

Food Hygiene Rating Scheme (FHRS)

Biannual Public Attitudes Tracker

Wave 1 – November, 2014



Food Standards Agency
Social Science Research Unit

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Executive summary

The Food Standards Agency (FSA) has included a number of questions on the Food Hygiene Rating Scheme (FHRS) in the TNS consumer omnibus survey tracker.¹ This report sets out the findings of the first wave of the TNS survey to include these questions. The survey will continue to run on a biannual basis with the FHRS questions. The purpose is to track over time consumer awareness of the FHRS, their attitudes to the scheme and to monitor use of ratings.

Fieldwork for Wave 1 of this new bespoke FHRS tracker took place between 14 November and 5 December. Face to face interviews were conducted with a representative sample of 1,971 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.²

Unless specifically stated otherwise in the report, 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 1 Key Findings

Awareness

- Nearly half of respondents were aware of the FHRS, with 45% reporting that they had either seen or heard of the scheme.
- The most common source of information (79% of respondents) was a sticker/certificate at food business premises.

Recognition

- Consumer recognition of the scheme materials was high - 69% of all respondents reporting having seen the FHRS sticker before.
- Recognition was significantly higher in Northern Ireland (82%) but not in Wales (75%).
- There were no significant changes on previous waves on recognition in any of the three countries.

¹ See www.tnsglobal.com

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

- A large number of respondents reported that they had seen a food business displaying their rating in the last 12 months - 77% of respondents in England, 85% in Wales and 91% in Northern Ireland.

Use

- In terms of use, 40% of respondents in England, 36% in Wales and 51% 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 checking the rating, 40% of respondents in England, 39% in Wales and 23% in Northern Ireland (significantly lower than the other two countries) reported that they either often or sometimes do so before deciding where to eat out.
- A rating of 3 was identified most frequently as the lowest acceptable that consumers would consider - 42% in England, 46% in Wales and 54% in Northern Ireland.
- Only 16% of respondents said they would consider purchasing food from a business with a rating lower than their minimum acceptable rating.

Views on mandatory display

- The vast majority of respondents (84% overall) believe that businesses should be legally required to display their rating – 84% in England, 89% in Wales and 94% in Northern Ireland.
- The proportion of respondents supporting mandatory display in Northern Ireland was significantly greater than in England.

1. Introduction

1.1 Background

The Food Hygiene Rating Scheme (FHRS) operating in England, Wales and Northern Ireland was formally launched in November 2010 (a similar scheme, the Food Hygiene Information Scheme is operating 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.

There are six hygiene ratings on a simple numerical scale ranging from '0' (urgent improvement required) 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).

In 2001, the Food Standards Agency (FSA) commissioned a biannual Public Attitudes Tracker survey to monitor key areas of concern for consumers in relation to food. Subsequently, in 2010, after roll-out of FHRS, four questions relating to awareness of initiatives and schemes concerning hygiene standards of the places people choose to eat out or purchase food were added. These included questions on the FHRS and explored awareness of the scheme and recognition of scheme materials.

In 2014, the FSA decided to explore consumer attitudes to FHRS in greater detail so commissioned a bespoke FHRS Biannual Public Attitudes Tracker survey. The aim of this bespoke survey is to monitor consumer awareness of the scheme, attitudes to it and use of ratings.

1.2 Methodology

This is the first wave of the bespoke FHRS Biannual Public Attitudes Tracker survey.

Fieldwork took place between 14 November and 5 December and 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 1,971 adults (aged 16 and over) across England, Wales and Northern Ireland were interviewed. The questionnaire is reproduced at [Annex A](#).

1.3 Reporting

The following report provides findings from in-house analysis. The findings are presented in the same order as the corresponding questions were asked as part of the questionnaire.

This is a new survey but a number of the questions were previously included in the FSA's wider Public Attitudes Tracker survey so some wave on wave comparisons are included. Such comparisons are statistically significant where made, unless otherwise specified. As the survey continues to run, more wave on wave data 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

Participants were initially asked what they take into account when deciding where to go when eating out or buying takeaway food. The aim of this question was to provide the FSA with evidence on the extent to which food hygiene is top of mind when making decisions about where to eat.

As [Figure 1](#) shows the most frequently reported factors were: Quality/Type of food (54%); Price (42%); and Location/Convenience (31%). In contrast, a smaller proportion of consumers mentioned factors relating to food hygiene, including both Hygiene standards/Food safety (16%); and the Food Hygiene Rating (6%).

In Northern Ireland, a greater number of participants made reference to Hygiene standards/Food safety (36%), compared with 17% of participants in England and only 3% in Wales.

Figure 1: Considerations when eating out or purchasing takeaway food

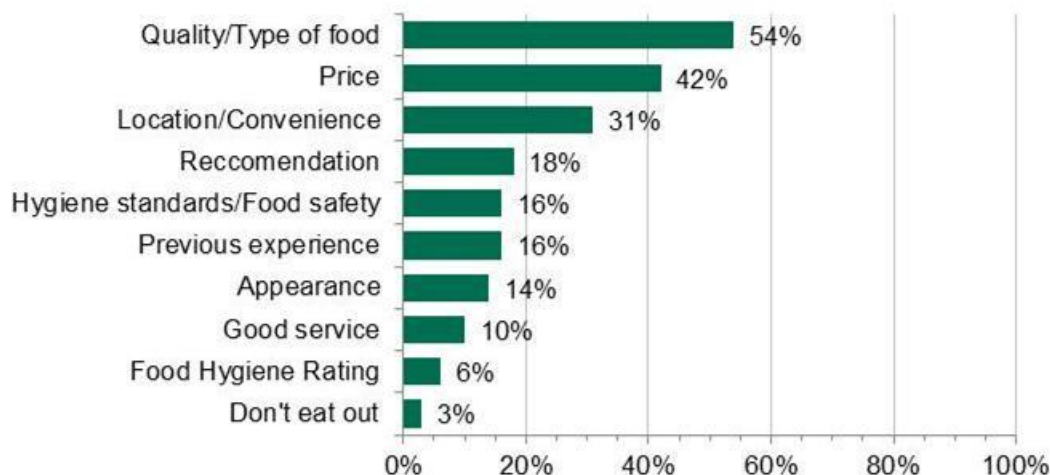
Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

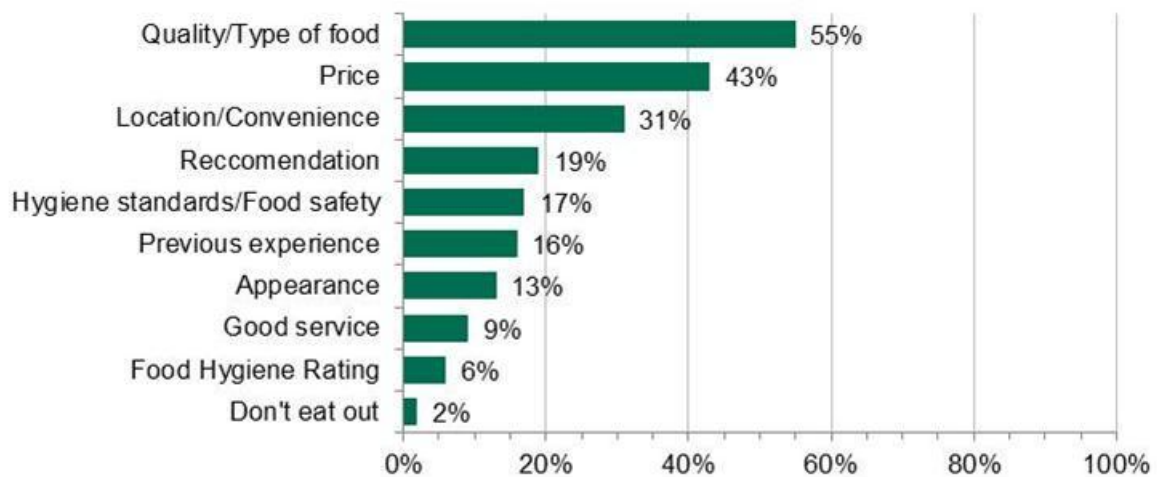
Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

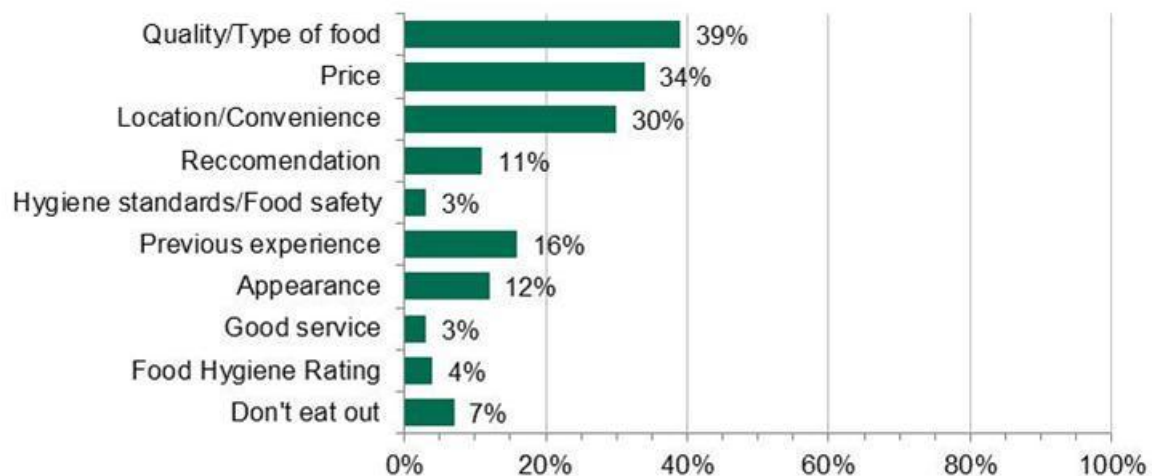
a) All respondents



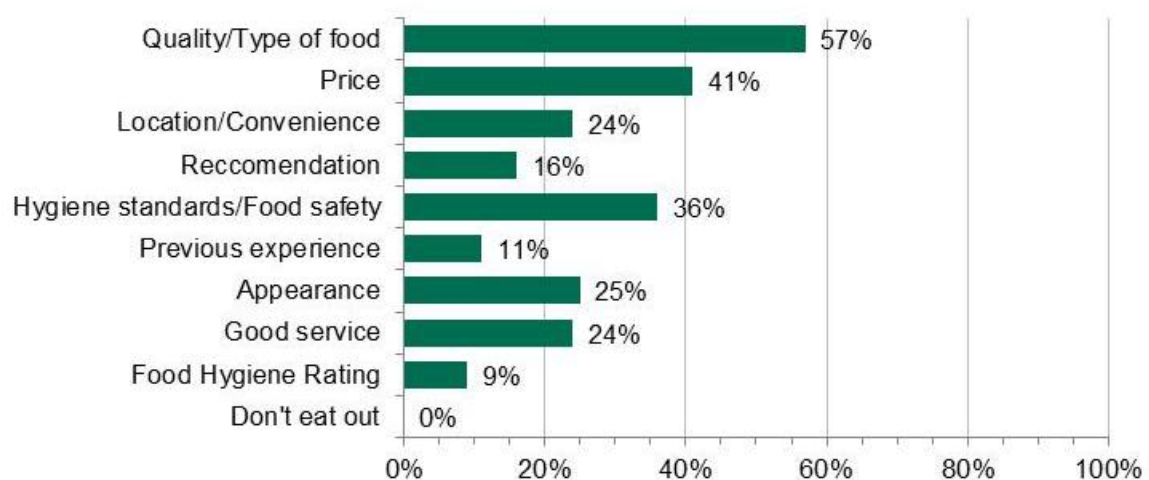
b) England



c) Wales



d) Northern Ireland



The above results were found to vary based on a number of key socio-demographic factors:

Women were more likely to mention Hygiene standards/Food safety (19%) as a factor than Men were (14%).

Respondents aged 16-24 were significantly less likely to mention Hygiene standards/Food safety (9%) than each other age group. This group of participants were also significantly less likely to mention a Food Hygiene Rating (2%) than participants aged 35-44 (7%) 45-54 (6%) 55-64 (9%) and 75+ (7%).

Respondents aged 65-74 were significantly less likely to mention a Food Hygiene Rating (4%) than respondents aged 55-64 (9%).

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

Participants were then shown a list of potential factors taken into consideration when deciding where to eat out or purchase takeaway food and asked to provide their first, second and third most important factor. Responses are shown in [Figure 2](#). Interestingly, when asked to list their considerations in order of importance, Hygiene standards/Food safety were a more prominent factor than when participants were simply asked what they took into consideration when eating out. Overall, consumers most frequently mentioned top three factors were: Quality/Type of food (60%); Price (44%); and Hygiene Standards/Food Safety (36%).

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



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

Interestingly, differences between the three countries were found. Significantly less participants in Wales included mention of Hygiene standards/Food safety in their top three (27%), than in England (36%). The respective figure was significantly greater in Northern Ireland, at 48%, than in both England and Wales. In Wales, a greater proportion of participants included a Food Hygiene Rating in their list (28%), compared with England (20%).

A number of socio-demographic factors were found to influence responses to this question:

Women were again significantly more likely than men to include Hygiene standards/Food safety in their top three choices (42% compared with 30%).

Respondents aged 75+ were significantly less likely to include Food hygiene/Food standards in their top three choices (28%), compared with respondents aged 25-34 (38%), 35-44 (40%) and 45-54 (38%).

Social grade AB respondents were significantly less likely to include Food hygiene/Food standards in their top three factors (30%) than were Social grade C2 (38%) or DE (39%) respondents.

2.3 Considerations when purchasing food from supermarkets and other shops

Participants were asked to consider what factors they take into account when buying food from supermarkets and other shops. As [Figure 3](#) shows, Price (64%), Location/convenience (50%) and Quality/type of food (44%) were overwhelmingly the more common factors. In contrast, only 11% of participants made reference to Hygiene standards/Food safety, and only 3% of participants mentioning the Food Hygiene Rating of a business.

Significantly more participants in England made reference to Hygiene standards/Food safety (11%), than in Wales (3%), however the figure in Northern Ireland was significantly higher than both (32%). In Northern Ireland, significantly more participants mentioned a Food Hygiene Rating in their response (7%) compared than either England or Wales (3% and 1% respectively).

