

United States Mint Research

Silver and 24K Gold Dime Research

July 18, 2014

Note to Reader/Programmer:

Bold lines in between questions signify page/screen breaks.

Insertions will be in brackets.

Do not display section headers.

Please add a warning when exiting the survey, "Are you sure you want to exit the survey now?"

For Open End responses, please give warning the first two times a respondent tries to proceed without entering a response (soft force), then stop showing warning.

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 5-10 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 **NAME OF OPS** at email@nat-analysts.com, or call weekdays from 9:00 AM to 5:00 PM Eastern at 1-800-342-9102 ext. **XXXX**.

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 Purchasers who also purchased a commemorative set of any kind – Low Spend
1B	Platinum and/or Gold Purchasers who also purchased a commemorative set of any kind – High Spend
2A	Platinum and/or Gold Purchasers who have not purchased a commemorative set of any kind – Low Spend
2B	Platinum and/or Gold Purchasers who have not purchased a commemorative set of any kind – High Spend
3A	Silver but not Gold and/or Platinum Purchasers who also purchased a commemorative set of any kind – Low Spend
3B	Silver but not Gold and/or Platinum Purchasers who also purchased a commemorative set of any kind – High Spend
4A	Silver but not Gold and/or Platinum Purchasers who have not purchased a commemorative set of any kind – Low Spend
4B	Silver but not Gold and/or Platinum Purchasers who have not purchased a commemorative set of any kind – Low Spend
5A	General Customers (but not Silver/Gold/Platinum coin purchasers) – Low Spend
5B	General Customers (but not Silver/Gold/Platinum coin purchasers) – High Spend

Quotas		
Group	Description	Quota
1A/B	Platinum and/or Gold coin who have also purchased commemorative sets	550
2A/B	Platinum and/or Gold coin who have not also purchased commemorative sets	550
3A/B	Silver (but not Gold and/or Platinum) who have also purchased commemorative sets	550
4A/B	Silver (but not Gold and/or Platinum) who have not also purchased commemorative sets	550
5A/B	General customers (not Platinum/Gold/Silver)	1,650

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 now if L_7

S-5. Have you purchased any coins or other merchandise from the United States Mint during the past 12 months?

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"/>
5B	- Limited Edition Silver Proof Set (2013-2014)	<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 12 months*?

Select all that apply.

Product types		Purchased from the United States Mint in the Past 12 Months
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 (2013-2014)	<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:

- Show items checked in S-6 and always show Row 26 (none of the above).
- 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 (including 5b), 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, G1B, G2A, and G2B who do not Self-Report Platinum Purchase” or “Self-Report Gold Purchase”
 - o G3A, G3B, G4A, and G4B 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 G3A, G3B, G4A, G4B, G5A, G5B who “Self-Report Platinum Purchase” or “Self-Report Gold Purchase”
 - o G5A, G5B, 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 12 months?

Spending in past 12 months		
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		Extremely Unlikely				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
5B	- Limited Edition Silver Proof Set (2013-2014)	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/Sets							
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 (2013-2014)	_____
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, 16-18: 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 40 stratification groups) – 10 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

There will be a total of 11 letters assigned to each 2015 (A-H) and 2016 (X-Z) possible survey section combinations as follows:

2015 Current Dime Silver Set

- U.S. Mint produces Proof Silver Dollar Commemorative/Proof Silver Dime W-Mint Mark (set A) only
- U.S. Mint produces Proof Silver dollar Commemorative/Reverse Proof Silver Dime P-Mint Mark (set B) only
- U.S. Mint produces Proof Silver dollar Commemorative/Reverse Proof (P) and Proof Silver Dimes W-Mint Mark (set C) only
- U.S. Mint produces A and B
- U.S. Mint produces B and C
- U.S. Mint produces A and C
- U.S. Mint produces A, B and C
- U.S. Mint produces Proof Silver Dollar Commemorative Only (No Dimes)

2016 100th Anniversary 24K Gold Mercury Dime/Walking Liberty Design

- Both Gold Mercury dime and Walking Liberty are offered and each is sold separately
- Gold Mercury dime is only offered
- Gold Walking Liberty Half Dollar Coin is only offered

