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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  
"All Clear" E-coli Outbreak and Spinach Recall]**

**[Screeners 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 recently 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
- 5h. It is ok to eat all types of raw spinach
- 5g. Other \_\_\_\_\_ [specify]

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

7. Did you go to any of the following sources for further 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

11. Using a 10-point scale, how safe do you think it is currently to eat raw spinach associated with the recent [food product] 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 are 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

19a. If you have not recently eaten raw spinach, which of the following is true?

I have not recently 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 wanted to avoid becoming ill
- 19.a.5. I wanted to follow the food recall health advisory
- 19.a.6. spinach were 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

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

20. Once you hear that the raw 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 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

**[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

26. Do you believe you had the information you need to keep yourself and your family safe from foodborne E-coli during the recent spinach recall?

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

32. Would you now like to have more information about the recent 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]**