

United States Mint: Tracking Questionnaire Q1

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BJ Project No. **P110336**

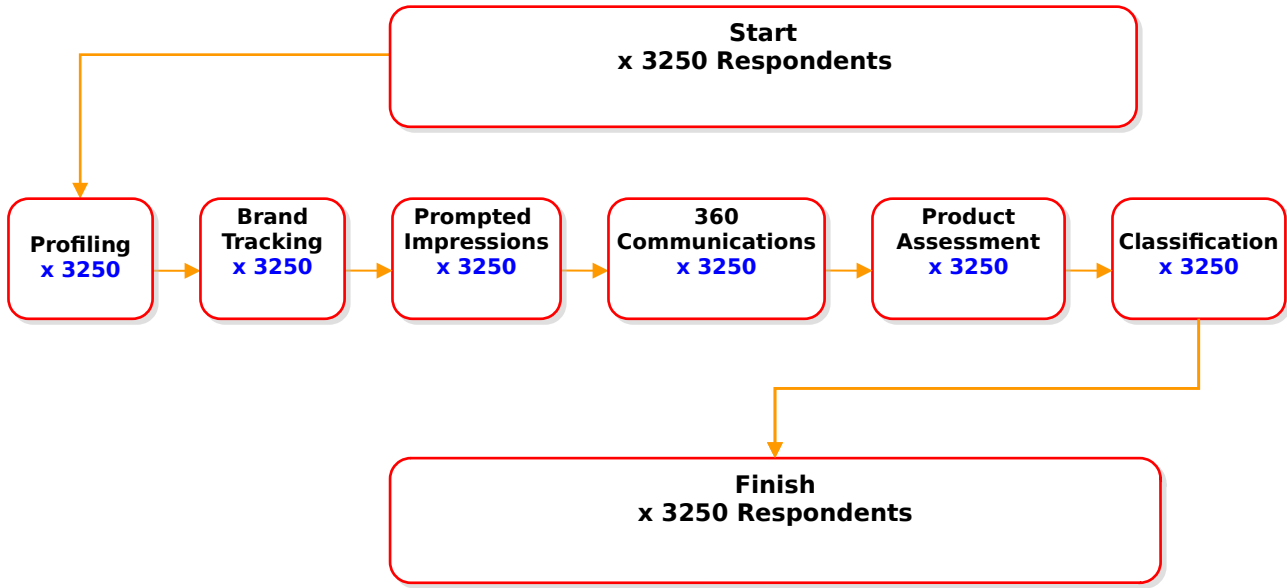
Date February 2nd, 2010

1. Target Audience

- a. **Markets:** US
- b. **Blended Incidence Level:** 30%
- c. **Length of Juicer:** 25 minutes
- d. **Sample Design: 3,250 interviews per wave**
 - i. 500 Current US Mint Customers (US Mint to provide email list)
 - ii. 500 Lapsed US Mint Customers (US Mint to provide email list)
 - iii. 500 Purchases/Collectors of Competitive products
 - iv. 500 Pocket change collectors
 - v. 500 Purchases of keepsake products as gifts (watches, pens, coins, jewellery)
 - vi. 500 General Market
 - vii. 250 National Parks Enthusiasts

Target Audience	Quota
Current US Mint Customers (US Mint to provide email list)	500
Lapsed US Mint Customers (US Mint to provide email list)	500
Purchases/Collectors of Competitive products	500
Pocket change collectors	500
Purchases of keepsake products as gifts (watches, pens, coins, jewellery)	500
General Market	500
National Parks Enthusiasts	250

2. Survey Flow



Methodology

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: Do you accept the terms above?
Answers: Yes
No

Reject

Profiling

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
Female

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 - Keepsake Purchaser



In the past two years have you purchased any of the following types of products as a gift for someone? (please check all that apply)

11. Check box Mandatory
Question: In the past two years have you purchased any of the following types of products as a gift for someone? (please check all that apply)
Answer: Collectable Coin Keepsake Purchaser
Answer: Jewelry Keepsake Purchaser
Answer: Pen Keepsake Purchaser
Answer: Watch Keepsake Purchaser
Answer: Other collectable item Keepsake Purchaser
Answer: None of the above Exclusive

H Profiling - Coin Purchaser



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

12.	<i>Check box</i>	<i>Mandatory</i>
<i>Question:</i>	In the past <u>two years</u> have you...(please check all that apply)	
<i>Answer:</i>	Purchased a collectable coins or coin set for yourself	<i>Coin collector/purchaser</i>
<i>Answer:</i>	Come across a collectable coin in circulation that you intentionally set aside and didn't spend.	<i>Coin collector/purchaser</i>
<i>Answer:</i>	Purchased a collectable coin or coin set for someone as a gift	<i>Coin collector/purchaser</i>
<i>Answer:</i>	None of the above	<i>Coin Giver Exclusive</i>

Tech Note: All respondents qualify as General Market - please fill this quota first. Once General Market quota is filled, please fill other quotas in order of least filled.

