SCREENER **NON-CUSTOMERS - CITY A**

ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALF () MALE

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

GROUP SCHEDULE

Date

Group 3 () 5:30 PM – 7:15 PM – Hispanic Men

calling for National SUGGESTED INTRODUCTION: Hello, I'm 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)

<u>Yes</u><u>No</u>

A) A coin dealer, or a retail store that sells coins?			() ()		
B) A newspaper, radio station, or television st	ati	on?	()	()	
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,	-	-	()			

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 6 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 A	AND 1	ΓERMI	NATE

No ()

5a. Have you <u>ever</u> purchased U.S. coins or other merchandise directly from the U.S. Mint?

Yes () **TERMINATE** No ()

5b. In the past two years, have you **purchased** U.S. coins?

Yes	()	ASK Q5C
No	()	SKIP TO Q6

5c. From which sources have you **purchased** U.S. coins? (**READ AND SELECT ALL THAT APPLY**)

Α.	Coin dealers?	()
В.	Internet auctions?	()
C.	Flea markets?	()
D.	Other? (please specify)	()

5d. Did you purchase...(READ AND SELECT ALL THAT APPLY)

	Y	e <u>s</u>	N	0	
Gold or platinum coins for investment		()	()
Old or rare coins	()	()	

Other types of recently-minted collectible coins () ()

6. The U.S. Mint is interested in getting the opinions of people of diverse cultural backgrounds.

Which of the following best describes what you consider your ethnic background? **(READ)**

Are you Latino or Hispanic Yes () No () GROUP 3

What is your race? Please select one or more.

White	()			
Black or African American		()		
Asian	()		GROL	
Native Hawaiian or other Pacific Island	er	(7 4
American Indian or Alaska Native			()	

7. Do you currently collect, occasionally save, or sometimes put aside... (READ)

A. America the Beautiful quarters?	() MUST HAVE AT LEAST
B. 50-state quarters?	() "A", "B", "C", or "D"
C. New nickels?	()CHECKED
D. Other current U.S. coins?	()TO QUALIFY FOR GROUPS
E. Stamps?	()
F. Cards (e.g., baseball cards, etc.)?	()
G. Military items/historical memorabilia?	()
H. Small, other collectibles?	()
I. Other (Specify)?	()
None	()TERMINATE

8. How many months or years have you collected or saved U.S. coins?

RECORD # OF MONTHS OR **RECORD # OF YEARS**

GET A MIX

Please indicate how likely or unlikely you would be to <u>buy</u> U.S. coins or U.S. collectible coins in the next 12 months either for yourself or as a gift using a scale from "1" to "6" where "1" means "Not at all Likely" and "6" means "Extremely Likely."

RECORD NUMBER

MUST HAVE MIX OF "3" THROUGH "6" WITH NO MORE THAN TWO "3s"

Under 18,	() TERMINATE	
18 to 30,	()	-
31 to 39,	()	
40 to 49,	()	
50 to 59,	()	
60 to 69, or	() AT MOST 2	
Over 70?	() TERMINATE	

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

Under \$30,000,	() TERMINATE
\$30,000 to \$49,000,	() CONTINUE RECRUITING AND CONTACT NATIONAL ANALYSTS
\$50,000 to \$75,000,	()GET A
\$75,000 to \$99,999, or	()MIX
\$100,000 or more?	()

15. Are you: (READ)

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

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

()TERMINATE
()
()GET
() A
() MIX

17. Are you employed? (READ)

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

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