

## Retail Intercept Interview Guide – U.S. Mint \$1 Coin Program

July, 2008

**(READ:)** This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval. The valid OMB control number for this survey is 1525-0012-XX.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control

### Questions for Retail Intercept

SCREENER 1: Did you pay for your purchases in cash or credit/debit?

- a. Cash
- b. Credit/Debit

IF CASH CONTINUE, ELSE THANK AND TERMINATE

SCREENER 2: Did you receive change from the cashier for your purchase just now?

- a. YES - change
- b. No change

IF YES, CONTINUE, ELSE THANK AND TERMINATE

SCREENER 3: Were you offered a \$1 coin from the cashier in that change?

- a. YES - \$1 Coin
- b. No , other change

IF YES, CONTINUE, ELSE THANK AND TERMINATE

1. Did you accept the \$1 coin from the cashier when they offered it to you?
  - a. YES - accepted
  - b. No - declined

IF YES, CONTINUE, ELSE SKIP TO Q7

2. Have you seen one of these \$1 coins before?
  - a. YES
  - b. No

3. Sometimes handing over change that is new is a little bit awkward. I am wondering if any of the following happened as the cashier handed over the \$1 Coin:

- A. The cashier ask you first if you would like a coin before handing one over YES NO
- B. The cashier made other special mentions of the coin—i.e. explained what it was, if the store was using them, etc. YES NO
- C. I (customer) asked some clarifying points on what the coin was YES NO

4. Thinking again about that transaction, if you had to give it an awkward rating, with '5' being extremely awkward and '1' being not awkward at all, how would you rate the transaction itself in getting the coin?

- 5 Extremely awkward
- 4
- 3
- 2
- 1 Not awkward at all

5. Do you think getting a \$1 coin slowed down your transaction at all?

- a. YES
- b. No

6. How willing would you be to accept another \$1 coin from a retailer if you were offered one?

- 5 Extremely willing
- 4
- 3
- 2
- 1 Not willing at all

7. Can I ask what you intend to do with the coin?

- A. Spend it
- B. Save it
- C. Don't know yet

ALL IN Q5 SKIP TO CLOSE

8. Why did you decline the Coin?

- 1. Didn't know what it was
- 2. Prefer a one-dollar coin
- 3. Just didn't want it

4. Other, please specify \_\_\_\_\_

I'd like to ask you if you would be willing to participate in a follow-up study that we will be doing with customers in a few months. Gallup will call you back in about 3 months and ask you some follow-up questions. After that, all information will be destroyed and we will never contact you again. Would you be willing to participate?

- a. YES
- b. No

IF YES: collect contact information

First \_Last Name:

Phone number: