## United States Mint Quantitative Consumer Research Pre-Wave Advertising Tracking Screener/Survey 7/21/2006

### I. Introduction

The FY 2006/2007 United States Mint advertising program aims to aggressively promote U.S. Mint coins and coin-related items to heighten recognition of Mint products, attract new buyers, retain existing customers, grow revenues, and build interest in (and knowledge about) coins and coin collecting.

The United States Mint plans to conduct this quantitative research study to obtain benchmark pre-wave measures of advertising awareness and theme recall along with intended brand recognition, perceptions, educational and behavioral impacts.

## II. Sample Design and Methodology

The Pre-Wave Advertising Tracking Survey will be conducted using a tiered approach. This survey wave will consist of a very large sample (n=5,000), using a web-panel (balanced to the U.S. population aged 18 and above), to produce projectible estimates of U.S. Mint customers, U.S. coin collectors, and U.S. coin gift givers.

A small sample of U.S. Mint customers will be included in the survey (n=200), and those respondents will be drawn from U.S. Mint files. The survey will be web-based, and a toll-free number will also be provided for those customers without web access.

The 5,200 Pre-Wave survey interviews would be distributed as follows:

				· · · · · · · · · · · · · · · · · · ·	
N=5,200	2,000	2,600	400	200	

After data collection for the survey wave is completed, National Analysts will code, clean, weight and tabulate interview data.

## III. Pre-Wave Survey Instrument Design

One screening/questionnaire document will be used for the pre-wave survey. The survey will have four sections, as follows:

- Section 1: Two questions designed to estimate U.S. coin buying/saving behaviors for self and others
- Section 2: Four questions designed to measure U.S. Mint and The Franklin Mint advertising awareness and theme recall
- Section 3: Questions pertaining to U.S. Mint and The Franklin Mint brand recognition, product awareness, perceptions (authenticity, educational value, investment potential, etc.), attitudes (coin gift giving, value of collecting coins, etc.), and current/future U.S. coin purchasing behaviors
- **Section 4:** Questions pertaining to demographics (age, gender, marital status, income, ethnicity, etc.)

The first two sections (combined) will not exceed five minutes and the remaining two sections will not exceed 10 to 12 minutes. Thus, interviews with those who complete all sections (including the screener) will not exceed 20 minutes.

### IV. Estimate of the Burden Hours

The collection of information will involve web-based interviews with up to a maximum of 5,200 randomly selected respondents. The average interview length for the 2,000 respondents completing the two screener questions is one minute and the average interview length for the 2,600 respondents completing six screener questions will be five minutes. Finally, the average interview length (including the screener) for the 600 respondents who complete the survey will be approximately 20 minutes. Therefore, the total estimated burden is 450 hours.

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	and the second second		400	The Time gods
Interview	1	5	20	20
minutes				
Burden Hours	33	217	133	67

## VI. Disclosure/Confidentiality

The market research data collected by the contractor shall only be disclosed directly to the U.S. Mint. The contractor shall not use the data for its own purposes, nor sell or give the data away, nor disclose any of the data that they have collected on behalf of the U.S. Mint to any other business or entity.

### VI. Attachments

• Pre-Wave Screener/Survey

# Pre-Wave U.S. Mint Advertising Tracking Research -Screener & Survey Questionnaire

- FINAL -

prepared for

Campbell-Ewald and The U.S. Mint

July, 2006



Welcome to our survey!

We are conducting a research study about people's interests and behaviors.

5:00pm at 1-800-342-9104, or send an e-mail to contact e-mail If you have any questions or problems while completing the survey, please call Contact Name weekdays from 9:00am to

you any products or services. All of your responses will be kept completely confidential. We will not use this information to contact you or attempt to sell

it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless

Please click the Forward button to begin the survey.

A few notes about survey navigation before you begin...

estimate The survey will NOT ALLOW YOU TO SKIP A QUESTION. If you do not know an exact answer, please give your best

BACK button to go back to a previous screen. Click on the FORWARD button after you have completed a question to move on to the next screen. You may click on the

invitation to re-enter the survey; the survey will return to the screen where you clicked Stop. You may click on the STOP button to pause the program to take a break. You should use the instructions on your e-mail

Please click the FORWARD button to begin.

Ś In the past 12 months, which of the following activities did you do?

