

UNITED STATES MINT
BRAND AND BUSINESS PERFORMANCE TRACKING 2010 (WAVE 2)
9/13/2010

Purpose of the Research

The second of three tracking studies to be conducted in 2010, this study will measure the success and performance of the United States Mint brand and business activities. The study will measure customers' emotional connection and engagement, awareness, consideration, and other traditional metrics. The study will gauge consumer interest levels in coin collecting, purchasing coins or coin sets, and the America the Beautiful Quarters® program.

This study will allow the United States Mint to measure changes in marketplace attitudes. The survey contains metrics similar to the 2008 tracking study and is consistent with the March 2010 Wave 1 Tracking Study, allowing yearly and monthly data comparisons.

Research Topic Outline

The study will address:

1. *Propensity to purchase* by determining consumers' past purchases of coins and coin sets and addressing future purchase intentions.
2. *Competitive positioning* by monitoring how visible and accessible the United States Mint is within consumers' minds and by measuring consumers' awareness of competitors.
3. *Campaign performance* by providing actionable feedback on the performance of different United States Mint and competitive communication programs.
4. *Brand recognition* by measuring advertising, product awareness, and perception of the United States Mint.
5. *Emotional connections* with the United States Mint, by tracking consumer sentiment towards the United States Mint brand and the "America the Beautiful" quarter program.

Sampling Direction

We 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 business.

2,500 Total Sample

500 General Market

250 Current US Mint Customers

500 Purchasers/Collectors of Competitive products

500 Pocket Change Collectors

500 Purchasers of Keepsake Products as Gifts (e.g. watches, pens, coins, jewelry)

250 National Parks Enthusiasts

Methodology

Online quantitative study distributed by email.

Methods to Maximize Response Rates

Respondents have agreed to answer email surveys in advance and can conveniently answer surveys in accordance to their schedules.

Estimate of the Burden Hours

The collection of information will involve a 25-minute tracking questionnaire with the segmented sample of 2,500 respondents. Total estimated burden hours are:

Method	Estimated Hours
Online Tracking Questionnaire	1,042
Total	1,042