

**United States Mint Research**

Silver Inquiries and Kennedy Half Dollar

Gold Research

January 3, 2014



**Note to Reader/Programmer:**

**Bold lines in between questions signify page/screen breaks.**

**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 Brent Whitesell at [info859@nationalanalysts.com](mailto:info859@nationalanalysts.com), or call weekdays from 9:00 AM to 5:00 PM Eastern at 1-800-342-9102 ext. 6963.

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 and/or Gold coin purchasers – Low Spend |
| 1B | Platinum and/or Gold coin purchasers – High Spend |
| 2A | Silver but not Gold/Platinum coin purchasers – Low Spend |
| 2B | Silver but not Gold/Platinum coin purchasers – High Spend |
| 3A | General customers but not Silver/Gold/Platinum coin purchasers – Low Spend |
| 3B | General customers but not Silver/Gold/Platinum coin purchasers – High Spend |

|  |
| --- |
| 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 | Less than 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 L\_1.**

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

## 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 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 |
| 7 | Never purchased coins or other merchandise from the U.S. Mint. | ο |

**PROGRAMMING:**

* **Ask all.**
* **Terminate if L\_7**

## 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.**
* **If S-4 =L\_1 then auto fill “Yes” for S-5 and skip.**
* **If “No” send to termination screen.**

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

## 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 |  |
| 6A | - Full set (the full set of P and D coins) | □ |
| 6B | - 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.**
* **If “None of the Above” checked, send to termination screen.**
* **Do not allow “None of the Above” with any other level.**

## 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 | □ |
| 5B | - Limited Edition Silver Proof Set | □ |
|  | Annual **Clad** Uncirculated Sets |  |
| 6A | - Full set (the full set of P and D coins) | □ |
| 6B | - 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 Coins/Coin Sets (not including full proof sets, please indicate proof sets above) | □ |
| 26 | None of the Above | ο |

**PROGRAMMING:**

* **Always show “none of the above” and row 5B. For all other rows, only show items checked in S-6. If no items would be shown then terminate.**
* **Definitions for status report [assign label if any of the rows listed are checked]**
  + **Row 8 – “Self-Report Platinum Purchase”**
  + **Rows 9-13, 16-18 – “Self-Report Gold Purchase”**
  + **Rows 4-5, 14-15, 19, 21 – “Self-Report Silver Purchase”**
* **Create a variable “Self\_Report\_Not\_Purchasing\_Expected\_Item” for those respondents who do not purchase the items that would qualify for their sample groups. This would be:** 
  + **G1A and G1B who do not Self-Report Platinum Purchase” or “Self-Report Gold Purchase”**
  + **G2A and G2B who do not “Self-Report Silver Purchase”**
* **Create a variable “Self\_Report\_Purchasing\_Additional\_Items” for those respondents who self-report purchasing items that would put them in a higher sample group. Specifically:**
  + **G2A, G2B, G3A, G3B who “Self-Report Platinum Purchase” or “Self-Report Gold Purchase”**
  + **G3A, G3B, who “Self-Report Silver Purchase”**
* **Finally, define a variable “Self\_Report\_Discordant\_Purchases” for those respondents who do not meet their sample group requirement, defined as either “Self\_Report\_Not\_Purchasing\_Expected\_Item” or “Self\_Report\_Purchasing\_Additional\_Items”.**
* **Status Report should track the “Self-Report<\*> Purchase” totals by sample group and by monadic cell + sample group.**

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

## 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 | ο |
| 2 | $100 to $499 | ο |
| 3 | $500 to $2,499 | ο |
| 4 | More than $2,500 | ο |

|  |
| --- |
| 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**?

