



National Analysts
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Note to reader: Bold lines in between questions signify page/screen breaks.

Welcome to the United States Mint's survey.

This survey is designed to help the United States Mint understand how it can improve the way in which it communicates with you. 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-XXX. **Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10-15 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 Kim Hamilton weekdays from 9:00am to 5:00pm EDT at 1-800-342-9102, or send an e-mail to info820@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.

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

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.

Please click the FORWARD button to begin.

Screening Criteria

S-1 What is your age in years?

Age (in years)

S-2 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"/>

S-3 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"/>

S-4 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"/>

**Based on your answers to these questions, you are eligible to participate in our survey.
Please click the Forward button to proceed.**

Programming: Ask All

Q1 Which of the following types of communications were you **aware that you can sign up to receive** from the U.S. Mint?

Please answer for each row

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

Programming: Ask All

Q2 Which of the following types of communications have you **actually signed up to receive (or tried to sign up to receive)** from the U.S. Mint?

Please answer for each row

Have You Signed Up to Receive (or Attempted to Sign Up to Receive) from the U.S. Mint...	Yes (signed up or tried to)	No
E-mail...		
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
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)	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q3 In the past 6 months, which of the following types of communications *did you receive directly* from the U.S. Mint?

Please answer for each row

Communications from U.S. Mint Received in the Past 6 Months?	Ye s	No
In the mail...		
Print catalog	<input type="radio"/>	<input type="radio"/>
Schedule of products postcard	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product notifications in general (that is, not including the schedule of products postcard)	<input type="radio"/>	<input type="radio"/>
Product notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>
E-mail...		
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>
Schedule of products notification	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail in general (that is, not including the schedule of products notification)	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q4 If you could choose the types of communications that were sent to you by the U.S. Mint, which of the following ***would you choose to receive (or continue to receive)***?

Please answer for each row

Communications you want to receive from the U.S. Mint	Ye s	No
In the mail...		
Print catalog	<input type="radio"/>	<input type="radio"/>
Schedule of products postcard	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product notifications containing basic information about the product	<input type="radio"/>	<input type="radio"/>
<u>Full-color brochure</u> with order form product notifications containing detailed information about the product and its associated program	<input type="radio"/>	<input type="radio"/>
E-mail...		
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>
Schedule of products notification	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>
RSS...		
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>

Programming: Ask If Wanted Notifications But Didn't Receive

- Q5 You indicated you signed up (or tried to sign up) to receive **new product notification e-mails** from the U.S. Mint but have not received them in the past 6 months. Can you please explain your specific experience (e.g., how you signed up, how long ago, why you think you didn't receive any e-mail, etc.)

Programming: Ask If Wanted Coins Online But Didn't Receive

- Q6 You indicated you signed up (or tried to sign up) to receive the **Coins Online newsletter** via e-mails from the U.S. Mint but have not received them in the past 6 months. Can you please explain your specific experience (e.g., how you signed up, how long ago, why you think you didn't receive any e-mail, etc.)

Programming: Ask All

Q7 How would you characterize your use of the communications that you received in the past 6 months from the U.S. Mint?

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

Select one for each row

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

Programming: Ask All

Q8 ***How frequently do you receive*** each of these types of communications from the U.S. Mint?

Select one for each row

Communications from U.S. Mint	1 or more times per week	A few times per month	About 1 per month	A few times per year	1 per year
In the mail...					
Print catalog	0	0	0	0	0
Postcard product notifications	0	0	0	0	0
Product notifications <u>mailed to you in envelopes (not postcards)</u>	0	0	0	0	0
E-mail...					
New product notifications via e-mail	0	0	0	0	0
Coins Online e-mail newsletter	0	0	0	0	0
RSS...					
RSS feeds from the U.S. Mint	0	0	0	0	0

Communications from U.S. Mint	Every Order	Most of My Orders	A Few of My Orders	None of My Orders
In the mail...				
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	0	0	0	0
E-mail...				
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	0	0	0	0

Programming: Ask All

Q9 ***How frequently would you like to receive*** each of the following types of communications from the U.S. Mint in the future?

