

Introduction:

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 7 minutes of your time.

What is your main motivation to make this purchase from the U.S. Mint today? _____

This American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin, Certificate of Authenticity (COA), has an image of the coin and different paper finish. On the back of the COA, a unique number is included. Do you?:

1. Like the finish and image on the COA? **Yes** **No**
2. Like the image of the coin on the COA? **Yes** **No**
3. Do you have any recommendations to improve the COA overall look and feel? _____

4. Do you like the concept of a numbered COA? **Yes** **No**
5. Does it provide a value add to the product? **Yes** **No**
6. Do you have any recommendations to improve this numbered concept? _____

If you had to evaluate the numbered COA used in this American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin, among the other concepts shown here, please rank the appeal ('1' as the most appealing, '5' as the least appealing)?

- _____ The current American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin numbered COA
- _____ B
- _____ C
- _____ D
- _____ E

Why did you rank these selections in this order? _____

This American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin is packaged in a blue velvet, satin-lined presentation case. The case is placed in an outer blue box.

1. Do you like the packaging for this product? **Yes / No**
2. Do you have any recommendations to improve the overall look and feel of the packaging?

This American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin is produced to a total mintage level of **30,000**. Should the set mintage level be?

- Lower
- Higher
- No preference

Why? _____

This AE Silver product will be sold with a household limit of **one**. Should the set household limit...?

- Stay at this current limit

- Be higher
- No preference

Why? _____

If the United States Mint were to offer a 2020 American Eagle 2019 One Ounce Silver Enhanced Reverse Proof Coin with numbered COA, how likely are you to purchase the product?

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Very Unlikely

Before stopping at the U.S. Mint booth, were you aware that an autograph signing event with United States Mint Director, David Ryder, was scheduled?

- Yes, I was aware before I arrived
- Yes, I was aware since I arrived
- No, I was not aware

Is this autograph signing something you would like to be included in future coin conventions / shows? (Circle one)

Yes No No Preference

Is this autograph signing something you would like to be included at other United States Mint events?

Yes No No Preference

What other ideas do you have regarding this product, if any, that the United States Mint could consider to help make it more appealing to you? _____

Demographics:

Prior to today, have you ever made a purchase directly from the United States Mint in the past year? **Yes / No**

If so, which product(s) did you purchase from the U.S. Mint in the past year? _____

Are you...? (circle one)

Male Female Prefer not to answer

What is your age in years? (circle one)

- | | |
|--------------|----------------------|
| Less than 18 | 46 to 59 |
| 18 to 30 | 60 to 70 |
| 31 to 45 | 70+ |
| | Prefer not to answer |

In 2019, is your total household income before taxes expected to be (circle one):

- Under \$25,000

- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000+
- Prefer not to answer