

**SCREENER
UNITED STATES 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, 2009

Group 1 () Time - United States Mint Customers

Group 2 () Time - United States Mint Customers

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for National Analysts Worldwide, 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-XXXX**.

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 3 MONTHS

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 ()

5a. When was the **most recent** time that you purchased coins or coin-related items from the United States 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? ()

5b. When was the **first time** that you purchased coins or coin-related items from the United States Mint? Was it: **(READ. CHECK APPROPRIATE BOX)**

Within the past 12 months, ()

1 to 2 years ago, ()

3 to 4 years ago, or ()

More than 4 years ago? ()

SET QUOTAS AS NEEDED

6. In the past two years, which of the following items, if any, did you purchase from the United States Mint? **(READ AND CHECK ALL THAT APPLY)**

- A. Uncirculated Coin Sets, ()
- B. Annual Silver Proof Sets, ()
- C. Annual Proof Sets, ()
- D. 5-Coin Quarter Proof/Silver Proof Sets, ()
- E. Presidential \$1 coins, ()
- F. First Spouse coins , ()
- G. 2009 Ultra High Relief Double Eagle Gold Coin,
- H. Commemorative Coins, ()
- I. Bags/Rolls, ()
- J. American Eagle Silver/Gold/Platinum Coins, ()
- K. American Buffalo Gold Coins, ()
- L. Medals, or ()
- M. Other Items, such as Albums, Maps, Boxes,?
_____ ()
(Specify)

RECRUIT A MIX ACROSS ALL PRODUCT TYPES

7. In the past 12 months, which of the following methods have you used to place an order with the United States Mint? **(READ AND CHECK ALL THAT APPLY)**

Online (www.usmint.gov),	()
Phone,	()
Mail, or	()
Fax?	()

IF ONLINE NOT CHECKED ASK Q.8

IF ONLINE CHECKED CLASSIFY AS "UNITED STATES MINT WEB ORDERER" -- SKIP TO Q.10

8. In the past 12 months, have you used the United States Mint's website to:? **(READ AND CHECK ALL THAT APPLY)**

	<u>Yes</u>	<u>No</u>
a) Attempt to order online but decided not to or had difficulties?	()	()
b) Find any kind of information?	()	()

IF "a" OR "b" IS "Yes" CLASSIFY AS "UNITED STATES MINT VISITOR" - SKIP TO Q.10

9. Do you have Internet access: **(READ AND CHECK ALL THAT APPLY)**

	<u>Yes</u>	<u>No</u>
At home?	()	()
At work?	()	()

IF "No" TO BOTH, THEN TERMINATE

IF Q.9b-9e IS "TERMINATE" CONTINUE SCREENING, BUT DO NOT INVITE.

9b. How long have you been using the Internet? **(READ AND CHECK ONE)**

- | | | |
|-------------------|-----|------------------|
| Less than 1 year, | () | TERMINATE |
| <hr/> | | |
| 2 to 3 years, | () | |
| 4 to 5 years, or | () | |
| 6 or more years? | () | |

9c. Approximately, how often do you use the Internet? **(READ AND CHECK ONE)**

- | | | |
|----------------------|-----|------------------|
| At least once a day, | () | |
| 3 to 5 times a week, | () | |
| 1 to 2 times a week, | () | |
| <hr/> | | |
| Every few weeks, or | () | TERMINATE |
| Less often? | () | |

9d. Excluding e-mail, how much time do you spend on the web each week? **(READ AND CHECK ONE)**

- | | | |
|--------------------|-----|------------------|
| Less than 2 hours, | () | TERMINATE |
| <hr/> | | |
| 2 to 5 hours, | () | |
| 6 to 8 hours, or | () | |
| 8+ hours? | () | |

9e. How frequently do you conduct searches using the Internet? **(READ AND CHECK ONE)**

Several times a day, ()

About once a day, ()

3 to 5 days a week, ()

1 to 2 days a week, ()

Every few weeks, or ()

Less often? () **TERMINATE**

DO NOT READ --

Don't Know ()

CLASSIFY AS "NO EXPERIENCE UNITED STATES MINT WEBSITE"

SET QUOTAS AS NEEDED

10. In a year, approximately how much money do you spend, on average, on products from the United States Mint? **(RECORD AMOUNT, ROUND TO NEAREST DOLLAR)**

\$_____ spent per year

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

11. Is your age: **(READ)**

Under 18, () **TERMINATE**

18 to 30, () **GET**

31 to 39, () **AN**

40 to 49, **EVEN**

50 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.

