-8



November 21, 2018

**United States Mint Research**

***Convention Intercepts***

**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 **NA**XION who is housing and analyzing the data. It is **NA**XION’s policy to keep interviews anonymous. Consistent with this policy, **NA**XION 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 **NA**XION’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 | ο |
| 2 | No | ο |

**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/ | □ |
| 2 | By Phone | **□** |
| 3 | Coin Conventions | □ |
| 4 | Retail Outlets:   * Washington D.C. – U.S. Mint Headquarters * Philadelphia Mint * Denver Mint | □ |

**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/ | ο |
| 2 | Coin Conventions | ο |
| 3 | Retail Outlets:   * Washington D.C. – U.S. Mint Headquarters * Philadelphia Mint * Denver Mint | ο |
| 4 | By Phone | ο |

**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 Extremely**  **Unfavorable Favorable** |
| **1 2 3 4 5 6** |
| ο ο ο ο ο ο |

**PROGRAMMING:**

* **Ask All.**

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

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**

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

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**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 | ο |
| 2 | Actually seeing the product was what inspired you to make this purchase | ο |

**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 | □ |
| 2 | Annual **Uncirculated** Sets | □ |
| 3 | Gold Coins | □ |
| 4 | Silver Coins | **□** |
| 5 | Medals | □ |
| 6 | Other United States Mint Products | □ |

**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 | ο |
| 2 | Less Likely | ο |
| 3 | About the Same | ο |
| 4 | More Likely | ο |
| 5 | Much More Likely | ο |

**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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |
| 2 | No | ο |

**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 | **□** |
| 2 | U.S. Mint Lapel Pin (for specific product launches) | **□** |
| 3 | Coupon for free shipping on your next order | **□** |
| 4 | U.S. Mint Custom Phone Lanyard (holds most phones so that you can put yours around your neck) | **□** |
| 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) | **□** |
| 6 | U.S. Mint Cell Phone PopSocket/SpinPop (round, collapsible grip/phone stand that attaches to the back of the phone) | **□** |
| 7 | U.S. Mint Portable Chargers | **□** |
| 8 | U.S. Mint Stick-On Cell Phone Wallet | **□** |
| 9 | Other (please specify)\*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **□** |
| 10 | None of the Above | ο |

*\*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.**
  + **“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 | ο |
| 2 | U.S. Mint Lapel Pin (for specific product launches) | ο |
| 3 | Coupon for free shipping on your next order | ο |
| 4 | U.S. Mint Custom Phone Lanyard (holds most phones so that you can put yours around your neck) | ο |
| 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) | ο |
| 6 | U.S. Mint Cell Phone PopSocket/SpinPop (round, collapsible grip/stand that attaches to the back of the phone) | ο |
| 7 | U.S. Mint Portable Chargers | ο |
| 8 | U.S. Mint Stick-On Cell Phone Wallet | ο |
| 9 | Other (please specify)\*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

**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 | **□** |
| 2 | Postcards from the U.S. Mint | **□** |
| 3 | Numismatic Newsletters/Publications | **□** |
| 4 | U.S. Mint Social Media | **□** |
| 5 | Other Social Media | **□** |
| 6 | From a Friend/Family Member | **□** |
| 7 | Other (Please Specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **□** |

**PROGRAMMING:**

* **Ask All.**
* **Randomize order of rows, keeping in mind the following:**
  + **Group Rows 4 and 5, with “U.s. mint social media” always directly above “other social media”.**
  + **“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 31st to February 2nd, 2019 | Long Beach, CA | □ |
| 2 | **Whitman Baltimore Spring Expo** | February 28th to  March 3rd, 2019 | Baltimore, MD | **□** |
| 3 | **ANA National Money Show** | March 28th to  March 30th, 2019 | Pittsburgh, PA | □ |
| 4 | **Georgia Numismatic Association Coin Show** | April 11th to  April 14th, 2019 | Dalton, GA | □ |
| 5 | **Pennsylvania Associates of Numismatists** | May 9th to  May 11th, 2019 | Monroeville, PA | □ |
| 6 | **Long Beach Summer Expo** | June 6th to  June 8th, 2019 | Long Beach, CA | □ |
| 7 | **Summer FUN Convention** | July 11th to  July 13th, 2019 | Orlando, Florida | □ |
| 8 | **ANA World’s Fair of Money** | August 13th to  August 17th, 2019 | Rosemont, IL | **□** |
| 9 | Other (Please Specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | □ |

**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:** 
  + **S-1 iS “YES” (L\_1)**
  + **S-1 is “No” (L\_2) and q-6 is “YES” (L\_1)**
  + **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 | □ |
| 2 | I enjoy coin collecting | **□** |
| 3 | I think their coins make a good investment | □ |
| 4 | I feel that their coins make good display items | □ |
| 5 | I feel that their coins make good gifts | □ |
| 6 | Their customer service is favorable | □ |
| 7 | Their product packaging is interesting | □ |
| 8 | Their coins are easy to buy and/or sell | □ |
| 9 | I trust them more than other sources | □ |
| 10 | They’re the only authentic source for these products | □ |
| 11 | I don’t want to risk that the products will be unavailable or more expensive on the secondary market | □ |
| 12 | Their coins are beautiful/artistic | □ |
| 13 | I prefer to buy these products “new” – direct from the source | □ |
| 14 | Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | □ |

**PROGRAMMING:**

* **Randomize order of all rows.**
  + **“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 | ο |
| 2 | I enjoy coin collecting | ο |
| 3 | I think their coins make a good investment | ο |
| 4 | I feel that their coins make good display items | ο |
| 5 | I feel that their coins make good gifts | ο |
| 6 | Their customer service is favorable | ο |
| 7 | Their product packaging is exciting | ο |
| 8 | Their coins are easy to buy and/or sell | ο |
| 9 | I trust them more than other sources | ο |
| 10 | They’re the only authentic source for these products | ο |
| 11 | I don’t want to risk that the products will be unavailable or more expensive on the secondary market | ο |
| 12 | Their coins are beautiful/artistic | ο |
| 13 | I prefer to buy these products “new” – direct from the source | ο |
| 14 | Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

**PROGRAMMING:**

* **SHOW only Rows selected in Q-18**
  + **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 | ο |
| 2 | Somewhat Likely | ο |
| 3 | Somewhat Unlikely | ο |
| 4 | Very Unlikely | ο |

|  |
| --- |
| 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 | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**

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

|  |  |  |
| --- | --- | --- |
| 1 | Physical store location only | ο |
| 2 | Online sales only | ο |
| 3 | Both physical store location and online sales | ο |

**PROGRAMMING:**

* **Ask if answer to p-2a is yes.**

P-3. Are you…?

|  |  |  |
| --- | --- | --- |
| 1 | Male | ο |
| 2 | Female | ο |
| 3 | Prefer not to answer | ο |

**PROGRAMMING:**

* **ASK ALL.**

P-4. What is your age in years?

|  |  |  |
| --- | --- | --- |
| 1 | Less than 18 | ο |
| 2 | 18 to 30 | ο |
| 3 | 31 to 45 | ο |
| 4 | 46 to 59 | ο |
| 5 | 60 to 70 | ο |
| 6 | 70+ | ο |
| 7 | Prefer not to answer | ο |

**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 | ο |
| 2 | $25,000 to $49,999 | ο |
| 3 | $50,000 to $74,999 | ο |
| 4 | $75,000 to $99,999 | ο |
| 5 | $100,000 to $149,999 | ο |
| 6 | $150,000+ | ο |
| 7 | Prefer not to answer | ο |

**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.**