United States Mint
Non-Customer Product & Packaging
Assessment Research

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WORLDWiDE
RESEARCH CONSULTING

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

INTERVIEWER: Please be sure that the rack is set up according to your interviewer guide.
Enter your mall number and test version FROM THE INTERVIEWER GUIDE below.

MALL	_____ (1-12)
TEST VERSION	o A o B

Please click the FORWARD button to begin.

We would like to understand something about the types of products that are appealing to you.

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-XXXX.

The display here contains a number of different types of products. Suppose that you had the opportunity to purchase something from among any of the items that are displayed (to keep for yourself).

(Note: This is just to understand your purchase interests. We are not asking you to *actually* make a purchase.)

Programming: Ask All

Q1-1   Which of these items would be your *first choice* to purchase (for yourself)?

Enter the number of the item that would be your first choice.

_____

Q1-2   If you *had the opportunity to purchase* the item you just selected, how likely would you be to actually purchase it?

Extremely unlikely to actually purchase this item				**Extremely likely to actually purchase this item**	
1	2	3	4	5	6

Q1-3   Next, please think about a possible occasion where you might purchase a gift for someone else.

For which of the following occasions do you expect to purchase gifts in the next 12 months?

Occasion	Yes	No
1. Birthday	O	O
2. Wedding / Engagement / Bridal shower	O	O
3. Year-end holiday (Christmas, Hanukkah, Kwanzaa, and the like)	O	O
4. Other holiday (specify)_____	O	O
5. Graduation	O	O
6. Mother's Day	O	O
7. Father's Day	O	O
8. Anniversary	O	O
9. Thank you gift	O	O
10. Baby shower / Birth of a child / Christening	O	O
11. Retirement	O	O
12. New job / promotion	O	O
13. Other (specify)_____	O	O

Programming note:
• Randomize order; 7 should follow 6, and 4 should follow 3

Q1-4   Thinking about all these upcoming gift occasions, please again look at the selection of items in the display. Which of the items displayed would you be most likely to purchase as a gift for someone else?

Enter the number of the item that would be your first choice.

_____

Q1-5   If you _had the opportunity to purchase_ the item you just selected as a gift, how likely would you be to actually purchase it?

Extremely unlikely to actually purchase this item				Extremely likely to actually purchase this item	
1	2	3	4	5	6

Q1-6   For which specific type of gifting occasion would you be _most likely_ to purchase the item you selected?

Occasion	Yes	No
1. Birthday	O	O
2. Wedding / Engagement / Bridal shower	O	O
3. Year-end holiday (Christmas, Hanukkah, Kwanzaa, and the like)	O	O
4. Other holiday (specify)_____	O	O
5. Graduation	O	O
6. Mother's Day	O	O
7. Father's Day	O	O
8. Anniversary	O	O
9. Thank you gift	O	O
10. Baby shower / Birth of a child / Christening	O	O
11. Retirement	O	O
12. New job / Promotion	O	O
13. Other (specify)_____	O	O

Programming note:
- Display in same order as Q1-3

Q1-7   Is the recipient you envision for this gift item (for the occasion you selected)…

Male?	O
Female?	O
Not sure [only show for "baby shower/birth/Christening"]?	O

Q1-8   How old is the recipient you envision for this gift item (for the occasion you selected)?

Enter the age of the likely recipient.

_____

Q1-9   Is the recipient you envision for this gift item (for the occasion you selected)…

…a relative?	O
…a friend?	O
…a business associate?	O
Other?	O

Q1-10   We'd like to ask a few additional questions about the item you just selected (Item Number [insert # from Q1-4]).

How would you rate this item on the following dimensions?

	Poor					Excellent
a. Overall appeal	1	2	3	4	5	6
b. Appeal of product	1	2	3	4	5	6
c. Appeal of packaging	1	2	3	4	5	6
d. Quality of product	1	2	3	4	5	6
e. Quality of packaging	1	2	3	4	5	6
f. Price	1	2	3	4	5	6

Q1-11   What is it about this item (Item Number [insert # from Q1-4]) that makes you likely to purchase it as a gift?

Q1-12   Now think back to the item you said you would be most likely to purchase for yourself (Item Number [insert # from Q1-1].

How would you rate this item on the following dimensions?

