

US EPA ARCHIVE DOCUMENT

**Appendix 3-1:
Qualitative Research Telephone Recruitment Screening Questionnaires
for Outdoor Pesticides, Indoor Insecticides, and Household Cleaners**

INDOOR INSECTICIDES

NAME _____ HOME# _____

ADDRESS _____ WORK# _____

MALE () FEMALE () RECRUIT A MIX FOR EACH SESSION

Day Three: Indoor Insecticides _____

- Group 1 4 PM ()
- Group 2 6 PM ()
- Group 3 8 PM ()

Hello. My name is _____ from _____. We are an independent marketing research company. Today we are conducting a research study about common indoor insecticides. I would like to speak with the person who is most responsible for the purchase and use of indoor insecticides in your household. Is that you? Yes () No (). **IF YES CONTINUE; IF NO, THANK AND ASK FOR QUALIFYING FAMILY MEMBER AGE 18 OR OLDER. IF NO FAMILY MEMBERS QUALIFY, TERMINATE.**

1. Does anyone in your household work for any of the following companies?

READ LIST AND CHECK IF YES.

- A market research firm ()TERMINATE
- An advertising agency ()TERMINATE
- A public relations firm ()TERMINATE
- An insecticide company ()TERMINATE
- A chemical company ()TERMINATE
- A pharmaceutical company ()TERMINATE
- A pest exterminator ()TERMINATE
- Any company that manufactures, distributes, or sells indoor insecticides (insect, pests, and bug killers) ()TERMINATE

2. Have you participated in any market research group discussions?

No ()

Yes () ASK :When did you last participate in a group discussion?

DO NOT READ LIST.

- 6 months or less () TERMINATE
- more than 6 months () CONTINUE

3. Would you say you are responsible for: **READ LIST.**

- Less than 50% of your household's indoor insecticide usage () TERMINATE
- 50% or more of your household's indoor insecticide usage () CONTINUE

INDOOR INSECTICIDES

9. In order to organize your comments, into which of the following age ranges do you fall: **READ LIST.**

under 18 () **THANK AND TERMINATE**
18-25 ()
26-35 ()
36-50 ()
51-65 ()
65-70 ()
Over 70 ()

RECRUIT A GOOD MIX.

10. What is your ethnic background?

African American ()
Asian ()
Caucasian ()
Hispanic ()
Native American ()
Other Specify: _____

RECRUIT A GOOD MIX.

11. What is the highest level of education you have? **DO NOT READ LIST**

Less than high school ()
Graduated high school ()
College ()

RECRUIT A GOOD MIX.

12. Do you have any children under 18 in your household?

No ()
Yes () **ASK:** What are their specific ages?

**GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN
AND
GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS. OLD.**

13. Are you currently employed?

Full time (35 hrs. a week or more) () **ASK Q13B.**
Part time (Less than 35 hrs. a week) () **ASK Q13B.**
Not employed () **SKIP TO Q14.**

- 13B. What is your occupation? _____

INDOOR INSECTICIDES

14. Would you describe the area in which you live as being urban, suburban, or rural?
- urban ()
suburban ()
rural ()

INCLUDE A MIX OF RESPONDENTS THAT IS REPRESENTATIVE OF THE LOCAL POPULATION.

15. Would you describe your residence as a: **READ LIST**

House ()
Apartment ()
Duplex ()
Townhouse ()
Assisted living () **TERMINATE**
Other Specify: _____

RECRUIT A GOOD MIX.

16. Do you own or rent your residence?

Own ()
Rent ()

17. Do you have any household pets?

No ()
Yes () **ASK: What type of pet do you have?**
 Dog ()
 Cat ()
 Bird ()
 Other Specify: _____

WE ARE LOOKING FOR SOME RESPONDENTS TO HAVE FURRY PETS SUCH AS A DOG, CAT, OR BIRD.

INDOOR INSECTICIDES

18. Please rate yourself on each of the following statements using a scale of 1 to 5, where 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. **READ STATEMENT.**

Would you say you ...	strongly agree	1
	agree somewhat	2
	neither agree nor disagree	3
	disagree somewhat	4
	strongly disagree	5

A. I would feel comfortable talking in a small group. _____ **TERMINATE IF 4 OR 5**

B. I usually have an opinion on any given subject and can express that opinion freely .
_____ **TERMINATE IF 4 OR 5**

C. I prefer letting others do the talking. _____ **TERMINATE IF 1 OR 2**

**IF "4" OR "5" MENTIONED TO STATEMENTS A OR B TERMINATE AND TALLY.
IF "1, 2, OR 3" MENTIONED TO STATEMENT C TERMINATE AND TALLY.**

We would like to invite you to a market research *discussion group with 4 other people*. This meeting will last from ___ - ___ AM/PM on _____ 1998. You will be given \$ _____ as a token of our appreciation for attending. Would you like to be one of the selected people in this project?

