

UNITED STATES MINT
QUANTITATIVE CONSUMER RESEARCH – Communications Survey
10/20/2010

I. Purpose of the Research

The purpose of conducting the U.S. Mint Communication Survey is to obtain up-to-date information on communications preferences including channel, method and frequency, as well as awareness of U.S. Mint communication vehicles.

II. Survey Sample Design and Methodology

The U.S. Mint Communication 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 900 respondents/completed interviews.

The sample will be stratified by customer group, and will include a mix of new and tenured customers to obtain representation from customer segments.

The new sample for active U.S. Mint customers will be obtained from U.S. Mint lists. National Analysts will code, clean, weight and tabulate data collected from the survey.

III. Communication Survey Topic Outline

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

- Awareness/ usage/ influence of communications
- Desired vs. actual receipt of communications
- Satisfaction with communications vehicles (e.g., e-mail product notifications; Coins Online newsletter, RSS notification, social media, direct response, etc.)
- Customer suggestions for improving communications

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 8,000 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 900 respondents. The average interview length for all respondents will be approximately 12 minutes. Therefore, the total estimated burden for this survey wave is 180 hours.

	Communication Survey
All respondents	900
Average Interview Minutes	12
Total estimated burden	180