

the Office of Management and Budget. The valid OMB control number is 1525-0012-xx.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

Sa. CENSUS DIVISION: (Code from fone file)

- 1 New England
 - 2 Middle Atlantic
 - 3 East North Central
 - 4 West North Central
 - 5 South Atlantic
 - 6 East South Central
 - 7 West South Central
 - 8 Mountain
 - 9 Pacific
- ____()

Sb. DENSITY VARIABLE: (Code from fone file)

- 1 Urban
 - 2 Suburban
 - 3 Rural
- ____()

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey with customers of the US Mint. May I please speak to XXX?

(READ:) This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval.

(If necessary, READ:) The valid OMB control number for this survey is XXXXXX.

- 1 Yes, respondent available - **(Continue)**
 - 7 Respondent not available/
Not a good time - **(Set time to call back)**
 - 8 (Soft Refusal)
 - 9 (Hard Refusal) - **(Thank, Terminate, and Tally)** _____()
-
-

S1. Today we are talking with customers of the US Mint who have recently purchased an American Buffalo Celebration Coin. According to our records, you purchased a coin. Do you recall purchasing the coin?

- 1 yes, continue
- 2 no, (ask if someone else in household purchased the coin and continue)
- 3 Don't know - terminate
- Refused - terminate

1. Thinking about the American Buffalo 2008 Celebration coin that you purchased, how satisfied overall are you with the product? Please use a five-point scale, where 5 means you are extremely satisfied and 1 means you are not at all satisfied. You may use any number between 1 and 5 for your rating.

- 5 Extremely satisfied
- 4
- 3
- 2
- 1 Not at all satisfied
- 8 (DK)
- 9 (Refused)

2. If you wanted another collector coin at some point in the future, how likely would you be

to purchase a coin through the US Mint again?
Please use a five-point scale, where 5 means
you are extremely likely and 1 means you are
not at all likely. You may use any number
from 1 to 5.

5 Extremely likely

4

3

2

1 Not at all likely

8 (DK)

9 (Refused)

_____ (1107)

3. If a friend or a colleague wanted to purchase a collector coin, how likely would you be to recommend the US Mint to them? Please use a five-point scale, where 5 means you are extremely likely and 1 means you are not at all likely. You may use any number from 1 to 5.

5 Extremely likely
4
3
2
1 Not at all likely

8 (DK)
9 (Refused)
_____(1108)

MARKETING INFORMATION

4. Prior to purchasing the American Buffalo 2008 Celebration Coin, had you ever purchased another product or coin from the US Mint?

1. Yes
2. No
8. Don't Know
9. Refused

- 4A. If yes in Q4 ask:** Over the years, approximately how many other products or coins have you purchased from the US Mint?
01-995 _____ (Enter Number)

998. Don't know
999. Refused

- 4B. If yes in Q4 ask:** Have you ever purchased US collectable coins from somewhere other than the US Mint?

1. Yes
2. No
8. Don't Know
9. Refused

Now thinking specifically about the American Buffalo 2008 Celebration Coin that you purchased, I'd like to ask you some questions about where you heard about the coin.

5. Where did you **FIRST** hear about the coin? Did you **FIRST** hear about the coin, in a magazine or periodical, a newspaper, on the internet, through a mailer or Mint Catalog, word of mouth, at a Mint kiosk or somewhere else?

- A. Magazine or periodical
- B. Newspaper
- C. Internet
- D. Mailer
- E. Mint Catalog
- F. Word of mouth
- G. At a Mint kiosk
- H. Other, please specify _____

6. **If code 1-4 in Q5 ask:** Did you first hear or read about the American Buffalo 2008 Celebration Coin in an informational article, advertisement or someplace else?

