

Executive Summary

The Food Standards Agency (FSA or Agency) monitors marketing campaign activity regularly using TNS BMRB's online omnibus survey. The latest survey was conducted amongst an online panel in England, Wales and Northern Ireland and was completed by 2563 adults aged 16+ between 26th May and 3rd June 2015. The sample has been weighted to represent the adult population of England, Wales and Northern Ireland.

As well as looking at general perceptions and awareness about food safety, the survey also looked at the reach and recall of our campaigns. We monitor campaign key performance indicators (KPIs) around awareness, concern, and propensity to share information and change behaviours. The FHRS helps you choose where to eat out or shop for food by giving you information about the hygiene standards in restaurants, pubs, cafés, takeaways, hotels and other places you eat, as well as supermarkets and other food shops. The Chicken Challenge is a new campaign to raise awareness around the issue of Campylobacter. We also monitor public perceptions of consumption of 2,4- Dinitrophenol (DNP) a dangerous substance sometimes used by bodybuilders and dieters and awareness and confidence in the new legislation on how food businesses display information about allergens.

The following summary presents top-line findings from in-house analysis. Previous waves of the Campylobacter survey in May, June and November 2014 were conducted with the TNS random location face-to-face omnibus surveys. Previous waves of the FHRS tracker questions were conducted as an online survey in December 2014 and February 2015. Questions on allergens pertain to a small section of society so we back up our tracking with a sample of people with allergens, working in partnership with Allergy UK to monitor the impact of our campaign in later 2014.

We consolidated our methodologies in May 2015, using an online omnibus through TNS and asking questions on DNP for the first time, and will be using this methodology in the future.

Wave 4 Key Findings

- The food poisoning types most heard of were Salmonella (88%), E-coli (88%) and Norovirus (66%). 35% of respondents were aware of Campylobacter as a source of food poisoning. 86% of people cited raw chicken or turkey as the most likely food to get food poisoning from. This was followed by Shellfish (58%), Reheated takeaway food (48%) and Eggs (38%). Preparing different types of foods on different types of chopping boards (77%), hand washing (83%) and cooking food thoroughly (88%) are seen as the best preventive measures to take against contracting food poisoning.
- 37% of people had recently seen, heard or read publicity helping them to avoid food poisoning. Of those who could recall publicity, 74% said they would buy chicken just as they always had. However, 41% were more concerned

about food poisoning than they were before, 58% wanted to know more about how to avoid food poisoning and 52% agreed that they would share the information they had encountered. Increased concern about campylobacter in particular stood at 29%.

- The new EU Food Information for Consumers Regulation was introduced in December 2014. This means that any of the 14 main allergens that are on the regulatory lists are to be emphasised on the label and information about allergenic ingredients is to be located in a single place. 12% of respondents considered themselves to have food intolerances with 43% aged between 16 and 34. Confidence in asking staff members for information about ingredients in food they were selling because of a concern about possible allergies or intolerances was high. Over half of all respondents said they would be confident to ask for this information in a coffee shop, café or restaurant. 48% of people would be happy to ask for information in a sandwich place and 42% would in a takeaway outlet. In Waves 1 and 2 we looked at comparing the omnibus results with Allergy UK members (see Annex A) to get a fair representation of the population who have allergies which relates to around 2% of people.
- Awareness of the Food Hygiene Rating Scheme when respondents were prompted was 63%. Spontaneous awareness of hygiene stickers more generally stood at 21%. 37% of participants said they had used the FHRS scheme in the last 12 months to check a food establishment's hygiene standards before deciding to visit and almost half (44%) state they will tell their friends/family about checking food hygiene ratings. Likelihood of using the FHRS in the next 12 months was 66%. The percentage of respondents who believe it should be mandatory for the rating to be displayed was 85%.
- We also wanted to look at the awareness of DNP. 90% had no awareness of DNP before the survey was conducted, 6% had awareness and 4% didn't know. 17% of DNP aware respondents agreed that they had heard, seen or read publicity through Social Media (Facebook, Twitter for instance).
- Of those who had heard of DNP (6%) 41% said they would consider taking capsules or powder that contained DNP for weight loss or body building whilst 43% would consider taking a product that does not contain DNP. Almost three quarters (73%) believe DNP to be harmful to human health but 45% believe it to be an effective method for body building and weight loss and 47% consider DNP a legal substance. 32% agree that there are no proven side effects of DNP on human health and 46% feel that DNP is only dangerous for human health when taken beyond the recommended dose.

Annex A

Campylobacter				
Overall campaign performance indicators	Wave 1 May-14	Wave 2 June-14	Wave 3 Nov-14	Wave 4 May-15
Awareness of Campylobacter as a source of food poisoning	5%	6%	8%	35% P
Concern about Campylobacter in particular	29%	19%	39%	29%*
Be more careful when preparing & cooking chicken/ Carry on buying & eating chicken	68%	52%	77%	74%*
Shared info on how to avoid Campylobacter	61%	48%	59%	52%*
* This figure is of the 938 people/ 35% aware of campylobacter				
P = Prompted				

Food Hygiene Rating Scheme					
Overall campaign performance indicators	Wave 1 Feb-14	Wave 2 Nov-14	Wave 3 Dec-14	Wave 4 Feb-15	Wave 5 May-15
Awareness of rating scheme	37%	35%	37%	41%	63%
Have checked rating scheme	41%	38%	42%	43%	37%
Shared information on rating scheme	51%	46%	45%	48%	44%
Likely to use FHRS in the future	-	61%	61%	67%	60%
In favour of mandatory display	-	63%	88%	93%	85%

Annex A

Allergens						
Overall campaign performance indicators	Wave 1 May-14		Wave 2 June-14		Wave 3 Nov-14	Wave 4 May-15
	Omnibus	Allergy UK Members	Omnibus	Allergy UK Members	Omnibus	Omnibus
Awareness of new rules about allergens	9%	47%	15%	74%	28%	7%
Awareness of publicity about changes to rules		-		-	17%	10%
Confidence to ask staff members for information regarding ingredients in food they are selling		59%		63%	-	50%

DNP	
Overall campaign performance indicators	Wave 4 May-15
Awareness of DNP	6%
Seen or heard any publicity about DNP	84%*
DNP is dangerous for human health	73%*
Currently attempting to lose weight	53%*
* This figure is of the 6%/ 161 people that are aware of DNP	