

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH (Wave 37)
7/20/2010

I. Introduction /Purpose of the Research

The purpose of the Customer Satisfaction Measurement Tracking quantitative research is to collect information from Mint customers to monitor and evaluate overall customer satisfaction with Mint products and services (including order placement, fulfillment, on-line catalog and customer service issues); identify key customer product and service-related needs, and measure brand and product/service recognition levels on a continuous basis. Conducting this survey enables the Mint to track the impact of efforts designed to increase customer satisfaction levels, and provides insights for understanding and addressing key barriers in a timely manner (e.g. service performance, fulfillment, communications, etc.).

II. Sample Design and Methodology

The Customer Satisfaction Measurement Tracking Survey is designed to be a web-based survey among U.S. Mint customers. The survey will be administered via telephone for those without Internet access. The survey will be conducted on a quarterly basis and a total sample of 900 interviews will be completed for each wave, for a total sample size of 3,600 interviews completed annually.

The sample will be stratified by customer group, based on average annual spending and length of time as a Mint customer. This approach is designed to ensure that we obtain full representation of the customer segments.

Sample Allocation by Mint Customer Group Per Survey Wave

Customer Group	Sample Allocation
<\$100 Average Annual Spend	300
\$100-\$499 Average Annual Spend	300
\$500+ Average Annual Spend	300

The new sample for active U.S. Mint customers will be obtained from U.S. Mint lists. Given the current objectives and desired areas of inquiry a web-based survey is most appropriate for this research. National Analysts will code, clean, weight and tabulate data collected from the survey.

III. Customer Satisfaction Measurement Tracking Survey Design

The project is designed to include a three-minute screener and a twenty-two minute CSM Tracking survey completed via Internet or by telephone on a quarterly basis. Questions S1-S6 in the attached survey are the “screener” questions. The Customer Satisfaction Measurement Tracking Survey will cover the following topics/sections:

- Overall Satisfaction and Purchase Intent

- Recent Purchases and Interactions* (*Information, Problems with orders, customer service interactions*)
- General Satisfaction (*Mint products, communications and other services*)
- Rotational Section (*The product(s) in this section change each Wave*)
- Demographic Information

*For section 2 in the survey, questions 2-5 through 2-13 will *only* be asked as a follow-up for individuals who indicate in Q.2-1 that they have experienced a particular problem or made an inquiry to the U.S. Mint.

IV. Methods to Maximize Response Rates

This survey approach is designed to minimize the amount of intrusion and burden that we place on customers. Accordingly, we are not making calls to them, or taking other “intrusive” measures that normally might be used to maximize response rates. We plan to mail out approximately 8,000 invitations each wave, explaining that participation is totally voluntary. We are providing customers with the option of either accessing the survey over the Internet OR to call National Analysts directly (via a toll-free number) to complete the survey. We expect that roughly 85 percent of those customers who attempt to access the survey (using either option) will actually complete it in its entirety. No monetary incentive will be offered.

V. Estimate of the Burden Hours

The collection of information will involve completion of the survey via the Internet or via telephone interview with up to a maximum of 900 randomly selected respondents for each survey wave. The average interview length (including the screener) for all respondents will be approximately 25 minutes. Therefore, the total estimated burden for this survey wave is 375 hours.

	Wave 37 CSM Tracking Survey
All respondents	900
Average Interview Minutes	25
Burden hours	375