SCREENER UNITED STATES MINT CUSTOMERS—City A

FROM LIST

()	High Spend ("\$500 - \$5000")	GE T
()	Mid Spend ("\$100 - \$499.99")	} A MI
()	Low Spend ("\$.01- \$99.99")	X

ASK TO SPEAK TO PERSON NAMED ON LIST

- () FEMALF
- () MALE∫

RESPONDENT NAME:					
ADDRESS:					
CITY/STATE:	ZIP CODE:				
TELEPHONE #:	FAX #:				

GROUP SCHEDULE

Attending:

Wednesday, May XY, 2014

- Group 1() 5:30 PM 7:30 PM General U.S. Mint Customers
- Group 2 () 7:30 PM 9:30 PM Commemorative Purchasers

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**

Yes

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)

	16:	2				
A) A coin dealer, or a retail store that sells coins?	())	()		
B) A newspaper, radio station, or television station	ו?		()	()
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 a group discussion for market research purposes?

Yes () No () **SKIP TO Q. 4**

3. When was the last time you attended?

MONTH

YEAR

TERMINATE IF WITHIN THE PAST 6 MONTHS

4. In the past year, have you sold any U.S. coins for income purposes <u>other than</u> to round out a personal collection? **(IF NECESSARY, PROBE:** Are you a coin dealer?)

Yes () THANK AND TERMINATE.

No ()

5. When was the **first time** that you purchased coins or coin-related items from the United States Mint? Was it: **(READ. CHECK APPROPRIATE BOX.)**

Within the past 12 months,	()	SKIP TO Q.6
1 to 2 years ago,	()	
3 to 4 years ago, or	()	
More than 4 years ago?	()	

TRY TO RECRUIT 1-2 "Within the past 12 months"

5a. When was the **most recent** time that you purchased coins or coin-related items from the United States Mint? Was it: **(READ. CHECK APPROPRIATE BOX.)**

Within the past 12 months,	()
1 to 2 years ago,	()
3 to 4 years ago, or	()
More than 4 years ago?	()

TRY TO RECRUIT AT LEAST 1-2 "Within the past 12 months"

6. When was the last time you bought any special or commemorative sets (a set with additional items like special packaging, information booklets, medals, special coins, etc.)? These are sets like the Lewis and Clark Set, the San Francisco 75th Anniversary Two-Coin Set, etc. Was the last time: (READ. CHECK APPROPRIATE BOX.)

Α.	Never,	()	SKIP TO Q.6B
Β.	Within the past 12 months,	()	
C.	1 to 2 years ago,	()	
D	3 to 4 years ago,	()	
E.	5-10 years ago, or	()	
F.	More than 10 years ago?	()	

RECRUIT THOSE ANSWERING A TO GROUP 1. RECRUIT THOSE ANSWERING B-F TO GROUP 2. ONCE GROUP 2 IS FILLED, ALL CAN BE RECRUITED TO GROUP 1.

- 6a. How many special or commemorative sets have you ever purchased from the United States Mint? Have you purchased: **(READ. CHECK APPROPRIATE BOX.)**
 - A. 1 set
 - B. 2-5 sets, or
 - C. 6 or more sets?

GET A MIX OF THOSE ANSWERING A AND THOSE ANSWERING B OR C.

() ()

()

6b.In the past two years, which of the following items, if any, did you purchase from the United States Mint? (READ AND CHECK ALL THAT APPLY.)

	Yes	No
A. American Buffalo 24K Gold Coins?	()	()
B. American Eagle Gold Coins?	()	()
C. American Eagle Silver Coins?	()	()
D. Annual Clad Proof – Full Set?	()	()
E. Annual Clad Proof – Presidential \$1 Coin Set?	()	()
F. Annual Clad Proof – Quarters Set?	()	()
G. Annual Silver Proof – Full Set?	()	()
H. Annual Silver Proof – Quarters Set?	()	()
I. First Spouse 24K Gold Coins?	()	()
J. Gold, Silver, or Clad Commemorative Coins?	()	()
K. Uncirculated Sets?	()	()
L. Medals?	()	()
M. Other United States Mint Products?	()	()

IF A "HIGH-SPEND CUSTOMER" ANSWERS "YES" TO ONLY ONE ITEM ABOVE, CONTINUE THROUGH THE REST OF THE SCREENER AND TERMINATE THAT CUSTOMER ONLY AT THE END.

RECRUIT AT LEAST TWO ANSWERING "YES" TO "L".

6c. Were these purchases: (READ AND CHECK ALL THAT APPLY.)

A.	For yourself?	()
B.	For a gift?	()
C.	Both?	()

IF A "HIGH-SPEND CUSTOMER" ANSWERS "YES" ONLY TO B, CONTINUE THROUGH THE REST OF THE SCREENER AND TERMINATE AT END OF SCREENER.

7. Is your age: (READ. CHECK APPROPRIATE BOX.)

Under 18,	()	TERMINATE
18 to 30,	()	GET
31 to 39,	()	AN
40 to 49,	()	EVEN
50 to 59,	()	МІХ
60 to 70, or	()	NO MORE THAN ONE PER GROUP
Over 70?	()	TERMINATE

8. Are you: (READ. CHECK APPROPRIATE BOX.)

Married or living as married,	()	GET
Separated, divorced or widowed, or	()	Α
Single?	()	ΜΙΧ

9. Do you have any children or grandchildren under age 18 ? (READ. CHECK APPROPRIATE BOX.)

Yes	()	
No	()	SKIP TO Q. 10

9a. Do you have any children or grandchildren who are: (READ. CHECK APPROPRIATE BOX.)

	<u>Yes</u>	<u>No</u>	
Under 6,	((`
6 to 12,)	()
0.00.12,)	()
13 to 17?	(,	`
)	()

10. Do you have any nieces or nephews under age 18 ? (READ. CHECK APPROPRIATE BOX.)

Yes	()	
No	()	SKIP TO Q. 11

10a. Do you have any nieces or nephews who are: (READ. CHECK APPROPRIATE BOX.)

	<u>Yes</u>	<u>No</u>	
Under 6,	((`
6 to 12,) (()
)	()
13 to 17?	()	()
		•	•

TRY TO RECRUIT AT LEAST 5 ANSWERING "6-12" TO Q9A OR Q10A.

11. What is the last grade of school you completed? Is it: **(READ. CHECK APPROPRIATE BOX.)**

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

High school,()Some College,()GETCollege, or()AGraduate school?()MIX

12. Are you: (READ. CHECK APPROPRIATE BOX.)

Hispanic or of Latino origin? Yes () No ()

12a.What is your race? Please select one or more (READ. CHECK ALL THAT APPLY.)

White	()	
Black or African-American	()	GET
Asian	()	Α
Native Hawaiian or other Pacific Islander, or	()	ΜΙΧ
American Indian or Alaska Native.	()	
Prefer Not to Answer	()	

13. Are you employed? (READ. CHECK APPROPRIATE BOX.)

Full time,	()	GET
Part time, or	()	Α
Not Employed?	()	ΜΙΧ

14. Is your total annual household income before taxes: (READ. CHECK APPROPRIATE BOX.)

Under \$25,000,	()	NO MORE THAN 1 PER GROUP
\$25,000 to \$49,000,	()	
\$50,000 to \$75,000,	()	GET
\$75,000 to \$99,999, or	()	A MIX
\$100,000 or more?	()	

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.