

United States Mint Research

*Native American 20th Anniversary Gold Coin,
Morgan & Peace Silver Medal, and Presidential
Silver Medal with BEP Intaglio Print Demand
Estimate*

September 28, 2018

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 **XXXX-XXXX-XXXX**.

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 entrust other entities with respondent-identified survey data only 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.

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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 call Nick Diana weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to ndiana@naxionthinking.com

Please click the Forward button to begin the survey.

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 or Gold Purchasers (w/ Silver Medal Purchases) – Low Spend (less than Group 1 median spend)
1B	Platinum or Gold Purchasers (w/ Silver Medal Purchases) – High Spend (greater than Group 1 median spend)
2A	Platinum or Gold Purchasers (w/ No Silver Medal Purchases) – Low Spend (less than Group 2 median spend)
2B	Platinum or Gold Purchasers (w/ No Silver Medal Purchases) – High Spend (greater than Group 2 median spend)
3A	Silver Medal (but not Platinum/Gold) Purchasers – Low Spend (less than Group 3 median spend)
3B	Silver Medal (but not Platinum/Gold) Purchasers – High Spend (greater than Group 3 median spend)
4A	Silver (but not Platinum/Gold and/or any Silver Medal) Purchasers – Low Spend (less than Group 4 median spend)
4B	Silver Medal (but not Platinum/Gold and/or any Silver Medal) Purchasers – High Spend (greater than Group 4 median spend)
5A	Native American (bags, rolls, boxes, coin & currency) Purchasers (but not Silver and/or Platinum/Gold Purchasers) – Low Spend (less than Group 5 median spend)
5B	Native American (bags, rolls, boxes, coin & currency) Purchasers (but not Silver and/or Platinum/Gold Purchasers) – High Spend (greater than Group 5 median spend)
6A	General Customers (but not Native American/Silver/Gold/Platinum Purchasers) – Low Spend (less than Group 6 median spend)
6B	General Customers (but not Native American/Silver/Gold/Platinum Purchasers) – High Spend (greater than Group 6 median spend)

Targets		
Group	Description	Target
1A/B	Platinum or Gold Purchasers (w/ Silver Medal Purchases)	600
2A/B	Platinum or Gold Purchasers (w/ No Silver Medal Purchases)	600
3A/B	Silver Medal (but not Platinum/Gold) Purchasers	400-500
4A/B	Silver (but not Platinum/Gold and/or any Silver Medal) Purchasers	1,200
5A/B	Native American (bags, rolls, boxes, coin & currency) Purchasers (but not Silver and/or Platinum/Gold Purchasers)	400-500
6A/B	General Customers (but not Native American/Silver/Gold/Platinum Purchasers)	1,600
	TOTAL	4,800-5,000

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?	o	o
2	For an advertising, sales promotion, or public relations firm?	o	o
3	For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	o	o
4	As a journalist/freelance writer?	o	o

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	o
2	18 to 30	o
3	31 to 45	o
4	46 to 59	o
5	60 to 70	o
6	70+	o

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 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-4. 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-3 =L_1 THEN AUTO FILL "YES" FOR S-4 AND SKIP
- IF "NO" SEND TO TERMINATION SCREEN AFTER S-5, UNLESS SAMPLE GROUPS 1A/B, 2A/B, 3A/B, OR 5A/B.

S-5. Which of the following items have you *ever* bought *directly from the United States Mint*?

Select all that apply.

Product types		Ever Purchased from the United States Mint
Annual Coin Sets		
	Annual Clad Proof Sets	
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
Annual Silver Proof Sets		
3	- Full set	<input type="checkbox"/>
4	- Quarters set	<input type="checkbox"/>
4B	- Limited Edition Silver Proof Set	<input type="checkbox"/>
Annual Clad Uncirculated Sets		
5A	- Full set (the full set of P and D coins)	<input type="checkbox"/>
5B	- Quarters set	<input type="checkbox"/>
American Eagle Platinum Coins		
6	American Eagle Platinum Proof 1 oz. Coins	<input type="checkbox"/>
American Eagle Gold Coins		
7	American Eagle Gold Uncirculated 1 oz. Coins	<input type="checkbox"/>
8	American Eagle Gold Proof 1 oz. Coins	<input type="checkbox"/>
9	American Eagle Gold Proof ½ oz. Coins	<input type="checkbox"/>
10	American Eagle Gold Proof ¼ oz. Coins	<input type="checkbox"/>
11	American Eagle Gold Proof 1/10 oz. Coins	<input type="checkbox"/>
American Eagle Silver Coins		
12	American Eagle Silver Uncirculated 1 oz. Coins	<input type="checkbox"/>
13	American Eagle Silver Proof 1 oz. Coins	<input type="checkbox"/>
Gold Coins (Not American Eagle)		
14	American Buffalo Gold Coins	<input type="checkbox"/>
Commemorative Coins		
15	Gold Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
16	Silver Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
17	Clad Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
America the Beautiful Coins		
18	5 oz. Silver America the Beautiful Coin	<input type="checkbox"/>
Medals		
19	Bronze Medals (e.g., Presidential Bronze Medals, Fallen Heroes of NY, Rosa Parks, Monuments Men, etc.)	<input type="checkbox"/>
20	Silver Medals (e.g. American Liberty, American Liberty 225 th Anniversary, Presidential Silver Medal, etc.)	<input type="checkbox"/>
Other Coins/Coin sets		
21	Native American \$1 Coin Rolls, Bags and Boxes	<input type="checkbox"/>
22	Native American Coin & Currency Set	<input type="checkbox"/>
23	Other Coin/Coin Sets	<input type="checkbox"/>
24	None of the Above	<input type="radio"/>

PROGRAMMING:

- ASK ALL.
- DEFINE THOSE SELECTING ANY ROWS 6-11, 14-15 AND ROW 20 AS “Self-Report Ever Purchased Platinum or Gold (w/ Silver Medal)”
(FLAG SAMPLE GROUPS 1A/1B WHO DO NOT MEET THIS REQUIREMENT)

- DEFINE THOSE SELECTING ANY ROWS 6-11, 14-15 AND NOT ROW 20 AS “Self-Report Ever Purchased Platinum or Gold (w/ NO Silver Medal)”.
(FLAG SAMPLE GROUPS 2A/2B WHO DO NOT MEET THIS REQUIREMENT)
- DEFINE THOSE SELECTING ROW 20 AND NOT ANY ROWS 6-11, 14-15 AS “Self-Report Ever Purchased Silver Medals (but not Platinum/Gold)”
(FLAG SAMPLE GROUPS 3A/3B WHO DO NOT MEET THIS REQUIREMENT)
- DEFINE THOSE SELECTING ANY ROWS 3, 4, 4B, 12-13, 16, 18 AND NOT ANY ROWS 6-11, 14-15, 20 AS “Self-Report Ever Purchased Silver (but not Platinum/Gold and/or any other Silver Medal)”
(FLAG SAMPLE GROUPS 4A/4B WHO DO NOT MEET THIS REQUIREMENT)
- DEFINE THOSE SELECTING ROWS 21-22 AND NOT ANY ROWS 3, 4, 4B, 6-16, 20 AS “Self-Report Ever Purchased Native American (but not Platinum/Gold/Silver)”
(FLAG SAMPLE GROUPS 5A/5B WHO DO NOT MEET THIS REQUIREMENT)
- IF “NONE OF THE ABOVE” CHECKED, SEND TO TERMINATION SCREEN.
- DO NOT ALLOW “NONE OF THE ABOVE” WITH ANY OTHER LEVEL.

