SCREENER -- IDIS U.S. MINT CUSTOMERS

ASK TO	SPEAK	TO P	ERSON	NAMED	ON LIST
--------	-------	------	-------	-------	---------

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

	FROM Q.6 Usability Interviews	
Customers	Web Orderer (Bethesda_Internet)	RECRUIT 3
(Recruit 5)	Non-web Orderer (tried to order on Mint website) (Bethesda_nonInternet) Non-web Orderer (visited Mint website) (Bethesda_nonInternet)	RECRUIT 2

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME:		
ADDRESS:		
CITY/STATE:	ZIP CODE:	
TELEPHONE #:	FAX #:	
Appointment: Thursday, December 9, 2010	<u>SCHEDULE</u>	
TIME		

SUGGESTED INTRODUCTION Analysts, a marketing resease conducting a research series certain qualifications to the conductions are conducted to the conducte	arch firm based in Pr study for The United	niladelphia. This States Mint, and	s is not a sales d are inviting p	s call. We eople who
Are you free on that date?	Yes () No () T	HANK AND TE	RMINATE	
'd like to ask you a few required, by law, to report request. That number is OM	to you the OMB Cor	ntrol Number fo		
1. Do you, or does anyone	in your household or	family, own or v	work for? (REA	AD)
		Yes No		
A coin dealer, or a re	etail store that sells c	oins?() ()		
A newspaper, radio s	station, or television s	station? ()	()	
The United States M	int?	() ()		
An advertising agend	cy?	() ()		
A market research c	ompany?	() ()		
	nufactures or markets dolls, cards, memoral			
IF "Y	ES" TO ANY THANK	AND TERMINA	ATE	7

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? ()

4.	•	two years, which of the following items, if ar (READ AND CHECK ALL THAT APPLY)	ıy,	di	d y	ou	purch	nase	from th
	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 Coir	۱S,		()			
	i)	American Buffalo <u>Gold</u> Coins,	()					
	j)	Medals, or	()					
	k)	Other items, such as maps, holders, jewelry			()			
		(SPECIFY)	()					
		IF "j" AND/OR "k" <u>ONLY,</u> THEN TE	RI	MII	VA.	TE			
5.	order with	12 months, which of the following methods lethe U.S. Mint? (READ AND CHECK ALL THE			-			o pla	ce an
		one,	()					
	ма Fa	ail, or x?	()					
		IF <u>ONLINE</u> NOT CHECKED ASK	Q.	6					
	IF <u>ONL</u> Q.8a	LINE CHECKED RECRUIT AS "WEB ORDER	EF	₹"	\$	5K	IP TO	•	

6.	In the past 12 months, have you used the U.S. Mint's website to:? (READ AND CHECK ALL THAT APPLY)
	<u>Yes</u> <u>No</u>
	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;
	(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)
	<u>Yes</u> <u>No</u>
	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, approxima (RECORD AMOUNT					you place with the U.S. Mint?
	#	SEPARA	TE	ORDERS	5 PLAC	CED PER YEAR
		INCLUDE MIX	OF	# ORDI	ERS PL	LACED
9.	Is your age: (READ)				
	Under 18,	() TERMINAT	Έ			
	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 li	iving as married,	,	()	GET	
	Separated, o	divorced or wido	we	d, or	()	A
	Single?			()	MIX	
11.	What is the last grad	de of school you	cor	npleted?	Is it:	(READ)
	Less than high s	chool, ()	TERMIN	IATE	
	High school,	()			_
	Some College,	()	GET		
	College, or	()	A		
	Graduate school	? ()	MIX		

Black or African-American, Hispanic/Latino, Asian, Asian, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, or Other (SPECIFY) 13. Are you employed? (READ) Full time, Part time, or 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 A		Hispanic/Latino, Asian,		car	١,		(
Asian, American Indian or Alaska Native, Native Hawaiian or other Pacific Islander, or Other (SPECIFY) 13. Are you employed? (READ) Full time, Part time, or 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		Asian,	A. I				(,) A	
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		•	A I						•	
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		American Indian or	A 1				(,) MIX	
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			Ala	ska	a Native	≘,	(,)	
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		Native Hawaiian or	oth	er	Pacific	Isla	ander, or		()	
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		Other				?	(,)	
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		(SPECI	FY))		_				
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										
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	13. Are you	employed? (READ)							
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		Full time,			()	GET			
14. Is your total annual household income before taxes: (READ) Under \$25,000,		Part time, or	r		()	Α			
Under \$25,000, () NO MORE THAN 1 \$25,000 to \$49,000, () \$50,000 to \$75,000, () GET		Not Employe	ed?		()	MIX			
\$25,000 to \$49,000, () \$50,000 to \$75,000, () GET									READ)	
\$50,000 to \$75,000, () GET										
_	\$25,0	00 to \$49,000,	()						
	\$50,0	00 to \$75,000,	()	_					
\$75,000 to \$99,999, or () MIX	\$75,0	00 to \$99,999, or	()						
\$100,000 or more? ()	\$100,	000 or more?	()						
										ON ON
EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION FRONT. We'd like to invite you to participate in this research project.		eive an honorarium	of ¢	t	for	· vc	our partici	ina	ation	

