



United States Mint Research

Kennedy Half Dollar Special Set

March 12, 2013

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.

INTRODUCTION FOR CUSTOMERS:

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 10 minutes of your time.

INTRODUCTION FOR NON-CUSTOMERS:

National Analysts Worldwide, a research and consulting firm, is conducting a research study on consumer products.

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

INTRODUCTION FOR ALL:

It is National Analysts' policy to keep all interview answers including any personal information anonymous and not share this data with other entities except in certain conditions. Consistent with this policy, National Analysts will only entrust survey data with other entities 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 not be shared outside the entity 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 National Analysts' privacy policy, you can view our website at www.nationalanalysts.com/privacy/domestic-global.asp

If you have any questions or problems while completing the survey, please send an email to Brent Whitesell at info848@nationalanalysts.com, or call weekdays from 9:00 AM to 5:00 PM EST at 1-800-342-9102 x6963.

Please click the Forward button to continue.

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.

PROGRAMMING: Sampling Cells

1	Have purchased any gold, silver, or commemorative coin in past year (based on sample request)
2	General customers (have purchased coins other than gold/silver/commemorative coins) in past year (based on sample request)
3	Highly likely to purchase non-customers from panel

NOTE: Throughout Questionnaire logic, cells 1 and 2 are referred to as customers. Cell 3 is referred to as non-customers.

SCREENING CRITERIA

Section S: Screening Criteria

S-1. First we need to ask a few introductory questions for classification purposes. Do you or does someone in your household or immediate family work...

Please select one answer for each row.

		Yes	No
1	For a market research firm or marketing research department of a company?	<input type="radio"/>	<input type="radio"/>
2	For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
3	For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
4	As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Send to termination screen if any row is Yes.

S-2. What is your age in years?

Age (in years)

PROGRAMMING: Send to termination screen if <18 or >120.

S-3. What is your gender?

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

S-4. Have you purchased any coins or other merchandise from the United States Mint during the past year?

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

PROGRAMMING: Ask Customers
 Terminate at end of screener if L-2 (no).

S-5. Have you ever collected, occasionally saved, or sometimes put aside any types of coins (such as America The Beautiful Quarters, State Quarters, etc.), either for yourself or for others?

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

PROGRAMMING: Ask Non-Customers
 Terminate at end of screener if L-2 (no).

S-6. From which of the following organizations have you ever purchased any collectible coins or coin-related merchandise (e.g., coin-jewelry, etc.)?

Please select one answer for each row.

Sources/Organizations		Yes	No
1	Amazon.com	<input type="radio"/>	<input type="radio"/>
2	Antique dealers	<input type="radio"/>	<input type="radio"/>
3	eBay or other Internet auction sites	<input type="radio"/>	<input type="radio"/>
4	Flea markets	<input type="radio"/>	<input type="radio"/>
5	Littleton Coin Company	<input type="radio"/>	<input type="radio"/>
6	Local auction or estate sale	<input type="radio"/>	<input type="radio"/>
7	Regional or local coin dealers	<input type="radio"/>	<input type="radio"/>
8	The Franklin Mint	<input type="radio"/>	<input type="radio"/>
9	The United States Mint	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Ask Non-Customers
 Randomize order of rows.

S-7. In the past year, have you sold any coins or other coin-related collectibles for income purposes, other than to round out a personal collection?

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

PROGRAMMING: Ask Non-Customers
 Terminate at end of screener if L-1 (yes)

S-8. Overall, how likely are you to consider **purchasing any** type of **collectible coins or coin products** (from any source) during the next 12 months...

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	... for yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	... for someone else (as a gift)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING: Ask Non-Customers

Terminate at end of screener if L-5 or L-6 is NOT selected for either row 1 OR row 2

S-9. In total, about how much have you spent on purchases from the United States Mint in the past year?

Please answer in whole dollars.

Spend in past year (\$)

PROGRAMMING: Ask Customers

Range = 1-99,999,999

S-10. 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		
1	Within the past 12 months	<input type="radio"/>
2	13 months to 23 months ago	<input type="radio"/>
3	2 to 5 years ago	<input type="radio"/>
4	6 to 10 years ago	<input type="radio"/>
5	11 to 20 years ago	<input type="radio"/>
6	More than 20 years ago	<input type="radio"/>

PROGRAMMING: Ask Customers

Termination Screen

FOR CUSTOMERS:

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

PROGRAMMING: Open-ended text box. Do not force response.

