

U.S. Mint CSM Tracking Survey Questionnaire

4Q08

prepared for

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

October 16, 2008

National Analysts
WORLDWIDE
RESEARCH  CONSULTING

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

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

All of your responses will be kept completely confidential.

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

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

Please click the Forward button to begin the survey.

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

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

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

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

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

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

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

Please click the FORWARD button to begin.

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

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

Select one answer for each row.

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

Send to terminate screen if "yes" to any.

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S-2 What is your age in years?

Age (in years)

Send to terminate screen if under 18.

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

Select one.

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

Send to terminate screen if "No."

S-4 Approximately how many of each of the following items have you bought ***directly from the U.S. Mint during the past 12 months?***

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

Product Types	Number Purchased from the U.S. Mint (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters Clad Proof Sets™	_____
Annual 5-Coin 50 State Quarters Silver Proof Sets™	_____
Annual 4-Coin Presidential \$1 Coin Proof Sets	_____
Annual 14-Coin Clad Proof Set	_____
Annual 14-Coin Silver Proof Set	_____
Uncirculated Sets	_____
Other Coins and Merchandise	
Coin Rolls and/or Bags	_____
American Eagle Silver Proof Coins (1 oz.)	_____
American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.)	_____
American Eagle Gold Proof Coins	
- 1 oz.	_____
- ½ oz.	_____
- ¼ oz.	_____
- 1/10 oz.	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	_____
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	
- 1 oz.	_____
- ½ oz.	_____
- ¼ oz.	_____
- 1/10 oz.	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	_____
American Eagle Platinum Proof Coins	
- 1 oz.	_____

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

At least one row must be > 0

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 U.S. Mint using the subscription ordering program (whereby you enroll in the subscription ordering program and identify the specific products you wish to have shipped to you when they are released)?

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

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

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

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

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

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 U.S. Mint during each time period

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

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

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

Select only one.

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

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

Section 1: Overall Satisfaction and Future Purchase Intent [note: target 1-2 min]

First, we'd like to learn about your overall satisfaction with the U.S. Mint.

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	
	5	6			
Overall U.S. Mint performance as a supplier of coins and coin products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>				

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

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

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

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 U.S. Mint (Next 12 Months)	
1. Increase the amount of merchandise you purchase from the U.S. Mint	<input type="radio"/>
2. Purchase about the same amount from the U.S. Mint	<input type="radio"/>
3. Decrease the amount of merchandise you purchase from the U.S. Mint	<input type="radio"/>
4. Stop purchasing from the U.S. Mint altogether	<input type="radio"/>

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

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

Enter a number in each row

Product Types	Number Purchased from the U.S. Mint (Past 12 Months)	Number you Expect to Purchase from the U.S. Mint (Next 12 Months)
Annual Coin Sets		
Annual 5-Coin 50 State Quarters Clad Proof Sets™	Value from Q.S-4	_____
Annual 5-Coin 50 State Quarters Silver Proof Sets™	Value from Q.S-4	_____
Annual 4-Coin Presidential 1 Coin Proof Sets	Value from Q.S-4	_____
Annual 14-Coin Clad Proof Set	Value from Q.S-4	_____
Annual 14-Coin Silver Proof Set	Value from Q.S-4	_____
Uncirculated Sets	Value from Q.S-4	_____
Other Coins and Merchandise		
Coin Rolls and/or Bags	Value from Q.S-4	_____
American Eagle Silver Proof Coins (1 oz.)	Value from Q.S-4	_____
American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.)	Value from Q.S-4	_____
American Eagle Gold Proof Coins		
- 1 oz.	Value from Q.S-4	_____
- ½ oz.	Value from Q.S-4	_____
- ¼ oz.	Value from Q.S-4	_____
- 1/10 oz.	Value from Q.S-4	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	Value from Q.S-4	_____
American Eagle Gold Uncirculated Coins (with 'W' mint mark)		
- 1 oz.	Value from Q.S-4	_____
- ½ oz.	Value from Q.S-4	_____
- ¼ oz.	Value from Q.S-4	_____
- 1/10 oz.	Value from Q.S-4	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	Value from Q.S-4	_____

