



## **SPC Labeling for Recovery Project**

### **1<sup>st</sup> set of questions from the RFP for a Quantitative Test**

**2010.08.27**

1. One of the key issues you mention in the proposal is the design must meet Federal Trade Commission expectations for a “National Test”. Can you please explain these expectations?

The FTC has only told us that a test should not be focused in one geographic area, and that it should not be internet-only.

2. Are the designs you have in the proposal the final designs or are you still able to make large scale changes?

The designs we have developed have gone through several feedback loops with SPC members, as well as three qualitative tests, over the past 16 months; therefore, we are not open to large scale changes. However, we do envision adding one additional label for retail drop-off collection for plastic films, which are usually not collected curbside.

3. Are you open to a monadic design or were you anticipating to have respondents evaluate all of the designs?

It seems that sequential monadic is the best form of testing for this project, but we are open to all research designs.