

UNITED STATES MINT  
QUALITATIVE RESEARCH- MANAGERS- FINANCIAL INSTITUTIONS/RETAILERS  
8/31/2007

**Purpose of the Research**

The United States Mint plans to conduct qualitative research to better understand and assess components of the Presidential \$1 coin distribution flow and distribution process as it affects circulation among managers within two key industry groups- retailers and financial institutions. The findings from the focus groups will be used to increase usage and acceptance of the \$1 coins.

**Qualitative Research Topic Outline**

The topics planned for discussion are:

1. increasing circulation of coins;
2. exploration of potential messages to increase usage and acceptance;
3. exploration of industry groups attitudes about the coins;
4. exploration of knowledge levels and communications issues

**Sample Design and Methodology**

A total of no more than 12 focus groups conducted in at least five cities representing a cross-section of the U.S. population.

**Methods to Maximize Response Rates**

We expect one out of every seven individuals contacted will agree to participate in the study. Cities will be selected based on concentration/size of trade classes and industry groups being recruited. Appropriate screeners will be set up to guarantee selection of the right participants for the study. A monetary incentive will be offered. This is a common industry practice.

**Estimate of the Burden Hours**

The collection of information will involve up to 12 focus groups with 8 participants in each group. These focus groups are scheduled to last 90 minutes per session. Total estimated burden hours are:

	<b>Focus Groups</b>
# of Participants	96
Average interview minutes	90
Burden hours	144