

July 30, 2021

**United States Mint**

***FY22 CSM Tracking Research***

**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?”**

Welcome to the United States Mint’s customer 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 15-20 minutes of your time.***

**It is NAXION’s policy to keep interviews anonymous. Consistent with this policy, NAXION 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 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 Josh Aronson weekdays from 9:00 AM to 5:00 PM EDT at 215-496-6861 or send an e-mail to CSMQuestions@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.

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.

**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 | ο |
| No | ο |

***PROGRAMMING: Send to terminate screen if “No”***

QD13. What is your age in years?

|  |  |  |
| --- | --- | --- |
| **Age (in years)** | | |
| 1 | <18 | ο |
| 2 | 18 to 30 | ο |
| 3 | 31 to 45 | ο |
| 4 | 46 to 59 | ο |
| 5 | 60 to 69 | ο |
| 6 | 70+ | ο |

***PROGRAMMING: 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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| Overall customer experience | ο ο ο ο ο ο |

Q.3 Please rate your satisfaction with the United States Mint’s **overall product quality**:

|  |  |
| --- | --- |
|  | **Extremely Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| Overall product quality | ο ο ο ο ο ο |

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 fully 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 Extremely**  **Dissatisfied Satisfied** | **Have not had any experience with the United States Mint in past 90 days** |
|  | **1 2 3 4 5 6** | **---** |
| Experience in the past 90 days | ο ο ο ο ο ο | ο |

**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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Quality of coins/items | ο ο ο ο ο ο |
| 1. Artwork/design of coins/items | ο ο ο ο ο ο |
| 1. Value for the money | ο ο ο ο ο ο |
| 1. Product availability | ο ο ο ο ο ο |
| 1. Product packaging quality | ο ο ο ο ο ο |
| 1. Product packaging design (artwork) | ο ο ο ο ο ο |
| 1. Timeliness/speed of receiving the order | ο ο ο ο ο ο |
| 1. The shipping method used | ο ο ο ο ο ο |

***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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Breadth of product offerings overall | ο ο ο ο ο ο |
| 1. For the serious coin collector | ο ο ο ο ο ο |
| 1. For the casual / general interest collector | ο ο ο ο ο ο |
| 1. For gifting | ο ο ο ο ο ο |

***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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Communications overall | ο ο ο ο ο ο |
| 1. Consistency with which the United States Mint sends you e-mail notices/communications | ο ο ο ο ο ο |

Q.11 Please rate your satisfaction with the following United States Mint’s **communications**:

|  |  |
| --- | --- |
|  | **Extremely Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Mail (e.g., catalogs and product specific brochures) | ο ο ο ο ο ο |
| 1. E-mailed product notifications | ο ο ο ο ο ο |
| 1. E-mailed newsletters (Coins Online) | ο ο ο ο ο ο |

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 | ο |
| E-mail | ο |
| SMS Text Message | ο |
| Social Media (e.g., Facebook, Twitter) | ο |
| Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |
| None | ο |

Q.13 Please rate your overall satisfaction with the **information** contained in the United States Mint’s **product release schedule**:

|  |  |
| --- | --- |
|  | **Extremely Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| Information in product release schedule | ο ο ο ο ο ο |

Q.14 Have you ever visited the United States Mint’s website?

|  |  |
| --- | --- |
| Yes – Within the past 3 months | ο |
| Yes – Within the past 3-6 months | ο |
| Yes – Within the past 6-12 months | ο |
| Yes – More than 1 year ago | ο |
| No – I have never visited the United States Mint website | ο |

Q.15 Please rate your satisfaction with the following aspects of the United States Mint’s **website**:

|  |  |
| --- | --- |
|  | **Extremely Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Website overall | ο ο ο ο ο ο |
| 1. Look and feel | ο ο ο ο ο ο |
| 1. Content | ο ο ο ο ο ο |
| 1. Functionality | ο ο ο ο ο ο |
| 1. Organization | ο ο ο ο ο ο |

***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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| Customer service overall | ο ο ο ο ο ο |

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 Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| 1. Ordering process overall | ο ο ο ο ο ο |
| 1. Communications related to your order | ο ο ο ο ο ο |
| 1. Order fulfillment process | ο ο ο ο ο ο |

***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 Extremely**  **All Likely Likely** |
|  | **1 2 3 4 5 6 7 8 9 10** |
| Likelihood to recommend to someone else | ο ο ο ο ο ο ο ο ο ο |

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 Extremely**  **Likely Likely** |
|  | **1 2 3 4 5 6** |
| Likelihood to purchase products directly from the United States Mint in the next 12 months | ο ο ο ο ο ο |

Q.25             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 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 *(Next 12 Months)*** |  |
| 1. ***Increase*** the amount of merchandise you purchase from the United States Mint | ο |
| 1. ***Purchase about the same amount*** from the United States Mint | ο |
| 1. ***Decrease*** the amount of merchandise you purchase from the United States Mint | ο |
| 1. ***Stop purchasing*** *from the United States Mint altogether* | ο |

