

Food Hygiene Rating Scheme (FHRS) Biannual Public Attitudes Tracker Wave 3 – November, 2015



Food Standards Agency

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Executive summary

The Food Standards Agency (FSA) has established a biannual consumer attitudes survey on the Food Hygiene Rating Scheme (FHRS) to track over time consumer awareness of the scheme, their attitudes to it and their use of ratings. The questions on FHRS are included in the wider TNS consumer omnibus survey tracker.¹ This report sets out the findings of Wave 3 of the FHRS tracker. Wave 2 took place in May 2015 and Wave 1 in November 2014.²

Fieldwork for Wave 3 of this FHRS tracker took place between 18 November and 1 December 2015. Face to face interviews were conducted with a representative sample of 2,102 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.³

Unless stated otherwise, all comparisons between population groups and changes over time are statistically significant at the five percent level. This means that there is only a five percent probability that any reported differences have occurred by chance.

Wave 3 Key Findings

Awareness

- Nearly half of respondents in England were aware of the FHRS (45%).
- This figure was slightly higher in Wales (62%) and Northern Ireland (65%).
- The most common source of information (84%) was still a sticker/certificate⁴ displayed at food business premises, which was also the most common source in the two previous waves.

Recognition

- Consumer recognition of FHRS stickers continues to be slightly higher in Northern Ireland (86%) and Wales (78%) than in England (69%).

¹ See www.tnsglobal.com

² See <http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs244011> and <http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs244011-0>

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

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

- There was a significant decrease in levels of recognition in Wales compared with Wave 2 (78% down from 87%).
- Most respondents report having seen a sticker on display in the last 12 months - 83% of respondents in England, 91% in Wales and 92% in Northern Ireland.

Use

- A total of 38% of respondents in England and 35% in Wales said that they would definitely base their decision to eat out somewhere on the FHRS rating the business received.
- The figure was slightly higher in Northern Ireland at 53%.
- The figure in Wales has fallen slightly from Wave 2 (down from 49%).
- In terms of actually checking the rating, 43% of respondents in England, 56% in Wales and 39% in Northern Ireland report either often or sometimes doing so.
- As in previous waves, a rating of 3 was identified most frequently as the lowest acceptable that consumers would consider - 40% in England, and 49% in Wales.
- As in Wave 2, ratings of 3 and 4 were equally identified as the lowest acceptable in Northern Ireland (both 35%).

Views on mandatory display

- The proportion of respondents who report that businesses should have to display their ratings continues to be high in England (86%), Wales (90%) and slightly higher still in Northern Ireland (97%).

1. Introduction

1.1 About the Food Hygiene Rating Scheme

The Food Hygiene Rating Scheme (FHRS), which operates in England, Wales and Northern Ireland, was formally launched in November 2010 (a similar scheme, the Food Hygiene Information Scheme operates in Scotland). The scheme is a Food Standards Agency (FSA)/local authority partnership initiative which provides information about hygiene standards in food premises at the time they are inspected to check compliance with legal requirements. The transparency that this provides enables consumers to make informed choices about where to eat out or shop for food and provides an important incentive for businesses to achieve and maintain compliance with food hygiene law.

The scheme covers businesses supplying or serving food direct to consumers such as restaurants, takeaways, cafés, pubs, hotels, schools, hospitals, care homes, supermarkets and other retailers. Since November 2014, the scheme in Wales also covers businesses that trade with other businesses, for example, manufacturers.

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

1.2 About the FHRS tracker survey

In 2001 the FSA commissioned a biannual Public Attitudes Tracker survey to monitor key areas of concern for consumers in relation to food. New questions were added in 2010 relating to awareness of initiatives and schemes concerning the hygiene standards of places people eat out or purchase food. These questions explored awareness of the FHRS and recognition of scheme materials.

A bespoke FHRS Biannual Public Attitudes Tracker survey was introduced in 2014, so that consumer attitudes to FHRS could be explored in greater detail. This FHRS tracker survey monitors consumer awareness of the scheme, attitudes to it and use of ratings.

This report includes the findings from Wave 3 of the FHRS tracker, the fieldwork for which was conducted in November 2015.

⁵ Legislation requiring businesses in Northern Ireland to display their stickers at their premises will come into force later in 2016.

1.3 Methodology

Fieldwork took place in 2015 between 18 November and 1 December. 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 2,102 adults (aged 16 and over) across England, Wales and Northern Ireland were interviewed. The questionnaire is reproduced at [Annex A](#).

1.4 Reporting

This report provides findings from FSA analysis of the survey data. The findings are presented in the same order as the corresponding questions were asked as part of the questionnaire.

This is third wave of the FHRS tracker survey but a number of the questions included in it were previously included in the FSA's wider Public Attitudes Tracker survey. This allows some wave on wave comparisons with earlier data. Such comparisons are statistically significant where made, unless otherwise specified. As the FHRS survey continues to run, more wave on wave data from that will be available.

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

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

2. Consumer considerations

2.1 Considerations when eating out or purchasing takeaway food

Respondents were initially asked to consider what they take into account when deciding where to go when eating out or purchasing takeaway food. This question was open-ended and unprompted, designed to provide evidence on the extent to which food hygiene is top of mind when making decisions about where to eat.

Figure 1 provides a breakdown of the common responses.

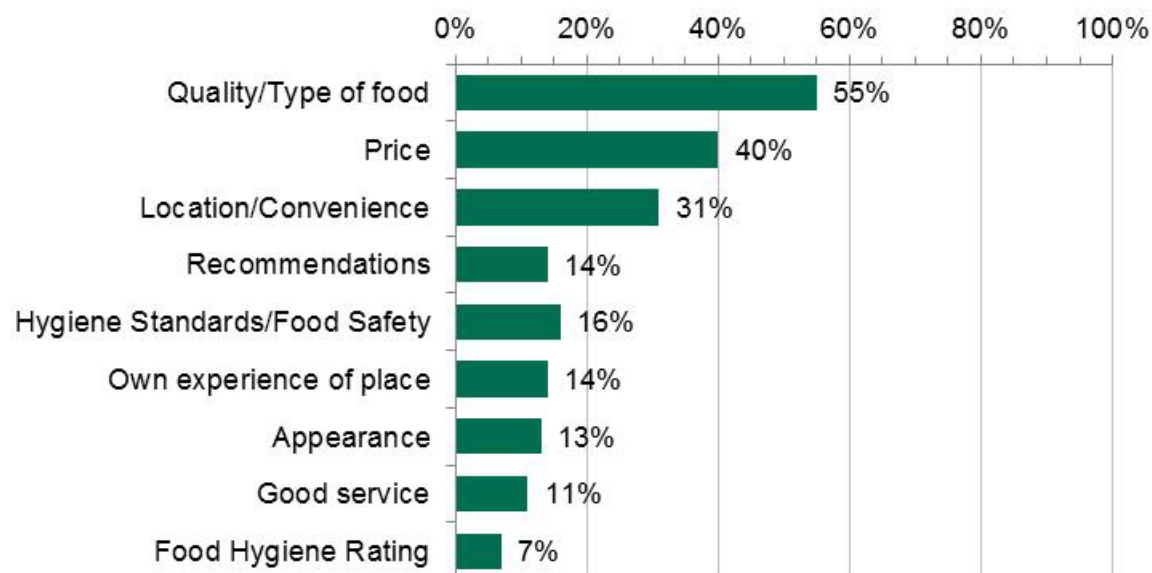
Figure 1: Spontaneous considerations when eating out or purchasing takeaway food

Base: All respondents

England - Weighted base (1771), Unweighted base (1778)

Wales - Weighted base (104), Unweighted base (203)

Northern Ireland - Weighted base (68), Unweighted base (121)



The findings were very similar to those from Wave 1 and Wave 2.

The most common considerations are Quality/Type of food (55%), Price (40%) and Location/Convenience (31%).

In terms of food hygiene, only a small proportion of respondents spontaneously mention the Food Hygiene Rating (7%), though a greater proportion reported generally considering Hygiene Standards/Food Safety (16%).

