

WEB

FIRST DRAFT- December 22, 2008
(Columns are ABSOLUTE)

Project Registration # N TRANSLATIONS
U.S. MINT
City Center: Government Y PANEL SAMPLE
UHR Coin Panel Survey
Simon/Bechtolt X SURVEY DESIGN: Tara McGhee

December, 2008 n=2,500

I.D.#: _____(1-6)

**AREA CODE AND TELEPHONE NUMBER:

_____ (1161 - 1170)

**INTERVIEW TIME:

_____ (1716 - 1721)

INSERT WEB INTRO HERE

(OMB READ:)

Hello, this is _____, calling from The Gallup Poll.

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous. This interview has been approved by 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

S1. Have you ever purchased a collector coin, that is a coin not purchased for circulation or to spend?

1 Yes - (continue)

- 2 No (Continue)
- 3 (DK) (Continue)
- 4 (Refused) (Continue) _____(1065)

S2. Have you ever purchased a collector coin from the U.S. Mint? Please do not include any coins you have purchased from another coin seller such as the Franklin Mint, or on sites such as E-bay.

- 1 Yes - (Thank, Terminate, and Tally)
- 2 No (Continue)
- 3 (DK) (Continue)
- 4 (Refused) (Continue) _____(1065)

S3. To ensure that we include people of all income categories, can you please tell me into which of the following annual income categories for 2008 your total household falls?

- 01 Under \$50,000 - (Thank, Terminate, and Tally)
- 02 \$50,000 to \$99,999 - (Thank, Terminate, and Tally)
- 03 \$100,000 to \$149,999 - (Continue), n=1,000
- 05 \$150,000 to \$199,999 - (Continue), n=800
- 06 \$200,000 or more - (Continue), n=700
- 07 (DK) - (Thank, Terminate, and Tally)
- 08 (Refused) - (Thank, Terminate, and Tally)

S4. Using a scale from one-to-five, where 5 is completely describes you and 1 is does not describe you at all, please tell me how much you agree or disagree with each of the following statements describes you. How about (read A-E).

- 5 Completely describes
- 4
- 3
- 2
- 1 Does not describe at all

- 6 (DK)
- 7 (Refused)
(2585)

A. I am an art enthusiast

- B. I have purchased jewelry or watches costing \$500 or more in the past 12 months

- C. I am very interested in American history

- D. I have purchased art costing \$500 or more in the past year

- E. I am a season ticket holder to cultural events such as the opera, ballet, or symphony

- F. I have purchased a gift for a client or associate costing \$500 or more in the past year

if code 4 or 5 to at least one in S4 continue; otherwise Thank, Terminate and Tally)

(INSERT UHR DESCRIPTION TEXT HERE) TEXT TO INCLUDE EXTENSIVE HISTORICAL DESCRIPTION OF THE COIN, NEED GENERAL DOLLAR FIGURE

1. After reading a description of the coin, how interested would you be in purchasing the coin?

- 5 extremely interested
- 4
- 3
- 2
- 1 Not at all interested

- 6 (DK)
- 7 (Refused)
- (2585)

2. Which of the following features are of most interest to you? Rate each on a scale of 1 to 5.

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

- 6 (DK)
- 7 Refused)
- (2585)

- A. Coin is available only in 2009
- B. Historical story involving President Teddy Roosevelt
- C. St. Gaudens, the renowned artist, designed the coin
- D. The coin is 24K gold
- E. The coin is made uniquely, unlike any other coin ever made

3. Please tell me how interested you would be in purchasing one of these coins for the following reasons/occasions **(show A-G)**.

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

- 6 (DK)
- 7 (Refused)
- (2585)

- A. As an item for yourself
- B. As a gift for a special occasion such as a graduation present, a birthday present or family member
- C. As an investment
- D. As a client gift
- E. As an employee gift
- F. Make jewelry out of it
- G. Another purpose, please specify _____

4a. **(If code 4 or 5 in #3D or #3E ask:)**What types of executive gifts would this coin gift replace? (check all that apply)

- a. Gift certificate
- b. Crystal art piece (i.e. vase, stature, sculpture)
- c. Customize award
- d. Other (list)_____

4b. **(If code 4 or 5 in #3-B ask:)** For whom might you be interested in purchasing this as a special occasion gift?_(check all that apply)

- a. Child under age 18
- b. Child 18 or older
- c. Grandchild
- d. Spouse
- e. Friend
- f. Other (list)

4c. **(If code 4 or 5 in #3-B ask:)** What would that special occasion be?_(check all that apply)

- a. Birthday
- b. Graduation
- c. New job
- d. Birth of a child
- e. Anniversary
- f. Holiday gift (i.e. Xmas, etc.)
- g. Other (list)_____

(if code 3-5 to any in #1 continue, otherwise skip to #6)

5. To what extent is each of the following a reason that you would be interested in purchasing the coin. **(read and rotate A-E)**

- 5 Most important reason
- 4
- 3
- 2
- 1 Not a reason at all
- 6 (DK)

7 (Refused)
(2585)

- A. It is a piece of art
- B. For its historical value
- C. To be the first amongst your friends to have one
- D. It is just really beautiful
- E. For collector value

(SHOW PICTURES OF THE COIN)

6. Now that you have seen the coin, how interested would you be in purchasing the coin?

5 extremely interested
4
3
2
1 Not at all interested

6 (DK)
8 (Refused)
(2585)

IF Q3A, Q3C, Q3F = 3-5, Continue, else skip to DEMOS

7. Which of the following might you yourself be interested in doing with the coin?

5 Extremely likely
4
3
2
1 Not at all likely

6 (DK)
7 (Refused)
(2585)

- a. Display it on a table or shelf at home where people could see it
- b. Keep it locked in the safe

- c. Display it in your office
- d. Make it into a piece of jewelry
- e. Have it framed on the wall
- f. Other (list)_____

DEMOGRAPHICS

The survey is almost over. We have a few last questions to ask you.

D1. What magazines do you subscribe to?

Open end and code _____(2720)

D2. In general where do you get your news from? **(Read and rotate 06-11) (Allow three responses)**

- 01 Other (list)
- 97 (DK)
- 98 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Magazine or periodical
- 07 Newspaper
- 08 The Internet
- 09 Television
- 10 Radio

_____	1st	_____	_____
	Resp:	()	()
_____	2nd	_____	_____
	Resp:	()	()
_____	3rd	_____	_____
() ()	Resp:		

D3. What would be your preferred method of buying a coin like this? (Open ended and code)

- 01 Other (list)
- 97 (DK)
- 98 (Refused)
- 04 HOLD
- 05 HOLD

- 06 On the Mint Web site
- 07 At a Mint kiosk
- 08 Call 1-800-USA-MINT
- 09 Mail order through a Mint Catalog
- 10 At a shopping mall
- 11 At a store
- 12 On the Internet

() ()

[Deleted Note]

INTERVIEWER I.D. #:
_____(1571- 1574)

REVISIONS

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US Mint Pilot Market AD TEST #1 0806