

Food Hygiene Rating Scheme (FHRS)

Biannual Public Attitudes Tracker

Wave 2 – May, 2015



Food Standards Agency
Social Science Research Unit

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Executive summary

The Food Standards Agency (FSA) has established a biannual consumer attitudes survey on the Food Hygiene Rating Scheme (FHRS) to track over time consumer awareness of the scheme, their attitudes to it and their use of ratings. The questions on FHRS are included in the wider TNS consumer omnibus survey tracker.¹ This report sets out the findings of the Wave 2 of the FHRS tracker. Wave 1 of the survey took place in November 2014.²

Fieldwork for Wave 2 of this FHRS tracker took place between the 20 and 27 May 2015. Face to face interviews were conducted with a representative sample of 2,073 adults across England, Wales and Northern Ireland.

The key findings are highlighted below. More detail, including socio-demographic differences, is included in the main section of the report.

Some comparisons are also made to findings from the FSA's Biannual Public Attitudes Tracker (also part of the TNS omnibus survey) which included some questions on the FHRS over a number of waves.³

Unless stated otherwise, all comparisons between population groups and changes over time are statistically significant at the five percent level. This means that there is only a five percent probability that any reported differences have occurred by chance.

Wave 2 Key Findings

Awareness

- As in Wave 1, nearly half of respondents were aware of the FHRS, with 47% of all respondents reporting that they had either seen or heard of the scheme.
- In Wales, there was a significant increase since Wave 1 in the proportion of respondents who were aware of the FHRS (up from 42% to 53%).
- The most common source of information (82%) was still a sticker/certificate displayed at food business premises.⁴

Recognition

- Consumer recognition remains high with 71% of all respondents reporting having seen the FHRS sticker before.

¹ See www.tnsglobal.com

² See <http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs244011>

³ See <http://www.food.gov.uk/science/research/ssres/publictrackingsurvey>

⁴ Certificates are no longer issued to businesses but those issued before July 2014 are still valid if a further inspection has not taken place.

- Recognition was significantly higher in Northern Ireland (85%) and Wales (87%) than in England (70%).
- There was a significant increase from FHRS tracker Wave 1 in levels of recognition of FHRS stickers in Wales (up from 75% to 87%).
- A high proportion of respondents reported that they had seen a food business displaying their rating in the last 12 months - 82% of respondents in England, 91% in Wales and 95% in Northern Ireland.
- Though the figure for this in England was significantly smaller than in Wales, or Northern Ireland, it had increased significantly from Wave 1 (up from 77%).

Use

- A total of 41% of respondents in England, 49% in Wales and 39% in Northern Ireland said that they would definitely base their decision to eat out somewhere on the FHRS rating the business received.
- The figure in Wales had increased significantly on Wave 1 (up from 36%).
- In terms of actually checking the rating, 39% of respondents in England, 44% in Wales and 42% in Northern Ireland reported that they either often or sometimes do so before deciding where to eat out.
- In Northern Ireland, the proportion of respondents who reported sometimes checking had increased from Wave 1 (up from 11% to 30%).
- The proportion of respondents who report never checking had fallen in Northern Ireland (down from 74% to 54%).
- As in Wave1, a rating of 3 was identified most frequently as the lowest acceptable that consumers would consider - 41% in England, and 49% in Wales.
- In Northern Ireland, a rating of 3 and 4 were equally identified as the lowest acceptable (both 38%).
- Only 19% of respondents claimed there were situations when they would consider visiting a business with a rating lower than their minimum acceptable rating.

Views on mandatory display

- The vast majority of respondents (88% overall) think that businesses should be required by law to display their rating at their premises (the specific country figures are: 87% in England, 91% in Wales and 96% in Northern Ireland).
- There was a small, but significant, increase since Wave 1 in England (up from 84%).

1. Introduction

1.1 About the Food Hygiene Rating Scheme

The Food Hygiene Rating Scheme (FHRS), which operates in England, Wales and Northern Ireland, was formally launched in November 2010 (a similar scheme, the Food Hygiene Information Scheme operates in Scotland). The scheme is a Food Standards Agency (FSA)/local authority partnership initiative which provides information about hygiene standards in food premises at the time they are inspected to check compliance with legal requirements. The transparency that this provides enables consumers to make informed choices about where to eat out or shop for food and provides an important incentive for businesses to achieve and maintain compliance with food hygiene law.

The scheme covers businesses supplying or serving food direct to consumers such as restaurants, takeaways, cafés, pubs, hotels, schools, hospitals, care homes, supermarkets and other retailers. Since late November 2014, the scheme in Wales also covers businesses that trade only with other businesses, for example, manufacturers.

There are six hygiene ratings on a simple numerical scale ranging from '0' (urgent improvement necessary) at the bottom to '5' (very good) at the top. The ratings are published on the FSA website (and via phone apps), and there is open access to the data. Businesses are given stickers showing their rating for display at their premises. Businesses in England and Northern Ireland are encouraged to display these stickers while those in Wales are required by law to do so (the legislation for this was introduced in November 2013).

1.2 About the FHRS tracker survey

In 2001 the FSA commissioned a biannual Public Attitudes Tracker survey to monitor key areas of concern for consumers in relation to food. New questions were added in 2010 relating to awareness of initiatives and schemes concerning the hygiene standards of places people eat out or purchase food. These questions explored awareness of the FHRS and recognition of scheme materials.

A bespoke FHRS Biannual Public Attitudes Tracker survey was introduced in 2014, so that consumer attitudes to FHRS could be explored in greater detail. This new survey monitors consumer awareness of the scheme, attitudes to it and use of ratings.

This report includes the findings from Wave 2 of the bespoke tracker, the fieldwork for which was conducted in May 2015.

1.3 Methodology

Fieldwork took place between the 20 and 27 May. It was conducted as part of the TNS omnibus survey which uses face-to face interviews and a random location sampling method.

A representative sample of 2,073 adults (aged 16 and over) across England, Wales and Northern Ireland were interviewed. The questionnaire is reproduced at [Annex A](#).

1.4 Reporting

This report provides findings from FSA analysis of the survey data. The findings are presented in the same order as the corresponding questions were asked as part of the questionnaire.

This is only the second wave of the FHRS survey but a number of the questions included in it were previously included in the FSA's wider Public Attitudes Tracker survey. This allows some wave on wave comparisons with earlier data. Such comparisons are statistically significant where made, unless otherwise specified. As the FHRS survey continues to run, more wave on wave data from that will be available.

All socio-demographic differences cited are statistically significant at the 95% confidence level.

Although key socio-demographic differences are frequently highlighted throughout the report, further differences may also be evident in the underlying data. Full data tables, which include a variety of different socio-demographic differences, are available on request.

2. Consumer considerations

2.1 Considerations when eating out or purchasing takeaway food

Respondents were initially asked to consider what they take into account when deciding where to go when eating out or purchasing takeaway food. This question was open-ended and unprompted, designed to provide evidence on the extent to which food hygiene is top of mind when making decisions about where to eat. [Figure 1](#) provides a breakdown of the common responses.

Figure 1: Spontaneous considerations when eating out or purchasing takeaway food

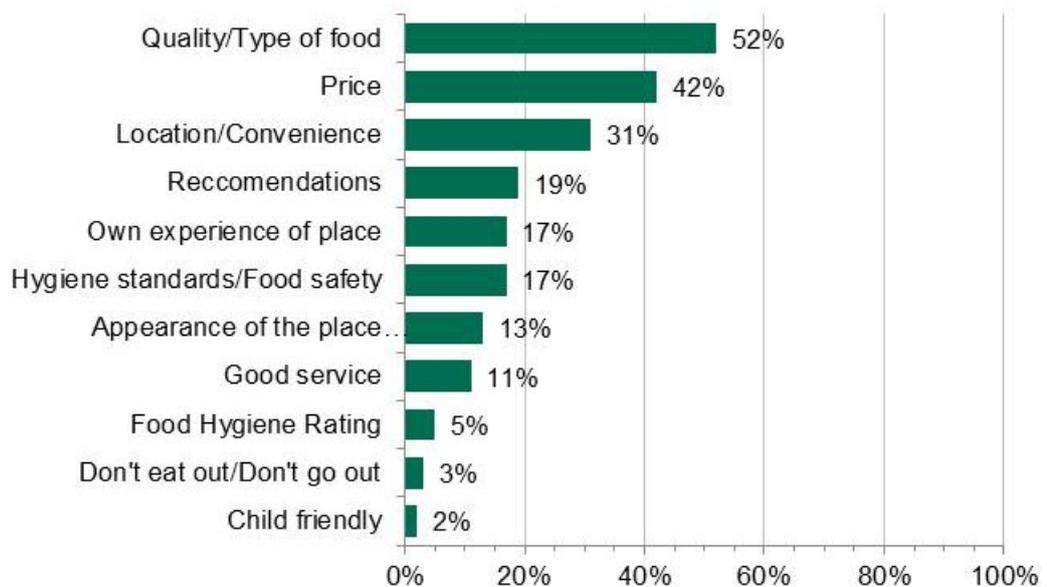
Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

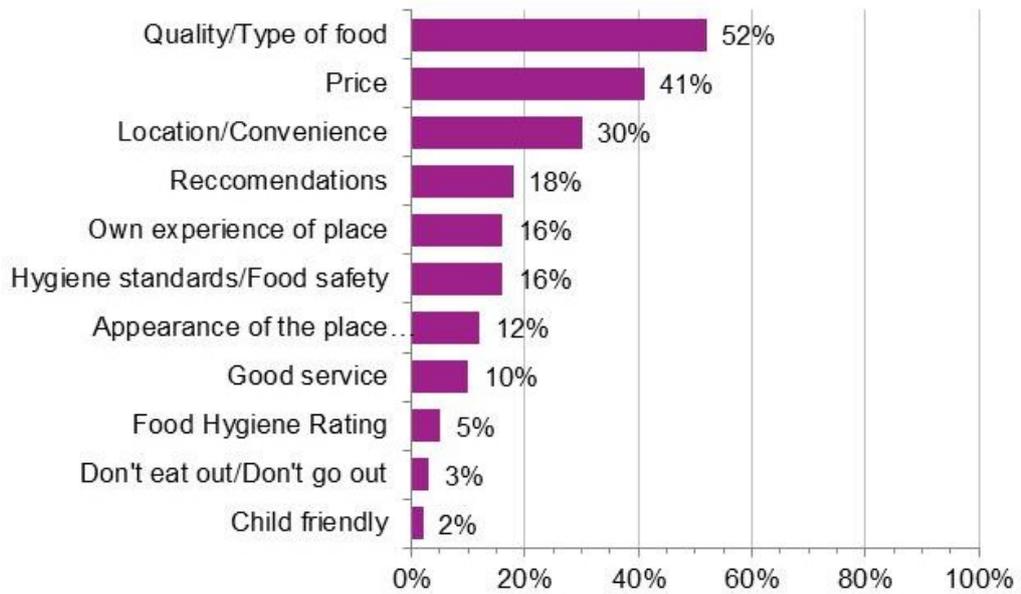
Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

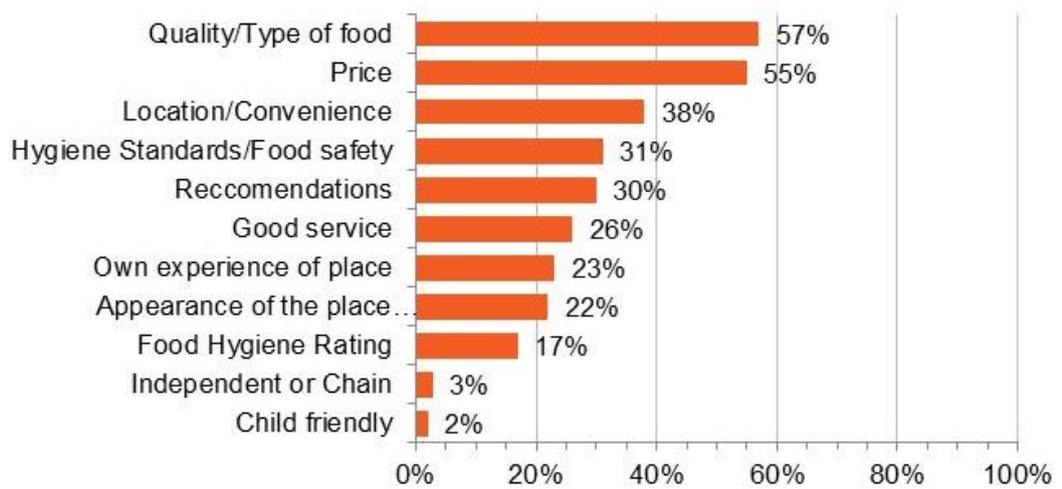
a) All respondents



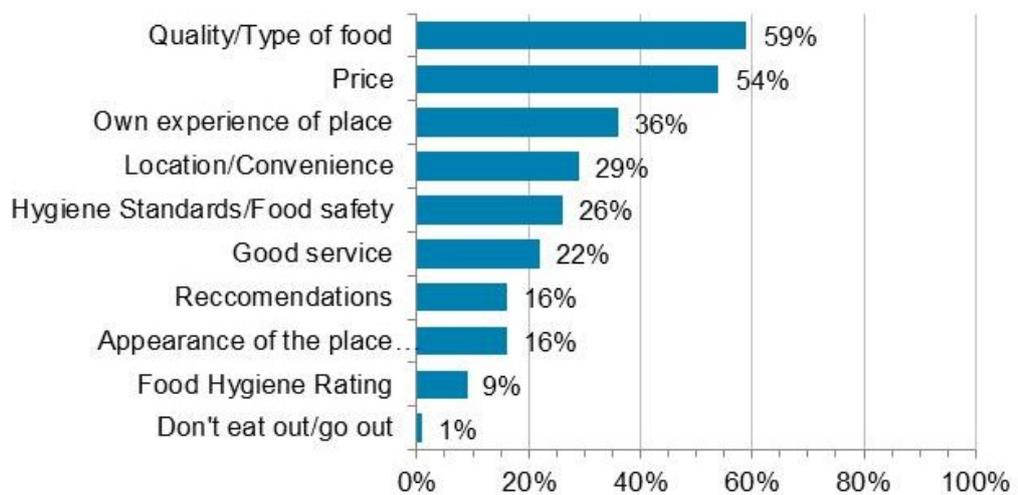
b) England



c) Wales



d) Northern Ireland



As in Wave 1 of the FHRS tracker, overall, Quality/Type of food (52%), Price (42%) and Location/Convenience (31%) are at the top of respondent's minds when considering where to eat out or purchase takeaway food.

In terms of food hygiene, only a small proportion of respondents spontaneously mention the Food Hygiene Rating (5%), though a greater proportion reported generally considering Hygiene standards/Food safety (17%).

A number of differences were found in responses between England, Wales and Northern Ireland: Respondents in Wales were significantly more likely to spontaneously mention the 'Food Hygiene Rating' (17%) compared with respondents in England (5%). Additionally, respondents in both Wales and Northern Ireland were significantly more likely to mention Hygiene standards/Food safety than respondents in England (31% and 26% compared with 16%).

In Wales, there was a significant increase in the proportion of respondents spontaneously making reference to hygiene related concerns when choosing where to eat out or purchase food. The proportion of respondents reporting 'Food hygiene rating' (17%) and Hygiene standards/Food safety (31%) had both increased significantly on the previous wave (up from 4% and 3% respectively).

Key socio-demographic differences noted:

Women were more likely to mention Hygiene standards/Food safety (20%) as a factor compared to Men (13%).

Respondents aged 16-24 were significantly less likely to mention Hygiene standards/Food safety (11%) than respondents aged 35-44 (21%), 55-64 (17%), 65-74 (21%) and 75+ (20%).

Minority Ethnic respondents were significantly more likely to mention Hygiene standards/Food safety (24%) than White respondents (16%)

2.2 Top three consumer considerations when eating out or purchasing takeaway food

Respondents were then asked to identify from a list of potential factors, their three most important considerations when deciding where to eat out or purchase takeaway food. In this way responses were prompted rather than spontaneous as in the initial question.

Figure 2 provides a breakdown of the most frequent considerations mentioned in respondent's top three factors. Overall, as in Wave1 of the FHRS tracker, Hygiene standards/Food safety (34%) featured more prominently in these promoted responses than in the spontaneous responses, though Quality/Type of food and Price (62% and 45% respectively) still featured in respondents top three considerations more frequently.

Figure 2: Top three consumer considerations when eating out or purchasing takeaway food



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

A key difference found between countries was that respondents in Wales were significantly more likely to include a Food Hygiene Rating in their top three factors (35%) than respondents in England (22%) or Northern Ireland (14%).

Key socio-demographic differences noted:

Women were significantly more likely than men to include Hygiene standards/Food safety as one of their top three considerations than men (39% compared with 29%).

Minority ethnic respondents were significantly more likely to include Food Hygiene Rating (36%) in their responses than were white respondents (20%).

2.3 Considerations when purchasing food from supermarkets and other shops

Respondents were asked to consider what they take into consideration when purchasing food from supermarkets and other shops. As [Figure 3](#) shows, Price (62%), Location/Convenience (54%) and Quality/Type of food (44%) were mentioned much more frequently than other considerations.

