



United States Mint Research

Spend Trajectory

March 15, 2013

Note to reader/Programmer:

Bold lines in between questions signify page/screen breaks.

All questions are asked of ALL unless otherwise specified.

Insertions will be in brackets.

Do not display section headers.

Do not display level letters/numbering.

INTRODUCTION:

Welcome to the United States Mint's survey.

This survey is designed to help the United States Mint understand how it can improve the products and services it provides. 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.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 15 minutes of your time.

It is National Analysts' policy to keep all interview answers including any personal information anonymous and not share this data with other entities except in certain conditions. National Analysts will only entrust survey data with other entities when: 1) the participant gives explicit permission to release this data, or 2) the data is shared with an entity who agrees in writing that the data will not be shared outside the entity and that the data will be used for research purposes only, or 3) the release of this data is required by law.

You will not be contacted for sales purposes as a result of participating in this survey.

For further information on National Analysts' privacy policy, you can view our website at www.nationalanalysts.com/privacy/domestic-global.asp

If you have any questions or problems while completing the survey, please send an email to [NAME] at info848@nationalanalysts.com, or call weekdays from 9:00 AM to 5:00 PM EST at 1-800-342-9102 x (XXXX).

Please click the Forward button to continue.

To begin, we will first take a few moments to familiarize you with our survey:

- If you do not know an exact answer, then please give your best estimate.
- You may close the survey window and take a break. When you re-enter the survey, the survey will return to the last screen you saw before closing the survey.
- Please click the Forward button to begin.

SCREENING CRITERIA

Section S: Screening Criteria

S-1 First we need to ask a few introductory questions for classification purposes. Do you or does someone in your household or immediate family work...

Please select one answer for each row.

		Yes	No
1	For a market research firm or marketing research department of a company?	o	o
2	For an advertising, sales promotion, or public relations firm?	o	o
3	For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	o	o
4	As a journalist/freelance writer?	o	o

PROGRAMMING: Send to termination screen if any row is "Yes".

S-2 What is your age in years?

Age (in years)

PROGRAMMING: Send to termination screen if <18 or >120.

S-3 What is your gender?

1	Male	o
2	Female	o

S-4 Have you ever purchased any coins or other merchandise **directly** from the United States Mint?

1	Yes	o
2	No	o

PROGRAMMING: Send to termination screen if "No".

S-5 When was the **very first time** that you ever purchased coins or other merchandise **directly** from the United States Mint?

First time purchased coins directly from United States Mint		
1	Within the past year (2012 or later)	<input type="radio"/>
2	2-5 years ago (2008-2011)	<input type="radio"/>
3	6-8 years ago (2005-2007)	<input type="radio"/>
4	9 or more years ago (2004 or earlier)	<input type="radio"/>

PROGRAMMING: Terminate at end of screener if “Within the past year”

S-6 To the best of your recollection, how many **separate orders** did you place with the United States Mint since your first purchase?

Additional Orders with the U.S. Mint		
1	Zero. I have not placed any additional orders.	<input type="radio"/>
2	1-2	<input type="radio"/>
3	3-5	<input type="radio"/>
4	6 or more	<input type="radio"/>

PROGRAMMING: Send to termination screen if S-5 = “9 or more years ago” AND S-6 = “Zero”

S-7 And when was your **most recent** purchase from the United States Mint?

PROGRAMMING:

Hide levels higher than S-5 selection (e.g., if level 3 selected in S-5, only show levels 1, 2, and 3)

Skip S-7 if S-5 is "Within the past year"

Skip S-7 if S-6 is "Zero"

Most Recent Purchase from United States Mint		
1	Within the past year (2012 or later)	<input type="radio"/>
2	2-5 years ago (2008-2011)	<input type="radio"/>
3	6-8 years ago (2005-2007)	<input type="radio"/>
4	9 or more years ago (2004 or earlier)	<input type="radio"/>

PROGRAMMING: Send to termination screen if "9 or more years ago"

Sample assignment:

IF S-5 = "2-5 years ago" THEN Time Period = 2008-2010

IF S-5 = "6-8 years ago" THEN Time Period = 2005-2007

IF S-5 = "9 or more years ago" THEN Time Period = 2005-2007

PROGRAMMING:

Ask S-8a/S-9a if S-5 is "Within the past year" (but skip S-8b/S-9b)

Else ask S-8b/S-9b

S-8a Which of the following items, if any, have you purchased **directly** from the United States Mint?

