

**2011 Customer Satisfaction Survey
United States Mint
Collectible (Numismatic/Commemorative) Coins
Department of the Treasury**

Introduction

PROG. NOTE: Move in CONTACT NAME from sample
[CONTACT NAME]: FNAME LNAME FROM SAMPLE

May I speak with (RESTORE CONTACT NAME)?

Hello, I'm (NAME) with (VENDOR) calling on behalf of the United States Mint. We are conducting research on how satisfied users are with collectible coin purchases--I mean numismatic (**NEW-MISS-MATIC**) and commemorative coin purchases--not the coins you use for everyday purchases. I want to ask you about coins such as the annual proof, silver proof, or uncirculated sets; American Eagle proof, or uncirculated coins; American Buffalo 24K proof coins; First Spouse proof or uncirculated coins, and commemorative coins and sets produced by the United States Mint.

The purpose of the research is to help the United States Mint improve its services to you and people like you. Your opinions are very important for this research. Your name will be held completely confidential and never connected to your answers. Your participation is voluntary and you may stop at any time or skip any question you do not wish to answer.

This interview will take 8-10 minutes and is authorized by Office of Management and Budget Control No. 1090-0007.

QA. In the past year, have you purchased any collectible coins? (*READ IF NECESSARY: Coins such as annual proof, silver proof, or uncirculated sets; American Eagle proof, or uncirculated coins.*)

1. Yes
2. No
98. DK
99. REF

{IF QA=1, CONTINUE; OTHERWISE GO TO TERMINATE SCREEN}

QB. Where, or from whom, did you purchase these coins in the past 12 months? (**ASK AS OPEN END; ACCEPT UP TO EIGHT MENTIONS**) (*PROBE IF NECESSARY: Did you purchase coins anywhere else?*)

1. United States Mint by phone
2. United States Mint by mail
3. United States Mint online catalog website
4. Coin dealer retail location
5. Online coin dealer
6. Coin collectors/individuals
7. E-Bay
8. Home shopping network (HSN, QVC, etc.)
9. Other (SPECIFY)

98. DK
99. REF

QC. About how many times in the past 12 months have you purchased these types of coins?

[RECORD NUMBER 1-96]

- 97. 97 or more
- 98. DK
- 99. REF

PROG. NOTE: TERMINATE SCREEN

Those are all of the questions I have for you. Thank you for your interest in this project.

Product

Now, I'd like to ask you about the collectible coins you purchased. Please use a 10-point scale on which "1" means "poor" and "10" means "excellent" to rate the following:

Q1. The variety of collectible coin products available for purchase

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Q2. The quality of collectible coin products

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Q3. The appearance of the packaging

Please note that we are only referring to the coin product and its packaging and NOT the shipping packaging.

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Order process

Q4. Through what channel did you order your collectible coins? (Select all that apply)

- 1. Web
- 2. Phone
- 3. Mail
- 4. Other

(IF QB = 1, 2 or 3 ASK Q5-Q8 ELSE SKIP TO Q9)

Now please think about the order process as it relates to the collectible coins you purchased specifically through the United States Mint either online, over the phone or via mail. Please use a 10-point scale on which "1" means "poor" and "10" means "excellent" to rate the following:

Q5. Ease of ordering

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Q6. Promptness of receiving your order

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Q7. Receiving the correct item(s) in your order

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Q8. Accuracy of billing

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Communications

Q9. Have you received any communications from the United States Mint? This includes brochures, post cards, and e-mails (i.e. product notifications, Coins Online newsletter, RSS Feeds).

- 1. Yes
- 2. No
- 98. DK
- 99. REF

(IF Q9= 1 ASK Q10-12 ELSE SKIP TO Q13)

Think about the communications you receive from the United States Mint. Use a 10-point scale where "1" means "poor" and "10" means "excellent."

Q10. Providing you with clear information on United States Mint products that are currently available for purchase

Q11. Providing you with relevant and interesting information on United States Mint products that are currently available for purchase

Q12. Providing you with timely information on United States Mint products that will be available in upcoming product releases

Customer Service

Q13. Have you contacted the United States Mint by phone (1-800-USA-MINT) during the past 12 months?

