

## **FSCRP—Year 5 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](mailto:Jenna.Brophy@rti.org) of RTI at 1-800-334-8571, extension 28881 or by email at [jbrophy@rti.org](mailto:jbrophy@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 Office of Management and Budget (OMB) control number. The valid OMB control number for this information collection is 0583-0178, and the expiration date is 10/31/2023. 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 Food Safety and Inspection Service [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 survey will provide information on how 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.

**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 before 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.

## Screener and Quota Questions

The first questions ask about you and your cooking experience.

**[PROMPT IF REFUSED]**

**[SP]**

S1. 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 QS1≠4 OR REFUSED]**

**[PROMPT IF REFUSED]**

**[MP]**

S2. In the past 30 days, which of the following have you used to prepare a meal at home?

*Select all that apply.*

1. Broccoli
2. Raw meat (for example, beef, pork)
3. Rice
4. Raw poultry (for example, chicken, turkey)
5. Raw fish
6. None of the above – **EXCLUSIVE**

**[TERMINATE IF QS2=6 OR QS2≠2 OR 4 OR REFUSED]**

**[PROMPT IF REFUSED]**

**[SP]**

S3. Which of the following best describes your age?

1. Under 18
2. 18 to 34
3. 35 to 44
4. 45 to 59
5. 60+

**[Terminate if S3=1]**

**[SP]**

S4. What is the highest grade or level of school you have completed?

1. No high school diploma or GED
2. High school graduate or GED
3. Technical or vocational school
4. Some college or associate's degree
5. Bachelor's degree
6. Master's degree or higher
7. Prefer not to answer

**[SP]**

S5. Are you ...?

1. Hispanic or Latino
2. Not Hispanic or Latino

**[MP]**

S6. What is your race? *Please select one or more.*

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or Other Pacific Islander
5. White
6. Other, please specify \_\_\_\_\_

**[SP]**

S7a. What state do you live in? **[drop-down of 50 states plus, DC]**

**[SP]**

S7b. What county do you live in? **[drop-down of counties in each state of state selected; if no county returns nothing then TERM; I don't see my county listed = TERM]**

**[programming to assign state, county to ERS urban/rural coding; spreadsheet provided to vendor]**

**[SP]**

S8. What sex were you assigned at birth on your original birth certificate?

1. Male
2. Female
3. Refused
4. I don't know

**[SP]**

S9. Do you currently describe yourself as male, female, or transgender?

1. Male
2. Female
3. Transgender
4. None of these

**[MP]**

S10. Please select all of the following that describe you or any of the members of your household.

1. 65 years of age or older
2. 5 years of age or younger
3. Pregnant
4. Diagnosed with diabetes or kidney disease

5. Diagnosed with a condition that weakens the immune system (for example, cancer, HIV, or AIDS; recipient of a transplant; or receiving treatments such as chemotherapy, radiation, or special drugs or medications to treat these conditions)
6. None of the above – **EXCLUSIVE**

#### USDA Awareness

Now we are going to ask what you know about different topics. Please answer the questions based on your current knowledge.

#### **[OPEN ENDED]**

##### Unaided

1. Which government agency do you think is responsible for ensuring the safety of meat and poultry products in the United States?

#### **[SP, Randomize]**

##### Aided

2. From the list below, select which government agency you think is responsible for ensuring the safety of meat and poultry products in the United States.
  1. U.S. Department of Agriculture (USDA)
  2. Food and Drug Administration (FDA)
  3. Centers for Disease Control and Prevention (CDC)
  4. Food Safety and Inspection Service (FSIS)
  5. Food Safety Administration (FSA)
  6. Don't know

#### **Mark of Inspection: LTE**

*Note: Practice LTE*

For the next question, assume you are at the grocery store/butcher shop or shopping online and you are going to buy a package of frozen premade burger patties. On the next screen, we are going to show you a package of frozen premade burger patties. You will see the product for 20 seconds. Please carefully review the information on the product package because we are going to ask you a few questions about what you saw.

When you are ready to see the product, click CONTINUE.

**[DISPLAY FOOD PACKAGE LTE\_practice.jpg]—20 seconds**



You will automatically be moved to the next question after 20 seconds.

