

# United States Mint

## *Quarterly Product Fulfillment Research*

*FY19 Questionnaire*

*OMB Control #1506-0062*

Note to reader: Bold lines in between questions signify page/screen breaks.

Welcome to the United States Mint's product satisfaction survey.

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 1506-0062. **Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10 minutes of your time.**

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 [www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice](http://www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice).

If you have any questions or problems while completing the survey, please call Nick Diana weekdays from 9:00 AM to 5:00 PM EDT at 1-800-342-9102, or send an e-mail to [ndiana@naxionthinking.com](mailto:ndiana@naxionthinking.com)

Please click the Forward button to begin the survey.

---

To begin, we will first take a few minutes to familiarize you with our survey.

You will need to MAXIMIZE YOUR SCREEN in order to view the contents of the windows more easily (click the box in the upper right-hand corner of your screen).

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.

*(Based on sample file, assign order as high value \$101 or more or low value, \$100 or less.*

**SCREENING CRITERIA**

S1 Have you received a product shipment from the United States Mint in the past 30 days?

Yes	<input type="radio"/>
No	<input type="radio"/>

*Send to terminate screen if "No."*

•

**SATISFACTION**

For this survey, please think about the **most recent order that you received** from the United States Mint. (Do not think about an order that you have placed but have not yet received.)

Q1 First, please indicate which items were included in this most recent order. (Select all that apply.)

[DO NOT SHOW THIS COLUMN]	Product Types	Items included in this most recent order - Select all that Apply -
	<b>Annual Coin Sets</b>	
	Annual <b>Clad</b> Proof Sets (Full set, Quarters, Presidential \$1 Coin)	
2	- Full set	<input type="checkbox"/>
3	- Quarters set	<input type="checkbox"/>
	Annual <b>Silver</b> Proof Sets (Full set, Quarters)	
5	- Full set	<input type="checkbox"/>
6	- Quarters set	<input type="checkbox"/>
7	Uncirculated Sets (the full set of P and D coins)	<input type="checkbox"/>
	<b>American Eagle Coins</b>	
8	American Eagle <b>Silver</b> Coins	<input type="checkbox"/>
9	American Eagle <b>Gold</b> Coins	<input type="checkbox"/>
15	American Eagle <b>Platinum</b> Coins	<input type="checkbox"/>
	<b>American Buffalo Coins</b>	
10	American Buffalo 24K Gold Coins	<input type="checkbox"/>
	<b>Commemorative Coins</b>	
12	Gold, Silver or Clad Commemorative Coins	<input type="checkbox"/>
13	Special Commemorative Coin Sets	<input type="checkbox"/>
	<b>Medals</b>	
16	Size 3"	<input type="checkbox"/>
17	Size 1 1/2"	<input type="checkbox"/>
18	Size 1 5/16"	<input type="checkbox"/>
	<b>Other Coins and Merchandise</b>	
19	America the Beautiful Uncirculated Five Ounce Silver Coin	<input type="checkbox"/>
20	Bagged and Rolled Coins	<input type="checkbox"/>
21	Gift Sets (i.e., Birth Set, Congratulations Set, Happy Birthday Set)	<input type="checkbox"/>
14	Other United States Mint Products	<input type="checkbox"/>

Q2a [IF MORE THAN 1 ITEM CHECKED IN Q1, INSERT “First think about your order **overall**. (We’ll ask about the individual items in your order a little later.)”] Please rate your satisfaction with the following aspects of this order, using a scale of 1 to 6, where “1” means “extremely dissatisfied” and “6” means “extremely satisfied.”

[DO NOT SHOW THIS COLUMN]		Extremely Dissatisfied						Extremely Satisfied
		1	2	3	4	5	6	
1	Overall satisfaction with your order	0	0	0	0	0	0	
2	Quality of the coins/medals/items	0	0	0	0	0	0	
3	Quality of finished-product packaging components (e.g., blister/capsule/lens, product box/carton, sleeve, certificate of authenticity, display platform/pillow, etc.) as produced by the United States Mint	0	0	0	0	0	0	
4	Condition of the external (shipping) package	0	0	0	0	0	0	
5	Timeliness/speed of receiving the order	0	0	0	0	0	0	
6	Security of the delivery method	0	0	0	0	0	0	
7	Packing material	0	0	0	0	0	0	
8	Packing slip	0	0	0	0	0	0	

Q2b We'd like to understand more about the relative value you place on each of these aspects of your order.

