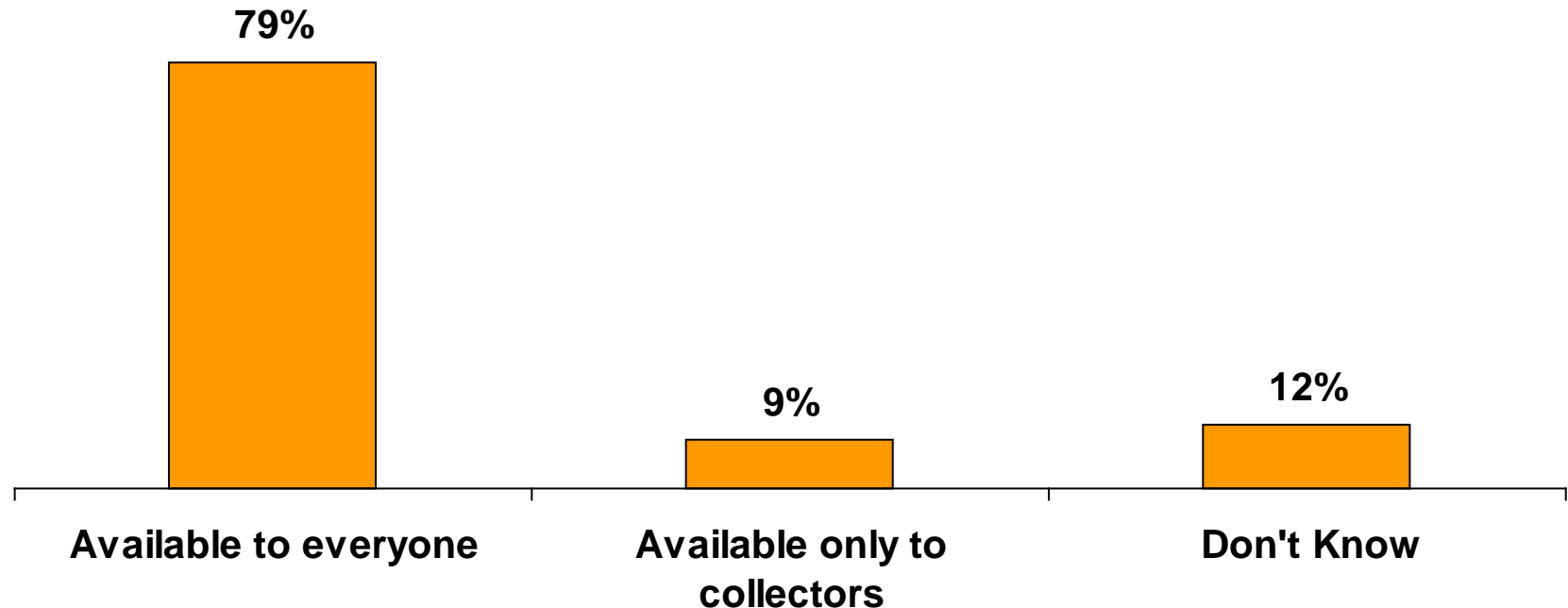
By Self Professed Mint Knowledge



Eight in Ten Americans Know Mint Products are Available to Everyone



Do you know if U.S. Mint products are available to anyone or only available to coin collectors?



