

# United States Mint Research

*American Eagle Platinum Series and 100<sup>th</sup>  
Anniversary Design Research*

May 7, 2015

**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 OPEN ENDS THAT 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 **1525-0012-0197**.

***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 15 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 Brent Whitesell at [bwhitesell@naxion-thinking.com](mailto:bwhitesell@naxion-thinking.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.

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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 Purchasers – Low Spend
1B	Platinum Purchasers – High Spend
2A	Gold Purchasers – Low Spend
2B	Gold Purchasers – High Spend
3A	Silver (but not Gold and/or Platinum) Purchasers – Low Spend
3B	Silver (but not Gold and/or Platinum) Purchasers – High Spend
4A	General Customers (but not Silver/Gold/Platinum Purchasers) – Low Spend
4B	General Customers (but not Silver/Gold/Platinum Purchasers) – High Spend

Targets		
Group	Description	Target
1A/B	Platinum Purchasers	400
2A/B	Gold Purchasers	1,200
3A/B	Silver (but not Gold and/or Platinum) Purchasers	1,200
4A/B	General Customers (but not Silver/Gold/Platinum Purchasers)	1,600
	<b>TOTAL</b>	<b>4,400</b>

**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 (including any subscription purchases you received 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 AFTER S-6, UNLESS SAMPLE GROUPS 1A OR 1B.

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
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
3	- Presidential \$1 Coin set	<input type="checkbox"/>
	Annual <b>Silver</b> Proof Sets	
4	- Full set	<input type="checkbox"/>
5	- Quarters set	<input type="checkbox"/>
5B	- Limited Edition <b>Silver</b> Proof Set (2012-2014; includes American Eagle Silver 1 oz. coin)	<input type="checkbox"/>
	Annual <b>Clad</b> 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"/>
<b>American Eagle Platinum Coins</b>		
8	American Eagle <b>Platinum</b> Proof 1 oz. Coins	<input type="checkbox"/>
<b>American Eagle Gold Coins</b>		
9	American Eagle <b>Gold</b> Uncirculated 1 oz. Coins	<input type="checkbox"/>
10	American Eagle <b>Gold</b> Proof 1 oz. Coins	<input type="checkbox"/>
11	American Eagle <b>Gold</b> Proof ½ oz. Coins	<input type="checkbox"/>
12	American Eagle <b>Gold</b> Proof ¼ oz. Coins	<input type="checkbox"/>
13	American Eagle <b>Gold</b> Proof 1/10 oz. Coins	<input type="checkbox"/>
<b>American Eagle Silver Coins</b>		
14	American Eagle <b>Silver</b> Uncirculated 1 oz. Coins	<input type="checkbox"/>
15	American Eagle <b>Silver</b> Proof 1 oz. Coins	<input type="checkbox"/>
<b>Gold Coins (Not American Eagle)</b>		
16	American Buffalo <b>Gold</b> Coins	<input type="checkbox"/>
17	First Spouse <b>Gold</b> Coins	<input type="checkbox"/>
<b>Commemorative Coins</b>		
18	<b>Gold</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
19	<b>Silver</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
20	<b>Clad</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
<b>America the Beautiful Coins</b>		
21	5 oz. <b>Silver</b> America the Beautiful Coin	<input type="checkbox"/>
<b>Medals</b>		
22	Medals (e.g., First Spouse, Sept. 11 <sup>th</sup> 2011, Historical, Humanitarian/Cultural, Military, etc.)	<input type="checkbox"/>
<b>Other Coins/Coin sets</b>		
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.
- DEFINE THOSE SELECTING ROW 8 AS “Self-Report Ever Purchased Platinum” (FLAG SAMPLE GROUPS 1A AND 1B WHO DO NOT CHECK ROW 8)
- 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
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
3	- Presidential \$1 Coin set	<input type="checkbox"/>
<b>Annual <b>Silver</b> Proof Sets</b>		
4	- Full set	<input type="checkbox"/>
5	- Quarters set	<input type="checkbox"/>
5B	- Limited Edition <b>Silver</b> Proof Set (2012-2014; includes American Eagle Silver 1 oz. coin)	<input type="checkbox"/>
<b>Annual <b>Clad</b> Uncirculated Sets</b>		
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"/>
<b>American Eagle Platinum Coins</b>		
8	American Eagle <b>Platinum</b> Proof 1 oz. Coins	<input type="checkbox"/>
<b>American Eagle Gold Coins</b>		
9	American Eagle <b>Gold</b> Uncirculated 1 oz. Coins	<input type="checkbox"/>
10	American Eagle <b>Gold</b> Proof 1 oz. Coins	<input type="checkbox"/>
11	American Eagle <b>Gold</b> Proof ½ oz. Coins	<input type="checkbox"/>
12	American Eagle <b>Gold</b> Proof ¼ oz. Coins	<input type="checkbox"/>
13	American Eagle <b>Gold</b> Proof 1/10 oz. Coins	<input type="checkbox"/>
<b>American Eagle Silver Coins</b>		
14	American Eagle <b>Silver</b> Uncirculated 1 oz. Coins	<input type="checkbox"/>
15	American Eagle <b>Silver</b> Proof 1 oz. Coins	<input type="checkbox"/>
<b>Gold Coins (Not American Eagle)</b>		
16	American Buffalo <b>Gold</b> Coins	<input type="checkbox"/>
17	First Spouse <b>Gold</b> Coins	<input type="checkbox"/>
<b>Commemorative Coins</b>		
18	<b>Gold</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
19	<b>Silver</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
20	<b>Clad</b> Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
<b>America the Beautiful Coins</b>		
21	5 oz. <b>Silver</b> America the Beautiful Coin	<input type="checkbox"/>
<b>Medals</b>		
22	Medals (e.g., First Spouse, Sept. 11 <sup>th</sup> 2011, Historical, Humanitarian/Cultural, Military, etc.)	<input type="checkbox"/>
<b>Other Coins / Coin sets</b>		
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 AND G1B WHO DO NOT “SELF-REPORT PLATINUM PURCHASE”
  - 0 G2A AND G2B WHO DO NOT “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 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"/>

