

U.S. Mint CSM Tracking Survey Questionnaire

prepared for

**The United States Mint
Department of the Treasury**

October 4, 2007



**NATIONAL ANALYSTS
RESEARCH & CONSULTING**

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 1525-0012-95. ***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 department of a company?	<input type="radio"/>	<input type="radio"/>
For an advertising, sales promotion, or public relations firm?	<input type="radio"/>	<input type="radio"/>
For an organization that produces, distributes, and sells collectable coins? (e.g., coin dealer)	<input type="radio"/>	<input type="radio"/>
As a journalist/freelance writer?	<input type="radio"/>	<input type="radio"/>

Send to terminate screen if "yes" to any.

S-2 What is your age in years?

Age (in years)
<hr/>

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	<input type="radio"/>
No	<input type="radio"/>

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 Clad Proof Sets™	\$ _____
Annual 5-Coin 50 State Quarters Silver Proof Sets™	\$ _____
Annual 4-Coin Presidential \$1 Coin Proof Sets	\$ _____
Annual 10-or 14-Coin Clad Proof Set	\$ _____
Annual 10- or 14-Coin Silver Proof Set	\$ _____
Uncirculated Sets	\$ _____
Other Coins and Merchandise	
Coin Rolls/Bags	\$ _____
American Eagle Silver Proof Coins	\$ _____
American Eagle Silver Uncirculated Coins (with 'W' mint mark)	\$ _____
American Eagle Gold Proof Coins	\$ _____
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	\$ _____
American Eagle Platinum Proof Coins	\$ _____
American Eagle Platinum Uncirculated 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 your answers to reflect the number of orders you placed to purchase that merchandise from the U.S. Mint.”

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

Select only one.

Within the past 12 months	<input type="radio"/>
13 months to 23 months ago	<input type="radio"/>
2 to 5 years ago	<input type="radio"/>
6 to 10 years ago	<input type="radio"/>
11 to 20 years ago	<input type="radio"/>
More than 20 years ago	<input type="radio"/>

(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?"

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	
	5	6			
Overall U.S. Mint performance as a supplier of coins and coin products	0	0	0	0	0
	0				

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 next 12 months? 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."

	Not At All Extremely Likely to Likely to Purchase Purchase			
How likely are you to purchase directly from the U.S. Mint during the <u>next 12 months</u> ?	1 5	2 6	3	4

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

Q.1-3 Thinking about the next 12 months, 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 Clad Proof Sets™	Value from Q.S-4	\$ _____
Annual 5-Coin 50 State Quarters Silver Proof Sets™	Value from Q.S-4	\$ _____
Annual 4-Coin Presidential \$1 Coin Proof Sets	Value from Q.S-4	\$ _____
Annual 14-Coin Clad Proof Set	Value from Q.S-4	\$ _____
Annual 14-Coin Silver 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 Proof Coins	Value from Q.S-4	\$ _____
American Eagle Silver Uncirculated Coins (with 'W' mint mark)	Value from Q.S-4	\$ _____
American Eagle Gold Proof Coins	Value from Q.S-4	\$ _____
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	Value from Q.S-4	\$ _____
American Eagle Platinum Proof Coins	Value from Q.S-4	\$ _____
American Eagle Platinum Uncirculated 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 (e.g., containers, maps, etc.)	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 past 12 months?

Answer for each row.

Your Interactions/Experiences with the U.S. Mint (Past 12 Months)	Yes	No
Information/Communications		
1. Visited the www.usmint.gov website (to get information, place an order, etc.)	0	0
2. Received a printed U.S. Mint product catalog	0	0
Problems with Orders		
3. <i>Never received specific merchandise</i> that you ordered	0	0
4. Received ordered merchandise, but <i>not within the expected delivery timeframe</i>	0	0
5. Experienced a <i>billing error</i>	0	0
6. Received merchandise that arrived in <i>damaged/poor condition</i>	0	0
7. Received an <i>inaccurate order</i> (wrong items or quantities shipped)	0	0
8. <i>You returned items you had received</i> (i.e., items that were damaged, incorrect item shipped, failed to meet expectations, etc.)	0	0
9. <i>You decided that you WILL return items</i> you are not happy with, but haven't had a chance to do so yet (i.e., items that were damaged, incorrect item shipped, merchandise failed to meet expectations, etc.)	0	0
10. You had <i>some other type of problem</i> with an order	0	0
Customer Service Interactions		
11. Attempted to contact U.S. Mint (by phone or mail) to find out about <i>new product information</i>	0	0
12. Attempted to contact U.S. Mint (by phone or mail) to <i>find out the status of an order</i>	0	0
13. Attempted to contact U.S. Mint (by phone or mail) to <i>resolve a problem with billing</i> on an order	0	0
14. Attempted to contact U.S. Mint (by phone or mail) to <i>resolve a problem with merchandise that you received</i> (i.e., wrong items or quantity shipped, damaged items)	0	0