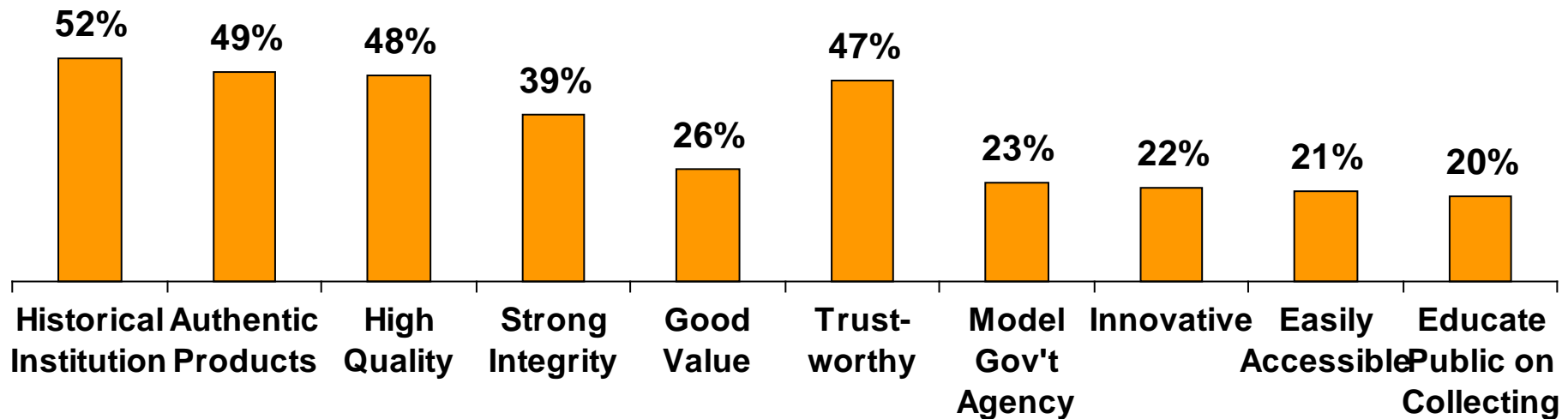
Perceptions of The U.S. Mint

Mint Seen as Exhibiting Quality, Authenticity and History



To what extent does each of the following words and statements describe the U.S. Mint?

% 5- Perfectly Describes the Mint



U.S. Mint Perception Factors



RELIABILITY (3 statements)

- High quality
- Authentic products
- Historical Institution

HONESTY (3 statements)

- Trustworthy
- A model government agency
- Strong Integrity

OUTREACH (2 statements)

- Educates the public about coin collecting
- Easily accessible to the public

PRODUCTS (2 statements)

- Innovative
- Offers products that are good value for the money

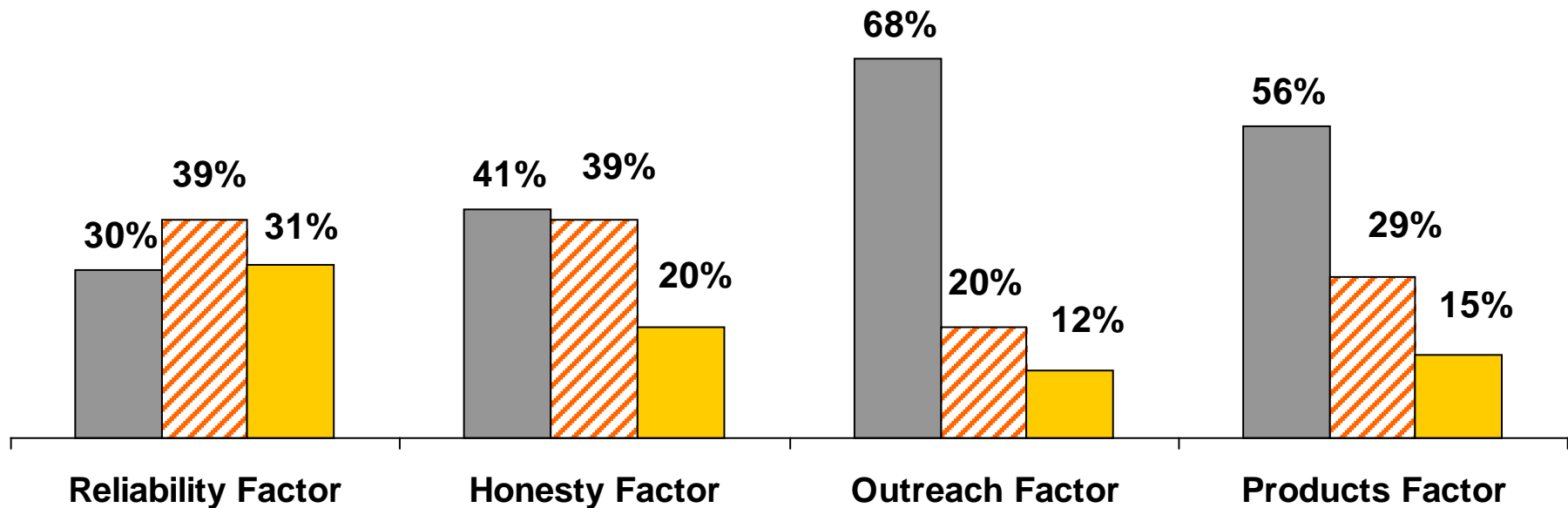
Q: To what extent does each of the following words and statements describe the U.S. Mint?

