



United States Mint: Benchmark Tracker & Deep-Dive Juicer

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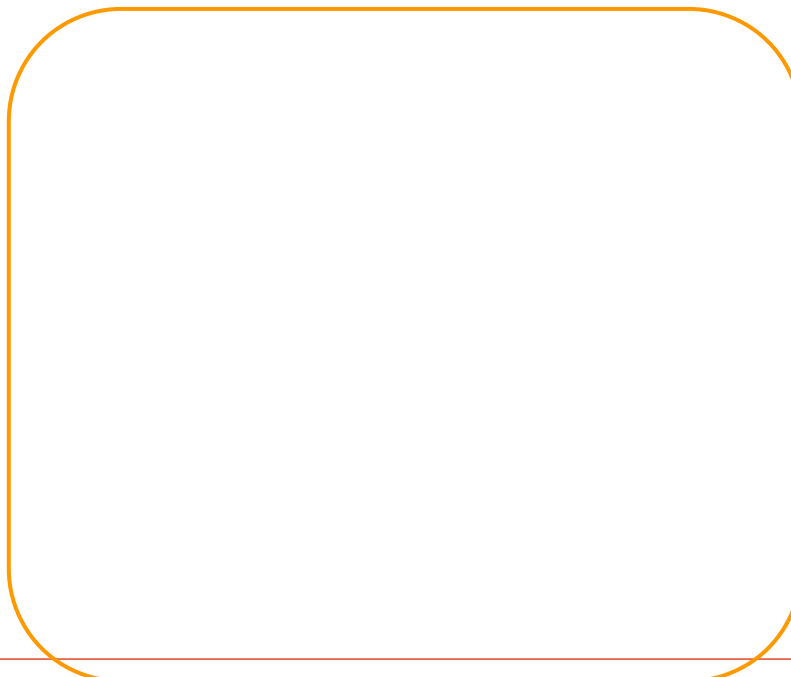
BJ Project No. **P110307**

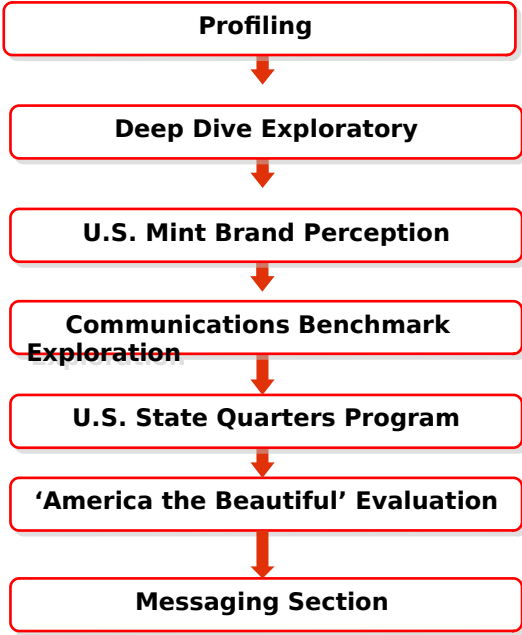
Date January 8th, 2010

1. Target Audience

- a. **Markets:** US
- b. **Incidence Level:** 30%
- c. **Length of Juicer:** 25 -30 minutes
- d. **Target Audience 1:** 500 General Market / US Adults
- e. **Target Audience 2:** 250 Purchasers / Collectors of Statehood Quarters
- f. **Target Audience 3:** 250 Purchasers / Collectors of Competitive products
- g. **Target Audience 4:** 250 Purchasers of coin products as gifts
- h. **Target Audience 5:** 250 National Parks Enthusiasts
- i. **Target Audience 6:** 250 Current United States Mint active customers *(United States Mint to provide email list)*
- j. **Target Audience 7:** 250 Current United States Mint lapsed customers *(United States Mint to provide email list)*

2. Survey Flow





Profiling

A Email invitation from Panel

Instructions: Email inviting respondents to take part in the Brainjuicer®, URL link to the survey

B Start



Hello
May I take a moment to juice your brain?
Click here to start (takes about 25 mins)

C Explanation & Confidentiality



Just before we get started (particularly if you're new to Brainjuicer), a quick explanation of how a Juicer works...

1. *Freeform*

Freeform

Brainjuicer uses an innovative approach to asking questions; rather than restrict you to choosing from a list of possible answers compiled by us we'd like you to give us your own answers - whatever they may be!

2. *Freeform*

Freeform

Before you continue, please confirm the following:
I agree not to disclose the contents of the survey to anyone else.
I agree that any ideas discussed or generated as a result of your participation will belong to our client.

3. *Radio button* *Mandatory*

Question:
Answers:

Do you accept the terms above?
Yes
No

Reject

D Sample Filter and Respondent Profiling



Thanks. First a few questions about you.

