

Pre-Wave United States Mint Advertising Tracking Research -- Screenener & Survey Questionnaire

— FINAL —

prepared for

Campbell-Ewald and The United States Mint

June 3, 2008

National Analysts
WORLDWIDE
RESEARCH  CONSULTING

NOTE: All programming instructions appear in bold

Welcome to our survey!

We are conducting a research study about people's interests and behaviors.

If you have any questions or problems while completing the survey, please call Jill Weisenfeld weekdays from 9:00am to 5:30pm at 1-800-342-9104, or send an e-mail to jweisenfeld@nationalanalysts.com

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.

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.

Please click the Forward button to begin the survey.

Programming Notes:

- **Second digit of US Mint sample indicates spending.**

A few notes about survey navigation before you begin...

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

Click on the **FORWARD** button after you have completed a question to move on to the next screen. You may click on the **BACK** button to go back to a previous screen.

You may click on the **STOP** button to pause the program to take a break. You should use the instructions on your e-mail invitation to re-enter the survey; the survey will return to the screen where you clicked **Stop**.

Please click the **FORWARD** button to begin.

S1 What is your age?

Type in a number

Age

Programming:

- **If 24 or under or 65 or older then terminate**

S2. In the next 12 months, would you be likely to **consider** purchasing an enduring **gift** to commemorate a special occasion for someone you know (such as collectable coins, jewelry/watch, or other keepsake items that have lasting value?)

Yes	No
o	o

Programming:

S3. In the past 12 months, have you...

	Yes	No
Purchased coins for yourself (e.g., to start or add to a coin collection)?	<input type="radio"/>	<input type="radio"/>
Purchased coins for someone else (e.g., as a gift)?	<input type="radio"/>	<input type="radio"/>
Kept/collected/saved coins (e.g., coins found in your change) for yourself?	<input type="radio"/>	<input type="radio"/>
Kept/collected/saved coins (e.g., coins found in your change) for someone else (e.g., as a gift)?	<input type="radio"/>	<input type="radio"/>
Set aside coins that you find interesting?	<input type="radio"/>	<input type="radio"/>

Programming:

- If any of rows 1, 3, or 5 are Yes then classify as Coin Collector/Saver/Enthusiast

Throughout this survey, we will be using the term **collectable U.S. coins**.

By **collectable U.S. coin**, we mean a specially minted high-quality U.S. coin which is never placed in circulation (such as proof or uncirculated coins). They can be an individual coin or part of a set.

S4. How likely or unlikely would you be to consider purchasing **collectable U.S. coins** for someone in the next 12 months?

Use a scale from “1” to “6” where “1” means “Extremely unlikely to purchase collectable U.S. coins” and “6” means “Extremely likely to purchase collectable U.S. coins.”

	Likelihood of Purchasing Collectable U.S. Coins					
	Extremely Unlikely			Extremely Likely		
Likelihood to purchase collectable U.S. coins	1	2	3	4	5	6

Programming:

- If S2 is Yes AND S4 is “3”, “4”, “5”, or “6” then classify as Quality Gifter/Gifter
- If S2 is No and S4 is “4”, “5”, or “6” then classify as Quality Gifter/Gifter
- If respondent is NOT U.S. Mint Customer based on ID, Coin Collector/Saver or Quality Gifter/Gifter then terminate

Q1. What companies or sources, if any, are you aware of that offer **collectable U.S. coins** for sale?

Please list any companies or sources in the spaces below. If you are not aware of **any** please indicate in the check-box below.

(total of 12 lines to type on)

I am not aware of any companies or sources that offer collectable U.S. coins for sale	<input type="checkbox"/>
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Programming:

Q2. From what companies or sources, if any, do you recall having **heard or seen any advertisements** about **collectable U.S. coins** during the past six months?

Please list any companies or sources in the spaces below. If you are not aware of **any** please indicate in the check-box below.

(total of 6 lines to type on)

I do not recall having heard or seen any advertisements	<input type="checkbox"/>
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Programming:

Q3. To the best of your knowledge, which of the companies listed below, if any, offer **collectable U.S. coins** for sale?

Select all that apply

	Offer Collectable U.S Coins For Sale
United States Mint	<input type="radio"/>
The Morgan Mint	<input type="radio"/>
Washington Mint	<input type="radio"/>
The Franklin Mint	<input type="radio"/>
National Collectors Mint	<input type="radio"/>
New York Mint	<input type="radio"/>
None of the above	<input type="radio"/>

Programming:

- **Do not allow “none of the above” to be selected with any other responses.**
- **Randomize rows 1-6 and keep that order throughout the survey.**

- Q4. From which of the companies listed below, if any, do you recall having heard or seen any advertisements about **collectable U.S. coins** during the past six months?

