U.S. Mint CSM Tracking Survey Questionnaire

prepared for

The United States Mint Department of the Treasury

August 8, 2007



Welcome to the U.S. Mint's customer satisfaction survey.

This survey is designed to help the U.S. Mint understand how it can improve the products and services it provides. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-. Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 20-25 minutes of your time.

All of your responses will be kept completely confidential.

We will not use this information to contact you or attempt to sell you any products or services.

If you have any questions or problems while completing the survey, please call Erik Zimmerman weekdays from 9:00am to 5:00pm at 1-800-342-9102, or send an e-mail to ezimmerman@nationalanalysts.com

Please click the Forward button to begin the survey.

To begin, we will first take a few minutes to familiarize you with our survey.

You will need to use a MOUSE as well as the KEYBOARD, to record your answers and move through the survey.

The survey will NOT ALLOW YOU TO SKIP A QUESTION. If you do not know an exact answer, then please give your best estimate.

Please click on the FORWARD button after you have completed a question to move on to the next screen.

You may click on the BACK button to go back to a previous screen.

You may click on the STOP button to pause the program to take a break. When you re-enter the survey you must use the same Login Number and Password; the survey will return to the screen where you clicked Stop.

If you make a mistake or forget to answer a question, an ERROR message will appear in red at the top of the screen. For example, if you enter a 4 when you were asked to enter a number from 1 to 3, an error message will appear.

Please click the FORWARD button to begin.

Section S: Screening Criteria [note: target 2-3 min]

S-1 To begin, we need to ask a few introductory questions for classification purposes. First, do you or does someone in your household or immediate family work...

Select one answer for each row.

	Yes	No
For a market research firm or marketing research	О	О
department of a company?		
For an advertising, sales promotion, or public relations	О	О
firm?		
For an organization that produces, distributes, and sells	О	О
collectable coins? (e.g., coin dealer)		
As a journalist/freelance writer?	О	О

Send to terminate screen if "yes" to any.

S-2 What is your age in years?

Age (in years)

Send to terminate screen if under 18.

S-3 Have you purchased any coins or other merchandise from the U.S. Mint during the past 12 months? *Select one.*

Yes	O
No	О

Send to terminate screen if "No."

S-4 Approximately how much, in total, have you spent with the U.S. Mint during the past 12 months on orders for each of the following items?

Enter a dollar amount in each row. Your best estimate is fine.

Product Types	Total Purchases from U.S. Mint (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	\$
Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	\$
Annual 4-Coin Presidential \$1 Coin Proof Sets	\$
Annual 10-or 14-Coin <u>Clad</u> Proof Set	\$
Annual 10- or 14-Coin <u>Silver</u> Proof Set	\$
Uncirculated Sets	\$
Other Coins and Merchandise	
Coin Rolls/Bags	\$
American Eagle Silver <u>Proof</u> Coins	\$
American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	\$
American Eagle Gold Proof Coins	\$
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	\$
American Eagle Platinum <u>Proof</u> Coins	\$
American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	\$
American Buffalo 24K Gold Proof Coins	\$
First Spouse 24K Gold Proof Coins	\$
First Spouse 24K Gold Uncirculated Coins	\$
Commemorative Coins	\$
Bronze Medals	\$
Other U.S. Mint Products (e.g., containers, maps,	\$

etc.)	
Total	(Auto sum)

At least one row must be > \$0

(Note: During the initial wave, we will review totals vs. sample quotas to gauge the level of agreement. If there are substantial differences, there may be implications for the sampling approach in subsequent waves.)

S-5 How many separate times have you placed an order with the U.S. Mint during the past 12 months, divided into each of the following time periods?

Enter the total number of separate orders you placed with the U.S. Mint during each time period

Number of Separate, Individual Orders Placed	# Orders
Within the past 60 days	
More than 60 days ago, but within the past 6 months	
More than 6 months ago, but within the past 12 months	
Total orders past 12 months	Auto Sum

Total must be >0. If sum of orders in past 12 months = 0, present error message "Earlier you indicated that you had purchased items from the U.S. Mint during the past 12 months. Please revise you answers to reflect the number of orders you placed to purchase that merchandise from the U.S. Mint."

S-6 When was the <u>very first time</u> that you <u>ever</u> purchased coins or other merchandise <u>directly</u> from the U.S. Mint?

Select only one.

Within the past 12 months	0
13 months to 23 months ago	0
2 to 5 years ago	0
6 to 10 years ago	0
11 to 20 years ago	0
More than 20 years ago	0

(Note: During the initial wave, we will review totals vs. sample quotas to gauge the level of agreement. If there are substantial differences, there may be implications for the sampling approach in subsequent waves.)

- S-7 (Intentionally left blank)
- S-8 (Intentionally left blank)
- S-9 (Intentionally left blank)

Based on your answers to these questions, you are eligible to participate in our survey.

Please click the Forward button to proceed.

Section 1: Overall Satisfaction and Future Purchase Intent [note: target 1-2 min] First, we'd like to learn about your overall satisfaction with the U.S. Mint.

Q.1-1 How would you rate your overall satisfaction with the U.S. Mint in terms of its performance as a supplier of coins and coin products, using a scale of 1 to 6, where "1" means "extremely dissatisfied" and "6" means "extremely satisfied?"

	Extre	emely emely atisfied fied			
	1 5	2 6	3	4	ŀ
Overall U.S. Mint performance as a suppler of coins and coin products	0	0	О	0	O

Next, we'd like to understand what types of purchases, if any, you expect to make from the U.S. Mint in the future.

Q.1-2 How likely are you to purchase products directly from the U.S. Mint in the <u>next 12 months</u>? Please indicate your likelihood using a scale from 1 to 6 where "1" means "not at all likely to purchase" and "6" means "extremely likely to purchase."

