

The 2014

# FOOD and YOU

Survey

Cognitive Testing Report



# Cognitive Testing Report

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# Contents

1. Introduction .....	4
2. Cognitive testing.....	5
2.1 Questionnaire development prior to the cognitive testing	5
2.2 Background information	5
2.3 Summary of cognitive interviews achieved	7
2.4 Key issues from the cognitive testing	9
3. Appendices .....	28
Appendix A: Cognitive testing questionnaire	28
Appendix B: Draft letter	73
Appendix C: Draft leaflet	74

# 1. Introduction

At the start of 2014, the Food Standards Agency (FSA) commissioned TNS BMRB to conduct the third wave of the Food and You survey. The Agency would like to add a number of new questions to the survey. In light of this, the research team at TNS BMRB has conducted cognitive testing on a series of potential new questions, which it has been proposed will appear on the survey. In addition to testing the new questions, TNS BMRB has also tested a revised approach to respondent engagement, including a new design of the advance letter and a new survey information leaflet.

This report summarises the key findings from the cognitive testing, in addition to recommendations which have been made in light of the key learning's gathered over the course of the interviews.

A copy of the questionnaire used is included in the appendices, along with the advance letter and leaflet which were tested.

## **2. Cognitive testing**

### **2.1 Questionnaire development prior to the cognitive testing**

Prior to the commissioning of the third wave of Food and You, a review of the Wave 2 questionnaire was undertaken by the FSA research team. This review looked at each question used in Wave 2 and considered its appropriateness for inclusion in Wave 3. The review stage also identified new areas of interest which were to be considered for inclusion in the survey, including: the Office for National Statistics (ONS) harmonised wellbeing questions; further details on food allergies; and revised questions on the Food Hygiene Rating Scheme (FHRS). Most of these questions had already been used on existing Agency surveys or other government surveys and so did not require pilot testing. However, the FSA agreed with TNS BMRB that there was value in carrying out a small scale cognitive test on any new questions.

Following the commissioning of Wave 3, questions based on further discussions with the FSA were developed by TNS BMRB for cognitive testing.

### **2.2 Background information**

Cognitive testing was undertaken both to test the new questions, as well as a newly designed letter and leaflet to make sure that respondents' understanding of any new wording or amendments to existing questions and key terms was in line with that of the project team. The purpose of cognitive testing is not to consider particular respondents as case studies or to draw inferences from their responses about the population or specific sub-groups, but to ensure that respondents understand the questions correctly and can answer them in an accurate and consistent manner.

This is achieved either by:

- Asking the possible new questions followed by a number of follow-up questions/probes that would not ultimately be included in the survey, but are intended to check the understanding of the questions and pre-codes (as for the questions about the purchase of bread, milk and meat)

Or:

- Asking respondents to 'talk through' or 'think aloud' the stages they go through when carrying out certain actions (as for the questions relating to food hygiene in the home, asking about cooking certain types of dishes) and probing for some of the desired or expected information if it is not volunteered spontaneously.

The questionnaire for the cognitive testing was agreed on 6<sup>th</sup> February 2014 and was tested at two venues – The Britannia Hotel in Birmingham city centre on 10<sup>th</sup> February and Bromley Central Library on 12<sup>th</sup> February. The decision to test in different locations was to try to pick up any geographic differences in language or phrasing that may have caused difficulty in the questionnaire. The interviewing carried out in Bromley on 12<sup>th</sup> February was observed by Laura Inman from the FSA research team.

On each day, 15 respondents were recruited from the streets adjacent to the interview venues according to quotas on age, gender, working status and level of responsibility for shopping and cooking in the household. These quotas were set to ensure a wide variety of respondents with differing knowledge of food and food preparation were interviewed. It was decided to limit the quotas to these key factors (rather than include additional quotas on factors such as level of education and ethnicity) given the small scale of the cognitive test. It was felt that the quotas set would provide a reasonable spread of characteristics from which to draw conclusions about the understanding of the questions.



Four members of the TNS BMRB project team were involved in conducting the interviews. Interviews lasted between 30 and 40 minutes and respondents were offered an incentive of £20 High Street gift vouchers for taking part upon completion of the interview.

Further details of how respondents were recruited and how the interviews were conducted can be found in Appendix A.

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

Thirty cognitive interviews were conducted by the TNS BMRB research team with a cross section of different types of respondents. Table 1 shows the profile of the achieved interviews.

<i>Table 1</i>		
<b>PROFILE OF ACHIEVED INTERVIEWS</b>		
<b>Overall</b>		<b>30</b>
<b>Location</b>	Birmingham	15
	Bromley	15
<b>Sex</b>	Male	14
	Female	16
<b>Age</b>	16-24	4
	25-34	7
	35-44	3
	45-54	8
	55-64	2
	65+	6
<b>Economic status</b>	Paid work or training	14
	Away from job/ waiting to take up job	
	Looking for work	4
	Student	2
	Looking after family/home	2
	Long-term sick/ill	1
	Retired	7
	Something else	
<b>Number of people in household</b>	1	11
	2	8
	3	7
	4	1
	5 or more	3
<b>Number of adults aged 16+ in household</b>	1	12
	2	16
	3	
	4	2
	5 or more	
<b>Responsibility for food/ grocery shopping</b>	All or most	21
	About half	5
	Less than half	2
	Not responsible for any	2

## **2.4 Key issues from the cognitive testing**

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

### **QUESTIONS 2.3-2.3c**

#### **Rationale for testing**

To test new questions on clinical diagnosis of food allergies and intolerances. To test understanding of 'allergic to certain food', 'food intolerance' and 'clinical diagnosis'.

#### **Questions tested**

2.3 Which, if any, of the following applies to you? Please state all that apply; 2.3b And has your food allergy been clinically diagnosed? By 'clinically diagnosed' I mean confirmed by a medical specialist using a test?; 2.3c And has your food intolerance been clinically diagnosed? By 'clinically diagnosed' I mean confirmed by a medical specialist using a test?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• 'Allergic to certain food' was generally well understood</li> <li>• No-one said they had a food allergy at 2.3, so 2.3b was not asked<sup>1</sup></li> <li>• Seven respondents said they avoided certain foods for 'other reasons' (e.g. foods that did not seem to agree with them)</li> <li>• Only one of the seven respondents said that their food intolerance had been clinically diagnosed</li> <li>• 'Food intolerance' was generally well understood, although one respondent struggled to explain the difference between a food allergy and a food intolerance</li> <li>• Respondents did not appear to have any problems with the term 'clinically diagnosed'<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• No changes to the questions</li> <li>• Consider providing definitions of 'food allergy' and 'food intolerance' as part of the interviewer briefing, in case of any queries during fieldwork</li> </ul>

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<sup>1</sup> The proportion of people suffering from food allergies/intolerances or who avoid certain foods for other reasons is thought to be small. Therefore it was understood that this small scale cognitive test was unlikely to pick up many instances of this and it is not surprising that Q2.3b was not tested. The inclusion of Q2.3 did, however, allow researchers to check whether this main question and its pre-codes were understood by people who avoid certain foods for any reason and those who do not.

<sup>2</sup> Despite this it was felt that the term 'clinically diagnosed' would benefit from some further clarification and the wording for the main stage survey was changed to 'By 'clinically diagnosed' I mean confirmed by test performed at a specialised allergy clinic.'

**QUESTIONS 3.3b-3.3f****Rationale for testing**

To understand patterns of purchasing for key items e.g. whether different types of bread are bought at supermarkets vs. independent bakers etc.

