

Justification

Imperative request for immediate approval of 1506-0062, the Collection of Information.

This is a request for immediate approval for the United States Mint to conduct customer satisfaction and opinion surveys, and focus group interviews. This approval will allow the United States Mint to comply with Executive order 12862 and in fulfilling the mission of the United States Mint.

The mission of the United States Mint is to manufacture the highest quality circulating, numismatic, and bullion coins at the lowest possible cost and to deliver them in a timely manner and to expand our markets through exceptional customer service, product development, and an innovative marketing plan to sell numismatic and bullion products at a reasonable price and profit, and to provide security over assets in our trust.

The United States Mint is responsible for producing proof and uncalculating coins, commemorative coins and medals, palladium, platinum, gold and silver bullion coins, often in response to coin programs legislated by Congress in support of civic, philanthropic and national organizations. To effectively accomplish the goals of these programs, it is crucial for the United States Mint to know and maintain awareness of customer preferences and needs, and to continuously monitor customer satisfaction. However, because the time period between programs authorization and product shipment is often short, the United States Mint has not always had adequate time to obtain needed information about customer preference and market conditions. This request would allow the United States Mint to obtain the data required to access, maintain and continue the product standard and customer service the American public has come to expect.

This clearance covers data collection efforts by the United States Mint Bullion and Numismatic Directorate.