	Extr Like Like Pure	At Algebrase At Al	y :	
How likely are you to purchase directly from the U.S. Mint during the <u>next 12</u>	1	2	3	4
months?	5	6		

Skip to Q2-1 if answer to Q1-2=1

Q.1-3 Thinking about the <u>next 12 months</u>, how much do you expect you will purchase from the U.S. Mint in each of the following categories (based on your expectation of product prices)? If you are unsure how much you're likely to spend, please make your best estimate.

Enter a dollar amount in each row

Product Types	Total Purchases from U.S. Mint (Past 12 Months)	Amount you Expect to Purchase from the U.S. Mint (Next 12 Months)
Annual Coin Sets		
Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	Value from Q.S-4	\$
Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	Value from Q.S-4	\$
Annual 4-Coin Presidential \$1 Coin Proof Sets	Value from Q.S-4	\$
Annual 14-Coin <u>Clad</u> Proof Set	Value from Q.S-4	\$ \$
Annual 14-Coin <u>Silver</u> Proof Set	Value from Q.S-4	\$
Uncirculated Sets	Value from Q.S-4	\$
Other Coins and Merchandise		
Coin Rolls/Bags	Value from Q.S-4	\$
American Eagle Silver <u>Proof</u> Coins	Value from Q.S-4	\$
American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	Value from Q.S-4	\$
American Eagle Gold <u>Proof</u> Coins	Value from Q.S-4	\$
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	Value from Q.S-4	\$
American Eagle Platinum <u>Proof</u> Coins	Value from Q.S-4	\$
American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	Value from Q.S-4	\$
American Buffalo 24K Gold Proof Coins	Value from Q.S-4	\$
First Spouse 24K Gold Proof Coins	Value from Q.S-4	\$
First Spouse 24K Gold Uncirculated Coins	Value from Q.S-4	\$

Commemorative Coins	Value from Q.S-4	\$
Bronze Medals	Value from Q.S-4	\$
Other Products	Value from Q.S-4	\$
Total	Value from Q.S-4	(Auto sum)

If any value in column 3 is 25% greater than column 2 (or if column 2 = 0 and column 3 > 0), provide message:

"You indicated that you will substantially INCREASE your purchases of the following types of products: (insert list of applicable row headings)

If this is correct, please click OK. Otherwise, click CANCEL and revise your answer."

If any value in column 3 is 25% lower than column 2 (or if column 2 > 0 and column 3 = 0), provide message:

"You indicated that you will substantially DECREASE your purchases of the following types of products: (insert list of applicable row headings)

If this is correct, please click OK. Otherwise, click CANCEL and revise your answer."

Section 2: Recent Purchases and Interactions [note: target 4 min]

Next, we'd like to gather information about your interactions or experiences with the U.S. Mint over the past 12 months.

Q.2-1 Which of the following interactions /experiences have you had with the U.S. Mint during the <u>past 12</u> months?

Answer for each row.

Your Interactions/Experiences with the U.S. Mint		
(<u>Past 12 Months</u>)	Yes	No
Information/Communications		
1. Visited the www.usmint.gov website (to get information, place an order, etc.)	О	О
2. Received a printed U.S. Mint product catalog	О	О
Problems with Orders		
3. Never received specific merchandise that you ordered	О	О
4. Received ordered merchandise, but not within the expected delivery timeframe	О	О
5. Experienced a <u>billing error</u>	О	О
6. Received merchandise that arrived in <u>damaged/poor condition</u>	О	О
7. Received an <i>inaccurate order</i> (wrong items or quantities shipped)	О	О
8. You returned items you had received (i.e., items that were damaged, incorrect item	О	О
shipped, failed to meet expectations, etc.)		
9. You decided that you WILL return items you are not happy with, but haven't had a chance	О	O
to do so yet (i.e., items that were damaged, incorrect item shipped, merchandise failed to		
meet expectations, etc.)		
10. You had <u>some other type of problem</u> with an order	О	О
Customer Service Interactions		
11.Attempted to contact U.S. Mint (by phone or mail) to find out about new product	О	О
<u>information</u>		
12.Attempted to contact U.S. Mint (by phone or mail) to <u>find out the status of an order</u>	О	О
13.Attempted to contact U.S. Mint (by phone or mail) to <u>resolve a problem with billing</u> on an	О	О
order		
14.Attempted to contact U.S. Mint (by phone or mail) to <u>resolve a problem with merchandise</u>	О	О
<u>that you received</u> (i.e., wrong items or quantity shipped, damaged items)		

Q.2-2 Which methods have you used to place orders for coins and/or other products directly from the U.S. Mint in the <u>past 12 months</u>?

Select all that apply.

Order Method	Methods used to Order from the U.S. Mint (Past 12 Months)
Order via the Internet/U.S. Mint website	О
Order by telephone	О
Order by mail	О
Some other method (e.g., fax, Mint location, etc.)	0

- Q.2-3 (Intentionally left blank)
- Q.2-4 (Intentionally left blank)

NOTE: Questions 2-5 through 2-13 will only be asked as a follow-up for individuals who indicate in Q.2-1 that they have experienced a particular problem or made inquiry to the U.S. Mint

Skip to Q2-6a if row 3 answer in Q2-1 is "No."

Q.2-5a Did you use any of the following methods to attempt to contact the U.S. Mint to <u>resolve your most</u> recent problem with merchandise not being received?

Answer for each row.

Methods Used to Contact U.S. Mint to Resolve Your Problem with Merchandise not being Received	Yes	No
Attempted to resolve a problem with merchandise not being received by telephone	О	О
Attempted to resolve a problem with merchandise not being received by mail	О	О
Attempted to resolve a problem with merchandise not being received by other method	О	О
(e.g., fax)		

Skip to 2-5f if all rows are "No."