Mint not Seen As Offering Great Outreach or Innovation/Value



Perceptions of Mint Factors

■ Low ▨ Medium ■ High

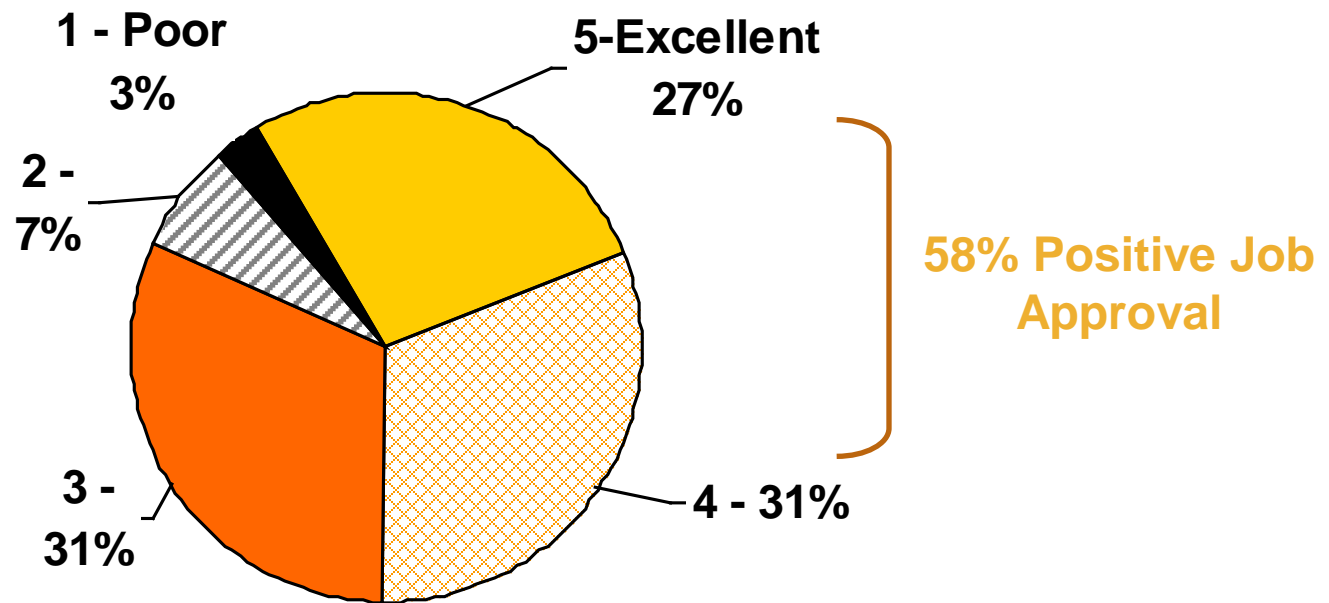


Based on average ratings. Low= 1.00-3.99; Medium=4.00-4.99 High= 5.00

Almost 6 in 10 Give the Mint a Positive Job Approval Rating



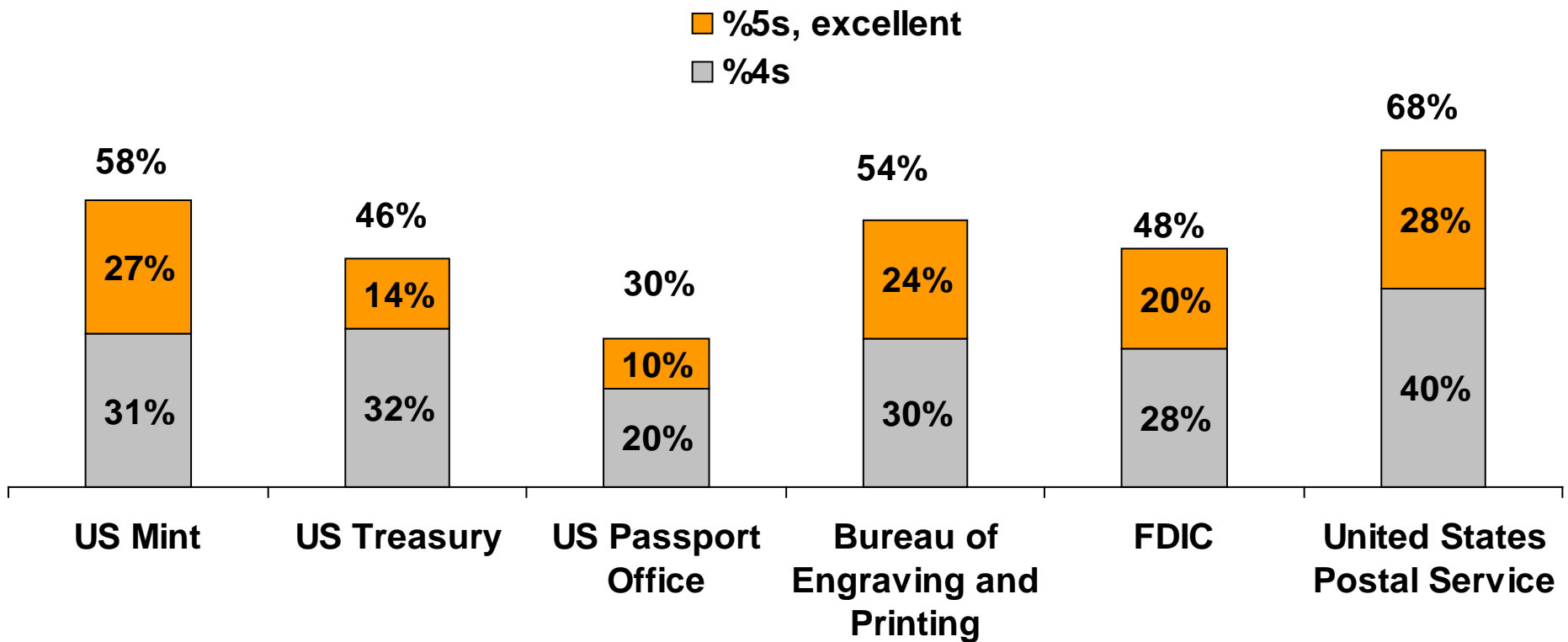
Rate how good of a job each of them are doing. Use a scale of “1” to “5” where “5” is excellent and “1” is poor.





Mint Rated More Positively than All but USPS

Rate how good of a job each of them are doing. Use a scale of “1” to “5” where “5” is excellent and “1” is poor.

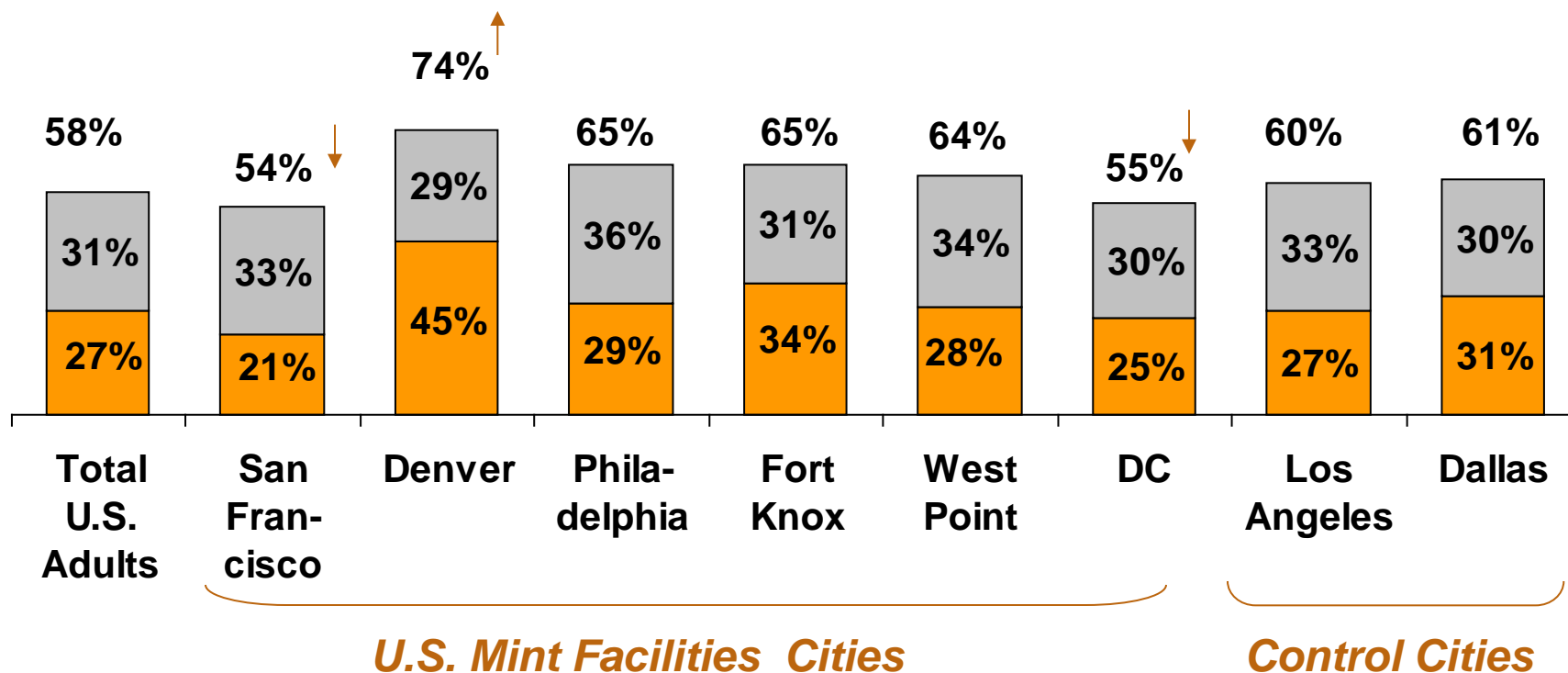


Adults in Denver Rate the Mint Higher than Those in Other Cities



Rate how good of a job The US Mint is doing. Use a scale of “1” to “5” where “5” is excellent and “1” is poor.

■ % 5-Excellent ■ 4%



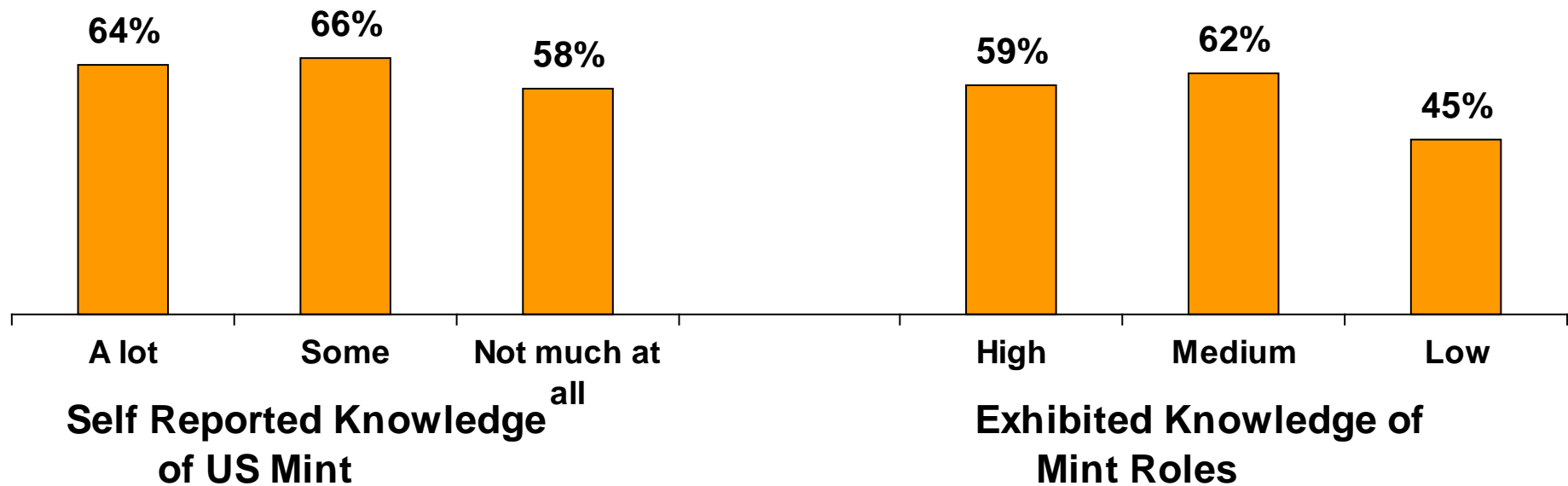
↑↓ Denotes statistically HIGHER/LOWER than total U.S. Population

Knowledge of the U.S. Mint's Roles Impacts American's Perception's of the Mint



Rate how good of a job The US Mint is doing. Use a scale of “1” to “5” where “5” is excellent and “1” is poor.

% Top-two Box (%5-Excellent/%4)

