United States Mint

Quarterly Product Fulfillment Research

FY22 Questionnaire

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 1525-0012. ***Your participation in this survey is ENTIRELY VOLUNTARY and should require approximately 10-15 minutes of your time.***

It is **NA**XION's policy to keep interviews anonymous. Consistent with this policy, **NA**XION will entrust other entities with respondent-identified survey data only 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 <u>not</u> be contacted for sales purposes as a result of participating in this survey.

For further information on **NA**XION's privacy policy, you can view our website at www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice.

If you have any questions or problems while completing the survey, please call Josh Aronson weekdays from 9:00 AM to 5:00 PM EDT at 215-496-6861 or send an e-mail to PFQuestions@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 link provided; the survey will return to the screen where you clicked Stop.

Please click the FORWARD button to begin.

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

Yes	O
No	O

Send to terminate screen if "No."

Send to S-2 if "No."

S2   Please use the space below if you would like to describe any recent experiences you have had as a U.S. Mint customer.

PROGRAMMING: Only ask if answer to S1 is "No"; Do not force entry. Ask for confirmation if open-end is blank. Send to terminate screen after this question.

Thank you for your willingness to participate but you do not qualify for our survey as you have not received a product shipment from the United States Mint in the past 30 days. If you feel you have reached this screen in error, please contact Josh Aronson at PFQuestions@naxionthinking.com.

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.

Please select all that apply

[DO NOT SHOW THIS COLUMN]	Items included in this most recent order *– Please select all that apply -*	
	Annual Coin Sets	
	Annual **Clad Proof** Sets (Full set, Quarters, American Innovation $1 Coins)	
1	Full sets	☐
2	Quarters sets	☐
23	American Innovation $1 Coin sets	☐
	Annual **Silver Proof** Sets (Full set, Quarters, Limited Edition)	
4	Full sets	☐
5	Quarters sets	☐
30	Limited Edition sets	☐
	Annual **Uncirculated** P & D Sets	
6	Full sets	☐
	Annual **Reverse Proof** American Innovation Coins	
25	$1 Coins	☐
	American Eagle Silver Coins	
33	American Eagle Silver **Proof** Coins	☐
34	American Eagle Silver **Uncirculated** Coins	☐
35	American Eagle Silver **Reverse Proof** Coins	☐
	American Eagle Gold Coins	
36	American Eagle Gold **Proof** Coins	☐
37	American Eagle Gold **Uncirculated** Coins	☐
	American Eagle Platinum Coins	
14	American Eagle Platinum **Proof** Coins	☐
	American Eagle Palladium Coins	
38	American Eagle Palladium **Proof** Coins	☐
39	American Eagle Palladium **Uncirculated** Coins	☐
40	American Eagle Palladium **Reverse Proof** Coins	☐
	American Buffalo Coins	
9	American Buffalo 24K Gold Coins	☐
	Commemorative Coins	

11	Gold, Silver or Clad Commemorative Coins	☐
12	Special Commemorative Coin Sets	☐
	Morgan and Peace Silver Dollars	
41	Morgan Silver Dollars	☐
42	Peace Silver Dollars	☐
	Medals	
	Bronze Medals	
15	Bronze Medals **Size 3"**	☐
16	Bronze Medals **Size 1 1/2"**	☐
17	Bronze Medals **Size 1 5/16"**	☐
	Silver Medals Size 1 1/2"	
21	**Presidential** Silver Medals	☐
22	Other Silver Medals/Sets	☐
	Bagged, Rolled, and Boxed Coins	
26	Native American $1 Coins	☐
27	American Innovation $1 Coins	☐
28	Other Bagged, Rolled, and Boxed Coins	☐
	Other Coins and Merchandise	
18	America the Beautiful Uncirculated Five Ounce Silver Coins	☐
32	American Liberty High Relief Products	☐
20	Gift Sets (i.e., Birth Set, Congratulations Set, Happy Birthday Set)	☐
29	Native American Coin and Currency Sets	☐
43	Coin and Chronicles Sets	☐
13	Other United States Mint Products	☐

