



Note to reader/Programmer:

Bold lines in between questions signify page/screen breaks.

All questions are asked of ALL unless otherwise specified.

Insertions will be in brackets.

Do not display section headers.

Programming instructions in this document will be displayed in boxes like this one.

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-xxxx. Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 5-10 minutes of your time.

All of your responses will be kept completely confidential.

If you have any questions or problems while completing the survey, please call Kyle Konopka weekdays from 9:00 AM to 5:00 PM EST at 1-800-342-9102 x (6975), or send an e-mail to kkonopka@nationalanalysts.com

Please click the Next 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 close the browser to pause the program to take a break. When you re-enter the survey, the survey will return to the screen where you closed the browser.

Please click the Next button to begin.

	Programming: Sampling Cells
1a	(Spend <\$) and have purchased American Buffalo in the last 2 years
1b	(Spend \$+) and have purchased American Buffalo in the last 2 years
2a	(Spend <\$) and have not purchased American Buffalo in the last 2 years, but have purchased an American Eagle Gold coin or First Spouse coin in the last 2 years
2b	(Spend \$+) and have not purchased American Buffalo in the last 2 years, but have purchased an American Eagle Gold coin or First Spouse coin in the last 2 years
3a	(Spend <\$) and have not purchased American Buffalo, American Eagle Gold, or First Spouse in the last 2 years, but have purchased an American Eagle 25 th Anniversary set or 2012 American Eagle San Francisco Two-Coin Silver Proof Set in the last 2 years
3b	(Spend \$+) and have not purchased American Buffalo, American Eagle Gold, or First Spouse in the last 2 years, but have purchased an American Eagle 25 th Anniversary set or 2012 American Eagle San Francisco Two-Coin Silver Proof Set in the last 2 years
4a	(Spend <\$) and have not purchased American Buffalo, American Eagle Gold, First Spouse, American Eagle 25 th Anniversary set or 2012 American Eagle San Francisco Two-Coin Silver Proof Set in the last 2 years, but have purchased any other coin from the United States Mint in the last 2 years
4b	(Spend \$+) and have not purchased American Buffalo, American Eagle Gold, First Spouse, American Eagle 25 th Anniversary set or 2012 American Eagle San Francisco Two-Coin Silver Proof Set in the last 2 years, but have purchased any other coin from the United States Mint in the last 2 years

Reviewer's Note: Cut-Offs for "\$ Spend" will be added once we have received the sample.

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	O
No	O

Send to terminate screen if "No."

~~					_
S2.	What is	vour	age	ın v	ears o
J	VVIIGE 13	,	460	,	cai s.

Age (in years)

Send to terminate screen if under 18. Max. is 120

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

Please answer in whole dollars.

Range = 1-99,999

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

First time purchased coins directly from United States Mint	
Within the past 12 months	0
13 months to 23 months ago	0
2 to 5 years ago	0
6 to 10 years ago	0
11 to 20 years ago	0
More than 20 years ago	О

Termination Screen

Based on what you know about the United States Mint, what are your impressions?

This is an open-end box to type in; do not force entry

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!

Q1. Which of the following items have you <u>ever</u> bought <u>directly from the United States Mint</u>? Select all that apply.

Product Types	Ever Purchased from the United States Mint
American Buffalo Coins	
American Buffalo 24K Gold Coin	
Annual Coin Sets	
Annual <u>Clad</u> Proof Sets (Full set, Quarters, Presidential \$1 Coin)	
- Full set	
- Quarters set	
- Presidential \$1 Coin set	
Annual <u>Silver</u> Proof Sets (Full set, Quarters)	
- Full set	
- Quarters set	
Uncirculated Sets	
American Eagle Coins	
American Eagle <u>Silver</u> Coin	
American Eagle <u>Gold</u> Coin	
American Eagle <u>Platinum</u> Coin	
American Eagle 25 th Anniversary Special Set (sold in 2011 as a silver set)	
American Eagle San Francisco Two-Coin Silver Proof Set (sold in 2012)	
First Spouse Coins	
First Spouse 24K Gold Coin	
Commemorative Coins	
Gold Commemorative Coin or Commemorative Coin Set	
Silver Commemorative Coin or Commemorative Coin Sets	
Clad Commemorative Coin or Commemorative Coin Sets	
America the Beautiful Coins	
5 oz. Silver Coin	
Ultra High Relief Coins	
2009 Ultra High Relief Double Eagle Gold Coin	

