

Post-Wave U.S. Mint Advertising Tracking Research -- Screenener & Survey Questionnaire

— FINAL —

prepared for

Campbell-Ewald and The U.S. Mint

November, 2007

National Analysts
WORLDWIDE
RESEARCH  CONSULTING

NOTE: All programming instructions appear in bold

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 Jill Weisenfeld weekdays from 9:00am to 5:30pm at 1-800-342-9104, or send an e-mail to jweisenfeld@nationalanalysts.com

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-XX.

Please click the Forward button to begin the survey.

Programming Notes:

- **On S2, if a US Mint sample respondent (1st digit = 5) is classified as a Coin Collector or Gift Giver, that respondent terminates immediately**
- **On S2, if an SSI sample respondent (1st digit = 6) is classified as a US Mint Customer, that respondent terminates immediately**
- **Second digit of US Mint sample indicates spending. If the respondent is classified as a US Mint customer, then the spending value will be overwritten by that respondent's answer to Q12**

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?

Yes	No
o	o

Programming:

- If No in S1 then terminate

S1b What organizations or sources, if any, are you aware of that offer **collectible coins** for sale?

*Please list any organizations in the spaces below. If you are not aware of **any** please indicate in the check-box below.*

(total of 12 lines to type on)

I am not aware of any organizations that offer collectible coins for sale	<input type="radio"/>
---	-----------------------

Programming:

S2. ***In the past 12 months***, which of the following purchasing, saving, and/or collecting activities, if any, did you do?

Select all that apply

I bought U.S. coins or other products with U.S. coins from the United States Mint for myself	<input type="radio"/>
I bought U.S. coins or other products with U.S. coins from private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like for myself	<input type="radio"/>
I bought U.S. coins or other products with U.S. coins from any other source (e.g., coin dealers, Internet, TV shopping programs, etc.) for myself	<input type="radio"/>
I have kept U.S. coins for purposes other than spending (e.g., any form of collecting, but not coins I expect to eventually exchange for their face value in currency or to deposit to a bank account) for myself	<input type="radio"/>
I bought U.S. coins or other products with U.S. coins from the United States Mint for someone else (e.g., relative, friend, co-worker, etc.)	<input type="radio"/>
I bought U.S. coins or other products with U.S. coins from private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like for someone else (e.g., relative, friend, co-worker, etc.)	<input type="radio"/>
I bought U.S. coins or other products with U.S. coins from any other source for someone else	<input type="radio"/>
I have kept U.S. coins for purposes other than spending (e.g., any form of collecting, but not coins I expect to eventually exchange for their face value in currency or to deposit to a bank account) for someone else	<input type="radio"/>
I have not kept U.S. coins for purposes other than spending	<input type="radio"/>

Programming:

- **Classify as U.S. Mint customer if row 1 and/or 5 are selected and from U.S. Mint customer list.**
If panelist and row 1 and/or 5 selected then
- **Classify as Coin Collector if any rows 2, 3, or 4 are selected**
- **Classify as Gift Giver if any rows 6, 7, or 8 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 of Giving U.S. Coins as Gifts					
	Extremely Unlikely			Extremely Likely		
Likelihood to give U.S. coins as gifts	1	2	3	4	5	6

Programming:

- If row 9 selected in S2 and if "4", "5", "6" in S3 then classify as Gift Giver
- IF row 9 selected in S2 and if "1", "2", "3" in S3 then terminate

- S4 Please indicate how familiar you are with each organization, including its reputation and the U.S. 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

Organization	Familiarity with Organization					
	Not At All Familiar			Very Familiar		
United States Mint	1	2	3	4	5	6
Private mints such as The Morgan Mint, Washington Mint, The Franklin 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

Programming:

- Throughout survey, randomly select either the United States Mint or Private Mints to be shown first and keep that order for all questions. Randomize the rest of the levels.

S5. For which of the organizations listed below, if any, do you recall having heard or seen any advertisements about U.S. coins or products with U.S. coins during the past six months?

Select all that apply

	Yes - Saw Ads During Past 6 Months
United States Mint	<input type="radio"/>
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	<input type="radio"/>
Regional or Local Coin Dealers	<input type="radio"/>
Home Shopping Network, QVC, or other TV shopping programs	<input type="radio"/>
eBay or other Internet auction sites	<input type="radio"/>
None of the above	<input type="radio"/>

Programming:

- Do not allow “none of the above” to be selected with any other responses.
- Keep same order as S4.
- If United States Mint selected then ask S6; if any other organization selected then ask Q1.