**PROGRAMMING:**

- ASK IF S-5=Yes (L-1)

**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 ("Not At All") to 6 ("Extremely Likely") for each product.*

Product type		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
<b>Annual Coin Sets</b>							
Annual <b>Clad</b> 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 <b>Silver</b> Proof Sets							
4	- Full set	0	0	0	0	0	0
5	- Quarters set	0	0	0	0	0	0
5B	- Limited Edition <b>Silver</b> Proof Set (2014-2015; includes American Eagle Silver 1 oz. coin)	0	0	0	0	0	0
Annual <b>Clad</b> 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
<b>American Eagle Platinum Coins</b>							
8	American Eagle <b>Platinum</b> Proof 1 oz. Coins	0	0	0	0	0	0
<b>American Eagle Gold Coins</b>							
9	American Eagle <b>Gold</b> Uncirculated 1 oz. Coins	0	0	0	0	0	0
10	American Eagle <b>Gold</b> Proof 1 oz. Coins	0	0	0	0	0	0
11	American Eagle <b>Gold</b> Proof ½ oz. Coins	0	0	0	0	0	0
12	American Eagle <b>Gold</b> Proof ¼ oz. Coins	0	0	0	0	0	0
13	American Eagle <b>Gold</b> Proof1/10 oz. Coins	0	0	0	0	0	0
<b>American Eagle Silver Coins</b>							
14	American Eagle <b>Silver</b> Uncirculated 1 oz. Coins	0	0	0	0	0	0
15	American Eagle <b>Silver</b> Proof 1 oz. Coins	0	0	0	0	0	0
<b>Gold Coins (Not American Eagle)</b>							
16	American Buffalo <b>Gold</b> Coins	0	0	0	0	0	0
17	First Spouse <b>Gold</b> Coins	0	0	0	0	0	0
<b>Commemorative Coins/Sets</b>							
18	<b>Gold</b> Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
19	<b>Silver</b> Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
20	<b>Clad</b> Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
<b>America the Beautiful Coins</b>							
21	5 oz. <b>Silver</b> America the Beautiful Coins	0	0	0	0	0	0
<b>Medals</b>							
22	Medals (e.g., First Spouse, Sept. 11 <sup>th</sup> 2011, Historical, Humanitarian/Cultural, Military, etc.)	0	0	0	0	0	0
<b>Other Coins / Coin sets</b>							
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)
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	_____
2	- Quarters set	_____
3	- Presidential \$1 Coin set	_____
<b>Annual Silver Proof Sets</b>		
4	- Full set	_____
5	- Quarters set	_____
5B	- Limited Edition <b>Silver</b> Proof Set (2014-2015; includes American Eagle Silver 1 oz. coin)	_____
<b>Annual Clad Uncirculated Sets</b>		
6A	- Full set (the full set of P and D coins)	_____
6B	- Quarters set	_____
7	- Presidential \$1 Coins set	_____
<b>American Eagle Platinum Coins</b>		
8	American Eagle <b>Platinum</b> Proof 1 oz. Coins	_____
<b>American Eagle Gold Coins</b>		
9	American Eagle <b>Gold</b> Uncirculated 1 oz. Coins	_____
10	American Eagle <b>Gold</b> Proof 1 oz. Coins	_____
11	American Eagle <b>Gold</b> Proof ½ oz. Coins	_____