Select one for each row

Communications from U.S. Mint	1 or more times per week	A few times per month	About 1 per month	A few times per year	1 per year
In the mail...					
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule of products postcard				<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...					
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule of products notification				<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...					
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Communications from U.S. Mint	Every Order	Most of My Orders	A Few of My Orders	None of My Orders
In the mail...				
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...				
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q10 How satisfied are you with the **content** of each of these types of communications that you currently receive?

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

Select one for each row

	Not at All Satisfied				Extremely Satisfied	
	1	2	3	4	5	6
In the mail...						
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postcard product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...						
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...						
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 You indicated you were not highly satisfied with the content of [xxx]. Please explain the source of your dissatisfaction with [xxx].

Source of Your Dissatisfaction

Programming: Ask All

Q12 How satisfied are you with the **process for receiving** each of these types of communications that you currently receive?

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

Select one for each row

	Not at All Satisfied				Extremely Satisfied	
	1	2	3	4	5	6
In the mail...						
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postcard product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notifications mailed to you in envelopes (not postcards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notification inserts included in the product packages you receive from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...						
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...						
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 You indicated you were not highly satisfied with the process for receiving [xxx]. Please explain the source of your dissatisfaction with [xxx].

Source of Your Dissatisfaction

Programming: Ask All

Q14 How do you feel about the **amount of information** that is included in these communications?

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

Select one for each row

Communications from U.S. Mint	Too short/ not enough informati on	About the right amount/ length	Too long / too much informati on
In the mail...			
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Postcard</u> product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notifications <u>mailed to you in envelopes (not postcards)</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...			
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...			
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q15 Which, if any, of the following information sources directly influenced you to make a purchase?

Please select one choice per row

U.S. Mint/Related Communications/Information Sources	Did Influence Me To Purchase	Did Not Influence Me To Purchase
In the mail...		
Print catalog	o	o
<u>Postcard</u> product notifications	o	o
Product notifications <u>mailed to you in envelopes (not postcards)</u>	o	o
Product notification <u>inserts included in the product packages you receive from the U.S. Mint</u>	o	o
E-mail...		
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	o	o
New product notifications via e-mail	o	o
Coins Online e-mail newsletter	o	o
RSS...		
RSS feeds from the U.S. Mint	o	o

Programming: Ask All

Q16 Which of the information sources listed is the “first source you look to” to find out about information about ***new U.S. Mint product release information***? What is your second source? Which other sources do you also use to learn about ***new U.S. Mint product release information***?

Select one for each row

U.S. Mint Communications/Information Sources	My 1 st option/ source for <i>new product release information</i>	2 nd option/ source for <i>new product release information</i>	Other source I use for <i>new product release information</i>	Do not use this source for <i>new product release information</i>
In the mail...				
Print catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule of products postcard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Postcard product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notifications mailed to you in envelopes (not postcards)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product notification inserts included in the product packages you receive from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail...				
E-mails related to an order (e.g., confirming that your order has been placed or has been shipped, subscription notifications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule of products notification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New product notifications via e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coins Online e-mail newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSS...				
RSS feeds from the U.S. Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Mint Website				
Press release section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upcoming product schedule section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other section	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External (non-U.S. Mint) newsletters/periodicals				
External (non-U.S. Mint) newsletters/periodicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other				
Other (Specify _____)	o	o	o	o

Did not look to any sources for information about new U.S. Mint product release information	o
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Programming: Ask All

Q17 Do you use...

	Yes	No	Not Sure
Facebook	0	0	0
Twitter	0	0	0

Programming: Ask if Use Site

Q18 The United States Mint has a presence on both Facebook and Twitter. Were you...

	Not Aware of the U.S. Mint presence on Facebook and/or Twitter	Aware of the U.S. Mint presence but have not used	Aware of the U.S. Mint presence and have used
U.S. Mint on Facebook	0	0	0
U.S. Mint on Twitter	0	0	0

Programming: Ask if Aware and Used Mint

Q19 How satisfied are you with the communications you receive from the U.S. Mint on...?

	Not at All Satisfied				Extremely Satisfied	
	1	2	3	4	5	6
Facebook	0	0	0	0	0	0
Twitter	0	0	0	0	0	0

Programming: Ask if Use Sites but not for Mint

Q20 How likely are you to consider following the U.S. Mint on Twitter or becoming a fan of the U.S. Mint on Facebook in the next 12 months?

