



**United States Mint Research**

**Spend Trajectory**

June 6, 2013

**Note to reader/Programmer:**  
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 1525-0012-0179.

***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 20 minutes of your time.***

**It is National Analysts' policy to keep interviews anonymous and responses confidential. Consistent with this policy, 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 be held strictly confidential 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](http://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 [info847@nationalanalysts.com](mailto:info847@nationalanalysts.com), or call weekdays from 9:00 AM to 5:00 PM ESD at 1-800-342-9102 x 6963.

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?	<input type="radio"/>	<input type="radio"/>
2	For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
3	For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
4	As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

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

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S-2 What is your age in years?

Age (in years)
<input type="text"/>

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

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

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

**PROGRAMMING:** Send to termination screen if "No".

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S-5 As best as you can remember, when was the **very first time** that you ever purchased coins or other merchandise **directly** from the United States Mint?

*Your best estimate is fine.*

First time purchased coins directly from United States Mint		
1	Within the past two years (2011 or later)	<input type="radio"/>
2	3-5 years ago (2008-2010)	<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 after S-6 if S-5 = "Within the past two years"

**Sample assignment:**

If Sample Cells 1-30 and S-5 = "3-5 years ago" THEN "INITIAL" = 2008-2010

If Sample Cells 1-30 and S-5 = "6-8 years ago" or "9 or more years ago" THEN "INITIAL" = 2005-2007

IF Sample Cells 31-60, THEN "INITIAL" = 2008-2010

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

*Your best estimate is fine.*

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	6-10	<input type="radio"/>
5	More than 10	<input type="radio"/>

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

*Your best estimate is fine.*

Most Recent Purchase from United States Mint		
1	Within the past two years (2011 or later)	<input type="radio"/>
2	3-5 years ago (2008-2010)	<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:**

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-6 is "Zero"

IF S-7 is "9 or more years ago" then send to termination screen now.

**PROGRAMMING:**

Define variable "LAST" = answer to S-7 or if S-7 not asked, answer to S-5

If "INITIAL" = "LAST," flag as "ONE TIME PERIOD" and set variable TRAJECTORY = "ONE TIME STOPPED" (otherwise TRAJECTORY will be defined later).

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**PROGRAMMING:** Skip S-8a/S-8b/S-8c if “ONE TIME PERIOD”

S-8a You mentioned that you most recently purchased from the United States Mint [PROGRAMMING: insert “LAST”]. Which of the following items, if any, did you purchase [PROGRAMMING: if LAST = “within the past two years”, insert “**in the past 12 months**”; if LAST = “3-5 years ago” insert “**within the last year of that time period (2010)**”]?

Please consider only purchases you made **directly** from the U.S. Mint.

		Purchased	Did Not Purchase
<b>Annual Coin Sets</b>			
A	<b>Non-Silver Annual Sets</b> such as the Clad Proof Set, Clad Proof Quarters Set or Uncirculated Set	<input type="radio"/>	<input type="radio"/>
B	<b>Silver Annual Sets</b> such as the Silver Proof Set or Silver Proof Quarters Set	<input type="radio"/>	<input type="radio"/>
<b>Other Products</b>			
C	<b>Gold coins</b> such as the American Buffalo or American Eagle Gold Coins	<input type="radio"/>	<input type="radio"/>
D	Gold, Silver, or Clad <b>Commemorative Coins</b>	<input type="radio"/>	<input type="radio"/>
E	<b>Other Silver coins</b> such as American Eagle Silver Coins	<input type="radio"/>	<input type="radio"/>
F	Other United States Mint products	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:** Do not randomize items in S-8a.

**PROGRAMMING:** If ‘Did not purchase’ selected for all rows in S-8a, show pop-up: “It looks like you did not purchase any items from the United States Mint [PROGRAMMING: if LAST = “within the past two years”, insert “**in the past 12 months**”; if LAST = “3-5 years ago” insert “**within the last year of that time period (2010)**”]. If this is correct, please select OK to proceed to the next screen. Otherwise, click cancel to revise our answers.”

