

**Food Safety  
Exploratory Research  
English Speaking Respondent Screeners  
March 2011**



**Respondent Criteria:**

Parents who cook for their families (GM)	<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>- Self- defines as average HHI or somewhat above average</li><li>- Mix of race/ethnicities</li><li>- Primary food preparers</li><li>- Cooks with meat, poultry, or fish at least twice a week</li><li>- Articulate</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>	
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**GM 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.5)

- 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

Are you:

- American Indian or Alaska Native  
 Asian  
 Black or African-American  
 Native Hawaiian or Other Pacific Islander  
 White  
 Other (fill in)

- 5b IF HISPANIC ASK: Which of the following best describes your family's situation?

- Spanish is the only language spoken by members of this household **(TERMINATE)**
- Spanish is the language spoken most often by members of this household but English is spoken as well **(TERMINATE)**
- Spanish and English are spoken about equally by members of this household
- English is the language spoken most often by members of this household but Spanish is spoken as well
- English is the only language spoken by members of this household

6a. Are you a parent or do you care for any children 4-12 years of age?

- Yes..... CONTINUE
- No..... TERMINATE

6b. In which capacity do you care for a child aged 4-12 (READ LIST)?

- Mom
- Dad
- guardian
- grandparent
- other relative
- daycare provider
- Other\_\_\_\_\_

<b>ALL RESPONDENTS MUST BE A MOM OR DAD OF A CHILD 4-12</b>
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8. Which range best describes your annual household income?

- Up to \$35000 **( TERMINATE )**
- \$35,001-50,000
- \$50,001-75,000
- \$75,000 or more **(TERMINATE)**

<b>Aim for at least: 50% \$35-\$50K</b>
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9a. Do you consider yourself to be the primary meal preparer or co-preparer in your household?

- Yes
- No **(TERMINATE)**

9b. How often would you say you prepare meal for your family?

- Less than once a week **(TERMINATE)**
- Once, twice or three times a week **(TERMINATE)**
- Four to five times a week
- more than five times a week

10. 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

13. 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?

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**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**