Q.2-5b Were you able to make contact with someone at the U.S. Mint to <u>resolve your problem with</u> <u>merchandise not being received</u>?

Display only rows corresponding to selections in Q2-5a

Success of Contact Attempt to Resolve your Problem with Merchandise not being Received	Yes	No
Were you able to speak with a U.S. Mint representative by telephone?	О	О
Was your mail inquiry answered by a U.S. Mint representative?	О	О
Were you able to reach someone at the U.S. Mint by the "other method" you used to	О	О
contact them?		

If all rows are "No," skip to Q2-5e

Q.2-5c Were you able to <u>resolve your problem with merchandise not being received</u> in an acceptable manner?

Display only rows corresponding to selections in Q2-5b

Ability to Resolve Your Problem with Merchandise not being Received	Yes	No
Were you able to resolve your problem with merchandise not being received through	О	О
your telephone inquiry?		
Were you able to resolve your problem with merchandise not being received through	0	О
your mail inquiry?		
Were you able to resolve your problem with merchandise not being received through	0	О
your "other method" inquiry?		

- Q.2-5d (Intentionally left blank)
- Q.2-5e How satisfied were you with the <u>resolution of your problem with merchandise not being received</u>? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extre Extre Dissa Satis	mely itisfied			
	1	2	3	4	
	5	6			
Satisfaction with resolution of your problem with	О	0	O	O	О
merchandise not being received	О				

Q.2-5f What specific types of coins and other products did you order, but not receive during the past 12 months?

Select all that apply

Product Types	Products that you Ordered but did Not Receive (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	O
Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	О
Annual 4-Coin Presidential \$1 Coin Proof Sets	O
Annual 10- or 14-Coin <u>Clad</u> Proof Set	O
Annual 10- or 14-Coin <u>Silver</u> Proof Set	O
Uncirculated Sets	O
Other Coins and Merchandise	
Coin Rolls/Bags	O
American Eagle Silver <u>Proof</u> Coins	O
American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	O
American Eagle Gold <u>Proof</u> Coins	O
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	О
American Eagle Platinum Proof Coins	O
American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	О
American Buffalo 24K Gold Proof Coins	О
First Spouse 24K Gold Proof Coins	O
First Spouse 24K Gold <u>Uncirculated</u> Coins (with 'W' mint mark)	O
Commemorative Coins	O
Bronze Medals	O

Other U.S. Mint Products (e.g., containers, maps,	0
etc.)	

Must select at least one row

Skip to Q2-7a if row 4 answer in Q2-1 is "No." Skip to Q2-6b if total of Q.S-5=1

Q.2-6a Earlier you indicated that you had placed an order (or orders) that was (or were) not received in the expected time frame. On how many separate orders did this problem occur in the past 12 months?

Number of Separate Orders that were not Received in the Expected Timeframe (Past 12 Months)

Must be 1 or more; must be <= sum in Q.S-5

Q.2-6b How long did it take you to receive this delayed order? (If Q2-6a>1, Replace with "Please indicate how many of the (Answer from Q2-6a) orders that were delayed were delivered in each of the time periods listed.")

Select one answer (Note: If Q2-6a>1, replace grid with numerical grid and autosum total = answer from Q2-6a)

Total Time Required to Receive Delayed Merchandise Orders (Past 12 Months)	Select One
Within 1 week of placing the original order	О
More than 1 week, but less than 2 weeks after placing the original order	О
More than 2 weeks, but less than 4 weeks after placing the original order	О
More than 4 weeks after placing the original order	О

Q.2-6c What specific types of merchandise were included in this (these) delayed orders <u>in the past 12 months</u>?

Select all that apply

Product Types	Products that you Ordered and Received Late (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	O
Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets [™]	O
Annual 4-Coin Presidential \$1 Coin Proof Sets	O
Annual 10- or 14-Coin <u>Clad</u> Proof Set	O
Annual 10- or 14-Coin <u>Silver</u> Proof Set	O
Uncirculated Sets	O
Other Coins and Merchandise	
Coin Rolls/Bags	O
American Eagle Silver <u>Proof</u> Coins	O
American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	O
American Eagle Gold <u>Proof</u> Coins	O
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	О
American Eagle Platinum <u>Proof</u> Coins	O
American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	О
American Buffalo 24K Gold Proof Coins	O
First Spouse 24K Gold Proof Coins	0
First Spouse 24K Gold Uncirculated Coins (with 'W' mint mark)	O
Commemorative Coins	O
Bronze Medals	O

Other U.S. Mint Products (e.g., containers, maps,	O
etc.)	

Must select at least one row

Skip to Q2-8a if row 13 answer in Q2-1 is "No."

Q.2-7a Which methods did you use to attempt to contact the U.S. Mint to <u>resolve a billing problem</u> the last time you did so?

Answer for each row.

Methods Used to Contact U.S. Mint to Resolve a Billing Problem	Yes	No
Attempted to resolve a billing problem by telephone	О	О
Attempted to resolve a billing problem by mail	0	О
Attempted resolve a billing problem by other method	О	О

Error message if all rows are "No"

Q.2-7b Were you able to make contact with someone at the U.S. Mint to resolve this billing problem?

Display only rows corresponding to selections in Q2-7a

Success of Contact Attempt Regarding Billing Problem	Yes	No
Were you able to speak with a U.S. Mint representative by telephone?	О	О
Was your mail inquiry answered by a U.S. Mint representative?	О	О
Were you able to reach someone at the U.S. Mint by the "other method" you used to	0	О
contact them?		

If all rows are "No," skip to Q2-7e

Q.2-7c Were you able to resolve the billing problem in an acceptable manner?