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

White,

SCREENER -- IDIS NON-CUSTOMERS

IDENTIFY MA	ALE OR FEMAL	CHECK ONE				
() FEMALE	CET A MIN	COLD CALL ()			
() MALE	GET A MIX		REFERRAL	()		
			DATABASE	()		
				1		
		ROM Q.3b Usabil	ity Interviews			
	Non- Customers	Visited Mint website	TRY TO RECRUIT 1			
	(Recruit 3)	Has NOT visited Mint website	RECRUIT 1-3			
_						
	DO NOT	RECRUIT PEOPLE	WITH HEAVY ACCENTS			
RESPONDENT	NAME:					
ADDRESS:						
CITY/STATE:		ZIP CODE:				
TELEPHONE #:FAX #:						
Appointment:		SCHEDU	<u>JLE</u>			
дрошинени.						
Thursday, I	December 9, 20	010				
	TIME					

- 1 - 1/15/08

SUGGESTED INTRODUCT Analysts, a marketing research sare conducting a research sameet certain qualifications to	arch firm b study for T	ased he Uni	ited St	ates	Min	t, a	nd a	is no are i	ot a s nvitir	sales ng pe	ople v	We
Are you free on that date?	Yes	()									
	No	() T F	IANK	& -	ΓEF	RMII	TAN	E			
I'd like to ask you a few que required, by law, to report t request. That number is OM 1. Do you, or does anyone	o you the (B #1525-	OMB C 0012-	ontrol XXX .	Num	ber	for	this	pub	olic ir	nform	ation	
				<u>Y</u>	<u>es</u>	<u>N</u>	<u>0</u>					
A coin dealer, or a re	etail store t	hat se	ells coi	ns?()	()					
A newspaper, radio	station, or	televis	sion st	ation [°]	?	()	()			
The United States M	int?			()	()					
An advertising agen	cy?			()	()					
A market research c	ompany?			()	()					
A company that mar collectible items (do)	()					
IF "Y	ES" TO A	NY TH	ANK	AND	TEF	RMI	NA ⁻	ΤΕ				
In the past year, have round out a personal co	you sold a llection? (Yes	IF NEC	S. coi CESSA) THA	ARY,	PRO)BE	: A	re y	ou a	othe coin	<u>r thar</u> dealei	<u>1</u> to r?)
	No	()									

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3a. Ha	ave you <u>ever</u> purchased coins	or oth	er	m	erc	har	ndise directly from the U.S. Mint?
	Yes)	T	ERI	MINATE
	No		()			
3b. In	the past 12 months, have yo	u visite	ed	th	e U	.S.	Mint website?
	Yes		()	"V	ISI	TED MINT WEBSITE"
	No		()	"NC	т	VISITED MINT WEBSITE"
	o you currently collect, occasi HECK ALL THAT APPLY)	onally	sa	ve	, or	S0	metimes put aside: (READ AND
a.	America the Beautiful quarte	ers?			()	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, e	etc.)?			()	
g.	Military items/historical mem	norabili	ia?	•	()	
h.	Dolls/figurines?				()	
i.	Decorative plates?				()	
j.	Small, other collectibles?				()	
k.	Other (Specify)?			()	
No	ne				()	TERMINATE
5. others	-	urrently	y c	oll	ect	, Sâ	ave or put aside for yourself? For
		<u>Yes</u>			N	<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
						()			
	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"								
									,	
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 RECORD # OF N Please indicate how much coin collecting, using a sand "6" means "Strongly" "I would consider graduation of the graduation of the graduation of the same strongly to the same strongly to the same strongly of the same st	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 property of the sources of the property o	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 t	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 focoin 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

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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	ins online,	()			
	Conducted a search using	a search engine,		()		
	Researched a product or se	ervice 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	funds or bonds o	nline,	()		
	Subscribed to an RSS Feed	,	()			
	Downloaded music from th	e 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

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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	wee	ek,	()				
		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			

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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	

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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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