S-6. 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		Ever Purchased from the United States Mint
Annual Coin Sets		
	Annual Clad Proof Sets	
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
Annual Silver Proof Sets		
3	- Full set	<input type="checkbox"/>
4	- Quarters set	<input type="checkbox"/>
4B	- Limited Edition Silver Proof Set	<input type="checkbox"/>
Annual Clad Uncirculated Sets		
5A	- Full set (the full set of P and D coins)	<input type="checkbox"/>
5B	- Quarters set	<input type="checkbox"/>
American Eagle Platinum Coins		
6	American Eagle Platinum Proof 1 oz. Coins	<input type="checkbox"/>
American Eagle Gold Coins		
7	American Eagle Gold Uncirculated 1 oz. Coins	<input type="checkbox"/>
8	American Eagle Gold Proof 1 oz. Coins	<input type="checkbox"/>
9	American Eagle Gold Proof ½ oz. Coins	<input type="checkbox"/>
10	American Eagle Gold Proof ¼ oz. Coins	<input type="checkbox"/>
11	American Eagle Gold Proof 1/10 oz. Coins	<input type="checkbox"/>
American Eagle Silver Coins		
12	American Eagle Silver Uncirculated 1 oz. Coins	<input type="checkbox"/>
13	American Eagle Silver Proof 1 oz. Coins	<input type="checkbox"/>
Gold Coins (Not American Eagle)		
14	American Buffalo Gold Coins	<input type="checkbox"/>
Commemorative Coins		
15	Gold Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
16	Silver Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
17	Clad Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
America the Beautiful Coins		
18	5 oz. Silver America the Beautiful Coin	<input type="checkbox"/>
Medals		
19	Bronze Medals (e.g., Presidential Bronze Medals, Fallen Heroes of NY, Rosa Parks, Monuments Men, etc.)	<input type="checkbox"/>
20	Silver Medals (e.g. American Liberty, American Liberty 225 th Anniversary, Presidential Silver Medal, etc.)	<input type="checkbox"/>
Other Coins/Coin sets		
21	Native American \$1 Coin Rolls, Bags and Boxes	<input type="checkbox"/>
22	Native American Coin & Currency Set	<input type="checkbox"/>
23	Other Coin/Coin Sets	<input type="checkbox"/>
24	None of the Above	<input type="radio"/>

PROGRAMMING:

- SHOW ITEMS CHECKED IN S-5 AND ALWAYS SHOW ROW 24 (NONE OF THE ABOVE).
- DEFINITIONS FOR STATUS REPORT [ASSIGN LABEL IF ANY OF THE ROWS LISTED ARE CHECKED]

- 0 ANY ROWS 6-11, 14-15 AND ROW 20 – “Self-Report 12 Month Purchased Platinum or Gold (w/ Silver Medal)”
 - 0 ANY ROWS 6-11, 14-15 AND NOT ROW 20 – “Self-Report 12 Month Purchased Platinum or Gold (w/ NO Silver Medal)”
 - 0 ROW 20 AND NOT ANY ROWS 6-11, 14-15 – “Self-Report 12 Month Purchased Silver Medals (but not Platinum/Gold)”
 - 0 ANY ROWS 3, 4, 4B, 12-13, 16, 18 AND NOT ANY ROWS 6-11, 14-15, 20 – “Self-Report 12 Month Purchased Silver (but not Platinum/Gold and/or any other Silver Medal)”
 - 0 ROWS 21-22 AND NOT ANY ROWS 3, 4, 4B, 6-16, 20 – “Self-Report 12 Month Purchased Native American (but not Platinum/Gold/Silver)”
 - 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/B WHO DO NOT “Self-Report 12 Month Purchased Platinum or Gold (w/ Silver Medal)”
 - 0 G2A/B WHO DO NOT “Self-Report 12 Month Purchased Platinum or Gold (w/ NO Silver Medal)”
 - 0 G3A/B WHO DO NOT “Self-Report 12 Month Purchased Silver Medals (but not Platinum/Gold)”
 - 0 G4A/B WHO DO NOT “Self-Report 12 Month Purchased Silver (but not Platinum/Gold and/or any other Silver Medal)”
 - 0 G5A/B WHO DO NOT “Self-Report 12 Month Purchased Native American (but not Platinum/Gold/Silver)”
 - 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 G2A, G2B, G3A, G3B, G4A, G4B, G5A, G5B, G6A, G6B WHO “Self-Report 12 Month Purchased Platinum or Gold (w/ Silver Medal)”
 - 0 G3A, G3B, G4A, G4B, G5A, G5B, G6A, G6B WHO “Self-Report 12 Month Purchased Platinum or Gold (w/ NO Silver Medal)”
 - 0 G4A, G4B, G5A, G5B, G6A, G6B “Self-Report 12 Month Purchased Silver Medals (but not Platinum/Gold)”
 - 0 G5A, G5B, G6A, G6B WHO “Self-Report 12 Month Purchased Silver (but not Platinum/Gold and/or any other Silver Medal)”
 - 0 G6A, G6B WHO “Self-Report 12 Month Purchased Native American (but not Platinum/Gold/Silver)”
 - 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-7. Approximately how much have you spent **in the past 12 months** on purchases you made ***directly from the U.S. Mint?***

		Past 12-Month Spend
1	I've spent approximately...	\$ _____

PROGRAMMING:

- ASK IF S-4=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	
Annual Coin Sets								
Annual Clad Proof Sets								
1	- Full set	0	0	0	0	0	0	
2	- Quarters set	0	0	0	0	0	0	
Annual Silver Proof Sets								
3	- Full set	0	0	0	0	0	0	
4	- Quarters set	0	0	0	0	0	0	
4B	- Limited Edition Silver Proof Set	0	0	0	0	0	0	
Annual Clad Uncirculated Sets								
5A	- Full set (the full set of P and D coins)	0	0	0	0	0	0	
5B	- Quarters set	0	0	0	0	0	0	
American Eagle Platinum Coins								
6	American Eagle Platinum Proof 1 oz. Coins	0	0	0	0	0	0	
American Eagle Gold Coins								
7	American Eagle Gold Uncirculated 1 oz. Coins	0	0	0	0	0	0	
8	American Eagle Gold Proof 1 oz. Coins	0	0	0	0	0	0	
9	American Eagle Gold Proof ½ oz. Coins	0	0	0	0	0	0	
10	American Eagle Gold Proof ¼ oz. Coins	0	0	0	0	0	0	
11	American Eagle Gold Proof 1/10 oz. Coins	0	0	0	0	0	0	
American Eagle Silver Coins								
12	American Eagle Silver Uncirculated 1 oz. Coins	0	0	0	0	0	0	
13	American Eagle Silver Proof 1 oz. Coins	0	0	0	0	0	0	
Gold Coins (Not American Eagle)								
14	American Buffalo Gold Coins	0	0	0	0	0	0	
Commemorative Coins/Sets								
15	Gold Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0	
16	Silver Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0	
17	Clad Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0	
America the Beautiful Coins								
18	5 oz. Silver America the Beautiful Coins	0	0	0	0	0	0	
Medals								
19	Bronze Medals (e.g., Presidential Bronze Medals, Fallen Heroes of NY, Rosa Parks, Monuments Men, etc.)	0	0	0	0	0	0	
20	Silver Medals (e.g. American Liberty, American Liberty 225 th Anniversary, etc.)	0	0	0	0	0	0	
Other Coins / Coin sets								
21	Native American \$1 Coin Rolls, Bags and Boxes	0	0	0	0	0	0	
22	Native American Coin and Currency Set	0	0	0	0	0	0	
23	Other Coins/Coin Sets	0	0	0	0	0	0	

PROGRAMMING: ASK ALL.

Q-2. How many of each of the following products are you likely to purchase from the United States Mint **in the next 12 months**?

Please enter a number for each row. If you do not expect to purchase any of that coin in the next 12 months, you may enter a zero.

