

# Survey on knowledge and behaviours towards smoked fish: Appendix 1 Online survey

## Base Ask All

### QHEALTHCONSENT

The next questions will be about your health. A “Prefer not to answer” option will be available for you to select if this is the case.

Just to re-iterate, this survey is for research purposes only. Participation is completely voluntary, you may withdraw your consent at any time and if you do not want to answer a question, you do not need to. Your survey answers will be combined with the answers from all other participants and used for market research reporting, and your personal data will be held for no longer than 12 months after the end of the study.

Do you accept the collection of personal health-related data?

SINGLE

1. Yes
2. No [SKIP TO NEXT SECTION]

## BASE: ASK ALL

### HEALTH CONDITIONS

Q1. Some people have a weakened immune system, which means they may have a reduced ability to fight infections and other diseases. This can be due to a particular health condition or because someone is on medication or having a treatment that weakens their immune system. For example, diabetes, cancer, chronic liver or kidney disease, HIV infection and other conditions can weaken someone's immune system – although this is not always the case. Similarly, medications like oral steroids or chemotherapy can weaken someone's immune system, as can organ transplants or an alcohol dependency.

As far as you know, do you, or someone you care for, have a weakened immune system?

### MULTICODE

1. Yes, I have a weakened immune system
2. Yes, someone I care for has a weakened immune system
3. No, neither I nor someone under my care has a weakened immune system [EXCLUSIVE]
4. Prefer not to say [EXCLUSIVE]
5. Don't know / Can't say [EXCLUSIVE]

## BASE: ASK ALL

QS. What sex were you assigned at birth?

### SINGLE CODE

1. Male

2. Female
3. Prefer not to say
4. Don't know

**BASE: ASK ALL THOSE WHO WERE ASSIGNED AS FEMALE AT BIRTH**

FILTER: ASK IF QS =2

Q2. Are you currently pregnant?

**SINGLE CODE**

1. Yes
2. No
3. Prefer not to say
4. Don't know

**BASE: ASK ALL**

Q3. Do you regularly cook or prepare food for someone...

**PROGRESSIVE GRID, SINGLE CODE PER ROW**

**ROWS: RANDOMISE**

1. ...with a weakened immune system?
2. ...who is pregnant?
3. ...aged over 65?

**COLUMNS:**

1. Yes
2. No
3. Don't know

**BASE: ASK ALL**

Q4. Have you heard of the following?

**PROGRESSIVE GRID, SINGLE CODE PER ROW,**

**ROWS: RANDOMISE**

1. Cold-smoked fish (on packaging, this is normally labelled as 'smoked' fish).
2. Hot-smoked fish (on packaging, this is normally labelled as 'hot-smoked' fish).

**COLUMNS: FORWARD/REVERSE**

1. Yes, I've heard of this, and I know what it is
2. Yes, I've heard of this, but I don't know what it is
3. No, I've never heard of this
4. Don't know [ANCHOR]

**ROTATE ORDER OF HOT AND COLD Q5/Q6**

**Q5 SHOW SCREEN**

**SHOW ALL**

'Show image of Cold smoked salmon'

'Cold-smoked' fish is normally labelled as 'smoked' fish on packaging. It has been cured (for example, in salt) and then smoked at a low temperature, but it is not cooked through. RTE cold-smoked fish typically come in thin slices, and it can be eaten hot or cold. Examples include smoked trout slices and smoked salmon slices.

**BASE: ASK ALL WHO HAVE HEARD OF COLD-SMOKED FISH**

**FILTER: ASK IF 0 CODE 1 = 1-2**

Q5. Is this what you thought cold-smoked fish was?

**SINGLE CODE**

1. Yes
2. No

**Q6 SHOW SCREEN**  
**SHOW ALL**

'Show image of hot-smoked fish.'

'Hot-smoked' fish has been smoked at a high heat until cooked through. It is usually sold as whole fish or fillets and comes apart in flakes, like regular cooked fish, and it can be eaten hot or cold. Examples include RTE hot-smoked salmon and hot-smoked mackerel.

**BASE: ASK ALL WHO HAVE HEARD OF HOT-SMOKED FISH**

**FILTER: ASK IF 0 CODE 2 = 1-2**

Q6. Is this what you thought hot-smoked fish was?

**SINGLE CODE**

1. Yes
2. No

**BASE: ASK ALL**

Q7. Before taking part in this survey, did you know that 'cold-smoked' fish and 'hot-smoked' fish were two different types of products?

