

UNITED STATES MINT \$1 COIN PROGRAM

MYSTERY SHOPPER GUIDE

Your Name _____ Date _____ Time _____

Name of Retailer _____ Address _____

Location: () Grand Rapids () Charlotte () Portland () Austin

A. PROGRAM POINT OF SALES (POS)--Please take a few minutes to observe the store's surroundings

1. Did you notice any of the following Program POS materials anywhere in the store?

a. Large Posters () Yes () No Location: _____

b. Small Posters () Yes () No Location: _____

c. Large window clings/decals () Yes () No Location: _____

d. Small clings/decals () Yes () No Location: _____

e. Floor Talker () Yes () No Location: _____

f. Change Mat (for counter) () Yes () No Location: _____

g. Tear Pads describing the program () Yes () No Location: _____

h. Register Talker piece () Yes () No Location: _____

i. Ceiling Dangler () Yes () No Location: _____

j. Program buttons worn by cashiers or store personnel () Yes () No Location: _____

k. Program T-Shirts worn by cashiers or store personnel () Yes () No Location: _____

l. Program Shopping Bag

(Red Bath & Beyond Only) () Yes () No Location: _____

m. Program Pen used by cashiers or store personnel

(Red Bath & Beyond Only) () Yes () No Location: _____

B. TRANSACTION: COIN GIVEN AS PAYMENT FOR PURCHASE

1. How resistant was the cashier in accepting the \$1 Coin from you as payment?

() Very () Somewhat () Not Very () Not at All

a. Please explain your response in detail _____

2. Did the cashier offer any information, unsolicited by you, regarding the \$1 Coin? () Yes () No

a. If yes, please describe the conversation in detail _____

b. If no, briefly inquire about the \$1 Coin and/or program. Please describe the conversation in detail

C. TRANSACTION: COIN RECEIVED AS CHANGE BACK FOR PURCHASE (UNSOLICITED)

3. Did the cashier give you any \$1 Coin(s) as change back for your purchase? () Yes () No—SKIP TO Q. 3

4. Did the cashier offer any information, unsolicited by you, regarding the \$1 Coin? () Yes () No

a. If yes, please describe the conversation _____

b. *If no, briefly inquire about the \$1 Coin and/or program and ask for \$1 Coin(s) back as change.* Please describe the conversation in detail _____

5. How resistant was the cashier in dealing with the \$ Coin?

()Very ()Somewhat ()Not Very ()Not at All

a. Please explain your response in detail _____

D. COINS ON HAND

1. Was the cashier's drawer stocked with a supply of \$1 Coins? ()Yes ()No—SKIP TO Q.

2. Was there a specific slot in the cashier's drawer specifically used for \$1 Coins? ()Yes ()No

E. OVERALL PERCEPTION

1. How knowledgeable was the cashier about the \$1 Coin and Program? ()Very ()Somewhat ()Not Very ()Not at All

2. Would you say that the cashier's behavior is any different than when conducting a paper dollar transaction? Please explain in detail _____

3. Overall, would you say the cashier reacted positively or negatively in dealing with the \$1 coin? Please explain in detail _____

F. PLEASE PROVIDE ANY OTHER COMMENTS OR INSIGHTS THAT YOU THINK MAY BE RELEVANT