**SCREENER
NON-CUSTOMERS -- CITY**

CHECK ONE

() FEMALE }
() MALE } GET A MIX

COLD CALL ()
REFERRAL ()
DATABASE ()

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Date

Group 3 - () Time Non-Customers - Collectors/Gifters

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-XXXX.

5. Have you ever purchased coins or other merchandise directly from... **(READ)**

	<u>Yes</u>	<u>No</u>
The Bradford Exchange?	()	()
The Franklin Mint?	()	()
Lenox?	()	()

The United States Mint?	()	()	TERMINATE IF "YES"
-------------------------	-----	-----	---------------------------

6. Do you currently collect, occasionally save, or sometimes put aside: **(READ. CHECK ALL THAT APPLY)**

- A. Stamps? ()
- B. Cards (e.g., baseball cards, etc.)? ()
- C. Current U.S. coins? ()
- D. Military items/historical memorabilia? ()
- E. Small, other collectibles? ()
- F. Other? _____ ()
(SPECIFY)
- G. None ()

IF 'A' THROUGH 'F' THEN COLLECTOR

7. Have you purchased any of the following items **for yourself** in the past two years?

	<u>Yes</u>	<u>No</u>
Gold or silver jewelry?	()	()
Fine collectibles?	()	()
Collectible U.S. coins?	()	()
Art?	()	()
Antiques?	()	()

8. In the next 12 months, would you be likely to **consider** purchasing an enduring **gift** to commemorate a special occasion for someone you know (such as collectible coins, jewelry/watch, or other keepsake items that have lasting value?)

Yes ()

No ()

9. Which of the following would you consider giving as a gift in the next 12 months?
(READ)

Yes No

Gold or silver jewelry? () ()

Fine collectibles? () ()

Collectible U.S. coins? () ()

Art? () ()

Antiques? () ()

**MUST BE "YES" FOR COLLECTIBLE U.S COINS TO BE A GIFTER
AT LEAST ONE HALF MUST BE A GIFTER [COLLECTIBLE U.S.
COINS]**

10. Do you have Internet access: **(READ AND CHECK ALL THAT APPLY)**

Yes No

At home? () ()

At work? () ()

IF "No" TO BOTH, THEN TERMINATE

IF Q.10b-10e IS "TERMINATE" CONTINUE SCREENING, BUT DO NOT INVITE.

10b. How long have you been using the Internet? **(READ AND CHECK ONE)**

- | | | |
|-------------------|-----|------------------|
| Less than 1 year, | () | TERMINATE |
| <hr/> | | |
| 2 to 3 years, | () | |
| 4 to 5 years, or | () | |
| 6 or more years? | () | |

10c. Approximately, how often do you use the Internet? **(READ AND CHECK ONE)**

- | | | |
|----------------------|-----|------------------|
| At least once a day, | () | |
| 3 to 5 times a week, | () | |
| 1 to 2 times a week, | () | |
| <hr/> | | |
| Every few weeks, or | () | TERMINATE |
| Less often? | () | |

10d. Excluding e-mail, how much time do you spend on the web each week? **(READ AND CHECK ONE)**

- | | | |
|--------------------|-----|------------------|
| Less than 2 hours, | () | TERMINATE |
| <hr/> | | |
| 2 to 5 hours, | () | |
| 6 to 8 hours, or | () | |
| 8+ hours? | () | |

10e. How frequently do you conduct searches using the Internet? **(READ AND CHECK ONE)**

Several times a day, ()

About once a day, ()

3 to 5 days a week, ()

1 to 2 days a week, ()

Every few weeks, or ()

Less often? () **TERMINATE**

DO NOT READ --

Don't Know ()

11. Is your age: **(READ)**

Under 18, () **TERMINATE**

18 to 30, ()

31 to 39, ()

40 to 49, ()

50 to 59, ()

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

Over 70? () **TERMINATE**

GET AN EVEN MIX OF AGE CATEGORIES

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, () **AN EVEN**

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 \$30,000, **TERMINATE**

\$30,000 to \$49,000,

\$50,000 to \$75,000,

\$75,000 to \$99,999, or

\$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.