

United States Mint: Tracking Questionnaire Q3

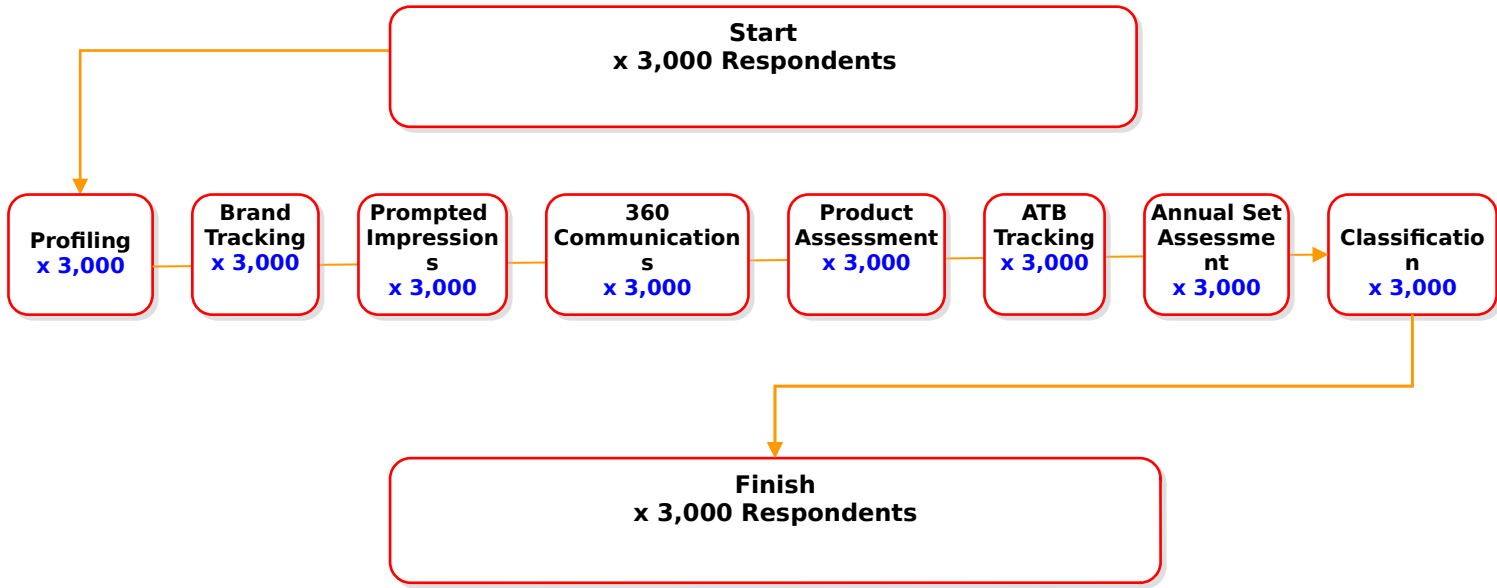
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Date February 4, 2011

1. Target Audience

- a. **Markets:** US
- b. **Blended Incidence Level:** 30%
- c. **Length of Juicer:** 25 minutes
- d. **Sample Design: 3,000 interviews per wave**
 - i. 500 General Market
 - ii. 500 Purchases/Collectors of Competitive products
 - iii. 500 Pocket change collectors
 - iv. 500 Purchases of keepsake products as gifts (watches, pens, coins, jewellery)
 - v. 250 National Parks Enthusiasts
 - vi. 250 New US Mint Customers (email list)*
 - vii. 250 Lapsed US Mint Customers (email list)*
 - viii. 250 Existing US Mint Customers who have purchased in the past 2 years (email list)*

**Customers will be best efforts only.*

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)

1. Freeform

Freeform

This survey is strictly voluntary. We are also required, by law, to report to you the OMB Control Number for this public information request. That number is OMB# 1525-0012-1048.

C Explanation & Confidentiality



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

2. 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!

3. 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.

4. Radio button Mandatory

Question:
Answers:

Do you accept the terms above?

Yes
No

Reject

Profiling

D Sample Filter and Respondent Profiling



Thanks. First, a few questions about you...

5. *Dropdown* *Mandatory*

Question: Your age?
Answers: 17 or younger *Screenout*
18
19
...
63
64
65 or older

6. *Radio button* *Mandatory*

Question: Your gender?
Answers: Male
Female

7. *Checkbox* *Mandatory*

Question: Please indicate if you or a member of your household works in any of these professions.
Answers: Accounting *Screenout*
Advertising, Media, Publishing
Beverage Manufacture or Distribution
Education
Health, Nursing, Social Services
IT/Telecoms
Journalism *Screenout*
Legal *Screenout*
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

8. *Dropdown* *Mandatory*

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

9. *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 **past 3 years**?

