

Consumer research regarding people at higher risk of food poisoning

Appendix B: Recruitment questionnaire

Job Name: Vulnerable Groups

Job No: 11436

Classification

Age		Gender		Respondent location	
18-24	1	Man	1	Edinburgh and Lothians	1
25-34	2	Woman	2	Greater Glasgow	2
35-44	3	Other identity	3	Aberdeen	3
45-49	4	PNTS	4	Inverness	4
50-54	5			Perth	5
55-64	6			Falkirk	6
65-74	7			Fife	7
75+	8			Other, specify _____	8
SEG				Postcode:	
AB	1				
C1	2				
C2	3			Urban	1
D	4			Rural	2
E	5				

Interviewer's Declaration

I declare that I have carried out this interview in full, in accordance with the instructions and briefing material from Progressive Partnership Ltd.

Interviewer's Signature: _____ Date: _____

Print Name: _____ E-mail: _____

Method of Recruitment

Face to face Telephone Online

Respondent Details

Name:

Phone:

Email:

START TIME: _____

Introduction: Good morning/afternoon I am..... from Progressive, an independent research company. We are conducting research on behalf of Food Standards Scotland to improve food safety messaging and as part of the research we are keen to speak to groups of people that may be more vulnerable to foodborne illness, or care for those who may be vulnerable, to gain insight into how these consumers understand food safety information. Would you like to take part?

Before I start, I just need to give you a few details about the research. This research will include collecting information about you such as age and gender. This information is needed because we have been asked to speak to specific groups of people in Scotland. No personal information about you will be provided to any other third parties. You are free to withdraw at any stage of the research. I can give you contact details for Progressive at the end of the interview if you would like.

The research is in the form of a group discussion which will last around 90 minutes and we are offering a **£45 incentive** as a thank you for your time. If needed, I can provide Progressive's privacy statement for you to read.

Would you be interested in taking part?

Outcome:

	Code	Route
Yes	1	Continue
No	2	CLOSE

At this moment I just need to ask a few profiling questions to find out about you, as we want to invite a broad spectrum of people to take part. Running through these questions with me will take around five minutes.

Sample plan:

7 x focus groups	
Group 1 – General population Tues 3rd Feb – 6pm-7.30pm - Aged 50 to 64 years - SEG ABC1 - Mix of gender	Group 2 – General population Wed 4th Feb – 7.45pm-9.15pm - Aged 50 to 64 years - SEG – C2DE - Mix of gender
Group 3 – Older adults Tues 10th Feb – 7.45pm-9.15pm - Aged 65+ years - SEG ABC1 - Mix of gender	Group 4 – Older adults Wed 4th Feb – 6pm-7.30pm - Aged 65+ years - SEG C2DE - Mix of gender
Group 5 – Those who are immunocompromised Tues 3rd Feb – 7.45pm-9.15pm - Mix of age - SEG ABC1 - Mix of gender	Group 6 – Those who are immunocompromised Tues 17th Feb – 6pm-7.30pm - Mix of age - SEG C2DE - Mix of gender
Group 7 – Carers (paid or unpaid) Tues 10th Feb – 6pm-7.30pm - Mix of age - Mix of SEG - Mix of gender	

Recruiter notes

If respondents have any of the following health conditions and/or are taking any of the medications listed below, then they would qualify as being immunocompromised:

- Cancer
- Diabetes
- HIV/AIDS
- Liver disease
- Kidney disease

Common types of medication that immunocompromised people may be taking include:

- Chemotherapy
- Proton pump inhibitors (PPIs) – e.g. omeprazole
 - PPIs are used to reduce the production of stomach acid to treat gastroesophageal reflux disease or gastric ulcers.

- Brand names include Nexium (esomeprazole), Zoton (lansoprazole), Losec (omeprazole), Protium (pantoprazole), and Pariet (rabeprazole). Multiconstituent products containing PPIs are also available (Vimovo, Axorid).
- Immunosuppressants – e.g. Tumour Necrosis Factor-alpha (TNF α) inhibitors or anti-TNF α
- Immunosuppressants are a group of medications that modulate the body's immune response, taken for a wide range of conditions which are typically autoimmune conditions (e.g. rheumatoid arthritis, Crohn's disease, ulcerative colitis) or to prevent organ rejection for transplant recipients.
 - Brand names for TNF α inhibitors include: Remicade (infliximab), Enbrel (etanercept), Humira (adalimumab), Cimzia (certolizumab pegol), and Simponi (golimumab).
 - Brand names for anti-rejection drugs include: Imuran (azathioprine), CellCept/Ceptava/Myfortic (mycophenolate mofetil), Neoral/Deximune/Capimune (cyclosporin), Adoport/Prograf/Modigraf/Advagraf/Dailiport (tacrolimus), Rapamune (sirolimus), Simulect (basiliximab), Certican (everolimus) and Nulojix (belatacept).

Please note the list of medications given is not exhaustive but covers the most common ones typically found.

QUESTIONS

SQ1. Does any of your close family or friends work in any of the following industries?

	Code	Route
Market Research	1	CLOSE
Food Standards Scotland	2	
Scottish Government/and or political parties	3	
Healthcare/the NHS	4	
None of the above	5	Q1

Q1. Do you live with any of the following health conditions?

