

**Appendix C: Screening Questionnaires for
Set 2 Focus Groups: Raw or Undercooked
Meat or Poultry Products**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/201X. The time required to complete this information collection is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**Focus Groups on Chicken Livers
Final Screening Questionnaire
[Location]
[Date, Time]**

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Hello, this is _____ from [facility], a local market research firm. May I please speak to _____?

(Hello, this is _____ from [facility], a local market research firm.) We are working with RTI, a nonprofit research organization, and the U.S. Department of Agriculture, or USDA, on a research study about cooking and would like to include your opinions. We are holding a discussion on [date] with a small group of people like yourself. The discussion group starts at [time]. It will last no longer than 1.5 hours and will be audio- and video-recorded. The discussion group is for research purposes only and is in no way sales related.

If you participate in this discussion group, you will receive **\$75** Visa gift card and a free gift as a token of our appreciation. First, however, I need to ask you a few questions to see if you qualify for the study.

Record Gender — **Do not ask. Recruit at least 2 to 3 males to show per group.**

- Male
- Female

1. How many times a week do you prepare and cook meals at home for you and your family? Would you say...? **(Read list.)**
 - Less than once a week **Thank & terminate.**
 - Once or twice a week **Thank & terminate.**
 - About three times a week **Thank & terminate.**
 - Four or more times a week

2. Are you currently a vegetarian or vegan; that is, you do not eat any meat and poultry?
 - Yes **Thank & terminate.**
 - No

3. We want to talk with people who like to eat certain foods. Which of the following superfoods have you eaten in the past month...? **(Read list.)**
 - Avocados
 - Blueberries
 - Salmon
 - Beets
 - Quinoa
 - Sweet potatoes
 - None of the above **[Do not read]**

4. In the past 12 months, have you eaten any of the following foods that were prepared outside the home either at a restaurant, a specialty store, or butcher?

Read list. Recruit if chicken livers or pâté checked. Recruit at least 5 to show per group.

- Pancetta
- Buffalo meat
- Duck sausage
- Beef tongue
- Chicken livers
- Chicken liver pâté
- None of the above **[Do not read]**

5. In the past 12 months, have you prepared at home any of the following foods for you or your family to eat? **Read list.**

- Pancetta **Skip Q6**
- Buffalo meat **Skip Q6**
- Duck sausage **Skip Q6**
- Beef tongue **Skip Q6**
- Chicken livers
- Chicken liver pâté
- None of the above [**Do not read**] **Skip Q6**

6. People cook chicken livers differently. You may sauté or fry them in a pan or use them to make pâté. Whichever way you prepare them, do you usually cook them so they are still pink in the middle or so they are no longer pink in the middle?

Recruit if Q5 = chicken livers or pâté checked AND Q6 = “still pink in the middle.” Recruit at least 5 to show per group.

- Still pink in the middle **Recruit**
- No longer pink in the middle

RECRUITING NOTES:

If Q4 AND Q5 ≠ chicken livers or chicken liver pâté, thank & terminate.

If Q5 = chicken livers or chicken liver pâté but Q6 “no longer pink in the middle”, thank & terminate.

7. What is the last grade of school you completed? (**Read list**)

- High school graduate or less, including GED
- Some college or 2-year degree
- 4-year college degree
- Postgraduate degree

8. Have you ever cooked professionally?

- Yes **Thank & terminate.**
- No

9. Have you ever taken a ServeSafe training or other food safety class?
- Yes **Thank & terminate.**
- No
10. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes **Thank & terminate.**
- No
11. In the past 5 years, have you or any member of your household worked in a restaurant or other foodservice industry?
- Yes **Thank & terminate.**
- No
12. In the past 5 years, have you or any member of your household worked in a food processing plant or other food industry?
- Yes **Thank & terminate.**
- No
13. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes **Thank & terminate.**
- No
14. Have you participated in a focus group or paid research discussion group in the past 6 months?
- Yes **Thank & terminate.**
- No
15. Which of the following categories best describes your age? (**Read list**)
- Under 18 **Thank & terminate.**
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60+
16. Are you...?
- Hispanic or Latino
- Not Hispanic or Latino

17. What is your race? Please select one or more. **(Read list)**

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

18. For study purposes, the group discussion will be audio- and video-recorded. During the discussion, no sensitive questions will be asked. Are you okay with us recording your participation in the discussion?

