



United States Mint

Dunnage Test Survey

December 5, 2011

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

Welcome to the United States Mint's product satisfaction survey.

This survey is designed to help the United States Mint understand how it can improve the products and services it provides. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-0XXX.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 5-10 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 Eric Thomas weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to info828@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 User ID and Password; the survey will return to the screen where you clicked Stop.

Please click the FORWARD button to begin.

SCREENING CRITERIA

S-1 Have you received a product shipment from the United States Mint in the past 30 days?

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

Send to terminate screen if "No."

SATISFACTION

For this survey, please think about the **most recent order that you received** from the United States Mint. (Do not think about an order that you have placed but have not yet received.)

Q.1 First, please indicate which items were included in this most recent order. (Check all that apply.)

| Product Types | Items included in this most recent order - Select all that Apply - |
|---|---|
| Annual Coin Sets | |
| Annual Clad Proof Sets (Full set, Quarters, Presidential \$1 Coin) | |
| - Full set | <input type="checkbox"/> |
| - Quarters set | <input type="checkbox"/> |
| - Presidential \$1 Coin set | <input type="checkbox"/> |
| Annual Silver Proof Sets (Full set, Quarters) | |
| - Full set | <input type="checkbox"/> |
| - Quarters set | <input type="checkbox"/> |
| Uncirculated Sets | <input type="checkbox"/> |
| American Eagle Coins | |
| American Eagle Silver Coins | <input type="checkbox"/> |
| American Eagle Gold Coins | <input type="checkbox"/> |
| American Buffalo Coins | |
| American Buffalo 24K Gold Coins | <input type="checkbox"/> |
| First Spouse Coins | |
| First Spouse 24K Gold Coins | <input type="checkbox"/> |
| Commemorative Coins | |
| Gold, Silver or Clad Commemorative Coins | <input type="checkbox"/> |
| Special Commemorative Coin Sets | <input type="checkbox"/> |
| Other Coins and Merchandise | |
| Other United States Mint Products | <input type="checkbox"/> |

Q.2 [IF MORE THAN 1 ITEM CHECKED IN Q1, INSERT “First think about your order **overall**. (We’ll ask about the individual items in your order a little later.)”] Please rate your satisfaction with the following aspects of this order, using a scale of 1 to 6, where “1” means “extremely dissatisfied” and “6” means “extremely satisfied.”

| | Extremely Dissatisfied | | | | | Extremely Satisfied |
|--|------------------------|---|---|---|---|---------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Overall satisfaction with your order | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the product packaging | 0 | 0 | 0 | 0 | 0 | 0 |
| Condition of the external (shipping) package | 0 | 0 | 0 | 0 | 0 | 0 |
| Timeliness/speed of receiving the order | 0 | 0 | 0 | 0 | 0 | 0 |
| Security of the delivery method | 0 | 0 | 0 | 0 | 0 | 0 |
| Packing material | 0 | 0 | 0 | 0 | 0 | 0 |
| Packing slip | 0 | 0 | 0 | 0 | 0 | 0 |

Q.3 Why are you dissatisfied with the [INSERT ANSWER FROM Q2]?

[If customer has 2 rows, excluding row 1 or 7, that are a “1” or “2” then ask Q.3 for both rows. If customer has 3 or more rows, excluding row 1 or 7, that are a “1” or “2” then randomly select 2 rows to ask for Q.3

Skip if they answered 3 or higher for all rows, excluding row 1 or 7, in Q.2.]

Q.4 Why did you provide a rating of [INSERT RATING FROM ROW 7 Q.2] for the packing material?