12	American Eagle <b>Gold</b> Proof ¼ oz. Coins	_____
13	American Eagle <b>Gold</b> Proof 1/10 oz. Coins	_____
<b>American Eagle Silver Coins</b>		
14	American Eagle <b>Silver</b> Uncirculated 1 oz. Coins	_____
15	American Eagle <b>Silver</b> Proof 1 oz. Coins	_____
<b>Gold Coins (Not American Eagle)</b>		
16	American Buffalo <b>Gold</b> Coins	_____
17	First Spouse <b>Gold</b> Coins	_____
<b>Commemorative Coins</b>		
18	<b>Gold</b> Commemorative Coins or Commemorative Coin Sets	_____
19	<b>Silver</b> Commemorative Coins or Commemorative Coin Sets	_____
20	<b>Clad</b> Commemorative Coins or Commemorative Coin Sets	_____
<b>America the Beautiful Coins</b>		
21	5 oz. <b>Silver</b> America the Beautiful Coin	_____
<b>Medals</b>		
22	Medals (e.g., First Spouse, Sept. 11 <sup>th</sup> 2011, Historical, Humanitarian/Cultural, Military, etc.)	_____
<b>Other Coins / Coin sets</b>		
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 PLATINUM PURCHASER” AS:
  - ROW 8: SAME ROW IN Q1 > 3 AND IN Q2 > 0
- DEFINE “LIKELY GOLD PURCHASER” AS:
  - 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:
  - 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**

Stratify each sample group as follows (for a total of 64 stratification groups) – 8 sample groups (1A/B thru 4A/B) x 8 likely purchase groups

Group	Likely Silver Purchaser	Likely Gold Purchaser	Likely Platinum Purchaser
LP1	True	True	True
LP2	True	True	False
LP3	True	False	True
LP4	True	False	False
LP5	False	True	True
LP6	False	True	False
LP7	False	False	True
LP8	False	False	False

**2016 AND 2017 SURVEY SECTION DEFINITIONS:** There will be a total of 16 letters assigned to survey section monadic cell combinations [2016 (A-H) and 2017 (R, T-Z)] as follows:

**2016 100<sup>th</sup> Anniversary of Classic Design**

- A. Platinum coins with proof finish with no mintage limit
- B. Platinum coins with an uncirculated finish with no mintage limit
- C. Gold coins with proof finish with no mintage limit
- D. Gold coins with an uncirculated finish with no mintage limit
- E. Platinum coins with proof finish with mintage limit
- F. Platinum coins with an uncirculated finish with mintage limit
- G. Gold coins with proof finish with mintage limit
- H. Gold coins with an uncirculated finish with mintage limit

**2017 Platinum American Eagle Coins**

- R. Proof/no privy in a 2017 New Rendition
- T. Proof/20 year privy with in a 2017 New Rendition
- U. Reverse proof/no privy in a 2017 New Rendition
- V. Reverse proof/20 year privy in a 2017 New Rendition
- W. Proof/no privy in a 1997 Original Rendition
- X. Proof/20 year privy in a 1997 Original Rendition
- Y. Reverse proof/no privy in a 1997 Original Rendition
- Z. Reverse proof/20 year privy in a 1997 Original Rendition

