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## **GRAND CANYON FAVORED FOR ARIZONA STATE QUARTER; COIN SHOULD REFLECT STATE'S NATURAL BEAUTY**

Arizonans have many good ideas about what should appear on the Arizona State Quarter when it is released by the United States Mint in 2008. According to a recent survey, more Arizonans prefer that the quarter depict the state's natural features, rather than a cultural, historical, or symbolic theme. The Grand Canyon and the Saguaro Cactus are the most popular choices to represent the state on the coin.

The *Grand Canyon State Poll* was conducted by the Social Research Laboratory at Northern Arizona University. Calling took place between March 23 and March 26, 2005. A total of 423 randomly-selected Arizonans participated in the survey. Results are accurate within a +/- 4.8 percent margin of error, at a 95 percent confidence level.

### **DESIGNING ARIZONA'S QUARTER**

The U.S. Mint is releasing five state quarters a year, in the order that states joined the Union. Because Arizona is the 48th state, its quarter will be put into circulation in 2008. But the process of designing the Arizona quarter is expected to begin by early 2006, under the guidance of Governor Janet Napolitano.

The Social Research Laboratory study asked Arizonans what sort of general design the state quarter should have. Almost half (47%) think that the design should focus on the state's natural features. There is less support for designs featuring the state's symbols (20%), the state's history (15%), and the state's culture (11%).

When asked what specific subject they would like to see on the state quarter, Arizonans responded with a wide variety of suggestions. The most popular answer, given by 28 percent of respondents, was the Grand Canyon, followed by the Saguaro Cactus, with 19 percent. Other respondents favored designs incorporating state symbols (9%), Native American themes (8%), natural landscapes (8%), historical or cultural themes (8%), and wildlife (6%).

James Bowie, researcher at the Social Research Laboratory, commented, "It's not surprising that Arizonans want their quarter to show off the state's natural wonders. Everyone knows that Arizona's beauty is second to none. But the state also has a rich history and diverse cultural heritage that could provide many appealing subjects for the Arizona quarter. The coin's designers will face a tough choice among a wealth of options."

### **SIMPLE OR COMPLEX?**

Choosing just one subject for the state quarter may be too hard for many Arizonans. Some state quarters issued thus far, like Delaware's, have focused on one main subject, while others, like Louisiana's, have featured several design elements. Almost two-thirds (64%) of Arizonans think that the Arizona quarter should include a number of different elements, while 28 percent prefer that it focus on just one subject.



## ARIZONANS' FAVORITE STATE QUARTERS

When asked about their favorite state quarter issued so far, most Arizonans (70%) say that they do not have one. Of those who do express a preference for a state quarter, 11 percent say that Wisconsin's quarter, featuring a cow, cheese, and corn, is their favorite. Second in popularity is New York's quarter (10%), followed by a three-way tie for third among Georgia, Kentucky, and Texas (8% each).





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*GRAND CANYON STATE POLL*  
BACKGROUND MEMO  
Spring 2005

The *Grand Canyon State Poll* was conducted between March 23 and March 26, 2005. A random sample of 423 adult residents of Arizona was asked questions regarding the design of the Arizona state quarter. Results are subject to a sampling error of +/- 4.8 percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from the population. Sampling error does not take into account additional sources of error inherent in any study of public opinion. The data referred to in this release are presented below.

As you may know, the United States Mint is making a special quarter coin for each of the fifty U.S. states. Arizona's state quarter will be produced in 2008. Before then, Arizona must decide what the design of its quarter will be.

Do you think the design of the Arizona state quarter should focus on the state's history, its natural features, its culture, or its state symbols?

Natural features	47%
State symbols	20%
History	15%
Culture	11%
Don't know	8%
<b>Total</b>	<b>101%</b>

Should the design of the Arizona state quarter focus on one thing, or should it include a number of different elements?

One thing	28%
Number of different elements	64%
Don't know	8%
<b>Total</b>	<b>100%</b>

If it were up to you, what would you most like to see featured on the Arizona state quarter? (Open-ended question; responses recoded into categories)

Grand Canyon	28%
Saguaro cactus	19%
State symbols	9%
Native American theme	8%
Natural landscape	8%
Historical / cultural theme	8%
Wildlife	6%
Don't know / No opinion	14%
<b>Total</b>	<b>100%</b>

Of the state quarters that have been issued so far, which one is your favorite?

	All respondents	Respondents with a favorite
Don't know / Don't have a favorite	70%	--
Wisconsin	3%	11%
New York	3%	10%
Georgia	2%	8%
Kentucky	2%	8%
Texas	2%	8%
Indiana	1%	5%
Florida	1%	4%
Ohio	1%	4%
California	1%	3%
Delaware	1%	3%
Illinois	1%	3%
Missouri	1%	3%
Tennessee	1%	3%
Connecticut	1%	2%
Maine	1%	2%
Maryland	1%	2%
Massachusetts	1%	2%
North Carolina	1%	2%
Pennsylvania	1%	2%
South Carolina	1%	2%
Other	2%	9%
<b>Total</b>	<b>99%</b>	<b>96%</b>