



**United States Mint Pre-Wave
Advertising Tracking Research**

July 16, 2014

Note to Reader/Programmer:

Bold lines in between questions signify page/screen breaks.

Insertions will be in brackets.

Do not display section headers.

Please add a warning when exiting the survey, “Are you sure you want to exit the survey now?”

For Open End responses, please give warning the first two times a respondent tries to proceed without entering a response (soft force), then stop showing warning.

INTRODUCTION

[INTRODUCTION FOR CUSTOMERS:

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 1525-0012-0193.

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

[INTRODUCTION FOR NON-CUSTOMERS:

National Analysts Worldwide, a research and consulting firm, is conducting a research study on consumer products.

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

INTRODUCTION FOR ALL:

It is National Analysts Worldwide’s policy to keep interviews anonymous. Consistent with this policy, National Analysts Worldwide 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 be held strictly adequately protected 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 Brent Whitesell at questions862@nationalanalysts.com, or call weekdays from 9:00 AM to 5:00 PM Eastern at (215) 496-6963.

Please click the Forward button to continue.

PROGRAMMING:

- **Second digit of US Mint sample indicates spending.**

Survey navigation tips:

- If you don't know the exact number to a numerical question, please just give your best estimate.
- Always click on [INSERT THE IMAGE OF THE WORD NEXT AND THE NEXT BUTTON PICTURE] at the bottom of the page to move forward. *You may need to scroll down to see the button.*
- Please don't use the forward and back buttons on your browser's navigation bar while you are in the survey.

Section A: Screener – do not display this line

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 an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
2	As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- ASK ALL
- TERMINATE HERE IF "YES" TO ANY ROW

S-2. What is your age in years?

Please type your age.

Age (in years)

PROGRAMMING:

- ASK ALL
- IF UNDER 18, TERMINATE HERE
- IF PANEL, TERMINATE IF OVER 70
- IF CUSTOMER, ONLY TERMINATE IF UNDER 18

S-3. Are you...?

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1	Male	<input type="radio"/>
2	Female	<input type="radio"/>

PROGRAMMING:

- **ASK PANEL**

S-4. In 2013, what was your total annual household income before taxes?

Total Household Income		
1	Less than \$10,000	<input type="radio"/>
2	\$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"/>

PROGRAMMING:

- **ASK PANEL**

Throughout this survey, we will be using the term [collectible U.S. coins](#).

By [collectible U.S. coin](#), we mean a specially minted high-quality U.S. coin which is never placed in circulation (such as proof or uncirculated coins). They can be an individual coin or part of a set.

S-5. Have you collected, occasionally saved, or sometimes put aside any type of [U.S. coins](#) (such as [America the Beautiful Quarters](#), [50 State Quarters](#), [Presidential \\$1 Coins](#), etc.), either for yourself or for others, [in the last 2 years](#)?

Select one.

1	Yes	<input type="radio"/>
2	No	<input type="radio"/>
3	Not sure	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
- **TERMINATE AT END OF SCREENER IF “NO”**

S-6. In which state is your primary residence?

State
[INSERT DROP DOWN MENU]

PROGRAMMING:

- ASK ALL
 - DROP DOWN MENU WITH 53 LEVELS – EACH OF THE 50 U.S. STATES, DISTRICT OF COLUMBIA, OTHER U.S. TERRITORY, AND OUTSIDE U.S.
 - TERMINATE AT END OF SCREENER IF “OUTSIDE U.S.” OR “OTHER U.S. TERRITORY”
-

S-7. Which of the following websites have you visited in the past three months?

(Select all that apply.)

	Website	
1	Facebook	<input type="checkbox"/>
2	Pinterest	<input type="checkbox"/>
3	Twitter	<input type="checkbox"/>
4	Google	<input type="checkbox"/>
5	Yahoo	<input type="checkbox"/>
6	Bing	<input type="checkbox"/>

PROGRAMMING:

- ASK ALL
-

S-8. What companies or sources, if any, are you aware of that offer [collectible U.S. coins](#) for sale?

Please list any companies or sources in the spaces below. If you are not aware of **any** please indicate in the check-box below.