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

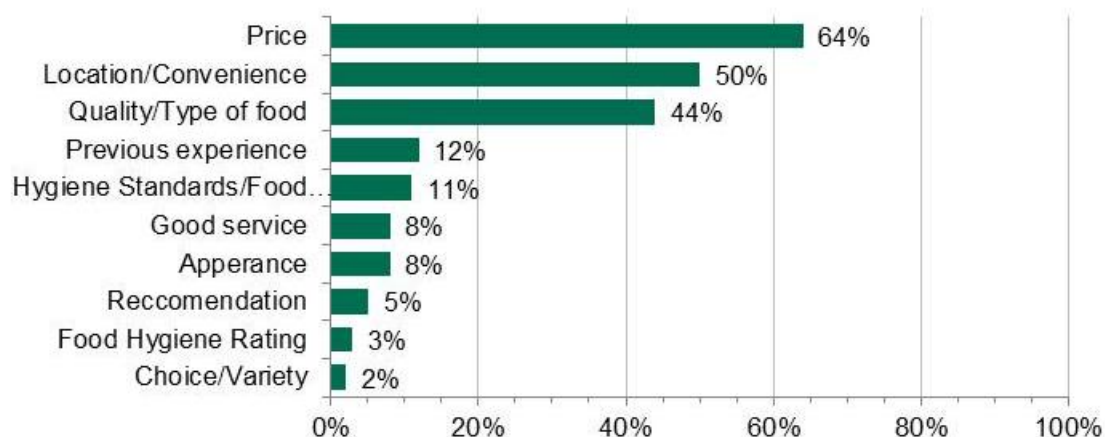
Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

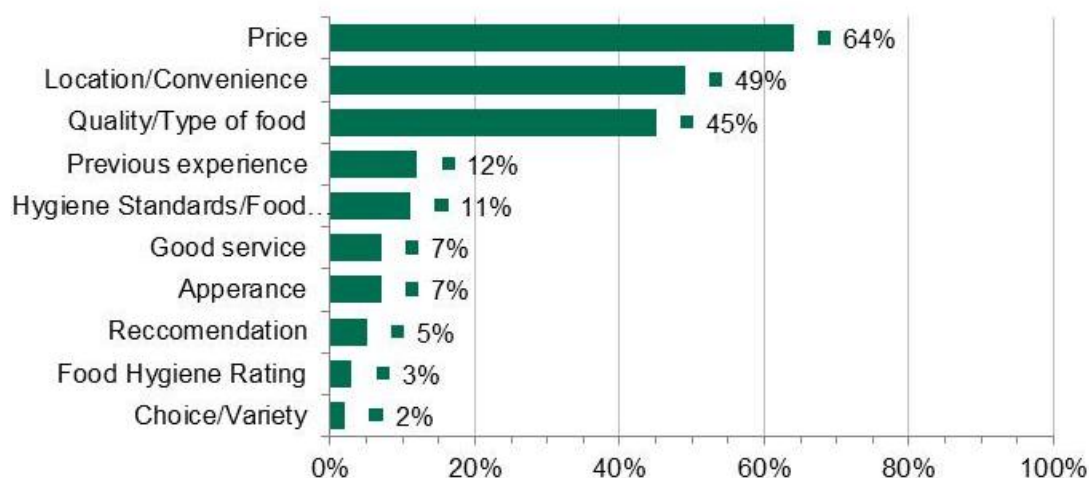
Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

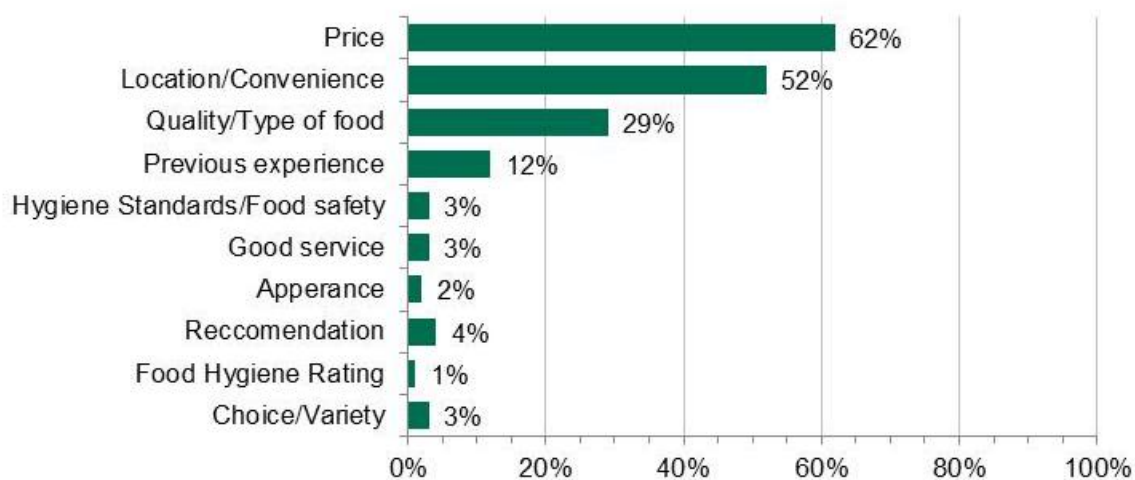
a) All respondents



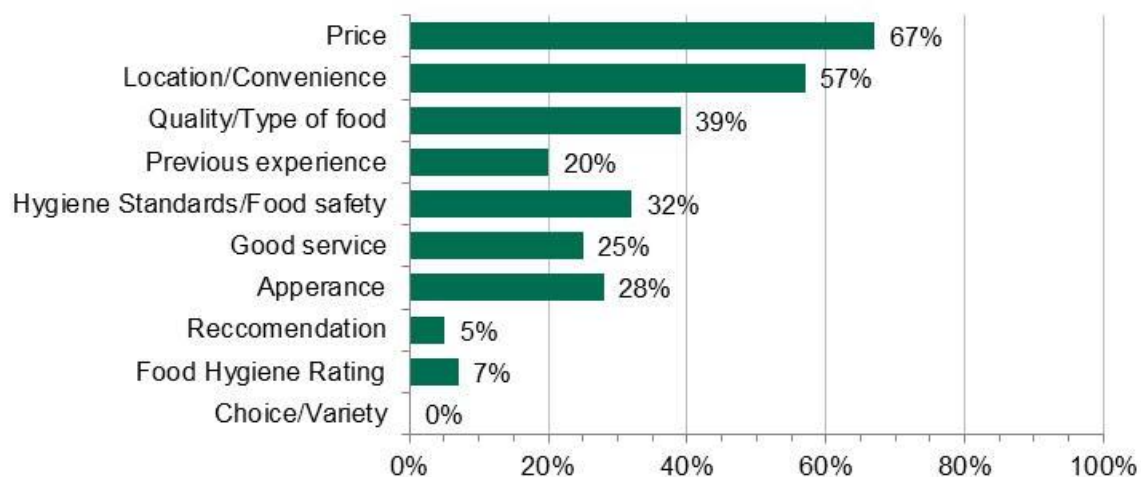
b) England



c) Wales



d) Northern Ireland



The following socio-demographic differences were found amongst respondents:

Respondents aged 75+ were significantly more likely than respondents aged 16-24 to mention Hygiene standards/Food safety (14% and 8% respectively). They were also significantly more likely to mention a Food Hygiene Rating (6%) than respondents aged 16-24 (1%), 25-34 (2%) or 35-44 (2%).

Social grade DE participants were significantly more likely to mention Hygiene standards/Food safety (14%) than social grade C1 (8%).

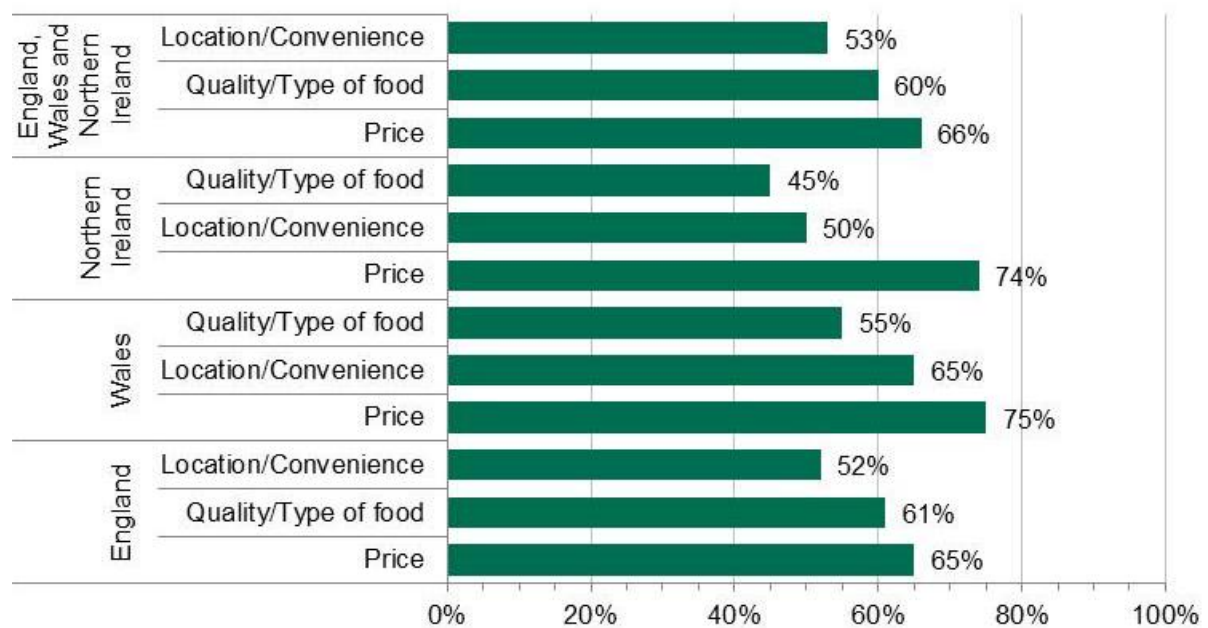
Social grade C1 participants were significantly less likely to reference a Food Hygiene Rating (2%) than both Social grade C2 (4%) or DE (3%) participants.

2.4 Top three consumer considerations when purchasing food from supermarkets and other shops

When asked to consider their top three considerations when purchasing food from supermarkets and other food shops, Price (66%), Quality/type of food (60%) and Location/convenience (53%) were again the most frequently cited factors (see [Figure 4](#)).

Hygiene standards/Food safety and a Food Hygiene Rating were mentioned relatively more frequently than on the previous question (25% and 12% respectively) with significantly more participants in Northern Ireland referencing Food hygiene standards/Food safety than in Wales (31% compared with 20%).

Figure 4: Top three considerations when purchasing food from supermarkets and other shops



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

3. Awareness and recognition

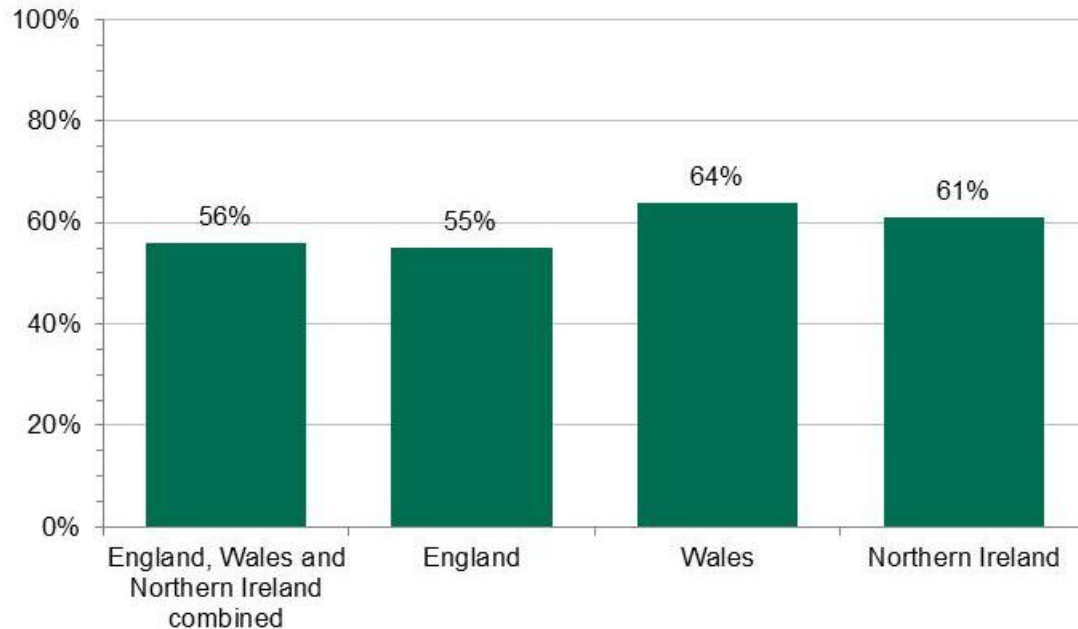
3.1 Awareness

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 set of questions aimed to provide the FSA with evidence on the extent to which consumers are aware of the FHRS and have access to ratings.

Participants were initially asked whether they were aware of any schemes that provide information on hygiene standards of places they eat out at or purchase food. At this stage, they were not asked specifically about the FHRS.

In total, 56% of respondents reported having seen or heard of any such rating scheme (see [Figure 5](#)). Participants in Wales were significantly more likely to have seen or heard of a rating scheme (64%) than participants in England (55%). In Northern Ireland, the figure (61%) did not differ significantly compared to either country.

Figure 5: Awareness of schemes and initiatives that provide information on hygiene standards



Proportion of respondents who report having seen or heard of schemes and initiatives that provide information on hygiene standards

Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (181)

Northern Ireland - Weighted base (64), Unweighted base (121)

The following socio-demographic differences were found:

White respondents were more likely to report awareness than minority ethnic participants (59% compared with 38%).

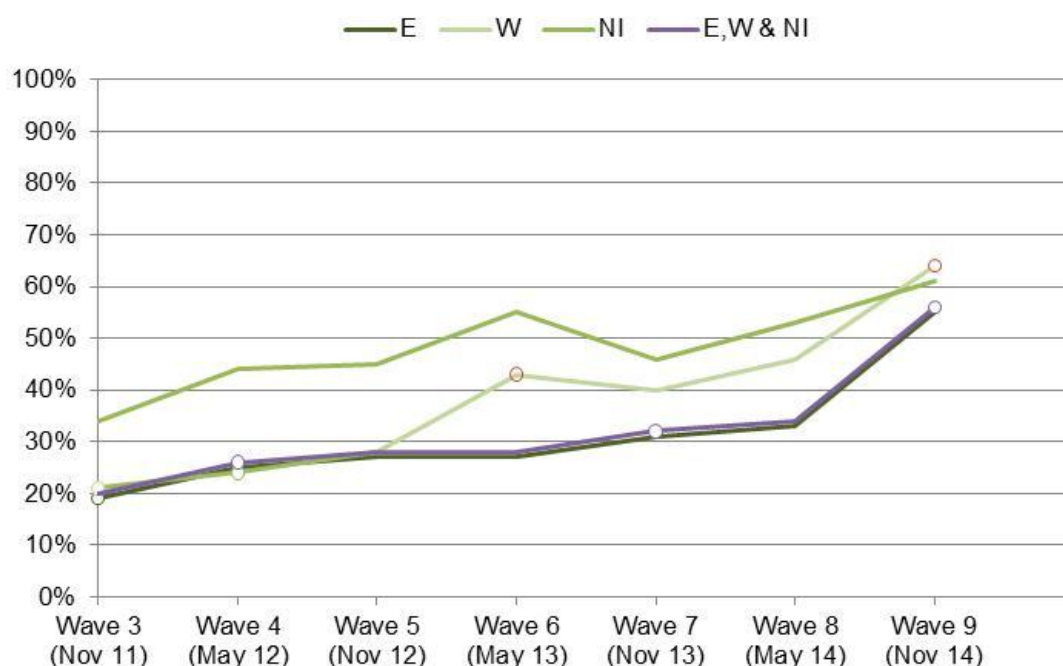
Social grade AB respondents were significantly more likely to report awareness than any other social grade (69% compared with 59% of both C1 and C2 respondents, and 43% of DE respondents).

Social grade DE respondents were significantly less likely to report awareness than any of the other social grades (43%).

This question was also asked previously as part of the wider FSA Consumer Attitudes Tracker, allowing for a comparison of any changes over time. For the purposes of comparison, the first wave of the bespoke FHRS tracker is referred to as 'wave 9' in [Figure 6](#) below and elsewhere in this report where comparison is made to previous years.

Since wave 8 (conducted in May, 2014), there has been a significant increase in the number of respondents reporting having seen or heard of any such scheme (56% up from with 34%) across the three countries.