Figure 3: Considerations when purchasing food from supermarkets and other shops

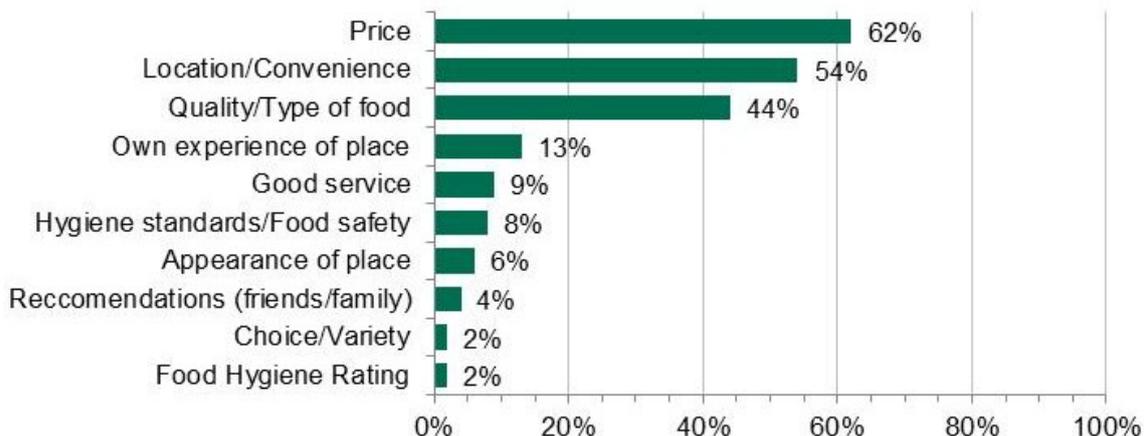
Base: All respondents

England - Weighted base (1,776), Unweighted base (1,771)

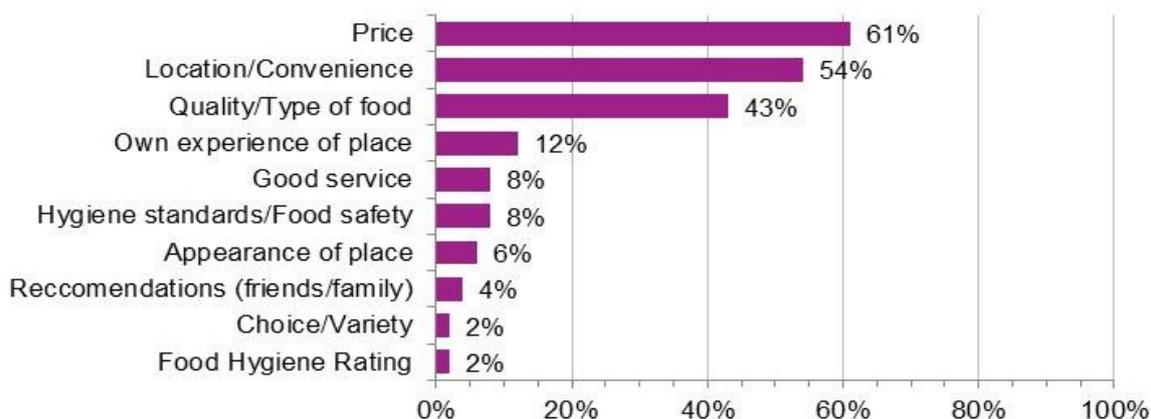
Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

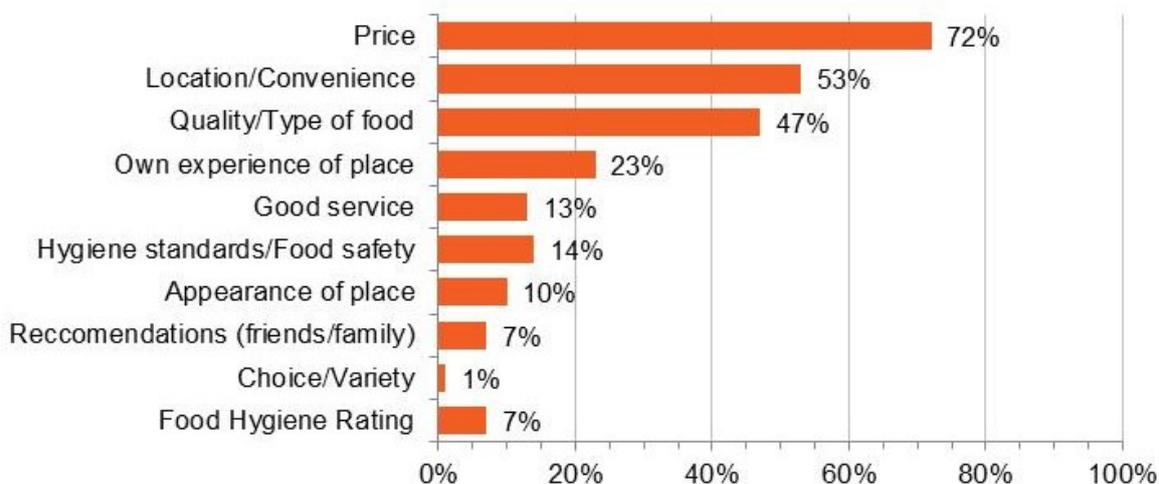
a) All respondents



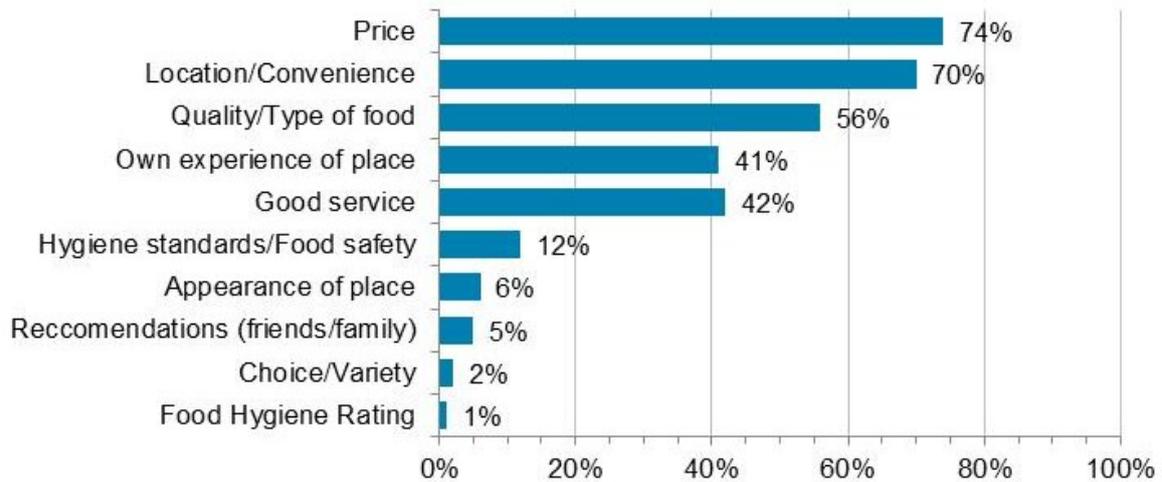
b) England



c) Wales



d) Northern Ireland



Respondents in Wales were significantly more likely to report taking the Food Hygiene Rating into consideration (7%), than respondents in England (2%) or Northern Ireland (1%). Respondents in Wales were also significantly more likely to refer to Hygiene standards/Food safety (14%) than those in England (8%).

Key socio-demographic differences noted:

Minority ethnic respondents were significantly more likely to refer to Hygiene standards/Food safety (14%) and Food Hygiene Rating (4%) than White respondents (8% and 2%).

3. Awareness and recognition

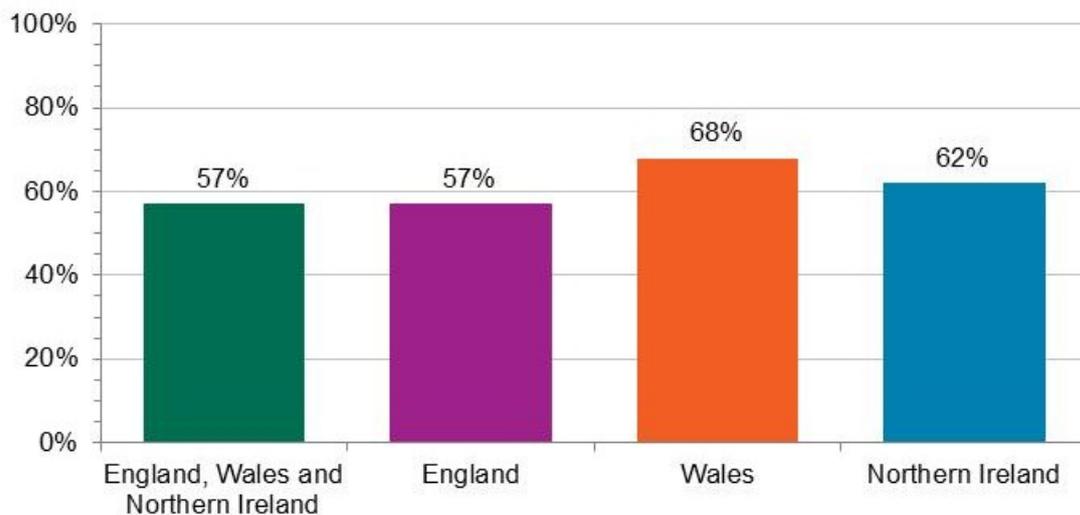
3.1 Awareness

The FSA wishes to ensure that consumers have access to food hygiene ratings so they can make informed decisions about where they eat out or purchase food. The following questions aim to monitor the extent to which consumers are aware of the FHRS and have access to ratings.

Respondents were initially asked whether they had seen or heard of any rating schemes that provide information on hygiene standards of places they eat out at or purchase food. This question did not make any explicit reference to the FHRS.

In total 57% of respondents reported having seen or heard of any such rating scheme (see [Figure 4](#)). Respondents in Wales were significantly more likely to have seen or heard of a rating scheme (68%) than respondents in England (57%). In Northern Ireland, the figure (62%) did not differ significantly compared with either country.

Figure 4: Awareness of schemes and initiatives that provide information on hygiene standards



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

Key socio-demographic differences noted:

White respondents were more likely to report awareness than minority ethnic respondents (59% compared with 42%).

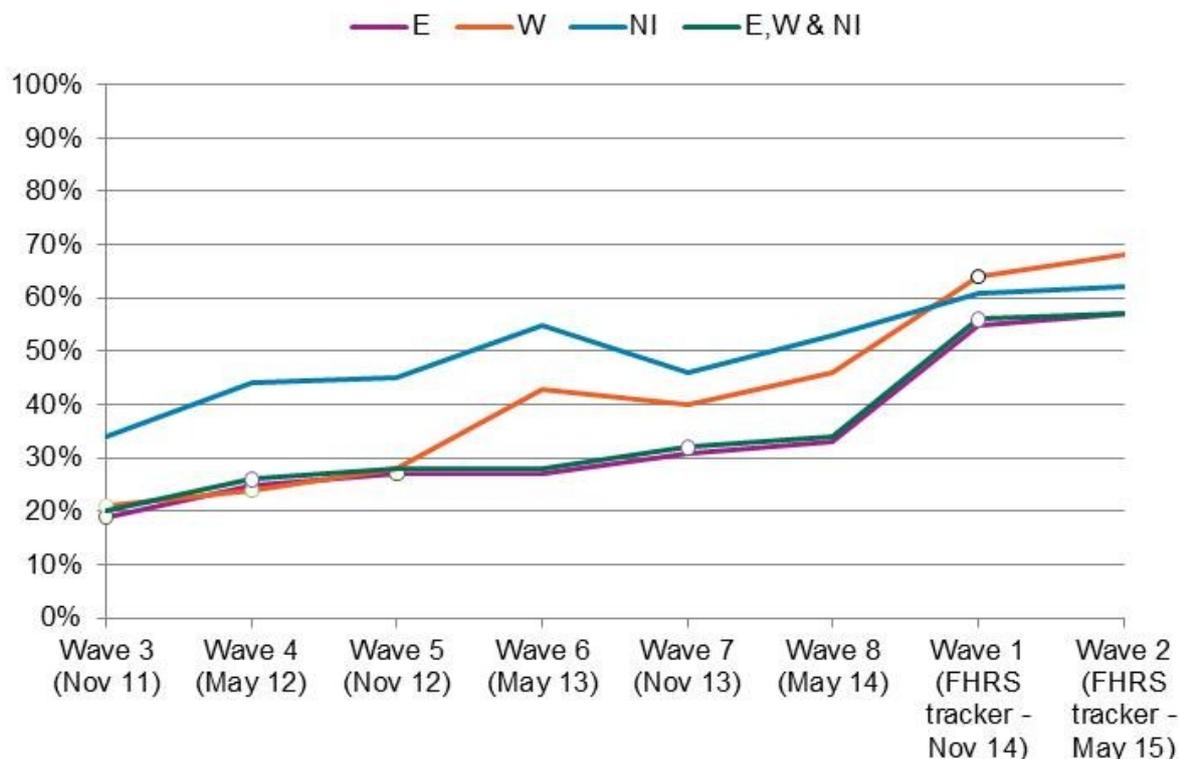
Social grade AB and C1 respondents were significantly more likely to report awareness than C2 and DE respondents (67% and 63% compared with 55% and 46%). The figure for DE respondents was also significantly lower than the figure found for C2 respondents.

Respondents aged 75+ were significantly less likely to report awareness than any other age group of respondents (24%).

This question was also asked previously as part of the wider FSA Consumer Attitudes Tracker allowing for a comparison of any changes over a longer time period as shown in [Figure 5](#)).

There have been no significant changes in awareness in any of the countries since the previous wave of this tracker which ran in November, 2014.

Figure 5: Changes in awareness of hygiene schemes and initiatives (England, Wales, Northern Ireland and all countries combined)



Note: circles on the graph indicate where there has been a significant increase on previous waves.

Base: All respondents

England - Weighted base (1,776), Unweighted base (1,771)

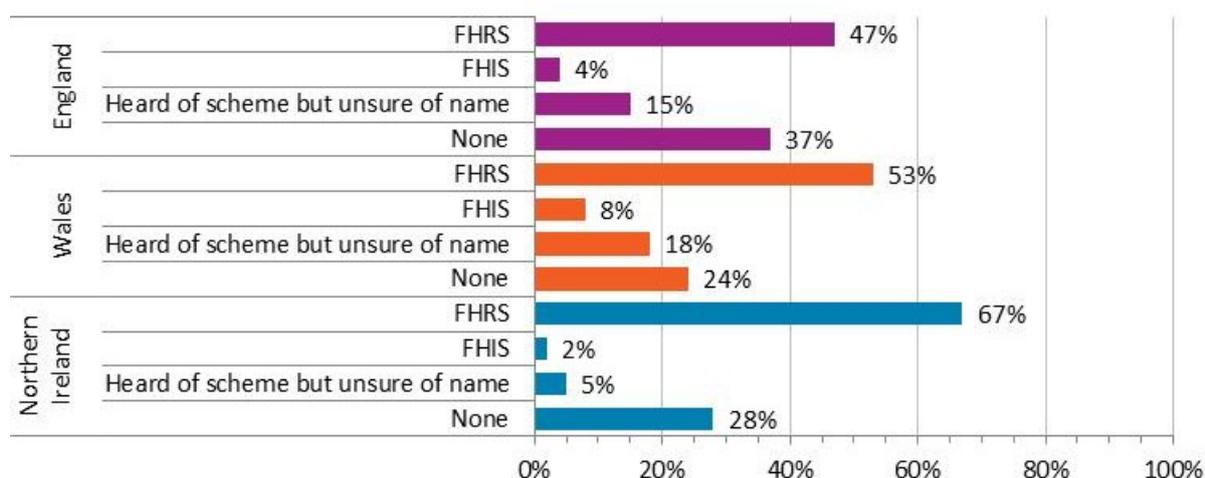
Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

Respondents were then shown the names of the hygiene rating schemes operating in the UK (the FHRS and the Food Hygiene Information Scheme – FHIS - operating in Scotland), and asked whether they had seen or heard of them.

The proportion of respondents who reported having seen or heard of the FHRS was greater in Northern Ireland (67%) than in England (47%) and Wales (53%). The overall figure was 47% – see [Figure 6](#).

