

UNITED STATES MINT  
BRAND AND BUSINESS PERFORMANCE TRACKING 2010  
FEBRUARY 3, 2010

**Purpose of the Research**

This tracking study will serve as an ongoing key indicator of the success and performance of the United States Mint brand and business activities. This is a three-wave annual study to gauge the changes in marketplace attitudes. This includes measuring customers' emotional connection and engagement, awareness, consideration and other traditional metrics. From the testing, results will be analyzed to provide recommendations for current and future campaigns.

**Research Topic Outline**

The tracking study will focus and measure:

1. Advertising, product and brand awareness and recognition
2. Comprehension / imagery
3. Perception of the United States Mint
4. Recognition that the United States Mint is the only source of genuine, official legal tender coins and unique from the Bureau of Engraving
5. Familiarity with the United States Mint
6. Consideration
7. Shopping, include the propensity to purchase
8. Purchase
9. Gauge, map and track emotional connection to the United States Mint brand, recent 50Q program, the American the Beautiful Quarter program, as well as other United States Mint coins, proof sets, etc.
10. Trace key communications and branding-based segment opportunities for future business growth.
11. Assess and track key business performance metrics:
  - a. Brand awareness and understanding
  - b. United States Mint as the authentic source for collectible coins – different from Department of Engraving and Printing

### **Sampling Direction**

We will field this study among a very large sample of 3,250 driven by both a sample from the general US adult, as well as key/core segment groups that can have a significant impact on the business.

#### **3,250 Total Sample**

500 General Market / US Adults  
 500 Pocket Change Collectors  
 500 Purchases/Collectors of Competitive products  
 500 Purchases of keepsake products as gifts  
 250 National Parks Enthusiasts  
 500 Current U.S. Mint active customers  
 500 Current U.S. Mint lapsed customers

### **Methodology**

Online survey distributed by email to those who agree to answer email surveys in advance

### **Methods to Maximize Response Rates**

By being online, people can answer the survey when it is convenient to their schedule. Unlike traditional phone surveys, you are not bothering them at a time that is inconvenient.

### **Estimate of the Burden Hours**

The collection of information will involve a 25-minute tracking questionnaire with the segmented sample of 3,250 respondents. Total estimated burden hours per survey wave are:

<b>Method</b>	<b>Estimated Hours</b>
Online Tracking Questionnaire	1,354
<b>Total</b>	<b>1,354</b>