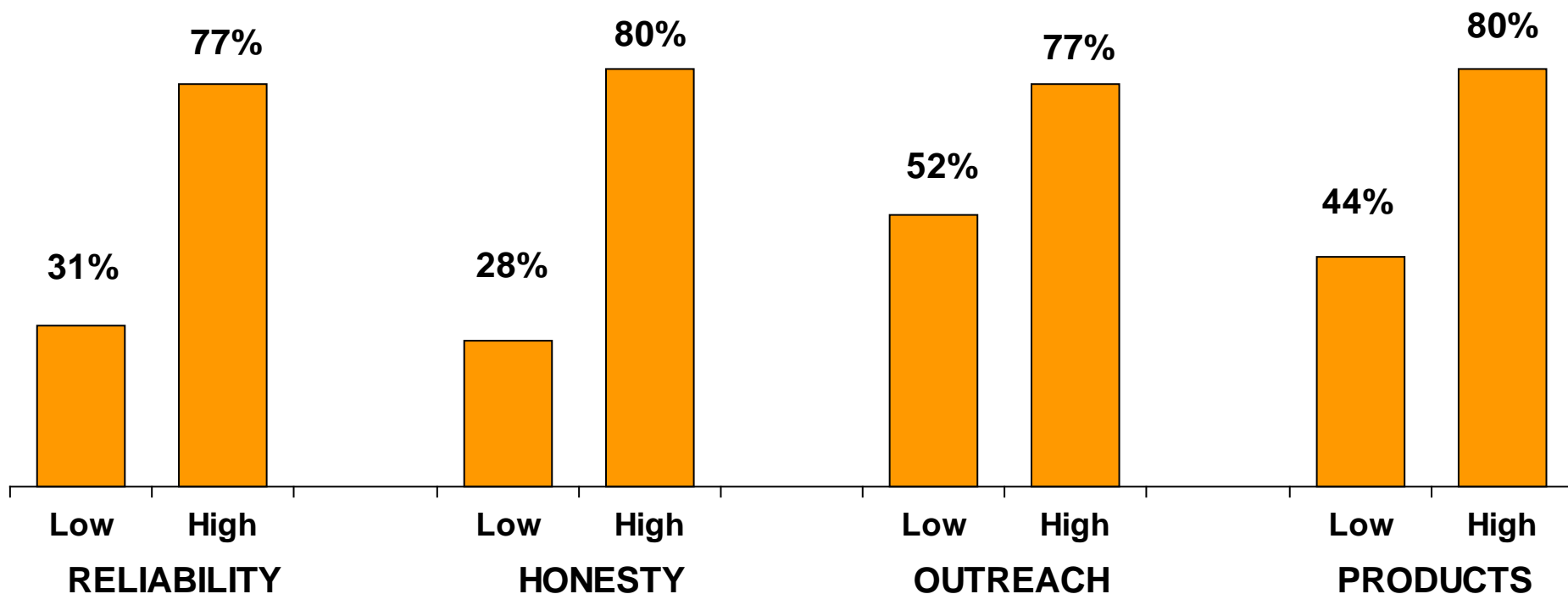


Reliability and Honesty Drive Higher Job Approval



Mint Job Approval Rating by Mint Perception Factors

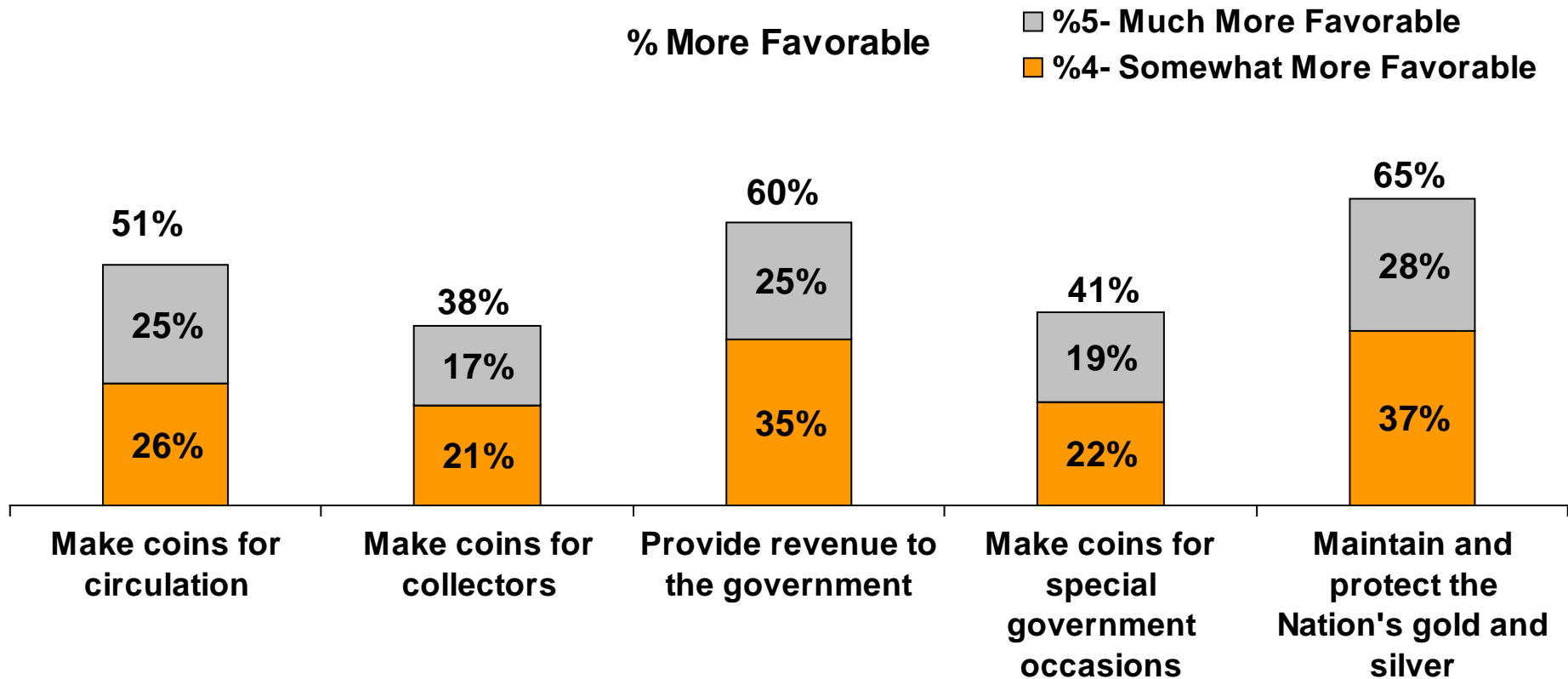
■ Job Approval (%4s and %5s combined)



