

**U.S. Mint Dollar Coin Program
Moderator's Guide to Focus Groups**

I. Introduction and Ground Rules (5 minutes)

A. Ground Rules

- Thank respondents for taking time out of their schedules
- Give brief sentence or two about the purpose of the research
- Tell them how long group will last
- No right or wrong answers
- Goal is to hear a variety of viewpoints, not to reach consensus
- Confidentiality assurance, inform of audio taping
- Speak as loudly as moderator, and speak one at a time
- Warn talkative and quiet people that everyone gets a chance to speak
- Observe common courtesy
- Logistical information on drinks and bathroom use

(READ:) This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval. The valid OMB control number for this survey is 1525-0012-XX.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

B. Introductions

Go around the room, say first name, and how much change is in your pocket. What types of coins are in your pocket?

II. General awareness of currency and thoughts on coins (20 minutes):

- A. What do you think of coins in general? Do you like them? Dislike them? Don't care?
- B. What do you usually do with coins? Are you a spender, saver, put in tip jar at cash register, etc.?
- C. Have any of you ever heard about the new Presidential one dollar coins that are being distributed?

- a. Where did you hear about it? (Probe for ad campaign, word of mouth, store, vending machine, etc.)
- D. Has anyone received a Presidential dollar coin as change?
Where did you receive it?
How long ago was that?
- a. (HAND OUT A COIN TO EVERYONE and Collect)
 - b. If you were given this dollar coin as change, what do you think you would do with it? (LISTEN FOR: save it, give it as a gift, spend it right away to get rid of it, put it with my other coins in my wallet/pocket, etc.)
- E. Have you ever used a dollar coin to purchase something?
If no, why not?
If yes, where did you use it? How long ago was this?
- F. Have you ever given a dollar coin as a gift or saved it as a collector's item?
- G. Where do you think you can use a dollar coin?
- a. Are there places where you cannot use a dollar coin?
- H. What are some advantages to having a dollar coin in addition to a dollar bill?
(LISTEN FOR: easy to identify, interesting to look at, don't stick together, easy to count)
- a. What are some disadvantages? (LISTEN FOR: Heavy, easily confused with quarters, have to ask for change more often, awkward moment)

III. Brainstorming (35 minutes)

- A. (BRAINSTORM ACTIVITY USING EASEL) What are some things the government could say to encourage people to use the dollar coin? (RECORD IDEAS ON EASEL IN FORM OF MESSAGES)
- a. PROBE: Why does the government want people to use the dollar coin? (ADD ANY RESPONSES THAT ARE MESSAGE-ORIENTED TO EASEL LIST)
 - b. PROBE: What would you say to your friends and family to persuade them to use the coin? (ADD ANY RESPONSES THAT ARE MESSAGE-ORIENTED TO EASEL LIST)
 - c. PROBE: What could someone say to you, personally, that might persuade YOU to use dollar coins? (ADD ANY RESPONSES THAT ARE MESSAGE-ORIENTED TO EASEL LIST)
 - d. PROBE: What are some scenarios where people would benefit from using the dollar coin instead of dollar bills? (ADD ANY RESPONSES THAT ARE MESSAGE-ORIENTED TO EASEL LIST)
 - e. What else should we add to our list? (ADD ANY RESPONSES THAT ARE MESSAGE-ORIENTED TO EASEL LIST)

- B. How about an environmental message? What impact do you think using coins has on the environment? (probe if needed: coins can last up to 30 years and dollar bills 18 months)
 - a. In what ways might coin usage benefit the environment?
 - b. In what ways might coins hurt the environment?
 - c. How compelling is an environmental message to you if someone was trying to persuade you to use a coin?
 - d. Should we add an environmental message to our easel list? (IF YES, ADD IT TO THE LIST)

- C. How about a message around savings? In what ways, if any, does it save the government money when people use coins rather than dollar bills? (Probe if needed: the dollar coin can save taxpayers almost \$500 million a year)
 - a. How compelling is a savings message to you if someone was trying to persuade you to use a coin?
 - b. Should we add this savings message to our easel list? (IF YES, ADD IT TO THE LIST)

- D. How about a message around acceptability of the coins? If people were concerned that merchants and retail stores might not want to accept the coin, what message could help people be more comfortable using it and understand that merchants and retailers accept the coin just like any other coin?
 - a. How compelling is an acceptability message to you if someone was trying to persuade you to use a coin?
 - b. Should we add this message to our easel list? (IF YES, ADD IT TO THE LIST)
 - c. What other concerns would you have about using a coin (probe for how to address concern)?

- E. Now that we have a full list of message ideas for how the government could encourage people to use the dollar coin, please look through the list, and pick out the ONE message that would be most persuasive to you personally.
 - a. (TALLY UP VOTES AND DISCUSS TOP VOTE GETTERS)

IV. Group activity (15 minutes)

A. I am going to divide you into three small groups to focus on the top 3 messages that we identified in this exercise. For the next ten minutes, I would like your group to come up with a slogan or sentence, that focus around this message idea that you think would be most persuasive to convince people to use the new dollar coin. When I come back in the room, each group will present their slogan. (**Moderator leaves the room**)

B. After 10 minutes, have each group present.

V. Wrap up of dollar coin (5 minutes)

A. We have discussed a lot of ideas for ways the US Mint can tell people about the new dollar coin. I would like each of you to write the one message you heard tonight that is most convincing to you on your notepad.

VI. Mission (10 minutes)

A. On a separate note, the Mint has asked for your help in crafting their mission statement (show print out of Mint mission and read it to group)

B. What are your initial reactions to this mission statement?

C. What words or phrases do you particularly like in this statement?

D. What would you change about it?

Mission Statement:

The men and women of the United States Mint serve the nation by exclusively and efficiently creating the highest quality, most beautiful and inspiring coins and medals that:

- Enable commerce
- Reflect American values
- Advance artistic excellence
- Educate the public by commemorating people, places and events
- Fulfill retail demand for coins

Thank you for your time!