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Description of document: Bureau of Engraving and Printing (BEP) Studies of Redesigned Currency 2007-2008

Requested date: 24-January-2022

Release date: 24-March-2022

Posted date: 04-September-2023

Source of document: Disclosure Officer
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DEPARTMENT OF THE TREASURY
BUREAU OF ENGRAVING AND PRINTING
WESTERN CURRENCY FACILITY
FORT WORTH, TEXAS 76131

March 24, 2022

Re: FOIA Request No. 2022-BEP-00016

On January 24, 2022, the Bureau of Engraving and Printing (BEP), Office of the Chief Counsel received your request under the Freedom of Information Act (FOIA), 5 U.S.C. § 552 and the Privacy Act of 1974 (PA), 5 U.S.C. § 552a, for a digital electronic copy of the following documents from the Burson-Marstellar contract pertaining to the Introduction of Redesigned Currency.

Document 3: \$5 Wrap Report Final – Summary of \$5 Program (2007)

Document 6: \$100 Unveiling Wrap Report Final (2010)

Document 9: \$100 Benchmark Research Report (2009)

Document 10: \$100 Feature Name Group Findings (2008)

Document 12: \$100 PPT Lorelei Pagano Briefing Final (2009)

Document 19: BEP \$100 Program Refresher Meeting (2009)

Document 20: BEP Unveiling Plan Ukraine (2010)

Document 21: BEP Content Integrated Task – Minutes from Meeting (2009)

Document 80: BEP TO35_–37 Stakeholder International Meeting Minutes 5/20/08 (2008)

Document 81: BEP TO35 and TO37 Meeting Minutes 2-18-10 (2010)

Document 82: BEP TO37 International Meeting Minutes 9-16-20 (2010)

Document 108: BEP TO37 International Meeting Minutes 7-28-10 (2010)

Document 109: BEP T037 International Meeting Minutes 7-20-10 (2010)

Document 110: BEP T037 International Meeting Minutes 7-22-10 (2010)

Document 113: Azerbaijan \$100 Unveiling Plan (2010)

Document 114: Kazakhstan \$100 Unveiling Plan (2010)

Document 115: Russia \$100 Unveiling Plan (2010)

Document 116: Ukraine \$100 Unveiling Plan (2010)

Document 117: Introduction of the \$100 in Russia, 2-26-10 (2010)

Document 118: BOE Meeting April 2008 (presentation to Bank of England) (2008)

Document 124: International Unveiling Presentation 4-26-10 (2010)

Document 148: Taiwan Currency Trends 7-18-08 (2008)

Document 170: TO15 Wikipedia Treatment 11-9-07 (2007)

Document 208: TO36 Revised \$100 Note – Wikipedia proposed (2010)

Document 209: TO36 Social Media Commentary Policy and Protocols 3-9-10 (2010)

Document 217: TO46 Interactive US Currency Social Media Assessment 10-21-2010 (2010)

Document 218: TO3 \$5 and \$100 Benchmark Report Sept 2007 (2007)

Document 248: TO18 Messaging Research Presentation 1/08 (2008)

Document 269: TO26 Stakeholder BEP Meeting Book 11-6-08 (2008)

Document 271: TO26 Stakeholder Meeting Minutes 11-6-08 (2008)

Your request has been processed under the provisions of the FOIA, 5 U.S.C. § 552. The majority of these records have been destroyed based on the BEP Records Schedule. However, hard copies of four responsive records with a total of 121 pages were located in the Office of External Relations that had not been destroyed yet. After carefully

considering these records, I am releasing these 121 pages in full. There will be no fees assessed.

Sincerely,

/s/ Linda Bailey

Linda Bailey
Disclosure Officer



\$100 Feature Name Research

US and International

October 20, 2008



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Qualitative Research Methodology

- Timing: September 8 – September 30
- Audience: General Population in the United States (U.S.), Panama, Peru, Russia, Ukraine, and South Africa
- Methodology: 34 (10 domestic and 24 international) Mini Focus Groups
- Objectives: Explore reactions to feature names for the new \$100 bill

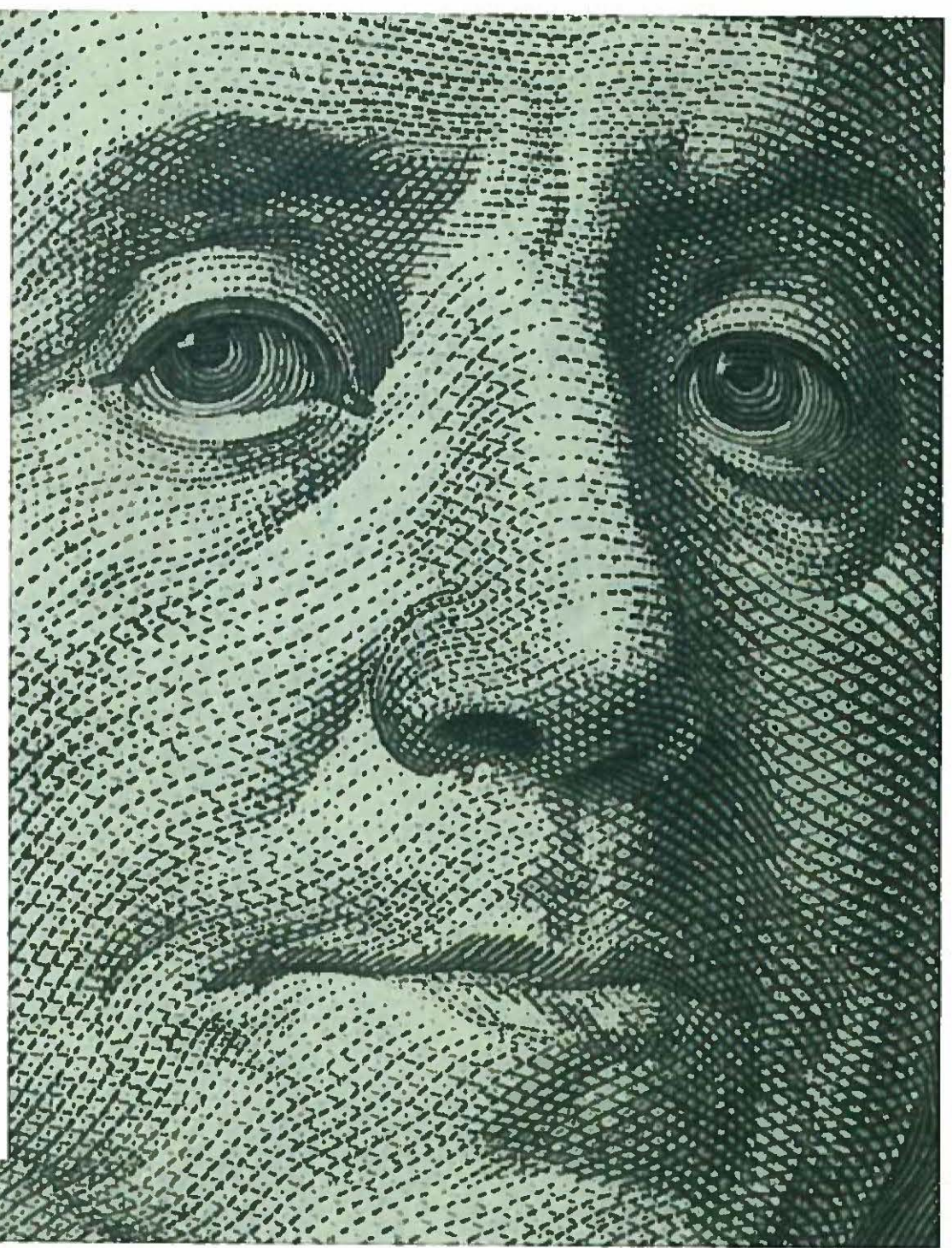
Audience	# of Focus Groups	Total Number of Respondents	Dates
United States (St. Louis/New York City and Los Angeles)	10 (3/3/4)	100	9/8, 9/10 & 9/15
Russia (Moscow)	4	40	9/16
Ukraine (Kiev)	4	42	9/18
Peru (Lima)	4	32	9/23
Panama (Panama City)	4	32	9/25
South Africa (Capetown)	8	64	9/29-9/30

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Executive Summary





Topics for Discussion

- **Feature Drill-down:**
 - **Summary Across Features**
 - **Colloquialisms, Utility, Name Ratings and What Works / Doesn't Work:**
 - Motion Feature
 - OVI
 - See-Through 100
- **Authentication Behavior**
- **Research Conclusions & Recommendations**

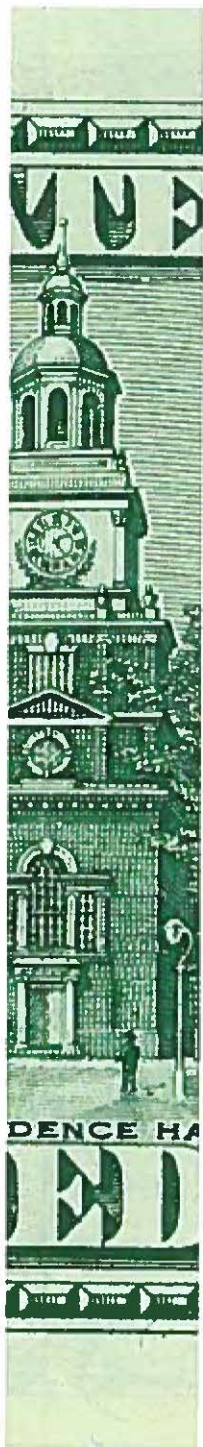
Summary

Feature	<u>Colloquialisms</u>	<u>Likelihood to use to authenticate</u>	<u>Top Rated Names</u>	<u>Translation Red Flags</u>
Motion Feature	<i>Motion 3-D Hologram Tape / Ribbon / Strip</i>	\$\$\$	<i>3-D Ribbon Security Ribbon</i>	<i>3-D caused some confusion in South Africa</i>
OVI	<i>Color Color changing Chameleon (Panama, Russia & Ukraine)</i>	\$	<i>Color Shifting Ink Color Changing Ink</i>	<i>Ink doesn't translate in Russia / Ukraine</i>
See-through 100 Feature	<i>Number Hidden Puzzle Light</i>	\$	<i>See-through Number</i>	<i>See-through can mean transparent in Spanish Front-to-back confusing in Russian / Ukrainian</i>

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Motion Feature: Colloquialisms

- The **motion feature** is considered to be very **interesting and impressive**
 - *"It is different." – St. Louis general population*
 - *"I like the first...because I haven't seen it in any other currency. The others are more common." – Peru general population*
 - *"If compared to other features, this feature is just new." – Ukraine general population*
 - *It's more difficult to fake; it's safer and gives me more security and it's easier to find too." – Peru general population*
 - *"As a security feature I like it more. More interesting, more peculiar. This ribbon is stitched as if it is interwoven there." – Russian General Population*
- Many describe it as **difficult to counterfeit**
 - *"I think this is a difficult feature to duplicate for counterfeiters, the other thing that it does is you automatically know that this is real." – St. Louis*
 - *"I think it would be good, it must be difficult to copy." – Peru general population*
 - *"The most difficult to fake is ribbon." – Ukraine general population*
 - *"The ribbon. [The strip.] The ribbon. It seemed like the most difficult to counterfeit." – South Africa general population*
 - *"It looked, to me, that it might be very difficult to counterfeit." – South Africa general population*
- Words related to **motion, 3-D, hologram** and **tape/ribbon** are **popular top-of-mind terms** for the feature
 - *"That's really easy, it comes right at you, there's no hidden thing about it, slightest movement and it comes right at you" – New York general population*
 - *"Hologram strip." – Los Angeles general population*
 - *"3-D security." - Panama general population*
 - *"Security Strip" – South Africa general population*



Motion Feature: Utility

- The motion feature is the **most likely to be used to authenticate bills**
 - *"I like the other, the top one because it's easy and simple." - St. Louis general population*
 - *"I would have to say the first one, it's the fastest way." – Peru general population*
 - *"[1st feature] It's easy, and it's noticeable. You will always see that one even when you forget about actually looking for it." – South Africa general population*
 - *"The first. I know very little about it. But it seems. It looks like it's not very easy to fake." – Peru general population*
- But some, especially older people, have **trouble seeing the motion in the strip**, even after they have been given a description
 - This is true in the U.S. and internationally
 - *"...it looks like something that a slider could read but I can't tell if there is anything in it or if it's just tape." – St. Louis general population*
 - *"The hologram effect. I am just wondering what that is? Is that a...is that a person? What is that?" – New York general population*
 - *"But there you'd have to see very carefully to notice it." – Peru general population*
 - *"It makes you dizzy. It's like it changes the color, or its like you are about to see something about there's nothing. And it has like little dots, but wavy." – Peru general population*
 - *"We definitely need glasses to see that." – South Africa general population*
 - Some U.S. consumers are concerned that this feature would be difficult to see in the dark or in poor lighting
 - *"I like it, the only thing I was thinking is what if it's dark – what if the restaurant is dark? Maybe it's better to have a way to scan it." – Los Angeles general population*
 - *"What if you are in dark light?" – St. Louis general population*



Motion Feature: Name Ratings

- Across the majority of countries, **'3-D ribbon'** is considered the best name for the motion feature, followed closely by **'Security Ribbon'**
 - South Africans are more likely to prefer **'Security Ribbon'** because many did not understand the term '3-D' in this context

<i>Summary Score* = Ranked by U.S. sum. score</i>	Summary Score Feature 1					
	U.S.	Panama	Peru	Russia	Ukraine	South Africa
3-D Ribbon	7.34	6.13	5.95	9.14	7.23	9.19
Security Ribbon	7.49	6.84	6.18	9.19	7.46	7.38
3-D Security Thread	8.35	9.36	7.24	9.19	10.21	8.52
Image Shifting Security Ribbon	9.54	10.29	9.38	9.20	8.26	9.99
Image Shifting Thread	9.76	11.53	11.21	9.76	10.24	10.98
Image Shifting Security Thread	9.84	10.92	9.9	10.04	10.54	10.29
Image Shifting Ribbon	10.2	8.97	9.36	9.99	8.71	10.45
Woven 3D Security Thread	10.78	12.23	10.37	11.36	N/A	9.54
Woven Security Ribbon	11.07	11.09	10.04	11.72	11.02	10.14
Woven Security Thread	11.44	11.34	10.52	12.34	11.83	10.6

*Summary scores = How meaningful average + How appropriate average + How much does name increase interest average + How memorable average
Score range is 4-16, where the lower the score the more meaningful, more appropriate, greater increase in interest and more memorable a name is

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Motion Feature: What Works and What Doesn't

- **Security Ribbon and 3-D Ribbon** resonate because of their simplicity and the fact that the names include commonly used words

- *"I like 3D Security Ribbon because it's simple but it tells me that it's supposed to move ..."* – New York population
- *"I just felt it [Security Ribbon] was concise and to the point."* – St. Louis general population
- *"Security ribbon – in general, simple and clear."* – Ukraine general population
- *"The simplest, easy to remember name is security ribbon."* – South Africa general population
- *"3D security, the reason I added security is that I think it's important when making money to focus on security."* - South Africa general population
- *"This security term is very important, and it's really suitable. But it's the common one. It's the one we've heard throughout our lives: the security term."* – Panama general population

- **Unfamiliar terms** such as 'woven' and terms that **do not** properly describe the width of the feature, such as 'thread' do not resonate

- *"Woven sounds complicated..."* – Peru general population
- *"What are we doing here. We are talking money. Woven is too broad a word."* – St. Louis general population
- *"It's not fit for referring to money."* - South Africa general population
- *"It is very important in respect of the notions "ribbon" and "thread". Ribbon is wider, and thread is narrower, that is why I ask."* – Russia general population
- *"It is a question what it is made of. But in our language, in our case in Ukrainian, thread is not associated with a wide strip. Is it for U.S. only?"* – Ukraine general population



Motion Feature: What Works and What Doesn't

- **And the term image shifting is deemed too long and cumbersome, particularly in the U.S.**

- *"The image shifting ribbon and the image shifting security ribbon, those words I thought they just seemed like too long to say. You just want to like get it out, boom, just say it." – New York general population*
- *"I didn't like image shifting because I thought it was too vague and it opens to a suggestion, it opens you to think about, how it is shifting, where it is shifting, why it is shifting. It is too much. You need something to be concise." – New York general population*
- *"Too wordy." – St. Louis general population*

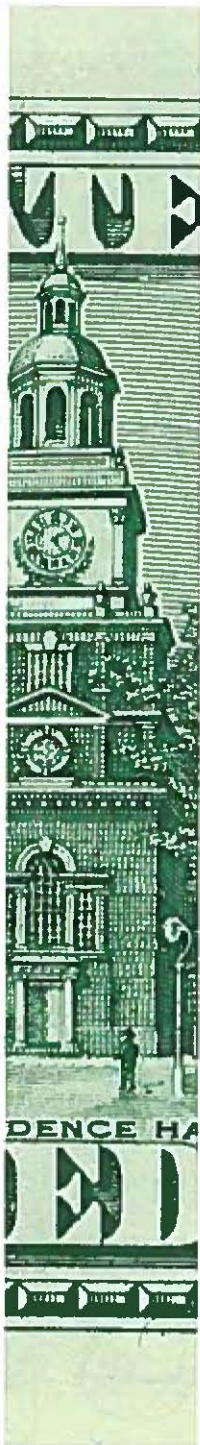
- **Translation Red Flag:** While domestic and most international groups respond well to "3-D," some South African participants are confused by it

- *"Because it's written 3D Ribbon, and not 5D Ribbon?" - South Africa general population*
- *"Three dimension... Three lines." - South Africa general population*
- *"Like this name [3D] where does it come from...?" – South Africa general population*



OVI Feature: Colloquialisms

- Even before seeing the names, terms associated with **color or color changing** are most often used when describing the **OVI feature**
 - *"When I was looking at it I was like, you know, it is like a color shift or like it is kind of fading too. It fades into each color. That is really all I came up with because the colors are either just shifting or fading or one of the two adjectives."* - New York general population
 - *"It changes color."* - Peru general population
 - *"That golden color is like... The golden stuff changes along with the green stuff."* – Panama general population
 - *"It changes from green to gold..."* - South Africa general population
- Panamanians, Russians and Ukrainians also use the term **'chameleon'** when describing this particular feature
 - *"Because if you do this, it has a streaked color, as if it were a chameleon"* - Panama general population
 - *"Like a chameleon."* – Panama general population
 - *"Take chameleon, it reflects color change with refraction. Colors. It should be exact, precise and it should reflect what is happening in fact."* – Ukraine general population
 - *"Chameleon, something like that."* – Russia general population
 - *"Well, if simply, in one word. Chameleon."* – Russia general population



OVI Feature: Utility

- Some participants have difficulty in detecting this feature, in the U.S. and internationally
 - The color change is seen as **quite subtle**
 - *"I think it would be hard to find – minute detail" - St. Louis general population*
 - *"I don't see it. It's very subtle." - New York general population*
 - *"I think it is very subtle." – St. Louis general population*
 - *"Not really [seen or knew about this before]." – Peru general population*
 - *"I don't know. The green stuff is faded." – Panama general population*

OVI Feature: Name Ratings

- Names involving 'color' and 'ink' are preferred across the board
 - Americans, Panamanians, Peruvians and Russians specifically prefer "Color Shifting Ink"
 - While Ukrainians and South Africans are only slightly more responsive to the name "Color Changing Ink"

Summary Score* = Ranked by U.S. sum. score	Summary Score Feature 2					
	United States	Panama	Peru	Russia	Ukraine	South Africa
Color Shifting Ink	7.29	6.02	7.71	8.59	9.36	8.94
Color Changing Ink	7.84	8.97	8.2	9.99	9.05	8.43
Color Reveal	9.51	10.74	11.33	12.47	9.64	10.61
Tilt to Reveal	10.22	10.1	10.48	13.14	10.03	10.6
Color Revealing Ink	10.55	8.98	9.91	11.33	10.46	10.03
Tilt to Find	11.5	10.77	12.19	13.11	12.50	12.02
Tilt to Find Ink	11.84	11.67	12.96	13.51	13.29	12.67
Tilt and Hide	12.67	12.75	13.19	13.36	12.08	12.18

*Summary scores = How meaningful average + How appropriate average + How much does name increase interest average + How memorable average
Score range is 4-16, where the lower the score the more meaningful, more appropriate, greater increase in interest and more memorable a name is

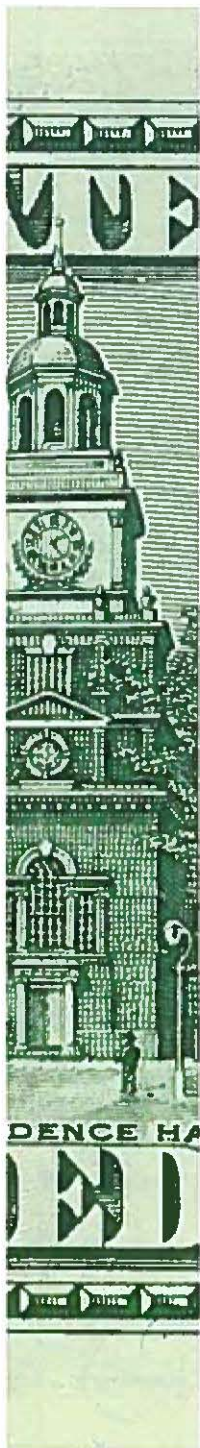
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OVI Feature: What Works and What Doesn't

- Names that focus on the color aspect – **Color Changing Ink** and **Color Shifting Ink** – resonate the most across the board, likely because they reflect top of mind reactions to the feature
 - The word '**changing**' is liked because it is direct and simple to understand
 - *"It's not shifting although it [Color Changing Ink] denotes movement but I think the majority of the public, color-changing ink is more direct, simple."* – Los Angeles general population
 - *"I like Color Changing Ink because when I was looking at it, that is what it was doing, changing colors, very simple" - New York general population*
 - *"Yes, this word change (shifting translated to Spanish) is simpler. I hear it every day. At the end it is the same." – Peru general population*
 - *"Because all I can see is changing colour. [Color Changing In General]" – South Africa general population*
 - *"Colour changing ink...Exactly the way it is...The money continuously change, self explanatory." - South Africa general population*
 - While '**shifting**' denotes more subtle color movement
 - *"I picked it too because it [Color Shifting Ink] describes the action in which the color changes." – Los Angeles general population*
 - *"Color Shifting Ink because you have to shift it to change the color of the ink, green, gold." - New York general population*
 - *"It's more of a shift than a change, and it's also less of a reveal than a shift. Color Shifting Ink just sounded more like what it was, summed it up the best in my opinion." - New York general population*
 - *"[Color-shifting] Color – because it is colored, shifting – because the note is getting darker." – Ukraine general population*

