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State Government of Victoria, Australia  
Department of Human Services



## FOOD SAFETY AWARENESS

### - A RESEARCH REPORT -

Prepared for:

Department of Human Services  
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APPENDIX A: QUESTIONNAIRE

## EXECUTIVE SUMMARY

- There have been some important shifts in food preparations behaviours during the past 12 months. Some of these shifts have been positive in nature, whilst others suggest a decline in compliance with safe food handling, storage or preparation behaviour.
- There was a small but statistically significant shift in the frequency of Victorian households preparing, handling or cooking raw chicken. The data indicates that during the past 12 months the Victorian population has polarised towards those households who never prepare, handle or cook raw chicken, and those who do on a weekly or more regular basis.
- In terms of positive behavioural change, a significantly larger proportion of Victorian households now claim to always use a separate chopping board and knife for raw chicken, increasing from 43% in 2006 to 47% in 2007.
- However, in terms of negative behavioural change, less Victorian households now avoid leaving cold food out of the refrigerator for more than four hours (63% versus 67% in 2006), or pouring marinades that contained raw meats over cooked meat (79% versus 83% in 2006).
- There has been a general decline in the Victorian community's attitude towards the safe handling, storage and preparation of food between 2006 and 2007. The most important attitudinal movements have occurred in the areas of food storage and defrosting, as well as leaving food at room temperature for prolonged periods of time.
- There has been a significant decline in the number of Victorian households who claim to have seen, heard or read food safety information (64% of households recalled food safety information in 2007 compared to 72% in 2006).
- The sources of food safety information changed between 2006 and 2007. TV news programs and 'other' television programs become more important sources of food safety information while 'current affairs' programs and magazines declined in importance. We would hypothesize that this shift away from magazines and current affairs programs, which both tend to be more 'sensationalist' or 'hard hitting' in nature than other media, would also help to explain the softening in attitudes toward the safe preparation, handling and storage of foods.
- The takeout messages from the various information sources became more generic (and therefore less specific) in 2007.
- Despite the general drop in attitudes and compliance behaviour, the respondents' self-assessment of their own knowledge of food safety has remained unchanged over the last 12 months.

# 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.

This report is the second of three tracking reports that chart changes in community knowledge.

## 2. RESEARCH OBJECTIVES & ASSOCIATED ISSUES

- The research objectives for the project included:
  - Identifying 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.

### 3. METHODOLOGY

Four hundred CATI telephone surveys were conducted between March 30<sup>th</sup> and May 14<sup>th</sup> 2007 with Victorians, aged 18 years or over, who regularly or sometimes prepare food.

The sample for the study was structured to match the first wave of research in terms of location, language, gender and age group. See Table 1.0 below for details.

Table 1.0: Comparison of 2006 and 2007 Sample

	Percentage of 2006 Sample	Percentage of 2007 sample
Non-Metro	30%	30%
Metro	70%	70%
English	80%	80%
CALD	20%	20%
Males	28%	28%
Females	72%	72%
18-24 years	6%	6%
25-34 years	17%	17%
35-44 years	23%	23%
45-54 years	20%	20%
55-64 years	15%	15%
65-74 years	10%	10%
75 + years	9%	9%

The sample for the study was drawn from the electronic White Pages. Numbers were randomly selected to ensure regional, rural and more remote locations were appropriately represented.

To minimise self selection bias the interviews were conducted with the person who had the last birthday, from any given household.

The average interview length for the study was 13 minutes.

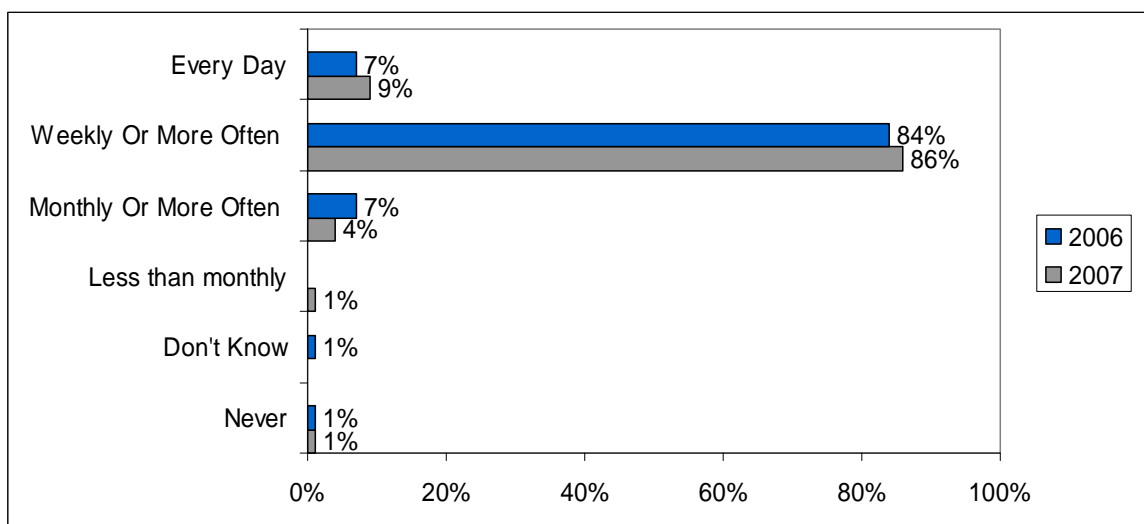
## 4. KEY FINDINGS

### 4.1 FOOD BUYING HABITS, PREPARATION & ATTITUDES

Respondents (n=400) was asked how often they shopped for food for either themselves or others within their household.

