

# Food and You Wave 2: Questionnaire Testing Report

TNS-BMRB

Social Science Research Unit

Food Standards Agency

March 2013

Unit Report 21



# Food and You Wave 2: Questionnaire Testing Report

**Authors:**

Gillian Prior, TNS BMRB  
Luke Taylor, TNS BMRB

© Crown Copyright 2013

This report has been produced by TNS BMRB, Policy Studies Institute and University of Westminster under a contract placed by the Food Standards Agency (the Agency). The views expressed herein are not necessarily those of the Agency. TNS BMRB, Policy Studies Institute and University of Westminster warrants that all reasonable skill and care has been used in preparing this report. Notwithstanding this warranty, TNS BMRB, Policy Studies Institute and University of Westminster shall not be under any liability for loss of profit, business, revenues or any special indirect or consequential damage of any nature whatsoever or loss of anticipated saving or for any increased costs sustained by the client or his or her servants or agents arising in any way whether directly or indirectly as a result of reliance on this report or of any error or defect in this report.

## Contents

1. Introduction .....	1
2. Cognitive testing .....	4
2.1 Questionnaire development prior to the cognitive testing .....	4
2.2 Background information .....	5
2.3 Summary of cognitive interviews achieved .....	6
2.4 Key issues from the cognitive testing .....	8
3. Omnibus testing .....	52
3.1 Summary of omnibus approach and interviews achieved .....	52
3.2 Key findings .....	53
4. Pilot .....	65
4.1 Overview .....	65
4.2 Sample profile .....	67
4.3 Interview length .....	69
4.4 Advance letters .....	70
4.5 Introducing the survey .....	70
4.6 Feedback regarding briefing interviewers .....	71
4.7 General comments on the questionnaire administration .....	73
4.8 Question specific comments .....	74
4.9 Amendments made to the questionnaire after the pilot .....	93
5. Appendices .....	98
Appendix A: Cognitive testing round 1 questionnaire (v1) .....	98
Appendix B: Cognitive testing round 1 questionnaire (v2) .....	122
Appendix C: Cognitive testing round 2 questionnaire .....	149
Appendix D: Omnibus testing questionnaire .....	170
Appendix E: TNS Omnibus – technical appendix .....	176
Appendix F: Pilot questionnaire .....	178
Appendix G: Pilot interviewer instructions .....	233
Appendix H: Respondent feedback form .....	246
Appendix I: Interviewer feedback form .....	248
Appendix J: Pilot advance letter testing – A .....	256
Appendix K: Pilot advance letter testing – B .....	259

# 1. Introduction

In the summer of 2010, the Food Standards Agency (FSA) commissioned TNS BMRB to conduct the second wave of the Food and You survey. Before the main survey was carried out, an extensive development phase was undertaken to ensure that the second wave of the survey captured relevant information for the FSA and that it produced high quality data.

This report documents the development work that was undertaken prior to the launch of the main survey, which began in March 2012.

There were three main stages to the questionnaire development:

- cognitive testing;
- omnibus testing; and
- a pilot survey.

A summary of the development activity is given in Table 1.

<i>Table 1</i>	
<b>SUMMARY OF DEVELOPMENT ACTIVITY</b>	
<b>Date</b>	<b>Activity</b>
<b>15 September 2011</b>	<ul style="list-style-type: none"> <li>• Review of wave one questionnaire (FSA, advisory group and TNS BMRB)</li> </ul>
<b>7 October 2011</b>	<ul style="list-style-type: none"> <li>• First draft of questionnaire provided to FSA (TNS BMRB and PSI)</li> </ul>
<b>10-26 October 2011</b>	<ul style="list-style-type: none"> <li>• FSA reviewed first draft of the questionnaire</li> <li>• Advisory group invited to comment on questionnaire draft</li> <li>• Second draft of questionnaire produced</li> <li>• Questionnaire review meeting (FSA, TNS BMRB and PSI) (26 Oct 2011)</li> </ul>
<b>27 October 2011 – 9 November 2011</b>	<ul style="list-style-type: none"> <li>• Questions identified to be tested at first round of cognitive testing.</li> <li>• FSA provided comments on cognitive testing questionnaire</li> <li>• Questionnaire agreed for round 1 of cognitive testing</li> </ul>
<b>10-17 November 2011</b>	<ul style="list-style-type: none"> <li>• Cognitive testing round 1 in Uxbridge and Manchester (10 &amp; 11 Nov)</li> <li>• Questionnaire revised for second round of cognitive testing (following a teleconference between the FSA and TNS BMRB on 14 Nov)</li> <li>• Cognitive testing round 2 in Uxbridge and Manchester (16 &amp; 17 Nov)</li> </ul>

*Table 1 continued*

<b>SUMMARY OF DEVELOPMENT ACTIVITY</b>	
<b>Date</b>	<b>Activity</b>
<b>21 November – 9 December 2011</b>	<ul style="list-style-type: none"> <li>• Questions agreed to be tested on Omnibus</li> <li>• Omnibus testing of selected questions (30 Nov – 4 Dec)</li> <li>• Omnibus data tables provided to the FSA</li> </ul>
<b>28 November 2011</b>	<ul style="list-style-type: none"> <li>• Draft pilot questionnaire (integrating findings from cognitive testing) provided to the FSA</li> </ul>
<b>5 December 2011</b>	<ul style="list-style-type: none"> <li>• Debrief meeting to discuss questionnaire and sampling approach (FSA, TNS BMRB and PSI)</li> </ul>
<b>8 December 2011</b>	<ul style="list-style-type: none"> <li>• Meeting to discuss pilot questionnaire (FSA, advisory group, TNS BMRB and PSI)</li> </ul>
<b>9-13 December 2011</b>	<ul style="list-style-type: none"> <li>• Pilot questionnaire and materials (e.g. advance letters) were developed further</li> <li>• FSA and advisory group comments integrated into final pilot questionnaire</li> </ul>
<b>14 December 2011</b>	<ul style="list-style-type: none"> <li>• Final questionnaire for pilot signed off by the FSA</li> <li>• Findings from Omnibus testing incorporated into the questionnaire</li> </ul>
<b>9-20 January 2012</b>	<ul style="list-style-type: none"> <li>• Pilot interviewer briefing</li> <li>• Pilot fieldwork</li> <li>• Pilot interviewer debrief</li> </ul>
<b>23 January – 1 February 2012</b>	<ul style="list-style-type: none"> <li>• Pilot report produced</li> <li>• Final questionnaire (including suggested changes) provided by TNS BMRB to the FSA</li> </ul>
<b>2 February – 15 March 2012</b>	<ul style="list-style-type: none"> <li>• Final questionnaire developed</li> <li>• Final signed off questionnaire agreed</li> </ul>

## 2. Cognitive testing

### 2.1 Questionnaire development prior to the cognitive testing

The first stage of development began with a report written by the Policy Studies Institute (PSI) commissioned by the FSA in 2010, which looked at whether the second wave of the Food and You survey could include questions about influences on food choice and perceptions of risk associated with food safety and diet.<sup>1</sup>

PSI used a four stage methodology including a literature review, key informant interviews, exploratory focus group interviews and the design of two modules that could potentially be incorporated into the second wave of the Food and You survey.

The study was designed to identify whether influences on food choice and perceptions of risk could be addressed effectively by means of survey data and the best approaches to use given the potential complexity of some aspects of these subjects.

In addition to this study, upon commissioning of the second wave of the research, a review of the Wave 1 questionnaire was undertaken by the TNS BMRB/PSI research consortium, FSA research team and Food and You Advisory Group. This review looked at each question used in Wave 1 and considered its appropriateness for inclusion in Wave 2. As the remit of the Food Standards Agency had changed since the first wave of the research<sup>2</sup>, questions on healthy eating were no longer relevant and it was decided these should not be included in the survey. The review stage also identified the following new areas of interest which were to be considered for inclusion in the survey: new food technologies, meat controls, the Food Hygiene Rating Scheme and, handling of raw fruit and vegetables.

---

<sup>1</sup> The report is available at:

[http://www.foodbase.org.uk//admintools/reportdocuments/641-1-1116\\_WAVE\\_2\\_DEV\\_FINAL\\_REPORT\\_FINAL.pdf](http://www.foodbase.org.uk//admintools/reportdocuments/641-1-1116_WAVE_2_DEV_FINAL_REPORT_FINAL.pdf)

<sup>2</sup> On 1 October 2010, responsibility for nutrition policy (including labelling) transferred to the Department of Health in England and to the Welsh Assembly Government in Wales. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the FSA.

Following this review, a questionnaire was developed by the TNS BMRB/PSI research consortium based on the policy priorities for Wave 2 before selecting questions for cognitive testing.

## **2.2 Background information**

Cognitive testing was undertaken in order to test new questions that had been designed, any new wording or amendments to existing questions and to make sure that respondents' understanding of key terms was in line with that of the project team. The purpose of the cognitive testing was not to look at particular respondents as case studies or to draw inferences from their responses about the population or specific sub-groups, but rather to ensure that respondents understood the questions correctly and could answer them in an accurate and consistent manner.

Two rounds of testing were conducted; the first round tested questions which had been highlighted as being difficult to interpret from Wave 1, variants on these existing questions and new questions around some of the new policy areas of relevance at Wave 2. The second round was a specific follow-up to the first round. It gave the opportunity to amend some of the questions used in the first round that had not been successful, in order to refine the way they were asked and to see whether a different style of wording would yield more accurate results.

Each round was split into two separate days of testing. On each day, around 15 respondents were recruited according to quotas on age, gender and working status. These quotas were set to ensure a wide variety of respondents with differing knowledge of food and food preparation were interviewed. Four members of the TNS BMRB project team were involved in conducting the interviews. Interviews lasted up to 45 minutes and respondents were offered an incentive to take part of £20 High Street gift vouchers upon completion of the interview.

The questionnaire for round 1 of the cognitive testing was agreed on 9<sup>th</sup> November 2011 and was tested at two sites – Uxbridge and Manchester on 10<sup>th</sup> and 11<sup>th</sup> November. The decision to test in different locations was to try to pick up any geographic differences in language or phrasing that may have caused difficulty within the questionnaire.

The overall agreed questionnaire for round 1 was split into two versions, so half of respondents in round 1 were given version A while half of respondents were given version B. This was done because to test all questions would have meant that the interview would have exceeded 45 minutes, which was the



maximum desired length. Also, since variants of the same question were being tested, it was felt best that one half of the sample received one variant while the other half received the other. These questionnaires are included as Appendices A and B.

Following the first round of testing, a teleconference was held between the TNS BMRB and FSA project teams on 14<sup>th</sup> November. TNS BMRB summarised the main findings from the first round of testing, reviewed the questionnaire thoroughly question by question, and suggested alternatives for the second round in collaboration with the FSA.

A number of changes were consequently made to the questionnaire: some questions were re-written to improve understanding, some were deleted, response categories altered or the wording tweaked. A revised version of the cognitive testing questionnaire was presented to the FSA on 15<sup>th</sup> November and was signed off for the second round of testing by the end of the same day. Only one version of the questionnaire was necessary for Round 2 and this is included as Appendix C. The second round of testing was conducted in Uxbridge and Manchester on 16<sup>th</sup> and 17<sup>th</sup> November by TNS BMRB researchers with observers from the PSI and FSA research teams.

### **2.3 Summary of cognitive interviews achieved**

In Round 1, 30 cognitive interviews were conducted by the TNS BMRB research team with a cross section of different types of respondents. In Round 2, 32 cognitive interviews were conducted. Table 2 shows the profile of the achieved interviews in both rounds.

Table 2

PROFILE OF ACHIEVED INTERVIEWS			
		Round 1	Round 2
<b>Overall</b>		<b>30</b>	<b>32</b>
<b>Location</b>	Uxbridge	20	18
	Manchester	10	14
<b>Sex</b>	Male	17	15
	Female	13	17
<b>Age</b>	16-24	6	5
	25-34	3	6
	35-44	4	6
	45-54	8	6
	55-64	5	5
	65+	4	4
<b>Economic status</b>	Paid work or training	13	15
	Away from job/ waiting to take up job	0	0
	Looking for work	4	3
	Student	4	3
	Looking after family/home	1	1
	Long-term sick/ill	1	2
	Retired	7	5
	Something else	0	3
<b>Number of people in household</b>	1	11	6
	2	5	12
	3	5	6
	4	7	3
	5 or more	2	5
<b>Number of adults aged 16+ in household</b>	1	13	8
	2	6	16
	3	5	4
	4	5	2
	5 or more	1	2
<b>Responsibility for food/ grocery shopping</b>	All or most	18	23
	About half	8	3
	Less than half	3	5
	Not responsible for any	1	1

## 2.4 Key issues from the cognitive testing

The key issues raised by the two rounds of cognitive testing are outlined below.

### INTRODUCTION

#### Rationale for testing

To test what respondents understood by 'hygiene' and to determine if the introduction did an accurate job of covering the topics and themes covered in the survey.

#### Round one

The introductory text that was tested was:

"Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene."

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• No issues. Respondents were satisfied with the introduction</li><li>• Some feedback received about knowing where results of the survey could be found</li></ul>	<ul style="list-style-type: none"><li>• No changes made for Round 2</li><li>• This introductory text was recommended for inclusion in the survey</li><li>• Considered adding information to closing script regarding where respondents can obtain the results of the survey / the survey report. However, this was decided against as this was felt to be promoting the FSA which would go against the Market Research Society (MRS) code of conduct.</li></ul>

## **QUESTIONS 2.7-2.8**

### **Rationale for testing**

To see whether a shortened version of questions 2.5 - 2.8 from wave one (eating habits) could be designed as these were lengthy and went into great detail. This new version was tested to ensure that it captured more top level information, in a way which was easy for respondents to understand.

### **Round one**

Q2.7a-c In the last 7 days, that is since last (INSERT DATE), on how many days out of that seven did you eat your BREAKFAST AT HOME/LUNCH AT HOME/MAIN EVENING MEAL AT HOME?

Q2.8a/c/e Thinking about all the times you were eating your BREAKFAST/LUNCH/MAIN EVENING MEAL in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week.

Q2.8b/d/f And in the last 7 days who did you mainly eat your BREAKFAST/LUNCH/MAIN EVENING MEAL with?

<b>Feedback / main misunderstandings</b>	<b>Recommendations / changes made for Round 2</b>
<ul style="list-style-type: none"> <li>• The new questions did not appear to save much time</li> <li>• Respondents found it easy to answer them</li> <li>• The single answer code for Q2.8 caused some troubles; quite a few respondents tended to say “family” which included the partner as well as other family members</li> <li>• Some would use “dinner” or “tea” to refer to their main evening meal, but respondent did not have problems understanding the terms in the questionnaire</li> <li>• Some respondents found this very repetitive, particularly the follow-up questions</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• Some did not understand the first question (Q2.8a/c/e) was multi-coded</li> <li>• Some respondents were still thinking about eating at home only for Q2.8 when they should have been thinking about all occasions they had eaten regardless of location</li> </ul>	<ul style="list-style-type: none"> <li>• It was recommended that the follow-up (Q2.8) be shortened to one question only, just asking about who the main people they eat with are</li> </ul>

## Round two

Q2.7a-c In the last 7 days, that is since last (INSERT DATE), on how many days out of that seven did you eat your BREAKFAST AT HOME/LUNCH AT HOME/MAIN EVENING MEAL AT HOME?

Q2.8a/c/e Thinking about all the times you were eating your BREAKFAST/LUNCH/MAIN EVENING MEAL in the last 7 days, at home or otherwise, did you mainly eat alone or with other people?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Respondents were able to arrive at an answer very quickly</li><li>• They found it easy to think back over the last 7 days</li><li>• Terminology used posed no problems</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• Some respondents gave answers at Q2.8 that were more detailed than the current response list allowed e.g. stating specific family members</li><li>• As in Round 1, some respondents were still thinking about eating at home only for Q2.8 when they should have been thinking about all occasions they had eaten regardless of location</li></ul>	<ul style="list-style-type: none"><li>• The questions took less time to administer than those in wave one and worked well, it was decided to include them in the survey</li><li>• It was suggested that the response list could be expanded to include more detailed family members at Q2.8 (main people ate with)</li><li>• Q2.8 wording was amended for the pilot to focus on eating at home</li></ul>

## QUESTION 2.24

### Rationale for testing

Attitudinal statements about healthy eating included in the first wave of the survey were modified to look at whether people feel they should make changes in their food preparation habits (to be more hygienic). These were tested to ensure respondents understood the questions, that they did not have any problems correctly recalling the information and that the information they gave when probed was consistent with their initial answer.

### Round one

2.24 How much do you agree or disagree with the following statements

PAIR 1

“When preparing food for myself I could be more careful about food hygiene”

“When preparing food for others I could be more careful about food hygiene”

PAIR 2

“When preparing food for myself, hygiene is at the top of my mind”

“When preparing food for others, hygiene is at the top of my mind”

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Pair one worked well – respondents had no difficulty in understanding or answering the question</li><li>• Pair two seemed to collect less accurate answers – respondents tended to say food hygiene was always top of their mind, but when probed they acknowledged that they did not really think about it</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2</li><li>• Recommended pair one for inclusion in the survey, but decided to test the distribution of answers given to the question on the Omnibus to ensure that not everyone agreed with the statements</li><li>• Results from the Omnibus can be found on p.58</li></ul>

## QUESTION 2.39

### Rationale for testing

This question was adapted from a wave one question about healthy eating. This question was tested to ensure respondents answered it in the intended manner and to test the interpretation of the term 'safe'.

### Round one

2.39 In your opinion, when you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Respondents found it fairly easy to answer this question</li><li>• They generally thought about themselves</li><li>• “Safe” was generally understood as avoiding food poisoning or “funny tummies”</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2</li><li>• The question worked well and was recommended for inclusion in the pilot survey</li><li>• Question was modified slightly to remove “In your opinion” as it was felt that this was needlessly lengthening the question text</li></ul>



## **QUESTION 2.40 & 2.40a**

### **Rationale for testing**

New questions were designed to monitor attitudes in relation to the Food Hygiene Rating Scheme (FHRS) / Food Hygiene Information Scheme (FHIS)<sup>3</sup>. Two variants were tested.

### **Round one**

2.40 In which, if any, of these places would you like to see more information displayed about their hygiene standards?

2.40a Which places, if any, do you currently look for information about hygiene standards?

---

<sup>3</sup> At the time of this testing, the FSA was rolling out the FHRS in England, Wales and Northern Ireland and the FHIS in Scotland. These schemes are designed to help consumers choose where to eat out or shop for food by giving them information about food businesses' hygiene standards. Food businesses are given stickers/certificates which display their hygiene rating/inspection result and are encouraged to display these where their customers can easily see them. This information is also published at [www.food.gov.uk/ratings](http://www.food.gov.uk/ratings). Many 'local' hygiene rating schemes have previously been operated by local authorities, including schemes named 'Scores on the Doors'.

<b>Feedback / main misunderstandings</b>	<b>Recommendations / changes made for Round 2</b>
<ul style="list-style-type: none"> <li>• Respondents did not tend to look for information on hygiene standards such as Scores on the Doors, FHRS etc</li> <li>• There was a tendency towards saying “nowhere”</li> <li>• Respondents had the tendency to say they would like to see information displayed everywhere</li> <li>• One respondent raised concerns that although it would be great to have hygiene standards displayed everywhere, people would not look at them (information overload)</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• Respondents seemed to be confused by “hygiene standards”: some mentioned common sense; but very few thought of schemes. Tended to think about how they assessed hygiene, when eating out.</li> <li>• Respondents seemed to interpret ‘places’ in a different way than it was intended. They were thinking about where to find information on hygiene e.g. online, but not about food establishments</li> </ul>	<ul style="list-style-type: none"> <li>• Recommended adding definition of ‘places’ (the definition of eating out from Wave 1 of the survey, using the showcard) before 2.40</li> <li>• Adding questions to test whether respondents know the Food Hygiene Rating Scheme directly</li> </ul> <p><b>Changes made to questions</b></p> <ul style="list-style-type: none"> <li>• Adjustments in round 2 –Q2.33 added to act as a primer before Q2.40a: “Have you done any of the following things in the last 7 days?” (eating out)</li> <li>• 2.40 was not tested again as it was not felt to work well</li> <li>• Q12.1-Q12.6 :New questions added to see if respondents have seen the schemes, where they have seen them, whether they have used a rating scheme before eating out in the last year, where they have checked rating, how useful they found it and which establishments they would generally use regarding the rating scheme.</li> </ul>

## Round two

2.33 I'm going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last (DAY)?

2.40a Thinking about this definition of eating out, which of these places, if any, do you currently look for information about hygiene standards?

12.1 Have you ever seen any of the following logos?

12.2 Where have you seen this logo?

12.3 In the last 12 months, have you used a hygiene rating scheme before deciding whether to visit a food establishment?

12.4 Where did you check the rating?

12.5 How useful do you find hygiene rating schemes when deciding where to eat out?

12.6 The Food Hygiene Rating Scheme awards food establishments a score between 0-5 with 0 indicating urgent improvements are needed and 5 indicates very good hygiene. Which establishments would you use?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Q2.33 worked well; no issues</li><li>• Q12.1-12.3 worked well</li><li>• Q12.4/Q12.5 were only tested a few times as most respondents were not filtered to them, but appeared to work well</li><li>• Q12.6: almost all respondents stated they would only eat in establishments with a rating of 4 or 5 (a few would consider eating at establishments which were rated as 3).</li></ul>	<ul style="list-style-type: none"><li>• Recommended not including Q2.40 or Q2.40a in the main questionnaire - questions felt to be of little value</li><li>• Decided to add clarification for Q12.3 - "...used a hygiene rating scheme to check an establishment's hygiene standards before deciding to visit?"</li><li>• It was decided to test Q12.6 on the Omnibus to examine whether distribution of responses would be skewed towards the top end of ratings and, if so, by how much</li></ul>

Feedback / main misunderstandings cont'd	Overall recommendations cont'd
--	--------------------------------

<p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• Q2.40a: respondents were still more likely to say how they checked/assessed establishments themselves, as in Round 1.</li> <li>• Respondents did not mention ratings schemes like FHRS or Scores on the Doors</li> <li>• A number of respondents mentioned “nowhere”</li> <li>• Some respondents believed they had seen the the schemes previously but, on probing, it was apparent they were thinking of something different e.g. restaurant reviews</li> <li>• Q12.6: after probing, it was established that the places respondents usually ate at (favourite places) did not display rating schemes. Most respondents said they would still go to their favourite places even if they had attained a poor rating</li> <li>• Some stated that they would avoid places with bad/no rating(s) when the scheme became widespread</li> </ul>	<ul style="list-style-type: none"> <li>• Word “logo” replaced with “image” in question text for the pilot survey as was deemed not to accurately describe the images</li> <li>• Results from the Omnibus can be found on p.61</li> </ul>
---	--

## **QUESTION 4.1**

### **Rationale for testing**

The new statements developed about the washing of fruit and vegetables were tested within the context of this existing question and aimed to determine whether the terminology is easy to understand.

### **Round one**

Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

- A Wash fruit which is going to be eaten raw
- B Wash vegetables (including salad) which are going to be eaten raw
- C Wash fruit which is going to be cooked
- D Wash vegetables which are going to be cooked
- E Wash your hands after handling raw fruit
- F Wash your hands after handling raw vegetables (including salad)
- G Defrost frozen food in the microwave
- H Eat burgers and sausages if the meat is pink or has pink or red juices

<b>Feedback / main misunderstandings</b>	<b>Overall recommendations</b>
<ul style="list-style-type: none"> <li>• Respondents had no problems</li> <li>• Some found the list of statements too long</li> <li>• New statements fitted into the existing list of items well</li> <li>• A number of respondents stated that some statements were not applicable e.g. vegetarians struggled with the meat questions</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• One respondent had an issue in that they only bought pre-packed (and washed) fruit and vegetables so did not know how to answer the question</li> </ul>	<ul style="list-style-type: none"> <li>• Not tested at Round 2 as the question generally worked well, it was deemed that the list of statements was of a reasonable length for respondents</li> <li>• Recommended adding an interviewer instruction to the question to tell interviewers to code “NA” if respondents only buy pre-packed fruit and vegetables</li> </ul>

## QUESTION 4.1a

### Rationale for testing

Some of the cleaning questions included at 4.1 in the first wave were felt to not collect accurate enough information, which made it difficult to interpret whether respondents were taking food hygiene risks. New questions were designed to capture the same information in a more accurate manner. These were tested to ensure that respondents understood what was being asked, had no difficulties with the terminology used and that they were able to provide answers which fitted the pre-coded list of answers.

### Round one

4.1a How often do you...

- a) Change the dishcloths / sponges that you use for washing up and/or cleaning your kitchen?
- b) Change tea towels?
- c) Clean your sink and draining board thoroughly?
- d) Wipe down the surfaces in your kitchen?
- e) Use tea towels to dry washing up?

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• People did not have any issues understanding what was meant by “Changing sponges/dishcloths/tea towels” and “thorough cleaning”</li><li>• Some respondents used different sponges/cloths for washing dishes and washing the kitchen in general so had difficulty giving an answer to statement A</li><li>• The list of codes was found to be appropriate although some respondents gave a higher frequency than ‘once a day’</li></ul>	<ul style="list-style-type: none"><li>• Changes made to questions:</li><li>• Statement A split into two statements: “washing up “ and “cleaning”</li><li>• Added “more than once a day” and “never” codes</li></ul>

### Round two

4.1a How often do you...

- a) Change the dishcloths / sponges that you use for washing up?
- b) Change the dishcloths / sponges that you use for cleaning your kitchen?
- c) Change tea towels?

- d) Clean your sink and draining board thoroughly?
- e) Wipe down the surfaces in your kitchen?
- f) Use tea towels to dry washing up?

<b>Feedback / main misunderstandings</b>	<b>Overall recommendations</b>
<ul style="list-style-type: none"> <li>• This question worked well, with respondents not having any issues in providing answers.</li> <li>• Even respondents who employed a cleaner or that lived in a household where someone else took responsibility for these chores were able to answer the questions</li> </ul>	<ul style="list-style-type: none"> <li>• Asking these questions spontaneously worked well in the pilot and this approach was suggested for the pilot survey</li> <li>• It was also recommended that interviewer instructions be added to probe for a general answer in days for respondents that give answers such as “every time I cook” or “after every meal”</li> </ul>



## QUESTION 4.1b

### Rationale for testing

In the first wave there was a general statement about defrosting food (question 4.1). It was suggested that behaviour might differ based on what food was frozen; this new question was developed to capture more specific information. The cognitive testing offered an opportunity to check that the question was easy to understand and to see whether behaviour did vary from food item to food item.

### Round one

How do you usually defrost frozen...

- a) Beef, lamb or pork
- b) Poultry
- c) Pre-cooked meats, like ham or meat pate
- d) Fish, excluding shellfish
- e) Microwave meals and oven ready foods

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• The method used for defrosting seemed to depend on the time respondents had rather than the food they were defrosting</li><li>• Respondents who said they were in a rush tended to say they used the microwave</li><li>• When answering about microwave meals and oven ready foods, some respondents said that they could be cooked from frozen so question did not apply</li></ul>	<ul style="list-style-type: none"><li>• It was decided that the questions should be made more general, covering meat and fish as these are higher risk foods</li></ul>

## Round two

4.1b Which of the following methods do you use to defrost frozen meat or fish?

4.1c And which method do you usually use to defrost frozen meat or fish?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Questions worked well</li><li>• Further clarification may be needed for vegetarians or those who do not eat meat or fish</li><li>• Some respondents said that they always used “hot” water or always used “cold” water</li></ul>	<ul style="list-style-type: none"><li>• The question worked well and was recommended for inclusion in the survey</li><li>• Guidance obtained from FSA regarding whether defrosting items in “warm” or “cold” water should be separate codes. It was decided to keep one code which covered “water” in general</li><li>• It was decided to move the question about dietary restrictions to the beginning of the questionnaire so that interviewers would know upfront during the interview who is vegetarian/vegan. From Wave 1, vegetarians were more likely to answer N/A at the defrosting questions so this change would help interviewers administer the question.</li></ul>

## QUESTION 4.8

### Rationale for testing

Instead of just asking respondents whether they have a fridge (as in wave one) it was felt to be beneficial to record more information about the appliances they have in their household. This question was tested to ensure respondents could answer the question and to see whether the pre-coded list of responses covered all the essential appliances people have in their kitchens.

### Round one

4.8 Which of the following appliances do you have in your household?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• No issues, question worked well</li><li>• Some respondents suggested the list could be expanded to include: grill, toaster, coffee maker, blender</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• A few respondents did not understand what a hob was</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2, recommended for inclusion in the final questionnaire</li><li>• The answer list was reviewed to determine whether any items were missing, but it was decided that the answer list adequately covered the information it was felt important to capture</li><li>• Suggested adding a definition for 'hob' in interviewer instructions so that interviewers are able to assist with definition</li><li>• FSA felt the term household may be problematic for some people. The ONS definition of household was added to the question ahead of the pilot</li></ul>

## QUESTIONS 4.13 and 4.13a

### Rationale for testing

Question 4.13 (which asks how people arrange the contents of their fridge) was included in the first wave of the survey. A new follow-up question was developed to check whether those that stored certain types of food in certain parts of the fridge did so for hygiene reasons. The new question was tested to help develop the code frame further, question 4.13 was included in the testing as it was used to route respondents to the new question.

### Round one

4.13 And how do you arrange the contents of your fridge?

4.13a Why do you always keep certain types of food in certain parts of the fridge?

Feedback / main misunderstandings	Overall recommendations
<p><b>4.13</b></p> <ul style="list-style-type: none"><li>• Generally worked well</li><li>• Respondents arrived at answers easily</li></ul> <p><b>4.13a</b></p> <ul style="list-style-type: none"><li>• Worked without any problems</li><li>• Some respondents did not give very detailed answers at first and probing was required to obtain a full answer from them</li></ul>	<ul style="list-style-type: none"><li>• As these questions worked well they were not tested at Round 2, it was decided that after a few tweaks they should be included in the pilot questionnaire</li><li>• Recommended adding additional code to 4.13a code frame for 'Makes food easier to find' and expanding 'food safety' code at 4.13a to include mentions of 'cross-contamination' and 'hygiene' to ensure that all references are picked up</li></ul>

## QUESTIONS 4.14-4.15

### Rationale for testing

Tested Q4.15 to determine what the reasons are for how respondents store raw meat and poultry. In particular, does this relate to personal behaviour or knowledge? i.e. do respondents answer how they personally stored meat and poultry or how they think people should store it.

### Round one

4.14 Where in the fridge do you store raw meat and poultry?

4.15 How do you store raw meat and poultry in the fridge?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• These questions worked well – respondents thought about how they did it personally</li><li>• Some respondents mentioned they would always store meat in the freezer</li><li>• Respondents seemed to have the same routine for fish, however some did not include fish in their answer as questions specifically asked about meat and poultry</li><li>• Respondents interpreted Q4.15 as it should be i.e. in relation to 'how meat stored'</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2, recommended for inclusion in the survey</li></ul>

## QUESTIONS 4.16-4.17

### Rationale for testing

Tested Q4.17 to determine what the reasons are for how respondents store cooked meat and poultry. In particular, does this relate to personal behaviour or knowledge? i.e. do respondents answer how they personally store cooked meat and poultry or how they think people should store it.

### Round one

4.16 Where in the fridge do you store cooked meat and poultry? This includes leftover meat you have cooked yourself and bought ready to eat meats.

4.17 How do you store cooked meat and poultry in the fridge?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• No problems found – respondents thought of what they actually did</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2 as the question worked well and was recommended for inclusion in the survey</li></ul>

## QUESTION 4.18

### Rationale for testing

To test whether respondents answered this question based on their knowledge or their behaviour/ experience.

### Round one

4.18 How can you tell whether food is safe to eat?

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• This varied from food to food</li><li>• Some respondents had a hierarchy of checks that they carried out depending on the condition of the particular type of food e.g. if it was near the use-by-date, some carried out further checks like smelling it, whereas if it was just bought that day, they would limit to visual checks</li></ul>	<ul style="list-style-type: none"><li>• As answers differed by food type it was suggested that this should be tested for specific food items</li><li>• It was also decided to begin by asking the question spontaneously and to then follow up with a question using a show card to ask for the most important factor</li></ul> <p><b>Changes made to questions</b></p> <ul style="list-style-type: none"><li>• Adjustment made in round 2: to capture full list Q4.18 “For each of the following foods, please say how you can tell whether it is safe to eat?”(multi code);</li><li>• Q4.18a to capture the most important factor “Thinking about these foods again and looking at this list, what would be the most important factor in deciding that food was not safe to eat and had to be thrown away?” (single code)</li></ul>

**Round two**

4.18 For each of the following foods, please say how you can tell whether it is safe to eat?

Raw meat like beef, lamb, pork or poultry

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Raw fruit

Bread

Q4.18a Thinking about these foods again and looking at this list, what would be the most important factor in deciding that food was not safe to eat and had to be thrown away?



<b>Feedback / main misunderstandings</b>	<b>Overall recommendations</b>
<ul style="list-style-type: none"> <li>• Both questions worked well</li> <li>• Respondents focused on things they could check themselves e.g. smell or visual indicators, rather than on dates (ties in with data from Wave 1 on a general level)</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• There was some confusion about raw meat, suggested perhaps changing question wording to “safe to eat or use”</li> <li>• Respondents who considered dates tended not to be able to distinguish between them – different terms were used interchangeably</li> <li>• Indicators for milk and yoghurt were different from cheese for some respondents</li> <li>• Q4.18a: some respondents found it hard to decide which factor was the most important one – often thought they could give more than one answer</li> </ul>	<ul style="list-style-type: none"> <li>• Q4.18: suggested testing this question on the Omnibus to see whether the answers given vary between food types</li> <li>• Results from the Omnibus testing can be found on p.59</li> <li>• Q4.18a: it was suggested that this question should be dropped as respondents found it repetitive and the information collected did not provide sufficient added value</li> </ul>

## QUESTION 4.23

### Rationale for testing

To test what respondents understood by “storage information”.

### Round one

4.23 Do you follow storage information provided on products?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Respondents, on answering the questions initially, seemed to have a good understanding of storage information</li><li>• However, most respondents did not seem to have considered how long one could keep an item for once it was open</li><li>• Some respondents stated it would differ from food to food</li><li>• Respondents said they followed their own experience rather than any information provided on packaging</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2</li><li>• Although used at Wave 1, recommend dropping the question – the results would be too hard to interpret as there was not a clear common understanding of ‘storage instructions’, respondents all interpreted this term differently</li></ul>

## QUESTION 4.23 (option 1)

### Rationale for testing

A new question was developed around storage information for specific types of food. This was tested to ensure that respondents understood what was meant by 'storage information' and to see whether respondents answered the question accurately and that their answers remained consistent when probed.

### Round one

4.23 Do you always follow the storage information provided on the following products?

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• Some respondents stated that they used products immediately after buying them, so this was not applicable</li><li>• Some respondents mentioned they would store meat, poultry and fish in the freezer only</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• Respondents stated they used common sense, based storage on their experience rather than following storage information</li><li>• Vegetarians had trouble with the meat and fish questions</li></ul>	<ul style="list-style-type: none"><li>• The question wording was revised in order to make respondents think about products that they do not plan to use immediately.</li></ul>

## Round two

When you do not plan to use the following products immediately, do you follow the storage information provided on the following products?

*Also modified during testing:*

When you do not plan to use [food item] immediately, do you follow the storage information provided on the packaging?

Feedback / main misunderstandings	Overall recommendations
<b>Misunderstandings</b> <ul style="list-style-type: none"><li>• Respondents tended to say they followed storage information</li><li>• Upon further probing it was obvious that they followed information subconsciously and did not know what the instructions were, as in Round 1</li><li>• Giving examples for storage information confused some respondents; some mixed it up with nutritional information</li></ul>	<ul style="list-style-type: none"><li>• Recommended not using this question as would not be sure whether respondents have answered it accurately</li></ul>

## QUESTION 4.23a

### Rationale for testing

Questions from PAFI which asked about the number of days people kept specific food types once they had been opened were adapted for this survey. These were tested to ensure that respondents understood the questions in the intended manner and could easily provide answers.

### Round one

4.23a If you open a packet of <textfill: food item> and keep it stored uncooked in the fridge, what is the maximum number of days that you would keep it in the fridge before using it or throwing it away?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Quite a few respondents stated that they would not eat/buy the items on the list</li><li>• The number of days were found to vary by food type, confirming that it was better to ask about the different food types separately rather than just asking a general question</li><li>• Some respondents mentioned they would take other factors into account as well as days e.g. looks, texture, smell etc. However, this was not deemed to be a major issue as respondents were all able to answer the question</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2 as question worked well, a few amendments were made ahead of the pilot:<ul style="list-style-type: none"><li>• The list of items asked about was amended (FSA provided a list of high risk items)</li><li>• The question wording was amended to refer to “eating” rather than “using”</li><li>• A code was added for people that “Don’t eat” each food type</li></ul></li></ul>

## QUESTIONS 7.26a & 7.26b

### Rationale for testing

PSI highlighted pets as a potential risk area and suggested including questions on this topic in the survey. It was felt important to test these new questions to ensure respondents interpreted them correctly.

### Round one

7.26a Turning now to pets, do you have a cat or dog in the household?

7.26b How often do you do the following in relation to your cat(s)/dog(s)/cats and dogs?

Feed them from your hand while eating

Feed them in the kitchen

Wash your hands after touching them

Store dishes and utensils used for their food in a separate place to those used for human food

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• The questions worked well</li><li>• Respondents were generally thinking of feeding their pets snacks and main meals</li><li>• Respondents' understanding of washing hands was generally good</li></ul>	<ul style="list-style-type: none"><li>• A few changes were made to the questions to make them clearer and easier for respondents to understand</li></ul>

## Round two

7.26a Turning now to pets, do you have a cat or dog in the household?

7.26b How often do you do the following in relation to your cat(s)/dog(s)/cats and dogs?

Feed them food from your hand while eating your own meal

Feed them their main meals in the kitchen

Wash your hands after touching them

Store dishes and utensils used for their food in a separate place to those used for human food

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Questions worked well</li><li>• Respondents were found to answer the questions accurately and consistently. The information given by respondents remained consistent when their answers were probed.</li></ul>	<ul style="list-style-type: none"><li>• Questions worked sufficiently well to be recommended for inclusion in the pilot survey</li><li>• However, the questions were not deemed to capture enough data to be able to use the information usefully. Given the time constraints for the main stage of the research it was decided not to include these.</li></ul>

### QUESTION 8.3

#### Rationale for testing

Tested two different definitions of nanotechnology; aimed to determine whether respondents understood them, how well the descriptions worked and if respondents thought that they were balanced.

#### Round one

##### Option 1

Nanotechnology describes the many ways that scientists can now work with the actual molecules and atoms that make up our world. At this nanoscale things don't always behave as they do when they are larger. They can be used in different ways than in their larger form.

Nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

Have you ever heard of nanotechnology before now?

Feedback / main misunderstandings	Overall recommendation
<ul style="list-style-type: none"><li>• Introduction did not work well, it was too long and respondents lost interest</li><li>• A few respondents said they had heard of nanotechnology in food production</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• Respondents sometimes confused nanotechnology with GM and additives</li></ul>	<ul style="list-style-type: none"><li>• Dropped definition, not tested at Round 2</li></ul>



## Option 2

Nanotechnology involves working with very small particles to improve products in everyday use. For example, nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

Have you ever heard of nanotechnology before now?

<b>Feedback / main misunderstandings</b>	<b>Recommendations / changes made for Round 2</b>
<ul style="list-style-type: none"><li>• Introduction worked slightly better than Option 1, as it was shorter</li><li>• Similar issues as with Option 1 – some respondents felt the issue was too complex while some respondents were confused by the scientific terminology</li></ul>	<ul style="list-style-type: none"><li>• This was the preferred definition of nanotechnology – tested again in round two with revised question wording</li></ul>

## Round two

Nanotechnology involves working with very small particles to improve products in everyday use. For example, nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

Have you ever heard of nanotechnology before now? Is this in relation to food production or only more generally?

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Most respondents understood the introduction and thought it was balanced</li><li>• A few respondents thought it was too positive, whereas the negatives were thought to be slightly vague</li><li>• Some respondents said they had switched off when they heard the term nanotechnology and asked whether they could read the introduction themselves later on</li></ul>	<ul style="list-style-type: none"><li>• As the introduction was not found to work well enough, it was decided to test a simpler variant on the Omnibus where the technology is not introduced and respondents are simply asked if they have heard of it.</li><li>• Results from the Omnibus testing can be found on p.63.</li></ul>

## QUESTION 8.4

### Rationale for testing

Tested two different sets of statements about nanotechnology, to ensure that respondents understood them.

### Round one

#### Option 1

Please say how much you agree or disagree with each of these statements about the use of nanotechnology in food production.

In order to compete with the rest of the world, Britain should use nanotechnology in food production

Using nanotechnology in food production should be banned, even if food prices suffer as a result

On balance, the advantages of using nanotechnology in food production outweigh any dangers

It is important for me to check whether or not foods have been produced using nanotechnology

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• The question statements worked well, but respondents said they could not answer some of them as they did not know enough about the subject</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• Negative wording of statement 4 caused some problems</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2 – decided that information captured at 4.4 (Option 2) was of more interest and it was deemed more likely that respondents could provide an answer to the questions</li></ul>

## Option 2

Please tell me how much you agree or disagree with each of the following statements about the use of nanotechnology in food production.

Nanotechnology in food production makes me feel uneasy

Nanotechnology in food production is safe for me and my family's health

Nanotechnology in food production is safe for future generations

I do not feel strongly about nanotechnology in food production

<b>Feedback / main misunderstandings</b>	<b>Recommendations / changes made for Round 2</b>
<ul style="list-style-type: none"><li>• Respondents who stated they knew something about nanotechnology struggled to answer these statements – they did not know enough about it to judge</li></ul>	<ul style="list-style-type: none"><li>• Applied a filter so only respondents who had heard of nanotechnology in relation to food production were followed-up</li><li>• Minor adjustment made to statement 4 to word as a positive statement: "I feel strongly about nanotechnology in food production."</li></ul>

## Round two

8.4 Please tell me how much you agree or disagree with each of the following statements about the use of nanotechnology in food production.

Nanotechnology in food production makes me feel uneasy

Nanotechnology in food production is safe for me and my family's health

Nanotechnology in food production is safe for future generations

I feel strongly about nanotechnology in food production

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Only a few respondents were asked these follow-up statements, as most said they had not heard of the technology</li><li>• The few who answered these questions tended to say they did not know enough about the subject to give an adequate answer to statements 2-4</li></ul>	<ul style="list-style-type: none"><li>• Decided not to include statements 2-4 in the survey</li><li>• It was decided Omnibus testing would be used for statement one to examine the distribution of answers and that not too many people would answer "don't know"</li><li>• It was also decided to include a new question which asked respondents how knowledgeable they felt about the issue</li><li>• Results from the Omnibus testing can be found on pages 64 and 66.</li></ul>

## **QUESTION 9.2**

### **Rationale for testing**

New questions regarding meat controls/official controls. These statements were also tested as part of Q11.3, the testing was intended to be used to select which of the two variants worked best.

### **Round one**

Please tell me how much you agree or disagree with the following statements?

- a) People can be confident that, overall, food produced in the UK is safe to eat
- b) People can be confident that, overall, food imported from outside the UK is safe to eat
- c) People can be confident that fruit and vegetables produced in the UK are safe to eat
- d) People can be confident that fruit and vegetables imported from outside the UK are safe to eat
- e) People can be confident that meat produced in the UK is safe to eat
- f) People can be confident that meat imported from outside the UK is safe to eat

<b>Feedback / main misunderstandings</b>	<b>Overall recommendations</b>
<ul style="list-style-type: none"> <li>• Respondents generally had a good understanding of 'safe to eat'</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• "Outside the UK" caused a few issues: a number of respondents stated it would differ from country to country in terms of whether fruits, vegetables or meat were safe to eat</li> </ul>	<ul style="list-style-type: none"> <li>• Not tested at Round 2, this question was not found to work as well as Q11.3</li> <li>• Although question did not work perfectly with respect to some respondents thinking about other specific countries for 'outside the UK', it was decided that the question was fine to use, since 'outside the UK' has a very broad scope and it was felt that as long as respondents think of food produced outside the country when answering the question, the results would be meaningful.</li> </ul>

## **QUESTIONS 11.3 & 11.4**

### **Rationale for testing**

Tested integrating the new statements regarding meat controls/official controls into the food risks question.

### **Round one**

11.3 For each of the following issues, please tell me if you are very worried, fairly worried, not very worried or not at all worried by it?

The overall safety of food produced in the UK

The overall safety of food imported from outside the UK

The safety of fruit and vegetables produced in the UK

The safety of fruit and vegetables imported from outside the UK

The safety of meat produced in the UK

The safety of meat imported from outside the UK

11.4 You have indicated that you are worried about <issue from 11.3>. Have you done any of the following over the past year as a result?



Feedback / main misunderstandings	Overall recommendations
<p><b>Q11.3</b></p> <ul style="list-style-type: none"> <li>• Some respondents thought it was a very long list of statements (these new statements were tested amongst the existing one's)</li> <li>• The new statements worked well in the context of the question</li> <li>• Some respondents did not know what the term GM meant</li> </ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"> <li>• “Outside the UK” caused some issues as at 9.2: a number of respondents stated it would differ from country to country whether fruits, vegetables or meat was safe to eat</li> </ul> <p><b>Q11.4</b></p> <ul style="list-style-type: none"> <li>• The version tested meant there were too many issues to follow up on</li> <li>• Respondents found it difficult to answer spontaneously and did not tend to say they had done anything differently</li> <li>• When shown the response list, respondents were able to give a few answers that were listed</li> </ul>	<p><b>Q11.3</b></p> <ul style="list-style-type: none"> <li>• This question was found to work better than the Q9.2 variant (slightly shorter statements were found to be easier to read)</li> <li>• Not tested at round two – question recommended for inclusion in the pilot</li> <li>• Ahead of the pilot stage, Q11.3 was separated into two questions – one asking about food produced in the UK and imported food, with no follow-up about actions taken; the second asking about general concerns which does follow-up about actions taken.</li> </ul> <p><b>Q11.4</b></p> <ul style="list-style-type: none"> <li>• Not tested at round two</li> <li>• Kept question as a follow-up to the general concerns at Q11.3, using a prompted response list (not food produced in the UK and imported food), it was decided the new statements would not be followed-up</li> </ul>

## QUESTION 10.1

### Rationale for testing

New questions were developed regarding risk. Two variants of these were tested to check respondent understanding and interpretation of “risk” against “likelihood”.

### Round one

10.1 I will now read out a list of types of food. For each one, please say what you think is the risk of getting food poisoning from this type of food – very high risk, fairly high risk, medium risk, fairly low risk or very low risk.

So, what do you think is the risk of getting food poisoning from...

Feedback / main misunderstandings	Recommendations / changes made for Round 2
<ul style="list-style-type: none"><li>• Respondents were generally able to assign different risks to different food types</li><li>• The list of foods was quite long</li><li>• Respondents were generally focused on eating at home when answering the questions</li><li>• Respondents were thinking about their personal risk, rather than risk to people in general – this made it difficult for them to answer about foods which they did not personally eat e.g. shellfish</li></ul> <p><b>Misunderstandings</b></p> <ul style="list-style-type: none"><li>• Respondents had different interpretations of what constituted a “high risk” and so would make analysis of the results difficult</li></ul>	<ul style="list-style-type: none"><li>• Decided to test ‘likelihood’ instead of “risk”</li></ul> <p><b>Changes made to questions</b></p> <ul style="list-style-type: none"><li>• Q.10.1 tested the likelihood of getting food poisoning on a similar scale and same food items. The change also made respondents consider the likelihood when eating at home and eating out.</li></ul>

## Round two

10.1 I will now read out a list of types of food. For each one, please say what you think is the likelihood of getting food poisoning from this type of food. Please consider the likelihood when eating at home and when eating out. So, what do you think is the likelihood of getting food poisoning from...

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Respondents were able to assign different likelihoods to different food types and tended to think personally about this issue</li><li>• Likelihood differed based on whether respondents were eating out or at home and who cooked the food</li><li>• Some respondents tended to give similar answers to all food items</li><li>• A few respondents mentioned it would depend on whether the food was cooked or raw</li><li>• For the pre-pack sandwiches code, one mentioned the likelihood depended on the filling of the sandwich</li></ul>	<ul style="list-style-type: none"><li>• It was decided to drop this question. A number of issues were found (as listed in the feedback column) which would make it difficult to assess the answers accurately</li><li>• Furthermore, it was decided that the risk of food poisoning from fruit and vegetables was covered elsewhere in the questionnaire sufficiently</li></ul>

## QUESTION 11.7

### Rationale for testing

New questions were developed around using frozen foods after their use-by date. Tested how respondents interpreted these questions and how easily they could answer them.

### Round one

In the last 3 months have you ever frozen the following foods after their 'use-by' date?

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pâté

Fish, excluding shellfish

Microwave meals and oven ready foods

Feedback / main misunderstandings	Overall recommendations
<ul style="list-style-type: none"><li>• Respondents tended to answer 'No' for every food type</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2</li><li>• Drop – there was not sufficient variation in responses to provide useful information.</li></ul>

## QUESTION 11.8

### Rationale for testing

A new question was developed about where people got their information about how to prepare food safely. The question was asked spontaneously in the cognitive testing to determine whether new answer categories were required.

### Round one

11.8 Where do you usually get information about how to prepare food safely?

Feedback / main misunderstandings	Overall recommendation
<ul style="list-style-type: none"><li>• The question worked well</li><li>• Respondents generally gave answers in line with code frame</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2</li><li>• Question worked well and was recommended for inclusion in the pilot survey</li><li>• Only amendment made ahead of pilot was to add additional response codes for “family/friends” and “TV cooking shows” and interviewer instructions making it clear multiple answers can be selected</li></ul>

## END OF SURVEY (REVISIT INTRODUCTION)

### Rationale for testing

At the end of the cognitive interviews respondents were asked to review the introduction to the survey and to suggest improvements.

### Round one

Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.

Feedback / main misunderstandings	Overall recommendation
<ul style="list-style-type: none"><li>• Introductory text worked well, there were no issues</li></ul>	<ul style="list-style-type: none"><li>• Not tested at Round 2, text was recommended for inclusion in the pilot</li></ul>

### 3. Omnibus testing

The final stage of questionnaire development ahead of the pilot was to place a small number of questions on the TNS face-to-face Omnibus (see Appendix D for the final questions used). The purpose of this testing was twofold:

- To assess the distribution of responses and ensure that the questions were able to:
  - Differentiate between respondents (i.e. elicit different responses from different people)
  - Where necessary provide sufficient base sizes for sub-group analysis
  - Provide realistic estimates (where other statistics or evidence exist which can be used to verify results)
- To see whether the findings confirmed results from the cognitive testing.

The findings from this stage of the development were discussed with the FSA research team and incorporated into the questionnaire used in the pilot stage of the survey.

#### 3.1 Summary of omnibus approach and interviews achieved

In total, 1,017 interviews were conducted with adults aged 16+ in Great Britain<sup>4</sup> between 30 November and 4 December 2011.

Face-to-face interviews were conducted using CAPI (Computer Assisted Personal Interviewing) via the TNS Omnibus survey. The sampling methodology used was random location sampling, and quotas were set on gender, ethnic origin, and working status of women to ensure a cross section of the general population was interviewed. All quota targets were based on 2001 census figures.

The final data was weighted to ensure the results were representative of adults aged 16 and above in Great Britain. Full data tables of the results were provided to the FSA. Further details of the sampling and weighting approach used for the Omnibus survey are included as Appendix E.

---

<sup>4</sup> Due to time constraints (results from the Omnibus testing were needed in time to make amendments to the pilot survey), these questions had to be included on a wave of the TNS omnibus which did not cover Northern Ireland.

## 3.2 Key findings

### QUESTION 2.14

**At the moment, how often do you eat...**

#### Rationale for testing

This question used a standard list of foods which other lists throughout the main survey were based on. This question was tested in order to determine whether some items from the list could be removed and whether others could be expanded on to focus on more specific food types.

#### Results

<i>Table 3</i>		
<b>HOW OFTEN EAT CERTAIN FOODS</b>		
	<b>Once a week or more often</b>	<b>Never</b>
	%	%
Beef, lamb or pork	76	8
Poultry	81	7
Pre-cooked meats, like ham or meat pâté	68	19
Milk and dairy foods like cheese and yoghurt	95	3
Eggs	79	6
Fish, excluding shellfish	62	15
Shellfish	13	53
Raw fruit	89	4
Raw vegetables, including salad	83	6
Pre-pack sandwiches	20	50
Microwave meals and oven ready foods	30	40
Fruit juice or fruit smoothies	69	17
<i>Base: All respondents (1,017)</i>		

#### Feedback

Most of the different types of food were eaten on at least a weekly basis. Shellfish, pre-pack sandwiches and ready meals were reported to be eaten less regularly.

The answers suggested that this was a sensible standard list of foods to base other answer categories on throughout the survey, as most people would be able to provide answers. Despite the fact few people ate “shellfish” on a



regular basis it was felt important to include this as it is considered to be a high risk food.

The answers suggested it would be feasible to split out some of the answer codes further, however, the impact this would have on the length of the survey meant that it was decided to keep the list largely unchanged, although a new code was added for “cooked vegetables”.

## QUESTION 2.16

**Please tell me how much you agree or disagree with the following statements.**

We usually have family meals at the weekend

We rarely sit down to a meal together at home

I don't have time to spend preparing and cooking food

### Rationale for testing

These were new statements and it was felt that they were worth including if they could differentiate between respondents by achieving a spread of different answers across different types of respondent.

### Results

Table 4		
ATTITUDINAL STATEMENTS ABOUT EATING HABITS		
	Tend to / definitely agree	Tend to / definitely disagree
	%	%
We usually have family meals at the weekend	66	18
We rarely sit down to a meal together at home	19	66
I don't have time to spend preparing and cooking food	16	70
Base: All respondents (1,017)		

### Feedback

These three statements worked well, with people providing a range of answers. The answers given to the three questions were not found to be highly correlated (positive or negative), suggesting that they capture different things.

These questions were recommended for inclusion as they were in the pilot, but "we usually have family meals at the weekend" and "we rarely sit down to a meal together at home" were similar to the topics covered at questions 2.7-2.8. It was decided to remove "we usually have family meals at the weekend" from the pilot questionnaire.

A final decision on the statement "We rarely sit down to a meal together at home" was delayed until after the pilot survey. The decision was to retain the

statement for the pilot then to analyse the results to see whether the answers were correlated to Q2.7 & 2.8. The pilot findings for this statement are on p.81 of this report.

## QUESTION 2.24

### And how much do you agree or disagree with the following statements?

When preparing food for myself I could be more careful about food hygiene

When preparing food for others I could be more careful about food hygiene

### Rationale for testing

Tested to see whether these statements differentiated between respondents and whether there was value in using both statements i.e. that they were capturing different information.

### Results

<i>Table 5</i>		
<b>ATTITUDINAL STATEMENTS ABOUT FOOD HYGIENE</b>		
	<b>Tend to / definitely agree</b>	<b>Tend to / definitely disagree</b>
	%	%
When preparing food for myself I could be more careful about food hygiene	33	55
When preparing food for others I could be more careful about food hygiene	28	56
<i>Base: All respondents (1,017)</i>		

### Feedback

There was a good range of answers given to these questions. However, the answers at both statements were highly positively correlated:

- The vast majority (95%) of those that agreed they could be more careful when preparing food for others also agreed that they could be more careful when producing food for themselves
- Around nine in ten (92%) respondents who disagreed they could be more careful when preparing food for others also disagreed that they could be more careful when producing food for themselves

The overall recommendation was to only keep one statement:

“When preparing food for myself I could be more careful about food hygiene”

This statement was included in the pilot questionnaire with the other agree/disagree statements at Q2.16.

#### **QUESTION 4.18**

**For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?**

#### **Rationale for testing**

To see whether answers varied by food type; if answers did not vary then it was felt that it would be better to ask a more general question as this would provide an important time saving for the whole questionnaire.

## Results

<i>Table 6</i>			
<b>INDICATORS USED BY RESPONDENTS TO TELL WHETHER CERTAIN FOODS ARE SAFE TO EAT</b>			
	<b>Top answer</b>	<b>Second top answer</b>	<b>Third top answer</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Raw meat like beef, lamb, pork or poultry	Smell (55%)	Look (41%)	Colour (31%)
Milk and yoghurt	Smell (68%)	Look (27%)	Use by (21%)
Cheese	Look (51%)	Smell (30%)	Colour (19%)
Eggs	Smell (32%)	Use by (27%)	Best before (20%)
Fish, excluding shellfish	Smell (60%)	Look (23%)	Use by (16%)
Raw fruit	Look (71%)	Texture (30%)	Colour (22%)
Bread	Look (59%)	Texture (28%)	Use by (18%)
<i>Base: All respondents (1,017)</i>			

## Feedback

The way in which people ascertained whether different types of food were safe to eat was found to vary according to the food type in question. No obvious problems were apparent with this question, with a good range of responses, so the recommendation was to pilot the question in its current form.

## **QUESTION 12.6**

### **ENGLAND AND WALES**

The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Rating Scheme in England, Wales and Northern Ireland. The scheme is currently being rolled out so is not currently used in all areas.

The scheme awards food establishments, such as restaurants, pubs and takeaways, a rating between 0 and 5 with 0 indicating urgent improvements are needed and 5 indicating very good hygiene. The food hygiene rating is not a guide to food quality.

If the scheme was used in your area, which of the following establishments do you think you would use?

### **SCOTLAND**

The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Information Scheme in Scotland. The scheme is currently being rolled out so is not currently used in all areas.

The scheme awards food establishments, such as restaurants, pubs and takeaways, a rating of either 'pass' or 'improvement needed'. The food hygiene rating is not a guide to food quality.

If the scheme was used in your area, which of the following establishments do you think you would use?

### **Rationale for testing**

During the cognitive testing most respondents said they would only go to establishments with very high ratings. The main purpose of testing this question on the Omnibus was to examine the spread of answers.

These questions were only deemed to be worth including if they showed realistic results that reflected the fact that most people do not base their eating decisions solely on Food Hygiene Rating Schemes. In particular, these questions were felt to be of little value if a high proportion of respondents said that they would only go to establishments with the very highest ratings as this was not deemed to be realistic.

### **Results**

<i>Table 7</i>	
<b>THOSE THAT WOULD USE AN ESTABLISHMENT GIVEN A CERTAIN RATING ON THE FOOD HYGIENE RATING SCHEME (ENGLAND AND WALES) OR FOOD HYGIENE INFORMATION SCHEME (SCOTLAND)</b>	
<b>England and Wales</b>	<b>%</b>
An establishment rated 5 'very good'	70
An establishment rated 4 'good'	66
An establishment rated 3 'generally satisfactory'	37
An establishment rated 2 'improvement necessary'	5
An establishment rated 1 'major improvement necessary'	1
An establishment rated 0 'urgent improvement necessary'	1
An establishment which does not have a rating displayed	3
Not applicable	3
Don't know	6
<i>Base: All respondents in England and Wales (922)</i>	
<b>Scotland</b>	<b>%</b>
An establishment that was rated as 'pass'	79
An establishment that was rated as 'improvement needed'	8
An establishment which does not have a rating displayed	9
Not applicable	8
Don't know	6
<i>Base: All respondents in Scotland (95)</i>	

### **Feedback**

As illustrated in the table above there appeared to be little value in including these questions, as the vast majority of respondents said they would only go to establishments with a rating of four or five (or in Scotland a "pass"). In particular, only 3% of respondents said they would go to an establishment which did not have a rating displayed, however, as the scheme was still new and in the process of being rolled out when this survey was conducted, this was much lower than what we would expect in reality.

### **QUESTION 8.3**

**Which of the following have you heard of in relation to food production?**

### **Rationale for testing**

It was decided to include these questions to test the spread of different answers and to see whether awareness levels were sensible and at expected levels i.e. lower awareness of nanotechnology than awareness of genetic modification (GM).



## Results

*Table 8*

<b>AWARENESS OF DIFFERENT TYPES OF TECHNOLOGY</b>	
	<b>%</b>
Animal cloning	56
Genetic modification (GM)	73
Irradiation	31
Nanotechnology	20
None of these	17
<i>Base: All respondents (1,017)</i>	

## Feedback

The question appeared to work well. The frequencies were in line with our expectations and showed awareness levels ranging significantly between the different technologies.

The recommendation was to include this question as it was.

#### QUESTION 8.4

How much do you agree or disagree with the following statement?  
I feel knowledgeable about the use of <technology> in food production

#### Rationale for testing

To test the distribution of answers and to see whether the answers given were sensible and in line with expectations i.e. low levels of knowledge for relatively new or unfamiliar technologies. These questions were only administered to those who were aware of the specific technology at 8.3.

#### Results

Table 9					
EXTENT TO WHICH RESPONDENT FEELS KNOWLEDGEABLE ABOUT THE USE OF THIS TECHNOLOGY IN FOOD PRODUCTION					
	<i>Base</i>	Tend to/ definitely agree	Neither agree nor disagree	Tend to/ definitely disagree	Don't know
	<i>n</i>	%	%	%	%
Animal cloning	551	29	20	50	*
Genetic modification (GM)	703	39	21	39	*
Irradiation	289	38	20	42	*
Nanotechnology	174	33	15	52	*

#### Feedback

Only a minority of those that had heard about the different technologies believed they were knowledgeable about them in relation to food production (ranging between 29% and 39% across the four technologies). This reflected the feedback that was received on nanotechnology during the cognitive testing stage. The recommendation was to include these questions in the pilot survey as they were.

Furthermore, it was felt that this question was worth including as it could potentially be used to filter the follow up question at the analysis stage.

## QUESTION 8.5

How much do you agree or disagree with the following statement?  
<technology> in food production makes me feel uneasy

### Rationale for testing

To test the spread of answers and to test if, despite limited knowledge levels, respondents were able to provide answers other than “don’t know” or “neither agree nor disagree”.

For the Omnibus testing these questions were administered to all those who were aware of the specific technology at 8.3, regardless of whether they said they were knowledgeable about the technology at 8.4.

### Results

<i>Table 10</i>					
<b>EXTENT TO WHICH RESPONDENT IS UNEASY ABOUT THE USE OF THIS TECHNOLOGY IN FOOD PRODUCTION</b>					
	<i>Base</i>	Tend to/ definitely agree	Neither agree nor disagree	Tend to/ definitely disagree	Don't know
	<i>n</i>	%	%	%	%
Animal cloning	551	59	17	23	1
Genetic modification (GM)	703	44	25	29	2
Irradiation	289	44	21	32	3
Nanotechnology	174	34	32	29	5

### Feedback

There was a spread of answers given to these questions. The proportions answering “Neither agree nor disagree” was slightly higher than might be expected (ranging from 17% to 32% across the four technologies); this probably reflects the fact that many respondents did not feel knowledgeable about the different topics.

Although it appeared justified to ask these follow-up statements only of those who felt they were knowledgeable about the food technology at 8.4, the low proportions who said they were knowledgeable would mean that the number of respondents answering 8.5 would be very small. Thus the recommendation was to not change the routing and continue asking all those who were aware of the technology, regardless of knowledge.

## 4. Pilot

### 4.1 Overview

The pilot was the final part of the questionnaire development phase and was intended to test:

- interviewer administration of the CAPI survey;
- survey length;
- any final wording tweaks required; and
- the advance letter to be used in the main stage survey.

The final questionnaire used for the pilot is included as Appendix F.

