

U.S. Mint Focus Group Research Discussion Guide

I. INTRODUCTION

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 xxx-xxxx-xxxx.

- Ground Rules: Audio-taping, confidentiality, candor, cell phones, pagers, etc.
- Background & Objectives: The purpose of today's discussion is three-fold; namely to:
 - Learn about your current coin collecting interests, behaviors and purchases;
 - gather your feedback regarding current U.S. Mint products; and
 - 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?

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

V. MISCELLANY & WRAP-UP

REVIEW QUESTIONS FROM BACK ROOM

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

SCREENER
UNITED STATES MINT CUSTOMERS -- CITY A

ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALE }
() MALE } GET A MIX

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

GROUP SCHEDULE

Date

Group 1 () 5:30 PM - 7:30 PM - United States Mint Customers - Low/Mid Spend Customers

Group 2 () 7:30 PM - 9:30 PM - United States Mint Customers - High Spend Customers

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for National Analysts Worldwide, a marketing research firm based in Philadelphia. This is not a sales call. We are conducting a research study for The United States Mint, and are inviting people who meet certain qualifications to participate in an informal group discussion on (DAY/DATE).

Are you free on that date?

Yes ()
No () **THANK AND TERMINATE**

I'd like to ask you a few questions. This survey is strictly voluntary. We are also required, by law, to report to you the OMB Control Number for this public information request. That number is OMB#XXXX-XXXX-XXXX.

1. Do you, or does anyone in your household or family, own or work for? **(READ)**

- | | <u>Yes</u> | <u>No</u> |
|--|------------|-----------|
| A) A coin dealer, or a retail store that sells coins? | () | () |
| B) A newspaper, radio station, or television station? | () | () |
| C) The United States Mint? | () | () |
| D) An advertising agency? | () | () |
| E) A market research company? | () | () |
| F) A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.)? | () | () |

IF "YES" TO ANY THANK AND TERMINATE

2. Have you ever attended a group discussion for market research purposes?

- Yes ()
- No () **SKIP TO Q. 4**

3. When was the last time you attended?

MONTH

YEAR

TERMINATE IF WITHIN THE PAST 6 MONTHS

4. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection? **(IF NECESSARY, PROBE: Are you a coin dealer?)**

- Yes () **THANK AND TERMINATE**
- No ()

5a. When was the **most recent** time that you purchased coins or coin-related items from the United States Mint? Was it: **(READ. CHECK APPROPRIATE BOX)**

Within the past 12 months, ()

1 to 2 years ago, ()

3 to 4 years ago, or ()

TERMINATE

More than 4 years ago? ()

5b. When was the **first time** that you purchased coins or coin-related items from the United States Mint? Was it: **(READ. CHECK APPROPRIATE BOX)**

Within the past 12 months, ()

1 to 2 years ago, ()

3 to 4 years ago, or ()

More than 4 years ago? ()

TRY TO RECRUIT 3-4 "Within the past 12 months"

6. In the past two years, which of the following items, if any, did you purchase from the United States Mint? **(READ AND CHECK ALL THAT APPLY)**

	<u>Yes</u>	<u>No</u>
A. American Buffalo 24K Gold Coins?	()	()
B. American Eagle Gold Coins?	()	()
C. American Eagle Silver Coins?	()	()
D. Annual Clad Proof - Full Set?	()	()
E. Annual Clad Proof - Presidential \$1 Coin Set?	()	()
F. Annual Clad Proof - Quarters Set?	()	()
G. Annual Silver Proof - Full Set?	()	()
H. Annual Silver Proof - Quarters Set?	()	()
I. First Spouse 24K Gold Coins?	()	()
J. Gold, Silver, or Clad Commemorative Coins?	()	()
K. Special Commemorative Coins?	()	()
L. Uncirculated Sets?	()	()
M. Other United States Mint Products?	()	()

