
Food Hygiene Rating Scheme (FHRS) Public Attitudes Tracker

Wave 6, October 2017

Food Standards Agency

April 2018



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Executive summary

The Food Standards Agency (FSA) runs an annual consumer attitudes survey on the Food Hygiene Rating Scheme (FHRS) to track consumer awareness of the scheme, attitudes towards it and the use of the ratings over time. The survey has now moved from a biannual basis to an annual basis for Wave 6 onwards. The questions on FHRS are included in the wider TNS consumer omnibus survey tracker¹. This report sets out the findings from Wave 6 of the FHRS tracker. The previous wave (Wave 5) of the survey took place in November 2016².

Fieldwork for Wave 6 of this FHRS tracker took place in October 2017. Face to face interviews were conducted with a representative sample of 2,066 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.

Unless stated otherwise, all comparisons made in this report between population groups and changes over time are statistically significant at the 5% level. This means that if in reality there was no difference between the two groups or points in time, it would be unlikely (< 5% chance) that we would have observed such large differences in their results in this survey.

Wave 5 Key Findings

Awareness

- The majority of respondents in England (54%) and Northern Ireland (54%) were aware of the FHRS. The figure was higher in Wales (75%). Awareness has not significantly increased in each of the countries since the previous wave.
- Across all three countries, the combined percentage of people aware has risen from 52% in the previous wave to 55% in the current Wave.
- Awareness of FHRS has increased significantly in England, Wales and Northern Ireland since Wave 1 in November 2010 from 45% to 55% overall.
- The most common source of information was the rating being displayed at a food business (84% or 89% when including prompted responses), which has also been the most commonly reported source in all previous waves.
- Of those who had seen the food hygiene rating online, 47% reported being aware of the three component scores that determine the overall ratings. Of those aware, 66% used them to help make decisions about where to eat or buy food.

¹ See www.tnsglobal.com

² See <https://www.food.gov.uk/science/research-reports/ssresearch/foodsafetyss/food-hygiene-rating-scheme-consumer-attitudes-tracker-wave-5>

- Food standards issues such as those concerning allergens, labelling and composition were considered by 77% of respondents as issues that should be taken into account during an inspection.

Recognition

- Consumer recognition of FHRS stickers continues to be higher in Northern Ireland (92%) and Wales (91%) than in England (81%). Across all three countries, recognition has increased from 79% in the previous wave to 82% in the current wave, though this increase was not significant.
- There was an increase in levels of recognition in England from the previous wave (81% up from 78%), Wales (91% up from 90%) and in Northern Ireland (92% up from 85%), though these were not significant increases.
- The majority of respondents (82%) reported having seen a food business displaying its hygiene rating sticker/certificate in the last 12 months, which has increased since the previous wave (80%). Respondents in Northern Ireland (95%) and Wales (91%) were more likely to report having seen a hygiene rating sticker displayed in the last 12 months compared to those in England (81%).

Use

- A total of 43% of respondents in England, 52% in Wales and 57% in Northern Ireland said that they would definitely decide to eat out somewhere based on the FHRS rating the business received and 28%, 19% and 31% in England, Wales and Northern Ireland respectively said that they would 'maybe' do this.
- In terms of actually checking the rating, 46% of respondents in England, 53% in Wales and 47% in Northern Ireland report either often or sometimes doing so before deciding to purchase food from an establishment, and most commonly do so by checking the food business door or window (67%).
- Ratings of 3 and 4 were equally reported as the lowest acceptable rating consumers would consider when buying food (38%) in England and across all three countries combined. The lowest acceptable rating in Wales was considered to be a 3 (48%), and in Northern Ireland a rating of 4 (51%) which is a significant increase from 25% in the previous wave.

Views on Mandatory Display

- The proportion of respondents who report that businesses should have to display their ratings continues to be high in England (85%) and Wales (96%). In Wales, this figure was significantly higher than the previous wave (88%). As in previous waves, the figure continues to be higher in Northern Ireland (99%).

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 known as the Food Hygiene Information Scheme (FHIS) operates in Scotland. The scheme is a Food Standards Agency/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 November 2014, the scheme in Wales also covers businesses that trade only with other businesses, for example, manufacturers.

There are six hygiene ratings on a simple numerical scale ranging from '0' (urgent improvement necessary) at the bottom, to '5' (very good) at the top. The ratings are published on the FSA website (and via phone apps), and there is open access to the data. Businesses are given stickers showing their rating for display at their premises. Businesses in England are encouraged to display these stickers while those in Wales and Northern Ireland are required by law to do so (the legislation for this was introduced in November 2013 in Wales and October 2016 in Northern Ireland).

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, and to monitor consumer awareness of the scheme, attitudes to it and use of ratings.

This report includes the findings from Wave 6 of the bespoke tracker, the fieldwork for which was conducted in October 2017. This survey is now carried out on an annual basis.

1.3 Methodology

Fieldwork took place in 2017, between 18 October 2017 and 29 October 2017. 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 2,066 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.

This is the sixth 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 will be available.

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

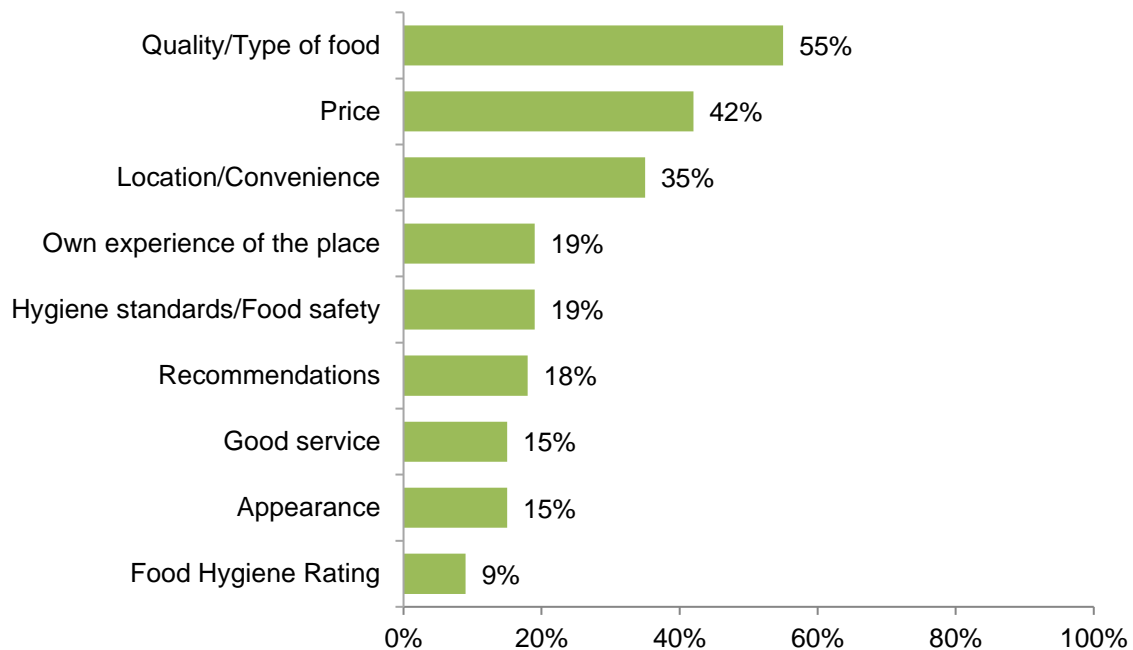
Although key socio-demographic differences are frequently highlighted throughout the report, further differences may also be evident in the underlying data. Full data tables, which include a variety of different socio-demographic differences, are available on request.

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

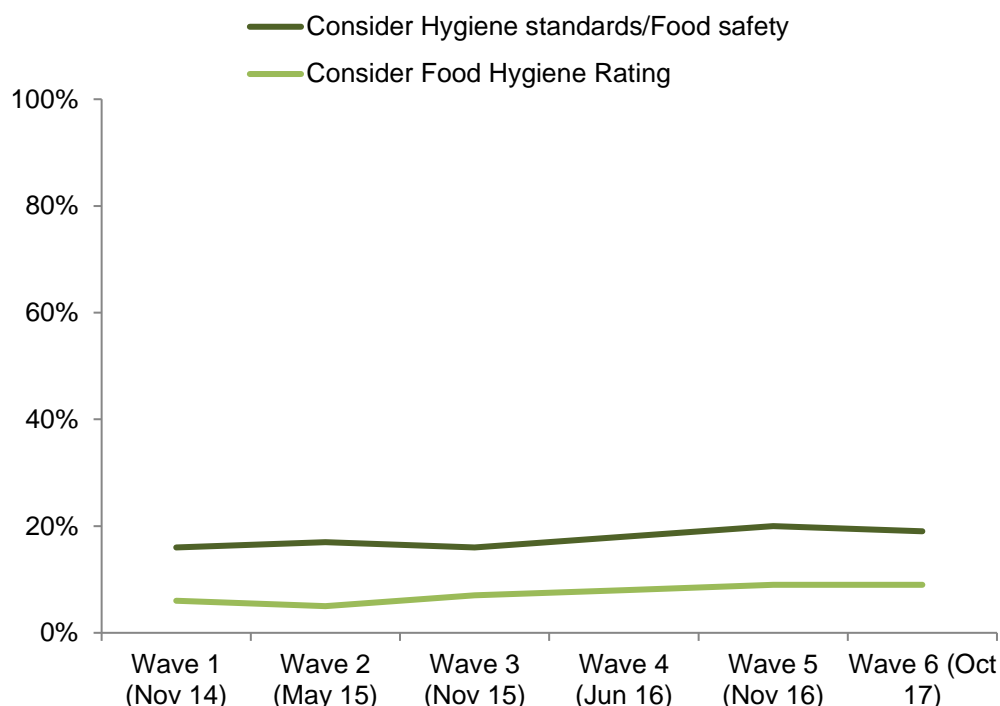


Base: All adults in England, Wales and Northern Ireland
Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

The findings have not changed significantly over waves to date, with the most common considerations continuing to be Quality/Type of food (55%), Price (42%), and Location/Convenience (35%).

The Food Hygiene Rating is only mentioned by a small proportion of respondents (9%), though a greater proportion reported generally considering the Hygiene standards/Food safety (19%) they observed in a food business.

Figure 2. Reported consideration of hygiene standards and the Food Hygiene Rating over all waves of the survey



Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

Differences between socio-demographic groups:

Social grade AB and C1 respondents³ were significantly *more likely* to mention the quality/type of food (AB – 60%, C1 – 59%) than those in social grade C2 (53%). In addition to this, **social grade AB, C1 and C2 respondents** were significantly *more likely* to mention location/convenience (AB – 38%, C1 – 37%, C2 – 38%) than **DE respondents** (30%).

Female respondents were *more likely* than male respondents to mention hygiene standards/food safety (22% v 15%).

Minority Ethnic respondents were *more likely* than white respondents to report considering hygiene/food standards (30% v 17%).

Single respondents were *more likely* to report considering price (49%) compared to married (40%) or widowed/divorced/separated respondents (35%).

³ Refer to Annex B for an explanation of social grade criteria

3. Awareness and recognition

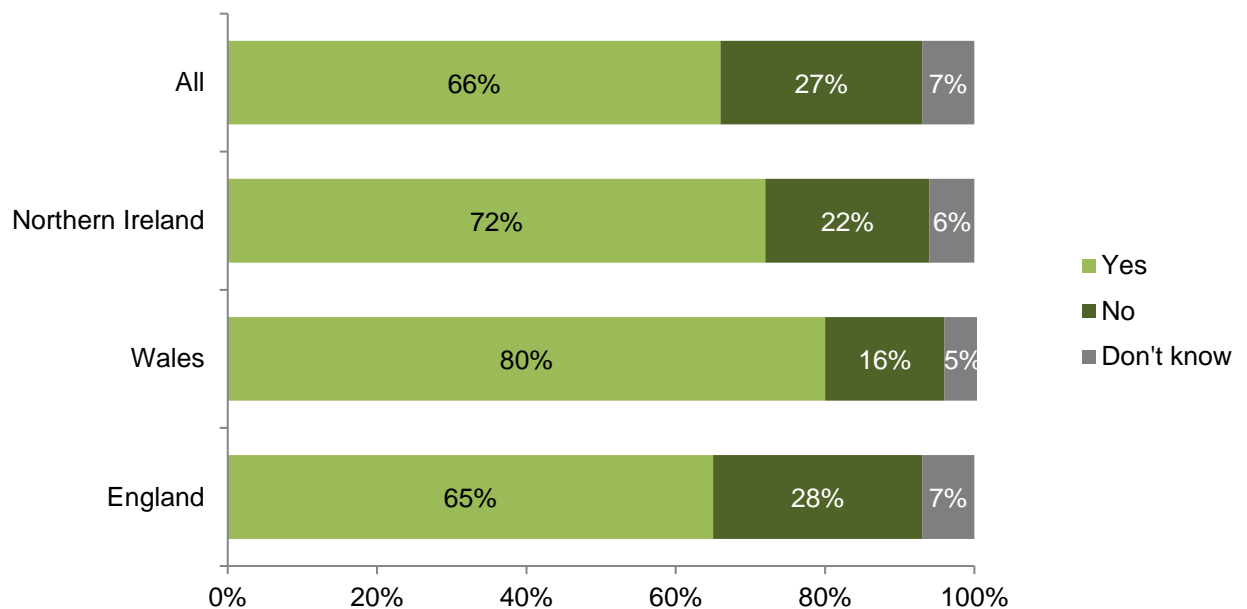
3.1 Awareness

The primary objective of consumer access to food hygiene ratings is that they can make informed decisions about where they eat out or purchase food. The questions in this section aim to monitor the extent to which consumers are aware of the FHRs and have access to ratings.

Respondents were initially asked if they had seen or heard of any rating schemes that provided information on the hygiene standards of places they eat out in or purchase food. This question did not make an explicit reference to the FHRs.

In total, the majority of respondents (66%) reported that they had seen or heard of such a rating scheme (see Figure 3). Respondents in Wales were significantly more likely to have seen or heard of such a rating scheme (80%) compared to respondents in England (65%). 72% of respondents in Northern Ireland reported awareness of such a rating scheme.

Figure 3. Awareness of schemes and initiatives that provide information on hygiene standards



Base: All adults in England, Wales and Northern Ireland
Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

Awareness of any schemes or initiatives which provide information on hygiene standards has significantly increased from Wave 1 (56%) to Wave 6 (66%) across all sampled countries.

Differences between socio-demographic groups:

Respondents aged 75+ were significantly *more likely* than any other age group of respondents to report *no awareness* of such a scheme (56% v 17%-31%).

