SCREENER U.S. MINT CUSTOMERS

ASK TO SPE	EAK TO P	ERSON NA	MED ON LIST	Γ					
() F	EMALE		137	FROM SAMPLE (CHECK ONE)					
()		GET A M	А МІХ) INTERNET) INTERNET				
FROM					INTERNET O PLE LIST	-			
			Usability Int	<mark>ervie</mark>	WS				
		Custome	Web Order		Recruit 3-4				
		rs (Recruit 8)	Non-web Orderer (tri to order on I website) Non-web Orderer (vis Mint website	Mint ——— sited	Recruit 2-3				
			Non-web Orderer (ha NOT visited website)		Recruit 2-3				
	DC	NOT RECI	RUIT PEOPLE	WIT	H HEAVY ACC	ENTS			
RESPONDEN ⁻	T NAME: _								
ADDRESS:									
CITY/STATE:_				ZIP C	ODE:				
TELEPHONE	#:			_FAX 7	#:				
A	-		SCHEDU	<u>JLE</u>					
<u>Appointment</u> Date, 200									
Date, 200	TIME	=							
		-							

- 1 - FINAL 1/15/06

SUGGESTED INTRODUCTI Analysts, a marketing resea are conducting a research s meet certain qualifications t	rch firm ba tudy for Th	ised in e Unite	Philadel ed States	phia Min	. T t, a	his i nd a	is no are i	ot a nviti	sales ng pe	call. eople	We
Are you free on that date?	Yes No	()	THAN	C AN	ID 1	ΓERI	MIN	ATE			
'd like to ask you a few or required, by law, to report request. That number is OM	to you the	OMB	Control N								
1. Do you, or does anyone	in your hou	sehold	or family	/, OW	n o	r wc	ork f	or?	(REA	.D)	
			<u>Y</u>	<u>es</u>	<u>N</u>	<u>0</u>					
A coin dealer, or a re	tail store th	at sell	s coins?()	()					
A newspaper, radio s	station, or te	elevisio	on station	1?	()	()			
The United States Mi	nt?		()	()					
An advertising agend	cy?		()	()					
A market research co	ompany?		()	()					
A company that man collectible items (c					()					

IF "YES" TO ANY THANK AND TERMINATE

- 2 - FINAL 1/15/06

2.	In the past year, have you sold any U.S. coins for income purposes <u>other than</u> to round out a personal collection? (IF NECESSARY, PROBE: Are you a coin dealer?)
	Yes () THANK AND TERMINATE
	No ()
3.	When was the <u>most recent</u> 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? ()

- 3 - FINAL 1/15/06

4.		two years, which of the following items, if an (READ AND CHECK ALL THAT APPLY)	۱y,	di	d y	ou	pur	rcha	se f	rom	∶h∈
	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 <u>Silver, Gold or Platinum</u> Coir	۱s,		()					
	i)	American Buffalo Gold Coins,	()							
	j)	Medals, or	()							
	k)	Other items, such as maps, holders, jewelry			()					
		? (SPECIFY)	()							
		IF "j" AND/OR "k" <u>ONLY,</u> THEN TE	R	MII	NA [·]	TE					
5.	•	: 12 months, which of the following methods the U.S. Mint? (READ AND CHECK ALL THA						l to	plac	ce an	
	Or	nline (www.usmint.gov),	(١							
		one,	()							
		ail, or	()							
	Fa	X?	()							
		IF <u>ONLINE</u> NOT CHECKED ASK	Q	.6							
	IF <u>ONI</u> Q.8a	LINE CHECKED RECRUIT AS "WEB ORDER	EF	₹"	9	SK	IP 1	ГО			

- 4 - FINAL 1/15/06

6.			months, have y IAT APPLY)	ou used t	he U.S	. Mint's	website	to:? (RE /	AD AND
					<u>Yes</u>	<u>No</u>			
			to order online had difficulties			()			
	b) I	Find any	kind of informa	ation?	()	()			
		(TRII	" IS "Yes" REED TO ORDER	ON MIN	T WEB	SITE)"	- SKIP	ГО Q.8a	
			TED MINT WE					AER.	
		ORD	" AND "b" AR ERER (HAS NO TINUE	_		_	_		
7a.	Do you	ı have In	ternet access:	(READ A	AND CI	HECK A	LL THAT	Γ ΑΡΡLΥ)
				<u>Yes</u>	<u>No</u>				
			At home?	()	()				
			At work?	()	()				
			IF "No" T	о вотн,	THEN	I TERM	INATE		

