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Description of document: The United States Mint, AE (American Eagle) Platinum & AE Palladium Interest and Preference Research, Contract #TM-HQ-11-C-0060, 2013, Draft Final Report, 2013

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Disclosure Officer  
United States Mint  
801 9th Street, NW  
Washington, DC 20220  
[FOIA.gov](http://FOIA.gov)

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DEPARTMENT OF THE TREASURY

UNITED STATES MINT  
WASHINGTON, D.C. 20220

October 25, 2019

FOIA Request 2019-01-057

This is in response to your Freedom of Information Act (FOIA) your November 26, 2018 letter for a copy of final reports, studies and presentations from three contracts to conduct palladium market studies. The contract numbers are TM-HQ-11-C-0060, TM-HQ-11-P-0325, and TM-HQ-12-P-0202.

Enclosed as responsive to your request is the report from contract #TM-HQ-11-C-0060 (28 pages).

Contract # TM-HQ-11-P-0325 was terminated for the convenience of the government prior to any reports or presentations being generated/provided to the government.

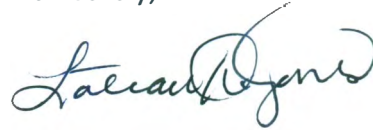
Please be advised that the report associated with contract # TM-HQ-12-P-0202 from Christian, Podleska and VanMusschenbroek, Ltd. (CPM Group) has been deemed inappropriate for disclosure, and therefore withheld in full in accordance with Title 5 of the United States Code, Section 552(b)(4): Trade secrets and commercial or financial information obtained from a person [that is] privileged or confidential.

Should you disagree with the FOIA determination, you may appeal this decision within 35 days from the date of this letter. Your appeal must be in writing, signed by you, and should be addressed to: Mr. David Ryder, Director, United States Mint, 8<sup>th</sup> Floor, 801-9<sup>th</sup> Street, N.W., Washington, D.C. 20220. The appeal should reasonably describe the records requested from the denial of access, and should specify the date of your initial request and date of this initial determination. The appeal should also include any supporting arguments as to why you believe the records denied should be released, and should set forth the address you wish to be notified of the decision on appeal.

In addition, the Office of Government Information Services (OGIS), the Federal FOIA Ombudsman, offers mediation services to resolve disputes between FOIA requesters and Federal agencies as a non-exclusive alternative to litigation. Using OGIS services does not affect your right to pursue litigation. Contact information for OGIS is set forth below:

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ogis.archives.gov  
202-741-5770  
1-877-684-6448*

Sincerely,

A handwritten signature in black ink, appearing to read "Lateau D. Jones". The signature is written in a cursive style with a large, stylized initial "L".

Lateau D. Jones  
Acting Disclosure Officer

The United States Mint  
AE Platinum & AE Palladium Interest and Preference Research

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Draft Final Report  
September 24, 2013  
*Revised: September 26, 2013*



## **Background and Methodology**

## **Background & Methodology**

**The United States Mint is seeking to gauge possible demand for fractional AE Platinum Proof coins as well as a Palladium AE Proof coin. Additionally, there is a desire to understand preferences for themes for future AE Platinum Proof coins as well as the appeal of different options for celebrating the AE Platinum 25<sup>th</sup> Anniversary.**

### **Background**

- The United States Mint wishes to explore the demand for American Eagle Platinum Proof fractional coins, as well as the overall impact of introducing these coins on its current product line.
- As recent legislation has authorized the introduction of a Palladium coin, the United States Mint wishes to understand the appeal of and demand for a potential 1oz. Palladium Proof coin.
- The United States Mint is seeking input on themes for the next series of American Eagle Platinum 1 oz. Proof Coins, as well as input regarding a potential 25<sup>th</sup> Anniversary product.

### **Methodology**

- 3,064 United States Mint customers were surveyed in August 2013 to assess their reactions to fractional AE Platinum Proof coins, an AE Palladium Proof coin, and themes for the reverse of future AE Platinum Proof coins.
  - Customer survey participants were selected from United States Mint customer lists.
  - The survey represents all U.S. Mint customers, but includes a boosted sample of individuals who had recently purchased platinum, gold, or silver coins.
  - Weighting was applied to ensure the survey results (including boost of precious metal coin purchasers) reflect the balanced distribution of precious metal purchasers and other customers within the overall U.S. Mint customer population.

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Note: This project was carried out in compliance with ISO 20252.

## Background & Methodology... Survey Sample Group Definitions

Four sample groups were assigned based upon customer past purchases and then further stratified into high and low spend based on the median spend level in each sample group.



## Background & Methodology... Customer Weighting

Customer survey results were weighted to bring responses into balance with the overall United States Mint customer population.

Past Year Purchasers	1. Platinum Purchasers	2. Gold Purchasers	3. Silver Purchasers	4. Other United States Mint Customers	All Customers
Sample Size	458	853	855	898	3,064
	▼	▼	▼	▼	▼
Universe Size	14,100	30,601	318,600	244,789	608,090

\*Customers were counted by Matchcode as opposed to previous studies where they were counted by Customer Number.



## Presentation of Fractional American Eagle Gold and Platinum Coin Scenarios

Survey respondents were split into 3 monadic groups – each randomly shown one of 3 possible scenarios describing the roster of American Eagle coins that could be available for purchase in 2014, including fractional sizes of AE Gold (and, in 2 scenarios, fractional Platinum) Coins.

