

NAXION

Study #U002-XX-XXX

Date

**Usability TDIs SCREENER
UNITED STATES MINT CUSTOMER SCREENER**

ASK TO SPEAK TO PERSON NAMED ON LIST

FROM SAMPLE

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

Annual spend:_____ GET A MIX

REGION

- () **NORTHEAST** (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania)
 - () **MIDWEST** (Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)
 - () **SOUTH** (Delaware, D.C., Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas)
 - () **WEST** (Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington)
- } **GET A MIX**

User Type	Recruit
Desktop	20
• Customers	8
• Non-Customers	12
Mobile (Android)	20
• Customers	8
• Non-Customers	12

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 and consulting company.

We are conducting a research study for the United States Mint to better understand its website's usability. The research will be conducted online via your desktop or mobile device, and will take no more than 75 minutes in total, including approximately 15 minutes of set-up and 60 minutes of interviewing on two separate days. If you qualify and complete the interview, you will receive \$___ in compensation.

The interview 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-XXXX.

1a. First, we need to ask a few introductory questions for classification purposes. Do you work... **(READ AND SELECT ALL THAT APPLY)**

	Yes	No
For a market research firm or marketing research department of a company?	()	()
For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	()	()

1b. Do you or does someone in your household or immediate family work...

As a journalist / freelance writer? () ()

IF "YES" TO ANY IN 1A OR 1B, 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 () **TERMINATE**

No _____ ()

3. Which type of devices do you use when interacting with the United States Mint (e.g., purchasing coins, searching for information, and the like)?
(READ AND SELECT ALL THAT APPLY)

- a) Smartphone ()
b) Laptop or Desktop computer ()

4. Approximately, what percentage of time do you spend interacting with the United States Mint per device? **(READ FOR EACH DEVICE SELECTED IN Q3)**

- a) Smartphone _____ %
b) Laptop or Desktop Computer _____ %

IF MORE THAN 50% FOR "A" THEN:

- RECRUIT AS MOBILE
- SKIP TO Q14 (Mobile Questions)

IF MORE THAN 50% FOR "B" THEN:

- RECRUIT AS DESKTOP
- CONTINUE TO Q5 (Desktop Questions)

IF 50% FOR BOTH "A" AND "B" THEN:

- RECRUIT FOR WHICHEVER HAS FEWER

DESKTOP QUESTIONS

5. How many hours per week do you use your laptop or desktop computer?

- a) 0 - 4 () **TERMINATE**
- b) 5 - 10 ()
- 11 - 15 ()
- d) 16+ ()

6. How long ago did you purchase your computer that you would use for this remote interview?

- Within the last year ()
- 1-3 years ago ()
- 3-5 years ago ()
- More than 5 years () **TERMINATE**

7. Have you ever used screensharing or conference call software like Zoom, WebEx, and the like?

- Yes () **PREFERRED**
- No ()

**PRIORITIZE RECRUITING THOSE ANSWERING "YES"
IF NO, SKIP TO Q10**

8. Which screensharing software have you used? **(READ AND SELECT ALL THAT APPLY)**

- Zoom ()
- Go to Meeting ()
- WebEx ()
- Google Meet ()

Other (please specify): _____

9. Would you be willing to share your screen with a moderator to provide feedback on the U.S. Mint website?

Yes ()

No () **TERMINATE**

10. Would you be willing to meet virtually with a moderator 1 week prior to your session to set up your device to ensure the screenshare will work? This would take approximately 15 minutes.

Yes ()

No () **TERMINATE**

11. The session requires you to be connected to WiFi and share your desktop screen. Will you be able to connect to a secure WiFi during the session?