As Chart 1.1 indicates, there are no statistically significant differences between the 2007 and 2006 results for the general Victorian population, with the vast majority of respondents indicating that they shop for food on weekly or more regular basis.

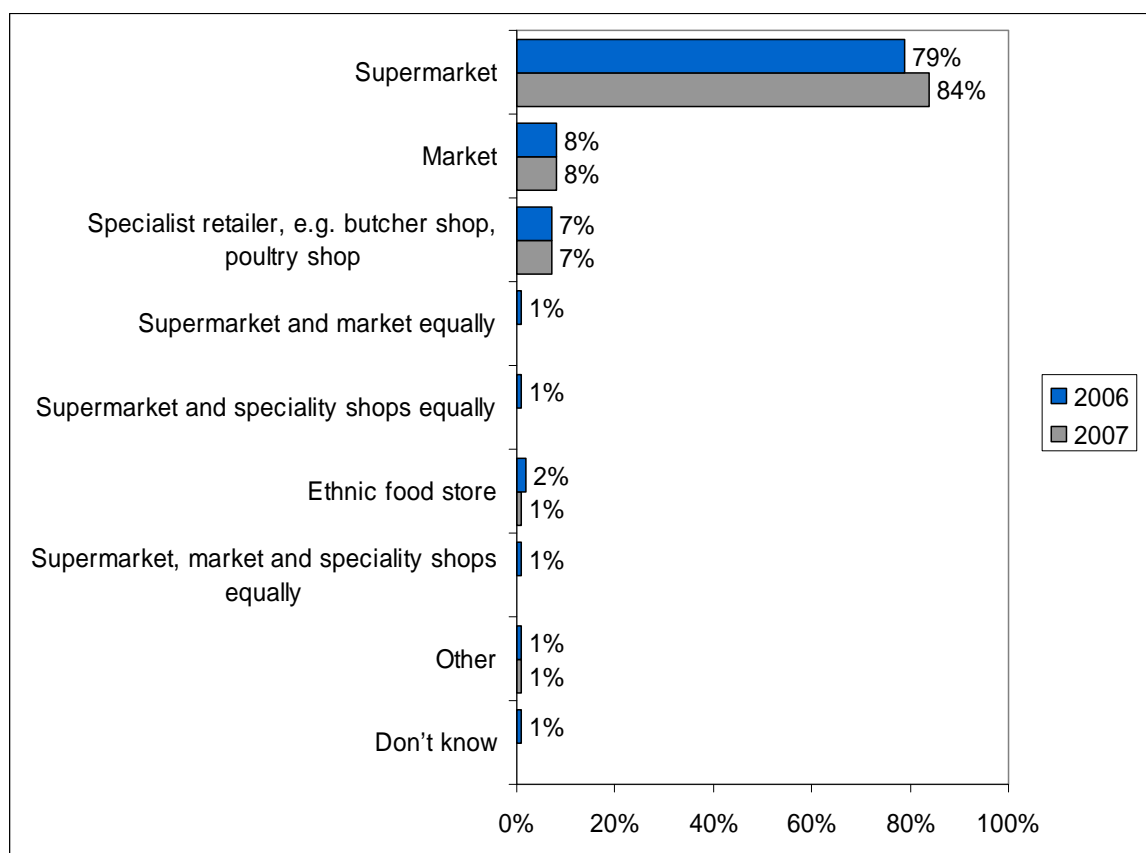
Chart 1.1: Frequency of Shopping for Food  
(2007 n=400 / 2006 n=400)



Those respondents who indicated they shopped for food for themselves or members of their household (n=400) were asked where they mainly bought their food.

As Chart 1.2 indicates, there were no statistically significant changes between the 2006 and 2007 results for the general population, or any of the demographic sub-groups. The majority of respondents (84%) purchase food at supermarkets, with approximately one in ten households shop at either a market (8%) or specialist retailer (7%).

Chart 1.2: Main Place of Food Purchase  
(2007 n=400 / 2006 n=400)