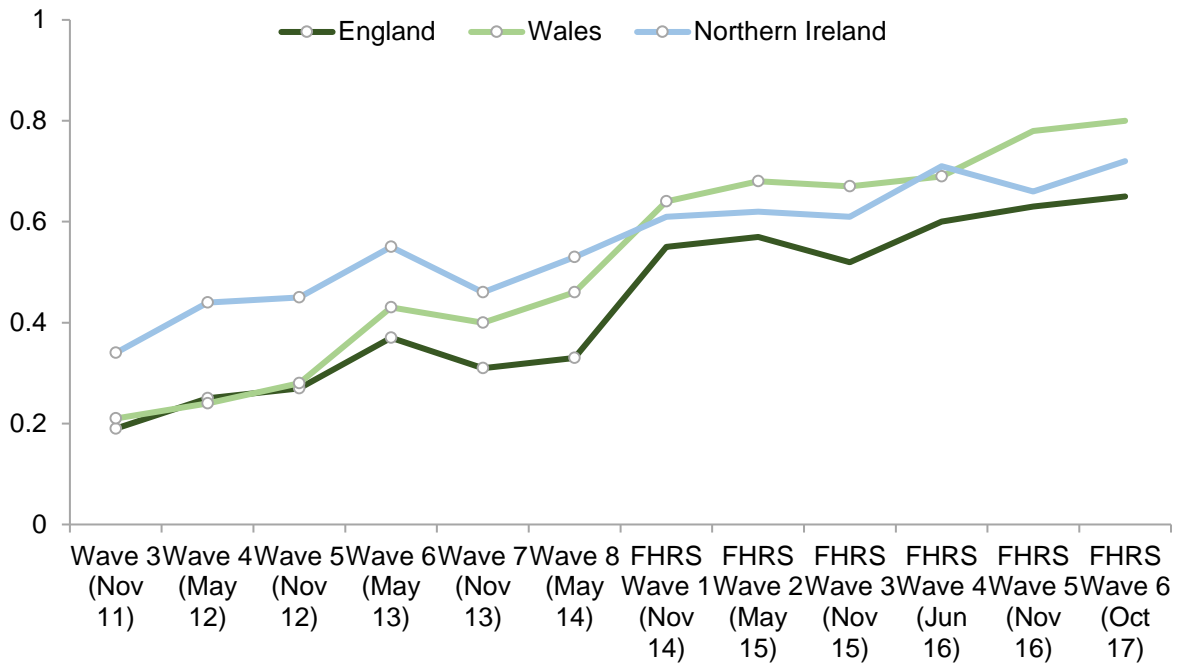
White respondents were significantly *more likely* to report awareness of such a scheme than Minority Ethnic respondents (68% v 54%).

Social grade DE respondents were the significantly *less likely* to report awareness of such a scheme (54%) compared to social grades AB (77%), C1 (72%), and C2 (63%).

Respondents with children in the household were significantly *more likely* to report awareness of such a scheme (71%) compared to respondents with no children in the household (64%).

This question was also asked previously as part of the wider FSA Public Attitudes Tracker allowing for comparison of any changes over a longer time period, as shown in Figure 4.

Figure 4. Changes in awareness of hygiene schemes and initiatives (England, Wales and Northern Ireland)



Note: circles on the graph indicate where there are significant differences to the current wave.

Base: All respondents

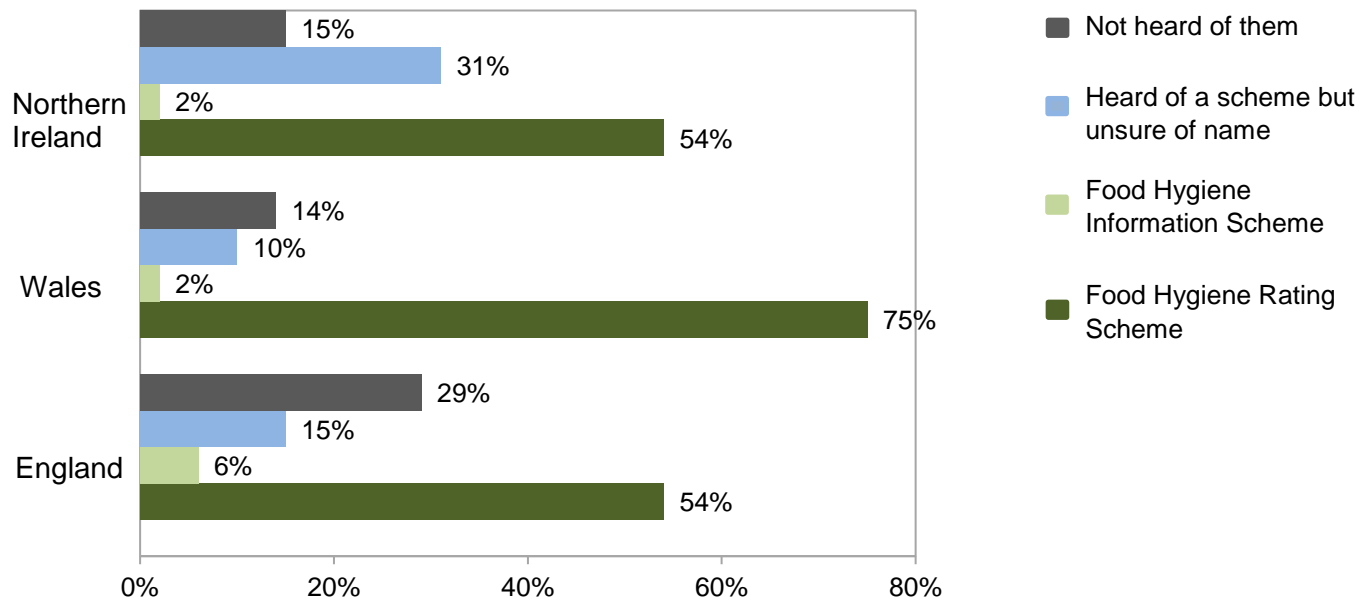
England – Unweighted base (1679-1778), Weighted base (1664-1776)

Wales – Unweighted base (171-218), Weighted base (80-104)

Northern Ireland – Unweighted base (110-128), Weighted base (60-68)

Respondents were then shown the names of the hygiene rating schemes operating in the UK – the Food Hygiene Rating Scheme (FHRS) and the Food Hygiene Information Scheme (FHIS), which operates in Scotland, and asked whether they had seen or heard of them. Figure 5 provides a breakdown of respondents who reported awareness of the FHRS.

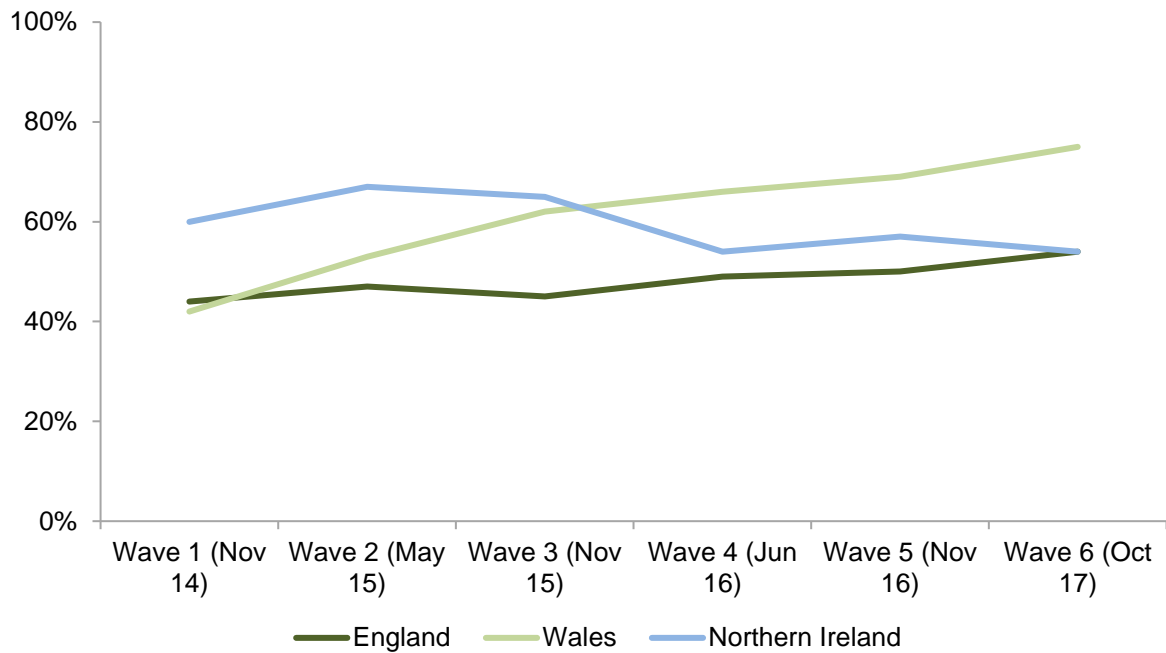
Figure 5. Reported awareness of the Food Hygiene Rating Scheme in England, Wales and Northern Ireland



Base: Weighted base (1,894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

55% of respondents across all three countries reported having seen or heard of the FHRS. The proportion of respondents who reported having seen or heard of the FHRS was greater in Wales (75%) than in England (54%) or Northern Ireland (54%). Figure 6 illustrates how reported awareness of the Food Hygiene Rating Scheme has changed in each of the countries over the previous waves of the survey.

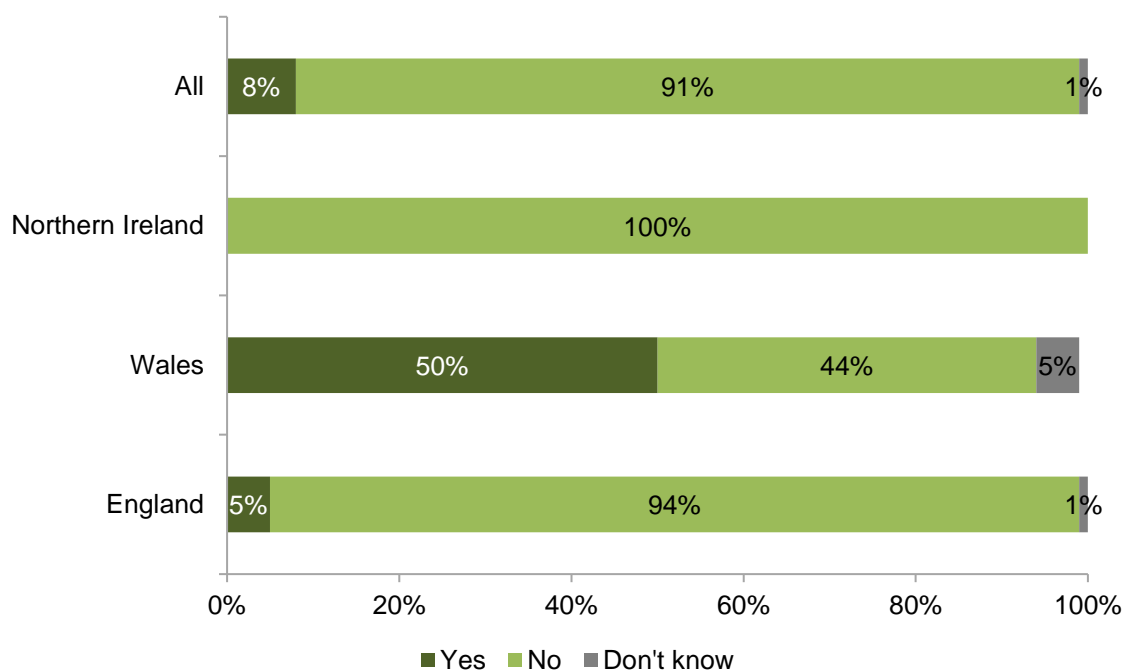
Figure 6. Reported awareness of the Food Hygiene Rating Scheme in England, Wales and Northern Ireland (Wave-on-Wave)



Base: Weighted base (11,444), Unweighted base (12,410)

Respondents were then asked whether they had seen the rating on any publicity materials, such as food business flyers and menus, in Wales. A total of 8% of respondents in England, Wales and Northern Ireland reported they had seen the rating on publicity materials in Wales, with 91% reporting that they had not. This was the same for the previous Wave, in which this question was first introduced. Unsurprisingly, a greater proportion of respondents in Wales reported that they had seen the rating on publicity materials (50%, up from 24% in the previous wave), compared to 5% in England and 0% in Northern Ireland. Figure 7 illustrates the proportion of respondents who have seen the rating on publicity materials in Wales.

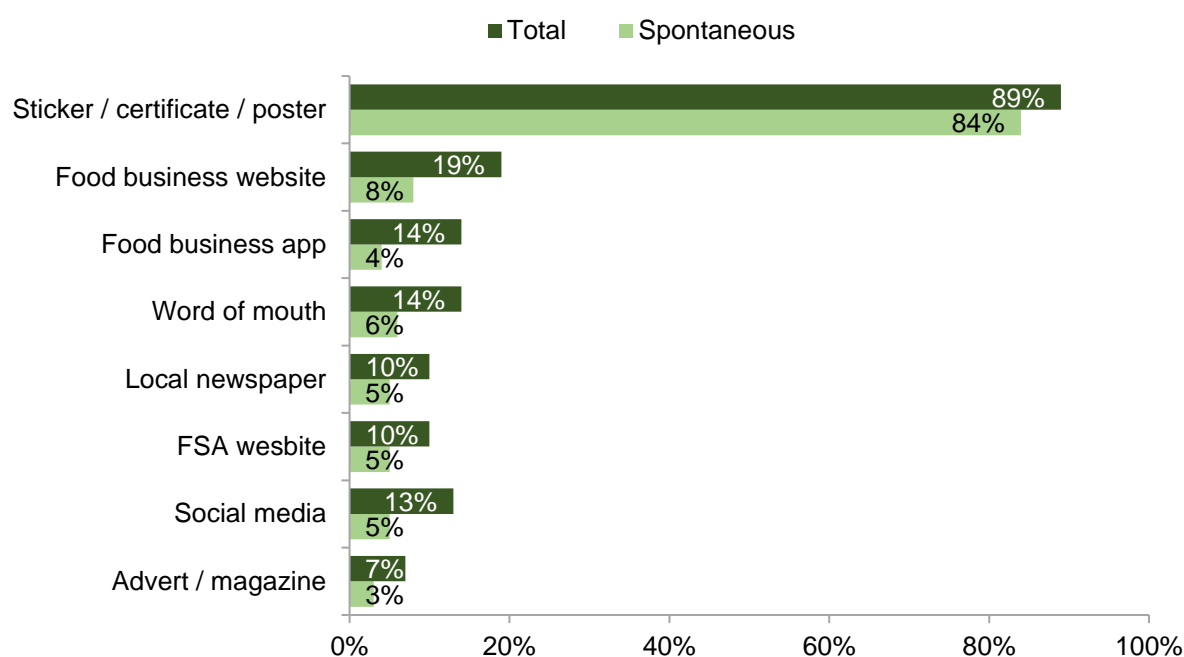
Figure 7. Proportion of respondents who have seen the rating on publicity materials in Wales in England, Wales and Northern Ireland



Base: Weighted base (1,640), Unweighted base (1,732)
 England: Weighted base (1,483), Unweighted base (1,433)
 Wales: Weighted base (95), Unweighted base (193)
 Northern Ireland: Weighted base (61), Unweighted base (106)

Respondents who reported being aware of the FHS were next asked to recall where they remember seeing or hearing about the scheme. The most commonly reported source of this information was a sticker, poster, or certificate in a food business (84% provided this response spontaneously, which rose to 89% when including prompted responses). Figure 8 provides a list of other reported sources of this information. The overall pattern of responses is generally in line with that seen in previous waves.

