

UNITED STATES MINT
QUANTITATIVE RESEARCH – BUFFALO CELEBRATION COIN SURVEY
7/8/2008

I. Introduction

The U.S. Mint has recently undertaken various outreach efforts to heighten recognition of its products and attract new buyers - especially in underserved target segments, and retain existing customers. In February 2008, the U.S. Mint introduced the first product for a its new marketing initiative, the U.S. Mint Celebration Series, and will continue to offer various numismatic coin products that are packaged and positioned to celebrate special gift-giving occasions and celebratory events.

The U.S. Mint plans to assess the effectiveness and marketing success of the coin/program as it relates to recent and future purchases of the coin and related questions regarding how it was marketed. Specifically, we are collecting data to analyze several key areas:

- Assessment of Marketing Information
- Evaluation of Distribution Channels
- Satisfaction with Purchase Process
- Purchase Behaviors

II. Sample Design and Methodology

The Buffalo Celebration Coin Survey will be conducted with two subsets of U.S. Mint customers who purchased the coin. The two customer groups include “recurrent” purchasers and “new” coin purchasers. The survey will be completed using Gallup’s CATI (computer-assisted telephone interview) system and interviewers to conduct the survey. The Gallup Organization will code, clean, weight and tabulate data collected from the survey. A total of 2,000 customers will be interviewed, to ensure sufficient data for subgroup analysis where relevant and feasible.

After data collection is completed, Gallup will code, clean, weight and tabulate interview data.

III. Methods to Maximize Response Rates

To ensure that the targeted 1,000 completes for the “new” purchasers, it will be necessary to begin with a pre-notification letter to be sent 5 to 7 days prior to startup of telephone interviewing.

IV. Estimate of the Burden Hours

The collection of information will involve completion of this survey via computer-assisted telephone interviews with up to a maximum of 2,000 randomly eligible respondents, who will be selected through a screening process. The average interview length for the screener/survey will be approximately 12 minutes, and the total estimated burden for the Buffalo Celebration Coin Survey is 400 hours.

	Celebration Coin Survey
# of Respondents	2,000
Average interview minutes	12
Burden Hours	400

V. 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 entity.

VI. Attachments

- Buffalo Celebration Coin Survey