

# United States Mint Research

## *Pricing Elasticity*

March 10, 2020



**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**

**INTRODUCTION FOR CUSTOMER SAMPLE:**

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 10-15 minutes of your time.***

Information in this interview is confidential and cannot be discussed without the written consent of NAXION.

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 anonymous 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 <https://www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice>.

If you have any questions or problems while completing the survey, please call Kim Hamilton weekdays from 9:00 AM to 5:00 PM Eastern Time at 1-800-342-9102, or send an e-mail to [khamilton@naxionthinking.com](mailto:khamilton@naxionthinking.com)

Please click the Forward button to continue.

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**INTRODUCTION FOR NON-CUSTOMER SAMPLE:**

NAXION, a research and consulting firm, is conducting a research study on consumer products.

***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10-15 minutes of your time.***

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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 anonymous 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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If you have any questions or problems while completing the survey, please call Kim Hamilton weekdays from 9:00 AM to 5:00 PM Eastern at 1-800-342-9102, or send an e-mail to [khamilton@naxionthinking.com](mailto:khamilton@naxionthinking.com)

Please click the Forward button to continue.

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To begin, we will first take a few moments to familiarize you with our survey:

- If you do not know an exact answer, then please give your best estimate.
  - You may close the survey window and take a break. When you re-enter the survey, the survey will return to the last screen you saw before closing the survey.
  - Please click the Forward button to continue.
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**Sample Groups**

The 243 Sample Groups and Group Numbers can be found in the following spreadsheet (**Sample Group Indicators** Tab – Also Attached):

Sample Group Indicators – Pricing Elasticity Research 3-10-20

**Targets**

The Targets for each of the 243 Sample Groups can be found in the following spreadsheet (**Targets** Tab – TBD upon receipt of Sample from PFSWeb):

Sample Group Indicators – Pricing Elasticity Research 3-10-20

**SCREENING CRITERIA**

S-1. First, we need to ask a few introductory questions for classification purposes. Do you or does someone in your household or immediate family work...

*Please select one answer for each row.*

		Yes	No
1	For a market research firm or marketing research department of a company?	<input type="radio"/>	<input type="radio"/>
2	For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
3	For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
4	As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

**PROGRAMMING:**

- ASK ALL.
- TERMINATE AT END OF SCREENER IF “YES” TO ANY ROW

S-2. What is your age in years?

Age (in years)
_____

**PROGRAMMING:**

- ASK ALL.
- SEND TO TERMINATION SCREEN IMMEDIATELY IF LESS THAN 18
- IF PANEL, SEND TO TERMINATE AT END OF SCREENER IF GREATER THAN 70
- RANGE IS 14-99

S-3. Are you...?

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

**PROGRAMMING:**

- ASK PANEL ONLY.

S-4. What is the total combined annual income – before taxes – of all members of your household, including yourself? Please include income from jobs as well as bonuses, shares of profits and from all other sources. Your best estimate is fine.

1	Less than \$10,000	o
2	Between \$10,000 to \$19,999	o
3	\$20,000 to \$29,999	o
4	\$30,000 to \$39,999	o
5	\$40,000 to \$49,999	o
6	\$50,000 to \$74,999	o
7	\$75,000 to \$99,999	o
8	\$100,000 to \$149,999	o
9	\$150,000 to \$199,999	o
10	\$200,000 or more	o

**PROGRAMMING:**

- **ASK PANEL ONLY.**

S-5. The U.S. Mint sells collectible coin sets and other coin-related products. The following are some examples of products that the U.S. Mint sells.

An Annual **United States Mint Proof Set**<sup>®</sup>

- 10 proof coins encased in two clear plastic lenses
- One of the U.S. Mint's signature products
- Sharp relief, mirror-like backgrounds, and frosted, sculpted foregrounds that give a special cameo effect

*Image not actual size*

An Annual **United States Mint Silver Proof Set**<sup>®</sup>

- 10 proof coins encased in two clear plastic lenses
- The quarters, dime, and half dollar are minted in 99.9 percent silver

*Image not actual size*

An Annual **United States Mint Uncirculated Coin Set**<sup>®</sup>

- Two folders, each containing 10 coins with uncirculated finishes
- One folder is from the United States Mint at Philadelphia and the other is from the United States Mint at Denver

