

UNITED STATES MINT
QUANTITATIVE PRESIDENTIAL \$1 COIN RESEARCH – MATERIALS SURVEY
1/8/2008

Purpose of the Research

The United States Mint plans to conduct survey-based research to track the utility and efficacy of the Presidential \$1 Coin collateral materials and the ordering website.

The purpose of this quantitative research is to assess the perceived utility of the materials and the website from those that order materials. The results of the research will be used to make improvements to the program materials and potentially the process in which they are made available.

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Type of entity ordering materials
2. How and where materials are used
3. Satisfaction with materials

Sample Design and Methodology

The United States Mint will survey customers on the [https://materials.usmint.gov/\\$1coin/](https://materials.usmint.gov/$1coin/) materials ordering website. Once approved, the survey will be live indefinitely. The survey will appear on the order confirmation page and will track demand and utility of the materials and website.

Methods to Maximize Response Rates

The survey is very brief, designed with user-friendly formatting, easy to understand and relevant to targeted respondents.

Estimate of the Burden Hours

The collection of information will involve completion of this survey via internet by individuals or entities that order Presidential \$1 Coin collateral materials. Because the survey will run indefinitely, the estimated number of respondents is expected to be

between 1000 to 5,000 per quarter. The average survey length is estimated to be approximately 3 minutes, and the total estimated burden for the survey is between 50 to 250 hours.

	Materials Survey
# of Respondents	1000 - 5000
Average interview minutes	3
Burden Hours	50 - 250