SCREENER U.S. MINT CUSTOMERS

ASK TO SPEAK TO PERSON NAMED ON LIST

()	FEMALF MALE	GET A N	11X						
		оо пот	RECRUIT	PEOPL	E WIT	H HEAV	Y ACCEN	ITS	
RESPONDE	NT NAME	:							
ADDRESS:_									
CITY/STATE	E:				_ZIP (CODE:			
TELEPHON	E #:				_FAX	#:			_
			GRO	UP SC	<u>HEDU</u>	<u>LE</u>			
<u>Date</u>	<u>, 2007</u>								
G	roup 1 (•	PM to 8:00 1 oz. Purc				U.S. M	int Custo	mers – AE
G	roup 2 () 8:00	PM to 10:0	00 PM	U.S. №	lint Custo	mers – G	ieneral	
SUGGEST Analysts, a are conduc meet cert (DAY/DAT	a marketii cting a res tain qua	ng resea search st	rch firm ba tudy for Th	ased in ne Unite	Philac d Stat	lelphia. :es Mint,	This is no and are i	ot a sales nviting p	s call. We eople who
Are you fre	ee on that	date?	Yes No	()	ТНА	NK AND	TERMIN	ATE	

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 THE PAST YEAR
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 ()

5.	When was the most recent tim the U.S. Mint? Was it: (READ.			you purchased coins or coin-related items from K APPROPRIATE BOX)
	Within the past 12 months,	()	
	1 to 2 years ago,	()	
	3 to 4 years ago, or	()	TERMINATE
	More than 4 years ago?	()	

6.	In the past two years, which of the following ite U.S. Mint? (READ AND CHECK ALL THAT AP		ıy, d	id you purchase from the
	Uncirculated Coin Sets,	()	
	Annual Silver Proof Sets,	()	
	Annual Proof Sets,	()	
	5-Coin Quarter Proof/Silver Proof Sets,	()	
	Presidential \$1 coins	()		
	Commemorative Coins,	()	
	Bags/Rolls,	()	
	American Eagle Silver Coins,	()	
	American Eagle Gold Coins,	()	
	American Eagle Platinum Coins,	()	
	American Buffalo Gold Coins,	()	
	Medals, or	()	
	Other items, such as maps, holders, jev	welry?		
	(SPECIFY)	()	

GROUP 2: GET A MIX OF PRODUCT TYPES PURCHASED

IN EACH GROUP: RECRUIT AT LEAST 4 THAT PURCHASE COMMEMORATIVE COINS

7.	_	6 THEN ASK Q7; OTHERWISE, SKIP TO Q8a; nations of American Eagle Gold Coins did you PLY)
	1 oz.	()
	1/2 oz.	()
	1/4 oz.	()
	1/10 oz.	()
	4-coin set (1 oz., ½ oz., ¼ oz.	z., 1/10 oz.) ()
		GROUP 1: AGLE GOLD IN Q6 AND 1 OZ ELECTED IN Q7
8a.	from the U.S. Mint? (RECORD AMO	money do you spend, on average, on products UNT, ROUND TO NEAREST DOLLAR)
	\$	spent per year
	RECRUIT 3-4 I	GROUP 2: 4 FROM <\$100 SAMPLE FROM \$100-\$499 SAMPLE 4 FROM \$500+ SAMPLE
8b	approximately how much money did	HERWISE, SKIP TO Q9] In the last two years, you spend in total on American Eagle Gold AMOUNT, ROUND TO NEAREST DOLLAR)
	\$	spent per year
	MUST	GROUP 1: BE \$700 OR MORE

9.	Is your	age: (REA l	D)		
		Under 18,	()) TERMINATE
		18 to 30,	()) GET
		31 to 45,	()) AN EVEN
		46 to 59,	()) MIX
		60 to 70, c	r()) NO MORE THAN
		Over 70?	()	ONE PER GROUP
10.	Are you	: (READ)			
					g as married, () GET orced or widowed, or () A () MIX
11.	What is	the last gra	ade	0	of school you completed? Is it: (READ)
	Les	s than high	scł	100	ool, () TERMINATE
	Higl	h school,			()
	Son	ne College,			() GET
	Coll	ege, or			() A
	Gra	duate schoo	ol?		() MIX
12.	Are you	ı: (READ)			
		White,			()
		Black or Af	ric	an	n-American, () GET
		Hispanic/L	atir	no,), () A
		Asian,			() MIX
		American I	nd	iar	n or Alaska Native, ()
		Native Hav	vaii	iar	n or other Pacific Islander, or ()
		Other			? ()
			(5	5P	PECIFY)

13. Are you employed? (READ)

	Full time,			()	GET	
	Part time, o	or	()	4	4	
	Not Employ	ed?	()	M	x	
14.	s your total annual househ	old inc	ome	e be	fore	taxes: (READ)	
	Under \$25,000,	()	ľ	10	MOI	RE THAN 2 PER GROUP	
	\$25,000 to \$49,000,	()					
	\$50,000 to \$75,000,	()	GE	_			
	\$75,000 to \$99,999, or	()		X			
	\$100,000 or more?	()					

NOTE: ANY CUSTOMER WHO HAS NOT BEEN RECRUITED FOR GROUP 1 IS NOW ELIGIBLE FOR GROUP 2

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.

