

United States Mint
CSM Tracking Research
FY16 Questionnaire
OMB Control #1525-0012-0200

July 8, 2015

NOTE TO READER/PROGRAMMER:

BOLD LINES IN BETWEEN QUESTIONS SIGNIFY PAGE/SCREEN BREAKS.

INSERTIONS WILL BE IN BRACKETS.

DO NOT DISPLAY SECTION HEADERS.

PLEASE ADD A WARNING WHEN EXITING THE SURVEY, "ARE YOU SURE YOU WANT TO EXIT THE SURVEY NOW?"

INTRODUCTION

Welcome to the United States Mint's survey.

Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10-15 minutes of your time.

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 **1525-0012-0200**.

It is NAXION's policy to keep interviews anonymous. Consistent with this policy, NAXION will only entrust survey data with other entities when: 1) the participant gives explicit permission to release this data, or 2) the data is shared with an entity who agrees in writing that the data will be held strictly adequately protected and that the data will be used for research purposes only, or 3) the release of this data is required by law.

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

For further information on NAXION's privacy policy, you can view our website at <http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information>

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 info865@naxionthinking.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	<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**.

	Extremely Dissatisfied				Extremely Satisfied		Have not had any experience with the United States Mint <u>in past 90 days</u>
	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	0	0	0	0	0	0
b) Consistency with which the United States Mint sends you e-mail notices/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.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	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	0

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	0	0	0	0	0	0
b) Look and feel	0	0	0	0	0	0
c) Content	0	0	0	0	0	0
d) Functionality	0	0	0	0	0	0
e) Organization	0	0	0	0	0	0

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	0	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.24 How likely are you to purchase products directly from the United States Mint in the next 12 months?

	Not At All Likely					Extremely Likely
	1	2	3	4	5	6
Likelihood to purchase products directly from the United States Mint in the <u>next 12 months</u>	0	0	0	0	0	0

Q.25 Are you more likely to purchase products directly from the United States Mint in the next 12 months...?

For yourself	0
As a gift	0
Both for yourself and as a gift	0

PROGRAMMING: Only ask if Q.24 is greater than or equal to 2 (or, do not ask if Q.24 = 1)

Q.26 You rated your likelihood to purchase products directly from the United States Mint in the next 12 months a [insert rating from Q.24]. Why did you provide this rating?

PROGRAMMING: Only ask if Q.24 is less than or equal to 3; Do not force entry.

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. Increase the amount of merchandise you purchase from the United States Mint	o
2. Purchase about the same amount from the United States Mint	o
3. Decrease the amount of merchandise you purchase from the United States Mint	o
4. Stop purchasing from the United States Mint altogether	o

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

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

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.

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	
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	

Product Types	Purchased as a <u>Gift in the Past 12 Months</u>
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"/>
Uncirculated Sets (the full set of P and D coins)	<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"/>
Medals	
Size 3"	<input type="checkbox"/>
Size 1 1/2"	<input type="checkbox"/>
Size 1 5/16"	<input type="checkbox"/>
Other Coins and Merchandise	
Other United States Mint Products	<input type="checkbox"/>
None	
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 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"/>
Prefer Not to Answer	<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 2014?
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

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**
-

QD17. Are you or is someone in your immediate family a United States Mint employee?

Yes	0
No	0

PROGRAMMING:

- *If answered "Yes", count as a Terminate, send them to the "Terminated" screen but show text there as if they are a Complete.*
 - *If answered "No", send them to the "Completed" 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.*