

Appendix A1: Web Survey Instrument - Hard Copy

Note: Some question numbers are not sequential because questions were added or the order of the questions was modified after the survey instrument was initially programmed:

FSCRP—Year 3 Web-Based Survey

RTI International is conducting this survey with funding from the U.S. Department of Agriculture (USDA). Your participation in this study is completely voluntary. All your answers will be kept private. In our experience, answering the survey questions involves no more risk of harm than you would experience in everyday life.

If you have any questions about the study, you may contact [Jenna Brophy](#) of RTI at 1-800-334-8571, extension 28881 or by email at jbrophy@rti.org. If you have any questions about your rights as a study participant, you may contact RTI's Office of Research Protection at 1-866-214-2043 or by email at orpe@rti.org.

[DISPLAY 2]

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/xxxx. The time required to complete this information collection is estimated to average 20 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.

[DISPLAY 3]

Privacy Act Notice

This statement serves to inform you of the purpose for collecting personal information required by this system and how it will be used.

Authority: The USDA is generally authorized to collect information to support its mission under: Title 7, Chapter 55-2205 (7 U.S.C 2204) (which authorizes the Secretary of Agriculture to collect information and employ any sampling or other statistical method deemed appropriate); 21 U.S.C. 679c(a)(1)-(3) (which expressly authorizes the Secretary to give high priority to enhancing the ability of FSIS to conduct its mission); the Federal Meat Inspection Act (FMIA) (21 U.S.C. 601, et seq.), the Poultry Product Inspection Act (PPIA) (21 U.S.C., et seq.), the Egg Products Inspection Act (EPIA) (21 U.S.C. 1031, et seq.), and the Humane Methods of Livestock Slaughter Act of 1978 (7 U.S.C. 1901- 1906).

Purpose: Findings from the surveys will provide information on how the Food Safety and Inspection Service (FSIS) communication programs and materials affect consumer understanding of recommended safe food handling practices and insight into how to effectively inform consumers of recommended practices. The results of this research will be used to enhance communication programs and materials to improve consumers' food safety behaviors and help prevent foodborne illness. Additionally, this research will provide useful information for tracking progress toward the goals outlined in the FSIS Fiscal Years 2017-2021 Strategic Plan.

Routine Uses: Not applicable.

Disclosure: Responses to any, and all, questions are completely voluntary. Panelists selected to participate in this survey can choose to decline or can skip any questions that they prefer not to answer. Additionally, panelists can decline to participate or withdraw their participation at any point by closing their web browser prior to completing the survey. Those who do so will not be included in the final data deliverable. Panelists who decline to

participate or withdraw participation are not penalized and remain eligible for future surveys.

[SP]

The first questions ask about you and your cooking experience.

S2. Do you have any children living in your household (0 to 17 years)?

1. Yes
2. No

[PROMPT IF REFUSED]

[SP]

S3. How many times a week do you prepare and cook meals at home?

1. Less than once a week
2. Once or twice a week
3. About three times a week
4. Four or more times a week

[TERMINATE IF QS3≠4 OR REFUSED]

[PROMPT IF REFUSED]

[MP]

S4. In the past 30 days, have you prepared a meal using any of the following? (*Select all that apply.*)

1. Broccoli
2. Raw meat
3. Rice
4. Raw chicken
5. Raw fish
6. None of the above - **EXCLUSIVE**

[TERMINATE IF QS4=6 OR QS4≠2 OR 4 OR REFUSED]

[PROMPT IF REFUSED]

[RANDOMIZE RESPONSE OPTIONS— KEEP ITEMS 7 AND 8 FOLLOWING EACH OTHER, KEEP ITEMS 2 AND 5 FOLLOWING EACH OTHER, AND KEEP ITEMS 12 AND 13 AT BOTTOM]

[MP]

1. How would you like to receive information on how to safely handle, prepare, or store food? (*Select all that apply.*)

1. Radio
2. Social media (e.g., Facebook or Pinterest)
3. Newspaper
4. Magazines
5. Websites (excluding social media)
6. Cookbooks
7. Cooking shows
8. Television
9. Contact food safety expert by phone, email, or chat
10. Food labels
11. App on smartphone or tablet
12. Other source
13. I would **not** like to get information - **EXCLUSIVE**

