

## Food Hygiene Rating Scheme (FHRS)

### Biannual Public Attitudes Tracker

### Wave 4 – June, 2016



Food Standards Agency  
Social Science Research Unit

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## Executive summary

The Food Standards Agency (FSA) runs 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.<sup>1</sup> This report sets out the findings of Wave 4 of the FHRS tracker. Wave 3 of the survey took place in November 2015.<sup>2</sup>

Fieldwork for Wave 4 took place between the 1<sup>st</sup> and 9<sup>th</sup> of June, 2016. Face to face interviews were conducted with a representative sample of 2,098 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 (from November 2011 to May 2014).<sup>3</sup>

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 4 Key Findings

#### Awareness

- Nearly half of respondents in England were aware of the FHRS (49%). This was an increase on the figure found in the previous wave (45%)
- This figure was slightly higher in Wales (66%) and Northern Ireland (54%).
- The most common source of information (84%) was still a sticker/certificate displayed at food business premises, which was also the most common source in all previous waves.<sup>4</sup>

#### Recognition

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<sup>1</sup> See [www.tnsglobal.com](http://www.tnsglobal.com)

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

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

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

- Consumer recognition of FHRS stickers continues to be slightly higher in Northern Ireland (88%) and Wales (82%) than in England (75%).
- There was a significant increase in levels of recognition in England from the previous wave (75% up from 69%).
- Most respondents report having seen a sticker on display in the last 12 months - 81% of respondents in England, 81% in Wales and 94% in Northern Ireland.

### **Use**

- A total of 46% of respondents in England, 32% in Wales and 44% in Northern Ireland said that they would definitely base their decision to eat out somewhere on the FHRS rating the business received.
- In terms of actually checking the rating, 45% of respondents in England, 36% in Wales and 34% in Northern Ireland report either often or sometimes doing so.
- As in previous waves, a rating of 3 was identified most frequently as the lowest acceptable that consumers would consider - 40% in England, and 46% in Wales and 39% in Northern Ireland

### **Views on mandatory display**

- The proportion of respondents who report that business should have to display their ratings continues to be high in England (87%), Wales (88%). As in previous waves, the figure continues to be slightly higher in Northern Ireland (95%).

# 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 has also covered 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 currently in Northern Ireland<sup>5</sup> 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.

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<sup>5</sup> Legislation requiring businesses in Northern Ireland to display their stickers at their premises will come into force in October 2016.

This report includes the findings from Wave 4 of the bespoke tracker, the fieldwork for which was conducted in June 2016.

### **1.3 Methodology**

Fieldwork took place in 2016, in June. 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 2,098 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 the fourth 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 asked to consider what they take into account when deciding where to go when eating out or purchasing takeaway food. This question is 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***

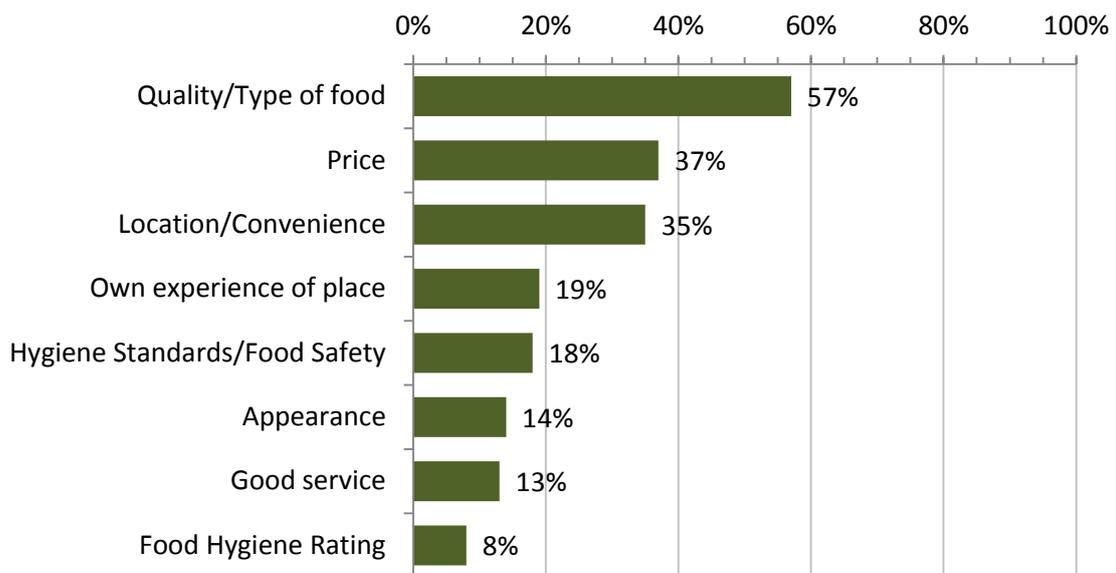
Base: All respondents

England - Weighted base (1763), Unweighted base (1763)

Wales - Weighted base (104), Unweighted base (218)

Northern Ireland - Weighted base (68), Unweighted base (117)

#### **a) All respondents**



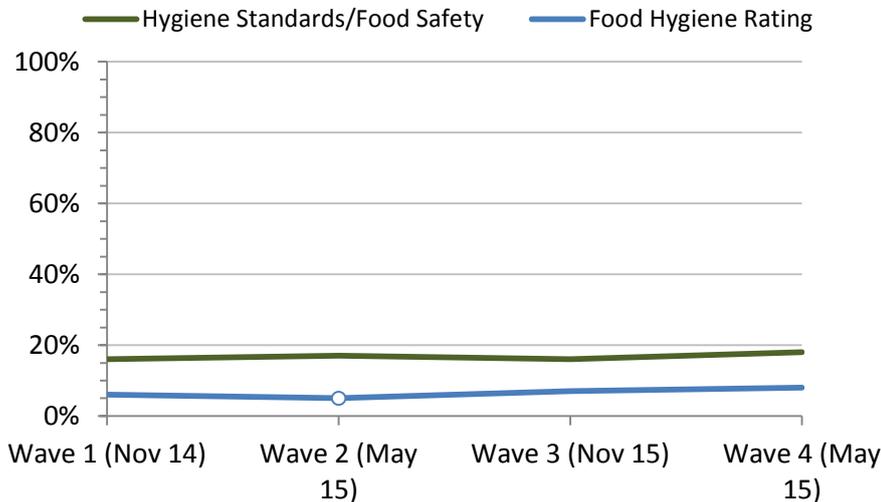
The findings have not changed significantly over previous waves. .

The most common considerations continue to be Quality/Type of food (57%), Price (37%) and Location/Convenience (35%).

Food Hygiene Rating (8%) is only mentioned by a small proportion of respondents, though a greater proportion reported generally considering Hygiene standards/Food safety (18%).

No changes were found in the proportion of respondents reporting hygiene standards/food safety over time.

**Figure 2: Reported consideration of Hygiene Standards and Food Hygiene Rating**



Base:  
Unweighted: 1971-2102  
Weighted: 1826-1944

All respondents

Key socio-demographic differences noted:

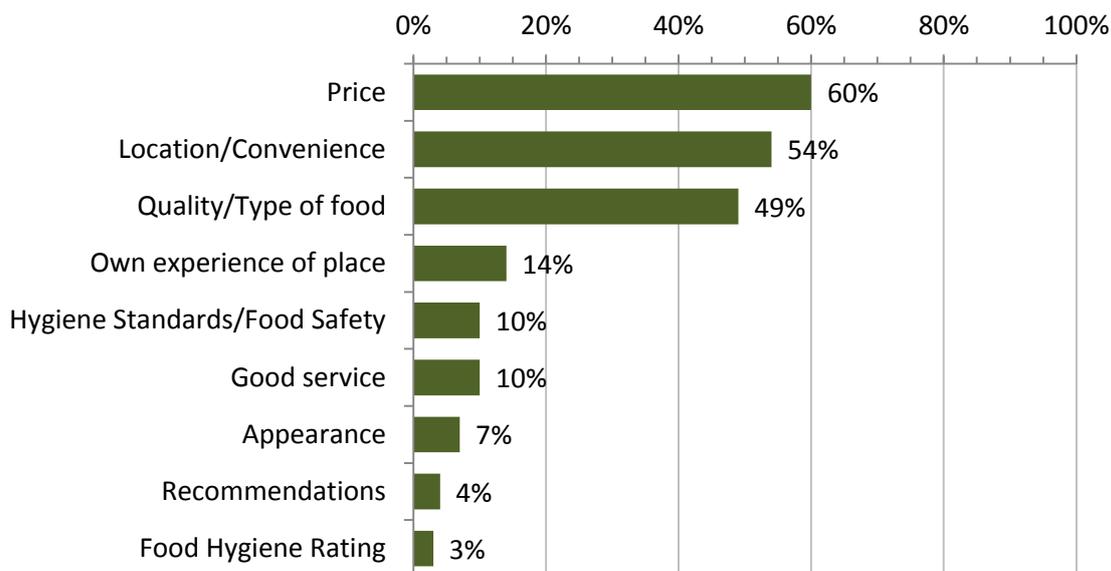
**Minority Ethnic** respondents were significantly more likely to mention Hygiene Rating (12%) than White respondents (8%)

## 2.2 Considerations when purchasing food from supermarkets and other shops

Respondents were also asked to consider what they take into account when purchasing food from supermarkets and other shops. Price (60%), Location/Convenience (54%) and Quality/Type of food (49%) are the most frequently mentioned considerations (See figure 3 for a breakdown of responses).

Reported considerations have remained consistent over waves to date.

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



Base: All respondents

England - Weighted base (1763), Unweighted base (1763)

Wales - Weighted base (104), Unweighted base (218)

Northern Ireland - Weighted base (68), Unweighted base (117)

There have been no significant changes from the current wave and previous waves.

Key socio-demographic differences noted:

**Respondents in Northern Ireland** were significantly more likely to refer to Hygiene standards/Food safety (30%) than respondents in England (10%) or Wales (7%).

## 3. Awareness and recognition

### 3.1 Awareness

Providing consumers with access to food hygiene ratings means that 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 where they eat out or purchase food. This question did not make any explicit reference to the FHRS.

In total 61% of respondents reported having seen or heard of any such rating scheme (see [Figure 4](#)). Respondents in Wales and Northern Ireland were significantly more likely to have seen or heard of a rating scheme (69% and 71%) than respondents in England (60%).

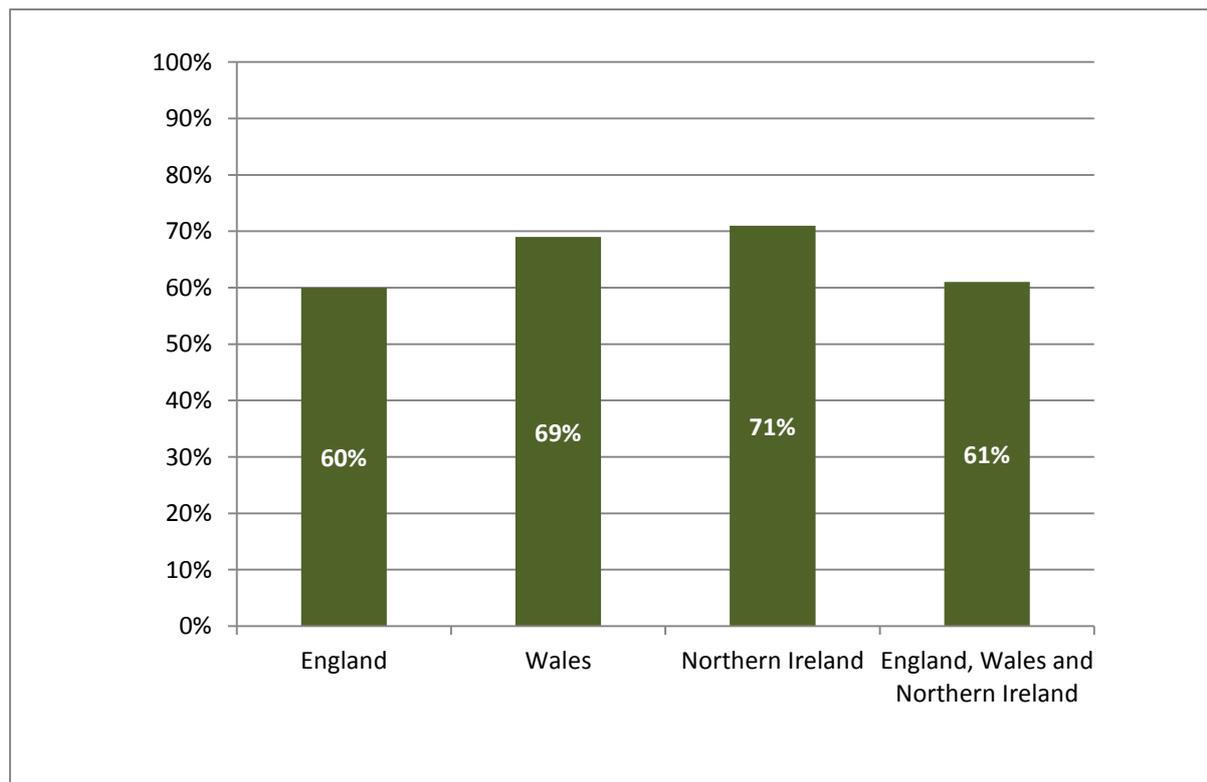
**Figure 4: Awareness of schemes and initiatives that provide information on hygiene standards**