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 past 12 months?

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	<input type="radio"/>
Order by telephone	<input type="radio"/>
Order by mail	<input type="radio"/>
Some other method (e.g., fax, Mint location, etc.)	<input type="radio"/>

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 resolve your most 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 <u>resolve a problem with merchandise not being received</u> by telephone	○	○
Attempted to <u>resolve a problem with merchandise not being received</u> by mail	○	○
Attempted to <u>resolve a problem with merchandise not being received</u> by other method (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 resolve your problem with merchandise not being received?

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?	○	○
Was your mail inquiry answered by a U.S. Mint representative?	○	○
Were you able to reach someone at the U.S. Mint by the “other method” you used to contact them?	○	○

If all rows are “No,” skip to Q2-5e

Q.2-5c Were you able to resolve your problem with merchandise not being received 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 <u>resolve your problem with merchandise not being received</u> through your telephone inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to <u>resolve your problem with merchandise not being received</u> through your mail inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to <u>resolve your problem with merchandise not being received</u> through your "other method" inquiry?	<input type="radio"/>	<input type="radio"/>

Q.2-5d (Intentionally left blank)

Q.2-5e How satisfied were you with the resolution of your problem with merchandise not being received? 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	2	3	4	
	5	6			
Satisfaction with <u>resolution of your problem with merchandise not being received</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>				

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 Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 10- or 14-Coin Clad Proof Set	0
Annual 10- or 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Merchandise	
Coin Rolls/Bags	0
American Eagle Silver Proof Coins	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0
American Eagle Gold Proof Coins	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0
American Eagle Platinum Proof Coins	0
American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0
American Buffalo 24K Gold Proof Coins	0
First Spouse 24K Gold Proof Coins	0
First Spouse 24K Gold Uncirculated Coins	0
Commemorative Coins	0
Bronze Medals	0
Other U.S. Mint Products (e.g., containers, maps,	0

etc.)	
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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 \leq 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	0
More than 1 week, but less than 2 weeks after placing the original order	0
More than 2 weeks, but less than 4 weeks after placing the original order	0
More than 4 weeks after placing the original order	0

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

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 Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 10- or 14-Coin Clad Proof Set	0
Annual 10- or 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Merchandise	
Coin Rolls/Bags	0
American Eagle Silver Proof Coins	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0
American Eagle Gold Proof Coins	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0
American Eagle Platinum Proof Coins	0
American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0
American Buffalo 24K Gold Proof Coins	0
First Spouse 24K Gold Proof Coins	0
First Spouse 24K Gold Uncirculated Coins	0
Commemorative Coins	0
Bronze Medals	0
Other U.S. Mint Products (e.g., containers, maps,	0

etc.)	
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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 resolve a billing problem 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	<input type="radio"/>	<input type="radio"/>
Attempted to resolve a billing problem by mail	<input type="radio"/>	<input type="radio"/>
Attempted resolve a billing problem by other method	<input type="radio"/>	<input type="radio"/>

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?	<input type="radio"/>	<input type="radio"/>
Was your mail inquiry answered by a U.S. Mint representative?	<input type="radio"/>	<input type="radio"/>
Were you able to reach someone at the U.S. Mint by the “other method” you used to contact them?	<input type="radio"/>	<input type="radio"/>

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?	o	o
Were you able to resolve your billing problem through your mail inquiry?	o	o
Were you able to resolve your billing problem through your "other method" inquiry?	o	o

Q.2-7d (Intentionally left blank)

Q.2-7e How satisfied were you with the resolution of your billing problem? 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	2	3	4	5
Satisfaction with <u>resolution of your billing problem</u>	o	o	o	o	o
	o	6			

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 did not 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 about it	<input type="radio"/>
Incorrect, I actually did contact the U.S. Mint to resolve the problem	<input type="radio"/>

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 resolve a problem with merchandise that was received 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 that was Received	Yes	No
Attempted to <u>resolve a problem with merchandise that was received</u> by telephone	o	o
Attempted to <u>resolve a problem with merchandise that was received</u> by mail	o	o
Attempted <u>resolve a problem with merchandise that was received</u> by other method	o	o

Error message if all rows are “No”

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

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?	o	o
Was your mail inquiry answered by a U.S. Mint representative?	o	o
Were you able to reach someone at the U.S. Mint by the “other method” you used to contact them?	o	o

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	Yes	No
Were you able to <u>resolve your problem with merchandise that was received</u> through your telephone inquiry?	o	o
Were you able to <u>resolve your problem with merchandise that was received</u> through your mail inquiry?	o	o
Were you able to <u>resolve your problem with merchandise that was received</u> through your "other method" inquiry?	o	o

Q.2-9d (Intentionally left blank)

Q.2-9e How satisfied were you with the resolution of your problem with merchandise that was received?
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	2	3	4	5
Satisfaction with the <u>resolution of your problem with merchandise that was received</u>	o	o	o	o	o

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 \leq 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

Product Types	Specific Items that were Damaged or in Poor Condition (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 10- or 14-Coin Clad Proof Set	0
Annual 10- or 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Merchandise	
Coin Rolls/Bags	0
American Eagle Silver Proof Coins	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0
American Eagle Gold Proof Coins	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0
American Eagle Platinum Proof Coins	0
American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0
American Buffalo 24K Gold Proof Coins	0
First Spouse 24K Gold Proof Coins	0
First Spouse 24K Gold Uncirculated Coins	0
Commemorative Coins	0
Bronze Medals	0
Other U.S. Mint Products (e.g., containers, maps, etc.)	0

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	<input type="checkbox"/>
Received extra quantities of items that I did not order	<input type="checkbox"/>

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 product or program information?

Answer for each row.

Methods Used to Contact U.S. Mint about Product or Program Information	Yes	No
Attempted to contact by telephone	<input type="radio"/>	<input type="radio"/>
Attempted to contact by mail	<input type="radio"/>	<input type="radio"/>
Attempted to contact by other method (e.g., fax)	<input type="radio"/>	<input type="radio"/>

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 product or program information?

Display only rows corresponding to selections in Q2-12a

Success of Contact Attempt about Product or Program Information	Yes	No
Were you able to speak with a U.S. Mint representative by telephone?	<input type="radio"/>	<input type="radio"/>
Was your mail inquiry answered by a U.S. Mint representative?	<input type="radio"/>	<input type="radio"/>
Were you able to reach someone at the U.S. Mint by the “other method” you used to contact them?	<input type="radio"/>	<input type="radio"/>

If all rows are “No,” skip to Q2-12e

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

Display only rows corresponding to selections in Q2-12b

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

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

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

Display only rows corresponding to selections in Q2-12c

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

Q.2-12e How satisfied were you with the handling of your product or program information inquiries?
 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	2	3	4	
	5	6			
Satisfaction with handling of your <u>product or program information inquiries</u>	0	0	0	0	0
	0				

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 find out about the status of an order 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	<input type="radio"/>	<input type="radio"/>
Attempted to find out status on www.usmint.gov website	<input type="radio"/>	<input type="radio"/>
Attempted to find out order status by mail	<input type="radio"/>	<input type="radio"/>
Attempted to find out order by other method (e.g., fax)	<input type="radio"/>	<input type="radio"/>

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 status of your order?

Display only rows corresponding to selections in Q2-13a

Success of Contact Attempt Regarding Order Status	Yes	No
Were you able to speak with a U.S. Mint representative by telephone?	<input type="radio"/>	<input type="radio"/>
Were you able to access the order tracking information on the www.usmint.gov website	<input type="radio"/>	<input type="radio"/>
Was your mail inquiry answered by a U.S. Mint representative?	<input type="radio"/>	<input type="radio"/>
Were you able to reach someone at the U.S. Mint by the “other method” you used to contact them?	<input type="radio"/>	<input type="radio"/>

