

United States Mint  
Quantitative Consumer Research  
Pre-Wave Advertising Tracking Screener/Survey  
7/2/2008

## **I. Introduction**

The U.S. Mint has been aggressively promoting its coins and coin-related items to heighten recognition of its products, attract new buyers, retain existing customers, grow its revenues, and build interest in (and knowledge about) coins and coin collecting. Campbell-Ewald will soon launch the U.S. Mint's 2008 campaign aimed at achieving these objectives as well as stimulating U.S. Mint coin gift giving. The newest round of advertising is slated to begin during the early part of August and continue throughout the remainder of 2008.

The U.S. Mint seeks to conduct a quantitative benchmark pre-wave (prior to the campaign launch) survey to assess the effectiveness of the advertising/marketing plan as it relates to key attitudinal measurements:

- Advertising awareness
- Major advertising themes and messages by audience
- Consideration of the U.S. Mint products among those who are aware of the U.S. Mint advertising

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

The Pre-Wave Advertising Tracking Survey will be conducted with an online panel in which a sample of 3,000 is drawn that is balanced to the U.S. adult population on key age, income, and race/ethnicity parameters taking into account any likely differential response rates among these demographic groups.

A small sample of U.S. Mint customers will be included in the survey (n=400), and those respondents will be drawn from U.S. Mint files. The survey will be web-based, and a toll-free number will also be provided for those customers without web access.

After data collection for the survey wave is completed, National Analysts will code, clean, weight and tabulate interview data.

### III. Pre-Wave Survey Instrument Design

One screening/questionnaire document will be used for the pre-wave survey. Questions focus on brand, ad, and product awareness, ad theme recall, purchase intent, and demographics. Interviews (including the screener) will not exceed 10 minutes.

### IV. Estimate of the Burden Hours

The collection of information will involve web-based interviews with up to a maximum of 3,400 randomly selected respondents, with 1,000 completing the screener, and 2,400 completing the screener/survey. The average interview length of the screener is 2 minutes and the average interview length for the screener/survey interviews will be approximately 10 minutes. Therefore, the total estimated burden is 432 hours.

Pre-Wave Screener/Survey	General Public (Screener N=1,000)	General Public (Screener/Survey N=2,000)	U.S. Mint Customers (Screener/Survey N=400)
Interview minutes	2	10	10
Burden Hours	33	333	66

### VI. Disclosure/Confidentiality

The market research data collected by the contractor shall only be disclosed directly to the U.S. Mint. The contractor shall not use the data for its own purposes, nor sell or give the data away, nor disclose any of the data that they have collected on behalf of the U.S. Mint to any other business or entity.

### VI. Attachments

- Pre-Wave Screener/Survey