

**United States Mint Research**

*AE Special Sets Survey*

December 12, 2011

*Note to reader: Bold lines in between questions signify page/screen breaks.*

Welcome to the United States Mint’s product satisfaction 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-XXX. ***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10-15 minutes of your time.***

All of your responses will be kept completely confidential.

We will not use this information to contact you or attempt to sell you any products or services.

If you have any questions or problems while completing the survey, please call [INSERT NAME] weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to [info834@nationalanalysts.com](mailto:info834@nationalanalysts.com)

Please click the Forward button.

To begin, we will first take a few minutes to familiarize you with our survey.

The survey will NOT ALLOW YOU TO SKIP A QUESTION. If you do not know an exact answer, then please give your best estimate.

You may click on the STOP button to pause the program to take a break. When you re-enter the survey you must use the same User ID and Password; the survey will return to the screen where you clicked Stop.

Please click the FORWARD button to begin.

|  |
| --- |
| SCREENING CRITERIA |

**Section S: Screening Criteria**

S1. Have you purchased any coins or other merchandise from the United States Mint during the past 2 years?

|  |  |
| --- | --- |
| Yes | ο |
| No | ο |

*Send to terminate screen if “No.”*

S2. What is your age in years?

|  |
| --- |
| **Age (in years)** |
| \_\_\_\_\_\_\_ |

*Send to terminate screen if under 18.*

S3. In total, about how much have you spent on purchases from the United States Mint in the past 2 years?

$\_\_\_\_\_\_\_\_\_\_\_\_\_

*Filter out on the backend if AE purchaser and has not spent $100 over the past 2 years.*

S4 When was the very first time that you ever purchased coins or other merchandise directly from the United States Mint?

|  |  |
| --- | --- |
| **First time purchased coins directly from United States Mint** |  |
| Within the past 12 months | ο |
| 13 months to 23 months ago | ο |
| 2 to 5 years ago | ο |
| 6 to 10 years ago | ο |
| 11 to 20 years ago | ο |
| More than 20 years ago | ο |

Q1. Which of the following items have you ***ever*** bought ***directly from the United States Mint***?

|  |  |
| --- | --- |
| **Product Types** | **Ever Purchased from the United States Mint** |
| **Annual Coin Sets** |  |
| Annual **Clad** Proof Sets (Full set, Quarters, Presidential $1 Coin) |  |
| - Full set | □ |
| - Quarters set | □ |
| - Presidential $1 Coin set | □ |
| Annual **Silver** Proof Sets (Full set, Quarters) |  |
| - Full set | □ |
| - Quarters set | □ |
| Uncirculated Sets | □ |
| **American Eagle Coins** |  |
| American Eagle **Silver** Coins | □ |
| American Eagle **Gold** Coins | □ |
| American Eagle **Platinum** Coins | □ |
| **American Buffalo Coins** |  |
| American Buffalo 24K Gold Coins | □ |
| **First Spouse Coins** |  |
| First Spouse 24K Gold Coins | □ |
| **Commemorative Coins** |  |
| Gold Commemorative Coins or Commemorative Coin Sets | □ |
| Silver Commemorative Coins or Commemorative Coin Sets | □ |
| Clad Commemorative Coins or Commemorative Coin Sets | □ |
| **American the Beautiful Coins** |  |
| 5 oz. Silver Coins | □ |
| **Ultra High Relief Coins** |  |
| 2009 **Ultra High Relief Double Eagle Gold** Coins | □ |

Q2. Which of the following items have you bought ***directly from the United States Mint in the past 2 years***?