Figure 6: Changes in awareness of hygiene schemes and initiatives (England, Wales, Northern Ireland and all countries combined)



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

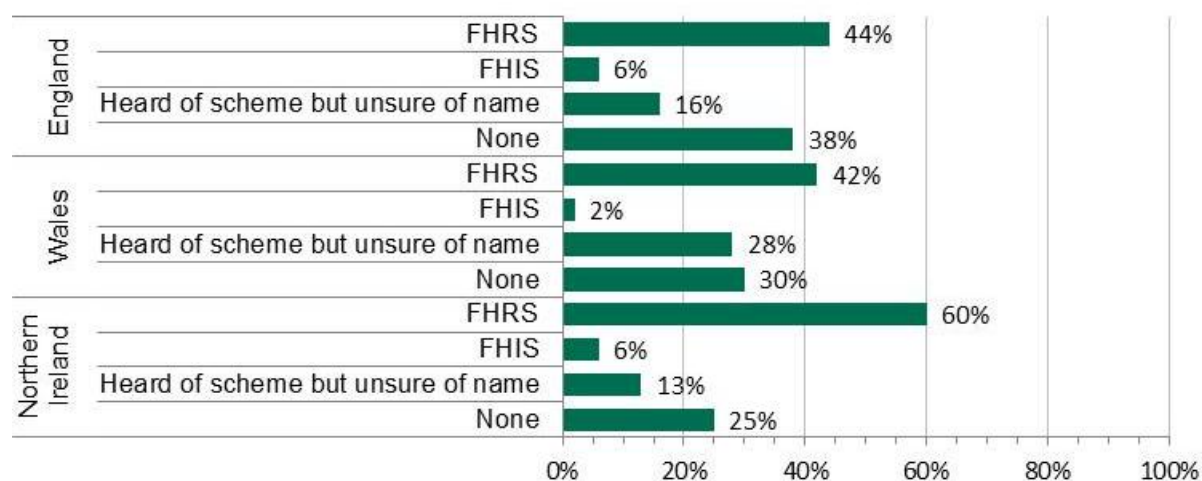
Note: the circles on the graph indicate where there has been a significant increase on the previous wave

This pattern held in both England and Wales. In England, the figure rose from 33% in wave 8 to 55% in the current survey. In Wales, the figure rose from 46% to 64%. There was no significant change in Northern Ireland from the previous survey (61% compared with 53%).

Participants were then shown the names of the FSA 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.

In total, 45% of participants reported having seen or heard of the FHRS. When looking at the figures at a country level (see [Figure 7](#)), a significantly larger proportion of participants reported awareness of the FHRS in Northern Ireland (60%) than in England (44%) and Wales (42%).

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



Base: All respondents

England - Weighted base (1,680), Unweighted base (1,743)

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

Northern Ireland - Weighted base (64), Unweighted base (115)

Interestingly, in Wales, a significantly greater proportion of participants reported having heard of a scheme but weren't sure of the exact name (28%) compared with participants in England and Northern Ireland (16% and 13% respectively).

Variation in awareness according to socio-demographic factors was found:

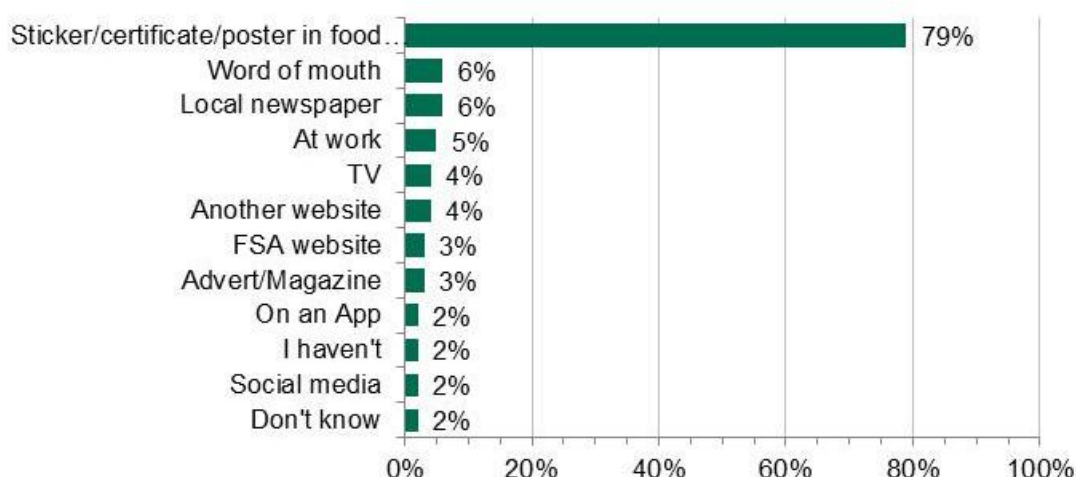
White respondents were more likely to report having seen or heard of the FHRS than minority ethnic respondents (47% compared with 31%).

Respondents aged 75+ were significantly less likely to have heard of the FHRS than any other age group (24% compared with 43% for 16-24, 50% for 25-34, 48% for 35-44, 45% for 45-54, 51% for 55-64, and 39% for 65-74).

Respondents who reported being aware of the FHRS subsequently were asked about 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 (79%). [Figure 8](#) provides a more extensive list of reported sources of 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 (1,270), Unweighted base (1,242)

Wales - Weighted base (80), Unweighted base (136)

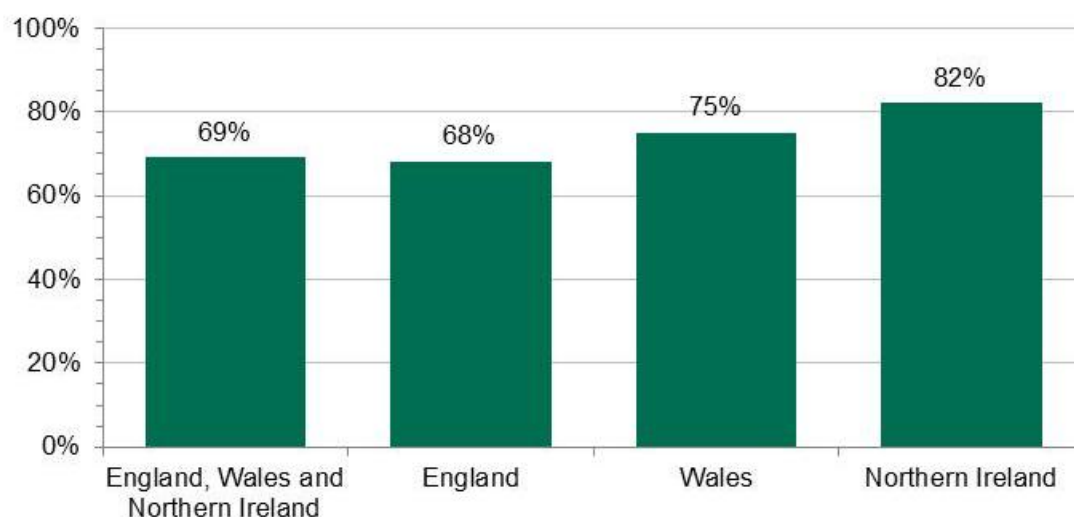
Northern Ireland - Weighted base (53), Unweighted base (99)

A larger proportion of respondents in Northern Ireland (96%) mentioned a sticker/certificate/poster than in England or Wales (both 79%). In contrast, Word of Mouth was reported more in Wales (12%) than in either England or Northern Ireland (5% and 4% respectively).

3.2 Recognition of FHRS branding

Participants were next shown images of FHRS stickers. In total, 69% of respondents reported having seen the sticker before (see [Figure 9](#)). A significantly greater proportion of participants in Northern Ireland recognised the sticker (82%) than in England (68%). In Wales, the figure was 75%.

Figure 9: Reported awareness of FHRs stickers



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

Socio-demographic differences included:

Respondents aged 75+ were significantly less likely to have seen the FHRs sticker (27% compared with 49%-86% for other age groups).

Respondents aged 16-24 were significantly more likely to have seen the FHRs sticker (86%) than respondents aged 35-74 (ranging from 49-79%).

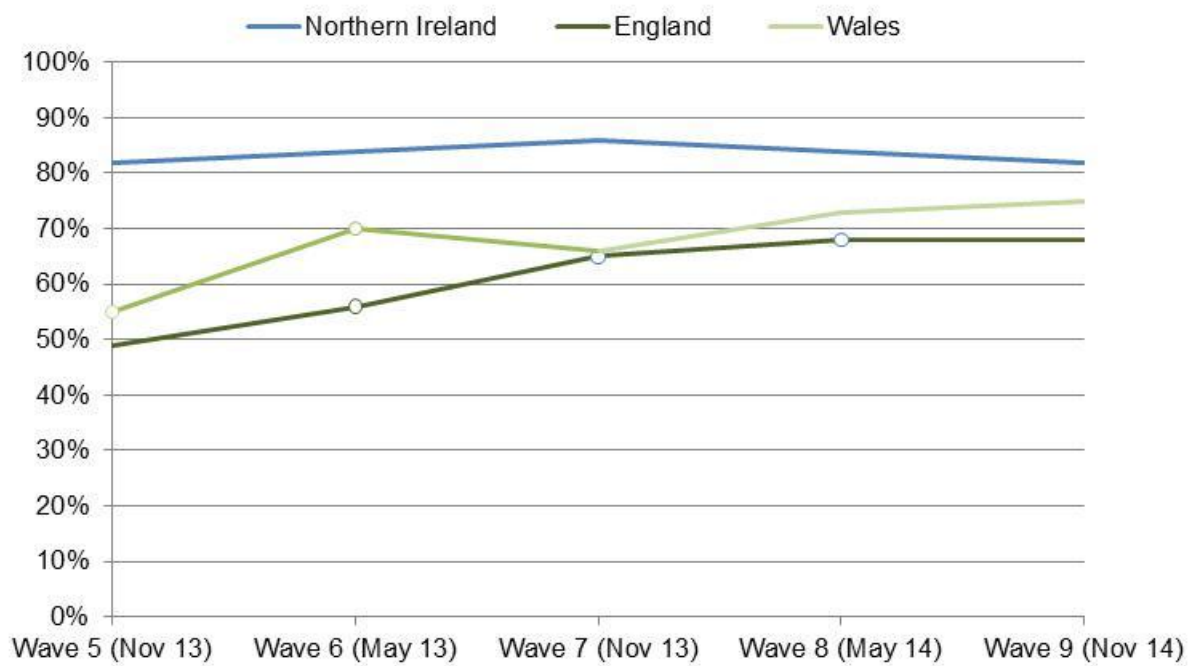
Social grade DE respondents were significantly less likely to report having seen an FHRs sticker (58%) than social grade AB, C1 or C2 respondents (74%, 73% and 75% respectively).

White respondents were significantly more likely to have seen an FHRs sticker than ethnic minority respondents (71% compared with 58% respectively).

When looking back to May 2014, there had been no significant changes in any of the three countries ([Figure 10](#)). In England, the figure remained unchanged at 68%. In Wales, the figure was 73%, and in Northern Ireland was 84%.

In Wales, participants were also shown examples of the stickers for the new statutory scheme operating there. The stickers are very similar but also include the Welsh Government logo. In total, 71% of participants reported having seen these before. Unsurprisingly, when participants in England and Northern Ireland were shown the Welsh specific scheme sticker, only 8% and 2% of participants in each country respectively reported having seen them.

Figure 10: Changes in reported awareness of FHRS stickers over time



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

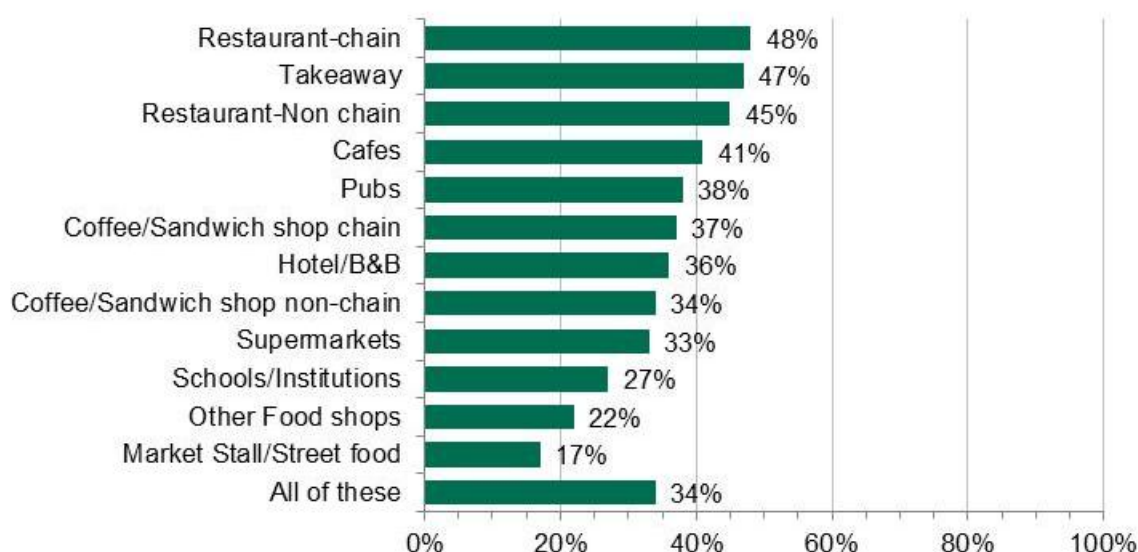
4. Consumer understanding of scheme

As awareness of the FHRS increases, the FSA wishes to assess how well consumers understand the different characteristics of the scheme, such as types of businesses given a rating, who has responsibility for the scheme, and how the inspection process works. Having access to this information will give the FSA an indication as to what the scheme and the ratings themselves mean to consumers and whether any further work is required in terms of promoting the scheme to consumers.

4.1 Types of businesses given a rating

Participants who reported awareness of the FHRS were initially shown a list of food business types and asked which ones they believed were covered by the scheme. As [Figure 11](#) shows, the three most commonly included business types were Restaurant-chain (48%), Takeaway (47%) and Restaurant-non chain (45%). Respondents tended to include Schools/institutions, Other Food shops, and Market stalls/Street food less frequently (27%, 22% and 17% respectively).

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



Base: All respondents

England - Weighted base (1,270), Unweighted base (1,242)

Wales - Weighted base (80), Unweighted base (136)

Northern Ireland - Weighted base (53), Unweighted base (99)

In total, 34% of participants listed “All of these” as being covered by the scheme. Less than 1% of participants reported the answer “anywhere that sold food”.

Participants in England were significantly less likely to include “All of these” as an answer (32%), compared with Wales and Northern Ireland (49% and 50% respectively). In Wales, 5% of participants answered “anywhere that sells food”, a significantly higher proportion than in either England or Northern Ireland (both < 1%).

4.2 Scheme responsibility

All participants who reported awareness of the FHRs were then asked who they thought was responsible for the scheme. The responses are summarised in [Figure 12](#). Overall, the three most commonly reported answers were; the Local Authority/Council (38%), the Government (33%), and the Food Standards Agency (21%).

