**1525-0012-0184**

**National Analysts Worldwide Study #U005-23-854**

**Sept/Oct 2013**

**US MINT TAGLINE RESEARCH**

**IDI SCREENER – city**

**CALL MALE OR FEMALE BETWEEN 18 AND 69 YEARS OF AGE**

**CHECK ONE**

**( ) TARGET: AFRICAN-AMERICANS (RECRUIT 4)**

**DO NOT RECRUIT RESPONDENTS WITH HEAVY ACCENTS**

**( ) WOMEN GIFT-GIVERS (RECRUIT 2)**

**BY OBSERVATION CHECK ONE (ASK ONLY IF UNCLEAR)**

**( ) female**

**( ) male**

RESPONDENT NAME:

ADDRESS:

CITY/STATE: ZIP CODE:

TELEPHONE #:

SCHEDULE

Appointment:

DATE

(**TIME)**

**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 in-person interview on **(DAY/DATE)**.

Are you free on that date?

|  |  |  |
| --- | --- | --- |
| Yes | ( ) |  |
| No | ( ) | **THANK & 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 **#\_\_\_\_\_\_\_**.

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

**Yes No**

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 ( ) ( )

collectible items (dolls, cards, memorabilia, etc.)

IF "YES" TO ANY THANK AND TERMINATE

2. Have you ever attended an in-person interview or group discussion for market research purposes?

|  |  |  |
| --- | --- | --- |
| Yes | ( ) |  |
| No | ( ) | **SKIP TO Q4** |

3. When was the last time you attended?

## MONTH YEAR

TERMINATE IF WITHIN PAST 3 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 & TERMINATE** |
| No | ( ) |  |

5. Have you everpurchased coins or other merchandise directly from the U.S. Mint?

|  |  |  |
| --- | --- | --- |
| Yes | ( ) | **THANK & TERMINATE** |
| No | ( ) |  |

6. Do you currently collect, occasionally save, or sometimes put aside… **(READ)**

A. American the Beautiful or 50-state quarters? ( ) **MUST HAVE AT LEAST**

B. New nickels? ( ) **“A”, “B”, OR “C”   
 CHECKED**

C. Other current U.S. coins? ( ) **TO QUALIFY**

D. Stamps? ( )

E. Cards (e.g., baseball cards, etc.)? ( )

F. Military items/historical memorabilia? ( )

G. Dolls/figurines? ( )

H. Decorative plates? ( )

I. Small, other collectibles? ( )

J. Other (Specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)? ( )

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

None ( ) **TERMINATE**

7. We are interested in getting the opinions of people of diverse cultural backgrounds.

Are you: **(READ)**

Hispanic or of Latino origin? Yes ( )

No ( )

8. What is your race? Please select one or more **(READ. CHECK ALL THAT APPLY.)**

**YES NO**

|  |  |  |  |
| --- | --- | --- | --- |
| Black or African-American? | ( ) | ( ) | **QUALIFIES AS *AFRICAN-AMERICAN* IF “YES”** |
| White? | ( ) | ( ) | **GET**  **A MIX**  **FOR GIFT-GIVERS** |
| Asian? | ( ) | ( ) |
| Native Hawaiian or other Pacific Islander? | ( ) | ( ) |
| American Indian or Alaska Native? | ( ) | ( ) |
|  |  |  |  |
|  |  |  |  |
| Prefer Not to Answer | ( ) |  |  |

**FEMALES, ASK Q9,   
OTHERWISE SKIP TO Q12**

9. **[ASK IF FEMALE]** In the past six months, have you given a gift for…

Yes No

A baby’s birth? ( ) ( )

A graduation ? ( ) ( )

Have a birthday? ( ) ( )

10. **[ASK IF FEMALE]** In the next six months, are you likely to purchase a gift for someone who is going to…

Yes No

Have a baby? ( ) ( )

Graduate from school? ( ) ( )

Have a birthday? ( ) ( )

AT LEAST ONE YES MUST BE CHECKED IN Q9 OR Q10 TO QUALIFY FOR *WOMAN GIFT GIVER*

11. **[ASK IF FEMALE]** Please indicate how much you agree or disagree with the following statement about coin collecting, using a scale from “1” to “6” where “1” means “Strongly Disagree” and ”6” means “Strongly Agree.”

“I would consider giving collectible coins as a gift for holidays,  
birthdays, a baby’s birth, graduations and the like.”

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECORD NUMBER**

*WOMAN GIFT GIVER*: TERMINATE IF “1” OR “2”

IF “3” OR “4” CONTACT NA

12. Please indicate how likely you are to consider purchasing **any** type of collectible coins or coin products from any source **in the next 12 months** using a scale from “1” to “6” where “1” means “Not at all Likely” and ”6” means “Extremely Likely.”

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Not At All**  **Likely** | | | **Extremely**  **Likely** | | |
| **1** | **2** | **3** | **4** | **5** | **6** |
| A | … for yourself |  |  |  |  |  |  |
| B | … for someone else (as a gift) |  |  |  |  |  |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECORD NUMBER**

*AFRICAN-AMERICANS*: TERMINATE IF “1” OR “2” FOR BOTH ROWS

IF “3” OR “4” FOR BOTH ROWS CONTACT NA

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

|  |  |  |
| --- | --- | --- |
| Under 18, | ( ) | **TERMINATE** |
| 18 to 30, | ( ) | **GET**  **A MIX** |
| 31 to 40, | ( ) |
| 41 to 50, | ( ) |
| 51 to 60, | ( ) |
| 61 to 69, or | ( ) | **CONTACT NA** |
| Over 70? | ( ) | **TERMINATE** |

14. Do you: **(READ)**

|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Have children under 18? | ( ) | ( ) |
| Have grandchildren? | ( ) | ( ) |

RECRUIT AT LEAST 2 WITH EITHER CHILDREN OR GRANDCHILDREN

15. What is the highest level of education you completed? Is it: **(READ)**

|  |  |  |
| --- | --- | --- |
| Less than high school, | ( ) | **TERMINATE** |
| High school graduate, | ( ) | **GET**  **A MIX** |
| Some college or vocational training, | ( ) |
| College graduate, or | ( ) |
| Graduate school? | ( ) |

16. Are you employed: **(READ)**

|  |  |  |
| --- | --- | --- |
| Full-time, | ( ) | **GET**  **A**  **MIX** |
| Part-time, or | ( ) |
| Not employed or retired? | ( ) |

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

|  |  |  |
| --- | --- | --- |
| Under $30,000 | ( ) | **TERMINATE** |
| $30,000 to $49,000, | ( ) | **CONTACT NA** |
| $50,000 to $75,000, | ( ) | **GET** |
| $76,000 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.

**Note to recruiters:** *As part of our ISO certification, we require that the following be read to each respondent.*

Thank you for your time. We look forward to having a discussion with you regarding [TOPIC]. We want to assure you that it is National Analysts Worldwide’s policy to keep interviews anonymous and responses confidential. The information you provide during the interview will be reported in aggregate and at no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others.

For further information on National Analysts Worldwide’s privacy policy, you can visit their website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

Please let us know if you have any questions or concerns about your upcoming appointment with National Analysts Worldwide.