

UNITED STATES MINT
QUANTITATIVE RESEARCH – UHR COIN PRE LAUNCH WEB SURVEY
1/6/2009

I. Introduction

The U.S. Mint Office of Sales and Marketing plans to release the Ultra High Resolution (UHR) Gold Liberty Coin for sale to the public in 2009. An early pre-launch survey will provide a way of introducing the coin to high income and related earners to elicit their feedback in pinpointing ways of effectively marketing the coin as an investment product, coin collectible, artistic collectible, gift, or other status differentiator. Thus the survey data will provide the Mint project team with insights into developing its advertising campaign and strategy during the coin’s limited release.

II. Sample Design and Methodology

Gallup will conduct a total of 2,500 interviews. The survey will be a web data collection effort whereby potential respondents receive an email inviting them to participate in the survey. The email invite will have a link embedded such that respondents can click on the link to complete the survey. Those potential respondents that qualify (are in the targeted income levels and have interest in history/art) will be taken through the entire survey.

III. Methods to Maximize Response Rates

The Gallup Web Panel will be used to identify high income earners and artistic and cultural professionals and related subgroups that are most likely to be interested in purchasing the new coin and more likely to complete the survey.

IV. Estimate of the Burden Hours

The collection of information will involve no more than 2,500 interviews with consumers. The survey length is estimated to last about 10 minutes. Total estimated burden for this project is 416 hours.

Method	Estimated Hours
Retail Intercepts (Interviews)	416
Total	416

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 Pre-Launch Web Survey