US MINT TAGLINE RESEARCH SCREENER

CALL MALE OR FEMALE BETWEEN 18 AND 69 YEARS OF AGE

CHECK ONE () TARGET: HISPANIC MEN () WOMEN GIFT-GIVERS	•	ECRUIT 4) ECRUIT 2)		DO NOT RE RESPONDE HEAVY ACC	NTS WITH
BY OBSERVATION CHECK ONE (A	SK ONLY I	F UNCLEAR)		IILAVI ACC	LINIS
() FEMALE					
() MALE					
RESPONDENT NAME:					
ADDRESS:					
CITY/STATE:					
TELEPHONE #:					
		<u>SCHED</u> !	<u>JLE</u>		
Appointment:					
<u>DATE</u>					
(TIME)					
SUGGESTED INTRODUCTION: Worldwide, a marketing researc research study for The United participate in an informal in-pers	h firm bas States M	ed in Philadel int, and are	phia. This is n inviting people	ot a sales call. \	We are conducting
Are you free on that date?					
	Yes	()			
	No	()	THANK & TER	MINATE	

- 1 - 7/31/13

	like to ask you a few questions. This survey is strictly volunta I the OMB Control Number for this public information reque	· ·	
1.	Do you, or does anyone in your household or family, own o	or work fo	or? (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 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 AN	ID TERMI	NATE
2.	Have you ever attended an in-person interview or group di Yes () No () SKIP	TO Q4	for market research purposes?
3.	When was the last time you attended?		
	MONTH	YEAR	
	TERMINATE IF WITHIN PAS	T 3 MON	THS
4.	In the past year, have you sold any U.S. coins for income collection? (IF NECESSARY, PROBE: Are you a coin dealer?		es <u>other than</u> to round out a personal
	Yes () THAI	NK & TER	MINATE

- 2 - 7/31/13

	Yes	()	THANK	& TERMINATE
	No	()		
. Do	o you currently collect, occasiona	lly save, or som	netimes put	aside (READ)
A.	American the Beautiful or 50-st	ate quarters?	()	MUST HAVE AT LEAST
В.	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 memor	rabilia?		(
G.	Dolls/figurines?			(
Н.	Decorative plates?			(
l.	Small, other collectibles?			()
J.	Other (Specify)?		()
<u></u>				TEDA (INIA TE
No	ne		()	TERMINATE
a. W	e are interested in getting the op	inions of peop	le of diverse	cultural backgrounds.
Ar	re you: (READ)			
Ar	re you: (READ) Hispanic or of Latino orig	in? Yes()	QUALIFIES A	AS HISPANIC
Ar			QUALIFIES A	AS HISPANIC
Ar				AS HISPANIC
		No ()		AS HISPANIC
	Hispanic or of Latino orig	No ()		

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

8.	What is your race?	Please select one or i	more (READ.	CHECK ALL TH	AT APPLY	.)
				<u>YES</u>	<u>NO</u>	
	White?			()	()	GET
	Black or Afric	an-American?		()	()	A MIX
	Asian?			()	()	FOR FEMALE
	Native Hawa	ian or other Pacific Is	slander?	()	()	GIFT-GIVERS
	American Inc	ian or Alaska Native?	?	()	()	GIFT-GIVERS
	Prefer Not to	Answer		()		
			FEMALES, AS HERWISE SKI			
9.	[ASK IF FEMALE] In t	he <u>past six months,</u> ł	nave you give	n a gift for		
		<u>Yes</u>	<u>No</u>			
	A baby's birth?	()	()			
	A graduation?	()	()			
	Have a birthday?	()	()			

- 4 - 7/31/13

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 coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."			<u>Yes</u>	<u>No</u>					
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 coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."		Have a haby?	()	()					
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 coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prefrom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."		nave a baby:	()	()					
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 coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."		Graduate from school?	()	()					
11. [ASK IF FEMALE] Please indicate how much you agree or disagree with the following statement coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."		Have a birthday?	()	()					
coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagree" and "6" "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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely."		AT LEAST ONE YE			_	Q10 TO (QUALIFY I	FOR	
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 proferom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely." Not At All Extremely	11.	coin collecting, using a scale f "Strongly Agree."	rom "1" to	o "6" whe	re "1" me	eans "Stro	ongly Dis	-	
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 prom any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely." Not At All Extremely		birthda	ays, a baby'	s birth, gra	duations a	nd the lik	e."		
12. Please indicate how likely you are to consider purchasing any type of collectible coins or coin profession from any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely." Not At All Extremely			R	ECORD NU	MBER	_			
12. Please indicate how likely you are to consider purchasing any type of collectible coins or coin profession from any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely." Not At All Extremely		WOM	IAN GIFT G	IVER: TERN	/INATE IF	"1" OR "	2"		
12. Please indicate how likely you are to consider purchasing any type of collectible coins or coin profession from any source in the next 12 months using a scale from "1" to "6" where "1" means "Not at all and "6" means "Extremely Likely." Not At All Extremely			IE "3"	OR "4" CO	ΝΤΔΟΤ ΝΙ	1			
	12.	from any source in the next 12	are to cons <u>months</u> us	sider purch	asing <u>any</u>	type of c			
			Likely				E	extremely Likely	
1 2 3 4 5 6	_	A						1	
A for yourself o o o o o o B for someone else (as a gift) o o o o o o									
B for someone else (as a gift) o o o o o	Ľ	D 1 IOI SUITEUTE EISE (AS A YIII)		1 0	1 0	<u> </u>	<u> </u>	Ι υ	l

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

HISPANIC MEN: TERMINATE IF "1" OR "2" FOR BOTH ROWS

IF "3" OR "4" FOR BOTH ROWS CONTACT NA

RECORD NUMBER

- 5 - 7/31/13

13. Is your age: (READ)

Under 18,	()	TERMINATE
18 to 30,	()	CET
31 to 40,	()	GET A
41 to 50,	()	A MIX
51 to 60,	()	IVIIA
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,	()	CET
Some college or vocational training,	()	GET
College graduate, or	()	MIX
Graduate school?	()	IVIIA

16. Are you employed: (READ)

Full-time,	()	GET
Part-time, or	()	Α
Not employed or retired?	()	MIX

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	()	Α
\$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 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

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

- 7 - 7/31/13