

**Appendix A2:
Web Survey Instrument - Programmed**

Intro.

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.



Intro2. 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.



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.

Intro3.

The first questions ask about you and your cooking experience.

>>

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

- Yes
- No

>>

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

- Less than once a week
- Once or twice a week
- About three times a week
- Four or more times a week

>>

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

- Broccoli
- Raw meat
- Rice
- Raw chicken
- Raw fish
- None of the above

>>

Q1. How would you like to get information on how to safely handle, prepare, or store food? (Select all that apply.)

- Radio
- App on smartphone or tablet
- Contact food safety expert by phone, email, or chat
- Cookbooks
- Newspaper
- Cooking shows
- Television
- Food labels
- Magazines
- Social media (e.g., Facebook or Pinterest)
- Websites (excluding social media)
- Other source
- I would **not** like to get information



Q2. Please list the names and types of magazines from which you would like to get information on food safety.

A large, empty rectangular box with a light blue background and a thin black border, intended for the user to list magazine names and types.

Q3. Please list the websites from which you would like to get information on food safety.



Q4. Please list the cooking shows from which you would like to get information on food safety.



Q5. What other ways would you like to get information on food safety?



Q6.

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?

- Yes
- No

>>

Q7. Have you ever contacted the Meat and Poultry Hotline?

- Yes
- No

>>

Q7a.

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

- Question on food preparation
- Question about food recall
- Restaurant complaint
- Other complaint
- Other, specify

>>

Q8. How satisfied were you with the information you received when you contacted the Meat and Poultry Hotline?

- Very unsatisfied
- Somewhat unsatisfied
- Neither unsatisfied nor satisfied
- Somewhat satisfied
- Very satisfied

>>

Q9. 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?

- Very unlikely
- Somewhat unlikely
- Neither unlikely nor likely
- Somewhat likely
- Very likely

>>

Q10. How would you contact the Meat and Poultry Hotline if you had a question? (Select all that apply.)

- Phone call
- Text message via cell phone
- Email
- Online chat
- Would not contact

>>

Q13. When would be the most convenient time for you to call, email, or live chat the Hotline if you had a question?

- 4:00 AM–6:00 AM Alaska time
- 6:00 AM–8:00 AM Alaska time
- 8:00 AM–10:00 AM Alaska time
- 10:00 AM–12:00 PM Alaska time
- 12:00 PM–2:00 PM Alaska time
- 2:00 PM–4:00 PM Alaska time
- Would never contact

>>

Food_Recall. 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.

>>

Q16. Since **February 2019**, how many food recalls have you heard about?

- None
- Between 1–10
- Between 11–30
- Between 31–50
- Between 51–75
- Between 76–100
- More than 100



Q17.

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?

- Yes
- No
- Don't remember



Q66.

What food was recalled?



Q21. Where did you hear about the recall? (Select all that apply.)

- Local television or local radio news
- Grocery store
- Government alert or press release
- Local newspaper
- Friends or family
- Social media (e.g., Facebook or Pinterest)
- Website (excluding social media)
- National television or national radio news
- National newspaper
- Other
- None of the above
- Don't remember



Q22. On what type of website did you hear about the recall? (Select all that apply.)

- Government website
- The product or company website
- News or media website
- Other website (excluding social media)



Q18. When you heard about the recall, what did you do? (Select all that apply.)

- Checked to see if I had the food
- Called USDA Meat and Poultry Hotline or other food safety hotline
- Shared information by talking with friends or family
- Looked for more information on social media
- Went to a website for more information (excluding social media)
- Stopped buying that type of food (e.g., romaine lettuce in general)
- Kept the food until learned more about the recall
- Stopped buying that specific brand of food
- Shared information on social media
- Did nothing
- Other
- Don't know

>>

Q19.

What website did you go to? (Select all that apply.)

- Government website
- The product or company website
- News or media website
- Social media (e.g., Facebook or Pinterest)
- Other website (excluding social media)

>>

Q20. For how long did you stop buying the type of food that was recalled?

- Less than 2 weeks
- Between 2 weeks–1 month
- Between 2–3 months
- Between 4–6 months
- Between 7 months–1 year
- More than 1 year
- No longer buy it
- Don't remember

>>

Q67.

What did you do with the recalled food that you had at home? (Select all that apply.)

- Kept the recalled food but prepared it differently than I usually do
- Returned it to the store
- Threw it away
- Continued to eat it
- Other
- Don't know

>>

Q23.

