

ATTACHMENT F

Screening Questionnaire for “Leaning Green” Consumer Focus Group

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Screening Questionnaire for “Leaning Green” 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 find products made with safer ingredients for people, families, pets, and the environment and would like to include your views. My questions will take approximately 10 minutes, and your response is voluntary.

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 in-store or online 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, Amazon, Costco, or Sam’s Club) for your household?

4 or more times _____
2 or 3 times _____
TERMINATE >> Fewer than 2 times _____

4. 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.”

TERMINATE >> 1 – Not at all important _____
TERMINATE >> 2 – Somewhat unimportant _____
TERMINATE >> 3 – No opinion either way _____
4 – Somewhat important _____
TERMINATE >> 5 – Very important _____

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

Yes _____
No _____

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

of times _____

7. 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.”

TERMINATE >> 1 – Not at all knowledgeable _____
2 – Not very knowledgeable _____
3 – Somewhat knowledgeable _____
TERMINATE >> 4 – Very knowledgeable _____

8. 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.”

TERMINATE >> 1 – Not at all knowledgeable _____
2 – Not very knowledgeable _____
3 – Somewhat knowledgeable _____
TERMINATE >> 4 – Very knowledgeable _____

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

TERMINATE >> Under \$15,000 _____
\$15,000 - \$24,999 _____

\$25,000 - \$34,999 _____

\$35,000 - \$54,999 _____

\$55,000 - \$74,999 _____

\$75,000 - \$100,000 _____

TERMINATE >> Over \$100,000 _____

10. Please tell us your age. [Record age;

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?

Less than high school graduate _____

High school graduate _____

Some college _____

College graduate _____

Post graduate studies or degree _____

13. 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 _____

14. [Record gender]

Male _____

Female _____

Nonbinary _____

Prefer not to answer _____

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?

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 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 \$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: _____