



Newton Wayman Chong
& Associates Pty Ltd
ABN 24 304 324 557

Level 4
171 La Trobe Street
Melbourne VIC 3000

Telephone +61 (3) 9935 5700

Facsimile +61 (3) 9935 5711

www.nwcresearch.com

CONSUMER AWARENESS AND KNOWLEDGE STUDY

- A RESEARCH REPORT -

Prepared for:

Department of Human Services
16/120 Spencer Street
Melbourne 3000

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EXECUTIVE SUMMARY

The vast proportion of food shopping (91%) occurs on a weekly or more frequent basis. However, possibly reflecting broader social trends in Australia lifestyles behaviour, almost one in ten people (7%) now shop for food on a daily basis.

Four out of every five respondents (79%) purchase their household's food from a supermarket. However, almost one in ten respondents purchases their food from a market (8%), or from a specialist retailer (7%) such as a butchers or poultry shop.

In the case of two thirds of respondents we interviewed, food preparation is shared with a spouse or partner (64%). The incidence of sharing food preparation responsibilities with a spouse or partner is strongest amongst *Generation X* households aged 35 to 44 years olds (83%), and lowest in households from a non-English speaking European background (39%).

An important consideration for the development of future food safety strategies and campaigns, is the fact that 40% of households include children in food preparation activities at some point. Children are most likely to be active food preparers in household with an annual household income over \$80,000 (54%), and households when the respondent is either responsible for home duties (60%) or aged 35-44 years old (63%).

Two thirds of respondents (64%) prepared, handled or cooked raw chicken on a weekly or more frequent basis. The vast majority of households (89%) prepare, handle or cook raw meat (other than chicken) on a weekly or more frequent basis.

Almost three quarters of respondents (71%) indicate that they enjoy preparing food for their household. Only one in ten (10%) said that they did not enjoy food preparation.

Respondents display very favourable safety practices compliance in regards to washing their hands after touching raw meats, and rinsing a cutting board that has been previously used for preparing raw meats. Likewise, compliance in regards to avoiding combining cooked and uncooked meats during preparation or storage are also very favourable.

However, safe food preparation practices in regard to using separate cutting boards and knives for raw chicken is heavily (and evenly) polarised between respondents who Always (43%) and Never (41%) adhere to this practice.

Storage compliance, which later in this report respondents indicate is a key area where they lack knowledge of safe food practices, is not as consistently adhered too, particular leaving hot foods at room temperature for more than 4 hours.

The majority of respondents (70%) do not know what temperature their refrigerator is set at, in either degree, Celsius or Fahrenheit. Awareness of refrigerator temperature settings is lowest for respondents from a non-English speaking household (84%), or from Asian speaking households (76%).

Awareness of unsafe food practices relating to hand washing, rinsing surfaces that have come into contact with raw meat, the use of separate preparation areas for raw meat or other foods is generally high.

However, the findings indicate that there is a degree of confusion over defrosting meat outside of the refrigerator, and a high proportion of people that (perhaps) do not fully appreciate the health dangers of leaving cold food outside of the refrigerator for prolonged periods, and serving marinades that combines cooked and raw ingredients.

Almost three quarters of respondents recall seeing, hearing or reading information that relates to food safety.

Importantly, awareness of food safety message recall has a strong correlation with respondent age. Recall of food safety messages declines steadily with age, and is particularly weak amongst the older and aged segments in the population.

Awareness of food safety message recall is being driven by a wide range of formal and informal sources. Predictably, mainstream media, include television, newspapers and magazines are the primary sources for acquiring food safety information.

Importantly, from a media placement perspective, food safety awareness amongst aged respondents (65+) demonstrates a significant bias towards printed media, in particular newspapers (36%) and magazines (30%).

The most commonly recalled food safety messages pertain to washing hands (20%), using separate chopping block for uncooked meats and vegetables (16%), storing food at correct temperatures (15%), being especially conscious of food safety when preparing or handling raw chicken (10%), and using separate utensils for uncooked meat (10%).

Important gender differences include, only 1% of males mention awareness of storing food at correct temperatures (compared to 13% for females), 8% of females mention using separate knives for preparing uncooked meats (compared to 16% for males).

Demographically, full-time workers are less likely to mention avoiding storing food out of the refrigerator or prolonged periods (4%) versus the rest of the general adult population, and respondents from high income (\$80k+) consistently demonstrate a higher level of recall for safe food safety message content than lower income families.

