

**Food Safety  
Exploratory Research  
Hispanic Respondent Screener  
November/December 2010**



**Respondent Criteria:**

<p>Hispanic parents who cook for their families</p>	<ul style="list-style-type: none"> <li>- Male or Female – mix of genders</li> <li>- Is a parent and/or cares for a child (ages 4-12)</li> <li>- Split interviews 50/50:             <ul style="list-style-type: none"> <li>o HHI \$35k - 50k</li> <li>o HHI &gt;\$50k</li> </ul> </li> <li>- Primary meal preparers</li> <li>- Cooks with meat, poultry, or fish at least twice a week</li> <li>- Articulate</li> <li>- Hispanic</li> <li>- Primarily speaks Spanish and consumes media in Spanish</li> <li>- Has not attended focus group in past 6 months</li> <li>- Does not work in a produce, livestock, farming, butcher, or other food processing-related industry</li> </ul>	
---	--	--

**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**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-00xx. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.