Display only rows corresponding to selections in Q2-7b

Ability to Resolve Billing Problem	Yes	No
Were you able to resolve your billing problem through your telephone inquiry?	О	О
Were you able to resolve your billing problem through your mail inquiry?	О	О
Were you able to resolve your billing problem through your "other method" inquiry?	О	О

- Q.2-7d (Intentionally left blank)
- Q.2-7e How satisfied were you with the <u>resolution of your billing problem</u>? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extr Diss	emely emely atisfied sfied			
	1 5	2 6	3	•	4
Satisfaction with resolution of your billing problem	0	О	0	O	О

Skip to Q2-9a if row 5 answer in Q2-1 is "No." Skip to Q2-9a if row 13 answer in Q2-1 is "Yes" in all cases where row 5 answers are "Yes."

Q.2-8a Earlier you indicated you had experienced a billing error, but also indicated that you <u>did not</u> contact the U.S. Mint about the problem. Is this correct?

Select one.

Correct, I did experience a billing error, but chose not to contact the U.S. Mint	О
about it	
Incorrect, I actually did contact the U.S. Mint to resolve the problem	О

If answer provided is "Incorrect,..." force answer in row 13 of Q2-1 to "Yes" where corresponding answer in row 5 of Q2-1 is "Yes," then Skip to Q2-9

Q.2-8b (Intentionally left blank)

Skip to Q2-10a if row 14 answer in Q2-1 is "No."

Q.2-9a Which methods did you use to attempt to contact the U.S. Mint to <u>resolve a problem with</u> <u>merchandise that was received</u> the last time you needed to do so?

Answer for each row.

Methods Used to Contact U.S. Mint to Resolve a Problem with Merchandise		No
that was Received		
Attempted to <u>resolve a problem with merchandise that was received</u> by telephone	О	О
Attempted to resolve a problem with merchandise that was received by mail	0	0
Attempted <u>resolve</u> a <u>problem with merchandise that was received</u> by other method	О	0

Error message if all rows are "No"

Q.2-9b Were you able to make contact with someone at the U.S. Mint to <u>resolve a problem with</u> <u>merchandise that was received</u>?

Display only rows corresponding to selections in Q2-9a

Success of Contact Attempt to Resolve a Problem with Merchandise that was Received	Yes	No
Were you able to speak with a U.S. Mint representative by telephone?	О	О
Was your mail inquiry answered by a U.S. Mint representative?	О	О
Were you able to reach someone at the U.S. Mint by the "other method" you used to	О	О
contact them?		

If all rows are "No," skip to Q2-9e

Q.2-9c Were you able to resolve a problem with merchandise that was received in an acceptable manner?

Display only rows corresponding to selections in Q2-9b

Ability to Resolve Billing Problem		No
Were you able to resolve your problem with merchandise that was received through	О	О
your telephone inquiry?		
Were you able to resolve your problem with merchandise that was received through	О	О
your mail inquiry?		
Were you able to resolve your problem with merchandise that was received through	О	О
your "other method" inquiry?		

- Q.2-9d (Intentionally left blank)
- Q.2-9e How satisfied were you with the <u>resolution of your problem with merchandise that was received</u>? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extre	emely emely atisfied sfied			
	1 5	2 6	3	4	1
Satisfaction with the <u>resolution of your problem with</u> <u>merchandise that was received</u>	0 0	0	О	0	О

Skip to Q2-11a if row 6 answer in Q2-1 is "No." Skip to Q2-10b if total of Q.S-5 =1

Q.2-10a Earlier you indicated that you had received merchandise that was damaged or in poor condition.

On how many separate orders did this problem occur in the past 12 months?

Number of Separate Orders for which Received Merchandise was Damaged or in Poor Condition (Past 12 Months)

Must be 1 or more; must be <= sum in Q.S-5

Q.2-10b What specific types of merchandise did you get that was damaged or in poor condition in the past 12 months?

Select all that apply

Serece an ende apply	Specific Items that were Damaged or in Poor Condition
Product Types	(Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	О
Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	О
Annual 4-Coin Presidential \$1 Coin Proof Sets	О
Annual 10- or 14-Coin <u>Clad</u> Proof Set	O
Annual 10- or 14-Coin <u>Silver</u> Proof Set	O
Uncirculated Sets	O
Other Coins and Merchandise	
Coin Rolls/Bags	O
American Eagle Silver <u>Proof</u> Coins	O
American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	О
American Eagle Gold <u>Proof</u> Coins	О
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	О
American Eagle Platinum <u>Proof</u> Coins	O
American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	О
American Buffalo 24K Gold <u>Proof</u> Coins	O
First Spouse 24K Gold Proof Coins	O
First Spouse 24K Gold <u>Uncirculated</u> Coins (with 'W' mint mark)	O
Commemorative Coins	O
Bronze Medals	O
Other U.S. Mint Products (e.g., containers, maps,	O

etc.) Must select at least one row

- Q.2-10c (Intentionally left blank)
- Q.2-10d (Intentionally left blank)

Skip to Q2-12a if row 7 answer in Q2-1 is "No." Skip to Q2-11b if total of Q.S-5 =1

Q.2-11a Earlier you indicated that you had received an inaccurate order (wrong merchandise, wrong quantities) during the past 12 months. On how many separate orders did this problem occur in the past 12 months?

Number of Separate Orders that were Inaccurate (Past 12 Months)

Must be 1 or more; must be <= sum in Q.S-5

Q.2-11b What was the specific nature of the problem or problems you experienced?

Select all that apply

Specific Problems with Inaccurate Orders (Past 12 Months)	Select All That Apply
Did not receive all the items I ordered	O
Received extra quantities of items that I did not order	О

Must select at least one row

Q.2-11c (Intentionally left blank)

Skip to Q2-13a if row 11 answer in Q2-1 is "No."

Q.2-12a Which methods did you use the most recent time you attempted to contact the U.S. Mint to find out about <u>product or program information</u>?

Answer for each row.