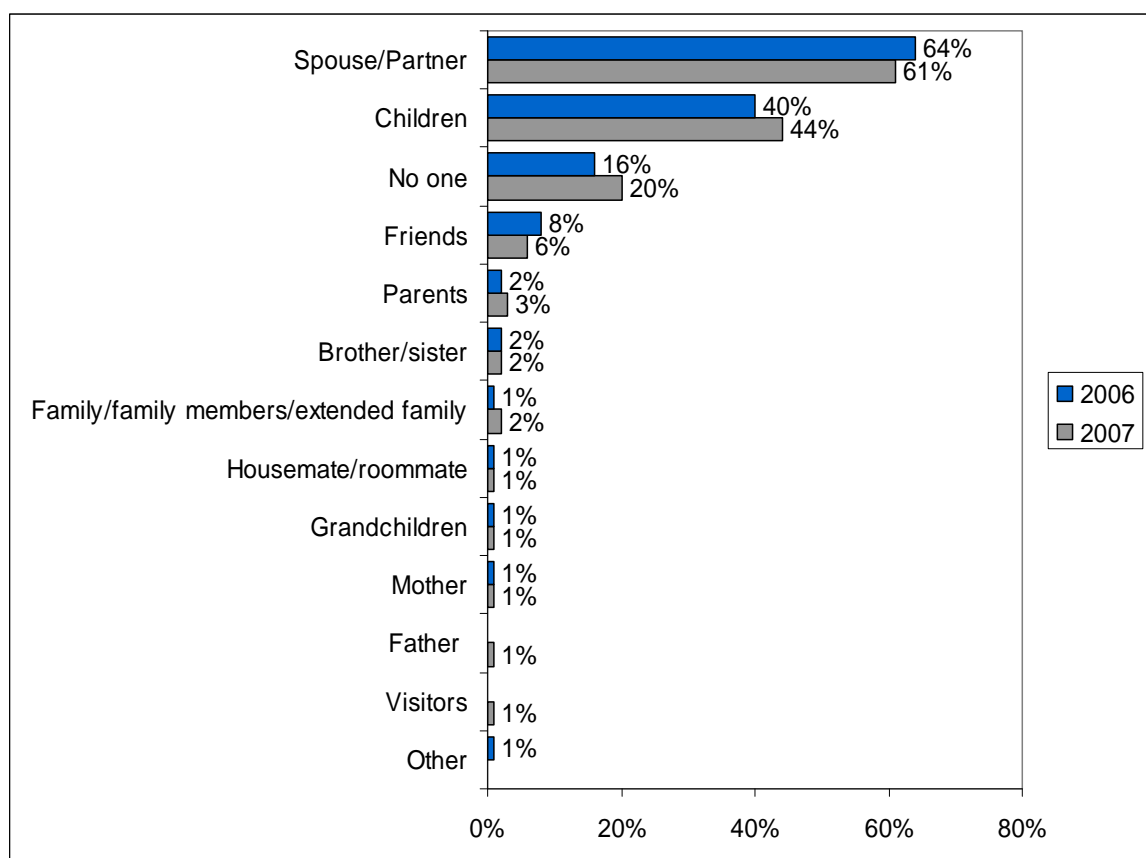
Respondents who took part in the study (n=400) were screened on the basis that they prepared food for their household on a monthly or more regular basis.

Respondents (n=400) were asked who, apart from themselves, prepared food in their household.

As Chart 1.3 indicates, the dynamics of food preparation in Victorian households has not significantly changed between 2006 and 2007.

Partners and spouses play an active roll in food preparation in almost two thirds of Victorian households (61%), and children in just under half (44%). In one out of every five Victorian households (20%) one individual is solely responsible for food preparation.

**Chart 1.3: Other Person/s Responsible for Food Preparation**  
(2007 n=400 / 2006 n=378)



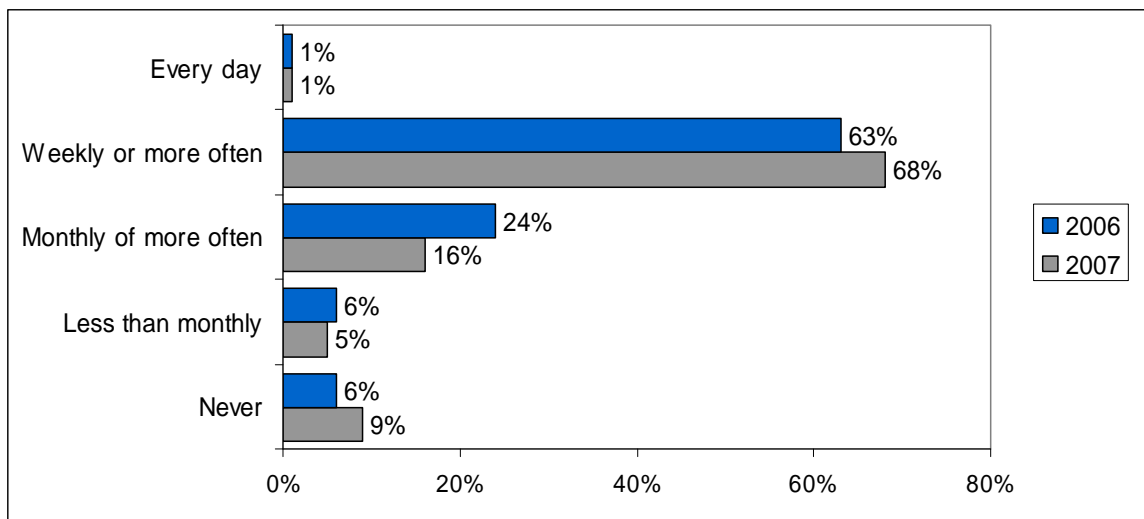
Respondents (n=400) were asked how often they prepared, handled or cooked raw chicken.

As Chart 1.4 indicates, there has been a small but statistically significant shift in the frequency of Victorian households preparing, handling or cooking raw chicken.

More specifically, the data indicates that during the past 12 months the Victorian population has polarised towards those households who never prepare, handle or cook raw chicken, and those who do on a weekly or more regular basis.

Almost one in ten Victorian households (9%) indicate that they never prepare, handle or cook raw chicken, compared to 6% in 2006. And, over three in five households (69%) indicate that they prepare, handle or cook raw chicken on a weekly or more regular basis, compared to 64% in 2006.

