

UNITED STATES MINT  
Online Visitor Survey  
8/2/2010

**I. Introduction /Purpose of the Research**

The purpose of the Denver Mint Tour Survey is to evaluate the customer experience and use the responses to improve the Denver Mint's Public Tours Program. By proactively seeking feedback from United States Mint customers, we can identify important opportunities for improvement. In addition, learning what is important to customers can help us focus and prioritize our change efforts. Conducting this survey provides the means to support the overall Mint Customer Satisfaction Index efforts to increase customer satisfaction levels

**II. Sample Design and Methodology**

The Customer Survey is designed to be a web-based survey for visitors to complete after they tour the United State Mint Denver facility. The survey will be conducted at the conclusion of tours for customers who volunteer to provide feedback on the tour

**III. Customer Satisfaction Online Survey**

The project is designed to for completion via Internet. The Online survey topics include:

- Overall tour experience
- Rate Tour Guide
- Rate Tour information (informative and/or educational)

**IV. Methods to Maximize Response Rates**

This survey approach is designed to minimize the amount of intrusion and burden that we place on customers. Providing the online survey immediately after the tour of the facility provides an accurate assessment of the customer's tour experience.

**V. Estimate of the Burden Hours**

The collection of information will involve completion of the online survey via the Internet with up to a 20,000 respondents annually who complete a tour at the United States Mint Denver facility. The average response length for all respondents will be approximately 3 minutes. Therefore, the total estimated burden for this survey is 1,000 hours.

All respondents	20,000
Average Interview Minutes	3
Burden hours	1,000