*Image not actual size*

An **American Eagle Silver Proof 1 oz. Coin**

- Features Walking Liberty design
- Version of the investment-grade United States Mint American Eagle Silver Bullion coin
- Proof-quality coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)

- Proof coins receive the highest quality strike possible and are distinguishable by their mirror-like background and frosted foreground
- “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted

Image not actual size

An **American Eagle Silver Uncirculated 1 oz. Coin**

- Features Walking Liberty design
- Version of the investment-grade United States Mint American Eagle Silver Bullion coin
- Uncirculated coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)
- Uncirculated coins are struck on specially burnished planchets with a matte or satin-like finish
- “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted

Image not actual size

How likely would you be to consider purchasing any types of collectible coins or coin products (not limited to the examples above) during the next 12 months (either for yourself or as a gift)?

Not at All Likely						Extremely Likely
1	2	3	4	5	6	6
0	0	0	0	0	0	0

**PROGRAMMING:**

- **ASK PANEL ONLY.**
- **TERMINATE AFTER S-8 IF < 4**
- **IMAGES FOR EACH PRODUCT WILL BE SENT SEPARATELY FROM THE SURVEY DOCUMENT**

S-6. 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	o
2	13 months to 23 months ago	o
3	2 to 5 years ago	o
4	6 to 10 years ago	o

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 CUSTOMER SAMPLE ONLY.**
- **TERMINATE NOW IF L\_7**

S-7A. 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 CUSTOMER SAMPLE ONLY; IF S-6 =L\_1 THEN AUTO FILL “YES” FOR S-7A AND SKIP**
- **IF “NO”, SEND TO TERMINATION SCREEN AT END OF SCREENER**

S-7B. Have you purchased any coins or other merchandise directly from the United States Mint during the past 2 years?

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

**PROGRAMMING:**

- **ASK PANEL ONLY**

S-8. Which of the following items have you *ever* bought *directly from the United States Mint*?

*Select all that apply.*

Product types		Ever Purchased from the United States Mint
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	<input type="checkbox"/>
2	- Quarters set	<input type="checkbox"/>
<b>Annual Silver Proof Sets</b>		
3	- Full set	<input type="checkbox"/>

4	- Quarters set	<input type="checkbox"/>
5	- Limited Edition Silver Proof Set	<input type="checkbox"/>
<b>Annual Clad Uncirculated Sets</b>		
6	- Full set (the full set of P and D coins)	<input type="checkbox"/>
7	- Quarters set	<input type="checkbox"/>
<b>American Eagle Platinum Coins</b>		
8	American Eagle Platinum Proof 1 oz. Coins	<input type="checkbox"/>
<b>American Eagle Gold Coins</b>		
9	American Eagle Gold <b>Uncirculated</b> 1 oz. Coins	<input type="checkbox"/>
10	Any American Eagle Gold <b>Proof</b> Coins (1 oz., ½ oz., ¼ oz., ⅒ oz.)	<input type="checkbox"/>
<b>American Eagle Silver Coins</b>		
11	American Eagle Silver <b>Uncirculated</b> 1 oz. Coins	<input type="checkbox"/>
12	American Eagle Silver <b>Proof</b> 1 oz. Coins	<input type="checkbox"/>
<b>Other Gold Coins (Not American Eagle)</b>		
13	American Buffalo Gold Coins	<input type="checkbox"/>
<b>Commemorative Coins</b>		
14	Any Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
<b>America the Beautiful Coins</b>		
15	5 oz. <b>Silver</b> America the Beautiful Coin	<input type="checkbox"/>
<b>Other Coins/Coin sets</b>		
16	Other Coin/Coin Sets	<input type="checkbox"/>
<b>Medals</b>		
17	Any Medals (Silver or Bronze)	<input type="checkbox"/>
18	None of the Above	<input type="radio"/>

**PROGRAMMING:**

- **ASK ALL.**
- **IF “NONE OF THE ABOVE” CHECKED AND CUSTOMER SAMPLE, SEND TO TERMINATION SCREEN.**
- **IF “NONE OF THE ABOVE” CHECKED AND PANELIST WHO SELECTED S-7B “YES”, FLAG RESPONDENT**
- **DO NOT ALLOW “NONE OF THE ABOVE” WITH ANY OTHER LEVEL.**
- **DEFINE THOSE SELECTING:**
  - 0 ROW 1 – “SELF-REPORT EVER PURCHASED ANNUAL PROOF SET”
  - 0 ROW 3 – “SELF-REPORT EVER PURCHASED ANNUAL SILVER PROOF SET”
  - 0 ROW 6 – “SELF-REPORT EVER PURCHASED ANNUAL UNCIRCULATED SET”
  - 0 ROW 11 – “SELF-REPORT EVER PURCHASED AE SILVER UNCIRCULATED COIN”
  - 0 ROW 12 – “SELF-REPORT EVER PURCHASED AE SILVER PROOF COIN”

S-9. Which of the following items have you bought *directly from the United States Mint* in the *past 12 months*?