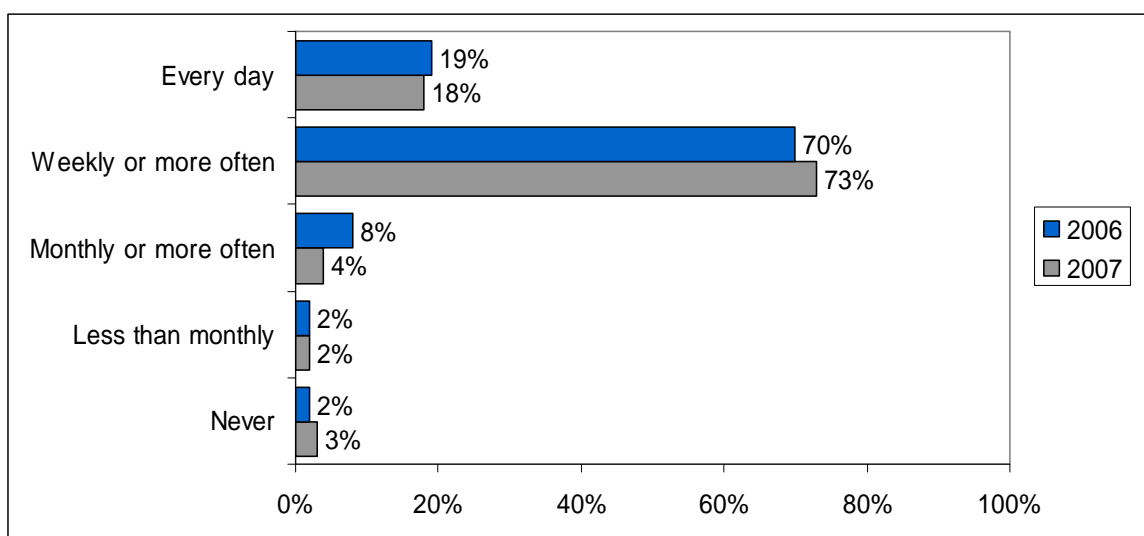
Chart 1.4: Frequency of Handling Raw Chicken  
(2007 n=400 / 2006 n=400)



To provide a comparison with raw chicken, respondents (n=400) were asked how often they prepared, handled or cooked other raw meats or fish.

By contrast with raw chicken, as Chart 1.5 indicates, there was no statistically significant variation in the frequency of Victorian households preparing, handling or cooking other raw meats and fish between 2006 and 2007.

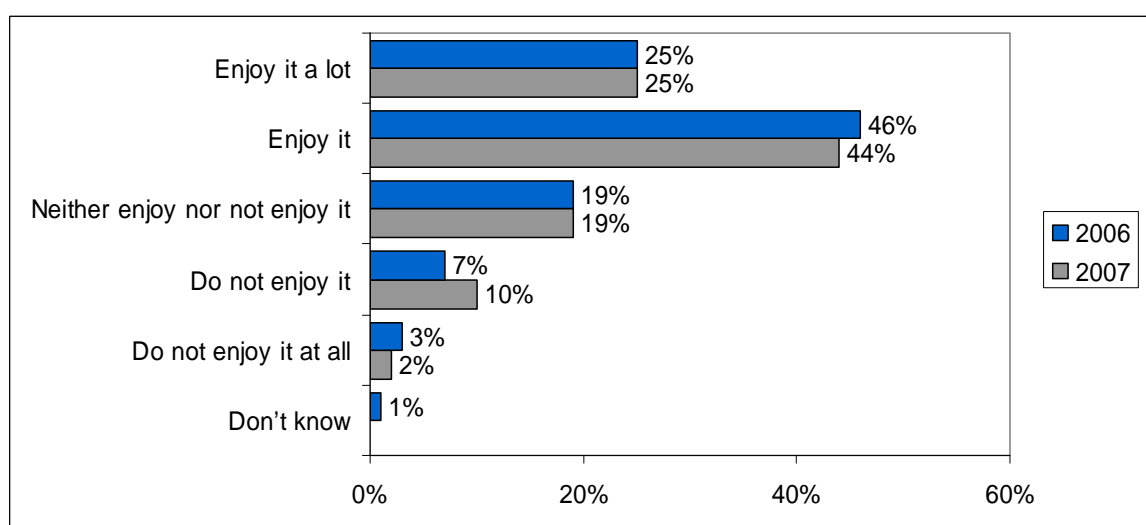
Chart 1.5: Frequency of Handling Other Raw Meats  
(2007 n=400 / 2006 n=400)



In order to understand if there were attitudinal indicators of respondents' knowledge of safe food handling practices we asked respondents (n=400) how much they enjoyed preparing food for their household on a scale from 'enjoy it a lot' to 'do not enjoy it all'.

As Chart 1.6 indicates, there are no statistically significant attitudinal changes in the level of enjoyment for food preparation within the Victorian population. In total, over two thirds of respondents (69%) who are responsible for preparing all or some of a household's food actually enjoy cooking.

Chart 1.6: Level of Enjoyment in Preparing Food for Households  
(2007 n=400 / 2006 n=400)



## 4.2 FOOD SAFETY BEHAVIOUR

### 4.2.1 Compliance with Safe Food Handling Behaviours

Respondents (n=400) were presented with a series of prompted statements, designed to determine how frequently (if at all) Victorians unsafely handled, stored or prepared food.

