

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH – Product Fulfillment Survey
10/20/2010

I. Purpose of the Research

The purpose of conducting the U.S. Product Fulfillment Survey is to collect information from Mint customers to monitor their satisfaction with key aspects of order fulfillment performance and communications. The objective of conducting this survey is to get insights from customers on their perceptions of fulfillment performance, and use this information to make ongoing improvements and better serve customers.

II. Sample Design and Methodology

The U.S. Mint Product Fulfillment Survey is designed to be conducted continuously during the next 6 months. This will be a web-based survey of U.S. Mint customers. For those customers without Internet access, we will provide a toll-free number for completing an automated telephone survey.

The survey will be conducted continuously and results will be reported via a monthly scorecard. Initially the survey will be conducted via two modes (e.g., e-mail invitations and postcards in order shipment). The survey results from each mode will be evaluated periodically to determine which mode to adopt longer term.

A random sample of U.S. Mint customers will be used for this survey, and we expect a total sample of 3,000 interviews to be completed via the e-mail invitation mode, and an estimated sample of 30,000 interviews via postcard invitation. A total of 33,000 interviews will be completed over the next six months.

The sample for U.S. Mint customers will be obtained from U.S. Mint lists. National Analysts will code, clean, weight and tabulate data collected from the survey.

III. Product Fulfillment Survey Design

The survey should take approximately five minutes to complete and will cover the following topics:

- Overall satisfaction with order and products
- Satisfaction with individual products ordered
- Satisfaction with key aspects of product ordering experience

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 send e-mail invitations to customers explaining that participation is totally voluntary.

We will also be inserting postcard invitations in orders inviting customers to complete the survey. 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 33,000 randomly selected respondents. The average interview length for all respondents will be approximately 5 minutes. Therefore, the total estimated burden for this survey wave is 2,750 hours over the next six months.

| | Product Fulfillment Survey |
|---------------------------|----------------------------|
| All respondents | 33,000 |
| Average Interview Minutes | 5 |
| Total estimated burden | 2,750 |