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Department of Health and Human Services  
Food and Drug Administration  
CFSAN/PRB Comments/HFS-24  
5100 Paint Branch Parkway  
College Park, MD 20740-3835.

## **["Real Time" Survey of Consumer Knowledge, Perception, and Reported Behavior Concerning E-coli Outbreak and Spinach Recall]**

### **[Screener and Questionnaire]**

Thank you for responding to the invitation to participate in this survey on a recent E-coli outbreak and spinach recall.

Please answer a few questions to see if you are eligible to participate in the study. Please be assured that all of your answers are kept confidential and no personal identifying information is retained with your answers. If any part of the survey makes you uncomfortable, please feel free to stop at any time.

S1. Are you at least 18 years old?

- YES
- NO ["You must be at least 18 years old to participate in this study. Thank you very much for your interest in our research."] [eliminate]

S2. Have you shopped for groceries for yourself or others in the last month?

- Yes
- No ["We are looking for participants who have shopped for groceries in the past month. Thank you very much for your interest in our research."] [eliminate]

- S3. Do you or does someone from your immediate family work for any of the following:
- Market Research Firm ["We are recruiting individuals with certain characteristics. Thank you very much for your interest in our research."] [eliminate]
  - The Food and Drug Administration, U.S. Department of Agriculture,
  - or State or local food agency ["We are recruiting individuals with certain characteristics. Thank you very much for your interest in our research."] [eliminate]
  - Food Industry or Food Retailer ["We are recruiting individuals with certain characteristics. Thank you very much for your interest in our research."] [eliminate]

We are interested in what you have heard about the current E-coli problem in spinach. We are interested in spinach that you would buy at a store or have at a food establishment away from home. This survey will take about 10 minutes to complete. Please allow enough time to complete the entire survey in one sitting. All responses will be kept confidential.

### **[Knowledge/Information Seeking]**

1. Have you heard or read anything in the last week about health risks related to eating raw spinach?

- 0. No
- 1. Yes
- 98. DON'T KNOW

1a. Have you heard or read anything in the last week about a raw spinach recall? That is, have you heard or read anything in the last week about returning raw spinach to the store, or that some raw spinach is potentially contaminated with disease-causing organisms?

- 0. No
- 1. Yes
- 98. DON'T KNOW

2. Have you seen anything on television in the last week about a spinach recall?

- 0. No
- 1. Yes
- 98. DON'T KNOW

3. Have you seen anything in the newspaper in the last week about a spinach recall?

- 0. No
- 1. Yes
- 98. DON'T KNOW

4. Have you seen anything on the internet in the last week about a spinach recall?

- 0. No
- 1. Yes
- 98. DON'T KNOW

4a. Have you heard anything on the radio in the last week about a spinach recall?

- 0. No
- 1. Yes
- 98. DON'T KNOW

[If Q1 thru Q4a=0, skip to Q12]

5. Do you remember what you heard or read about raw spinach?

Did you hear . . .?

- 5a. Do not eat any spinach
- 5b. Do not eat certain types of spinach
- 5c. Do not eat certain brands of spinach
- 5d. Cook spinach well before eating
- 5e. Return spinach to the food store
- 5f. Discard spinach
- 5g. Other \_\_\_\_\_ [specify]

- 0. No
- 1. Yes
- 98. DON'T KNOW

[6a for 1<sup>st</sup> wave only] [If Q5a thru Q5g=0, skip to Q7]

6a to 6g. How likely are you to follow that advice [insert item from list above]? Would you say . . .?

- 1. not very likely,
- 2. somewhat likely, or
- 3. very likely?
- 8. DON'T KNOW

7. Did you go to any of the following sources for information about the spinach recall?

[y/n for each source]

- 7a. The Centers for Disease Control, or CDC, website
- 7b. The Food and Drug Administration, or FDA, website

- 7c. The U.S. Department of Agriculture, or USDA, website
- 7d. The Foodsafety.gov website
- 7e. News websites
- 7f. Food company websites
- 7g. The Centers for Disease Control, or CDC, 1-800 number
- 7h. The Food and Drug Administration, or FDA, 1-800 number
- 7i. Your State department of health
- 7j. Newspapers or television
- 7k. Blog articles, podcasts, or other social media sources

- 0. No
- 1. Yes
- 98. DON'T KNOW

8. How informed would you say you are about the current spinach recall, if one means you are not at all informed and ten means you are very well informed?

