

United States Mint Research *Convention Intercepts*

November 21, 2018

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

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.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10 minutes of your time.

Edison Research is working on behalf of **NAXION** who is housing and analyzing the data. 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>.

Please click the Forward button to begin the survey.

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.
- Please click the Forward button to begin.

RESPONDENT CLASSIFICATION

S-1. **Prior to today**, have you ever made a purchase **directly from the U.S. Mint**?

1	Yes	o
2	No	o

PROGRAMMING:

- **ASK ALL.**

U.S. MINT PURCHASING METHODS

Q-1. Which of the following **purchasing methods** have you previously used to purchase **directly from the U.S. Mint**?

Please select all that apply.

1	Online – https://catalog.usmint.gov/	<input type="checkbox"/>
2	By Phone	<input type="checkbox"/>
3	Coin Conventions	<input type="checkbox"/>
4	Retail Outlets: - Washington D.C. – U.S. Mint Headquarters - Philadelphia Mint - Denver Mint	<input type="checkbox"/>

PROGRAMMING:

- **ASK IF ANSWER TO S-1 IS “YES.”**
- **RANDOMIZE ORDER OF ROWS.**

Q-2. What is your **preferred purchasing method** for U.S. Mint products?

Note: If you have not purchased directly from the U.S. Mint before, please select the purchasing method you think you would prefer.

1	Online – https://catalog.usmint.gov/	<input type="radio"/>
2	Coin Conventions	<input type="radio"/>
3	Retail Outlets: - Washington D.C. – U.S. Mint Headquarters - Philadelphia Mint - Denver Mint	<input type="radio"/>
4	By Phone	<input type="radio"/>

PROGRAMMING:

- ASK ALL.
 - PRESERVE ORDER OF ROWS FROM Q-1.
-

U.S. MINT BOOTH/PURCHASING INFORMATION

Q-3. What prompted you to stop at the U.S. Mint booth today?

PROGRAMMING:

- ASK ALL.
 - DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.
-

Q-4. Overall, what is your **impression of the U.S. Mint's booth** at the Convention today?

Using a scale of 1 to 6, where "1" means "Extremely Unfavorable" and "6" means "Extremely Favorable."

Extremely Unfavorable			Extremely Favorable		
1	2	3	4	5	6
0	0	0	0	0	0

PROGRAMMING:

- **ASK ALL.**
-

Q-5. Did you attend the Convention today with the **intent to purchase from the U.S. Mint**?

1	Yes	0
2	No	0

PROGRAMMING:

- **ASK ALL.**
-

Q-6. Did you **make a purchase from the U.S. Mint** at the Convention today?

1	Yes	0
2	No	0

PROGRAMMING:

- **ASK ALL.**
-

Q-7. What motivated you to make this purchase from the U.S. Mint today?

PROGRAMMING:

- **ASK ONLY IF ANSWER TO Q-6 IS YES.**
 - **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
-

Q-8. Thinking about your purchase today from the U.S. Mint booth, would you say that...

1	You were already planning to purchase this type of product before you visited the booth	<input type="radio"/>
2	Actually seeing the product was what inspired you to make this purchase	<input type="radio"/>

PROGRAMMING:

- **ASK ONLY IF ANSWER TO Q-6 IS YES.**

Q-9. What factor(s) prevented you from purchasing from the U.S. Mint today (when you had originally intended to do so)?

PROGRAMMING:

- **ASK ONLY IF ANSWER TO Q-5 IS YES AND ANSWER TO Q-6 IS NO.**
- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**

Q-10. Which product(s) did you purchase **from the U.S. Mint at the Convention** today?

Please select all that apply.

[DO NOT SHOW THIS COLUMN]	Items Purchased from U.S. Mint at Convention - Please select all that apply -	
1	Annual Proof /Silver Proof Sets	<input type="checkbox"/>
2	Annual Uncirculated Sets	<input type="checkbox"/>
3	Gold Coins	<input type="checkbox"/>
4	Silver Coins	<input type="checkbox"/>
5	Medals	<input type="checkbox"/>
6	Other United States Mint Products	<input type="checkbox"/>

PROGRAMMING:

- **ASK ONLY IF ANSWER TO Q-6 IS YES.**

Q-11. After your experience at the booth today, how **likely** are you to purchase from the U.S. Mint in the future?

