

**SCREENER  
U.S. MINT CUSTOMERS**

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

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

<p><b>FROM SAMPLE (CHECK ONE)</b></p> <p>( ) INTERNET ONLY</p> <p>( ) INTERNET &amp; OTHER CHANNEL</p>
--

**FROM**

**# OF INTERNET ORDERS/ORDERS  
SAMPLE LIST \_\_\_\_\_ GET A MIX**

<b>Usability Interviews</b>		
<b>Customers</b> (Recruit 8)	<b>Web Orderer</b>	Recruit 3-4
	<b>Non-web Orderer</b> ( <i>tried to order on Mint website</i> )	Recruit 2-3
	<b>Non-web Orderer</b> ( <i>visited Mint website</i> )	
	<b>Non-web Orderer</b> ( <i>has NOT visited Mint website</i> )	Recruit 2-3

**DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS**

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

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

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

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

**SCHEDULE**

Appointment:

Date, 2008

\_\_\_\_\_ TIME

**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 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)**

**Yes    No**

A coin dealer, or a retail store that sells coins? ( ) ( )

A newspaper, radio station, or television station? ( ) ( )

The United States Mint? ( ) ( )

An advertising agency? ( ) ( )

A market research company? ( ) ( )

A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.) ( ) ( )

**IF "YES" TO ANY THANK AND TERMINATE**

2. 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      ( )

3. 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?      ( )

4. 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)**

- a) Uncirculated Coin Sets, ( )
- b) Annual Silver Proof Sets, ( )
- c) Annual Proof Sets, ( )
- d) 5-Coin Quarter Proof/Silver Proof Sets, ( )
- e) Presidential coins/sets ( )
- f) Commemorative Coins, ( )
- g) Bags/Rolls, ( )
- h) American Eagle Silver, Gold or Platinum Coins, ( )
- i) American Buffalo Gold Coins, ( )
- j) Medals, or ( )
- k) Other items, such as maps, holders, jewelry ( )

\_\_\_\_\_ ? ( )  
**(SPECIFY)**

**IF "j" AND/OR "k" ONLY, THEN TERMINATE**

5. In the past 12 months, which of the following methods have you used to place an order with the U.S. Mint? **(READ AND CHECK ALL THAT APPLY)**

- Online (www.usmint.gov), ( )
- Phone, ( )
- Mail, or ( )
- Fax? ( )

**IF ONLINE NOT CHECKED ASK Q.6**

**IF ONLINE CHECKED RECRUIT AS "WEB ORDERER" -- SKIP TO Q.8a**

6. In the past 12 months, have you used the U.S. Mint's website to:? **(READ AND CHECK ALL THAT APPLY)**

Yes   No

a) Attempt to order online but decided  
not to or had difficulties?      ( ) ( )

b) Find any kind of information?      ( ) ( )

**IF "a" IS "Yes" RECRUIT AS "NON-WEB ORDERER  
(TRIED TO ORDER ON MINT WEBSITE)" - SKIP TO Q.8a**

**IF "b" IS "Yes" RECRUIT AS "NON-WEB ORDERER  
(VISITED MINT WEBSITE)" -- SKIP TO Q8a;**

**If "a" AND "b" ARE "No" RECRUIT AS "NON-WEB  
ORDERER (HAS NOT VISITED MINT WEBSITE)" --  
CONTINUE**

7a. Do you have Internet access: **(READ AND CHECK ALL THAT APPLY)**

Yes   No

At home?      ( ) ( )

At work?      ( ) ( )

**IF "No" TO BOTH, THEN TERMINATE**

**IF Q.7b-7h IS "TERMINATE" CONTINUE SCREENING, BUT DO NOT INVITE.  
CONTACT NATIONAL ANALYSTS**

7b. How long have you been using the Internet? **(READ AND CHECK ONE)**

- |                   |     |                  |
|-------------------|-----|------------------|
| Less than 1 year, | ( ) | <b>TERMINATE</b> |
| <hr/>             |     |                  |
| 2 to 3 years,     | ( ) |                  |
| 4 to 5 years, or  | ( ) |                  |
| 6 or more years?  | ( ) |                  |

7c. Approximately, how often do you use the Internet? **(READ AND CHECK ONE)**

- |                      |     |                  |
|----------------------|-----|------------------|
| At least once a day, | ( ) |                  |
| 3 to 5 times a week, | ( ) |                  |
| 1 to 2 times a week, | ( ) |                  |
| <hr/>                |     |                  |
| Every few weeks, or  | ( ) | <b>TERMINATE</b> |
| Less often?          | ( ) |                  |

7d. Excluding e-mail, how much time do you spend on the web each week? **(READ AND CHECK ONE)**

- |                    |     |                  |
|--------------------|-----|------------------|
| Less than 2 hours, | ( ) | <b>TERMINATE</b> |
| <hr/>              |     |                  |
| 2 to 5 hours,      | ( ) |                  |
| 6 to 8 hours, or   | ( ) |                  |
| 8+ hours?          | ( ) |                  |

7e. Which of the following tasks have you done in the last six months? **(READ AND CHECK ALL THAT APPLY)**

- Searched for maps/directions online, ( )
- Conducted a search using a search engine, ( )
- Researched a product or service online, ( )
- Purchased a product/service online, ( )
- Visited a government website, ( )
- Looked for health information online, ( )
- Looked for news online, ( )
- Looked up weather forecasts online, ( )
- Paid bills online, ( )
- Sent an instant message, ( )
- Participated in an online auction (such as eBay), ( )
- Connected to the Internet with a wireless device, ( )
- Bought/sold stock, mutual funds or bonds online, ( )
- Subscribed to an RSS Feed, ( )
- Downloaded music from the Internet, ( )
- Listened to a PodCast, or ( )
- Created content in a blog or wiki? ( )

**MUST CHECK 3 OR MORE**

7f. Of the websites you use, which one do you use the most?

