

United States Mint New Customer Acquisition Questionnaire

Customer and Non-Customer Research

June 18, 2015

INTRODUCTION FOR CUSTOMER SAMPLE:

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 1525-0012-0198.

INTRODUCTION FOR NON-CUSTOMER SAMPLE:

NAXION, 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 20-25 minutes of your time.

FOR BOTH SAMPLES:

It is NAXION's policy to keep interviews anonymous. Consistent with this policy, NAXION 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 NAXION's privacy policy, you can view our website at <http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information>

If you have any questions or problems while completing the survey, please send an email to Ops Manager at opsmanager@naxion-thinking.com, or call weekdays from 9:00 AM to 5:00 PM Eastern at 1-800-342-9102 ext. XXXX.

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.

PROGRAMMING: For all questions, ask all unless otherwise specified.

Do not display this line: Section S: Screening Criteria

Programming: Ask All

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...

Select one answer for each row.

	Yes	No
For a market research firm or marketing research department of a company?	<input type="radio"/>	<input type="radio"/>
For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
An organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

Programming:

- Ask each of S-1 through S-4b, even if respondent will be terminated based on answer. Terminate after S-4b if “yes” to any.
- In the entire survey, never allow people to go backwards.

Programming: Ask All

S-1a Have you collected, occasionally saved, or sometimes put aside any types of coins (such as America The Beautiful Quarters, Presidential \$1 Coins, etc.), either for yourself or for others, in the last 2 years?

Select one.

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

Programming:

- We will "ghost" S1-a until it is activated to appear in the screener, although it may not need to be activated. The text of S-1a is asked in Q2-1b-1 where we need a minimum of 600 "Yes" answers from RN respondents (indicated by a "8" in the second digit of the respondent ID). If we are not going to reach this 600 minimum, we will activate S-1a and then terminate those who say “no”.
- Once S-1a is activated, Q2-1b-1 will also be asked and the respondent will be forced to provide the same answer as given in S-1a with an error message “Previously you indicated that you have collected, occasionally saved, or sometimes put aside any types of coins (such as America The Beautiful Quarters, etc.), either for yourself or for others. Please revise your answer.”
- Answers will be forced for respondents who do not see S-1a, based on their answer to Q2-1b-1.

Programming: Ask All

S-1b In the past 2 years, from which of the following organizations have you purchased any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.)?

Sources/Organizations	Yes	No
The United States Mint	<input type="radio"/>	<input type="radio"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="radio"/>	<input type="radio"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="radio"/>	<input type="radio"/>
Local auction or estate sales	<input type="radio"/>	<input type="radio"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="radio"/>	<input type="radio"/>
Home Shopping Network/QVC	<input type="radio"/>	<input type="radio"/>

- We will "ghost" S1-b until it is activated to appear in the screener. We need a minimum of 400 respondents (from RN) who say "Yes" to any of rows b-f of Q2-3e (which asks about purchasing from United States Mint & competitors). We will activate S-1b and then terminate those who say "no" to all of rows 2-6.
- Once S-1b is activated, Q2-3d will also be asked and the respondent will be forced to provide the same answer as given in S-1b with an error message "Previously you indicated that you have purchased coins or coin-related merchandise (e.g., coin-jewelry, etc.) from ...(rows)... Please revise your answer."
- Answers will be forced for respondents who do not see S-1b, based on their answer to Q2-3e.

Programming: Ask All

S-2 In the past year, have you sold any coins or other coin-related collectibles for income purposes, other than to round out a personal collection?

Select one.

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

Programming:

- Ask All

Programming: Ask if S-2 is yes

S-2b (new) To confirm, are you a dealer?

Select one.

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

Programming: Ask if S-2 is "yes"

- Terminate after S-4b if "yes"

Programming: Ask All

S-3 What is your age in years?

Type in a number

Age (in years)

Programming:

- Send to terminate screen after S-4 if <18.
- If Panel send to terminate screen after S-4 if > 70.
- Range is 14-99.

Programming: Ask All

S-4 Are you ...?

Select one.

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

Programming:

- Check quotas and terminate if over quota.

Programming: Ask Non-Customer Sample ONLY

S-4b What is the total combined annual income – before taxes – of all members of your household, including yourself? Please include income from jobs as well as bonuses, shares of profits and from all other sources. Your best estimate is fine.

Select one.

Less than \$5,000	<input type="radio"/>
\$5,000 - \$7,499	<input type="radio"/>
\$7,500 - \$9,999	<input type="radio"/>
\$10,000 - \$12,499	<input type="radio"/>
\$12,500 - \$14,999	<input type="radio"/>
\$15,000 - \$19,999	<input type="radio"/>
\$20,000 - \$24,999	<input type="radio"/>
\$25,000 - \$29,999	<input type="radio"/>
\$30,000 - \$34,999	<input type="radio"/>
\$35,000 - \$39,999	<input type="radio"/>
\$40,000 - \$44,999	<input type="radio"/>
\$45,000 - \$49,999	<input type="radio"/>
\$50,000 - \$59,999	<input type="radio"/>
\$60,000 - \$74,999	<input type="radio"/>
\$75,000 - \$99,999	<input type="radio"/>
\$100,000 - \$149,999	<input type="radio"/>
\$150,000 - \$249,999	<input type="radio"/>
\$250,000 - \$499,999	<input type="radio"/>
\$500,000 or more	<input type="radio"/>

Programming:

- Ask Non-Customer Sample ONLY

**Based on your answers, you are eligible to participate in our survey.
Please click the Forward button to proceed.**

Programming: Ask All

Section 1: Collectibles Behavior, Coin Awareness

Q1-1a Which, if any, of the following types of collectible merchandise do you currently collect (i.e., purchase to build a collection, etc.)?

Type of Collectible	Yes	No
Cards (e.g., baseball cards, etc.)	<input type="radio"/>	<input type="radio"/>
Coins	<input type="radio"/>	<input type="radio"/>
Comic books	<input type="radio"/>	<input type="radio"/>
Decorative plates	<input type="radio"/>	<input type="radio"/>
Dolls/figurines	<input type="radio"/>	<input type="radio"/>
Fine art/antiques	<input type="radio"/>	<input type="radio"/>
Military items/historical memorabilia	<input type="radio"/>	<input type="radio"/>
Music/movie memorabilia	<input type="radio"/>	<input type="radio"/>
Sports memorabilia other than cards	<input type="radio"/>	<input type="radio"/>
Stamps	<input type="radio"/>	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>	<input type="radio"/>

Programming:

- Must specify if “Other” is yes.

Programming: Ask All

Q1-1c On average, about how much have you spent annually on each of these types of items since you began collecting them?

Please provide your best estimate in round numbers.

