

## U.S. Mint Focus Group Research Discussion Guide

### I. INTRODUCTION

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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

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- *(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? ( )

<b>TRY TO RECRUIT 3-4 "Within the past 12 months"</b>
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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

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Group 2 ( ) 7:30 PM - 9:30 PM - Non-customer Segment 2

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No ( ) **THANK AND TERMINATE**

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**IF "YES" TO ANY THANK AND TERMINATE**

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- Yes ( )
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**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)**

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

---

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

---

\$50,000 to \$75,000,       ( ) **GET  
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\$75,000 to \$99,999, or   ( ) **MIX**

\$100,000 or more?       ( )

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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**

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