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National Analysts
WORLDWIDE
RESEARCH  CONSULTING

Note to reader: Bold lines in between questions signify page/screen breaks.

INTRODUCTION FOR CUSTOMER SAMPLE:

National Analysts, a research and consulting firm, is conducting a research study on behalf of the United States Mint about people's collecting interests and behaviors. 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-XXX.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 20-25 minutes of your time.

INTRODUCTION FOR NON-CUSTOMER SAMPLE:

National Analysts Worldwide, a research and consulting firm, is conducting a research study on consumer products.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 20 minutes of your time.

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.

If you have any questions or problems while completing the survey, please call Jill Weisenfeld weekdays from 9:00am to 5:00pm EDT at 1-800-342-9102, or send an e-mail to info821@nationalanalysts.com

Please click the Forward button to begin the survey.

To begin, we will first take a few minutes to familiarize you with our survey.

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

You may click on the STOP button to pause the program to take a break. When you re-enter the survey you must use the same Login Number and Password; the survey will return to the screen where you clicked Stop.

Please click the FORWARD button to begin.

Do not display this line: Section S: Screening Criteria

Programming: Ask All

S-1 First we need to ask a few introductory questions for classification purposes. Do you or does someone in your household or immediate family work...

Select one answer for each row.

	Yes	No
For a market research firm or marketing research department of a company?	<input type="radio"/>	<input type="radio"/>
For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
An organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

S-1a Have you ever collected, occasionally saved, or sometimes put aside any types of coins (such as America The Beautiful Quarters, State Quarters, etc.), either for yourself or for others?

Select one.

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

Programming: Ask All

S-1b From which of the following organizations have you ever purchased any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.)?

Sources/Organizations	Ye s	No
a. The U.S. Mint	<input type="radio"/>	<input type="radio"/>
b. The Franklin Mint	<input type="radio"/>	<input type="radio"/>
c. Regional or local coin dealers	<input type="radio"/>	<input type="radio"/>
d. Local auction or estate sale	<input type="radio"/>	<input type="radio"/>
e. Uncover Corporation	<input type="radio"/>	<input type="radio"/>
f. Home Shopping Network	<input type="radio"/>	<input type="radio"/>
g. QVC	<input type="radio"/>	<input type="radio"/>
h. Other TV shopping program	<input type="radio"/>	<input type="radio"/>
i. The American Historical Society	<input type="radio"/>	<input type="radio"/>
j. eBay or other Internet auction sites	<input type="radio"/>	<input type="radio"/>
k. Antique dealers	<input type="radio"/>	<input type="radio"/>
l. Flea markets	<input type="radio"/>	<input type="radio"/>
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

S-2 In the past year, have you sold any coins or other coin-related collectibles for income purposes, other than to round out a personal collection?

Select one.

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

Programming: Ask All

S-3 What is your age in years?

Type in a number

Age (in years)
<input type="text"/>

Programming: Ask All

S-4 Are you ...?

Select one.

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

**Based on your answers, you are eligible to participate in our survey.
Please click the Forward button to proceed.**

Programming: Ask All

Section 1: Collectibles Behavior, Coin Awareness

Q1-1a Which, if any, of the following types of collectible merchandise do you currently collect (i.e., purchase to build a collection, etc.)?

Type of Collectible	Yes	No
a. Cards (e.g., baseball cards, etc.)	<input type="radio"/>	<input type="radio"/>
b. Coins	<input type="radio"/>	<input type="radio"/>
c. Comic books	<input type="radio"/>	<input type="radio"/>
d. Decorative plates	<input type="radio"/>	<input type="radio"/>
e. Dolls/figurines	<input type="radio"/>	<input type="radio"/>
f. Fine art/antiques	<input type="radio"/>	<input type="radio"/>
g. Military items/historical memorabilia	<input type="radio"/>	<input type="radio"/>
h. Music/movie memorabilia	<input type="radio"/>	<input type="radio"/>
i. Sports memorabilia other than cards	<input type="radio"/>	<input type="radio"/>
j. Stamps	<input type="radio"/>	<input type="radio"/>
k. Other (please specify) _____	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q1-1b For about how many years have you been collecting ...?

Type of Collectible	Years
a. Cards (e.g., baseball cards, etc.)	_____
b. Coins	_____
c. Comic books	_____
d. Decorative plates	_____
e. Dolls/figurines	_____
f. Fine art/antiques	_____
g. Military items/historical memorabilia	_____
h. Music/movie memorabilia	_____
i. Sports memorabilia other than cards	_____
j. Stamps	_____
k. Other (please specify) _____	_____

Programming: Ask All

Q1-1c On average, about how much have you spent annually on each of these types of items since you began collecting them?

Please enter a value rounded to the nearest dollar in each space provided.

Type of Collectible	Average Annual Expenditure
a. Cards (e.g., baseball cards, etc.)	\$ _____
b. Coins	\$ _____
c. Comic books	\$ _____
d. Decorative plates	\$ _____
e. Dolls/figurines	\$ _____
f. Fine art/antiques	\$ _____
g. Military items/historical memorabilia	\$ _____
h. Music/movie memorabilia	\$ _____
i. Sports memorabilia other than cards	\$ _____
j. Stamps	\$ _____
k. Other (please specify) _____	\$ _____
	DISPLAY COLUMN SUM

Programming: Ask All

Q1-2a Using a scale of 1 to 6, where 1 means “strongly disagree” and 6 means “strongly agree”, please rate the extent to which you agree or disagree with the following statements regarding _____XXXXX_____ collecting.

Rate each item from 1-6.

	Strongly Agree			Strongly Disagree		
	1	2	3	4	5	6
a. Collecting XXXXX [would make me] makes me feel like I spend my money on something that will retain its value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Collecting XXXXX is a good way to make money (a good investment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. XXXXX make great gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Collecting XXXXX is an interesting/exciting hobby for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. A XXXXX collection is something significant to pass on to children or grandchildren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. I consider XXXXX to be works of art, like paintings or sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. XXXXX collecting provides a good opportunity to "connect" with other family members or acquaintances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. I sometimes [would be] am self-conscious or embarrassed to tell others about my interest in collecting XXXXX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. I [would] enjoy the fun of "hunting" for rare, hard-to-find items to fill in my XXXXX collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Collecting XXXXX is a good way for me to get "in touch" with my country's history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Collecting XXXXX [would make] makes a positive statement about who I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. I [would enjoy] enjoy having collectible XXXXX for their sheer beauty/artwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. It [would give] gives me a feeling of satisfaction/accomplishment as I work towards completing my XXXXX sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Collecting XXXXX is a positive activity in which to invest my time/energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. XXXXX collections [would be] are fun to display to guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. My primary motivation for collecting XXXXX [would be] is to make money by eventually selling them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do Not Display Row - Section 2: Coin Collecting Behaviors, Attitudes, and Motivations

Programming: Ask All

Q2-1a Now we would like to spend some time talking about coins and coin collecting.

Have you **ever** collected, occasionally saved, or sometimes put aside any types of **coins (such as America The Beautiful Quarters, State Quarters, Presidential \$1 Coins, etc.)**, either for yourself or for others?

Select one.

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

Programming: Ask if yes to 2-1a

Q2-1b-1 Have you collected, occasionally saved, or sometimes put aside any type of **coins (such as American The Beautiful Quarters, State Quarters, Presidential \$1 Coins, etc.)**, either for yourself or for others, **in the last 2 years**?

Select one.

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

Programming: Ask if No to 2-1b-1

Q2-1b-2 Why have you not collected/saved any **coins** recently (in the past 2 years)?

Select all that apply.

a. I lost interest in coin collecting	<input type="radio"/>
b. The financial resources I have available for coin collecting have decreased	<input type="radio"/>
c. I now have less opportunity to connect with others who are interested in coins	<input type="radio"/>
d. Other (specify) _____	<input type="radio"/>

Programming: Ask if yes to 2-1b-1

Q2-1c Are the **coins** you collect, occasionally save, or put aside for yourself, for others (e.g., gifts), or both?

Select one.

For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

Programming: Ask if yes to 2-1b-1

Q2-1d Which of these activities, if any, have you ever done to collect or save **coins**?

Select one in each row.

Activity	Yes	No
a. Gone to banks/bank tellers for “new” (uncirculated) coins	<input type="radio"/>	<input type="radio"/>
b. Taken coins out of general circulation (from pocket/purse) and saved them	<input type="radio"/>	<input type="radio"/>
c. Acquired/been given coins from relatives or friends	<input type="radio"/>	<input type="radio"/>
d. Other (specify) _____	<input type="radio"/>	<input type="radio"/>

Programming: Ask if yes to 2-1b-1

Q2-1e Which of these activities, if any, have you done ***within the last 2 years*** to collect or save **coins**?

Select one in each row

Activity	Yes	No
e. Gone to banks/bank tellers for “new” (uncirculated) coins	<input type="radio"/>	<input type="radio"/>
f. Taken coins out of general circulation (from pocket/purse) and saved them	<input type="radio"/>	<input type="radio"/>
g. Acquired/been given coins from relatives or friends	<input type="radio"/>	<input type="radio"/>
h. Other (specify) _____	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q2-2a Using a scale of 1 to 6, where 1 means “strongly disagree” and 6 means “strongly agree”, please rate the extent to which you agree or disagree with the following statements regarding **coin** collecting.

Rate each item from 1-6.

	Strongly Disagree			Strongly Agree		
	1	2	3	4	5	6
a. Collecting coins makes [would make] me feel like I spend my money on something that will retain its value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Collecting coins is a good way to make money (a good investment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Collectible coins make a great gift to mark the birth of a new baby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Collectible coins make great holiday and/or birthday gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Collecting coins is [would be] an interesting/exciting hobby for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Giving collectible coins (or passing along a coin collection) to children/grandchildren will help create a lasting memory of me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I consider coins to be works of art, like paintings or sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Coin collecting provides [would provide] a good opportunity to "connect" with other family members or acquaintances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. I enjoy [would enjoy] the fun of "hunting" for rare, hard-to-find coins in my collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Collecting coins is [would be] a good way for me to get "in touch" with my country's history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Collecting coins makes [would make] a positive statement about who I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. I enjoy [would enjoy] collecting coins for their sheer beauty/artwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. It gives [would give] me a feeling of satisfaction/accomplishment as I work towards completing my coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. A coin collection is[would be] something interesting to display to guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. My primary motivation for collecting coins is [would be] to make money by eventually selling them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. My own interest in collecting coins is on the rise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q. Coin collecting is [would be] an interesting topic to learn more about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Coin collecting shows [would show] other people I care about collecting things that last	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. I would be highly interested in coins that feature my favorite celebrities/athletes (e.g., Elvis or Michael Jordan)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. I like to look at the inscriptions/details on my pocket change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
u. (ghosted)						
v. (ghosted)						
w.x. I am quite interested in American history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
y.z. I am quite interested in foreign coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
aabb. I am quite interested in military history (e.g., battles, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ccdd. The artwork/themes/subjects depicted on coins are very relevant to my personal culture/heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eeff. I found the 50 State Quarters to be highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gghh. I find the Presidential \$1 coin series depicting U.S. Presidents highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ii.jj. I find (or would find) a series of coins depicting U.S. National Parks / Sites highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kkll. [PLACEHOLDER: OPPORTUNITY TO GAUGE INTEREST IN ANY OTHER COIN THEMES]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q2-3a 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.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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

Programming: Ask All

Q2-3b Which, if any, of the following sources of **coins or collectible items** have you heard of?

Sources/Organizations	Ye s	No
a. The U.S. Mint	0	0
b. The Franklin Mint	0	0
c. Regional or local coin dealers	0	0
d. Local auction or estate sale	0	0
e. Uncover Corporation	0	0
f. Home Shopping Network	0	0
g. QVC	0	0
h. The American Historical Society	0	0
i. eBay or other Internet auction sites	0	0
j. Antique dealers	0	0
k. Flea markets	0	0
l. Other TV shopping program	0	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

Programming: Ask All

Q2-3c Which, if any, of the following organizations have you ever contacted (e.g., called, visited their website, gone in person) regarding **coins or coin-related merchandise** (e.g., coin jewelry, etc.)?