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

Product Types	Purchased from the United States Mint in the Past 2 Years
American Buffalo Coins	
American Buffalo 24K Gold Coin	
Annual Coin Sets	
Annual <u>Clad</u> Proof Sets (Full set, Quarters, Presidential \$1 Coin)	
- Full set	
- Quarters set	
- Presidential \$1 Coin set	
Annual <u>Silver</u> Proof Sets (Full set, Quarters)	
- Full set	
- Quarters set	
Uncirculated Sets	
American Eagle Coins	
American Eagle <u>Silver</u> Coin	
American Eagle <u>Gold</u> Coin	
American Eagle <u>Platinum</u> Coin	
American Eagle 25 th Anniversary Special Set (sold in 2011 as a silver set)	
American Eagle San Francisco Two-Coin Silver Proof Set (sold in 2012)	
First Spouse Coins	
First Spouse 24K Gold Coin	
Commemorative Coins	
Gold Commemorative Coin or Commemorative Coin Set	
Silver Commemorative Coin or Commemorative Coin Sets	
Clad Commemorative Coin or Commemorative Coin Sets	
America the Beautiful Coins	
5 oz. Silver Coin	
Ultra High Relief Coins	
2009 Ultra High Relief Double Eagle Gold Coin	

Only show items checked in Q1.	
If only 1 item would be shown in Q2 then skip.	

Q3. Have you <u>ever</u> purchased any of the following <u>from a source other than the United States Mint?</u>

Coin Type from Any Source	<u>Yes</u>	<u>No</u>
American Buffalo 24K Gold Coin	0	0
American Eagle <u>Gold</u> Coin	0	0
First Spouse 24K Gold Coin	0	0
American Eagle 25 th Anniversary Special	0	0
Set (sold in 2011 as silver set)	U	U
American Eagle San Francisco Two-Coin	0	0
Silver Proof Set (sold in 2012)		

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?

	Not at All Likely		Extremely Likely			
Product type	1	2	3	4	5	6
American Buffalo Coins						
American Buffalo 24K Gold Coin	О	O	O	O	O	O
Annual Coin Sets						
Annual <u>Clad</u> Proof Sets						
- Full set	О	О	О	O	О	O
- Quarters set	О	O	O	O	O	O
- Presidential \$1 Coin set	О	О	O	O	O	О
Annual <u>Silver</u> Proof Sets						
- Full set	О	О	O	O	O	O
- Quarters set	О	О	O	O	О	O
Uncirculated Sets	О	О	О	O	О	O
American Eagle Coins						
American Eagle <u>Silver</u> Coin	0	O	О	O	O	O
American Eagle <u>Gold</u> Coin	О	О	О	O	О	О
First Spouse Coins						
First Spouse 24K Gold Coin	О	О	O	O	O	O
Commemorative Coins						
Gold Commemorative Coin or Commemorative Coin Set	О	0	O	O	O	O
Silver Commemorative Coin or Commemorative Coin Sets	О	O	O	O	O	O
Clad Commemorative Coin or Commemorative Coin Set	О	0	O	O	O	О
America the Beautiful Coins						
5 oz. Silver Coin	О	O	O	O	O	O

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

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

Only ask rows >1 in Q4a	
Range = 0 to 9999	

Programming: Please create 3 monadic cells as defined below. Respondents in the 3 monadic cells should be divided evenly among the 8 sampling cells using a sequential assignment within each cell. Please include a code in the database for the cell.

Product features shown depending on cell assignment below

MONADIC CELLS:

- A. See "Reverse proof coin to <u>replace</u> the standard proof coin" as proposed American Buffalo 100th Anniversary product
- B. See "Reverse proof coin in addition to the standard proof coin" as proposed American Buffalo 100th Anniversary product
- C. See "Two-coin standard proof and reverse proof set in addition to the standard proof coin" as proposed American Buffalo 100th Anniversary product

SPECIAL SET INTEREST

Monadic Cell A:

The American Buffalo 24K Gold Coin's obverse and reverse designs feature images by noted American sculptor James Earle Fraser. The designs were originally featured on the popular "Indian Head," or "Buffalo Nickel" which was introduced in 1913 to showcase the native beauty of the American West.