Base: All respondents

England - Weighted base (1763), Unweighted base (1763)

Wales - Weighted base (104), Unweighted base (218)

Northern Ireland - Weighted base (68), Unweighted base (117)



Key socio-demographic differences noted:

**White respondents** were more likely to report awareness than minority ethnic respondents (64% compared with 42%).

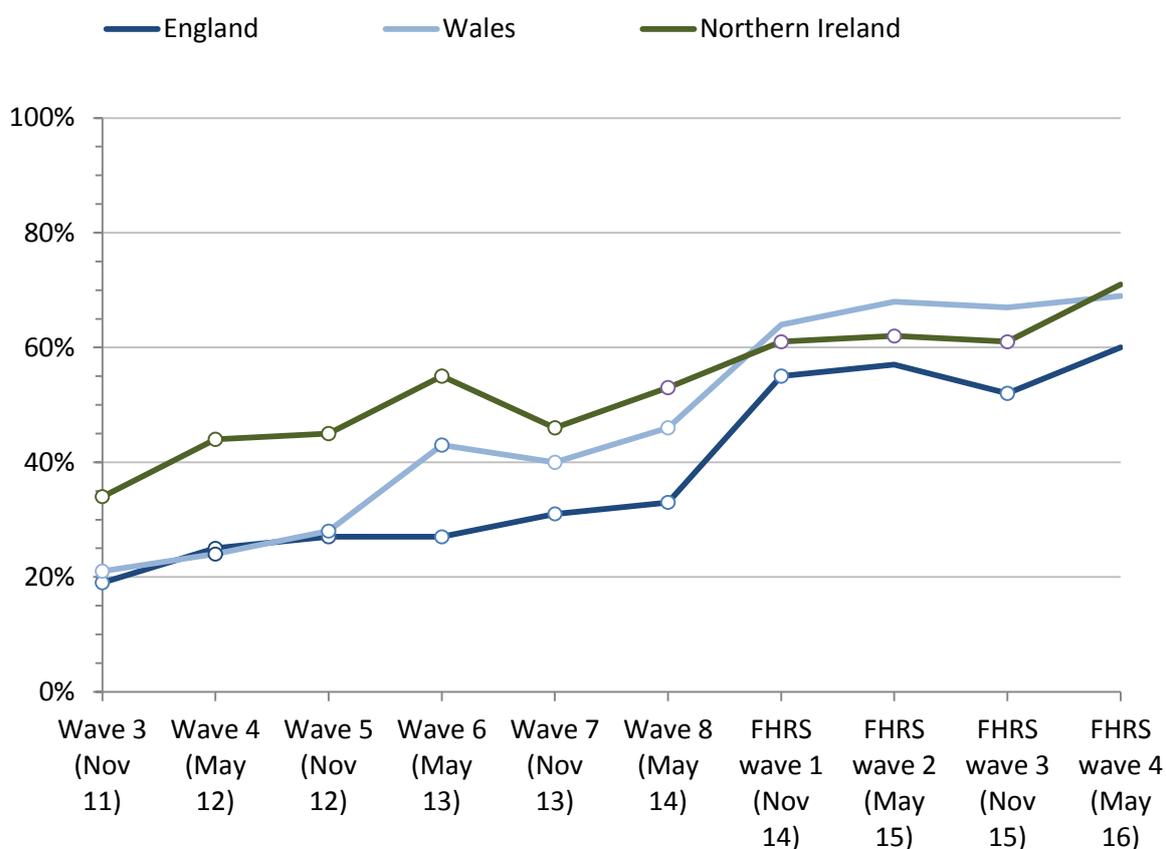
**Respondents aged 75+** were significantly less likely to report awareness than any other age group of respondents (29% compared with 55%-70%).

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 significant increases in the proportion of respondents who report being aware in both England (60%, up from 52% in Wave 3) and Northern Ireland (71%, up from 61% in Wave 3).

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

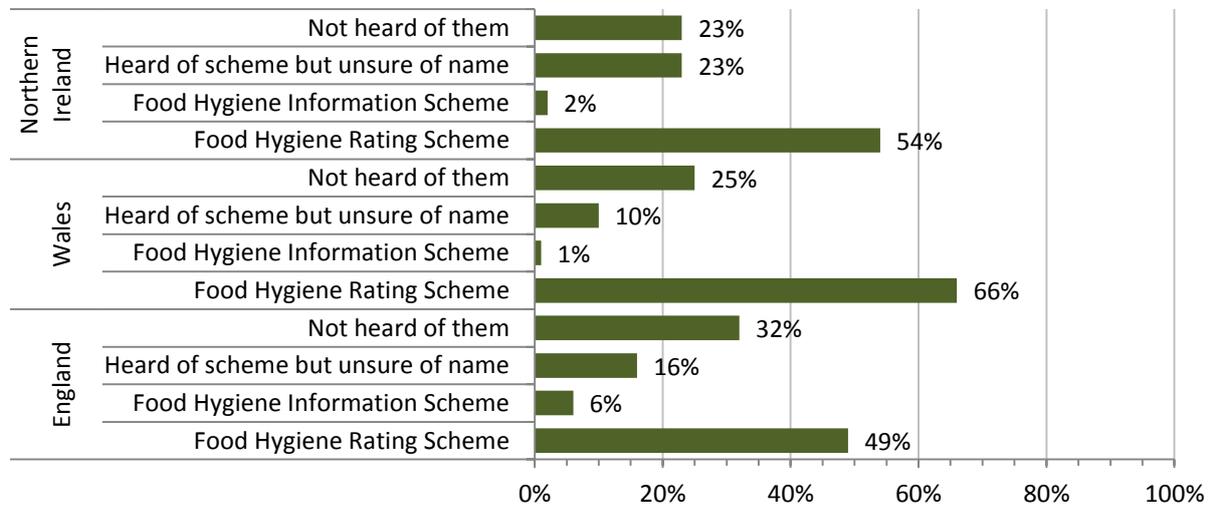
Note: circles on the graph indicate where there are significant differences to the current wave.  
 Base: All respondents  
 England – Weighted; (1658-1776), Unweighted; (1679-1810)  
 Wales – Weighted; (80-106), Unweighted; (86-203)  
 Northern Ireland – Weighted; (53-68), Unweighted; (53-141)



Respondents were next 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. [Figure 6](#) provides a breakdown of the proportion of respondents who report having seen or heard of the schemes.

The proportion of respondents who reported having seen or heard of the FHRs was greater in Wales (66%) than in England or Northern Ireland (49% and 54%). Please see [Figure 7](#) for a breakdown of the reported awareness of the Food Hygiene Rating Scheme specifically over the previous waves.

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



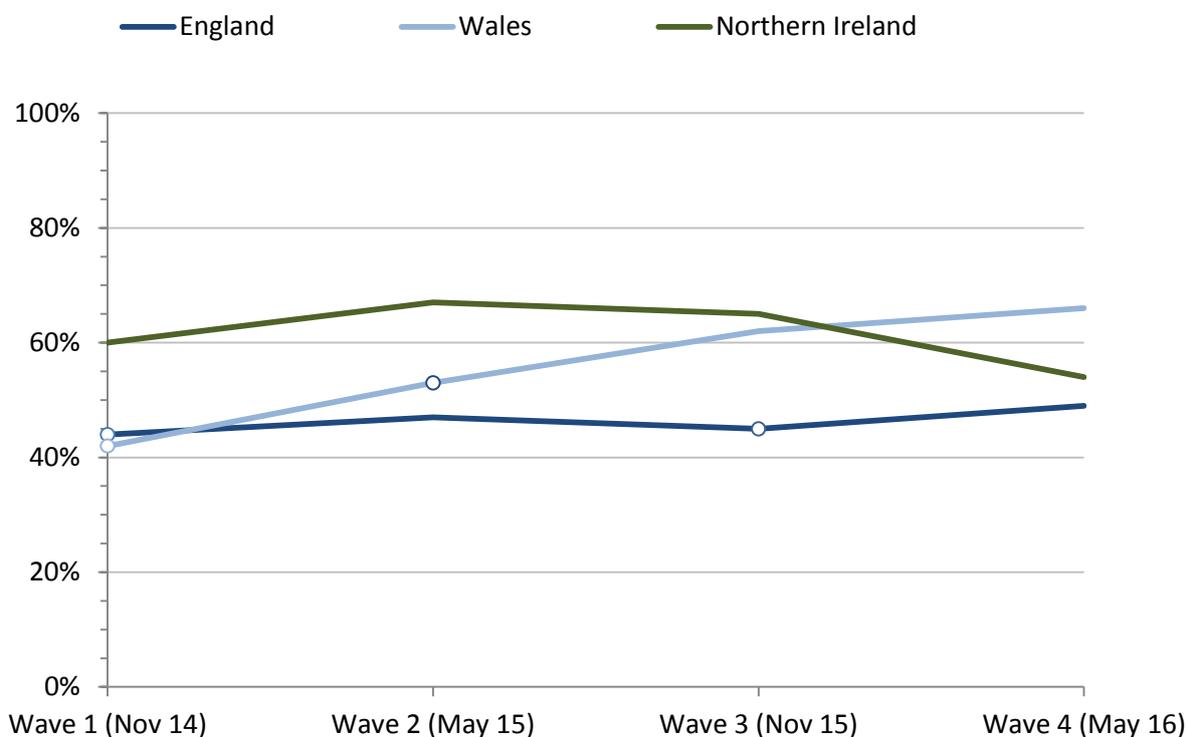
Base: All respondents

England - Weighted base (1763), Unweighted base (1763)

Wales - Weighted base (104), Unweighted base (218)

Northern Ireland - Weighted base (68), Unweighted base (117)

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



Base: All respondents aware of any scheme

Unweighted: 1477-1642

Weighted: 1407-1538

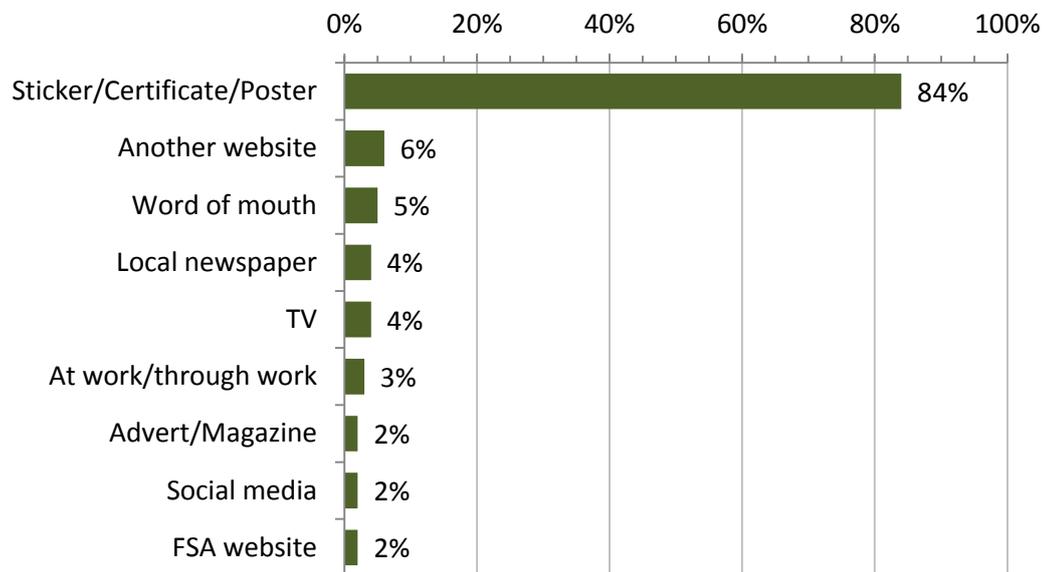
Circled data points represent statistically significant differences to the current wave

The figure in England was significantly higher compared to the previous wave (49% up from 45%). No significant differences were found between the previous wave in either Wales or Northern Ireland.

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

A sticker/certificate/poster in the food business was the most commonly reported source of this information (84%). [Figure 8](#) provides a list of other reported sources of this information. The overall pattern of responses is generally in line with previous waves.

