

UNITED STATES MINT  
PACKAGING ASSESSMENT RESEARCH /FOCUS GROUPS  
5/9/2011

**Purpose of the Research**

The purpose of the research is to collect information from U.S. Mint customers and non-customers to get their reactions to the current product packaging and product packaging prototypes that are being developed by the U.S. Mint to improve the appeal and quality of collectible product packaging.

**Qualitative Research Topic Outline**

The topics planned for discussion are:

1. Current coin collecting and buying practices
2. Assessment of current products/packaging
3. Assessment of candidate packaging prototypes

**Sample Design and Methodology**

A total of 16 focus groups will be conducted in four cities (4 per city), with approximately 10 participants per group – which will include a combination of customers and non-customers.

**Methods to Maximize Response Rates**

We expect one out of every seven customers contacted will agree to participate in the study. Cities will be selected based on concentration of customers. By recruiting in cities with a higher number of United States Mint customers, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers for the study. A monetary incentive will be offered. This is a common industry practice.

**Estimate of the Burden Hours**

The collection of information will include 16 focus groups. A total of up to 160 respondents will participate in the focus groups. These focus groups are expected to last 90 minutes. Total estimated burden hours are:

<b>Method</b>	<b>Estimated Hours</b>
Focus Groups	240

<b>Total</b>	240
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