

ATTACHMENT E

Survey to Test Awareness and Perceptions of EPA's Safer Choice Label: General Adult Population Survey

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The annual public burden for this collection of information is estimated at 0.33 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.

Awareness and Perceptions of Safer Choice Label General Adult Population Survey

The survey below is designed to test awareness and perceptions of the primary Safer Choice label. In the event that EPA needs to test awareness and perceptions of the alternate fragrance-free label, the same survey will be used, with the addition of four questions.

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 "Safer Choice," 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 Safer Choice Standard for Safer Products are allowed to carry the Safer Choice label. When you see the Safer Choice label on a product it means the Safer Choice 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 label on any products you have purchased? (*show image of label*)
 - Yes
 - No
 5. Based on what you now know about the labeling program, how likely are you to use the Safer Choice label to help you select a product to purchase?
 - Extremely likely
 - Very likely
 - Somewhat likely
 - Slightly likely
 - Not at all likely



Please answer the following questions about the program name and visual design of the Safer Choice label (*show image of label*).



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 label if I saw it on a product or packaging					
2	The label 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 “Safer Choice” is effective in showing that the product is safer for people and families					
6	The name “Safer Choice” is effective in showing that the product helps protect the environment					
7	The tagline “Meets U.S. EPA Safer Product Standards” is credible					
8	This label is a useful resource for shoppers					
9	I would use this label to help me decide which product to buy					

6. Have you seen products with this label in stores where you shop for household goods?

- YES
- NO
- I don't know

7. Have you purchased a product with this label in the past six months?

- YES
- NO
- I don't know

8. What would *most* motivate you to purchase products with this label? [PLEASE SELECT ONE RESPONSE ONLY]

- If it was cost competitive
- If it was easy to locate on store shelves
- If there was scientific information readily available to support claims
- If I had a coupon to encourage me to buy the product
- If it was proven to be safer for children and animals
- I would not purchase products with this label

OPTIONAL QUESTIONS ON LOGO VARIATION (*could be fragrance free version, industrial version, or pesticides version*).

In addition to the general design, there is a variation of the Safer Choice logo. Please answer the following questions as they relate to this variation.

LOGO VARIATION



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 prefer to buy [fragrance free] products for my [family or workplace]					
2	I buy [fragrance free] products on a regular basis (at least once a month)					
3	The label is effective in showing that the product is [fragrance free]					
4	I would use this label to help me decide which product to buy					

OPTIONAL FRAGRANCE FREE DESIGN QUESTIONS

In addition to the general design, there is a “fragrance free” label for products. Please answer the following questions as they relate to the fragrance free design.

FRAGRANCE FREE DESIGN



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 prefer to buy fragrance free products for my family					
2	I buy fragrance free products on a regular basis (at least once a month)					
3	The label is effective in showing that the product is fragrance free					
4	I would use this label to help me decide which product to buy					