## *Please select a number from 1 (“Extremely Unlikely”) to 6 (“Extremely Likely”) for each product.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Product type** | | **Extremely**  **Unlikely** | | | **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 |
| 5B | - Limited Edition Silver Proof Set | ο | ο | ο | ο | ο | ο |
|  | Annual **Clad** Uncirculated Sets |  | | | | | |
| 6A | - Full set (the full set of P and D coins) | ο | ο | ο | ο | ο | ο |
| 6B | - Quarters set | ο | ο | ο | ο | ο | ο |
| 7 | - Presidential $1 Coins set | ο | ο | ο | ο | ο | ο |
| **American Eagle Platinum Coins** | |  | | | | | |
| 8 | American Eagle **Platinum** Proof 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| **American Eagle Gold** **Coins** | |  | | | | | |
| 9 | American Eagle **Gold** Uncirculated 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 10 | American Eagle **Gold** Proof 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 11 | American Eagle **Gold** Proof ½ oz. Coins | ο | ο | ο | ο | ο | ο |
| 12 | American Eagle **Gold** Proof ¼ oz. Coins | ο | ο | ο | ο | ο | ο |
| 13 | American Eagle **Gold** Proof1/10 oz. Coins | ο | ο | ο | ο | ο | ο |
| **American Eagle Silver Coins** | |  | | | | | |
| 14 | American Eagle **Silver** Uncirculated 1 oz. Coins | ο | ο | ο | ο | ο | ο |
| 15 | American Eagle **Silver** Proof 1 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 Coins/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 the 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 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 5B | - Limited Edition Silver Proof Set | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | Annual **Clad** Uncirculated Sets |  |
| 6A | - Full set (the full set of P and D coins) | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 6B | - 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-1**
* **Range is 0 to 9,999,999.**
* **Define “Likely Gold Purchaser” as:**
  + **Rows 9-13, 6-18: Same row in Q1 > 3 and in Q2 > 0 (e.g., Q1 Row 11 > 3 and Q2 Row 11 >0 OR Q1 Row 12 > 3 and Q2 Row 12 > 0, etc.)**
* **Define “Likely Silver Purchasers” as:** 
  + **Rows 4,5,5B, 14-15, 19, 21: Same row in Q1 > 3 and in Q2 > 0**
* **Allow blanks (treat as zero).**

Stratify each sample group as follows (for a total of 24 stratification groups) – 6 sample groups x 4 stratification groups

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

Create 4 Monadic Cells (A, B, C, D). Assign respondents in each stratification group by **randomized** least fill to the monadic cells (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: SILVER CONTENT |

**PROGRAMMING: ASK SECTION C FIRST FOLLOWED BY A AND THEN B FOR MONADIC CELLS B AND C**

[**PROGRAMMING: Before this section for monadic cells B and C, show the following transition text:**

Now, the United States Mint would like to ask you some questions about its silver products.]

## A-1.

The U.S. Mint is considering changing the silver content of silver annual coin set coins (silver proof set, silver quarters proof set, silver proof limited edition set) and silver commemorative coins (proof and uncirculated) from **.9 (90% “coinage silver”) to .999 (99.9% “pure silver”).** There would be no noticeable difference in these coins except in the weight.

If this change were made, how would it affect your likelihood to purchase…

Silver *Annual* coin sets:

|  |  |  |
| --- | --- | --- |
| 1 | I would be **Extremely More likely** to purchase any silver annual coin sets | ο |
| 2 | I would be **Somewhat More likely** to purchase any silver annual coin sets |  |
| 3 | **Makes no difference to me** | ο |
| 4 | I would be **Somewhat Less likely** to purchase any silver annual coin sets | ο |
| 5 | I would be **Extremely Less likely** to purchase any silver annual coin sets |  |

Silver *Commemorative* coins:

|  |  |  |
| --- | --- | --- |
| 1 | I would be **Extremely More likely** to purchase any silver commemorative coins | ο |
| 2 | I would be **Somewhat More likely** to purchase any silver commemorative coins |  |
| 3 | **Makes no difference to me** | ο |
| 4 | I would be **Somewhat Less likely** to purchase any silver commemorative coins | ο |
| 5 | I would be **Extremely Less likely** to purchase any silver commemorative coins |  |

**PROGRAMMING:**

* **Ask Monadic Cells A and C**

## A-2. Why did you say a change from .9 silver to .999 silver...

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask Monadic Cell A and C**
* **If row 1 or 2 in both A-1a or A-1b then insert** [would make you more likely to purchase any silver coins]
* **If row 4 or 5 in both A-1a or A-1b then insert** [would make you less likely to purchase any silver coins]
* **If row 3 in both A-1a or A-1b then insert** [would not make any difference to you]
* **If mismatch then ask 2 OEs:**
  + **If row 1 or 2 in A-1a or A-1b then insert** [would make you more likely to purchase any silver [annual set/commemorative coins]
  + **If row 4 or 5 in A-1a or A-1b then insert** [would make you less likely to purchase any silver [annual set/commemorative coins]
  + **If row 3 in A-1a or A-1b then insert** [would not make any difference to your likelihood to purchase any silver [annual set/commemorative coin]

## A-3.

The U.S. Mint is considering changing the silver content of silver annual coin set coins (silver proof set, silver quarters proof set, silver proof limited edition set) and silver commemorative coins (proof and uncirculated) from **.9 (90% “coinage silver”) to .999 (99.9% “pure silver”).** There would be no noticeable difference in these coins except in the weight **and the price per proof set would increase by $5 and the price for each commemorative coin would increase by $2.**

For example…

* A 2013 silver proof set is currently $53.95 so the new price with .999 silver would be $58.95.
* A 2013 Girl Scouts of the USA Centennial Uncirculated Silver Dollar is currently $55.95 so the new price with .999 silver would be $57.95.