Respondents from non-English speaking European (11%) and Asian (10%) households are most likely groups in the general population to rate themselves as having poor knowledge of safe food practices.

Storage related issues, in terms of both appropriate temperature settings and duration of storage, are the most common areas where the population believes they lack knowledge. There are no statistically significant differences on this measure between the different demographic sub-groups.

1. INTRODUCTION

1.1 BACKGROUND

The Department of Human Services Food Safety Unit is responsible for ensuring that food produced and consumed in Victoria meets national safety standards. It is a lead agency in administering the food safety regulatory framework and food laws in Victoria. It also has a key role in informing businesses and the community about food safety matters in general.

A number of consumer food safety communications activities to raise consumer awareness and knowledge of specific safe food handling practices are being proposed and implemented from late 2005 through to mid 2008.

In order to maintain an up to date understanding of consumer knowledge and attitudes to food safety, and to evaluate the effectiveness of these communications activities, quantitative market research activities to monitor and track changes in consumer awareness, knowledge and behaviour was required.

Specifically research was required to ascertain and track consumer awareness and knowledge of safe food handling practices and of food safety messages, over a 30 month period.

1.2 OBJECTIVES

The nominated research objectives for the project included:

- ✦ Identify consumer knowledge of specific safe food handling practices.
- ✦ Identify differences in consumer awareness, knowledge, attitudes and behaviours across different consumer segments.
- ✦ Provide comparisons and track variances in consumer awareness, knowledge, attitudes and behaviours at least every 12 months.
- ✦ Identify gaps in consumer knowledge related to food safety practices.
- ✦ Identify consumer awareness of food safety messages and of specific food safety communication activities.
- ✦ Identify the influence of food safety messages and specific activities have on consumers.

1.2 METHODOLOGY

Quantitative telephone surveys of food consumers and buyers:

- ✦ Three (3) survey rounds at no less than twelve (12) monthly intervals.
- ✦ 400 interview sample size each round.
- ✦ Average 15 minute telephone interview.
- ✦ 30% sample from regional Victoria.
- ✦ 20% CALD sample.

In addition to the regional and CALD quotas, we implemented “soft quotas” (loose targets) for age and gender to ensure the sample we collected was representative of the Victoria population. The electronic Whitepages was used as the sample source, and numbers were randomly selected to ensure regional, rural and more remote locations were appropriately represented.

To minimise self selection bias we selected as the respondent, from any given household, the person who had the last birthday.

2. KEY FINDINGS

2.1 FOOD BUYING HABITS, PREPARATION & ATTITUDES

Respondents were asked how often they shopped for food, either for themselves or other people in their household.

The vast proportion of food shopping (91%) occurs on a weekly or more frequent basis. However, possibly reflecting broader social trends in Australia lifestyles behaviour, almost one in ten people (7%) now shop for food on a daily basis.

The incidence of daily food shopping is stronger amongst households from a non-English speaking European background (16%), people who mainly shop for food from a specialist retailer (17%) such as a butchers or poultry shop, and people who are responsible for home duties (11%).

The incidence of people who never or rarely (Less than Weekly) shop for food is strongest amongst males (17%), and people aged 18 to 24 years old (21%), mainly because they are living with parents or partner.

Table 1: Frequency of Shopping for Food
(n=400)

	Total %
Every day	7
Weekly or more often	84
Monthly or more often	7
Never	1
Don't know	-

Respondents who indicated that they shopped for food, either for themselves or other people in their household, were asked where they mainly bought their food from.

Four out of every five respondents (79%) purchase their household's food from a supermarket. However, almost one in ten respondents purchases their food from a market (8%), or from a specialist retailer (7%) such as a butchers or poultry shop.

The people most likely to purchase their household's food outside of a supermarket are from a non-English speaking European (37%) background, and or those who subjectively rate themselves as having a low (Neither Good nor Poor/Poor/Very Poor) level of food safety awareness (31%).

Table 2: Main Place of Food Purchase
(n=400)

	Total %
Supermarket	79
Market	8
Specialist retailer e.g. butcher shop, poultry shop	7
Ethnic food store	2
Supermarket and speciality shops equally	1
Supermarket and market equally	1
Supermarket, market and speciality shops equally	1
Other	1
Don't know	1

Respondents were asked, who apart from themselves, prepared food in their household. Please note that all respondents included in the sample were screened to be active in household food preparation.

