

UNITED STATES MINT
QUANTITATIVE RESEARCH – WAVE 3 BRAND AWARENESS TRACKING SURVEY
7/9//2008

I. Purpose of the Research

The United States Mint plans to conduct quantitative research to better understand and assess the general public's awareness, knowledge, recognition, and identification with the U.S. Mint as a national brand.

The purpose of the quantitative research is:

- To assess both aided and unaided awareness of the United States Mint brand.
- To measure awareness, favorability, and identification of the general public in reference to the U. S. Mint's brand.

II. Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. General public awareness/knowledge of the U.S. Mint brand
2. Attitude and favorability of the general public towards the U.S. Mint

III. Sample Design and Methodology

National Brand Awareness Survey: a 10-minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate 4,200 completed interviews. This includes a national sample of 1,000 interviews and sample boosts of 400 interviews in five cities with Mint facilities as well as two cities representing control groups. A list-assisted sample design that uses information about which telephone numbers contain residential numbers as opposed to non-residential numbers will be used for selecting the sample of telephone numbers.

The Gallup Organization will code, clean, weight and tabulate data collected from the survey.

IV. Methods to Maximize Response Rates

For the RDD Survey of consumers, we expect that approximately 90 percent of those respondents who attempt to access the survey will actually complete it in its entirety, thus minimizing additional contact hours as much as possible.

V. Estimate of the Burden Hours

The collection of information will involve completion of this survey via telephone interview with up to a maximum of 4,200 randomly selected respondents. The average interview length will be approximately 10 minutes, and the total estimated burden for the Brand Awareness Tracking Survey is 700 hours.

	Awareness Survey
# of Respondents	4,200
Average interview minutes	10
Burden Hours	700

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 entity.

VII. Attachments

- Brand Awareness Survey