

SUPPORTING STATEMENT

UNITED STATES MINT GENERIC CLEARANCE 1525-0012

A. JUSTIFICATION

A1. CIRCUMSTANCES NECESSITATING COLLECTION OF INFORMATION

This is a request for a revised three year generic clearance to conduct customer satisfaction and opinion surveys and focus group interviews. This clearance will allow the United States Mint (Mint) to comply with Executive Order 12862 and assist us in fulfilling our mission.

The mission of the Mint is to manufacture the highest quality circulating, numismatic, and bullion coins at the lowest possible cost and to deliver them in a timely manner...to expand our markets through exceptional customer service, product development, and innovative marketing...to sell numismatic and bullion products at a reasonable price and profit, and to provide security over assets entrusted to us.

The Mint is responsible for producing proof and uncirculated coins, commemorative coins and medals, and platinum, gold, and silver bullion coins, often in response to coin programs legislated by Congress in support of civic, philanthropic, and national organizations. To effectively accomplish the goals of these programs, it is crucial for the Mint to know and maintain awareness of customer preferences and needs and to continuously monitor customer satisfaction. However, because the time period between program authorization and product shipment is often short, the Mint has not always had adequate time to obtain needed information about customer preferences and market conditions. Therefore the use of generic clearance will allow the Mint to quickly obtain useful data to create more profitable programs and provide better service to the American Public.

This clearance covers data collection efforts by the Sales and Marketing Strategic Business Unit and the Manufacturing Strategic Business Unit. An internal review of all proposed data collections will be performed to ensure the following:

- Consistency with Mint mission and strategic objectives
- Appropriate priority within Mint's Strategic Plan and/or U.S. Mint annual business plans

- Technical adequacy in issues such as frame, sample selection, response rates, quality control in data gathering, recording and analysis
- Minimized burden on the respondent
- Confidentiality of individual responses
- Consistency with this generic clearance
- Consistency with applicable law and regulation
- All data collections are truly voluntary

A2. USE OF DATA

A variety of data collection methods will be employed, including web-based surveys, telephonic CATI systems (computer assisted telephone interviews), focus group interviews, and other means as appropriate. The information will be used to:

- Determine customer opinions about the quality of products, pricing, delivery and other services provided by the Mint
- Determine customer needs and wants in regard to future products and services
- Define next steps/action plans to improving customer satisfaction and Mint profitability

A3. USE OF INFORMATION TECHNOLOGY TO REDUCE BURDEN

- The Mint uses computer assisted telephonic interviewing (CATI) systems and web-based surveys (both provided by our contractors) for data collection efforts. The CATI systems and web-based surveys increase the efficiency and validity of surveys and decrease the time required for each interview and, consequently, the overall burden on respondents. These methodologies allow the computer to perform a number of critical quality assurance routines that are monitored by survey supervisors. These include tracking average interview length and refusal and termination rate.

A4. EFFORTS TO IDENTIFY DUPLICATION

Survey questions will address Mint-related products and do not duplicate other agencies/organizations efforts. Our internal review and approval process ensures that duplication of data gathering within the Mint is eliminated.

Additionally, no other organization can conduct a survey of the Mint's customers because our customer list is unique and confidential.

A5. METHODS TO MINIMIZE BURDEN ON SMALL BUSINESSES OR OTHER SMALL ENTITIES

The data collections for the most part will be targeted to individuals and businesses. Although some customers are coin and hobby dealers that may operate a small business, all information requests will be voluntary. In addition, respondents will rarely be required to consult or access their records for detailed factual information.

A6. CONSEQUENCES OF LESS FREQUENT COLLECTION ON FEDERAL PROGRAMS OR POLICY ACTIVITIES

The Mint would not be in compliance with Executive Order 12862 if some of the collection efforts were not undertaken. Also, with the Mint operating as a self-funding agency, the information and the changes resulting from it are crucial to the solvency of the Mint's Sales and Marketing Business Unit.

A7. SPECIAL CIRCUMSTANCES REQUIRING DATA COLLECTION TO BE INCONSISTENT WITH GUIDELINES IN 5 CFR 1320.6

No special circumstances require the collection to be conducted in a manner inconsistent with the guidelines in 5 CFR 1320.6.

