



# United States Mint CSM Tracking Research

*FY15 Questionnaire*

OMB Control #1525-0012-xxxx

July 15, 2014

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 10-15 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.

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You will not be contacted for sales purposes as a result of participating in this survey.

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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 [info855@nationalanalysts.com](mailto:info855@nationalanalysts.com)

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

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

**PROGRAMMING:** Send to terminate screen if “No.”

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 69	<input type="radio"/>
6	70+	<input type="radio"/>

**PROGRAMMING:**

- Ask all.
- Send to terminate screen if L\_1 (<18) is selected

## 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	1	2	3	4	5	6
Overall customer experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	1	2	3	4	5	6
Overall product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.4 Why are you not fully satisfied with the United States Mint’s overall product quality?

**PROGRAMMING:** Ask only if rated <5 in Q.3  
Do not force entry.

Q.5 Earlier you gave a rating of **[INSERT RATING FROM Q.2 IN BOLD]** on your satisfaction with your overall customer experience with the United States Mint. Why are you not full satisfied with your overall customer experience?

**PROGRAMMING:** Ask only if rated <5 in Q.2  
Do not force entry.

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

	<div style="display: flex; justify-content: space-between;"> <span>Extremely Dissatisfied</span> <span>Extremely Satisfied</span> </div>						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	o	o	o	o	o	o	o

## 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
g) The time it took to receive your shipment	0	0	0	0	0	0
h) The shipping method used	0	0	0	0	0	0

**PROGRAMMING: Please randomize rows.**

Q.7.2 Why are you not fully satisfied with your most recent order from the United States Mint?

**PROGRAMMING: Ask Q.7.2 if rated <5 in at least 1 row (a-h) in Q.7. Do not force entry.**

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

**PROGRAMMING: Please randomize all rows, except Row 1 which should always be at the top.**

Q.9 Why are you not fully satisfied with the United States Mint's breadth of product offerings?

**PROGRAMMING: Ask Q.9 only if rated <5 in at least 1 row (a-d) in Q.8.**

### Section 3: Satisfaction with (Marketing) Communications

Q.10 Please rate your satisfaction with the following aspects of 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
a) Communications overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Consistency with which the United States Mint sends you e-mail notices/communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) E-mailed product notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) E-mailed newsletters (Coins Online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.11.2 Why are you not fully satisfied with the communications you receive from the United States Mint?

**PROGRAMMING:** Ask Q.11.2 only if rated at least 1 row (a-b) <5 in Q.10 OR rated <5 in at least 1 row (a-c) in Q.11. Do not force entry.

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	<input type="radio"/>
E-mail	<input type="radio"/>
SMS Text Message	<input type="radio"/>

Social Media (e.g., Facebook, Twitter)	<input type="radio"/>
Other (specify) _____	<input type="radio"/>
None	<input type="radio"/>

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

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

Yes - Within the past 3 months	<input type="radio"/>
Yes - Within the past 3-6 months	<input type="radio"/>
Yes - Within the past 6-12 months	<input type="radio"/>
Yes - More than 1 year ago	<input type="radio"/>
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"/>
e) Organization	<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. Please randomize order of rows, except Row 1 which should always be at the top.**

Q.16 Why are you not fully satisfied with the United States Mint’s website?

**PROGRAMMING: Ask Q.16 only if rated <5 in at least 1 row (a-e) in Q.15.  
Do not force entry.**

## Section 4: Satisfaction with Customer Service and Fulfillment

Q.17a 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	0	0	0	0	0	0

Q.17b Why are you not fully satisfied with the United States Mint’s customer service?

**PROGRAMMING: Ask Q.17b only if rated <5 in Q.17a  
Do not force entry.**

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

**PROGRAMMING: Please randomize all rows, except Row 1 which should always be at the top.**

Q.19 Why are you not fully satisfied with the United States Mint’s ordering process?



**PROGRAMMING: Ask Q.19 only if rated <5 in at least 1 row (a-c) in Q.18.  
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	o	o	o	o	o	o	o	o	o	o

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						Extreme Likely
	1	2	3	4	5	6	
a) For self	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) For gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 ( <u>Next 12 Months</u> )	
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 from the United States Mint altogether</b>	<input type="radio"/>

## Section 6: Rotational Section - [[INSERT HERE]] - TBD quarterly

## 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 all that apply.

Product Types	Purchased Directly from the United States Mint in the Past 12 Months
<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 (the full set of P and D coins)	<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>Medals</b>	
Size 3"	<input type="checkbox"/>
Size 1 1/2"	<input type="checkbox"/>
Size 1 5/16"	<input type="checkbox"/>
<b>Other Coins and Merchandise</b>	
Other United States Mint Products	<input type="checkbox"/>

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

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

Product Types	Purchased as a Gift in the Past 12 Months
<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 (the full set of P and D coins)	<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>Medals</b>	
Size 3"	<input type="checkbox"/>
Size 1 1/2"	<input type="checkbox"/>
Size 1 5/16"	<input type="checkbox"/>
<b>Other Coins and Merchandise</b>	
Other United States Mint Products	<input type="checkbox"/>
<b>None</b>	
None of the above	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.*

**PROGRAMMING: Only show rows selected in QD1.  
"None of the above row" cannot be selected with any other row.**

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 <sup>th</sup> 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 2013?  
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"/>

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**

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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**

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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.**