

United States Mint Research

Quarters Themes Consumer Research Questionnaire

February 1, 2019

NOTE TO READER/PROGRAMMER:

- **BOLD LINES IN BETWEEN QUESTIONS SIGNIFY PAGE/SCREEN BREAKS.**
- **INSERTIONS WILL BE IN BRACKETS.**
- **DO NOT DISPLAY SECTION HEADERS.**
- **PLEASE ADD A WARNING WHEN EXITING THE SURVEY, “ARE YOU SURE YOU WANT TO EXIT THE SURVEY NOW?”**
- **FOR OPEN END RESPONSES, PLEASE GIVE WARNING THE FIRST TWO OPEN ENDS THAT A RESPONDENT TRIES TO PROCEED WITHOUT ENTERING A RESPONSE (SOFT FORCE), THEN STOP SHOWING WARNING.**
- **RESPONSES IN PROGRAMMING INSTRUCTIONS ARE REFERRED TO AS THEIR LEVEL (ROW) L_1 IS ROW 1 ETC.**

INTRODUCTION

Thank you for participating in this survey, which is being conducted by NAXION on behalf of the United States Mint.

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 **XXXX-XXXX-XXXX**.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 5 minutes of your time.

Information in this interview is confidential and cannot be discussed without the written consent of **NAXION**.

It is NAXION's policy to keep interviews anonymous. Consistent with this policy, NAXION will entrust other entities with respondent-identified survey data only 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 <https://www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice>.

If you have any questions or problems while completing the survey, please call **[INSERT OPERATIONS MANAGER HERE]** weekdays from 9:00 AM to 5:00 PM Eastern at **[INSERT PHONE NUMBER]**, or send an e-mail to **[INSERT EMAIL ADDRESS]**.

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

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:

- **ASK ALL.**
- **TERMINATE AT END OF SCREENER BASED ON DEFINED TERMINATION CRITERIA.**

S-2. What is your age in years?

Age (in years)		
1	Less than 18	<input type="radio"/>
2	18 to 30	<input type="radio"/>
3	31 to 45	<input type="radio"/>
4	46 to 59	<input type="radio"/>
5	60 to 69	<input type="radio"/>
6	70+	<input type="radio"/>

PROGRAMMING:

- **ASK ALL.**
- **SEND TO TERMINATION SCREEN IMMEDIATELY IF L_1.**
- **TERMINATE AT END OF SCREENER IF L_6.**

S-3. Are you...?

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

PROGRAMMING:

- **ASK ALL.**

S-4. In 2019, is your total household income before taxes expected to be:

	Less than \$25,000	<input type="radio"/>
	\$25,000 to \$39,999	<input type="radio"/>
	\$40,000 to \$54,999	<input type="radio"/>
	\$55,000 to \$69,999	<input type="radio"/>
	\$70,000 to \$84,999	<input type="radio"/>
	\$85,000 to \$99,999	<input type="radio"/>
	\$100,000 or more	<input type="radio"/>

PROGRAMMING:

- ASK ALL.

S-5A. Are you of Hispanic, Latino, or Spanish origin?

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

PROGRAMMING:

- ASK ALL

S-5B. What is your race?

Please select all that apply

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"/>

PROGRAMMING:

- RANDOMIZE ROW ORDER (BUT ALWAYS KEEP “PREFER NOT TO ANSWER” AS LAST ROW).
- ALLOW MULTIPLE RESPONSES EXCEPT FOR “PREFER NOT TO ANSWER”

S-6. Which state do you live in?

State
[INSERT DROP DOWN MENU]

PROGRAMMING

- ASK ALL.

- **DROP DOWN MENU SHOULD HAVE 51 LEVELS—EACH OF THE 50 U.S. STATES, PLUS THE DISTRICT OF COLUMBIA**
 - 0 **SHOW STATES ALPHABETICALLY**

QUARTERS PROGRAM THEMES

Q-1. Have you collected, occasionally saved, or sometimes put aside any types of coins (such as quarters issued under the United States Mint's 50 State Quarters Program or America The Beautiful Quarters, Presidential \$1 Coins, etc), either for yourself or for others, in the past?

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

PROGRAMMING:

- **ASK ALL.**
-

Q-2. The U.S. Mint could possibly create a *new* multi-year quarters program (after the America the Beautiful Quarters program concludes in 2021) featuring designs that would appear on the reverse of circulating quarters over multiple years. If a new quarters program were created, **how appealing** would each of the following themes for that quarters program be to **you**?

Disclaimer: Any quarters program theme would be considered and evaluated in accordance with any licensing, copyright, or proprietary regulations. Specifically, regardless of the broad theme selected, *no commercial trademarks, logos, brand names, etc.*, would be incorporated into the images that appear on the quarters.