In the case of two thirds of respondents we interviewed, food preparation is shared with a spouse or partner (64%). The incidence of sharing food preparation responsibilities with a spouse or partner is strongest amongst *Generation X* households aged 35 to 44 years olds (83%), and lowest in households from a non-English speaking European background (39%).

An important consideration for the development of future food safety strategies and campaigns, is the fact that 40% of households include children in food preparation activities, at some point. Children are most likely to be active food preparers in household with an annual income household income over \$80,000 (54%), and households when the respondent is either responsible for home duties (60%) or aged 35-44 years old (63%).

**Table 3: Other Person/s Responsible for Food Preparation
(n=378)**

	Total %
Spouse/Partner	64
Children	40
Friends	8
Parents	2
Brother/sister	2
Family/family members/extended family	1
Mother	1
Grandchildren	1
Housemate/roommate	1
Other	1
No one	16
Refused	-

Respondents were asked how often they prepared, handled or cooked raw chicken.

Two thirds of respondents (64%) prepared, handled or cooked raw chicken on a weekly or more frequent basis. Respondents most likely to prepare, handle or cook raw chicken on a weekly or more frequent basis includes people who mainly purchase their household's food from a specialist retailer (79%) such as a butchers or poultry shop, or from Asian speaking households (76%).

**Table 4: Frequency of Handling Raw Chicken
(n=400)**

	Total %
Every day	1
Weekly or more often	63
Monthly or more often	24
Less than monthly	6
Never	6
Don't know	-

As a point of comparison with raw chicken, respondents were asked how often they prepared, handled or cooked other raw meats.

The vast majority of households (89%) prepare, handle or cook raw meat (other than chicken) on a weekly or more frequent basis. Respondents most likely to prepare, handle or cook raw meat (other than chicken) on a weekly or more frequent basis includes household that mainly purchase meat from either a specialist meat retailer (97%) or from a market (97%).

Table 5: Frequency of Handling Other Raw Meats
(n=400)

	Total %
Every day	19
Weekly or more often	70
Monthly or more often	8
Less than monthly	2
Never	2

Respondents were asked to subjectively rate how much they personally enjoyed preparing food for their household.

Almost three quarters of respondents (71%) indicate that they enjoy preparing food for their household. Only one in ten (10%) said that they did not enjoy food preparation. The respondents who demonstrate the highest level of engagement with food preparation (Enjoy it a lot) includes respondents from households with a high (\$80K+) annual income (33%), and people from a non-English speaking European (29%) background.

Table 6: Level of Enjoyment in Preparing Food for Households
(n=400)

	Total %
Enjoy it a lot	25
Enjoy it	46
Neither enjoy nor not enjoy it	19
Do not enjoy it	7
Do not enjoy it at all	3
Don't know	1

2.2 FOOD SAFETY BEHAVIOURS

Respondents were presented with a series of prompted statements, designed to determine how frequently (if at all) that the respondent was involved with unsafe food handling, storage or preparation behaviours.

Respondents display very favourable safety practices compliance in regards to washing their hands after touching raw meats, and rinsing a cutting board that has been previously used for preparing raw meats. Likewise, compliance in regards to avoiding combining cooked and uncooked meats during preparation or storage are also very favourable.

However, safe food preparation practices in regard to using separate cutting boards and knives for raw chicken is heavily (and evenly) polarised between respondents who Always (43%) and Never (41%) adhere to this practice.

Storage compliance, which later in this report respondents indicate is a key area where they lack knowledge of safe food practices, is not as consistently adhered too, particular leaving hot foods at room temperature for more than 4 hours.

There are notable variations in complete compliance (ie, the respondent Always/Never) with safe food practices by gender. Males are less likely to wash their hands after touching raw chicken (71% compliance versus 85% for females) or other meats (77% compliance versus 89% for females), use separate cutting boards (34% compliance versus 47% for females), and pour marinades that contain raw meat over cooked meat (82% compliance versus 93% for females).

Asian and non-English speaking European background respondents are more likely to demonstrate lower levels of compliance in terms of rinsing cutting boards (Asians 62% /non-English Europeans 61%), leaving cold food out of the fridge for more than 4 hours (Asians 52% /non-English Europeans 47%), serving marinades that contain raw meats (Asians 81% /non-English Europeans 84%), leaving hood foods outside the fridge for more than 4 hours (Asians 62% /non-English Europeans 61%), and defrosting foods outside the fridge (Asians 10% /non-English Europeans 21%).