		Purchased	Did Not Purchase
A	Annual Sets such as the Clad proof full set, Clad proof quarters set or uncirculated set Please do not include the silver sets.	<input type="radio"/>	<input type="radio"/>
B	Gold coins such as the American Buffalo or American Eagle Gold Coins	<input type="radio"/>	<input type="radio"/>
C	Silver coins such as silver proof full set or silver proof quarters set or American Eagle Silver Coins	<input type="radio"/>	<input type="radio"/>
D	Gold, Silver, or Clad Commemorative Coins	<input type="radio"/>	<input type="radio"/>
E	Other United States Mint products	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Do not randomize.

PROGRAMMING: Dynamically display S-9a when all rows answered.

PROGRAMMING: If 'Did not purchase' selected for all rows in S-8a, force S-9a to "\$0" and do not show question

S-9a Approximately, how much have you spent purchasing United States Mint products?

[**PROGRAMMING:** force answer; show "\$" at beginning of blank; Range = \$0 - \$999,999,999]

Reviewer's Note: S-8a/S-9a are asked among new customers only, rather than terminating them abruptly. The new customers should not be part of the survey sample, and are terminated at the end of the screener.

S-8b Thinking back [**PROGRAMMING:** if S-7 = 4 (9+ years), insert “about 10 years ago”; if S-7 = 2 OR 3, insert “to” and answer from S-7 inside of parentheses (e.g., for level B, show “to 2008-2011”)], which of the following items, if any, did you purchase from the United States Mint? Please consider all purchases you made **directly** from the U.S. Mint [**PROGRAMMING:** if S-7 = 4 (9+ years), insert “in a typical year”; if S-7 = 2 OR 3, insert “in these years”].

		Purchased	Did Not Purchase
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	○	○

PROGRAMMING: Do not randomize.

PROGRAMMING: Dynamically display S-9b when all rows answered.

PROGRAMMING: If ‘Did not purchase’ selected for all rows in S-8b, force S-9b to “\$0” and do not show question

S-9b Approximately, how much did you spend on United States Mint products in a typical year [**PROGRAMMING:** if S-7 = 4 (9+ years), insert “about 10 years ago”; if S-7 = 2 OR 3, insert “between” and answer from S-7 inside of parentheses (e.g., for level B, show “between 2008-2011”)]?

[**PROGRAMMING:** force answer; show “\$” at beginning of blank; Range = \$0 - \$999,999,999]

PROGRAMMING: Skip S-10/S-11 if S-6 is “Zero”; Skip if S-5 = S-7; Skip if S-5 is “Within the past year”

S-10 Earlier you mentioned that you most recently purchased from United States Mint [PROGRAMMING: insert answer from S-7 without parentheses (e.g., for level B, show “2-5 years ago”)]. Which of the following items, if any, did you purchase **throughout the rest of the year** that you made any purchases? Please consider all purchases you made **directly** from the U.S. Mint **throughout the year**.

		Purchased	Did Not Purchase
A	Annual Sets such as the Clad proof full set, Clad proof quarters set or uncirculated set Please do not include the silver sets.	o	o
B	Gold coins such as the American Buffalo or American Eagle Gold Coins	o	o
C	Silver coins such as silver proof full set or silver proof quarters set or American Eagle Silver Coins	o	o
D	Gold, Silver, or Clad Commemorative Coins	o	o
E	Other United States Mint products	o	o

PROGRAMMING: Do not randomize.

PROGRAMMING: Dynamically display S-11 when all rows answered.

PROGRAMMING: If ‘Did not purchase’ selected for all rows in S-10, force S-11 to “\$0” and do not show question

S-11 Approximately, how much did you spend on United States Mint products throughout that year?

[PROGRAMMING: force answer; show “\$” at beginning of blank; Range = \$0 - \$999,999,999]

TERMINATION SCREEN (DISPLAY BELOW)

Based on what you know about the United States Mint, what are your impressions?

