

# FSA Food Hygiene Rating Scheme

## *Christmas and Valentines Campaign Evaluation*

### *Final Report*

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# Introduction, Approach and Background





## Background

- In Spring 2013 the FSA carried out its first UK wide campaign on the Food Hygiene Ratings Scheme (FHRS) and the Food Hygiene Information Scheme (FHIS). Further marketing communications were made before Christmas 2013 and also Valentine's Day 2014.
- Harris Interactive carried out a three phase pre and post-wave campaign research project for the FSA in 2013/2014 to evaluate the campaign activity.
- In 2014/15 the FSA have again run a Christmas and Valentine's campaign, this time focussing on FHRS in England, Wales and Northern Ireland. This campaign is the focus of this report.
- Marketing communications included online search and display advertising, social media, TV, radio and advertorials. This took place in the run up to Christmas 2014 and again in the run up to Valentine's Day 2015.



## Research Objectives

- Research was carried out to evaluate the 2014/2015 FHRS campaign activity, monitoring impact on:
  - Recall and recognition of campaign materials
  - Impact of the campaign on attitudes to food hygiene
  - Impact on recall and recognition of the scheme (name and images)
  - Impact on behaviour – checking ratings and switching where appropriate
  - Method of checking ratings.
- Harris Interactive undertook research in three phases: a pre wave, post Christmas wave and post Valentine's wave.
- Analysis explores individual and total campaign effectiveness, measuring uplifts observed from the pre to post-waves and, where possible, we compare results between England, Wales and Northern Ireland.
- Results are also compared to the 2013/2014 campaign, where relevant.



# Campaign Objectives

- The FSA's aims of the campaign is to encourage consumers to:
  - slightly recalibrate their perception of the risk of food poisoning
  - choose where they eat based on concern for food hygiene
  - make informed choices about where to eat, and
  - draw their own conclusions if they don't see a rating displayed
  - increase consumer awareness and usage of the scheme as part of their pre-meal planning.
- The FSA's KPIs for the campaign are:
  - intention to check the ratings before eating out
  - % increase in awareness of scheme and what it measures among those who recall publicity
  - % increase in claim to 'look before they book' in future among those who recall publicity
  - Sharing of messages – told someone about it.



# Outline of Survey Flow – what we asked respondents

- Respondents were asked questions around five main topics:

## Eating out

- Frequency of eating out and elements for consideration when eating out

## Awareness of food hygiene standards and schemes

- General awareness of hygiene standards and how people determine them when eating out
- Claimed/spontaneous/prompted awareness of food hygiene initiatives and schemes

## Recall of FHRS logos

- Recognition and recall of logos

## Impact of FHRS scheme on behaviour

- Use of the FHRS to check a food establishment's hygiene standards
- Methods used to check the FHRS
- Impact of the FHRS on decisions of where to eat out
- Sharing FHRS information

## Recall of publicity

- Spontaneous awareness and recall of content
- Prompted awareness and recall of place of advertising
- Perceptions of campaigns
- Impact on subsequent behaviour



## Approach and Panel

- For each of the three waves, we conducted an **online survey** on the dates below, and achieved the sample sizes shown :

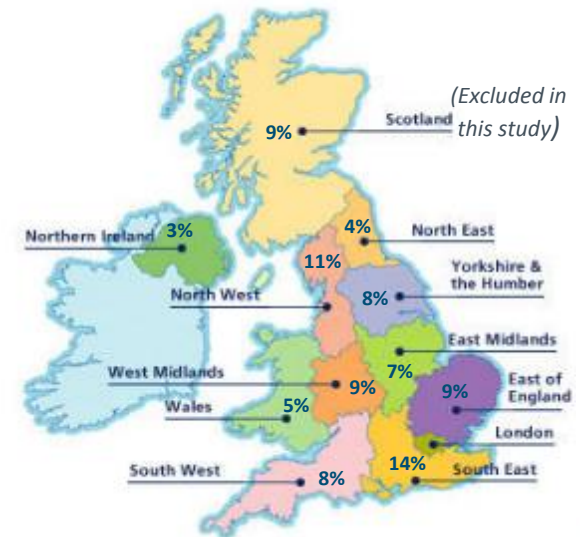
	Pre-Wave (W1) 30 <sup>th</sup> Oct - 5 <sup>th</sup> Nov 2014	Post-Christmas Wave (W2) 14 <sup>th</sup> - 24 <sup>th</sup> Nov 2014	Post-Valentine's Wave (W3) 16 <sup>th</sup> – 23 <sup>rd</sup> Feb 2015
England	552	615	523
Wales	502	501	502
Northern Ireland	202	200	202
<b>TOTAL</b>	<b>1,256</b>	<b>1,316</b>	<b>1,227</b>



# Audience – a Representative Sample



- Quotas were set and the results of the study were **weighted** at the total UK level (excluding Scotland) to reflect the size and shape of the population. **England, Wales and Northern Ireland were also weighted individually.**
  - The 2013/2014 campaign data was re-weighted, excluding Scotland, to allow comparison to 2014/2015 results.
- This means that the results in this report **reflect an audience that is as true as possible of the population of England, Wales and Northern Ireland with the same age, gender and regional profile**
  - It also means that for each country, in each wave, we are looking at a similarly representative sample, and can therefore be confident in our analysis of the campaign that any differences observed are true differences, and not as a result of differences in type of audience
  - The regional profile is shown in the map below.
- Of course not everyone in the UK has internet access, but online panel research results are considered to be extremely accurate
  - In fact, according to the British Polling Council, Harris Interactive was the most accurate *online* polling company during the UK elections:  
<http://www.britishpollingcouncil.org/press100508.html>
- Screening ensured that **the people we spoke to eat food from restaurants, cafes, pubs or takeaways.**







## Abbreviations used in this Report

Abbreviation Used	What it Means
W1	Pre-Wave of Research (30 <sup>th</sup> Oct – 5 <sup>th</sup> Nov 2014)
W2	Post-Christmas Wave of Research (14 <sup>th</sup> – 24 <sup>th</sup> Nov 2014)
W3	Post-Valentine's Day Wave of Research (16 <sup>th</sup> – 23 <sup>rd</sup> Feb 2015)
ENG	England
NI	Northern Ireland
WAL	Wales

### Note on symbols used to indicate significant differences

This black circle ○ is used to indicate a result that is **significantly higher** in comparison to **the 2013/2014 campaign**.

# Summary of Campaign Performance and Country Highlights



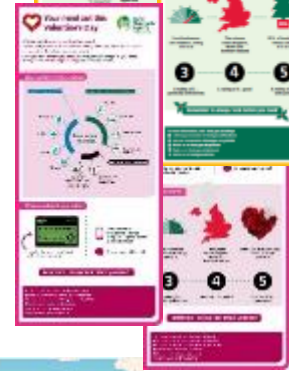
# Executive Summary (1) – How effective was the campaign?

## *Pre wave, Post Christmas wave and Post Valentine's wave*

- There have been some significant uplifts in awareness of hygiene standards, recall of FHRs images and use of the FHRs in all countries from 2013/14, particularly (but not exclusively) in the Pre Wave. This could in part be due to lasting effects of the 2013/14 campaign, as well as other marketing, Welsh mandation and discussion over mandation in N. Ireland and England.
- Post Christmas and Valentine's also see some significant increases from 2013/14, with unprompted mentions of food hygiene initiatives up in N. Ireland, and prompted awareness of initiatives, recall of FHRs images and use of initiatives in the past 12 months up in England and Wales.
- Prompted awareness of campaign imagery is significantly higher in England, with Christmas slightly up but Valentine's slightly down in Wales and NI
- Both videos equally recognised in England, but Valentine's more so in Wales and NI
- Perceptions of the campaigns are positive in all countries, with the images significantly more appealing than those in 2013/14.

## *Comparing the countries*

- FHRs campaign was most successful in England, which has seen increases in recognition of FHRs images, the best recall of the images and video, and the most action taken amongst those who have seen recent publicity.
- Wales saw the biggest increase in those recalling seeing publicity more generally between the waves.
- Whilst recognition and use of the FHRs is still highest in N. Ireland, and people there are most likely to say they will use it in the next 12 months, it has not seen much wave on wave movement.



# Executive Summary (2) – What media channels were used?

## Media channel usage

- Amongst those that recall seeing the campaign images a variety of media is mentioned: **top for England is the food.gov.uk/ratings website**, for **Wales is local papers** and for **N. Ireland it's local papers or the internet** more generally.
- The video is recalled most from YouTube (England and Wales) or Google or TV (N. Ireland).
- In general, people recall FHRs publicity most from TV news or programmes, seeing the certificates/stickers themselves, local/national papers, radio and the official website.
- The **use of digital media is continuing to rise**, with more knowing about standards from the official FSA and other websites such as TripAdvisor compared to 2013/14. People in England are most likely to take digital action following seeing publicity, e.g. by checking the official website, downloading an app or posting/sharing on social media.



# Executive Summary (3) – What has the effect of the campaign been?

## Impact on attitudes and behaviour



- Significantly increased use of checking FHRS in last 12 months compared to 2013/14, but not between the 2014/15 waves.
- Just under half share the food hygiene information they learn with someone else, which is generally consistent from 2013/14 and across the waves
- The majority took some action having seen the images or video, with the video especially likely to make people in all countries take action as a result.
  - Most likely checking a rating before choosing to eat, telling family/friends about ratings, or choosing to eat elsewhere
- People in England Post Christmas and people in N. Ireland Post Valentine's are significantly more likely to have eaten elsewhere having checked and found a rating too low, compared to the proportion that did this in 2013/14.
- Over 60% are likely to check ratings in the next 12 months before deciding where to eat, and all countries see slight uplifts between the waves.
- Over 90% in England and N. Ireland would support mandation.





# Dashboard Summary - KPIs

Post Valentine's data (W3)	England	Wales	N. Ireland	TOTAL
Always aware of hygiene standards when eating out	43% ●	50%	54%	44% ●
Seen or heard of initiatives telling you about hygiene standards in places you eat out / shop for food	38%	62% ●	56%	41%
Prompted awareness – Food Hygiene Rating Scheme	52% ●	72% ● ↑	65%	55% ●
Recognise FHRS images	67%	84% ●	86%	70% ●
Used FHRS in last 12 months to check ratings	40% ●	51%	60%	43% ●
Share ratings with others (amongst those who have checked)	47%	47% ●	39%	48%
Seen / heard recent publicity about FHRS	15%	27% ● ↑	13%	17% ●
Likely to use FHRS in next 12 months to check ratings	65%	73%	80%	67% ↑

*New Q for 2014/15*



 Significantly higher / lower than 2013/14



 Significantly higher / lower than Pre Wave 2014/15





# Country Highlights: England

## England sees good improvements from 2013/14 and some within 2014/15. Highlights include:

- Saw improvement in claimed awareness of hygiene standards when eating out in W2 and W3 compared to 2013/14
- Significant increases in using digital media to find out about standards from 2013/14 (most increases in W1)
  - Also significantly more knowing about standards from hygiene stickers (W3)
- Significant increases from 2013/14 in hearing of initiatives (W1), prompted awareness of the FHRS (all 3 waves), recognition of FHRS images (W1 and W2) and using initiatives in last 12 months to check before choosing where to eat out (all 3 waves)
  - Little wave on wave change in 2014/15 (although up 4% points in recognising FHRS images from W1 to W3)
- Significant increase in hearing of recent publicity from 2013/14 (W1 and W2) and in recognising one or both of the Christmas and Valentine's images
- Highest recognition of campaign material (twice that of Wales and NI), and most likely to have taken some action amongst those who saw the images or video
- Only slight increase this year in likelihood of using FHRS in next 12 months to check standards before deciding where to eat out - from 63% in W1 to 65% in W3
- Around 92% would support mandation.



# Country Highlights: Wales

## Wales builds on its strong position since mandation and gains made in 2013/14. Highlights include:

- Significant increases in using hygiene stickers and certificates to find out about standards from 2013/14, building on increases made during that campaign
- Significant increases in all 3 waves from 2013/14 in hearing of initiatives and recognition of FHRS images, and in W1 and W2 of using initiatives in the last 12 months to check before choosing where to eat out
  - Also uplift seen this year in hearing of initiatives (up from 52% in W1 to 62% in W3)
  - But W3 saw a drop compared to 2013/14 in the proportion sharing information with others
- Wave on wave increase in hearing of recent publicity, with proportion in W3 (27%) significantly higher than in 2013/14.
  - Not much change from 2013/14 in recognition of publicity (up 1% for Christmas, down 1% for Valentine's)
- Significant increases from W2 in 2013/14 to 2014/15 in recall of seeing stickers and hearing of a rating scheme/5 stars being the best; W3 saw a significant increase in hearing about cafes/restaurants that don't display certificates
- Positive about the images and video but least likely to have taken action if they saw them
- Wave on wave increase this year in likelihood of using FHRS in next 12 months to check standards before deciding where to eat out - from 68% in W1 to 73% in W3.

# Country Highlights: Northern Ireland

**A good campaign for N. Ireland, with slight increases made from its already high 2013/14 scores. Highlights include:**

- Continues to be the country most aware of hygiene standards when eating out
- Significant increase from W1 to W2 in hearing of initiatives, but this dips in W3 and is on par with 2013/14 figures
- Significant W1 increase in using initiatives in last 12 months to check before choosing where to eat out, compared to 2013/14 – and the rise is maintained in W2 and W3
- Significant increase in W2 from 2013/14 in seeing stickers and checking standards on websites e.g. TripAdvisor
- Significant increase in hearing of recent publicity in W1 compared with 2013/14, but slight drop to W2/W3
- 4% this year up from 2% last year recognised one/both Christmas images, with 3% recognising the Valentine's (down from 4% in 2013/14).
- Significantly more positive about the images than 2013/14, with the Valentine's images and video especially popular in NI compared to the other countries
- Most likely to use the FHRS in next 12 months to check standards before deciding where to eat out, and with a wave on wave increase - from 74% in W1 to 80% in W3
- Around 95% would support mandation.

