

**United States Mint Research**

Platinum and Palladium Research

June 13, 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 |

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.***

**It is National Analysts Worldwide’s policy to keep interviews anonymous.  Consistent with this policy, National Analysts Worldwide 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 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 National Analysts’ privacy policy, you can view our website at** [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp).

If you have any questions or problems while completing the survey, please send an email to [NAME] at [info852@nationalanalysts.com](mailto:info852@nationalanalysts.com), or call weekdays from 9:00 AM to 5:00 PM Eastern at 1-800-342-9102 xXXXX.

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.

|  |  |
| --- | --- |
| **Sample Groups** | |
| **Group** | **Description** |
| 1A | Platinum coin purchasers (within past 5 years) – Low Spend |
| 1B | Platinum coin purchasers (within past 5 years) – High Spend |
| 2A | Gold but not Platinum coin purchasers – Low Spend |
| 2B | Gold but not Platinum coin purchasers – High Spend |
| 3A | Silver but not Gold/Platinum coin purchasers – Low Spend |
| 3B | Silver but not Gold/Platinum coin purchasers – High Spend |
| 4A | General customers but not Silver/Gold/Platinum coin purchasers – Low Spend |
| 4B | General customers but not Silver/Gold/Platinum coin purchasers – High Spend |

|  |
| --- |
| 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? | ο | ο |
| 2 | For an advertising, sales promotion, or public relations firm? | ο | ο |
| 3 | For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer) | ο | ο |
| 4 | As a journalist/freelance writer? | ο | ο |

**PROGRAMMING:**

* **Ask all.**
* **Terminate at end of screener if “Yes” to any row.**

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

S-2. What is your age in years?

|  |
| --- |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **Age (in years)** | | |
| 1 | <18 | ο |
| 2 | 18 to 30 | ο |
| 3 | 31 to 45 | ο |
| 4 | 46 to 59 | ο |
| 5 | 60 to 70 | ο |
| 6 | 70+ | ο |

**PROGRAMMING:**

* **Ask all.**
* **Send to termination screen immediately if <18.**

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

S-3. Are you…?

|  |  |  |
| --- | --- | --- |
| 1 | Male? | ο |
| 2 | Female? | ο |

**PROGRAMMING:**

* **Ask all.**

S-4. 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 | ο |
| 2 | 13 months to 23 months ago | ο |
| 3 | 2 to 5 years ago | ο |
| 4 | 6 to 10 years ago | ο |
| 5 | 11 to 20 years ago | ο |
| 6 | More than 20 years ago | ο |

**PROGRAMMING:**

* **Ask all.**

S-5. Have you purchased any coins or other merchandise from the United States Mint during the past year?

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**
* **Terminate at end of screener if L-2 (no).**

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

S-6. 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 |  |
| 1 | - Full set | □ |
| 2 | - Quarters set | □ |
| 3 | - Presidential $1 Coin set | □ |
|  | Annual **Silver** Proof Sets |  |
| 4 | - Full set | □ |
| 5 | - Quarters set | □ |
|  | Annual **Clad** Uncirculated Sets |  |
| 6 | - Quarters set | □ |
| 7 | - Presidential $1 Coins set | □ |
| **American Eagle Platinum Coins** | |  |
| 8 | American Eagle **Platinum** Proof 1 oz. Coins | □ |
| **American Eagle Gold Coins** | |  |
| 9 | American Eagle **Gold** Uncirculated 1 oz. Coins | □ |
| 10 | American Eagle **Gold** Proof 1 oz. Coins | □ |
| 11 | American Eagle **Gold** Proof ½ oz. Coins | □ |
| 12 | American Eagle **Gold** Proof ¼ oz. Coins | □ |
| 13 | American Eagle **Gold** Proof1/10 oz. Coins | □ |
| **American Eagle Silver Coins** | |  |
| 14 | American Eagle **Silver** Uncirculated 1 oz. Coins | □ |
| 15 | American Eagle **Silver** Proof 1 oz. Coins | □ |
| **Gold Coins (Not American Eagle)** | |  |
| 16 | American Buffalo Gold Coins | □ |
| 17 | First Spouse Gold Coins | □ |
| **Commemorative Coins** | |  |
| 18 | **Gold** Commemorative Coins or Commemorative Coin Sets | □ |
| 19 | **Silver** Commemorative Coins or Commemorative Coin Sets | □ |
| 20 | **Clad** Commemorative Coins or Commemorative Coin Sets | □ |
| **America the Beautiful Coins** | | |
| 21 | 5 oz. Silver America the Beautiful Coin | □ |
| **Medals** | | |
| 22 | Medals (e.g., First Spouse, Sept. 11th 2011, Historical, Humanitarian/Cultural, Military, etc.) | □ |
| **Other Coins / Coin sets** | | |
| 23 | Platinum Eagle Money Clip 1/10 oz. | □ |
| 24 | Any Presidential Coin Set (not including the full proof set, please indicate proof sets above) | □ |
| 25 | Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above) | □ |
| 26 | None of the Above | ο |