# Select all that apply

	someone else
0	I saved, collected or put aside (but did not buy) U.S. coins for
	someone else
0	I bought U.S. coins from other non-private Mint sources for
	relative, friend, co-worker, etc.)
0	Mint, Washington Mint and the like for someone else (e.g.,
	I bought U.S. coins from private Mints such as The Franklin
	relative, friend, co-worker, etc.)
0	I bought U.S. coins from the U.S. Mint for someone else (e.g.,
	myself
	I saved, collected or put aside (but did not buy) U.S. coins for
0	dealers, Internet, TV shopping programs, etc.) for myself
	I bought U.S. coins from other non-private Mint sources (e.g., coin
0	Mint, Washington Mint and the like for myself
	I bought U.S. coins from private Mints such as The Franklin
0	I bought U.S. coins from the U.S. Mint for myself
	Conce we start the property

# I did not buy, collect, save, or put aside U.S. coins

0

- If No in S1 then terminate
- Classify as U.S. Mint customer if row 1 and/or 4 are selected
- Classify as Coin Collector if any rows 2, 3, 5, or 6 are selected
- Classify as Gift Giver if any rows 4, 5, or 6 are selected

દ્ધ How likely or unlikely would you be to consider giving U.S. coins as gifts to someone in the next 12 months?

Use a scale from "1" to "6" where "1" means "Extremely unlikely to give U.S. coins as gifts" and "6" means "Extremely likely to give U.S. coins as gifts."

Likelihood to give U.S. coins as gifts	
as gifts 1	
2	
3	
4	
5	
6	* * * * * * * * * * * * * * * * * * *

If row 7 selected in S1 and if "4", "5", "6" in S2 then classify as Gift Giver IF row 7 selected in S1 and if "1", "2", "3" in S2 then terminate

Please indicate how familiar you are with each organization, including its reputation and the coin products it sells or produces by choosing a number between "1" and "6," where "1" means "Not at all familiar" and "6" means "Very familiar."

Select one number in each row

eBay or other Internet auction sites	Home Shopping Network, QVC, or other TV shopping programs	Regional or Local Coin Dealers	Private Mints such as The Franklin Mint, Washington Mint and the like	U.S. Mint	
1	1	1	1	1	
2	2	2	2	2	
ယ	3	3	3	3	
4	44	4	4	4	
5	CT	СЛ	СЛ	51	
6	6	6	6	6	

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Š For which of the organizations listed below, if any, do you recall having heard or seen any advertisements about coins or coin-related products during the past six months?

# Select all that apply

Coece mi wan uppry	
U.S. Mint	0
Private Mints such as The Franklin Mint,	
Washington Mint and the like	٥
Regional or Local Coin Dealers	0
Home Shopping Network, QVC, or other TV shopping programs	0
eBay or other Internet auction sites	0
None of the above	0

- all questions. Throughout survey, randomly select either the U.S. Mint or Private Mints to be shown first and keep that order for
- Do not allow "none of the above" to be selected with any other responses.
- If U.S. Mint selected then ask S6; if any other organization selected then ask Q1.

the U.S. Mint advertisements about coins or coin-related products you heard or saw in the past six months? To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of

Select all that apply

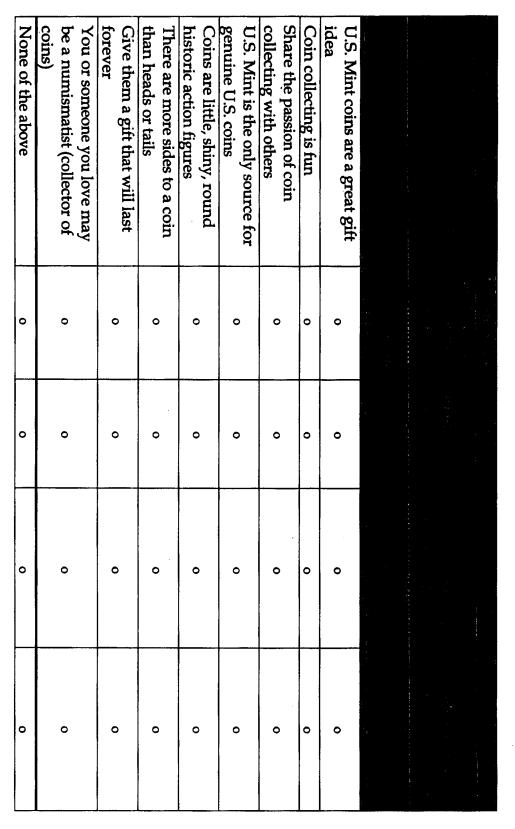
C	of coins)
	You or someone you love may be a numismatist (collector
0	Give them a gift that will last forever
0	There are more sides to a coin than heads or tails
	Coins are little, shiny, round historic action figures
0	U.S. Mint is the only source for genuine U.S. coins
0	Share the passion of coin collecting with others
0	Coin collecting is fun
0	U.S. Mint coins are a great gift idea
	Control mass at the a selection of