Figure 12: Reported organisations responsible for the FHRs

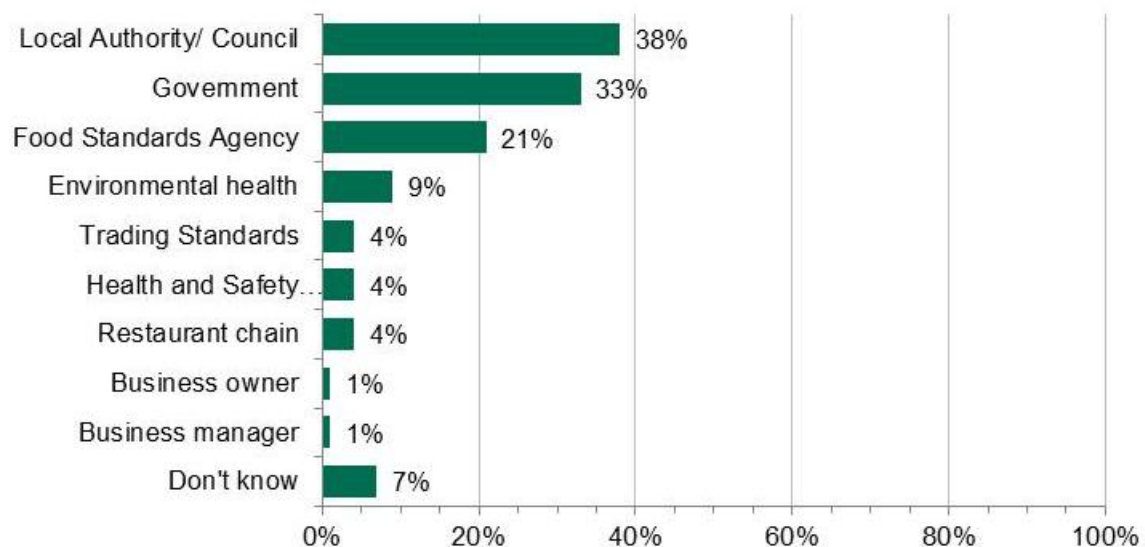
Base: All respondents

England - Weighted base (1,270), Unweighted base (1,242)

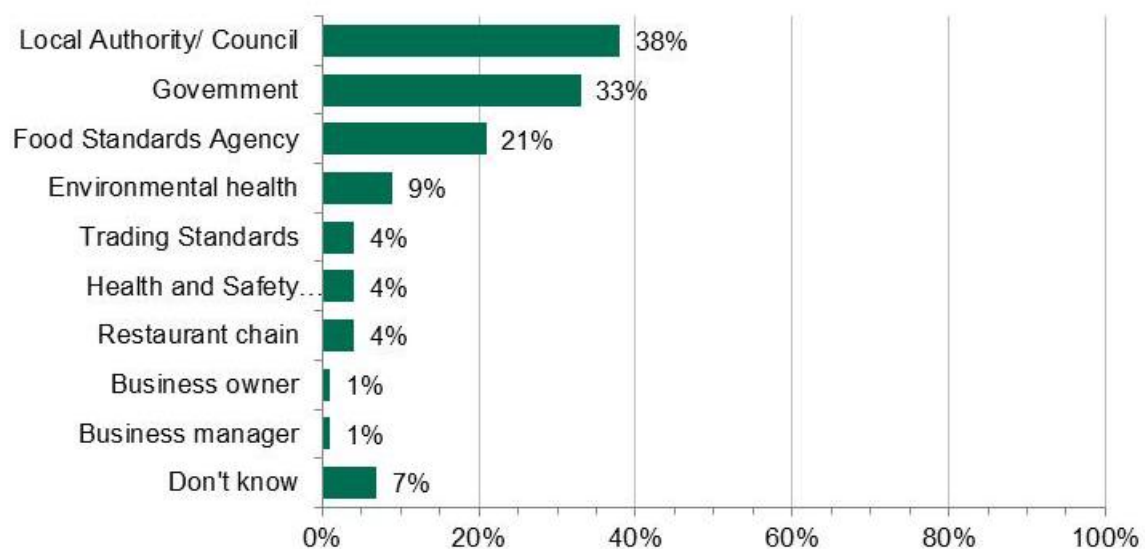
Wales - Weighted base (80), Unweighted base (136)

Northern Ireland - Weighted base (53), Unweighted base (99)

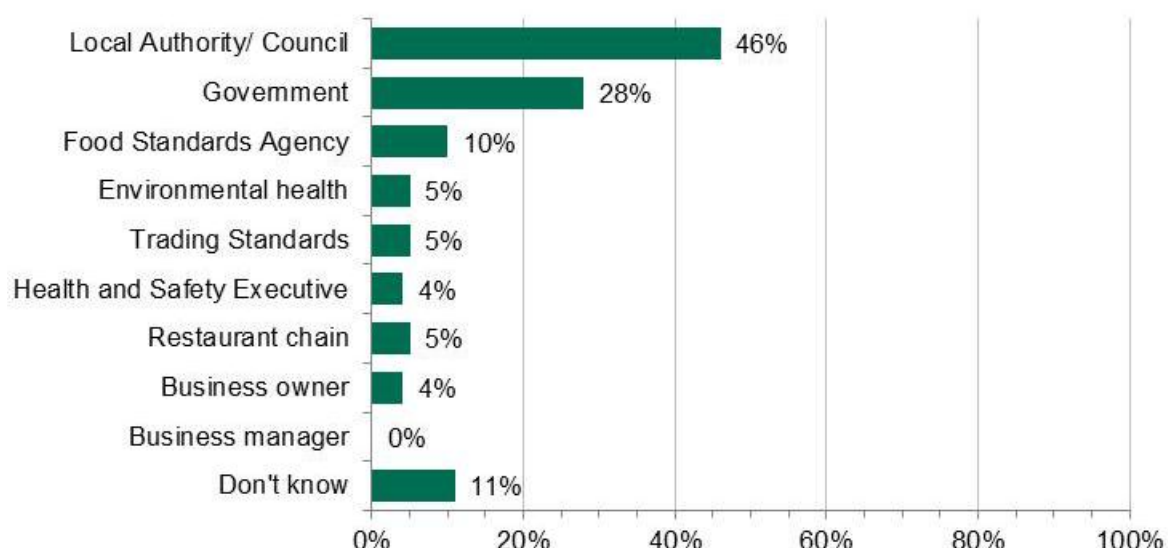
a) All respondents



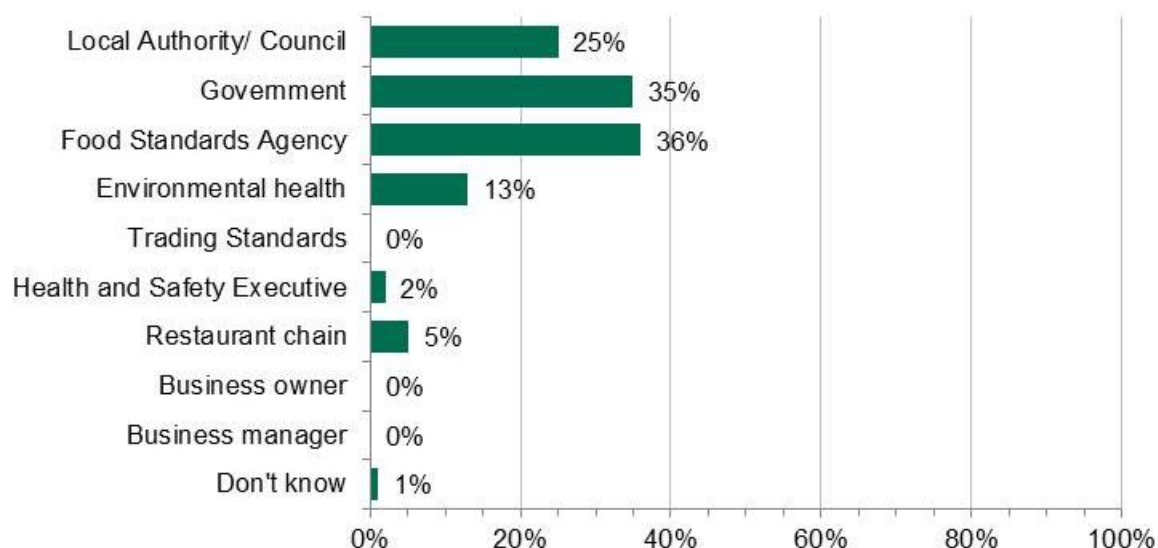
a) England



c) Wales



d) Northern Ireland



A number of differences were found between countries. In Northern Ireland, respondents were significantly less likely to mention the Local Authority/Council (25%), than in either England (38%) or Wales (46%). In Wales, participants were significantly less likely to attribute responsibility for the scheme to the FSA than in either England or Northern Ireland (the figure in Northern Ireland was significantly higher than the one in England). Only 10% of participants in Wales referred to the FSA in their answer, compared with 21% of participants in England and 36% in Northern Ireland.

The following socio-demographic differences were found;

Social grade C1 respondents were more likely than social grade DE respondents to report the Food Standards Agency as responsible for the FHRs (24% compared with 17%).

Social grade DE respondents were significantly more likely to believe the FHRS was the responsibility of the Local authority/Council (42%) than social grade C1 respondents (34%)

4.3 Inspection process

All respondents were next asked what criteria they think are covered in food hygiene inspections of food businesses.

In total, 78% of respondents mentioned Cleanliness of food preparation and cooking areas. Other commonly reported criteria included Cleanliness of the eating area (61%), How/where the food is stored (58%) and How the food is prepared (56%). Figure 13 shows the other most commonly included criteria for all respondents and by country.

Figure 13: Criteria respondents report covered in inspection process

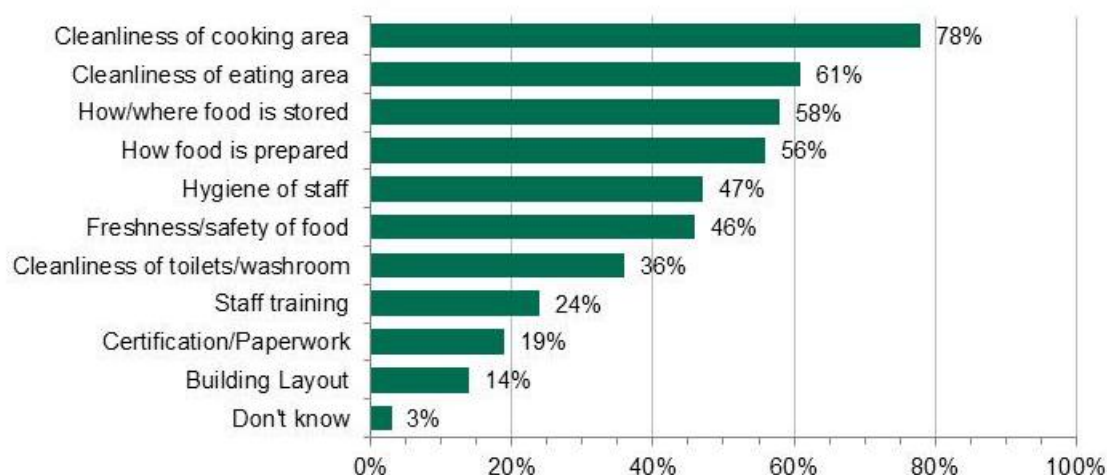
Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

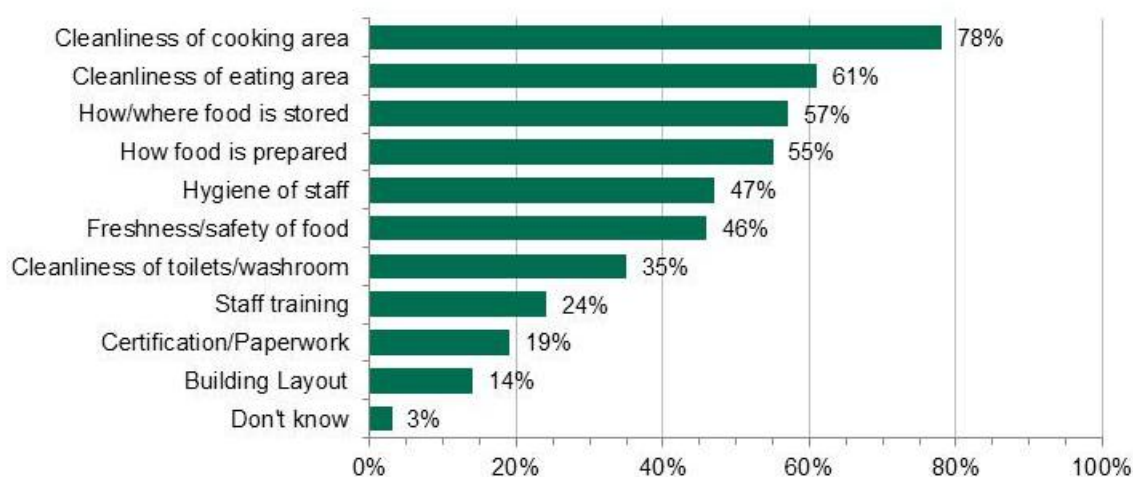
Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

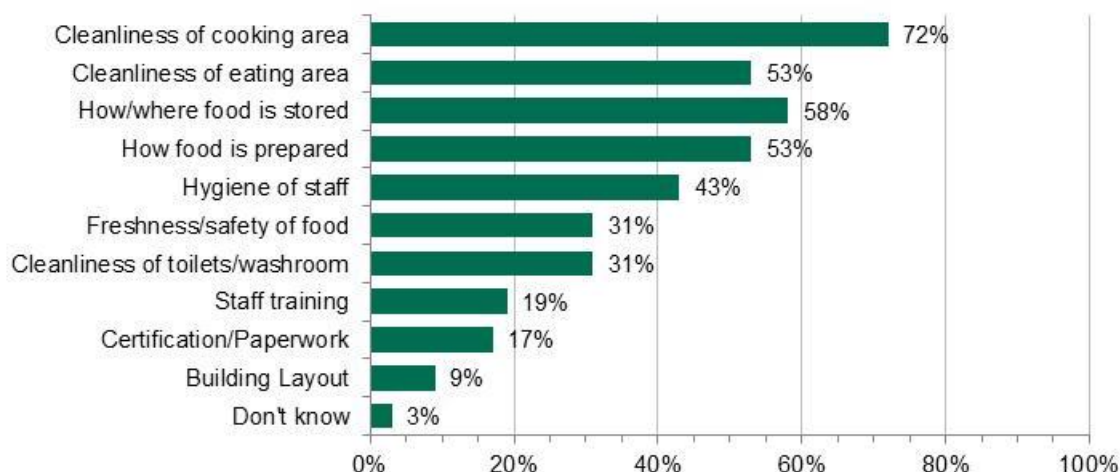
a) All respondents



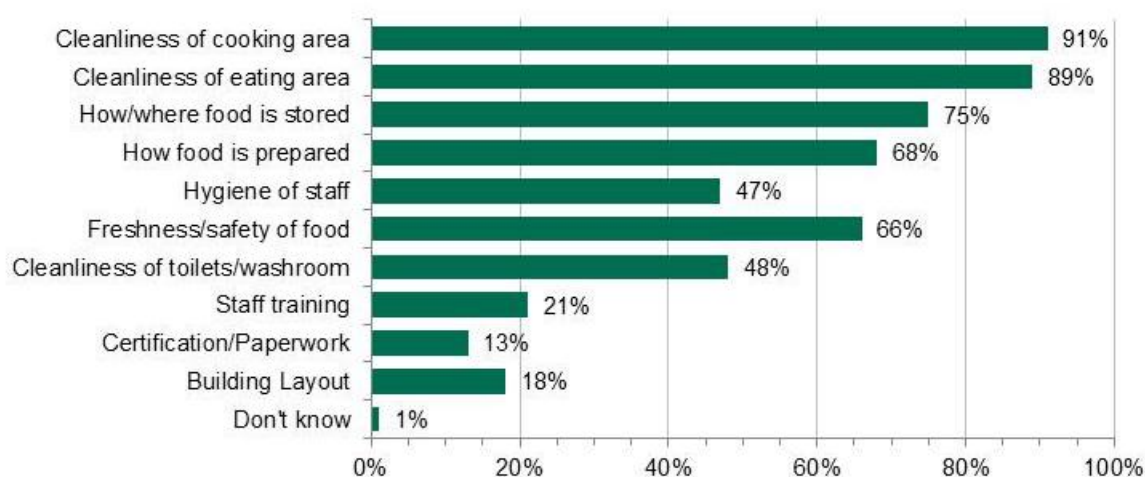
b) England



c) Wales



d) Northern Ireland



4.4 Inspection responsibility

Subsequently, participants were asked who they thought was responsible for actually carrying out the inspections. The Local Authority/Council was mentioned by 40% of all respondents, and was the most frequent answer (see [Figure 14](#)). This was followed by 25%, 17% and 16% of respondents referring to the Food safety officer/Food inspector, the FSA and the Government respectively.

Respondents in Northern Ireland were less likely to reference the Local Authority/Council than participants in England or Wales (18% compared with 41% and 37% respectively). In contrast, respondents in Northern Ireland were more likely to reference the Food safety officer/Food inspector than in either England or Wales (51% compared with 24% and 27% respectively).