[IF Q1=4]
[OPEN ENDED]

2. Please list the names and types of magazines from which you would like to get information on food safety.

[IF Q1=5]
[OPEN ENDED]

3. Please list the websites from which you would like to get information on food safety.

[IF Q1=7]
[OPEN ENDED]

4. Please list the cooking shows from which you would like to get information on food safety.

[IF Q1=12]
[OPEN ENDED]

5. What other ways would you like to get information on food safety?

[SP]

6. The U.S. Department of Agriculture offers a Meat and Poultry Hotline (1-888-MPHotline) that people can call, email, or live chat (e.g., Ask Karen) with and ask questions about safe storage, handling, and preparation of meat, poultry, and egg products.

Before today, had you ever heard of the Meat and Poultry Hotline?

1. Yes
2. No

[PROMPT IF REFUSED]

[IF Q6=1]
[SP]

7. Have you ever contacted the Meat and Poultry Hotline?

1. Yes
2. No

[PROMPT IF REFUSED]

[IF Q7=1]
[MP]

7a. Why did you contact the Meat and Poultry Hotline? (Select all that apply.)

1. Question on food preparation
2. Question about food recall
3. Restaurant complaint
4. Other complaint
5. Other, specify

[IF Q7=1]
[SP]

8. How satisfied were you with the information you received when you contacted the Meat and Poultry Hotline?

1. Very unsatisfied
2. Somewhat unsatisfied
3. Neither unsatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied

[If Q6=2]

[SP]

9. Now that you have heard of the Meat and Poultry Hotline, how likely would you be to contact it if you had a question about preparing food?
1. Very unlikely
 2. Somewhat unlikely
 3. Neither unlikely nor likely
 4. Somewhat likely
 5. Very likely

[MP]

10. How would you contact the Meat and Poultry Hotline if you had a question? *(Select all that apply.)*
1. Phone call
 2. Text message via cell phone
 3. Email
 4. Online chat
 5. Would not contact

[SP]

[INSERT RESPONDENT'S LOCAL TIMES BELOW]

13. When would be the most convenient time for you to call, email, or live chat the Hotline if you had a question?
1. 8:00 -10:00 AM ET
 2. 10:00 AM-12:00 PM ET
 3. 12:00-2:00 PM ET
 4. 2:00-4:00 PM ET
 5. 4:00-6:00 PM ET
 6. 6:00-8:00 PM ET
 7. Would never contact

[DISPLAY 3]

Food recalls take place when food is removed from the market because it may be unsafe to eat. There are several reasons for food recalls: food may contain germs that could make you sick, food may contain a foreign object like plastic or metal, food packages may be mislabeled, or food may contain an allergen that is not listed on the label.

[SP]

16. Since **MONTH YEAR [insert 6 months prior to field date for survey]**, how many food recalls have you heard about?
1. None
 2. Between 1-10
 3. Between 11-30
 4. Between 31-50
 5. Between 51-75
 6. Between 76-100
 7. More than 100

[SP]

17. Think about the last time that you heard about a food recall for a food **that you or your family eats**. Did you have the recalled food at home?

1. Yes
2. No
3. Don't remember

[PROMPT IF REFUSED]

[OPEN ENDED]

66. What food was recalled?

[MP]

[RANDOMIZE RESPONSE OPTIONS—KEEP ITEMS 7 AND 2 FOLLOWING EACH OTHER; KEEP ITEMS 10, 11, AND 12 AT BOTTOM]

21. Where did you hear about the recall? *(Select all that apply.)*

1. Local television or local radio news
2. National television or national radio news
3. Website (excluding social media)
4. Government alert or press release
5. Local newspaper
6. National newspaper
7. Social media (e.g., Facebook or Pinterest)
8. Grocery store
9. Friends or family
10. Other
11. None of the above - **EXCLUSIVE**
12. Don't remember - **EXCLUSIVE**

[MP]

[IF Q21=3]