Figure 6: Reported awareness of the Food Hygiene Rating Scheme (England, Wales and Northern Ireland)



Base: All respondents

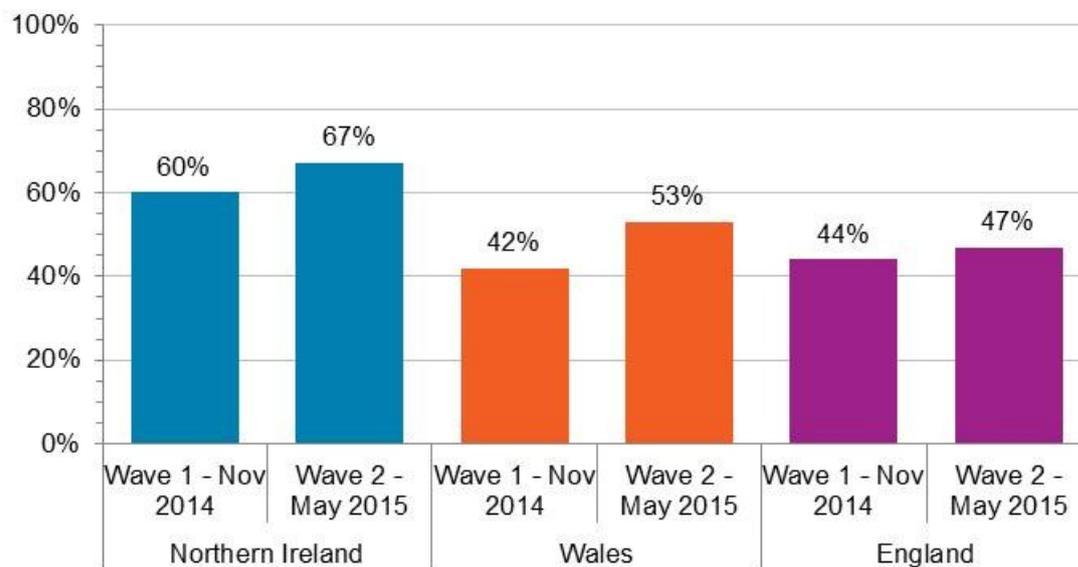
England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

In Wales, there had been a significant increase in awareness (11 percentage points) compared to the previous wave (up from 42%). There were no significant changes over time for either England or Northern Ireland (see Figure 7)

Figure 7: Changes in awareness of the Food Hygiene Rating Scheme (England, Wales and Northern Ireland)



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

Key socio-demographic differences noted:

White respondents were more likely to report having seen or heard of the FHRS than minority ethnic respondents (49% compared with 36%).

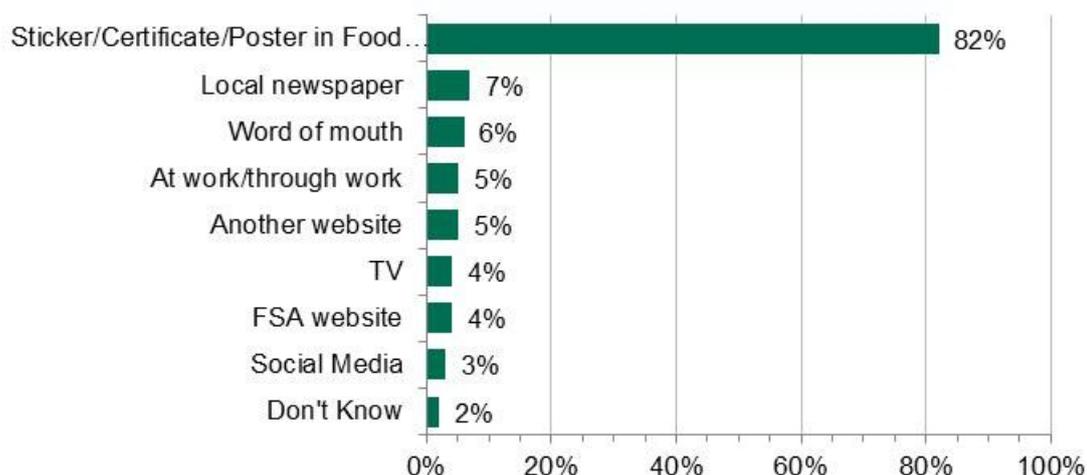
Respondents aged 75+ were significantly less likely to have heard of the FHRS than any other age group (16% compared with 52% for 16-24, 55% for 25-34, 57% for 35-44, 51% for 45-54, 43% for 55-64, and 42% for 65-74).

Social grade DE respondents were significantly less likely to have seen or heard of the FHRS (39%) than AB (51%), C1 (54%) or C2 (48%) respondents.

Respondents who reported being aware of the FHRS subsequently were asked to recall where they remember seeing or hearing about the scheme.

A sticker/certificate/poster in the food business was overwhelmingly the most commonly reported source of this information (82%). [Figure 8](#) provides a more extensive list of other reported sources of this information.

Figure 8: Locations where consumers report having seen or heard about the scheme (England, Wales and Northern Ireland)



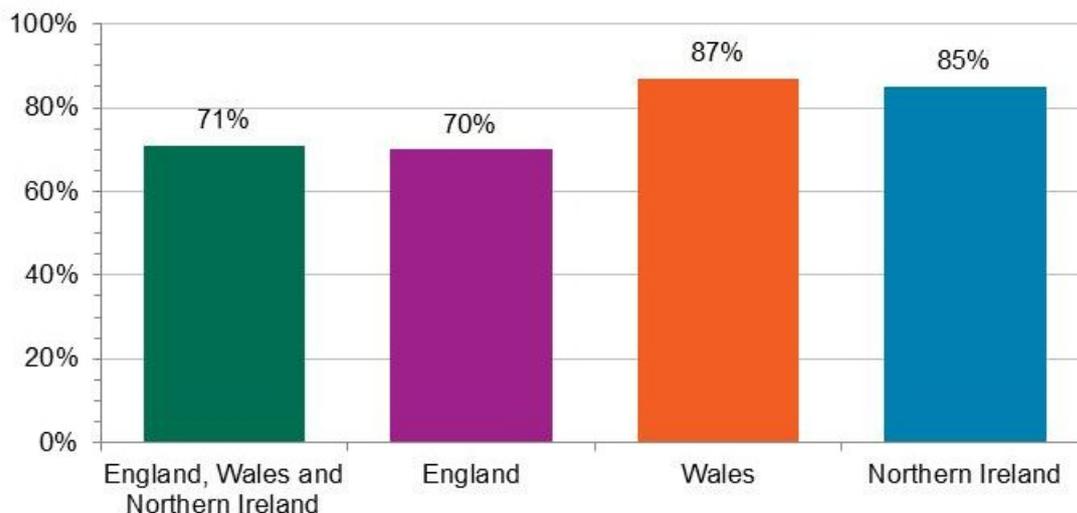
Base: All respondents
England - Weighted base (1348), Unweighted base (1289)
Wales - Weighted base (72), Unweighted base (169)
Northern Ireland - Weighted base (52), Unweighted base (92)

Interestingly, the figures for the individual countries show that 100% of respondents in Northern Ireland mentioned a sticker/certificate/poster. This was significantly higher than in either England (81%) or Wales (87%).

3.2 Recognition of FHRS branding

Respondents were next shown images of FHRS stickers. Overall, 71% of respondents reported having seen the sticker previously (see [Figure 9](#)). A significantly larger proportion of respondents recalled having seen the FHRS stickers in Northern Ireland (85%) and Wales (87%) than in England (70%).

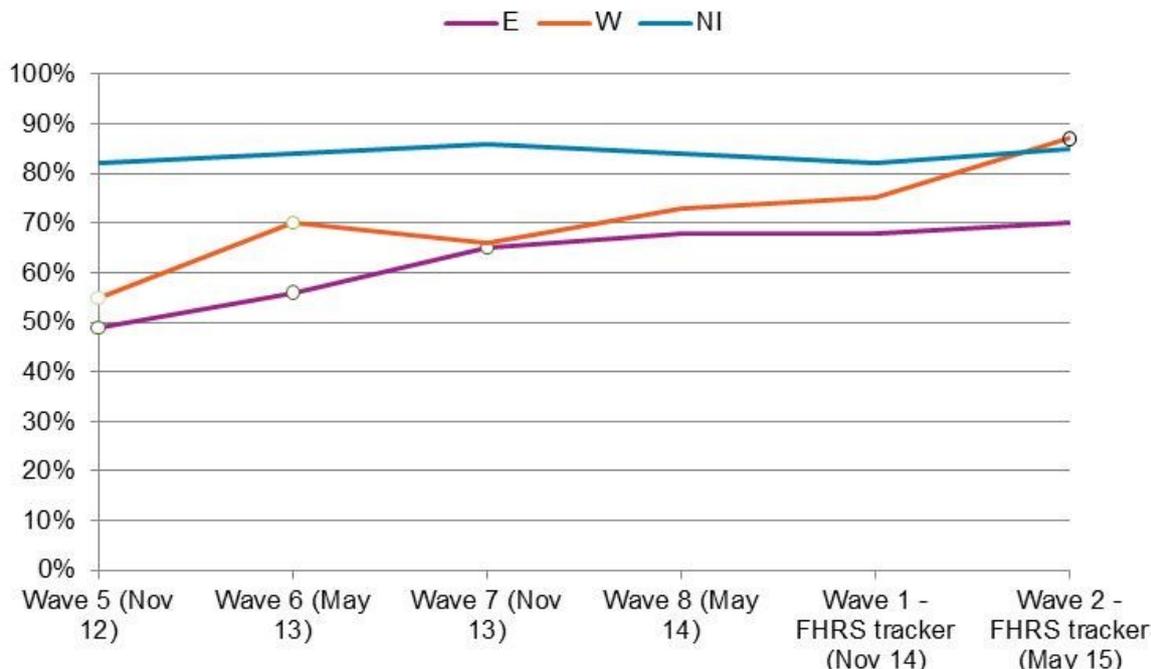
Figure 9: Reported recognition of FHRs stickers



Base: All respondents
 England - Weighted base (1776), Unweighted base (1771)
 Wales - Weighted base (80), Unweighted base (192)
 Northern Ireland - Weighted base (60), Unweighted base (110)

Changes in reported awareness of stickers over time are shown in [Figure 10](#). The figure found in Wales (87%) represents a significant increase of 12 percentage points from Wave 1 of the FHRs tracker (75%). There had been no significant changes in either England (68% up to 70%) or Northern Ireland (82% up to 85%).

Figure 10: Changes in reported recognition of FHRs stickers over time



Base: All respondents
 England - Weighted base (1,776), Unweighted base (1,771)
 Wales - Weighted base (80), Unweighted base (192)
 Northern Ireland - Weighted base (60), Unweighted base (110)

Examples of stickers for the statutory scheme that has been operating in Wales since November 2013 were also shown to respondents. The stickers are very similar to the stickers for the earlier voluntary scheme but also include the Welsh Government logo. In total, 85% of respondents reported having seen these before in Wales, a significant increase on the 72% figure found in Wave 1 of the FHRS tracker. Unsurprisingly, only 9% of respondents in England reported having seen the new Welsh scheme stickers. No respondents in Northern Ireland reported having seen one.

Key socio-demographic differences noted:

Respondents aged 75+ were significantly less likely to have seen the FHRS sticker (23%) compared with respondents aged 16-24 (86%), 25-34 (84%), 35-44 (81%) 45-54 (77%), 55-64 (67%) and 65-74 (51%).

Social grade DE respondents were significantly less likely to report having seen an FHRS sticker (59%) than social grade AB, C1 or C2 respondents (77%, 78% and 72% respectively).

White respondents were significantly more likely to have seen an FHRS sticker than minority ethnic respondents (73% compared with 58% respectively).

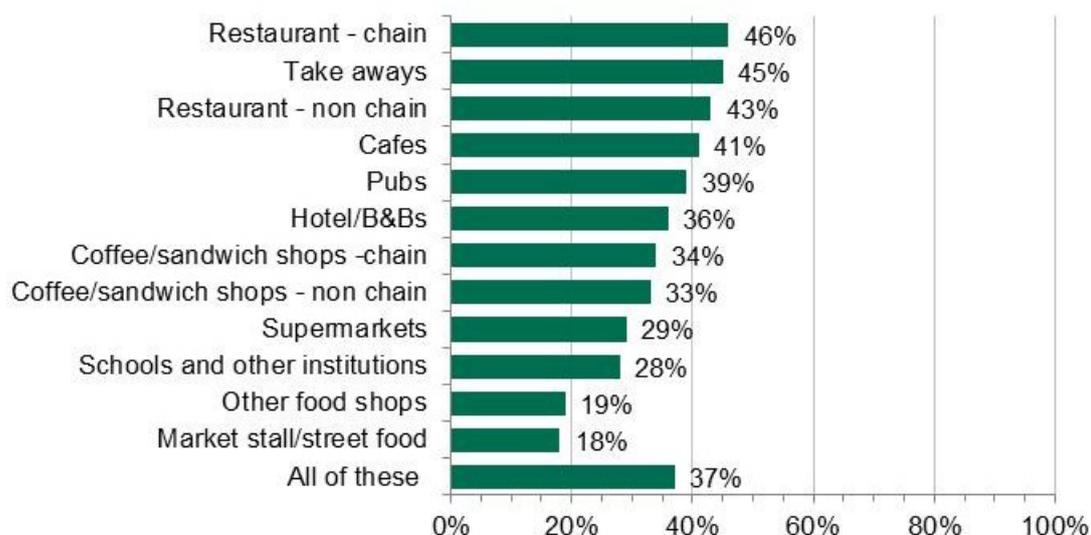
4. Consumer understanding of scheme

As awareness of the FHRs increases, the FSA wishes to assess and monitor how well consumers understand a number of key scheme elements. This includes what types of businesses are given a rating, who has overall responsibility for the scheme, and how the inspection process works. This information will provide the FSA with an indication as to how consumers actually understand and interpret the scheme, its associated ratings, and whether any additional work is required to promote the scheme or clarify any misinterpretations.

4.1 Types of businesses given a rating

Respondents who previously reported being aware of the FHRs were shown a list of food business types and asked which ones they believed were covered by the scheme. [Figure 11](#) provides a full breakdown of the business types that respondents mentioned.

Figure 11: Business types considered to be covered by the FHRs



Base: All respondents

England - Weighted base (1348), Unweighted base (1289)

Wales - Weighted base (72), Unweighted base (169)

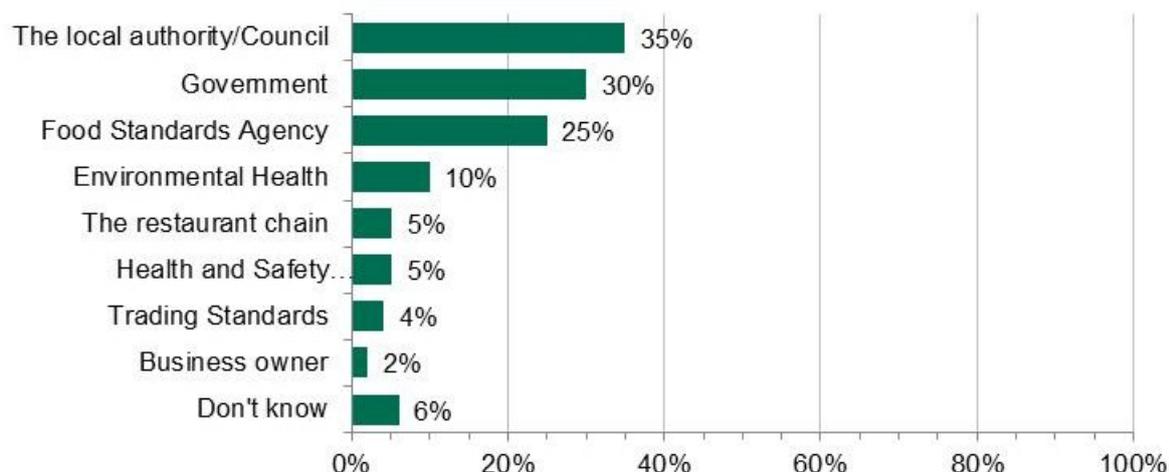
Northern Ireland - Weighted base (52), Unweighted base (92)

4.2 Scheme responsibility

Respondents who reported being aware of the FHRs were then asked who they thought held overall responsibility for the scheme.

[Figure 12](#) provides a summary of responses. The three most commonly reported answers were: the Local Authority/Council (35%); the Government (30%); and the Food Standards Agency (25%). These were also the three most commonly reported answers in Wave 1 of the FHRs tracker and had not changed significantly since.

Figure 12: Reported organisations responsible for the FHRS



Base: All respondents

England - Weighted base (1348), Unweighted base (1289)

Wales - Weighted base (72), Unweighted base (169)

Some differences were found in the country level data. Respondents in Wales were significantly more likely to make reference to the Food Standards Agency than respondents in England (38% compared with 24%). The proportion of Welsh respondents making reference to the Food Standards Agency had also risen significantly from the previous wave (up from 10%). Additionally, the proportion of respondents in Wales who mentioned Environmental Health (30%) was significantly larger than in either England (9%) or Northern Ireland (10%) and had risen significantly from the previous wave (up from 9%). The government was mentioned significantly more frequently in Northern Ireland (46%) than in either England or Wales (30% and 31% respectively).

4.3 Inspection process

All respondents were next asked to state what criteria they think are assessed during a food hygiene inspections of businesses.

Overall, respondents most frequently mentioned the Cleanliness of the food preparation and cooking area (80%). [Figure 13](#) provides a full breakdown of the criteria mentioned.