*Select all that apply.*

Product types		Purchased from the United States Mint in <u>past 12 months</u>
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	<input type="checkbox"/>

2	- Quarters set	<input type="checkbox"/>
<b>Annual <u>Silver</u> Proof Sets</b>		
3	- Full set	<input type="checkbox"/>
4	- Quarters set	<input type="checkbox"/>
5	- Limited Edition Silver Proof Set	<input type="checkbox"/>
<b>Annual <u>Clad</u> Uncirculated Sets</b>		
6	- Full set (the full set of P and D coins)	<input type="checkbox"/>
7	- Quarters set	<input type="checkbox"/>
<b>American Eagle <u>Platinum</u> Coins</b>		
8	American Eagle Platinum Proof 1 oz. Coins	<input type="checkbox"/>
<b>American Eagle <u>Gold</u> Coins</b>		
9	American Eagle Gold <b>Uncirculated</b> 1 oz. Coins	<input type="checkbox"/>
10	Any American Eagle Gold <b>Proof</b> Coins (1 oz., ½ oz., ¼ oz., ⅒ oz.)	<input type="checkbox"/>
<b>American Eagle <u>Silver</u> Coins</b>		
11	American Eagle Silver <b>Uncirculated</b> 1 oz. Coins	<input type="checkbox"/>
12	American Eagle Silver <b>Proof</b> 1 oz. Coins	<input type="checkbox"/>
<b><u>Gold</u> Coins (Not American Eagle)</b>		
13	American Buffalo Gold Coins	<input type="checkbox"/>
<b>Commemorative Coins</b>		
14	Any Commemorative Coins or Commemorative Coin Sets	<input type="checkbox"/>
<b>America the Beautiful Coins</b>		
15	5 oz. <u>Silver</u> America the Beautiful Coin	<input type="checkbox"/>
<b>Other Coins/Coin sets</b>		
16	Other Coin/Coin Sets	<input type="checkbox"/>
<b>Medals</b>		
17	Any Medals (Silver or Bronze)	<input type="checkbox"/>

**PROGRAMMING:**

- IF S-6 =L\_1, THEN SKIP S-9 AND PROCEED TO S-10.
- SKIP IF PANELIST WHO SELECTED S-8 “NONE OF THE ABOVE”
- IF ANY ROWS CHECKED AND PANELIST WHO SELECTED S-7B “NO”, FLAG RESPONDENT AS “PANELIST\_PAST\_12\_PURCHASE\_FLAG”
- SHOW ITEMS CHECKED IN S-8.
- DEFINE THOSE SELECTING:
  - 0 ROW 1 – “SELF-REPORT PAST 12 MONTH ANNUAL PROOF SET PURCHASE”
  - 0 ROW 3 – “SELF-REPORT PAST 12 MONTH ANNUAL SILVER PROOF SET PURCHASE”
  - 0 ROW 6 – “SELF-REPORT PAST 12 MONTH ANNUAL UNCIRCULATED SET PURCHASE”
  - 0 ROW 11 – “SELF-REPORT PAST 12 MONTH AE SILVER UNCIRCULATED COIN PURCHASE”
  - 0 ROW 12 – “SELF-REPORT PAST 12 MONTH AE SILVER PROOF COIN PURCHASE”

S-10. 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-7A/B IS “YES”
- RANGE FOR S-10 IS 1 TO 9,999,999.

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**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.

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Thank you very much for taking the time to complete this survey. Your feedback is very important to the United States Mint and greatly appreciated!