American Eagle Platinum Proof Coins		
- 1 oz.	Value from Q.S-4	_____
- ½ oz.	Value from Q.S-4	_____
- ¼ oz.	Value from Q.S-4	_____
- 1/10 oz.	Value from Q.S-4	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	Value from Q.S-4	_____
American Eagle Platinum Uncirculated Coins (with 'W' mint mark)		
- 1 oz.	Value from Q.S-4	_____
- ½ oz.	Value from Q.S-4	_____
- ¼ oz.	Value from Q.S-4	_____
- 1/10 oz.	Value from Q.S-4	_____
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	Value from Q.S-4	_____
American Buffalo 24K Gold Proof Coins	Value from Q.S-4	_____
American Buffalo 24K Gold Uncirculated Coins (with 'W' mint mark)	Value from Q.S-4	_____
First Spouse 24K Gold Proof Coins	Value from Q.S-4	_____
First Spouse 24K Gold Uncirculated Coins	Value from Q.S-4	_____
Commemorative Coins		
- Gold Commemorative Coins or Commemorative Coin Sets	Value from Q.S-4	_____
- Silver Commemorative Coins or Commemorative Coin Sets	Value from Q.S-4	_____
- Clad Commemorative Coins or Commemorative Coin Sets	Value from Q.S-4	_____
Bronze Medals	Value from Q.S-4	_____
Other U.S. Mint Products (e.g., containers, maps, etc.)	Value from Q.S-4	_____
Total	Value from Q.S-4	(Auto sum)

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

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

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

Answer for each row.

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

Phone Calls FROM the U.S. Mint			
15.	You <u>received a phone call</u> from the U.S. Mint alerting you about products that were being released	o	o
16.	You <u>received a phone call</u> from the U.S. Mint confirming that an order you placed had shipped	o	o
17.	You <u>received a phone call</u> from the U.S. Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.)	o	o
18.	You <u>received a phone call</u> from the U.S. Mint for any other reason	o	o
E-Mails FROM the U.S. Mint			
19.	You <u>received an e-mail</u> containing a U.S. Mint product catalog	o	o
20.	You <u>received an e-mail</u> from the U.S. Mint alerting you about products that were being released	o	o
21.	You <u>received an e-mail</u> from the U.S. Mint confirming that your order has been shipped	o	o
22.	You <u>received an e-mail</u> from the U.S. Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.)	o	o
23.	You <u>received an e-mail</u> from the U.S. Mint for any other reason	o	o
Mail FROM the U.S. Mint (not including order shipments)			
24.	You <u>received a printed</u> U.S. Mint product catalog	o	o
25.	You <u>received a letter/postcard</u> from the U.S. Mint alerting you about products that were being released	o	o
26.	You <u>received a letter/postcard</u> from the U.S. Mint confirming that your order has been shipped	o	o
27.	You <u>received a letter/postcard</u> from the U.S. Mint alerting you about some type of problem with an order (i.e., that it was being delayed, that your credit card on file had expired, etc.)	o	o
28.	You <u>received a letter/postcard</u> from the U.S. Mint for any other reason	o	o

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

Select all that apply.

Order Method	Methods used to Order from the U.S. Mint (Past 12 Months)
Order via the Internet/U.S. Mint website	<input type="checkbox"/>
Order by telephone	<input type="checkbox"/>
Order by mail	<input type="checkbox"/>
Some other method (e.g., fax, Mint location, etc.)	<input type="checkbox"/>

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

Select one.

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

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

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

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

Answer for each row.

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

Skip to 2-5f if all rows are “No.”

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

Display only rows corresponding to selections in Q2-5a

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

If all rows are “No,” skip to Q2-5e

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

Display only rows corresponding to selections in Q2-5b

Ability to Resolve Your Problem with Merchandise not being Received	Yes	No
Were you able to resolve your problem with merchandise not being received through your telephone inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to resolve your problem with merchandise not being received through your mail inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to resolve your problem with merchandise not being received through your "other method" inquiry?	<input type="radio"/>	<input type="radio"/>

Q.2-5d (Intentionally left blank)

Q.2-5e How satisfied were you with the resolution of your problem with merchandise not being received? Please rate your satisfaction using a scale of 1 to 6, where 1 means "extremely dissatisfied" and 6 means "extremely satisfied."

