

United States Mint CSM Tracking Survey Questionnaire

CY 4Q09

prepared for

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

October 15, 2009

National Analysts
WORLDWIDE
RESEARCH  CONSULTING

Welcome to the United States Mint's customer satisfaction survey. This survey is designed to help the United States 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 1525-0012-01XX. ***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 Jill Weisenfeld weekdays from 9:00am to 5:00pm EDT at 1-800-342-9102, or send an e-mail to jweisenfeld@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 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.

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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 United States 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 many of each of the following items have you bought ***directly from the United States Mint during the past 12 months?***

Enter the number you purchased. Your best estimate is fine.

| Product Types | Number Purchased from the United States Mint (Past 12 Months) |
|--|---|
| Annual Coin Sets | |
| Annual Quarters Clad Proof Sets | _____ |
| Annual Quarters Silver Proof Sets | _____ |
| Annual 4-Coin Presidential \$1 Coin Proof Sets | _____ |
| Annual Full Clad Proof Set | _____ |
| Annual Full Silver Proof Set | _____ |
| Uncirculated Sets | _____ |
| American Eagle Coins | |
| American Eagle Silver Proof Coins (1 oz.) | _____ |
| American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.) | _____ |
| 2009 Ultra High Relief Double Eagle Gold Coins | _____ |
| American Eagle Gold Proof Coins | |
| - 1 oz. | _____ |
| - 1/2 oz. | _____ |
| - 1/4 oz. | _____ |
| - 1/10 oz. | _____ |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | _____ |
| American Eagle Gold Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | _____ |
| - 1/2 oz. | _____ |
| - 1/4 oz. | _____ |
| - 1/10 oz. | _____ |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | _____ |
| American Eagle Platinum Proof Coins | |
| - 1 oz. | _____ |

| | |
|--|-------------------|
| - 1/2 oz. | _____ |
| - 1/4 oz. | _____ |
| - 1/10 oz. | _____ |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | _____ |
| American Eagle Platinum Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | _____ |
| - 1/2 oz. | _____ |
| - 1/4 oz. | _____ |
| - 1/10 oz. | _____ |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | _____ |
| American Buffalo Coins | |
| American Buffalo 24K Gold Proof Coins | _____ |
| American Buffalo 24K Gold Uncirculated Coins (with 'W' mint mark) | _____ |
| First Spouse Coins | |
| First Spouse 24K Gold Proof Coins | _____ |
| First Spouse 24K Gold Uncirculated Coins | _____ |
| Commemorative Coins | |
| Gold Commemorative Coins or Commemorative Coin Sets | _____ |
| Silver Commemorative Coins or Commemorative Coin Sets | _____ |
| Clad Commemorative Coins or Commemorative Coin Sets | _____ |
| Other Coins and Merchandise | |
| Coin Rolls and/or Bags | _____ |
| Bronze Medals | _____ |
| Other United States Mint Products (e.g., containers, maps, etc.) | _____ |
| Total | (Auto sum) |

At least one row must be > 0

Do not force a "0" into row if not answered.

Display warning "Are you sure you purchased X products (take product name from rows)?" if any of the answers from each row is 20 or more.

S-4b In the past 12 months, have you ordered products from the United States Mint using the subscription ordering program (whereby you enroll in the subscription ordering program and identify the specific products you wish to have shipped to you when they are released)?

| | Check one |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |

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S-4c Were you aware that the United States Mint offered a subscription ordering program?

| | Check one |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |

Only ask S-4c if S-4b is "no"

S-5 [IF S-4b IS YES, INSERT “Excluding the orders you placed as part of the United States Mint’s subscription ordering program”] How many separate times have you placed an order with the United States Mint during the past 12 months, divided into each of the following time periods?

Note: If you ordered several items at one time, count that as 1 order.

Enter the total number of separate orders you placed with the United States Mint during each time period

| Number of 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 |

If S-4b is “no”, total must be >0, otherwise insert error message “Earlier you indicated that you had purchased items from the United States Mint during the past 12 months. Please revise your answers to reflect the number of orders you placed to purchase that merchandise from the United States Mint.”

S-6 When was the very first time that you ever purchased coins or other merchandise directly from the United States 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"/> |

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**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 United States Mint.

Q.1-1 How would you rate your overall satisfaction with the United States 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 | |
| Overall United States Mint performance as a supplier of coins and coin products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | 5 | 6 | | | |

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

Q.1-2a How likely are you to purchase products directly from the United States 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 | | | |
|--|---|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 |
| How likely are you to purchase directly from the United States Mint during the <i>next 12 months</i> ? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | 5 | 6 | | |

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

Q.1-2b Based on what you know today, over the next 12 months would you say you are most likely to...?

Please select one.

| Future Purchasing with the United States Mint (<i>Next 12 Months</i>) | |
|--|-----------------------|
| 1. <i>Increase</i> the amount of merchandise you purchase from the United States Mint | <input type="radio"/> |
| 2. <i>Purchase about the same amount</i> from the United States Mint | <input type="radio"/> |
| 3. <i>Decrease</i> the amount of merchandise you purchase from the United States Mint | <input type="radio"/> |
| 4. <i>Stop purchasing</i> from the United States Mint altogether | <input type="radio"/> |

If Q1-2b answer is level 4, skip Q1-3.

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

Enter a number in each row

| Product Types | Number Purchased from the United States Mint (Past 12 Months) | Number you Expect to Purchase from the United States Mint (Next 12 Months) |
|--|---|--|
| Annual Coin Sets | | |
| Annual Quarters Clad Proof Sets | Value from S-4 | _____ |
| Annual Quarters Silver Proof Sets | Value from S-4 | _____ |
| Annual 4-Coin Presidential \$1 Coin Proof Sets | Value from S-4 | _____ |
| Annual Full Clad Proof Set | Value from S-4 | _____ |
| Annual Full Silver Proof Set | Value from S-4 | _____ |
| Uncirculated Sets | Value from S-4 | _____ |
| American Eagle Coins | | |
| American Eagle Silver Proof Coins (1 oz.) | Value from S-4 | _____ |
| American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.) | Value from S-4 | _____ |
| 2009 Ultra High Relief Double Eagle Gold Coins | Value from S-4 | _____ |
| American Eagle Gold Proof Coins | | |
| - 1 oz. | Value from S-4 | _____ |
| - ½ oz. | Value from S-4 | _____ |
| - ¼ oz. | Value from S-4 | _____ |
| - 1/10 oz. | Value from S-4 | _____ |
| - 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.) | Value from S-4 | _____ |
| American Eagle Gold Uncirculated Coins (with 'W' mint mark) | | |
| - 1 oz. | Value from S-4 | _____ |
| American Eagle Platinum Proof Coins | | |
| - 1 oz. | Value from S-4 | _____ |
| American Buffalo Coins | | |
| American Buffalo 24K Gold Proof Coins | Value from S-4 | _____ |

| First Spouse Coins | | |
|--|-----------------------|-------------------|
| First Spouse 24K Gold Proof Coins | Value from S-4 | _____ |
| First Spouse 24K Gold Uncirculated Coins | Value from S-4 | _____ |
| Commemorative Coins | | |
| Gold Commemorative Coins or Commemorative Coin Sets | Value from S-4 | _____ |
| Silver Commemorative Coins or Commemorative Coin Sets | Value from S-4 | _____ |
| Clad Commemorative Coins or Commemorative Coin Sets | Value from S-4 | _____ |
| Other Coins and Merchandise | | |
| Coin Rolls and/or Bags | Value from S-4 | _____ |
| Bronze Medals | Value from S-4 | _____ |
| Other United States Mint Products (e.g., containers, maps, etc.) | Value from S-4 | _____ |
| Total | Value from S-4 | (Auto sum) |

Do not force a "0" into row if not answered.