**GIVE APPROPRIATE DIRECTIONS TO FACILITY. REMIND THEM THAT
IF THEY ARE NOT ABLE TO ATTEND THEY SHOULD CALL
IMMEDIATELY SO THAT YOU CAN FIND A REPLACEMENT FOR THEM. ___
REMIND RESPONDENTS TO BRING GLASSES IF THEY NEED THEM
FOR READING MATERIALS DISTRIBUTED AT THE GROUP.**

HOUSEHOLD CLEANERS

NAME _____ HOME# _____

ADDRESS _____ WORK# _____

MALE () FEMALE () RECRUIT A MIX FOR EACH SESSION

Day Two: Household Cleaners (City) _____

- Group 1 4 PM ()
- Group 2 6 PM ()
- Group 3 8 PM ()

Hello. My name is _____ from _____. We are an independent marketing research company. Today we are conducting a research study about common household cleaning products. I would like to speak with the person who is most responsible for the majority of cleaning tasks in your household. Is that you? Yes () No (). **IF YES CONTINUE; IF NO, THANK AND ASK FOR QUALIFYING FAMILY MEMBER AGE 18 OR OLDER. IF NO FAMILY MEMBERS QUALIFY, TERMINATE.**

1. Does anyone in your household work for any of the following companies?

READ LIST AND CHECK IF YES.

- A market research firm () TERMINATE
- An advertising agency () TERMINATE
- A public relations firm () TERMINATE
- An insecticide company () TERMINATE
- A chemical company () TERMINATE
- A pharmaceutical company () TERMINATE
- A professional cleaning service () TERMINATE
- Any company that manufactures, distributes, or sells household cleaning products () TERMINATE

2. Have you participated in any market research group discussions?

No ()

Yes () ASK :When did you last participate in a group discussion?

DO NOT READ LIST.

- 6 months or less () TERMINATE
- more than 6 months () CONTINUE

3. Would you say you are responsible for: **READ LIST.**

- Less than 50% of your household cleaning tasks () TERMINATE
- 50% or more of your household cleaning tasks () CONTINUE

HOUSEHOLD CLEANERS

7. Do you currently use any household cleaners tht claim to kill germs?
No () Yes () ASK: Which ones do you use?

RECRUIT A GOOD MIX OF NO & YES AND PRODUCTS USED.

8. In order to organize your comments, into which of the following age ranges do you fall: **READ LIST**

under 18 () **THANK AND TERMINATE.**
18-25 ()
26-35 ()
36-50 ()
51-65 ()
65-70 ()
Over 70 ()

RECRUIT A GOOD MIX.

9. What is your ethnic background?

African American ()
Asian ()
Caucasian ()
Hispanic ()
Native American ()
Other Specify: _____

RECRUIT A GOOD MIX.

10. What is the highest level of education you have? **DO NOT READ LIST.**

Less than high school ()
Graduated high school ()
College

RECRUIT A GOOD MIX.

11. Do you have any children under 18 in your household?

No () Yes () ASK: What are their specific ages?

**GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN
AND**

GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS. OLD.

12. Are you currently employed?

Full time (35 hrs. a week or more) () **ASK Q12B.**
Part time (Less than 35 hrs. a week) () **ASK Q12B.**
Not employed () **SKIP TO Q13.**

- 12B. What is your occupation? _____

HOUSEHOLD CLEANERS

13. Would you describe the area in which you live as being urban, suburban, or rural?
- urban ()
suburban ()
rural ()

INCLUDE A MIX OF RESPONDENTS THAT IS REPRESENTATIVE OF THE LOCAL POPULATION.

14. Would you describe your residence as a: **READ LIST**
- House ()
Apartment ()
Duplex ()
Townhouse ()
Assisted living () **TERMINATE**
Other Specify: _____
15. Do you own or rent your residence?
- Own ()
Rent ()
16. Do you have any household pets?
- No ()
Yes () **ASK: What type of pet do you have?**
 Dog ()
 Cat ()
 Bird ()
 Other Specify: _____

WE ARE LOOKING FOR SOME RESPONDENTS TO HAVE FURRY PETS SUCH AS A DOG, CAT, OR BIRD.