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	
	5	6			
Satisfaction with resolution of your problem with merchandise not being received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>				

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

*Ask if $2-5e < 3$.
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. Must select at least one row.

Product Types	Products that you Ordered but did Not Receive (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 14-Coin Clad Proof Set	0
Annual 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Merchandise	
Coin Rolls and/or Bags	0
American Eagle Silver Proof Coins (1 oz.)	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.)	0
American Eagle Gold Proof Coins	
- 1 oz.	0
- ½ oz.	0
- ¼ oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	
- 1 oz.	0
- ½ oz.	0
- ¼ oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle Platinum Proof Coins	
- 1 oz.	0
- ½ oz.	0

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

Skip to Q2-7a if row 3 answer in Q2-1 is "No."
Skip to Q2-6b if total of Q.S-5 = 1 AND Q.S-4b 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 <= sum in Q.5-5

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

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

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

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

If “no” to all, skip to Q.2-6a4

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

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

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	<input type="radio"/>
No, it arrived within the time frame I was told when I ordered the item	<input type="radio"/>

If “no” to all, skip to instructions before 2-7a

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

(If 2-6a2=No > 1 or 2-6a3=Yes > 1 then insert “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 2-6A2=No if > 0] Order(s)	[INSERT # of 2-6A3=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 2-6A2 = NO]	[MUST SUM TO 2-6A3 = YES]

If 2-6a2=No is 0 then do not display that column

If 2-6a3=Yes is 0 then do not display that column

If 2-6a2=No is 1 then make that column a check box

If 2-6a3=Yes is 1 then make that column a check box

2-6a5 For how many of these order(s) was the order late because the shipping carrier tried to deliver your order at a time when no one was available at home?

	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 2-6A2=No if >0] Order(s)	[INSERT # of 2-6A3=Yes if >0] Order(s)
Yes, no one was available at home to receive the package		
No, I was able to receive the package when it was delivered		
	[MUST SUM TO 2-6A2 = NO]	[MUST SUM TO 2-6A3 = YES]

*If Q2-6a2=No>0 OR 2-6a3=Yes>0 then ask 2-6a5
 If 2-6a2=No is 0 then do not display that column
 If 2-6a3=Yes is 0 then do not display that column
 If 2-6a2=No is 1 then make that column a check box
 If 2-6a3=Yes is 1 then make that column a check box*

2-6a6 Which carrier did the U.S. Mint use to send you your order(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 2-6A5=Yes if >0] Order(s)	[INSERT # of 2-6A5=Yes if >0] Order(s)
FedEx		
USPS		
	[MUST SUM TO 2-6A5 = Yes]	[MUST SUM TO 2-6A5 = YES]

If 2-6a5 =Yes >0 in either column then ask 2-6a6

If 2-6a5=Yes is 0 for the first column then do not display that column

If 2-6a5=Yes is 0 for the second column then do not display that column

If 2-6a5=Yes is 1 for the first column then make that column a check box

If 2-6a5=Yes is 1 for the second column then make that column a check box

Q.2-6b Please indicate how many of the order(s) that were delayed were delivered in each of the time periods listed.

Total Time Required to Receive Delayed Merchandise Orders (Past 12 Months)	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 2-6A2=No if >0] Order(s)	[INSERT # of 2-6A3=Yes if >0] Order(s)
Within 1 week of placing the original order		
More than 1 week, but less than 2 weeks after placing the original order		
More than 2 weeks, but less than 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 2-6A2 = NO]	[MUST SUM TO 2-6A3 = YES]

*Ask 2-6b if 2-6a2=No >0 or 2-6a3 = Yes >0
 If 2-6a2=No is 1 then make that column a check box
 If 2-6a3=Yes is 1 then make that column a check box
 Do not need to insert 0s*

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

Select all that apply. Must select at least one row.