If all rows are “No,” skip to Q2-13e

Q.2-13c Were you able to obtain the order status information 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 <u>order status information</u> you were seeking by your telephone inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to obtain the <u>order status information</u> you were seeking at the www.usmint.gov website?	<input type="radio"/>	<input type="radio"/>
Were you able to obtain the <u>order status information</u> you were seeking by your mail inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to obtain the <u>order status information</u> you were seeking by your “other method” inquiry?	<input type="radio"/>	<input type="radio"/>

If all rows are “No,” skip to Q2-13e

Q.2-13d Do you believe the order status information 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 accurate?	<input type="radio"/>	<input type="radio"/>
Was the <u>order status information</u> you received from the www.usmint.gov website accurate?	<input type="radio"/>	<input type="radio"/>
Was the <u>order status information</u> you received in response to your mail inquiry accurate?	<input type="radio"/>	<input type="radio"/>
Was the <u>order status information</u> you received in response to your “other method” inquiry accurate?	<input type="radio"/>	<input type="radio"/>

Q.2-13e How satisfied were you with the handling of your order status information inquiries? 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	2	3	4	
	5	6			
Satisfaction with handling of your <u>order status information inquiries</u>	0	0	0	0	0
	0				

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 product-related 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.”

	Extremely Dissatisfied				Extremely Satisfied	Not Sure
	1	2	3	4	5	---
Product Quality						
1. Overall product quality	0	0	0	0	0	0
2. Product authenticity	0	0	0	0	0	0
3. Quality of Annual 5-Coin 50 State Quarters Clad Proof Sets™	0	0	0	0	0	0
4. Quality of Annual 5-Coin 50 State Quarters Silver Proof Sets™	0	0	0	0	0	0
5. Quality of Annual 14-Coin Clad Proof Set	0	0	0	0	0	0
6. Quality of Annual 14-Coin Silver Proof Set	0	0	0	0	0	0
7. Quality of Uncirculated Sets	0	0	0	0	0	0
8. Quality of American Eagle Silver Proof Coins	0	0	0	0	0	0
9. Quality of American Eagle Silver Uncirculated Coins (with ‘W’ mint mark)	0	0	0	0	0	0
10. Quality of American Eagle Gold Proof Coins	0	0	0	0	0	0
11. Quality of American Eagle Gold Uncirculated Coins (with ‘W’ mint mark)	0	0	0	0	0	0

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

Artwork/Designs of U.S. Mint Numismatic Coins						
20. Artwork/designs Overall	0	0	0	0	0	0
	0					
21. Artwork/designs of Annual Clad Proof Sets	0	0	0	0	0	0
	0					
22. Artwork/designs of Annual Silver Proof Sets	0	0	0	0	0	0
	0					
23. Artwork/designs of Uncirculated Sets	0	0	0	0	0	0
	0					
24. Artwork/designs of American Eagle Silver Proof Coins	0	0	0	0	0	0
	0					
25. Artwork/designs of American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
26. Artwork/designs of American Eagle Gold Proof Coins	0	0	0	0	0	0
	0					
27. Artwork/designs of American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
28. Artwork/designs of American Eagle Platinum Proof Coins	0	0	0	0	0	0
	0					
29. Artwork/designs of American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
30. Artwork/designs of American Buffalo 24K Gold Proof Coins	0	0	0	0	0	0
	0					
31. Artwork/designs of Annual 4-Coin Presidential \$1 Coin Proof Set	0	0	0	0	0	0
	0					
32. Artwork/designs of First Spouse 24K Gold Proof Coins	0	0	0	0	0	0
	0					
33. Artwork/designs of First Spouse 24K Gold Uncirculated Coins	0	0	0	0	0	0
	0					
Packaging of U.S. Mint Products						
34. Proof Sets packaging	0	0	0	0	0	0
	0					
35. Uncirculated Sets packaging	0	0	0	0	0	0
	0					
36. Bag and Rolls packaging	0	0	0	0	0	0
	0					

37. American Eagle Proof Coin packaging	0 0	0	0	0	0	0
38. American Eagle Uncirculated Coin packaging (with 'W' mint mark)	0 0	0	0	0	0	0
39. American Buffalo 24K Gold Proof Coin packaging	0 0	0	0	0	0	0
40. Annual 4-Coin Presidential \$1 Coin Proof Set packaging	0 0	0	0	0	0	0
41. First Spouse 24K Gold Proof Coin packaging	0 0	0	0	0	0	0
42. First Spouse 24K Gold Uncirculated Coin packaging	0 0	0	0	0	0	0