HOUSEHOLD CLEANERS

17. Please rate yourself on each of the following statements using a scale of 1 to 5, where 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. **READ STATEMENT.**

Would you say you ...	strongly agree	1
	agree somewhat	2
	neither agree nor disagree	3
	disagree somewhat	4
	strongly disagree	5

A. I would feel comfortable talking in a small group. _____ **TERMINATE IF 4 OR 5**

B. I usually have an opinion on any given subject and can express that opinion freely .
_____ **TERMINATE IF 4 OR 5**

C. I prefer letting others do the talking. _____ **TERMINATE IF 1 OR 2**

**IF "4" OR "5" MENTIONED TO STATEMENTS A OR B TERMINATE AND TALLY.
IF "1, 2, or 3" MENTIONED TO STATEMENT C TERMINATE AND TALLY.**

We would like to invite you to a market research discussion group with 4 other people. This meeting will last from ___ - ___ AM/PM on _____ 1998. You will be given \$_____ as a token of our appreciation for attending. Would you like to be one of the selected people in this project?

**GIVE APPROPRIATE DIRECTIONS TO FACILITY. REMIND THEM THAT
IF THEY ARE NOT ABLE TO ATTEND THEY SHOULD CALL
IMMEDIATELY OU THAT YOU CAN FIND A REPLACEMENT FOR THEM. ___
REMIND RESPONDENTS TO BRING GLASSES IF THEY NEED THEM
FOR READING MATERIALS DISTRIBUTED AT THE GROUP.**

HOUSEHOLD CLEANERS

17. Please rate yourself on each of the following statements using a scale of 1 to 5, where 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. **READ STATEMENT.**

Would you say you ...	strongly agree	1
	agree somewhat	2
	neither agree nor disagree	3
	disagree somewhat	4
	strongly disagree	5

A. I would feel comfortable talking in a small group. _____ **TERMINATE IF 4 OR 5**

B. I usually have an opinion on any given subject and can express that opinion freely .
_____ **TERMINATE IF 4 OR 5**

C. I prefer letting others do the talking. _____ **TERMINATE IF 1 OR 2**

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REMIND RESPONDENTS TO BRING GLASSES IF THEY NEED THEM
FOR READING MATERIALS DISTRIBUTED AT THE GROUP.**

OUTDOOR PESTICIDES

NAME _____ HOME# _____

ADDRESS _____ WORK# _____

MALE () FEMALE () RECRUIT A MIX FOR EACH SESSION

Day One: Outdoor Pesticides (city) _____

Group 1 _____ 4 PM ()
Group 2 _____ 6 PM ()
Group 3 _____ 8 PM ()

Hello. My name is _____ from _____. We are an independent marketing research company. Today we are conducting a research study about common outdoor pesticides I would like to speak with the person who is most responsible for buying and using bug killer or weed killer in your yard. Is that you? Yes () No (). **IF YES CONTINUE; IF NO, THANK AND ASK FOR QUALIFYING FAMILY MEMBER AGE 18 OR OLDER. IF NO FAMILY MEMBERS QUALIFY, TERMINATE.**

1. Does anyone in your household work for any of the following companies?

READ LIST AND CHECK IF YES.

- A market research firm () TERMINATE
- An advertising agency () TERMINATE
- A public relations firm () TERMINATE
- An insecticide company () TERMINATE
- A chemical company () TERMINATE
- A pharmaceutical company () TERMINATE
- A pest exterminator () TERMINATE
- A landscape or lawn service () TERMINATE
- Farming () TERMINATE
- Any company that manufactures, distributes, or sells lawn and garden products (bug killers or weed killers) () TERMINATE

2. Have you participated in any market research group discussions?

No ()

Yes () ASK: When did you last participate in a group discussion?

DO NOT READ LIST.

- 6 months or less () TERMINATE
- more than 6 months () CONTINUE

OUTDOOR PESTICIDES

3. Would you describe your residence as a: **READ LIST.**

- House ()
- Apartment () **TERMINATE**
- Duplex ()
- Townhouse ()
- Assisted living () **TERMINATE**
- Other Specify: _____

4. Do you own or rent your residence?

- Own ()
- Rent ()

5. Does your residence have a private yard, vegetable garden, or flower garden?

- Yes ()
- No () **TERMINATE**

6. Do you personally care for that yard or garden?

- Yes ()
- No () **TERMINATE**

7. Are you the person who actually applies bug or weed killer in your yard or garden?

- Yes ()
- No () **TERMINATE**

8. Would you say you are responsible for: **READ LIST.**

- Less than 50% of your household's usage of outdoor bug killer or weed killer ()
- TERMINATE**
- 50% or more of your household's usage of outdoor bug killer or weed killer ()
- CONTINUE**

9. In the past 6 months, going back until January of 1998, have you personally purchased any outdoor bug killer or weed killer?

