SCREENER U.S. MINT CUSTOMERS

ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALF GET A MIX () MALE
DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS
ESPONDENT NAME:
DDRESS:
ZITY/STATE:ZIP CODE:
ELEPHONE #:FAX #:
GROUP SCHEDULE
<u>Date, 2007</u>
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
calling for National states and are inviting an alling for National states, a marketing research firm based in Philadelphia. This is not a sales call. We re conducting a research study for The United States Mint, and are inviting people where the certain qualifications to participate in an informal group discussion of the description of the conduction
re 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.)
	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.			t you purchased coins or coin-related items from ECK 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	ems, i PLY)	if ar	ny, did	you purcha	ase from the
	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, je	welry	?			
	(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
	GROUPS 1 & 2: RECRUIT 3-4 FROM <\$100 SAMPLE RECRUIT 3-4 FROM \$100-\$499 SAMPLE RECRUIT 3-4 FROM \$500+ SAMPLE
8.	Is your age: (READ)
	Under 18, () TERMINATE
	18 to 30, () GET
	31 to 45, () AN EVEN 46 to 59, () MIX
	40 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

l1. Are you: (READ)			
White,		()	
Black or African-An	nerican,	()	GET
Hispanic/Latino,		()	Α
Asian,		()	MIX
American Indian or	Alaska Nativ	e, ()	
Native Hawaiian or	other Pacific	Islander, or ()
Other		_? ()	
(SPEC	IFY)		
12. Are you employed? (REAL))		
Full time,	() GET	
Part time, o	or ()	A	
Not Employ	ved? ()	MIX	
13. Is your total annual househ	old income h	efore taxes: (P	EAD)
13. Is your total allitual flouser	ioid income b	eiore taxes. (K	LAU
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	() MIX		
\$100,000 or more?	()		
EXTEND INVITATION TO ELI	GIBLE RESP	ONDENT AND	RECORD INFORMATION O

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

National Analysts Worldwide

Study #U005-17-805 November/December, 2007

SCREENER NON-CUSTOMERS - COIN SAVERS

IDENTIFY MALE OR FEMA	LE		CHECK ONE	<u>:</u>		
() FEMALE			COLD CA	۱LL	()
() MALE GET A MIX			REFERRA	۲L	()
			DATABAS	SE	()
DO NOT	RECRUIT P	PEOF	PLE WITH HEAVY ACCE	NTS	>	
RESPONDENT NAME:						_
ADDRESS:						
CITY/STATE:						
TELEPHONE #:			FAX #:			_
	GROL	JP S	CHEDULE			
ATTENDING:						
<u>Date, 2007</u>						
Group 3 () 8:30 AM	to 10:30 AM	1 N	Ion-Customer, Coin Save	rs		
SUGGESTED INTRODUCTION Analysts, a marketing resea are conducting a research state meet certain qualification (DAY/DATE).	tudy for The	Uni	ted States Mint, and are	invi	iting	people who
Are you free on that date?	Yes	()			
	No	() THANK & TERMINA	ΤE		

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)	
	<u>Yes</u> <u>No</u>	
	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	
	Have you ever attended a group discussion for market research purposes? Yes () No () SKIP TO Q.4	
٥.	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 the round out a personal collection? (IF NECESSARY, PROBE: Are you a coin deal	
	Yes () THANK AND TERMINATE	
	No ()	

5.	Have you <u>ever</u> purch	ased coins or	other	me	ercha	ndise directly from the U.S. Mint?
		Yes	()	TER	MINATE
		No	()	CON	NTINUE
6.	Do you currently coll	ect, occasiona	lly sa	ıve,	or so	ometimes put aside (READ)
	A. Presidential \$1 co	ins?			() 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., basek	all cards etc.	12		()
	G. Military items/hist			>	()
	H. Dolls/figurines?	orical memora	ibilia		()
	•	2			()
	I. Decorative platesJ. Small, other collection				()
	•		2		()
	K. Other (Specify)	ſ		()
	None				()TERMINATE
7.	Are the U.S. coins the others?	at you current	ly col	lect	t, sav	e or put aside for yourself? For
		Yes No				
	Self	() ()GET	Α	MIX	OF SELF & OTHERS
	Others	() ()				

8.	Which of these activities, if any, have you do AND CHECK ALL THAT APPLY)	one to collect or 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 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 collect	ed or saved U.S. coins?
	RECORD # OF MONTHS OR	RECORD # OF YEARS
	GET A N	1IX
10.	Please indicate how much you agree or disaccoin collecting, using a scale from "1" to "6 and "6" means "Strongly Agree." "I would consider giving collectible birthdays, a baby's birt	where "1" means "Strongly Disagree" e coins as a gift for holidays,
	RECORD NU	MBER

RECRUIT NO MORE THAN 2 PEOPLE WITH "1" OR "2"; ALL OTHERS SHOULD BE MIX OF "4" THROUGH "6"

11. Is	your age: (READ)		
	Und	ler 18, () TERMINATE
	18 t	to 30, () GET AN
	31 t	o 45, () EVEN MIX
	46 t	co 59, ()
	60 t	o 70, or () NO MORE THAN =
	Ove	er 70? () 1 PER GROUP
12. A	re you: (READ)		
	Married or living	g as married,	()GET
	Separated, divo	rced or wido	wed, or () A
	Single?		() MIX
13. V	/hat is the last grade o	f school you	completed? Is it: (READ)
	Less than high so	chool,	()TERMINATE
	High school,	()
	Some College,		()GET
	College, or	() A
	Graduate school?	? ()MIX

White,	()
Black or African-Americ	can, () GET
Hispanic/Latino,	() A
Asian,	() MIX
American Indian or Alaska Native,	()
Native Hawaiian or Other Pacific Islander, o	or ()
Other(SPECIFY)	_? ()
5. Are you employed? (READ)	
Full time,	() CFT
r an time,	() GET
Part time, or	() GEI
	() A
Part time, or Not Employed?	() A () MIX
Part time, or Not Employed? S. Is your total annual household i	() A () MIX income before taxes: (READ)
Part time, or Not Employed? S. Is your total annual household i Under \$25,000,	() A () MIX income before taxes: (READ) () NO MORE THAN 2 PER GROUP () ()GET
Part time, or Not Employed? 5. Is your total annual household i Under \$25,000, \$25,000 to \$49,000,	() A () MIX income before taxes: (READ) () NO MORE THAN 2 PER GROUP ()

14. Are you: (READ)

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