Product types		Number you Expect to Purchase from the United States Mint (in the next 12 Months)
Annual Coin Sets		
	Annual Clad Proof Sets	
1	- Full set	
2	- Quarters set	
Annual Silver Proof Sets		
3	- Full set	
4	- Quarters set	
4B	- Limited Edition Silver Proof Set	
Annual Clad Uncirculated Sets		
5A	- Full set (the full set of P and D coins)	
5B	- Quarters set	
American Eagle Platinum Coins		
6	American Eagle Platinum Proof 1 oz. Coins	
American Eagle Gold Coins		
7	American Eagle Gold Uncirculated 1 oz. Coins	
8	American Eagle Gold Proof 1 oz. Coins	
9	American Eagle Gold Proof ½ oz. Coins	
10	American Eagle Gold Proof ¼ oz. Coins	
11	American Eagle Gold Proof 1/10 oz. Coins	
American Eagle Silver Coins		
12	American Eagle Silver Uncirculated 1 oz. Coins	
13	American Eagle Silver Proof 1 oz. Coins	
Gold Coins (Not American Eagle)		
14	American Buffalo Gold Coins	
Commemorative Coins		
15	Gold Commemorative Coins or Commemorative Coin Sets	
16	Silver Commemorative Coins or Commemorative Coin Sets	
17	Clad Commemorative Coins or Commemorative Coin Sets	
America the Beautiful Coins		
18	5 oz. Silver America the Beautiful Coin	
Medals		
19	Bronze Medals (e.g., Presidential Bronze Medals, Fallen Heroes of NY, Rosa Parks, Monuments Men, etc.)	
20	Silver Medals (e.g. American Liberty, American Liberty 225 th Anniversary, etc.)	
Other Coins / Coin sets		
21	Native American \$1 Coins, Bags, Rolls and Boxes	
22	Native American Coin & Currency Set	
23	Other Coin/Coin Sets	

PROGRAMMING:

- ASK ALL.
- ONLY ASK ROWS >1 IN Q-1
- RANGE IS 0 TO 9,999,999.
- ALLOW BLANKS (TREAT AS ZERO).

INTRODUCTION STATEMENT

In the next few sections of this survey we will ask your opinion on a variety of product ideas that the United States Mint is considering. Please note that these are merely product ideas on which we are seeking feedback; **they may or may not ultimately be produced.**

PROGRAMMING:

- **RANDOMLY ROTATE SURVEY PATH ORDER FOR NATIVE AMERICAN (A-L), MORGAN (Y-Z), AND INTAGLIO (M-N) FOR EACH RESPONDENT (I.E., A RESPONDENT MIGHT SEE NATIVE AMERICAN-A, MORGAN-Y, INTAGLIO-M WHILE ANOTHER COULD SEE MORGAN-Z, NATIVE AMERICAN-B, INTAGLIO-N AND A THIRD COULD SEE INTAGLIO-M, NATIVE AMERICAN-F, MORGAN-Y, ETC.)**

2020 NATIVE AMERICAN 20th ANNIVERSARY COIN: SECTIONS A-L

(PART 1) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT:

The United States Mint is considering producing a **24K gold coin in 2020 to celebrate the 20th anniversary of the Native American \$1 Coin program**. The coins issued in the Native American \$1 Coin Program (which started in 2000) have an obverse design featuring Sacagawea, while each year the reverse design of the coin is changed. The special 20th anniversary 24K gold coin would be produced in addition to the regularly issued Native American \$1 Coin in 2020, not in replacement of it. This 24K gold coin celebrating the 20th anniversary of the Native American \$1 Coin program would either be ¼ oz. in weight (selling for approximately \$420-\$480)* or ½ oz. in weight (selling for \$820-\$920)*.

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

Q-3. We will provide more detail about the possible design of the 24K gold coin that would be issued to celebrate the 20th anniversary of the Native American \$1 Coin in subsequent questions. However, **based on the initial description provided above**, how likely would you be to purchase this 24K gold coin celebrating the 20th anniversary of the Native American \$1 Coin program?

1	Not at all likely to purchase	o
2	Very unlikely to purchase	o
3	Somewhat likely to purchase	o
4	Very likely to purchase	o

PROGRAMMING:

- **RANDOMIZE WHETHER RESPONDENT IS SHOWN ASCENDING SEQUENCE (ROWS 1-4) OR DESCENDING SEQUENCE (ROWS 4-1)**
- **IF RESPONDENT SELECTS ROWS 1-3, ASSIGN TO “UNLIKELY_NA_PURCHASER”**
- **IF RESPONDENT SELECTS ROW 4, ASSIGN TO “VLIKELY_NA_PURCHASER”**

PROGRAMMING: MONADIC CELL ASSIGNMENT

Stratify each sample group as follows (for a total of 24 stratification groups) – 12 sample groups (1A/B through 6A/B) x 2 likely purchase groups (see programming logic above for likely purchase groups).

CREATE 12 MONADIC CELLS:

Native American 20th Anniversary Coin

- A. ¼ oz. Original 2000 Reverse Design coins with high-relief finish
- B. ½ oz. Original 2000 Reverse Design coins with high-relief finish
- C. ¼ oz. 2020 Alaska Anti-Discrimination Reverse Design coins with high-relief finish
- D. ½ oz. 2020 Alaska Anti-Discrimination Reverse Design coins with high-relief finish
- E. ¼ oz. New Reverse Design coins with high-relief finish
- F. ½ oz. New Reverse Design coins with high-relief finish
- G. ¼ oz. Original 2000 Reverse Design coins with non-high relief finish (proof)
- H. ½ oz. Original 2000 Reverse Design coins with non-high relief finish (proof)
- I. ¼ oz. 2020 Alaska Anti-Discrimination Reverse Design coins with non-high relief finish (proof)
- J. ½ oz. 2020 Alaska Anti-Discrimination Reverse Design coins with non-high relief finish (proof)
- K. ¼ oz. New Reverse Design coins with non-high relief finish (proof)
- L. ½ oz. New Reverse Design coins with non-high relief finish (proof)

Assign each respondent in each stratification group by **randomized** least fill to the monadic cells **as soon as they answer Q-3** (i.e., to cell with fewest 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.

(PART 2) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT:

PROGRAMMING:

- **INSERT ALL NUMBERED DESCRIPTIONS BASED ON MONADIC CELL ASSIGNMENT (FIND IN TABLES BELOW DESCRIPTION)**

Here is some additional detail on *one possible configuration* of the 24K gold coin that would be issued to celebrate the 20th anniversary of the Native American \$1 Coin.

The 24K gold anniversary coin would be **[INSERT 4]** Troy ounce in weight (this would be the only weight/size in which the coin is issued). It would feature the classic Sacagawea obverse design, but displaying dual dates (i.e., “2000-2020”). The reverse design would be **[INSERT 1]** It would be produced with a **[INSERT 6]** Other details are summarized below.

Composition: 24K gold.

Obverse Design: Classic Sacagawea design, but displaying dual dates (i.e., “2000-2020”).



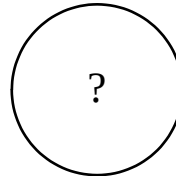
Reverse Design: **[INSERT 2]**.



OR



OR



Weight: **[INSERT 4]** Troy ounce (Note: This coin would be approximately **[Insert 5]**” in diameter).

Finish: **[INSERT 6]**

Edge Lettering: The product will have the same edge lettering that appears on the outside edge of the existing (circulating) Native American \$1 Coins.

Denomination: \$1.

Price: **[INSERT 7]**.*

Mintage Quantity: To be determined.