10. *Radio button* *Mandatory*
Question: Have you visited a national park in the **past 3 years**?
Answer: Yes
Answer: 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 3 years?

11. *Radio button* *Mandatory*
Question: Have you watched any TV shows / documentaries or read any books about the national parks in the **past 3 years**?
Answer: Yes
Answer: 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)*

12. *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)*
Randomize Collectable Coin *Keepsake Purchaser*
Jewelry *Keepsake Purchaser*
Pen *Keepsake Purchaser*
Watch *Keepsake Purchaser*
Anchor: Other collectable item *Keepsake Purchaser*
Anchor: None of the above *Exclusive*

H Profiling - Coin Purchaser



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

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

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

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.

I Profiling - Coin Purchaser Next 12 Months



In the next 12 months would you consider...(please check all that apply)

14.	<i>Check box</i>	<i>Mandatory</i>
<i>Question:</i>	In the <u>next 12 months</u> would you consider...(please check all that apply)	
<i>Answer:</i>	Purchasing a collectable coin or coin set for yourself	
<i>Answer:</i>	Setting aside a collectable coin that you came across in circulation and not spending it	
<i>Answer:</i>	Purchasing a collectable coin or coin set for someone as a gift	
<i>Answer:</i>	None of the above	<i>Exclusive</i>



Thanks! In the **past two years** have you collected or purchased...

15.	<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 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			

Tech Note: Code as Purchasers / Collectors of Competitive products if do NOT select 'I have neither...' for at least one question (row) above.

Brand Tracking

K 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.

16. *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*

L Aided Awareness - US Mint and Competitors



Below is a list of companies and institutions that manufacture and sell collectable coins. Even if you have mentioned these at the previous question, please tell us whether you have heard of any of the following.

17. *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: Govmint.com
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' if 'No' is selected for all brands, SKIP to next question.

M 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.

18.	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 and purchased products from this company / institution.	I have <u>neither</u> collected nor purchased products from this company / institution.
<i>Question:</i>	Franklin Mint			
<i>Answer:</i>	Govmint.com			
<i>Question:</i>	World Reserve Monetary Exchange			
<i>Question:</i>	United States Mint			
<i>Question:</i>	National Collectors Mint			
<i>Question:</i>	Littleton Coin Company			

N 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.

19.	Grid- Radio button across	Mandatory				
<i>Question:</i>	Franklin Mint	Govmint.com	World Reserve Monetary Exchange	United States Mint	National Collectors Mint	Littleton Coin Company
<i>Answers:</i>	Have purchased and would consider purchasing <u>in the next 12 months</u>					
	Have not purchased but would consider purchasing <u>in the next 12 months</u>					
	Have purchased but would not consider purchasing <u>in the next 12 months</u>					
	Have not purchased but would not consider purchasing <u>in the next 12 months</u>					

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

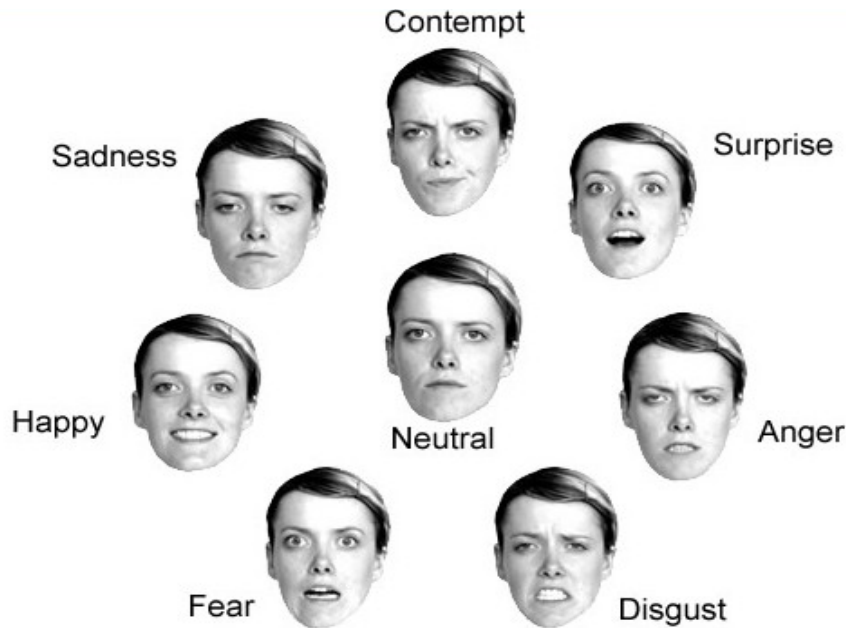
O US Mint FaceTrace - Emotional scale



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

20. *Radio button* *Mandatory*

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



P **US Mint FaceTrace - Emotional Intensity**



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

21.
Question: To what degree does the [insert brand] make you feel make you feel this emotion?
Answer: Strongly
Answer: Fairly Strongly
Answer: Not very strongly