Methods Used to Contact U.S. Mint about Product or Program Information		No
Attempted to contact by telephone	О	О
Attempted to contact by mail	0	О
Attempted to contact by other method (e.g., fax)	О	О

Error message if all rows are "No"

Q.2-12b Were you able to make contact with someone at the U.S. Mint to find out about <u>product or program information</u>?

Display only rows corresponding to selections in Q2-12a

Success of Contact Attempt about Product or Program Information		No
Were you able to speak with a U.S. Mint representative by telephone?	О	О
Was your mail inquiry answered by a U.S. Mint representative?	О	О
Were you able to reach someone at the U.S. Mint by the "other method" you used to	O	О
contact them?		

If all rows are "No," skip to Q2-12e

Q.2-12c Were you able to obtain the <u>product or program information</u> you were seeking?

Display only rows corresponding to selections in Q2-12b

Ability to Obtain Product or Program Information		No
Were you able to obtain the <u>product or program information</u> you were seeking by your	O	О
telephone inquiry?		
Were you able to obtain the <u>product or program information</u> you were seeking by your	О	О
mail inquiry?		
Were you able to obtain the <u>product or program information</u> you were seeking by your	О	О
"other method" inquiry?		

If all rows are "No," skip to Q2-12e

Q.2-12d Do you believe the <u>product or program information</u> you were given was accurate?

Display only rows corresponding to selections in Q2-12c

Accuracy of New Product Information		No
Was the <u>product or program information</u> you received in response to your telephone	О	О
inquiry accurate?		
Was the <u>product or program information</u> you received in response to your mail inquiry	О	О
accurate?		
Was the <u>product or program information</u> you received in response to your "other	О	О
method" inquiry accurate?		

Q.2-12e How satisfied were you with the handling of your <u>product or program information inquiries</u>? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extremely Extremely Dissatisfied Satisfied				
	1 5	2 6	3	4	ļ.
Satisfaction with handling of your <u>product or program</u> information inquiries	0 0	0	0	О	О

Skip to Q3-1 if row 12 answer in Q2-1 is "No."

Q.2-13a Which methods did you use to attempt to contact the U.S. Mint to <u>find out about the status of an order</u> the last time you did so?

Answer for each row.

Methods Used to Contact U.S. Mint to Find Out Status of an Order	Yes	No
Attempted to find out order status by telephone	О	О
Attempted to find out status on <u>www.usmint.gov</u> website	О	О
Attempted to find out order status by mail	О	О
Attempted to find out order by other method (e.g., fax)	О	О

Error message if all rows are "No"

Q.2-13b Were you able to make contact with someone at the U.S. Mint to find out about the <u>status of your order</u>?

Display only rows corresponding to selections in Q2-13a

Success of Contact Attempt Regarding Order Status		No
Were you able to speak with a U.S. Mint representative by telephone?		О
Were you able to access the order tracking information on the www.usmint.gov		0
website		
Was your mail inquiry answered by a U.S. Mint representative?	О	О
Were you able to reach someone at the U.S. Mint by the "other method" you used to		О
contact them?		

If all rows are "No," skip to Q2-13e

Q.2-13c Were you able to obtain the <u>order status information</u> you were seeking?

Display only rows corresponding to selections in Q2-13b

Ability to Obtain Order Status Information	Yes	No
Were you able to obtain the order status information you were seeking by your	О	О
telephone inquiry?		
Were you able to obtain the <u>order status information</u> you were seeking at the	О	О
<u>www.usmint.gov</u> website?		
Were you able to obtain the <u>order status information</u> you were seeking by your mail	О	О
inquiry?		
Were you able to obtain the <u>order status information</u> you were seeking by your "other	О	О
method" inquiry?		

If all rows are "No," skip to Q2-13e

Q.2-13d Do you believe the <u>order status information</u> you were given was accurate?

Display only rows corresponding to selections in Q2-13c

Accuracy of Order Status Information	Yes	No
Was the <u>order status information</u> you received in response to your telephone inquiry	О	О
accurate?		
Was the <u>order status information</u> you received from the <u>www.usmint.gov</u> website	О	О
accurate?		
Was the <u>order status information</u> you received in response to your mail inquiry	О	О
accurate?		
Was the <u>order status information</u> you received in response to your "other method"	О	О
inquiry accurate?		

Q.2-13e How satisfied were you with the handling of your <u>order status information inquiries</u>? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extre	emely emely atisfied sfied			
	1 5	2 6	3	4	
Satisfaction with handling of your <u>order status</u> <u>information</u> inquiries	0	0	О	O	О

Section 3: General Satisfaction [note: target 4 min]

Next we would like to learn about your level of satisfaction with certain aspects of the U.S. Mint's products and services.

Q.3-1 Please rate your satisfaction with the U.S. Mint in each of the following <u>product-related</u> areas using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied." Please rate each item.

If you have no knowledge of a particular area, please select "Not Sure."

	Extre	emely emely atisfied afied				Not Sure
	1	2	3	4	1	
	5	6				
Product Quality						
1. Overall product quality	0	O	O	O	O	О
Product authenticity	0	0	0	0	O	0
2. Froduct addressicity	О					
3. Quality of Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	0	O	O	O	O	О
4. Quality of Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	0	O	О	О	О	0
5. Quality of Annual 10-Coin <u>Clad</u> Proof Set	О	О	O	О	О	O
6. Quality of Annual 10-Coin <u>Silver</u> Proof Set	0	О	О	0	О	О
	О					
Quality of <u>Uncirculated</u> Sets	0	O	O	O	O	О
8. Quality of American Eagle Silver Proof Coins	0	О	О	0	O	О
9. Quality of American Eagle Silver <u>Uncirculated</u> Coins (with 'W'	0	O	0	0	О	0
mint mark)	О					
10. Quality of American Eagle Gold Proof Coins	0	O	O	O	O	О
11. Quality of American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0	O	О	0	О	0
mine many	1 0					<u> </u>

12. Quality of American Eagle Platinum <u>Proof</u> Coins	0	O	О	О	О	О
13. Quality of American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0	O	О	O	О	О
14. Quality of American Buffalo 24K Gold Proof Coins	0	0	0	0	О	0
15. Quality of Bag and Roll Products	0	0	О	0	0	О
16. Quality of Annual 4-Coin Presidential \$1 Coin Proof Set	0	0	О	0	О	О
17. Quality of First Spouse 24K Gold Proof Coins	0	0	0	0	О	0
18. Quality of First Spouse 24K Gold Uncirculated Coins	0	0	0	0	О	0
19. Quality of "Other Products"	0	0	0	0	0	0

work/Designs of U.S. Mint Numismatic Coins						
20. Artwork/designs Overall	О	O	O	O	О	O
	0					
21. Artwork/designs of Annual Clad Proof Sets	0	O	O	O	О	O
	О				_	
22. Artwork/designs of Annual Silver Proof Sets	0	O	O	O	О	O
	0	0	0	0	0	0
23. Artwork/designs of <u>Uncirculated</u> Sets	o	Ü	Ü	Ü		Ü
24 Artwork/designs of American Eagle Silver Proof Coins	О	О	О	О	О	О
24. Artwork/designs of American Eagle Silver Proof Coins	o					
25. Artwork/designs of American Eagle Silver <u>Uncirculated</u> Coins	О	O	O	O	o	O
(with 'W' mint mark)	0					
26. Artwork/designs of American Eagle Gold Proof Coins	0	O	O	O	О	O
20. Artwork/designs of American Lagre Gold 11001 Coms	0					
27. Artwork/designs of American Eagle Gold <u>Uncirculated</u> Coins	О	O	O	O	o	O
(with 'W' mint mark)	0					
28. Artwork/designs of American Eagle Platinum Proof Coins	О	O	O	O	О	O
•	0					
29. Artwork/designs of American Eagle Platinum <u>Uncirculated</u>	0	O	O	O	О	O
Coins (with 'W' mint mark)	0					
30. Artwork/designs of American Buffalo 24K Gold Proof Coins	0	O	O	O	О	O
	0					
31. Artwork/designs of Annual 4-Coin Presidential \$1 Coin Proof	0	O	O	O	O	O
Set	0					
32. Artwork/designs of First Spouse 24K Gold Proof Coins	0	O	O	O	O	O
52.7 (CWOTK, designs of thise spouse 24K dold thoof coms	0					
33. Artwork/designs of First Spouse 24K Gold Uncirculated Coins	0	O	O	O	O	O
<u> </u>	0					
kaging of U.S. Mint Products						
34. Proof Sets packaging	O	O	O	O	o	O
JT. I I DOI JELS Packaying	О					
35. <u>Uncirculated</u> Sets packaging	О	O	O	O	o	O
55. Oncheulated Sets packaging	O					
26. Pag and Polls packaging	0	О	О	О	О	О
36. Bag and Rolls packaging	О					

37. American Eagle Proof Coin packaging	О	0	O	O	o	O
	0					
38. American Eagle Uncirculated Coin packaging (with 'W' mint	O	O	O	O	o	O
mark)	o					
20 American Buffele 24K Cold Bure of Coin moderning	О	O	O	O	О	O
39. American Buffalo 24K Gold Proof Coin packaging	О					
40. Appual 4 Cain Presidential #1 Cain Prest Cat neckering	О	O	O	O	O	O
40. Annual 4-Coin Presidential \$1 Coin Proof Set packaging	O					
41 First Chause 24K Cold Proof Cain neckening	О	О	O	O	О	O
41. First Spouse 24K Gold Proof Coin packaging	o					
42 First Chause 24K Cold Undireviated Coin packaging	О	О	O	О	О	O
42. First Spouse 24K Gold Uncirculated Coin packaging	o					

cing of U.S. Mint Products						
43. Overall product pricing	О	O	O	O	О	O
AA Dalaa faa ahianian	0	0	О	О	О	0
44. Price for shipping	o					
45. Price for Annual 5-Coin 50 State Quarters <u>Clad</u> Proof Sets™	0	O	0	0	0	0
46. Price for Annual 5-Coin 50 State Quarters <u>Silver</u> Proof Sets™	0	O	O	O	О	0
47. Price for Annual 10-Coin <u>Clad</u> Proof Set	0	0	0	0	0	0
48. Price for Annual 10-Coin <u>Silver</u> Proof Set	0	0	О	О	О	0
49. Price for Uncirculated Sets	0	O	О	О	О	О
50. Price for American Eagle Silver <u>Proof</u> Coins	0	О	0	0	О	О
51. Price for American Eagle Silver <u>Uncirculated</u> Coins (with 'W' mint mark)	0	0	0	О	О	О
52. Price for American Eagle Gold <u>Proof</u> Coins	0	0	O	O	0	O
53. Price for American Eagle Gold <u>Uncirculated</u> Coins (with 'W' mint mark)	0	O	О	О	О	0
54. Price for American Eagle Platinum <u>Proof</u> Coins	0	0	O	O	0	О
55. Price for American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	0	0	O	O	О	О
56. Price for American Buffalo 24K Gold Proof Coins	0	0	0	О	О	0
57. Price for Bag and Roll Products	0	0	О	0	О	0
58. Price for Annual 4-Coin Presidential \$1 Coin Proof Set	0	0	O	0	О	0
59. Price for First Spouse 24K Gold Proof Coins	0	0	О	0	О	O
60. Price for First Spouse 24K Gold Uncirculated Coins	0	0	0	0	О	0

	0					
61. Price for "Other Products"	O	O	O	O	О	O
01.Thee for Other Froducts	0					
Product Selection from U.S. Mint						
62. Breadth of product types available	О	О	0	O	О	О
	O					
63. Availability of coin collecting/display aids (e.g., storage	О	O	0	O	О	О
containers, quarters maps, etc.)	O					
CA Availability of advertional materials (a.g. bistom, of asign ata)	О	O	O	O	О	
64. Availability of educational materials (e.g. history of coins, etc.)			O			O
65. Availability of youth-oriented products (youth collectors' set,	О	О	0	О	О	О
etc.)	o					
66. Availability of products and presentation materials suitable for	О	О	0	О	О	О
gift-giving .	o					

Phrasing of items 16-17, 30-31, 38-39, and 55-56 will be changed each wave based on the U.S. Mint recommendations.

