SCREENER UNITED STATES MINT CUSTOMERS -- CITY

ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALF GET A M () MALE DO NOT		OPLE	WITH HEAVY ACCENTS
RESPONDENT NAME:			
ADDRESS:			
CITY/STATE:			ZIP CODE:
TELEPHONE #:			FAX #:
	GROUP	SCHI	<u>EDULE</u>
<u>Date</u>			
Group 1()5:30 – 7:30 – U Group 2()7:30 – 9:30 – U			
Analysts Worldwide, a marke call. We are conducting a i	eting research research study	firm / for ⁻	calling for Nationa based in Philadelphia. This is not a sales The United States Mint, and are inviting cipate in an informal group discussion on
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**.

Do you, or does anyone in your household or family	y, c	wn	or work for? (READ)
	Ye	<u>es</u>	<u>No</u>
A) A coin dealer, or a retail store that sells coins?	()	()
B) A newspaper, radio station, or television station	า?		() ()
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	TE	RM	IINATE
Yes ()			
When was the last time you attended?			
TERMINATE IF WITHIN THE PA	AS ⁻	Г 3	MONTHS
round out a personal collection? (IF NECESSARY,	PF	ROE	BE: Are you a coin dealer?)
	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 Have you ever attended a group discussion for ma Yes () No () SKIP T When was the last time you attended? MONTH YEA TERMINATE IF WITHIN THE P In the past year, have you sold any U.S. coins for round out a personal collection? (IF NECESSARY,	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 TE Have you ever attended a group discussion for market Yes () No () SKIP TO () When was the last time you attended? MONTH YEAR TERMINATE IF WITHIN THE PAST In the past year, have you sold any U.S. coins for in round out a personal collection? (IF NECESSARY, PE Yes () THANK AND	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 TERM Have you ever attended a group discussion for market respectively. No () SKIP TO Q. 4 When was the last time you attended? MONTH YEAR TERMINATE IF WITHIN THE PAST 3 In the past year, have you sold any U.S. coins for incoround out a personal collection? (IF NECESSARY, PROE Yes ()) THANK AND TERMINATE IF WITHIN THE PAST 3

			(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?	()	
			purchased coins or coin-related items from the 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 RECR	רוטו	T 3- 4	"Within the past 12 months"

6.	In the past two years, which of the following items, if any, di United States Mint? (READ AND CHECK ALL THAT APPLY		pu	rchase from the
	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 order with the United States Mint? (READ AND CHECK ALL			
	Online (www.usmint.gov), () Phone, () Mail, or () Fax? ()			

8.	In a year, approximately how much money do you spend, on average, on property from the United States Mint? (RECORD AMOUNT, ROUND TO N DOLLAR)	
	\$ spent per year	
	RECRUIT 3-4 FROM <\$100 SAMPLE RECRUIT 3-4 FROM \$100-\$499 SAMPLE RECRUIT 3-4 FROM \$500+ SAMPLE	
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	0. Are you: (READ)	
	Married or living as married, () GET	
	Separated, divorced or widowed, or () A	
	Single? ()MIX	
11	1. 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	2. Are you: (READ)	

- 5 -

White,				()	
Black or African-Amer	ican	١,		()	GET
Hispanic/Latino,				()	A
Asian,				()	MIX
American Indian or Al	aska	a Nati	ve,	()	
Native Hawaiian or ot	her	Pacifi	c Islaı	nder, or	()
Other			?	()	
(SPECIFY	')					
13. Are you employed? (READ)						
Full time,			()	GET		
Part time, or		()	A		
Not Employed	?	() M	IX		
14	l :		l £		/ B), [AD]
14. Is your total annual household	ınc	ome	ретоге	e taxes:	(H	(EAU)
Under \$25,000, ()	N	ом с	RE THA	N 2	2 PER GROUP
\$25,000 to \$49,000, ()					
\$50,000 to \$75,000, ()	GET Δ				
\$75,000 to \$99,999, or ()		,			
\$100,000 or more? ()					
EXTEND INVITATION TO ELIGIE FRONT. We'd like to invite you t						
You will receive an honorarium of	-					