**Benchmark Future Purchase Intent**

Q-1. How likely are you to purchase each of the following types of coins **from the U.S. Mint in the next 12 months?**

*Please select a number from 1 ("Not At All") to 6 ("Extremely Likely") for each product.*

Product type		Not At All Likely					Extremely Likely
		1	2	3	4	5	6
<b>Annual Coin Sets</b>							
	Annual <b>Clad</b> Proof Sets						
1	- Full set	0	0	0	0	0	0
2	- Quarters set	0	0	0	0	0	0
<b>Annual Silver Proof Sets</b>							
3	- Full set	0	0	0	0	0	0

4	- Quarters set	0	0	0	0	0	0
5	- Limited Edition Silver Proof Set	0	0	0	0	0	0
<b>Annual Clad Uncirculated Sets</b>							
6	- Full set (the full set of P and D coins)	0	0	0	0	0	0
7	- Quarters set	0	0	0	0	0	0
<b>American Eagle Platinum Coins</b>							
8	American Eagle Platinum Proof 1 oz. Coins	0	0	0	0	0	0
<b>American Eagle Gold Coins</b>							
9	American Eagle Gold <b>Uncirculated</b> 1 oz. Coins	0	0	0	0	0	0
10	Any American Eagle Gold <b>Proof</b> Coins (1 oz., ½ oz., ¼ oz., ⅒ oz.)	0	0	0	0	0	0
<b>American Eagle Silver Coins</b>							
11	American Eagle Silver <b>Uncirculated</b> 1 oz. Coins	0	0	0	0	0	0
12	American Eagle Silver <b>Proof</b> 1 oz. Coins	0	0	0	0	0	0
<b>Gold Coins (Not American Eagle)</b>							
13	American Buffalo Gold Coins	0	0	0	0	0	0
<b>Commemorative Coins</b>							
14	Any Commemorative Coins or Commemorative Coin Sets	0	0	0	0	0	0
<b>America the Beautiful Coins</b>							
15	5 oz. <b>Silver</b> America the Beautiful Coins	0	0	0	0	0	0
<b>Other Coins/Coin sets</b>							
16	Other Coin/Coin Sets	0	0	0	0	0	0
<b>Medals</b>							
17	Any Medals (Silver or Bronze)	0	0	0	0	0	0

**PROGRAMMING:**

- ASK ALL EXCEPT PANELISTS WHO SELECTED ROW 18 IN S-8
- SEE “STRATIFICATION GROUPS” (PAGE 13) FOR STRATIFICATION GROUP AND MONADIC CELL ASSIGNMENT INSTRUCTIONS BASED ON THIS QUESTION

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

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

Product types		Number you Expect to Purchase from the United States Mint (in the next 12 Months)
<b>Annual Coin Sets</b>		
	Annual <b>Clad</b> Proof Sets	
1	- Full set	
2	- Quarters set	
Annual <b>Silver</b> Proof Sets		
3	- Full set	
4	- Quarters set	
5	- Limited Edition Silver Proof Set	
Annual <b>Clad</b> Uncirculated Sets		
6	- Full set (the full set of P and D coins)	
7	- Quarters set	
<b>American Eagle Platinum Coins</b>		
8	American Eagle Platinum Proof 1 oz. Coins	
<b>American Eagle Gold Coins</b>		
9	American Eagle Gold <b>Uncirculated</b> 1 oz. Coins	
10	Any American Eagle Gold <b>Proof</b> Coins (1 oz., ½ oz., ¼ oz., ⅒ oz.)	
<b>American Eagle Silver Coins</b>		
11	American Eagle Silver <b>Uncirculated</b> 1 oz. Coins	
12	American Eagle Silver <b>Proof</b> 1 oz. Coins	
<b>Gold Coins (Not American Eagle)</b>		
13	American Buffalo Gold Coins	
<b>Commemorative Coins</b>		
14	Any Commemorative Coins or Commemorative Coin Sets	
<b>America the Beautiful Coins</b>		
15	5 oz. <b>Silver</b> America the Beautiful Coins	
<b>Other Coins/Coin sets</b>		
16	Other Coin/Coin Sets	
<b>Medals</b>		
17	Any Medals (Silver or Bronze)	

**PROGRAMMING:**

- ASK ALL EXCEPT PANELISTS WHO SELECTED ROW 18 IN S-8
- ONLY ASK ROWS >1 IN Q-1
- RANGE IS 0 TO 9,999,999.
- ALLOW BLANKS (TREAT AS ZERO).
- GIVE WARNING IF ATTEMPT TO GO FORWARD WITHOUT ENTERING ANYTHING – “Please confirm that you do not expect to make any purchases in the next 12 months”

**PROGRAMMING: MONADIC CELL ASSIGNMENT**

Stratify each sample group as follows (for a total of 243 stratification groups) – 3 likely purchase groups for 5 Products each ( $3^5 = 243$ ).

