

US EPA ARCHIVE DOCUMENT

**Appendix 5-2:
First Aid Qualitative Research Participant Screener for 1-on-1 Interviews on
Household Cleaners, Indoor Insecticides, and Outdoor Pesticides**

**Participant Screener for
1-on-1 Interviews on Household Cleaners,
Indoor Insecticides, and Outdoor Pesticides**

Recruiting Goals

- The participants shall be adults over the age of 18.
- The groups shall include people from several cultural or ethnic backgrounds (e.g. Caucasian, African American, Hispanic, Asian, etc.).
- Each group will be composed of a mix of participants who reside in urban and suburban areas.
- 15 participants (5 per product type) will have a high school education or less.
- 2-3 male participants will be included for each product type (maximum 7 males).
- Up to 2 participants over age 65 may be included for each product category.
- All participants must be able to read and understand English.
- People living in retirement homes or assisted living facilities will be excluded.
- Each group will be composed of a mix of participants who have children and those who have no children; of those with children, the participants will be a mix of those who have children under age 8 and those who have children age 8 and over.
- Persons who work in the following occupations shall be excluded: professional lawn service providers, cleaning service providers, landscapers, farmers, exterminators, and health care professionals..
- Participants shall not have participated in a focus group or other qualitative research study during the past year (with the exception of telephone surveys).

Product Use Criteria

- All participants must have used or purchased a commercially available household cleaner, indoor insecticide, or outdoor pesticide within the past 6 months with 8 participants selected for each type of product.
- For this study, *indoor insecticides* include sprays, baits, foggers, fumigators, bug bombs, powders (boric acid), gels, or chalk.
- *Outdoor pesticides* include any chemical or biological agent that kills, mitigates, prevents or repels any pest (unwanted insects, worms, rodents, weeds, fungi or micro-organism). Included in this classification are insecticides, herbicides, and fungicides intended for outdoor use (in lawns and gardens).
- Persons who use only fertilizers in their yard will be excluded.

Scheduling

The schedule for the interviews follows:

July 7, 1997

Morning

9:00-9:30 a.m.

9:40-10:10 a.m.

10:20-10:50 a.m.

11:00-11:30 a.m.

11:40 a.m.-12:10 p.m.

12:20-12:40 p.m.

Evening

4:30-5:00 p.m.

5:10-5:40 p.m.

5:50-6:20 p.m.

6:30-7:00 p.m.

7:10-7:40 p.m.

7:50-8:30 p.m.

July 8, 1997

Morning

9:00-9:30 a.m.

9:40-10:10 a.m.

10:20-10:50 a.m.

11:00-11:30 a.m.

11:40 a.m.-12:10 p.m.

12:20-12:40 p.m.

Evening

4:30-5:00 p.m.

5:10-5:40 p.m.

5:50-6:20 p.m.

6:30-7:00 p.m.

7:10-7:40 p.m.

7:50-8:30 p.m.

Incentive

- ▶ Participants will be paid **\$25** for their participation.

Floater

A total of 4 floaters will be needed, 1 for the morning and 1 for the evening of each day.

- ▶ Floater will be paid **\$50**.

Other Details

- ▶ Refreshments will be offered to participants.
- ▶ The identity of the participants will remain confidential.

Hello Sir/Ma'am, my name is _____ and I'm calling from Olchak Market Research. We are presently working with Macro International, a research and consulting firm, on a research project about consumer use of common household and garden products. Could I ask you a few short questions for this survey?

Screening Questions

1. Are you the male or female head of the household?
 - Male head of household
 - Female head of household
 - Not head of household — *request to speak with head of household (if not available, terminate)*

▶ *Recruit 2-3 male participants for each product type (maximum total of 7).*
2. In the past 6 months, have you used or purchased an indoor insecticide, an outdoor pesticide, or a household cleaner?
 - Indoor Insecticide
 - Outdoor Pesticide
 - Household Cleaner

▶ *If 'yes' to any of the above, continue. Note the positive responses for use in question 14.*

▶ *If 'no' to all of the above, ask to speak with the person who is primarily responsible for most of the cleaning, lawn care, or indoor insect control (if not available, terminate)*
3. In the past year, have you or anyone in your household participated in any market research study? [Participation in telephone surveys is allowable.]
 - Yes ---- *terminate*
 - No ---- *continue*
4. I'm going to read a list of age groups to you. Could you please tell me which group you are in?
 - under 18 ---- *terminate*
 - 18-25 ---- *continue*
 - 26-35 ---- *continue*
 - 36-50 ---- *continue*
 - 51-65 ---- *continue*
 - over 65 ---- *continue*

▶ *Recruit up to 2 participants over age 65 for each product category.*
5. Do you live in a retirement home or an assisted living facility?
 - Yes ---- *terminate*
 - No ---- *continue*

6. What is your ethnic background?
- African American
 - Asian
 - Caucasian
 - Hispanic
 - Native American
 - Other (please specify)
- ▶ ***Include a mix of ethnic groups representative of the local population for each of the three product groups.***
7. Are you currently employed?
- Yes---*continue*
 - No---*proceed to question 10*
8. Could your employer be described as any of the following?
- A professional cleaning service ----*terminate*
 - A pest exterminator ----*terminate*
 - A landscape or lawn care company ----*terminate*
 - A market research or advertising company ----*terminate*
9. Do you or anyone in your household work as a farmer, or in the health care field (nurse, doctor, other health care professional)?
- No
 - Yes ----*terminate*
10. Would you describe the area where you live as urban or suburban?
[Include a mix of participants that is representative of the local population.]
- Urban
 - Suburban
11. Do you have children that live with you?
- Yes
 - No ----*proceed to question 12*
12. Are your children 8 years old or younger?
- Yes
 - No
13. Which of the following best describes your level of education?
- Some high school
 - High school graduate
 - Some college
 - College graduate

- ▶ ***Recruit at least 5 participants who are high school graduates or have less than a high school education for each product type (total of 15).***

14. How often have you used [*ask for each product type chosen in No. 2*] in the past 6 months?

15. We would like to invite you to participate in a one-on-one interview with a researcher from Macro about products used around the home and yard. The interview will take place on [Monday/Tuesday], July [7/8] at Macro's offices in Maryland just off the Beltway. It will last about 30 minutes, and during the interview, you will be asked to read and comment on some information. You will be paid \$25 in cash for your time. Would you like to participate?

- No ---- *terminate*
- Yes

▶ *#15 should be altered when recruiting floaters to indicate that floaters will be needed from 9:00 a.m. to 12:40 p.m. or 4:30 p.m. to 8:30 p.m. on a given day.*

I would like to schedule your interview and send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address and give me a phone number where you can be reached:

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: (H) _____
(W) _____

Which day and what times are convenient for you?

DATE OF INTERVIEW: _____ TIME: _____

We are inviting only a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call _____ at [phone] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the interview.