1	Much Less Likely	<input type="radio"/>
2	Less Likely	<input type="radio"/>
3	About the Same	<input type="radio"/>
4	More Likely	<input type="radio"/>
5	Much More Likely	<input type="radio"/>

PROGRAMMING:

- **ASK ALL.**
 - **RANDOMIZE WHETHER RESPONDENT IS SHOWN ASCENDING SEQUENCE (ROWS 1-5) OR DESCENDING SEQUENCE (ROWS 5-1)**
-

Q-12. Were there any **products** not available for purchase in the U.S. Mint booth that you **would have liked to have seen or purchased** today?

1	Yes (Please Specify): _____	<input type="radio"/>
2	No	<input type="radio"/>

PROGRAMMING:

- **ASK ALL.**
-

Q-13A. If the U.S. Mint were to give you an item/coupon as an incentive to purchase from the U.S. Mint booth, which, if any, would be effective in encouraging you to make a purchase?

Please select all that apply.

1	U.S. Mint Reusable Shopping Bag	<input type="checkbox"/>
2	U.S. Mint Lapel Pin (for specific product launches)	<input type="checkbox"/>
3	Coupon for free shipping on your next order	<input type="checkbox"/>
4	U.S. Mint Custom Phone Lanyard (holds most phones so that you can put yours around your neck)	<input type="checkbox"/>
5	U.S. Mint Cell Phone Ring Holder (rigid, ring-like attachment that acts as a phone stand and allows a finger to slip through the opening and hold securely)	<input type="checkbox"/>
6	U.S. Mint Cell Phone PopSocket/SpinPop (round, collapsible grip/phone stand that attaches to the back of the phone)	<input type="checkbox"/>
7	U.S. Mint Portable Chargers	<input type="checkbox"/>
8	U.S. Mint Stick-On Cell Phone Wallet	<input type="checkbox"/>
9	Other (please specify)*: _____	<input type="checkbox"/>
10	None of the Above	<input type="radio"/>

**Please note that any "Other" suggestions should be ones that would add only a nominal cost.*

PROGRAMMING:

- **ASK ALL.**
- **SHOW "Please note that any "Other" suggestions should be ones that would add only a nominal cost." DYNAMICALLY IF RESPONDENT SELECTS L_9, "OTHER (PLEASE SPECIFY)"**
- **RANDOMIZE ORDER OF ALL ROWS.**
 - o **"OTHER (PLEASE SPECIFY)" AND "NONE OF THE ABOVE" SHOULD ALWAYS BE THE LAST TWO ROWS RESPECTIVELY**

Q-13B. Which would be **the most effective** in attracting you to purchase?

1	U.S. Mint Reusable Shopping Bag	<input type="radio"/>
2	U.S. Mint Lapel Pin (for specific product launches)	<input type="radio"/>
3	Coupon for free shipping on your next order	<input type="radio"/>
4	U.S. Mint Custom Phone Lanyard (holds most phones so that you can put yours around your neck)	<input type="radio"/>
5	U.S. Mint Cell Phone Ring Holder (rigid, ring-like attachment that acts as a phone stand and allows a finger to slip through the opening and hold securely)	<input type="radio"/>
6	U.S. Mint Cell Phone PopSocket/SpinPop (round, collapsible grip/stand that attaches to the back of the phone)	<input type="radio"/>
7	U.S. Mint Portable Chargers	<input type="radio"/>
8	U.S. Mint Stick-On Cell Phone Wallet	<input type="radio"/>
9	Other (please specify)*: _____	<input type="radio"/>

PROGRAMMING:

- ASK ONLY IF ANY ROW 1-9 SELECTED (THAT IS, DID NOT SELECT ROW 10 “NONE OF THE ABOVE”) IN Q-13A
- ONLY SHOW ROWS SELECTED IN Q-13A.
 - IF “OTHER (PLEASE SPECIFY)” CHOSEN IN 13A, SHOW ROW AS ANSWERED IN Q-13A.
- KEEP RANDOMIZED ORDER FROM Q-13A.

COIN CONVENTION INFORMATION

Now, we will ask more generally about today's Convention and additional Coin Conventions.

Q-14. How did you hear about the Convention today?

Please select all that apply.

