

United States Mint Research

Ultra High Relief Research

July 18, 2014

NOTES TO 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.**
- **RESPONSES IN PROGRAMMING INSTRUCTIONS ARE REFERRED TO AS THEIR LEVEL (ROW) L_1 IS ROW 1 ETC.**

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 NAXION's policy to keep interviews anonymous. Consistent with this policy, NAXION 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 NAXION's privacy policy, you can view our website at <http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information>.

If you have any questions or problems while completing the survey, please send an email to Jill Weisenfeld at email.

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 who also purchased medals– Low Spend
1B	Platinum and/or Gold coin purchasers who also purchased medals– High Spend
2A	Platinum and/or Gold coin purchasers who have not also purchased medals– Low Spend
2B	Platinum and/or Gold coin purchasers who have not also purchased medals– High Spend
3A	Silver but not Gold/Platinum coin purchasers who also purchased medals – Low Spend
3B	Silver but not Gold/Platinum coin purchasers who also purchased medals – High Spend
4A	Silver but not Gold/Platinum coin purchasers who have not also purchased medals – Low Spend
4B	Silver but not Gold/Platinum coin purchasers who also have not also purchased medals – High 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 purchasers who have also purchased medals	400
2A/B	Platinum and or Gold coin purchasers who have not also purchased medals	400
3A/B	Silver coin purchasers who have also purchased medals	400
4A/B	Silver coin purchasers who have not also purchased medals	400
5A/B	General customers (not Platinum/Gold/Silver)	1,200

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]
 - 0 ROW 8 – “SELF-REPORT PLATINUM PURCHASE”
 - 0 ROWS 9-13, 16-18 – “SELF-REPORT GOLD PURCHASE”
 - 0 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:
 - 0 G1A, G1B, G2A, AND G2B WHO DO NOT SELF-REPORT PLATINUM PURCHASE” OR “SELF-REPORT GOLD PURCHASE”
 - 0 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:
 - 0 G3A, G3B, G4A, G4B, G5A, G5B WHO “SELF-REPORT PLATINUM PURCHASE” OR “SELF-REPORT GOLD PURCHASE”
 - 0 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 HAVING EITHER DESIGNATION
 - 0 “SELF_REPORT_NOT_PURCHASING_EXPECTED_ITEM” OR
 - 0 “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		Likelihood					
		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 (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 Proof1/10 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 (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:
 - 0 ROWS 9-13, 16-18: SAME ROW IN Q1 > 3 AND IN Q2 > 0 (E.G., Q1 ROW 9 > 3 AND Q2 ROW 9 >0 OR Q1 ROW 10 > 3 AND Q2 ROW 10 > 0, ETC.)
- DEFINE “LIKELY SILVER PURCHASERS” AS:
 - 0 ROWS 4,5,5B, 14-15, 19, 21: SAME ROW IN Q1 > 3 AND IN Q2 > 0
- ALLOW BLANKS (TREAT AS ZERO).

PROGRAMMING: MONADIC CELL ASSIGNMENT

CREATE 40 STRATIFICATION GROUPS AS FOLLOWS– 10 SAMPLE GROUPS X 4 LIKELY PURCHASE GROUPS

Group	Likely Silver Purchaser	Likely Gold Purchaser
LP1	True	True
LP2	True	False
LP3	False	True
LP4	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., ASSIGN TO MONADIC CELL WITH THE LEAST COMPLETES. IF MULTIPLE MONADIC CELLS HAVE SAME NUMBER OF COMPLETES FOR A PARTICULAR STRATIFICATION GROUP, RANDOMLY CHOOSE ONE AND ASSIGN RESPONDENT TO THAT MONADIC CELL).

SECTION A: UHR COIN ALONE

PROGRAMMING: Ask Monadic cell A only

The United States Mint is considering producing a new **24 Karat Ultra High Relief Gold Coin** in 2015. This coin would have a more modernized rendition of Walking Liberty on the obverse face with a completely redesigned Eagle for the reverse.

The coin will be **24 karat gold** in a **\$20 denomination** with an **Ultra High Relief Finish**. The **Ultra High Relief** design is double the thickness of other coins. The coin would be minted at **West Point** and feature a **W-Mint** mark.

If developed, a 2015 24 karat Gold Ultra High Relief Coin would be comparable to the 2009 Ultra High Relief Double Eagle Gold Coin, in that it would also be one troy ounce.

The price for this coin will be approximately **\$1,725**.

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.

A-1. How appealing would the **24 Karat Ultra High Relief Gold Coin** be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of 24 Karat Ultra High Relief Gold Coin	0	0	0	0	0	0

PROGRAMMING:

- **ASK ALL.**

A-2. How likely would you be to purchase a **24 Karat Ultra High Relief Gold Coin** from the U.S. Mint in the next 12 months?