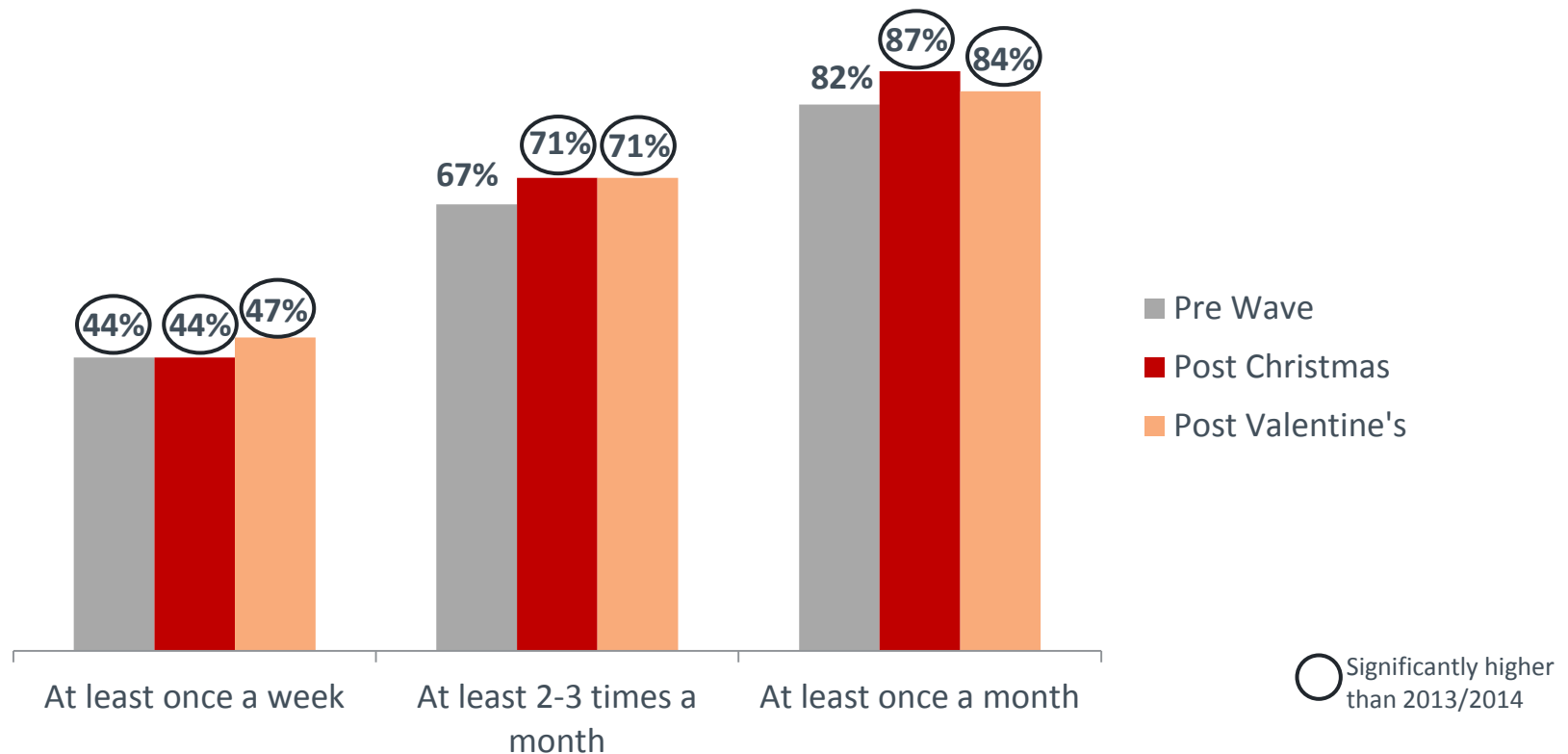
# For Reference: Eating out



# Frequency of Eating Out

*Please note: we only interviewed people who eat out*

- A similar proportion said they eat out in all 3 waves
- The people interviewed this year eat out more regularly than those we spoke to in 2013/14



Q15. Overall, how often do you eat food from restaurants, cafes, pubs or takeaways?  
Base: All qualified respondents: W1 - 1,256, W2 - 1,316, W3 - 1,227

# Key considerations when choosing where to eat out are quality of food/taste, price and cleanliness/hygiene. Cleanliness tends to increase in importance across the waves. Quality and location have seen some significant increases from 2013/14.

## Top considerations when choosing where to eat



Q10. Thinking now about when you eat food from restaurants, cafes, pubs or takeaways, what are the two or three most important considerations when choosing where to eat? Base: All qualified respondents: W1 - 1,256, W2 - 1,316, W3 - 1,227

# Awareness of food hygiene standards and schemes



Those in Eng are least likely to say they are 'always aware' of the hygiene standards when eating out, but significantly more in W3 are sometimes aware compared to 2013/14. Wal and NI see wave on wave increases in those always aware this year.

Aware of hygiene standards when eating out?



○ Significantly higher than 2013/2014

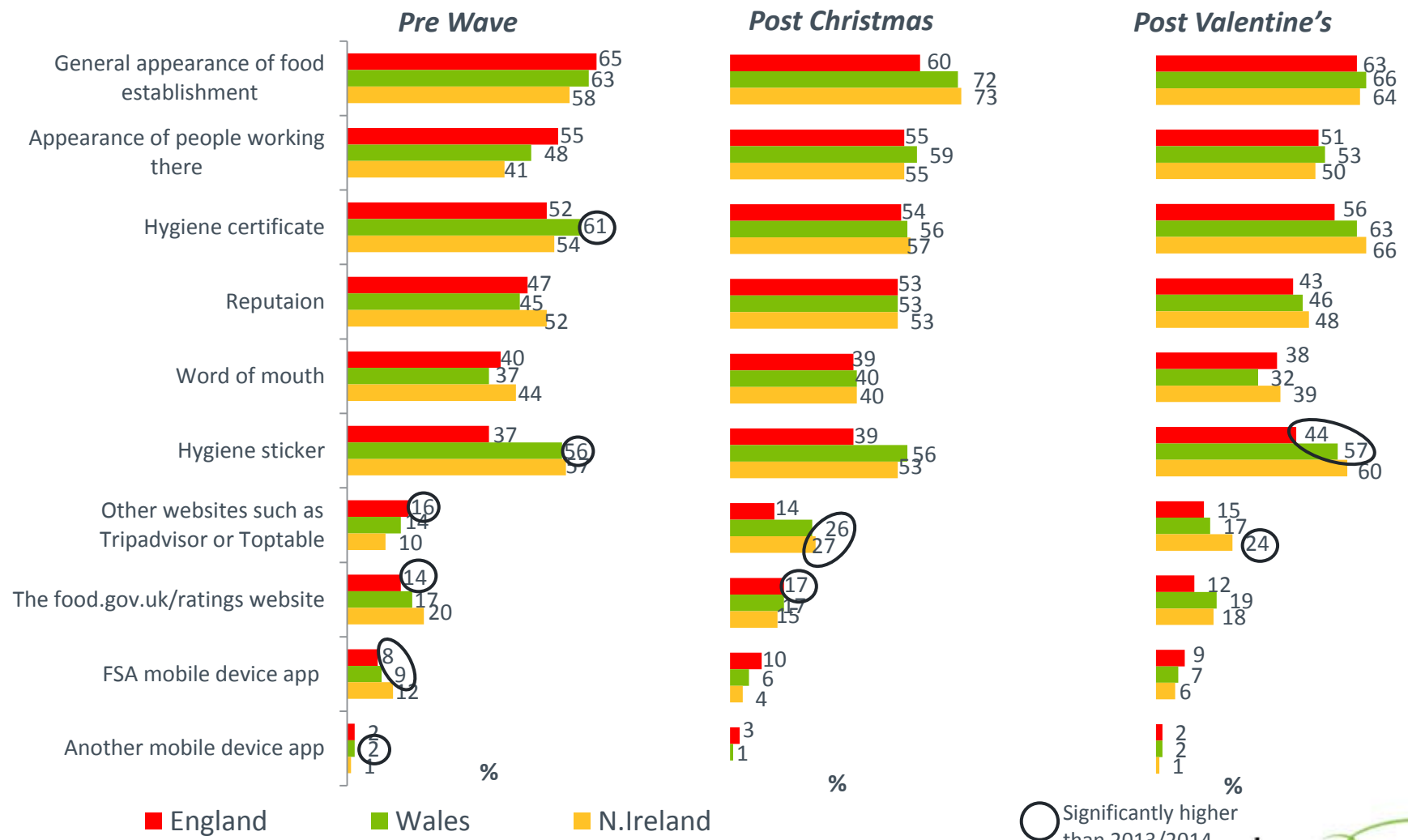
Q11. When you eat food from restaurants, cafes, pubs or takeaways, do you tend to be aware of the standards of hygiene of these places?





# Several increases seen since 2013/14 in how people know of hygiene standards: hygiene certificate / sticker used more in Eng and Wal, and the official FSA and other websites and apps are more used.

*How do you know about hygiene standards when eating out?*



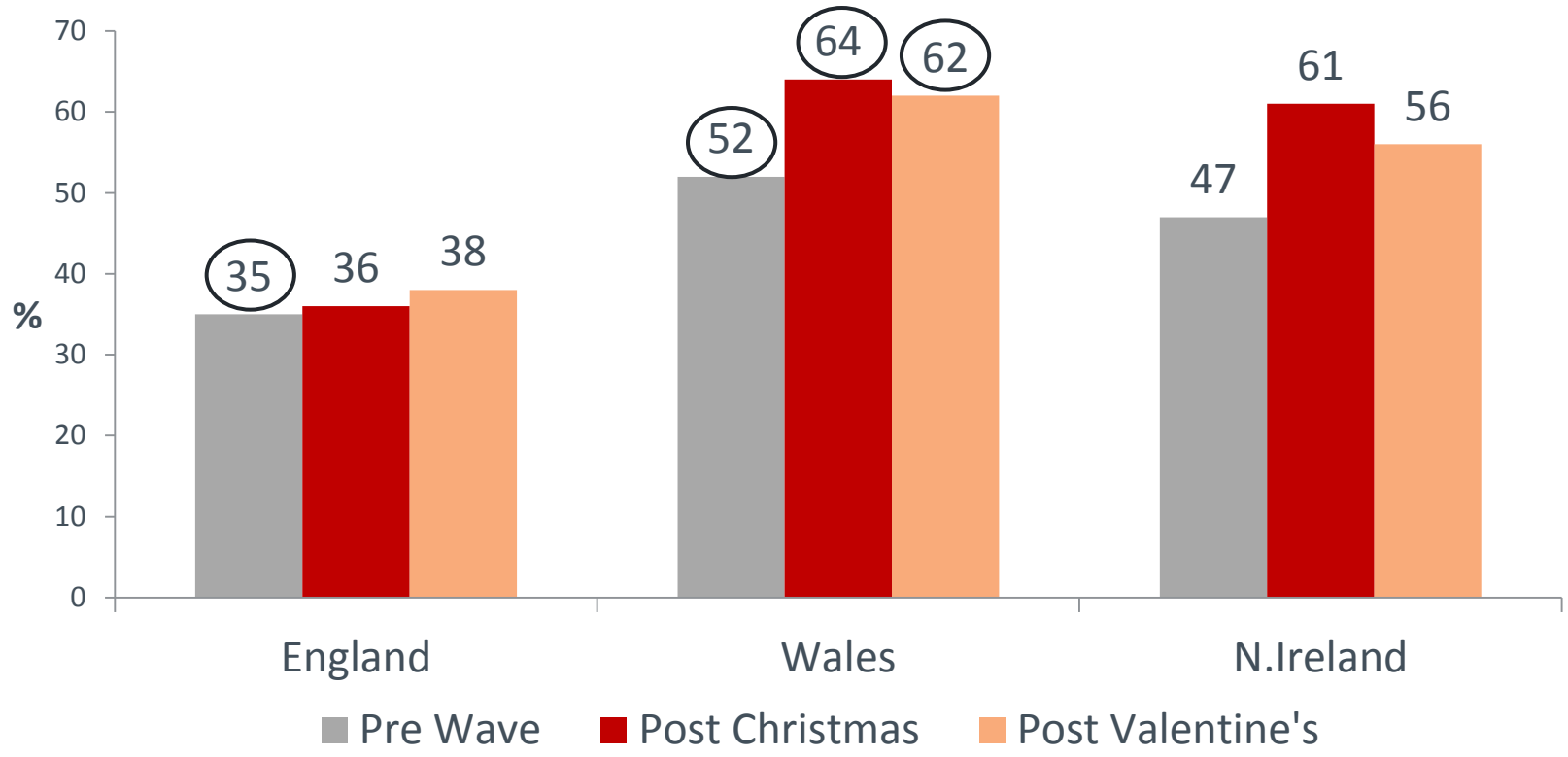
○ Significantly higher than 2013/2014

Q12. How do you know about the hygiene standards of the places you eat out at?  
 Base: All aware of hygiene standards W1 - 1,160 (England 505, Wales 462, NI 193),  
 W2 - 1,240 (England 571, Wales 474, NI 195), W3 - 1,156 (England 485, Wales 476, NI 195)



Claimed awareness of schemes about food hygiene standards is highest in Wales, which has seen significant increases since 2013/14 and from W1 to W2 this year, ending on 62% in W3. It is likely that mandation in Wales is continuing to play a part in increasing awareness, and the consultation in NI could also be having an effect, as awareness there leaps up 14% points from W1 to W2.

*Have seen or heard of initiatives/schemes - % answering 'Yes'*



○ Significantly higher than 2013/2014

Q13. Have you seen or heard of any initiatives or schemes that tell you about the hygiene standards in places where you eat out or shop for food?

Base: All qualified respondents: W1 - 1,256, W2 - 1,316, W3 - 1,227



**Unprompted, the names of food hygiene schemes are not known by most. NI sees government/local authority mentions significantly up in W2 and W3 compared 2013/14 (again likely due to the consultation). In Wales unspecific mentions are up in W3, with specific mentions of the FHRs down on 2013/14 levels.**

*And can you please tell me what the initiative or scheme was called? (open question)*

	England			Wales			N.Ireland		
	W1	W2	W3	W1	W2	W3	W1	W2	W3
Don't know the name but know it's a star/number rating/up to 5 stars	11	8	13	12	12	18	11	5	19
Government/Regional government /Local authority/local council scheme	9	11	6	4	7	7	5	15	14
Hygiene rating/hygiene scores/hygiene standards (food not specified)	5	4	2	5	7	6	2	4	9
Food Standards Agency/FSA rating	4	4	7	7	9	5	8	5	3
Scores on the doors	4	3	3	8	3	4	18	19	13
Food Hygiene Certificate	4	-	1	1	3	2	2	3	2
Don't know the name but have stickers (on the door/window etc)	3	3	7	2	6	7	-	6	5
Food Hygiene Rating Scheme	2	2	6	7	9	5	8	9	5

Numbers in green highlight top responses in each wave

○ Significantly higher than 2013/2014 Table shows % ages

Q14a. And can you please tell me what the initiative or scheme was called?

