



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.

If you have any questions or problems while completing the survey, please send an email to Brent Whitesell at 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?	<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)		
1	Less than 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 L_1.
-

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 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"/>
7	Never purchased coins or other merchandise from the U.S. Mint.	<input type="radio"/>

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

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	<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		
6A	- Full set (the full set of P and D coins)	<input type="checkbox"/>
6B	- 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.
- 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	<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"/>
5B	- Limited Edition Silver Proof Set	<input type="checkbox"/>
	Annual Clad Uncirculated Sets	
6A	- Full set (the full set of P and D coins)	<input type="checkbox"/>
6B	- 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 Coins/Coin Sets (not including full proof sets, please indicate proof sets above)	<input type="checkbox"/>
26	None of the Above	<input type="radio"/>

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]
 - o Row 8 – “Self-Report Platinum Purchase”
 - o Rows 9-13, 16-18 – “Self-Report Gold Purchase”
 - o 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:
 - o G1A and G1B who do not Self-Report Platinum Purchase” or “Self-Report Gold Purchase”
 - o 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:
 - o G2A, G2B, G3A, G3B who “Self-Report Platinum Purchase” or “Self-Report Gold Purchase”
 - o 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	<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"/>

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		Likelihood Scale					
		Extremely Unlikely 1	2	3	4	5	Extremely Likely 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
5B	- Limited Edition Silver Proof Set	0	0	0	0	0	0
Annual Clad Uncirculated Sets							
6A	- Full set (the full set of P and D coins)	0	0	0	0	0	0
6B	- Quarters set	0	0	0	0	0	0
7	- Presidential \$1 Coins set	0	0	0	0	0	0
American Eagle Platinum Coins							
8	American Eagle Platinum Proof 1 oz. Coins	0	0	0	0	0	0
American Eagle Gold Coins							
9	American Eagle Gold Uncirculated 1 oz. Coins	0	0	0	0	0	0
10	American Eagle Gold Proof 1 oz. Coins	0	0	0	0	0	0
11	American Eagle Gold Proof ½ oz. Coins	0	0	0	0	0	0
12	American Eagle Gold Proof ¼ oz. Coins	0	0	0	0	0	0
13	American Eagle Gold Proof 1/10 oz. Coins	0	0	0	0	0	0
American Eagle Silver Coins							
14	American Eagle Silver Uncirculated 1 oz. Coins	0	0	0	0	0	0
15	American Eagle Silver Proof 1 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 Coins/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 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 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-1
- Range is 0 to 9,999,999.
- Define “Likely Gold Purchaser” as:
 - o 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:
 - o 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	<input type="radio"/>
2	I would be Somewhat More likely to purchase any silver annual coin sets	<input type="radio"/>
3	Makes no difference to me	<input type="radio"/>
4	I would be Somewhat Less likely to purchase any silver annual coin sets	<input type="radio"/>
5	I would be Extremely Less likely to purchase any silver annual coin sets	<input type="radio"/>

Silver *Commemorative* coins:

1	I would be Extremely More likely to purchase any silver commemorative coins	<input type="radio"/>
2	I would be Somewhat More likely to purchase any silver commemorative coins	<input type="radio"/>
3	Makes no difference to me	<input type="radio"/>
4	I would be Somewhat Less likely to purchase any silver commemorative coins	<input type="radio"/>
5	I would be Extremely Less likely to purchase any silver commemorative coins	<input type="radio"/>

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	<input type="radio"/>
2	I would be Somewhat More likely to purchase any silver annual coin sets	<input type="radio"/>
3	Makes no difference to me	<input type="radio"/>
4	I would be Somewhat Less likely to purchase any silver annual coin sets	<input type="radio"/>
5	I would be Extremely Less likely to purchase any silver annual coin sets	<input type="radio"/>

Silver Commemorative coins:

1	I would be Extremely More likely to purchase any silver commemorative coins	<input type="radio"/>
2	I would be Somewhat More likely to purchase any silver commemorative coins	<input type="radio"/>
3	Makes no difference to me	<input type="radio"/>
4	I would be Somewhat Less likely to purchase any silver commemorative coins	<input type="radio"/>
5	I would be Extremely Less likely to purchase any silver commemorative coins	<input type="radio"/>

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:
 - o 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]
 - o 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]
 - o 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)	0	0	0	0	0	0
2	3" Silver Medals (.999 silver)	0	0	0	0	0	0
3	1 5/16" Bronze Medals	0	0	0	0	0	0
4	3" Bronze Medals	0	0	0	0	0	0
5	US Marshalls Proof Silver Dollar Commemorative Coin (.9 silver)	0	0	0	0	0	0
6	Congratulations Set (.999 silver)	0	0	0	0	0	0
7	Annual Presidential \$1 Coin Proof Set	0	0	0	0	0	0
8	5 oz. Silver America The Beautiful Coin (.999 silver)	0	0	0	0	0	0

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)	0	0	0	0	0	0
2	3" Silver Medals (.999 silver)	0	0	0	0	0	0
3	1 5/16" Bronze Medals	0	0	0	0	0	0
4	3" Bronze Medals	0	0	0	0	0	0
5	US Marshalls Proof Silver Dollar Commemorative Coin (.9 silver)	0	0	0	0	0	0
6	Congratulations Set (.999 silver)	0	0	0	0	0	0
7	Annual Presidential \$1 Coin Proof Set [FILL IN ANSWER FROM Q-1 ROW 3]	0	0	0	0	0	0
8	5 oz. Silver America The Beautiful Coin (.999 silver) [FILL IN ANSWER FROM Q-1 ROW 21]	0	0	0	0	0	0

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	0	0	0	0	0	0

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	0	0	0	0	0	0

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 50 th Anniversary Kennedy Half Dollar Gold coin	o	o	o	o	o	o

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 50 th Anniversary Kennedy Half Dollar Gold coin (approx. \$1,200-\$1,300)	o	o	o	o	o	o

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 50 th 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.
 - o 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 (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-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	<input type="radio"/>
2	\$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.
- 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	<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.