|  |  |
| --- | --- |
| **Product Types** | **Purchased from the United States Mint in the Past 2 Years** |
| **Annual Coin Sets** |  |
| Annual **Clad** Proof Sets (Full set, Quarters, Presidential $1 Coin) |  |
| - Full set | □ |
| - Quarters set | □ |
| - Presidential $1 Coin set | □ |
| Annual **Silver** Proof Sets (Full set, Quarters) |  |
| - Full set | □ |
| - Quarters set | □ |
| Uncirculated Sets | □ |
| **American Eagle Coins** |  |
| American Eagle **Silver** Coins | □ |
| American Eagle **Gold** Coins | □ |
| American Eagle **Platinum** Coins | □ |
| **American Buffalo Coins** |  |
| American Buffalo 24K Gold Coins | □ |
| **First Spouse Coins** |  |
| First Spouse 24K Gold Coins | □ |
| **Commemorative Coins** |  |
| Gold Commemorative Coins or Commemorative Coin Sets | □ |
| Silver Commemorative Coins or Commemorative Coin Sets | □ |
| Clad Commemorative Coins or Commemorative Coin Sets | □ |
| **American the Beautiful Coins** |  |
| 5 oz. Silver Coins | □ |
| **Ultra High Relief Coins** |  |
| 2009 **Ultra High Relief Double Eagle Gold** Coins | □ |

*Only show items checked in Q1*

Q3. Which of the following items have you ***ever*** bought ***from a source other than the United States Mint*** (e.g., flea markets, dealers, TV shopping channels, other Mints, and the like)? How about in the past 2 years?

|  |  |  |
| --- | --- | --- |
| **Coin Types from Any Source** | **Ever Purchased** | **Purchased in the Past 2 Years** |
| **Silver** coins | □ | □ |
| **Gold** coins | □ | □ |

*Only allow past 2 years to be selected if ever purchased is selected*

|  |
| --- |
| Benchmark future purchase intent |

Q4a. How likely are you to purchase each of the following types of coins from the U.S. Mint in the next 12 months?

|  |  |
| --- | --- |
| **Product type** | **Not at All Extremely**  **Likely Likely** |
| **1 2 3 4 5 6** |
| **Annual Coin Sets** |  |
| Annual **Clad** Proof Sets |  |
| - Full set | ο ο ο ο ο ο |
| - Quarters set | ο ο ο ο ο ο |
| - Presidential $1 Coin set | ο ο ο ο ο ο |
| Annual **Silver** Proof Sets |  |
| - Full set | ο ο ο ο ο ο |
| - Quarters set | ο ο ο ο ο ο |
| Uncirculated Sets | ο ο ο ο ο ο |
| **American Eagle Coins** |  |
| American Eagle **Silver** Coins | ο ο ο ο ο ο |
| American Eagle **Gold** Coins | ο ο ο ο ο ο |
| **American Buffalo Coins** |  |
| American Buffalo 24K Gold Coins | ο ο ο ο ο ο |
| **First Spouse Coins** |  |
| First Spouse 24K Gold Coins | ο ο ο ο ο ο |
| **Commemorative Coins** |  |
| Gold Commemorative Coins or Commemorative Coin Sets | ο ο ο ο ο ο |
| Silver Commemorative Coins or Commemorative Coin Sets | ο ο ο ο ο ο |
| Clad Commemorative Coins or Commemorative Coin Sets | ο ο ο ο ο ο |
| **American the Beautiful Coins** |  |
| 5 oz. Silver Coins | ο ο ο ο ο ο |

Q4b. How many of each of the following products are you likely to purchase in next 12 months?

|  |  |
| --- | --- |
| **Product types** | **Number you Expect to Purchase from the United States Mint  (Next 12 Months)** |
| **Annual Coin Sets** |  |
| Annual **Clad** Proof Sets |  |
| - Full set |  |
| - Quarters set |  |
| - Presidential $1 Coin set |  |
| Annual **Silver** Proof Sets |  |
| - Full set |  |
| - Quarters set |  |
| Uncirculated Sets |  |
| **American Eagle Coins** |  |
| American Eagle **Silver** Coins |  |
| American Eagle **Gold** Coins |  |
| **American Buffalo Coins** |  |
| American Buffalo 24K Gold Coins |  |
| **First Spouse Coins** |  |
| First Spouse 24K Gold Coins |  |
| **Commemorative Coins** |  |
| Gold Commemorative Coins or Commemorative Coin Sets |  |
| Silver Commemorative Coins or Commemorative Coin Sets |  |
| Clad Commemorative Coins or Commemorative Coin Sets |  |
| **American the Beautiful Coins** |  |
| 5 oz. Silver Coins |  |

