

**SCREENER
NON-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 3 () 5:30 PM - 7:15 PM - Hispanic Men

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. Have you ever 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**)

A. Coin dealers? ()

B. Internet auctions? ()

C. Flea markets? ()

D. Other? (please specify) ()

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

	<u>Yes</u>	<u>No</u>
Gold or platinum coins for investment	()	()

Old or rare coins	()	()
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Other types of recently-minted collectible coins	()	()
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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 ()

Native Hawaiian or other Pacific Islander ()

American Indian or Alaska Native ()

GROUP 4

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

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**

\$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)**

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

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

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

Full time, () **GET**

Part time, or () **A**

Not Employed? () **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