

United States Mint Research

American Eagle Silver and Gold Sales Research

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 **(insert valid OMB # when received)**.

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 **(insert Ops Manager name)** at **(insert Ops Manager email)**@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.

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.

| Potential Sample Groups (Final selection to be determined from analysis of U.S. Mint customer data) | |
|--|--|
| Group | Description |
| 1 | 2016-Bought None 2017-Bought None |
| 2 | 2016-Bought 0 Gold & 1 Silver 2017-Bought None |
| 3 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought None |
| 4 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought None |
| 5 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought None |
| 6 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought None |
| 7 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought None |
| 8 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought None |
| 9 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought None |
| 10 | 2016-Bought None 2017-Bought 0 Gold & 1 Silver |
| 11 | 2016-Bought 0 Gold & 1 Silver 2017-Bought 0 Gold & 1 Silver |
| 12 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought 0 Gold & 1 Silver |
| 13 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought 0 Gold & 1 Silver |
| 14 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought 0 Gold & 1 Silver |
| 15 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought 0 Gold & 1 Silver |
| 16 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought 0 Gold & 1 Silver |
| 17 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought 0 Gold & 1 Silver |
| 18 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought 0 Gold & 1 Silver |
| 19 | 2016-Bought None 2017-Bought 0 Gold & 2+ Silver |
| 20 | 2016-Bought 0 Gold & 1 Silver 2017-Bought 0 Gold & 2+ Silver |
| 21 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought 0 Gold & 2+ Silver |
| 22 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought 0 Gold & 2+ Silver |
| 23 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought 0 Gold & 2+ Silver |
| 24 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought 0 Gold & 2+ Silver |
| 25 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought 0 Gold & 2+ Silver |

| | |
|----|--|
| 26 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought 0 Gold & 2+ Silver |
| 27 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought 0 Gold & 2+ Silver |
| 28 | 2016-Bought None 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 29 | 2016-Bought 0 Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 30 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 31 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 32 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 33 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 34 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 35 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 36 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver |
| 37 | 2016-Bought None 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 38 | 2016-Bought 0 Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 39 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 40 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 41 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 42 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 43 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 44 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 45 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver |
| 46 | 2016-Bought None 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 47 | 2016-Bought 0 Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 48 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 49 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 50 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 51 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 52 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 53 | 2016-Bought \$>one 1oz. Gold & 1 Silver |

| | |
|----|--|
| | 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 54 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver |
| 55 | 2016-Bought None 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 56 | 2016-Bought 0 Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 57 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 58 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 59 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 60 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 61 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 62 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 63 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 0 Silver |
| 64 | 2016-Bought None 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 65 | 2016-Bought 0 Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 66 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 67 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 68 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 69 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 70 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 71 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 72 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 1 Silver |
| 73 | 2016-Bought None 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 74 | 2016-Bought 0 Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 75 | 2016-Bought 0 Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 76 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 77 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 78 | 2016-Bought >\$ 0 up to \$=one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 79 | 2016-Bought \$>one 1oz. Gold & 0 Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
| 80 | 2016-Bought \$>one 1oz. Gold & 1 Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |

| | |
|----|--|
| 81 | 2016-Bought \$>one 1oz. Gold & 2+ Silver 2017-Bought \$>one 1oz. Gold & 2+ Silver |
|----|--|

| Targets (TBD pending analysis of U.S. Mint customer data) | | |
|--|--------------|--------|
| Group | Description | Target |
| | TOTAL | 6,000 |

SCREENING CRITERIA: GENERAL

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"/> |
| 3a | For an organization that produces or distributes collectible coins | <input type="radio"/> | <input type="radio"/> |
| 3b | For an organization that buys or sells collectible coins | <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 ROWS 1, 2, OR 4.

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. 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 24 months ago | <input type="radio"/> |

| | | |
|---|--|-----------------------|
| 3 | 25 months 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**

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!

Coin Purchase Patterns

Purchase Types (2017) - Programmer: Do Not Display This Line

Q-1. In calendar year 2017, did you purchase any of the following **directly** from the U.S. Mint?

| | | Yes | No |
|---|--|-----|----|
| 1 | Any Platinum Coins (e.g., American Eagle Platinum Coins) | o | o |
| 2 | Any Gold Coins (e.g., American Eagle Gold Coins, American Buffalo Gold Coins, First Spouse Gold Coins, Gold Commemorative Coins)? | o | o |
| 3 | Any Silver Coins or Silver Coin Sets (e.g., American Eagle Silver Coins, Silver Commemorative Coins, America the Beautiful 5oz. Silver Coins, Silver Proof Sets, etc.) | o | o |
| 4 | Any Silver Medals | o | o |
| 5 | Any Other Products (i.e., not Platinum, Gold or Silver products) | o | o |

PROGRAMMING:

- ASK ALL.

Gold Purchase Types (2017) - Programmer: Do Not Display This Line

Q-2. Which of the following types of **Gold Coins** did you purchase **directly** from the U.S. Mint during the calendar year **2017** either alone or as part of another set or bundle of coins?

| | | Yes | No |
|---|---|-----|----|
| 1 | American Eagle Gold Coins | o | o |
| 2 | American Buffalo Gold Coins | o | o |
| 3 | Any First Spouse Gold Coins | o | o |
| 4 | Any Other Gold Coins purchased directly from the U.S. Mint | o | o |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 2 FOR Q-1

Silver Purchase Types (2017) - Programmer: Do Not Display This Line

Q-3. Which of the following types of **Silver Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2017** either alone or as part of another set or bundle of coins?

| | | Yes | No |
|---|---|-----------------------|-----------------------|
| 1 | American Eagle Silver Coins (either alone or included as part of another set) | <input type="radio"/> | <input type="radio"/> |
| 2 | America the Beautiful 5oz. Silver Coins | <input type="radio"/> | <input type="radio"/> |
| 3 | Annual Silver Proof Sets or America the Beautiful Silver Quarters Proof Set | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Other Silver Coins purchased <u>directly</u> from the U.S. Mint (e.g., Commemorative Coins, etc.) | <input type="radio"/> | <input type="radio"/> |
| 5 | Silver Medals | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- **ASK ONLY IF "YES" TO ROW 3 OR ROW 4 FOR Q-1**
 - IF "YES" TO ROW 3 ONLY FOR Q-1, SHOW ROWS 1-4 ONLY
 - IF "YES" TO ROW 4 ONLY FOR Q-1, SHOW ROW 5 ONLY
 - IF "YES" TO ROW 3 AND 4 FOR Q-1, SHOW ALL ROWS

Purchase Types (2016) - Programmer: Do Not Display This Line

Q-4. In **calendar year 2016**, did you purchase any of the following **directly from the U.S. Mint**?

| | | Yes | No |
|---|---|-----------------------|-----------------------|
| 1 | Any Platinum Coins (e.g., American Eagle Platinum Coins) | <input type="radio"/> | <input type="radio"/> |
| 2 | Any Gold Coins (e.g., American Eagle Gold Coins, American Buffalo Gold Coins, First Spouse Gold Coins, Gold Commemorative Coins)? | <input type="radio"/> | <input type="radio"/> |
| 3 | Any Silver Coins or Coin Sets (e.g., American Eagle Silver Coins, Silver Commemorative Coins, America the Beautiful 5oz. Silver Coins, Silver Proof Sets, etc.) | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Silver Medals | <input type="radio"/> | <input type="radio"/> |
| 5 | Any Other Products (i.e., not Platinum, Gold or Silver products) | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- **ASK ALL.**

Gold Purchase Types (2016) - Programmer: Do Not Display This Line

Q-5. Which of the following types of **Gold Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2016** either alone or as part of another set or bundle of coins?

| | | Yes | No |
|---|---|-----------------------|-----------------------|
| 1 | American Eagle Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 2 | American Buffalo Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 3 | Any First Spouse Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Other Gold Coins purchased <u>directly</u> from the U.S. Mint | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 2 FOR Q-4
-

Silver Purchase Types (2016) - Programmer: Do Not Display This Line

Q-6. Which of the following types of **Silver Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2016** either alone or as part of another set or bundle of coins?

| | | Yes | No |
|---|---|-----------------------|-----------------------|
| 1 | American Eagle Silver Coins (<i>either alone or included as part of another set</i>) | <input type="radio"/> | <input type="radio"/> |
| 2 | America the Beautiful 5oz. Silver Coins | <input type="radio"/> | <input type="radio"/> |
| 3 | Annual Silver Proof Sets or America the Beautiful Silver Quarters Proof Set | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Other Silver Coins purchased <u>directly</u> from the U.S. Mint (e.g., Commemorative Coins, etc.) | <input type="radio"/> | <input type="radio"/> |
| 5 | Silver Medals | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 3 OR ROW 4 FOR Q-4
0 IF "YES" TO ROW 3 ONLY FOR Q-4, SHOW ROWS 1-4 ONLY

- 0 IF "YES" TO ROW 4 ONLY FOR Q-4, SHOW ROW 5 ONLY
- 0 IF "YES" TO ROW 3 AND 4 FOR Q-4, SHOW ALL ROWS

Specific Platinum Purchases - Programmer: Do Not Display This Line

Q-7. Which of the following **Platinum Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2016** (either alone or as part of another set or bundle of coins), and how many did you purchase? During **2017**?