S6a. To the best of your recollection, what were the major theme(s) or message(s) of the **United States Mint** advertisements about U.S. coins or products with U.S. coins you heard or saw in the past six months?

Programming:

- **Only ask if S5 for United States Mint is checked**
- **Accept open end response**
- **Do not allow a R to go back to this question after seeing QS6b**

S6b. To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of the **United States Mint** advertisements about U.S. coins or products with U.S. coins you heard or saw in the past six months?

Select all that apply

U.S. Mint Advertising Themes	Heard or Saw Ads About
United States 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"/>
United States Mint is the only source for genuine U.S. coins	<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"/>
Buy directly from the United States Mint	<input type="radio"/>
Coins are a great gift - especially for kids and newborns	<input type="radio"/>
First came the state quarters, now collect the Presidential \$1 coins	<input type="radio"/>
To truly appreciate a coin's craftsmanship, make sure to get a proof coin	<input type="radio"/>
United States Mint is <i>genuinely worthwhile</i>	<input type="radio"/>
None of the above	<input type="radio"/>

Programming: Only ask if S5 for U.S. Mint is checked

Gift Giver and Coin Collector Selection: Those classified as Gift Givers and Coin Collectors will be assigned a random # between 1 and 100. That number will be compared with a "% cutoff" given to the programmer by the operations manager (note that the numbers will change during the course of the study). If the random number is greater than the "% cutoff" the respondent will terminate. If the number is less than or equal to the "% cutoff" the respondent will continue with the survey.

Q1a. For (the/each) organization listed below that you saw or heard advertisements about U.S. coins or products with U.S. coins during the past six months, please select the statement(s) that describe the major theme(s) or message(s) of the advertisements.

Select all that apply [for each organization]

	Private Mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	Regional or Local Coin Dealers	Home Shopping Network, QVC, or other TV shopping programs	eBay or other Internet auction sites
United States 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"/>
United States Mint is the only source for genuine U.S. coins	<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"/>
Buy directly from the United States Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins are a great gift - especially for kids and newborns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You collected the state quarters, now collect the Presidential \$1 coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To truly appreciate a coins' craftsmanship, make sure to get a proof coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
United States Mint is <i>genuinely worthwhile</i>	<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:

- **Only show columns of organizations selected in S5**
- **If 1 organization insert “the”; if 2 or more insert “each”**
- **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.**

Q1b. Have you ever purchased U.S. coins or products with U.S. coins from each of the organizations listed below?

Select one in each row

Ever Purchased U.S. Coins or Products with U.S. Coins	Yes	No
United States Mint	<input type="radio"/>	<input type="radio"/>
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	<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:

- **Q1b drop U.S. Mint row if U.S. Mint customer. Randomize levels.**

Q1c. To the best of your knowledge, what coin products does the United States Mint currently offer?

Programming:

- **Accept open end response**
- **Do not allow a R to go back to this question after seeing Q2a**

Q.2a Please indicate whether or not, to the best of your knowledge, each of the following coins or products with coins is currently offered by the **United States Mint**.

Select one in each row

Coins or Other Products with Coins	Currently Offered by United States Mint?		
	Yes	No	Unsure
Official United States Mint coin sets, such as proof sets, uncirculated sets, and silver proof sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official United States Mint commemorative coins, such as the Little Rock Central H.S. Desegregation silver dollar or the Jamestown 400 th Anniversary coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quarters from the United States Mint 50 State Quarters Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presidential Dollar coins featuring each U.S. President	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique U.S. coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Official foreign coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books about coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other U.S. coins, such as American Eagle products, coin and stamp sets and the American Buffalo Gold Proof Coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- **Randomize levels but always keep Other U.S. coins last.**

Q.2b Please indicate whether or not, to the best of your knowledge, each of the following coins or products with coins is currently offered by *private mints such as The Morgan Mint, Washington Mint, The Franklin Mint, and the like*.

Coins or Other Products with Coins	Currently Offered by Private Mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like		
	Yes	No	Unsure
Official United States Mint coin sets, such as proof sets, uncirculated sets, and silver proof sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official United States Mint commemorative coins, such as the Little Rock Central H.S. Desegregation silver dollar or the Jamestown 400 th Anniversary coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quarters from the United States Mint 50 State Quarters Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presidential Dollar coins featuring each U.S. President	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique U.S. coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Official foreign coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books about coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other U.S. coins, such as American Eagle products, coin and stamp sets and the American Buffalo Gold Proof Coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- Randomize levels in the same order as Q2a.