4. *Dropdown* *Mandatory*

Question: Your age?
Answers: 0 - 17 years old *Screenout*
18 - 27 years old
28 - 34 years old
35 - 44 years old
45 - 54 years old
55 - 64 years old
65+ years old

5. *Radio button* *Mandatory*

Question: Your gender?
Answers: Male *50%*
Female *50%*

6. *Checkbox* *Mandatory*

Question: Please indicate if you or a member of your household works in any of these professions.
Answers: Accountancy *Screenout*
Advertising, Media, Publishing
Beverage Manufacture or Distribution
Education
Health, Nursing, Social Services
IT/Telecoms
Journalism *Screenout*
Legal
Marketing *Screenout*
Market Research *Screenout*
Not for Profit / Charities
Public Relations *Screenout*
Recruitment
Retail
Travel, Leisure, Tourism *Screenout*
U.S. Government employee *Screenout*
None of the above

7. *Dropdown* *Mandatory*

Question: What state do you live in?
Answers: *Menu of all US states. Ensure Wash. D.C. is included in list*

8. *Text box* *Mandatory*

Question: What is your first name? This is simply to personalize the study for you.
Answers:
Tech note: [FirstName]

E Profiling - National Park Enthusiasts



Have you visited a national park in the last 3 years?

9. Radio button Mandatory
Question: Have you visited a national park, forest or site in the last 3 years?
Answer: Yes No
National Park Enthusiast

F Profiling - National Park Enthusiasts



Have you watched any TV shows / documentaries or read any books about the national parks in the past three years?

10. Radio button Mandatory
Question: Have you watched any TV shows / documentaries or read any books about the national parks, forests and sites in the past three years?
Answer: Yes No
National Park Enthusiast

G Profiling - Coin Purchaser/Giver



In the past two years have you...(please check all that apply)

11. Check box Mandatory
Question: In the past two years have you...(please check all that apply)
Answer: Purchased collectable coins or coin sets
Coin collector/purchaser
Coin collector/purchaser
Coin Giver
Exclusive - General Market
Answer: Put aside or collected coins from your pocket change to keep because you found them interesting
Answer: Purchased a collectable coin or coin set for someone as a gift
Answer: None of the above

H Profiling - Purchaser of Competitor Products



In the past two years have you purchased...(please check all that apply)

12.

Check box

Mandatory

Question: In the past two years have you purchased...(please check all that apply)

Answer: Obama Coin

Competitive purchaser

Answer: 9/11 Coin

Competitive purchaser

Answer: Painted or colorized quarters

Competitive purchaser

Answer: Presidential \$1 coins in display frame, wooden box or safe

Competitive purchaser

Answer: Full set of all 50 state quarters

Competitive purchaser

Answer: Gold Plated quarters

Competitive purchaser

I Profiling - Purchaser of Competitor Products



In the past two years have you purchased a product from...(please check all that apply)

13.

Check box

Mandatory

Question: In the past two years have you purchased...(please check all that apply)

Answer: Franklin Mint

Competitive purchaser

Answer: World Reserve Monetary Exchange

Competitive purchaser

Answer: United States Mint

Mint purchaser

Answer: National Collectors Mint

Competitive purchaser

Answer: Littleton Coin Company

Competitive purchaser

Deep Dive Exploratory

J Emotional scale - Coin Collecting



Thanks! Now, thinking about coin collecting, which of these faces best reflects how you feel about coin collecting in general?

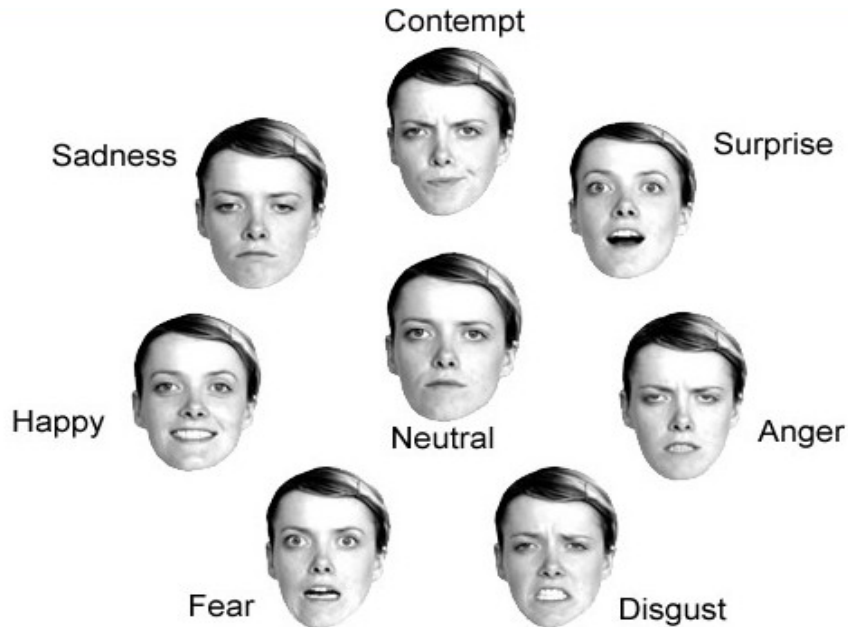
14.

Radio button

Mandatory

Question: Thanks! Now, thinking about coin collecting in general, which of these faces best reflects how you feel about coin collecting in general?

Answer: Emotional Wheel Responses



K Emotional Intensity - Coin Collecting



To what degree does coin collecting make you feel this emotion?

15.

Question:
Answer:
Answer:
Answer:

To what degree does coin collecting make you feel this emotion?
Strongly
Fairly strongly
Not very strongly

L Reason for Face Selection - Coin Collecting



What is it about coin collecting that made you select this face? *(please type your answers below or click to select it from the existing answer buttons)*

16.

Question:

MindReader *1 answer x 1 order*
What is it about coin collecting that made you select this face? *(please type your answers below or click to select it from the existing answer buttons)*

M Impression of Coin Collectors



Thinking about people who collect coins, what is your main impression of a person who collects coins?