	Not at All		Extremely			
	Likely				Likely	
	1	2	3	4	5	6
Fan on Facebook	0	0	0	0	0	0
Follow on Twitter	0	0	0	0	0	0

Programming: Ask if Aware and Used Mint

Q21a How satisfied are you with the types of information provided on Facebook and/or Twitter by the U.S. Mint?

	Not at All Satisfied				Extremely Satisfied	
	1	2	3	4	5	6
Facebook	0	0	0	0	0	0
Upcoming products	0	0	0	0	0	0
Product releases	0	0	0	0	0	0
Historical facts about the United States Mint	0	0	0	0	0	0
Upcoming events	0	0	0	0	0	0
Fun facts	0	0	0	0	0	0
Twitter	0	0	0	0	0	0
Upcoming products	0	0	0	0	0	0
Product releases	0	0	0	0	0	0
Historical facts about the United States Mint	0	0	0	0	0	0
Upcoming events	0	0	0	0	0	0
Fun facts	0	0	0	0	0	0

Programming: Ask if Use Either Site

Q21b How valuable would the following types of information be to you if they were provided on Facebook and/or Twitter by the U.S. Mint?

	Not at All Valuable				Extremely Valuable	
	1	2	3	4	5	6
Facebook	0	0	0	0	0	0
Upcoming products	0	0	0	0	0	0
Product releases	0	0	0	0	0	0
Historical facts about the United States Mint	0	0	0	0	0	0
Upcoming events	0	0	0	0	0	0
Fun facts	0	0	0	0	0	0
Twitter	0	0	0	0	0	0
Upcoming products	0	0	0	0	0	0
Product releases	0	0	0	0	0	0
Historical facts about the United States Mint	0	0	0	0	0	0
Upcoming events	0	0	0	0	0	0
Fun facts	0	0	0	0	0	0

Programming: Ask Current Mint Fans/Followers

Q22a Are there additional types of information that you would like the U.S. Mint to provide on Facebook and/or Twitter? Please describe in detail.

Additional Information from U.S. Mint on Facebook or Twitter

Programming: Ask Potential Mint Fans/Followers

Q22b What types of information would you like the U.S. Mint to provide on Facebook and/or Twitter? Please describe in detail.

Information from U.S. Mint on Facebook or Twitter

Programming: Ask All

Q23 How likely would you be to use the following services if they were offered by the United States Mint?

	Not at All Likely				Extremely Likely	
	1	2	3	4	5	6
Live Chat – You could go to the US Mint website and ask questions to a representative	0	0	0	0	0	0
Call back – You could have the US Mint call you back automatically if there is a long wait for a telephone representative	0	0	0	0	0	0
Inbound E-mails – You could send the US Mint an e-mail through their website that would be answered within 24 hours	0	0	0	0	0	0

Programming: Ask If Somewhat Likely to Use

Q24 How would the availability of these services impact your purchasing with the United States Mint?

	This would not affect my purchasing	I would increase my purchasing by a little	I would increase my purchasing by a lot
Live Chat – You could go to the US Mint website and ask questions to a representative	○	○	○
Call back – You could have the US Mint call you back automatically if there is a long wait for a telephone representative	○	○	○
Inbound E-mails – You could send the US Mint an e-mail from the website that would be answered within 24 hours	○	○	○

Programming: Ask If Somewhat Likely to Use

Q25 How would the availability of these services impact your satisfaction with the United States Mint?

	This would <u>not</u> affect my satisfaction	This would increase my satisfaction by a little	This would increase my satisfaction by a lot
Live Chat – You could go to the US Mint website and ask questions to a representative	○	○	○
Call back – You could have the US Mint call you back automatically if there is a long wait for a telephone representative	○	○	○
Inbound E-mails – You could send the US Mint an e-mail from the website that would be answered within 24 hours	○	○	○

Programming: Ask All

Q26 Have you experienced any of the following problems with your orders with the United States Mint in the past 12 months?