If any number in column 3 is 100% 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 number in column 3 is 50% 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 would like to gather information about your interactions or experiences with the United States Mint over the past 12 months.

Q.2-1 Which of the following interactions /experiences have you had with the United States Mint during the past 12 months?

Answer for each row.

| Your Interactions/Experiences with the United States Mint (Past 12 Months) | Yes | No |
|---|------------|-----------|
| Information/Communications | | |
| 1. Visited the <u>www.usmint.gov</u> website (to get information, place an order, etc.) | 0 | 0 |
| Problems with Orders | | |
| 2. <u>Never received specific merchandise</u> that you ordered | 0 | 0 |
| 3. Received ordered merchandise, but <u>not within the expected delivery timeframe</u> | 0 | 0 |
| 4. Experienced a <u>billing error</u> | 0 | 0 |
| 5. Received merchandise that arrived in <u>damaged/poor condition</u> | 0 | 0 |
| 6. Received an <u>inaccurate order</u> (wrong items or quantities shipped) | 0 | 0 |
| 7. <u>You returned items you had received</u> (i.e., items that were damaged, incorrect item shipped, failed to meet expectations, etc.) | 0 | 0 |
| 8. <u>You decided that you WILL return items</u> 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 |
| 9. You had <u>some other type of problem</u> with an order (please specify) [max 200 characters] | 0 | 0 |
| Customer Service Interactions | | |
| 10. Attempted to contact United States Mint customer service by phone <u>for any reason</u> | 0 | 0 |
| 11. Attempted to contact the United States Mint (by phone or mail) to find out about <u>new product information</u> | 0 | 0 |
| 12. Attempted to contact the United States Mint (by phone or mail) to <u>find out the status of an order</u> | 0 | 0 |
| 13. Attempted to contact the United States Mint (by phone or mail) to <u>resolve a problem with billing</u> on an order | 0 | 0 |
| 14. Attempted to contact the United States Mint (by phone or mail) to <u>resolve a problem with merchandise that you received</u> (i.e., wrong items or quantity shipped, damaged | 0 | 0 |

| | | |
|--------|--|--|
| items) | | |
|--------|--|--|

Q.2-1 Which of the following interactions /experiences have you had with the United States Mint during the past 12 months?

Answer for each row.

| Your Interactions/Experiences with the United States Mint (Past 12 Months) | | Yes | No |
|---|--|-----------------------|-----------------------|
| Phone Calls FROM the United States Mint | | | |
| 15. | You <u>received a phone call</u> from the United States Mint alerting you about products that were being released | <input type="radio"/> | <input type="radio"/> |
| 16. | You <u>received a phone call</u> from the United States Mint confirming that an order you placed had shipped | <input type="radio"/> | <input type="radio"/> |
| 17. | You <u>received a phone call</u> from the United States Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.) | <input type="radio"/> | <input type="radio"/> |
| 18. | You <u>received a phone call</u> from the United States Mint for any other reason | <input type="radio"/> | <input type="radio"/> |
| E-Mails FROM the United States Mint | | | |
| 19. | You <u>received an e-mail</u> containing a United States Mint product catalog | <input type="radio"/> | <input type="radio"/> |
| 20. | You <u>received an e-mail</u> from the United States Mint alerting you about products that were being released | <input type="radio"/> | <input type="radio"/> |
| 21. | You <u>received an e-mail</u> from the United States Mint confirming that your order has been shipped | <input type="radio"/> | <input type="radio"/> |
| 22. | You <u>received an e-mail</u> from the United States Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.) | <input type="radio"/> | <input type="radio"/> |
| 23. | You <u>received an e-mail</u> from the United States Mint for any other reason | <input type="radio"/> | <input type="radio"/> |
| Mail FROM the United States Mint (not including order shipments) | | | |
| 24. | You <u>received a printed</u> United States Mint product catalog | <input type="radio"/> | <input type="radio"/> |
| 25. | You <u>received a letter/postcard</u> from the United States Mint alerting you about products that were being released | <input type="radio"/> | <input type="radio"/> |
| 26. | You <u>received a letter/postcard</u> from the United States Mint confirming that your order has been shipped | <input type="radio"/> | <input type="radio"/> |
| 27. | You <u>received a letter/postcard</u> from the United States Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.) | <input type="radio"/> | <input type="radio"/> |
| 28. | You <u>received a letter/postcard</u> from the United States Mint for any other reason | <input type="radio"/> | <input type="radio"/> |

Split 2-1 onto two screens

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

Select all that apply.

| Order Method | Methods used to Order from the United States Mint (Past 12 Months) |
|--|---|
| Order via the Internet/United States 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"/> |

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Q.2-3 Have you provided your e-mail address to the United States Mint and/or signed up to receive e-mails from the United States Mint?

Select one.

| E-mail | Check one |
|--|-----------------------|
| Yes, I have signed up to receive e-mail updates from the United States Mint | <input type="radio"/> |
| I have given the United States Mint my e-mail address when placing an order, but did not sign up to receive e-mail updates | <input type="radio"/> |
| I have not given my e-mail address to the United States Mint | <input type="radio"/> |

If Q2-3 is level 3 (“I have not given my e-mail address to the United States Mint”) but Q2-1 is Yes for any of Items #19-#23, please show the following error message:

“Earlier you indicated that you had received an email from the United States Mint during the past 12 months. Please revise your answer to reflect your current email status with the United States Mint.”

NOTE: Questions Q2-5 through Q2-13 will only be asked as a follow-up for individuals who indicate in Q2-1 that they have experienced a particular problem or made inquiry to the United States Mint

Skip to Q2-6a if row 2 answer in Q2-1 is “No.”

Q.2-5a Did you use any of the following methods to attempt to contact the United States Mint to resolve your most recent problem with merchandise not being received?

Answer for each row.

| Methods Used to Contact United States Mint to Resolve Your Problem with Merchandise not being Received | Yes | No |
|---|-----------------------|-----------------------|
| Attempted to resolve a problem with merchandise not being received <u>by telephone</u> | <input type="radio"/> | <input type="radio"/> |
| Attempted to resolve a problem with merchandise not being received <u>by mail</u> | <input type="radio"/> | <input type="radio"/> |
| Attempted to resolve a problem with merchandise not being received <u>by other method</u> (e.g., fax) | <input type="radio"/> | <input type="radio"/> |

Skip to Q2-5f if all rows are “No.”

Q.2-5b Were you able to make contact with someone at the United States 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 United States Mint representative by telephone? | <input type="radio"/> | <input type="radio"/> |
| Was your mail inquiry answered by a United States Mint representative? | <input type="radio"/> | <input type="radio"/> |
| Were you able to reach someone at the United States Mint by the “other method” you used to contact them? | <input type="radio"/> | <input type="radio"/> |

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 resolve your problem with merchandise not being received through your <u>telephone inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your problem with merchandise not being received through your <u>mail inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your problem with merchandise not being received through your <u>"other method" inquiry</u> ? | <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 <i>resolution of your problem with merchandise not being received</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | <input type="radio"/> | | | | |

Q.2-5e2 Please describe why you were dissatisfied with the resolution of your problem with merchandise not being received.

