

UNITED STATES MINT
QUALITATIVE/QUANTITATIVE RESEARCH- “AMERICA THE BEAUTIFUL” QUARTERS
PROGRAM LAUNCH
1/19/2010

Purpose of the Research

The purpose of this study is to gauge, map and scheme the emotional reaction to the “America the Beautiful” quarter series, the next generation of the 50 State quarters program, while testing various packaging options to best inform and ignite the appropriate go-to-market strategy.

Through this effort, we will measure and map the potential growth and engagement for the new quarters program, gauge the overall interest for the program and then map that to various options that may drive demand and marketplace action. Fundamentally, we would like to identify the impact and key reasons for developing the packaging strategies for this program.

Research Topic Outline

The topics are:

1. Assess knowledge of official United States Mint products.
2. Assess relationship/reaction/purchase of the original 50 State Quarters program.
3. Determine interest, acceptance, appeal and approval of the “America the Beautiful” quarters series.
4. Project possible demand of new quarters among general market groups and customers.
5. Introduce and evaluate various options for packaging that support the new program.
6. Assess potential strength of each message in driving interest and consideration.
7. Allow for co-creation of key options to refine and enhance program ideas.

Sampling Direction

We will field this study among a sample total of 2,500 respondents from the general public, purchasers/collectors; and active and inactive United States Mint customers as the key/core segment groups that can have a significant impact on the business.

Project A	Project B
1000 General Market / US Adults	250 Current US Mint active customers
250 Purchases/Collectors of Statehood Quarters	250 Current US Mint inactive customers
250 Purchases/Collectors of Competitive products	
250 Purchases of coin products as gifts	
250 National Parks Enthusiasts	

Methodology

Two research projects conducted at the same time utilizing one collection instrument:

Project A: Benchmark Study

- Measure the awareness, familiarity, consideration, and impressions of official United States Mint products and competitor products.
- Explore the relationships of consumers with original 50 State Quarters program.
- Determine the interest, acceptance, appeal and approval of the “America the Beautiful” quarters series.
- Evaluate options of interest of “America the Beautiful” among general public and core target groups, as well as why and how to increase collecting.

Project B: Predictive Market

- Identify packaging options that are best able to identify a successful go-to-market strategy to establish a connection with customers.
- Isolate 3-5 most powerful ideas that warrant further development and a road-map for how to refine.

Methods to Maximize Response Rates

Based on the specificity of the segments being targeted to participate for Project A and Project B an online survey has been developed to collect adequate information.

Estimate of the Burden Hours

The collection of information will involve Project A with 2000 respondents and estimated 20 minutes per respondent; Project B with 500 respondents and the estimated 30 minutes per respondent. Total estimated burden hours are:

Method	Estimated Hours
General Public/Purchases/Collectors	667
Active and Inactive Customers	250
Total	917