**Questions tested**

3.3b Which of the following types of bread do you/does your household buy, even if you only buy them occasionally?; 3.3c Which of the following kinds of bread do you/does your household buy, even if you only buy them occasionally?; 3.3d Which of the following brands of bread do you/does your household buy, even if you only buy them occasionally?; 3.3e And where do you/does your household buy bread, even if you only buy from there occasionally? 3.3f And which type of bread do you/does your household buy most often and where do you buy it from?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• 3.3b - type of bread (sliced/unsliced etc.) was well understood. 'Other' types mentioned included fruit bread, chapatti, pitta, naan, flat bread/wraps/tortillas, hot cross buns, crumpets &amp; agege</li> <li>• 3.3c – kind of bread (white/brown etc.) was well understood, however people tended to answer for loaves of bread e.g. said they only bought brown/wholemeal when they had also said they bought croissants at 3.3b</li> </ul>	<ul style="list-style-type: none"> <li>• 3.3c – suggest filter on people who have said codes 1-4 at 3.3b only</li> </ul>

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• Some confusion about 'Non-supermarket brand' vs 'Other' at 3.3d – e.g. 'Hovis' was mentioned as 'Other'. Other mentions under 'Other' included 'market stall'</li> <li>• 3.3e, 3.3f – whilst respondents understood the terms 'large supermarket' and 'mini supermarket', they were unsure how to classify Marks &amp; Spencer – some thought it was a 'large supermarket' and others thought it was a 'small supermarket'</li> <li>• 3.3e, 3.3f – Greggs was also tricky for respondents to classify – some thought 'independent baker' was the most appropriate category and others felt it was an 'other shop'</li> <li>• 3.3e, 3.3f – one respondent said he bought bread from a supermarket attached to a garage and selected the code 'mini supermarket' rather than 'garage forecourt', but imagine there is potential for confusion here</li> </ul>	<ul style="list-style-type: none"> <li>• 3.3d – suggest revise to 'Other brand' rather than 'Non-supermarket brand'. Is the detail on supermarket brands necessary? (i.e. Value/Regular/ Premium)</li> <li>• 3.3e, 3.3f – could provide interviewers with guidance as to how Marks and Spencer, Greggs etc. should be coded in case of respondent confusion during fieldwork; could also consider adding these names to the end of the appropriate codes as examples</li> <li>• 3.3e, 3.3f – consider revising code 2 to 'Mini supermarket (e.g. Metro/Local/<b>Simply Food/mini supermarket attached to a garage</b>) to make it clearer that code 4 'garage forecourt' does not include mini supermarkets attached to a garage</li> </ul>

## **QUESTIONS 3.3g-3.3l**

### **Rationale for testing**

To understand patterns of purchasing for key items e.g. whether different types of milk are bought at supermarkets vs. independent stores etc.

### **Questions tested**

3.3g Which of the following types of milk do you/does your household buy, even if you only buy them occasionally?; 3.3h Which of the following kinds of milk do you/does your household buy, even if you only buy them occasionally?; 3.3i Which of the following varieties of milk do you/does your household buy, even if you only buy them occasionally?; 3.3j Which of the following brands of milk do you/does your household buy, even if you only buy them occasionally?; 3.3k And where do you/does your household buy milk, even if you only buy from there occasionally?; 3.3l And which type of milk do you/does your household buy most often and where do you buy it from?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• 3.3g - One respondent – had to probe for ‘Pasteurised/fresh’ even though this was clearly what they were buying</li> <li>• 3.3g - Often had to probe for ‘Cows’ as this was missed by respondents</li> <li>• 3.3g – ‘Other’ type mentioned: evaporated milk</li> <li>• 3.3h – Generally no problems, this was usually the first thing mentioned when asking about milk at 3.3g – however if only soya milk etc. bought at 3.3g, respondents sometimes struggled initially to select a code at 3.3h, before settling on ‘other kind of milk’</li> <li>• 3.3i – no problems</li> <li>• 3.3j – branding was not well understood for milk. A couple answered ‘Non-branded’ because they bought standard supermarket milk</li> <li>• 3.3k/l – generally no problems, although potential for confusion surrounding Marks and Spencer, and garage forecourts vs. mini supermarkets attached to garages</li> <li>• 3.3l – some found it difficult to identify the type of milk bought most often as they bought different types e.g. soya and cows milk equally as often</li> </ul>	<ul style="list-style-type: none"> <li>• Move 3.3h before 3.3g</li> <li>• Consider splitting 3.3g into 2 questions – codes 1-3 vs. codes 4-8</li> <li>• Consider dropping 3.3j as this is captured to a large extent by 3.3k</li> <li>• 3.3k, 3.3l – could provide interviewers with guidance as to how Marks and Spencer should be coded in case of respondent confusion during fieldwork; could also consider adding name to the end of the appropriate code as an example</li> <li>• 3.3k, 3.3l – consider revising code 2 to ‘Mini supermarket (e.g. Metro/Local/<b>Simply Food/mini supermarket attached to a garage</b>) to make it clearer that code 4 ‘garage forecourt’ does not include mini supermarkets attached to a garage</li> <li>• 3.3l – provide an ‘IF NECESSARY’ instruction to help respondents determine what they buy most often if they buy different types of milk equally as often e.g. instructing them to choose the milk bought in the largest quantity or the milk bought for themselves</li> </ul>



### **QUESTION 3.3m – 3.3q**

#### **Rationale for testing**

To understand patterns of purchasing for key items e.g. whether different types of meat are bought at supermarkets vs. independent stores etc.

#### **Questions tested**

3.3m Which of the following types of raw meat do you/does your household buy, even if you only buy them occasionally?; 3.3n Which of the following kinds of raw meat do you/does your household buy, even if you only buy them occasionally?; 3.3o Which of the following brands of raw meat do you/does your household buy, even if you only buy them occasionally?; 3.3p And where do you/does your household buy raw meat, even if you only buy from there occasionally?; 3.3q And which type of raw meat do you/does your household buy most often and where do you buy it from?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• 3.3m – no problems</li> <li>• 3.3n – some commented on overlap between the categories but were able to answer, many ignored the 'pre-packaged' and 'loose or freshly cut' options until prompted</li> <li>• 3.3o – misunderstanding over what 'Non-supermarket brand' would be</li> <li>• 3.3p/3.3q – generally no problems although again some potential confusion surrounding Marks and Spencer, and garage forecourts vs. mini supermarkets attached to garages</li> </ul>	<ul style="list-style-type: none"> <li>• 3.3n – consider splitting into 3 questions – codes 1-2 vs. codes 3-4 (with an additional 'standard' option) vs. codes 5-6</li> <li>• 3.3o – change 'Non-supermarket brand' to 'Other brand'</li> <li>• 3.3p, 3.3q – could provide interviewers with guidance as to how Marks and Spencer should be coded in case of respondent confusion during fieldwork; could also consider adding name to the end of the appropriate code as an example</li> <li>• 3.3p, 3.3q – consider revising code 2 to 'Mini supermarket (e.g. Metro/Local/<b>Simply Food/mini supermarket attached to a garage</b>) to make it clearer that code 4 'garage forecourt' does not include mini supermarkets attached to a garage</li> </ul>

## **QUESTION 4.2b – 4.2e**

### **Rationale for testing**

These questions attempted to better understand people's practice in the kitchen and how cleaning, hand washing and other food safety practices form part of this. They also tried to get a more accurate understanding of cleaning/hand washing which is less susceptible to social desirability in answering and endeavoured to understand if anything different happens when handling meat and poultry compared to other food items.

### **Questions tested**

4.2b What chicken or poultry meal do you prepare most often? I'd like you to talk me through the steps you go through to make this dish. So what would you do before you started cooking this dish? What would you do next? How would you decide when the chicken/poultry/meat/fish/meal is cooked? What would you do when you finished cooking?

4.2c What meal do you prepare most often that doesn't involve cooking? IF NECESSARY: For example, something like a sandwich or salad. I'd like you to talk me through the steps you go through to make this dish. So what would you do before you started making this dish? What would you do next? What would you do when you finished making the dish?

4.2d I'd like you to think again about the <cooked meal> you told me that you make. Are there any points either immediately before you start cooking, during or after the cooking process that you would be doing any cleaning?

4.2e I'd like you to think again about the <non-cooked meal> you told me that you make. Are there any points either immediately before you start making the meal or during or after you make the meal that you would be doing any cleaning?