Please select the product types you purchased (and then fill in the quantity purchased).

| | | Purchased from the United States Mint in... | |
|---|--|---|--------------------------|
| | | 2016 | 2017 |
| 1 | American Eagle Platinum 1oz. Proof Coin | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Did not purchase any American Eagle Platinum Coins | 0 | 0 |

PROGRAMMING:

- ASK COLUMN 1 (PURCHASED FROM THE UNITED STATES MINT IN **2016**) ONLY IF "YES" TO ROW 1 FOR Q-4
- ASK COLUMN 2 (PURCHASED FROM THE UNITED STATES MINT IN **2017**) ONLY IF "YES" TO ROW 1 FOR Q-1
- ALWAYS DISPLAY BOTH COLUMNS, BUT FADE WHOLE COLUMN TO GREY IF "NO" DEPENDING UPON ANSWERS TO Q-1 AND Q-4
- "DID NOT PURCHASE [XXX]" IS MUTUALLY EXCLUSIVE WITH THE ITEMS IN ITS CATEGORY (EX: "AMERICAN EAGLE PLATINUM 1OZ. PROOF COIN").
- IF RESPONDENT CLICKS CHECK BOX (NOT "DID NOT PURCHASE ANY AMERICAN EAGLE PLATINUM COIN" CIRCLES"), HAVE NUMERICAL INPUT BOX POP UP TO THE RIGHT WHERE RESPONDENT MUST ENTER HOW MANY THEY BOUGHT. POP-UP SHOULD DISPLAY "ENTER NUMBER OF COINS PURCHASED"
 - 0 FOR THIS NUMERICAL INPUT BOX, RANGE IS 1 TO 9,999,999 (MUST ENTER A NON-ZERO NUMBER).

Specific Gold Purchases - Programmer: Do Not Display This Line

Q-8. Which of the following **Gold Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2016** (either alone or as part of another set or bundle of coins), and how many did you purchase? During **2017**?

Please select the product types you purchased (and then fill in the quantity purchased).

| | | Purchased from the United States Mint in... | |
|----------------------------------|---------------------------------------|---|--------------------------|
| | | 2016 | 2017 |
| American Eagle Gold Coins | | | |
| 1 | American Eagle Gold 1oz. Uncirculated | <input type="checkbox"/> | <input type="checkbox"/> |

| | | | |
|-------------------------------------|--|--------------------------|--------------------------|
| | Coin | | |
| 2 | American Eagle Gold 1oz. Proof Coin | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | American Eagle Gold ½oz. Coin | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | American Eagle Gold ¼oz. Coin | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | American Eagle Gold 1/10oz. Coin | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | <i>Did not purchase any American Eagle Gold Coins</i> | o | o |
| American Buffalo Gold Coins | | | |
| 7 | American Buffalo Gold Coins | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | <i>Did not purchase any American Buffalo Gold Coins</i> | o | o |
| First Spouse ½oz. Gold Coins | | | |
| 9 | Any First Spouse Gold Coins | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | <i>Did not purchase any First Spouse Gold Coins</i> | o | o |
| Commemorative Gold Coins | | | |
| 11 | Any Commemorative Gold Coins (e.g., National Park Service, Boys Town, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | <i>Did not purchase any Commemorative Gold Coins</i> | o | o |
| Other Gold Coins | | | |
| 13 | Any Other Gold Coins (e.g., American Liberty, Walking Liberty Half Dollar Centennial, Mercury Dime Centennial Gold Coin, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | <i>Did not purchase any Other Gold Coins</i> | o | o |

PROGRAMMING:

- **ASK ONLY IF “YES” TO EITHER ROW 2 OF Q-1 OR ROW 2 OF Q-4**
 - o **ALWAYS DISPLAY BOTH COLUMNS, BUT FADE WHOLE COLUMN/SECTION TO GREY IF “NO” DEPENDING UPON ANSWERS TO Q-1, Q-4; Q-2, Q-5**
 - **COLUMN 1 (PURCHASED FROM THE UNITED STATES MINT IN 2016)**
 - IF “YES” FOR ROW 1 OF Q-5, ALLOW DATA ENTRY FOR ROWS 1-6
 - IF “YES” FOR ROW 2 OF Q-5, ALLOW DATA ENTRY FOR ROWS 7-8
 - IF “YES” FOR ROW 3 OF Q-5, ALLOW DATA ENTRY FOR ROWS 9-10
 - IF “YES” FOR ROW 4 OF Q-5, ALLOW DATA ENTRY FOR ROWS 11-14
 - **COLUMN 2 (PURCHASED FROM THE UNITED STATES MINT IN 2017):**
 - IF “YES” FOR ROW 1 OF Q-2, ALLOW DATA ENTRY FOR ROWS 1-6
 - IF “YES” FOR ROW 2 OF Q-2, ALLOW DATA ENTRY FOR ROWS 7-8
 - IF “YES” FOR ROW 3 OF Q-2, ALLOW DATA ENTRY FOR 9-10
 - IF “YES” FOR ROW 4 OF Q-2, ALLOW DATA ENTRY FOR ROWS 11-14

- DELETE SECTION HEADING (E.G., “FIRST SPOUSE ½OZ. GOLD COINS”) IF NO ROWS WILL BE SHOWN UNDER THAT HEADING (IF “NO” IN BOTH Q-2 AND Q-5).
- EACH “DID NOT PURCHASE [XXX]” IS MUTUALLY EXCLUSIVE ONLY WITH THE ITEMS WITHIN ITS CATEGORY (EX: “OTHER GOLD COINS”). THUS, CAN SELECT “DID NOT PURCHASE ANY OTHER GOLD COINS” FOR ROW 14 BUT STILL ENTER VALUES FOR COINS IN GROUP “COMMEMORATIVE GOLD COINS.”
- IF RESPONDENT CLICKS CHECK BOX (NOT “DID NOT PURCHASE [XXX]” CIRCLES”), HAVE NUMERICAL INPUT BOX POP UP TO THE RIGHT WHERE RESPONDENT MUST ENTER HOW MANY THEY BOUGHT. POP-UP SHOULD DISPLAY “ENTER NUMBER OF COINS PURCHASED”
 - FOR THIS NUMERICAL INPUT BOX, RANGE IS 1 TO 9,999,999 (MUST ENTER A NON-ZERO NUMBER).

Specific Silver Purchases - Programmer: Do Not Display This Line

Q-9. Which of the following **Silver Coins** did you purchase **directly from the U.S. Mint** during the **calendar year 2016** (either alone or as part of another set or bundle of coins), and how many did you purchase? During **2017**?

Please select the product types you purchased (and then fill in the quantity purchased).

| | | Purchased from the United States Mint in... | |
|--|--|---|--------------------------|
| | | 2016 | 2017 |
| American Eagle Silver Coins | | | |
| 1 | American Eagle Silver Proof 1oz. Coin (include here either if purchased alone or included as part of another set) | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | American Eagle Silver Uncirculated 1oz. Coin (include here either if purchased alone or included as part of another set) | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Did not purchase any American Eagle Silver Coins | ○ | ○ |
| America the Beautiful 5oz. Silver Coins | | | |
| 4 | Any American the Beautiful 5oz. Silver Coins | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Did not purchase any America the Beautiful 5oz. Silver Coins | ○ | ○ |
| Annual Silver Sets | | | |
| 6 | America the Beautiful Quarters Silver Proof Set | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Annual Silver Proof Set | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | United States Mint Limited Edition Silver Proof Set | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Did not purchase any Annual Silver Sets | ○ | ○ |
| Commemorative Silver Coins | | | |

| | | | |
|----------------------|---|--------------------------|--------------------------|
| 10 | Any Commemorative Silver Coins (e.g., March of Dimes, Boys Town, Lion's Club, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | <i>Did not purchase any Commemorative Silver Coins</i> | <input type="radio"/> | <input type="radio"/> |
| Silver Medals | | | |
| 12 | Any Silver Medals (e.g. American Liberty 225th Anniversary Silver Medal) | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | <i>Did not purchase any Silver Medals</i> | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- **ASK ONLY IF “YES” TO EITHER ROW 2 OF Q-1 OR ROW 2 OF Q-4**
 - **ALWAYS DISPLAY BOTH COLUMNS, BUT FADE WHOLE COLUMN/SECTION TO GREY IF “NO” DEPENDING UPON ANSWERS TO Q-1, Q-4; Q-3, Q-6**
 - **COLUMN 1 (PURCHASED FROM THE UNITED STATES MINT IN 2016)**
 - IF “YES” FOR ROW 1 OF Q-6, ALLOW DATA ENTRY FOR ROWS 1-3
 - IF “YES” FOR ROW 2 OF Q-6, ALLOW DATA ENTRY FOR ROWS 4-5
 - IF “YES” FOR ROW 3 OF Q-6, ALLOW DATA ENTRY FOR 6-9
 - IF “YES” FOR ROW 4 OF Q-6, ALLOW DATA ENTRY FOR ROWS 10-11
 - IF “YES” FOR ROW 5 OF Q-6, ALLOW DATA ENTRY FOR ROWS 12-13
 - **COLUMN 2 (PURCHASED FROM THE UNITED STATES MINT IN 2017):**
 - IF “YES” FOR ROW 1 OF Q-3, ALLOW DATA ENTRY FOR ROWS 1-3
 - IF “YES” FOR ROW 2 OF Q-3, ALLOW DATA ENTRY FOR ROWS 4-5
 - IF “YES” FOR ROW 3 OF Q-3, ALLOW DATA ENTRY FOR 6-9
 - IF “YES” FOR ROW 4 OF Q-3, ALLOW DATA ENTRY FOR ROWS 10-11
 - IF “YES” FOR ROW 5 OF Q-3, ALLOW DATA ENTRY FOR ROWS 12-13
- **DELETE SECTION HEADING (E.G., “SILVER MEDALS”) IF NO ROWS WILL BE SHOWN UNDER THAT HEADING (IF “NO” IN BOTH Q-3 AND Q-6).**
- **EACH “DID NOT PURCHASE [XXX]” IS MUTUALLY EXCLUSIVE ONLY WITH THE ITEMS WITHIN ITS CATEGORY (EX: “SILVER MEDALS”). THUS, CAN SELECT “DID NOT PURCHASE ANY SILVER MEDALS” FOR ROW 13 BUT STILL ENTER VALUES FOR COINS IN GROUP “COMMEMORATIVE SILVER COINS.”**
- **IF RESPONDENT CLICKS CHECK BOX (NOT “DID NOT PURCHASE [XXX]” CIRCLES”), HAVE NUMERICAL INPUT BOX POP UP TO THE RIGHT WHERE RESPONDENT MUST ENTER HOW MANY THEY BOUGHT. POP-UP SHOULD DISPLAY “ENTER NUMBER OF COINS PURCHASED”**
 - **FOR THIS NUMERICAL INPUT BOX, RANGE IS 1 TO 9,999,999 (MUST ENTER A NON-ZERO NUMBER).**

