

**SCREENER**  
**UNITED STATES MINT CUSTOMERS -- CITY A**

**ASK TO SPEAK TO PERSON NAMED ON LIST**

- ( ) FEMALE
  - ( ) MALE
- } GET A MIX

RESPONDENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

**GROUP SCHEDULE**

**Date**

- Group 1 ( ) 5:30 PM - 7:15 PM - United States Mint Customers - Low/Mid Spend Customers
- Group 2 ( ) 7:30 PM - 9:15 PM - United States Mint Customers - High Spend 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, ( )

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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, ( )

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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)**

	<u>Yes</u>	<u>No</u>
A. American Buffalo 24K Gold Coins?	( )	( )
B. American Eagle Gold Coins?	( )	( )
C. American Eagle Silver Coins?	( )	( )
D. Annual Clad Proof - Full Set?	( )	( )
E. Annual Clad Proof - Presidential \$1 Coin Set?	( )	( )
F. Annual Clad Proof - Quarters Set?	( )	( )
G. Annual Silver Proof - Full Set?	( )	( )
H. Annual Silver Proof - Quarters Set?	( )	( )
I. First Spouse 24K Gold Coins?	( )	( )
J. Gold, Silver, or Clad Commemorative Coins?	( )	( )
K. Special Commemorative Coins?	( )	( )
L. Uncirculated Sets?	( )	( )
M. Other United States Mint Products?	( )	( )

**MUST HAVE AT LEAST ONE OF "D", "E", "F", "G", "H", OR "L" CHECKED**

7. Is your age: **(READ)**

Under 18, ( ) **TERMINATE**

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18 to 30, ( ) **GET**

31 to 39, ( ) **AN**

40 to 49, ( ) **EVEN**

50 to 59, ( ) **MIX**

60 to 70, or ( ) **NO MORE THAN ONE PER GROUP**

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Over 70? ( ) **TERMINATE**

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

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

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

Single? ( ) **MIX**

9. What is the last grade of school you completed? Is it: **(READ)**

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

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High school, ( )

Some College, ( ) **GET**

College, or ( ) **A**

Graduate school? ( ) **MIX**

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

Hispanic or Latino origin Yes ( ) No ( )

10a. What is your race? Please select one or more **(READ)**

- White ( )
- Black or African-American ( ) **GET**
- Asian ( ) **A**
- Native Hawaiian or other Pacific Islander, or ( ) **MIX**
- American Indian or Alaska Native, ( )

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

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

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

- Under \$25,000, ( ) **NO MORE THAN 1 PER GROUP**

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- \$25,000 to \$49,000, ( )
- \$50,000 to \$75,000, ( ) **GET**
- \$75,000 to \$99,999, or ( ) **A**
- \$100,000 or more? ( ) **MIX**

**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.