Feedback	Recommendations
<p><b>4.2b</b></p> <ul style="list-style-type: none"> <li>• All were able to name a cooked dish (including vegetarian)</li> <li>• Some spontaneously mentioned washing hands, cleaning worktop, utensils etc before cooking, but most did not and simply gave details of how they would marinate the chicken, get the ingredients out of the cupboard etc.</li> <li>• Several said they would wash the chicken before cooking, one said they would smell the chicken to see if it was okay to eat</li> <li>• The vegetarian respondent said she would wash the vegetables</li> <li>• To tell if the chicken was cooked most mentioned appropriate tests e.g. check juices run clear</li> <li>• Some said when they had finished cooking they would clear away, wash up, clean work surfaces, etc.</li> <li>• Fewer spontaneously mentioned washing hands when cooking finished</li> </ul>	

Feedback	Recommendations
<b>4.2c</b> <ul style="list-style-type: none"><li>• All were able to name an uncooked dish</li><li>• Some spontaneously mentioned washing hands before they started, but many did not</li><li>• Some said they would get out a clean board, plate etc. to make the sandwich/salad</li><li>• Several said they would tidy and clean up as they go along</li></ul>	

Feedback	Recommendations
<p><b>4.2d/e</b></p> <ul style="list-style-type: none"> <li>• On probing, almost all said they would wash hands after touching raw meat / before eating; and that they would clean up after cooking/preparing food</li> <li>• Several mentions of use of Dettol/antibacterial spray for cleaning</li> <li>• Use of antibacterial hand soap</li> <li>• Several mentioned having separate boards for meat/vegetables or using a clean board for each</li> <li>• Mentions of less safe practices:             <ul style="list-style-type: none"> <li>- 'After cutting chicken I would turn the chopping board over to the other side'</li> <li>- Wash hands with soap and cold or lukewarm water</li> <li>- Drying hands on trousers</li> <li>- Several said they would wash the raw chicken</li> <li>- Using non-disposable cloths for cleaning</li> </ul> </li> <li>• Most said they would follow the same cleaning practices for the cooked dish as for the uncooked dish, but some said they would be less stringent if they were just making a cold dish and wouldn't clean so much in between and after making it</li> </ul>	<ul style="list-style-type: none"> <li>• Need to discuss the best way of moving forward with this. Is it possible to develop a set of revised statements related to cleaning activities to assess cleaning based on the findings from the cognitive testing? An alternative might be to stick with the existing statements (at existing q4.1 &amp; 4.2) but to switch to a self-completion approach to reduce social desirability bias.</li> </ul>

**QUESTION 4.26 – 4.27c****Rationale for testing**

To test understanding of 'food poisoning' and 'medically diagnosed', and feasibility of getting further details on food poisoning experienced.

**Questions tested**

4.26 Have you personally ever had food poisoning?; 4.26b Have you had food poisoning within the last year?; 4.27

Thinking about the most recent occasion you had food poisoning, did you see a doctor or go to hospital because of it?; 4.27b Was it medically diagnosed as food poisoning, by that I mean were samples tested that showed you definitely had food poisoning?; 4.27c Do you remember what type of food poisoning you had?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• Fifteen respondents reported they had had food poisoning (or thought they had), of these five said it was medically diagnosed and two were able to name the type of food poisoning (E coli and Campylobacter)</li> <li>• No problems with understanding or answering these questions</li> </ul>	<ul style="list-style-type: none"> <li>• No changes to questions but could filter 4.27b so that only those who say they saw a doctor or went to the hospital at the previous question (4.27) are asked if their food poisoning was medically diagnosed</li> </ul>

**QUESTION 4.28b-4.28c****Rationale for testing**

To test understanding of 'learning to cook' and 'food safety' and whether people are able to say where they acquired these skills.

**Questions tested**

4.28b In which of the following ways did you learn to cook?

4.28c In which of the following ways have you learnt about food safety?

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• 4.28b – no problems, range of answers given</li> <li>• 'Others' mentioned: catering college</li> <li>• 4.28c – respondents were generally less clear on where they had learnt about food safety although they were able to answer; some had had specific instruction/courses</li> <li>• 'Others' mentioned: catering college; food programmes/adverts on tv/radio; trial and error</li> </ul>	<ul style="list-style-type: none"> <li>• No changes to the questions but if they are to be added into the questionnaire before or after existing q4.29 there could be confusion with respondents thinking we are asking them the same question twice, as 4.28c and 4.29 are similar; consider only including one of these questions</li> </ul>



## SURVEY INTRODUCTION

### Rationale for testing

To identify any better ways of putting the survey across to respondents to increase engagement.

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• Most respondents said they were interested in food so it sounded interesting. However, it must be noted that people who were not interested in food were less likely to have agreed to have taken part in cognitive testing relating to a food survey, so there is an element of bias here.</li> <li>• One suggested mentioning avoiding food poisoning as this sounded more important</li> <li>• Some felt that it could be shorter and the information on what the survey was about was the most important thing to say, rather than how many times the survey had been conducted etc.</li> <li>• Some picked up on the items which were mentioned in the introduction but not covered by the cognitive testing (e.g. eating out)</li> <li>• A few felt that the sections on milk and bread were unexpected and didn't relate to 'health and safety'</li> </ul>	<ul style="list-style-type: none"> <li>• Do not include information about number of people being interviewed and what wave of the survey it is</li> </ul>

## **ADVANCE LETTER**

### **Rationale for testing**

To identify any better ways of putting the survey across to respondents to increase engagement.

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• A few felt that food poisoning should be mentioned at the start of the letter as this sounded more important than exploring attitudes to food etc.</li> <li>• One suggested giving people information on food safety at the end of the interview</li> <li>• Nothing was identified that would put people off</li> <li>• Some preferred larger font size</li> <li>• One respondent thought the survey might not be relevant as he lived alone/didn't cook</li> <li>• One said not all mobiles give free calls to 0800 numbers</li> <li>• A couple of respondents commented that it doesn't say how long the interview will take</li> <li>• One person said that they liked the '25 houses' part as it 'makes people feel special'</li> <li>• 'Safer food for the nation' was seen as a good phrase to include in terms of encouraging people to take part</li> <li>• Some confusion regarding contact information in green box as it says contact Emma Johns at TNS BMRB but email address is for FSA</li> </ul>	<ul style="list-style-type: none"> <li>• Use larger font and tweak layout of contact information in green box - move email address to underneath Laura's name</li> <li>• We do not recommend including information about length of survey in the letter as interviewers will be able to provide this information to potential respondents if asked, when they make contact with them</li> </ul>

## LEAFLET

### Rationale for testing

To identify any better ways of putting the survey across to respondents to increase engagement.

Feedback	Recommendations
<ul style="list-style-type: none"> <li>• The writing is too small / hard to read</li> <li>• Some felt there was too much information in the leaflet, which would put people off reading it</li> <li>• It looks official/genuine</li> <li>• Nice leaflet/well written/clear/simple/informative</li> <li>• The content was generally thought to be interesting</li> <li>• One commented that it would be good to have a facility to phone up and arrange an appointment</li> <li>• First paragraph – should say ‘your household has been <i>randomly</i> selected...’</li> <li>• Website address doesn’t stand out (i.e. the link to the previous findings) and people are interested in what was done as a result of previous research</li> <li>• Some were confused about why the leaflet includes information on other surveys</li> <li>• Doesn’t say how long the survey is</li> </ul>	<ul style="list-style-type: none"> <li>• Make font larger</li> <li>• Amend first paragraph to read ‘randomly selected’</li> <li>• Highlight web link to previous findings (using bold font or a coloured box etc.)</li> <li>• Make it clearer that the examples of other research are just that. Perhaps indent them, use a coloured box, highlight the words which explain they are examples etc.</li> <li>• We do not recommend including information about length of survey in the leaflet as interviewers will be able to provide this information to potential respondents if asked, when they make contact with them</li> </ul>