[PROGRAMMING: Open-ended text box. Do not force response.]

Thank you very much for taking the time to complete this survey. Your feedback is very important to the United States Mint and greatly appreciated!

PROGRAMMING: Sampling Cells

Time Period	
1	2005-2007
2	2008-2010
Product Type	
1	Annual Sets (AS)
2	Precious Metals (PM)
3	Miscellany (M)
4	Annual Sets + Precious Metals
5	Annual Sets + Miscellany
6	Precious Metals + Miscellany
7	Annual Sets + Precious Metals + Miscellany (ALL)
Spend Level	
1	High Spend
2	Low Spend
Spend Trajectory	
1	More/Same
2	Less
3	Stopped

Time Period: Defined after S-7

Product Type:

IF S-8 = A and NOT (B, C, D OR E) THEN Product Type = 1 (AS)
IF S-8 = B OR C and NOT (A, D OR E) THEN Product Type = 2 (PM)
IF S-8 = D OR E and NOT (A, B, OR C) THEN Product Type = 3 (M)
IF S-8 = A and (B OR C) and NOT (D OR E) THEN Product Type = 4 (AS/PM)
IF S-8 = A and (D OR E) and NOT (B OR C) THEN Product Type = 5 (AS/M)
IF S-8 = (B OR C) and (D OR E) and NOT A THEN Product Type = 6 (PM/M)
IF S-8 = A and (B OR C) and (D OR E) THEN Product Type = 7 (ALL)

Spend Level:

If Product Type = 2, 4, 6 OR 7 THEN Spend Level = 1 (High)
ELSE
IF S-9 >= \$500 THEN Spend Level = 1 (High)
IF S-9 < \$500 THEN Spend Level = 2 (Low)

Spend Trajectory:

If S-7 NOT EQUAL 1 THEN Spend Trajectory = 3 (Stopped)
ELSE
If S-6 = "Zero" THEN Spend Trajectory = 3 (Stopped)
If S-9 <= S-11 THEN Spend Trajectory = 1 (More/Same)
If S-9 > S-11 THEN Spend Trajectory = 2 (Less)

Reviewer's Note: Spend Trajectory classification based on comparison of respondents' initial and most recent spend.

Q-1 **Overall**, how satisfied [**PROGRAMMING**: if Spend Trajectory = 1 (More/Same) OR 2 (Less) insert “are you”; if Spend Trajectory = 3 (Stopped) insert “have you been”] with the purchases you have made [**PROGRAMMING**: if Spend Trajectory = 1 (More/Same) OR 2 (Less) insert “**most recently**”] from the United States Mint?

	Extremely Satisfied					Not At All Satisfied
	1	2	3	4	5	6
Overall satisfaction	0	0	0	0	0	0

Q-2a **Overall**, how likely are you to consider purchasing coins or other merchandise from the United States Mint **over the next 12 months**?

	Not At All Likely			Extremely Likely		
	1	2	3	4	5	6
Likelihood to purchase	0	0	0	0	0	0

PROGRAMMING: Dynamically display Q-2b when Q-2a answered.

Q-2b How much do you anticipate spending on United States Mint products **over the next 12 months**?

[**PROGRAMMING**: force answer; show “\$” at beginning of blank; Range = \$0 - \$999,999,999]

Q-3a Based on your experience purchasing coins or other merchandise from the United States Mint, how likely are you to recommend United States Mint products to someone else?

	Not At All Likely					Extremely Likely				
	1	2	3	4	5	6	7	8	9	10
Likelihood to recommend to someone else	0	0	0	0	0	0	0	0	0	0

PROGRAMMING: Dynamically display Q-3b when Q-3a answered.

Q-3b Please tell us your reasons for giving this rating.

[**PROGRAMMING**: Open-end, do not force response]

Q-4 Thinking back [**PROGRAMMING:** if S-7 = 4 (9+ years), insert “about 10 years ago”; if S-7 = 2 OR 3, insert “to” and answer from S-7 inside of parentheses (e.g., for level B, show “to 2008-2011”)], to what extent did each of the following items play a role in your decision to purchase coins or other merchandise from the United States Mint **at that time**?