- 5 - FINAL 1/15/06

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

7 D. 110 W 1	ong have you been using the Internet	: (READ AND	CHECK ONL)
	Less than 1 year,	()	TERMINATE
	2 to 3 years,	())
	4 to 5 years, or	()	
	6 or more years?	()	
7c. Appro	ximately, how often do you use the In	ternet? (READ	AND CHECK ONE)
	At least once a day,	()	
	3 to 5 times a week,	()	
	1 to 2 times a week,	()	
	Every few weeks, or	()	
	Less often?		TERMINATE ()
	ding e-mail, how much time do you spo K ONE)	end on the web	each week? (READ AND
	Less than 2 hours,	()	TERMINATE
	2 to 5 hours,	())
	6 to 8 hours, or	()	
	8+ hours?	()	

- 6 - FINAL 1/15/06

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

	RECORD	Don't know/can't thin	k nf	on	<u>ہ</u> () TERMI	INATE
g. What is y	our favorite search engine?						
	RECORD	Don't know/can't thin	k of	on	e () TERM	NATE
f. Of the we	ebsites you use, which one d	o you use the most?					
	MUST CH	IECK 3 OR MORE					
		WIKI.				, 	
	Created content in a blog or v	wiki?	,	,	()	
	Listened to a PodCast, or	miemei,	()			
	Subscribed to an RSS Feed, Downloaded music from the I	Internet	()			
	Bought/sold stock, mutual fur	nas or bonas online,	,	١	()	
	Connected to the Internet wit				()	
	Participated in an online auct	•			()	
	Sent an instant message,		()	_		
	Paid bills online,		()			
	ooked up weather forecasts	online,	()			
L	ooked for news online,		()			
L	ooked for health information	n online,	()			
\	isited a government website	e,	()			
F	Purchased a product/service	online,	()			
F	Researched a product or serv	vice online,	()			
C	Conducted a search using a s	search engine,			()	
5	Searched for maps/directions	s online,	()			

- 7 -FINAL 1/15/06

7h. How frequently do y ONE)	ou conduct searches u	ising the I	Inte	rnet?	(READ	AND CHECI	(
	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?	() .	TERM	INATE		
DO NOT READ		Don't K	nov	1	()	
8a. In a year, approximation from the U.S. Mint?	ately how much money (RECORD AMOUNT, \$SP	ROUND	ŤΟ	NEAR			S
	INCLUDE MIX	OF SPEN	NDE	RS			
8b. In a year, approximation (RECORD AMOUNT)	ately how many separa F, ROUND TO NEARE				lace wit	h the U.S. Mi	nt?
#	SEPARATE OF	RDERS PI	LAC	ED PE	R YEA	R	
	INCLUDE MIX OF #	ORDERS	S PL	ACED			

- 8 - FINAL 1/15/06

9.	Is your	age: (REA	D)						
		Under 18,	()	TERMINAT	E			
		18 to 30,	()	GET			-	
		31 to 45,	()	A				
		46 to 59,	()	MIX				
		60 to 70, o	r()	NO MORE			_	
		Over 70?	()	THAN ONE				
10.	Are you	ı: (READ)							
		Married or	livi	ing	as married,		()	GET	
		Separated	, di	vo	rced or wido	we	d, or	()	A
		Single?					()	MIX	
11.	What is	the last gra	ade	e of	f school you	cor	mpleted?	Is it:	(READ)
	Les	s than high	sch	100	ol, ()	TERMIN	IATE	
	— Hig	h school,			()			_
	Son	ne College,			()	GET		
	Col	lege, or			()	A		
	Gra	duate schoo	ol?		()	MIX		

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White,	()
Black or African-Am	erican, () GET
Hispanic/Latino,	() A
Asian,	() MIX
American Indian or	Alaska Native, ()
Native Hawaiian or	other Pacific Islander, or ()
Other	? ()
(SPECI	FY)
12. Are you employed? (READ)
Full time,	() GET
Part time, or	· () A
Not Employe	ed? () MIX
13. Is your total annual househo	old 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	() MIX
\$100,000 or more?	()
	GIBLE RESPONDENT AND RECORD INFORMATION On to participate in this research project.
You will receive an honorarium	of \$ for your participation.

