

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH (Wave 39)
1/25/2011

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 product quality, communications, and order placement. Conducting this survey enables the Mint to track the impact of efforts designed to increase customer satisfaction levels on a continuous basis.

II. Sample Design and Methodology

The Customer Satisfaction Measurement Tracking Survey is designed to be a web-based survey among U.S. Mint customers. For those customers without Internet access, we will provide a toll-free number for completing the survey by phone. 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 sampling technique for this survey will be based on a simple random sample of U.S. Mint customers. The new sample for active U.S. Mint customers will be obtained from U.S. Mint lists.

The contractor will provide a report to include results from key customer segments, specifically new and tenured customers. The contractor, National Analysts, will code, clean, weight and tabulate data collected from the survey.

III. Customer Satisfaction Measurement Tracking Survey Design

This research project is designed to include a total of ten survey questions and should take approximately five minutes to complete. The CSM tracking survey is designed to be completed via Internet or by telephone on a quarterly basis. The Customer Satisfaction Measurement Tracking Survey covers the following topics:

- Overall satisfaction and purchase intent
- Overall Satisfaction with recent order
- Satisfaction with product quality and communications
- Overall satisfaction in the past 90 days

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 expect that roughly 85 percent of those customers who attempt to

access the survey 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 for all respondents will be approximately 5 minutes. Therefore, the total estimated burden for this survey wave is 75 hours.

	Wave 39 CSM Tracking Survey
All respondents	900
Average Interview Minutes	5
Total estimated burden	75