[PROGRAMMING: Allow 12 lines to type on]

I am not aware of any companies or sources that offer collectible U.S. coins for sale	<input type="radio"/>
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PROGRAMMING:

- **ASK ALL**

S-9a. From what companies or sources, if any, do you recall having *seen any advertisements* about **collectible U.S. coins** during the past six months?

Please list any companies or sources in the sections below. If you have seen advertisements in both categories, please list them in both sections. If you are not aware of **any** please indicate in the check-boxes below.

In Print or on the Internet?

[PROGRAMMING: Allow 6 lines to type on]

I do not recall having heard or seen any advertisements in Print or on the Internet	<input type="radio"/>
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S-9b.

On TV or on the Radio?

[PROGRAMMING: Allow 12 lines to type on]

I do not recall having heard or seen any advertisements on TV or Radio	<input type="radio"/>
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PROGRAMMING:

- **ASK ALL**
 - **ASK S-9A AND S-9B ON SAME SCREEN**
-

S-10. To the best of your knowledge, which of the companies listed below, if any, offer collectible U.S. coins for sale?

		Offer Collectible U.S. Coins for Sale
1	United States Mint	<input type="checkbox"/>
2	The Morgan Mint	<input type="checkbox"/>
3	Washington Mint	<input type="checkbox"/>
4	The Franklin Mint	<input type="checkbox"/>
5	National Collectors Mint	<input type="checkbox"/>
6	New York Mint	<input type="checkbox"/>
7	None of the above	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
 - **DO NOT ALLOW "NONE OF THE ABOVE" TO BE SELECTED WITH ANY OTHER ROW**
 - **RANDOMIZE ROWS EXCEPT "NONE OF THE ABOVE" IS ALWAYS LAST**
-

S-11a. From which of the companies listed below, if any, do you recall having heard or seen any advertisements about collectible U.S. coins during the past six months?

On TV or on the Radio?

		Yes, I saw/heard TV or Radio Ads in Past 6 Months
1	United States Mint	<input type="checkbox"/>
2	The Morgan Mint	<input type="checkbox"/>
3	Washington Mint	<input type="checkbox"/>
4	The Franklin Mint	<input type="checkbox"/>
5	National Collectors Mint	<input type="checkbox"/>
6	New York Mint	<input type="checkbox"/>
7	None of the above	o

S-11b.

In Print or on the Internet?

		Yes, I saw Print or Internet Ads in Past 6 Months
1	United States Mint	<input type="checkbox"/>
2	The Morgan Mint	<input type="checkbox"/>
3	Washington Mint	<input type="checkbox"/>
4	The Franklin Mint	<input type="checkbox"/>
5	National Collectors Mint	<input type="checkbox"/>
6	New York Mint	<input type="checkbox"/>
7	None of the above	o

PROGRAMMING:

- ASK ALL
- SHOW S-11A AND S-11B ON SAME SCREEN
- DO NOT ALLOW "NONE OF THE ABOVE" TO BE SELECTED WITH ANY OTHER ROW
- KEEP SAME ORDER AS S-10

TERMINATION SCREEN FOR CUSTOMERS:

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:

- **SHOW FOR CUSTOMER TERMINATION ONLY**

TERMINATION SCREEN FOR NON-CUSTOMERS:

Thank you very much for taking the time to complete this survey, which was 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 feedback is very important to us and greatly appreciated!

PROGRAMMING:

- **SHOW FOR PANEL TERMINATION ONLY**
- **END HERE IF INELIGIBLE. ELIGIBLE RESPONDENTS SHOULD PROCEED TO Q1**

Section B: Recall and Awareness – do not display this line

Q1. Please indicate how familiar you are with each of the companies listed below.

		Never heard of this company	Only know the name of the company	Know something about the company but have never purchased collectible U.S. coins from them	Purchased collectible U.S. coins from them in the past, but have not bought from them in the past 12 months	Purchased collectible U.S. coins from them in the past 12 months
1	United States Mint	o	o	o	o	o
2	The Morgan Mint	o	o	o	o	o
3	Washington Mint	o	o	o	o	o
4	The Franklin Mint	o	o	o	o	o
5	National Collectors Mint	o	o	o	o	o
6	New York Mint	o	o	o	o	o

PROGRAMMING:

- KEEP SAME ORDER AS S-10
- IF COLUMN 5 (PURCHASED COLLECTIBLE U.S. COINS FROM THEM IN THE PAST 12 MONTHS) IS SELECTED FOR UNITED STATES MINT, ASK Q12

Q2. To the best of your recollection, how would you describe the major theme(s) or message(s) of the [United States Mint](#) advertisements about [collectible U.S. coins](#) you heard or saw in the past six months?