PROGRAMMING:

- **CALCULATE TOTAL AE GOLD SPEND IN 2016 AND 2017 AND CATEGORIZE IN ONE OF FOLLOWING:**
 - o \$0 BOTH YEAR
 - o >\$0 IN 2017, \$0 IN 2016
 - o >\$0 IN 2016, \$0 IN 2017
 - o BOTH >\$0; INCREASED BY MORE THAN 5% IN 2017 VS. 2016
 - o BOTH >\$0; STAYED ABOUT THE SAME
 - o BOTH >\$0; DECREASED BY MORE THAN 5% IN 2017 VS. 2016
- **CALCULATE TOTAL AE SILVER SPEND IN 2016 AND 2017 AND CATEGORIZE IN ONE OF FOLLOWING:**
 - o \$0 BOTH YEAR
 - o >\$0 IN 2017, \$0 IN 2016
 - o >\$0 IN 2016, \$0 IN 2017
 - o BOTH >\$0; INCREASED BY MORE THAN 5% IN 2017 VS. 2016
 - o BOTH >\$0; STAYED ABOUT THE SAME
 - o BOTH >\$0; DECREASED BY MORE THAN 5% IN 2017 VS. 2016
- **CALCULATE TOTAL US MINT GOLD + PLATINUM COIN SPEND IN 2016 AND 2017 AND CATEGORIZE IN ONE OF FOLLOWING:**
 - o \$0 BOTH YEAR
 - o >\$0 IN 2017, \$0 IN 2016
 - o >\$0 IN 2016, \$0 IN 2017
 - o BOTH >\$0; INCREASED BY MORE THAN 5% IN 2017 VS. 2016
 - o BOTH >\$0; STAYED ABOUT THE SAME
 - o BOTH >\$0; DECREASED BY MORE THAN 5% IN 2017 VS. 2016
- **CALCULATE TOTAL US MINT SILVER COIN/MEDAL SPEND IN 2016 AND 2017 AND CATEGORIZE IN ONE OF FOLLOWING:**
 - o \$0 BOTH YEAR
 - o >\$0 IN 2017, \$0 IN 2016
 - o >\$0 IN 2016, \$0 IN 2017
 - o BOTH >\$0; INCREASED BY MORE THAN 5% IN 2017 VS. 2016
 - o BOTH >\$0; STAYED ABOUT THE SAME
 - o BOTH >\$0; DECREASED BY MORE THAN 5% IN 2017 VS. 2016

AE Gold Trajectory Classification Confirmation – Programmer: Do Not Display This Line

Q-10. Based on your prior answers, it appears you...

1. [...purchased American Eagle Gold coins from the U.S. Mint in 2017 but not in 2016]
2. [...purchased American Eagle Gold coins from the U.S. Mint in 2016 but not in 2017]
3. [...spent about the same with the U.S. Mint on American Eagle Gold coins in 2016 and 2017]
4. [...increased your spending with the U.S. Mint on American Eagle Gold coins in 2017 vs. 2016]
5. [...decreased your spending with the U.S. Mint on American Eagle Gold coins in 2017 vs. 2016]
6. [...increased your spending with the U.S. Mint on American Eagle Gold coins by a large amount in 2017 vs. 2016]
7. [...decreased your spending with the U.S. Mint on American Eagle Gold coins by a large amount in 2017 vs. 2016]

Would you say that is an accurate statement?

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

PROGRAMMING:

- ASK ALL.
- INSERT PHRASE INTO QUESTION HEADER BASED ON SPEND LEVEL:
 - 0 IF TOTAL AE GOLD SPEND IN 2017 > 0, BUT TOTAL AE GOLD SPEND IN 2016 = 0, CATEGORIZE AS ROW 1.
 - 0 IF TOTAL AE GOLD SPEND IN 2017 = 0, BUT TOTAL AE GOLD SPEND IN 2016 >0, CATEGORIZE AS ROW 2.
 - 0 IF TOTAL AE GOLD SPEND IN 2017 ~= TOTAL AE GOLD SPEND IN 2016, CATEGORIZE AS ROW 3.
 - 0 IF TOTAL AE GOLD SPEND IN 2017 > TOTAL AE GOLD SPEND IN 2016, CATEGORIZE AS ROW 4.
 - 0 IF TOTAL AE GOLD SPEND IN 2017 < TOTAL AE GOLD SPEND IN 2016, CATEGORIZE AS ROW 5.
 - 0 IF TOTAL AE GOLD SPEND IN 2017 ≥ (2X) TOTAL AE GOLD SPEND IN 2016, CATEGORIZE AS ROW 6.
 - 0 IF (2X) TOTAL AE GOLD SPEND IN 2017 ≤ TOTAL AE GOLD SPEND IN 2016, CATEGORIZE AS ROW 6, CATEGORIZE AS ROW 7.

AE Gold Trajectory Reclassification – Asked if Q-10 is “No” – Programmer: Do Not Display This Line

Q-11. Which most accurately describes your purchases of American Eagle **Gold** Coins from the U.S. Mint in **2017 versus 2016**?

| | | |
|---|--|-----------------------|
| 1 | Purchased American Eagle Gold coins from the U.S. Mint in 2017 but not in 2016 | <input type="radio"/> |
| 2 | Purchased American Eagle Gold coins from the U.S. Mint in 2016 but not in 2017 | <input type="radio"/> |
| 3 | Spent about the same with the U.S. Mint on American Eagle Gold coins in 2016 and 2017 | <input type="radio"/> |
| 4 | Increased your spending with the U.S. Mint on American Eagle Gold coins in 2017 vs. 2016 | <input type="radio"/> |
| 5 | Decreased your spending with the U.S. Mint on American Eagle Gold coins in 2017 vs. 2016 | <input type="radio"/> |
| 6 | Increased your spending with the U.S. Mint on American Eagle Gold coins by a large amount in 2017 vs. 2016 | <input type="radio"/> |
| 7 | Decreased your spending with the U.S. Mint on American Eagle Gold coins by a large amount in 2017 vs. 2016 | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF “NO” SELECTED FOR Q-10.
- SHOW ALL ROWS

Reasons for Increasing AE Gold – Programmer: Do Not Display This Line

Q-12. Why did you [XXX]?

Select all that apply.

| | | |
|----|--|--------------------------|
| 1 | My interest in investing in Gold coins increased in 2017 vs. 2016 | <input type="checkbox"/> |
| 2 | My financial situation allowed me to spend more on Gold coins in 2017 than I was able to in 2016 | <input type="checkbox"/> |
| 3 | I became more interested in American Eagle Gold coins in 2017 vs. 2016 | <input type="checkbox"/> |
| 4 | I purchased more American Eagle Gold coins for people other than myself in 2017 vs. 2016 | <input type="checkbox"/> |
| 5 | I decreased my purchasing of other types of Gold coins from the US Mint in 2017 (which meant I decided to purchase more American Eagle Gold coins) | <input type="checkbox"/> |
| 6 | I decreased my purchasing of other types of gold coins/products from other organizations in 2017 (which meant I decided to purchase more American Eagle Gold coins) | <input type="checkbox"/> |
| 7 | I just chose to spend more on Gold coins in 2017 | <input type="checkbox"/> |
| 8 | I felt American Eagle Gold coins were a better investment in 2017 vs. 2016 | <input type="checkbox"/> |
| 9 | I decided to shift my purchasing to spend more on Gold coins in 2017 instead of on other precious metal (i.e., Silver and/or Platinum) coins | <input type="checkbox"/> |
| 10 | I spent more on American Eagle Gold coins in 2017 because I remembered to purchase them, as opposed to 2016 | <input type="checkbox"/> |
| 11 | I spent more on American Eagle Gold coins in 2017 because they were in stock when I tried to purchase them, as opposed to 2016 | <input type="checkbox"/> |
| 12 | The timing of the release of American Eagle Gold coins was better for me in 2017 and so I was able to purchase more than I did in 2016 | <input type="checkbox"/> |
| 13 | Other (<i>Please describe:</i>) | <input type="checkbox"/> |

PROGRAMMING:

- **ASK IF ROW 1, 4, OR 6 SELECTED IN Q-11 OR ROWS 1, 4, OR 6 SHOWN IN Q-10 AND RESPONDENT SELECTED “YES” IN Q-10**
 - o **IF ROW 4 OR ROW 6, REPLACE “XXX” WITH “SPENDING MORE ON AMERICAN EAGLE GOLD COINS WITH THE U.S. MINT IN 2017 THAN IN 2016”**
 - o **IF ROW 1 IN Q-10/Q-11, REPLACE “XXX” WITH “PURCHASE AMERICAN EAGLE GOLD COINS FROM THE U.S. MINT IN 2017 BUT NOT IN 2016”**
- **RANDOMIZE ROW ORDER EXCEPT KEEP “OTHER” LAST**
- **IF SELECT “OTHER (PLEASE DESCRIBE),” HAVE TEXT BOX POP UP TO FILL IN.**

Top Reason for Increasing AE Gold – Programmer: Do Not Display This Line

Q-13. Which was the most important reason for [XXX]?

