# United States Mint CSM Tracking Survey Questionnaire

**CY 1Q10** 

prepared for

## The United States Mint Department of the Treasury

January 26, 2010



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-XXXX. 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 <a href="mailto:jweisenfeld@nationalanalysts.com">jweisenfeld@nationalanalysts.com</a>

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?	0	О
For an advertising, sales promotion, or public relations firm?	О	0
For an organization that produces, distributes, and sells collectable coins? (e.g.,	О	0
coin dealer)		
As a journalist/freelance writer?	О	О

Send to terminate screen if "yes" to any.

S-2 What is your age in years?

Age	(in	years)

Send to terminate screen if under 18.

S-3 Have you purchased any coins or other merchandise from the United States Mint during the past 12 months?

#### Select one.

Yes	О
No	O

Send to terminate screen if "No."

S-4 Approximately how many of each of the following items have you bought <u>directly from the United States Mint during the past 12 months</u>?

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 <u>Clad</u> Proof Sets	
Annual Quarters <u>Silver</u> Proof Sets	
Annual 4-Coin Presidential \$1 Coin Proof Sets	
Annual Full <u>Clad</u> Proof Set	
Annual Full <u>Silver</u> Proof Set	
Uncirculated Sets	
American Eagle Coins	
American Eagle <u>Silver</u> <u>Proof</u> Coins (1 oz.)	
American Eagle <b>Silver Uncirculated</b> Coins (with 'W' mint	
mark) (1 oz.)	
2009 Ultra High Relief Double Eagle Gold Coins	
American Eagle <u>Gold</u> <u>Proof</u> Coins	
- 1 oz.	
- ½ oz.	
- ½ oz.	
- 1/10 oz.	
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	
American Eagle <b>Gold Uncirculated</b> Coins (with 'W' mint mark)	
- 1 oz.	
- ½ oz.	
- ½ oz.	
- 1/10 oz.	
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	
American Eagle <u>Platinum</u> <u>Proof</u> Coins	
- 1 oz.	
- ½ oz.	

- ½ 0Z.	
- 1/10 oz.	
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	
American Eagle <b>Platinum Uncirculated</b> Coins (with 'W' mint	
mark)	
- 1 oz.	
- ½ oz.	
- ½ OZ.	
- 1/10 oz.	
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	
American Buffalo Coins	
American Buffalo 24K Gold <b>Proof</b> Coins	
American Buffalo 24K Gold <b>Uncirculated</b> Coins (with 'W' mint	
mark)	
First Spouse Coins	
First Spouse 24K Gold <b>Proof</b> Coins	
First Spouse 24K Gold <b>Uncirculated</b> 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	0		
No	0		

#### <page break>

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

	Check	
	one	
Yes	О	
No	O	

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 <u>separate</u> 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	<u></u>
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 <u>very first time</u> that you <u>ever</u> purchased coins or other merchandise <u>directly</u> from the United States Mint?

Select only one.

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

#### <page break>

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?"

	Extrei Extrei Dissat Satisf	mely tisfied			
	1 5	2 6	3	4	
Overall United States Mint performance as a supplier of coins and coin products	0 0	0	0	0	О

#### <page break>

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 <a href="next-12">next-12</a> 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."

	Ext Like Like Pur	c At Al remel ely to ely to chase	y	
How likely are you to purchase directly from the United States Mint during the <i>next 12 months</i> ?	1 5	2 6	3	4

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 (Next 12 Months)	
1.	Increase the amount of merchandise you purchase from the United States Mint	О
2.	Purchase about the same amount from the United States Mint	О
3.	<b>Decrease</b> the amount of merchandise you purchase from the United States Mint	О
4.	Stop purchasing from the United States Mint altogether	О

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

Q.1-3 Thinking about the <u>next 12 months</u>, 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

Litter a fidfiber in each fow		
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 <u>Clad</u> Proof Sets	Value from S-4	
Annual Quarters <u>Silver</u> Proof Sets	Value from S-4	
Annual 4-Coin Presidential \$1 Coin Proof Sets	Value from S-4	
Annual Full <u>Clad</u> Proof Set	Value from S-4	
Annual Full <u>Silver</u> Proof Set	Value from S-4	
Uncirculated Sets	Value from S-4	
American Eagle Coins		
American Eagle <u>Silver</u> <u>Proof</u> Coins (1 oz.)	Value from S-4	
American Eagle <u>Silver</u> <u>Uncirculated</u> 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 <b>Gold Proof</b> Coins		
- 1 oz.	Value from S-4	
- ½ oz.	Value from S-4	
- ½ 0Z.	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 <b>Gold Uncirculated</b> Coins (with 'W' mint		
mark)	\/ala f==== C 4	
- 1 oz.	Value from S-4	
American Eagle <u>Platinum</u> <u>Proof</u> Coins	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
- 1 oz.	Value from S-4	
American Buffalo Coins		
American Buffalo 24K Gold <u><b>Proof</b></u> Coins	Value from S-4	

First Spouse Coins		
First Spouse 24K Gold <b>Proof</b> Coins	Value from S-4	
First Spouse 24K Gold <b><u>Uncirculated</u></b> Coins	Value from S-4	
Commemorative Coins		
Gold Commemorative Coins or Commemorative Coin Sets	Value from S-4	
Silver Commemorative Coins or Commemorative Coin	Value from S-4	
Sets		
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,	Value from S-4	
maps, etc.)		
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.

Allswei für edeli füw.				
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.)	О	O		
Problems with Orders				
2. <u>Never received specific merchandise</u> that you ordered	О	O		
3. Received ordered merchandise, but <u>not within the expected delivery timeframe</u>	O	O		
4. Experienced a <u>billing error</u>	О	O		
<ol><li>Received merchandise that arrived in <u>damaged/poor condition</u></li></ol>	О	O		
6. Received an inaccurate order (wrong items or quantities shipped)	О	O		
7. You returned items you had received (i.e., items that were damaged, incorrect item	o	O		
shipped, failed to meet expectations, etc.)				
8. You decided that you WILL return items you are not happy with, but haven't had a chance	О	O		
to do so yet (i.e., items that were damaged, incorrect item shipped, merchandise failed to				
meet expectations, etc.)				
9. You had some other type of problem with an order (please specify)	О	O		
[max 200 characters]		<u> </u>		
Customer Service Interactions				
10. Attempted to contact United States Mint customer service by phone <u>for any reason</u>	О	O		
11. Attempted to contact the United States Mint (by phone or mail) to find out about <u>new</u>	o	O		
<u>product information</u>				
12. Attempted to contact the United States Mint (by phone or mail) to <i>find out the status</i>	o	O		
<u>of an order</u>				
13. Attempted to contact the United States Mint (by phone or mail) to <u>resolve a problem</u>	О	O		
<u>with billing</u> on an order				
14. Attempted to contact the United States Mint (by phone or mail) to <u>resolve a problem</u>	О	O		
with merchandise that you received (i.e., wrong items or quantity shipped, damaged				

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 o	О
that were being released		
<ol> <li>You <u>received a phone call</u> from the United States Mint confirming t</li> </ol>	hat an order you o	О
placed had shipped		
17. You <u>received a phone call</u> from the United States Mint alerting you	about some type o	О
of problem with an order (i.e., that it was being delayed, that your credit	card on file had	
expired, etc.)		
18. You <u>received a phone call</u> from the United States Mint for any othe	r reason o	О
E-Mails FROM the United States Mint		
19. You received an e-mail containing a United States Mint product cat	talog o	О
20. You received an e-mail from the United States Mint alerting you ab		О
were being released		
21. You received an e-mail from the United States Mint confirming that	t your order has o	О
been shipped		
22. You received an e-mail from the United States Mint alerting you ab	out some type of o	О
problem with an order (i.e., that it was being delayed, that your credit ca		
expired, etc.)		
23. You received an e-mail from the United States Mint for any other re	eason o	О
Mail FROM the United States Mint (not including order shipments)		
24. You <u>received a printed</u> United States Mint product catalog	0	О
25. You received a letter/postcard from the United States Mint alerting	you about o	О
products that were being released		
26. You received a letter/postcard from the United States Mint confirm	ing that your o	О
order has been shipped		
27. You received a letter/postcard from the United States Mint alerting	you about some o	О
type of problem with an order (i.e., that it was being delayed, that your o		
had expired, etc.)		
28. You received a letter/postcard from the United States Mint for any	other reason o	О
	-	

#### 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 <u>past 12 months</u>?

Select all that apply.