Rate each item from 1-6, where 1 means “Did Not Play a Role At All” and 6 means “Played a Very Substantial Role.”

	Did Not Play a Role At All			Played a Very Substantial Role		
	1	2	3	4	5	6
a. My level of interest in U.S. history	0	0	0	0	0	0
b. I learned about the increase in value of specific types of coins/sets	0	0	0	0	0	0
c. I visited the United States Mint in person	0	0	0	0	0	0
d. I saw a documentary/informational show on the United States Mint	0	0	0	0	0	0
e. I was interested in the subject matter of a particular type/set of United States Mint coins	0	0	0	0	0	0
f. I had free time to devote to coin collecting	0	0	0	0	0	0
g. I saw United States Mint advertising	0	0	0	0	0	0
h. I visited a coin dealer	0	0	0	0	0	0
i. I read a book or magazine about coin collecting	0	0	0	0	0	0
j. I read an article about coins, etc., in the newspaper	0	0	0	0	0	0
k. I received a special United States Mint coin/set as a gift	0	0	0	0	0	0
l. I received a collectible coin (taken from a bank or circulation) as a gift	0	0	0	0	0	0
m. I went to a coin show	0	0	0	0	0	0
n. I wanted to diversify my financial investment options	0	0	0	0	0	0
o. I saw a rare coin display (e.g., in a museum)	0	0	0	0	0	0
p. A family member or friend increased my level of interest in United States Mint coins	0	0	0	0	0	0
q. I inherited a coin collection (e.g., from a relative, etc.)	0	0	0	0	0	0
r. I was exposed to (or participated in) a coin collecting club	0	0	0	0	0	0
s. I found the national parks interesting	0	0	0	0	0	0

PROGRAMMING: Randomize

Q-5 To what extent has each of the following items played a role in your decision to continue to purchase coins or other merchandise from the United States Mint **after your first purchase?**

PROGRAMMING: Skip Q-5 if S-6 = "Zero" (no additional purchases)

Rate each item from 1-6, where 1 means "Did Not Play a Role At All" and 6 means "Played a Very Substantial Role."

	Did Not Play a Role At All				Played a Very Substantial Role	
	1	2	3	4	5	6
a. Collecting coins makes me feel like I spend my money on something that will retain its value	0	0	0	0	0	0
b. Collecting coins is a good way to make money (a good investment)	0	0	0	0	0	0
c. Collectible coins make a great gift to mark the birth of a new baby	0	0	0	0	0	0
d. Collectible coins make great holiday and/or birthday gifts	0	0	0	0	0	0
e. Collecting coins is an interesting/exciting hobby for me	0	0	0	0	0	0
f. Giving collectible coins (or passing along a coin collection) to children/grandchildren will help create a lasting memory of me	0	0	0	0	0	0
g. I consider coins to be works of art, like paintings or sculpture	0	0	0	0	0	0
h. I enjoy the fun of "hunting" for rare, hard-to-find coins in my collection	0	0	0	0	0	0
i. Collecting coins is a good way for me to get "in touch" with my country's history	0	0	0	0	0	0
j. I enjoy collecting coins for their sheer beauty/artwork	0	0	0	0	0	0
k. It gives me a feeling of satisfaction/accomplishment as I work towards completing my coin sets	0	0	0	0	0	0
l. A coin collection is something interesting to display to guests	0	0	0	0	0	0
m. Coin collecting is an interesting topic to learn more about	0	0	0	0	0	0
n. I like to look at the inscriptions/details on my pocket change	0	0	0	0	0	0
o. I am quite interested in American history	0	0	0	0	0	0
p. I am quite interested in foreign coins	0	0	0	0	0	0
q. I am quite interested in military history (e.g., battles, etc.)	0	0	0	0	0	0
r. I found the 50 State Quarters to be highly interesting	0	0	0	0	0	0
s. I find the Presidential \$1 coin series depicting U.S. Presidents highly interesting	0	0	0	0	0	0
t. I find (or would find) a series of coins depicting U.S. National Parks / Sites highly interesting	0	0	0	0	0	0

u. A coin is a symbol of the American experience and a direct link to our country's origin in the Constitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
v. Coins are part of a common language of America, the true lifeblood of commerce, connecting us all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
w. A coin's true value is the power it has to bring us together and its role in life's little events; teaching children to count, flipping the coin at the 50-yard line, making a wish in the wishing well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Display on 2 screens, Randomize

Q-6a Thinking back [**PROGRAMMING:** if S-7 = 4 (9+ years), insert "about 10 years ago"; if S-7 = 2 OR 3, insert "to" and answer from S-7 inside of parentheses (e.g., for level B, show "to 2008-2011")], for whom did you purchase coins or other merchandise from the U.S. Mint **at that time**? Did you purchase items to put aside for yourself, for others (e.g., gifts), or both?

	U.S. Mint Purchases
For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

PROGRAMMING: Dynamically display Q-6b when Q-6a answered.

Q-6b Earlier you mentioned that you most recently purchased coins or other merchandise from the United States Mint [**PROGRAMMING:** insert answer from S-7 without parentheses (e.g., for level B, show "2-5 years ago")]. For whom did you make these purchases **at that time**? Did you purchase items to put aside for yourself, for others (e.g., gifts), or both?

	Most Recent U.S. Mint Purchases
For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

Q-7 You mentioned that you have [**PROGRAMMING:** if Spend Trajectory = 3 (Stopped) THEN insert “stopped purchasing”; if Spend Trajectory = 2 (Less) THEN insert “been spending less on”; if Spend Trajectory = 1 (More) THEN insert “been spending more on”; if S-9 = S-11 THEN insert “been spending about the same amount on”] coins or other merchandise from the United States Mint [**PROGRAMMING:** if Spend Trajectory = 1 OR 2 THEN insert “compared to previous years”]. Why would you say you have [**PROGRAMMING:** if Spend Trajectory = 3 (Stopped) THEN insert “stopped purchasing”; if Spend Trajectory = 2 (Less) THEN insert “been spending less on”; if Spend Trajectory = 1 (More) THEN insert “been spending more on”; if S-9 = S-11 THEN insert “been spending about the same amount on”] U.S. Mint products?

[Open-end, do not force response]

PROGRAMMING: Prompt: “Is there anything else you would like to add?”

[Open-end, do not force response]

PROGRAMMING:

Ask Q-8a if Spend Trajectory = 1 (More/Same)

Ask Q-8b if Spend Trajectory = 2 (Less) or 3 (Stopped)

Q-8a To what degree has each of the following contributed to your [PROGRAMMING: if S-9 < S-11 THEN insert “increased”; if S-9 = S-11 THEN insert “steady”] purchases of coins or other merchandise from the United States Mint?

Select answer for each item.

	Major factor	Moderate factor	Minor factor	Not at all a factor
Increased Interest				
a. I am more interested in buying the types of products the United States Mint sells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I am becoming/have become a more serious collector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better Communications				
c. I have a better understanding of the different products offered by the United States Mint and which ones would be best to purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I was made aware of new products that were introduced (that is, sent catalogs, product announcements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. There has been better communication from the United States Mint regarding product release dates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Product Availability/Access				
f. The United States Mint brought back discontinued products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I had an easier time getting access to products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The United States Mint started offering new products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better Product Quality				
i. Product packaging has improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Delivery options have improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift-giving				
k. I started buying coins/sets as gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. I started collecting for others and will give as a gift at a later time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending				
m. The amount of money I am able to devote to coin collecting has increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Prices for United States Mint products are reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Service				
o. The ordering process is easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. The United States Mint’s customer service has improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other				
q. I like the coin designs better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Randomize

Reviewer's Note: We will adjust this list after qualitative research.

Q-8b To what degree did each of the following contribute to your decision to decrease your purchases of coins or other merchandise from the United States Mint?

Select answer for each item.