Table 7: Behaviours Whilst Preparing Food
(n=400)

	Always %	Most of the time %	Some- times %	Rarely %	Never %	Don't know %
Wash your hands after touching raw meats or fish	85	8	3	2	2	-
Wash your hands after touching raw chicken meat	81	7	5	2	5	-
Rinse cutting boards, knives and plates used for raw chicken before using them for other food	78	6	4	2	10	1
Use separate cutting boards or knives for just raw chicken meat	43	6	4	5	41	1
Defrost frozen foods outside the fridge	15	18	33	16	19	1
Put cooked meats back onto the same plates used to store raw meats without washing them first	2	-	2	3	94	-
Pour marinades that contained raw meat over cooked meat	2	1	6	7	83	1
Leave cold food out of the fridge for more than 4 hours	1	2	12	19	67	1
Leave hot foods at room temperature for more than 4 hours	1	3	13	21	62	-

Respondents were asked to nominate, in either degrees Celsius or Fahrenheit, what temperature their refrigerator is set at. During coding all responses provided in degree Fahrenheit were converted to degrees Celsius to allow for direct comparison. Please note that 85% of responses were provided in degrees Celsius.

The majority of respondents (70%) do not know what temperature their refrigerator is set at, in either degrees Celsius or Fahrenheit. Awareness of refrigerator temperature settings is lowest for respondents from a non-English speaking household (84%), or from Asian speaking households (76%).

Typically, those respondents who believed that they did know what temperature their refrigerator is set at indicated a temperature range between three and five degrees Celsius.

Table 8: Refrigerator Temperature (in Degrees Celsius)
(n=400)

	Total %
10	-
8	-
7	-
6	1
5	4
4	10
3	7
2	3
1	1
0	-
-3	1
-4	-
-6	-
-10	-
Refused	1
Don't know	70
Other	2

2.3 FOOD SAFETY AWARENESS

Respondents were presented with a series of prompted statements, designed to determine attitudinally how safe or unsafe the respondent considered different unsafe food handling, storage or preparation behaviours were.

Awareness of unsafe food practices relating to hand washing, rinsing surfaces that have come into contact with raw meat, the use of separate preparation areas for raw meat of other foods is generally high.

However, the findings indicate that there is a degree of confusion over defrosting meat outside of the refrigerator, and a high proportion of people that (perhaps) do not fully appreciate the health dangers of leaving cold food outside of the refrigerator for prolonged periods, and serving marinades that combines cooked and raw ingredients.

Respondents from an English speaking background are universally more likely to demonstrate prudent attitudes towards food safety, than their Asian or non-English speaking European background counterparts.

Table 9: Attitudes Whilst Preparing Food
(n=400)

	Very safe %	Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %
Wash your hands after touching raw chicken meat	66	29	3	1	2
Wash your hands after touching raw meats or fish	66	29	2	2	2
Use separate cutting boards or knives for just raw chicken meat	50	34	9	5	3
Rinse cutting boards, knives and plates used for raw chicken before using them for other food	46	33	5	10	8
Store cold foods at 8 degrees Celsius or above	7	15	17	35	26
Put cooked meats back onto the same plates used to store raw meats without washing them first	4	2	1	35	59
Defrost frozen foods outside the fridge	3	31	22	28	16
Leave hot foods at room temperature for more than 4 hours	2	7	8	48	35
Leave cold food out of the fridge for more than 4 hours	2	7	8	48	36
Pour marinades that contained raw meat over cooked meat	2	4	6	36	52

Respondents were asked, apart from the survey itself, if they could recall seeing, hearing or reading

any information regarding food safety.

Almost three quarters of respondents recall seeing, hearing or reading information that relates to food safety. Ironically, given their above average levels of food shopping and preparation behaviour, awareness of food safety messages is weakest amongst respondents responsible for home duties (64%). People from either an Asian (52%) or non-English speaking European (39%) background also display comparatively weak levels of awareness.

There are no gender differences on this issue, with the same proportion of males and females (72%) indicating that they recall seeing, hearing or reading a food safety message.

Table 10: Recall Information About Food Safety
(n=400)

	Total %
Yes	72
Can't recall anything/Don't know	28

Importantly, as *Table 12* demonstrates, awareness of food safety message recall has a strong correlation with respondent age. Recall of food safety messages declines steadily with age, and is particularly weak amongst the older and aged segments in the population.