Create 24 Monadic Cells (AX, AY, AZ, BX, BY, BZ, CX, CY, CZ, DX, DY, DZ, EX, EY, EZ, FX, FY, FZ, GX, GY, GZ, HX, HY, HZ). 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: ONLY PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK SET IS OFFERED (2015)

PROGRAMMING: Ask Monadic cells AX, AY, AZ only

The United States Mint is considering producing a special set for the March of Dimes commemorative coin in 2015. This special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Proof Silver Dime in 90% silver also with a W-Mint Mark. The dime's reverse and obverse will be that of the current Roosevelt dime. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

A-1. How appealing would this March of Dimes commemorative coin special set be to you?

		Not At All Appealing					Extremely Appealing
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	0	0	0	0	0	0

PROGRAMMING:

- Ask all.

A-2. How likely would you be to purchase this special set from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	0	0	0	0	0	0

A-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set description.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	_____

PROGRAMMING:

- Ask all.
- Show A2 and A3 on the same page.
- Range for A3 is 0 to 9,999,999.

A-4. Why did you rate this special set a **[INSERT NUMBER FROM A2]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION B: ONLY PROOF SILVER DOLLAR COMMEMORATIVE/REVERSE PROOF SILVER DIME P-MINT MARK SET IS OFFERED (2015)

PROGRAMMING: Ask Monadic cells BX, BY, BZ only

The United States Mint is considering producing a special set for the March of Dimes commemorative coin in 2015. This special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dime's reverse and obverse will be that of the current Roosevelt dime. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

B-1. How appealing would this March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint set	0	0	0	0	0	0

PROGRAMMING:

- Ask all.

B-2. How likely would you be to purchase this special set from the U.S. Mint in the next 12 months?

Please select one response. [Click here to see set description.](#)

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint set	0	0	0	0	0	0

B-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set description.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint set	_____

PROGRAMMING:

- Ask all.
- Show B2 and B3 on the same screen.
- Range for B3 is 0 to 9,999,999.

B-4. Why did you rate this special set a [INSERT NUMBER FROM B2] on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION C: ONLY PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK/REVERSE PROOF SILVER DIME P-MINT MARK SET IS OFFERED (2015)

PROGRAMMING: Ask Monadic cells CX, CY, CZ only

The United States Mint is considering producing a special set for the March of Dimes commemorative coin in 2015. This special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark, a Proof Silver Dime in 90% silver with a W-Mint Mark, and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dimes' reverses and obverses will be those of the current Roosevelt dimes. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$65.

C-1. How appealing would this March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

PROGRAMMING:

- Ask all.

C-2. How likely would you be to purchase this special set from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely					Extremely Likely
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

C-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set description.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	_____

PROGRAMMING:

- Ask all.
- Show C2 and C3 on the same page.
- Range for C3 is 0 to 9,999,999.

C-4. Why did you rate this special set a **[INSERT NUMBER FROM C2]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION D: BOTH PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK AND PROOF SILVER DOLLAR COMMEMORATIVE/REVERSE PROOF SILVER DIME P-MINT MARK SETS ARE OFFERED (2015)

PROGRAMMING: Ask Monadic cells DX, DY, DZ only

The United States Mint is considering producing two special sets for the March of Dimes commemorative coin in 2015. One of these special sets would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Proof Silver Dime in 90% silver with a W-Mint Mark. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

The second special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dimes' reverses and obverses will be those of the current Roosevelt dimes. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

D-1. How appealing would each March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	o	o	o	o	o	o
2	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

PROGRAMMING:

- Ask all.

D-2. How likely would you be to purchase each of the special sets listed below from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely					Extremely Likely
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	0	0	0	0	0	0
2	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0

D-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set descriptions.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	_____
2	March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	_____

PROGRAMMING:

- Ask all.
- Show D2 and D3 on the same page.
- Range for D3 is 0 to 9,999,999.