Seven interviewers were briefed on Monday 9<sup>th</sup> January 2012 by the TNS BMRB project team about the pilot survey. The briefings covered the background to the survey and its aims, the sample design and methodology, introducing the survey to respondents and the questionnaire structure. All interviewers were given a set of project instructions, which provided further information about the survey and key definitions and rules (see Appendix G). In total, 63 interviews were conducted between 10<sup>th</sup> and 16<sup>th</sup> January 2012. Eight areas across the country<sup>5</sup> were randomly selected for the pilot, controls were put in place when selecting the country to ensure a mix of urban and rural locations were obtained. The areas selected were:

- Grimsby
- Nottingham
- Boston
- Frome
- Bristol
- Reading
- London
- Aldershot

Unlike the main stage of the survey, which uses a random probability approach, the pilot stage used a quota sampling approach. It was not felt

---

<sup>5</sup> UK population is largely concentrated in England, this meant that in this instance the eight areas randomly selected all happened to be in England. The pilot took place before the Northern Ireland and Scotland boosts were confirmed, so the sample design for the pilot was not skewed to select sample points in these countries.

necessary to do a full 'dress rehearsal' pilot as many aspects of the survey were the same as for wave one which had already been rigorously tested. Instead, the main aims of the pilot were to test the questionnaire length and gain informal feedback on different door step approaches.

Interviewers were given a starting address and were able to interview in any of the adjacent streets to this address. Interviewers were instructed to leave three doors between successful interviews.

To ensure that interviews were conducted among a range of people, minimum quotas were set on age, gender and working status. At each address a member of the household was selected for interview by the interviewer based on the quotas they were working to. High Street gift vouchers (£20) were used as an incentive to take part in the survey.<sup>6</sup>

At the end of the interview respondents were asked for feedback on the survey; interviewers were provided with forms to record this on (included as Appendix H). Interviewers were also asked to complete feedback forms with their thoughts on the survey (Appendix I).

As well as testing the questionnaire, the pilot offered an opportunity to test the advance letter for the main stage of the survey. At the end of the interview, interviewers showed respondents two different variants of the letter and asked them to choose their preferred one and to provide feedback on what they liked and disliked. The letters are included as Appendices J and K.

A debrief was conducted with the interviewers on Friday 20<sup>th</sup> January 2012, with both the TNS BMRB and FSA project teams in attendance.

---

<sup>6</sup> In the main stage the incentive used will be £10. A higher incentive was used in the pilot to ensure that sufficient interviews were achieved in the relatively short fieldwork period.

#### 4.1.1 Pilot areas operating the Food Hygiene Rating Scheme (FHRS)

As some of the questions used in the pilot were to test recognition levels of various hygiene rating schemes, it is useful to know whether the local authority of the chosen pilot area had signed up to operate the FHRS.

The following table shows which of the sample points used in the pilot survey fell within Local Authorities operating the Food Hygiene Rating Scheme at the time at which fieldwork was conducted.

<i>Table 11</i>			
<b>WHERE THE FOOD HYGIENE RATING SCHEME (FHRS) IS IN OPERATION</b>			
<b>Sample point</b>	<b>Local Authority</b>	<b>FHRS in operation?</b>	<b>FHRS in operation in neighbouring authorities?</b>
Grimsby	N E Lincolnshire	No	Yes - East Lindsey
Nottingham	Rushcliffe	No	Yes - Charnwood, Melton and Broxtowe
Boston	Boston	No	Yes - East Lindsey
Frome	Mendip	Yes	Yes – North Somerset, Sedgemoor and South Somerset
Bristol	City of Bristol	No	Yes - North Somerset and South Gloucestershire
Reading	Reading	No	No
London	Barnet	No	No
Aldershot	Guildford	No	Yes – Woking, Waverley, Rushmore, Mole valley and Surrey Heath

The majority of interviews took place in areas where the FHRS had not been rolled out. Therefore it was expected that FHRS logo recognition would be quite low. However most pilot areas were bordered by other local authorities that had signed up to the scheme, thus respondents may have gained awareness through visiting establishments in neighbouring authorities. So the overall effect on recognition levels was uncertain.

#### 4.2 Sample profile

Interviews were achieved with a broad range of people; the full breakdown is shown in the following table.

Table 12

PROFILE OF ACHIEVED INTERVIEWS			
		<i>n</i>	%
<b>Overall</b>		<b>63</b>	<b>100</b>
<b>Sex</b>	Male	26	41
	Female	37	59
<b>Age</b>	16-34	24	38
	35-54	22	35
	55+	17	27
<b>Working status</b>	Working	32	51
	Not working	31	49
<b>Number of people in household</b>	1	23	37
	2	28	44
	3	6	10
	4	3	5
	5	3	5
<b>Responsibility for food/ grocery shopping</b>	All or most	42	67
	About half	11	17
	Less than half	8	13
	Not responsible for any	2	3

### 4.3 Interview length

Ahead of the pilot it was estimated that the interview was around two minutes too long of the target length of 45 minutes (a total length of 47 minutes). The pilot confirmed this with a mean interview length of 46 minutes and 18 seconds. A detailed breakdown of the total interview length is shown in the following table.

<i>Table 13</i>				
<b>TOTAL INTERVIEW LENGTH (H:MM:SS)</b>				
<b>Shortest</b>	<b>Mean<sup>7</sup></b>	<b>Median</b>	<b>Mode</b>	<b>Longest</b>
29:08	46:18	46:56	48	1:13:45

#### 4.3.1 Length of different sections

Timing points were included within the CAPI program to enable an analysis of how long it took to administer different sections of the survey. The lengths of the different sections were generally in line with the estimates made prior to pilot fieldwork starting. A detailed breakdown of the timings is shown below.

<i>Table 14</i>					
<b>LENGTH OF INTERVIEW SECTIONS (MM:SS)</b>					
<b>Section</b>	<b>Shortest</b>	<b>Mean</b>	<b>Median</b>	<b>Mode</b>	<b>Longest</b>
1 – Household grid <sup>8</sup>	00:43	3:20	2:57	2	10:39
2 – Eating habits	06:00	9:58	9:38	10	19:07
3 – Shopping	00:55	1:59	1:55	1	03:46
4 – Food safety	10:26	19:04	18:23	16	28:24
5 – New technology	1:17	3:42	3:29	3	8:11
6 – Health	0:17	0:48	0:35	0	5:30
7 – Demographics	2:48	7:26	7:04	6	25:33

---

<sup>7</sup> The overall mean was adjusted for three outliers. Where a section timing was extremely long compared with all others, the length of that section for these cases was replaced with the mean value of the non-outlying cases. Outlying timings were only noticeable in Section 1 – Household grid. The mean interview length (unadjusted) was 51 minutes.

<sup>8</sup> The mean for this section was adjusted for three outliers. The length of this section for these cases was replaced with the mean value of the non-outlying cases and the mean was recalculated on this basis.



#### **4.4 Advance letters**

Two advance letters were tested at the end of the pilot interview. These are both included in the Appendix. There was no clear consensus among respondents as to which advance letter would be best to use in the main stage of the survey.

Based on discussions with the interviewers and the FSA it was decided that the following changes would be made to the letter used in the main stage:

- to use the introductory paragraph for letter A as it worked well, but to add in the sentence regarding food poisoning from letter B;
- to reduce the amount of text on the front of the letter as this was found to be off-putting by respondents;
- to use a bigger font size;
- to mention the £10 incentive closer to the top of the letter and in a standalone sentence to make it stand out more;
- to include the web address of the Food Standards Agency under the logo; and
- to move the paragraph about the selection of an individual in the household from the main body of the letter to the FAQs on the back.

#### **4.5 Introducing the survey**

The interviewers reported that the general reaction to the survey on the doorstep tended to be fairly positive. The topic did not put people off participating and the refusals given were not specific to the survey topic. The feeling among the interviewers was that those that had refused to take part were either:

- the sort of people that did not take part in any survey; or
- people who were too busy to take part there and then, but might have taken part if an appointment had been set for a later date.

While the £20 incentive used in the pilot was felt to have helped encourage people to participate, the interviewers were of the opinion that a £10 incentive would be sufficient for the main stage.

In the first wave of the Food and You survey there was some feedback from interviewers that they found it difficult to engage respondents with the survey content on the doorstep. This was possibly due to people feeling 'harassed' over eating habits, although the healthy eating aspects of the survey were not emphasised in the survey introductions. The removal of the healthy eating questions from the main survey appeared to help as there was no feedback

from interviewers during this pilot that respondents felt put off by the topic of the survey.

The interviewers found that the best way to introduce the survey on the doorstep was to keep it simple and say that the survey was about “buying, preparing and storing food”. Some interviewers said that it was best to avoid mentioning hygiene as this sounded overly personal and could potentially put people off, although others felt that mentioning hygiene helped to stress the importance of the survey content. As this was found to vary by interviewer it was decided that this was best left to interviewers’ discretion and that they could have flexibility on how they introduce the survey on the doorstep.

The general consensus among interviewers was that it was best not to refer to the Food Standards Agency as “the FSA”, as some respondents thought of the Financial Services Authority and others did not recognise the acronym. It was decided to explicitly mention this in the interviewer instructions produced for the main stage, so that interviewers know to always use “the Food Standards Agency” name in full when speaking to respondents.

Based on the feedback received from interviewers and discussions with the FSA, the introduction used in the main survey was:

*“Good morning/afternoon/evening. My name is ..... working for Kantar Operations on behalf of TNS BMRB, an independent research company.*

*We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food and attitudes to eating in and out of the home.*

*Would you be happy to participate?”*

#### **4.6 Feedback regarding briefing interviewers**

The interviewers felt that the interviewer instructions provided for the pilot stage contained all of the information that they needed and were of a good length. The general consensus was that the interviewer instructions used in the main stage should be a maximum of twenty pages, as otherwise interviewers would be unable to retain all of the information. This feedback was taken on board for the main stage.

##### **4.6.1 Video briefing at the main stage**

In order to disseminate information to interviewers about the main stage survey, TNS BMRB produced a video briefing to convey the key details to

interviewers, rather than asking interviewers to attend a face to face briefing. The pilot debrief was seen as an opportunity to find out from interviewers what they felt the video should cover.

The interviewers at the pilot debrief did not feel that there was any information which specifically had to be included in the video briefings.

As the random probability approach used in the main stage would be familiar to all interviewers working on this survey, the research team felt that the video should not cover this in too much detail, the interviewers agreed with this.

The interviewers also agreed with the TNS BMRB and FSA research teams that it would be useful to include information on how the results would be used and why the data was being collected by the FSA.

## 4.7 General comments on the questionnaire administration

### 4.7.1 Overall feedback

Overall the interviewers reported that the questionnaire worked well and that they had no major issues administering it.

### 4.7.2 People who worked in catering

Some respondents worked in the catering industry and interviewers remarked that at various times they needed to make sure that the respondent was answering in relation to what they did at home rather than at work. Guidance on this was included in the main stage interviewer instructions to make sure that interviewers knew what to do if this issue arose.

### 4.7.3 Terms that caused problems

There were a number of terms that respondents had difficulty understanding. Interviewers felt that it was important to provide guidance (either in the script or in the interviewer instructions) on how to define these.

Although respondents had difficulties with terms such as “additives”, “pesticides” and “Genetically Modified” it was decided not to include definitions for these. This was because it is difficult to provide neutral definitions of these and it was felt that it would be better for respondents to provide answers based on their existing understanding of these issues.

Some respondents had problems with terminology related to food and it was decided the following definitions would be used in the main stage. Full definitions were provided in the interviewer instructions and shortened versions within the script itself.

<i>Table 15</i>	
<b>DEFINITIONS OF TERMS</b>	
<b>Word</b>	<b>Proposed definition</b>
Dairy	Food produced from milk e.g. cheese or yoghurt
Poultry	Birds such as chicken or turkey that are raised for their eggs or meat
Shellfish	E.g. crab, prawns, lobster, crayfish, oysters, mussels clams,

## 4.8 Question specific comments

### QUESTION 1.2

**1.2a What is your/their date of birth?**

**1.2b What was your/their age last birthday?**

**1.2c Are you/they?**

There was a feeling among interviewers that it took a lot of time to record the date of birth for every member of the household and respondents sometimes had problems recalling the correct month or day.

Despite this feedback it was decided that these questions would not be changed as they were based on the ONS harmonised questions<sup>9</sup>.

---

<sup>9</sup> <http://www.ons.gov.uk/ons/guide-method/harmonisation/primary-set-of-harmonised-concepts-and-questions/demographic-information--household-composition-and-relationships.pdf>

## **QUESTION 1.4A & 1.4B**

**1.4a Living arrangements - Are you ...**

**1.4b May I just check, are you living with someone in this household as a couple?**

It was felt that if respondents answered “married and living with husband/wife” or “in a registered same-sex civil partnership and living with your partner” at 1.4a it did not make sense to ask respondents question 1.4b. In the final questionnaire, the routing was amended accordingly.

Interviewers also felt that, in a small number of cases, they would be unable to select a code at question 1.4a / b. For instance, if the respondent was married (or in a civil partnership) but their partner was not currently living with them e.g. as a result of work, for instance someone in the merchant navy or army. For the main stage interviewer instructions from the ONS harmonised question were added: “The aim is to obtain the legal marital status, irrespective of any de facto arrangement”. This clarified that whether the respondent’s partner is living with them or not is not the key information being captured.

## **QUESTION 2.3**

**How often do you cook or prepare food for yourself?**

Feedback from interviewers suggested that “cook” meant very different things to different people. Some respondents counted pouring a bowl of breakfast cereal and adding milk as cooking, whereas others only included cooking a recipe from scratch. Despite this ambiguity it was felt that in order to keep this question consistent with wave one it was best to leave it and to allow respondents to make up their own mind as to what is meant by cooking.

## QUESTIONS 2.7 – 2.8

**Q2.7a-c** In the last 7 days, that is since last (INSERT DATE), on how many days out of that seven did you eat **BREAKFAST AT HOME/LUNCH AT HOME/MAIN EVENING MEAL AT HOME?**

**Q2.8a/c/e** Thinking about all the times you were eating your **BREAKFAST/LUNCH/MAIN EVENING MEAL** in the last 7 days, at home or otherwise, did you mainly eat alone or with other people?

This question was designed as a shorter variant to the questions used at wave one. The questions used in wave one went into great detail about every time a respondent had eaten food the previous day and was estimated to take a few minutes to administer. These new questions successfully cut down on the interview length, as on average they were found to take about one minute.

<i>Table 16</i>				
<b>LENGTH OF Q2.7 – Q2.8 (MM:SS)</b>				
<b>Shortest</b>	<b>Mean</b>	<b>Median</b>	<b>Mode</b>	<b>Longest</b>
0:31	1:07	1:03	1:00	3:12

Feedback from interviewers was positive, although it was mentioned that these questions were a little repetitive. Despite this, these questions were felt to be less onerous for the respondents than the questions used in wave one. Thus it was decided that no changes needed to be made to these questions for use at the main stage.

## QUESTION 2.14

**At the moment, how often do you eat <food>?**

Following on from the earlier development stages there was some concern that respondents would have an issue with the term “raw fruits” or “raw vegetables”. One interviewer reported difficulty explaining this to a respondent who did not speak English as a first language. The other interviewers did not report any major issues with this and, as such, it was decided not to change this wording.

It was pointed out that the question wording for “Fruit juice or fruit smoothies” should be changed from “At the moment, how often do you eat...” to “At the moment, how often do you drink...” and this change was made in the final questionnaire.

## QUESTION 2.16 –STATEMENT 7

Please tell me how much you agree or disagree with the following statements?

**We rarely sit down to a meal together at home**

The feedback from interviewers was that it did not make sense to ask this question to those living in a one person household. Looking at the results from the pilot around one in five (22%) respondents (14 out of 63) answered “NA” and this was strongly linked with household size, as shown in Table 17.

<i>Table 17</i>		
<b>AGREEMENT WITH STATEMENT – WE RARELY SIT DOWN TO A MEAL TOGETHER AT HOME</b>		
	<b>Number of people in household</b>	
	<b>1</b>	<b>2 or more</b>
	%	%
Definitely/tend to agree	6	22
Neither	11	0
Definitely/tend to disagree	11	76
NA	72	2
<i>Base</i>	<i>18</i>	<i>45</i>

In earlier development stages it was noted that the statement “we rarely sit down to a meal together at home” captured similar information to that which was asked about in detail at Q2.7 and Q2.8. The following table shows the answers given at these questions and confirms that these answers were related.



<i>Table 18</i>		
<b>AGREEMENT WITH STATEMENT – WE RARELY SIT DOWN TO A MEAL TOGETHER AT HOME</b>		
	<b>Tend to eat with other people</b>	
	<b>No</b>	<b>Yes<sup>10</sup></b>
	%	%
Definitely/tend to agree	19	17
Neither	10	0
Definitely/tend to disagree	14	79
NA	57	5
<i>Base</i>	21	42

Based on these findings it was decided to delete this statement from the questionnaire, since detailed information on eating at home is captured elsewhere in the survey.

### QUESTION 2.33

**I'm going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last XX?**

Interviewers noted that there was confusion between the two following codes:

- eaten fast food e.g. McDonalds, KFC, kebab shops; and
- eaten takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips).

Some respondents used the terms 'fast food' and 'takeaway' interchangeably and it was felt that interviewers were not coding the answers in a consistent way. This question was unchanged from wave one and as such it was decided not to change these codes as this could impact on the answers recorded, which may affect trend analysis.

Interviewers also wanted guidance on whether or not schemes like "meals on wheels" should be counted at this question. The interviewer instructions produced for the main stage included information telling interviewers that this should not be included.

---

<sup>10</sup> Those who ate breakfast, lunch or a main evening meal at home in the last seven days and who said that they tended to eat with any of the following: "partner", "children", "parent/guardian", "brother/sister", "other family members", "friends" or "someone else". The 'No' category represents all others.

### **QUESTION 2.35**

**Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?**

Some interviewers felt that this question was confusing as it used show cards in a different way to how they are typically used. Usually respondents select their answers from a showcard. However at this question the showcard was there to let them re-read the definition of 'eating out', should it be required. Detailed instructions about this question and the administration of the showcard were included in the main stage interviewer instructions and video briefing.

One interviewer suggested that the code "A good hygiene rating/score" should always appear below "Cleanliness and hygiene" in the randomised list. This was because he/she felt people were occasionally selecting this because it was the first code they came to which mentioned hygiene (even though they were not interested in ratings). As this question was taken from the first wave of the Food and You survey and we are interested in time series data for this question it was decided not to make this change.

## QUESTION 12.1

### Have you ever seen any of these before?

The proportion of respondents that said they had seen the different images was quite high. The results are shown below.

<i>Table 19</i>		
<b>HAVE YOU SEEN ANY OF THESE BEFORE?</b>		
	<b>Yes</b>	<b>No</b>
	%	%
Food Hygiene Rating Scheme (FHRS)	29	71
Scores on the Doors (SOTD)	29	71
Food Hygiene Information Scheme (FHIS)	24	76
<i>Base: All respondents (63)</i>		

Around one in twenty (6%) recalled seeing all three images, 16% recalled seeing two of them, 30% one of them while around a half (48%) said they had not seen any of the images before.

The recognition of the FHIS logo was higher than anticipated (24%). The reason for the low expectation was that all of the pilot areas were not geographically close to Scotland. While it is feasible that some respondents had recently been to an area of Scotland which operates the FHIS scheme and so had seen it, it seems unlikely that a quarter had.

A suggestion from interviewers was to randomise the order in which the images were shown to respondents. In the pilot, the FHIS image had always been shown last, and it was suggested that some of those who had not recognised the first two images felt under pressure to say they had seen the third. This amendment was made to the main stage questionnaire.

### **QUESTION 12.3**

**12.3 I have just shown you some images that are examples of food hygiene rating schemes. In the last 12 months, have you used a hygiene rating scheme, like the ones you have just seen, to check an establishment's hygiene standards before deciding to visit?**

This was identified as an important question to obtain feedback on from the pilot as the question wording was revised from the version that had been cognitively tested. Interviewers did not report any problems with the question wording and thought that it was clear what food hygiene rating schemes were.

There was some confusion among interviewers as to why this question was asked to those that had not recognised any of the images at Q12.1. It was decided to include information in the main stage interviewer instructions that clarified that the images shown at 12.1 are only from the main schemes and that there are also a number of local schemes which respondents may have used.

### **QUESTION 4.1**

**Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently?**

Interviewers felt the statement "Use different chopping boards for different foods" was ambiguous. They were not sure whether it covered washing a board between uses. It was decided that in the main stage, instructions would be included on screen to let interviewers know that washing a chopping board for different foods should be dealt with in the same way:

IF RESPONDENT ONLY USES ONE CHOPPING BOARD, LET THEM KNOW THAT THIS INCLUDES WASHING THE CHOPPING BOARD WHEN SWITCHING BETWEEN TYPES OF FOOD

Interviewers also felt that further clarification should be included regarding the washing of fruit and vegetables, in particular what they should do if a respondent said that they peel everything. It was decided to modify the interviewer instructions:

IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) FRUIT, OR ONLY EATS PEELED FRUIT CODE AS "NA"

IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) VEGETABLES, OR ONLY EATS PEELED VEGETABLES CODE AS “NA”

One of the shortcomings of question 4.1 in the first wave of the survey was that a number of statements received a high number of “Not Applicable” answers. The findings from the pilot suggest that this would continue to be an issue at wave two, as illustrated by the following table.

<i>Table 20</i>	
<b>Q4.1 STATEMENTS WITH A HIGH NUMBER (OVER 10%) OF “NOT APPLICABLE” ANSWERS</b>	
	<b>Not Applicable</b>
	%
Wash fruit which is going to be cooked	22
Wash raw fish or seafood	22
Wash fruit which is going to be eaten raw	11
Eat burgers or sausages if the meat is pink or has pink or red juices	11
<i>Base: All respondents (63)</i>	

However, there was not much that could be done about this issue as it seems to be caused by respondents not eating all of the foods that we ask about.

- All of those that said “NA” to “Wash raw fish or seafood” answered that they never eat shellfish at Q2.14.
- Around four in ten (43%) of those that answered “NA” to “Wash fruit which is going to be eaten raw” said that they do not eat raw fruit (Q2.14).
- It was not specifically asked (at Q2.14) whether respondents eat “cooked fruit” and “burgers or sausages”, so we cannot say with certainty that the high level of “NA” answers resulted from respondents not eating these foods. However, it is likely that this is an important factor.
- Around three in ten (29%) of those that answered “NA” to “Eat burgers or sausages if the meat is pink or has pink or red juices” said they never eat beef, lamb or pork.

#### QUESTION 4.1A

How often do you...

- a) Change the dishcloths or sponges that you use for washing up?
- b) Change the dishcloths or sponges that you use for cleaning your kitchen?
- c) Change tea towels?
- d) Clean your sink and draining board thoroughly?
- e) Wipe down the surfaces in your kitchen?
- f) Use tea towels to dry washing up?

Interviewers reported that some respondents had difficulty answering statements a and b because they washed/bleached their dishcloths rather than throwing them out and using new ones. It was decided to include instructions to interviewers in the main stage to address this:

CHANGE CAN REFER TO EITHER WASHING OR REPLACING THE DISHCLOTHS OR SPONGES

It was also decided that a “NA” code would be added to the list of possible answers. This was based on interviewer feedback that occasionally respondents were unable to answer the question because they employ cleaners and they did not know how frequently these tasks are carried out.

The following interviewer instructions were provided for the pilot survey:  
IF RESPONDENT SAYS IT VARIES OR THEY DO SOMETHING EVERY TIME THEY COOK- GET THEM TO GIVE A GENERAL ANSWER IN DAYS. E.G. ASK THEM - IS THAT ONCE A WEEK? IS THAT A COUPLE OF TIMES A WEEK? ETC.

Despite this, interviewers entered “other” answers of the following type:

*“As the need arises”*

*“When it needs it”*

*“Varies depends on who’s here”*

*“Varies on how much cooking has been done”*

It was decided to remove the “other (specify)” code from the question for the main stage and to cover this question in detail during the video briefing to ensure that at the main stage interviewers administered / probed in the correct fashion.

### **QUESTION 4.3**

**After using a chopping board to prepare raw meat, poultry or fish people might wash the board before using it again for other foods or use a clean board. Why do you think they do this?**

Some respondents found the wording of this question to be confusing. However, it was felt that it would be best not to change this question as it was used in the first wave and the wording (which tests for knowledge rather than behaviour) allowed those who do not prepare meat or fish e.g. vegetarians, to answer the question.

Around one in six (16%) of the answers given by respondents were captured in the “other (specify)” code by interviewers. The following types of comments were entered:

*“Cross contamination”*

*“So you don't catch cross contamination”*

*“So you don't get salmonella”*

All of the “others” recorded at the pilot could have been included in one of the existing codes by interviewers. In the interviewer instructions produced for the main stage, interviewers were told to take their time at this question and only code “other” if they were sure that the answer the respondent had given was completely different from all of the pre-codes.

### **QUESTION 4.8A**

**Do you have the use of a kitchen, that is, a separate room in which you cook?**

Interviewers felt that guidance should be included as to whether or not “kitchen-diners” should be accepted as an answer here. Instructions were added to the final questionnaire to clarify this:

INTERVIEWER: NOTE THAT A “KITCHEN DINER” SHOULD BE COUNTED AS A KITCHEN

### **QUESTION 4.8B**

**Do you share the kitchen with any other household?**

This was a key question to get feedback on from the pilot as the inclusion of the definition of a household was new. Interviewers reported that respondents

did not have any issues here and that they, in fact, did not have to refer to the definition as respondents knew what was meant by 'household'.

#### **QUESTION 4.8C**

**Which of the following appliances do you have in your household?**

Interviewers remarked that some respondents used the term 'oven' to mean 'oven', 'hob' and 'grill', rather than just a separate oven. The problem was felt to be due to the fact that 'oven' appeared before the two other items in the list of answers. In order to ensure that accurate information was recorded at this question it was decided that in the main stage the order of the codes would be randomised.

#### **QUESTION 4.18**

**For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?**

Interviewers reported that respondents commonly answered "not mouldy" and interviewers said that they were not sure whether this should be coded as "how it looks" or "the colour of it". For the main stage it was decided that the code "how it looks" would be amended to "how it looks (e.g. mould)" to ensure that interviewers coded this consistently.

A number of respondents mentioned that they tested whether eggs were safe to use by seeing whether or not they floated in water. A new code was added to the questionnaire to capture this.

Some respondents said "expiry date" and despite interviewers probing around this answer, the respondents were unable to clarify whether they meant the "use by", "best before" or "sell by" date. Specific instructions were added to the interviewer instructions that, in these instances, the answer given should be coded as "Date unspecified".

#### **QUESTION 4.21**

**Do you check use-by dates when you are buying food?**

Interviewers thought that a code should be added to allow for the fact that people who do their shopping online do not get a chance to check use-by



dates when they are purchasing food. However, it was thought that this was unlikely to come up very often and as the question had come from the first wave of the survey it was decided not to change the question.

Another suggestion was to add an “NA” code (which is not shown on the screen at first) for respondents unable to answer because someone else in the household does most of the shopping. However, as this was an old question, it was decided that it was preferable for N/As to be captured under “don’t know” for consistency.

#### **QUESTION 4.23A**

**If you open <food item> and keep it stored in the fridge, what is the maximum number of days you would keep it in the fridge for before deciding you would definitely not eat/drink it?**

Some respondents were reluctant to give an answer in days, but instead said that they “smelled” or “looked” at the food. It was decided to include details on this question in the interviewer instructions telling interviewers to probe for an answer in a suitable format.

There was also a feeling among interviewers that the food item “a packet of pâté (meat/fish/seafood or vegetable)” was too wide ranging as some respondents said they would keep a vegetable pâté for longer than meat or fish pâté. It was decided to have a more specific code: “a packet of meat, fish or seafood pâté”.

#### **QUESTION 11.6**

**What is the maximum time after the use by/best before end date that you would eat <food>?**

Some interviewers reported that the answer scale was difficult to understand:

- Never
- Less than 1 day
- 1 day and up to 3 days
- 3 days and up to 5 days
- 5 days and up to 7 days
- 1 week but less than 2 weeks
- 2 weeks or more

Interviewers said that they were not sure where time periods ended and began. For instance, they were unsure whether to code an answer of three days into “1 day and up to 3 days” or “3 days and up to 5 days”.

It was decided to modify the answer scale to make it easier for the interviewers to use:

- Never
- Less than 1 day
- Between 1 and 2 days
- Between 3 and 4 days
- Between 5 and 6 days

Between 1 and 2 weeks  
More than 2 weeks

### **QUESTION 11.8**

**Where do you usually get information about how to prepare food safely?**

Based on feedback from the interviewers it was suggested that a code was added to this question:

“Through work”

It was also suggested that two codes be reworded to make them easier for interviewers to use:

“Taught at school / college / on a course”

“Online information / Internet”

### **QUESTION 9.2**

**Please tell me the extent to which you are concerned or unconcerned by each of the following issues...**

**The overall safety of food imported from outside the UK**

**The safety of fruit and vegetables imported from outside the UK**

**The safety of meat imported from outside the UK**

Interviewers mentioned that some respondents found it difficult to answer the statements regarding food imported from outside the UK as they said it varied for different countries / regions. This was an issue which also came up at the cognitive testing stage.

However as the countries which people were more or less concerned about were not consistent, it was decided that it was not possible to make the statements more specific.

### **QUESTION 11.3**

**Please tell me the extent to which you are concerned or unconcerned by each of the following issues?**

**Food poisoning such as Salmonella and E. Coli**

**Genetically Modified (GM) foods**

Interviewers felt that if respondents said that they had not heard of “Genetically Modified (GM) foods” at question 8.3 it made no sense to ask them how concerned they were about it at Q11.3. It was decided not to change this, since this is only one statement in a battery of seven, and it would be more difficult to analyse if it has a different base to the other statements.

Furthermore, the table below shows that most of those that said they had not heard of Genetic Modification were still able to answer the concern question (although this has to be treated with caution as the base is only 19).

<i>Table 21</i>		
	<b>Heard of Genetic Modification?</b>	
	<b>Yes</b>	<b>No</b>
<b>Concerned about Genetic Modification?</b>	<b>%</b>	<b>%</b>
Very / fairly concerned	52	37
Neither concerned nor unconcerned	23	16
Vary / fairly unconcerned	25	21
Don't know	0	26
<i>Base</i>	<i>44</i>	<i>19</i>

Interviewers also provided feedback on the statement “Food poisoning such as Salmonella and E. Coli”. Some respondents found it difficult to answer this question as they were not sure whether to answer this question regarding how concerned they were of the likelihood of this happening or of the effects if it did happen. It was decided not to change this statement as the Food Standards Agency are interested in whether people are concerned about food poisoning generally (either the likelihood or the effects).

#### **QUESTION 11.4**

**You have indicated that you are concerned about <issue from 11.3>. In response, have you done any of the following over the past year?**

Interviewers pointed out that the list of codes should be modified for “food hygiene when eating out” as many of the standard codes were not relevant. Some of the “other” answers which respondents gave in the pilot to this issue were:

*“Don’t eat red meat out”*

*“Look carefully”*

*“Spoken to friends and colleagues”*

*“Stopped eating at certain places”*

Based on this information, a revised code list for this issue was created:

Tried to get more information about the issue

Read about the issue when you saw it but did not seek out information

Asked friends / family for recommendations

Paid more attention to the cleanliness of food establishments

Checked the hygiene ratings of food establishments more

Stopped eating at certain places / food establishments

Stopped eating certain foods

Asked for food to be cooked in a different way (e.g. less rare)

Other (specify)

Took no action

#### **QUESTION 6.4**

**How easy do you find it to read the labelling on food products (e.g. ingredients, nutrition or storage information) in terms of the size of the print (using glasses or contact lenses if you wear them)?**

One interviewer reported that a respondent had disclosed the fact that he/she had dyslexia. The respondent said that while the letters on food packaging were large enough, it was still difficult for him/her to read the labelling. Thus the interpretation of this question may not solely be attributed to the size or quality of the food labelling.

At first, it was suggested that interviewer instructions could be added to specify that the answers to this question could include reading difficulty in general. However, following discussions with the Food Standards Agency regarding this issue it was decided that the question should focus solely on labelling print size, so the wording was not changed for the main stage.