Sources/Organizations	Yes	No
a. The U.S. Mint	0	0
b. The Franklin Mint	0	0
c. Regional or local coin dealers	0	0
d. Local auction or estate sale	0	0
e. Uncover Corporation	0	0
f. Home Shopping Network	0	0
g. QVC	0	0
h. The American Historical Society	0	0
i. eBay or other Internet auction sites	0	0
j. Antique dealers	0	0
k. Flea markets	0	0
l. Other TV shopping program	0	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

Programming: Ask All

Q2-3d From which of the following organizations have you **ever purchased** any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.)? Please only answer if you are sure that you have purchased from the source.

Do not say yes if you have only received a gift from the organization (but didn't make the purchase yourself).

Sources/Organizations	Ye s	No
a. The U.S. Mint	0	0
b. The Franklin Mint	0	0
c. Regional or local coin dealers	0	0
d. Local auction or estate sale	0	0
e. Unicover Corporation	0	0
f. Home Shopping Network	0	0
g. QVC	0	0
h. The American Historical Society	0	0
i. eBay or other Internet auction sites	0	0
j. Antique dealers	0	0
k. Flea markets	0	0
l. Other TV shopping program	0	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

Programming: Ask if any rows “yes” in Q2-3d

Q2-3e From which of the following sources have you **purchased** any collectible coins or coin-related merchandise **in the last 2 years**?

Sources/Organizations	Ye s	No
a. The U.S. Mint	0	0
b. The Franklin Mint	0	0
c. Regional or local coin dealers	0	0
d. Local auction or estate sale	0	0
e. Uncover Corporation	0	0
f. Home Shopping Network	0	0
g. QVC	0	0
h. Other TV shopping program	0	0
i. The American Historical Society	0	0
j. eBay or other Internet auction sites	0	0
k. Antique dealers	0	0
l. Flea markets	0	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

Programming: Ask if any rows “yes” in Q2-3e

Q2-3f For each source listed, how did you primarily make your purchases in the last 2 years?

Select one in each row.

Sources	Purchase Method			
	Phone	Mail	Internet	In-Person
a. The U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The Franklin Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Regional or local coin dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Local auction or estate sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Uncover Corporation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Home Shopping Network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Don't allow
g. QVC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Don't allow
h. Other TV shopping program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Don't allow
i. The American Historical Society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. [Ebay/Internet auction sites removed intentionally]				
k. Antique dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Flea markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask if any rows “yes” in Q2-3e

Q2-3g Approximately how much have you spent in total on **coins and coin-related merchandise** from each of these sources in the ***last 12 months?***

Please enter a value rounded to the nearest dollar in each space provided.

Sources	\$ Spent Last 12 Months
a. The U.S. Mint	\$ _____
b. The Franklin Mint	\$ _____
c. Regional or local coin dealers	\$ _____
d. Local auction or estate sale	\$ _____
e. Uncover Corporation	\$ _____
f. Home Shopping Network	\$ _____
g. QVC	\$ _____
h. Other TV shopping program	\$ _____
i. The American Historical Society	\$ _____
j. eBay or other Internet auction sites	\$ _____
k. Antique dealers	\$ _____
l. Flea markets	\$ _____
m. Other Companies or mints offering coins in direct mail/newspaper/magazine ads	\$ _____

Programming: Ask All

Q2-4a **[IF HAVE NOT PURCHASED COINS IN PAST (Q2-3d “no” to all),
INSERT - “If you were to purchase collectible coins in the future”]**
Which of the following organizations would you consider as a source for
buying coins?

Check one for each row.

Sources	Would Consider	Would not Consider
a. The U.S. Mint	0	0
b. The Franklin Mint	0	0
c. Regional or local coin dealers	0	0
d. Local auction or estate sale	0	0
e. Unicover Corporation	0	0
f. Home Shopping Network	0	0
g. QVC	0	0
h. Other TV shopping program	0	0
i. The American Historical Society	0	0
j. eBay or other Internet auction sites	0	0
k. Antique dealers	0	0
l. Flea markets	0	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

Programming: Ask All

Q2-4b **[IF HAVE NOT PURCHASED COINS IN PAST (Q2-3d “no” to all),
INSERT “If you were to purchase collectible coins in the future”]**
Which of the following organizations would be your ***first choice*** as a source
for buying coins?

Check one.

Sources	1 st Choice
a. The U.S. Mint	0
b. The Franklin Mint	0
c. Regional or local coin dealers	0
d. Local auction or estate sale	0
e. Uncover Corporation	0
f. Home Shopping Network	0
g. QVC	0
h. Other TV shopping program	0
i. The American Historical Society	0
j. eBay or other Internet auction sites	0
k. Antique dealers	0
l. Flea markets	0
m. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0

Programming: Ask Mint Customers

Q2-5a Which of the following types of U.S. Mint products have you ever purchased?

Product Types	Select all that you have ever purchased
Annual Coin Sets	
a. Proof Sets/Quarters Proof Sets/Presidential \$1 Coin Proof Sets	○
b. Silver Proof Sets	○
c. Uncirculated Sets	○
Other Coins and Merchandise	
d. Coin Rolls/Bags	○
e. American Eagle Silver Proof or Uncirculated Coins	○
f. American Eagle Gold or Platinum Proof or Uncirculated Coins	○
g. American Buffalo Gold Proof or Uncirculated Coins	○
h. Commemorative Coins	○
i. Medals	○
j. Other U.S. Mint Products (e.g., containers, maps, etc.)	○

Programming: Ask Recent Mint Customers

Q2-5b Approximately how much, in total, have you spent with the U.S. Mint **during the past 12 months** on orders for each of the following items?

Please enter a value rounded to the nearest dollar in each space provided. Your best estimate is fine.