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!

FOR NON-CUSTOMERS:

Thank you very much for taking the time to complete this survey, which was 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 feedback is very important to us and greatly appreciated!

Reviewer's Note: OMB number will be shown to non-customers in termination screen or thank you screen. Providing the number at the end of the survey reduces bias that comes with knowing in advance what the survey is about.

PAST PURCHASES

Q-1. Which of the following items have you **ever** bought **directly from the United States Mint**?

Select all that apply.

Product Types	Ever Purchased from the United States Mint
Annual Coin Sets	
Annual Clad Proof Sets (Full set, Quarters, Presidential \$1 Coin)	
1	- Full set <input type="checkbox"/>
2	- Quarters set <input type="checkbox"/>
3	- Presidential \$1 Coin set <input type="checkbox"/>
Annual Silver Proof Sets (Full set, Quarters)	
4	- Full set <input type="checkbox"/>
5	- Quarters set <input type="checkbox"/>
6	Uncirculated Sets <input type="checkbox"/>
American Eagle Coins	
7	American Eagle Silver Coins <input type="checkbox"/>
8	American Eagle Gold Coins <input type="checkbox"/>
Gold Coins (Not American Eagle)	
9	American Buffalo Gold Coins <input type="checkbox"/>
10	First Spouse Gold Coins <input type="checkbox"/>
Commemorative Coins or Sets	
11	Gold Commemorative Coins or Commemorative Coin Sets <input type="checkbox"/>
12	Silver Commemorative Coins or Commemorative Coin Sets <input type="checkbox"/>
13	Clad Commemorative Coins or Commemorative Coin Sets <input type="checkbox"/>
America the Beautiful Coins	
14	5 oz. Silver America the Beautiful Coins <input type="checkbox"/>
Medals	
15	Medals (e.g., First Spouse, Sept. 11 th 2011, Historical, Humanitarian/Cultural, Military, etc.) <input type="checkbox"/>
Other Coins / Coin Sets	
16	Any Presidential Coin Set (not including full proof sets, please indicate proof sets above) <input type="checkbox"/>
17	Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above) <input type="checkbox"/>

PROGRAMMING: Ask Customers

Q-2. Which of the following items have you bought ***directly from the United States Mint*** in the past ***year?***

Select all that apply.

Product Types		Purchased from the United States Mint in the Past Year
Annual Coin Sets		
Annual Clad Proof Sets (Full set, Quarters, Presidential \$1 Coin)		
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
3	- Presidential \$1 Coin set	<input type="checkbox"/>
Annual Silver Proof Sets (Full set, Quarters)		
4	- Full set	<input type="checkbox"/>
5	- Quarters set	<input type="checkbox"/>
6	Uncirculated Sets	<input type="checkbox"/>
American Eagle Coins		
7	American Eagle Silver Coins	<input type="checkbox"/>
8	American Eagle Gold Coins	<input type="checkbox"/>
Gold Coins (Not American Eagle)		
9	American Buffalo Gold Coins	<input type="checkbox"/>
10	First Spouse Gold Coins	<input type="checkbox"/>
Commemorative Coins or Sets		
11	Gold Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
12	Silver Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
13	Clad Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
America the Beautiful Coins		
14	5 oz. Silver America the Beautiful Coins	<input type="checkbox"/>
Medals		
15	Medals (e.g., First Spouse, Sept. 11 th 2011, Historical, Humanitarian/Cultural, Military, etc.)	<input type="checkbox"/>
Other Coins / Coin sets		
16	Any Presidential Coin Set (not including full proof sets, please indicate proof sets above)	<input type="checkbox"/>
17	Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above)	<input type="checkbox"/>
18	None of the Above	<input type="radio"/>

PROGRAMMING: Ask Customers

Always show “none of the above.” For all other rows, only show items checked in Q-1.

