SCREENER
U.S. MINT CUSTOMERS -- CITY

## ASK TO SPEAK TO PERSON NAMED ON LIST

$\left.\begin{array}{ll}\text { ( ) FEMALI } \\ \text { ( ) MALE }\end{array}\right\}$ GET A MIX

## DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: $\qquad$

ADDRESS: $\qquad$

CITY/STATE: $\qquad$ ZIP CODE: $\qquad$
TELEPHONE \#: $\qquad$ FAX \#: $\qquad$

## GROUP SCHEDULE

Date
Group 1 ( ) Time -- U.S. Mint Customers - New
Date
Group $3(\quad)$ Time -- U.S. Mint Customers - Tenured
SUGGESTED INTRODUCTION: Hello, I'm $\qquad$ 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?

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-XXX.

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 | $(\mathrm{r}$ |
| :--- | :--- |
| No | $(\mathrm{r}$ |

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 U.S. 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 U.S. Mint? Was it: (READ. CHECK APPROPRIATE BOX)

Within the past 12 months, ( ) GROUP 1

1 to 2 years ago,
3 to 4 years ago, or
More than 4 years ago?
( ) GROUP 2
( )
9. In the past two years, which of the following items, if any, did you purchase from the U.S. 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. Commemorative Coins,
G. Bags/Rolls
H. American Eagle Silver/Gold/Platinum Coins,
I. American Buffalo Gold Coins,
J. Medals, or
K. Other Items, such as Maps, Holders, Jewelry?
(Specify)

## RECRUIT AT LEAST ONE HALF THAT ANSWER B, C, D

10. In a year, approximately how much money do you spend, on average, on products from the U.S. Mint? (RECORD AMOUNT, ROUND TO NEAREST DOLLAR)
\$ $\qquad$ 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 45, | ( | AN EVEN |
| 46 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? | ()$_{\text {MIX }}$ |

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,
Hispanic/Latino,
Asian,
American Indian or Alaska Native,
Native Hawaiian or other Pacific Islander, or ( )
Other $\qquad$ ? ( )
(SPECIFY)
15. Are you employed? (READ)

| Full time, | $(\mathrm{l}$ GET |
| :--- | :---: |
| Part time, or | ( ) $\quad$ 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 $\$ 75,000$, | ( ) $\mathbf{\text { GET }}$ |
| $\$ 75,000$ 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 $\$$ $\qquad$ for your participation.

## SCREENER -- CITY NON-CUSTOMERS

## CHECK ONE COLD CALL ( ) REFERRAL ( ) DATABASE ( )

## DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: $\qquad$
ADDRESS: $\qquad$

CITY/STATE: $\qquad$ ZIP CODE:

TELEPHONE \#: $\qquad$ FAX \#: $\qquad$

## GROUP SCHEDULE

Date
Group 3-( ) Time Non-customers

SUGGESTED INTRODUCTION: Hello, I'm $\qquad$ 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).

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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 | $(\mathrm{l}$ |
| :--- | :--- |
| No | $(\quad) \quad$ SKIP TO Q. 4 |

3. When was the last time you attended?
$\qquad$
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?
Historical memorabilia?
( ) ( )
( ) ( ) TERMINATE ( ) ( )
5. Have you ever purchased coins or other merchandise directly from... (READ)

Yes No
The Bradford Exchange? ( ) ( )
The Frankin Mint?


Lenox? ( ) ( )
The United States Mint? ( ) ( ) TERMINATE
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
()
()
( )
()
()
()
7. Have you purchased any of the following items for yourself in the past two years?

|  | Yes No |
| :---: | :---: |
| Gold or silver jewelry? | ( ) ( ) |
| Fine collectibles? | ( ) ( |
| Collectible U.S. coins? | ( ) ( ) |
| Art? | ( ) ( ) |
| Antiques? | ( ) ( ) |

## REVIEW QUOTAS

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?)


REVIEW QUOTAS - IF "YES" THEN QUALITY GIFTER
9. Which of the following would you consider giving as a gift in the next 12 months? (READ)

## RECORD NUMBER

Gold or silver jewelry?
Fine collectibles?
Collectible U.S. coins?
Art?
Antiques?

## REVIEW QUOTAS - MUST BE "2" THROUGH "6" FOR COLLECTIBLE U.S COINS

10. 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

11. Are you: (READ)

Married or living as married, ( )GET
Separated, divorced or widowed, or ( ) A
Single? ( )MIX
12. What is the last grade of school you completed? Is it: (READ)

13. Are you: (READ)

White, ( )
Black or African-American, ( ) GET
Hispanic/Latino,
Asian,
( ) MIX
American Indian or Alaska Native,

Native Hawaiian or Other Pacific Islander, or

Other?
(SPECIFY)
14. Are you employed? (READ)

| Full time, | ( ) | G |
| :--- | :--- | :--- |
| Part time, or | $($ | $\mathbf{A}$ |
| Not Employed? | $($ | MIX |

15. Is your total annual household income before taxes: (READ)

| Under $\$ 30,000$, | ( ) |
| :--- | :--- |
| $\$ 30,000$ to $\$ 49,000$, | ( ) |
| $\$ 50,000$ to $\$ 75,000$, | ( ) |
| $\$ 75,000$ to $\$ 99,999$, or | ( ) |
| $\$ 100,000$ or more? | ( ) |

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