**CREATE 64 MONADIC CELLS** (AR, AT, AU, AV, AW, AX, AY, AZ, BR, BT, BU, BV, BW, BX, BY, BZ, CR, CT, CU, CV, CW, CX, CY, CZ, DR, DT, DU, DV, DW, DX, DY, DZ, ER, ET, EU, EV, EW, EX, EY, EZ, FR, FT, FU, FV, FW, FX, FY, FZ, GR, GT, GU, GV, GW, GX, GY, GZ, HR, HT, HU, HV, HW, HX, HY, HZ). Assign each new respondent in each stratification group by **randomized** least fill to the monadic cells **as soon as they begin the survey** (i.e., to cell with least completes or **potential** completes that haven't yet). If multiple cells have same number of completes for a particular stratification group, randomly choose one and assign respondent to that monadic cell. **Note that 2018 (Questions beginning with “N”) will be seen by every monadic cell and thus is not included in this explanation.**

## 2016-2018 SECTION INTRODUCTION STATEMENT

In the next few sections of this survey, you will be asked for your opinion on a variety of ideas that the United States Mint is considering for 2016, 2017, and 2018. Please note that these dates are not definite and that the ideas that the United States Mint is considering are not necessarily dependent on each other or activity from any other years.

### PROGRAMMING:

- **RANDOMLY ROTATE SURVEY PATH ORDER FOR 2016 (A-H), 2017 (R, T-Z), AND 2018 (N) FOR EACH RESPONDENT (I.E., A RESPONDENT MIGHT SEE 2016-A, 2017-R, 2018-N WHILE ANOTHER COULD SEE 2017-Y, 2016-B, 2018-N AND A THIRD COULD SEE 2018-N, 2016-F, 2017-W, ETC.)**

## 2016 100<sup>th</sup> ANNIVERSARY OF CLASSIC DESIGN: SECTIONS A-H

### PROGRAMMING:

- **ASSIGN SECTION A DESCRIPTION TO MONADIC CELLS AR, AT, AU, AV, AW, AX, AY, AZ ONLY**
- **ASSIGN SECTION B DESCRIPTION TO MONADIC CELLS BR, BT, BU, BV, BW, BX, BY, BZ ONLY**
- **ASSIGN SECTION C DESCRIPTION TO MONADIC CELLS CR, CT, CU, CV, CW, CX, CY, CZ ONLY**
- **ASSIGN SECTION D DESCRIPTION TO MONADIC CELLS DR, DT, DU, DV, DW, DX, DY, DZ ONLY**
- **ASSIGN SECTION E DESCRIPTION TO MONADIC CELLS ER, ET, EU, EV, EW, EX, EY, EZ ONLY**
- **ASSIGN SECTION F DESCRIPTION TO MONADIC CELLS FR, FT, FU, FV, FW, FX, FY, FZ ONLY**
- **ASSIGN SECTION G DESCRIPTION TO MONADIC CELLS GR, GT, GU, GV, GW, GX, GY, GZ ONLY**
- **ASSIGN SECTION H DESCRIPTION TO MONADIC CELLS HR, HT, HU, HV, HW, HX, HY, HZ ONLY**

### 2016 DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT:

The United States Mint is considering producing 3 special coins for the 100<sup>th</sup> anniversary of its classic designs in 2016. To celebrate this centennial occasion the United States Mint will strike the original coin designs, as they first appeared in 1916, in .9999 **[Platinum or Gold]**. These special 100<sup>th</sup> anniversary coins would be released over the course of 2016, with approximately 1 month between the releases of each coin. These coins would be:

- A 1/10 oz. **[Platinum OR Gold]** 1916 Mercury Dime with a **[proof OR uncirculated]** finish **[and a mintage limit of 70,000]** for **[\$165 OR \$170]**.
- A 1/4 oz. **[Platinum OR Gold]** 1916 Standing Liberty coin with a **[proof OR uncirculated]** finish **[and a mintage limit of 35,000]** for **[\$385 OR \$397]**.
- A 1/2 oz. **[Platinum OR Gold]** 1916 Walking Liberty coin with a **[proof OR uncirculated]** finish **[and a mintage limit of 25,000]** for **[\$745 OR \$770]**.



