

**U.S. Mint Research
Discussion Guide**

I. INTRODUCTION (5 minutes)

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-XXXX.

- **Ground Rules:** Audio-taping, confidentiality, candor, cell phones, pagers, etc.
- **Background & Objectives:** The purpose of today's discussion is three-fold; namely to: 1) learn about your current coin collecting interests, behaviors and purchases; 2) gather your feedback regarding current U.S. Mint products; and 3) ascertain your reactions to some new product and marketing ideas.
- **Introductions:** First name
 - Customers** -- types of coins that are especially liked, length of time collecting and/or buying U.S. coins
 - Non-customers** - items collected and length of time collecting

II. CURRENT COIN COLLECTING/BUYING PRACTICES

- **(Non-Customers) What particular types of coins have special interest or appeal to you and what makes these coins so attractive to you? Probe...**
 - Beauty or artistry?
 - The history associated with them?
 - Other factors, if any, that play a role in your attitudes and behaviors?
- **(Non-Customers) What coin purchases, if any, have you made? For example, have you bought any U.S. coins from dealers, Internet auctions, (etc.)?**
 - **If some:** Why have you not purchased any coins from the U.S. Mint?
 - To what extent is lack of awareness a factor?
 - What about limited knowledge/dissatisfaction with current products?
 - How about the perceived value/prices of the products?

- What do these other sources provide that the U.S. Mint does not?

- **If none:** Why have you never purchased any coins from any sources?
 - To what extent is lack of awareness a factor?
 - What about limited knowledge/dissatisfaction with current products?
 - How about the perceived value/prices of the products?
- **(Non-Customers) Have you ever considered purchasing coins to give as gifts? Probe...**
 - **If so:** For whom? What occasions?
 - **If not:** Why not?
 - What circumstances would prompt you to make such a purchase?
 - What types of items, if any, would propel you to make a purchase?
- **(Customers) What types of coins and coin-related products have you bought from the U.S. Mint? Probe if for self or as a gift**
- **(Customers) Thinking specifically about the coins that you buy from the U.S. Mint, what specific products and how much of each do you typically purchase directly from the U.S. Mint in a year? Probe...**
 - Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
 - America the Beautiful products
 - Commemorative coins
 - Bags/rolls
 - American Eagle coins
 - Gold Buffalo
 - Presidential \$1 coins
 - Medals
 - Other items (e.g., specialty products)
- **(Customers) What types of coins do you expect to purchase from the U.S. Mint in the next year? Probe...**
 - Annual coin sets (e.g., quarters, uncirculated, proofs, silver proofs, etc.)
 - America the Beautiful products
 - Commemorative coins
 - Bags/rolls
 - American Eagle coins
 - Gold Buffalo
 - Presidential \$1 coins
 - Medals
 - Other items (e.g., specialty products)

III. ASSESSMENT OF CURRENT PRODUCTS/PACKAGING

- ***(Customers/Non-customers) Overall, what are your impressions of the coin products that the U.S. Mint produces? Probe...***
 - Things you like? Dislike?
 - How do you feel about them for self? For gifts?
- ***(Customers/Non-customers) How do you feel about the packaging of the products in general?*** (Note: some customers will say no packaging at all so need to acknowledge and move on.)
 - How do you feel about the packaging for items you do/might purchase for self? For gifts?
- ***(Customers/Non-customers) Ask each participant which item they rated highest, and which lowest, and why?***
 - Probe...what specifically do you like/dislike?
- ***(Customers/Non-customers) As a group, ask why certain items were collectively rated low.***
 - Probe...what specifically do you dislike?
- ***(Customers/Non-customers) How does the current packaging (especially ones that are disliked) affect their likelihood to purchase...***
 - For self?
 - For gift?
 - Why?
- ***(Customers/Non-customers) What improvements/changes would you recommend?***

IV. ADDITIONAL TOPICS AS REQUIRED BY U.S. MINT

V. MISCELLANY & WRAP-UP (5 minutes)

- ***(Customers/Non-customers) Probe additional issues identified by U.S. Mint; thank and conclude***