Possible Quarters Program Themes <i>(designs on the reverse of the quarters would reflect one of these themes)</i>	Not at All Appealing						Highly Appealing
	1	2	3	4	5	6	
<p>Sports</p> <p><i>The program would feature the wide array of sports played by American youth of both genders (e.g., quarters featuring of football, gymnastics, baseball, tennis, swimming, basketball, track and field, lacrosse, soccer, etc.). This could be a shorter-term program leading up to the 2028 Summer Olympics in Los Angeles, and could also honor Paralympic sports.</i></p> <p><i>Note: The images would be general representations of sports, but would not include any specific professional (or other) team names, uniforms or logos.</i></p>	○	○	○	○	○	○	
<p>Animals</p> <p><i>The program would focus on animals indigenous to America. These include bears, American bald eagles, alligators, bison, beavers, wolves, etc.</i></p>	○	○	○	○	○	○	
<p>Exploration</p> <p><i>The program would focus on exploring the earth and the galaxy. It can focus on space exploration, sea exploration, land exploration, etc.</i></p>	○	○	○	○	○	○	
<p>Women</p> <p><i>The program would represent prominent women and women's events in American history.</i></p>	○	○	○	○	○	○	
<p>Decades</p> <p><i>The program would depict what makes each decade in American history unique. Examples include 1950s Rock & Roll, 1920s Jazz, 1860s Civil War, etc.</i></p>	○	○	○	○	○	○	
<p>America's 250th Anniversary</p> <p><i>The program would capture significant events in American history that have shaped the nation.</i></p>	○	○	○	○	○	○	

PROGRAMMING:

- **ASK ALL.**
 - **RANDOMIZE ORDER OF ROWS.**
-

Q-3. How appealing would these themes be to youths age 7 to 13?

Possible Quarters Program Themes (designs on the reverse of the quarters would reflect <u>one</u> of these themes)	Not at All Appealing					Highly Appealing
	1	2	3	4	5	6
<p>Sports</p> <p>The program would feature the wide array of sports played by American youth of both genders (e.g., quarters featuring of football, gymnastics, baseball, tennis, swimming, basketball, track and field, lacrosse, soccer, etc.). This could be a shorter-term program leading up to the 2028 Summer Olympics in Los Angeles, and could also honor Paralympic sports.</p> <p>Note: The images would be general representations of sports, but would not include any specific professional (or other) team names, uniforms or logos.</p>	0	0	0	0	0	0
<p>Animals</p> <p>The program would focus on animals indigenous to America. These include bears, American bald eagles, alligators, bison, beavers, wolves, etc.</p>	0	0	0	0	0	0
<p>Exploration</p> <p>The program would focus on exploring the earth and the galaxy. It can focus on space exploration, sea exploration, land exploration, etc.</p>	0	0	0	0	0	0
<p>Women</p> <p>The program would represent prominent women and women's events in American history.</p>	0	0	0	0	0	0
<p>Decades</p> <p>The program would depict what makes each decade in American history unique. Examples include 1950s Rock & Roll, 1920s Jazz, 1860s Civil War, etc.</p>	0	0	0	0	0	0
<p>America's 250th Anniversary</p> <p>The program would capture significant events in American history that have shaped the nation.</p>	0	0	0	0	0	0
<p>To ensure our survey is working properly, please select "X" in this row.</p>	0	0	0	0	0	0

PROGRAMMING:

- ASK ALL.
- USE SAME ROW ORDER AS Q-2.
- X = RANDOM NUMBER BETWEEN 1-6

Q-4. What is it about the themes that rose to the top (in your ratings for the previous two questions) that makes them appealing?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
 - 0 **DO NOT ASK FOR CONFIRMATION IF RESPONDENT WAS ASKED FOR CONFIRMATION FOR TWO PREVIOUS OPEN ENDS.**
-

DEMOGRAPHIC INFORMATION

[PROGRAMMER: Before this section show on separate screen:

These last few questions are for classification purposes only...]

D-1A. Do you have any children under age 18 currently living in your household?

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

PROGRAMMING:

- ASK ALL

D-1B. Are any of these children in the following age or school ranges?

Please select all that apply

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

PROGRAMMING:

- ASK IF D-1A IS ROW 1.
-

D-2A Do you have any grandchildren?

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

PROGRAMMING:

- ASK ALL

D-2B Are any of these grandchildren in the following age or school ranges?

Please select all that apply

1	Newborn to three years	<input type="checkbox"/>
2	Preschool or kindergarten	<input type="checkbox"/>
3	Grade school (elementary/middle school)	<input type="checkbox"/>
4	High school	<input type="checkbox"/>
5	18 years of age or older	<input type="checkbox"/>

PROGRAMMING:

- **ASK IF D-2A IS ROW 1.**
-

D-3A. 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"/>

PROGRAMMING:

- **ASK ALL**
-

D-3B. To confirm, are you a coin dealer?

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

PROGRAMMING:

- **ASK IF ROW 1 IS SELECTED IN D-3A.**
-

COMPLETE SCREEN

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!

PROGRAMMER: ADD ANY NECESSARY LANGUAGE FOR EXITING THE SURVEY.