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

- SECTION A DESCRIPTION: Insert [Platinum], [proof], [\$165, \$385, and \$745] where noted.
- SECTION B DESCRIPTION: Insert [Platinum], [uncirculated], [\$165, \$385, and \$745].
- SECTION C DESCRIPTION: Insert [Gold], [proof], [\$170, \$397, and \$770].
- SECTION D DESCRIPTION: Insert [Gold], [uncirculated], [\$170, \$397, and \$770].
- SECTION E DESCRIPTION: Insert [Platinum], [proof], [and a mintage limit of 70,000/35,000/25,000], [\$165, \$385, and \$745].
- SECTION F DESCRIPTION: Insert [Platinum], [uncirculated], [and a mintage limit of 70,000/35,000/25,000], [\$165, \$385, and \$745].
- SECTION G DESCRIPTION: Insert [Gold], [proof], [and a mintage limit of 70,000/35,000/25,000], [\$170, \$397, and \$770].
- SECTION H DESCRIPTION: Insert [Gold], [uncirculated], [and a mintage limit of 70,000/35,000/25,000], [\$170, \$397, and \$770].

**PROGRAMMING:**

- SECTION A-H QUESTION NUMBERS TO CORRESPOND WITH MONADIC CELL ASSIGNMENT
- SECTION A, B, E, F QUESTIONS: Insert [Platinum] where noted.
- SECTION C, D, G, H QUESTIONS: Insert [Gold] where noted.

[A-H]-1. How appealing would each individual special 100<sup>th</sup> anniversary coin be to you?

*Please select one response per row. Click here to see coin descriptions.*

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of [Platinum OR Gold] 1916 Mercury Dime ([\$165 OR \$170])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Appeal of [Platinum OR Gold] 1916 Standing Liberty Coin ([\$385 OR \$397])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Appeal of [Platinum OR Gold] 1916 Walking Liberty Coin ([\$745 OR \$770])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- RANDOMIZE ROW ORDER

*Please select one response per row. Click here to see coin descriptions.*

[A-H]-2. How likely would you be to purchase each individual special 100<sup>th</sup> anniversary coin from the U.S. Mint?

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase [Platinum OR Gold] 1916 Mercury Dime ([\$165 OR \$170])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Likelihood to purchase [Platinum OR Gold] 1916 Standing Liberty Coin ([\$385 OR \$397])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Likelihood to purchase [Platinum OR Gold] 1916 Walking Liberty Coin ([\$745 OR \$770])	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[A-H]-3. How many of each individual special 100<sup>th</sup> anniversary coins from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	[Platinum OR Gold] 1916 Mercury Dime ([\$165 OR \$170])	_____
2	[Platinum OR Gold] 1916 Standing Liberty Coin ([\$385 OR \$397])	_____
3	[Platinum OR Gold] 1916 Walking Liberty Coin ([\$745 OR \$770])	_____

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- SHOW [A-H]-2 AND [A-H]-3 ON THE SAME PAGE
- SHOW IN SAME ROW ORDER AS [A-H]-1
- RANGE FOR [A-H]-3 IS 0 TO 9,999,999.

[A-H]-4. Why did you rate a [INSERT NUMBER FROM [A-H]-2 ROW 1] for how likely you are to purchase the [INSERT PRODUCT NAME FROM [A-H]-3 ROW 1]?

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

[A-H]-5. Why did you rate a [INSERT NUMBER FROM [A-H]-2 ROW 2] for how likely you are to purchase the [INSERT PRODUCT NAME FROM [A-H]-3 ROW 2]?

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

[A-H]-6. Why did you rate a [INSERT NUMBER FROM [A-H]-2 ROW 3] for how likely you are to purchase the [INSERT PRODUCT NAME FROM [A-H]-3 ROW 3]?

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

The U.S. Mint is also considering offering a special three-coin set that features all three coins (**[Platinum OR Gold]** 1916 Mercury Dime, Standing Liberty Coin, and 1916 Walking Liberty Coin) together in a custom-designed presentation case accompanied by a Certificate of Authenticity. The price of the set would be approximately \$1,350.