1	Television Advertisements	<input type="checkbox"/>
2	Postcards from the U.S. Mint	<input type="checkbox"/>
3	Numismatic Newsletters/Publications	<input type="checkbox"/>
4	U.S. Mint Social Media	<input type="checkbox"/>
5	Other Social Media	<input type="checkbox"/>
6	From a Friend/Family Member	<input type="checkbox"/>
7	Other (Please Specify): _____	<input type="checkbox"/>

PROGRAMMING:

- ASK ALL.
 - RANDOMIZE ORDER OF ROWS, KEEPING IN MIND THE FOLLOWING:
 - o GROUP ROWS 4 AND 5, WITH "U.S. MINT SOCIAL MEDIA" ALWAYS DIRECTLY ABOVE "OTHER SOCIAL MEDIA".
 - o "Other (Please Specify):" SHOULD ALWAYS BE SHOWN LAST.
-

Q-15A. **How many** Coin Conventions/Shows did you **attend in 2018**?

Number Attended in 2018

PROGRAMMING:

- ASK ALL.
- RANGE IS 0 TO 100.

Q-15B. **How many** Coin Conventions/Shows do you **expect to attend in 2019**?

*Note: Please **include** the Convention you attended today.*

Number Expected to Attend in 2019

PROGRAMMING:

- ASK ALL.
- SHOW DYNAMICALLY ON SAME PAGE WITH Q-15A
- RANGE IS 1 TO 100.

Q-16. Specifically, which of the following Coin Conventions/Shows do you **expect to attend** this year?

Check all that apply.

	Convention	Date	Location	Expect to Attend?
1	Long Beach Winter Expo	January 31 st to February 2 nd , 2019	Long Beach, CA	<input type="checkbox"/>
2	Whitman Baltimore Spring Expo	February 28 th to March 3 rd , 2019	Baltimore, MD	<input type="checkbox"/>
3	ANA National Money Show	March 28 th to March 30 th , 2019	Pittsburgh, PA	<input type="checkbox"/>
4	Georgia Numismatic Association Coin Show	April 11 th to April 14 th , 2019	Dalton, GA	<input type="checkbox"/>
5	Pennsylvania Associates of Numismatists	May 9 th to May 11 th , 2019	Monroeville, PA	<input type="checkbox"/>
6	Long Beach Summer Expo	June 6 th to June 8 th , 2019	Long Beach, CA	<input type="checkbox"/>
7	Summer FUN Convention	July 11 th to July 13 th , 2019	Orlando, Florida	<input type="checkbox"/>
8	ANA World's Fair of Money	August 13 th to August 17 th , 2019	Rosemont, IL	<input type="checkbox"/>
9	Other (Please Specify): _____			<input type="checkbox"/>

PROGRAMMING:

- ASK IF Q-15B VALUE > 1.

Q-17. Please describe how you decide which Conventions to attend each year.

PROGRAMMING:

- ASK ALL.
 - DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.
-

GENERAL U.S. MINT

Finally, we will ask about your opinions on the U.S. Mint in general.

- **SHOW SECTION AND ASK QUESTIONS IF RESPONDENT MEETS ANY OF THE FOLLOWING CRITERIA:**
 - 0 S-1 IS “YES” (L_1)
 - 0 S-1 IS “NO” (L_2) AND Q-6 IS “YES” (L_1)
 - 0 Q-11 IS “MORE LIKELY” (L_4) OR “MUCH MORE LIKELY” (L_5)
-

Q-18. Which of the following are **factors** influencing you to **purchase or potentially purchase directly from the U.S. Mint**?

Please select all that apply.

1	I find the prices to be reasonable	<input type="checkbox"/>
2	I enjoy coin collecting	<input type="checkbox"/>
3	I think their coins make a good investment	<input type="checkbox"/>
4	I feel that their coins make good display items	<input type="checkbox"/>
5	I feel that their coins make good gifts	<input type="checkbox"/>
6	Their customer service is favorable	<input type="checkbox"/>
7	Their product packaging is interesting	<input type="checkbox"/>
8	Their coins are easy to buy and/or sell	<input type="checkbox"/>
9	I trust them more than other sources	<input type="checkbox"/>
10	They're the only authentic source for these products	<input type="checkbox"/>
11	I don't want to risk that the products will be unavailable or more expensive on the secondary market	<input type="checkbox"/>
12	Their coins are beautiful/artistic	<input type="checkbox"/>
13	I prefer to buy these products "new" – direct from the source	<input type="checkbox"/>
14	Other (please specify): _____	<input type="checkbox"/>

PROGRAMMING:

- **RANDOMIZE ORDER OF ALL ROWS.**
 - 0 "Other (Please Specify):" SHOULD ALWAYS BE SHOWN LAST.
-

Q-19. Which of the following is the **primary reason** you purchase or would like to purchase directly from the U.S. Mint?