Select all that apply

	Yes - Saw Ads During Past 6 Months
United States Mint	<input type="checkbox"/>
The Morgan Mint	<input type="checkbox"/>
Washington Mint	<input type="checkbox"/>
The Franklin Mint	<input type="checkbox"/>
National Collectors Mint	<input type="checkbox"/>
New York Mint	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

Programming:

- Do not allow “none of the above” to be selected with any other responses.
- Keep same order as Q3.
- If United States Mint selected then ask Q5; otherwise, skip to Q7a.

Q5. To the best of your recollection, what were the major theme(s) or message(s) of the **United States Mint** advertisements about collectable U.S. coins you heard or saw in the past six months?

Programming:

- **Only ask if Q4 for United States Mint is checked**
- **Accept open end response**
- **Do not allow a R to go back to this question after seeing Q6a**

Q6a. To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of the **United States Mint** advertisements about collectable U.S. coins you heard or saw in the past six months?

Select all that apply

United States Mint Advertising Themes	Heard or Saw Ads About
Collectable U.S. coins make a great gift to commemorate that special event – especially for kids and newborns	<input type="radio"/>
Collectable U.S. coins make a unique, personal gift which will be cherished in the future	<input type="radio"/>
You saved the state quarters, now collect the Presidential \$1 coins	<input type="radio"/>
To truly appreciate a coin’s craftsmanship, make sure to buy a collectable proof coin untouched by human hands	<input type="radio"/>
United States Mint products are <i>genuinely worthwhile</i>	<input type="radio"/>
Buying United States Mint coins are a great gift idea	<input type="radio"/>
Coin collecting is fun	<input type="radio"/>
Share the passion of coin collecting with others	<input type="radio"/>
United States Mint is the <u>only</u> source for genuine U.S. collectable coins	<input type="radio"/>
Collectable U.S. coins can be a great gift because they are a keepsake which lasts forever	<input type="radio"/>
Chances are you or someone you love have a passion for coins – a numismatist	<input type="radio"/>
Buy directly from the United States Mint	<input type="radio"/>
None of the above	<input type="radio"/>

Programming:

- **Only ask if Q4 for U.S. Mint is checked**
- **Randomize rows**
- **Do not allow “none of the above” to be selected with any other responses.**

Q6b. Have you ever heard of the term “**numismatist**”?

Yes	No
0	0

Q6c. In general, if you were to hear the term **numismatist** being used to describe someone, would you consider that term to be...?

	Highly Unfavorable	Somewhat Unfavorable	Neutral (Neither Favorable or Unfavorable)	Somewhat Favorable	Highly Favorable
Numismatist	1	2	3	4	5

Programming:

Q7a. In the next 12 months, how likely or unlikely would you be to consider **collectable U.S. coins** from the **United States Mint** - either for yourself or as a gift?

Use a scale from "1" to "6" where "1" means "Extremely unlikely to consider collectable U.S. coins from the United States Mint" and "6" means "Extremely likely to consider collectable U.S. coins from the United States Mint."

	Likelihood of Considering Collectable U.S. Coins from the United States Mint					
	Extremely Unlikely			Extremely Likely		
Likelihood of considering collectable U.S. coins from the United States Mint	1	2	3	4	5	6

Q7b. Would you be likely to consider collectable U.S. coins from the **United States Mint ...**

	Yes
For yourself?	<input type="radio"/>
As a gift for another person?	<input type="radio"/>
Both for yourself and as a gift?	<input type="radio"/>

Programming:

- If "4", "5" or "6" then ask Q7b; otherwise, skip to Q8a.

Q8a. Please indicate how familiar you are with each of the companies listed below.

Select one in each row

	Never heard of this company	Only know the name of the company	Know something about the company but have never purchased collectable U.S. coins from them	Purchased collectable U.S. coins from them in the past, but have not bought from them in the past 12 months	Purchased collectable U.S. coins from them in the past 12 months
United States Mint	0	0	0	0	0
The Morgan Mint	0	0	0	0	0
Washington Mint	0	0	0	0	0
The Franklin Mint	0	0	0	0	0
National Collectors Mint	0	0	0	0	0
New York Mint	0	0	0	0	0

Programming:

- Keep same order as Q3
- If U.S. Mint customer show all 5 columns. If SSI and row 1 or 2 not selected in Q3 then do not show 5th column
- If United States Mint row has column 5 checked then ask Q8b; otherwise, skip to Q9

Q8b. In the past 12 months, did you purchase collectable coins from the United States Mint...

	Yes
For yourself?	<input type="radio"/>
As a gift for another person?	<input type="radio"/>
Both for yourself and as a gift?	<input type="radio"/>

Programming:

- **Ask if Q8a row 1 (United States Mint) 5th column is checked (bought from them in the past 12 months)**

Q9. Earlier you indicated you purchased from **[INSERT NAMES OF COMPANIES IN Q8A IN WHICH COLUMN 5 IS CHECKED]**. In the past 12 months, did you [also] purchase any collectable U.S. coins from...