Type of Collectible	Average Annual Expenditure
Cards (e.g., baseball cards, etc.)	\$ _____
Coins	\$ _____
Comic books	\$ _____
Decorative plates	\$ _____
Dolls/figurines	\$ _____
Fine art/antiques	\$ _____
Military items/historical memorabilia	\$ _____
Music/movie memorabilia	\$ _____
Sports memorabilia other than cards	\$ _____
Stamps	\$ _____
Other (please specify) _____	\$ _____
	DISPLAY COLUMN SUM

Programming:

- Only show rows “yes” in Q1-1a. Carry over “Other” from Q1-1a.
- Allowable range 0-\$99,999 in each row, with error message (“The allowable range in ... is \$0-\$99,999. Please revise your answer.”). Warning text if answer over \$999 (“You have indicated that you spent \$... on ... If this is correct, press “OK”, otherwise click “CANCEL” and adjust your answer.”). Note that “...” means insert corresponding expenditure/collectible.

Programming: Ask All

Q1-2a Using a scale of 1 to 6, where 1 means “strongly disagree” and 6 means “strongly agree”, please rate the extent to which you agree or disagree with the following statements regarding XXXXX collecting.

Rate each item from 1-6.

	Strongly Disagree				Strongly Agree	
	1	2	3	4	5	6
Collecting XXXXX makes me <i>[would make me]</i> 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"/>
XXXXX make great gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A XXXXX collection is something memorable and/or sentimental to pass on to children or grandchildren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider XXXXX 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"/>
XXXXX collecting provides a good opportunity to "connect" with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It <i>[would give]</i> gives me a feeling of satisfaction/accomplishment as I work towards completing my XXXXX sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A XXXXX collection is <i>[would be]</i> something interesting to display to guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- In XXXXX, display name of collectible with highest value in Q1-1c, excluding “coins.” (never allow coins as the item in 1-2a) OR if none in Q1-1c, choose 1 at random from items that are “Yes” in Q1-1a (but NOT coins) and insert *[would be]* where appropriate (if no items are chosen in Q1-1a, then insert a random item (but NOT coins) from Q1-1a question.
- Randomize order.
-

Do Not Display Row - Section 2: Coin Collecting Behaviors, Attitudes, and Motivations

Programming: Ask all

Q2-1b-1 Have you collected, occasionally saved, or sometimes put aside any type of **coins (such as America The Beautiful Quarters, Presidential \$1 Coins, etc.)**, either for yourself or for others, **in the last 2 years?**

Select one.

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

Programming:

- Ask all
- If no, skip to 2-2a.

Programming: Ask if coin saver (yes to 2-1b-1)

Q2-1c Are the **coins** you collect, occasionally save, or put aside for yourself, for others (e.g., gifts), or both?

Select one.

For myself	<input type="radio"/>
For others	<input type="radio"/>
Both	<input type="radio"/>

Programming:

- Ask if yes to 2-1b-1

Programming: Ask if coin saver (yes to 2-1b-1)

Q2-1e Which of these activities, if any, have you done **within the last 2 years** to collect or save **coins?**

Select one in each row

Activity	Yes	No
Gone to banks/bank tellers for “new” (uncirculated) coins	<input type="radio"/>	<input type="radio"/>
Taken coins out of general circulation (from pocket/purse) and saved them	<input type="radio"/>	<input type="radio"/>
Acquired/been given coins from relatives or friends	<input type="radio"/>	<input type="radio"/>
Other (specify) _____	<input type="radio"/>	<input type="radio"/>

Programming:

- Ask if yes to 2-1b-1
- Randomize order of a-c

Programming: Ask All

Q2-2a Using a scale of 1 to 6, where 1 means “strongly disagree” and 6 means “strongly agree”, please rate the extent to which you agree or disagree with the following statements regarding **coin collecting**.

Rate each item from 1-6.

	Strongly Disagree						Strongly Agree	
	1	2	3	4	5	6		
Collecting coins makes [would make] 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"/>		
Collectible coins make great gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
A coin collection is something memorable and/or sentimental to pass on to children or grandchildren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
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"/>		
Coin collecting provides [would provide] a good opportunity to "connect" with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
It gives [would give] 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"/>		
A coin collection is [would be] something interesting to display to guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I am (or would be) very interested in coins that relate to key events or figures in American history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I am very interested in foreign coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I am (or would be) very interested in coins related to military history (e.g., battles, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
I would find special coins or sets about different U.S. Presidents highly interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

Programming:

- Insert parenthetical italics text for non Coin Savers (those saying “No” in Q2-1b-1)
- Randomize

Programming: Ask All

Q2-3a What organizations or sources, if any, are you aware of that **offer collectible coins for sale**?

Please list any organizations in the spaces below. If you are not aware of any please indicate in the check-box below.

_____	_____
_____	_____
_____	_____

I am not aware of any organizations that offer collectible coins for sale	<input type="checkbox"/>
---	--------------------------

Programming:

- Display 12 lines for respondent to enter answers.
- Do not allow "I am not aware" box to be checked if there is text on any line.

Programming: Ask All

Q2-3b Which, if any, of the following sources of **collectible coins or coin-related merchandise** (e.g., coin jewelry, etc.) have you heard of?

Sources/Organizations	Yes	No
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="checkbox"/>	<input type="checkbox"/>
Local auction or estate sales	<input type="checkbox"/>	<input type="checkbox"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="checkbox"/>	<input type="checkbox"/>
Home Shopping Network/QVC	<input type="checkbox"/>	<input type="checkbox"/>

Programming: Randomize order but keep a and b together; Retain same order in 2-3c, 2-3e, 2-3f, 2-3g and 2-4a.

Programming: Ask those who said Yes in Q2-3b

Q2-3b-1 (new) How familiar are you with the United States Mint (thinking about their role as a source of collectible coins or coin-related merchandise)?

	Very Familiar	Somewhat Familiar	I only know the name
The United States Mint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Programming: Only ask if Yes to row a in 2-3b

Programming: Ask All

Q2-3c Which, if any, of the following organizations have you ever contacted (e.g., called, visited their website, gone in person) regarding **collectible coins or coin-related merchandise** (e.g., coin jewelry, etc.)?

Sources/Organizations	Yes	No
The United States Mint	<input type="radio"/>	<input type="radio"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="radio"/>	<input type="radio"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="radio"/>	<input type="radio"/>
Local auction or estate sales	<input type="radio"/>	<input type="radio"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="radio"/>	<input type="radio"/>
Home Shopping Network/QVC	<input type="radio"/>	<input type="radio"/>

Programming:

- Same order as 2-3b
- Only show rows “yes” in 2-3b

Programming: Ask All

Q2-3e **In the past two years**, from which of the following organizations have you **purchased** any collectible coins or coin-related merchandise (e.g., coin jewelry, etc.)? Please only answer if you are sure that you have purchased from the source.