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

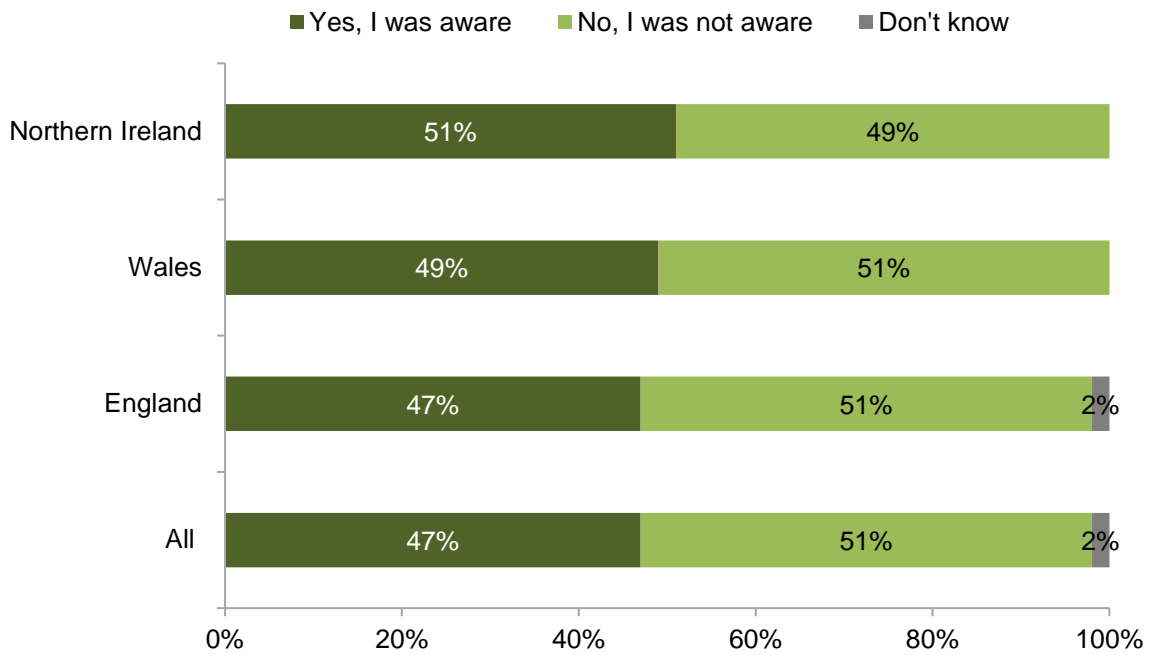


Base: Weighted base (1,640), Unweighted base (1,732)
 England: Weighted base (1,483), Unweighted base (1,433)
 Wales: Weighted base (95), Unweighted base (193)
 Northern Ireland: Weighted base (61), Unweighted base (106)

Those respondents who reported having heard about the scheme online were then asked whether they were aware of the three component scores used to determine the overall rating; these cover how hygienically the food is handled, the condition and structure of the buildings and how the business manages and records what it does to ensure food safety.

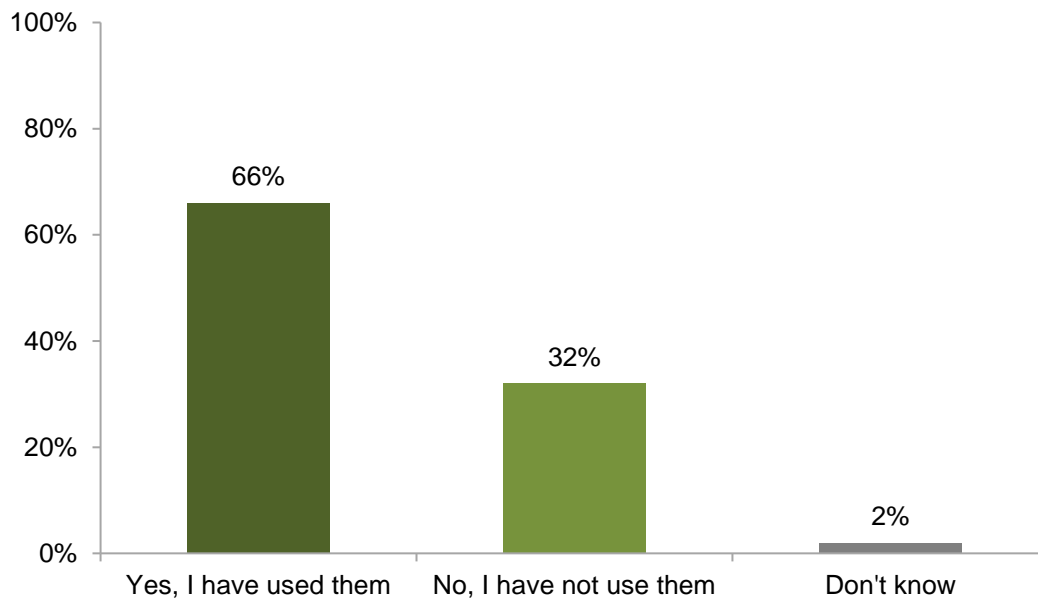
Those respondents who were aware of the component scores (47% across England, Wales and Northern Ireland – see Figure 9 - down from 49% in Wave 5) were then asked whether they used those scores, or whether knowledge of the component scores has ever affected the respondents' decisions on where to buy food or drink. Of those who reported awareness, a majority have used them when deciding on where to purchase food or drink (66%, increased from 64% in Wave 5) (see Figure 10)

Figure 9. Respondents awareness of three component scores considered in the FHRS rating



Base: Weighted base (537), Unweighted base (514)
 England: Weighted base (498), Unweighted base (456)
 Wales: Weighted base (23), Unweighted base (35)
 Northern Ireland: Weighted base (16), Unweighted base (23)

Figure 10. Whether respondents who are aware of the component scores have used them to make a decision concerning where to buy food or drink



Base: Weighted base (255), Unweighted base (243)
 England: Weighted base (235), Unweighted base (214)
 Wales: Weighted base (11), Unweighted base (17)
 Northern Ireland: Weighted base (8), Unweighted base (12)

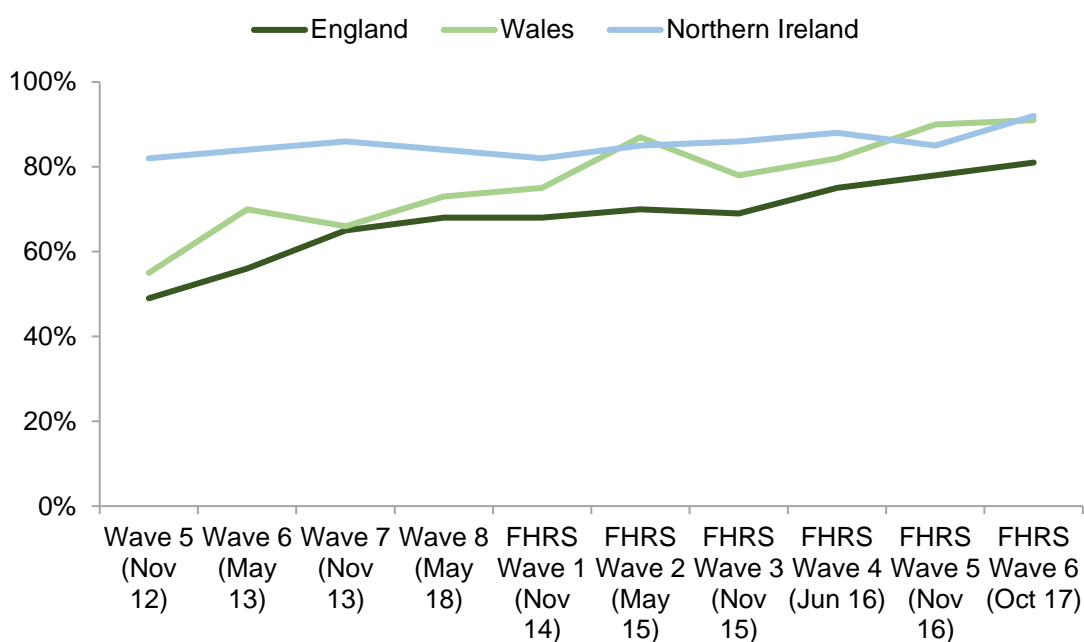
3.2 Recognition of FHRS branding

Respondents were also shown images of FHRS stickers. In total, 82% of respondents reported having seen them before.

A larger proportion of respondents reported having seen the FHRS stickers in Northern Ireland (92%) and Wales (91%) than in England (81%).

Changes in reported recognition of stickers over time are shown in Figure 11. The figures for all countries has risen significantly from Wave 1 to Wave 6 of the survey. Recognition has risen from 68% in England for Wave 1 to 81% for Wave 6; from 75% for Wave 1 to 91% for Wave 6 in Wales; and from 82% for Wave 1 to 92% for Wave 6 in Northern Ireland. There has been no significant increases in recognition since the previous wave (78% in England, 90% in Wales and 85% in Northern Ireland).

Figure 11. Changes in reported recognition of the FHRS sticker over time



Base: Weighted base (11,444), Unweighted base (12,410)
 England: Weighted base (1,664-1,776), Unweighted base (1,679-1,778)
 Wales: Weighted base (98-104), Unweighted base (171-218)
 Northern Ireland: Weighted base (60-68), Unweighted base (110-128)

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. The proportion of respondents who reported having seen these stickers has significantly increased from Wave 1 (71%) to 84% in the current wave.

Differences between socio-demographic groups:

Social grade DE respondents were significantly *less likely* to have seen an FHRS sticker (72%) compared to all other social grades (between 88% and 82%).

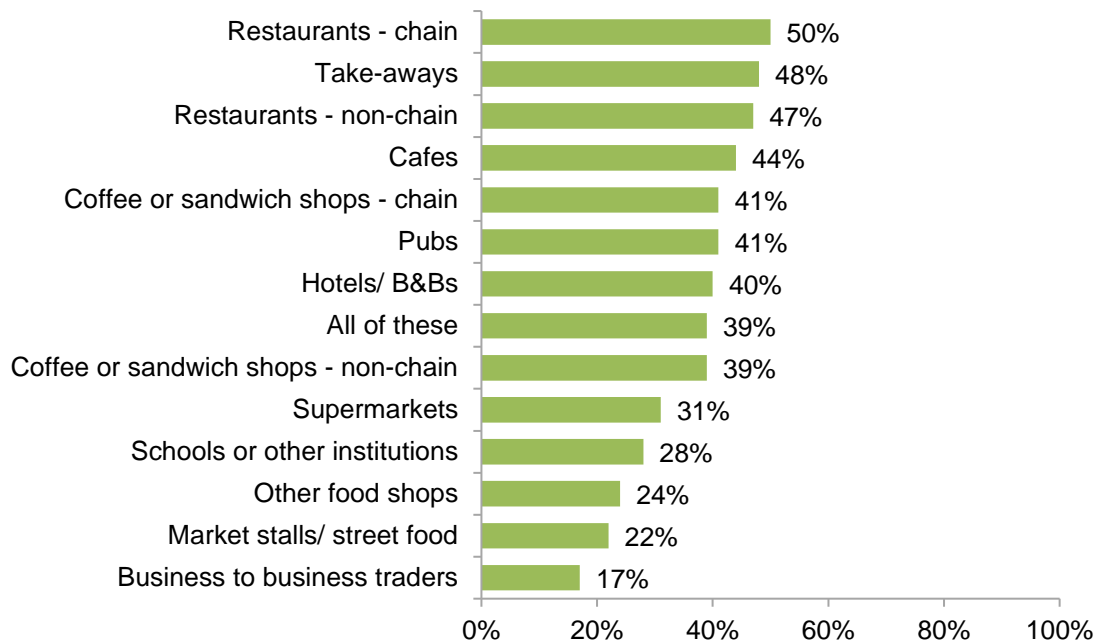
4. Consumer understanding of scheme

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 additional work is required to promote the scheme or clarify any misinterpretations.

4.1 Types of businesses given a rating

Respondents who reported being aware of the FHRS were shown a list of food business types and asked which ones they believed were covered by the scheme. A full breakdown is provided in Figure 12.

Figure 12. Business types considered to be covered by the FHRS



Base: Weighted base (1,640), Unweighted base (1,723)

England: Weighted base (1,483), Unweighted base (1,433)

Wales: Weighted base (95), Unweighted base (193)

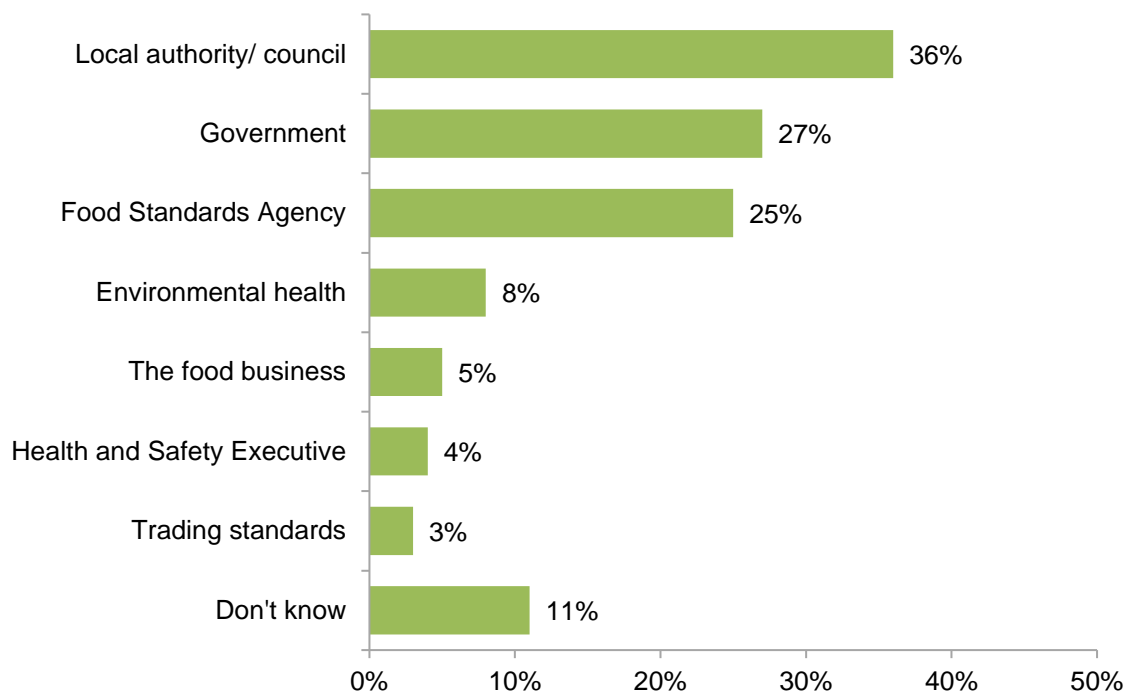
Northern Ireland: Weighted base (61), Unweighted base (106)

4.2 Scheme responsibility

Respondents were subsequently asked who they thought held overall responsibility for the scheme.

The most common response reported was the local authority/council (36%), which has stayed consistent over the previous waves. Figure 13 provides a more detailed breakdown of responses.

Figure 13. Reported organisations responsible for the FHRS



Base: Weighted base (1,640), Unweighted base (1,732)
England: Weighted base (1,483), Unweighted base (1,433)
Wales: Weighted base (95), Unweighted base (193)
Northern Ireland: Weighted base (61), Unweighted base (106)

4.3 Inspection process

Respondents were then asked about what criteria they consider are assessed during food hygiene inspections of businesses. Responses varied, but overall the most commonly mentioned is the 'cleanliness of food preparation and cooking areas' (79%). This has consistently been the most common response in all previous waves. Figure 14 provides a full breakdown of other criteria mentioned.