	Yes	No
Coin dealers?	<input type="radio"/>	<input type="radio"/>
Ebay or other Internet auction site?	<input type="radio"/>	<input type="radio"/>
QVC or other shopping channel?	<input type="radio"/>	<input type="radio"/>
Other source (specify) _____	<input type="radio"/>	<input type="radio"/>

Programming:

- Only insert first sentence and the word [also] if any companies in Q8a have the 5th column checked.

Q10. Please indicate how much you agree or disagree with the following statements.

Use a scale of "1" to "6" where "1" means "strongly disagree" and "6" means "strongly agree."

	Strongly Disagree						Strongly Agree					
Collectable (e.g., proof) coins advance my collection beyond only saving coins from circulation	1	2	3	4	5	6						
The best way to appreciate the craftsmanship and beauty of the coin is with a collectable (e.g., proof) coin	1	2	3	4	5	6						
Collectable (e.g., proof) coins are for serious collectors only	1	2	3	4	5	6						
Collectable (e.g., proof) coins are more valuable in the long run than coins in circulation	1	2	3	4	5	6						
The United States Mint is the only genuine source for U.S. currency	1	2	3	4	5	6						
Collectable (e.g., proof) coins make great gifts for holidays or other special occasions (births, birthdays, graduations, etc.)	1	2	3	4	5	6						
When you give a collectable coin (e.g., proof), you will be remembered each time the recipient looks at the gift	1	2	3	4	5	6						
If it is a collectable (e.g., proof) coin, it makes it extra special when given as a gift	1	2	3	4	5	6						

Programming:

- **Randomize levels of statements.**

Q11. To the best of your knowledge, what coins does the United States Mint currently offer?

Programming:

- **Accept open end response**
- **Do not allow a R to go back to this question after seeing Q12**

Q12. Please indicate whether or not, to the best of your knowledge, each of the following is currently offered by the **United States Mint**.

Select one in each row

	Currently Offered by United States Mint?		
	Yes	No	Unsure
Annual Coin Sets such as proof sets and uncirculated sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commemorative coins, such as the Bald Eagle commemorative coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual Quarters sets from the United States Mint 50 State Quarters Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presidential Dollar coins featuring each U.S. President	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precious metal coins of platinum, gold or silver such as the American Eagle Silver Proof Coin, American Buffalo 24-karat Gold Proof Coin or First Spouse Gold coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bronze Medals like Dalai Lama or American Red Cross Centennial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First day issue coin covers with coin and cancelled U.S. stamp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Programming:**
- Randomize levels

Q13. Please indicate how seriously you would consider purchasing **collectable U.S coins** from the **United States Mint** in the next 12 months.

Use a scale of "1" to "6" where "1" means "would not consider at all" and "6" means "would seriously consider."

	<div style="display: flex; justify-content: space-between;"> Would Not Consider At All Would Seriously Consider </div>					
	1	2	3	4	5	6
United States Mint collectable coins						

Programming: _____

Q14. What is your gender?

Select one

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

Q15. Which of the following best describes your current employment status?

Select one

Employment Status	
Employed full-time	<input type="radio"/>
Employed part-time	<input type="radio"/>
Retired	<input type="radio"/>
Not employed or student	<input type="radio"/>

Programming:

Q16. Which of the following best describes the highest level of education you completed?

Select one

Education Level	
Grade school	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, but no degree	<input type="radio"/>
Vocational training or 2-year college	<input type="radio"/>
4-year college graduate	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

Q17. What is your marital status?

Select one

Marital Status	
Single	<input type="radio"/>
Married or living together	<input type="radio"/>
Divorced or separated	<input type="radio"/>
Widowed	<input type="radio"/>

Programming:

Q18. Do you have any children under age 18 currently living in your household?

Select one

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

Programming:

- If “yes” then ask Q19; otherwise, skip to Q20

Q19. How many children under age 18 do you have currently living in your household?

Type in a number

Number of Children
<input type="text"/>

Q20. Do you have any grandchildren under age 18?

Select one

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

Programming:

- If “yes” in Q20 then ask Q21; otherwise, skip to Q22

Q21. How many grandchildren under age 18 do you have?

Type in a number

Number of Grandchildren Under Age 18

Q22. Are you Hispanic or Latino?

Select one

Yes	No
o	o

Q23. Do you consider yourself to be...

Select all that apply

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

Programming:

Q24. Which of the following categories best describes your total annual household income, before taxes, in 2007? Your best estimate is fine.

Select one

2007 Household Income	
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 to \$124,999	<input type="radio"/>
\$125,000 to \$149,999	<input type="radio"/>
\$150,000 to \$174,999	<input type="radio"/>
\$175,000 to \$199,999	<input type="radio"/>
\$200,000 or more	<input type="radio"/>

Q25. Do you consider the area in which you live to be...

Select one

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

Q26. What is your Zip Code?

Thank you very much for your participation in this research!

_____ **Programming:**