*Ask Q2-5e2 if Q2-5e < 3.
Do not force an entry.*

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 Quarters Clad Proof Sets | 0 |
| Annual Quarters Silver Proof Sets | 0 |
| Annual 4-Coin Presidential \$1 Coin Proof Sets | 0 |
| Annual Full Clad Proof Set | 0 |
| Annual Full Silver Proof Set | 0 |
| Uncirculated Sets | 0 |
| American Eagle Coins | |
| American Eagle Silver Proof Coins (1 oz.) | 0 |
| American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.) | 0 |
| 2009 Ultra High Relief Double Eagle Gold Coins | 0 |
| American Eagle Gold Proof Coins | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Gold Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Platinum Proof Coins | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |

| | |
|--|---|
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Platinum Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Buffalo Coins | |
| American Buffalo 24K Gold Proof Coins | 0 |
| American Buffalo 24K Gold Uncirculated Coins (with 'W' mint mark) | 0 |
| First Spouse Coins | |
| First Spouse 24K Gold Proof Coins | 0 |
| First Spouse 24K Gold Uncirculated Coins | 0 |
| Commemorative Coins | |
| Gold Commemorative Coins or Commemorative Coin Sets | 0 |
| Silver Commemorative Coins or Commemorative Coin Sets | 0 |
| Clad Commemorative Coins or Commemorative Coin Sets | 0 |
| Other Coins and Merchandise | |
| Coin Rolls and/or Bags | 0 |
| Bronze Medals | 0 |
| Other United States Mint Products (e.g., containers, maps, etc.) | 0 |

Must select at least one row.

Only show rows selected in S-4

If only 1 item is to be shown, then skip Q2-5f because the answer is implied

Skip to Q2-7a if row 3 answer in Q2-1 is “No.”

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 S-5 if S-4b is “No”, else \leq (50 + sum in S-5)
If respondent enters $>$ (50 + sum in S-5) and S-4b is yes, display “Please enter a number no higher than [50 + sum in S-5].”*

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Q.2-6a2 Were you told **at the time you ordered the item** that the product was not yet available and would be shipped at a future date?

(If Q2-6a>1, Replace with “For how many of these orders were you told at the time you ordered the item that the product was not yet available and would be shipped at a future date?)

Enter the number of orders that correspond with each statement

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

| Yes, I was told at the time I placed the order that the item was not yet available and would be shipped at a later date | ○ |
|--|---|
| No, I was not told at the time I placed the order that the item was not yet available and would be shipped at a later date | ○ |

If “no” to all, skip to Q2-6a4

Q.2-6a3 And was the product still delayed in arriving (even beyond what was told to you **at the time you ordered the item**)?

(If Q2-6a2=Yes>1, Replace with “For how many of the [# “yes” from Q.2-6a2] orders where you were told the product was not yet available, was the product still delayed in arriving (even beyond what was told to you **at the time you ordered the item)?)**

Enter the number of orders that correspond with each statement

Select one answer (Note: If Q2-6a2=Yes>1, replace grid with numerical grid and autosum total = answer Yes from Q2-6a2)

| Yes, it was still delayed beyond what I was told when I ordered the item | o |
|--|---|
| No, it arrived within the time frame I was told when I ordered the item | o |

Q.2-6a4 (If Q2-6a2 “NO” + Q2-6a3 “YES” = 1, Ask “For the order where you experienced a delay [IF Q2-6a3 “YES” is >0, THEN INSERT “other than what was announced at the time of ordering”], were you notified by the United States Mint via a phone call, e-mail or mailing that shipment of your order would be delayed?”)

Enter a “1” in the box that corresponds with your answer

(If Q2-6a2 “NO” + Q2-6a3 “YES” > 1, Replace with “For how many of these orders where you experienced a delay [IF Q2-6a3 “YES” is >0, THEN INSERT “other than what was announced at the time of ordering”] were you notified by the United States Mint via a phone call, e-mail or mailing that shipment of your order would be delayed?”)

Enter the number of orders that correspond with each statement

Please insert the number of order(s) in the grid for which each situation occurred.

| | Orders for which you were not told at the time you placed the order that the item was not yet available and would be shipped at a later date | Orders which were still delayed beyond what you were told when you ordered the item |
|--|---|--|
| | [INSERT # of Q2-6A2=No if >0] Order(s) | [INSERT # of Q2-6A3=Yes if >0] Order(s) |
| Yes, I was notified (at a time other than order placement) that the order would be delayed | | |
| No, I was not notified that the order would be delayed | | |

[MUST SUM TO Q2-6A2

[MUST SUM TO Q2-6A3 =

= NO]

YES]

If Q2-6a2=No>0 OR Q2-6a3=Yes>0 then ask Q2-6a4; otherwise skip to instructions before Q2-7a

If Q2-6a2=No is 0 then do not display that column

If Q2-6a3=Yes is 0 then do not display that column

Do not need to insert 0s

Q.2-6a5 **(If Q2-6a2 “NO” + Q2-6a3 “YES” = 1, Ask “For the order where you experienced a delay, was the order late because the shipping carrier tried to deliver your order at a time when no one was available at home?”)**

Enter a “1” in the box that corresponds with your answer

(If Q2-6a2 “NO” + Q2-6a3 “YES” > 1, Replace with “For how many of these orders where you experienced a delay was the order late because the shipping carrier tried to deliver your order at a time when no one was available at home?”)

Enter the number of orders that correspond with each statement

| | Orders for which you were not told at the time you placed the order that the item was not yet available and would be shipped at a later date | Orders which were still delayed beyond what you were told when you ordered the item |
|---|---|--|
| | [INSERT # of Q2-6A2=No if >0] Order(s) | [INSERT # of Q2-6A3=Yes if >0] Order(s) |
| Yes, no one was available at home to receive the package | | |
| No, I was able to receive the package when it was delivered | | |
| | | |
| | [MUST SUM TO Q2-6A2 = NO] | [MUST SUM TO Q2-6A3 = YES] |

*If Q2-6a2=No>0 OR Q2-6a3=Yes>0 then ask Q2-6a5; otherwise skip to instructions before Q2-7a
If Q2-6a2=No is 0 then do not display that column*

*If Q2-6a3=Yes is 0 then do not display that column
Do not need to insert 0s*

Q.2-6a6 Which carrier did the United States Mint use to send you your order(s)?

Enter a number for the carrier(s)

| | Orders for which you were not told at the time you placed the order that the item was not yet available and would be shipped at a later date | Orders which were still delayed beyond what you were told when you ordered the item |
|------------|---|--|
| | [INSERT # of Q2-6A5 Col 1=Yes if >0] Order(s) | [INSERT # of Q2-6A5 Col 2=Yes if >0] Order(s) |
| UPS | | |
| FedEx | | |
| USPS | | |
| Don't Know | | |
| | [MUST SUM TO Q2-6A5 Col 1 = Yes] | [MUST SUM TO Q2-6A5 Col 2 = YES] |

If Q2-6a5 =Yes >0 in either column then ask Q2-6a6

If Q2-6a5=Yes is 0 for the first column then do not display that column

If Q2-6a5=Yes is 0 for the second column then do not display that column

Do not need to insert 0s

Q.2-6b1 **(Q2-6a2=No =1, Ask** “For the order where you experienced a delay and were not told the item would be shipped at a later date, please indicate the time period when the order was delivered.”)

