



# **United States Mint CSM Research**

*Quarterly Product Fulfillment Survey*

December 12, 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 1525-0012-0150. **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 Eric Thomas weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to [info827@nationalanalysts.com](mailto:info827@nationalanalysts.com)

Please click the Forward button to begin the survey.

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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 -
<b>Annual Coin Sets</b>	
Annual <b>Clad</b> 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 <b>Silver</b> Proof Sets (Full set, Quarters)	
- Full set	<input type="checkbox"/>
- Quarters set	<input type="checkbox"/>
Uncirculated Sets	<input type="checkbox"/>
<b>American Eagle Coins</b>	
American Eagle <b>Silver</b> Coins	<input type="checkbox"/>
American Eagle <b>Gold</b> Coins	<input type="checkbox"/>
<b>American Buffalo Coins</b>	
American Buffalo 24K Gold Coins	<input type="checkbox"/>
<b>First Spouse Coins</b>	
First Spouse 24K Gold Coins	<input type="checkbox"/>
<b>Commemorative Coins</b>	
Gold, Silver or Clad Commemorative Coins	<input type="checkbox"/>
Special Commemorative Coin Sets	<input type="checkbox"/>
<b>Other Coins and Merchandise</b>	
Other United States Mint Products	<input type="checkbox"/>

Q.2a [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.2b We'd like to understand more about the relative value you place on each of these aspects of your order.

Please distribute 100 "importance points" across the options below to indicate how important each would be to you. You can give each option as many, or as few importance points as you like – as long as the total sums to 100. If you do not think an item is important at all, give that item "0" points.

	# of importance points
Quality of the coins/items	_____
Quality of the product packaging	_____
Condition of the external (shipping) package	_____
Timeliness/speed of receiving the order	_____
Security of the delivery method	_____
Packing material	_____
Packing slip	_____
	<b>MUST SUM TO 100</b>

**Programming:**

- **Must sum to 100**

Q.3. Why are you dissatisfied with the [INSERT ANSWER FROM Q2a]?

*[If customer has 2 rows, excluding row 1, that are a "1" or "2" then ask Q.3 for both rows. If customer has 3 or more rows, excluding row 1, 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, in Q.2a.]*

Q.3b *(Skip if they answered 5 or 6 for Quality of the coins/items in Q.2a.)*

Would you say that the reason you were not fully satisfied with the quality of the coins/items was due to...

Production by the United States Mint	<input type="radio"/>
Issues that occurred while the coins/items were in transit (i.e., shipping problems)	<input type="radio"/>
Both were likely factors	<input type="radio"/>
Not sure	<input type="radio"/>

Q.3c *(Skip if they answered 5 or 6 for Quality of the product packaging in Q.2a.)*

Would you say that the reason you were not fully satisfied with the quality of the product packaging was due to...

Production by the United States Mint	<input type="radio"/>
Issues that occurred while the product packaging was in transit (i.e., shipping problems)	<input type="radio"/>
Both were likely factors	<input type="radio"/>
Not sure	<input type="radio"/>

If only 1 row checked in Q.1, skip to Q.5

Q.4 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
<b>INSERT ITEM #1 FROM Q1</b>						
Quality of the coins/items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the product packaging (not the external shipping packaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>INSERT ITEM #2 FROM Q1</b>						
Quality of the coins/items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the product packaging (not the external shipping packaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]</b>						
Quality of the coins/items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the product packaging (not the external shipping packaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.5a [If only 1 row checked in Q.1 ask] Was this most recent order...?

For yourself	<input type="radio"/>
For a gift	<input type="radio"/>

Please indicate if each item you purchased was for yourself or a gift.

	For yourself	For a gift
<b>INSERT ITEM #1 FROM Q1</b>	<input type="radio"/>	<input type="radio"/>
<b>INSERT ITEM #2 FROM Q1</b>	<input type="radio"/>	<input type="radio"/>
<b>ETC. [SHOW EACH ITEM SELECTED IN Q1]</b>	<input type="radio"/>	<input type="radio"/>



Q.5b *If Q.5a is a gift then ask:* Did you buy a gift box for \$4.95?

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

Please indicate if you purchased a gift box for \$4.95 for each item listed below.

	Yes	No
INSERT ITEM #1 FROM Q1 and Q.5a is gift	<input type="radio"/>	<input type="radio"/>
INSERT ITEM #2 FROM Q1 and Q.5a is gift	<input type="radio"/>	<input type="radio"/>
ETC. [SHOW EACH ITEM SELECTED IN Q1 and Q.5a is gift]	<input type="radio"/>	<input type="radio"/>

Q.5c *If no for any item ask:* Why didn't you purchase a gift box?

