

**APPLIANCE LABELING STUDY SUMMARY**

**AND**

**DRAFT QUESTIONNAIRE**

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June 16, 2006

## **DRAFT 6-16-06**

### **BACKGROUND**

The primary objectives of this study are to determine (1) what type of information likely appliance purchasers find most useful on FTC EnergyGuide labels; (2) if the current labels are providing this information in an understandable manner; and (3) if alternative labels would be more effective in providing the information consumers value. In addition, the study will seek to understand the effect of various labeling formats on interpretations of overall product quality, the effect of including the ENERGY STAR logo with EnergyGuide labels, the effect of collapsing refrigerator ranges on perceptions of relative energy efficiency, and the willingness of consumers to pay for energy efficient products.

To achieve these objectives the study will:

- Identify likely appliance purchasers;
- Be designed, using random assignment across label treatment conditions, to determine if alternative label executions are more effective at communicating desired energy information to consumers than the current label (control label);
- Ask questions to determine what, if any, energy information they would find useful on EnergyGuide labels. In particular, the study will examine whether consumers are more interested in information about energy costs measured in dollars, energy use measured in kWh, or energy efficiency;
- Ask questions to ascertain if consumers are able to understand labeling information regarding energy use, operating costs, and energy efficiency;
- Ask questions to ascertain if consumers would be more or less likely to understand product comparisons if refrigerator categories are collapsed;
- Ask questions to ascertain if particular labeling formats have differential effects on overall product quality perceptions;
- Ask questions related to the ENERGY STAR logo and its placement on the label across label treatment conditions; and
- Ask questions about the willingness to pay for more energy efficient products.

The questionnaire below is a working draft. Modifications may be made in consultation with the contractor to ensure that the questions are formatted properly for an Internet study. A sequence parallel to the refrigerator sequence included below will be designed for dishwashers. In addition, the contractor will add a sequence of proprietary questions to develop propensity

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weighting scores.<sup>1</sup>

For your information, under the Paperwork Reduction Act, as amended, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. For this study, that number is 3084 - \_\_\_\_\_ and expires \_\_\_\_\_.

**PART I: IDENTIFYING RECENT PURCHASE EXPERIENCES & LIKELY APPLIANCE PURCHASERS**

***IDENTIFYING APPLIANCE PURCHASERS –BASIC DEMOGRAPHICS MODULE***

A.D.1 Are you male or female?

- 1 Male
- 2 Female

A.D.2. In what year were you born?

\_\_\_\_\_ [ENTER YEAR]

***APPLIANCE BACKGROUND MODULE***

A.1. In the last two years did you purchase a new refrigerator, dishwasher, washing machine, or clothes dryer?

- 1 Yes
- 2 No (SKIP TO A.9)
- 98 Don't Know (SKIP TO A.9)

A.2 Which product or products did you purchase, a refrigerator, dishwasher, washing machine, or clothes dryer?

- 5 Refrigerator
- 6 Dishwasher
- 7 Washing Machine

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<sup>1</sup> FTC staff's burden estimate, as described in Section 12 of the Supporting Statement, incorporates the burden associated with answering these questions.

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- 8 Clothes Dryer
- 98 Don't Know (SKIP TO A.9)

A.3 Who was the main person in your household who shopped for and made decisions on your purchase [*insert answer to A.2*]? Was it you or someone else in your household?

- 1 I was the main person
- 2 I shared equally in the decision
- 3 Someone else —> DOES NOT QUALIFY AS PAST PURCHASER, MAY STILL QUALIFY AS INTENDING PURCHASER

A.4 Which product did you purchase most recently; a refrigerator, dishwasher, washing machine or clothes dryer?

- 5 Refrigerator
- 6 Dishwasher
- 7 Washing Machine
- 8 Clothes Dryer
- 98 Don't Know (SKIP TO A.9)

A.5 Thinking about this most recent purchase, [*insert response*], did you visit a retail showroom to look at the product before your purchase?

- 1 Yes
- 2 No (SKIP TO A.9)
- 98 Don't Know (SKIP TO A.9)

A.6 Do you recall seeing a label describing energy features attached to the appliance?

- 1 Yes
- 2 No (SKIP TO A.9)
- 98 Don't Know (SKIP TO A.9)

A.7 Do you remember if the color of the energy label was blue with white letters, white with green letters, yellow with black letters, or red with black letters?