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

National television or national radio news 	
<input type="radio"/>	Do not trust at all 1
<input type="radio"/>	2
<input type="radio"/>	3
<input type="radio"/>	4
<input type="radio"/>	Trust a lot 5

National newspaper



Do not trust at all
1

2

3

4

Trust a lot
5

Local television or local radio news



Do not trust at all
1

2

3

4

Trust a lot
5

Social media (e.g., Facebook)



Do not trust at all
1

2

3

4

Trust a lot
5

Grocery store



Do not trust at all
1

2

3

4

Trust a lot
5

Local newspaper



Do not trust at all
1

2

3

4

Trust a lot
5

Government website, alert, or press release



Do not trust at all
1

2

3

4

Trust a lot
5

Non-government website (excluding social media)



Do not trust at all
1

2

3

4

Trust a lot
5



Q24. When a food recall occurs, how would you like to be told about it? (Select up to three responses.)

- National television news
- Newspaper
- Radio
- App on smartphone or tablet
- Government website
- Social media (e.g., Facebook or Pinterest)
- Other website (excluding social media)
- Grocery store
- Local television news
- Recalled product company or manufacturer
- Government notice or press release
- Other
- None of the above

>>

NR_DISP.

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.

>>

News Release

Dixie Beef, Inc. Recalls Ground Beef Products due to Possible E. coli O157:H7 Contamination

Class I Recall 114-2018

Health Risk: High

August 03, 2019

En Español

Congressional and Public Affairs

Benjamin A. Bell

(555) 555-555

Press@fsis.usda.gov

WASHINGTON, August 03, 2019 – Dixie Beef, Inc., a Mich. establishment, is recalling approximately 99,260 pounds of raw non-intact ground beef products that may be contaminated with E. coli O157:H7, the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) announced today.

The ground beef was produced on July 05, 2019. The following products are subject to recall:
[View Labels (PDF only)]

- 1 lb. - plastic wrapped packages of "Caldwell BEEF" Ground Beef 85/15 (85% lean) Coarse Grind bearing product code 44444.
- 1 lb. - plastic wrapped packages of "Caldwell BEEF" Ground Beef 90/10 (90% lean) Coarse Grind bearing product code 44444.

The products subject to recall bear establishment number "EST. 999" inside the USDA mark of inspection. These items were shipped to retail locations in California, Rhode Island and North Dakota.

The problem was discovered on August 02, 2019, when FSIS visited Dixie Beef, Inc. in response to a FSIS ground beef sample that was collected at a further processing establishment and was confirmed positive for E. coli O157:H7. FSIS confirmed that Dixie Beef, Inc. was the sole source supplier for the ground beef products. That affected product was recalled and information on that recall can be found here. There have been no confirmed reports of adverse reactions due to consumption of these products.

FSIS is concerned that some product may be frozen and in consumers' freezers. Consumers who have purchased these products are urged not to consume them. These products should be thrown away or returned to the place of purchase.

Anyone concerned about an injury or illness should contact a healthcare provider. E. coli O157:H7 is a potentially deadly bacterium that can cause dehydration, bloody diarrhea and abdominal cramps 2–8 days (3–4 days, on average) after exposure to the organism. While most people recover within a week, some develop a type of kidney failure called hemolytic uremic syndrome (HUS). This condition can occur among persons of any age but is most common in children under 5-years old and older adults. It is marked by easy bruising, pallor, and decreased urine output. Persons who experience these symptoms should seek emergency medical care immediately.

FSIS routinely conducts recall effectiveness checks to verify recalling firms notify their customers of the recall and that steps are taken to make certain that the product is no longer available to consumers. When available, the retail distribution list(s) will be posted on the FSIS website at www.fsis.usda.gov/recalls.

Consumers and members of the media with questions about the recall can contact Jane Smith, Corporate Communications, Dixie Beef, Inc., at (999) 999-999.

Consumers with food safety questions can "Ask Karen," the FSIS virtual representative available 24 hours a day at AskKaren.gov or via smartphone at m.askkaren.gov. The toll-free USDA Meat and Poultry Hotline 1-888-MPHotline (1-888-674-6854) is available in English and Spanish and can be reached from 10 a.m. to 6 p.m. (Eastern Time) Monday through Friday. Recorded food safety messages are available 24 hours a day. The online Electronic Consumer Complaint Monitoring System can be accessed 24 hours a day at: <http://www.fsis.usda.gov/reportproblem>.



Q25_DISPA.

[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.)

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



NR_DISP.B.