17.

Question:

MindReader *1 answer x 1 order*
Thinking about people who collect coins, what is your main impression of a person who collects coins?

N Impression of Coin Collectors - Follow-up



Thinking about people who collect coins, how would you describe them in three words?*(please type your answers below or click to select it from the existing answer buttons)*

18. *MindReader* *3 answers x 1 order*
Question: Thinking about people who collect coins, how would you describe them in three words?*(please type your answers below or click to select it from the existing answer buttons)*

Tech Note: Only Ask 'Motivation - Coin Collecting' and 'Motivation - Collect More' for Coin collectors/purchasers.

O Motivation - Coin Collecting



What motivates you to purchase, collect or put aside coins? *(please type your answers below or click to select it from the existing answer buttons)*

19. *MindReader* *1 answer x 1 order*
Question: What motivates you to collect coins? *(please type your answers below or click to select it from the existing answer buttons)*

P Motivation - Collect More



Thinking about what currently motivates you to purchase, collect or put aside coins, what do you feel would motivate you to collect more? *(please type your answers below or click to select it from the existing answer buttons)*

20. *MindReader* *1 answer x 1 order*
Question: Thinking about what currently motivates you to collect coins, what do you feel would motivate you to collect more? *(please type your answers below or click to select it from the existing answer buttons)*

Q Prompted Brand Attitudes - Coin Collecting



Please indicate how strongly you agree or disagree with each of the following statements about coin collecting. Select **ONE** box for each statement.

21. *5-point agree/disagree scale* *Mandatory*
Answers: Strongly Agree Agree Neither agree nor Disagree Disagree Strongly Disagree
"Coin collecting is about the personal satisfaction of completing a set."
"Coin collecting is about the thrill of the hunt."

“Collecting coins is a smart financial investment.”
 “Coin collecting is a great family bonding activity.”
 “Coins are great mementos of experiences.”
 “Coin collections make for beautiful display pieces.”
 “A coin collection can become a cherished family heirloom.”
 “By collecting coins, you can engage in their historical significance.”
 “Collecting coins is a great way to learn and teach about history.”
 “Coins should be appreciated for their intricate designs and exceptional attention to detail.”

R Encourage Coin Collecting



Do you encourage your family and/or friends to collect coins?

22. *Radio button* *Mandatory*
Question: Do you currently or would you ever encourage your family and/or friends to collect coins?
Answer: Yes, I encourage my friends and/or family to collect coins
Answer: No, I do not encourage my friends and/or family to collect coins

TECH NOTE: If ‘Yes’ in ‘Encourage Coin Collecting’ ask ‘Encourage Coin Collecting - Yes’ if ‘No’ ask ‘Encourage Coin Collecting - No.’

S Encourage Coin Collecting - Yes



What is it about collecting coins that motivates you to encourage your family and/or friends to collect coins? *(please type your answers below or click to select it from the existing answer buttons)*

23. *MindReader* *1 answer x 1 order*
Question: What is it about collecting coins that motivates you to encourage your family and/or friends to collect coins? *(please type your answers below or click to select it from the existing answer buttons)*

T Encourage Coin Collecting - No



Why don't you encourage your family and/or friends to collect coins? *(please type your answers below or click to select it from the existing answer buttons)*

24. *MindReader* *1 answer x 1 order*
Question: Why don't you encourage your family and/or friends to collect coins? *(please type your answers below or click to select it from the existing answer buttons)*

Tech Note: Only Ask ‘Gift/Personal Purchase,’ ‘Gift Occasion’ and ‘Last Gift Purchase’ for Coin Givers.

U Gift/Personal Purchase



When you purchase coins, typically, who are you buying them for? *(please type your answers below or click to select it from the existing answer buttons)*

25.

MindReader

3 answers x 2 order

Question:

When you purchase coins, typically, who are you buying them for? (please type your answers below or click to select it from the existing answer buttons)

Question:

What drives you to purchase coins for [previous answer]? (please type your answers below or click to select it from the existing answer buttons)

V

Gift Occasion



When you purchase coins, typically, what occasion are you buying them for? (please type your answers below or click to select it from the existing answer buttons)

26.

MindReader

3 answers x 2 order

Question:

When you purchase coins, typically, what occasion are you buying them for? (please type your answers below or click to select it from the existing answer buttons)

Question:

What drives you to purchase coins for [previous answer]? (please type your answers below or click to select it from the existing answer buttons)

TECH NOTE: Only ask 'Coin Purchaser' if Coin purchase/collector in 'Profiling - Coin Purchaser/Giver.'

W

Coin Purchaser



You mentioned that you have collected a coin or coins for yourself in the last two years, did you purchase them yourself?

27.

Radio button

Mandatory

Answers:

You mentioned that you have collected coins in the last two years, did you purchase them yourself?

Yes
No

Coin Purchaser

Tech Note: Only Ask 'Last Purchase - Where' and 'Last Purchase - What,' for Coin purchasers

X

Last Purchase - Where



You mentioned that you have purchased a coin or coins for yourself in the last two years, where did you make your most recent purchase?

28.

Radio button

Mandatory

Answers:

You mentioned that you have purchased a coin or coins for yourself in the last two years, where did you make your most recent purchase?

Question

Franklin Mint

s:

Randomize list

World Reserve Monetary Exchange

- United States Mint
- National Collectors Mint
- Littleton Coin Company
- eBay or other Auction Sites
- Home Shopping Network
- QVC
- Local Coin Dealer

Y Last Purchase - What

Still thinking about your most recent purchase, what type of coin was it?

29.

Radio button

Mandatory

Answers:

Still thinking about your most recent purchase, what type of coin was it?

Questions:

Obama Coin

Randomize list

9/11 Coin

Painted colorized quarters

Gold plated quarters or Presidential \$1 coins

Older US coins

Annual Proof sets

Other (Please Specify)

Specify

Z Pulled Coins From Circulation

Have you come across a collectable coin in circulation (i.e.: U.S. Mint State Quarter) and saved it, not spent it because you found it interesting?

30.

Radio button

Mandatory

Question:

Have you come across a coin in circulation (i.e.: U.S. Mint State Quarter) that you intentionally set aside and didn't spend?

Answers:

Yes

No

TECH NOTE: Only ask 'Pulled Coins From Circulation - Why' if 'Yes' in 'Pulled Coins From Circulation'

AA Pulled Coins From Circulation - Why

You indicated that you have come across a collectable coin in circulation and saved it, not spent it, what was it in particular that motivated you to save it? (please type your answers below or click to select it from the existing answer buttons)

31.

MindReader

1 answer x 1 order

Question:

You indicated that you have come across a coin in circulation that you intentionally set aside and didn't spend, what was it in particular that motivated you to save it? (please type your answers below or click to select it from the existing answer buttons)

United States Mint Brand Perception

BB Aided Awareness - United States Mint and Competitors



Below is a list of companies and institutions that mint and sell collectable coins. Please tell us whether you have heard of any of the following.

32. *Grid - Radio Button Across* *Mandatory*

Answers: Yes, I have heard of this company or institution No, I have never heard of this company or institution

Questions: Franklin Mint
Randomize list World Reserve Monetary Exchange
 United States Mint
 National Collectors Mint
 Littleton Coin Company

TECH NOTE: If 'Yes' to 'United States Mint' in 'Aided Awareness - United States Mint and Competitors' ask 'Unprompted Brand Attitudes-US Mint', 'Reason for Official', and 'Reason for Authentic'. If 'No' skip to 'Prompted Brand Attitudes-US Mint'.

CC Unprompted Brand Attitudes - United States Mint



Now, thinking about the **United States Mint collectable coins** please indicate how strongly you agree or disagree with each of the following statements. Select **ONE** box for each statement.

33. *5-point agree/disagree scale* *Mandatory*

Answers: Strongly Agree Agree Neither agree nor Disagree Strongly Disagree

Question: Is an official brand of collectable coins
 Is an authentic brand of collectable coins
 Is a brand of collectable coins that connects me to my country
 Is a brand of collectable coins that I am proud to share with my family and friends
 Is a brand of collectable coins that I would want to pass onto my children later in life
 Is a brand of collectable coins that I would like to collect more of
 Is a brand of collectable coins that I would like to collect forever
 Is a brand of collectable coins that symbolize US history
 Is a brand of collectable coins that makes me feel patriotic
 Is a brand of collectable coins which is backed by the U.S. government and makes the actual money in circulation

DD Reason for Official



Please say why you '[answer from above for official]' that the United States Mint is an official brand of collectable coins? (please type your answers below or click to select it from the existing answer buttons)

34.

MindReader

1 answer x 1 order

Question:

Please say why you '[answer from above for official]' that the United States Mint is an official brand of collectable coins? (please type your answers below or click to select it from the existing answer buttons)

Instructions:

Use the answer from the previous question as the title for this MindReader on why

EE

Reason for Authentic



Please say why you '[answer from above for authentic]' that the United States Mint is an authentic brand of collectable coins? (please type your answers below or click to select it from the existing answer buttons)

35.

MindReader

1 answer x 1 order

Question:

Please say why you '[answer from above for authentic]' that the United States Mint is an authentic brand of collectable coins? (please type your answers below or click to select it from the existing answer buttons)

Instructions:

Use the answer from the previous question as the title for this MindReader on why

U.S. State Quarters Program

FF

US State Quarters Program Introduction



Starting in 1999, the United States Mint launched a series of quarters found in your pocket change that honors each of the nation's states in the order that they were admitted into the Union. Five states were released each year over a ten year period. State designs were displayed on the tail side of the quarters, while the front displays the familiar George Washington image.

GG

Familiarity - US State Quarters Program



Before today, have you ever heard of the series of quarters found in your pocket change that featured each of the 50 states?

36.

Radio button

Mandatory

Question:

Before today, have you ever heard of the 50 State Quarters Program?

Answers:

Yes
No

HH

Emotional scale - Recent 50 State Quarter Program



Now, thinking just about the series of quarters found in your pocket change that featured each of the 50 states, which of these faces best reflects how you feel about it?

37.