Respondents in Northern Ireland were more likely to mention Hygiene Standards/Food Safety (35%) than respondents in England or Wales (both 15%).

No changes were found in the proportion of respondents reporting Hygiene Standards/Food Safety over the three waves of the FHRs survey. There has been a small increase in those reporting that a Food Hygiene Rating is a consideration since Wave 2 (7%, up from 5%).

Key socio-demographic differences

Minority Ethnic respondents were significantly more likely to mention Hygiene Standards/Food Safety (25%) than White respondents (14%).

2.2 Considerations when purchasing food from supermarkets and other shops

Respondents were asked to consider what they take into account when purchasing food from supermarkets and other shops.

As [Figure 2](#) shows, Price (62%), Location/Convenience (54%) and Quality/Type of food (44%) are the most frequently mentioned considerations.

Respondents in Northern Ireland were significantly more likely to refer to Hygiene Standards/Food Safety (22%) than respondents in England (8%) or Wales (6%).

Again, the findings were very similar to those in Wave 1 and Wave 2.

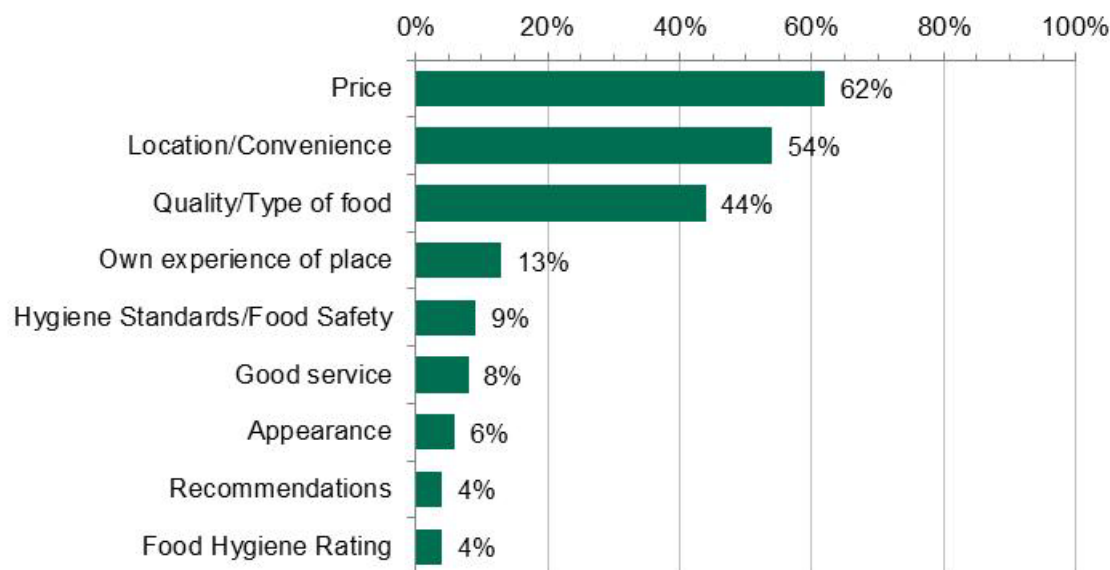
Figure 2: Considerations when purchasing food from supermarkets and other shops

Base: All respondents

England - Weighted base (1771), Unweighted base (1778)

Wales - Weighted base (104), Unweighted base (203)

Northern Ireland - Weighted base (68), Unweighted base (121)



The proportion of respondents reporting a Food Hygiene Rating (4%) as being a consideration had risen from Wave 2 (2%).

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 questions aim to monitor the extent to which consumers are aware of the FHRS and have access to ratings.

Respondents were initially asked whether they had seen or heard of any rating schemes that provide information on hygiene standards of places they eat out at or purchase food. This question did not make any explicit reference to the FHRS.

In total 53% of respondents reported having seen or heard of any such rating scheme (see [Figure 3](#)). As in Wave 2, respondents in Wales were significantly more likely to have seen or heard of a rating scheme (67%) than respondents in England (52%).

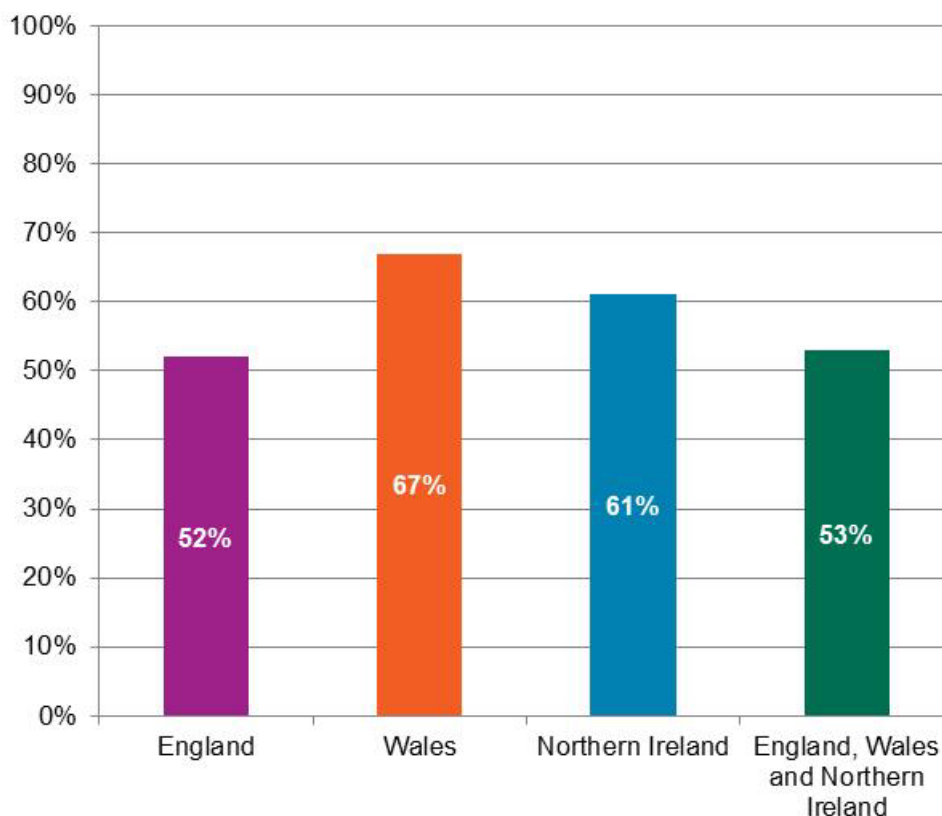
Figure 3: Awareness of schemes and initiatives that provide information on hygiene standards

Base: All respondents

England - Weighted base (1771), Unweighted base (1778)

Wales - Weighted base (104), Unweighted base (203)

Northern Ireland - Weighted base (68), Unweighted base (121)



Key socio-demographic differences

White respondents were more likely to report awareness than minority ethnic respondents (55% compared with 40%).

Social grade AB respondents were significantly more likely to report awareness than all other grades (64% compared with 42% to 55% of other grades).

Respondents aged 75+ were significantly less likely to report awareness than any other age group of respondents (22% compared with 47% to 61%).

This question was also asked previously as part of the wider FSA Consumer Attitudes Tracker allowing for a comparison of any changes over a longer time period as shown in [Figure 4](#).

There has been a small decrease since Wave 2 for awareness of respondents in England (52%, down from 57%). There have been no significant changes in awareness in the other two countries since Wave 2.

Figure 4: Changes in awareness of hygiene schemes and initiatives - England, Wales and Northern Ireland

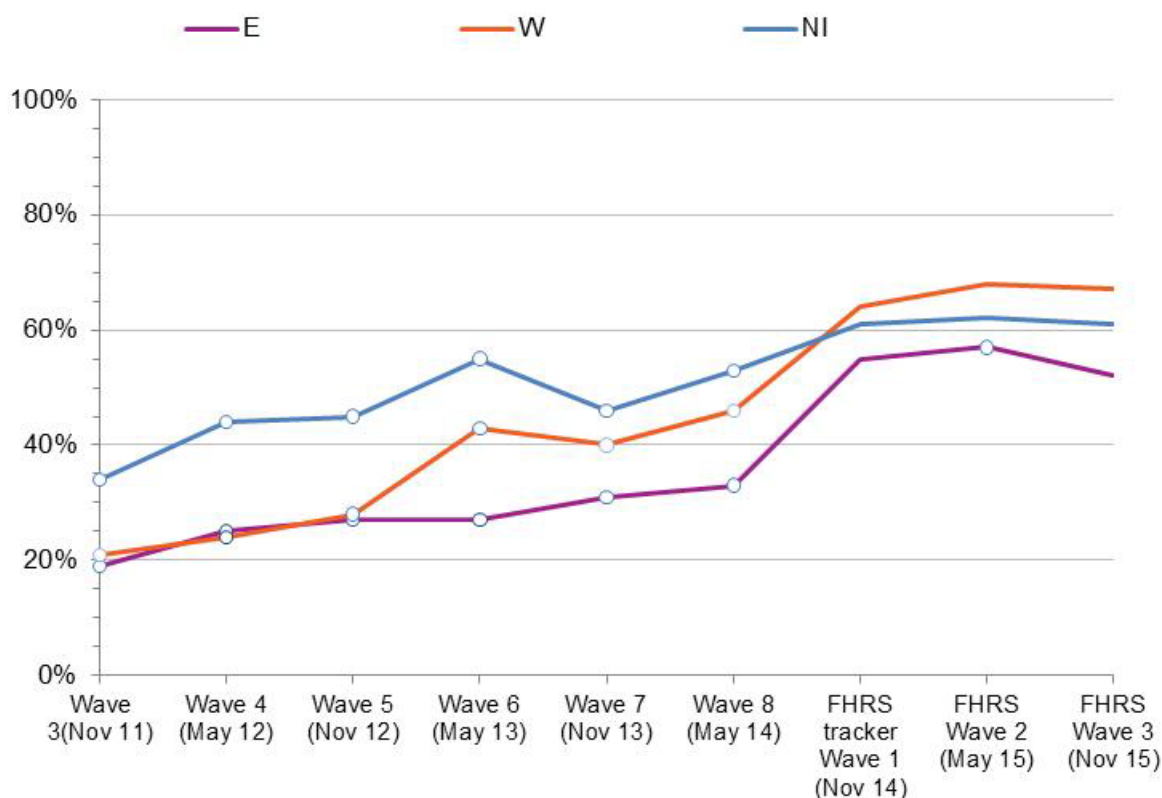
Base: All respondents

England – Weighted; (1658-1776), Unweighted; (1679-1810)

Wales – Weighted; (80-106), Unweighted; (86-203)

Northern Ireland – Weighted; (53-68), Unweighted; (53-141)

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



Respondents were then shown the names of the hygiene rating schemes operating in the UK (the FHRs and the Food Hygiene Information Scheme - FHIS - operating in Scotland), and asked whether they had seen or heard of them. [Figure 5](#) provides a breakdown of the proportion of respondents who report having seen or heard of the schemes.

The proportion of respondents who reported having seen or heard of the FHRs was greater in Wales and Northern Ireland (62% and 65% respectively) than in England (45%).

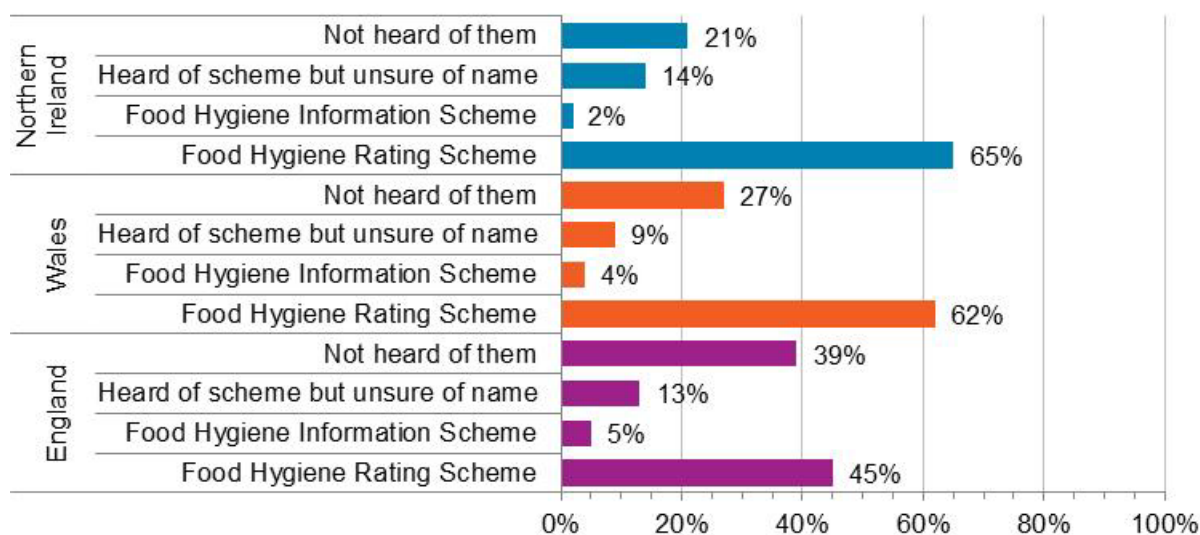
Figure 5: Reported awareness of the Food Hygiene Rating Scheme - England, Wales and Northern Ireland

Base: All respondents

England - Weighted base (1771), Unweighted base (1778)

Wales - Weighted base (104), Unweighted base (203)

Northern Ireland - Weighted base (68), Unweighted base (121)

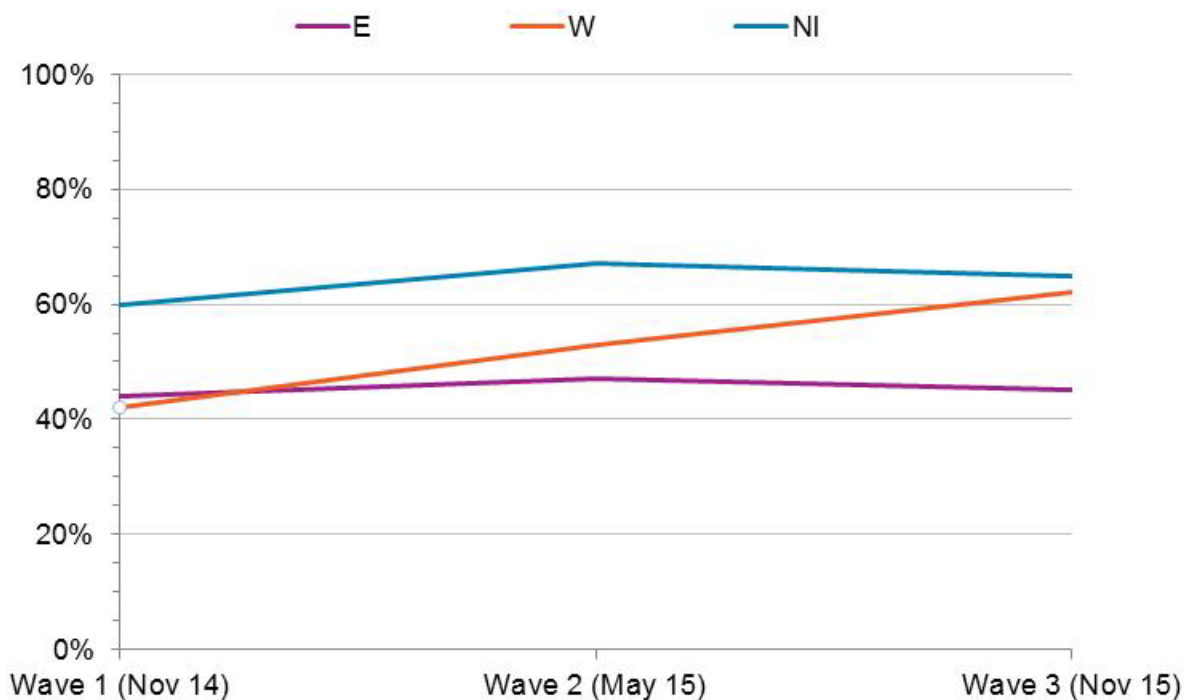


[Figure 6](#) provides a breakdown of the reported awareness of the Food Hygiene Rating Scheme specifically over the previous waves.

