

**SCREENER
U.S. MINT CUSTOMERS - CITY**

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, 2008

- Group 1 () 6:00 PM to 8:00 PM -- U.S. Mint Customers - Experienced a Customer Service Issue
- Group 2 () 8:00 PM to 10:00 PM -- U.S. Mint Customers - Experienced a Customer Service Issue

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. Have you contacted U.S. Mint customer service and/or called the 1-800-USA-MINT helpline in the past 3 months?

Yes ()

No () **THANK AND TERMINATE**

7. Overall, how would you rate your experience with the U.S. Mint's customer service and/or helpline? **(READ.)**

Outstanding ()

TERMINATE

Good ()

Fair ()

Poor ()

8. Which, if any, of the following caused you to say your experience with the U.S. Mint's customer service or helpline was fair or poor? **(READ. CHECK APPROPRIATE BOXES.)**

| | Select All That Apply |
|---|--------------------------|
| I <i>had to wait too long on the phone</i> before speaking with a U.S. Mint representative | <input type="checkbox"/> |
| The U.S. Mint <i>did not follow through</i> with what they said they would do | <input type="checkbox"/> |
| The U.S. Mint representative... | |
| ...was <i>not knowledgeable</i> | <input type="checkbox"/> |
| ...was <i>hard to understand</i> | <input type="checkbox"/> |
| ...was <i>rude/discourteous</i> | <input type="checkbox"/> |
| ...was <i>unable to answer my questions</i> | <input type="checkbox"/> |
| ...was <i>not helpful</i> | <input type="checkbox"/> |
| ... <i>gave me inaccurate information</i> | <input type="checkbox"/> |
| ... <i>made a mistake on my order</i> | <input type="checkbox"/> |
| Other (Specify) _____ | <input type="checkbox"/> |

9. 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?
_____ ()

(SPECIFY)

GET A MIX OF PRODUCT TYPES PURCHASED

10. 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>RECRUIT 3-4 FROM <\$100 SAMPLE RECRUIT 3-4 FROM \$100-\$499 SAMPLE RECRUIT 3-4 FROM \$500+ SAMPLE</p> |
|--|

11. 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**

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**
- \$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.