Table 11: Recall Information About Food Safety (by Respondent Age)

	18-24 % (24)	25-34 % (68)	35-44 % (93)	45-64 % (141)	65+ % (74)
Yes	96	78	73	67	68
Can't recall anything/Don't know	4	22	27	33	32

Respondents who indicated that they had recalled seeing, hearing or reading any information regarding food safety, were asked to nominate where they recalled seeing, hearing or reading the information.

Awareness of food safety message recall is being driven by a wide range of formal and informal sources. Predictably, mainstream media, include television, newspapers and magazines are the primary sources for acquiring food safety information.

Importantly, from a media placement perspective, food safety awareness amongst aged respondents (65+) demonstrates a significant bias towards printed media, in particular newspapers (36%) and magazines (30%).

**Table 12: Sources Where Information Was Recalled
(n=289)**

	Total %
On TV/TV programs/TV news	31
Newspapers (unspecified)	20
Magazines (unspecified)	20
Through work/work in a profession which involves food handling	14
Did a food safety course/part of my studies	12
On A Current Affair program	11
Brochures/leaflets/pamphlets/booklets	7
At school	6
Radio	5
Through family and friends	5
Books/text books	4
Signage/posters	4
Food shows/cooking shows	4
School canteens	3
On news/news reports	3
Advertising/commercials	3
Local papers	2
Word of mouth	2
Information/literature from council	2
Articles on food safety	2
The Age	2

Table 13: Sources Where Information Was Recalled (Continued)
(n=289)

	Total %
Herald Sun	2
Cookbooks	1
At child care centres	1
OHS meetings/OHS notices	1
Women's Weekly	1
On food items/food packaging	1
Internet	1
In journals	1
Hospitals	1
Through the food industry	-
Other	3
Don't know/not stated	-

Respondents who indicated that they had recalled seeing, hearing or reading any information regarding food safety, were asked to describe what specific food safety messages they recalled.

The most commonly recalled food safety messages pertain to washing hands (20%), using separate chopping block for uncooked meats and vegetables (16%), storing food at correct temperatures (15%), being especially conscious of food safety when preparing or handling raw chicken (10%), and using separate utensils for uncooked meat (10%).

Important gender differences include, only 1% of males mention awareness of storing food at correct temperatures (compared to 13% for females), 8% of females mention using separate knives for preparing uncooked meats (compared to 16% for males).

Demographically, full-time workers are less likely to mention avoiding storing food out of the refrigerator or prolonged periods (4%) versus the rest of the general adult population, and respondents from high income (\$80k+) consistently demonstrate a higher level of recall for safe food safety message content than lower income families.

**Table 14: Messages of Information Recalled
(n=289)**

	Total %
Hand washing/wash hands after touching raw meat, rubbish and going to the toilet	20
Separate chopping boards – don't mix up raw and cooked meats and vegetables	16
Store food at the correct temperature/avoid the temperature danger zones	15
Chicken (be careful with it/don't mix with other foods/cook well)	10
Separate utensils, knives and plates for raw and cooked foods	10
Safe food storage in the fridge or cool room – correct temperature	9
Don't leave food out of the fridge for too long (or at all)	9
Defrost food in the fridge/don't defrost on the bench or in the microwave	9
Safe food storage, food preparation and handling	7
Wash chopping boards (bacteria on them)	7
Hygiene and cleaning	6
Be careful handling raw food/meat (avoid cross contamination)	4
Bacterial is dangerous e.g. food poisoning, take swabs, breeds everywhere	3
Food safety in general/common sense/general knowledge	3
Compliance with Food Safety legislation/need a food handling certificate	3
Use gloves in restaurants, bakeries, takeaways and hospitals	3
Don't let meat juices drip on other foods in the fridge/store raw meat at the bottom of the fridge	3
Separate raw and cooked meats and vegetables	3
Meat – be careful handling it	3
Don't store and prepare different meats together	2
Takeaway food/restaurants/delis may not be kept at the right temperatures or prepared properly	2
Cover food	2
Safe food transport	2
Careful no to put raw meat marinade over cooked meat	2
Thoroughly cook/reheat food (correct cooking temperatures)	2
Commercial food scares/poor practices	2
Don't refreeze thawed meat/food	1

Table 15: Messages of Information Recalled (Continued)
(n=289)

	Total %
Fish – be careful handling it	1
Cooked rice – be careful handling it	1
Bacteria is formed when food (raw or cooked) is not refrigerated	1
Tie hair back/hair nets	1
Dairy foods – be careful handling it	1
Other	10
None	1
Don't know/not stated	11

Respondents were asked to subjectively rate they own level of knowledge in regard to the safe transporting, handling, preparation and cooking of food.