Q US Mint FaceTrace - Reason for Face Selection



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

22. *MindReader* *1 answer x 1 order*

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

R Impression of US Mint - Unaided



Again, thinking just about the [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)

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

Question: Again, thinking just about the [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 the [insert brand] that gave you this impression? (Please type your answers below or click to select it from the existing answer buttons)

Tech note: Ask “Net Promoter Score - US Mint (1)” to half of respondents in each cell and “Net Promoter - US Mint (2)” to the half. Do not ask both.

S Net Promoter Score - US Mint (1)



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

T Net Promoter Score - US Mint (2)



To what degree would you recommend the [insert brand] products to a friend or colleague who has an interest in coins?

24. *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 the [insert brand] products to a friend or colleague?
Answers: 10 - Extremely likely *Promoter*
9 *Promoter*
8 *Passive*
7 *Passive*

6
5
4
3
2
1
0 - Extremely unlikely

Detractor
Detractor
Detractor
Detractor
Detractor
Detractor
Detractor

U Why? - US Mint and Competitors



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

25. *MindReader on why* *1 answer x 2 orders*

Question: What is it that made you give the [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

TECH NOTE: Only ask 360 Communications and Business Activities Assessment if 'Yes' for US Mint in 'Aided Awareness - US Mint and Competitors'

W Communications Awareness



Thanks! Now, 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.

27. Radio button

Question: 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'

X 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)*

28. 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'

Y 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)*

29. 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'

Z Collectors/Purchasers - US Mint Products



Thanks! Again, thinking about the **United States Mint collectable coins**, please consider each of the products below and tell us if you are...

30. 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

Questions: Presidential Dollars
Randomize list Precious Metals (Silver, Gold, Platinum)
Commemorative coins
Bronze Medals
Annual Sets
Series of quarters featuring each of the 50 states
Series of quarters featuring a national site, forest or park in each of the 50 states
Beginner Basic Set (starter kit for coin collectors to teach them about the hobby)

TECH NOTE: Ask 'Purchase or collected - US Mint Products Why' if respondent selects 'have purchased or collected this product.' Ask separately for each product. If do not select 'have purchased or collected' for any product, SKIP to next question.

AA 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)*

31. 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)*



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.

32. *Dropdown* *Mandatory*

Question: 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.

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



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)*

33. *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)*

Next 12 Month Purchase Intention

DD

Likelihood to Purchase Collectible Coins



Please tell us how likely you would be to purchase each of the products listed below for yourself or as a gift in the next 12 months from any company or institution that sells collectible coins. *(Please select one answer per row)*

34.

Grid - Radio Button Across

Mandatory

Answers:

Definitely would
buy

Probably would
buy

Might or might
not buy

Probably would
not buy

Definitely would
not buy

Questions:

Randomize list

Presidential Dollars

Precious Metals (Silver, Gold, Platinum)

Commemorative coins

Bronze Medals

Annual Sets (silver proof sets, proof sets and uncirculated sets)

Series of quarters featuring each of the 50 states, District of Columbia and U.S. territories

Series of quarters featuring a national site, forest or park in each of the 50 states, District of Columbia and U.S. territories

'America the Beautiful' Tracking

Start of Rotation Sequence

Instructions: Present 'America the Beautiful' concept to all in separate window.

Concept:

For the past 11 years the United States Mint has issued special, historical quarters featuring significant images of the country's 50 states, District of Columbia and territories. In April 2010, the United States Mint introduced a new series of quarters. The new series, called the America the Beautiful Quarters Program, features selected national parks and sites from each state, District of Columbia and U.S. territories starting with Hot Springs, AR, Yellowstone, WY, Yosemite, CA, Grand Canyon, AZ and Mt. Hood, OR. Each year five coins will be released until the final site in the year 2021. It's a great way to learn about the United States and honor its national treasures.

