

A. WASHING MACHINES [Administrative Questions]

*1. Name of Shopper

*2. Date of Visit

Date / /

MM DD YYYY

*3. Time of Visit

Start Time :

HH MM AM/PM

*4. Retail Store

*5. Store Code

3 Digit Number

B. General Appraisal of Retail Environment (Exterior and Interior)

*6. To what extent were you exposed to environmental messaging of any kind (as further described in the Guide) as you walked through the store?

None Little Somewhat Much A Great Deal

*7. Did you encounter any these kinds of environmental messaging? Mark "Yes" or "No":

	Yes	No
Product stewardship (end of life, recycling)	<input type="radio"/>	<input type="radio"/>
Energy saving claims (electricity, heat) relating to products	<input type="radio"/>	<input type="radio"/>
Energy saving claims relating to the store itself	<input type="radio"/>	<input type="radio"/>
Water saving claims relating to products	<input type="radio"/>	<input type="radio"/>
Unique logos or claims on manufacturer product labels for environmentally preferable products	<input type="radio"/>	<input type="radio"/>
Price labels/tags, placed by the retailer, that highlight energy and/or water savings	<input type="radio"/>	<input type="radio"/>
Other (Please describe in #8)	<input type="radio"/>	<input type="radio"/>

*8. If marked "Yes" to "Other" in #7, please describe. If marked "No" to "Other", please put "77".

***9. Please describe any general environmental messages or terms that stand out? If there are none, please put "77".**

C. General Appraisal of Retail Environment - II

***10. Were the following strategies used by the retailer to highlight environmentally preferable products in general? Mark "Yes" or "No":**

	Yes	No
Vibrant colours	<input type="radio"/>	<input type="radio"/>
Signs with evocative designs or imagery	<input type="radio"/>	<input type="radio"/>
Banners	<input type="radio"/>	<input type="radio"/>
Large signs/displays	<input type="radio"/>	<input type="radio"/>
Special lighting (i.e. spot lighting)	<input type="radio"/>	<input type="radio"/>
Electronic displays (i.e. video)	<input type="radio"/>	<input type="radio"/>
Preferential shelf placement (i.e. at eye level)	<input type="radio"/>	<input type="radio"/>
Clusters of environmentally preferable options within product categories	<input type="radio"/>	<input type="radio"/>
Designated areas for environmentally preferable options including multiple product categories	<input type="radio"/>	<input type="radio"/>
ENERGY STAR labels are highly visible	<input type="radio"/>	<input type="radio"/>
ENERGUIDE labels are highly visible	<input type="radio"/>	<input type="radio"/>
Small, highly visible signage	<input type="radio"/>	<input type="radio"/>
Other (Please specify in #11)	<input type="radio"/>	<input type="radio"/>

***11. If marked "Yes" to "Other" in #10, please describe. If marked "No" to "Other", please put "77".**

***12. Did you notice any price promotions or coupons aimed at encouraging the sale of environmentally preferable options?**

Yes No

***13. If Yes to #12, please describe, including the amount(s) of the price incentive(s). If none, please put "77".**

***14. If flyers are available in-store, take one and make note of any other offers or promotions that are aimed at encouraging the sale of environmentally preferable options. If there is nothing to report, please put "77".**

D. Product Presentation

***15. Were the following strategies used by the retailer to highlight environmentally preferable WASHING MACHINES? Mark "Yes" or "No":**

	Yes	No
Vibrant colours	<input type="radio"/>	<input type="radio"/>
Signs with evocative designs or imagery	<input type="radio"/>	<input type="radio"/>
Banners	<input type="radio"/>	<input type="radio"/>
Large signs/displays	<input type="radio"/>	<input type="radio"/>
Special lighting (i.e. spot lighting)	<input type="radio"/>	<input type="radio"/>
Electronic displays (i.e. video)	<input type="radio"/>	<input type="radio"/>
Preferential shelf placement (i.e. at eye level)	<input type="radio"/>	<input type="radio"/>
Clusters of environmentally preferable options within product categories	<input type="radio"/>	<input type="radio"/>
Designated areas for environmentally preferable options including multiple product categories	<input type="radio"/>	<input type="radio"/>
ENERGY STAR labels are highly visible	<input type="radio"/>	<input type="radio"/>
ENERGUIDE labels are highly visible	<input type="radio"/>	<input type="radio"/>
Small, highly visible signage	<input type="radio"/>	<input type="radio"/>
Other (Please specify in #16)	<input type="radio"/>	<input type="radio"/>