- Yes
- No **Thank & terminate.**

19. Finally, during the group discussion, you will be asked to review written materials and offer your opinions; therefore, I need to ask whether you have a medical or non-medical condition that hinders your ability to read and/or understand written materials.

- Yes **Thank & terminate.**
- No

Great! You qualify for our study. The discussion group is on [date] at [time] and will last no longer than 1.5 hours. For your time and opinions, you will receive a \$75 honorarium and a free gift.

20. Would you like to participate in the group discussion at [time] on [date]?

- Yes
- No **Thank & terminate.**

Great! May I please have your e-mail address to send you a confirmation letter with directions before the group discussion? **[If no email,]** may I please have your mailing address? **[Verify address and phone number.]**

Thank you. That's all the questions I have today. Please arrive at least 15 minutes before the start of the group to ensure you have time to sign in and to get a meal/snack. If you arrive 15 minutes early, your name will go into a drawing to win an extra \$50 Visa gift card. You must be signed in at that time to be eligible for the drawing.

Read if necessary:

If you have any questions about the study, you may contact Katherine Kosa of RTI at 1-800-334-8571, extension 23901.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-XXXX and the expiration date is XX/XX/201X. The time required to complete this information collection is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Focus Groups on Raw Kibbeh and Similar Dishes
Final Screening Questionnaire
[Location]
[Date, Time]

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Hello, this is _____ from [facility], a local market research firm. May I please speak to _____?

(Hello, this is _____ from [facility], a local market research firm.) We are working with RTI, a nonprofit research organization, and the U.S. Department of Agriculture, or USDA, on a research study about cooking and would like to include your opinions. We are holding a discussion on [date] with a small group of people like yourself. The discussion group starts at [time]. It will last no longer than 1.5 hours and will be audio- and video-recorded. The discussion group is for research purposes only and is in no way sales related.

If you participate in this discussion group, you will receive **\$75** Visa gift card and a free gift as a token of our appreciation. First, however, I need to ask you a few questions to see if you qualify for the study.

Record Gender — **Do not ask. Recruit at least 2 to 3 males to show per group.**

Male

Female

1. How many times a week do you prepare and cook meals at home for you and your family? Would you say...? **(Read list.)**
 - Less than once a week **Thank & terminate.**
 - Once or twice a week **Thank & terminate.**
 - About three times a week **Thank & terminate.**
 - Four or more times a week

2. Are you currently a vegetarian or vegan; that is, you do not eat any meat and poultry?
 - Yes **Thank & terminate.**
 - No

3. We want to talk with people who like to eat certain foods. Which of the following superfoods have you eaten in the past month...? **(Read list.)**
 - Avocados
 - Blueberries
 - Salmon
 - Beets
 - Quinoa
 - Sweet potatoes
 - None of the above **[Do not read]**

- 4a. We are interested in hearing from people who like to eat traditional Middle Eastern dishes. In the past 12 months, have you eaten any of the following foods? **Read list.**
 - Falafel (*fa-la-ful*)
 - Kafta (*calf-ta*)
 - Kibbeh (*kib-ba*), Kibbeh nayeh (*kib-ba niya*), or Lebanese steak tartare **Recruit if 4b = raw or sometimes raw and sometimes cooked**
 - Kitfo (*key-vo*) **Recruit if 4b = raw or sometimes raw and sometimes cooked**
 - Gored (*gord-gord*) **Recruit if 4b = raw or sometimes raw and sometimes cooked**
 - Tere siga (*tear sa-ga*) **Recruit if 4b = raw or sometimes raw and sometimes cooked**
 - None of the above **[Do not read] Thank & terminate.**