- 1. Yes
- 2. No
- 98. DK
- 99. REF

(IF Q13 = 1 ASK Q14-Q16 ELSE SKIP TO Q17)

Think about the customer service representative that helped you. Use a 10-point scale where "1" means "poor" and "10" means "excellent" to rate the representative on the following:

- Q14. Ease of reaching a representative
- Q15. Courtesy and professionalism of representative
- Q16. Product knowledge

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Price/Value

- Q17. How would you rate the price that you paid for these purchases? Please use a 10-point scale on which "1" means "very poor value" and "10" means "very good value."

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

ACSI

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with your coin purchases from the United States Mint.

- Q18. First, please consider all your experiences to date with the United States Mint. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with the purchase of these coins from the United States Mint?

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

- Q19. Considering all of the expectations that we have discussed, to what extent have your purchases fallen short of your expectations or exceeded your expectations? Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent have the purchases of these coins fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

- Q20. Forget the coin purchases from the United States Mint for a moment. Now, I want you to imagine an ideal purchase of collectible coins. (PAUSE) How well do you think the purchase from the United States Mint compares with that ideal purchase? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD NUMBER 1-10]

- 98. DK
- 99. REF

Complaints

Next, I want you to think about any communication you may have had with the United States Mint or customer service personnel regarding complaints about your experience.

Q21. Have you complained to the United States Mint in the past year about the purchase of collectible coins from the United States Mint?

1. Yes
2. No
98. DK
99. REF

{IF Q21= 1, ASK Q22; OTHERWISE GO TO Q23}

Q22. How well, or poorly, was your most recent complaint handled? Using a 10-point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint?

- [RECORD NUMBER 1-10]
98. DK
 99. REF

Future behaviors

Q23. The next time that you purchase collectible coins, how likely is it that it will be from the United States Mint? Using a 10-point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that it will be from the United States Mint?

- [RECORD NUMBER 1-10]
98. DK
 99. REF

{IF Q23 = 1-7, ASK Q24; OTHERWISE GO TO FILTER BEFORE QD1}

Q24. If not from the United States Mint, from where do you plan to purchase collectible coins in the future? (OPEN END)

Q25. In the future, if you were to buy collectible coins from the source you just mentioned instead of directly from the United States Mint what is the main reason why? (ACCEPT ONE MENTION)

1. Convenience of other source
2. Better selection of collectible coin products available from other source
3. Just prefer doing business with other source more
4. I like to touch and feel the product before purchasing
5. I don't want to pay shipping charges
6. I don't plan to make any future purchases of collectable coins
7. Other (Specify)

Demographics

Now, we need to ask a few demographic questions for research purposes only.

QD1. What is your age, please?

[RECORD NUMBER OF YEARS 18-97]

- 98. DK
- 99. REF

QD2. What is the highest level of formal education you completed? (*READ CODES 1 - 5*)

- 1. Less than high school
- 2. High school graduate
- 3. Some college or associate degree
- 4. College graduate
- 5. Post-Graduate
- 98. DK
- 99. REF

QD3. Are you of Hispanic, Latino, or Spanish origin?

- 1. Yes
- 2. No
- 98. DK
- 99. REF

QD4. Do you consider your race(s) as: (*READ CODES 1 - 5; ACCEPT UP TO FIVE MENTIONS*)

- 1. White
- 2. Black/African American
- 3. American Indian or Alaska Native
- 4. Asian
- 5. Native Hawaiian or other Pacific Islander
- 6. Other race
- 98. DK
- 99. REF

QD5. What was your total annual family income in 2010? (*READ CODES 1 - 7*)

- 1. Under \$20,000
- 2. \$20,000 but less than \$30,000
- 3. \$30,000 but less than \$40,000
- 4. \$40,000 but less than \$60,000
- 5. \$60,000 but less than \$80,000
- 6. \$80,000 but less than \$100,000
- 7. \$100,000 or more
- 98. DK
- 99. REF

QD6. Gender (By Observation)

- 1. Male
- 2. Female