Q.2c Please indicate whether or not, to the best of your knowledge, each of the following coins or products with coins is currently offered by **[RANDOMLY CHOSEN ORGANIZATION.]**

Coins or Other Products with Coins	[RANDOMLY CHOSEN ORGANIZATION]		
	Yes	No	Unsure
Official United States Mint coin sets, such as proof sets, uncirculated sets, and silver proof sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official United States Mint commemorative coins, such as the Little Rock Central H.S. Desegregation silver dollar or the Jamestown 400 th Anniversary coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quarters from the United States Mint 50 State Quarters Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presidential Dollar coins featuring each U.S. President	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique U.S. coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Official foreign coins	<input type="radio"/>	<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"/>	<input type="radio"/>
Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books about coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other U.S. coins, such as American Eagle products, coin and stamp sets and the American Buffalo Gold Proof Coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- **Randomize levels in the same order as Q2a.**
- **Randomly select either eBay or other Internet auction sites, Home Shopping Network, QVC or other TV shopping programs or Regional 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 manufacture genuine U.S. coins *for legal tender*?

Organization	Yes	No
United States Mint	o	o
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	o	o
[Randomly Chosen Organization]	o	o

Q.4 Please rate each organization in terms of the *authenticity of their U.S. 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."

Organization	Authenticity of U.S. Coin Products					
	Not At All Authentic or Genuine			Absolutely Authentic or Genuine		
United States Mint	1	2	3	4	5	6
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

Programming:

Q.5 Please rate the U.S. Mint in terms of the **educational value of its U.S. 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."

Organization	Educational Value of U.S. Coin Products					
	Not Educational At All					Highly Educational
United States Mint	1	2	3	4	5	6

Q.6 OMITTED

Programming:

Q.7 Please rate each organization in terms of ***their U.S. coin products as great holiday gifts.***

Use a scale of “1” to “6” where “1” means their products are “not great holiday gifts at all” and “6” means their products are “great holiday gifts.”

Organization	U.S. Coin Products Are Great Holiday Gifts					
	Not Great Holiday Gifts At All			Great Holiday Gifts		
United States Mint	1	2	3	4	5	6
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	1	2	3	4	5	6
[Randomly Chosen Organization]	1	2	3	4	5	6

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

Use a scale of “1” to “6” where “1” means their products are “not great gifts at all” and “6” means their products are “great gifts.”

Organization	U.S. Coin Products Are Great Gifts For Other Occasions					
	Not Great Gifts At All			Great Gifts		
United States Mint	1	2	3	4	5	6
Private mints such as The Morgan Mint, Washington Mint, The Franklin Mint and the like	1	2	3	4	5	6

[Randomly Chosen Organization]	1	2	3	4	5	6
---------------------------------------	---	---	---	---	---	---

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."

	Strongly Disagree						Strongly Agree					
The best coins worth collecting are official U.S. coins.	1	2	3	4	5	6	1	2	3	4	5	6
Coins are works of art, like paintings or sculpture.	1	2	3	4	5	6	1	2	3	4	5	6
Collecting coins is a good financial investment.	1	2	3	4	5	6	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	1	2	3	4	5	6
Collecting coins can bring the whole family together.	1	2	3	4	5	6	1	2	3	4	5	6
Coin collecting is becoming more appealing to younger people.	1	2	3	4	5	6	1	2	3	4	5	6
Coin collecting is a fun way to pass the time.	1	2	3	4	5	6	1	2	3	4	5	6
My own interest in collecting coins is on the rise.	1	2	3	4	5	6	1	2	3	4	5	6
Coins are a great idea to commemorate a special occasion.	1	2	3	4	5	6	1	2	3	4	5	6
Coins are a great way to learn about U.S. history.	1	2	3	4	5	6	1	2	3	4	5	6
Proof coins are vastly superior to coins you find in circulation in terms of their beauty and artistry.	1	2	3	4	5	6	1	2	3	4	5	6
It is more desirable to collect proof coins than coins you find in general circulation.	1	2	3	4	5	6	1	2	3	4	5	6
I'm interested in collecting the new Presidential coins.	1	2	3	4	5	6	1	2	3	4	5	6

Programming:

- **Randomize levels of statements.**

Q.11 Please indicate how seriously you would consider purchasing each of the following coins or products with coins during the next 12 months.

Use a scale of "1" to "6" where "1" means "would not consider at all" and "6" means "would seriously consider."