- 1 White with green letters (SKIP TO A.9)
- 2 Blue with white letters (SKIP TO A.9)
- 3 Yellow with black letters (GO TO A.8)

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- 4 Red with black letters (SKIP TO A.9)
- 98 Don't Know (SKIP TO A.9)

A.8 Using a 0 to 10 scale, where 0 is “not at all useful” and 10 is “extremely useful” how useful was the energy label in your most recent appliance purchase decision?

<u>Not At All Useful</u>										<u>Extremely Useful</u>		<u>DK</u>
0	1	2	3	4	5	6	7	8	9	10	98	

ASK ALL

A.9 In the next two years, are you likely to shop for a new dishwasher, refrigerator, washing machine or dishwasher?

- 1 Yes
- 2 No – [*Terminate and Tally*]
- 98 Don't Know – [*Terminate and Tally*]

A.10 In shopping for a refrigerator, dishwasher, clothes washer, or clothes dryer, who is the main person in your household who is likely to shop for and make decisions on the appliance? Is it you or someone else in your household?

- 1 I would be the main person
- 2 I would share equally in the decision
- 3 Someone else —> DOES NOT QUALIFY AS INTENDER

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A.11 Do you or does anyone in your household work in marketing research, in advertising or public relations, or for an appliance manufacturer or appliance retailer?

If “Yes” to any of the above —> Terminate and Tally  
No —> Continue

***INVITATION MODULE***

I.1. We would like you to participate in a study about appliances. We think that you’ll find it interesting, and it will take no more than 20 minutes.

**PART II: MAIN APPLIANCE LABELING QUESTIONNAIRE  
(Refrigerator Sequence)**

*Main Intro I:* Imagine you are shopping for a refrigerator [*rotate with dishwashers*] and this information was available. Please look at the information. You will be asked questions about refrigerators based on this information. [*Show single label for Refrigerator “L.”*]

M.1 Would any of this information be useful to you?

1 Yes  
2 No (SKIP TO MAIN INTRO II)  
98 Don’t Know (SKIP TO MAIN INTRO II)

M.2 Which of this information would be most useful to you? [*Open-Ended*]

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M.3 How much would it cost to operate Model L for one year? [*Rotate M.3, M.4, & M.5 sequence, M.5 - M.7*]

\_\_\_\_\_ (enter dollar amount)

98 Don't Know

M.4 How much electricity is required to run Model L for one year?

\_\_\_\_\_ (enter kWh amount)

98 Don't Know

M.5 Based on this information, can you tell how the energy efficiency of Model L compares to the energy efficiency of all full-size refrigerator-freezers sold in the market?

- 1 Yes (GO TO M.6)
- 2 No (GO TO M.7)
- 98 Don't Know (GO TO M.7)

M.6 How would you say Model L is in terms of energy efficiency, one of the best in the market, above average, about average, below average, or one of the worst in the market?

- 1 One of the best in the market
- 2 Above average
- 3 About average
- 4 Below average
- 5 One of the worst

M.7 Based on this information, can you tell how the energy efficiency of Model L compares to the energy efficiency of all full-size refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice?

- 1 Yes (GO TO M.8)
- 2 No (GO TO MAIN INTRO II)
- 98 Don't Know (GO TO MAIN INTRO II)

M.8 How would you say Model L is in terms of energy efficiency compared to other full-size refrigerators with a side mounted freezer, automatic defrost, and through-the-door ice, one

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of the best in the market, above average, about average, below average, or one of the worst in the market?

- 1 One of the best in the market
- 2 Above average
- 3 About average
- 4 Below average
- 5 One of the worst

*Main Intro II:* Here is some information about three other refrigerators. Please look at the information provided about all four refrigerators and imagine that you are looking at these models in a retail store. [Make labels for all 4 refrigerators.]

**OPERATING COSTS MODULE:** [Rotate Order with Energy Use and Energy Efficiency Modules.]

*Cost Intro:* Now we would like to ask you some questions about the yearly operating costs.

C.1 Based on the information available, is it possible to rank these refrigerators according to their yearly operating costs, starting with the most expensive to operate and ending with the least expensive to operate?