- 1 informational article
- 2 advertisements
- 3 some place else

- 98 Don't Know
- 99 Refused

If code 1-2 in Q5 ASK

7. Do you remember the name of the newspaper or magazine where you first heard about the Coin? **OPEN-END AND CODE**

- 01 US Mint Spring Catalog
- 02 US Mint Summer Catalog (depending when survey fields)
- 03 US Mint Online Catalog
- 04 US Mint Coins Online Magazine
- 05 Sing Tao East
- 06 Sing Tao Los Angeles
- 07 Sing Tao San Francisco
- 05 Chinese Daily News
- 06 Asian Week
- 07 Vietnam Daily News
- 08 Nguoi Viet Daily News
- 09 Filipino Reporter
- 10 Balita
- 11 Korea Times
- 12 Korean Central Daily News
- 13 India Abroad
- 14 India Tribune
- 15 Asian Reporter
- 16 Seattle Chinese Post
- 17 NW Asian Weekly
- 18 Koream
- 19 Filipinas
- 20 Rivaaj
- 21 San Francisco Examiner
- 22 Investors Business Daily
- 23 New York Post
- 24 Washington Express
- 25 Numismatic News
- 26 Coin World
- 27 OTHER

IF Q6=2 CONTINUE, ELSE SKIP TO Q11

8. In thinking about the advertisement(s) that you recall, what caught your attention first, if anything? **(READ AND ROTATE A-G)**

1. Yes
2. No
98. Don't Know
99. Refused

- A. Description of coin
- B. Picture of coin
- C. That you could buy the coin directly from the US Mint
- D. The cost of the coin
- E. The value of the coin
- F. The uniqueness of the coin
- G. The limited availability of the coin

10. Since first finding out about the coin, have you seen or heard about the coin from any other sources? **OPEN ENDED**

(Repeat list from #5?)

11. In general if you are looking to buy collectable coins, where would you go to look for information about them **(READ AND ROTATE 1-6)**?

1. Magazine or periodicals
2. Newspaper
3. Internet
4. Mailer
5. A Mint kiosk
6. Talk to a friend
7. Other, please specify _____

DISTRIBUTION CHANNEL

12. Can you tell me how you purchased your coin? Was it **(READ AND ROTATE A-D)**

- A. On the Mint website
- B. At a Mint kiosk
- C. Called 1-800-USA-MINT
- D. Mail order through Mint Catalog

13. How likely would you be to use this method again if you decided to buy another coin in the future? Please use a scale of '1' to '5' where '5' is extremely likely and '1' is not at all unlikely

5 Extremely likely
4
3
2
1 Not at all likely

98 (DK)
99 (Refused)
_____ (1108)

14. What would be your preferred method of buying a coin like this? **OPEN END AND CODE**

- A. On the Mint website
- B. At a Mint kiosk
- C. Call 1-800-USA-MINT
- D. Mail order through Mint Catalog
- E. At a shopping mall
- F. At a store

THE PURCHASE PROCESS

Now I'd like to talk with you about when you purchased your American Buffalo Celebration Coin.

15. Now thinking about why you decided to buy this coin, which of the following reasons would you say contributed to your decision to buy the coin. You may say yes to more than one item. (**READ AND ROTATE A-D**):

1. Yes
2. No

8. Don't Know
9. Refused

- A. A new and unique product
- B. As a way to buy some gold
- C. To resell to others
- D. To commemorate an occasion
- E. For your collection

16. Did you purchase this coin for yourself, as a gift for someone else, or for some other reason?

- A. For myself
- B. As a gift for someone else
- C. For some other reason

17. Can you briefly describe the specific occasion or reason for which you purchased the American Buffalo 2008 Celebration Coin? (OPEN END AND CODE)

- 01 Birthday
- 02 Anniversary
- 03 Wedding
- 04 Graduation
- 05 Asian celebration-Chinese/Lunar New Year
- 06 As an investment
- 07 Other