- 4b. Was the meat in this dish/these dishes served raw or cooked?
 - Raw **Recruit**
 - Cooked **Thank & terminate.**

- Sometimes raw and sometimes cooked **[Do not read] Recruit**
- 4c. Did you prepare this dish/dishes at home or eat it at a restaurant?
- Prepared at home **Recruit at least 5 to show per group.**
- Restaurant **Recruit at least 5 to show per group.**
5. What is the last grade of school you completed? **(Read list)**
- High school graduate or less, including GED
- Some college or 2-year degree
- 4-year college degree
- Postgraduate degree
4. Have you ever cooked professionally?
- Yes **Thank & terminate.**
- No
5. Have you ever taken a ServeSafe training or other food safety class?
- Yes **Thank & terminate.**
- No
6. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes **Thank & terminate.**
- No
7. In the past 5 years, have you or any member of your household worked in a restaurant or other foodservice industry?
- Yes **Thank & terminate.**
- No
8. In the past 5 years, have you or any member of your household worked in a food processing plant or other food industry?
- Yes **Thank & terminate.**
- No
9. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes **Thank & terminate.**
- No

10. Have you participated in a focus group or paid research discussion group in the past 6 months?
- Yes **Thank & terminate.**
- No
11. Which of the following categories best describes your age? (**Read list**)
- Under 18 **Thank & terminate.**
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60+
12. Are you...?
- Hispanic or Latino
- Not Hispanic or Latino
13. What is your race? Please select one or more. (**Read list**)
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
16. For study purposes, the group discussion will be audio- and video-recorded. During the discussion, no sensitive questions will be asked. Are you okay with us recording your participation in the discussion?
- Yes
- No **Thank & terminate.**
17. Finally, during the group discussion, you will be asked to review written materials and offer your opinions; therefore, I need to ask whether you have a medical or non-medical condition that hinders your ability to read and/or understand written materials.
- Yes **Thank & terminate.**
- No

Great! You qualify for our study. The discussion group is on [date] at [time] and will last no longer than 1.5 hours. For your time and opinions, you will receive a \$75 honorarium and a free gift.

14. Would you like to participate in the group discussion at [time] on [date]?

Yes

No ***Thank & terminate.***

Great! May I please have your e-mail address to send you a confirmation letter with directions before the group discussion? ***[If no email,]*** may I please have your mailing address? ***[Verify address and phone number.]***

Thank you. That's all the questions I have today. Please arrive at least 15 minutes before the start of the group to ensure you have time to sign in and to get a meal/snack. If you arrive 15 minutes early, your name will go into a drawing to win an extra \$50 Visa gift card. You must be signed in at that time to be eligible for the drawing.

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Focus Groups on Raw Meat Sandwiches and Similar Dishes
Final Screening Questionnaire
[Location]
[Date, Time]

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Hello, this is _____ from [facility], a local market research firm. May I please speak to _____?

(Hello, this is _____ from [facility], a local market research firm.) We are working with RTI, a nonprofit research organization, and the U.S. Department of Agriculture, or USDA, on a research study about cooking and would like to include your opinions. We are holding a discussion on [date] with a small group of people like yourself. The discussion group starts at [time]. It will last no longer than 1.5 hours and will be audio- and video-recorded. The discussion group is for research purposes only and is in no way sales related.

If you participate in this discussion group, you will receive **\$75** Visa gift card and a free gift as a token of our appreciation. First, however, I need to ask you a few questions to see if you qualify for the study.

