

UNITED STATES MINT
QUALITATIVE RESEARCH- BRAND IDENTITY FOCUS GROUPS – DIRECTOR’S OFFICE
8/21/2008

Purpose of the Research

The United States Mint plans to conduct qualitative research to support the development and refinement of the U.S. Mint’s brand and its positioning. This research will consist of focus groups with a mix of Mint customers, employees, the general public, key market segments, and stakeholder groups. This research will enable the Mint to assess a variety of messages related to the Mint’s brand and it’s positioning with these groups. The findings from this research will be further refined and tested through quantitative analysis.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. Awareness of the institution;
2. Current perception of the “Brand Personality” of the U.S. Mint;
3. Aspirational positioning;
4. Exploration of logos/taglines/positioning impact

Sample Design and Methodology

A total of no more than 26 focus groups conducted in at least eight cities representing a cross-section of the U.S. population.

Methods to Maximize Response Rates

We expect one out of every seven individuals contacted will agree to participate in the study. Cities will be selected based on concentration of trade classes and industry groups being recruited. 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.

Estimate of the Burden Hours

The collection of information will involve up to 26 focus groups with 12 participants in each group, for ninety minutes. Total estimated burden hours are:

Method	Estimated Hours
Total # of Focus groups	26

Maximum Participants (@12 per group)	312
Total Burden Hours	468