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

	Section A	Section B	Section C	Section D
Insert 1	the same (original) reverse image used on the 2000 coin.	the same (original) reverse image used on the 2000 coin.	the same reverse image that will appear on the circulating Native American \$1 Coin in 2020 (the Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design – see illustration below).	the same reverse image that will appear on the circulating Native American \$1 Coin in 2020 (the Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design – see illustration below).
Insert 2	The same (original) reverse image used on the 2000 coin	The same (original) reverse image used on the 2000 coin	The Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design (note: this same design will also appear on the circulating Native American \$1 Coin in 2020)	The Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design (note: this same design will also appear on the circulating Native American \$1 Coin in 2020)
Insert 3	First picture	First picture	Second picture	Second picture
Insert 4	¼	½	¼	½
Insert 5	.866	1.063	.866	1.063
Insert 6	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).
Insert 7	\$420-\$470	\$820-\$920	\$420-\$470	\$820-\$920
Insert 8	½	¼	½	¼
Insert 9	\$820-\$920	\$420-\$470	\$820-\$920	\$420-\$470
Insert 10	1.063	.866	1.063	.866

	Section E	Section F	Section G	Section H
Insert 1	a new design (yet to be determined) befitting of the Native American \$1 Coin Program.	a new design (yet to be determined) befitting of the Native American \$1 Coin Program.	the same (original) reverse image used on the 2000 coin.	the same (original) reverse image used on the 2000 coin.
Insert 2	A new design (yet to be determined) befitting of the Native American \$1 Coin Program	A new design (yet to be determined) befitting of the Native American \$1 Coin Program	The same (original) reverse image used on the 2000 coin	The same (original) reverse image used on the 2000 coin
Insert 3	Third picture	Third picture	First picture	First picture
Insert 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{2}$
Insert 5	.866	1.063	.866	1.063
Insert 6	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).	High Relief finish (These coins are struck many times by dies that have been specially made. These extra strikes add more depth to the coin's design, but they also add a deeper, brighter luster, which ensures that every millimeter of the intricate design shines through).	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).
Insert 7	\$420-\$470	\$820-\$920	\$420-\$470	\$820-\$920
Insert 8	$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{1}{4}$
Insert 9	\$820-\$920	\$420-\$470	\$820-\$920	\$420-\$470
Insert 10	1.063	.866	1.063	.866

	Section I	Section J	Section K	Section L
Insert 1	the same reverse image that will appear on the circulating Native American \$1 Coin in 2020 (the Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design – see illustration below).	the same reverse image that will appear on the circulating Native American \$1 Coin in 2020 (the Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design – see illustration below).	A new design (yet to be determined) befitting of the Native American \$1 Coin Program.	A new design (yet to be determined) befitting of the Native American \$1 Coin Program.
Insert 2	The Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design (note: this same design will also appear on the circulating Native American \$1 Coin in 2020)	The Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design (note: this same design will also appear on the circulating Native American \$1 Coin in 2020)	A new design (yet to be determined) befitting of the Native American \$1 Coin Program	A new design (yet to be determined) befitting of the Native American \$1 Coin Program
Insert 3	Second picture	Second picture	Third picture	Third picture
Insert 4	¼	½	¼	½
Insert 5	.866	1.063	.866	1.063
Insert 6	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).	Proof finish (Proof blanks are specially treated, hand-polished, and cleaned to ensure high-quality strikes. The blanks are then fed into presses fitted with specially polished dies and struck at least twice. These coins are struck at least twice, which gives the coin a frosted, sculpted foreground for a glamorous shine; defined, intricate design; and mirror-like background).
Insert 7	\$420-\$470	\$820-\$920	\$420-\$470	\$820-\$920
Insert 8	½	¼	½	¼
Insert 9	\$820-\$920	\$420-\$470	\$820-\$920	\$420-\$470
Insert 10	1.063	.866	1.063	.866

[A-L]-1. **How appealing** would this 24K gold Native American \$1 20th Anniversary coin be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of this 24K gold Native American \$1 20 th Anniversary coin (Price: [INSERT 7])* *Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.	o	o	o	o	o	o

PROGRAMMING:

- ASK ALL RESPONDENTS.
- INSERT 7 BASED UPON MONADIC CELL ASSIGNMENT

[A-L]-2. **How likely would you be to purchase** this 24K gold Native American \$1 20th Anniversary coin from the U.S. Mint?

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase this 24K gold Native American \$1 20 th Anniversary coin (Price: [INSERT 7])* *Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.	o	o	o	o	o	o

PROGRAMMING:

- ASK ALL RESPONDENTS.
- SHOW (PART 2) NATIVE AMERICAN DESCRIPTION TEMPLATE, [A-L]-1, AND [A-L]-2 ON THE SAME PAGE
- INSERT 7 BASED UPON MONADIC CELL ASSIGNMENT

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

[A-L]-3A. **How many** of these 24K gold Native American \$1 20th Anniversary coins would you be likely to purchase from the U.S. Mint?

		Number Likely to Purchase
1	24K gold Native American \$1 20 th Anniversary coin (Price: [INSERT 7])* *Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.	_____

PROGRAMMING:

- **ASK ALL RESPONDENTS.**
- **RANGE FOR [A-L]-3A IS 0 TO 9,999,999.**
- **FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 2) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.**
- **INSERT 7 BASED UPON MONADIC CELL ASSIGNMENT**

[A-L]-3B. If you purchased **[this OR these]** 24K gold Native American \$1 20th Anniversary **[coin OR coins]** (Coin Price: **[INSERT 7]**)*, would you...?

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

		Please select one
1	Still buy the same amount of other U.S. Mint products that you would normally purchase (i.e., the 24K gold coin purchase would be an additional purchase beyond what you normally spend)	○
2	Reduce your purchases of other U.S. Mint products (i.e., if I purchase this 24K gold coin I would likely purchase fewer other U.S. Mint products in 2020)	○

PROGRAMMING:

- **ASK [A-L]-3B ONLY IF ANSWER TO [A-L]-3A > 0, SHOW DYNAMICALLY ON THE SAME PAGE**
 - **IF ANSWER TO [A-L]-3A > 0 BUT <2, INSERT [this] AND [coin]**
 - **IF ANSWER TO [A-L]-3A >=2, INSERT [these] AND [coins]**
- **OTHERWISE, SEND RESPONDENT TO “(PART 3) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT”**
- **INSERT 7 BASED UPON MONADIC CELL ASSIGNMENT**

[A-L]-3C. By approximately how much would you reduce your spending on other U.S. Mint products if you were to purchase **[this OR these]** 24K gold Native American \$1 20th Anniversary **[coin OR coins]** (Coin Price: **[INSERT 7]**)*?

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

Recall that earlier you indicated your spending in the past 12 months with the U.S. Mint was approximately **[INSERT ANSWER FROM S-7]**.

		Annual Spend Reduction
1	I would reduce my spending on other U.S. Mint products by approximately...	\$ _____

PROGRAMMING:

- **ASK [A-L]-3C ONLY IF ANSWER TO [A-L]-3B IS ROW 2, SHOW DYNAMICALLY ON THE SAME PAGE**
 - 0 IF ANSWER TO [A-L]-3A > 0 BUT <2, INSERT [this] AND [coin]
 - 0 IF ANSWER TO [A-L]-3A >=2, INSERT [these] AND [coins]
 - **OTHERWISE, SEND RESPONDENT TO “(PART 3) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT”**
 - **INSERT 7 BASED UPON MONADIC CELL ASSIGNMENT**
-

(PART 3) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT:

PROGRAMMING:

- **INSERT ALL NUMBERED DESCRIPTIONS BASED ON MONADIC CELL ASSIGNMENT (FIND IN TABLES LOCATED IN PART 2)**

Alternatively, the U.S. Mint could *instead* produce this same 24K gold Native American \$1 coin in a **[INSERT 8] Troy ounce weight** (and not in a **[INSERT 4] Troy ounce weight**) for **[INSERT 9]*** (Note: This coin would be approximately **[INSERT 10]"** in diameter).

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

Other characteristics of the coin would be the same as you reviewed previously, as summarized below.

Composition: 24K gold.

Obverse Design: Classic Sacagawea design, but displaying dual dates (i.e., "2000-2020").



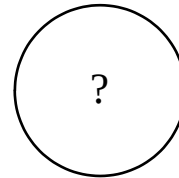
Reverse Design: **[INSERT 2].**



OR



OR



Finish: **[INSERT 6]**

Edge Lettering: The product will have the same edge lettering that appears on the outside edge of the existing (circulating) Native American \$1 Coins.