Figure 13: Criteria respondents think are assessed during food hygiene inspections



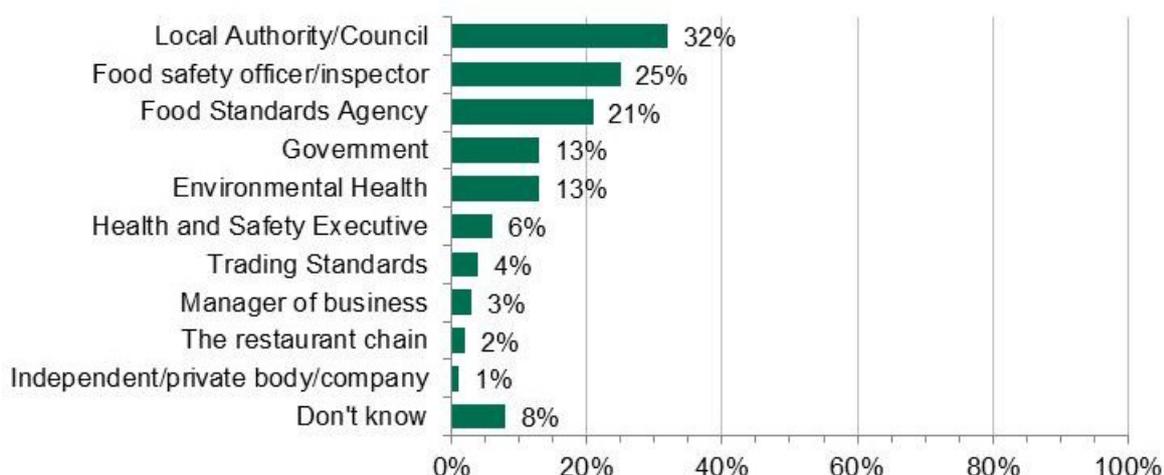
Base: All respondents
 England - Weighted base (1776), Unweighted base (1771)
 Wales - Weighted base (80), Unweighted base (192)
 Northern Ireland - Weighted base (60), Unweighted base (110)

4.4 Inspection responsibility

Subsequently, respondents were asked who they believed was responsible for carrying out the inspections.

The three most commonly reported answers were the Local Authority/Council (32%), followed by the Food safety officer/inspector (25%) and the Food Standards Agency (21%). [Figure 14](#) provides a full breakdown of responses.

Figure 14: Organisations considered responsible for the inspection process



Base: All respondents
 England - Weighted base (1776), Unweighted base (1771)
 Wales - Weighted base (80), Unweighted base (192)
 Northern Ireland - Weighted base (60), Unweighted base (110)

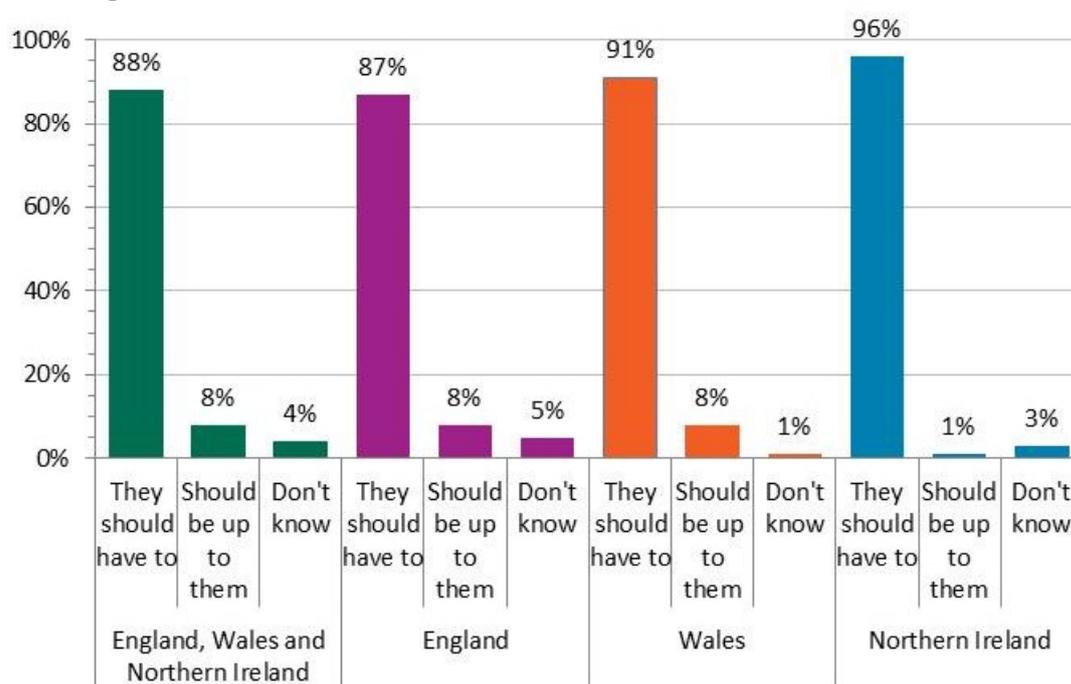
In terms of differences between countries, a significantly smaller proportion of respondents in England made reference to the Food Standards Agency than respondents in Wales or Northern Ireland (20% compared with 33% and 29% respectively). In Northern Ireland, respondents were less likely to mention the Local authority/Council (10%) than in either England (33%) or Wales (36%). They were however, significantly more likely to make reference to the food safety officer/inspector (51%) than respondents in Wales (37%) or England (23%).

4.5 Views on business display

All respondents were asked whether they believe that businesses should be legally required to display their ratings at their premises, or whether it should be up to them to decide.

The responses are shown in [Figure 15](#). Overall the vast majority of respondents believe that businesses should be legally required to display their ratings (88%), with only 8% reporting that it should be up to businesses to decide.

Figure 15: Respondent views on whether businesses should have to display their rating



Base: All respondents
 England - Weighted base (1,771), Unweighted base (1,776)
 Wales - Weighted base (80), Unweighted base (192)
 Northern Ireland - Weighted base (60), Unweighted base (110)

The proportion of respondents who thought that a business should have to display its rating was significantly higher in Northern Ireland than in England.

There was a small but significant increase in the proportion of respondents in England that thought a business should have to display its rating compared to Wave

1 if the FHRs tracker (up from 84% to 87%). No significant changes over time were found in either of the other two countries.

Key socio-demographic differences noted:

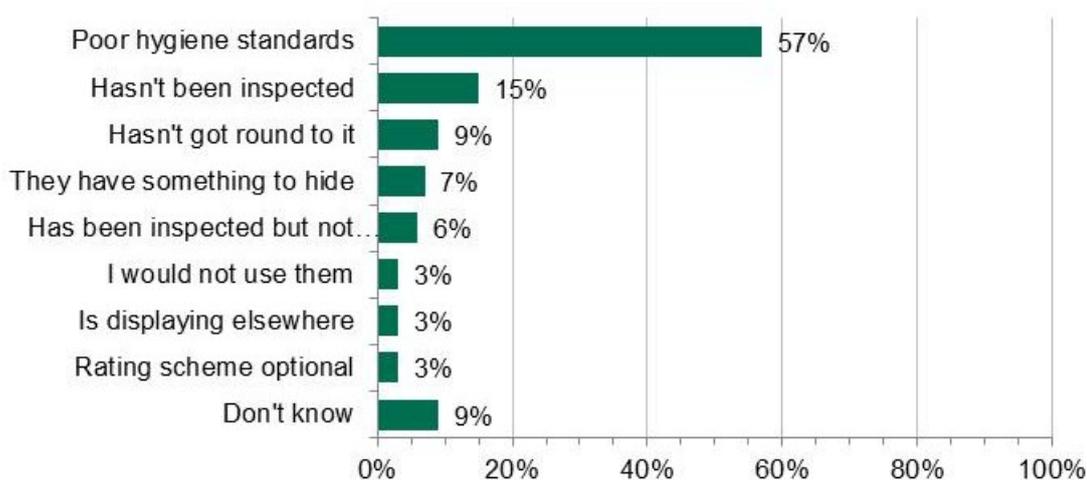
Male respondents were significantly more likely to report that a business should have to display their rating than female respondents (96% compared with 89%).

White respondents were significantly more likely to claim that food businesses should be required to display their rating than were Minority Ethnic respondents (89% compared with 78%).

Respondents were then asked what they would conclude about a food business that was not displaying its FHRs sticker. The responses are shown in [Figure 16](#).

By far the most common response across all three countries was to assume the business had Poor hygiene standards (57%). The most common responses are shown in [Figure 16](#).

Figure 16: Conclusions drawn from non-display of FHRs rating



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

In terms of differences between countries, respondents in Northern Ireland were significantly more likely to draw conclusions relating to Poor hygiene standards than respondents in England or Wales (77% compared with 57% and 60% respectively). In Wales, respondents were significantly more likely to report that they would conclude that the rating scheme was optional and the business was not required to take part (8% compared with 3% and 1% in England and Northern Ireland).

Key socio-demographic differences noted:

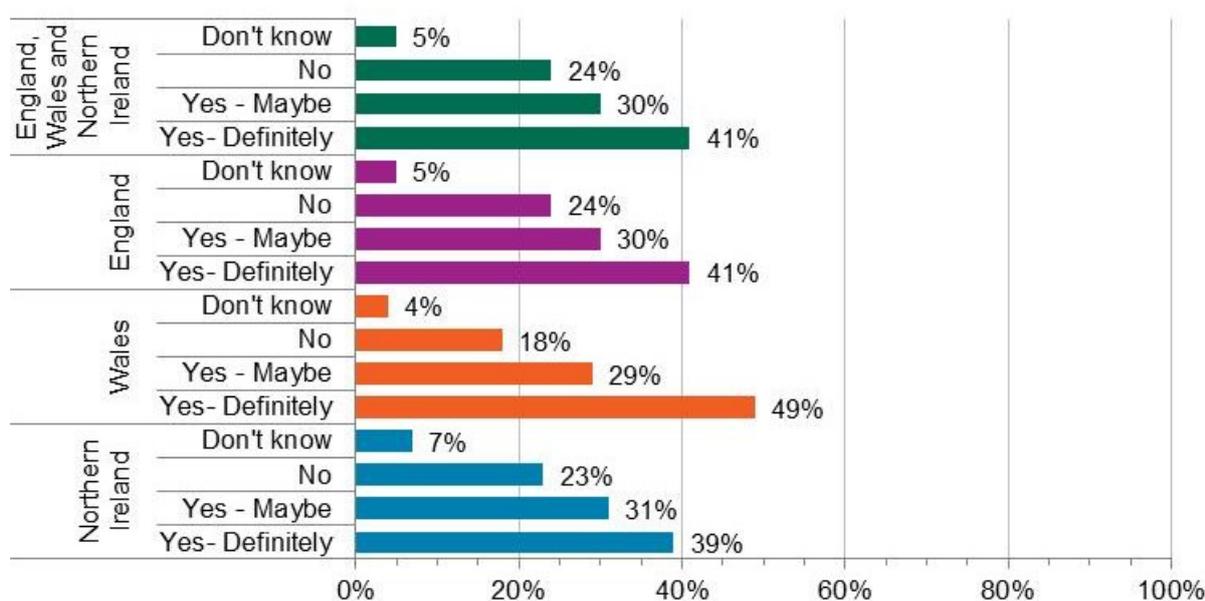
Respondents aged 75+ were less likely to make reference to Poor hygiene standards than any other age group (40% compared with between 50% and 64%)

5. Use of food hygiene ratings

5.1 Use of ratings in decision making

Respondents were asked to consider whether, hypothetically, they would ever decide whether or not to eat out or purchase food from somewhere based on the rating it had received as part of the FHRs. [Figure 17](#) summarises the responses.

Figure 17: Reported use of food hygiene ratings when deciding to eat out or purchase food



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

Since Wave 1 of the FHRs tracker, there were no significant changes either in England or Northern Ireland for any of the above responses. In Wales, the proportion of respondents choosing 'Yes – Definitely' has increased significantly (up from 36% to 49%).

Key socio-demographic differences noted:

Respondents aged 75+ were significantly more likely to report that they would not base their decision on the FHRs rating (38% compared with between 19% and 26% for respondents aged 16 to 74). In turn, they were significantly less likely to answer with 'Yes- definitely' than respondents aged 16 to 74 (27% compared with between 37% and 47%).

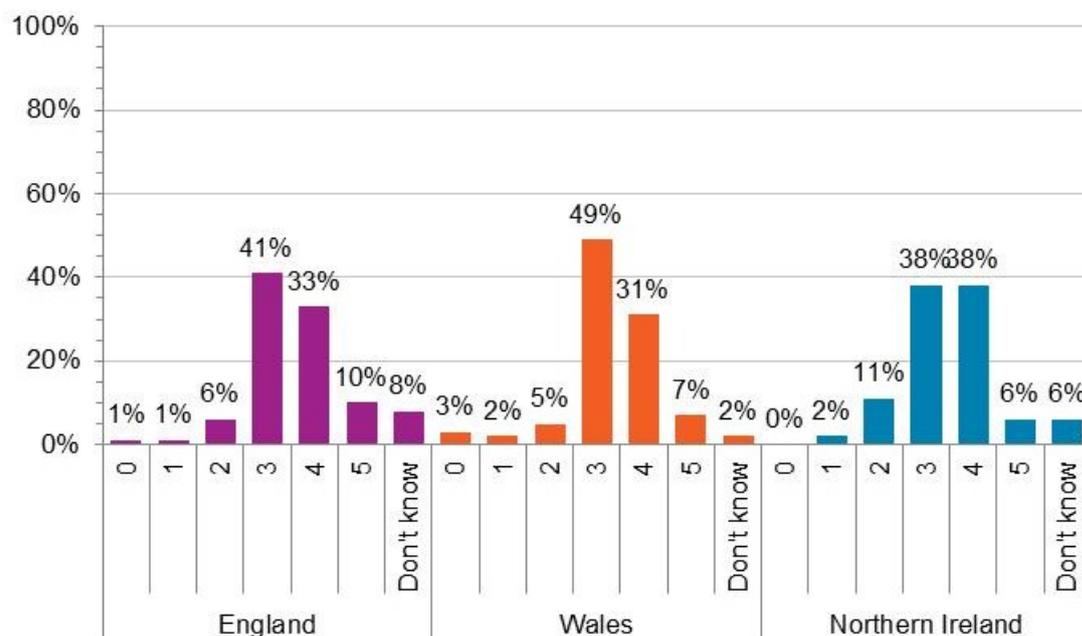
Social grade DE respondents were significantly more likely to answer 'no' to the above question (28%) than social grade AB (21%), C1 or C2 respondents (23% for both).

5.2 Minimum acceptable rating

Respondents were then asked what the lowest rating on the 0 to 5 scale, they would consider acceptable when eating or buying food.

Figure 18 shows the responses. A rating of 3 was most frequently mentioned as the lowest acceptable in both England and Wales (41% and 49%), whereas in Northern Ireland respondents were evenly split between a rating of 3 and 4 (38% for both).

Figure 18: Lowest rating respondents report acceptable when buying food



Base: All respondents

England - Weighted base (1,776), Unweighted base (1,771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

There was only one significant change compared to Wave 1. In Northern Ireland, the proportion of respondents choosing a 3 as their minimum acceptable rating had decreased significantly (38%, down from 54%).

Key socio-demographic differences noted:

Respondents aged 16-24 were significantly more likely to consider a 2 as their minimum acceptable rating (14%) than respondents aged 25-34 (6%) 35-44 (5%), 45-54 (7%), 55-64 (5%), 65-74 (4%) or 75+ (2%). In turn, respondents aged 16-24 were less likely to select a rating of 4 as their minimum acceptable rating (25%) compared with respondents aged 35-44 (37%), 45-54 (35%), 55-64 (37%), and 65-74 (34%).

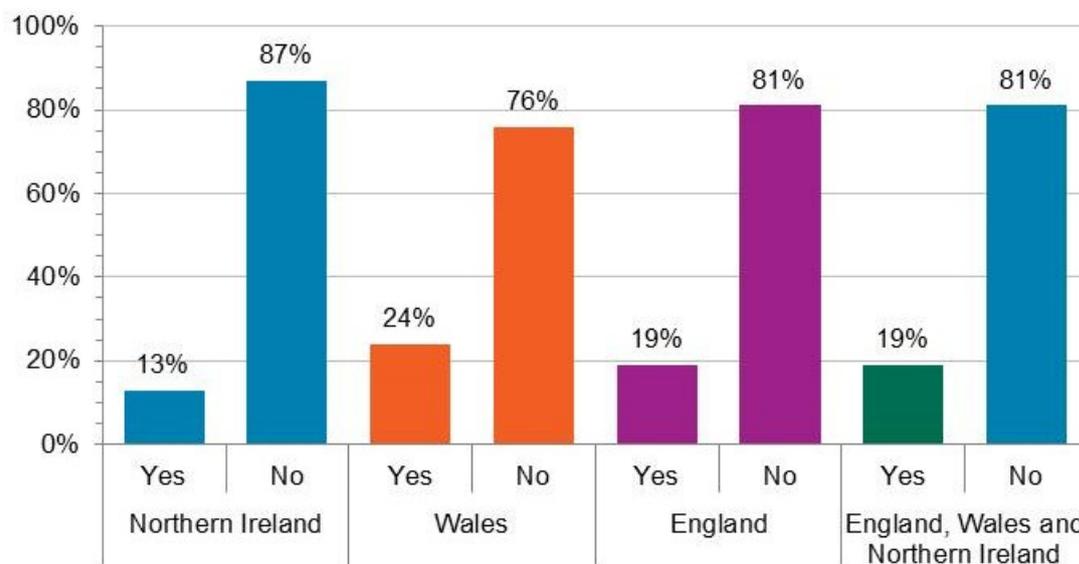
Female respondents were significantly more likely to select a rating of 4 as their minimum acceptable rating than were male respondents (37% compared with 29%).

White respondents were significantly more likely to select a rating of 4 as their minimum acceptable rating than were Minority Ethnic respondents (34% compared with 26%).

When respondents were asked whether they would ever decide to buy food from a business with a lower rating than the one they identified in the previous question, the majority of respondents stated they would not. [Figure 19](#) provides a full breakdown of responses.

Respondents in Wales were more likely to report that they would do so compared to respondents in Northern Ireland (24% compared with 13%). Additionally, respondents who selected a rating of 5 as their minimum were significantly more likely to say that they would consider buying food from somewhere with a lower rating (31%) compared to those who selected a 2, 3 or 4 (all 17%).