- 1 Yes (GO TO C.2)
- 2 No (GO TO NEXT MODULE)
- 98 Don't Know (GO TO NEXT MODULE)

C.2 Please rank these refrigerators according to their yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. (Note: least expensive is captured automatically)

	Most expensive	2 <sup>nd</sup> Most expensive	3 <sup>rd</sup> Most expensive
K	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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C.3 On a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important,” how important to you is the difference in operating costs between Model J and Model L?

<u>Not At All</u> <u>Important</u>											<u>Extremely</u> <u>Important</u>	<u>DK</u>
0	1	2	3	4	5	6	7	8	9	10		98

C.4 What is the difference in operating costs, measured in dollars, between Model J and Model L?

\_\_\_\_\_ (enter dollar amount)

98 Don't Know

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***ENERGY EFFICIENCY MODULE:***

*Efficiency Intro:* Now we would like to ask you some questions about energy efficiency.

F.1 Based on the information available, is it possible to rank these refrigerators according to their energy efficiency, starting with the most energy efficient and ending with the least energy efficient?

- 1 Yes (GO TO F.2)
- 2 No (GO TO NEXT MODULE)
- 98 Don't Know (GO TO NEXT MODULE)

F.2 How would you rank these refrigerators according to their energy efficiency, starting with the most energy efficient, and moving to the second most energy efficient, the third most energy efficient, and the least energy efficient? (Note: least efficient is captured automatically)

	Most efficient	2 <sup>nd</sup> Most efficient	3 <sup>rd</sup> Most efficient
K	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

F.3 On a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important” how important to you is the difference in energy efficiency between Model J and Model L?

<u><b>Not At All</b></u>											<u><b>Extremely</b></u>	<u><b>DK</b></u>
<u><b>Important</b></u>											<u><b>Important</b></u>	
0	1	2	3	4	5	6	7	8	9	10	98	

(GO TO NEXT MODULE)

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***ENERGY USE MODULE:***

*Energy Use Intro:* Now we would like to ask you some questions about energy use.

U.1 Based on the information available, is it possible to rank these refrigerators according to their energy use, starting with the model that uses the least energy and ending with the model that uses the most energy?

- 1 Yes (GO TO U.2)
- 2 No (GO TO U.4)
- 98 Don't Know (GO TO U.4)

U.2 How would you rank these refrigerators according to the amount of energy they use, starting with the model that uses the least energy, and then moving to the model with the second lowest energy use, the model with the third lowest energy use, and the model that uses the most energy? (Note: least efficient is captured automatically)

	Least Energy	2 <sup>nd</sup> Lowest Energy	3 <sup>rd</sup> Lowest Energy
K	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

U.3 On a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important” how important to you is the difference in energy use between Model J and Model L?

<b><u>Not At All</u></b>											<b><u>Extremely</u></b>	
<b><u>Important</u></b>											<b><u>Important</u></b>	<b><u>DK</u></b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		<b>98</b>

U.4 What is the difference in electricity use, measured in kilowatt hours (kWh), between Model J and Model L?

\_\_\_\_\_ (enter kWh amount)

98 Don't Know

(GO TO NEXT MODULE)

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***OVERALL QUALITY MODULE:***

*Quality Intro:* Now we would like to ask you some questions about the overall quality of the refrigerators. By “overall quality” we mean to include factors such as performance, durability, capacity, and workmanship.

Q.1 Can you tell, from the information provided, if one refrigerator has a higher overall quality than the other refrigerators?

- 1 Yes
- 2 No (SKIP TO ENERGY STAR MODULE)
- 98 Don't Know (SKIP TO ENERGY STAR MODULE)

Q.2 Which refrigerator has the highest overall quality?

- 8 Refrigerator M
- 5 Refrigerator J
- 6 Refrigerator K
- 7 Refrigerator L

(GO TO ENERGY STAR MODULE)

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***ENERGY STAR MODULE:***

*ENERGY STAR Intro:* Now we would like to ask you some questions about the federal government's ENERGY STAR program.

S.1 Based on this information, can you tell if any of the refrigerators qualify for the federal government's ENERGY STAR program?

- 1 Yes
- 2 No (SKIP TO WILLINGNESS TO PAY MODULE)
- 98 Don't Know (SKIP TO WILLINGNESS TO PAY MODULE)

S.2 Which of these refrigerators qualifies for the federal government's ENERGY STAR program?

