

Bulk Survey Draft (American Eagle Silver Proof Bulk Pack)

Introduction

“Hello, my name is Robert Fickling and I work for the United States Mint as the Bulk Manager. I am responsible for the administration, improvement, and growth of the United States Mint Bulk Purchase Program.

This is not a sales call. I am conducting a research survey regarding a new product that we are offering.

The survey should only take about 10 minutes. Do you have time now or should I call you again at a different time?”

PROGRAMMING:

If ‘different time’ is requested, schedule another time to call

“I’d like to ask you a few questions. This survey is strictly voluntary. I am also required, by law, to report to you the Office of Management and Budget Control Number for this public information request. That number is OMB#: XXXX-XXXX-XXXX.”

“Let’s begin the survey.”

Q1. Did you purchase our new American Eagle Silver Proof Bulk Pack?

- Yes
- No

PROGRAMMING:

Skip to Q6 if “No” is selected.

Q2. What do you like most about our new product?



Q3. Are there any changes that you would make to improve our new product? *(For instance, any improvements to the quantity of coins offered, packaging configuration, packaging size, cost of the product and/or delivery method?)*

Q4. How was your overall purchasing experience with this product?

Q5. Would you like to see this type of bulk packaging for American Eagle Gold Coins, American Eagle Platinum Coins or American Buffalo Gold Coins? If yes, please list these choices in order of your preference. Approximately how many of these coins would you consider purchasing in bulk packs?

PROGRAMMING:

Skip to Q8

Q6. Why did you decide not to purchase the American Eagle Silver Proof Bulk Pack?

Q7. What would need to be changed or included in the product in order for you to purchase? *(For instance, any improvements to the quantity of coins offered, packaging configuration, packaging size, cost of the product, or delivery method?)*

Q8. Do you have any other issues you would like to discuss today? Please describe:

Q9. May we contact you in the future if we have additional questions?

- Yes
- No

PROGRAMMING:

If "Yes" is selected, inquire on best method to contact the individual and ideal times.

If "No" is selected, skip to "Closing"

Closing

"Thank you for your time. I want to assure you that it is our policy to keep interviews anonymous and responses secured. This means the information you provided during this survey will be reported in aggregate and at no stage will your name or other identifying information be associated with your responses.

Thanks again and have a good day."