***16. If marked "Yes" to "Other" in #15, please describe. If marked "No" to "Other", please put "77".**

***17. Roughly how many washers are on display?**

#

***18. What percentage (select the nearest percentage) of the washing machines:**

	0%	25%	50%	75%	100%
Had ENERGY STAR stickers that were CLEARLY visible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had EnerGuide labels CLEARLY visible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had RETAILER environmental claims CLEARLY visible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had MANUFACTURER environmental claims CLEARLY visible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E. Employee Interaction: Sales Representative Demographics

***19. Age Group:**

24 or Younger

25 - 49

50 or Older

***20. Gender:**

Male

Female

***21. Position:**

Salesperson

Stocker

Store/Floor Manager

Unknown

***22. Do they normally sell washers?**

Yes

No

Unknown

***23. What was the degree to which the sales associate discussed each of the following features? Answer for both before (A) and after (B) the prompt regarding energy efficiency:**

0 = Not discussed

1 = Briefly mentioned

2 = Mentioned and explained

3 = Discussed in depth

4 = Strongly emphasized as important

	(A) Pre-Efficiency Prompt	(B) Post-Efficiency Prompt
Energy Savings	<input type="text"/>	<input type="text"/>
Water Savings	<input type="text"/>	<input type="text"/>
ENERGY STAR	<input type="text"/>	<input type="text"/>
EnerGuide label	<input type="text"/>	<input type="text"/>
Type of washer (front, top, non-agitator)	<input type="text"/>	<input type="text"/>
Energy saving FEATURES - Time delay, programming or other digital features	<input type="text"/>	<input type="text"/>
Water saving FEATURES - i.e. special sensors, cycle options, load size options, etc	<input type="text"/>	<input type="text"/>
Allergen reduction/elimination	<input type="text"/>	<input type="text"/>
Sanitize mode	<input type="text"/>	<input type="text"/>
Quiet operation	<input type="text"/>	<input type="text"/>
Anti-vibration	<input type="text"/>	<input type="text"/>
Automatic dispensers	<input type="text"/>	<input type="text"/>
Stackability	<input type="text"/>	<input type="text"/>
Size/Capacity	<input type="text"/>	<input type="text"/>
Fresh Air Fan	<input type="text"/>	<input type="text"/>
Ring/ Jewelry catcher	<input type="text"/>	<input type="text"/>
Manufacturer/Brand	<input type="text"/>	<input type="text"/>
Life expectancy of product	<input type="text"/>	<input type="text"/>
Link between features and energy/water use	<input type="text"/>	<input type="text"/>
Manufacturer branded environmental features	<input type="text"/>	<input type="text"/>
Other (Please specify in #24)	<input type="text"/>	<input type="text"/>

***24. If marked "Yes" to "Other" in #23, please describe. If marked "No" to "Other", please put "77".**

***25. When asking for more detail on energy and water efficient washing machines AND/OR when asking the salesperson to compare two comparable machines:**

- a. Did he/she know the information off the top of their head? ("77" to #26)
- b. Did he/she look for the information? (min:sec to #26)

***26. If sales associate had to look for information, how long did it take s/he to find it? If a marked, then "77". If b marked, then "Min:Sec".**

***27. How would you rate the sales associate's ability to:**

	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Very Good
a. Find energy and water efficient washing machines?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Find water usage information?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Find energy usage information?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***28. Comment on answers to #27 here. If no comments necessary, please type "77".**

***29. How would you rate the extent to which the sales associate:**

	1 Very Low	2 Low	3 Average	4 High	5 Very High
a. Cast energy efficiency as important?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Cast water efficiency as important?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Generally knew about water and energy efficiency?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***30. Comment on answers to #29 here. If no comments necessary, please type "77".**