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	o	o	o	o	o	o
2	Quality of the coins/medals/items	o	o	o	o	o	o
3	Quality of finished-product packaging components as produced by the United States Mint - blister/capsule/lens, - product roll, bag, box/carton or sleeve, - certificate of authenticity, - informational booklet, - graphics/artwork, - display platform/pillow	o	o	o	o	o	o
4	External shipping package	o	o	o	o	o	o
5	Timeliness/speed of receiving the order	o	o	o	o	o	o
6	Security of the delivery method	o	o	o	o	o	o
7	Packing material	o	o	o	o	o	o
8	Packing slip	o	o	o	o	o	o

Q2b We'd like to understand more about the <u>relative</u> 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		# of importance

COLUMN]		points
1	Quality of the coins/medals/items	_____
2	Quality of finished-product packaging components as produced by the United States Mint - blister/capsule/lens, - product roll, bag, box/carton or sleeve, - certificate of authenticity, - informational booklet, - graphics/artwork, - display platform/pillow	_____
3	External shipping package	_____
4	Timeliness/speed of receiving the order	_____
5	Security of the delivery method	_____
6	Packing material	_____
7	Packing slip	_____
		MUST SUM TO 100

Q2e   Earlier, you rated your satisfaction with the quality of the coins/medals/items a [**insert rating from Q2a row 2**]. Why are you not fully satisfied with the quality of the coins/medals/items?

Please select all that apply

[DO NOT SHOW THIS COLUMN]		
1	Coin/Medal Orientation / Alignment	☐
2	Coin/Medal Unseated (not properly seated in place)	☐
3	Coin/Medal Missing	☐
4	Shiny Spots	☐

5	Water Spots	☐
6	White Spots	☐
7	Brown Spots	☐
8	Missing or Minimal Detail in Letters	☐
9	Missing or Minimal Detail in Design of Coin/Medal	☐
10	Border Damage (to the coin rim/edge)	☐
11	Nick/Ding/Scratches/Gouge	☐
12	Hazy, Oily, Dirty, or Tarnished	☐
13	Fingerprint	☐
14	Other (Please Specify):_____	☐
15	None of the Above	O

PROGRAMMING:
- *Only ask if Q2a row 2 (satisfaction rating on Quality of Coins/Medals/Items) is <6.*
- *Randomize order of rows, keeping in mind the following:*
    - o *Group Rows 1-3*
    - o *Group Rows 4-7*
    - o *Group Rows 8-9*
    - o *Group Rows 10-11*
    - o *"Other (Please Specify)" and "None of the Above" should always be shown last*

Q2j   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 the external shipping package, packing material, handling or product security.

PROGRAMMING: Only ask if Q2e is asked; Do not force entry. Ask for confirmation if open-end is blank.

Q2f   Earlier, you rated your satisfaction with the quality of the finished-product packaging components a [**insert rating from Q2a row 3**]. Which of the following factored into your decision regarding the quality of the finished-product packaging components?

Please select all that apply

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

PROGRAMMING:
- *Only ask if Q2a row 3 (satisfaction rating on Quality of finished-product packaging components) is <6.*
- *Randomize rows 4-8*

Q2g   In the previous question, you stated that the **[INSERT Q2f ROWS 1-3 SELECTION(S) SEPARATED BY COMMAS IF MORE THAN TWO SELECTIONS AND INSERT THE WORD "and" BEFORE THE FINAL SELECTION IF MORE THAN ONE SELECTION]** factored into your decision regarding the quality of the finished-product packaging components. Please select the **[INSERT Q2f ROWS 1-3 SELECTION(S) SEPARATED BY COMMAS IF MORE THAN TWO SELECTIONS AND INSERT THE WORD "and" BEFORE THE FINAL SELECTION IF MORE THAN ONE SELECTION]** defects that affected the quality of the finished-product packaging components.