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

#### <page break>

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.

0.0010	
E-mail	Check one
Yes, I have signed up to receive e-mail updates from the United	О
States Mint	
I have given the United States Mint my e-mail address when	0
placing an order, but did not sign up to receive e-mail updates	
I have not given my e-mail address to the United States Mint	О

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 <u>resolve</u> <u>your most recent problem with merchandise not being received?</u>

Answer for each row.

Methods Used to Contact United States Mint to Resolve Your Problem with Merchandise not being Received		No
Attempted to resolve a problem with merchandise not being received by telephone	О	О
Attempted to resolve a problem with merchandise not being received by mail	0	О
Attempted to resolve a problem with merchandise not being received by other method	О	О
(e.g., fax)		

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 <u>resolve your problem</u> with merchandise not being <u>received</u>?

Display only rows corresponding to selections in Q2-5a

Success of Contact Attempt to Resolve your Problem with Merchandise not being Received		No
Were you able to speak with a United States Mint representative by telephone?	О	0
Was your mail inquiry answered by a United States Mint representative?	О	0
Were you able to reach someone at the United States Mint by the "other method" you	О	О
used to contact them?		

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

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

Display only rows corresponding to selections in Q2-5b

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

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	4
	5	6			
Satisfaction with <b>resolution of your problem with merchandise</b>	О	О	О	О	О
not being received	О				

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

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.

Select all that apply.	Products that you
Product Types	Products that you Ordered but did Not Receive (Past 12 Months)
Annual Coin Sets	
Annual Quarters <u>Clad</u> Proof Sets	0
Annual Quarters <u>Silver</u> Proof Sets	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual Full <u>Clad</u> Proof Set	0
Annual Full <u>Silver</u> Proof Set	О
Uncirculated Sets	О
American Eagle Coins	
American Eagle <u>Silver Proof</u> Coins (1 oz.)	О
American Eagle <u>Silver</u> <u>Uncirculated</u> Coins (with 'W' mint mark) (1	О
oz.)	
2009 Ultra High Relief Double Eagle Gold Coins	O
American Eagle <u>Gold Proof</u> Coins	
- 1 oz.	0
- ½ oz.	0
- ½ OZ.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle <b>Gold Uncirculated</b> Coins (with 'W' mint mark)	
- 1 oz.	0
- ½ oz.	0
- ½ OZ.	0
- 1/10 oz.	O
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	O
American Eagle <u>Platinum</u> <u>Proof</u> Coins	
- 1 oz.	O
- ½ oz.	О

- ½ oz.	О
- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	О
American Eagle <b>Platinum Uncirculated</b> Coins (with 'W' mint mark)	
- 1 oz.	О
- ½ oz.	О
- ½ oz.	О
- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	О
American Buffalo Coins	
American Buffalo 24K Gold <u>Proof</u> Coins	o
American Buffalo 24K Gold <b>Uncirculated</b> Coins (with 'W' mint mark)	o
First Spouse Coins	
First Spouse 24K Gold <b>Proof</b> Coins	0
First Spouse 24K Gold <u>Uncirculated</u> 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	О
Other Coins and Merchandise	
Coin Rolls and/or Bags	O
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 =< (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]."

#### <page break>

Q.2-6a2 Were you told <u>at the time you ordered the item</u> 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 <u>at the time you</u> 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	О
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	О
the item was not yet available and would be shipped	
at a later date	

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

(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 <u>at the time you ordered the item)</u>?)

