

**SCREENER  
UNITED STATES MINT CUSTOMERS - City A**

**ASK TO SPEAK TO PERSON NAMED ON LIST**

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

**FROM LIST**

(	<b>High Spend (“\$500+”)</b>	}	<b>GE</b>
)			<b>T</b>
(	<b>Mid Spend (“\$100 -</b>		}
)	<b>\$499.99”)</b>		
(	<b>Low Spend (“\$.01-</b>	}	<b>MI</b>
)	<b>\$99.99”)</b>		

RESPONDENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

**GROUP SCHEDULE**

Attending:

**Date**

Group 1 ( ) 6:00 PM – 8:00 PM – General U.S. Mint Customers

**Date**

Group 2 ( ) 8:00 PM – 10:00 PM – General U.S. Mint 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 THE PAST 6 MONTHS**

4a. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

Yes ( )

No ( ) **SKIP TO Q5**

---

4b. To confirm, 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.7**

---

1 to 2 years ago, ( )

3 to 4 years ago, or ( )

More than 4 years ago? ( )

<b>TRY TO RECRUIT 1-2 "Within the past 12 months" PER GROUP</b>
---

6. 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 ( )

**THANK AND  
TERMINATE**

More than 4 years ago? ( )

**THANK AND  
TERMINATE**

7. In the **past year**, which of the following items, if any, did you purchase from the United States Mint? **(READ AND CHECK ALL THAT APPLY.)**

- |                                      | <b><u>Yes</u></b> |
|--------------------------------------|-------------------|
| A. Annual Proof – Full Set           | ( )               |
| B. Annual Silver Proof – Full Set    | ( )               |
| C. Annual Uncirculated – P and D Set | ( )               |
| D. American Eagle Silver Coins       | ( )               |
| E. Other United States Mint Products | ( )               |

**RECRUIT AT LEAST 7 ANSWERING “YES” TO “A”**  
**RECRUIT AT LEAST 7 ANSWERING “YES” TO “B”**  
**RECRUIT AT LEAST 7 ANSWERING “YES” TO “C”**  
**RECRUIT AT LEAST 7 ANSWERING “YES” TO “D”**

**TRY TO RECRUIT AT LEAST 7 RESPONDENTS WHO PURCHASED FROM TWO OR MORE OF THESE CATEGORIES**  
**IF A CUSTOMER ANSWERS “YES” ONLY TO “E” (Other), THANK AND TERMINATE.**

8. Were these purchases: **(READ AND CHECK ALL THAT APPLY.)**

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

**IF A “\$500+ CUSTOMER” ANSWERS “YES” ONLY TO B, CONTINUE THROUGH THE REST OF THE SCREENER AND TERMINATE AT END OF SCREENER.**

9. Is your age: **(READ. CHECK APPROPRIATE BOX.)**

Under 18,

( ) **TERMINATE AT END OF  
SCREENER**

---

---

18 to 30,	( )	<b>GET</b>
31 to 39,	( )	<b>AN</b>
40 to 49,	( )	<b>EVEN</b>
50 to 59,	( )	<b>MIX</b>

---

60 to 70, or	( )	<b>NO MORE THAN ONE PER GROUP</b>
--------------	-----	-----------------------------------

---

Over 70?	( )	<b>TERMINATE AT END OF SCREENER</b>
----------	-----	-------------------------------------

10. 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	( )	<b>GET</b>
Asian	( )	<b>A</b>
Native Hawaiian or other Pacific Islander, or American Indian or Alaska Native?	( )	<b>MIX</b>

---

<b>(DO NOT READ)</b> Prefer not to answer.	( )
--	-----

**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**.