PROGRAMMING:

- ASK IF S-11A OR S-11B “UNITED STATES MINT” IS CHECKED
- OPEN ENDED TEXT BOX
- DO NOT FORCE RESPONSE

Q3. To the best of your recollection which of the following statements, if any, describes the major theme(s) or message(s) of the [United States Mint](#) advertisements about [collectible U.S. coins](#) you heard or saw in the past six months?

		Heard or Saw Ads About
1	Collectible U.S. coins make a great gift to commemorate that special event – especially for kids and newborns	<input type="checkbox"/>
2	Collectible U.S. coins make a unique, personal gift which will be cherished in the future	<input type="checkbox"/>
3	Share the passion of coin collecting with others	<input type="checkbox"/>
4	United States Mint is the <u>only</u> source for genuine U.S. collectible coins	<input type="checkbox"/>
5	Buy directly from the United States Mint	<input type="checkbox"/>
6	Try the new United States Mint website	<input type="checkbox"/>
7	None of the above	<input type="radio"/>

PROGRAMMING:

- **ASK IF S-11A OR S-11B “UNITED STATES MINT” IS CHECKED**
- **RANDOMIZE ROWS 1-6**
- **DO NOT ALLOW “NONE OF THE ABOVE” TO BE SELECTED WITH ANY OTHER ROW**

Q4. Now we would like to show you some advertisements. Please think about all of the advertising you see on TV, on the Radio, on the Internet, and in Print (e.g., newspapers, magazines).

Q4a.

THIS FATHER'S DAY
GIVE DAD A GIFT THAT
WILL BRING HIM JOY FOR YEARS

2014 American Eagle Silver Proof Coin

For the classic collector, the Walking Liberty design, in 99.9% pure silver with a sharply etched frosted foreground against a polished mirror-like background, makes a memorable gift.

[Buy Now](#)

Arnold Palmer 3 inch Bronze Medal

Hit the perfect drive for your dad with this medal featuring the legendary golfer in full swing. Amateur or pro, this gift makes the ideal addition to his sports memorabilia collection.

[Buy Now](#)

2014 Civil Rights Act of 1964 Proof Silver Dollar

Give your father a historical keepsake commemorating the 50th anniversary of this landmark law with a stunning silver dollar coin of enhanced proof quality.

[Buy Now](#)

Have you seen this ad before?

1	Yes	<input type="radio"/>
2	No	<input type="radio"/>
3	Not sure	<input type="radio"/>

Q4b.

GIFTS *for your* GRADUATE



GRADUATION GIFTS MEANT TO BE KEPT A LIFETIME AND PASSED ON TO THE NEXT GENERATION.



2014 CONGRATULATIONS SET

This gift recognizes a major achievement in anyone's life. It comes with special packaging for gift occasions and space to include a personalized message.

[Buy Now](#)

2014 CIVIL RIGHTS ACT OF 1964 PROOF SILVER DOLLAR

Commemorate the 50th anniversary of this landmark law with a stunning silver dollar coin. It's an enduring way to honor a milestone in your graduate's life.



[Buy Now](#)



2014 AMERICAN EAGLE ONE OUNCE SILVER PROOF COIN

The classic Walking Liberty design, in 99.9% pure silver with a sharply etched frosted foreground against a brilliant polished mirror background, makes a memorable gift for any occasion.

[Buy Now](#)

Products and coins shown are not actual size or in proportion.

Have you seen this ad before?

1	Yes	<input type="radio"/>
2	No	<input type="radio"/>
3	Not sure	<input type="radio"/>

Q4c.

Summer Road Trip
Explore America the Beautiful Quarters® Program

ATB
2014
ROAD TRIP

2014 United States Mint
America the Beautiful Quarters
Proof Set

2014 United States Mint
America the Beautiful Quarters
Silver Proof Set

Great Smoky Mountains
National Park
2014 America the Beautiful
Quarters Three-Coin Set™
Great Smoky Mountains
National Park

Buy Now Buy Now Buy Now

Have you seen this ad before?

