

UNITED STATES MINT  
QUANTITATIVE CREATIVE RESEARCH FOR DIRECT RESPONSE TELEVISION (DRTV)  
5/18/2010

**Purpose of the Research**

The premise of this study is to use consumer feedback to gauge the effectiveness of various messaging approaches for the “America the Beautiful Quarters™ series. Fundamentally, the United States Mint will identify the direction for advertising United States Mint products.

Secondarily, the United States Mint will also use the research to gauge consumer’s interest levels and purchase intent in the three different product options: 2010 America the Beautiful Quarter Proof Set™, 2010 America the Beautiful Quarter Silver Proof Set™ and 2010 Proof Set™.

**Research Topic Outline**

The topics planned for the online survey are:

1. Assess purchase consideration and consumer reaction to the three aforementioned products.
2. Assess consumer reaction to various executions of advertising through enabling the input of the public to determine the final combination of messaging points.
3. Assess potential strength of each message in driving interest and consideration

**Sampling Direction**

The United States Mint will field this study among respondents from the general United States adult population, as well as key/core segment groups that can have a significant impact on the coin collecting market.

**600 Total Sample**

300 General Market / United States Adults 18-64

300 Purchases/Collectors of coins in past 24 months 18+

**Methodology**

Online qualitative/quantitative study

- Identification of advertising messaging options that build the foundation for a successful communications approach that will drive sales.
- Understanding of the market acceptance of the aforementioned product options.

**Methods to Maximize Response Rates**

Respondents will be acquired through the use of an online consumer panel, which will be professionally managed by a quantitative research vendor to ensure representativeness of the data. This is a common industry practice.

**Estimate of the Burden Hours**

<b>Estimated Respondents</b>	<b>Estimated Burden Hours</b>
600 respondents	20 minutes per response
<b>Total</b>	200 total burden hours