



FOOD SAFETY EDUCATION TRACKING SURVEY QUESTIONNAIRE
Tracking Research – Post-wave Survey
English ACCULTURATION SCREENER
v4-16-12 DRAFT

Respondent Criteria:

Parents and caregivers of children in U.S. National household (n = 600)	<ul style="list-style-type: none">- Male/Female (40/60% mix)- All respondents ages 20-45 yrs (equitable distribution and/or mix per U.S. census)- Caregivers for a child age 4-12- All respondents cook meals >=4x/week- [GM ONLY] Race/ethnicity: 65% Caucasian, 16% Hispanic, 12% African American, 4% other- Mix of income levels
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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 Safety, and we would like to ask you a few questions, it will take about 15 minutes. May I continue?

RESPONDENT SCREENER BEGIN

S1. CHECK RESPONDENTS GENDER?

1. Male
2. Female

S2. In what language do you prefer to communicate?

1. English
2. Either/No preference
3. Spanish

S3. To make sure we are speaking to people in various demographic groups. May I have your age please?

Below 20 [**THANK & TERMINATE**]
41 or above [**THANK & TERMINATE**]
999 Don't know/Refuse [**THANK & TERMINATE**]

S4a. Are you the parent, guardian, or caregiver of any children between the ages of 4-12 living in your household?

1. Yes
2. No [**TERMINATE**]

S4b. In which capacity do you care for a child aged 4-12?

1. Mom
2. Dad
3. Legal guardian
4. Grandparent
5. Other relative
6. Childcare provider (in a home setting)
7. Childcare provider (in a daycare or educational setting) [TERMINATE]
8. Other _____ [TERMINATE]

[NOTE: CATEGORIES 2-4 MUST BE CHECKED TO CONTINUE, OTHERWISE TERMINATE]

S5. Please indicate the age categories of the children you care for and/or are living in your household:

1. 0-3 years old [TERMINATE IF THIS IS THE ONLY RESPONSE CATEGORY CHECKED]
2. 4-6 years old
3. 7-9 years old
4. 10-12 years old
5. 13-17 years old [TERMINATE IF THIS IS THE ONLY RESPONSE CATEGORY CHECKED]

S6. 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 [READ LIST]?

1. Hispanic or Latino [CONTINUE]
2. White or Caucasian [TERMINATE]
3. Black or African-American [TERMINATE]
4. Asian [TERMINATE]
5. Other [TERMINATE]
6. [VOL] Not sure/Refused [TERMINATE]

S7. Where were you born? [IF 'USA' MARK AS GEN 2 OR LATER AND SKIP TO S9, OTHERWISE ASK S8]

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1. México
 2. Cuba
 3. Dominican Republic
 4. South or Central America
 5. Puerto Rico
 6. Other
 7. USA [Mark as 2ND Gen OR Later]
 999. Don't know [THANK & TERMINATE]

S8. How old were you when you immigrated to the USA?

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- 999 Don't know [THANK & TERMINATE]

S9. Would you say you speak English...? [READ LIST]

1. Not well/I barely speak it
2. Not very well
3. Neither well nor badly
4. Well
5. Very well

S10. Approximately how many hours of Spanish Language news and entertainment do you view or read in a typical week? [READ LIST]

1. 0-5
2. 6-10
3. 11 and above

PROGRAMMING NOTE:

[ASSIGN ACCULTURATION POINTS BASED ON S2-S3, S7-S10 RESPONSES]

LOGIC OPERATOR Programmer Check: S8<S3	[S3 & S7 & S8] Generation/Percent of Life in U.S. ¹	Points
IF S7=7	USA Born/Second Generation or later	4
IF S7<>7, THEN (S3-S8)/S3x100	Foreign Born/67-100%	3
IF S7<>7, THEN (S3-S8)/S3x100	Foreign Born/34-66%	2
IF S7<>7, THEN (S3-S8)/S3x100	Foreign Born/33% and below	1
	[S2] Language Preference	Points
IF S2=1	English	3
IF S2=2	Either/No Preference	2
IF S2=3	Spanish	1
	[S9] Language Capability	Points
IF S9=1	Not well/I barely speak it	1
IF S9=2	Not very well	2
IF S9=3	Neither well nor badly	3
IF S9=4	Well	4
IF S9=5	Very well	5
	[S10] Spanish Programming/Media	Points
IF S10=1	0-5	3
IF S10=2	6-10	2
IF S10=3	11 and above	1

[TBD MIX OF ACCULTURATON LEVELS BASED ON THE FOLLOWING DEFINITIONS;]

- **LOW ACCULTURATED** ("TRADITIONAL"): 4-7 POINTS
- **MID ACCULTURATED** ("BICULTURAL"): 8-12 POINTS
- **HIGH ACCULTURATED** ("ASSIMILATED"): 13-15 POINTS