#### **QUESTION 7.28**

**When did you last use the Internet? Was it...**

This question was found to work well in the pilot, however, there was feedback from the interviewers that additional codes could be added to capture recent activity on the Internet more accurately than “in the last seven days”.

Following discussions with the FSA it was decided that it would be valuable to capture more detailed information about people’s usage of the internet. As such, the code “in the last seven days” was split into further codes:

“Today”

“Yesterday”

“The day before yesterday”

“In the last week”

#### **DEMOGRAPHICS IN GENERAL**

There was feedback from interviewers that “Don’t know” codes should be added to a number of the demographic questions. In particular it was felt that this was essential to add to the two income questions, as these were the questions which they felt respondents were most likely to not be able to answer.

This issue was discussed by the TNS BMRB and FSA project teams and it was decided to stick with refusal options only. This was because this was the approach predominantly used in the first wave and it was felt important to keep this consistent. It was feared that adding in “don’t know” could increase the number of people who choose not to give a response.

#### **4.9 Amendments made to the questionnaire after the pilot**

A revised questionnaire was produced based on the pilot findings, interviewer feedback and discussions between the TNS BMRB and FSA project teams. This questionnaire was reviewed by the FSA and developed further ahead of the main stage. Furthermore, the questionnaire was still a little bit too long and needed to be cut to bring the overall length down to 45 minutes. This section details the final changes which were made to the questionnaire.

##### **QUESTION 2.14**

**At the moment, how often do you eat/drink <food>?**

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

The Food Standards Agency decided that these two items were low priority and as such they were deleted to shorten the questionnaire.

##### **QUESTION 2.35**

**Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?**

It was decided that if respondents had told us that they ate out at an earlier question (2.33) that the code "I never eat out at all" should not be shown at this question.

##### **QUESTIONS 3.2 and 3.3**

**How much of your household's food shopping is bought over the Internet?**

**Where <textfill depending on number in HH: do you/does your household> shop for food?**

In order to shorten the questionnaire it was decided to delete question 3.2 (about shopping on the internet) and to modify the code list at question 3.3 to better capture information about the home delivery of shopping.

The code:

Large supermarket, including home delivery from supermarket



Was split into two codes:

Large supermarket

Home delivery – from a supermarket

#### **QUESTION 4.1a**

**How often do you...**

**a) Change the dishcloths or sponges that you use for washing up?**

**b) Change the dishcloths or sponges that you use for cleaning your kitchen?**

In the pilot the following interviewer instructions had been included in the script:

IF RESPONDENT SAYS IT VARIES OR THEY DO SOMETHING EVERY TIME THEY COOK-  
GET THEM TO GIVE A GENERAL ANSWER IN DAYS. E.G. ASK THEM - IS THAT ONCE A  
WEEK? IS THAT A COUPLE OF TIMES A WEEK? ETC.

It was felt that these instructions were directing respondents too much to certain answers, so the instructions were revised:

IF RESPONDENT SAYS IT VARIES OR THEY DO SOMETHING EVERY TIME THEY COOK-  
GET THEM TO GIVE AN APPROXIMATE ANSWER WHICH RELATES TO TIME.

It was also decided to randomise the order in which the statements are asked to minimise the impact of order effects/respondent fatigue.

#### **QUESTION 4.1b**

**Which of the following methods do you use to defrost frozen meat or fish?**

It was decided to delete the “Not Applicable” code from this question as it was felt that the code “Do not defrost meat or fish” had the same function.

#### **QUESTION 4.8b**

**Do you share the kitchen with any other household?**

It was decided that this question should be deleted to shorten the questionnaire. It was thought that very few respondents would report sharing a kitchen and that the question therefore would not be very useful for analysis

#### **QUESTIONS 4.16 and 4.17**

**Where in the fridge do you store cooked meat and poultry? This includes leftover meat you have cooked yourself and bought ready to eat meats.**

**How do you store cooked meat and poultry in the fridge?**

These questions were deemed to capture low priority information and it was thought that it was unlikely that the answers to these questions would have changed since wave one. They were deleted to shorten the questionnaire.

#### **QUESTION 4.18**

**For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?**

Raw fruit

Bread

Raw fruit and bread were deemed to be low risk foods and therefore less important to ask about, they were deleted to shorten the questionnaire.

#### **QUESTION 4.23a**

**If you open <food item> and keep it stored in the fridge, what is the maximum number of days you would keep it in the fridge for before deciding you would definitely not eat/drink it?**

a jar of sauce e.g. pasta or casserole sauce

a bottle of milk

These two food items were deemed to be low priority and were deleted to shorten the questionnaire.

#### **QUESTION 11.6**

**What is the maximum time after the use by/best before end date that you would <eat item>?**

eat breakfast cereal

This statement was deleted to shorten the overall questionnaire length. It was deemed to be of a lower priority to ask about than the other items at 11.6 (which potentially pose a greater food safety risk).

## **QUESTION 11.8**

**Where do you usually get information about how to prepare food safely?**

The Food Standards Agency COMS team are key stakeholders in the research and it was felt important to ensure that there were questions in the survey which captured whether people seek out food safety information, and where they look for this information. The version of Q11.8 tested in the pilot was not felt to adequately capture this information, ahead of the main stage it was deleted and replaced with two new questions:

**Q 11.8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?**

**Q11.8c In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?**

## **QUESTION 11.3**

**Please tell me the extent to which you are concerned or unconcerned by each of the following issues?**

Date labels, such as “best before” and “use by” labels

It was decided to delete this statement to shorten the overall length of the questionnaire. Feedback at the cognitive testing stage was that this statement did not work very well in the context of the rest of the list.

## **CONSISTENCY OF QUESTIONNAIRE**

A few changes were also made to ensure that the questionnaire was consistent and easy for interviewers to administer.

### **Unprompted questions**

The interviewer instructions were made consistent for all questions which have an unprompted answer list:

**SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT**

### **Multicode questions**

The interviewer instructions were made consistent for all multicode questions:

**CODE ALL THAT APPLY**

**Don't know and Refused options**

These codes were hidden off screen for all questions to encourage as far as possible respondents to give answers.

## 5. Appendices

### Appendix A: Cognitive testing round 1 questionnaire (v1)

#### QUOTAS

##### Gender

	Q'naire A		Q'naire B	
Male	* * * *	4	* * * *	4
Female	* * * *	4	* * * *	4

##### Age

	Q'naire A		Q'naire B	
16 – 29	* *	2	* *	2
30 – 54	* * *	3	* * *	3
55+	* * *	3	* * *	3

##### Working status

	Q'naire A		Q'naire B	
Working	* * * *	4	* * * *	4
Not working	* * * *	4	* * * *	4

## INTRODUCTION

Key points to cover:

- Who you are
- What TNS BMRB is and what we do
- Who the observer is (if applicable)
- Background to Food and You survey
- What we are doing today
- Confidentiality and tape recording

*My name is [name] and I'm a researcher from TNS BMRB. TNS BMRB is an independent social research agency which carries out many large-scale surveys for different clients.*

[Introduce observer if applicable]

*Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.*

*Next year we want to put some new questions into the survey and what we are doing today is testing out some of these questions to see if they are easy to understand, how easily you are able to give an answer, and how you arrive at the answer. It is very important that you tell me what you really think – even if you think they are very poor questions. I'm here just to try and find out what's good and what's bad about the questions. With all these questions there are no right or wrong answers.*

*Everything we talk about today will be entirely confidential. I would like to tape record our conversation. This is simply so that I don't have to make as many notes during our conversation, and it makes it easier for me to remember what has been said. Is that okay with you?*

*IF NECESSARY: The recordings will be deleted on completion of this research.*

[If respondent agrees, start tape recorder]

**What do interviewees understand by hygiene in the introduction? Do they think this relates to personal hygiene?**

**What topics do they expect to be asked questions about?**

[illegible]

## BACKGROUND

### PLEASE COLLECT A FEW BACKGROUND DETAILS ABOUT THE RESPONDENT

## GENDER

## AGE

Male	1	16-24	1
Female	2	25-34	2
		35-44	3
		45-54	4
		55-64	5
		65 or over	6

## ECONOMIC STATUS

Paid work or training	1
Away from job/waiting to take up job	2
Looking for work	3
Student	4
Looking after family/home	5
Long-term sick/ill	6
Retired	7
Something else	8

**NUMBER OF PEOPLE IN  
HOUSEHOLD – WRITE IN  
NUMBER**

1

**NUMBER OF ADULTS 16  
OR OVER IN HOUSEHOLD  
- WRITE IN NUMBER**

11

## RESPONSIBILITY FOR FOOD/GROCERY SHOPPING

Responsible for all or most of the food/grocery shopping	1
Responsible for about half of the food/grocery shopping	2
Responsible for less than half of the food/grocery shopping	3
Not responsible for any of the food/grocery shopping	4

## EATING HABITS

1. Test a shortened version of 2.5-2.8 if possible, focusing on meals eaten at home in last 7 days and with whom

### OPTION 1 TO TEST

Try a think-aloud exercise for a number of respondents (use probes for the other respondents): Q2.7a / 2.7b / 2.7c – “For the first question I’d like you to describe to me what you’re thinking, as you’re thinking it, so I can get a sense of how you arrive at your answer.”

If respondents are unsure of how to go about doing this, quote example of their normal routine in making a cup of tea at home (or something similar) and get them to do a trial run.

Q2.8a, c, e – ASK QUESTION WITHOUT IMMEDIATELY SAYING THAT IT IS MULTICODED. Was it immediately obvious to respondents that they could give more than one response to the questions?

#### Q2.7a

In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat BREAKFAST AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat breakfast

Don’t know

#### Q2.7b

In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat LUNCH AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat lunch

Don’t know



**Q2.7c**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat your MAIN EVENING MEAL AT HOME?**

NUMERIC 0-7

SPONTANEOUS: Never eat a main evening meal

Don't know

**IF Q2.7A<>NEVER EAT BREAKFAST**

**Q2.8a**

**Thinking about all the times you were eating your breakfast in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week. (MULTICODE)**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8A=MORE THAN 1 RESPONSE CODED**

**Q2.8b**

**And in the last 7 days who did you mainly eat breakfast with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Q2.8c**

**Thinking about all the times you were eating your lunch in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week. (MULTICODE)**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8C=MORE THAN 1 RESPONSE CODED**

**Q2.8d**

**And in the last 7 days who did you mainly eat lunch with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Q2.8e**

**Thinking about all the times you were eating your main evening meal in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week.**

(MULTICODE)

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8E=MORE THAN 1 RESPONSE CODED**

**Q2.8f**

**And in the last 7 days who did you mainly eat your main evening meal with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Probe: Q2.7a / 2.7b / 2.7c – “How easy was it for you to think back over the last 7 days?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**If answered 7 days almost instantly for any of the meal occasions, probe how easy it was to come up with this answer. How could they be sure that it was 7 days?**

**If answered less than 7 days, probe how easy it was for them to think back to those occasions when they did not eat breakfast at home?**

**What do respondents think about when thinking of ‘breakfast/lunch/main evening meal at home’?**

**In your own words, how would you describe the meals that you have during a day? Would you call them breakfast, lunch and main evening meal? Did you have any problems understanding what I meant by these terms?**

**Probe: Q2.8a-f – “How did you think about who you were eating with?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**“What does it mean to ‘eat your meal with someone’?”**

**If mainly eat with the same people, how did they ensure that they didn’t miss anyone out?**

**If mainly eat with a lot of different people, how easy was it to think of each of the 7 days?**

2. TNS BMRB/PSI to think of new attitudinal statement, away from original wording, that may get at this issue in a more effective way (perception of risk-type question). Once some variants chosen, cognitively test to assess whether respondents understand meaning.

### PAIRS OF STATEMENTS TO TEST

SHOW CARD 2

2.24 How much do you agree or disagree with the following statements

#### PAIR 1

"When preparing food for myself I could be more careful about food hygiene"

"When preparing food for others I could be more careful about food hygiene"

SINGLE CODE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(Don't know) **CODE NOT SHOWN**

**Probe: "What comes to mind when we say 'be more careful about food hygiene'?"**

**"How much care would you say you normally take?"**

**"What picture came to mind when you were preparing food for yourself in this situation?" e.g. setting, location, types of food. "What about when you were asked about preparing food for others?"**

**If disagree – ask what care they currently take, think about different foods, situations e.g. whether in a rush and whether this affects care taken.**

### 3. Test meaning of 'safe' and whether this differs across groups

**2.39 In your opinion, when you eat out, how safe would you say the food that you eat is, compared to when you eat at home?**

READ OUT, SINGLE CODE

A lot safer when I eat out

A bit safer when I eat out

About the same

A bit less safe when I eat out

A lot less safe when I eat out

(It varies too much to say) **CODE NOT SHOWN**

**Probe: Q2.39 – “What did you think of when I used the word ‘safe’?”**

**Probe: Q2.39 – “How would you describe food which is safe compared with unsafe?”**

**Probe: Q2.39 – “What sort of places were you thinking about when I said ‘eat out’?”**

**Did the respondent think about when they ate out personally, or were they thinking in general about eating out compared with when people eat at home?**

**Probe: Q2.39 – “When I asked you to compare food eaten out with when you eat at home, what were you thinking about when eating at home?”**  
e.g. meals or snacks; and prepared by whom? Or all of them overall?  
**Were you thinking about a specific occasion when you ate at home e.g. yesterday’s meals, dinner etc?**

**As a follow-up ask whether they ever had food poisoning as a result of food eaten out, and whether used this experience in thinking about answer. Also if thinking of personal experiences, how far back in time are they going?**

**4. Test question below. However also test 2 variants looking at 'which places currently look for hygiene info about' and 'which places would they like to see hygiene info displayed in' (current and future perspective)**

**2.40a Which places, if any, do you currently look for information about hygiene standards?**

DO NOT SHOW SCREEN, MULTICODE

Nowhere – do not look for info about hygiene standards

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

Other (specify)

**Q2.40a – show prompted list after having answered the questions. Ascertain whether these were the sorts of place they had in mind or whether any specific others.**

**Probe: Q2.40a – “So what would you be looking for?” – test for mentions of Scores on the doors or Food Hygiene Rating Scheme. Also what did they think when we said “look for information” – what type of looking? Internet searches, shop window etc.**

**2.40 In which, if any, of these places would you like to see more information displayed about their hygiene standards?**

SHOW CARD 3, MULTICODE

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

None of these

**Probe: Q2.40 – “What sort of information do you expect there to be about hygiene?” – test for mentions of Scores on the doors or Food Hygiene Rating Scheme**

**Test whether respondents think that hygiene standards have to be displayed anywhere legally as standard. Probe: Q2.40 – “Which, if any, of these places do you think already display information about their hygiene standards?”**

**Does respondent want to see any hygiene information displayed?**

## FOOD SAFETY

5. Test the 2 variants regarding cleaning and defrosting. Test for whether respondents use existing response list or spontaneous codes like 'when dirty', 'when necessary', 'depends'.

Expand new cleaning variant to include more than 3 options. Test definition of 'thorough' and 'defrost in microwave'.

Test the new vegetable and fruit statements which have been added to the old format 4.1

Split out fruit and veg. Include salads in veg definition.

Now I'm going to ask you some questions on what you do in the kitchen.

### ORIGINAL VERSION MODIFIED FOR TESTING

SHOW CARD 4

4.1 Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

**FIX GENERAL STATEMENTS AT START, BUT RANDOMISE ORDER OF OTHER SECTIONS, AND STATEMENTS WITHIN SECTIONS.**

SINGLE CODE

**SCALE:** Never, Sometimes, Most of the time, Always, Not applicable (Don't Know) **CODE NOT SHOWN**

General

- Wear an apron when cooking
- Follow a recipe when making something new

NEW STATEMENTS BEING TESTED ARE HIGHLIGHTED

Chilling

- Store open tins in the fridge
- G Defrost frozen food in the microwave

Cross contamination

- Wash raw meat or poultry
- Wash raw fish or seafood

A Wash fruit which is going to be eaten raw

B Wash vegetables (including salad) which are going to be eaten raw

C Wash fruit which is going to be cooked

D Wash vegetables which are going to be cooked

E Wash your hands after handling raw fruit

F Wash your hands after handling raw vegetables (including salad)



## Cleaning

- Wash hands before I start preparing or cooking food
- Wash hands immediately after handling raw meat, poultry or fish

## Cooking

- Cook food until it is steaming hot throughout
- Eat chicken or turkey if the meat is pink or has pink or red juices
- Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

**H Eat burgers and sausages if the meat is pink or has pink or red juices**

## PROBES

**4.1 a-f Can you describe to me what you think we mean by wash?  
e.g. does respondent think this means a quick wipe, washing using water, soap, etc.**

**4.1 a-f Does it vary from fruit and veg – e.g. if items are being peeled?  
Did they consider peeled items when answering the question?**

**4.1 a-d Probe to determine which fruit and vegetables respondents were considering when answering the questions.**

**4.1 c-d “When I asked about washing fruit and vegetables which are going to be cooked, what did you understand by ‘cooked’?” (Specifically check that respondent understands this means heating the food – not assembling cold food together)**

**4.1 e-f What do respondents think we mean by “handling”?**

**4.1 g Check whether respondent was thinking about whether or not the microwave was turned on when answering the question?**

**4.1 h Do you always check the colour of the meat/juices before eating sausages and/or burgers?**

## AT THE END:

**Check with respondent whether they were thinking back to specific situations when answering these questions or whether they answered this generally.**

**If specific situations: “Please describe these specific situations. Would you say they were normal situations?” Probe around whether these situations were occasions when respondent had been particularly careful about hygiene. Do respondents default to a particular memorable occasion?**

**6. Test question below and what other appliances respondents may use for cooking e.g. grill**

**4.8 Which of the following appliances do you have in your household?**

SHOW CARD 5

Combined fridge and freezer

Separate fridge

Separate freezer

Dishwasher

Oven

Hob

Microwave

Kettle

None of these

DK

**Are there any other appliances or electrical goods in your house that you use as part of cooking? E.g. grill**

**Is there anything they don't have that hinders food preparation or storage?**

**7. Test 4.13 and its new follow-up i.e. the why question routing from 'certain types of food kept in certain parts of fridge'. Testing to help develop the code frame for 4.13a further.**

**4.13 And how do you arrange the contents of your fridge?**

SHOW CARD 6, SINGLE CODE

I/we just put things wherever they can fit

Each person in the household has their own shelf or section of the fridge

Certain types of food are always kept in certain parts of the fridge

Other (specify)

DK

**Record any additional answers that are given to this question**

**IF 4.13="CERTAIN TYPES OF FOOD ARE ALWAYS KEPT IN CERTAIN PARTS OF THE FRIDGE"**

**4.13a Why do you always keep certain types of food in certain parts of the fridge?**

MULTICODE – SPONTANEOUS

Lack of space

Convenience

Force of habit

Food safety

Other (specify)

DK

**Ask respondents to think aloud:**

- 1. What is currently/usually in their fridge (the types of food they're thinking of – whether they correspond with 'high risk' items)**
- 2. Where items are placed**
- 3. The reasons for them being placed there – can then prompt for whether this is habit, or whether they know the reasons for storing certain foods in certain places.**

**Record any additional answers that are given to this question**

**8. Test 4.15 for 'how do you' - whether this relates to personal behaviour or whether respondents answer as 'how should people store...'**

**Need to ask 4.14 as it acts as filter for 4.15**

**4.14 Where in the fridge do you store raw meat and poultry?**

DO NOT READ OUT, MULTICODE

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from cooked foods

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store raw meat\poultry in the fridge

Don't buy or store meat or poultry at all

**IF DO NOT BUY OR STORE MEAT AT ALL SKIP TO Q4.18, IF DO NOT BUY OR STORE RAW MEAT/POULTRY SKIP TO Q4.16 OTHERS CONTINUE.**

**4.15 How do you store raw meat and poultry in the fridge?**

DO NOT READ OUT, MULTICODE

Away from cooked foods

Covered with film \ foil

In a covered container

In its packaging

On a plate

Other (**SPECIFY**)

**Check interpretation – do spontaneous answers given overlap with previous question about where they store it in the fridge?**

**Probe: Q4.15 – What food were you thinking of? Did you include fish/seafood?**

**Ascertain whether respondent was giving a top of mind response or actually thinking about the contents of their fridge:**

**Do you currently have raw meat/poultry in the fridge? Where and how is it stored?**

**If respondents are answering in relation to how they should rather than how they do, test new wording:**

How do you personally store raw meat and poultry in the fridge?

**Does this make the question clearer?**

**10. Test 4.18 to see if people answer this based on knowledge or behaviour (How can you...?)**

**4.18 How can you tell whether food is safe to eat?**

DO NOT SHOW SCREEN, MULTICODE

IF RESPONDENT SAYS "DATE" PROBE "WHICH KIND OF DATE"

How it looks

The colour of it

How it smells

How it tastes

Whether it has been stored correctly

Whether it has been cooked properly

Best before date (if food has been stored properly)

Use by date (if food has been stored properly)

Sell by or display until date (if food has been stored properly)

Date unspecified

Other **SPECIFY**

**Does this vary depending on the type of food? E.g. how do you check milk, meat, vegetables, bread?**

**Is this actually what you do to check food every time you eat? Or is this what you know to do if you need to check whether food is safe?**

**When is the last time you checked food in this way? Why did you do this?**

**11. Test 4.23 for meaning of 'storage information'. Test 4.23 follow up, but wait for list of foods from FSA. Foods which are vacuum packed then opened are probably of interest.**

**4.23 Do you follow storage information provided on products?**

SINGLE CODE, SHOW CARD 7

Yes, always

Yes, depending on the food type

Sometimes

Never

When I have bought a food for the first time

Never noticed storage information on products

DK **(CODE NOT SHOWN)**

**Probe: Q4.23 – What do you understand by storage information? Can you give me an example?**

**When answering did the respondent consider:**

**-Use by date?**

**-Length of time food can be kept after being opened?**

**-Instructions for storage? (e.g. fridge, cool place, instructions for storage once opened, etc.)**

**-Instructions for freezing?**

**Does it vary between all these instructions? i.e. Do they follow some but not others?**

## DEMOGRAPHICS

**12. Debbie to develop 2 questions for testing - one for dog/cat ownership and the other for access to kitchen/dining areas.**

**7.26a Turning now to pets, do you have a cat or dog in the household?**

**SINGLE CODE**

Yes, both

Yes, cat(s) only

Yes, dog(s) only

No

SHOW CARD 9

**ASK IF 7.26A=YES**

**7.26b How often do you do the following in relation to your <textfill: cat(s)/dog(s)/cats and dogs>?**

**RANDOMISE LIST**

Feed them from your hand while eating

Feed them in the kitchen

Wash your hands after touching them

Store dishes and utensils used for their food in a separate place to those used for human food

**SCALE**

Always

Often

Sometimes

Rarely

Never

**Statements 1 and 2: Test what is understood by “feed them”? Do respondents include snacks or just main meals?**

**Statement 3: What is understood by “wash your hands”? Use of soap, clean wipes, etc?**

**Statement 4: “I’d like you to think aloud now, about when you feed your <textfill: cat(s)/dog(s)/cats and dogs> and describe what you do with the dishes or utensils that you use during that process.” (To check whether respondents assume dishes/utensils have been washed or not.)**

**Statement 4: Where are these dishes and utensils stored? Where are those used for human food stored? Do you (ever) use the same dishes/utensils?**

**Probe for if there are obvious correct answers or social desirability: “What rules, if any, do you follow when looking after your pets?”  
If follow rules – “Where did you learn these rules?”**

## FOOD TECHNOLOGY

### 13. Test respondents' understanding of the definition of nanotechnology and how well the description works

Will amend question before testing to match BSA question about GM.  
Will need to see whether worry about GM questions can translate directly to Nano.

### OPTION 1 TO TEST (ADAPTED FROM EUROBAROMETER)

Nanotechnology describes the many ways that scientists can now work with the actual molecules and atoms that make up our world. At this nanoscale things don't always behave as they do when they are larger. They can be used in different ways than in their larger form.

Nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

#### 8.3 Have you ever heard of nanotechnology before now?

Yes

No

DK

#### Test introduction for understanding.

Do you have any suggestions as to how we can make this easier to understand?

Do you think that this introduction is balanced? Does it come across as a positive or a negative description?

Do you have any suggestions as to how we can make this introduction more balanced?



SHOW CARD 10

**IF YES**

**8.4 Please tell me how much you agree or disagree with each of the following statements about the use of nanotechnology in food production.**

**RANDOMISE LIST**

Nanotechnology in food production makes me feel uneasy

Nanotechnology in food production is safe for me and my family's health

Nanotechnology in food production is safe for future generations

I do not feel strongly about nanotechnology in food production

**SCALE**

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

**Check for understanding of questions.**

**How easy did respondents find it to answer these questions?**

## MEAT CONTROLS/OFFICIAL CONTROLS

### 14. Look at 'confident' vs. 'sure'.

#### OPTION 1 TO TEST

SHOW CARD 10

**9.2 Please tell me how much you agree or disagree with the following statements?**

#### SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(DK) **CODE NOT SHOWN**

#### **RANDOMISE ORDER OF PAIR OF STATEMENTS (C/D WITH E/F; A/B ALWAYS ASKED FIRST)**

- a) People can be confident that, overall, food produced in the UK is safe to eat
- b) People can be confident that, overall, food imported from outside the UK is safe to eat
- c) People can be confident that fruit and vegetables produced in the UK are safe to eat
- d) People can be confident that fruit and vegetables imported from outside the UK are safe to eat
- e) People can be confident that meat produced in the UK is safe to eat
- f) People can be confident that meat imported from outside the UK is safe to eat

**What do you think we mean by “safe to eat”?**  
(e.g. do respondents consider use of pesticides, food poisoning, etc.)

**Check what respondents are basing their answers on.**

**Statement a) and b) – what food are they thinking of? e.g. meat, dairy, fruit and veg, manufactured foods, tinned goods etc**

**Statement d) and f) – what does ‘imported from outside the UK’ mean to them? Where does this food go when it comes into the country?**

## PERCEPTIONS OF RISK

### 18. Test interpretation of question, ease of answering

SHOW CARD 15

**ASK IF 4.8=COMBINED FRIDGE AND FREEZER OR SEPARATE FREEZER**

**11.7 In the last 3 months have you ever frozen the following foods after their 'use-by' date?**

#### **SCALE**

Yes, often

Yes, sometimes

Yes, a few times

No, never

#### **ROTATE LIST**

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pate

Fish, excluding shellfish

Microwave meals and oven ready foods

**What is understood by use by date? Do they understand it as freezing something after it has been stored beyond the use-by-date while not frozen? Or do any interpret it as freezing food so that it can be stored after its use-by date?**

**Do you check the use-by-date before freezing foods? How do you decide what foods to freeze? What would you do with food that was nearing its use-by-date and you were not planning to use it?**

## REVISIT INTRO TO SURVEY

At the beginning of this interview, I introduced the survey to you using the following description:

*Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.*

Now that you have seen the sort of questions we will be asking, what do you think of this introduction? Do you have any ideas as to how we can make the survey sound more interesting when introducing it to people?

## END OF INTERVIEW

Thank respondent for time and help.

Remind them about confidentiality of everything you have discussed.

Stress how valuable their feedback has been

Remember to give incentive and ensure respondent signs receipt.

## Appendix B: Cognitive testing round 1 questionnaire (v2)

### QUOTAS

#### Gender

	Q'naire A		Q'naire B	
Male	* * * *	4	* * * *	4
Female	* * * *	4	* * * *	4

#### Age

	Q'naire A		Q'naire B	
16 – 29	* *	2	* *	2
30 – 54	* * *	3	* * *	3
55+	* * *	3	* * *	3

#### Working status

	Q'naire A		Q'naire B	
Working	* * * *	4	* * * *	4
Not working	* * * *	4	* * * *	4

## INTRODUCTION

Key points to cover:

- Who you are
- What TNS BMRB is and what we do
- Who the observer is (if applicable)
- Background to Food and You survey
- What we are doing today
- Confidentiality and tape recording

*My name is [name] and I'm a researcher from TNS BMRB. TNS BMRB is an independent social research agency which carries out many large-scale surveys for different clients.*

[Introduce observer if applicable]

*Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.*

*Next year we want to put some new questions into the survey and what we are doing today is testing out some of these questions to see if they are easy to understand, how easily you are able to give an answer, and how you arrive at the answer. It is very important that you tell me what you really think – even if you think they are very poor questions. I'm here just to try and find out what's good and what's bad about the questions. With all these questions there are no right or wrong answers.*

*Everything we talk about today will be entirely confidential. I would like to tape record our conversation. This is simply so that I don't have to make as many notes during our conversation, and it makes it easier for me to remember what has been said. Is that okay with you?*

*IF NECESSARY: The recordings will be deleted on completion of this research.*

[If respondent agrees, start tape recorder]

**What do interviewees understand by hygiene in the introduction? Do they think this relates to personal hygiene?**

**What topics do they expect to be asked questions about?**

## HOUSEHOLD INFORMATION

### BACKGROUND

PLEASE COLLECT A FEW BACKGROUND DETAILS ABOUT THE RESPONDENT

#### GENDER

Male 1  
Female 2

#### AGE

16-24 1  
25-34 2  
35-44 3  
45-54 4  
55-64 5  
65 or over 6

### ECONOMIC STATUS

Paid work or training 1  
Away from job/waiting to take up job 2  
Looking for work 3  
Student 4  
Looking after family/home 5  
Long-term sick/ill 6  
Retired 7  
Something else 8

**NUMBER OF PEOPLE IN  
HOUSEHOLD – WRITE IN  
NUMBER**

**NUMBER OF ADULTS 16  
OR OVER IN HOUSEHOLD  
– WRITE IN NUMBER**

### RESPONSIBILITY FOR FOOD/GROCERY SHOPPING

Responsible for all or most of the food/grocery shopping 1  
Responsible for about half of the food/grocery shopping 2  
Responsible for less than half of the food/grocery shopping 3  
Not responsible for any of the food/grocery shopping 4

## **EATING HABITS**

**1. Test a shortened version of 2.5-2.8 if possible, focusing on meals eaten at home in last 7 days and with whom**

### **OPTION 1 TO TEST**

**Try a think-aloud exercise for a number of respondents (use probes for the other respondents): Q2.7a / 2.7b / 2.7c – “For the first question I’d like you to describe to me what you’re thinking, as you’re thinking it, so I can get a sense of how you arrive at your answer.”**

**If respondents are unsure of how to go about doing this, quote example of their normal routine in making a cup of tea at home (or something similar) and get them to do a trial run.**

**Q2.8a, c, e – ASK QUESTION WITHOUT IMMEDIATELY SAYING THAT IT IS MULTICODED. Was it immediately obvious to respondents that they could give more than one response to the questions?**

#### **Q2.7a**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat BREAKFAST AT HOME?**

NUMERIC 0-7

SPONTANEOUS: Never eat breakfast

Don’t know

#### **Q2.7b**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat LUNCH AT HOME?**

NUMERIC 0-7

SPONTANEOUS: Never eat lunch

Don’t know



**Q2.7c**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat your MAIN EVENING MEAL AT HOME?**

NUMERIC 0-7

SPONTANEOUS: Never eat a main evening meal

Don't know

**IF Q2.7A<>NEVER EAT BREAKFAST**

**Q2.8a**

**Thinking about all the times you were eating your breakfast in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week. (MULTICODE)**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8A=MORE THAN 1 RESPONSE CODED**

**Q2.8b**

**And in the last 7 days who did you mainly eat breakfast with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Q2.8c**

**Thinking about all the times you were eating your lunch in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week. (MULTICODE)**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8C=MORE THAN 1 RESPONSE CODED**

**Q2.8d**

**And in the last 7 days who did you mainly eat lunch with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Q2.8e**

**Thinking about all the times you were eating your main evening meal in the last 7 days, regardless of where you were, who, if anyone, were you eating with? Please think about each day in the past week.**

**(MULTICODE)**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**IF Q2.8E=MORE THAN 1 RESPONSE CODED**

**Q2.8f**

**And in the last 7 days who did you mainly eat your main evening meal with? (SINGLE CODE)**

**ONLY RESPONSES CODED AT Q2.8A SHOWN**

SHOW CARD 1

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)

**Probe: Q2.7a / 2.7b / 2.7c – “How easy was it for you to think back over the last 7 days?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**If answered 7 days almost instantly for any of the meal occasions, probe how easy it was to come up with this answer. How could they be sure that it was 7 days?**

**If answered less than 7 days, probe how easy it was for them to think back to those occasions when they did not eat breakfast at home?**

**What do respondents think about when thinking of ‘breakfast/lunch/main evening meal at home’?**

**In your own words, how would you describe the meals that you have during a day? Would you call them breakfast, lunch and main evening meal? Did you have any problems understanding what I meant by these terms?**

**Probe: Q2.8a-f – “How did you think about who you were eating with?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**“What does it mean to ‘eat your meal with someone’?”**

**If mainly eat with the same people, how did they ensure that they didn’t miss anyone out?**

**If mainly eat with a lot of different people, how easy was it to think of each of the 7 days?**

**2. TNS BMRB/PSI to think of new attitudinal statement, away from original wording, that may get at this issue in a more effective way (perception of risk-type question). Once some variants chosen, cognitively test to assess whether respondents understand meaning.**

### **PAIRS OF STATEMENTS TO TEST**

SHOW CARD 2

**2.24 How much do you agree or disagree with the following statements**

#### **PAIR 2**

“When preparing food for myself, hygiene is at the top of my mind”

“When preparing food for others, hygiene is at the top of my mind”

SINGLE CODE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(Don't know) **CODE NOT SHOWN**

**Probe: “What picture came to mind when you were preparing food for yourself in this situation?” e.g. setting, location, types of food.**

**“What about when you were asked about preparing food for others?”**

**Probe: “What did you understand by when I said ‘top of mind’?”**

**If disagree – “what is at the top of your mind?”**

**If agree – “which aspects of hygiene are you thinking of?”**

**4. Test question below. However also test 2 variants looking at 'which places currently look for hygiene info about' and 'which places would they like to see hygiene info displayed in' (current and future perspective)**

**2.40a Which places, if any, do you currently look for information about hygiene standards?**

DO NOT SHOW SCREEN, MULTICODE

Nowhere – do not look for info about hygiene standards

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

Other (specify)

**Q2.40a – show prompted list after having answered the questions. Ascertain whether these were the sorts of place they had in mind or whether any specific others.**

**Probe: Q2.40a – “So what would you be looking for?” – test for mentions of Scores on the doors or Food Hygiene Rating Scheme. Also what did they think when we said “look for information” – what type of looking? Internet searches, shop window etc.**

**2.40 In which, if any, of these places would you like to see more information displayed about their hygiene standards?**

SHOW CARD 3, MULTICODE

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

None of these

**Probe: Q2.40 – “What sort of information do you expect there to be about hygiene?” – test for mentions of Scores on the doors or Food Hygiene Rating Scheme**

**Test whether respondents think that hygiene standards have to be displayed anywhere legally as standard. Probe: Q2.40 – “Which, if any, of these places do you think already display information about their hygiene standards?”**

**Does respondent want to see any hygiene information displayed?**

## FOOD SAFETY

5. Test the 2 variants regarding cleaning and defrosting. Test for whether respondents use existing response list or spontaneous codes like 'when dirty', 'when necessary', 'depends'.