18. During the purchasing process of this American Buffalo 2008 Celebration Coin, did you experience any problems?

1. Yes
2. No
8. Don't Know
9. Refused

IF Q18=1, CONTINUE, ELSE SKIP TO THE READ BEFORE Q22

19. Please give me a brief description of the problem you encountered. **(OPEN ENDED AND CODE)**

20. Did you take any of the following actions as a result of the problem? **READ AND ROTATE A-E**

1. Yes
2. No
8. Don't know
9. Refused

- A. Cancel the purchase
- B. Return the purchase
- C. Speak to a US Mint Representative
- D. Exchange the product for something else
- E. Write a letter to the US Mint

21. Was the problem resolved to your satisfaction?

1. Yes
2. No
8. Don't Know
9. Refused

Next I'm going to ask you a few questions about the coin itself, as well as the packaging and presentation of the coin

22. In thinking about the overall packaging and presentation, how satisfied are you with the packaging and presentation of the coin? Please use a five-point scale, where 5 means you are extremely satisfied and 1 means you are not at all

satisfied. You may use any number between 1 and 5 for your rating.

- 5 Extremely satisfied
- 4
- 3
- 2
- 1 Not at all satisfied

- 8 (DK)
- 9 (Refused)

23. Thinking about the value of the overall product received, using a scale from '1' to '5' where '5' is excellent value and '1' is poor value, how would you rate the value of your purchase?

- 5 Excellent Value
- 4
- 3
- 2
- 1 Poor Value

- 8 (DK)
- 9 (Refused)

____(1101)

24. Do you know if your product came with any of the following items? (**READ AND ROTATE A-E**)

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

- A. Red box
- B. Certificate of Authenticity with the
- C. Director of the Mint Chop Mark
- D. Protective Mylar around the coin
- E. Protective sleeve with embossed printing

25. Before you purchased the American Buffalo Celebration Coin, did you have the opportunity to physically hold or touch the coin?
?

1. Yes
2. No
8. Don't Know
9. Refused

IF Q25=1 CONTINUE, ELSE SKIP TO Q27

26. Thinking about where you saw that coin please answer yes or no to each of the following.

1. Yes
2. No
8. Don't Know
9. Refused

1. Someone you know had one
2. You saw the coin on display

27. When you received the coin, was the coin better, worse or the same as you expected. Please use a scale from '1' to '5' where '5' is the coin was much better than you expected, '3' is the coin is exactly what expected and '1' is the coin was much worse than you expected.

- | | |
|---|----------------------------------|
| 5 | Much better than what I expected |
| 4 | |
| 3 | Exactly what I expected it to be |
| 2 | |
| 1 | Much worse than what I expected |

- | | |
|----|-----------|
| 98 | (DK) |
| 99 | (Refused) |

_____(1101)

YOUR PURCHASE BEHAVIOR

Now I'd like to ask you some questions about how you make your purchase decisions for collectable coins in dollar amounts of this size.

28. For each of the following statements, please tell me how much you agree or disagree with each. Please use a scale from '1' to '5' where '5' is strongly agree and '1' is strongly disagree.

- | | |
|---|----------------|
| 5 | Strongly agree |
| 4 | |
| 3 | |

2
1 Strongly Disagree

98 (DK)
99 (Refused)

_____(1101)

- A. I plan my purchases of this monetary value based on the products featured in the catalog that I see
- B. I like to think about purchases of this size for awhile before making them.
- C. This coin is mostly an investment opportunity for me and my family.
- D. I like to physically see a product of this monetary value before I buy it.
- E. I like to buy coins as gifts for others.