Do not say yes if you have only received a gift from the organization (but didn't make the purchase yourself).

Sources/Organizations	Yes	No
The United States Mint	<input type="radio"/>	<input type="radio"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="radio"/>	<input type="radio"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="radio"/>	<input type="radio"/>
Local auction or estate sales	<input type="radio"/>	<input type="radio"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="radio"/>	<input type="radio"/>
Home Shopping Network/QVC	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Programming: Ask if No to United States Mint in Q2-3e

Q2-3e-1 (new) Have you **ever purchased** any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.) from the United States Mint? Please only answer if you are sure that you have purchased from the source.

Do not say yes if you have only received a gift from the United States Mint (but didn't make the purchase yourself).

Ever Purchased	Yes	No
The United States Mint	0	0

Programming: Ask if "No" to USM (row a) in Q2-3e.

Programming: Ask if Coin Purchaser

Q2-3f For each source listed, how did you primarily make your purchases in the last 2 years?

Select one in each row.

Sources	Purchase Method			
	Phone	Mail	Internet	In-Person
The United States Mint	0	0	0	0
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	0	0	0	0
Coin shops/local shops (e.g., dealers, antique stores)	0	0	0	0
Local auction or estate sales	0	0	0	0
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	0	0	0	Don't allow
Home Shopping Network/QVC	0	0	0	Don't allow

Programming:

- Only show rows "yes" in 2-3e.
- Sources appear in same order as 2-3b.
- Allow only 1 response per row.

Programming: Ask if any rows “yes” in Q2-3e

Q2-3g Approximately how much have you spent in total on **collectible coins and coin-related merchandise** from each of these sources in the ***last 12 months***?

Please enter a value rounded to the nearest dollar in each space provided.

Sources	\$ Spent Last 12 Months
The United States Mint	\$ _____
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	\$ _____
Coin shops/local shops (e.g., dealers, antique stores)	\$ _____
Local auction or estate sales	\$ _____
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	\$ _____
Home Shopping Network/QVC	\$ _____

Programming:

- Only show rows “yes” in 2-3e.
- Sources appear in same order as 2-3b.
- Allowable range 0-\$99,999 in each row, with error message (“The allowable range in ... is \$0-\$99,999. Please revise your answer.”). Warning text if answer over \$999 (“You have indicated that you spent \$... on ... If this is correct, press “OK”, otherwise click “CANCEL” and adjust your answer.”).

Programming: Ask All

Q2-4a **[IF HAVE NOT PURCHASED COINS IN PAST (Q2-3e “no” to all), INSERT - “If you were to purchase collectible coins in the future”]** Which of the following organizations would you consider as a source for buying coins?

Check one for each row.

Sources	Would Consider	Would not Consider
The United States Mint	<input type="radio"/>	<input type="radio"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="radio"/>	<input type="radio"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="radio"/>	<input type="radio"/>
Local auction or estate sales	<input type="radio"/>	<input type="radio"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="radio"/>	<input type="radio"/>
Home Shopping Network/QVC	<input type="radio"/>	<input type="radio"/>

Programming: Same order as 2-3b.

Programming: Ask All

Q2-4b **[IF HAVE NOT PURCHASED COINS IN PAST (Q2-3e “no” to all), INSERT “If you were to purchase collectible coins in the future”]** Which of the following organizations would be your ***first choice*** as a source for buying coins?

Check one.

Sources	1 st Choice
The United States Mint	<input type="radio"/>
Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="radio"/>
Coin shops/local shops (e.g., dealers, antique stores)	<input type="radio"/>
Local auction or estate sales	<input type="radio"/>
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="radio"/>
Home Shopping Network/QVC	<input type="radio"/>

Programming:

- Only show rows “would consider” in 2-4a. If “would not consider” is selected for all rows in 2-4a, ask question with all rows shown. If only 1 row “would consider” in 2-4a, count that row as the answer to 2-4b and do not ask 2-4b.
- Same order as 2-4a.

Programming: Ask All

Q2-4c 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*.

	Yes	No	Unsure
American the Beautiful Quarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presidential \$1 Coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special commemorative coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coin jewelry and other coin-related gift items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Eagle Platinum, Gold or Silver coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual U.S. Proof coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual U.S. Silver Proof coin sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual uncirculated set with P & D mint marks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Programming: Ask Coin Savers

Q2-6a-1 (new) In the past two years, have you **collected or saved** any of the following types of coins?

Select one in each row

Coin Type	Yes	No
Pristine (specially minted and/or untouched by human hands) copies of new US circulating coins	<input type="radio"/>	<input type="radio"/>
Old/rare coins	<input type="radio"/>	<input type="radio"/>
Foreign coins	<input type="radio"/>	<input type="radio"/>
Special commemorative coins	<input type="radio"/>	<input type="radio"/>

Programming:

- Ask if Q2-1b-1 is yes

Programming: Ask Coin Purchasers

Q2-6a-2 (new) In the next 12 months, how likely are you to **purchase** any of the following types of coins?

Select one in each row

Coin Type	Not at all Likely		Extremely Likely			
	1	2	3	4	5	6
Pristine (specially minted and/or untouched by human hands) copies of new US circulating coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Old/rare coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special commemorative coins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- Ask if Q2-3e is yes for any row

Programming: Ask Not-Mint Customers

Q2-8d-1 To what degree has each of the following factors been a reason (or barrier) that has contributed to your ***not purchasing*** any **collectible coins or coin-related merchandise** from the United States Mint?

	Not at all a Barrier	Minor Barrier	Medium Barrier	Major Barrier
I know very little about collectible coins	0	0	0	0
I don't see any point to ever pay over "face value" for a coin	0	0	0	0
I wasn't aware I could purchase coins from the United States Mint	0	0	0	0
I do not know how to contact the United States Mint	0	0	0	0
I'm not familiar with the types of items the United States Mint offers for sale	0	0	0	0
I fear I might overpay for products or buy something that isn't worth much	0	0	0	0
Overall, I feel coin collecting is boring	0	0	0	0
I do not enjoy building collections of items (of any kind)	0	0	0	0
I am uninterested in the subject matter of collectible coins	0	0	0	0
I have no time for collecting coins	0	0	0	0
I need to see/handle an object in person before I buy it	0	0	0	0
Coin collecting is too expensive for me	0	0	0	0
I do not think coins make a good investment	0	0	0	0
I do not feel that coins make good display items	0	0	0	0
I do not feel that coins make good gifts	0	0	0	0
I did not even know that collectible coins existed	0	0	0	0
I have no interest in coin collecting	0	0	0	0
Customer service is not favorable	0	0	0	0
Product packaging is unexciting or does not provide enough value	0	0	0	0

Programming:

- Randomize order
- Ask all who are NOT United States Mint Customers ("No" in Q2-3e row a) only

Programming: Tie-Breaker for Q2-8d-1

Q2-8d-2 Which of these would you say is the most important barrier that has prevented you from purchasing from the United States Mint?