**PROGRAMMING:** If ‘Did not purchase’ selected for all rows in S-8a and OK selected on pop-up, skip S-8b and S-8c and force S-8c to “\$0”

S-8b For whom did you make these purchases [PROGRAMMING: if LAST = “within the last year”, insert “**in the past 12 months**”; if LAST = “3-5 years ago” insert “**within the last year of that time period (2010)**”]?

Did you purchase these items for yourself, for others (e.g., gifts), or both?

	Purchased These Items...
For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

**PROGRAMMING:** Do not randomize items in S-8b.

**PROGRAMMING:** Dynamically display S-8c when all rows answered.

S-8c Approximately, how much did you spend in total on United States Mint products  
 [PROGRAMMING: if LAST = “within the last year”, insert “in the past 12 months”; if LAST = “3-5 years ago” insert “within the last year of that time period (2010)”]??

*Your best estimate is fine. Please round to the nearest dollar.*

[PROGRAMMING: force answer; show “\$” at beginning of blank; Range = \$1 - \$999,999,999]

S-9a Now please try to think back to [PROGRAMMING: insert “INITIAL”]. To the best of your recollection, which of the following items, if any, did you purchase from the United States Mint **in that time period** ([PROGRAMMING: insert “INITIAL”])?

Please consider only purchases you made **directly** from the U.S. Mint.

		Purchased	Did Not Purchase
<b>Annual Coin Sets</b>			
A	<b>Non-Silver Annual Sets</b> such as the Clad Proof Set, Clad Proof Quarters Set or Uncirculated Set	o	o
B	<b>Silver Annual Sets</b> such as the Silver Proof Set or Silver Proof Quarters Set	o	o
<b>Other Products</b>			
C	<b>Gold coins</b> such as the American Buffalo or American Eagle Gold Coins	o	o
D	Gold, Silver, or Clad <b>Commemorative Coins</b>	o	o
E	<b>Other Silver coins</b> such as American Eagle Silver Coins	o	o
F	Other United States Mint products	o	o

**PROGRAMMING:** Do not randomize items in S-9a.

**PROGRAMMING:** If ‘Did not purchase’ selected for all rows in S-9a, show pop-up: “It looks like you did not purchase any items from the United States Mint in that time period ([PROGRAMMING: insert “INITIAL”]). If this is correct, please select OK to proceed to the next screen. Otherwise, click cancel to revise our answers.”

**PROGRAMMING:** If ‘Did not purchase’ selected for all rows in S-9a and OK selected on pop-up, skip S-9b and S-9c and force S-9c to “\$0”



S-9b For whom did you make purchases in that time period ([PROGRAMMING: insert "INITIAL"])?

Did you purchase these items for yourself, for others (e.g., gifts), or both?

	Purchased These Items for...
For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

**PROGRAMMING:** Do not randomize items in S-9b.

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

S-9c Which of the following categories best describes how much you spent on United States Mint products in a typical year (in years when you were making purchases) in that time period ([PROGRAMMING: insert "INITIAL"])?

*Your best estimate is fine.*

1	\$1-\$99	<input type="radio"/>
2	\$100-\$199	<input type="radio"/>
3	\$200-\$299	<input type="radio"/>
4	\$300-\$399	<input type="radio"/>
5	\$400-\$499	<input type="radio"/>
6	\$500-\$599	<input type="radio"/>
7	\$600-\$699	<input type="radio"/>
8	\$700-\$799	<input type="radio"/>
9	\$800-\$899	<input type="radio"/>
10	\$900-\$999	<input type="radio"/>
11	\$1000-\$1499	<input type="radio"/>
12	\$1500-\$1999	<input type="radio"/>
13	\$2000-\$2499	<input type="radio"/>
14	\$2500-\$2999	<input type="radio"/>
15	\$3000-\$3499	<input type="radio"/>
16	\$3500-\$3999	<input type="radio"/>
17	\$4000-\$4499	<input type="radio"/>
18	\$4500-\$4999	<input type="radio"/>
19	\$5000-\$5999	<input type="radio"/>
20	\$6000-\$6999	<input type="radio"/>
21	\$7000-\$7999	<input type="radio"/>
22	\$8000-\$8999	<input type="radio"/>
23	\$9000-\$9999	<input type="radio"/>
24	\$10,000 or more	<input type="radio"/>

**PROGRAMMING:** If both S-8b/c and S-9b/c skipped, send to termination screen now.

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**PROGRAMMING:** If LAST = "Past 2 years" and INITIAL = "2005-2007" ask S-10a, S10-b and S-10c, otherwise skip.