DEMOGRAPHICS

D1. Please tell me your age. (Open ended **and code actual age**)

00 (Refused)

18-
98

99 99+

(2701) (2702)

D2. How many adults, age 18 or older, currently reside in your household? Please do not count students living away from home or boarders. (Open ended **and code actual number**)

- 0 None
- 1-6
- 7 7 or more
- 8 (DK)
- 9 (Refused)
- _____ ()

D3. Are there any children living in your household under 18 years of age?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2703)

D4. ETHNICITY: Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- 1 Yes, Hispanic or Latino origin or descent
- 2 No not of Hispanic or Latino origin or descent
- 3 (DK)
- 4 (Refused)
- _____ ()

D5: Which of these groups best describes your racial background? (Read 06-09, 11-12)? (Allow five responses)

- 01 OR, some other racial group (list)
- 02 (DK) (Skip to D7a)
- 03 (Refused) (Skip to D7a)
- 04 HOLD
- 05 HOLD
- 06 White
- 07 Black or African-American

- 08 Asian (includes Chinese,
Filipino, Japanese,
Asian Indian, Korean,
Vietnamese, other Asian)
- 09 American Indian or Alaskan Native
- 10 (Hispanic) - **(Probe:)** I'm sorry,
Hispanic is not a race,
are you **(reread 06-09,**
11-12 and CONFIRM D4=1)?
- 11 Native Hawaiian
- 12 Other Pacific Islander

1st _____

Resp: (1623) (1624)

2nd _____

Resp: (1751) (1752)

3rd _____

Resp: (1753) (1754)

4th _____

Resp: (1473) (1474)

5th _____

Resp: (1475) (1476)

(If code 10 in D5, Continue;
Otherwise, Skip to D7)

D6. Do you consider yourself to be Chinese, Japanese, Filipino, Korean, Indian, Vietnamese, or of other Asian background?

- 1 Chinese
- 2 Japanese
- 3 Filipino
- 4 Korean
- 5 Indian
- 6 Vietnamese
- 7 Other Asian background

- 8 (DK)
- 9 (Refused)
- _____()

D7. Do you speak mostly English or mostly another language at home?

- 1 English
- 2 Another language
- 3 (DK)
- 4 (Refused)
- _____()

IF D7=2 CONTINUE, ELSE SKIP TO D9

D8. Can you tell me what language that is? **(OPEN ENDED)**

D9. What is the highest level of education you have completed? (Open ended and code)

- 1 Less than high school graduate (0-11)
- 2 High school graduate (12)
- 3 Some college
- 4 Trade/Technical/Vocational training
- 5 College graduate
- 6 Postgraduate work/Degree

- 8 (DK)
- 9 (Refused)
- _____()

(DEMOGRAPHICS CONTINUED)

D10. What is your current marital status? (**Read 1-6**)

- 1 Married
- 2 Living with a partner
- 3 Separated
- 4 Divorced
- 5 Widowed
- 6 Never married

- 8 (DK)
- 9 (Refused)
- _____ (2714)

D11. Which of the following best describes your current employment status? (**Read 1-6**)

- 1 Employed full-time
- 2 Employed part-time, but not a full-time student
- 3 A full-time student
- 4 Retired
- 5 A homemaker
- 6 Not employed

- 8 (DK)
- 9 (Refused)
- _____ (2715)

D12. Is your total annual household income, before taxes, over or under \$35,000?

(If Under, ask:) Is it over or under \$25,000?

(If Under, ask:) Is it over or under \$5,000?

(If Over, ask:) Is it over or under \$50,000?

(If Over, ask:) Is it over or under \$75,000?

(If Over, ask:) Is it over or under \$100,000?

(If Over, ask:) Is it over or under
\$150,000?

(If Over, ask:) Is it over or under
\$200,000?

- 00 Under \$5,000
- 01 \$5,000 to \$24,999
- 02 \$25,000 to \$34,999
- 03 \$35,000 to \$49,999
- 04 \$50,000 to \$74,999
- 05 \$75,000 to \$99,999
- 06 \$100,000 to \$149,999
- 07 \$150,000 to \$199,999
- 08 \$200,000 or more

- 98 (DK)
- 99 (Refused)

D13. GENDER: **(Code only; Do NOT ask)**

- 1 Male
- 2 Female

_____()