	2014 Price Presented in Survey	Current (Cell A)	Current + Platinum ½ oz (Cell B)	Current + Platinum ½ oz., ¼ oz., & 1/10 oz. (Cell C)
<b>American Eagle <u>Silver</u> Coins</b>				
Uncirculated 1 oz. coin	\$48.95	X	X	X
Proof 1 oz. coin	\$57.95	X	X	X
<b>American Eagle <u>Gold</u> Coins</b>				
Uncirculated 1 oz. coin	\$1,725.00	X	X	X
Proof 1 oz. coin	\$1,760.00	X	X	X
Proof ½ oz. coin	\$895.00	X	X	X
Proof ¼ oz. coin	\$460.00	X	X	X
Proof 1/10 oz. coin	\$195.00	X	X	X
<b>American Eagle <u>Platinum</u> Coins</b>				
Proof 1 oz. coin	\$1,850.00	X	X	X
Proof ½ oz. coin	\$945.00		X	X
Proof ¼ oz. coin	\$485.00			X
Proof 1/10 oz. coin	\$205.00			X

## American Eagle Platinum Coin Series Themes

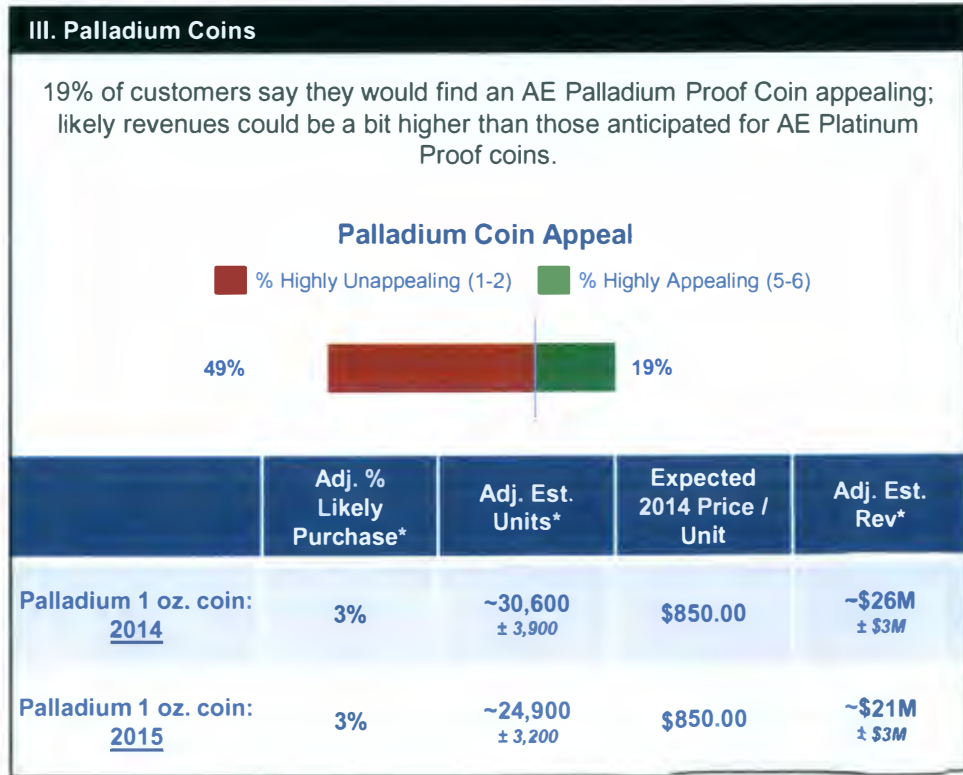
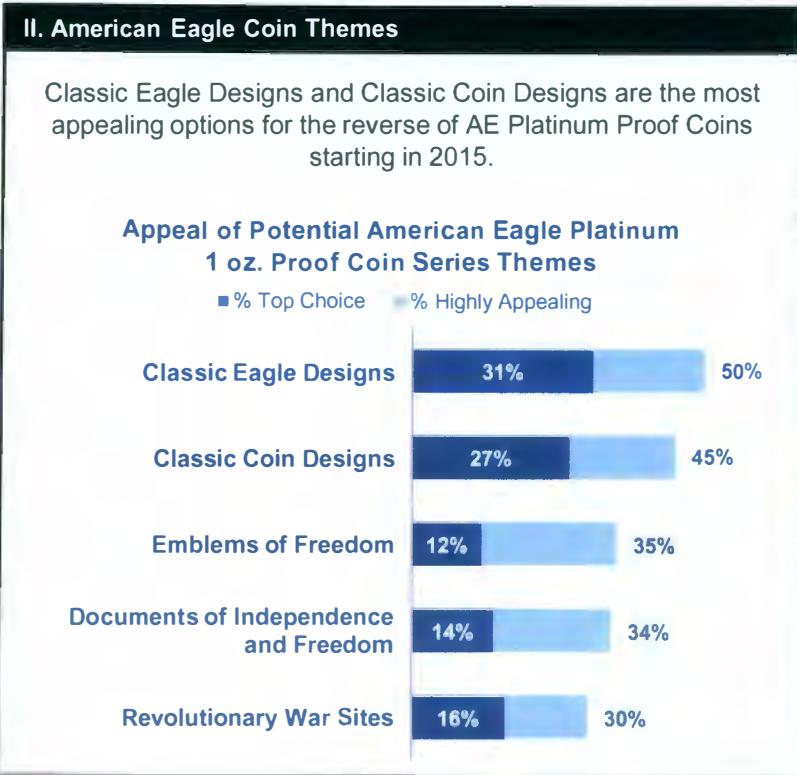
To gauge interest in potential themes for the reverse of AE Platinum Coins, survey respondents rated the appeal of five candidate descriptions of possible themes (presented as starting in 2015).