**SINGLE CODE**

1. Yes
2. No
3. Don't know

**ROTATE ORDER OF Q8 & Q9 TO MATCH ORDERING OF Q5/Q6**

**BASE: ASK ALL**

Q8. Generally, do you prepare cold-smoked fish at home for yourself or others?

INCLUDE INFORMATION BUTTON ['Cold-smoked' fish is normally labelled as 'smoked' fish on packaging. It has been cured (for example, in salt) and then smoked at a low temperature, but it is not cooked through. RTE cold-smoked fish typically come in thin slices, and it can be eaten hot or cold. Examples include smoked trout slices and smoked salmon slices.],

**MULTICODE**

1. Yes, I prepare cold-smoked fish at home for myself
2. Yes, I prepare cold-smoked fish at home for other people
3. No, I don't prepare cold-smoked fish at home for myself or for other people [EXCLUSIVE]
4. Don't know [EXCLUSIVE]

**BASE: ASK ALL**

Q9. And do you prepare hot-smoked fish at home for yourself or others?

INCLUDE INFORMATION BUTTON ['Hot-smoked' fish has been smoked at a high heat until cooked through. It is usually sold as whole fish or fillets and comes apart in flakes, like regular cooked fish, and it can be eaten hot or cold. Examples include RTE hot-smoked salmon and hot-smoked mackerel.], **MULTICODE**

1. Yes, I prepare hot-smoked fish at home for myself
2. Yes, I prepare hot-smoked fish at home for other people
3. No, I don't prepare hot-smoked fish at home for myself or for other people [EXCLUSIVE]
4. Don't know [EXCLUSIVE]

**ROTATE ORDER OF Q10 & Q11 TO MATCH ORDERING OF Q5/Q6**

**BASE: ASK ALL**

Q10. Now I want you to think about eating at home, eating with friends and family, eating out or buying food to take away. Overall, how often, if ever, do you eat cold-smoked fish?

INCLUDE INFORMATION BUTTON ['Cold-smoked' fish is normally labelled as 'smoked' fish on packaging. It has been cured (for example, in salt) and then smoked at a low temperature, but it is

not cooked through. RTE cold-smoked fish typically come in thin slices, and it can be eaten hot or cold. Examples include smoked trout slices and smoked salmon slices.], **SINGLE CODE,**

**FORWARD/REVERSE**

1. About once a week or more often
2. About once a fortnight
3. About once a month
4. About once every 3 months
5. About once every 6 months
6. About once a year
7. Less than once a year
8. Never
9. Don't know [ANCHOR]

**BASE: ASK ALL**

Q11. Again, I want you to think about eating at home, eating with friends and family, eating out or buying food to take away. Overall, how often, if ever, do you eat hot-smoked fish?

INCLUDE INFORMATION BUTTON ['Hot-smoked' fish has been smoked at a high heat until cooked through. It is usually sold as whole fish or fillets and comes apart in flakes, like regular cooked fish, and it can be eaten hot or cold. Examples include RTE hot-smoked salmon and hot-smoked mackerel.], **SINGLE CODE, FORWARD/REVERSE**

1. About once a week or more often
2. About once a fortnight
3. About once a month
4. About once every 3 months
5. About once every 6 months
6. About once a year
7. Less than once a year
8. Never
9. Don't know [ANCHOR]

**ROTATE ORDER OF Q12 & Q13 TO MATCH ORDERING OF Q5/Q6**

**BASE: ASK ALL WHO EAT COLD-SMOKED FISH AT LEAST ONCE A YEAR**

**FILTER: ASK IF 0 = 1-6**

Q12. Either when you eat out, at home or with friends and family, how do you usually eat cold-smoked fish?

INCLUDE INFO BUTTON ['Cold-smoked' fish is normally labelled as 'smoked' fish on packaging. It has been cured (for example, in salt) and then smoked at a low temperature, but it is not cooked through. RTE cold-smoked fish typically come in thin slices, and it can be eaten hot or cold. Examples include smoked trout slices and smoked salmon slices.], **MULTICODE, FORWARD/REVERSE**

1. I eat it cooked through until steaming hot (for example, in a hot meal, etc.)
2. I eat it warmed up slightly (for example, added to a cooked dish like scrambled eggs, etc.)
3. I eat it cold (for example, in a cold salad or sandwich, etc.)
4. I eat it in another way (please specify) [ANCHOR]
5. Don't know [EXCLUSIVE, ANCHOR]

**BASE: ASK ALL WHO EAT HOT-SMOKED FISH AT LEAST ONCE A YEAR**

**FILTER: ASK IF Q11 = 1-6**

Q13. And either when you eat out, at home, or with friends and family, how do you usually eat hot-smoked fish?

