

## U.S. Mint Spend Trajectory Research Discussion Guide

### I. INTRODUCTION

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- Ground Rules: Audio-taping, responses secured, candor, etc.
- Background & Objectives: The purpose of today's discussion is to understand why you have decreased your purchases with the U.S. Mint or stopped purchasing

### II. PURCHASE HISTORY

First we're going to ask you about purchases that you made with the U.S. Mint several years ago. Please first think about that time period and then we'll ask you about more recent years.

**IF SAMPLE IS 2005-2007 THEN ASK:** Thinking back 5-10 years, what products did you purchase from the United States Mint?

**IF SAMPLE IS 2008-2010 THEN ASK:** Thinking back 5 years, what products did you purchase from the United States Mint?

A. **Annual Sets** such as the Clad proof full set, Clad proof quarters set or uncirculated set? **Please do not include the silver sets.**

B. **Gold coins** such as the American Buffalo or American Eagle Gold Coins?

C. **Silver coins** such as silver proof full set or silver proof quarters set or American Eagle Silver Coins?

D. Gold, Silver, or Clad **Commemorative Coins**?

E. Other United States Mint Products?

- Approximately, how much did you spend 5-10 years ago/5 years ago?
- And to confirm, in the past 2 years, you spent less/stopped buying/spent more? **Probe** in detail the circumstances around this change

### **Reasons for spending less/stopped buying**

<b>Lack of Interest</b>	
1	I am just not interested in buying the types of products the United States Mint sells
2	I was only interested in one specific product (and not interested in any others that the United States Mint sells)
<b>Poor Communications</b>	
3	I didn't really have a good understanding of the different products offered by the United States Mint and which ones would be best to purchase
4	I was not made aware of new products that were introduced
5	Poor communications from the United States Mint regarding product release dates
<b>Poor Product Availability/Access</b>	
6	United States Mint discontinued products I wanted to buy
7	I had difficulty getting access to products I wanted to buy (e.g., products were sold out too quickly, etc.)
8	United States Mint started offering too few products
9	United States Mint started offering too many different products
10	I want to be able to see the products before I order them
<b>Poor Product Quality</b>	
11	My products arrived damaged
12	Poor quality of product packaging
13	Poor quality of external (shipping) package
<b>No Longer Give as Gifts</b>	
14	My purchases were for gifts (and I no longer wish to give these items as gifts)
15	My purchases were for gifts (and the U.S. Mint discontinued the items I gave)
<b>Spending</b>	
16	I felt I was spending too much on coins
17	The amount of money I am able to devote to coin collecting decreased
18	Prices are too high
<b>Poor Service or Problems</b>	
19	Ordering process was too difficult
20	Poor United States Mint customer service
21	I had problems with shipping
22	There were problems with my order(s)
<b>Other Sources</b>	
23	I prefer to buy United States Mint products from other sources (coin shops, etc.)
24	Other (specify)

**Probe if customer says coins are more expensive:** Is it value or price? That is, they can't afford the products because disposable income is less or the coins are not worth the value? If the coins are not worth the value is it that the quality is worse or the secondary market is worse?

### **Reasons for spending more**

**Increased Interest**

1	I am more interested in buying the types of products the United States Mint sells
2	I am becoming/have become a more serious collector
	<b>Better Communications</b>
3	I have a better understanding of the different products offered by the United States Mint and which ones would be best to purchase
4	I was made aware of new products that were introduced (that is, sent catalogs, product announcements)
5	Better communications from the United States Mint regarding product release dates
	<b>Good Product Availability/Access</b>
6	United States Mint brought back discontinued products I wanted to buy
7	I had an easier time getting access to products I wanted to buy
8	United States Mint started offering new products
	<b>Better Product Quality</b>
9	Improved product packaging
10	Improved delivery options
	<b>Gift-giving</b>
11	I started buying coins/sets as gifts
12	I started collecting for others and will give as a gift at a later time
	<b>Spending</b>
13	The amount of money I am able to devote to coin collecting has increased
14	Prices are too high
	<b>Good Service</b>
15	Ordering process is easier
16	Better United States Mint customer service
	<b>Other</b>
17	I like the coin designs better
18	Other (specify)

**III. WIN-BACK OPPORTUNITIES**

- Are there any actions the U.S. Mint could undertake to win you back?  
 First ask open end and then ask appeal of items listed below

Sent you a catalog
Sent you information to help you better understand the different types of products they offer
Offered free shipping
Offered products at the same time each year (e.g., certain coins in January, other coins in February, etc.)
Sold their products at a nationally well-known retailer
Offered a subscription program to automatically order the next in the series of a previously purchased product
Provided discounts on volume purchases (e.g., \$10 off purchase of \$100)
Bring back old products (such as the Premier set)
Commemoratives on various topics such as the military (this is from the ppt. we definitely have lots of military-themed commemoratives)
Open sell windows so that anyone who wants a product can get it during the month-long sell window
Make coins with interesting mint marks
Make coins with interesting finishes
The ordering process or website are improved
Offered sets for kids <b>Probe:</b> what specifically are you looking for in a kid set

**IV. MISCELLANY & WRAP-UP**

- Confirm honorarium information