Figure 19: Proportion of respondents who report that they would consider buying food from a lower rated business



Base: All respondents
 England - Weighted base (1,615), Unweighted base (1,596)
 Wales - Weighted base (76), Unweighted base (181)
 Northern Ireland - Weighted base (57), Unweighted base (103)

Key socio-demographic differences noted:

Male respondents were significantly more likely to report that they may decide to buy food from a business with a lower than acceptable rating than were female respondents (21% compared with 16%).

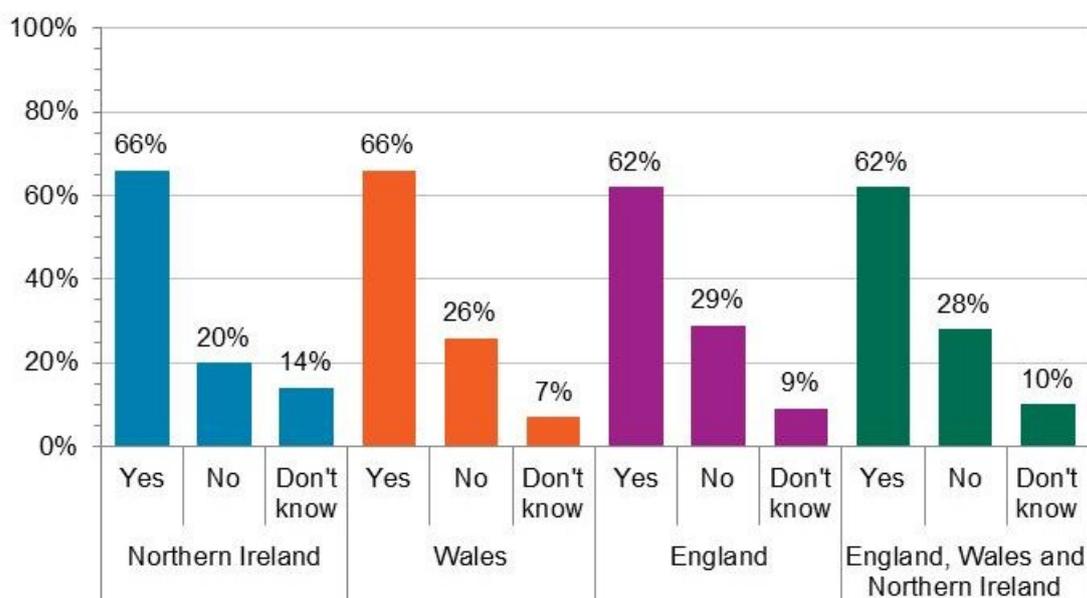
Respondents who reported that they would consider buying food at a lower rated business were asked under what circumstances they would consider doing so.

The two most frequent responses were: 'When it was a place I already knew' (30%); and, 'When there wasn't much choice of places to go' (30%). Other common

responses included: 'When I needed to pick something up quickly' (18%); 'When I knew the food was good' (17%); 'When I was out late at night' (14%); and, 'When it was a place that was recommended to me' (12%).

Respondents were next asked whether there would be any particular occasions when they would only go to a food business with a higher rating than their minimum acceptable rating. This question was only asked of those who listed a 0 to 4 as their minimum acceptable rating. The findings are summarised in [Figure 20](#).

Figure 20: Proportion of respondents who report circumstances where they would only go to a higher rated food business



Base: All respondents
 England - Weighted base (1460), Unweighted base (1427)
 Wales - Weighted base (73), Unweighted base (172)
 Northern Ireland - Weighted base (54), Unweighted base (96)

Overall, 66% of respondents said that there were such occasions, with 20% saying there were not and the remaining 14% responding that they were not sure.

Key socio-demographic differences noted:

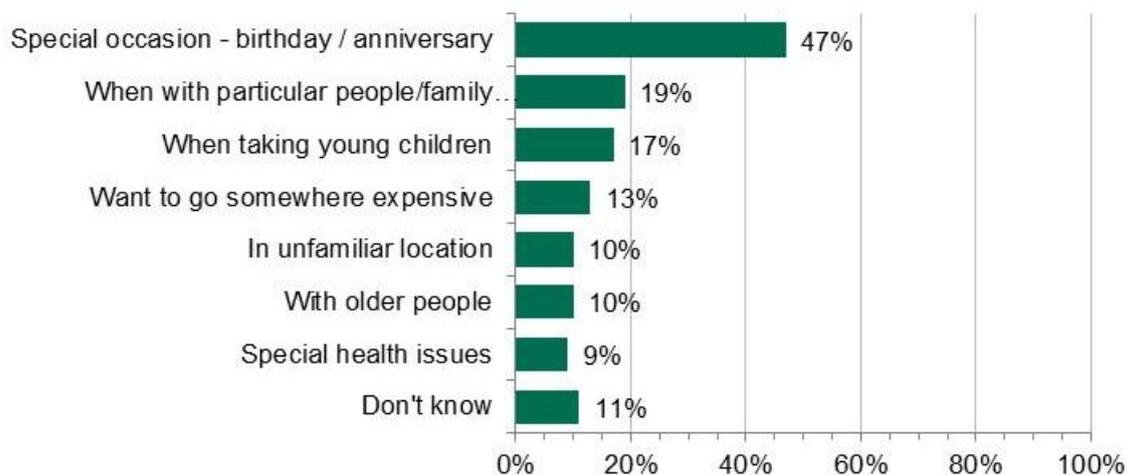
Minority Ethnic respondents were significantly more likely to report such occasions than were White respondents (72% compared with 61%).

Social grade C2 respondents were significantly more likely to report such occasions than social grade DE respondents (68% compare with 59%).

Respondents were then asked to report on what the circumstances would be when they would only go to a food business with a higher rating than their minimum.

[Figure 21](#) provides the most common responses.

Figure 21: Circumstances in which respondents would only go to a higher rated business



Base: All respondents

England - Weighted base (903), Unweighted base (871)

Wales - Weighted base (48), Unweighted base (112)

Northern Ireland - Weighted base (35), Unweighted base (60)

As in Wave 1 of the FHRS tracker, a special occasion was the most frequently reported occasion in all three countries (47%).

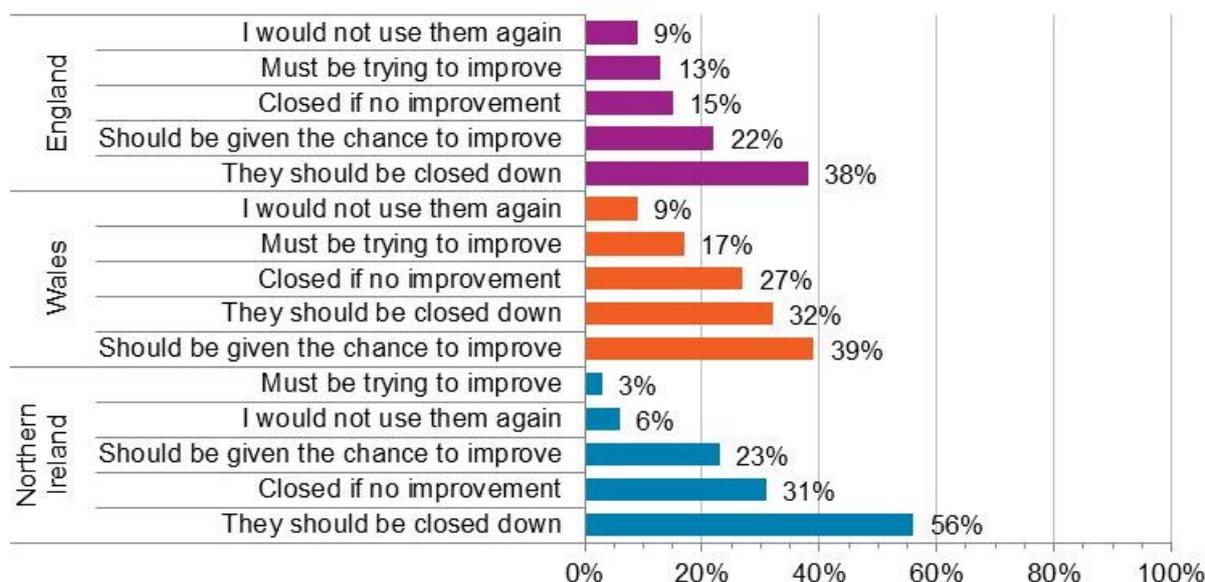
6. Consumer attitudes towards the scheme

6.1 Views on low rated businesses

Respondents were asked what they think about food businesses that receive a rating of either 0 or 1.

The five most frequent responses for each country are shown in [Figure 22](#).

Figure 22: Respondent views on food businesses rated 0 or 1



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

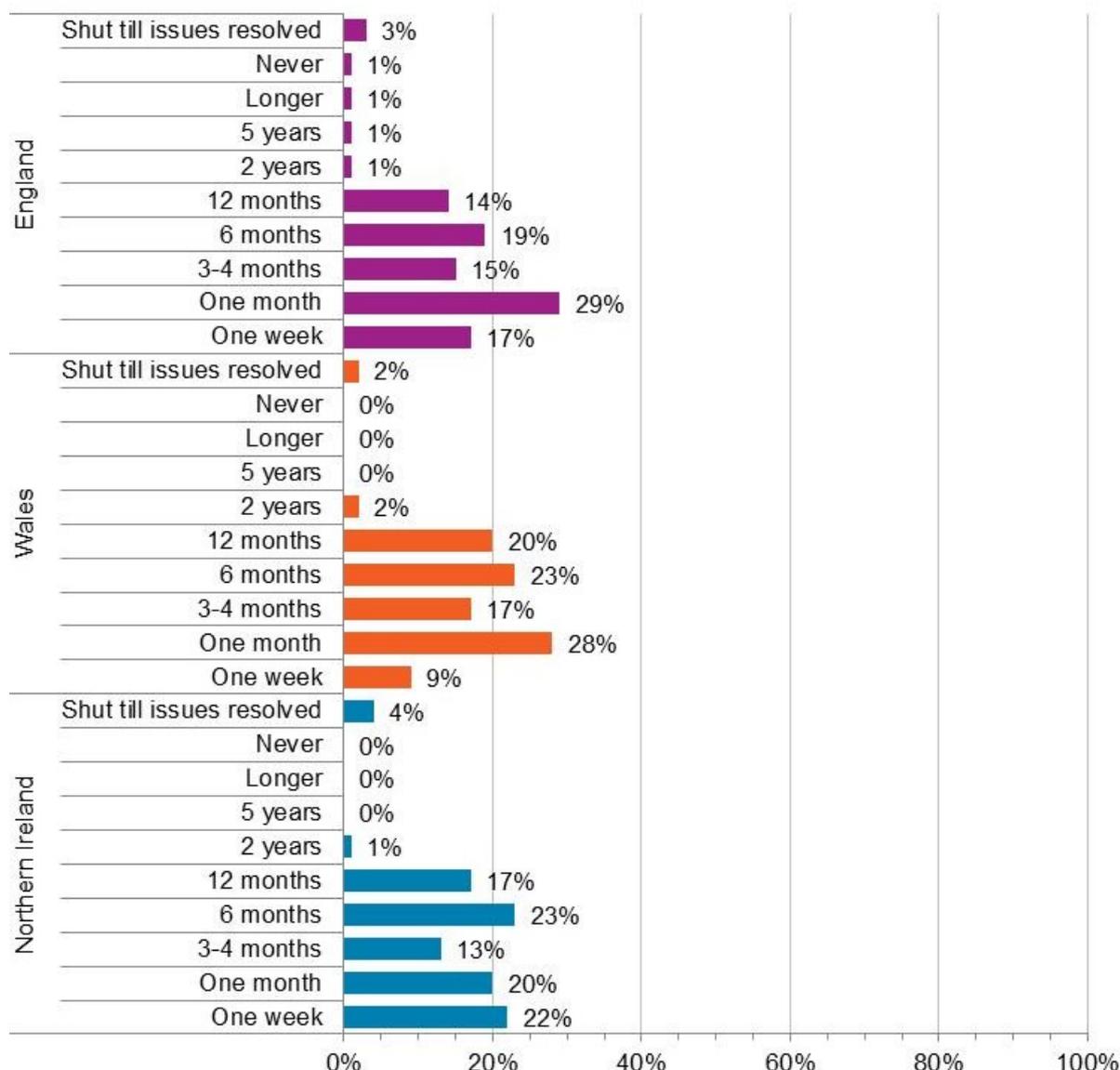
Respondents in Northern Ireland were significantly more likely to say that a food business should be closed down (56%) compared with respondents in England and Wales (38% and 32%). This figure in Northern Ireland had however decreased significantly from the previous wave (down from 72%). In contrast, 'Closed if no improvement' was reported more frequently this wave (up from 11%). In Wales, respondents were significantly more likely to state that a low rated food business should be given the chance to improve (39% compared with 22% and 23% in England and Northern Ireland respectively).

6.2 Views on inspection frequency

All respondents were then asked how much time there should be between inspections.

[Figure 23](#) provides a breakdown of responses given.

Figure 23: Respondent views on inspection frequency



Base: All respondents

England - Weighted base (1776), Unweighted base (1771)

Wales - Weighted base (80), Unweighted base (192)

Northern Ireland - Weighted base (60), Unweighted base (110)

Respondents across all three countries reported that there should be relatively short time periods between inspections. The majority thought that this should be between one week and 12 months.

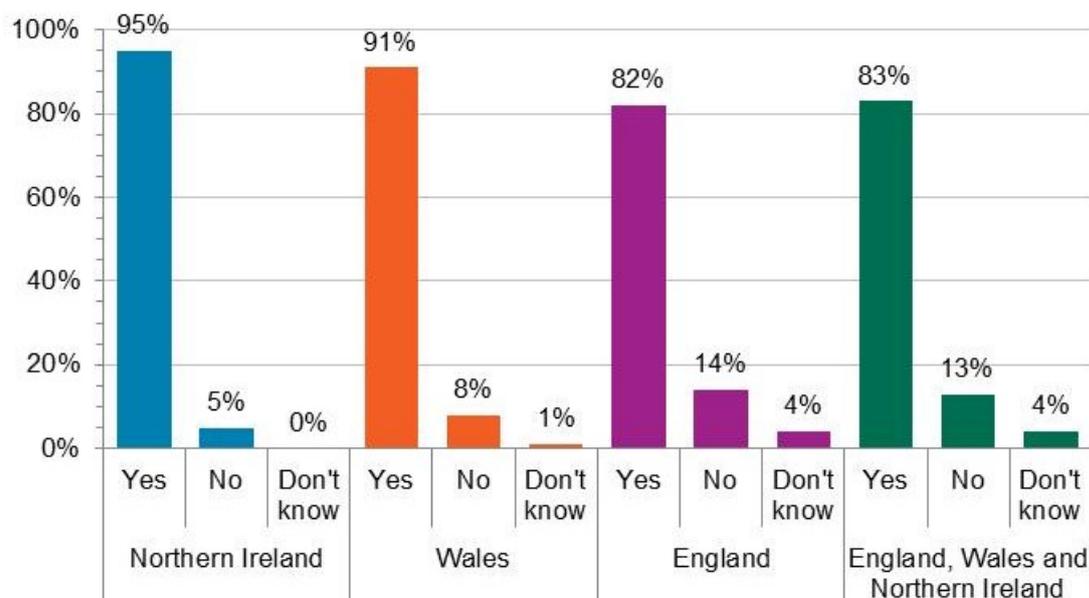
The only difference found between countries was that respondents in Wales were significantly less likely to answer 'One week' (9%) than respondents in England (17%) or Northern Ireland (22%).

6.3 Awareness of business display

Next, respondents were asked whether they had ever seen a food business displaying its hygiene rating sticker in the last 12 months. The majority of respondents across all three countries reported that they had (83%).

Figure 24 provides a breakdown of responses.

Figure 24: Proportion of respondents who report having seen a food business displaying a rating in the last 12 months



Base: All respondents

England - Weighted base (1348), Unweighted base (1289)

Wales - Weighted base (72), Unweighted base (169)

Northern Ireland - Weighted base (52), Unweighted base (92)

As in the previous wave, respondents in England were significantly less likely to report having seen a food business displaying its rating than respondents in either Wales or Northern Ireland (82% compared with 91% and 95% respectively). The figure in England (82%) did represent a significant increase on the figure found in the previous wave (77%), and was the only significant change over time that was found.