Awareness in Wave 3 in Wales was significantly higher to the figure found in Wave 1 (62% up from 42%). There were no significant changes over time for either England or Northern Ireland.

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

Base: All respondents aware of any scheme
Unweighted: Wave 1 (1477), Wave 2 (1550), Wave 3 (1566)
Weighted: Wave 1 (1403), Wave 2 (1472), Wave 3 (1481)



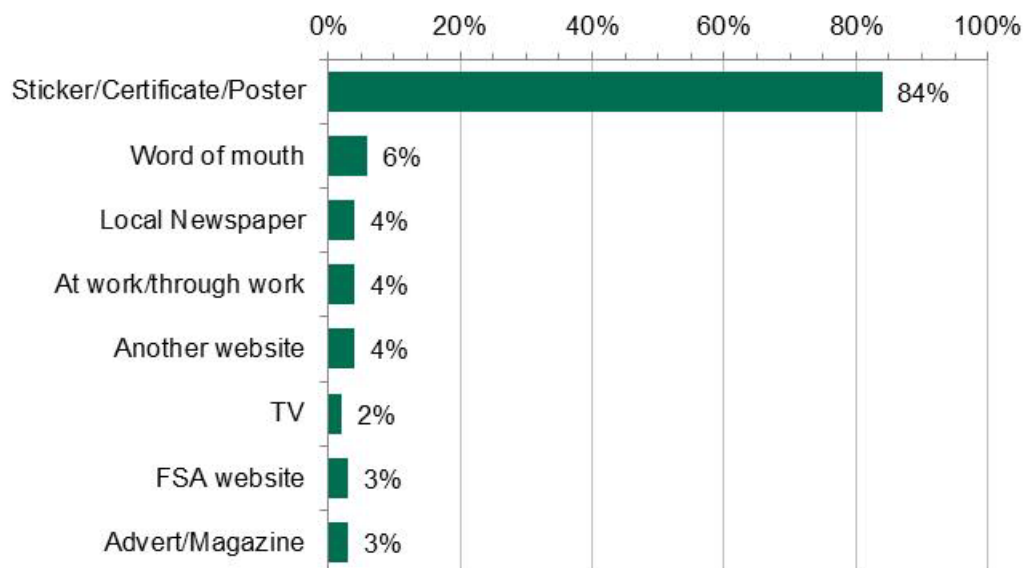
Respondents who reported being aware of the FHRS were next asked to recall where they remember seeing or hearing about the scheme.

In Wave 3, a Sticker/Certificate/Poster in the food business was the most commonly reported source of this information (84%).

Figure 7 provides a more extensive list of other reported sources of this information. The overall pattern of responses is generally in line with previous waves.

Figure 7: Locations where consumers report having seen or heard about the scheme (England, Wales and Northern Ireland)

Base: All respondents aware of any scheme
England; Unweighted (1303); Weighted (1336)
Wales: Unweighted (162); Weighted (85)
Northern Ireland: Unweighted (101); Weighted (60)



3.2 Recognition of FHRs branding

Respondents were next shown images of FHRs stickers.

Overall, 70% of respondents report having seen them before. A larger proportion of respondents recalled having seen the FHRs stickers in Northern Ireland (86%) and Wales (78%) than in England (69%).

Changes in reported awareness of stickers over time are shown in [Figure 8](#). The figure found in Wales (78%) has fallen since Wave 2 (down from 87%). There had been no significant changes in England or Northern Ireland.

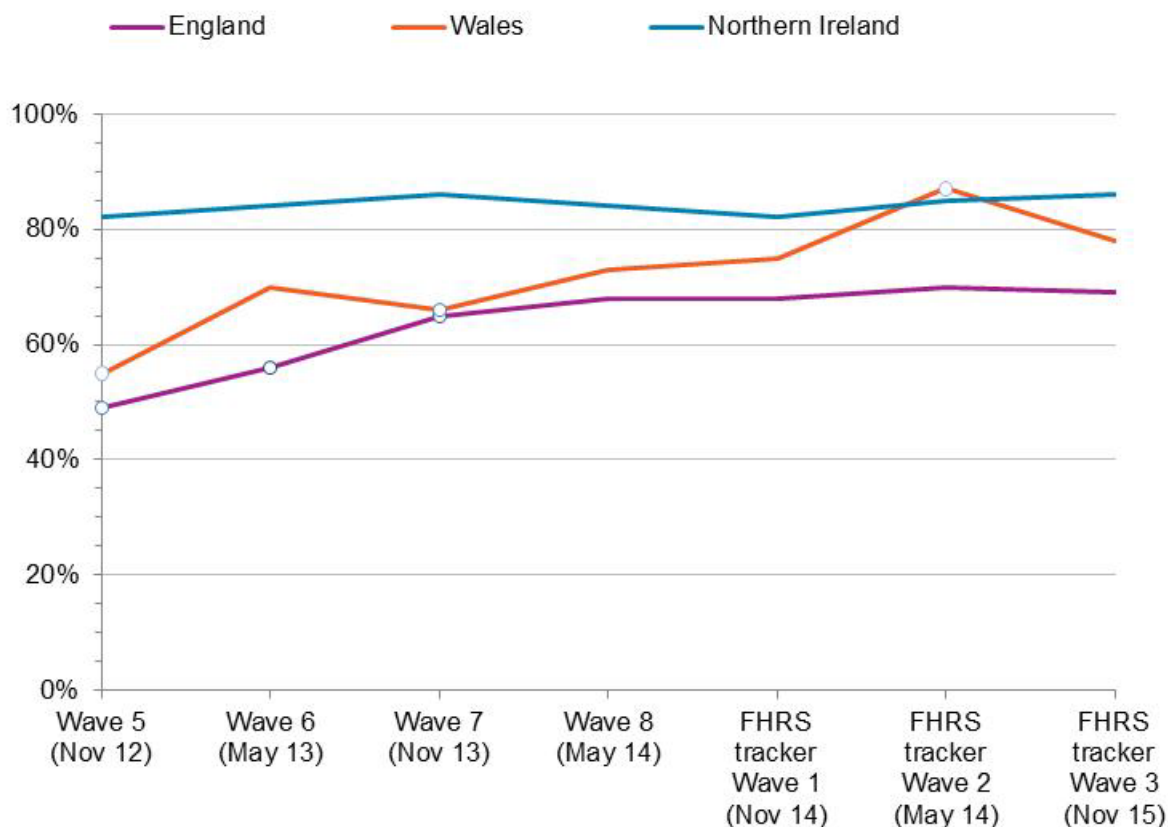
Figure 8: Changes in reported recognition of FHRs stickers over time

England – Weighted; (1658-1776), Unweighted; (1679-1810)

Wales – Weighted; (80-106), Unweighted; (86-203)

Northern Ireland – Weighted; (53-68), Unweighted; (53-141)

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



Examples of stickers for the statutory scheme that has been operating in Wales since November 2013 were also shown to respondents. The stickers are similar to the stickers for the earlier voluntary scheme but also include the Welsh Government logo. In total, 69% of respondents reported having seen these before in Wales, a decrease on the 85% figure found in Wave 2.

Key socio-demographic differences

Respondents aged 75+ were significantly less likely to have seen a FHRs sticker than any other age group (24% compared with 54% to 85% all other age groups)

Social grade DE respondents were significantly less likely to report having seen an FHRs sticker (60%) than any other social grade (72% to 76%).