Please select one response.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 Karat Ultra High Relief Gold Coin	0	0	0	0	0	0

A-3. How many **24 Karat Ultra High Relief Gold Coin(s)** would you be likely to purchase in the next 12 months?

Please enter a number for each row.

		Number Likely to Purchase
1	24 Karat Ultra High Relief Gold Coin	_____

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 the **24 Karat Ultra High Relief Gold Coin** a [INSERT NUMBER FROM A2] on how likely you are to purchase this coin 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: UHR COIN OR SILVER MEDAL, EACH SOLD SEPARATELY

PROGRAMMING: Ask Monadic cell B only

The United States Mint is considering producing a new **24 Karat Ultra High Relief Gold Coin** in 2015. This coin would have a more modernized rendition of Walking Liberty on the obverse face with a completely redesigned Eagle reverse.

The coin will be **24 karat gold** in a **\$20 denomination** with an **Ultra High Relief Finish**. The **Ultra High Relief** design is double the thickness of other coins. The coin would be minted at **West Point** and feature a **W-Mint** mark.

If developed, a 2015 24 karat Gold Ultra High Relief Coin would be comparable to the 2009 Ultra High Relief Double Eagle Gold Coin, in that it would also be one troy ounce.

The price for this coin will be approximately **\$1,725**.

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.

The United States Mint is also considering offering a **Silver Medal**. The medal would feature the same design as the Gold coin and would be 1 5/8" in .999 silver.

The price for this medal will be approximately **\$50**.

B-1. How appealing would the **24 Karat Ultra High Relief Gold Coin** and **Silver Medal** be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of 24 Karat Ultra High Relief Gold Coin	0	0	0	0	0	0
2	Appeal of Silver Medal	0	0	0	0	0	0

PROGRAMMING:

- ASK ALL.
- ROTATE ORDER OF ROWS

B-2. How likely would you be to purchase a **24 Karat Ultra High Relief Gold Coin** or a **Silver Medal** from the U.S. Mint in the next 12 months?

Please select one response for each row.

		Extremely Unlikely					Extremely Likely
		1	2	3	4	5	6
1	24 Karat Ultra High Relief Gold Coin	0	0	0	0	0	0
2	Silver Medal	0	0	0	0	0	0

B-3. How many **24 Karat Ultra High Relief Gold Coin(s)** and/or **Silver Medal(s)** would you be likely to purchase in the next 12 months?

Please enter a number for each row.

		Number Likely to Purchase
1	24 Karat Ultra High Relief Gold Coin	
2	Silver Medal	

PROGRAMMING:

- ASK ALL.
- SHOW B2 AND B3 ON THE SAME PAGE.
- KEEP ROWS IN SAME ORDER AS B1
- RANGE FOR B3 IS 0 TO 9,999,999.

B-4. Why did you rate **the 24 Karat Ultra High Relief Gold Coin** a **[INSERT NUMBER FROM B2]** on how likely you are to purchase this coin in the next 12 months?

PROGRAMMING:

- ASK ALL.
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.
- IF ROW 1 (24 KARAT GOLD) APPEARS FIRST IN B1 SHOW B4 BEFORE B5. IF ROW 2 (SILVER MEDAL) APPEARS FIRST IN B1, SHOW B5 BEFORE B4.

B-5. Why did you rate the **Silver Medal** a [INSERT NUMBER FROM B2] on how likely you are to purchase this medal in the next 12 months?

PROGRAMMING:

- **ASK ALL.**
- **GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.**
- **IF ROW 1 (24 KARAT GOLD) APPEARS FIRST IN B1 SHOW B4 BEFORE B5. IF ROW 2 (SILVER MEDAL) APPEARS FIRST IN B1, SHOW B5 BEFORE B4.**

SECTION C: UHR COIN AND SILVER MEDAL SOLD AS A SET

PROGRAMMING: Ask Monadic cell C only

The United States Mint is considering producing a new **24 Karat Ultra High Relief Gold Coin** in 2015. This coin would have a more modernized rendition of Walking Liberty on the obverse face with a completely redesigned Eagle reverse.

The coin will be offered as a set with a **24 Karat Ultra High Relief Gold Coin** and a **Silver Medal**.

The coin will be **24 karat gold** in a **\$20 dollar domination** with an **Ultra High Relief Finish**. The **Ultra High Relief** design is double the thickness of other coins. The coin would be minted at **West Point** and feature a **W-Mint** mark.

If developed, a 2015 24 karat Gold Ultra High Relief Coin would be comparable to the 2009 Ultra High Relief Double Eagle Gold Coin, in that it would also be one troy ounce.

The **Silver Medal** would feature the same design as the Gold coin and would 1 5/8" in .999 silver.