D-4. Why did you rate this special set a **[INSERT NUMBER FROM D2 row 1]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

D-5. Why did you rate this special set a [INSERT NUMBER FROM D2 row 2] on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION E: BOTH PROOF SILVER DOLLAR COMMEMORATIVE/REVERSE PROOF SILVER DIME P-MINT MARK AND PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK/REVERSE PROOF SILVER DIME P-MINT MARK SETS ARE OFFERED (2015)

PROGRAMMING: Ask Monadic cells EX, EY, EZ only

The United States Mint is considering producing two special sets for the March of Dimes commemorative coin in 2015. One of these special sets would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

The second special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark, a Proof Silver Dime in 90% silver with a W-Mint Mark, and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dimes' reverses and obverses will be those of the current Roosevelt dimes. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$65.

E-1. How appealing would each March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o
2	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

PROGRAMMING:

- Ask all.

E-2. How likely would you be to purchase each of the special sets listed below from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely					Extremely Likely
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0
2	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0

E-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set descriptions.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	_____
2	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	_____

PROGRAMMING:

- Ask all.
- Show E2 and E3 on the same page.
- Range for E3 is 0 to 9,999,999.

E-4. Why did you rate this special set a **[INSERT NUMBER FROM E2 row 1]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

E-5. Why did you rate this special set a [INSERT NUMBER FROM E2 row 2] on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION F: BOTH PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK AND PROOF SILVER DOLLAR COMMEMORATIVE/PROOF SILVER DIME W-MINT MARK/REVERSE PROOF SILVER DIME P-MINT MARK SETS ARE OFFERED (2015)

PROGRAMMING: Ask Monadic cells FX, FY, FZ only

The United States Mint is considering producing two special sets for the March of Dimes commemorative coin in 2015. One of these special sets would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Proof Silver Dime in 90% silver with a W-Mint Mark. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$60.

The second special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark, a Proof Silver Dime in 90% silver with a W-Mint Mark, and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dimes' reverses and obverses will be those of the current Roosevelt dimes. An informational booklet will be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$65.

F-1. How appealing would each March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	o	o	o	o	o	o
2	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

PROGRAMMING:

- Ask all.

F-2. How likely would you be to purchase each of the special sets listed below from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely					Extremely Likely
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	0	0	0	0	0	0
2	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0

F-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set descriptions.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	_____
2	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	_____

PROGRAMMING:

- Ask all.
- Show F2 and F3 on the same page.
- Range for F3 is 0 to 9,999,999.

F-4. Why did you rate this special set a **[INSERT NUMBER FROM F2 row 1]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

F-5. Why did you rate this special set a **[INSERT NUMBER FROM F2 row 2]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION G: ALL 3 SETS ARE OFFERED

PROGRAMMING: Ask Monadic cells GX, GY, GZ only

The United States Mint is considering producing three special sets for the March of Dimes commemorative coin in 2015. The first of these special sets would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Proof Silver Dime in 90% silver with a W-Mint Mark. An informational booklet will be included that may contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR’s own struggle with polio.

The price of the set would be approximately \$60.

The second special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. An informational booklet will be included that may contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR’s own struggle with polio.

The price of the set would be approximately \$60.

The third special set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark, a Proof Silver Dime in 90% silver with a W-Mint Mark, and a Reverse Proof Silver Dime in 90% silver with a P-Mint Mark. The dimes’ reverses and obverses will be those of the current Roosevelt dimes. An informational booklet will be included that may contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR’s own struggle with polio.

The price of the set would be approximately \$65.

G-1. How appealing would each March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	o	o	o	o	o	o
2	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o
3	Appeal of March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	o	o	o	o	o	o

PROGRAMMING: Ask all.

G-2. How likely would you be to purchase each of the special sets listed below from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set descriptions.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	0	0	0	0	0	0
2	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0
3	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	0	0	0	0	0	0

G-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set description.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark set	_____
2	March of Dimes Commemorative Proof Silver Dollar Coin / Reverse Proof Silver Dime P-Mint Mark set	_____
3	March of Dimes Commemorative Proof Silver Dollar Coin / Proof Silver Dime W-Mint Mark / Reverse Proof Silver Dime P-Mint Mark set	_____

PROGRAMMING:

- Ask all
- Show G2 and G3 on the same page
- Range for G3 is 0 to 9,999,999.