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	0
No, it arrived within the time frame I was told when I ordered the item	0

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-	[INSERT # of Q2-
	6A2=No if >0] Order(s)	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		

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 <u>still</u> 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

were eyond told ered
Q2-
01
ere

[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 <u>Clad</u> Proof Sets	o
Annual Quarters <u>Silver</u> Proof Sets	O
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual Full <u>Clad</u> Proof Set	0
Annual Full <u>Silver</u> Proof Set	0
Uncirculated Sets	О
American Eagle Coins	
American Eagle <u>Silver Proof</u> Coins (1 oz.)	О
American Eagle <u>Silver</u> <u>Uncirculated</u> Coins (with 'W' mint mark) (1 oz.)	O
2009 Ultra High Relief Double Eagle Gold Coins	0
American Eagle <b>Gold Proof</b> Coins	
- 1 oz.	0
- ½ oz.	o
- ½ oz.	o
- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	O
American Eagle <b>Gold Uncirculated</b> Coins (with 'W' mint mark)	
- 1 oz.	O
- ½ oz.	O
- ½ oz.	o
- 1/10 oz.	O
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	O
American Eagle <u>Platinum</u> <u>Proof</u> Coins	
- 1 oz.	o
- ½ OZ.	o
- ½ OZ.	O

- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	o
American Eagle <b>Platinum Uncirculated</b> Coins (with 'W' mint mark)	
- 1 oz.	О
- ½ oz.	О
- ½ 0Z.	О
- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	О
American Buffalo Coins	
American Buffalo 24K Gold <b>Proof</b> Coins	О
American Buffalo 24K Gold <b>Uncirculated</b> Coins (with 'W' mint mark)	О
First Spouse Coins	
First Spouse 24K Gold <b>Proof</b> Coins	О
First Spouse 24K Gold <b>Uncirculated</b> Coins	О
Commemorative Coins	
Gold Commemorative Coins or Commemorative Coin Sets	О
Silver Commemorative Coins or Commemorative Coin Sets	О
Clad Commemorative Coins or Commemorative Coin Sets	0
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 Q2-6c because the answer is implied

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

Select all that apply

Зегест ан тнас арргу	
It didn't really create a problem for me, I just would have liked to get it earlier	0
I had to take the time to follow up with the United States Mint to determine when I would receive my order	О
It caused me to be concerned (but I did not follow up) about where my product was and if/when I would receive it	0
It was a gift item and I couldn't give it to the intended recipient on time	0
Because it was late I had to purchase a similar item elsewhere	0
Other (specify)	О

#### 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 <u>resolve a billing</u> <u>problem</u> 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 by telephone	О	О
Attempted to resolve a billing problem by mail	О	О
Attempted resolve a billing problem by other method	О	О

Error message if all rows are "No"

Q.2-7b Were you able to make contact with someone at the United States Mint to <u>resolve this billing problem</u>?

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?	О	О
Was your mail inquiry answered by a United States Mint representative?	О	О
Were you able to reach someone at the United States Mint by the "other method" you	О	О
used to contact them?		

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

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

Display only rows corresponding to selections in Q2-7b

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

Q.2-7d (Intentionally left blank)

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

	Extremely Extremely Dissatisfied Satisfied				
	1 5	2 6	3	4	ı
Satisfaction with <b>resolution of your billing problem</b>	0	0	O	0	О

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

1		

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 <u>did not</u> 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	О
States Mint about it	
Incorrect, I actually did contact the United States Mint to resolve the problem	О

If answer provided is "Incorrect,..." force answer in row 13 of Q2-1 to "Yes" where corresponding answer in row 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 <u>resolve a problem with</u> <u>merchandise that was received</u> the last time you needed to do so?

#### Answer for each row.

Methods Used to Contact United States Mint to Resolve a Problem with Merchandise that was Received		No
Attempted to resolve a problem with merchandise that was received by telephone	О	О
Attempted to resolve a problem with merchandise that was received by mail	0	0
Attempted to resolve a problem with merchandise that was received by other method	0	O

Error message if all rows are "No"

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

Display only rows corresponding to selections in Q2-9a

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

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		
Were you able to resolve your problem with merchandise that was received through your	О	O
telephone inquiry?		
Were you able to resolve your problem with merchandise that was received through your	О	О
mail inquiry?		
Were you able to resolve your problem with merchandise that was received through your	О	О
"other method" inquiry?		