1	Yes	<input type="radio"/>
2	No	<input type="radio"/>
3	Not sure	<input type="radio"/>

PROGRAMMING:

- ASK ALL
 - SHOW EACH OF Q4A THROUGH Q4C ON DIFFERENT SCREEN
 - RANDOMIZE ORDER OF Q4A THROUGH Q4C
-

Q5. In the past 3 months, have you visited the [United States Mint](#) website?

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

PROGRAMMING:

- ASK ALL
 - IF NO, SKIP TO Q8.
-

Q6. During your visit to the [United States Mint](#) website, did you purchase a product?

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

PROGRAMMING:

- ASK IF Q5 IS "YES"
-

Q7. When you visited the [United States Mint](#) website, did you...

(Select all that apply.)

		Yes
1	Find information / news about the United States Mint	<input type="checkbox"/>
2	Find United States Mint tour information	<input type="checkbox"/>
3	Find activities, games, and lessons for kids / students	<input type="checkbox"/>
4	Research / browse coins or medals	<input type="checkbox"/>
5	Check out a specific product	<input type="checkbox"/>
6	Look up order history	<input type="checkbox"/>
7	Track an order	<input type="checkbox"/>
8	Find shipping / return policies	<input type="checkbox"/>
9	Other? Please specify:	<input type="checkbox"/>

PROGRAMMING:

- **ASK IF Q5 IS "YES"**
- **ALLOW TEXT ENTRY FOR "OTHER? PLEASE SPECIFY:"**

Q8. Do you recall the URL/address for the [United States Mint](#) website?

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

PROGRAMMING:

- **ASK ALL**
- **DISPLAY Q8 "Do you recall the URL/address for the United States Mint" FIRST. IF AND ONLY IF "YES" (ROW 1) IS SELECTED, DISPLAY Q9 "Please write it in below:" ON SAME PAGE**

Q9. Please write it in below:

www._____

PROGRAMMING:

- **ASK IF Q8 IS "YES" (ROW 1)**

Q10. In the next 12 months, how likely or unlikely would you be to consider purchasing [collectible U.S. coins](#) from the [United States Mint](#) – either for yourself or as a gift?

Use a scale from “1” to “6” where “1” means “Extremely unlikely to consider purchasing collectible U.S. coins from the United States Mint” and “6” means “Extremely likely to consider purchasing collectible U.S. coins from the United States Mint.”

	Extremely Unlikely						Extremely Likely
	1	2	3	4	5	6	
Likelihood of considering purchasing collectible U.S. coins from the United States Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

PROGRAMMING:

- ASK ALL
- SKIP TO Q12 IF “1”OR “2”

Q11. Would you be likely to consider collectible U.S. coins from the [United States Mint](#)...

		Yes
1	For yourself?	<input type="radio"/>
2	As a gift for another person?	<input type="radio"/>
3	Both for yourself and as a gift?	<input type="radio"/>

PROGRAMMING:

- ASK IF Q10 IS “3-6”

Q12. In the past 12 months, did you purchase collectible coins from the [United States Mint](#)...

		Yes
1	For yourself?	<input type="radio"/>
2	As a gift for another person?	<input type="radio"/>
3	Both for yourself and as a gift?	<input type="radio"/>

PROGRAMMING:

- ASK IF COLUMN 5 IS SELECTED FOR UNITED STATES MINT IN Q1

Q13. **[INSERT WHEN COLUMN 5 IS SELECTED FOR ANY COMPANY IN Q1: Earlier you indicated having purchased from: [INSERT NAMES OF COMPANIES IN Q1 IN WHICH COLUMN 5 IS SELECTED].]**

In the past 12 months, did you [INSERT WHEN COLUMN 5 IS SELECTED FOR ANY COMPANY IN Q1: also] purchase any collectible U.S. coins from...