**PROGRAMMING:**

* **Ask all.**
* **Flag G1A and G1B who do not check row 15**

S-7. Which of the following items have you bought ***directly from the United States Mint*** in the ***past******year***?

|  |  |  |
| --- | --- | --- |
| **Product types** | | **Purchased from the United States Mint in the Past Year** |
| **Annual Coin Sets** | |  |
|  | Annual **Clad** Proof Sets |  |
| 1 | - Full set | □ |
| 2 | - Quarters set | □ |
| 3 | - Presidential $1 Coin set | □ |
|  | Annual **Silver** Proof Sets |  |
| 4 | - Full set | □ |
| 5 | - Quarters set | □ |
|  | Annual **Clad** Uncirculated Sets |  |
| 6 | - Quarters set | □ |
| 7 | - Presidential $1 Coins set | □ |
| **American Eagle Platinum Coins** | |  |
| 8 | American Eagle **Platinum** Proof 1 oz. Coins | □ |
| **American Eagle Gold Coins** | |  |
| 9 | American Eagle **Gold** Uncirculated 1 oz. Coins | □ |
| 10 | American Eagle **Gold** Proof 1 oz. Coins | □ |
| 11 | American Eagle **Gold** Proof ½ oz. Coins | □ |
| 12 | American Eagle **Gold** Proof ¼ oz. Coins | □ |
| 13 | American Eagle **Gold** Proof1/10 oz. Coins | □ |
| **American Eagle Silver Coins** | |  |
| 14 | American Eagle **Silver** Uncirculated 1 oz. Coins | □ |
| 15 | American Eagle **Silver** Proof 1 oz. Coins | □ |
| **Gold Coins (Not American Eagle)** | |  |
| 16 | American Buffalo Gold Coins | □ |
| 17 | First Spouse Gold Coins | □ |
| **Commemorative Coins** | |  |
| 18 | **Gold** Commemorative Coins or Commemorative Coin Sets | □ |
| 19 | **Silver** Commemorative Coins or Commemorative Coin Sets | □ |
| 20 | **Clad** Commemorative Coins or Commemorative Coin Sets | □ |
| **America the Beautiful Coins** | | |
| 21 | 5 oz. Silver America the Beautiful Coin | □ |
| **Medals** | | |
| 22 | Medals (e.g., First Spouse, Sept. 11th 2011, Historical, Humanitarian/Cultural, Military, etc.) | □ |
| **Other Coins / Coin sets** | | |
| 24 | Any Presidential Coin Set (not including the full proof set, please indicate proof sets above) | □ |
| 25 | Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above) | □ |
| 26 | None of the Above | ο |

**PROGRAMMING:**

* **Ask all.**
* **Always show “none of the above.” For all other rows, only show items checked in S-6.**
* **Track G1A and G1B who do NOT check row 15.**
* **Flag G2A, G2B, G3A, G3B, G4A, G4B who check row 15.**
* **Flag G2A and G2B who do NOT check at least one row in: 10-14, 16-18.**
* **Flag G3A, G3B, G4A, G4B who check at least one row in: 10-14, 16-18.**
* **Flag G3A and G3B who do NOT check row 8 or row 9.**
* **Flag G4A and G4B who check row 8 or row 9.**

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

## S-8. In total, about how much have you spent on purchases from the United States Mint in the past year?

|  |
| --- |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| **Spending in past year** | | |
| 1 | $1 to $99 |  |
| 2 | $100 to $499 |  |
| 3 | $500 to $2,499 |  |
| 4 | More than $2,500 |  |

**PROGRAMMING:**

* **Ask all.**

|  |
| --- |
| TERMINATION SCREEN |

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!