### **3. Appendices**

#### **Appendix A: Cognitive testing questionnaire**

## FACE TO FACE: COGNITIVE TESTING QUESTIONNAIRE

<b>Job Number</b>	<b>260121593</b>
<b>Name of survey</b>	<b>Food and You Wave 3</b>
<b>Questionnaire Version Number</b>	<b>V5</b>
<b>Author</b>	<b>Rachel Phillips</b>

<b>Methodology</b>	Face-to-face
<b>If face-to-face</b>	Hall test
<b>Questionnaire</b>	Paper
<b>Duration</b>	30-40 minutes
<b>Sample Size</b>	30 (2 x 15 interviews)
<b>Sample Description</b>	Quota

## QUOTAS

	<b>Birmingham</b>		<b>Bromley</b>	
	Mon 10 <sup>th</sup> February		Wed 12 <sup>th</sup> February	
Male	7		7	
Female	8		8	
Age 16-29	3		4	
Age 30-54	7		7	
Age 55+	5		4	
Working	7 or more		7 or more	
Non working	Max 8		Max 8	
Main responsibility for shopping/ cooking in household	minimum 4		minimum 4	
Some / joint	minimum 4		minimum 4	
Little/ none	3 or 4		3 or 4	



## INTRODUCTION

### Key points to cover:

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

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

[Introduce observer if applicable]

*Before we start I just want to explain what we are doing today. Later this year TNS BMRB will carry out a major national survey for the Food Standards Agency called the Food and You Survey, which looks at how people buy, prepare and store food and attitudes to eating in and out of the home. This will be the third time the survey has been conducted and around 3,500 people across the UK will be interviewed.*

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

*Everything we talk about today will be entirely confidential.*

<b>PART 1     HOUSEHOLD INFORMATION</b>
---

**BACKGROUND**

PLEASE COLLECT A FEW BACKGROUND DETAILS ABOUT THE RESPONDENT

**GENDER**

Male            1  
Female        2

**AGE**

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

**ECONOMIC STATUS**

		<b>NUMBER OF PEOPLE IN HOUSEHOLD – WRITE IN NUMBER</b>
Paid work or training	1	
Away from job/waiting to take up job	2	<input type="text"/>
Looking for work	3	
Student	4	
Looking after family/home	5	<b>NUMBER OF ADULTS 16 OR OVER IN HOUSEHOLD – WRITE IN NUMBER</b>
Long-term sick/ill	6	
Retired	7	<input type="text"/>
Something else	8	

**RESPONSIBILITY FOR FOOD/GROCERY SHOPPING**

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

<b>PART 2     EATING HABITS</b>
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<b>Test understanding of ‘food allergy’, ‘food intolerance’, ‘clinically diagnosed’ and ‘medical specialist’</b>
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**2.3**

**7.1 (Old)**

**Which, if any, of the following applies to you? Please state all that apply.**

**RANDOMISE ORDER, BUT ALWAYS KEEP VEGETARIAN STATEMENTS AND AVOIDANCE STATEMENTS TOGETHER.**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Completely vegetarian
- 2 Partly vegetarian
- 3 Vegan
- 4 Allergic to certain food
- 5 On a diet trying to lose weight
- 6 On a diet trying to gain weight
- 7 Avoid certain food for religious or cultural reasons
- 8 Avoid certain food for medical reasons
- 9 Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)
- 10 Other (**SPECIFY**)
- 11 None

ASK IF 2.3 = 4

**2.3b**

**And has your food allergy been clinically diagnosed? By ‘clinically diagnosed’ I mean confirmed by a medical specialist using a test?**

IF HAS MORE THAN ONE FOOD ALLERGY AND AT LEAST ONE HAS BEEN CLINICALLY DIAGNOSED CODE ‘Has clinically diagnosed food allergy’ EVEN IF OTHER FOOD ALLERGY(S) IS/ARE NOT CLINICALLY DIAGNOSED

**SINGLE CODE**

- 1 Has clinically diagnosed food allergy
- 2 Does not have clinically diagnosed food allergy
- 3 Don't know

ASK IF 2.3 = 9

**2.3c**

**And has your food intolerance been clinically diagnosed? By ‘clinically diagnosed’ I mean confirmed by a medical specialist using a test?**

IF HAS MORE THAN ONE FOOD INTOLERANCE AND AT LEAST ONE HAS BEEN CLINICALLY DIAGNOSED CODE ‘Has clinically diagnosed food intolerance’ EVEN IF OTHER FOOD INTOLERANCE(S) IS/ARE NOT CLINICALLY DIAGNOSED

**SINGLE CODE**

- 1 Has clinically diagnosed food intolerance
- 2 Does not have clinically diagnosed food intolerance
- 3 Don’t know

**PROBE 2.3 – What did you think of when I used the phrase ‘allergic to certain food’?**

**Was there any confusion between food allergies and food intolerances, or with the phrase ‘foods that don’t agree with you’?**

**- A food allergy is a fast and potentially serious response to a food by your immune system, triggering symptoms such as a rash, wheezing and itching.**

**- Food intolerances are more common than food allergies. The symptoms tend to come on more slowly, often many hours after eating the problem food. Typical symptoms include bloating and stomach cramps.**

**PROBE 2.3b - What did you think of when I used the phrase ‘clinically diagnosed’?**

**PROBE 2.3b - What did you think of when I used the phrase ‘medical specialist’?**

**PROBE 2.3b - What kind of tests do you think might be used to find out if someone has a food allergy?**

**PROBE 2.3c - What did you think of when I used the phrase ‘clinically diagnosed’?**

**PROBE 2.3c - What did you think of when I used the phrase ‘medical specialist’?**

**PROBE 2.3c - What kind of tests do you think might be used to find out if someone has a food intolerance?**



**2.3/2.3b NOTES**

<b>PART 3      SHOPPING</b>
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<b>Test questions below about type of bread, milk &amp; raw meat bought and where purchased.</b>
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**3.3b**

**Which of the following types of bread <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?**

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Packaged sliced bread
- 2 Unsliced bloomers or loaves
- 3 Baguettes or sticks
- 4 Bread buns or rolls
- 5 Ciabatta or Panini
- 6 Bagels
- 7 Croissants
- 8 Brioche
- 9 Other type of bread (specify)
- 10 Do not buy bread

ASK IF 3.3b NOT = 10

**3.3c**

**Which of the following kinds of bread <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?**

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 White
- 2 Brown or wholemeal
- 3 Half and half (e.g. half white and half brown)
- 4 Granary
- 5 Multi grain or with grains or seeds
- 6 Rye
- 7 Organic
- 8 Gluten free
- 9 Other kind of bread (specify)

ASK IF 3.3b NOT = 10

**3.3d**

Which of the following brands of bread <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?

**RANDOMISE ORDER BUT KEEP SUPERMARKET CODES TOGETHER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Supermarket value brand (e.g. Everyday Value)
- 2 Supermarket regular own brand
- 3 Supermarket premium brand (e.g. Finest)
- 4 Supermarket in-store bakery
- 5 Non-supermarket brand
- 6 Bakery
- 7 Other (specify)
- 8 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3b NOT = 10

**3.3e**

And where <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy bread, even if you only buy from there occasionally?

**RANDOMISE ORDER BUT KEEP SUPERMARKET AND HOME DELIVERY CODES TOGETHER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Large supermarket
- 2 Mini supermarket (e.g. Metro/Local)
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent baker
- 6 Market (including stalls or farmer's markets)
- 7 Farm
- 8 Home delivery – from a supermarket
- 9 Home delivery – not from a supermarket
- 10 Other shop (specify)
- 11 Don't know – **THIS CODE WILL NOT BE SHOWN**



ASK IF 3.3b NOT = 10

### 3.3f

And which type of bread <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy most often and where do you buy it from?