Figure 14: Organisations reported to be responsible for the inspection process

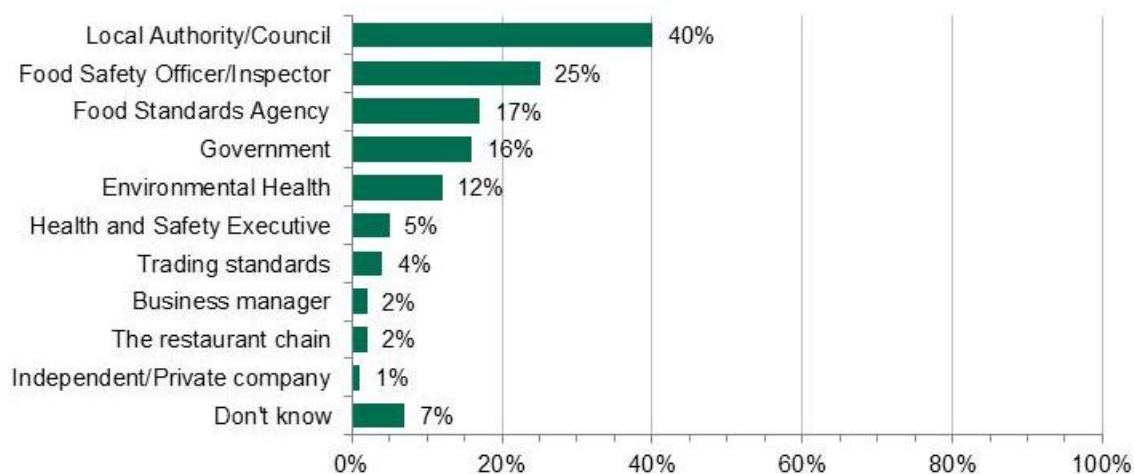
Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

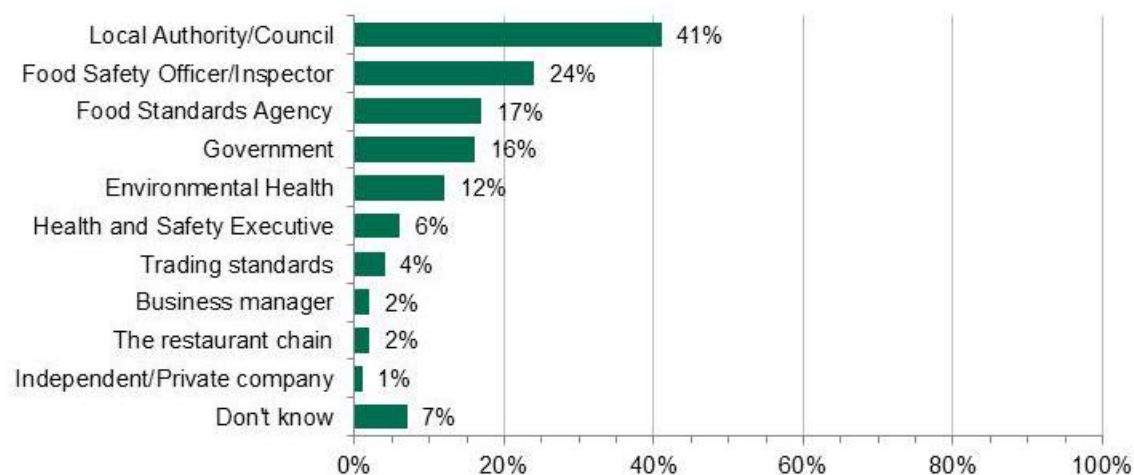
Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

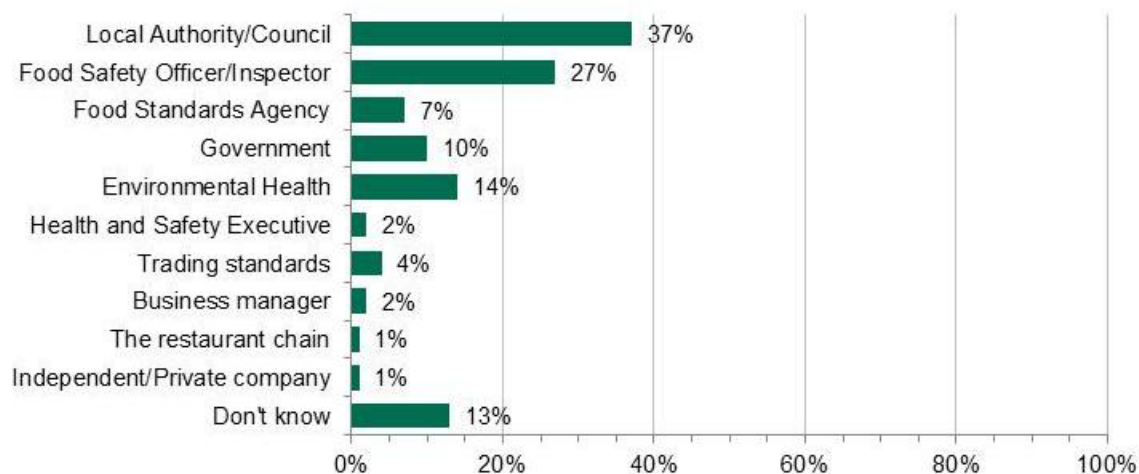
a) All respondents



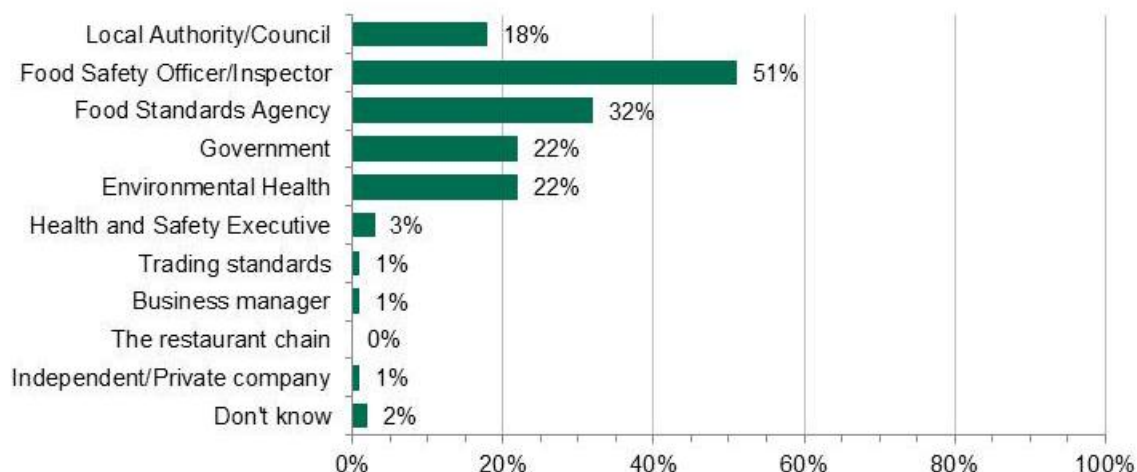
b) England



c) Wales



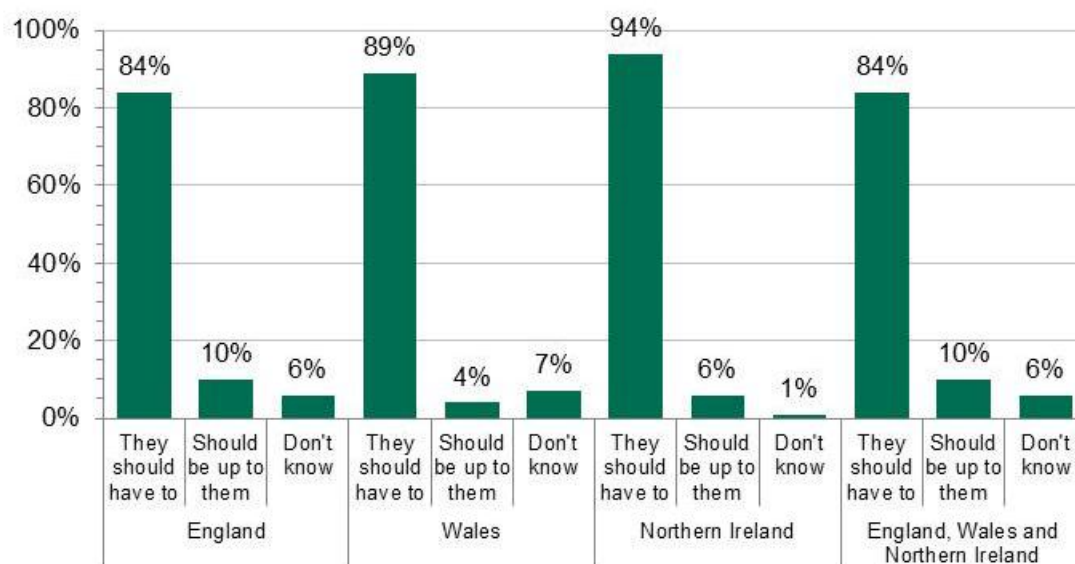
d) Northern Ireland



4.5 Views on business display

Participants were then asked whether they thought that food businesses should be legally required to display their ratings at their premises, or whether it should be up to the business to decide. The responses are shown in [Figure 15](#). The vast majority of consumers believed that a business should have to display its rating (84%). Only 10% of participants thought it should be up to the business, leaving 6% who did not know.

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



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

The overall pattern held regardless of the country considered. In England, the proportion of participants indicating display should be mandatory was 84% compared with 10% who did not. In Wales, the figures were 89% and 4% and in Northern Ireland, 94% and 6% respectively.

There were some differences found between the countries. Participants in Northern Ireland were significantly more likely to support mandatory display (94%) than in England (84%). Additionally, they were significantly less likely to have no opinion (1%) compared with 6% of participants in England and 7% in Wales. Participants in England were significantly more likely to consider that a business should choose whether it displays or not than were participants in Wales (10% compared with 4%).

A number of differences according to socio-demographic factors were found:

Social grade DE respondents were significantly less likely to support mandatory display than social grade AB or C1 respondents (81% compared with 88% and 86%).

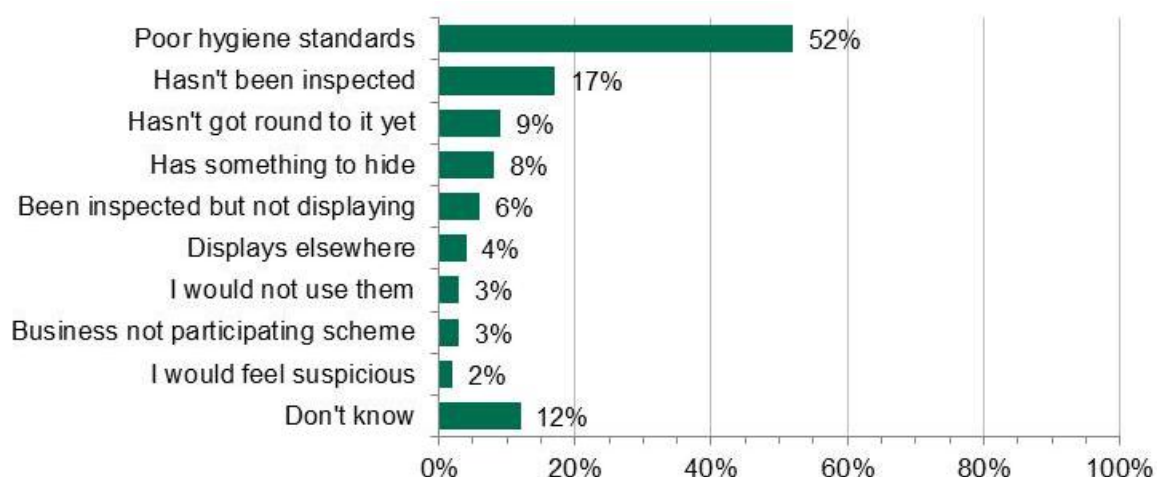
Both respondents aged 16-24 and 65-74 were significantly more likely to agree that businesses should have to display their rating (89% and 90%) than respondents aged 35-44 (82%) 45-54 (81%) and 75+ (79%). Respondents aged 65-74 were also significantly more likely to agree with mandatory display than respondents aged 25-34 (84%).

White respondents were significantly more likely to say that businesses should have to display their rating than ethnic minority respondents (86% compared with 77%).

Respondents were subsequently asked what conclusions they would draw from a business that did not display its food hygiene rating sticker. The responses are shown in [Figure 16](#).

Overall, the most common response was to assume the business had poor hygiene standards, with 52% of all participants selecting this answer. The next most frequent responses were that the business hadn't been inspected yet (17%), hadn't got round to it yet (9%), or had something to hide (8%).

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



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

A smaller number of respondents in Wales made reference to poor hygiene standards (39%) than in England (51%). The figure in Northern Ireland was significantly higher than in both other countries (70%).

In terms of socio-demographic differences the following was noted:

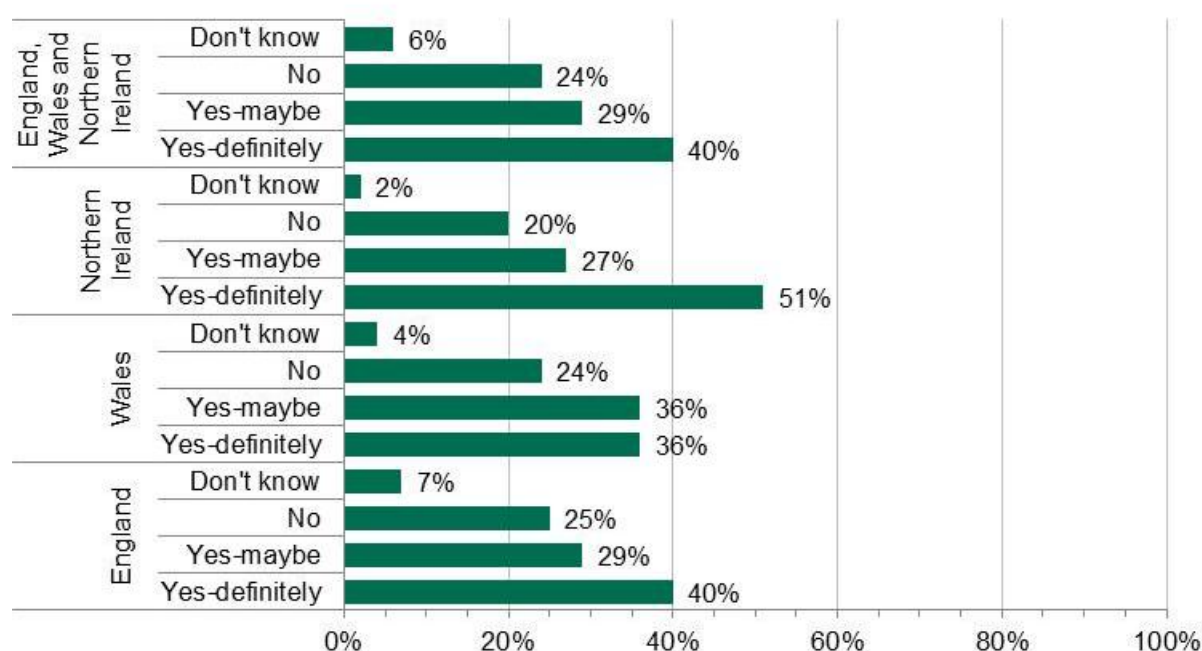
Respondents aged 16-54 were significantly more likely to mention Poor hygiene standards than respondents aged 55-74 and 75+ (55-59%, compared with 41-45%)

5. Use of food hygiene ratings

5.1 Use of ratings in decision making

Participants were then asked if, 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 (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

Two differences between countries were found: respondents in Northern Ireland were significantly more likely to say that they definitely would decide to eat out somewhere based on the rating it received, than in England or Wales (51% compared with 40% and 36% respectively); and in Wales, respondents were significantly more likely to choose 'yes-maybe' than in England (36% compared with 29%).

A number of socio-demographic differences were found:

Male respondents were significantly more likely to answer 'no' to the above question than were female respondents (27% compared with 22% respectively).