- 7 Refrigerator L
- 8 Refrigerator M
- 5 Refrigerator J
- 6 Refrigerator K

S.3 Please point on the screen to the information that tells you that Refrigerator [*insert response*] qualifies for the federal government's ENERGY STAR program.

(GO TO WILLINGNESS TO PAY MODULE)

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***WILLINGNESS TO PAY MODULE:***

*Willingness Intro:* Now we would like to ask you some questions about how you would value the refrigerators. Refrigerators K and M have the same performance, durability, capacity and workmanship, are made by the same manufacturer, and sold in the same store.

W.1 Would you be willing to pay more for Refrigerator M than Refrigerator K?

- 1 Yes
- 2 No (GO TO W.3)
- 98 Don't know (GO TO W.3)

W.2 How much more would you be willing to pay for Refrigerator M than for Refrigerator J?

\$ \_\_\_\_\_ (Enter Dollar Amount)

98 Don't Know

W.3 Why do you say that? [*Open-Ended*]

[GO TO DISHWASHER SEQUENCE, OR IF BOTH DISHWASHER AND REFRIGERATOR SEQUENCES ARE FINISHED, GO TO INFORMATION METRIC MODULE]

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***INFORMATION METRIC MODULE***

X.1 There are different ways to tell you about the energy characteristics of an appliance. You can get information on how much electricity an appliances uses measured in kilowatt hours, you can get information on the cost of operating an appliance for a year measured in dollars, or you can get energy efficiency ratings based on a five-star rating system. On a 0 to 10 scale, with 0 being “not at all useful” and 10 being “extremely useful,” please rate the usefulness of each type of information.

X.1.a Electricity Use in Kilowatt Hours:

<b><u>Not At All</u></b>												<b><u>Extremely</u></b>	
<b><u>Useful</u></b>												<b><u>Useful</u></b>	<b><u>DK</u></b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		<b>98</b>	

X.1.b Operating Costs Measured in Dollars:

<b><u>Not At All</u></b>												<b><u>Extremely</u></b>	
<b><u>Useful</u></b>												<b><u>Useful</u></b>	<b><u>DK</u></b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		<b>98</b>	

X.1.c Energy Efficiency based a Five-Star Scale:

<b><u>Not At All</u></b>												<b><u>Extremely</u></b>	
<b><u>Useful</u></b>												<b><u>Useful</u></b>	<b><u>DK</u></b>
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		<b>98</b>	

(GO TO PROPENSITY WEIGHTING QUESTION MODULE)

***PROPENSITY WEIGHTING QUESTION MODULE***

[INSERT CONTRACTOR'S PROPRIETARY PROPENSITY WEIGHTING QUESTIONS]

(GO TO DEMOGRAPHICS MODULE)

***DEMOGRAPHICS MODULE***

D.1 What is the last grade of school you completed?  
(DO NOT SHOW LIST)

- 1 A. Less than high school graduate
- 2 B. High school graduate
- 3 C. Some college
- 4 D. Graduated college
- 5 E. Graduate school or more
- 6 F. Technical/trade school
- 98 G. Don't know

D.2 Are you of Hispanic or Latino origin?

- 1 Yes
- 2 No
- 98 Don't know

D.3. (*Show race category screen to respondent.*) Please look at this screen and tell me which of the categories "H" through "L" best describes your race. You may select more than one category if more than one describes your race.

- 1 H. White
- 2 I. Black or African American
- 3 J. American Indian or Alaska Native
- 4 K. Asian
- 5 L. Native Hawaiian or Other Pacific Islander
- 98 Don't know



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D.4. (*Show income category screen to respondent.*) Please look at this screen and tell me which of the categories, “H” through “N”, best describes your total annual household income.

- 1 H. Less than \$15,000
- 2 I. \$15,000 to \$24,999
- 3 J. \$25,000 to \$39,999
- 4 K. \$40,000 to \$49,999
- 5 L. \$50,000 to \$74,999
- 6 M. \$75,000 to \$99,999
- 7 N. \$100,000 or more
- 98 Don't know

D.5 Do you usually wear eyeglasses or contact lenses when you use your computer?

- 1 Yes —> Continue
- 2 No —> Continue

D.6 Do you have your eyeglasses or contact lenses with you now?

- 1 Yes —> Continue
- 2 No —> Terminate and Tally