



SPC Labeling for Recovery Project

2nd set of questions from the RFP for a Quantitative Test

2010.09.02

1. Are there specific segments of the general population you are interested in reading results by? (Ex: ethnicity, age, region, community with/without recycle programs, etc?)

A: We are interested in this, but only if it does not significantly impact the cost of the test as cost-effectiveness is key (we are a non-profit). Region, community with/without recycle programs, and age are of interest but not critical.

2. There are several variations in the label designs (besides the key differences – line of instructions, SPI code numbers) shown on the last page. These variations are not mentioned in your proposal, so we are wondering if you need to test their impact. (If not, we will need to keep them consistent from label to label so as to not cloud the impact of the key differences.) The list of variations include:

- a. Position of the website name (horizontal v. vertical)
- b. Upper vs. lower case instructions
- c. “Check locally” versus “Check Local Recycling”
- d. Presence vs. absence of “Please rinse” instructions

A: The designs to be tested will all have the horizontal website position, be consistent regarding upper and lower case, and be consistent on the presence vs. absence of “please rinse” instructions. “Check locally” appears concurrently with “Limited Recycling” whereas “Check Local Recycling” is the alternative case where no additional instruction appears. We did it this way so that the word “Recycling” appears in both alternatives.

3. We are assuming you will be providing corresponding examples of the Plastic Wrapper and Plastic Bottle labels to fit with the examples of the 3 main designs at the top of the page (without instruction line, with instruction line and with SPI codes). The two you have provided include the instruction line, so we would be missing examples without the instruction line and with SPI codes.

A: Yes, the corresponding examples will be provided by GreenBlue as well as any other designs deemed necessary during the test design process.

4. You mention quantitative with qualitative component as appropriate. I know you have already done three rounds of qualitative and the designs are pretty well set. Do you still want additional qualitative then or just a quantitative assessment at this point?

A: We are ready to move forward as well as find a cost-effective project, and thus our preference would be to not do an additional qualitative. In my mind, “qualitative as appropriate” means, for instance, the additional fill-in answers after the quantitative questions have been asked, such as “are there any other label options you would find preferable” kind of question. We are open to suggestions of the best way to do this.

5. Why will the FTC will not allow internet only? Do they feel we cannot reach some groups via the internet (e.g., lower income, older)? Do you have any feel for why they have this requirement?

A: I think that they believe that those people easily confused, like the elderly or those who don’t typically use the internet, could be easily “deceived” by a packaging claim.