Please select one.

I know very little about collectible coins	<input type="radio"/>
I don't see any point to ever pay over "face value" for a coin	<input type="radio"/>
I wasn't aware I could purchase coins from the United States Mint	<input type="radio"/>
I do not know how to contact the United States Mint	<input type="radio"/>
I'm not familiar with the types of items the United States Mint offers for sale	<input type="radio"/>
I fear I might overpay for products or buy something that isn't worth much	<input type="radio"/>
Overall, I feel coin collecting is boring	<input type="radio"/>
I do not enjoy building collections of items (of any kind)	<input type="radio"/>
I am uninterested in the subject matter of collectible coins	<input type="radio"/>
I have no time for collecting coins	<input type="radio"/>
I need to see/handle an object in person before I buy it	<input type="radio"/>
Coin collecting is too expensive for me	<input type="radio"/>
I do not think coins make a good investment	<input type="radio"/>
I do not feel that coins make good display items	<input type="radio"/>
I do not feel that coins make good gifts	<input type="radio"/>
I did not even know that collectible coins existed	<input type="radio"/>
I have no interest in coin collecting	<input type="radio"/>
Customer service is not favorable	<input type="radio"/>
Product packaging is unexciting or does not provide enough value	<input type="radio"/>

Programming:

- Show only if a tie exists in 2-8d-1 for major barrier. Force respondent to select exactly one.
- Only display rows that were tied as major barrier in 2-8d-1

Programming: Ask Non-Mint Coin Purchasers

Q2-8e-1 Earlier you indicated you have purchased coins from other sources, but not the United States Mint. To what degree have each of the following factors contributed to your **purchasing** from other sources **instead of** the United States Mint?

Rate each item from 1-6, where 1 means “Not at All a Reason” and 6 means “Has Been a Major Reason”

	Not at All Reason			Has Been a Major Reason		
	1	2	3	4	5	6
I wasn't aware I could purchase coins from the United States Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not know how to contact the United States Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm not familiar with the types of items the United States Mint offers for sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to see/handle an object in person before I buy it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
United States Mint coins are too expensive for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins from other sources are easier to buy and/or sell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I saw a TV ad from another source/company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I received a catalog from another source/company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I saw Internet ads from another source/company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Randomize order

- Ask Coin Purchaser who are NOT United States Mint purchasers (“No” in 2-3e row a, AND “Yes” in 2-3e to any row except for row a) only
- If more than 1 row is tied for highest rating, ask Q2-8e-2

Programming: Tie-Breaker for Q2-8e-1

Q2-8e-2 Which of these would you say is the most important barrier that has contributed to your purchasing from other sources instead of the United States Mint?

Choose one

I wasn't aware I could purchase coins from the United States Mint	<input type="radio"/>
I do not know how to contact the United States Mint	<input type="radio"/>
I'm not familiar with the types of items the United States Mint offers for sale	<input type="radio"/>
I need to see/handle an object in person before I buy it	<input type="radio"/>
United States Mint coins are too expensive for me	<input type="radio"/>
Coins from other sources are easier to buy and/or sell	<input type="radio"/>
I saw a TV ad from another source/company	<input type="radio"/>
I received a catalog from another source/company	<input type="radio"/>
I saw Internet ads from another source/company	<input type="radio"/>

Programming:



- Show only if a tie exists in 2-8e-1 for the highest number. Force respondent to select exactly one.
- Only display rows that were tied in 2-8e-1

DO NOT DISPLAY LINE - Section 3: Coin Purchasing Interest and Past Experiences/Exposures

Programming: Ask All

Q3-1a Several different types of products that are available from the United States Mint are shown on this screen and subsequent screens. 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
<p>An Annual United States Mint Proof Set®</p>  <p>Image not actual size</p> <p>With the U.S. Mint 2015 Proof Coin Set you get all 14 proof coins dated 2015 encased in three clear plastic lenses. With sharp relief and mirror-like backgrounds, U.S. Mint proof coins have frosted, sculpted foregrounds giving them a special cameo effect.</p> <p>Price: \$32.95</p>						
	0	0	0	0	0	0
<p>An Annual United States Mint Silver Proof Set®</p>  <p>Image not actual size</p> <p>The 2015 Silver Proof Set contains 14 coins encased in three clear plastic lenses. These beautiful proof coins are specially minted to feature sharp relief, a mirror-like background and frosted foregrounds.</p> <p>Price: \$53.95 (varies with market)</p>						
	0	0	0	0	0	0



<p>An Annual <u>United States Mint Uncirculated Coin Set®</u></p>  <p>Image not actual size</p> <p>The 2015 Uncirculated Coin Set contains 28 blister-sealed coins displayed in two folders of 14 coins each – one folder from the U.S. Mint at Philadelphia and one from Denver. Produced in special presses, these uncirculated coins feature sharp, intricate details. Price: \$28.95</p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>
<p>An Annual <u>United States Mint America the Beautiful Quarters Proof Set™</u></p>  <p>Image not actual size</p> <p>With the U.S. Mint 2015 America the Beautiful Quarters Proof Set you get all 5 America the Beautiful Proof Quarters dated 2015 encased in a clear plastic lens. With sharp relief and mirror-like backgrounds, U.S. Mint proof coins have frosted, sculpted foregrounds giving them a special cameo effect. Price: \$14.95</p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>
<p>An Annual <u>United States Mint America the Beautiful Quarters Silver Proof Set™</u></p>	<p style="text-align: center;">○ ○ ○ ○ ○ ○</p>



Image not actual size

The 2015 America the Beautiful Quarters Silver Proof Set contains 5 coins struck in silver with a proof finish encased in a clear plastic lens. These beautiful proof coins are specially minted to feature sharp relief, a mirror-like background and frosted foregrounds.

Price: \$31.95 (varies with market)

An American Eagle Silver Proof One Ounce Coin



Image not actual size

The 2015 American Eagle One Ounce Silver Proof Coin is made from one ounce of 0.999 fine silver and bears the "W" mint mark, reflecting its striking at the U.S. Mint facility at West Point. With sharp relief and mirror-like backgrounds, U.S. Mint proof coins have frosted, sculpted foregrounds giving them a special cameo effect.

Price: \$48.95 (varies with market)

To ensure our survey is working properly, please select 3 in this row.

An Annual United States Mint Presidential Proof Set®



Image not actual size

With the 2015 Presidential \$1 Coin Proof Set you get all 4 Presidential \$1 Proof Coins dated 2015 encased in a clear plastic lens. With sharp relief and mirror-like backgrounds, U.S. Mint proof coins have frosted, sculpted foregrounds giving them a special cameo effect.

