

**SCREENER -- IDIs  
U.S. MINT WEB-ORDERERS / NON-WEB-ORDERERS**

**ASK TO SPEAK TO PERSON NAMED ON LIST**

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

| FROM Q.3 Usability Interviews  |                  |
|--|------------------|
|  | <b>In-Person</b> |
| <b>Web-Orderers</b> (those who have made or attempted an order on U.S. Mint website)                                 | ( )              |
| <b>Non-Web-Orderers</b> (those who have not made or attempted an order on the U.S. Mint website but have visited it) | ( )              |
| FROM Q.9 Usability Interviews  |                  |
| <b>Mobile User</b> (those who have either browsed on their mobile device or placed an order)                         |                  |
| <b>iPhone User</b>   | ( )              |
| <b>Android User</b>  | ( )              |

**DO NOT RECRUIT PEOPLE WITH HEAVY ACCENTS**

RESPONDENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ CELL PHONE #: \_\_\_\_\_

**Appointment:**

DAY/DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

**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 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#**1525-0012-0201**.

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. 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” -- SKIP TO Q.5**  
**• IF “a” (ONLINE) NOT CHECKED: RECRUIT AS “NON-WEB ORDERER”.**  
**CONTINUE**

4. In the past 12 months, have you used the U.S. Mint’s website to: **(READ AND CHECK ALL THAT APPLY)**

- |  | <b><u>YES</u></b> | <b><u>NO</u></b> |
|--|-------------------|------------------|
| a) Attempt to order online but decided not to or had difficulties? | ( )               | ( )              |
| b) Find any kind of information?                                   | ( )               | ( )              |

**If “a” AND “b” ARE “NO” --  
TERMINATE**

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

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

**IF Smartphone ASK Q6; OTHERWISE, SKIP TO Q10.**

6. What type of smartphone do you have?
- iPhone - [must be iPhone 4 or higher], ( )
- Android Phone, ( ) \_\_\_\_\_
- Windows 8 Phone, ( )
- Blackberry, or ( ) **TERMINATE**
- Some other type? ( )

7. What is the name of your smartphone (e.g. iPhone 5c, iPhone 4s, Motorola DROID, Samsung Galaxy S5, Samsung Galaxy Note, etc.)

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**RECORD NAME**

**IF Android Phone IN Q6 ASK Q8; OTHERWISE, SKIP TO Q9.**

8. Would you be willing to bring your phone with you to use during the research session?

Yes ( )

No ( ) **TERMINATE**

9. In the past 12 months, on your **smartphone** have you?

|                             | <b>YES</b> | <b>NO</b> |
|-----------------------------|------------|-----------|
| a) Visited usmint.gov?      | ( )        | ( )       |
| b) Ordered from usmint.gov? | ( )        | ( )       |

**(ASK IF NO IN BOTH a & b)** c) Visited any website on your **smartphone**? ( ) ( )

- IF iPhone CHECKED in Q6 **AND** AT LEAST ONE "YES" IN Q9: RECRUIT AS "MOBILE USER -- IOS"
- IF Android CHECKED in Q6 **AND** AT LEAST ONE "YES" IN Q9: RECRUIT AS "MOBILE USER - Android"

**OTHERWISE, IF NOT CLASSIFIED AS WEB ORDERER OR NON WEB ORDERER, TERMINATE**

10. 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, ( )

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Every few weeks, or ( )

**TERMINATE**

Less often? ( )

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

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

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3 to 5 hours, ( )

6 to 8 hours, or ( )

8+ hours? ( )

12. 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. 14**
- **5 to 8 checked (Moderate) - RECRUIT A MIX**
- **9 to 12 checked (Considerable) - RECRUIT A MIX**

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

**RECORD NAME**

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

14. 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 Q.12 AND Q14**
- **“b” (Moderate): RECRUIT A MIX**
- **“c” (Considerable): RECRUIT A MIX**

15. 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**

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

Under 18, ( ) **TERMINATE**

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18 to 30, ( ) **GET**

31 to 45, ( ) **A**

46 to 59, ( ) **MIX**

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60 to 70, or ( ) **NO MORE**

Over 70? ( ) **THAN ONE**

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

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

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Prefer Not to Answer ( )

18. 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?                 | ( )        | ( )       | <b>GET</b> |
| Asian?                                     | ( )        | ( )       | <b>A</b>   |
| Native Hawaiian or other Pacific Islander? | ( )        | ( )       | <b>MIX</b> |
| American Indian or Alaska Native?          | ( )        | ( )       |            |

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Prefer Not to Answer ( )



19. Is your total annual household income before taxes: **(READ)**

- |                          |     |                       |
|--------------------------|-----|-----------------------|
| Under \$25,000,          | ( ) | <b>NO MORE THAN 1</b> |
| <hr/>                    |     |                       |
| \$25,000 to \$49,000,    | ( ) |                       |
| \$50,000 to \$75,000,    | ( ) | <b>GET</b>            |
| \$75,000 to \$99,999, or | ( ) | <b>A</b>              |
|                          |     | <b>MIX</b>            |
| \$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](http://www.naxionthinking.com/privacy/domestic-global.asp)

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