White respondents were significantly more likely to have seen an FHRs sticker than minority ethnic respondents (73% compared with 57%).

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

4. Consumer understanding of scheme

The FSA wishes to assess and monitor how well consumers understand the key elements of the scheme. Key elements include, what types of businesses are given a rating, who has overall responsibility for the scheme, and how the inspection process works. This information provides an indication as to how consumers actually understand and interpret the scheme, and whether any additional work is required to promote the scheme or clarify any misinterpretations.

4.1 Types of businesses given a rating

Respondents who previously 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.

The types of businesses mentioned varied and a full breakdown is provided at [Figure 9](#). There has been little to no change compared with the previous waves.

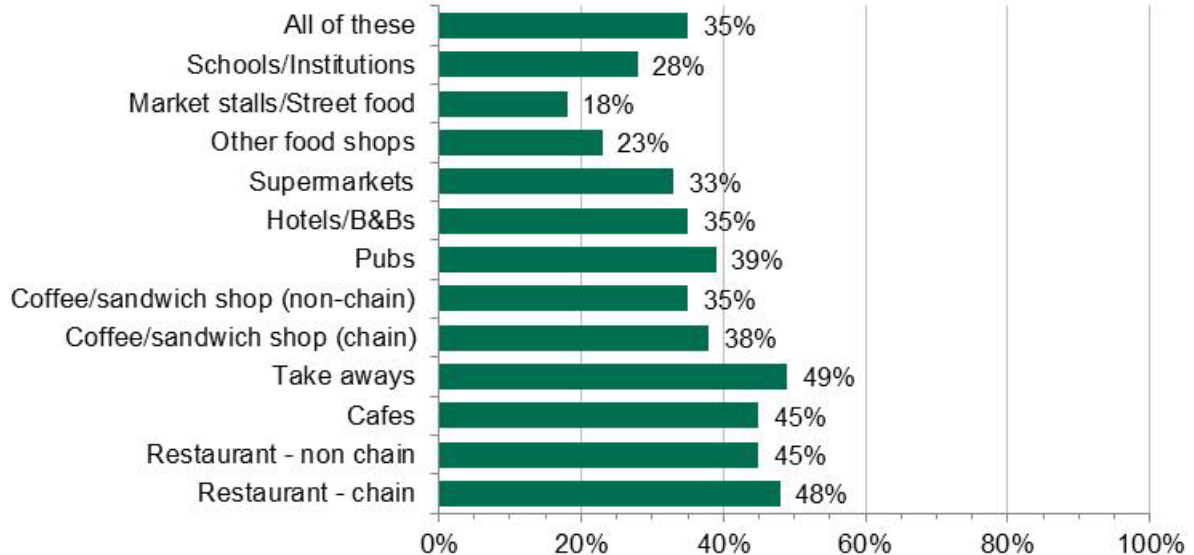
Figure 9: Business types considered to be covered by the FHRS

Base: All respondents

England; Unweighted (1778); Weighted (1771)

Wales: Unweighted (203); Weighted (104)

Northern Ireland: Unweighted (121); Weighted (68)



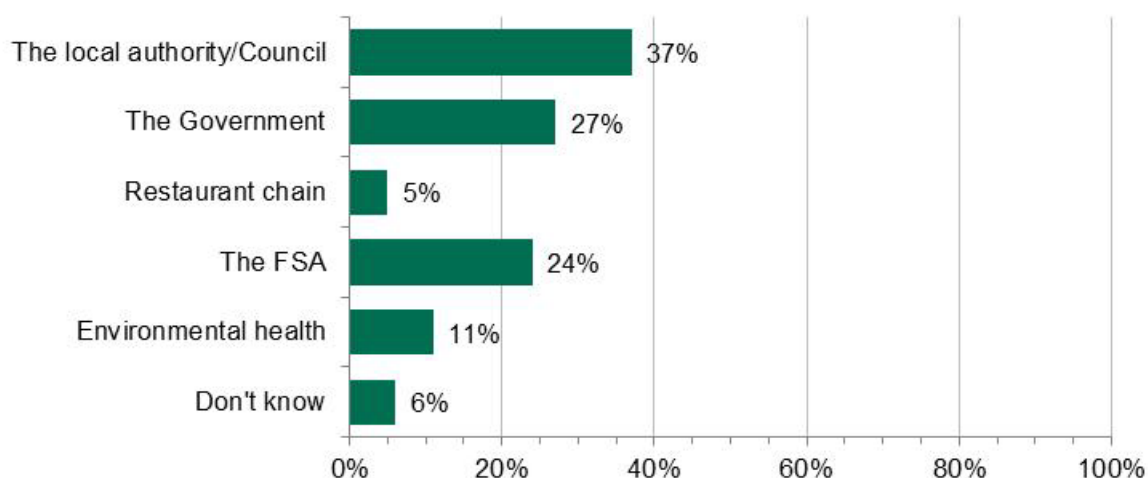
4.2 Scheme responsibility

These respondents were then asked who they thought held overall responsibility for the scheme.

[Figure 10](#) provides a summary of responses. As found in both previous waves, the most common response was the Local authority/Council (37%). There have been no significant changes over time in any of the responses.

Figure 10: Reported organisations responsible for the FHRS

Base: All respondents
England; Unweighted (1778); Weighted (1771)
Wales: Unweighted (203); Weighted (104)
Northern Ireland: Unweighted (121); Weighted (68)



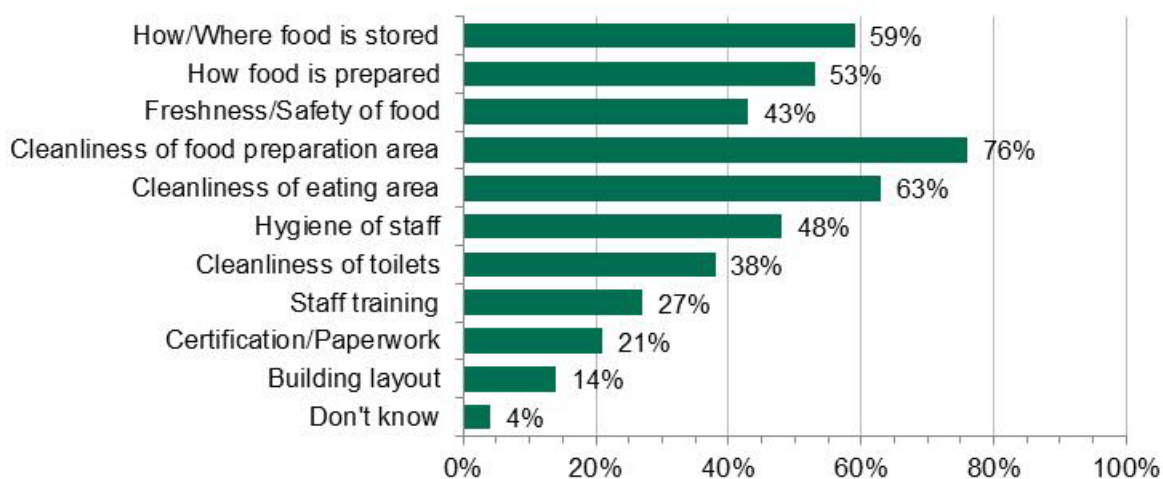
4.3 Inspection process

Respondents were next asked to state what criteria they think are assessed during food hygiene inspections of businesses.

Responses varied, but overall, respondents most frequently mentioned the cleanliness of the food preparation area (76%). This was also the most frequent response in Waves 1 and 2. [Figure 11](#) provides a full breakdown of the criteria mentioned.

Figure 11: Criteria respondents think are assessed during food hygiene inspections

Base: All respondents
England; Unweighted (1778); Weighted (1771)
Wales: Unweighted (203); Weighted (104)
Northern Ireland: Unweighted (121); Weighted (68)



4.4 Inspection responsibility

Subsequently, respondents were asked who they believed was responsible for carrying out the inspections.

