

UNITED STATES MINT
BRAND AND BUSINESS PERFORMANCE TRACKING 2011 (WAVE 3)
FEBRUARY 2011

Purpose of the Research

In 2010, the United States Mint began a three part tracking study to measure the success and performance of the United States Mint brand and business activities. Two of the three studies have been conducted; the third will run in Spring 2011 – right before the next communications flight. The study will measure customers’ emotional connection and engagement, awareness, and consideration of United States Mint and competitive coins. In addition, the study will gauge consumer interest levels in coin collecting, purchasing coins or coin sets, and the America the Beautiful Quarters® program. The study will also be expanded to include existing, new, and lapsed customers.

This study will allow the United States Mint to measure changes in marketplace attitudes. The survey is consistent with the March 2010 Wave 1 Tracking Study and the October 2010 Wave 2 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

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.

3,000 Total Sample

500 General Market

250 New United States Mint Customers (those who have made their first purchase of a United States Mint product in the past 12 months)

250 Lapsed United States Mint Customers (those who have not made a United States Mint purchase in the past 24 months)

250 Existing United States Mint Customers (those who purchased a United States Mint product in the past 24 months)
 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 3,000 respondents. Total estimated burden hours are:

Method	Estimated Hours
Online Tracking Questionnaire	1,250
Total	1,250