

A real-time test of food hazard awareness

MILLMAN, Caroline <<http://orcid.org/0000-0003-4935-0477>>, RIGBY, D, JONES, D and EDWARDS-JONES, G

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Independent Variable	Model 1		Model 2	
Gender	0.108	(1.58)		
Young	0.268	(1.59)	0.293	(2.85)**
Adult	0.189	(1.20)	0.213	(2.36)*
Mature	-0.031	(0.17)		
Child	-0.010	(0.14)		
Qual	0.078	(1.19)		
Food	0.046	(0.63)		
Veggie	-0.100	(1.09)		
Risk	-0.022	(0.70)		
Control	0.029	(1.06)		
Know	0.051	(1.65)	0.105	(4.62)**
Obrisk	0.076	(0.95)		
Obcontrol	-0.001	(0.02)		
Obknow	0.100	(1.06)		
spok	0.161	(2.37)**	0.170	(2.57)*
spfast	-0.039	(0.15)		
N	280		280	
Model fit (df)	53.57 (16)**		42.18 (4)**	

Coefficient (z score) * p<0.05, ** p<0.01

Table 3. Poisson regression results: impact of characteristics on Hazard Identification Score (HIS)