Respondents from non-English speaking European (11%) and Asian (10%) households are most likely groups in the general population to rate themselves as having poor knowledge of safe food practices.

Table 16: Awareness of Food Safety Practices
(n=400)

	Total %
Very poor	1
Quite poor	1
Neither poor nor good	11
Quite good	52
Very good	34
Don't know	1

Respondents were asked to indicate which area (or areas) of food safety they understood least, and might benefit from receiving further information about.

Storage related issues, in terms of both appropriate temperature settings and duration of storage, are the most common areas where the population believes they lack knowledge. There are no statistically significant differences on this measure between the different demographic sub-groups.

**Table 17: Areas of Food Safety Understood the Least
(n=400)**

	Total %
Temperature you keep food at/variety of temperatures on different foods	9
Storage/correct way of storing food	8
How long can uncooked/cooked food be left at room temperature	6
Defrosting techniques/correct method of defrosting	4
Length of storage/length of time food can be stored for	4
Safe transportation of food	4
Preparation of food/how to cook it	4
Handling of food/more information on food handling	3
Everything in general about food safety	3
General hygiene/cleanliness	3
Handling of seafood/fish	3
How to handle meat/raw meat	2
Takeaway food preparation	2
Reheating hygiene safety	2
How long food takes to be contaminated	2
The sharing of boards	2
How long can you leave food outside the fridge to defrost	2
Storage of chicken	2
How safe is it to leave food/meat sitting out of the fridge when defrosting	2
Storage of frozen foods/frozen meats	1
Defrosting in a microwave	1
Use by dates	1
None	43
Don't know	8

Respondents were asked to indicate whether (or not) they had received any formal training in regard to the safe transporting, handling, preparation and cooking of food.

Almost one third of respondents (30%) we spoke to indicate that they have had formal training in food safety and/or food preparation.

**Table 18: Formal Training in Food Safety or Food Preparation
(n=400)**

	Total %
Yes	30
No	70

The incidence of formal food safety and preparations training demonstrates a high degree of correlation with respondent age, and is especially high amongst those respondents aged 35 years old or less.

Table 19: Formal Training in Food Safety or Food Preparation (by Respondent Age)

	18-24 % (24)	25-34 % (68)	35-44 % (93)	45-64 % (141)	65+ % (74)
Yes	58	37	31	23	26
No	42	63	69	77	74

APPENDIX A

QUESTIONNAIRE

**Consumer Awareness and Knowledge Study
English**

Draft version, created 20/03/2006

INTRODUCTION

Good morning/afternoon/evening. My name is **SAY NAME** from NWC Research, the social research company. We're conducting research on food safety practices for the Department of Human Services in Melbourne. Your household has been selected as part of a random sample of Victorians.

To ensure our sample is completely random, can I please speak to a person in your household who sometimes or regularly prepares food, aged 18 years or older, who most recently had their birthday.

NECESSARY RE-INTRODUCE YOURSELF

The survey will take approximately 10 minutes to complete. This is market research and it is carried out in compliance with the Privacy Act and the information you provide will only be used for research purposes. All your responses will be treated with the strictest confidence.

The survey is about the transportation, handling, preparation and cooking of perishable foods. By perishable foods I mean food that can cause an upset stomach or even food poisoning if it is not properly stored or handled. We are thinking about things like fresh meat, dairy products, fresh fruit and vegetables.

SCREENER

ASK ALL

S1 **RECORD GENDER**

SINGLE RESPONSE, DO NOT READ OUT, CHECK QUOTAS

1Male

2 Female

ASK ALL

S2 Which of the following age groups best describes you?

SINGLE RESPONSE, READ OUT, CHECK QUOTAS

1Under 18 years **TERMINATE**

2 18-24 years

3 25-34 years

4 35-44 years

5 45-54 years

6 55-64 years

7 65-74 years

8 75+ years

96 Refused **TERMINATE**

99 Don't know **TERMINATE**

ASK ALL

S3 How often do you prepare food, bought for either yourself or others in your household?

SINGLE RESPONSE, DO NOT READ OUT

1 Every day

2 Weekly or more often

3 Monthly or more often

4 Less than monthly

5 Never **TERMINATE**

96 Refused **TERMINATE**

99 Don't Know **TERMINATE**

ASK ALL

S4 What is the main language spoken in your household?

SINGLE RESPONSE, DO NOT READ OUT, CHECK QUOTAS

1 Arabic

2 Cantonese

3 Croatian

4 English

5 Greek

6 Italian

7 Macedonian

8 Mandarin

9 Serbian

10 Turkish

11 Vietnamese

96 Refused

TERMINATE

97 Other **SPECIFY**

99 Don't Know

TERMINATE

FOOD BUYING HABITS, PREPARATION & ATTITUDES

ASK ALL

Q1 I would like to start by asking some questions about food shopping and preparation.
How often do you shop for food, for either yourself or others in your household?

SINGLE RESPONSE, DO NOT READ OUT

1 Every day

2 Weekly or more often

3 Monthly or more often

4 Less than monthly

5 Never

96 Refused

99 Don't Know

ASK ALL

Q2 Where do you mainly shop for food, bought for either yourself or others in your household?

SINGLE RESPONSE, READ OUT

1 Supermarket

2 Specialist retailers such as butchers shop, poultry shop

3 Market

4 Ethnic food stores

5 Restaurants

97 Other **SPECIFY**

96 Refused

DON'T READ OUT

99 Don't Know

DON'T READ OUT

ASK ALL

Q3 Apart from yourself, who else do you prepare food for in your household?

MULTIPLE RESPONSE, DO NOT READ OUT

1 Partner

2 Friends

3 Children

4 No one

96 Refused

97 Other **SPECIFY**

99 Don't Know

ASK ALL

Q4 How often do you prepare, handle or cook raw chicken?

SINGLE RESPONSE, DO NOT READ OUT

1 Every day

2 Weekly or more often

3 Monthly or more often

4 Less than monthly

5 Never

96 Refused

99 Don't Know

ASK ALL

Q5 And how often do you prepare, handle or cook other raw meats, or fish?

SINGLE RESPONSE, DO NOT READ OUT

1 Every day

2 Weekly or more often

3 Monthly or more often

4 Less than monthly

5 Never

96 Refused

99 Don't Know

ASK ALL

Q6 Do you enjoy preparing food for your household? Would you say that you...?

SINGLE RESPONSE, READ OUT

1 Enjoy it a lot

2 Enjoy it

3 Neither enjoy nor not enjoy it

4 Do not enjoy it

5 Do not enjoy it at all

96 Refused **DON'T READ OUT**

99 Don't Know **DON'T READ OUT**

FOOD SAFETY BEHAVIOUR

ASK ALL

Q7 Using the scale **READ OUT SCALE**, can you tell me how often you do any of the following things when preparing food. How often do you...?
RANDOMIZE ORDER, SINGLE RESPONSE, READ OUT SCALE IF NECESSARY

1 Always

2 Most of the time

3 Sometimes

4 Rarely

5 Never

96 Refused **DON'T READ OUT**

99 Don't Know **DON'T READ OUT**

- 1 Wash your hands after touching raw chicken meat
- 2 Wash your hands after touching raw meats or fish
- 3 Use separate cuttings boards or knives for just raw chicken meat
- 4 Rinse cutting boards, knives and plates used for raw chicken before using them for other food
- 5 Leave cold food out of the fridge for more than 4 hours
- 6 Put cooked meats back into the same plates used to store raw meats without washing them first
- 7 Pour marinades that contained raw meat over cooked meat
- 8 Leave hot foods at room temperature for more than 4 hours
- 9 Defrost frozen foods outside the fridge

ASK ALL

Q8 What temperature is your refrigerator set at?

RECORD TEMPERATURE INCLUDE MINUS SIGN IF APPLICABLE

1Record temperature_____

96 Refused

99 Don't Know

ASK ALL

Q8b Is this temperature of **INSERT FROM Q8** in Celsius or Fahrenheit?

SINGLE RESPONSE – ONLY ASK IF RESPONDENT DOES SAY IT

1 Celsius

2 Fahrenheit

3 Don't know

FOOD SAFETY AWARENESS

ASK ALL

Q9 In your opinion, using the scale **READ OUT SCALE**, how safe is it to do the following things? By safe I mean that is not likely to cause food poisoning.

**RANDOMIZE ORDER, SINGLE RESPONSE, READ OUT SCALE
IF NECESSARY**

1 Very safe

2 Safe

3Neither safe or unsafe

4 Unsafe

5 Very unsafe

96 Refused

DON'T READ OUT

99 Don't Know

DON'T READ OUT

IF NECESSARY SAY

I am just interested in your opinion, whether you think you are right or wrong.

- 1 Wash your hands after touching raw chicken meat
- 2 Wash your hands after touching raw meats or fish
- 3 Use separate cuttings boards or knives for just raw chicken meat
- 4 Rinse cutting boards, knives and plates used for raw chicken before using them for other food
- 5 Leave cold food out of the fridge for more than 4 hours
- 6 Put cooked meats back into the same plates used to store raw meats without washing them first
- 7 Pour marinades that contained raw meat over cooked meat
- 8 Leave hot foods at room temperature for more than 4 hours
- 9 Defrost frozen foods outside the fridge
- 10 Store cold foods at 8 degree Celsius or above (46 degrees Fahrenheit)

SAFETY MESSAGES

Q10 Apart from this survey, can you remember, seeing, hearing or reading any information about food safety? Where did you see, hear or read this information? And what did it say?

- | | | |
|----|------------------------------------|--------------------|
| 1 | Yes | |
| 99 | Can't recall anything / Don't know | SKIP TO Q11 |
| 97 | Refused | SKIP TO Q11 |

Q10a Where did you see, hear or read this information?

PROBE FULLY

Q10b What did it say?

PROBE FULLY

SELF ASSESSMENT OF FOOD SAFETY KNOWLEDGE

ASK ALL

Q11 Would you say that your knowledge of safe practices when transporting, handling, preparing and cooking foods is...?

SINGLE RESPONSE, READ OUT

1 Very poor

- 2 Quite poor
- 3 Neither poor nor good
- 4 Quite good
- 5 Very good
- 96 Refused **DON'T READ OUT**
-
- 99 Don't Know **DON'T READ OUT**

ASK ALL

Q12 Which area (or areas) of food safety do you feel you understand least, and might benefit from hearing more information about?

PROBE FULLY

IF RESPONDENT SAY 'NONE' ASK BEFORE CODING

So you feel that you fully understand all the issues surrounding the safe buying, transport, preparing, cooking, serving and storing of food? There is nothing else you feel that you might benefit from being given more information on?

- 1 None
- 96 Refused
- 99 Don't Know

ASK ALL

Q13 Have you ever had any formal training in food safety or food preparation?

SINGLE RESPONSE, DO NOT READ OUT

- 1 Yes
- 2 No
- 96 Refused
- 99 Don't Know

CLASSIFICATION

ASK ALL

Q14 Which of the following best describes your household?

SINGLE RESPONSE, READ OUT

1 Living with parents

2 Living alone

3 Two or more adults and no children

4 One or more adults and children

96 Refused **DON'T READ OUT**

99 Don't Know **DON'T READ OUT**

ASK ALL

Q15 What is the highest level of formal education you have achieved so far?

SINGLE RESPONSE, DO NOT READ OUT

1 Primary

2 Part Secondary

3 Completed Secondary

4 Tertiary undergraduate

5 Tertiary postgraduate

96 Refused

97 Other **SPECIFY**

99 Don't Know

ASK ALL

Q16 Which of the following best describes your current occupation?

SINGLE RESPONSE, READ OUT

1 Part time employed

2 Full time employed

3 Student

- 4 Home duties
- 5 Looking for work
- 6 Retired
- 96 Refused **DON'T READ OUT**
- 99 Don't Know **DON'T READ OUT**

ASK ALL

Q17 Which of the following categories best describes your annual household income before tax?

SINGLE RESPONSE, READ OUT

- 1 Less than \$20,000
- 2 \$20,000 to under \$40,000
- 3 \$40,000 to under \$60,000
- 4 \$60,000 to under \$80,000
- 5 \$80,000 or more
- 96 Refused **DON'T READ OUT**
- 99 Don't Know **DON'T READ OUT**

ASK ALL

Q18 And finally, would you describe yourself as the main grocery buyers for your household?

SINGLE RESPONSE, DO NOT READ OUT

- 1 Yes
- 2 No - Someone else
- 3 No - Joint responsibility
- 96 Refused
- 99 Don't Know

Thank you for your time; this is the end of the interview.

For quality control purposes you may be re-contacted, to verify some of the information. We will remove your contact details when all interviewing is completed in approximately 3 weeks time. In the mean time you may contact us about the interview.

Should you require verification of our company's bona fides, or have any queries, please feel free to contact the Market Research Society of Australia's Surveyline on 1300 364 830.

INTERVIEWER RECORD:

Respondent Name

Respondent Phone Number

I certify that this interview was completed in a professional manner and has been checked subsequently for completeness.

Signed
..... Your Name