Expand new cleaning variant to include more than 3 options. Test definition of 'thorough' and 'defrost in microwave'.

Test the new vegetable and fruit statements which have been added to the old format 4.1

Split out fruit and veg. Include salads in veg definition.

Now I'm going to ask you some questions on what you do in the kitchen.

### OPTION 1 TO TEST

4.1a How often do you...

- a) Change the dishcloths / sponges that you use for washing up and/or cleaning your kitchen?
- b) Change tea towels?
- c) Clean your sink and draining board thoroughly?
- d) Wipe down the surfaces in your kitchen?
- e) Use tea towels to dry washing up?

DO NOT READ OUT CODES

Every day

A couple of times a week

Once a week

Once every couple of weeks

Once a month

Once every couple of months

Less frequently

Other (specify)

DK

Ask all of these questions spontaneously and collect the range of answers given

For all questions check whether respondent has thought back to the last occasion when they did it (or thought about the last week or so)

4.1a a&b Check understanding of "change"? Does the respondent only think of getting a new one or do they clean/wash them and reuse?

4.1a a Understanding of "cleaning your kitchen" – what activities was the respondent thinking of when answering the question?

**4.1a a Do you use the same sponge/cloth for washing up and cleaning your kitchen?**

**IF YES - does the answer vary between sponges/cloths used for washing up & kitchen cleaning?**

**4.1a c What do you think we mean by “clean thoroughly”? How do you “thoroughly clean” your kitchen? (e.g. equipment and products used)  
Do cleaning habits differ between sink and draining board?**

**4.1a d What do you think we mean by “wiping down”? Can you explain to me how you go about wiping down the surfaces in your kitchen? (e.g. equipment and products used)**

**4.1a e Probe to see what respondents think “drying” means – e.g. just to finish off after using the dishwasher or drying rack**

### **OPTION 2 TO TEST**

**4.1b How do you usually defrost frozen...READ OUT**

**RANDOMISE ORDER STATEMENTS ASKED IN**

- a) Beef, lamb or pork
- b) Poultry
- c) Pre-cooked meats, like ham or meat pate
- d) Fish, excluding shellfish
- e) Microwave meals and oven ready foods

**DO NOT READ OUT CODES**

At room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

In the fridge

In the microwave

Other (specify)

NA

DK



### **RANDOMISE ORDER STATEMENTS ASKED IN**

**Ask all of these questions spontaneously and collect the range of answers given**

**For each question probe:**

- 1. Determine which specific foods respondents were thinking about e.g. raw beef or cooked beef**
- 2. Does it vary for different foods within each category (e.g. different for beef and lamb)**
- 3. Does it vary on what they intend to do with it e.g. cook straight away, eat cold, re-heat?**
- 4. When was the last time they defrosted this type of food? Were they thinking back to this or another specific occasion when they answered the question?**

**7. Test 4.13 and its new follow-up i.e. the why question routing from 'certain types of food kept in certain parts of fridge'. Testing to help develop the code frame for 4.13a further.**

**4.13 And how do you arrange the contents of your fridge?**

SHOW CARD 6, SINGLE CODE

I/we just put things wherever they can fit

Each person in the household has their own shelf or section of the fridge

Certain types of food are always kept in certain parts of the fridge

Other (specify)

DK

**Record any additional answers that are given to this question**

**IF 4.13="CERTAIN TYPES OF FOOD ARE ALWAYS KEPT IN CERTAIN PARTS OF THE FRIDGE"**

**4.13a Why do you always keep certain types of food in certain parts of the fridge?**

MULTICODE – SPONTANEOUS

Lack of space

Convenience

Force of habit

Food safety

Other (specify)

DK

**Ask respondents to think aloud:**

- 1. What is currently/usually in their fridge (the types of food they're thinking of – whether they correspond with 'high risk' items)**
- 2. Where items are placed**
- 3. The reasons for them being placed there – can then prompt for whether this is habit, or whether they know the reasons for storing certain foods in certain places.**

**Record any additional answers that are given to this question**

**9. Test 4.17 for 'how do you' - whether this relates to personal behaviour or whether respondents answer as 'how should people store...'**

**Need to ask 4.16 as it acts as filter for 4.17**

**4.16 Where in the fridge do you store cooked meat and poultry? This includes left over meat you have cooked yourself and bought ready to eat meats.**

DO NOT READ OUT, MULTICODE

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from raw meat or poultry

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store cooked meat/poultry in the fridge

Don't buy or store meat or poultry at all

**IF DO NOT BUY OR STORE COOKED MEAT/MEAT AT ALL SKIP TO Q4.18, OTHERS CONTINUE.**

**4.17 How do you store cooked meat and poultry in the fridge?**

DO NOT READ OUT, MULTICODE

Away from raw meat and poultry

Covered with film \ foil

In a covered container

In its packaging

On a plate

Other (**SPECIFY**)

**Check interpretation – do spontaneous answers given overlap with previous question about where they store it in the fridge?**

**Probe: Q4.17 – What food were you thinking of? Did you include fish/seafood?**

**Ascertain whether respondent was giving a top of mind response or actually thinking about the contents of their fridge:**

**Do you currently have cooked meat/poultry in the fridge? Where and how is it stored?**

**If respondents are answering in relation to how they should rather than how they do, test new wording:**

**How do you personally store cooked meat and poultry in the fridge?**

**Does this make the question clearer?**

**11. Test 4.23 for meaning of 'storage information'. Test 4.23 follow up, but wait for list of foods from FSA. Foods which are vacuum packed then opened are probably of interest.**

**OPTION 1 TO TEST**

SHOW CARD 8

**4.23 Do you always follow the storage information provided on the following products ?**

**SCALE**

Yes, always

Sometimes

Never

It depends

DK

**ROTATE LIST**

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Pre-pack sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

**Probe to see whether giving socially desirable answer or answering honestly:**

**What specific food were you thinking about?**

**What do the storage instructions for this tend to be?**

## **OPTION 2 TO TEST**

**4.23a If you open a packet of <textfill: food item> and keep it stored uncooked in the fridge, what is the maximum number of days that you would keep it in the fridge before using it or throwing it away?**

SPONTANEOUS

Up to one day

Up to two days

Up to three days

Up to four days

Up to five days

More than five days

Follow the storage information on the product

Look at the use-by date

DK

### **ROTATE LIST**

Pre-cooked or cured meat

Fresh dip

Smoked fish

Sauce or from a jar e.g. pasta or casserole sauce

Soft or cream cheese

**Note down any answers given spontaneously that do not fit the code list**

**Probes:**

**Once this type of food is opened do they keep track of the number of days it has been in the fridge for?**

**Would this vary depending on other factors? E.g. smell**

**Were you thinking back to a specific occasion when answering this?**

**If say “Look at use-by-date”, check whether check any other storage information/ instructions e.g. ‘throw away within 3 days of opening’.**

**Which has priority? Give an example, if use by date was in 4 days time and throw away instruction was for within 3 days, which would they follow? If use by date was in 2 days time and throw away instruction was for within 3 days, which would they follow?**

## DEMOGRAPHICS

**12. Debbie to develop 2 questions for testing - one for dog/cat ownership and the other for access to kitchen/dining areas.**

**7.26a Turning now to pets, do you have a cat or dog in the household?**

**SINGLE CODE**

Yes, both

Yes, cat(s) only

Yes, dog(s) only

No

SHOW CARD 9

**ASK IF 7.26A=YES**

**7.26b How often do you do the following in relation to your <textfill: cat(s)/dog(s)/cats and dogs>?**

### **RANDOMISE LIST**

Feed them from your hand while eating

Feed them in the kitchen

Wash your hands after touching them

Store dishes and utensils used for their food in a separate place to those used for human food

### **SCALE**

Always

Often

Sometimes

Rarely

Never

**Statements 1 and 2: Test what is understood by “feed them”? Do respondents include snacks or just main meals?**

**Statement 3: What is understood by “wash your hands”? Use of soap, clean wipes, etc?**

**Statement 4: “I’d like you to think aloud now, about when you feed your <textfill: cat(s)/dog(s)/cats and dogs> and describe what you do with the dishes or utensils that you use during that process.” (To check whether respondents assume dishes/utensils have been washed or not.)**

**Statement 4: Where are these dishes and utensils stored? Where are those used for human food stored? Do you (ever) use the same dishes/utensils?**

**Probe for if there are obvious correct answers or social desirability:  
“What rules, if any, do you follow when looking after your pets?”  
If follow rules – “Where did you learn these rules?”**

## FOOD TECHNOLOGY

### 13. Test respondents' understanding of the definition of nanotechnology and how well the description works

Will amend question before testing to match BSA question about GM.  
Will need to see whether worry about GM questions can translate directly to Nano.

#### OPTION 2 TO TEST (ADAPTED FROM BSA GM QUESTION)

8.3 You may have heard of the use of nanotechnology in food production.

Nanotechnology involves working very small particles to improve products in everyday use. For example, nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

Have you ever heard of nanotechnology before now?

Yes

No

DK

Test introduction for understanding.

Do you have any suggestions as to how we can make this easier to understand?

Do you think that this introduction is balanced? Does it come across as a positive or a negative description?

Do you have any suggestions as to how we can make this introduction more balanced?

SHOW CARD 11

**ASK ALL**

**8.4 Please say how much you agree or disagree with each of these statements about the use of nanotechnology in food production.**

**RANDOMISE LIST**

In order to compete with the rest of the world, Britain should use nanotechnology in food production

Using nanotechnology in food production should be banned, even if food prices suffer as a result

On balance, the advantages of using nanotechnology in food production outweigh any dangers

It is important for me to check whether or not foods have been produced using nanotechnology

**SCALE**

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Can't choose

**Check for understanding of questions.**

**How easy did respondents find it to answer these questions?**



## MEAT CONTROLS/OFFICIAL CONTROLS

### 16. OPTIONAL TO TEST, WAITING FOR FSA CONFIRMATION ON LIST OF ITEMS

FSA to cut list to 6 to concentrate on most pertinent issues (looking at Tracker survey) - if list taken directly from tracker, no need to test. 4 point worryment scale is the standard as used on British Crime Survey, Citizenship so shall remain here.

#### OPTION 2 TO TEST

**11.3 For each of the following issues, please tell me if you are very worried, fairly worried, not very worried or not at all worried by it?**

SINGLE CODE, SHOW CARD 12

#### SCALE

Very worried

Fairly worried

Not very worried

Not at all worried

(DK) **CODE NOT SHOWN**

#### New statements to test

The overall safety of food produced in the UK

The overall safety of food imported from outside the UK

The safety of fruit and vegetables produced in the UK

The safety of fruit and vegetables imported from outside the UK

The safety of meat produced in the UK

**The safety of meat imported from outside the UK**

#### Existing 11.3 statements:

Food poisoning such as Salmonella and E.Coli

Genetically Modified (GM) foods

The use of pesticides to grow food

The use of additives (such as preservatives and colouring) in food products

Date labels, such as "best before" and "use by" labels

Food hygiene when eating out

Food hygiene at home

**PROBE Q9.2 variant – Test within the context of 11.3 – is the battery too long? Do respondents suffer from fatigue as a result?**

**What comes to mind when you think about the “safety of meat” & the “overall safety of food”? Record examples of the sorts of thing the respondent is thinking about when answering the question.**

**What do they base their answers on?**

**PROBE: Q11.3 – Test understanding of terms, are there any words respondents had difficulty with? e.g. Salmonella, E.coli**

**PROBE: Q11.3 – “Thinking of all the issues I just read out which, if any, seemed out of place as having concerns about?”**

**PROBE: Q11.3 (data labels) – “What did you think of when I asked whether you were worried about data labels, such as ‘best before’ and ‘use by’ labels?”**

**17. OPTIONAL TO TEST, WAITING FOR FSA CONFIRMATION ON LIST OF ITEMS**

If not testing 11.3 above, will not test 11.4. Test for spontaneous responses before prompted list, test for whether actions do result as a result of worries

**ASK FOR EACH ISSUE AT 11.3 WHERE VERY WORRIED OR FAIRLY WORRIED**

**11.4 You have indicated that you are worried about <textfill issue from 11.3>. Have you done any of the following over the past year as a result?**

MULTICODE, SHOW CARD 13

Tried to get more information about the issue

Read food labels more carefully

Changed the way you cook food

Changed the way you prepare food

You are worried about the problem but so far have done nothing about it

Stopped eating certain food

Other (specify)

Took no action (SINGLE CODE ONLY)

**Before showing screen of response codes – PROBE: q11.4 – “Before I show you the list, can you tell me what sort of things you have done as a result of being worried about this issue?”. Then show list and see whether any came to mind spontaneously. Also test whether respondent has made any of these changes ever, and also whether they are likely actions i.e. plausible.**

**What pattern emerges among ‘food hygiene/poisoning’ statements vs. wider issues like GM/pesticides?**

**Record any other answers given by respondents. Are there any other answers that could be added?**

## FRUIT AND VEGETABLES

**15. Wait for FSA to come back with foods for list. Test interpretation of 'risk'. Compare against a variant using 'likelihood' or 'chance'**

**10.1 I will now read out a list of types of food. For each one, please say what you think is the risk of getting food poisoning from this type of food – very high risk, fairly high risk, medium risk, fairly low risk or very low risk.**

**So, what do you think is the risk of getting food poisoning from ...**

SHOW CARD 14

### **SCALE**

Very high risk

Fairly high risk

Medium risk

Fairly low risk

Very low risk

(DK) **CODE NOT SHOWN**

### **RANDOMISE LIST**

Beef

Lamb

Pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Raw fruit

Raw vegetables, including salad

Pre-pack sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

**Probe: Q10.1 When answering this where were you thinking about eating?**

**Do you think the risk varies based on whether you are eating at home or out, or where the food was bought from?**

**Probe: Q10.1 – “What do you think makes a food type ‘high risk’ compared with ‘low risk’ in terms of food poisoning?”**

**Probe: Q10.1 – “When thinking about risk, were you thinking about your own personal risk or risk in general?”**

## PERCEPTIONS OF RISK

### 19. Test spontaneous answers then show prompted list

#### 11.8 Where do you usually get information about how to prepare food safely?

DO NOT READ OUT – PRE-CODED QUESTION USING THE LIST BELOW

I just know

From my parents

Taught at school

From TV / radio campaigns

From books

Online information

Follow instructions on product packaging

I don't bother

**Record any answers given that do not fit within the existing code list.**

**Then show respondent code list and ask for their input – are there any other answers we need to include?**

## **REVISIT INTRO TO SURVEY**

At the beginning of this interview, I introduced the survey to you using the following description:

*Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.*

Now that you have seen the sort of questions we will be asking, what do you think of this introduction? Do you have any ideas as to how we can make the survey sound more interesting when introducing it to people?

## **END OF INTERVIEW**

Thank respondent for time and help.

Remind them about confidentiality of everything you have discussed.

Stress how valuable their feedback has been

Remember to give incentive and ensure respondent signs receipt.

## Appendix C: Cognitive testing round 2 questionnaire

### QUOTAS

#### Gender

	To achieve	
Male	* * * * *	8
Female	* * * * *	8

#### Age

	To achieve	
16 – 29	* * * * *	5
30 – 54	* * * * *	6
55+	* * * * *	5

#### Working status

	To achieve	
Working	* * * * *	8
Not working	* * * * *	8



## INTRODUCTION

### Key points to cover:

- Who you are
- What TNS BMRB is and what we do
- Who the observer is (if applicable)
- Background to Food and You survey
- What we are doing today
- Confidentiality and tape recording

*My name is [name] and I'm a researcher from TNS BMRB. TNS BMRB is an independent social research agency which carries out many large-scale surveys for different clients.*

[Introduce observer if applicable]

*Before we start I just want to explain what we are doing today. In 2012, TNS BMRB will carry out the second survey for the Food Standards Agency called the Food and You survey, which looks at how people deal with food in their home and out of home, as well as their attitudes towards different aspects of food and hygiene. The regular survey will interview over 2,000 people across the UK.*

*Next year we want to put some new questions into the survey and what we are doing today is testing out some of these questions to see if they are easy to understand, how easily you are able to give an answer, and how you arrive at the answer. It is very important that you tell me what you really think – even if you think they are very poor questions. I'm here just to try and find out what's good and what's bad about the questions. With all these questions there are no right or wrong answers.*

*Everything we talk about today will be entirely confidential. I would like to tape record our conversation. This is simply so that I don't have to make as many notes during our conversation, and it makes it easier for me to remember what has been said. Is that okay with you?*

*IF NECESSARY: The recordings will be deleted on completion of this research.*

[If respondent agrees, start tape recorder]

## HOUSEHOLD INFORMATION

### BACKGROUND

PLEASE COLLECT A FEW BACKGROUND DETAILS ABOUT THE RESPONDENT

#### GENDER

Male 1  
Female 2

#### AGE

16-24 1  
25-34 2  
35-44 3  
45-54 4  
55-64 5  
65 or over 6

### ECONOMIC STATUS

Paid work or training 1  
Away from job/waiting to take up job 2  
Looking for work 3  
Student 4  
Looking after family/home 5  
Long-term sick/ill 6  
Retired 7  
Something else 8

**NUMBER OF PEOPLE IN  
HOUSEHOLD – WRITE IN  
NUMBER**

**NUMBER OF ADULTS 16  
OR OVER IN HOUSEHOLD  
– WRITE IN NUMBER**

### RESPONSIBILITY FOR FOOD/GROCERY SHOPPING

Responsible for all or most of the food/grocery shopping 1  
Responsible for about half of the food/grocery shopping 2  
Responsible for less than half of the food/grocery shopping 3  
Not responsible for any of the food/grocery shopping 4

## EATING HABITS

**1. Test a shortened version of 2.5-2.8 if possible, focusing on meals eaten at home in last 7 days and with whom**

**Try a think-aloud exercise for a number of respondents (use probes for the other respondents): Q2.7a / 2.7b / 2.7c – “For the first question I’d like you to describe to me what you’re thinking, as you’re thinking it, so I can get a sense of how you arrive at your answer.”**

**If respondents are unsure of how to go about doing this, quote example of their normal routine in making a cup of tea at home (or something similar) and get them to do a trial run.**

**Q2.8a, c, e – ASK QUESTION WITHOUT IMMEDIATELY SAYING THAT IT IS MULTICODED. Was it immediately obvious to respondents that they could give more than one response to the questions?**

### **Q2.7a**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat BREAKFAST AT HOME?**

INTERVIEWER: IF RESPONDENT SAYS 0, CHECK WHETHER THEY EVER EAT BREAKFAST AND IF NOT, USE SEPARATE CODE

NUMERIC 0-7

Never eat breakfast

Don’t know

### **IF Q2.7A<>NEVER EAT BREAKFAST**

#### **Q2.8a**

**Thinking about all the times you were eating your breakfast in the last 7 days, at home or otherwise, did you mainly eat alone or with other people?**

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

SHOW CARD 1

1 Ate alone (SINGLE CODE ONLY)

2 Partner

3 Other family members

4 Work colleagues

5 Friends

6 Someone else (specify)

7 Cannot say

**Q2.7b**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat LUNCH AT HOME?**

INTERVIEWER: IF RESPONDENT SAYS 0, CHECK WHETHER THEY EVER EAT LUNCH AND IF NOT, USE SEPARATE CODE

NUMERIC 0-7

Never eat lunch

Don't know

**IF Q2.7B<>NEVER EAT LUNCH**

**Q2.8c**

**Thinking about all the times you were eating your lunch in the last 7 days, at home or otherwise, did you mainly eat alone or with other people?**

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

SHOW CARD 1

1 Ate alone

2 Partner

3 Other family members

4 Work colleagues

5 Friends

6 Someone else (specify)

7 Cannot say

**Q2.7c**

**In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat your MAIN EVENING MEAL AT HOME?**

INTERVIEWER: IF RESPONDENT SAYS 0, CHECK WHETHER THEY EVER EAT A MAIN EVENING MEAL AND IF NOT, USE SEPARATE CODE

NUMERIC 0-7

Never eat a main evening meal

Don't know

**IF Q2.7C<>NEVER EAT A MAIN EVENING MEAL**

**Q2.8e**

**Thinking about all the times you were eating your main evening meal in the last 7 days, at home or otherwise, did you mainly eat alone or with other people?**

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

**SHOW CARD 1**

- 1 Ate alone
- 2 Partner
- 3 Other family members
- 4 Work colleagues
- 5 Friends
- 6 Someone else (specify)
- 7 Cannot say

**Probe: Q2.7a / 2.7b / 2.7c – “How easy was it for you to think back over the last 7 days?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**If answered 7 days almost instantly for any of the meal occasions, probe how easy it was to come up with this answer. How could they be sure that it was 7 days?**

**If answered less than 7 days, probe how easy it was for them to think back to those occasions when they did not eat breakfast at home?**

**What do respondents think about when thinking of ‘breakfast/lunch/main evening meal at home’?**

**In your own words, how would you describe the meals that you have during a day? Would you call them breakfast, lunch and main evening meal? Did you have any problems understanding what I meant by these terms?**

**Probe: Q2.8a/c/e – “How did you think about who you were eating with?”**

**What, in particular, did they think about? Do they have an eating pattern for weekends and weekdays? Are they different or are they the same?**

**“What does it mean to ‘eat your meal with someone’?”**

**If mainly eat with the same people, how did they ensure that they didn’t miss anyone out?**

**If mainly eat with a lot of different people, how easy was it to think of each of the 7 days?**

**4. Test question below. However also test 2 variants looking at 'which places currently look for hygiene info about' and 'which places would they like to see hygiene info displayed in' (current and future perspective)**

**2.33 I’m going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO)?**

**SHOW CARD A, CODE ALL THAT APPLY.**

**GIVE SHOWCARD A TO CONFIRM DEFINITION**

Eaten in a restaurant

Eaten in a pub

Eaten in a café or coffee shop

Bought food or drink from a café, coffee shop or sandwich bar to take away

Eaten fast food e.g. McDonalds, KFC, kebab shops

Eaten food from a work canteen

Eaten food from a cinema, bowling alley, theme park or other leisure facility

Eaten takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

None of these

All of the above

**ASK ALL**

REFER TO SAME SHOW CARD A FOR RESPONDENT OF THE CATEGORIES INCLUDED FOR EATING OUT (FROM Q2.33) FOR NEXT QUESTION

**Eating out includes:**

- Eating in a restaurant
- Eating in a pub
- Eating in a café or coffee shop
- Buying food or drink from a café, coffee shop or sandwich bar to take away
- Eating fast food e.g. McDonalds, KFC, kebab shops
- Eating food from a work canteen
- Eating food from a cinema, bowling alley, theme park or other leisure facility
- Eating takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

SHOW CARD 2

**2.40a Thinking about this definition of eating out, which of these places, if any, do you currently look for information about hygiene standards?**

MULTICODE

Nowhere – do not look for information about hygiene standards

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

Other (specify)

**Q2.40a – show prompted list after having answered the questions. Ascertain whether these were the sorts of place they had in mind or whether any specific others.**

**Probe: Q2.40a – “So what would you be looking for?” – test for mentions of Scores on the doors or Food Hygiene Rating Scheme. Also what did they think when we said “look for information” – what type of looking? Internet searches, shop window etc.**

**12.1 Have you ever seen any of the following logos?**

SHOW FHRS LOGO AND SCORES ON DOORS LOGO ON SHOWCARD B

Yes, FHRS logo

Yes, Scores on Doors logo

No

**FOR EACH LOGO ASK IF 12.1=YES**

**12.2 Where have you seen this logo?**

UNPROMPTED. MULTICODE

Restaurant/cafe window

FSA website

Internet (no specific detail)

Newspaper/magazine

Other (specify)

DK

**Q12.2 – check whether list matches up with responses given**

**ASK IF 12.1=YES FOR ANY TRUE LOGO**

**12.3 In the last 12 months, have you used a hygiene rating scheme before deciding whether to visit a food establishment?**

INTERVIEWER PROMPT IF NECESSARY: **By food establishment, we mean restaurants, cafes, takeaways, hotels and food shops**

Yes

No

**ASK IF 12.3=YES**

**12.4 Where did you check the rating?**

READ OUT. MULTICODE.

In the window

On the Internet

Somewhere else (specify)

DK

**ASK IF 12.3=YES**

**12.5 How useful do you find hygiene rating schemes when deciding where to eat out?**

READ OUT. SINGLE CODE.

Very useful

Quite useful

Not very useful

Not at all useful

**Q12.3 – check what respondent understands by ‘used a hygiene rating scheme’**



**Q12.3 – check whether respondent only remembers checking ratings for establishments that they ended up using, or whether they check ratings for a number of establishments at the same time**

**Q12.5 – probe what respondent understands by ‘useful’. What does the scheme tell them and what does it not tell them?**

**ASK ALL**

**12.6 The Food Hygiene Rating Scheme awards food establishments a score between 0-5 with 0 indicating urgent improvements are needed and 5 indicates very good hygiene. Which establishments would you use?**

SHOW CARD 3. MULTICODE.

An establishment scoring 5 ‘very good’

An establishment scoring 4 ‘good’

An establishment scoring 3 ‘generally satisfactory’

An establishment scoring 2 ‘improvement necessary’

An establishment scoring 1 ‘major improvement necessary’

An establishment scoring 0 ‘urgent improvement necessary’

An establishment which does not have a score displayed

**Q12.6 – check whether there is a natural cut-off point.**

**Q12.6 – do respondents think personally about food establishments they know or do they think generally about the scores?**

**Q12.6 – probe for whether they would still go to a ‘favourite’ establishment of their even if they found out that it had obtained a low score.**

## FOOD SAFETY

5. Test the 2 variants regarding cleaning and defrosting. Test for whether respondents use existing response list or spontaneous codes like 'when dirty', 'when necessary', 'depends'.

Expand new cleaning variant to include more than 3 options. Test definition of 'thorough' and 'defrost in microwave'.

Test the new vegetable and fruit statements which have been added to the old format 4.1

Split out fruit and veg. Include salads in veg definition.

Now I'm going to ask you some questions on what you do in the kitchen.

### OPTION 1 TO TEST

4.1a How often do you...

- a) Change the dishcloths or sponges that you use for washing up?
- b) Change the dishcloths or sponges that you use for cleaning your kitchen?
- c) Change tea towels?
- d) Clean your sink and draining board thoroughly?
- e) Wipe down the surfaces in your kitchen?
- f) Use tea towels to dry washing up?

DO NOT READ OUT CODES

More than once a day

Every day

A couple of times a week

Once a week

Once every couple of weeks

Once a month

Once every couple of months

Less frequently

Never

Other (specify)

DK

Ask all of these questions spontaneously and collect the range of answers given

For all questions check whether respondent has thought back to the last occasion when they did it (or thought about the last week or so)

4.1a a/b/c Check understanding of "change"? Does the respondent only think of getting a new one or do they clean/wash them and reuse?

**4.1a b Understanding of “cleaning your kitchen” – what activities was the respondent thinking of when answering the question?**

**4.1a a/b Do you use the same sponge/cloth for washing up and cleaning your kitchen?**

**IF YES - does the answer vary between sponges/cloths used for washing up & kitchen cleaning?**

**4.1a d What do you think we mean by “clean thoroughly”? How do you “thoroughly clean” your kitchen? (e.g. equipment and products used)  
Do cleaning habits differ between sink and draining board?**

**4.1a e What do you think we mean by “wiping down”? Can you explain to me how you go about wiping down the surfaces in your kitchen? (e.g. equipment and products used)**

**4.1a f Probe to see what respondents think “drying” means – e.g. just to finish off after using the dishwasher or drying rack**

## **OPTION 2 TO TEST**

**4.1b Which of the following methods do you use to defrost frozen meat or fish?**

SHOW CARD 4. MULTICODE.

Placing the meat or fish in cold or warm water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

Other (specify)

NA

DK

## **IF 4.1B=MORE THAN 1 RESPONSE**

**4.1c And which method do you usually use to defrost frozen meat or fish?**

SHOW CARD 4. CAN ONLY CHOOSE ANSWERS GIVEN AT 4.1B.  
SINGLE CODE.