		Yes	No
1	Coin dealers?	<input type="radio"/>	<input type="radio"/>
2	eBay or other internet auction site?	<input type="radio"/>	<input type="radio"/>
3	QVC or other shopping channel?	<input type="radio"/>	<input type="radio"/>
4	Other source? Please specify: _____	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
- **INSERT NAMES OF COMPANIES IN Q1 IN WHICH COLUMN 5 IS SELECTED: IF ONE IS SELECTED, INSERT NAME FOLLOWED BY A PERIOD; IF TWO OR MORE ARE SELECTED, INSERT EACH AS A BULLET POINT UNDERNEATH THE PARAGRAPH**
- **REQUIRE TEXT ENTRY FOR "OTHER SOURCE? PLEASE SPECIFY:"**

Q14. Please indicate how much you agree or disagree with the following statements.

Use a scale of "1" to "6" where "1" means "strongly disagree" and "6" means "strongly agree."

		Strongly Disagree					Strongly Agree	
		1	2	3	4	5	6	
1	Collectible (e.g., proof) coins are more valuable in the long run than coins in circulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2	The United States Mint is the only genuine source for U.S. currency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3	Collectible (e.g., proof) coins make great gifts for holidays or other special occasions (births, birthdays, graduations, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4	The best way to appreciate the craftsmanship and beauty of the coin is with a collectible (e.g., proof) coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

PROGRAMMING:

- **ASK ALL**
- **RANDOMIZE ROWS**

Q15. Please indicate whether or not, to the best of your knowledge, each of the following coin or coin-related products is offered for sale by the [United States Mint](#).

		Currently Offered by the United States Mint?		
		Yes	No	Unsure
1	America the Beautiful Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Presidential \$1 Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Special commemorative coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Antique U.S. coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Painted, gold-plated, or colorized U.S. coins such as colorized 50 State Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Collectible Presidential bronze medals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Other collectible bronze medals (e.g., Nelson Mandela, Cherokee Nation Code Talkers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	American Buffalo Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	American Eagle Silver coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	American Eagle Gold coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	American Eagle Platinum coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Annual U.S. Proof coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Annual U.S. Silver Proof coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
99	To ensure our survey is working properly, please select "No" in this row.			



PROGRAMMING:



- **ASK ALL**
- **DISPLAY ROW 99 TRAP QUESTION TO PANEL ONLY**
- **RANDOMIZE ROWS BUT KEEP ROWS 6 AND 7 TOGETHER**


Q16 Several different types of products that are available from the [United States Mint](#) are shown on this page. Please take a moment to read the descriptions provided, and for each, please indicate the degree to which you would be likely to consider purchasing them, either for yourself, or as a gift for someone else, [in the next 12 months](#).

Rate each item from 1-6, where 1 means "Not at All Likely" and 6 means "Extremely Likely".

		Not at All Likely				Extremely Likely	
		1	2	3	4	5	6
1	<p>An Annual United States Mint Proof Set®</p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The United States Mint Proof Set contains all 14 circulating coins in stunning proof condition displayed in three protective lenses. Each of these coins bears the "S" mint mark of the United States Mint at San Francisco. Price: \$31.95</p> 	0	0	0	0	0	0
2	<p>An Annual United States Mint Silver Proof Set®</p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The United States Mint Silver Proof Set contains all 14 circulating coins in stunning proof condition displayed in three protective lenses. Each of these coins bears the "S" mint mark of the United States Mint at San Francisco. The quarters, half-dollar and dime are produced in 90% silver, also known as "coin silver."</p> <p>Price: \$53.95</p> 	0	0	0	0	0	0
3	<p>An Annual United States Mint Uncirculated Coin Set®</p> <p>The United States Mint Uncirculated Coin Set</p>	0	0	0	0	0	0

	<p>contains two folders of 14 coins each from 2014, one with coins from the United States Mint at Denver and the other with coins from the United States Mint at Philadelphia, for a total of 28 coins. Price: \$27.95</p> 						
4	<p>An Annual United States Mint America the Beautiful Quarters Proof Set™</p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The 2014 United States Mint America the Beautiful Quarters Proof Set, contains five quarters which honor Great Smoky Mountains National Park in Tennessee; Shenandoah National Park in Virginia; Arches National Park in Utah; Great Sand Dunes National Park in Colorado; and Everglades National Park in Florida.. Price: \$14.95</p> 	o	o	o	o	o	o
5	<p>An Annual United States Mint America the Beautiful Quarters Silver Proof Set™</p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The 2014 United States Mint America the Beautiful Quarters Silver Proof Set contains five quarters each struck in lustrous 90 percent silver which honor Great Smoky Mountains National Park in Tennessee; Shenandoah National Park in Virginia; Arches National Park in Utah; Great Sand Dunes National Park in Colorado; and Everglades National Park in Florida. Price: \$31.95</p>	o	o	o	o	o	o