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

**[A-H]-7.** How appealing would a special 100<sup>th</sup> anniversary 3-coin set be to you?  
[Click here to see coin set description.](#)

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of <b>[Platinum OR Gold]</b> 1916 Mercury Dime, Standing Liberty Coin, and 1916 Walking Liberty Coin 3-coin set	o	o	o	o	o	o

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS

[Click here to see coin set description.](#)

**[A-H]-8.** How likely would you be to purchase a special 100<sup>th</sup> anniversary 3-coin set from the U.S. Mint?

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase <b>[Platinum OR Gold]</b> 1916 Mercury Dime, Standing Liberty Coin, and 1916 Walking Liberty Coin 3-coin set	o	o	o	o	o	o

**[A-H]-9.** How many special 100<sup>th</sup> anniversary 3-coin sets from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	<b>[Platinum OR Gold]</b> 1916 Mercury Dime, Standing Liberty Coin, and 1916 Walking Liberty Coin 3-coin set	_____

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- SHOW [A-H]-8 AND [A-H]-9 ON THE SAME PAGE
- RANGE FOR A-9 IS 0 TO 9,999,999.

**[A-H]-10.** Why did you rate a **[INSERT NUMBER FROM [A-H]-8]** for how likely you are to purchase the **[INSERT PRODUCT NAME FROM [A-H]-9]**?

--

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

Now please think about **both** the special 100<sup>th</sup> anniversary coins released individually, as well as in a 3-coin set.

**[A-H]-11.** You indicated some interest in both the individual coins and the 3-coin set. What are you most likely to do?

[Click here to see descriptions.](#)

1	Buy one or more of the individual coins <u>only</u> (i.e., but <u>not</u> the 3-coin set)	<input type="radio"/>
2	Buy the 3-coin set <u>only</u> (i.e., but <u>no</u> individual coins)	<input type="radio"/>
3	Buy both the 3-coin set and at least one or more of the individual coins	<input type="radio"/>

**PROGRAMMING:**

- ASK IF A VALUE >1 IS RATED IN BOTH ANY [A-H]-2 ROW AND [A-H]-8
- RANDOMIZE ROW ORDER OF ROWS 1 AND 2

---

**[A-H]-12.** How far apart would you prefer that each coin be released?

1	Approximately 1 month between the release of each classic coin	<input type="radio"/>
2	Approximately 2 months between the release of each classic coin	<input type="radio"/>
3	Approximately 3 months between the release of each classic coin	<input type="radio"/>

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS

<b>2017 PLATINUM AMERICAN EAGLE COINS: SECTIONS R, T-Z</b>
--

**PROGRAMMING:**

- ASSIGN SECTION R DESCRIPTION TO MONADIC CELLS AR, BR, CR, DR, ER, FR, GR, HR ONLY
- ASSIGN SECTION T DESCRIPTION TO MONADIC CELLS AT, BT, CT, DT, ET, FT, GT, HT ONLY

- ASSIGN SECTION U DESCRIPTION TO MONADIC CELLS AU, BU, CU, DU, EU, FU, GU, HU ONLY
- ASSIGN SECTION V DESCRIPTION TO MONADIC CELLS AV, BV, CV, DV, EV, FV, GV, HV ONLY
- ASSIGN SECTION W DESCRIPTION TO MONADIC CELLS AW,BW,CW,DW, EW, FW, GW, HW ONLY
- ASSIGN SECTION X DESCRIPTION TO MONADIC CELLS AX, BX, CX, DX, EX, FX, GX, HX ONLY
- ASSIGN SECTION Y DESCRIPTION TO MONADIC CELLS AY, BY, CY, DY, EY, FY, GY, HY ONLY
- ASSIGN SECTION Z DESCRIPTION TO MONADIC CELLS AZ, BZ, CZ, DZ, EZ, FZ, GZ, HZ ONLY

**2017 NEW DESIGN DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:**

The United States Mint is considering a redesign of the American Eagle Platinum coin in 2017 to commemorate its 20<sup>th</sup> anniversary. The coin would feature a **new rendition** of Liberty on the obverse and a singular, iconic Eagle on the reverse. The coin would be produced with a **[proof OR reverse proof]** finish **[without the usual privy OR with a special 20 year privy]**.



Current 2014 Design (obverse)

Privy mark



Current 2014 Design (reverse)



The price of this coin would be approximately **\$1,500**.

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

- SECTION R DESCRIPTION: Insert [proof], [without the usual privy].
- SECTION T DESCRIPTION: Insert [proof], [with a special 20 year privy].
- SECTION U DESCRIPTION: Insert [reverse proof], [without the usual privy].
- SECTION V DESCRIPTION: Insert [reverse proof], [with a special 20 year privy].