Pricing of U.S. Mint Products						
43. Overall product pricing	0	0	0	0	0	0
44. Price for shipping	0	0	0	0	0	0
45. Price for Annual 5-Coin 50 State Quarters Clad Proof Sets™	0	0	0	0	0	0
46. Price for Annual 5-Coin 50 State Quarters Silver Proof Sets™	0	0	0	0	0	0
47. Price for Annual 14-Coin Clad Proof Set	0	0	0	0	0	0
48. Price for Annual 14-Coin Silver Proof Set	0	0	0	0	0	0
49. Price for Uncirculated Sets	0	0	0	0	0	0
50. Price for American Eagle Silver Proof Coins	0	0	0	0	0	0
51. Price for American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
52. Price for American Eagle Gold Proof Coins	0	0	0	0	0	0
53. Price for American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
54. Price for American Eagle Platinum Proof Coins	0	0	0	0	0	0
55. Price for American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
56. Price for American Buffalo 24K Gold Proof Coins	0	0	0	0	0	0
57. Price for Bag and Roll Products	0	0	0	0	0	0
58. Price for Annual 4-Coin Presidential \$1 Coin Proof Set	0	0	0	0	0	0
59. Price for First Spouse 24K Gold Proof Coins	0	0	0	0	0	0
60. Price for First Spouse 24K Gold Uncirculated Coins	0	0	0	0	0	0

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

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 service-related 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.”

	Extremely Extremely Dissatisfied Satisfied					Not Sure
	1 5	2 6	3	4		---
U.S. Mint Communications						
1. Communications overall	0 0	0	0	0	0	0
2. Types/content of communications sent to you	0 0	0	0	0	0	0
3. Timeliness of communications about new product availability	0 0	0	0	0	0	0
4. Accuracy of information on new products, product changes, etc.	0 0	0	0	0	0	0
5. E-mail product notifications	0 0	0	0	0	0	0
6. Product brochures	0 0	0	0	0	0	0
7. Product notifications	0 0	0	0	0	0	0
8. Subscription notifications	0 0	0	0	0	0	0
9. Annual United States Mint catalog	0 0	0	0	0	0	0
10. “Coins Online” newsletter	0 0	0	0	0	0	0
U.S. Mint Ordering Process						
11. Ease of the ordering process - Internet	0 0	0	0	0	0	0

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

U.S. Mint Customer Service						
17. Overall customer service	0 0	0	0	0	0	0
18. Service staff knowledge of product line	0 0	0	0	0	0	0
19. Service staff courtesy	0 0	0	0	0	0	0
20. Speed of problem resolution	0 0	0	0	0	0	0
21. Adequacy/fairness of problem resolution	0 0	0	0	0	0	0
22. Service staff responsiveness to telephone inquiries	0 0	0	0	0	0	0
23. Wait time required to speak to a service representative	0 0	0	0	0	0	0
U.S. Mint Order Fulfillment						
24. Overall order fulfillment performance	0 0	0	0	0	0	0
25. Timeliness of receiving order	0 0	0	0	0	0	0
26. Accuracy of orders	0 0	0	0	0	0	0
27. Packing of materials when shipped	0 0	0	0	0	0	0
28. Condition of merchandise when delivered	0 0	0	0	0	0	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 past 12 months?

Select all that apply

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

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.”

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

Rotational Section 4

We could focus on communication practices and preferences. There's RSS feeds (how many use, how they compare with competitors, etc.). We could also explore communications preferences (receive postcards, receive e-mails, would they like to opt out of mailings, would they like to send in orders via the mail instead of phone or Internet, did they receive recent catalog, etc.).

Q4u-1a: Which of the following types of communications were you ***aware that you can sign up to receive*** from the U.S. Mint?

Please answer for each row

Were You Aware You Could Request (or That These Were Available) from the U.S. Mint...	Yes	No
E-mail...		
Order confirmations e-mails (i.e., confirming that your order has been placed or has been shipped)	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Q4u-1b: Which of the following types of communications have you ***actually signed up to receive (or tried to sign up to receive)*** from the U.S. Mint?