INCLUDE INFO BUTTON ['Hot-smoked' fish has been smoked at a high heat until cooked through. It is usually sold as whole fish or fillets and comes apart in flakes, like regular cooked

fish, and it can be eaten hot or cold. Examples include RTE hot-smoked salmon and hot-smoked mackerel.], **MULTICODE, FORWARD/REVERSE**

1. I eat it cooked through until steaming hot (for example, in a hot meal, etc.)
2. I eat it warmed up slightly (for example, added to a cooked dish like scrambled eggs, etc.)
3. I eat it cold (for example, in a cold salad or sandwich, etc.)
4. I eat it in another way (please specify) [ANCHOR]
5. Don't know [EXCLUSIVE, ANCHOR]

#### **SHOW SCREEN**

#### **SHOW ALL**

Listeria is a bacteria which can cause an illness called listeriosis from eating contaminated food.

While illness is rare, for people who do become ill, listeriosis mainly causes mild symptoms such as fever, vomiting and diarrhoea. However, in pregnant women and their unborn babies, people aged over 65, and people with weakened immune systems, it can cause serious illness and even death.

Listeria is widespread in the environment and can contaminate a wide range of food. It is most commonly found in chilled RTE foods that do not require further cooking or re-heating, such as RTE smoked fish. However, Listeria can be destroyed by thorough cooking.

Current government advice is for people with a weakened immune system, including those who are pregnant or aged over 65, to thoroughly cook RTE smoked fish before eating it to avoid listeriosis.

#### **BASE: ASK ALL**

Q14. Before taking part in this survey, to what extent were you aware that current government advice is for people with a weakened immune system, including those who are pregnant or aged over 65, to thoroughly cook smoked fish before eating it?

#### **SINGLE CODE, FORWARD/REVERSE**

1. I was fully aware of the advice
2. I was aware of the advice but not in detail
3. I was not aware of the advice
4. Don't know [ANCHOR]

#### **ROTATE ORDER OF Q15 & Q16 TO MATCH ORDERING OF Q5/Q6**

#### **BASE: ALL IN A LISTED GROUP WHO EAT COLD SMOKED FISH**

ASK IF:

Q10 = 1-7 AND Q1=1

OR

Q10 = 1-7 AND Q2=1

OR

Q10 = 1-7 AND RESPAGE=65-75

Q15. When it comes to eating RTE cold-smoked fish, which, if any, of these things might you do now that you have been shown this advice?

INCLUDE INFO BUTTON[Listeria is a bacteria which can cause an illness called listeriosis from eating contaminated food.

While illness is rare, for people who do become ill, listeriosis mainly causes mild symptoms such as fever, vomiting and diarrhoea. However, in pregnant women and their unborn babies, people aged over 65, and people with weakened immune systems, it can cause serious illness and even death.

Listeria is widespread in the environment and can contaminate a wide range of food. It is most commonly found in chilled RTE foods that do not require further cooking or re-heating, such as

RTE smoked fish. However, Listeria can be destroyed by thorough cooking.

Current government advice is for people with a weakened immune system, including those who are pregnant or aged over 65, to thoroughly cook RTE smoked fish before eating it to avoid listeriosis.], **MULTICODE, RANDOMISE 1-3**

1. Stop eating cold-smoked fish completely [EXCLUSIVE]
2. Follow government advice to cook cold-smoked fish before eating it
3. Consider reducing the amount of uncooked cold-smoked fish I eat, but still eat some
4. Nothing, I would continue to eat uncooked cold-smoked fish [EXCLUSIVE]
5. Nothing, I already eat cold-smoked fish cooked through [EXCLUSIVE]
6. Something else (please specify) [EXCLUSIVE]
7. Not applicable - I have not eaten cold-smoked fish since my pregnancy started SHOW IF CODE 1 IS NOT SELECTED AT Q1 AND Q2=1 (for example, IF Q2=1 AND Q1?1)
8. None of these [EXCLUSIVE]

**BASE: ALL IN A LISTED GROUP WHO EAT HOT SMOKED FISH**

ASK IF:

Q11 = 1-7 AND Q1=1

OR

Q11 = 1-7 AND Q2=1

OR

Q11 = 1-7 AND RESPAGE=65-75

Q16. And thinking about eating RTE hot-smoked fish, which, if any, of these things might you do now that you have been shown this advice?

