

[CALL INTRODUCTION]

Hello, I am calling on behalf of Macro International and the United States Department of Agriculture (USDA) about a study on how people think about and prepare food for their families. Please, may I speak with the female head of the household?

- Yes.....1
- No..... 2 [TERMINATE]
- No female head of household..... 3 [TERMINATE]

<If caller asks how you got their number:

As I mentioned, we are working with researchers at USDA. We are calling random telephone numbers in Oklahoma City to talk with people about food and how it is prepared in their homes.

<If caller asks about who is conducting the interview:

I'm calling from Macro International, a national health research and consulting firm on behalf of the USDA. We conduct a lot of research for the federal government, including the USDA.

[WHEN TALKING WITH FEMALE HEAD OF HOUSEHOLD]

My name is _____ and I am calling on behalf of the United States Department of Agriculture (USDA). The USDA is interested in how people prepare food for their families.

<If caller asks how you got their number:

As I mentioned, we are working with researchers at USDA. We are calling random telephone numbers in Oklahoma City to talk with people about food and how it is prepared in their homes.

<If caller asks about who is conducting the interview:

I'm calling from Macro International, a national health research and consulting firm on behalf of the USDA. We conduct a lot of research for the federal government, including the USDA.

We would like to ask you a few questions to see if you qualify to participate in the study. These questions should only take a few minutes, and depending on your answers, you might be selected to participate in the full study, which will only take an additional 10 minutes of your time.

Do you have time to answer the initial questions now?

Yes No [If no, stop interview]

IF YES, PROCEED.

IF NO, THANK HER FOR HER TIME.

IF INTERESTED, BUT UNAVAILABLE RIGHT NOW, SCHEDULE COVENIENT CALL BACK TIME.

I will not ask for your name, address, or other personal information that can identify you. You do not have to answer any question you do not want to, and you can end the interview at any time. Your participation is entirely voluntary. Your answers will be held confidential and no identifying information will be associated with your responses or used in any reports. If you have any questions I will provide a telephone number—either here at Macro International or at the USDA—for you to call to get more information.

This interview may be monitored for quality assurance purposes.

IF RESPONDENT WANTS MORE INFORMATION, PROVIDE CONTACT INFORMATION BEFORE PROCEEDING:

[For questions about the survey administration/confidentiality concerns: Carol Freeman (Macro International) 240-747-4901]

[For questions about the nature of the study or validity of the study: <insert contact name> (USDA) <insert phone number>]

Do you have any questions or concerns before we start? [Record]

Screener

Q1. Do you have children age 10 and younger living in your household?

Yes.....1
No..... 2

Q2. Do older adults over the age of 65 live in your household?

Yes.....1
No.....2

[IF Q2 (KIDS)=2 and Q3(SENIORS)=2, TERMINATE]

Q3. Do you prepare meals at least three times a week, at home, for children 10 and younger or older family members (65 years and older)?

Yes..... 1
No..... 2 **[TERMINATE]**

Q4. Which of the following groups includes your age?

Under 18.....1 **[TERMINATE]**
18-24.....2 **[TERMINATE]**
25-34.....3
35-44.....4
45-495
50 or older.....6 **[TERMINATE]**

Q5. How many children living in your household fall into each of the following age groups?

_1 0 to 2 years old _____ (number of children)
_2 3 to 5 years old _____ (number of children)
_3 6 to ten years old _____ (number of children)

IF SURVEY IS TERMINATED:

Thank you for your interest; however, you did not qualify for this survey. Your responses have been recorded, and your participation in this survey is now complete.

We appreciate your willingness to share your opinions with us. Thank you!

IF RESPONDENT QUALIFIES:

We will now begin the survey, which should last about 10 minutes.

Awareness

A1. When you think of preparing meals and handling food, which safe food practice comes to mind first?

[VERBATIM RESPONSE 500 CHARACTERS]

A2. Which other safe food practices can you think of? (Responses combined with above)

**[VERBATIM RESPONSE 500 CHARACTERS] [VERBATIM RESPONSE 500 CHARACTERS]
[VERBATIM RESPONSE 500 CHARACTERS]**

A3. Next I am going to ask if you are familiar with the following safe food practices. Please answer yes or no after each of the following. **[RANDOMIZE LIST]**

- 1. Are you familiar with "Clean, Separate, Cook and Chill?"
- 2. What about "Wash hands with soap and warm water for 20 seconds before and after handling food?"
- 3. Or "Wash cutting boards and utensils in hot soapy water after each use?"
- 4. What about "Keep raw meat, poultry and seafood juices apart from other raw foods?"
- 5. Are you familiar with "Use a food thermometer to make sure food is safely cooked?"
- 6. What about "When using a microwave, stir food to prevent cold spots where bacteria can survive?"
- 7. Are you familiar with "Cool the fridge to 40°F or below?"
- 8. Or "Thaw meat, poultry and seafood in the fridge?"
- 9. Are you familiar with others not mentioned? (Please specify) **[VERBATIM RESPONSE 70 CHARACTERS] [DO NOT RANDOMIZE]**

Campaign Awareness (Post Test Only)

A4. Have you heard, read, or seen messages or advertising in the last month that would encourage you to start using safe food practices during food preparation?