Enter a “1” in the box that corresponds with your answer

(Q2-6a2=No >1, Replace with “For the orders where you experienced delays and were not told the items would be shipped at a later date, please indicate the time periods when the orders were delivered.”)

Enter the number of orders for the time period

| Total Time Required to Receive Delayed Merchandise Orders | Orders for which you were not told at the time you placed the order that the item was not yet available and would be shipped at a later date |
|---|---|
| | [INSERT # of Q2-6A2=No if >0] Order(s) |
| Within 1 week of placing the original order | |
| More than 1 week, but up to 2 weeks after placing the original order | |
| More than 2 weeks, but up to 4 weeks after placing the original order | |
| More than 4 weeks after placing the original order | |
| Never received it at all (or still waiting for it after 4 weeks) | |

[MUST SUM TO Q2-6A2 = NO]

*Ask Q2-6b1 if Q2-6a2=No >0; otherwise skip to Q2-6b2
Do not need to insert 0s*

Q.2-6b2 **(Q2-6a3=Yes =1, Ask** “For the order where you experienced a delay, please indicate how long after you were told the order would be delayed was the order still delayed. Please consider the timing from the revised shipping date that you were told and not the original time of placing your order.”)

Enter a “1” in the box that corresponds with your answer

(Q2-6a3=Yes >1, Replace with “For these orders where you experienced delays, please indicate how long after you were told the orders would be delayed were the orders still delayed. Please consider the timing from the revised shipping date that you were told and not the original time of placing your orders.”)

Enter the number of orders for the time period

| Total Time Required to Receive Delayed Merchandise Orders From the Time You Were Told the Order Would Be Delayed | Orders which were still delayed beyond what you were told when you ordered the item |
|---|--|
| | [INSERT # of Q2-6A3=Yes if >0] Order(s) |
| Within 1 week after the new date you were told you would receive the order | |
| More than 1 week, but up to 2 weeks after the new date you were told you would receive the order | |
| More than 2 weeks, but up to 4 weeks after the new date you were told you would receive the order | |
| More than 4 weeks after the new date you were told you would receive the order | |

| | |
|--|--|
| Never received it at all (or still waiting for it after 4 weeks) | |
|--|--|

[MUST SUM TO Q2-6A3 = YES]

*Ask Q2-6b2 if Q2-6a3 = Yes >0 ; otherwise skip to Q2-6c
Do not need to insert 0s*

Q.2-6c Which of the 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 Quarters Clad Proof Sets | 0 |
| Annual Quarters Silver Proof Sets | 0 |
| Annual 4-Coin Presidential \$1 Coin Proof Sets | 0 |
| Annual Full Clad Proof Set | 0 |
| Annual Full Silver Proof Set | 0 |
| Uncirculated Sets | 0 |
| American Eagle Coins | |
| American Eagle Silver Proof Coins (1 oz.) | 0 |
| American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.) | 0 |
| 2009 Ultra High Relief Double Eagle Gold Coins | 0 |
| American Eagle Gold Proof Coins | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Gold Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Platinum Proof Coins | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |

| | |
|---|---|
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle <u>Platinum Uncirculated</u> Coins (with 'W' mint mark) | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Buffalo Coins | |
| American Buffalo 24K Gold <u>Proof</u> Coins | 0 |
| American Buffalo 24K Gold <u>Uncirculated</u> Coins (with 'W' mint mark) | 0 |
| First Spouse Coins | |
| First Spouse 24K Gold <u>Proof</u> Coins | 0 |
| First Spouse 24K Gold <u>Uncirculated</u> Coins | 0 |
| Commemorative Coins | |
| Gold Commemorative Coins or Commemorative Coin Sets | 0 |
| Silver Commemorative Coins or Commemorative Coin Sets | 0 |
| Clad Commemorative Coins or Commemorative Coin Sets | 0 |
| Other Coins and Merchandise | |
| Coin Rolls and/or Bags | 0 |
| Bronze Medals | 0 |
| Other United States Mint Products (e.g., containers, maps, etc.) | 0 |

Must select at least one row

Only show rows selected in S-4

If only 1 item is to be shown, then skip Q2-6c because the answer is implied

Q.2-6d How did the fact that these orders were late impact you?

Select all that apply

| It didn't really create a problem for me, I just would have liked to get it earlier | <input type="radio"/> |
|--|-----------------------|
| I had to take the time to follow up with the United States Mint to determine when I would receive my order | <input type="radio"/> |
| It caused me to be concerned (but I did not follow up) about where my product was and if/when I would receive it | <input type="radio"/> |
| It was a gift item and I couldn't give it to the intended recipient on time | <input type="radio"/> |
| Because it was late I had to purchase a similar item elsewhere | <input type="radio"/> |
| Other (specify) | <input type="radio"/> |

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 United States Mint to resolve a billing problem the last time you did so?

Answer for each row.

| Methods Used to Contact United States Mint to Resolve a Billing Problem | Yes | No |
|--|------------|-----------|
| Attempted to resolve a billing problem <u>by telephone</u> | o | o |
| Attempted to resolve a billing problem <u>by mail</u> | o | o |
| Attempted resolve a billing problem <u>by other method</u> | o | o |

Error message if all rows are “No”

Q.2-7b Were you able to make contact with someone at the United States 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 United States Mint representative by telephone? | o | o |
| Was your mail inquiry answered by a United States Mint representative? | o | o |
| Were you able to reach someone at the United States Mint by the “other method” you used to contact them? | o | o |

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 <u>telephone inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your billing problem through your <u>mail inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your billing problem through your <u>"other method" inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |

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 | 6 | | | |
| Satisfaction with <i>resolution of your billing problem</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | <input type="radio"/> | | | | |

Q.2-7e2 Please describe why you were dissatisfied with the resolution of your billing problem.

*Ask Q2-7e2 if Q2-7e < 3.
Do not force an entry.*

Skip to Q2-9a if row 4 answer in Q2-1 is “No.”

Skip to Q2-9a if row 13 answer in Q2-1 is “Yes” in all cases where row 4 answers are “Yes.”

Q.2-8a Earlier you indicated you had experienced a billing error, but also indicated that you did not contact the United States Mint about the problem. Is this correct?

Select one

| | |
|---|-----------------------|
| Correct, I did experience a billing error, but chose not to contact the United States Mint about it | <input type="radio"/> |
| Incorrect, I actually did contact the United States 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 4 of Q2-1 is “Yes,” then Skip to Q2-9a

<page break>

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 United States 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 United States Mint to Resolve a Problem with Merchandise that was Received | Yes | No |
|---|-----------------------|-----------------------|
| Attempted to resolve a problem with merchandise that was received <u>by telephone</u> | <input type="radio"/> | <input type="radio"/> |
| Attempted to resolve a problem with merchandise that was received <u>by mail</u> | <input type="radio"/> | <input type="radio"/> |
| Attempted to resolve a problem with merchandise that was received <u>by other method</u> | <input type="radio"/> | <input type="radio"/> |

Error message if all rows are “No”

Q.2-9b Were you able to make contact with someone at the United States 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 United States Mint representative by telephone? | <input type="radio"/> | <input type="radio"/> |
| Was your mail inquiry answered by a United States Mint representative? | <input type="radio"/> | <input type="radio"/> |
| Were you able to reach someone at the United States Mint by the “other method” you used to contact them? | <input type="radio"/> | <input type="radio"/> |

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 a Problem with Merchandise that was Received | Yes | No |
|---|-----------------------|-----------------------|
| Were you able to resolve your problem with merchandise that was received through your <u>telephone inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your problem with merchandise that was received through your <u>mail inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to resolve your problem with merchandise that was received through your <u>“other method” inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |

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 5 | 2 6 | 3 | 4 | |
| Satisfaction with the <i>resolution of your problem with merchandise that was received</i> | o o | o | o | o | o |

Q.2-9e2 Please describe why you were dissatisfied with the resolution of your problem with merchandise that was received.

Ask Q2-9e2 if Q2-9e < 3. Do not force an entry.

Skip to Q2-11a if row 5 answer in Q2-1 is “No.” Skip to Q2-10b if total of 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 S-5 if S-4b is “No”, else ≤ (50 + sum in S-5). If respondent enters > (50 + sum in S-5) and S-4b is yes, display “Please enter a number no higher than [50 + sum in 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 Quarters Clad Proof Sets | 0 |
| Annual Quarters Silver Proof Sets | 0 |
| Annual 4-Coin Presidential \$1 Coin Proof Sets | 0 |
| Annual Clad Proof Set | 0 |
| Annual Silver Proof Set | 0 |
| Uncirculated Sets | 0 |
| American Eagle Coins | |
| American Eagle Silver Proof Coins (1 oz.) | 0 |
| American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.) | 0 |
| 2009 Ultra High Relief Double Eagle Gold Coins | 0 |
| American Eagle Gold Proof Coins | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Gold Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | 0 |
| - 1/2 oz. | 0 |
| - 1/4 oz. | 0 |
| - 1/10 oz. | 0 |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | 0 |
| American Eagle Platinum Proof Coins | |
| - 1 oz. | 0 |

| | |
|--|---|
| - 1/2 oz. | o |
| - 1/4 oz. | o |
| - 1/10 oz. | o |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | o |
| American Eagle Platinum Uncirculated Coins (with 'W' mint mark) | |
| - 1 oz. | o |
| - 1/2 oz. | o |
| - 1/4 oz. | o |
| - 1/10 oz. | o |
| - 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.) | o |
| American Buffalo Coins | |
| American Buffalo 24K Gold Proof Coins | o |
| American Buffalo 24K Gold Uncirculated Coins (with 'W' mint mark) | o |
| First Spouse Coins | |
| First Spouse 24K Gold Proof Coins | o |
| First Spouse 24K Gold Uncirculated Coins | o |
| Commemorative Coins | |
| Gold Commemorative Coins or Commemorative Coin Sets | o |
| Silver Commemorative Coins or Commemorative Coin Sets | o |
| Clad Commemorative Coins or Commemorative Coin Sets | o |
| Other Coins and Merchandise | |
| Coin Rolls and/or Bags | o |
| Bronze Medals | o |
| Other United States Mint Products (e.g., containers, maps, etc.) | o |

(Must select at least one row.)

Only show rows selected in S-4

If only 1 item is to be shown, then skip Q2-10b because the answer is implied

**Skip to Q2-12a if row 6 answer in Q2-1 is "No."
Skip to Q2-11b if total of 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 S-5 if S-4b is "No", else =< (50 + sum in S-5)
If respondent enters > (50 + sum in S-5) and S-4b is yes, display "Please enter a number no higher than [50 + sum in 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 United States Mint to find out about product or program information?

Answer for each row.

| Methods Used to Contact United States Mint about <i>Product or Program Information</i> | 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 United States Mint to find out about product or program information?

Display only rows corresponding to selections in Q2-12a

| Success of Contact Attempt about <i>Product or Program Information</i> | Yes | No |
|--|-----------------------|-----------------------|
| Were you able to speak with a United States Mint representative by telephone? | <input type="radio"/> | <input type="radio"/> |
| Was your mail inquiry answered by a United States Mint representative? | <input type="radio"/> | <input type="radio"/> |
| Were you able to reach someone at the United States 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 product or program information you were seeking by your <u>telephone inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to obtain the product or program information you were seeking by your <u>mail inquiry</u> ? | <input type="radio"/> | <input type="radio"/> |
| Were you able to obtain the product or program information you were seeking by your " <u>other method</u> " 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 or Program Information | Yes | No |
|---|-----------------------|-----------------------|
| Was the product or program information you received in response to your <u>telephone inquiry</u> accurate? | <input type="radio"/> | <input type="radio"/> |
| Was the product or program information you received in response to your <u>mail inquiry</u> accurate? | <input type="radio"/> | <input type="radio"/> |
| Was the product or program information you received in response to your " <u>other method</u> " 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 |
| | 5 | 6 | | | |
| Satisfaction with handling of your product or program information inquiries | o | o | o | o | o |
| | o | | | | |

Q.2-12e2 Please describe why you were dissatisfied with the handling of your product or program information inquiries.

*Ask Q2-12e2 if Q2-12e <3.
 Do not force an entry.*

Skip to Q2-14a if row 12 answer in Q2-1 is “No.”

Q.2-13a Which methods did you use to attempt to contact the United States Mint to find out about the status of an order the last time you did so?

Answer for each row.

| Methods Used to Contact United States 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 United States 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 United States 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 United States Mint representative? | <input type="radio"/> | <input type="radio"/> |
| Were you able to reach someone at the United States 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 order status information you were seeking by your telephone inquiry? | <input type="radio"/> | <input type="radio"/> |
| Were you able to obtain the order status information you were seeking at the www.usmint.gov website? | <input type="radio"/> | <input type="radio"/> |
| Were you able to obtain the order status information you were seeking by your mail inquiry? | <input type="radio"/> | <input type="radio"/> |
| Were you able to obtain the order status information 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 order status information you received in response to your telephone inquiry accurate? | <input type="radio"/> | <input type="radio"/> |
| Was the order status information you received from the www.usmint.gov website accurate? | <input type="radio"/> | <input type="radio"/> |
| Was the order status information you received in response to your mail inquiry accurate? | <input type="radio"/> | <input type="radio"/> |
| Was the order status information 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 |
| | 5 | 6 | | | |
| Satisfaction with handling of your order status information inquiries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q.2-13e2 Please describe why you were dissatisfied with the handling of your order status information inquiries.

*Ask Q2-13e2 if Q2-13e <3.
Do not force an entry.*

Skip to Q3-1 if row 10 answer in Q2-1 is “No.”