S-10a Summarizing your answers so far, you indicated you spent the following amounts with the United States Mint in the time periods listed below:

In the 2005-2007 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year (in years that you made purchases)
In the past year (12 months)	About \$[INSERT FROM S-8c]

If this is correct, please select "yes" to proceed to the next screen. Otherwise, click "no" to revise your answers.

1	Yes, this is correct	<input type="radio"/>
2	No, I need to revise my answers	<input type="radio"/>

**PROGRAMMING:** If "No" selected, please provide follow-up screen as shown below. Pre-populate with answers from S-9c and S-8c but allow respondent to change them. Then loop back to repeat S-10a.

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Please revise your answers below:

In the 2005-2007 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year (in years that you made purchases)
In the past year (12 months)	About \$[INSERT FROM S-8c]

**PROGRAMMING:** Revise S-8c and S-9c based on any new answers inserted in the grid above.

S-10b And approximately what would you say your total spending with the United States Mint was a few years ago -- say in 2010?

*Your best estimate is fine.*

1	\$1-\$99	o
2	\$100-\$199	o
3	\$200-\$299	o
4	\$300-\$399	o
5	\$400-\$499	o
6	\$500-\$599	o
7	\$600-\$699	o
8	\$700-\$799	o
9	\$800-\$899	o
10	\$900-\$999	o
11	\$1000-\$1499	o
12	\$1500-\$1999	o
13	\$2000-\$2499	o
14	\$2500-\$2999	o
15	\$3000-\$3499	o
16	\$3500-\$3999	o
17	\$4000-\$4499	o
18	\$4500-\$4999	o
19	\$5000-\$5999	o
20	\$6000-\$6999	o
21	\$7000-\$7999	o
22	\$8000-\$8999	o
23	\$9000-\$9999	o
24	\$10,000 or more	o

S-10c You indicated you spent the following amounts with the United States Mint in the time periods listed below:

In the 2005-2007 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year (in years that you made purchases)
In 2010	About \$[INSERT FROM S-10b]

It looks like your spending [PROGRAMMING: insert "TRAJECTORY" per instructions below] compared to the 2005-2007 time frame.

**PROGRAMMING:** For insert in the text above...

If S-10b = \$0, TRAJECTORY = "in 2010 stopped"

If S-10b is greater than \$0 but less than S-9c, TRAJECTORY = "in 2010 decreased"

If S-10b is greater than S-9c, TRAJECTORY = "in 2010 increased"  
If S-10b = S-9c, TRAJECTORY = "in 2010 stayed the same"

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**PROGRAMMING:** If LAST = "Past 2 years" and INITIAL = "2008-2010" ask S-11, otherwise skip.

S-11 Summarizing your answers so far, you indicated you spent the following amounts with the United States Mint in the time periods listed below:

In the 2008-2010 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year (in years that you made purchases)
In the past year (12 months)	About \$[INSERT FROM S-8c]

It looks like your spending in the past year [PROGRAMMING: insert "TRAJECTORY" per instructions below] compared to the 2008-2010 time frame. If this is correct, please select "yes" to proceed to the next screen. Otherwise, click "no" to revise your answers.

1	Yes, this is correct	<input type="radio"/>
2	No, I need to revise my answers	<input type="radio"/>

**PROGRAMMING:** For insert in the text above...

If S-8c = \$0, TRAJECTORY = "stopped"

If S-8c is greater than \$0 but less than S-9c, TRAJECTORY = "decreased"

If S-8c is greater than S-9c, TRAJECTORY = "increased"

If S-8c = S-9c, TRAJECTORY = "stayed the same"

**PROGRAMMING:** If "No" selected, please provide follow-up screen as shown below. Pre-populate with answers from S-9c and S-8c but allow respondent to change them. Then loop back to repeat S-11.

Please revise your answers below:

In the 2008-2010 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year
In the past year (12 months)	About \$[INSERT FROM S-8c]

**PROGRAMMING:** Revise S-8c and S-9c based on any new answers inserted in the grid above.

**PROGRAMMING:** If LAST = "2008-2010" and INITIAL = "2005-2007" ask S-12, otherwise skip.

S-12 Summarizing your answers so far, you indicated you spent the following amounts with the United States Mint in the time periods listed below:

In the 2005-2007 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year (in years that you made purchases)
In 2010	About \$[INSERT FROM S-8c]

It looks like your spending [**PROGRAMMING:** insert "TRAJECTORY" per instructions below] when comparing to the 2005-2007 time frame. If this is correct, please select "yes" to proceed to the next screen. Otherwise, click "no" to revise your answers.

1	Yes, this is correct	<input type="radio"/>
2	No, I need to revise my answers	<input type="radio"/>

**PROGRAMMING:** For insert in the text above...

If S-8c = \$0, TRAJECTORY = "in 2010 stopped"

If S-8c is greater than \$0 but less than S-9c, TRAJECTORY = "in 2010 decreased"

If S-8c is greater than S-9c, TRAJECTORY = "in 2010 increased"

If S-8c = S-9c, TRAJECTORY = "in 2010 stayed the same"

**PROGRAMMING:** If "No" selected, please provide follow-up screen as shown below. Pre-populate with answers from S-9c and S-8c but allow respondent to change them. Then loop back to repeat S-12.

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Please revise your answers below:

In the 2005-2007 time period (in years where you made purchases)	About \$[INSERT FROM S-9c] per year
In 2010	About \$[INSERT FROM S-8c]

**PROGRAMMING:** Revise S-8c and S-9c based on any new answers inserted in the grid above.

**TERMINATION SCREEN (DISPLAY BELOW)**

**[PROGRAMMING: DO NOT show question if any levels selected in S-1 or age in S-2 <18]**

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!

Q-1 What were the primary reasons [**PROGRAMMING:** insert per instructions below]?

[Open-end, do not force response]

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**PROGRAMMING:**

- If TRAJECTORY = stopped or one time stopped, insert “you **stopped** purchasing from the U.S. Mint after the [**PROGRAMMING:** If INITIAL = 2005-2007 insert “2005-2007 time frame” otherwise insert “2008-2010 time frame”]
- If TRAJECTORY = decreased, insert “you **decreased** your spending with the U.S. Mint since the 2008-2010 time frame”
- If TRAJECTORY = increased, insert “you **increased** your spending with the U.S. Mint since the 2008-2010 time frame”
- If TRAJECTORY = stayed the same, insert “you have continued to spend about the same amount with the U.S. Mint as you did in the 2008-2010 time frame”
- If TRAJECTORY = in 2010 stopped, insert “you had **stopped** purchasing from the U.S. Mint by the 2010 time frame (compared to your spending prior to that time)”
- If TRAJECTORY = in 2010 decreased, insert “you had **decreased** your spending with the U.S. Mint by 2010 (compared to your spending prior to that time)”
- If TRAJECTORY = in 2010 increased, insert “you had **increased** your spending with the U.S. Mint by 2010 (compared to your spending prior to that time)”
- If TRAJECTORY = in 2010 stayed the same, insert “you have continued to spend about the same amount with the U.S. Mint in 2010 (as your spending prior to that time)”

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**PROGRAMMING:** Ask Q-2a1/Q-2a2/Q-2a3 if TRAJECTORY = “stopped” or “in 2010 stopped”; dynamically display

Q-2a2 Was there anything the U.S. Mint could have done differently to keep you from stopping your purchasing? If so, what would that have been?

[Open-end, force response]



Q-2a3 What could the U.S. Mint do to encourage you to begin purchasing again?

[Open-end, do not force response]

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**PROGRAMMING:** Ask Q-2b1/Q-2b2/Q2-b3 if TRAJECTORY = “decreased” or “in 2010 decreased”;  
dynamically display

Q-2b2 Was there anything the U.S. Mint could have done differently to keep you from decreasing your purchasing? If so, what would that have been?

[Open-end, force response]

Q-2b3 What could the U.S. Mint do to encourage you to increase your purchasing again?