Key socio-demographic differences noted:

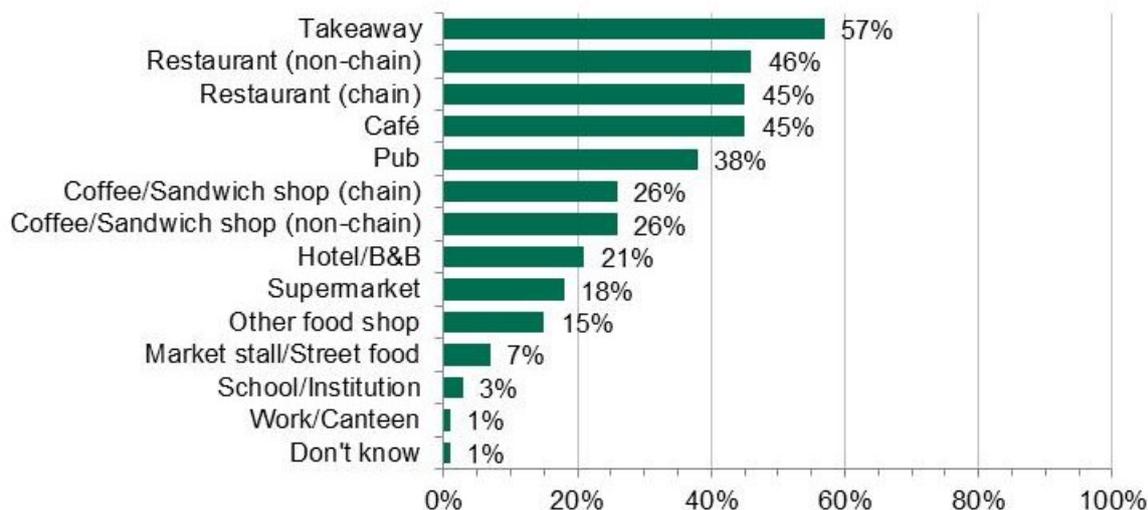
Respondents aged 75+ were significantly less likely to report having seen a food business displaying their sticker in the last 12 months (50%) than respondents aged 16-24 (91%), 25-34 (88%), 35-44 (85%) and 45-54 (81%), and 65-75 (72%).

Social grade DE respondents were significantly less likely to have seen a food business displaying a hygiene rating sticker or certificate than social grade respondents AB, C1 and C2 (77% compared with 86%, 85% and 83% respectively).

Ethnic minority respondents were significantly less likely to report having seen a food business displaying their hygiene rating sticker than were white respondents (73% compared with 84%).

Respondents who reported having seen a rating on display were then asked what type of food businesses they had seen displaying a rating. The responses are summarised in [Figure 25](#).

Figure 25: Types of businesses respondents report having seen a rating on display



Base: All respondents

England - Weighted base (1107), Unweighted base (1030)

Wales - Weighted base (65), Unweighted base (152)

Northern Ireland - Weighted base (49), Unweighted base (87)

Respondents most frequently reported having seen a rating at a takeaway (57%), which was also the most commonly reported location in Wave 1 of the FHRs tracker (56%).

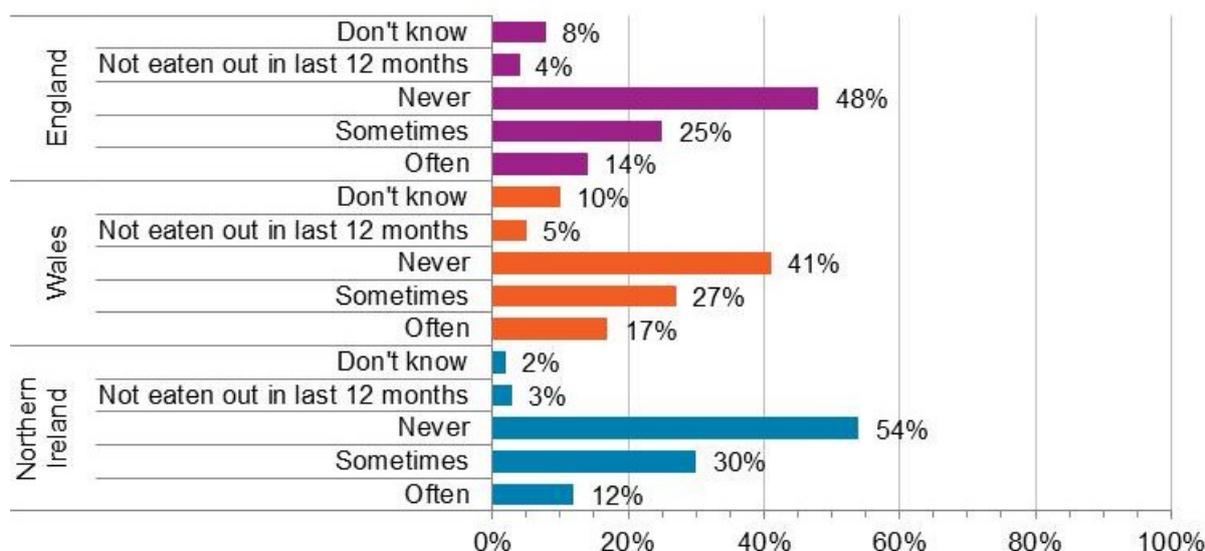
Respondents in Northern Ireland were significantly more likely to report having seen a takeaway displaying (76%), than respondents in England or Wales (56% and 65%). In contrast, respondents in Northern Ireland were significantly less likely to report having seen a non-chain restaurant displaying a sticker (32%) compared with respondents in England and Wales (46% and 51%).

6.4 Frequency of checking FHRs ratings

Respondents who had previously reported being aware of any hygiene rating scheme were asked how often they had checked a food business' hygiene rating before deciding to eat out or purchase takeaway food in the last 12 months.

[Figure 26](#) shows the responses provided.

Figure 26: Frequency of checking FHRs ratings before deciding to eat out or purchase food



Base: All respondents

England - Weighted base (1348), Unweighted base (1289)

Wales - Weighted base (72), Unweighted base (169)

Northern Ireland - Weighted base (52), Unweighted base (92)

The overall pattern of responses was similar to Wave 1 of the FHRs tracker.

Only one significant difference was found between countries. Respondents in Wales were significantly more likely to answer 'Don't know' to the above question than respondents in Northern Ireland (10% compared with 2%).

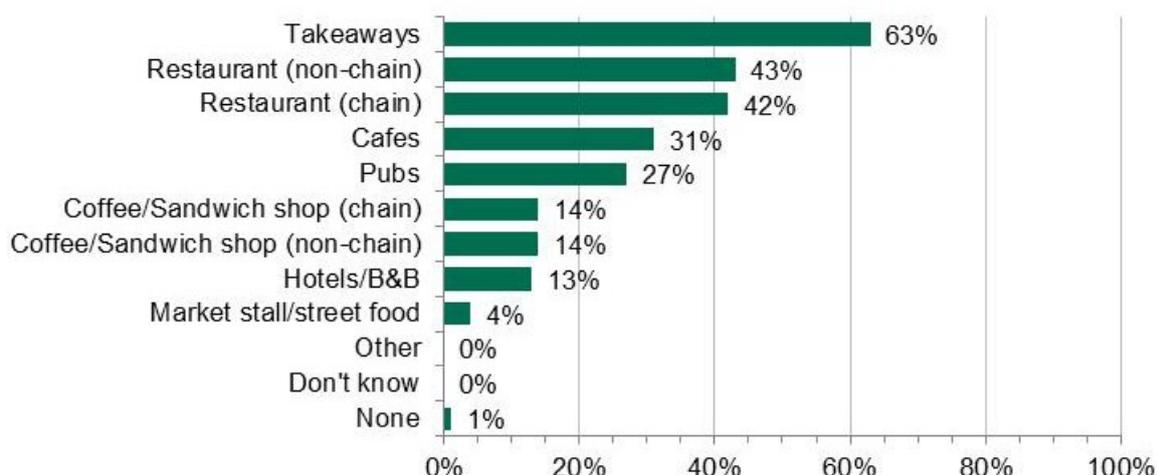
The proportion of respondents in Northern Ireland who reported 'Sometimes' checking the rating increased significantly Wave 1 (from 11% up to 30%). Conversely, the proportion of respondents who report 'Never' checking fell significantly from 74% in Wave 1 to 54%. No other significant changes over time had been found.

Key socio-demographic differences noted:

Minority Ethnic respondents were significantly more likely to report 'Sometimes' checking (35%) than White respondents (25%), and significantly less likely to report 'Never' checking, (33%) than White respondents (50%).

As [Figure 27](#) shows, respondents who reported checking these ratings most frequently reported doing so for Takeaways (63%), Non-chain restaurants (43%), Chain restaurants (42%), Cafes (31%) and Pubs (32%). Coffee/sandwich shops chain and Non-chain (14%) Hotels/B&Bs (13%), and Market stall/Street food (4%) were mentioned less frequently.

Figure 27: Business types for which respondents report checking the FHRs rating before deciding to eat out

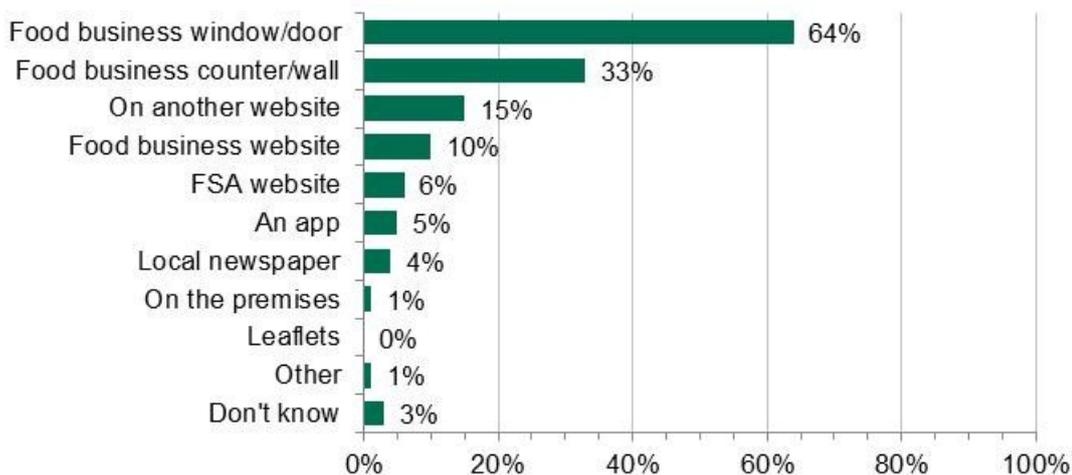


Base: All respondents
 England - Weighted base (533), Unweighted base (510)
 Wales - Weighted base (32), Unweighted base (71)
 Northern Ireland - Weighted base (21), Unweighted base (34)

Those respondents who reported either sometimes or often checking a food businesses rating before eating out or purchasing food were subsequently asked where they located this information.

Figure 28 provides a breakdown of responses. Overall, the food business window/door was the most commonly reported location (64%).

Figure 28: Location where respondent reported obtaining rating



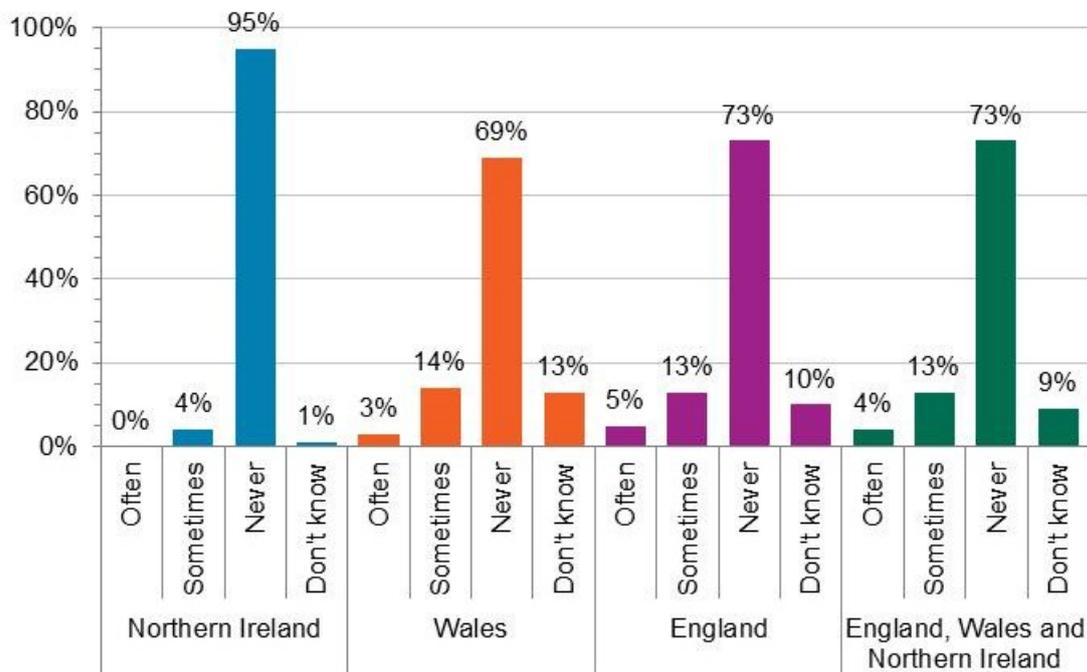
Base: All respondents
 England - Weighted base (533), Unweighted base (510)
 Wales - Weighted base (32), Unweighted base (71)
 Northern Ireland - Weighted base (21), Unweighted base (34)

6.5 Retrospective use of FHRs rating

Respondents were then asked how often they checked the FHRs rating of a food business *after* eating or purchasing takeaway food from it.

Across the three countries the majority of respondents (73%) reported never having checked a food businesses hygiene rating after eating out or purchasing takeaway food from it (see [Figure 29](#)).

Figure 29: Frequency of retrospective use of the FHRS



Base: All respondents
 England - Weighted base (1,348), Unweighted base (1,289)
 Wales - Weighted base (72), Unweighted base (169)
 Northern Ireland - Weighted base (52), Unweighted base (92)

Respondents in Northern Ireland were significantly more likely to report 'Never' checking the rating retrospectively compared to respondents in either England or Wales (95% compared with 73% and 69% respectively). In turn, respondents in Northern Ireland were significantly less likely to report 'Sometimes' checking than English and Welsh respondents (4% compared with 13% and 14% respectively), or 'Don't know' (1% compared with 10% and 13% respectively).

In England, the proportion of respondents reporting 'Never' checking the rating had increased significantly on the previous wave (73% up from 67%).

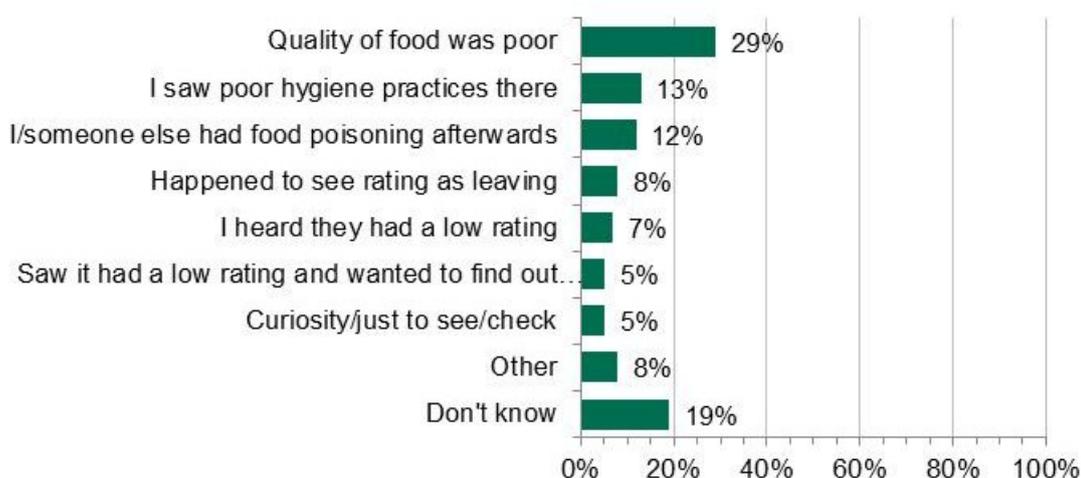
Key socio-demographic differences noted:

White respondents were significantly more likely to report 'Never' checking than Minority ethnic respondents (76% compared with 55%).

Respondents were subsequently asked why they decided to check the rating after eating out or purchasing takeaway food. The most common reason reported related to the quality of the food.

[Figure 30](#) provides a breakdown of responses.

Figure 30: Reasons for which respondents report checking the FHRs rating retrospectively

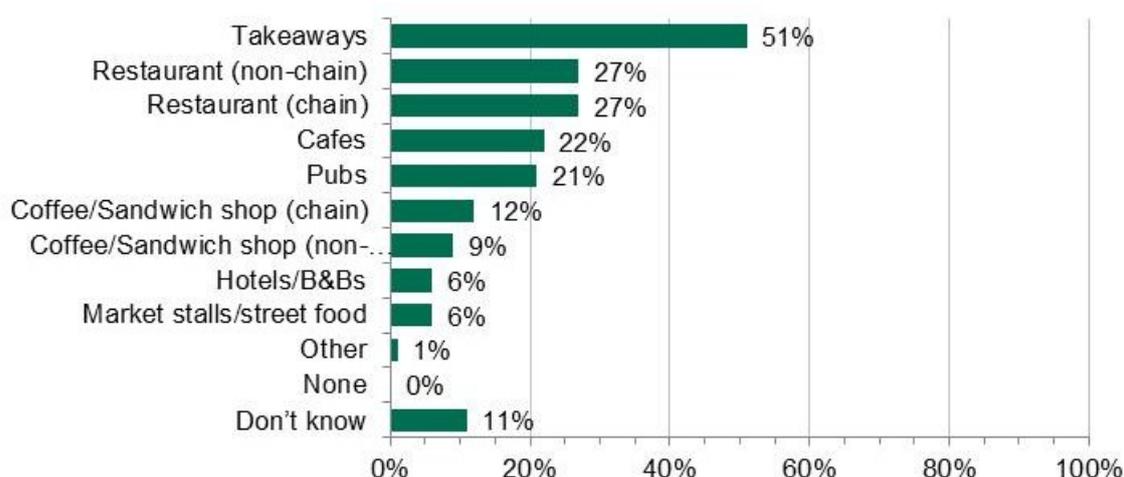


Base: All respondents
 England - Weighted base (240), Unweighted base (236)
 Wales - Weighted base (13), Unweighted base (29)
 Northern Ireland - Weighted base (2), Unweighted base (4)

Respondents who reported checking the rating of a food business retrospectively were next asked what business types they did this for.