News Release

Dixie Beef, Inc. Recalls Ground Beef Products Due to Possible Foreign Matter Contamination

Class II Recall 043-2019

Health Risk: Low

August 03, 2019

En Español

Congressional and Public Affairs

Benjamin A. Bell

(555) 555-555

Press@fsis.usda.gov

WASHINGTON, August 03, 2019

– Dixie Beef, Inc., a Mich. establishment, is recalling approximately 43,292 pounds of ground beef products that may be contaminated with extraneous materials, specifically, pieces of hard plastic, the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) announced today.

The ground beef products were produced on July 05, 2019. The following products are subject to recall: [View Labels (PDF only)]

- 1-lb. plastic wrapped ground beef package with “Caldwell LEAN GROUND BEEF” with case code 44444 and sell by date of August 09, 2019 represented on the label.

The products subject to recall bear establishment number “EST. 999M” inside the USDA mark of inspection or printed on the bottom of the label. These items were shipped to retail locations in Kentucky, New Hampshire and Colorado.

The problem was discovered when the establishment received two complaints of green hard plastic in the ground beef products. FSIS was notified on August 02, 2019.

There have been no confirmed reports of adverse reactions due to consumption of these products. Anyone concerned about an injury or illness should contact a healthcare provider.

FSIS is concerned that some product may be frozen and in consumers' freezers. Consumers who have purchased these products are urged not to consume them. These products should be thrown away or returned to the place of purchase.

FSIS routinely conducts recall effectiveness checks to verify recalling firms notify their customers of the recall and that steps are taken to make certain that the product is no longer available to consumers.

Consumers and members of the media with questions about the recall can contact Jane Smith, Corporate Communications, Dixie Beef, Inc., at (999) 999-999.

Consumers with food safety questions can "Ask Karen," the FSIS virtual representative available 24 hours a day at AskKaren.gov or via smartphone at m.askkaren.gov. The toll-free USDA Meat and Poultry Hotline 1-888-MPHotline (1-888-674-6854) is available in English and Spanish and can be reached from 10 a.m. to 6 p.m. (Eastern Time) Monday through Friday. Recorded food safety messages are available 24 hours a day. The online Electronic Consumer Complaint Monitoring System can be accessed 24 hours a day at: <http://www.fsis.usda.gov/reportproblem>.



Q25_DISP.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.)

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

>>

Q27. Have you ever visited a government website for information on food recalls?

- Yes
- No

>>

Q28. Do you currently receive email or text message alerts from the government about food recalls?

Yes

No



Q29_Q30.

How likely are you to sign up to receive emails from the federal government about future food recalls directly? 

Very unlikely

Somewhat unlikely

Neither unlikely nor likely

Somewhat likely

Very likely

How likely are you to sign up to receive text messages from the federal government about future food recalls directly? 

Very unlikely

Somewhat unlikely

Neither unlikely nor likely

Somewhat likely

Very likely

Q31.

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.)

- Contains germs that could make you sick (e.g., *E. coli*, *Salmonella*, or *Listeria*)
- Contains chemicals that could make you sick
- Contains an allergen but the manufacturer failed to include the allergen in the list of ingredients
- Was produced without inspection
- Was imported into the country without inspection
- Contains foreign materials like plastic or metal
- None of the above

>>

Q32. For which allergen-related recalls would you like to get alerts? (Select all that apply.)

- Milk
- Eggs
- Fish (e.g., bass, flounder, cod)
- Crustacean shellfish (e.g., crab, lobster, shrimp)
- Tree nuts (e.g., almonds, walnuts, pecans)
- Peanuts
- Wheat
- Soy
- Some other allergen

>>

Q33. How often would you like to get alerts about food recalls via text or email?

- A summary every 2 weeks
- A weekly summary
- A daily summary
- Immediately after a recall

>>

Q34. For which regions would you like to get alerts?

- Only recalls for the state I live in
- Only recalls for the state I live in and surrounding states
- All recalls, regardless of location

>>

Q35. For which of the following foods would you like to get alerts? (Select all that apply.)

- Fruits and vegetables
- Raw meat and poultry
- Seafood
- Cooked, ready-to-eat meat and poultry
- Packaged foods (e.g., canned products, peanut butter, cereal, flour)
- Dairy
- Eggs

>>

NR_DISP3.

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.

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Q37_disp. When do you think the government announces a foodborne illness outbreak?

- When multiple people are affected in a single state
- When multiple people are affected in more than one state
- Don't know

>>

Q68_Grid. When do you think the government announces a foodborne illness outbreak?