*Only ask rows >1 in Q4a*

|  |
| --- |
| Special Set Interest |

The U.S. Mint may consider offering a special American Eagle silver coin set in 2012. This would be a special set containing the following 1-ounce silver coins:

* American Eagle Silver “San Francisco Proof” Coin bearing a “S” mint mark, only available in this special set
* American Eagle Silver “San Francisco Reverse Proof” Coin bearing a “S” mint mark, only available in this special set

This set will [insert per monadic cell below]

* “be the first in a series of similar special Silver coin sets that the U.S. Mint will begin producing twice per year, beginning in 2013. This first set would be available in Summer 2012, with the second installment (featuring additional unique coins) arriving in late 2012.
* “be the first in a series of annual special Silver coin sets that the U.S. Mint will begin producing once per year, beginning in 2012. The second installment (featuring additional unique coins) would be produced in 2013.
* “only be produced in 2012; no additional sets of this type are planned in the near future”.

*Balance the cells on $100-$499 and $500+ buyers as well type of purchaser (i.e., AE silver vs. all others)*

**Monadic cells**

|  |  |  |
| --- | --- | --- |
| Frequency | Household Limit | Mintage Limit (TBD) |
| 1. One time set | d. 1 per HH | g. 100,000 |
| 1. Once a year | e. 2 per HH | h. 200,000 |
| 1. Twice a year | 1. 5 per HH | 1. 300,000 |

1. Freq “a” HH Limit “d” Mintage Limit “g”
2. Freq “a” HH Limit “d” Mintage Limit “h”
3. Freq “a” HH Limit “d” Mintage Limit “i”
4. Freq “a” HH Limit “e” Mintage Limit “g”
5. Freq “a” HH Limit “e” Mintage Limit “h”
6. Freq “a” HH Limit “e” Mintage Limit “i”
7. Freq “a” HH Limit “f” Mintage Limit “g”
8. Freq “a” HH Limit “f” Mintage Limit “h”
9. Freq “a” HH Limit “f” Mintage Limit “i”
10. Freq “b” HH Limit “d” Mintage Limit “g”
11. Freq “b” HH Limit “d” Mintage Limit “h”
12. Freq “b” HH Limit “d” Mintage Limit “i”
13. Freq “b” HH Limit “e” Mintage Limit “g”
14. Freq “b” HH Limit “e” Mintage Limit “h”
15. Freq “b” HH Limit “e” Mintage Limit “i”
16. Freq “b” HH Limit “f” Mintage Limit “g”
17. Freq “b” HH Limit “f” Mintage Limit “h”
18. Freq “b” HH Limit “f” Mintage Limit “i”
19. Freq “c” HH Limit “d” Mintage Limit “g”
20. Freq “c” HH Limit “d” Mintage Limit “h”
21. Freq “c” HH Limit “d” Mintage Limit “i”
22. Freq “c” HH Limit “e” Mintage Limit “g”
23. Freq “c” HH Limit “e” Mintage Limit “h”
24. Freq “c” HH Limit “e” Mintage Limit “i”
25. Freq “c” HH Limit “f” Mintage Limit “g”
26. Freq “c” HH Limit “f” Mintage Limit “h”
27. Freq “c” HH Limit “f” Mintage Limit “i”

The U.S. Mint plans to manufacture 150,000 of these sets. Once these are sold, no additional sets will be available. There will be a purchase limit of 2 sets per household.

The price of this set will be approximately $125.

Q5. How likely will you be to purchase this [set/initial set] if it is offered in 2012?

|  |  |
| --- | --- |
|  | **Not at Extremely**  **All Likely Likely** |
|  | **1 2 3 4 5 6** |
| Likelihood to purchase | ο ο ο ο ο ο |

Q6. How many sets would you be likely to purchase?

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

*Only ask Q6 if Q5 >1*

Q7. How likely would you be to purchase the 2nd installment of this set (released in 2013/late 2012)?

|  |  |
| --- | --- |
|  | **Not at Extremely**  **All Likely Likely** |
|  | **1 2 3 4 5 6** |
| Likelihood to purchase the 2nd installment | ο ο ο ο ο ο |

*Only ask Q7 if Q5 >1 and if monadic cell J through AA*

Q8. How many 2nd installment sets would you be likely to purchase?