**ONLY SHOW CODES SELECTED AT 3.3B, 3.3C, 3.3D & 3.3E**

SHOW SCREEN, SINGLE CODE ALL COLUMNS EXCEPT 'KIND OF BREAD' AS TYPE OF BREAD BOUGHT MOST OFTEN MAY FALL INTO MORE THAN ONE CATEGORY E.G. ORGANIC WHITE

<b>TYPE OF BREAD: SINGLE CODE</b>	<b>KIND OF BREAD: MULTICODE POSSIBLE</b>	<b>BRAND OF BREAD: SINGLE CODE</b>	<b>WHERE BOUGHT: SINGLE CODE</b>
1 Packaged sliced bread	1 White	1 Supermarket value brand (e.g. Everyday Value)	1 Large supermarket
2 Unsliced bloomers or loaves	2 Brown or wholemeal	2 Supermarket regular own brand	2 Mini supermarket (e.g. Metro/Local)
3 Baguettes or sticks	3 Half and half (e.g. half white and half brown)	3 Supermarket premium brand (e.g. Finest)	3 Local/corner shop (including newsagents)
4 Bread buns or rolls	4 Granary	4 Supermarket in-store bakery	4 Garage forecourt
5 Ciabatta or Panini	5 Multi grain or with grains or seeds	5 Non-supermarket brand	5 Independent baker
6 Bagels	6 Rye	6 Bakery	6 Market (including stalls or farmer's markets)
7 Croissants	7 Organic	7 Other (specify)	7 Farm
8 Brioche	8 Gluten free		8 Home delivery – from a supermarket
9 Other type of bread (specify)	9 Other kind of bread (specify)		9 Home delivery – not from a supermarket
			10 Other shop (specify)

#### **PROBES General:**

- Was the respondent aware of what type of bread is bought and where from, even if they are not the person purchasing it?

#### **PROBES 3.3b:**

- Did the pre-coded list cover the main types of bread?

- Were any of the codes confusing/unclear?

**PROBES 3.3c:**

- Did the pre-coded list cover the main kinds of bread?
- Were any of the codes confusing/unclear?

**PROBES 3.3d:**

- Did the pre-coded list cover the main brands of bread?
- Were any of the codes confusing/unclear?
- Were they correctly able to distinguish between supermarket value and non-value brands?

**PROBES 3.3e:**

- Did the pre-coded list cover the main places where they bought bread?
- Were any of the codes confusing/unclear?
- What did they understand by the term 'large supermarket'?
- What did they understand by the term 'mini supermarket'?
- What code would they select if they bought from the food section of a Marks and Spencers?
- What code would they select if they bought from a Marks and Spencers Simply Food store?
- What did they understand by the term 'independent baker'?
- What code would they select if they bought at 'Greggs'?

**PROBES 3.3f:**

- Was it clear to the respondent that we were talking about the one type of bread bought most often?
- Was the respondent easily able to identify the type of bread bought most often?

**3.3b/c/d/e/f NOTES**



**3.3b/c/d/e/f NOTES**

### 3.3g

Which of the following types of milk <TEXTFILL DEPENDING ON  
NUMBER IN HH: do you/does your household> buy, even if you only  
buy them occasionally?

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Pasteurised or fresh
- 2 Unpasteurised or raw
- 3 Long Life (e.g. UHT or sterilised)
- 4 Soya
- 5 Cows'
- 6 Goats'
- 7 Rice
- 8 Almond
- 9 Other type of milk (specify)
- 10 Do not buy milk

ASK IF 3.3g NOT = 10

### 3.3h

Which of the following kinds of milk <TEXTFILL DEPENDING ON  
NUMBER IN HH: do you/does your household> buy, even if you only  
buy them occasionally?

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Full cream (from Jersey or Guernsey cows)
- 2 Full fat or whole milk
- 3 Semi-skimmed
- 4 One per cent / 1%
- 5 Skimmed
- 6 Other kind of milk (specify)
- 7 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3g NOT = 10

### 3.3i

Which of the following varieties of milk <TEXTFILL DEPENDING ON  
NUMBER IN HH: do you/does your household> buy, even if you only  
buy them occasionally?

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Standard
- 2 Organic
- 3 Enriched (with vitamins, calcium, minerals, Omega 3 etc...)
- 4 Lactose free
- 5 Filtered
- 6 Other variety of milk (specify)

7 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3g NOT = 10

**3.3j**

Which of the following brands of milk <**TEXTFILL DEPENDING ON NUMBER IN HH:** do you/does your household> buy, even if you only buy them occasionally?

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Supermarket own brand
- 2 Other brand
- 3 Non-branded milk
- 4 Other (specify)
- 5 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3g NOT = 10

**3.3k**

And where <**TEXTFILL DEPENDING ON NUMBER IN HH:** do you/does your household> buy milk, even if you only buy from there occasionally?

**RANDOMISE ORDER BUT KEEP SUPERMARKET AND HOME DELIVERY CODES TOGETHER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Large supermarket
- 2 Mini supermarket (e.g. Metro/Local)
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Market (including stalls or farmer's markets)
- 6 Farm
- 7 Home delivery – from a supermarket
- 8 Home delivery – not from a supermarket (e.g. from a milkman)
- 9 Other shop (specify)
- 10 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3g NOT = 10

**3.3I**

**And which type of milk <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy most often and where do you buy it from?**

**ONLY SHOW CODES SELECTED AT 3.3G, 3.3H, 3.3I, 3.3J & 3.3K**

SHOW SCREEN, SINGLE CODE ALL COLUMNS EXCEPT 'TYPE OF MILK' AND 'VARIETY OF MILK' AS TYPE OF MILK BOUGHT MOST OFTEN MAY FALL INTO MORE THAN ONE CATEGORY E.G. LONGLIFE SOYA OR ORGANIC LACTOSE FREE

<b>TYPE OF MILK: MULTICODE POSSIBLE</b>	<b>KIND OF MILK: SINGLE CODE</b>	<b>VARIETY OF MILK: MULTICOD E POSSIBLE</b>	<b>BRAND OF MILK: SINGLE CODE</b>	<b>WHERE BOUGHT: SINGLE CODE</b>
1 Pasteurised or fresh	1 Full cream (from Jersey or Guernsey cows)	1 Standard	1 Supermarket own brand	1 Large supermarket
2 Unpasteurised or raw	2 Full fat or whole milk	2 Organic	2 Other brand	2 Mini supermarket (e.g. Metro/Local)
3 Long Life (e.g. UHT or sterilised)	3 Semi-skimmed	3 Enriched (with vitamins, calcium, minerals, Omega 3 etc...)	3 Non-branded milk	3 Local/corner shop (including newsagents)
4 Soya	4 One per cent / 1%	4 Lactose free	4 Other (specify)	4 Garage forecourt
5 Cows'	5 Skimmed	5 Filtered		5 Market (including stalls or farmer's markets)
6 Goats'	6 Other kind of milk (specify)	6 Other variety of milk (specify)		6 Farm
7 Rice				7 Home delivery – from a supermarket
8 Almond				8 Home delivery – not from a supermarket (e.g. from a milkman)
9 Other type of milk (specify)				9 Other shop (specify)





**PROBES General:**

- Was the respondent aware of what type of milk is bought and where from, even if they are not the person purchasing it?

**PROBES 3.3g:**

- Did the pre-coded list cover the main types of milk?
- Were any of the codes confusing/unclear?

**PROBES 3.3h:**

- Did the pre-coded list cover the main kinds of milk?
- Were any of the codes confusing/unclear?
- If full cream or full fat / whole milk were mentioned, probe to discover if correct code was selected.

**PROBES 3.3i:**

- Did the pre-coded list cover the main varieties of milk?
- Were any of the codes confusing/unclear?
- What did the respondent understand by the term 'standard' milk?

**PROBES 3.3j:**

- Did the pre-coded list cover the main brands of milk?
- Were any of the codes confusing/unclear?
- If they get milk from a milkman, probe what code they selected at 3.3j and why

**PROBES 3.3k:**

- Did the pre-coded list cover the main places they bought milk?
- Were any of the codes confusing/unclear?
- What did they understand by the term 'large supermarket'?
- What did they understand by the term 'mini supermarket'?
- What code would they select if they bought from the food section of a Marks and Spencers?
- What code would they select if they bought from a Marks and Spencers Simply Food store?