There have been some important shifts in food preparations behaviours during the past 12 months. Some of these shifts have been positive in nature, whilst others suggest a decline in compliance with safe food handling, storage or preparation behaviour.

The most notable positive change in behaviour is that a significantly larger proportion of Victorian households now claim to always use a separate chopping board and knife for raw chicken, increasing from 43% in 2006 to 47% in 2007.

Pleasingly, the incidence of using a separate chopping board is higher amongst those respondents who recall seeing, hearing or reading information on food safety (51% versus 43% for those who have no recall of food safety messages).

Table 1.7: Food Preparation Behaviours  
(2007 n=400 / 2006 n=400)

	Always %		Most of the Time %		Sometimes %		Rarely %		Never %		DK/Refused %	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
Wash your hands after touching raw chicken meat	83	81	5	7	3	5	2	2	5	5	2	0
Wash your hands after touching raw meats or fish	81	85	12	8	4	3	1	2	2	2	0	0
Use separate cutting boards or knives for just raw chicken meat	48	43	8	6	5	4	4	5	31	41	5	1
Rinse cutting boards, knives and plates used for raw chicken before using them for other food	77	78	7	6	3	4	1	2	9	10	3	1
Leave cold food out of the fridge for more than 4 hours	2	1	1	2	14	12	14	19	63	67	1	1
Put cooked meats back onto the same plates used to store raw meats without washing them first	2	2	2	0	1	2	2	3	94	94	1	0
Pour marinades than contained raw meat over cooked meat	3	2	2	1	6	6	10	7	79	83	2	1
Leave hot foods at room temperature for more than 4 hours	3	1	3	3	14	13	16	21	63	62	1	0
Defrost frozen foods outside the fridge	15	15	20	18	31	33	15	16	18	19	1	1

However, as Table 1.7 on the previous page indicates, less Victorian households now avoid leaving cold food out of the refrigerator for more than four hours (63% versus 67% in 2006), or pouring marinades that contained raw meats over cooked meat (79% versus 83% in 2006).

#### 4.2.2 Knowledge of Safe Food Handling, Preparation and Storage Practices

Respondents (n=400) were then presented with the same list of food preparation, handling and storage behaviours, and asked to rate each one in terms of food safety (how safe or unsafe they were in terms of causing food poisoning).

As Table 1.8 indicates, there has been a general decline in the Victorian community's attitude towards the safe handling, storage and preparation of food between 2006 and 2007. The most important attitudinal movements have occurred in the areas of food storage and defrosting, as well as leaving food at room temperature for prolonged periods of time.

Table 1.8: Attitudes towards Safe Food Handling Practices  
(2007 n=400 / 2006 n=400)

	Very Safe %		Safe %		Neither Safe or Unsafe %		Unsafe %		Very Unsafe %		DK/Refused %	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
Wash your hands after touching raw chicken meat	60	66	37	29	0	3	1	1	1	2	1	1
Wash your hands after touching raw meats or fish	61	66	35	29	1	2	2	2	2	2	0	0
Use separate cutting boards or knives for just raw chicken meat	46	50	42	34	5	9	3	5	1	3	3	0
Rinse cutting boards, knives and plates used for raw chicken before using them for other food	44	46	38	33	2	5	11	10	4	8	1	0
Leave cold food out of the fridge for more than 4 hours	2	2	6	7	10	8	53	48	27	36	2	0
Put cooked meats back onto the same plates used to store raw meats without washing them first	2	4	1	2	0	1	39	35	58	59	1	0
Pour marinades than contained raw meat over cooked meat	1	2	5	4	6	6	38	36	43	52	7	0
Leave hot foods at room temperature for more than 4 hours	1	2	9	7	9	8	56	48	22	35	3	0
Defrost frozen foods outside the fridge	3	3	36	31	15	22	34	28	8	16	4	0
Store cold foods at 8 degrees Celsius or above	3	7	11	15	6	17	47	35	14	26	18	0

Respondents (n=400) 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.

As in 2006, the majority of respondents (71%) do not know what temperature their refrigerator was set at, in either degrees Celsius or Fahrenheit. Unlike in 2006, when awareness of refrigerator temperature was lowest among respondents from a non-English speaking household (84%) or from Asian speaking households (76%), in 2007 awareness was lowest among students (87%) and respondents aged 18 to 24 years (85%). This suggests that young people could be a key target demographic for future food safety campaigns.

As Table 1.9 shows, awareness of refrigerator temperature remained a constant level between 2006 and 2007.