As with prospective checking, takeaways were the most commonly reported business type (51%).

Figure 31: Business types for which respondents report checking the FHRs rating retrospectively

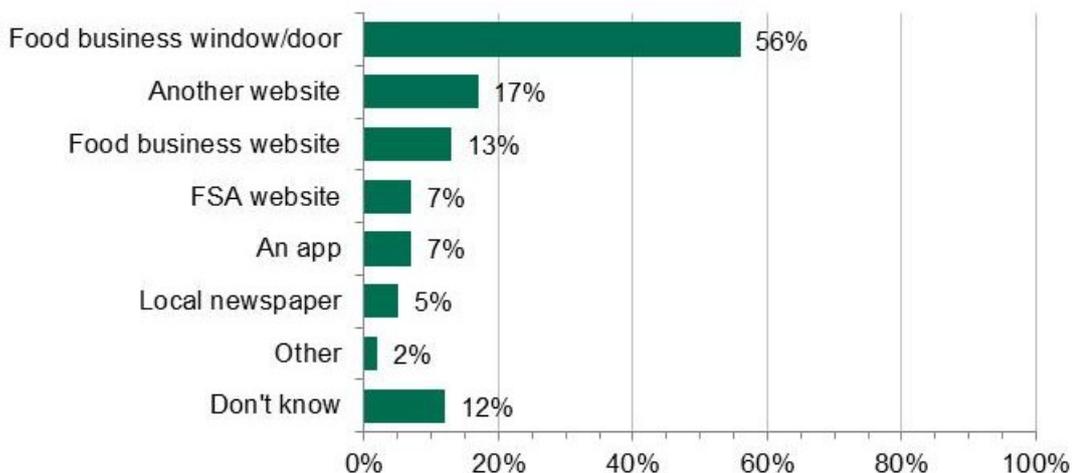


Base: All respondents
 England - Weighted base (240), Unweighted base (236)
 Wales - Weighted base (13), Unweighted base (29)
 Northern Ireland - Weighted base (2), Unweighted base (4)

These respondents were next asked to identify where they obtained this information.

The food business window/door was the most common location, with an overall majority of 56% of respondents referring to it (see Figure 32).

Figure 32: Location of rating when used retrospectively by respondents



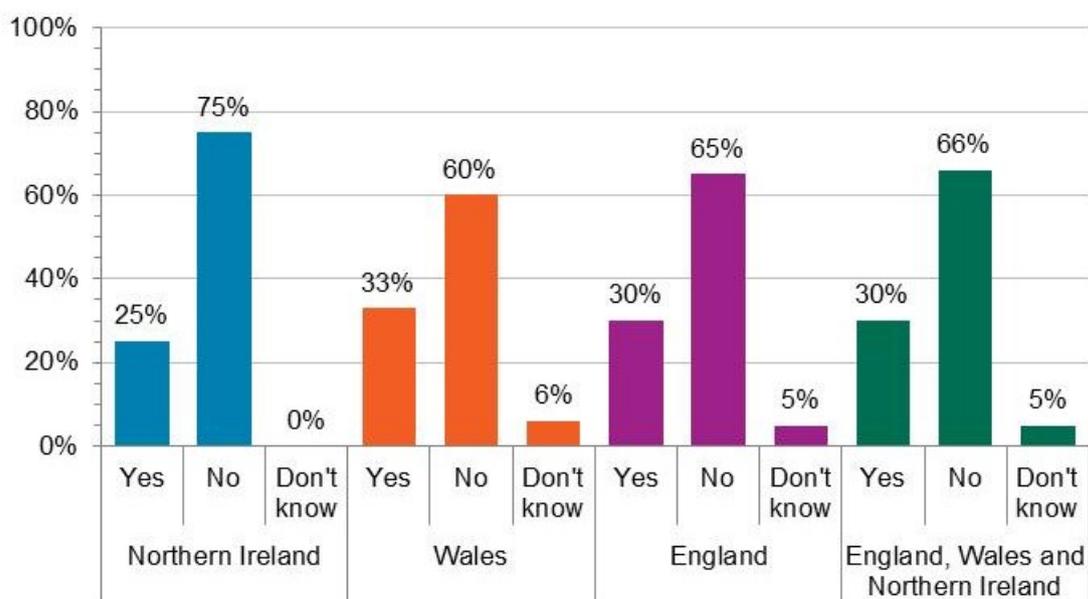
Base: All respondents
 England - Weighted base (240), Unweighted base (236)
 Wales - Weighted base (13), Unweighted base (29)
 Northern Ireland - Weighted base (2), Unweighted base (4)

6.6 Avoiding poor performing businesses

Respondents were asked whether they had decided not to eat out or purchase takeaway food from a business, or not to return there, because of an issue relating to its food hygiene in the past 12 months.

Across the three countries, the majority of respondents (66%) reported that they had not.

Figure 33: Proportion of respondents who report having avoided food businesses with poor hygiene



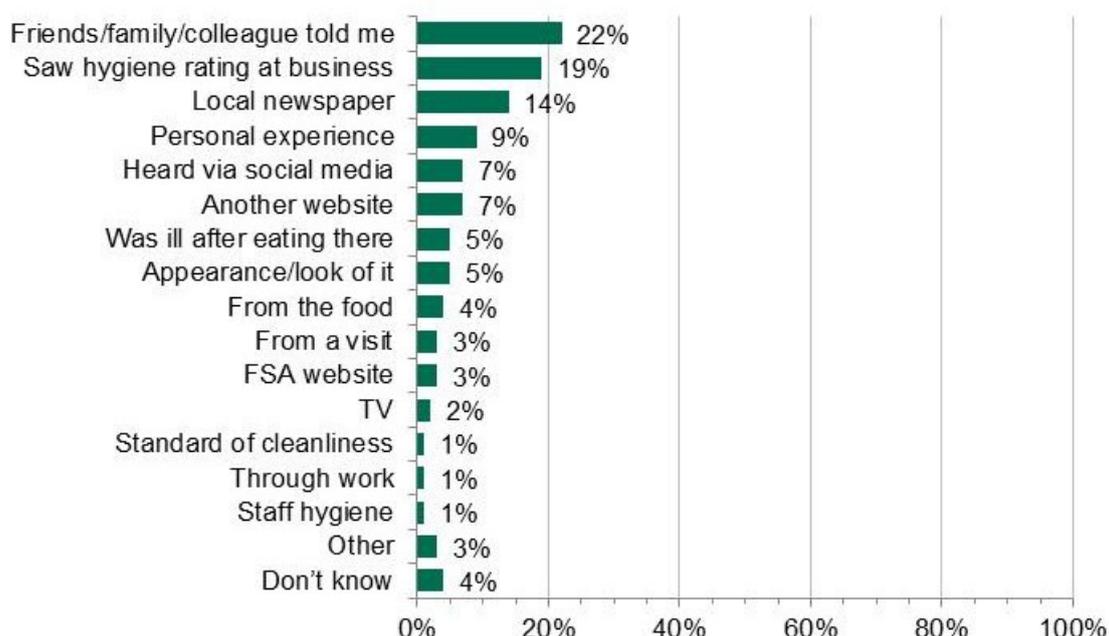
Base: All respondents
 England - Weighted base (1348), Unweighted base (1,289)
 Wales - Weighted base (72), Unweighted base (169)
 Northern Ireland - Weighted base (52), Unweighted base (92)

The proportion of respondents reporting that they had not avoided eating out or purchasing food from a business due to a hygiene-related issue was higher in Northern Ireland than in Wales (75% compared with 60%).

In England, the proportion of respondents that reported avoiding a food business with poor hygiene had increased significantly from the Wave 1 of the FHRS tracker (from 24% up to 30%).

Figure 34 provides the sources of information which respondents report having used to find out about the hygiene issues mentioned above. The most commonly reported source was from friends/family/colleagues (22%).

Figure 34: Source of information on hygiene standards when choosing not to eat at a food business



Base: All respondents

England - Weighted base (403), Unweighted base (368)

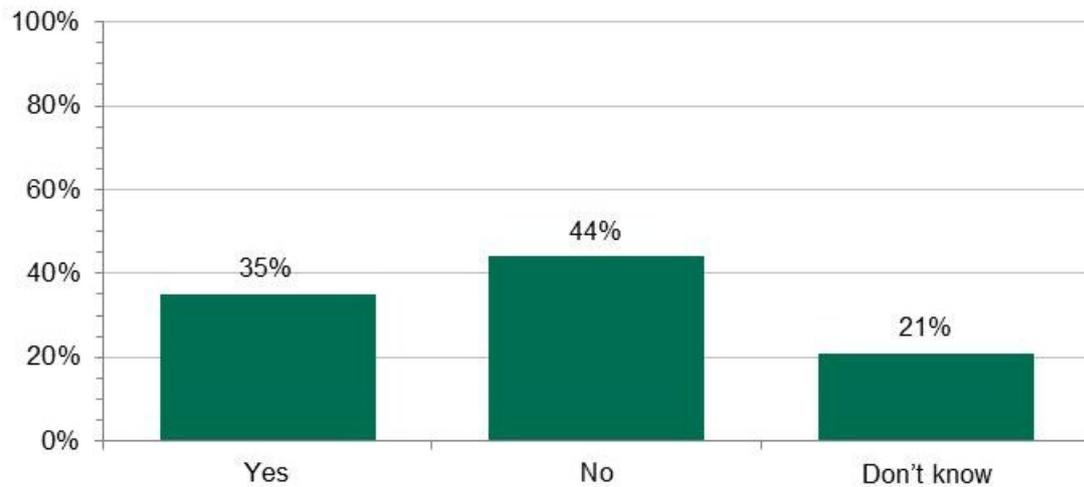
Wales - Weighted base (24), Unweighted base (51)

Northern Ireland - Weighted base (13), Unweighted base (22)

These respondents were then asked whether they knew what food hygiene rating the business had received.

Across the three countries, 35% of respondents claimed that they did, 44% claimed they did not, with the remaining 21% not knowing – see Figure 35.

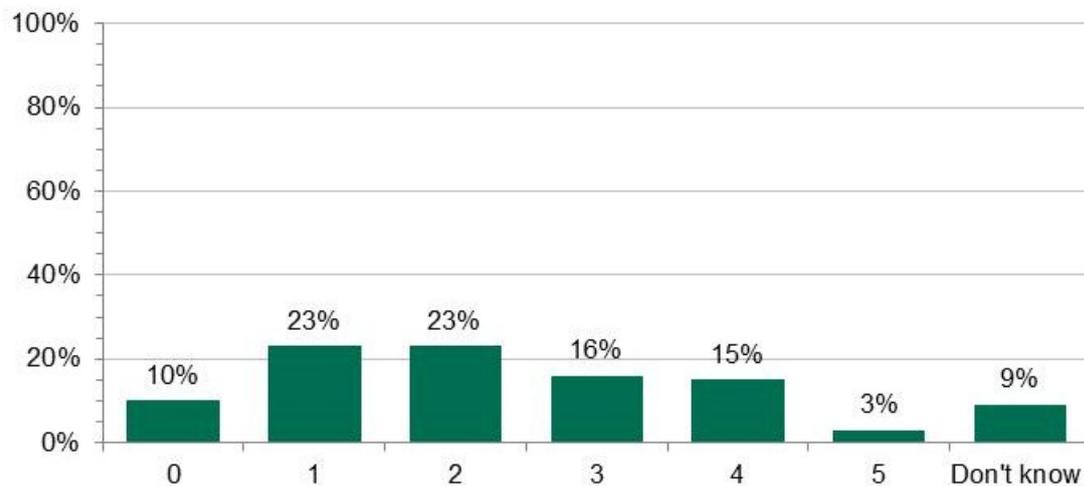
Figure 35: Knowledge of the rating of a food business when choosing to avoid a food business due to a hygiene related issue



Base: All respondents
 England - Weighted base (330), Unweighted base (298)
 Wales - Weighted base (16), Unweighted base (33)
 Northern Ireland - Weighted base (12), Unweighted base (21)

Finally, respondents who said that they were aware of the rating of the food business were asked to identify what rating the business had received. [Figure 36](#) provides a full breakdown of reported ratings.

Figure 36: Reported ratings of businesses that respondents chose to avoid due to a hygiene-related issue



Base: All respondents
 England - Weighted base (187), Unweighted base (170)
 Wales - Weighted base (18), Unweighted base (39)
 Northern Ireland - Weighted base (3), Unweighted base (6)

Annex A: Survey questionnaire

T1 : T1 :

Text

The next few questions are about eating out or buying food.

T2 : T2 :

Text

DO NOT SHOW SCREEN

Q1 : Q1a : F1: All Adults in England, Wales and NI

Multi coded

When you eat out or buy takeaway food – so in restaurants, cafes, pubs, coffee and sandwich shops, takeaways and so on – what do you take into account when deciding where to go? What else?

MULTI CHOICE

- 1 Location\convenience
 - 2 Price
 - 3 Quality\type of food
 - 4 Appearance of the place (layout\design\how busy it is\ ambiance\ atmosphere etc)
 - 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\food preparation area etc)
 - 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
 - 7 Own experience of the place
 - 8 Whether independent business or part of a chain
 - 10 Good service
 - 11 Food Hygiene Ratng
 - 9 other, namely...
- *Open *Position fixed*

Q2 : Q1b : F1: All Adults in England, Wales and NI**Multi coded**

And now looking at this list, when you're deciding where to eat or buy takeaway food, which of these factors is most important to you?

PLEASE RANK IN ORDER OF IMPORTANCE, FOR FIRST, SECOND AND THIRD MOST IMPORTANT.
(Scripting: please record order of mentions)

SHOW SCREEN MULTI CHOICE

Random

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ambiance\atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\ food preparation area etc)
- 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Rating
- 9 other, namely... **Open *Position fixed*

T9 : T9 :**Text**

DO NOT SHOW SCREEN

Q3 : Q2a : F1: All Adults in England, Wales and NI**Multi coded**

And now thinking about supermarkets and other shops selling food – what do you take into account when you are deciding where to buy your food? What else?

MULTI CHOICE

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ambiance\atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\ food preparation area etc)
- 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Rating
- 9 other, namely... **Open *Position fixed*

Q4 : Q2b : F1: All Adults in England, Wales and NI**Multi coded**

Now looking at this list, when you're buying food from a supermarket or other food shop, which of these factors do you see as being the most important?

PLEASE RANK IN ORDER OF IMPORTANCE, FOR FIRST, SECOND AND THIRD MOST IMPORTANT.

(Scripting: please record order of mentions)

SHOW SCREEN MULTI CHOICE

Random

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ambiance\atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\ food preparation area etc)
- 6 Recommendations (from friend/family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Rating
- 9 other, namely... **Open *Position fixed*

T3 : T3 :**Text**

The next questions are specifically about the hygiene standards of places where you eat out or buy food. So, I mean restaurants, cafes, pubs, coffee and sandwich shops, takeaways, hotels, as well as supermarkets and other food shops.

Q5 : Q3 : F1: All Adults in England, Wales and NI**Single coded**

Have you seen or heard of any rating schemes that tell you about the hygiene standards in places where you eat out or buy food? Please don't include customer reviews or rating schemes which focus on other things like the quality of the food, the customer service, and so on.

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure **Position fixed*

Q6 : Q4 : F1: All Adults in England, Wales and NI**Multi coded**

To check, have you seen or heard of either of these two rating schemes? If you've heard of a scheme but you're not sure of the name, please choose code 3.

SHOW SCREEN MULTI CHOICE

- 1 Food Hygiene Rating Scheme (run in England, Wales and Northern Ireland)
- 2 Food Hygiene Information Scheme (run in Scotland)
- 3 Heard of a scheme, but not sure of exact name (MUTUALLY EXCLUSIVE)
- 4 No, not heard of them (MUTUALLY EXCLUSIVE)

Q7 : Q5aE : F2: All adults in England**Single coded**

Have you ever seen this sticker before?
(Scripting: please show English stickers)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

Position fixed*Q12 : Q5bE : F2: All adults in England****Single coded**

This is the sticker used in Wales Can I check, have you seen this one before?
(Scripting: please set up as 2 questions and show the old Welsh sticker at one question and new stickers at the other question)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

Position fixed*Q8 : Q5aW_1 : F3: All adults in Wales****Single coded**

Have you ever seen this sticker before?
(Scripting: please show old Welsh stickers, show all except for the one labelled new)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

**Position fixed*

Q9 : Q5aW_2 : F3: All adults in Wales**Single coded**

Have you ever seen this sticker before?
(Scripting: please show new Welsh sticker)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

**Position fixed*

Q13 : Q5bW_2 : F3: All adults in Wales**Single coded**

This is the sticker used in England and Northern Ireland. Can I check, have you seen this one before?
(Scripting: please show England and Northern Ireland stickers)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

**Position fixed*

Q11 : Q5aNI : F5: All adults in Northern Ireland**Single coded**

Have you ever seen this sticker before?
(Scripting: please show Northern Irish stickers)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

**Position fixed*

Q15 : Q5bNI : F5: All adults in Northern Ireland**Single coded**

This is the sticker used in Wales Can I check, have you seen this one before?
(Scripting: please set up as 2 questions and show the old Welsh sticker at one question and new stickers at the other question)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know\Not sure

**Position fixed*

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

T4 : T4 : F6: All adults in England\Wales and Northern Ireland who are aware of any scheme

Text

The name of the food hygiene rating scheme run in England, Wales and Northern Ireland is the Food Hygiene Rating Scheme.