\_\_\_\_\_ **RECORD** Don't know/can't think of one ( ) **TERMINATE**

7g. What is your favorite search engine?

\_\_\_\_\_ **RECORD** Don't know/can't think of one ( ) **TERMINATE**

7h. How frequently do you conduct searches using the Internet? **(READ AND CHECK ONE)**

Several times a day, ( )

About once a day, ( )

3 to 5 days a week, ( )

1 to 2 days a week, ( )

Every few weeks, or ( )

Less often? ( ) **TERMINATE**

**DO NOT READ --**

Don't Know ( )

**RECRUIT AS "NON WEB ORDERER - HAS NOT VISITED MINT WEBSITE"**

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**

**INCLUDE MIX OF SPENDERS**

8b. In a year, approximately how many separate orders do you place with the U.S. Mint? **(RECORD AMOUNT, ROUND TO NEAREST DOLLAR)**

# \_\_\_\_\_ **SEPARATE ORDERS PLACED PER YEAR**

**INCLUDE MIX OF # ORDERS PLACED**



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

Under 18, ( ) **TERMINATE**

---

18 to 30, ( ) **GET**

31 to 45, ( ) **A**

46 to 59, ( ) **MIX**

---

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

Over 70? ( ) **THAN ONE**

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**

11. 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)**

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

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

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

- Under \$25,000, ( ) **NO MORE THAN 1**
- 
- \$25,000 to \$49,000, ( )  
\$50,000 to \$75,000, ( ) **GET**  
\$75,000 to \$99,999, or ( ) **A**  
**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.

**SCREENER  
NON-CUSTOMERS**

**IDENTIFY MALE OR FEMALE**

( ) FEMALE }  
( ) MALE } GET A MIX

**CHECK ONE**

**COLD CALL ( )**  
**REFERRAL ( )**  
**DATABASE ( )**

<b>Usability Interviews</b>		
<b>Non-Customers (Recruit 8)</b>	Visited Mint website	Try for at least 1-2
	Has NOT visited Mint website	Recruit 7-8

**DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS**

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

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

\_\_\_\_\_

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

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Are you free on that date?

Yes ( )

No ( ) **THANK & 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**.

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**Yes   No**

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A newspaper, radio station, or television station? ( ) ( )

The United States Mint? ( ) ( )

An advertising agency? ( ) ( )

A market research company? ( ) ( )

A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.) ( ) ( )

**IF "YES" TO ANY THANK AND TERMINATE**

2. 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 ( )

3a. Have you ever purchased coins or other merchandise directly from the U.S. Mint?

Yes ( ) **TERMINATE**

No ( ) **CONTINUE**

3b. In the past 12 months, have you visited the U.S. Mint website?

Yes ( )

No ( )

**If "Yes" THEN "VISITED MINT WEBSITE"  
If "No" THEN HAS "NOT VISITED MINT WEBSITE"**

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

a. 50-state quarters? ( ) **MUST HAVE AT LEAST**

b. New nickels from 2004/2005? ( ) **"a", "b", "c", OR "d"  
CHECKED**

c. Other current U.S. coins? ( ) **TO QUALIFY**

d. Presidential \$1 coins? ( )

---

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**

5. 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 ( ) ( )

6. 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)** ( )

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

RECORD # OF MONTHS

OR

RECORD # OF YEARS

**GET A MIX**

8. 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,  
graduations, birthdays, a baby's birth, and the like."

RECORD NUMBER

**IF "1" OR "2" THEN TERMINATE**

9a. Do you have Internet access: **(READ AND CHECK ALL THAT APPLY)**

At home, or ( )

At work? ( )

**IF NEITHER CHECKED THEN TERMINATE**

9b. How long have you been using the Internet? **(READ AND CHECK ONE)**

Less than 1 year, ( ) **TERMINATE**

---

2 to 3 years, ( )

4 to 5 years, or ( )

6 or more years? ( )

9c. Approximately, how often do you use the Internet? **(READ AND CHECK ONE)**

At least once a day, ( )

3 to 5 times a week, ( )

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Every few weeks, or ( ) **TERMINATE**

Less often? ( )

9d. Excluding e-mail, how much time do you spend on the web each week? **(READ AND CHECK ONE)**

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**MUST CHECK 3 OR MORE**

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\_\_\_\_\_ **RECORD**      Don't know/can't think of one ( ) **TERMINATE**

9g. What is your favorite search engine?

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Every few weeks, or ( )

Less often? ( ) **TERMINATE**

**DO NOT READ --**

Don't Know ( )

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

Under 18, ( ) **TERMINATE**

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18 to 30, ( )

31 to 45, ( )

46 to 59, ( )

**GET  
AN  
EVEN  
MIX**

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60 to 70, or ( )

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**THAN ONE**

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

Single? ( ) **MIX**

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

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

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High school,                           ( )

Some College,                       ( ) **GET**

College, or                           ( ) **A**

Graduate school?                   ( ) **MIX**

13. 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)**                           ( )

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

Full time,                           ( ) **GET**

Part time, or                       ( ) **A**

Not Employed?                       ( ) **MIX**

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

Under \$25,000, ( ) **NO MORE THAN ONE**

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

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