Tech Note: Skip 'Purchaser of Competitor Products' if select 'None of the above'

I Profiling - Purchaser of Competitor Products



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

13.	<i>Grid - Radio Button Across</i>	<i>Mandatory</i>		
<i>Answer</i>	I have collected, but not purchased, this coin (e.g. received as a gift or pulled from circulation).	I have purchased this coin either as a gift or for my own collection.	I have <u>both</u> collected, but not purchased, and purchased this coin.	I have <u>neither</u> collected nor purchased this coin.
<i>Question:</i>	Obama Coin			
<i>Question:</i>	9/11 Coin			
<i>Question:</i>	Painted or colorized quarters			
<i>Question:</i>	Presidential \$1 coins in display frame, wooden box or safe			
<i>Question:</i>	Full set of all 50 state quarters			
<i>Question:</i>	Gold Plated quarters			

Brand Tracking

J Awareness - Unaided



When you think about companies and institutions that manufacture and sell collectable coins, which come to mind? Please type as many as you can think of below, using a separate box for each company or institution.

14. *Text box* *8 answers*

Question: When you think about companies and institutions that manufacture and sell collectable coins, which come to mind? Please type as many as you can think of below, using a separate box for each company or institution.

Instruction: *Record first mention*

K Aided Awareness - US Mint and Competitors



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

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

Question: Yes, I have heard of this company or institution No, I have not heard of this company or institution

Answer: Franklin Mint
Answer: World Reserve Monetary Exchange
Answer: United States Mint
Answer: National Collectors Mint
Answer: Littleton Coin Company

TECH NOTE: Only ask 'Purchasers - US Mint and Competitors' & 'Consideration - US Mint and Competitors' for brands 'Yes' in 'Aided Awareness - US Mint and Competitors'

L Purchasers - US Mint and Competitors



Again, please take a look at the list of companies and institutions that manufacture and sell collectable coins that you are aware of. Please tell us whether or not you have purchased or collected coins from any of the following companies or institutions.

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

<i>Answer</i>	I have collected, but not purchased, a product from this company / institution (e.g. received as a gift or pulled from circulation).	I have purchased a product from this company / institution either as a gift or for my own collection.	I have <u>both</u> collected, but not purchased, and purchased products from this company / institution.	I have <u>neither</u> collected nor purchased products from this company / institution.
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Question: Franklin Mint
Question: World Reserve Monetary Exchange
Question: United States Mint
Question: National Collectors Mint
Question: Littleton Coin Company

M Consideration - US Mint and Competitors



Finally, please tell us how likely you are to consider purchasing from the following companies or institutions in the next 12 months.

17. *Dropdown* *Mandatory*

Question: Franklin Mint World Reserve United States Mint National Collectors Mint Littleton Coin Company

Answers: Have purchased and would consider purchasing in the next 12 months
Have not purchased but would consider purchasing in the next 12 months
Have purchased but would not consider purchasing in the next 12 months
Have not purchased but would not consider purchasing in the next 12 months

Start of Rotation Sequence

Instructions: Ask 'FaceTrace' 'Impressions' and 'Net Promoter Score' for up to 3 randomly selected brands which respondent is aware of - 'Yes' in 'Aided Awareness - US Mint and Competitors'

Instructions: **Brands:**
Franklin Mint
World Reserve Monetary Exchange
United States Mint
National Collectors Mint
Littleton Coin Company