Please select only one response.

| | | |
|---|--|-----------------------|
| 1 | My interest in investing in Gold coins increased in 2017 vs. 2016 | <input type="radio"/> |
| 2 | My financial situation allowed me to spend more on Gold coins in 2017 than I was able to in 2016 | <input type="radio"/> |
| 3 | I became more interested in American Eagle Gold coins in 2017 vs. 2016 | <input type="radio"/> |

| | | |
|----|--|---|
| 4 | I purchased more American Eagle Gold coins for people other than myself in 2017 vs. 2016 | o |
| 5 | I decreased my purchasing of other types of Gold coins from the US Mint in 2017 (which meant I decided to purchase more American Eagle Gold coins) | o |
| 6 | I decreased my purchasing of other types of Gold coins/products from other organizations in 2017 (which meant I decided to purchase more American Eagle Gold coins) | o |
| 7 | I just chose to spend more on Gold coins in 2017 | o |
| 8 | I felt American Eagle Gold coins were a better investment in 2017 vs. 2016 | o |
| 9 | I decided to shift my purchasing to spend more on Gold coins in 2017 instead of on other precious metal (i.e., Silver and/or Platinum) coins | o |
| 10 | I spent more on American Eagle Gold coins in 2017 because I remembered to purchase them, as opposed to 2016 | o |
| 11 | I spent more on American Eagle Gold coins in 2017 because they were in stock when I tried to purchase them, as opposed to 2016 | o |
| 12 | The timing of the release of American Eagle Gold coins was better for me in 2017 and so I was able to purchase more than I did in 2016 | o |
| 13 | [IF APPLICABLE, INSERT RESPONDENT OTHER SPECIFY FROM Q-12] | o |

PROGRAMMING:

- **ASK ONLY IF MULTIPLE SELECTED FOR Q-12**
 - o **IF ROW 3 OR ROW 6 IN Q-10/Q-11, REPLACE “XXX” WITH “SPENDING MORE ON AMERICAN EAGLE GOLD COINS WITH THE U.S. MINT IN 2017 THAN IN 2016”**
 - o **IF ROW 1 IN Q-10/Q-11, REPLACE “XXX” WITH “PURCHASE AMERICAN EAGLE GOLD COINS FROM THE U.S. MINT IN 2017 BUT NOT IN 2016”**
- **SHOW ONLY ROWS SELECTED IN Q-12**
- **RANDOMIZE ROW ORDER EXCEPT KEEP “OTHER” LAST**
- **PIPE IN OTHER FROM Q-12 IF APPLICABLE.**

Verbatim Reason for Increasing AE Gold – Programmer: Do Not Display This Line

Q-14. In your own words, what factors led you to increase your spending on American Eagle **Gold** coins with the **U.S. Mint** in 2017 versus 2016?

PROGRAMMING:

- **ASK ONLY IF Q12 ASKED.**
- **GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.**

Reasons for Decreasing AE Gold – Programmer: Do Not Display This Line

Q-15. Why did you [XXX]?

Select all that apply.

| | | |
|----|--|--------------------------|
| 1 | My interest in investing in Gold coins decreased in 2017 vs. 2016 | <input type="checkbox"/> |
| 2 | My financial situation didn't allow me to spend as much on Gold coins in 2017 as I was able to in 2016 | <input type="checkbox"/> |
| 3 | I became less interested in American Eagle Gold coins in 2017 vs. 2016 | <input type="checkbox"/> |
| 4 | I purchased less American Eagle Gold coins for people other than myself in 2017 vs. 2016 | <input type="checkbox"/> |
| 5 | I increased my purchasing of other types of Gold coins from the US Mint in 2017 (which meant I decided to purchase less American Eagle Gold coins) | <input type="checkbox"/> |
| 6 | I increased my purchasing of other types of Gold coins/products from other organizations in 2017 (which meant I decided to purchase less American Eagle Gold coins) | <input type="checkbox"/> |
| 7 | I just chose to spend less on Gold coins in 2017 | <input type="checkbox"/> |
| 8 | I felt American Eagle Gold coins were not as good of an investment in 2017 as I did in 2016 | <input type="checkbox"/> |
| 9 | I decided to shift my purchasing to spend less on Gold coins in 2017 and instead spend more on other precious metal (i.e., Silver and/or Platinum) coins | <input type="checkbox"/> |
| 10 | I didn't spend as much on American Eagle Gold coins in 2017 because I forgot to purchase them | <input type="checkbox"/> |
| 11 | I didn't spend as much on American Eagle Gold coins in 2017 because they were sold out when I tried to purchase them | <input type="checkbox"/> |
| 12 | The timing of the release of American Eagle Gold coins was worse for me in 2017 and so I wasn't able to purchase as many as I did in 2016 | <input type="checkbox"/> |
| 13 | Other (Please describe:) | <input type="checkbox"/> |

PROGRAMMING:

- **ASK IF ROW 2, 5, OR 7 SELECTED IN Q-11 OR ROWS 2, 5, OR 7 SHOWN IN Q-10 AND RESPONDENT SELECTED "YES" IN Q-10**
 - o IF ROW 2 IN Q-10/Q-11, REPLACE "XXX" WITH "SPEND LESS ON AMERICAN EAGLE GOLD COINS WITH THE U.S. MINT IN 2017 THAN IN 2016"
 - o IF ROW 5 OR ROW 7 IN Q-10/Q-11, REPLACE "XXX" WITH "STOP PURCHASING AMERICAN EAGLE GOLD COINS FROM THE U.S. MINT IN 2017 RELATIVE TO 2016"
- **RANDOMIZE LEVELS EXCEPT FOR "OTHER"**
- **IF SELECT "OTHER (PLEASE DESCRIBE)," HAVE TEXT BOX POP UP TO FILL IN.**

Top Reason for Decreasing AE Gold – Programmer: Do Not Display This Line

Q-16. Which was the most important reason for [XXX]?

Please select only one response.

| | | |
|----|--|---|
| 1 | My interest in investing in Gold coins decreased in 2017 vs. 2016 | o |
| 2 | My financial situation didn't allow me to spend as much on Gold coins in 2017 as I was able to in 2016 | o |
| 3 | I became less interested in American Eagle Gold coins in 2017 vs. 2016 | o |
| 4 | I purchased less American Eagle Gold coins for people other than myself in 2017 vs. 2016 | o |
| 5 | I increased my purchasing of other types of Gold coins from the US Mint in 2017 (which meant I decided to purchase less American Eagle gold coins) | o |
| 6 | I increased my purchasing of other types of Gold coins/products from other organizations in 2017 (which meant I decided to purchase less American Eagle Gold coins) | o |
| 7 | I just chose to spend less on Gold coins in 2017 | o |
| 8 | I felt American Eagle Gold coins were not as good of an investment in 2017 as I did in 2016 | o |
| 9 | I decided to shift my purchasing to spend less on Gold coins in 2017 and instead spend more on other precious metal (i.e., Silver and/or Platinum) coins | o |
| 10 | I didn't spend as much on American Eagle Gold coins in 2017 because I forgot to purchase them | o |
| 11 | I didn't spend as much on American Eagle Gold coins in 2017 because they were sold out when I tried to purchase them | o |
| 12 | The timing of the release of American Eagle Gold coins was worse for me in 2017 and so I wasn't able to purchase as many as I did in 2016 | o |
| 13 | [IF APPLICABLE, INSERT RESPONDENT OTHER SPECIFY FROM Q-15] | o |

PROGRAMMING:

- **ASK ONLY IF MULTIPLE SELECTED FOR Q-15**
 - o **IF ROW 2 IN Q-10/Q-11, REPLACE "XXX" WITH "SPEND LESS ON AMERICAN EAGLE GOLD COINS WITH THE U.S. MINT IN 2017 THAN IN 2016"**
 - o **IF ROW 5 OR ROW 7 IN Q-10/Q-11, REPLACE "XXX" WITH "STOP PURCHASING AMERICAN EAGLE GOLD COINS FROM THE U.S. MINT IN 2017 RELATIVE TO 2016"**
- **SHOW ONLY ROWS SELECTED IN Q-15**
- **RANDOMIZE ROW ORDER EXCEPT KEEP "OTHER" LAST**
- **PIPE IN OTHER FROM Q-15 IF APPLICABLE.**

Verbatim Reason for Decreasing AE Gold – Programmer: Do Not Display This Line

Q-17. In your own words, what factors led you to decrease your spending on American Eagle **Gold** coins **with the U.S. Mint** in 2017 versus 2016?

