

**SCREENER
NON-CUSTOMERS - City A**

IDENTIFY MALE OR FEMALE 18 TO 69 YEARS OF AGE

BY OBSERVATION CHECK ONE

() FEMALE } GET A MIX
() MALE }

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Attending:

Thursday, May XY, 2014

Group 1 () 12:30PM - 2:00 PM - General Non-Customers

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**

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)**

- | | <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 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 ()

5a. In the past two years, have you **purchased** U.S. coins?

Yes () **ASK Q5b**

No () **SKIP TO Q6**

5b. From which sources have you **purchased** U.S. coins? (**READ AND SELECT ALL THAT APPLY**)

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

6. 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.

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

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

- A. America the Beautiful quarters? () **MUST HAVE AT LEAST**
B. 50-state quarters? () **"A", "B", "C", or "D"**
C. New nickels? () **CHECKED**
D. Other current U.S. coins? () **TO QUALIFY FOR GROUPS**

-
- E. Stamps? ()
F. Cards (e.g., baseball cards, etc.)? ()
G. Military items/historical memorabilia? ()
H. Small, other collectibles? ()
I. Other (Specify _____)? ()

None () **TERMINATE**

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

RECORD # OF MONTHS

OR RECORD # OF YEARS

GET A MIX

9. 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"

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

Under 18, () **TERMINATE**

18 to 30, ()

31 to 39, ()

40 to 49, ()

50 to 59, ()

60 to 69, or () **AT MOST 1**

Over 70? () **TERMINATE**

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

Under \$30,000, () **TERMINATE**

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

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

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

\$100,000 or more? ()

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

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

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

Single? () **MIX**

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

Yes ()

No () **SKIP TO Q. 14**

13a. 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?	()	()

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

Yes ()

No () **SKIP TO Q. 15**

14a. 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 8 PER GROUP WHO ANSWER "YES"
TO Q13A OR Q14A.
RECRUIT AT LEAST 4 WHO ANSWER "6-12" TO Q13A OR Q14A.**

15. 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**

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

Full time, () **GET**

Part time, or () **A**

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 \$_____ for your participation