N US Mint FaceTrace - Emotional scale

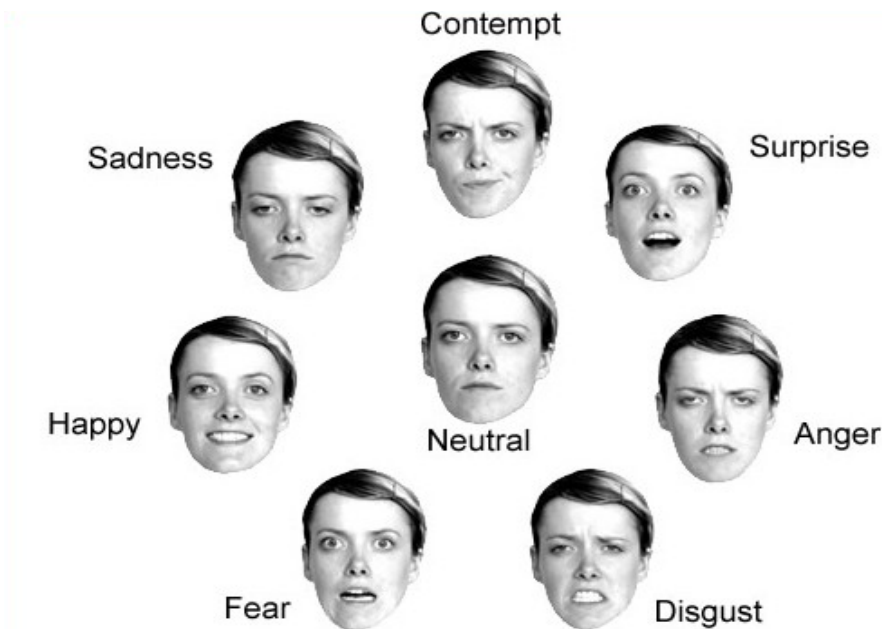


Next, we would like to hear your thoughts and opinions on [insert brand]. Please think about [insert brand] and tell us which of these faces best reflects how you feel about it?

18. *Radio button* *Mandatory*

Question: Next, we would like to hear your thoughts and opinions on [insert brand]. Please think about [insert brand] and tell us which of these faces best reflects how you feel about it?

Answer: *Emotional Wheel Responses*



O US Mint FaceTrace - Emotional Intensity



To what degree does [insert brand] make you feel this emotion?

19.
Question: To what degree does [insert brand] make you feel this emotion?
Answer: Strongly
Answer: Fairly Strongly
Answer: Not very strongly

P US Mint FaceTrace - Reason for Face Selection



What is it about [insert brand] that made you select this face? (please type your answers below or click to select it from the existing answer buttons)

20. *MindReader* *1 answer x 1 order*

Question: What is it about [insert brand] that made you select this face? (please type your answers below or click to select it from the existing answer buttons)

Q Impression of US Mint - Unaided



Again, thinking just about [insert brand], what is your main impression of this particular company or institution that manufactures and sells collectable coins? (please type your answers below or click to select it from the existing answer buttons)

21. *MindReader* *1 answer x 2 orders*

Question: Again, thinking just about [insert brand], what is your main impression of this particular company or institution that manufactures and sells collectable coins? (please type your answers below or click to select it from the existing answer buttons)

Question: What is it about [insert brand] that gave you this impression? (please type your answers below or click to select it from the existing answer buttons)

R Net Promoter Score - US Mint



To what degree would you recommend [insert brand] products to a friend or colleague?

22. *10-point scale horizontal Radio button* *Mandatory*
Label: Extremely likely (left) -
Extremely unlikely (right)
Make the spacing between the radio
buttons equal

Question:

To what degree would you recommend [insert brand] products to a friend or colleague?

Answers:

10 - Extremely likely

Promoter

9

Promoter

8

Passive

7

Passive

6

Detractor

5

Detractor

4

Detractor

3

Detractor

2

Detractor

1

Detractor

0 - Extremely unlikely

Detractor

S

Why? - US Mint and Competitors



What is it that made you give [insert brand] this rating? (Please type your answer below or click to select it from the existing answer buttons)

23.

MindReader on why

1 answer x 2 orders

Question:

What is it that made you give [insert brand] this rating? (Please type your answer below or click to select it from the existing answer buttons)

Question:

And why is '[previous answer]' so relevant to you? (please type your answer below or click to select it from the existing answer buttons)

End of Rotation Sequence

Instructions:

If respondent has answer for 1 or 2 brands, loop back to 'FaceTrace'. If respondent has answered for 3 brands, continue.

360 Communications and Business Activities Assessment

T Communications Awareness



Continuing to think about the United States Mint, please think about all the different places you have seen, heard or read about the United States Mint **recently**. This can include all the different kinds of advertising, home mailings and other activities that promote the United States Mint in addition to news stories, TV shows and information on the Internet.
Have you seen, heard or read anything about the United States Mint anywhere **recently**?