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

## Q-1. 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** | | **Extremely Un likely** | | | **Extremely**  **Likely** | | |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Annual Coin Sets** | |  | | | | | |
|  | Annual **Clad** Proof Sets |  |  |  |  |  |  |
| 1 | - Full set | ο | ο | ο | ο | ο | ο |
| 2 | - Quarters set | ο | ο | ο | ο | ο | ο |
| 3 | - Presidential $1 Coin set | ο | ο | ο | ο | ο | ο |
|  | Annual **Silver** Proof Sets |  |  |  |  |  |  |
| 4 | - Full set | ο | ο | ο | ο | ο | ο |
| 5 | - Quarters set | ο | ο | ο | ο | ο | ο |
|  | Annual **Clad** Uncirculated Sets |  | | | | | |
| 6 | - Quarters set | ο | ο | ο | ο | ο | ο |
| 7 | - Presidential $1 Coins set | ο | ο | ο | ο | ο | ο |
| **American Eagle Coins** | |  | | | | | |
| 8 | American Eagle **Platinum** Proof 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| **American Eagle Coins** | |  | | | | | |
| 9 | American Eagle **Silver** Uncirculated 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 10 | American Eagle **Silver** Proof 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| **American Eagle Coins** | |  | | | | | |
| 11 | American Eagle **Gold** Uncirculated 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 12 | American Eagle **Gold** Proof 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 13 | American Eagle **Gold** Proof ½ oz. Coins | ο | ο | ο | ο | ο | ο |
| 14 | American Eagle **Gold** Proof ¼ oz. Coins | ο | ο | ο | ο | ο | ο |
| 15 | American Eagle **Gold** Proof1/10 oz. Coins | ο | ο | ο | ο | ο | ο |
| **Gold Coins (Not American Eagle)** | |  | | | | | |
| 16 | American Buffalo Gold Coins | ο | ο | ο | ο | ο | ο |
| 17 | First Spouse Gold Coins | ο | ο | ο | ο | ο | ο |
| **Commemorative Coins** | |  | | | | | |
| 18 | **Gold** Commemorative Coins or Commemorative Coin Sets | ο | ο | ο | ο | ο | ο |
| 19 | **Silver** Commemorative Coins or Commemorative Coin Sets | ο | ο | ο | ο | ο | ο |
| 20 | **Clad** Commemorative Coins or Commemorative Coin Sets | ο | ο | ο | ο | ο | ο |
| **America the Beautiful Coins** | | | | | | | |
| 21 | 5 oz. Silver America the Beautiful Coins | ο | ο | ο | ο | ο | ο |
| **Medals** | | | | | | | |
| 22 | Medals (e.g., First Spouse, Sept. 11th 2011, Historical, Humanitarian/Cultural, Military, etc.) | ο | ο | ο | ο | ο | ο |
| **Other Coins / Coin sets** | | | | | | | |
| 24 | Any Presidential Coin Set (not including full proof sets, please indicate proof sets above) | ο | ο | ο | ο | ο | ο |
| 25 | Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above) | ο | ο | ο | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## Q-2. 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 **Silver** Proof Sets |  |
| 4 | - Full set | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 5 | - Quarters set | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | Annual **Clad** Uncirculated Sets |  |
| 6 | - Quarters set | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 7 | - Presidential $1 Coins set | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **American Eagle Platinum Coins** | |  |
| 8 | American Eagle **Platinum** Proof 1 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **American Eagle Gold Coins** | |  |
| 9 | American Eagle **Gold** Uncirculated 1 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 10 | American Eagle **Gold** Proof 1 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 11 | American Eagle **Gold** Proof ½ oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 12 | American Eagle **Gold** Proof ¼ oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 13 | American Eagle **Gold** Proof1/10 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **American Eagle Silver Coins** | |  |
| 14 | American Eagle **Silver** Uncirculated 1 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 15 | American Eagle **Silver** Proof 1 oz. Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Gold Coins (Not American Eagle)** | |  |
| 16 | American Buffalo Gold Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 17 | First Spouse Gold Coins | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Commemorative Coins** | |  |
| 18 | **Gold** Commemorative Coins or Commemorative Coin Sets | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 19 | **Silver** Commemorative Coins or Commemorative Coin Sets | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 20 | **Clad** Commemorative Coins or Commemorative Coin Sets | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **America the Beautiful Coins** | | |
| 21 | 5 oz. Silver America the Beautiful Coin | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Medals** | | |
| 22 | Medals (e.g., First Spouse, Sept. 11th 2011, Historical, Humanitarian/Cultural, Military, etc.) | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Other Coins / Coin sets** | | |
| 24 | Any Presidential Coin Set (not including the full proof set, please indicate proof sets above) | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 25 | Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above) | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**PROGRAMMING:**