1	I find the prices to be reasonable	0
2	I enjoy coin collecting	0
3	I think their coins make a good investment	0
4	I feel that their coins make good display items	0
5	I feel that their coins make good gifts	0
6	Their customer service is favorable	0
7	Their product packaging is exciting	0
8	Their coins are easy to buy and/or sell	0
9	I trust them more than other sources	0
10	They're the only authentic source for these products	0
11	I don't want to risk that the products will be unavailable or more expensive on the secondary market	0
12	Their coins are beautiful/artistic	0
13	I prefer to buy these products "new" – direct from the source	0
14	Other (please specify): _____	0

PROGRAMMING:

- **SHOW ONLY ROWS SELECTED IN Q-18**
0 IF "OTHER (PLEASE SPECIFY)" CHOSEN IN Q-18, SHOW ROW AS ANSWERED IN Q-18.
- **KEEP RANDOMIZED ORDER FROM Q-18**

Q-20. What types of things, if any, do you suggest that the U.S. Mint **do more of**?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**

Q-21. What types of things, if any, do you suggest that the U.S. Mint **do less of**?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
-

Q-22. In what specific areas, if any, do you feel it is most important for the U.S. Mint to seek to improve?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
-

Q-23. What ideas do you have, if any, that the U.S. Mint could consider to help make its products more appealing to a broader audience of people?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
-

Q-24. What new/additional types of products (or special combinations/groupings of products) would you like to see the U.S. Mint introduce?

PROGRAMMING:

- **DO NOT FORCE ENTRY. ASK FOR CONFIRMATION IF OPEN-END IS BLANK.**
-

Q-25. If the U.S. Mint were to sell its products through vending machines in suitable locations (e.g., airports, major retailers, etc.) that were accessible to you, how likely would you be to consider **purchasing U.S. Mint products** from a **vending machine**?

Note that any precious metals products would only be sold in vending machines placed in highly secure locations (such as airports or the Pentagon).

1	Very Likely	<input type="radio"/>
2	Somewhat Likely	<input type="radio"/>
3	Somewhat Unlikely	<input type="radio"/>
4	Very Unlikely	<input type="radio"/>

DEMOGRAPHIC INFORMATION

[PROGRAMMER: Before this section show on separate screen:
These last few questions are for classification purposes only...]

P-1. Do you buy and sell coins as a regular source of income (other than to round out your personal collection)?

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

PROGRAMMING:
• **ASK ALL.**

P-2A. Do you own or participate in a business that is involved in selling coins?

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

PROGRAMMING:
• **ASK ALL.**

P-2B. Which of the following describes your business that is involved in selling coins?

1	Physical store location only	<input type="radio"/>
2	Online sales only	<input type="radio"/>
3	Both physical store location and online sales	<input type="radio"/>

PROGRAMMING:
• **ASK IF ANSWER TO P-2A IS YES.**

P-3. Are you...?

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

3	Prefer not to answer	<input type="radio"/>
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PROGRAMMING:

- **ASK ALL.**

P-4. What is your 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 70	<input type="radio"/>
6	70+	<input type="radio"/>
7	Prefer not to answer	<input type="radio"/>

PROGRAMMING:

- **ASK ALL.**

P-5. Which state/territory do you live in?

Note: If you do not live in the United States, please select "Outside U.S."

State/Territory
[INSERT DROP DOWN MENU]

PROGRAMMING

- **ASK ALL.**
- **DROP DOWN MENU SHOULD HAVE 53 LEVELS—EACH OF THE 50 U.S. STATES, DISTRICT OF COLUMBIA, OTHER U.S. TERRITORY, AND OUTSIDE U.S.**
 - **SHOW FLORIDA FIRST, THEN REST OF STATES/TERRITORIES/OUTSIDE U.S. ALPHABETICALLY**

P-6. In 2019, is your total household income before taxes expected to be:

1	Under \$25,000	<input type="radio"/>
2	\$25,000 to \$49,999	<input type="radio"/>

3	\$50,000 to \$74,999	<input type="radio"/>
4	\$75,000 to \$99,999	<input type="radio"/>
5	\$100,000 to \$149,999	<input type="radio"/>
6	\$150,000+	<input type="radio"/>
7	Prefer not to answer	<input type="radio"/>

PROGRAMMING:

- ASK ALL.
-

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.