Table 1.9: Refrigerator Temperature (in Degrees Celsius)  
(2007 n=400 / 2006 n=400)

	2007 (n=400) %	2006 (n=400) %
TEMPERATURE		
10	0	0
9	0	0
8	0	0
7	0	0
6	0	1
5	3	4
4	12	10
3.5	1	0
3	5	7
2	2	3
1	1	1
-3	0	1
-4	1	0
-6	0	0
-10	0	0
Other Temperature	2	0
Other – refrigerator dial	2	3
Refused / Don't know	71	70

## 4.3 SAFETY MESSAGES

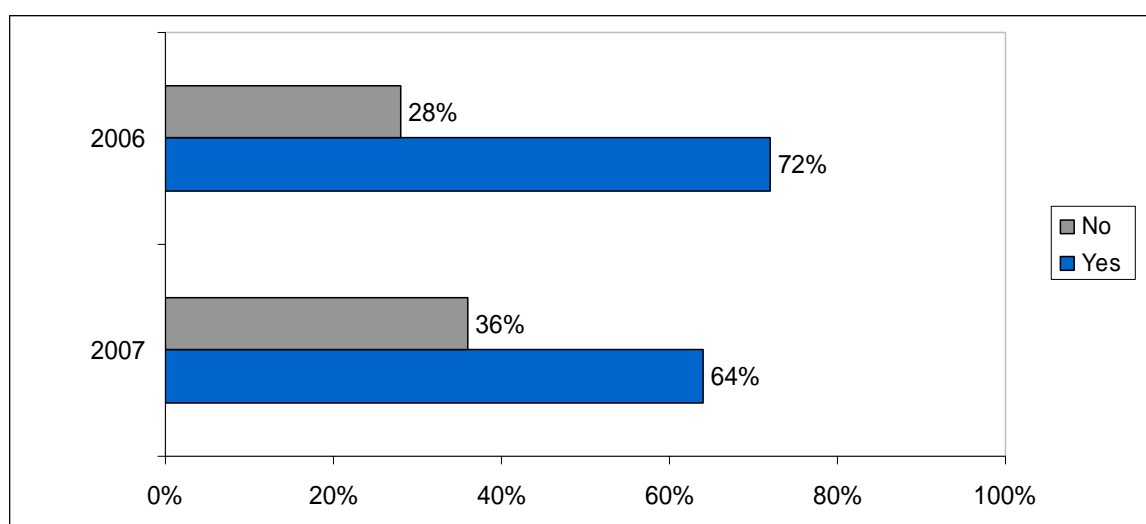
### 4.3.1 Recall of Food Safety Messages

Respondents (n=400) were asked if they could remember, seeing, hearing or reading any food safety information.

As Chart 1.10 demonstrates, there has been a significant decline in the number of Victorian households who claim seeing, hearing or reading food safety information (64% of households recalled food safety information in 2007 compared to 72% in 2006).

We would hypothesize that this reduced level of recalled information would (at least in part) explain the general weakening of attitudes toward the safe preparation, handling and storage of foods discussed earlier in the report.

Chart 1.10: Recall of Food Safety Messages  
(2006 n=400 / 2007 n=400)



### 4.3.2 Sources of Food Safety Information

Respondents who had heard, seen or read any food safety information (2007 n=257 and 2006 n=289) were asked where they had heard, seen or read the information.

As Table 1.11 indicates overleaf, TV news programs and 'other' television programs have become more important sources of food safety information than they were 12 months ago. However, coverage of food safety issues on 'current affairs' programs has declined during the same period. Likewise magazines are now a less important source of food safety information for Victorian households than they were 12 months ago.

We would hypothesise that this shift away from magazines and current affairs programs, which both tend to be more 'sensationalist' or 'hard hitting' in nature than other media, would also help to explain the softening in attitudes toward the safe preparation, handling and storage of foods.

Table 1.11: Source of Food Safety Information  
(2007 n=257 / 2006 n=289)

	2007 (n=257) %	2006 (n=289) %
On TV/TV programs/TV news	38	31
Newspapers (unspecified)	18	20
Magazines (unspecified)	13	20
Through work/work in a profession which involves food handling	16	14
Did a food safety course/part of my studies	12	12
On a current affair program	4	11
At school	4	6
Radio	4	5
Brochures/leaflets/pamphlets/booklets	3	7
Through family/friends	2	5
Books/text books	3	4
Food shows/cooking shows	3	4
Signage/posters	2	4
Advertising/commercials	2	3
School canteens	1	3
Cookbooks	3	1
Word of mouth	2	2
Herald Sun	2	2
On news/news report (unspecified)	1	3
Local papers	1	2
Articles on food safety	2	2
The Age	1	2
Through the food industry	3	0
Information/literature from council	0	2
'What's Good for You' Program	3	0
Women's Weekly	1	1
Internet	1	1
Media (unspecified)	2	0
On food items/food packaging	1	1
In journals	0	1
At child care centres	0	1
OH&S meetings/OH&S notices	0	1
Hospitals	0	1
Other	9	3
Don't know/not stated	2	0

### 4.3.3 Takeout Message

Those respondents who had heard, seen or read any food safety information (2007 n=257 and 2006 n=289) were asked what the information said.

As Table 1.12 indicates, the message takeout from the various information sources during 2007 is more generic (and therefore less specific) than at the same time 12 months ago. The recall of detailed messages and/or desired behaviours, such as use separate utensils or be careful when cooking chicken, has been replaced with generic hygiene and safety messages.

These increasing rates of recall for general food safety messages are yet another aspect of the findings that would help to explain a decline in general level of food safety awareness and compliance within the Victorian population.