	Poor					Excellent
a. Overall appeal	1	2	3	4	5	6
b. Appeal of product	1	2	3	4	5	6
c. Appeal of packaging	1	2	3	4	5	6
d. Quality of product	1	2	3	4	5	6
e. Quality of packaging	1	2	3	4	5	6
f. Price	1	2	3	4	5	6

Q1-13   What is it about this item (Item Number [insert # from Q1-1]) that makes you likely to purchase it for yourself?

Q1-14   Which of these items would be your *second choice* to purchase (for yourself)?

Enter the number of the item that would be your second choice.

_____

Q1-15   And which of these items would be your _third choice_ to purchase (for yourself)?

Enter the number of the item that would be your third choice.

_____

Programming:
- Do not allow same choice as 1st choice (Q1-1) or 2nd choice (Q1-14)

Q1-16   Which of these items would be your _second choice_ to purchase (as a gift)?

Enter the number of the item that would be your second choice.

_____

Programming:
- Do not allow same choice as 1st choice (Q1-4)

Q1-17   And which of these items would be your _third choice_ to purchase (as a gift)?

Enter the number of the item that would be your third choice.

_____

Programming:
- Do not allow same choice as 1st choice (Q1-4) or 2nd choice (Q1-16)

Repeat Q2-1 through Q2-2 for each U.S. Mint item and 2 competitor items (if 2+ competitor items are selected in Q1-14,Q1-15,Q1-16,Q1-17, then select in priority order – 2nd choices before 3rd choices. In the case where there is 1 "2nd choice" and 2 "3rd choice" competitor items, take the 2nd choice and randomize between the 2 3rd choices. If 1 competitor item selected in Q1-14,Q1-15,Q1-16,Q1-17, select that item, and then select randomly from 2 other competitor items TBD by U.S. Mint team. If 0 competitor items are selected, select 2 other competitor items TBD by U.S. Mint team).

Do not show Q2-2 for items that were rated in Q1-10 or Q1-12

Show (and autofill) prior rating from Q1-2 or Q1-5 in Q2-1 for items selected in Q1-1 or Q1-4

Skip for any item selected in _both_ Q1-1 and Q1-4

Next we'd like to ask about some of the other items that were included in the display.

First please look at item [INSERT ITEM # FROM SELECTION ALGORITHM].

Q2-1   And again considering your likely purchase behaviors, if you _had the opportunity to purchase_ this item, how likely would you be to actually purchase it?

	Extremely unlikely to actually purchase this item				**Extremely likely to actually purchase this item**	
For yourself	1	2	3	4	5	6
As a gift	1	2	3	4	5	6

Q2-2   And how would you rate this item on the following dimensions?

	Poor					**Excellent**
a. Overall appeal	1	2	3	4	5	6
b. Appeal of product	1	2	3	4	5	6
c. Appeal of the packaging	1	2	3	4	5	6
d. Quality of product	1	2	3	4	5	6
e. Quality of packaging	1	2	3	4	5	6
f. Price	1	2	3	4	5	6

Programming: Ask if tie for top U.S. Mint product for likelihood to purchase for yourself.

Q2-3   If you _had to purchase_ one of these items _for yourself_, which would be your top choice?

	Top Choice
Top-rated U.S. Mint Product #1 for yourself	O
Top-rated U.S. Mint Product #2 for yourself	O
Etc.	O

Programming
- Display all items that are tied for highest rating in Q2-1 row 1.
- If only 1 item has highest rating, skip question and force item as answer.

Programming: Ask if tie for top U.S. Mint product for likelihood to purchase as a gift

Q2-4   If you _had to purchase_ one of these items _as a gift_, which would be your top choice?

	Top Choice
Top-rated U.S. Mint Product #1 as a gift	O
Top-rated U.S. Mint Product #2 as a gift	O
Etc.	O

Programming
- Display all items that are tied for highest rating in Q2-1 row 2.
- If only 1 item has highest rating, skip question and force as item answer.

We have just a few final questions.