The three most commonly reported answers were the Local authority/Council (36%), followed by the Food safety officer/Food inspector (24%) and the FSA (18%). These responses were also the most common responses in Wave 2.

Figure 12 provides a full breakdown of responses.

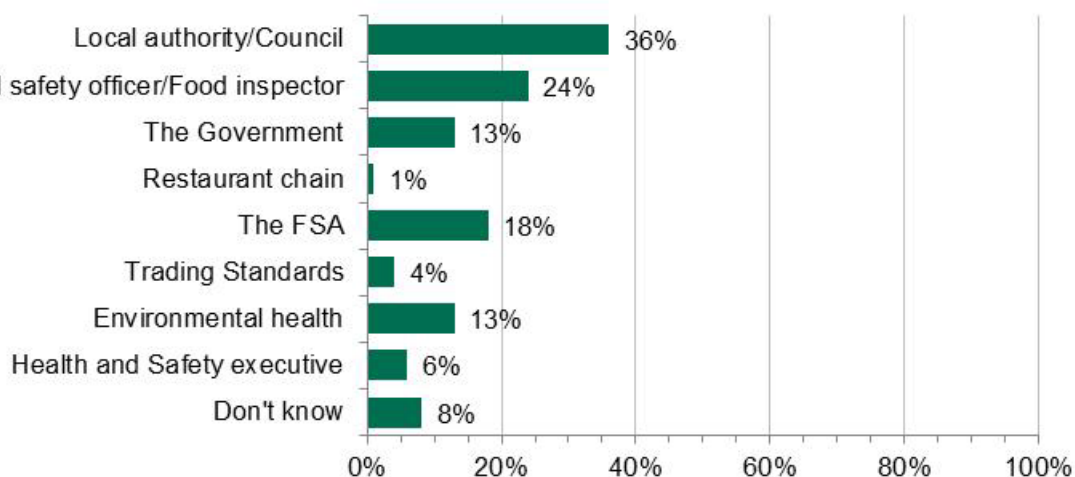
Figure 12: Organisations considered responsible for the inspection process

Base: All respondents

England; Unweighted (1778); Weighted (1771)

Wales: Unweighted (203); Weighted (104)

Northern Ireland: Unweighted (121); Weighted (68)



4.5 Views on business display

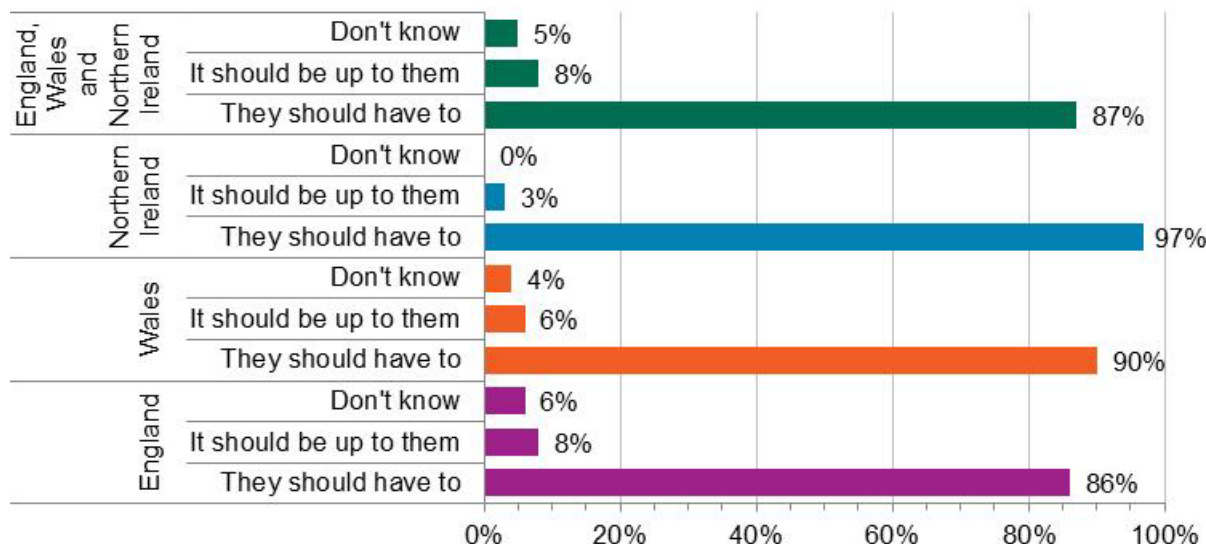
All respondents were asked to consider whether businesses should be legally required to display their ratings at their premises, or whether it should be up to them to decide.

Figure 13 shows that the vast majority of respondents in England (86%) and Wales (90%) continue to consider that businesses should be legally required to display their rating, with a slightly higher figure found in Northern Ireland (97%). The overall figure was 87%.

No significant changes since Wave 1 are evident in the data.

Figure 13: Proportion of respondents who think businesses should have to display their rating

Base: All respondents
 England - Weighted base (1771), Unweighted base (1778)
 Wales - Weighted base (104), Unweighted base (203)
 Northern Ireland - Weighted base (68), Unweighted base (121)



Key socio-demographic differences

White respondents were slightly more likely to consider that food businesses should be required to display their rating than Minority Ethnic respondents (88% compared with 83%).

Respondents were then asked what they would conclude about a food business that was not displaying its FHRS sticker. The responses are shown in [Figure 16](#).

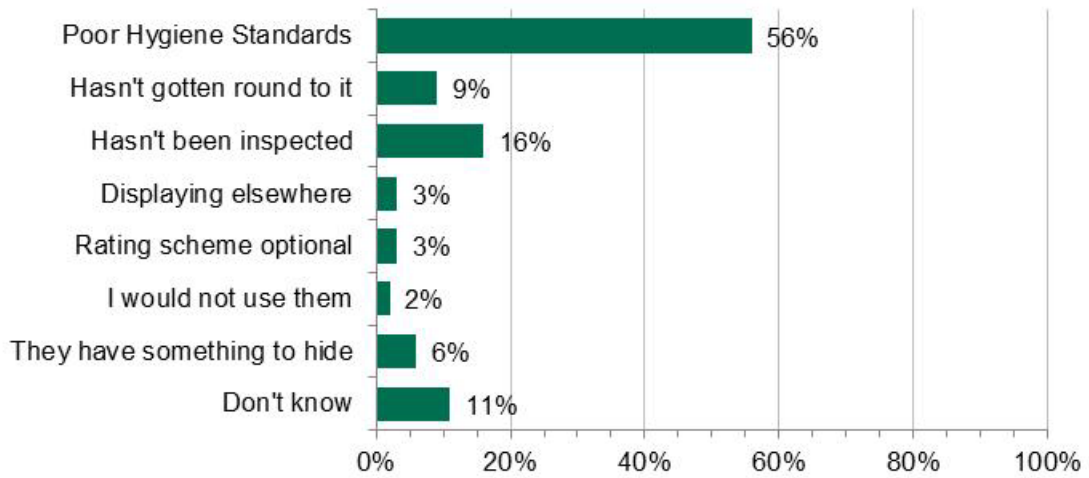
The most common conclusion was to assume the business had poor hygiene standards (56%). This was also found in the previous two waves.

[Figure 14](#) provides a breakdown of other responses.

In terms of differences between countries, respondents in Northern Ireland were more likely to draw conclusions relating to poor hygiene standards than respondents in England or Wales (91% compared with 55% and 53% respectively). This difference was also found in the previous waves.

