

**SCREENER
U.S. 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 () Time -- U.S. Mint Customers - New

Date

Group 3 () Time -- U.S. Mint Customers - Tenured

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 AND TERMINATE

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 () **GROUP 2**

More than 4 years ago? ()

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)**

\$ _____ 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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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? () **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**
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.

**SCREENER -- CITY
NON-CUSTOMERS**

CHECK ONE

COLD CALL ()

REFERRAL ()

DATABASE ()

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Date

Group 3 - () Time 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-XXX**.

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?)

Yes ()

No ()

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)**

Less than high school, () **TERMINATE**

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

13. 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)

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

Full time, () **GET**

Part time, or () **A**

Not Employed? () **MIX**

15. 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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