Radio button

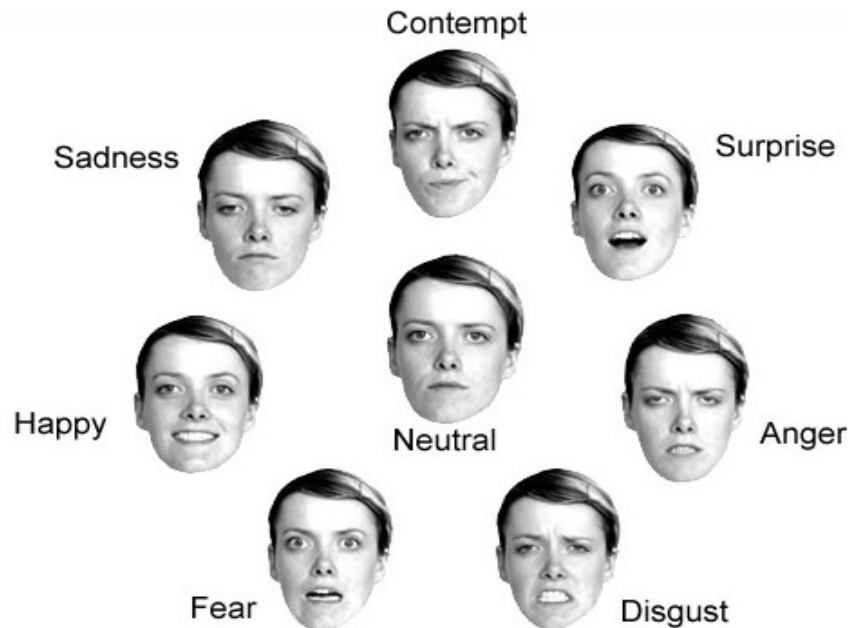
Mandatory

Question:

Now, thinking just about the series of quarters found in your pocket change that featured each of the 50 states, which of these faces best reflects how you feel about it?

Answer:

Emotional Wheel Responses



II Emotional Intensity - Recent 50 State Quarter Program



To what degree does the series of quarters found in your pocket change that featured each of the 50 states make you feel this emotion?

38.

Question:

To what degree does the series of quarters found in your pocket change that featured each of the 50 states make you feel this emotion?

Answer:

Strongly

Answer:

Fairly Strongly

Answer:

Not very strongly

JJ Reason for Face Selection - Recent 50 State Quarter Program



What is it about the series of quarters found in your pocket change that featured each of the 50 states that made you select this face? (*please type your answers below or click to select it from the existing answer buttons*)

39.

MindReader

1 answer x 1 order

Question:

What is it about the series of quarters that featured each of the 50 states that made you select this face? (*please type your answers below or click to select it from the existing answer buttons*)

KK Degree of Participation - Recent 50 State Quarter Program



To what degree did you collect any of the coins from the series of quarters found in your pocket change that featured each of the 50 states?

40. *Radio button* *Mandatory*

Question: To what degree did you collect any of the coins from the series of quarters found in your pocket change that featured each of the 50 states?

Answers: Collected every coin in the series
 Collected several full sets of the series
 Collected nearly every coin in the series
 Collected less than half of the coins in the series
 Collected just a few of the coins in the series
 Collected none of the coins in the series

LL Degree of Participation - Recent 50 State Quarter Program - Why



Why have you [previous answer] of quarters found in your pocket change that featured each of the 50 states? *(please type your answers below or click to select it from the existing answer buttons)*

41. *MindReader* *1 answer x 1 order*

Question: Why have you [previous answer] of quarters found in your pocket change that featured each of the 50 states? *(please type your answers below or click to select it from the existing answer buttons)*

MM Profiling - Statehood Quarters



Thinking about the 50 state quarter series, have you...

42. *Check box* *Mandatory*

Question: Thinking about the 50 state quarter series, have you...

Answer: Purchased coins from the 50 state quarter program directly **from** the United States Mint *Statehood Quarter Purchaser/Collector*

Purchased coins from the 50 state quarters program directly from a company who is not the United States Mint

Answer: Saved coins from the 50 state quarter program from my pocket change
 Never purchased or collected coins from the 50 state quarter program *Exclusive*

'America the Beautiful' Evaluation

TECH NOTE: Present 'America the Beautiful' concept and image to all in separate window.

For the past 11 years the United States Mint has issued a special, historical series of quarters featuring the country's 50 states and territories / key locations. Starting in 2010, the United States Mint will be introducing a series of quarters which is the next evolution - the new series called, America the Beautiful Quarters begins in April featuring selected national parks and sites from each state starting with Hot Springs, AR, Yellowstone, WY, Yosemite, CA, Grand Canyon, AZ and Mt. Hood, OR. Each year five coins will be released until the final site in the year 2021. It's a great way to learn about the United States and honor its national treasures.

NN Introduction - America the Beautiful



Next we would like to hear your thoughts and opinion on a new idea for a collectable coin product. Please read view the image and read the description in the window to your left and click 'next' to continue.