# Programming:

this is correct, click OK to continue; otherwise, click Cancel and change your answer." confirm that none of these statements describe the theme(s) of the U.S. Mint advertisements you heard or saw. If Allow respondent to click through without any radio buttons selected but give warning message that says, "I want to

2 advertisements about coins or coin-related products you heard or saw in the last six months? To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of

Select all that apply for each organization



- Do not allow "none of the above" to be selected with anything above in its column.
- Do not allow respondent to back up during screener questions.

Q.2a Please indicate whether or not, to the best of your knowledge, each of the following coin or coin-related products is currently offered by the *U. S. Mint*.

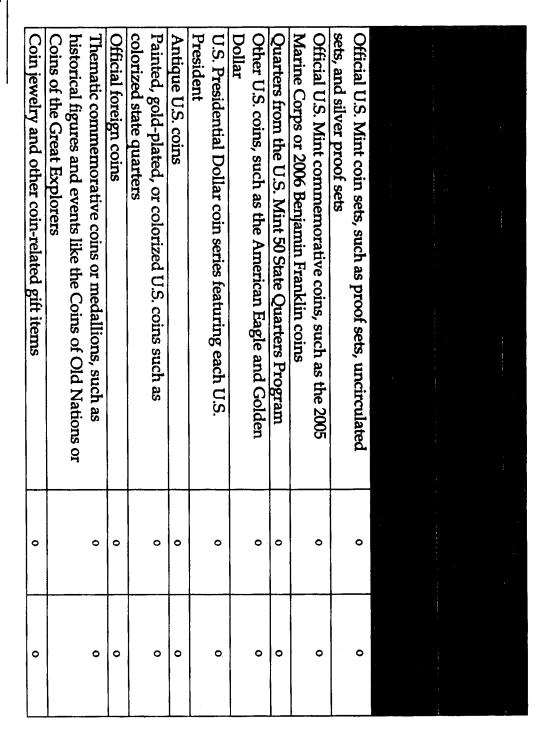
Select one in each row

Official U.S. Mint coin sets, such as proof sets, uncirculated	0	0
sets, and silver proof sets		
Official U.S. Mint commemorative coins, such as 2005	0	٥
Marine Corps or 2006 Benjamin Franklin coins		
Quarters from the U.S. Mint 50 State Quarters Program	0	0
Other U.S. coins, such as the American Eagle and Golden	0	•
Dollar		
U.S. Presidential Dollar coin series featuring each U.S.	0	•
President		
Antique U.S. coins	0	0
Painted, gold-plated, or colorized U.S. coins such as	0	0
colorized state quarters		
Official foreign coins	0	0
Thematic commemorative coins or medallions, such as	•	0
historical figures and events like the Coins of Old Nations or		
Coins of the Great Explorers		
Coin jewelry and other coin-related gift items	0	0

# Programming:

Randomize levels.

Q.2b Please indicate whether or not, to the best of your knowledge, each of the following coin or coin-related products is currently offered by each of the organizations listed below.



- Randomize levels in the same order as Q2a.
- randomly chosen organization for the respondent's survey. Randomly select either eBay, QVC or local coin dealers as additional organization and keep that organization as the

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[Randomly Chosen Organization]	Private Mints such as The Franklin Mint, Washington Mint and the like	U.S. Mint	
0	0	0	**************************************
0	0	0	100

Q.4 Please rate each organization in terms of the authenticity of their coin products.

