



# United States Mint CSM Research

*4Q FY13 Quarterly Product Fulfillment Survey*

June 27, 2013

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 1525-0012-0175.

**Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10 minutes of your time.**

All of your responses will be kept completely anonymous.

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 Kyle Konopka weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to [kkonopka@nationalanalysts.com](mailto:kkonopka@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.

**(Based on sample file, assign order as high value \$101 or more or low value, \$100 or less.)**

**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."*

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**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.)

[DO NOT SHOW THIS COLUMN]	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)	
2	- Full set	<input type="checkbox"/>
3	- Quarters set	<input type="checkbox"/>
4	- Presidential \$1 Coin set	<input type="checkbox"/>
	Annual <b>Silver</b> Proof Sets (Full set, Quarters)	
5	- Full set	<input type="checkbox"/>
6	- Quarters set	<input type="checkbox"/>
7	Uncirculated Sets (the full set of P and D coins)	<input type="checkbox"/>
	<b>American Eagle Coins</b>	
8	American Eagle <b>Silver</b> Coins	<input type="checkbox"/>
9	American Eagle <b>Gold</b> Coins	<input type="checkbox"/>
	<b>American Buffalo Coins</b>	
10	American Buffalo 24K Gold Coins	<input type="checkbox"/>
	<b>First Spouse Coins</b>	
11	First Spouse 24K Gold Coins	<input type="checkbox"/>
	<b>Commemorative Coins</b>	
12	Gold, Silver or Clad Commemorative Coins	<input type="checkbox"/>
13	Special Commemorative Coin Sets	<input type="checkbox"/>
	<b>Other Coins and Merchandise</b>	
14	Other United States Mint Products	<input type="checkbox"/>

- Create 3 cells:
- Cell A: Selected at least one of the following levels: 9, 10, 11. Could also have selected any other levels.
- Cell B: Selected at least one of the following levels: levels 5, 6, 8. Did not select levels 9, 10, or 11. Could have selected any other levels.

- Cell C: Did not select any of the following levels: 5, 6, 8, 9, 10, 11
- Cells are only being used for Q35 – everything else in the questionnaire will be identical for all cells

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>

Q.3. Earlier you rated your satisfaction with [item being asked about from Q2a] a [insert rating from Q2a]. 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	○	○	○	○	○	○
Quality of the product packaging (not the external shipping packaging)	○	○	○	○	○	○
<b>INSERT ITEM #2 FROM Q1</b>						
Quality of the coins/items	○	○	○	○	○	○
Quality of the product packaging (not the external shipping packaging)	○	○	○	○	○	○
<b>ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]</b>						
Quality of the coins/items	○	○	○	○	○	○
Quality of the product packaging (not the external shipping packaging)	○	○	○	○	○	○

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

For yourself	○
For a gift	○

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>	○	○
<b>INSERT ITEM #2 FROM Q1</b>	○	○
<b>ETC. [SHOW EACH ITEM SELECTED IN Q1]</b>	○	○

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
<b>INSERT ITEM #1 FROM Q1 and Q.5a is gift</b>	<input type="radio"/>	<input type="radio"/>
<b>INSERT ITEM #2 FROM Q1 and Q.5a is gift</b>	<input type="radio"/>	<input type="radio"/>
<b>ETC. [SHOW EACH ITEM SELECTED IN Q1 and Q.5a is gift]</b>	<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"/>

Q50. Did you receive an email confirming your order?

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



Q51. (Ask only if Q50 = Yes) How satisfied were you with the...

	Extremely Dissatisfied					Extremely Satisfied
	1	2	3	4	5	6
Clarity of the confirmation email	0	0	0	0	0	0
Timeliness of the confirmation email	0	0	0	0	0	0

Q52. Was this the first order you ever placed with the United States Mint?

Yes	0
No	0

Q53. Do you recall having heard or seen any advertisements for the United States Mint in the past 6 months?

Yes	0
No	0

Q54. (Ask only if Q53 = Yes) From which of the following sources do you recall having heard or seen these advertisements?

*Please select all that apply.*

National Newspaper (e.g., USA Today, The Wall Street Journal)	<input type="checkbox"/>
Parade Magazine	<input type="checkbox"/>
Weekly News Magazines (e.g., Time)	<input type="checkbox"/>
Monthly <i>Financial</i> Magazines (e.g., Smart Money, Fortune, etc.)	<input type="checkbox"/>
Monthly <i>Military</i> Magazine (e.g., American Legion, etc.)	<input type="checkbox"/>
Monthly <i>History</i> Magazine (e.g., National Geographic, Smithsonian, etc.)	<input type="checkbox"/>
Monthly <i>Leisure</i> Magazine (e.g., Golf, Sports Fishing, etc.)	<input type="checkbox"/>
Monthly <i>General Interest</i> Magazines (e.g., Poder, Black Enterprise, JET)	<input type="checkbox"/>

Online Banner Ad	<input type="checkbox"/>
Streaming Video (e.g., Hulu, 60 Minutes, Today)	<input type="checkbox"/>
Streaming Audio (Pandora)	<input type="checkbox"/>
Search on Google	<input type="checkbox"/>
Search on Bing	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
Twitter	<input type="checkbox"/>
Television	<input type="checkbox"/>
Radio	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>

*[Randomize order of rows ,except “Other”]*

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 United States Mint product and service areas.

	Extremely Dissatisfied					Extremely Satisfied
	1	2	3	4	5	6
Breadth of product types offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product availability / access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35. How likely are you to recommend United States Mint products to someone else?

	Not At All Likely										Extremely Likely
	1	2	3	4	5	6	7	8	9	10	
Likelihood to recommend to someone else	o	o	o	o	o	o	o	o	o	o	

- Show 2 variations of Q35 with different wording based on respondent cell from Q1 (Cells A, B, C)
- 2/3 of respondents will see the current version (defined below), and 1/3 of respondents will see an alteration (defined below) with the word “collectible” before “products”
- Show 2/3 of respondents from each cell A, B, & C the current version of Q35, and show 1/3 of respondents in each cell the new version
- CURRENT Version: *How likely are you to recommend United States Mint products to someone else?*
- NEW version: *How likely are you to recommend United States Mint collectible products to someone else?*

Q35b. Please tell us your reasons for giving this rating.

*Do not force entry*

*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?

	Not At All Likely					Extremely Likely
	1	2	3	4	5	6
For self	o	o	o	o	o	o
For gift	o	o	o	o	o	o

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