* **Ask all.**
* **Only ask rows >1 in Q-3**
* **Range is 0 to 9,999,999.**
* **Define “Likely Gold Fractional Purchaser” as:**
  + **Rows 12-14: Q1 > 3 and Q2 > 0**
  + **Define as all “Gold and Platinum Coins” rated 5 or 6 in Q1 and >0 in Q2.**
* **Define “Likely Platinum Purchasers” as Q1 row 15 > 3 and Q2 row 15 > 0**
* **Allow blanks (treat as zero).**

Stratify each sample group as follows (for a total of 32 stratification groups)

|  |  |  |
| --- | --- | --- |
| **Group** | **Likely Platinum Purchaser** | **Likely Gold Fractional Purchaser** |
| S1 | True | True |
| S2 | True | False |
| S3 | False | True |
| S4 | False | False |

Create 3 Monadic Cells (A, B, C). Assign respondents by **randomized** least fill to the monadic cells, distributing each stratification group individually. (i.e., if multiple arms have same number of completes for a particular stratification group, randomly choose one and assign respondent to that monadic arm)

|  |
| --- |
| SECTION A: FRACTIONAL AMERICAN EAGLE GOLD / PLATINUM COINS |

The United State Mint is considering what American Eagle Coins it will offer in 2014.

Suppose the United States Mint offers the following American Eagle Coins for purchase in 2014, including fractional (i.e., less than 1 oz.) sizes of the American Eagle Gold **[INSERT FOR MONADIC CELLS B AND C “**and Platinum**”]** Coins:

**[FOR CELL A SHOW THE FOLLOWING LIST]**

* American Eagle Silver
  + Uncirculated 1 oz. coin ($48.95)
  + Proof 1 oz. coin ($57.95)
* American Eagle Gold
  + Uncirculated 1 oz. coin ($1,725.00)
  + Proof 1 oz. coin ($1,760.00)
  + Proof ½ oz. coin ($895.00)
  + Proof ¼ oz. coin ($460)
  + Proof 1/10 oz. coin ($195.00)
* American Eagle Platinum
  + Proof 1 oz. coin ($1,850.00)

**[FOR CELL B SHOW THE FOLLOWING LIST]**

* American Eagle Silver
  + Uncirculated 1 oz. coin ($48.95)
  + Proof 1 oz. coin ($57.95)
* American Eagle Gold
  + Uncirculated 1 oz. coin ($1,725.00)
  + Proof 1 oz. coin ($1,760.00)
  + Proof ½ oz. coin ($895.00)
  + Proof ¼ oz. coin ($460)
  + Proof 1/10 oz. coin ($195.00)
* American Eagle Platinum
  + Proof 1 oz. coin ($1,850.00)
  + Proof ½ oz. coin ($945.00)

