

United States Mint Inactive Catalog Purchasers Research Discussion Guide

I. INTRODUCTION

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.

- **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

II. 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?
 - o 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.
 - o **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 many 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

III. 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?

IV. 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?**

V. WRAP UP

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