PROGRAMMING:

- ASK ONLY IF Q15 ASKED.
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

Follow-Up Verbatim if Purchased Other Gold Coins as Reason for Decreasing AE Gold – Programmer: Do Not Display This Line

Q-18. Which other coins did you purchase from [The U.S. Mint / organizations other than the U.S. Mint / The U.S. Mint and organizations other than the U.S. Mint] in 2017 instead of American Eagle **Gold** Coins?

PROGRAMMING:

- ASK ONLY IF ROWS 5 OR 6 SELECTED IN Q-15
 - 0 IF ROW 5 SELECTED, ENTER “THE U.S. MINT”
 - 0 IF ROW 6 SELECTED, ENTER “ORGANIZATIONS OTHER THAN THE U.S. MINT”
 - 0 IF ROWS 5 AND 6 BOTH SELECTED, ENTER “THE U.S. MINT AND ORGANIZATIONS OTHER THAN THE U.S. MINT”
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

AE Silver Trajectory Classification Confirmation – Programmer: Do Not Display This Line

Q-19. Based on your prior answers, it appears you...

1. [...purchased American Eagle Silver coins from the U.S. Mint in 2017 but not in 2016]
2. [...purchased American Eagle Silver coins from the U.S. Mint in 2016 but not in 2017]
3. [...spent about the same with the U.S. Mint on American Eagle Silver coins in 2016 and 2017]
4. [...increased your spending with the U.S. Mint on American Eagle Silver coins in 2017 vs. 2016]
5. [...decreased your spending with the U.S. Mint on American Eagle Silver coins in 2017 vs. 2016]
6. [...increased your spending with the U.S. Mint on American Eagle Silver coins by a large amount in 2017 vs. 2016]
7. [...decreased your spending with the U.S. Mint on American Eagle Silver coins by a large amount in 2017 vs. 2016]

Would you say that is an accurate statement?

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

PROGRAMMING:

- ASK ALL.

- **INSERT PHRASE INTO QUESTION HEADER BASED ON SPEND LEVEL:**
 - IF TOTAL AE SILVER SPEND IN 2017 > 0, BUT TOTAL AE SILVER SPEND IN 2016 = 0, CATEGORIZE AS ROW 1.
 - IF TOTAL AE SILVER SPEND IN 2017 = 0, BUT TOTAL AE SILVER SPEND IN 2016 >0, CATEGORIZE AS ROW 2.
 - IF TOTAL AE SILVER SPEND IN 2017 ~ = TOTAL AE SILVER SPEND IN 2016, CATEGORIZE AS ROW 3.
 - IF TOTAL AE SILVER SPEND IN 2017 > TOTAL AE SILVER SPEND IN 2016, CATEGORIZE AS ROW 4.
 - IF TOTAL AE SILVER SPEND IN 2017 < TOTAL AE SILVER SPEND IN 2016, CATEGORIZE AS ROW 5.
 - IF TOTAL AE SILVER SPEND IN 2017 \geq (2X) TOTAL AE SILVER SPEND IN 2016, CATEGORIZE AS ROW 6.
 - IF (2X) TOTAL AE SILVER SPEND IN 2017 \leq TOTAL AE SILVER SPEND IN 2016, CATEGORIZE AS ROW 7.

AE Silver Trajectory Reclassification – Asked if Q-19 is “No” – Programmer: Do Not Display This Line

Q-20. Which most accurately describes your purchases of American Eagle **Silver** Coins from the U.S. Mint in **2017 versus 2016**?

| | | |
|---|--|-----------------------|
| 1 | Purchased American Eagle Silver coins from the U.S. Mint in 2017 but not in 2016 | <input type="radio"/> |
| 2 | Purchased American Eagle Silver coins from the U.S. Mint in 2016 but not in 2017 | <input type="radio"/> |
| 3 | Spent about the same with the U.S. Mint on American Eagle Silver coins in 2016 and 2017 | <input type="radio"/> |
| 4 | Increased your spending with the U.S. Mint on American Eagle Silver coins in 2017 vs. 2016 | <input type="radio"/> |
| 5 | Decreased your spending with the U.S. Mint on American Eagle Silver coins in 2017 vs. 2016 | <input type="radio"/> |
| 6 | Increased your spending with the U.S. Mint on American Eagle Silver coins by a large amount in 2017 vs. 2016 | <input type="radio"/> |
| 7 | Decreased your spending with the U.S. Mint on American Eagle Silver coins by a large amount in 2017 vs. 2016 | <input type="radio"/> |

PROGRAMMING:

- **ASK ONLY IF “NO” SELECTED FOR Q-19.**
- **SHOW ALL ROWS**

Reasons for Increasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-21. Why did you [XXX]?

Select all that apply.

| | | |
|---|---|--------------------------|
| 1 | My interest in investing in Silver coins increased in 2017 vs. 2016 | <input type="checkbox"/> |
| 2 | My financial situation allowed me to spend more on Silver coins | <input type="checkbox"/> |

| | | |
|----|--|--------------------------|
| | in 2017 than I was able to in 2016 | |
| 3 | I became more interested in American Eagle Silver coins in 2017 vs. 2016 | <input type="checkbox"/> |
| 4 | I purchased more American Eagle Silver coins for people other than myself in 2017 vs. 2016 | <input type="checkbox"/> |
| 5 | I decreased my purchasing of other types of Silver coins from the US Mint in 2017 (which meant I decided to purchase more American Eagle silver coins) | <input type="checkbox"/> |
| 6 | I decreased my purchasing of other types of Silver coins/products from other organizations in 2017 (which meant I decided to purchase more American Eagle Silver coins) | <input type="checkbox"/> |
| 7 | I just chose to spend more on Silver coins in 2017 | <input type="checkbox"/> |
| 8 | I felt American Eagle Silver coins were a better investment in 2017 vs. 2016 | <input type="checkbox"/> |
| 9 | I decided to shift my purchasing to spend more on Silver coins in 2017 instead of on other precious metal (i.e., Gold and/or Platinum) coins | <input type="checkbox"/> |
| 10 | I spent more on American Eagle Silver coins in 2017 because I remembered to purchase them, as opposed to 2016 | <input type="checkbox"/> |
| 11 | I spent more on American Eagle Silver coins in 2017 because they were in stock when I tried to purchase them, as opposed to 2016 | <input type="checkbox"/> |
| 12 | The timing of the release of American Eagle Silver coins was better for me in 2017 and so I was able to purchase more than I did in 2016 | <input type="checkbox"/> |
| 13 | Other (Please describe:) | <input type="checkbox"/> |

PROGRAMMING:

- **ASK IF ROW 1, 4, OR 6 SELECTED IN Q-20 OR ROWS 1, 4, OR 6 SHOWN IN Q-19 AND RESPONDENT SELECTED “YES” IN Q-19**
 - **IF ROW 4 OR ROW 6 IN Q-19/Q-20, REPLACE “XXX” WITH “SPEND MORE ON AMERICAN EAGLE SILVER COINS WITH THE U.S. MINT IN 2017 THAN IN 2016”**
 - **IF ROW 1 IN Q-19/Q-20, REPLACE “XXX” WITH “PURCHASE AMERICAN EAGLE SILVER COINS FROM THE U.S. MINT IN 2017 BUT NOT IN 2016”**
- **RANDOMIZE LEVELS EXCEPT FOR “OTHER”**
- **IF SELECT “OTHER (PLEASE DESCRIBE),” HAVE TEXT BOX POP UP TO FILL IN.**

Top Reason for Increasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-22. Which was the most important reason for [XXX]?

Please select only one response.

| | | |
|---|--|-----------------------|
| 1 | My interest in investing in Silver coins increased in 2017 vs. 2016 | <input type="radio"/> |
| 2 | My financial situation allowed me to spend more on Silver coins in 2017 than I was able to in 2016 | <input type="radio"/> |
| 3 | I became more interested in American Eagle Silver coins in 2017 vs. 2016 | <input type="radio"/> |
| 4 | I purchased more American Eagle Silver coins for people other than myself in 2017 vs. 2016 | <input type="radio"/> |
| 5 | I decreased my purchasing of other types of Silver coins from | <input type="radio"/> |

| | | |
|----|--|---|
| | the US Mint in 2017 (which meant I decided to purchase more American Eagle Silver coins) | |
| 6 | I decreased my purchasing of other types of Silver coins/products from other organizations in 2017 (which meant I decided to purchase more American Eagle Silver coins) | o |
| 7 | I just chose to spend more on Silver coins in 2017 | o |
| 8 | I felt American Eagle Silver coins were a better investment in 2017 vs. 2016 | o |
| 9 | I decided to shift my purchasing to spend more on Silver coins in 2017 instead of on other precious metal (i.e., Gold and/or Platinum) coins | o |
| 10 | I spent more on American Eagle Silver coins in 2017 because I remembered to purchase them, as opposed to 2016 | o |
| 11 | I spent more on American Eagle Silver coins in 2017 because they were in stock when I tried to purchase them, as opposed to 2016 | o |
| 12 | The timing of the release of American Eagle Silver coins was better for me in 2017 and so I was able to purchase more than I did in 2016 | o |
| 13 | [IF APPLICABLE, INSERT RESPONDENT OTHER SPECIFY FROM Q-21] | o |

PROGRAMMING:

- **ASK ONLY IF MULTIPLE SELECTED FOR Q-21**
 - o **IF ROW 4 OR ROW 6 IN Q-19/Q-20, REPLACE “XXX” WITH “SPEND MORE ON AMERICAN EAGLE SILVER COINS WITH THE U.S. MINT IN 2017 THAN IN 2016”**
 - o **IF ROW 1 IN Q-19/Q-20, REPLACE “XXX” WITH “PURCHASE AMERICAN EAGLE SILVER COINS FROM THE U.S. MINT IN 2017 BUT NOT IN 2016”**
- **SHOW ONLY ROWS SELECTED IN Q-21**
- **RANDOMIZE ROW ORDER EXCEPT KEEP “OTHER” LAST**
- **PIPE IN OTHER FROM Q-21 IF APPLICABLE.**

Verbatim Reason for Increasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-23. In your own words, what factors led you to increase your spending on American Eagle Silver coins **with the U.S. Mint** in 2017 versus 2016?