Base: All who have heard or seen of schemes: W1 – 553 (England 194, Wales 260, NI 99), W2 – 681 (England 228, Wales 329, NI 124), W3 – 624 (England 199, Wales 309, NI 116)

Prompted awareness of food hygiene schemes sees significant growth in England and Wales for the FHRs in all 3 waves compared to 2013/14. There have also been wave on wave increases this year in Wales and NI.

*Which of these initiatives/schemes have you seen or heard of? % responses*

	England			Wales			N.Ireland		
	W1	W2	W3	W1	W2	W3	W1	W2	W3
Food Hygiene Rating Scheme	50	54	52	64	67	72	59	61	65
Scores on the Doors	26	24	25	39	37	36	52	52	49
Food Hygiene Information Scheme	14	16	13	12	15	13	14	3	11
<i>None of these</i>	26	24	25	16	12	11	12	15	13
<i>Don't know</i>	9	7	11	7	6	7	3	2	3

○ Significantly higher than 2013/2014

*Numbers in green highlight top responses*

*Table shows %ages*

Q15. Below are some initiatives and schemes that tell you about the hygiene standards in places where you eat out.

Which of them, if any, have you seen or heard of?

Base: All qualified respondents: W1 - 1,256, W2 - 1,316, W3 - 1,227

# Section Summary: Awareness of Food Hygiene Standards and Schemes

## How aware are people of hygiene standards when they go out to eat?

- People in England are significantly more likely to be sometimes aware of the hygiene standards when eating out compared to 2013/14 – although they are still less likely to be always aware than those in Wales and NI.
- Wales and NI see wave on wave increases for those always aware
- Those in NI are most likely to be aware when they go out to eat.

## How do people determine the hygiene standards at places they eat out at?

- Generally, and wave on wave, consumers across all three countries are most inclined to base their perceptions of hygiene standards on the general appearance of food establishments and their staff.
- Hygiene certificates and stickers have seen some significant increases in use as a source to find out about hygiene standards in Wales and England compared to 2013/14.
- Using digital sources has also seen significant increases since 2013/14:
  - food.gov.uk/ratings website more used in England (W1 and W2)
  - FSA mobile device app more used in England and Wales (W1)
  - Other websites e.g. TripAdvisor more used in all countries (uplift in W1 in England, W2 in Wales and NI, and again in NI in W3)

# Section Summary: Awareness of Food Hygiene Standards and Schemes

## Claimed awareness of food hygiene initiatives

- Following increased overall awareness of food hygiene initiatives in 2013/14 in Wales, likely impacted by mandation, 2014/15 sees the rise continue with significant increases in all 3 waves this year, up to 62% post Valentine's
- Northern Ireland may be seeing effects of the mandation consultation there, with a big increase seen from W1 to W2 (up to 61%), though this dipped slightly in W3 (to 56%)
- England saw a significant increase in W1 (up to 35%) compared to 2013/14, and this rose slightly in the post waves, up to 38% in W3 – though it is still some way behind the other countries.

# Section Summary: Awareness of Food Hygiene Standards and Schemes

## Spontaneous awareness of food hygiene schemes

- Spontaneous recall of the Food Hygiene Rating Scheme itself is very low at less than 10% in all countries, and with slight ups and downs wave on wave.
- More mention a rating/star scheme or government/local authority:
  - mentions of a government scheme have increased significantly in NI in W2 and W3 compared to 2013/14
  - Meanwhile significantly more in Wales in W3 mention a star/number rating scheme, with specific mentions of the FHRS significantly down on the 2013/14 (likely raised then due to mandation)
- Scores on the Doors sees a significant increase in mentions in NI compared to 2013/14, with the jump occurring in W1.

## Prompted awareness of food hygiene initiatives

- At the prompted level, unlike in 2013/14, where there was little wave on wave movement, England and Wales see significant increases in awareness of the FHRS in all 3 waves this year compared to last, and with wave on wave increases (up to around half in England and almost three quarters in Wales).
- Scores on the Doors sees a significant uplift in Wales in prompted awareness in W1 from 2013/14.

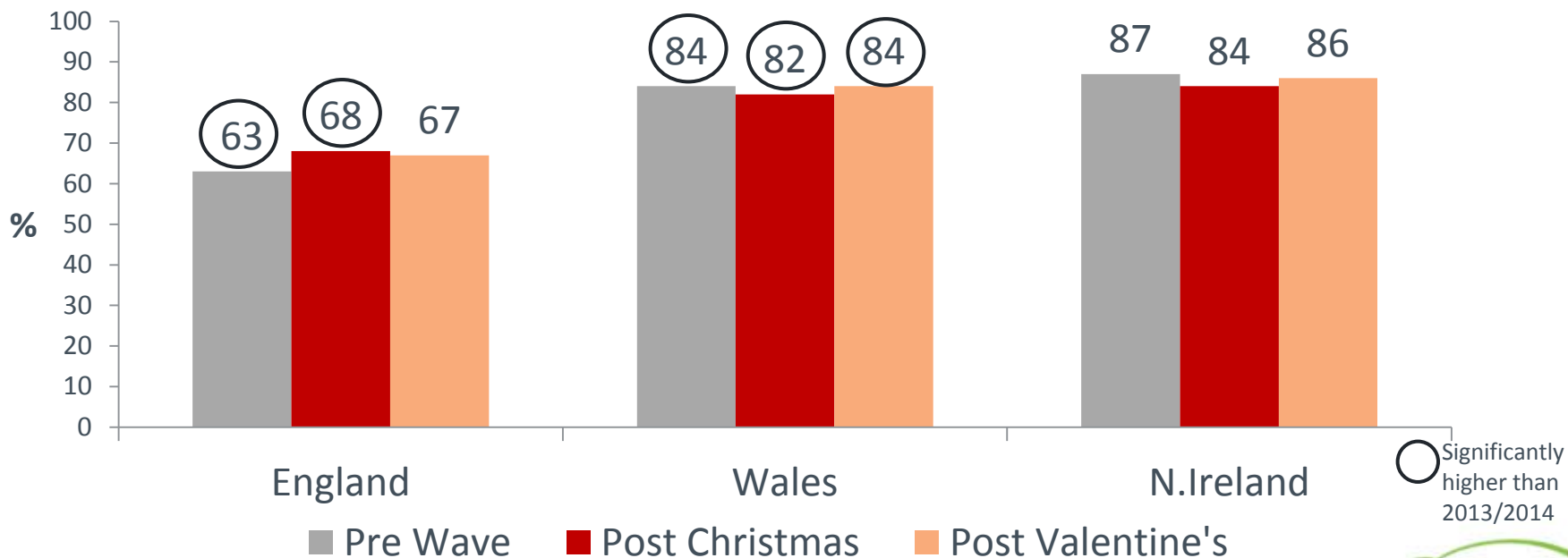
# Recall of FHRS images





When shown the FHRS images below, recognition is still highest in NI, but Wales is now almost on par, with both Wales and England seeing significant increases from 2013/14. England sees a 4% point increase from W1 to W3 this year.

*Have seen these images before today - % answering 'Yes'*



# Section Summary: Recall of FHRS/FHIS Images

## Prompted recall of FHRS images

- Awareness of the FHRS images has increased significantly in England in W1 and W2 and in Wales in all 3 waves compared to 2013/14
- England also sees a wave on wave increase, up 4% points from W1 to W3, now at 67%
- Recognition is still highest in NI (86% in W3), but only just, with Wales having closed the gap (84% in W3).
- We may still be seeing the effects of Welsh mandation.

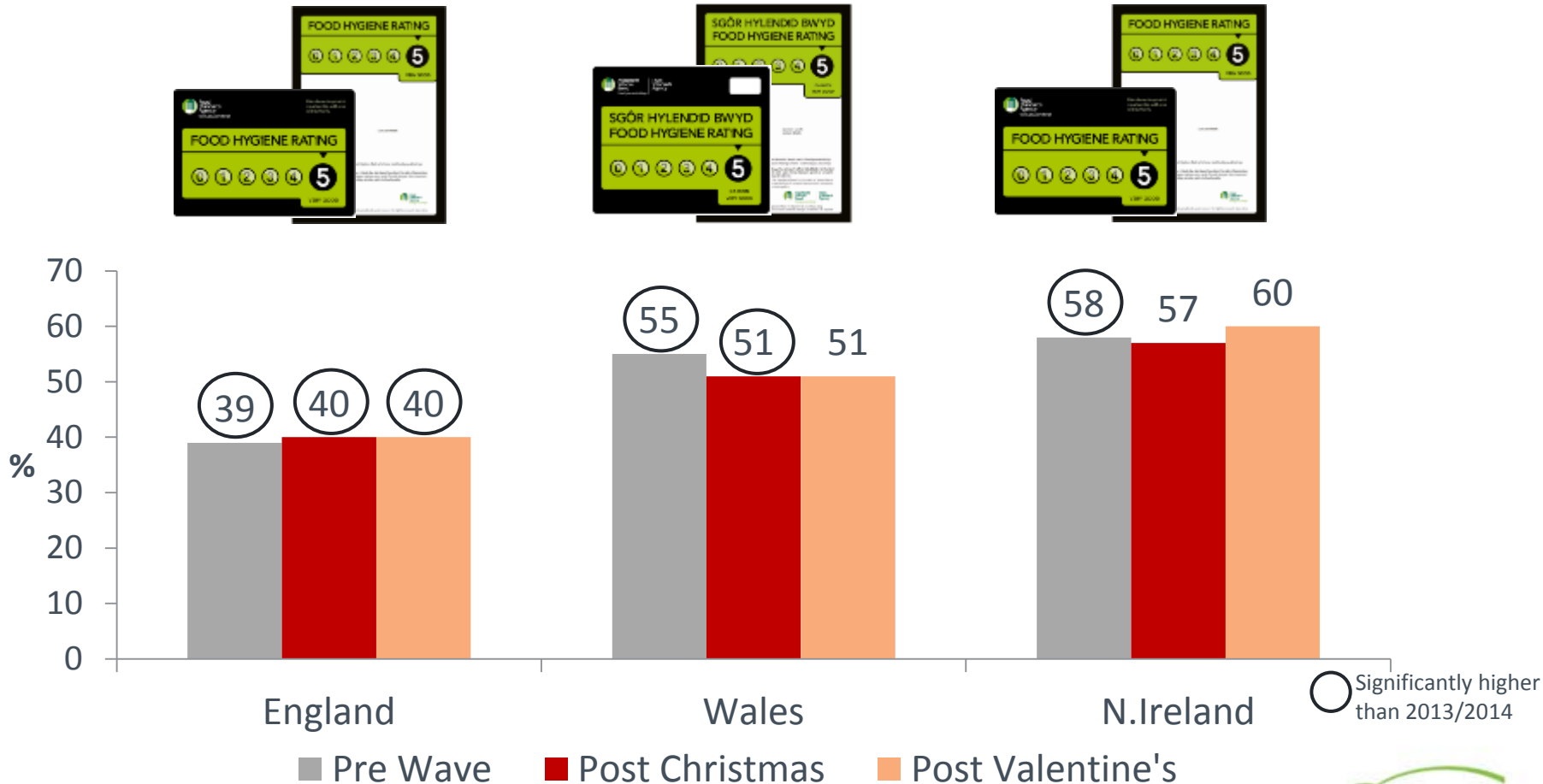
# Impact of schemes on behaviour



There has been positive movement in the proportion of people using the FHRS to check hygiene standards in the last 12 months, with all countries seeing significant increases from W1 in the 2013/14 campaign.

Uplift in W2 and W3 from last year is also significant in England.

Have used FHRS in the last 12 months to check establishment's hygiene standards before deciding to visit - % answering 'Yes'

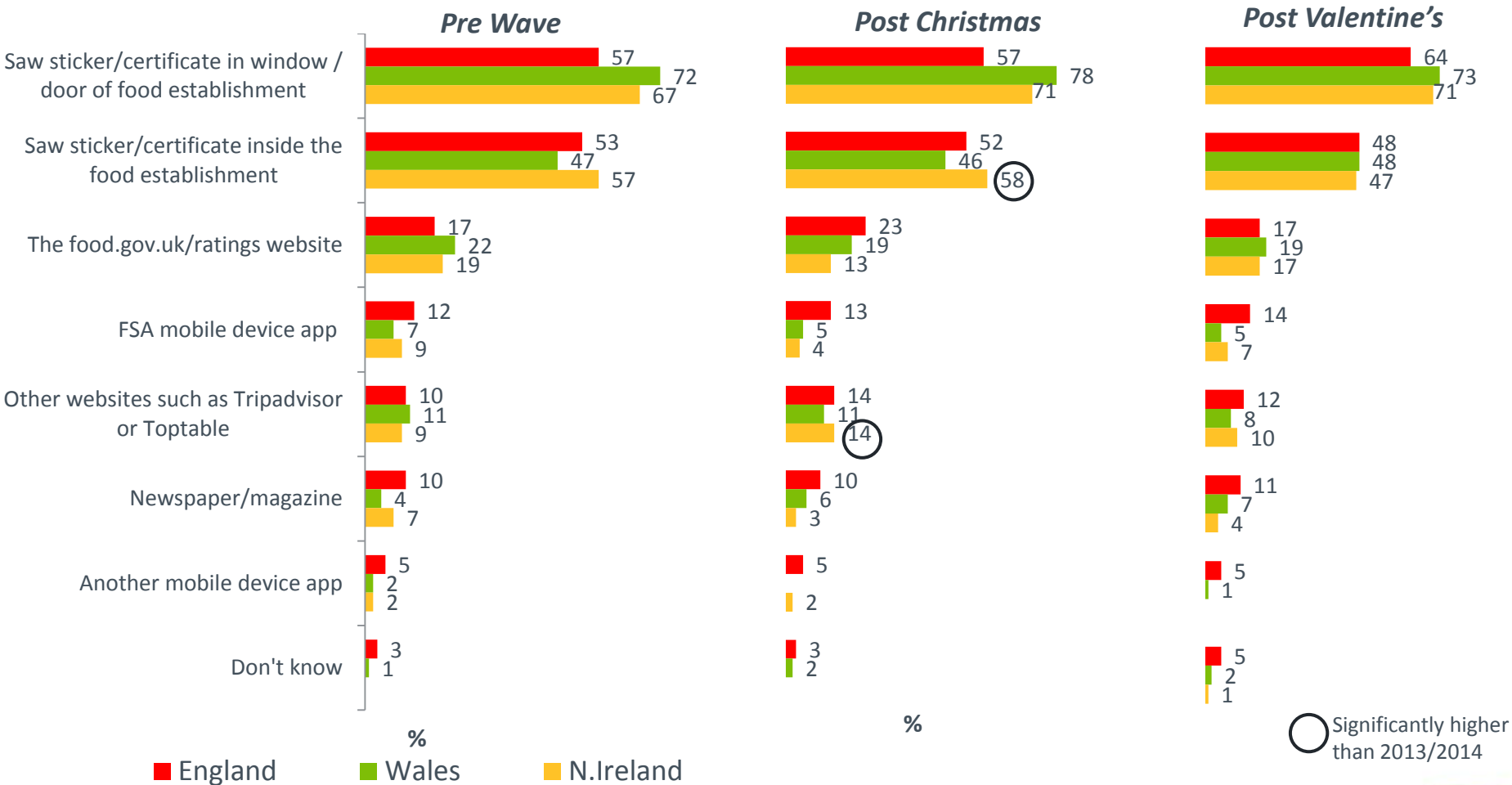


Q18. The images we showed you are an example of the FHRS. In the last 12 months, have you used the FHRS, like the one you have just seen, to check a food establishment's hygiene standards before deciding to visit?

