

**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"> - Male or Female – mix of genders - Is a parent and/or cares for a child (ages 4-12) - Split interviews 50/50: <ul style="list-style-type: none"> o HHI \$35k - 50k o 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 	
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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
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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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