

**EPA ICR No. 2487.01; OMB Control No. 2070-NEW**

**ATTACHMENT B**

**Screening Questionnaire for “Leaning Green” Consumer Focus Group**

**OMB Control No. 2070-NEW  
Approval expires XX/XX/XX**

The annual public burden for this collection of information is estimated at 0.17 hours per response for screened respondents, 2 hours for respondents that participate in the focus groups, 0.33 hours per response for pre-launch consumer online survey respondents, and 0.17 hours per response for post-launch online survey respondents. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed application to this address.

**Screening Questionnaire for "Leaning Green" Consumer Focus Group**

Interviewer:	_____
Date:	_____
Letter sent:	_____
Reconfirmation Call:	_____

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**CALL FROM DATABASE OR AT RANDOM  
RECRUIT 9 PER GROUP FOR 8-9 TO SHOW**

Hello, I'm \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a research study on behalf of the United States Environmental Protection Agency about providing information to help consumers select products that are safer for people, families and pets and can help protect the environment, and would like to include your views. My questions will only take a couple of minutes.

1. First, do you, or does any member of your household or immediate family, work for or is retired from:
- A market research company \_\_\_\_\_
  - A direct mail company or direct marketing company \_\_\_\_\_
  - An advertising agency or public relations firm \_\_\_\_\_
  - The media (TV/radio/newspapers/magazines) \_\_\_\_\_

**[IF YES TO ANY >> TERMINATE]**

2. Are you a chemist, chemical engineer, or organic farmer – or do you work for EPA, an environmental agency or environmental non-profit, or the organic food industry?

**[IF YES TO ANY >> TERMINATE]**

3. In a typical month, how frequently do you shop at a grocery store, supermarket, hardware store, home improvement store (such as Home Depot or Lowe's) or general retail store (such as Walmart, Target, Costco, or Sam's Club) for your household?
- 4 or more times \_\_\_\_\_
  - 2 or 3 times \_\_\_\_\_
  - TERMINATE >> Fewer than 2 times \_\_\_\_\_

4. When you select products for your household, such as cleaning products or personal care, how important is it to you to select products that can help protect the health of yourself, your family,

or your pet? Please rate this on a scale from 1 to 5, where 1 is "not at all important" and 5 is "very important."

TERMINATE >> 1 - Not at all important \_\_\_\_\_  
TERMINATE >> 2 - Somewhat unimportant \_\_\_\_\_  
TERMINATE >> 3 - No opinion either way \_\_\_\_\_  
4 - Somewhat important \_\_\_\_\_  
TERMINATE >> 5 - Very important \_\_\_\_\_

5. In the last three months, did you choose to buy a product over another because it was better for the environment?

Yes \_\_\_\_\_  
No \_\_\_\_\_

6. If "Yes," about how many times did you choose a product that was better for the environment?

# of times \_\_\_\_\_ [MAX ½ > 3 TIMES]

7. How knowledgeable are you about environment issues (climate change, pollution...)? Please rate this on a scale from 1 to 4, where 1 is "not at all knowledgeable" and 4 is "very knowledgeable."

TERMINATE >> 1 - Not at all knowledgeable \_\_\_\_\_  
2 - Not very knowledgeable \_\_\_\_\_  
3 - Somewhat knowledgeable \_\_\_\_\_  
TERMINATE >> 4 - Very knowledgeable \_\_\_\_\_

8. How knowledgeable are you about selecting products that can help protect the environment? Please rate this on a scale from 1 to 4, where 1 is "not at all knowledgeable" and 4 is "very knowledgeable."

TERMINATE >> 1 - Not at all knowledgeable \_\_\_\_\_  
2 - Not very knowledgeable \_\_\_\_\_  
3 - Somewhat knowledgeable \_\_\_\_\_  
TERMINATE >> 4 - Very knowledgeable \_\_\_\_\_

9. Which of the following categories best describes your total annual household income? [GOOD MIX]

TERMINATE >> Under \$15,000 \_\_\_\_\_  
\$15,000 - \$24,999 \_\_\_\_\_  
\$25,000 - \$34,999 \_\_\_\_\_  
\$35,000 - \$54,999 \_\_\_\_\_  
\$55,000 - \$74,999 \_\_\_\_\_  
\$75,000 - \$100,000 \_\_\_\_\_  
TERMINATE >> Over \$100,000 \_\_\_\_\_

10. Please tell us your age. [Record age; GOOD MIX OF AGES 21+]

11. What is your current marital status? Are you ..... ?

Married or living with a partner \_\_\_\_\_  
Single \_\_\_\_\_  
Divorced \_\_\_\_\_  
Widowed \_\_\_\_\_

12. What is the highest level of education you have completed? [GOOD MIX]  
Less than high school graduate \_\_\_\_\_  
High school graduate \_\_\_\_\_  
Some college \_\_\_\_\_  
College graduate \_\_\_\_\_  
Post graduate studies or degree \_\_\_\_\_

13. So that we can be sure that all backgrounds are represented in our study, please tell me your ethnic or race background. Are you ... ?  
[RECRUIT 3-4 MINORITIES]

**Ethnicity**

Hispanic or Latino \_\_\_\_\_  
Not Hispanic or Latino \_\_\_\_\_

**Race**

American-Indian or Alaska Native \_\_\_\_\_  
Asian \_\_\_\_\_  
Black or African American \_\_\_\_\_  
Native Hawaiian-Indian or Other Pacific Islander \_\_\_\_\_  
White \_\_\_\_\_  
Other \_\_\_\_\_

14. [Record gender] [GOOD MIX]  
Male \_\_\_\_\_  
Female \_\_\_\_\_

15. Have you ever attended a focus group discussion or individual interview? By that we mean an informal, round-table discussion, conducted by a professional moderator in which you were asked your opinions regarding a product, a service, or advertising?  
MAX. ½ GROUP >> ASK A-C >> Yes \_\_\_\_\_  
INVITE TO GROUP >> No \_\_\_\_\_

- A. How many of these groups have you attended?  
\_\_\_\_\_ [MAX. 3 EVER]  
B. What was/were the topics discussed?  
\_\_\_\_\_ [IF CHEMICAL SAFETY, TERMINATE]  
C. How long ago was the last one of these groups you attended?  
\_\_\_\_\_ [MUST BE AT LEAST 6 MONTHS AGO]  
[INVITE TO GROUP]

Thank you for answering all of my questions. As I mentioned earlier, we are conducting a research study regarding information to help consumers select products that are safer for families and pets and can help protect the environment. We are conducting an informal, round-table discussion to be held on \_\_\_\_\_ at \_\_\_\_\_. The discussion will last about two hours and will be both fun and informative. No one will attempt to sell you anything and no one will call on you as a result of your participation. As a token of our appreciation for your help in our research effort, you will receive a \$100 cash honorarium at the time of the session. This is an important research effort and we hope that you will be part of it. We can only invite about a dozen people to take part. Can we schedule your attendance?

[If yes, read ..... ]

If you need glasses for reading or for watching TV, please be sure to bring them with you to the group.

ID Number \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVE) \_\_\_\_\_

(CELL) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

Interviewer: \_\_\_\_\_

Supervisor Confirm: \_\_\_\_\_