



**FOOD SAFETY EDUCATION TRACKING SURVEY QUESTIONNAIRE**  
**Tracking Research – Post-wave Survey**  
**General Market Questionnaire**  
**v4-16-12 DRAFT**

**Respondent Criteria:**

Parents and caregivers of children in U.S. National household (n = 600)	<ul style="list-style-type: none"><li>- Male/Female (40/60% mix)</li><li>- All respondents ages 20-45 yrs (equitable distribution and/or mix per U.S. census)</li><li>- Caregivers for a child age 4-12</li><li>- All respondents cook meals &gt;=4x/week</li><li>- <b>[GM ONLY]</b> Race/ethnicity: 65% Caucasian, 16% Hispanic, 12% African American, 4% other</li><li>- Mix of income levels</li></ul>
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Introduction

**INTERVIEWER NOTE: [PLEASE ASK TO SPEAK TO THE HEAD OF HOUSEHOLD OR CAREGIVER]**

Hello, my name is \_\_\_\_\_ and I am calling on behalf of Cayenne Global, a company that conducts market research studies. Today we are conducting a very important study about food preparation habits, and we would like to ask you a few questions, it will take about 15 minutes. May I continue?

1. Record Gender
  - a. Male
  - b. Female
  
2. What is your age? **[PROGRAMMING NOTE: IF AGE<20 or >45 TERMINATE]**
  - a. \_\_\_\_\_
  
3. Are you a parent or do you care for any **children** 4-12 years of age in your household?
  - a. Yes
  - b. No **[TERMINATE]**
  
4. In which capacity do you care for a child aged 4-12
  - a. Mom
  - b. Dad
  - c. Legal Guardian
  - d. Grandparent
  - e. Other \_\_\_\_\_

5. 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
  - a. Hispanic or Latino
  - b. Not Hispanic or Latino
  
6. IF HISPANIC ASK: Which of the following best describes your family's situation?
  - a. Spanish is the only language spoken by members of this household **[TERMINATE]**
  - b. Spanish is the language spoken most often by members of this household but English is spoken as well **[TERMINATE]**
  - c. Spanish and English are spoken about equally by members of this household
  - d. English is the language spoken most often by members of this household but Spanish is spoken as well
  - e. English is the only language spoken by members of this household
  
7. Are you **[READ OPTIONS a-e, and let participant know that they may choose more than one category]**
  - a. American Indian or Alaska Native
  - b. Asian
  - c. Black or African-American
  - d. Native Hawaiian or Other Pacific Islander
  - e. White
  - [IF RESPONDENT PROVIDES ANOTHER OPTION, WRITE IT IN (but do not read this option to the participant)]**
  - f. Other \_\_\_\_\_
  
8. Do you consider yourself to be the primary meal preparer or co-preparer in your household?
  - a. Yes
  - b. No **[TERMINATE]**
  
9. How often would you say you prepare meal for your family?
  - a. Once or less a week **[TERMINATE]**
  - b. twice to three times a week
  - c. Four to five times a week
  - d. More than five times a week
  
10. How often would you say you cook with raw meat, poultry, or fish?
  - a. Once or less a week
  - b. Twice to three times a week
  - c. Four to five times a week
  - d. More than five times a week

**MAIN QUESTIONNAIRE**

We're going to ask a few questions about food preparation practices

11. When thinking about the food you prepare for your family what potential risks to their health come to mind as things you worry about? Please list as many as you can.

a. \_\_\_\_\_ [OPEN ENDED]

12. How concerned are you about the following potential risks to your family's health?

<b>[Randomize List]</b>	Not too/ at all concerned	Somewhat concerned	Very concerned	Extremely concerned	Not sure
Food Poisoning					
Obesity					
Chemicals in foods					
Amount of salt in food					

13. For each action described below, please indicate which statement best describes you.

<b>[Randomize List]</b>	I take this step every time I prepare a meal	I take this step most of the time, but not always	I take this step sometimes	I rarely/never take this step	DK/Not Sure
Use a food thermometer to make sure that meat, poultry and fish have been cooked to a safe temp (e.g. 160 degrees for ground meat)					
Use different cutting boards to separate meat/poultry/fish from vegetables while preparing					

food.					
Keep raw foods chilled before cooking					
Refrigerate cooked foods within 2 hours after cooking					
Wash cooking surfaces, utensils and hands often while cooking					
Defrost meat or chicken in the refrigerator					

14. There are some steps that are important to take when preparing food at home to help prevent food poisoning and others that are not necessary. Please indicate, in your opinion, how **important or unimportant** the following steps are with regard to preventing food poisoning in your home.”

<i>[Randomize List]</i>	Extremely Important	Very Important	Somewhat Important	Not too/at all important	DK/Not Sure
Use a food thermometer to make sure that meat, poultry and fish have been cooked to a safe temp (e.g. 160 degrees for ground meat)					
Use different cutting boards to separate meat/poultry/fish from vegetables while preparing food.					
Keep raw foods chilled before cooking					
Refrigerate					

cooked foods within 2 hours after cooking					
Wash cooking surfaces, utensils and hands often while cooking					
Separate meat and dairy while cooking					
Boil milk before drinking					
Wash meat or chicken before cooking					
Defrost meat or chicken in the refrigerator					

15. How common do you think it is for people in the United States to get food poisoning because of the way food is prepared in their home? Would you say that it is
- Very Common
  - Somewhat Common
  - Not Very Common
  - Don't Know
16. How common do you think it is for people in the United States to get food poisoning from restaurant food? Would you say that it is
- More common than food prepared at home
  - Less common than food prepared at home
  - About as common as food prepared at home
  - Don't Know
17. How much control do you believe you have in preventing your child from getting sick from the food you prepare at home?
- Complete Control
  - A lot of control
  - Some control
  - A little control
  - No control
18. Which of the following items do you currently have in your kitchen? **[Select all that apply]**
- Food thermometer to check when meat, poultry, and fish are safe to eat
  - Separate cutting boards for vegetables and meat/poultry/fish

- c. A fridge thermometer (either a thermometer that's built in to your fridge or a thermometer that you place in your fridge) to ensure that foods are chilled to safe temperatures
- d. Running water

19. Please think about all of the different places you have seen, heard, or read about WAYS TO PREVENT FOOD POISONING IN THE HOME, including all the different kinds of advertising, publicity and other activities that talk about it. Have you seen, heard or read anything about this recently?