Base: All qualified respondents: W1 – 1,256, W2 – 1,316, W3 – 1,227

Seeing a sticker in the window/door of an establishment is the most common way to check FHRs scores before visiting. England experienced a significant drop here in W1 and W2 from 2013/14, but has regained some ground in W3. NI has seen some uplift from 2013/14 in W2.

How did you check FHRs before deciding to visit?

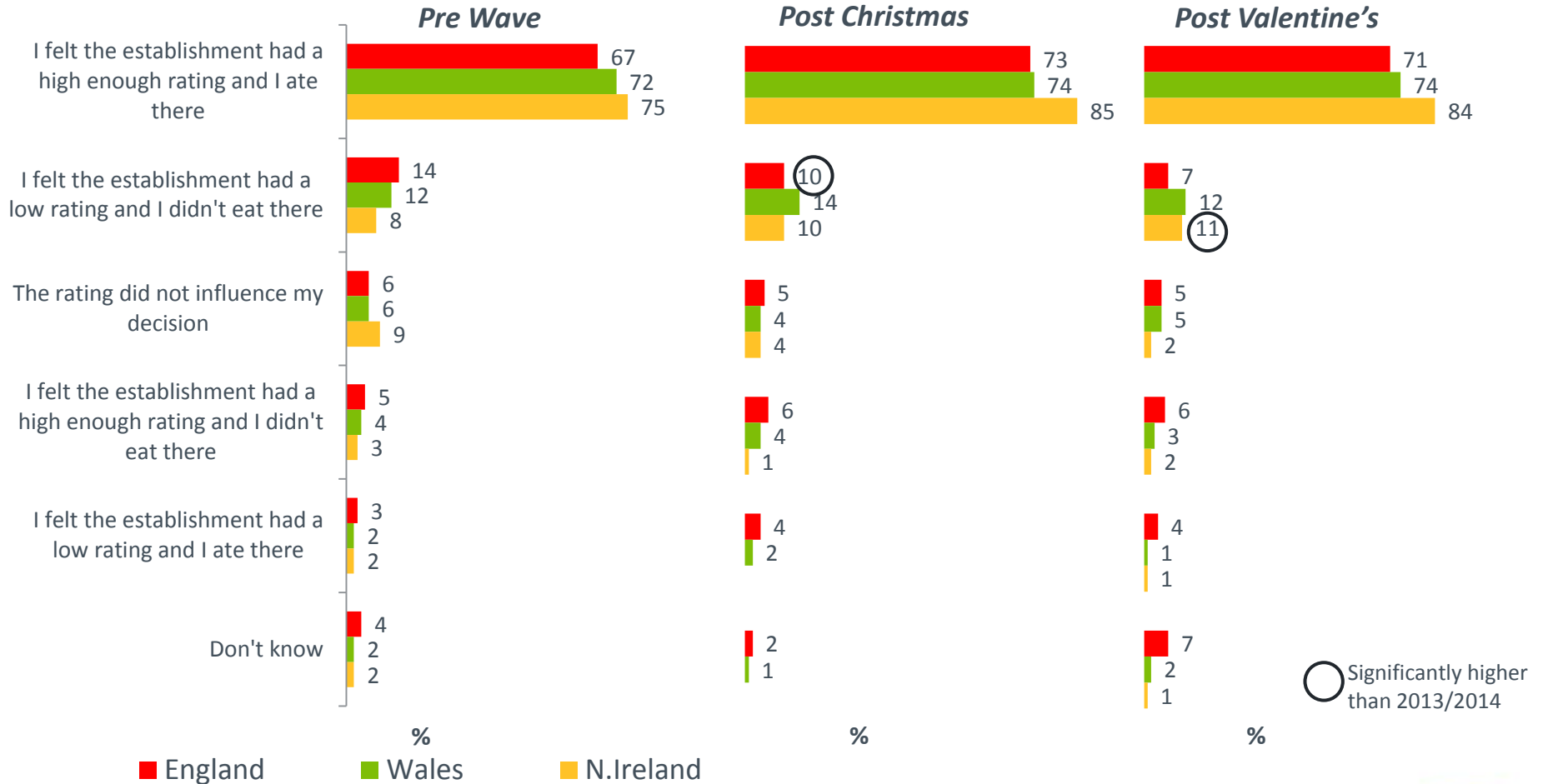


Q19. How did you check the FHRs before deciding to visit food establishments?  
 Base: All who checked FHRs before visiting: W1 – 611 (England 217, Wales 276, NI 118)  
 W2 – 653 (England 270, Wales 267, NI 116)  
 W3 – 605 (England 224, Wales 263, NI 118)

# When last checking hygiene ratings most felt that the FHRs rating was high enough and they chose to eat there.

However, a significantly higher proportion in Eng in W2 and NI in W3 chose not to eat somewhere because the rating was too low, compared to 2013/14.

## How did you last use the FHRs information?



Q20. Thinking about when you last checked the FHRs, which of the following best describes how you used that information?

Base: All who checked FHRs before visiting: W1 – 611 (England 217, Wales 276, NI 118)

W2 – 653 (England 270, Wales 267, NI 116)

W3 – 605 (England 227, Wales 263, NI 118)

**Around half of people did share the FHRS information, whilst half did not. Wales sees a drop in the proportion who did share it in W3, with significantly more not sharing the information compared to 2013/14.**

Did you share the food hygiene information with anyone else?



Q21. And did you share the food hygiene information with anyone else?  
 Base: All who checked FHRS before visiting: W1 – 611 (England 217, Wales 276, NI 118)  
 W2 – 653 (England 270, Wales 267, NI 116)  
 W3 – 605 (England 224, Wales 263, NI 118)

# Section Summary: Impact of Schemes on Behaviour (1)

## Proportion using FHRs to check hygiene standards before deciding to visit

- Around 40% in England, 50% in Wales and 60% in NI have used the FHRs in the last 12 months, with all countries seeing significant increases in W1 compared to the 2013/14 campaign
- Wales also saw a significant increase in W2 compared to 2013/14, with England seeing significant increases in all 3 waves
- This year sees little wave on wave movement, however.

## Sources used to check FHRs before deciding to visit

- Seeing a sticker in the window/door of an establishment is consistently the most common way to check FHRs scores before visiting
- England saw a significant drop here in W1 and W2 from 2013/14, but has regained some of this ground in W3
- The proportion of people seeing stickers inside food establishments or checking websites such as TripAdvisor before visiting is significantly up in W2 in NI compared to 2013/14.



# Section Summary: Impact of Schemes on Behaviour (2)

## How the FHRs information is used

- After checking the hygiene ratings of a food establishment, most people, in all countries and across the waves, have felt that the FHRs rating was high enough and they have chosen to eat there
- However, W2 sees a significantly higher proportion in England and W3 sees a significantly higher proportion in NI choosing not to eat somewhere because the rating was too low, compared to in 2013/14

## Is FHRs information shared?

- Around half of people did share the FHRs information and half did not
- Wales sees a drop in the proportion sharing information in W3, with significantly more not sharing the information compared to 2013/14.

# Recall of publicity

**A quick guide to eating out this Christmas**

**Local Authority check mobile**

**What you should look out for**

**Remember to always book before you book!**

**A quick guide to eating out this Christmas**

**What you should look out for**

**Food Inspection**

**Remember to always book before you book!**

**Your meal out this Valentine's Day**

**Local Authority check mobile**

**What you should look out for**

**Remember to always book before you book!**

**Your meal out this Valentine's Day**

**What you should look out for**

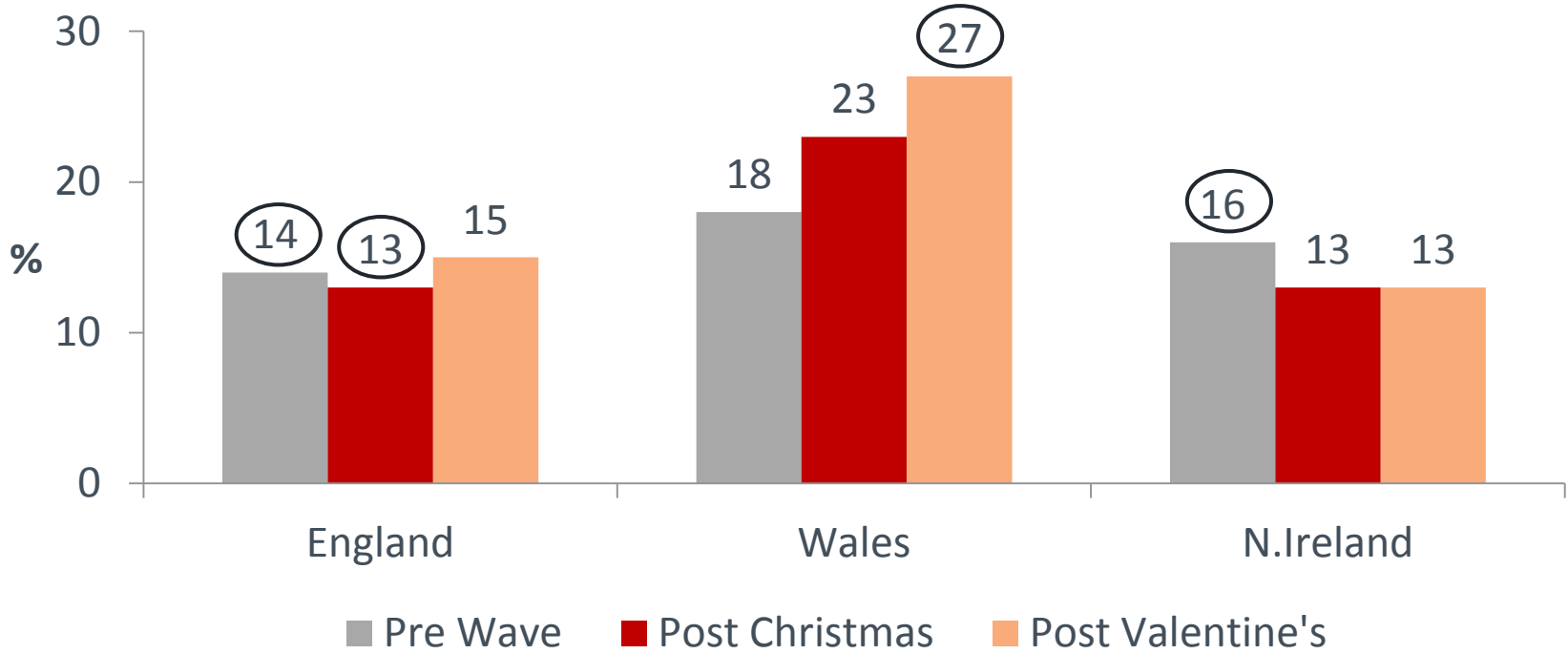
**Food Inspection**

**Remember to always book before you book!**

**Wales continues to see the highest levels of people claiming to have seen publicity about the FHRS, and sees wave on wave increases this year, with significantly more having seen publicity in W3 than claimed to have done so in 2013/14.**

**England saw significant increases in W1 and W2 from 2013/14. After an increase in W1, NI then drops back in W2 and W3.**

*Have seen, heard or read publicity about the FHRS recently - % answering 'Yes'*



○ Significantly higher than 2013/2014

Q22. Have you seen, heard or read any publicity about the FHRS recently?  
 Base: All qualified respondents: W1 – 1,256, W2 – 1,316, W3 – 1,227

## Amongst people who recall FHRS publicity, they recall it most from:

- 1) TV news or programme (England W1 and Wales W3 being most popular)
- 2) Certificate in a food establishment (highest England W2 mention, but especially high in NI)
- 3) Stickers in the window of a food establishment (highest mentions in Wales and NI in W1 and W2)

### Where did you see, hear or read about the FHRS?

	England			Wales			N. Ireland		
	W1	W2	W3	W1	W2	W3	W1	W2	W3
TV news or programme	35	27	24	34	34	48	17	32	34
Certificate in a food establishment	22	29	24	24	35	22	40	41	54
Stickers in the window of a food establishment	22	31	28	43	53	37	46	62	49
Article in a local/regional newspaper	20	17	22	15	26	18	21	2	10
Advert in a magazine	13	17	8	3	2	2	12	6	0
Official food hygiene website: food.gov.uk/ratings	12	13	14	16	8	10	23	4	9
TV advert	11	15	16	11	7	7	33	17	25
Advert in a national newspaper	11	12	11	9	5	7	13	0	5
RADIO (NET)	11	19	21	8	5	8	13	23	13
Radio advert	9	14	12	5	3	4	11	6	6
Article in a magazine	9	9	18	7	4	4	8	4	2
Article in a national newspaper	8	18	11	7	7	8	12	10	8
Advert in a local/regional newspaper	7	7	11	10	6	2	13	8	11
Food Standards Agency mobile device app	6	12	10	3	1	2	6	0	0
Poster on a telephone box or similar	6	9	8	3	2	1	7	0	4
Other websites such as Tripadvisor or Toptable	5	15	11	4	11	7	13	6	6
Adverts on mobile phone	4	5	10	4	0	0	2	0	0
Radio news or programme	3	6	15	5	2	4	6	21	11
Social media - Facebook etc	2	0	2	0	1	0	5	0	4

Responses =>5% for at least one country Numbers in green highlight top responses Caution: low bases, no sig diffs

# Amongst people who recall FHRS publicity, their key recollections are:

- 1) Inspections are carried out/inspection for hygiene (popular in England in W1 and W2)
- 2) A rating given (unspec)/points scored (high in W1 in NI)
- 3) Explained what the rating meant (highest W3 mention in NI)
- 4) Score out of 5/a number rating (most common mention in W2 in Wales and NI)
- 5) (Articles about) Cafes/restaurants that don't display certificates (highest mention in Wales in W3)

What do you remember about what you saw, heard or read?