Theme	Description
<b>Classic Coin Designs</b>	Classic coin designs from America’s past like the Indian Head Penny 1859-1909, The Morgan Dollar (Silver Dollar) 1878-1921, The Liberty “V” Nickel, 1883-1912, the Standing Liberty Quarter 1916-1930, and the Mercury Dime 1916-1945. These coins would feature an eagle “privy mark” to tie back to the American Eagle series.
<b>Classic Eagle Designs</b>	Designs featuring some of the many classic, historic eagles that have been used on American coinage, like the eagles on the reverse of the \$20 gold piece, on the reverse of the Indian Head \$10 gold piece, or the Coronet Port.
<b>Documents of Independence and Freedom</b>	Coins featuring “allegorical representations” of key American documents, like Declaration of Independence, Gettysburg Address, Constitution of the United States, Bill of Rights, and the Emancipation Proclamation, etc.
<b>Emblems of Freedom</b>	Designs featuring American icons like the American Flag, the Liberty Bell, the Capitol Dome, and/or famous Executive, Legislative and Judicial buildings.
<b>Revolutionary War Sites</b>	Designs featuring important battlegrounds of the Revolutionary War.

## Summary Findings

# Platinum and Palladium Research Summary Scorecard

I. American Eagle Platinum Fractional Coins				
Introducing fractional Platinum Proof coins would likely increase net Platinum Proof Coin sales revenues. Adding a full suite of fractionals (down to 1/10 oz.) would be more impactful than adding a 1/2 oz. only.		% Change in Adj. Est. Units of Platinum Coins*	% Change in Adj. Est. Revenue of Platinum Coins*	
	Note: Assumes 100% awareness that fractional coins are introduced. Actual sales volume may vary substantially due to incomplete awareness among customers, as well as changes in market conditions, etc..	Introduce 1/2 oz. Platinum Fractional	+80%	+38%
		Introduce 1/2 oz., 1/4 oz., & 1/10 oz. Platinum Fractional	+242%	+48%



↑/↓=significantly higher/lower vs. current product line. \* These data have been adjusted based on data relating likelihood to purchase scale ratings to actual purchase behavior.

## **Customer Reactions to Proposed American Eagle Fractional Coins**



## American Eagle Platinum Proof Fractional Coins: Potential Impact on Sales

Introducing Fractional Platinum Coins would likely boost total Platinum Proof Coin sales revenues. Revenues would be highest if a full suite of fractionals (down to 1/10 oz.) is offered.

**Potential 2014 American Eagle Fractional Platinum Coin Purchase and Revenue Impacts  
(Among All Customers)**

	Adj. % Likely to Purchase*	Adj. Est. Units*	Assumed Price / Unit	Adj. Est. Revenue*
<b>Current Scenario</b>		~7,800 ± 2,300		~\$14M ± \$4M
Platinum Proof 1 oz. Coin	2%	~7,800 ± 2,300	\$1,850	~\$14M ± \$4M
<b>If Include ½ oz., ¼ oz. 1/10 oz. Platinum</b>		~26,700 ± 6,200 ↑ (+242% over current)		~\$21M ± \$5M ↑ (+48% over current)
Platinum Proof 1 oz. coin	2%	~6,900 ± 2,100	\$1,850	~\$13M ± \$4M
Platinum Proof ½ oz. coin	1%	~3,900 ± 1,600 ↑	\$945	~\$4M ± \$1M ↑
Platinum Proof ¼ oz. coin	1%	~5,900 ± 1,900 ↑	\$485	~\$3M ± \$3M ↑
Platinum Proof 1/10 oz. coin	2%	~10,000 ± 2,700 ↑	\$205	~\$2M ± \$1M ↑
<b>If Include ½ oz. Platinum</b>		~14,100 ± 3,500 ↑ (+80% over current)		~\$20M ± \$5M (+38% over current)
Platinum Proof 1 oz. coin	1%	~7,300 ± 2,000	\$1,850	~\$14M ± \$4M
Platinum Proof ½ oz. coin	1%	~6,800 ± 2,100 ↑	\$945	~\$6M ± \$2M ↑

Note: Assumes 100% awareness that fractional coins are introduced. Actual sales volume may vary substantially due to incomplete awareness among customers, as well as changes in market conditions, etc..

↑/↓=significantly higher/lower vs. current scenario. \*These data have been adjusted based on data relating likelihood to purchase scale ratings to actual purchase behavior. Sources: A1. How likely would you be to purchase these American Eagle coins in 2014? A2. How many American Eagle coins would you be likely to purchase in 2014?

## American Eagle Platinum Proof Fractional Coins: Potential Impact on Sales (Among Prior Platinum Purchasers)

Among prior Platinum Purchasers, propensity to buy the Platinum 1 oz. coin would not change substantially with the introduction of Platinum fractionals. For the most part, it appears that purchases of fractionals would be incremental.

### 2014 American Eagle Fractional Platinum Coin Purchase Interest: 1/2 oz., 1/4 oz., 1/10 oz. (Among Past 5 Years Platinum Purchasers)