2013 is the 100th Anniversary of the James Earle Fraser design on the American Buffalo 24K Gold Coin. In celebration, the United States Mint is considering introducing an American Buffalo <u>reverse</u> proof coin, minted to demand, that <u>replaces</u> the standard American Buffalo proof coin.

The price of this 100th Anniversary American Buffalo <u>reverse</u> proof coin will be approximately \$1,900.

(Note: **Pricing** for gold coin **can vary weekly** dependent upon the London Fix weekly average gold price.)

Q5A. How likely will you be to purchase the 100th Anniversary American Buffalo <u>reverse</u> proof coin if it is offered in 2013? (Please remember that the standard American Buffalo proof coin would not be available.)

Product Type		Not at All Likely			Extremely Likely		
	1	2	3	4	5	6	
American Buffalo 100 th Anniversary Reverse Proof Coin	О	О	О	О	O	O	

Q6A.	How many of the 100 th Anniversary American Buffalo <u>reverse</u> proof coins would you be
	likely to purchase if it is offered in 2013?

Only ask if >1 in Q5A	
Range is 0 to 9999	

Q7A. If the 100th Anniversary American Buffalo <u>reverse</u> proof coin <u>replaces</u> the standard American Buffalo proof coin for 2013, how satisfied would you be with the options available for the year?

Satisfaction If	Not Satisfied At All			Extremely Satisfied		
	1	2	3	4	5	6
American Buffalo <u>reverse</u> proof coin is the only American Buffalo proof coin offered in 2013	0	O	O	0	0	0

Q8A.	Please explain wh	ny you provided a rating of [INSERT RATING I	-ROM Q7A] above.
Do no	t force an answer	Provide a character limit of 2 048	

Q9A. In your opinion, would an American Buffalo <u>reverse</u> proof coin that replaces the standard proof coin in 2013 detract from the American Buffalo series (or your collection) or enhance it?

Effect of American Buffalo <u>Reverse</u> Proof Coin on Overall American Buffalo Series	
It would <u>detract</u> from the series / my collection	O
It would <u>enhance</u> the series / my collection	0
I feel <u>neutral</u> about it	0

Q10A. Would this make you more or less likely to continue collecting the American Buffalo series?

Effect of American Buffalo <u>Reverse</u> Proof Coin on Collecting American Buffalo Series	
It would make me <u>more</u> likely to collect the series	O
It would make me <u>less</u> likely to collect the series	O
I feel <u>neutral</u> about it	O
I do not currently collect this series	0

Monadic Cell B:

The American Buffalo 24K Gold Coin's obverse and reverse designs feature images by noted American sculptor James Earle Fraser. The designs were originally featured on the popular "Indian Head," or "Buffalo Nickel" which was introduced in 1913 to showcase the native beauty of the American West.

2013 is the 100th Anniversary of the James Earle Fraser design on the American Buffalo 24K Gold Coin. In celebration, the United States Mint is considering introducing a <u>reverse</u> proof coin, which would not be minted to demand but would be minted in quantities sufficient so that most people who currently purchase American Buffalo coins would have the opportunity to buy it. <u>In addition</u>, the standard American Buffalo proof coin would be minted to demand.

The price of the 100th Anniversary American Buffalo <u>reverse</u> proof coin will be approximately \$1,900.

The price of the standard American Buffalo proof coin will be approximately \$1,900.

(Note: **Pricing** for gold coin **can vary weekly** dependent upon the London Fix weekly average gold price.)

Q5B. How likely will you be to purchase the 100th Anniversary American Buffalo <u>reverse</u> proof coin if it is offered in 2013?

Product Type		Not at All Likely		Extr	Extremely Likely	
	1	2	3	4	5	6
American Buffalo 100 th Anniversary Reverse Proof Coin	О	0	0	0	O	0

Q6B.	How many 100 th Anniversary American Buffalo <u>reverse</u> proof coins would you be likely to purchase if it is offered in 2013?