Denomination: \$1.

Mintage Quantity: To be determined.

*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.

[A-L]-4. How likely would you be to purchase this 24K gold Native American \$1 20th Anniversary coin in a **[INSERT 8]** Troy ounce weight (Price: **[INSERT 9]**)*?

For reference, your “likelihood to purchase” rating earlier for this coin in a **[INSERT 4]** Troy ounce weight was **[Insert Answer to [A-L]-2A]**.

		Not At All Likely					Extremely Likely
		1	2	3	4	5	6
1	<p>Likelihood to purchase this 24K gold Native American \$1 20th Anniversary coin if it was instead issued in [INSERT 8] Troy ounce weight (Price: [INSERT 9])*</p> <p>*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.</p>	o	o	o	o	o	o

PROGRAMMING:

- **ASK ALL RESPONDENTS.**
- **SHOW (PART 3) NATIVE AMERICAN DESCRIPTION TEMPLATE AND [A-L]-4 ON THE SAME PAGE**
- **INSERT ALL NUMBERED DESCRIPTIONS BASED UPON MONADIC CELL ASSIGNMENT (FIND IN TABLES LOCATED IN PART 2)**

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

[A-L]-5. How many of these 24K gold Native American \$1 20th Anniversary coin in a **[INSERT 8]** Troy ounce weight would you be likely to purchase from the U.S. Mint?

For reference, your “likely purchase quantity” rating earlier for this coin in a **[INSERT 4]** Troy ounce weight was **[Insert Answer to [A-L]-3A]**.

		Number Likely to Purchase
1	<p>24K gold Native American \$1 20th Anniversary coin (Price: INSERT 9)*</p> <p>*Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.</p>	_____



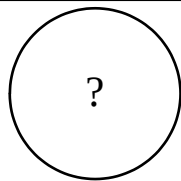
PROGRAMMING:

- **ASK ALL RESPONDENTS.**
- **RANGE FOR [A-L]-5 IS 0 TO 9,999,999**
- **INSERT ALL NUMBERED DESCRIPTIONS BASED UPON MONADIC CELL ASSIGNMENT (FIND IN TABLES LOCATED IN PART 2)**

(PART 4) NATIVE AMERICAN DESCRIPTION TEMPLATE TO BE SEEN BY RESPONDENT:

Regardless of whether you would be likely to purchase this 24K gold Native American \$1 20th anniversary coin or not, we would like your opinion on what you feel would be the best design option.

[A-L]-6. Which of the following 3 designs would you prefer for **the reverse image** that would appear on this 24K gold Native American \$1 20th anniversary coin?

		Please select one
1	Original 2000 Reverse Design	 <input type="radio"/>
2	The same reverse image that will appear on the circulating Native American \$1 Coin in 2020 (the Elizabeth Peratrovich Alaska Anti-Discrimination Act reverse design)	 <input type="radio"/>
3	A new Design (to be determined) befitting of the Native American \$1 Coin Program	 <input type="radio"/>
4	No preference.	<input type="radio"/>

PROGRAMMING:

- **ASK ALL RESPONDENTS.**

[A-L]-7. Which of the following finishes would you prefer for this 24K gold Native American \$1 20th anniversary coin?

		Please select one
1	Proof Finish (A proof finish is mirror-like on the background of the coin)	<input type="radio"/>
2	High Relief Finish (A high-relief finish creates more of a three-dimensional strike than a standard coin)	<input type="radio"/>
3	No preference	<input type="radio"/>

PROGRAMMING:

- **ASK ALL RESPONDENTS.**

[A-L]-8. Which of the following size/price combinations would you prefer for this 24K gold Native American \$1 20th anniversary coin?

		Please select one
1	¼ Troy ounce (price of \$420-\$470)* *Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.	○
2	½ Troy ounce (price of \$820-\$920)* *Pricing for gold coins is tied to the market price for one ounce of gold, and could vary dependent upon changes in market prices.	○
3	No preference	○

PROGRAMMING:

- **SHOW [A-L]-6, [A-L]-7, AND [A-L]-8 ON THE SAME PAGE.**
 - **ASK ALL RESPONDENTS.**
-

TRANSITION SCREEN TEXT BEFORE 2ND CONCEPT EVALUATED:

Now we'd like to ask you about another possible product that the U.S. Mint is considering.

2021 MORGAN & PEACE CENTENNIAL SILVER MEDAL: SECTIONS Y-Z

(PART 1) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

The United States Mint is considering issuing a special **silver medal** in 2021 called the Morgan & Peace Silver Medal. The 1 ounce silver medal will have a .999 pure silver composition. It would feature a design mirroring the 1921 Morgan Silver Dollar, but since it is a medal it would not include a denomination (and would not be considered legal tender).

Q-4 We will provide more detail about the possible design of this Morgan & Peace Silver Medal on the next screen. However, **based on the initial description provided above**, how likely would you be to purchase this Morgan & Peace Silver Medal?

1	Not at all likely to purchase	0
2	Very unlikely to purchase	0
3	Somewhat likely to purchase	0
4	Very likely to purchase	0

PROGRAMMING:

- **RANDOMIZE WHETHER RESPONDENT IS SHOWN ASCENDING SEQUENCE (ROWS 1-4) OR DESCENDING SEQUENCE (ROWS 4-1)**
- **IF RESPONDENT SELECTS ROWS 1-3, ASSIGN TO “UNLIKELY_MORGANPEACE_PURCHASER”**
- **IF RESPONDENT SELECTS ROW 4, ASSIGN TO “VLIKELY_MORGANPEACE_PURCHASER”**

PROGRAMMING: MONADIC CELL ASSIGNMENT

Stratify each sample group as follows (for a total of 24 stratification groups) – 12 sample groups (1A/B through 6A/B) x 2 likely purchase groups (see programming logic above for likely purchase groups).

CREATE 2 MONADIC CELLS:

Morgan & Peace Silver Medal

Y. Mintage Level of 75,000

Z. Mintage Level of 100,000

Assign each respondent in each stratification group by **randomized** least fill to the monadic cells **as soon as they answer Q-4** (i.e., to cell with fewest 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.

(PART 2) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

An image of the 1921 Morgan Silver Dollar is presented below for reference. The 2021 Morgan & Peace **Silver Medal** would be the same in all respects except that it would not include a denomination since it is

not a coin (e.g. it would not say “one dollar”), it would have smooth rather than reeded edges, and the medal would feature dual dates (1921 – 2021). This 2021 1 ounce Morgan & Peace **Silver Medal** would have a .999 pure silver composition. Its price would be approximately \$40-\$45. The medal would be produced to a total mintage level of **[75,000 OR 100,000]**.



- **SECTION Y DESCRIPTION:** Insert [75,000] where noted.
- **SECTION Z DESCRIPTION:** Insert [100,000] where noted.

[Y-Z]-1. **How appealing** would this Morgan & Peace Silver Medal be to you?

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	Appeal of 2021 Morgan & Peace Silver Medal (\$40-\$45)	o	o	o	o	o	o

PROGRAMMING:

- **ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS.**
- **SECTION Y-Z QUESTION NUMBERS TO CORRESPOND WITH MONADIC CELL ASSIGNMENT.**

[Y-Z]-2. **How likely would you be to purchase** this Morgan & Peace Silver Medal from the U.S. Mint?

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	Likelihood to purchase 2021 Morgan & Peace Silver Medal (\$40-\$45)	o	o	o	o	o	o

PROGRAMMING:

- **ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS.**
- **SHOW (PART 2) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE, [Y-Z]-1, AND [Y-Z]-2 ON THE SAME PAGE.**

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

[Y-Z]-3A. **How many** of these Morgan & Peace Silver Medals from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	2021 Morgan & Peace Silver Medal (\$40-\$45)	_____

PROGRAMMING:

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS.
- RANGE FOR [Y-Z]-3A IS 0 TO 9,999,999.
- FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 2) 2021 MORGAN & PEACE SILVER MEDAL TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.