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



Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)

### 3.2 Recognition of FHRS branding

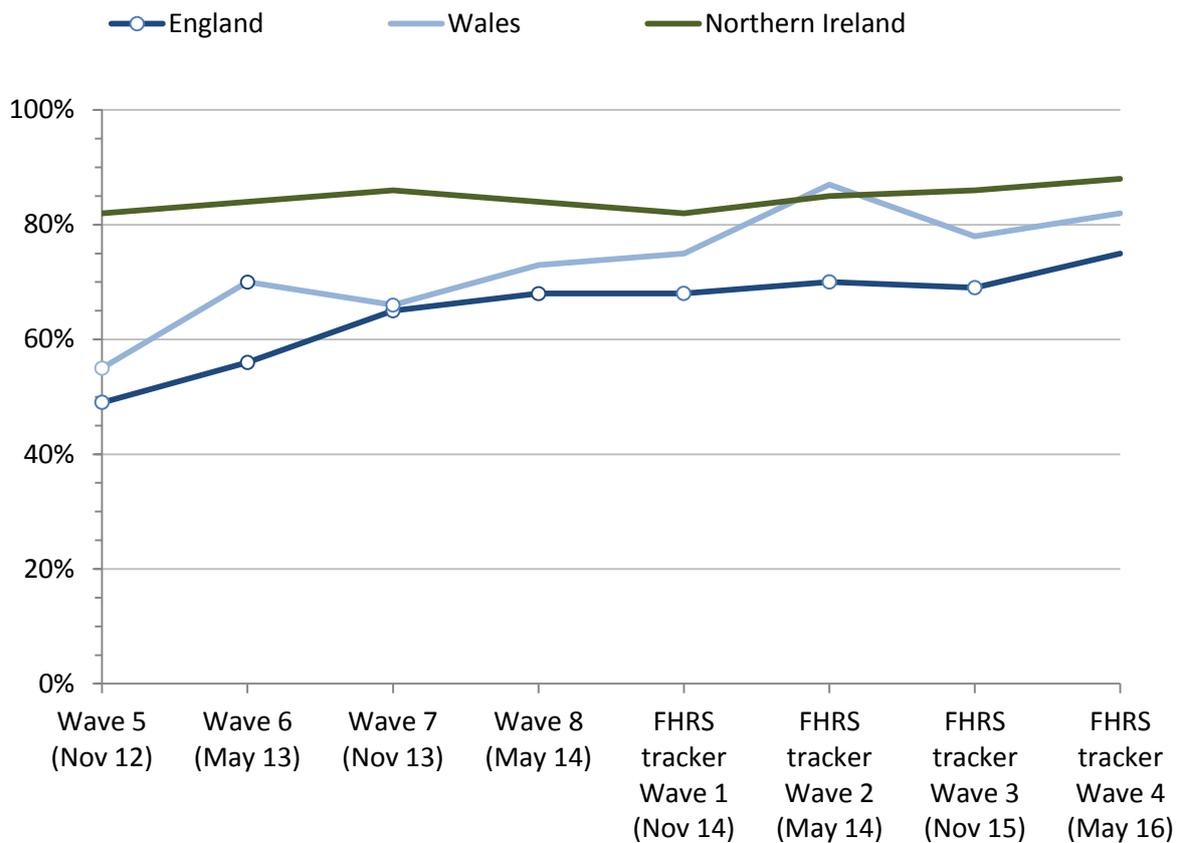
Respondents were next shown images of FHRS stickers. In total, 76% of respondents reported having seen them before.

A larger proportion of respondents recalled having seen the FHRS stickers in Northern Ireland (88%) and Wales (82%) than in England (75%).

Changes in reported awareness of stickers over time are shown in [Figure 9](#). The figure found in England has risen significantly from Wave 3 (75%, up from 69%).

**Figure 9: Changes in reported recognition of FHRS stickers over time**

Note: circles on the graph indicate where there are significant differences to the current wave  
 England – Weighted; (1658-1776), Unweighted; (1679-1810)  
 Wales – Weighted; (80-106), Unweighted; (86-203)  
 Northern Ireland – Weighted; (53-68), Unweighted; (53-141)



Examples of stickers for the statutory scheme that has been operating in Wales since November 2013 were also shown to respondents. The stickers are similar to the stickers for the earlier voluntary scheme but also include the Welsh Government logo. In total, 76% of respondents reported having seen these before in Wales.

Key socio-demographic differences noted:

**Male respondents** were significantly more likely to have seen a FHRS sticker than female respondents (78% compared with 73%)

**Social grade DE respondents** were significantly less likely to report having seen an FHRS sticker (70%) than any other social grade (75-79%).

**White respondents** were significantly more likely to have seen an FHRS sticker than minority ethnic respondents (78% compared with 63%).

This pattern of differences was consistent with the ones found in the previous wave.

## 4. Consumer understanding of scheme

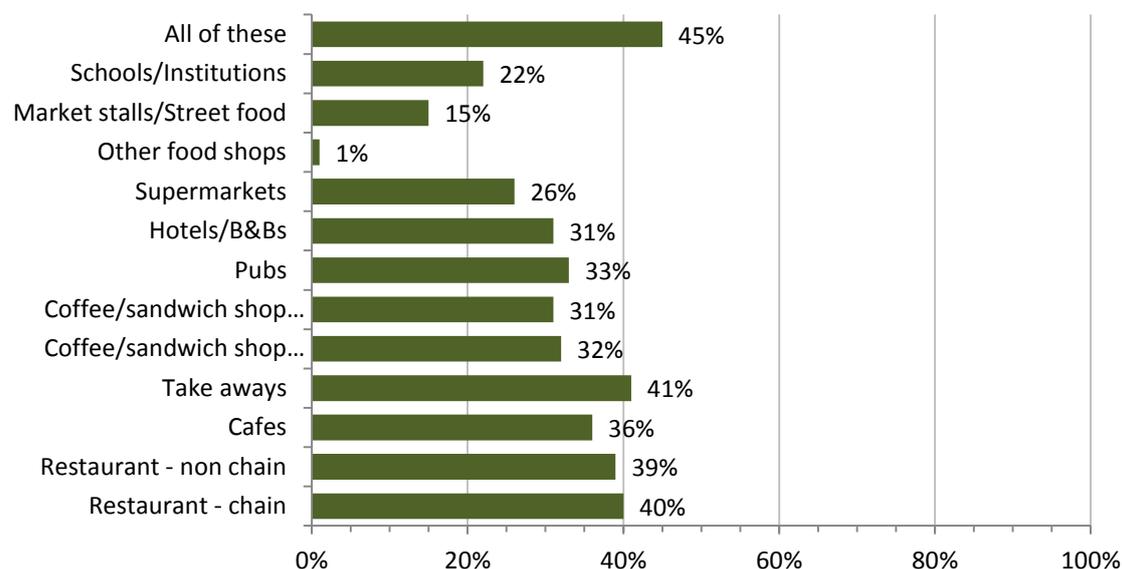
The FSA wishes to assess and monitor how well consumers understand the key elements of the scheme. Key elements include, what types of businesses are given a rating, who has overall responsibility for the scheme, and how the inspection process works. This information provides an indication as to how consumers actually understand and interpret the scheme, 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 report being aware of the FHRs were shown a list of food business types and asked which ones they believed were covered by the scheme. The full breakdown is provided at [Figure 10](#). There have been no significant changes on previous waves.

#### **Figure 10: Business types considered to be covered by the FHRs**

Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)

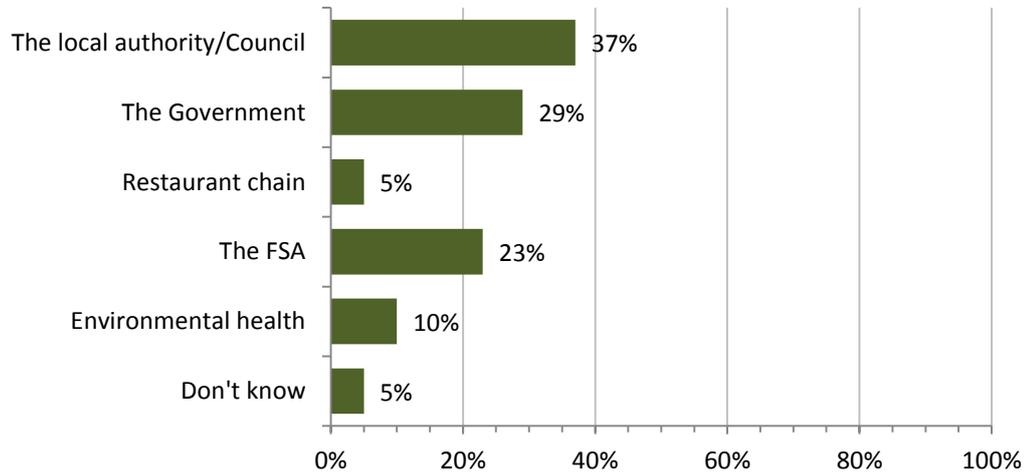


### 4.2 Scheme responsibility

Respondents were subsequently asked who they thought held overall responsibility for the scheme. [Figure 11](#) provides a summary of responses. The most common response continues to be the local authority/council (37%). There have been no significant changes over time in any of the responses.

**Figure 11: Reported organisations responsible for the FHRs**

Base: All respondents aware of any scheme  
England: Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)

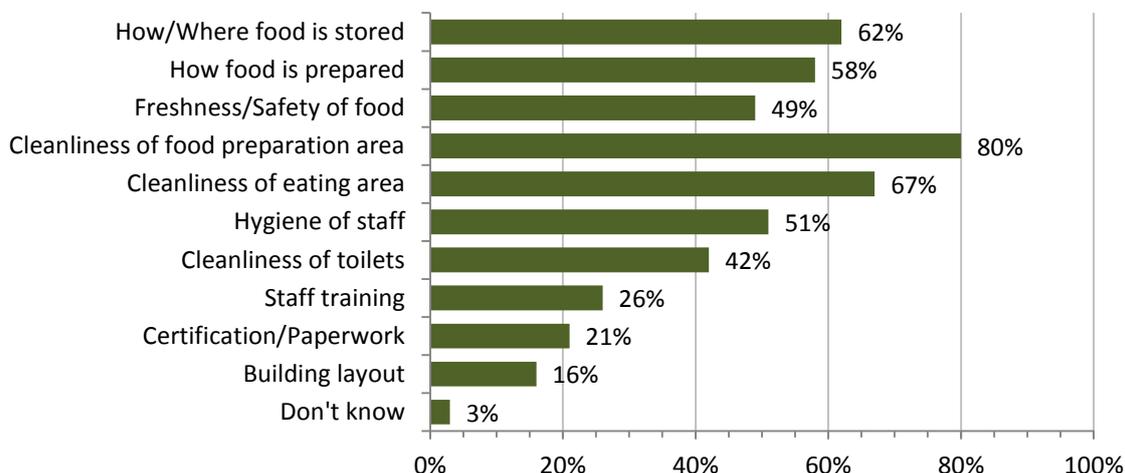


**4.3 Inspection process**

Respondents were next asked to consider what criteria they think are assessed during food hygiene inspections of businesses. Responses varied, but the most common one mentioned was the 'Cleanliness of the food preparation and cooking area' (80%). This was also the most frequent response in all previous waves. [Figure 12](#) provides a full breakdown of the other criteria mentioned.

**Figure 12: Criteria respondents think are assessed during food hygiene inspections**

Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)



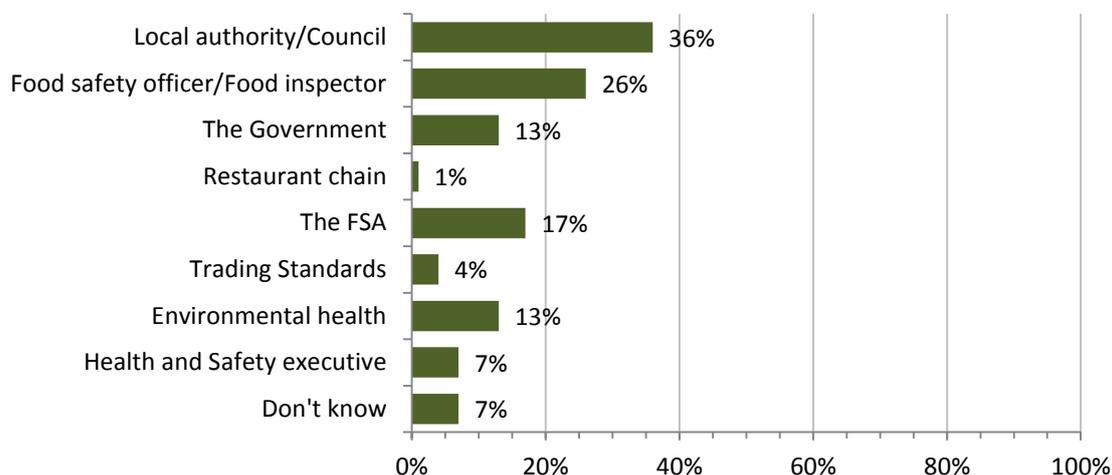
**4.4 Inspection responsibility**

Next, respondents were asked who they believe is responsible for carrying out hygiene inspections.