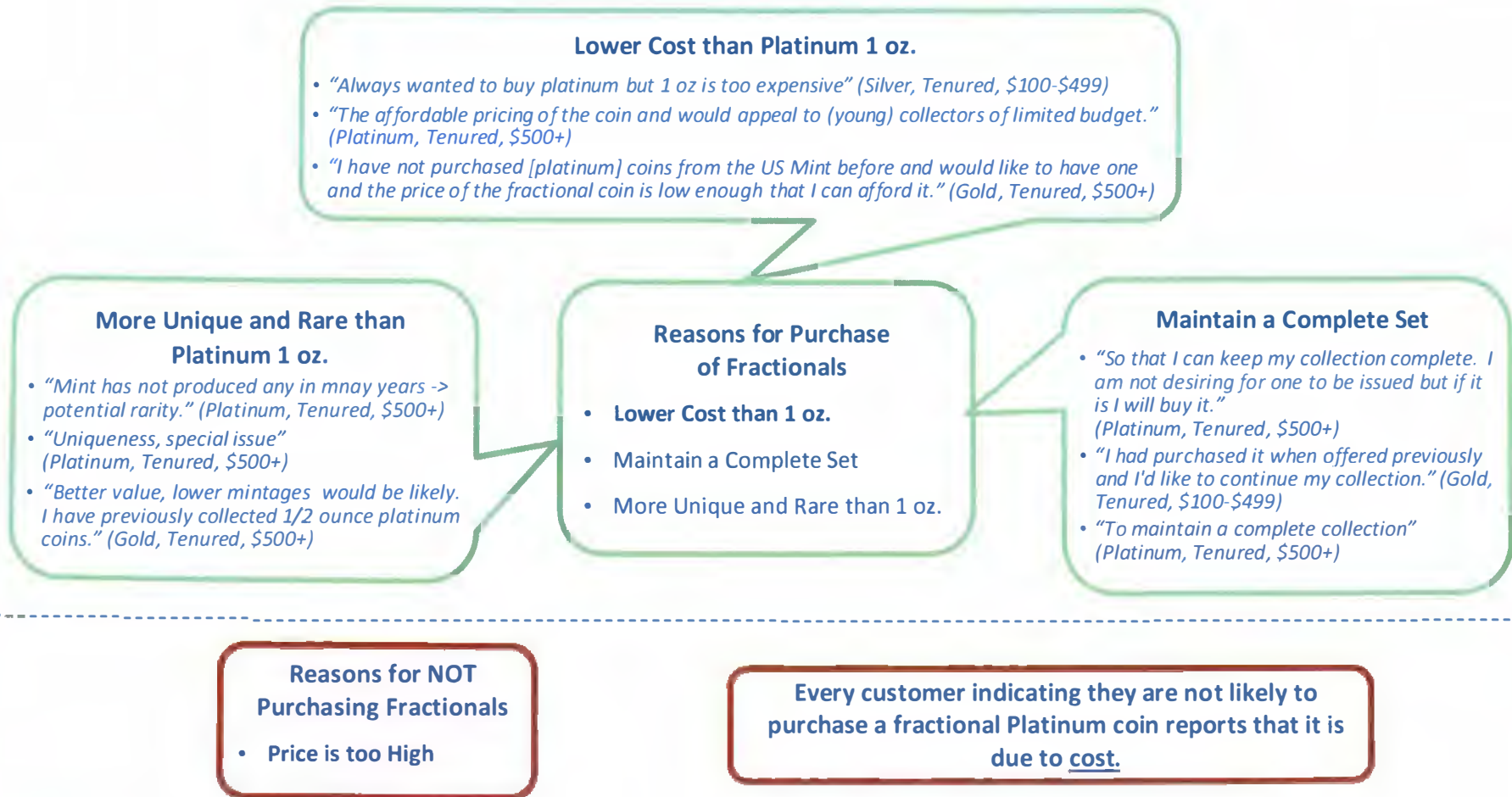
	Adj. % Likely to Purchase*	Adj. Est. Units*	Assumed Price / Unit	Adj. Est. Revenue*
<b>Current Scenario</b>		~5,300 ± 1,500		~\$10M ± \$3M
Platinum Proof 1 oz. Coin	 29%	~5,300 ± 1,500	\$1,850	~\$10M ± \$3M
<b>If Include 1/2 oz., 1/4 oz. 1/10 oz. Platinum</b>		~13,000 ± 3,400 ↑ (+144% over current)		~\$13M ± \$3M (+31% over current)
Platinum Proof 1 oz. coin	 33%	~4,600 ± 1,000	\$1,850	~\$9M ± \$2M
Platinum Proof 1/2 oz. coin	 19%	~2,700 ± 1,200 ↑	\$945	~\$3M ± \$1M ↑
Platinum Proof 1/4 oz. coin	 18%	~2,400 ± 900 ↑	\$485	~\$1M ± \$400,000 ↑
Platinum Proof 1/10 oz. coin	 21%	~3,200 ± 1,400 ↑	\$205	~\$1M ± \$300,000 ↑
<b>If Include 1/2 oz. Platinum</b>		~9,000 ± 2,200 ↑ (+68% over current)		~\$13M ± \$3M (+35% over current)
Platinum Proof 1 oz. coin	 30%	~5,200 ± 1,500	\$1,850	~\$10M ± \$3M
Platinum Proof 1/2 oz. coin	 23%	~3,800 ± 1,300 ↑	\$945	~\$4M ± \$1M ↑

Note: Assumes 100% awareness that fractional coins are introduced. Actual sales volume may vary substantially due to incomplete awareness among customers, as well as changes in market conditions, etc..

↑/↓=significantly higher/lower vs. current scenario. \*These data have been adjusted based on data relating likelihood to purchase scale ratings to actual purchase behavior. Sources: A1. How likely would you be to purchase these American Eagle coins in 2014? A2. How many American Eagle coins would you be likely to purchase in 2014?

## Voice of the Customer: Drivers of Purchase Interest in Platinum Fractionals (Verbatim Commentary)

Providing an affordable entry point for Platinum, potential rarity/uniqueness, and the need to “buy one of each product” would be the key drivers of purchasing for fractional Platinum coins. For those not likely to purchase, all cite cost as a barrier.



Note: Comments reflect original spelling/grammar; New and Tenured are defined based on customer self report: New Customers are those who said their first purchase from the U.S. Mint was within the past 12 months; Tenured customers are those who said their first purchase was more than 12 months ago. A-3. In your prior answers, you indicated you would / would not be likely to purchase a [A: 1 oz American Eagle Platinum Proof Coin / B&C: fractional American Eagle Platinum Proof coin]. What makes you likely/unlikely to purchase such a coin?

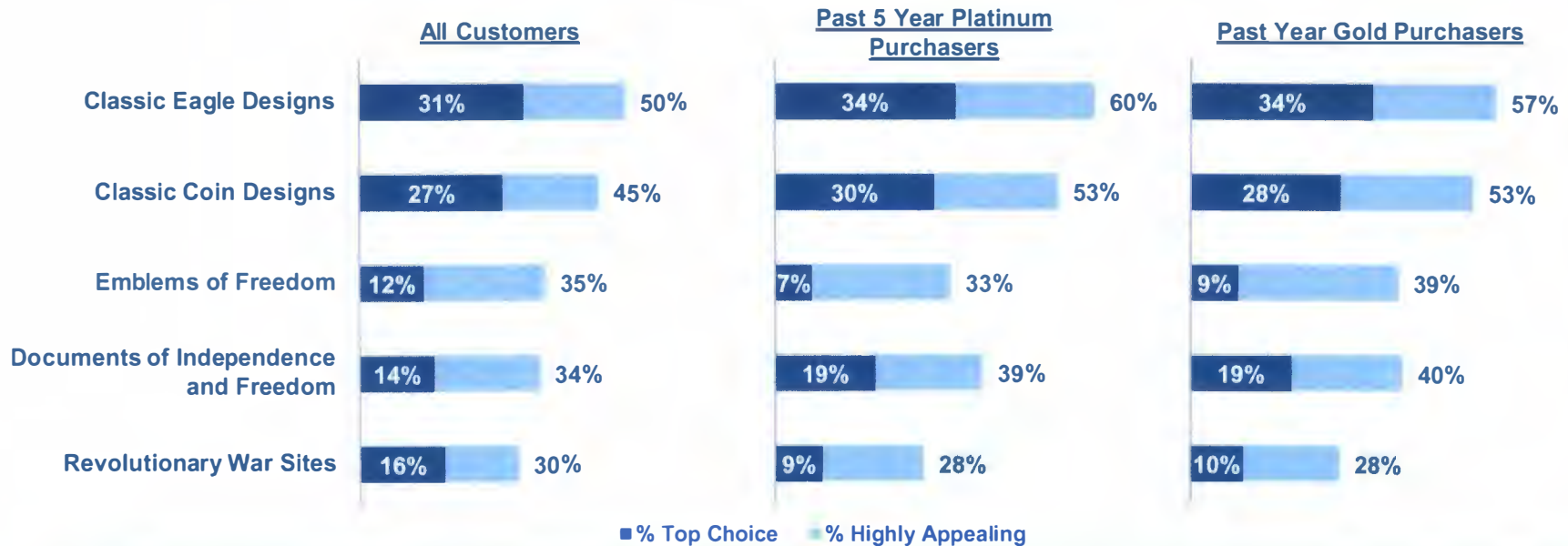


## **Customer Reactions to the American Eagle Platinum Coin Series Themes**

## Theme Appeal: Designs for Reverse of American Eagle Platinum Coin Series

Customers find both “Classic Eagle Designs” and “Classic Coin Designs” to be the most appealing options for the reverse of AE Platinum Proof Coins starting in 2015.

**Appeal of Potential American Eagle Platinum 1 oz. Proof Coin Series Themes**



### Example Suggestions for Other Themes

*“American Wildlife would be nice to see. Canada does it extremely well” (Gold, Tenured, \$500+)*

*“Military related themes, medals of honor, veteran related themes as well.” (Platinum, Tenured, \$100-\$499\*)*

*“there could be a series of coins with a space program theme. Designs could feature various spacecraft (Mercury, Gemini, Apollo, Space Shuttle), accomplishments (first spacewalk, moon landing, Mars exploration) or astronauts.” (General, Tenured, <\$100)*

*“Famous American Landmarks - i.e. The Golden Gate Bridge, Mt. Rushmore, the St. Louis Arch” (Silver, Tenured, \$100-\$499)*

*“Space program. The Internet. The computer. The transistor. The innovations that changed the 2nd half of the 20th century and will most influence the 21st.” (Gold, Tenured, \$500+)*

*“I beleive an opportunity is being missed for a Civil War and WW2 battle/battlefield commemorative series supporting battlefield and memorial needs.” (Platinum, Tenured, \$500+)*

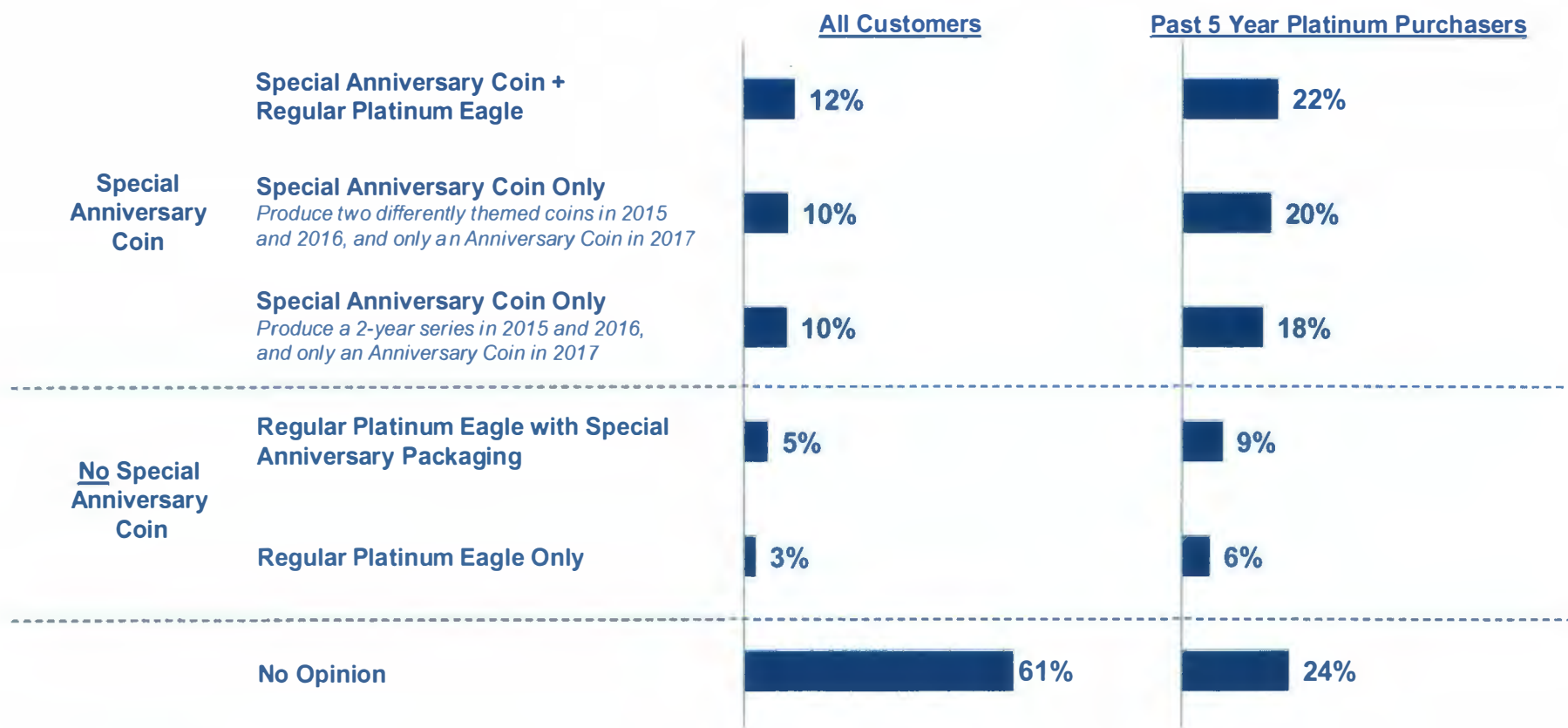
\*As Platinum Purchasers are defined as those who have purchased a Platinum coin from the U.S. Mint in the past 5 years, it is possible for a Platinum Purchaser to have spent less than the cost of a Platinum coin in the past year. Note: Comments reflect original spelling/grammar. Sources: B1. How appealing do you feel that each of these themes would be for the American Eagle Platinum Coins in 2015 and thereafter? B2. Which theme is the *most* appealing to you? B3. Are there any other themes that you think the U.S. Mint should consider?

## Anniversary of American Eagle Platinum Coin Program: Options for Commemoration

While Customers overall do not have a strong preferences for how the anniversary is commemorated, most Platinum Purchasers would like some type of special coin to be issued.

- Platinum Purchasers are split, however, regarding preferences for a special coin *in addition to* vs. *instead of* the regular AE coin.

**Commemoration of American Eagle Platinum 1 oz. Coin Anniversary\***  
(% Preferring Option)



\*Does not sum to 100% due to rounding. Sources: B4. As you may know, 2017 will mark the 25<sup>th</sup> anniversary of the start of the American Eagle 1 oz. Platinum Coin program. The United States Mint is currently considering how it will mark this anniversary. The U.S. Mint could either start a new multi-year series in 2015 or it could produce coins for 2015 and 2016, an anniversary coin for 2017 and then start a new series in 2018. Which would you prefer?

## Customer Interest in Palladium Proof Coins

## Customer Purchase Interest: Palladium Coins

19% of customers say they would find an AE Palladium Proof Coin appealing; likely revenues could be a bit higher than those anticipated for AE Platinum Proof coins.

- Survey responses suggest that interest would drop somewhat after the first year.

### All Customers

#### Palladium 1oz. Coin Appeal

■ % Highly Unappealing (1-2)    ■ % Highly Appealing (5-6)



### Among Customers who Purchased Platinum (Past 5 Yrs.) or Gold (Past Yr.)

#### Palladium 1oz. Coin Appeal

■ % Highly Unappealing (1-2)    ■ % Highly Appealing (5-6)



### Palladium Coin Purchase Interest: 2014 and 2015

	Adj. % Likely Purchase*	Adj. Est. Units*	2014 Expected Price / Unit	Adj. Est. Rev.*
Palladium 1 oz. coin: <u>2014</u>	3%	~30,600 ± 3,900	\$850.00	~\$26M ± \$3M
Palladium 1 oz. coin: <u>2015</u>	3%	~24,900 ± 3,200	\$850.00	~\$21M ± \$3M

### Palladium Coin Purchase Interest: 2014 and 2015

	Adj. % Likely Purchase*	Adj. Est. Units*	2014 Expected Price / Unit	Adj. Est. Rev.*
Palladium 1 oz. coin: <u>2014</u>	26%	~20,500 ± 2,300	\$850.00	~\$17M ± \$2M
Palladium 1 oz. coin: <u>2015</u>	22%	~17,100 ± 2,000	\$850.00	~\$15M ± \$2M

Note: Assumes 100% awareness of Palladium coin. Actual sales volume may vary substantially due to incomplete awareness among customers, as well as changes in market conditions, etc..

\*These data have been adjusted based on data relating likelihood to purchase scale ratings to actual purchase behavior. Sources: C1. How appealing would this American Eagle Palladium 1 oz. Coin be to you as described? C2. How likely would you be to purchase this American Eagle Palladium 1 oz. Coin in **FIRST: 2014 / SECOND: 2015**? C3. How many American Eagle Palladium 1 oz. Coins would you be likely to purchase in **[FIRST: 2014 / SECOND: 2015]**?



## Voice of the Customer: Drivers of Purchase Interest in Palladium Coin (Verbatim Commentary)

While novelty and perceived investment value drive customers to consider purchasing a Palladium Coin, the price tag, lack of aesthetic distinctiveness, and varied U.S. Mint product pool detract from purchase interest.