**PROBES 3.3l:**

- Was it clear to the respondent that we were talking about the one type of milk bought most often?
- Was the respondent easily able to identify the type of milk bought most often?

**3.3g/h/i/j/k/I NOTES**

**3.3m**

Which of the following types of raw meat <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Minced or diced
- 2 Meat portion (e.g. steak, chops or chicken breast)
- 3 Processed (e.g. sausages or bacon)
- 4 Joints (e.g. of beef, lamb, pork etc.)
- 5 Whole chicken or other poultry
- 6 Other type of raw meat (specify)
- 7 Do not buy raw meat

ASK IF 3.3m NOT = 7

**3.3n**

Which of the following kinds of raw meat <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Fresh
- 2 Frozen
- 3 Free range
- 4 Organic
- 5 Pre-packaged
- 6 Loose or freshly cut
- 7 Other kind of raw meat (specify)

ASK IF 3.3m NOT = 7

**3.3o**

Which of the following brands of raw meat <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy, even if you only buy them occasionally?

**RANDOMISE ORDER BUT KEEP SUPERMARKET CODES TOGETHER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Supermarket value brand (e.g. Everyday Value)
- 2 Supermarket regular own brand
- 3 Supermarket premium brand (e.g. Finest)
- 4 Supermarket in-store butchers
- 5 Non-supermarket brand
- 6 Non-branded (e.g. from a butcher's / market)
- 7 Other (specify)

8 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3m NOT = 7

**3.3p**

And where <**TEXTFILL DEPENDING ON NUMBER IN HH:** do you/does your household> buy raw meat, even if you only buy from there occasionally?

**RANDOMISE ORDER BUT KEEP SUPERMARKET AND HOME DELIVERY CODES TOGETHER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

1 Large supermarket

2 Mini supermarket (e.g. Metro/Local)

3 Local/corner shop (including newsagents)

4 Garage forecourt

5 Independent butcher

6 Market (including stalls or farmer's markets)

7 Farm

8 Home delivery – from a supermarket

9 Home delivery – not from a supermarket

10 Other shop (specify)

11 Don't know – **THIS CODE WILL NOT BE SHOWN**

ASK IF 3.3m NOT = 7

**3.3q**

**And which type of raw meat <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> buy most often and where do you buy it from?**

**ONLY SHOW CODES SELECTED AT 3.3M, 3.3N, 3.3O & 3.3P**

SHOW SCREEN, SINGLE CODE ALL COLUMNS EXCEPT 'KIND OF RAW MEAT' AS TYPE OF RAW MEAT BOUGHT MOST OFTEN MAY FALL INTO MORE THAN ONE CATEGORY E.G. FRESH ORGANIC

<b>TYPE OF RAW MEAT: SINGLE CODE</b>	<b>KIND OF RAW MEAT: MULTICODE POSSIBLE</b>	<b>BRAND OF RAW MEAT: SINGLE CODE</b>	<b>WHERE RAW MEAT: SINGLE CODE</b>
1 Minced or diced	1 Fresh	1 Supermarket value brand (e.g. Everyday Value)	1 Large supermarket
2 Meat portion (e.g. steak, chops or chicken breast)	2 Frozen	2 Supermarket regular own brand	2 Mini supermarket (e.g. Metro/Local)
3 Processed (e.g. sausages or bacon)	3 Free range	3 Supermarket premium brand (e.g. Finest)	3 Local/corner shop (including newsagents)
4 Joints (e.g. of beef, lamb, pork etc.)	4 Organic	4 Supermarket in-store butchers	4 Garage forecourt
5 Whole chicken or other poultry	5 Pre-packaged	5 Non-supermarket brand	5 Independent butcher
6 Other type of raw meat (specify)	6 Loose or freshly cut	6 Non-branded (e.g. from a butcher's / market)	6 Market (including stalls or farmer's markets)
	7 Other kind of raw meat (specify)	7 Other (specify)	7 Farm
			8 Home delivery – from a supermarket
			9 Home delivery – not from a supermarket
			10 Other shop (specify)

**PROBES General:**

- Was the respondent aware of what type of raw meat is bought and where from, even if they are not the person purchasing it?

**PROBES 3.3m:**

- Did the pre-coded list cover the main types of raw meat?
- Were any of the codes confusing/unclear?

**PROBES 3.3n:**

- Did the pre-coded list cover the main kinds of raw meat?
- Were any of the codes confusing/unclear?

**PROBES 3.3o:**

- Did the pre-coded list cover the main brands of raw meat?
- Were any of the codes confusing/unclear?
- Were they correctly able to distinguish between supermarket value and non-value brands?

**PROBES 3.3p:**

- Did the pre-coded list cover the main places where they bought raw meat?
- Were any of the codes confusing/unclear?
- What did they understand by the term 'independent butcher'?
- What code would they select if they bought at local chain of butchers?
- What did they understand by the term 'large supermarket'?
- What did they understand by the term 'mini supermarket'?
- What code would they select if they bought from the food section of a Marks and Spencers?
- What code would they select if they bought from a Marks and Spencers Simply Food store?

**PROBES 3.3q:**

- Was it clear to the respondent that we were talking about the one type of raw meat bought most often?
- Was the respondent easily able to identify the type of raw meat bought most often?

**3.3m/n/o/p/q NOTES**

**PART 4 FOOD SAFETY**

**Test what processes people go through when preparing a raw meat/fish dish and a non-cooked dish. Go through the processes for each initially without prompting about cleaning/food safety. Only after gathering spontaneous descriptions of the processes gone through for both types of dish, should respondents be asked about any cleaning etc... they may do.**

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

**4.2b**

**What chicken or poultry meal do you prepare most often?**

**INTERVIEWER NOTE: IF THEY ARE TALKING ABOUT A MEAL THEY JUST HEAT UP – ASK IF THEY COOK ANY CHICKEN OR POULTRY FROM SCRATCH AND RECORD THE NAME OF THAT MEAL INSTEAD**

**IF DOESN'T PREPARE CHICKEN OR POULTRY MEAL FROM SCRATCH, ASK ABOUT ANY OTHER MEAT DISH. IF DOESN'T PREPARE MEAT DISH FROM SCRATCH, ASK ABOUT A FISH DISH. IF DOESN'T PREPARE MEAT DISH FROM SCRATCH, ASK ABOUT A VEGETABLE DISH COOKED FROM SCRATCH. IF DOESN'T COOK A DISH FROM SCRATCH SKIP TO 4.2c**

**(WRITE MEAL NAME HERE: \_\_\_\_\_)**

**I'd like you to talk me through the steps you go through to make this dish. So what would you do before you started cooking this dish?**

**RECORD WHAT DONE BEFORE START COOKING:**

**What would you do next?**

**RECORD WHAT DONE NEXT:**



**How would you decide when the chicken/poultry/meat/fish/meal is cooked?**

**RECORD HOW WOULD DECIDE IF COOKED:**

**What would you do when you finished cooking?**

**RECORD WHAT DONE WHEN FINISH COOKING:**

**4.2c**

**What meal do you prepare most often that doesn't involve cooking?  
IF NECESSARY: For example, something like a sandwich or salad.**

**IF DOESN'T PREPARE A MEAL WHICH DOESN'T INVOLVE COOKING  
SKIP TO 4.2d**

**(WRITE MEAL NAME HERE: \_\_\_\_\_)**

**I'd like you to talk me through the steps you go through to make this dish. So what would you do before you started making this dish?**

**RECORD WHAT DONE BEFORE START MAKING THE DISH:**



**What would you do next?**

**RECORD WHAT DONE NEXT:**

**What would you do when you finished making the dish?**

**RECORD WHAT DONE WHEN FINISH MAKING DISH:**

ASK IF MADE A COOKED DISH AT 4.2B

**4.2d**

**I'd like you to think again about the <TEXTFILL OF MEAL NAME FROM 4.2B> you told me that you make. Are there any points either immediately before you start cooking, during or after the cooking process that you would be doing any cleaning?**

**IF YES: Tell me what you would do.**

**RECORD WHAT CLEANING DONE BEFORE START COOKING:**

**RECORD WHAT CLEANING DONE DURING COOKING:**

**RECORD WHAT CLEANING DONE WHEN FINISH COOKING:**

**PROBES 4.2d**

- Would they wipe down the surfaces in their kitchen before starting to cook? Would this include the sink and draining board?
- If, so what would they use to wipe the surfaces down? E.g. sponge or cloth they use for washing up, kitchen roll, tea towel.
- Would this be a fresh sponge, cloth, piece of kitchen roll, tea towel, etc....?
- What would they do with it afterwards? Throw it away, place it on the draining board ready to use next time, rinse it under the tap, wash it with washing up liquid in the sink, spray it with disinfectant, clean it with bleach, put in in the washing machine etc?
- Would they wipe down the surfaces in their kitchen at any other point in the process? If so, which surfaces, when, why and how?
- Would they wash their hands before starting to cook and if so, what with? Cold, hot water, soap, antibacterial soap etc...?

