

# United States Mint Research

## *Quarters Themes Bulk Buyers 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 a few 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.

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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. Are you an **Authorized Purchaser of the U.S. Mint** (that is, you buy American Eagle Gold, Silver, Platinum, or Palladium *bullion* coins **directly from the U.S. Mint** and then resell to secondary dealers)?

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

**PROGRAMMING:**

- **ASK ALL.**
- 

S-2. Are you a **Bulk Purchaser of the U.S. Mint** (that is, you are enrolled in a bulk purchase program – either as part of the numismatic or circulating bulk programs)?

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

**PROGRAMMING:**

- **ASK ALL.**
- 

S-3. Which state do you live in?

| State                      |
|----------------------------|
| [INSERT DROP<br>DOWN MENU] |

**PROGRAMMING**

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

**QUARTERS PROGRAM THEMES**

Q-1. 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<br><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><b>Sports</b></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 <b>would not</b> include any specific professional (or other) team names, uniforms or logos.</i></p> | ○                    | ○ | ○ | ○ | ○                | ○ |
| <p><b>Animals</b></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><b>Exploration</b></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><b>Women</b></p> <p><i>The program would represent prominent women and women's events in American history.</i></p>   | ○                    | ○ | ○ | ○ | ○                | ○ |
| <p><b>Decades</b></p> <p><i>The program would depict what makes each decade in American history unique. Examples include 1950s Rock &amp; Roll, 1920s Jazz, 1860s Civil War, etc.</i></p>   | ○                    | ○ | ○ | ○ | ○                | ○ |
| <p><b>America's 250<sup>th</sup> Anniversary</b></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-2. How appealing would these themes be to youths age 7 to 13?

| Possible Quarters Program Themes<br>(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><b>Sports</b></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 <b>would not</b> include any specific professional (or other) team names, uniforms or logos.</p> | o                    | o | o | o | o | o                |
| <p><b>Animals</b></p> <p>The program would focus on animals indigenous to America. These include bears, American bald eagles, alligators, bison, beavers, wolves, etc.</p>  | o                    | o | o | o | o | o                |
| <p><b>Exploration</b></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>  | o                    | o | o | o | o | o                |
| <p><b>Women</b></p> <p>The program would represent prominent women and women's events in American history.</p>  | o                    | o | o | o | o | o                |
| <p><b>Decades</b></p> <p>The program would depict what makes each decade in American history unique. Examples include 1950s Rock &amp; Roll, 1920s Jazz, 1860s Civil War, etc.</p>  | o                    | o | o | o | o | o                |
| <p><b>America's 250<sup>th</sup> Anniversary</b></p> <p>The program would capture significant events in American history that have shaped the nation.</p>   | o                    | o | o | o | o | o                |
| <p><b>To ensure our survey is working properly, please select "X" in this row.</b></p>  | o                    | o | o | o | o | o                |

**PROGRAMMING:**

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

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Q-3. 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.**



**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.**