Price: \$18.95

An **American Eagle Gold Proof One Ounce Coin**



Image not actual size

The 2015 American Eagle One Ounce Gold Proof Coin, struck in 22-karat gold, features a breathtaking design of Lady Liberty. Each coin is packaged in a velvet, satin-lined presentation case and is accompanied by a Certificate of Authenticity.

Price: \$1,510.00 (varies with market)

o o o o o o

A **Beginners Set** such as the Coin Discovery Set – An Introduction to Coin Collecting



Image not actual size

It includes three 2014 Kennedy Half-Dollars in three different finishes — proof, uncirculated and circulating. Coin collecting supplies include coin tubes for collecting your own quarters, a magnifying glass and cotton gloves. An educational booklet explaining the coin production process and the different finishes is also included.

Price: \$24.95

o o o o o o

<p>A Commemorative Proof Silver Dollar coin depicting an important American icon, such as Abraham Lincoln.</p>  <p>Image not actual size</p> <p>The coin is packaged in an attractive velvet case. (1.5" diameter) Price: \$51.95 (varies with market)</p>	<p style="text-align: center;">o o o o o o</p>
<p>A military themed Commemorative Silver Dollar coin, such as the American Veterans Disabled for Life Proof Silver Dollar.</p>  <p>Image not actual size</p> <p>The coin is packaged in an attractive velvet case. (1.5" diameter) Price: \$51.95 (varies with market)</p>	<p style="text-align: center;">o o o o o o</p>
<p>2015 Coin & Chronicles Set – Harry S. Truman</p>  <p>Image not actual size</p>	<p style="text-align: center;">o o o o o o</p>

<p>This special set includes a 2015 Harry S. Truman \$1 Reverse Proof Coin minted in Philadelphia (found only in this set!), a Truman Presidential Silver Medal, a 1973 U.S. eight-cent Harry S. Truman postage stamp and an informative booklet covering some history from Truman's early years through his presidency.</p> <p>These are displayed in a rich, deep red folder covered in a soft-touch material with a handsome, textured look.</p> <p>Price: \$57.95 (varies with market)</p>	
<p>Any other United States Mint Products</p>	<p style="text-align: center;">o o o o o o</p>

Programming:

- Randomize except for q last. Display trap question in between two items (not including level q) on screen X.
- Show no more than 3 products per screen. Repeat the scale at the top of each screen.
- Display Note at top "Screen 1 of X" and "Screen 2 of X" etc.
- For the "trap question," create a binary field in the data layout called "Passed_row_z" where 1 = passed (i.e. selected 3) and 0 = failed (selected 1,2,4,5,6 or did not answer the question).
- Identify in reports how many completes passed and how many failed.

Programming: Ask All

Q3-1b Overall, how likely are you to consider purchasing **any** types of **collectible coins or coin products (from any source)** during the next 12 months...

	Not at All Likely Extremely Likely					
	1	2	3	4	5	6
...For yourself	o	o	o	o	o	o
...For someone else (as a gift)	o	o	o	o	o	o

Programming:

- If "For someone else (as a gift)" is <3, skip to Q3-4

Programming: Ask if likely to give a collectible coin as a gift in the next 12 months

Q3-1c To what degree would you be likely to consider **giving coins as gifts** for each of the following types of occasions

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
Birthday	0	0	0	0	0	0
Year-end holiday gift	0	0	0	0	0	0
Other holiday gift	0	0	0	0	0	0
Wedding/anniversary	0	0	0	0	0	0
Birth of child	0	0	0	0	0	0
Graduation	0	0	0	0	0	0
Mother’s Day/Father’s Day	0	0	0	0	0	0
Retirement	0	0	0	0	0	0

Programming:

- Randomize order; “Other holiday gift” should follow Year-end holiday gift”

Programming: Ask if likely to give a collectible coin as a gift in the next 12 months

Q3-1d To what degree would you be likely to **consider purchasing coins to give as gifts** to each of the following types of recipients?

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
Child	0	0	0	0	0	0
Grandchild	0	0	0	0	0	0
Parent	0	0	0	0	0	0
Grandparent	0	0	0	0	0	0
Other relative	0	0	0	0	0	0
Spouse/significant other	0	0	0	0	0	0
Friend	0	0	0	0	0	0
Co-worker	0	0	0	0	0	0
Business associate (in another company)	0	0	0	0	0	0

Programming:

- Randomize order

Programming: Ask Not-Mint Customers

Q3-4 How likely would you be to seriously consider purchasing any **collectible coins** or **coin**-related products from the United States Mint if they did/offered the following?

	Not at all Likely				Extremely Likely	
	1	2	3	4	5	6
Offered a special education set on a President (e.g., FDR)	0	0	0	0	0	0
Offered an option for your purchase to come with an Autographed (stamped) Certificate of Authenticity by the Secretary of the Treasury	0	0	0	0	0	0
Sold collectible 5 oz. silver versions (3 inch diameter) of U.S. quarters (approx. \$150)	0	0	0	0	0	0
Had a collectibles show in your city	0	0	0	0	0	0
Sold United States Mint products on Ebay or amazon.com	0	0	0	0	0	0
Sold products on the United States Mint website	0	0	0	0	0	0
Placed banner ads on your favorite website	0	0	0	0	0	0
Sent you an informational catalog explaining their products	0	0	0	0	0	0
Sold products on QVC and HSN	0	0	0	0	0	0
Sold United States Mint products in a vending machine	0	0	0	0	0	0
Sold United States Mint products at a kiosk in a shopping center or tourist site	0	0	0	0	0	0

Programming:

- Randomize order
- Ask Non-US Mint customers

Programming: Ask All

Q3-1f If you were to consider purchasing a **collectible coin or coin-related merchandise** (e.g., coin jewelry, etc.), how important would each of the following considerations be in influencing your decision to buy or not buy?

Rate each item from 1-6, where 1 means “Not at All Important” and 6 means “Extremely Important”.

	Not at All Important				Extremely Important	
	1	2	3	4	5	6
The historical relevance of the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The packaging and/or inserts accompanying the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person, place, event, or object featured on the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to sell the coin for profit in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The rarity of the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The source from which I am purchasing the coin (e.g., direct from the United States Mint, from a coin dealer, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality/appeal/beauty of the artwork on the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The coin’s metal content (e.g., gold, silver, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of the coin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- Randomize order

Programming: Ask All

Q3-2 Please indicate which of the following is true or false with respect to you.

Check one for each row.