Stratification Groups
<p>The 243 Stratification Groups and Group Numbers can be found in the following spreadsheet (<b><u>Stratification Group Indicators</u></b> Tab):</p> <p>Sample Group Indicators – Pricing Elasticity Research 3-10-20</p>

**CREATE 2 MONADIC CELLS:**

- A. Current pricing for each product
- B. Current pricing for each product + 15%

	Annual Proof Set	Annual Silver Proof Set	Annual Uncirculated Set	American Eagle Silver Proof 1 oz. Coins	American Eagle Silver Unc. 1 oz. Coins
A	\$32.00	\$63.25	\$21.95	\$64.50	\$54.00
B	\$36.75	\$72.75	\$25.25	\$74.25	\$62.00

In each of the 243 stratification groups, randomly assign the **first respondent** to either monadic cell A or B **as soon as they answer Q-1**. After the first entry in a stratification group is assigned to a monadic cell, alternate the assignment of all ensuing entrants as soon as they answer Q-1 (i.e., if the first entrant in stratification group 32 is randomly assigned to monadic cell A, then next will be B, followed by A, and so on).

**INTRODUCTION STATEMENT**

Q-3. We'd now like to explore more specifically your likelihood to purchase a few specific United States Mint products.

Of course, prices of products can vary from year to year. In answering the questions below, please assume the products are available from the U.S. Mint at the prices that are listed below. (Note that these are just example prices for purposes of this survey; actual pricing for these sets has not yet been determined.)

Assuming the United States Mint offers all of the products listed below **at the prices indicated**, please indicate **how likely you would be to purchase** each item in **2021**.

		Not At All Likely				Extremely Likely	
		1	2	3	4	5	6
1	<p>An Annual <b>United States Mint Proof Set</b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• One of the U.S. Mint's signature products</li> <li>• Sharp relief, mirror-like backgrounds, and frosted, sculpted foregrounds that give a special cameo effect</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o	o
2	<p>An Annual <b>United States Mint Silver Proof Set</b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• The quarters, dime, and half dollar are minted in 99.9 percent silver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o	o

3	<p>An Annual <b><u>United States Mint Uncirculated Coin Set</u></b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• Two folders, each containing 10 coins with uncirculated finishes</li> <li>• One folder is from the United States Mint at Philadelphia and the other is from the United States Mint at Denver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o	o
6	<p>To ensure our survey is working properly, please select 3 in this row.</p>	o	o	o	o	o	o
4	<p>An <b><u>American Eagle Silver Proof 1 oz. Coin</u></b></p> <ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion coin</li> <li>• Proof-quality coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Proof coins receive the highest quality strike possible and are distinguishable by their mirror-like background and frosted foreground</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o	o
5	<p>An <b><u>American Eagle Silver Uncirculated 1 oz. Coin</u></b></p> <ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion coin</li> <li>• Uncirculated coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Uncirculated coins are struck on specially burnished planchets with a matte or satin-like finish</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o	o

**PROGRAMMING:**

- ASK ALL.
- RANDOMIZE ROWS, BUT KEEP 1/2/3 AND 4/5 GROUPED TOGETHER. ROW 6 SHOULDN'T BE FIRST OR LAST
  - WITHIN EACH GROUPING THE ORDER CAN BE RANDOMIZED AS WELL (SO THAT THE ORDER MAY BE 3/1/2, 2/3/1, ETC.)
- FOR THE “TRAP QUESTION,” CREATE A BINARY FIELD IN THE DATA LAYOUT CALLED “PASSED\_ROW\_Z” WHERE 1 = PASSED (I.E. SELECTED 3) AND 0 = FAILED (SELECTED 1,2,4,5,6 OR DID NOT ANSWER THE QUESTION.
- IDENTIFY IN REPORTS HOW MANY COMPLETES PASSED AND HOW MANY FAILED.

Q-4. You indicated you might be likely to purchase the following products. Thinking about the amount you're likely to spend across all products combined, **how many** of each of the following products would you be likely to purchase from the U.S. Mint in the next 12 months?