Product Types	Products that you Ordered and Received Late (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 10- or 14-Coin Clad Proof Set	0
Annual 10- or 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Materials	
Coin Rolls and/or Bags	0
American Eagle Silver Proof Coins (1 oz.)	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.)	0
American Eagle Gold Proof Coins	0
- 1 oz.	0
- ½ oz.	0
- ¼ oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0
- 1 oz.	0
- ½ oz.	0
- ¼ oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., ½ oz., ¼ oz., 1/10 oz.)	0
American Eagle Platinum Proof Coins	0
- 1 oz.	0
- ½ oz.	0
- ¼ oz.	0

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

Q.2-6d How did the fact that this order was late impact you?

(If Q2-6a>1, Replace with “How did the fact that these orders were late impact you?)

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

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

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

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

Answer for each row.

Methods Used to Contact U.S. Mint to Resolve a Billing Problem	Yes	No
Attempted to resolve a billing problem by telephone	<input type="radio"/>	<input type="radio"/>
Attempted to resolve a billing problem by mail	<input type="radio"/>	<input type="radio"/>
Attempted resolve a billing problem by other method	<input type="radio"/>	<input type="radio"/>

Error message if all rows are “No”

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

Display only rows corresponding to selections in Q2-7a

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

If all rows are “No,” skip to Q2-7e

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

Display only rows corresponding to selections in Q2-7b

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

Q.2-7d (Intentionally left blank)

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	
	5	6			
Satisfaction with resolution of your billing problem	o	o	o	o	o
	o				

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

*Ask if 2-7e <3.
Do not force an entry.*

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

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

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

Select one

Correct, I did experience a billing error, but chose not to contact the U.S. Mint about it	<input type="radio"/>
Incorrect, I actually did contact the U.S. Mint to resolve the problem	<input type="radio"/>

If answer provided is “Incorrect,...” force answer in row 13 of Q2-1 to “Yes” where corresponding answer in row 4 of Q2-1 is “Yes,” then Skip to Q2-9

<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 U.S. Mint to resolve a problem with merchandise that was received the last time you needed to do so?

Answer for each row.

Methods Used to Contact U.S. Mint to Resolve a Problem with Merchandise that was Received	Yes	No
Attempted to resolve a problem with merchandise that was received by telephone	<input type="radio"/>	<input type="radio"/>
Attempted to resolve a problem with merchandise that was received by mail	<input type="radio"/>	<input type="radio"/>
Attempted resolve a problem with merchandise that was received by other method	<input type="radio"/>	<input type="radio"/>

Error message if all rows are “No”

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

Display only rows corresponding to selections in Q2-9a

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

If all rows are “No,” skip to Q2-9e

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

Display only rows corresponding to selections in Q2-9b

Ability to Resolve Billing Problem	Yes	No
Were you able to resolve your problem with merchandise that was received through your telephone inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to resolve your problem with merchandise that was received through your mail inquiry?	<input type="radio"/>	<input type="radio"/>
Were you able to resolve your problem with merchandise that was received through your “other method” inquiry?	<input type="radio"/>	<input type="radio"/>

Q.2-9d (Intentionally left blank)

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	
	5	6			
Satisfaction with the <i>resolution of your problem with merchandise that was received</i>	o	o	o	o	o
	o				

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

*Ask if 2-9e <3.
Do not force an entry.*

**Skip to Q2-11a if row5 answer in Q2-1 is “No.”
Skip to Q2-10b if total of Q.S-5 =1**

Q.2-10a Earlier you indicated that you had received merchandise that was damaged or in poor condition. On how many separate orders did this problem occur in the past 12 months?

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

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

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

Select all that apply. Must select at least one row.

