



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.

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If you have any questions or problems while completing the survey, please send an email to [NAME] at 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?	<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:

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

S-2. What is your age in years?

Age (in years)

Age (in years)		
1	<18	<input type="radio"/>
2	18 to 30	<input type="radio"/>
3	31 to 45	<input type="radio"/>
4	46 to 59	<input type="radio"/>
5	60 to 70	<input type="radio"/>
6	70+	<input type="radio"/>

PROGRAMMING:

- Ask all.

- **Send to termination screen immediately if <18.**
-

S-3. Are you...?

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

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	<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 all.
-

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

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

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?

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Spending in past year		
1	\$1 to \$99	<input type="radio"/>
2	\$100 to \$499	<input type="radio"/>
3	\$500 to \$2,499	<input type="radio"/>
4	More than \$2,500	<input type="radio"/>

PROGRAMMING:

- Ask all.

TERMINATION SCREEN

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

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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	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
Annual Clad Uncirculated Sets							
6	- Quarters set	0	0	0	0	0	0
7	- Presidential \$1 Coins set	0	0	0	0	0	0
American Eagle Coins							
8	American Eagle Platinum Proof 1 oz. Coins	0	0	0	0	0	0
American Eagle Coins							
9	American Eagle Silver Uncirculated 1 oz. Coins	0	0	0	0	0	0
10	American Eagle Silver Proof 1 oz. Coins	0	0	0	0	0	0
American Eagle Coins							
11	American Eagle Gold Uncirculated 1 oz. Coins	0	0	0	0	0	0
12	American Eagle Gold Proof 1 oz. Coins	0	0	0	0	0	0
13	American Eagle Gold Proof ½ oz. Coins	0	0	0	0	0	0
14	American Eagle Gold Proof ¼ oz. Coins	0	0	0	0	0	0
15	American Eagle Gold Proof 1/10 oz. Coins	0	0	0	0	0	0
Gold Coins (Not American Eagle)							
16	American Buffalo Gold Coins	0	0	0	0	0	0
17	First Spouse Gold Coins	0	0	0	0	0	0
Commemorative Coins							
18	Gold Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
19	Silver Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
20	Clad Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
America the Beautiful Coins							
21	5 oz. Silver America the Beautiful Coins	0	0	0	0	0	0
Medals							
22	Medals (e.g., First Spouse, Sept. 11 th 2011, Historical, Humanitarian/Cultural, Military, etc.)	0	0	0	0	0	0
Other Coins / Coin sets							
24	Any Presidential Coin Set (not including full proof sets, please indicate proof sets above)	0	0	0	0	0	0
25	Other Coin/Coin Sets (not including full proof sets, please indicate proof sets above)	0	0	0	0	0	0

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 Proof 1/10 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. 11 th 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:
 - o Rows 12-14: Q1 > 3 and Q2 > 0
 - o 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
 - o Uncirculated 1 oz. coin (\$48.95)
 - o Proof 1 oz. coin (\$57.95)
- American Eagle Gold
 - o Uncirculated 1 oz. coin (\$1,725.00)
 - o Proof 1 oz. coin (\$1,760.00)
 - o Proof ½ oz. coin (\$895.00)
 - o Proof ¼ oz. coin (\$460)
 - o Proof 1/10 oz. coin (\$195.00)
- American Eagle Platinum
 - o Proof 1 oz. coin (\$1,850.00)

[FOR CELL B SHOW THE FOLLOWING LIST]

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

[FOR CELL C SHOW THE FOLLOWING LIST]

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

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...	o	o	o	o	o	o	
2	Theme 2...	o	o	o	o	o	o	
3	Theme 3...	o	o	o	o	o	o	

PROGRAMMING:

- Ask all.

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

Please select one.

1	Theme 1...	o
2	Theme 2...	o
3	Theme 3...	o

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	0	0	0	0	0	0	

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	0	0	0	0	0	0	

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.
 - o 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 ($\frac{1}{2}$, [MONADIC CELL B ONLY: $\frac{1}{4}$, $\frac{1}{10}$ oz.] coins	<input type="radio"/>
3	Palladium 1 oz. Coin	<input type="radio"/>

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 (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"/>

PROGRAMMING:

- Ask all.

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"/>

PROGRAMMING:

- Ask all.

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:

- 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	<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"/>
9	Prefer Not to Answer	<input type="radio"/>

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

PROGRAMMING:

- Ask all.
-

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

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

PROGRAMMING:

- Ask those who answer L_1 to D-6.
-

D-7. Are you Hispanic or Latino?

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

PROGRAMMING:

- Ask all.

D-8. 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"/>
6	Prefer Not to Answer	<input type="radio"/>

PROGRAMMING:

- **Ask all.**
-

Thank you for participating in this survey.

Programmer: Add any necessary language for exiting the survey.