EE Introduction - America the Beautiful



Next, we would like to hear your thoughts about a specific series of coins, called the America the Beautiful Quarters Program, from the United States Mint. Please read the description in the window to your left and click 'Next' to continue.

35. [Next Button](#) [Mandatory](#)

Answer: Next

FF Likelihood to Pull from Circulation - 'America the Beautiful'



Thinking about the America the Beautiful Quarters Program, how likely would you be to pull these coins out of circulation and save for collection?

36. [Dropdown](#) [Mandatory](#)

Question: Thinking about the America the Beautiful Quarters Program, how likely would you be to pull these coins out of circulation and save for collection?

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

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



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

37. [MindReader](#) [1 answer x 1 order](#)

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

from the existing answer buttons)

HH

Likelihood to Purchase 'America the Beautiful' (US Mint Focus)



Thinking about the America the Beautiful Quarters Program, how likely would you be to purchase this coin set for yourself or as a gift in the next 12 months?

38.

Dropdown

Mandatory

Question:

Thinking about the America the Beautiful Quarters Program, how likely would you be to purchase this coin set for yourself or as a gift in the next 12 months?

Answers:

Definitely would buy
Probably would buy
Might or might not buy
Probably would not buy
Definitely would not buy

End of Rotation Sequence

Instructions:

Please close concept window.

Annual Set Assessment

TECH NOTE: Only ask 'Annual Set Assessment' if select 'Familiar with this product but have never purchased or collected' OR 'Have purchased or collected this product' at 'Collectors/Purchasers - US Mint Products' in 'Product Assessment'

Start of Rotation Sequence

Instructions: Please present annual set descriptions in reducible window to the left of the juicer.

TECH NOTE: Only ask 'Annual Sets - Familiar but never purchased/collected' if select 'Familiar with this product but have never purchased or collected' at 'Collectors/Purchasers - US Mint Products'

II Annual Sets - Familiar but never purchased/collected



Thanks! You indicated that you are familiar with **United States Mint annual sets**. Please take a moment to look over the descriptions of United States Mint annual sets in the window on the left and tell us if you are...

39. Grid - Radio Button Across Mandatory

Answers: Familiar with this annual set Not familiar with this annual set

Questions: United States Mint Silver Proof Set™
Randomize list United States Mint Proof Set®
United States Mint Uncirculated Coin Set®
United States Mint America the Beautiful Quarters Silver Proof Set™
United States Mint America the Beautiful Quarters Proof Set™
United States Mint Presidential \$1 Coin Proof Set™

TECH NOTE: Only ask 'Annual Sets - Purchased/Collected' if select 'Have purchased or collected this product' at 'Collectors/Purchasers - US Mint Products'

II Annual Sets -Purchased/Collected



Thanks! You indicated that you have purchased or collected **United States Mint annual sets**. Please take a moment to look over the descriptions of United States Mint annual sets in the window on the left and tell us if you are...

40. Grid - Radio Button Across Mandatory

Answers: Familiar with this annual set but have never purchased or collected Have purchased or collected this annual set Not familiar with this annual set

Questions: United States Mint Silver Proof Set™
Randomize list United States Mint Proof Set®
United States Mint Uncirculated Coin Set®
United States Mint America the Beautiful Quarters Silver Proof Set™
United States Mint America the Beautiful Quarters Proof Set™
United States Mint Presidential \$1 Coin Proof Set™



Please tell us how likely you would be to purchase each of the United States Mint annual sets listed below for yourself or as a gift in the next 12 months from any company or institution that sells collectible coins. *(Please select one answer per row)*

41.

Grid - Radio Button Across

Mandatory

Answers:

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

Questions:

Randomize list

United States Mint Silver Proof Set™

United States Mint Proof Set®

United States Mint Uncirculated Coin Set®

United States Mint America the Beautiful Quarters Silver Proof Set™

United States Mint America the Beautiful Quarters Proof Set™

United States Mint Presidential \$1 Coin Proof Set™

End of Rotation Sequence

Instructions:

Please close concept window.

Classification

LL Classification



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

42. *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

43. *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

44. *Dropdown* *Mandatory*

Question: What is your current marital status?

Answers: Single (includes never married, widowed, or divorced)

Married/living with partner

45. *Dropdown* *Mandatory*

Question: Are you of Hispanic or Latino origin?

Answers: Yes

No

46. *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

47. *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

MM Classification - Parents Number of Children



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

48. *Radio button* *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.'

NN Classification - Parents Age of Children



Please select the age of your child or children.

49. *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

OO Finish



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

