

## United States Mint Youth Focus Groups Research Discussion Guide

### I. INTRODUCTION

(0:00 - 0:10)

**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.**

- 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.

### II. 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)*

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- 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  
0:57)

(0:30 -

**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?
  - o *Youth Happy Birthday Set (\$18.95-\$20.95)*
  - o *Coin and Currency Set (\$15.95-\$19.95 each, both <\$40.00)*
  - o *Rocket Ship (\$7.95-\$9.95)*

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- o Collecting 1-2-3 (\$18.95-\$22.95)
  - o 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?
  - o Your own family's?
  - o Your friends'?
  - o Your coworkers'?
  - o For what occasions and/or holidays?
- How much do you typically spend on a gift for a child?
  - o For kids in your family?
  - o For non-family children?
- How do you prefer to shop for gifts?
  - o Online? On what websites?
  - o In store? In what stores?
- What do you look for in purchasing a gift for a child?
  - o Educational value?
  - o Looks fun/will make child happy?
  - o Reflects child's interests?
  - o Good quality?
  - o Other
- What social media websites or apps do you use most often?
  - o Which of those do you use every day?
- What websites and apps do you use most often?
  - o Do you use these every day?

**III. WRAP UP**

**(0:58 - 1:00)**

- Thank participants. Ask for any other comments.