

Executive Summary

The Food Standards Agency (FSA or Agency) monitors marketing campaign activity regularly using TNS BMRB's online omnibus survey. The latest survey was conducted amongst an online panel in England, Wales and Northern Ireland and was completed by 2547 adults aged 16+ between the 1st and the 10th of September 2015. The sample has been weighted to represent the adult population of England, Wales and Northern Ireland.

As well as looking at general perceptions and awareness about food safety, the survey also looked at the reach and recall of our campaigns. We monitor campaign key performance indicators (KPIs) around awareness, concern, and propensity to share information and change behaviours. Our Food Hygiene Rating Scheme (FHRS) helps you to choose where to eat out or shop for food by giving you information via a rating about the hygiene standards in restaurants, pubs, cafés, takeaways, hotels and other places you eat, as well as supermarkets and other food shops.

The Chicken Challenge is a new campaign to raise awareness around the issue of *Campylobacter*. Awareness and confidence in the new legislation on how food businesses display information about allergens is also monitored.

The following summary presents top-line findings from in-house analysis. Previous waves of the *Campylobacter* survey in May, June and November 2014 were conducted with the TNS random location face-to-face omnibus surveys. Previous waves of the FHRS tracker questions were conducted as an online survey in December 2014, February 2015 and May 2015. Questions on allergens pertain to a small section of society so we backed up our tracking with a sample of people with allergens, working in partnership with Allergy UK, to monitor the impact of our campaign in 2014.

We consolidated our methodologies in May 2015, using an online omnibus through TNS and will be using this methodology in the future.

Wave 6 Key Findings

General Food Poisoning

The food poisoning types most heard of were Salmonella (94%), E-coli (92%) and Norovirus (65%). 33% of respondents were aware of *Campylobacter* as a source of food poisoning, compared to 35% in May 2015. 87% of people cited raw chicken or turkey as the most likely food to get food poisoning from. This was followed by Shellfish (62%), Reheated takeaway food (55%) and Eggs (41%). Cooking food thoroughly (85%), hand washing (82%) and preparing different types of foods on different types of chopping boards (75%) are noted as the best ways to avoid food poisoning.

Campylobacter Food Poisoning

33% of respondents were aware of Campylobacter as a source of food poisoning in this wave, down 2% when compared to May 2015. Concern for campylobacter was 37%, up 8% since May 2015. 30% of people had recently seen, heard or read publicity helping them to avoid food poisoning from Campylobacter or chicken. Of those who could recall publicity about avoiding food poisoning from Campylobacter, 81% said they would buy chicken just as they always had compared to 77% who had not seen any publicity. However, 52% of those able to recall publicity were more concerned about food poisoning than they were before, whilst the figure for those who had not seen any publicity stood at 31%. Just over half (58%) of all respondents wanted to know more about how to avoid food poisoning.

Allergens

The new EU Food Information for Consumers Regulation was introduced in December 2014. This means that any of the 14 main allergens that are on the regulatory lists are to be emphasised on the label and information about allergenic ingredients is to be located in a single place. 8% of respondents knew about the new rules regarding allergens and 10% had seen, heard or read publicity activity regarding this topic.

Confidence in asking staff members for information about ingredients in food they were selling because of a concern about possible allergies or intolerances was high at 38%, up 2% since May 2015. Confidence to ask for allergen information was higher in those who said they had seen publicity (42% confidence level in those who could recall activity, 38% for those who could not recall activity).

Over half of all respondents said they would be confident to ask for this information in a coffee shop, café or restaurant. 48% of people would be happy to ask for information in a sandwich place and 42% would in a takeaway outlet. In Waves 1 and 2 we looked at comparing the omnibus results with Allergy UK members (see Annex A) to get a fair representation of the population who have allergies which relates to around 2% of people.

Food Hygiene Rating Scheme (FHRS)

Awareness of the Food Hygiene Rating Scheme when respondents were prompted was 71%. 39% of participants said they had used the FHRS scheme in the last 12 months to check a food establishment's hygiene standards before deciding to visit, compared to 37% in May 2015. Over half (62%) stated they will likely use the FHRS to check food hygiene ratings in the next 12 months. We also wanted to learn how respondents were checking the rating of the premises they visited. 80% reported that the method used to check the rating was by either checking for a sticker or certificate in the window/door or by entering inside the premises and 20% accessed the food.gov.uk/ratings website to find out this information. The percentage of respondents who believe it should be mandatory for FHRS to be displayed was 85%, unchanged since May 2015.

Annex A – Our KPIs

Campylobacter

* This figure is of the 938 people/ 35% aware of campylobacter

Overall Campaign Performance Indicators	Wave 1 May 14	Wave 2 Jun 14	Wave 3 Nov 14	Wave 4 May 15	Wave 5 Sept 15
Prompted awareness of Campylobacter as a source of food poisoning	19%	20%	23%	35%	33%
More concerned about campylobacter in particular	29%	19%	39%	29%*	37%
Prep and cook chicken just as I have always done/ Buy chicken just as I have always done	68%	70%	77%	74%*	77%
Shared info on not washing raw chicken / how to avoid Campylobacter	61%	48%	59%	52%*	49%

Food Hygiene Rating Scheme

Overall Campaign Performance Indicators	Wave 1 Feb 14	Wave 2 Nov 14	Wave 3 Dec 14	Wave 4 Feb 15	Wave 5 May 15	Wave 6 Sept 15
Awareness of rating scheme	37%	51%	53%	55%	63%	71%
Have checked rating scheme	41%	38%	42%	43%	37%	39%
Shared information on rating scheme	51%	46%	45%	48%	44%	40%
Likely to use FHRS in the future	-	61%	61%	67%	60%	62%
In favour of mandatory display	-	-	88%	93%	85%	85%
Looked for the sticker inside/outside premises	-	-	-	-	-	80%

Annex A – Our KPIs

Allergens							
*Confidence in all venues							
Overall Campaign Performance Indicators	Wave 1 May 14		Wave 2 June 14		Wave 3 March 15	Wave 4 May 15	Wave 5 Sept 15
	Omnibus	Allergy UK Members	Omnibus	Allergy UK Members	Omnibus	Omnibus	Omnibus
Awareness of new rules about allergens	9%	47%	15%	74%	29%	7%	8%
Awareness of publicity about changes to rules	-	-	-	-	16%	10%	10%
Confidence to ask staff members for information regarding ingredients in food they are selling	-	59%	-	63%	-	36%*	38%*