	England			Wales			N. Ireland		
	W1	W2	W3	W1	W2	W3	W1	W2	W3
Inspections are carried out/inspection for hygiene	12	13	1	5	6	4	2	8	2
A rating given (unspec)/points scored	8	8	5	7	3	4	22	0	4
Programme called "Call the Council"	7	5	0	0	1	0	0	0	0
Explained what the rating meant/about the rating system	6	5	6	4	3	5	12	9	24
A local restaurant/shop received a low score/was closed down	6	2	3	6	3	4	7	0	15
Saw the sticker/poster/rating displayed before entering/in the premises	6	8	2	8	9	5	7	10	0
About hygiene/improving hygiene	5	3	1	1	3	0	0	9	4
Rating for cleanliness/hygiene	4	3	2	5	0	3	0	0	0
Great /okay/good	4	7	3	5	1	0	0	0	2
Score out of 5/a number rating	3	2	4	7	12	5	2	14	5
Compulsory/must be displayed/compulsory in Wales	3	3	0	9	7	8	0	4	2
Encouraged to check rating/refer to website before choosing restaurant	3	2	4	4	5	2	3	0	4
A certificate	1	1	1	2	0	1	5	0	3
Ratings of different food establishments (on a list, in local paper etc)	1	0	8	4	13	6	0	4	0
5 is the best/higher the better	0	0	1	4	10	3	2	12	2
Heard/saw on the news about the scheme	0	1	0	5	3	2	0	5	0
On TV programme/TV ad	0	3	2	0	4	6	0	4	0
(Articles about) Cafes/restaurants that don't display certificates	0	0	2	0	0	19	0	0	0

Responses =>5% for at least one country    Numbers in green highlight top responses

○ Significantly higher than 2013/2014







# A selection of verbatim comments from the Valentine's wave about what people remember...

What do you remember about what you saw, heard or read?

*"The announcement that Enfield has the worst food hygiene in London. As a result I do not see myself buying food in Enfield very soon."*

[England]

*"Something about places that had poor hygiene figures were not displaying the notices"*

[England]

*"It was a story about a local restaurant that had failed to reach the required standards of hygiene."*

[N. Ireland]

*"That the rating was a good way to determine the cleanliness of an establishment. the rating was done by a Government organisation so the standard was high and could be trusted."*

[England]

*"Showed rating for that particular establishment. Good to see that lots of locations in Monmouthshire have a rating of 5"*

[Wales]

*"Programme on Wales Tv called X-Ray was about Food places not displaying the FSA ratings often these places were 0 rating"*

[Wales]







Recall of the Christmas and Valentine's campaign images was highest in England, with 9% / 10% having seen one or both of the two images shown – significant increases on the proportion claiming to have seen the 2013/2014 campaign images.

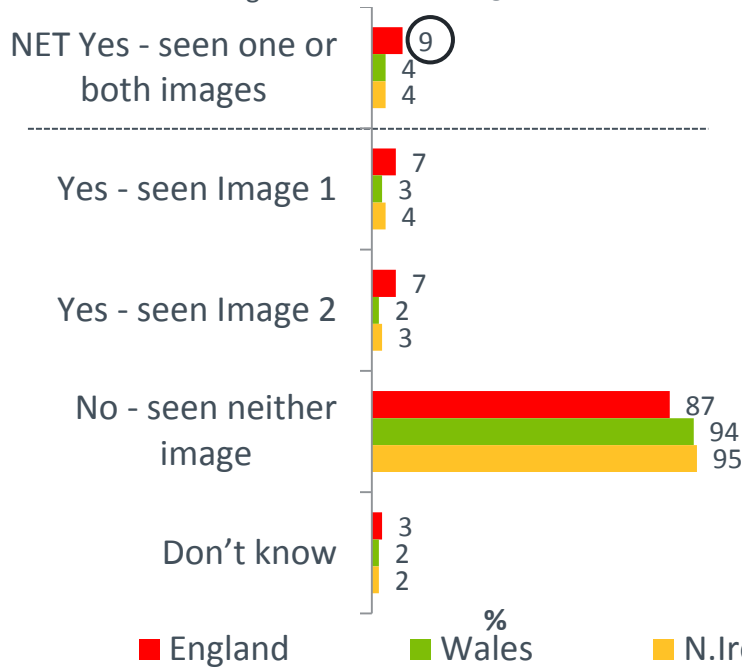
Have you seen these images anywhere recently?

**Post Christmas**



Image 1

Image 2

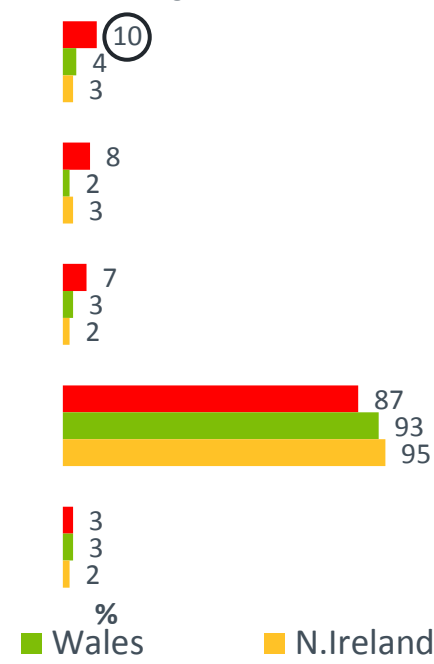


**Post Valentine's**



Image 1

Image 2



○ Significantly higher than 2013/2014

Q26. Please now look at these images. Have you seen these anywhere recently?  
 Base: All qualified respondents: W1 – 1,256, W2 – 1,316, W3 – 1,227

# Of those who saw campaign imagery, key media sources mentioned are varied:

- 1) Official food hygiene website most popular in England
- 2) Google is more cited as a source in England than elsewhere
- 3) Local newspapers is the third most mentioned source in England, but the top mention in Wales and NI in W3 (*v. low base*)
- 4) Adverts on mobile phones mentioned by a third recognising the images in England
- 5) Local authority website cited in England and Wales, and in W3 in NI
- 6) Facebook and other social networks cited in England and Wales, and in W3 in NI
- 7) On the internet more generally was most mentioned in NI in W2 (*v. low base*)

***Where did you see it? [Showing Net recall of places for either image – from closed list]***

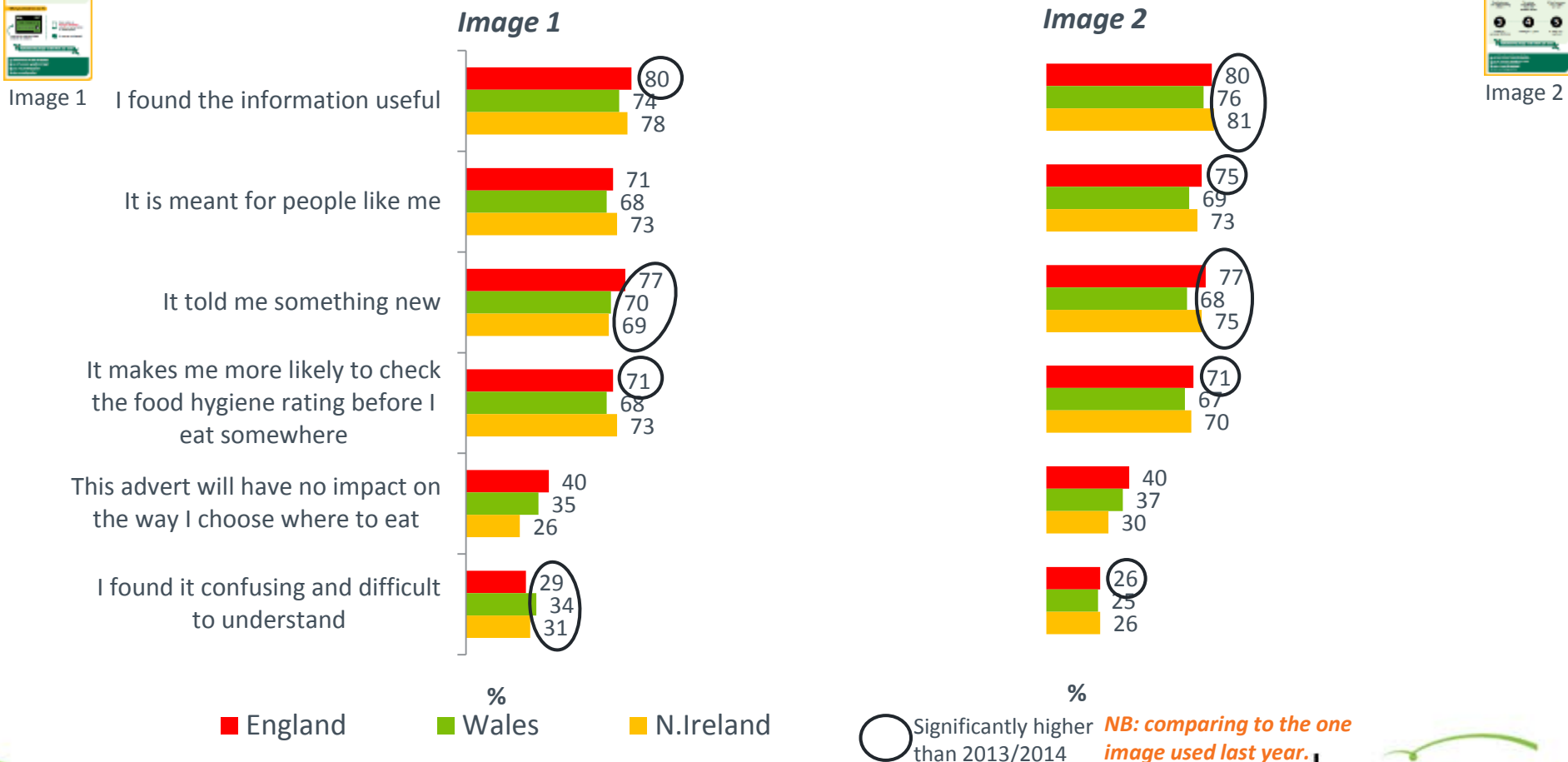
	England		Wales		N. Ireland	
	W2	W3	W2	W3	W2	W3
Official food hygiene website: food.gov.uk/ratings	49	42	13	37	14	-
Google	38	39	10	27	15	16
Local newspaper	34	32	44	44	8	54
Adverts on mobile phone	32	36	13	11	-	-
Local Authority website	30	28	24	18	-	30
Facebook or other social networks	29	35	26	7	-	32
On the internet more generally	27	41	21	6	57	8
Other	11	10	6	5	-	8
Can't remember	2	9	0	3	21	-

Responses =>3% for at least one country    Numbers in green highlight top responses    Caution: low bases (no sig diffs)

Perceptions of the campaign are similarly positive across all countries, with the Christmas campaign images apparently more useful and more likely to tell people something new compared to the 2013/14 campaign. Some people found them more confusing though - particularly image 1.



**Agreement with statements about Christmas images – NET Strongly / Tend to Agree**



■ England   
 ■ Wales   
 ■ N.Ireland

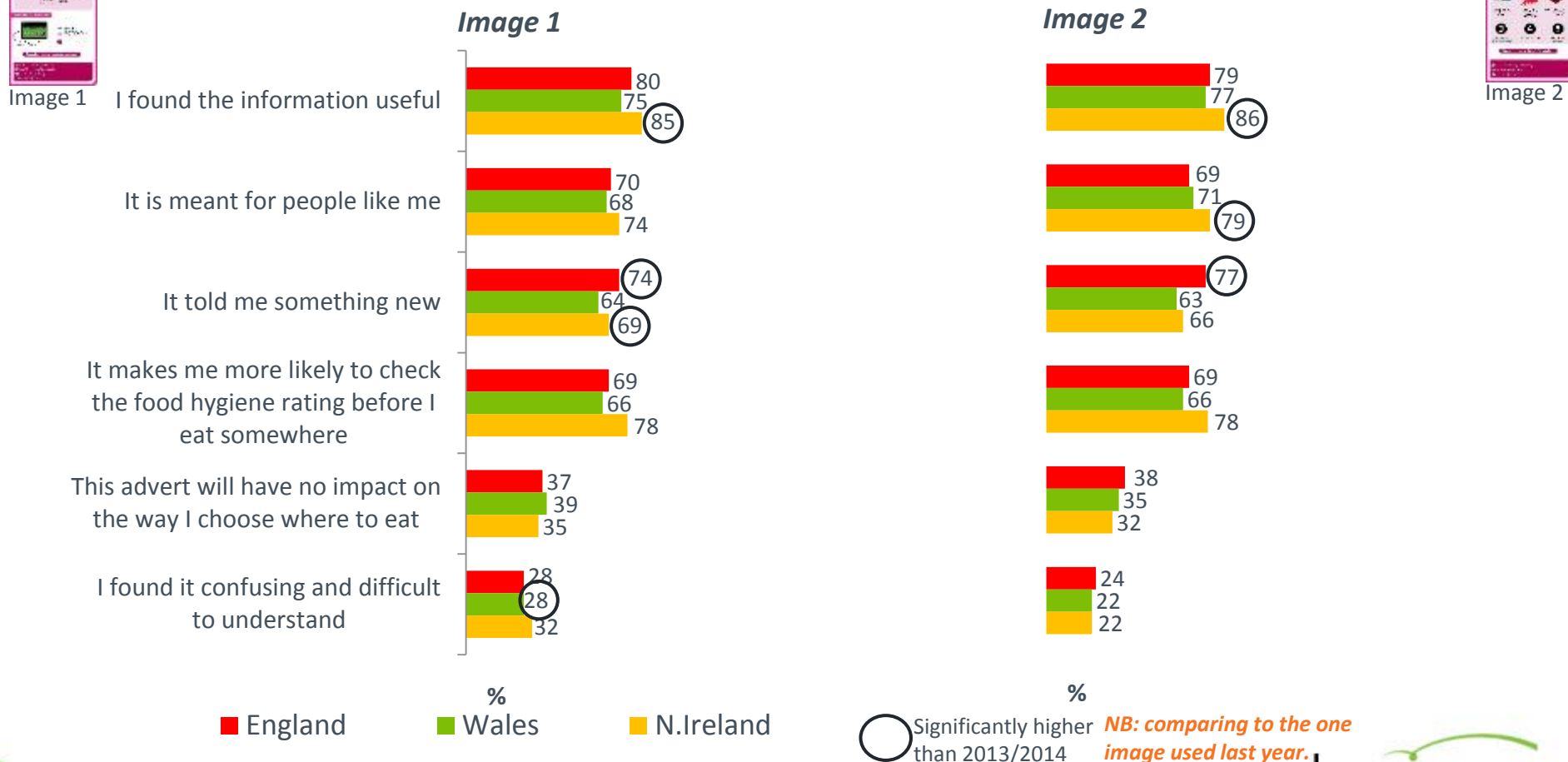
○ Significantly higher than 2013/2014   
 NB: comparing to the one image used last year.