Q2-14a1 In what month did you most recently contact the United States Mint by phone?

| | Select One |
|-----------|--------------------------|
| January | <input type="checkbox"/> |
| February | <input type="checkbox"/> |
| March | <input type="checkbox"/> |
| April | <input type="checkbox"/> |
| May | <input type="checkbox"/> |
| June | <input type="checkbox"/> |
| July | <input type="checkbox"/> |
| August | <input type="checkbox"/> |
| September | <input type="checkbox"/> |
| October | <input type="checkbox"/> |
| November | <input type="checkbox"/> |
| December | <input type="checkbox"/> |

Q.2-14a2 On the most recent call, how long did you have to wait until a customer service representative answered?

| | Select One |
|---|--------------------------|
| No wait, my call was answered right away | <input type="checkbox"/> |
| Less than 30 seconds | <input type="checkbox"/> |
| Between 30 seconds to just under 1 minute | <input type="checkbox"/> |
| 1 minute to just under 2 minutes | <input type="checkbox"/> |
| 2 minutes to just under 3 minutes | <input type="checkbox"/> |
| 3 minutes to just under 5 minutes | <input type="checkbox"/> |
| 5 minutes to just under 10 minutes | <input type="checkbox"/> |
| 10 minutes or more | <input type="checkbox"/> |
| Call not answered at all | <input type="checkbox"/> |

<page break>

Q.2-14b Thinking again about this most recent call with the United States Mint, were you...

| | Select One |
|-------------------------------|--------------------------|
| Placing an order? | <input type="checkbox"/> |
| Calling about something else? | <input type="checkbox"/> |

Q.2-14c Was this a call you made to place an order during the first few days that the product was available?

| | Select One |
|----------------|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |
| Don't Remember | <input type="checkbox"/> |

Ask Q2-14c if Q2-14b is placing an order

Skip to Q2-14h if Q2-14a2, row 9 "Call not answered at all" is selected

Q.2-14d How dissatisfied or satisfied were you on this most recent call?

| | Extremely Extremely Dissatisfied Satisfied | | | | |
|---|---|----------|----------|----------|---|
| | 1 | 2 | 3 | 4 | |
| | 5 | 6 | | | |
| Satisfaction with this most recent call | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | |

<page break>

Q.2-14e How dissatisfied or satisfied were you on this most recent call with the customer service representative's...

| | Extremely Extremely Dissatisfied Satisfied | | | | |
|---|---|----------|----------|----------|---|
| | 1 | 2 | 3 | 4 | |
| | 5 | 6 | | | |
| United States Mint Customer Service Representative's... | | | | | |
| Overall knowledge | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | |
| Ability to answer your questions | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | |
| Courteousness | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | |
| Helpfulness | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | |

Q.2-14f Do you feel that it was the representative or the United States Mint policies that led to your dissatisfaction?

| | Select One |
|---------------------------------|--------------------------|
| Customer service representative | <input type="checkbox"/> |
| United States Mint policies | <input type="checkbox"/> |

Ask Q2-14f if Q2-14d <3.

Q.2-14g Please describe why you were dissatisfied with the handling of this most recent call.

Ask Q2-14g if Q2-14d <3.
Do not force an entry.

Q.2-14h ***At any time in the past 3 months***, have you experienced any of the following issues when attempting to contact the United States Mint by telephone?

| Experiences when Attempting to Contact United States Mint by Telephone | Yes | No |
|--|-----|----|
| I had to wait too long to speak with a representative so I hung up | o | o |
| I was asked to call back at another time due to heavy call volume | o | o |
| I was disconnected during the call | o | o |
| Some other problem (specify _____) | o | o |

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

Next we would like to learn about your level of satisfaction with certain aspects of the United States Mint’s products and services.

Q.3-1 Please rate your satisfaction with the United States 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.”

(For the second screen of Q.3-1 in the survey, Replace with “Please continue to rate your satisfaction with the United States 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.”)

| | | Extremely Extremely Dissatisfied Satisfied | | | | Not Sure |
|------------------------|---|---|----------|----------|----------|---------------------|
| | | 1 | 2 | 3 | 4 | --- |
| | | 5 | 6 | | | |
| Product Quality | | | | | | |
| 1. | Overall product quality | 0 | 0 | 0 | 0 | 0 |
| 2. | Product authenticity | 0 | 0 | 0 | 0 | 0 |
| 3. | Quality of Annual Quarters Clad Proof Sets | 0 | 0 | 0 | 0 | 0 |
| 4. | Quality of Annual Quarters Silver Proof Sets | 0 | 0 | 0 | 0 | 0 |
| 5. | Quality of Annual Full Clad Proof Set | 0 | 0 | 0 | 0 | 0 |
| 6. | Quality of Annual Full Silver Proof Set | 0 | 0 | 0 | 0 | 0 |
| 7. | Quality of Uncirculated Sets | 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 2009 Ultra High Relief Double Eagle Gold Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 11. | Quality of American Eagle Gold Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 12. | Quality of American Eagle Gold Uncirculated Coins (with 'W' mint mark) | 0 | 0 | 0 | 0 | 0 | 0 |
| 13. | Quality of American Eagle Platinum Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 14. | Quality of American Eagle Platinum Uncirculated Coins (with 'W' mint mark) | 0 | 0 | 0 | 0 | 0 | 0 |
| 15. | Quality of American Buffalo 24K Gold Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 16. | Quality of American Buffalo 24K Gold Uncirculated Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 17. | Quality of Bag and Roll Products | 0 | 0 | 0 | 0 | 0 | 0 |
| 18. | Quality of Annual 4-Coin Presidential \$1 Coin Proof Set | 0 | 0 | 0 | 0 | 0 | 0 |
| 19. | Quality of First Spouse 24K Gold Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 20. | Quality of First Spouse 24K Gold Uncirculated Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| 21. | Quality of "Other Products" | 0 | 0 | 0 | 0 | 0 | 0 |

| Artwork/Designs of United States Mint Numismatic Coins | | | | | | |
|--|---|---|---|---|---|---|
| 22. Artwork/designs Overall | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| Packaging of United States Mint Products | | | | | | |
| 23. Packaging Overall | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| Pricing of United States Mint Products | | | | | | |
| 24. Overall product pricing | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 25. Price for shipping | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 26. Price for Annual Quarters Clad Proof Sets | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 27. Price for Annual Quarters Silver Proof Sets | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 28. Price for Annual Full Clad Proof Set | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 29. Price for Annual Full Silver Proof Set | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 30. Price for Uncirculated Sets | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 31. Price for American Eagle Silver Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 32. Price for American Eagle Silver Uncirculated Coins (with 'W' mint mark) | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 33. Price for 2009 Ultra High Relief Double Eagle Gold Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 34. Price for American Eagle Gold Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 35. Price for American Eagle Gold Uncirculated Coins (with 'W' mint mark) | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 36. Price for American Eagle Platinum Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 37. Price for American Eagle Platinum Uncirculated Coins (with 'W' mint mark) | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | | | | | |
| 38. Price for American Buffalo 24K Gold Proof Coins | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | |
|---|--------|---|--------|---|---|---|
| | 0 | | | | | |
| 39. Price for American Buffalo 24K Gold Uncirculated Coins | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 40. Price for Bag and Roll Products | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 41. Price for Annual 4-Coin Presidential \$1 Coin Proof Set | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 42. Price for First Spouse 24K Gold Proof Coins | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 43. Price for First Spouse 24K Gold Uncirculated Coins | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 44. Price for "Other Products" | 0 0 | 0 | 0 | 0 | 0 | 0 |
| Product Selection from United States Mint | | | | | | |
| 45. Breadth of product types available | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 46. Availability of coin collecting/display aids (e.g., storage containers, quarters' maps, etc.) | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 47. Availability of educational materials (e.g. history of coins, etc.) | 0 | 0 | 0 0 | 0 | 0 | 0 |
| 48. Availability of youth-oriented products (youth collectors' set, etc.) | 0 0 | 0 | 0 | 0 | 0 | 0 |
| 49. Availability of products and presentation materials suitable for gift-giving | 0 0 | 0 | 0 | 0 | 0 | 0 |

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.”

