

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH – Lapsed Customer Survey
1/25/2011

I. Purpose of the Research

The purpose of conducting a research study among lapsed customers is to help the brand management product team get an understanding of the reasons why this customer segment has stopped purchasing Mint products, and provide them with insights for developing strategies for better serving this customer segment.

II. Survey Sample Design and Methodology

The U.S. Mint Lapsed Customer 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 targeted sample for this survey is a total of 300 respondents/completed interviews.

The sample will be stratified by specific criteria for this customer group, primarily that they have not made a purchase in the past 12 months. The new sample for these customers will be obtained from U.S. Mint lists. National Analysts will code, clean, weight and tabulate data collected from the survey.

III. Lapsed Customer Survey Topic Areas

The lapsed customer survey will take approximately 12 minutes to complete. The survey will cover the following general topic areas:

- Reasons for discontinuation (financial, product quality, product availability, etc.)
- Win-back opportunities

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 4,500 invitations, 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 300 respondents. The average interview length for all respondents will be approximately 12 minutes. Therefore, the total estimated burden for this survey is 60 hours.

| | Lapsed Customer Survey |
|---------------------------|------------------------|
| All respondents | 300 |
| Average Interview Minutes | 12 |
| Total estimated burden | 60 |