

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 2576 adults aged 16+ between the 5th and 23rd of November 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 as a result of our campaign activity. We also track the effects of our publicity and see how behaviour and awareness differs between those who can recall FSA campaign publicity and those who cannot recall any media activity.

The areas of focus for the Food Standards Agency are as follows.

Our Food Hygiene Rating Scheme (FHRS) helps you to choose where to eat out or shop for food by giving you information via a rating about the hygiene standards in restaurants, pubs, cafés, takeaways, hotels and other places you eat, as well as supermarkets and other food shops. Currently, food businesses in England and Scotland are not obliged to display their sticker as opposed to Wales where it was made mandatory in November 2013.

The Chicken Challenge is a new campaign to raise awareness around the issue of Campylobacter. Campylobacter is a type of food poisoning most often found in poultry.

Awareness and confidence in the new legislation on how food businesses display information about allergens is also monitored, which was introduced in December 2014. This equips consumers with specific knowledge about the allergens in food they are buying and or consuming.

An emerging focus for the Agency will be to look at consumers' views on the future of our food system. In light of this, several questions have been introduced to this wave of the Tracker to provide the FSA with a baseline and this area is now included within our KPIs.

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, February 2015 and May 2015. Questions on allergens pertain to a small section of society so we backed up our tracking with a sample of people with allergens, working in partnership with Allergy UK, to monitor the impact of our campaign in 2014.

We consolidated our methodologies in May 2015, using an online omnibus through TNS and will be using this methodology in the future.

Wave 7 Key Findings

General Food Poisoning

The food poisoning types most heard of were Salmonella (92% - down 2% since Sept 2015), E-coli (89% - down 3% since Sept 2015) and Norovirus (62% - down 3% since Sept 2015). 30% of respondents were aware of Campylobacter, when prompted, as a source of food poisoning, compared to 33% in September 2015. 88% of people cited raw chicken or turkey as the most likely food to get food poisoning from. This was followed by Shellfish (62%), Reheated takeaway food (58%) and Eggs (45%). Cooking food thoroughly (87%), hand washing (83%) and preparing different types of foods on different types of chopping boards (77%) are noted as the best ways to avoid food poisoning.

Campylobacter Food Poisoning

28% of people had recently seen, heard or read publicity helping them to avoid food poisoning from Campylobacter or chicken. Of those who could recall publicity about avoiding food poisoning from Campylobacter, 83% said they would buy chicken just as they always had compared to 75% who had not seen any publicity. Concern about campylobacter has risen 2% to 39% since September 2015. Just over half (59%) of all respondents wanted to know more about how to avoid food poisoning from chicken, up 1% since September 2015. 72% of those who could recall Campylobacter publicity stated that they would share with others information about Campylobacter food poisoning, compared to 45% who had not seen any media activity. 59% of respondents think the food industry should do more about Campylobacter.

Allergens

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 are to be located in a single place. 10% of respondents knew about the new rules regarding allergens and 13% had seen, heard or read publicity activity regarding this topic.

Overall 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 at 39%, up 1% since September 2015. Confidence to ask for allergen information was higher in those who said they had seen publicity (42% confidence level in those who could recall activity, 39% for those who could not recall activity).

Over half of all respondents would be confident enough to ask staff for allergen information in a coffee shop, café, sandwich place and restaurant. 44% would enquire about allergen information in a takeaway outlet (up 2% from September 2015). 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.

Food Hygiene Rating Scheme (FHRS)

Awareness of the Food Hygiene Rating Scheme when respondents were prompted was unchanged since September 2015 at 71%. 39% 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, also unchanged since September. Over half (62%) stated they will likely use the FHRS to check food hygiene ratings in the next 12 months.

We also wanted to learn how respondents were checking the rating of the premises they visited. 82% reported that the method used to check the rating was by either checking for a sticker or certificate in the window/door or by entering inside the premises (up 2% since Sept 2015) and 22% accessed the food.gov.uk/ratings website to find out this information (also up 2% since September 2015). The percentage of respondents who believe it should be mandatory for FHRS to be displayed was 85%, unchanged since May 2015.

Our Food Future

66% of respondents feel that they have enough information about what is in their food and 57% feel they have adequate information about where their food comes from. 81% of respondents feel empowered enough to make decisions about what they eat and why they eat it.

Annex A – Our KPIs

Campylobacter

* This figure is of the 938 people/ 35% aware of campylobacter

Overall Campaign Performance Indicators	Wave 1 May 14	Wave 2 Jun 14	Wave 3 Nov 14	Wave 4 May 15	Wave 5 Sept 15	Wave 6 Nov 15
Prompted awareness of Campylobacter as a source of food poisoning	19%	20%	23%	35%	33%	30%
More concerned about campylobacter in particular	29%	19%	39%	29%*	37%	39%
Prep and cook chicken just as I have always done/ Buy chicken just as I have always done	68%	70%	77%	74%*	77%	76%
Shared info on not washing raw chicken / how to avoid Campy	61%	48%	59%	52%*	49%	51%
Industry should do more about campylobacter	-	-	-	-	-	59%

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	Wave 6 Sept 15	Wave 7 Nov 15
Awareness of rating scheme	37%	51%	53%	55%	63%	71%	71%
Have checked rating scheme	41%	38%	42%	43%	37%	39%	39%
Shared information on rating scheme	51%	46%	45%	48%	44%	40%	42%
Likely to use FHRS in the future	-	61%	61%	67%	60%	62%	62%
In favour of mandatory display	-	-	88%	93%	85%	85%	85%
Looked for the sticker inside/outside premises	-	-	-	-	-	80%	82%

Annex A – Our KPIs

Allergens								
*Confidence in all venues								
Overall Campaign Performance Indicators	Wave 1 May 14		Wave 2 June 14		Wave 3 March 15	Wave 4 May 15	Wave 5 Sept 15	Wave 6 Nov 2015
	Omnibus	Allergy UK Members	Omnibus	Allergy UK Members	Omnibus	Omnibus	Omnibus	Omnibus
Awareness of new rules about allergens	9%	47%	15%	74%	29%	7%	8%	10%
Awareness of publicity about changes to rules	-	-	-	-	16%	10%	10%	13%
Confidence to ask staff members for information regarding ingredients in food they are selling (NET)	-	59%	-	63%	-	36%*	38%*	39%

Our Food Future	
Overall Campaign Performance Indicators	Wave 1 Nov 15
Enough info about what is in my food	66%
Enough info about where my food comes from	57%
Empowered to make decisions about what I eat and why	81%