

**SCREENER
U.S. MINT CUSTOMERS**

ASK TO SPEAK TO PERSON NAMED ON LIST

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

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Date, 2007

Group 1 () 6:00 PM to 8:00 PM --U.S. Mint Customers – AE Gold 1 oz. Purchasers

Group 2 () 8:00 PM to 10:00 PM --U.S. Mint Customers – General

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for National Analysts, 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-xx.

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

- | | <u>Yes</u> | <u>No</u> |
|---|------------|-----------|
| 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?

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

3. When was the last time you attended?

MONTH

YEAR

TERMINATE IF WITHIN THE PAST YEAR

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 most recent time that you purchased coins or coin-related items from the U.S. Mint? Was it: **(READ. CHECK APPROPRIATE BOX)**

Within the past 12 months, ()

1 to 2 years ago, ()

3 to 4 years ago, or ()

TERMINATE

More than 4 years ago? ()

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

Uncirculated Coin Sets, ()

Annual Silver Proof Sets, ()

Annual Proof Sets, ()

5-Coin Quarter Proof/Silver Proof Sets, ()

Presidential \$1 coins ()

Commemorative Coins, ()

Bags/Rolls, ()

American **Eagle Silver** Coins, ()

American **Eagle Gold** Coins, ()

American **Eagle Platinum** Coins, ()

American **Buffalo Gold** Coins, ()

Medals, or ()

Other items, such as maps, holders, jewelry?

_____ ()

(SPECIFY)

GROUP 2: GET A MIX OF PRODUCT TYPES PURCHASED

IN EACH GROUP: RECRUIT AT LEAST 4 THAT PURCHASE COMMEMORATIVE COINS

7. **[IF AMERICAN EAGLE GOLD IN Q6 THEN ASK Q7; OTHERWISE, SKIP TO Q8a]** In the past two years, which denominations of American Eagle Gold Coins did you purchase? **(SELECT ALL THAT APPLY)**

1 oz. ()

1/2 oz. ()

1/4 oz. ()

1/10 oz. ()

4-coin set (1 oz., ½ oz., ¼ oz., 1/10 oz.) ()

**GROUP 1:
IF AMERICAN EAGLE GOLD IN Q6 AND 1 OZ SELECTED IN
Q7**

8a. In a year, approximately how much money do you spend, on average, on products from the U.S. Mint? **(RECORD AMOUNT, ROUND TO NEAREST DOLLAR)**

\$_____ spent per year

**GROUP 2:
RECRUIT 3-4 FROM <\$100 SAMPLE
RECRUIT 3-4 FROM \$100-\$499 SAMPLE
RECRUIT 3-4 FROM \$500+ SAMPLE**

8b. **[IF GROUP 1 THEN ASK Q8B; OTHERWISE, SKIP TO Q9]** In the last two years, approximately how much money did you spend in total on **American Eagle Gold** coins from the U.S. Mint? **(RECORD AMOUNT, ROUND TO NEAREST DOLLAR)**

\$_____ spent per year

**GROUP 1:
MUST BE \$700 OR MORE**

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

Under 18, () **TERMINATE**

18 to 30, () **GET**

31 to 45, () **AN EVEN**

46 to 59, () **MIX**

60 to 70, or () **NO MORE THAN**

Over 70? () **ONE PER GROUP**

10. Are you: **(READ)**

Married or living as married, () **GET**

Separated, divorced or widowed, or () **A**

Single? () **MIX**

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

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

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

12. Are you: **(READ)**

White, ()

Black or African-American, () **GET**

Hispanic/Latino, () **A**

Asian, () **MIX**

American Indian or Alaska Native, ()

Native Hawaiian or other Pacific Islander, or ()

Other _____? ()

(SPECIFY)

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

Full time, () **GET**

Part time, or () **A**

Not Employed? () **MIX**

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

Under \$25,000, () **NO MORE THAN 2 PER GROUP**

\$25,000 to \$49,000, ()

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

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

\$100,000 or more? ()

**NOTE: ANY CUSTOMER WHO HAS NOT BEEN RECRUITED FOR GROUP 1
IS NOW ELIGIBLE FOR GROUP 2**

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.

SCREENER
NON-CUSTOMERS - COIN SAVERS

IDENTIFY MALE OR FEMALE

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

CHECK ONE

COLD CALL ()
REFERRAL ()
DATABASE ()

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

ATTENDING:

Date, 2007

Group 3 () Non-Customer, Coin Savers

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for National Analysts, 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 & TERMINATE**

Yes () **THANK AND TERMINATE**

No ()

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

Yes () **TERMINATE**

No () **CONTINUE**

6. Do you currently collect, occasionally save, or sometimes put aside... **(READ)**

A. Presidential \$1 coins? () **MUST HAVE AT LEAST**

B. 50-state quarters? () **"A", "B", "C", or "D"**

C. New nickels from 2004/2005? () **CHECKED TO QUALIFY**

D. Other current U.S. coins? () **FOR GROUP**

E. Stamps? ()

F. Cards (e.g., baseball cards, etc.)? ()

G. Military items/historical memorabilia? ()

H. Dolls/figurines? ()

I. Decorative plates? ()

J. Small, other collectibles? ()

K. Other (Specify _____)? ()

None () **TERMINATE**

7. Are the U.S. coins that you currently collect, save or put aside for yourself? For others?

Yes No

Self () () **GET A MIX OF SELF & OTHERS**

Others () ()

8. Which of these activities, if any, have you done to collect or save coins? **(READ LIST AND CHECK ALL THAT APPLY)**

Gone to Banks/Bank Tellers
for "new" (uncirculated) coins, ()

Taken coins out of general
circulation (i.e., taken coins from
pocket/purse) and saved them, () **GET A MIX**

Acquired/been given coins from
relatives or friends, ()

Purchased them from coin dealers,
Internet auctions, etc.; that is from
sources other than the U.S. Mint, or ()

Other _____? ()
(SPECIFY)

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 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, and the like."

_____ **RECORD NUMBER**

**RECRUIT NO MORE THAN 2 PEOPLE WITH "1" OR "2";
ALL OTHERS SHOULD BE MIX OF "3" THROUGH "6"**

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

- | | | |
|--------------|-----|------------------------|
| Under 18, | () | TERMINATE |
| <hr/> | | |
| 18 to 30, | () | |
| 31 to 45, | () | GET AN EVEN MIX |
| 46 to 59, | () | |
| <hr/> | | |
| 60 to 70, or | () | NO MORE THAN |
| Over 70? | () | 1 PER GROUP |

12. Are you: **(READ)**

- | | | |
|------------------------------------|-----|------------|
| Married or living as married, | () | GET |
| Separated, divorced or widowed, or | () | A |
| Single? | () | MIX |

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

- | | | |
|------------------------|-----|------------------|
| Less than high school, | () | TERMINATE |
| <hr/> | | |
| High school, | () | |
| Some College, | () | GET |
| College, or | () | A |
| Graduate school? | () | MIX |

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

- White, ()
- Black or African-American, () **GET**
- Hispanic/Latino, () **A**
- Asian, () **MIX**
- American Indian or
Alaska Native, ()
- Native Hawaiian or
Other Pacific Islander, or ()
- Other _____? ()
(SPECIFY)

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

- Full time, () **GET**
- Part time, or () **A**
- Not Employed? () **MIX**

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

- Under \$25,000, () **NO MORE THAN 2 PER GROUP**

- \$25,000 to \$49,000, ()
- \$50,000 to \$75,000, () **GET**
A
- \$75,000 to \$99,999, or () **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.