- a. Yes
- b. No
- c. [VOL] DK/REF

20. Have you heard of a website called FOODSAFETY.GOV?

- a. Yes
- b. No
- c. [VOL] DK/REF

21. Have you seen any advertisements about preventing food poisoning containing the message "Cook, Clean, Chill, and Separate, and that direct you to foodsafety.gov to learn more?"

	Yes	No	Not sure
A. An online ad on a website			
B. In a magazine or newspaper			
C. On TV			
D. On the radio			
E. A poster in your school			
F. A ad around your neighborhood, such as on a bus stop, in a mall or on a billboard			
G. On a food package or label			
H. In a supermarket			
I. At a Wal-Mart			
J. In a doctor's office			

22. **[If Yes, and If TV commercial]** – Can you describe the TV ad you saw? **[Write verbatim response]**
- \_\_\_\_\_
  - Don't know
23. **[If Yes, and If At a Wal-Mart]** – Can you describe the ad you saw? **[Write verbatim response]**
- \_\_\_\_\_
  - Don't know
24. **Have you seen any of these ads around the following holidays? [READ LIST]**
- Fourth of July/Independence Day
  - Thanksgiving
  - The Super Bowl
  - Other holiday (Please specify)
  - Don't know
  - No, I did not see any of these ads during the holidays
25. **Have you seen any food safety ads or messages featuring the chef Ingrid Hoffmann from *Simply Delicioso* on Food Network and *Delicioso* on Galavision/Univision?**
- Yes
  - No
  - Don't know
26. **[If Yes]** - Have you seen or heard any of these food safety messages or ads on the following:
- AOL online
  - Twitter
  - Facebook
  - A blog
  - An online forum
  - TV ad or program
  - TV news segment
  - Radio
  - Don't know

Now I'm going to read you some descriptions of a few different television and radio ads about protecting your family from food poisoning in your home. Please tell me whether you have seen or heard the ad once I have finished describing it.

**[SPLIT SAMPLE – EACH RESPONDENT HEARS 2 DESCRIPTIONS (Q27-30)]**

27. One ad shows a mother in a living room sending a live chicken to stand in the corner while keeping a bunch of carrots in the other corner. At the end of the ad, the announcer tells viewers to separate raw meat from vegetables to keep your family safer and to visit FOOD-SAFETY-DOT-GOV to learn more. Have you seen this ad on TV or some other place?

28. One ad shows a man chopping vegetables in his kitchen while a lawn sprinkler sprays water over all the surfaces and utensils. At the end of the ad, the announcer tells viewers to wash dishes and utensils thoroughly throughout the cooking process to keep your family safer and to visit FOOD-SAFETY-DOT-GOV to learn more. Have you seen this ad on TV or some other place?
29. One ad shows a pig sitting in a sauna, enjoying the heat with a buddy. At the end of the ad, the announcer tells viewers to always make sure to cook food to the right temperature to keep your family safer and to visit FOOD-SAFETY-DOT-GOV to learn more. Have you seen this ad on TV or some other place?
30. One ad shows a lobster sitting on a couch next to a man surrounded by fans, air conditioners and bowls of ice. At the end of the ad, the announcer tells viewers to always chill raw and prepared food promptly to keep your family safer and to visit FOOD-SAFETY-DOT-GOV to learn more. Have you seen this ad on TV or some other place?

Ok. We have just a few more questions on a completely different subject.

31. What was the last year of school you completed? **[DO NOT READ LIST]**
  - a. Less than high school
  - b. High school degree
  - c. Some college/Associate's Degree
  - d. 4-year college degree
  - e. Some Graduate training or Graduate degree
  - f. [VOL] DK/REF
32. Which of the following best describes your living situation? Do you:
  - a. Live with a spouse or partner
  - b. Live without a spouse or partner
  - c. Other (SPECIFY \_\_\_\_\_)
  - d. [VOL] DK/REF

#### CODE INCOME

33. Which classification best describes your total pre-tax household income? [*\*Add popup option: "Why do we ask this question?"*]
  - a. Under \$10,000 [0]
  - b. \$10,000-\$19,999 [1]
  - c. \$20,000-\$29,999 [2]
  - d. \$30,000-\$39,999 [3]
  - e. \$40,000-\$49,999 [4]
  - f. \$50,000-\$74,999 [5]
  - g. \$75,000-\$99,999 [6]
  - h. More than \$100,000
  - i. Prefer not to state



CODE EMPLOYMENT STATUS

34. What is your current working status?

- a. Working full time outside the home
- b. Working part time outside the home
- c. Retired
- d. Student
- e. Looking for work or otherwise not currently working

35. Do you live in the city, the suburbs, or a rural area?

- a. City
- b. Suburbs
- c. Rural Area

36. What state do you live in?

- a. \_\_\_\_\_