T10 : T10 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q16 : Q6 : F8: All adults in England/Wales and NI who are aware of any scheme

Multi coded

Where have you seen or heard of the Food Hygiene Rating Scheme?
PROMPT Where else?

MULTI CHOICE

- 1 A sticker\certificate/poster in a food business
- 2 On the Food Standard Agency's website
- 3 On another website
- 4 On social media (e.g. Twitter, Facebook)
- 5 On an app (e.g. Food Standards Agency; Scores on the Doors; Hygiene Rating)
- 6 In the local newspaper
- 7 In an advert or magazine article
- 8 Word of mouth
- 9 other, namely...

**Open *Position fixed*

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q17 : Q7 : F8: All adults in England/Wales and NI who are aware of any scheme

Multi coded

Which of these food businesses do you think are covered by the Food Hygiene Rating Scheme?
PROMPT Which others?

SHOW SCREEN MULTI CHOICE

- 1 Restaurant chains
- 2 Restaurants not part of a chain
- 3 Cafes
- 4 Takeaways
- 5 Coffee or sandwich shop chains
- 6 Coffee or sandwich shops not part of chain
- 7 Pubs
- 8 Hotels\B&Bs
- 9 Supermarkets
- 10 Other food shops
- 11 Market stalls\street food
- 12 Schools and other institutions
- 13 other, namely...

**Open *Position fixed*

T11 : T11 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q18 : Q8 : F8: All adults in England/Wales and NI who are aware of any scheme

Multi coded

Who do you think is responsible for the Food Hygiene Rating Scheme?
(Scripting: please only display code 8 in Wales)

MULTI CHOICE

- 1 The local authority\council
- 2 The Government
- 3 The restaurant chain
- 4 The Food Standards Agency
- 5 Environmental health
- 6 Trading Standards
- 7 Health and Safety Executive
- 8 The Welsh Assembly
- 10 other, namely...

**Open *Position fixed*

ASK ONLY IF not Q5 : Q3=1 and not Q6 : Q4=1,2 and not Q7 : Q5aE=1 and not Q12 : Q5bE=1 and not Q8 : Q5aW_1=1 and not Q9 : Q5aW_2=1 and not Q13 : Q5bW_2=1 and not Q11 : Q5aNI=1 and not Q15 : Q5bNI=1

T6 : T6 : F9: All adults in England\Wales and Northern Ireland who are not aware of any schemes Text

The Food Hygiene Rating Scheme is a scheme run in England, Wales and Northern Ireland which ensures that businesses which sell food are inspected on their food hygiene standards. Businesses are given a rating (from 0-5) on their level of hygiene. The sticker looks like this.

T12 : T11_1 : Text

DO NOT SHOW SCREEN

Q19 : Q9 : F1: All Adults in England, Wales and NI Multi coded

When a food business is inspected on its food hygiene, what do you think the inspection covers?
What else?

MULTI CHOICE

- 1 How\where the food is stored (fridges, etc)
- 2 How the food is prepared (cutting boards, knives, etc)
- 3 Freshness\safety of the food (including whether in date)
- 4 Cleanliness of food preparation and cooking areas
- 5 Cleanliness of the eating area (tables, cutlery, floors etc)
- 6 Hygiene of the staff (use of hair nets, gloves, handwashing, etc)
- 7 Cleanliness of toilets and washrooms
- 8 Staff training
- 9 Certification\paperwork
- 10 Whether building\layout is appropriate
- 11 other, namely...

**Open *Position fixed*

T13 : T11_2 : Text

DO NOT SHOW SCREEN

Q20 : Q10 : F1: All Adults in England, Wales and NI

Multi coded

Who do you think carries out these official inspections to check the level of hygiene in food businesses?

(Scripting: please only show code 9 in Wales and code 10 in Scotland)

MULTI CHOICE

- 1 The local authority\council
- 2 Food safety officer\food inspector
- 3 The Government
- 4 The restaurant chain
- 5 The Food Standards Agency
- 6 Trading Standards
- 7 Environmental Health
- 8 Health and Safety Executive
- 9 The Welsh Assembly
- 11 Manager in the food business
- 12 other, namely...

**Open *Position fixed*

Q21 : Q11 : F1: All Adults in England, Wales and NI

Single coded

Do you think that all food businesses should have to display their food hygiene rating, or should it be up to the business to decide whether to or not?

SHOW SCREEN

- 1 They should have to
- 2 It should be up to them to decide
- 3 don't know

**Position fixed*

T14 : T11_3 :

Text

DO NOT SHOW SCREEN

Q22 : Q12 : F1: All Adults in England, Wales and NI**Multi coded**

What would you assume about a food business that did NOT display their food hygiene rating scheme sticker or certificate for people to see at their premises? What else?

MULTI CHOICE

- 1 Poor hygiene standards
- 2 Hasn't got round to it yet
- 3 Hasn't been inspected
- 4 Is displaying but elsewhere
- 5 Has been inspected but not displayed sticker\certificate
- 6 Rating scheme optional and food business not taken part
- 7 other, namely...
- 8 no answer
- 9 don't know

**Open *Position fixed*
**Exclusive *Position fixed*
**Exclusive *Position fixed*

Q23 : Q13 : F1: All Adults in England, Wales and NI**Single coded**

Would you ever make a decision whether or not to eat out or buy food from somewhere because of the rating it had in the Food Hygiene Rating Scheme?
 IF RESPONDENT HAS DONE SO, CODE 1

SHOW SCREEN

- 1 Yes, definitely
- 2 Yes, maybe
- 3 No
- 4 don't know

**Position fixed*

Q24 : Q14a : F11: All adults in England\Wales and NI**Single coded**

From a rating of 0 to 5, what is the lowest rating you would usually consider acceptable, if you were considering buying food from somewhere?

(Scripting: please show relevant stickers for the country)

SHOW SCREEN

- 1 0
- 2 1
- 3 2
- 4 3
- 5 4
- 6 5
- 7 don't know

**Position fixed*

ASK ONLY IF Q24 : Q14a=2,3,4,5,6

Q25 : Q15 : F12: All adults in England\Wales and NI who gave a lowest acceptable rating (1-5) **Single coded**

Would you ever decide to buy food from a business with a rating of lower than [RATING GIVEN]?

(Scripting: please insert rating given at Q14a)

SHOW SCREEN

- 1 Yes
- 2 No

T15 : T11_4 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q25 : Q15=1

Q27 : Q16 : F20: All who would buy food somewhere with a lower than acceptable rating/improved required

Multi coded

When would that be?
INTERVIEWER :Prompt 'when else?'

MULTI CHOICE

- 1 When there wasn't much choice of places to go
- 2 When I needed to pick something up quickly
- 3 When I was out late at night
- 4 When I didn't have much money to spend\wanted somewhere cheap
- 5 When it was a place I already knew
- 6 When it was a place that had been recommended to me
- 7 When it was part of a chain I knew
- 8 When I was taking food away rather than eating in
- 9 When I knew the food was good
- 10 When I was in an unfamiliar location (away with work, on holiday, etc)
- 11 Because I assume it is safe if it is still open\running
- 12 other, namely...
- 13 don't know

**Open *Position fixed*
**Exclusive *Position fixed*

ASK ONLY IF Q24 : Q14a=1,2,3,4,5

Q28 : Q17 : F12 :All adults in England\Wales or NI who gave a lowest acceptable rating (0-4)

Single coded

Are there some occasions where you would only go to a food business with a rating higher than [rating GIVEN]?

(Scripting: please insert rating given at Q14)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know

**Position fixed*

T16 : T11_5 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q28 : Q17=1

Q29 : Q18 : F13: All who would on occasion only go to a food business with a higher rating

Multi coded

When would that be?

INTERVIEWER: Prompt 'when else?'

MULTI CHOICE

- 1 When it's a special occasion (birthday, anniversary, celebration, etc)
- 2 When I am taking (young) children
- 3 When I am taking older people
- 4 When I am with particular people/\family members
- 5 When I or someone else had special health issues (illness, pregnancy, etc)
- 6 When I want to go somewhere expensive
- 7 When it was part of a chain
- 8 When I was in an unfamiliar location (away with work, on holiday, etc)
- 9 other, namely...
- 10 don't know

**Open *Position fixed
*Exclusive *Position fixed*

T17 : T11_6 :

Text

DO NOT SHOW SCREEN

Q30 : Q19 : F1: All Adults in England, Wales and NI

Multi coded

What would you think about a food business that had a food hygiene rating of 0 or 1?
INTERVIEWER: PROMPT: What else?

MULTI CHOICE

- 1 That they should be closed down
- 2 That they must be in the process of trying to improve
- 3 That they should be given the chance to improve
- 4 That they should be closed down if they don't improve
- 5 That their standards must still be safe enough to stay open
- 6 other, namely...
- 7 don't know

**Open *Position fixed*
**Exclusive *Position fixed*

T20 : T20 :

Text

DO NOT SHOW SCREEN

Q31 : Q20 : F1: All Adults in England, Wales and NI

Single coded

If a food business is officially inspected, and receives a rating of x out of 5 for its food hygiene standards, how long do you think it should be before it is inspected again?
(Scripting: please randomly insert a rating from 0-5)

- 1 One week
- 2 One month
- 3 3-4 months
- 4 6 months
- 5 12 months
- 6 2 years
- 7 5 years
- 8 Longer
- 9 Never
- 10 Should be shut down until they have sorted out their hygiene issues

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q32 : Q21 : F8: All adults who are aware of any scheme

Single coded

In the last 12 months, have you ever seen a food business displaying its hygiene rating sticker or certificate? It could have been on their window or door, on the wall or behind the counter?
Remember, I'm talking about restaurants, cafes, pubs, coffee and sandwich shops, takeaways, hotels, as well as supermarkets and other food shops.
(Scripting: please show stickers for relevant country)

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know

**Position fixed*

ASK ONLY IF Q32 : Q21=1

Q33 : Q22 : F14 :All who have seen a food business displaying a sticker in the last 12 months

Multi coded

What type of food businesses have you seen displaying the sticker or certificate?
INTERVIEWER :PROMPT Where else?

SHOW SCREEN MULTI CHOICE

- 1 Restaurant chain
- 2 Restaurant not part of a chain
- 3 Cafe
- 4 Takeaway
- 5 Coffee or sandwich shop chain
- 6 Coffee or sandwich shop not part of chain
- 7 Pub
- 8 Hotel\B&B
- 9 Supermarket
- 10 Other food shop
- 11 Market stall\street food
- 12 other, namely...

**Open *Position fixed*

T8 : T8 :

Text

For the next questions, I want to focus just on places where you eat out or buy takeaway food – so restaurants, cafes, pubs, coffee and sandwich shops, takeaways, hotels but not supermarkets or other food shops.

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q34 : Q23 : F8: All adults who are aware of any scheme

Single coded

In the last 12 months, how often have you checked a food business' hygiene rating before deciding to eat out or buy takeaway food from there? Have you ...

SHOW SCREEN

- 1 Often
 - 2 Sometimes
 - 3 Or never look at the hygiene rating before deciding whether to eat out or buy takeaway food from somewhere?
 - 4 Not eaten out or bought takeaway in last 12 months
 - 5 don't know
- *Position fixed*

ASK ONLY IF Q34 : Q23=1,2

Q35 : Q24 : F15 : All who often or sometimes check out a business's food hygiene rating

Multi coded

Looking at these food businesses, for which have you looked at the hygiene ratings before eating out or buying takeaway food from there?
INTERVIEWER: PROMPT Which others?

SHOW SCREEN MULTI CHOICE

- 1 Restaurant chains
- 2 Restaurants not part of a chain
- 3 Cafes
- 4 Takeaways
- 5 Coffee or sandwich shop chains
- 6 Coffee or sandwich shops not part of chain
- 7 Pubs
- 8 Hotels\B&Bs
- 9 Market stalls\street food
- 10 other, namely...

**Open *Position fixed*

ASK ONLY IF Q34 : Q23=1,2

Q36 : Q25 : F15: All who often or sometimes check out a business's food hygiene rating

Multi coded

Where did you check these ratings? Where else?

SHOW SCREEN MULTI CHOICE

Random

- 1 Food business window or door
- 2 Food business counter or wall
- 3 Food business website
- 4 On the Food Standard Agency's website
- 5 On another website
- 6 On an app (e.g. Food Standards Agency; Scores on the Doors; Hygiene Rating)
- 7 In local newspaper
- 8 other, namely... **Open *Position fixed*
- 9 don't know **Exclusive *Position fixed*

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q37 : Q26 : F8: All adults who are aware of any scheme

Single coded

Still thinking about places where you have eaten out or bought takeaway food, in the last 12 months, how often have you checked a food business' hygiene rating after you had ate or bought takeaway food from there? Have you...

SHOW SCREEN

- 1 Often
- 2 Sometimes
- 3 Or never checked it after eating or buying takeaway food from somewhere?
- 4 don't know **Position fixed*

T18 : T11_7 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q37 : Q26=1,2

Q38 : Q27 : F16: All who often or sometimes check out a rating scale after eating or buying takeaway food

Multi coded

Why did you check the rating after eating or buying takeaway food from these places?
INTERVIEWER: PROMPT: Why else?

MULTI CHOICE

- 1 Because I\someone in my party was ill\had food poisoning afterwards
- 2 Because I saw poor hygiene practice when I was there
- 3 Because the food was poor quality
- 4 Because I had heard they had a low rating
- 5 Because I saw it had a low rating and wanted to find out why
- 6 Because it closed down
- 7 other, namely...
- 8 don't know

**Open *Position fixed*
**Exclusive *Position fixed*

ASK ONLY IF Q37 : Q26=1,2

Q39 : Q28 : F16: All who often or sometimes check out a rating scale after eating or buying takeaway food

Multi coded

Looking at these types of food businesses, for which types have you looked at the hygiene ratings after you went there? Which others?

SHOW SCREEN MULTI CHOICE

- 1 Restaurant chains
- 2 Restaurants not part of a chain
- 3 Cafes
- 4 Takeaways
- 5 Coffee or sandwich shop chains
- 6 Coffee or sandwich shops not part of chain
- 7 Pubs
- 8 Hotels\B&Bs
- 9 Market stalls\street food
- 10 other, namely...
- 11 don't know

**Open *Position fixed*
**Exclusive *Position fixed*

ASK ONLY IF Q37 : Q26=1,2

Q40 : Q29 : F16: All who often or sometimes check out a rating after eating or buying a takeaway food

Multi coded

Where did you check these ratings? Where else?

SHOW SCREEN MULTI CHOICE

Random

- 1 Food business window or door (e.g. restaurant\cafe)
- 2 Food business website
- 3 On the Food Standard Agency's website
- 4 On another website
- 5 On an app (e.g. Food Standards Agency; Scores on the Doors; Hygiene Rating)
- 6 In a local newspaper
- 7 other, namely... **Open *Position fixed*
- 8 don't know **Exclusive *Position fixed*

ASK ONLY IF Q5 : Q3=1 or Q6 : Q4=1,2 or Q7 : Q5aE=1 or Q12 : Q5bE=1 or Q8 : Q5aW_1=1 or Q9 : Q5aW_2=1 or Q13 : Q5bW_2=1 or Q11 : Q5aNI=1 or Q15 : Q5bNI=1

Q41 : Q30 : F8: All adults who are aware of any scheme

Single coded

In the last 12 months, have you decided NOT to eat out or get takeaway food from a food business, or not to return, there because of an issue about its food hygiene?

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know **Position fixed*

T19 : T11_8 :

Text

DO NOT SHOW SCREEN

ASK ONLY IF Q41 : Q30=1

Q42 : Q31 : F17: All who have decided not to eat out or get takeaway food, or not to return there

Multi coded

Where did you find out about this food hygiene issue?

MULTI CHOICE

Random

- 1 Friends\family\colleagues told me
- 2 I looked it up on the FSA website
- 3 Saw it on another website
- 4 Heard via social media (Twitter, FaceBook, etc)
- 5 Local newspaper
- 6 Saw the hygiene rating at the food business
- 7 other, namely...
- 8 don't know

**Open *Position fixed
*Exclusive *Position fixed*

ASK ONLY IF not Q42 : Q31=6

Q43 : Q31b : F18: All who did not mention the hygiene rating of the food business

Single coded

Can I just check, do you know what food hygiene rating that food business had?

SHOW SCREEN

- 1 Yes
- 2 No
- 3 don't know

**Position fixed*

ASK ONLY IF Q42 : Q31=6 or Q43 : Q31b=1

Q44 : Q32 : F19: All in England\Wales or NI who knew the rating scheme of the food business

Single coded

What rating did it have?

INTERVIEWER: IF MORE THAN ONE BUSINESS, ASK RESPONDENT TO GIVE MOST RECENT EXAMPLE

SHOW SCREEN

- 1 0
- 2 1
- 3 2
- 4 3
- 5 4
- 6 5
- 7 don't know

**Position fixed*