

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. Responses will be private to the extent permitted by law. This is a voluntary collection; respondents do not have to respond if there is no OMB control number. 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: _____

**CALL FROM DATABASE OR AT RANDOM
RECRUIT 10 PER GROUP FOR 8-10 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 (EPA) 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. The annual public burden for this collection of information is estimated at 10 minutes per response. Responses will be private to the extent permitted by law. This is a voluntary collection, and respondents do not have to respond if there is no OMB control number. My questions will only take a few 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 >> THANK AND END]

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 >> THANK AND END]

3. In a typical month, how frequently do you shop at a grocery store, natural food 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 _____

THANK AND END >> Fewer than 2 times _____

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

THANK AND END >> Under \$15,000 _____
\$15,000 - \$24,999 _____
\$25,000 - \$34,999 _____
\$35,000 - \$54,999 _____
\$55,000 - \$74,999 _____
\$75,000 - \$100,000 _____
Over \$100,000 _____

5. 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."

THANK AND END >> 1 - Not at all important _____
THANK AND END >> 2 - Somewhat unimportant _____
THANK AND END >> 3 - No opinion either way _____
4 - Somewhat important _____
THANK AND END >> 5 - Very important _____

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

Yes _____
No _____

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

of times _____ [MAX ½ > 3 TIMES]

8. 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."

THANK AND END >> 1 - Not at all knowledgeable _____
2 - Not very knowledgeable _____
3 - Somewhat knowledgeable _____
THANK AND END >> 4 - Very knowledgeable _____

9. 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."

THANK AND END >> 1 - Not at all knowledgeable _____
2 - Not very knowledgeable _____
3 - Somewhat knowledgeable _____
THANK AND END >> 4 - Very knowledgeable _____

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. [Record ethnicity or race] Would you be willing to indicate your ethnic or race background (YES/NO?). If YES, are you ... ?

[

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] [Aim for half men, half women]

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?

>> 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, THANK AND END]

C. How long ago was the last one of these groups you attended?

_____ [MUST BE AT LEAST 6 MONTHS AGO]

[THANK AND END]

Thank you for your interest in this research. Unfortunately, you have not met the eligibility criteria for the study. If you are interested in the EPA's programs to help consumers select products that are safer for families and pets and can help protect the environment, you can find more information at: <http://www.epa.gov/dfe/>

[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 \$75 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: _____