

US MINT TAGLINE RESEARCH  
IDI SCREENER

ASK TO SPEAK TO PERSON NAMED ON LIST

( ) CUSTOMERS (RECRUIT 2)

**DO NOT RECRUIT  
RESPONDENTS WITH  
HEAVY ACCENTS**

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	( )	THANK & TERMINATE
No	( )	

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 coin dealer, or a retail store that sells coins?	( )	( )
A newspaper, radio station, or television station?	( )	( )
The United States Mint?	( )	( )
An advertising agency?	( )	( )
A market research company?	( )	( )
A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.)	( )	( )

**IF "YES" TO ANY THANK AND TERMINATE**

2. 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**

No ( )

3. In the past 12 months, which of the following items, if any, did you purchase from the U.S. Mint?  
**(READ AND CHECK ALL THAT APPLY)**

- a) Uncirculated Coin Sets? ( )
- b) Annual Silver Proof Sets? ( )
- c) Annual Proof Sets? ( )
- d) 5-Coin Quarter Proof/Silver Proof Sets? ( )
- e) Presidential coins/sets? ( )
- f) Commemorative Coins? ( )
- g) Bags/Rolls? ( )
- h) American Eagle Silver, Gold or Platinum Coins? ( )
- i) American Buffalo Gold Coins? ( )
- j) Medals? ( )
- k) Other items, such as maps, holders, jewelry? ( )

\_\_\_\_\_?  
**(SPECIFY)** ( )

**IF "j" AND/OR "k" ONLY, THEN TERMINATE**  
**GET A MIX OF PRODUCTS**  
**TERMINATE IF NO BOXES CHECKED**

4. In a year, approximately how much money do you spend, on average, on products from the U.S. Mint? **(RECORD AMOUNT, ROUND TO NEAREST DOLLAR)**

\_\_\_\_\_  
**RECORD \$**

**RECRUIT A MIX**

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

Under 18,	( )	<b>TERMINATE</b>
18 to 30,	( )	<b>GET A MIX</b>
31 to 40,	( )	
41 to 50,	( )	
51 to 60,	( )	
61 to 69, or	( )	<b>CONTACT NA</b>
Over 70?	( )	<b>TERMINATE</b>

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

Less than high school,	( )	<b>TERMINATE</b>
High school graduate,	( )	<b>GET A MIX</b>
Some college or vocational training,	( )	
College graduate, or	( )	
Graduate school?	( )	

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.)**

	<u>YES</u>	<u>NO</u>	
White?	( )	( )	<b>GET A MIX</b>
Black or African-American?	( )	( )	
Asian?	( )	( )	
Native Hawaiian or other Pacific Islander?	( )	( )	
American Indian or Alaska Native?	( )	( )	

Prefer Not to Answer	( )
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9. Are you employed: **(READ)**

Full-time,	( )	<b>GET A MIX</b>
Part-time, or	( )	
Not employed or retired?	( )	

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

Under \$30,000	( )	<b>NO MORE THAN 1</b>
\$30,000 to \$49,000,	( )	
\$50,000 to \$75,000,	( )	<b>GET</b>
\$76,000 to \$99,999, or	( )	<b>A</b>
\$100,000 or more	( )	<b>MIX</b>

**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 secured. 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.