(For the second screen of Q.3-2 in the survey, Replace with “Please continue to rate your 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.”)

| | | Extremely Extremely Dissatisfied Satisfied | | | | Not Sure |
|--|--|---|-----------------------|-----------------------|-----------------------|-----------------------|
| | | 1 | 2 | 3 | 4 | --- |
| | | 5 | 6 | | | |
| United States Mint Communications | | | | | | |
| 1. | Communications overall | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. | Types/content of communications sent to you | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. | Timeliness of communications about new product availability | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. | Accuracy of information on new products, product changes, etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. | E-mail product notifications | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. | Product brochures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. | Product notifications | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. | Subscription notifications | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. | Annual United States Mint catalog | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | | |
|---|--------|---|---|---|---|---|
| | o | | | | | |
| 10. "Coins Online" newsletter | o o | o | o | o | o | o |
| United States Mint Ordering Process | | | | | | |
| 11. Ease of the ordering process - Internet | o o | o | o | o | o | o |
| 12. Ease of the ordering process - telephone | o o | o | o | o | o | o |
| 13. Ease of the ordering process - mail | o o | o | o | o | o | o |
| 14. Clarity of information on products/prices | o o | o | o | o | o | o |
| 15. Accurate representation of products | o o | o | o | o | o | o |
| 16. Subscription ordering program | o o | o | o | o | o | o |

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

Q.3-2a Please describe why you are dissatisfied with the “Coins Online” newsletter.

*Ask Q3-2a if Q3-2 item 10 <3.
Do not force an entry.*

Q.3-2b How satisfied are you with the following aspects of the printed United States Mint product catalog?

| | Extremely Extremely Dissatisfied Satisfied | | | | |
|--------------------------------|---|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 5 | 2 6 | 3 | 4 | |
| Overall design | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Presentation of products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information about the products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Ask Q3-2b only if Q2-1 row 24 is “Yes.”

Q.3-3. For which, if any, of the following occasions have you given United States Mint coins or coin products as a gift in the past 12 months?

| | 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 United States 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 United States 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 |

If Q3-4 response is <3 for either row 1 or row 8,” ask Q3-4b

For Q3-4, row “Other (Specify)”, only prompt for an answer in the text box if the respondent selects a value of 4 or more

Q3-4b. Why are you not likely to buy United States Mint coin or coin products within the next 12 months for a [birthday and/or Christmas/year-end holidays]?

If Q3-4 row 1 is <3 then insert birthday in question stem

If Q3-4 row 8 <3 then insert Christmas/year-end holidays in question stem

If both Q3-4 row 1 and row 8 <3 then insert birthday and/or Christmas/year-end holidays in question stem

Do not force an entry.

Past 90 Day Experience (note: was rotational section in prior wave, now permanent)

Q.4z-1. Which, if any, of the following interactions have you had with the United States Mint in the past 90 days?

| Interactions with United States Mint in Past 90 Days | Select All That Apply |
|--|--------------------------|
| Placed an Order for a Product with the United States Mint | <input type="checkbox"/> |
| Received Merchandise from the United States Mint | <input type="checkbox"/> |
| Contacted the United States Mint by Phone | <input type="checkbox"/> |
| Contacted the United States Mint by Some Other Method | <input type="checkbox"/> |
| Received a Mailing from the United States Mint | <input type="checkbox"/> |
| Received a Telephone Call from the United States Mint | <input type="checkbox"/> |
| Received an E-mail or Other Electronic Communication from the United States Mint | <input type="checkbox"/> |
| Visited the United States Mint Website | <input type="checkbox"/> |
| Other (Specify) _____ | <input type="checkbox"/> |
| I have not had any interactions with the United States Mint in the past 90 days | o |

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

<page break>

Q.4z-2 Thinking only about the past 90 days, how would you rate your overall satisfaction with the United States 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 | | | |
| United States Mint performance in the past 90 days | 0 0 | 0 | 0 | 0 | 0 |

Do not ask if Q.4z-1 is last row

<page break>

Q.4z-3 What are the primary reasons you are not fully satisfied with the United States Mint's performance in the past 90 days?

Ask Q4z-3 only if Q4z-2 <4.

Rotational Section *(do not display this line)*

United States Mint America the Beautiful Quarters™ Program Background

Beginning in 2010, the United States Mint will issue 56 quarter-dollar coins featuring designs depicting national parks and other national sites as part of the United States Mint America the Beautiful Quarters™ Program. The five quarters to be released in 2010 will honor

- Hot Springs National Park in Arkansas,
- Yellowstone National Park in Wyoming,
- Yosemite National Park in California,
- Grand Canyon National Park in Arizona, and
- Mt. Hood National Forest in Oregon

A restored version of the familiar 1932 John Flanagan portrait of George Washington will be featured on the obverse (“heads” side) of the quarters. Each year, the public will see five new national site designs depicted on the reverse (“tails” side) of America the Beautiful Quarters.

Of course, the United States Mint will include these new America the Beautiful Quarters in the annual Proof and Uncirculated sets.

Additionally, the United States Mint is considering producing an Uncirculated Quarters Set. This set would be constructed of heavy cardstock “blister” packaging with a fold-out design (similar to Presidential \$1 Coin Uncirculated Set), and would include a total of 10 uncirculated quarters (5 “D” and 5 “P”). The packaging of the set would include images and brief descriptions of each of the national sites featured on the quarters produced in 2010. Estimated pricing would be approximately \$16-17.

[Placeholder for screenshot of Presidential \$1 Coin Uncirculated Set.]

Q5a-1 Suppose that the United States Mint offers each of the items listed in the table below in 2010. Please indicate how likely you would be to purchase each item.

Please indicate your likelihood to purchase each of the following items.

| | | | Likelihood to Purchase | | | | |
|--|---|--------------------------|-------------------------------|---|--------|---|-------------------------|
| Possible Product Options | Description | Approximate Price | Not at All Likely | | | | Extremely Likely |
| Annual Sets | | | | | | | |
| Full Annual Clad Proof Set | Similar to the current Proof Set | \$30 | 1 | 2 | 3 6 | 4 | 5 |
| Full Annual Silver Proof Set | Similar to the current Silver Proof Set | \$50-\$55 | 1 | 2 | 3 6 | 4 | 5 |
| American the Beautiful Quarters Clad Proof Set | Similar to the current Quarters Proof Set | \$15 | 1 | 2 | 3 6 | 4 | 5 |
| American the Beautiful Quarters Silver Proof Set | Similar to the current Quarters Silver Proof Set | \$30 | 1 | 2 | 3 6 | 4 | 5 |
| Full Annual Uncirculated Coin Set | Similar to the current Annual Uncirculated Set | \$20-\$25 | 1 | 2 | 3 6 | 4 | 5 |
| American the Beautiful Quarters Uncirculated Set | Heavy cardstock fold-out set with 10 uncirculated quarters (5 "D" and 5 "P"). Similar in design to Presidential \$1 Coin Uncirculated Set | \$16-\$17 | 1 | 2 | 3 6 | 4 | 5 |

Q5a-2 How many, if any, of each of these products would you be likely to purchase from the United States Mint?