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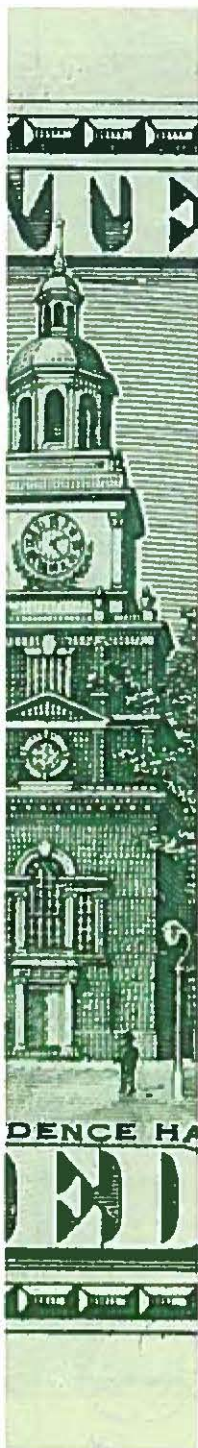
OVI Feature: What Works and What Doesn't

- **Translation red flag:** The term 'ink' does not translate correctly into Russian or Ukrainian – when translated the word resembles something closer to the word 'paint'
 - *"The best for me is the fifth one, the worst – 'Color Changing Ink'. It does to meet the requirements, it is not ink."* – Russia general population
 - *"The only one that can be marked is "color shifting" and the last one related to paints, but still it is not expressive. The others do not relate at all."* – Russia general population
 - *"There are not any inks here."* – Ukraine general population
 - *"I do not like the "inks". I do not see any connection with the note."* – Ukraine general population
- In addition, some internationally prefer a more specific term for the OVI feature rather than "ink"
 - Such as the word "**number**" to be clearer what exactly the name is referring to
 - *"Changing ink number."* – Russia general population
 - *"These variants are the worst. It is unclear what they apply to, so I wrote down 'Number-chameleon'."* – Russia general population
 - *"Yes, it would have to be something more specific... something referring to the number maybe."* – Peru general population
 - *"So, if you say 'color-changing number' instead of 'color-changing ink' ... You'll know where to look."* – Panama general population



OVI Feature: What Works and What Doesn't

- Names that did not resonate include “Tilt to Reveal,” “Tilt to Find” and “Tilt to Hide”
 - These terms are seen as **lacking in sophistication, seriousness** and are **confusing**
 - *“And also what are they going to reveal [Tilt to reveal]. Is the bill coming with some special value or something?” - Peru general population*
 - *“Well tilt to find made me think that I was going to be looking for a different image. It didn't tell me what was there.” – St. Louis general population*
 - *“It looks like a game, that's what I think. The one that says 'Tilt to find' looks like a game. As if you were playing.” – Panama general population*
 - *“What 'Tilt and Hide' means? I cannot understand it at all.” – Russia general population*
 - *“Like it was a game i.e. TILT TO FIND. TILT AND HIDE is the worst.” – South Africa general population*



See-Through 100 Feature

- **Utility:** Some have issues seeing the **See-Through 100** feature and understanding the feature
 - *"It's more difficult to see, I didn't like it, the others were more obvious to me." – Los Angeles general population*
 - *"I think it's harder to see, not as crisp." - St. Louis general population*
 - *"It's not as easy to identify as the strip or the color changing." - New York general population*
 - *"Although if you wouldn't have given us a clue, it would have been difficult to spot." – Peru general population*
 - *"Maybe for older people and people with disabilities it will be harder to tell the difference with this security measure." – Peru general population*
- **Colloquialisms:** Words such as **number**, **hidden**, **puzzle** and **light** are used **most often** when **describing** this feature
 - *"Half a number." – Peru general population*
 - *"Split number." – Peru general population*
 - *"Hidden." – Panama general population*
 - *"Hidden number." – St. Louis general population*
 - *"It looks like a puzzle and it is missing a piece." – St. Louis general population*
 - *"Puzzle." – New York general population*
 - *"See it against a light." – Panama general population*
 - *"It's a number to see at the light." – Peru general population*



See-Through 100 Feature: Name Ratings

- Even though “See-Through number” is the top testing for Americans, Panamanians, Peruvians and Ukrainians, many indicate it’s really not that compelling of a name
 - Russians slightly prefer the term “See-Through” but rather the ‘100’ be described as a **picture**
- On the other hand, South Africans prefer the name “Front-to-Back Feature”

Summary Score* = Ranked by U.S. sum. score	Summary Score Feature 3					
	United States	Panama	Peru	Russia	Ukraine	South Africa
See-Through number	8.8	6.93	7.67	9.86	8.80	8.94
See-Through feature	10.6	10.12	10.46	10.74	9.14	9.62
Front-to-Back feature	11.57	11.25	10.29	13.19	13.80	7.83
See-Through picture	12.21	9.84	9.39	8.96	11.03	11.25

*Summary scores = How meaningful average + How appropriate average + How much does name increase interest average + How memorable average
Score range is 4-16, where the lower the score the more meaningful, more appropriate, greater increase in interest and more memorable a name is

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See-Through 100 Feature: What Works and What Doesn't

- It is important to include the word 'number' in the name for this feature but the term '**See-Through**' is not necessarily believed to be the most appropriate adjective by those abroad
 - "I felt the same way. I didn't think any of these really described it that well. I picked see through number. It is a number. You see through it and it is showing itself." - New York general population
 - "It says number, and it is a number. You have to go straight to the point. I think this name says it all." – Peru general population
 - "...I insist it has to be something straight, like number." – Peru general population
 - "Number – it is not other, yes. It should be number." – Ukraine general population
- **Translation red flag:** Latin Americans, in particular, did not like how the name translated into Spanish – the translation more closely resembled the word transparent
 - "I don't like it because the number isn't completely See-Through, only half of the number is See-Through." – Peru general population
 - "For me the word See-Through is not entirely correct, because you can't see the other side." – Peru general population
 - "...I mean, the term 'transparent' [See-Through] itself...I don't think we'll find the term 'transparent.'" It's not a good definition." – Panama general population
 - "Because transparent [See-Through]...it's like..you'll be looking for something that you can't see at first glance. So the term 'transparent' means it's something that is in front of you but you can't see. But you CAN see this thing." – Panama general population



See-Through 100 Feature: What Works and What Doesn't

- **Translation red flag:** Russians and Ukrainians are confused by the term front-to-back
 - *"And Front to Back Feature is a long name. It is unclear." – Russia general population*
 - *"The most confused one is 'Front-to-back Feature'. Where is the front, where is the back, where to look is not clear." – Russia general population*
 - *"First, how are you going to define where are the front and the back?" – Ukraine general population*
- But South Africans prefer the name because they see it as descriptive of the feature
 - *"Because if you put it [Front to Back] up and look at it from the back, you can still see the number..." - South Africa General Population*
 - *"Front to back, in that name I think you find everything that we were looking for..." - South Africa general population*
 - *"It describes the front to back function." – South Africa general population*



Authentication Behavior

- Overall, the security thread and watermark are most likely to be used in conjunction with the motion feature to check for bill authenticity
 - Previous research has demonstrated the security thread and watermark are the most familiar security features
 - *"Security Ribbon and Security Strip and hope that I will feel confident."* – Los Angeles General Population
 - *"I would do the embedded security thread, then the 3D, then the water mark."* – Los Angeles General Population
 - *"Security thread, 3D ribbon, watermark."* – New York General Population
 - *"The tape."* – Panama general population
 - *"[1st feature] It's easy, and it's noticeable. You will always see that one even when you forget about actually looking for it."* – South Africa general population
 - *"If the tape is safe and you know that it can't be imitated, you don't have to look at it. You just know that it is there and that gives you a sense of safety."* – Peru general population
- While internationally, many will still check the texture/feel of a bill as well – indicating a continued need for education on the specific security features in these markets
 - *"This one has a lot of tactile features, so it's not only by sight but also touching it that you can discover the fake ones."* – Peru general population
 - *"The paper, the paper is thicker."* – Peru general population
 - *"And the ink. Its rise in surface."* – Peru general population
 - *"I will do it on touch."* – Ukraine general population
 - *"They are not from paper, they are made of something like ...close texture by touch."* – Ukraine general population



Research Conclusions – Do's & Don'ts

- **Clear wording that specifically indicates what the feature is and what it does** resonates the most
- **When determining the final names for the three new features on the 100 bill, keep the following in mind:**

Do	Don't
<ul style="list-style-type: none">➤ <i>Keep names short but specific</i>➤ <i>Names should be directive and clear on what to look for when studying the security feature</i>➤ <i>Use terms like 'security' where possible to boost confidence in the sophistication of the new feature</i>➤ <i>Keep in mind that native speakers of foreign countries may shorten or abbreviate names based on their colloquial language</i>	<ul style="list-style-type: none">➤ <i>Use all descriptive, flowery language</i>➤ <i>Use childish or ambiguous terms such as 'tilt to find' or 'tilt and hide to describe what security features are</i>➤ <i>Use terms that are not visually representative of what the feature is - using 'thread' to describe something that is not narrow or thin</i>➤ <i>Use language that is not commonly used or is too complicated – such as 'woven ' or 'image shifting'</i>

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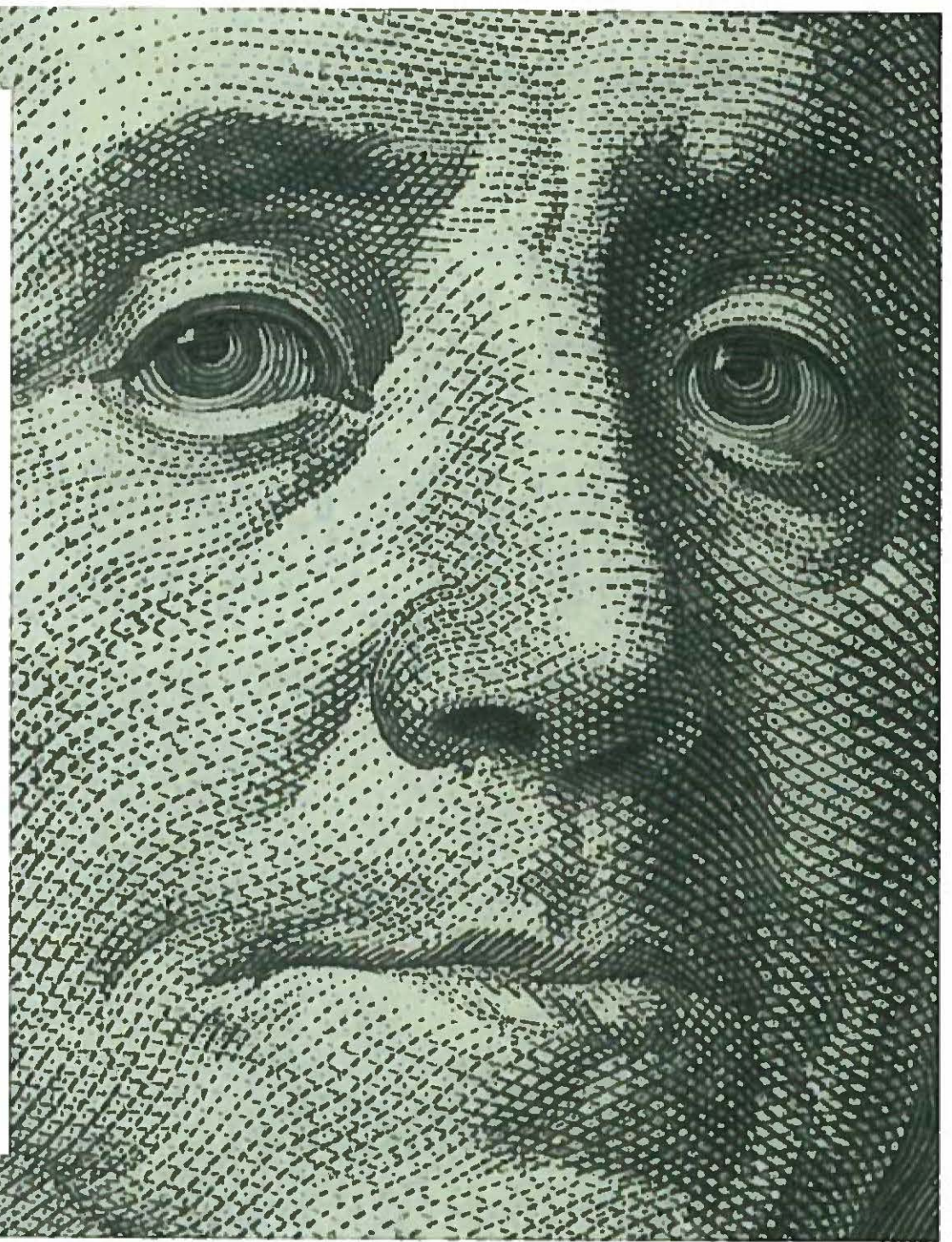


Research Recommendations

- Based on these findings, we recommend moving forward with a combination of “**3-D Ribbon**” and “**Security Ribbon**” as the motion feature name
 - Combining these two names into “3-D Security Ribbon” would be the most appropriate and directive descriptor
- For the OVI feature, either “**Color Changing Ink**” or **Color Shifting Ink**” would be appropriate names
- And for the See-Through 100 feature, the term “**See-Through Number**” works better than the others because it is simple but clear about what the feature is
- Moving forward in the campaign, the research indicates the top tier features should be the motion feature, watermark and security thread since these are the most likely to be used to authenticate currency
 - While the OVI and the See-Through 100 should be considered second tier features

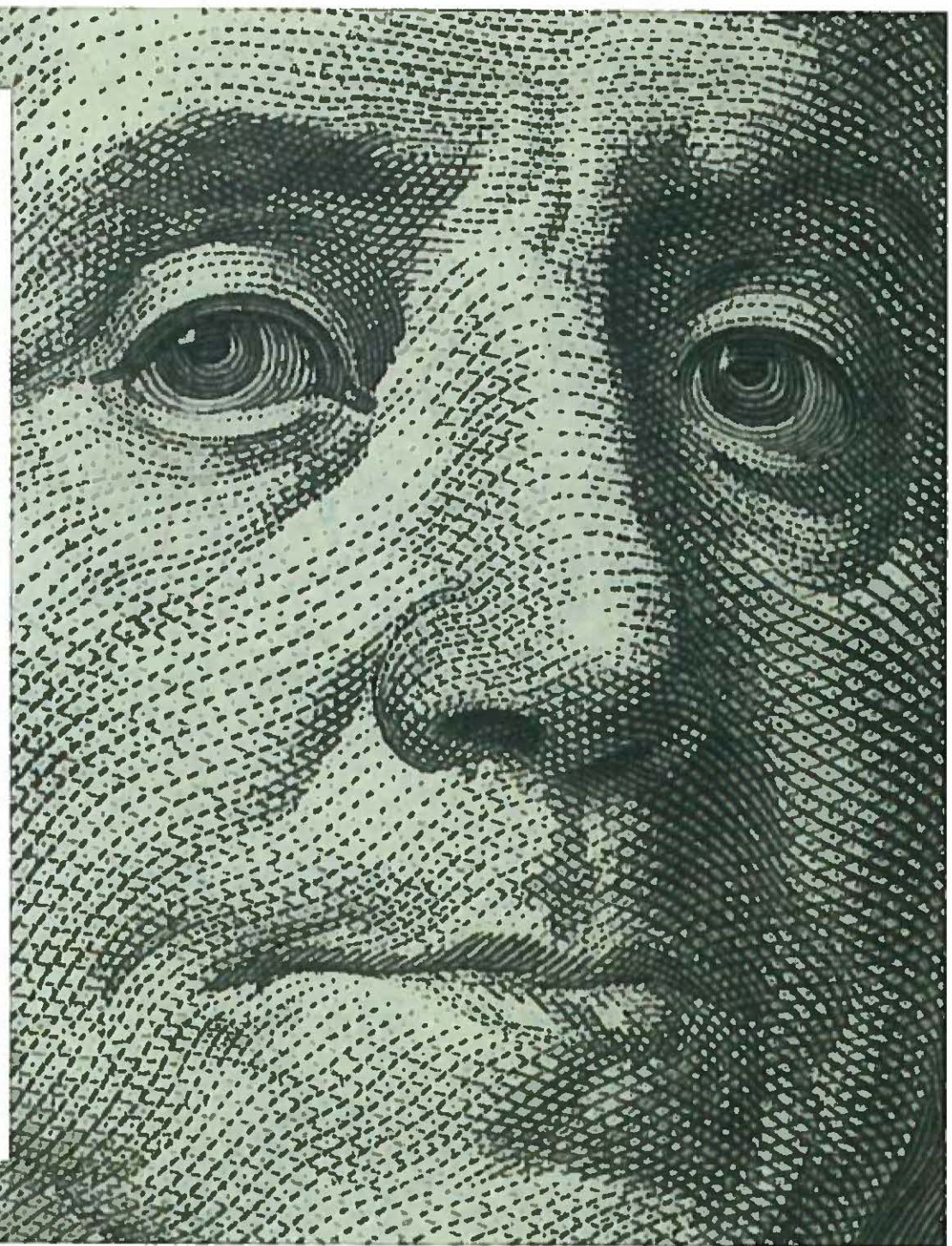


Appendix





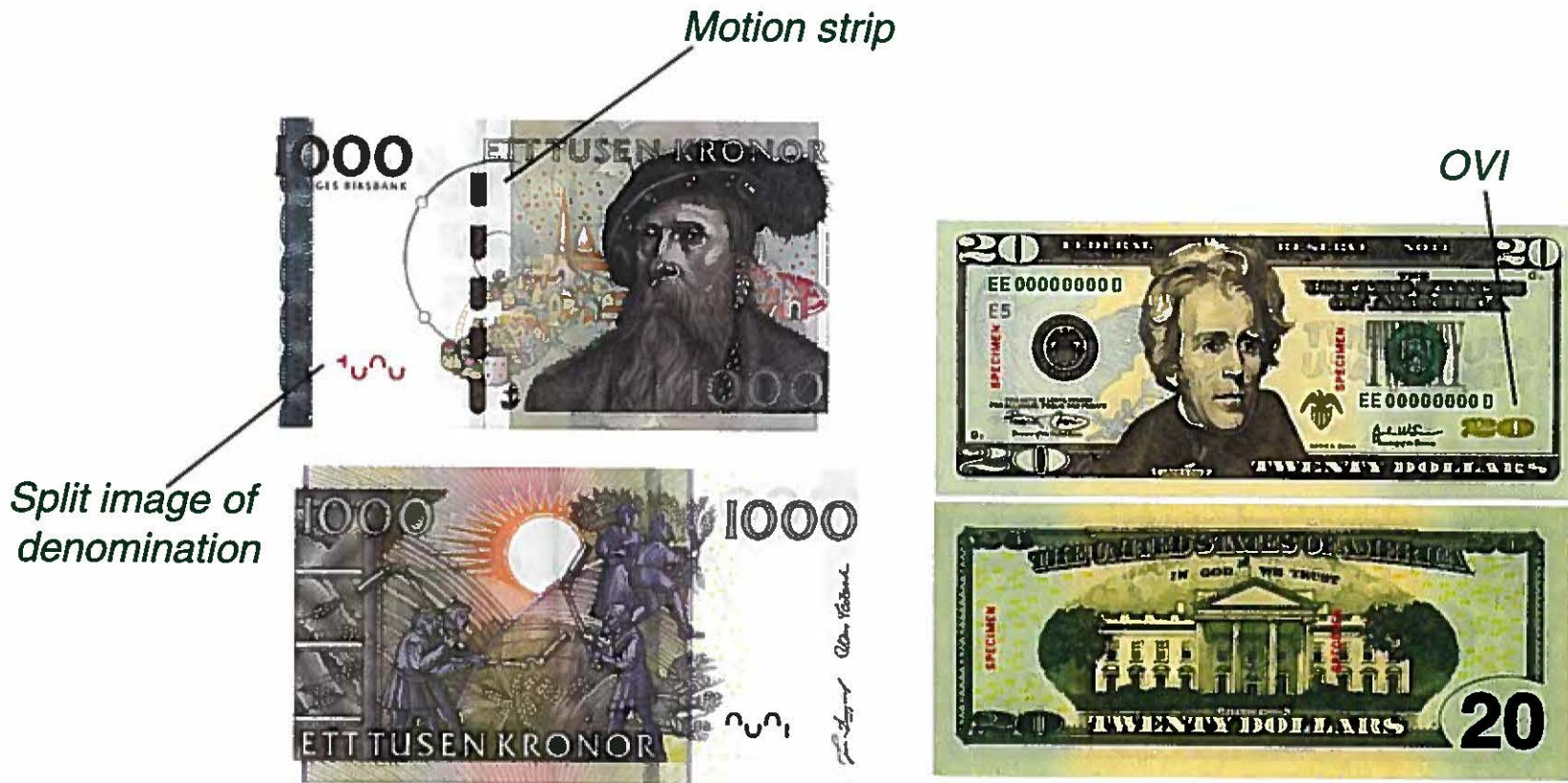
New Feature Naming



Stimulus for the Focus Groups

Domestic U.S. group participants were shown prototypes of the new U.S. \$100 bill which included the motion strip, split image of the denomination and the OVI.