Product Types	Total Purchases from U.S. Mint (Past 12 Months)
Annual Coin Sets	
a. Proof Sets/Quarters Proof Sets/Presidential \$1 Coin Proof Sets	\$ _____
b. Silver Proof Sets	\$ _____
c. Uncirculated Sets	\$ _____
Other Coins and Merchandise	
d. Coin Rolls/Bags	\$ _____
e. American Eagle Silver Proof or Uncirculated Coins	\$ _____
f. American Eagle Gold or Platinum Proof or Uncirculated Coins	\$ _____
g. American Buffalo Gold Proof or Uncirculated Coins	\$ _____
h. Commemorative Coins	\$ _____
i. Medals	\$ _____
j. Other U.S. Mint Products (e.g., containers, maps, etc.)	\$ _____
Total	(Auto sum)

Programming: Ask Coin Purchasers/Savers

Q2-6a Which of the following types of **coins or coin-related merchandise** have you **ever** purchased, collected, occasionally saved, or put aside?

Select one in each row

Coin Type	Ye s	N o
Official U.S. Currency		
a. Pennies (e.g., Wheat pennies, etc.)	<input type="radio"/>	<input type="radio"/>
b. Nickels (e.g., Westward Journey nickels)	<input type="radio"/>	<input type="radio"/>
c. Dimes (e.g., Mercury dimes, etc.)	<input type="radio"/>	<input type="radio"/>
d. Quarters (America The Beautiful Quarters, 50 State Quarters, Greetings from America Quarters, Bicentennial, etc.)	<input type="radio"/>	<input type="radio"/>
e. Silver dollars or half dollars	<input type="radio"/>	<input type="radio"/>
f. Presidential \$1 coins	<input type="radio"/>	<input type="radio"/>
g. Commemorative coins (e.g., picturing Benjamin Franklin, etc.)	<input type="radio"/>	<input type="radio"/>
h. Gold and/or platinum coins	<input type="radio"/>	<input type="radio"/>
i. Other official U.S. currency	<input type="radio"/>	<input type="radio"/>
NOT Official U.S. Currency		
j. Other commemorative coins not from the U.S. Mint (e.g., commemorating a sports team series, etc.)	<input type="radio"/>	<input type="radio"/>
k. Special collectible foreign coins or foreign coin sets	<input type="radio"/>	<input type="radio"/>
l. Other not official U.S. currency	<input type="radio"/>	<input type="radio"/>
Coin-related Merchandise		
m. Coin-related jewelry	<input type="radio"/>	<input type="radio"/>
n. Coin storage/collecting aids (maps for quarters, collectible coin storage boxes)	<input type="radio"/>	<input type="radio"/>
o. Books or magazines about coin collecting	<input type="radio"/>	<input type="radio"/>

Programming: Ask Coin Purchasers/Savers

Q2-6b Which of the following types of **coins or coin-related merchandise** have you purchased, collected, occasionally saved, or put aside **in the last 2 years?**

Select all that apply

Coin Type	Ye s	N o
a. Official U.S. Currency		
b. Pennies (e.g., Wheat pennies, etc.)	o	o
c. Nickels (e.g., Westward Journey nickels)	o	o
d. Dimes (e.g., Mercury dimes, etc.)	o	o
e. Quarters (America The Beautiful Quarters, 50 State Quarters, Greetings from America Quarters, Bicentennial, etc.)	o	o
f. Silver dollars or half dollars	o	o
g. Presidential \$1 coins		
h. Commemorative coins (e.g., picturing Benjamin Franklin, etc.)	o	o
i. Gold and/or platinum coins	o	o
j. Other official U.S. currency	o	o
NOT Official U.S. Currency		
k. Other commemorative coins not from the U.S. Mint (e.g., commemorating a sports team series, etc.)	o	o
l. Special collectible foreign coins or foreign coin sets	o	o
m. Other not official U.S. currency	o	o
Coin-related Merchandise		
n. Coin-related jewelry	o	o
o. Coin storage/collecting aids (maps for quarters, collectible coin storage boxes)	o	o
p. Books or magazines about coin collecting	o	o

Programming: Ask Coin Purchasers/Savers

Q2-7a For approximately how many years have you been saving/collecting **coins or coin-related merchandise**?

Enter a number of years.

Programming: Ask Mint Customers

Q2-7b-1 For approximately how many years have you been purchasing coins **from the U.S. Mint**?

Enter a number of years.

Programming: Ask Mint Customers

Q2-7b-2 Over the time in which you have been purchasing U.S. Mint coins, which of the following best describes your purchase history?

Check one.

a. Continuously (nearly every year)	<input type="radio"/>
b. Intermittent (may have stopped for a few years and then started again)	<input type="radio"/>

Programming: Ask Intermittent Mint Customers

Q2-7b-3 You mentioned that you stopped purchasing from the U.S. Mint in the past, but began purchasing again. What inspired you to start purchasing from the U.S. Mint again?

Programming: Ask Mint Customers

Q2-8a To what extent did each of the following factors play a role in your ***initial decision*** to start purchasing coins from the U.S. Mint?

Rate each item from 1-6, where 1 means “Not at All” and 6 means “Played a Very Substantial Role.”

	Not at All		Played a Very Substantial Role			
	1	2	3	4	5	6
a. My level of interest in U.S. history increased	0	0	0	0	0	0
b. I learned about the increase in value of specific types of coins/sets	0	0	0	0	0	0
c. I visited the U.S. Mint in person	0	0	0	0	0	0
d. Saw documentary/informational show on the U.S. Mint	0	0	0	0	0	0
e. I became interested in the subject matter of a particular type/set of U.S. Mint coins	0	0	0	0	0	0
f. I had more free time to devote to coin collecting	0	0	0	0	0	0
g. I saw U.S. Mint advertising that increased my awareness/interest	0	0	0	0	0	0
h. Visited a coin dealer	0	0	0	0	0	0
i. I read a book or magazine about coin collecting	0	0	0	0	0	0
j. Read an article about coins, etc., in the newspaper	0	0	0	0	0	0
k. Received a special U.S. Mint coin/set as a gift	0	0	0	0	0	0
l. Received a collectible coin (taken from a bank or circulation) as a gift	0	0	0	0	0	0
m. Went to a coin show	0	0	0	0	0	0
n. I wanted to diversify my financial investment options	0	0	0	0	0	0
o. Saw a rare coin display (e.g., in a museum)	0	0	0	0	0	0
p. A family member or friend increased my level of interest in U.S. Mint coins	0	0	0	0	0	0
q. I inherited a coin collection (e.g., from a relative, etc.)	0	0	0	0	0	0
r. I was exposed to (or participated in) a coin collecting club	0	0	0	0	0	0

Programming: Ask Tenured Mint Customers

Q2-8b Earlier, you indicated you spent approximately \$__ **[INSERT ANSWER FROM 2-5b, if**

2-5b not asked then fill in 0] over the past 12 months with the U.S. Mint.

