

UNITED STATES MINT
QUALITATIVE CONSUMER RESEARCH (FOCUS GROUPS)
11/14/2011

Purpose of the Research

The purpose of the research is to collect information from United States Mint customers and non-customers, on an ongoing basis, to evaluate current United States Mint products, services, and channels; as well as getting feedback and reactions to new and proposed product development concepts, product line extensions, proposed product/pricing changes, and new product and packaging concepts. The learning's from these focus group sessions will provide guidance and direction for improving customer satisfaction with products and services.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. Consumer preferences for current United States Mint products, services, and channels (e.g., quality, value/pricing, order fulfillment, communications, etc.)
2. Consumer preferences concerning new product development, product line extensions, proposed product/pricing changes, and
3. Assessment and evaluation of new product and packaging concepts (provided by United States Mint) as well as new product ideas

Sample Design and Methodology

A total of 48 focus groups will be conducted in 16 cities (3 focus groups per location), with approximately 10 participants per group – which will include a combination of customers and non-customers.

Methods to Maximize Response Rates

We expect one out of every seven customers contacted will agree to participate in the study. Cities will be selected based on concentration of customers. By recruiting in cities with a higher number of United States Mint customers, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers 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 include completion of 48 in-person focus groups. A total of up to 480 respondents will participate in the focus groups on an annual basis. These focus group interviews are expected to last 120 minutes. Therefore, the total estimated burden hours for this collection are:

	CSM Focus Groups – Annual
All respondents	480
Average Interview Minutes	120
Total estimated burden	960