**1997 ORIGINAL DESIGN DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:**

The United States Mint is considering a redesign of the American Eagle Platinum coin in 2017 to commemorate its 20<sup>th</sup> anniversary. The coin would feature an original **rendition** of Liberty (first utilized in 1997) on the obverse and a singular, iconic Eagle on the reverse. The coin would be produced with a **[proof OR reverse proof]** finish **[without the usual privy OR with a special 20 year privy]**.



Current 2014 Design (obverse)

Privy mark



Current 2014 Design (reverse)



The price of this coin would be approximately **\$1,500**.

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

- SECTION W DESCRIPTION: Insert [proof], [without the usual privy].
- SECTION X DESCRIPTION: Insert [proof], [with a special 20 year privy].
- SECTION Y DESCRIPTION: Insert [reverse proof], [without the usual privy].
- SECTION Z DESCRIPTION: Insert [reverse proof], [with a special 20 year privy].

**PROGRAMMING:**

- SECTION R, T-Z QUESTION NUMBERS TO CORRESPOND WITH MONADIC CELL ASSIGNMNET

[R, T-Z]-1. How appealing would this special 20<sup>th</sup> anniversary coin be to you?

[Click here to see coin description.](#)



		Not At All Appealing					Extremely Appealing
		1	2	3	4	5	6
1	Appeal of <b>American Eagle Platinum 20<sup>th</sup> Anniversary coin (\$1,500)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS

[Click here to see coin description.](#)

[R, T-Z]-2. How likely would you be to purchase this special 20<sup>th</sup> anniversary coin from the U.S. Mint?

		Not At All Likely					Extremely Likely
		1	2	3	4	5	6
1	Likelihood to purchase <b>American Eagle Platinum 20<sup>th</sup> Anniversary coin (\$1,500)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[R, T-Z]-3. How many **American Eagle Platinum 20<sup>th</sup> Anniversary coins** would you be likely to purchase?

		Number Likely to Purchase
1	<b>American Eagle Platinum 20<sup>th</sup> Anniversary coin (\$1,500)</b>	_____

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- SHOW [R, T-Z]-2 AND [R, T-Z]-3 ON THE SAME PAGE
- RANGE FOR [R, T-Z]-3 IS 0 TO 9,999,999.

[R, T-Z]-4. Why did you rate a [INSERT NUMBER FROM [R, T-Z]-2] on how likely you are to purchase the **American Eagle Platinum 20<sup>th</sup> Anniversary coin**?

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

[R, T-Z]-5. Do you have an American Eagle Platinum coin collection?

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

**PROGRAMMING:**

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS

---

[U, V, Y, Z]-6. Specifically, thinking about the fact this **American Eagle Platinum 20<sup>th</sup> Anniversary coin** would only be produced in **a reverse proof finish** (and no proof finish coin would be produced in 2017), would this be a problem or issue for you with respect to your American Eagle Platinum coin collection?

*[Click here to see coin description.](#)*

1	It would be a <b>major</b> problem or issue	<input type="radio"/>
2	It would be a <b>minor</b> problem or issue	<input type="radio"/>
3	It would <b>not</b> be a problem or issue	<input type="radio"/>

**PROGRAMMING:**

- ASK ONLY TO SECTIONS U, V, Y, AND Z

**2018 PLATINUM AMERICAN EAGLE COIN SERIES PROGRAMS: SECTION N**

**PROGRAMMING: SHOW SECTION N DESCRIPTION TO ALL MONADIC CELLS**

**SECTION N DESCRIPTION:**

The United States Mint is considering a number of different, multi-year American Eagle Platinum coin series programs to begin in 2018. Each program would celebrate a different aspect of American History and would be minted in a proof finish. The current programs being considered are:

- A 3 year series that celebrates the Preamble of the Declaration of Independence (specifically “Life”, “Liberty”, and “the Pursuit of Happiness”)
- A 4 year series derived from FDR’s speech during WWII that would feature designs based on his four freedom principles (Freedom to Worship, Freedom of Speech, Freedom from Fear, and Freedom from Want)
- A 5 year series centered on the 1<sup>st</sup> Amendment (Freedom of Religion, Freedom of Speech, Freedom to Peacefully Assemble, Freedom of the Press, Freedom to Petition the Government for Perceived Grievances).