[DO NOT ALLOW RESPONDENT TO GO BACK IN SURVEY]

[TEXT; CODE EACH ROW AS SEPARATE VARIABLE; 5 VISIBLE ROWS, ADD UP TO 5 MORE ROWS]

3. Please list everything you remember seeing on the product package. Please type each thing you remember seeing, such as words, pictures, and symbols, on a SEPARATE row. Click the MORE button to add more rows. Take as much time as you need. Click the NEXT button when you are done.

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[DISPLAY]

Now we are going to ask you if you remember seeing different words, pictures, or symbols on the product package. Only click YES if you are sure you saw the words, pictures, or symbols; otherwise, click NO.

**[RANDOMIZE ORDER OF Q4-7; 2 hits and 2 misses]**

**[SP] (Hit – on package)**

4. Do you remember seeing “Hemby Farms”?
- 1. Yes
  - 0. No

**[SP] (Hit – on package)**

5. Do you remember seeing this image?



- 1. Yes
- 0. No

**[SP] (Miss – not on package)**

6. Do you remember seeing “Premium Angus Beef”?
- 1. Yes
  - 0. No

**[SP] (Miss – not on package)**

7. Do you remember seeing this image?



- 1. Yes
- 0. No

**[DISPLAY]**

For the next question, assume you are at the grocery store/butcher shop or shopping online and you are going to buy a package of frozen chicken tenders. On the next screen, we are going to show you a package of frozen chicken tenders. You will see the package for 20

seconds. Please carefully review the information on the product package because we are going to ask you a few questions about what you saw.

When you are ready to see the product, click CONTINUE.

**[RANDOM ASSIGNMENT TO 1 OF 2 CONDITIONS; .jpg]—20 seconds**



**You will automatically be moved to the next question after 20 seconds.**

**1 = control – no mark, 2 = USDA Mark of Inspection]**

**[DO NOT ALLOW RESPONDENT TO GO BACK IN SURVEY]**

**[TEXT—CODE EACH ROW AS SEPARATE VARIABLE; 5 VISIBLE ROWS, ADD UP TO 2 SETS]**

8. Please list everything you remember seeing on the product package. Please type each thing you remember seeing, such as words, pictures, and symbols, on a SEPARATE row. Click the MORE button to add more rows. Take as much time as you need. Click the NEXT button when you are done.

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**[DISPLAY]**

Now we are going to ask you if you remember seeing different words, pictures, or symbols on the product package. Only click YES if you are sure you saw the word, picture, or symbol; otherwise, click NO.

**[PROMPT IF REFUSED]**

**[RANDOMIZE ORDER OF Q9–Q16; 4 HITS AND 4 MISSES]**

**[SP] (HIT 1; MISS 4 FOR CONTROL GROUP)**

9. Do you remember seeing this image?

[insert inspection mark]



- 1. Yes
- 0. No

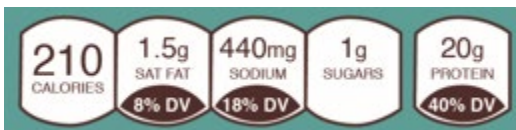
**[SP] (HIT 2 – ON THE LABEL)**

10. Do you remember seeing "Cloverfield Food"?

- 1. Yes
- 0. No

**[SP] (HIT 3)**

11. Do you remember seeing this image?



- 1. Yes
- 0. No



**[SP] (HIT 4)**

12. Do you remember seeing "Gluten Free"?

- 1. Yes
- 0. No

**[SP] (MISS 1 – NOT ON THE LABEL)**

13. Do you remember seeing "Natural"?

- 1. Yes
- 0. No

**[SP] (MISS 2)**

14. Do you remember seeing "Sustainably Raised"?

- 1. Yes
- 0. No

**[SP] (MISS 3)**

15. Do you remember seeing this image?



- 1. Yes
- 0. No

**[If Version = 2 (USDA Mark of Inspection)]**

**[SP] (MISS 4)**

16. Do you remember seeing this image?



- 1. Yes
- 0. No

**[If Version = 1 (no Mark)]**

**[SP] (HIT 1 for control group)**

14A. Do you remember seeing this image?

