

UNITED STATES MINT  
PHASE 2 NEW CUSTOMER ACQUISITION STRATEGIC RESEARCH- FOCUS GROUPS  
7/09/2007

**Purpose of the Research**

The purpose of the research is to explore and identify potential opportunities for collectible coin sales among targeted non-customers (identified in the Phase 1 Research), and to develop and fine-tune product and marketing ideas for reaching those market segments.

**Qualitative Research Topic Outline**

The topics planned for discussion are:

1. Assess unmet product needs and opportunities.
2. Explore/confirm appropriate lead products for targeted marketing with each demographic group.
3. Identify the types of communications (themes, message content) that will resonate with each group's attitudes and interests.
4. Determine the optimal channels and methods for reaching each group and addressing/overcoming purchase barriers (e.g., educational campaigns, awareness initiatives, etc.).

**Sample Design and Methodology**

A total of no more than 12 focus groups will be conducted in three cities (4 in each city) with coin savers and those who have purchased from competitors.

**Methods to Maximize Response Rates**

We expect one out of every 10 individuals contacted will agree to participate in the study. Cities will be selected based on concentration of individuals of Asian ancestry (e.g., target segment). By recruiting in those cities, 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 involve up to 12 focus groups with 8 respondents in each group. Focus groups generally last from 90 minutes to 120 minutes per session. Total estimated burden hours are:

<b>Method</b>	<b>Estimated Hours</b>
Focus Groups	12
<b>Total</b>	<b>192</b>