**[FOR CELL C SHOW THE FOLLOWING LIST]**

* American Eagle Silver
  + Uncirculated 1 oz. coin ($48.95)
  + Proof 1 oz. coin ($57.95)
* American Eagle Gold
  + Uncirculated 1 oz. coin ($1,725.00)
  + Proof 1 oz. coin ($1,760.00)
  + Proof ½ oz. coin ($895.00)
  + Proof ¼ oz. coin ($460)
  + Proof 1/10 oz. coin ($195.00)
* American Eagle Platinum
  + Proof 1 oz. coin ($1,850.00)
  + Proof ½ oz. coin ($945.00)
  + Proof ¼ oz. coin ($485.00)
  + Proof 1/10 oz. coin ($205.00)

**[FOR ALL CELLS SHOW:** *Note: Pricing for silver, gold and platinum coin products is tied to the market price for the precious metals and can vary dependent upon changes in market value.****]***

A-1. How likely would you be to purchase these American Eagle coins in 2014?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Product type** | | **Extremely Unlikely** | | | **Extremely**  **Likely** | | |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **American Eagle Silver Coins** | |  | | | | | |
| 1 | Uncirculated 1 oz. coin ($48.95) | ο | ο | ο | ο | ο | ο |
| 2 | Proof 1 oz. coin ($57.95) | ο | ο | ο | ο | ο | ο |
| **American Eagle Gold Coins** | |  | | | | | |
| 3 | Uncirculated 1 oz. coin ($1,725.00) | ο | ο | ο | ο | ο | ο |
| 4 | Proof 1 oz. coin ($1,760.00) | ο | ο | ο | ο | ο | ο |
| 5 | Proof ½ oz. coin ($895.00) | ο | ο | ο | ο | ο | ο |
| 6 | Proof ¼ oz. coin ($460) | ο | ο | ο | ο | ο | ο |
| 7 | Proof 1/10 oz. coin ($195.00) | ο | ο | ο | ο | ο | ο |
| **American Eagle Platinum Coins** | |  | | | | | |
| 8 | Proof 1 oz. coin ($1,850.00) | ο | ο | ο | ο | ο | ο |
| 9 | [**B&C ONLY:** Proof ½ oz. coin ($945.00)] | ο | ο | ο | ο | ο | ο |
| 10 | [**C ONLY:** Proof ¼ oz. coin ($485.00)] | ο | ο | ο | ο | ο | ο |
| 11 | [**C ONLY:** Proof 1/10 oz. coin ($205.00)] | ο | ο | ο | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**
* **Rotate order of sections.**
* **Rotate order of rows within sections.**

A-2. How many American Eagle coins would you be likely to purchase in 2014?

|  |  |  |
| --- | --- | --- |
| **Product type** | | **Number Likely to Purchase in 2014** |
| **American Eagle Silver Coins** | |  |
| 1 | Uncirculated 1 oz. coin ($48.95) | \_\_\_\_\_\_\_\_\_ |
| 2 | Proof 1 oz. coin ($57.95) | \_\_\_\_\_\_\_\_\_ |
| **American Eagle Gold Coins** | |  |
| 3 | Uncirculated 1 oz. coin ($1,725.00) | \_\_\_\_\_\_\_\_\_ |
| 4 | Proof 1 oz. coin ($1,760.00) | \_\_\_\_\_\_\_\_\_ |
| 5 | Proof ½ oz. coin ($895.00) | \_\_\_\_\_\_\_\_\_ |
| 6 | Proof ¼ oz. coin ($460) | \_\_\_\_\_\_\_\_\_ |
| 7 | Proof 1/10 oz. coin ($195.00) | \_\_\_\_\_\_\_\_\_ |
| **American Eagle Platinum Coins** | |  |
| 8 | Proof 1 oz. coin ($1,850.00) | \_\_\_\_\_\_\_\_\_ |
| 9 | [**B&C ONLY:** Proof ½ oz. coin ($945.00)] | \_\_\_\_\_\_\_\_\_ |
| 10 | [**C ONLY:** Proof ¼ oz. coin ($485.00)]485.00 | \_\_\_\_\_\_\_\_\_ |
| 11 | [**C ONLY:** Proof 1/10 oz. coin ($205.00)]205.00 | \_\_\_\_\_\_\_\_\_ |

**PROGRAMMING:**

* **Ask all.**
* **Show only rows > 1 in A-1**
* **Allow blanks (treat as 0)**
* **Show in same order as A-1.**
* **Range is 0 to 9,999,999.**

## A-3. In your prior answers, you indicated you would / would not be likely to purchase a fractional size [INSERT SIZE WITH LIKELIHOOD > 3] of the American Eagle Platinum Proof coin. What makes you likely/unlikely to purchase such a coin?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask all.**
* **Randomly select fractional coin (rows 9-11) with A-2 rating > 3. If none have a rating > 3, randomly select a coin from rows 9-11.**

|  |
| --- |
| SECTION B: AMERICAN EAGLE PLATINUM COIN SERIES |

## B-1. As you may know, the United States Mint currently sells American Eagle 1 oz. Platinum Coins. The obverse features Lady Liberty, symbolizing vigilance and faithfulness to duty. In 2013, the reverse design will be emblematic of the principle “To Promote the General Welfare,” the fifth of six principles of American democracy found in the Preamble to the United States Constitution. In 2014, the reverse design will be emblematic of “To Secure the Blessings of Liberty to Ourselves and our Posterity.”

## The United States Mint needs to select a theme to feature on the reverse of these American Eagle Platinum Coins in 2015 and thereafter.

## How appealing do you feel that each of the following themes would be for the American Eagle Platinum Coins in 2015 and thereafter?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely unappealing** | | | **Extremely**  **Appealing** | | |
| **1** | **2** | **3** | **4** | **5** | **6** |
| 1 | Theme 1… | ο | ο | ο | ο | ο | ο |
| 2 | Theme 2… | ο | ο | ο | ο | ο | ο |
| 3 | Theme 3… | ο | ο | ο | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

# B-2. Which theme is the *most* appealing to you?

*Please select one.*

|  |  |  |
| --- | --- | --- |
| 1 | Theme 1… | ο |
| 2 | Theme 2… | ο |
| 3 | Theme 3… | ο |

**PROGRAMMING:**

* **Ask all. Only show rows tied for highest in A-1. If only one row would be shown, skip and force that row as most appealing.**

B-3. Are there any other themes that you think the U.S. Mint should consider?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask all.**
* **Do not force response.**

|  |
| --- |
| SECTION C: PALLADIUM 1 OZ COIN |

[PROGRAMMING: ASK C-1 one time. Ask C-2 and C-3 two times]

**[FIRST INTRODUCTION:]**

## The United States Mint is considering introducing a new American Eagle Palladium 1 oz. Proof coin in 2014. (Note that Palladium is another precious metal (like Silver, Gold, and Platinum) that has a silver/grey appearance.) The coin will feature reproductions of the work of famed American sculptor and coin designer Adolph Alexander Weinman. The obverse will feature a high-relief likeness of the Winged Liberty design used on the obverse of the “Mercury dime”, while the reverse will feature a high-relief version of the American eagle design on the reverse of the 1907 American Institute of Architects medal. It would likely sell for approximately $850 and would be the first of an annual series.

*Note: Pricing for palladium coin products is tied to the market price for one ounce of palladium and can vary dependent upon changes in the market value.*

**[SECOND INTRODUCTION – only ask C-2/C-3– only ask if C2 > 1 for scenario 1]**

Now, suppose that this Palladium coins is again offered in 2015 (i.e., the 2nd year of the program).

## C-1. How appealing would this American Eagle Palladium 1 oz. Coin be to you as described?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely unappealing** | | | **Extremely**  **Appealing** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Appeal of Palladium 1 oz. Coin | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## C-2. How likely would you be to purchase this American Eagle Palladium 1 oz.Coin in **FIRST:** 2014 / **SECOND:** 2015]?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely Unlikely** | | | **Extremely**  **Likely** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Likelihood to Purchase Palladium 1 oz. Coin | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## C-3. How many American Eagle Palladium 1 oz. Coins would you be likely to purchase in [**FIRST:** 2014 / **SECOND:** 2015]?