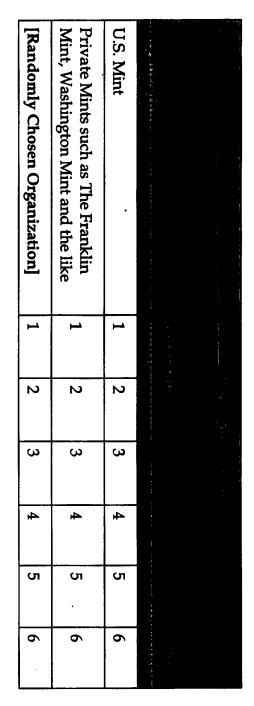
Use a scale of "1" to "6" where "1" means their products are "not at all authentic or genuine" and "6" means their products are "absolutely authentic or genuine."

	7 H	<u></u>	post Tiller
[Randomly Chosen Organization]	Private Mints such as The Franklin Mint, Washington Mint and the like	U.S. Mint	
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2	2	2	
3	3	ယ	
4	4	#2	
5	ъ	СЛ	
6	6	6	

Please rate each organization in terms of the educational value of their coin products.

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educational." Use a scale of "1" to "6" where "1" means their products are "not educational at all" and "6" means their products are "highly



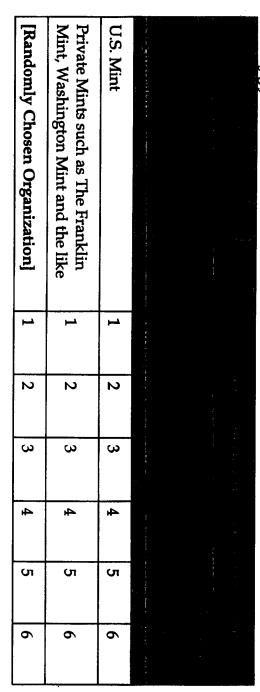
9.Q Please rate each organization in terms of the investment potential of their coin products

are "a very sound financial investment." Use a scale of "1" to "6" where "1" means their products are "not a sound financial investment at all" and "6" means their products

			V** **
[Randomly Chosen Organization]	Private Mints such as The Franklin Mint, Washington Mint and the like	U.S. Mint	
James 1	<b>–</b>	1	
2	2	2	
ယ	ယ	3	
4	4	4	
ΟΊ	УI	<b>ີ</b> ປາ	
6	6	6	

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extremely good holiday gifts." Use a scale of "1" to "6" where "1" means their products are "not good holiday gifts at all" and "6" means their products are "



**Q**.8 Please rate each organization in terms of their coin products being good gifts for other occasions (e.g., births, birthdays, graduations, etc.).

Use a scale of "1" to "6" where "1" means their products are "not good gifts at all" and "6" means their products are "extremely good

	r	1	30° - 10° -
[Randomly Chosen Organization]	Private Mints such as The Franklin Mint, Washington Mint and the like	U.S. Mint	
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2	2	2	
3	3	ဒ	
4	4	4	
5 .	Οī	GI	
6	6	6 .	

Q.9 For each statement, please select the dot to indicate your perceptions of the U.S. Mint

	Stand-offish	Stodgy	Boring	For a select few	Old-fashioned	For old people	
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	0	0	٥	٥	٥	0	
	0 0 0 0	0 0 0	0 0 0	0	0 0 0	0	
	0	٥	0	0	0	0	
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	Approachable	Hip, cool	Fun	For everyone	Modern, up-to-date	For young people	

Use a scale of "1" to "6" where "1" means "strongly disagree" and "6" means "strongly agree."

Coin collecting is a fun way to pass the time. on to children or grandchildren. Coins are a great way to learn about U.S. history. occasion. My own interest in collecting coins is on the rise. younger people. Coin collecting is becoming more appealing to together. coms. The best coins worth collecting are official U.S. Coins are a great idea to commemorate a special Collecting coins can bring the whole family A coin collection is something meaningful to pass Coins are works of art, like paintings or sculpture. Collecting coins is a good financial investment. \_\_ **--**\_ \_ <u>\_</u> 2 N N N 2 2 2 2 2 2 ယ ယ ယ ယ ယ ယ ယ ယ ယ ယ 4 4 4 4 4 4 4 4 4 G G G G ဟ G G S G S 9 9 9 9 6 6 9 9 9 9

## Programming:

Randomize levels of statements.