[Insert cloverleaf from product name]



- 1. Yes
- 0. No

**Content Topics**

Understanding the Science

Knowledge

**[SP, randomize statements]**

Please mark whether you think each statement is true or false, or you don't know.

| Statement  | True | False | Don't know |
|--|------|-------|------------|
| 17. You can only get foodborne illness once. <i>[incorrect]</i>  |      |       |            |
| 18. There is a vaccine for foodborne illness. <i>[incorrect]</i>   |      |       |            |
| 19. Foodborne illness is caused by consuming foods or beverages containing harmful bacteria or viruses (germs). <i>[correct]</i> |      |       |            |
| 20. Cooking meat and poultry until it looks done is a safe way to determine doneness. <i>[cook - incorrect]</i>                  |      |       |            |
| 21. Cooking chicken to 165°F ensures it is done and safe to eat. <i>[cook - correct]</i>   |      |       |            |
| 22. Cross contamination (spreading bacteria) can happen when washing raw chicken. <i>[separate - correct]</i>                    |      |       |            |
| 23. Cleaning your countertops and sanitizing your countertops are the same thing. <i>[clean - incorrect]</i>                     |      |       |            |
| 24. The USDA conducts activities to educate people about food safety. <i>[correct]</i>   |      |       |            |

**RANDOMIZE RESPONSES]**

**[SP]**

25. Please look at this symbol.

[show picture of USDA mark of inspection]

To your knowledge, what does this symbol on meat products mean? *Select all that apply.*

1. The meat was produced under federal inspection of the U.S. Department of Agriculture (USDA). [Correct response]
2. The animals used to produce the meat were treated humanely from birth to slaughter on farms that provide suitable living conditions that meet the animals' needs.
3. The meat does not contain any bacteria (e.g., *Salmonella*) that can cause foodborne illness.
4. The meat is a product of the United States.
5. Not sure/don't know [exclusive]

Inspection Mark Attitudes

**[RANDOMIZE]**

**[SP]**

[show USDA mark of inspection]

On a scale of 1 to 3, with 1 being "Disagree" and 3 being "Agree," please indicate your level of agreement with each statement describing the USDA mark of inspection.

| Statement   | Disagree<br>(1) | Neither<br>Disagree<br>nor Agree<br>(2) | Agree<br>(3) |
|---|-----------------|---|--------------|
| 26. A meat product with this mark is safe to eat.   |                 |   |              |
| 27. A meat product with this mark is of high quality.   |                 |   |              |
| 28. A meat product with this mark does not contain any harmful bacteria or viruses (also called germs). |                 |   |              |

**[DISPLAY]**

The U.S. Department of Agriculture, or USDA, is the government agency responsible for protecting the public's health by ensuring that the nation's supply of meat and poultry products is safe, wholesome, and correctly labeled and packaged.

All meat and poultry products produced for sale in the United States must be inspected by the USDA, and the product must have the USDA mark of inspection on it. The USDA also conducts activities to educate people about food safety to help prevent food poisoning/foodborne illness.

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Perceived Risk of Food Safety<sup>1</sup>

**[Display]**

The next questions ask how concerned you are about different illnesses.

**[SP]**

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<sup>1</sup> Adapted from [Microsoft Word - Standard questionnaire risk perception ECOM November 2015 final.doc \(ecomeu.info\)](#).

**[Illness randomized to rotate each question through food poisoning/foodborne illness, the flu, COVID-19]**

29. How serious do you think [Illness] is? *[perception of seriousness]*
1. Not at all serious
  2. Not serious
  3. Neutral
  4. Serious
  5. Very serious
30. What do you think is the likelihood (chance) that you will get [Illness] in the following year? *[perception of susceptibility]*
1. Very unlikely
  2. Somewhat unlikely
  3. Neutral
  4. Somewhat likely
  5. Very likely
31. How concerned are you about contracting [Illness]? *[perception of susceptibility]*
1. Not at all concerned
  2. Not concerned
  3. Neutral
  4. Concerned
  5. Very concerned

**[SP]**

**[rank order, randomize response options]**

32. How worried are you about these things happening to you in the next year? Please click to rank the following items with 1 being the most likely to happen and 6 being the most unlikely to happen. You can unclick an item to reorder your choices.
- Being in a car accident
  - Getting COVID-19
  - Getting food poisoning/foodborne illnesses
  - Getting the flu
  - Being struck by lightening
  - Being a victim of random violence

**[SP]**

33. For the first time you are cooking a frozen, processed meat or poultry product (like chicken tenders or stuffed chicken breasts) that is new to you, how often do you read the cooking instructions on the package before you start cooking?
1. Never
  2. Rarely
  3. Sometimes
  4. Most of the time
  5. Always
  6. Do not buy frozen, processed meat or poultry products

## Media Preferences Questions

The next questions ask how you like to get information on different topics.