\*As Platinum Purchasers are defined as purchasing a Platinum coin in the past 5 years, it is possible for a Platinum purchaser to have spend less than the cost of a Platinum coin in the past year. Note: Comments reflect original spelling/grammar. C4. Why would you be [likely / unlikely / likely or unlikely] to purchase this American Eagle Palladium 1 oz. coin?

**Which Initiative Would Be Most Appealing?**

## Which Initiative Would be Most Appealing?

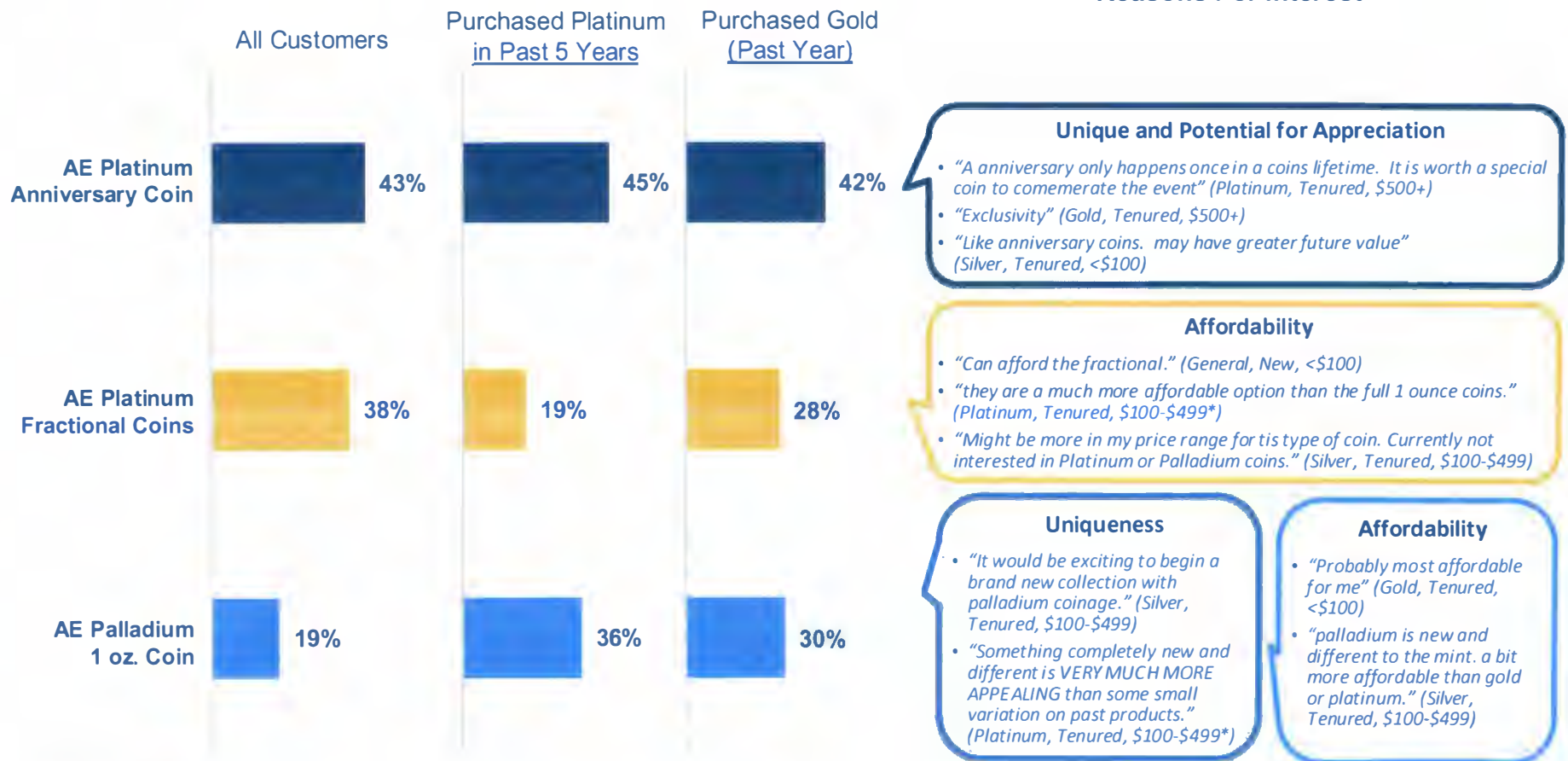
(AE Platinum Fractional Coins, AE Platinum Anniversary Coin, and AE Palladium Coin)

Introducing an AE Palladium Coin would be less broadly appealing than Platinum fractionals or a Platinum anniversary coin.

- Among Platinum Purchasers, however, an AE Palladium Coin is more preferred over the introduction of Platinum fractionals.

### Most-Preferred Product Introduction

### Reasons For Interest



\*As Platinum Purchasers are defined as purchasing a Platinum coin in the past 5 years, it is possible for a Platinum purchaser to have spend less than the cost of a Platinum coin in the past year. Note: Comments reflect original spelling/grammar. Sources: O1. You have seen a number of possible scenarios relating to fractional coins and coins made of precious metals. Of all the possibilities you were shown, which coins are you most interested in? O2. Why does this product appeal to you more than the others?



## Appendix

**Appendix A**  
**-- Unadjusted Purchase Interest --**

## Unadjusted Purchase Interest: AE Platinum Fractional Scenarios

Adding Platinum Fractional Coins to the portfolio does not substantially change customers' likelihood to purchase other coins.

