

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH – Retail Counter Survey
10/19/2011

I. Purpose of the Research

The purpose of conducting the United States Mint Retail Counter Survey is to collect information from United States Mint customers to monitor their satisfaction with key aspects of their experience while purchasing products at two United States Mint retail locations located in Washington, D.C. The information that is received from customers will be used to improve customer service.

II. Sample Design and Methodology

The United States Mint Retail Counter Survey is designed to be a mail-in survey among United States Mint customers. The survey questions will be printed on one-side of letter size paper, the other side of which will include a self-addressed business reply envelope. This design will allow those customers choosing to complete the thirteen question survey to do so with minimal burden. Currently this is the only method that will be used to administer this survey. The targeted sample for this survey is a total of 5,000 respondents/completed interviews.

The United States Mint research team will compile the data collected from the survey.

III. Retail Counter Survey Design

The project is designed to include a total of thirteen survey questions and should take approximately two minutes to complete. The Retail Counter survey is designed to be completed on a continuing basis for a period of 12 months. The survey covers the following topics:

- Satisfaction with key aspects of retail shopping experience
- Importance of relevant factors in influencing purchasing behaviors

IV. Methods to Maximize Response Rates

This survey approach is designed to minimize the amount of intrusion and burden placed on customers. Accordingly, no telephone calls will be made to them, or taking other “intrusive” measures that normally might be used to maximize response rates. Participation in the survey is totally voluntary, and the survey will be offered to every customer who makes a purchase. No monetary incentive will be offered.

V. Estimate of the Burden Hours

The collection of information will involve completion of the survey by receipt of mail-in responses with up to a maximum of 5,000 randomly selected respondents who have made a purchase at two United States Mint retail locations in Washington, DC. The

average length for all respondents will be approximately two minutes. Therefore, the total estimated burden for this survey wave is 150 hours.

	Retail Counter Survey
All respondents	5,000
Average Interview Minutes	2
Total estimated burden	150