[Open-end, do not force response]

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**PROGRAMMING:** Ask Q-2c if TRAJECTORY = “increased” or “in 2010 increased”.

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**PROGRAMMING:**

Ask Q-3a if TRAJECTORY = “increased,” “in 2010 increased,” “stayed the same,” “in 2010 stayed the same”

Ask Q-3b if TRAJECTORY = “decreased,” “in 2010 decreased,” “stopped,” “in 2010 stopped”

Q-3a To what degree are each of the following important reasons that contributed to your [PROGRAMMING: if Spend TRAJECTORY = “increased” or “in 2010 increased” THEN insert “increased”; otherwise insert “continued”] purchases of coins or other merchandise from the United States Mint [PROGRAMMING if TRAJECTORY = “in 2010 increased” insert “by 2010”] compared to the [PROGRAMMING: if INITIAL = 2005-2007, insert “2005-2007 time period”, otherwise insert “2008-2010 time period”]?

Select answer for each item.

	Not at all a reason	Minor reason	Moderate reason	Major reason
<b>Increased Interest</b>				
a. I am becoming / have become more interested in buying certain 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"/>
<b>Better Communications</b>				
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"/>
<b>Good Product Availability/Access</b>				
f. 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"/>
<b>Better Product Quality</b>				
g. Product packaging has improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Gift-giving</b>				
h. I started buying coins/sets as gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. 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"/>
<b>Resources/Spending</b>				
j. 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"/>
<b>Pricing</b>				
k. Prices for United States Mint products are reasonable (or have become more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

reasonable)				
l. Prices for the United State Mint products increased (so I have to spend more to buy the same items)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Good Service</b>				
m. The ordering process is easier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. The United States Mint’s customer service has improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Delivery options have improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Products</b>				
p. The United States Mint has been offering coins/products featuring more interesting subject matter (e.g., political, historical, or national themes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. The coin designs have become more interesting/appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. The United States Mint brought back discontinued products I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. The United States Mint started offering new products that I was interested in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b>				
t. I feel that many of the products offered by the United States Mint offer a good investment potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:** Randomize sections and statements within statements, keeping Other last

**PROGRAMMING:** Ask Q-3a1 if Q-3a Level a (I am becoming / have become more interested in buying certain types of products the United States Mint sells) is “Major,” “Moderate,” or “Minor”

Q-3a1 You indicated that you have become more interested in buying certain types of products the United States Mint sells. Which types of products have you become more interested in buying?

*Please select all that apply.*

		Products
A	Annual sets	<input type="checkbox"/>
B	Commemorative coins	<input type="checkbox"/>
C	Medals	<input type="checkbox"/>
D	Silver coins	<input type="checkbox"/>
E	Gold coins	<input type="checkbox"/>
F	Other (specify _____)	<input type="checkbox"/>

Q-3b To what degree are each of the following important reasons that contributed to your [PROGRAMMING: if TRAJECTORY = “decreased” or “in 2010 decreased” THEN insert “decreased purchasing of”; otherwise insert “decision to stop purchasing”] coins or other merchandise from the United States Mint [PROGRAMMING if TRAJECTORY = “in 2010 decreased” or “in 2010 stopped” insert “by 2010”] [PROGRAMMING: if TRAJECTORY = “decreased” or “in 2010 decreased” THEN insert “compared to”; otherwise insert “after”] the [PROGRAMMING: if INITIAL = 2005-2007, insert “2005-2007 time period”, otherwise insert “2008-2010 time period”]?

Select answer for each item.

	Not at all a reason	Minor reason	Moderate reason	Major reason
<b>Lack of Interest</b>				
a. I became less interested (or became uninterested) in buying the types of products the United States Mint sells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Poor Communications</b>				
b. 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"/>
c. I was not made aware of new products that were introduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. 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"/>
<b>Poor Product Availability/Access</b>				
e. The United States Mint discontinued products (and/or a series) I wanted to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. 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"/>
g. The United States Mint started offering too few products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The United States Mint started offering too many different products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. 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"/>
<b>Poor Product Quality</b>				
j. My products arrived damaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Product packaging has had poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. External (shipping) packages have had poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>No Longer Give as Gifts</b>				
m. Some of my purchases were for gifts (and I no longer give these items as	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