The three most commonly reported answers were the Local Authority/Council (36%), followed by the Food safety officer/inspector (26%) and the Food Standards Agency (17%). These responses were also the most common responses in Wave 2 and 3. Figure 13 provides a full breakdown of responses.

### ***Figure 13: Organisations considered responsible for the inspection process***

Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)



#### **4.5 Views on business display**

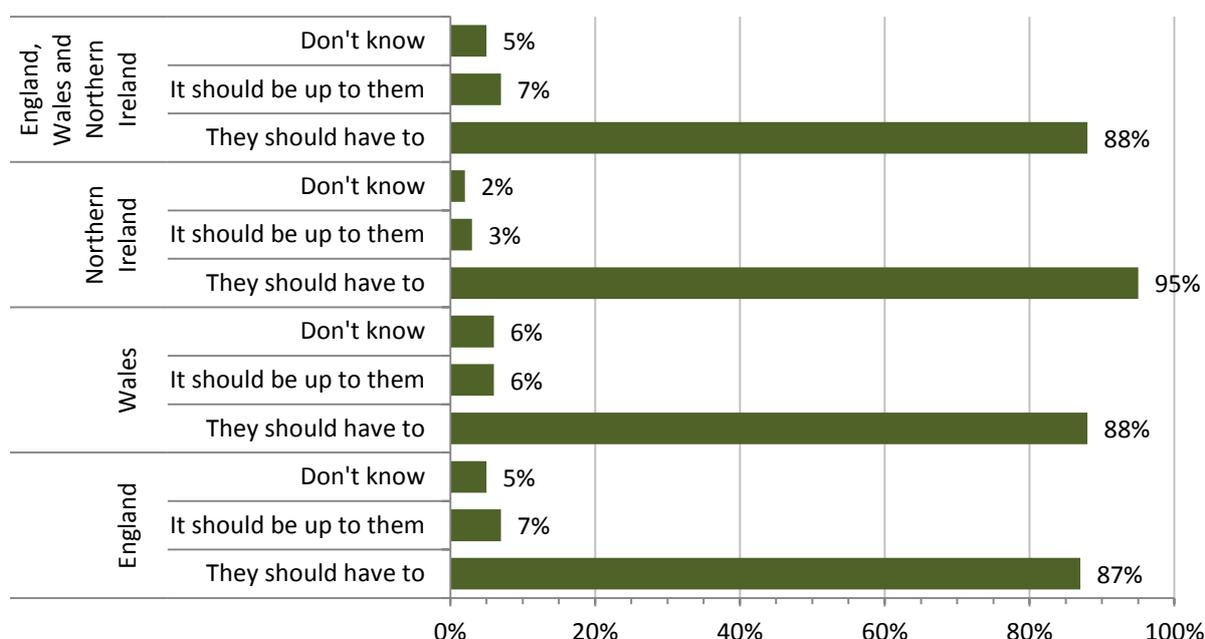
All respondents were asked to consider whether businesses should be legally required to display their ratings at their premises, or whether it should be up to them to decide.

Most respondents in England (87%), Wales (88%) continue to do so, with a slightly higher figure found in Northern Ireland (95%) than in either other country. The overall figure was 88% (see [Figure 14](#) for a breakdown).

No significant changes between previous waves are evident in the data.

**Figure 14: Proportion of respondents who think businesses should have to display their rating**

Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



**Key socio-demographic differences noted:**

**Female respondents** were slightly more likely to claim that food businesses should be required to display than Male respondents (90% compared with 85%)

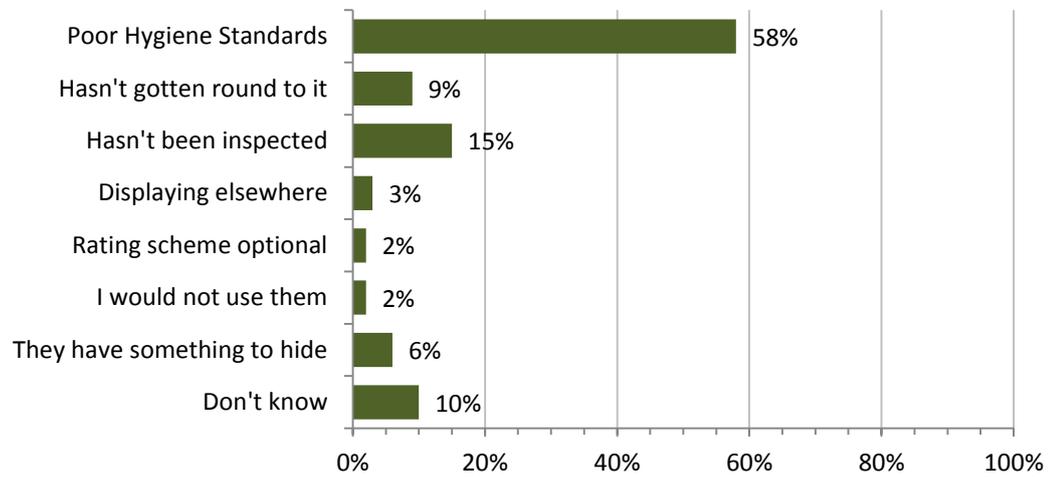
**White respondents** were slightly more likely to claim that food businesses should be required to display their rating than Minority Ethnic respondents (89% compared with 79%).

Respondents were then asked what conclusions they might draw about a food business that was not displaying its FHRS sticker. Responses are shown in [Figure 15](#).

The most common conclusion continues to be related to “Poor hygiene standards” (58%). This was also found in all previous waves to date.

**Figure 15: Conclusions drawn from non-display of FHRs rating**

Base: All respondents aware of any scheme  
England: Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)



## 5. Use of food hygiene ratings

### 5.1 Use of ratings in decision making

Respondents were asked whether (hypothetically) they would ever decide to eat out or purchase food from somewhere based on the rating it had received as part of the FHRS.

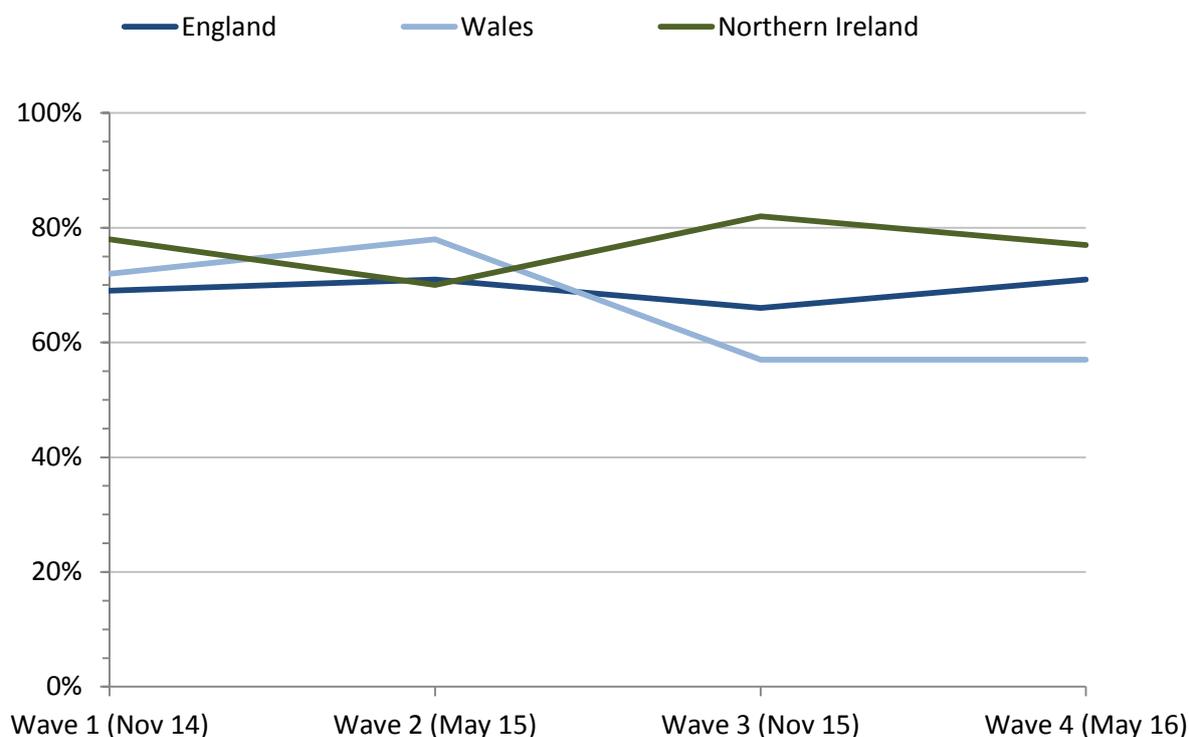
Figure 16 shows the proportion of respondents by country that claimed they would (Combined 'Yes – definitely' and 'Yes – Maybe').

#### **Figure 16: Reported use of food hygiene ratings when deciding to eat out or purchase food**

Base: All respondents aware of any scheme

Unweighted: 1477-1566

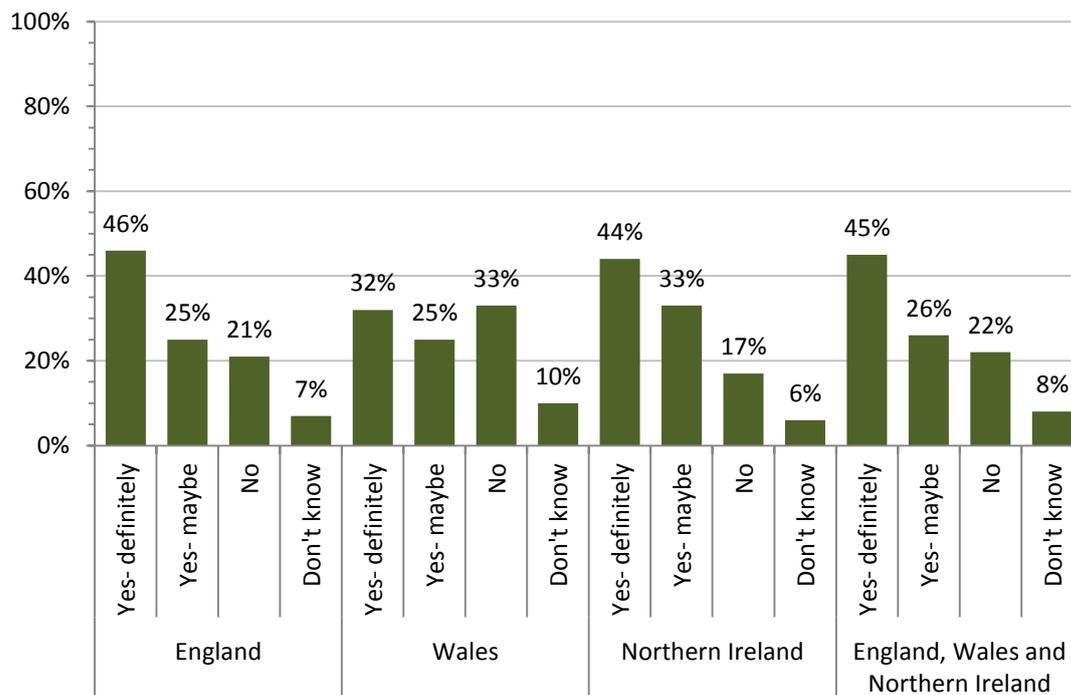
Weighted: 1403-1481



Overall, 71% of respondents reported either 'Yes-definitely (45%) or 'Yes-maybe' (26%). See [figure 17](#) for a breakdown of responses.

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

Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



There have been no significant changes between this wave and previous waves.