Product Types	Specific Items that were Damaged or in Poor Condition (Past 12 Months)
Annual Coin Sets	
Annual 5-Coin 50 State Quarters Clad Proof Sets™	0
Annual 5-Coin 50 State Quarters Silver Proof Sets™	0
Annual 4-Coin Presidential \$1 Coin Proof Sets	0
Annual 10- or 14-Coin Clad Proof Set	0
Annual 10- or 14-Coin Silver Proof Set	0
Uncirculated Sets	0
Other Coins and Merchandise	
Coin Rolls and/or Bags	0
American Eagle Silver Proof Coins (1 oz.)	0
American Eagle Silver Uncirculated Coins (with 'W' mint mark) (1 oz.)	0
American Eagle Gold Proof Coins	
- 1 oz.	0
- 1/2 oz.	0
- 1/4 oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.)	0
American Eagle Gold Uncirculated Coins (with 'W' mint mark)	
- 1 oz.	0
- 1/2 oz.	0
- 1/4 oz.	0
- 1/10 oz.	0
- 4-coin set (including 1 oz., 1/2 oz., 1/4 oz., 1/10 oz.)	0
American Eagle Platinum Proof Coins	
- 1 oz.	0

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

**Skip to Q2-12a if row 6 answer in Q2-1 is "No."
 Skip to Q2-11b if total of Q.S-5 =1**

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

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

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

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

Select all that apply

Specific Problems with Inaccurate Orders (Past 12 Months)	Select All That Apply
Did not receive all the items I ordered	<input type="radio"/>
Received extra quantities of items that I did not order	<input type="radio"/>

Must select at least one row

Q.2-11c (Intentionally left blank)

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

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

Answer for each row.

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

Error message if all rows are “No”

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

Display only rows corresponding to selections in Q2-12a

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

If all rows are “No,” skip to Q2-12e

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

Display only rows corresponding to selections in Q2-12b

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

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

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

Display only rows corresponding to selections in Q2-12c

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

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	5
	5	6			
Satisfaction with handling of your product or program information inquiries	o	o	o	o	o
	o				

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

*Ask if 2-12e <3.
 Do not force an entry.*

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

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

Answer for each row.

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

Error message if all rows are “No”

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

Display only rows corresponding to selections in Q2-13a

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

If all rows are “No,” skip to Q2-13e

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

Display only rows corresponding to selections in Q2-13b

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

If all rows are “No,” skip to Q2-13e

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

Display only rows corresponding to selections in Q2-13c

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

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

	Extremely Extremely Dissatisfied Satisfied				
	1	2	3	4	5
	5	6			
Satisfaction with handling of your order status information inquiries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

*Ask if 2-13e <3.
Do not force an entry.*

2-14a On the most recent occasion when you contacted the U.S. Mint via phone, how long did you have to wait until a customer service representative answered?

	Select One
No wait, my call was answered right away	<input type="checkbox"/>
Less than 30 seconds	<input type="checkbox"/>
Between 30 seconds and 1 minutes	<input type="checkbox"/>
1 minute to just under 2 minutes	<input type="checkbox"/>
2 minutes to just under 3 minutes	<input type="checkbox"/>
3 minutes to just under 5 minutes	<input type="checkbox"/>
5 minutes to just under 10 minutes	<input type="checkbox"/>
10 minutes or more	<input type="checkbox"/>

Ask if 2-1 row 10 is yes

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2-14b Thinking again about this most recent call with the U.S. Mint, were you...

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

Ask if 2-1 row 10 is yes

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

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

Ask if 2-14b is placing an order

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

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

<page break>

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

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

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

	Select One
Customer service representative	<input type="checkbox"/>
U.S. Mint policies	<input type="checkbox"/>