**MUST HAVE AT LEAST ONE OF "D", "E", "F", "G", "H", OR "L"
CHECKED**

7. Is your age: **(READ)**

Under 18, () **TERMINATE**

18 to 30, () **GET**

31 to 39, () **AN**

40 to 49, () **EVEN**

50 to 59, () **MIX**

60 to 70, or () **NO MORE THAN ONE PER GROUP**

Over 70? () **TERMINATE**

8. Are you: **(READ)**

Married or living as married, () **GET**

Separated, divorced or widowed, or () **A**

Single? () **MIX**

9. What is the last grade of school you completed? Is it: **(READ)**

Less than high school, () **TERMINATE**

High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

10. Are you: **(READ)**

Hispanic or Latino origin Yes () No ()

10a. What is your race? Please select one or more **(READ)**

White ()
Black or African-American () **GET**
Asian () **A**
Native Hawaiian or other Pacific Islander, or () **MIX**
American Indian or Alaska Native ()

11. Are you employed? **(READ)**

Full time, () **GET**
Part time, or () **A**
Not Employed? () **MIX**

12. Is your total annual household income before taxes: **(READ)**

Under \$25,000, () **NO MORE THAN 1 PER GROUP**

\$25,000 to \$49,000, ()

\$50,000 to \$75,000, () **GET**
A

\$75,000 to \$99,999, or () **MIX**

\$100,000 or more? ()

EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT. We'd like to invite you to participate in this research project.

You will receive an honorarium of \$_____ for your participation.

SCREENER
NON-CUSTOMERS - CITY A

ASK TO SPEAK TO PERSON NAMED ON LIST

() FEMALE }
() MALE } GET A MIX

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

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Are you free on that date?

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No () **THANK AND TERMINATE**

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- | | <u>Yes</u> | <u>No</u> |
|--|------------|-----------|
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| E) A market research company? | () | () |
| F) A company that manufactures or markets collectible items (dolls, cards, memorabilia, etc.)? | () | () |

IF "YES" TO ANY THANK AND TERMINATE

2. Have you ever attended a group discussion for market research purposes?

- Yes ()
- No () **SKIP TO Q.4**

3. When was the last time you attended?

MONTH

YEAR

TERMINATE IF WITHIN PAST 6 MONTHS

4. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection? **(IF NECESSARY, PROBE: Are you a coin dealer?)**

- Yes () **THANK AND TERMINATE**
- No ()

5a. Have you ever purchased U.S. coins or other merchandise directly from the U.S. Mint?

Yes () **TERMINATE**

No ()

5b. In the past two years, have you **purchased** U.S. coins?

Yes () **ASK Q5C**

No () **SKIP TO Q6**

5c. From which sources have you **purchased** U.S. coins? (**READ AND SELECT ALL THAT APPLY**)

A. Coin dealers? ()

B. Internet auctions? ()

C. Flea markets? ()

D. Other? (please specify) ()

5d. Did you purchase...(**READ AND SELECT ALL THAT APPLY**)

	<u>Yes</u>	<u>No</u>
Gold or platinum coins for investment	()	()

Old or rare coins	()	()
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Other types of recently-minted collectible coins	()	()
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6. The U.S. Mint is interested in getting the opinions of people of diverse cultural backgrounds. Which of the following best describes what you consider your ethnic background? (**READ**)

Are you: (**READ**)

Hispanic or Latino origin Yes () No ()

6a. What is your race? Please select one or more (**READ**)

White ()

Black or African-American ()

Asian ()

Native Hawaiian or other Pacific Islander, or ()

American Indian or Alaska Native ()

10. Is your age: **(READ)**

Under 18, () **TERMINATE**

18 to 30, ()

31 to 39, ()

40 to 49, ()

50 to 59, ()

60 to 69, or ()

Over 70? ()

11. Is your total annual household income before taxes: **(READ)**

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\$25,000 to \$49,000, () **CONTINUE RECRUITING AND
CONTACT NATIONAL ANALYSTS**

\$50,000 to \$75,000, () **GET
A**

\$75,000 to \$99,999, or () **MIX**

\$100,000 or more? ()

15. Are you: **(READ)**

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Separated, divorced or widowed, or () **A**

Single? () **MIX**

16. What is the last grade of school you completed? Is it: **(READ)**

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High school, ()

Some College, () **GET**

College, or () **A**

Graduate school? () **MIX**

17. Are you employed? **(READ)**

Full time, () **GET**

Part time, or () **A**

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