

NAXION

Study #U005-25-XXX
Date

SCREENER -- TDIs
U.S. MINT WEB-ORDERERS

ASK TO SPEAK TO PERSON NAMED ON LIST

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

Q.3 Usability Interviews	
	Remote
Web-Orderers (those who have made or attempted an order on U.S. Mint website)	()

DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____

EMAIL ADDRESS: _____

<p>APPOINTMENT:</p> <p>_____</p> <p style="text-align: center;">DAY/DATE</p> <p>other ()</p> <p>_____</p> <p style="text-align: center;">TIME</p>	<p>INTERVIEW PHONE #:</p> <p>_____</p> <p>This # is: home () office ()</p> <p>_____</p> <p style="text-align: center;">ALTERNATE NUMBER</p>
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SUGGESTED INTRODUCTION: Hello, I'm _____ calling for NAXION, 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 a 60 minute telephone interview.

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#**1525-0012-0201**.

1. Do you, or does anyone in your household or family, own or work for? **(READ)**

	<u>Yes</u>	<u>No</u>
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. 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)**

- a) Online (www.usmint.gov)? ()
- b) Phone? ()
- c) Mail? ()
- d) Fax? ()
- e) Did not place an order with the U.S. Mint in the past 12 months ()

TERMINATE

- **IF "a" (ONLINE) CHECKED: RECRUIT AS "WEB ORDERER"**
- **IF "a" (ONLINE) NOT CHECKED: TERMINATE**

4. Which of the following devices do you own? (**CHECK ALL THAT APPLY**)

	<u>YES</u>	<u>NO</u>
Laptop or Desktop computer	()	()
Smartphone (with the ability to access internet)	()	()
Tablet	()	()

5. 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?	()	

6. Excluding e-mail, how much time do you spend on the Internet each week? (**READ AND CHECK ONE**)

Less than 2 hours,	()	TERMINATE
3 to 5 hours,	()	
6 to 8 hours, or	()	
8+ hours?	()	

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

- a) Looked for news online? ()
- b) Researched a product or service online? ()
- c) Purchased a product or service online? ()
- d) Post/share yours and others pictures online? ()
- e) Looked up weather forecasts online? ()
- f) Paid bills online? ()
- g) Participated in an online auction (such as eBay)? ()
- h) Looked up maps or driving directions? ()
- i) Bought/sold stock, mutual funds or bonds online? ()
- j) Researched or purchased travel arrangements online? ()
- k) Accessed social networking sites, like Facebook/Twitter/LinkedIn? ()
- l) Stream movies? ()

m) **NONE OF THE ABOVE** **TERMINATE**

- • • **1 to 4 checked (Novice) - CHECK QUOTA BOX AFTER Q. 9**
- **5 to 8 checked (Moderate) - RECRUIT A MIX**
- **9 to 12 checked (Considerable) - RECRUIT A MIX**

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

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

9. Which statement best describes your experience with using the Internet? **(READ OPTIONS AND CHECK ONE).**

- a) I am fairly new to using the Internet, ()
- b) I have (about average) experience using the Internet, or ()
- c) I use the Internet a lot, understand most of the technologies involved, and I feel very comfortable using it? ()

• **“a” (Novice): RECRUIT NO MORE THAN 2 BETWEEN Q7 AND Q9**

- **“b” (Moderate): RECRUIT A MIX**
- **“c” (Considerable): RECRUIT A MIX**

10. In the past 12 months, 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? ()
- k) Other items, such as maps, holders, and the like?

_____? ()
(SPECIFY)

IF “j” AND/OR “k” ONLY, THEN TERMINATE

11. 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**

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

Hispanic or of Latino origin? Yes () No ()

Prefer Not to Answer ()

13. What is your race? Please select one or more **(READ. CHECK ALL THAT APPLY.)**

	<u>YES</u>	<u>NO</u>	
White?	()	()	
Black or African-American?	()	()	GET
Asian?	()	()	A
Native Hawaiian or other Pacific Islander?	()	()	MIX
American Indian or Alaska Native?	()	()	

Prefer Not to Answer ()

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**

\$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.

Note to recruiters: *As part of our ISO certification, we require that the following be read to each respondent.*

Thank you for your time. We look forward to having a discussion with you regarding [TOPIC]. We want to assure you that it is **NAXION**'s policy to keep interviews anonymous and responses secured. The information you provide during the interview will be reported in aggregate and at no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others.

For further information on **NAXION**'s privacy policy, you can visit their website at www.naxionthinking.com/privacy/domestic-global.asp

Please let us know if you have any questions or concerns about your upcoming appointment with **NAXION**.