

UNITED STATES MINT
UHR MOMENT OF TRUTH SURVEY
1/27/2009

I. Introduction

The U.S. Mint Deputy Director plans to conduct a “Moment of Truth” survey to get customer feedback regarding their experience when they ordered the Ultra High Resolution (UHR) Coin, when it first became available for sale (to the public) on January 22, 2009.

II. Sample Design and Methodology

The Deputy Director would like to survey a total of 5,000 UHR customers to score their U.S. Mint ordering experience. The survey will be a web data collection effort whereby potential respondents receive an email inviting them to participate in the survey. This survey will be hosted by Brulant. The email invite will have a link embedded such that respondents can click on the link to complete the survey. Those respondents will then be able to complete the survey.

Two lists of customers will be provided. The first list will be customers to email the survey and the second list will be customers to mail the survey.

III. Methods to Maximize Response Rates

A list of customers who purchased the UHR Coin and have opted in to receive emails will be provided. Those customers who purchased the coin should be sufficiently interested in completing the survey.

IV. Estimate of the Burden Hours

The collection of information will involve no more than 5,000 interviews with customers. The survey length is estimated to last about 5 minutes. Total estimated burden for this project is 417 hours.

Method	Estimated Hours
UHR Customer Survey	417
Total	417

V. Disclosure/Confidentiality

The market research data collected on the U.S. Mint website will not be disclosed to any other business entity.

VI. Attachments

- UHR Moment of Truth Survey