gifts, or I give them less often)				
n. My purchases were for gifts (and the U.S. Mint discontinued the items I gave)	0	0	0	0
<b>Resources/Spending</b>				
o. I felt I was spending too much on coins	0	0	0	0
p. The amount of money I am able to devote to coin collecting decreased	0	0	0	0
<b>Pricing</b>				
q. Prices for United States Mint products increased / were too high	0	0	0	0
<b>Poor Service or Problems</b>				
r. The United States Mint's ordering process was too difficult	0	0	0	0
s. The United States Mint's customer service is poor	0	0	0	0
t. I had problems with shipping	0	0	0	0
u. There were problems with my order(s)	0	0	0	0
<b>Products</b>				
v. I was only interested in one specific product (and not interested in any others that the United States Mint sells)	0	0	0	0
w. I am not as interested in the subject matter (e.g., political, historical, or national themes) that has been featured on the coins offered by The United States Mint	0	0	0	0
<b>Other</b>				
x. I prefer to buy United States Mint products from other sources (coin shops, etc.)	0	0	0	0
y. The products offered by the United States Mint are no longer as good of an investment	0	0	0	0
z. The space I have to store coins is limited	0	0	0	0
aa. I decided to buy fewer of (or stop collecting) certain types of U.S. Mint products	0	0	0	0

**PROGRAMMING:** Randomize sections and statements within statements, keeping Other last

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**PROGRAMMING:** Ask Q-3b1 if Q-3b Level aa (I decided to buy fewer (or stop buying) certain types of U.S. Mint products) is “Major,” “Moderate,” or “Minor”

Q-3b1 You indicated that you decided to buy fewer (or stop buying) certain types of U.S. Mint products. Which types of products did you buy fewer of (or stop buying)?

*Please select all that apply.*

		Products
A	State Quarters products	<input type="checkbox"/>
B	Silver proof sets	<input type="checkbox"/>
C	Platinum coins	<input type="checkbox"/>
D	Gold coins	<input type="checkbox"/>
E	Commemorative coins	<input type="checkbox"/>
F	Medals	<input type="checkbox"/>
G	Other (specify____)	<input type="checkbox"/>

**PROGRAMMING:** Ask Q-4a/Q-4b if Q-3b Level x (I prefer to buy United States Mint products from other sources coin shops, etc.) is “Major,” “Moderate,” or “Minor”; else skip to Q-5

Q-4a 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. Amazon.com	0	0
l. Bradford Exchange	0	0
m. Danbury Mint	0	0
n. Littleton Coin Company	0	0
o. GovMint.com	0	0
p. National Collector’s Mint	0	0
q. World Reserve Monetary Exchange	0	0
r. Other companies or mints offering coins in direct mail/newspaper/magazine ads	0	0

**PROGRAMMING:** Randomize; Keep Level F after E; Keep Level R last

**PROGRAMMING:** Dynamically display Q-4b when all rows answered.

Q-4b What are the primary reasons you purchase United States Mint coins or other merchandise from a source other than the United States Mint?

[Open-end, do not force response]

**PROGRAMMING:** Ask Q-4c if S8-c = \$0 or if LAST is not = "in the past 2 years"; Skip if S-6 = Level 1 ("Zero")

Q-4c You indicated that you stopped purchasing coins or other merchandise from the United States Mint at some point. To the best of your recollection, what was the last year you made purchases from the U.S. Mint?

*Your best estimate is fine.*

		Year
A	2012	o
B	2011	o
C	2010	o
D	2009	o
E	2008	o
F	2007	o
G	2006	o
H	2005	o

**PROGRAMMING:**

IF S-7 = "within the past 2 years" THEN display A-B

IF S-7 = "3-5 years ago" THEN display C-E

IF S-7 = "6-8 years ago" THEN display F-H

Q-5 **Overall**, how satisfied [**PROGRAMMING:** if TRAJECTORY = "stopped" or "in 2010 stopped" insert "have you been", otherwise insert "are you"] with the purchases you have made from the United States Mint?

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

Q-6a **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-6b when Q-6a answered.

