
Green Marketing Survey
METHODOLOGY REPORT

Prepared For:

Federal Trade Commission

Prepared By:

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Background and Objectives

As part of the Commission's decennial regulatory review of the Guides for the Use of Environmental Marketing Claims ("Green Guides"), the Federal Trade

Questionnaire Design and Pre Testing

The survey questionnaire was initially developed by FTC staff, with Harris Interactive researchers providing feedback and edits on subsequent drafts.

Upon finalization of the main survey questionnaire, a pre test was conducted between July 27th and July 28th, 2009 among 103 respondents.

In addition to the demographic and survey content questions (i.e., the claims being tested), the pre test questionnaire also included several open ended questions which were interspersed throughout the survey and asked respondents to provide feedback on whether or not they understood the preceding set of questions as follows:

" Now thinking specifically about the section of questions you just answered, was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible."

Respondents typed their answers into a mandatory text box. All individual verbatim responses were reviewed by FTC staff and Harris Interactive researchers. The data for the pre test were not coded.

The pre test data revealed that most respondents were not very familiar with the topics addressed in the survey (e.g., carbon offsets), but that the survey questions themselves were sufficiently clear for the majority of respondents. As a result, few edits were made to the survey between the pre test questionnaire and the final questionnaire.

All pre test open ended questions were omitted from the final questionnaire, and the complete final survey was conducted between August 18th and August 26th, 2009 among 3,777 U.S. adults ages 18+.

Data Collection: The Harris Poll Online (HPOL) Panel

The Harris Poll Online database is a multi million member global panel of cooperative online respondents, with membership bases concentrated in North America and Western Europe.

All panelists have completed a “confirmed” or “double” opt in (COI/DOI) process as follows:

1. Recruited panelists register for inclusion in the database (registration varies by recruitment method).
2. Registrants receive an email asking them to confirm their desire to join our panel.
3. If a registrant clicks on the link within the email, he/she is added to the HPOL panel.
4. If a registrant does not click on this link, he/she is NOT added to the database.

Panelists are recruited through diverse methods and more than 100 different sources, including:

Co registration offers on partners’ websites;

Targeted emails sent by online partners to their audiences;

Graphical and text banner placement on partners’ websites (including social media, news, search, and community portals);

Trade show presentations;

Targeted postal mail invitations;

TV advertisements; and,

Telephone recruitment of targeted populations.

Each recruitment source is carefully vetted through a rigorous interviewing and testing process, and our continuous recruitment and maintenance operations enable us to provide representative samples of the general population as well as identify and reach under represented and hard to reach populations of interest.

As panelists complete our surveys, they are asked various demographic questions, the responses to which are used to update individual members’ profiles. We routinely collect and store demographic (e.g., gender, birth year, race/ethnicity, income, education) and other information (e.g., industry, profession, modem speed, operating system) about our panelists, enabling us to send outgoing sample to reflect certain weighting targets and efficiently target specific populations of interest.

For each individual research endeavour, we randomly select panelists to invite to the survey based on the population of interest. Our surveys are password protected to maintain anonymity and to ensure that each respondent can take the survey only once. Invitation emails and welcome screens contain only general information about the survey topic in order to avoid betraying the qualification criteria in an attempt to reduce self selection bias.

Panelists are encourage

Sampling

The sample for the FTC Green Marketing survey consisted of adults ages 18+ residing within the United States.

Sample (i.e., panelists invited to participate in the survey) was pulled from the HPOL database (*described in detail on page 5*) to reflect weighting targets developed to be representative of the U.S. adult population (*described in detail on page 7*). Outgoing sample is balanced by the following demographic variables:

- Country of residence;
- Age by gender;
- Region;
- Race/ethnicity;
- Household income; and,
- Education.

In addition to ensuring that the outgoing sample is demographically representative of the target population, we also follow specific rules about how often individual panelists can be invited to participate in our surveys. Respondents who were recently (within the past 10 days) invited to participate in another survey were excluded from the initial sample pull. All sample pulls for the complete final survey also excluded any respondents who were invited to participate in the pre test.

Our second sample mailing was more targeted based on how interviewing had been proceeding thus far,

Sample Distribution and Weighting

The distribution of our sample differed from that of the general U.S. adult population as follows:

Demographic Subgroup		Population %	Sample % (unweighted)
Age by Gender	Male 18 29	11.20	14.22
	Male 30 39	8.80	9.90
	Male 40 49	9.70	9.11
	Male 50 64	11.80	9.05
	Male 65+	7.00	5.98
	Female 18 29	10.80	11.83
	Female 30 39	8.90	8.76
	Female 40 49	9.90	10.70
	Female 50 64	12.50	11.78
	Female 65+	9.40	8.66
Race/Ethnicity	Hispanic	13.50	5.64
	Black (not Hispanic)	11.30	5.75
	All other (not Hispanic)	75.20	85.62
Region ¹	East 1	4.90	6.51
	East 2	16.60	19.33
	South 3	22.50	19.86
	South 4	11.00	7.73
	Midwest 5	15.30	19.33
	Midwest 6	6.60	6.49
	West 7	7.00	7.41
	West 8	16.10	13.34

At the request of the FTC, the tabulations of the results (i.e., data tables) were provided in an unweighted format. Following Harris' typical procedures for online surveys among U.S. adults ages 18+, the raw survey data for qualified completes were weighted to achieve a nationally representative sample. These weighted were included in the dataset provided to the FTC (i.e., data file in SPSS and STATA formats) so that analyses could be performed in either weighted or unweighted form.

¹ The eight (8) regions are defined as follows:

East 1: Connecticut (CT), Maine (ME), Massachusetts (MA), New Hampshire (NH), Rhode Island (RI), Vermont (VT)

East 2: Delaware (DE), New Jersey (NJ), New York (NY), Pennsylvania (PA), Maryland (MD), Virginia (VA), North Carolina (NC), South Carolina (SC), Georgia (GA), Florida (FL)

Sample Distribution and Weighting (*continued*)

To develop the weights, raw survey data are first weighted to demographic targets from the 2008 U.S. Census Bureau Current Population Survey (CPS). Our demographic RIM weighting technique employs the following n(o)3(r;1Tf0Tc3.4320Td4403Fj/TT21Tf/MCID3BDC/6T21Tfe00016Tc003F(Census)Tjnd)78/Ci/MCID3BDC/7T21Tf

Data Cleaning and Coding

On the front end, the survey was programmed as per the final questionnaire and our survey programmer included a behind the scenes program to verify that the data was coming in correctly. There were no issues with the main survey data so no data cleaning was necessary.

On the back end, the following data cleaning measures were employed:

Several respondents did not provide a zip code so we coded them as being in zip code "00000".

For the open ended questions that were coded, respondents who entered a space and did not provide any other response were coded as "decline to answer".

Open ended questions were coded by our internal coders, who initially used a draft code frame provided by FTC staff. Additional codes were built as necessary while reviewing the verbatim responses. Whenever a new code is built, all already coded responses are reviewed again to determine if the new code is applicable. The initial code frame and classification pattern developed by our coders was reviewed by FTC staff, who provided a few additional nets for the codes.