	Major factor	Moderate factor	Minor factor	Not at all a factor
Lack of Interest				
a. I was just not interested in buying the types of products the United States Mint sells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I was only interested in one specific product (and not interested in any others that the United States Mint sells)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor Communications				
c. 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I was not made aware of new products that were introduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. There has been poor communication from the United States Mint regarding product release dates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor Product Availability/Access				
f. The United States Mint discontinued products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I had difficulty getting access to products I wanted to buy (e.g., products were sold out too quickly, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The United States Mint started offering too few products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. The United States Mint started offering too many different products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. I want to be able to see the products before I order them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor Product Quality				
k. My products arrived damaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Product packaging has had poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. External (shipping) packages have had poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No Longer Give as Gifts				
n. My purchases were for gifts (and I no longer wish to give these items as gifts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. My purchases were for gifts (and the U.S. Mint discontinued the items I gave)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Spending				
p. I felt I was spending too much on coins	0	0	0	0
q. The amount of money I am able to devote to coin collecting decreased	0	0	0	0
r. Prices for United States Mint products are too high	0	0	0	0
Poor Service or Problems				
s. The United States Mint's ordering process was too difficult	0	0	0	0
t. The United States Mint's customer service is poor	0	0	0	0
u. I had problems with shipping	0	0	0	0
v. There were problems with my order(s)	0	0	0	0
Other Sources				
w. I prefer to buy United States Mint products from other sources (coin shops, etc.)	0	0	0	0

PROGRAMMING: Display on 2 screens, Randomize

Reviewer's Note: We will adjust this list after qualitative research.

PROGRAMMING: Ask Q-9 if Q-8b Level w is "Major," "Moderate," or "Minor"; else skip to Q10

Q-9 You mentioned that you sometimes prefer to buy United States Mint products from other sources. From which of the following organizations did you recently purchase any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.)?

Sources/Organizations	Yes	No
a. The Franklin Mint	0	0
b. Regional or local coin dealers	0	0
c. Local auction or estate sale	0	0
d. Uncover Corporation	0	0
e. Home Shopping Network or QVC	0	0
f. Other TV shopping program	0	0
g. The American Historical Society	0	0
h. eBay or other Internet auction sites	0	0
i. Antique dealers	0	0
j. Flea markets	0	0
k. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0
l. Amazon.com	0	0
m. Bradford Exchange	0	0
n. Danbury Mint	0	0
o. Littleton Coin Company	0	0
p. GovMint.com	0	0
q. National Collector's Mint	0	0
r. World Reserve Monetary Exchange	0	0

PROGRAMMING: Randomize; Keep Level F after E

PROGRAMMING: Skip Q-10 if S-9 < S-11 (spending more)

Q-10 Using a scale of 1 to 6, where 1 means “not appealing” and 6 means “very appealing”, please rate the extent to which each of the following items would **make you more interested** in purchasing coins or other merchandise from the United States Mint.

Rate each item from 1-6, where 1 means “Not appealing” and 6 means “Very appealing.”

If the U.S. Mint...	Not Appealing						Very Appealing					
	1	2	3	4	5	6	1	2	3	4	5	6
a. Sent you a catalog	0	0	0	0	0	0	0	0	0	0	0	0
b. Sent you information to help you better understand the different types of products they offer	0	0	0	0	0	0	0	0	0	0	0	0
c. Offered free shipping	0	0	0	0	0	0	0	0	0	0	0	0
d. Offered products at the same time each year (e.g., certain coins in January, other coins in February, etc.)	0	0	0	0	0	0	0	0	0	0	0	0
e. Sold their products at a nationally well-known retailer	0	0	0	0	0	0	0	0	0	0	0	0
f. Offered a subscription program to automatically order the next in the series of a previously purchased product	0	0	0	0	0	0	0	0	0	0	0	0
g. Provided discounts on volume purchases (e.g., \$10 off purchase of \$100)	0	0	0	0	0	0	0	0	0	0	0	0
h. Brought back old products (such as the Premier set)	0	0	0	0	0	0	0	0	0	0	0	0
i. Offered more commemoratives on various topics (e.g., the military)	0	0	0	0	0	0	0	0	0	0	0	0
j. Opened sell windows so that anyone wanting a product could purchase it during the month-long sell window	0	0	0	0	0	0	0	0	0	0	0	0
k. Made coins with interesting mint marks	0	0	0	0	0	0	0	0	0	0	0	0
l. Made coins with interesting finishes	0	0	0	0	0	0	0	0	0	0	0	0
m. Improved the ordering process or their website	0	0	0	0	0	0	0	0	0	0	0	0
n. Offered sets for kids	0	0	0	0	0	0	0	0	0	0	0	0

PROGRAMMING: Randomize

Reviewer's Note: Please review/confirm this list.

PROGRAMMING:

If Spend Trajectory = 1 OR 2 THEN Ask Q-11a/b/c and Q-12a/b/c

If Spend Trajectory = 3 (Stopped spending) THEN Ask Q-13a/b/c

Q-11a To the best of your recollection, in [**PROGRAMMING:** S-5 = "9 or more years ago" THEN insert "which of the years listed below"; ELSE insert "what year"] did you spend the **most** on U.S. Mint products?

Your best estimate is fine.

		Year
A	2013	<input type="radio"/>
B	2012	<input type="radio"/>
C	2011	<input type="radio"/>
D	2010	<input type="radio"/>
E	2009	<input type="radio"/>
F	2008	<input type="radio"/>
G	2007	<input type="radio"/>
H	2006	<input type="radio"/>
I	2005	<input type="radio"/>

PROGRAMMING:

IF S-5 = "9 or more years ago" THEN display A-I

IF S-5 = "6-8 years ago" THEN display A-I

IF S-5 = "2-5 years ago" THEN display A-C

PROGRAMMING: Dynamically display Q-11b when Q-11a answered.

Q-11b Approximately, how much did you spend on United States Mint products in [**PROGRAMMING:** insert answer from Q-11a]?

[**PROGRAMMING:** force answer; show "\$" at beginning of blank; Range = \$0 - \$999,999,999]

Q-11c Which of the following best characterizes the amount you spent in [PROGRAMMING: insert answer from Q-11a]?

		[PROGRAMMING: insert answer from Q-11a] Purchases
A	This amount includes my 1 st purchase of U.S. Mint products	<input type="radio"/>
B	I had gradually been spending more on U.S. Mint products leading up to [PROGRAMMING: insert answer from Q-11a]	<input type="radio"/>
C	My spending on U.S. Mint products in [PROGRAMMING: insert answer from Q-11a] was a sharp increase from previous years	<input type="radio"/>

Q-12a To the best of your recollection, in [PROGRAMMING: S-5 = “9 or more years ago” THEN insert “which of the years listed below”; ELSE insert “what year”] did you spend the least on U.S. Mint products?

Your best estimate is fine.

		Year
A	2013	<input type="radio"/>
B	2012	<input type="radio"/>
C	2011	<input type="radio"/>
D	2010	<input type="radio"/>
E	2009	<input type="radio"/>
F	2008	<input type="radio"/>
G	2007	<input type="radio"/>
H	2006	<input type="radio"/>
I	2005	<input type="radio"/>

PROGRAMMING:

IF S-5 = “9 or more years ago” THEN display A-I

IF S-5 = “6-8 years ago” THEN display A-I

IF S-5 = “2-5 years ago” THEN display A-C

PROGRAMMING: Dynamically display Q-12b when Q-12a answered.

Q-12b Approximately, how much did you spend on United States Mint products in [PROGRAMMING: insert answer from Q-12a]?

[PROGRAMMING: force answer; show "\$" at beginning of blank; Range = \$0 - \$999,999,999]

Q-12c Which of the following best characterizes the amount you spent in [PROGRAMMING: insert answer from Q-12a]?

		[PROGRAMMING: insert answer from Q-12a] Purchases
A	This amount included my 1 st purchase of U.S. Mint products	<input type="radio"/>
B	I had gradually been spending less on U.S. Mint products leading up to [PROGRAMMING: insert answer from Q-11a]	<input type="radio"/>
C	My spending on U.S. Mint products in [PROGRAMMING: insert answer from Q-11a] was a sharp decrease from previous years	<input type="radio"/>

Q-13a You mentioned that you have recently stopped purchasing coins or other merchandise from the United States Mint. To the best of your recollection, in [PROGRAMMING: S-5 = "9 or more years ago" THEN insert "which of the years listed below"; ELSE insert "what year"] did you stop purchasing U.S. Mint products?

