

UNITED STATES MINT
QUALITATIVE CUSTOMER RESEARCH
8/28/09

Purpose of the Research

The purpose of the research is to collect information from the customers served by the U.S. Mint about their opinions concerning numismatic product lines. The United States Mint plans to conduct qualitative research (i.e., focus group interviews) to test numismatic product extension ideas and potentially new numismatic product lines. Specifically, the research aims to assess changing customer needs and concerns in a timely manner.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. User impressions of the website.
2. Website scenarios/tasks.
3. Questions during website tasks (if applicable).
4. Follow-up questions to website tasks.
5. Overall reactions to using the website.
6. User rating of satisfaction after using the website.

Sample Design and Methodology

A total of no more than 12 focus groups conducted in four cities representing a cross-section of United States Mint customers.

Methods to Maximize Response Rates

We expect one out of every seven customers contacted will agree to participate in the study. Cities will be selected based on concentration of customers. By recruiting in cities with a higher number of United States Mint customers, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers 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 twelve (12) focus groups with eight (8) customers in each group. Focus groups generally last from 90 minutes to 120 minutes per group session. Total estimated burden hours are:

Method	Estimated Hours
Focus Groups	192
Total	192