If this change were made, how would it affect your likelihood to purchase…

Silver *Annual* Coin Sets:

|  |  |  |
| --- | --- | --- |
| 1 | I would be **Extremely More likely** to purchase any silver annual coin sets | ο |
| 2 | I would be **Somewhat More likely** to purchase any silver annual coin sets |  |
| 3 | **Makes no difference to me** | ο |
| 4 | I would be **Somewhat Less likely** to purchase any silver annual coin sets | ο |
| 5 | I would be **Extremely Less likely** to purchase any silver annual coin sets |  |

Silver *Commemorative* coins:

|  |  |  |
| --- | --- | --- |
| 1 | I would be **Extremely More likely** to purchase any silver commemorative coins | ο |
| 2 | I would be **Somewhat More likely** to purchase any silver commemorative coins |  |
| 3 | **Makes no difference to me** | ο |
| 4 | I would be **Somewhat Less likely** to purchase any silver commemorative coins | ο |
| 5 | I would be **Extremely Less likely** to purchase any silver commemorative coins |  |

**PROGRAMMING:**

* **Ask Monadic Cells B and D**

## A-4. Why did you say a change from .9 silver to .999 silver ...

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask Monadic Cells B and D**
* **If row 1 or 2 in both A-1a or A-1b then insert** [would make you more likely to purchase any silver coins]
* **If row 4 or 5 in both A-1a or A-1b then insert** [would make you less likely to purchase any silver coins]
* **If row 3 in both A-1a or A-1b then insert** [would not make any difference to you]
* **If mismatch then ask 2 OEs:**
  + **If row 1 or 2 in A-1a or A-1b then insert** [would make you more likely to purchase any silver [annual set/commemorative coins]
  + **If row 4 or 5 in A-1a or A-1b then insert** [would make you less likely to purchase any silver [annual set/commemorative coins]
  + **If row 3 in A-1a or A-1b then insert** [would not make any difference to your likelihood to purchase any silver [annual set/commemorative coin]

|  |
| --- |
| SECTION B: SILVER MEDALS |

## B-1. How appealing would the following types of products be to you? Some of these are currently offered by the U.S. Mint and others are not.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unappealing** | | | **Extremely**  **Appealing** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | 1 5/16” Silver Medals (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 2 | 3” Silver Medals (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 3 | 1 5/16” Bronze Medals | ο | ο | ο | | ο | ο | ο |
| 4 | 3” Bronze Medals | ο | ο | ο | | ο | ο | ο |
| 5 | US Marshalls Proof Silver Dollar Commemorative Coin (.9 silver) | ο | ο | ο | | ο | ο | ο |
| 6 | Congratulations Set (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 7 | Annual Presidential $1 Coin Proof Set | ο | ο | ο | | ο | ο | ο |
| 8 | 5 oz. Silver America The Beautiful Coin (.999 silver) | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**
* **Randomize order keeping L\_1 and L-2 together and L-3 and L-4 together**

## B-2. How likely would you be to purchase the following types of products in the next 12 months?

## Please note that we have brought forward your answers from a previous question for rows you have already answered. Please just answer the rows that are new.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unlikely** | | | **Extremely**  **Likely** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | 1 5/16” Silver Medals (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 2 | 3” Silver Medals (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 3 | 1 5/16” Bronze Medals | ο | ο | ο | | ο | ο | ο |
| 4 | 3” Bronze Medals | ο | ο | ο | | ο | ο | ο |
| 5 | US Marshalls Proof Silver Dollar Commemorative Coin (.9 silver) | ο | ο | ο | | ο | ο | ο |
| 6 | Congratulations Set (.999 silver) | ο | ο | ο | | ο | ο | ο |
| 7 | Annual Presidential $1 Coin Proof Set **[FILL IN ANSWER FROM Q-1 ROW 3]** | ο | ο | ο | | ο | ο | ο |
| 8 | 5 oz. Silver America The Beautiful Coin (.999 silver)  **[FILL IN ANSWER FROM Q-1 ROW 21]** | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING: Ask all. Same order as B-1**

## B-3. The U.S. Mint is considering producing a Director’s Set that would have the following medals included:

* A 3” silver medal of David Rittenhouse, 1st Director of the United States Mint
* Four 1 5/16” silver medals – 1 for each of the United States Mint facilities (Philadelphia, Denver, San Francisco, West Point)

All of these medals would be .999 silver. The price for this Director’s Set would be approximately $200.