Yes ()

No () **TERMINATE**

12. The session requires audio, either your computer's microphone and speakers or use of a phone to dial into a conference line. Do you have the ability to: **(READ)**

Dial in via telephone for a period of one hour? ()

Have microphone and speaker capabilities on your desktop/laptop device? ()

Neither () **TERMINATE**

SKIP TO Q21 (General Questions)

MOBILE QUESTIONS

13. What type of mobile device do you own? **(READ)**
- | | | |
|--|-----|------------------|
| Android Phone (e.g., Samsung,
Motorola, LG) | () | |
| Apple iPhone | () | TERMINATE |
| Other | () | TERMINATE |
14. How long ago did you purchase your mobile device?
- | | | |
|----------------------|-----|------------------|
| Within the last year | () | |
| 1-2 years ago | () | |
| 2-3 years ago | () | |
| More than 3 years | () | TERMINATE |
15. On a scale of 1-5 (1 being beginner level and 5 expert level) how would you rate your skill with downloading and using mobile apps?
- | | | |
|---|-----|------------------|
| 1 | () | TERMINATE |
| 2 | () | TERMINATE |
| 3 | () | |
| 4 | () | |
| 5 | () | |
16. Would you be willing to share your screen with a moderator to provide feedback on the U.S. Mint website?
- | | | |
|-----|-----|------------------|
| Yes | () | |
| No | () | TERMINATE |

17. For this study, you will need your Google Play password to download an app to your device. Do you know your Google Play password?

Yes ()

No () **TERMINATE**

18. Would you be willing to meet virtually with a moderator 1 week prior to your session to set up your device to ensure the screenshare will work? This would take approximately 15 min.

Yes ()

No () **TERMINATE**

19. Who is your mobile provider? **(READ)**

AT&T ()

T-Mobile ()

Verizon ()

Sprint ()

Boost () **TERMINATE**

Metro PCS () **TERMINATE**

Cricket Wireless () **TERMINATE**

Straight Talk () **TERMINATE**

Walmart Family () **TERMINATE**

Total Wireless () **TERMINATE**

Other () **TERMINATE**

20. The session requires you to be connected to WiFi and share your mobile screen. Will you be able to connect to a secure WiFi during the session?

Yes ()

No () **TERMINATE**

GENERAL QUESTIONS

21. The session lasts 1 hour. Do you have a quiet place, free of interruptions with WiFi that is available to you for the session?

Yes ()

No () **TERMINATE**

22. Who is your internet service provider? **(READ)**

AT&T ()

Verizon ()

Xfinity/Comcast ()

Cable One ()

Sprint ()

Century Link ()

Charter Communications ()

Consolidated Communications ()

Cox Communications ()

Frontier Communications ()

Mediacom ()

Other (please specify) ()

**HOLD, CHECK
WITH NAXION**

23. Do you have high-speed internet access with this provider?

Yes ()

No () **TERMINATE**

24. How often do you have trouble streaming videos from your device?
(READ)

Frequently () **TERMINATE**

Sometimes () **TERMINATE**

Infrequently ()

Almost Never ()

25. How often do you have trouble downloading software to your device?
(READ)

Frequently () **TERMINATE**

Sometimes () **TERMINATE**

Infrequently ()

Almost Never ()

26. In the past 12 months, which of the following items, if any, did you purchase from the U.S. Mint? **(READ AND SELECT 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) | () | GET |
| d) | American Eagle Gold/Platinum/Palladium Coins | () | A |
| e) | American Eagle Silver Coins | () | |
| | Other Gold Coins | () | MIX |
| 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 | () | |
| <hr/> | | | |
| | None of the above | () | TERMINATE |

27. Is your age:

Under 18, () **TERMINATE**

18 to 30, () **GET**

31 to 45, () **A**

46 to 59, () **MIX**

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

Over 70? () **THAN SIX**

28. The United States Mint is interested in getting the opinions of people of diverse cultural backgrounds, and we would like to ask you a few questions about your background.

Are you:

Latino or Hispanic? Yes () No ()

29. What is your race? **(READ AND SELECT ALL THAT APPLY.)**

American Indian or Alaska Native	()	
Asian	()	GET
Black or African-American	()	A
Native Hawaiian or other Pacific Islander	()	MIX
White	()	

Prefer Not to Answer ()

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 United States Mint's website. We want to assure you that it is **NAXION's** policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others. In rare circumstances, **NAXION** may include an anonymous audio or video clip of a portion of your interview within the report to the client.

For further information on **NAXION's** privacy policy, you can visit their website at <http://www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice>. You can also view their incentive statement at www.naxionthinking.com/incentive-statement.

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