| Possible Product Options | Description | Approximate Price | Number You Would Purchase |
|--|---|-------------------|---------------------------|
| Annual Sets | | | |
| Full Annual Clad Proof Set | Similar to the current Proof Set | \$30 | _____ |
| Full Annual Silver Proof Set | Similar to the current Silver Proof Set | \$50-\$55 | _____ |
| American the Beautiful Quarters Clad Proof Set | Similar to the current Quarters Proof Set | \$15 | _____ |
| American the Beautiful Quarters Silver Proof Set | Similar to the current Quarters Silver Proof Set | \$30 | _____ |
| Full Annual Uncirculated Coin Set | Similar to the current Annual Uncirculated Set | \$20-\$25 | _____ |
| American the Beautiful Quarters Uncirculated Set | Heavy cardstock fold-out set with 10 uncirculated quarters (5 "D" and 5 "P"). Similar in design to Presidential \$1 Coin Uncirculated Set | \$16-\$17 | _____ |

Only show rows where corresponding answer in Q5a-1 ≥ 3

Range: 0-99

If answer > 5 to any individual question, then show the following warning message: "Are you sure you are likely to purchase [answer >5 and name of product, comma separated for each value >5] from the United States Mint? If yes, click OK to continue, otherwise click CANCEL and change your answer."

Special 5-Ounce Silver America the Beautiful Quarters

The United States Mint is also considering producing large, 5-oz. silver coins that are exact duplicates of each of the America the Beautiful Quarters. They would be made of .999 fine silver and have a diameter of approximately three inches. They will have a one-quarter dollar face value and would carry the mintmark of the facility where they are produced.

Each of the five America the Beautiful Quarters issued throughout the year would be made available in this special 5 oz. silver version. The price of each 5-oz. Silver America the Beautiful Quarter would be approximately \$160-\$175. (Possible mintage quantities have not yet been decided.)

Q5a-3 How likely would you be to purchase (at least 1 of) these 5-oz. silver American the Beautiful Quarters?

Please indicate your likelihood to purchase each of the following items.

| | | Likelihood to Purchase | | | | |
|--|--|-------------------------------|----------|----------|----------|-------------------------|
| Possible Product Options | Approximate Price | Not at All Likely | 2 | 3 | 4 | Extremely Likely |
| American the Beautiful 5 oz. Silver Coin | ~\$160-\$175 (per individual 5 oz. coin) | 1 | 2 | 3 | 4 | 5 |
| | | | | 6 | | |

Q5a-4 How many, if any, of each of these products would you be likely to purchase from the United States Mint?

| 5-Ounce Silver America the Beautiful Quarters | Approximate Price | Number You Would Purchase |
|--|--------------------------|----------------------------------|
| Hot Springs National Park in Arkansas, | ~\$160-\$175 | _____ |
| Yellowstone National Park in Wyoming, | ~\$160-\$175 | _____ |
| Yosemite National Park in California, | ~\$160-\$175 | _____ |
| Grand Canyon National Park in Arizona, and | ~\$160-\$175 | _____ |
| Mt. Hood National Forest in Oregon. | ~\$160-\$175 | _____ |

Only ask if Q5a-3 >=3

Range: 0-99

If answer > 5 to any individual row, then show the following warning message: "Are you sure you are likely to purchase [answer >5 and name of product, comma separated for each value >5] from the United States Mint? If yes, click OK to continue, otherwise click CANCEL and change your answer."

Q5a-5 The United States Mint needs to choose a type of finish for the special 5 oz. Silver American the Beautiful™ Coins that it is considering offering. Which of the following finishes would be your first choice for these 5 oz. silver coins? Your 2nd choice? Your 3rd?

Please select one in each column.

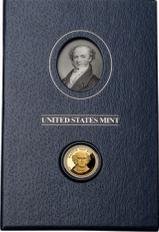
| Finish for 5-oz. Silver America the Beautiful Quarters | First Choice | Second Choice | Third Choice |
|--|-----------------------|-----------------------|-----------------------|
| Proof (striking mirror-like background, bears mint mark from the designated production facility) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reverse Proof (has the same image as a Proof coin but the background has a “frosted” rather than mirror-like finish, bears mint mark from the designated production facility) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Uncirculated (satin or “burnished” finish, bears mint mark from the designated production facility) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Ask only if Q5a-3 >=3
 Randomize order of rows

Q5a-6 The United States Mint has recently discontinued several items. Please indicate whether or not you purchased each of these discontinued items directly from the United States Mint at any time *in the past three years*.

Please also indicate how likely you would be to purchase each of these items if the United States Mint reintroduced them in 2010.

| Discontinued Item Description | Approximate Price (Note: Precious Metal Coin Prices Can Vary with Market Conditions) | Did you Purchase Directly from the United States Mint in Past 3 Years? | | Likelihood to Purchase if Reintroduced in 2010 Not at All Extremely Likely Likely | | | | |
|--|--|--|-----------------------------|---|---|--------|---|---|
| American Eagle Gold Uncirculated (Note: American Eagle Gold <i>Proof</i> coins were not discontinued) | | | | | | | | |
| American Eagle Gold Uncirculated 1 oz. Coin | ~\$1,178 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Gold Uncirculated Fractional Coins (1/10 oz, 1/4 oz, 1/2 oz.) | ~\$135-\$600 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Gold Uncirculated 4-coin Set | ~\$2,098 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Platinum Proof | | | | | | | | |
| American Eagle Platinum Proof 1 oz. Coin | ~\$1,120 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Platinum Proof Fractional Coins (1/10 oz, 1/4 oz, 1/2 oz.) | ~\$200-\$600 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Platinum Proof 4-coin Set | ~\$2,180 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Platinum Uncirculated | | | | | | | | |
| American Eagle Platinum Uncirculated 1 oz. Coin | ~\$1,070 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Eagle Platinum Uncirculated Fractional Coins (1/10 oz, 1/4 oz, 1/2 oz.) | ~\$135-\$570 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |

| | | | | | | | | |
|---|--------------|------------------------------|-----------------------------|---|---|--------|---|---|
| American Eagle Platinum Uncirculated 4-Coin Set | ~\$2,090 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Buffalo Gold Proof | | | | | | | | |
| American Buffalo Gold Proof Fractional Coins (1/10 oz, ¼ oz, ½ oz.) | ~\$165-\$550 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Buffalo Gold Proof 4-Coin Set | ~\$2,005 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Buffalo Gold Uncirculated | | | | | | | | |
| American Buffalo Gold Uncirculated 1 oz. Coin (Note American Buffalo Gold <u>Proof</u> 1 oz. Coin was not discontinued) | ~\$1,000 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Buffalo Gold Uncirculated Fractional Coins (1/10 oz, ¼ oz, ½ oz.) | ~\$130-\$525 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| American Buffalo Gold Uncirculated 4-Coin Set | ~\$1,902 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
| Other Products | | | | | | | | |
|  Legacy Set | ~\$100 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
|  Coin and Die Set | ~\$35 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
|  Presidential \$1 Coin Signature Set | ~\$20 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |

| | | | | | | | | |
|---|------|------------------------------|-----------------------------|---|---|--------|---|---|
| Presidential \$1 Coin Individual Proof Coin | ~\$6 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 2 | 3 6 | 4 | 5 |
|---|------|------------------------------|-----------------------------|---|---|--------|---|---|

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 Q5-4

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

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

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

If No, Skip to Q5-6

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 2008?
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"/> |

<page break>

Thank you for participating in this survey.

Please press the STOP button to finish the survey.