\_\_\_\_\_

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

By phone	<input type="radio"/>
Internet	<input type="radio"/>
Mail-in order form	<input type="radio"/>
Part of my subscription order	<input type="radio"/>
Other	<input type="radio"/>

Q.7 Was this **most recent order** delivered **within the time frame you expected when you placed the order**?

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

*[If Q.7= Yes, skip to Q.11]*

Q.8 Were you informed that there would be a delay in receiving the order **after you placed your order**?

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

*[If Q.8 = No, skip to Q.11]*

Q.9 Were you given a **new estimated timeframe for expecting the order** when you were notified of the delay?

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

*[If Q.9 = No, skip to Q.11]*

Q.10 Was the order delivered **within the new expected time frame that you were told**?

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

Q.11 Prior to receiving this order, did you receive a **notification from the United States Mint informing you that this order had shipped**?

	Yes	No
By E-mail	<input type="radio"/>	<input type="radio"/>
By Phone	<input type="radio"/>	<input type="radio"/>

*[If Q.11= Yes for either row 1 or 2, skip to Q.13]*

Q.12aOMITTED

Q.13 Please explain in detail any other issues you experienced with the fulfillment of your order.

\_\_\_\_\_

Q.14 Now, please rate your satisfaction with these U.S. Mint product and service areas.

	Extremely Dissatisfied					Extremely Satisfied
	1	2	3	4	5	6
Breadth of product types offered	0	0	0	0	0	0
Product availability / access	0	0	0	0	0	0
Communications overall	0	0	0	0	0	0
Overall customer service	0	0	0	0	0	0

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.15 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					Extremely Likely
	1	2	3	4	5	6
For self	0	0	0	0	0	0
For gift	0	0	0	0	0	0

**Skip to Q16 if answer to Q15= 1 for both self and gift**

Q.16 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. <b>Increase</b> the amount of merchandise you purchase from the United States Mint	<input type="radio"/>
2. <b>Purchase about the same amount</b> from the United States Mint	<input type="radio"/>
3. <b>Decrease</b> the amount of merchandise you purchase from the United States Mint	<input type="radio"/>
4. <b>Stop purchasing</b> from the United States Mint altogether	<input type="radio"/>

**Rotational module: Payment options**

If Q6 is not Internet then ask:

Q17. Have you **ever** place an order on the U.S. Mint website?

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

Q18. How satisfied are you with the following aspects of paying with a credit card on the U.S. Mint website?

	Extremely Dissatisfied						Extremely Satisfied
	1	2	3	4	5	6	
Ease of payment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Security of payment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q19. Have you **ever** used Paypal to make purchases online?

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

Q20. If PayPal were available on the U.S. Mint website, which payment option would you choose?

Credit card	<input type="radio"/>
PayPal	<input type="radio"/>

*If Q20 is Paypal then ask:*

Q21. If PayPal were available on the U.S. Mint website, would you...?

<b><u>Increase</u></b> the amount of merchandise you purchase from the United States Mint	<input type="radio"/>
<b><i>Purchase about the same amount</i></b> from the United States Mint	<input type="radio"/>
<b><u>Decrease</u></b> the amount of merchandise you purchase from the United States Mint	<input type="radio"/>

**Rotational Module: Shipping Option Matrix**

Q.22 If the U.S. Mint were to offer the following shipping options, which option would you have chosen on this last order?

*In considering your choice, please note that UPS and FedEx do not deliver to APOs/FPOs.*

**Shipping Options**

Delivery Time PLEASE NOTE THAT YOU NEED TO ADD 2-3 DAYS PROCESSING TIME TO THE DELIVERY TIMES LISTED BELOW	Shipping Provider	Price	
7-10 days	Smart Post – via FedEx and US Postal Service	Free	<input type="radio"/>
5-7 days	US Postal Service – Parcel Post	\$4.95	<input type="radio"/>
5-7 days	UPS	\$5.95	<input type="radio"/>
2-3 days	US Postal Service	\$7.95	<input type="radio"/>
2-3 days	UPS or FedEx	\$12.95	<input type="radio"/>
Next day <i>(by 3 pm the next business day)</i>	UPS or FedEx	\$21.95	<input type="radio"/>
Guaranteed Saturday Delivery <i>(delivery will occur between 9 am and 6 pm on the next Saturday)</i>	UPS or FedEx	\$30.00	<input type="radio"/>

Ask ½ the sample Q23 and ½ the sample Q24. Divide the 2<sup>nd</sup> half of sample that see Q.24 into 3 monadic cells: B1: \$2.00, B2: \$3.00, B3: \$5.00

Q23. The U.S. Mint could require signature delivery for orders that exceed a certain dollar amount. This means that if no one is available to receive the package, the package will not be left for you. At what level would it be best for the U.S. Mint to set this threshold?

