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

## ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALF () MALE

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

# **GROUP SCHEDULE**

### <u>Date</u>

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

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.

1. Do you, or does anyone in your household or family, own or work for? **(READ)** 

		Y	<u>es</u>	<u>N</u>	<u>o</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?	(	)	(	)			
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	(	)	
No	(	)	SKIP TO Q. 4

3. When was the last time you attended?

#### YEAR

## **TERMINATE IF WITHIN THE PAST 6 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
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No ( ) 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,	( )	
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, ( )

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** 

 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

Over 70? () **TERMINATE** 

8. Are you: (READ)

Married or living as married,( )GETSeparated, divorced or widowed, or( ) ASingle?( )MIX

9. 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** 

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	(	)	Α
Native Hawaiian or other Pacific Islander,	or	(	) <b>MIX</b> (
American Indian or Alaska Native,	(	)	

11. Are you employed? (READ)

Full time,		(	) GET
Part time, or	(	)	Α
Not Employed?	(	)	ΜΙΧ

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

Under \$25,000,	(	)	NO MORE THAN 1 PER GROUP
\$25,000 to \$49,000,	(	)	
\$50,000 to \$75,000,	(	)	GET A
\$75,000 to \$99,999, or	(	)	міх
\$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.