22. On what type of website did you hear about the recall? *(Select all that apply.)*

1. Government website
2. The product or company website
3. News or media website
4. Other website (excluding social media)

[MP]

[RANDOMIZE RESPONSE OPTIONS—CANNOT SELECT BOTH ITEMS 2 AND 3—KEEP ITEMS 8 AND 4 FOLLOWING EACH OTHER, KEEP ITEMS 9, 10, AND 11 AT BOTTOM]

18. When you heard about the recall, what did you do?
1. Checked to see if I had the food
 2. Stopped buying that specific brand of food
 3. Stopped buying that type of food (e.g., romaine lettuce in general)
 4. Went to a website for more information (excluding social media)
 5. Called USDA Meat and Poultry Hotline or other food safety hotline
 6. Shared information by talking with friends or family
 7. Shared information on social media
 8. Looked for more information on social media
 9. Other
 10. Did nothing - **EXCLUSIVE**
 11. Don't know - **EXCLUSIVE**

[MP]

[IF Q18=4]

19. What website did you go to? *(Select all that apply.)*
1. Government website
 2. The product or company website
 3. News or media website
 4. Social media (e.g., Facebook or Pinterest)
 5. Other website (excluding social media)

[SP]

[IF Q18=2 OR 3]

20. For how long did you stop buying the [if Q18=2 = fill with "specific brand of food" or if Q18=3 = fill with "type of food"] that was recalled?
1. Less than 2 weeks
 2. Between 2 weeks-1 month
 3. Between 2-3 months
 4. Between 4-6 months
 5. Between 7 months-1 year
 6. More than 1 year
 7. No longer buy it
 8. Don't remember

[MP]

[IF Q17=1]

[RANDOMIZE RESPONSE OPTIONS; KEEP 5 AND 6 AT BOTTOM]

67. What did you do with the recalled food that you had at home? *(Select all that apply.)*
1. Continued to eat it
 2. Threw it away
 3. Returned it to the store
 4. Kept the recalled food but prepared it differently than I usually do
 5. Other
 6. Don't know (**EXCLUSIVE**)

23. On a 1-to-5 scale, how much do you trust the information that each of the following sources may provide on food recalls?

[RANDOMIZE SOURCES; KEEP NON-GOVT WEBSITE AFTER GOVT WEBSITE]

Source	Do not trust at all (1)	(2)	(3)	(4)	Trust a lot (5)
Local television or local radio news					
National television or national radio news					
Government website, alert, or press release					
Non-government website (excluding social media)					
Local newspaper					
National newspaper					
Grocery store					
Social media (e.g., Facebook)					

[MP]

[RANDOMIZE RESPONSE OPTIONS—KEEP ITEMS 8, 3, AND 4 TOGETHER IN THIS ORDER, WITH ITEM 3 ALWAYS FIRST, AND ITEMS 12 AND 13 AT BOTTOM]

24. When a food recall occurs, how would you like to be told about it? *(Select up to three responses.)*

1. Local television news
2. National television news
3. Government website
4. Other website (excluding social media)
5. Government notice or press release
6. Newspaper
7. Radio
8. Social media (e.g., Facebook or Pinterest)
9. Grocery store
10. App on smartphone or tablet
11. Recalled product company or manufacturer
12. Other
13. None of the above - **EXCLUSIVE**

[DISPLAY X]

The USDA publishes news releases to let the public know about food recalls. Some recalls happen when a food may contain a foreign object (e.g., plastic or metal). On the next screen, you will see an example news release with information about a food recall. Please read the information presented and answer the following questions.

[DISPLAY X]

[INSERT NEWS RELEASE INFORMATION]

[INSERT RECALL NOTICE, SPLIT SAMPLE: HALF SEE FOODBORNE ILLNESS NOTICE, HALF SEE FOREIGN OBJECT NOTICE]

[DISPLAY X]

[RANDOMIZE RESPONSE OPTIONS]

25. HALF SEE OPTION A

[Click here](#) to see the news release again.