- When anyone is affected, regardless of where the food was prepared
- Only when people get sick from food prepared at restaurants
- Don't know

>>

Q69_Grid. When do you think the government announces a foodborne illness outbreak?

- Only when people affected are children or older adults
- When anyone is affected
- Don't know

>>

Q38. How many foodborne illness outbreaks have you heard about since **February 2019**?

- None
- One or two
- Between 3-5
- Between 6-10
- Between 11-20
- More than 20

>>

Q39.

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?

- Whenever there is an outbreak, even if the food source (e.g., spinach or ground beef) has not been identified
- Only after the food source has been identified
- Only after the specific brand name has been identified
- Only after a recall for the product has been announced
- Don't know

>>

Q45.

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

Have you cooked meat, poultry, or fish on an outdoor grill in the past year?

- Yes
- No

>>

Q46. After the food had finished cooking on the grill, how did you serve it?

- Put the cooked food on the same plate or pan that was used to carry the food to the grill
- Put the cooked food on a different plate or pan
- Served the cooked food directly from the grill to individual plates
- Some other way

>>

Q47. Did you do anything to the plate or pan before putting the cooked food on it? (Select all that apply.)

- Used as is
- Wiped or rinsed it
- Washed it with soap and water
- Sanitized with bleach or other sanitizing solution
- Did something else

>>

Q48. How did you remove the cooked food from the grill?

- Used the same utensil used to put the food on the grill
- Used a different utensil
- Used my hands
- Used some other method

>>

Q49. Did you do anything to the utensil before using it? (Select all that apply.)

- Used as is
- Wiped or rinsed it
- Washed it with soap or bleach
- Sanitized with bleach or other sanitizing solution
- Did something else

>>

Q50.

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.

Have you had a gathering in which you served food buffet style in the past year?

- Yes
- No

>>

Q51. How did you serve hot foods? (Select all that apply.)

- Did not serve hot foods
- Took the hot food out of the oven or microwave and served it in the same cooking dish
- Served the hot food in a container without a heat source (e.g., bowl, tray, plate)
- Served the hot food in a container with a heat source (e.g., chafing dish, Crock-Pot, warming tray)
- Served some other way

>>

Q52. How did you serve cold foods that are perishable (e.g., potato salad, chicken salad, 7-layer dip)? (Select all that apply.)

- Did not serve cold foods
- Served all of the food
- Served all of the food in a container or plate nested in a bowl of ice
- Served some of the food, and stored the rest in the refrigerator
- Served some of the food in a container or plate nested in a bowl of ice, and stored the rest in the refrigerator
- Served some other way

>>

Q53. 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?

- Less than 1 hour
- Between 1–2 hours
- Between 3–4 hours
- Between 5–6 hours
- More than 6 hours

>>

Q54. 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.

- Yes
- No

>>

Q55. 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.

- Yes
- No

>>

Q56.

Who got sick from eating unsafe food?

- I got sick
- Another household member got sick
- Another household member and I got sick

>>

Q57. Did you see a doctor or other health care provider for this illness?

- Yes
- No

>>

Q58. Did a doctor say it was food poisoning or foodborne illness?

- Yes
- No

>>

Q59. What symptoms did you have? (Select all that apply.)

- Upset stomach
- Nausea/vomiting
- Diarrhea
- Dehydration
- Fever
- Chills
- General achiness
- Abdominal cramps
- Some other symptom



Q60. What symptoms made you go see a doctor? (Select all that apply.)

- Upset stomach
- Nausea/vomiting
- Diarrhea
- Dehydration
- Fever
- Chills
- General achiness
- Abdominal cramps
- Some other symptom



Q61. Where did you eat the food?

- Home
- Someone else's home
- Restaurant
- Gathering or event (e.g., church or work)
- Some other place
- Don't remember/don't know

>>

Q62. Which of the following statements do you most agree with?

- I made changes in how I handle and prepare food after I got sick from eating unsafe food.
- I did not make any changes in how I handle and prepare food after I got sick from eating unsafe food.

>>

Q63. What changes did you make?



>>

Q64. Are you or any of the members of your household...? (Select all that apply.)

- 65 years of age or older
- 5 years of age or younger
- Pregnant
- Diagnosed with an allergy to any food or ingredient
- Diagnosed with diabetes or kidney disease
- 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)
- None of the above

>>

Q65. Was the food allergy diagnosed by an allergy doctor?

- Yes
- No

>>

KnowledgePanel®

[Need help?](#)

Thank you for completing this survey. We have successfully received your responses.