Table 1.12: Food Safety Message  
(2007 n=257 / 2006 n=289)

	2007 (n=257) %	2006 (n=289) %
Safe food storage, preparation and handling	27	7
Hand washing/wash hands after touching raw meat, rubbish and going to the toilet	18	20
Separate chopping boards – don't mix up raw and cooked meat and vegetables	15	16
Don't leave food out of the fridge too long (or at all)	14	9
Store food at the correct temperature/avoid the temperature danger zones	10	15
Hygiene and cleaning	10	6
Food safety in general/common sense/general knowledge	10	3
Bacteria is dangerous, e.g. food poisoning, take swabs, breeds everywhere	7	3
Defrost food in the fridge/don't defrost on bench or in the microwave	6	9
Washing chopping boards (bacteria on them)	6	7
Chicken (be careful with it/don't mix with other foods/cook well)	5	10
Thoroughly cook/reheat food (correct cooking temperatures)	5	2
Separate utensils, knives and plates for raw and cooked foods	4	10
Separate raw and cooked meats and vegetables	4	3
Meat – be careful handling it	4	3
Safe food storage in the fridge or cool room – correct temperature	3	9
Be careful handling raw food/meat (avoid cross contamination)	2	4
Don't store and prepare different meats together	2	2
Commercial food scares/poor practices	2	2
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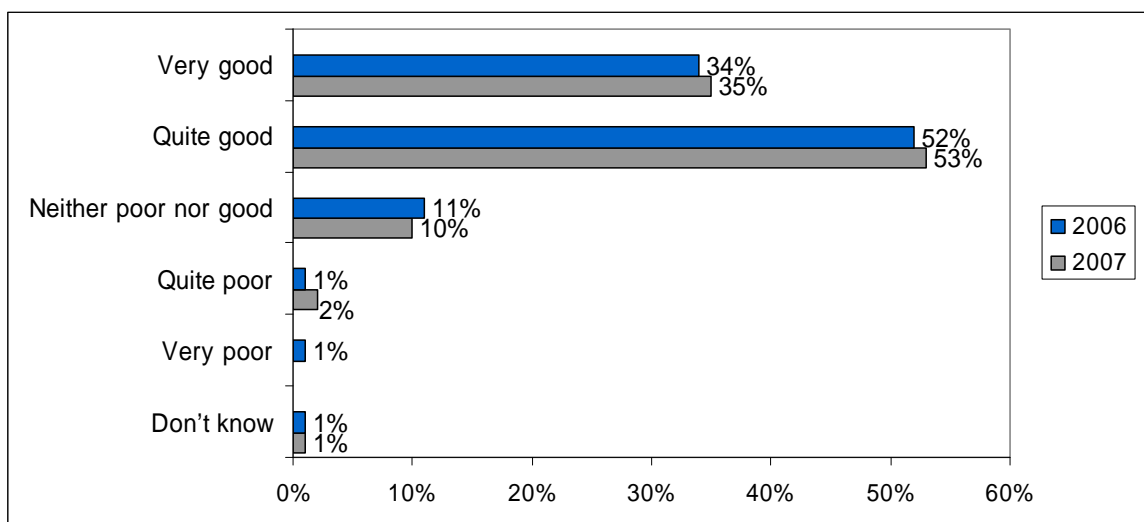
CONTINUED FROM PREVIOUS PAGE	2007 (n=257) %	2006 (n=289) %
Wash everything well before eating, cooking, e.g. meat, fruits and vegetables	2	0
What's healthy/healthy diet	2	0
Amount of bacteria in chicken/Salmonella from chicken	2	0
Compliance with Food Safety legislation/need a food handling certificate	1	3
Don't let meat juices drip on other food in the fridge/store raw meat at the bottom of the fridge	1	3
Takeaway food/restaurants/delis may not be kept at the right temperatures or prepared properly	1	2
Safe food transportation	1	2
Don't freeze thawed meat/food	1	1
Fish – be careful handling it	1	1
Tie hair back/hair nets	1	1
How long do we keep things in the fridge	1	0
Plastic boards are better	1	0
Use of gloves for food preparation	1	0
Never use things past their due date	1	0
Use gloves in restaurants, bakeries, takeaways and hospitals	0	3
Cover food	0	2
Careful not to pour raw meat marinade overed cooked meat	0	2
Cooked rice – be careful handling it	0	1
Bacteria is formed when food (raw or cooked) is not refrigerated	0	1
Dairy food – be careful handling it	0	1
Other	10	10
None	1	1
Don't know/not stated	7	11

#### 4.4 SELF ASSESSMENT OF FOOD SAFETY KNOWLEDGE

Respondents (2007 n=400 and 2006 n=400) were asked to assess their own knowledge of safe practices when transporting, handling, preparing and cooking food.

Dangerously, as Chart 1.13 indicates, despite the general drop in attitudes and compliance behaviour witnessed earlier in the report, the respondents' self-assessment of their own knowledge of food safety has remained unchanged over the last 12 months.

Chart 1.13: Perceived Level of Food Safety Knowledge  
(2007 n=400 / 2006 n=400)



Respondents (2007 n=400 and 2006 n=400) were asked where they felt they had the least level of understanding on food safety, or when they would most benefit from receiving additional information on food safety issues.

The assessment of the areas where Victorians feel they would most benefit from hearing additional information did not change between 2006 and 2007. Again in 2007, it was the correct temperatures for food storage where respondents' believed they had the least knowledge (8% in 2006 and 9% in 2007).