The price of each coin would be approximately **\$1,500**.

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

N-1. How appealing would each of these American Eagle Platinum coin series programs be to you?

		Not At All Appealing					Extremely Appealing	
		1	2	3	4	5	6	
1	3 year series that celebrates the Preamble of the Declaration of Independence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2	3 year series that celebrates the Preamble of the Declaration of Independence <b><u>with a special finish (e.g., reverse proof)</u></b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3	4 year series derived from FDR’s speech during WWII	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4	4 year series derived from FDR’s speech during WWII <b><u>with a special finish (e.g., reverse proof)</u></b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5	5 year series centered on the 1 <sup>st</sup> Amendment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6	5 year series centered on the 1 <sup>st</sup> Amendment <b><u>with a special finish (e.g., reverse proof)</u></b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7	Repeat of the American Eagle Platinum coin series program as it currently exists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

**PROGRAMMING:**

- ASK ALL
- RANDOMLY ALTERNATE ROW ORDER BETWEEN EITHER ASCENDING (ROWS 1-6) OR DESCENDING (ROW 6-1), KEEPING ROW 7 LAST ALWAYS

N-2. Which of these American Eagle Platinum coin series programs would you prefer the most?

1	3 year series that celebrates the Preamble of the Declaration of Independence	<input type="radio"/>
2	3 year series that celebrates the Preamble of the Declaration of Independence <b><u>with a special finish (e.g., reverse proof)</u></b>	<input type="radio"/>
3	4 year series derived from FDR’s speech during WWII	<input type="radio"/>
4	4 year series derived from FDR’s speech during WWII <b><u>with a special finish (e.g., reverse proof)</u></b>	<input type="radio"/>
5	5 year series centered on the 1 <sup>st</sup> Amendment	<input type="radio"/>

6	5 year series centered on the 1 <sup>st</sup> Amendment <b>with a special finish (e.g., reverse proof)</b>	<input type="radio"/>
7	Repeat of the American Eagle Platinum coin series program as it currently exists	<input type="radio"/>

**PROGRAMMING:**

- **ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 6**
  - 0 IF NO 6'S, ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 5
  - 0 IF NO 5'S, ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 4
  - 0 IF NO 4'S, ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 3
  - 0 IF NO 3'S, ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 2
  - 0 IF NO 2'S, ASK IF MORE THAN 1 ROW IN N-1 IS RATED A 1
- **IF ONLY 1 ROW IS HIGHEST RATED AUTOPUCH CORRESPONDING N-2 ROW AND SKIP**
- **ONLY SHOW ROWS WITH HIGHEST 'TIED' RATING (IF MULTIPLE 6'S THEN ONLY SHOW ROWS RATING 6'S, IF NO 6'S, BUT MULTIPLE ROWS RATING 5'S, THEN ONLY SHOW ROWS RATING 5'S, ETC.)**
- **SHOW ROWS IN SAME ORDER AS N-1**

N-3. Why did you select the [INSERT PRODUCT NAME FROM N-2] as your preferred American Eagle Platinum coin series program?

**PROGRAMMING:**

- **ASK ALL**
- **GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.**

The United States Mint is also considering producing high-end custom packaging for purchase in the first year of these proposed programs. Each high-end package would have empty spaces (3, 4, or 5 depending on the program) intended for the platinum coins from the program as they are released. It would cost \$20-\$40.

N-4. How likely would you be to purchase this high-end custom packaging from the US Mint?

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase <b>High-End Custom Packaging</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:**

- **ASK ALL**

**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 <sup>th</sup> 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 2014?

*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 IF ROW 1 IS SELECTED IN P-4**
- 

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**
- 

P-8. Are you or is someone in your immediate family a United States Mint employee?

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

**PROGRAMMING:**

- **IF ANSWERED "YES", COUNT AS A TERMINATE, SEND THEM TO THE "TERMINATED" SCREEN BUT SHOW TEXT THERE AS IF THEY ARE A COMPLETE.**
  - **IF ANSWERED "NO", SEND THEM TO THE "COMPLETED" SCREEN**
- 

Thank you for participating in this survey.

**PROGRAMMER: ADD ANY NECESSARY LANGUAGE FOR EXITING THE SURVEY.**