

U.S. Mint FY 1st Quarter 2010 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 1525-0012-0XXX.

- **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 LOGO OPTIONS

- **Ask about recollection of current logos? (Note the degree to which participants can recall the general design and any specifics.)**

*[Describe the potential changes and introduce candidate options. Ask participants to rate preferences (if applicable) individually and record them prior to group discussion. Also ask participants to write down words (adjectives or associations) that each option brings to mind. Then gather/post ratings.]*

- **What is your general reaction to the different options?**
  - What do you like or dislike?
  - Which options, if any, do you find especially objectionable/undesirable?
- **Do any of these options compare favorably with current logos? Why/why not?**
- **What are your specific reactions to Option A? [Repeat for other candidates.]**
  - What are some of the associations that this option brings to mind? (**Probe** associations to determine if they are positive or negative.)
  - What do you especially like or dislike about this option?
  - How well does this option fit with your image of the United States Mint?
  - Are there any minor changes you would suggest that would enhance this option?
- **Review all candidates and discuss which, if any, would be desirable.**

## V. 2010 UNCIRCULATED SET SIZING

*[Explain that 2009 Uncirculated Set sizing was increased to accommodate the greater number of pennies and quarters issued in 2009. Further explain that in 2010 the number of coins in the set will revert to 14 (from 19).]*

- **Who purchased the United States Mint Uncirculated set in the past year? In prior years?**
  - Number purchased
  - Was purchase for self or a gift?
  - If for self, what do you do with these sets (storage, etc.)?
- **How do you feel about changing the size back to the 2008 dimensions?**
  - Did you notice the change in size of the set in 2010? How did it impact you?
  - Would you prefer that the 2010 set revert to the 2008 size or remain like the 2009 set?
    - How strong is your preference?
    - How would it affect you?
  - Do you have any alternate suggestions? (**Probe** if there are any suggestions for improvement for the set packaging in 2010 and beyond.)

## VI. IMPACT OF PRODUCT PORTFOLIO CHANGES

*[Explain that the United States Mint has discontinued several items/sets in the past few years and wants to get customers reactions to these changes in the product portfolio.]*

- **Which, if any, products did you noticed were recently discontinued?**
  - Which of these did you personally purchase?
  - How did this affect you?
  - Would you have purchased them (e.g., in 2009) if they had been issued?

*[Review full list of products that were discontinued (and any new products that were introduced).]*

- **Which of these discontinued products had you been aware of? Which not?**
  - Which would you have purchased in 2009 if they had been produced?
  - Which would you purchase in 2010 if they were available?

- ***Overall, how do you feel about the changes the United States Mint has made to its numismatic product portfolio?***
  - Are they producing the right breadth of products? Too many? Too few?
  - What further changes would you recommend (additions/deletions)?

## **VI. WRAP-UP**

- ***Thank and conclude***