Q.2-9d (Intentionally left blank)

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3		ļ.
	5	6			
Satisfaction with the <b>resolution of your problem with</b>	О	О	О	О	О
merchandise that was received	О				

Q.2-9e2 Please describe why you were dissatisfied with the <u>resolution of your problem with merchandise</u> 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  $\leq$  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	О
Annual Quarters <u>Silver</u> Proof Sets	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual Clad Proof Set	0
Annual <b>Silver</b> Proof Set	О
Uncirculated Sets	О
American Eagle Coins	
American Eagle <b>Silver Proof</b> Coins (1 oz.)	О
American Eagle <b>Silver Uncirculated</b> Coins (with 'W' mint	О
mark) (1 oz.)	
2009 Ultra High Relief Double Eagle Gold Coins	0
American Eagle <b>Gold Proof</b> Coins	
- 1 oz.	0
- ½ oz.	0
- ½ 0Z.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle <b>Gold Uncirculated</b> Coins (with 'W' mint	
mark)	
- 1 oz.	0
- ½ oz.	0
- ½ 0Z.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle <b>Platinum Proof</b> Coins	
- 1 oz.	0

- ½ oz.	О
- ½ oz.	О
- 1/10 oz.	О
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	О
American Eagle <b>Platinum Uncirculated</b> Coins (with 'W' mint	
mark)	
- 1 oz.	О
- ½ oz.	O
- ½ oz.	O
- 1/10 oz.	O
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	O
American Buffalo Coins	
American Buffalo 24K Gold <u>Proof</u> Coins	O
American Buffalo 24K Gold <b>Uncirculated</b> Coins (with 'W' mint	o
mark)	
First Spouse Coins	
First Spouse 24K Gold <b>Proof</b> Coins	O
First Spouse 24K Gold <u>Uncirculated</u> 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	О
Other Coins and Merchandise	
Coin Rolls and/or Bags	O
Bronze Medals	O
Other United States Mint Products (e.g., containers, maps,	O
etc.)	

(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  $\leq$  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	О
Received extra quantities of items that I did not order	0

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 <u>product or program information</u>?

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	О	О
Attempted to contact by mail	О	О
Attempted to contact by other method (e.g., fax)	О	О

Error message if all rows are "No"

Q.2-12b Were you able to make contact with someone at the 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 Product or Program Information		No
Were you able to speak with a United States Mint representative by telephone?	О	О
Was your mail inquiry answered by a United States Mint representative?	О	О
Were you able to reach someone at the United States Mint by the "other method" you	O	О
used to contact them?		

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

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

Display only rows corresponding to selections in Q2-12b

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

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

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

Display only rows corresponding to selections in Q2-12c

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

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

Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

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

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

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 <u>find out about the status of an order</u> the last time you did so?

Answer for each row.

Methods Used to Contact United States Mint to Find Out Status of an Order		No
Attempted to find out order status by telephone	О	О
Attempted to find out status on <u>www.usmint.gov</u> website	О	О
Attempted to find out order status by mail	0	О
Attempted to find out order by other method (e.g., fax)	0	О

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		No
Were you able to speak with a United States Mint representative by telephone?	О	О
Were you able to access the order tracking information on the www.usmint.gov	О	О
website		
Was your mail inquiry answered by a United States Mint representative?	О	О
Were you able to reach someone at the United States Mint by the "other method" you	О	О
used to contact them?		

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

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

Display only rows corresponding to selections in Q2-13b

Ability to Obtain Order Status Information	Yes	No
Were you able to obtain the <b>order status information</b> you were seeking by your telephone	О	O
inquiry?		
Were you able to obtain the <i>order status information</i> you were seeking at the	О	О
<u>www.usmint.gov</u> website?		
Were you able to obtain the <i>order status information</i> you were seeking by your mail	О	O
inquiry?		
Were you able to obtain the <b>order status information</b> you were seeking by your "other	0	О
method" inquiry?		

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

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

Display only rows corresponding to selections in Q2-13c

Accuracy of Order Status Information		
Was the <b>order status information</b> you received in response to your telephone inquiry		O
accurate?		
Was the <i>order status information</i> you received from the <u>www.usmint.gov</u> website	O	O
accurate?		
Was the <b>order status information</b> you received in response to your mail inquiry accurate?	О	O
Was the <b>order status information</b> you received in response to your "other method" inquiry	0	O
accurate?		

