United States Mint Youth Focus Groups Research
Discussion Guide

## INTRODUCTION (0:00 – 0:10)

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* Ground Rules: Audio-taping, anonymity, candor, cell phones, etc.
* Background & Objectives: The purpose of today’s discussion is to talk about some possible new concepts the U.S. Mint is considering.
* Introductions: First name (parent/guardian and child), and…
* Structure: For the first half hour, I will have a conversation with your children, and then for the second half hour, they will wait for you in a nearby room. While each of you is waiting, we will ask that you fill in a sheet with some information.

## Youth (0:10 – 0:30)

**Explain to participants:** The United States Mint wants to produce products designed for children your age. Today we are going to look at a few options the United States Mint is exploring.

*Hand out Youth Oriented Products Ratings Sheet (Children).*

*Note: Order of products can change by group, the order listed below is for reference.*

*Pass around the first concept: Youth Happy Birthday Set ($18.95-$20.95).*

* What do you like about this product? Probe: colors, characters, coins included, information
* What would you change?

*Pass around the second concept: Youth Coin and Currency Set, styles A & B ($15.95-$19.95 each, <$40 for both)*

*Set A has 5 quarters, Set B has a Kennedy half dollar and a Native American Dollar*

* What do you like about this product?
* What would you change?

*Pass around the third concept: Rocket Ship ($7.95-$9.95)*

* What do you like about this product?
* What would you change?

*Pass around the fourth concept: Collecting 1-2-3 ($18.95-$22.95)*

* What do you like about this product?
* What would you change?

*Pass around the fifth concept: 51₵ Coin Series ($7.95-$10.95 each, all 4 <$45.00)*

* What do you like about this product?
* What would you change?
* Which product would you most like to receive as a gift?
	+ Why?

*Show 4-5 free gift ideas*

* Which gift ideas do you like most? Why?
* Any other ideas?

*Note: As a parameter, any free gift needs to be small enough to fit in a hand/pocket.*

*Pass around cardboard characters.*

* What characters do you like most?
	+ Why?

**[IF TIME PERMITS, otherwise hand out Children - Apps, Websites, and Collections Ratings Sheet to be completed in the lobby]**

* The U.S. Mint is considering a few different names for these products. Which of the following names do you most prefer…

Out of…

* Collecting 1-2-3
* Beginner Basics
* Coins – Magic in Your Pocket
* Explore & Discover Coins
* A Little Change Goes A Long Way

Why?

And out of…

* 51¢ Coin Series
* Once A Quarter
* Circle Of Fun Collecting Coin Series
* 51¢ Circle Of Coins
* 51 Fun Cents To Collecting

Why?

*Pass out* *Children - Apps, Websites, and Collections Ratings Sheet.*

* What apps and websites do you use most often?
	+ How often do you use them?
* Do you have any collections?

Parents/Guardians (0:30 – 0:57)

**Explain to participants:** The United States Mint wants to produce products designed for kids. Today we are going to look at a few options the United States Mint is exploring.

*Moderators Note:*

* *Youth Happy Birthday Set ($18.95-$20.95)*
* *Coin and Currency Set ($15.95-$19.95 each, both <$40.00)*
* *Rocket Ship ($7.95-$9.95)*
* *Collecting 1-2-3 ($18.95-$22.95)*
* *51₵ Coin Series ($7.95-$10.95 each, all 4 <$45.00)*

*Hand out Youth Oriented Products Ranking Ratings Sheet (Parents/Guardians).*

To start, we’ll look at the first product idea.

*Pass around the first concept: Youth Happy Birthday Set ($18.95-$20.95).*

* What do you like about this product? Probe: colors, characters, coins included, information
* What would you change?

*Pass around the second concept: Youth Coin and Currency Set, styles A & B ($15.95-$19.95 each, <$40 for both)*

*Set A has 5 quarters, Set B has a Kennedy half dollar and a Native American Dollar*

* What do you like about this product?
* What would you change?

*Pass around the third concept: Rocket Ship ($7.95-$9.95)*

* What do you like about this product?
* What would you change?

*Pass around the fourth concept: Collecting 1-2-3 ($18.95-$22.95)*

* What do you like about this product?
* What would you change?

*Pass around the fifth concept: 51₵ Coin Series ($7.95-$10.95 each, all 4 <$45.00)*

* What do you like about this product?
* What would you change?

*Collect Youth Oriented Products Ranking Ratings Sheet (Parents/Guardians).*

*Hand out Youth Oriented Products Ratings Sheet (Parents/Guardians).*

* How likely would you be to purchase the products we looked at today as a gift for a child 7-12 years old?
* Is the price point too low, just right or too high? Why?
	+ *Youth Happy Birthday Set ($18.95-$20.95)*
	+ *Coin and Currency Set ($15.95-$19.95 each, both <$40.00)*
	+ *Rocket Ship ($7.95-$9.95)*
	+ *Collecting 1-2-3 ($18.95-$22.95)*
	+ *51₵ Coin Series ($7.95-$10.95 each, all 4 <$45.00)*
* The U.S. Mint is considering a few different names for these products. Which of the following names do you most prefer…

Out of…

* Collecting 1-2-3
* Beginner Basics
* Coins – Magic in Your Pocket
* Explore & Discover Coins
* A Little Change Goes A Long Way

Why?

And out of…

* 51¢ Coin Series
* Once A Quarter
* Circle Of Fun Collecting Coin Series
* 51¢ Circle Of Coins
* 51 Fun Cents To Collecting

Why?

*Instruct participants to take out their completed Children Gifts Ratings Sheet.*

***[IF TIME PERMITS THIS WILL BE DISCUSSED IN GROUP, SHEETS WILL ALREADY BE COMPLETED]***

* Which children do you typically buy gifts for?
	+ Your own family’s?
	+ Your friends’?
	+ Your coworkers’?
	+ For what occasions and/or holidays?
* How much do you typically spend on a gift for a child?
	+ For kids in your family?
	+ For non-family children?
* How do you prefer to shop for gifts?
	+ Online? On what websites?
	+ In store? In what stores?
* What do you look for in purchasing a gift for a child?
	+ Educational value?
	+ Looks fun/will make child happy?
	+ Reflects child’s interests?
	+ Good quality?
	+ Other
* What social media websites or apps do you use most often?
	+ Which of those do you use every day?
* What websites and apps do you use most often?
	+ Do you use these every day?

##  WRAP UP (0:58 – 1:00)

* Thank participants. Ask for any other comments.