G-4. Why did you rate this special set a **[INSERT NUMBER FROM G2 row 1]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

G-5. Why did you rate this special set a **[INSERT NUMBER FROM G2 row 2]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all. Give error message if blank on first attempt to pass, allow to proceed after second.

G-6. Why did you rate this special set a **[INSERT NUMBER FROM G2 row 3]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING: Ask all. Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION H: ONLY PROOF SILVER DOLLAR COMMEMORATIVE COIN IS OFFERED (2015)

PROGRAMMING: Ask Monadic cells HX, HY, HZ only

The United States Mint is considering producing a special set for the March of Dimes commemorative coin in 2015. This special coin set would contain a 2015 March of Dimes Proof Silver Dollar Commemorative coin with a W-Mint Mark. An informational booklet will also be included that will contain informational material and pictorial representations of the March of Dimes. It could include information on its history and mission, with particular emphasis on images of vaccination efforts and FDR's own struggle with polio.

The price of the set would be approximately \$55.

H-1. How appealing would this March of Dimes commemorative coin special set be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of March of Dimes Commemorative Proof Silver Dollar special set	o	o	o	o	o	o

PROGRAMMING:

- Ask all.

H-2. How likely would you be to purchase this special set from the U.S. Mint in the next 12 months?

Please select one response. Click here to see set description.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase March of Dimes Commemorative Proof Silver Dollar special set	o	o	o	o	o	o

H-3. How many of these special sets would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see set description.

		Number Likely to Purchase
1	March of Dimes Commemorative Proof Silver Dollar special set	

PROGRAMMING:

- Ask all.
- Show H2 and H3 on the same page.
- Range for H3 is 0 to 9,999,999.

H-4. Why did you rate this special set a **[INSERT NUMBER FROM H2]** on how likely you are to purchase this set in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION X: BOTH 24K GOLD MERCURY DIME AND 24K GOLD WALKING LIBERTY HALF DOLLAR COIN OFFERED AND EACH SOLD SEPARATELY (2016)

PROGRAMMING: Ask Monadic cells AX, BX, CX, DX, EX, FX, GX, and HX only

The United States Mint is considering producing a 24 karat Gold Mercury Dime in 2016 in celebration of the 100th Anniversary of the Mercury Dime. The coin would be approximately 1/10th of an ounce (dime size). The coin's obverse would be the depiction of a young Liberty and the reverse depicts a fasces, symbolizing unity and strength, and an olive branch signifying peace.

The price of this coin would be approximately \$200.

The United States Mint is also considering producing a 24 karat Gold Walking Liberty Half Dollar Coin. The coin would feature the Walking Liberty on the obverse and a newly designed eagle on the reverse.

The price of this coin would be approximately \$1,275.

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.

X-1. How appealing would each of the following coins be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	24 karat Gold Mercury Dime	o	o	o	o	o	o
2	24 karat Gold Walking Liberty Half Dollar Coin	o	o	o	o	o	o

PROGRAMMING: Ask all.

X-2. How likely would you be to purchase each of the coins listed below from the U.S. Mint in the next 12 months?

Please select one response for each row. Click here to see coin descriptions.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 karat Gold Mercury Dime	o	o	o	o	o	o
2	24 karat Gold Walking Liberty Half Dollar Coin	o	o	o	o	o	o

X-3. How many of these coins would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see coin descriptions.

		Number Likely to Purchase
1	24 karat Gold Mercury Dime	_____
2	24 karat Gold Walking Liberty Half Dollar Coin	_____

PROGRAMMING:

- Ask all.
 - Show X2 and X3 on the same page.
 - Keep rows in same order for X2 and X3
 - Range for X3 is 0 to 9,999,999.
-

X-4. Why did you rate the 24K Gold Mercury Dime coin a [INSERT NUMBER FROM X2 row 1] on how likely you are to purchase it in the next 12 months?