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

	Extremely Extremely Dissatisfied Satisfied				
	_1	2 6	3	4	4
Satisfaction with handling of your <i>order status information</i>	0	0	0	0	0
inquiries	o	0	0	O	

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



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	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

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	
Less than 30 seconds	
Between 30 seconds to just under 1 minute	
1 minute to just under 2 minutes	
2 minutes to just under 3 minutes	
3 minutes to just under 5 minutes	
5 minutes to just under 10 minutes	
10 minutes or more	
Call not answered at all	

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

	Select One
Placing an order?	
Calling about something else?	

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	
No	
Don't Remember	

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?

	Ex Di	ctremel ctremel issatisfi atisfied	y			
	5	L 6	2	3	4	1
Satisfaction with this most recent call	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...

Extre	mely		
Extre	mely		
Dissa	tisfied		
Satist	fied		
1	2	3	4
5	6		

United States Mint Customer Service Representative's					
Overall knowledge	0	O	O	O	O
Ability to answer your questions	0	О	0	О	О
Courteousness	0	О	0	О	О
Helpfulness	0	0	0	О	О

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	
United States Mint policies	

*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 <u>At any time in the past 3 months</u>, 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	О	О	
I was asked to call back at another time due to heavy call volume			
I was disconnected during the call	О	О	
Some other problem (specify )	О	О	

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

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

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

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

(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.")

			mely itisfied				Not Sure
		_1	2	3	4	ļ	
Dro	duct Quality	5	6				
1.	Overall product quality	0	О	О	О	0	0
2.	Product authenticity	0	0	О	0	0	О
3.	Quality of Annual Quarters <b>Clad</b> Proof Sets	0	O	O	0	0	О
4.	Quality of Annual Quarters <b>Silver</b> Proof Sets	0	0	O	O	0	О
5.	Quality of Annual Full <u>Clad</u> Proof Set	0	O	O	O	0	О
6.	Quality of Annual Full <b>Silver</b> Proof Set	0	O	O	0	0	О
7.	Quality of <u>Uncirculated</u> Sets	0	O	O	О	0	О

8.	Quality of American Eagle Silver <b><u>Proof</u></b> Coins	0	0	0	O	О	О
9.	Quality of American Eagle Silver <u>Uncirculated</u> Coins (with 'W'	0	О	0	О	О	О
	mint mark)	0					
10.	Quality of 2009 Ultra High Relief Double Eagle Gold Coins	0	O	O	O	0	O
11.	Quality of American Eagle Gold <b><u>Proof</u></b> Coins	0	О	0	0	О	0
12.	Quality of American Eagle Gold <u>Uncirculated</u> Coins (with 'W'	0	О	0	0	0	О
	mint mark)	0					
13.	Quality of American Eagle Platinum <b>Proof</b> Coins	0	O	O	O	О	O
14.	Quality of American Fools Platinum Unairculated Coins (with	0				-	
14.	Quality of American Eagle Platinum <u>Uncirculated</u> Coins (with 'W' mint mark)	0	O	O	O	О	O
15.	Quality of American Buffalo 24K Gold <b>Proof</b> Coins	0	O	O	O	О	O
16.	Quality of American Duffele 24K Cold Uncirculated Coins	0	0	0	0	0	0
10.	Quality of American Buffalo 24K Gold <b><u>Uncirculated</u></b> Coins	o					
17.	Quality of Bag and Roll Products	О	О	0	0	0	0
		О					
18.	Quality of Annual 4-Coin Presidential \$1 Coin Proof Set	0	O	O	O	0	O
19.	Quality of First Spayer 24K Cold Broof Coins	0	0	0	0	О	0
19.	Quality of First Spouse 24K Gold <b>Proof</b> Coins	0					
20.	Quality of First Spouse 24K Gold <b>Uncirculated</b> Coins	О	О	О	0	0	0
_	· ,	О					
21.	Quality of "Other Products"	0	O	O	O	О	O
		О					