- 1. Yes
- 2. No **[SKIP TO ATT1]**
- 3. Not sure

A5. In the past three months, have you seen, read or heard any advertising for any of the following safe food practices? Please answer yes or no after each of the following. **[ONLY READ ITEMS SELECTED IN A3; RANDOMIZE LIST]**

- 1. Clean, Separate, Cook and Chill?
- 2. Wash hands with soap and warm water for 20 seconds before and after handling food?
- 3. Wash cutting boards and utensils in hot soapy water after each use?
- 4. Have you heard "Use a food thermometer to make sure food is safely cooked?"
- 5. When using a microwave, stir food to prevent cold spots where bacteria can survive?

- 6. Cool the fridge to 40°F or below?
- 7. Thaw meat, poultry and seafood in the fridge?
- 8. Keep raw meat, poultry and seafood juices apart from other raw foods?
- 9. Have you seen, read or heard others not mentioned? (Please specify) **[VERBATIM RESPONSE 70 CHARACTERS] [DO NOT RANDOMIZE]**

If "NO" to all, SKIP TO ATT1

A6. You mentioned noticing advertising for safe food practices. Where did you see or hear this advertising for safe food practices? **[DO NOT READ LIST]**

- 1. Television
- 2. Radio
- 3. Magazine
- 4. Newspaper
- 5. Brochure or Flyer
- 6. Other (Please specify)

A7. Did any of the messages have the tagline *Be Food Safe*?

- 1. Yes
- 2. No **[SKIP TO A9]**
- 3. Not sure **[SKIP TO A9]**

A8. What do you specifically remember about the *tagline* associated with advertising for the safe food practices? **[VERBATIM RESPONSE 500 CHARACTERS]**

A9. Did any of the messages have a *jingle*?

- 1. Yes
- 2. No **[SKIP TO A11]**
- 3. Not sure **[SKIP TO A11]**

A10. What do you specifically remember about the *jingle* associated with advertising for the safe food practices? **[VERBATIM RESPONSE 500 CHARACTERS]**

A11. What did you do as a result of hearing about the need for using safe food practices? **[VERBATIM RESPONSE 500 CHARACTERS]**

A12. How did the advertising for safe food practices impact your feelings about the following? **[DO NOT READ SCALE VALUES]**

Very Strong Impact	Strong Impact	Slight Impact	Very Slight Impact	No Impact at All
5	4	3	2	1

- 1. Handling raw meats, poultry, and seafood
- 2. Food preparation
- 3. Your family's health
- 4. Your own health

Attitudes and Beliefs about Food Safety

Throughout the rest of this survey, when I use the phrase “food safety practices,” I am referring to activities such as washing hands before handling food, using separate cutting boards for raw meats, poultry, and fish, and vegetables, checking that foods are heated to safe temperatures, and refrigerating food.

Using the following scale, please indicate how much you agree or disagree with each of the following statements.

[DO NOT READ SCALE VALUES]

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
5	4	3	2	1

Perceived Susceptibility

- ATT1. _ Using safe food practices during food preparation can prevent harmful bacteria from making my family sick.
- ATT2. _ Washing my hands before preparing a meal will help prevent harmful bacteria from making my family sick.
- ATT3. _ Meats, poultry, and fish that are not cooked to safe internal temperatures are likely to carry harmful bacteria that could make my family sick.
- ATT4. _ Food left out, unrefrigerated, will cause harmful bacteria to grow and might make my family sick.

Perceived Benefits

Using the same scale, please indicate how much you agree or disagree with each of the following statements.

[DO NOT READ SCALE VALUES]

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
5	4	3	2	1

- ATT5. _ During meal preparation, using separate cutting boards for uncooked meats and vegetables will help prevent harmful bacteria from making my family sick.
- ATT6. _ Using a food thermometer to check that meats, poultry, and fish reach the correct internal temperature while cooking will help prevent harmful bacteria from making my family sick.
- ATT7. _ To avoid bacteria and germs spreading on food; food must be placed in covered containers inside the refrigerator within 2 hours.

Food Safety Behavior

Q6. Next, I'm going to ask you which of the following food safety practices have you used regularly while preparing food at home within the last three months. Please answer yes or no after each of the following. Have you:

- 1. Washed your hands with soap and warm water for 20 seconds before and after handling food
- 2. Washed cutting boards and utensils in hot soapy water after each use
- 3. Washed counter tops with hot soapy water after preparing food
- 4. Used a food thermometer to make sure food is safely cooked
- 5. Stirred microwaved food to prevent cold spots where bacteria can survive
- 6. Brought sauces, soups and gravies to a rolling boil when reheating
- 7. Cooled the fridge to 40°F or below
- 8. Refrigerated leftovers and takeout foods within 2 hours
- 9. Divided leftovers into shallow containers for rapid cooling
- 10. Thawed meat, poultry and seafood in the fridge
- 11. Used one cutting board for raw meat and another for vegetables
- 12. Kept raw meat, poultry and seafood juices apart from other raw foods
- 13. Other (Please specify) **[VERBATIM RESPONSE 70 CHARACTERS] [DO NOT RANDOMIZE]**

Q7. In thinking about preparing meals, which of the following statements best represents your use of safe food practices?

- 1. I have been using most of these safe food practices for a while
- 2. I recently started using more of these safe food practices
- 3. I plan to start using more of these safe food practices within the next month
- 4. I plan to start using more of these safe food practices but I am not sure when
- 5. I do not plan to start using more of these safe food practices

Q8. I am going to ask you about items available to you in your home. Do you have:

- 1. A meat thermometer
- 2. A refrigerator/freezer thermometer
- 3. Shallow covered containers (glass or plastic)
- 4. Plastic wrap, aluminum foil, or baggies
- 5. Multiple cutting boards or cutting surfaces
- 6. Other (please Specify)

Q9. Using the following scale, please tell me how likely or unlikely is it that you will discuss safe food practices with a family member or friend in the next month?

[DO NOT READ SCALE VALUES]

Very Likely	Somewhat Likely	Neither Likely Or Unlikely	Somewhat Unlikely	Very Unlikely
5	4	3	2	1

Demographics

Now I have a few questions about your general background. These last few questions are for classification purposes only.

Q10. What is the highest level of education you have completed?

- Graduated high school or less.....1
- Completed some college or technical school.....2
- Graduated from college.....3
- Some graduate work.....4
- Obtained post-graduate degree.....5

Q11. Which of the following best describes your annual household income before taxes? Would it be...?

- Less than \$25,000.....1
- \$25,000 to less than \$50,000.....2
- \$50,000 to less than \$75,000.....3
- \$75,000 to less than \$100,000.....4
- \$100,000 or more.....5
- Don't know.....6
- Refused.....7

Q12. Which of the following best describes your ethnic origin?

- Hispanic or Latino 1
- Not Hispanic or Latino 2

Q.13. Which of the following best describes your ethnic origin?

- American Indian or Alaska Native.....1
- Asian.....2
- Black or African American.....3
- Native Hawaiian or Other Pacific Islander.....4
- White.....5
- Other (specify).....6
- Don't know.....7
- Prefer not to say.....8

End of survey: Those are all of the questions that I have for you today. On behalf of Macro International and the United States Department of Agriculture, I would like to thank you for your time and participation.

Media Use (OPTIONAL: PRE-Test Only) – Depends on time availability

M1. How frequently do you participate in each of the following activities? **[RANDOMIZE LIST; DO NOT READ SCALE VALUES]**

Daily or Almost Daily	At Least Once a Week	A Few Times a Month	Once a Month or Less	Never
5	4	3	2	1

- 1 Listen to the radio
- 2 Watch television
- 3 Read the local newspaper
- 4 Read magazines
- 5 Visit news Websites on the internet

M2. When listening to the radio, which of the following radio stations do you typically listen to?

- 1 TBD
- 2 TBD
- 3 TBD
- 4 TBD
- 5 TBD

M3. In general, at what times of day do you typically listen to the radio? Please choose all that apply.

- 1 Early Morning – between 6am and 8:30am
- 2 Mid-Morning – after 8:30 am and before 10:30 am
- 3 Late Morning – after 10:30 am and before 11:30 am
- 4 Early Afternoon – after 11:30 am and before 2:30 pm
- 5 Late Afternoon – after 2:30 pm and before 5:30 pm
- 6 Early Evening – after 5:30 pm and before 7:30 pm
- 7 Mid- Evening – after 7:30 pm and before 9:30 pm
- 8 Late Evening – after 9:30 pm and before 12:00 pm