Please answer for each row

Have You Signed Up to Receive (or Attempted to Sign Up to Receive) from the U.S. Mint...	Yes (signed up or tried to)	No
E-mail...		
Order confirmations e-mails (i.e., confirming that your order has been placed or has been shipped)	0	0
New product announcements/notifications via e-mail	0	0
Coins Online e-mail newsletter	0	0
RSS...		
RSS feeds from the U.S. Mint	0	0

Only show rows selected "yes" in Q4u-1a.

Q4u-1c: In the past 12 months, which of the following types of communications ***did you receive directly*** from the U.S. Mint?

Please answer for each row

Communications from U.S. Mint Received in the past 12 months?	Ye s	No
In the mail...		
Print catalog	<input type="radio"/>	<input type="radio"/>
Postcard product announcements/notifications	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>
E-mail...		
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Q4u-1d: Which of the following types of communications ***would you like to receive (or continue to receive)*** from the U.S. Mint in the future?

Please answer for each row

Communications you want to receive from the U.S. Mint	Ye s	No
In the mail...		
Print catalog	<input type="radio"/>	<input type="radio"/>
Postcard product announcements/notifications	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>
E-mail...		
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Show all rows.

Q4u-1e: You indicated you signed up (or tried to sign up) to receive **new product announcement/notification e-mails** from the U.S. Mint but have not received them in the past 12 months. Can you please explain your specific experience (e.g., how you signed up, how long ago, why you think you didn't receive any e-mail, etc.)

Only show if Q4u-1b is "yes" for row 2 and Q4u-1c is "no" for row 6.

Q4u-1f: You indicated you signed up (or tried to sign up) to receive the **Coins Online newsletter** via e-mails from the U.S. Mint but have not received them in the past 12 months. Can you please explain your specific experience (e.g., how you signed up, how long ago, why you think you didn't receive any e-mail, etc.)

Only show if Q4u-1b is "yes" for row 3 and Q4u-1c is "no" for row 7.

Q4u-1g: You indicated you signed up (or tried to sign up) to receive **RSS feeds** from the U.S. Mint but have not received them in the past 12 months. Can you please explain your specific experience (e.g., how you signed up, how long ago, why you think you didn't receive any e-mail, etc.)

Only show if Q4u-1b is "yes" for row 4 and Q4u-1c is "no" for row 8.

Q4u-2a: How would you characterize your use of the communications that you received in the past 12 months from the U.S. Mint?

(If you received multiples of any of the items listed, please select the option that describes your typical usage/response.)

(Select one for each row.)

Communications from U.S. Mint	Received but did not read	Lightly browsed/skimmed	Read/use extensively and/or frequently
In the mail...			
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postcard product announcements/notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications mailed to you in envelopes (not postcards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications inserts included in the product packages you receive from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...			
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...			
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Only show rows selected "yes" in Q4u-1c.

Q4u-2b: ***How frequently do you receive*** each of these types of communications from the U.S. Mint?

(Select one for each row.)

Communications from U.S. Mint	1 or more times per week	A few times per month	About 1 per month	A few times per year	1 per year
In the mail...					
Print catalog	0	0	0	0	0
<u>Postcard</u> product announcements/notifications	0	0	0	0	0
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	0	0	0	0	0
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	0	0	0	0	0
E-mail...					
Order confirmations e-mails (e.g., confirming that your order has shipped)	0	0	0	0	0
New product announcements/notifications via e-mail	0	0	0	0	0
Coins Online e-mail newsletter	0	0	0	0	0
RSS...					
RSS feeds from the U.S. Mint	0	0	0	0	0

Only show rows selected "yes" in Q4u-1c.

Q4u-2b: ***How frequently would you like to receive*** each of the following types of communications from the U.S. Mint in the future?

(Select one for each row.)

Communications from U.S. Mint	1 or more times per week	A few times per month	About 1 per month	A few times per year	1 per year
In the mail...					
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product announcements/notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes</u> (not postcards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages</u> you receive from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...					
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...					
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Only show rows selected "yes" in Q4u-1d.

Q4u-2c: How satisfied are you with each of these types of communications that you currently receive?

(If you received multiples of any of the items listed, please select the option that describes your typical usage/response.)

(Select one for each row.)