[If only 1 row checked in Q.1, skip to Q.6]

Q.5 Now please rate your **satisfaction with each of the individual types of items** you received in your order.

| | Extremely Dissatisfied | | | | | Extremely Satisfied |
|--|------------------------|---|---|---|---|---------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| INSERT ITEM #1 FROM Q1 | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the product packaging (not the external shipping packaging) | 0 | 0 | 0 | 0 | 0 | 0 |
| INSERT ITEM #2 FROM Q1 | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the product packaging (not the external shipping packaging) | 0 | 0 | 0 | 0 | 0 | 0 |
| ETC. [SHOW FOR EACH ITEM SELECTED IN Q1] | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the product packaging (not the external shipping packaging) | 0 | 0 | 0 | 0 | 0 | 0 |

Q.6 How did you place this **most recent order**?

| | |
|-------------------------------|---|
| By phone | 0 |
| Internet | 0 |
| Mail-in order form | 0 |
| Part of my subscription order | 0 |
| Other | 0 |

Q.7 Did you provide your phone number to the United States Mint at the time of, or prior to, your order?

| | Yes | No |
|--------------------------|-----------------------|-----------------------|
| Provided my phone number | <input type="radio"/> | <input type="radio"/> |

Q.8 How would you rate the packing material that was used in terms of being “environmentally friendly” (that is, being less harmful to the environment.)

| | Not At All Environmentally Friendly | | | Completely Environmentally Friendly | | |
|------------------------------|-------------------------------------|-----------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Environmentally friendliness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q.9 Do you recall if there was anything else about the packing material that was specifically environmentally friendly?

| | |
|-------------------|-----------------------|
| Yes, there was | <input type="radio"/> |
| No, there was not | <input type="radio"/> |
| I don't recall | <input type="radio"/> |

Q.10 Please rate the importance of each of the following aspects of this order, using a scale of 1 to 6, where “1” means “not at all important” and “6” means “extremely important.”

| | Not At All Important | | | | | | Extremely Important |
|--|----------------------|---|---|---|---|---|---------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Quality of the product packaging | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Condition of the external (shipping) package | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Timeliness/speed of receiving the order | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Security of the delivery method | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Packing material overall | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Environmental friendliness of packing material | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q.11 Please explain in detail any suggestions you have for improving the packing material/approach.

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

Q.12 How likely are you to purchase products directly from the United States Mint in the next 12 months for yourself or for a gift? 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 Likely to Purchase | | | | | | Extremely Likely to Purchase |
|--|-------------------------------|---|---|---|---|---|------------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | |
| How likely are you to purchase directly from the United States Mint during the <i>next 12 months</i> ? | | | | | | | |
| For self | 1 | 2 | 3 | 4 | 5 | 6 | |
| For gift | 1 | 2 | 3 | 4 | 5 | 6 | |

Skip to Q.D1 if answer to Q12= 1 for both self and gift

Q.13 Based on what you know today, over the next 12 months would you say you are most likely to...?

Please select one.

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

We just have a few demographic questions for classification purposes.

Q.D1 What is your marital status?

Select one

| | |
|-------------------------------|-----------------------|
| Single, never married | <input type="radio"/> |
| Married | <input type="radio"/> |
| Living with significant other | <input type="radio"/> |
| Separated, divorced, widowed | <input type="radio"/> |

Q.D2 What is the highest level of education you have attained?

Select one

| | |
|--|-----------------------|
| 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.D3 How would you describe the area in which you live?

Select one

| | |
|----------|-----------------------|
| Urban | <input type="radio"/> |
| Suburban | <input type="radio"/> |
| Rural | <input type="radio"/> |

Q.D4 Which of the following categories best describes your total household income before taxes in 2011? Your best estimate is fine.

Select one.

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

Q.D5 Are you Hispanic or Latino?

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

Q.D6 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"/> |

[Do not force "Other" to be specified]
[If retired or not employed, skip to the end]

Q.D7 Which of the following best describes your current employment status?

Select one.

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

Q.D8 Which of the following best describes your occupation?

Select one

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

[Ask if employed. Ask if Q.D7 is row 1 or Row 2]

Thank you for participating in this survey.

Please press the STOP button to finish the survey.