[Y-Z]-3B. If you purchased [this OR these] Morgan & Peace Silver [medal OR medals], would you...?

		Please select one
1	Still buy the same amount of other U.S. Mint products that you would normally purchase (i.e., the silver medal purchase would be an additional purchase beyond what you normally spend)	○
2	Reduce your purchases of other U.S. Mint products (i.e., if I purchase this silver medal I would likely purchase fewer other U.S. Mint products in 2021)	○

PROGRAMMING:

- ASK [Y-Z]-3B ONLY IF ANSWER TO [Y-Z]-3A > 0, SHOW DYNAMICALLY ON THE SAME PAGE
 - IF ANSWER TO [Y-Z]-3A > 0 BUT <2, INSERT [this] AND [medal]
 - IF ANSWER TO [Y-Z]-3A >=2, INSERT [these] AND [medals]
- OTHERWISE, SEND RESPONDENT TO (PART 3) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE TEXT

(PART 3) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

Suppose **instead** that the **mintage limit** for this 2021 Morgan & Peace Silver Medal were [100,000 OR 75,000]. Considering this change in mintage limit, please answer the following questions.

- SECTION Y DESCRIPTION: Insert [100,000] where noted.
- SECTION Z DESCRIPTION: Insert [75,000] where noted.

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

[Y-Z]-4. **How likely would you be to purchase** this Morgan & Peace Silver Medal from the U.S. Mint?

For reference, your “likelihood to purchase” rating earlier, for a mintage limit of **[100,000 OR 75,000]**, was **[Insert Answer to [Y-Z]-2A]**.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	2021 Morgan & Peace Silver Medal (\$40-\$45)	o	o	o	o	o	o

PROGRAMMING:

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS
- SHOW (PART 3) 2021 MORGAN & PEACE SILVER MEDAL DESCRIPTION TEMPLATE AND [Y-Z]-4 ON THE SAME PAGE.
- FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 2) 2021 MORGAN & PEACE SILVER MEDAL TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.
 - o However, change Mintage Limit insert to match mintage limit given in this question:
 - SECTION Y QUESTIONS [Y-Z]-4: Insert [100,000] where noted.
 - SECTION Z QUESTIONS [Y-Z]-4: Insert [75,000] where noted.

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

[Y-Z]-5. **How many** of these Morgan & Peace Silver Medals from the U.S. Mint would you be likely to purchase?

For reference, your “likely purchase quantity” rating earlier, for a mintage limit of **[100,000 OR 75,000]**, was **[Insert Answer to [Y-Z]-3A]**.

		Number Likely to Purchase
1	2021 Morgan & Peace Silver Medal (\$40-\$45)	_____

PROGRAMMING:

- ASK ALL PER CORRESPONDING SECTION AND MONADIC CELLS.
- RANGE FOR [Y-Z]-5 IS 0 TO 9,999,999.
- FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 2) 2021 MORGAN & PEACE SILVER MEDAL TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.
 - o However, change Mintage Limit insert to match mintage limit given in this question:
 - SECTION Y QUESTIONS [Y-Z]-4: Insert [100,000] where noted.
 - SECTION Z QUESTIONS [Y-Z]-4: Insert [75,000] where noted.

Regardless of whether you would be likely to purchase this Morgan & Peace Silver Medal or not, we would like your opinion on what mintage level you feel would be the best for this medal.

[Y-Z]-6. Which of the following mintage limits would you prefer for the 2021 Morgan & Peace Silver Medal?

		Please select one
1	75,000 mintage limit	<input type="radio"/>
2	100,000 mintage limit	<input type="radio"/>
3	No preference	<input type="radio"/>

TRANSITION FOR 3RD SCREEN TEXT:

Now we'd like to ask you about the final possible product that the US Mint is considering.

PRESIDENTIAL SILVER MEDALS AND BEP INTAGLIO PRESIDENTIAL PRINT SET: SECTIONS M-N

(PART 1) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

The United States Mint has a long history of producing official Presidential medals. These medals have historically been produced in bronze and sold in both a 1 5/16 Inch diameter size (price approximately \$7) and a 3 Inch diameter size (price approximately \$40).

Beginning in 2018, the U.S. Mint has begun producing these Presidential Medals in silver. These 1 oz. Presidential Silver Medals have a .999 pure silver composition and the same design as the bronze Presidential Medals. This year, the George Washington and John Adams Presidential Silver Medals have been released, and four releases per year are scheduled to occur in subsequent years (i.e., 2019 will mark the release of a Silver Medal each for Thomas Jefferson, James Madison, James Monroe and John Quincy Adams). These Presidential Silver Medals will sell for approximately \$40 each.

Additionally, the U.S. Mint is offering for sale the Bureau of Engraving and Printing's (BEP) Intaglio Presidential prints. The release of each of these BEP Intaglio Presidential prints will coincide with the Silver Medal releases. These BEP Intaglio Prints can be purchased at a price of \$5 per print.

Images of the George Washington Silver Medal, George Washington Bronze Medals, the John Adams Silver Medal, and the George Washington BEP Intaglio print are show below.



Q-5 We will provide more detail about these Presidential Medals (as well as the BEP Intaglio prints) on the next screen. However, **based on the initial description provided above**, how likely would you be to purchase any of these Presidential **Silver** medals?

1	Not at all likely to purchase	0
2	Very unlikely to purchase	0
3	Somewhat likely to purchase	0
4	Very likely to purchase	0

PROGRAMMING:

- **RANDOMIZE WHETHER RESPONDENT IS SHOWN ASCENDING SEQUENCE (ROWS 1-4) OR DESCENDING SEQUENCE (ROWS 4-1)**
- **IF RESPONDENT SELECTS ROWS 1-3, ASSIGN TO “UNLIKELY_PRESIDENTIAL_PURCHASER”**
- **IF RESPONDENT SELECTS ROW 4, ASSIGN TO “VLIKELY_PRESIDENTIAL_PURCHASER”**

PROGRAMMING: MONADIC CELL ASSIGNMENT

Stratify each sample group as follows (for a total of 24 stratification groups) – 12 sample groups (1A/B through 6A/B) x 2 likely purchase groups (see programming logic above for likely purchase groups).

CREATE 2 MONADIC CELLS:

Presidential Silver Medals and BEP Intaglio Presidential Print Set

- M. 1 Medal or 1 Presidential Print (“Only Sold Individually” First)
- N. 1 Medal or 1 Presidential Print or Combined Set (“Sold Individually and as Set” First)

Assign each respondent in each stratification group by **randomized** least fill to the monadic cells **as soon as they answer Q-5** (i.e., to cell with fewest 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.

**(PART 2) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE
TEXT TO BE SEEN BY RESPONDENT:**

TEXT FOR M MONADIC CELLS – 1st PASS

PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

As mentioned previously, the U.S. Mint has begun producing Presidential Medals in silver. These 1 oz. Presidential Silver Medals have a .999 pure silver composition and the same design as the bronze Presidential Medals. This year, the George Washington and John Adams Presidential Silver Medals have been released, and four releases per year are scheduled to occur in subsequent years (i.e., 2019 will mark the release of a Silver Medal each for Thomas Jefferson, James Madison, James Monroe and John Quincy Adams). These Presidential Silver Medals will sell for approximately \$40 each.

Additionally, the U.S. Mint is offering for sale the Bureau of Engraving and Printing’s (BEP) Intaglio Presidential prints. The release of each of these BEP Intaglio Presidential prints will coincide with the Silver Medal releases. These BEP Intaglio Prints can be purchased at a price of \$5 per print.