How has your

annual spending with the U.S. Mint changed over time? Approximately how much have you spent ***per year*** during each of the following time frames

	\$__ [INSERT ANSWER FROM 2-5b, if 2-5b not asked then fill in 0]
Past 12 months	
Annual average the <i>first few years</i> I purchased from the U.S. Mint	\$ _____
Highest annual amount ever	\$ _____
Lowest annual amount ever	\$ _____

Programming: Ask Some Mint Customers (based on spend)

Q2-8c-1 To what extent have each of the following factors played a role in causing you to ***increase your purchasing levels/amounts*** from the U.S. Mint (relative to when you started purchasing from the U.S. Mint)?

Rate each item from 1-6, where 1 means “Not at All” and 6 means “Played a Very Substantial Role”.

	Not at All			Played a Very Substantial Role		
	1	2	3	4	5	6
a. My level of interest in U.S. history increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I learned about the increase in value of specific types of coins/sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. I visited the U.S. Mint in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Saw documentary/informational show on the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. I became interested in the subject matter of a particular type/set of U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. I had more free time to devote to coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I saw U.S. Mint advertising that increased my awareness/interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Visited a coin dealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. I read a book or magazine about coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Read an article about coins, etc., in the newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Received a special U.S. Mint coin/set as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Received a collectible coin (taken from a bank or circulation) as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Went to a coin show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. I wanted to diversify my financial investment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Saw a rare coin display (e.g., in a museum)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. A family member or friend increased my level of interest in U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. I inherited coins (e.g., from a relative, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. I was exposed to (or participated in) a coin collecting club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. I became aware of a broader set of products that they had to offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. I grew more interested in precious metal (e.g. gold, platinum, silver) coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
u. I started buying coins/sets as gifts for others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
v. I started viewing coins as more of an attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

investment option						
w. My desire to eventually pass along my U.S. Mint coin collection increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
x. I developed friendships/associations with other coin collectors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
y. My interest was increased through U.S. Mint newsletters/information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
z. My interest was increased through coin collecting periodicals/magazines I received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
aa. The financial resources I could devote to coin collecting increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bb. The ability to buy and sell U.S. Mint coins on the Internet increased my interest/purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask Mint Customers who are not spending at their peak level (based on 2-8b)

Q2-8c-2 To what extent have each of the following factors played a role in causing your current purchasing levels/amounts from the U.S. Mint to be lower than your maximum annual level/amount?

Rate each item from 1-6, where 1 means “Not at All” and 6 means “Played a Very Substantial Role”.

	Not at All		Played a Very Substantial Role			
	1	2	3	4	5	6
a. My level of interest in U.S. history decreased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I had less time to devote to coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. I wanted to diversify my financial investment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I bought less coins/sets as gifts for others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. I viewed coins as less of an investment option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. My desire to pass along my U.S. Mint coin collection decreased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. My friendships/associations with other coin collectors decreased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The financial resources I could devote to coin collecting decreased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. I became less satisfied with U.S. Mint products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. I felt I was spending too much on coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. I’ve become frustrated by the increase in the number of products the U.S. Mint offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. U.S. Mint has eliminated products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Difficulty getting access to products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Poor U.S. Mint customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Poor communications from the U.S. Mint regarding product availability and release dates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask Not-Mint Customers

Q2-8d-1 To what degree has each of the following factors contributed to your ***not purchasing*** any collectible **coins** or **coin**-related products from the U.S. Mint?

Rate each item from 1-6, where 1 means “Not at All a Barrier” and 6 means “Has Been a Major Barrier.”.

	Not at All a Barrier			Has Been a Major Barrier		
	1	2	3	4	5	6
a. I know very little about collectible coins	o	o	o	o	o	o
b. I don't see any point to ever pay over "face value" for a coin	o	o	o	o	o	o
c. I wasn't aware I could purchase coins from the U.S. Mint	o	o	o	o	o	o
d. I do not know how to contact the U.S. Mint	o	o	o	o	o	o
e. I'm not familiar with the types of items the U.S. Mint offers for sale	o	o	o	o	o	o
f. I fear I might overpay for products or buy something that isn't worth much	o	o	o	o	o	o
g. Overall, I feel coin collecting is boring	o	o	o	o	o	o
h. I do not enjoy building collections of items (of any kind)	o	o	o	o	o	o
i. I am uninterested in the subject matter of collectible coins	o	o	o	o	o	o
j. I have no time for collecting coins	o	o	o	o	o	o
k. I need to see/handle an object in person before I buy it	o	o	o	o	o	o
l. Coin collecting is too expensive for me	o	o	o	o	o	o
m. I do not think coins make a good investment	o	o	o	o	o	o
n. I do not feel that coins make good display items	o	o	o	o	o	o
o. I do not feel that coins make good gifts	o	o	o	o	o	o
p. I did not even know that collectible coins existed	o	o	o	o	o	o
q. I have no interest in coin collecting	o	o	o	o	o	o

Programming: Tie-Breaker for Q2-8d-1

Q2-8d-2 Which of these would you say is the most important barrier that has prevented you from purchasing from the U.S. Mint?