Only ask if >1 in Q5B		
Range is 0 to 9999		

Q7B. What mintage quantity would you recommend the United States Mint consider for the American Buffalo 100th Anniversary **reverse** proof coin?

Mintage Quantity for American Buffalo <u>Reverse</u> Proof Coin	
20,000	0
35,000	0
50,000	0
Open sell window (where the coin is sold	
for a limited amount of time, but all orders	О
placed during this time are fulfilled).	
Mint to demand	0

Q8B. How likely will you be to purchase the **standard** American Buffalo proof coin in 2013?

Product Type		Not at All Likely				Extremely Likely	
	1	2	3	4	5	6	
American Buffalo <u>Standard</u> Proof Coin	О	О	О	О	О	О	

Q9B. How many of the <u>standard</u> American Buffalo proof coins would you be likely to purchase?

Only ask if >1 in Q8B Range is 0 to 9999

Monadic Cell C:

The American Buffalo 24K Gold Coin's obverse and reverse designs feature images by noted American sculptor James Earle Fraser. The designs were originally featured on the popular "Indian Head," or "Buffalo Nickel" which was introduced in 1913 to showcase the native beauty of the American West.

2013 is the 100th Anniversary of the James Earle Fraser design on the American Buffalo 24K Gold Coin. In celebration, the United States Mint is considering introducing a **two-coin standard proof and reverse proof set**, which would not be minted to demand but would be minted in quantities sufficient so that most people who currently purchase American Buffalo coins would have the opportunity to buy the set. **In addition**, the standard American Buffalo proof coin would be minted to demand.

The price of the 100th Anniversary American Buffalo <u>two-coin standard proof and reverse proof</u> <u>set</u> will be approximately \$3,800.

The price of the standard American Buffalo proof coin will be approximately \$1,900.

(Note: **Pricing** for gold coin **can vary weekly** dependent upon the London Fix weekly average gold price.)

Q5C. How likely will you be to purchase the 100th Anniversary American Buffalo <u>two-coin</u> <u>standard proof and reverse proof set</u> if it is offered in 2013?

Product Type		Not at All Likely		E	Extremely Likely	
American Buffalo 100 th Anniversary <u>Two-Coin Standard</u> Proof and Reverse Proof Set	0	0	0	0	0	0

Q6C.	How many 100 th Anniversary American Buffalo <u>two-coin standard proof and reverse</u>
	proof sets would you be likely to purchase?

Only ask if >1 in Q5C Range is 0 to 9999 Q7C. What mintage quantity would you recommend the United States Mint consider for the American Buffalo 100th Anniversary <u>two-coin standard proof and reverse proof set</u>?

Mintage Quantity for American Buffalo Two-Coin Standard Proof and Reverse Proof Set	
20,000	0
35,000	0
50,000	0
Open sell window (where the coin is sold for a limited amount of time, but all orders placed during this time are fulfilled).	O
Mint to demand	0

Q8C. How likely will you be to purchase the **standard** American Buffalo proof coin, if offered separately from the two-coin standard proof and reverse proof set in 2013?

Product Type		Not at All Likely				Extremely Likely		
	1	2	3	4	5	6		
American Buffalo <u>Standard</u> Proof Coin	0	O	О	О	O	O		

Q9C.	How many of the standard American Buffalo proof coins would you be likely to
	purchase?

Only ask if >1 in Q8C Range is 0 to 9999

ADDITIONAL QUESTIONS OF INTEREST (REGARDING COIN DESIGN)

Q11.	What, if any, additional comments or suggestions would you like to share with the Jnited States Mint regarding a special 100 th Anniversary American Buffalo proof [coset]?	in /

Do not force an answer. Provide a character limit of 2,048. Insert "coin" if monadic cells A or B Insert "set" if monadic cell C

Q12. Do you think the United States Mint should consider changing the **design** of the American Buffalo Gold Proof Coin (pictured below)?

Design of American Buffalo Gold Proof Coin	
Yes - Should consider changing design, but	
only in special circumstances (e.g., 100 th	o
Anniversary of American Buffalo in 2013)	
Yes - Should consider changing design	0
annually	U
Yes - Should consider changing design, but	0
only every 2-5 years	U
No – Should not change	0
I have no opinion	0



Q13. Regardless of whether or not you think the design should change, if the United States Mint does change the <u>design</u> of the American Buffalo Gold Proof Coin, which would you prefer?