Placing the meat or fish in cold or warm water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

Other (specify)

DK

**Q4.1b probe:**

**1. Determine which specific foods respondents were thinking about i.e. what meat or fish**

**2. When was the last time they defrosted this type of food? Were they thinking back to this or another specific occasion when they answered the question?**

**10. Test 4.18 to see if people answer this based on knowledge or behaviour (How can you...?)**

**4.18 For each of the following foods, please say how you can tell whether it is safe to eat?**

**RANDOMISE LIST**

Raw meat like beef, lamb, pork or poultry  
Milk and dairy foods like cheese and yoghurt  
Eggs  
Fish, excluding shellfish  
Raw fruit  
Bread

DO NOT SHOW SCREEN, MULTICODE

IF RESPONDENT SAYS "DATE" PROBE "WHICH KIND OF DATE"

How it looks

The colour of it

How it smells

How it tastes

What it feels like / the texture

Whether it has been stored correctly

Best before date (if food has been stored properly)

Use by date (if food has been stored properly)

Sell by or display until date (if food has been stored properly)

Date unspecified

**EGGS ONLY:** Test whether it floats in water

Other **SPECIFY**

N/A

**ASK IF 4.18=MORE THAN ONE ANSWER FOR A PARTICULAR FOOD**

SHOW CARD 5,

**4.18a Thinking about these foods again and looking at this list, what would be the most important factor in deciding that the food was not safe to eat and had to be thrown away?**

**RANDOMISE LIST**

Raw meat like beef, lamb, pork or poultry  
Milk and dairy foods like cheese and yoghurt  
Eggs (USE SHOW CARD 6)  
Fish, excluding shellfish  
Raw fruit  
Bread

SINGLE CODE

How it looks  
The colour of it  
How it smells  
How it tastes  
What it feels like / the texture  
Whether it has been stored correctly  
Best before date (if food has been stored properly)  
Use by date (if food has been stored properly)  
Sell by or display until date (if food has been stored properly)

**EGGS ONLY:** Test whether it floats in water

Other **SPECIFY**

N/A

**4.18 Check variability of responses with the type of food? E.g. how do you check milk, meat, fruit, bread?**

**4.18 – check whether respondents answer personally or more generally. Is this actually what you do to check food every time you eat? Or is this what you know to do if you need to check whether food is safe?**

**When is the last time you checked food in this way? Why did you do this?**

**Check whether respondent gives a different answer at 4.18a compared with responses given at 4.18 i.e. see whether prompted list makes a large difference to answers given and their range of thinking about the issue.**

**11. Test 4.23 for meaning of ‘storage information’. Test 4.23 follow up, but wait for list of foods from FSA. Foods which are vacuum packed then opened are probably of interest.**

## **OPTION 1 TO TEST**

SHOW CARD 7

**4.23 When you do not plan to use the following products immediately, do you follow the storage information provided on the following products?**

### **SCALE**

Yes, always

Sometimes

Never

It depends

DK

NA

### **ROTATE LIST**

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Pre-pack sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

**Probe to see whether giving socially desirable answer or answering honestly:**

**What specific food were you thinking about?**

**What do the storage instructions for this tend to be?**

## DEMOGRAPHICS

**12. Debbie to develop 2 questions for testing - one for dog/cat ownership and the other for access to kitchen/dining areas.**

**7.26a Turning now to pets, do you have a cat or dog in the household?**

SINGLE CODE

Yes, both

Yes, cat(s) only

Yes, dog(s) only

No

SHOW CARD 8

**ASK IF 7.26A=YES**

**7.26b How often do you do the following in relation to your <textfill: cat(s)/dog(s)/cats and dogs>?**

### **RANDOMISE LIST**

Feed them food from your hand while eating your own meal

Feed them their main meals in the kitchen

Wash your hands after touching them

Store dishes and utensils used for their food in a separate place to those used for human food

### **SCALE**

Always

Often

Sometimes

Rarely

Never

**Statements 1 and 2: Test what is understood by “feed them”? Do respondents include snacks or just main meals?**

**Statement 3: What is understood by “wash your hands”? Use of soap, clean wipes, etc?**

**Statement 4: “I’d like you to think aloud now, about when you feed your <textfill: cat(s)/dog(s)/cats and dogs> and describe what you do with the dishes or utensils that you use during that process.” (To check whether respondents assume dishes/utensils have been washed or not.)**

**Statement 4: Where are these dishes and utensils stored? Where are those used for human food stored? Do you (ever) use the same dishes/utensils?**

**Probe for if there are obvious correct answers or social desirability:  
“What rules, if any, do you follow when looking after your pets?”  
If follow rules – “Where did you learn these rules?”**



## FOOD TECHNOLOGY

### 13. Test respondents' understanding of the definition of nanotechnology and how well the description works

Will amend question before testing to match BSA question about GM.  
Will need to see whether worry about GM questions can translate directly to Nano.

#### 8.3 You may have heard of the use of nanotechnology in food production.

Nanotechnology involves working with very small particles to improve products in everyday use. For example, nanotechnology can be used in food production to boost the vitamin or nutrient content of food and to improve the taste, colour, and texture of foods. However, some people are concerned about the unknown and possibly negative effects of these small particles in the body and in the environment.

Have you ever heard of nanotechnology before now?

IF YES; PROMPT: "Is this in relation to food production or only more generally?"

Yes, in relation to food production

Yes, only more generally

No

DK

#### Test introduction for understanding.

Do you have any suggestions as to how we can make this easier to understand?

Do you think that this introduction is balanced? Does it come across as a positive or a negative description?

Do you have any suggestions as to how we can make this introduction more balanced?

SHOW CARD 9

**IF YES, IN RELATION TO FOOD PRODUCTION**

**8.4 Please tell me how much you agree or disagree with each of the following statements about the use of nanotechnology in food production.**

**RANDOMISE LIST**

Nanotechnology in food production makes me feel uneasy

Nanotechnology in food production is safe for me and my family's health

Nanotechnology in food production is safe for future generations

I feel strongly about nanotechnology in food production

**SCALE**

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

**Check for understanding of questions.**

**How easy did respondents find it to answer these questions?**

## FRUIT AND VEGETABLES

**15. Wait for FSA to come back with foods for list. Test interpretation of 'risk'. Compare against a variant using 'likelihood' or 'chance'**

**10.1 I will now read out a list of types of food. For each one, please say what you think is the likelihood of getting food poisoning from this type of food. Please consider the likelihood when eating at home and when eating out.**

**So, what do you think is the likelihood of getting food poisoning from ...**  
SHOW CARD 10

### **SCALE**

Very high likelihood

Fairly high likelihood

Medium likelihood

Fairly low likelihood

Very low likelihood

(DK) **CODE NOT SHOWN**

### **RANDOMISE LIST**

Beef

Lamb

Pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Raw fruit

Raw vegetables, including salad

Pre-pack sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

**Probe: Q10.1 When answering this where were you thinking about eating?**

**Do you think the risk varies based on whether you are eating at home or out, or where the food was bought from? Are they able to separate the risk? Is it different eating out compared with eating at home?**

**Probe: Q10.1 – “What do you think makes a food type ‘high risk’ compared with ‘low risk’ in terms of food poisoning?”**

**Probe: Q10.1 – “When thinking about risk, were you thinking about your own personal risk or risk in general?”**

**END OF INTERVIEW**

Thank respondent for time and help.

Remind them about confidentiality of everything you have discussed.

Stress how valuable their feedback has been

Remember to give incentive and ensure respondent signs receipt.

## Appendix D: Omnibus testing questionnaire

I am now going to ask you some questions about how you deal with food in your home and out of your home, as well as your attitudes towards different aspects of food and hygiene

### 2.14 At the moment, how often do you eat <<INSERT FOOD>>?

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Raw fruit

Raw vegetables, including salad

Pre-pack sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

SHOW SCREEN, SINGLE CODE

#### SCALE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

DK CODE NOT SHOWN

**2.16 Please tell me how much you agree or disagree with the following statements.**

READ OUT

We usually have family meals at the weekend

We rarely sit down to a meal together at home

I don't have time to spend preparing and cooking food

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

NA **CODE NOT SHOWN**

**2.24 And how much do you agree or disagree with the following statements?**

READ OUT

When preparing food for myself I could be more careful about food hygiene

When preparing food for others I could be more careful about food hygiene

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

NA **CODE NOT SHOWN**

**4.18 For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?**

**RANDOMISE ORDER**

Raw meat like beef, lamb, pork or poultry

Milk and yoghurt

Cheese

Eggs

Fish, excluding shellfish

Raw fruit

Bread

**MULTICODE**

DO NOT SHOW SCREEN

IF RESPONDENT SAYS "DATE" PROBE "WHICH KIND OF DATE"

How it looks

The colour of it

How it smells

How it tastes

What it feels like / the texture

Whether it has been stored correctly

Best before date

Use by date

Sell by or display until date

Date unspecified

Other **SPECIFY**

N/A

**ASK OF ENGLAND AND WALES SAMPLE ONLY**

12.6a The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Rating Scheme in England, Wales and Northern Ireland. The scheme is currently being rolled out so is not currently used in all areas.

The scheme awards food establishments, such as restaurants, pubs and takeaways, a rating between 0 and 5 with 0 indicating urgent improvements are needed and 5 indicating very good hygiene. The food hygiene rating is not a guide to food quality.

If the scheme was used in your area, which of the following establishments do you think you would use?

**MULTICODE**

SHOW SCREEN, PROBE FULLY FOR ALL ANSWERS

**SPLIT SAMPLE INTO A AND B: HALF RECEIVE RESPONSE LIST IN ORDER PRESENTED. OTHER HALF RECEIVE REVERSED SCALE. DATA SHOULD RECORD HOW IT IS PRESENTED TO RESPONDENTS**

An establishment rated 5 'very good'

An establishment rated 4 'good'

An establishment rated 3 'generally satisfactory'

An establishment rated 2 'improvement necessary'

An establishment rated 1 'major improvement necessary'

An establishment rated 0 'urgent improvement necessary'

An establishment which does not have a rating displayed

NA

DK **CODE NOT SHOWN**



**ASK OF SCOTLAND SAMPLE ONLY**

12.6b The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Information Scheme in Scotland. The scheme is currently being rolled out so is not currently used in all areas.

The scheme awards food establishments, such as restaurants, pubs and takeaways, a rating of either 'pass' or 'improvement needed'. The food hygiene rating is not a guide to food quality.

If the scheme was used in your area, which of the following establishments do you think you would use?

**MULTICODE**

SHOW SCREEN, PROBE FULLY FOR ALL ANSWERS

**SPLIT SAMPLE INTO A AND B: HALF RECEIVE RESPONSE LIST IN ORDER PRESENTED. OTHER HALF RECEIVE REVERSED SCALE. DATA SHOULD RECORD HOW IT IS PRESENTED TO RESPONDENTS**

An establishment that was rated as 'pass'

An establishment that was rated as 'improvement needed'

An establishment which does not have a rating displayed

NA

DK **CODE NOT SHOWN**

**8.3 Which of the following have you heard of in relation to food production?**

**MULTICODE RANDOMISE ORDER**

SHOW SCREEN

Animal cloning

Genetic modification (GM)

Irradiation

Nanotechnology

None of these **EXCLUSIVE**

DK **CODE NOT SHOWN**

**FOR EACH TECHNOLOGY SELECTED AT 8.3**

**8.4 How much do you agree or disagree with the following statement?**

**I feel knowledgeable about the use of <<TECHNOLOGY>> in food production**

**SINGLE CODE**

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

**FOR EACH TECHNOLOGY SELECTED AT 8.3**

**8.5 How much do you agree or disagree with the following statement?**

**<<TECHNOLOGY>> in food production makes me feel uneasy**

**SINGLE CODE**

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

## **Appendix E: TNS Omnibus – technical appendix**

### **SAMPLING**

#### **Sample frame**

The TNS Omnibus is carried out using a quota sample, with sample points selected by a random location methodology.

The sample points were selected from those determined by TNS's own sampling system. 2001 Census small area statistics and the Postcode Address File (PAF) were used to define sample points. The sample points are areas of similar population sizes formed by the combination of electoral Wards, with the constraint that each sample point must be contained within a single Government Office Region (GOR). Geographic systems were used to minimise the travelling time that would be needed by an interviewer to cover each area.

TNS have defined 600 points south of the Caledonian Canal in Great Britain.

#### **Selection of sampling points**

278 TNS sample points were selected south of the Caledonian Canal for use by the Omnibus, after stratification by GOR and Social Grade. Sample points were checked to ensure that they are representative by an urban and rural classification. These points were divided into two replicates, and each set of points is used in alternative weeks of Omnibus fieldwork. Sequential waves of fieldwork are issued systematically across the sampling frame to provide maximum geographical dispersion.

#### **Selection of clusters within sampling points**

All the sample points in the sampling frame have been divided into two geographically distinct segments each containing, as far as possible, equal populations. The segments comprise aggregations of complete wards. For the Omnibus, alternate A and B halves are worked each wave of fieldwork. Each week different wards are selected in the required half and Census Output Areas selected within those wards. Then, blocks containing an average of 150 addresses are sampled from PAF<sup>11</sup> in the selected Output Areas, and are issued to interviewers.

#### **Interviewing and quota controls**

---

<sup>11</sup> Postcode Address File – database of addresses in the UK maintained by Royal Mail

Assignments are conducted over two days of fieldwork and are carried out on weekdays from 2pm-8pm and at the weekend. Quotas are set by sex (male, female housewife, female non-housewife, where a 'housewife' is the person (male or female) responsible for carrying out more than half of the weekly shopping); within female housewife, presence of children and working status, and within men, working status, to ensure a balanced sample of adults within contacted addresses. Interviewers are instructed to leave 3 doors between each successful interview.

## **WEIGHTING**

Rim weighting was applied to gender, social grade, age and region to ensure that the sample was representative of the population aged 16+ in the UK.<sup>12</sup> The weighting applied was based on figures from the 2001 Census.

---

<sup>12</sup> Rim weighting is used when applying more than one weighting target and uses algorithms to ensure the weighting applied is the best fit between the different targets

## **Appendix F: Pilot questionnaire**

<b>PART 1 HOUSEHOLD INFORMATION</b>
-------------------------------------

**NB. NO ROTATION OF ANSWER SCALES. STATEMENTS ROTATED WHERE INDICATED**

Before we begin, I just wanted to remind you that everything you tell me today will be treated in the strictest confidence.

**ADD TIME STAMP 1**

First I'd like to ask you a few questions about your accommodation and who lives here with you.

**1.0 (Amended)**

**How many people live in this household INCLUDING YOURSELF?**

INTERVIEWER: ENTER NUMBER OF PEOPLE IN THE HOUSEHOLD. INCLUDE PEOPLE WHO USUALLY LIVE IN THIS HOUSEHOLD WHO ARE AWAY FOR UNDER 6 MONTHS.

**NUMERIC 1-29**

**IF Q1.0>1**

Please can you tell me the first name, date of birth and gender of all members of your household who usually live at this address, starting with you.

**ASK ALL**

**1.1 (Old)**

**Name**

FIRST NAME ONLY

**OPEN BOX**

**1.2a (Amended)**

**Date of Birth**

What is **<TEXTFILL: your/their>** date of birth?

FOR MONTH NOT GIVEN....ENTER 6 FOR MONTH

FOR DAY NOT GIVEN....ENTER 15 FOR DAY

ENTER THE DATE USING THE FORMAT: DD/MM/YYYY

**OPEN BOX**

Don't know **CODE NOT SHOWN**

Ref **CODE NOT SHOWN**

**IF YEAR OF BIRTH NOT GIVEN**

**1.2b (Amended)**

What was **<TEXTFILL: your/their>** age last birthday?

**NUMERIC 0-99**

Don't know **CODE NOT SHOWN**

Ref **CODE NOT SHOWN**

**IF REFUSE TO GIVE AGE OR DON'T KNOW AGE AT 1.2B**

**1.2c (Amended)**

Are you/ Is <TEXTFILL: name>...?

READ OUT BANDS

1. Under 3
2. 3-5
3. 6-10
4. 11-15
5. 16-17
6. 18-19
7. 20-24
8. 25-34
9. 35-44
10. 45-54
11. 55-64
12. 65+

Don't Know **CODE NOT SHOWN**

Refused **CODE NOT SHOWN**

**NOTE: ANSWERS AT 1.2C TO BE KEPT SEPARATE FROM 1.2A AND 1.2B**

**NEED TO INSERT NEW DUMMY QUESTION WHICH TAKES THE AGE OF EACH PERSON FROM 1.2A, 1.2B OR 1.2C – THIS SHOULD BE USED FOR VERIFICATION & ROUTING**

**1.3 (Amended)**

**Gender**

CODE FIRST THAT APPLIES

1. Male
2. Female

**1.6 (Amended)**

What is the relationship of <TEXTFILL: name> to you?

READ OUT, SINGLE CODE

**REPEAT FOR EACH MEMBER OF THE HOUSEHOLD OTHER THAN RESPONDENT**

1. Spouse
2. Cohabiting partner
3. Son/daughter (incl. adopted)
4. Step-son/daughter
5. Foster child
6. Son-in-law/daughter-in-law
7. Parent/guardian
8. Step-parent
9. Foster parent
10. Parent-in-law
11. Brother/sister (incl. adopted)
12. Step-brother/sister
13. Foster brother/sister
14. Brother/sister-in-law
15. Grand-child
16. Grand-parent
17. Other relative
18. Other non-relative
19. Civil partner

Don't know **CODE NOT SHOWN**

Refused **CODE NOT SHOWN**

**(SOFT CHECKS ADDED ON RELATIONSHIPS/AGE)-USE THE DUMMY QUESTION WHICH COMBINES 1.2A, 1.2B AND 1.2C FOR THESE CHECKS**

**REPEAT Q1.1-1.3 FOR EACH HOUSEHOLD MEMBER AND Q1.6 FOR EACH HOUSEHOLD MEMBER OTHER THAN RESPONDENT**



**ASK ALL**

**1.4a (Amended)**

**Living arrangements**

**Are you ...**

**ASK OR RECORD**

**CODE FIRST THAT APPLIES**

1. single, that is never married and never registered a same-sex civil partnership
2. married and living with husband/wife
3. in a registered same-sex civil partnership and living with your partner
4. separated, but still legally married
5. divorced
6. widowed?
7. [spontaneous only] separated, but still legally in a same-sex civil partnership
8. [spontaneous only] formerly a same sex civil partner, the civil partnership now legally dissolved
9. [spontaneous only] a surviving civil partner: his/her partner having since died

Don't know **CODE NOT SHOWN**

Refused **CODE NOT SHOWN**

**IF (1.0>1) AND (1.4A=1-9)**

**1.4b (New)**

**May I just check, are you living with someone in this household as a couple?**

**ASK OR RECORD**

ONLY RESPONDENTS WHO ARE LIVING WITH THEIR PARTNER IN THIS HOUSEHOLD SHOULD BE CODED AS LIVING TOGETHER AS A COUPLE.

YOU MAY CODE No WITHOUT ASKING THE QUESTION ONLY IF ALL MEMBERS OF THE HOUSEHOLD ARE TOO CLOSELY RELATED FOR ANY TO BE LIVING TOGETHER IN A DE FACTO MARITAL RELATIONSHIP.

1. Yes
2. No
3. SPONTANEOUS ONLY - same sex couple (but not in a formal registered civil partnership)

**FOR ALL MEMBERS OF HOUSEHOLD AGED 16 OR OVER (USE THE DUMMY QUESTION WHICH COMBINES 1.2A, 1.2B AND 1.2C FOR THIS)**

**1.5 (Old)**

**Working status**

**Please look at the screen and tell me which best describes <TEXTFILL: your/name's> main current activity?**

**CODE ONE ONLY**

**SHOW SCREEN**

1. Self employed full time (30+ hours per week)
2. Self employed part-time (less than 30 hours per week)
3. In paid full-time employment (30+ hours per week)
4. In paid part-time employment (less than 30 hours per week)
5. Unemployed
6. Retired from paid work altogether
7. On maternity leave
8. Looking after family or home
9. Full-time student/ at school
10. Long term sick or disabled
11. Unable to work because of short-term illness or injury
12. On a government training scheme
13. Doing something else **(PLEASE GIVE DETAILS)**

Ref **CODE NOT SHOWN**

DK **CODE NOT SHOWN**

## **PART 2 EATING HABITS**

### **ADD TIME STAMP 2**

#### **2.3 (Old)**

**How often do you cook or prepare food for yourself?**

SHOW SCREEN, SINGLE CODE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

It varies too much to say

#### **2.4 (Old)**

**How often do you cook or prepare food for others?**

SHOW SCREEN, SINGLE CODE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

It varies too much to say

**7.1 (Old)**

Which, if any, of the following applies to you? Please state all that apply.  
**RANDOMISE ORDER, BUT ALWAYS KEEP VEGETARIAN STATEMENTS TOGETHER.**

SHOW SCREEN

**MULTICODE**

Completely vegetarian

Partly vegetarian

Vegan

Allergic to certain food

On a diet trying to lose weight

Avoid certain food for religious or cultural reasons

Avoid certain food for medical reasons

Other (**SPECIFY**)

None

**ADD TIME STAMP 3**

**Q2.7a (Amended – cognitive testing)**

In the last 7 days, that is since last **<INSERT NAME OF DAY 7 DAYS AGO>**, on how many days out of that seven did you eat **BREAKFAST AT HOME?**

NUMERIC 0-7

SPONTANEOUS: Never eat breakfast

Don't know **CODE NOT SHOWN**

**IF Q2.7A=1-7**

**Q2.8a (Amended – cognitive testing)**

Thinking about all the times you were eating your breakfast in the last 7 days **AT HOME**, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

**MULTICODE**

SHOW SCREEN

1 Ate alone (SINGLE CODE ONLY)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

8 Someone else (specify)

9 Don't know **CODE NOT SHOWN**

**Q2.7b (Amended – cognitive testing)**

In the last 7 days, that is since last **<INSERT NAME OF DAY 7 DAYS AGO>**, on how many days out of that seven did you eat LUNCH AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat lunch

Don't know **CODE NOT SHOWN**

**IF Q2.7B=1-7**

**Q2.8c (Amended – cognitive testing)**

Thinking about all the times you were eating your lunch in the last 7 days AT HOME, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

**MULTICODE**

SHOW SCREEN

1 Ate alone (SINGLE CODE ONLY)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

8 Someone else (specify)

9 Don't know **CODE NOT SHOWN**

**Q2.7c (Amended – cognitive testing)**

In the last 7 days, that is since last **<INSERT NAME OF DAY 7 DAYS AGO>**, on how many days out of that seven did you eat your MAIN EVENING MEAL AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat a main evening meal

Don't know **CODE NOT SHOWN**

**IF Q2.7C=1-7**

**Q2.8e (Amended – cognitive testing)**

Thinking about all the times you were eating your main evening meal in the last 7 days AT HOME, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: “Which other people did you mainly eat with?”

**MULTICODE**

SHOW SCREEN

1 Ate alone (SINGLE CODE ONLY)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

8 Someone else (specify)

9 Don't know **CODE NOT SHOWN**

**ADD TIME STAMP 4**

**2.14 (Amended – omnibus testing)**

At the moment, how often do you eat **INSERT FOOD?**

SHOW SCREEN, SINGLE CODE

**SCALE**

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

DK **CODE NOT SHOWN**

**FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS AND ORDER OF VEGETABLE ITEMS**

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pate

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish

Raw fruit

Raw vegetables, including salad

Cooked vegetables

Pre-packed sandwiches

Microwave meals and oven ready foods

Fruit juice or fruit smoothies

### 2.16 (Amended – omnibus testing of three new statements)

Please tell me how much you agree or disagree with the following statements.

READ OUT

#### SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know **CODE NOT SHOWN**

NA **CODE NOT SHOWN**

#### RANDOMISE LIST

Good health is just a matter of good luck

I don't really think about what I eat

The experts contradict each other over what foods are good or bad for you

What you eat makes a big difference to how healthy you are

The price of food doesn't really matter as long as I know that the quality is good

I enjoy cooking and preparing food

We rarely sit down to a meal together at home

I don't have time to spend preparing and cooking food

When preparing food for myself I could be more careful about hygiene

### 2.33 (Old – cognitive testing)

I'm going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last **(INSERT NAME OF DAY 7 DAYS AGO)?**

SHOW SCREEN, CODE ALL THAT APPLY GIVE SHOWCARD D TO CONFIRM

#### DEFINITION

1 Eaten in a restaurant

2 Eaten in a pub

3 Eaten in a café or coffee shop

4 Bought food or drink from a café, coffee shop or sandwich bar to take away

5 Eaten fast food e.g. McDonalds, KFC, kebab shops

6 Eaten food from a work canteen

7 Eaten food from a cinema, bowling alley, theme park or other leisure facility

8 Eaten takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

9 None of these

10 All of the above

**IF NONE GO TO Q2.35, OTHERS CONTINUE**



**2.34 (Old)**

How many times have you **INSERT EACH ANSWER FROM Q2.33** in the last 7 days?

**SHOW EACH SELECTED AT Q2.33 AND REPEAT Q FOR EACH**

WRITE IN \_\_\_\_\_ **RANGE 1-50,**

**SOFT CHECK IF SAY MORE THAN 30:**

You say you have eaten out in this type of establishment **<TEXTFILL>** times in the last seven days. Is this correct?

INTERVIEWER: IF THIS IS WRONG GO BACK AND CORRECT

Yes, this is correct **CONTINUE**

**2.35 (Old)**

Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?

CODE ALL THAT APPLY, SHOW SHOWCARD D

SHOW SCREEN

I never eat out at all

**ROTATE REMAINING OPTIONS BUT FIX I NEVER EAT OUT AT ALL**

Price

Recommendations or invitation from someone you know/good reviews

Nutritional information of the food is provided

Healthy foods/choices

Cleanliness and hygiene

Good service

A good hygiene rating/score

Food for restricted diets such as Vegetarian, Halal, Kosher etc.

None of these

Something else **SPECIFY**

**IF SELECTED I NEVER EAT OUT AT ALL AT Q2.35 SKIP TO 12.1, OTHERS CONTINUE**

**2.37 (Old)**

When you eat out, at places such as at restaurants, cafes, pubs and takeaways, or buy food to take home to eat from supermarkets or shops, how aware would you say you generally are about their standards of hygiene?

SHOW SCREEN, SINGLE CODE  
SHOW SHOWCARD D

Very aware  
Fairly aware  
Neither aware nor unaware  
Fairly unaware  
Very unaware  
(Don't know) **CODE NOT SHOWN**

**IF FAIRLY/VERY UNAWARE/DK, SKIP TO Q2.39, OTHERS CONTINUE**

**2.38 (Old)**

How do you know about the hygiene standards of the places you eat out at or buy food from?

SHOW SCREEN – MULTI CHOICE

**(SCRIPTER: RANDOMISE LIST, FIX OTHER AT BOTTOM)**

Word of mouth  
Reputation  
Appearance of staff  
General appearance of premises  
Hygiene sticker  
Hygiene certificate  
Websites  
Other (**SPECIFY**)  
(Don't know) **CODE NOT SHOWN**

**2.39 (New – cognitive testing)**

When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

READ OUT, SINGLE CODE

A lot more safe when I eat out  
A bit more safe when I eat out  
About the same  
A bit less safe when I eat out  
A lot less safe when I eat out  
Spontaneous: It varies too much to say  
DK **CODE NOT SHOWN**

NA **CODE NOT SHOWN**

**ADD TIME STAMP 5**

**ASK ALL**

**12.1 (New – cognitive testing)**

**Have you ever seen any of these before?**

SHOW SCREEN

Show Scotland FHIS logo, FHRS logo, Scores on doors logo and perhaps a few local schemes

Yes

No

**FOR EACH LOGO ASK IF 12.1=YES**

**ASK 12.2 AND 12.3 IMMEDIATELY AFTER RESPONDENTS ANSWER “YES” AT 12.1 (I.E. BEFORE CONTINUING WITH OTHER 12.1 QUESTIONS)**

**12.2 (New – cognitive testing)**

**Where have you seen this image?**

UNPROMPTED. **MULTICODE**

Food establishment window or door (e.g. restaurant/cafe)

FSA website

Internet (no specific detail)

Newspaper/magazine

Other (specify)

DK **CODE NOT SHOWN**

**ASK ALL**

**12.3 (New – cognitive testing)**

**I have just shown you some images that are examples of food hygiene rating schemes. In the last 12 months, have you used a hygiene rating scheme, like the ones you have just seen, to check an establishment’s hygiene standards before deciding to visit?**

**INTERVIEWER PROMPT IF NECESSARY: By food establishment, we mean restaurants, cafes, takeaways, hotels and food shops**

Yes

No

**ASK IF 12.3=YES**

**12.4 (New – cognitive testing)**

Where did you check the rating?

READ OUT. **MULTICODE.**

INTERVIEWER PROMPT IF NECESSARY: **By food establishment, we mean restaurants, cafes, takeaways, hotels and food shops**

Food establishment window or door (e.g. restaurant/cafe)

On the Internet

Somewhere else (specify)

DK **CODE NOT SHOWN**

**ASK IF 12.3=YES**

**12.5 (New – cognitive testing)**

How helpful do you find hygiene rating schemes when deciding where to eat out?

READ OUT. **SINGLE CODE.**

Very helpful

Fairly helpful

Neither helpful nor unhelpful

Fairly unhelpful

Very unhelpful

DK **CODE NOT SHOWN**

## **PART 3 SHOPPING**

### **ADD TIME STAMP 6**

**And now some questions on shopping...**

#### **3.1 (Old)**

**Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?**

SHOW SCREEN, **SINGLE CODE**

Responsible for all or most of the food/grocery shopping

Responsible for about half of the food/grocery shopping

Responsible for less than half of the food/grocery shopping

Not responsible for any of the food/grocery shopping

#### **3.2 (Amended)**

**How much of your household's food shopping is bought over the Internet?**

SHOW SCREEN, **SINGLE CODE**

All of it

Most of it

Some of it

None of it

DK **CODE NOT SHOWN**

#### **3.3 (Amended)**

**Where <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> shop for food? Please include all shopping, including your main shopping, top-up shopping in between your main shopping trips, meat and fish, fruit and vegetables, and any other food shopping.**

**MULTICODE**, SHOW SCREEN

1 Large supermarket, including home delivery from supermarket

2 Mini supermarket e.g. Tesco Metro

3 Local/corner shop (including newsagents)

4 Garage forecourt

5 Independent greengrocer

6 Independent butcher

7 Independent baker

8 Independent fishmonger

9 Market (including stalls or farmer's markets)

10 Farm

11 Home delivery (including vegetable boxes) – not from a supermarket

12 Other shop

**IF MORE THAN ONE CHOSEN AT Q3.3**

**3.4 (Amended)**

**Which of these is used for your 'main' shopping trip?**

INTERVIEWER IF NECESSARY: 'MAIN' SHOPPING TRIP IS THE TRIP WHEN THEY BUY THE LARGEST AMOUNT OR SPEND THE MOST MONEY ON FOOD

READ OUT, **SINGLE CODE**

**ONLY CODES CHOSEN AT Q3.3 SHOWN**

- 1 Large supermarket, including home delivery from supermarket
- 2 Mini supermarket e.g. Tesco Metro
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent greengrocer
- 6 Independent butcher
- 7 Independent baker
- 8 Independent fishmonger
- 9 Market (including stalls or farmer's markets)
- 10 Farm
- 11 Home delivery (including vegetable boxes) – not from a supermarket
- 12 Other shop
- 13 Use more than one of these for main shop (SPONTANEOUS ONLY)
- 14 Don't do a main shop (SPONTANEOUS ONLY)

**ASK ALL**

**3.7 (Old)**

**How often do you <TEXTFILL IF MORE THAN 1 IN HH: (OR SOMEONE ELSE)> do a main shop for your household food shopping?**

INTERVIEWER: IF RESPONDENT SAYS 'DON'T DO A MAIN SHOP', CODE AS 'NEVER'

**SINGLE CODE**, SHOW SCREEN

Every day

2-3 times per week

About once a week

2-3 times a month

Once a month

Less often

Never

DK **CODE NOT SHOWN**

### 3.12 (Old)

Thinking about food prices generally over the last 12 months, would you say they have stayed the same, increased or decreased?

SHOW SCREEN, **SINGLE CODE**

Increased a lot

Increased a little

Stayed the same

Decreased a little

Decreased a lot

DK **CODE NOT SHOWN**

### 3.13 (Amended)

Have you made any of these changes in the last 6 months for financial reasons?