Q3-1   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	Yes	No
a. The United States Mint	O	O
b. The Franklin Mint	O	O
c. Regional or local coin dealers	O	O
d. Local auction or estate sale	O	O
e. Home Shopping Network or QVC	O	O
f. eBay or other Internet auction sites	O	O
g. Antique dealers	O	O
h. Flea markets	O	O
i. Other companies or mints offering coins in direct mail/newspaper/magazine ads	O	O
j. Amazon.com	O	O
k. Bradford Exchange	O	O
l. Danbury Mint	O	O
m. Littleton Coin Company	O	O
n. World Monetary Exchange	O	O
o. GovMint.com	O	O

Q3-2   To what degree has each of the following factors contributed to your _not purchasing_ any
        collectible coins or coin-related products from the United States Mint?

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

Q3-3   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?

	Not at all Important				Extremely Important	
a. The historical relevance of the coin	1	2	3	4	5	6
b. The place the coin was made (e.g., United States Mint, etc.)	1	2	3	4	5	6
c. The person, place, event, or object featured on the coin	1	2	3	4	5	6
d. The ability to sell the coin for profit in the future	1	2	3	4	5	6
e. The rarity of the coin	1	2	3	4	5	6
f. Whether or not the coin is a "Proof" coin	1	2	3	4	5	6
g. The source from which I am purchasing the coin (e.g., direct from the United States Mint, from a coin dealer, etc.)	1	2	3	4	5	6
h. The coin's brightness/polished appearance	1	2	3	4	5	6
i. The quality/appeal/beauty of the artwork on the coin	1	2	3	4	5	6
j. The coin's metal content (e.g., gold, silver, etc.)	1	2	3	4	5	6
k. The price of the coin	1	2	3	4	5	6

We just have a few final questions for classification purposes.

Q.4-1   What is your age (in years)?

Q.4-2   What is your gender?

Female	O
Male	O

Q4-3   What is your marital status?

Single, never married	O
Married	O
Living with significant other	O
Separated, divorced, widowed	O

Q4-4 What is the highest level of education you have attained?

Grade school (8th grade or less)	O
Some high school	O
High school graduate	O
Some college, no degree	O
Vocational training/2–year college	O
4-year college/bachelor's degree	O
Post-graduate training/degree	O

Q4-5   How would you describe the area in which you live?

Urban	O
Suburban	O
Rural	O

Q4-6   Which of the following categories best describes your total household income before taxes in 2010? Your best estimate is fine.

Select one.

Less than $20,000	O
$20,000 to $29,999	O
$30,000 to $39,999	O
$40,000 to $49,999	O
$50,000 to $74,999	O
$75,000 to $99,999	O
$100,000 $149,999	O
$150,000 or more	O

Q4-7   Do you have a computer with access to the Internet in your home?

Yes	O
No	O

Q.4-8   Are you Hispanic or Latino?

Yes	O
No	O

Q.4-9   Do you consider yourself to be...

American Indian or Alaska Native?	O
Asian?	O
Black or African American?	O
Native Hawaiian or other Pacific Islander?	O
White?	O
Other (Specify) _____	O

Q4-10 Which of the following best describes your current employment status?

Full time	O
Part time	O
Retired	O
Not employed/student	O

Q4-11   Which of the following best describes your occupation?

Managerial or professional	O
Technical, sales, or administrative	O
Service occupations	O
Precision products, crafts or repairs	O
Operators, fabricators, or laborers	O
Farming, forestry, or fishing	O
Other	O

Programming
- Ask if Q5-4 is Row 1 or Row 2

Programming: Ask All

Q4-12 Do you have any children under age 18 currently living in your household?

Yes	O
No	O

Programming
- If no, skip to 4-14

Programming: Ask If Have Children

Q4-13 Are any of these children in the following age or school ranges?

Select all that apply

Newborn to three years	O
Preschool or kindergarten	O
Grade school (elementary/middle school)	O
High school	O

Programming
- Ask if Q4-12 is Row 1 "Yes"

Q4-14 Do you have any grandchildren?

Yes	O
No	O

Programming
- Ask if have children

Q4-15 Are any of these grandchildren in the following age or school ranges?

Select all that apply

Newborn to three years	O
Preschool or kindergarten	O
Grade school (elementary/middle school)	O
High school	O
18 years of age or older	O

Programming
- Ask if Q4-14 is Row 1 "Yes"

THAT CONCLUDES OUR SURVEY. THANK YOU VERY MUCH!