

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

ATTACHMENT E

**Survey for EPA Design for the Environment (DfE) Redesign of Visual Mark:
General Adult Population Survey**

**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.

Survey for EPA Design for the Environment (DfE)

Redesign of Visual Mark General Adult Population Survey

1. Are you familiar with a labeling program implemented by the U.S. Environmental Protection Agency (EPA) that enables consumers to select products that can help protect the environment and are safer for people, families, and pets?
 - Yes
 - No [SKIP to Q3]

2. What is the name of the labeling program? [Open-ended]

3. For 15 years, the U.S. Environmental Protection Agency (EPA) has implemented a voluntary labeling program that enables consumers to select products that can help protect the environment and are safer for families and pets. This labeling program, called “Design for the Environment” (DfE), evaluates human health and environmental concerns associated with traditional and alternative chemicals in a variety of products, including commonly used household cleaning products. Products that meet EPA’s DfE Standard for Safer Products are allowed to carry the DfE label. When you see the DfE label on a product it means the DfE scientific review team has screened each ingredient for potential human health and environmental effects and has determined the product contains only those ingredients that pose the least concern.

Now that you have heard more about the labeling program, do you recall hearing or seeing anything about this labeling program?

- Yes
 - No
4. Have you seen this visual mark on any products you have purchased or seen on store shelves?
 - Yes
 - No



5. Based on what you now know about the labeling program, how likely are you to use the DfE visual mark to help you select a product to purchase?
 - Extremely likely
 - Very likely
 - Somewhat likely
 - Slightly likely
 - Not at all likely

The EPA is in the process of renaming the DfE program to make it easier for consumers to understand the program’s benefits. The EPA is also developing designs for a visual mark (e.g., logo) that will appear on product packages to let consumers know which products have been certified under this program to be safer for people and the environment. Please answer the following questions about potential program names and visual designs.

NAME / DESIGN #1:

[PLACEHOLDER FOR NAME/DESIGN COMBO – “NAME #1” OPTION WITH “TAGLINE #1”]

On a scale from 1 to 5, where 1 indicates that you “strongly disagree”, and 5 indicates that you “strongly agree,” please indicate how much you agree or disagree with each of the following statements.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
1	I would notice this mark if I saw it on a product or packaging					
2	The mark is attractive and appealing					
3	The visual design is effective in showing that the product is safer for people and families					
4	The visual design is effective in showing that the product helps protect the environment					
5	The name “Name #1” is effective in showing that the product is safer for people and families					
6	The name “Name #1” is effective in showing that the product helps protect the environment					
7	The tagline “Tagline #1” is credible					
8	This mark is a useful resource for shoppers					
9	I would use this mark to help me decide which product to buy					

NAME / DESIGN #2:

[PLACEHOLDER FOR NAME/DESIGN COMBO – “NAME #2” OPTION WITH “TAGLINE #2”]

On a scale from 1 to 5, where 1 indicates that you “strongly disagree”, and 5 indicates that you “strongly agree,” please indicate how much you agree or disagree with each of the following statements.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
1	I would notice this mark if I saw it on a product or packaging					
2	The mark is attractive and appealing					
3	The visual design is effective in showing that the product is safer for people and families					
4	The visual design is effective in showing that the product helps protect the environment					
5	The name “Name #2” is effective in showing that the product is safer for people and families					
6	The name “Name #2” is effective in showing that the product helps protect the environment					
7	The tagline “Tagline 2” is credible					
8	This mark is a useful resource for shoppers					
9	I would use this mark to help me decide which product to buy					

NAME / DESIGN #3:

[PLACEHOLDER FOR NAME/DESIGN COMBO – “NAME #3” OPTION WITH “TAGLINE #3”]

On a scale from 1 to 5, where 1 indicates that you “strongly disagree”, and 5 indicates that you “strongly agree,” please indicate how much you agree or disagree with each of the following statements.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
1	I would notice this mark if I saw it on a product or packaging					
2	The mark is attractive and appealing					
3	The visual design is effective in showing that the product is safer for people and families					
4	The visual design is effective in showing that the product helps protect the environment					
5	The name “Name #3” is effective in showing that the product is safer for people and families					
5	The name “Name #3” is effective in showing that the product helps protect the environment					
7	The tagline “Tagline #3” is credible					
8	This mark is a useful resource for shoppers					
9	I would use this mark to help me decide which product to buy					

Which of the following names do you find most effective in conveying that the product is safer for families and helps protect the environment? [PLEASE SELECT ONE RESPONSE ONLY]

- Name #1
- Name #2
- Name #3

Which of the following taglines do you find most credible? [PLEASE SELECT ONE RESPONSE ONLY]

- Tagline #1
- Tagline #2
- Tagline #3

Which of the following visual designs do you find most effective in conveying that the product is safer for people, families, and the environment? [PLEASE SELECT ONE RESPONSE ONLY]

Design #1

Design #2

Design #3