

**SCREENER -- IDIs
U.S. MINT CUSTOMERS**

ASK TO SPEAK TO PERSON NAMED ON LIST

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

FROM Q.6 Usability Interviews		
Customers (Recruit 5)	Web Orderer (<i>Bethesda Internet</i>)	RECRUIT 3
	Non-web Orderer (tried to order on Mint website) (<i>Bethesda nonInternet</i>)	RECRUIT 2
	Non-web Orderer (visited Mint website) (<i>Bethesda nonInternet</i>)	

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

SCHEDULE

Appointment:

Thursday, December 9, 2010

_____ **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-XXX**.

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" -- TERMINATE

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

Yes No

At home? () ()

At work? () ()

IF "No" TO BOTH, THEN TERMINATE

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**

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 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 -- IDIS
NON-CUSTOMERS**

IDENTIFY MALE OR FEMALE

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

CHECK ONE

COLD CALL ()
REFERRAL ()
DATABASE ()

FROM Q.3b Usability Interviews		
Non-Customers <i>(Recruit 3)</i>	Visited Mint website	TRY TO RECRUIT 1
	Has NOT visited Mint website	RECRUIT 1-3

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No () **THANK & TERMINATE**

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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 ()

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

Yes () **"VISITED MINT WEBSITE"**

No () **"NOT VISITED MINT WEBSITE"**

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

a. America the Beautiful quarters? () **MUST HAVE AT LEAST**

b. 50-state quarters? () **"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, ()

1 to 2 times a week, ()

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)**

Less than 2 hours, () **TERMINATE**

3 to 5 hours, ()

6 to 8 hours, or ()

8+ hours? ()

9e. 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

9f. Of the websites you use, which one do you use the most?

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

9g. What is your favorite search engine?

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

9h. 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 ()

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

Under 18, () **TERMINATE**

18 to 30, ()

31 to 45, ()

46 to 59, ()

**GET
AN
EVEN
MIX**

60 to 70, or ()

NO MORE

Over 70? ()

THAN ONE

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

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

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**

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**

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

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

\$75,000 to \$99,999, or () **A
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\$100,000 or more? ()

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