If 2-14d <=3 then ask 2-14f

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

*Ask if 2-14d <3.
Do not force an entry.*

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

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

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

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

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

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

Artwork/Designs of U.S. Mint Numismatic Coins						
21. Artwork/designs Overall	0	0	0	0	0	0
	0					
Packaging of U.S. Mint Products						
22. Packaging Overall	0	0	0	0	0	0
	0					
Pricing of U.S. Mint Products						
23. Overall product pricing	0	0	0	0	0	0
	0					
24. Price for shipping	0	0	0	0	0	0
	0					
25. Price for Annual 5-Coin 50 State Quarters Clad Proof Sets™	0	0	0	0	0	0
	0					
26. Price for Annual 5-Coin 50 State Quarters Silver Proof Sets™	0	0	0	0	0	0
	0					
27. Price for Annual 14-Coin Clad Proof Set	0	0	0	0	0	0
	0					
28. Price for Annual 14-Coin Silver Proof Set	0	0	0	0	0	0
	0					
29. Price for Uncirculated Sets	0	0	0	0	0	0
	0					
30. Price for American Eagle Silver Proof Coins	0	0	0	0	0	0
	0					
31. Price for American Eagle Silver Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
32. Price for American Eagle Gold Proof Coins	0	0	0	0	0	0
	0					
33. Price for American Eagle Gold Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
34. Price for American Eagle Platinum Proof Coins	0	0	0	0	0	0
	0					
35. Price for American Eagle Platinum Uncirculated Coins (with 'W' mint mark)	0	0	0	0	0	0
	0					
36. Price for American Buffalo 24K Gold Proof Coins	0	0	0	0	0	0
	0					
37. Price for American Buffalo 24K Gold Uncirculated Coins	0	0	0	0	0	0

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

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

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

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

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

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

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

*Ask if 3-2_10 < 3.
Do not force an entry.*

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

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

Ask only if Q2-1 row 24 is “Yes.”

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

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

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

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

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

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

Q3-4b. Why are you not likely to buy U.S. Mint coin or coin products within the next 12 months for a [birthday and/or Christmas/Year-End Holidays]?

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

If row 8 <3 then insert Christmas/year-end Holidays in question stem

If both row 1 and row 8 <3 then insert birthday and/or Christmas/Year-End Holidays in question stem

Rotational Section 4: Drivers of Satisfaction

Q.4-v1 Earlier, you rated your overall satisfaction with the U.S. Mint at a [INSERT NUMBER FROM Q1-1] on a scale of 1 to 6.

There are a number of factors that can influence your satisfaction with the U.S. Mint. A number of these factors are listed below. Please indicate which of the following factors was...

- 1) most important
- 2) 2nd most important
- 3) 3rd most important
- 4) 4th most important
- 5) 5th most important

...in terms of influencing the satisfaction rating that you provided.

Factors Affecting Your Satisfaction with the U.S. Mint	Most Important	2nd Most Important	3rd Most Important	4th Most Important	5th Most Important
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product artwork/designs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breadth of product types available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordering process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Order fulfillment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify _____)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify _____)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Randomize order of rows; “other” always last

Skip this question for respondents who enter TTC as password (i.e., those who complete over the phone.)

Q.4-v2 Please take 100 points and divide them across these items reflecting the relative impact that each has on your overall satisfaction with the U.S. Mint.

Factors Affecting Your Satisfaction with the U.S. Mint	
Most Important Factor (greatest points)	
[Insert from Q.4-v1]	
2 nd Most Important Factor	
[Insert from Q.4-v1]	
3 rd Most Important Factor	
[Insert from Q.4-v1]	
4 th Most Important Factor	
[Insert from Q.4-v1]	
5 th Most Important Factor	
[Insert from Q.4-v1]	
Other Factors	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
[Insert from Q.4-v1]	
	Autosum

Insert parameters based on selections in Q.4-v1

Use same order as Q.4-v1 for items not selected as 1st – 5th most important in Q.4-v1

Must sum to 100%

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

Enter number

Total Non-U.S. Mint Coin Purchases in the Past 12 Months
\$ _____

Answer must be \geq \$0

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

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

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

Enter a percentage for each row below

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

Range: 0-100

Must sum to 100%

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

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

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

Section 5: Demographic Information

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

Select only one row

Grade school (8 th grade or less)	<input type="radio"/>
Some high school	<input type="radio"/>
High school graduate	<input type="radio"/>
Some college, no degree	<input type="radio"/>
Vocational training/2 -year college	<input type="radio"/>
4-year college/bachelor's degree	<input type="radio"/>
Post-graduate training/degree	<input type="radio"/>

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

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

If no, skip to 5-4

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

Select all that apply

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

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

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

If No, Skip to Q.5-6

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

Select all that apply

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

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

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

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

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

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

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

Q.5-9. What is your gender?

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

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

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

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

Q.5-11 Which of the following categories best describes your total household income before taxes in 2007?
Your best estimate is fine.

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

<page break>

Thank you for participating in this survey.

Please press the STOP button to finish the survey.