Q.3-2 Next, we would like you to indicate your level of satisfaction with the following <u>service-related</u> items. Please use a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied." Please rate each item.

If you have no knowledge of a particular area, please select "Not Sure."

	Extre Extre Dissa Satis	mely itisfied				Not Sure
	1 5	2 6	3	2	ı	
U.S. Mint Communications	<u> </u>	0				
Communications overall	0	О	О	0	0	O
2. Types/content of communications sent to you	0	O	O	0	0	О
Timeliness of communications about new product availability	0	0	0	O	O	0
Accuracy of information on new products, product changes, etc.	0 0	0	О	O	O	О
5. E-mail product notifications	0	O	0	0	O	О
6. Product brochures	0	O	O	O	O	О
7. Product notifications	0	O	O	O	O	О
8. Subscription notifications	0	O	O	O	0	О
9. Annual United States Mint catalog	0	O	O	O	O	О
10. "Coins Online" newsletter	0	0	0	0	0	О
U.S. Mint Ordering Process						
11. Ease of the ordering process - Internet	0	O	O	0	O	О

12. Ease of the ordering process - telephone	0	0	O	0	0	О
13. Ease of the ordering process - mail	0	0	0	0	0	О
14. Clarity of information on products/prices	0	0	0	0	О	О
15. Accurate representation of products	0	0	0	0	О	О
16. Subscription ordering program	0	0	0	0	0	О

U.S. Mint Customer Service						
17. Overall customer service	0	O	O	O	О	O
18. Service staff knowledge of product line	0 0	0	O	О	О	О
19. Service staff courtesy	0	О	О	О	О	О
20. Speed of problem resolution	0 0	0	0	0	О	0
21. Adequacy/fairness of problem resolution	0	0	0	0	О	0
22. Service staff responsiveness to telephone inquiries	0	0	0	O	О	0
23. Wait time required to speak to a service representative	0	0	0	O	О	O
U.S. Mint Order Fulfillment						
24. Overall order fulfillment performance	0	0	0	O	О	O
25. Timeliness of receiving order	0	0	0	0	О	0
26. Accuracy of orders	0	0	О	О	0	0
27. Packing of materials when shipped	0	O	О	0	0	0
28. Condition of merchandise when delivered	0	О	0	О	О	0

Q.3-3. For which, if any, of the following occasions have you given U.S. Mint coins or coin products as a gift in the <u>past 12 months?</u>

Select all that apply

	Select All That Apply
Birthday	
Anniversary	
Graduation	
Mother's Day	
Father's Day	
Birth of a child	
Wedding	
Christmas/Year-End Holidays	
Other (Specify)	
I have not given U.S. Mint coins or coin products as gifts in the past 12 months	o

Do not allow last row to be selected with any other row.

Q.3-4. How likely are you to give U.S. Mint coins or coin products as a gift in the next 12 months on each of the following occasions? Please use a scale of 1 to 6, where 1 means "not at all likely" and 6 means "extremely likely."

	Not at All Extremely Likely Likely				
Occasion	1 5	2 6	3	4	ı
Birthday	О	О	0 0	O	О
Anniversary	О	0	0	О	О
Graduation	О	0	0	О	О
Mother's Day	О	О	0	0	О
Father's Day	О	0	0	О	О
Birth of a child	О	О	0	O	О
Wedding	О	0	0	О	О
Christmas/Year-End Holidays	О	0	0	О	О
Other (Specify)	0	0	0	0	О

Rotational Section 4

Q.4s-1 Please indicate whether or not, to the best of your knowledge, each of the following coin or coinrelated products is offered for sale *directly* by the *United States Mint*.

	Yes	No	Unsur
			е
a. 50 State Quarters	О	О	О
b. Special commemorative coins	O	O	О
c. Antique U.S. coins	О	О	О
d. Painted, gold-plated, or colorized U.S. coins	О	О	О
such as colorized State Quarters			
e. Collectible Presidential bronze medals	О	О	О
f. Coin jewelry and other coin-related gift	О	О	О
items			
g. American Eagle Silver, Gold, and Platinum	О	О	О
Proof coins			
h. American Eagle Silver, Gold, and Platinum	О	О	О
Uncirculated coins			
i. Annual U.S. Proof coin sets	О	О	О
j. A series of \$1 Coins depicting the U.S.	О	О	О
Presidents			
k. An American Buffalo 24 karat gold coin	О	0	О
I. A series of 24 karat gold coins honoring the	О	0	0
President's spouses			

Q.4s-2a You may have heard about coin grading services and coin grades (e.g. MS-70, MS-69). Please indicate, to the best of your knowledge, whether you believe...

Check one

a. The U.S. Mint performs this coin grading and assigns	O
these coin grades itself	
b. These coin grading services are performed by other	0
organizations, but it is done so in cooperation with (i.e., is	
commissioned by) The U.S. Mint	
c. These coin grading services are performed entirely by	O
independent grading organizations (i.e., not in	
cooperation with the U.S. Mint)	
d. Not sure	0

Q.4s-2b Which of the following statements best describes your familiarity with coin grading services and coin grades (e.g. MS-70, MS-69)?