	True	False
I have a close relative or friend who is a serious collector	<input type="radio"/>	<input type="radio"/>
I have looked for coins on the Internet	<input type="radio"/>	<input type="radio"/>
I have read about the increase in value of specific types of coins/sets	<input type="radio"/>	<input type="radio"/>
I have visited a coin dealer	<input type="radio"/>	<input type="radio"/>
Have read a book or magazine about coin collecting	<input type="radio"/>	<input type="radio"/>
Have read an article about coins, etc., in the newspaper	<input type="radio"/>	<input type="radio"/>
Have seen a rare coin display (e.g., in a museum)	<input type="radio"/>	<input type="radio"/>
Have inherited coins (e.g., from a relative, etc.)	<input type="radio"/>	<input type="radio"/>
I set aside/collected coins as a child	<input type="radio"/>	<input type="radio"/>

Programming: Randomize order

Programming: Ask Non-Coin Collectors

Q3-3a In the past two years, why have you not purchased coins?

Programming:

- Ask only those who answered “No” to all rows in 2-3e

DO NOT DISPLAY ROW: Section 4-1: Purchasing/Communications Channels and Spending Potential

Programming: Ask All

Q4-4a If you were seriously considering purchasing collectible coins from the United States Mint, how likely would you be to respond if they advertised/highlighted their products to you in...?

	Not at all Likely to Respond	Somewhat Unlikely to Respond	Somewhat Likely to Respond	Highly Likely to Respond
A letter sent to me in the mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An informational E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print ads in newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print ads in magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A radio ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A television ad with endorsement from public figure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet news article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An ad that is placed on a website you visit (Banner or floating ads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online informational video advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsored websites from search results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On QVC or HSN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- Randomize

Programming: Ask All

Q4-11 How much are you likely to spend on **coin collecting** in the next year?

Please enter a dollar amount below.

\$ _____

Programming:

- Error message if over \$99,999. Warning message if over \$999. Same text as other warning/error messages.
- 0 is acceptable answer

Programming: Ask All

Q4-12 Which of the following hobbies or leisure activities have you participated in, in the last 6 months?

Select all that apply

Antique shopping/shows	<input type="checkbox"/>
Collecting (anything)	<input type="checkbox"/>
Cooking/Baking (as a hobby or leisure activity)	<input type="checkbox"/>
Camping	<input type="checkbox"/>
Dining Out/Going to Restaurants	<input type="checkbox"/>
Fishing/Hunting	<input type="checkbox"/>
Gaming/Playing Video Games/Electronic Games	<input type="checkbox"/>
Gardening	<input type="checkbox"/>
Going to Concerts/The Theater/Comedy Clubs/Nightclubs	<input type="checkbox"/>
Going to Sporting Events (professional sports like baseball, tennis, auto racing, etc.)	<input type="checkbox"/>
Hiking/Backpacking/Camping/Rock Climbing/Mountain Climbing	<input type="checkbox"/>
Purchasing Music/Videos/Movies/TV Shows to listen to/watch	<input type="checkbox"/>
Needlework/Quilting/Sewing	<input type="checkbox"/>
Painting/Drawing/Sculpting	<input type="checkbox"/>
Personal participation in fitness/sports (e.g., Baseball, Basketball, Golf, Bicycling, Martial Arts, Running, Skiing, Swimming, Tennis, Weight lifting, Yoga)	<input type="checkbox"/>
Photography	<input type="checkbox"/>
Playing a Musical Instrument	<input type="checkbox"/>
Sailing/boating/Canoeing/Kayaking	<input type="checkbox"/>
Visiting Museums/Zoos/Aquariums	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>
None of the above	<input type="radio"/>

Programming:

- Allow multiple responses except for "None of the above"

Programming: Ask if collecting (anything) selected

Q4-13 You indicated that you “collected (anything)”. What do you collect?

Specify collection _____

Programming:

- Only ask if Q4-12 collecting (anything) is selected

Programming: Ask if going to sporting events selected

Q4-14 You indicated that you have gone to sporting events in the past 6 months. Which sporting events have you attended?

Select all that apply

Auto racing	<input type="checkbox"/>
Basketball	<input type="checkbox"/>
Football	<input type="checkbox"/>
Hockey	<input type="checkbox"/>
Tennis	<input type="checkbox"/>
Soccer	<input type="checkbox"/>
Other (specify) _____	<input type="checkbox"/>

Programming:

- Only ask if Q4-12 going to sporting events is selected

Programming: Ask All, skip if “None of the above” selected in Q4-12

Q4-15 In the last 6 months, about how much have you spent on all of the hobbies and leisure activities you just mentioned?

Antique shopping/shows	\$ _____
Collecting (anything)	\$ _____
Cooking/Baking (as a hobby or leisure activity)	\$ _____
Camping	\$ _____
Dining Out/Going to Restaurants	\$ _____
Fishing/Hunting	\$ _____
Gaming/Playing Video Games/Electronic Games	\$ _____
Gardening	\$ _____
Going to Concerts/The Theater/Comedy Clubs/Nightclubs	\$ _____
Going to Sporting Events (professional sports like baseball, tennis, auto racing, etc.)	\$ _____
Hiking/Backpacking/Camping/Rock Climbing/Mountain Climbing	\$ _____
Purchasing Music/Videos/Movies/TV Shows to listen to/watch	\$ _____
Needlework/Quilting/Sewing	\$ _____
Painting/Drawing/Sculpting	\$ _____
Personal participation in fitness/sports (e.g., Baseball, Basketball, Golf, Bicycling, Martial Arts, Running, Skiing, Swimming, Tennis, Weight lifting, Yoga)	\$ _____
Photography	\$ _____
Playing a Musical Instrument	\$ _____
Sailing/boating/Canoeing/Kayaking	\$ _____
Visiting Museums/Zoos/Aquariums	\$ _____
Other (please specify) _____	\$ _____

Programming:

- Skip if none of the above selected in Q4-12
- Only show rows selected in Q4-12
- Keep rows in same order as Q4-12
- If “Other” was specified Q4-12, insert entered text in row. If not specified but selected in Q4-12, allow specification in Q4-13.
- Allowable range 0-\$99,999 in each row, with error message (“The allowable range in ... is \$0-\$99,999. Please revise your answer.”). Warning text if answer over \$999 (“You have indicated that you spent \$... on ... If this is correct, press “OK”, otherwise click “CANCEL” and adjust your answer.”).

DO NOT DISPLAY ROW - Section 6: Internet activity

Programming: Ask All

Q6-1 Which of the following do you currently use to connect to the Internet (either at home or at work)?

Select all that apply

Laptop or Desktop computer	<input type="checkbox"/>
Smartphone/Cell phone	<input type="checkbox"/>
Small Tablet: display is 8" or less	<input type="checkbox"/>
Large Tablet: display is >8"	<input type="checkbox"/>
Gaming System	<input type="checkbox"/>
Smart TV or TV devices (such as Roku or Apple TV)	<input type="checkbox"/>
MP3 Player	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>
I do not have Internet access	<input type="radio"/>

Programming:

- Keep "I do not have internet access", separate but only show for USM Customers
- Force "Other" to be specified
- If "I do not have Internet access" is selected, force all other rows to be unselected.