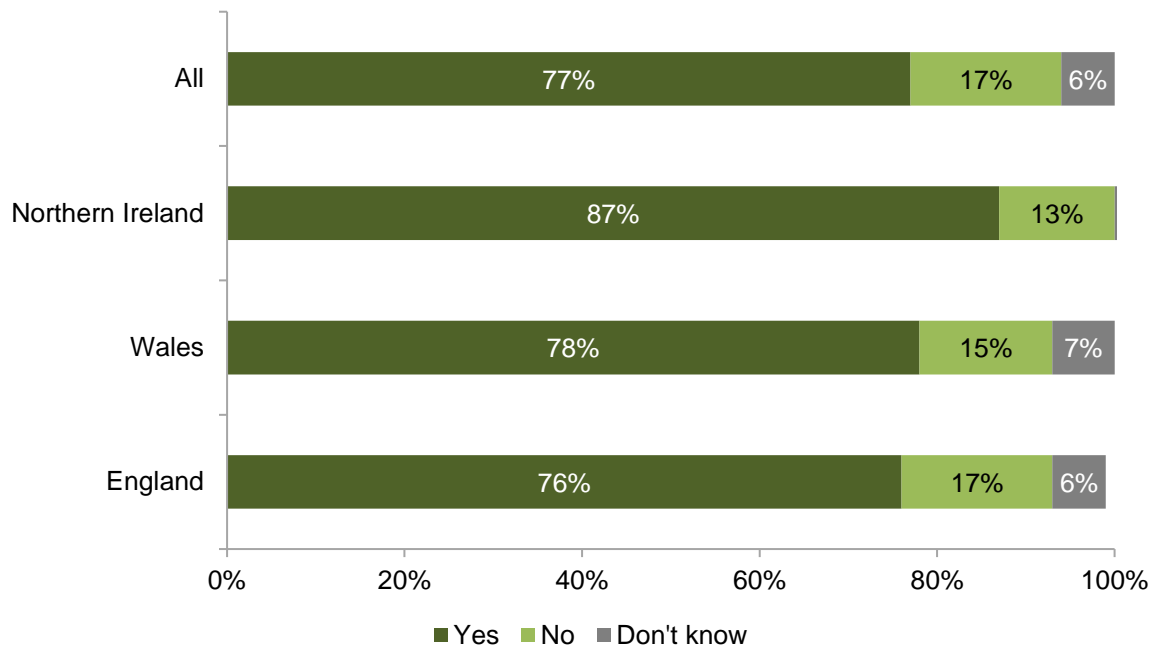
Figure 14. Criteria respondents think are assessed during food hygiene inspections



Base: Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

Following this, respondents were asked if they thought that inspections should consider food standards issues such as allergens, labelling and composition. The majority of respondents (77%) reported that they thought inspections should cover these aspects.

Figure 15. Respondents opinions on whether food standards issues should be considered during inspections by country



Base: Weighted base (1,8894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

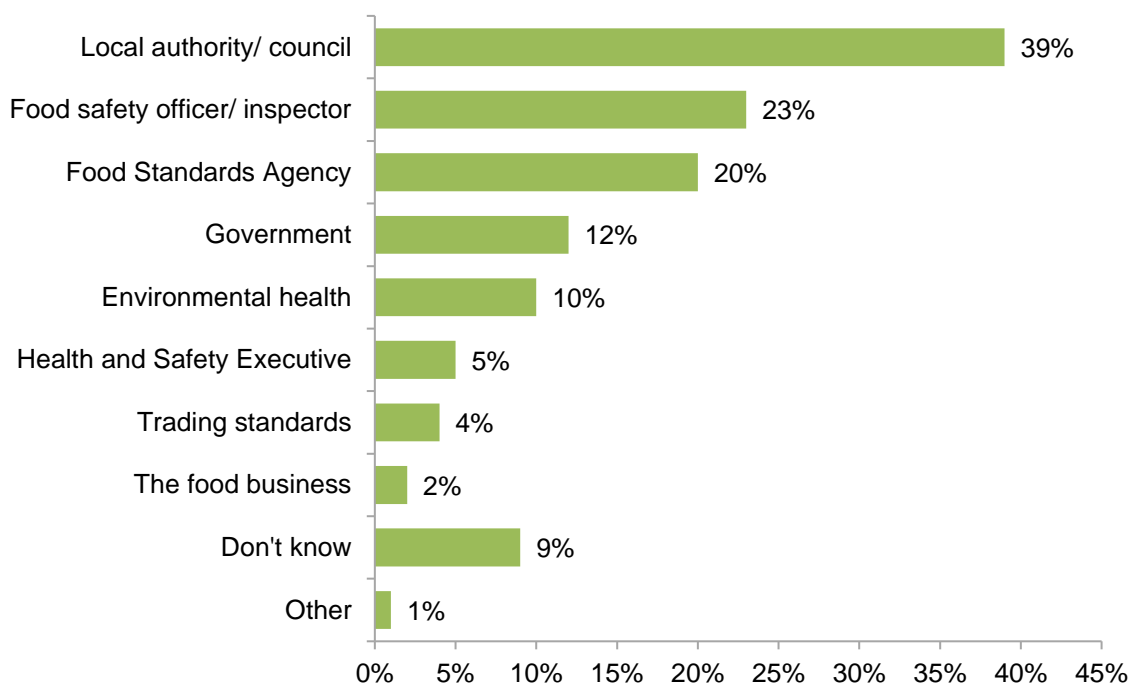
Differences between socio-demographic groups:

Social grade DE respondents were significantly *less likely* to expect hygiene inspections to take into account food standards issues (69%) than all other **social grades** (between 78% and 82%).

4.4 Inspection responsibility

Respondents were asked who they believed is responsible for carrying out hygiene inspections. The three most common responses were the local authority/ council (39%), food safety officer/ food inspector (23%), and the Food Standards Agency (20%) (see Figure 16). These responses were also the most common responses in all of the previous waves.

Figure 16. Organisations considered responsible for the inspection process

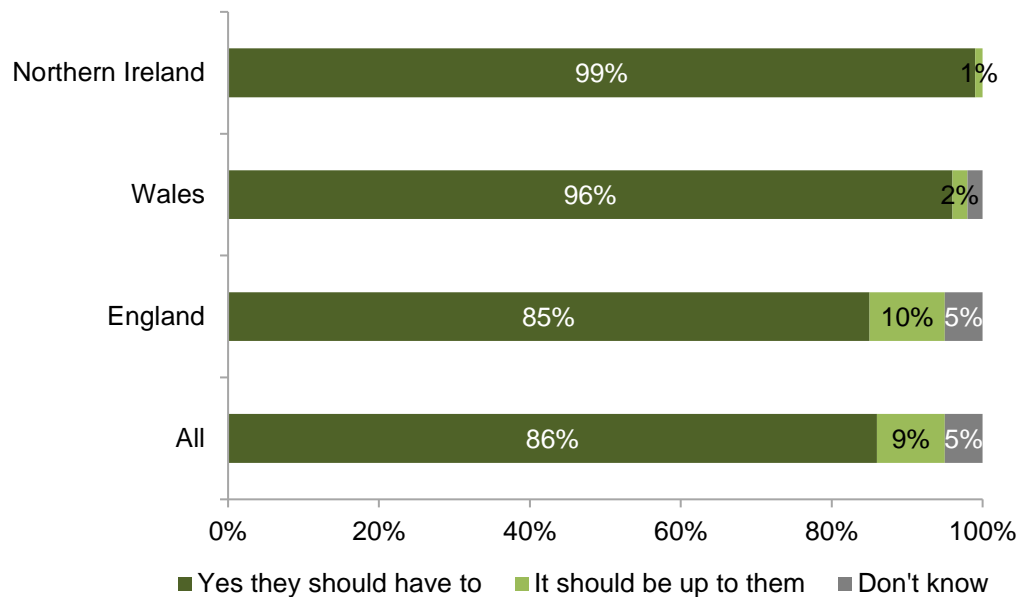


Base: Weighted base (1,895), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

4.5 Views on business display

All respondents were asked to consider whether businesses should be required to display their ratings at their premises, or whether it should be up to them to decide. The majority of respondents reported that they thought businesses should be required to display their ratings at their premises (86%), a significant increase from Wave 5 (84%). Respondents in Northern Ireland were the most likely to report that business should display their ratings (99%) compared to Wales (96%) and England (85%). The proportion of respondents in Wales reporting that businesses should display their ratings has significantly increased from Wave 5 (88%) to the current Wave (96%). Figure 17 demonstrates a breakdown of this.

Figure 17. Proportion of respondents who think businesses should have to display their rating

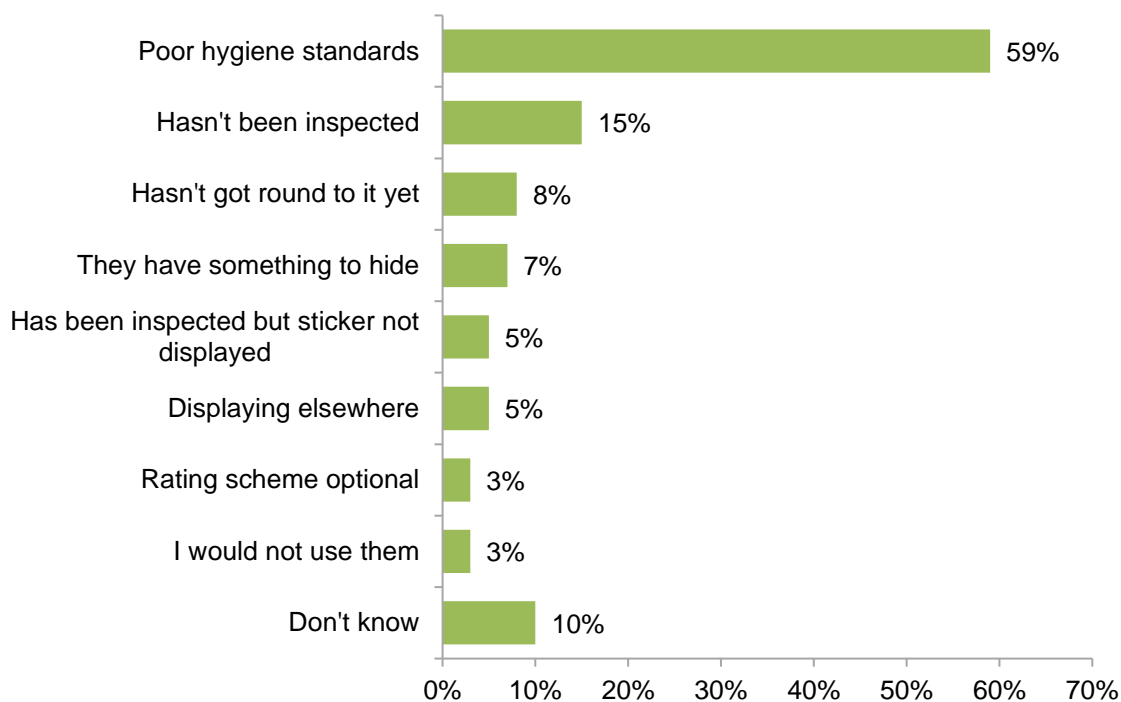


Base: Weighted base (1,894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

Respondents were then asked what conclusions they might draw about a food business that was not displaying their FHRs sticker. The most frequently mentioned responses are shown in Figure 18.

The most common conclusion reported was the idea of “poor hygiene standards” (59%), which has consistently remained the most common response across all waves and all countries. [It is important to note that it is now a legal requirement for businesses in Wales and Northern Ireland to display their FHRs stickers prominently.]

Figure 18. Conclusions drawn when a business does not display its FHRs rating



Base: Weighted base (1,894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

Differences between socio-demographic groups:

Respondents aged **55-64** (64%) and **35-44** (63%) were *more likely* to report assuming that a food business has poor hygiene standards if they did NOT display their food hygiene rating scheme sticker / certificate than those aged **75+** (51%).

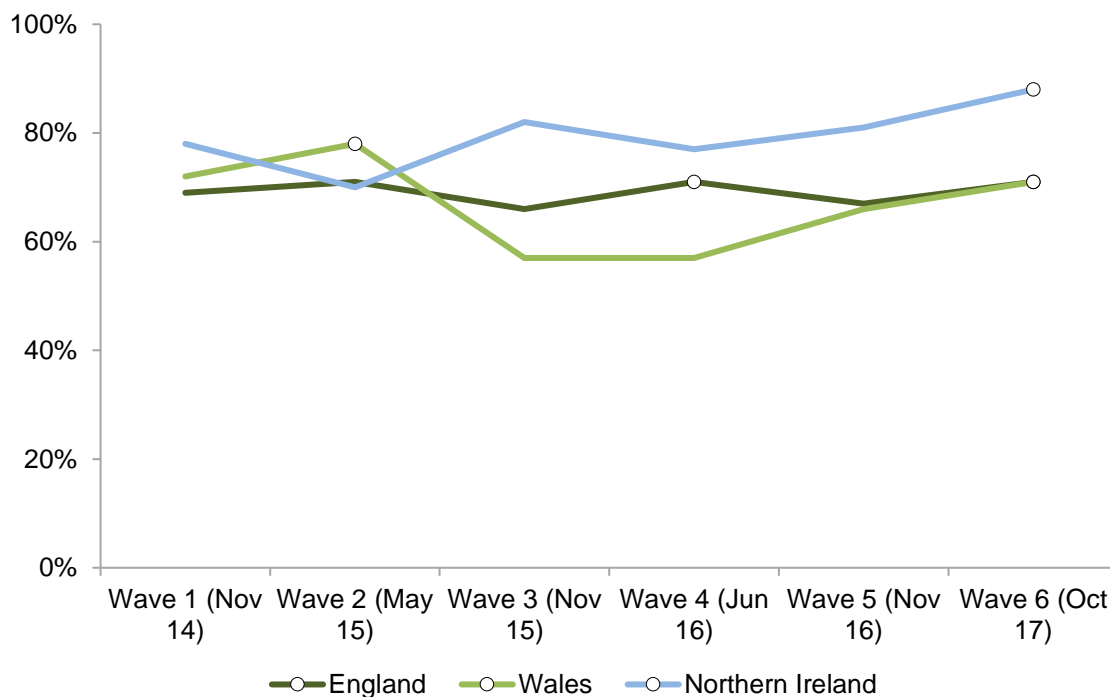
Respondents in **Northern Ireland** were *more likely* to report assuming that a food business has poor hygiene standards if they did NOT display their rating (92%) compared to respondents in **Wales** (61%) and **England** (58%).

5. Use of food hygiene ratings

5.1 Use of ratings in decision making

Respondents are 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. Respondents were given a choice of 'yes – definitely', 'yes – maybe', 'no', or 'don't know'. Figure 19 shows the proportion of respondents that claimed they would base a decision on the FHRs rating throughout all waves. In the latest wave, 44% of respondents reported that they would definitely decide to eat out or purchase food from somewhere based on the FHRs rating, a significant increase since Wave 5 (39%), and 28% reported 'yes – maybe'. Figure 20 demonstrates a breakdown of reported use of food hygiene ratings by country for the current wave.