Please select the pieces of information that are most important in helping you respond to a recall. *(Select up to five responses.)*

1. Whether anyone has become ill, hospitalized, or died from eating the food
2. Date and establishment or lot number on the packaging
3. Where the food was distributed (e.g., specific states or stores)
4. Brands affected
5. Type of food (e.g., spinach, ground beef)
6. What people should do with the food if they have it
7. How the contamination happened
8. Picture of product label
9. Total amount of food recalled (e.g., 45,000 pounds of ground beef products)
10. Container size recalled (e.g., 1-lb. ground beef package)
11. Contact information (e.g., website or phone) for questions
12. The type of foreign object in the recalled product

HALF SEE OPTION B

[Click here](#) to see the news release again.

Please select the pieces of information that are most important in helping you respond to a recall. *(Select up to five responses.)*

1. Whether anyone has become ill, hospitalized, or died from eating the food
2. Date and establishment or lot number on the packaging
3. Where the food was distributed (e.g., specific states or stores)
4. Brands affected
5. Type of food (e.g., spinach, ground beef)
6. What people should do with the food if they have it
7. How the contamination happened
8. Picture of product label
9. Total amount of food recalled (e.g., 99,260 pounds of ground beef products)
10. Container size recalled (e.g., 1-lb. ground beef package)
11. Contact information (e.g., website or phone) for questions
12. Illness and symptoms that could be caused by eating the food
13. Name of the bacteria contained in the recalled product
14. Steps consumers can take to make the recalled product safe to eat, such as cooking

[SP]

27. Have you ever visited a government website for information on food recalls?

1. Yes
2. No

[SP]

28. Do you currently receive email or text message alerts from the government about food recalls?
1. Yes
 2. No

[USE GRID FOR Q29 AND Q30]

[SP]

[IF Q28=2]

29. How likely are you to sign up to receive emails from the federal government about future food recalls directly?
1. Very unlikely
 2. Somewhat unlikely
 3. Neither unlikely nor likely
 4. Somewhat likely
 5. Very likely

[SP]

[IF Q28=2]

30. How likely are you to sign up to receive text messages from the federal government about future food recalls directly?
1. Very unlikely
 2. Somewhat unlikely
 3. Neither unlikely nor likely
 4. Somewhat likely
 5. Very likely

[MP]

[IF Q29=4,5 OR Q30=4,5]

[RANDOMIZE RESPONSE OPTIONS—KEEP ITEM 7 AT BOTTOM]

31. Different types of products are recalled. For the following questions, consider that the government may be able to send you food recall alerts (via email or text) based on your specific preferences. For which of the following would you like to get alerts, a food that ... *(Select all that apply.)*
1. Contains an allergen but the manufacturer failed to include the allergen in the list of ingredients
 2. Contains germs that could make you sick (e.g., *E. coli*, *Salmonella*, or *Listeria*)
 3. Contains chemicals that could make you sick
 4. Was imported into the country without inspection
 5. Contains foreign materials like plastic or metal
 6. Was produced without inspection
 7. None of the above - **EXCLUSIVE**

[MP]

[IF Q31=1]

32. For which allergen-related recalls would you like to get alerts? *(Select all that apply.)*
1. Milk
 2. Eggs
 3. Fish (e.g., bass, flounder, cod)
 4. Crustacean shellfish (e.g., crab, lobster, shrimp)
 5. Tree nuts (e.g., almonds, walnuts, pecans)
 6. Peanuts
 7. Wheat
 8. Soy
 9. Some other allergen

[SP]

[IF Q29=4,5 OR Q30=4,5]

33. How often would you like to get alerts about food recalls via text or email?
1. A summary every 2 weeks
 2. A weekly summary
 3. A daily summary
 4. Immediately after a recall

[SP]

[IF Q29=4,5 OR Q30=4,5]

34. For which regions would you like to get alerts?
1. Only recalls for the state I live in
 2. Only recalls for the state I live in and surrounding states
 3. All recalls, regardless of location

[MP]

[IF Q29=4,5 OR Q30=4,5]

[RANDOMIZE RESPONSE OPTIONS]

35. For which of the following foods would you like to get alerts? *(Select all that apply.)*
1. Raw meat and poultry
 2. Cooked, ready-to-eat meat and poultry
 3. Fruits and vegetables
 4. Dairy
 5. Seafood
 6. Eggs
 7. Packaged foods (e.g., canned products, peanut butter, cereal, flour)

[DISPLAY X]

The next set of questions may seem like the questions you just answered about food recalls, but these questions ask about foodborne illness outbreaks. Foodborne illness outbreaks occur when multiple people get sick from the same contaminated food. Sometimes recalls are associated with a foodborne illness outbreak, and sometimes they are not.

