

UNITED STATES MINT  
QUALITATIVE RESEARCH- MESSAGE TESTING FOCUS GROUPS - \$1 COIN PROGRAM  
3/6/2008

**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 cash handlers 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 16 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 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 16 focus groups with 8 participants in each group. Focus groups generally last from 90 minutes to 120 minutes per group session. Total estimated burden hours are:

<b>Method</b>	<b>Estimated Hours</b>
Focus groups	256
<b>Total</b>	256

Burden Hours	333
--------------	-----