

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1506-0062)**

**TITLE OF INFORMATION COLLECTION:**

**UNITED STATES MINT SACAGAWEA 20TH ANNIVERSARY COIN; MORGAN & PEACE CENTENNIAL SILVER MEDAL AND BEP MEDAL/PRINTS RESEARCH SURVEY RESEARCH**

**PURPOSE:**

**This collection request is for the United States Mint to conduct a new product research study to gauge interest and demand for the following products:**

- **Sacagawea 20th Anniversary coin -- (offered in 2020)**
- **Morgan & Peace Centennial Silver Medal -- (offered in 2021)**
- **United States Mint Silver Presidential Medals along with Bureau of Engraving and Printing (BEP) Intaglio Prints -- (offered in year TBD)**

**The research aims to answer the following questions:**

- **What would demand be for the 2020 Sacagawea 20th Anniversary Coin?**  
**Aspects of coin are as follows:**
  - o **Composition: 24K Gold**
  - o **Edge: Edged lettering**
  - o **Design: Dual dates**
- **Which reverse design for Sacagawea 20th Anniversary Coin would generate the most demand?**
  - o **Original 2000 Sacagawea reverse design**
  - o **2020 Alaska Anti-Discrimination reverse design**
  - o **New reverse design (not specified)**
- **Which of the 2 sizes is in more demand?**
  - o **¼ oz. coin**
  - o **½ oz. coin**
- **Which of the 2 finishes is in more demand?**
  - o **High-relief finish**
  - o **Non-high relief finish (proof)**
- **What would demand be for the 2021 Morgan & Peace Centennial Silver Medal?**  
**Aspects are as follows:**
  - o **Composition: 0.999 silver purity**
  - o **Design: Mirroring original coin but without denomination**
  - o **Size: Standard Silver Eagle blank**
- **2 different mintage levels to be tested**
  - o **100,000**

- o 75,000
- What would demand be for Presidential Silver Medals with Bureau of Engraving and Printing (BEP) Intaglio prints offering? Aspects are as follows:
  - o 1 medal / 1 Presidential print
  - o 1 medal / 1 Presidential print / 1 White house print

This study is similar to recent quantitative new product assessments the U.S. Mint has undertaken. The results from this survey research project will help gauge interest and demand for these products based on the various finish, sizes, and designs options to be tested.

Part of the United States Mint’s mission is to produce and make collectible coin products available directly to the American public. Executive Order No. 12862 (September 1993), titled “Setting Customer Service Standards,” establishes a mandate for the government to improve and adhere to best practices when providing customer service directly to the American people, such as by conducting research to determine satisfaction with existing services and to ensure the kind and quality of services offered are aligned with those the public wants (Section 1b). To effectively accomplish these goals, the United States Mint utilizes a combination of accepted research methods that shed light on the awareness, satisfaction and preferences among the public as they relate to collectible coin products and services. The United States Mint Sacagawea 20<sup>th</sup> Anniversary coin; Morgan & Peace Centennial Silver Medal and BEP Medal/Prints Research Survey is one of these instruments.

The consequence of not performing this collection is the United States Mint’s diminished ability to maintain service levels that will continue to satisfy customers.

**DESCRIPTION OF RESPONDENTS:**

The United States Mint Sacagawea 20th Anniversary coin; Morgan & Peace Centennial Silver Medal and BEP Research Survey will invite enough customers to achieve a targeted total sample of 5,000 completed interviews with United States Mint customers.

Customers interviewed will be a combination of individuals that have bought any gold and silver products. Also the survey will interview a sample of customers that have purchased Sacagawea products, silver medals along with general US Mint customers that did not purchase the above mentioned products.

**TYPE OF COLLECTION:** (Check one)

- |   |   |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input type="checkbox"/> Customer Satisfaction Survey             |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group                   |
| <input type="checkbox"/> Focus Group                                  | <input checked="" type="checkbox"/> Other: <u>Demand Estimate</u> |
|   | <u>Survey</u>   |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

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To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [ ] Yes [ X ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ ] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
United States Mint Customers (combination of individuals that have bought any gold, silver products, Sacagawea products, silver medals along with general US Mint customers that did not purchased the previously mentioned products)	5,000	15 minutes	1,250 hrs
<b>Totals</b>			

**FEDERAL COST:** The estimated annual cost to the Federal government is  \$98,533

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes       No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

**The United States Mint Sacagawea 20th Anniversary coin; Morgan & Peace Centennial Silver Medal and BEP Research Survey will invite enough customers to achieve a targeted total sample of 5,000 completed interviews with United States Mint customers.**

**Sampled customers would be invited to a 15 minute web-based survey via an e-mail invitation.**

**Customers interviewed will be a combination of individuals that have bought any gold, silver products. Also the survey will interview a sample of customers that have purchased Sacagawea products, silver medals along with general US Mint customers that did not purchased the above mentioned products. Final results will be weighted proportionally to the United States Mint customer database**

**Naxion will ensure that the overall response rates for the United States Mint Sacagawea 20th Anniversary coin; Morgan & Peace Centennial Silver Medal and BEP Research Survey are statistically valid and will determine if additional sample is required to achieve the desired response rates and completed survey sample size.**

#### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**

#### **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

**BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Submit all instruments, instructions, and scripts are submitted with the request.**