Q28. Thinking generally about this image, to what extent do you agree or disagree with the following statements?

The Valentine's campaign struck the most positive note in NI, with the information thought significantly more useful and 'meant for people like me' compared to 2013/14. More in Wales found image 1 confusing/difficult to understand though than last year's image.



Agreement with statements about Christmas images – NET Strongly / Tend to Agree



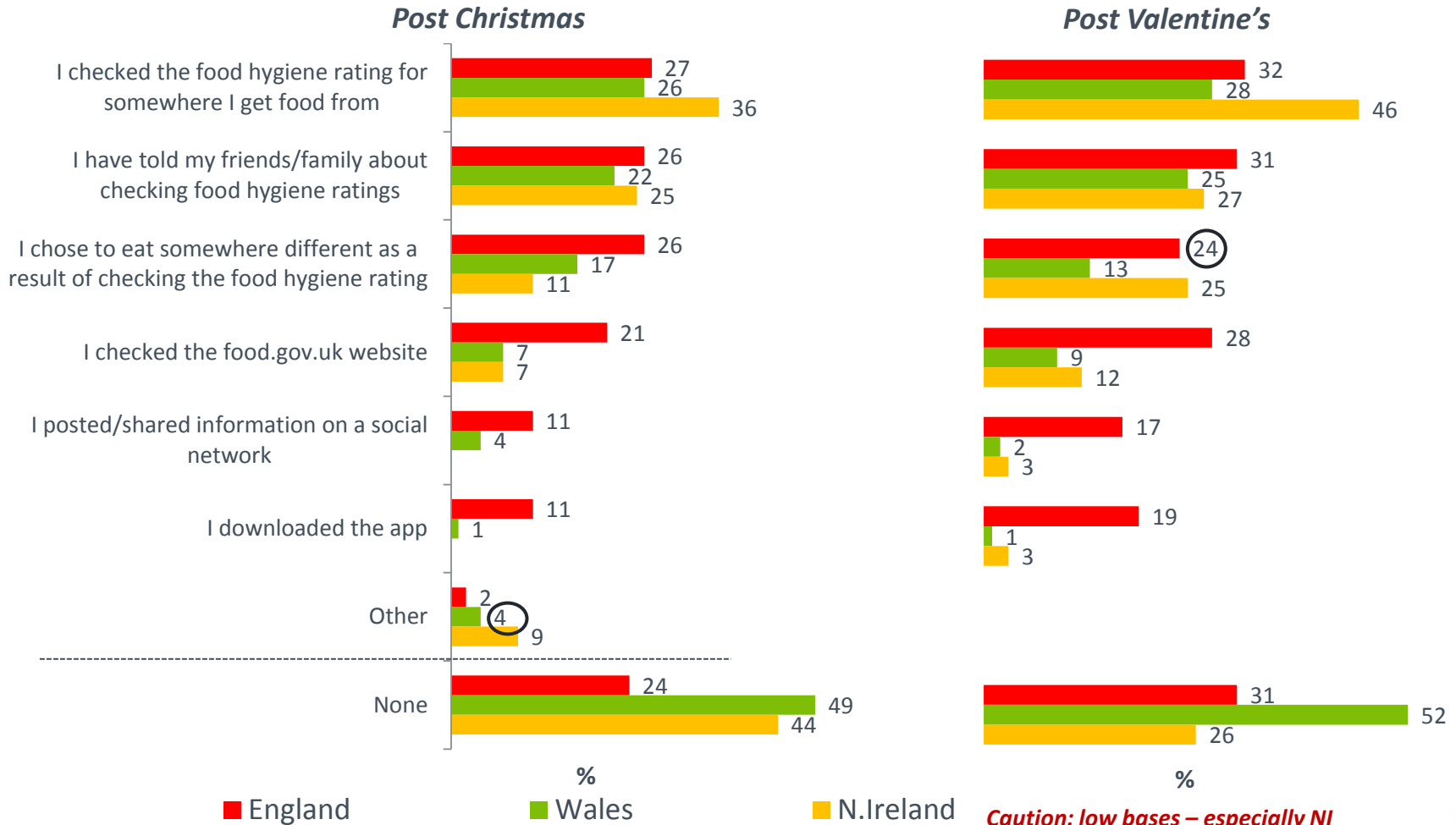
■ England   
 ■ Wales   
 ■ N.Ireland   
 ○ Significantly higher than 2013/2014   
 NB: comparing to the one image used last year.

Q28. Thinking generally about this image, to what extent do you agree or disagree with the following statements?

# A majority of those that recall having seen the FHRs campaigns claim to have taken some action as a result. This is especially true in England, where internet and smartphone activity far exceeds that in Wales and NI.

*(Low base sizes in NI will likely be playing a part here, with fewer younger people recalling the images.)*

## Action taken after seeing one or both images



*Caution: low bases – especially NI*

○ Significantly higher than 2013/2014 Q29. Thinking generally about the image(s) that you have seen, which, if any, of the following did you do after seeing it/them?

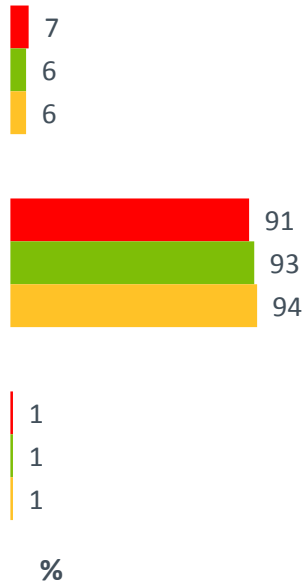
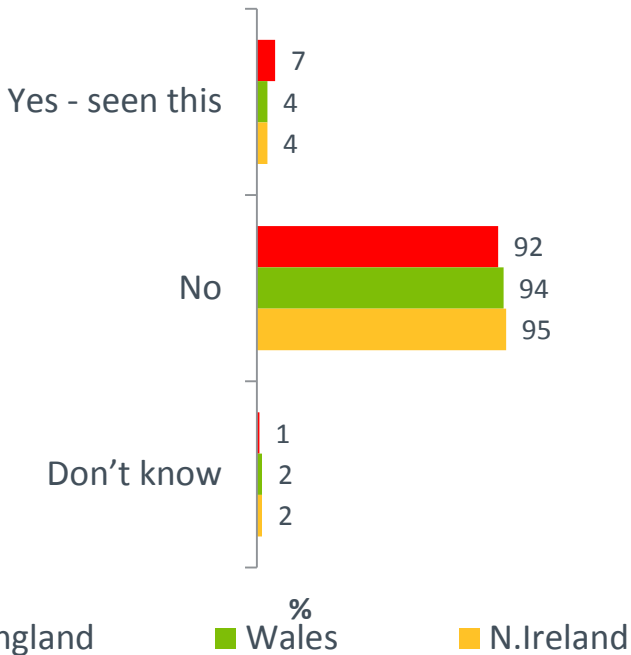
7% in England recognised both the FHRS Christmas and Valentine’s videos. The Valentine’s video was more picked up in Wales and NI – 6% recognised it, compared with 4% recognising the Christmas video.

Have you seen this video anywhere recently?

Post Christmas



Post Valentine’s



# Of those who recognised the video, media sources for seeing it are varied:

- 1) YouTube was the most cited source in England and Wales
  - 2) Google was most cited in NI in W2
  - 3) TV was most cited in NI in W3
  - 3) Official food hygiene website was also cited in England and NI
- Facebook or other social networks, other websites and a local authority website are mentioned further down the list.

*Where have you seen it? [closed question – to select from the list below, plus other specify]*

	England		Wales		N. Ireland	
	W2	W3	W2	W3	W2	W3
YouTube	54	54	38	22	0	24
Official food hygiene website: food.gov.uk/ratings	42	36	0	7	14	21
Google	28	50	6	19	21	31
Facebook or other social networks	22	38	6	17	8	17
Other websites	16	10	19	2	0	14
Local Authority website	15	17	8	17	14	9
TV	0	2	0	6	0	32
Can't remember	5		49	39	49	
Don't know	2		5	4	8	

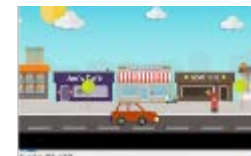
Responses =>5% for at least one country

Numbers in green highlight top responses

Caution: very low bases



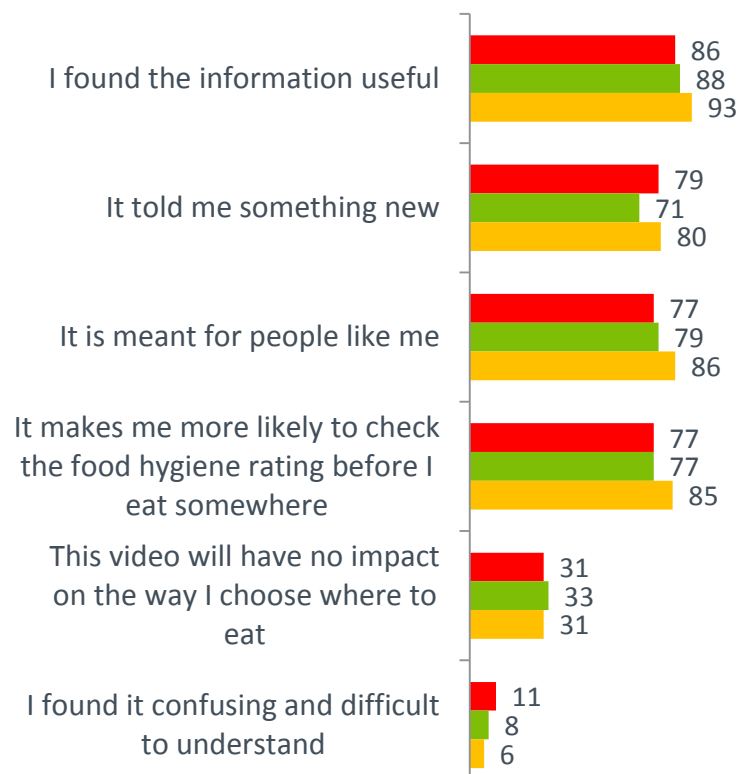
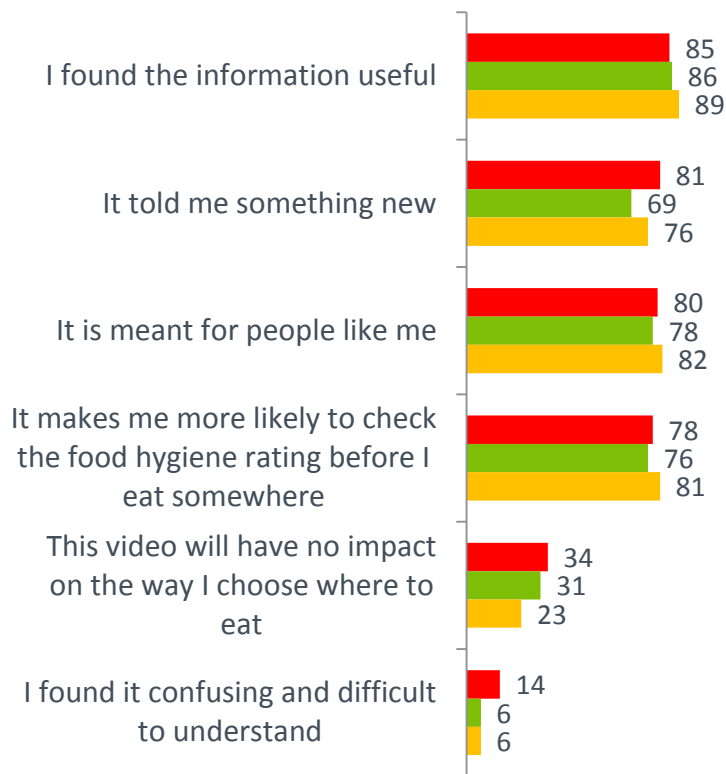
Perceptions of the videos are generally very positive, with around three quarters or higher saying they found the information useful, it told them something new, it is meant for people like them and will make them more likely to check ratings before eating out somewhere. Around a third said they will have no impact.