OO Emotional scale - America the Beautiful

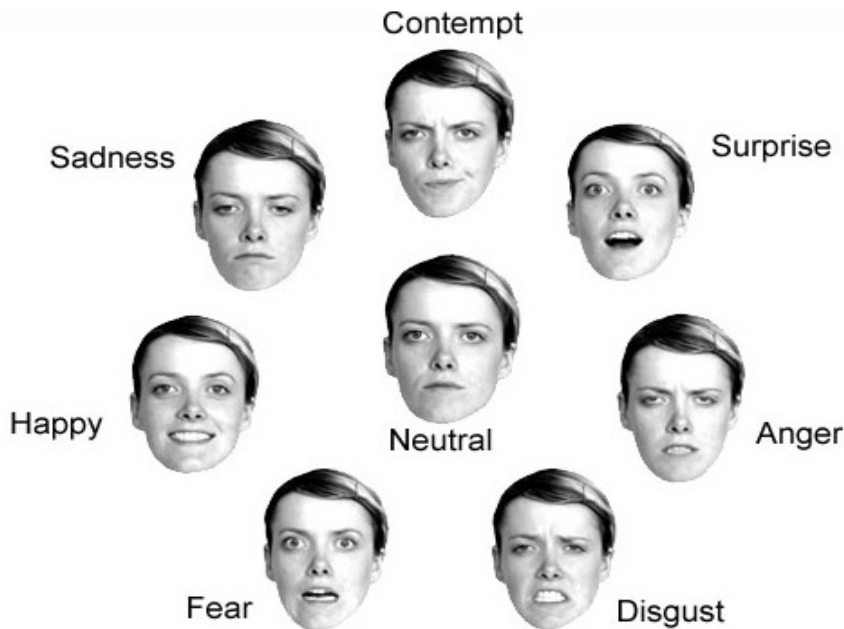


Thanks! Now, thinking about the 'America the Beautiful' National Sites coins, which of these faces best reflects how you feel about the concept in general?

43. *Radio button* *Mandatory*

Question: Thanks! Now, thinking about the 'America the Beautiful' National Sites coin series, which of these faces best reflects how you feel about the concept in general?

Answer: *Emotional Wheel Responses*



PP Emotional Intensity - America the Beautiful



To what degree does the 'America the Beautiful' national sites coin series make you feel this emotion?

44. *Question:* To what degree does the 'America the Beautiful' National Sites coin concept make you feel this emotion?

Answer: Strongly
Answer: Fairly Strongly
Answer: Not very strongly

QQ Reason for Face Selection - American the Beautiful



What is it about the 'America the Beautiful' National Sites coin series that made you select this face? *(please type your answers below or click to select it from the existing answer buttons)*

45.

MindReader

1 answer x 1 order

Question:

What is it about the 'America the Beautiful' National Sites coin concept that made you select this face? *(please type your answers below or click to select it from the existing answer buttons)*

RR

Impressions - 'America the Beautiful'



What is your main impression of the 'America the Beautiful' National Sites Series? *(please type your answers below or click to select it from the existing answer buttons)*

46.

Mindreader

1 answer x 2 orders

Question:

What is your main impression of the 'America the Beautiful' National Sites concept? *(please type your answers below or click to select it from the existing answer buttons)*

Question:

What in particular made you say [previous answer]? *(please type your answers below or click to select it from the existing answer buttons)*

SS

Likelihood to Pull from Circulation - 'America the Beautiful'



Thinking about the 'America the Beautiful' National Sites series, how likely would you be to pull these coins out of circulation and save for collection?

47.

Dropdown

Mandatory

Question:

Thinking about the 'America the Beautiful' National Sites concept, how likely would you be to pull these coins out of circulation and save for collection?

Answers:

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

TT

Reason for Likelihood to Pull from Circulation - 'America the Beautiful'



What in particular made you say you are [previous answer] to pull these coins out of circulation and save for collection? *(please type your answers below or click to select it from the existing answer buttons)*

48.

Mindreader

1 answer x 1 order

Question: What in particular made you say you are [previous answer] to pull these coins out of circulation and save for collection? *(please type your answers below or click to select it from the existing answer buttons)*

UU Purchasing Channels



Where would you expect you would be able to find these coins? *(please type your answers below or click to select it from the existing answer buttons)*

49. *Mindreader* *1 answer x 1 order*

Question: Where would you expect you would be able to find these coins? *(please type your answers below or click to select it from the existing answer buttons)*

VV Access - 'America the Beautiful'



Thinking about the 'America the Beautiful' National Sites series, how frustrated would you feel if you couldn't find the coin you were looking for?

50. *Dropdown* *Mandatory*

Question: Thinking about the 'America the Beautiful' National Sites concept, how frustrated would you feel if you couldn't find the coin you were looking for?

Answers:
Very frustrated
Somewhat frustrated
Not very frustrated
Not at all frustrated

WW Reason why Access - 'America the Beautiful'



What made you say [previous answer]? *(please type your answers below or click to select it from the existing answer buttons)*

51. *Mindreader* *1 answer x 1 order*

Question: What made you say [previous answer]? *(please type your answers below or click to select it from the existing answer buttons)*

XX Likelihood to Purchase from Store - 'America the Beautiful'



If “America the Beautiful” quarters were difficult to find in circulation, how likely would you be to buy a collector map at a large retailer like Target and then visit the same store to pick up your quarters each time one was released?

52. *Dropdown* *Mandatory*

Question: If “America the Beautiful” quarters were difficult to find in circulation, how likely would you be to buy a collector map at a large retailer like Target and then get your quarters at the store each time one was released?

Answers:
 Very likely
 Somewhat likely
 Not very likely
 Not at all likely

YY State Pride



Thinking about the state you consider yourself from, to what degree are you proud of your state?

53. *Dropdown* *Mandatory*

Question: Thinking about the state you consider yourself from, to what degree are you proud of your state?