11. Are you: (READ)

- 10 - FINAL 1/15/06

_____ TIME

SCREENER NON-CUSTOMERS

IDENTIFY MALE O	R FEMALE		CHECK ONE					
() FEMALE GET	ГА МІХ		COLD CALL ()					
() MALE			REFERRAL ()					
			DATAB	ASE ()				
		Usability Intervie	WE					
	Non- Custome rs (Recruit 8)	Visited Mint website	Try for at least 1-2					
		Has NOT visited Mint website	Recruit 7-8					
RESPONDENT NAME	≣:							
CITY/STATE:		ZIP C	ODE:					
TELEPHONE #:FAX #:								
<u>Appointment</u> :		SCHEDULE						
Date, 2008								

- 1 - 1/15/08

SUGGESTED INTRODUCTION Analysts, a marketing research sare conducting a research sameet certain qualifications to	rch firm ba tudy for The	ised e Ur	in nited	d States	Min	t, a	nd are inviting people who
Are you free on that date?	Yes	()				
	No	()	THANK	& -	ГЕР	RMINATE
I'd like to ask you a few querequired, by law, to report to request. That number is OMI 1. Do you, or does anyone	you the OI B #1525-0 0	MB (012	Con -XX	trol Num (.	iber	for	this public information
				<u>Y</u>	<u>es</u>	N	<u>o</u>
A coin dealer, or a re	tail store th	at s	ells	coins?()	()
A newspaper, radio s	tation, or te	elevi	sior	n station	?	() ()
The United States Mi	nt?			()	()
An advertising agend	cy?			()	()
A market research co	ompany?			()	()
A company that man collectible items (dol)	()
IF "Y	ES" TO AN	Υ ΤΙ	HAN	NK AND	TEF	RMI	NATE
2. In the past year, have yound out a personal coll	you sold ar lection? (IF Yes	ny U • NE (CE	SSARY,	PRO	OBE	ne purposes <u>other than</u> to :: Are you a coin dealer?) ERMINATE
	No	()				

- 2 - 1/15/08

3a. Ha	3a. Have you <u>ever</u> purchased coins or other merchandise directly from the U.S. Mint?						
	Yes ()	Т	ER	MINATE	
	No ()	C	ON	TINUE	
			,				
3b. In	the past 12 months, have you visited	d	the	e U	.S.	Mint website?	
	Yes ()				
	No ()				
	If "Yes" THEN "VI If "No" THEN HAS "NO						
	o you currently collect, occasionally s	a	ve,	or	so	metimes put aside: (READ AND	
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)?			()		
No	ne			1	`	TERMINATE	
140	THE STATE OF THE S			(,	TERMINATE	
5. others	Are the U.S. coins that you currently s?	С	olle	ect	:, Sã	ave or put aside for yourself? For	
	<u>Yes</u>			<u>N</u>	<u>0</u>		
	Self () Others ()			()	GET A MIX OF SELF & OTHERS	

- 3 -

			ou done t	O C(olle	ct (or s	save coins?	(READ L	.IST
Gone to Banks/Bank Tellers for "new" (uncirculated) coins,						()			
	circulation (i.e., t	aken coins fror	n			()	GET A MI	×	
						()			
	Internet auctions	, etc.; that is fr	om	()					
	Other(SPI	? ECIFY)		()					
How ma	ny months or yea	rs have you co	ollected o	r sa	aved	d U	ı.S.	coins?		
	RECORD # OF N	ONTHS	OR			RI	EC	ORD # OF	YEARS	
		GET	T A MIX							
coin coll	ecting, using a s	cale from "1"								
"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										
	How ma	Gone to Banks/Ba for "new" (uncirculation (i.e., tapocket/purse) and Acquired/been giver relatives or friend Internet auctions sources other that Other CSPE How many months or year	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, Acquired/been given coins from relatives or friends, Purchased them from coin deale Internet auctions, etc.; that is fr sources other than the U.S. Minitology (SPECIFY) How many months or years have you compared the many months or years have you compared to the months of years have you compared to the many months or years have you compared to the many months or years have you compared to the year	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, 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) How many months or years have you collected of the months of the many months or years have you collected of the months of the many months or years have you collected of the months	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, 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? (GPECIFY) How many months or years have you collected or sate of the coin collecting, using a scale from "1" to "6" where and "6" means "Strongly Agree." "I would consider giving collectible coins a graduations, birthdays, a baby's birth	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, 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) How many months or years have you collected or saved RECORD # OF MONTHS OR GET A MIX Please indicate how much you agree or disagree with coin collecting, using a scale from "1" to "6" where ": and "6" means "Strongly Agree." "I would consider giving collectible coins as a graduations, birthdays, a baby's birth, at RECORD NUMBER	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, (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) How many months or years have you collected or saved U.S. GET A MIX Please indicate how much you agree or disagree with the coin collecting, using a scale from "1" to "6" where "1" and "6" means "Strongly Agree." "I would consider giving collectible coins as a ging graduations, birthdays, a baby's birth, and RECORD NUMBER	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, 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) How many months or years have you collected or saved U.S. RECORD # OF MONTHS OR RECORD GET A MIX Please indicate how much you agree or disagree with the focin collecting, using a scale from "1" to "6" where "1" me and "6" means "Strongly Agree." "I would consider giving collectible coins as a gift for graduations, birthdays, a baby's birth, and the	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, 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? () CFECIFY) How many months or years have you collected or saved U.S. coins? RECORD # OF MONTHS OR RECORD # OF GET A MIX Please indicate how much you agree or disagree with the following sta coin collecting, using a scale from "1" to "6" where "1" means "Stron 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."	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, 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) How many months or years have you collected or saved U.S. coins? RECORD # OF MONTHS OR RECORD # OF YEARS GET A MIX Please indicate how much you agree or disagree with the following statement at coin collecting, using a scale from "1" to "6" where "1" means "Strongly Disagrand "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

