



**United States Mint CSM Bridge
Wave Research**

FY2014 Questionnaire

OMB Control #1525-0012-0185

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

Welcome to the United States Mint's customer satisfaction survey designed to help us improve our products and services. **Your participation in this survey is ENTIRELY VOLUNTARY and should take approximately 15-20 minutes of your time.**

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-xxxx.

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 info853@nationalanalysts.com

Please re-enter your password in the box below, then click the FORWARD button to begin the survey.

We would first like 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.

Section S: Screening Criteria

Q.1 Have you purchased any coins or other merchandise from the United States Mint during the past 12 months?

| | |
|-----|---|
| Yes | 0 |
| No | 0 |

PROGRAMMING: Send to terminate screen if "No."

Section 1: Overall Satisfaction

Q.2 Please rate your overall customer experience with the United States Mint.

| | Extremely Dissatisfied | | | | | Extremely Satisfied |
|-----------------------------|------------------------|---|---|---|---|---------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Overall customer experience | 0 | 0 | 0 | 0 | 0 | 0 |

Q.3 Please rate your satisfaction with the United States Mint's overall product quality.

| | Extremely Dissatisfied | | | | | Extremely Satisfied |
|-------------------------|------------------------|---|---|---|---|---------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Overall product quality | 0 | 0 | 0 | 0 | 0 | 0 |

Q.4 Why did you say you are extremely dissatisfied with the United States Mint's overall product quality?

PROGRAMMING: Ask only if rated 1-2 in Q.3

Do not force entry.

Q.5 Earlier you said that you were extremely dissatisfied with your overall customer experience with the United States Mint. Why did you say you were extremely dissatisfied?

PROGRAMMING: Ask only if rated 1-2 in Q.2

Do not force entry.

Q.6 Please rate your experience with the United States Mint in the past 90 days.

| | Extremely Dissatisfied | | | | Extremely Satisfied | | Have not had any experience with the United States Mint in past 90 days |
|--------------------------------|------------------------|---|---|---|---------------------|---|-------------------------------------------------------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | --- |
| Experience in the past 90 days | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Section 2: Satisfaction with Product Offerings / Attributes

Q.7 Please rate the following aspects of the **most recent order that you received**. (Do not think about an order that you have placed but have not yet received.)

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|---------------------------------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| a) Quality of coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| b) Artwork/design of coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| c) Value for the money | 0 | 0 | 0 | 0 | 0 | 0 |
| d) Product availability | 0 | 0 | 0 | 0 | 0 | 0 |
| e) Product packaging quality | 0 | 0 | 0 | 0 | 0 | 0 |
| f) Product packaging design (artwork) | 0 | 0 | 0 | 0 | 0 | 0 |

Q.8 Please rate your satisfaction with the United States Mint's breadth of product offerings.

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|------------------------------------------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| a) Breadth of product offerings overall | 0 | 0 | 0 | 0 | 0 | 0 |
| b) For the serious coin collector | 0 | 0 | 0 | 0 | 0 | 0 |
| c) For the casual / general interest collector | 0 | 0 | 0 | 0 | 0 | 0 |
| d) For gifting | 0 | 0 | 0 | 0 | 0 | 0 |

Q.9 Why did you say you are extremely dissatisfied with the United States Mint's breadth of product offerings overall?

*PROGRAMMING: Ask only if rated 1-2 in Q.8a
Do not force entry.*

Section 3: Satisfaction with (Marketing) Communications

Q.10 Please rate your satisfaction with how the United States Mint communicates with you (that is, via mail, email, or call center).

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|----------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Communications | 0 | 0 | 0 | 0 | 0 | 0 |

Q.11 Please rate your satisfaction with the following United States Mint's communications:

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|---------------------------------------------------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| a) Mail (e.g., catalogs and product specific brochures) | 0 | 0 | 0 | 0 | 0 | 0 |
| b) E-mailed product notifications | 0 | 0 | 0 | 0 | 0 | 0 |
| c) E-mailed newsletters (Coins Online) | 0 | 0 | 0 | 0 | 0 | 0 |

Q.12 What is your preferred method for receiving communication from the United States Mint related to product offerings (i.e., those not relating to an order)?

Please select one.

| United States Mint Communications | Most Preferred Method |
|----------------------------------------|-----------------------|
| U.S. Mail | 0 |
| E-mail | 0 |
| SMS Text Message | 0 |
| Social Media (e.g., Facebook, Twitter) | 0 |
| Other (specify) _____ | 0 |
| None | 0 |

Q.13 Please rate your overall satisfaction with the information contained in the United States Mint's product release schedule.

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|-----------------------------------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Information in product release schedule | 0 | 0 | 0 | 0 | 0 | 0 |

Q.14 Have you ever visited the United States Mint's website?

| | |
|-----------------------------------|---|
| Yes - Within the past 3 months | 0 |
| Yes - Within the past 3-6 months | 0 |
| Yes - Within the past 6-12 months | 0 |
| Yes - More than 1 year ago | 0 |

| | |
|----------------------------------------------------------|-----------------------|
| No – I have never visited the United States Mint website | <input type="radio"/> |
|----------------------------------------------------------|-----------------------|

Q.15 Please rate your satisfaction with the following aspects of the United States Mint’s website:

| | Extremely Dissatisfied | | | Extremely Satisfied | | |
|--------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| a) Website overall | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b) Look and feel | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c) Content | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d) Functionality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

PROGRAMMING: Ask only if selected “Yes” (Rows 1-4) in Q.14.

Q.16 Why did you say you are extremely dissatisfied with [INSERT: [1] how the United States Mint communicates with you / [2] the United States Mint’s website / [3] how the United States Mint communicates with you and the United States Mint’s website]?

PROGRAMMING: Ask only if rated 1-2 in Q.9 and/or Q.15a – otherwise skip to Q.17
 If rated 1-2 in Q.9 but not in Q.15a insert [1] “how the United States Mint communicates with you”
 If rated 1-2 in Q.15a but not in Q.9 insert [2] “the United States Mint’s website”
 If rated 1-2 in Q9 and Q.17a insert [3] “how the United States Mint communicates with you and the United States Mint’s website”
 Do not force entry.

Section 4: Satisfaction with Customer Service and Fulfillment

Q.17 Please rate your overall satisfaction with United States Mint’s customer service.

| | Extremely Dissatisfied | | | Extremely Satisfied | | |
|--------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Customer service overall | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q.18 Please rate your satisfaction with the following aspects of the United States Mint's ordering process:

| | Extremely Dissatisfied | | | | Extremely Satisfied | |
|-----------------------------------------|------------------------|---|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| a) Ordering process overall | 0 | 0 | 0 | 0 | 0 | 0 |
| b) Communications related to your order | 0 | 0 | 0 | 0 | 0 | 0 |
| c) Order fulfillment process | 0 | 0 | 0 | 0 | 0 | 0 |

Q.19 Why did you say you are extremely dissatisfied with the United States Mint's [INSERT: [1] customer service / [2] ordering process / [3] customer service and ordering process]?

PROGRAMMING: Ask only if rated 1-2 in Q.17 and/or Q.18a – otherwise skip to Q.20
If rated 1-2 in Q.17 but not in Q.18a insert [1] “customer service”
If rated 1-2 in Q.18a but not in Q.17 insert [2] “ordering process”
If rated 1-2 in Q.17 and Q.18a insert [3] “customer service and ordering process”
Do not force entry.

Section 5: Future Behaviors

Q.20 How likely are you to recommend United States Mint collectible 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Q.21 Please tell us your reasons for giving this rating.

PROGRAMMING: Do not force entry.

Q.22 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 |
| a) For self | 0 | 0 | 0 | 0 | 0 | 0 |
| b) For gift | 0 | 0 | 0 | 0 | 0 | 0 |

Q.23 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 (Next 12 Months) | |
|---------------------------------------------------------------------------------------|---|
| 1. Increase the amount of merchandise you purchase from the United States Mint | 0 |
| 2. Purchase about the same amount from the United States Mint | 0 |
| 3. Decrease the amount of merchandise you purchase from the United States Mint | 0 |
| 4. Stop purchasing from the United States Mint altogether | 0 |

Section 6: Rotational Section

Section 7: Demographics - United States Mint Specific

QD1. Which of the following items have you bought ***directly from the United States Mint*** in the past ***12 months***?

Please select

| Product Types | Purchased in the Past 12 Months |
|---------------------------------------------------------------------------|---------------------------------|
| 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"/> |
| Annual Clad Uncirculated Sets | |
| - Quarters set | <input type="checkbox"/> |
| - Presidential \$1 Coins set | <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"/> |

all that apply.

QD2. How satisfied were you with the overall product quality of each of the following?

| | Extremely Dissatisfied | | 3 | 4 | 5 | Extremely Satisfied |
|--------------------------------------------------|---------------------------|---|---|---|---|------------------------|
| | 1 | 2 | | | | 6 |
| INSERT ITEM #1 FROM QD1 | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| INSERT ITEM #2 FROM QD1 | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |
| ETC. [SHOW FOR EACH ITEM SELECTED IN QD1] | | | | | | |
| Quality of the coins/items | 0 | 0 | 0 | 0 | 0 | 0 |

QD3. Which of the following items have you **bought as a gift** from the United States Mint in the past **12 months**?

Please select all that apply.

| Product Types | Purchased as a Gift in the Past 12 Months |
|---------------------------------------------------------------------------|-------------------------------------------|
| 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"/> |
| Annual Clad Uncirculated Sets | |
| - Quarters set | <input type="checkbox"/> |
| - Presidential \$1 Coins set | <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"/> |

PROGRAMMING: Only show rows selected in QD1.

QD4. How did you place your most recent order?

Please select one.

Ordering Options

| | |
|-----------------------|-----------------------|
| Web | <input type="radio"/> |
| Phone | <input type="radio"/> |
| Mail | <input type="radio"/> |
| Other (specify) _____ | <input type="radio"/> |

QD5. In the past 12 months have you contacted the United States Mint call center for any reason?

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

QD6. In the past 12 months have you received from the United States Mint any of the following?

Please select all that apply.

| | |
|-----------------------------------------|--------------------------|
| Catalog via U.S. Mail | <input type="checkbox"/> |
| Product specific brochure via U.S. Mail | <input type="checkbox"/> |
| E-mail product notification | <input type="checkbox"/> |
| E-mail newsletter | <input type="checkbox"/> |
| I have never received any of the above | <input type="radio"/> |

PROGRAMMING: Do not allow "I have never received any of the above" to be selected with any other row

Section 8: Demographics - General

QD7. What is the highest level of education you have attained?

| | |
|----------------------------------------------|-----------------------|
| 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"/> |

QD8. 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"/> |
|-------------------------|-----------------------|

QD9. Are you Hispanic or Latino?

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

QD10. What is your race? Please select one or more.

| | |
|--------------------------------------------|--------------------------|
| American Indian or Alaska Native? | <input type="checkbox"/> |
| Asian? | <input type="checkbox"/> |
| Black or African American? | <input type="checkbox"/> |
| Native Hawaiian or other Pacific Islander? | <input type="checkbox"/> |
| White? | <input type="checkbox"/> |
| Prefer Not to Answer | <input type="radio"/> |

PROGRAMMING: Do not allow "Prefer Not to Answer" to be selected with any other row

QD11. What is your gender?

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

QD12. Which of the following categories best describes your total household income before taxes in 2012?
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"/> |

QD13. What is your age in years?

| Age (in years) | | |
|----------------|----------|-----------------------|
| 1 | <18 | <input type="radio"/> |
| 2 | 18 to 30 | <input type="radio"/> |

| | | |
|---|----------|-----------------------|
| 3 | 31 to 45 | <input type="radio"/> |
| 4 | 46 to 59 | <input type="radio"/> |
| 5 | 60 to 70 | <input type="radio"/> |
| 6 | 70+ | <input type="radio"/> |

PROGRAMMING:

- **Ask all.**
- **Send to termination screen immediately if L_1.**

QD14. Which devices do you own?

Please select all that apply.

| | |
|-------------------|--------------------------|
| Laptop computer | <input type="checkbox"/> |
| Desktop computer | <input type="checkbox"/> |
| Smart phone | <input type="checkbox"/> |
| Cellular phone | <input type="checkbox"/> |
| Tablet | <input type="checkbox"/> |
| E-reader | <input type="checkbox"/> |
| None of the above | <input type="radio"/> |

PROGRAMMING: Do not allow "None of the above" to be selected with any other row

QD15. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

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

QD16. To confirm, are you a coin dealer?

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

PROGRAMMING:

- **Only ask QD16 if answered "Yes" in QD15**
- **If answered "No" in QD15 send them to survey exit screen**

Thank you for participating in this survey.

Please press the STOP button to finish the survey.

PROGRAMMING: Add any necessary language for exiting the survey.