TEXT FOR N MONADIC CELLS – 1st PASS

PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

As mentioned previously, the U.S. Mint has begun producing Presidential Medals in silver. These 1 oz. Presidential Silver Medals have a .999 pure silver composition and the same design as the bronze Presidential Medals. This year, the George Washington and John Adams Presidential Silver Medals have been released, and four releases per year are scheduled to occur in subsequent years (i.e., 2019 will mark the release of a Silver Medal each for Thomas Jefferson, James Madison, James Monroe and John Quincy Adams). These Presidential Silver Medals will sell for approximately \$40 each.

Additionally, the U.S. Mint is offering for sale the Bureau of Engraving and Printing’s (BEP) Intaglio Presidential prints. The release of each of these BEP Intaglio Presidential prints will coincide with the Silver Medal releases. These BEP Intaglio Prints can be purchased at a price of \$5 per print.

The U.S. Mint is also considering offering a **Special Collectible Package for \$60-\$70**. This set would be produced for each Presidential medal and would include both the Presidential Silver medal and the Presidential BEP Intaglio print. These two items would be packaged together as a single collectible product in attractive packaging.

[M]-1. Assuming the U.S Mint offers these Presidential Medals and related products, **how appealing** would each product listed below be to you?

Please select one response per row.

		Not At All Appealing					Extremely Appealing	
		1	2	3	4	5	6	
1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

[N]-1. Assuming the U.S Mint offers these Presidential Medals and related products, **how appealing** would each product listed below be to you_?

Please select one response per row.

		Not At All Appealing				Extremely Appealing	
		1	2	3	4	5	6
1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Special Collectible Package (\$60-\$70)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER

[M]-2A. How likely would you be to purchase each product from the U.S. Mint (for at least for some of our earliest Presidents [George Washington through John Tyler] that will be included in the first few years of the program)?

Please select one response per row.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[N]-2A. How likely would you be to purchase each product from the U.S. Mint (for at least for some of our earliest Presidents [George Washington through John Tyler] that will be included in the first few years of the program)?

Please select one response per row.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Special Collectible Package (\$60-\$70)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER

[M-N]-2B. Which of the following Presidents would you be likely to purchase a medal/print[/set] or medals/prints[/sets] for?

Check all that apply.

		Likely to Purchase
1	George Washington	<input type="checkbox"/>
2	John Adams	<input type="checkbox"/>

3	Thomas Jefferson	<input type="checkbox"/>
4	James Madison	<input type="checkbox"/>
5	James Monroe	<input type="checkbox"/>
6	John Quincy Adams	<input type="checkbox"/>
7	Andrew Jackson	<input type="checkbox"/>
8	Martin Van Buren	<input type="checkbox"/>
9	William Henry Harrison	<input type="checkbox"/>
10	John Tyler	<input type="checkbox"/>
11	Other President(s) <i>Please specify:</i> _____	<input type="checkbox"/>

PROGRAMMING:

- ASK [M-N]-2B IF ANY ROW FOR [M]-2A OR [N]-2A IS >1
 - ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER
 - SHOW (PART 2) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION, [M]-1, [M]-2A, AND [M-N]-2B DYNAMICALLY ON THE SAME PAGE (ACCORDING TO MONADIC CELL)
 - SHOW (PART 2) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION, [N]-1, [N]-2A, AND [M-N]-2B DYNAMICALLY ON THE SAME PAGE (ACCORDING TO MONADIC CELL)
 - SECTION N QUESTIONS: INSERT [/set], [/sets] WHERE NOTED.
-

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

[M]-3A. How many of each individual product from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	1 5/16 Inch Presidential Bronze Medal (\$7)	_____
2	3 Inch Presidential Bronze Medal (\$40)	_____

3	[NAME OF PRESIDENT] Presidential Silver Medal (\$40)	_____
4	[NAME OF PRESIDENT] BEP Intaglio Presidential Print (\$5)	_____

[N]-3A. How many of each individual product or combined set from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	1 5/16 Inch Presidential Bronze Medal (\$7)	_____
2	3 Inch Presidential Bronze Medal (\$40)	_____
3	[NAME OF PRESIDENT] Presidential Silver Medal (\$40)	_____
4	[NAME OF PRESIDENT] BEP Intaglio Presidential Print (\$5)	_____
5	[NAME OF PRESIDENT] Special Collectible Package (\$60-\$70)	_____

PROGRAMMING:

- ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER
- FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 2) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.
- FOR [M]-3A ROWS 3 AND 4, CREATE ROWS FOR EACH SELECTION IN [M-N]-2B ACCORDING TO MONADIC ASSIGNMENT (EXAMPLE: ROW 3A IS “GEORGE WASHINGTON PRESIDENTIAL SILVER MEDAL”, ROW 3B IS “JOHN ADAMS PRESIDENTIAL SILVER MEDAL”, ETC. ROW 4A IS “GEORGE WASHINGTON BEP INTAGLIO PRESIDENTIAL PRINT”, ROW 4B IS “JOHN ADAMS BEP INTAGLIO PRESIDENTIAL PRINT”, ETC.
- FOR [N]-3A ROWS 3,4 AND 5, CREATE ROWS FOR EACH SELECTION IN [M-N]-2B ACCORDING TO MONADIC ASSIGNMENT (EXAMPLE: ROW 3A IS “GEORGE WASHINGTON PRESIDENTIAL SILVER MEDAL”, ROW 3B IS “JOHN ADAMS PRESIDENTIAL SILVER MEDAL”, ETC. ROW 4A IS “GEORGE WASHINGTON BEP INTAGLIO PRESIDENTIAL PRINT”, ROW 4B IS “JOHN ADAMS BEP INTAGLIO PRESIDENTIAL PRINT”, ETC. ROW 5A IS “GEORGE WASHINGTON COMBINED PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRESIDENTIAL PRINT SET”, ROW 5B IS “JOHN ADAMS COMBINED PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRESIDENTIAL PRINT SET”, ETC.
- RANGE FOR [M]-3A AND [N]-3A IS 0 TO 9,999,999.

[M-N]-3B. If you purchased **[this OR these]** product[s], would you...?

		Please select one
1	Still buy the same amount of other U.S. Mint products that you would normally purchase (i.e., the purchase would be an additional purchase beyond what you normally spend).	○
2	Reduce your purchases of other U.S. Mint products (i.e., if I purchase [this OR these] product[s] I would likely purchase fewer other U.S. Mint products in that year).	○

PROGRAMMING:

- ASK [M-N]-3B ONLY IF ANSWER TO ANY ROWS IN [M]-3A OR [N]-3A > 0, SHOW DYNAMICALLY ON THE SAME PAGE AS [M]-3A OR [N]-3A (ACCORDING TO MONADIC CELL)
 - 0 IF SUM OF ANSWERS TO [M]-3A OR [N]-3A > 0 BUT <2, INSERT [this]
 - 0 IF SUM OF ANSWERS TO [M]-3A OR [N]-3A >=2, INSERT [these] AND [s]
 - OTHERWISE, SEND RESPONDENT TO “(PART 3) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT”
-

(PART 3) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

TEXT FOR M MONADIC CELLS – 2nd PASS

PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

Suppose that **in addition to** selling the Presidential Silver Medals (approximately \$40) and BEP Intaglio Presidential Prints (approximately \$5) separately, the U.S. Mint **also** created a **Special Collectible Package for \$60-\$70**. This set would be produced for each Presidential medal and would include both the Presidential Silver medal and the Presidential BEP Intaglio print. These two items would be packaged together as a single collectible product in attractive packaging.

TEXT FOR N MONADIC CELLS – 2nd PASS

PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION TEMPLATE TEXT TO BE SEEN BY RESPONDENT:

Suppose that the U.S. Mint ***did not*** offer the **Special Collectible Package for \$60-\$70**, and instead only sold the Presidential Medals and BEP Presidential Intaglio Prints separately.

[M]-4A. How likely would you be to purchase each product from the U.S. Mint (for at least for some of our earliest Presidents [George Washington through John Tyler] that will be included in the first few years of the program)?

