## ASK TO SPEAK TO PERSON NAMED ON LIST

( ) FEMALT
( ) MALE GET A MIX

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: $\qquad$
ADDRESS: $\qquad$

CITY/STATE: $\qquad$ ZIP CODE: $\qquad$
TELEPHONE \#: $\qquad$ FAX \#: $\qquad$

## GROUP SCHEDULE

Date, 2007

| Group $1(\quad)$ | 6:00 PM to 8:00 PM -- |
| :---: | :---: |
| Gold 1 oz. Purchasers | U.S. Mint Customers - AE |

Group $2(\quad$ ) 8:00 PM to 10:00 PM -- U.S. Mint Customers - General

SUGGESTED INTRODUCTION: Hello, I'm $\qquad$ 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?


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 | $\left(\begin{array}{l}\text { ) }\end{array}\right.$ |
| :--- | :--- |
| No | $(\quad) \quad$ 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 time that you purchased coins or coin-related items from the U.S. Mint? Was it: (READ. CHECK 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 items, if any, did you purchase from the U.S. Mint? (READ AND CHECK ALL THAT APPLY)

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, jewelry?
$\qquad$
(SPECIFY)
GROUP 2: GET A MIX OF PRODUCT TYPES PURCHASED
IN EACH GROUP: RECRUIT AT LEAST 4 THAT PURCHASE COMMEMORATIVE COINS
7. [IF AMERICAN EAGLE GOLD IN Q6 THEN ASK Q7; OTHERWISE, SKIP TO Q8a] In the past two years, which denominations of American Eagle Gold Coins did you purchase? (SELECT ALL THAT APPLY)

1 oz.
1/2 oz.
1/4 oz.
1/10 oz.
4-coin set (1 oz., ½ oz., ¼ oz., 1/10 oz.) ( )
( )

## GROUP 1:

IF AMERICAN EAGLE GOLD IN Q6 AND 1 OZ SELECTED IN Q7

8a. In a year, approximately how much money do you spend, on average, on products from the U.S. Mint? (RECORD AMOUNT, ROUND TO NEAREST DOLLAR)
\$ $\qquad$ spent per year

## GROUP 2:

RECRUIT 3-4 FROM < $\$ 100$ SAMPLE RECRUIT 3-4 FROM \$100-\$499 SAMPLE RECRUIT 3-4 FROM \$500+ SAMPLE

8b. [IF GROUP 1 THEN ASK Q8B; OTHERWISE, SKIP TO Q9] In the last two years, approximately how much money did you spend in total on American Eagle Gold coins from the U.S. Mint? (RECORD AMOUNT, ROUND TO NEAREST DOLLAR)
\$ $\qquad$ spent per year

## GROUP 1:

MUST BE \$700 OR MORE
9. Is your age: (READ)

Under 18, ( ) TERMINATE

| 18 to 30, | ( | GET |
| :--- | :--- | :--- |
| 31 to 45, | ( $)$ | AN EVEN |
| 46 to 59, | ( $)$ | MIX |

60 to 70, or ( ) NO MORE THAN
Over 70? ( ) ONE PER GROUP
10. Are you: (READ)

| Married or living as married, | ( )GET |
| :--- | ---: |
| Separated, divorced or widowed, or | ( ) A |
| Single? | $($ )MIX |

11. 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 |

12. Are you: (READ)

13. Are you employed? (READ)

| Full time, | $($ | G |
| :--- | :--- | :--- |
| Part time, or | $(\quad)$ | $\mathbf{A}$ |
| Not Employed? | $(\quad)$ | MIX |

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

Under $\$ 25,000$, ( ) NO MORE THAN 2 PER GROUP
$\left.\begin{array}{ll}\$ 25,000 \text { to } \$ 49,000, & ( \end{array}\right)$

## 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 \$ $\qquad$ for your participation.

IDENTIFY MALE OR FEMALE
( ) FEMALE
( ) MALE
GET A MIX

CHECK ONE
COLD CALL ()
REFERRAL ( )
DATABASE ( )

## DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: $\qquad$
ADDRESS: $\qquad$

CITY/STATE: $\qquad$ ZIP CODE: $\qquad$
TELEPHONE \#: $\qquad$ FAX \#: $\qquad$

## GROUP SCHEDULE

## ATTENDING:

Date, 2007
Group 3 ( ) Non-Customer, Coin Savers

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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 | $\left(\begin{array}{l}\text { ) }\end{array}\right.$ |
| :--- | :--- |
| No | ( ) SKIP TO Q. 4 |

3. When was the last time you attended?

## MONTH

YEAR
TERMINATE IF WITHIN 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. Have you ever purchased coins or other merchandise directly from the U.S. Mint?

| Yes | $(~)$ |
| :--- | :--- |
| No TERMINATE |  |
| No | $(~)$ |

6. Do you currently collect, occasionally save, or sometimes put aside... (READ)
A. Presidential $\$ 1$ coins?
( )MUST HAVE AT LEAST
B. 50-state quarters?
( )"A", "B", "C", or "D"
C. New nickels from 2004/2005?
D. Other current U.S. coins?
( )CHECKED TO QUALIFY
( )FOR GROUP
E. Stamps?
F. Cards (e.g., baseball cards, etc.)?
G. Military items/historical memorabilia?
H. Dolls/figurines?
I. Decorative plates?
J. Small, other collectibles?
K. Other (Specify $\qquad$ )?

None ( )TERMINATE
7. Are the U.S. coins that you currently collect, save or put aside for yourself? For others?

|  | Yes $\quad$ No |
| :--- | :--- | :--- |
| Self | $(\quad) \quad(~) G E T ~ A ~ M I X ~ O F ~ S E L F ~ \& ~ O T H E R S ~$ |

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 $\qquad$ ?
(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 much you agree or disagree with the following statement about coin collecting, using a scale from " 1 " to " 6 " where " 1 " means "Strongly Disagree" and "6" means "Strongly Agree."
"I would consider giving collectible coins as a gift for holidays, birthdays, a baby's birth, and the like."

## RECORD NUMBER

## RECRUIT NO MORE THAN 2 PEOPLE WITH "1" OR "2"; ALL OTHERS SHOULD BE MIX OF "3" THROUGH "6"

11. Is your age: (READ)

| Under 18, | ( ) TERMINATE |
| :--- | :--- |
| 18 to 30, | ( ) |
| 31 to 45, | ( ) $\quad$ GET AN EVEN |
| 46 to 59, | ( ) |
| 60 to 70, or | ( ) NO MORE THAN |
| Over 70? | ( ) $\mathbf{1}$ PER GROUP |

12. Are you: (READ)

Married or living as married, ( )GET
Separated, divorced or widowed, or ( ) A
Single? ( )MIX
13. What is the last grade of school you completed? Is it: (READ)

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

Some College,
( ) GET
College, or
( ) $\mathbf{A}$
Graduate school?
( )MIX
14. Are you: (READ)

| White, | ( ) |  |
| :---: | :---: | :---: |
| Black or African-American, | ( ) | GET |
| Hispanic/Latino, | ( ) | A |
| Asian, | ( ) | MIX |
| American Indian or Alaska Native, | ( ) |  |
| Native Hawaiian or Other Pacific Islander, or | ( ) |  |
| Other $\qquad$ ? <br> (SPECIFY) | ( ) |  |

15. Are you employed? (READ)

| Full time, |  | GET |
| :---: | :---: | :---: |
| Part time, or | ( ) | A |
| Not Employed? |  | MIX |

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

| Under \$25,000, | ( ) N | NO MORE THAN 2 PER GROUP |
| :---: | :---: | :---: |
| \$25,000 to \$49,000, | ( ) |  |
| \$50,000 to \$75,000, | $\left(\underset{\mathbf{A}}{()^{\prime}}\right.$ |  |
| \$75,000 to \$99,999, or | ( ) MIX |  |
| \$100,000 or more? | ( ) |  |

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