Please distribute 100 "importance points" across the options below to indicate how important each would be to you. You can give each option as many, or as few importance points as you like - as long as the total sums to 100. If you do not think an item is important at all, give that item "0" points.

[DO NOT SHOW THIS COLUMN]		# of importance points
1	Quality of the coins/medals/items	_____
2	Quality of finished-product packaging components	_____
3	Condition of the external (shipping) package	_____
4	Timeliness/speed of receiving the order	_____
5	Security of the delivery method	_____
6	Packing material	_____
7	Packing slip	_____
		<b>MUST SUM TO 100</b>

Q2e Earlier you rated your satisfaction with the quality of the coins/medals/items a [insert rating from Q2a2]. Why are you not fully satisfied with the quality of the coins/medals/items?

Select All that Apply

[DO NOT SHOW THIS COLUMN]		
	<b>Spots:</b>	
1	Shiny	<input type="checkbox"/>
2	Water	<input type="checkbox"/>
3	White	<input type="checkbox"/>
4	Brown	<input type="checkbox"/>
	<b>Lack of Fill:</b>	
5	Letters	<input type="checkbox"/>
6	Design	<input type="checkbox"/>
	<b>Damage:</b>	
7	Border Damage	<input type="checkbox"/>
8	Nick/Ding/Scratches/Gouge/Pitting	<input type="checkbox"/>
9	<b>Haze, Oily, or Dirty Appearance</b>	<input type="checkbox"/>
10	<b>Tarnish</b>	<input type="checkbox"/>
11	<b>Finger Print</b>	<input type="checkbox"/>
12	<b>Other (Please Specify):</b> _____	<input type="checkbox"/>
13	<b>None of the Above</b>	<input type="radio"/>

**PROGRAMMING: Only ask if Q2a2 (satisfaction rating on Quality of Coins/Items) is <6.**

Q2c Please use the space below for any additional feedback on the quality of the coins/medals/items.

Please provide comments only on the actual product; do not include comments related to external shipping factors of packaging, packing material, handling and product security.

**PROGRAMMING: Only ask if Q2e is asked; Do not force entry.**

Q2f Earlier you rated your satisfaction with the quality of the finished-product packaging components a [insert rating from Q2a3]. Which of the following factored into your decision regarding the quality of the finished-product packaging components?

Select All that Apply

[DO NOT SHOW THIS COLUMN]	<b>Plastic Protective Enclosure</b>	
1	Blister (ex: Uncirculated Set) <i>Pre-formed with a pocket for the item, usually built into a set</i>	<input type="checkbox"/>
2	Capsule (ex: American Eagle Silver 1oz. Proof) <i>Encloses individual item and allows removal and viewing from all sides</i>	<input type="checkbox"/>
3	Lens (ex: Proof Set) <i>Rectangular case that houses multiple items</i>	<input type="checkbox"/>
	<b>Additional Components</b>	
4	Product Box/Carton or Sleeve	<input type="checkbox"/>
5	Certificate of Authenticity	<input type="checkbox"/>
6	Booklet	<input type="checkbox"/>
7	Display Platform/Pillow	<input type="checkbox"/>
8	Other (Please Specify): _____	<input type="checkbox"/>

**PROGRAMMING: Only ask if Q2a3 (satisfaction rating on Quality of Product Packaging) is <6.**



Q2g Earlier you stated that [INSERT Q2F ROWS 1-3 SELECTION(S)] factored into your decision regarding the quality of the finished-product packaging components. Please select the [INSERT Q2F ROWS 1-3 SELECTION(S)] defects that affected the quality of the finished-product packaging components.