Answers:
 Very proud
 Somewhat proud
 Not very proud
 Not at all proud

ZZ Reason Why State Pride



What made you say you are [insert previous answer] of your state? *(please type your answers below or click to select it from the existing answer buttons)*

54. *Mindreader* *1 answer x 1 order*

Question: What made you say you are [insert previous answer] of your state? *(please type your answers below or click to select it from the existing answer buttons)*

AAA Prompted Brand Attitudes - United States Mint



Thinking about the United States Mint in relation to the ‘America the Beautiful’ National Sites concept, please indicate how strongly you agree or disagree with each of the following statements. Select **ONE** box for each statement.

55. *5-point agree/disagree scale* *Mandatory*

Answers:

Strongly
Agree

Agree

Neither
agree nor
Disagree

Disagree

Strongly
Disagree

Question:

- Is an official brand of collectable coins
- Is an authentic brand of collectable coins
- Is a brand of collectable coins that connects me to my country
- Is a brand of collectable coins that I am proud to share with my family and friends
- Is a brand of collectable coins that I would like to collect more of
- Is a brand of collectable coins that I would like to collect forever
- Is a brand of collectable coins that symbolize US history
- Is a brand of collectable coins that makes me feel patriotic

TECH NOTE: Remove 'America the Beautiful' concept from view.

Messaging Section

BBB

Intro to Messages



Thanks, [First name]! Now we are going to show you some messages that will appear on the left side of your screen. In this section we would like to understand your opinions in relation to these messages.

Please read over all messages and click 'Next' to continue...

CCC

Favorite Message



Please tell us which message you like most. as they relate to the United States Mint brand?

56.

Radio button

Mandatory

Question:

Please tell us which message you like most.

Answers:

By collecting coins, you become a part of a movement and connect with a community of people who are doing the same."

"A coin is a symbol of the American Experience and a direct link to our country's origin in the Constitution."

"Coins are part of the common language of America, the lifeblood of commerce, connecting us all."

"The true value of a coin is in the power it has to bring us together and it's role in life's little events: teaching children to count, flipping the coin at the 50-yard-line, making a wish in a wishing well."

"Coin collecting provides the platform to learn about key historical events in American History."

DDD

What's Best about the Message



What do you particularly like about this message? (please type your answer below or click to select it from the existing answer buttons)

57.

MindReader

2 answers x 2 orders

Question:

What do you particularly like about this message? (please type your answer below or click to select it from the existing answer buttons)

Question:

Why did you say [previous answer]?

EEE

Classification



And finally, just a few questions about you, these questions are for statistical purposes only. Your answers will be treated as strictly confidential.

58.

Dropdown

Mandatory

Question:

Which of the following is the highest level of education you have completed?

Answers: Some high school
Answers: Completed high school/GED/HSED
Answers: Some College
Answers: 4-year college degree/Bachelor's degree
Answers: Completed or started post-college graduate school

59. *Dropdown* *Mandatory*

Question: Which of the following best describes your current employment status?
Answers: Employed full-time
Employed part-time
Not currently employed but looking for work
Retired
Not employed outside the home

60. *Dropdown* *Mandatory*

Question: What is your current marital status?
Answers: Single (includes never married, widowed, or divorced)
Married/living with partner

61. *Dropdown* *Mandatory*

Question: Are you of Hispanic or Latino origin?
Answers: Yes
No

62. *Check box* *Mandatory*

Question: What is your race? Please select one or more.
Answers: White
Black or African American
Asian
Native Hawaiian or other Pacific Islander
American Indian or Alaska Native

63. *Dropdown* *Mandatory*

Question: Which of the following best describes your total annual household income before taxes?
Answers: Under \$30,000
Answers: \$30,000 to \$34,999
Answers: \$35,000-\$44,999
Answers: \$45,000-\$49,999
Answers: \$50,000-\$64,999
Answers: \$65,000-\$74,999
Answers: \$75,000-\$99,999
Answers: \$100,000-\$124,999
Answers: \$125,000-\$149,999
Answers: \$150,000 or more

FFF **Classification - Parents Number of Children**



Do you have any children? If so, please tell us how many children you have.

64. *Drop down* *Mandatory*

Question: Do you have any children? If so, please tell us how many children you have.
Answers: I have no children
1
2
3
4

- 5
- 6
- 7
- 8
- 9
- 10 or more

TECH NOTE: Only ask 'Classification - Parents Age of Children' if did not select 'I have no children' in 'Classification - Parents Number of Children.'

GGG Classification - Parents Age of Children



Please select the age of your child or children.

65. *Check box* *Mandatory*

Question: Please select the age of your child or children.
Answers:
0 - 5 years old
6 - 8 years old
9 - 12 years old
13 - 17 years old
18+ years old

HHH Finish



That's it! Thank you for participating in our research.

Definitions. "Acceptance" means any indication of acceptance by Client (such as, for example, via e-mail, purchase order or other writing); "Agreement" means the Proposal and these Standard Terms of Service; "Client" means the client identified in the Proposal; "Deliverable" means any work product that is specifically identified in the Proposal and delivered to Client; "Proposal" means the most recent proposal, sales quotation or other writing that specifies the services that BrainJuicer will provide to Client ("Services").

Services. BrainJuicer will use commercially reasonable efforts to provide the Services as described in the Proposal. Client will furnish BrainJuicer with such photographs, screen shots, marks and other collateral and information as reasonably necessary to perform the Services. If Client's failure to provide any of the foregoing delays the Services or results in additional costs, then BrainJuicer may act reasonably to mitigate such effects and Client agrees (a) to pay BrainJuicer its reasonable additional costs and (b) that any delivery dates, milestones or other time limits will be appropriately extended. No change in the Services will be effective without mutual written agreement.