25. Radio button

Question: Continuing to think about the United States Mint, please think about all the different places you have seen, heard or read about the United States Mint **recently**. This can include all the different kinds of advertising, home mailings and other activities that promote the United States Mint in addition to news stories, TV shows and information on the Internet.
Have you seen, heard or read anything about the United States Mint anywhere **recently**?

Answers: Yes
No

TECH NOTE: If 'Yes' in 'Communications Awareness' ask 'Communication Awareness - Why'

S Communication Awareness - Why



You indicated that you have seen, heard or read about the United States Mint **recently**, what have you seen, heard or read? *(please type your answers below or click to select it from the existing answer buttons)*

26. MindReader 1 answer x 1 order

Question: You indicated that you have seen, heard or read about the United States Mint **recently**, what have you seen, heard or read? *(please type your answers below or click to select it from the existing answer buttons)*

TECH NOTE: If 'Yes' in 'Communications Awareness' ask 'Communication Impression'

T Communication Impression



What is your **impression** of the United States Mint, based on what you have seen, heard or read? *(please type your answers below or click to select it from the existing answer buttons)*

27. MindReader 1 answer x 1 order

Question: What is your **impression** of the United States Mint, based on what you have seen, heard or read? *(please type your answers below or click to select it from the existing answer buttons)*

Product Assessment

TECH NOTE: Only ask 'Product Assessment' if 'Yes' for US Mint in 'Aided Awareness - US Mint and Competitors'

U Collectors/Purchasers - US Mint Products



Thanks! Again, thinking about the **United States Mint collectable coins**, please tell us if you are...

28. Grid - Radio Button Across Mandatory

Answers: Familiar with this product but have never purchased or collected Have purchased or collected this product Not Familiar with this product

Question: \$1 Coins (Presidential and Sacagawea) Collector and Proof Sets (Collector set of the \$1 coins issued that year)
Randomize list Collector Coins made of Precious Metals (Silver, Gold, Platinum)

Commemorative coins (special coins, not legal tender, to honor a person, place or event for a limited time)
Bronze Medals (commemorate significant historical events or people in history)
Annual Sets (each set contains all the coins issued that year specially minted and packaged)
50-state Quarters Series (series of quarters featuring each of the 50 states, DC and territories)
America the Beautiful Quarters (a series of quarters featuring a national site, forest or park in each of the 50 states, DC and territories)
Beginner Basic Set (starter kit for coin collectors to educate them about the hobby)

TECH NOTE: Only show products 'purchased or collected' in 'Collectors/Purchasers - US Mint Products' in 'Purchased or Collected - US Mint Products Why'

S Purchased or Collected - US Mint Products Why



What in particular motivated you to purchase or collect [previous answer for purchase or collected]? *(Please type your answer below or click to select it from the existing answer buttons)*

29. MindReader on why 1 answer x 1 order

Question: What in particular motivated you to purchase or collect [previous answer for purchase or collected]? *(Please type your answer below or click to select it from the existing answer buttons)*

V Consideration - US Mint Products



Next, please tell us how likely you are to consider purchasing and/or collecting any of the United States Mint collectable coins in the next 12 months.

30. Dropdown Mandatory

Question: Next, please tell us how likely you are to consider purchasing and/or collecting any of the

Answers:

United States Mint collectable coins in the next 12 months.
Have purchased and would consider purchasing in the next 12 months
Have not purchased but would consider purchasing in the next 12 months
Have purchased but would not consider purchasing in the next 12 months
Have not purchased but would not consider purchasing in the next 12 months

S

Consideration - US Mint Products Why



What is it about the United States Mint collectable coins that made you say [previous answer]? *(Please type your answer below or click to select it from the existing answer buttons)*

31.

[MindReader on why](#)

[1 answer x 1 order](#)

Question:

What is it about the United States Mint collectable coins that made you say [previous answer]? *(Please type your answer below or click to select it from the existing answer buttons)*

Classification

W Classification



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

32. *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

33. *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

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

35. *Dropdown* *Mandatory*
Question: Are you of Hispanic or Latino origin?
Answers: Yes
No

36. *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

37. *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

X Classification - Parents Number of Children



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

38. *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.'

Y **Classification - Parents Age of Children**



Please select the age of your child or children.

39. *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

Z **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.