Knowing the Mint Maintains the Nation's Gold/Silver and Provides Revenue Have Most Stated Impact



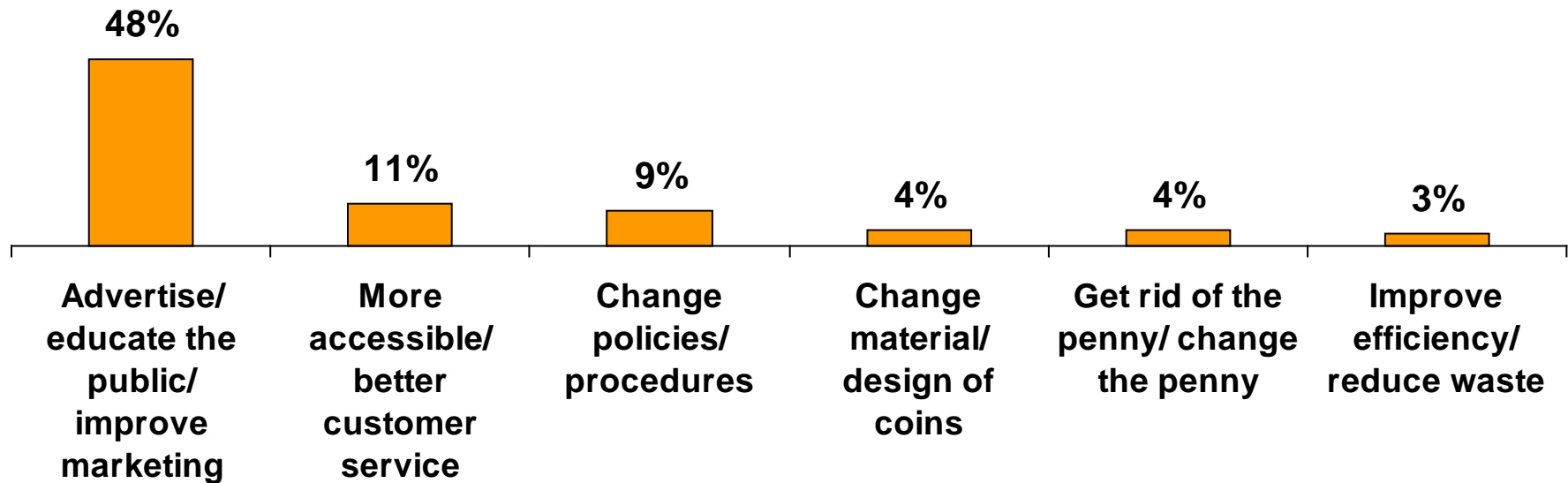
Can you tell me to what extent knowing that the U. S. Mint performs each of these tasks makes you view the U.S. Mint more favorably?