BENCHMARK FUTURE PURCHASE INTENT

Q-3. 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							
1	- Full set	0	0	0	0	0	0
2	- Quarters set	0	0	0	0	0	0
3	- Presidential \$1 Coin set	0	0	0	0	0	0
Annual Silver Proof Sets							
4	- Full set	0	0	0	0	0	0
5	- Quarters set	0	0	0	0	0	0
6	Uncirculated Sets	0	0	0	0	0	0
American Eagle Coins							
7	American Eagle Silver Coins	0	0	0	0	0	0
8	American Eagle Gold Coins	0	0	0	0	0	0
Gold Coins (Not American Eagle)							
9	American Buffalo Gold Coins	0	0	0	0	0	0
10	First Spouse Gold Coins	0	0	0	0	0	0
Commemorative Coins							
11	Gold Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
12	Silver Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
13	Clad Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
America the Beautiful Coins							
14	5 oz. Silver America the Beautiful Coins	0	0	0	0	0	0
Medals							
15	Medals (e.g., First Spouse, Sept. 11 th 2011, Historical, Humanitarian/Cultural, Military, etc.)	0	0	0	0	0	0
Other Coins / Coin sets							
16	Any Presidential Coin Set (not including full proof sets, please indicate proof sets above)	0	0	0	0	0	0
17	Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above)	0	0	0	0	0	0

PROGRAMMING: Ask Customers

Q-4. How many of each of the following products are you likely to purchase from the United States Mint in next 12 months?

Please enter a number for each row. If you do not expect to purchase any of that coin in the next 12 months, you may enter a zero.

Product types		Number you Expect to Purchase from the United States Mint (in the next 12 Months)
Annual Coin Sets		
	Annual Clad Proof Sets	
1	- Full set	
2	- Quarters set	
3	- Presidential \$1 Coin set	
Annual <u>Silver</u> Proof Sets		
4	- Full set	
5	- Quarters set	
6	Uncirculated Sets	
American Eagle Coins		
7	American Eagle Silver Coins	
8	American Eagle Gold Coins	
Gold Coins (Not American Eagle)		
9	American Buffalo Gold Coins	
10	First Spouse Gold Coins	
Commemorative Coins		
11	Gold Commemorative Coins or Commemorative Coin Sets	
12	Silver Commemorative Coins or Commemorative Coin Sets	
13	Clad Commemorative Coins or Commemorative Coin Sets	
America the Beautiful Coins		
14	5 oz. Silver America the Beautiful Coin	
Medals		
15	Medals (e.g., First Spouse, Sept. 11 th 2011, Historical, Humanitarian/Cultural, Military, etc.)	
Other Coins / Coin sets		
16	Any Presidential Coin Set (not including the full proof set, please indicate proof sets above)	
17	Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above)	

PROGRAMMING: Ask Customers
Only ask rows >1 in Q-3
Range is 0 to 9,999,999.
Allow blanks.

MONADIC CELLS

Programming: Please create 13 monadic cells as defined below. The actual text to be inserted for each cell is listed next in the following pages, this table gives an overall summary.

Customers (sample cell 1 and 2) should be divided evenly among the 12 monadic cells (A-L) with a target of at least 100 respondents from each sample cell per monadic cell.

Non-Customers (sample cell 3) should be divided evenly among all 13 monadic cells (A-M), with a target of at least 50 respondents seeing each of the monadic cells A-L. An additional 200 Non-Customers should see cell M.

Please include a code in the database for the cell. Please also note which prompt each respondent saw for each open end. For each question, the description should be shown on a separate screen and then the following screens will each have a link (the text in blue underline) that should pop up a window with a description to the item. Each description has some of the finishes / metal types in blue underline, please render them as a link, as listed in the table below. Please also render the descriptions in larger size font.

Coin Descriptions to Insert

Label	Coins	Coin Description	Price
a	4 reverse proof 90% silver half dollars (S, W, P, D)	four <u>reverse proof</u> 90% silver half dollars – one minted in each of the four Mint facilities – in a nice presentation case. The set would also include a booklet with the unique history of this coin that was authorized by Congress just over a month after President Kennedy’s death.	\$77.95
b	3 clad proof coins (W, P, D) + 1 90% silver reverse proof (S)	3 <u>proof quality clad</u> half dollar coins (minted at the mints in West Point, Philadelphia, and Denver) as well as a 90% silver reverse proof coin minted in San Francisco all in a nice presentation case. The set would also include a booklet with the unique history of this coin that was authorized by Congress just over a month after President Kennedy’s death.	\$35.95
c	1 clad proof half dollar 1 clad reverse proof half dollar, 1 clad unc half dollar. Each will bear a mint mark (P, D, W, or S) reflecting where they are minted, although the final decisions on minting locations haven’t yet been made.	a <u>clad proof</u> half dollar, a <u>clad reverse proof</u> half dollar and an <u>uncirculated quality clad</u> half dollar – each will bear a mint mark (P,D,W, or S) reflecting where they are minted, although the final decisions on minting locations haven’t yet been made. The set would also include a booklet with the unique history of this coin that was authorized by Congress just over a month after President Kennedy’s death.	\$18.95
d	1 90% silver proof half dollar 1 90% silver reverse proof half dollar, 1 90% silver unc half dollar. Each will bear a mint mark (P, D, W, or S)	a 90% silver <u>proof</u> half dollar, a 90% silver <u>reverse proof</u> half dollar and an <u>uncirculated quality</u> 90% silver half dollar - each will bear a mint mark (P,D,W, or S) reflecting where they are minted, although the final decisions on minting locations haven’t yet been made. The set would also include a booklet with the	\$60.95

