



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

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	<input type="radio"/>
No	<input type="radio"/>

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	<input type="radio"/>
13 months to 23 months ago	<input type="radio"/>
2 to 5 years ago	<input type="radio"/>
6 to 10 years ago	<input type="radio"/>
11 to 20 years ago	<input type="radio"/>
More than 20 years ago	<input type="radio"/>

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	<input type="checkbox"/>
- Quarters set	<input type="checkbox"/>
- Presidential \$1 Coin set	<input type="checkbox"/>
Annual Silver Proof Sets (Full set, Quarters)	
- Full set	<input type="checkbox"/>
- Quarters set	<input type="checkbox"/>
Uncirculated Sets	<input type="checkbox"/>
American Eagle Coins	
American Eagle Silver Coins	<input type="checkbox"/>
American Eagle Gold Coins	<input type="checkbox"/>
American Eagle Platinum Coins	<input type="checkbox"/>
American Buffalo Coins	
American Buffalo 24K Gold Coins	<input type="checkbox"/>
First Spouse Coins	
First Spouse 24K Gold Coins	<input type="checkbox"/>
Commemorative Coins	
Gold Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
Silver Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
Clad Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
American the Beautiful Coins	
5 oz. Silver Coins	<input type="checkbox"/>
Ultra High Relief Coins	
2009 Ultra High Relief Double Eagle Gold Coins	<input type="checkbox"/>

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	<input type="checkbox"/>
- Quarters set	<input type="checkbox"/>
- Presidential \$1 Coin set	<input type="checkbox"/>
Annual Silver Proof Sets (Full set, Quarters)	
- Full set	<input type="checkbox"/>
- Quarters set	<input type="checkbox"/>
Uncirculated Sets	<input type="checkbox"/>
American Eagle Coins	
American Eagle Silver Coins	<input type="checkbox"/>
American Eagle Gold Coins	<input type="checkbox"/>
American Eagle Platinum Coins	<input type="checkbox"/>
American Buffalo Coins	
American Buffalo 24K Gold Coins	<input type="checkbox"/>
First Spouse Coins	
First Spouse 24K Gold Coins	<input type="checkbox"/>
Commemorative Coins	
Gold Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
Silver Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
Clad Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
American the Beautiful Coins	
5 oz. Silver Coins	<input type="checkbox"/>
Ultra High Relief Coins	
2009 Ultra High Relief Double Eagle Gold Coins	<input type="checkbox"/>

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	<input type="checkbox"/>	<input type="checkbox"/>
Gold coins	<input type="checkbox"/>	<input type="checkbox"/>

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 Likely				Extremely Likely	
	1	2	3	4	5	6
Annual Coin Sets						
Annual Clad Proof Sets						
- Full set	0	0	0	0	0	0
- Quarters set	0	0	0	0	0	0
- Presidential \$1 Coin set	0	0	0	0	0	0
Annual Silver Proof Sets						
- Full set	0	0	0	0	0	0
- Quarters set	0	0	0	0	0	0
Uncirculated Sets	0	0	0	0	0	0
American Eagle Coins						
American Eagle Silver Coins	0	0	0	0	0	0
American Eagle Gold Coins	0	0	0	0	0	0
American Buffalo Coins						
American Buffalo 24K Gold Coins	0	0	0	0	0	0
First Spouse Coins						
First Spouse 24K Gold Coins	0	0	0	0	0	0
Commemorative Coins						
Gold Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
Silver Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
Clad Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
American the Beautiful Coins						
5 oz. Silver Coins	0	0	0	0	0	0

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)
a. One time set	d. 1 per HH	g. 100,000
b. Once a year	e. 2 per HH	h. 200,000
c. Twice a year	f. 5 per HH	i. 300,000