Please select all that apply

[DO NOT SHOW THIS COLUMN]

	Blister:	
1	Scratched	☐
2	Cracked, Gash, or Chipped	☐
3	Marks or Blemishes	☐
4	Fingerprints	☐
5	Unsealed	☐
6	Debris	☐
7	Missing, Misaligned, or Loose Coins	☐
8	Moisture-like Appearance	☐
9	Other (Please Specify):_____	☐
	Capsule:	
10	Scratched	☐
11	Cracked, Gash, or Chipped	☐
12	Marks or Blemishes	☐
13	Fingerprints	☐
14	Unsealed	☐
15	Debris	☐
16	Missing, Misaligned, or Loose Coins	☐
17	Moisture-like Appearance	☐
18	Other (Please Specify):_____	☐
	Lens:	
19	Scratched	☐
20	Cracked, Gash, or Chipped	☐
21	Marks or Blemishes	☐
22	Fingerprints	☐
23	Unsealed	☐
24	Debris	☐
25	Missing, Misaligned, or Loose Coins	☐
26	Moisture-like Appearance	☐
27	Other (Please Specify):_____	☐

PROGRAMMING:
- *Only ask if any of Q2f's Rows 1-3 are selected.*
    - *o   Only display "Blister" rows if Q2f row 1 selected.*
    - *o   Only display "Capsule" rows if Q2f row 2 selected.*
    - *o   Only display "Lens" rows if Q2f row 3 selected.*
- *Randomize order of rows <u>within</u> each category of "Blister," "Capsule," or "Lens."*
    - *o   Maintain this order for <u>all</u> categories shown*
    - *o   "Other (Please Specify)" should always be shown last in a category*

Q2h Earlier, you stated that **[INSERT Q2f ROWS 4-8 SELECTION(S) SEPARATED BY COMMAS IF MORE THAN TWO SELECTIONS AND INSERT THE WORD "and" BEFORE THE FINAL SELECTION IF MORE THAN ONE SELECTION]** factored into your decision regarding the <u>quality of the finished-product packaging components</u>. Please select the **[INSERT Q2f ROWS 4-8 SELECTION(S) SEPARATED BY COMMAS IF MORE THAN TWO SELECTIONS AND INSERT THE WORD "and" BEFORE THE FINAL SELECTION IF MORE THAN ONE SELECTION]** defects that affected the <u>quality of the finished-product packaging components</u>.

Please select all that apply

[DO NOT SHOW THIS COLUMN]	

	Product Roll, Bag, Box/Carton or Sleeve	
1	Damaged	☐
2	Inconsistent Flow of Ink Color	☐
3	Improper Folding of Paper Product	☐
4	Other (Please Specify):_____	☐
	Certificate of Authenticity	
5	Damaged	☐
6	Incorrect	☐
7	Missing	☐
8	Other (Please Specify):_____	☐
	Informational Booklet	
9	Damaged	☐
10	Incorrect	☐
11	Missing	☐
12	Other (Please Specify):_____	☐
	Graphics/Artwork of Product Roll, Bag, Box/Carton or Sleeve	
13	Unappealing	☐
14	Other (Please Specify):_____	☐
	Display Platform/Pillow	
15	Damaged	☐
16	Other (Please Specify):_____	☐

PROGRAMMING:
- *Only ask if any of Q2f's Rows 4-8 are selected.*
- *Only display "Product Roll, Bag, Box/Carton or Sleeve" rows if Q2f row 4 selected.*
- *Only display "Certificate of Authenticity" rows if Q2f row 5 selected.*
- *Only display "Informational Booklet" rows if Q2f row 6 selected.*
- *Only display "Graphics/Artwork of Product Roll, Bag, Box/Carton or Sleeve" rows if Q2f row 7 selected.*
- *Only display "Display Platform/Pillow" rows if Q2f row 8 selected.*
- *Randomize order of categories (in bold) (use same order of randomization in Q2f) – ex: Product Roll, Bag, Box/Carton or Sleeve and Rows 1-4 may be shown last, while Display Platform/Pillow and Rows 15-16 may be shown first. These categories and their subordinate rows should be kept together.*

Q2k Please use the space below for any additional feedback on the <u>quality of the finished-product packaging components</u>.