**INCLUDE INFORMATION BUTTON** [Listeria is a bacteria which can cause an illness called listeriosis from eating contaminated food.

While illness is rare, for people who do become ill, listeriosis mainly causes mild symptoms such as fever, vomiting and diarrhoea. However, in pregnant women and their unborn babies, people aged over 65, and people with weakened immune systems, it can cause serious illness and even death.

Listeria is widespread in the environment and can contaminate a wide range of food. It is most commonly found in chilled RTE foods that do not require further cooking or re-heating, such as RTE smoked fish. However, Listeria can be destroyed by thorough cooking.

Current government advice is for people with a weakened immune system, including those who are pregnant or aged over 65, to thoroughly cook RTE smoked fish before eating it to avoid listeriosis.], **MULTICODE, RANDOMISE 1-3**

1. Stop eating hot-smoked fish completely [EXCLUSIVE]
2. Follow government advice to cook hot-smoked fish before eating it
3. Consider reducing the amount of uncooked hot-smoked fish I eat, but still eat some
4. Nothing, I would continue to eat uncooked hot-smoked fish [EXCLUSIVE]
5. Nothing, I already eat hot-smoked fish cooked through [EXCLUSIVE]
6. Something else (please specify) [EXCLUSIVE]
7. Not applicable - I have not eaten cold-smoked fish since my pregnancy started SHOW IF CODE 1 IS NOT SELECTED AT Q1 AND Q2=1 (for example, IF Q2=1 AND Q1?1)
8. None of these [EXCLUSIVE]

**ROTATE ORDER OF Q17 & Q18 TO MATCH ORDERING OF Q5/Q6**

**BASE: ASK ALL WHO ARE NOT CONSIDERING FOLLOWING GOVERNMENT ADVICE FOR COLD-SMOKED FISH**

FILTER: ASK IF Q15=3/4

Q17. Why would you not follow the government advice of always cooking RTE cold-smoked fish

thoroughly before eating it? Please select all that apply.

**MULTICODE, RANDOMISE**

1. I don't pay attention to food safety advice
2. I would be unsure about whether I had cooked it completely
3. I think it's already cooked through the smoking process
4. I prefer cold-smoked fish uncooked
5. I don't think I'm at risk by eating cold-smoked fish without cooking
6. I have always eaten cold-smoked fish without cooking it and haven't had any problems
7. I don't have time to, or I don't want to wait to cook cold-smoked fish
8. I eat cold-smoked fish on the go
9. I don't always have access to facilities to cook cold-smoked fish
10. I can't afford to cook cold-smoked fish
11. I don't think it's safe to cook cold-smoked fish
12. For religious and/or cultural reasons (please specify) [OPEN TEXT BOX]
13. Another reason (please specify) [ANCHOR, OPEN TEXT BOX]
14. None of these [ANCHOR, EXCLUSIVE]

**BASE: ASK ALL WHO ARE NOT CONSIDERING FOLLOWING GOVERNMENT ADVICE FOR HOT-SMOKED FISH**

FILTER: ASK IF Q16=3/4

Q18. Why would you not follow the government advice of always cooking RTE hot-smoked fish thoroughly before eating it? Please select all that apply.

**MULTICODE, RANDOMISE**

1. I don't pay attention to food safety advice
2. I would be unsure about whether I had cooked it completely
3. I think it's already cooked through the smoking process
4. I prefer hot-smoked fish uncooked
5. I don't think I'm at risk by eating hot-smoked fish without cooking
6. I have always eaten hot-smoked fish without cooking it and haven't had any problems
7. I don't have time to, or I don't want to wait to cook hot-smoked fish
8. I eat hot-smoked fish on the go
9. I don't always have access to facilities to cook hot-smoked fish
10. I can't afford to cook hot-smoked fish
11. I don't think it's safe to cook hot-smoked fish
12. For religious and/or cultural reasons (please specify) [OPEN TEXT BOX]
13. Another reason (please specify) [ANCHOR, OPEN TEXT BOX]
14. None of these [ANCHOR, EXCLUSIVE]

**BASE: ASK ALL**

Q19. Before taking part in this survey, did you know that certain groups of people are at higher risk of food poisoning caused by the bacteria Listeria when eating RTE smoked fish?

This includes people with a weakened immune system, people who are pregnant, and those who are aged over 65.

**SINGLE CODE**

1. Yes
2. No
3. Don't know