Record Gender — **Do not ask. Recruit at least 2 to 3 males to show per group.**

- Male
- Female

1. How many times a week do you prepare and cook meals at home for you and your family? Would you say...? **(Read list.)**
 - Less than once a week **Thank & terminate.**
 - Once or twice a week **Thank & terminate.**
 - About three times a week **Thank & terminate.**
 - Four or more times a week

2. Are you currently a vegetarian or vegan; that is, you do not eat any meat and poultry?
 - Yes **Thank & terminate.**
 - No

3. We want to talk with people who like to eat certain foods. Which of the following superfoods have you eaten in the past month...? **(Read list.)**
 - Avocados
 - Blueberries
 - Salmon
 - Beets
 - Quinoa
 - Sweet potatoes
 - None of the above **[Do not read]**

4. In the past 12 months, have you prepared at home any of the following foods for you or your family to eat? **Read list. Recruit at least 5 to show per group.**
 - Raw ground beef sandwiches, sometimes called cannibal meat, tiger meat, or wildcat meat sandwiches
 - Steak or beef tartare
 - Other raw ground beef dish
 - None of the above **[Do not read]**

5. In the past 12 months, have you ordered and eaten any of the following foods at a restaurant? **Read list. Recruit at least 5 to show per group.**
 - Raw ground beef sandwiches, sometimes called cannibal meat, tiger meat, or wildcat meat sandwiches
 - Steak or beef tartare
 - Other raw ground beef dish
 - None of the above **[Do not read]**

*****If both Q4 and Q5 = None of the above, thank & terminate*****

4. What is the last grade of school you completed? (**Read list**)
- High school graduate or less, including GED
 - Some college or 2-year degree
 - 4-year college degree
 - Postgraduate degree
5. Have you ever cooked professionally?
- Yes **Thank & terminate.**
 - No
6. Have you ever taken a ServeSafe training or other food safety class?
- Yes **Thank & terminate.**
 - No
7. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes **Thank & terminate.**
 - No
8. In the past 5 years, have you or any member of your household worked in a restaurant or other foodservice industry?
- Yes **Thank & terminate.**
 - No
9. In the past 5 years, have you or any member of your household worked in a food processing plant or other food industry?
- Yes **Thank & terminate.**
 - No
10. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes **Thank & terminate.**
 - No
11. Have you participated in a focus group or paid research discussion group in the past 6 months?
- Yes **Thank & terminate.**
 - No

12. Which of the following categories best describes your age? (**Read list**)

- Under 18 **Thank & terminate.**
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60+

13. Are you...?

- Hispanic or Latino
- Not Hispanic or Latino

14. What is your race? Please select one or more. (**Read list**)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

17. For study purposes, the group discussion will be audio- and video-recorded. During the discussion, no sensitive questions will be asked. Are you okay with us recording your participation in the discussion?

- Yes
- No **Thank & terminate.**

18. Finally, during the group discussion, you will be asked to review written materials and offer your opinions; therefore, I need to ask whether you have a medical or non-medical condition that hinders your ability to read and/or understand written materials.

- Yes **Thank & terminate.**
- No

Great! You qualify for our study. The discussion group is on [date] at [time] and will last no longer than 1.5 hours. For your time and opinions, you will receive a \$75 honorarium and a free gift.

15. Would you like to participate in the group discussion at [time] on [date]?

- Yes
- No **Thank & terminate.**

Great! May I please have your e-mail address to send you a confirmation letter with directions before the group discussion? ***[If no email,]*** may I please have your mailing address? ***[Verify address and phone number.]***

Thank you. That's all the questions I have today. Please arrive at least 15 minutes before the start of the group to ensure you have time to sign in and to get a meal/snack. If you arrive 15 minutes early, your name will go into a drawing to win an extra \$50 Visa gift card. You must be signed in at that time to be eligible for the drawing.

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Focus Groups on Raw/Undercooked Hamburgers
Final Screening Questionnaire
[Location]
[Date, Time]

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Hello, this is _____ from [facility], a local market research firm. May I please speak to _____?