PROGRAMMING:

- **ASK ONLY IF Q-21 ASKED.**
- **GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.**

Reasons for Decreasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-24. Why did you [XXX]?

Select all that apply.

| | | |
|----|--|--------------------------|
| 1 | My interest in investing in Silver coins decreased in 2017 vs. 2016 | <input type="checkbox"/> |
| 2 | My financial situation didn't allow me to spend as much on Silver coins in 2017 as I was able to in 2016 | <input type="checkbox"/> |
| 3 | I became less interested in American Eagle Silver coins in 2017 vs. 2016 | <input type="checkbox"/> |
| 4 | I purchased less American Eagle Silver coins for people other than myself in 2017 vs. 2016 | <input type="checkbox"/> |
| 5 | I increased my purchasing of other types of Silver coins from the US Mint in 2017 (which meant I decided to purchase less American Eagle Silver coins) | <input type="checkbox"/> |
| 6 | I increased my purchasing of other types of Silver coins/products from other organizations in 2017 (which meant I decided to purchase less American Eagle Silver coins) | <input type="checkbox"/> |
| 7 | I just chose to spend less on Silver coins in 2017 | <input type="checkbox"/> |
| 8 | I felt American Eagle Silver coins were not as good of an investment in 2017 as I did in 2016 | <input type="checkbox"/> |
| 9 | I decided to shift my purchasing to spend less on Silver coins in 2017 and instead spend more on other precious metal (i.e., Gold and/or Platinum) coins | <input type="checkbox"/> |
| 10 | I didn't spend as much on American Eagle Silver coins in 2017 because I forgot to purchase them | <input type="checkbox"/> |
| 11 | I didn't spend as much on American Eagle Silver coins in 2017 because they were sold out when I tried to purchase them | <input type="checkbox"/> |
| 12 | The timing of the release of American Eagle Silver coins was worse for me in 2017 and so I wasn't able to purchase as many as I did in 2016 | <input type="checkbox"/> |
| 13 | Other (Please describe:) | <input type="checkbox"/> |

PROGRAMMING:

- **ASK IF ROW 2, 5, OR 7 SELECTED IN Q-20 OR ROWS 2, 5, OR 7 SHOWN IN Q-19 AND RESPONDENT SELECTED "YES" IN Q-19**
 - o IF ROW 2 IN Q-19/Q-20, REPLACE "XXX" WITH "SPEND LESS ON AMERICAN EAGLE SILVER COINS WITH THE U.S. MINT IN 2017 THAN IN 2016"
 - o IF ROW 5 OR ROW 7 IN Q-19/Q-20, REPLACE "XXX" WITH "STOP PURCHASING AMERICAN EAGLE SILVER COINS FROM THE U.S. MINT IN 2017 RELATIVE TO 2016"
- **RANDOMIZE LEVELS EXCEPT FOR "OTHER"**
- **IF SELECT "OTHER (PLEASE DESCRIBE)," HAVE TEXT BOX POP UP TO FILL IN.**

Top Reason for Decreasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-25. Which was the most important reason for [XXX]?

Please select only one response.

| | | |
|---|---|-----------------------|
| 1 | My interest in investing in Silver coins decreased in 2017 vs. 2016 | <input type="radio"/> |
| 2 | My financial situation didn't allow me to spend as much on Silver | <input type="radio"/> |

| | | |
|----|--|---|
| | coins in 2017 as I was able to in 2016 | |
| 3 | I became less interested in American Eagle Silver coins in 2017 vs. 2016 | o |
| 4 | I purchased less American Eagle Silver coins for people other than myself in 2017 vs. 2016 | o |
| 5 | I increased my purchasing of other types of Silver coins from the US Mint in 2017 (which meant I decided to purchase less American Eagle Silver coins) | o |
| 6 | I increased my purchasing of other types of Silver coins/products from other organizations in 2017 (which meant I decided to purchase less American Eagle Silver coins) | o |
| 7 | I just chose to spend less on Silver coins in 2017 | o |
| 8 | I felt American Eagle Silver coins were not as good of an investment in 2017 as I did in 2016 | o |
| 9 | I decided to shift my purchasing to spend less on Silver coins in 2017 and instead spend more on other precious metal (i.e., Gold and/or Platinum) coins | o |
| 10 | I didn't spend as much on American Eagle Silver coins in 2017 because I forgot to purchase them | o |
| 11 | I didn't spend as much on American Eagle Silver coins in 2017 because they were sold out when I tried to purchase them | o |
| 12 | The timing of the release of American Eagle Silver coins was worse for me in 2017 and so I wasn't able to purchase as many as I did in 2016 | o |
| 13 | [IF APPLICABLE, INSERT RESPONDENT OTHER SPECIFY FROM Q-24] | o |

PROGRAMMING:

- **ASK ONLY IF MULTIPLE SELECTED FOR Q-24**
 - o **IF ROW 2 IN Q-19/Q-20, REPLACE "XXX" WITH "SPEND LESS ON AMERICAN EAGLE SILVER COINS WITH THE U.S. MINT IN 2017 THAN IN 2016"**
 - o **IF ROW 5 OR ROW 7 IN Q-19/Q-20, REPLACE "XXX" WITH "STOP PURCHASING AMERICAN EAGLE SILVER COINS FROM THE U.S. MINT IN 2017 RELATIVE TO 2016"**
- **RANDOMIZE LEVELS EXCEPT FOR "OTHER"**
- **PIPE IN OTHER FROM Q-24 IF APPLICABLE.**

Verbatim Reason for Decreasing AE Silver Purchase – Programmer: Do Not Display This Line

Q-26. In your own words, what factors led you to decrease your spending on American Eagle **Silver** coins **with the U.S. Mint** in 2017 versus 2016?

PROGRAMMING:

- **ASK ONLY IF Q-24 ASKED**
- **GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.**

Verbatim Follow-Up if Other Coins Purchases Decreased AE Silver Purchase – Programmer: Do Not Display This Line

Q-27. Which other coins did you purchase from [The U.S. Mint / organizations other than the U.S. Mint / The U.S. Mint and organizations other than the U.S. Mint] in 2017 instead of American Eagle **Silver** Coins?

| |
|--|
| |
|--|

PROGRAMMING:

- ASK ONLY IF ROWS 5 OR 6 SELECTED IN Q-24
 - o IF ROW 5 SELECTED, ENTER “THE U.S. MINT”
 - o IF ROW 6 SELECTED, ENTER “ORGANIZATIONS OTHER THAN THE U.S. MINT”
 - o IF ROWS 5 AND 6 BOTH SELECTED, ENTER “THE U.S. MINT AND ORGANIZATIONS OTHER THAN THE U.S. MINT”
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

Strength of Consideration of AE Gold Purchase in 2017 – Programmer: Do Not Display This Line

Q-28. Did you consider purchasing American Eagle **Gold** coins **directly** from the U.S. Mint in 2017?
Please select one response for each row.

| | | Did not consider at all | Thought about it, but not seriously | Seriously considered, but in the end decided not to purchase |
|---|----------------------------------|-------------------------|-------------------------------------|--|
| 1 | American Eagle Gold Coins | o | o | o |

PROGRAMMING:

- ASK ONLY IF ROW 2 FOR Q-10/Q-11 SELECTED

Strength of Consideration of AE Silver Purchase in 2017 – Programmer: Do Not Display This Line

Q-29. Did you consider purchasing American Eagle **Silver** coins **directly** from the U.S. Mint in 2017?
Please select one response for each row.

| | | Did not consider at all | Thought about it, but not seriously | Seriously considered, but in the end decided not to purchase |
|--|--|-------------------------|-------------------------------------|--|
| | | | | |

| | | | | |
|---|------------------------------------|---|---|---|
| 1 | American Eagle Silver Coins | o | o | o |
|---|------------------------------------|---|---|---|

PROGRAMMING:

- ASK ONLY IF ROW 2 FOR Q-19/Q-20 SELECTED

Initiatives that Could Have Increased AE Gold & Silver Purchases in 2017 – Programmer: Do Not Display This Line