A8. CONSULTATION WITH INDIVIDUALS OUTSIDE OF THE AGENCY ON AVAILABILITY OF DATA, FREQUENCY OF COLLECTION, CLARITY OF INSTRUCTIONS AND FORMS, AND DATA ELEMENTS

The Mint collaborates with professional marketing firms and contractors with expertise in marketing research, statistical analysis, and customer driven marketing. Their assistance is utilized in development, administration and analysis of research.

A9. EXPLANATION OF DECISION TO PROVIDE PAYMENT OR GIFT TO RESPONDENTS

The Mint has compensated respondents only when it was necessary as an incentive for their extensive time or expertise. Specific justifications have accompanied such requests. In the future, the Mint will use compensations for respondents only when it is deemed necessary.

A10. ASSURANCE OF CONFIDENTIALITY OF RESPONSES

Survey respondents contacted by mail, fax, Internet, or some other form of written communication will be advised on the survey form, cover letter, or other accompanying document that participation is voluntary and that the data provided will be kept confidential. As part of the introduction to a data gathering effort during telephone or personal interviews, the interviewer will inform respondents that the survey is voluntary and that each individual's responses will be kept confidential. Focus group participants will verbally receive similar assurances during opening statements of the interview session.

A11. JUSTIFICATION OF SENSITIVE QUESTIONS

Not applicable. Sensitive information is not collected.

A12. ESTIMATED BURDEN OF INFORMATION COLLECTION

The estimated number of annual burden hours is 10,996. However, due to changes in the market and possible new coin programs legislated by Congress this figure could increase.

A13. ESTIMATED TOTAL ANNUAL COST BURDEN TO RESPONDENTS

No estimates of the cost burden to respondents at this time.

A14. ESTIMATED ANNUALIZED COST TO THE FEDERAL GOVERNMENT

Below is a summary of estimated annualized cost to the Federal Government for information collections. The cost reflect the Mint’s obligation to comply with the existing and new program requirements as mandated by existing and new legislative requirements, most recently the Presidential \$1 Coin Act of 2005.

Summary of FY07 Market Research Program

Research	Annual Estimated Cost	Total estimated – 3 years
ACSI-Univ. of Michigan	\$35,000	\$105,000
ACSI-E-Commerce/Mint Catalog-Foresee Results	\$25,000	\$75,000
ACSI – Portals/Main Site - Foresee Results	\$25,000	\$75,000
Campbell-Ewald Advertising Program Tracking Survey	\$89,952 x 4 = \$359,808	\$1,079,424
National Analysts, Inc. Customer Satisfaction Tracking Measurement Tracking Research (CSM Tracking Study)	\$70,000 x 6 = \$420,000	\$1,260,000
National Analysts, Inc. Customer/Collectors Focus Group Research	\$87,250 x 4 = \$349,000	\$1,047,000
National Analysts, Inc. Customer Acquisition Strategic Research – Focus Group Research	\$183,250	\$549,750
National Analysts, Inc. Customer Acquisition Strategic Research – Survey Research	\$173,000	\$519,000
Jupiter Research- Retail Industry Data and Information Services	\$35,000	\$105,000
Presidential Dollar Coin Market Research Services - Survey Research	\$399,685	\$1,199,055
Presidential Dollar Coin Market Research Services - Customer Focus Groups	\$538,725	\$1,616,175
National Analysts, Inc. Web Usability Research – Interviews	\$160,878	\$482,634
Total	\$2,704,346	\$8,113,038

A15. REASONS FOR CHANGE IN BURDEN

This is a program change. There is an increase in burden is due to the increase of surveys required by the Mint per new legislative requirements.

A16. PLANS FOR TABULATION, STATISTICAL ANALYSIS AND PUBLICATION

Information from data collections will not be published for statistical purposes.

A17. REASONS WHY DISPLAYING THE OMB EXPIRATION DATE IS INAPPROPRIATE

Displaying the expiration date may cause problems with respondents for data collection programs that overlap the three-year authorization periods. In addition, respondents might be inclined to refuse to participate if the form carries an authorization date that is expired or is soon to expire.

A18. EXCEPTIONS TO THE CERTIFICATION STATEMENT ON OMB FORM 83-I

Not applicable. There are no exceptions for certifications.