**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.

|  |  |  |
| --- | --- | --- |
| **[DO NOT SHOW**  **THIS COLUMN]** | **Purchased Directly from the United States Mint in the Past 12 Months  *– 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 | □ |

QD2. How satisfied were you with the overall product quality of each of the following?

|  |  |
| --- | --- |
|  | **Extremely Extremely**  **Dissatisfied Satisfied** |
|  | **1 2 3 4 5 6** |
| **INSERT ITEM #1 FROM QD1** |  |
| Quality of the coins/items | ο ο ο ο ο ο |
| **INSERT ITEM #2 FROM QD1** |  |
| Quality of the coins/items | ο ο ο ο ο ο |
| **ETC. [SHOW FOR EACH ITEM SELECTED IN QD1]** |  |
| Quality of the coins/items | ο ο ο ο ο ο |

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.

|  |  |  |
| --- | --- | --- |
| **[DO NOT SHOW**  **THIS COLUMN]** | **Purchased as a Gift in the Past 12 Months  *– 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 | □ |

***PROGRAMMING:***

* ***Only show rows selected in QD1.***
* ***“None of the above row” cannot be selected with any other row.***

QD17. Who was the recipient of the gift?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **INSERT ITEM #1 FROM QD3** | **INSERT ITEM #2 FROM QD3** | **INSERT ITEM #3 FROM QD3** |
| Immediate family member (child – 17 and under) | ο | ο | ο |
| Immediate family member (spouse) | ο | ο | ο |
| Immediate family member (other: please specify) | ο | ο | ο |
| Extended family member (child – 17 and under) | ο | ο | ο |
| Extended family member (adult – 18 and over) | ο | ο | ο |
| Friend / acquaintance (child – 17 and under) | ο | ο | ο |
| Friend / acquaintance (adult – 18 and over) | ο | ο | ο |
| Other (Please Specify):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο | ο | ο |

***PROGRAMMING: Do not randomize. Only ask QD17 for items selected in QD3. If more than 3 products selected in QD3, cap the number of products asked about in QD17 at 3, pick any 3 randomly.***

QD4. How did you place your most recent order?

*Please select one.*

|  |  |
| --- | --- |
| **Ordering Options** |  |
| Web | ο |
| Phone | ο |
| Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | ο |

QD5. In the past 12 months have you contacted the United States Mint call center for any reason?

|  |  |
| --- | --- |
| Yes | ο |
| No | ο |

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 | □ |
| Product specific brochure via U.S. Mail | □ |
| E-mail product notification | □ |
| E-mail newsletter | □ |
| I have never received any of the above | ο |

***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 (8th grade or less) | ο |
| Some high school | ο |
| High school graduate | ο |
| Some college, no degree | ο |
| Vocational training/2–year college | ο |
| 4-year college/bachelor’s degree | ο |
| Post-graduate training/degree | ο |

QD8. Which of the following best describes your current employment status?

|  |  |
| --- | --- |
| Full-time | ο |
| Part-time | ο |
| Retired | ο |
| Not employed or student | ο |

QD9. Are you Hispanic or Latino?

|  |  |
| --- | --- |
| Yes | ο |
| No | ο |

QD10. What is your race?

*Please select one or more.*

|  |  |
| --- | --- |
| American Indian or Alaska Native | □ |
| Asian | □ |
| Black or African American | □ |
| Native Hawaiian or other Pacific Islander | □ |
| White | □ |
| Some other race (specify) | □ |
| Prefer Not to Answer | ο |

***PROGRAMMING: Do not allow “Prefer Not to Answer” to be selected with any other row***

QD11. What is your gender?

|  |  |
| --- | --- |
| Male | ο |
| Female | ο |

QD12. Which of the following categories best describes your total household income before taxes in 2020? Your best estimate is fine.

|  |  |
| --- | --- |
| Less than $10,000 | ο |
| Between $10,000 to $19,999 | ο |
| $20,000 to $29,999 | ο |
| $30,000 to $39,999 | ο |
| $40,000 to $49,999 | ο |
| $50,000 to $74,999 | ο |
| $75,000 to $99,999 | ο |
| $100,000 or more | ο |

QD14. Which devices do you own?

*Please select all that apply.*

|  |  |
| --- | --- |
| Laptop computer | □ |
| Desktop computer | □ |
| Smart phone | □ |
| Cellular phone | □ |
| Tablet | □ |
| E-reader | □ |
| None of the above | ο |

***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 | ο |
| No | ο |

QD16. To confirm, are you a coin dealer?

|  |  |
| --- | --- |
| Yes | ο |
| No | ο |

***Only ask QD16 if answered “Yes” in QD15***

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.***