[SP]

[RANDOMIZE RESPONSES (BUT KEEP DON'T KNOW AT END) AND ORDER OF QUESTIONS]

37. When do you think the government announces a foodborne illness outbreak?
1. When multiple people are affected in more than one state
 2. When multiple people are affected in a single state
 3. Don't know

[SP]

68. When do you think the government announces a foodborne illness outbreak?
1. Only when people get sick from food prepared at restaurants
 2. When anyone is affected, regardless of where the food was prepared
 3. Don't know

[SP]

69. When do you think the government announces a foodborne illness outbreak?
1. Only when the people affected are children or older adults
 2. When anyone is affected
 3. Don't know

38. How many foodborne illness outbreaks have you heard about since **MONTH YEAR** **[insert 6 months prior to field date for survey]**?
1. None
 2. One or two
 3. Between 3-5
 4. Between 6-10
 5. Between 11-20
 6. More than 20

[SP]

39. Investigations by the government into foodborne illness outbreaks take time. In your opinion, when do you think the government should first announce to the public that a foodborne illness outbreak has occurred?
1. Whenever there is an outbreak, even if the food source (e.g., spinach or ground beef) has not been identified
 2. Only after the food source has been identified
 3. Only after the specific brand name of the product has been identified
 4. Only after a recall for the affected product has been announced
 5. Don't know

[SP]

For the next set of questions, think about the last time you cooked on an outdoor grill.

45. Have you cooked meat, poultry, or fish on an outdoor grill in the past year?
1. Yes
 2. No

[PROMPT IF REFUSED]

[RANDOMIZE ORDER PAIRS OF QUESTION Q46/47 AND Q48/49]

[IF Q45=1]

[SP]

46. After the food had finished cooking on the grill, how did you serve it?
1. Put the cooked food on the same plate or pan that was used to carry the food to the grill
 2. Put the cooked food on a different plate or pan
 3. Served the cooked food directly from the grill to individual plates
 4. Some other way

[IF Q46=1]

[MP]

47. Did you do anything to the plate or pan before putting the cooked food on it? *(Select all that apply.)*
1. Used as is
 2. Wiped or rinsed it
 3. Washed it with soap and water
 4. Sanitized with bleach or other sanitizing solution
 5. Did something else

[IF Q45=1]

[SP]

48. How did you remove the cooked food from the grill?
1. Used the same utensil used to put the food on the grill
 2. Used a different utensil
 3. Used my hands
 4. Used some other method

[IF Q48=1]

[MP]

49. Did you do anything to the utensil before using it? *(Select all that apply.)*
1. Used as is
 2. Wiped or rinsed it
 3. Washed it with soap or bleach
 4. Sanitized with bleach or other sanitizing solution
 5. Did something else

[SP]

For the next set of questions, think about the last time you served food at a gathering (e.g., potluck, holiday, work party, Super Bowl party) where the food was set out and served buffet style. Do NOT include sit down dinners in which people are served plated food.

50. Have you had a gathering in which you served food buffet style in the past year?
1. Yes
 2. No

[PROMPT IF REFUSED]

[IF Q50=1]

[MP]

51. How did you serve hot foods? *(Select all that apply.)*
1. Did not serve hot foods **[EXCLUSIVE]**

2. Took the hot food out of the oven or microwave and served it in the same cooking dish
3. Served the hot food in a container without a heat source (e.g., bowl, tray, plate)
4. Served the hot food in a container with a heat source (e.g., chafing dish, Crock-Pot, warming tray)
5. Served some other way

[IF Q50=1]

[MP]

