

4. How satisfied have you recently been with Mint’s product availability within the past 12 months?

Extremely Dissatisfied

Extremely Satisfied

1

2

3

4

5

6

Why are you not fully satisfied with the United States Mint’s product availability? (**Ask only if rated <5**)

5. How satisfied have you been with the shipping and handling of your recent orders within the past 12 months (for example accuracy of your order or the condition the order is in)?

Extremely Dissatisfied

Extremely Satisfied

1

2

3

4

5

6

Why are you not fully satisfied with the shipping and handling of your recent order? (**Ask only if rated <5**)

The United States Mint would like to continue to improve our product offering to help your business and we need your input. Please let us know about the following:

6. Which two of these products would you be most likely to buy from the U.S. Mint if offered under the bulk program?

- a. Bags and Rolls
- b. Commemorative Coins
- c. Bronze Medals
- d. Coin & Chronicles Sets
- e. Birth Sets
- f. Birthday Sets
- g. Congratulations Set
- h. None of the above
- i. Other: _____

7. In an effort to continue to help our bulk customers, we’re exploring other improvements. Which two of the following would you be *most interested* in?

- a. Helping your business show up in search results on Google and other search engines
 - b. A dealer locator link on the United States Mint website so consumers could find you
 - c. A program where the United States Mint provides retail display materials such as display racks, signage and retail fixtures to help display U.S. Mint products.
 - d. A dedicated chat agent to help you when you're on the website
 - e. Content on the Website where you could get information to better market U.S. Mint products (i.e. display layout ideas, promotion schedule, etc.)
8. Is there any interest in the ability to pick up your bulk order at a U.S. Mint location?
- a. Yes
 - b. No

Please elaborate on your answer to the question above:

9. Which two of the following best describe your customer demographic?
- a. Coin collectors who purchase and/or sell their coins primarily with me
 - b. Coin collectors who purchase and/or sell their coins from a variety of coin dealers
 - c. People who sell metals or coins, and are not collectors
 - d. Precious metal investors
 - e. Consumers who buy for gift-giving or other personal reasons than collection
 - f. Other coin dealers
10. In your opinion, please identify the two customer purchase habits that best represent your coin customers
- a. Purchasing precious metal coins for the intrinsic value of the metal
 - b. Purchasing coins less than 2 years old for a coin collection
 - c. Purchasing coins more than 2 years old for a collection
 - d. Purchasing a variety of numismatic coins for collection
 - e. Looking for specific coin products
 - f. Other
- Please Specify: _____
11. Which one of the following is your **primary** sales channel?
- a. Physical retail store
 - b. Your own retail website (Skip Q11)
 - c. Online marketplaces such as eBay and/or Amazon (Skip Q11)
 - d. Out of your home (Skip Q11)
 - e. Coin shows (Skip Q11)
 - f. Other
- Please Specify: _____ (Skip Q11)
12. Which one of the following best describes your physical retail store customers buying pattern?
- a. Customers for whom your business is a planned destination stop
 - b. Mostly walk-in traffic

c. Other: _____

13. What other sales channels do you use? (Please select all that apply)

- a. Physical retail store
- b. Your retail website
- c. Online marketplaces such as eBay and/or Amazon
- d. Out of your home
- e. Coin shows
- f. Other

Please Specify: _____

14. Which of the following two channels do you primarily use *for advertising*?

- a. Paid search marketing
- b. Organic search (non-paid search results)
- c. Local search results (such as Google and Yahoo)
- d. Online banner advertising
- e. Affiliate marketing
- f. Direct mail
- g. Print advertising
- h. Coin shows or other local events
- i. Other

Please specify _____

j. I do not advertise

15. On a scale of 1 – 6 with 6 being the most influential, please rate the following factors that affect your overall sales.

a. Life events, such as birthdays, graduations or other special events

1 2 3 4 5 6

b. Holidays

1 2 3 4 5 6

c. New product releases

1 2 3 4 5 6

d. Secondary market prices

1 2 3 4 5 6

16. What percentage of your annual sales are made online?

- a. Less than 20%
- b. 20-40%
- c. 41-60%
- d. 61-80%
- e. More than 80%

17. Which two of the following do you sell the most *units* of annually?
- a. Circulating U.S. coins
 - a. Modern U.S. numismatic coin products or coins less than 2 years old
 - b. Modern coins bought from the U.S. Mint and then repackaged (such as bags and/or rolls)
 - b. Old / rare U.S. coins
 - c. U.S. bullion
 - d. Non-U.S. bullion
 - e. Non-U.S. numismatic coins
 - f. U.S. paper currency
 - g. Non U.S. paper currency
18. Which of the following is the greatest challenge to your coin business?
- a. Declines in number of coin collectors
 - b. Declining retail store sales due to the Internet
 - c. New competitors
 - d. Lack of innovative product
 - e. Prices
 - f. Fluctuations in precious metals prices
 - g. Other: _____
 - h. None, business is good

The United States Mint would like to continue to improve our new website and would greatly appreciate your input. Please let us know about the following:

19. What is your preferred way to order from the U.S. Mint?
- a. By phone through the United States Mint Customer Service Call Center
 - b. Online with the new United States Mint website
20. The United States Mint launched a new website in October 2014 to provide a better experience for our dealers, have you used the new website?
- a. Yes
 - b. No (Skip Q20)
21. Have you purchased on new website?
- a. Yes
 - b. No (Skip Q21)
22. What aspect of the new website would you *most like* to see improved?



23. If you have any other recommendations or ideas that is not shown before in this survey, please list them below:



The United States Mint would like to ask you some final questions for classification purposes. Please let us know about the following:

24. How long have you been a United States Mint Registered Bulk Customer?

- a. Less than one year
- b. One to two years
- c. Two to three years
- d. More than three years

25. Is selling coins your primary business?

- a. Yes (skip Q25)
- b. No

26. Since selling coins is not your primary business, what is?

- a. Trading Cards
- b. Stamps
- c. Antiques
- d. Jewelry
- e. Other, Specify: _____

Follow-up by email verbiage:

“We value your feedback and carefully consider your opinions as we strive to exceed your expectations. May we contact you regarding your responses to this survey?”

- Yes, please feel free to contact me**
Please enter your email address: _____
- No thank you, please do not contact me.**

Thank you for participating in this survey.
Please press the **xxx** button to finish the survey.