Agreement with statements about the video – NET Strongly / Tend to Agree

*Post Christmas*

*Post Valentine's*



■ England   
 ■ Wales   
 ■ N.Ireland

*New Q for 2014/15*

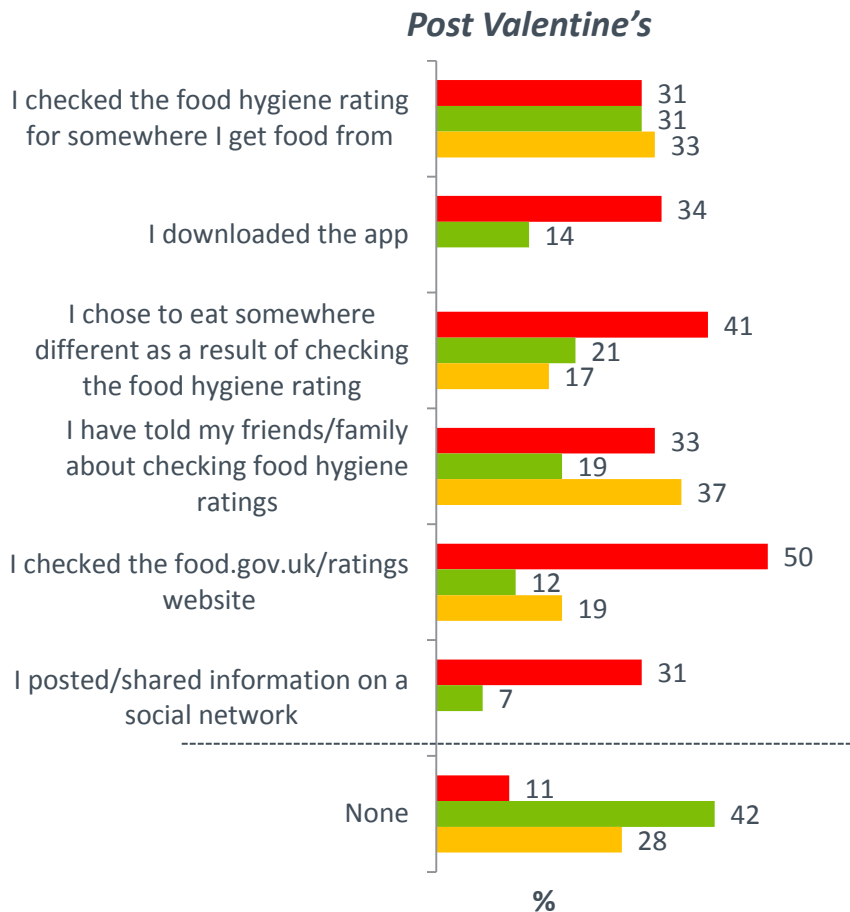
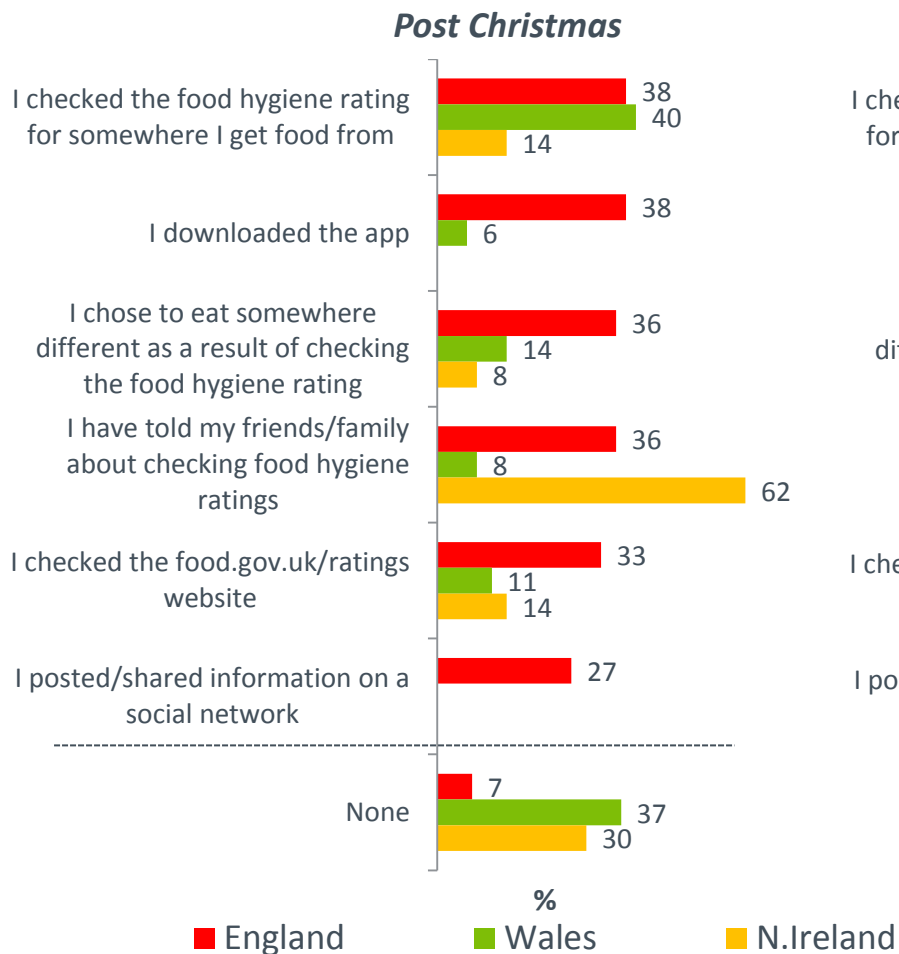
Q32. Thinking generally about the video that you have just seen, to what extent do you agree or disagree with the following statements?

Base: All respondents: W2- 1,316; W3 – 1227

# A majority of those that recall having seen the videos claim to have taken some action as a result - especially in England. As with the images, people in England are more active digitally.

*(Very low bases in Wales and NI, with few young people recalling the videos, will be influencing these results.)*

## Action taken after seeing the video



**Caution: very low bases – especially Wales and NI**

New Q for 2014/15

Q33. Thinking generally about the video that you have seen, which, if any, of the following did you do after seeing it?  
 Base: All that recall seeing the video: W2- 69 (England 47, Wales 15, NI 7), W3 –76 (England 41, Wales 26, NI 9)

# Section Summary: Recall of Publicity (1)

*NB: video element  
new for 2014/15*

## Prompted awareness of the campaigns (imagery and video shown)

- Prompted awareness of the Christmas imagery was higher in all countries than in 2013/14
- Prompted awareness of the Valentine's imagery was up in England but 1% less in each of Wales (4%) and NI (3%)
- England saw a significant increase in recall of one/both of the Christmas and Valentine's images – up from 3% to 9% / 10%
- 7% in England recalled the Christmas and Valentine's videos, with recall in Wales and NI higher for Valentine's (6%) than for Christmas (4%)

## Where did people see the campaigns?

- Media sources mentioned for seeing the images are varied, with the official website most cited in England, local newspapers top in Wales and on the internet more generally (W2) local newspapers (W3) most mentioned in NI.
- YouTube is most cited in England and Wales for seeing the video, with Google (W2) and TV (W3) most mentioned in NI.

# Section Summary: Recall of Publicity (2)

*NB: video element  
new for 2014/15*

## What did people think of the campaigns?

- Perceptions of the campaigns are similarly positive across all three countries, though Valentine's more so in NI. There have been significant increases in opinions of the images compared to 2013/14.
- The images are thought more useful and more likely to tell people something new compared to the 2013/14 campaign. More in England and NI also say they are meant for people like them and make them more likely to check ratings before choosing where to eat.
- Some do find the images more confusing and difficult to understand than was the case in 2013/14 though. Image 1 (with the food safety checklist wheel) from both campaigns causes more confusion than image 2.
- The videos rate even more highly than the images, with much fewer finding them confusing.

## Have people taken action as a result of seeing the campaigns?

- A majority of those seeing the campaign imagery claimed to have taken some action as a result. This is similar to what we saw in 2013/14.
- Most seeing the videos also subsequently reported that they took action as a result, and more so than those seeing the images.
- Most common activity is checking the rating of somewhere they eat out and telling family/friends about ratings. Some also report eating elsewhere as a result of checking ratings.
- Those in England who saw the campaigns are much more likely than those in the other countries to have taken some form of digital action as a result – by checking the official website, downloading the app or posting/sharing via social networks.

# Section Summary: Recall of Publicity (3) – TOTAL Level Summary

<i>Total (England, Wales and NI)</i>	W1: Pre wave (n = 1256)	W2: Post Christmas (n = 1316)	W3: Post Valentine's (n = 1227)
Seen or heard of initiatives telling you about hygiene standards in places you eat out / shop for food	35%	37%	41%
Seen / heard recent publicity about FHRS	13% ●	12%	17% ●
Seen campaign images (one or both)		7% ●	9% ●
Seen campaign video		5%	7%

*New Q for 2014/15*

● ● Significantly higher / lower than 2013/14

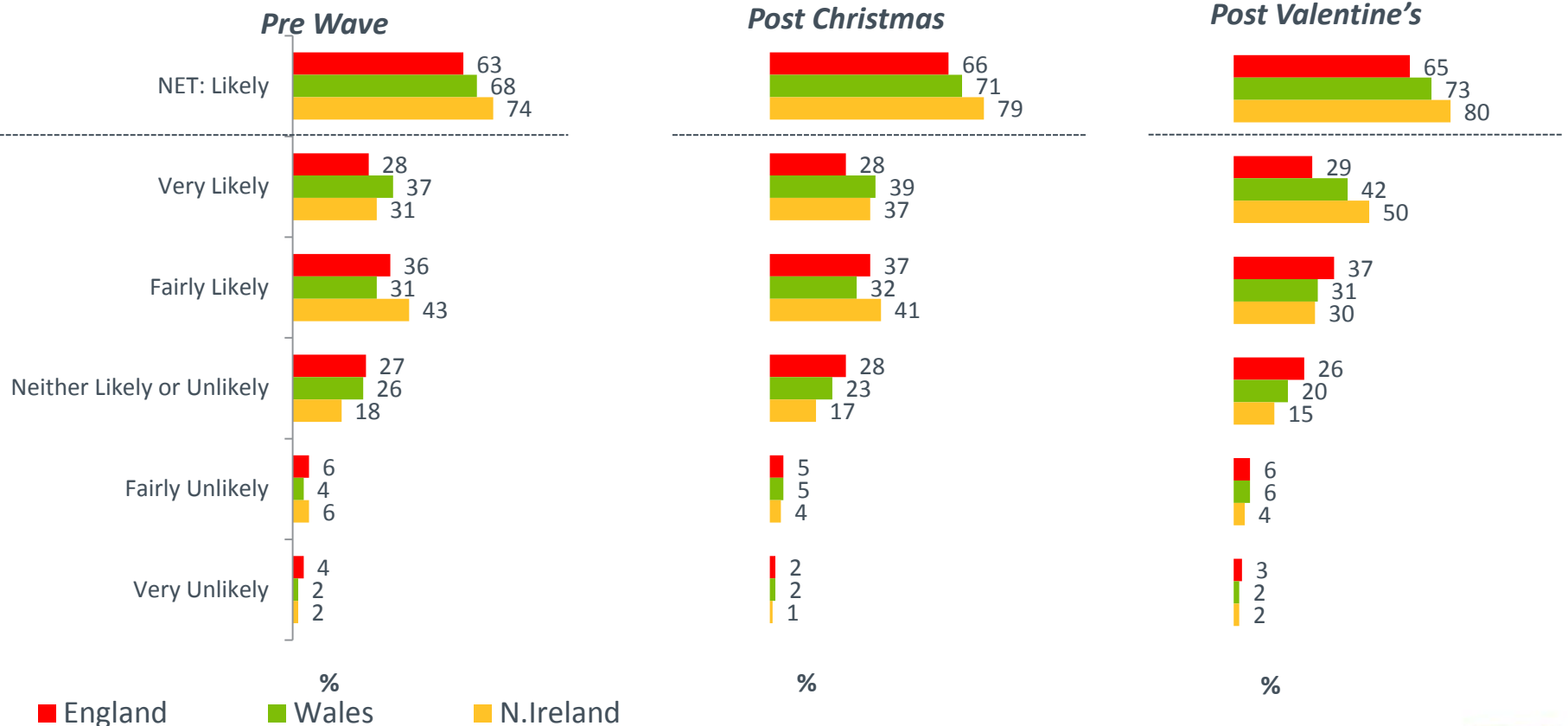
↑ ↓ W3 significantly higher / lower than W1 2014/15



# Likelihood of using schemes in the next 12 months and views on mandation

**Over 60% say they are likely to use the FHRs to check hygiene standards before deciding to eat out in the next 12 months, and this is highest in NI, with 80% saying so in W3. All countries see an increase in likelihood from W1 to W3, with a significant increase seen in those saying they are very likely to in NI from W1/W2 to W3 - up to 50%.**

**How likely are you to use the FHRs in the next 12 months to check a food establishment's hygiene standards before deciding to eat there?**