- 1. Not at all informed
- 10. Very well informed
- 98. DON'T KNOW

9. On the same 10-point scale, how informed would you say you are about....

- a. The causes of E-coli contamination in the current spinach recall
- b. What the government is doing to find the source of the E-coli problem for the spinach recall]
- c. What manufacturers/retailers are doing to find the source of the E-coli problem for the spinach recall
- d. The number of U.S. States involved in the spinach recall.
- e. Whether the State where you live is involved in the spinach recall.
- f. What the government is doing to make sure the spinach recall doesn't happen again
- g. Ways to protect yourself from spinach contaminated with E-coli

- 1. Not at all informed
- 10. Very well informed
- 98. DON'T KNOW

10. Using a 10-point scale, how informed about the current spinach recall would you say are the grocery stores or markets where you usually purchase food?

- 1. Not at all informed
- 10. Very well informed

98. DON'T KNOW

11. Using a 10-point scale, how safe do you think it is currently to eat raw spinach associated with the spinach recall?

1. Not at all safe

10. Very safe

98. DON'T KNOW

**[Behavior]**

12. In the past year, have you eaten raw spinach?

0. No

1. Yes

98. DON'T KNOW

13. In the past month, did you eat any raw spinach?

0. No

1. Yes

98. DON'T KNOW

14. Have you eaten any raw spinach this week?

0. No

1. Yes

98. DON'T KNOW

15. Do you currently have any raw spinach in your home?

0. No

1. Yes

98. DON'T KNOW

16. Would you say that raw spinach is a regular part of your daily food intake?

0. No

1. Yes

98. DON'T KNOW

17. Weekly food intake?

0. No

1. Yes

98. DON'T KNOW

18. Monthly food intake?

0. No

1. Yes

98. DON'T KNOW

[If Q1 thru Q4a=0, skip to Q24]

19. Since hearing about the recall, have you changed how much raw spinach you eat?

Are you eating [select one best answer]

1. more raw spinach.
2. the same amount of raw spinach.
3. less raw spinach.
4. no raw spinach at all since hearing about the recall.
5. only raw spinach that is not part of the recall.
8. DON'T KNOW

19a. If you selected "no raw spinach at all," which of the following is true?

I have not eaten raw spinach because . . .

- 19.a.1. no particular reason
- 19.a.2. I have not had a taste for spinach
- 19.a.3. I have not had the opportunity
- 19.a.4. I want to avoid becoming ill
- 19.a.5. I want to follow the health advisory
- 19.a.6. spinach is unavailable for purchase

[If Q19=4, skip to Q20]

19b. Since hearing about the recall, have you changed how often you eat raw spinach?

Have you eaten raw spinach [select one best answer]

1. more often.
2. as often as usual.
3. less often.
8. DON'T KNOW

20. Once you hear that the spinach available in stores and restaurants are no longer part of the problem that caused the E-coli outbreak, how soon will you resume eating raw spinach?

1. I have not stopped eating raw spinach
2. Immediately or as soon as I have an occasion to eat it
3. I plan to wait awhile.
4. I do not intend to eat raw spinach again.

21. If you were unable to eat raw spinach for three months, do you have other foods to choose from that could *easily* take its place?

0. No
1. Yes

98. DON'T KNOW

22. On a 10-point scale, how difficult would it be for you and your family to limit how much you eat of raw spinach? Would you say...

- 1. not at all difficult
- 10. very difficult
- 98. DON'T KNOW

23. Does what you know about the spinach recall make you more or less likely to eat at restaurants, or does it have no impact?

- 1. More likely
- 2. Less likely
- 3. No impact

**[Perception]**

24. On a scale from strongly disagree to strongly agree, please indicate your response about the following

24a. I want to prevent foodborne illnesses (or getting sick from food)

- 1. Strongly disagree
- 10. Strongly agree
- 98. DON'T KNOW

24b. I want the ability to protect myself from foodborne illnesses (or getting sick from food)

- 1. Strongly disagree
- 10. Strongly agree
- 98. DON'T KNOW

24c. I really don't care about foodborne illnesses (getting sick from food)

- 1. Strongly disagree
- 10. Strongly agree
- 98. DON'T KNOW

[If Q1 thru Q4a=0, skip to Q32]

25. In terms of protecting your health, how important do you think it is to follow the spinach recall recommendations?

- 1. Not at all important
- 10. Very important
- 98. DON'T KNOW

26. Do you believe you have the information you need to keep yourself and your family safe from E-coli associated with the spinach recall?

- 0. No

- 1. Yes
- 98. DON'T KNOW

27. How believable to you is the information about E-coli outbreak from raw spinach?

- 1. not at all believable
- 10. Completely believable
- 98. DON'T KNOW

28. How worried are you about becoming infected or getting ill from spinach or E-coli?

- Not at all worried
- Not too worried
- Somewhat worried
- Very worried
- 98. DON'T KNOW

29. How angry are you that spinach was contaminated with E-coli?

- Not at all angry
- Not too angry
- Somewhat angry
- Very angry
- 98. DON'T KNOW

30. Using a 10-point scale, how likely do you think it is that you or members of your family would get sick from eating raw spinach associated with the current spinach recall?

- 1. Not at all likely
- 10. Very likely
- 98. DON'T KNOW

31. How likely is it that you or members of your family would have serious long-term health problems from eating raw spinach associated with the current spinach recall?  
Would you say...

- 1. Not at all likely
- 10. Very likely
- 98. DON'T KNOW

32. Would you now like to have more information about the current spinach recall advisory?

- 0. No
- 1. Yes (provide link to advisory)
- 98. DON'T KNOW



**[Demographics.]**

33. How many total people, including yourself, live in your household? (Range = 1-97)

(Include foster children, roommates or housemates, and people staying with you last night who have no permanent place to stay. This includes people living with you most of the time while working, even if they have another place to live. Do not include college students living away while attending college, people in a correctional facility, nursing home or psychiatric hospital last night, armed forces personnel living somewhere else, people who live or stay at another place most of the time.

\_\_\_\_\_ NUMBER  
98. DON'T KNOW

[If Q33 <2, skip to Q37]

How many of these people in your household are . . .

34. Children younger than five years old?

\_\_\_\_\_ (Range = 0 to 20)  
98. DON'T KNOW

35. Children between 5 and 18 years?

\_\_\_\_\_ (Range = 0 to 20)  
98. DON'T KNOW

36. Adults 60 years of age or older?

\_\_\_\_\_ (Range = 0 to 20)  
98. DON'T KNOW

37. Are you or is anyone in your household pregnant?

1. YES, I am pregnant.
2. Yes, someone in my household is pregnant
3. NO
8. DON'T KNOW

38. Please read the following list of health conditions and indicate if you have been told by a doctor that you have any of them: liver disease, currently receiving chemotherapy or radiation therapy, HIV, AIDS, organ transplant, or weakened immune system.

1. Yes, I have at least one of the conditions listed.
2. No, I do not have any of the conditions listed.
8. DON'T KNOW

39. Please select one of the following. Are you:

0. Male
1. Female

40. What is your age in years? **[Open ended]**

\_\_\_\_\_

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

1. Less than high school
2. High school graduate or GED
3. Technical/vocational school
4. Community college
5. Some college (1-3 years towards Bachelor's degree)
6. College (Bachelor's degree)
7. Advanced degree (post graduate degree)

42. Are you of Hispanic or Latino origin?

0. No
1. Yes

43. What is your race? You may choose one or more categories. Are you?

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or other Pacific Islander
5. American Indian or Alaska Native
6. Other

44. Please provide any comments you wish. **[Open-ended]**