Your best estimate is fine.

		Year
A	2013	<input type="radio"/>
B	2012	<input type="radio"/>
C	2011	<input type="radio"/>
D	2010	<input type="radio"/>
E	2009	<input type="radio"/>
F	2008	<input type="radio"/>
G	2007	<input type="radio"/>
H	2006	<input type="radio"/>
I	2005	<input type="radio"/>

PROGRAMMING:

IF S-5 = "9 or more years ago" THEN display A-I

IF S-5 = "6-8 years ago" THEN display A-I

IF S-5 = "2-5 years ago" THEN display A-C

Q-13b To the best of your recollection, in [PROGRAMMING: S-5 = "9 or more years ago" THEN insert "which of the years listed below"; ELSE insert "what year"] did you spend the most on U.S. Mint products?

Your best estimate is fine.

		Year
A	2013	<input type="radio"/>
B	2012	<input type="radio"/>
C	2011	<input type="radio"/>
D	2010	<input type="radio"/>
E	2009	<input type="radio"/>
F	2008	<input type="radio"/>
G	2007	<input type="radio"/>
H	2006	<input type="radio"/>
I	2005	<input type="radio"/>

PROGRAMMING: Display same rows as Q-13a

PROGRAMMING: Dynamically display Q-13c when Q-13b answered.

Q-13c Approximately, how much did you spend on United States Mint products in [PROGRAMMING: insert answer from Q-13b]?

[PROGRAMMING: force answer; show "\$" at beginning of blank; Range = \$0 - \$999,999,999]

DEMOGRAPHIC INFORMATION

D-1 What is the highest level of education you have attained?

1	Grade school (8 th grade or less)	<input type="radio"/>
2	Some high school	<input type="radio"/>
3	High school graduate	<input type="radio"/>
4	Some college, no degree	<input type="radio"/>
5	Vocational training/2 -year college	<input type="radio"/>
6	4-year college/bachelor's degree	<input type="radio"/>
7	Post-graduate training/degree	<input type="radio"/>

D-2 Which of the following best describes your current employment status?

1	Full-time	<input type="radio"/>
2	Part-time	<input type="radio"/>
3	Retired	<input type="radio"/>
4	Not employed or student	<input type="radio"/>

PROGRAMMING: Skip if D-2 is Row 3 or 4.

D-3 Which of the following best describes your occupation?

1	Managerial or professional	<input type="radio"/>
2	Technical, sales, or administrative	<input type="radio"/>
3	Service occupations	<input type="radio"/>
4	Precision products, crafts or repairs	<input type="radio"/>
5	Operators, fabricators, or laborers	<input type="radio"/>
6	Farming, forestry, or fishing	<input type="radio"/>
7	Other (Specify) _____	<input type="radio"/>

D-4 Are you Hispanic or Latino?

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

D-5 What is your race?

Please select one or more.

1	American Indian or Alaska Native?	<input type="checkbox"/>
2	Asian?	<input type="checkbox"/>
3	Black or African American?	<input type="checkbox"/>
4	Native Hawaiian or other Pacific Islander?	<input type="checkbox"/>
5	White?	<input type="checkbox"/>

D-6 Which of the following categories best describes your total household income before taxes in 2012?

Your best estimate is fine.

1	Less than \$10,000	<input type="radio"/>
2	Between \$10,000 to \$19,999	<input type="radio"/>
3	\$20,000 to \$29,999	<input type="radio"/>
4	\$30,000 to \$39,999	<input type="radio"/>
5	\$40,000 to \$49,999	<input type="radio"/>
6	\$50,000 to \$74,999	<input type="radio"/>
7	\$75,000 to \$99,999	<input type="radio"/>
8	\$100,000 or more	<input type="radio"/>

D-7 In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

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

D-8 To confirm, are you a coin dealer?

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

PROGRAMMING: Ask if D-7 is "Yes"

Thank you for participating in this survey.

Programmer: Add any necessary language for exiting the survey.