Key socio-demographic differences noted:

**Women** were slightly more likely than men to report 'Yes- definitely' than Men (48% compared with 43%).

**White** respondents were more likely to report 'Yes- definitely' than Minority Ethnic respondents (47% compared with 35%)

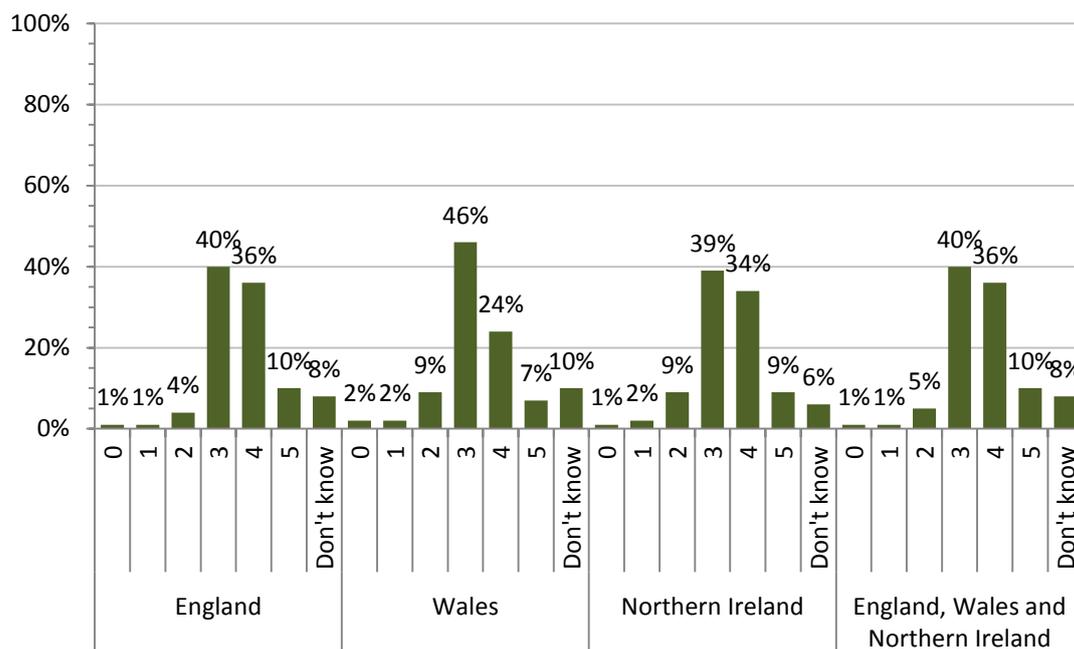
## 5.2 Minimum acceptable rating

Respondents were then asked what they considered the minimum acceptable rating would be when eating out or buying food.

Figure 18 shows the responses. A rating of 3 was most frequently mentioned as the lowest acceptable in England, Wales and Northern Ireland (40%, 46% and 39% respectively). This is consistent with the findings in previous waves.

**Figure 18: Lowest rating respondents report acceptable when buying food**

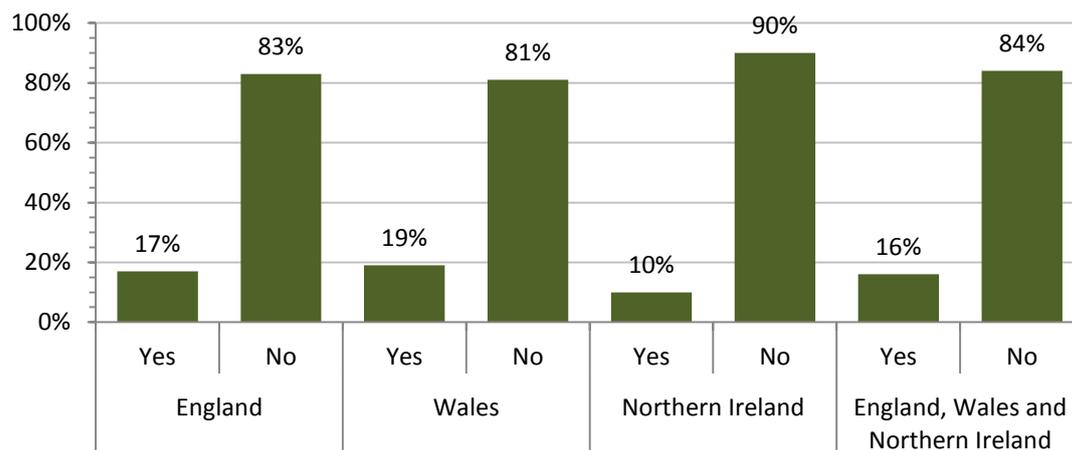
Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



Respondents were next asked to consider whether they would ever decide to buy food from a business with a lower rating than the one they identified in the previous question. As in previous waves, the majority of respondents state that they would not. Figure 19 provides a full breakdown of responses. A slightly higher proportion of 'No' responses were found in Northern Ireland than in England.

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

Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



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 there wasn’t much choice of places to go’ (38%) or ‘When it was a place I already knew’ (27%). Other frequently mentioned reasons included: ‘When I needed to pick something up quickly’ (14%); ‘When I was out late at night’ (16%); ‘When I knew the food was good’ (16%) and, ‘When it was a place that was recommended to me’ (13%). There have been no significant changes in the pattern of responses on previous waves.

Respondents were subsequently asked to consider 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](#) and have not changed from previous waves.

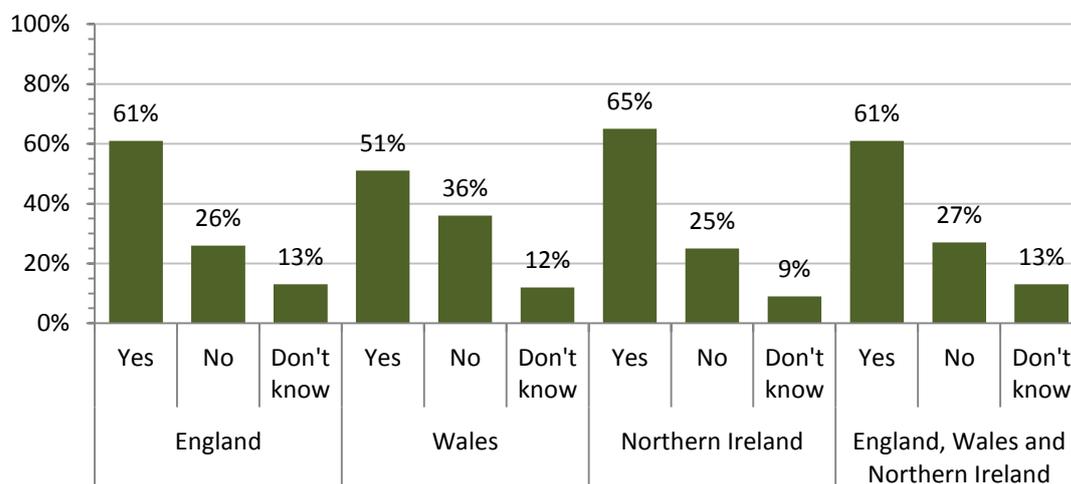
**Figure 20: Proportion of respondents who report circumstances where they would only go to a higher rated food business**

Base: All respondents aware of any scheme

England; Unweighted (1359); Weighted (1426)

Wales: Unweighted (181); Weighted (90)

Northern Ireland: Unweighted (102); Weighted (61)



The majority of respondents reported that there were such occasions, and no differences between the three countries were found. As in all waves to date, 'a special occasion' continued to be the most common reason (55%). Other reasons given were 'When I am taking (young) children' (20%); 'when I am with particular people' (16%); 'when I want to go somewhere expensive' and 'when I am in an unfamiliar location' (both 13%).

## 6. Consumer attitudes towards the scheme

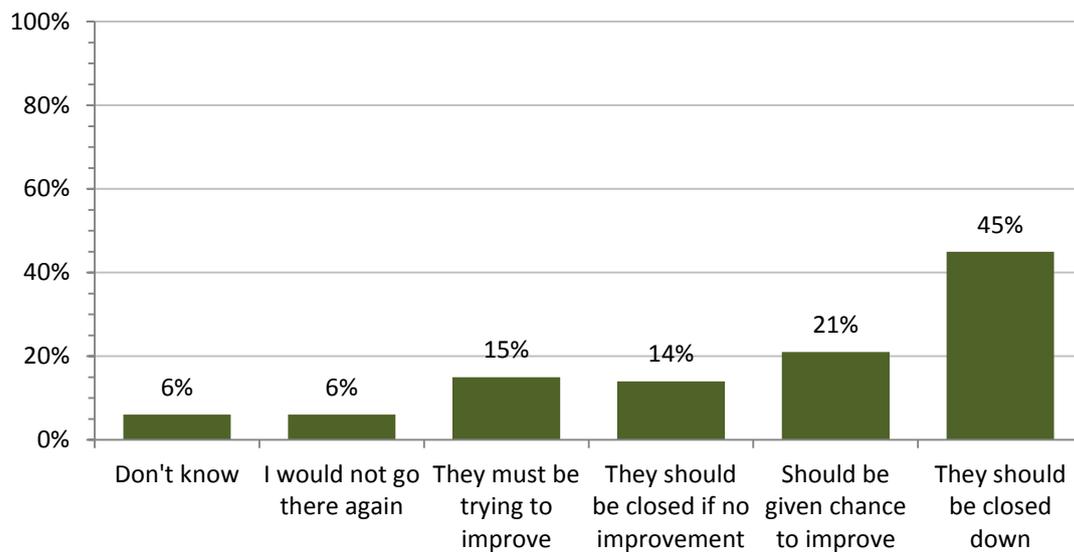
### 6.1 Views on low rated businesses

Respondents were also asked for their views about food businesses that receive a rating of either 0 or 1.

Please see [figure 21](#) for a breakdown of responses across England, Wales and Northern Ireland combined.

**Figure 21: Respondent views on food businesses rated 0 or 1**

Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)



Respondents in Northern Ireland were more likely to report that a food business should be closed down (69%) compared with respondents in England and Wales (44% and 36%). This difference was also found in all previous waves.

Key socio-demographic differences noted:  
**Female respondents** were slightly more likely to report that they should be closed down (48%, compared with 43% of white respondents).

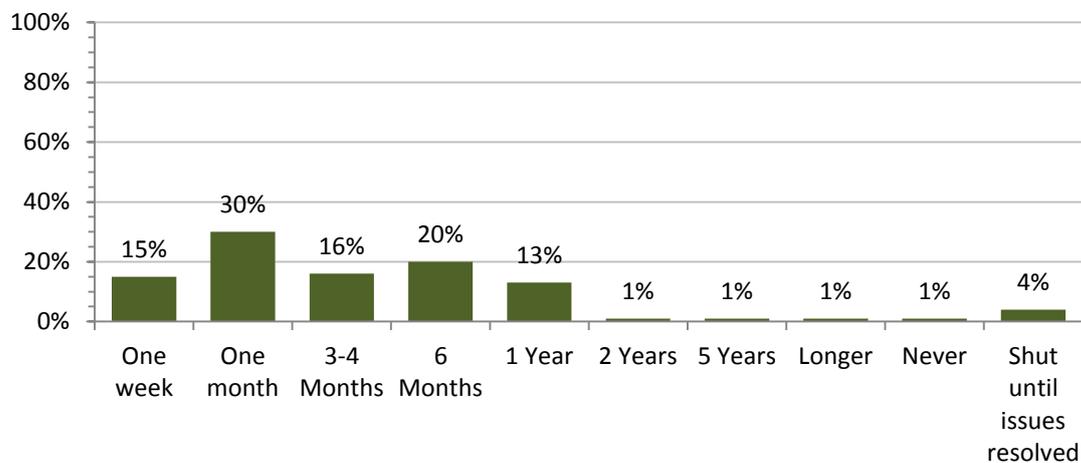
## 6.2 Views on inspection frequency

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

See [Figure 22](#) for a breakdown of responses.

### **Figure 22: Respondent views on inspection frequency**

Base: All respondents aware of any scheme  
England; Unweighted (1359); Weighted (1426)  
Wales: Unweighted (181); Weighted (90)  
Northern Ireland: Unweighted (102); Weighted (61)



As in previous waves, respondents continue to report that there should be relatively short time periods between inspections, with the vast majority of responses falling in the one week to 12 months range.

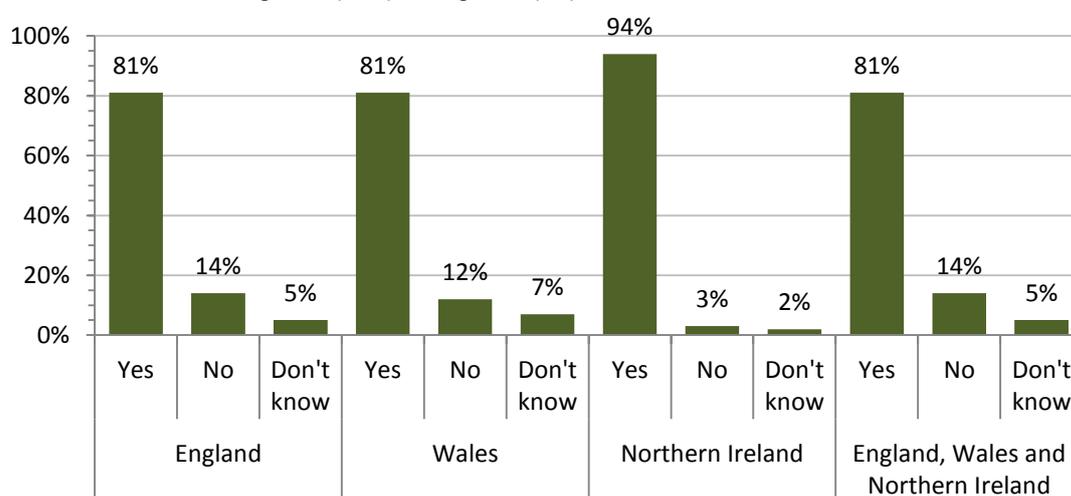
Respondents in Northern Ireland were slightly more likely to report that a business should be shut down until the issues are resolved (11%) compared with respondents in England (4%) and Wales (1%).

### 6.3 Awareness of business display

Respondents were then asked whether they had ever seen a food business displaying its hygiene rating sticker in the last 12 months. See [Figure 23](#) for a breakdown of these responses and [Figure 24](#) for a breakdown on changes over waves to date.

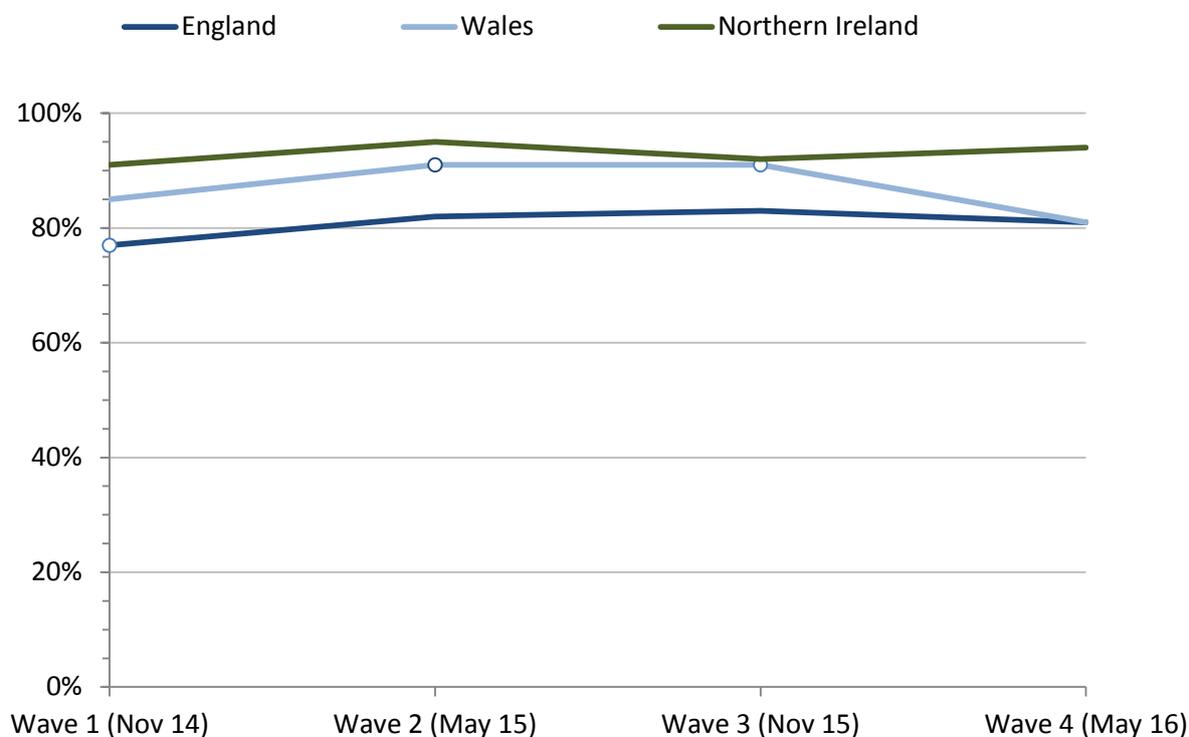
**Figure 23: Proportion of respondents who report having seen a food business displaying a rating in the last 12 months**

Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



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

Base: All respondents aware of any scheme  
Unweighted: 1477-1566  
Weighted: 1403-1481

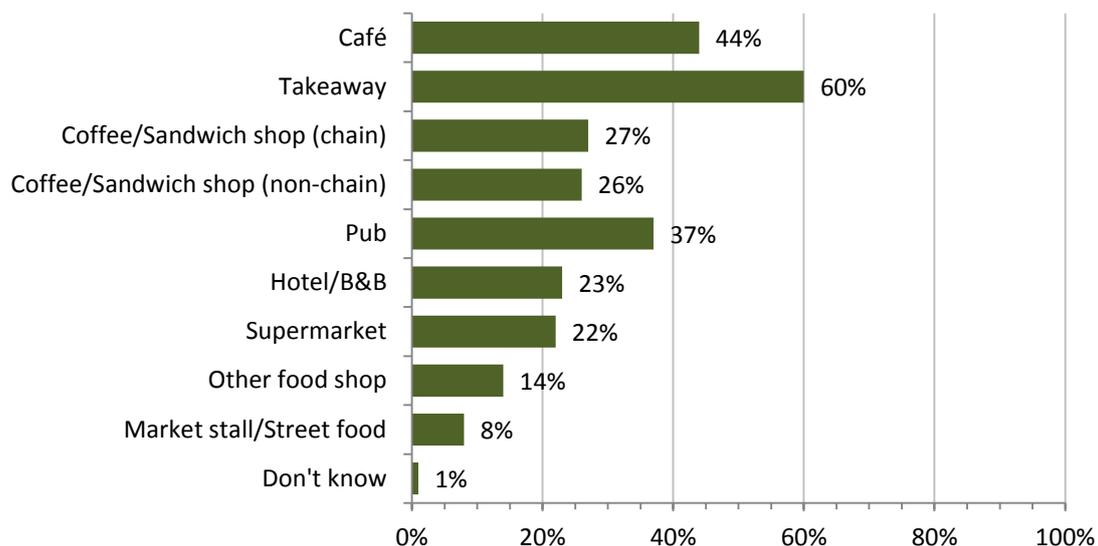


As in previous Waves, the majority of respondents in England (81%), Wales (81%) and Northern Ireland (94%) reported that they had seen a business displaying in the last 12 months. The figure in Wales has fallen from the previous wave (down from 91%)

Respondents who reported having seen a business displaying a rating in the last 12 months were asked what type of business they had seen doing so. The responses are summarised in [Figure 25](#).

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

Base: All respondents who have seen a rating  
England; Unweighted (1079); Weighted (1155)  
Wales: Unweighted (141); Weighted (73)  
Northern Ireland: Unweighted (95); Weighted (58)



Respondents most frequently reported having seen a rating at a takeaway (60%), which was also the most frequent business type reported in the previous waves.

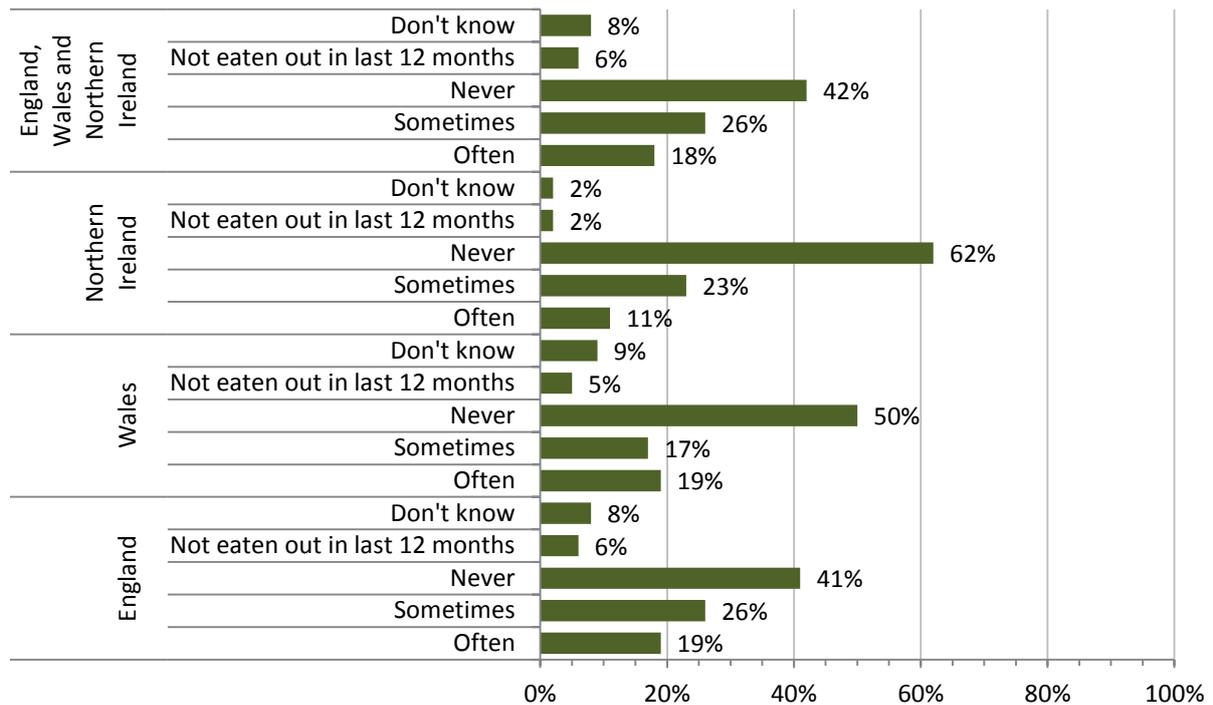
#### 6.4 Frequency of checking FHRS ratings

Respondents were then 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 responses in England, Wales and Northern Ireland.

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

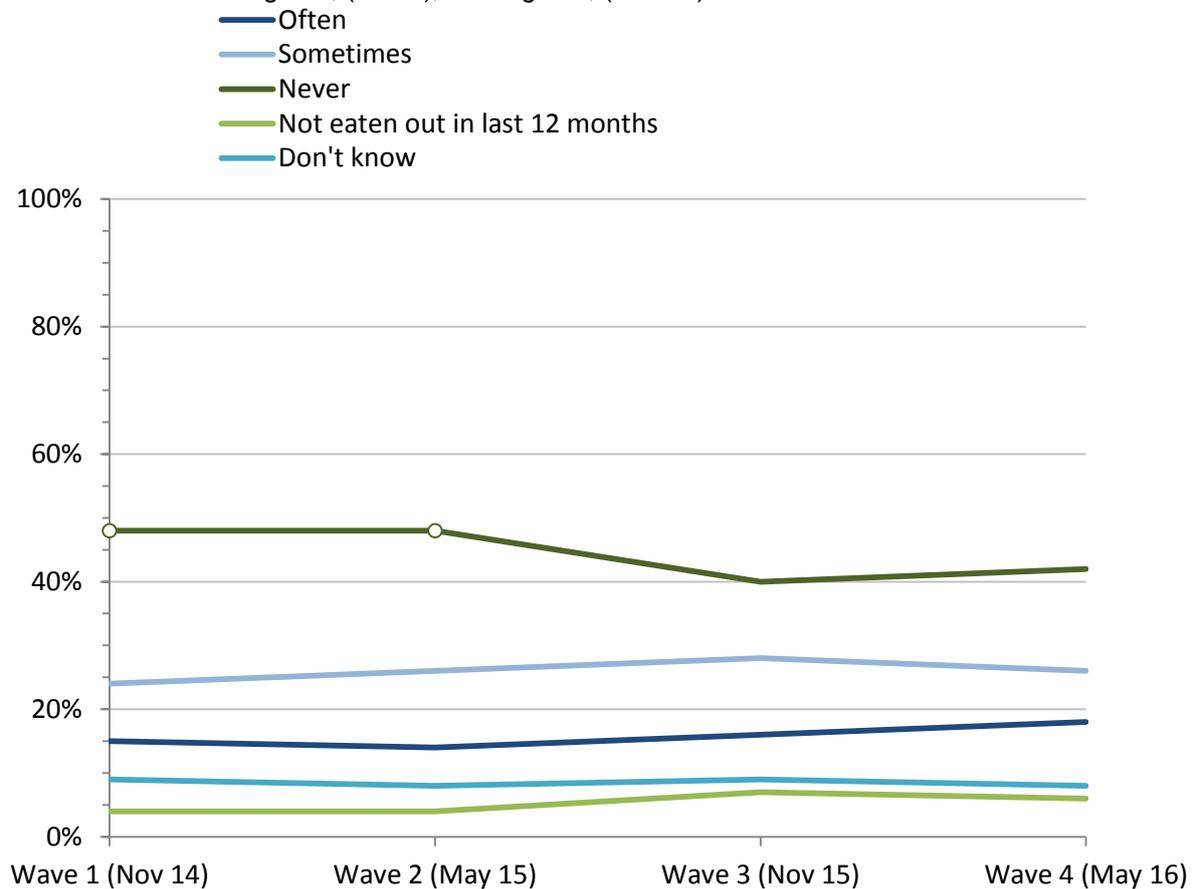
Base: All respondents aware of any scheme  
 England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



Respondents in Wales and Northern Ireland were more likely to report 'Never' checking than respondents in England (50% and 62% compared with 41% respectively).