Q.11 you would not seriously consider purchasing it. months? Please respond "Yes" if you would seriously consider purchasing it during the next 12 months and "No" if Which of the following coins or coin-related products would you seriously consider purchasing during the next 12

# Select one in each row

0	0	Books about coin collecting
0	0	Coin jewelry and other coin-related gift items
		Great Explorers
0	0	figures and events like the Coins of Old Nations or Coins of the
		Thematic commemorative coins or medallions, such as historical
0	0	Antique foreign coins
0	0	Official new or recently minted foreign coins
c	o	state quarters
)	)	Painted, gold-plated or colorized U.S. coins such as colorized
0	0	Antique U.S. coins
0	0	U.S. Presidential Dollar coin series featuring each U.S. President
0	0	Eagle and Golden Dollar
		Other new or recently minted U.S. coins, such as the American
0	0	Quarters from the U.S. Mint 50 State Quarters Program
•	0	Marine Corps or 2006 Benjamin Franklin coins
	•	Official U.S. Mint commemorative coins, such as the 2005
0	O	and silver proof sets
		Official U.S. Mint coin sets, such as proof sets, uncirculated sets,

Randomize levels.

Q.12 Please consider how much you spent on United States Mint coins and coin-related products from the U.S. Mint in the past 12 months. Was it...?

Select
one

0	\$100 - \$499
0	<\$100

Q.13 When was the very first time you ever purchased coins or coin-related products from the U.S. Mint?

Select one

	A common service of the common service of th
Within the past 12 months	0
13 months to just under 2 years ago	0
2 years to just under 5 years ago	0
5 years to 10 years ago	0
More than 10 years ago	0

Programming:

Only ask Q12 & Q13 if U.S. Mint customer

expect your spending on U.S. Mint products to increase, decrease, or be about the same during the next 12 months? Please consider how much you spent on U.S. Mint coins and coin-related products in the past 12 months. Do you

Γ		1
0		Select one
	-	
0		
0		

Have you ever purchased coins from each of the organizations listed below?

Select one in each row

		, , , , , , , , , , , , , , , , , , ,
The United States Mint	0	0
The Franklin Mint	0	0
Regional or Local Coin Dealers	0	0
Home Shopping Network, QVC, or other TV shopping programs	0	0
eBay or other Internet auction sites	0	0

Only ask Q14 if U.S. Mint customer.

Q15 drop U.S. Mint row if U.S. Mint customer. Randomize levels.

Q.16 What is your age?



Q.17 What is your gender?



Q.18 Which of the following best describes your current employment status?

Select one	
Employed full-time	0
Employed part-time	0
Retired	0
Not employed or student	0

<sup>•</sup> Q16: Only accept values between 18 and 100

Q.19 Which of the following best describes the highest level of education you completed?

Select one

Grade school	0
Some high school	0
High school graduate	0
Some college, but no degree	0
Vocational training or 2-year college	0
4-year college graduate	0
Post-graduate training/degree .	0

Q.20 What is your marital status?

Select one

Single	0
Married or living together	0
Divorced or separated	0
Widowed	0

Q.21 Do you have any children under age 18 currently living in your household?

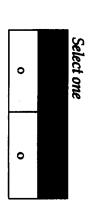
Select one

Programming:
• If "yes" then ask Q22; otherwise, skip to Q23

Q.22 How many children under age 18 do you have currently living in your household?

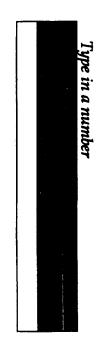
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Q.23 Do you have any grandchildren under age 18?

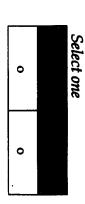


Programming:
• If "yes" in Q23 then ask Q24; otherwise, skip to Q25

Q.24 How many grandchildren under age 18 do you have?



Q.25 Are you Hispanic or Latino?



Q.26 Do you consider yourself to be...

Select all that apply

Section unit appris	
American Indian or Alaska Native?	0
Asian?	0
Black or African American?	0
Native Hawaiian or other Pacific Islander?	0
White?	0
Other (Specify)	0

Q.27 estimate is fine. Which of the following categories best describes your total annual household income, before taxes, in 2005? Your best

Select one

Less than \$20,000	0
\$20,000 to \$29,999	0
\$30,000 to \$39,999	0
\$40,000 to \$49,999	0
\$50,000 to \$74,999	0
\$75,000 to \$99,999	0
\$100,000 to \$124,999	0
\$125,000 to \$149,999	0
\$150,000 to \$174,999	0
\$175,000 to \$199,999	0
\$200,000 or more	0

Thank you very much for your participation in this research!