Q-6b 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-7a 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-7b when Q-7a answered.

Q-7b Please tell us your reasons for giving this rating.

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



Q-8 Thinking back to when you began purchasing from the United States Mint, 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.						
b. I learned about the increase in value of specific types of coins/sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. I visited the United States Mint in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I saw a documentary/informational show on the United States Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. I was interested in the subject matter of a particular type/set of United States Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. I had free time to devote to coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I saw United States Mint advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. I visited a coin dealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. I read a book or magazine about coin collecting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. I read an article about coins, etc., in the newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. I received a special United States Mint coin/set as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. I received a collectible coin (taken from a bank or circulation) as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. I went to a coin show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. I wanted to diversify my financial investment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. I saw a rare coin display (e.g., in a museum)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. A family member or friend increased my level of interest in United States Mint coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. I inherited a coin collection (e.g., from a relative, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. I was exposed to (or participated in) a coin collecting club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:** Randomize

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Q-9 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-9 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Collecting coins is a good way to make money (a good investment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Collectible coins make a great gift to mark the birth of a new baby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Collectible coins make great holiday and/or birthday gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Collecting coins is an interesting/exciting hobby for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Giving collectible coins (or passing along a coin collection) to children/grandchildren will help create a lasting memory of me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. I consider coins to be works of art, like paintings or sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. I enjoy the fun of "hunting" for rare, hard-to-find coins in my collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Collecting coins is a good way for me to get "in touch" with my country's history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. I enjoy collecting coins for their sheer beauty/artwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. It gives me a feeling of satisfaction/accomplishment as I work towards completing my coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. A coin collection is something interesting to display to guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Coin collecting is an interesting topic to learn more about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. I like to look at the inscriptions/details on my pocket change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. I am quite interested in American history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. I am quite interested in foreign coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. I am quite interested in military history (e.g., battles, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. I found the 50 State Quarters to be highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. I find the Presidential \$1 coin series depicting U.S. Presidents highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. I find (or would find) a series of coins depicting U.S. National Parks / Sites highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.						

**PROGRAMMING:** Randomize

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**PROGRAMMING:** Skip Q-10a/b if TRAJECTORY = "increased" or "in 2010 increased"

Q-10a Please rate the extent to which each of the following items would encourage you to increase your purchasing of coins or other merchandise from the United States Mint.

*Rate each item from 1-6, where 1 means "Not at all likely" and 6 means "Extremely likely."*

If the U.S. Mint...	Not at all likely						Extremely likely
	1	2	3	4	5	6	
a. Sent you a catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
b. Sent you information to help you better understand the different types of products they offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
c. Offered free shipping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
d. Offered products at the same time each year (e.g., certain coins in January, other coins in February, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
e. Sold their products at a nationally well-known retailer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
f. Offered a subscription program to automatically order the next in the series of a previously purchased product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
g. Provided discounts on volume purchases (e.g., \$10 off purchase of \$100)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
h. Brought back old products (such as the Premier set)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
i. Offered more products with military themes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
j. Offered more products with popular culture themes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
k. Offered more products with U.S. geography themes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
l. Offered more products with U.S. historical themes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
m. Opened sell windows so that anyone wanting a product could purchase it during the month-long sell window	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
n. Made more coins with different/special mint marks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
o. Made more coins with special/interesting finishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
p. Improved the ordering process or their website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
q. Offered sets for kids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
r. Made more coins with unique characteristics (e.g., high relief design, special production techniques, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

**PROGRAMMING:** Randomize

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10-b The previous question included certain themes that you may enjoy seeing featured on U.S. Mint products, such as military, popular culture, U.S. geography or historical themes. What other themes would you like to see featured on products offered by the U.S. Mint?

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

**DEMOGRAPHIC INFORMATION**

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

1	Grade school (8 <sup>th</sup> 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"/>

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D-3a What is your gender?

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

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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"/>
6	Prefer not to answer	<input type="radio"/>

---

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"/>
9	Prefer not to answer	<input type="radio"/>

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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 Are you a coin dealer?

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

**PROGRAMMING:** Ask if D-7 is "Yes"

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Thank you for participating in this survey.

**Programmer:** Add any necessary language for exiting the survey.