Please provide comments only on the finished-product packaging components; do not include comments related to the <u>external</u> shipping package, packing material, handling or product security.

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Q2l   Earlier, you rated your satisfaction with the <u>external shipping package</u> a **[INSERT RATING FROM Q2A ROW 4]**. Why are you not fully satisfied with the <u>external shipping package?</u>

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Q3.   Earlier, you rated your satisfaction with the **[ITEM BEING ASKED ABOUT FROM Q2A]** a **[INSERT RATING FROM Q2A]**. Why are you not fully satisfied with the **[ITEM BEING ASKED ABOUT FROM Q2A]**?

[If a respondent was already asked Q2j, Q2k, and Q2l, do not ask Q3.

If a respondent was asked two of the three (Q2j, Q2k, or Q2l), randomly select one row that is a "1" or a "2" (Rows 5-8) from Q2a to ask about in Q3 that's not rows 1-4.

If a respondent was only asked one of the three (Q2j, Q2k, or Q2l) randomly select two rows that are a "1" or a "2" (Rows 5-8) from Q2a to ask about in Q3 that are not rows 1-4.

If a customer was not asked any of the three (Q2j, Q2k, or Q2l), and has 2 rows, excluding rows 1-4, that are a "1" or "2," then ask Q3 for both. If a customer has 3+ rows, excluding rows 1-4, that are a "1" or "2" then randomly select 3 of these rows to ask for Q3.

Skip Q3 if they answered 3 or higher for all other rows, that are not rows 1-4, in Q2a.]

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Programming:
- ***Do not force entry. Ask for confirmation if open-end is blank.***

Q3b   (*Skip if they answered 6 for Quality of the coins/medals/items in Q2a row 2*)

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

Please select all that apply

Production by the United States Mint	☐
Issues that occurred while the coins/medals/items were in transit (i.e., shipping problems)	☐
Insufficient/inadequate external shipping package	☐

and/or packing material	
Not sure	o

Q3c   (*Skip if they answered 6 for Quality of the finished-product packaging components in Q2a row 3*)

Would you say that the reason you were not fully satisfied with the **quality of the finished-product packaging components** (e.g., blister/capsule/lens, product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow) was due to...

Please select all that apply

Production by the United States Mint	☐
Issues that occurred while the coins/medals/items were in transit (i.e., shipping problems)	☐
Insufficient/inadequate external shipping package and/or packing material	☐
Not sure	o

If only 1 row checked in Q1, skip Q4 and Q4b

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

INSERT ITEM #1 FROM Q1	Extremely Dissatisfied					Extreme Satisfi
	1	2	3	4	5	6
Quality of the coins/medals/items	o	o	o	o	o	o
Quality of the finished-product packaging	o	o	o	o	o	o

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components (e.g., blister/capsule/lens, product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow)						
INSERT ITEM #2 FROM Q1	**1**	**2**	**3**	**4**	**5**	**6**
Quality of the coins/medals/items	o	o	o	o	o	o
Quality of the finished-product packaging components (e.g., blister/capsule/lens, product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow)	o	o	o	o	o	o
ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]	**1**	**2**	**3**	**4**	**5**	**6**
Quality of the coins/medals/items	o	o	o	o	o	o
Quality of the finished-product packaging components (e.g., blister/capsule/lens, product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow)	o	o	o	o	o	o

Q4b   In the previous question, 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 (e.g., blister/capsule/lens, product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow)"]**.

Why are you not fully satisfied with the quality of the **[INSERT PRODUCT NAME]**?

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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.*
- *Only show bullet with Rating from Q4 if <6. So, if "Quality of the coins/medals/items" is 6 and "Quality of the finished-product packaging components..." is 3, only display bullet for "Quality of the finished-product packaging components..." If the reverse is true ("Quality of coins/medals items" is 3 and "Quality of the finished-product packaging components..." is 6), do the same AND remove the word "and" at the end of the first bullet.*
- *Cap the number of Open Ends that a respondent sees for Q4b at 3. If multiple to be asked, show each open-end on a different screen.*

Q29a   On a scale of 1-6, how satisfied or dissatisfied are you with the **plastic protective enclosure** (blister, capsule, or lens) around the coins/medals/items.

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

PROGRAMMING: If respondent selects "N/A," skip Q29b and Q29c.

Q29b   Considering the cost of the products you purchased, do you find that the **plastic protective enclosure** (blister, capsule, or lens) provides an appropriate level of protection for the coins/medals/items against wear and the elements?

Yes	O
No	O

PROGRAMMING: Only ask if rating given for Q29a.

Q29c   Please use the space below to provide additional feedback about the **plastic protective enclosure** (blister, capsule, or lens).

PROGRAMMING:
- *Only ask if rating given for Q29a.*
- *Do not force entry. Ask for confirmation if open-end is blank.*

Q30a   On a scale of 1-6, how satisfied or dissatisfied are you with the **additional components** packaged with the coins/medals/items (e.g., product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow)?

		Extremely Satisfie

Extremely Dissatisfied					Extrem Satisfie
1	**2**	**3**	**4**	**5**	**6**
O	O	O	O	O	O

Q30b   Considering the cost of the products you purchased, do you find the **additional components** (e.g., product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow) to be an appropriate value?

Yes	O
No	O

Q30c   Please use the space below to provide feedback about the **additional components** (e.g., product roll, bag, box/carton or sleeve, certificate of authenticity, informational booklet, graphics/artwork, display platform/pillow).

PROGRAMMING: Do not force entry. Ask for confirmation if open-end is blank.

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

Yes	O
No	O

Q53 Please select the source from which you found out about *each individual item* you received in your order.

INSERT ITEM FROM Q1	
Direct Mail	O
Web Advertisement	O
Email	O
Catalog	O
Social Media	O

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Q54a   Please select who you purchased each item for.

INSERT ITEM #1 FROM Q1	
For yourself	O
As a gift	O
INSERT ITEM #2 FROM Q1	
For yourself	O
As a gift	O
ETC. [SHOW FOR EACH ITEM SELECTED IN Q1]	
For yourself	O
As a gift	O

Q54b   In the previous question, you indicated that you purchased **[INSERT PRODUCT NAME]** as a gift. Who was the recipient?

Immediate family member (child)	O
Immediate family member (spouse)	O
Immediate family member (other: please specify)	O
Extended family member (child)	O
Extended family member (adult)	O
Friend / acquaintance (child)	O
Friend / acquaintance (adult)	O
Other (Please Specify):_____	O

Q54c   For what reason/occasion did you decide to gift **[INSERT PRODUCT NAME]**?

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

Yes	o
No	o

[If Q7= Yes, skip to Q11]

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

Yes	O
No	O

[If Q8 = No, skip to Q11]

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

Yes	O
No	O

[If Q9 = No, skip to Q11]

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

Yes	O
No	O

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	O	O
By Phone	O	O

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

PROGRAMMING: Do not force entry. Ask for confirmation if open-end is blank.

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

Extremely	Extreme

	Dissatisfied					Satisfie
	1	2	3	4	5	6
Breadth of product types offered	o	o	o	o	o	o
Product availability / access	o	o	o	o	o	o
Communications overall	o	o	o	o	o	o
Overall customer service	o	o	o	o	o	o

Q35. 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	o	o	o	o o		o	o o		o	o

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

PROGRAMMING: Do not force entry. Ask for confirmation if open-end is blank.

Q36   In the past two years, from which of the following organizations have you **purchased** U.S. coins? Please only answer if you are sure that you have purchased from the source.

Please select all that apply

	Yes	No
Other (non-United States Mint) companies or private mints offering coins (Franklin Mint, Danbury Mint, Bradford Exchange, etc.)	o	o
Coin shops/local shops (e.g., dealers, antique stores)	o	o
Local auction or estate sales	o	o
eBay or other Internet auction sites (and/or coin resellers who sell through Amazon)	o	o
Home Shopping Network/QVC	o	o
Other (Please specify:_____)	o	o

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 <u>next 12 months</u>?

