

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

ATTACHMENT F

**Survey for EPA Design for the Environment (DfE)
Post-Launch Awareness Test of New 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)
Post-Launch Awareness Test of New 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.

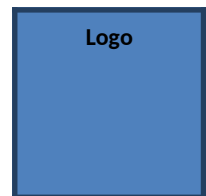
The labeling program, previously called the “Design for the Environment” (DfE) Safer Product Labeling Program, recently changed its name to [NEW NAME].

Now that you have heard more about the labeling program, do you recall hearing or seeing anything about the EPA’s [NEW NAME] program?

- Yes
- No

4. Have you seen this visual mark on any products you have purchased seen on store shelves?

- Yes
- No



or

5. Based on what you now know about the labeling program, how likely are you to use the EPA’s [NEW NAME] visual mark to help you select a product to purchase?

- Extremely likely
- Very likely
- Somewhat likely
- Slightly likely

- Not at all likely