

ATTACHMENT B

Screening Questionnaire for General Adult Consumer Focus Group

OMB Control No. 2070-0189
Approval expires 02/28/17

The annual public burden for this collection of information is estimated at 0.17 hours per response for screened 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 General Adult 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. Which of the following categories best describes your total annual household income?

TERMINATE >> Under \$15,000 _____
\$15,000 - \$34,999 _____
\$35,000 - \$54,999 _____
\$55,000 - \$74,999 _____

\$75,000 - \$100,000 _____
TERMINATE >> Over \$100,000 _____

5. Please tell me your age.

[Record age; GOOD MIX OF AGES 21+]

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

Married or living with a partner _____
Single _____
Divorced _____
Widowed _____

7. What is the highest level of education you have completed?

Less than high school graduate _____
High school graduate _____
Some college _____
College graduate _____
Post graduate studies or degree _____

8. So that we can be sure that all backgrounds are represented in our study, please tell me your ethnic or race background. 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 _____

9. [Record gender]

Male _____
Female _____

10. 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 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: _____