

**SCREENER  
U.S. MINT CUSTOMERS**

**ASK TO SPEAK TO PERSON NAMED ON LIST**

- ( ) FEMALE
  - ( ) MALE
- } GET A MIX

**DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS**

RESPONDENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

**GROUP SCHEDULE**

Date, 2007

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

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

**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 AND TERMINATE**



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, ( )

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American **Eagle Gold** Coins, ( )

---

American **Eagle Platinum** Coins, ( )

American **Buffalo Gold** Coins, ( )

Medals, or ( )

Other items, such as maps, holders, jewelry?  
\_\_\_\_\_ ( )

**(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., 1/2 oz., 1/4 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)**

\$\_\_\_\_\_ 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)**

\$\_\_\_\_\_ 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)**

White, ( )

Black or African-American, ( ) **GET**

Hispanic/Latino, ( ) **A**

Asian, ( ) **MIX**

American Indian or Alaska Native, ( )

Native Hawaiian or other Pacific Islander, or ( )

Other \_\_\_\_\_? ( )

**(SPECIFY)**

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

Full time, ( ) **GET**

Part time, or ( ) **A**

Not Employed? ( ) **MIX**

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

Under \$25,000, ( ) **NO MORE THAN 2 PER GROUP**

---

\$25,000 to \$49,000, ( )

\$50,000 to \$75,000, ( ) **GET**  
**A**

\$75,000 to \$99,999, or ( ) **MIX**

\$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.

**SCREENER  
NON-CUSTOMERS - COIN SAVERS**

**IDENTIFY MALE OR FEMALE**

( ) FEMALE  
( ) MALE      **GET A MIX**

**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 3 ( ) Non-Customer, 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)**







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 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, ( ) **GET AN EVEN MIX**

46 to 59, ( )

---

60 to 70, or ( ) **NO MORE THAN**

Over 70? ( ) **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 ( ) **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 \_\_\_\_\_? ( )  
**(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, ( ) **NO MORE THAN 2 PER GROUP**
- 
- \$25,000 to \$49,000, ( )
- \$50,000 to \$75,000, ( ) **GET**  
**A**
- \$75,000 to \$99,999, or ( ) **MIX**
- \$100,000 or more? ( )

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