							
6	<p>An American Eagle Silver Proof One Ounce Coin</p> <p>The American Eagle Proof Coins are collector versions of the official United States Mint American Eagle Bullion Coins. A full-length figure of Liberty in full stride is featured on one side, and an eagle holding a shield and olive branch is featured on the other. The coin is packaged in an attractive velvet case. (1.5" diameter) Price: \$52.95</p> 	0	0	0	0	0	0
7	<p>An Annual United States Mint Presidential Proof Set[®]</p> <p>Proof coins are extraordinarily well crafted and have a polished or mirror-like appearance. The 2014 United States Mint Presidential \$1 Coin Proof Set features Presidents Warren Harding, Calvin Coolidge, Herbert Hoover, and Franklin Roosevelt. Each coin has a common reverse design featuring a striking rendition of the Statue of Liberty. These 2014 coins feature large, dramatic artwork, as well as edge-incused inscriptions of the year of minting or issuance, <i>E PLURIBUS UNUM</i> and the mint mark. <i>IN GOD WE TRUST</i> appears on the face of the coin. Price: \$18.95</p>	0	0	0	0	0	0

							
8	Any other United States Mint Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- ASK ALL

Q17. In the past 12 months, have you...

		Yes	No
1	<i>Purchased</i> coins <i>for yourself</i> (e.g., to start or add to a coin collection)?	<input type="radio"/>	<input type="radio"/>
2	<i>Purchased</i> coins <i>for someone else</i> (e.g., as a gift)?	<input type="radio"/>	<input type="radio"/>
3	<i>Kept/collected/saved coins</i> (e.g., coins found in your change) <i>for yourself</i> ?	<input type="radio"/>	<input type="radio"/>
4	<i>Kept/collected/saved coins</i> (e.g., coins found in your change) <i>for someone else</i> (e.g., as a gift)?	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- ASK ALL

Q18. In the next 12 months, would you be likely to *consider* purchasing an enduring *gift* to commemorate a special occasion for someone you know (such as collectible coins, jewelry/watch, or other keepsake items that have lasting value?)

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

PROGRAMMING:

- ASK ALL

Section C: Demographics – do not display this line

Our few remaining questions are for classification purposes only.

Q19. Are you...?

1	Male	<input type="radio"/>
2	Female	<input type="radio"/>

PROGRAMMING:

- **ASK CUSTOMERS**
-

Q20. In 2013, what was your total annual household income before taxes?

Total Household Income		
1	Less than \$10,000	<input type="radio"/>
2	\$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"/>
9	Prefer Not to Answer	<input type="radio"/>

PROGRAMMING:

- **ASK CUSTOMERS**
-

Q21. 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	Student or not employed	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
-

Q22. Do you have any children under age 18 currently living in your household?

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

PROGRAMMING:

- **ASK ALL**
 - **IF NO, SKIP TO Q23.**
-

Q23. How many children under age 18 do you have currently living in your household?

Please type in a number.

Number of Children	

PROGRAMMING:

- **ASK IF "YES" IN Q21.**
-

Q24. Do you have any grandchildren under age 18?

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

PROGRAMMING:

- **ASK ALL**
-

Q25. Are you Hispanic or Latino?

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

PROGRAMMING:

- **ASK ALL**
-

Q26. Do you consider yourself to be...

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

	Islander?	
5	White?	<input type="radio"/>
6	Other? Please specify:	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
 - **ALLOW TEXT ENTRY FOR "OTHER? PLEASE SPECIFY:"**
-

Q27. Do you consider the area in which you live to be...

1	Urban	<input type="radio"/>
2	Suburban	<input type="radio"/>
3	Rural	<input type="radio"/>

PROGRAMMING:

- **ASK ALL**
-

Q28. What is your Zip Code?

Please type in a number.

Zip Code

PROGRAMMING:

- **ASK ALL**
-

THANK YOU SCREEN FOR CUSTOMERS:

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

THANK YOU SCREEN FOR PANEL:

Thank you very much for taking the time to participate in this research!

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 1525-0012-0193.