National Analysts Worldwide

Study #U005-17-801 August/September, 2007

SCREENER NON-CUSTOMERS - COIN SAVERS

IDENTIFY MALE OR FEMA	\LE	CHECK ONE								
() FEMALE	,			COLD CALL ()						
() MALE GET A MIX				REFERRAL	()				
				DATABASE	()				
DO NO	r DECDII	IT DEAD	I E WITH L	HEAVY ACCENT	<u> </u>					
DO NO	RECRO	II FLOF	<u> </u>	ILAVI ACCENT						
RESPONDENT NAME:										
ADDRESS:										
CITY/STATE:			ZIP COD	E:						
TELEPHONE #:			FAX #:_			_				
	<u>G</u>	ROUP SO	CHEDULE							
ATTENDING:										
Date, 2007										
Group 3 () Non-Cu	stomer, (Coin Save	rs							
SUGGESTED INTRODUCT Analysts, a marketing rese	ION: He	llo, I'm	Dhile dele	Ca	ılling	for National				
are conducting a research	arcn πrm studv for	The Unit	i Philadelp ed States I	nia. This is not Mint. and are inv	a sa iting	ies caii. We people who				
meet certain qualification										
(DAY/DATE).										
Are you free on that date?										
	Yes	()								
	No	()	THANK	& TERMINATE						
I'd like to ask you a few que	estions.	This surve	ey is strictly	y voluntary. We	are a	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)

		<u>Yes</u>	<u>No</u>
	A) A coin dealer, or a retail store that sells coi	ns?	() ()
	B) A newspaper, radio station, or television sta	ation?	() ()
	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,		()
	IF "YES" TO ANY THANK AN	D TER	MINATE
2.	Have you ever attended a group discussion for material of the second sec		·
3.	When was the last time you attended?		
	MONTH YE	AR	_
	TERMINATE IF WITHIN PA	AST Y	EAR
4.	In the past year, have you sold any U.S. coins round out a personal collection? (IF NECESSARY		
	Yes () THANK A	ND TI	ERMINATE
	No ()		

5.	Ha	ave you <u>ever</u> purchased coin	s or ot	her	me	ercha	ndise directly from the U.S. Mint?
		Yes		()	TER	MINATE
		No		()	CON	ITINUE
6.	Do	you currently collect, occas	sionally	/ sa	ıve,	or so	ometimes put aside (READ)
	Α.	Presidential \$1 coins?				()MUST HAVE AT LEAST
	В.	50-state quarters?				()"A", "B", "C", or "D"
	C.	New nickels from 2004/200	5?			()CHECKED TO QUALIFY
	D.	Other current U.S. coins?				()FOR GROUP
	Ē.	Stamps?				()
	F.	Cards (e.g., baseball cards,	etc.)?			()
	G.	Military items/historical me	morab	ilia	?	()
	Н.	Dolls/figurines?				()
	l.	Decorative plates?				()
	J.	Small, other collectibles?				()
	K.	Other (Specify)?			()
	No	ne				()TERMINATE
7.		e the U.S. coins that you cur hers?	rently	col	lect	, sav	e or put aside for yourself? For
		<u>Yes</u> <u>N</u> e	<u>0</u>				
		Self ()	()	ET	Α	MIX (OF SELF & OTHERS
		Others () ()				

8.	8. Which of these activities, if any, have you done to collect o AND CHECK ALL THAT APPLY)	r save coins? (READ LIST
	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 M	IX
	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.	9. How many months or years have you collected or saved U.S	
	GET A MIX	
10.	10. Please indicate how much you agree or disagree with the coin collecting, using a scale from "1" to "6" where "1" n and "6" means "Strongly Agree."	
	"I would consider giving collectible coins as a gift birthdays, a baby's birth, and the like	_
	RECORD NUMBER	
	RECRUIT <u>NO MORE THAN 2</u> PEOPLE WITH "1 ALL OTHERS SHOULD BE MIX OF "3" THRO	- 1

11. IS y	our age: (REAL	')			
		Under 18,	() TERMINATE	
		18 to 30,	() GET AN EVEN	
		31 to 45,	() MIX	
		46 to 59,	()	
		60 to 70, or	() NO MORE THAN	
		Over 70?	() 1 PER GROUP	
12. Are	you: (READ)				
	Married or	living as marri	ed,	, () GET	
	Separated,	, divorced or wi	idov	wed, or () A	
	Single?			() MIX	
13. Wh	at is the last gra	ade of school y	ou d	completed? Is it: (READ)	
	Less than hi	gh school,		()TERMINATE	
	High school	,	(()	
	Some Colleg	ge,		()GET	
	College, or		(() A	
	Graduate so	chool?	(()MIX	

,	White,			()							
	Black or African-Americ	an	١,	()	GET						
	Hispanic/Latino,			()	A						
	Asian,			()	MIX						
	American Indian or Alaska Native,			()							
	Native Hawaiian or Other Pacific Islander, o	or		()							
	Other(SPECIFY)	?		()							
15. Are you	employed? (READ)											
	Full time,			() GET						
	Part time, or		()		A						
	Not Employed?		()		MIX						
16. Is your to	otal annual household i	inc	ome	e bo	ef	ore taxes	: (RE	AD)				
Unde	er \$25,000,	()	N	10	MORE 1	ГНАМ	1 2 P	ER GI	ROUP	ı	
\$25,0°	000 to \$49,000,	()									
\$50,0	000 to \$75,000,)GI	ΕT								
\$75,0	000 to \$99,999, or		А)М	IX								
\$100	,000 or more?	()									
FRONT. We	VITATION TO ELIGIBIES of the like to invite you to	ра	rtici	pa	te	in this re	esear	ch pro		NFOR	MAT	ION OI
You will rece	eive an honorarium of \$			TO	r y	our parti	cıpat	ion.				

14. Are you: (READ)