Coins or Products with Coins	Would Not Consider At All					Would Seriously Consider
	1	2	3	4	5	6
Official United States Mint coin sets, such as proof sets, uncirculated sets, and silver proof sets	1	2	3	4	5	6
Official United States Mint commemorative coins, such as the Little Rock Central H.S. Desegregation silver dollar or the Jamestown 400 th Anniversary coins	1	2	3	4	5	6
Quarters from the United States Mint 50 State Quarters Program	1	2	3	4	5	6
Presidential Dollar coins featuring each U.S. President	1	2	3	4	5	6
Antique U.S. coins	1	2	3	4	5	6
Painted, gold-plated or colorized U.S. coins such as colorized state quarters	1	2	3	4	5	6
Official foreign coins	1	2	3	4	5	6
Thematic commemorative coins or medallions, such as historical figures and events like the coins of old nations or coins of the great explorers	1	2	3	4	5	6
Coin jewelry and other coin-related gift items	1	2	3	4	5	6
Books about coin collecting	1	2	3	4	5	6
Other U.S. coins, such as American Eagle products, coin and stamp sets and the American Buffalo Gold Proof Coin	1	2	3	4	5	6

Programming:

- **Randomize levels but keep Other U.S. coins last.**

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

Select one

Spend Levels	
<\$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 U.S. coins or products with U.S. coins from the United States Mint?

Select one

First Time Purchased from United States Mint	
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 United States Mint coins and products with U.S. coins in the past 12 months. Do you expect your spending on United States Mint products to increase, decrease, or be about the same during the next 12 months?

Select one

Increase	Decrease	Stay the Same
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- **Only ask Q14 if U.S. Mint customer.**

Q.15a For each statement below, please respond “true” if, to the best of your knowledge, it accurately describes the United States Mint or “false” if it does not accurately describe the U.S. Mint.

Statement	True	False	Unsure
The United States Mint sells coins directly to the general public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The United States Mint is the only mint that is part of the U.S. government - Department of the Treasury	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.15b For each column below, please select the one source that represents your answer to the question.

CHECK ONE BOX IN EACH COLUMN BELOW

<p>U.S. Coin Sources</p>	<p>A. The most trustworthy source for buying collectible U.S. coins?</p>	<p>B. The best source for buying collectible U.S. coins directly from manufacturing facilities?</p>	<p>C. The best source for buying certified authentic collectible U.S. coins?</p>	<p>D. The best source for buying collectible U.S. coins at a fair price?</p>	<p>E. Your first choice for buying collectible U.S. coins?</p>
United States Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private Mints such as The Morgan Mint, Washington Mint, or The Franklin Mint and the like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional or Local Coin Dealers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Shopping Network, QVC, or other TV Shopping programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eBay or other Internet auction sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other source (SPECIFY)	_____	_____	_____	_____	_____

Programming: Keep the same order as S4 but always put some other source last.

Q.15c To the best of your recollection, what is the United States Mint’s website address and toll free telephone number?

www. _____	1-800- _____
Unsure <input type="checkbox"/>	Unsure <input type="checkbox"/>

Q.15d For each statement below, please indicate the extent to which you believe it is definitely true, probably true, probably false, or definitely false.

Statement	Definite ly True	Probabl y True	Probabl y False	Definitel y False
Buying coins dated 2007 directly from the United States Mint would cost less than buying them from other sources such as QVC, HSN, or private mints such as The Morgan Mint, Washington Mint, or The Franklin Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other sources such as QVC, HSN or private mints (e.g., The Morgan Mint, Washington Mint, or The Franklin Mint) buy coins from the U.S. Mint and resell them as is or in their own packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Both the United States Mint and private mints operate like factories - actually minting the coins they sell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is no difference in the U.S. coins you can buy from the United States Mint and those sold by private mints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- **Programming: Randomize levels in Q15d**

Q.16 What is your age?

Type in a number

Age

Q.17 What is your gender?

Select one

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

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

Select one

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

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

Education Level	
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

Marital Status	
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

Yes	No
<input type="radio"/>	<input type="radio"/>

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?

Type in a number

Number of Children
<input type="text"/>

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

Select one

Yes	No
<input type="radio"/>	<input type="radio"/>

Programming:

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

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

Type in a number

Number of Grandchildren Under Age 18

Q.25 Are you Hispanic or Latino?

Select one

Yes	No
<input type="radio"/>	<input type="radio"/>

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

Select all that apply

American Indian or Alaska Native?	<input type="checkbox"/>
Asian?	<input type="checkbox"/>
Black or African American?	<input type="checkbox"/>
Native Hawaiian or other Pacific Islander?	<input type="checkbox"/>
White?	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>

Programming:

Q.27 Which of the following categories best describes your total annual household income, before taxes, in 2006? Your best estimate is fine.

Select one

2006 Household Income	
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: