



## Part I: Introduction

Hi, my name is ..... I'm calling on behalf of Michigan State University. We are conducting an important national survey on some topics related to food. The interview will only take about 20 minutes.

May I speak with the person in the household who had the most recent birthday and who is 18 years or older? **If respondent unsure**, ask to speak with someone who is 18 years or older. **If none present, SAY** I'm sorry but the survey is intended only for those 18 years and older, thank the respondent for his/her time and terminate interview.

Your participation is voluntary and you may choose not to participate. As well, you don't have to answer any question you don't want to. We cannot identify you personally, and we will keep anything you say confidential to the maximum extent allowable by law. At the end of the survey we will ask if you would like to participate in future studies. If you would like to be involved in future studies, we will ask for your name and telephone number. You may choose not to be involved in future studies and you may refuse to provide your contact information. If you have any questions about this survey, I will provide a toll free telephone number for you to call to get more information.

For quality control purposes, this interview may be monitored by one of my supervisors.

(If you have any questions about your rights or role in research, you may contact Dr. Peter Valsenko, Chair of the University Committee for Research Involving Human Subjects at 517.355.2180. Should you have any questions about this study or your participation in it, you are welcome to contact Dr. Craig Harris at 517.355.5048.)

## Part II: General Food Safety

0. What comes to mind you hear the term "food safety?"

[Clarify response]

1. Are you concerned about the safety of the foods you eat?

1. Yes

2. No—**Go to question 3**

2. And would you say that you are very concerned, fairly concerned, or not too concerned?

1 Very concerned

2 Fairly concerned

3 Not too concerned



3. Would you say you think about food safety...

1. Everyday
2. Several times a week
3. Once in a while
4. Hardly at all
5. Or never

4. Would you say you do...

1. All of the meal preparation in your household
2. Most of the meal preparation
3. Some
4. Hardly any
5. Or none at all

5. Do you do...

1. All of the food shopping in your household
2. Most of the food shopping
3. Some
4. Hardly any
5. Or none at all—**Go to question 6**

6. The last time you were shopping for food, did you think about whether the food you were buying was safe to eat?

1. Yes
2. No

7. About how many times a week do you eat at a restaurant?

1. Everyday
2. Several times/days a week
3. About once or twice a week
4. Or less than once a week—**Go to question 9**

8. The last time you ate at a restaurant, did you think about whether the food you were buying was safe to eat?

1. Yes
2. No



9 Are there any food items you won't buy or eat because you think they are likely to be unsafe?

1. Yes
2. No

10. In terms of your eating preferences, do you consider yourself to be a vegetarian or vegan?

1. Yes
2. No

11. How would you rate your knowledge about food safety? Would you say you know a lot, quite a bit, a little, or not much at all?

1. A lot
2. Quite a bit
3. A little
4. Not much at all

*Now I'd like to ask you about certain things that some people believe may be related to food safety.*

12. Are you concerned about food-borne illnesses, such as Salmonella, Ecoli or Listeria, in the foods you eat?

1. Yes
2. No—**Go to question 14**

13. And would you say, you are very concerned, somewhat concerned, or a little concerned?

- 1 Very concerned
- 2 Somewhat concerned
- 3 A little concerned

14. Are you concerned about antibiotics or hormones in the foods you eat?

1. Yes
2. No—**Go to question 16**

15. And you would say you are very concerned, somewhat concerned, or a little concerned?

- 1 Very concerned
- 2 Somewhat concerned
- 3 A little concerned



16. Are you concerned about pesticides or chemical residues on the fruits and vegetables you eat?

1. Yes
2. No—**Go to question 18**

17. And you would say you are very concerned, somewhat concerned, or a little concerned?

- 1 Very concerned
- 2 Somewhat concerned
- 3 A little concerned

18. And finally, are you concerned about additives or preservatives in the foods you eat?

1. Yes
2. No—**Go to question 20**

19. And you would say you are very concerned, somewhat concerned, or a little concerned?

- 1 Very concerned
- 2 Somewhat concerned
- 3 A little concerned

20. Do you personally believe you have...

1. A great deal of control over the safety of the foods you eat
2. Some control
3. A little control
4. Or no control over the safety of the foods you eat

### **Part III: Policy Preferences**

People have different opinions about the food system in the United States. Please tell me whether you strongly agree, agree, are undecided, disagree, or strongly disagree with the following statements. [ROTATE STATEMENTS]

21. Labels should contain information about the safety of foods.
22. The government should ban the sale of foods that are less safe even if they are more nutritious or healthy..
23. The government should ban the sale of foods that are less safe even if they are more tasty or flavorful.
24. All imported foods should be subject to the same inspection processes as domestically produced foods.
25. The government should ban the sale of foods that are less safe even if they are more convenient to prepare and cook..
26. Imported foods are as safe as domestic foods, and thus do not require additional regulations.



27. Anyone should have the option of buying any foods I want regardless of how safe or unsafe they may be.

[If answered strongly agree to Q27 GO TO Q29, OTHERWISE ASK Q28]

28. If labels contained safety information, would you strongly agree, agree, be undecided, disagree, or strongly disagree with the statement: Anyone should have the option of buying any foods I want regardless of how safe or unsafe they may be.

1. Strongly agree
2. Agree
3. Undecided
4. Disagree
5. Strongly disagree

29. Which ONE of the following groups do you believe should be most responsible for insuring that the foods you eat are safe? [ROTATE ITEMS]

1. Food processors and manufacturers
2. Farmers
3. Federal government
4. Restaurants
5. Grocery stores or supermarkets
6. Or individual consumers

#### **Part IV: Trust**

Now, I'd like to ask you for your opinion about these different groups.

30. The Food and Drug Administration and Department of Agriculture are the two government agencies most responsible for insuring that the foods you eat are safe. How would you rate the performance of these government agencies in making sure the foods you eat are safe? Would say they are doing...

1. A very good job
2. A good job
3. Neither a good nor poor job
4. A poor job
5. Or a very poor job



31. How capable do you think these government agencies are in making sure the foods you eat are safe?

1. Very capable
2. Somewhat capable
3. Neither capable nor incapable
4. Somewhat incapable
5. Or very incapable

32. How committed do you think these government agencies are to making sure the foods you eat are safe?

1. Very committed
2. Somewhat committed
3. A little committed
4. Or not at all committed

33. Do you think government agencies have enough resources, that is staff, expertise, money, and information, to insure that the foods you eat are safe?

1. Yes—**Go to question 35**
2. No

34. Would you say they need...

1. A lot more resources
2. Some additional resources
3. Or a few more resources

Next, I would like to ask you about other groups or organizations that also play a role in making sure the foods you eat are safe. How would you rate the performance of each of the following groups in making sure the foods you eat are safe? Would say they are doing a very good job, a good job, a poor job, or a very poor job?

35. Food processors and manufacturers
36. Farmers
37. Grocery stores and supermarkets
38. Restaurants
39. Average Americans as they buy, handle and cook food



1. A very good job
2. A good job
3. Neither a good nor poor job
4. A poor job
5. Or a very poor job

How capable do you think each of these groups are in making sure the foods you eat are safe? Would you they say are very capable, somewhat capable, somewhat incapable, or very incapable?

40. Food processors and manufacturers
41. Farmers
42. Grocery stores and supermarkets
43. Restaurants
44. Americans as they buy, handle and cook food

1. Very capable
2. Somewhat capable
3. Neither capable nor incapable
4. Somewhat incapable
5. Or very incapable

How committed do you think each group is to making sure the foods you eat are safe? Would you say they are very committed, somewhat committed, a little committed, or not at all committed.

45. Food processors and manufacturers
46. Farmers
47. Grocery stores and supermarkets
48. Restaurants
49. Americans as they buy, handle and cook food

Do you think each of these groups have enough resources, that is staff, expertise, money, and information, to insure that the foods you eat are safe?

50. Food processors and manufacturers
51. Farmers
52. Grocery stores and supermarkets
53. Restaurants
54. Americans as they buy, handle and cook food

1. Yes
2. No—**Ask follow-up question immediately below**



Would you say they need...

1. A lot more resources
2. Some additional resources
3. Or a few more resources

55. Thinking about yourself as you buy, handle and cook food ... How would you rate your performance in making sure the foods you eat are safe? Would say you are doing...

1. A very good job
2. A good job
3. Neither a good nor poor job
4. A poor job
5. Or a very poor job

56. How capable do you think you are in making sure the foods you eat are safe?

1. Very capable
2. Somewhat capable
3. Neither capable nor incapable
4. Somewhat incapable
5. Or very incapable

57. How committed are you to making sure the foods they eat are safe?

1. Very committed
2. Somewhat committed
3. Or a little committed
4. Not at all committed

58. Do you think you have enough resources, that is expertise, money, and information, to insure that the foods you eat are safe?

1. Yes—**Go to question 60**
2. No

59. Would you say you need...

1. A lot more resources
2. Some additional resources
3. Or a few more resources

### **Part V: Trade-offs/Fungibility**

Now I would to ask you to choose between foods with different attributes and safety.



59. Which would you be more likely to buy:

1. A food that has more taste but is less safe
2. Or a food that has less taste but is more safe

60. Which would you be more likely to buy:

1. A food that is more nutritious or healthy but is less safe
2. A food that is less nutritious or healthy but is more safe

61. Which would you be more likely to buy:

1. A food that is more convenient to prepare or cook but is less safe
2. A food that is less convenient to prepare or cook but is more safe

*Now I would like to ask you to rate food items according to different attributes. [Split panel design—randomly assign **TWO** of the following CAN/FRESH, ,ORGANIC/NON-ORGANIC, HOME/RESTAURANT, and IMPORTED/DOMESTIC to each respondent]*

62. Which do you think is safer—canned foods or fresh foods?

1. Canned foods
2. Fresh foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

63. Which do you think has higher quality—canned foods or fresh foods?

1. Canned foods
2. Fresh foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

64. Which do you think is more expensive—canned foods or fresh foods?

1. Canned foods
2. Fresh foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]



65. In comparison to canned foods, would you say you buy...

1. A lot more fresh foods
2. A little more
3. A little less
4. Or a lot less fresh foods
  
5. About the same [DO NOT READ]
6. Do not buy/eat canned and fresh foods [DO NOT READ]

66. Which do you think is safer—non-organic or organic foods and beverages?

1. Non-organic foods
2. Organic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

67. Which do you think has higher quality—non-organic or organic foods and beverages?

1. Non-organic foods
2. Organic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

68. Which do you think is more expensive—non-organic or organic foods and beverages?

1. Non-organic foods
2. Organic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

69. In comparison to organic foods and beverages, would you say you buy...

1. A lot more non-organic foods and beverages
2. A little more
3. A little less
4. Or a lot less non-organic foods and beverages
  
5. About the same [DO NOT READ]
6. Do not buy/eat organic/non-organic foods and beverages [DO NOT READ]



70. Which do you think is safer—meals prepared at home or meals prepared at restaurants?

1. At home
2. Restaurants
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

71. Which do you think has higher quality— meals prepared at home or meals prepared at restaurants?

1. At home
2. Restaurants
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

72. Which do you think is more expensive— meals prepared at home or meals prepared at restaurants?

1. At home
2. Restaurants
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

73. In comparison to meals prepared at home, would you say you buy...

1. A lot more meals at restaurants
2. A little more
3. A little less
4. Or a lot less meals at restaurants
5. About the same [DO NOT READ]
6. Do not buy/eat organic/non-organic foods and beverages [DO NOT READ]

74. Which do you think is safer—imported or domestic foods?

1. Imported foods
2. Domestic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

75. Which do you think has higher quality— imported or domestic foods?

1. Imported foods
2. Domestic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]



76. Which do you think is more expensive— imported or domestic foods?

1. Imported foods
2. Domestic foods
3. About the same [DO NOT READ]
4. Neither [DO NOT READ]

77. In comparison to imported foods and beverages, would you say you buy...

1. A lot more domestic foods
2. A little more
3. A little less
4. Or a lot less domestic foods
5. About the same [DO NOT READ]
6. Do not buy/eat imported/domestic foods [DO NOT READ]

## **Part VI: Foodborne Diseases**

*There is some debate among different groups about how safe foods should be. Before asking your opinion about how safe foods should be...*

78. About what percentage of the U.S. population do you think gets sick from consuming contaminated foods and beverages each year?

[enter percentage]

79. About what percentage of the U.S. population do you think is hospitalized from consuming contaminated foods and beverages each year?

[enter percentage]

80. And about what percentage of those hospitalized do you think die from consuming contaminated foods and beverages each year?

[enter percentage]

81. The Center for Disease Control and Prevention estimates that about 25 percent of the population will get sick because of consuming contaminated foods and beverages. Do you think this percentage is...

1. Very acceptable
2. Acceptable
3. Neither acceptable nor unacceptable
4. Unacceptable
5. Or very unacceptable



82. The Center for Disease Control and Prevention also estimates that less than one percent of the U.S. population or about 325,000 people are hospitalized because of foodborne disease in a given year. Do you think this percentage is...

1. Very acceptable
2. Acceptable
3. Neither acceptable nor unacceptable
4. Unacceptable
5. Or very unacceptable

83. The Center for Disease Control and Prevention estimates that of those who are hospitalized less than two percent of them or about 5,000 people die because of foodborne diseases. Do you think this percentage is...

1. Very acceptable
2. Acceptable
3. Neither acceptable nor unacceptable
4. Unacceptable
5. Or very unacceptable

[SPLIT PANEL DESIGN—HALF RESPONDENTS ASKED PERCENTAGES (Q. 84, 85)  
HALF NUMBERS (86, 87)]

84. Some food experts believe that that the number of hospitalizations due to foodborne diseases could be reduced by 50% through more stringent measures. However, this would increase the costs of food for the average family. Would you be willing to pay an extra 5 percent per year in your family food bill for this higher level of safety?

1. Yes
2. No

85. [If YES TO Q84] Would you be willing to pay an extra 10 percent?

1. Yes
2. No

[IF NO TO Q84] Would be willing to pay an extra 2.5 percent?

1. Yes
2. No



85. Some food experts believe that that the number of hospitalizations due to food borne diseases could be reduced by 50% to 162,500 through more stringent measures. However, this would increase the costs of food for the average family. If the average family currently spends \$5,400 on food, would you be willing to pay an extra \$270 per year in your family food bill for this higher level of safety?

1. Yes
2. No

86. [If YES TO Q85] Would you be willing to pay an extra \$540?

1. Yes
2. No

[IF NO TO Q85] Would be willing to pay an extra \$140?

1. Yes
2. No

#### **PART VI: Socio-Demographics**

*Finally, I would just like to ask you some information about yourself to be used for statistical purposes only.*

87. Have you had a case of food poisoning within the last year, or not?

1. Yes
2. No

88. Has anyone living in your household had a case of food poisoning within the last year?

1. Yes
2. No

89. Is anyone in your household allergic to any foods?

1. Yes
2. No

90. Are there any children under the age of 6 in your household?

1. Yes
2. No



91. Is there anyone in your household age 65 or over?

1. Yes
2. No

92. What was your age on your last birthday?

93. Would you say you live in a rural community, a small city or town, a suburb, or an urban community?

1. Rural
2. Small city/town
3. Suburb
4. Urban

94. What is the highest level of education that you have completed?

1. Less than high school
2. High school degree
3. Some college/technical school
4. Technical school graduate
5. Bachelor's degree
6. Graduate degree

95. What is your marital status?

1. Never married
2. Separated/Divorced
3. Married
4. Widowed

96. How would you describe your race or ethnicity?

**DO NOT READ**

1. Caucasian/White
2. African American/Black
3. Hispanic
4. Asian
5. Aboriginal/Native American
4. Other



97. Please stop me when I reach the category that best describes your annual household income before taxes.

1. Less than \$15,000
2. \$15,000 to \$34,999
3. \$35,000 to \$49,999
4. \$50,000 to \$74,999
5. \$75,000 to \$99,999
6. \$100,000 or more

98. Would you like to be involved in future research projects regarding food safety?

1. Yes
2. No—**End Survey**

99. Record name and telephone number

100. INTERVIEWER RECORD SEX:

1. Female
2. Male