Please select one response per row.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Special Collectible Package (\$60-\$70)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[N]-4A. How likely would you be to purchase each product from the U.S. Mint (for at least for some of our earliest Presidents [George Washington through John Tyler] that will be included in the first few years of the program)?

Please select one response per row.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	1 5/16 Inch Presidential Bronze Medal (\$7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	3 Inch Presidential Bronze Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Presidential Silver Medal (\$40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	BEP Intaglio Presidential Print (\$5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMING:

- **ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER**

[M-N]-4B. Which of the following Presidents would you be likely to purchase a medal/print[/set] or medals/prints[/sets] for?

Check all that apply.

		Likely to Purchase
1	George Washington	<input type="checkbox"/>
2	John Adams	<input type="checkbox"/>
3	Thomas Jefferson	<input type="checkbox"/>
4	James Madison	<input type="checkbox"/>
5	James Monroe	<input type="checkbox"/>
6	John Quincy Adams	<input type="checkbox"/>
7	Andrew Jackson	<input type="checkbox"/>
8	Martin Van Buren	<input type="checkbox"/>
9	William Henry Harrison	<input type="checkbox"/>
10	John Tyler	<input type="checkbox"/>
11	Other President(s) <i>Please specify:</i> _____	<input type="checkbox"/>

PROGRAMMING:

- **ASK [M-N]-4B IF ANY ROW FOR [M]-4A OR [N]-4A IS >1**
 - **ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER**
 - **SHOW (PART 3) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION, [M]-4A, AND [M-N]-4B DYNAMICALLY ON THE SAME PAGE (ACCORDING TO MONADIC CELL)**
 - **SHOW (PART 3) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET DESCRIPTION, [N]-4A, AND [M-N]-4B DYNAMICALLY ON THE SAME PAGE (ACCORDING TO MONADIC CELL)**
 - **SECTION M QUESTIONS: INSERT [/set], [/sets] WHERE NOTED.**
-

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

[M]-5A. How many of each individual product or combined set from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase
1	1 5/16 Inch Presidential Bronze Medal (\$7)	_____
2	3 Inch Presidential Bronze Medal (\$40)	_____
3	[NAME OF PRESIDENT] Presidential Silver Medal (\$40)	_____
4	[NAME OF PRESIDENT] BEP Intaglio Presidential Print (\$5)	_____
5	[NAME OF PRESIDENT] Special Collectible Package (\$60-\$70)	_____

[N]-5A. How many of each individual product from the U.S. Mint would you be likely to purchase?

		Number Likely to Purchase

1	1 5/16 Inch Presidential Bronze Medal (\$7)	_____
2	3 Inch Presidential Bronze Medal (\$40)	_____
3	[NAME OF PRESIDENT] Presidential Silver Medal (\$40)	_____
4	[NAME OF PRESIDENT] BEP Intaglio Presidential Print (\$5)	_____

PROGRAMMING:

- ASK PER CORRESPONDING SECTION AND MONADIC CELL IN QUESTION NUMBER
- FOR INSTRUCTIONS “Click here to see coin description”, REFERENCE “(PART 3) PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRINT SET TEMPLATE TO BE SEEN BY RESPONDENT” BASED UPON MONADIC CELL ASSIGNMENT.
- FOR [M]-5A ROWS 3,4 AND 5, CREATE ROWS FOR EACH SELECTION IN [M-N]-4B ACCORDING TO MONADIC ASSIGNMENT (EXAMPLE: ROW 3A IS “GEORGE WASHINGTON PRESIDENTIAL SILVER MEDAL”, ROW 3B IS “JOHN ADAMS PRESIDENTIAL SILVER MEDAL”, ETC. ROW 4A IS “GEORGE WASHINGTON BEP INTAGLIO PRESIDENTIAL PRINT”, ROW 4B IS “JOHN ADAMS BEP INTAGLIO PRESIDENTIAL PRINT”, ETC. ROW 5A IS “GEORGE WASHINGTON COMBINED PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRESIDENTIAL PRINT SET”, ROW 5B IS “JOHN ADAMS COMBINED PRESIDENTIAL SILVER MEDAL AND BEP INTAGLIO PRESIDENTIAL PRINT SET”, ETC.
- FOR [N]-5A ROWS 3 AND 4, CREATE ROWS FOR EACH SELECTION IN IN [M-N]-4B ACCORDING TO MONADIC ASSIGNMENT (EXAMPLE: ROW 3A IS “GEORGE WASHINGTON PRESIDENTIAL SILVER MEDAL”, ROW 3B IS “JOHN ADAMS PRESIDENTIAL SILVER MEDAL”, ETC. ROW 4A IS “GEORGE WASHINGTON BEP INTAGLIO PRESIDENTIAL PRINT”, ROW 4B IS “JOHN ADAMS BEP INTAGLIO PRESIDENTIAL PRINT”, ETC.
- RANGE FOR [M]-5A AND [N]-5A IS 0 TO 9,999,999.

[M-N]-5B. If you purchased [this OR these] product[s], would you...?

		Please select one
1	Still buy the same amount of other U.S. Mint products that you would normally purchase (i.e., the purchase would be an additional purchase beyond what you normally spend).	0
2	Reduce your purchases of other U.S. Mint products (i.e., if I purchase [this OR these] product[s] I would likely purchase fewer other U.S. Mint products in that year).	0

PROGRAMMING:

- ASK [M-N]-5B ONLY IF ANSWER TO ANY ROWS IN [M]-5A OR [N]-5A > 0, SHOW DYNAMICALLY ON THE SAME PAGE AS [M]-5A OR [N]-5A (ACCORDING TO MONADIC CELL)
 - 0 IF SUM OF ANSWERS TO [M]-5A OR [N]-5A > 0 BUT <2, INSERT [this]
 - 0 IF SUM OF ANSWERS TO [M]-5A OR [N]-5A >=2, INSERT [these] AND [s]
- OTHERWISE, SEND RESPONDENT TO [M-N]-6

[M-N]-6. Which, if any, of these products *have you already purchased* in 2018 from the U.S. Mint?

		Yes (Did Purchase in 2018)	No (Did Not Purchase in 2018)
1	George Washington 1 5/16 Inch Presidential Bronze Medal (\$7)	o	o
2	George Washington 3 Inch Presidential Bronze Medal (\$40)	o	o
3	George Washington Presidential Silver Medal (\$40)	o	o
4	George Washington BEP Intaglio Presidential Print (\$5)	o	o
5	John Adams Presidential Silver Medal (\$40)	o	o
6	John Adams BEP Intaglio Presidential Print (\$5)	o	o

[M-N]-7. If you were to consider purchasing a Presidential Silver Medal, and had the choice between purchasing the two options listed below, which would you prefer to buy?

		Please select one
1	Presidential Silver Medal alone in attractive clamshell case (\$40)	o
2	Special Collectible Package – i.e., both products combined together into a unified set in attractive packaging (\$60-\$70)	o

PROGRAMMING:

- **SHOW [M-N]-6 AND [M-N]-7 ON THE SAME PAGE.**
- **ASK ALL RESPONDENTS.**

DEMOGRAPHIC INFORMATION

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

P-1. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

1	Yes	o
2	No	o

PROGRAMMING:

- **ASK ALL**

P-2. To confirm, are you a coin dealer?

1	Yes	o
2	No	o

PROGRAMMING:

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

P-3. Are you...?

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

PROGRAMMING:

- **ASK ALL.**
-

P-4. Are you Hispanic or Latino?

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

PROGRAMMING:

- **ASK ALL**
-

P-5. 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-6. 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, BUT ONLY SHOW SECOND SCREEN OF “TERMINATED” (SAME TEXT AS “COMPLETED” SCREEN)**
 - **IF ANSWERED “NO”, SEND THEM TO THE “COMPLETED” SCREEN**
-

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!

PROGRAMMER: ADD ANY NECESSARY LANGUAGE FOR EXITING THE SURVEY.