# United States Mint Inactive Catalog Purchasers Research Discussion Guide

## INTRODUCTION

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* **Ground Rules:** Audio-taping, anonymity, etc.
* **Background & Objectives:** The purpose of today’s discussion is to understand your past purchase experiences with the United States.
* **Personal Background:** Tell me about your interest in U.S. coins

## PAST PURCHASE BEHAVIOR

* **Tell me about your most recent purchase from the United States Mint.**
* When was it?
* What product(s) did you buy?
* Was it for yourself or a gift?
  + - If a gift, who was the recipient?
* **Now I’d like to get some information on your experiences with the United States Mint prior to this most recent purchase.**
* Prior to this most recent purchase, how long had it been since you last purchased from the United States Mint?
* When did you begin collecting items from the United States Mint?
* Please describe your purchasing when you used to buy from the United States Mint.
  + - **Probe:** Was prior purchase a one-time event, were you a frequent customer, a collector of a certain coin and/or set?
* What type of products have you purchased from the U.S. Mint (excluding your most recent purchase)?
* What prompted you to make those purchases?
* How satisfied were you with your purchases?
* **Why did you stop purchasing items from the United States Mint?**

**Probe**:

* Price/Financial Circumstances
  + Less money to spend, price of products too high, felt I was spending too much on coins, etc.
    - Interest
      * Only interested in one product, stopped collecting a certain product, U.S. Mint discontinued desired products, U.S. Mint offers too may products, not as interested in the subject matter/current products, not aware of new products, etc.
    - Availability
      * Difficulty getting access to products, product release dates
    - Communications
      * Was not aware of products
    - Investment
      * No longer a good investment
    - Past Purchase Experiences
      * Order problems, customer service, shopping issues, difficulty ordering, damaged products
    - No longer giving as gifts

## REASON FOR MOST RECENT PURCHASE

* **Earlier you said that you recently made a purchase from the United States Mint.**
* **What prompted you to make this purchase?**

**Probe:**

* The catalog reminded me
  + There was a new product of interest (special mint mark, special interest/finish, historical themes, etc.)
  + Old products brought back
  + Better quality
  + Special offer/price: free shipping
  + Product availability/access
  + I had enough savings
  + Increased interest in becoming a collector
  + A life event transpired (e.g., birth of a child, wedding, etc.)
  + I started giving coins as gifts
* Can you explain (or elaborate) on what about this made you want to make a purchase?
  + - **Probe** (Examples)**:** 
      * Catalog reminded me: Have you looked at catalogs in the past/what about this catalog was intriguing and made you purchase?
      * New product of interest: What about this product intrigued you? Would you continue to buy more products like this?
      * Life event: What about this event led to your purchase?
      * Gifts: Why did you decide to start giving coins as gifts? Why was this a good gift for the occasion?
* **Was there anything specific that made you decide to make a purchase at this time?**
  + **Probe:** If answer is not time specific (e.g., not a life event), why didn’t you make an earlier purchase?
  + **Probe:** If answer is related to a time of year (e.g., holiday gifts), what prompted you to buy this year and not in the past/what specifically about this year was different than previous years?

## CATALOG FEEDBACK

* **What did you think of the Holiday catalog?**
  + **Probe:** What about it did you like/dislike?
* **If you had not received the catalog, do you think you still would have made your purchase? Why or why not?**
* **Have you received United States Mint catalogs in the past?**
  + **Probe:** If yes, what about this catalog made you want to purchase an item?
* **Were you satisfied with what you bought? Why or why not?**
* **Do you plan on purchasing more items from the United States Mint in the future? Why or why not?**

## WRAP UP

* Wrap up. Ask for any other comments. Thank participant.