		Number Likely to Purchase
1	<p>An Annual <b><u>United States Mint Proof Set</u></b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• One of the U.S. Mint's signature products</li> <li>• Sharp relief, mirror-like backgrounds, and frosted, sculpted foregrounds that give a special cameo effect</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small><a href="#">Image of 2020 version shown as example; Image not actual size</a></small></p>	_____
2	<p>An Annual <b><u>United States Mint Silver Proof Set</u></b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• The quarters, dime, and half dollar are minted in 99.9 percent silver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small><a href="#">Image of 2020 version shown as example; Image not actual size</a></small></p>	_____
3	<p>An Annual <b><u>United States Mint Uncirculated Coin Set</u></b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• Two folders, each containing 10 coins with uncirculated finishes</li> <li>• One folder is from the United States Mint at Philadelphia and the other is from the United States Mint at Denver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small><a href="#">Image of 2020 version shown as example; Image not actual size</a></small></p>	_____
4	<p>An <b><u>American Eagle Silver Proof 1 oz. Coin</u></b></p>	

	<ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion coin</li> <li>• Proof-quality coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Proof coins receive the highest quality strike possible and are distinguishable by their mirror-like background and frosted foreground</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small>Image of 2020 version shown as example; Image not actual size</small></p>	<hr/>
5	<p>An <b><u>American Eagle Silver Uncirculated 1 oz. Coin</u></b></p> <ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion coin</li> <li>• Uncirculated coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Uncirculated coins are struck on specially burnished planchets with a matte or satin-like finish</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small>Image of 2020 version shown as example; Image not actual size</small></p>	<hr/>

**PROGRAMMING:**

- **ONLY DISPLAY ROWS IF CORRESPONDING ROW IN Q-3 > 1**
  - **AUTO-FILL 0 FOR ANY ROWS NOT DISPLAYED**
- **PRESERVE ROW ORDER FROM Q-3**
- **RANGE = 0 – 99,999**
- **INCLUDE AN ERROR PROMPT – CALCULATE TOTAL BY SUMMING PRODUCT OF EACH ROW’S QUANTITY AND PRICE:**
  - “You indicated that the total sum of products you’d purchase above is \$\_\_. Does that sound right? If not, please adjust your answers above, including 0s for ones you think would not make your final cut.”

Q-5A. You indicated that you are not likely to purchase **[INSERT COIN SET / SETS]**. Could you briefly explain why you are not likely to purchase **[THIS SET / THESE SETS]** in the next 12 months?

**PROGRAMMING:**

- ASK IF Q-3 ROWS 1, 2, OR 3 RATED <2
- IF ONLY ONE OF THESE ROWS IS <2, INSERT THE NAME OF THE SET. IF MORE THAN ONE ROW IS <2, INSERT THE SET NAMES SEPARATED BY COMMAS (IF ALL 3 ROWS <2) AND WITH “or” BEFORE THE FINAL SET

Q-5B. You indicated that you are not likely to purchase [INSERT COIN / COINS]. Could you briefly explain why you are not likely to purchase [THIS COIN / THESE COINS] in the next 12 months?

**PROGRAMMING:**

- ASK IF Q-3 ROWS 4 OR 5 RATED <2
- IF ONLY ONE OF THESE ROWS IS <2, INSERT THAT NAME. IF BOTH ROWS ARE <2, INSERT BOTH NAMES SEPARATED BY “or”

Q-6. For each of the following products, please indicate whether you feel the price listed for the product is much too low, a little low, about right, a little high, or much too high.

		Very Low	A Little Low	About Right	A Little High	Very High
1	<p>An Annual <b>United States Mint Proof Set</b><sup>®</sup></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• One of the U.S. Mint’s signature products</li> <li>• Sharp relief, mirror-like backgrounds, and frosted, sculpted foregrounds that give a special cameo effect</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small>Image of 2020 version shown as example; Image not actual size</small></p>	○	○	○	○	○