Check one

a. I am familiar with coin grading services and have submitted at	О
least some of the coins that I purchased for grading in the past	
b. I have heard of these coin grading services but <i>have not</i>	O
submitted coins that I purchased for grading in the past	
c. I have not heard about coin grading services	O
d. Not sure	О

Q.4-zz1. Earlier, you told us that you have spent \$[from S4 total] in total purchases with the U.S. Mint in the past 12 months. Approximately how much have you spent on purchases of coins and coin products from sources other than the U.S. Mint (such as coin dealers, foreign mints, online auction houses, etc.) in the past 12 months? Your best guess is fine.

Enter number

Total Non-U.S. Mint Coin Purchases in the <u>Past 12 Months</u>

\$

Answer must be >= \$0

If answer > \$9,999, then show the following warning message: "Are you sure you spent [answer from Q.4-zz1] on purchases of coins and coin products from sources other than the U.S. Mint in the past 12 months? If yes, click OK to continue, otherwise click CANCEL and change your answer."

If Q.4-zz1 = 0, skip to Q.5-1

Q.4-zz2. Thinking about the \$[from Q4-zz1] you spent in the past 12 months on coins or coin products from sources other than the U.S. Mint, what percentage was...

Enter a percentage for each row below

for official U.S. Mint coins/products from prior years (e.g., old U.S. coins, past year proof sets, etc.)	%
for official U.S. Mint coins/products from the current production year that the U.S. Mint had sold out of (or did not offer for sale, , i.e. Investment [bullion] coins)	%
for official U.S. Mint coins/products from the current production year that could have been obtained directly from the U.S. Mint, but you chose to purchase from another	%
source (e.g., a coin dealer, other preferred online source, etc.)	
for coins or coin products minted or manufactured by organizations other than the U.S. Mint (e.g., foreign mints, etc.)	%
other (specify)	%
	[AUTOSUM TO 100%]

Range: 0-100 Must sum to 100%

If Q.4-zz2 row 2 and 3 = 0, skip to Q.5-1

Q.4-zz3. What are your primary reasons for purchasing current-year U.S. Mint coin products from sources other than the U.S. Mint?_

Select all that apply

Select all that apply	
	Select All That Apply
I like to see the coin products before I purchase them	
I have a relationship with the non-U.S. Mint source	
It is more convenient for me to purchase from other sources	
I don't like to pay the U.S. Mint's shipping costs	
I prefer the alternate product packaging provided by other	
sources	
I prefer certified/graded coin products	
I get better prices from other sources	
I want to purchase bullion coins, which the U.S. Mint does not	
sell directly to consumers	
The U.S. Mint was sold out of the product that I wanted to buy	
I don't like to wait for shipping from the U.S. Mint	
I had a bad experience purchasing from the U.S. Mint	
Other (Specify)	

Section 5: Demographic Information

Q.5-1. What is the highest level of education you have attained? Select only one row

Grade school (8 th grade or less)	O
Some high school	О
High school graduate	0
Some college, no degree	O
Vocational training/2 -year college	O
4-year college/bachelor's degree	O
Post-graduate training/degree	0

Q.5-2. Do you have any children under age 18 currently living in your household?

Yes	О
No	О

If no, skip to 5-4

Q.5-3. Are any of these children in the following age or school ranges? Select all that apply

Newborn to three years	0
Preschool or kindergarten	О
Grade school (elementary/middle school)	О
High school	O

Q.5-4. Do you have any grandchildren?

Yes	О
No	О

If No, Skip to Q.5-6

Q.5-5. Are any of these grandchildren in the following age or school ranges? Select all that apply

Newborn to three years	0
Preschool or kindergarten	О
Grade school (elementary/middle school)	О
High school	О
18 years of age or older	О

Q.5-6. Which of the following best describes your current employment status?

Full-time	О
Part-time	О
Retired	О
Not employed or student	О

Q.5-7. Are you Hispanic or Latino?

Yes	O
No	O

Q.5-8. Do you consider yourself to be...

American Indian or Alaska Native?	О
Asian?	О
Black or African American?	О
Native Hawaiian or other Pacific Islander?	О
White?	O
Other (Specify)	О

Q.5-9. What is your gender?

Male	O
Female	O

Skip to Q.5-11 if Q.5-6 is Row 3 or 4

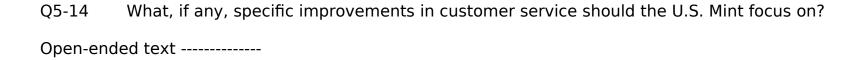
Q.5-10. Which of the following best describes your occupation?

Managerial or professional	О
Technical, sales, or administrative	О
Service occupations	О
Precision products, crafts or repairs	О
Operators, fabricators, or laborers	О
Farming, forestry, or fishing	О
Other (Specify)	О

Q.5-11 Which of the following categories best describes your total household income before taxes in 2006? Your best estimate is fine.

Less than \$10,000	О
Between \$10,000 to \$19,999	О
\$20,000 to \$29,999	О
\$30,000 to \$39,999	O
\$40,000 to \$49,999	O
\$50,000 to \$74,999	O
\$75,000 to \$99,999	O
\$100,000 or more	0

Q5-13	What, if any,	specific impr	ovements i	n product	quality	should th	ie U.S.	Mint foc	us on?
Open-end	ed text								



Q5-15 Finally -- what, if any, other specific recommendations or comments would you like to share with the U.S. Mint?

Open-ended	text	
Opcii ciiaca	$\iota \cup \wedge \iota$	

Programming:

If Q5-13 or 5-14 or 5-15 is blank, display warning message: "You did not enter a response to this question. Was that your intention? If yes, then click 'OK' to proceed. If no, then click 'Cancel' and enter your response."