

SCREENER
UNITED STATES MINT CUSTOMERS—City A

FROM LIST

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

ASK TO SPEAK TO PERSON NAMED ON LIST

- () **FEMALE**
 - () **MALE**
- } **GET A MIX**

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

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 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.)**

- A. Never, () **SKIP TO Q.6B**
- B. 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.

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,	(()
)	
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.

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 (**GET**
\$49,000,)

\$50,000 to (**A**
\$75,000,)

\$75,000 to (**MIX**
\$99,999, or)

\$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.