	reflecting where they are minted, although the final decisions on minting locations haven't yet been made.	unique history of this coin that was authorized by Congress just over a month after President Kennedy's death.	
e	1 clad proof half dollar, 1 clad reverse proof half dollar. Each will bear a mint mark (P, D, W, or S) reflecting where they are minted, although the final decisions on minting locations haven't yet been made.	a clad proof half dollar and a clad reverse proof half dollar – each will bear a mint mark (P,D,W, or S) reflecting where they are minted, although the final decisions on minting locations haven't yet been made. The set would also include a booklet with the unique history of this coin that was authorized by Congress just over a month after President Kennedy's death.	\$16.95
f	1 90% silver proof half dollar, 1 90% silver reverse proof half dollar. Each will bear a mint mark (P, D, W, or S) reflecting where they are minted, although the final decisions on minting locations haven't yet been made.	a 90% silver proof half dollar and a 90% silver reverse proof half dollar – each will bear a mint mark (P,D,W, or S) reflecting where they are minted, although the final decisions on minting locations haven't yet been made. The set would also include a booklet with the unique history of this coin that was authorized by Congress just over a month after President Kennedy's death.	\$44.95

Label	Production Limit	Production Limit Description
g	Open Sell Window	There would be no production limit for this set. Rather, anyone who is interested in purchasing it would be able to do so during a short open sell window.
h	100,000	The production limit for this set would be approximately 100,000 units.

List of Monadic Cells

CELL	Description	Production Limit
A	a	g
B	a	h
C	b	g
D	b	h
E	c	g
F	c	h
G	d	g
H	d	h
I	e	g
J	e	h
K	f	g

L	f	h
M	[placebo – see next page]	[placebo – see next page]

List of finishes / metal types

Finish Name	Finish Description
Proof	Proof: a specially produced coin that is highly polished and is often struck more than once to accent the design. Standard proof coins can be distinguished by its mirror-like image and frosted background.
Reverse Proof	Reverse proof: a specially produced coin that is highly polished and is often struck more than once to accent the design. Unlike standard proof coins, reverse proof coins can be distinguished by its mirror-like backgrounds and frosted image.
Uncirculated	Uncirculated: a specially produced coin with a brilliant finish. Uncirculated coins are manufactured using the same process as circulating coins, but with quality enhancements such as slightly higher coining force, early strikes from dies, special cleaning after stamping, and special packaging.
Clad	A non-precious metal, with NO silver or gold content. In this case, the metal content would be similar to a new, circulating quarter.

**DESCRIPTIONS AND PRICES FOR Kennedy Half Dollar 50th Anniversary Set
[FOR CELLS A-L, USE THE FOLLOWING TEMPLATE]**

You can click on the [CELLS D-L: terms / CELLS A and B: term] in underlined, blue text for more information on the [CELLS D-L: coin finishes / CELLS A and B: coin finish] described.

The United States Mint is considering offering a new set in 2014 in honor of the 50th anniversary of the Kennedy Half Dollar. The set would include [INSERT Coin Description]. [INSERT Production Limit Description]

The price for this special set will be approximately [insert price].

FOR CELL M:

The United States Mint is considering offering a new product in 2014. [DESCRIPTION WITH NAME]. There would be no production limit for this [NAME]. Rather, anyone who is interested in purchasing it would be able to do so.

The price for this product will be approximately [PRICE]

KENNEDY HALF DOLLAR SPECIAL SET INTEREST

Q-5. **INSERT DESCRIPTION TEMPLATE WITH INSERTS HERE.**

How appealing is the [Kennedy Half Dollar Special Set / (Product Name)] as described, either for yourself or as a gift?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	For your own collection	0	0	0	0	0	0
2	As a gift	0	0	0	0	0	0

PROGRAMMING: Insert “Kennedy Half Dollar 50th Anniversary Set” for monadic cells A-L and [Product Name] for monadic cell M.