How appealing would this Directors Set be to you?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unappealing** | | | **Extremely**  **Appealing** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Director’s Set | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## B-4. How likely would you be to purchase the Director’s Set?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unlikely** | | | **Extremely**  **Likely** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Director’s Set | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## B-5. How many Director’s set would you be likely to purchase in 2014?

|  |  |  |
| --- | --- | --- |
|  | | **Number Likely to Purchase in 2014** |
| 1 | Number of Director’s Sets ($200.00) | \_\_\_\_\_\_\_ |

B-6. Why did you say that the Director’s Set would be [unappealing/appealing] to you?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask all.**
* **Do not force response.**
* **If 1 or 2 in B-3 then insert** [unappealing]; **if 3-6 then insert** [appealing]

|  |
| --- |
| SECTION C: KENNEDY HALF DOLLAR 50TH ANNIVERSARY GOLD COIN |

[**PROGRAMMING: Before this section for monadic cells A and D, show the following transition text:**

Now, the United States Mint would like to ask you about [a/another (if monadic cells A&D)] potential new product.]

The U.S. Mint is thinking about introducing a Kennedy Half Dollar Gold coin in 2014. The coin would be released to mark the 50th anniversary of the original Kennedy Half Dollar coin.

The price of this coin would be approximately $1,200-$1,300. [FOR MONADIC CELL A: The mintage amount for this new coin is likely to be 50,000.] [FOR MONADIC CELL B: The coin will be minted to demand.]

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

*Note, for context, two other sets would also be offered in 2014 to mark the anniversary.*

* *The first is a set of clad coins, one from each Mint (P, D, S, W), and each will have a different finish. Finishes will be different than what is normally produced at that Mint (that is, the proof finish will not come from San Francisco, and neither the P nor the D coin will be uncirculated). The price will be around $15.*
* *The second set comprises four silver (.9 coinage silver) coins, again one from each Mint with different finishes. The price for this set will be around $100.*

## C-1. How appealing would this 50th Anniversary Kennedy Half Dollar Gold coin be to you as described?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unappealing** | | | **Extremely**  **Appealing** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Appeal of 50th Anniversary Kennedy Half Dollar Gold coin | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## C-2. How likely would you be to purchase the 50th Anniversary Kennedy Half Dollar Gold coin?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Extremely**  **Unlikely** | | | **Extremely**  **Likely** | | | |
| **1** | **2** | **3** | | **4** | **5** | **6** |
| 1 | Likelihood to Purchase 50th Anniversary Kennedy Half Dollar Gold coin (approx. $1,200-$1,300) | ο | ο | ο | | ο | ο | ο |

**PROGRAMMING:**

* **Ask all.**

## C-3. How many 50th Anniversary Kennedy Half Dollar Gold coins would you be likely to purchase in 2014?

|  |  |  |
| --- | --- | --- |
|  | | **Number Likely to Purchase**  **in 2014** |
| 1 | Number of 50th Anniversary Kennedy Half Dollar Gold coins (approx. $1,200-$1,300) | \_\_\_\_\_\_\_ |

**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 / somewhat likely/ unlikely] to purchase this 50th Anniversary Kennedy Half Dollar Gold coin?

|  |
| --- |
|  |

**PROGRAMMING:**

* **Ask all.**
* **Use the following table to determine insertion text:**

|  |  |
| --- | --- |
| **C-2 round 1** | **[insertion]** |
| 1-2 | “unlikely” |
| 3-4 | “somewhat unlikely” |
| 5-6 | “likely” |

## **Store a variable in the database listing which insertion was used.**

|  |
| --- |
| DEMOGRAPHIC INFORMATION |

## [PROGRAMMER: Before this section show on separate screen:

***These last few questions are for classification purposes only…***

]

## 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-4. Which of the following categories best describes your total household income before taxes in 2013?

*Your best estimate is fine.*

|  |  |  |
| --- | --- | --- |
| 1 | Less than $10,000 | ο |
| 2 | $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.**
* **Track number responding “Prefer Not to Answer” to this question in status report.**

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

## 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.**