

**SCREENER - CITY
ASIAN NON-CUSTOMER COIN SAVERS**

CHECK ONE

COLD CALL ()

REFERRAL ()

DATABASE ()

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

ATTENDING:

Date, 2007

Group 1 () 6:00 PM to 8:00 PM --
Ages 18-39

Asian Coin Savers --

Group 2 () 8:00 PM to 10:00 PM --
Ages 40-70

Asian Coin Savers --

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for National Analysts, a marketing research firm based in Philadelphia. This is not a sales call. We are conducting a research study for The United States Mint, and are inviting people who meet certain qualifications to participate in an informal group discussion on **(DAY/DATE)**.

Are you free on that date?

Yes ()

No () **THANK & TERMINATE**

I'd like to ask you a few questions. This survey is strictly voluntary. We are also required, by law, to report to you the OMB Control Number for this public information request. That number is OMB #**1525-0012-XX**.

1. Do you, or does anyone in your household or family, own or work for? **(READ)**

Yes No

A) A coin dealer, or a retail store that sells coins? () ()

B) A newspaper, radio station, or television station? () ()

C) The United States Mint? () ()

D) An advertising agency? () ()

E) A market research company? () ()

F) A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.) () ()

IF "YES" TO ANY THANK AND TERMINATE

2. Have you ever attended a group discussion for market research purposes?

Yes ()

No () **SKIP TO Q.4**

3. When was the last time you attended?

MONTH

YEAR

TERMINATE IF WITHIN PAST THREE MONTHS

4. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection? **(IF NECESSARY, PROBE: Are you a coin dealer?)**

Yes () **THANK AND TERMINATE**

No ()

5a. Have you ever purchased U.S. coins or other merchandise directly from the U.S. Mint?

Yes () **TERMINATE**

No ()

5b. In the past two years, have you **purchased** U.S. coins?

Yes () **CAN RECRUIT 2-3 IN EACH GROUP**

No ()

5c. Did you purchase...**(READ AND SELECT ALL THAT APPLY)**

Yes No

Gold or platinum coins for investment () ()

Old or rare coins () ()

Other types of recently-minted collectible coins () ()

6. The U.S. Mint is interested in getting the opinions of people of diverse cultural backgrounds. Which of the following best describes what you consider your ethnic background? **(READ)**

Latino or Hispanic, ()

Black or African-American, ()

White, ()

Asian, or ()

American Indian or Alaska Native, ()

Native Hawaiian or other Pacific Islander ()

Some other race or ethnicity? ()

MUST ANSWER ASIAN TO CONTINUE

7. Do you currently collect, occasionally save, or sometimes put aside... **(READ)**

A. 50-state quarters? () **MUST HAVE AT LEAST**

B. New nickels from 2004/2005? () **"A", "B", OR "C"
CHECKED**

C. Other current U.S. coins? () **TO QUALIFY FOR
GROUPS**

D. Stamps? ()

E. Cards (e.g., baseball cards, etc.)? ()

F. Military items/historical memorabilia? ()

G. Small, other collectibles? ()

H. Other **(SPECIFY)** _____? ()

None () **TERMINATE**

8. Which of these activities, if any, have you done to collect or save coins? **(READ LIST AND CHECK ALL THAT APPLY)**

Gone to Banks/Bank Tellers
for "new" (uncirculated) coins, ()

Taken coins out of general
circulation (i.e., taken coins from
pocket/purse) and saved them, () **GET A MIX**

Acquired/been given coins from
relatives or friends, ()

Purchased them from coin dealers,
Internet auctions, etc.; that is from
sources other than the U.S. Mint, or ()

Other _____ ? ()
(SPECIFY)

9. How many months or years have you collected or saved U.S. coins?

RECORD # OF MONTHS OR RECORD # OF YEARS

GET A MIX

10. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins in the next 12 months either for yourself or as a gift using a scale from "1" to "6" where "1" means "Not at all Likely" and "6" means "Extremely Likely."

RECORD NUMBER

**MUST HAVE MIX OF "3" THROUGH "6"
WITH NO MORE THAN TWO 3s" IN EACH GROUP**

11. Is your age: **(READ)**

Under 18,	<input type="checkbox"/>	TERMINATE
<hr/>		
18 to 30,	<input type="checkbox"/>	GROUP 1
31 to 39,	<input type="checkbox"/>	
<hr/>		
40 to 49,	<input type="checkbox"/>	GROUP 2: RECRUIT 5
50 to 60, or	<input type="checkbox"/>	GROUP 2: RECRUIT 4
60 to 70,	<input type="checkbox"/>	GROUP 2: RECRUIT 1
<hr/>		
Over 70?	<input type="checkbox"/>	TERMINATE

12. Is your total annual household income before taxes: **(READ)**

Under \$30,000,	<input type="checkbox"/>	TERMINATE
<hr/>		
\$30,000 to \$49,000,	<input type="checkbox"/>	CONTINUE RECRUITING AND CONTACT NATIONAL ANALYSTS
<hr/>		
\$50,000 to \$75,000,	<input type="checkbox"/>	GET
		A
\$75,000 to \$99,999, or	<input type="checkbox"/>	MIX
\$100,000 or more?	<input type="checkbox"/>	

13. Are you: **(READ)**

Married or living as married,	<input type="checkbox"/>	GET
Separated, divorced or widowed, or	<input type="checkbox"/>	A
Single?	<input type="checkbox"/>	MIX

14. What is the last grade of school you completed? Is it: **(READ)**

Less than high school, () **TERMINATE**

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

15. Are you employed? **(READ)**

Full time, () **GET**

Part time, or () **A**

Not Employed? () **MIX**

EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT. We'd like to invite you to participate in this research project.

You will receive an honorarium of \$_____ for your participation.