SHOW SHOWCARD E, CODE ALL THAT APPLY

- A Eaten at home more
- B Cooked at home more
- C Eaten fewer takeaways
- D Eaten out less
- E Made packed lunches more
- F Bought items that were on special offer more
- G Prepared food that could be kept as leftovers more
- H Kept leftovers for longer before eating more
- I Eaten food past its use-by-date more
- J None of these

## **PART 4 FOOD SAFETY**

### **ADD TIME STAMP 7**

Now I'm going to ask you some questions on what you do in the kitchen

#### **4.1 (Amended – cognitive testing)**

Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

**FIX GENERAL STATEMENTS AT START, BUT RANDOMISE ORDER OF OTHER SECTIONS, AND STATEMENTS WITHIN SECTIONS.**

**DO NOT SHOW HEADINGS OF SECTIONS TO RESPONDENTS**

**SINGLE CODE**

SHOW SCREEN

**SCALE:** Never, Sometimes, Most of the time, Always, Not applicable, Don't Know  
**CODE NOT SHOWN**

#### General

- Wear an apron when cooking
- Follow a recipe when making something new

#### Chilling

- Store open tins in the fridge

#### Cross contamination

- Use different chopping boards for different foods
- Wash raw meat or poultry
- Wash raw fish or seafood
- Wash fruit which is going to be eaten raw
- Wash vegetables (including salad) which are going to be eaten raw
- Wash fruit which is going to be cooked
- Wash vegetables which are going to be cooked

**FOR FRUIT AND VEG STATEMENTS SHOW FOLLOWING INTERVIEWER**

**INSTRUCTION:** IF RESPONDENT ONLY BUYS PRE-PACKED FRUIT AND VEGETABLES CODE AS "NA"

#### Cleaning

- Wash hands before starting to prepare or cook food
- Wash hands immediately after handling raw meat, poultry or fish



## Cooking

- Cook food until it is steaming hot throughout
- Eat chicken or turkey if the meat is pink or has pink or red juices
- Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices
- Eat burgers or sausages if the meat is pink or has pink or red juices

## ADD TIME STAMP 8

### 4.1a (Amended – cognitive testing)

ASK SPONTANEOUSLY DO NOT SHOW SCREEN OR READ OUT CODES

How often do you...

- a) Change the dishcloths or sponges that you use for washing up?
- b) Change the dishcloths or sponges that you use for cleaning your kitchen?
- c) Change tea towels?
- d) Clean your sink and draining board thoroughly?
- e) Wipe down the surfaces in your kitchen?
- f) Use tea towels to dry washing up?

IF RESPONDENT SAYS IT VARIES OR THEY DO SOMETHING EVERY TIME THEY COOK- GET THEM TO GIVE A GENERAL ANSWER IN DAYS. E.G. ASK THEM - IS THAT ONCE A WEEK? IS THAT A COUPLE OF TIMES A WEEK? ETC.

More than once a day

Every day

A couple of times a week

Once a week

Once every couple of weeks

Once a month

Once every couple of months

Less frequently

Never

Other (specify)

DK **CODE NOT SHOWN**

## ADD TIME STAMP 9

### 4.1b (Amended – cognitive testing)

Which of the following methods do you use to defrost frozen meat or fish?

**MULTICODE**

SHOW SCREEN

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

Other (specify)

Do not defrost meat or fish **EXCLUSIVE**

NA **CODE NOT SHOWN**

DK **CODE NOT SHOWN**

**IF 4.1B=MORE THAN 1 RESPONSE**

### 4.1c (Amended – cognitive testing)

And which method do you usually use to defrost frozen meat or fish?

**ONLY SHOW ANSWERS GIVEN AT 4.1B.  
SINGLE CODE.**

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

**SHOW TEXT FROM OTHER SPECIFY**

DK **CODE NOT SHOWN**

#### 4.3 (Old)

After using a chopping board to prepare raw meat, poultry or fish people might wash the board before using it again for other foods or use a clean board. Why do you think they do this?

DO NOT READ OUT, **MULTICODE**

To stop remains of it getting onto the next food

It can be dangerous if you don't

To stop the flavour/ taste transferring to other foods

To get rid of the mess

As it looks dirty

To wash away germs/bacteria

To prevent food poisoning

It's a habit

It's just what people do/ are told to do

Don't know why

Other (specify)

**ADD TIME STAMP 10**

#### 4.8a (New)

Do you have the use of a kitchen, that is, a separate room in which you cook?

**SINGLE CODE**

Yes

No

**IF 4.8A=YES**

#### 4.8b (New)

Do you share the kitchen with any other household?

INTERVIEWER IF NECESSARY: A 'household' is one person living alone; or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area.

**SINGLE CODE**

Yes

No

**ASK ALL**

**4.8c (New – cognitive testing)**

**Which of the following appliances do you have in your household?**

**MULTICODE**

SHOW SCREEN

INTERVIEWER: IF NECESSARY EXPLAIN THAT A “HOB” IS “THE FLAT TOP PART OF A COOKING STOVE, OR A SEPARATE FLAT SURFACE, CONTAINING HOTPLATES OR BURNERS”

Combined fridge and freezer

Separate fridge

Separate freezer

Dishwasher

Oven

Hob

Grill

Microwave

Kettle

None of these

DK **CODE NOT SHOWN**

**ADD TIME STAMP 11**

**IF “COMBINED FRIDGE AND FREEZER” OR “SEPARATE FRIDGE” IS NOT SELECTED AT 4.8C SKIP TO 4.18**

**4.9 (Old)**

**Do you ever check your fridge temperature?**

**SINGLE CODE**, SHOW SCREEN

Yes

No

Someone else in the household does

I don't need to – it has an alarm if it is too hot or cold

Don't know **CODE NOT SHOWN**

**IF NO, I DON'T NEED TO AS IT HAS AN ALARM, OR DON'T KNOW SKIP TO Q4.12, OTHERS ASK Q4.10**

**4.10 (Old)**

**How often do you or another person in your household check the temperature of the fridge?**

**SINGLE CODE**, SHOW SCREEN

At least daily

2-3 times a week

Once a week

Less than once a week but more than once a month

Once a month

Four times a year

Once or twice a year

Never/Less often

I don't need to – it has an alarm if it is too hot or cold

Can't remember

**4.11 (Old)**

**Still thinking about fridge temperatures, can you tell me how you normally check the temperature?**

DO NOT SHOW SCREEN, **MULTICODE**

Check the setting / gauge of fridge

Check the temperature display/ thermometer built into the fridge

Put a thermometer in the fridge and check

Look inside/check for ice/condensation

Feel food inside to see if it is cold

Other (**SPECIFY**)

**ASK ALL**

**4.12 (Old)**

**What do you think the temperature inside your fridge should be?**

DO NOT SHOW SCREEN, **SINGLE CODE**

Less than 0 degrees C (less than 32 degrees F)

Between 0 and 5 degrees C (32 to 41 degrees F)

More than 5 but less than 8 degrees C (41 to 46 degrees F)

8 to 10 degrees C (46 to 50 degrees F)

More than 10 degrees C (over 50 degrees F)

Other (**SPECIFY**)

Don't know **CODE NOT SHOWN**

#### 4.13 (Old – cognitive testing)

And how do you arrange the contents of your fridge?

SHOW SCREEN, **SINGLE CODE**

I/we just put things wherever they can fit

Each person in the household has their own shelf or section of the fridge

Certain types of food are always kept in certain parts of the fridge

Other

**IF 4.13=“CERTAIN TYPES OF FOOD ARE ALWAYS KEPT IN CERTAIN PARTS OF THE FRIDGE”**

#### 4.13a (New – cognitive testing)

Why do you always keep certain types of food in certain parts of the fridge?

**MULTICODE**, SPONTANEOUS

Lack of space

Convenience

Force of habit

Food safety / to stop cross contamination / hygiene

Makes food easier to find

Other (specify)

DK **CODE NOT SHOWN**

#### 4.14 (Old – cognitive testing)

Where in the fridge do you store raw meat and poultry?

DO NOT READ OUT, **MULTICODE**

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from cooked foods

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store raw meat\poultry in the fridge

Don't buy or store meat or poultry at all

**IF DO NOT BUY OR STORE MEAT AT ALL SKIP TO Q4.18, IF DO NOT BUY OR STORE RAW MEAT/POULTRY SKIP TO Q4.16 OTHERS CONTINUE.**

**4.15 (Old – cognitive testing)**

**How do you store raw meat and poultry in the fridge?**

DO NOT READ OUT, **MULTICODE**

Away from cooked foods

Covered with film \ foil

In a covered container

In its packaging

On a plate

Other (**SPECIFY**)

**4.16 (Old – cognitive testing)**

**Where in the fridge do you store cooked meat and poultry? This includes left over meat you have cooked yourself and bought ready to eat meats.**

DO NOT READ OUT, **MULTICODE**

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from raw meat or poultry

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store cooked meat\poultry in the fridge

Don't buy or store meat or poultry at all

**IF DO NOT BUY OR STORE COOKED MEAT/MEAT AT ALL SKIP TO Q4.18, OTHERS CONTINUE.**

**4.17 (Old – cognitive testing)**

**How do you store cooked meat and poultry in the fridge?**

DO NOT READ OUT, **MULTICODE**

Away from raw meat and poultry

Covered with film \ foil

In a covered container

In its packaging

On a plate

Other (**SPECIFY**)

**ADD TIME STAMP 12**

**ASK ALL**

#### 4.18 (New – cognitive & omnibus testing)

For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?

##### **RANDOMISE ORDER**

Raw meat like beef, lamb, pork or poultry

Milk and yoghurt

Cheese

Eggs

Fish, excluding shellfish

Raw fruit

Bread

##### **MULTICODE**

DO NOT SHOW SCREEN

IF RESPONDENT SAYS "DATE" PROBE "WHICH KIND OF DATE"

How it looks

The colour of it

How it smells

How it tastes

What it feels like / the texture

Whether it has been stored correctly

Best before date

Use by date

Sell by or display until date

Date unspecified

Other **SPECIFY**

N/A **CODE NOT SHOWN**



**4.19 (Old)**

**Which of these indicates whether food is safe to eat?**

SHOW SCREEN, **MULTICODE**

Use by date

Best before date

Sell by date

Display until date

None of these

Don't know **CODE NOT SHOWN**

(It depends) **CODE NOT SHOWN**

**4.19b (New)**

**Which of these is the best indicator of whether food is safe to eat?**

**SINGLE CODE – ROTATE ANSWER LIST**

Use by date

Best before date

Sell by date

Display until date

Don't know **CODE NOT SHOWN**

**4.21 (Old)**

**Do you check use-by dates when you are buying food?**

**SINGLE CODE**, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

DK **(CODE NOT SHOWN)**

**4.22 (Old)**

**Do you check use-by dates when you are about to cook or prepare food?**

**SINGLE CODE**, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

DK **(CODE NOT SHOWN)**

**4.23a (New – cognitive testing)**

**If you open <TEXTFILL: food item> and keep it stored in the fridge, what is the**

**maximum number of days you would keep it in the fridge for before deciding you would definitely not < TEXTFILL: EAT; TEXTFILL IF MILK: DRINK> it?**

**SPONTANEOUS**

Up to one day

Up to two days

Up to three days

Up to four days

Up to five days

More than five days

Follow the storage information on the product

Look at the use-by date

DK **CODE NOT SHOWN**

Not applicable – don't eat or use this food item

### **ROTATE LIST**

a packet of sliced cooked or cured meat e.g. ham

a packet of pate (meat/fish/seafood or vegetable)

a packet of fresh dip e.g. sour cream and chive or hummus

a packet of smoked fish e.g. smoked mackerel or smoked salmon

a jar of sauce e.g. pasta or casserole sauce

a packet of soft or cream cheese

a bottle of milk

### **4.24 (Old)**

**If you made a meal on Sunday, what is the last day that you would consider eating the leftovers? (IF NECESSARY: Assuming that they have been kept in the fridge)**

**SINGLE CODE**, DO NOT READ OUT OR SHOW SCREEN

The same day

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

The following Sunday

More than a week

Never have leftovers – always finish or throw away immediately

DK **CODE NOT SHOWN**

**IF NEVER HAVE LEFTOVERS AT Q4.24, GO TO Q11.6, OTHERS CONTINUE**

**4.25 (Old)**

**How many times would you consider re-heating food after it was cooked for the first time?**

DO NOT SHOW SCREEN, **SINGLE CODE**

Not at all

Once

Twice

Three times

More than three times

DK **CODE NOT SHOWN**

**IF NOT AT ALL SKIP TO Q11.6, OTHERS CONTINUE**

**4.26 (Old)**

**And how do you usually tell that food has been re-heated properly?**

DO NOT SHOW SCREEN, CODE ALL THAT APPLY

Steam coming from it

Taste it

Stir it

Check the middle is hot

Check it's an even temperature throughout

Put hand over it/touch it

Use a thermometer/probe

Use a timer to ensure it has been cooked for a certain amount of time

It looks hot

I don't check

DK **CODE NOT SHOWN**

Other **SPECIFY**

## **ASK ALL**

### **11.6 (New)**

DO NOT SHOW SCREEN

**What is the maximum time after the <<USE BY/BEST BEFORE END>> date that you would <<INSERT>> ?**

NOTE FOR INTERVIEWERS – IF RESPONDENT STATES THAT THEY USE THINGS WHICH ARE PAST THEIR USE BY DATES BECAUSE THEY ARE FROZEN PLEASE PROMPT WITH “IMAGINE THEY WERE FRESH”

## **SCALE**

Never

Less than 1 day

1 day and up to 3 days

3 days and up to 5 days

5 days and up to 7 days

1 week but less than 2 weeks

2 weeks or more

Depends **CODE NOT SHOWN**

Don't eat **CODE NOT SHOWN**

## **ROTATE LIST**

use raw meat (i.e. cook then eat) **(USE BY)**

eat cooked meat **(USE BY)**

eat dairy **(USE BY)**

eat eggs **(BEST BEFORE END)**

eat bread **(BEST BEFORE END)**

eat breakfast cereal **(BEST BEFORE END)**

## **ADD TIME STAMP 13**

### **4.27 (Old)**

**And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them.**

SHOW SCREEN, **SINGLE CODE**

## **SCALE**

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(DK) **CODE NOT SHOWN**

## **RANDOMISE**

I always avoid throwing food away

I am unlikely to get food poisoning from food prepared in my own home

It's just bad luck if you get food poisoning  
If you eat out a lot you are more likely to get food poisoning  
Restaurants and catering establishments should pay more attention to food safety and hygiene  
I often worry about whether the food I have is safe to eat  
People worry too much about getting food poisoning  
A little bit of dirt won't do you any harm

**ADD TIME STAMP 14**

**4.28 (Old)**

**Have you personally ever had food poisoning?**

**SINGLE CODE**, SHOW SCREEN

Yes more than once

Yes once

I think so but I'm not sure it was food poisoning

No

DK **(CODE NOT SHOWN)**

**ASK IF 4.28=YES MORE THAN ONCE, YES ONCE OR I THINK SO**

**4.28a (New)**

**<TEXTFILL IF MORE THAN ONCE OR I THINK SO:** Thinking about the most recent occasion you had food poisoning, **>** did you see a doctor or go to hospital because of it?

**SINGLE CODE**, SHOW SCREEN

Yes

No

DK **(CODE NOT SHOWN)**

**ASK IF 4.28=YES MORE THAN ONCE, YES ONCE OR I THINK SO**

**4.28b (New)**

**In response to when you had food poisoning <TEXTFILL IF MORE THAN ONCE OR I THINK SO: most recently> have you done any of the following?**

**MULTICODE**, SHOW SCREEN

Tried to get more information about the issue

Read food labels more carefully

Changed the way you cook food

Changed the way you prepare food

Stopped eating certain foods

Stopped eating at certain food establishments (e.g. restaurants/cafes)

Other (specify)

Took no action (**SINGLE CODE ONLY**)

**ADD TIME STAMP 15**

**11.8 (New)**

**Where do you usually get information about how to prepare food safely?**

**DO NOT READ OUT. PROBE: "Where else?"**

**MULTICODE**

I just know

From my parents

From my friends/family

Taught at school

From TV / radio campaigns

TV cooking programmes

From books

Online information

Follow instructions on product packaging

I don't bother

## 9.2 (New – cognitive testing)

Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

**SINGLE CODE**, SHOW SCREEN

**STATEMENTS 3-6 RANDOMISED, BUT FIRST TWO STATEMENTS RE:  
OVERALL SAFETY FIXED TO BE ASKED FIRST**

### **SCALE**

Very concerned

Fairly concerned

Neither concerned nor unconcerned

Fairly unconcerned

Very unconcerned

(DK) **CODE NOT SHOWN**

The overall safety of food produced in the UK

The overall safety of food imported from outside the UK

The safety of fruit and vegetables produced in the UK

The safety of fruit and vegetables imported from outside the UK

The safety of meat produced in the UK

The safety of meat imported from outside the UK

<b>PART 5 FOOD PRODUCTION</b>
-------------------------------

**ADD TIME STAMP 16**

**And now some questions on food production.**

**8.3 (New – omnibus testing)**

**Which of the following have you heard of in relation to food production?**

**MULTICODE RANDOMISE ORDER**

SHOW SCREEN

Animal cloning

Genetic modification (GM)

Irradiation

Nanotechnology

None of these

DK **CODE NOT SHOWN**

**FOR EACH TECHNOLOGY SELECTED AT 8.3**

**8.4 (New – omnibus testing)**

**How much do you agree or disagree with the following statement?**

**I feel knowledgeable about the use of <<TECHNOLOGY>> in food production**

**SINGLE CODE**

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**



**FOR EACH TECHNOLOGY SELECTED AT 8.3**

**8.5 (New – cognitive & omnibus testing)**

How much do you agree or disagree with the following statement?

**<<TECHNOLOGY>>** in food production makes me feel uneasy

**SINGLE CODE**

SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

DK **CODE NOT SHOWN**

**ADD TIME STAMP 17**

**11.3 (New – cognitive testing)**

Please tell me the extent to which you are concerned or unconcerned by each of the following issues?

**SINGLE CODE**, SHOW SCREEN

**SCALE**

Very concerned

Fairly concerned

Neither concerned nor unconcerned

Fairly unconcerned

Very unconcerned

(DK) **CODE NOT SHOWN**

**RANDOMISE LIST**

Food poisoning such as Salmonella and E.Coli

Genetically Modified (GM) foods

The use of pesticides to grow food

The use of additives (such as preservatives and colouring) in food products

Date labels, such as “best before” and “use by” labels

Food hygiene when eating out

Food hygiene at home

**ASK FOR EACH ISSUE AT 11.3 WHERE VERY CONCERNED OR FAIRLY CONCERNED**

**11.4 (New – cognitive testing)**

You have indicated that you are concerned about **<TEXTFILL ISSUE FROM 11.3>**. In response, have you done any of the following over the past year?

**MULTICODE**, SHOW SCREEN

Tried to get more information about the issue

Read about the issue when you saw it but did not seek out information

Read food labels more carefully

Changed the way you cook food

Changed the way you prepare food

Stopped eating certain foods

Other (specify)

Took no action (**SINGLE CODE ONLY**)

<b>PART 6 HEALTH</b>
----------------------

**ADD TIME STAMP 18**

Now I am going to ask you some questions about yourself.

**ASK ALL****6.1 (Old)**

**How is your health in general? Would you say it was...**

**SINGLE CODE**, SHOW SCREEN

Very good

Good

Fair

Bad

Very bad

(Don't know) **CODE NOT SHOWN**

**6.2 (Amended)**

**Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?**

1. Yes;

2. No.

Don't know **CODE NOT SHOWN**

Refusal **CODE NOT SHOWN**

**IF Q6.2 =YES, ASK Q6.3, OTHERS GO TO Q6.4**

**6.3 (Amended)**

**Does your condition or illness reduce your ability to carry-out day-to-day activities?**

**RUNNING PROMPT**

1. Yes, a lot

2. Yes, a little

3. Not at all

#### 6.4 (New)

How easy do you find it to read the labelling on food products (e.g. ingredients, nutrition or storage information) in terms of the size of the print (using glasses or contact lenses if you wear them)?

READ OUT

Very easy to read

Quite easy to read

Neither easy nor difficult to read

Quite difficult to read

Very difficult to read

DK **CODE NOT SHOWN**

## **PART 7 DEMOGRAPHICS**

### **ADD TIME STAMP 19**

#### **7.2 (Amended)**

**In which of these ways do you occupy this accommodation?**

SHOW SCREEN

1. Own it outright
2. Buying it with the help of a mortgage or loan
3. Pay part rent and part mortgage (shared ownership)
4. Rent it
5. Live here rent-free (including rent-free in relative's/friend's property; excluding squatting)
6. Squatting

Don't know **CODE NOT SHOWN**

Ref **CODE NOT SHOWN**

**IF RENT OR RENT-FREE AT Q7.2 ASK Q7.3, OTHERS GO TO Q7.5**

#### **7.3 (Amended)**

**Does the accommodation go with the job of anyone in the household?**

INTERVIEWER INSTRUCTIONS:

IF THE ACCOMMODATION GOES WITH THE JOB OF SOMEBODY WHO IS TEMPORARILY NOT A MEMBER OF THE HOUSEHOLD, CODE YES.

IF THE ACCOMMODATION USED TO GO WITH THE JOB OF SOMEONE IN THE HOUSEHOLD, BUT THIS IS NO LONGER THE CASE, CODE NO.

Yes

No

Ref **CODE NOT SHOWN**

**IF RENT OR RENT-FREE AT Q7.2**

#### **7.4 (Amended)**

**Who is your landlord?**

SHOW SCREEN

CODE FIRST THAT APPLIES

##### **Organisations**

1. the local authority / council / Scottish Homes
2. a housing association, charitable trust or Local Housing Company
3. employer (organisation) of a household member
4. another organisation

##### **Individuals**

5. relative/friend (before you lived here) of a household member
6. employer (individual) of a household member
7. another individual private landlord?

Don't know **CODE NOT SHOWN**

Ref **CODE NOT SHOWN**

**EDIT: SOFT CHECK IF 7.2=5 AND 7.4=1**

YOU SAID THAT THE ACCOMMODATION IS RENT-FREE AND THAT THE LANDLORD IS THE COUNCIL. COUNCIL ACCOMMODATION IS NOT NORMALLY RENT FREE.

**ADD TIME STAMP 20**

**IF MORE THAN ONE PERSON IN HOUSEHOLD WITH AGE>=16, OTHERS GO TO Q7.7**

**7.5 (Old)**

In whose name is the accommodation owned or rented?

**SHOW LIST OF NAMES OF PEOPLE IN HOUSEHOLD OVER 16 FROM QUESTION 1.1**

Ref **CODE NOT SHOWN**

**IF THERE ARE JOINT HOUSEHOLDERS, OTHERS GO TO Q7.7**

**7.6 (Old)**

You have told me that (**NAMES FROM Q7.5**) jointly own or rent the accommodation. Which of them has the highest income (from earnings, benefits, pensions and any other sources)?

**SHOW NAMES FROM Q7.5**

IF TWO OR MORE JOINT HOUSEHOLDERS HAVE THE SAME INCOME, SELECT THE ELDEST.

IF RESPONDENT ASKS FOR PERIOD TO AVERAGE OVER - LAST 12 MONTHS, AS CONVENIENT.

PROMPT AS NECESSARY

IS ONE JOINT HOUSEHOLDER THE SOLE PERSON WITH:

- PAID WORK?
- OCCUPATIONAL PENSION?

**IF HIGHEST INCOME QUESTION NOT ANSWERED FOR JOINT HOUSEHOLDERS**

**ASSUME THE HRP IS THE ELDEST JOINT HOUSEHOLDER.**

**INTERVIEWER CODE HRP**

**IF AGE >= 16**

**IF HRP IS THE RESPONDENT, INSERT THE WORD 'YOU' RATHER THAN THE NAME IN THE FOLLOWING QUESTIONS**

**COLLECT OCCUPATION DETAILS FOR HRP ONLY**

### 7.7 (Old)

Which of these best describes what **YOU/HRP** were doing in the seven days ending Sunday the **(N)**?

CODE ONE ONLY

SHOW SCREEN

Going to school or college full-time (including on vacation)

In paid employment (or temporarily away)

Self-employed (or temporarily away)

On a government scheme for employment training

Doing unpaid work for a business that you own, or that a relative owns

Waiting to take up paid work already obtained

Looking for paid work or a government training scheme

Temporarily unable to work because of short-term illness or injury

Permanently unable to work because of long-term sickness or disability

Retired from paid work

Looking after home or family

Doing something else **(PLEASE GIVE DETAILS)**

Ref **CODE NOT SHOWN**

### **IF GOING TO SCHOOL OR COLLEGE FULL-TIME**

#### 7.8 (Old)

Did **YOU/HRP** do any paid work in the seven days ending Sunday the **(N)**, either as an employee or self-employed?

Yes

No

Ref **CODE NOT SHOWN**

### **IF NOT IN EMPLOYMENT**

**(ANY OF THE FOLLOWING ANSWERS AT Q7.7:**

**“DOING UNPAID WORK FOR A BUSINESS THAT YOU OWN, OR THAT A RELATIVE OWNS”,**

**“WAITING TO TAKE UP PAID WORK ALREADY OBTAINED”,**

**“LOOKING FOR PAID WORK OR A GOVERNMENT TRAINING SCHEME”,**

**“TEMPORARILY UNABLE TO WORK BECAUSE OF SHORT-TERM ILLNESS OR INJURY”,**

**“PERMANENTLY UNABLE TO WORK BECAUSE OF LONG-TERM SICKNESS OR DISABILITY”,**

**“RETIRED FROM PAID WORK”,**

**“LOOKING AFTER HOME OR FAMILY”,**

**“DOING SOMETHING ELSE” OR**

**“REF”**

**OR “NO” OR “REF” AT Q7.8)**

**7.9 (Old)**

**HAVE YOU/HAS HRP** ever been in paid employment or self-employed, apart from casual or holiday work?

Yes

No

Ref **CODE NOT SHOWN**

**IF YES, GO TO Q7.9B, IF NO OR REF GO TO Q7.18**

**ASK 7.9B IF GIVEN THE FOLLOWING ANSWERS**

**“ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT 7.7**

**“YES” AT 7.8**

**“YES” AT 7.9**

**7.9b (New)**

**Were you working as an employee or were you self employed?**

**SINGLECODE**

Employee

Self-employed

**ALL IN EMPLOYMENT/EVER WORKED**

**(“IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)” OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” OR “ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT Q7.7 OR “YES AT 7.8 OR “YES” AT 7.9)**

**7.10 (Old)**

Thinking about your **CURRENT/MOST RECENT** job, what **DOES/DID** the firm/organisation **YOU WORK/HRP WORKS** for mainly make or do (at the place where **YOU/THEY WORK/WORKED**)?

**(OPEN)**

DESCRIBE FULLY - PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC.

AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC.

IT SHOULD BE NOTED THAT INFORMATION ON INDUSTRY IS NECESSARY TO DISTINGUISH BETWEEN SOME OCCUPATIONS AT THE DETAILED LEVEL.

**7.11 (Old)**

What **IS/WAS YOUR/HRP'S** (main) job ?

**(OPEN)**

**7.12 (Old)**

What **DO/DID YOU/ DID/DOES HRP** mainly do in **YOUR/THEIR** job?

**(OPEN)**

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB



**IF EMPLOYEE (“EMPLOYEE” AT 7.9B OR “IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)” AT 7.7), GO TO Q7.13, IF SELF EMPLOYED GO TO Q7.15**

**7.13 (Old)**

**In your job, DO/DID YOU/ DOES/DID HRP have formal responsibility for supervising the work of other employees?**

**DO NOT INCLUDE PEOPLE WHO ONLY SUPERVISE:**

**CHILDREN, E.G. TEACHERS, NANNIES, CHILDMINDERS, ANIMALS SECURITY OR BUILDINGS, E.G. CARETAKERS, SECURITY GUARDS**

**Yes**

**No**

**Ref CODE NOT SHOWN**

**7.14 (Old)**

**How many people WORK/WORKED for YOUR/HRP’S employer at the place where YOU/THEY WORK/WORKED?**

**ARE/WERE THERE ...(RUNNING PROMPT)...**

**1-24**

**25 – 499**

**or 500 or more employees?**

**Ref CODE NOT SHOWN**

**GO TO Q7.17**

**IF SELF EMPLOYED (“SELF-EMPLOYED” AT 7.9B OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” AT 7.7)**

**7.15 (Old)**

**ARE/WERE YOU/IS/WAS HRP working on YOUR/THEIR own or DO/DID YOU/THEY have employees?**

**ASK OR RECORD**

**On own/with partner(s) but no employees**

**With employees**

**Ref CODE NOT SHOWN**

**IF WITH EMPLOYEES, GO TO Q7.16, OTHERS GO TO Q7.17**

**7.16 (Old)**

**How many people DO/DID YOU/DOES/DID HRP employ at the place where YOU/THEY WORK/WORKED?**

**ARE/WERE THERE ...(RUNNING PROMPT)...**

**1-24**

**25 to 499, or**

**500 or more employees**

**Ref CODE NOT SHOWN**

**ALL IN EMPLOYMENT/EVER WORKED**

**7.17 (Old)**

In **YOUR/HIS/HER** (main) job **ARE/WERE YOU/IS/WAS HRP** working:

READ OUT

full time

or part-time?

NOTE: Full-time = More than 30 hours, Part-time = 30 hours or less

Ref **CODE NOT SHOWN**

**OCCUPATION QUESTIONS CODED IN-OFFICE TO SOC AND NS-SEC**

## ADD TIME STAMP 21

### INCOME & BENEFITS QUESTIONS ASKED ABOUT HOUSEHOLD IF RESPONDENT IS HIH OR SPOUSE/PARTNER OF HIH ONLY, OTHERWISE ASKED FOR RESPONDENT ONLY

#### 7.18 (Old)

This card shows various possible sources of income. Can you please tell me which kinds of income you **(AND YOUR HUSBAND/WIFE/PARTNER)** receive?

SHOW SHOWCARD F

- A Earnings from employment or self-employment
- B State retirement pension
- C Pension from former employer
- D Personal pensions
- E Child Benefit
- F Employment and Support Allowance
- G Jobseeker's Allowance
- H Pension Credit
- I Income Support
- J Working Tax Credit (excluding any childcare tax credit)
- K Child Tax Credit (including any childcare tax credit)
- L Housing benefit
- M Guardian's Allowance
- N Carer's Allowance
- O Incapacity Benefit
- P Disability Living Allowance
- Q Attendance Allowance
- R Other state benefits
- S Interest from savings and investments (e.g. stocks and shares)
- T Other kinds of regular allowance from outside your household (e.g. maintenance, student's loans, rent)
- U No source of income **EXCLUSIVE**

Ref **CODE NOT SHOWN**

### 7.19 (Old)

Will you please look at this card and tell me which group represents **(YOUR/YOU AND YOUR HUSBAND/WIFE/PARTNER'S COMBINED)** total income from all these sources before deductions for income tax, National Insurance etc.? Please just tell me the letter next to the category that applies.

**RESPONSE LIST ON-SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER**

**SHOW SHOWCARD G**

WEEKLY	MONTHLY	ANNUAL
U Up to £49	Up to £216	Up to £2,599
D £50 up to £99	£217 up to £432	£2,600 up to £5,199
I £100 up to £199	£433 up to £866	£5,200 up to £10,399
M £200 up to £299	£867 up to £1,299	£10,400 up to £15,599
O £300 up to £399	£1,300 up to £1,732	£15,600 up to £20,799
B £400 up to £499	£1,733 up to £2,166	£20,800 up to £25,999
R £500 up to £599	£2,167 up to £2,599	£26,000 up to £31,199
G £600 up to £699	£2,600 up to £3,032	£31,200 up to £36,399
K £700 up to £799	£3,033 up to £3,466	£36,400 up to £41,599
Q £800 up to £899	£3,467 up to £3,899	£41,600 up to £46,799
E £900 up to £999	£3,900 up to £4,332	£46,800 up to £51,999
T £1,000 up to £1,038	£4,333 up to £4,499	£52,000 up to £53,999
V £1,039 up to £1,076	£4,500 up to £4,667	£54,000 up to £55,999
A £1,077 up to £1,115	£4,668 up to £4,833	£56,000 up to £57,999
N £1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W £1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X £1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H £1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P £1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S £1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C £1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J £1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L £1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F £1,924 or more	£8,334 or more	£100,000 or more

Ref **CODE NOT SHOWN**

**IF HOUSEHOLD CONTAINS MORE THAN TWO ADULTS OR TWO ADULTS WHO ARE NOT LIVING TOGETHER AS A COUPLE**

### 7.20 (Old)

Can I check, does anyone else in the household have an income from any source?