Figure 14: Conclusions drawn from non-display of FHRs rating

Base: All respondents aware of any scheme
England; Unweighted (1778); Weighted (1771)
Wales: Unweighted (203); Weighted (104)
Northern Ireland: Unweighted (121); Weighted (68)



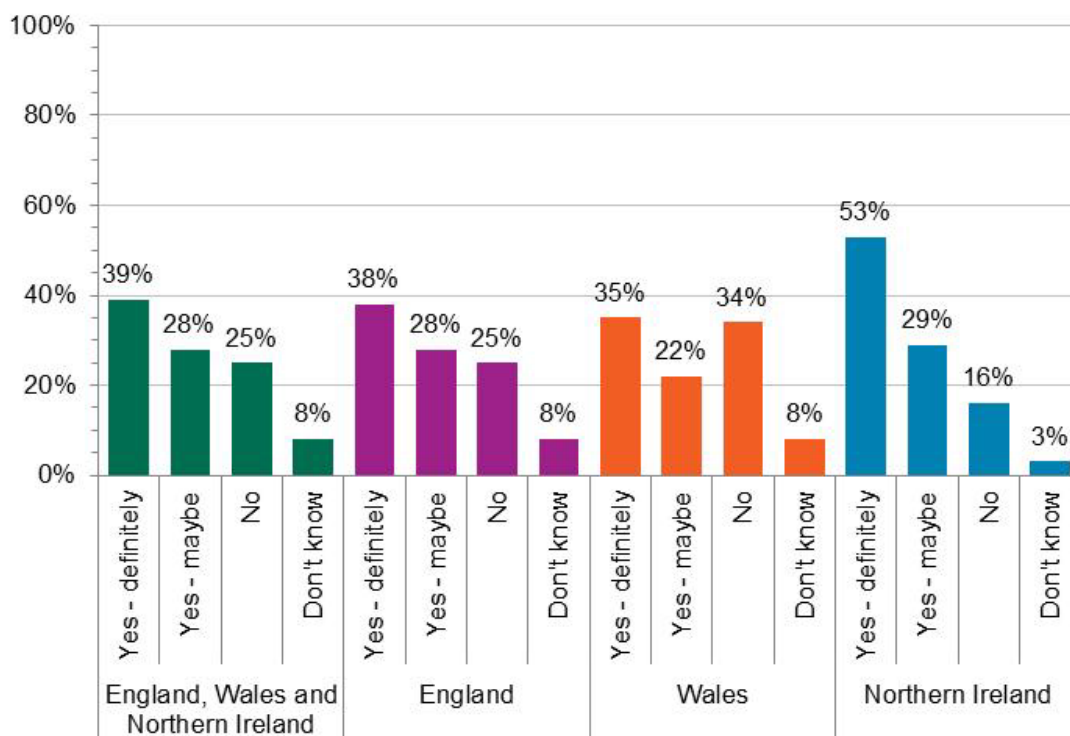
5. Use of food hygiene ratings

5.1 Use of ratings in decision making

Respondents were asked to consider whether, 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 15 provides a breakdown of responses.

Figure 15: Reported use of food hygiene ratings when deciding to eat out or purchase food



Overall, 67% of respondents reported either 'Yes-definitely' (39%) or 'Yes-maybe' (28%).

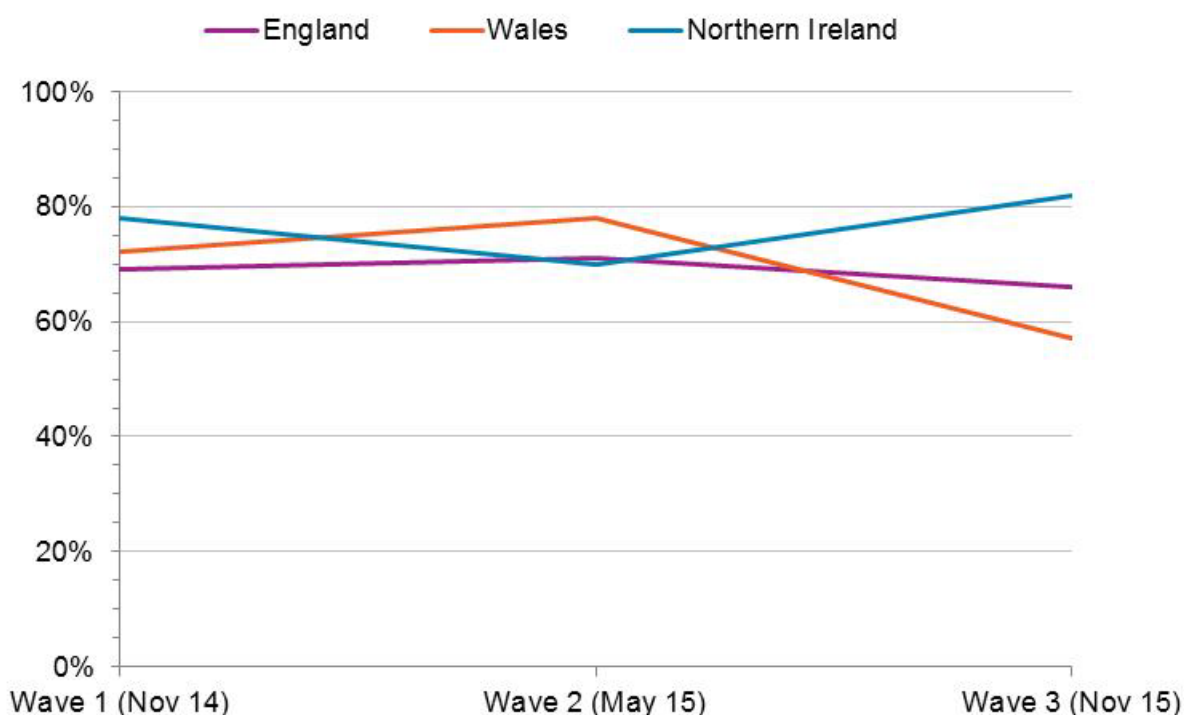
Looking at the data in more detail, respondents in Northern Ireland were more likely to report 'Yes-definitely' (53%) than respondents in either England (38%) or Wales (35%).

In Wales, the proportion of 'Yes – definitely' responses had fallen slightly from Wave 2 (35%, down from 49%). In turn, the number of 'No' responses had risen from 18% in Wave 2 to 34% in Wave 3.

Figure 16 shows the changes over time in the proportion of respondents by country that claimed they would use ratings (Combined 'Yes – definitely' and 'Yes – Maybe').

Figure 16: Changes in reported use of food hygiene ratings when deciding to eat out or purchase food over time

Base: All respondents aware of any scheme
 Unweighted: Wave 1 (1477), Wave 2 (1550), Wave 3 (1566)
 Weighted: Wave 1 (1403), Wave 2 (1472), Wave 3 (1481)



Key socio-demographic differences

Women were slightly more likely than men to report 'Yes- definitely' than Men (41% compared with 36%).

5.2 Minimum acceptable rating

Respondents were then asked what the lowest rating on the 0 to 5 scale, they would consider acceptable when eating or buying food. [Figure 17](#) shows the responses.

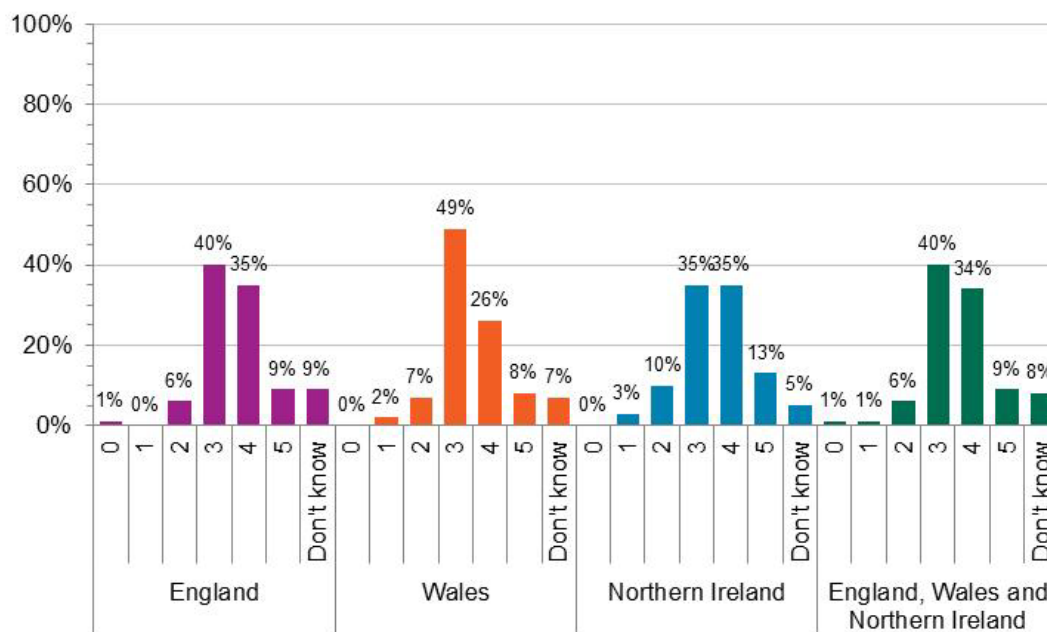
A rating of 3 was most frequently mentioned as the lowest acceptable in both England and Wales (40% and 49%), whilst in Northern Ireland respondents were evenly split between a rating of 3 and 4 (35% for both).