Payment. Client agrees to pay BrainJuicer all fees, costs and expenses identified in the Proposal, which will be invoiced after Acceptance of the Deliverables. All amounts will be paid in the currency specified in the proposal within 30 days of invoice date. Any amount not paid when due will bear a late payment charge until paid, at the rate of 1.5% per month or the maximum amount permitted by law, whichever is less. All payments are exclusive of taxes, tariffs, withholdings and similar assessments, and Client to pay all such charges. Payments to BrainJuicer will be grossed-up to cover any withholding.

Ownership. Upon payment in full, Client will own all right, title and interest in and to the Deliverables. BrainJuicer will own all right, title and interest in and to all ideas, inventions, know-how, processes, methods, tools, software and other technologies that are used or developed by BrainJuicer in performing the Services.

Disclaimer. UNLESS SPECIFICALLY STATED OTHERWISE, ALL DELIVERABLES AND SERVICES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND. BRAINJUICER DISCLAIMS ALL OTHER WARRANTIES, WHETHER EXPRESS OR IMPLIED, WITH RESPECT TO THE DELIVERABLES AND SERVICES INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR ANY PARTICULAR PURPOSE AND ALL WARRANTIES ARISING FROM ANY COURSE OF DEALING OR PERFORMANCE.

Limitation of Liability. IN NO EVENT WILL BRAINJUICER BE LIABLE CONCERNING THE SUBJECT MATTER OF THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION (WHETHER IN CONTRACT, NEGLIGENCE, STRICT LIABILITY OR OTHERWISE) FOR (A) MATTERS BEYOND ITS REASONABLE CONTROL, (B) INDIRECT, PUNITIVE, INCIDENTAL, RELIANCE, SPECIAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES INCLUDING, BUT NOT LIMITED TO, LOSS OF BUSINESS, REVENUES, PROFITS OR GOODWILL OR (C) AGGREGATE DAMAGES IN EXCESS OF THE LESSER OF (i) \$500,000 AND (ii) THE AMOUNT PAID TO BRAINJUICER HEREUNDER FOR THE DELIVERABLE OR SERVICE THAT GAVE RISE TO THE CLAIM, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Term and Termination. This Agreement will commence upon Client's Acceptance and continue until completion of the Services. This Agreement may be terminated by either party (a) if the other materially breaches this Agreement and fails to cure such breach within 30 days after receiving written notice thereof or (b) immediately upon written notice, if the other makes any assignment for the benefit of

creditors, or a receiver, trustee in bankruptcy or similar officer is appointed to take charge of any or all of the other's property, or the other seeks protection under any bankruptcy, receivership, trust deed, creditors arrangement, composition or comparable proceeding or such a proceeding is instituted against the other and is not dismissed within 90 days, or the other party becomes insolvent or, without a successor, dissolves, liquidates or otherwise fails to operate in the ordinary course.

Convenience. Client may terminate this Agreement upon written notice to BrainJuicer; provided, that Client pays BrainJuicer any amount then payable or past due. In such event, or if Client fails to Accept the Deliverables, BrainJuicer will invoice Client for its efforts and non-cancelable expenses incurred prior to termination, which Client agrees to pay.

Effects of Termination. Upon termination for any reason, all rights and obligations hereunder will cease, except that (a) Client's liability to pay for Services performed (and non-cancelable expenses incurred) prior to termination will not be extinguished, (b) all other obligations that accrued prior to termination and remedies for breach of this Agreement will survive any termination and (c) the provisions of the Payment, Ownership, Disclaimers, Limitation of Liability and Effects of Termination sections will survive.

Entire Agreement. This Agreement constitutes the entire agreement and supersedes all prior understandings or agreements (oral or written) between the parties regarding the Services. Any inconsistent or additional term in any purchase order, confirmation or similar form, even if executed after the date hereof, will have no effect under this Agreement. No modification or waiver will be effective unless made in writing by the party against which enforcement is sought. The failure to enforce any right under this Agreement at any time for any period will not be construed as a waiver of such rights, and the exercise of any right or remedy will not be deemed a waiver of any other right or remedy. If any provision of this Agreement is determined to be illegal or unenforceable, that provision will be limited or eliminated to the minimum extent necessary so that this Agreement will otherwise remain in full force and effect and enforceable.

Independent Contractors. The parties are independent contractors, and nothing contained herein will constitute either party as the employer, employee, agent or representative of the other party, or both parties as joint venturers or partners for any purpose.

Publicity. Client consents to BrainJuicer's use of its name and logo in customer listings that may be published as part of BrainJuicer's marketing efforts.

Governing Law. This Agreement will be governed by and construed in accordance with the laws of the State of New York, without regard to its conflicts of law provisions. In any action to enforce or interpret this Agreement, the prevailing party will be entitled to recover the costs and expenses (including reasonable attorneys' fees) that it incurred in connection with such action and enforcing any judgment or order obtained.

Notices. All notices under this Agreement will be in writing, in English and will be deemed to have been duly given when received, if personally delivered; when transmission is electronically confirmed, if transmitted by facsimile or e-mail; the day after being sent, if sent for next day delivery by recognized overnight delivery service; or upon receipt, if sent by certified or registered mail, return receipt requested.