2	<p>An Annual <b><u>United States Mint Silver Proof Set®</u></b></p> <ul style="list-style-type: none"> <li>• 10 proof coins encased in two clear plastic lenses</li> <li>• The quarters, dime, and half dollar are minted in 99.9 percent silver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o
3	<p>An Annual <b><u>United States Mint Uncirculated Coin Set®</u></b></p> <ul style="list-style-type: none"> <li>• Two folders, each containing 10 coins with uncirculated finishes</li> <li>• One folder is from the United States Mint at Philadelphia and the other is from the United States Mint at Denver</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o
4	<p>An <b><u>American Eagle Silver Proof 1 oz. Coin</u></b></p> <ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion coin</li> <li>• Proof-quality coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Proof coins receive the highest quality strike possible and are distinguishable by their mirror-like background and frosted foreground</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><i>Image of 2020 version shown as example; Image not actual size</i></p>	o	o	o	o	o
5	<p>An <b><u>American Eagle Silver Uncirculated 1 oz. Coin</u></b></p> <ul style="list-style-type: none"> <li>• Features Walking Liberty design</li> <li>• Version of the investment-grade United States Mint American Eagle Silver Bullion</li> </ul>	o	o	o	o	o

<p>coin</p> <ul style="list-style-type: none"> <li>• Uncirculated coins made from highly polished planchets (coin blanks) and dies (the engraving stamp used for impressing a design on a coin blank)</li> <li>• Uncirculated coins are struck on specially burnished planchets with a matte or satin-like finish</li> <li>• “W” Mint mark denoting the United States Mint production facility at West Point, where the coins were minted</li> </ul> <p><b>PRICE: \$[INSERT PRICE PER MONADIC CELL]</b></p> <p><small>Image of 2020 version shown as example; Image not actual size</small></p>					
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**PROGRAMMING:**

- **ASK ALL**
- **PRESERVE ROW ORDER FROM Q-3**

Q-7A. Earlier you indicated that you would be likely to purchase **[TEXT 1 – SEE PROGRAMMING]**. When you think about these products in combination, which of the following describes what you would be most likely to do in the next 12 months?

1	I would likely buy all 3: the Annual Proof Set, the Annual Silver Proof Set, and the Annual	0
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	Uncirculated Set	
2	I would likely buy both the Annual Proof Set and the Annual Silver Proof Set	<input type="radio"/>
3	I would likely buy both the Annual Proof Set and the Annual Uncirculated Set	<input type="radio"/>
4	I would likely buy both the Annual Silver Proof Set and the Annual Uncirculated Set	<input type="radio"/>
5	I would likely buy only the Annual Proof Set	<input type="radio"/>
6	I would likely buy only the Annual Silver Proof Set	<input type="radio"/>
7	I would likely buy only the Annual Uncirculated Set	<input type="radio"/>
8	I would likely buy [TEXT 2 – SEE PROGRAMMING] of these products	<input type="radio"/>

**PROGRAMMING:**

- ASK ONLY IF NUMBER LIKELY TO PURCHASE >0 FOR TWO OR MORE OF ROWS 1, 2 AND 3 IN Q-4
- THE TABLE BELOW ILLUSTRATES HOW THE RESPONDENT'S Q-4 SELECTION FOR ROWS 1-3 DICTATES THE TEXT AND ROWS SHOWN IN Q-7A
- RANDOMIZE ASCENDING VS. DESCENDING ROW ORDER

ROWS > 0 IN Q-4	Q-7A ROWS TO DISPLAY	[TEXT 1]	[TEXT 2]
1 & 2	2, 5, 6, 8	the Annual Proof Set and the Annual Silver Proof Set	neither
1 & 3	3, 5, 7, 8	the Annual Proof Set and the Annual Uncirculated Set	neither
2 & 3	4, 6, 7, 8	the Annual Silver Proof Set and the Annual Uncirculated Set	neither
1, 2, & 3	1-8 (ALL)	the Annual Proof Set, the Annual Silver Proof Set, and the Annual Uncirculated Set	none

Q-7B. Earlier you indicated that you would be likely to purchase both the American Eagle Silver Proof Coin and the American Eagle Silver Uncirculated Coin. When you think about these products in combination, which of the following describes what you would be most likely to do?

1	I would likely buy <b>both</b> the American Eagle Silver Proof 1 oz. coin and the American Eagle Silver Uncirculated 1 oz. Coin	<input type="radio"/>
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2	I would likely buy only the American Eagle Silver Proof 1 oz. Coin	o
3	I would likely buy only the American Eagle Silver Uncirculated 1 oz. Coin	o
4	I would likely buy neither of these products	o

**PROGRAMMING:**

- ASK ONLY IF NUMBER LIKELY TO PURCHASE >0 FOR ROWS 4 AND 5 IN Q-4
- RANDOMIZE ASCENDING VS. DESCENDING ROW ORDER

Q-8. To the best of your recollection, **approximately how much did you pay** for each of the following products **per unit** in the past 12 months?