While international focus group participants were shown a 1,000 Swedish Kronor in place of the new U.S. \$100 note and also a current U.S. \$20 note



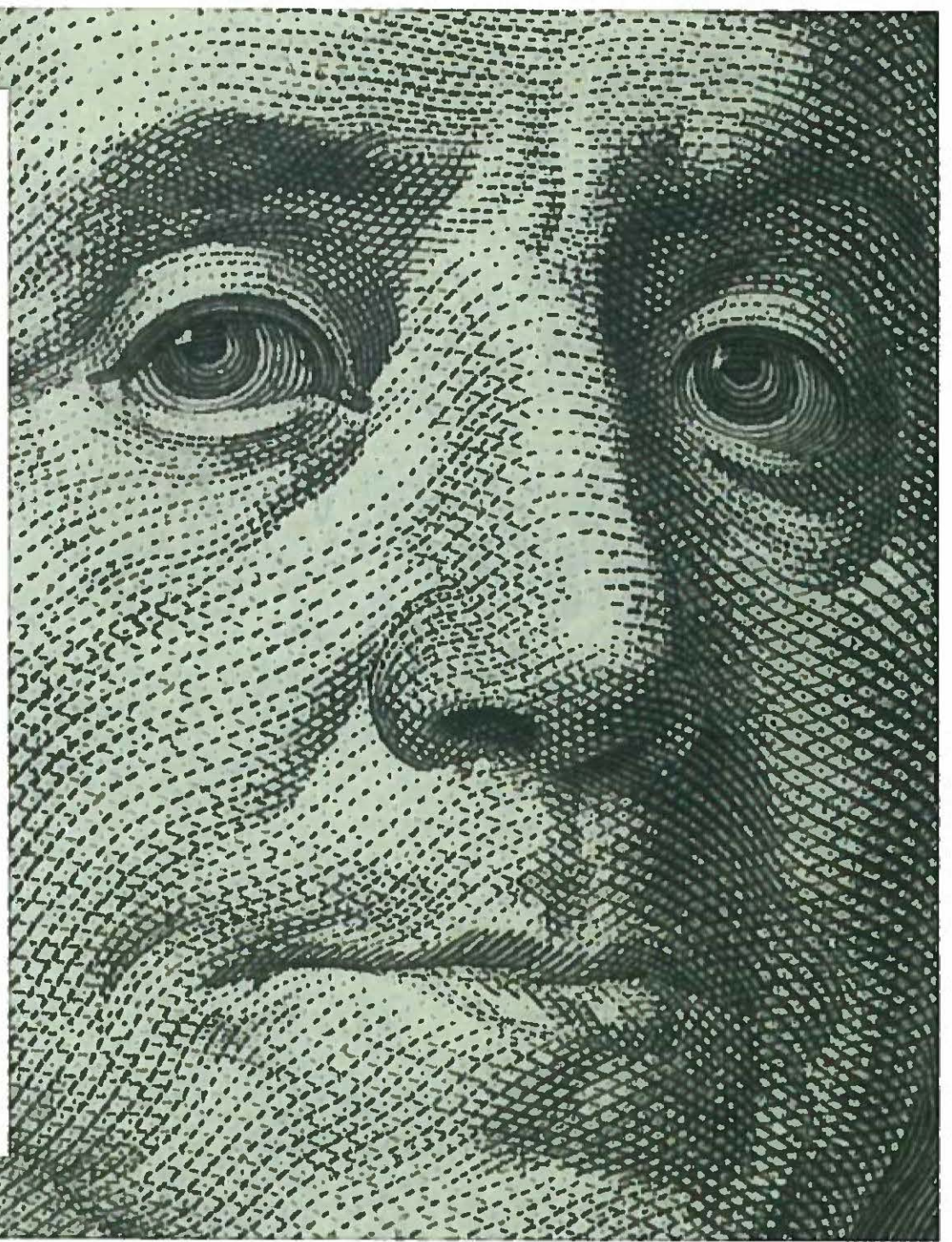
1,000 Swedish Kronor

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U.S. \$20



Motion Feature



Motion Feature

- Overall, popular terms consumers use to describe the motion feature include:

- **Hologram/Holographic**

- *"Hologram strip." – Los Angeles general population*
- *"Holographic Ribbon." – St. Louis general population*
- *"Hologram Ribbon." – New York general population*
- *"Um, it looks like a hologram strip, that's the first thing that came to mind." – Los Angeles general population*
- *"...it looks as if it was tridimensional, a sensation as if you were floating." – Peru general population*
- *"Something like hologram image." – Russia general population*
- *"Holographic ribbon." – Ukraine general population*

- **Words related to motion**

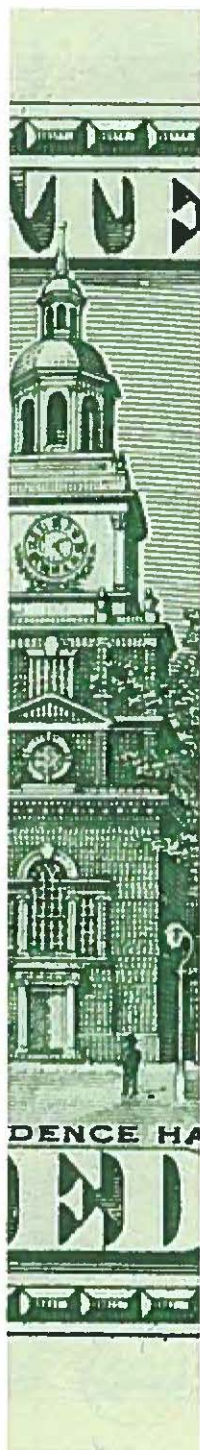
- *"That's really easy, it comes right at you, there's no hidden thing about it, slightest movement and it comes right at you" – New York general population*
- *"And it seems to weave in and out, but it doesn't." - Panama general population*
- *"The ones that move when you move the bill." – Panama general population*
- *"When you move it like that (horizontally), they move up and down; when you move it vertically – vice versa." – Russia general population*
- *"Moving picture" – Ukraine general population*
- *"I saw it was swimming like that and like this." – Ukraine general population*

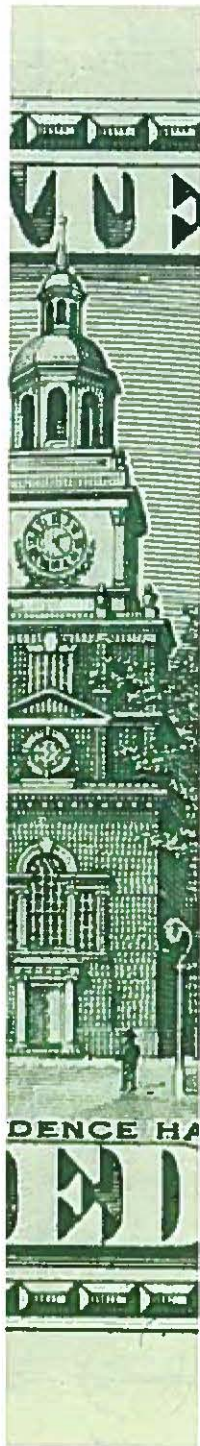
- **3-D**

- *"There is some kind of image its three dimensional." – Peru general population*
- *"3-D security." - Panama general population*
- *"3-D bar." - Panama general population*
- *"I think that 3D is the best way to describe it. Let me explain...It's what allows for its depth, and it seems to be three-dimensional, right?" - Panama general population*
- *"It's kind of like a 3D strip, almost." – South Africa general population*

- **Tape/Strip/Bar**

- *"Security bar." – Peru general population*
- *"Security belt...that's the name everybody knows." – Peru general population*
- *"Tape. A bar. I think it's a bar..." - Panama general population*
- *"The strip" – South Africa general population*
- *"Security Strip" – South Africa general population*

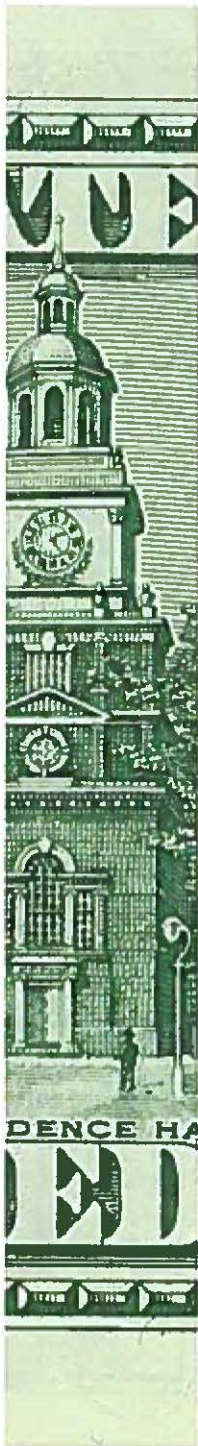




Motion Feature



- **International audiences are slightly more likely to find it difficult to see the actual motion on the feature – possibly because the motion feature on the Kronor is smaller than the one on the new \$100**
 - *"It's very hard to see, but when you pay close attention you see something three dimensional." – Peru general population*
 - *"I found it hard to focus on the image." – Peru general population*
 - *"But there you'd have to see very carefully to notice it." – Peru general population*
 - *"It makes you dizzy. It's like it changes the color, or its like you are about to see something about there's nothing. And it has like little dots, but wavy." – Peru general population*
 - *"I see other things but I can't distinguish them." – Peru general population*
 - *"If you hadn't told me I wouldn't have noticed it. But now, it is very easy." – Peru general population*
 - *"Unusual." – Ukraine general population*
 - *"We definitely need glasses to see that." – South Africa general population*



Motion Feature



- **Many think the feature will be difficult to counterfeit, giving them a sense of security**
 - *"The strip right there reminds me of the Canadian bill. I think it's great, I am not aware of problems with counterfeiting but I think that would help." – Los Angeles general population*
 - *"I think this is a difficult feature to duplicate for counterfeiters, the other thing that it does is you automatically know that this is real." – St. Louis*
 - *"Excellent, because it's difficult to imitate." – Peru general population*
 - *"Its clever because if you wouldn't have shown us how to look for it we wouldn't know it was there, it would be hard to copy I think." – Peru general population*
 - *"I think it would be good, it must be difficult to copy." – Peru general population*
 - *"We wouldn't have to worry about getting false bills." – Peru general population*
 - *"It is more difficult to counterfeit it [Motion Feature]." – Ukraine general population*
 - *"Our professionals can fake the other notes. It is suitable for the beginning." – Ukraine general population*
 - *"The most difficult to fake is ribbon." – Ukraine general population*
 - *"I think that it is needed. This feature is hard to fake." – Ukraine general population*
 - *"The ribbon. [The strip.] The ribbon. It seemed like the most difficult to counterfeit." – South Africa general population*
 - *"Probably the ribbon would be the most difficult to counterfeit." – South Africa general population*
 - *"It looked, to me, that it might be very difficult to counterfeit." – South Africa general population*



Feature Naming Testing Methodology

For each feature name, we gauged the meaningfulness, appropriateness, interest and how memorable each name is for the new security feature on the U.S. \$100

Each question was ranked on a scale of 1 to 4, where the lower the score the more meaningful, more appropriate, greater increase in interest and more memorable a name is

How We Calculated the Summary Scores

SUMMARY SCORE

Scores for each individual metric is an average of all respondents, across all groups for the respective country =

Summary score range is 4-16, where the lower the average score the more meaningful, more appropriate, greater increase in interest and more memorable a name is

Meaningful
How meaningful is this name?

+

Appropriate
How appropriate is this name for describing Feature 1 ?

+

Interest
Does this name increase your interest in learning about new security features on U.S. bills?

+

Memorable
How memorable is this name?

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Motion Feature Name Translations

Feature 1 Translations					
United States	Panama	Peru	Russia	Ukraine	South Africa
3-D Ribbon	Cinta Tridimensional	Cinta Tridimensional	3-мерная лента	Тривимірна стрічка	3-D Ribbon
Security Ribbon	Cinta de Seguridad	Cinta de Seguridad	Защитная лента	Захисна стрічка	Security Ribbon
Woven Security Ribbon	Cinta de Seguridad Entramada	Cinta de Seguridad Entramada	Тканая защитная лента	Тканинна захисна стрічка	Woven Security Ribbon
3-D Security Thread	Hilo de Seguridad Tridimensional	Hilo de Seguridad Tridimensional	3-мерная защитная полоска	Тривимірна захисна нитка	3-D Security Thread
Woven Security Thread	Hilo de Seguridad Entramado	Hilo de Seguridad Entramado	Тканая защитная полоска	Тканинна захисна нитка	Woven Security Thread
Image Shifting Thread	Hilo de Cambio de Imagen	Hilo de Cambio de Imagen	Полоска с изменяющимся изображением	Нитка зі змінним зображенням	Image Shifting Thread
Image Shifting Security Thread	Hilo de Seguridad de Cambio de Imagen	Hilo de Seguridad de Cambio de Imagen	Защитная полоска с изменяющимся изображением	Захисна нитка зі змінним зображенням	Image Shifting Security Thread
Image Shifting Ribbon	Cinta de Cambio de Imagen	Cinta de Cambio de Imagen	Лента с изменяющимся изображением	Стрічка зі змінним зображенням	Image Shifting Ribbon
Image Shifting Security Ribbon	Cinta de Seguridad de Cambio de Imagen	Cinta de Seguridad de Cambio de Imagen	Защитная лента с изменяющимся изображением	Захисна стрічка зі змінним зображенням	Image Shifting Security Ribbon
Woven 3D Security Thread	Hilo de Seguridad Tridimensional Entramado	Hilo de Seguridad Tridimensional Entramado	Тканая трехмерная защитная полоска	Тканинна тривимірна захисна нитка	Woven 3D Security Thread

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Motion Feature

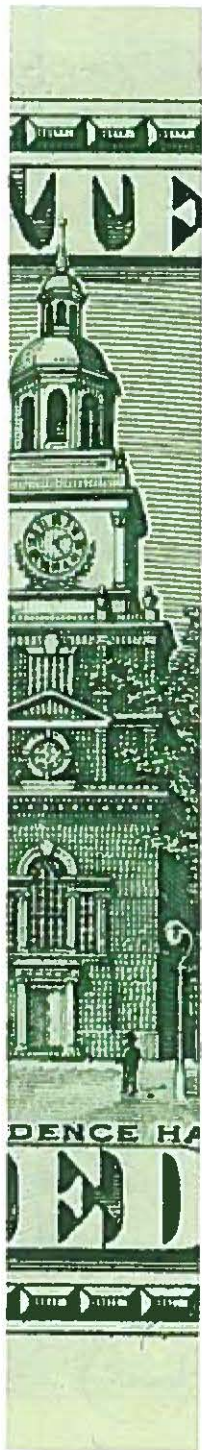


- **Names like “Security Ribbon” and “3-D ribbon” resonated because they are simple and concise**
 - *“I like 3D Security Ribbon because it’s simple but it tells me that it’s supposed to move ...” – New York population*
 - *“Me too, It’s [3-D Ribbon] an eye catching short name.”- Peru general population*
 - *“I just felt it [Security Ribbon] was concise and to the point.” – St. Louis general population*
 - *“I think thread is too small and the term ribbon has a width to it, it’s [Security Ribbon] short and sweet and it would be easy to teach people about.” – Los Angeles general population*
 - *“I have “security ribbon” from the practically point of view – it is easy to remember, and there is no distinctive brightness to irritate or too hard to remember... from common and comfort point of view. That’s it.” – Russia general population*
 - *“Security ribbon – in general, simple and clear.” – Ukraine general population*
 - *“The simplest, easy to remember name is security ribbon.” – South Africa general population*
- **Including the word “security” in names such as “Security Ribbon” and “3-D Security Thread” helps to denote confidence in the bill**
 - *“Security ribbon. This way the person looking at it knows it is security. It is a security feature so they are going to remember that word and it is a ribbon.” – New York general population*
 - *“...but I also like #9 because even though it’s longer than 3D Ribbon, to me it’s not a thread, it’s a ribbon and I like the addition of security in it.” – New York general population*
 - *“Most people are looking for security [Security Ribbon].” – St. Louis general population*
 - *“3D security, the reason I added security is that I think it’s important when making money to focus on security.” - South Africa general population*
 - *“I think it’s [3-D Ribbon] interesting because it is something new, it impacts...but it’s like you need some more information to give you that sense of security it needs.” – Peru general population*
 - *“This security term is very important, and it’s really suitable. But it’s the common one. It’s the one we’ve heard throughout our lives: the security term.” – Panama general population*
 - *“SECURITY says what it needs to say. [3D is trivial.] You can see it’s 3D. With WOVEN a lot of people might think it’s woven. SECURITY RIBBON just says what it is.” – South Africa general population*

Motion Feature

- The term 3-D is believed to be an appropriate descriptor for the feature which is why the name “3-D Ribbon” resonated with consumers

- “Everybody knows 3D. [3D Ribbon]” – St. Louis general population
- “The best one for me is ‘3-D Security Ribbon’ as this name covers all properties of the strip: it is 3-D and security one.” – Russia general population
- “[3-D Security Ribbon] Easy to remember. It describes this ribbon.” – Ukraine general population
- “Yeah, 3D ribbon stuck out for me when I first saw it, oh, I like that and then I went all the way through but, I came back to that because... if I was to talk about it in the future it would be the easiest thing to remember and it’s the catchiest, so, I think people would be interested in it and they would remember it.” – Los Angeles general population
- “Because of those features. You move it and the thing inside moves along...and tape because of the size, I guess. I think a thread is thinner. [3-D Ribbon]” – Panama general population



Motion Feature



- **The term “woven” is generally disliked**
 - **It is not a word used in daily language and is confusing for some**
 - *“Woven sounds complicated...” – Peru general population*
 - *“You won’t remember that term (woven).” – Panama general population*
 - *“And nobody knows is that really woven. Where can I see that...” – Russia general population*
 - *“It is not woven.” – Ukraine general population*
 - *“I know that not many people use the word ‘woven’ so some might not know what you’re talking about.” – Peru general population*
 - *“I just think the word WOVEN is so cumbersome, and also with the image shifting, it’s so cumbersome, no one will ever remember that. It’s got to be shorter.” – South Africa general population*
 - **And the term is not relevant to money / currency**
 - *“What are we doing here. We are talking money. Woven is too broad a word.” – St. Louis general population*
 - *“It’s not fit for referring to money.” - South Africa general population*
 - *“Also I do not like ‘Woven 3D Security Thread’. It is not clear what it is, may be not related to money.” – Russia general population*
 - *“Because that term doesn’t...it doesn’t really represent, it’s not very common.” – Panama general population*
- **And “thread” is not seen as appropriate when describing something that is not thin or narrow**
 - *“I liked ribbon because they say thread is something thin while ribbon is something more visible.” – Peru general population*
 - *“The ones that mentioned a thread can be seen as...when you say thread you imagine something much thinner.” – Panama general population*
 - *“The thing about the thread. We don’t see it that way in Panama. Yes, it’s about seeing. It’s thinner [what the word thread indicates].” – Panama general population*
 - *“It is very important in respect of the notions “ribbon” and “thread”. Ribbon is wider, and thread is narrower, that is why I ask.” – Russia general population*
 - *“Security thread with the shifting image. Or ribbon? But the ribbon is wider than the thread. There are three strips? One of them is wide and it can be called as a ribbon and the second one as a strip. And the most suitable is the “security strip” – Russia general population*
 - *“It is a question what it is made of. But in our language, in our case in Ukrainian, thread is not associated with a wide strip. Is it for U.S. only?” – Ukraine general population*

Motion Feature



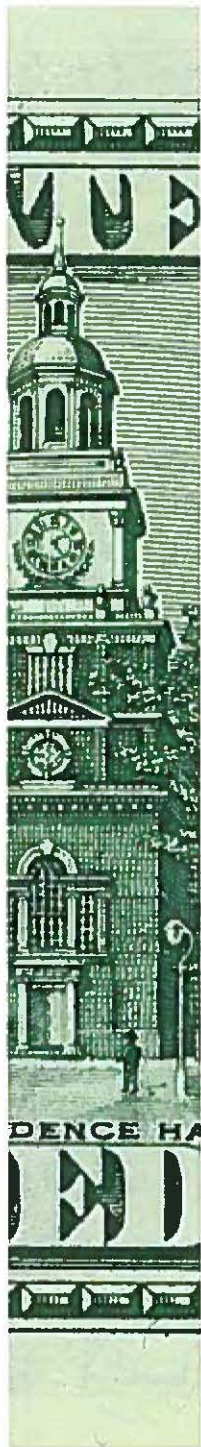
- **The term “image shifting” did not resonate**

- **It was too long and cumbersome**

- *“How can a thread shift an image [Image Shifting Thread]?” – Ukraine general population*
- *“The image shifting ribbon and the image shifting security ribbon, those words I thought they just seemed like too long to say. You just want to like get it out, boom, just say it.” – New York general population*
- *“I didn’t like image shifting because I thought it was too vague and it opens to a suggestion, it opens you to think about, how it is shifting, where it is shifting, why it is shifting. It is too much. You need something to be concise.” – New York general population*
- *“Too wordy.” – St. Louis general population*
- *“Same problem, too long.” – St. Louis general population*
- *“Too many words.” – St. Louis general population*

- **And the term particularly did not resonate in Latin America – likely due to how the word translates in Spanish**

- *“I don’t really think that image shifting is meaningful for the security feature. It could be security ribbon simply or woven ribbon. The image shifting name here in this country is another thing. Maybe in other places it may have another kind of meaning, but here it’s a change of look.” – Peru general population*
- *“The bill is not changing..the only thing changing is the picture on it.” – Peru general population*
- *“It’s not clear where the image shifts.” – Peru general population*
- *“I don’t like the words image and shifting I don’t think that’s a good name for a security feature.” – Peru general population*
- *“For me the image shifting shouldn’t be used to describe something as important as money.” – Peru general population*
- *“Another thing I meant to bring up is the question of the image. When you think of an image...I mean, the first thing you think of when you hear the term ‘image’ is a face or a figure.” – Panama general population*