- Would they wash their hands at any other point in the process? If so, when, why and how?
- Would they use the same chopping board for raw meat and other ingredients? If so, would they clean it inbetween chopping the different ingredients? And what would they clean it with?
- Would they clean anything else after cooking and how? (e.g. cleaning shelf in fridge which had raw meat on with Dettol Surface Cleanser)
- How would they wash up after cooking? In a sink, in a dishwasher?
- Would they leave the dishes to air dry or would they dry them up? What would they use to dry them? A fresh teatowel, a teatowel that they had used previously, kitchen roll? What would they do with it afterwards – use it again, wash it, throw it away?
- Probe to see if giving socially desirable answer or answering honestly

#### 4.2d NOTES

ASK IF MADE A NON-COOKED DISH AT 4.2C

**4.2e**

**I'd like you to think again about the <TEXTFILL OF MEAL NAME FROM 4.2C> you told me that you make. Are there any points either immediately before you start making the meal or during or after you make the meal that you would be doing any cleaning?**

**IF YES: Tell me what you would do.**

**RECORD WHAT CLEANING DONE BEFORE START MAKING MEAL:**

**RECORD WHAT CLEANING DONE DURING MAKING MEAL:**

**RECORD WHAT CLEANING DONE WHEN FINISH MAKING MEAL:**

**PROBES 4.2e**

- Would they wipe down the surfaces in their kitchen before starting to cook? Would this include the sink and draining board?
- If, so what would they use to wipe the surfaces down? E.g. sponge or cloth they use for washing up, kitchen roll, tea towel.
- Would this be a fresh sponge, cloth, piece of kitchen roll, tea towel, etc....?
- What would they do with it afterwards? Throw it away, place it on the draining board ready to use next time, rinse it under the tap, wash it with washing up liquid in the sink, spray it with disinfectant, clean it with bleach, put in in the washing machine etc?
- Would they wipe down the surfaces in their kitchen at any other point in the process? If so, which surfaces, when, why and how?
- Would they wash their hands before starting to cook and if so, what with? Cold, hot water, soap, antibacterial soap etc...?
- Would they wash their hands at any other point in the process? If so, when, why and how?
- Would they use the same chopping board for raw meat and other ingredients? If so, would they clean it inbetween chopping the different ingredients? And what would they clean it with?
- Would they clean anything else after cooking and how? (e.g. cleaning shelf in fridge which had raw meat on with Dettol Surface Cleanser)
- How would they wash up after cooking? In a sink, in a dishwasher?
- Would they leave the dishes to air dry or would they dry them up? What would they use to dry them? A fresh teatowel, a teatowel that they had used previously, kitchen roll? What would they do with it afterwards – use it again, wash it, throw it away?
- What would they do differently in terms of cleaning/washing/washing up when preparing this meal as opposed to cooking a meal involving raw meat or fish?
- Probe to see if giving socially desirable answer or answering honestly

**4.2e NOTES**



<b>Test understanding of ‘food poisoning’ and ‘medically diagnosed’</b>
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4.26

4.28 (Old)

**Have you personally ever had food poisoning?**

**SINGLE CODE**, SHOW SCREEN

Yes more than once

Yes once

I think so but I’m not sure it was food poisoning

No

DK **(CODE NOT SHOWN)**

**IF 4.26 = ‘YES MORE THAN ONCE’ OR ‘YES ONCE’ OR ‘I THINK SO BUT I’M NOT SURE IT WAS FOOD POISONING’**

4.26b

**Have you had food poisoning within the last year?**

**SINGLE CODE**, SHOW SCREEN

Yes more than once

Yes once

I think so but I’m not sure it was food poisoning

No

DK **(CODE NOT SHOWN)**

**IF 4.26 = ‘YES MORE THAN ONCE’ OR ‘YES ONCE’ OR ‘I THINK SO BUT I’M NOT SURE IT WAS FOOD POISONING’**

4.27

4.28a (New)

**<TEXTFILL IF 4.26 “MORE THAN ONCE” OR “I THINK SO”: Thinking about the most recent occasion you had food poisoning, did you see a doctor or go to hospital because of it?**

**SINGLE CODE**, SHOW SCREEN

Yes

No

DK **(CODE NOT SHOWN)**

**IF 4.26 = ‘YES MORE THAN ONCE’ OR ‘YES ONCE’ OR ‘I THINK SO BUT I’M NOT SURE IT WAS FOOD POISONING’**

4.27b

**Was it medically diagnosed as food poisoning, by that I mean were samples tested that showed you definitely had food poisoning?**

**SINGLE CODE**, SHOW SCREEN

Yes

No

DK **(CODE NOT SHOWN)**

**IF 4.27b = 'Yes'**

**4.27c**

**Do you remember what type of food poisoning you had? IF YES: What type was it?**

**RANDOMISE & SINGLE CODE**, SHOW SCREEN

- 1 Campylobacter
- 2 Salmonella
- 3 E coli
- 4 Listeria
- 5 Viral food poisoning - (SRVSs e.g. shigella)
- 6 Other (specify)
- 7 No – can't remember **(CODE NOT SHOWN)**
- 8 Don't know **(CODE NOT SHOWN)**

**PROBE 4.26 – What did you think about when I mentioned 'food poisoning'?**

**- Would they be embarrassed to admit if they had food poisoning?**

**PROBE 4.26b – What time frame did you think about when I mentioned 'within the last year'? Were they thinking of the last calendar year or the 12 months preceding the interview etc...?**

**- Were they able to remember if they had food poisoning within the last year?**

**PROBE 4.26b Did they talk about it on social media (Facebook, Twitter etc. )**

**PROBE 4.27 – Would there be anywhere else they might go or anything else they might do to get help if they thought they had food poisoning?**

**PROBE 4.27b – What did you think of when I said 'medically diagnosed'?**

**- What samples do they think might be tested to see if someone has food poisoning?**

**PROBE 4.27c – Could they remember what type of food poisoning they had? Could they narrow it down to a couple of types on the list or did they have no idea?**

**4.26, 4.26b, 4.27, 4.27b. 4.27c NOTES**

**Test understanding of ‘learning to cook’ and ‘food safety’ and whether people are able to say where they acquired these skills?**

**4.28b**

**In which of the following ways did you learn to cook?**

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Learnt by trying out recipes
- 6 Self-taught (e.g. reading information in books / internet)
- 7 Other (specify)
- 8 Haven't learnt to cook – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

**4.28c**

**In which of the following ways, have you learnt about food safety?**

**RANDOMISE ORDER**

SHOW SCREEN, CODE ALL THAT APPLY

**MULTICODE**

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Self-taught (e.g. reading information in books / internet)
- 6 Other (specify)
- 7 Haven't learnt about food safety – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

**PROBES**

**4.28b – What did they understand by the term ‘learn to cook’?**

- Were there any issues with respondents thinking they couldn't cook and being therefore unable to answer the question?
- Did the list of pre-codes cover the main sources of learning? Did any codes cause confusion?

