

NAXION

Study #U002-XX-XXX
Date

SCREENER
NON-CUSTOMERS - City B

IDENTIFY MALE OR FEMALE 18 TO 69 YEARS OF AGE
BY OBSERVATION CHECK ONE

FEMALE

MALE

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Attending:

Date

Group 1 () 6:00 PM - 8:00 PM - General Non-Customers

Group 2 () 8:00 PM - 10:00 PM - General Non-Customers

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for **NAXION**, 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**

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.

1. Do you, or does anyone in your household or family, own or work for? **(READ AND SELECT ALL THAT APPLY)**

Yes No

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 AND TERMINATE

2. Have you ever attended a group discussion for market research purposes or participated in an over-the-phone research interview?

Yes ()

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

3. When was the last time you did so?

MONTH

YEAR

TERMINATE IF WITHIN PAST 6 MONTHS

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

Yes () **TERMINATE**

No ()

6. In the past two years, have you **purchased** U.S. coins?

Yes ()

No () **SKIP TO Q.8**

7. From which sources have you **purchased** U.S. coins? (**READ AND SELECT ALL THAT APPLY**)

	Yes	No
A. Coin dealers?	()	()
B. Internet auctions?	()	()
C. Flea markets?	()	()
D. Other? (please specify)	()	()

8. Do you currently collect, occasionally save, or sometimes put aside... (**READ AND SELECT ALL THAT APPLY**)

A. America the Beautiful quarters?	()
B. 50-state quarters?	()
C. New nickels?	()
D. Other current U.S. coins?	()

E. Stamps?	()
F. Cards (e.g., baseball cards, etc.)?	()
G. Military items/historical memorabilia?	()
H. Small, other collectibles?	()
I. Other (Specify _____)?	()
J. None	()

IF ONLY ITEMS FROM "E-J" SELECTED, SKIP TO Q.10

9. How many months or years have you collected or saved U.S. coins?

RECORD # OF MONTHS

OR

RECORD # OF YEARS

GET A MIX

10. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins in the next 12 months either for yourself or as a gift using a scale from "1" to "6" where "1" means "Not at all Likely" and "6" means "Extremely Likely."

RECORD NUMBER

MUST HAVE MIX OF "4" THROUGH "6"

11. The United States Mint is interested in getting the opinions of people of diverse cultural backgrounds, and we would like to ask you a few questions about your background. **(READ)**

Are you Latino or Hispanic Yes () No ()

What is your race? Please select one or more. **(READ)**

White ()

Black or African-American ()

Asian, ()

Native Hawaiian or other Pacific
Islander, or ()

American Indian or Alaska Native? ()

(DO NOT READ) Prefer not to answer. ()

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

Under 18, () **TERMINATE AT END OF SCREENER**

18 to 30, () **GET**

31 to 39, () **AN**

40 to 49, () **EVEN**

50 to 59, () **MIX**

60 to 69, or () **NO MORE THAN ONE PER GROUP**

Over 70? () **TERMINATE AT END OF SCREENER**

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

Under \$30,000, () **TERMINATE AT END OF SCREENER**

\$30,000 to \$49,000, () **CONTINUE RECRUITING AND CONTACT NAXION**

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

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

\$100,000 or more? () **MIX**

14. What is the last grade of school you completed? Is it: **(READ)**

Less than high school, () **TERMINATE AT END OF SCREENER**

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

15. Are you employed? **(READ)**

- | | | |
|---------------|-----|------------|
| Full time, | () | GET |
| Part time, | () | A |
| Retired, or | () | |
| Not Employed? | () | 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 \$XX 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 the U.S. Mint. We want to assure you that it is **NAXION'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 **NAXION's** privacy policy, you can visit their website at <http://www.naxionthinking.com/privacy-policy/information-privacy-policy>

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