Programming: Ask if more than 1 selected in Q6-1

Q6-1b Which do you use most often to connect to the Internet (either at home or at work)?

Select one

Laptop or Desktop computer	<input type="radio"/>
Smartphone/Cell phone	<input type="radio"/>
Small Tablet: display is 8" or less	<input type="radio"/>
Large Tablet: display is >8"	<input type="radio"/>
Gaming System	<input type="radio"/>
Smart TV or TV devices (such as Roku or Apple TV)	<input type="radio"/>
MP3 Player	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>

Programming:

- Only show if 2 or more rows selected in Q6-1
- Only show those rows selected

Programming: Ask All with Internet

Q6-2 On average, how many hours per week do you spend on the Internet for something other than e-mail?

More than 20 hours	<input type="radio"/>
15 to 20 hours	<input type="radio"/>
10 to 14 hours	<input type="radio"/>
5 to 9 hours	<input type="radio"/>
1 to 4 hours	<input type="radio"/>
Less than 1 hour	<input type="radio"/>

Programming:

- Randomly alternate between ascending/descending row order
- Skip Q6-2 if “I do not have Internet” is selected in Q6-1

Programming: Ask All with Internet

Q6-3 When you launch your browser to connect to the Internet, what is the 1st website that you see or what is the 1st website that you go to from the start screen?

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- Programming: Skip Q6-3 if “I do not have Internet” is selected in Q6-1

Programming: Ask All with Internet

Q6-4 Which of the following search engines do you use?

Select all that apply

Google	<input type="checkbox"/>
Bing	<input type="checkbox"/>
Yahoo	<input type="checkbox"/>
Ask	<input type="checkbox"/>
AOL Search	<input type="checkbox"/>
WOW	<input type="checkbox"/>
WebCrawler	<input type="checkbox"/>
MyWebSearch	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>

Programming:

- Randomize row order, keep “Other” anchored at bottom
- Skip Q6-4 if “I do not have Internet” is selected in Q6-1

Programming: Ask All, Skip if only 1 row selected in Q6-4

Q6-5 Which search engine do you use most often?

Select one

Google	<input type="radio"/>
Bing	<input type="radio"/>
Yahoo	<input type="radio"/>
Ask	<input type="radio"/>
AOL Search	<input type="radio"/>
WOW	<input type="radio"/>
WebCrawler	<input type="radio"/>
MyWebSearch	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>

Programming:

- Skip if only 1 row selected in Q6-4; Only show rows selected in Q6-4; Keep rows in same order as Q6-4
- If "Other" was specified Q6-4, insert entered text in row. If not specified but selected in Q6-4, allow specification in Q6-5

Programming: Ask All with Internet

Q6-6 Which of the following websites have you visited in the past 3 months?

	Yes	No
Accuweather.com	<input type="radio"/>	<input type="radio"/>
Allrecipes.com	<input type="radio"/>	<input type="radio"/>
Ask.com	<input type="radio"/>	<input type="radio"/>
Ebay.com	<input type="radio"/>	<input type="radio"/>
Espn.go.com	<input type="radio"/>	<input type="radio"/>
Mapquest.com	<input type="radio"/>	<input type="radio"/>
MSN.com	<input type="radio"/>	<input type="radio"/>
Verizon.com	<input type="radio"/>	<input type="radio"/>
Yahoo.com	<input type="radio"/>	<input type="radio"/>
Youtube.com	<input type="radio"/>	<input type="radio"/>

- Programming: Skip Q6-6 if "I do not have Internet" is selected in Q6-1

Programming: Ask All

Q6-7 Which of the following social networking sites do you visit at least once a week?

Select all that apply

Twitter	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
Linked In	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>
Google Plus+	<input type="checkbox"/>
Tumblr	<input type="checkbox"/>
Vine	<input type="checkbox"/>
Meetup	<input type="checkbox"/>
Reddit	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>
I do not visit any social networking sites at least once a week	<input type="radio"/>

Programming:

- Randomize row order, keep “Other” and I do not visit anchored at bottom
- Do not force “Other” to be specified

Programming: Ask All with Internet

Q6-8 Do you use ad blocking software when you access the Internet?

Select one.

Yes, I installed it	<input type="radio"/>
No, I did not install it	<input type="radio"/>
I don't know	<input type="radio"/>

Programming:

- Skip 6-8 if “I do not have Internet access” is selected in Q6-1.

Programming: Ask All

Q6-9 A mobile app is a type of application software or “program” that runs on a mobile device like a smartphone or tablet. Which of the following describes how you use apps?

Select all that apply

I use the apps that came with my smartphone/tablet	<input type="checkbox"/>
I have downloaded and use free apps on my smartphone/tablet	<input type="checkbox"/>
I have downloaded and use paid apps on my smartphone/tablet	<input type="checkbox"/>

I do not use mobile apps/I do not have a smartphone or tablet	<input type="radio"/>
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Programming:

- If “I do not use mobile apps/I do not have a smartphone or tablet” is selected, force all other rows to be un-selected.

Programming: Ask All

Q6-10 For the following activities or types of websites, please indicate which ones you used or visited in the last 30 days.

Select all that apply

Airline/Care/Hotel Information or Reservations	<input type="checkbox"/>
Auction	<input type="checkbox"/>
Banking	<input type="checkbox"/>
Blogs/Blogging (reading and/or writing personal online journals/diaries)	<input type="checkbox"/>
Chat Forums	<input type="checkbox"/>
E-mail	<input type="checkbox"/>
Instant Messaging (IM)	<input type="checkbox"/>
News/Weather	<input type="checkbox"/>
Shopping: Gathered information for shopping	<input type="checkbox"/>
Shopping: Made a purchase	<input type="checkbox"/>
Other Online Activities	<input type="checkbox"/>
None of the Activities Above	<input type="radio"/>

Programming:

- Skip 6-10 if “I do not have Internet access” is selected in Q6-1
- Allow multiple responses except for “None of the Activities Above”

Programming: Ask All

Q6-11 Please tell us the extent to which you agree or disagree with each of the following statements. If you are not sure please mark “Neither Agree Nor Disagree” and go on to the next statement.

Select one per row.