***31. What was the sales associate's attitude to ENERGY STAR?**

- 1 Highly Negative
- 2 Negative
- 3 Indifferent
- 4 Positive
- 5 Highly Positive

***32. What was the sales associate's level of confidence in discussing ENERGY STAR?**

- 1 Highly Unsure
- 2 Unsure
- 3 Somewhat Unsure
- 4 Confident
- 5 Highly Confident

***33. Mark if the following descriptions of ENERGY STAR were mentioned, even if they seem to overlap.**

	Yes	No
ENERGY STAR "qualified" (note word use HERE, but not below)	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines reduce electricity use by around 30%	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines reduce water use by over 50%	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines save electricity	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines save water	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines are environmentally friendly	<input type="radio"/>	<input type="radio"/>
ENERGY STAR (qualified) washing machines save money	<input type="radio"/>	<input type="radio"/>
The sales associate did not know	<input type="radio"/>	<input type="radio"/>

***34. Please describe any contradictions to the ENERGY STAR descriptors in #33. If there were no contradictions, put "77".**

***35. Select the nearest percentage:**

	NA	0%	25%	50%	75%	100%
What percentage of machines did the salesperson say were ENERGY STAR (qualified)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

G. Employee Interaction: Presenting Company/Manufacturer Programs

***36. Did the salesperson refer to any overarching corporate- or retail-level environmental programs at any point during the interaction?**

- Yes with a prompt
 Yes without a prompt
 No

***37. What is the delivery and pick up option given by sales associate?**

- New machine not delivered, therefore old one not removed
 New machine delivered, but old one not removed from premises (left in house or taken to curb)
 New machine delivered and old one removed from premises but not recycled
 New machine delivered and old one removed from premises and recycled
 Other (please specify)

***38. With which of the following did the sales associate reply when asked about what else can be done with the machine?**

	Yes	No
Did not know	<input type="radio"/>	<input type="radio"/>
Side of the road	<input type="radio"/>	<input type="radio"/>
Take it to the landfill, they can handle washing machines/large appliances/white goods	<input type="radio"/>	<input type="radio"/>
Refer you to a dedicated broken appliance/white goods handling company	<input type="radio"/>	<input type="radio"/>
Sell (e.g. kijiji)	<input type="radio"/>	<input type="radio"/>
Donate (e.g., habitat for humanity)	<input type="radio"/>	<input type="radio"/>
Other (Please specify in #39)	<input type="radio"/>	<input type="radio"/>

***39. Comment on answers to #38 here. If no comments necessary, please type "77".**

***40. Are product specific materials available?**

- No
- Yes, but I did not take any
- Yes, I took them

***41. Is there any mention of ENERGY STAR in the materials?**

- Yes
- No
- NA (if no materials were available)
- Don't Know (if materials were available but you did not take them and do not remember)
- Other (please specify)

***42. Is there any mention of environmental programs in the materials?**

- Yes
- No
- NA (if no materials were available)
- Don't Know (if materials were available but you did not take them and do not remember)
- Other (please specify)

***43. Were there any other things that you observed that you think would be useful for us to know about this store and your shopping experience?**

H. Reflections

***44. Which machine did the sales associate encourage you to buy?**

- Front loading washing machine (without ENERGY STAR)
- Top loading washing machine with agitator (without ENERGY STAR)
- Top loading washing machine without an agitator (without ENERGY STAR)
- Front loading washing machine (with ENERGY STAR)
- Top loading washing machine with agitator (with ENERGY STAR)
- Top loading washing machine without an agitator (with ENERGY STAR)

***45. Was the product you were encouraged to buy part of a sale or special promotion?**

- Yes
- No

***46. How much did this machine cost?**

- <\$500
- \$501-\$750
- \$751-\$1000
- >\$1000

***47. How many minutes did you spend observing the store environment?**

- <5
- 6-10
- 11-15
- >15

***48. How many minutes did you spend with the salesperson?**

- <10
- 11-20
- 21-30
- >30

***49. Were there any facts that the sales person presented that came across as questionable? (example: "The difference in water use between top and front load washing machines is negligible")**

- Yes
- No

If yes, please describe:

***50. Did you encounter anything that would have compromised data collection?**

Yes

No

If yes, please describe: