

**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 ( ) 5:30 PM to 7:30 PM -- U.S. Mint Customers - General

Group 2 ( ) 7:30 PM to 9:30 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**

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.)    (   )   (   )

<p style="text-align: center;"><b>IF "YES" TO ANY THANK AND TERMINATE</b></p>
---

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?

_____	_____
<b>MONTH</b>	<b>YEAR</b>

<p style="text-align: center;"><b>TERMINATE IF WITHIN THE PAST YEAR</b></p>
---

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)**

First Day Coin Covers, ( )

Uncirculated Coin Sets, ( )

Annual Silver Proof Sets, ( )

Annual Proof Sets, ( )

5-Coin Quarter Proof/Silver Proof Sets, ( )

Presidential \$1 coins, ( )

---

First Spouse 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?

\_\_\_\_\_ ( )

**(SPECIFY)**

**GROUP 1 & 2: GET A MIX OF PRODUCT TYPES PURCHASED**

**IN EACH GROUP: RECRUIT AT LEAST 4 THAT PURCHASE ANNUAL PROOF SETS/SILVER PROOF SETS**

**IN EACH GROUP: RECRUIT AT LEAST 4 THAT PURCHASE PRESIDENTIAL \$1 COINS**

7. 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

<p><b>GROUPS 1 &amp; 2:</b> <b>RECRUIT 3-4 FROM &lt;\$100 SAMPLE</b> <b>RECRUIT 3-4 FROM \$100-\$499 SAMPLE</b> <b>RECRUIT 3-4 FROM \$500+ SAMPLE</b></p>
---

8. 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**

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

Married or living as married, ( ) **GET**

Separated, divorced or widowed, or ( ) **A**

Single? ( ) **MIX**

10. 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**

11. 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)**

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

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

13. 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**
- \$75,000 to \$99,999, or ( ) **A**
- \$100,000 or more? ( ) **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.

**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 ( ) 8:30 AM to 10:30 AM -- 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)**

**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 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 ( ) **TERMINATE**  
No ( ) **CONTINUE**

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? ( ) **CHECKED TO QUALIFY**  
D. Other current U.S. coins? ( ) **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 \_\_\_\_\_)? ( )

---

None ( ) **TERMINATE**

7. Are the U.S. coins that you currently collect, save or put aside for yourself? For others?

- Yes    No  
Self      ( )    ( ) **GET A MIX OF SELF & OTHERS**  
Others    ( )    ( )

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 "4" 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? ( )

**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.