- 4 - 1/15/08

9a. Do you have Internet access: (READ AN	D CHECK ALL THAT APPLY)
At home, or ()
At work? (
IF NEITHER CHECKE	D THEN TERMINATE
9b. How long have you been using the Intern	et? (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,	()
1 to 2 times a week,	()
Every few weeks, or	() TERMINATE
Less often?	()
9d. Excluding e-mail, how much time do you s	spend on the web each week? (READ AND
Less than 2 hours,	() TERMINATE
3 to 5 hours,	()
6 to 8 hours, or	()
8+ hours?	()

- 5 - 1/15/08

9e. Which of the following tasks have you done in the last six months? (**READ AND CHECK ALL THAT APPLY**)

	Searched for maps/direction	ons online,	()			
	Conducted a search using	a search engine,		()		
	Researched a product or se	earched a product or service online,					
	Purchased a product/service	ce online,	()			
	Visited a government webs	site,	()			
	Looked for health informat	ion online,	()			
	Looked for news online,		()			
	Looked up weather forecas	sts online,	()			
	Paid bills online,		()			
	Sent an instant message,		()			
	Participated in an online au	uction (such as e	Bay),	()		
	Connected to the Internet	with a wireless d	evice,	()		
	Bought/sold stock, mutual	Bought/sold stock, mutual funds or bonds online					
	Subscribed to an RSS Feed	,	()			
	Downloaded music from th	nloaded music from the Internet,					
	Listened to a PodCast, or		()			
	Created content in a blog o	or wiki?	()			
	MUCT	CUECK 2 OR MC	. D.F.				
	MUSIC	CHECK 3 OR MC	JKE				
9f Of the	e websites you use, which one	do vou use the	most?				
or the	•	•					
	RECORD	Don't know/ca	an't thi	nk o	f one () TER	MINATE
9g. What	is your favorite search engine	e?					
	RECORD	Don't know/ca	an't thi	nk o	f one () TER	RMINATE

- 6 - 1/15/08

9h. How free ONE)	quently do <u>y</u>	you conduct se	earc	hes ι	usin	g th	e Internet?	(READ	AND CH	IECK
		Several times	a d	lay,	()				
		About once a	day	/ ,	()				
		3 to 5 days a	wee	ek,	()				
		1 to 2 days a week,			()				
		Every few weeks, or			()				
		Less often?			(
DO N	OT READ -	-			D	on't	Know	()		
10. Is your a	age: (READ)								
		Under 18,	()			TERMINA	ΓE		
		18 to 30,	()	G	ET				
		31 to 45,	()		AN EVI	ENI			
		46 to 59,	()		МІХ				
		60 to 70, or	()			NO MORE			
		Over 70?	()		ТН	AN ONE			
11. Are you:										
	Married or	living as marrie	ed,		()	GET			
	Separated,	divorced or wi	dov	ved, d	or		() A			
	Single?				()	MIX			

- 7 - 1/15/08

12. 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	
13. Are yo	u: (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 ?	()		
14. Are yo	u employed? (READ)				
	Full time,	()	GET	
	Part time, or	()	Α	
	Not Employed?	()	MIX	

- 8 - 1/15/08

15.	Is your tota	l annual	household	income	before	taxes:	(READ)
-----	--------------	----------	-----------	--------	--------	--------	--------

Under \$25,000,	()	NO MORE THAN ONE
\$25,000 to \$49,000,		()
\$50,000 to \$75,000,		() GET
\$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.

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