Q-6. How likely will you be to purchase the [Kennedy Half Dollar 50th Anniversary Set / (Product Name)], either for yourself or as a gift?

Not At All Likely			Extremely Likely		
1	2	3	4	5	6
0	0	0	0	0	0

PROGRAMMING: Insert “Kennedy Half Dollar 50th Anniversary Set” for monadic cells A-L and [Product Name] for monadic cell M.

Q-7. How many [Kennedy Half Dollar 50th Anniversary Sets / (Product Name pluralized)] would you be likely to purchase if it is offered in 2014?

Please enter a number

Number Likely to Purchase (in 2013)

PROGRAMMING: Only ask if >1 in Q-6
Insert “Kennedy Half Dollar 50th Anniversary Sets” for monadic cells A-L and [Product Name pluralized] for monadic cell M.
Range is 0 to 9,999,999.

Q-8.

PROGRAMMING DEFINITIONS: APPEALING – Q-5 rating 5-6 /UNAPPEALING – Q-5 rating 1-2
IF Q-5 row 1 and Q-5 row 2 are both APPEALING or Q-5 row 1 and Q-5 row 2 are both UNAPPEALING, show:

Why did you rate the [Kennedy Half Dollar 50th Anniversary Set / (Product Name)] as [INSERT: appealing / not appealing]?

[You can review the product description for the set by clicking here.](#)

[INSERT “appealing” for 5-6, “not appealing” for 1-2]

ELSE IF Q-5 row 1 is APPEALING/UNAPPEALING and/or Q-5 row 2 is APPEALING/UNAPPEALING show:

Why did you rate the [Kennedy Half Dollar 50th Anniversary Set / (Product Name)]as [INSERT: appealing/not appealing] [INSERT: for your own collection / as a gift]?

[You can review the product description for the set by clicking here.](#)

[Insert “Kennedy Half Dollar 50th Anniversary Set” for monadic cells A-LP and [Product Name] for monadic cell M]

[INSERT “appealing” for 5-6, “not appealing” for 1-2, “for your own collection” for row 1 and “as a gift” for row 2, and randomly select an appropriate stem configuration. E.g. Q-5 row 1: 5 and Q-5 row 2: 1 could be shown “appealing for your own collection” or “not appealing as a gift”]

ELSE – do NOT show.

Open Ended Text box. Do not force an answer. Provide a character limit of 2,048.

Q-8a. How appealing would the previously mentioned coin set be to you if it did **not** include an information booklet about the coin’s history?

For your own collection:

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Original rating of appeal for your own collection (for reference)	o	o	o	o	o	o
2	For your own collection (without an information booklet)	o	o	o	o	o	o

As a gift:

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
<hr/>							

3	Original rating of appeal as a gift (for reference)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	As a gift (without an information booklet)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask only cells A-L. Fill row 1 with rating from Q5 row 1. Fill row 3 with rating from Q5 row 2. Make row 1 and row 3 above uneditable / unselectable by respondents.

Q8-b. What do you think is the ideal production limit for the [Kennedy Half Dollar 50th Anniversary Set / coin sets in general?]

1	50,000 sets	<input type="radio"/>
2	100,000 sets	<input type="radio"/>
3	150,000 sets	<input type="radio"/>
4	250,000 sets	<input type="radio"/>
5	350,000 sets	<input type="radio"/>
6	Short open sell window with no overall limit.	<input type="radio"/>
7	To demand (sold throughout the calendar year with no overall limit)	<input type="radio"/>
8	Other (Specify): _____	<input type="radio"/>
9	Don't Know or No Opinion.	<input type="radio"/>

PROGRAMMING: ROTATE ORDER. FORCE ROWS 8 AND 9 TO END.

COMMEMORATING COIN ANNIVERSARIES

Q-9. How do you think the U.S. Mint should celebrate anniversaries of coins and coin designs?

Please select one or more of the following options and write in any additional ideas you might have in the Other (specify) row.

The United States Mint should produce...