To be clear, for orders that are less than the amount you select below, packages would just be left at your residence/business even if no one was home.

The U.S. Mint should...	
Never require signature confirmation of delivery	<input type="radio"/>
Require signature confirmation for orders \$100 or more	<input type="radio"/>
Require signature confirmation for orders \$200 or more	<input type="radio"/>
Require signature confirmation for orders \$300 or more	<input type="radio"/>
Require signature confirmation for orders \$400 or more	<input type="radio"/>
Require signature confirmation for orders \$500 or more	<input type="radio"/>
Require signature confirmation for orders \$600 or more	<input type="radio"/>
Should <b>always</b> require signature confirmation of delivery regardless of the value of the order	<input type="radio"/>

Q24. The U.S. Mint currently requires a delivery signature for some high value packages. It is considering adding an option for customers who want delivery signature for packages of lesser value. If the customer elects this option, then for an added \$3.00, a signature would be required upon delivery of the package. If someone is not available to sign for it when the carrier delivers the package, then the package will not be left at your residence/business. How likely would you be to pay for signature confirmation of delivery?

	Likelihood of Paying for Signature Confirmation						
	Not At All Likely	1	2	3	4	5	Extremely Likely
Signature confirmation of delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Q24>2 then ask

Q25. Would you typically buy this feature on orders of...

\$25 or more	<input type="radio"/>
\$50 or more	<input type="radio"/>
\$100 or more	<input type="radio"/>
\$200 or more	<input type="radio"/>
\$300 or more	<input type="radio"/>
\$400 or more	<input type="radio"/>
\$500 or more	<input type="radio"/>

Q.26a Please indicate your best estimate as to the number of orders you will place in the next 12 months.

\_\_\_\_\_ orders in the next 12 months

Q.26b Of these [INSERT ANSWER FROM Q.24A] order(s), how many would you be likely to send using each of the following methods?

Price	Delivery Time	Carrier	# of Orders
Free	7-10 days	Smart Post - via FedEx and US Postal Service	_____
\$4.95	5-7 days	US Postal Service - Parcel Post	_____
\$5.95	5-7 days	UPS	_____
\$7.95	2-3 days	US Postal Service	_____
\$12.95	2-3 days	UPS or FedEx	_____
\$21.95	Overnight	UPS or FedEx	_____
\$30.00	Guaranteed Scheduled Saturday Delivery	UPS or FedEx	_____



Q.27 How would the availability of these shipping options affect your future orders with the U.S. Mint?

<b>Future Purchasing with the United States Mint (<u>Next 12 Months</u>) With New Shipping Options</b>	
<b><u>Substantially increase</u></b> the amount of merchandise you purchase from the United States Mint	○
<b><u>Slightly increase</u></b> the amount of merchandise you purchase from the United States Mint	○
<b><u>Purchase about the same amount</u></b> from the United States Mint	○
<b><u>Slightly decrease</u></b> the amount of merchandise you purchase from the United States Mint	○
<b><u>Substantially decrease</u></b> the amount of merchandise you purchase from the United States Mint	○

Q.28 How would the availability of these shipping options affect your satisfaction with the U.S. Mint?

<b>Satisfaction with the United States Mint (<u>Next 12 Months</u>) With New Shipping Options</b>	
My overall satisfaction with the U.S. Mint would be <b><u>much higher</u></b>	○
My overall satisfaction with the U.S. Mint would be <b><u>a little higher</u></b>	○
There would be <b><u>no change</u></b> in my satisfaction with the U.S. Mint	○
My overall satisfaction with the U.S. Mint would be <b><u>a little lower</u></b>	○
My overall satisfaction with the U.S. Mint would be <b><u>a lot lower</u></b>	○

Q.29 Are there any other shipping options that are not listed below that you would like the U.S. Mint to consider. [WRITE IN OPEN END RESPONSE. DO NOT FORCE.]

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Thank you for participating in this survey.

*Please press the STOP button to finish the survey.*