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

*Only ask Q8 if Q7 >1 and if monadic cell J through AA*

Q9. How appealing would each of the following types of coins be if they were included in the set?

|  |  |
| --- | --- |
|  | **Not at**  **All Extremely Appealing Appealing** |
| **Types of Coins** | **1 2 3 4 5 6** |
| Coin with a unique finish – ***reverse proof*** | ο ο ο ο ο ο |
| Coin with a unique finish – ***ultra high relief*** | ο ο ο ο ο ο |
| **Proof** American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.) | ο ο ο ο ο ο |
| **Uncirculated** American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.) | ο ο ο ο ο ο |
| American Eagle Silver **proof** | ο ο ο ο ο ο |
| American Eagle Silver **uncirculated** | ο ο ο ο ο ο |
| American Eagle Silver **bullion** | ο ο ο ο ο ο |

*Randomize rows*

Q10. If you could help the U.S. Mint design a special American Eagle set, what would be your top 3 choices for coins that should be included. Please put a “1” next to your first choice, a “2” next to your 2nd choice and a “3” next to your 3rd choice. You cannot have ties.

|  |  |
| --- | --- |
| **Types of Coins** | **Rank 1,2,3** |
| Coin with a unique finish – ***reverse proof*** |  |
| Coin with a unique finish – ***ultra high relief*** |  |
| Proof American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.) |  |
| Uncirculated American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.) |  |
| American Eagle Silver **proof** |  |
| American Eagle Silver **uncirculated** |  |
| American Eagle Silver **bullion** |  |

*Keep same order as Q9*

Q11. What household purchase order limits would you suggest the U.S. Mint set for these special sets?

|  |  |
| --- | --- |
| **Household Limits for American Eagle Special Sets** |  |
| 1 per household | ο |
| 2 per household | ο |
| 5 per household | ο |
| 10 per household | ο |

Q12. What mintage quantities would you recommend the U.S. Mint consider for such a set?

|  |  |
| --- | --- |
| **Mintage Quantities for American Eagle Special Sets** |  |
| 75,000 | ο |
| 100,000 | ο |
| 150,000 | ο |
| 200,000 | ο |
| 250,000 | ο |
| 500,000 | ο |
| Mint to demand (that is, produce as many sets as required to fill all orders that are received) | ο |

Q13-1a*.* What is your opinion regarding the **breadth of different products currently available** from the U.S. Mint? Please provided a low rating (of 1 or 2) if you feel the U.S. Mint does not offer enough products currently, a high rating (of 9 or 10) if you feel the U.S. Mint offers far too many products, or something in the middle if you feel the U.S. Mint offers about the right amount of products in each of the following categories.

*Select one in each column.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Overall** |  | **Annual Coin Sets** (Proof/ Uncirc-ulated sets, Pres. $1 coin sets, America The Beautiful sets, etc.) |  | **Special/ Limited Mintage Collectibles** (e.g.,American Eagle special sets, etc.) |  | | **Collectible  Coin Products with Historical/ Topical Info.** (First Day Coin Covers, Coin & Chronicles, etc.) | |  | | **Gift Giving Products** |
| **Far too Many** | 10 |  | 10 |  | 10 |  | 10 | |  | | 10 | |
| 9 |  | 9 |  | 9 |  | 9 | |  | | 9 | |
| **About the Right Amount** | 8 |  | 8 |  | 8 |  | 8 | |  | | 8 | |
| 7 |  | 7 |  | 7 |  | 7 | |  | | 7 | |
| 6 |  | 6 |  | 6 |  | 6 | |  | | 6 | |
| 5 |  | 5 |  | 5 |  | 5 | |  | | 5 | |
| 4 |  | 4 |  | 4 |  | 4 | |  | | 4 | |
| 3 |  | 3 |  | 3 |  | 3 | |  | | 3 | |
| **Not Enough** | 2 |  | 2 |  | 2 |  | 2 | |  | | 2 | |
| 1 |  | 1 |  | 1 |  | 1 | |  | | 1 | |

