

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.

Interview minutes	1	5	20	20
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



**NATIONAL ANALYSTS  
RESEARCH & CONSULTING**

Welcome to our survey!

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

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

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

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

Please click the Forward button to begin the survey.

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

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

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

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

**Please click the FORWARD button to begin.**

S1. Are you 18 years of age or older?

	0	0
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S2. In the past 12 months, which of the following activities did you do?

Select all that apply

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

**Programming:**

- 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

S3. 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	1	2	3	4	5	6

**Programming:**

- 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



S4 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

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

55. 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

U.S. Mint	<input type="checkbox"/>
Private Mints such as The Franklin Mint, Washington Mint and the like	<input type="checkbox"/>
Regional or Local Coin Dealers	<input type="checkbox"/>
Home Shopping Network, QVC, or other TV shopping programs	<input type="checkbox"/>
eBay or other Internet auction sites	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

**Programming:**

- Throughout survey, randomly select either the U.S. Mint or Private Mints to be shown first and keep that order for all questions.
- 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.

S6. To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of the U.S. Mint advertisements about coins or coin-related products you heard or saw in the past six months?

Select all that apply

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

**Programming:**

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

Q1. To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of advertisements about coins or coin-related products you heard or saw in the last six months?

Select all that apply for each organization

U.S. Mint coins are a great gift idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coin collecting is fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share the passion of coin collecting with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Mint is the only source for genuine U.S. coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins are little, shiny, round historic action figures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are more sides to a coin than heads or tails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give them a gift that will last forever	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You or someone you love may be a numismatist (collector of coins)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None of the above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Programming:**

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

**Programming:**

- Randomize levels.

Q2b 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.

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

**Programming:**

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



Q.3 To the best of your knowledge, does each of these organizations produce U.S. coins for circulation as currency?

U.S. Mint		<input type="radio"/>	<input type="radio"/>
Private Mints such as The Franklin Mint, Washington Mint and the like		<input type="radio"/>	<input type="radio"/>
[Randomly Chosen Organization]		<input type="radio"/>	<input type="radio"/>

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."

U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private Mints such as The Franklin Mint, Washington Mint and the like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Randomly Chosen Organization]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:



Q.5 Please rate each organization in terms of the educational value of their coin products.

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

U.S. Mint	1	2	3	4	5	6
Private Mints such as The Franklin Mint, Washington Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

Q.6 Please rate each organization in terms of the investment potential of their coin products.

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 are "a very sound financial investment."

U.S. Mint	1	2	3	4	5	6
Private Mints such as The Franklin Mint, Washington Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

Q7 Please rate each organization in terms of their coin products being 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 "extremely good holiday gifts."

U.S. Mint	1	2	3	4	5	6
Private Mints such as The Franklin Mint, Washington Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

Q8 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 gifts."

U.S. Mint	1	2	3	4	5	6
Private Mints such as The Franklin Mint, Washington Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

Programming:

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

For old people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	For young people
Old-fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Modern, up-to-date
For a select few	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	For everyone
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fun
Stodgy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hip, cool
Stand-offish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Approachable

Q.10 Please indicate how much you agree or disagree with each coin collecting statement.

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

The best coins worth collecting are official U.S. coins.	1	2	3	4	5	6
Coins are works of art, like paintings or sculpture.	1	2	3	4	5	6
Collecting coins is a good financial investment.	1	2	3	4	5	6
A coin collection is something meaningful to pass on to children or grandchildren.	1	2	3	4	5	6
Collecting coins can bring the whole family together.	1	2	3	4	5	6
Coin collecting is becoming more appealing to younger people.	1	2	3	4	5	6
Coin collecting is a fun way to pass the time.	1	2	3	4	5	6
My own interest in collecting coins is on the rise.	1	2	3	4	5	6
Coins are a great idea to commemorate a special occasion.	1	2	3	4	5	6
Coins are a great way to learn about U.S. history.	1	2	3	4	5	6

**Programming:**

- Randomize levels of statements.

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

Select one in each row

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

**Programming:**

- 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

<\$100	<input type="radio"/>
\$100 - \$499	<input type="radio"/>
\$500 or more	<input type="radio"/>

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

Select one

Within the past 12 months	<input type="radio"/>
13 months to just under 2 years ago	<input type="radio"/>
2 years to just under 5 years ago	<input type="radio"/>
5 years to 10 years ago	<input type="radio"/>
More than 10 years ago	<input type="radio"/>

**Programming:**

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

Q.14 Please consider how much you spent on U.S. Mint coins and coin-related products in the past 12 months. Do you expect your spending on U.S. Mint products to increase, decrease, or be about the same during the next 12 months?

Select one

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q.15 Have you ever purchased coins from each of the organizations listed below?

Select one in each row

The United States Mint	<input type="radio"/>	<input type="radio"/>
The Franklin Mint	<input type="radio"/>	<input type="radio"/>
Regional or Local Coin Dealers	<input type="radio"/>	<input type="radio"/>
Home Shopping Network, QVC, or other TV shopping programs	<input type="radio"/>	<input type="radio"/>
eBay or other Internet auction sites	<input type="radio"/>	<input type="radio"/>

**Programming:**

- Only ask Q14 if U.S. Mint customer.
- Q15 drop U.S. Mint row if U.S. Mint customer. Randomize levels.

These last few questions are for classification purposes only.

Q.16 What is your age?

*Type in a number*

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Q.17 What is your gender?

*Select one*

<input type="radio"/>	<input type="radio"/>
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Q.18 Which of the following best describes your current employment status?

*Select one*

Employed full-time	<input type="radio"/>
Employed part-time	<input type="radio"/>
Retired	<input type="radio"/>
Not employed or student	<input type="radio"/>

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**Programming:**

- 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	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, but no degree	<input type="radio"/>
Vocational training or 2-year college	<input type="radio"/>
4-year college graduate	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

Q.20 What is your marital status?

Select one

Single	<input type="radio"/>
Married or living together	<input type="radio"/>
Divorced or separated	<input type="radio"/>
Widowed	<input type="radio"/>

Programming:

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

Select one

<input type="radio"/>	<input type="radio"/>

**Programming:**

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- 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?

*Type in a number*


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

*Select one*

o	o

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**Programming:**

- If "yes" in Q23 then ask Q24; otherwise, skip to Q25



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

Select one

Less than \$20,000	<input type="radio"/>
\$20,000 to \$29,999	<input type="radio"/>
\$30,000 to \$39,999	<input type="radio"/>
\$40,000 to \$49,999	<input type="radio"/>
\$50,000 to \$74,999	<input type="radio"/>
\$75,000 to \$99,999	<input type="radio"/>
\$100,000 to \$124,999	<input type="radio"/>
\$125,000 to \$149,999	<input type="radio"/>
\$150,000 to \$174,999	<input type="radio"/>
\$175,000 to \$199,999	<input type="radio"/>
\$200,000 or more	<input type="radio"/>

Thank you very much for your participation in this research!

Programming: