

UNITED STATES MINT
QUALITATIVE RESEARCH – RETAIL PILOT INTERCEPTS/INTERVIEWS - \$1 COIN PROGRAM
7/10/2008

I. Introduction

The U.S. Mint Office of the \$1 Coin Program plans to launch a market pilot in August 2008. The \$1 Coin program pilot will run in four demonstration sites (e.g., cities) across the U.S. with the goal of increasing circulation, usage and acceptance of the Presidential \$1 Coins among consumers. The U.S. Mint plans to conduct qualitative research at each pilot site to assess and evaluate consumer acceptance and attitude toward receiving the \$1 Coins in transactions, and to set up follow up interviews with those consumers to learn about their actual behavior as it relates to using the \$1 coins in commerce.

II. Sample Design and Methodology

Gallup will conduct a total of 3,200 interviews total or 800 interviews per demonstration site, for 200 per retail type of establishment (e.g., Home Depot, Walgreens, MacDonalds, etc.). The demonstration sites for these retail intercept interviews are Charlotte, NC, Austin, TX, Grand Rapids, MI, and Portland, OR.

III. Methods to Maximize Response Rates

We expect one out of every ten individuals contacted will agree to participate in the study. Interviewers will be clearly identified as Gallup researchers.

IV. Estimate of the Burden Hours

The collection of information will involve no more than 3,200 interviews with consumers. These interviews will be conducted on-site at selected retail locations and generally last about 10 minutes. Total estimated burden for this project is 533 hours.

Method	Estimated Hours
Retail Intercepts (Interviews)	533
Total	533

V. Disclosure/Confidentiality

The market research data collected by the contractor shall only be disclosed directly to the U.S. Mint. The contractor shall not use the data for its own purposes, nor sell or give the data away, nor disclose any of the data that they have collected on behalf of the U.S. Mint to any other business entity.

VI. Attachments

- Retail Intercept Interview Guide