### Likelihood to Purchase American Eagle Coins

■ % Highly Likely (5-6)

	Unadjusted Likelihood to Purchase		
	Current	Introduce ½ oz. Platinum Fractionals	Introduce ½ oz., ¼ oz., & 1/10 oz. Platinum Fractionals
<b>American Eagle <u>Platinum</u> Coins</b>			
Proof 1 oz. coin	■ 4%	■ 3%	■ 4%
Proof ½ oz. coin	-	■ 3%	■ 3%
Proof ¼ oz. coin	-	-	■ 4%
Proof 1/10 oz. coin	-	-	■ 6%
<b>American Eagle <u>Gold</u> Coins</b>			
Unc. 1 oz. coin	■ 4%	■ 3%	■ 5%
Proof 1 oz. coin	■ 5%	■ 4%	■ 5%
Proof ½ oz. coin	■ 3%	■ 3%	■ 4%
Proof ¼ oz. coin	■ 5%	■ 5%	■ 5%
Proof 1/10 oz. coin	■ 8%	■ 9%	■ 9%

Source: A1. How likely would you be to purchase these American Eagle coins in 2014?

**Appendix B**  
**-- Demographics --**

## Demographics

	All Customers	Past 5 Year Platinum Purchasers	Past Year Gold Purchasers	Past Year Silver Purchasers	Other U.S. Mint Customers
<b>Tenure with U.S. Mint</b>					
% New Customers ( <i>1<sup>st</sup> purchase past 12 months</i> )	8%	6%	9%	7%	8%
<b>Education Level</b>					
% Bachelor degree or higher	61%	76%	68%	60%	60%
<b>Employment Status</b>					
% Full- or Part-Time	50%	57%	56%	53%	45%
% Retired	47%	40%	42%	45%	52%
<b>Income</b>					
% Between \$50,000 and \$99,999	33%	27%	27%	35%	31%
% \$100,000 or more	28%	39%	40%	29%	24%
<b>Race</b>					
% White	83%	74%	82%	84%	84%
% Hispanic	3%	4%	3%	4%	3%
% Prefer not to answer	14%	18%	15%	13%	14%
<b>Gender</b>					
% Male	90%	95%	95%	92%	87%
<b>Age</b>					
% 18-45 years old	9%	14%	9%	11%	7%
% 46 or older	91%	86%	91%	89%	93%

**Appendix C**  
**-- Questionnaire Text--**

**Double click on the icon to open the questionnaire.**

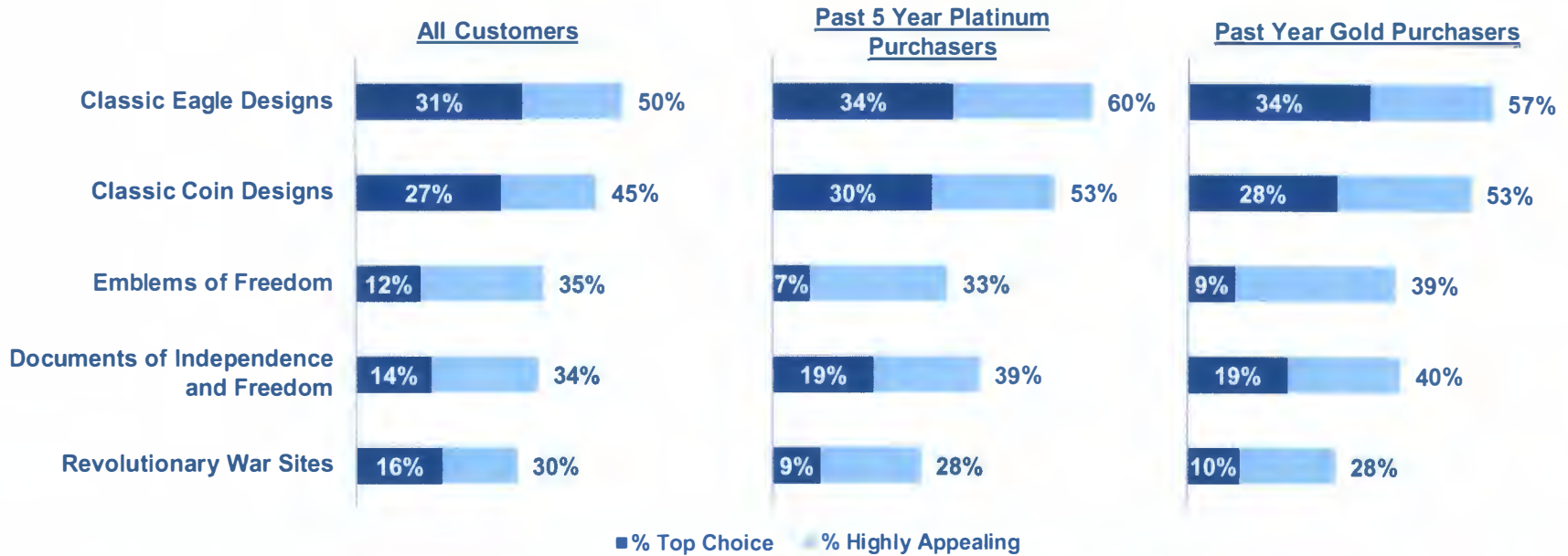


Microsoft Word  
Document

## Theme Appeal: Designs for Reverse of American Eagle Platinum Coin Series

Customers find both “Classic Eagle Designs” and “Classic Coin Designs” to be the most appealing options for the reverse of AE Platinum Proof Coins starting in 2015.

**Appeal of Potential American Eagle Platinum 1 oz. Proof Coin Series Themes**



### Example Suggestions for Other Themes

*“American Wildlife would be nice to see. Canada does it extremely well” (Gold, Tenured, \$500+)*

*“Military related themes, medals of honor, veteran related themes as well.” (Platinum, Tenured, \$100-\$499)*

*“there could be a series of coins with a space program theme. Designs could feature various spacecraft (Mercury, Gemini, Apollo, Space Shuttle), accomplishments (first spacewalk, moon landing, Mars exploration) or astronauts.” (General, Tenured, <\$100)*

*“Famous American Landmarks - i.e. The Golden Gate Bridge, Mt. Rushmore, the St. Louis Arch” (Silver, Tenured, \$100-\$499)*

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