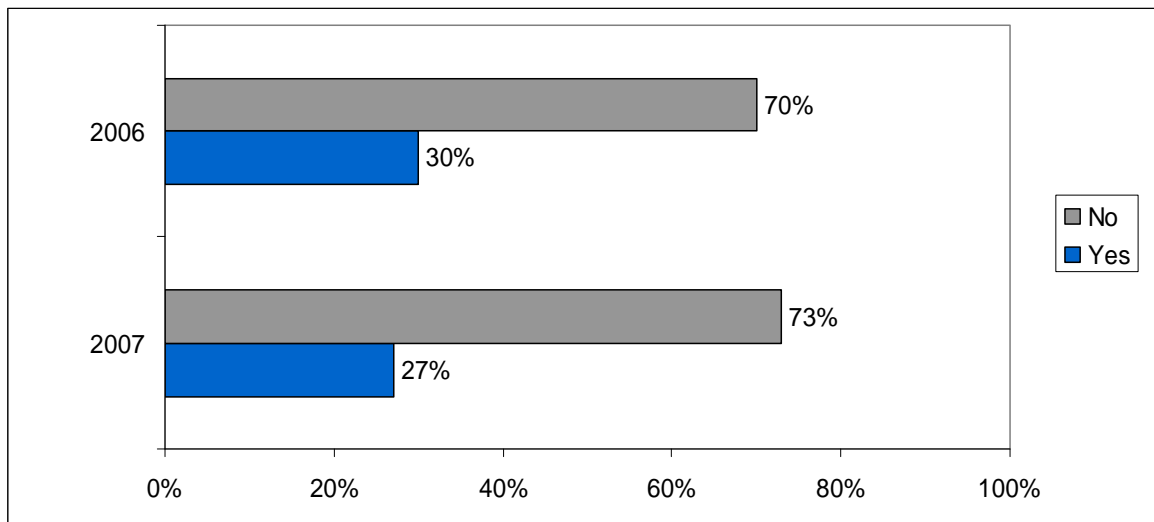
Table 1.14: Food Safety Message  
(2007 n=400 / 2006 n=400)

	2007 (n=400) %	2006 (n=400) %
Temperature you keep food at/variety of temperatures on different foods	8	9
Storage/correct way of storing food	5	8
Length of storage/length of time food can be stored for	5	4
Everything in general about food safety	4	3
How to handle meat/raw meat	4	2
How long can uncooked/cooked food be left at room temperature	3	6
CONTINUED ON NEXT PAGE		

CONTINUED FROM PREVIOUS PAGE	2007 (n=400) %	2006 (n=400) %
Safe transportation of food	2	4
General hygiene/cleanliness	2	3
Preparation of food/how to cook it	2	4
Handling of seafood/fish	2	3
The sharing of boards	2	2
Reheating hygiene safety	2	2
Storage of frozen foods/frozen meals	2	1
Handling/cooking chicken	2	0
Handling of food/more information on food handling	1	3
How long can you leave food outside the fridge to defrost	1	2
How safe is it to leave food/meat sitting out of the fridge when defrosting	1	2
Storage of chicken	1	2
Defrosting in a microwave	1	1
Use by dates	1	1
Microwave cooking/heating	1	0
Effects of leaving food out/what happens if I leave food out	1	0
Timeframes for leaving food out to cool down	1	0
More about dairy products	1	0
Takeaway food preparation	0	2
How long food takes to be contaminated	0	2
Other	7	6
None	42	43
Refused	1	0

Respondents (2006 n=400 and 2007 n=400) were asked whether they had any food handling training. As would be expected, there was no significant change in the percentage of respondents with formal food handling training between 2006 and 2007.

Chart 1.15: Formal Training in Food Safety or Food Preparation  
(2007 n=400 / 2006 n=400)



**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.

**MONITORING**

My supervisor might monitor this interview for quality control purposes.

If you do not wish for this to occur, please me know.

1. Ok to monitor
2. Do not monitor

**SCREENER**

**ASK ALL**

S1 **RECORD GENDER**

**SINGLE RESPONSE, DO NOT READ OUT, CHECK QUOTAS**

- 1 ..... Male  
 2 ..... Female

**ASK ALL**

S2 Which of the following age groups best describes you?

**SINGLE RESPONSE, READ OUT, CHECK QUOTAS**

- |         |                |                  |
|---------|----------------|------------------|
| 1.....  | Under 18 years | <b>TERMINATE</b> |
| 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        | <b>TERMINATE</b> |
| 99..... | Don't know     | <b>TERMINATE</b> |

**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                 | <b>TERMINATE</b> |
| 96..... | Refused               | <b>TERMINATE</b> |
| 99..... | Don't Know            | <b>TERMINATE</b> |

**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  
 97..... Other **SPECIFY** \_\_\_\_\_  
 99..... Don't Know

**TERMINATE****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  
 99..... Don't Know

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

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

**DON'T READ OUT****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**

- 1.....Record 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
- 3..... Neither safe or unsafe
- 4..... Unsafe
- 5..... Very unsafe
- 96..... Refused
- 99..... Don't Know

**DON'T READ OUT**

**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

97 ..... Refused

**SKIP TO Q11****SKIP TO Q11**

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

**PROBE FULLY**


---

Q10b What did it say?

**PROBE FULLY**


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**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  
 99..... Don't Know

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

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

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

**DON'T READ OUT**

**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 .....