[MP]

[RANDOMIZE; Select up to 3]

34. What are the three most important food safety topics about which you want to receive information at this time? *Select up to 3 responses.*
1. How foodborne illness is transmitted
  2. The time between infection and symptoms
  3. The symptoms of foodborne illness
  4. How you can prevent foodborne illness
  5. The chance that you will get foodborne illness
  6. The chance that foodborne illness is serious
  7. How foodborne illness is treated
  8. Other, please specify **[keep at bottom]**
  9. I do **not** need any information **[keep at bottom; EXCLUSIVE]**

[MP – UP TO 3]

[RANDOMIZE RESPONSE OPTIONS— KEEP ITEMS 2 AND 3 FOLLOWING EACH OTHER]

[MP]

35. What are the top three ways you would obtain information on health and wellness? *Select up to 3 responses.*
1. Radio
  2. Social media (for example, Facebook or Pinterest)
  3. Websites (excluding social media)
  4. Newspaper
  5. Magazines
  6. Television
  7. App on smartphone or tablet
  8. Healthcare providers
  9. Other source **[keep at bottom]**
  10. I do **not** want information on health and wellness – **[keep at bottom; EXCLUSIVE]**

[MP – UP TO 3]

[RANDOMIZE RESPONSE OPTIONS—KEEP ITEMS 2 AND 3 FOLLOWING EACH OTHER, KEEP ITEMS 7 AND 8 FOLLOWING EACH OTHER]

36. What are the top three ways you would obtain information on how to safely handle, prepare, and store food? *Select up to 3 responses.*
1. Radio
  2. Social media (for example, Facebook or Pinterest)
  3. Websites (excluding social media)
  4. Newspaper
  5. Magazines
  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 **[keep at bottom]**
13. I do **not** want information on food safety – **EXCLUSIVE**

**[IF SOCIAL MEDIA SELECTED]**

**[RANDOMIZE RESPONSE OPTIONS—KEEP ITEM 10 AT BOTTOM]**

**[MP]**

37. Which social media platforms would be the most useful for getting information on food safety? *Select all that apply.*
1. Facebook
  2. Twitter
  3. YouTube
  4. Pinterest
  5. LinkedIn
  6. Thunderclap
  7. Chatbot
  8. TikTok
  9. Instagram
  10. Other (please specify) \_\_\_\_\_

**[SP]**

38. In the past 30 days, how often have you used social media to get information on health and wellness?
1. Always
  2. Often
  3. Sometimes
  4. Rarely
  5. Never
  6. I do not use social media to get information on health and wellness

**[SP]**

39. In the past 30 days, how often have you used social media to get information on food safety or foodborne illness?
1. Always
  2. Often
  3. Sometimes
  4. Rarely
  5. Never
  6. I do not use social media to get information on food safety or foodborne illness

**[SP]**

40. How likely are you to follow the USDA on social media to receive information about food safety?
1. Very unlikely
  2. Somewhat unlikely
  3. Neither unlikely nor likely
  4. Somewhat likely
  5. Very likely
  6. I currently follow the USDA on social media

**Brand Perception**

The last question asks about your opinions of the USDA. On a scale of 1 to 3, where 1 is "Disagree" and 3 is "Agree," how strongly do you agree or disagree with each statement?

**[GRID]**

Click on word in blue to see a definition of what we mean.

**[SP]**

**[RANDOMIZE LIST]**

| Statement  | Disagree<br>(1) | Neither<br>Disagree<br>nor Agree<br>(2) | Agree<br>(3) |
|--|-----------------|---|--------------|
| 41. The USDA is <b>safety focused</b> in its approach to ensuring food safety. [hover text: takes actions to protect health or reduce danger]        |                 |   |              |
| 42. The USDA is <b>science based</b> in its approach to ensuring food safety. [hover text: takes scientific methods, facts, or results into account] |                 |   |              |
| 43. The USDA is a <b>trustworthy</b> source of information. [hover text: can be relied on as honest, truthful, and transparent]                      |                 |   |              |
| 44. The USDA is <b>collaborative</b> in its approach to ensuring food safety. [hover text: works jointly with others]                                |                 |   |              |
| 45. The USDA provides <b>clear and understandable information</b> about food safety. [hover text: is simple and easy to understand, not confusing]   |                 |   |              |



**[Open ended]**

46. Do you have any other comments, feedback, or suggestions you would like to share about the USDA?

**Thank you for completing the survey! Your efforts are greatly appreciated!**