Artwo	ork/Designs of United States Mint Numismatic Coins						
22.	Artwork/designs Overall	0	O	O	O	О	O
Packa	aging of United States Mint Products	О					
23.	Packaging Overall	О	О	О	О	О	О
		0					
Pricir	g of United States Mint Products			_	_	_	_
24.	Overall product pricing	0	O	O	O	О	О
25.	Price for shipping	О	О	О	О	О	О
25.	Trice for shipping	0					
26.	Price for Annual Quarters <u>Clad</u> Proof Sets	0	O	O	O	O	O
		О					
27.	Price for Annual Quarters <u>Silver</u> Proof Sets	0	O	O	O	О	О
		0	0	0	0	0	0
28.	Price for Annual Full <u>Clad</u> Proof Set	o	O	O	O		
29.	Price for Annual Full <b>Silver</b> Proof Set	О	0	О	О	О	О
29.	Frice for Affiliaar Full Stiver Froot Set	0					
30.	Price for <b>Uncirculated</b> Sets	О	O	O	O	o	О
		0					
31.	Price for American Eagle Silver <b>Proof</b> Coins	О	O	O	O	О	O
		О					
32.	Price for American Eagle Silver <b>Uncirculated</b> Coins (with 'W' mint	0	O	O	O	О	O
m	ark)	0					
33.	Price for 2009 Ultra High Relief Double Eagle Gold Coins	0	O	O	O	О	O
		0	0	0	0	0	0
34.	Price for American Eagle Gold <u>Proof</u> Coins	o	O	Ü	O		O
35.	Price for American Eagle Gold <b>Uncirculated</b> Coins (with 'W' mint	0	0	О	О	О	0
ma	ark)	o					
36.	Price for American Eagle Platinum <b>Proof</b> Coins	О	О	О	O	0	0
	rrice for American Eagle Platifium Proof	o					
37.	Price for American Eagle Platinum <b><u>Uncirculated</u></b> Coins (with 'W'	О	O	O	O	o	O
	nt mark)	0					
38.	Price for American Buffalo 24K Gold <u>Proof</u> Coins	0	0	0	O	O	0

		О					
39.	Price for American Buffalo 24K Gold <b>Uncirculated</b> Coins	О	0	O	O	О	O
J9.	Frice for American Buriato 24k Gold Offchediated Coms	О					
40.	Price for Bag and Roll Products	О	O	O	O	O	O
40.	Thee for bag and Non Froducts	0					
41.	Price for Annual 4-Coin Presidential \$1 Coin Proof Set	О	O	O	O	O	O
	Thee for Annual T Committed defined \$1 Committed Sec	0					
42.	Price for First Spouse 24K Gold <b>Proof</b> Coins	О	O	O	O	O	O
		О					
43.	Price for First Spouse 24K Gold <b>Uncirculated</b> Coins	О	O	O	O	О	O
	Thee for thise spouse 2 fix doing of the control of	0					
44.	Price for "Other Products"	О	O	O	O	0	O
		О					
Prod	uct Selection from United States Mint						
45.	Breadth of product types available	О	O	O	O	O	O
	· · · · · · · · · · · · · · · · · · ·	O					
46.	Availability of coin collecting/display aids (e.g., storage	О	O	O	O	O	O
C	ontainers, quarters' maps, etc.)	О					
47.	Availability of educational materials (e.g. history of coins, etc.)	О	O	O	O	O	O
т,.	- Availability of educational materials (e.g. history of coms, etc.)			0			
48.	Availability of youth-oriented products (youth collectors' set, etc.)	О	O	O	O	O	O
		O					
49.	Availability of products and presentation materials suitable for	О	O	O	O	O	O
g	ift-giving	О					

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

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

(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.")