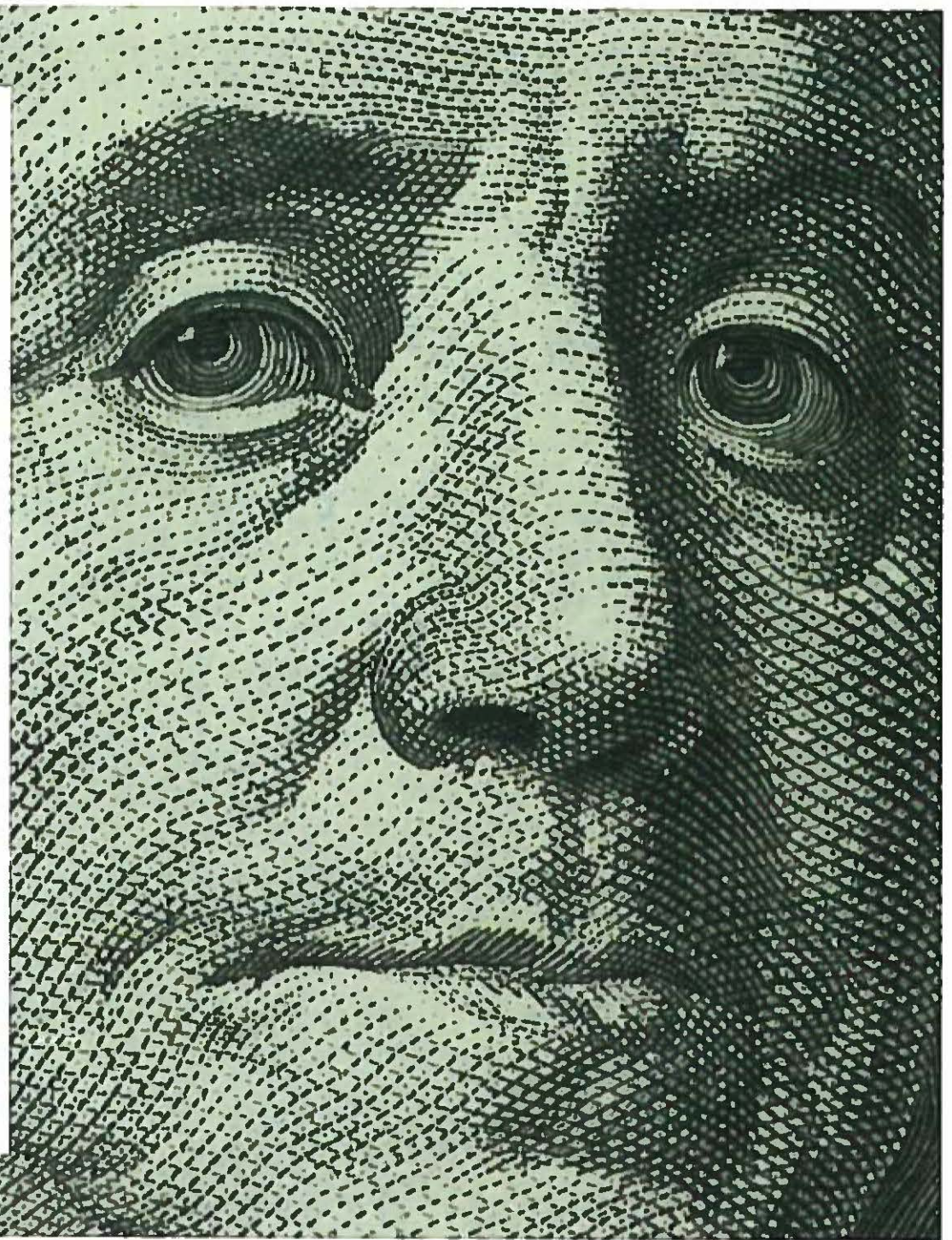
Motion Feature



- **Even though they rated “Security Ribbon” as their top names, some South Africans questioned using the term ribbon in the context of a security feature**
 - *“I don’t think so, because there is a security ribbon, it is there. Or maybe instead of ribbon, you could say line, just to make sure that we understand the meaning of ribbon...” - South Africa general population*
 - *“Exactly, with the ribbon I think only of the ribbon, which is something that you tie up.” – South Africa general population*
 - *“I just think that name is everything combined into one. [If you call it a SECURITY RIBBON, what would you call the other ribbon?] SECURITY STRIP.” – South Africa general population*
 - *“I didn’t like the word, RIBBON, it’s too soft.” – South Africa general population*
 - *“First of all you say it’s 3D Ribbon and as the other lady says there is five here, and we don’t see any ribbons around this goodie, so I don’t know why the name ribbon is there, because there’s no ribbon there, so I don’t like the ribbon thing” - South Africa general population*
- **While domestic and most international groups responded well to “3-D,” some South African participants were confused by it**
 - *“Because it’s written 3D Ribbon, and not 5D Ribbon?” - South Africa general population*
 - *“Three dimension...Three lines.” - South Africa general population*
 - *“Like this name [3D] where does it come...?” – South Africa general population*



OVI Feature





OVI Feature



- **Most consumers do not recall the OVI feature on existing bills and have trouble seeing the change when it's pointed out on the stimulus**
 - "I think it is very subtle." – St. Louis general population
 - "I think it would be hard to find – minute detail" - St, Louis general population
 - "I don't see it. It's very subtle." - New York general population
 - "It's fairly easy for me to see the changing colors, once I knew exactly what to look for. Then, I started thinking, if I didn't know, if I was in the sun with the reflection." - New York general population
 - "No [never seen before]." - Peru general population
 - "Not really [seen or knew about this before]." – Peru general population
 - "I have always noticed how employees use their nails to scratch bills at supermarkets. I don't know what they're doing to the bills, but they always test that place. I don't know what's going on there." – Panama general population
 - "I don't know. The green stuff is faded." – Panama general population
- **But when asked to describe the feature, they do mention the change in color**
 - "The simplest way to describe it would be look at the bottom right-hand corner of the bill and tilt it from vertical to flat and see the color change in the monetary value." – Los Angeles general population
 - "Notice the number 100 changing colors." - New York general population
 - "When I was looking at it I was like, you know, it is like a color shift or like it is kind of fading too. It fades into each color. That is really all I came up with because the colors are either just shifting or fading or one of the two adjectives." - New York general population
 - "It changes color."- Peru general population
 - "It changes from green to golden." – Peru general population
 - "That golden color is like... The golden stuff changes along with the green stuff." – Panama general population
 - "A changing ink in the seal." – Panama general population
 - "Opalizing." – Russia general population
 - "Rainbow feature." – Russia general population
 - "It changes colour..." - South Africa general population
 - "It changes from green to gold..." - South Africa general population



OVI Feature

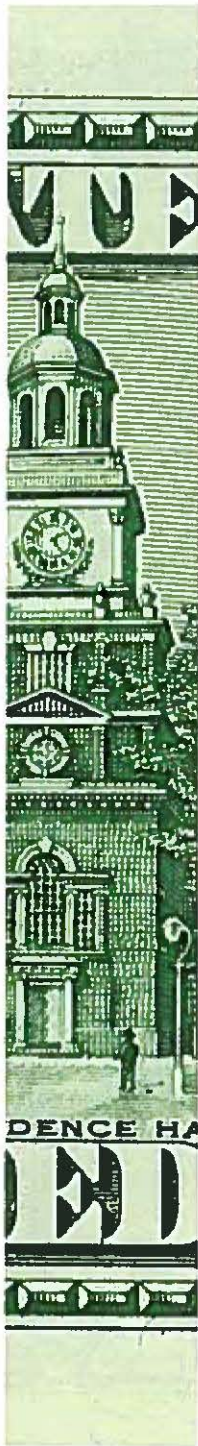


- **In Panama, Russia and Ukraine the word “chameleon” is often used to describe this feature**
 - *“Because if you do this, it has a streaked color, as if it were a chameleon” - Panama general population*
 - *“Like a chameleon.”– Panama general population*
 - *“Chameleon can be offered. But if you give explanations, then this name Chameleon should be explained. The feature needs a name which makes it clear, which reflects what it should.” – Ukraine general population*
 - *“Everybody agrees with Chameleon. That is the only variant. And in general it is the most difficult complicated to find a name to.” – Ukraine general population*
 - *“Take chameleon, it reflects color change with refraction. Colors. It should be exact, precise and it should reflect what is happening in fact.” – Ukraine general population*
 - *“Chameleon is an appropriate name, because everyone can remember it and one won’t remember a name of kilometer length. An official one.” – Ukraine general population*
 - *“Chameleon, something like that.” – Russia general population*
 - *“I’ll say with dash as ‘chameleon’.” – Russia general population*
 - *“Well, if simply, in one word. Chameleon.” – Russia general population*

OVI Name Translations



Feature 2 Translations					
United States	Panama	Peru	Russia	Ukraine	South Africa
Color Changing Ink	Tinta que Alterna de Color	Tinta que Alterna de Color	Изменяющая цвет краска	Чорнило, що змінює колір	Colour Changing Ink
Tilt to Reveal	Inclinar para Revelar	Inclinar para Revelar	Наклонить для появления	Нахил для виявлення	Tilt to Reveal
Color Reveal	Revelar con Color	Revelar con Color	Появление цвета	Виявлення кольору	Colour Reveal
Tilt to Find	Inclinar para Encontrar	Inclinar para Encontrar	Наклонить для выявления	Нахил для пошуку	Tilt to Find
Color Shifting Ink	Tinta que Cambia de Color	Tinta que Cambia de Color	Меняющая цвет краска	Чорнило, що змінює колір	Colour Shifting Ink
Color Revealing Ink	Tinta que Revela el Color	Tinta que Revela el Color	Краска с появлением другого цвета	Чорнило, що виявляє колір	Colour Revealing Ink
Tilt to Find Ink	Tinta que se Inclina para Encontrar	Tinta que se Inclina para Encontrar	Наклонить для выявления краски	Нахил, щоб знайти чорнило	Tilt to Find Ink
Tilt and Hide	Inclinar y Esconder	Inclinar y Esconder	Наклонить и скрыть	Нахил та приховання	Tilt and Hide



OVI Feature

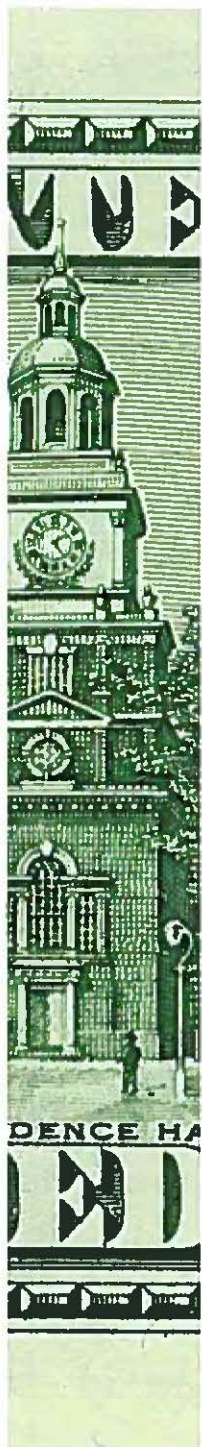


- **The name “Color Changing Ink” resonates because it is direct and a simple concept to understand**
 - *“Color-changing ink, I think it’s appropriate, you tilt it and it changes color.” – Los Angeles general population*
 - *“It’s not shifting although it [Color Changing Ink] denotes movement but I think the majority of the public, color-changing ink is more direct, simple.” – Los Angeles general population*
 - *“I like Color Changing Ink because when I was looking at it, that is what it was doing, changing colors, very simple” - New York general population*
 - *“Well, I liked it [Color Changing Ink] I thought it was simple.” - St. Louis general population*
 - *“I like it [Color Changing Ink], because it describes the effect of the changing color...and I think it’s the most understandable of all.” - Peru general population*
 - *“It’s [Color Changing Ink] a good way to describe this feature in a simple way.” – Peru general population*
 - *“It [Color Changing Ink] would be easy for everyone to use.” - Peru general population*
 - *“Color changing ink and nothing else.” – Panama general population*
 - *“Color changing ink.” – Panama general population*
 - *“The characteristic for this ink is that it changes color. This characteristic can be found in the ink itself.” – Panama general population*
 - *“The simplest concept [Color changing ink].” – Panama general population*
 - *“It’s [Color Shifting Ink] popular. It’s nice.” – Peru general population*
 - *“Yes, this word change (shifting translated to Spanish) is simpler. I hear it every day. At the end it is the same.” – Peru general population*
 - *“Because all I can see is changing colour. [Color Changing In General]” – South Africa general population*
 - *“Colour changing ink...Exactly the way it is...The money continuously change, self explanatory.” - South Africa general population*
 - *“[Colour Changing Ink] Because it changes.” - South Africa general population*

OVI Feature



- While “Coloring Shifting Ink” is preferred because of the association with how the feature “turns” color – more subtle than a complete ‘change’ of color
 - “I picked it too because it [Color Shifting Ink] describes the action in which the color changes.” – Los Angeles general population
 - “I like it [Color Shifting Ink] because it’s the shortest and you can talk to people about it in the simplest possible terms, short and sweet.” – Los Angeles general population
 - “It [Color Shifting Ink] is a lot but I thought it described what it did to me.” – St. Louis general population
 - “I like the color shift. I think that it is simple and concise. I mean because you have to describe it to somebody where on the bill you are finding it because I am sure that there is somewhere else that you could find a color shift, so I don’t know.” - New York general population
 - “Color Shifting Ink because you have to shift it to change the color of the ink, green, gold.” - New York general population
 - “Because, actually you have to move, to shift it [Color Shifting Ink] back and forth to see the different colors. So, that makes sense to me.” - New York general population
 - “It’s more of a shift than a change, and it’s also less of a reveal than a shift. Color Shifting Ink just sounded more like what it was, summed it up the best in my opinion.” - New York general population
 - “It’s [Color Shifting Ink] popular. It’s nice.” – Peru general population
 - “Although...Although in fact...I mean, color-alternating (shifting) ink is very similar, but the term “alternating (shifting) changes everything.” – Panama general population
 - “There are 2 almost synonyms which – color-shifting color – by the way this term is used for our bills – changing and shifting. I do not remember how it sounds. They are synonyms ...” – Russia general population
 - “[Color-shifting] Color – because it is colored, shifting – because the note is getting darker.” – Ukraine general population
 - “Brief and clear. Color shifting inks.” – Ukraine general population
 - “Colour shifting ink. We are trying to be simple so that it’s easy to use the name.” - South Africa general population



OVI Feature



- **It is important to also note that some of the words like 'ink' did not translate well into Russian or Ukrainian, and Russians had difficulty differentiating between the translations for 'changing' and 'shifting'**
 - *"The best for me is the fifth one, the worst – 'Color Changing Ink'. It does to meet the requirements, it is not ink." – Russia general population*
 - *"The only one that can be marked is "color shifting" and the last one related to paints, but still it is not expressive. The others do not relate at all." – Russia general population*
 - *"It is more or less suitable name though I have not chosen it: color-changing ink/ To my mind ink shall be black. I do not know. Ink shall be black." – Ukraine general population*
 - *"Ink is associated with old times for me." – Ukraine general population*
 - *"There are not any inks here." – Ukraine general population*
 - *"I do not like the "inks". I do not see any connection with the note." – Ukraine general population*
 - *"Everything does not sound Russian." – Russia general population*
 - *"The translations are stupid." – Russia general population*
 - *"There are 2 almost synonyms which – color-shifting color – by the way this term is used for our bills – changing and shifting. I do not remember how it sounds. They are synonyms ..." – Russia general population*
- **Consider using the term 'number' in place of 'ink' in order to provide more direction on what specific feature to look for and to clarify for Russians and Ukrainians**
 - *"A suggestion, when you gave us this document, I thought it was going to say something like 'color-changing number'. So you already know you're looking for a number. But when you hear the term 'ink', it could refer to anything on the bill because the bill...everything is in ink." – Panama general population*
 - *"I think the term 'color-changing ink' is okay because you'll look for something that changes color. But if you hear 'color-changing number', then you'll be looking for a number. You won't be looking for...because the term 'ink' could be referring to the man's face, the seal, the eagle or many other things." – Panama general population*
 - *"Couldn't it be the number that changes color?" – Panama general population*
 - *"As it is true...see-through number." – Russian general population*
 - *"Why feature? Just a number." – Ukrainian general population*
 - *"It's precise – a number." – Ukrainian general population*
 - *"Like kind of half way see through it, but see through picture doesn't really fit. Like she said it is not a picture. It is a number." – New York general population*
 - *"That's what comes up [See-Through Number]. It's more descriptive. A feature could be anything. It could be a man, whatever." – South African general population*
 - *"It says number, and it is a number. You have to go straight to the point. I think this name says it all." – Peruvian general population*

FOR INTERNAL USE ONLY



OVI Feature

- Names with the word “Tilt” did not resonate, many consider the combination with words such as “Hide,” “Find” and “Reveal” to be too childish and ambiguous

- **Tilt to Reveal**

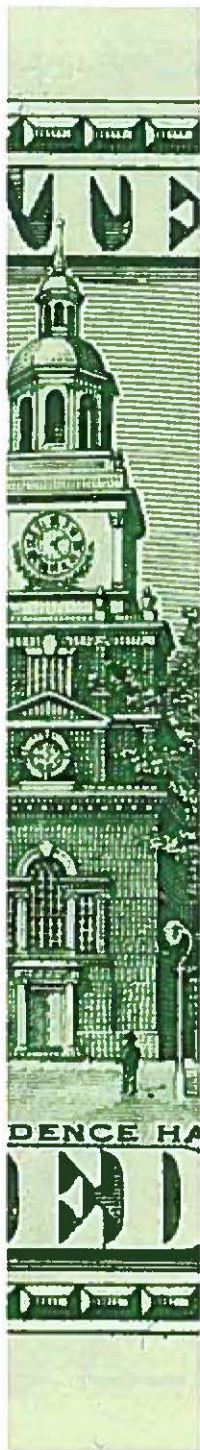
- “No...you could tilt anything, to reveal anything [Tilt to reveal].” - Peru general population
- “And also what are they going to reveal [Tilt to reveal]. Is the bill coming with some special value or something?” - Peru general population
- “It [Tilt to reveal] sounds childish.” – Peru general population
- “Not the one about ‘Tilt to reveal’.” – Panama general population
- “The worst variant is ‘Tilt to Reveal’. It is not clear at all.” – Russian general population
- “They should tell us what we are tilting and what are we revealing – tilt to reveal what?” - South Africa general population

- **Tilt to Find**

- “Well tilt to find made me think that I was going to be looking for a different image. It didn’t tell me what was there.” – St. Louis general population
- “Or tilt to find ink. That is horrible.” - New York general population
- “Very childish [Tilt to find], because I think the bill is something very important, it’s important to talk about its security.” – Peru general population
- “It looks like a game, that’s what I think. The one that says ‘Tilt to find’ looks like a game. As if you were playing.” – Panama general population
- “This name makes me laugh, to tell the truth – Tilt to Find.” – Ukraine general population
- “Also tilt to find, what do you tilt, and to find what?” - South Africa general population

- **Tilt and Hide**

- “I really didn’t understand tilt and hide. I mean what is hiding?” - New York general population
- “Yep, it’s like hide and seek.” - St. Louis general population
- “What’s it hiding? I don’t take that very seriously” - St. Louis general population
- “No for me this one [Tilt and Hide] is the worse because it’s not hiding anything.” – Peru general population
- “It’s [Tilt and Hide] not even talking about the bill.” – Panama general population
- “Tilt and Hide. What are you going to hide?” – Panama general population
- “What ‘Tilt and Hide’ means? I cannot understand it at all.” – Russia general population
- “Like it was a game i.e. TILT TO FIND. TILT AND HIDE is the worst.” – South Africa general population
- “[Tilt to Hide] I don’t really understand what they are trying to say, the whole thing needs to be evident for people to know what to check for...” - South Africa general population



OVI Feature



- **And Latin Americans do not consider the words “color reveal” to be appropriate to include in an official name**
 - *“No, it [Color reveal] sounds like photos or film revealing. It’s like you need some kind of color to be able to see it.” - Peru general population*
 - *“It [Color reveal] reminds me of a photo store, like I’m going to go and reveal my photos” – Peru general population*
 - *“No, it [Color reveal] makes me believe that I have to draw something on the note to see something.” - Peru general population*
 - *“Reveals doesn’t sound correct because people associate it with the photo shop and taking pictures.” – Peru general population*
 - *“No. It [Color reveal] sounds like you want to reveal photos. I don’t like it.” – Peru general population*
 - *“There’s nothing to be revealed [Color reveal].” – Peru general population*
 - *“It’s because we use this word reveal is more used here for photography.” – Peru general population*
 - *“It says revealing but it doesn’t specify what is going to change.” – Peru general population*
 - *“I don’t know. This thing about revealing colors. What are you going to use to reveal it?” – Panama general population*
 - *“Not reveal.” – Panama general population*



Burson-Marsteller

To: Ellen Gano, Lisa Lynam, Julie Borchard, Jeff Smith, Jacqui Morengo

From: Erin Byrne, Rob Philips

CC: Amy Smith, Mary Crawford, Kathleen Coyne, Robyn Pearlstein, Kelly Rose Duttine

Re: Wikipedia Entry for the new \$5 bill

Date: November 12, 2007

Wikipedia is an online encyclopedia where all entries are created by the general public and can be freely edited by anyone (with some exceptions). It is also the eighth most popular Web site in the World and typically receives top placements in the search engines for any given topic that has an entry in Wikipedia. For example, a search on Google for "\$5 bill" brings up the Wikipedia entry as the first listing (http://en.wikipedia.org/wiki/United_States_five-dollar_bill):

The screenshot shows a Google search interface. The search bar contains the text "\$5 bill" and a "Search" button. Below the search bar, there are links for "Web" and "Images". The search results are displayed as "Personalized Results 1 - 10 of about 2,350,000 for \$5 bill (0.16 seconds)". The first result is titled "United States five-dollar bill - Wikipedia the free encyclopedia". The snippet below the title reads: "The United States five-dollar bill (\$5) is a denomination of United States currency. U S President Abraham Lincoln is currently featured on the obverse ...". At the bottom of the snippet, there are links: "en.wikipedia.org/wiki/United_States_five-dollar_bill - 42k - Cached - Similar pages - Note this".

Currently, the \$5 bill entry on Wikipedia does not contain any content for the new \$5 bill, except for an image of the new bill. Thus, Burson-Marsteller recommends adding the content below about the new \$5 bill to the Wikipedia page referenced above.

On September 20, 2007, the U.S. government digitally unveiled a new, more secure design for the \$5 bill that will begin circulating in early 2008.

Similar to recently redesigned \$10, \$20 and \$50 bills, the new \$5 bill incorporates improved, easy-to-use security features, making it easier for businesses and consumers to check the new \$5 bills they receive and more difficult for counterfeiters to fake.

The redesigned \$5 bill retains two of the most important security features that were first introduced in the 1990s and are easy to check.

- **Watermarks:** There are now two watermarks on the redesigned \$5 bill. A large number "5" watermark is located to the right of the portrait replacing the previous watermark portrait of President Lincoln found on the older design \$5 bills. A second watermark - a column of three

smaller "5"s - has been added to the new \$5 bill design and is positioned to the left of the portrait.