	Disagree A Lot	Disagree A Little	Neither Agree Nor Disagree	Agree A Little	Agree A Lot
I like or want to learn more about computer technology and the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I need information the first place I look is the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I am able to manage without many technology products that others find essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The internet has increased my desire to learn/search for information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The internet has changed the way I spend my free time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The internet helps me plan and book travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The internet has changed the way I shop for products/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to keep up with developments in technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to buy technology products which easily connect to products that I already have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like websites that show me local information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get more and more of my news from the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see something interesting on TV, I often go online to find out more about it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching recorded content in any room using a wireless in-home network would be a real benefit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology is moving so fast I don't even bother to try and keep up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's important for me to have internet access when I am "On-the-Go" – away from home or work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am good at fixing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How I spend my time is more important than how much money I make	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm always looking for new ideas to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

improve my home					
I am interested in other cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am an optimist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd rather have a boring job than no job at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do some sport/exercise at least once a week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to provide my children with the things I didn't have as a child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often wind up purchasing things I see advertised in magazines/newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often wind up purchasing things I see advertised on the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often wind up purchasing things I see advertised on TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming:

- Allow one answer per row
- Randomize row order

Programming: Ask All with Internet

Q6-12 Have you ever seen something (that you wouldn't normally have known about or purchased) advertised on the Internet and then eventually purchased it?

Select one.

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

Programming:

- Skip 6-12 if "I do not have Internet access" is selected in Q6-1.

DO NOT DISPLAY ROW - Section 5: Additional Demographic Information

Programming: Ask All

We just have a few demographic questions for classification purposes.

Q5-1NL What is your marital status?

Select one

Presently married	<input type="radio"/>
Widowed	<input type="radio"/>
Divorced	<input type="radio"/>
Separated	<input type="radio"/>
Never Married	<input type="radio"/>

Programming:

Programming: Ask All

Q5-2NL Other than technical / vocational training, what is the highest grade or year of regular school you completed?

Select one

No formal schooling	<input type="radio"/>
Some grade school – 8 years or less	<input type="radio"/>
High school – 9-11 years	<input type="radio"/>
High school – 12 years (graduated)	<input type="radio"/>
College – less than 1 year	<input type="radio"/>
College –1 full year	<input type="radio"/>
College –2 full years	<input type="radio"/>
College –3 full years	<input type="radio"/>
College –4 full years (graduated)	<input type="radio"/>
Attended graduate school – no degree	<input type="radio"/>
Attended graduate school – degree	<input type="radio"/>

Programming:

Programming: Ask All

Q5-10 (new) Thinking of the residence in which you live, do you...?

Select one.

Own your residence	<input type="radio"/>
Rent your residence	<input type="radio"/>
Live Rent-Free	<input type="radio"/>

Programming:

Programming: Ask All

Q5-3 How would you describe the area in which you live?

Select one

Urban	<input type="radio"/>
Suburban	<input type="radio"/>
Rural	<input type="radio"/>

Programming:

Programming: Ask If Not Asked in Screener

Q5-8NL What is the total combined annual income – before taxes – of all members of your household, including yourself? Please include income from jobs as well as bonuses, shares of profits and from all other sources. Your best estimate is fine.

Select one.

Less than \$5,000	<input type="radio"/>
\$5,000 - \$7,499	<input type="radio"/>
\$7,500 - \$9,999	<input type="radio"/>
\$10,000 - \$12,499	<input type="radio"/>
\$12,500 - \$14,999	<input type="radio"/>
\$15,000 - \$19,999	<input type="radio"/>
\$20,000 - \$24,999	<input type="radio"/>
\$25,000 - \$29,999	<input type="radio"/>
\$30,000 - \$34,999	<input type="radio"/>
\$35,000 - \$39,999	<input type="radio"/>
\$40,000 - \$44,999	<input type="radio"/>
\$45,000 - \$49,999	<input type="radio"/>
\$50,000 - \$59,999	<input type="radio"/>
\$60,000 - \$74,999	<input type="radio"/>
\$75,000 - \$99,999	<input type="radio"/>
\$100,000 - \$149,999	<input type="radio"/>
\$150,000 - \$249,999	<input type="radio"/>
\$250,000 - \$499,999	<input type="radio"/>
\$500,000 or more	<input type="radio"/>

Programming:

- Do not ask if S-4b already asked.

Programming: Ask All

Q.5-9a. Are you Hispanic or Latino?

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

Programming:

Programming: Ask All

Q.5-9b. What is your race?

Select all that apply

American Indian or Alaska Native?	<input type="checkbox"/>
Asian?	<input type="checkbox"/>
Black or African American?	<input type="checkbox"/>
Native Hawaiian or other Pacific Islander?	<input type="checkbox"/>
White?	<input type="checkbox"/>
Prefer not to answer	<input type="radio"/>

Programming:

- Allow multiple responses except for “Prefer not to answer”

Programming: Ask All

Q5-4NL At the present time, are you employed full-time, part-time or not at all? (Do you do something for which you earn money?)

Select one.

Employed Full time	<input type="radio"/>
Employed Part time	<input type="radio"/>
Not Employed	<input type="radio"/>

Programming

Programming: Ask If Employed

Q5-5 Which of the following best describes your occupation?

Select one

Managerial or professional	<input type="radio"/>
Technical, sales, or administrative	<input type="radio"/>
Service occupations	<input type="radio"/>
Precision products, crafts or repairs	<input type="radio"/>
Operators, fabricators, or laborers	<input type="radio"/>
Farming, forestry, or fishing	<input type="radio"/>
Other	<input type="radio"/>

Programming

- Ask if Q5-4 is Row 1 or Row 2

Programming: Ask All

Q5-11(new) How many adults 18 years of age or older living in your household, including yourself? (Please count all adults in the household, including roommates and live-in help. Do not include anyone who will be away from home 3 months or more).

Select one.

One	<input type="radio"/>
Two	<input type="radio"/>
Three	<input type="radio"/>
Four	<input type="radio"/>
Five or more	<input type="radio"/>

Programming:

- Allow only one response

Q5-6a Do you have any children under age 18 currently living in your household?

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

Programming

Programming: Ask If Have Children

Q5-6b Are any of these children in the following age or school ranges?

Select all that apply

Newborn to three years	<input type="checkbox"/>
Preschool or kindergarten	<input type="checkbox"/>
Grade school (elementary/middle school)	<input type="checkbox"/>
High school	<input type="checkbox"/>

Programming

- Ask if Q5-6a is Row 1 “Yes”

Programming: Ask If Have Children

Q5-7a Do you have any grandchildren?

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

Programming:

Programming: Ask If Have Grandchildren

Q5-7b Are any of these grandchildren in the following age or school ranges?

Select all that apply

Newborn to three years	<input type="checkbox"/>
Preschool or kindergarten	<input type="checkbox"/>
Grade school (elementary/middle school)	<input type="checkbox"/>
High school	<input type="checkbox"/>
18 years of age or older	<input type="checkbox"/>

Programming

- Ask if Q5-7a is Row 1 “Yes”

THAT CONCLUDES OUR SURVEY THANK YOU VERY MUCH!

[IF NON-CUSTOMER SAMPLE, INSERT “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.”]

Programming

- Insert text above for Non-Customer Sample