

UNITED STATES MINT
QUALITATIVE RESEARCH – UHR COIN FOCUS GROUPS
7/9/2008

I. Introduction

The U.S. Mint will be producing a limited-time release of a 1 oz. 24 karat gold double eagle coin (UHR) in 2009. The coin will replicate the original design of artist August Saint Gaudens from 1907 – UHR, smaller diameter, original eagle design. The U.S. Mint is planning to launch a multi-pronged advertising and PR strategy. The information that is gleaned from these focus groups will assist the U.S. Mint marketing team in developing that plan.

The U.S. Mint is looking to target new customers for this new coin, and plans to conduct focus groups to begin to refine and develop those customer segments which will yield marketing success for this program. The topics planned for discussion are:

- Reactions and feedback regarding interest in purchasing the UHR Coin
- Reactions and feedback regarding potential messaging concepts and approaches for the coin with targeted segments

II. Sample Design and Methodology

A total of no more than 8 focus groups conducted in at least four cities representing a cross-section of the U.S. population.

III. Methods to Maximize Response Rates

We expect one out of every ten individuals contacted will agree to participate in the study. Cities will be selected based on concentration of desired population segments being recruited (e.g., high income and some with an affinity for high-end hobbies). Appropriate screeners will be set up to guarantee selection of the right participants for the study. A monetary incentive will be offered. This is a common industry practice.

IV. Estimate of the Burden Hours

The collection of information will involve up to 8 focus groups with 8 participants in each group. Focus groups generally last from 90 minutes to 120 minutes per group session. Total estimated burden for this project is 128 hours.

Method	Estimated Hours
Focus groups	128
Total	128

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

- UHR Coin Moderator Guide