- **Security Thread:** The embedded security thread runs vertically and is now located to the right of the portrait on the redesigned \$5 bill. The letters "USA" followed by the number "5" in an alternating pattern are visible along the thread from both sides of the bill. The thread glows blue when held under ultraviolet light.

Design Features

The new \$5 bills will remain the same size and will use the same -- but enhanced -- portraits and historical images. The most noticeable difference in the redesigned \$5 bill is the addition of light purple in the center of the bill, which blends into gray near the edges.

As with the redesigned \$10, \$20 and \$50 bills that preceded it, the new \$5 bill features an American symbol of freedom printed in the background: The Great Seal of the United States, featuring an eagle and shield, is printed in purple on the front of the bill.

Additional design elements include:

- The large easy-to-read number "5" in the lower right corner on the back of the bill, which helps those with visual impairments to distinguish the denomination, has been enlarged in the new \$5 bill design, and is printed in high-contrast purple ink.
- The oval borders around President Lincoln's portrait on the front, and the Lincoln Memorial vignette on the back have been removed. Both engravings have been enhanced.
- An arc of purple stars surrounds the portrait and The Great Seal on the front of the bill, and small yellow "05"s are printed on the front and back of the bill.

Other Features

- **Microprinting:** The redesigned \$5 bill features microprinting, which is the engraving of tiny text, on the front of the bill in three areas: the words "FIVE DOLLARS" can be found repeated inside the left and right borders of the bill; the words "E PLURIBUS UNUM" appear at the top of the shield within the Great Seal; and the word "USA" is repeated in between the columns of the shield. On the back of the bill the words "USA FIVE" appear along one edge of the large purple "5" low-vision feature.
- **Federal Reserve Indicators:** A universal seal to the left of the portrait represents the entire Federal Reserve System. A letter and number beneath the left serial number identifies the issuing Federal Reserve Bank.
- **Serial Numbers:** The unique combination of eleven numbers and letters appears twice on the face of the bill. On the new \$5 bill, the left serial number has shifted slightly to the right, compared with previous designs.

Continue using the older \$5 bills: Consumers will not have to exchange their old \$5 bills for the new ones. Old money will always be good. In fact, every U.S. banknote issued since 1861 is still redeemable today at full face value and will continue to be legal currency. In addition, there will

be no recall or devaluation of any U.S. bills as the United States has never devalued its currency and will not do so now.

Burson-Marsteller looks forward to your feedback and is happy to answer any questions about the Wikipedia entry.



Burson-Marsteller

To: Ellen Gano, Julie Borchard, Lisa Lynam, Sonja Danburg, Sara Messina, Jeff Wood

From: Rob Philips, Erin Byrne

CC: Penny Kozakos, Mary Crawford, Jennifer Rose-Utley

Re: Task Order 36 – Social Media Commenting Policy and Monitoring Protocols

Date: March 9, 2010

Based on recent discussions with the BEP/FRB/USSS regarding the launch of social media pages for the new \$100 note and the sensitivities surrounding potential comments that audiences may post, Burson-Marsteller has developed the following recommendation to monitor and manage anticipated comments that do not contain relevant dialogue about the Redesigned Currency Public Education Program.

Additionally, at the request of the BEP/FRB/USSS, Burson-Marsteller has included a recommendation to reflect how the BEP/FRB/USSS should handle the social media pages upon the conclusion of the public education program.

Recommended Facebook Commenting Policy

Burson-Marsteller has developed the following Facebook Commenting Policy in response to concerns expressed by the BEP/FRB/USSS about the range of comments that could potentially appear on the new \$100 note Facebook fan page. The policy is intended to serve as a guideline limiting audience comments to those about the public education aspect of the Redesigned Currency program. The commenting policy will be posted prominently on the fan page to remind audiences that the site will be regularly monitored and that comments viewed as inappropriate or that violate the policy will be removed promptly.

Welcome to the official Redesigned U.S. Currency Facebook Fan Page. This page has been established by the U.S. government as part of the Redesigned Currency Public Education Program to inform businesses and consumers about the recent security and design changes to U.S. currency. You can learn more about the redesigned currency at www.newmoney.gov.

We encourage you to submit your questions and/or comments regarding redesigned U.S. currency, but please note this is a moderated online discussion.

As such, the administrators of this fan page reserve the right to delete any comments that are not applicable to the Redesigned Currency Public Education Program.

Further, any comments that contain vulgar language, personal attacks of any kind, or offensive comments that target anyone or any organization may also be deleted. The administrators also reserve the right to delete comments that:

- Include spam or links to other pages and/or sites;
- Advocate illegal activity;
- Promote particular services, products, political/partisan views, or;
- Infringe on copyrights or trademarks.

Please note that the posted comments do not necessarily reflect the opinions or policies of the U.S. government. If you have any questions concerning the operation of this Facebook fan page or the Redesigned Currency Public Education Program, please contact us at <http://www.newmoney.gov/newmoney/contact/Contact.aspx>

Facebook Monitoring Protocol

The following chart outlines Burson-Marsteller’s schedule for monitoring comments on the Redesigned Currency social media pages. The monitoring period is intentionally heavy during and around the peak periods of Unveiling, Momentum and Day of Issue to ensure that any negative information or comments posted are promptly addressed or removed from the page. Monitoring will be scaled up or down according to program activity levels. However, should a spike in media activity or a volume of fan page comments increase at any given time, Burson-Marsteller will adjust the frequency and hours of monitoring to ensure all comments are proactively monitored and addressed as necessary. Similar to the media monitoring report circulated to the team daily, Burson-Marsteller will also provide a social media monitoring report twice daily (10:30 AM and 4:30 PM) around peak periods and once daily during the other periods to provide a snapshot of the comments captured throughout the day. Comments requiring immediate attention will be flagged and addressed with the BEP/FRB/USSS as they are detected.

Time Period	Hours of Monitoring	Minimum Frequency
March 22 – April 18	9:00 a.m. – 6:00 p.m.	Weekdays every 3 hours; weekends once per day
April 19 – April 20	9:00 a.m. – 9:00 p.m.	Every 3 hours
April 21 (Unveiling)	9:00 a.m. – 9:00 p.m.	Every 30 minutes
April 22	9:00 a.m. – 9:00 p.m.	Every 30 minutes
April 23 – 24 (Weekend)	9:00 a.m. – 6:00 p.m.	Every 3 hours
April 25-29	9:00 a.m. – 9:00 p.m.	Every 3 hours
April 30 – Day Before Issue	9:00 a.m. – 6:00 p.m.	Twice per day on weekdays; once per weekend

DOI	9:00 a.m. – 9:00 p.m.	Every 30 minutes
Days(s) after Issue (until the weekend)	9:00 a.m. – 9:00 p.m.	Every 30 minutes
Weekend after DOI	9:00 a.m. – 6:00 p.m.	Every 3 hours
Ongoing until End of Program	9:00 a.m. – 6:00 p.m.	Twice per day on weekdays; once per weekend

Throughout the monitoring periods, Burson-Marsteller will utilize staff located in different time zones to ensure comments are addressed as quickly as possible. Burson-Marsteller is confident that any inappropriate comments can be identified and removed in a timely manner. However, as discussed on February 23, if BEP/FRB/USSS would like to explore options for using a social media monitoring vendor to monitor the comments with greater frequency and/or hours, Burson-Marsteller can research those options.

End of Program Options for Social Media Pages

Upon the conclusion of the public education program, the BEP/FRB/USSS will have the option to delete the pages on Facebook, YouTube, Twitter and Flickr, which will result in losing the fans/subscribers of these pages. Given the number of audiences that may have interest in the program, Burson-Marsteller recommends the BEP/FRB/USSS keep these pages online to have this information about the redesigned currency accessible and to maintain the subscriber lists for future public education programs. Should the BEP/FRB/USSS decide to keep these pages online but without regular updates, Burson-Marsteller will turn off all comments and post a message on each page to direct audiences to the corresponding Web sites for the BEP/FRB/USSS for additional information.

Next Steps

March 9:

- B-M presents Social Media Commenting Policy and Monitoring Protocols to BEP/FRB/USSS for review
- B-M presents social media page design concepts for pre-Unveiling and Unveiling

March 12:

- BEP/FRB/USSS to approve social media commenting policy and monitoring protocols, and design concepts

March 15:

- B-M to submit launch content for Facebook, Twitter and Flickr to BEP/FRB/USSS for review
- B-M to submit social media launch news alert and editorial calendar mapping out opportunities for proactive content updates to BEP/FRB/USSS for review
- B-M to begin soliciting potential subscribers for the Facebook fan page

March 19:

- BEP/FRB/USSS to approve launch content for Facebook, Twitter, FlickrR, and social media launch news alert

March 22:

- B-M to populate social media pages , launch the 30 day Unveiling countdown clock and deploy social media launch news alert



**U.S. and International Benchmark Study
for \$5 and \$100 Bill / Note
Public Education and Awareness Program**

October 2, 2007

Quantitative Research Methodology

- Timing:** August 18, 2007 – September 18, 2007
- Audience:** General Consumers in U.S., Russia, Peru, and Uruguay
- Methodology:** Quantitative phone and in-person interviews
- Objectives:** Establish initial benchmark measures on key metrics such as awareness of currency changes in general, changes to specific denominations, knowledge of features, confidence in the currency, concerns about counterfeiting and bill / note authentication behavior
- Terminology:** Interviewers used the word “bill” in the U.S. and “note” in other countries in keeping with terminology most familiar to respondents

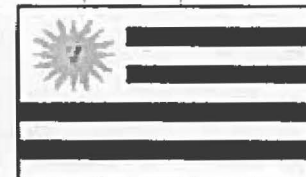
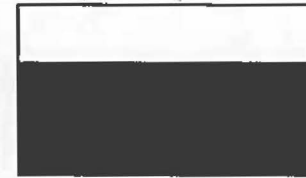
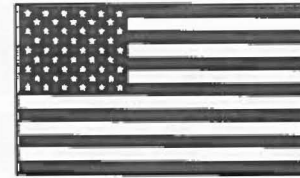
Interviews:

Country	Sample Size (N =)	Margin of Error*
U.S.	902	+/- 3.26%
Russia	638	+/- 3.88%
Peru	617	+/- 3.95%
Uruguay	600	+/- 4.00%

* Margin of Error at 95% Significance Level

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- Key Findings
- Initial Attitudes
- Awareness of New Currency Designs
- Awareness of Security Features
- Authentication Behavior
- Confidence in Currency
- Interest & Concerns





Key Findings

Key Findings

- **U.S. notes are most frequently used for savings internationally**
 - *Most international consumers procure U.S. notes from currency exchanges*

- **Awareness of changes to U.S. bills / notes is lower internationally than in the U.S.**
 - *Those who have heard about the changes learn about them primarily through television news programs*
 - *Top of mind, U.S. consumers are generally unable to recall specific changes, while international consumers often mention the color changes made*

- **More Americans believe that the \$5 bill will be redesigned next, while more international consumers think it is the \$100 note**
 - *Consumers in all four countries understand the reason the bills are changed is to stay ahead of counterfeiting*

Key Findings

- **Watermark and security thread features are most familiar to consumers across countries**
 - *Both the watermark and security thread were cited top of mind as security features*
 - *After exposure to the security features, consumers in the U.S. and abroad say they are familiar with the watermark and security thread, and use them to authenticate bills / notes most often*
 - *Consumers are the less familiar with the color shifting ink and less likely to use it compared to other features*

- **Subtlety when checking bills is important in Russia and Peru**
 - *While less than half of consumers in the U.S. and Uruguay agree*
 - *There is not one feature that is seen as the easiest to check discretely*

Key Findings

- **Counterfeiting is perceived as a major problem, particularly in Peru**
 - *Peruvians are more likely to report having received a counterfeit than other country in the survey*
 - *And Peruvians are the most likely to authenticate their U.S. notes*
 - *Consistent with previous research findings, the watermark, security thread, and the feel of U.S. bills / notes are most frequently used to check for counterfeits*

- **Consumers in Peru are more concerned about the redesign of U.S. notes and find it more important to be informed of any changes than other consumers**
 - *Likely because counterfeiting is viewed as a more serious problem in Peru*

- **There is confusion about the validity of U.S. notes following a change in Peru and Uruguay**
 - *Nearly half of Peruvians and Uruguayans think that they need to exchange old U.S. notes for new ones, indicating a need to educate these consumers about the validity of old U.S. notes*

Key Findings

- **Interest in learning about the redesign of U.S. bills is at least fairly strong in all countries**
 - *Russians and Peruvians feel the most important information to communicate is the specific procedures to authenticate the new notes, while Uruguayans say it is the new notes' specific release dates*
 - *Television – either on news programs or commercials – is the best way to communicate with consumers in all countries*
 - *International consumers would prefer to be informed by someone from their own country in concert with an American*

- **Confidence in U.S. currency is higher in the U.S. and Uruguay than in Russia and Peru**
 - *The high confidence in Uruguay likely explains the high usage of U.S. notes in that market*
 - *However, confidence in U.S. currency seems to have declined, particularly internationally, over the past year*

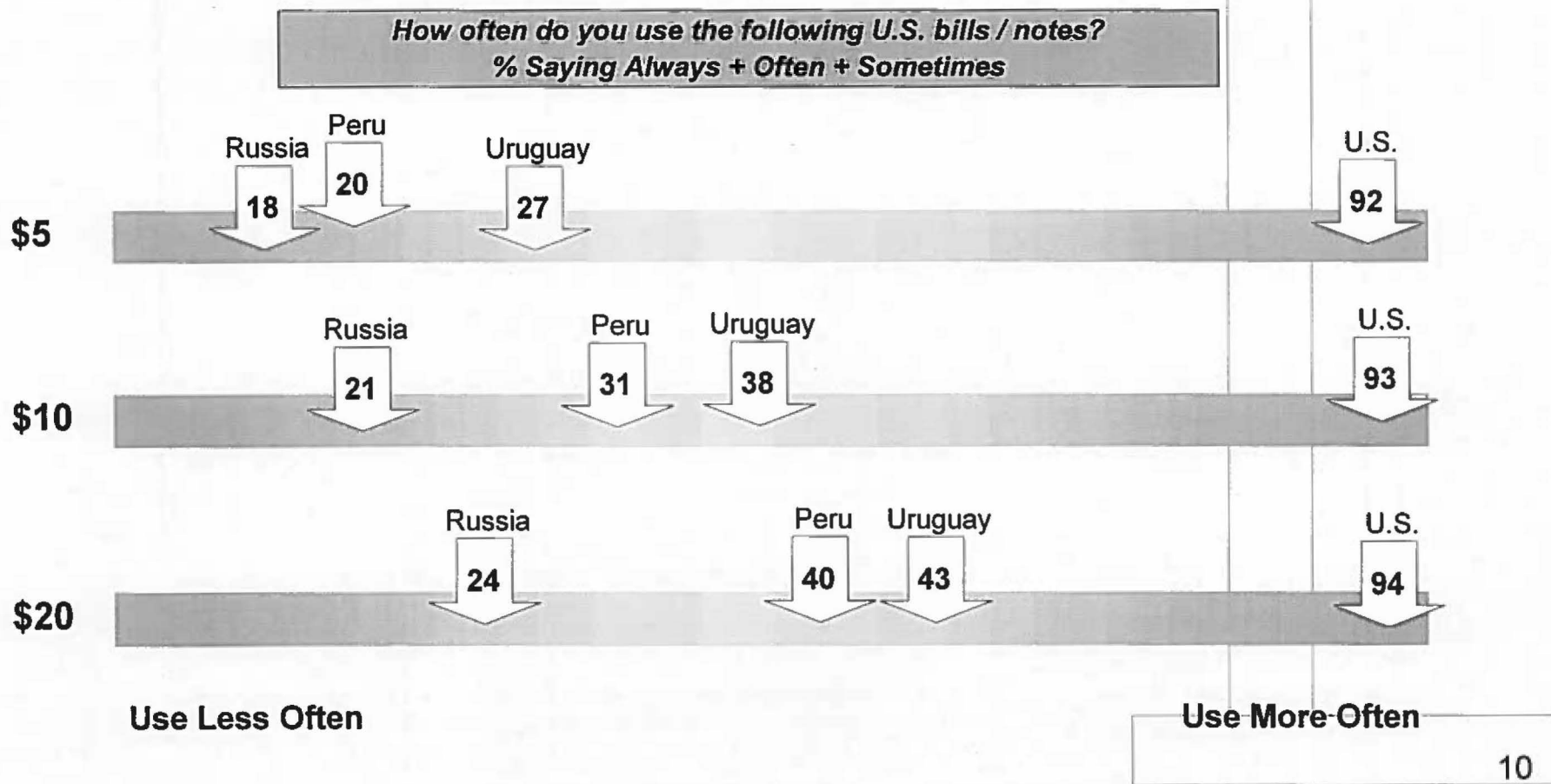
- **All international consumers report greater confidence in their home currency than the dollar**



Initial Attitudes

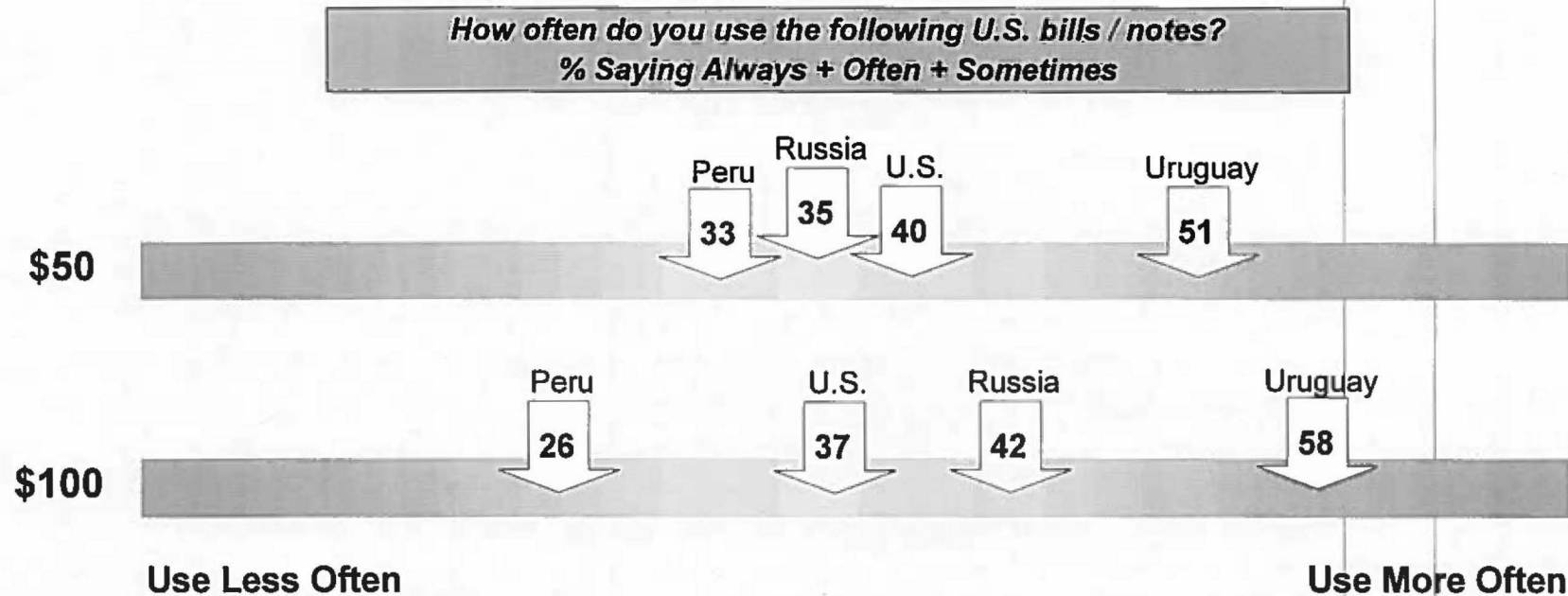
Frequency in Using U.S. Bills / Notes

- Not surprisingly, U.S. consumers use lower denominations of U.S. bills most frequently, while those in Russia are the least likely to use these denominations.



Frequency in Using U.S. Bills / Notes

- But consumers in Uruguay use the higher denominations more often than Americans, while Peruvians use them the least.
 - *Russians use \$100 notes more often than Americans.*



Uses of U.S. Notes

- As suggested by the multi-country exploratory study, many international consumers use U.S. notes for savings.
- U.S. notes are most commonly used for everyday purchases in Peru and for large purchases in Uruguay.

<i>Do you generally use U.S. notes for any of the following?*</i> <i>Ranked by All International</i>	Russia	Peru	Uruguay
Savings	24	31	22
Large purchases	12	5	35
Everyday purchases or transactions	6	24	17
Travel	19	1	8
Installments / Drafts	0	9	0
Other	3	1	2
Don't Know / No Response	37	30	16

* These questions were not asked in the U.S.

Savings in U.S. Notes

- Among consumers who use U.S. notes for savings, those in Russia save in a bank account while those in South America are more likely to keep notes as actual paper currency.

<i>IF SAVE IN U.S. NOTES: If you keep U.S. notes in savings, do you generally keep and hold U.S. notes as paper currency, or do you instead put the U.S. notes in a bank account?*</i> <i>Ranked by All International</i>	Russia (N=153)	Peru (N=130)	Uruguay (N=189)
U.S. notes as paper currency	30	65	51
U.S. notes in a bank account	67	34	48
Other	0	0	2
Don't Know / No Response	3	1	0

* These questions were not asked in the U.S.

Sources of U.S. Notes

- Internationally, currency exchanges are by far the most common source for obtaining U.S. notes.

<i>Where do you generally obtain U.S. notes? Ranked by All International</i>	Russia	Peru	Uruguay
Currency exchange	53	44	53
Bank	8	14	19
At work / From clients / My salary/income is in U.S. dollars	0	7	4
ATM	3	1	5
From abroad	0	4	0
From friends/family	0	0	3
Other	0	1	2
Don't Know / No Response	36	30	14

* This question was not asked in the U.S.

