

United States Mint Retail Counter Survey

This survey is designed to help the United States Mint understand how it can improve your retail purchasing experience. 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 of this information collection is 1525-0012-XXX. **Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately two minutes of your time.** All of your responses will be kept completely confidential,

1. What was the date of your purchase? _____/_____/_____
(month) (day) (year)

2. What product(s) did you purchase today?

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Annual set(s) (e.g., silver proof set, proof set, uncirculated set, America the Beautiful proof or uncirculated set, Presidential \$1 Coin Proof of Uncirculated set) | 0 |
| AE Silver coin | 0 |
| Gold or platinum coins (e.g., AE gold, AE platinum, American Buffalo, First Spouse Gold Coin) | 0 |
| Commemorative coin | 0 |
| Special collectible (e.g., first day coin cover, coin and medal set) | 0 |
| Coin Rolls | 0 |
| Medal(s) | 0 |
| None | 0 |

3. Was this purchase for:

| | |
|-------------------------|---|
| Yourself | 0 |
| A gift for someone else | 0 |
| Both | 0 |

4. Please rate the importance of each of the following factors (on a scale of 1 to 6 where 6 is extremely important and 1 is not at all important) in your decision to purchase from this location:

| | Extremely Unimportant | | | | Extremely | | |
|----------------------------------|-----------------------|---|---|---|-----------|---|---|
| | Important | 1 | 2 | 3 | 4 | 5 | 6 |
| Convenience | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Wanted to see/touch/feel product | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| No shipping charges | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Returns policy | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Spontaneous / happened by | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Close to residence/hotel | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ease of parking | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Close to public transportation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Close to workplace | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

5. Would you have still purchased this product(s) through another channel (e.g., internet or phone service) if a retail location wasn't available?

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

6. Please rate your satisfaction (on a scale of 1 to 6 where 6 is extremely satisfied and 1 is not at all satisfied) with this shopping experience for the following:

| | Extremely Unimportant | | | Extremely Important | | |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Customer service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Employee knowledge of products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breadth of product offerings | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Appeal/appearance of counter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accessibility of sales counter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. What other products/items would you like to be able to purchase at this store?

| | |
|--------------------------------------|-----------------------|
| (list other USM product offerings) | <input type="radio"/> |
| | <input type="radio"/> |
| (list related products contemplated) | <input type="radio"/> |
| | <input type="radio"/> |
| | <input type="radio"/> |

8. What is your interest in coins / coin products?

| | |
|--------------------------------------|-----------------------|
| Coin collector | <input type="radio"/> |
| Casual collector / general collector | <input type="radio"/> |
| Art/History buff | <input type="radio"/> |
| Investment potential | <input type="radio"/> |
| Good for gifts | <input type="radio"/> |

- D-1 What is your age in years?

| |
|----------------|
| Age (in years) |
| _____ |

- D-2 What is your gender?

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

- D-3 What is your five (5) digit zip code ?

| |
|--|
| |
|--|

D-4 Which of the following categories best describes your total household income before taxes in 2010?

| | |
|------------------------|-----------------------|
| Less than \$20,000 | <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 to \$149,999 | <input type="radio"/> |
| \$150,000 or more | <input type="radio"/> |

D-5 Are you Hispanic or Latino origin?

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

What is your race? Please select one or more.

| | |
|-------------------------------------------|-----------------------|
| White | <input type="radio"/> |
| Black or African American | <input type="radio"/> |
| Asian | <input type="radio"/> |
| Native Hawaiian or other Pacific Islander | <input type="radio"/> |
| American Indian or Alaska Native | <input type="radio"/> |
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