Please select one.

a. I know very little about collectible coins	<input type="radio"/>
b. I don't see any point to ever pay over "face value" for a coin	<input type="radio"/>
c. I wasn't aware I could purchase coins from the U.S. Mint	<input type="radio"/>
d. I do not know how to contact the U.S. Mint	<input type="radio"/>
e. I'm not familiar with the types of items the U.S. Mint offers for sale	<input type="radio"/>
f. I fear I might overpay for products or buy something that isn't worth much	<input type="radio"/>
g. Overall, I feel coin collecting is boring	<input type="radio"/>
h. I do not enjoy building collections of items (of any kind)	<input type="radio"/>
i. I am uninterested in the subject matter of collectible coins	<input type="radio"/>
j. I have no time for collecting coins	<input type="radio"/>
k. I need to see/handle an object in person before I buy it	<input type="radio"/>
l. Coin collecting is too expensive for me	<input type="radio"/>
m. I do not think coins make a good investment	<input type="radio"/>
n. I do not feel that coins make good display items	<input type="radio"/>
o. I do not feel that coins make good gifts	<input type="radio"/>
p. I did not even know that collectible coins existed	<input type="radio"/>
q. I have no interest in coin collecting	<input type="radio"/>

Programming: Ask Non-Mint Coin Purchasers

Q2-8e-1 Earlier you indicated you have purchased coins from other sources, but not the U.S. Mint. To what degree have each of the following factors contributed to your ***purchasing*** from other sources ***instead of*** the U.S. Mint?

Rate each item from 1-6, where 1 means “Not at All a Reason ” and 6 means “Has Been a Major Reason”

	Not at All a Reason			Has Been a Major Reason		
	1	2	3	4	5	6
a. I wasn't aware I could purchase coins from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I do not know how to contact the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. I'm not familiar with the types of items the U.S. Mint offers for sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I need to see/handle an object in person before I buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Coins from other sources make better investments than U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. U.S. Mint coins are too expensive for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Coins from other sources are more interesting than U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Coins from other sources are more attractive to display than U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Coins from other sources are better made than U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Coins from other sources are easier to buy and/or sell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Coins from other sources make better gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. I do not trust the authenticity/quality of U.S. Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Tie-Breaker for Q2-8e-1

Q2-8e-2 Which of these would you say is the most important barrier that has contributed to your purchasing from other sources instead of the U.S. Mint?

Choose one

a. I wasn't aware I could purchase coins from the U.S. Mint	<input type="radio"/>
b. I do not know how to contact the U.S. Mint	<input type="radio"/>
c. I'm not familiar with the types of items the U.S. Mint offers for sale	<input type="radio"/>
d. I need to see/handle an object in person before I buy it	<input type="radio"/>
e. Coins from other sources make better investments than U.S. Mint coins	<input type="radio"/>
f. U.S. Mint coins are too expensive for me	<input type="radio"/>
g. Coins from other sources are more interesting than U.S. Mint coins	<input type="radio"/>
h. Coins from other sources are more attractive to display than U.S. Mint coins	<input type="radio"/>
i. Coins from other sources are better made than U.S. Mint coins	<input type="radio"/>
j. Coins from other sources are easier to buy and/or sell	<input type="radio"/>
k. Coins from other sources make better gift items	<input type="radio"/>
l. I do not trust the authenticity/quality of U.S. Mint coins	<input type="radio"/>

Programming: Ask All

Q2-8f Please indicate whether or not, to the best of your knowledge, each of the following coin or coin-related products is offered for sale by the *United States Mint*.


	Yes	No	Unsure
a. 50 State Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. American the Beautiful Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Presidential \$1 Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Special commemorative coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Antique U.S. coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Painted, gold-plated, or colorized U.S. coins such as colorized State Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Collectible Presidential bronze medals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. American Buffalo Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. American Eagle Silver, Gold, and Platinum coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Annual U.S. Proof coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DO NOT DISPLAY LINE - Section 3: Coin Purchasing Interest and Past Experiences/Exposures

Programming: Ask All

Q3-1a Several different types of products that are available from the U.S. Mint are shown on this page. Please take a moment to read the descriptions provided, and for each, please indicate the degree to which you would be likely to consider purchasing them, either for yourself, or as a gift for someone else, in the next few years.

Rate each item from 1-6, where 1 means “Not at All Likely” and 6 means “Extremely Likely”.

		Not at All Likely		Extremely Likely			
		1	2	3	4	5	6
<p>a. An Annual <u>U.S. Mint Proof Set®</u></p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The United States Mint Proof Set contains all 14 circulating coins in stunning proof condition displayed in three protective lenses. Each of these coins bears the “S” mint mark of the United States Mint at San Francisco. Price: \$31.95</p>  <p style="text-align: center;">Image not actual size</p>		○	○	○	○	○	○
<p>b. An Annual <u>U.S. Mint Uncirculated Coin Set®</u></p> <p>The United States Mint Uncirculated Coin Set contains two folders of 14 coins each, one with coins from the United States Mint at Denver and the other with coins from the United States Mint at Philadelphia, for a total of 28 coins.</p>		○	○	○	○	○	○

Each folder includes uncirculated versions of the following 2010-dated coins. **Price: \$31.95**



Image not actual size

c. An American Eagle Silver Proof One Ounce Coin

The American Eagle Proof Coins are collector versions of the official U.S. Mint American Eagle Bullion Coins. A full-length figure of Liberty in full stride is featured on one side, and an eagle holding a shield and olive branch is featured on the other. The coin is packaged in an attractive velvet case. (1.5” diameter)






Images not actual size

○ ○ ○ ○ ○ ○

d. An American Eagle Gold Proof One Ounce Coin

A full-length figure of Liberty is featured on one side, and an eagle in flight is featured on the other. The coin is packaged in an attractive velvet case. (1.5” diameter)
Price: \$1,585.00

○ ○ ○ ○ ○ ○

 <p style="text-align: center;">Images not actual size</p>	
<p>e. A Beginners Set such as the Collecting America's Coins: Beginner Basics</p> <p>To highlight the coin manufacturing process, this set includes a one-cent blank, a pair of circulating one-cent coins, a pair of satin-finish uncirculated dimes and a proof-condition half-dollar. The booklet also briefly discusses the history, design and manufacturing processes that have contributed to American coinage.</p>  <p style="text-align: center;">Image not actual size</p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>
<p>f. A Commemorative Proof Silver Dollar coin depicting an important American icon, such as Abraham Lincoln. The coin is packaged in an attractive velvet case. (1.5" diameter) Price: \$43.95</p>  <p style="text-align: center;">Images not actual size</p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>
<p>g. A Bronze Medal depicting an important part of U.S. history or heritage, such as Yosemite National Park Centennial. (3" diameter) Price: \$38.00</p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>



Images not actual size

h. A **military themed Commemorative Silver Dollar coin**, such as the American Veterans Disabled for Life Proof Silver Dollar. The coin is packaged in an attractive velvet case. (1.5” diameter) **Price: \$43.95**



Images not actual size

○ ○ ○ ○ ○ ○

i. Any other U.S. Mint Products

○ ○ ○ ○ ○ ○

Programming: Ask All

Q3-1b Overall, how likely are you to consider purchasing **any** types of **collectible coins or coin products** (from any source) during the next few years...