1	Annual United States Mint Proof Set®	\$___
2	Annual United States Mint Silver Proof Set®	\$___
3	Annual United States Mint Uncirculated Coin Set®	\$___
4	American Eagle Silver Proof 1 oz. Coin	\$___
5	American Eagle Silver Uncirculated 1 oz. Coin	\$___

**Programming:**

- ASK IF RESPONDENT CHECKED ANY OF ROWS 1, 3, 6, 11, & 12 IN S-9. SHOW ONLY ROWS CORRESPONDING WITH RESPONDENT'S S-9 SELECTION.
  - o ROWS 1-5 IN Q-8 CORRESPOND WITH ROWS 1, 3, 6, 12, & 11 FROM S-9, RESPECTIVELY.
- PRESERVE ORDER FROM Q-3
- INSERT POP-UP IF TOTAL SUM FOR THIS QUESTION IS GREATER THAN SPENDING IN PAST 12 MONTHS (ANSWER FROM S-10) – “This value is greater than your total spending in the past 12 months with the U.S. Mint. Are you sure that you would like to proceed?”

Q-9. Which, if any, of these products **have you already purchased** in 2020 from the U.S. Mint?

		Yes (Did Purchase in 2020)	No (Did Not Purchase in 2020)
1	2020 United States Mint Proof Set®	o	o

2	2020 United States Mint Silver Proof Set®	o	o
3	2020 American Eagle Silver Proof 1 oz. Coin	o	o

**PROGRAMMING:**

- **HIDE ROW 2 UNTIL APRIL 17<sup>TH</sup> (WHEN PRODUCT BECOMES AVAILABLE)**

Q-10. Earlier, you indicated that you purchased **directly from the United States Mint** in the past 2 years. Thinking about your purchase(s), which of the following **purchasing method(s)** did you use?

*Please select all that apply.*

1	Online – <a href="https://catalog.usmint.gov/">https://catalog.usmint.gov/</a>	<input type="checkbox"/>
2	By Phone – 1-800-USA-MINT	<input type="checkbox"/>
3	U.S. Mint Booth at Coin Conventions / Shows	<input type="checkbox"/>
4	Retail Outlets: - Washington D.C. – U.S. Mint Headquarters - Philadelphia Mint - Denver Mint	<input type="checkbox"/>
5	Other companies or mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	<input type="checkbox"/>
6	Coin shops/local shops (e.g., dealers, antique stores)	<input type="checkbox"/>
7	Local auction or estate sales	<input type="checkbox"/>
8	eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	<input type="checkbox"/>
9	Home Shopping Network/QVC	<input type="checkbox"/>
10	Other (Please Specify): _____	<input type="checkbox"/>

**PROGRAMMING:**

- **RANDOMIZE ORDER OF ROWS (KEEP ROW 10 LAST).**
- **ASK IF PANEL AND ANSWER TO S-7B IS “YES.”**
- **FLAG RESPONDENT IF THEY DO NOT SELECT ANY OF ROWS 1-4**

**DEMOGRAPHIC INFORMATION**

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

P-1. Are you...?

1	Male	o
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2	Female	<input type="radio"/>
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**PROGRAMMING:**

- **ASK CUSTOMERS ONLY.**

P-2. What is the total combined annual income – before taxes – of all members of your household, including yourself? Please include income from jobs as well as bonuses, shares of profits and from all other sources. Your best estimate is fine.

1	Less than \$10,000	<input type="radio"/>
2	Between \$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 to \$149,999	<input type="radio"/>
9	\$150,000 to \$199,999	<input type="radio"/>
10	\$200,000 or more	<input type="radio"/>

**PROGRAMMING:**

- **ASK CUSTOMERS ONLY**

P-3. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

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

**PROGRAMMING:**

- **ASK ALL**

P-4. To confirm, are you a coin dealer?

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

**PROGRAMMING:**

- **ASK IF ROW 1 IS SELECTED IN P-2**

P-5. Are you Hispanic or Latino?

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

**PROGRAMMING:**

- **ASK ALL**

P-6. 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
- RANDOMIZE ROWS 1-5

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P-7. 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

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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.**