- No () **TERMINATE**
- Yes ()

10. Which of these statements describes you when you purchase an outdoor bug killer or weed killer? You may select more than one.

PLEASE ROTATE ORDER OF STATEMENTS	<u>Yes</u>	<u>No</u>
I read the ingredient/usage label in the store.	()	()
I read the ingredient/usage label at home before I use it.	()	()
I read the ingredient/usage label when I store it.	()	()
I read the ingredient /usage label when I throw it away	()	()
I don't read the ingredient/usage label at all.	()	()

RECRUIT A MIX OF RESPONSES.

OUTDOOR PESTICIDES

11A. In the past 6 months, how frequently have you personally used an outdoor bug killer?

- 0 () * POSSIBLE TERMINATE SEE NOTE
- 1-4 times () Light users
- 5 plus times () Heavy Users

11B. In the past 6 months, how frequently have you personally used an outdoor weed killer?

- 0 () * POSSIBLE TERMINATE SEE NOTE
- 1-4 times () Light users
- 5 plus times () Heavy Users

*** IF BOTH BUG KILLER Q.11A AND WEED KILLER Q.11B HAVE NOT BEEN USED IN PAST 6 MONTHS TERMINATE. IF ONLY ONE (BUG KILLER OR WEED KILLER) NOT USED, OKAY. RECRUIT A GOOD MIX, LIGHT AND HEAVY USER, BUG KILLER ONLY, WEED KILLER ONLY.**

12. What type of outdoor pests or weeds have you had problems with in your yard or garden?

INCLUDE A WIDE RANGE OF INSECT PROBLEMS.

13. This year, have you used a "weed and feed" that is a fertilizer product that also contains something to kill weeds?

- Yes ()
- No ()

RECRUIT A GOOD MIX.

14. In order to organize your comments, into which of the following age ranges do you fall: **READ LIST**

- under 18 () **THANK AND TERMINATE**
- 18-25 ()
- 26-35 ()
- 36-50 ()
- 51-65 ()
- 65-70 ()
- Over 70 ()

RECRUIT A GOOD MIX.

OUTDOOR PESTICIDES

15. What is your ethnic background?
African American ()
Asian ()
Caucasian ()
Hispanic ()
Native American ()
Other Specify: _____
RECRUIT A GOOD MIX.

16. What is the highest level of education you have? **DO NOT READ LIST**
Less than high school ()
Graduated high school ()
College
RECRUIT A GOOD MIX.

17. Do you have any children under 18 in your household?
No ()
Yes () **ASK: What are their specific ages?**

**GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN
AND
GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS. OLD.**

18. Are you currently employed?
Full time (35 hrs. a week or more) () **ASK Q18B.**
Part time (Less than 35 hrs. a week) () **ASK Q18B.**
Not employed () **SKIP TO Q19.**
- 18B. What is your occupation? _____
19. Would you describe the area in which you live as being urban, suburban, or rural?
urban ()
suburban ()
rural ()

**INCLUDE A MIX OF RESPONDENTS THAT IS REPRESENTATIVE OF
THE LOCAL POPULATION.**

OUTDOOR PESTICIDES

20. Do you have any household pets that are allowed to go outside?

- No ()
Yes () What type of pet do you have?
Dog ()
Cat ()
Bird ()
Other Specify: _____

WE ARE LOOKING FOR SOME RESPONDENTS TO HAVE FURRY PETS SUCH AS A DOG, CAT, OR BIRD.

21. Please rate yourself on each of the following statements using a scale of 1 to 5, where 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. **READ STATEMENT.**

Would you say you ...	strongly agree	1
	agree somewhat	2
	neither agree nor disagree	3
	disagree somewhat	4
	strongly disagree	5

A. I would feel comfortable talking in a small group. _____ **TERMINATE IF 4 OR 5**

B. I usually have an opinion on any given subject and can express that opinion freely .
_____ **TERMINATE IF 4 OR 5**

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