Q-30. Which of the following things could the U.S. Mint have done that would have increased the amount you spent on American Eagle [XXX] coins **directly from the U.S. Mint** in 2017?

| | | |
|----|--|--------------------------|
| 1 | An email or text reminder to purchase | <input type="checkbox"/> |
| 2 | A reminder to purchase or American Eagle brochure sent by U.S. Mail | <input type="checkbox"/> |
| 3 | Discounts if I enroll in automatic purchases | <input type="checkbox"/> |
| 4 | Custom-made variety pack of American Eagle coins | <input type="checkbox"/> |
| 5 | Allowed me to preorder / purchase in advance | <input type="checkbox"/> |
| 6 | Provided free shipping | <input type="checkbox"/> |
| 7 | Provided expedited shipping | <input type="checkbox"/> |
| 8 | Improved or changed the design of these coins | <input type="checkbox"/> |
| 9 | Issued an array of American Eagle [XXX] coins with different mint marks | <input type="checkbox"/> |
| 10 | Issued American Eagle [XXX] coins in a special finish (e.g., reverse proof, enhanced uncirculated, etc.) | <input type="checkbox"/> |
| 11 | Other (Please describe:) | <input type="checkbox"/> |
| 12 | None of the above | o |

PROGRAMMING:

- ASK ONLY IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED OR ROWS 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED.
- RANDOMIZE ROW ORDER EXCEPT FOR “OTHER” AND “NONE OF THE ABOVE”
- FILL IN [XXX] BASED ON ANSWERS TO Q10/11 AND Q19/20:
 - o IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED, INSERT “GOLD”
 - o IF ROWS 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT “SILVER”
 - o IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED AND 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT “GOLD AND SILVER”

Top Initiative for Increasing AE Gold & Silver Purchases – Programmer: Do Not Display This Line

Q-31. Which of these would have had the **greatest impact** in increasing your purchasing of American Eagle [XXX] coins **directly from the U.S. Mint**? Which 2nd?

Please select one response for each column.

| | | Greatest Impact | 2 nd Greatest Impact |
|----|--|-----------------------|---------------------------------|
| 1 | An email or text reminder to purchase | <input type="radio"/> | <input type="radio"/> |
| 2 | A reminder to purchase or American Eagle brochure sent by U.S. Mail | <input type="radio"/> | <input type="radio"/> |
| 3 | Discounts if I enroll in automatic purchases | <input type="radio"/> | <input type="radio"/> |
| 4 | Custom-made variety pack of American Eagle coins | <input type="radio"/> | <input type="radio"/> |
| 5 | Allowed me to preorder / purchase in advance | <input type="radio"/> | <input type="radio"/> |
| 6 | Provided free shipping | <input type="radio"/> | <input type="radio"/> |
| 7 | Provided expedited shipping | <input type="radio"/> | <input type="radio"/> |
| 8 | Improved or changed the design of these coins | <input type="radio"/> | <input type="radio"/> |
| 9 | Issued an array of American Eagle [XXX] coins with different mint marks | <input type="radio"/> | <input type="radio"/> |
| 10 | Issued American Eagle [XXX] coins in a special finish (e.g., reverse proof, enhanced uncirculated, etc.) | <input type="radio"/> | <input type="radio"/> |
| 11 | [IF APPLICABLE, INSERT RESPONDENT OTHER SPECIFY FROM Q-30] | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF 2 OR MORE ITEMS SELECTED IN Q-30
- FILL IN [XXX] BASED ON ANSWERS TO Q10/11 AND Q19/20:
 - IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED, INSERT "GOLD"
 - IF ROWS 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT "SILVER"
 - IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED AND 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT "GOLD AND SILVER"
- ONLY SHOW ITEMS SELECTED IN Q-30; INSERT RESPONDENT OTHER SPECIFY IF SELECTED
- RESPONDENTS MAY ONLY SELECT ONE ITEM IN COLUMN 1 "GREATEST IMPACT" AND ONE ITEM IN COLUMN 2 "2ND GREATEST IMPACT"

Self-Stated Initiatives that Could Have Increased AE Gold & Silver Purchases in 2017 – Programmer: Do Not Display This Line

Q-32. In your own words, what could the U.S. Mint have done to get you to buy American Eagle [XXX] coins **directly from the U.S. Mint** in 2017?

PROGRAMMING:

- ASK ALL
- FILL IN [XXX] BASED ON ANSWERS TO Q10/11 AND Q19/20:
 - 0 IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED, INSERT "GOLD"
 - 0 IF ROWS 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT "SILVER"
 - 0 IF ROWS 2, 3, 5, OR 7 FOR Q-10/Q-11 SELECTED AND 2, 3, 5, OR 7 FOR Q-19/Q-20 SELECTED, INSERT "GOLD AND SILVER"
- GIVE ERROR MESSAGE IF BLANK ON FIRST ATTEMPT TO PASS, ALLOW TO PROCEED AFTER SECOND.

ADDITIONAL COIN PURCHASE PATTERNS

Other U.S. Mint Purchases in 2016-2017 – Programmer: Do Not Display This Line

Q-33. Which of the following Other (i.e., not Platinum, Gold, or Silver) products did you purchase **directly from the U.S. Mint** during the **calendar year 2016**, and how many did you purchase? During **2017**?

Please select the product types you purchased (and then fill in the quantity purchased).

| | |
|--|---|
| | Purchased from the United States Mint in... |
|--|---|

| Product types | | 2016 | 2017 |
|---------------|---|--------------------------|--------------------------|
| 1 | Annual (Clad) Proof Set | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | America the Beautiful Quarters (Clad) Proof Set | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Bronze Medals | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Any other U.S. Mint Products (not including Platinum, Gold, Silver Coins or Sets) | <input type="checkbox"/> | <input type="checkbox"/> |

PROGRAMMING:

- ASK ALL
- IF RESPONDENT CLICKS A CELL IN ROWS 1-3, HAVE NUMERICAL INPUT BOX POP UP TO THE RIGHT WHERE RESPONDENT MUST ENTER HOW MANY THEY BOUGHT. POP-UP SHOULD DISPLAY “ENTER QUANTITY PURCHASED”
 - FOR THIS NUMERICAL INPUT BOX, RANGE IS 1 TO 9,999,999 (MUST ENTER A NON-ZERO NUMBER).
- IF CELL IN ROW 4 SELECTED, SHOW NUMERICAL INPUT BOX WITH PROMPT “ENTER AMOUNT SPENT”:
 - ADD IN “\$” CURRENCY SIGN BEFORE EACH ENTRY SPACE
 - RANGE IS STILL 0 TO 9,999,999.

Q-34. And now think about any purchases you made in 2016 and 2017 of **coins that were not produced by the U.S. Mint**. About how much did you spend, in total, on the following types of coins that were not produced by the U.S. Mint?

Please fill in the amount spent.

| | | Amount Spent on Coins <u>NOT</u> produced by the United States Mint... | |
|---------------|--|--|----------|
| Product types | | 2016 | 2017 |
| 1 | Gold Coins (that were not produced by United States Mint) | \$ _____ | \$ _____ |
| 2 | Silver Coins (that were not produced by United States Mint) | \$ _____ | \$ _____ |
| 3 | Platinum Coins (that were not produced by United States Mint) | \$ _____ | \$ _____ |
| 4 | Any Other Types of Coins (not including Platinum, Gold, Silver Coins or Sets) that were not produced by United States Mint | \$ _____ | \$ _____ |

PROGRAMMING:

- ASK ALL.
- ADD IN “\$” CURRENCY SIGN BEFORE EACH ENTRY SPACE
- DO NOT ALLOW BLANKS.
- RANGE IS 0 TO 9,999,999.

Indirect U.S. Mint Purchases in 2016-2017 – Programmer: Do Not Display This Line

Q-35. And now think about any purchases you made in 2016 or 2017 on **United States Mint coins** that you **did not purchase directly from the United States Mint (e.g., you purchased them from a distributor/third party)**. About how much did you spend, in total, on each of the following?

Please fill in the amount spent.

| Product types | | Amount Spent on U.S. Mint Coins that you <u>did NOT purchase directly from</u> the United States Mint... | |
|---------------|--|--|----------|
| | | 2016 | 2017 |
| 1 | United States Mint Gold American Eagle Coins | \$ _____ | \$ _____ |
| 2 | Other Gold United States Mint Coins | \$ _____ | \$ _____ |
| 3 | United States Mint Silver American Eagle Coins | \$ _____ | \$ _____ |
| 4 | Other Silver United States Mint Coins | \$ _____ | \$ _____ |
| 5 | Platinum United States Mint Coins | \$ _____ | \$ _____ |
| 6 | Any Other Types of United States Mint Coins (not including Platinum, Gold, Silver Coins or Sets) | \$ _____ | \$ _____ |

PROGRAMMING:

- **ASK ALL.**
- **ADD IN "\$" CURRENCY SIGN BEFORE EACH ENTRY SPACE**
- **DO NOT ALLOW BLANKS.**
- **RANGE IS 0 TO 9,999,999.**

2018 Purchase Intentions

Future AE Gold Trajectory – Programmer: Do Not Display This Line

Q-36. Which of the following best describes your likely purchasing of American Eagle **Gold** coins **directly from the U.S. Mint** in 2018 versus the amount you purchased in 2017?

