

NAXION

Study #U005-XX-XXX
Date

**SCREENER -- IDIs
U.S. MINT CUSTOMER WEB-ORDERERS**

ASK TO SPEAK TO PERSON NAMED ON LIST

FROM SAMPLE

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

Annual spend: _____ **GET A MIX**

FROM Q4, Q5, Q6, Q8, Q10b		
	In- Person	Recruit
Web-Orderer (non-mobile) (those who have made an order on U.S. Mint website)	()	6
Mobile User (those who have placed an order on their mobile device or browsed the website)		
• iPhone User	()	3

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**.

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

2a. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

Yes ()

No _____
() **SKIP TO Q3**

2b. To confirm, 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 or MyUSMint app) ()
- b) By Phone ()
- Coin Conventions / Shows ()
- d) Retail Outlets: ()
- Washington D.C. – U.S. Mint Headquarters
 - Philadelphia Mint
 - Denver Mint
- e) Did not place an order with the U.S. Mint in the past 12 months ()

**“a” (Online) MUST BE CHECKED.
OTHERWISE, THANK AND TERMINATE

4. Which of the following devices do you own? (**CHECK ALL THAT APPLY**)
- | | <u>YES</u> | <u>NO</u> |
|--|-------------------|------------------|
| a) Laptop or Desktop computer? | () | () |
| b) Smartphone (with the ability to access internet)? | () | () |
| c) Tablet? | () | () |

IF “b” (Smartphone) IS “YES”, CONTINUE

****OTHERWISE, IF “a” or “c” is “YES”, THEN RECRUIT AS “WEB ORDERER (NON-MOBILE)”. SKIP TO Q9.**

IF “a”, “b”, and “c” are all “NO”, TERMINATE AT END OF SCREENER.

5. Have you ever visited the U.S. Mint website or ordered from www.usmint.gov using your smartphone?
- Yes ()

No ()

6. Have you ever downloaded and used the U.S. Mint app (MyUSMint) on your smartphone?

Yes ()

No ()

RECRUIT AS "WEB ORDERER (NON-MOBILE)"
IF Q4 "a" or "c" are "YES" AND Q5 and Q6 are "NO" - SKIP TO Q9

TERMINATE AT END OF SCREENER
IF Q4 "a" and "c" are "NO" AND Q5 and Q6 are "NO"

ASK Q7 ONLY IF Q6 is "YES"

7. Specifically, have you ever ordered from the U.S. Mint app on your smartphone?

Yes ()

No ()

8. What type of smartphone do you have?
- Android Phone [not iPhone or Windows] ()
- iPhone [model must be iPhone 6 or higher], ()
-
-

Some other type () **TERMINATE IF NOT
"WEB ORDERER (NON-MOBILE)"**

Note to recruiters: *If respondent names a smartphone, such as Samsung Galaxy, LG, any other non-iPhone or non-Windows phone, etc., as their phone, count it as an "Android Phone".*

- **RECRUIT AS "WEB ORDERER (NON-MOBILE)" IF...**
 - Q4 "a" or "c" is "YES" **AND**
 - **Android OR iPhone NOT CHECKED in Q8**
- **TERMINATE AT THE END OF THE SCREENER IF...**
 - Q4 "a" and "c" are "NO" **AND**
 - **Android OR iPhone NOT CHECKED in Q8**

9. Excluding email, 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 AT
THE END OF**

THE
Less often () **SCREENER**

- 10a. 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 other's 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 | () |

- **1 to 4 checked (Novice) - RECRUIT NO MORE THAN 2**
- **5 to 8 checked (Moderate) - RECRUIT A MIX**
- **9 to 12 checked (Considerable) - RECRUIT A MIX**

TERMINATE IF ONLY ROW M SELECTED.

**ASK Q10b ONLY IF "MOBILE USER"
ONLY ASK ROWS THAT ARE CHECKED IN Q10a**

10b. Which of the following tasks have you done on your *mobile phone*?
(READ AND CHECK ALL THAT APPLY)

- a) Purchased a product or service online ()
- b) Paid bills online ()
- c) Bought/sold stock, mutual funds or bonds online ()
- d) Researched or purchased travel arrangements online ()
-
- e) **NONE OF THE ABOVE** ()

- **IF ANY ROWS A-D CHECKED IN Q10B THEN**
 - **RECRUIT AS “MOBILE USER”**

- **IF ROW E IS CHECKED IN Q10B**
 - **AND Q4 “a” or “c” is “YES” THEN**
 - **RECRUIT AS “WEB ORDERER (NON-MOBILE)”**

 - **AND Q4 “a” and “c” are “NO” THEN**
 - **TERMINATE AT THE END OF THE SCREENER**

11. 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) Annual Clad Proof Sets (Full Set, Quarters, Presidential \$1 Coin) ()
- b) Annual Silver Proof Sets (Full set, Quarters) ()
- c) Annual Uncirculated Sets (Full set, Quarters, Presidential \$1 Coin) ()
- d) American Eagle Gold/Platinum/Palladium Coins ()
- e) American Eagle Silver Coins ()
- Other Gold Coins ()
- g) Other Silver Coins ()
- h) Clad Commemorative Coins (not Gold or Silver) ()
- Rolls and Bags (America the Beautiful Quarter, Native American \$1 Coin, Presidential \$1 Coin, Kennedy Half-Dollar) ()

- Silver or Bronze Medals ()
- k) Other United States Mint Products ()

**IF Q11 IS "j" AND/OR "k" ONLY, THEN TERMINATE
AT THE END OF THE SCREENER**

12. 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**

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

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

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

- | | | |
|---|-----|------------|
| White | () | |
| Black or African-American | () | GET |
| Asian | () | A |
| Native Hawaiian or other Pacific Islander | () | MIX |
| American Indian or Alaska Native | () | |
-
- Prefer Not to Answer ()

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 the U.S. Mint. 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 <http://www.naxionthinking.com/privacy-policy/information-privacy-policy>

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