Respondents aged 75+ differed from younger respondents in two respects. Firstly, they were significantly more likely to report that they would not base their decision on the FHRS rating (37% compared with between 37% and 44% of respondents aged

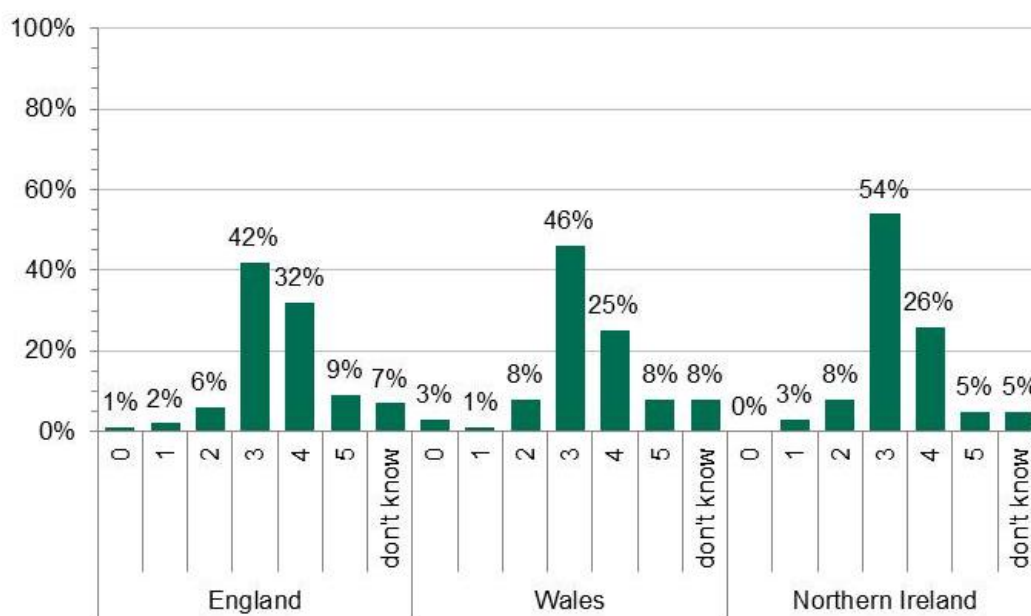
16-74). In turn, they were significantly less likely to answer with 'yes- definitely' than respondents aged 16-74 (37% compared with between 21-26%).

Social grade C1 respondents were significantly more likely to answer 'no' to the above question than either social grade C2 or DE respondents (21% compared with 28% and 27%).

5.2 Minimum acceptable rating

Respondents were then asked what the lowest rating (on the 0 to 5 scale) they would consider acceptable when purchasing food from somewhere. A rating of 3 was most frequently reported as the lowest acceptable rating in England (42%), Wales (46%) and Northern Ireland (54%). To note, the figure in Northern Ireland was significantly higher than the figure in Wales. The next most common rating identified as the lowest acceptable rating was a 4 (England: 32%, Wales: 25% and Northern Ireland: 26%).

Figure 18: Lowest rating respondents report acceptable when buying food



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

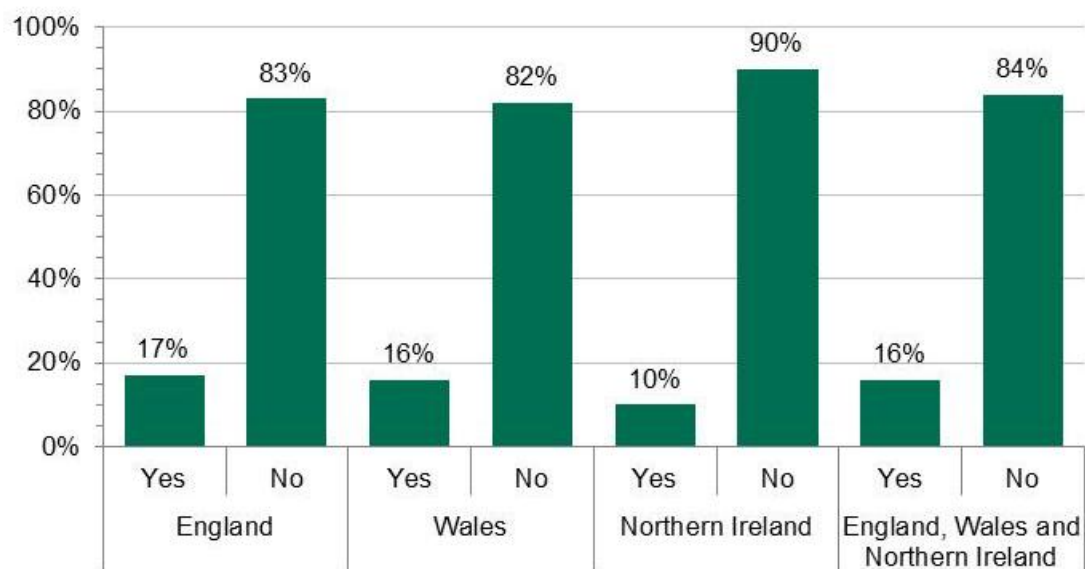
The following socio-demographic differences were noted:

Female respondents were significantly more likely to select a 5 as the minimum acceptable rating than male respondents (11% compared with 7%)

Male respondents, in contrast, were significantly more likely than females to select a rating of 2 as the minimum acceptable (8% and 5% respectively).

Respondents were then asked whether they would ever consider buying food from a business with a lower rating. The vast majority of respondents reported that they would not (84%). This held regardless of country considered with 83% of respondents in England, 82% in Wales and 90% in Northern Ireland saying they would not consider a business with a lower rating.

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



Base: All respondents

England - Weighted base (1,524), Unweighted base (1,521)

Wales - Weighted base (87), Unweighted base (148)

Northern Ireland - Weighted base (61), Unweighted base (115)

Again, socio-demographic differences were found:

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 (20% compared with 13%)

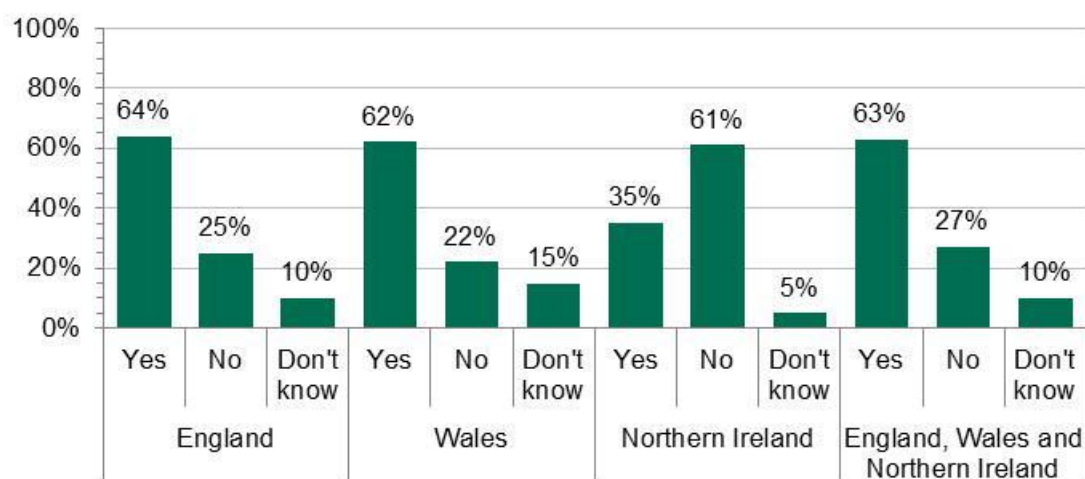
Respondents aged 16-24 and 25-34 were significantly less likely to report that they would never buy food from somewhere with a lower rating than respondents aged 75+ (79% and 83% compared with 90%).

Social grade DE respondents were significantly more likely to say that they would not ever decide to buy food from a business with a lower than acceptable rating than were social grade C2 respondents (86% compared with 80%).

Respondents who answered yes to the above question were asked on what occasions they might consider busying food form a lower rated business. The most common responses included “when it was a place I already knew” (32%), “when there isn’t much choice of places to go” (29%), “when out late at night” (21%) and “when I need to pick something up quickly” (21%).

Respondents were also asked whether there would be any particular occasions in which 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 (1,384), Unweighted base (1,379)

Wales - Weighted base (82), Unweighted base (138)

Northern Ireland - Weighted base (58), Unweighted base (109)

In total, 63% of respondents said that there were such occasions, with 27% saying there were not and the remaining 10% responding that they did not know.

The figures for Northern Ireland were found to differ significantly from those for England and Wales. The proportions actually reversed in Northern Ireland, with only 35% of respondents saying that there were such occasions, and 61% of respondents answering that there were not. In England and Wales, the respective figures were 64% and 62% of respondents saying there were such occasions, and 25% and 22% saying there were not such occasions.

The following socio-demographic differences were found:

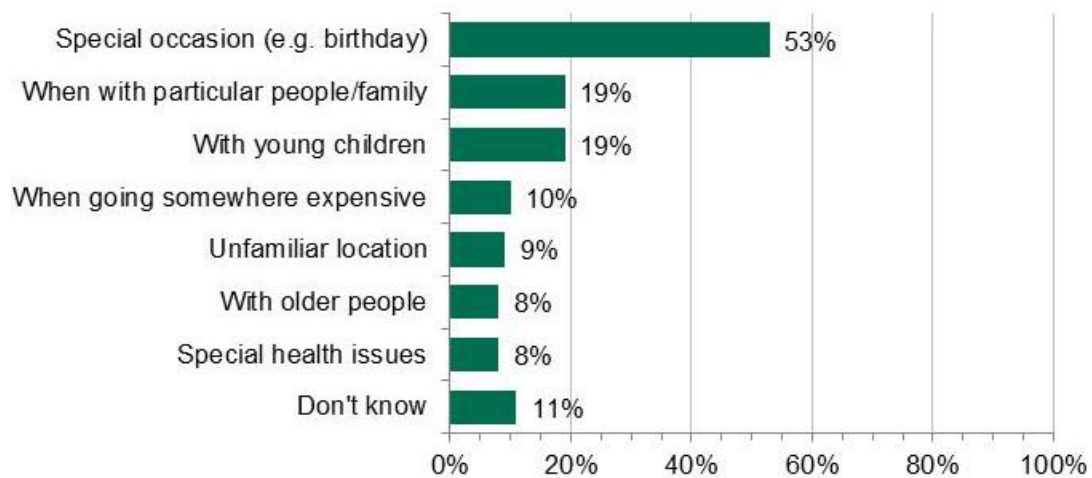
Respondents aged 16-24 were significantly more likely to report that there were such situations (72%) than respondents aged 45-74 (54%-60%).

Social grade C1 respondents were significantly more likely to report such occasions than social grade DE respondents (68% compare with 58%).

When asked what particular sort of occasions respondents would go to a higher rated premises, the most frequent response was when it was a special occasion such as a birthday, anniversary or celebration (53%). Other common occasions mentioned were; “when I am with particular people/family” (19%), “when I am with young children” (19%), “when I want to go somewhere expensive”(10%), “when I

was in an unfamiliar location” (9%), “when I am taking older people” (8%) and “when I or someone else has special health issues” (8%).

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



Base: All respondents

England - Weighted base (888), Unweighted base (890)

Wales - Weighted base (51), Unweighted base (88)

Northern Ireland - Weighted base (20), Unweighted base (38)

A special occasion was selected significantly more frequently in Northern Ireland (78%) than in England (53%), and was significantly lower in Wales (39%) than in the other two countries.

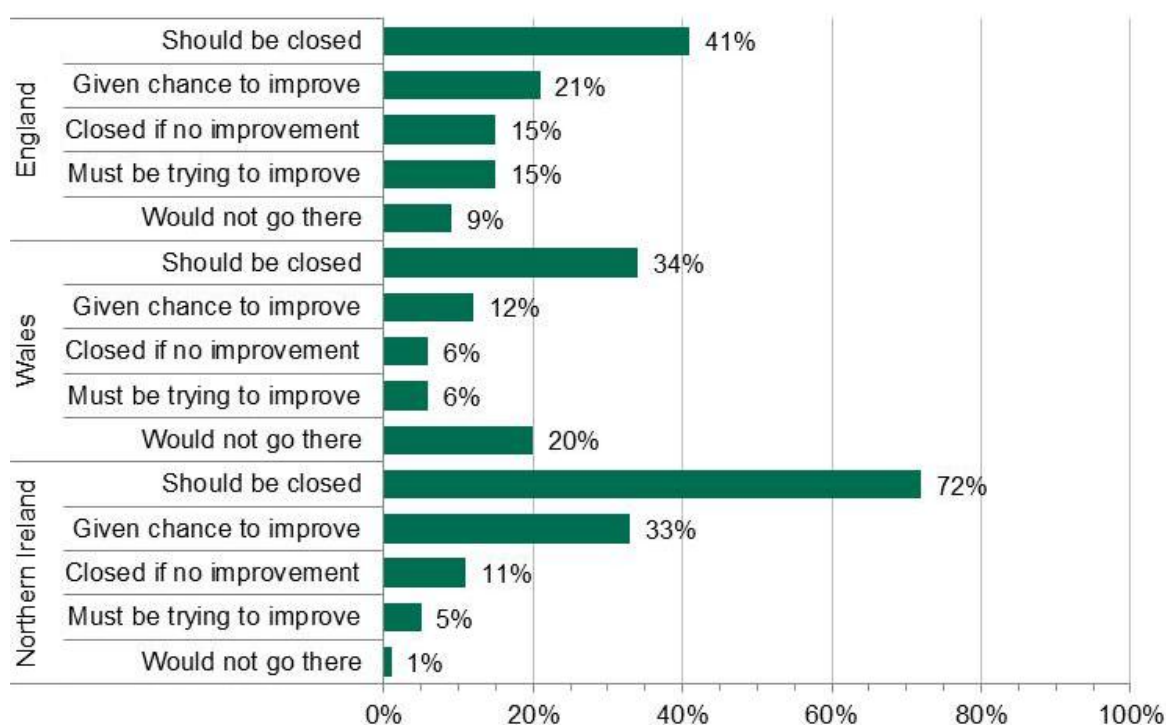
6. Consumer attitudes towards the scheme

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 frequently reported responses are shown in [Figure 22](#).

In Wales, a significantly larger proportion of respondents said that they would not go to the business again, than in either England, or Northern Ireland (20% compared with 9% and 1%). In Northern Ireland, a greater proportion of respondents thought that the business should be shut down (72%) or given the chance to improve (33%) compared with England (41% and 21% respectively) and Wales (34% and 12% respectively).

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



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

A number of socio-demographic differences were found:

Female respondents were more likely than male respondents to report that the business should be closed down (44% compared with 39%).

Respondents aged 25-34 were more likely to say they should be given the chance to improve than respondents aged 35-44 (17%), 65-74 (17%) and 75+ (15%).

