

PRESIDENTIAL \$1 COIN

Program Activation

Materials Ordering Customer Survey

January 8, 2008

Rationale

A brief voluntary customer survey will determine the utility and efficacy of the Presidential \$1 Coin collateral materials and the ordering website.

Methodology

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

Survey Questions:

We're conducting a national survey about how specific agencies are performing within the U.S. Government. Response to this survey is voluntary and all responses will be kept completely anonymous. This survey has been approved by the Office of Management and Budget. The valid OMB control number is xxxx- xxxx -xx.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

1. Please tell us whether you are a:

- Financial Institution
- Educator
- Retailer
- Other

If Other, please enter the name of your organization here or indicate Self for personal use:

2. Please enter your ZIP code:

3. If you ordered the materials on behalf of a business, please tell us the number of employees at your location:

- Less than 10
- 11-50
- 51-100
- 101-200
- Other
- Not applicable

If Other, please specify here:

4. Have you ordered materials from us within the last:

PRESIDENTIAL \$1 COIN

Program Activation

- 30 days
- 90 days
- 6 months
- Year
- Never

5. How will you use the materials? (Check all that apply)

- For display
- For personal use
- To hand out to customers
- To hand out to employees
- Other

If Other, please specify here:

6. Where will they be displayed? (Check all that apply)

- Windows
- Teller stations
- Counters
- Employee break rooms
- School hallways
- Classroom
- Library
- Other

If Other, please specify here:

7. How satisfied are you with the materials offered?

- 1 – Very dissatisfied
- 2 – Moderately dissatisfied
- 3 – Neutral/No opinion
- 4 – Moderately satisfied
- 5 – Very satisfied

8. What can we do to improve the materials?

9. How did you hear about the Presidential \$1 Coin Program information and collateral materials website? (Check all that apply)

- Media
- Friend/Family
- Co-Worker
- Presidential \$1 Coin newsletter
- Bank
- Store
- School
- Other

If Other, please specify here: