**Food Safety**

**Exploratory Research**

**Hispanic Respondent Screener**

**November/December 2010**



**Respondent Criteria:**

|  |  |  |
| --- | --- | --- |
| Hispanic parents who cook for their families | * Male or Female – mix of genders
* Is a parent and/or cares for a child (ages 4-12)
* Split interviews 50/50:
	+ HHI $35k - 50k
	+ HHI >$50k
* Primary meal preparers
* Cooks with meat, poultry, or fish at least twice a week
* Articulate
* Hispanic
* Primarily speaks Spanish and consumes media in Spanish
* Has not attended focus group in past 6 months
* Does not work in a produce, livestock, farming, butcher, or other food processing-related industry
 |  |

***HISPANIC PARENT SCREENER BEGIN***

*(ASK TO SPEAK WITH HEAD OF HOUSEHOLD)*

**Hello, my name is \_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_, a marketing research firm. We are conducting a study among parents concerning cooking habits and would like to ask you a few questions. I want to assure you that this is not a sales call and nobody will try to sell you anything as a result of your cooperation. Can I have a few minutes of your time? Thank you.**

1 RECORD GENDER

( ) Female

( ) Male

2a. Do you, anyone in your household or a close relative or friend work for the following:

( ) Marketing or marketing research firm ***(TERMINATE)***

( ) Advertising or public relations agency ***(TERMINATE)***

( ) Any diet or nutrition-related company, program or service ***(TERMINATE)***

( ) A medical practice, hospital, clinic or other health-related industry ***(TERMINATE)***

( ) A produce, livestock, farming, butcher, or other food processing-related industry ***(TERMINATE)***

( ) An eating establishment or restaurant industry ***(IF SO, PLEASE PROCEED TO 2b)***

2b. Do you, anyone in your household or a close relative or friend work in the kitchen of a restaurant or eating establishment?  ***(RECRUIT MAX OF 2 PER MARKET)***

3. What is your age? ­*(DO NOT PROMPT)* \_\_\_\_\_\_\_\_\_\_\_\_

 **MUST BE AGE 20-40. TERMINATE FOR ALL OTHER AGES**

4a. Have you ever participated in a market research study?

 ( ) Yes (CONTINUE)

 ( ) No (SKIP TO Q.6)

4b. When was the last time you participated in a market research study? (READ LIST)

 ( ) Less than six months ago **(TERMINATE)**

 ( ) More than six months ago (CONTINUE)

5a. We want to make sure that we include a good mix of people in this study, which of the following best describes your race/ethnicity? Are you:

( ) Hispanic or Latino

( ) Not Hispanic or Latino **(TERMINATE)**

Are you:

( ) American Indian or Alaska Native

( ) Asian

( ) Black or African-American

( ) Native Hawaiian or Other Pacific Islander

( ) White

 ( ) Other (fill in)

5b. Which of the following best describes your family’s situation?

( ) Spanish is the only language spoken by members of this household

( ) Spanish is the language spoken most often by members of this household

 but English is spoken as well

( ) Spanish and English are spoken about equally by members of this household **(TERMINATE)**

( ) English is the language spoken most often by members of this household

 but Spanish is spoken as well **(TERMINATE)**

( ) English is the only language spoken by members of this household **(TERMINATE)**

5c. Thinking of all the Television and radio that you watch and listen to, would you say you…

( ) Watch and listen only to only stations in English (TERMINATE)

( ) Watch and listen to Mostly English stations, but some Spanish ones as well (TERMINATE)

( ) Watch and listen to stations in both languages equally (TERMINATE)

( ) Watch and listen to Mostly Spanish stations, but some English ones as well

 ( ) Watch and listen to Only Spanish Stations

5d. In what country were you born?

 [ ] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Are you a parent of any **children** 4-12 years of age?

 ( ) Yes................................. CONTINUE

 ( ) No............................... TERMINATE

**All RESPONDENTS MUST BE A PARENT OF A CHILD 4-12**

7. Which range best describes your annual household income?

( ) Up to $35000 **(TERMINATE)**

( ) $35,001-50,000

( ) $50,001-75,000

( ) $75,000 or more

**HHI Quota: 50% $35-$50K; 50% >$50K**

8a. Do you consider yourself to be the primary meal preparer or co-preparer in your household?

 ( ) Yes

 ( ) No **(TERMINATE)**

8b. How often would you say you prepare meal for your family?

 ( ) Less than once a week

 ( ) Once, twice or three times a week

 ( ) Four to five times a week

 ( ) more than five times a week

9. How often would you say you cook with raw meat, poultry, or fish?

 ( ) Once or less a week **(TERMINATE)**

 ( ) twice to three times a week

 ( ) Four to five times a week

 ( ) More than five times a week

# 10. Now I’d like to change the subject and talk about something else. What is your favorite meal to cook for your family? Why is this meal your favorite?

**THIS QUESTION IS ASKED TO DETERMINE WHETHER OR NOT THE RESPONDENT CAN CLEARLY ARTICULATE HIS THOUGHTS AND FEELINGS. IF RESPONDENT ANSWERS “I DON’T KNOW” OR EXPRESSES RELUCTANCE TO EXPRESS HIS/HER OPINION, TERMINATE. ALL RESPONDENTS MUST BE EXTREMELY ARTICULATE**

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