Figure 19. The proportion of respondents by country that claimed they would base their decision on where to purchase food on its FHRs rating (Combined 'Yes – definitely' and 'Yes – maybe')



Base: Weighted base (11,440), Unweighted base (12,410)

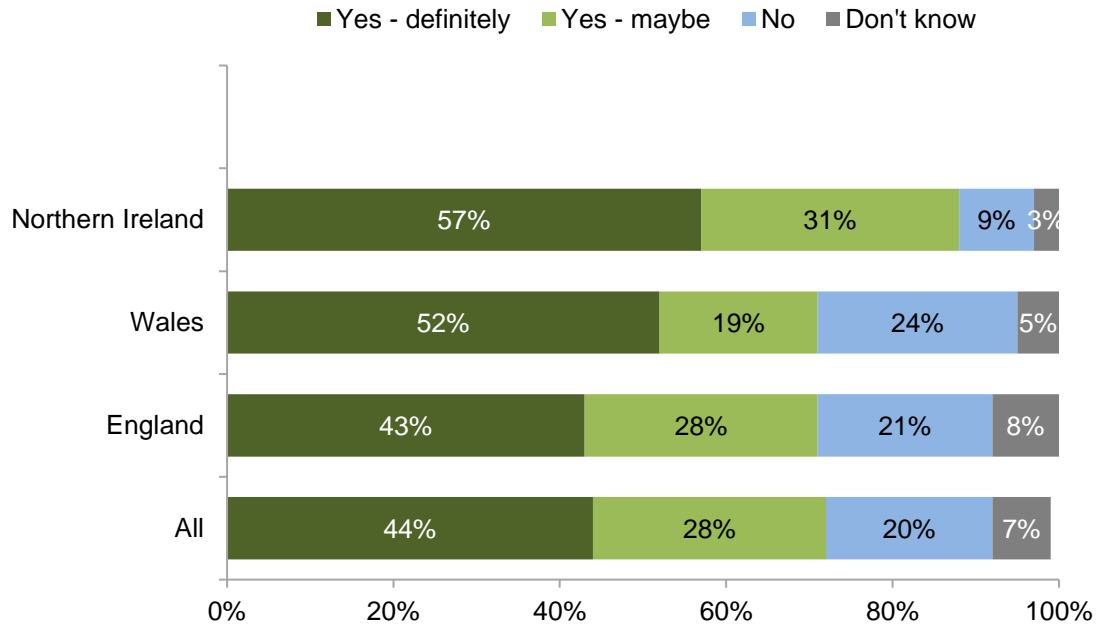
England: Weighted base (1,664-1,776), Unweighted base (1,679-1,778)

Wales: Weighted base (98-104), Unweighted base (171-218)

Northern Ireland: Weighted base (60-68), Unweighted base (110-128)

The proportion of respondents in England who reported they would definitely make their decision on where to eat based on the FHRs rating of a food business has significantly increased since Wave 5 (from 38% to 43% in Wave 6).

Figure 20. Reported use of food hygiene ratings when deciding to eat out or purchase food



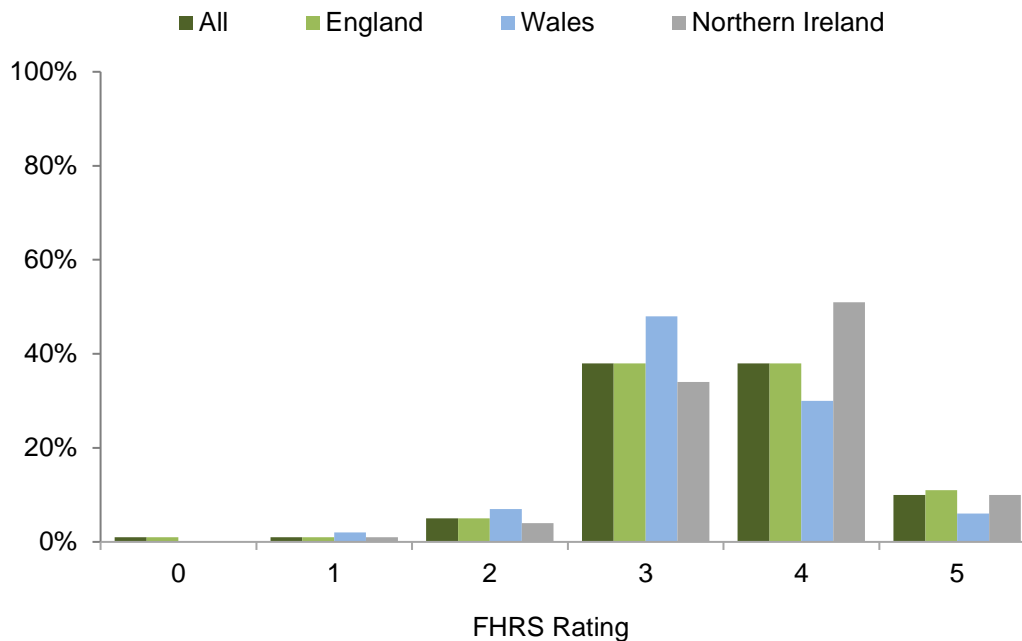
Base: Weighted base (1,894), Unweighted base (2,066)
 England: Weighted base (1,726), Unweighted base (1,738)
 Wales: Weighted base (102), Unweighted base (208)
 Northern Ireland: Weighted base (66), Unweighted base (120)

5.2 Minimum acceptable rating

Respondents were then asked which rating, on a 0 to 5 scale, they would consider the minimum to be acceptable when eating out or buying food.

Figure 21 shows the responses for each country. Both ratings of '3' and '4' were equally reported as the lowest acceptable rating (38%) in England and for all three countries combined, with respondents in Northern Ireland reporting a rating of '4' as the lowest acceptable rating (51%), a significant increase from Wave 5 (25%). Those in Wales reported a rating of '3' as the lowest acceptable rating (51%), a significant increase from Wave 5 (25%). Those in Wales reported a rating of '3' as the lowest acceptable rating (48%).

Figure 21. Lowest rating respondents report acceptable when buying food



Base: Weighted base (1,894), Unweighted base (2,066)

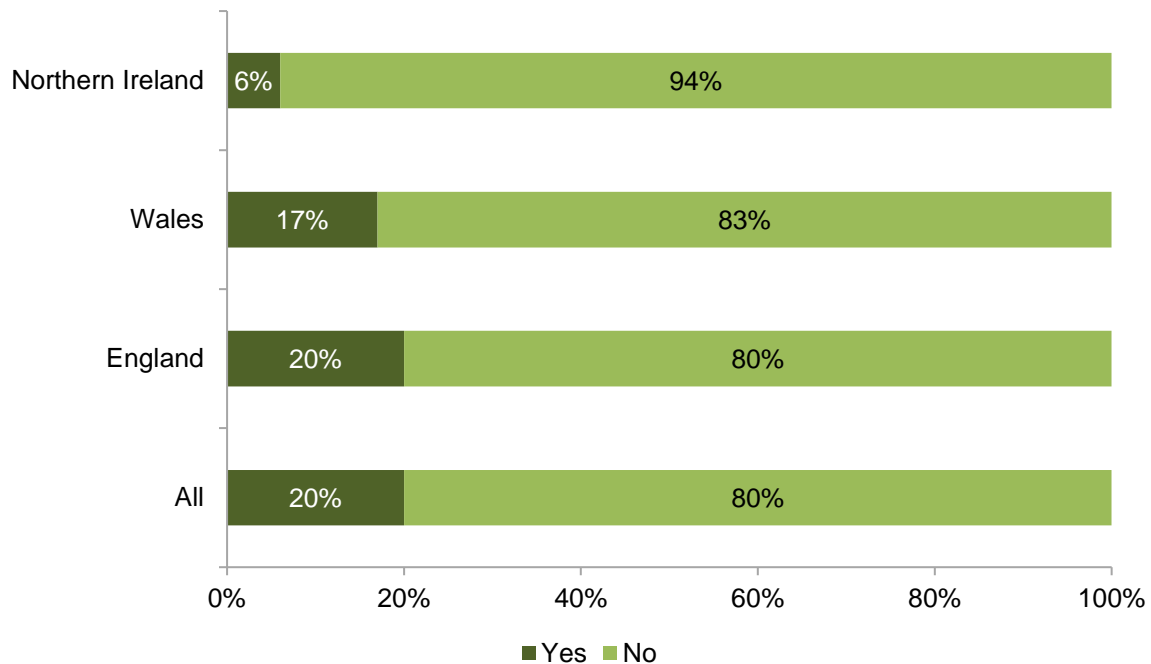
England: Weighted base (1,726), Unweighted base (1,738)

Wales: Weighted base (102), Unweighted base (208)

Northern Ireland: Weighted base (66), Unweighted base (120)

Respondents were next asked to consider whether they would decide to buy from a food business with a lower rating than the one they identified in the previous question. In line with previous waves, the majority of respondents reported that they would not (80%). Figure 22 provides a breakdown of responses by country.

Figure 22. Proportion of respondents who report that they would consider buying food from a lower rated business

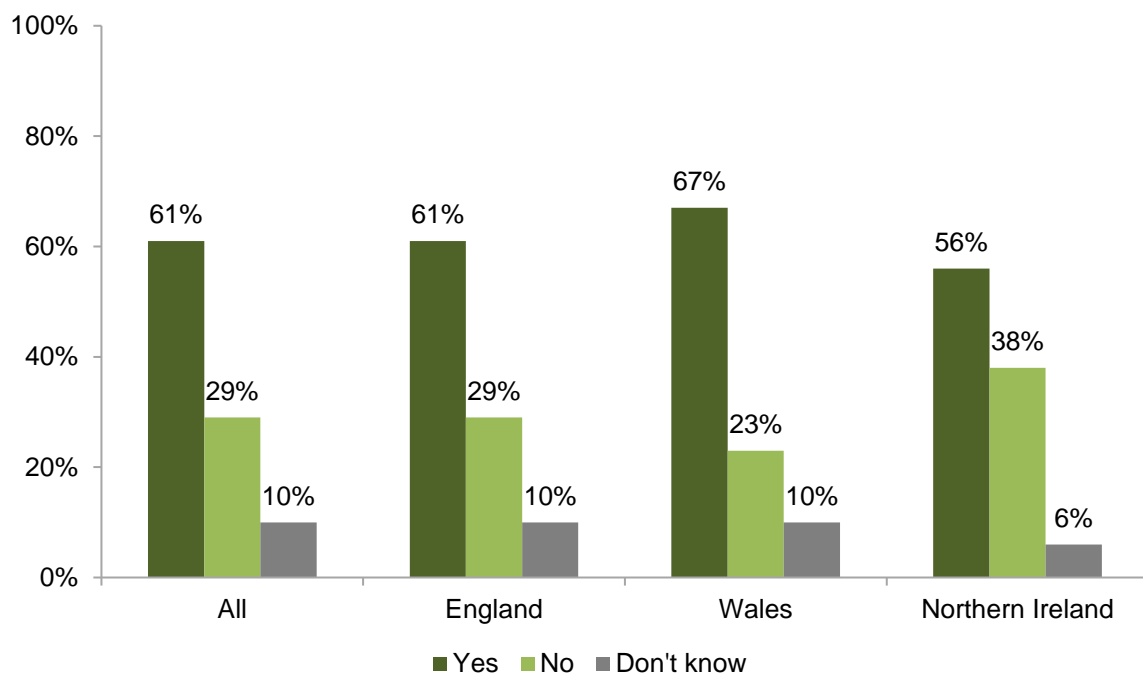


Base: Weighted base (1,744), Unweighted base (1,882)
 England: Weighted base (1,585), Unweighted base (1,576)
 Wales: Weighted base (93), Unweighted base (187)
 Northern Ireland: Weighted base (66), Unweighted base (119)

Respondents who reported that they would consider buying food at a business with a lower rating than what they considered acceptable, were also asked under what circumstances they would consider doing so. The two most common responses were when there was not much choice of places to go (35%), and when it was a place the respondent already knew (28%). Other common responses included when the respondent needed to pick something up quickly (20%), when it was late at night (18%), when the respondent knew the food was good (17%), and when it was a place that had been recommended to the respondent (11%).

Respondents who reported their minimum acceptable rating between 0-4 were then subsequently asked to consider whether there would be any occasions when they would only go to a food business with a higher rating than their minimum acceptable rating. The proportion of responses are summarised in Figure 23 and have remained consistent throughout the previous waves. However, there has been a statistically significant change in responses from Wave 5 (57%) to this current wave (61%) for all three countries combined.

Figure 23. Proportion of respondents who reported there would be circumstances where they would only go to a higher rated food business



Base: Weighted base (1,563), Unweighted base (1,661)
 England: Weighted base (1,415), Unweighted base (1,381)
 Wales: Weighted base (88), Unweighted base (173)
 Northern Ireland: Weighted base (60), Unweighted base (107)

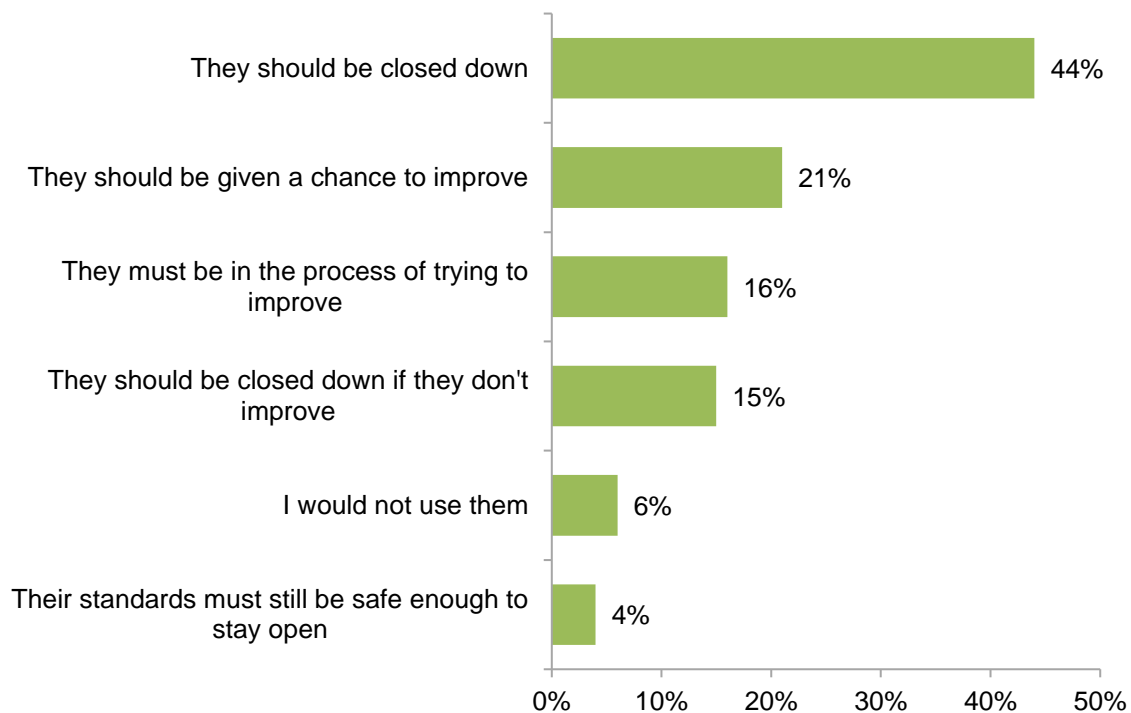
Respondents were then asked to report what the circumstances would be when they would only consider going to a food business with a higher rating than their minimum. In line with previous waves, the majority of respondents reported 'a special occasion' as the reason for doing so (54%). Other reasons included 'when I am taking young children' (20%); 'when I am with particular people' (17%); 'when I want to go somewhere expensive' (12%); and 'when I or someone else has special health issues' (11%).

6. Consumer attitudes towards the scheme

6.1 Views on low rated businesses

Respondents are also asked for their views regarding what should happen to a food business that has received a FHRs rating of either 0 or 1. Figure 24 demonstrates the common responses given across England, Wales and Northern Ireland combined.

Figure 24. Respondent views on food businesses rated 0 or 1



Base: Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

In the current wave, and all waves prior, respondents in Northern Ireland were significantly more likely to report that a food business should be closed down if their FHRs rating is 0 or 1, with 69% reporting so in the current wave, compared to those in England (44%) and Wales (27%).