Design of American Buffalo Gold Proof Coin	
Change the Native American design but leave	
the Buffalo design unchanged	O
Change the Buffalo design but leave the	
Native American design unchanged	O
Change both the Native American design and	
the Buffalo design	O
I have no opinion	0

Q14. If the United States Mint does change the <u>design</u> of the American Buffalo Gold Proof Coin, which option would you prefer?

Design of American Buffalo Gold Proof Coin	Native American Design	Buffalo Design
Replace current James Earle Fraser design with another classic American coin design	o	o
Artists come up with an original design	O	O
Other (Specify)	О	0
I have no opinion	o	O

Q15. And finally, regardless of whether or not you think the American Buffalo Gold Proof Coin design should change, do you think the United States Mint should continue to feature a Native American theme on the American Buffalo Gold Proof Coin?

Native American Theme in American Buffalo Design	
Yes – Should continue featuring a Native American theme	o
No – Should <u>not</u> continue featuring a Native American theme	О
I have no opinion	О

Q16. If the United States Mint changes the buffalo design to another image, the United States Mint could insert a <u>privy mark</u> of a buffalo on the new design to connect it to the American Buffalo series.

Note: The United States Mint already does this with the American Eagle Platinum proof coin – the design is no longer an eagle, but there is an eagle <u>privy mark</u> to connect the design to the American Eagle series. [See image below.]

[Insert Image. To be provided by the United States Mint team.]

If the United States Mint replaces the buffalo design on the American Buffalo Gold Proof Coin, do you think they should use a buffalo **privy mark**?

American Buffalo Gold Proof Coin with	
Buffalo <u>Privy Mark</u> if no Buffalo Design	
Yes - Should include privy mark	0
No – Should <u>not</u> include privy mark	0
I have no opinion	0

Q17. The United States Mint is also considering introducing different options of American Buffalo 24K Gold Coins in addition to the current 1 oz. Proof Coin. For instance, an uncirculated coin and/or fractionals (e.g., 1/2 oz., 1/4 oz., and 1/10 oz. coins) could be offered in addition to the 1 oz. Proof Coin. Note: Regardless of which design is chosen for the 1 oz. Proof Coin, the designs for these other options would be the same as the American Buffalo 24K 1 oz. Proof Coin.

How appealing are each of the following options to you?

Appeal If	Not Appealing At All		Extremely Appealing			
	1	2	3	4	5	6
American Buffalo Proof coin is also offered as proof fractionals (e.g., 1/2 oz., 1/4 oz., and 1/10 oz.)	О	O	O	O	O	O
American Buffalo Gold coin is also offered in an Uncirculated-quality finish	О	O	O	О	0	O
American Buffalo Uncirculated-finish <u>fractionals</u> (e.g., 1/2 oz., 1/4 oz., and 1/10 oz.)	О	O	O	O	O	O

Section D: Demographic Information

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

Grade school (8 th grade or less)	О
Some high school	О
High school graduate	o
Some college, no degree	o
Vocational training/2 -year college	О
4-year college/bachelor's degree	O
Post-graduate training/degree	О

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

Full-time	О
Part-time	О
Retired	О
Not employed or student	О

QD3. Are you Hispanic or Latino?

Yes	О
No	О

QD4. What is your race? Please select one or more.

American Indian or Alaska Native?	
Asian?	
Black or African American?	
Native Hawaiian or other Pacific Islander?	
White?	

QD5. What is your gender?

Male	О
Female	О

QD6. Which of the following best describes your occupation?

Managerial or professional	О
Technical, sales, or administrative	О
Service occupations	О
Precision products, crafts or repairs	О
Operators, fabricators, or laborers	О
Farming, forestry, or fishing	О
Other (Specify)	О

Skip QD6 if QD2 is Row 3 or 4

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

О
О
О
О
О
О
O
О

QD8. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

Yes	О
No	O

QD9. To confirm, are you a coin dealer?

Yes	O
No	0

Only ask QD9 if answered "Yes" in QD8.
If answered "No" in QD8 send them to survey exit screen.

Thank you for participating in this survey.

Programmer: Add any necessary language for exiting the survey.