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

Q19   Are you more likely to purchase products directly from the United States Mint in the next 12 months…?

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

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. Ask for confirmation if open-end is blank.

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 *(Next 12 Months)*	
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

Q21   How much do you expect to spend in 2022 on products from the United States Mint for yourself and/or as gifts for others?

Approximate Amount Expected to Spend on U.S. Mint Products in 2022 (Please specify:_____)	O
Prefer Not to Answer	O

PROGRAMMING: Range for 'Approximate Amount Expected to Spend on U.S. Mint Products in 2022' is 0 to 1,000,000.

Q22a   Please describe any products you would be interested in the United States Mint producing.

[DO NOT SHOW THIS COLUMN]		
1	Product (Please specify:_____)	☐
2	Product (Please specify:_____)	☐
3	Product (Please specify:_____)	☐
4	N/A	O

PROGRAMMING: If respondent selects "N/A", skip 22b and 22c. Skip Q22a if Row 4 selected in Q16.

Q22b   In the previous question, you indicated that you would be interested in purchasing **[INSERT Q22a ROWS 1-3 SELECTION(S) SEPARATED BY COMMAS IF MORE THAN TWO SELECTIONS AND INSERT THE WORD "and" BEFORE THE FINAL SELECTION IF MORE THAN ONE SELECTION]** from the United States Mint. Please select the reason you would purchase *each individual item* you previously listed.

INSERT ITEM FROM Q22a	
For yourself	O
As a gift	O

PROGRAMMING: Only ask if any of Q22a's Rows 1-3 are selected. Ask Q22b for each item specified in Q22a's Rows 1-3.

Q22c In the previous question, you indicated that you would puchase **[INSERT PRODUCT NAME]** as a gift. Who would be the recipient?

Immediate family member (child)	O
Immediate family member (spouse)	O
Immediate family member (other: please specify)	O
Extended family member (child)	O
Extended family member (adult)	O
Friend / acquaintance (child)	O
Friend / acquaintance (adult)	O
Other (Please Specify):_____	O

PROGRAMMING: Do not randomize. Only ask Q22c for items for which Q22b is "As a gift" (or, do not ask if Q22b = "For yourself"). Repeat as many times as necessary.

PERSONAL AFFILIATION

Q51   Which of the following organizations, if any, do you belong to?

Please select all that apply

[DO NOT SHOW THIS COLUMN]		
1	American Association of Retired Persons (AARP)	☐
2	American Federation of State, County and Municipal Employees (AFSCME)	☐
3	American Medical Association (AMA)	☐
4	American Veterans (AMVETS)	☐
5	Big Brothers / Big Sisters	☐
6	Boy Scouts / Girl Scouts	☐
7	Chamber of Commerce	☐
8	Good Sam	☐
9	League of United Latin American Citizens (LULAC)	☐

10	Lions Clubs International	☐
11	Mothers Against Drunk Driving (MADD)	☐
12	National Association for the Advancement of Colored People (NAACP)	☐
13	National Association of Realtors (NAR)	☐
14	National Council of Asian Pacific Americans (NCAPA)	☐
15	National Education Association (NEA)	☐
16	National Rifle Association (NRA)	☐
17	National Wildlife Federation (NWF)	☐
18	Parent Teacher Association (PTA) / Parent Teacher Organization (PTO)	☐
19	People for the Ethical Treatment of Animals (PETA)	☐
20	Rotary Club	☐
21	Sporting Clubs / Intramurals	☐
22	Taglit-Birthright Israel (Birthright)	☐
23	Young Men's or Women's Christian Association (YMCA or YWCA)	☐
24	Youth Clubs	☐
25	Other (Please Specify):_____	☐
26	Other (Please Specify):_____	☐
27	Other (Please Specify):_____	☐
28	None of the above	O

Thank you for taking the time to complete our survey!