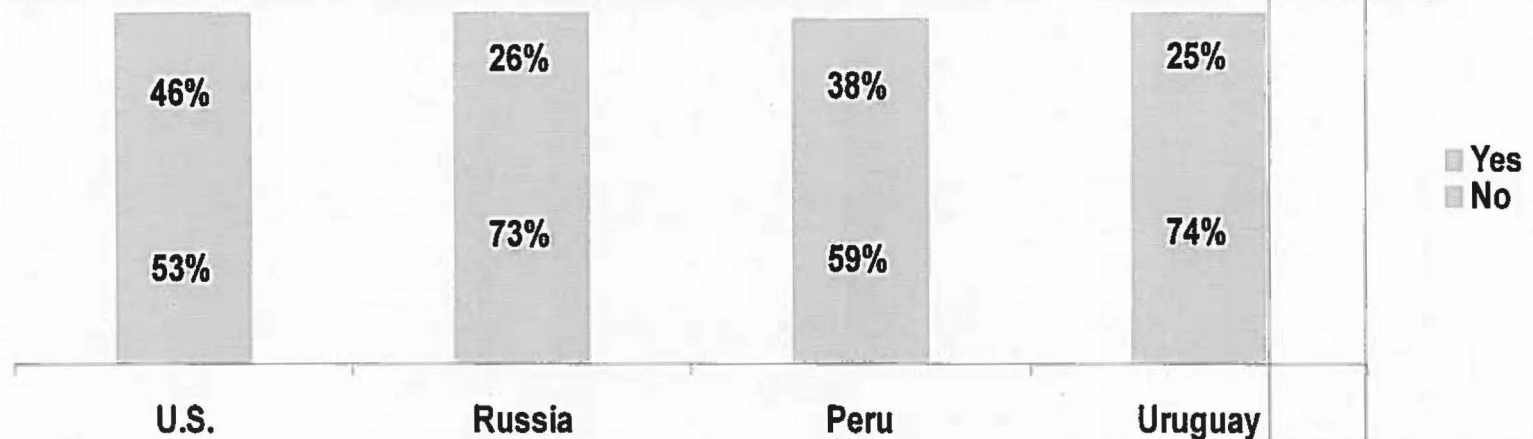


Awareness of New Currency Designs

Awareness of Changes to U.S. Bills / Notes

- Consistent with the findings from the multi-country exploratory study and international focus groups, most international consumers have not recently heard about changes to the design of U.S. notes.
- Nearly half of U.S. consumers are aware of the changes.
 - *As this research was conducted the two weeks prior to the Unveiling, this result could be due to pre-unveiling media coverage that followed the press announcement on August 21st*

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



Means of Learning about Changes to Bills / Notes

- Among those who have heard about the changes, television news programs are the most common source of information across countries.

<i>IF AWARE OF RECENT CHANGES TO U.S. BILLS / NOTES: Where have you heard about changes being made to the design of some U.S. bills / notes? Please choose all that apply. Ranked by U.S.</i>	U.S. (N=412)	Russia (N=167)	Peru (N=235)	Uruguay (N=151)
On TV news program	47	48	64	45
In the newspaper	32	14	16	13
From a friend, neighbor or colleague	11	19	15	26
On internet (website)	11	10	3	2
On radio	10	11	7	5
In a bank	6	11	22	15
In a magazine	6	2	1	1
On TV commercials	6	11	3	9
I saw an actual bill / I saw the changes	3	0	0	9
In a store	3	1	3	1
Currency exchange	0	19	11	11
Other	3	3	1	3
Don't Know / No Response	6	1	0	5

Changes to Bills / Notes Learned

- While a quarter of U.S. consumers cannot recall specifically what they have heard, international consumers are likely to be aware of the color changes of U.S. notes.

<i>IF AWARE OF RECENT CHANGES TO U.S. BILLS / NOTES: What have you seen or heard? OPEN END</i> <i>Ranked by U.S.</i>	U.S. (N=412)	Russia (N=167)	Peru (N=235)	Uruguay (N=153)
Not much / Just remember hearing they were changing it/changing the design / Just heard something in the media / I saw the new bills	25	19	7	10
Safety features (unspecific) / More precautions to make it harder to counterfeit	20	11	7	21
Adding/changing color / Adding more color / Red, white and blue	19	32	43	37
Changing the picture / Changing the faces / Bigger portrait / Off centered face/ president	9	13	11	14
Strip / Stripe / Thread/security thread	6	6	14	1
Watermark	5	10	6	3
Changing the fifties/hundreds/ large denominations	4	0	0	10
Changing the coins / New/changed dollar coin / Changing the quarters / Changing the nickels / Changing/ getting rid of pennies	3	0	0	0
Changing the twenties	3	1	0	7
Changing the fives	2	2	0	1
Different paper/fabric/ fibers/weight/texture	2	3	7	6
Size / Changing the size of the bill / Larger bill	2	1	2	8
Other	14	13	15	18
Nothing / Don't Remember / Don't Know / No Response	15	9	4	11

Changes to Bills / Notes Learned Verbatim Responses

▪ Safety features (unspecific) / More precautions to make it harder to counterfeit

"They're making them less counterfeitable." – U.S. Consumer

"That they were considering changes to stop counterfeiting." – U.S. Consumer

"To strengthen US note's security." – Russia Consumer

"The note's security features will be enhanced to avoid counterfeits." – Peru Consumer

"That many features have been added to detect fake notes." – Uruguay Consumer

▪ Adding/changing color / Adding more color / Red, white and blue

"They are going to add coloring so they cant be copied." – U.S. Consumer

"The color is kind of a goldish-green." – U.S. Consumer

"More vivid color on new notes." – Russia Consumer

"The new note colors look more intense." – Peru Consumer

"A change of color, they are not so green." – Uruguay Consumer

▪ Changing the picture / Changing the faces / Bigger portrait / Off centered face/ president

"New faces on the bills." – U.S. Consumer

"Pictures of president changing." – U.S. Consumer

"Portrait has been enlarged." – Russia Consumer

"The 50-dollar note portrait has been modified." – Peru Consumer

"That the size of the historic figure's head would change." – Uruguay Consumer

Reasons for Redesigning Bills / Notes

- Both domestically and internationally, most consumers believe that U.S. bills / notes are redesigned to prevent counterfeiting.

In addition to the new \$10, \$20, and \$50 bills / notes the U.S. Treasury has released in the past couple of years, the U.S. Treasury intends to introduce new designs of other denominations.

<i>Why do you think the new designs are being introduced? Ranked by All Multi-punch in U.S.; single-punch internationally</i>	U.S.	Russia	Peru	Uruguay
To stop counterfeiting	73	73	83	78
To help people distinguish between denominations	4	5	7	2
To make the currency more attractive	4	7	2	8
To keep up with the Euro	1	5	1	1
Other	4	1	0	2
Don't Know / No Response	18	8	7	9

Denomination Being Redesigned Next

- As in the multi-country exploratory study, many international consumers feel that the \$100 note will be the next to be reissued.
 - In the U.S., a quarter of consumers correctly believe the \$5 bill will be redesigned next.*

<i>What denomination, that is, which bill /note do you think is being redesigned and issued next? Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
\$5	23	8	7	3
\$100	16	37	41	23
\$20	11	0	0	1
\$1	8	0	0	0
\$10	5	0	0	0
\$50	4	2	0	0
Other	1	0	0	1
Don't Know / No Response	32	52	52	73

\$100 Changes Heard

- Most consumers across countries who say the \$100 bill / note will be redesigned next cannot cite any specific changes being made.

<i>IF SAY \$100 BEING REDESIGNED NEXT: What have you heard specifically about changes being made to the U.S. \$100 bill / note? OPEN END Ranked by U.S.</i>	U.S. (N=144)	Russia (N=235)	Peru (N=251)	Uruguay (N=135)
No / None / Nothing / Just know about the other denominations	54	21	47	45
Color / Different/ darker/bolder colors / Green / Peach / Gold / Blue / Pink	8	8	11	12
It is different / Changing the design/ features/details / Changing them to look the same as the other new bills	7	4	3	4
Harder to counterfeit / Can now tell if its counterfeit / Security features	3	3	8	1
Lines/stripes in the bills / The security thread	3	3	8	1
The paper / Thickness of the paper / Like fabric	2	1	2	3
Watermark	2	8	5	1
By feel / The texture of the paper	1	1	1	3
Picture / Changing the picture	1	2	0	1
Other	8	4	24	18
Have not seen one / Don't Know / No Response	19	54	0	26

\$100 Changes Heard Verbatim Responses

- **Color / Different/darker/bolder colors / Green / Peach / Gold / Blue / Pink**

"Color, not much else." – U.S. Consumer

"Putting colors in it." – U.S. Consumer

"New color to a picture on the note." – Russia Consumer

"That they are pinker." – Uruguay Consumer

- **It is different / Changing the design/features/details / Changing them to look the same as the other new bills**

"Can't remember but there something different." – U.S. Consumer

"I expect that it is a continuation of what we have already seen in other bills." – U.S. Consumer

"The new notes have a better finishing / design." – U.S. Consumer

"I think they've been already redesigned but I haven't seen them yet." – Uruguay Consumer

- **Harder to counterfeit / Can now tell if its counterfeit / Security features**

"They are going to change them so they cannot counterfeit them." – U.S. Consumer

"Prevent international people from making them." – U.S. Consumer

"Will have more levels of protection." – Russia Consumer

"The changes have been made on the notes for better control and security." – Peru Consumer

\$5 Changes Heard

- Among those who say the \$5 bill / note will be redesigned next, the majority also cannot recall specific changes being made.
 - Benchmark took place prior to Unveiling of \$5

<i>IF SAY \$5 BEING REDESIGNED NEXT: What have you heard specifically about changes being made to the U.S. \$5 bill / note? OPEN END Ranked by U.S.</i>	U.S. (N=209)	Russia (N=49)*	Peru (N=43)*	Uruguay (N=17)*
No / None / Nothing / Just know about the other denominations	67	29	49	59
Color / Different/ darker/bolder colors / Green / Peach / Gold / Blue / Pink	10	12	7	12
It is different / Changing the design/ features/details / Changing them to look the same as the other new bills	4	2	2	6
Lines/stripe in the bills / The security thread	3	2	2	0
Large/larger picture/ president/face	2	2	0	0
Watermark	2	6	9	0
Harder to counterfeit / Can now tell if its counterfeit / Security features	1	4	0	6
Shifting/changing colors	1	6	12	0
The ink / Ink color / Whether the ink rubs off or not	1	2	0	6
The paper / Thickness of the paper / Like fabric	1	0	5	0
Other	4	14	35	12
Have not seen one / Don't Know / No Response	11	35	0	12

* Directional findings due to small sample size

\$5 Changes Heard Verbatim Responses

- **Color / Different/darker/bolder colors / Green / Peach / Gold / Blue / Pink**

"Something about changes in color." – U.S. Consumer

"Color the face." – U.S. Consumer

"Color of the note has been changed." – Russia Consumer

*"Overtones are being changed in all of them. They are not so green, they have a mix of colors to avoid counterfeits." –
Uruguay Consumer*

- **It is different / Changing the design/features/details / Changing them to look the same as the other new bills**

"Similar changes [to other bills]." – U.S. Consumer

"It is getting a face make over." – U.S. Consumer

"New design of the note." – Russia Consumer

"The note's features will be constantly changed." – Peru Consumer

- **Lines/stripe in the bills / The security thread**

"Strip in the thread." – U.S. Consumer

"The magnetic strip will be different." – U.S. Consumer

"Security thread." – Russia Consumer

"The note's security strip runs by serial number." – Peru Consumer



Awareness of Security Features

Receiving New \$10, \$20, and \$50

- The vast majority of Americans have received at least one of the recently redesigned bills, with the \$20 being the most commonly received.
 - *Banks or ATMS are the most common sources of the new bills.*

<i>Have you received one of the new \$20 bills, one of the new \$50 bills, or one of the \$10 bills with the new design yet? Please select all that apply.*</i>	U.S.
\$20 bill	61
\$10 bill	45
\$50 bill	29
None of the above	20
Don't Know / No Response	12

<i>IF HAVE RECEIVED NEW \$10, \$20, OR \$50 BILL: Where did you receive it?*</i>	U.S.
Bank/ATM	64
Store	22
Friend	1
Other	6
Don't Know / No Response	6

* These questions were only asked in the U.S.

New Features of New \$10, \$20, and \$50

- **Unaided, U.S. consumers frequently describe the different colors on the new U.S. bills / notes as new features.**
 - *Internationally, the majority could not name any new features unaided.*

<i>Please name or describe any new features of the new U.S. \$10, \$20, and \$50 bills / notes. Anything else? OPEN END Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
Color / Different/ darker/bolder colors / Green / Peach / Gold / Blue / Pink	37	10	12	12
Large/larger picture/ president/face	13	2	2	2
No / None / Nothing / Just know about the other denominations	12	5	0	5
Lines/stripe in the bills / The security thread	8	8	10	1
Watermark	8	8	5	0
Off center picture/ president/face	6	0	0	0
It is different / Changing the design/ features/details / Changing them to look the same as the other new bills	4	2	0	1
Can see a double/ second image/little face	3	1	1	0
Denomination / Large/ larger/small/smaller number / Numbers in the corner / Gold numbers	3	1	7	1
Letters / Print / Big print / Small print	3	0	0	1
Picture / Changing the picture	3	0	0	1
The ink / Ink color / Whether the ink rubs off or not	3	0	0	0
Other	20	12	17	17
Have not seen one / Don't Know / No Response	18	61	60	71

New Features of New \$10, \$20, and \$50 Verbatim Responses

- **Color / Different/darker/bolder colors / Green / Peach / Gold / Blue / Pink**

"The color, more brown tint, that's all I can think of." – U.S. Consumer

"Has some new colors, like pinkish, orange." – U.S. Consumer

"The new note background is glossy reddish." – Peru Consumer

"A greener shade." – Uruguay Consumer

- **Large/larger picture/president/face**

"Faces bigger on the 20." – U.S. Consumer

"Face of a president enlarged on new notes." – Russia Consumer

"Enlarged faces of the presidents." – Uruguay Consumer

- **Lines/stripe in the bills / The security thread**

"The strip going down the corner of it shows the denomination, when you put it in the light." – U.S. Consumer

"Metal line through them." – U.S. Consumer

"Security thread strengthens the U.S. note's security." – Russia Consumer

"The new note's security thread is thicker." – Peru Consumer

- **Watermark**

"Markings like a watermark." – U.S. Consumer

"The 10 dollar bill has a red watermark." – U.S. Consumer

"More vivid watermark." – Russia Consumer

"The new note's watermark is sharper." – Peru Consumer

Security Features of \$10, \$20, and \$50

- **When asked top of mind specifically about security features, U.S. consumers most commonly mention the security thread as a new security feature on U.S. bills.**
 - *Other features mentioned internationally included the watermark and the touch / feel of the paper.*

<i>Please name or describe any features of either the old or the new U.S. \$10, \$20, or \$50 bills / notes that might help people detect counterfeits. Anything else? OPEN END Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
Lines/stripe in the bills / The security thread	15	10	20	13
No / None / Nothing / Just know about the other denominations	14	0	0	2
Color / Different/ darker/bolder colors / Green / Peach / Gold / Blue / Pink	12	4	9	4
Watermark	11	19	25	9
Light / Hold it up to a light	4	1	0	8
By feel / The texture of the paper	3	6	22	14
Can see a double/ second image/little face	3	1	2	4
The paper / Thickness of the paper / Like fabric	3	2	10	5
Use a marker/pen	3	0	0	2
Other	24	23	23	34
Have not seen one / Don't Know / No Response	26	47	26	44

Security Features of \$10, \$20, and \$50 Verbatim Responses

▪ Lines/stripe in the bills / The security thread

"A little line, strip that runs through the bill." – U.S. Consumer

"The new ones have a strip that is there to see by holding up to the light." – U.S. Consumer

"Double security thread / strip." – Peru Consumer

"A security strip across the whole note." – Uruguay Consumer

▪ Color / Different/darker/bolder colors / Green / Peach / Gold / Blue / Pink

"The new \$10 has different colors." – U.S. Consumer

"It seems like I have seen different color that wasn't normally used in the past." – U.S. Consumer

"Color is more difficult for counterfeiting." – Russia Consumer

"The color is the best feature to check them." – Uruguay Consumer

▪ Watermark

"Watermark when holding up to the light." – U.S. Consumer

"The watermark on the 20 dollar bill." – U.S. Consumer

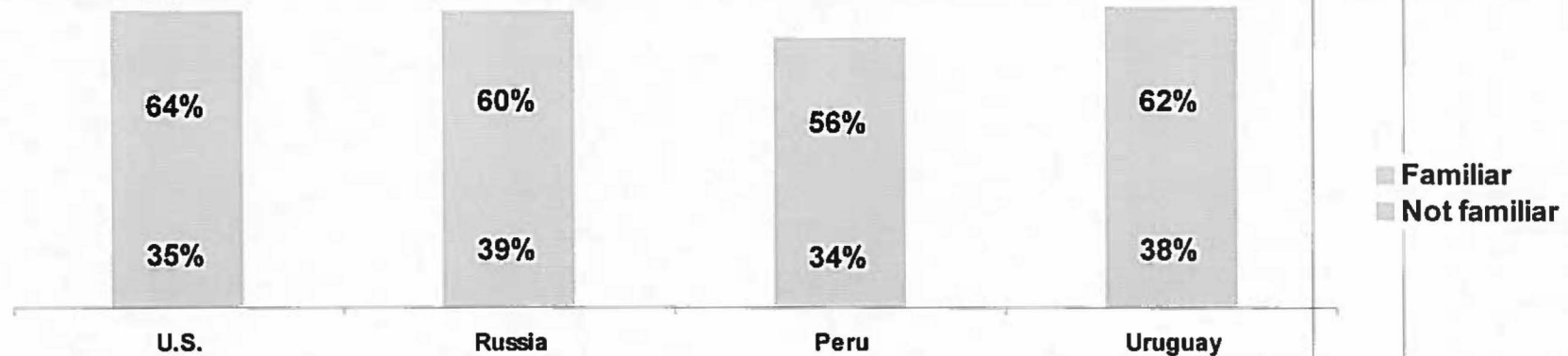
"To add some original watermarks." – Russia Consumer

"It has a watermark representing the President figure." – Uruguay Consumer

Familiarity with Watermark

- A majority of both U.S. and international consumers are familiar with the watermark on U.S. bills / notes.
 - However, across countries, about a quarter of consumers say they are not at all familiar, indicating there is room to educate.

A watermark in the paper that looks like a smaller picture of the portrait when you hold it up to the light.

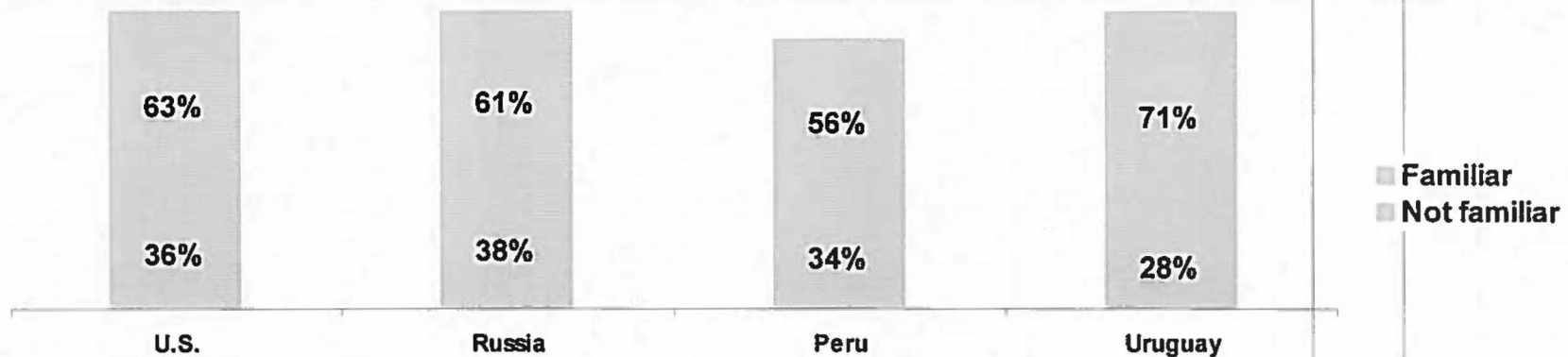


<i>Is this feature that is on U.S. bills / notes very familiar to you, somewhat familiar, not very familiar, or not at all familiar to you?</i>	U.S.	Russia	Peru	Uruguay
Very familiar	36	32	28	26
Somewhat familiar	28	28	28	36
Not very familiar	9	21	13	20
Not at all familiar	26	18	21	18
Don't Know / No Response	2	1	10	2

Familiarity with Security Thread

- Once provided with a description, consumers are familiar with the security thread on U.S. bills / notes.
 - Including 4 in 10 U.S. consumers who feel they are very familiar with it.

A thin security strip or thread that runs up and down through the paper that says the denomination of the bill / note, which you can see when you hold it up to the light.

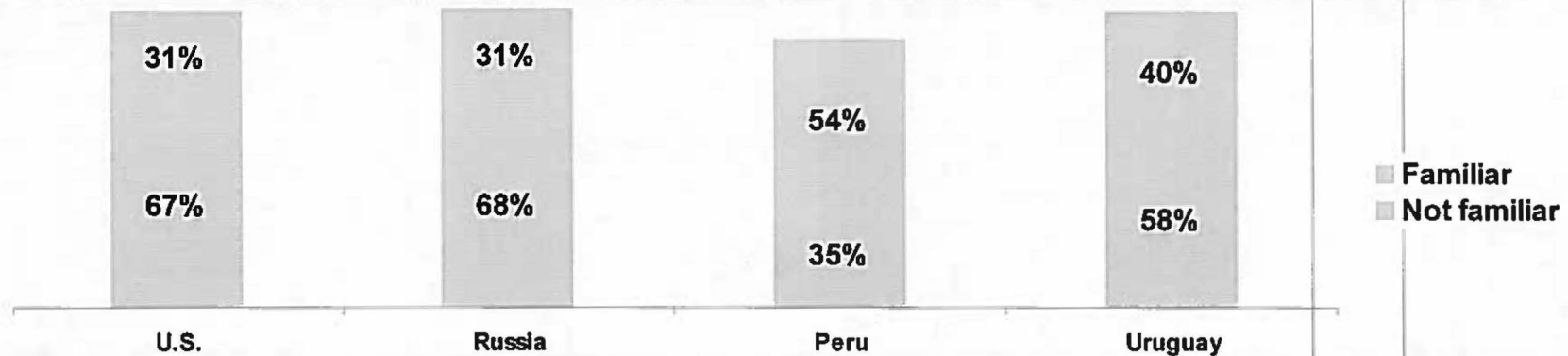


<i>Is this feature that is on U.S. bills / notes very familiar to you, somewhat familiar, not very familiar, or not at all familiar to you?</i>	U.S.	Russia	Peru	Uruguay
Very familiar	42	30	27	29
Somewhat familiar	21	31	29	42
Not very familiar	8	19	14	14
Not at all familiar	28	19	20	14
Don't Know / No Response	1	1	11	2

Familiarity with Color Shifting Ink

- Consumers are least familiar with the color shifting ink on U.S. notes.
 - Consumers in Peru are more familiar than those in other countries – more than half indicate they are familiar with the feature.