1	Bronze medals featuring the coin design	<input type="checkbox"/>
2	Silver medals featuring the coin design	<input type="checkbox"/>
3	Anniversary coins in special finishes	<input type="checkbox"/>
4	Anniversary coins in silver	<input type="checkbox"/>
5	Anniversary coins in gold	<input type="checkbox"/>
6	Coin packaging, inserts, or booklets with information about the coin's history	<input type="checkbox"/>
7	Other (Specify): _____	<input type="checkbox"/>
8	None of the above	<input type="radio"/>

PROGRAMMING: MAKE THE DEFINITION OF SPECIAL FINISHES A HYPERLINK WITH THE FOLLOWING TEXT:

There are 3 types of finishes for a coin: proof, reverse proof and uncirculated.

- **Proof:** a specially produced coin that is highly polished and is often struck more than once to accent the design. Standard proof coins can be distinguished by its mirror-like image and frosted background.
- **Reverse proof:** a specially produced coin that is highly polished and is often struck more than once to accent the design. Unlike standard proof coins, reverse proof coins can be distinguished by its mirror-like backgrounds and frosted image.
- **Uncirculated:** a specially produced coin with a brilliant finish. Uncirculated coins are manufactured using the same process as circulating coins, but with quality enhancements such as slightly higher coining force, early strikes from dies, special cleaning after stamping, and special packaging.

Reviewer’s Note: We will insert images of each finish along with the text here.

Q-10. Of all the ways the U.S. Mint could celebrate anniversaries of coins and coin designs, which do you feel is the **best** way to celebrate anniversaries of coins and coin designs?

The best way is for the United States Mint to produce...

Please select one.

1	Bronze medals featuring the coin design	<input type="radio"/>
2	Silver medals featuring the coin design	<input type="radio"/>
3	Anniversary coins in special finishes	<input type="radio"/>
4	Anniversary coins in silver	<input type="radio"/>
5	Anniversary coins in gold	<input type="radio"/>
6	Information booklets about the coin's history	<input type="radio"/>
7	[INSERT TEXT FROM OTHER SPECIFY]	<input type="radio"/>

PROGRAMMING: ASK IF MULTIPLE ROWS SELECTED IN Q-9 AND ONLY SHOW ROWS THAT WERE SELECTED. IF OTHER SPECIFY WAS SELECTED, PLEASE PIPE IN THE TEXT FROM Q-9 ROW 8.

DEMOGRAPHIC INFORMATION

D-1. What is the highest level of education you have attained?

1	Grade school (8 th grade or less)	<input type="radio"/>
2	Some high school	<input type="radio"/>
3	High school graduate	<input type="radio"/>
4	Some college, no degree	<input type="radio"/>
5	Vocational training/2 –year college	<input type="radio"/>
6	4-year college/bachelor’s degree	<input type="radio"/>
7	Post-graduate training/degree	<input type="radio"/>

D-2. Which of the following best describes your current employment status?

1	Full-time	<input type="radio"/>
2	Part-time	<input type="radio"/>
3	Retired	<input type="radio"/>

4	Not employed or student	<input type="radio"/>
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D-3. Which of the following best describes your occupation?

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

PROGRAMMING: Skip if D-2 is Row 3 or 4.

D-4. Are you Hispanic or Latino?

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

D-5. What is your race?

Please select one or more.

1	American Indian or Alaska Native?	<input type="checkbox"/>
2	Asian?	<input type="checkbox"/>
3	Black or African American?	<input type="checkbox"/>
4	Native Hawaiian or other Pacific Islander?	<input type="checkbox"/>
5	White?	<input type="checkbox"/>

D-6. Which of the following categories best describes your total household income before taxes in 2012?

Your best estimate is fine.

1	Less than \$10,000	<input type="radio"/>
2	Between \$10,000 to \$19,999	<input type="radio"/>
3	\$20,000 to \$29,999	<input type="radio"/>
4	\$30,000 to \$39,999	<input type="radio"/>
5	\$40,000 to \$49,999	<input type="radio"/>
6	\$50,000 to \$74,999	<input type="radio"/>
7	\$75,000 to \$99,999	<input type="radio"/>
8	\$100,000 or more	<input type="radio"/>

D-7. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

1	Yes	<input type="radio"/>
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2	No	<input type="radio"/>
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PROGRAMMING: Ask Customers.

D-8. To confirm, are you a coin dealer?

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

PROGRAMMING: Ask Customers who answer L_1 to D-7.

FOR CUSTOMERS: Thank you for participating in this survey.

FOR NON-CUSTOMERS: Thank you very much for taking the time to complete this survey, which was 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 feedback is very important to us and greatly appreciated!

Programmer: Add any necessary language for exiting the survey.