The price for the coin and medal set will be approximately **\$1,775**.

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.

C-1. How appealing would the **24 Karat Ultra High Relief Gold Coin and Silver Medal Set** be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	24 Karat Ultra High Relief Gold Coin and Silver Medal Set	o	o	o	o	o	o

PROGRAMMING:

- **Ask all.**

C-2. How likely would you be to purchase a set of the **24 Karat Ultra High Relief Gold Coin and Silver Medal** from the U.S. Mint in the next 12 months?

Please select one response.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 Karat Ultra High Relief Gold Coin and Silver Medal Set	o	o	o	o	o	o

C-3. How many **24 Karat Ultra High Relief Gold Coin and Silver Medal Set(s)** would you be likely to purchase in the next 12 months?

Please enter a number for each row.

		Number Likely to Purchase
1	24 Karat Ultra High Relief Gold Coin and Silver Medal 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 the **24 Karat Ultra High Relief Gold Coin and Silver Medal 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: UHR COIN ALONE PLUS UHR COIN AND SILVER MEDAL SOLD AS A SET

PROGRAMMING: Ask Monadic cell D only

The United States Mint is considering producing a new **24 Karat Ultra High Relief Gold Coin** in 2015. This coin would have a more modernized rendition of Walking Liberty on the obverse face with a completely redesigned Eagle reverse.

The coin will be **24 karat gold** in a **\$20 denomination** with an **Ultra High Relief Finish**. The **Ultra High Relief** design is double the thickness of other coins. The coin would be minted at **West Point** and feature a **W-Mint** mark.

If developed, a 2015 24 karat Gold Ultra High Relief Coin would be comparable to the 2009 Ultra High Relief Double Eagle Gold Coin, in that it would also be one troy ounce.

The price for this coin will be **\$1,725**.

The United States Mint is also considering offering a set that includes the **24 Karat Ultra High Relief Gold Coin** and a **Silver Medal**. The medal would feature the same design as the Gold coin and would be 1 5/8" in .999 silver.

The price for the coin and medal set will be **\$1,775**.

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.

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

		Not At All Appealing						Extremely Appealing	
		1	2	3	4	5	6		
1	Appeal of 24 Karat Ultra High Relief Gold Coin (by itself)	o	o	o	o	o	o		
2	Appeal of 24 Karat Ultra High Relief Gold Coin and Silver Medal Set	o	o	o	o	o	o		

PROGRAMMING:

- **Ask all.**
- **Rotate order of rows**

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

Please select one response for each row.

		Extremely Unlikely				Extremely Likely	
		1	2	3	4	5	6
1	24 Karat Ultra High Relief Gold Coin (by itself)	o	o	o	o	o	o
2	24 Karat Ultra High Relief Gold Coin and Silver Medal Set	o	o	o	o	o	o

D-3. How many of each of the following would you be likely to purchase in the next 12 months?

Please enter a number for each row.

		Number Likely to Purchase
1	24 Karat Ultra High Relief Gold Coin (by itself)	_____
2	24 Karat Ultra High Relief Gold Coin and Silver Medal Set	_____

PROGRAMMING:

- ASK ALL.
 - SHOW D2 AND D3 ON THE SAME PAGE.
 - KEEP ROWS IN SAME ORDER AS D1
 - RANGE FOR D3 IS 0 TO 9,999,999.
-

D-4. Why did you rate the **24 Karat Ultra High Relief Gold Coin** a **[INSERT NUMBER FROM D2]** on how likely you are to purchase this coin in the next 12 months?

PROGRAMMING:

- ASK ALL.
 - GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.
 - IF ROW 1 (24 KARAT GOLD BY ITSELF) APPEARS FIRST IN D2 AND D3, SHOW D4 BEFORE D5. IF ROW 2 (GOLD COIN AND SILVER MEDAL SET) APPEARS FIRST IN D2 AND D3, SHOW D5 BEFORE D4.
-

D-4. Why did you rate the **24 Karat Ultra High Relief Gold Coin and Silver Medal Set** a **[INSERT NUMBER FROM D2]** 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.
- IF ROW 1 (24 KARAT GOLD BY ITSELF) APPEARS FIRST IN D2 AND D3, SHOW D4 BEFORE D5. IF ROW 2 (GOLD COIN AND SILVER MEDAL SET) APPEARS FIRST IN D2 AND D3, SHOW D5 BEFORE D4.

DEMOGRAPHIC INFORMATION

**[PROGRAMMER: BEFORE THIS SECTION SHOW ON SEPARATE SCREEN:
These last few questions are for classification purposes only...]**

E-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.**

E-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.**

E-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.**

E-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.**

E-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.**

E-6. Are you Hispanic or Latino?

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

PROGRAMMING:
• **ASK ALL.**

E-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.