

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

Day, Date 2009

Group 1 () Time - United States Mint Customers

Day, Date, 2009

Group 3 () 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

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? ()

TRY TO RECRUIT 3-4 "Within the past 12 months"

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 - RECRUIT AT LEAST 5 WITH "A";
RECRUIT AT LEAST 5 WITH "H"**

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? ()

RECRUIT AT LEAST 5 ONLINE

8. In the past 12 months from the United States Mint, have you received... **(READ AND CHECK ALL THAT APPLY)**

- Coins Online newsletter? ()
- Electronic product notifications? ()
- RSS feeds? ()

9. 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

10a. 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

10b. 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, ()

Every few weeks, or ()

Less often? ()

TERMINATE

11. In the past 12 months, have you visited... **(READ AND CHECK ALL THAT APPLY)**

MySpace? ()

Facebook? ()

YouTube? ()

RECRUIT AT LEAST 5 WITH AT LEAST ONE ROW CHECKED

12. 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 60+ PER GROUP**

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

- Married or living as married, () **GET**
Separated, divorced or widowed, or () **A**
Single? () **MIX**

14. 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**

15. 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)

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

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

17. 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

Day, Date, 2009

Group 2: Non-Customers

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.

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 SIX MONTHS

4. Are you a professional seller or dealer of any of the following: **(READ)**

Yes No

Antiques? () ()

Coins? () () **TERMINATE IF YES TO ANY**

Historical memorabilia? () ()

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"
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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
Group must be a mix of Collectors and Gifters (see Q9) - cannot have anyone who is not a collector or a gifter

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? () ()

<p>MUST BE "YES" FOR COLLECTIBLE U.S COINS TO BE A GIFTER</p> <p>AT LEAST ONE HALF MUST BE A GIFTER [COLLECTIBLE U.S. COINS]</p>
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10a. Do you have Internet access: **(READ AND CHECK ALL THAT APPLY)**

Yes No

At home? () ()

At work? () ()

<p>IF "No" TO BOTH, THEN TERMINATE</p>

10b. 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, ()

Every few weeks, or ()

Less often? ()

TERMINATE

11. In the past 12 months, have you visited... **(READ AND CHECK ALL THAT APPLY)**

MySpace? ()

Facebook? ()

YouTube? ()

RECRUIT AT LEAST 5 WITH AT LEAST ONE ROW CHECKED

12. 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

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

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

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

Single? () **MIX**

14. 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**

15. 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)

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

Full time, () **GET**

Part time, or () **A**

Not Employed? () **MIX**

17. 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.

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