	Yes	No
My order was not processed because my credit card on file had expired	○	○
My order was delayed or not shipped because of an address/delivery service issue	○	○

Programming: Ask If Experienced Problem

Q27 What was the outcome of these problems? (If you have experienced a problem more than once, answer for the most recent occurrence).

	I was able to receive the item at a later date	I was never able to receive the order
My order was not processed because my credit card on file had expired	0	0
My order was delayed or not shipped because of an address/delivery service issue	0	0

Programming: Ask If Experienced Problem

Q28 How did this experience affect your purchasing, in general, with the United States Mint?

	This experience did <u>not</u> affect my purchasing	This experience caused me to decrease my purchasing by <u>a little</u>	This experience caused me to decrease my purchasing by <u>a lot</u>
My order was not processed because my credit card on file had expired	0	0	0
My order was delayed or not shipped because of an address/delivery service issue	0	0	0

Programming: Ask If Experienced Problem

Q29 How did this experience affect your overall satisfaction with the United States Mint?

	This experience did <u>not</u> affect my satisfaction	This experience decreased my satisfaction <u>a little</u>	This experience decreased my satisfaction <u>a lot</u>
My order was not processed because my credit card on file had expired	o	o	o
My order was delayed or not shipped because of an address/delivery service issue	o	o	o

Programming: Ask If Experienced Problem

Q30 Suppose the United States Mint could offer a service where you would be automatically called if one of the following problems occurs.

How useful would this service be to you?

	Not at All Useful				Extremely Useful	
	1	2	3	4	5	6
My order was not processed because my credit card on file had expired	o	o	o	o	o	o
My order was delayed or not shipped because of an address/delivery service issue	o	o	o	o	o	o

Programming: Ask If Experienced Problem and Decreased Purchasing

Q31 You indicated that these problems caused you to decrease your purchasing, in general, with the United States Mint.

If the Mint had automatically called you when these problems occurred, would you have still decreased your other purchasing?

	Yes	No
My order was not processed because my credit card on file had expired.	<input type="radio"/>	<input type="radio"/>
My order was delayed or not shipped because of an address/delivery service issue.	<input type="radio"/>	<input type="radio"/>

Programming: Ask If Experienced Problem and Decreased Satisfaction

Q32 You indicated that these problems caused you to be less satisfied overall with the United States Mint.

If the Mint had automatically called you when these problems occurred, would you still have been less satisfied overall?

	Yes	No
My order was not processed because my credit card on file had expired.	<input type="radio"/>	<input type="radio"/>
My order was delayed or not shipped because of an address/delivery service issue.	<input type="radio"/>	<input type="radio"/>

Programming: Ask All

Q33 What **one thing in the area of communications** could the United States Mint do that would improve your satisfaction and/or your ability to purchase products?

Suggestion for Improving Communications

Programming: Ask All

Q34 On a scale of “1” to “6” where “1” means “Not At All Important” and “6” means “Extremely Important”, how important would it be for the U.S. Mint to communicate the following types of information to you?

	Not at All Important				Extremely Important	
	1	2	3	4	5	6
Release dates of core products	0	0	0	0	0	0
New special items released this year	0	0	0	0	0	0

Programming: Ask All

Q35 Which of the methods of ordering product listed below have you used to order from the U.S. Mint in the past 12 months?

Please answer for each row

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

Programming: Ask All

Q36 If the U.S. Mint sent you product notifications and/or catalogs with printed order forms that you could mail back to them, would you use these?

Select one

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

Programming: Ask All

Q37 What is your most preferred method for the U.S. Mint to communicate with you?

Select one

Most Preferred Method of Communication with U.S. Mint	
E-mail	<input type="radio"/>
Telephone	<input type="radio"/>
Information inserted into your order package	<input type="radio"/>
Postal mail	<input type="radio"/>

Demographic Information

QD-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"/>

QD-2 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"/>

QD-3 Are you Hispanic or Latino?

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

QD-4 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"/>

QD-5 What is your gender?

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

QD-6 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"/>

QD-7 Which of the following categories best describes your total household income before taxes in 2009? 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"/>

QD-8 Do you or does someone in your household or immediate family work for an organization that produces, distributes, and sells collectable coins? (e.g., coin dealer)?

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

Thank you for participating in this survey.

Please press the STOP button to finish the survey.