	Not at All Extremely Satisfied Satisfied				
	1 5	2 6	3	4	
In the mail...					
Print catalog	0	0	0 0	0	0
<u>Postcard</u> product announcements/notifications	0	0	0 0	0	0
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	0	0	0 0	0	0
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	0	0	0 0	0	0
E-mail...					
Order confirmations e-mails (e.g., confirming that your order has shipped)	0	0	0 0	0	0
New product announcements/notifications via e-mail	0	0	0 0	0	0
Coins Online e-mail newsletter	0	0	0 0	0	0
RSS...					
RSS feeds from the U.S. Mint	0	0	0 0	0	0

Only show rows selected "yes" in Q4u-1c.

Q4u-2d: How do you feel about the amount of information that is included in these communications?

(If you received multiples of any of the items listed, please select the option that describes your typical usage/response.)

(Select one for each row.)

Communications from U.S. Mint	Too short/ not enough informati on	About the right amount/ length	Too long / too much informati on
In the mail...			
Print catalog	o	o	o
Postcard product announcements/notifications	o	o	o
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	o	o	o
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	o	o	o
E-mail...			
Order confirmations e-mails (e.g., confirming that your order has shipped)	o	o	o
New product announcements/notifications via e-mail	o	o	o
Coins Online e-mail newsletter	o	o	o
RSS...			
RSS feeds from the U.S. Mint	o	o	o

Only show rows selected "yes" in Q4u-1c.

Q.4u-3 Which, if any, of the following information sources directly influenced you to make a purchase?

Please select one choice per row.

U.S. Mint/Related Communications/Information Sources	Did Influence Me To Purchase	Did Not Influence Me To Purchase
In the mail...		
Print catalog	<input type="radio"/>	<input type="radio"/>
Postcard product announcements/notifications	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>
E-mail...		
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Only show rows selected "yes" in Q4u-1c.

(Only show rows among rows 1-8 that are selected “yes” in Q4u-1c. Show all rows 9-12.

(Allow columns 1 and 2 to each be selected only once.)

Q4u-4: Which of the information sources listed is the “first source you look to” to find out about information about **new U.S. Mint product release information**? What is your second source? Which other sources do you also use to learn about **new U.S. Mint product release information**?

(Select one for each row.)

U.S. Mint Communications/Information Sources	My 1st option/ source for <u>new product release information</u>	2nd option/ source for <u>new product release information</u>	Other sources I use for <u>new product release information</u>	Do not use this source for <u>new product release information</u>
In the mail...				
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product announcements/notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...				
Order confirmations e-mails (e.g., confirming that your order has shipped)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product announcements/notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...				
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Mint Website				
Press release section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Upcoming product schedule section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External (non-U.S. Mint) newsletters/periodicals				
External (non-U.S. Mint) newsletters/periodicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other				
Other (Specify _____)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did not look to any sources for information about new U.S. Mint product release information	<input type="radio"/>
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Q4u-5: For those signed up to receive e-mail communications or RSS communications from the U.S. Mint (or for those who just regularly use the U.S. Mint website or turn to other sources of information), it might be **possible to “opt out” of future mail-based communications from the U.S. Mint.**

If it were possible to choose to do so, which, if any, of the following types of communications **would you prefer/choose to NOT receive in the future from the U.S. Mint?**

Please answer for each row

Mail communications you would...	Prefer to continue to receive	Prefer to no longer receive
Print catalog	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product announcements/notifications	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>
Product announcements/notifications <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>

Show all rows.

Q4u-6: What, if any, additional comments do you have that would help the U.S. Mint enhance their communications with customers like you.

Other Suggestions to Improve Communications

Q4u-7a: Which of the methods of ordering product listed below have you used to order from the U.S. Mint in the past 12 months?

Please answer for each row

Methods of ordering (past 12 months)	Yes (Have Used)	No (Have Not Used)
Internet (U.S. Mint Website)	<input type="radio"/>	<input type="radio"/>
Telephone	<input type="radio"/>	<input type="radio"/>
Mailed in an Order Form	<input type="radio"/>	<input type="radio"/>
Purchased directly at U.S. Mint retail store/kiosk	<input type="radio"/>	<input type="radio"/>

Show all rows.

Q4u-7b: If the U.S. Mint sent you product announcements and/or catalogs with printed order forms that you could mail back to them, would you use these?