Americans Think Mint Should Advertise and Market Itself More



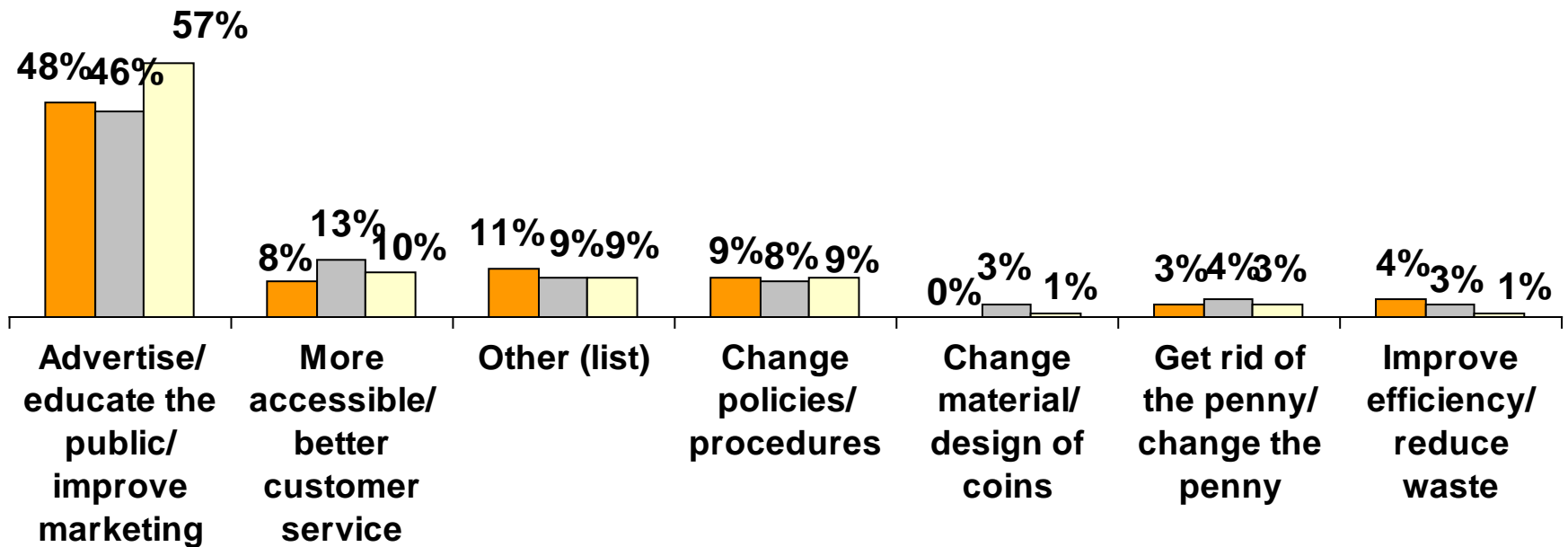
What One Action Can Mint Take to Better Serve American Public?





Action Mint Can Take to Better Serve American Public by Knowledge of Mint

■ High Exhibited
 ■ Medium Exhibited
 ■ Low Exhibited



Other Mints

Adults Have Limited Knowledge but Confusion Exists in the Marketplace



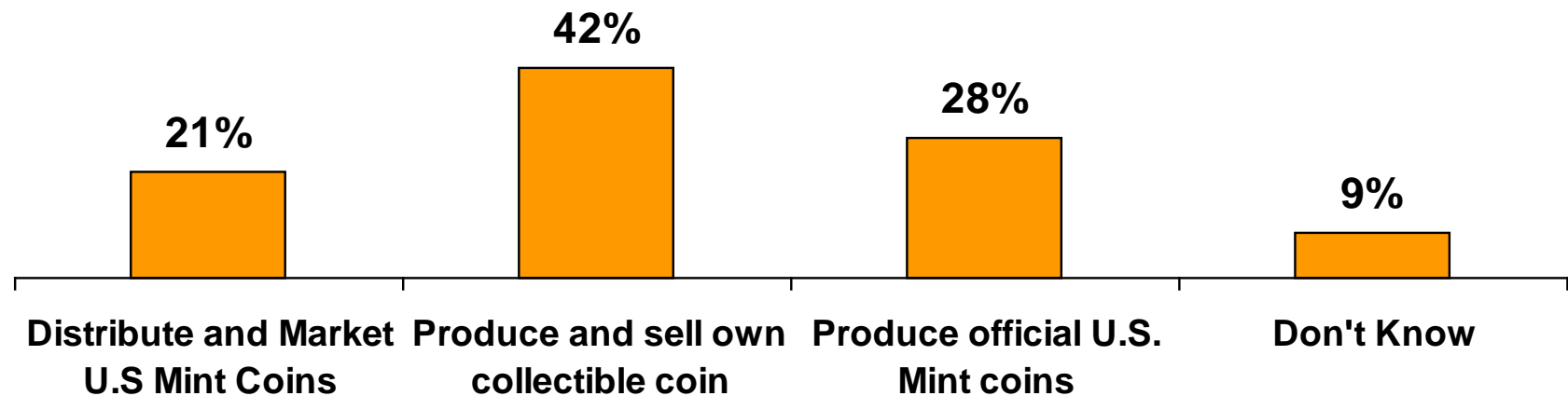
What is the primary purpose of the Franklin and Washington Mints?

Actual
Role:

No

Yes

No



Coin Collectors Are Not Much More Knowledgeable About Competitive Mints



What is the primary purpose of the Franklin and Washington Mints?

