

NAXION

Study #U005-XX-XXX
Date

**SCREENER -- IDIs
U.S. MINT NON-CUSTOMERS**

ASK TO SPEAK TO PERSON NAMED ON LIST

FROM SAMPLE

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

Annual spend: _____ **GET A MIX**

FROM Q4, Q5, Q7b		
	In-Person	Recruit
Non-Mobile User (those who do not have a mobile device)	()	6
Mobile User (those who have a mobile device)		
• 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. Have you ever purchased U.S. coins or other merchandise **directly from the United States Mint?**

Yes () **THANK AND TERMINATE**

No ()

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

YES NO

- 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 "NON-MOBILE USER". SKIP TO Q6.**

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

5. What type of smartphone do you have?

Android Phone [not iPhone or Windows] ()

iPhone [model must be iPhone 6 or higher], ()

Some other type

(**IF NEITHER A NOR C SELECTED IN Q4, TERMINATE.**

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 "NON-MOBILE USER" 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

6. 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**

7a. 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 Q7b ONLY IF "MOBILE USER"

ONLY ASK ROWS THAT ARE CHECKED IN Q7a

7b. 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 Q7B THEN**
 - **RECRUIT AS "MOBILE USER"**

- **IF ROW E IS CHECKED IN Q7B**
 - **AND Q4 "a" or "c" is "YES" THEN**
 - **RECRUIT AS "NON-MOBILE USER"**

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

8a. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins in the next 12 months **for yourself** using a scale from “1” to “6” where “1” means “Not at all Likely” and “6” means “Extremely Likely.”

RECORD NUMBER

**MUST HAVE MIX OF “4”
THROUGH “6”**

8b. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins in the next 12 months **as a gift** using a scale from “1” to “6” where “1” means “Not at all Likely” and “6” means “Extremely Likely.”

RECORD NUMBER

**MUST HAVE MIX OF “4”
THROUGH “6”**

9. 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**

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

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

11. 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**.