Differences between socio-demographic groups:

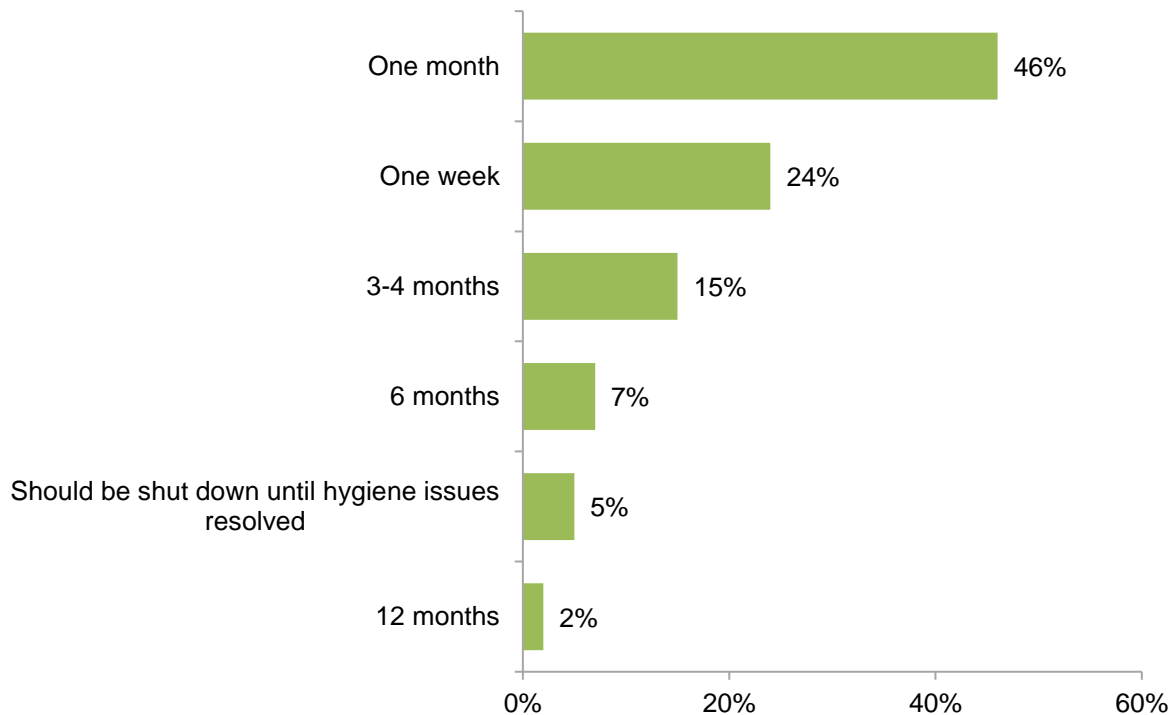
Women were *more likely* than men to report that businesses should be closed down if they have a rating of either 0 or 1 (47% v 41%).

Respondents in education were *less likely* to report that food businesses with a rating of either 0 or 1 should be closed down compared to respondents in other working groups (32% v 43%-50%).

6.2 Views on inspection frequency

Respondents were then subsequently asked how much time should be between inspections if a food business was given a FHS rating of 2 or less. Figure 25 provides the breakdown of responses.

Figure 25. Respondent views on inspection frequency



Base: Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

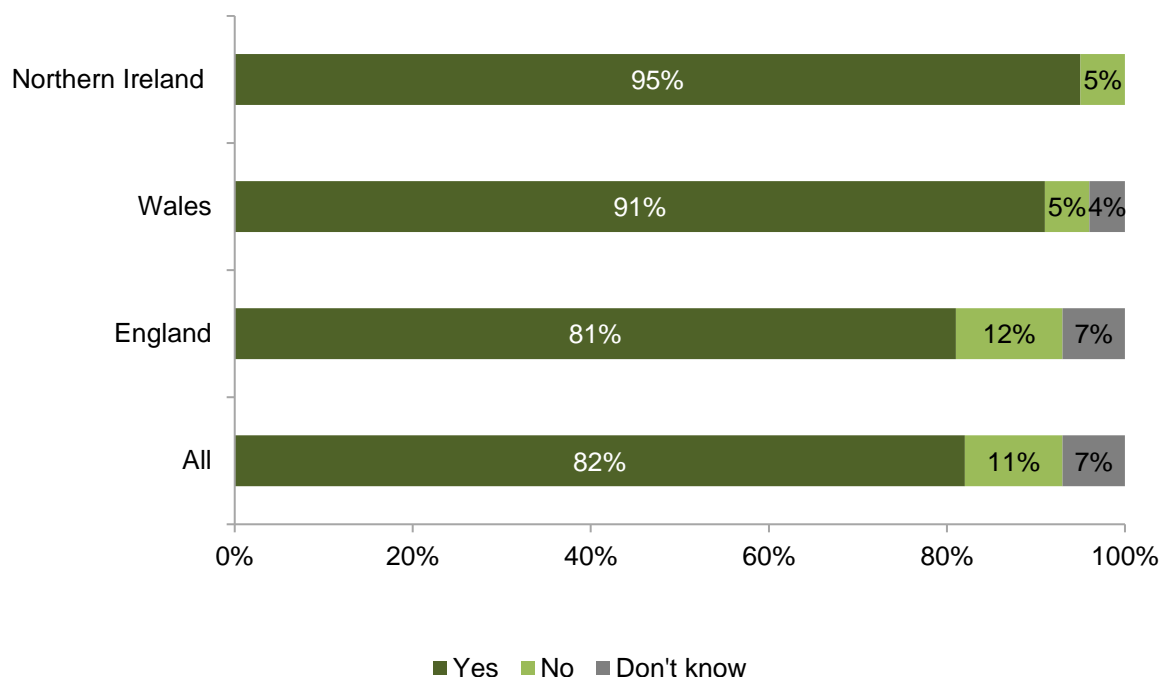
As in previous waves, respondents continue to report that there should be relatively short time periods between inspections, with the vast majority of responses falling between one week and 3-4 months.

In the current wave, respondents in Northern Ireland were significantly more likely to report 'one month' between inspections (59%) compared to respondents in England (46%) and Wales (40%). The majority of respondents (55%) reported that the date of the last inspection would influence their decision in choosing where to eat or buy food, with respondents in Northern Ireland (64%) and England (55%) being more likely to agree with this than respondents in Wales (47%).

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. Figure 26 demonstrates the breakdown of responses by country, for which respondents in Northern Ireland (95%) and Wales (91%) were significantly more likely to report that they had seen a food business displaying a rating in the last 12 months compared to those in England (81%).

Figure 26. Proportion of respondents who report having seen a food business displaying a food business rating in the last 12 months

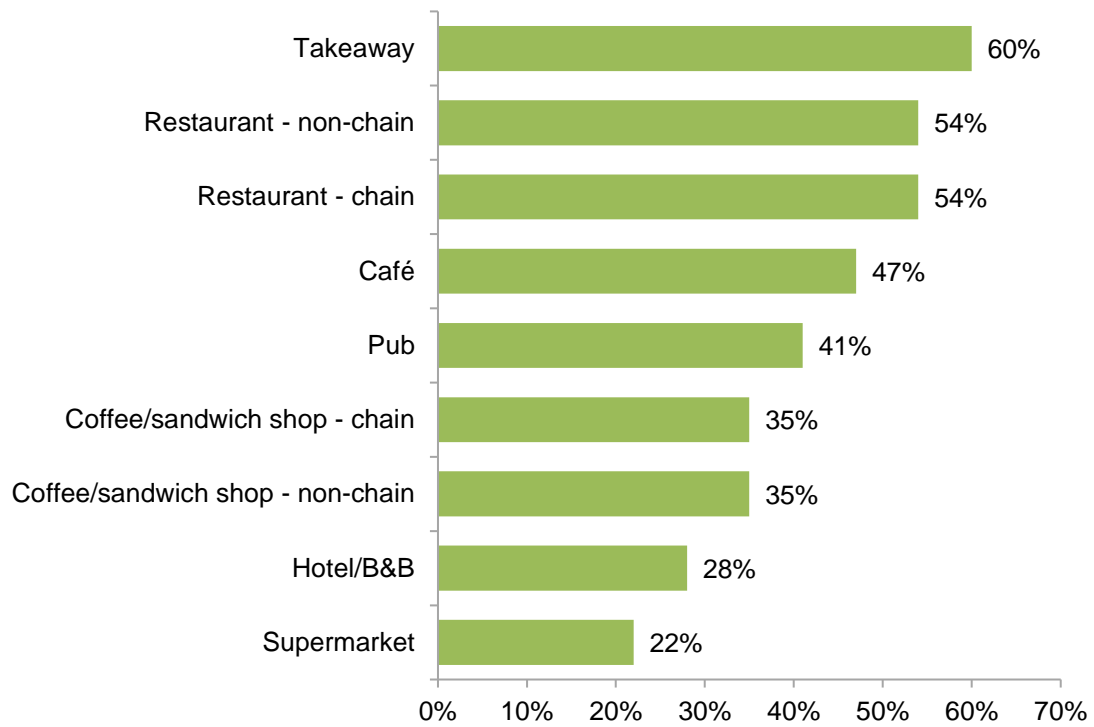


Base: Weighted base (1,640), Unweighted base (1,732)
 England: Weighted base (1,483), Unweighted base (1,433)
 Wales: Weighted base (95), Unweighted base (193)
 Northern Ireland: Weighted base (61), Unweighted base (106)

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. Figure 27 demonstrates the breakdown of responses. Respondents most frequently reported takeaways as the type of business they remembered seeing a rating displayed (60%). This was also the most frequent business type recorded in all previous waves of the tracker. However, the proportion of respondents reporting other business

types such as restaurants (chain and non-chain) and coffee shops has significantly increased from Wave 5 and prior to the current Wave.

Figure 27. Types of businesses at which respondents report having seen a rating on display

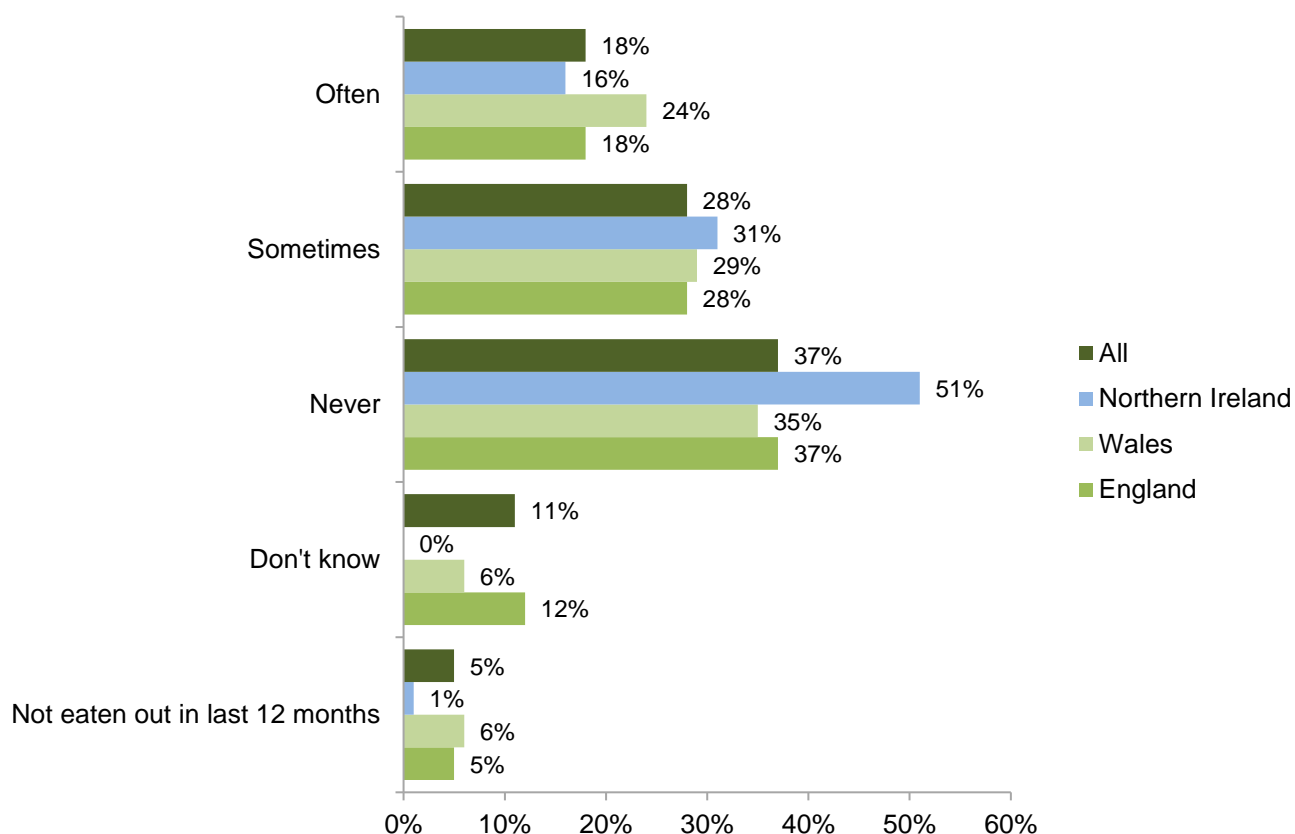


Base: Weighted base (1,340), Unweighted base (1,391)
England: Weighted base (1,195), Unweighted base (1,122)
Wales: Weighted base (87), Unweighted base (171)
Northern Ireland: Weighted base (58), Unweighted base (98)

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 28 shows responses across all countries.

Figure 28. Frequency of checking FHRs ratings before deciding to eat out or purchase food

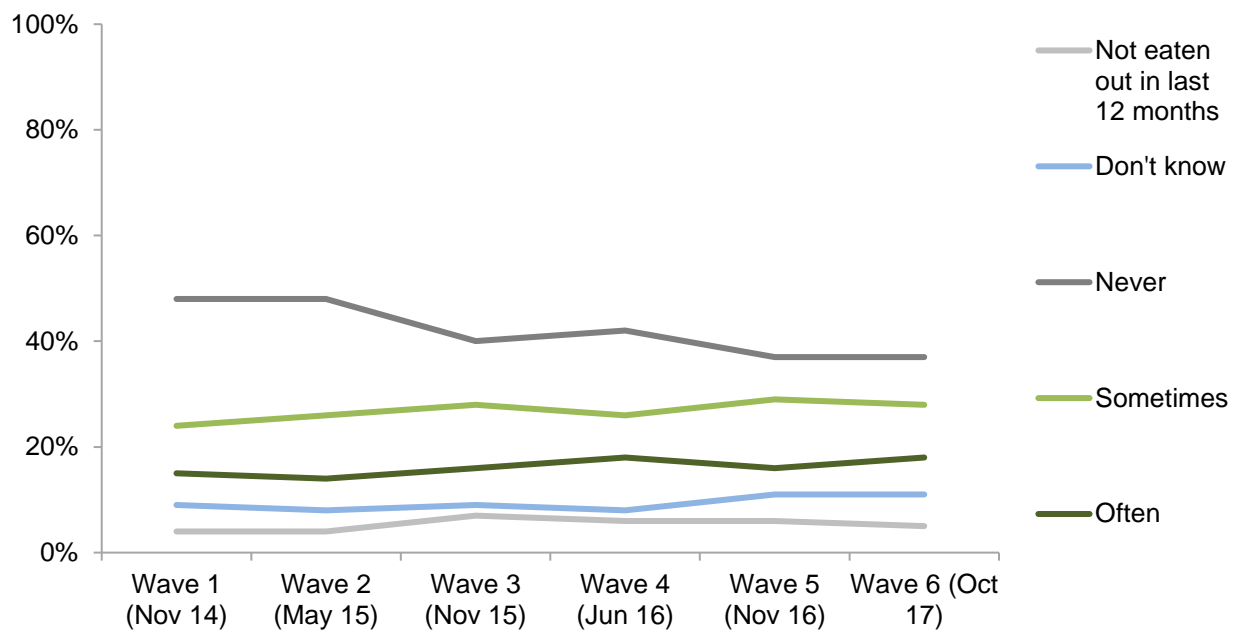


Base: Weighted base (1,640), Unweighted base (1,732)
 England: Weighted base (1,483), Unweighted base (1,433)
 Wales: Weighted base (95), Unweighted base (193)
 Northern Ireland: Weighted base (61), Unweighted base (106)

In terms of often or sometimes checking the rating, 46% of respondents in England, 53% in Wales and 47% in Northern Ireland report doing so before deciding to purchase food from an establishment. Respondents in Northern Ireland were significantly more likely to report never having checked a food business' hygiene rating before deciding where to eat (51%), compared to respondents in England (37%) and Wales (35%). The proportion of respondents who reported that they 'sometimes' check a food business' hygiene rating in the last 12 months has significantly increased since Wave 1 in Wales (18% in Wave 1 to 29% in the current Wave), as well as in Northern Ireland (11% in Wave 1 to 31% in the current Wave – although this is down from 40% in the previous wave but up from 23% in Wave 4). In England, the proportion of respondents who reported that they 'often' check hygiene

ratings has significantly increased from Wave 1 (15%) to the current Wave (18%). The percentage of respondents who have reported checking ratings either 'often' or 'sometimes' combined has increased across all three countries, and within the individual countries, from Wave 1 to the current Wave. Across all three countries, the proportion of respondents reporting either 'often' or 'sometimes' has increased from 39% in Wave 1 to 46% in the current Wave. For England, this has increased from 40% in Wave 1 to 46% in the current Wave, for Wales, 39% in Wave 1 to 53% in the current Wave, and for Northern Ireland, 23% in Wave 1 to 47% in the current wave, indicating the biggest increase in use of the ratings (+24%). Figure 29 demonstrates changes in the frequency of checking FHRs ratings since Wave 1 across all three countries.