	Not at All Likely			Extremely Likely		
	1	2	3	4	5	6
a. ...For yourself	0	0	0	0	0	0
b. ...For someone else (as a gift)	0	0	0	0	0	0

Programming: Ask All

Q3-1c To what degree would you be likely to consider **giving coins as gifts** for each of the following types of occasions?

Rate each item from 1-6, where 1 means "Not at All Likely" and 6 means "Extremely Likely".

	Not at All Likely			Extremely Likely		
	1	2	3	4	5	6
a. Birthday	0	0	0	0	0	0
b. Year-end holiday gift	0	0	0	0	0	0
c. Other holiday gift	0	0	0	0	0	0
d. Wedding/anniversary	0	0	0	0	0	0
e. Birth of child	0	0	0	0	0	0
f. Graduation	0	0	0	0	0	0

Programming: Ask All

Q3-1d To what degree would you be likely to consider purchasing coins to give as gifts to each of the following types of recipients?

Rate each item from 1-6, where 1 means “Not at All Likely” and 6 means “Extremely Likely”.

	Not at All Likely						Extremely Likely					
	1	2	3	4	5	6	1	2	3	4	5	6
a. Child, grandchild	0	0	0	0	0	0	0	0	0	0	0	0
b. Parent or grandparent	0	0	0	0	0	0	0	0	0	0	0	0
c. Other relative	0	0	0	0	0	0	0	0	0	0	0	0
d. Spouse/significant other	0	0	0	0	0	0	0	0	0	0	0	0
e. Friend	0	0	0	0	0	0	0	0	0	0	0	0
f. Co-worker	0	0	0	0	0	0	0	0	0	0	0	0
g. Business associate (in another company)	0	0	0	0	0	0	0	0	0	0	0	0

Programming: Ask All

Q3-1e To what degree are each of the following types of themes/topics of interest to you for **coins** (for example, themes that could be put on coins similar to the 50 State Quarters® idea, or on special commemorative coins that you might like to purchase)?

Rate each item from 1-6, where 1 means “Not at All Appealing” and 6 means “Extremely Appealing”.

	Not at All Appealing						Extremely Appealing					
	1	2	3	4	5	6	1	2	3	4	5	6
a. Military history	0	0	0	0	0	0	0	0	0	0	0	0
b. Political history	0	0	0	0	0	0	0	0	0	0	0	0
c. Popular figures/entertainers	0	0	0	0	0	0	0	0	0	0	0	0
d. Nature	0	0	0	0	0	0	0	0	0	0	0	0

e. Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Science/technology/inventions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Fine arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q3-1f If you were to consider the purchasing of a coin or coin product, how important would each of the following considerations be in influencing your decision to buy or not buy?

Rate each item from 1-6, where 1 means “Not at All Important” and 6 means “Extremely Important”.

	Not at All Important				Extremely Important	
	1	2	3	4	5	6
a. The historical relevance of the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The packaging and/or inserts accompanying the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. The place the coin was made (e.g., U.S. Mint, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. The person, place, event, or object featured on the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The ability to sell the coin for profit in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. The rarity of the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Whether or not the coin is a “Proof” coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The source from which I am purchasing the coin (e.g., direct from the U.S. Mint, from a coin dealer, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. The coin’s brightness/polished appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. The quality/appeal/beauty of the artwork on the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. The coin’s metal content (e.g., gold, silver, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q3-2 Please indicate which of the following is true or false with respect to you.

Check one for each row.

	True	False
a. I have a close relative or friend who is a serious collector	o	o
b. I have looked for coins on the Internet	o	o
c. I have read about the increase in value of specific types of coins/sets	o	o
d. I have visited the U.S. Mint in person	o	o
e. I have seen a documentary/informational show on the U.S. Mint	o	o
f. I have seen U.S. Mint advertising	o	o
g. I have visited a coin dealer	o	o
h. Have read a book or magazine about coin collecting	o	o
i. Have read an article about coins, etc., in the newspaper	o	o
j. Have gone to a coin show	o	o
k. Have seen a rare coin display (e.g., in a museum)	o	o
l. Have inherited coins (e.g., from a relative, etc.)	o	o
m. Have participated in a coin collecting club	o	o
n. I have received U.S. Mint catalogs/newsletters/information	o	o
o. I set aside/collected coins as a child	o	o
p. Received a special U.S. Mint coin/set as a gift when I was a child (under 18)	o	o
q. Received a collectible coin (taken from a bank or circulation) as a gift when I was a child (under 18)	o	o
r. Received a special U.S. Mint coin/set as a gift when I was an adult	o	o
s. Received a collectible coin (taken from a bank or circulation) as a gift when I was an adult	o	o

Programming: Ask Non-Coin Collectors

Q3-3a Why have you never chosen to collect or set aside coins?

Programming: Ask Lapsed Coin Collectors

Q3-3b You indicated earlier that you collected coins as a child, but have not done so recently. What caused you to stop collecting coins?

DO NOT DISPLAY ROW: Section 4-1: Purchasing/Communications Channels and Spending Potential

Programming: Ask All

Q4-3a Thinking about advertisements and solicitations for all types of products, how often do you usually make purchases (or take action) in response to:

Select one for each type.

	Never	Rarely	Sometimes	Nearly Always
a. Postal mail solicitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. E-mail solicitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Telephone solicitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Newspaper advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Magazine advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Radio advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Television advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Web advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q4-4a In general, for some type of collectible product (like coins or something else I might wish to collect) I would be most likely to respond to something I saw in ...?