**Figure 27: Changes over time in Frequency of checking FHRs ratings before deciding to eat out or purchase food**

Note: circles on the graph indicate where there are significant differences to the current wave  
 England – Weighted; (1270-1348), Unweighted; (1242-1303)  
 Wales – Weighted; (72-85), Unweighted; (136-169)  
 Northern Ireland – Weighted; (52-60), Unweighted; (92-101)



Looking at responses from the three countries combined, there have been no significant changes when looking back to the previous waves.

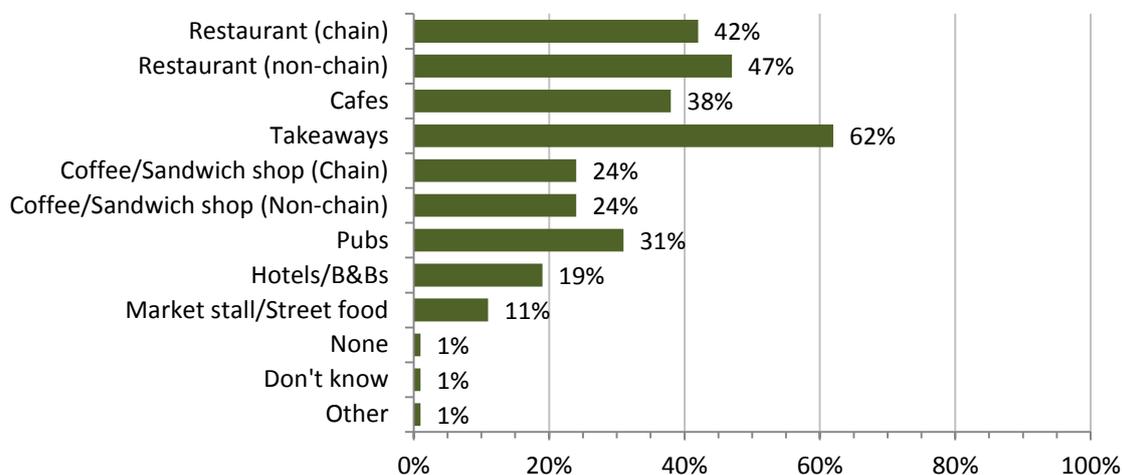
As [Figure 28](#) shows, respondents who reported checking these ratings most frequently reported doing so for Takeaways (62%), a finding that was also apparent in both previous Waves.

**Figure 28: Business types for which respondents report checking the FHRs rating before deciding to eat out**

England – Weighted; (639), Unweighted; (597)

Wales – Weighted; (32), Unweighted; (57)

Northern Ireland – Weighted; (20), Unweighted; (32)



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

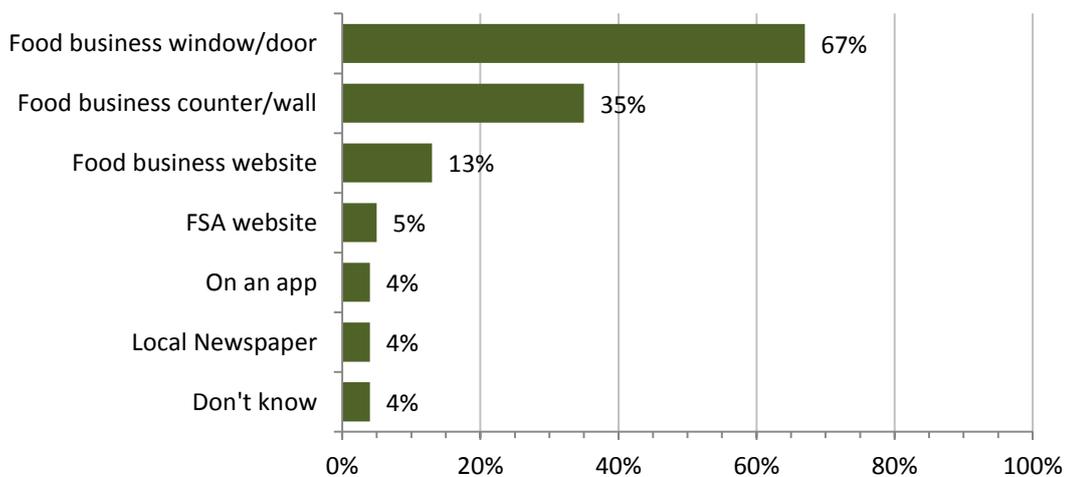
Figure 29 provides a breakdown of responses. Overall, the food business window/door continues to be the most frequently reported location as in all previous waves to date (67%).

**Figure 29: Location where respondent reported obtaining rating**

England – Weighted; (639), Unweighted; (597)

Wales – Weighted; (32), Unweighted; (57)

Northern Ireland – Weighted; (20), Unweighted; (32)



Base: All respondents

England - Weighted base (1680), Unweighted base (1743)

Wales - Weighted base (80), Unweighted base (86)

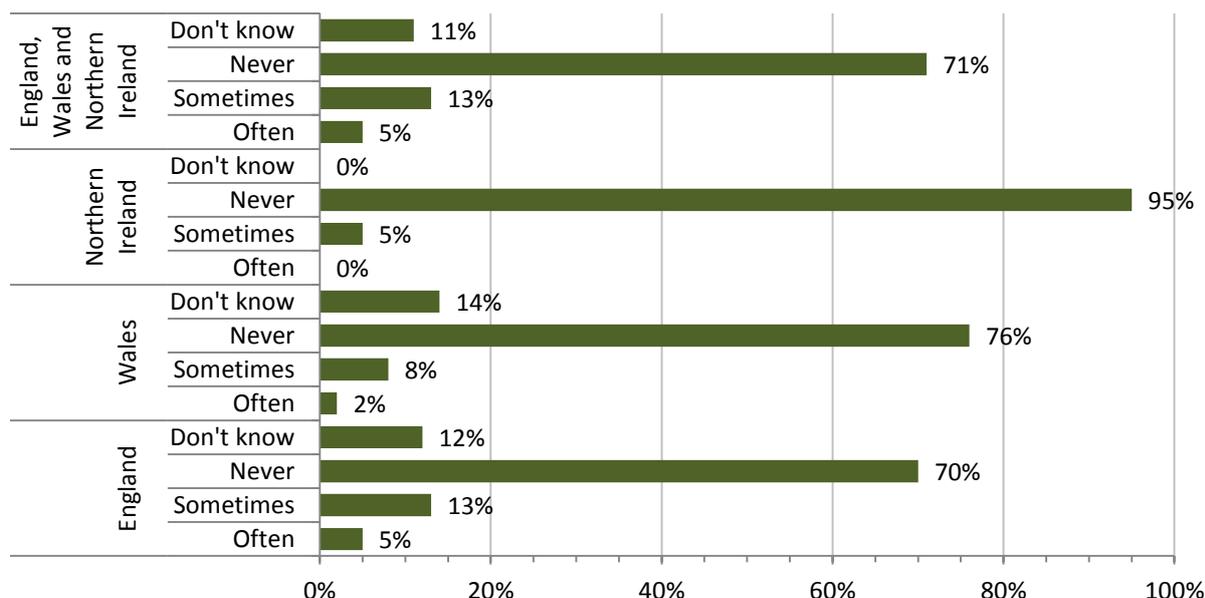
## 6.5 Retrospective use of FHRs rating

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

The majority of respondents (71%) reported never having checked a food businesses hygiene rating after eating out or purchasing takeaway food from it (see [Figure 30](#)).

**Figure 30: Frequency of retrospective use of the FHRS**

England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



The key difference found between countries is that respondents in Northern Ireland were more likely to report never having checked a rating after eating or buying takeaway food from a business (95% compared with 70% and 76% of respondents in England and Wales).

Key socio-demographic differences noted:

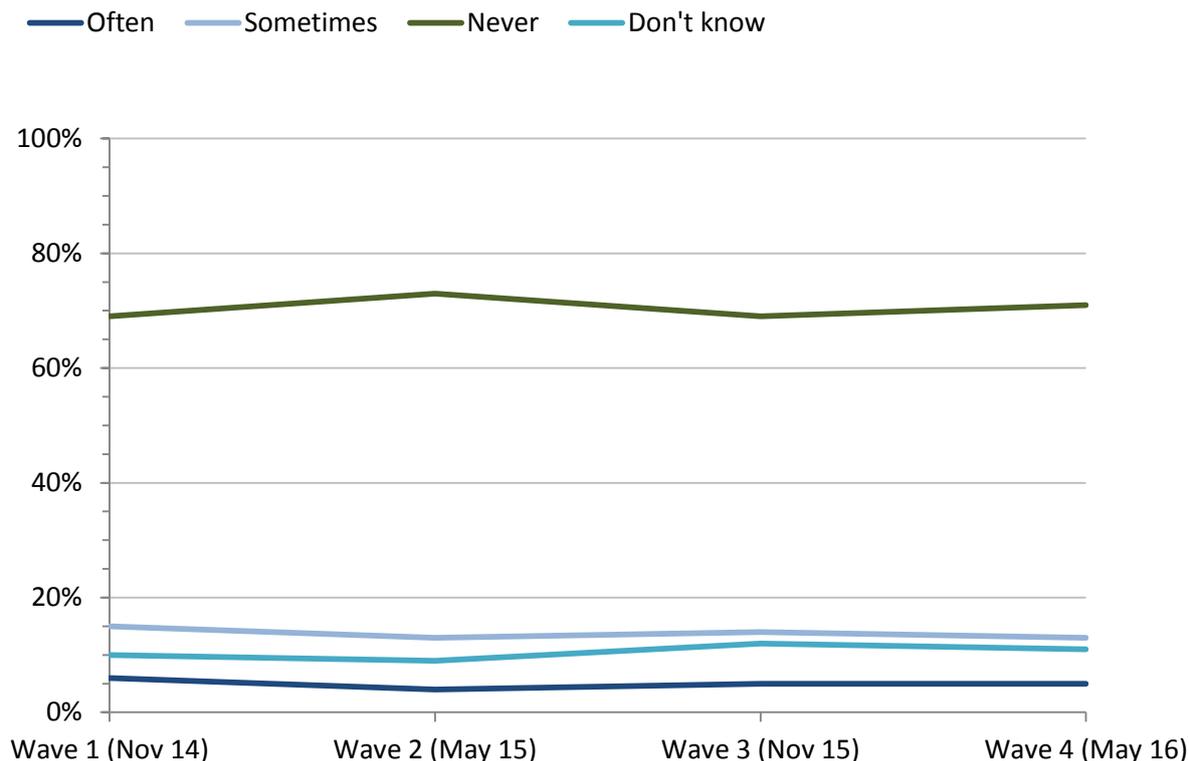
**White respondents** were more likely to report never checking (73% compared with 56% of Minority Ethnic respondents). This was also found in the previous wave.

**Figure 31: Changes over time in Frequency of retrospective use of the FHRS**

England – Weighted; (1270-1336) Unweighted; (1242-1303)

Wales – Weighted; (72-85), Unweighted; (136-169)

Northern Ireland – Weighted; (53-68), Unweighted; (92-101)



Base: All respondents who reported being aware of hygiene standards when they buy food, UK  
 Weighted base (W 10: 1656, W1 - W9: 1709- 1676), Unweighted base (W 10:2183, W1 - W9: 1638- 2260)  
 Circled data points represent statistically significant differences to Wave 10

There are no significant differences in the proportion or responses over waves to date as figure 31 shows.