PROGRAMMING:

- Ask all.
 - Give error message if blank on first attempt to pass, allow to proceed after second.
-

X-5. Why did you rate the 24K Gold Walking Liberty Half Dollar coin a [INSERT NUMBER FROM X2 row 2] on how likely you are to purchase it in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION Y: ONLY 24K GOLD MERCURY DIME IS OFFERED (2016)

PROGRAMMING: Ask Monadic cells AY, BY, CY, DY, EY, FY, GY, and HY only

The United States Mint is considering producing a 24 karat Gold Mercury Dime in 2016 in celebration of the 100th Anniversary of the Mercury Dime. The coin would be approximately 1/10th of an ounce (dime size). The coin's obverse would be the depiction of a young Liberty and the reverse depicts a fasces, symbolizing unity and strength, and an olive branch signifying peace.

The price of this coin would be approximately \$200.

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.

Y-1. How appealing would the 24K Gold Mercury Dime be to you?

		Not At All Appealing					Extremely Appealing
		1	2	3	4	5	6
1	24 karat Gold Mercury Dime	0	0	0	0	0	0

PROGRAMMING: Ask all.

Y-2. How likely would you be to purchase the 24K Gold Mercury Dime from the U.S. Mint in the next 12 months?
Please select one response for each row. Click here to see coin descriptions.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 karat Gold Mercury Dime	0	0	0	0	0	0

Y-3. How many 24K Gold Mercury Dimes would you be likely to purchase in the next 12 months?
Please enter a number for each row. Click here to see coin descriptions.

		Number Likely to Purchase
1	24 karat Gold Mercury Dime	

PROGRAMMING:

- Ask all.
 - Show Y2 and Y3 on the same page.
 - Keep rows in same order for Y2 and Y3
 - Range for Y3 is 0 to 9,999,999.
-

Y-4. Why did you rate the 24K Gold Mercury Dime a [INSERT NUMBER FROM Y2] on how likely you are to purchase it in the next 12 months?

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

SECTION Z: ONLY 24K GOLD WALKING LIBERTY HALF DOLLAR COIN IS OFFERED (2016)

PROGRAMMING: Ask Monadic cells AZ, BZ, CZ, DZ, EZ, FZ, GZ, and HZ only

The United States Mint is considering producing a 24 karat Gold Walking Liberty Half Dollar Coin. The coin would feature the Walking Liberty on the obverse and a newly designed eagle on the reverse.

The price of this coin would be approximately \$1,275.

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.

Z-1. How appealing would the 24 karat Gold Walking Liberty Half Dollar coin be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	24 karat Gold Walking Liberty Half Dollar Coin	0	0	0	0	0	0

PROGRAMMING: Ask all.

Z-2. How likely would you be to purchase the 24 karat Gold Walking Liberty Half Dollar coin from the U.S. Mint in the next 12 months?

Please select one response for each row. Click here to see coin descriptions.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 karat Gold Walking Liberty Half Dollar Coin	0	0	0	0	0	0

Z-3. How many 24 karat Gold Walking Liberty Half Dollar coins would you be likely to purchase in the next 12 months?

Please enter a number for each row. Click here to see coin descriptions.

		Number Likely to Purchase
1	24 karat Gold Walking Liberty Half Dollar Coin	_____

PROGRAMMING:

- Ask all.
- Show Z2 and Z3 on the same page.
- Keep rows in same order for Z2 and Z3
- Range for Z3 is 0 to 9,999,999.

Z-4. Why did you rate the 24K Gold Walking Liberty Half Dollar coin a [INSERT NUMBER FROM Z2] on how likely you are to purchase it in the next 12 months?

--

PROGRAMMING:

- Ask all.
- Give error message if blank on first attempt to pass, allow to proceed after second.

DEMOGRAPHIC INFORMATION

[PROGRAMMER: Before this section show on separate screen:
These last few questions are for classification purposes only...]

P-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.

P-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	Student or not employed	<input type="radio"/>

PROGRAMMING:

- Ask all.

P-3. 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.
-

P-4. 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.
-

P-5. 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-5.
-

P-6. Are you Hispanic or Latino?

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

PROGRAMMING:

- Ask all.

P-7. 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.