52. How did you serve cold foods that are perishable (e.g., potato salad, chicken salad, 7-layer dip)? *(Select all that apply.)*
1. Did not serve cold foods **[EXCLUSIVE]**
 2. Served all of the food
 3. Served all of the food in a container or plate nested in a bowl of ice
 4. Served some of the food and stored the rest in the refrigerator
 5. Served some of the food in a container or plate nested in a bowl of ice, and stored the rest in the refrigerator
 6. Served some other way

[IF Q52≠1]

[SP]

53. About how long did you let perishable foods (e.g., potato salad, chicken salad, 7-layer dip) sit out before putting them in the refrigerator or freezer or before discarding them?
1. Less than 1 hour
 2. Between 1-2 hours
 3. Between 3-4 hours
 4. Between 5-6 hours
 5. More than 6 hours

[SP]

54. In the past month, have you or has anyone in your household had any kind of sickness that you thought might have been caused by eating unsafe food? Do not include allergies to food.
1. Yes
 2. No

[PROMPT IF REFUSED]

[IF Q54=2]

[SP]

55. In the past year, have you or has anyone in your household had any kind of sickness that you thought might have been caused by eating unsafe food? Do not include allergies to food.
1. Yes
 2. No

[PROMPT IF REFUSED]

[IF Q54=1 OR Q55=1]

[SP]

56. Who got sick from eating unsafe food?
1. I got sick
 2. Another household member got sick
 3. Another household member and I got sick

[PROMPT IF REFUSED]

[IF Q54=1 OR Q55=1]

[SP]

57. Did **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "the other household member"]** see a doctor or other health care provider for this illness?
1. Yes
 2. No

[IF Q57=1]

[SP]

58. Did a doctor say it was food poisoning or foodborne illness?
1. Yes
 2. No

[IF Q54=1 OR Q55=1]

[MP]

59. What symptoms did **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "the other household member"]** have? *(Select all that apply.)*
1. Upset stomach
 2. Nausea/vomiting
 3. Diarrhea
 4. Dehydration
 5. Fever
 6. Chills
 7. General achiness
 8. Abdominal cramps
 9. Some other symptom

[IF Q57=1]

[MP]

60. What symptoms made **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "the other household member"]** go see a doctor? *(Select all that apply.)*
1. Upset stomach
 2. Nausea/vomiting
 3. Diarrhea
 4. Dehydration
 5. Fever
 6. Chills
 7. General achiness
 8. Abdominal cramps
 9. Some other symptom

[IF Q54=1 OR Q55=1]

[SP]

61. Where did **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "the other household member"]** eat the food?
1. Home
 2. Someone else's home
 3. Restaurant
 4. Gathering or event (e.g., church or work)
 5. Some other place
 6. Don't know/don't remember

[IF Q54=1 OR Q55=1 AND Q61=1]

[SP]

62. Which of the following statements do you most agree with?
1. I made changes in how I handle and prepare food after **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "another household member"]** got sick from eating unsafe food.
 2. I did not make any changes in how I handle and prepare food after **[IF Q56=1,3 INSERT "you" OR IF Q56=2 INSERT "another household member"]** got sick from eating unsafe food.

IF Q62=1

[OPEN ENDED]

63. What changes did you make?

[MP]

64. Are you or any of the members of your household ... ? *(Select all that apply.)*
1. 65 years of age or older
 2. 5 years of age or younger
 3. Pregnant
 4. Diagnosed with an allergy to any food or ingredient
 5. Diagnosed with diabetes or kidney disease
 6. Diagnosed with a condition that weakens the immune system (e.g., cancer, HIV, or AIDS; recipient of a transplant; or receiving treatments, e.g., chemotherapy, radiation, or special drugs or medications to treat these conditions)
 7. None of the above - **EXCLUSIVE**

[IF Q64=4]

[SP]

65. Was the food allergy diagnosed by an allergy doctor?
1. Yes
 2. No

[DISPLAY 99]

Thank you for completing the survey!

Demographic Questions: education level, race/ethnicity, gender, number of people in household, geographic location (state/Census region), metropolitan status. These items are available from the panel profile information and will not need to be collected in the survey.