

**Appendix C: Manufacturer Cooking
Instructions (MCI) Focus Groups
Screening Questionnaire**

**Food Safety Consumer Research Project
Manufacturer Cooking Instructions Focus Groups
Screening Questionnaire
[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 a **\$75** Visa gift card and a free gift as tokens 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 1 to 3 males to show per group.**)

- Male
- Female

1. The focus group will be held online. Do you have access to each of the following for the purposes of the discussion? [Note to recruiter: ONLY recruit those who answer “yes” to all]
 - A computer (desktop or laptop)
 - High speed internet access
 - A webcam
 - A quiet space at home from which you can participate

2. Are you comfortable with using a video platform such as Zoom on a computer or laptop for the discussion?
 - Yes
 - No **Thank & terminate.**

3. Are you comfortable sharing your computer or laptop screen (that is, screensharing) for a portion of the discussion?
 - Yes
 - No **Thank & terminate.**

4. About how much of the grocery shopping do you do for your household? Would you say ...? (**Read list.**)
 - None of it **Thank & terminate.**
 - Less than half of it **Thank & terminate.**
 - About half
 - More than half
 - All of it

5. How many times a week do you prepare or 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
 - Four or more times a week

6. In the past 30 days, which of the following have you prepared ...? (**Read list.) Recruit if item 1 or 4 is selected.**)
 - 1. Frozen, prepackaged meat products, for example, hamburger patties
 - 2. Eggs or egg products, for example, Egg Beaters
 - 3. Frozen vegetables
 - 4. Frozen, prepackaged poultry products, for example, chicken tenders or stuffed chicken breasts
 - 5. Luncheon or deli meat
 - 6. None of the above (**Do not read.**)

7. When cooking a new food product at home for the first time, how often do you read the cooking instructions on the package before you start cooking?
 - Always

- Most of the time
- Sometimes
- Hardly ever
- Never

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

- High school graduate or less, including GED **Recruit for less educated.**
- Technical or vocational school **Recruit for less educated.**
- Some college, but do not have a degree **Recruit for more educated.**
- Associate's or 2-year degree **Recruit for more educated.**
- College or 4-year degree **Recruit for more educated.**
- Postgraduate degree **Recruit for more educated.**

9. Have you ever cooked professionally?

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

10. Have you ever taken a ServSafe training or other food safety class?

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

11. 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

12. 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

13. 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

14. In the past 5 years, have you or any member of your household worked as a doctor, nurse, dietitian, or other healthcare professional?

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

15. In the past 5 years, have you or any member of your household worked for the Food and Drug Administration, U.S. Department of Agriculture, or Centers for Disease Control and Prevention?

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

16. Have you participated in a focus group or paid research discussion group in the past 6 months?

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

17. 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 **Recruit for 18-35.**
- 25 to 35 **Recruit for 18-35.**
- 36 to 44 **Recruit for 36-64.**
- 45 to 64 **Recruit for 36-64.**
- 65+ **Thank & terminate.**

18. Are you ...?

- Hispanic or Latino
- Not Hispanic or Latino

19. What is your race? Please select one or more. (**Read list. Recruit a mix to show per group that reflects local population.**)

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

20. How many children younger than 18 years of age live in your household? (**Do not read list.**)

- None
- One
- Two
- Three
- Four or more

21. 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.**

22. 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 Visa gift card and a free gift.

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

- Yes
 No **Thank & terminate.**

Great! May I please have your email 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 5-10 minutes before the start of the group to ensure your video and audio are working properly. If you arrive early, your name will go into a drawing to win an extra \$25 Visa gift card.

Read if necessary:

If you have any questions about the study, you may contact Jenna Brophy of RTI at 1-800-334-8571, extension 28881.

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 0583-0184 and the expiration date is 03/31/2024. The time required to complete this information collection is estimated to average 1.5 hours 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.