		Extre	emely emely atisfied afied				Not Sure
		1 5	2 6	3	4	4	
Unit	ed States Mint Communications						
1.	Communications overall	0	O	0	О	O	О
2.	Types/content of communications sent to you	0	О	0	О	О	О
3.	Timeliness of communications about new product availability	0	О	0	О	O	О
4.	Accuracy of information on new products, product changes, etc.	0	0	0	0	O	О
5.	E-mail product notifications	0	0	0	0	O	O
6.	Product brochures	0	0	0	0	O	О
7.	Product notifications	0	О	O	O	O	О
8.	Subscription notifications	0	0	0	0	O	О
9.	Annual United States Mint catalog	0	0	0	0	O	0

		О					
10.	"Coins Online" newsletter	0	0	0	0	o	О
Unit	ed States Mint Ordering Process	10					
11.	Ease of the ordering process – Internet	0	О	О	О	О	О
12.	Ease of the ordering process – telephone	0	О	О	О	О	0
13.	Ease of the ordering process – mail	0	О	О	О	О	0
14.	Clarity of information on products/prices	0	О	О	О	О	О
15.	Accurate representation of products	0	О	О	О	0	0
16.	Subscription ordering program	0	О	О	О	О	О

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

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	0	o	O	0	O
Presentation of products	0	O	O	0	O
Information about the products	0 0	O	0	0	o

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 <u>past 12 months?</u>

	Select All That Apply
Birthday	
Anniversary	
Graduation	
Mother's Day	
Father's Day	
Birth of a child	
Wedding	
Christmas/Year-End Holidays	
Other (Specify)	
I have not given 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."

	Not at All Extremely Likely Likely				
Occasion	1 5	2 6	3	4	
Birthday	0	0	0 0	О	О
Anniversary	О	0	0	О	О
Graduation	О	0	0	0	О
Mother's Day	О	0	0	0	О
Father's Day	О	0	0	0	0
Birth of a child	О	0	0	О	0
Wedding	О	0	0	0	0
Christmas/Year-End Holidays	О	0	0 0	О	О
Other (Specify)	О	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 <u>next 12 months</u> 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	
Received Merchandise from the United States Mint	
Contacted the United States Mint by Phone	
Contacted the United States Mint by Some Other Method	
Received a Mailing from the United States Mint	
Received a Telephone Call from the United States Mint	
Received an E-mail or Other Electronic Communication from the United States Mint	
Visited the United States Mint Website	П
Other (Specify)	
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.

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 5	2 6	3	4	L
United States Mint performance in the past 90 days	0	O	О	O	О

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

Q4z-2b What are the primary reasons you were not fully satisfied with the United States Mint's performance in the past 90 days?

	Select All
	That Apply
<u>Communications</u>	
Poor communications about new products and/or release dates	
Poor communications in general	
Product access/availability	
Item(s) I wanted to purchase was discontinued	
Item(s) I wanted to purchase was sold out/no longer available	
Order placement	
I had problems/difficulties placing an order	
Order was canceled (or not processed)	
Order fulfillment	
Items arrived late (or not at all)	
Poor product quality	
Poor product packaging	
Poor product handling/shipping	
<u>Customer service</u>	
Poor / dissatisfactory problem resolution	
Poor customer service in general	
<u>Miscellaneous</u>	
Dissatisfaction with the United States Mint website	
<u>Other</u>	
Other	

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

Q.4z-3	Please explain in more detail the reasons why you were not fully satisfied with the United States
	Mint's performance in the past 90 days.

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

<screen break>

**Rotational Section** (do not display this line)

Q5b-1a Would you say that you are more or less satisfied with the United States Mint today than you were 2-3 years ago?

1	Much more satisfied	О
	now	
2	A little more satisfied	o
	now	
3	About the same	o
4	A little less satisfied	o
	now	
5	Much less satisfied	o
	now	

Ask only if S6 is not  $L_1$  (meaning first purchase more than 12 months ago) Do not randomize order

Q.5b-1b	Please explain why y	you are [XXX] with United States Mint relati	ve to 2-3 years ago?
•	S5b-1a is not L_3 swer from 5b-1a e entry		

#### **Section 5: Demographic Information**

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

Select only one row

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

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

Yes	o
No	O

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	О
Preschool or kindergarten	О
Grade school (elementary/middle school)	О
High school	О

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

Yes	0
No	О

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

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

Full-time	О
Part-time	О
Retired	0
Not employed or student	0

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

Yes	О
No	О

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

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

Q.5-9. What is your gender?

Male	О
Female	О

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

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

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

Q.5-11 Which of the following categories best describes your total household income before taxes in 2008? Your best estimate is fine.

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

### <page break>

Thank you for participating in this survey.

Please press the STOP button to finish the survey.