

UNITED STATES MINT  
QUANTITATIVE CONSUMER RESEARCH – Dunnage Test Survey  
12/12/2011

**I. Purpose of the Research**

The purpose of conducting the United States Mint Dunnage Test Survey is to determine if alternate dunnage (packing material) options improves product satisfaction and/or overall satisfaction. Conducting this survey will allow the United States Mint to understand customer preferences in packing materials and to use this information to make ongoing improvements to shipping and packaging offerings and to better serve customers overall.

**II. Sample Design and Methodology**

Over the course of about a month, the United States Mint Dunnage Test will survey approximately 2,550 customers who recently placed orders through the U.S. Mint's website. This will be a web-based survey and results will be reported via a scorecard and PowerPoint presentation.

To gather sample for this research, the United States Mint will request names and e-mails from our customer database for these orders shipped during the previous week, immediately following their transactions.

**III. Dunnage Test Survey Design**

The survey should take approximately 8 minutes to complete and will cover the following topics:

- Open end on why they provided the particular satisfaction rating
- Open end on suggestions for improving the packing material
- 1-6 scale, how environmentally friendly was the material
- Recall of environmentally friendly material (yes, it was, no it wasn't, I don't recall)

**IV. Methods to Maximize Response Rates**

This survey approach is designed to minimize the amount of intrusion and burden that is placed on customers. Accordingly, calls will not be made, nor will 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. 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 with up to a maximum of 2,550 randomly selected respondents. The average survey will take approximately 8 minutes to complete. Therefore, the total estimated burden for this survey is 340 hours.

	Dunnage Test Survey
All respondents	2,550
Average Interview Minutes	8
Total estimated burden	340