Select All that Apply

[DO NOT SHOW THIS COLUMN]		
	<b>Blister:</b>	
1	Scratched	<input type="checkbox"/>
2	Cracked, Gash, or Chipped	<input type="checkbox"/>
3	Marks or Blemishes	<input type="checkbox"/>
4	Fingerprints	<input type="checkbox"/>
5	Unsealed	<input type="checkbox"/>
6	Debris	<input type="checkbox"/>
7	Missing, Misaligned, or Loose Coins	<input type="checkbox"/>
8	Moisture-like Appearance	<input type="checkbox"/>
9	Other (Please Specify): _____	<input type="checkbox"/>
	<b>Capsule:</b>	
10	Scratched	<input type="checkbox"/>
11	Cracked, Gash, or Chipped	<input type="checkbox"/>
12	Marks or Blemishes	<input type="checkbox"/>
13	Fingerprints	<input type="checkbox"/>
14	Unsealed	<input type="checkbox"/>
15	Debris	<input type="checkbox"/>
16	Missing, Misaligned, or Loose Coins	<input type="checkbox"/>
17	Moisture-like Appearance	<input type="checkbox"/>
18	Other (Please Specify): _____	<input type="checkbox"/>
	<b>Lens:</b>	
19	Scratched	<input type="checkbox"/>
20	Cracked, Gash, or Chipped	<input type="checkbox"/>
21	Marks or Blemishes	<input type="checkbox"/>
22	Fingerprints	<input type="checkbox"/>
23	Unsealed	<input type="checkbox"/>
24	Debris	<input type="checkbox"/>
25	Missing, Misaligned, or Loose Coins	<input type="checkbox"/>
26	Moisture-like Appearance	<input type="checkbox"/>
27	Other (Please Specify): _____	<input type="checkbox"/>

**PROGRAMMING:** Only ask if any of Q2F's Rows 1-3 are selected. Only display "Blister" rows if Q2f row 1 selected. Only display "Capsule" rows if Q2f row 2 selected. Only display "Lens" rows if Q2f row 3 selected.

Q2h Earlier you stated that [INSERT Q2F ROWS 4-5 SELECTION(S)] factored into your decision regarding the quality of the finished-product packaging components. Please select the [INSERT Q2F ROWS 4-5 SELECTION(S)] defects that affected the quality of the finished-product packaging components.

Select All that Apply

<b>[DO NOT SHOW THIS COLUMN]</b>		
	<b>Product Box/Carton or Sleeve</b>	
1	Damaged	<input type="checkbox"/>
2	Inconsistent Color	<input type="checkbox"/>
3	Improperly Creased	<input type="checkbox"/>
4	Other (Please Specify): _____	<input type="checkbox"/>
	<b>Certificate of Authenticity</b>	
5	Damaged	<input type="checkbox"/>
6	Incorrect	<input type="checkbox"/>
7	Missing	<input type="checkbox"/>
8	Other (Please Specify): _____	<input type="checkbox"/>
	<b>Booklet</b>	
9	Damaged	<input type="checkbox"/>
10	Incorrect	<input type="checkbox"/>
11	Missing	<input type="checkbox"/>
12	Other (Please Specify): _____	<input type="checkbox"/>
	<b>Display Platform/Pillow</b>	
13	Damaged	<input type="checkbox"/>
14	Other (Please Specify): _____	<input type="checkbox"/>

**PROGRAMMING: Only ask if any of Q2F's Rows 4-7 are selected. Only display "Product Box/Carton or Sleeve" rows if Q2f row 4 selected. Only display "Certificate of Authenticity" rows if Q2f row 5 selected. Only display "Booklet" rows if Q2f row 6 selected. Only display "Display Platform/Pillow" if Q2f row 7 selected.**

Q2d Please use the space below for any additional feedback on the quality of the finished-product packaging components.

Please provide comments only on the actual product; do not include comments related to external shipping factors of packaging, packing material, handling and product security.

**PROGRAMMING: Only ask if Q2f is asked; Do not force entry.**

Q2i Earlier you rated your satisfaction with the condition of the external (shipping) package a [insert rating from Q2a4]. Why are you not fully satisfied with the condition of the external (shipping) package?

**PROGRAMMING: Only ask if Q2a4 (satisfaction rating on Condition of the external (shipping) package) is <6; Do not force entry.**

Q3. Earlier you rated your satisfaction with [item being asked about from Q2a] a [insert rating from Q2a]. Why are you dissatisfied with the [INSERT ANSWER FROM Q2a]?