Select one

Interest in ordering by mail using printed order forms	
Yes, <i><u>I would like to mail in my orders in</u></i> using printed order forms	<input type="radio"/>
No, I would just <i><u>prefer to continue to order via the methods I normally use</u></i> (either phone, Internet or subscriptions)	<input type="radio"/>
Other (Specify _____)	<input type="radio"/>

Q4u-8 Earlier in the survey you indicated you were dissatisfied with **[xxx]**. Please explain the source of your dissatisfaction with **[xxx]**.

{xxx} =

- E-mail Product Notifications (Q3-2 row 5),
- Subscription Notifications (Q3-2 row 8),
- U.S. Mint Catalog (Q3-2 row 9),
- Coins' Online Newsletter (Q3-2 row 10)

[Box for open-ended text]

For each item rated ≤ 2 , show above text stem of Q4t-4, looping through set in random order:

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 Past 12 Months
\$ _____

Answer must be \geq \$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
I like to see the coin products before I purchase them	<input type="checkbox"/>
I have a relationship with the non-U.S. Mint source	<input type="checkbox"/>
It is more convenient for me to purchase from other sources	<input type="checkbox"/>
I don't like to pay the U.S. Mint's shipping costs	<input type="checkbox"/>
I prefer the alternate product packaging provided by other sources	<input type="checkbox"/>
I prefer certified/graded coin products	<input type="checkbox"/>
I get better prices from other sources	<input type="checkbox"/>
I want to purchase bullion coins, which the U.S. Mint does not sell directly to consumers	<input type="checkbox"/>
The U.S. Mint was sold out of the product that I wanted to buy	<input type="checkbox"/>
I don't like to wait for shipping from the U.S. Mint	<input type="checkbox"/>
I had a bad experience purchasing from the U.S. Mint	<input type="checkbox"/>
I didn't know I could purchase this/these specific products from the U.S. Mint	<input type="checkbox"/>
Other (Specify) _____	<input type="checkbox"/>

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)	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, no degree	<input type="radio"/>
Vocational training/2 -year college	<input type="radio"/>
4-year college/bachelor's degree	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

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

Yes	<input type="radio"/>
No	<input type="radio"/>

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	<input type="radio"/>
Preschool or kindergarten	<input type="radio"/>
Grade school (elementary/middle school)	<input type="radio"/>
High school	<input type="radio"/>

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

Yes	<input type="radio"/>
No	<input type="radio"/>

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	<input type="radio"/>
Preschool or kindergarten	<input type="radio"/>
Grade school (elementary/middle school)	<input type="radio"/>
High school	<input type="radio"/>
18 years of age or older	<input type="radio"/>

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

Full-time	<input type="radio"/>
Part-time	<input type="radio"/>
Retired	<input type="radio"/>
Not employed or student	<input type="radio"/>

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

Yes	<input type="radio"/>
No	<input type="radio"/>

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

American Indian or Alaska Native?	<input type="radio"/>
Asian?	<input type="radio"/>
Black or African American?	<input type="radio"/>
Native Hawaiian or other Pacific Islander?	<input type="radio"/>
White?	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>

Q.5-9. What is your gender?

Male	<input type="radio"/>
Female	<input type="radio"/>

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	<input type="radio"/>
Technical, sales, or administrative	<input type="radio"/>
Service occupations	<input type="radio"/>
Precision products, crafts or repairs	<input type="radio"/>
Operators, fabricators, or laborers	<input type="radio"/>
Farming, forestry, or fishing	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>

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	<input type="radio"/>
Between \$10,000 to \$19,999	<input type="radio"/>
\$20,000 to \$29,999	<input type="radio"/>
\$30,000 to \$39,999	<input type="radio"/>
\$40,000 to \$49,999	<input type="radio"/>
\$50,000 to \$74,999	<input type="radio"/>
\$75,000 to \$99,999	<input type="radio"/>
\$100,000 or more	<input type="radio"/>

Q5-13 What, if any, specific improvements in product quality should the U.S. Mint focus on?

Open-ended text -----

Q5-14 What, if any, specific improvements in customer service should the U.S. Mint focus on?

Open-ended 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 -----

Programming:

If Q5-13 or 5-14 or 5-15 are 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."

Please provide your e-mail address below so that we may contact you if we have any questions about your survey.

E-Mail address: _____

Thank you for participating in this survey.

Please press the STOP button to finish the survey.