

## 2011 Customer Satisfaction Survey United States Mint Numismatic/Commemorative Coins Department of the Treasury

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### Introduction

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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 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, uncirculated or bullion (**BULL-YUN**) coins; American Buffalo 24K proof or bullion coins; Ultra High Relief Double Eagle Gold coin, 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 numismatic (**NEW-MISS-MATIC**) or commemorative coins? (*READ IF NECESSARY: Coins such as annual proof, silver proof, or uncirculated sets; American Eagle proof, uncirculated or bullion (**BULL-YUN**) coins*)

- 1 Yes
- 2 No
- DK
- 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
- 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)
- DK
- 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

DK

REF

PROG. NOTE: TERMINATE SCREEN

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

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### Quality

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Q1. First, please consider all your experiences in the past year with purchasing coins from the United States Mint. Using a 10-point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the overall quality of the purchase of these coins from the United States Mint?

[RECORD NUMBER 1-10]

DK

REF

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### Product

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

Q2. The variety of commemorative coins available for purchase

[RECORD NUMBER 1-10]

DK

REF

Q3. The appearance of the packaging

[RECORD NUMBER 1-10]

DK

REF

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### Order process

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(IF QB = 1, 2 or 3 ASK Q4-Q7 ELSE SKIP TO Q8)

Now please think about the order process as it relates to the commemorative 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:

Q4. Ease of ordering

[RECORD NUMBER 1-10]

DK

REF

Q5. Promptness of receiving your order

[RECORD NUMBER 1-10]

DK

REF

Q6. Receiving the correct item(s) in your order  
[RECORD NUMBER 1-10]  
DK  
REF

Q7. Accuracy of billing  
[RECORD NUMBER 1-10]  
DK  
REF

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### Communications

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Q8. 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  
DK  
REF

(IF Q8= 1 ASK Q9 ELSE SKIP TO Q10)

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

Q9. Providing you clear information on United States Mint products

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### Customer Service

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Q10. Have you contacted the United States Mint by phone (1-800-USA-MINT) during the past 12 months?

1 Yes  
2 No  
DK  
REF

(IF Q10 = 1 ASK Q11-Q13 ELSE SKIP TO Q14)

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:

Q11. Ease of reaching a representative  
Q12. Courtesy and professionalism of representative  
Q13. Production knowledge

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### Price/Value

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- Q14. Given the quality of your coin purchases, how would you rate the price that you paid for these purchases? Please use a 10-point scale on which "1" means "very poor price given the quality" and "10" means "very good price given the quality."

[RECORD NUMBER 1-10]

DK  
REF

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## ACSI

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

- Q15. 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]

DK  
REF

- Q16. 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]

DK  
REF

- Q17. Forget the coin purchases from the United States Mint for a moment. Now, I want you to imagine an ideal purchase of collector 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]

DK  
REF

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## Complaints

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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.

Q18. Have you complained to the United States Mint in the past year about the purchase of coins from the United States Mint?

- 1 Yes
- 2 No
- DK
- REF

{IF Q18= 1, ASK Q18A; OTHERWISE GO TO Q19}

Q18A. 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]
- DK
- REF

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#### Future behaviors

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Q19. The next time you are going to purchase numismatic (**NEW-MISS-MATIC**) or commemorative 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]
- DK
- REF

{IF Q19 = 6-10, ASK Q20; OTHERWISE GO TO FILTER BEFORE Q21}

Q20. Let us imagine that the United States Mint raises its prices further than now from the face value of the coins. If other sources of these types of coins remain at the same prices, how much can the United States Mint raise its price before you definitely would not choose to purchase from it the next time you purchase these types of coins?

Please provide your answer in percentages up to 25%.

[RECORD PERCENT 0-25]

- 26 26% OR MORE
- 101 Never would purchase from any other source
- DK
- REF

{IF Q19 = 1-5, ASK Q21; OTHERWISE GO TO INTRO BEFORE QD1}

Q21. Let us now imagine that the United States Mint lowers its prices. If other sources of collectable coins remain at the same prices, how much must the United States Mint lower its price before you would definitely choose to purchase from it the next time you buy these types of coins.

Please provide your answer in percentages up to 25%.

[RECORD PERCENT 0-25]

26 26% OR MORE  
101 Never would purchase from the United States Mint again  
DK  
REF

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## Demographics

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Now, we need to ask a few demographic questions for the ACSI consumer profile...

QD1. What is your age, please?

[RECORD NUMBER OF YEARS 18-84]  
DK  
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  
10 Post-Graduate  
DK  
REF

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

1 Yes  
2 No  
DK  
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  
11 Other race  
DK  
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
- DK  
REF

QD6. Gender (By Observation)

- 1 Male
- 2 Female