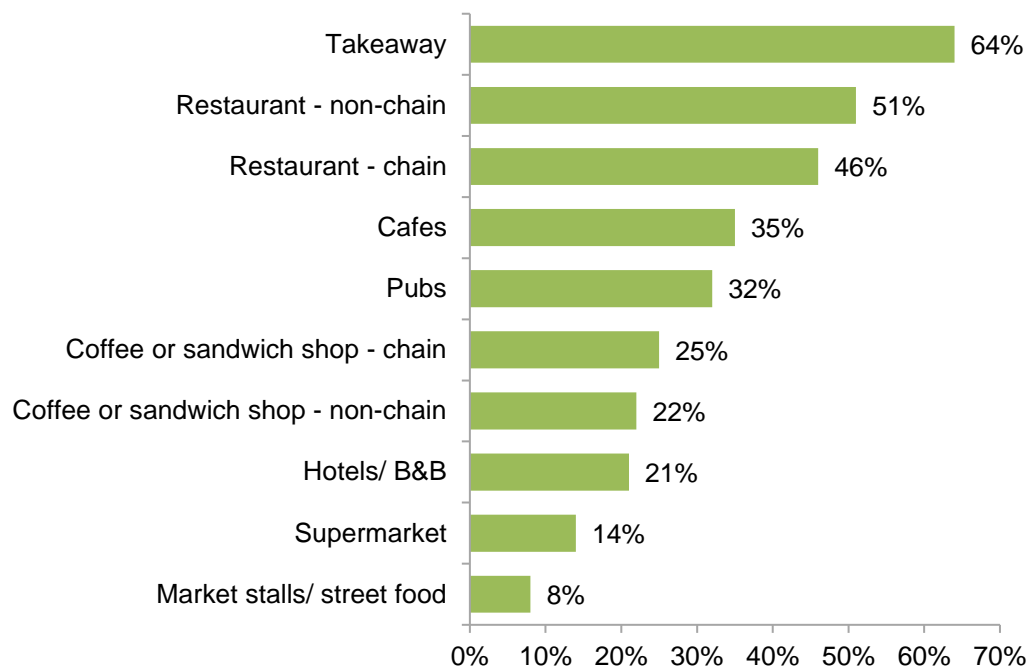
Figure 29. Changes over time in the frequency of checking FHRs ratings before deciding to eat out or purchase food



Base: All respondents aware of any scheme
 England – Unweighted (1242-1433), Weighted (1270-1483)
 Wales – Unweighted (136-199), Weighted (72-97)
 Northern Ireland – Unweighted (92-111), Weighted (52-61)

Respondents were then asked which type of food business they located hygiene ratings. As shown in Figure 30, respondents who reported checking these ratings either often or sometimes reported doing so for takeaways (64%) most frequently, which has been consistent over previous waves. In addition to this, the proportion of respondents who reported that they check the FHRs rating of non-chain restaurants (51%) has risen significantly in this current wave compared to wave 5 (45%).

Figure 30. Business types for which respondents report checking the FHRs rating before deciding to eat out

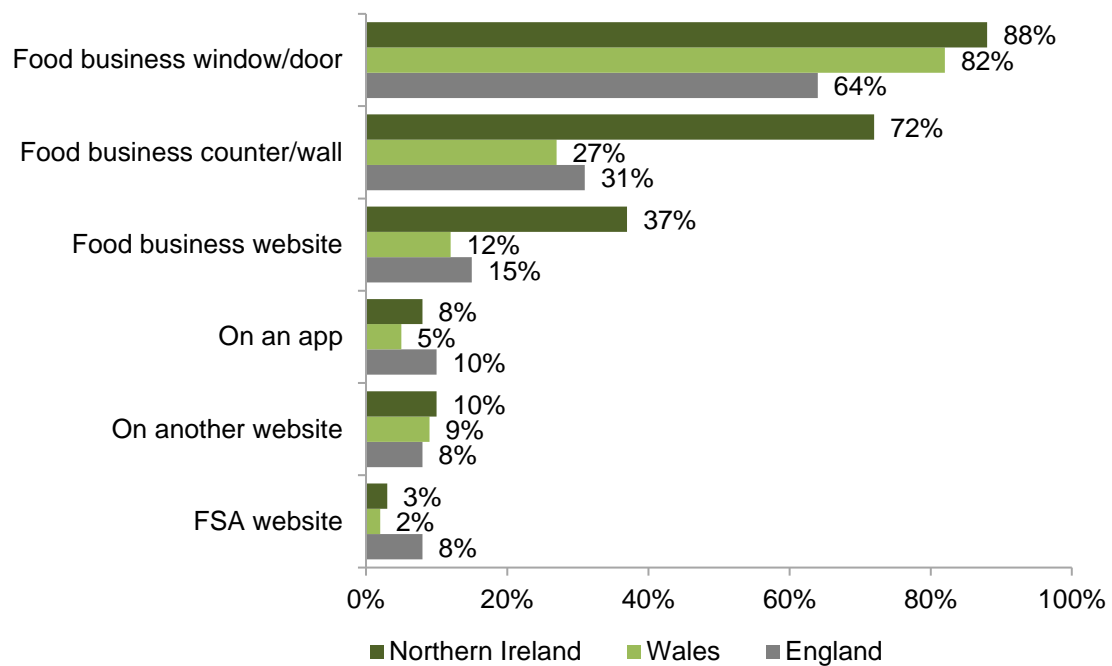


Base: Weighted base (760), Unweighted base (782)
 England: Weighted base (680), Unweighted base (642)
 Wales: Weighted base (50), Unweighted base (90)
 Northern Ireland: Weighted base (29), Unweighted base (50)

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

Figure 31 provides a breakdown of the given responses. Overall, the food business window or door continued to be the most frequently reported location (67%), consistent with all previous waves. Respondents in Northern Ireland (88%) and Wales (82%) were significantly more likely to report this than respondents in England (64%).

Figure 31. Location where respondent reported obtaining rating

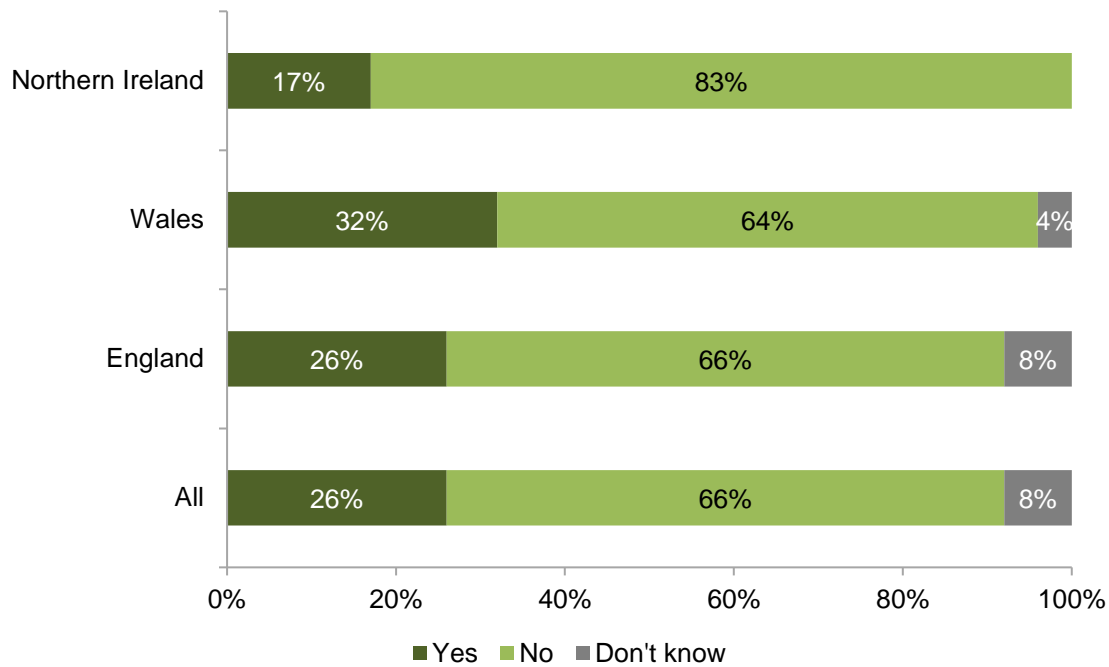


Base: Weighted base (760), Unweighted base (782)
 England: Weighted base (680), Unweighted base (642)
 Wales: Weighted base (50), Unweighted base (90)
 Northern Ireland: Weighted base (29), Unweighted base (50)

6.5 Avoiding poor performing businesses

Respondents were asked about 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 32 provides a breakdown of responses by country.

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

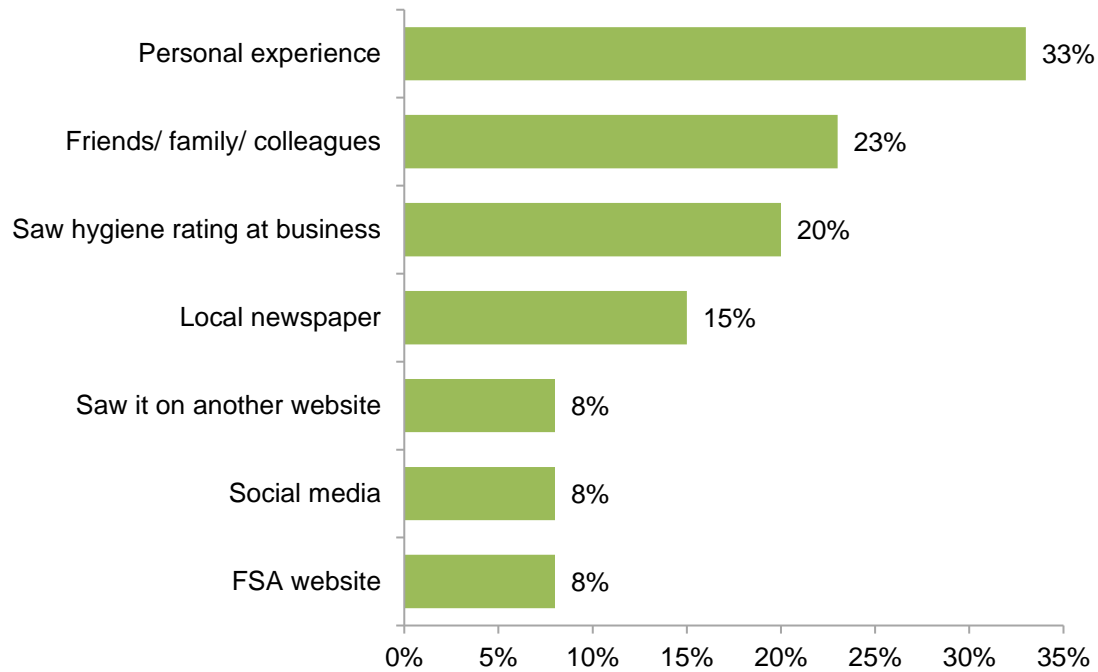


Base: Weighted base (1,640), Unweighted base (1,732)
England: Weighted base (1,483), Unweighted base (1,433)
Wales: Weighted base (95), Unweighted base (193)
Northern Ireland: Weighted base (61), Unweighted base (106)

In this Wave, there has been a significant increase in those who had avoided a food business due to poor hygiene from 21% in Wave 5 to 26% in the current Wave.

All those who reported that they have previously decided to not purchase food or to not return to a business were then asked how they found out about the food hygiene issue. Figure 33 provides a breakdown of responses.

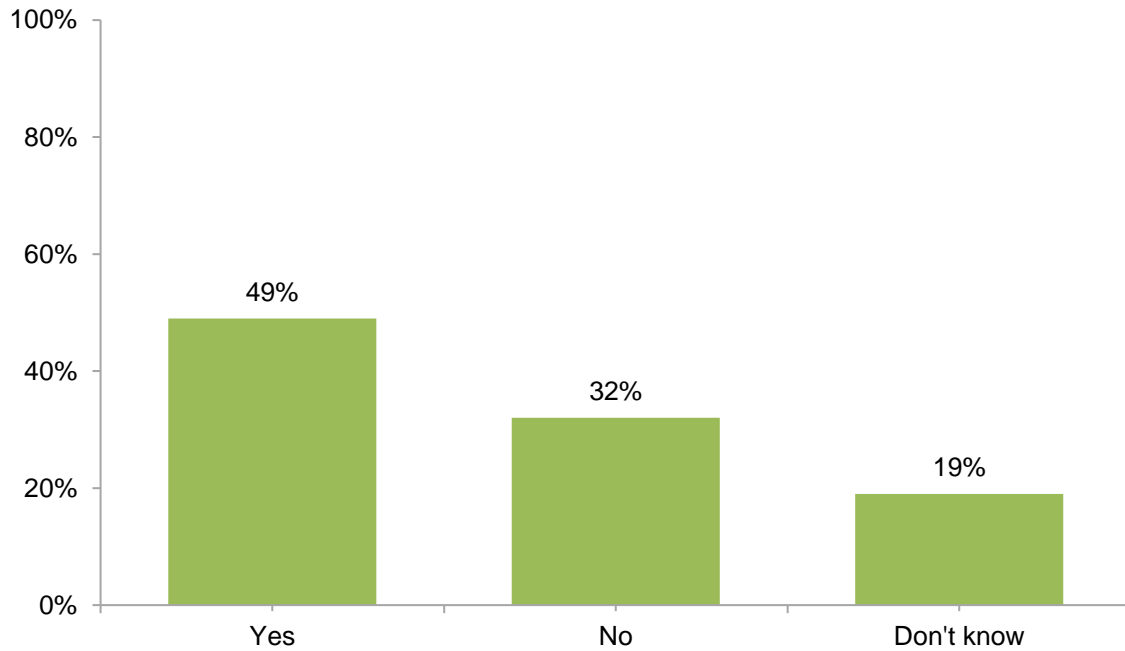
Figure 33. Reported sources of information on poor hygiene standards



Base: Weighted base (433), Unweighted base (424)
England: Weighted base (393), Unweighted base (354)
Wales: Weighted base (30), Unweighted base (52)
Northern Ireland: Weighted base (11), Unweighted base (18)

When asked whether they knew what food hygiene rating the business had received the responses were split. Figure 34 provides a breakdown of this.