Select only one

a. A letter sent to me in the mail	<input type="radio"/>
b. An ad received via E-mail	<input type="radio"/>
c. A short article in the newspaper	<input type="radio"/>
d. An advertisement in the newspaper	<input type="radio"/>
e. A short article in a magazine	<input type="radio"/>
f. A magazine advertisement	<input type="radio"/>
g. A radio advertisement/announcement	<input type="radio"/>
h. A short TV news piece	<input type="radio"/>
i. A TV advertisement	<input type="radio"/>
j. A short news piece on the Internet	<input type="radio"/>
k. An Internet banner advertisement	<input type="radio"/>

Programming: Ask All

Q4-5 Some people think about **coin collecting** as a hobby while others consider it an investment. How do you feel about coin collecting?

Select only one

a. It is primarily a hobby	<input type="radio"/>
b. It is primarily an investment	<input type="radio"/>
c. It is equal parts hobby and investment	<input type="radio"/>

Programming: Ask All, text based on hobby vs. investment question

Q4-6h How much are you likely to spend on a hobby, like **coin collecting**, in a year?

Q4-6i How much are you likely to spend on an investment, like **coin collecting**, in a year?

Q4-6b How much are you likely to spend on something that is both a hobby and an investment, like **coin collecting**, in a year?

Please enter a dollar amount below.

Programming: Ask All

Q4-9 Which of the following types of magazines or periodicals do you read, at least occasionally?

Select one per row

Magazine	Read at Least Occasionally	Do Not Read
a. Automotive	<input type="radio"/>	<input type="radio"/>
b. Business or personal finance	<input type="radio"/>	<input type="radio"/>
c. Hobbies or collecting	<input type="radio"/>	<input type="radio"/>
d. Educational, science, or nature	<input type="radio"/>	<input type="radio"/>
e. Entertainment	<input type="radio"/>	<input type="radio"/>
f. Fashion	<input type="radio"/>	<input type="radio"/>
g. Home and garden	<input type="radio"/>	<input type="radio"/>
h. News	<input type="radio"/>	<input type="radio"/>
i. Sports	<input type="radio"/>	<input type="radio"/>
j. Family or parenting	<input type="radio"/>	<input type="radio"/>
k. Popular culture	<input type="radio"/>	<input type="radio"/>
l. Computers/technology	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q4-10a Do you have access to cable channels on TV?

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

Programming: Ask All

Q4-10c Which of the following types of TV shows do you watch at least occasionally?

Select one per row

Program	Watch at Least Occasionally	Do Not Watch
a. Financial news	<input type="radio"/>	<input type="radio"/>
b. General news	<input type="radio"/>	<input type="radio"/>
c. Auto-racing (e.g., NASCAR)	<input type="radio"/>	<input type="radio"/>
d. Golf	<input type="radio"/>	<input type="radio"/>
e. Other sports	<input type="radio"/>	<input type="radio"/>
f. Infomercials	<input type="radio"/>	<input type="radio"/>
g. Shows about antiques/collectibles	<input type="radio"/>	<input type="radio"/>
h. History/documentaries	<input type="radio"/>	<input type="radio"/>
i. Primetime comedy/drama	<input type="radio"/>	<input type="radio"/>
j. Daytime talk show	<input type="radio"/>	<input type="radio"/>
k. Daytime drama	<input type="radio"/>	<input type="radio"/>
l. Public broadcasting (PBS)	<input type="radio"/>	<input type="radio"/>

DO NOT DISPLAY ROW - Section 5: Additional Demographic Information

Programming: Ask All

We just have a few demographic questions for classification purposes.

Q5-1 What is your marital status?

Select one

Single, never married	<input type="radio"/>
Married	<input type="radio"/>
Living with significant other	<input type="radio"/>
Separated, divorced, widowed	<input type="radio"/>

Programming: Ask All

Q5-2 What is the highest level of education you have attained?

Select one

Grade school (8 th grade or less)	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, no degree	<input type="radio"/>
Vocational training/2-year college	<input type="radio"/>
4-year college/bachelor's degree	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

Programming: Ask All

Q5-3 How would you describe the area in which you live?

Select one

Urban	<input type="radio"/>
Suburban	<input type="radio"/>
Rural	<input type="radio"/>

Programming: Ask All

Q5-8 Which of the following categories best describes your total household income before taxes in 2009? Your best estimate is fine.

Select one.

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

Programming: Ask All

Q.5-9a. Are you Hispanic or Latino?

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

Programming: Ask All

Q.5-9b. Do you consider yourself to be...

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

Programming: Ask All

Q5-4 Which of the following best describes your current employment status?

Select one.

Full time	<input type="radio"/>
Part time	<input type="radio"/>
Retired	<input type="radio"/>
Not employed/student	<input type="radio"/>

Programming: Ask If Employed

Q5-5 Which of the following best describes your occupation?

Select one

Managerial or professional	<input type="radio"/>
Technical, sales, or administrative	<input type="radio"/>
Service occupations	<input type="radio"/>
Precision products, crafts or repairs	<input type="radio"/>
Operators, fabricators, or laborers	<input type="radio"/>
Farming, forestry, or fishing	<input type="radio"/>
Other	<input type="radio"/>

Programming: Ask All

Q5-6a Do you have any children under age 18 currently living in your household?

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

Programming: Ask If Have Children

Q5-6b Are any of these children in the following age or school ranges?

Select all that apply

Newborn to three years	<input type="radio"/>
Preschool or kindergarten	<input type="radio"/>
Grade school (elementary/middle school)	<input type="radio"/>
High school	<input type="radio"/>

Programming: Ask If Have Children

Q5-7a Do you have any grandchildren?

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

Programming: Ask If Have Grandchildren

Q5-7b Are any of these grandchildren in the following age or school ranges?

Select all that apply

Newborn to three years	<input type="radio"/>
Preschool or kindergarten	<input type="radio"/>
Grade school (elementary/middle school)	<input type="radio"/>
High school	<input type="radio"/>
18 years of age or older	<input type="radio"/>

THAT CONCLUDES OUR SURVEY THANK YOU VERY MUCH!

Programming: Ask All

Q.5-10. Would you be willing to consider participating in future research studies on coins?

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

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