

U.S. Mint 3rd Quarter 2009 Focus Group Research
Discussion Guide

I. INTRODUCTION

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-XXXX.

- **Ground Rules:** Audio-taping, confidentiality, candor, cell phones, pagers, etc.
- **Background & Objectives:** The purpose of today's discussion is to learn about your collecting interests and to explore your perceptions of different products in the United States Mint's product portfolio.
- **Introductions:** First name, **(Customers)** types of coins that are especially liked and length of time collecting and/or buying U.S. coins, **(Non-customers)** types of items collected and/or recent special gifts purchased.

II. CURRENT COLLECTING/BUYING PRACTICES

- **(Non-Customers)** *What particular types of collectibles have special interest or appeal to you and what makes them attractive to you? Probe...*
- **(Non-Customers)** *What types of special and/or collectible items have you purchased as gifts recently?*
 - What types of occasions?
 - What drew you to this item (for this person/occasion)?
 - How did you think this gift reflected on you (i.e., what did it say about you) as a gift giver?
- **(Non-Customers)** *To what extent are you aware that the United States Mint sells collectible coins and sets that can be purchased?*
- **(Customers)** *What types of coins and coin-related products have you bought from the United States Mint? Probe...*

III. ASSESSMENT OF CURRENT COIN PRODUCTS AND NEW PRODUCT IDEAS

- ***Overall, what are your impressions of the coin products that the United States Mint produces? Probe...***
 - Which ones are best? Worst?
 - How about their artistry, appearance, etc.?
 - What about their packaging?

IV. ASSESSMENT OF ELECTRONIC COMMUNICATIONS

- ***How do you feel about the U.S. Mint's current communications practices?***
 - Coverage and timeliness
 - Accuracy
 - Desired changes
 - Other
- ***What types of electronic communications do you receive from the U.S. Mint (e-mails, RSS feeds, etc.)?***
 - Which have you signed up for (or attempted)?
 - What has been your experience (**probe** satisfaction, problems encountered, etc.)?
 - Other comments
- ***From which, if any, other organizations do you receive electronic communications?***
 - What do you especially like about these communications (or this communications system)?
- ***Describe your "ideal" of how the U.S. Mint would communicate with you in the future.***
 - What changes would they make versus their current approach?
 - What aspects of the approaches used by other organizations would you like to see the U.S. Mint adopt?
 - To what extent are you familiar with social media sites/tools? Is there anything the U.S. Mint could do using these resources that would be desirable (e.g., types of information they would like to see on these types of sites)?
 - What else would you like to see the U.S. Mint do with electronic communications (**probe** features like birthday reminders, etc.)?
- ***Detailed U.S. Mint e-mail critique and preferences***

- Is there enough information? Too much information?
- How do you feel about the quality of the content?
- Describe the look and feel (style, branding) of the e-mail? How should that be changed
- How frequently would you like to be e-mailed?
- What else would you like to see?

- **Detailed U.S. Mint RSS critique and preferences**

- Do you use RSS feeds? Do you know what they are?
- Are you signed up for the U.S. Mint RSS feeds? Were you aware you could?
- If so, do you receive too few, too many?
- What changes would you recommend?
- What information do you really need to receive in these RSS feeds?

V. AMERICA THE BEAUTIFUL QUARTERS PROGRAM INTERESTS

[Describe the program. Explain that the U.S. Mint will include the quarters in full proof sets, full uncirculated sets, and special quarters proof sets]

- **In what forms/products are you likely to purchase these quarters from the U.S. Mint?**

- **Would you be interested in an Uncirculated Quarters Set?**

- Level of interest (**Probe** why/why not?)
- Propensity to purchase vs. other quarters products
- Design and packaging guidelines
- Anticipated pricing

[Explain plans to produce a 5 oz. silver bullion coin (sold through dealer network) using the same designs as the quarters.]

- **Are you interested in a “numismatic” version of these 5 oz. silver bullion coins?**

- Level of interest (**Probe** why/why not?)
- Number you would likely purchase (e.g., all of them, only for the state you live in, sites you’ve visited, etc.)
- Preference for Proof vs. Uncirculated
- How do you feel about the 5 oz. size? Do you prefer this?
- Design and packaging preferences
- Additional information/materials to include with the purchase

VI. WRAP-UP

- ***Thank and conclude***