<i>Multi-code possible</i>	Code	Route
Cancer	1	CHECK QUOTAS Q2
Diabetes	2	
HIV/AIDS	3	
Liver disease	4	
Kidney disease/ Kidney problems that require dialysis	5	
Other longer term health conditions, please specify	6	

None of the above	7	
Prefer not to say	8	

Q2. Are you on/do you take any of the following types of medication?

Recruiter note: refer to the medication list supplied above

Multi-code possible	Code	Route
Chemotherapy	1	CHECK QUOTAS Q3
Proton pump inhibitors, e.g. omeprazole	2	
Immunosuppressants	3	
None of the above	4	
Prefer not to say	5	

Recruiter note: if respondent has specific health condition at Q1 (codes 1-5) and/or takes specific medication at Q2 (codes 1-3), then recruit as immunocompromised respondent.

Q3. Which of the following statements, if any, apply to you?

Multi-code possible	Code	Route
I am a carer/unpaid carer of an older adult	1	CHECK QUOTAS Q4
I prepare meals/food regularly for an older adult	2	
I do food shopping regularly for an older adult	3	
None of the above	4	
Prefer not to say	5	

Recruiter note: if respondent has caring responsibilities at Q3 (code 1) and prepares meals (code 2) or carries out food shopping (code 3), then recruit for the carer group.

Q4. Which of the following statements, if any, apply to you in your home setting?

Multi-code possible	Code
I typically prepare/cook my own meals	1
I feel knowledgeable about food safety	2
I find it difficult to read the small print on food packaging	3
I eat food after the use-by date	4
I regularly use a food thermometer to check my food is cooked thoroughly	5
I regularly check the temperature of my fridge	6
I wash raw chicken/poultry/meat before cooking	7
I reheat leftovers more than once	8
None of the above	9

ASK OF CARERS ONLY (Q3=1, and 2/3)

Q5. Which of the following statements, if any, apply for the individual you provide care for?

Multi-code possible	Code
I typically prepare/cook meals for the person I provide caring support for	1
The person I care for finds it difficult to read the small print on food packaging	2
The person I care for eats food after the use-by date	3

I or the person I care for regularly uses a food thermometer to check their food is cooked thoroughly	4
I or the person I care for regularly checks the temperature of their fridge	5
I or the person I care for washes raw chicken/poultry/meat before cooking	6
I or the person I care for reheats leftovers for their meals more than once	7
None of the above	8

ASK ALL

Q6. What is your ethnicity?

SINGLE CODE	Code
White including White Scottish, White British, White Irish, White other	1
Asian, Asian British or Asian Scottish	2
African	3
Caribbean or Black Caribbean	4
Other Ethnicity	5
Mixed Ethnicity	6
Prefer not to say	7

Recruiter note: please recruit a mix of ethnicity

Q7. Have you ever attended a group discussion or taken part in a market research study recently?

	Code	Route
Yes	1	Q8
No	2	Q10

Q8. How long ago did you attend this group discussion or research study?

	Code	Route
In the last 6 months	1	Q9
Between 6-12 months ago	2	Q10
Longer than 12 months ago	3	

Q9. What was the subject matter?

If subject similar to this topic, close and do not invite

Q10. Which of the following statements do you agree or disagree with?

	Code	Route
I enjoy going out and meeting people	1	Recruit
I would describe myself as outgoing and enjoy chatting to people even if I don't know them well	2	
I am not afraid to express my opinions in front of a group of people	3	
I don't feel comfortable participating in a focus group	4	Do not recruit

Thank you for taking part in this survey. You fit the criteria we need for our research on _____ @ _____.

The group discussion will be audio/video recorded. This recording will only ever be used for research purposes by the team at Progressive and may be used by the client team. It is possible that a client may join the groups discussion or view the recording. Your information and details will never be passed to third parties without your permission.

If reassurance required:

You have the right to withdraw from the session at any time, for any reason. You may decide to withdraw your consent for Progressive to use all or part of your contribution at any time. By agreeing to participate you are giving your consent for the session to be recorded and for the recording to be kept until the completion of the project. The recording will be destroyed within 1 month of the end of the project.

Recruiter Note:

AS THERE COULD BE STIMULUS PLEASE ENSURE THE RESPONDENT IS COMFORTABLE WITH PARTICIPATING IN THE RESEARCH VIA ONLINE VIDEO (USING TEAMS PLATFORM). THIS INVOLVES HAVING ACCESS TO:

- INTERNET
- PC/LAPTOP/TABLET THAT HAS VIDEO AND AUDIO CAPABILITIES (e.g. built in microphone and camera or webcam)
- Please also make sure that the respondent has an appropriate place they can take part (i.e. a quiet area within their house, respondents shouldn't be sitting in a car or a pub for example. The moderator will be able to view all respondents on their screen.
- Mobile phones are not practical so please avoid!

Recording consent:

Are you happy to take part in these recorded discussions?

	Code	Route
Yes	1	Continue
No	2	CLOSE

All incentives will be paid via Ayda so please ensure respondents are ok with providing their e-mail and bank account details to Ayda.

Thank and close

END TIME: _____