**National Analysts Worldwide** 

Study #U005-18-XXX January/February, 2009

#### SCREENER **U.S. MINT CUSTOMERS -- CITY**

## ASK TO SPEAK TO PERSON NAMED ON LIST

FEMALF GET A MIX ()

() MALE

### **DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS**

RESPONDENT NAME:		
ADDRESS:		
CITY/STATE:	ZIP CODE:	
TELEPHONE #:	FAX #:	

### **GROUP SCHEDULE**

<u>Date</u>

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 gualifications to participate in an informal group discussion on (DAY/DATE).

Are you free on that date?

( ) ( ) THANK AND TERMINATE Yes No

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)

	<u>Y</u> (	<u>es</u>	<u>N</u>	<u>0</u>			
A) A coin dealer, or a retail store that sells coins?	(	)	(	)			
B) A newspaper, radio station, or television station	ו?		(	)	(	)	
C) The United States Mint?	(	)	(	)			
D) An advertising agency?	(	)	(	)			
E) A market research company?	(	)	(	)			
<ul> <li>F) A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc</li> </ul>		)	(	)			

## IF "YES" TO ANY THANK AND TERMINATE

2. Have you ever attended a group discussion for market research purposes?

No	( )	SKIP TO Q.
Yes	( )	

3. When was the last time you attended?

MONTH

#### YEAR

4

## TERMINATE IF WITHIN THE PAST 3 MONTHS

4. In the past year, have you sold any U.S. coins for income purposes <u>other than</u> 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,	( )	<b>GROUP 1</b>

1 to 2 years ago,( )3 to 4 years ago, or( )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

#### 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** 

60 to 70, d	or(	)	NO MORE THAN
46 to 59,	(	)	ΜΙΧ
31 to 45,	(	)	AN EVEN
18 to 30,	(	)	GET

Over 70? ( ) ONE PER GROUP

## 12. Are you: (READ)

Married or living as married,	(	)GET			
Separated, divorced or widowed,	or	(	)	Α	
Single?	(	) <b>MIX</b> (			

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	(	)	Α
Graduate school?	(	)	ΜΙΧ

## 14. Are you: (READ)

White,	(	)	
Black or African-American,	(	)	GET
Hispanic/Latino,	(	)	Α
Asian,	(	)	ΜΙΧ
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	(	)	Α	
Not Employed?	(	)	ΜΙΧ	

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,	( )	_
\$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.

Study #U005-17-XXX January/February, 2009

#### SCREENER -- CITY NON-CUSTOMERS

#### CHECK ONE

- COLD CALL ()
- REFERRAL ()
- DATABASE ()

### DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

TELEPHONE #:	_FAX #:
CITY/STATE:	_ZIP CODE:
ADDRESS:	
RESPONDENT NAME	

#### **GROUP SCHEDULE**

<u>Date</u>

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	(	)	<b>THANK &amp; TERMINATE</b>

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)

### <u>Yes</u> <u>No</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 ()()()

## 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)

	<u>Yes</u>	<u>No</u>
Antiques?	( )	( )
Coins?	( )	() TERMINATE
Historical memorabilia?	(	) ()

5. Have you ever purchased coins or other merchandise directly from... (READ)

	<u>Yes</u> <u>No</u>
The Bradford Exchange?	() ()
The Frankin Mint?	() ()
Lenox?	() ()
The United States Mint?	()() <b>TERMINATE</b>

6. Do you currently collect, occasionally save, or sometimes put aside: (READ. CHECK ALL THAT APPLY)

Α.	Stamps?	(	)
Β.	Cards (e.g., baseball cards, etc.)?	(	)
C.	Current U.S. coins?	(	)
D.	Military items/historical memorabilia?	(	)
Ε.	Small, other collectibles?	(	)
F.	Other?	(	)
	(SPECIFY)		
G.	None	(	)

## **REVIEW QUOTAS - IF 'A' THROUGH 'F' THEN COLLECTOR**

7. Have you purchased any of the following items **for yourself** in the past two years?

## **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 - I	F "YES" THEN QUALITY GIFTER
No	( )
Yes	( )

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
<b>GET AN EVEN</b>	MI	X OF AGE CATEGORIES

#### 11. Are you: (READ)

Married or living as married, (	)GET		
Separated, divorced or widowed, or	(	)	A
Single? (	) <b>MIX</b> (		

## 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	( ) А
Graduate school?	( ) <b>MIX</b>

## 13. Are you: (READ)

White,	(	)	
Black or African-American,	(	)	GET
Hispanic/Latino,	(	)	AN EVEN
Asian,	(	)	ΜΙΧ
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	(	)	Α
Not Employed?	(	)	ΜΙΧ

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.

You will receive an honorarium of \$\_\_\_\_\_ for your participation