|  |  |  |
| --- | --- | --- |
|  | | **Number Likely to Purchase**  **(in FIRST: 2014 / SECOND: 2015])** |
| 1 | Number of Palladium 1 oz. Coins | \_\_\_\_\_\_\_ |

**PROGRAMMING:**

* **Show C-1, C-2 on same page.**
* **Ask C-1 and C-2 to all.**
* **Show C-3 dynamically on same page if C-2 > 1.**
  + **Range is 0 to 9,999,999.**

## C-4. Why would you be [likely / unlikely] to purchase this American Eagle Palladium 1 oz. coin?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask all.**
* **Insert “unlikely” if C-2 is 1-2.**
* **Insert “likely” if C-2 is 5-6.**
* **Insert “likely or unlikely” if C-2 is 3-4.**

|  |
| --- |
| OVERALL IMPRESSIONS |

## O-1. You have seen a number of possible scenarios relating to fractional coins and coins made of precious metals. Of all the possibilities you were shown, which coins are you most interested in?

*Please select one.*

|  |  |  |
| --- | --- | --- |
| 1 | American Eagle Platinum Fractional  (½, **[MONADIC CELL B ONLY**: ¼, 1/10 oz.) coins | ο |
| 3 | Palladium 1 oz. Coin | ο |

**PROGRAMMING:**

* **Ask cells B&C only.**
* **Randomize order.**

O-2. Why does this product appeal to you more than the others?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask cells B&C only.**
* **Show O-1 and O-2 on same page.**

|  |
| --- |
| DEMOGRAPHIC INFORMATION |

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

|  |  |  |
| --- | --- | --- |
| 1 | Grade school (8th grade or less) | ο |
| 2 | Some high school | ο |
| 3 | High school graduate | ο |
| 4 | Some college, no degree | ο |
| 5 | Vocational training/2–year college | ο |
| 6 | 4-year college/bachelor’s degree | ο |
| 7 | Post-graduate training/degree | ο |

**PROGRAMMING:**

* **Ask all.**

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

|  |  |  |
| --- | --- | --- |
| 1 | Full-time | ο |
| 2 | Part-time | ο |
| 3 | Retired | ο |
| 4 | Not employed or student | ο |

**PROGRAMMING:**

* **Ask all.**

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

## D-3. Which of the following best describes your occupation?

|  |  |  |
| --- | --- | --- |
| 1 | Managerial or professional | ο |
| 2 | Technical, sales, or administrative | ο |
| 3 | Service occupations | ο |
| 4 | Precision products, crafts or repairs | ο |
| 5 | Operators, fabricators, or laborers | ο |
| 6 | Farming, forestry, or fishing | ο |
| 7 | Other (Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

**PROGRAMMING:**

* **Ask if D-2 is L\_1 or L\_2.**

## D-4. 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 | ο |
| 2 | Between $10,000 to $19,999 | ο |
| 3 | $20,000 to $29,999 | ο |
| 4 | $30,000 to $39,999 | ο |
| 5 | $40,000 to $49,999 | ο |
| 6 | $50,000 to $74,999 | ο |
| 7 | $75,000 to $99,999 | ο |
| 8 | $100,000 or more | ο |
| 9 | Prefer Not to Answer | ο |

**PROGRAMMING:**

* **Ask all.**

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

## D-5. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**

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

## D-6. To confirm, are you a coin dealer?

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask those who answer L\_1 to D-6.**

## D-7. Are you Hispanic or Latino?

|  |  |  |
| --- | --- | --- |
| 1 | Yes | ο |
| 2 | No | ο |

**PROGRAMMING:**

* **Ask all.**

## D-8. What is your race?

*Please select one or more.*

|  |  |  |
| --- | --- | --- |
| 1 | American Indian or Alaska Native? | □ |
| 2 | Asian? | □ |
| 3 | Black or African American? | □ |
| 4 | Native Hawaiian or other Pacific Islander? | □ |
| 5 | White? | □ |
| 6 | Prefer Not to Answer | ο |

**PROGRAMMING:**

* **Ask all.**

Thank you for participating in this survey.

**Programmer: Add any necessary language for exiting the survey.**