**4.28c – What did they understand by the term ‘food safety’?**

- Did the list of pre-codes cover the main sources of knowledge? Did any codes cause confusion?

**4.28b & c NOTES**

<b>PART 5      FOOD PRODUCTION</b>
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NO QUESTIONS TO TEST IN THIS SECTION

<b>PART 6    HEALTH</b>
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NO QUESTIONS TO TEST IN THIS SECTION

<b>PART 7    HEALTHY EATING</b>
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NO QUESTIONS TO TEST IN THIS SECTION

<b>PART 8     DEMOGRAPHICS</b>
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NO QUESTIONS TO TEST IN THIS SECTION

## REVISIT INTRO TO SURVEY

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

*Before we start I just want to explain what we are doing today. Later this year TNS BMRB will carry out a major national survey for the Food Standards Agency called the Food and You Survey, which looks at how people buy, prepare and store food and attitudes to eating in and out of the home. This will be the third time the survey has been conducted and around 3,500 people across the UK will be interviewed.*

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

### 'INTRO TO SURVEY' NOTES



### **ADVANCE LETTER**

When we conduct the survey later this year, we will send out introductory letters to the addresses which have been selected to take part in the survey, before an interviewer calls round to make contact with the household. Please read through this letter.

What do you think of the letter? Do you have any ideas as to how we can improve it to make the survey sound more interesting when introducing it to people and to encourage them to take part? Is there anything in the letter that would put you off from taking part in the survey?

### **'ADVANCE LETTER' NOTES**

### **LEAFLET**

When we send out the introductory letters to the addresses which have been selected to take part in the survey, we will also include a leaflet. Please read through this leaflet.

What do you think of the leaflet? Do you have any ideas as to how we can improve it to make the survey sound more interesting when introducing it to people and to encourage them to take part? Is there anything you would want to know before taking part in the survey that is not covered in the leaflet? Is there anything in the leaflet that would put you off from taking part in the survey?

### **'LEAFLET' NOTES**

### **END OF INTERVIEW**

Thank respondent for time and help.

Remind them about confidentiality of everything you have discussed.

Stress how valuable their feedback has been

Remember to give incentive and ensure respondent signs receipt.

## Appendix B: Draft letter



The Resident(s)  
Street name  
Town  
County/Country  
Postcode

00 Month 20XX  
Ref: 260121593/serial



### The 2014 Food and You Survey Safer food for the nation

Dear Sir/Madam,

I am writing to ask for your help with the **2014 Food and You Survey**. This is a major national study designed to explore how people buy, prepare and store food, and attitudes to eating in and out of the home.

The Food Standards Agency (FSA), which funds this survey, is responsible for ensuring that food is safe to eat. The survey will play a vital role in helping the FSA provide **safer food for the nation**, for example, to help consider what could be done to reduce the number of food poisoning cases each year.

**As a thank you for completing the interview we will give those who participate a £10 High Street shopping voucher.**

TNS BMRB, an independent research company, has been commissioned to conduct the survey. An interviewer will visit your address in the next few weeks. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

To ensure that the survey represents all parts of the population it is important to us that your household takes part in the survey. We are only approaching 25 households in your local area and rely on people's voluntary co-operation. Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0800 015 1882 (between 9.30 am and 5pm Monday to Friday). In addition we have included a leaflet which provides answers to some common questions.

I hope you are willing to take part. Thank you in advance for your help.

Laura Inman  
Research Officer  
Food Standards Agency



**TNS BMRB**

To talk to someone about the study contact Emma Johns at TNS BMRB:

✉ [foodandyou@foodstandards.gsi.gov.uk](mailto:foodandyou@foodstandards.gsi.gov.uk)

☎ Information line: 0800 015 1882

## Appendix C: Draft leaflet

**Who is TNS BMRB?**  
TNS BMRB is an independent agency specialising in social research. Examples of their work are:

**The Crime Survey for England and Wales** – a high profile survey on behalf of the Home Office. 35,000 interviews with adults and 3,000 interviews with children aged 10-15 are completed per year, asking them about their experiences of crime over the past 12 months.

**Change4Life Campaign Evaluation** – TNS BMRB conducts an on-going evaluation of the Department of Health's Change4Life campaign, which aims to help adults and families improve their diet and be more physically active. The research measures the effectiveness of the Change4Life brand and also different elements of campaign activity through interviews with mothers of 0-11 year olds, adults aged 35-64 and other key audiences.

For more information about TNS BMRB and taking part in a TNS BMRB survey, visit:  
[www.tns-bmr.co.uk/for-participants](http://www.tns-bmr.co.uk/for-participants)

**How can I check that the interviewer is genuine?**  
All interviewers work for TNS Operations on behalf of TNS BMRB and carry the Market Research Society Interviewer Identity card (as shown).



You can also contact TNS Operations or TNS BMRB directly to check that the interviewer is one of our interviewers working in your area.

If you would like to check the identity of an interviewer or get some further information on the survey, please call:

**TNS BMRB Survey Information Line**  
Freephone 0800 015 2476

**TNS Operations**  
Lawrence Kitt, 020 8433 4176

**Interviewer ID check (office hours)**  
020 8433 4214

Food Standards Agency  
125 Kingsway  
London WC2B 6NH  
[www.food.gov.uk](http://www.food.gov.uk)

Ref: 121593

The 2014  
**FOOD & YOU**  
Survey

**TNS BMRB**

**Food Standards Agency**  
[food.gov.uk](http://food.gov.uk)

The 2014  
**FOOD & YOU**  
Survey

**Why have I been contacted?**  
Your household has been selected for the 2014 Food and You Survey. This important survey is being conducted by TNS BMRB on behalf of the Food Standards Agency (FSA). Its aim is to find out how people buy, prepare and store food and their attitudes to eating in and out of the home. This leaflet contains more information about the survey and why we are carrying it out. We hope that you will take part and find the survey interesting.

**What is the Food and You Survey?**  
The FSA is responsible for food safety and food hygiene across the UK. It provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The Food and You Survey began in 2010 and takes place every two years. It explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. The results of the survey help the FSA target their work where they can make the biggest impact on reducing foodborne disease. Everyone's views and experiences are valuable. **It is important to interview you even if you have little or no involvement in cooking and/or shopping for food in your household.** The results need to be representative of everyone in the UK. Around 3,500 adults will be interviewed for the 2014 survey. Further information about the survey and findings from previous waves of the study are available at: [www.food.gov.uk/science/research/ssres/foodandyou](http://www.food.gov.uk/science/research/ssres/foodandyou)

**Why has my address been chosen?**  
Your address has been randomly selected from the Royal Mail's publicly available list of residential addresses in the UK. It is important to have a strictly random selection, so that the results reflect the experiences and views of the whole population.

**Who will be interviewed?**  
The interviewer does not know anything in advance about you or your household, but he/she will need to randomly select one adult (aged 16 or over) from each address. Once selected, the interviewer is not allowed to interview another adult.

**What happens next?**  
An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have. If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time. At the end of the interview the interviewer will give the person who completes the interview a £10 high street voucher as a thank-you for their time.

**What will happen to the answers I give?**  
They will be used, in the form of figures and reports, by those interested in food and food safety. An anonymised copy of the survey results will be available on the UK Data Archive.

**Is the information I give confidential?**  
It is entirely confidential:

- Your name and address details will be stored securely by TNS BMRB and will be kept separate from your answers. They will not pass your details to anybody without your permission and will delete your contact details upon completion of the study unless you specifically agree otherwise.
- No individual will be identifiable from the results. Your answers will be combined with others who take part in the survey.

**Will I be contacted again?**  
A small proportion of interviews are checked to ensure that the interviewer acted in a professional manner and that the information you gave was recorded accurately. You may receive a letter or phone call to confirm this.

**TNS BMRB Survey Information Line**  
Freephone 0800 015 1882

**Email**  
[foodandyou@foodstandards.gsi.gov.uk](mailto:foodandyou@foodstandards.gsi.gov.uk)