

United States Mint
Quantitative Consumer Research
Post-Wave Advertising Tracking Screener/Survey
12/5/2007

I. Introduction

The FY 2008 United States Mint advertising program aims to aggressively promote U.S. Mint coins and coin-related items to heighten recognition of Mint products, attract new buyers, retain existing customers, grow revenues, and build interest in (and knowledge about) coins and coin collecting.

The United States Mint plans to conduct this quantitative research study to obtain benchmark post-wave measures of advertising awareness and theme recall along with intended brand recognition, perceptions, educational and behavioral impacts.

II. Sample Design and Methodology

The Post-Wave Advertising Tracking Survey will be conducted using a tiered approach. This survey wave will consist of a very large sample (n=5,000), using a web-panel (balanced to the U.S. population aged 18 and above), to produce projectible estimates of U.S. Mint customers, U.S. coin collectors, and U.S. coin gift givers.

A small sample of U.S. Mint customers will be included in the survey (n=200), and those respondents will be drawn from U.S. Mint files. The survey will be web-based, and a toll-free number will also be provided for those customers without web access.

The 5,200 Post-Wave survey interviews would be distributed as follows:

Post-Wave Screener/Survey	General Public (Screener - S1/S2)	Coin Collectors /Gift Givers (Screener Only: S1 - S6)	Coin Collectors/ Gift Givers (Survey)	U.S. Mint Customers (Survey)
N=5,200	2,000	2,600	400	200

After data collection for the survey wave is completed, National Analysts will code, clean, weight and tabulate interview data.

III. Post-Wave Survey Instrument Design

One screening/questionnaire document will be used for the post-wave survey. The survey will have four sections, as follows:

- **Section 1:** Two questions designed to estimate U.S. coin buying/saving behaviors for self and others
- **Section 2:** Four questions designed to measure U.S. Mint and The Franklin Mint advertising awareness and theme recall
- **Section 3:** Questions pertaining to U.S. Mint and The Franklin Mint brand recognition, product awareness, perceptions (authenticity, educational value, investment potential, etc.), attitudes (coin gift giving, value of collecting coins, etc.), and current/future U.S. coin purchasing behaviors
- **Section 4:** Questions pertaining to demographics (age, gender, marital status, income, ethnicity, etc.)

The first two sections (combined) will not exceed five minutes and the remaining two sections will not exceed 10 to 12 minutes. Thus, interviews with those who complete all sections (including the screener) will not exceed 20 minutes.

IV. Estimate of the Burden Hours

The collection of information will involve web-based interviews with up to a maximum of 5,200 randomly selected respondents. The average interview length for the 2,000 respondents completing the two screener questions is one minute and the average interview length for the 2,600 respondents completing six screener questions will be five minutes. Finally, the average interview length (including the screener) for the 600 respondents who complete the survey will be approximately 20 minutes. Therefore, the total estimated burden is 450 hours.

Post-Wave Screener/ Survey	General Public (Screener - S1/S2) N=2,000	Coin Collectors/ Gift Givers (Screener - S1-S6) N=2,600	Coin Collectors/ Gift Givers (Survey) N=400	U.S. Mint Customers (Survey) N=200
Interview minutes	1	5	20	20

Burden Hours	33	217	133	67
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VI. Disclosure/Confidentiality

The market research data collected by the contractor shall only be disclosed directly to the U.S. Mint. The contractor shall not use the data for its own purposes, nor sell or give the data away, nor disclose any of the data that they have collected on behalf of the U.S. Mint to any other business or entity.

VI. Attachments

- Post-Wave Screener/Survey