

**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**

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#**1525-0012-0XXX**.

1. Do you, or does anyone in your household or family, own or work for? **(READ)**

- |   | <u><b>Yes</b></u> | <u><b>No</b></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**

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>

**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? ( )

**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**

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 A MIX AS NEEDED**

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. 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**

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**

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 #1525-0012-0XXX.

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?	( )	( )	<b>TERMINATE IF "YES"</b>
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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?                                ( )    ( )

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

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

Yes    No

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. 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? ( )

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