A number representing the denomination of the bill / note in the bottom right corner of the bill / note that changes color when you tilt it at different angles.



Is this feature that is on U.S. bills / notes very familiar to you, somewhat familiar, not very familiar, or not at all familiar to you?	U.S.	Russia	Peru	Uruguay
Very familiar	13	16	30	10
Somewhat familiar	18	15	24	30
Not very familiar	13	23	13	34
Not at all familiar	54	45	22	24
Don't Know / No Response	2	1	11	2

Use of Security Features

- The watermark and security thread are the most commonly used security features, domestically and internationally.
 - *But each feature has been used by less than one-third of U.S. consumers.*
 - *While international consumers are more likely than U.S. consumers to use all three security features.*

- Few outside of Peru have used the color-shifting ink to check their bills / notes, not surprising given that it has the lowest level of familiarity among consumers.

<i>Have you used this feature to check money for counterfeits in the past? Ranked by U.S. Yes</i>	U.S.		Russia		Peru		Uruguay	
	Yes	No	Yes	No	Yes	No	Yes	No
Security thread	32	67	46	50	50	42	47	51
Watermark	31	68	49	47	50	41	40	59
Color shifting ink	12	88	22	71	46	44	19	79

Preferred Security Feature

- **When asked to choose, consumers are split as to which feature they are most likely to use to check their bills / notes.**
 - *The watermark and security thread seem to be more commonly used than the color shifting ink, but a number, particularly internationally, are unsure.*

<i>Of these three features – the watermark, the security thread and the number that changes color when tilted – which one are you most likely to use to check your bills / notes to make sure they are genuine? Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
Watermark	34	33	23	28
Security thread	31	16	18	41
Color shifting ink	20	4	27	8
Don't Know / No Response	16	47	31	24

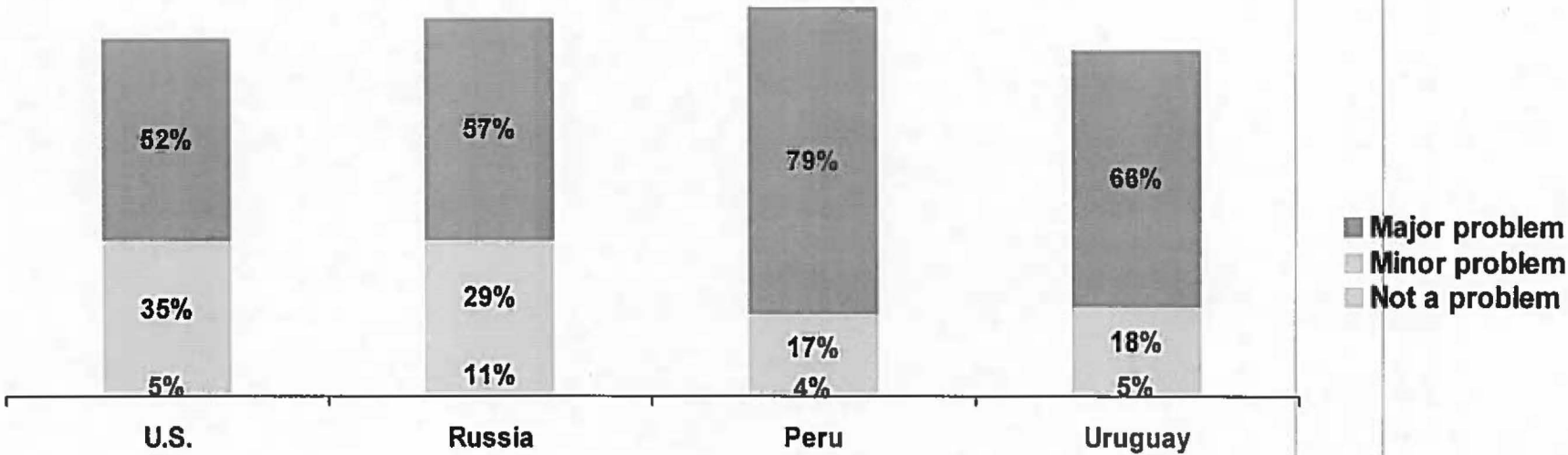


Authentication Behavior

Perception of Counterfeiting Problem

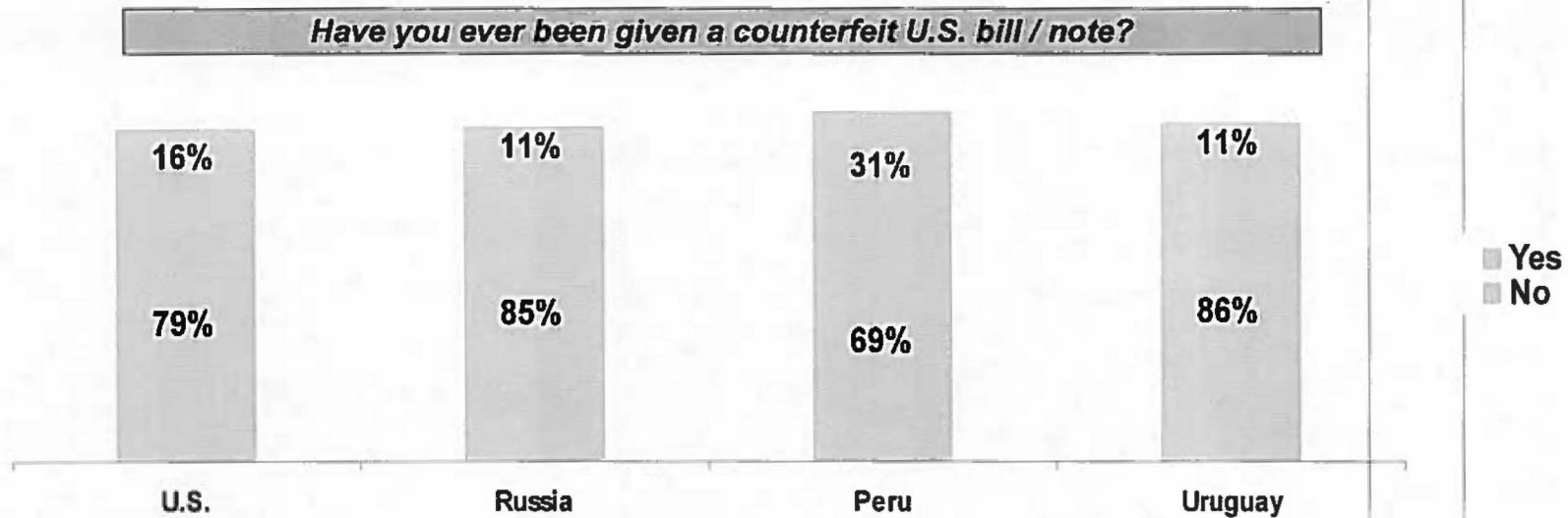
- **Nearly all consumers see counterfeiting as a problem.**
 - *This is particularly true in Peru where nearly 8 in 10 consumers feel counterfeiting is a major problem*

Do you think counterfeiting of U.S. bills / notes is a major problem, minor problem, or not a problem in our / your country?



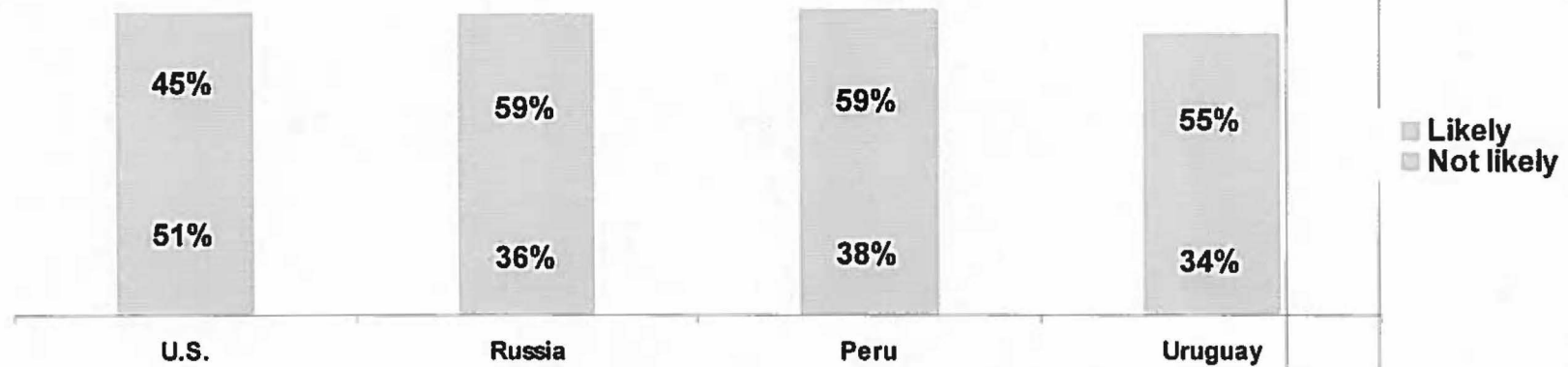
Receiving Counterfeit Bills / Notes

- More than three in ten consumers surveyed in Peru have received a counterfeit note, while few have in the other countries.
 - *This is consistent with findings from the focus groups and could explain why more Peruvians perceive counterfeiting to be a serious problem in their country*



Likelihood of Receiving Counterfeit Bills / Notes

- Around half of consumers questioned feel it is at least somewhat likely that they will receive a counterfeit bill / note in the future. In Russia and Peru, one in five say very likely.

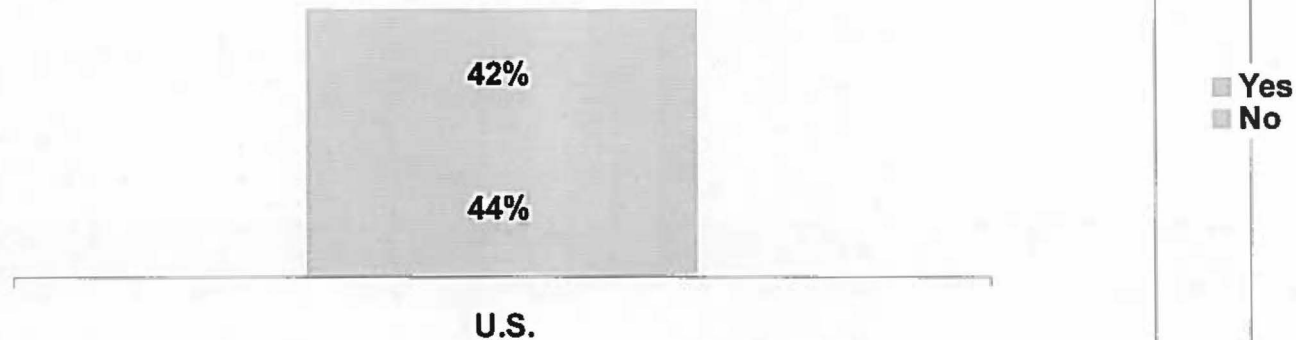


<i>How likely do you think it is that you will be given a counterfeit U.S. bill / note in the future?</i>	U.S.	Russia	Peru	Uruguay
Very likely	11	21	17	10
Somewhat likely	34	38	42	45
Not very likely	36	24	26	29
Not at all likely	15	12	12	5
Don't Know / No Response	4	6	2	11

Ability to Detect Counterfeit Bills

- **Less than half of Americans feel they would be able to detect a counterfeit bill.**
 - *Suggesting that there is still a lot of room for the public education program to make impact in the U.S.*

*If you were given a counterfeit bill, do you think you would be able to detect that it was fake?**



* This question was only asked in the U.S.

Frequency of Checking Bills / Notes

- **Consistent with the U.S. focus group findings, despite the anticipated likelihood of receiving a counterfeit, few Americans check their bills.**
 - *In Peru, where concerns about counterfeiting are higher, more than 70% of consumers check their notes at least sometimes.*

<i>Please think about when you receive U.S. bills / notes in general. How often would you say you check them to make sure they are not counterfeit - always, often, sometimes, rarely or never?</i>	U.S.	Russia	Peru	Uruguay
Check (Always + Often + Sometimes)	30	48	71	56
Always	6	22	47	9
Often	6	14	13	15
Sometimes	18	12	11	32
Not check (Rarely + Never)	70	14	12	38
Rarely	29	8	6	23
Never	41	6	6	15
Don't Know / No Response	0	38	17	6

First Feature Used to Authenticate Bills / Notes

- Overall, consistent with findings from previous research, the watermark and security thread are the most popular primary security features used to detect counterfeits.
 - In Peru and Uruguay many consumers use the feel and texture of the note, while in Russia many rely on the look of the note.

What is the FIRST thing you would look for to check whether a bill / note is real or counterfeit? Ranked by U.S.	U.S.	Russia	Peru	Uruguay
Watermark or the faint image of the portrait that is visible when you hold the bill up to the light	22	29	25	12
Security thread or plastic strip running through the bill that says the denomination of the bill	18	11	12	15
Color shifting ink in the number of the denomination in the lower right-hand corner of the bill / The number of the denomination in the lower right-hand corner changes from copper to green when tilted	13	3	17	2
Feel/texture	12	9	29	25
Look	8	27	6	14
Paper / Red and blue lines or threads in the paper (excluding feel)	4	3	4	4
Portrait / Face / Large picture	3	4	2	4
Color of background	2	2	0	1
Hold up to light	1	0	0	1
Other	7	2	0	3
Don't Know / No Response	10	9	4	19

Second Feature Used to Authenticate Bills

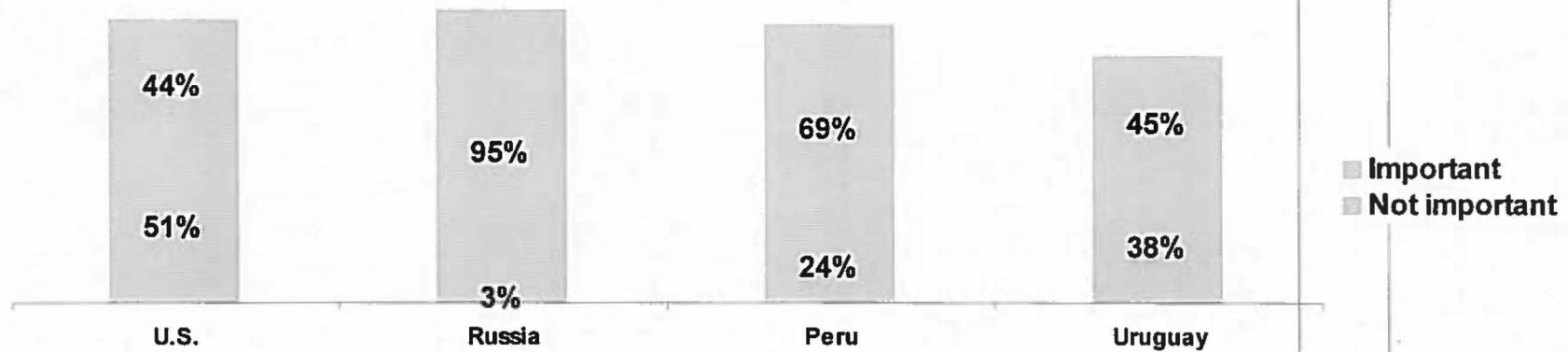
- Americans also say they would use the watermark, security thread or color shifting ink as a secondary authentication feature.

<i>What is the SECOND thing you would look for to check whether a bill is real or counterfeit?*</i>	U.S.
Watermark or the faint image of the portrait or denomination that is visible when you hold the bill up to the light	19
Security thread or plastic strip running through the bill that says the denomination of the bill	17
Color shifting ink in the number of the denomination in the lower right hand corner of the bill / The number of the denomination in the lower right-hand corner changes color when tilted	14
Feel / Texture	8
Portrait / Face / Large picture	5
Paper / Red and blue lines or threads in the paper (excluding feel, see above code)	3
Look	3
Color of background	2
Nothing / I do not look / I would have someone else check it/take it to the bank	2
Other	6
Don't Know / No Response	19

* This question was only asked in the U.S.

Importance of Subtlety in Checking

- Consumers in Russia and Peru feel that subtlety is important, more than those in the U.S. and Uruguay.



<i>When checking bills / notes you receive, how important is it to be subtle, and not obvious that you are checking to make sure a bill / note is genuine?</i>	U.S.	Russia	Peru	Uruguay
Very important	26	62	48	17
Somewhat important	18	33	21	28
Not very important	17	1	17	21
Not at all important	34	2	7	17
Don't Know / No Response	4	3	7	17

Most Subtle Security Feature

- **Americans and Peruvians say the color shifting ink is the easiest feature to check discreetly.**
 - *While Russians say it is the watermark and Uruguayans prefer the security thread.*

<i>Which one of the three features – the watermark, the security thread or the number that changes color when tilted – would you be most likely to use if you felt you wanted to be subtle and not obvious? Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
Color shifting ink	44	8	39	9
Watermark	23	52	25	26
Security thread	20	22	24	42
Don't Know / No Response	13	18	12	23



Confidence in Currency

Confidence in U.S. Currency

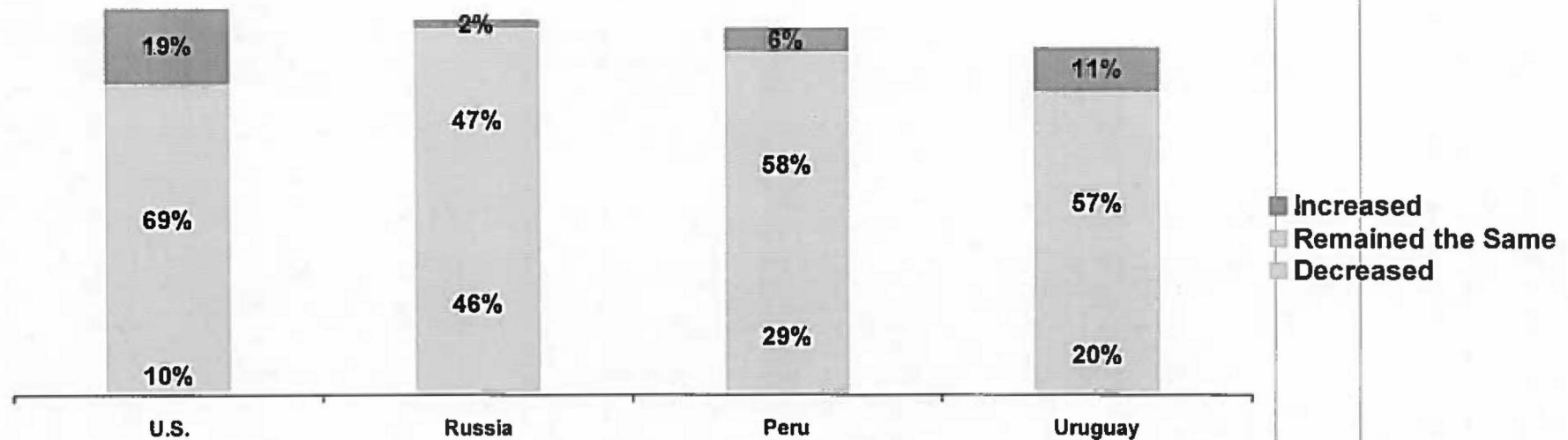
- **Americans and Uruguayans display the greatest confidence in U.S. currency.**
 - *This could explain why use of U.S. notes is relatively high in Uruguay*
 - *While Russians and Peruvians are only moderately confident*
 - *These are consistent with findings from the multi-country exploratory study*

<i>Using a 1 to 7 scale, with 1 meaning no confidence at all - and 7 meaning a great deal of confidence, how much confidence would you say you have in the United States currency?</i>	U.S.	Russia	Peru	Uruguay
1 – No confidence at all	3	12	6	1
2	1	9	6	2
3	3	13	11	4
4	4	16	23	10
5	15	20	30	27
6	21	15	16	27
7 – A great deal of confidence	51	10	7	27
% saying 5 – 7	87	45	53	81
Don't Know / No Response	2	3	3	3

Change in Confidence in U.S. Currency

- While consumer confidence in U.S. currency has held steady over the past year in the U.S., it has decreased in some foreign countries, especially Russia.

Would you say your confidence in U.S. currency has increased, decreased or remained about the same during the past year or so?



Reasons for Increase in Confidence in U.S. Currency

- **New counterfeiting measures seem to be a driving force behind the increase in confidence some Americans express toward U.S. currency.**
 - *Directionally, Russians and Peruvians have greater confidence as a result of favorable exchange rates, and Uruguayans have greater confidence because of the U.S. economy.*

<i>IF CONFIDENCE HAS INCREASED: Why is that? Ranked by U.S. Multi-punch in U.S.; single-punch internationally</i>	U.S. (N=171)	Russia (N=11)*	Peru (N=66)*	Uruguay (N=37)*
Counterfeiting/ Counterfeiting measures	61	0	35	11
Change in exchange rate/exchange rate/value of dollar	14	45	41	15
The new bills / Changes are being made (unspecific)	10	0	0	0
Economy	5	27	22	68
General positive: It is good / They are doing a good job / Like the way things are going, etc.	3	9	0	2
I have learned more about it / This survey has made me more aware	2	0	0	0
Specific changes being made	2	0	0	0
Other	4	0	5	2
Don't Know / No Response	4	18	3	3

* Directional findings due to small sample size

Reasons for Decrease in Confidence in U.S. Currency

- Among those who say their confidence in U.S. currency has decreased, the economy, exchange rate and counterfeiting concerns prevail.