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

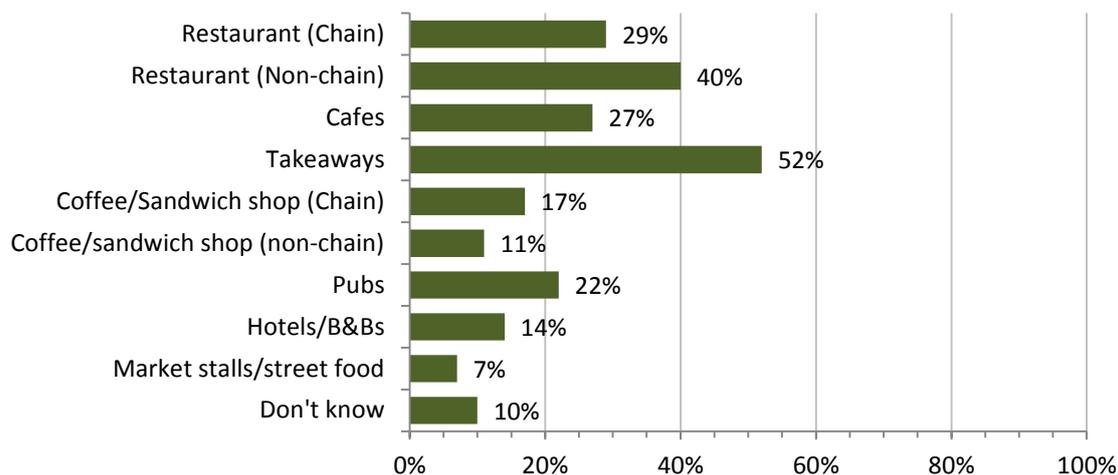
As with prospective checking, takeaways continue to be the most commonly reported business type (52%) as in previous waves.

**Figure 32: Business types for which respondents report checking the FHRS rating retrospectively**

England – Weighted; (275), Unweighted; (265)

Wales – Weighted; (11), Unweighted; (20)

Northern Ireland – Weighted; (1), Unweighted; (2)



Base: All respondents

England - Weighted base (1680), Unweighted base (1743)

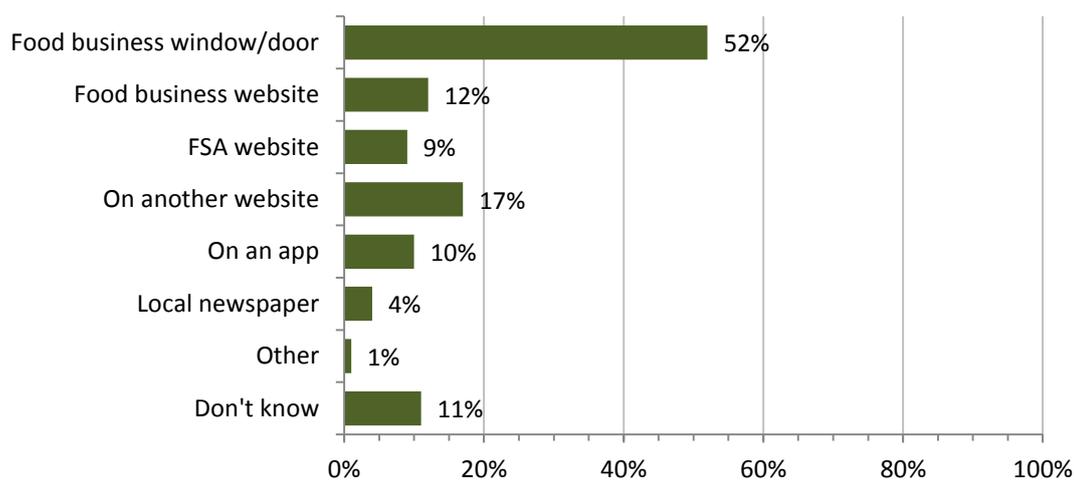
Wales - Weighted base (80), Unweighted base (86)

Respondents were subsequently asked to identify where they obtained this information.

The food business window/door was the most common location, with an overall majority of 52% of respondents referring to it ([see Figure 33](#)). Again, this was also the most common location in previous waves.

**Figure 33.: Location of rating when used retrospectively by respondents**

England – Weighted; (275), Unweighted; (265)  
Wales – Weighted; (11), Unweighted; (20)  
Northern Ireland – Weighted; (1), Unweighted; (2)

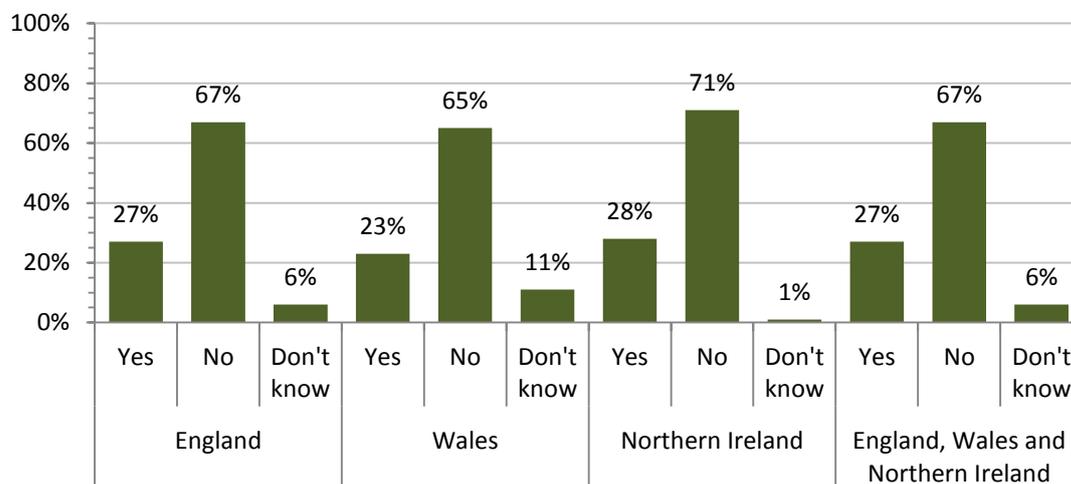


**6.6 Avoiding poor performing businesses**

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.

**Figure 34: Proportion of respondents who report having avoided food businesses with poor hygiene**

England; Unweighted (1359); Weighted (1426)  
 Wales: Unweighted (181); Weighted (90)  
 Northern Ireland: Unweighted (102); Weighted (61)



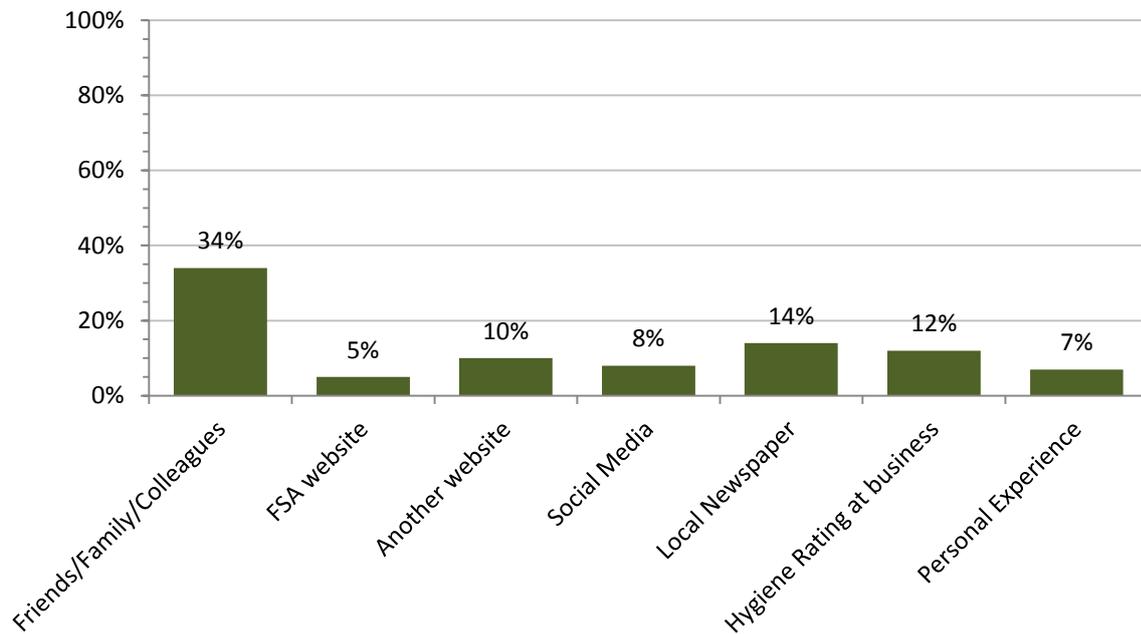
The proportion of respondents who report not having done so had fallen significantly in Northern Ireland (71%, down from 85%). The most common source of information about poor hygiene was reportedly from 'Friends/Family/Colleagues' (34%). Other commonly mentioned sources included 'Saw the rating at the food business' (12%), and 'Local newspaper' (14%).

**Figure 35: Reported sources of information on poor hygiene standards.**

England – Weighted; (342), Unweighted; (325)

Wales – Weighted; (32), Unweighted; (61)

Northern Ireland – Weighted; (9), Unweighted; (15)



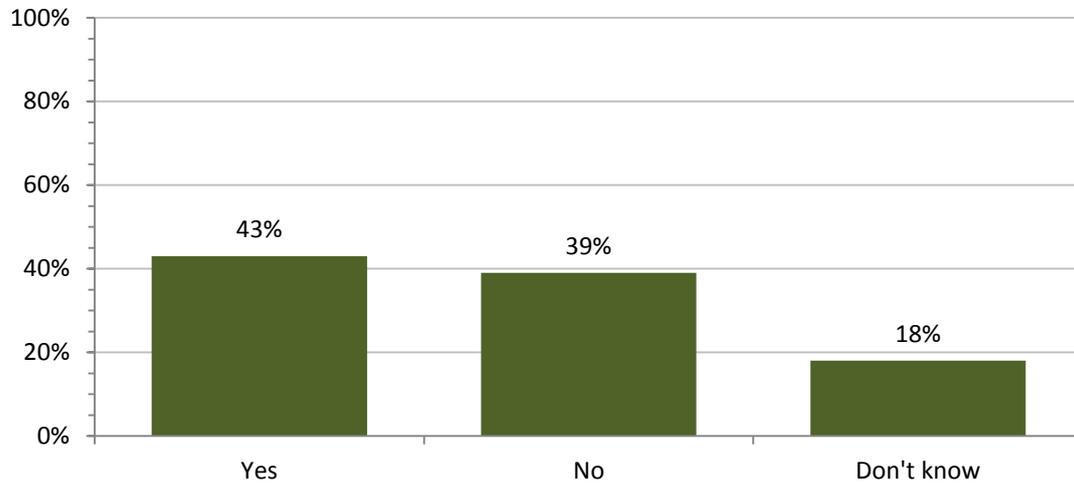
These respondents were then asked whether they knew what food hygiene rating the business had received. Responses were split– see [Figure 36](#).

**Figure 36: Knowledge of the rating of a food business when choosing to avoid a food business due to a hygiene related issue**

England – Weighted; (261), Unweighted; (248)

Wales – Weighted; (22), Unweighted; (44)

Northern Ireland – Weighted; (7), Unweighted; (12)



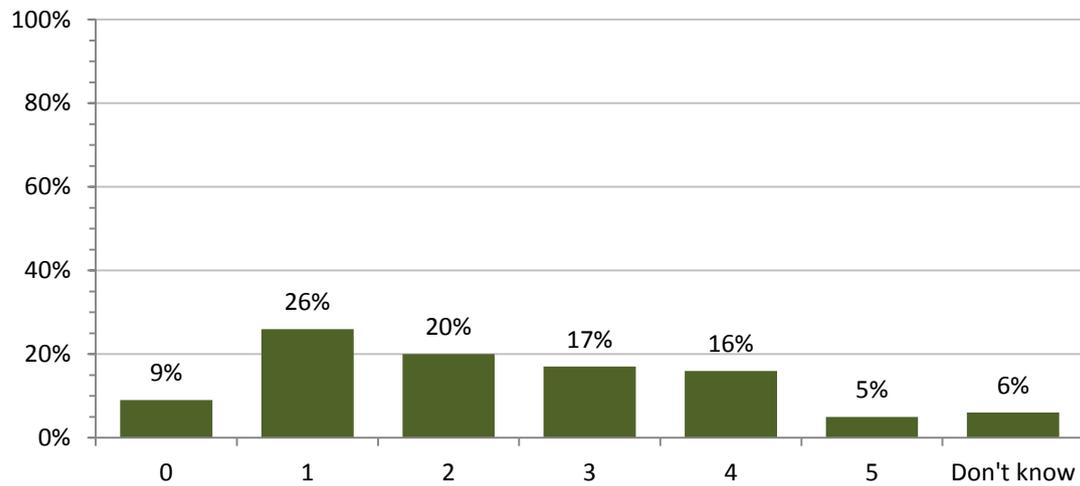
Finally, respondents who said that they were aware of the rating of the food business were asked to identify what rating the business had received. Responses were mixed - [Figure 37](#) provides a full breakdown of reported ratings.

**Figure 37: Reported ratings of businesses that respondents chose to avoid due to a hygiene-related issue**

England – Weighted; (175), Unweighted; (165)

Wales – Weighted; (20), Unweighted; (41)

Northern Ireland – Weighted; (4), Unweighted; (7)



## 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*