

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

Group 1 () 5:30 - 7:30 - United States Mint Customers

Group 2 () 7:30 - 9:30 - 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. Uncirculated Presidential \$1 coin set, ()
- F. First Spouse coins, ()
- G. 2009 Ultra High Relief Double Eagle Gold Coin, ()
- H. Silver Commemorative Coins, ()
- I. Quarters Bags/Rolls, ()
- J. American Eagle Silver/Gold/Platinum Coins, ()
- K. American Buffalo Gold Coins, ()
- L. Legacy Set, or ()
- M. Coin and Die Sets,? ()

GET A MIX

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? ()

8. 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

<p>RECRUIT 3-4 FROM <\$100 SAMPLE RECRUIT 3-4 FROM \$100-\$499 SAMPLE RECRUIT 3-4 FROM \$500+ SAMPLE</p>
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9. 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**

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

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

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

Single? () **MIX**

11. 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**

12. 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)

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

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

14. 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**
A
 \$75,000 to \$99,999, or () **MIX**
 \$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.