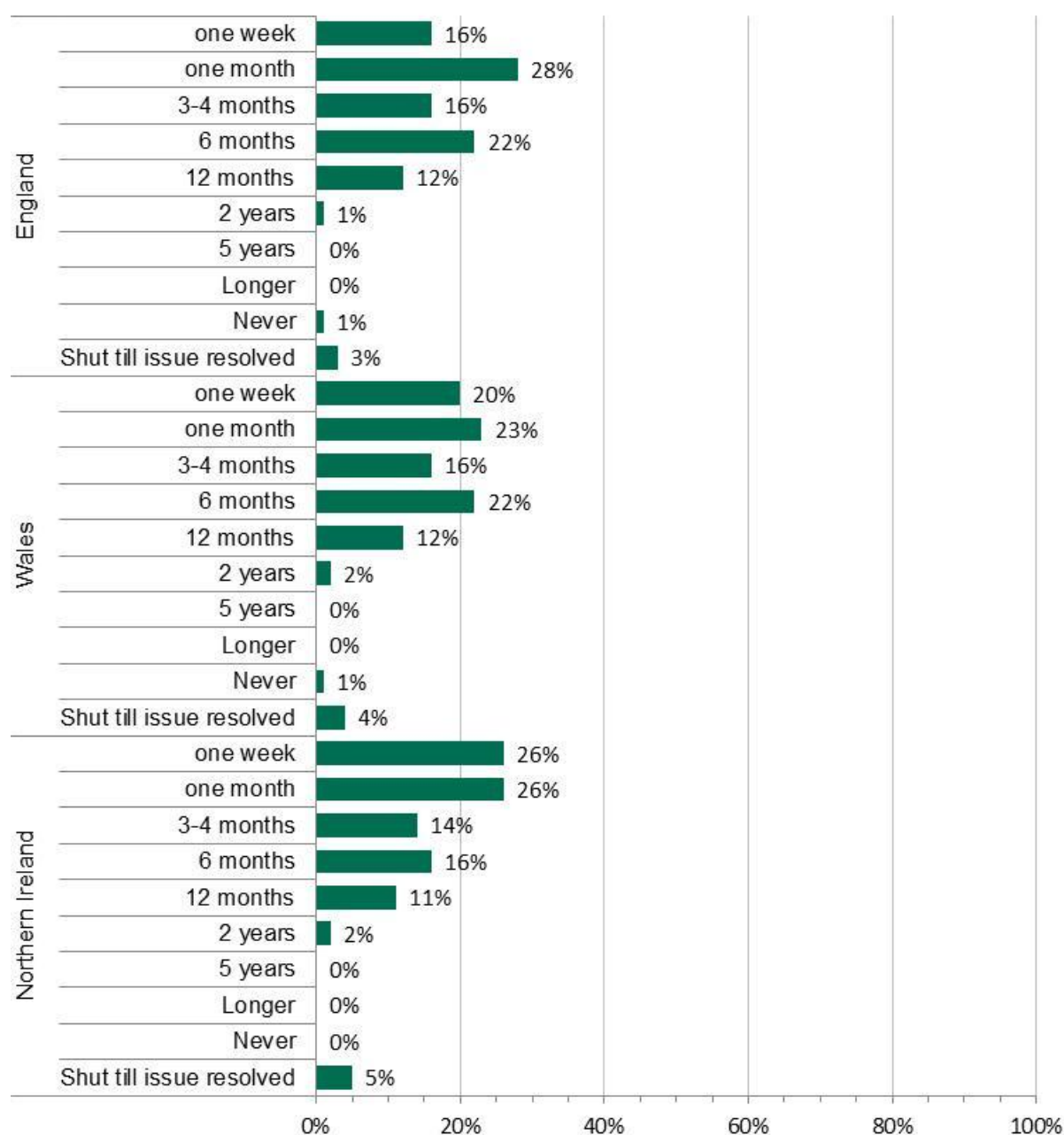
Social grade C2 respondents were more likely to say the business should be given the chance to improve than social grade AB respondents (24% compared with 16%).

6.2 Views on inspection frequency

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

One month was the most frequent response in both England (28%) and Wales (23%). In Northern Ireland, one week and one month were the most frequent responses and were mentioned by an equal proportion of participants (26%). The number of respondents reporting one week as an answer was significantly higher in Northern Ireland than in England (16%) but not Wales (20%).

Figure 23: Respondent views on inspection frequency



Base: All respondents

England - Weighted base (1,664), Unweighted base (1,679)

Wales - Weighted base (98), Unweighted base (171)

Northern Ireland - Weighted base (64), Unweighted base (121)

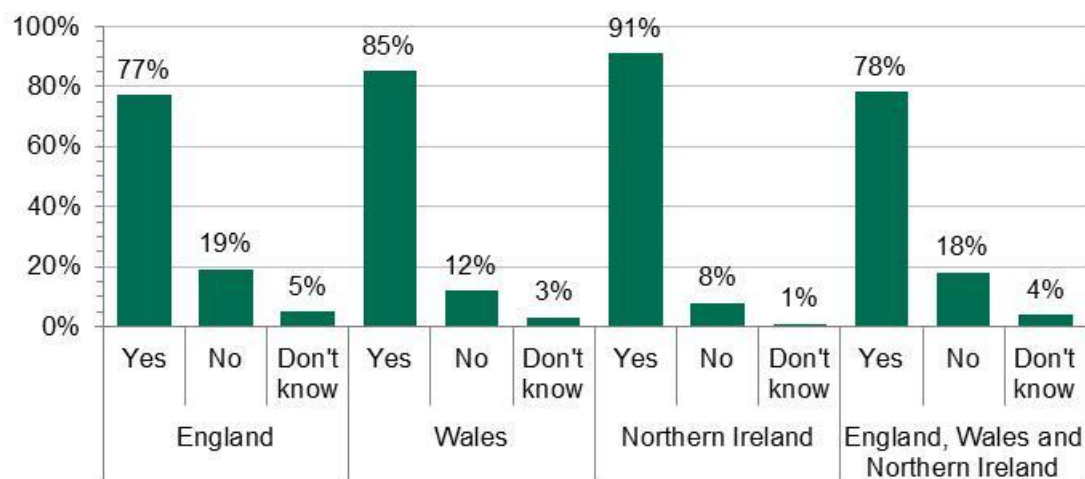
As regards socio-demographic factors, the following was noted:

Respondents aged 16-24 tended to be less likely to say that businesses should be inspected on a weekly basis than were responded aged 35-74 and 75+ (10% compared with 18-20%)

6.3 Awareness of business display

Respondents were asked whether they had seen a food business displaying its hygiene rating sticker or certificate in the last 12 months. In England, 77% of respondents reported that they had, with only 19% saying they had not (see [Figure 24](#)). In Wales, the figures were 85% having seen a rating with 12% saying they had not and, in Northern Ireland, 91% claimed to have seen a rating with only 8% saying they had not.

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 (1270), Unweighted base (1242)

Wales - Weighted base (80), Unweighted base (136)

Northern Ireland - Weighted base (53), Unweighted base (99)

In terms of differences between countries, a significantly greater proportion of respondents in Wales and Northern Ireland reported having seen a sticker on display than those in England (85% and 91% respectively, compared with 77%).

A number of socio-demographic were evident:

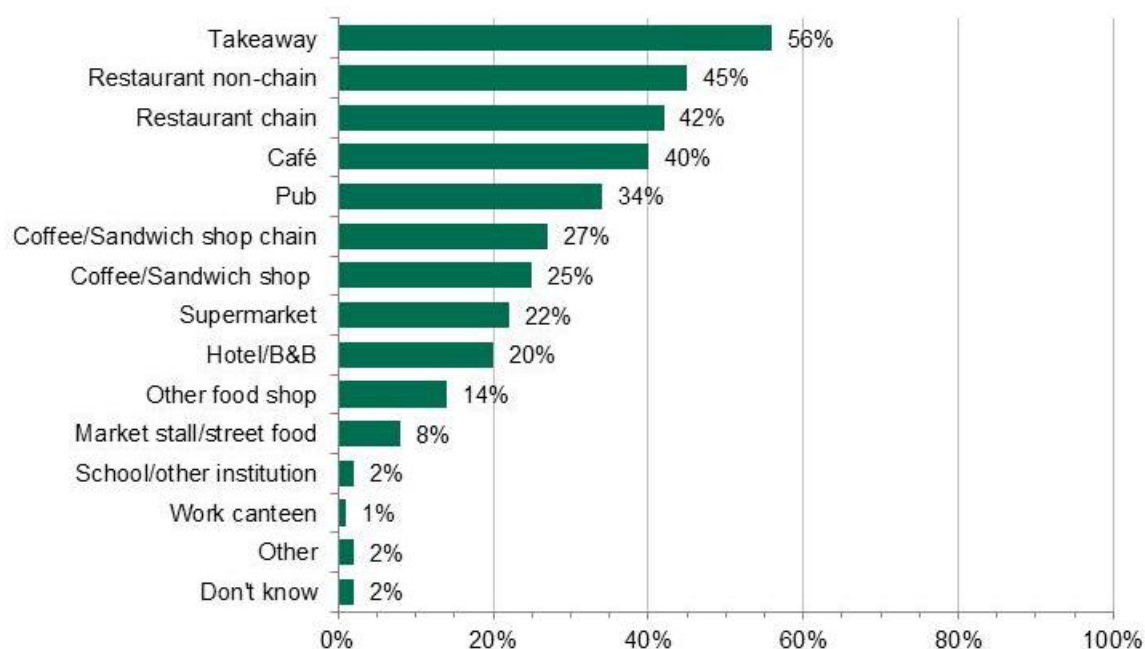
A significant effect of respondent age was found. The highest proportion of reported recognition was amongst respondents aged 16-24 (88%), 25-34 (84%), 55-64 (81%) and 35-44 (80%). In comparison, only 70% of respondents aged 45-54, 62% of respondents aged 65-74 and 54% of respondents aged 75+ reported having seen a hygiene rating sticker or certificate in the last 12 months.

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 C1 and C2 (72% compared with 81% and 80% respectively).

Ethnic minority respondents were significantly less likely to have seen a food business displaying their hygiene rating sticker or certificate than were white respondents (68% compared with 79%).

Respondents who reported having seen a sticker on display were then asked what type of food businesses they had seen displaying a rating sticker or certificate. The responses are summarised in [Figure 25](#). Takeaways (56%), Restaurants non-chain (45%), Restaurant chain (42%) and Cafes (40%) were the most frequently mentioned food business types. These were followed by Pubs (34%), chain and non-chain Coffee/sandwich shops (27% and 25%), Supermarkets (22%), Hotel/B&B (20%) and other food shops (14%). The least frequently mentioned business types included market stall/street food (8%), schools and other institutions (2%), and work/work canteens (1%).

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



Base: All respondents

England - Weighted base (975), Unweighted base (937)

Wales - Weighted base (68), Unweighted base (114)

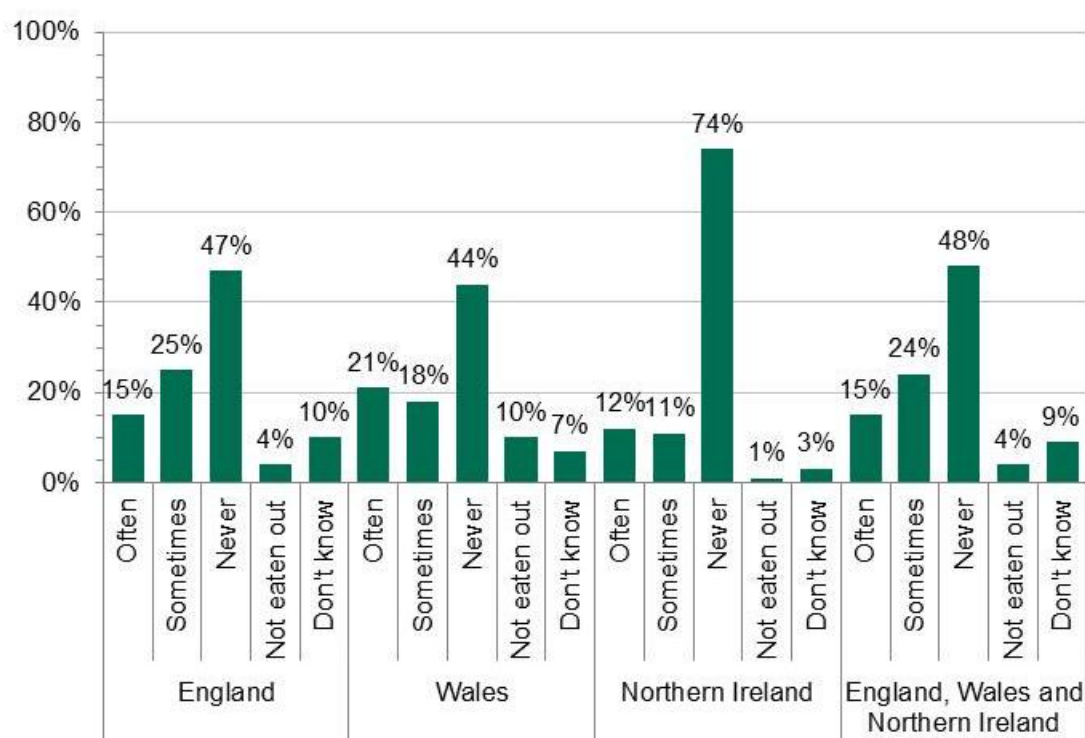
Northern Ireland - Weighted base (48), Unweighted base (90)

6.4 Frequency of checking FHRs ratings

Amongst respondents in England, 15% report often and 25% sometimes having checked the rating before deciding to eat out or buy takeaway food while 47% report never doing so. In Wales, the figures were 21% checking often, 18% checking sometimes, and 44% never checking the rating. In Northern Ireland, the figures were 12% checking often and 11% checking sometimes.

The proportion of respondents reporting that they never check the rating was significantly higher in Northern Ireland (74%) than in either England or Wales.

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



Base: All respondents

England - Weighted base (1,270), Unweighted base (1,242)

Wales - Weighted base (80), Unweighted base (136)

Northern Ireland - Weighted base (53), Unweighted base (99)

Socio-demographic differences were:

Social grade DE respondents were significantly less likely to report never having checked a rating than were social grade AB, C1 or C2 respondents (41% compared with 51%, 48% and 51% respectively).

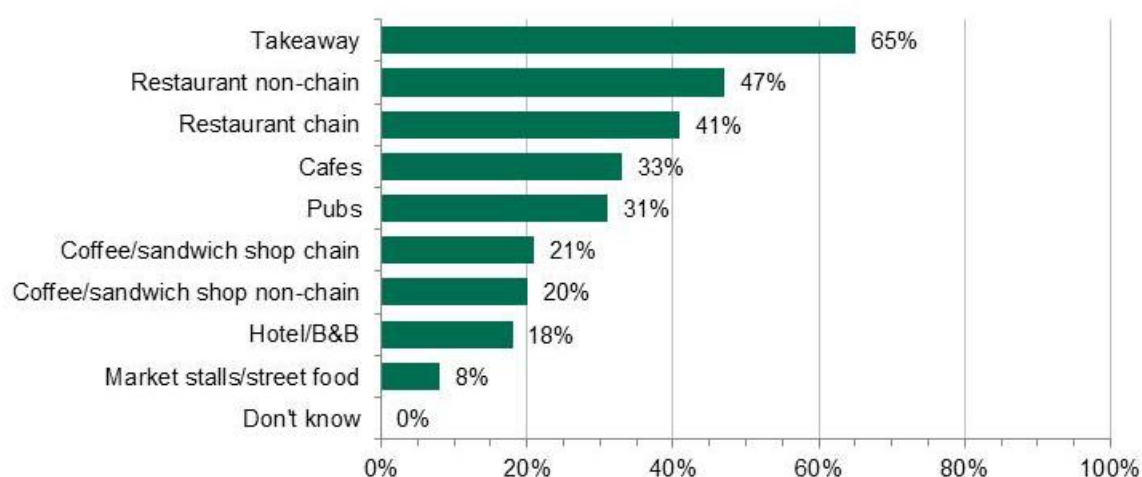
Respondents aged 65-74 were significantly more likely to report never having checked a rating (55%) than respondents aged 16-24 (44%) or 75+ (41%)

White respondents were significantly more likely to report never checking the rating than were ethnic minority respondents (50% compared with 32%).

Respondents who reported checking these ratings only reported doing so for Takeaways (65%), Non-chain restaurants (47%), Chain restaurants (41%), Cafes (33%) and Pubs (31%). These were followed by mention of Coffee/sandwich shops chain and Non-chain (21% and 20%), Hotels/B&Bs (18%), and Market stall/Street food (8%).

Respondents in Wales were significantly more likely to mention Coffee/Sandwich shop chains (36%) and Hotels/B&Bs (36%) than in England (21% and 17% respectively).