(Hello, this is _____ from [facility], a local market research firm.) We are working with RTI, a nonprofit research organization, and the U.S. Department of Agriculture, or USDA, on a research study about cooking and would like to include your opinions. We are holding a discussion on [date] with a small group of people like yourself. The discussion group starts at [time]. It will last no longer than 1.5 hours and will be audio- and video-recorded. The discussion group is for research purposes only and is in no way sales related.

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Record Gender — ***Do not ask. Recruit at least 2 to 3 males to show per group.***

Male

Female

1. How many times a week do you prepare and cook meals at home for you and your family? Would you say...? **(Read list.)**
 - Less than once a week **Thank & terminate.**
 - Once or twice a week **Thank & terminate.**
 - About three times a week **Thank & terminate.**
 - Four or more times a week

2. Are you currently a vegetarian or vegan; that is, you do not eat any meat and poultry?
 - Yes **Thank & terminate.**
 - No

3. We want to talk with people who like to eat certain foods. Which of the following superfoods have you eaten in the past month...? **(Read list.)**
 - Avocados
 - Blueberries
 - Salmon
 - Beets
 - Quinoa
 - Sweet potatoes
 - None of the above **[Do not read]**

6. People like to eat their foods cooked in different ways. When cooking hamburgers at home made with ground beef, how do you usually cook them for yourself? Would you say...?
 - Rare
 - Medium Rare
 - Medium **Thank & terminate.**
 - Medium well **Thank & terminate.**
 - Well done **Thank & terminate.**
 - Do not cook hamburgers made with ground beef **[Do not read] Thank & terminate.**

4. What is the last grade of school you completed? **(Read list. Recruit a mix to show per group.)**
 - High school graduate or less, including GED
 - Some college or 2-year degree
 - 4-year college degree
 - Postgraduate degree

5. Have you ever cooked professionally?
- Yes **Thank & terminate.**
- No
6. Have you ever taken a ServeSafe training or other food safety class?
- Yes **Thank & terminate.**
- No
7. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes **Thank & terminate.**
- No
8. In the past 5 years, have you or any member of your household worked in a restaurant or other foodservice industry?
- Yes **Thank & terminate.**
- No
9. In the past 5 years, have you or any member of your household worked in a food processing plant or other food industry?
- Yes **Thank & terminate.**
- No
10. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes **Thank & terminate.**
- No
11. Have you participated in a focus group or paid research discussion group in the past 6 months?
- Yes **Thank & terminate.**
- No
12. Which of the following categories best describes your age? **(Read list. Recruit a mix to show per group.)**
- Under 18 **Thank & terminate.**
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 59
- 60+

13. Are you...?

- Hispanic or Latino
- Not Hispanic or Latino

14. What is your race? Please select one or more. **(Read list)**

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

16. For study purposes, the group discussion will be audio- and video-recorded. During the discussion, no sensitive questions will be asked. Are you okay with us recording your participation in the discussion?

- Yes
- No **Thank & terminate.**

17. Finally, during the group discussion, you will be asked to review written materials and offer your opinions; therefore, I need to ask whether you have a medical or non-medical condition that hinders your ability to read and/or understand written materials.

- Yes **Thank & terminate.**
- No

Great! You qualify for our study. The discussion group is on [date] at [time] and will last no longer than 1.5 hours. For your time and opinions, you will receive a \$75 honorarium and a free gift.

15. Would you like to participate in the group discussion at [time] on [date]?

- Yes
- No **Thank & terminate.**

Great! May I please have your e-mail address to send you a confirmation letter with directions before the group discussion? **[If no email,]** may I please have your mailing address? **[Verify address and phone number.]**

Thank you. That's all the questions I have today. Please arrive at least 15 minutes before the start of the group to ensure you have time to sign in and to get a meal/snack. If you arrive 15 minutes early, your name will go into a drawing to win an extra \$50 Visa gift card. You must be signed in at that time to be eligible for the drawing.

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