*[If a respondent was already asked Q2c, Q2d, and Q2i, do not ask Q3. If a respondent was only asked two of the three (Q2c, Q2d, or Q2i), randomly select one row (5-8) from Q2.a to ask about in Q3 that's not rows 1-4. If a customer was not asked Q2c, Q2d, or Q2i, and has 2 rows, excluding rows 1-4, that are a "1" or "2," then ask Q3 for both rows. If customer has 3 rows (maximum possible for 5-8), excluding rows 1-4, that are a "1" or "2" then randomly select 2 rows to ask for Q3. Skip Q3 if they answered 3 or higher for all other rows, that are not rows 1-3, in Q2a.]*

Q3b (Skip if they answered 6 for Quality of the coins/medals/items in Q.2a.)

Would you say that the reason you were not fully satisfied with the quality of the coins/medals/items was due to...

Select All that Apply

Production by the United States Mint	<input type="checkbox"/>
Issues that occurred while the coins/items were in transit (i.e., shipping problems)	<input type="checkbox"/>
Affected by insufficient/inadequate external shipping package and/or packing material	<input type="checkbox"/>
Not sure	<input type="radio"/>

Q3c (Skip if they answered 6 for Quality of the finished-product packaging components in Q.2a.)

Would you say that the reason you were not fully satisfied with the quality of the finished-product packaging components was due to...

Select All that Apply

Production by the United States Mint	<input type="checkbox"/>
Issues that occurred while the coins/items were in transit (i.e., shipping problems)	<input type="checkbox"/>
Affected by insufficient/inadequate external shipping package and/or packing material	<input type="checkbox"/>
Not sure	<input type="radio"/>

If only 1 row checked in Q.1, skip Q4 and Q4b

Q4 Now please rate your **satisfaction with each of the individual types of items** you received in your order.

	Extremely Dissatisfied				Extremely Satisfied	
	1	2	3	4	5	6
<b>INSERT ITEM #1 FROM Q1</b>						
Quality of the coins/medals/items	0	0	0	0	0	0
Quality of the finished-product packaging components	0	0	0	0	0	0
<b>INSERT ITEM #2 FROM Q1</b>						
Quality of the coins/medals/items	0	0	0	0	0	0
Quality of the finished-product packaging components	0	0	0	0	0	0
<b>ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]</b>						
Quality of the coins/medals/items	0	0	0	0	0	0
Quality of the finished-product packaging components	0	0	0	0	0	0

Q4b Earlier you rated your satisfaction with the quality of the [insert product name] a [insert rating from Q4] on [quality of the coins/medals/items] and a [insert rating from Q4] on

[quality of the finished-product packaging components]. Why are you not fully satisfied with the quality of the [insert product name]?

**PROGRAMMING:** Ask Q4b for each specific product that is rated <6 on either quality of the coins/medals/items OR quality of the finished-product packaging components in Q4. If more than 3 products are rated <6 on either quality of the coins/medals/items or quality of the finished-product packaging components, cap the number of products asked about in Q4b at 3, showing the products that so far have been asked about least.

Cap the number of Open Ends that a respondent sees for Q4b at 3. Show all 3 open ends for Q4b on the same screen.

Q29a On a scale of 1-6, please provide a rating for the plastic protective layer around the coin[s]/medal[s]/item[s] (blister, capsule, or lens).

Extremely Dissatisfied				Extremely Satisfied		N/A
1	2	3	4	5	6	
0	0	0	0	0	0	0

**PROGRAMMING:** If respondent selects “N/A,” skip Q29b and Q29c. Insert [s] if selected multiple rows in Q1.

Q29b Considering the cost of the product[s] you purchased, do you find that the plastic protective layer provides an appropriate level of protection for the coin[s]/medal[s]/item[s] against wear and the elements?

Yes	0
No	0

**PROGRAMMING:** Only ask if rating given for Q29a. Insert [s] if selected multiple rows in Q1.

Q29c Please use the space below to provide feedback about the plastic protective layer.

**PROGRAMMING:** Only ask if rating given for Q29a.

Q30a Considering the product[s] you purchased, do you find that the finished-product packaging provides an appropriate level of protection for the coin[s]/medal[s]/item[s] against wear and the elements?