**New Q for 2014/15**

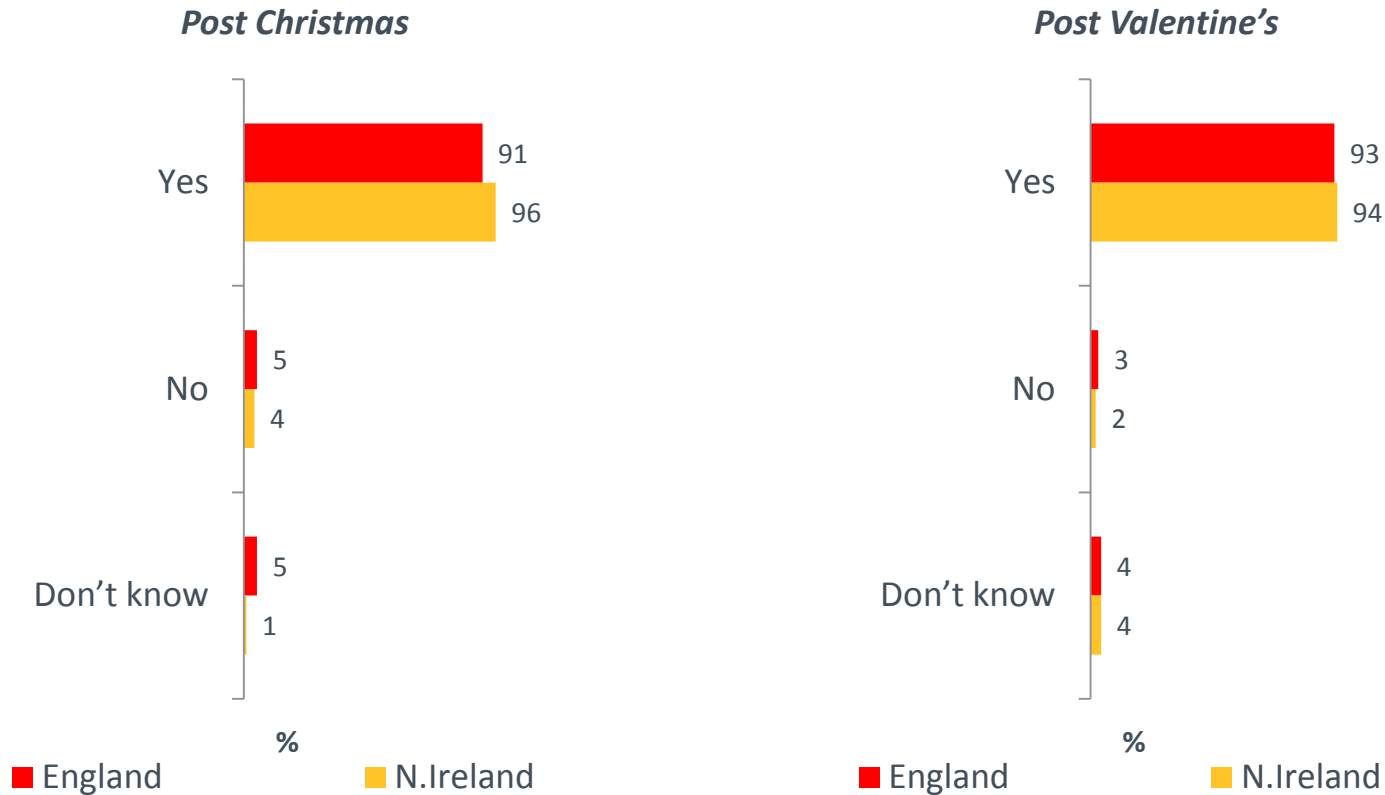
New Q15 (Q785). How likely are you to use the Food Hygiene Rating Scheme in the next 12 months to check a food establishment's hygiene standards before deciding to eat there?

**NB: this question was asked after questions about recollection of publicity**

Base: All qualified respondents: W1 – 1,256, W2 – 1,316, W3 – 1227

When asked if it should be mandatory to display the FHRs rating we see a resounding 'Yes' in both England and Northern Ireland, with over 90% saying so.

Do you think it should be mandatory for the FHRs rating to be prominently displayed?



*NB: this question was asked at the end of the survey, after respondents had seen the campaign images and video*

**New Q for 2014/15** Q34. The Food Hygiene Rating Scheme gives a score from 0-5 based on how a food business is managed and how it stores and prepares its food. All caterers, restaurants, cafes and canteens are checked. Do you think it should be mandatory for the rating to be prominently displayed? (If mandatory it would mean that, by law, they have to be displayed.)

Base: All qualified respondents in England (W2 – 615, W3 - 523) and Northern Ireland (W2 – 200, W3 - 202)



# Section Summary: Checking ratings in the next year and mandation

*NB: these questions are new for 2014/15*

## Will people check ratings in the next year before deciding to eat out?

- Having answered questions about recollection of publicity about the schemes, over 60% say they will use the FHRs in the next 12 months to check a food establishment's hygiene standards before deciding to eat there.
- This is highest in NI, where 80% say they will do so
- All three countries see an uplift from W1 to W3, with significantly more in NI saying they are very likely to from W1/W2 to W3 - up to 50%.

## Should mandation be introduced in England and Northern Ireland?

- At the very end of the survey (in W2 and W3), having seen the campaign images and video, and an explanation of the FHRs, over 90% in England and NI said it should be mandatory for ratings to be prominently displayed in eating establishments.
- People in NI are especially likely to agree.

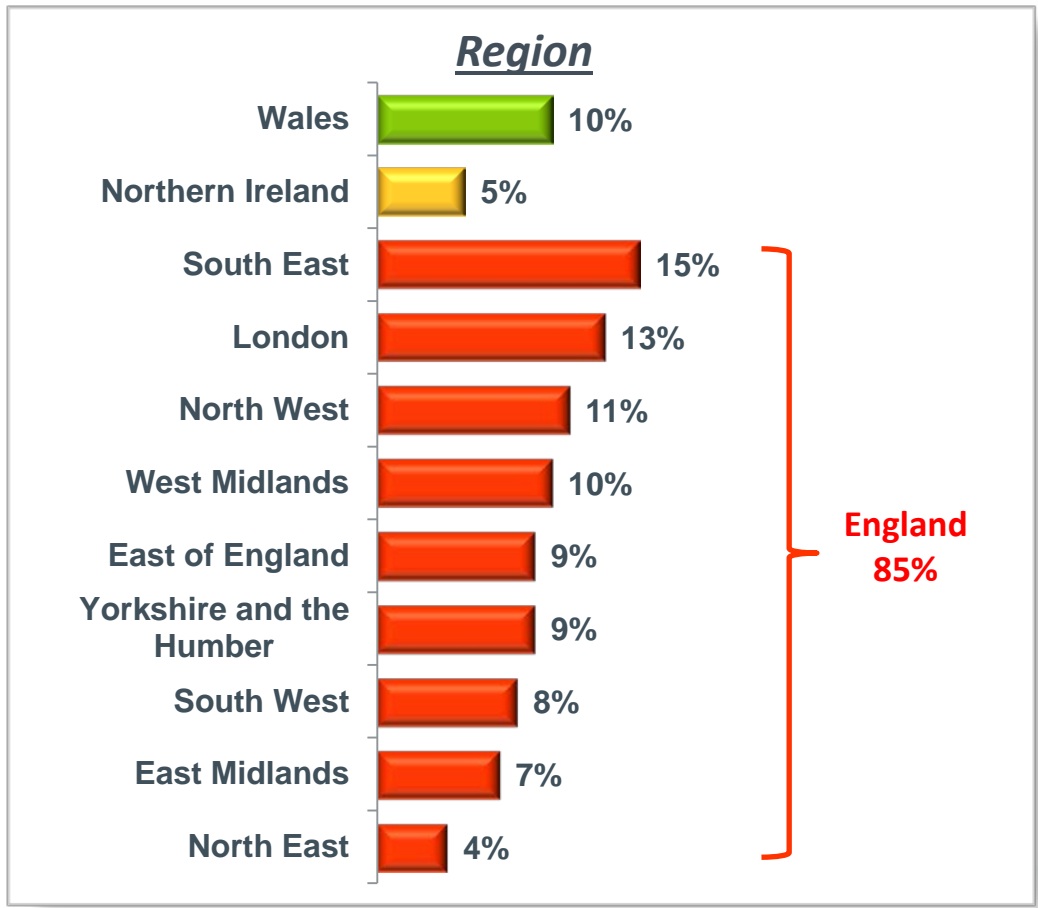
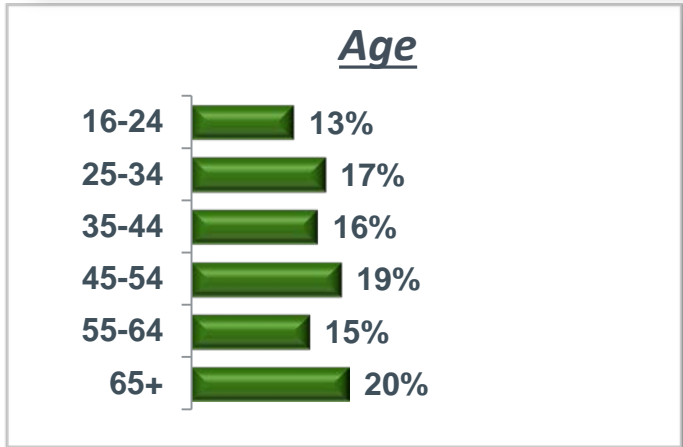
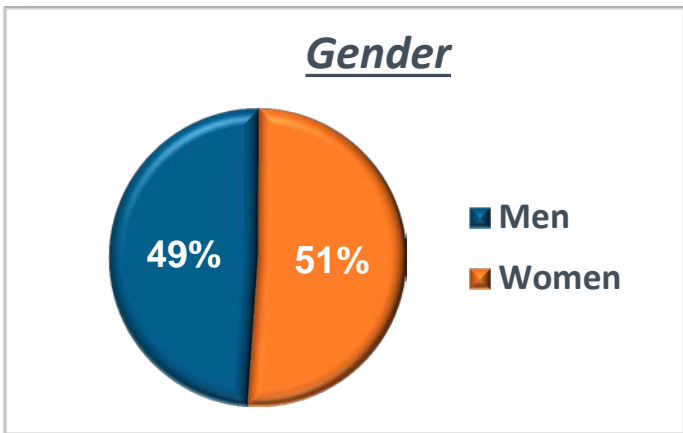


# Appendix

## Demographics

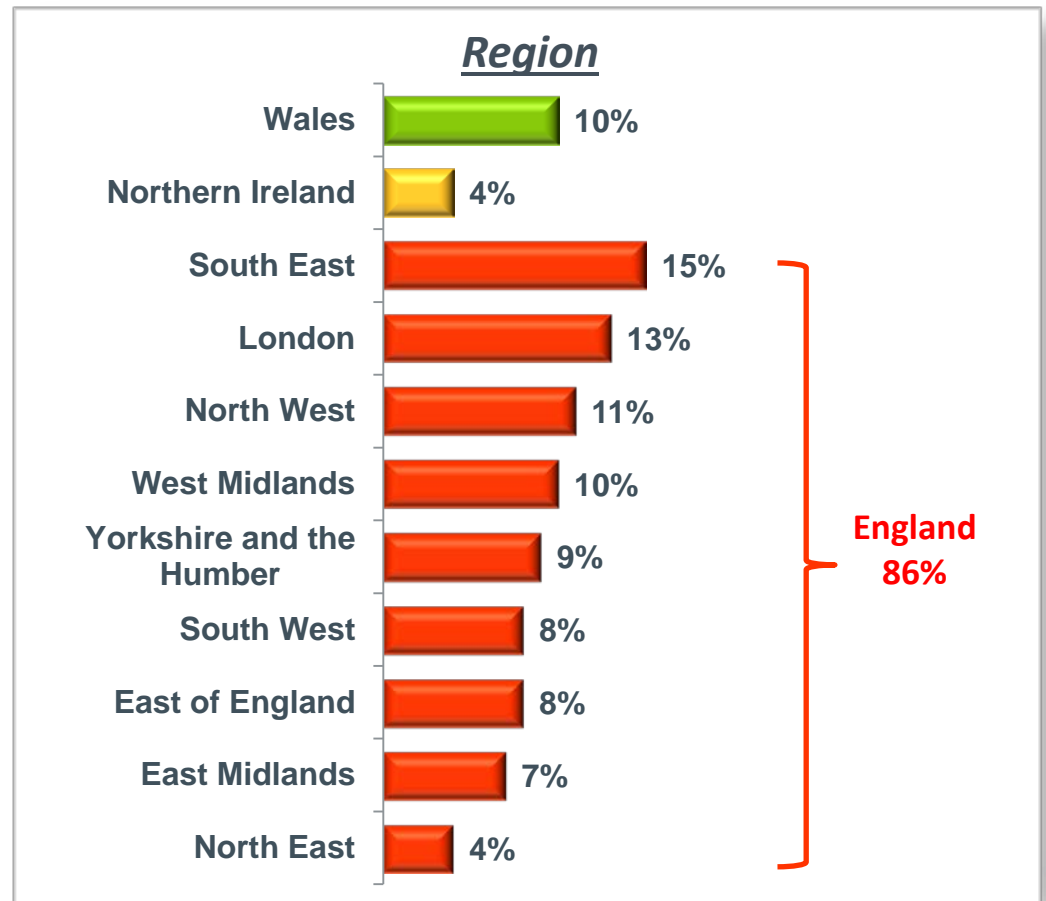
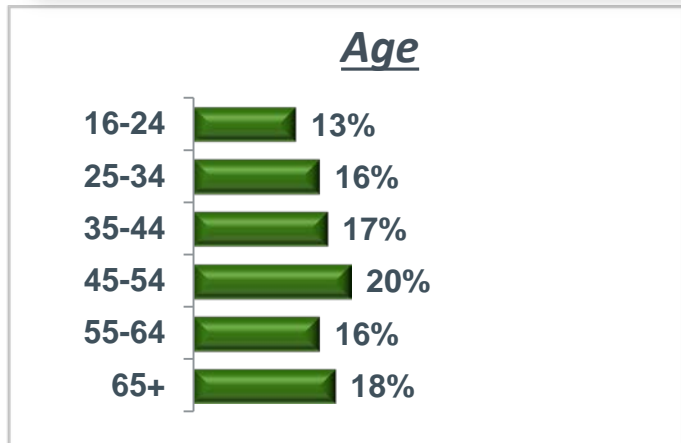
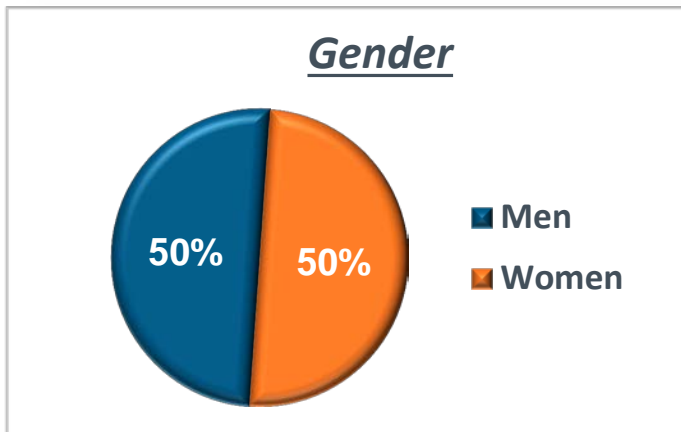
# Demographic profile

- We interviewed a nationally representative sample in terms of *Gender*, *Age* and *Region*



# Demographic profile

- We interviewed a nationally representative sample in terms of *Gender*, *Age* and *Region*



# Demographic profile

- We interviewed a nationally representative sample in terms of *Gender*, *Age* and *Region*