Yes

No

Ref **CODE NOT SHOWN**

**IF OTHERS IN HOUSEHOLD WITH SOURCE OF INCOME (IF “7.20” IS YES)**

**7.21 (Old)**

Thinking of the income of your household as a whole, which of the groups on this card represents the total income of the whole household before deductions for income tax, National Insurance etc. Please just tell me the letter next to the category that applies.

**RESPONSE LIST ON-SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER**

**SHOW SHOWCARD G**

<b>WEEKLY</b>	<b>MONTHLY</b>	<b>ANNUAL</b>
U Up to £49	Up to £216	Up to £2,599
D £50 up to £99	£217 up to £432	£2,600 up to £5,199
I £100 up to £199	£433 up to £866	£5,200 up to £10,399
M £200 up to £299	£867 up to £1,299	£10,400 up to £15,599
O £300 up to £399	£1,300 up to £1,732	£15,600 up to £20,799
B £400 up to £499	£1,733 up to £2,166	£20,800 up to £25,999
R £500 up to £599	£2,167 up to £2,599	£26,000 up to £31,199
G £600 up to £699	£2,600 up to £3,032	£31,200 up to £36,399
K £700 up to £799	£3,033 up to £3,466	£36,400 up to £41,599
Q £800 up to £899	£3,467 up to £3,899	£41,600 up to £46,799
E £900 up to £999	£3,900 up to £4,332	£46,800 up to £51,999
T £1,000 up to £1,038	£4,333 up to £4,499	£52,000 up to £53,999
V £1,039 up to £1,076	£4,500 up to £4,667	£54,000 up to £55,999
A £1,077 up to £1,115	£4,668 up to £4,833	£56,000 up to £57,999
N £1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W £1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X £1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H £1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P £1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S £1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C £1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J £1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L £1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F £1,924 or more	£8,334 or more	£100,000 or more

Ref **CODE NOT SHOWN**

**ADD TIME STAMP 22**

**ASK ALL**

**7.22 (Old)**

**Starting from the top of the card, please look down the list of qualifications and tell me the number of the first one you come to that you have passed.**

SHOW SHOWCARD H

1 Higher degree or postgraduate qualifications

2 Degree (undergraduate) (including B. Ed.), Postgraduate diplomas or Certificates (inc. PGCE), Professional qualifications at degree level (e.g. chartered accountant / surveyor), NVQ / SVQ Level 4 or 5

3 Diplomas in higher education or other HE qualifications, HNC / HND / BTEC Higher, Teaching qualifications for schools or further education (below degree level), Nursing or other medical qualifications (below degree level), RSA Higher Diploma

4 A/AS levels / SCE Higher / Scottish Certificate 6th Year Studies, NVQ / SVQ / GSVQ level 3 / GNVQ Advanced, ONC / OND / BTEC National, City and Guilds Advanced Craft / Final level / Part III / RSA, Advanced Diploma

5 Trade apprenticeships

6 O level / GCSE grades A-C / SCE Standard / Ordinary grades 1-3, CSE grade 1, NVQ / SVQ / GSVQ level 2 / GNVQ intermediate, BTEC / SCOTVEC first / General diploma, City and Guilds Craft / Ordinary level / Part II / RSA Diploma

7 O level / GCSE grades D-G / SCE Standard / Ordinary below grade 3, CSE grades 2-5, NVQ / SVQ / GSVQ level 1 / GNVQ foundation, BTEC / SCOTVEC first / General Certificate, City and Guilds part 1 / RSA Stage I-III, SCOTVEC modules / Junior certificate

8 Other qualifications (including overseas) **(SPECIFY)**

9 None of these

DK **CODE NOT SHOWN**

### 7.23Eng (Amended)

#### What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

#### **White**

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background, please describe **SPECIFY**

#### **Mixed / Multiple ethnic groups**

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / Multiple ethnic background, please describe **SPECIFY**

#### **Asian / Asian British**

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe **SPECIFY**

#### **Black / African / Caribbean / Black British**

14. African
15. Caribbean
16. Any other Black / African / Caribbean background, please describe **SPECIFY**

#### **Other ethnic group**

17. Arab
18. Any other ethnic group, please describe **SPECIFY**

**7.24 (Amended)**

**What is your Religion, even if you are not currently practising?**

CODE ONE ONLY

No religion

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)

Buddhist

Hindu

Jewish

Muslim

Sikh

Any other religion, please describe **OPEN BOX**

Would rather not say

**7.25 (Old)**

**Do you, or any members of your household, at present own or have continuous use of any motor vehicles?**

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE)

Yes

No

**7.27 (Amended)**

**I would like to ask about your own use of the Internet. May I just check, have you ever used the Internet at home or anywhere else?**

1. Yes

2. No

**IF CODE 1 AT 7.27**

**7.28 (New)**

**When did you last use the Internet? Was it ...**

INDIVIDUAL PROMPT

CODE FIRST THAT APPLIES

1. In the last seven days ?

2. Over a week ago, up to a month ?

3. Over a month, up to 3 months ?

4. Over 3 months, up to 6 months ?

5. Over 6 months, up to a year ?

6. Over a year ago ?

**ADD TIME STAMP 23**

**7.30 (Amended)**

**This study is being funded by the Food Standards Agency (FSA), a central**



government department. Would you be willing for the FSA, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Yes

No

IF YES, RECORD NAME, TELEPHONE NUMBER AND ADDRESS.

**OPEN BOX FOR NAME, ADDRESS, LANDLINE TEL NUMBER AND MOBILE**

**ASK 7.31 IF "YES" AT 7.30**

**7.31 (Amended)**

**In order to carry out this future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or an organisation acting on their behalf?**

INTERVIEWER ADD IF NECESSARY: We would only pass your contact details and interview information onto the FSA or another research company doing legitimate research on behalf of the Agency, your interview data would never be passed to anyone else or used for commercial purposes.

Yes

No

**ADD TIME STAMP 24**

**ASK ALL**

**Qdwell**

**ENTER NUMBER OF DWELLING UNITS**

**NUMERIC RANGE 1-999**

**ASK ALL**

**Qadults**

**ENTER NUMBER OF ADULTS AGED 16 OR OVER IN HOUSEHOLD**

**NUMERIC RANGE 1-30**

**ASK ALL**  
**Qfeedback**

INTERVIEWER:

PLEASE GIVE THE RESPONDENTS THE TWO ADVANCE LETTERS TO READ  
IF NECESSARY SAY:

“We would like your thoughts on these letters we wanted to use when we conduct the main stage of the survey. Please could you read through both and let me know what you think. They would be sent in advance to households to let them know that an interviewer would be calling.”

RECORD THEIR FEEDBACK ON THE ‘RESPONDENT FEEDBACK FORM’

THEN ALSO ASK RESPONDENTS FOR THEIR GENERAL FEEDBACK ON THE  
INTERVIEW AND ANY SUGGESTIONS THEY MAY HAVE FOR IMPROVING IT.  
ALSO RECORD THEIR FEEDBACK ON THE ‘RESPONDENT FEEDBACK FORM’

## Appendix G: Pilot interviewer instructions

### Food and You Wave 2 Pilot – interviewer instructions (January 2012)

#### 1. Background

TNS BMRB has been commissioned by the Food Standards Agency (FSA) to carry out a study among adults aged 16+ across the United Kingdom. The survey asks questions relating to how people deal with food at home and out of home as well as their attitudes towards different aspects of food and hygiene. **The survey should take around 45 minutes.**

Before we launch the main survey in March 2012, we are conducting a pilot to test whether the questionnaire is working as we hope it will and to evaluate the advance letters that we plan to use at the main stage.

TNS BMRB carried out the first wave of the survey in March to August 2010. Then the survey covered aspects of healthy eating as well as food safety and hygiene. However the remit of the Food Standards Agency has changed since the first wave so questions on healthy eating have been dropped. This survey's main focus is on food safety and hygiene.

#### 2. Your assignment

This is a face-to-face survey and we have chosen areas across the country for you to interview in.

You are attempting to interview one person within the household aged 16 or over. In your pack you will have a **paper quota sheet** for the area you are working in. Quotas have been set on sex, age and working status to ensure that we speak to a range of respondents with different backgrounds and circumstances. This is an '**8 interviews over 3 days**' assignment.

There is a **£20 incentive** for this survey, in the form of High Street gift vouchers.

You must leave at least 3 doors between successful interviews.

There will be a face to face briefing for this pilot study taking place on Monday 9 January. Fieldwork will run from **Tuesday 10 January to Tuesday 17 January**. There will be a debrief on Friday 20 January.

As with all **surveys of adults aged 16 or over**, if you want to conduct an interview with a respondent aged 16 and 17 who is living with their parents, parental consent will have to be obtained. Verbal consent is sufficient in these instances.

We have provided several documents for you to use during fieldwork. Your workpack should include the following:

- Show cards
- Doorstep letters to test – 2 variants
- “Thank you” leaflets
- Paper quota sheet
- Incentives (£20 high street gift vouchers)
- Confirmation of Vouchers Booklet
- Respondent feedback form (one for each interview)
- Interviewer feedback form (please collate your comments and respondents comments into this one form before the debrief)

### **Quotas**

You are required to interview:

	<b>At least:</b>	<b>At least:</b>	<b>At least:</b>
<b>Sex</b>	3 males	3 females	
<b>Age</b>	2 16-34	2 35-54	2 55+
<b>Working status</b>	3 working	3 not working	

Your quota sheet shows who to interview and how many interviews you need to achieve. This is a 3 day assignment and all interviews must be completed by Tuesday 17 January.

## **Doorstep procedure**

### **a) Who to interview**

For this study, we are interested in interviewing people aged 16 or over. Anyone in this age range is eligible for interview.

If you interview a young adult aged 16 or 17, you need to ensure that the parents give their consent (verbal). We are interested in young people's opinions, so you should attempt to speak to them and carry out an interview.

### **b) Introducing the survey**

You should introduce the survey on the doorstep as a survey about food safety and hygiene.

The suggested introduction text is as follows

#### **INTRODUCTION**

***Good morning/afternoon/evening. My name is ... working for Kantar Operations on behalf of TNS BMRB, an independent research company. We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food at home as well as their attitudes towards different aspects of food and hygiene.***

***Would you be happy to participate?***

As with most surveys you don't need to stick to this verbatim but you should use it as a basis for your introduction. It may also be useful to reassure respondents everything that they say will be treated in the strictest confidence.

The interview should take around 45 minutes. Some interviews will be longer or shorter, depending on how the respondent answers the questions.

### **3. Field administration**

#### **a) Before you start work**

You should read these instructions carefully and go through the questionnaire a few times to make sure you are used to the interview process and so that you are also aware of the sort of questions that appear in the survey.

In addition, you should ensure that your computer batteries are fully charged. If you have a spare battery, you should charge it and take it along as well.

It is a 3 day assignment and you must achieve 8 interviews to quota. If you have any problems meeting your quota you must speak to Manchester immediately.

#### **b) Conducting the interview**

Before beginning the interview, you should try to ensure that you are in a quiet place and have the chance to sit down with your laptop.

For the whole interview, you will have to read the question aloud. An on-screen instruction at each question will indicate whether the respondent should look at a show card or not. The use of show cards is fairly limited in this survey – most of the prompts refer to showing the screen or not.

Please note that there are a number of questions which we would like you to ask spontaneously. When asking these questions please do not read out the answer codes and make sure that respondents cannot see the screen of the CAPI machine.

#### **c) The interview questionnaire: what we are looking for in the pilot**

The pilot is our main opportunity to see how the questionnaire works in practice for different types of respondent. There are a number of general points that we would like you to look out for when interviewing respondents:

- Interview length – Throughout the questionnaire we are recording start and end times of key sections. It is very important that we monitor this to make sure that it is of a workable length for respondents and that they do not get too bored or restless. Please be aware of any other particular types of respondent for whom the interview seems to be longer than average and comment on this on your interviewer feedback form (if applicable). If you have to pause for a considerable period due to a specific interruption please make a note of this.

- Problematic questions or sections – please look out for any particular questions or sections that seem to cause problems for respondents. Please ask yourself the following kinds of questions for each item in the questionnaire:
  - Do all respondents appear to understand the question?
  - Did I ever have to repeat the question for respondents?
  - Did any respondents object to the question or make a comment about it?
  - Did any respondents seem reluctant to answer the question?
  - Did any respondents have trouble answering the question or take a long time to do so?
  - Did any respondents ask for your help in answering the question?
  - Did any particular questions receive many don't know or refused answers? And if so did respondents suggest why they could not / did not want to answer?
  
- Problematic words or phrases – please make a note of any words or phrases that respondents find difficult to understand, ask for help with or seem to misinterpret. However, please do not provide definitions for respondents unless they are given to you on the questionnaire or in these instructions; if they ask what a word or phrase means, say (for example) “it's what you think it means that counts”.
  
- Code frames – we would also like to make sure that the code frames we provide for questions work for respondents. Again the following kinds of questions might be useful to ask yourself:
  - Did any code frames not seem to match the question?
  - Did any respondents give answers that were completely different from the provided code frame? If so please make a note of this.
  - Were all the response categories well understood and distinct from each other? Did any respondents find it hard to tell the difference between categories? Did you find it hard to know how to code a respondent's answer?
  - Were enough response categories provided? Did any respondent say their answer didn't fit any of the categories or fell between categories?
  - Did you have to use the other please specify category provided at certain questions? If so – what kind of responses did you record here?
  
- Questions or sections that worked well – it is also useful to note if any sections or types of questions were particularly popular. It can be very helpful for boosting response to the main stage of the survey if interviewers can refer to topics that respondents liked, as we can use this to try to encourage potential respondents to take part.



We are testing the whole questionnaire, so we are interested in the flow of the interview. Please suggest any places where you feel an introduction might be helpful.

Sometimes one question can have an impact on a question asked a little later in the questionnaire. If you find any evidence of this please make a note of this on your interviewer feedback form.

#### **d) Topics**

It is important to not tell the respondent what exactly the questionnaire will cover as we do not want their responses to be influenced by what they think they **should** say.

- In all cases you should read the question exactly as it appears on the questionnaire taking care not to add or miss out any words.
- Where answer codes appear in brackets these should NOT be offered to respondents but should be used ONLY in cases where respondents spontaneously offer that answer.
- Unless directed otherwise, you should not seek to 'probe' to obtain an answer if the respondent says 'Don't know' or refuses to answer. This answer should simply be recorded.

The questionnaire covers 7 core sections:

- 1) Household information
- 2) Eating habits
- 3) Shopping
- 4) Food safety
- 5) Food production
- 6) Health
- 7) Demographics

Please note that the question numbers in the questionnaire are not always in order, as some of the questions have been moved from their position in the first wave.

### **Section 1 - Household information**

The very first section includes questions about the household composition using a household grid, collecting the name, date of birth, gender, their relationship to the respondent and their working status. These questions affect some of the routing in the demographics section at the end of the interview.

Please note that if someone refuses or does not know the date of birth or exact age, you can click continue and other questions will appear allowing the respondent to give the age in a banded group. If the respondent still cannot or does not want to provide an answer, do not ask them or let them provide an estimate, instead code this as “don’t know” or “refused”.

### **Section2 - Eating Habits**

This section is about the respondent’s eating habits in and out of the home and takes about 10 minutes on average to complete. The topics covered are:

- Opinions towards food and cooking in general
- Eating habits
- Eating out
- The Food Hygiene Rating Scheme (FHRS) / Food Hygiene Information Scheme (FHIS)

More detail on all of these topics is provided below.

**Q7.1** aims to determine whether people’s eating habits/diets are restricted (for instance by allergies, ethical or religious views or whether they are on a particular diet). Some later questions focus on specific types of food (for instance, there are some questions specifically about meat) so it may be useful to remember what respondents answered here so you can administer

these questions sensitively. We would still like you to ask all of these questions to respondents as far as possible, as although their diet is restricted they may prepare food for others in their household.

**Q2.7a-c:** These questions ask respondents to think back over the last 7 days, if they are having difficulty answering, ask them to think back to each day in turn.

### **Q2.33/Q2.34/Q2.35**

When asking question 2.33 give respondents the show card with the definition of “eating out”. To ensure that respondents understand what we mean by “eating out” read out the definition at the same time as you give the respondent the show card to read. Make sure that respondents have understood the definition before continuing.

Let respondents hold onto the show card whilst you ask questions 2.34, 2.35 and 2.37 as they may need to refer back to the definition on the card. If respondents have difficulty answering any of these questions then go back through the definition of eating out with them again.

### **Show card D**

#### **Eating out includes:**

- Eating in a restaurant
- Eating in a pub
- Eating in a café or coffee shop
- Buying food or drink from a café, coffee shop or sandwich bar to take away
- Eating fast food e.g. McDonalds, KFC, kebab shops
- Eating food from a work canteen
- Eating food from a cinema, bowling alley, theme park or other leisure facility
- Eating takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

### **Q2.37/Q2.38**

Make sure respondents are thinking about places where they buy food to take home to eat (e.g. supermarkets and corner shops) as well as places where they might eat out.

**Q2.39**

If necessary remind respondents once again what we mean by “eating out”, it may be helpful to give them show card D to look at once again.

**Q12.1-Q12.5**

The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Rating Scheme in England, Wales and Northern Ireland, and the Food Hygiene Information Scheme in Scotland. These schemes are currently being rolled out and are not currently used in all areas. These schemes rate the hygiene standards of food establishments, such as restaurants, pubs and takeaways and make this information accessible to consumers via stickers/certificates displayed at the establishment and on a ratings website. There were also a number of similar local schemes (e.g. Scores on the Doors) in operation prior to the national scheme, and some are still operating in some areas

At Q12.1 respondents are shown example images of the stickers and certificates from these schemes which food establishments may have on display, they are asked whether they have seen these images before. We are interested to know whether respondents confuse these images with other schemes (such as restaurant reviews) so note down any problems which people have at this question on your feedback form.

When asking Q12.2 do not show respondents the list of codes, if the answer the respondent gives you does not fit into any of the existing codes then write the answer in as an “other”.

**Section 3 - Grocery Shopping**

This section focus on how people do their grocery shopping. It should take on average about 2 minutes for respondents to answer these questions. The topics cover whether the respondent is responsible for the food shopping in the household, where people shop and if they use internet shopping at all, and how often they do grocery shopping. There are also questions about the prices of products and whether people have changed their shopping behaviour for financial reasons.

## **Section 4 - Food safety**

This section looks at food safety. It is the longest module of the questionnaire and people should take about 20 minutes to complete it on average.

### **Q4.1**

This list of statements is quite long, but is very straightforward and respondents should not have any problems answering it.

If when you are asking about washing fruit and vegetables respondents state that they only buy pre-washed packs of vegetable or fruit, code “Not Applicable” as the answer.

### **Q4.1a**

This question should be asked spontaneously – do not read out or show the answer codes to respondents. If a respondent says “It varies” or states “every time I cook” ask them to give a more general answer in days. For example, you could prompt: “Is that every day?” Or: “Is that a couple of times a week?”

**Q4.1b/Q4.1c** Probe for multiple answers at 4.1b, ask respondents whether the way in which they defrost food changes if they are in a rush or if they forgot to take something out of the freezer. Q4.1c is single coded. Here we are interested in the method people usually use to defrost food.

**Q4.8c** If respondents do not understand what a “hob” is, use the following prompt: “A hob is the flat top part of a cooking stove, or a separate flat surface, containing hotplates or burners”.

**Q4.14-4.17** These questions are about refrigerating meat and fish. These questions may seem a bit odd to vegetarians/vegans, however, they may store meat and fish and prepare food for other people or other people in the household may have these items in the fridge, so it is important to ask these questions as there, may be the potential for cross contamination. For instance, it is possible that bacteria or germs from meat may come into contact with vegetables.

**Q4.18** Ask this question spontaneously – do not read out or show the list of codes.

If respondents state “date” probe “which kind of date?”, only code the answer as “date unspecified” if they are unable to tell you whether they mean the best before, use by or sell by date,

It is **very important** that you do not explain what these different dates mean to respondents as the following questions asks respondents about these and we do not want to bias their responses.

**Q4.23a-Q4.25** These questions should all be asked spontaneously – do not read out or show the list of codes. If respondents have difficulty answering these questions ask them to think back to the last time they were in these situations.

**Q11.6**

If respondents state that they use things which are past their use by dates because they are frozen ask them to imagine if they were fresh.

**Section 5 - Food production**

This section is about the way in which food is produced and should take about four minutes.

**Q8.3-8.5**

Please do not explain what any of these technologies are to respondents, we are interested in finding out whether they have heard of them and what they thought about them before the interview and we do not want to bias their answers.

**Section 6 - Health**

This is a very short section which just asks respondents about their general health, their eyesight and any disabilities that they may have.

## **Section 7 - Demographics**

This section should take around eight minutes to go through and is made up of fairly standard demographic questions, most of which should not pose a problem. Instructions for specific questions are as follows:

### **Q7.10-7.12**

These questions ask about the job that the respondent (or the household reference person) does – please record as much detail as you can at these questions.

### **Q7.18-7.21**

These questions are about income (at the respondent and household level) so make sure you approach these in a sensitive way as some people do not like to be asked for this information.

### **Q7.30-7.31**

There are two recontact questions at the end of the survey, we are very interested in how respondents react to these questions, so it would be very useful if you could write down any feedback / reactions you get to these.

### **Testing the letters for the main stage**

The main stage of this survey will be conducted using a random probability approach rather than the quota approach we are using for the pilot. In the main stage we will be sending out introductory letters to the addresses which have been selected before an interviewer calls round to make contact with the household. At the moment we have two different letters which we are considering using in the main stage, we want to use this pilot as an opportunity to test these letters and to decide which to use.

At the end of the interview we would like you to show the respondents the two different advance letters. Explain to the respondent how the main stage will be administered and that addresses which are selected to participate will be sent these letters in advance of an interviewer calling round. Ask the respondents to read through the letters and to provide you with feedback on which they prefer and why. Please take this information down on the respondent feedback form.

### **Ending the interview**

At the end of each interview please do not forget to:

- Ask the respondents for feedback on the survey – record this on the respondent feedback form
- Thank the respondent for their time and help
- Remind them about confidentiality of everything you have discussed
- Remember to give the £20 incentive to the respondent and ensure that they sign the receipt



## Appendix H: Respondent feedback form

J.N. 229043

# Food & You Survey Pilot Respondent Feedback



Serial number \_\_\_\_\_

Interviewer name \_\_\_\_\_

Interview date/time \_\_\_\_\_

### Respondent's preferred advance letter:

Letter 1 ☐ Letter 2 ☐ No preference ☐

### Respondent's thoughts on letters:

Is there any other way the advance letters could be improved?

### Respondent's general comments, feedback & suggestions:

## Interviewer comments

## Appendix I: Interviewer feedback form

J.N. 229043



### Food & You Survey Pilot Interviewer Feedback Sheet

Interviewer name \_\_\_\_\_

Interviewer number \_\_\_\_\_

Here are some questions for you to consider for this pilot. The main aim of the pilot is to:

- test new questions to be asked in the second wave of the Food & You survey;
- monitor the interview length of the proposed new question sections;
- test the advance letter which will be used in the main survey.

It is not the intention of the pilot to test administration or sampling procedures for the main study. These will be somewhat different for the main study, so there is no need for you to make detailed comments about them.

We recommend that you do not attempt to make detailed notes during the interview itself, as this will affect the length. You may want to briefly note down any particular issues that arise and write up more detailed notes outside the interview. Once you have completed your assignment, please use this form to bring together all of the comments/ observations that you have about the survey.

### **Pilot briefing**

How useful did you find the pilot briefing? Were there any additional areas that you felt should have been covered, but weren't?

How useful did you find the interviewer instructions? Was there any information missing from this document?

### **General interest/ perceptions**

What was the general reaction to the survey from people on the doorstep (i.e. positive, negative, indifferent)? On the whole, did people seem keen to take part?

If people did not want to take part, what reasons did they give?

**General questionnaire feedback**

Do you have any comments about the length of the questionnaire? Could you hold the respondent's attention until the end of the interview? If you conducted any particularly long interviews, was there anything in particular that increased the length?

Were there any questions/ sections that seemed to take a particularly long time?

Were there any questions/ sections that respondents found particularly difficult to answer?

Were there any particular words or phrases that respondents struggled to understand?

Were there any questions/ sections that respondents felt were too sensitive/ were unwilling to answer?

Do you have any comments about the ordering of the sections? Did any questions seem out of place? Were there any questions that you felt needed a more detailed introduction?

### **Feedback on specific questions**

Q2.14 Did anyone have problems with the term “raw fruits” or “raw vegetables” at this question?

Q2.7/2.8 How long did these questions take to administer? Did respondents find them too long or repetitive?

Q12.3 Was sufficient information provided to respondents to answer the question? Was it clear to respondents what food hygiene rating schemes are? Were any respondents confused by this question?

Q12.5 This question uses a scale of “Very helpful” to “Very unhelpful” – did respondents have any problems using this scale?

Q4.1 Did any respondents find it difficult to answer the questions about washing fruit and vegetables? Did anyone ask you about pre-packed fruit and/or vegetables?

Q4.8b Were any respondents unsure about what counts as a household? Was the definition of a household which we provided useful?

Q4.23a Were there are any problems with the phrasing of this question? Did respondents find this question difficult to understand?



Q6.4 Was it clear to respondents what text we were referring to (ingredients, nutrition or storage information)? Or did people get this confused with other text on food packaging such as brand names?

**Advance letters**

Which letter did respondents tend to prefer?

Letter 1 ☐ Letter 2 ☐ No preference ☐

Why did respondents tend to prefer this letter?

Are there any other ways in which the advance letters could be improved?

**Other comments**

Do you have any further comments/ feedback that is not covered above?

**THANK YOU FOR YOUR FEEDBACK**

## **Appendix J: Pilot advance letter testing – A**

Reference: 229043/serial

The Resident(s)

<Address Line 1>

<Address Line 2>

<Address Line 3>

<Address Line 4>

<Address Line 5>

January 2012

Dear Sir/Madam,

### THE 2012 FOOD AND YOU SURVEY

I am writing to ask for your help with the **2012 Food and You Survey**. This is a major national study designed to explore peoples' attitudes and behaviour when eating in and out of the home.

The study has been commissioned by the Food Standards Agency (FSA) which is responsible for ensuring that food is safe to eat. The survey will play a vital role in helping the FSA provide **safer food for the nation** by finding out about how people prepare, store and cook food. The findings will be used by the FSA to help them consider what future action could be taken to make food safer for everyone.

TNS BMRB, an independent research company, has been commissioned to conduct the survey. An interviewer will visit your address in the next few weeks to explain the survey in more detail. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

Your address has been randomly selected from the Royal Mail's list of addresses. To ensure that the survey represents all parts of the population it is important to us that your household takes part in the survey. We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random. **As a thank you for completing the interview we will give that person a £10 High Street shopping voucher.**

We rely on people's voluntary co-operation to help everyone understand what is happening in our society. Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0207 656 5799 (between 9.30 am and 5pm Monday to Friday). In addition we have also provided answers to some common questions overleaf.

We hope you are willing to take part and thank you in advance for your help.

Yours faithfully,



## **FREQUENTLY ASKED QUESTIONS**

### **Why is this survey being carried out?**

The Food and You survey explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. Over 2,000 people across England, Wales, Scotland and Northern Ireland will be interviewed for the survey.

The Food Standards Agency (FSA) provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The FSA bases its decisions and advice on the best evidence available and the new survey will be a key source of high quality information on people's views, attitudes and behaviours towards food issues. It will also allow us to see if, and how, these change over time.

### **What is the survey about?**

The survey covers a range of issues on eating habits and food safety. We're interested in your views on food issues and what you do in relation to food.

### **Who is carrying out the survey?**

The survey is being carried out by TNS BMRB, an independent research company. They carry out many surveys for a range of organisations including government departments and local authorities. Interviewers from Kantar Operations will carry out the interviews on behalf of TNS BMRB.

### **Why has my address been chosen?**

Your address has been randomly selected from the Royal Mail's publically available list of residential addresses in the UK. It is important to have a random selection so that the results of the survey reflect the experiences and views of the whole population.

### **What will happen to the answers I give?**

They will be used, in the form of figures and reports, by those interested in food and food safety. When the results of the study are published it will not be possible to tell which person gave which answer. An anonymised copy of the results from the survey will be available on the UK Data Archive.

### **Will my name be passed on to anyone else?**

Your name and address details will be stored securely by TNS BMRB. They will not pass on your details to anybody without your permission and will delete your contact details upon completion of the study.

### **If I have any other questions?**

We hope this answers any questions you may have and emphasises the importance of the survey. If you have any other questions about the survey, please do not hesitate to contact TNS BMRB on 0207 656 5799.

## **Appendix K: Pilot advance letter testing – B**

Reference: 229043/serial

The Resident(s)  
<Address Line 1>  
<Address Line 2>  
<Address Line 3>  
<Address Line 4>  
<Address Line 5>

January 2012

Dear Sir/Madam,

### **THE 2012 FOOD AND YOU SURVEY**

I am writing to ask for your help with the **2012 Food and You Survey**.

The Food Standards Agency (FSA) has commissioned an independent research company, TNS BMRB, to carry out a major UK survey of how people buy, prepare and store food at home. The survey also looks at what people do when they eat out.

Food is part of our everyday lives. What you say will provide important evidence about food preparation and use in the UK. Your answers, together with others in the survey, will help the FSA to consider what could be done to make food safer for everyone, for example to reduce the number of cases of food poisoning each year.

An interviewer will visit your address in the next few weeks to explain the survey in more detail. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

Your address has been randomly selected from the Royal Mail's list of addresses. Your participation in the survey is voluntary, but to ensure that it represents all parts of the population it is important that your household takes part. We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random. **As a thank you for completing the interview we will give that person a £10 High Street shopping voucher.**

Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0207 656 5799 (between 9.30 am and 5pm Monday to Friday). In addition we have also provided answers to some common questions overleaf.

We very much hope you will take part in this important study and thank you in advance for your help.

Yours faithfully,



Robyn Poliso  
Food Standards Agency

## **FREQUENTLY ASKED QUESTIONS**

### **Why is this survey being carried out?**

The Food and You survey explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. Over 2,000 people across England, Wales, Scotland and Northern Ireland will be interviewed for the survey.

The Food Standards Agency (FSA) provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The FSA bases its decisions and advice on the best evidence available and the new survey will be a key source of high quality information on people's views, attitudes and behaviours towards food issues. It will also allow us to see if, and how, these change over time.

### **What is the survey about?**

The survey covers a range of issues on eating habits and food safety. We're interested in your views on food issues and what you do in relation to food.

### **Who is carrying out the survey?**

The survey is being carried out by TNS BMRB, an independent research company. They carry out many surveys for a range of organisations including government departments and local authorities. Interviewers from Kantar Operations will carry out the interviews on behalf of TNS BMRB.

### **Why has my address been chosen?**

Your address has been randomly selected from the Royal Mail's publically available list of residential addresses in the UK. It is important to have a random selection so that the results of the survey reflect the experiences and views of the whole population.

### **What will happen to the answers I give?**

They will be used, in the form of figures and reports, by those interested in food and food safety. When the results of the study are published it will not be possible to tell which person gave which answer. An anonymised copy of the results from the survey will be available on the UK Data Archive.

### **Will my name be passed on to anyone else?**

Your name and address details will be stored securely by TNS BMRB. They will not pass on your details to anybody without your permission and will delete your contact details upon completion of the study.

### **If I have any other questions?**

We hope this answers any questions you may have and emphasises the importance of the survey. If you have any other questions about the survey, please do not hesitate to contact TNS BMRB on 0207 656 5799.