<i>IF CONFIDENCE HAS DECREASED: Why is that?</i> <i>Ranked by U.S.</i> <i>Multi-punch in U.S.; single-punch internationally</i>	U.S. (N=94)	Russia (N=295)	Peru (N=117)	Uruguay (N=181)
Economy	32	20	15	32
Change in exchange rate/exchange rate/value of dollar	26	68	55	50
Counterfeiting/ Counterfeiting measures	22	6	33	4
Government/politics / George Bush (specific and unspecific)	7	0	0	0
War in Iraq	7	3	2	3
Terrorism/War on terrorism	4	2	1	0
The new bills / Changes are being made (unspecific)	3	0	0	0
General negative: It is not good / Do not like the way things are going / It is not like it used to be, etc.	2	0	0	4
Other	7	0	1	3
Don't Know / No Response	5	1	1	3

Confidence in Euro

- Those in Uruguay and Russia are fairly confident in the Euro, while consumers in Peru are less certain.

<i>Using a 1 to 7 scale, with 1 meaning no confidence at all - and 7 meaning a great deal of confidence, how much confidence would you say you have in the Euro?</i>	Russia	Peru	Uruguay
1 – No confidence at all	6	9	1
2	3	6	0
3	7	8	3
4	17	11	9
5	19	16	15
6	24	13	23
7 – A great deal of confidence	16	9	30
% saying 5 – 7	59	38	68
Don't Know / No Response	7	27	19

* This question was not asked in the U.S.

Confidence in Home Currency

- Russians, Peruvians and Uruguayans are all highly confident in their own country's currency.

<i>Using a 1 to 7 scale, with 1 meaning no confidence at all - and 7 meaning a great deal of confidence, how much confidence would you say you have in your country's currency?</i>	Russia	Peru	Uruguay
1 – No confidence at all	2	3	2
2	2	5	3
3	5	7	5
4	10	12	10
5	19	26	17
6	25	25	24
7 – A great deal of confidence	36	22	38
% saying 5 – 7	80	73	79
Don't Know / No Response	2	0	1

* This question was not asked in the U.S.

Reasons for Preferring to Save in Dollars

- Peruvian consumers cite U.S. currency's stable exchange rate as the top reason to save in dollars, while Uruguayans are attracted by its investment opportunities and Russians use it during their travel.
 - *U.S. currency's common use in everyday life also prompts Uruguayans to save in U.S. currency.*

IF PREFER SAVINGS IN DOLLARS: Why is that?*	Russia (N=63)*	Peru (N=144)	Uruguay (N=236)
Ranked by All International			
Has stable exchange rate	32	53	23
Has investment opportunities	8	25	38
Is commonly used in everyday life	19	19	33
Is used at preferred travel destination	37	12	14
It is worth more	0	6	4
Habit / I am used to it / The one I know the best	8	0	1
I save more / That way I do not spend them	2	0	3
I trust it more than the rest / It is safer/ I won't lose / I have more confidence in it	2	1	3
Other	2	3	3
Don't Know / No Response	3	0	2

* Directional findings due to small sample size

* This question was not asked in the U.S.

Reasons for Preferring to Save in Home Currency

- **Those who prefer to save in their own country's currency do so mostly because it is commonly used in their lives.**
 - *Peruvians say their currency's stable exchange rate is another major reason.*

IF PREFER SAVINGS IN HOME CURRENCY: Why is that?*	Russia (N=409)	Peru (N=300)	Uruguay (N=191)
Is commonly used in everyday life	73	50	73
Has stable exchange rate	21	46	19
Is used at preferred travel destination	8	2	2
Has investment opportunities	2	7	2
I trust it more than the rest / It is safer / I won't lose / I have more confidence in it	1	5	4
Habit / I am used to it / The one I know the best	0	0	2
Other	1	2	4
Don't Know / No Response	2	1	3

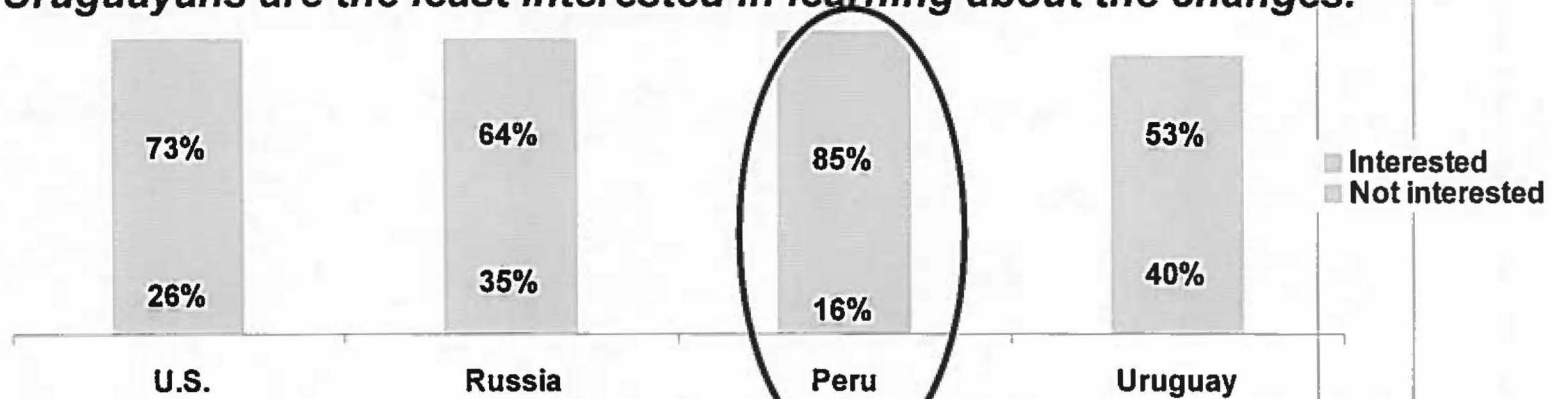
* This question was not asked in the U.S.



Interest Level

Interest in Learning about Redesigned Bills / Notes

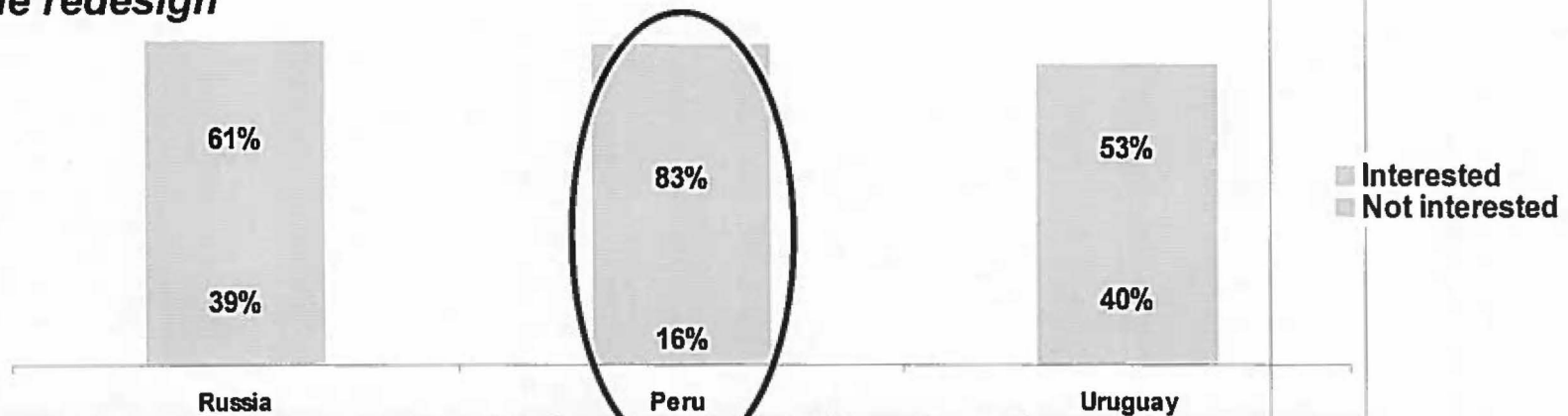
- Interest in learning about the continued redesign of U.S. bills is strong, especially in Peru - likely due to concern about counterfeiting in the country.
 - Uruguayans are the least interested in learning about the changes.



Overall, how interested would you be in hearing or reading about the continued redesign of U.S. bills / notes on television, in magazines, in newspapers, or online?*	U.S.	Russia	Peru	Uruguay
Very interested	30	27	50	12
Somewhat interested	43	37	35	41
Not very interested	12	13	12	33
Not at all interested	14	22	4	7
Don't Know / No Response	1	1	0	8

Interest in Learning about Redesigned \$100

- Similarly, interest in learning specifically about the redesign of the \$100 note is high among foreign countries, particularly in Peru.
 - *Indicating international consumers would be open to communications around the redesign*

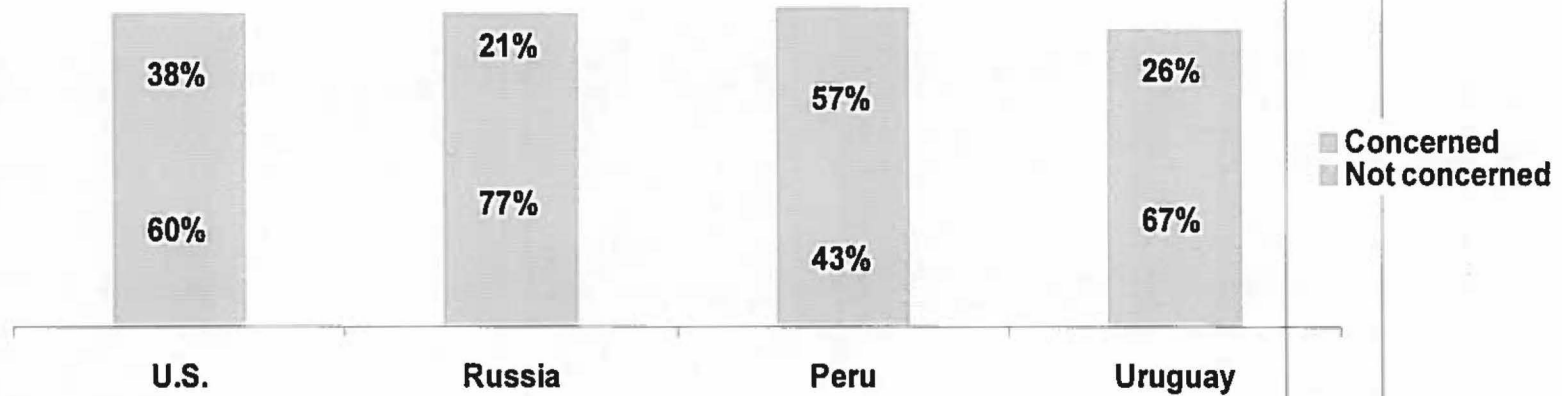


Overall, how interested would you be in hearing or reading about the redesign of the U.S. \$100 note on television, in magazines, in newspapers, or online?*	Country		
	Russia	Peru	Uruguay
Very interested	27	47	12
Somewhat interested	34	36	41
Not very interested	16	12	32
Not at all interested	23	4	8
Don't Know / No Response	1	0	7

* This question was not asked in the U.S.

Concern about Changes to Bills / Notes

- Most consumers are not concerned about the continued redesign of U.S. bills / notes.
 - However, this concern is slightly higher in Peru.



<i>How concerned are you about the fact that changes are continuing to be made to the way some U.S. bills / notes look?</i>	U.S.	Russia	Peru	Uruguay
Very concerned	11	6	19	3
Somewhat concerned	27	15	38	23
Not very concerned	25	38	27	51
Not at all concerned	35	39	16	16
Don't Know / No Response	2	2	1	7

Reasons for Concerns about Changes

- In Russia and Peru, the greatest concern about the continued redesign is that it will actually lead to more counterfeiting.
 - *Confusion and the validity of old notes are also top concerns in Peru and Uruguay respectively.*

IF CONCERNED ABOUT CHANGES: What specifically are you concerned about?* <i>Ranked by All International</i>	Russia (N=129)	Peru (N=159)	Uruguay (N=351)
There will be more fakes, forgeries, counterfeits	23	34	6
Too many versions will cause confusion	13	28	20
Old notes will no longer be accepted	10	15	26
Old notes will be worth less than new notes	19	9	8
There will be an insufficient supply of new notes	15	4	11
Banks will charge a fee to exchange old notes	10	4	4
There will be long lines to exchange or turn in old notes	9	4	4
Other	0	0	2
Don't Know / No Response	1	1	18

* This question was not asked in the U.S.

Validity of Old Notes

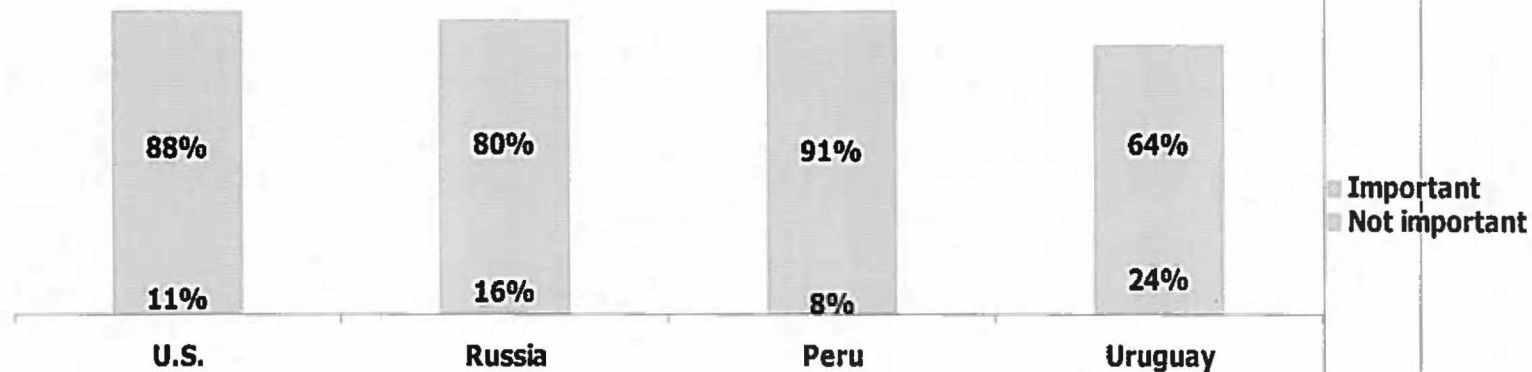
- While the majority of Russians know that older U.S. notes will remain valid, nearly half of Peruvians and Uruguayan think that they will have to be exchanged.
 - *Indicating a need to educate these consumers about the validity of older U.S. notes.*

<i>Do you think older U.S. notes will always remain valid and keep their value, or do you think older U.S. notes will have to be exchanged for newer ones at some time?*</i> <i>Ranked by All International</i>	Russia	Peru	Uruguay
Will remain valid	68	42	29
Will have to be exchanged for newer ones	23	49	47
Don't Know / No Response	9	8	24

* This question was not asked in the U.S.

Importance of Learning about Changes to Bills / Notes

- The majority of consumers across countries recognize the importance of learning about the changes made to U.S. currency.



<i>How important do you think it is for people in your country to hear about the changes continuing to be made to the way some U.S. bills / notes look?</i>	U.S.	Russia	Peru	Uruguay
Very important	54	26	61	20
Somewhat important	34	54	30	44
Not very important	6	11	6	21
Not at all important	5	5	2	3
Don't Know / No Response	1	3	1	13

Most Important Information to Communicate

- As reflected in the multi-country exploratory study, many Russians and Peruvians feel the most important thing to be told about the redesigned notes is the specific procedures to use the security features.
 - *Those in Uruguay are more likely to feel that the date of release is the most important thing to communicate.*

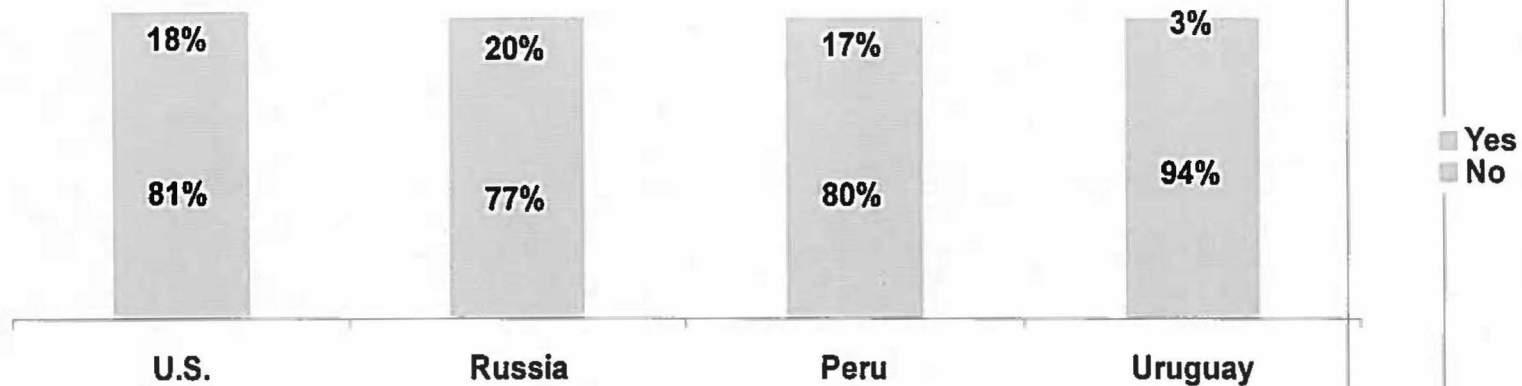
<i>What do you think is the most important thing that people in your country need to be told about these notes?*</i> <i>Ranked by All International</i>	Russia	Peru	Uruguay
Specific procedures to check for security features	38	40	15
Where to find information about security feature/ counterfeiting	11	30	19
When the new designs will be released	9	12	29
Old and new notes will have the same value	13	6	6
Old notes will remain valid indefinitely	9	4	7
There is no need to exchange old notes for new ones	6	3	4
Prediction of the exchange rate	5	0	0
Other	0	1	1
Don't Know / No Response	7	3	19

* This question was not asked in the U.S.

Awareness of Regular Changes to Currency

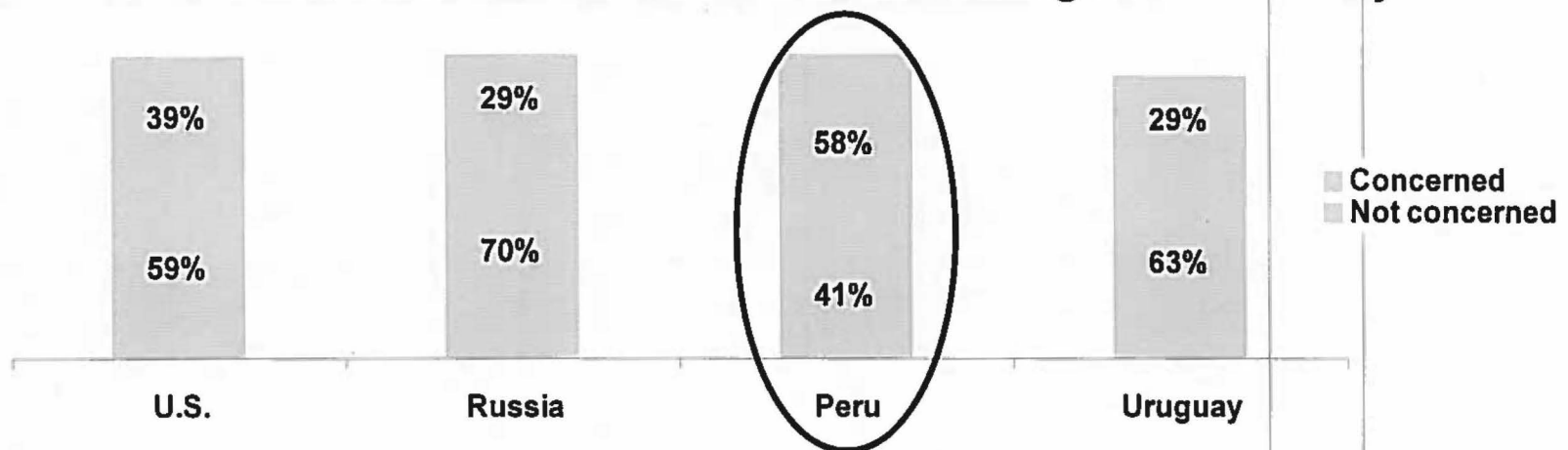
- Few realize the frequency with which U.S. currency will be changed in the future, especially in Uruguay.

Are you aware that in order to stay ahead of counterfeiters, the U.S. currency will be changing every 7-10 years?



Effect on Concern about Changes to Currency

- After learning about the regular changes to U.S. currency, Peru is the only country where most consumers express concerns about these changes.
 - Which reflect Peruvians' concerns about counterfeiting in their country.



<i>How concerned does this make you about the changes coming to U.S. currency?</i>	U.S.	Russia	Peru	Uruguay
Very concerned	14	10	18	4
Somewhat concerned	25	19	40	25
Not very concerned	27	35	30	48
Not at all concerned	32	35	11	15
Don't Know / No Response	1	1	0	8

Good Ways to Inform Changes to Bills / Notes

- As in the multi-country exploratory study and focus groups, television news programs would be the best way to communicate with consumers about changes to U.S. bills / notes both in the U.S. and internationally.

<i>Which of the following would be good ways to get information to you about changes to U.S. bills / notes? Please tell me all that apply. Ranked by U.S.</i>	U.S.	Russia	Peru	Uruguay
TV news programs	62	77	85	74
Advertisements on TV	41	24	22	71
Newspaper articles	40	26	24	24
Ads in newspapers	32	6	16	26
Radio news programs	31	17	27	33
A website on the Internet	26	18	6	24
Ads on the radio	26	5	13	31
Ads on the Internet	23	12	9	32
Ads in magazines	21	3	1	16
Magazine stories	21	14	3	13
Don't Know / No Response	3	1	0	1

Best Spokesperson for Changes

- The most effective spokesperson for the changes to U.S. notes internationally would be *both* an American and someone from the consumer's own country.

<i>Do you think it would be best to hear about these new changes from a... ?*</i> <i>Ranked by All International</i>	Russia	Peru	Uruguay
Both an American and your country's spokesperson	48	52	35
Spokesperson from your country	33	29	49
American spokesperson	14	12	10
Don't Know / No Response	5	7	7

* This question was not asked in the U.S.

Next Steps

The results from this pre-\$5 Unveiling Benchmark Questionnaire will serve two purposes as the program unfolds:

- 1) As a baseline for measuring changes in awareness levels as a result of Unveiling and Day of Issue of the \$5 note and \$100 note**
- 2) As an input that will shape strategic planning for customized outreach to the U.S. and other key countries in order to maximize the impact of the public education and awareness program**