Yes	0
No	0
N/A	0

**PROGRAMMING: If respondent selects "N/A," skip Q30b and Q30c. Insert [s] if selected multiple rows in Q1.**

Q30b Considering the product[s] you purchased, do you find the finished-product packaging appealing?

Extremely Unappealing					Extremely Appealing	
1	2	3	4	5	6	
0	0	0	0	0	0	0

**PROGRAMMING: Only ask if rating given for Q30a. Insert [s] if selected multiple rows in Q1.**

Q30c Please use the space below to provide feedback about the finished-product packaging.

**PROGRAMMING: Only ask if rating given for Q30a.**

Q31a On a scale of 1-6, please provide a rating for the additional components packaged with the coin[s]/medal[s]/item[s] (Certificate of Authenticity, display platform, display pillow, booklets, or otherwise).

Extremely Dissatisfied						Extremely Satisfied	N/A
1	2	3	4	5	6		
0	0	0	0	0	0	0	0

**PROGRAMMING: If respondent selects "N/A," skip Q31b, Q31c, and Q31d. Insert [s] if selected multiple rows in Q1.**

Q31b Considering the product[s] you purchased, do you find the additional components appealing?

Extremely Unappealing					Extremely Appealing	
1	2	3	4	5	6	
0	0	0	0	0	0	0

**PROGRAMMING: Only ask if rating given for Q31a. Insert [s] if selected multiple rows in Q1.**

Q32c Considering the cost of the product[s] you purchased, do you find the additional components to be an appropriate value?

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMING: Only ask if rating given for Q31a. Insert [s] if selected multiple rows in Q1.**

Q32d Please use the space below to provide feedback about the additional components.

--

**PROGRAMMING: Only ask if rating given for Q31a.**

Q52. Was this the first order you ever placed with the United States Mint?

Yes	<input type="radio"/>
No	<input type="radio"/>

Q7 Was this **most recent order** delivered **within the time frame you expected when you placed the order?**

Yes	<input type="radio"/>
No	<input type="radio"/>

*[If Q.7= Yes, skip to Q.11]*

Q8 Were you informed that there would be a delay in receiving the order after you placed your order?

Yes	<input type="radio"/>
No	<input type="radio"/>

*[If Q.8 = No, skip to Q.11]*

Q9 Were you given a **new estimated timeframe for expecting the order** when you were notified of the delay?

Yes	<input type="radio"/>
No	<input type="radio"/>

*[If Q.9 = No, skip to Q.11]*

Q10 Was the order delivered **within the new expected time frame that you were told?**

Yes	<input type="radio"/>
No	<input type="radio"/>

Q11 Prior to receiving this order, did you receive a **notification from the United States Mint informing you that this order had shipped?**

	Yes	No
By E-mail	<input type="radio"/>	<input type="radio"/>
By Phone	<input type="radio"/>	<input type="radio"/>

Q13 Please explain in detail any other issues you experienced with the fulfillment of your order.

Q14 Now, please rate your satisfaction with these United States Mint product and service areas.

Extremely Dissatisfied					Extremely Satisfied
1	2	3	4	5	6



Breadth of product types offered	0	0	0	0	0	0
Product availability / access	0	0	0	0	0	0
Communications overall	0	0	0	0	0	0
Overall customer service	0	0	0	0	0	0

Q35. How likely are you to recommend United States Mint collectible products to someone else?

	Likelihood to recommend 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

Q35b. Please tell us your reasons for giving this rating.

*Do not force entry*

**FUTURE PURCHASING BEHAVIOR**

*Next, we'd like to understand what types of purchases, if any, you expect to make from the United States Mint in the future.*

Q18 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

Q19 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 Q18 is greater than or equal to 2 (or, do not ask if Q18 = 1)

Q20 You rated your likelihood to purchase products directly from the United States Mint in the next 12 months a [insert rating from Q18]. Why did you provide this rating?

**PROGRAMMING:** Only ask if Q18 is less than or equal to 3; Do not force entry.

Q16 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. <b>Increase</b> the amount of merchandise you purchase from the United States Mint	0
2. <b>Purchase about the same amount</b> from the United States Mint	0
3. <b>Decrease</b> the amount of merchandise you purchase from the United States Mint	0
4. <b>Stop purchasing</b> from the United States Mint altogether	0

**Thank you for taking the time to complete our survey!**