Please select one response.

| | | 2018 American Eagle Gold Purchasing Plans |
|---|---|---|
| 1 | Increase my purchasing (either quantity or size or both) of American Eagle Gold coins | o |

| | | |
|---|---|-----------------------|
| 2 | Decrease my purchasing (either quantity or size or both) of American Eagle Gold coins | <input type="radio"/> |
| 3 | No change in my purchasing (either quantity or size or both) of American Eagle Gold coins | <input type="radio"/> |

PROGRAMMING:

- ASK ALL
- DROP ROW 2 IF DID NOT PURCHASE ANY AE GOLD COINS IN 2017

Future AE Silver Trajectory – Programmer: Do Not Display This Line

Q-37. Which of the following best describes your likely purchasing of American Eagle **Silver** coins **directly from the U.S. Mint** in 2018 versus the amount you purchased in 2017?

Please select one response.

| | | 2018 American Eagle Silver Purchasing Plans |
|---|---|---|
| 1 | Increase my purchasing (either quantity or size or both) of American Eagle Silver coins | <input type="radio"/> |
| 2 | Decrease my purchasing (either quantity or size or both) of American Eagle Silver coins | <input type="radio"/> |
| 3 | No change in my purchasing (either quantity or size or both) of American Eagle Silver coins | <input type="radio"/> |

PROGRAMMING:

- ASK ALL
- DROP ROW 2 IF DID NOT PURCHASE ANY AE SILVER COINS IN 2017

2018 Purchase Likelihood – Programmer: Do Not Display This Line

Q-38. How likely are you to purchase each type of coin **directly from the U.S. Mint** in **2018** either alone or as part of another set or bundle of coins? Approximate costs are listed, but are subject to market fluctuations.

Please select one response for each row.

| | | Not At All Likely | | | | | | Extremely Likely |
|----------------------------------|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | |
| American Eagle Gold Coins | | | | | | | | |
| 1 | Likelihood to purchase American Eagle Gold 1oz. Uncirculated Coin (Approx. \$1575) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| 2 | Likelihood to purchase American Eagle Gold 1oz. Proof Coin (Approx. \$1600) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| 3 | Likelihood to purchase American | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

| | | | | | | | |
|--------------------------------------|---|---|---|---|---|---|---|
| | Eagle Gold ½oz. Coin (Approx. \$820) | | | | | | |
| 4 | Likelihood to purchase American Eagle Gold ¼oz. Coin (Approx. \$420) | o | o | o | o | o | o |
| 5 | Likelihood to purchase American Eagle Gold 1/10oz. Coin (Approx. \$180) | o | o | o | o | o | o |
| American Eagle Silver Coins | | | | | | | |
| 6 | American Eagle Silver Uncirculated Coin (Approx. \$45) | o | o | o | o | o | o |
| 7 | American Eagle Silver Proof Coin (Approx. \$55) | o | o | o | o | o | o |
| American Eagle Platinum Coins | | | | | | | |
| 8 | Likelihood to purchase American Eagle Platinum 1oz. Proof Coin (Approx. \$1600) | o | o | o | o | o | o |
| Silver Proof Sets | | | | | | | |
| 9 | Likelihood to purchase Annual Silver Proof Set (Approx. \$55) | o | o | o | o | o | o |
| 10 | Likelihood to purchase America the Beautiful Quarters Silver Proof Set (Approx. \$30) | o | o | o | o | o | o |
| Clad Proof Sets | | | | | | | |
| 11 | Likelihood to purchase Annual (Clad) Proof Set (Approx. \$30) | o | o | o | o | o | o |
| 12 | Likelihood to purchase America the Beautiful Quarters (Clad) Proof Set (Approx. \$15) | o | o | o | o | o | o |
| Bronze Medals | | | | | | | |
| 13 | Likelihood to purchase 3 Inch Bronze Medal (Approx. \$40) | o | o | o | o | o | o |
| 14 | Likelihood to purchase 1.5 Inch Bronze Medal (Approx. \$7) | o | o | o | o | o | o |

PROGRAMMING:

- ASK ALL

2018 Purchase Quantity – Programmer: Do Not Display This Line

Q-39. How many of each type of coin are you likely to purchase **directly from the U.S. Mint** in **2018** either alone or as part of another set or bundle of coins? Approximate costs are listed, but are subject to market fluctuations.

Please fill in the quantity likely to purchase for each row.

| | | Number Likely to Purchase in 2018 |
|---|---|-----------------------------------|
| American Eagle <u>Gold</u> Coins | | |
| 1 | American Eagle Gold 1oz. Uncirculated Coin (Approx. \$1575) | _____ |
| 2 | American Eagle Gold 1oz. Proof Coin (Approx. \$1600) | _____ |
| 3 | American Eagle Gold ½oz. Coin (Approx. \$820) | _____ |
| 4 | American Eagle Gold ¼oz. Coin (Approx. \$420) | _____ |
| 5 | American Eagle Gold 1/10oz. Coin (Approx. \$180) | _____ |
| American Eagle <u>Silver</u> Coins | | |
| 6 | American Eagle Silver Uncirculated Coin (Approx. \$45) | _____ |
| 7 | American Eagle Silver Proof Coin (Approx. \$55) | _____ |
| American Eagle <u>Platinum</u> Coins | | |
| 8 | Likelihood to purchase American Eagle Platinum 1oz. Proof Coin (Approx. \$1600) | _____ |
| Silver Proof Sets | | |
| 9 | Annual Silver Proof Set (Approx. \$55) | _____ |
| 10 | America the Beautiful Quarters Silver Proof Set (Approx. \$30) | _____ |
| Clad Proof Sets | | |
| 11 | Annual (Clad) Proof Set (Approx. \$30) | _____ |
| 12 | America the Beautiful Quarters (Clad) Proof Set (Approx. \$15) | _____ |
| Bronze Medals | | |

| | | |
|----|---|-------|
| 13 | 3 Inch Bronze Medal (Approx. \$40) | _____ |
| 14 | 1.5 Inch Bronze Medal (Approx. \$7) | _____ |

PROGRAMMING:

- ONLY ASK ROW IF RATING >1 IN Q38
- RANGE IS 1 TO 9,999,999.
- DELETE SECTION HEADING (E.G., "AMERICAN EAGLE SILVER COINS") IF NO ROWS WILL BE SHOWN UNDER THAT HEADING

CLASSIFICATION INFORMATION

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

P-1. In **calendar year 2015 or before**, did you purchase any of the following **directly from the U.S. Mint**?

| | | Yes | No |
|---|---|-----------------------|-----------------------|
| 1 | Any Platinum Coins (e.g., American Eagle Platinum Coin) | <input type="radio"/> | <input type="radio"/> |
| 2 | Any Gold Coins (e.g., American Eagle Gold Coins, American Buffalo Gold Coins, First Spouse Gold Coins, Gold Commemorative Coins)? | <input type="radio"/> | <input type="radio"/> |
| 3 | Any Silver Coins or Coin Sets (e.g., American Eagle Silver Coins, Silver Commemorative Coins, America the Beautiful 5oz. Silver Coins, Silver Proof Sets, etc.) | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Silver Medals | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ALL.
-

P-2. Did you purchase American Eagle **Platinum Coins** from the U.S. Mint **during the calendar year 2015 or before** *either alone or as part of another set or bundle of coins?*

| | | Yes | No |
|---|-------------------------------|-----------------------|-----------------------|
| 1 | American Eagle Platinum Coins | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 1 FOR P-1
-

P-3. Which of the following types of **Gold Coins** did you purchase from the U.S. Mint **during the calendar year 2015 or before** *either alone or as part of another set or bundle of coins?*

| | | Yes | No |
|---|--|-----------------------|-----------------------|
| 1 | American Eagle Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 2 | American Buffalo Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 3 | Any First Spouse Gold Coins | <input type="radio"/> | <input type="radio"/> |
| 4 | Any Other Gold Coins directly from the U.S. Mint | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 2 FOR P-1
-

P-4. Which of the following types of **Silver Coins** did you purchase from the U.S. Mint **during the calendar year 2015 or before** *either alone or as part of another set or bundle of coins?*

| | | Yes | No |
|---|--|-----------------------|-----------------------|
| 1 | American Eagle Silver Coins | <input type="radio"/> | <input type="radio"/> |
| 2 | America the Beautiful 5oz. Silver Coins | <input type="radio"/> | <input type="radio"/> |
| 3 | Any Other Silver Coins directly from the U.S. Mint (e.g., Commemorative Coins, etc.) | <input type="radio"/> | <input type="radio"/> |
| 4 | Annual Silver Proof Sets | <input type="radio"/> | <input type="radio"/> |
| 5 | Silver Medals | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING:

- ASK ONLY IF "YES" TO ROW 3 FOR P-1

P-5. 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-6. 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-7. Which of the following categories best describes your total household income before taxes in 2016?

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-8. Are you...?

| | | |
|---|--------|-----------------------|
| 1 | Male | <input type="radio"/> |
| 2 | Female | <input type="radio"/> |

PROGRAMMING:

- ASK ALL.

P-9. Are you Hispanic or Latino?

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

PROGRAMMING:

- ASK ALL

P-10. 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 | 0 |
|---|----------------------|---|

PROGRAMMING:

- ASK ALL
-

P-11. Are you or is someone in your immediate family a United States Mint employee?

| | |
|-----|---|
| Yes | 0 |
| No | 0 |

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.