

UNITED STATES MINT  
QUANTITATIVE RESEARCH: Non-Customer Product & Package Assessment Survey  
Research  
5/9/2011

## **I. Purpose of the Research**

The primary purpose of the U.S. Mint's Product and Package Assessment Survey (mall-intercept research) is to understand what collectible coin products are most appealing to non-customers, in terms of purchasing for themselves as well as gift giving. The high-priority demographic segments identified from the customer acquisition survey are being targeted in this study.

## **II. Sample Design and Methodology**

This survey will be administered in-person, and the respondent will answer questions using an Internet terminal at the mall facilities. Respondents will be able to "view and/or touch" actual products. This method should be efficient and allow for data quality control.

The survey will include 1,300 non-customer interviews, which will be conducted at 3-4 malls in each of the 4 Census regions. As an added sample quality control, U.S. Census statistics will be used to balance interview targets on key demographic dimensions (gender, age, and income).

Recruiting will be performed at each mall using a brief screening form after which participants will be brought to a survey room that will have computers available for online survey administration as well as examples of products and packaging.

National Analysts will code, clean, weight and tabulate data collected from the survey. A PowerPoint report summarizing the results of the interviews across all the malls will be provided at the conclusion of the study.

## **III. Non-Customer Product and Package Assessment Survey Design**

The project is designed to include a brief screener and a 10-15 minute survey to be completed in-person on the Internet. The Non-Customer Product and Package Assessment Survey will focus on:

- Reactions to existing products (explore interest and opportunities to enhance product appeal)
- Assessment of packaging and candidate products
- Appeal of products for self purchase as well as gift giving
- General purchasing behaviors

## **IV. Methods to Maximize Response Rates**

This survey approach is designed to minimize the amount of intrusion and burden that we place on consumers. A minimal monetary incentive will be offered. This is a common industry practice.

**V. Estimate of the Burden Hours**

The collection of information for this study will involve completion of the survey via the Internet up to a maximum of 1,300 randomly selected respondents. The average interview length (including the screener) for all respondents will be approximately 15 minutes. Therefore, the total estimated burden for this survey is 325 hours.

	Non-Customer Product & Packaging Assessment Survey
All respondents	1,300
Average Interview Minutes	15
Burden hours	325