- A. Freq "a" HH Limit "d" Mintage Limit "g"
- B. Freq "a" HH Limit "d" Mintage Limit "h"
- C. Freq "a" HH Limit "d" Mintage Limit "i"
- D. Freq "a" HH Limit "e" Mintage Limit "g"
- E. Freq "a" HH Limit "e" Mintage Limit "h"
- F. Freq "a" HH Limit "e" Mintage Limit "i"
- G. Freq "a" HH Limit "f" Mintage Limit "g"
- H. Freq "a" HH Limit "f" Mintage Limit "h"
- I. Freq "a" HH Limit "f" Mintage Limit "i"
- J. Freq "b" HH Limit "d" Mintage Limit "g"
- K. Freq "b" HH Limit "d" Mintage Limit "h"
- L. Freq "b" HH Limit "d" Mintage Limit "i"
- M. Freq "b" HH Limit "e" Mintage Limit "g"
- N. Freq "b" HH Limit "e" Mintage Limit "h"
- O. Freq "b" HH Limit "e" Mintage Limit "i"
- P. Freq "b" HH Limit "f" Mintage Limit "g"
- Q. Freq "b" HH Limit "f" Mintage Limit "h"
- R. Freq "b" HH Limit "f" Mintage Limit "i"
- S. Freq "c" HH Limit "d" Mintage Limit "g"
- T. Freq "c" HH Limit "d" Mintage Limit "h"
- U. Freq "c" HH Limit "d" Mintage Limit "i"
- V. Freq "c" HH Limit "e" Mintage Limit "g"
- W. Freq "c" HH Limit "e" Mintage Limit "h"
- X. Freq "c" HH Limit "e" Mintage Limit "i"
- Y. Freq "c" HH Limit "f" Mintage Limit "g"
- Z. Freq "c" HH Limit "f" Mintage Limit "h"
- AA. 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 All Likely						Extremely Likely	
	1	2	3	4	5	6		
Likelihood to purchase	0	0	0	0	0	0	0	0

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 All Likely						Extremely Likely	
	1	2	3	4	5	6		
Likelihood to purchase the 2 nd installment	0	0	0	0	0	0	0	0

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?

Types of Coins	Not at All Appealing		Extremely Appealing			
	1	2	3	4	5	6
Coin with a unique finish – reverse proof	0	0	0	0	0	0
Coin with a unique finish – ultra high relief	0	0	0	0	0	0
Proof American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.)	0	0	0	0	0	0
Uncirculated American Eagle Silver coin with special Mint Mark (e.g., “S”, “D”, etc.)	0	0	0	0	0	0
American Eagle Silver proof	0	0	0	0	0	0
American Eagle Silver uncirculated	0	0	0	0	0	0
American Eagle Silver bullion	0	0	0	0	0	0

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	<input type="radio"/>
2 per household	<input type="radio"/>
5 per household	<input type="radio"/>
10 per household	<input type="radio"/>

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	<input type="radio"/>
100,000	<input type="radio"/>
150,000	<input type="radio"/>
200,000	<input type="radio"/>
250,000	<input type="radio"/>
500,000	<input type="radio"/>
Mint to demand (that is, produce as many sets as required to fill all orders that are received)	<input type="radio"/>

Q13-1a. What is your opinion regarding the **breadth of different products currently available** from the U.S. Mint? Please provide 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/ Uncirculated 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
Not Enough	3	3	3	3	3
	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	<input type="radio"/>
The wide range of products is too confusing , and makes it difficult for me to determine which products to buy	<input type="radio"/>
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	<input type="radio"/>
Other (Specify _____)	<input type="radio"/>

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 (8 th grade or less)	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, no degree	<input type="radio"/>
Vocational training/2 -year college	<input type="radio"/>
4-year college/bachelor's degree	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

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

Full-time	<input type="radio"/>
Part-time	<input type="radio"/>
Retired	<input type="radio"/>
Not employed or student	<input type="radio"/>

QD3. Are you Hispanic or Latino?

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

QD4. Do you consider yourself to be...

American Indian or Alaska Native?	<input type="radio"/>
Asian?	<input type="radio"/>
Black or African American?	<input type="radio"/>
Native Hawaiian or other Pacific Islander?	<input type="radio"/>
White?	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>

QD5. What is your gender?

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

Skip to QD6 if QD2 is Row 3 or 4

QD6. Which of the following best describes your occupation?

Managerial or professional	<input type="radio"/>
Technical, sales, or administrative	<input type="radio"/>
Service occupations	<input type="radio"/>
Precision products, crafts or repairs	<input type="radio"/>
Operators, fabricators, or laborers	<input type="radio"/>
Farming, forestry, or fishing	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>

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	<input type="radio"/>
Between \$10,000 to \$19,999	<input type="radio"/>
\$20,000 to \$29,999	<input type="radio"/>
\$30,000 to \$39,999	<input type="radio"/>
\$40,000 to \$49,999	<input type="radio"/>
\$50,000 to \$74,999	<input type="radio"/>
\$75,000 to \$99,999	<input type="radio"/>
\$100,000 or more	<input type="radio"/>

Thank you for participating in this survey.

Please press the STOP button to finish the survey.