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



Base: All respondents

England - Weighted base (499), Unweighted base (490)

Wales - Weighted base (32), Unweighted base (52)

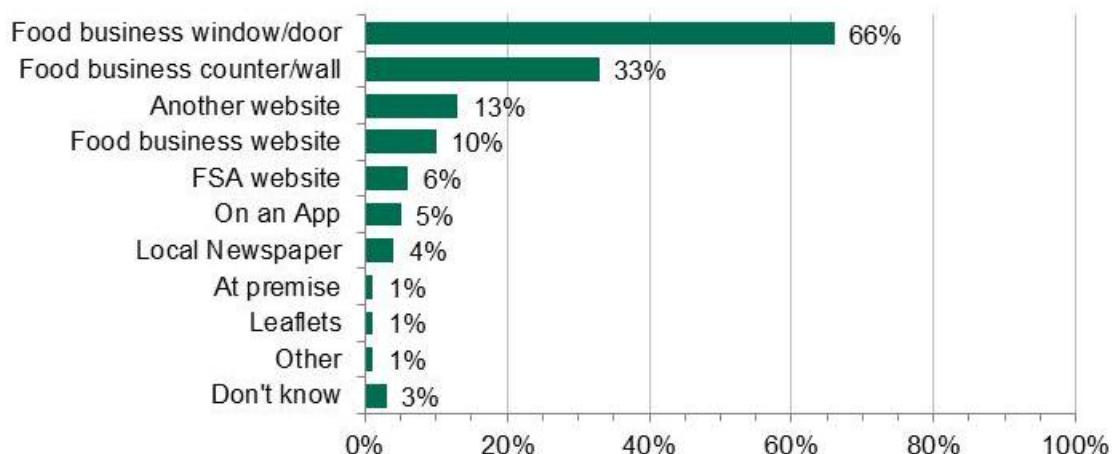
Northern Ireland - Weighted base (12), Unweighted base (24)

When these respondents were asked where they checked the rating, the vast majority reported the food business window or door as the source (66%), whilst 33% mentioned the food business counter or wall. The responses are shown in [Figure 28](#).

A number of respondents mentioned an online source, with 13% mentioning “another website”, 10% mentioning the food businesses website, and only 6% mentioning the FSA’s website.

The only significant difference between countries was that respondents in Wales were significantly more likely to mention the food business counter or wall than respondents in England (52% compared with 32%)

Figure 28: Location of which respondent reported obtaining rating



Base: All respondents

England - Weighted base (499), Unweighted base (490)

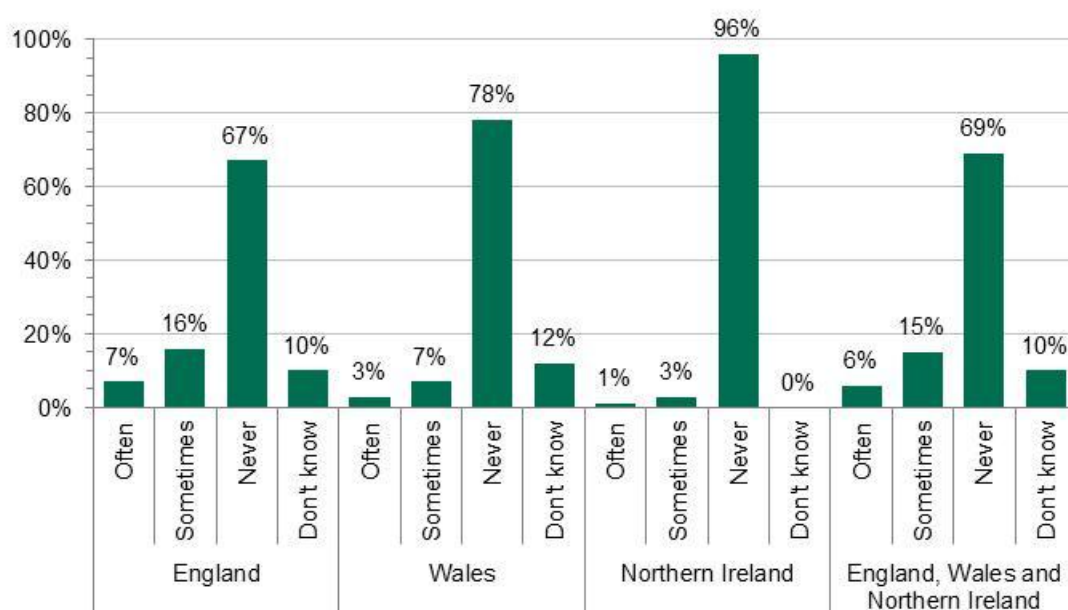
Wales - Weighted base (32), Unweighted base (52)

Northern Ireland - Weighted base (12), Unweighted base (24)

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 there. In total across the three countries, the majority of respondents report never having checked it retrospectively (69%), with the remaining 15% and 6% reporting checking it sometimes or often, respectively (see [Figure 29](#)).

Figure 29: Frequency of retrospective use of the FHRs



Base: All respondents

England - Weighted base (1,270), Unweighted base (1,242)

Wales - Weighted base (80), Unweighted base (136)

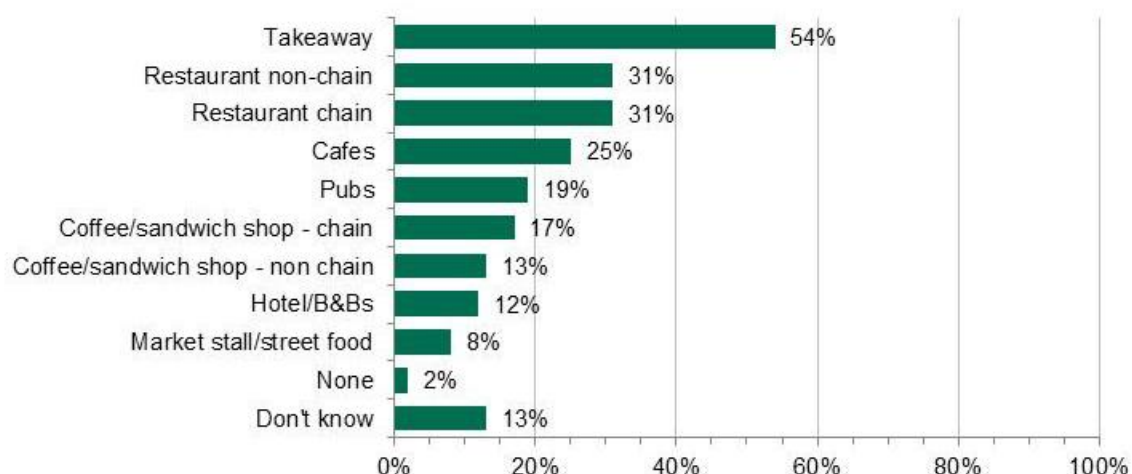
Northern Ireland - Weighted base (53), Unweighted base (99)

The proportion of respondents reporting never checking retrospectively was higher in Wales (79%) than in England (67%), and was higher in Northern Ireland than in either country (96%).

When asked why they chose to check the rating retrospectively, the three most common reasons were: poor quality of food (24%), observed poor hygiene practices (24%) and because someone had food poisoning afterwards (18%).

As before, respondents were much more likely to check the rating retrospectively for Takeaways (54%) than non-chain and chain restaurants (both 31%), Cafes (25%), Pubs (19%), Coffee/sandwich shop chains and non-chains (17% and 13%), Hotels/B&Bs (12%), and Market stalls/Street food (9%). The findings are shown in [Figure 30](#).

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



Base: All respondents

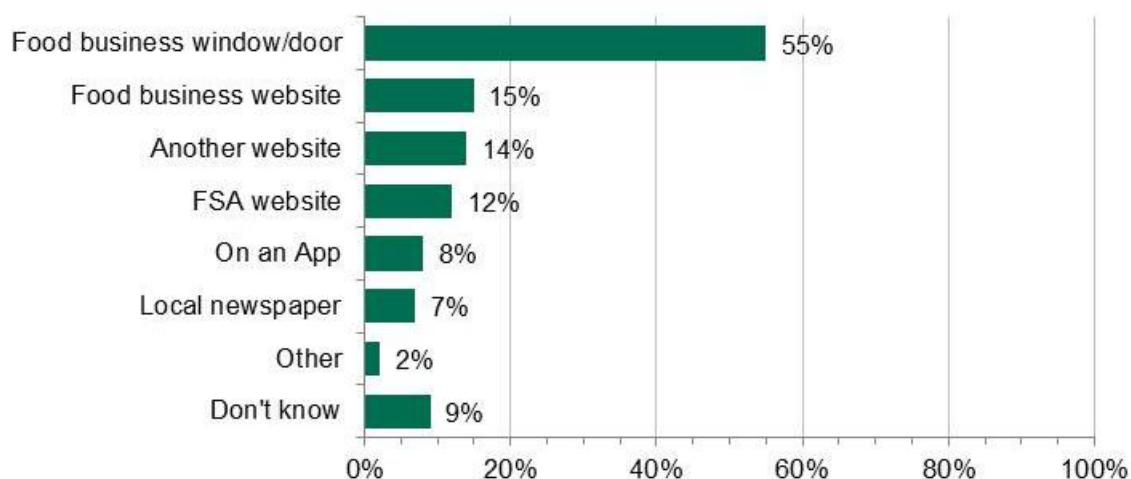
England - Weighted base (286), Unweighted base (284)

Wales - Weighted base (8), Unweighted base (14)

Northern Ireland - Weighted base (2), Unweighted base (4)

In this situation, ratings tended to still be checked on the food business window or door (55%). Online sources were the next most frequent, with 15% using the food business website, 14% using another website, and 12% using the FSA website ([Figure 31](#)).

Figure 31: Location of rating when used retrospectively by respondents.



Base: All respondents

England - Weighted base (286), Unweighted base (284)

Wales - Weighted base (8), Unweighted base (14)

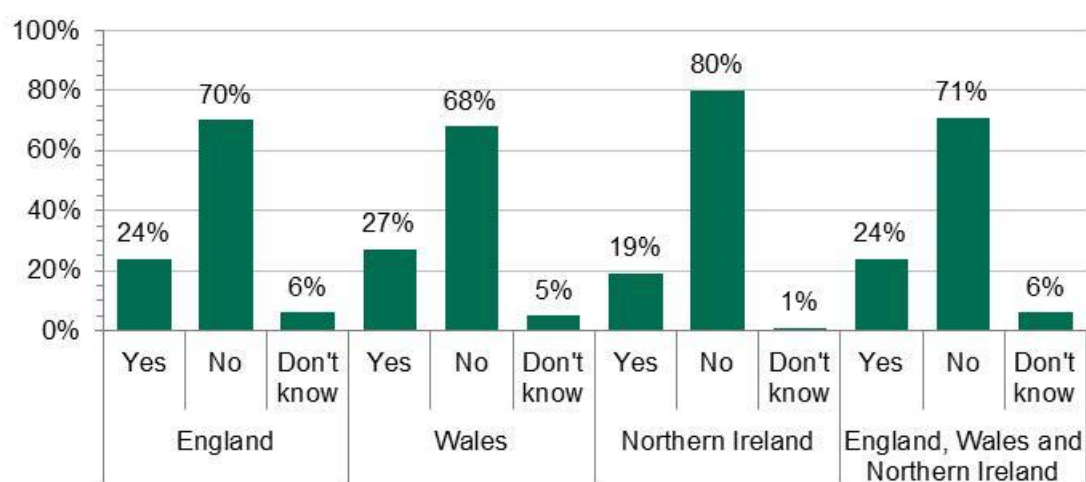
Northern Ireland - Weighted base (2), Unweighted base (4)

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 a food hygiene related issue.

In England, 24% of respondents reported that they had while in Wales the figure was 27% and in Northern Ireland was 19% (see [Figure 32](#)). The proportion of respondents in Northern Ireland reporting that they had not was significantly higher than in England or Wales (80% compared with 70% and 68% respectively).

Figure 32: Proportion of respondents who report having avoided food businesses with poor hygiene



Base: All respondents

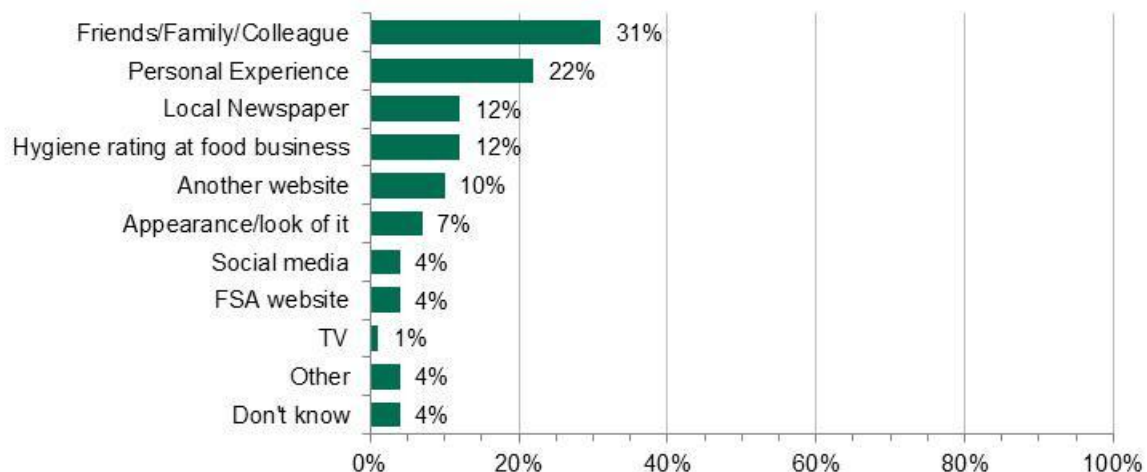
England - Weighted base (1,270), Unweighted base (1,242)

Wales - Weighted base (80), Unweighted base (136)

Northern Ireland - Weighted base (53), Unweighted base (99)

As [Figure 33](#) shows, respondents most frequently cited friends/family/colleagues as the source of this information (31%), with 22% citing personal experience. Local news was mentioned by 12%, as was the food hygiene rating. Others mentioned another website as the source (10%), the appearance/look of the business (7%), social media (4%), FSA website (4%) and TV (1%).

Figure 33: Source of information on hygiene standards when choosing not to eat at a food business



Base: All respondents

England - Weighted base (301), Unweighted base (294)

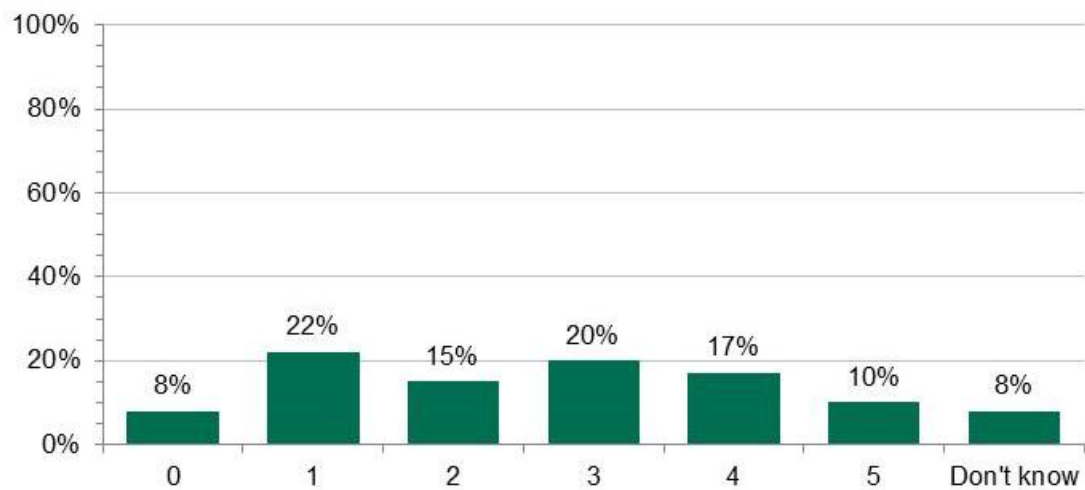
Wales - Weighted base (22), Unweighted base (37)

Northern Ireland - Weighted base (10), Unweighted base (20)

These respondents were then asked whether they knew what food hygiene rating the business had received. Responses were mixed, with 39% answering that they did, 43% that they did not, and the remaining 18% reporting they did not know.

Finally, respondents were asked what rating the business had received (see [Figure 34](#))

Figure 34: Reported food business rating when respondents choose to avoid a food business due to a hygiene related issue



Base: All respondents

England - Weighted base (135), Unweighted base (143)

Wales - Weighted base (14), Unweighted base (24)

Northern Ireland - Weighted base (4), Unweighted base (8)

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...
 - 9 ☐ don't know
- *Open *Position fixed
*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...
 - 8 ☐ don't know
- *Open *Position fixed*
**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*