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

*Programming:*

* *If column1 >8 then ask Q13-2a otherwise skip Q13-2a*
* *If any column <3 then ask Q13-2b, otherwise skip Q13-2b*

Q13-1b. If the U.S. Mint were to produce this special [one-time/annual] set [twice per year], how would you rate the breadth of U.S. Mint products that are produced?

|  |  |
| --- | --- |
|  | **Special/ Limited Mintage Collectibles** |
| **Far too Many** | 10 |
| 9 |
| **About the Right Amount** | 8 |
| 7 |
| 6 |
| 5 |
| 4 |
| 3 |
| **Not Enough** | 2 |
| 1 |

Q13-2a You indicated that you feel the U.S. Mint is offering too many products. Which of the following statements best describes how this affects you personally?

*Select one*

|  |  |
| --- | --- |
| It doesn’t really create a problem for me personally, I just have ***a general concern that the range of products is too broad*** | ο |
| The wide range of products is ***too confusing***, and makes it difficult for me to determine which products to buy | ο |
| There are too many products currently being offered by the U.S. Mint ***that I feel compelled to purchase***, which ***forces me to choose between spending more than I would like to or not buying the products I really want*** | ο |
| Other (Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | ο |

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Programming:*

*Random order, except “other” always last*

Q13-2b You indicated that you feel the U.S. Mint is not offering enough of the following types of products. Please share any further comments you have on this matter.

|  |  |
| --- | --- |
| **Product category** | **Additional comments/suggestions on what the U.S. Mint  needs to improve** |
| Overall |  |
| **Annual Coin Sets** (Proof/ Uncirculated sets, Presidential $1 coin sets, America The Beautiful sets, etc.) |  |
| **Special/ Limited Mintage Collectibles** (e.g.,American Eagle special sets, etc.) |  |
| **Collectible Coin Products with Historical/Topical Info.** (First Day Coin Covers, Coin & Chronicles, etc.) |  |
| **Gift Giving Products** |  |

*Only show items <3 in Q13-1a*

Q14. What, if any, additional comments would you like to share with the U.S. Mint regarding this type of special Silver coin set?

|  |
| --- |
|  |

**Section D: Demographic Information**

QD1. What is the highest level of education you have attained?

|  |  |
| --- | --- |
| Grade school (8th grade or less) | ο |
| Some high school | ο |
| High school graduate | ο |
| Some college, no degree | ο |
| Vocational training/2 –year college | ο |
| 4-year college/bachelor’s degree | ο |
| Post-graduate training/degree | ο |

QD2. Which of the following best describes your current employment status?

|  |  |
| --- | --- |
| Full-time | ο |
| Part-time | ο |
| Retired | ο |
| Not employed or student | ο |

QD3. Are you Hispanic or Latino?

|  |  |
| --- | --- |
| Yes | ο |
| No | ο |

QD4. Do you consider yourself to be…

|  |  |
| --- | --- |
| American Indian or Alaska Native? | ο |
| Asian? | ο |
| Black or African American? | ο |
| Native Hawaiian or other Pacific Islander? | ο |
| White? | ο |
| Other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

QD5. What is your gender?

|  |  |
| --- | --- |
| Male | ο |
| Female | ο |

*Skip to QD6 if QD2 is Row 3 or 4*

QD6. Which of the following best describes your occupation?

|  |  |
| --- | --- |
| Managerial or professional | ο |
| Technical, sales, or administrative | ο |
| Service occupations | ο |
| Precision products, crafts or repairs | ο |
| Operators, fabricators, or laborers | ο |
| Farming, forestry, or fishing | ο |
| Other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

QD7 Which of the following categories best describes your total household income before taxes in 2011. Your best estimate is fine.

|  |  |
| --- | --- |
| Less than $10,000 | ο |
| Between $10,000 to $19,999 | ο |
| $20,000 to $29,999 | ο |
| $30,000 to $39,999 | ο |
| $40,000 to $49,999 | ο |
| $50,000 to $74,999 | ο |
| $75,000 to $99,999 | ο |
| $100,000 or more | ο |

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

Thank you for participating in this survey.

*Please press the STOP button to finish the survey.*