

US MINT TAGLINE RESEARCH  
SCREENER

CALL MALE OR FEMALE BETWEEN 18 AND 69 YEARS OF AGE

CHECK ONE

( ) TARGET: HISPANIC MEN (RECRUIT 4)

( ) WOMEN GIFT-GIVERS (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	( )	



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

Yes	( )	<b>THANK &amp; TERMINATE</b>
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 \_\_\_\_\_)? ( )

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None ( ) **TERMINATE**

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

Are you: **(READ)**

Hispanic or of Latino origin? Yes ( ) **QUALIFIES AS HISPANIC**

No ( ) **SKIP TO Q8**

7b. Is Spanish regularly spoken in your home?

Yes	( )	<b>GET A MIX FOR HISPANIC MEN</b>
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 FOR FEMALE GIFT-GIVERS</b>
Black or African-American?	( )	( )	
Asian?	( )	( )	
Native Hawaiian or other Pacific Islander?	( )	( )	
American Indian or Alaska Native?	( )	( )	

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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...

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

	<u>Yes</u>	<u>No</u>
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."

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**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	o	o	o	o	o	o
B	... for someone else (as a gift)	o	o	o	o	o	o

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**RECORD NUMBER**

**HISPANIC MEN: TERMINATE IF "1" OR "2" FOR BOTH ROWS  
IF "3" OR "4" FOR BOTH ROWS CONTACT NA**

13. 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>

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

	<b>YES</b>	<b>NO</b>
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,	( )	<b>TERMINATE</b>
High school graduate,	( )	<b>GET A MIX</b>
Some college or vocational training,	( )	
College graduate, or	( )	
Graduate school?	( )	

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

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

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

Under \$30,000	( )	<b>TERMINATE</b>
\$30,000 to \$49,000,	( )	<b>CONTACT NA</b>
\$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.