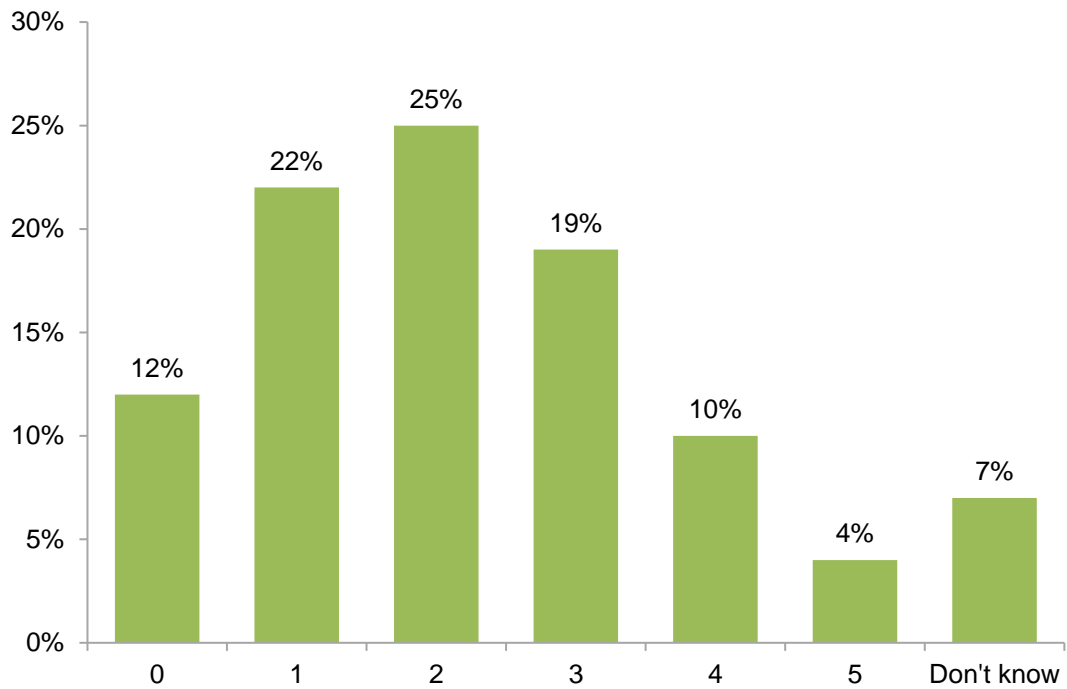
Figure 34. Knowledge of the rating of a food business when choosing to avoid a food business due to a hygiene-related issue



Base: Weighted base (348), Unweighted base (333)
England: Weighted base (322), Unweighted base (290)
Wales: Weighted base (16), Unweighted base (27)
Northern Ireland: Weighted base (10), Unweighted base (16)

Respondents who said that they were aware of the hygiene rating of the food business were asked to identify what rating the business had received. Figure 35 provides a breakdown of reported ratings.

Figure 35. Reported ratings of businesses that respondents chose to avoid due to a hygiene-related issue

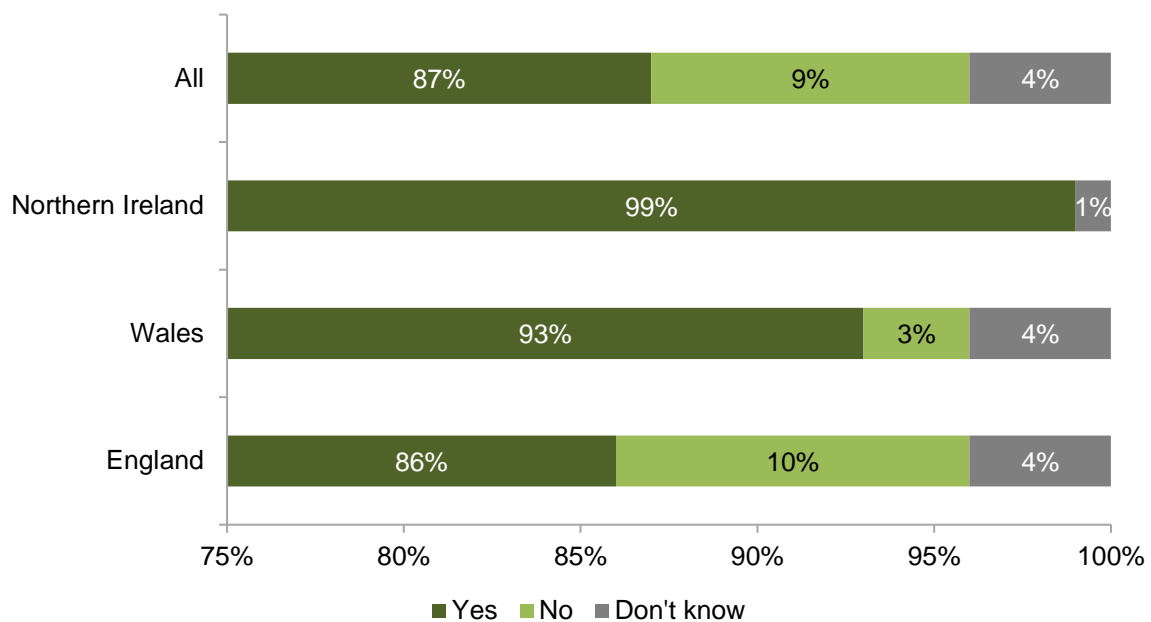


Base: Weighted base (256), Unweighted base (248)
England: Weighted base (226), Unweighted base (198)
Wales: Weighted base (25), Unweighted base (41)
Northern Ireland: Weighted base (5), Unweighted base (9)

6.6 Online food ordering services

Finally, respondents were asked if they thought that businesses providing an online food ordering service should display their food hygiene rating where it can be clearly seen by customers. Respondents in Northern Ireland (99%) and Wales (93%) were significantly more likely to report that food businesses should display their rating, compared to 86% of respondents in England. Figure 36 provides a breakdown of responses.

Figure 36. Proportion of respondents who think that food businesses providing an online food ordering service should display their food hygiene rating



Base: Weighted base (1,894), Unweighted base (2,066)
England: Weighted base (1,726), Unweighted base (1,738)
Wales: Weighted base (102), Unweighted base (208)
Northern Ireland: Weighted base (66), Unweighted base (120)

Annex A: Survey questionnaire

Q1 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?

- 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
- 9 Good service
- 10 Food Hygiene Rating
- 96 other, namely...

Q2 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.

- 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
- 9 Good service
- 10 Food Hygiene Rating
- 96 other, namely...

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 Have you seen or heard of any rating schemes that tell you about the hygiene 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.

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

Q6 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.

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

Q7 Have you ever seen this sticker before?

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

Dummy for control Q12 based on region.

- 1 Wales
- 2 Scotland
- 3 Northern Ireland

Q12 This is the sticker used in Wales. Can I check, have you seen this one before?

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

Q12 This is the new sticker used in Wales. Can I check, have you seen this one before?

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

Q8 Have you ever seen this sticker before?

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

Q9 Have you ever seen this sticker before?

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

Dummy for control Q12 based on region.

- 1 England
- 2 Scotland
- 3 Northern Ireland

Q13 This is the sticker used in England and Northern Ireland. Can I check, have you seen this one before?

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

Dummy for control Q14 based on region.

- 1 England
- 2 Wales
- 3 Northern Ireland

Q11 Have you ever seen this sticker before?

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

Dummy for control Q15 based on region.

- 1 England
- 2 Wales
- 3 Scotland

Q15 This is the new sticker used in Wales. Can I check, have you seen this one before?

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

Q.15B And have you seen the rating on any publicity materials in Wales? By publicity materials I mean materials such as food business flyers and menus.

- 1 Yes
- 2 No

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

Q16 Where have you seen or heard of the Food Hygiene <?> Scheme?

PROMPT Where else?

- 1 A sticker\certificate in a food business
- 2 On the Food Standard Agency's website
- 10 On a Food business website (such as a restaurant website or ordering site e.g. Just Eat, Hungry House etc.)
- 3 On another website (specify)
- 4 On social media (e.g. Twitter, Facebook)
- 11 On a Food business app (such as a restaurant app or ordering app e.g. Just Eat, Hungry House etc.)
- 5 On another app (e.g. Food Standards Agency; Scores on the Doors; Hygiene Rating) (specify)
- 6 In the local newspaper
- 7 In an advert or magazine article
- 8 Word of mouth
- 96 other, namely...

Q16B And have you seen or heard of the Food Hygiene <?> Scheme in any of the following places?
PROMPT Where else?

- 1 A sticker\certificate in a food business
- 2 On the Food Standard Agency's website
- 10 On a Food business website (such as a restaurant website or ordering site e.g. Just Eat, Hungry House etc.)
- 3 On another website (specify)
- 4 On social media (e.g. Twitter, Facebook)
- 11 On a Food business app (such as a restaurant app or ordering app e.g. Just Eat, Hungry House etc.)
- 5 On another app for searching ratings (e.g. Food Standards Agency; Scores on the Doors; Hygiene Rating) (specify)
- 6 In the local newspaper
- 7 In an advert or magazine article
- 8 Word of mouth
- 96 other, namely...

Q.16C And when you have seen the Food Hygiene Ratings online were you aware of the additional information published on the component scores which make up the rating?

These component scores cover how hygienically food is handled, cleanliness and condition of buildings and management of food safety etc.

- 1 Yes - I was aware of these
- 2 No - I was not aware of these

Q.16D And have you used any of these component scores? By this I mean have they ever affected your decision on where to eat or buy food or drink from?

- 1 Yes - I have used them
- 2 No - I have never used them

Q17 Which of these food businesses do you think are covered by the Food Hygiene Rating Scheme?
PROMPT Which others?

- 1 Restaurant chains
- 2 Restaurants not part of a chain
- 3 Cafes
- 4 Take-aways
- 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 Business to Business traders
- 96 other, namely...
- 98 All of these

Q18 Who is responsible for the Food Hygiene Rating Scheme?

- 1 The local authority\council
- 2 The Government
- 3 The food business
- 4 The Food Standards Agency
- 5 Environmental health
- 6 Trading Standards
- 7 Health and Safety Executive
- 8 The Welsh Assembly
- 10 Northern Ireland Assembly (Stormont)
- 96 other, namely...

The Food Hygiene Rating Scheme is a scheme run in England 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.

The Food Hygiene Rating Scheme is a scheme run in Wales 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.

The Food Hygiene Rating Scheme is a scheme run in 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.

Q19 When a food business is inspected on its food hygiene, what do you think the inspection covers?
What else?

- 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 Hygiene Procedures and checks
- 10 Whether building\layout is appropriate
- 96 other, namely...

Q.19B And do you expect hygiene inspections to also take into account food standard issues such as allergens, labelling and composition?

- 1 Yes
- 2 No

Q20 Who do you think carries out these official inspections to check the level of hygiene in food businesses?

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

Q21 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?

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

Q22 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?

- 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
- 96 other, namely...
- 97 no answer
- 98 don't know

Q23 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 <?> Scheme?

IF RESPONDENT HAS DONE SO, CODE 1

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

Q24 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?

INTERVIEWER ADD: '0' is the lowest rating and means the food business must make urgent improvements, '5' is the highest rating and means the food business's hygiene is very good with no improvements needed.

- 1 0 - urgent improvement necessary
- 2 1 - major improvement necessary
- 3 2 - improvement necessary
- 4 3 - generally satisfactory
- 5 4 - good
- 6 5 - very good
- 98 don't know

Q24 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?

INTERVIEWER ADD: '0' is the lowest rating and means the food business must make urgent improvements, '5' is the highest rating and means the food business's hygiene is very good with no improvements needed.

- 1 0 - urgent improvement necessary
- 2 1 - major improvement necessary
- 3 2 - improvement necessary
- 4 3 - generally satisfactory
- 5 4 - good
- 6 5 - very good
- 98 don't know

Q24 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?

INTERVIEWER ADD: '0' is the lowest rating and means the food business must make urgent improvements, '5' is the highest rating and means the food business's hygiene is very good with no improvements needed.

- 1 0 - urgent improvement necessary
- 2 1 - major improvement necessary
- 3 2 - improvement necessary
- 4 3 - generally satisfactory
- 5 4 - good
- 6 5 - very good
- 98 don't know

Q25 Would you ever decide to buy food from a business with a rating of lower than <Question 242>?

- 1 Yes
- 2 No

Q27 When would that be? INTERVIEWER :Prompt 'when else?'

- 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
- 96 other, namely...
- 98 don't know

Q28 Are there some occasions where you would only go to a food business with a rating higher than <Question 242>?

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

Q29 When would that be?

INTERVIEWER: Prompt 'when else?'

- 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)
- 96 other, namely...
- 98 don't know

Q30 What would you think about a food business that had a food hygiene rating of 0 or 1?

INTERVIEWER: PROMPT: What else?

- 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
 - 96 other, namely...
 - 98 don't know
-
- 1 business is officially inspected and receives a pass rating
 - 2 a rating of improvement required

Q31 If a food business is officially inspected, and receives a rating of 2 or less for its food hygiene standards, how long do you think it should be before it is inspected again?

- 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

Q.31b Would the date of the last inspection influence your decision in choosing where to eat or buy food?

- 1 Yes
- 2 No

Q32 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.

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

Q32 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.

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

Q32 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.

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

Q33 What type of food businesses have you seen displaying the sticker or certificate?

INTERVIEWER :PROMPT Where else?

- 1 Restaurant chain
- 2 Restaurant not part of a chain
- 3 Cafe
- 4 Take-aways
- 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
- 96 other, namely...

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.

Q34 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 ...

- 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
- 98 don't know

Q35 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?

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

Q36 Where did you check these ratings? Where else?

- 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
- 96 other, namely...
- 98 don't know

Q41 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?

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

Q42 Where did you find out about this food hygiene issue?

- 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 displayed at the food business
- 7 Personal experience
- 96 other, namely...
- 98 don't know

Q43 Can I just check, do you know what food hygiene rating that food business had?

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

Q44 What rating did it have?

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

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

Q.45a Do you think businesses providing an online food ordering service, should display their food hygiene rating where it can clearly be seen by customers before they order food?

- 1 Yes
- 2 No

Annex B: Occupational Groupings

Grade	Approximate percentage of population	General description	Retiree description
A	3	These are professional people, or are very senior in business or commerce or are top level civil servants	Retired people, previously grade A, and their widows
B	20	Middle management executives in large organisations, with appropriate qualifications Top management or owners of small business	Retired people, previously grade B, and their widows.
C1	28	Junior management owners of small establishments: and all others in non-manual Positions Jobs in this group have very varied responsibilities and educational needs	Retired people previously grade C1 and their widows.
C2	21	All skilled manual workers, and those manual workers with responsibility for other people	Retired people previously grade C2 with a pension from their job Widows if receiving pensions from their late husband's job
D	18	All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers	Retired people previously grade D with a pension from their job Widows if receiving pensions from their late husband's job
E	10	All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classify on previous occupation) Casual workers and those without a regular income Only households without a chief wage earner will be coded in this group	N/A