This pattern of responses was also observed in previous waves. The only exception to this was in Northern Ireland in Wave 1, where a rating of 3 was the most commonly reported rating (54%).

Respondents in Wales were more likely to report a rating of 3 than respondents in either England or Northern Ireland.

Figure 17: Lowest rating respondents report acceptable when buying food

Base: All respondents
 England; Unweighted (1778); Weighted (1771)
 Wales: Unweighted (203); Weighted (104)
 Northern Ireland: Unweighted (121); Weighted (68)



Key socio-demographic differences

Male respondents were slightly more likely to select a rating of 2 as their minimum than were female respondents (8% compared with 5%).

Respondents were next asked to consider whether they would ever decide to buy food from a business with a lower rating than the one they identified in the previous question.

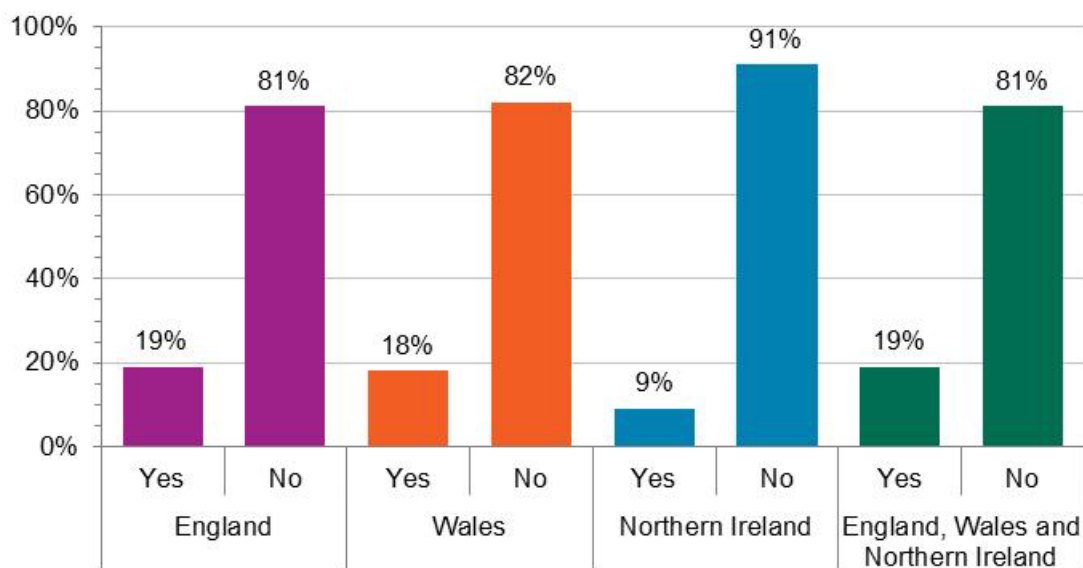
The majority of respondents report they would not. [Figure 18](#) provides a full breakdown of responses.

A slightly higher proportion of 'No' responses were found in Northern Ireland than in England.

No significant changes were found when looking back to previous waves.

Figure 18: Proportion of respondents who report that they would consider buying food from a lower rated business

Base: All respondents aware that gave a rating
England; Unweighted (1586); Weighted (1596)
Wales: Unweighted (187); Weighted (97)
Northern Ireland: Unweighted (115); Weighted (65)



Respondents who reported that they would consider buying food at a lower rated business were asked under what circumstances they would consider doing so.

The two most frequent responses were: 'When there wasn't much choice of places to go' (29%) or 'When it was a place I already knew' (28%). Other responses included: 'When I needed to pick something up quickly' (19%); 'When I was out late at night' (16%); 'When I knew the food was good' (15%) and, 'When it was a place that was recommended to me' (11%). This was in line with previous waves.

Respondents were next asked whether there would be any particular occasions when they would only go to a food business with a higher rating than their minimum acceptable rating. This question was only asked of those who listed a 0 to 4 as their minimum acceptable rating.

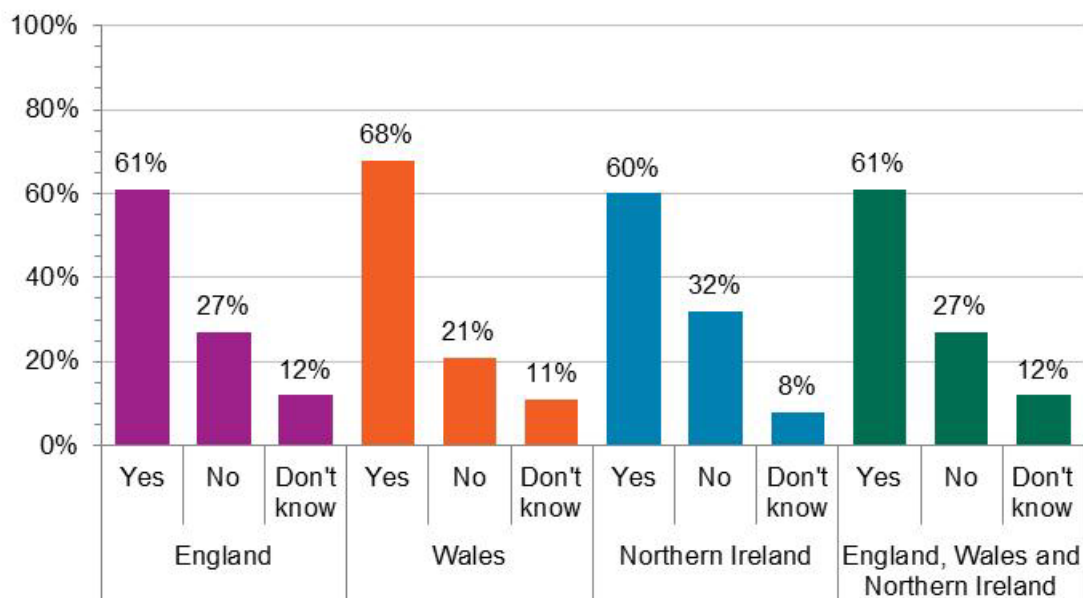
The findings are summarised in [Figure 19](#) and do not differ to previous waves.

The majority of respondents reported that there were such occasions.

No differences between the three countries were found.

Figure 19: Proportion of respondents who report circumstances where they would only go to a higher rated food business

Base: All respondents aware of any scheme
 England; Unweighted (1435); Weighted (1452)
 Wales: Unweighted (171); Weighted (89)
 Northern Ireland: Unweighted (96); Weighted (56)



Respondents were then asked to report on what the circumstances would be when they would only go to a food business with a higher rating than their minimum.

As in both Wave 1 and Wave 2, 'a special occasion' continues to be the most common reason for doing so (53%). Other reported reasons include; 'When I am with particular people/family members' (19%); 'When I am taking (young) children' (16%); 'When I want to go somewhere expensive' (11%); 'When I am taking older people' (10%); 'When I was in an unfamiliar location' (10%) and 'When I or someone else has a special health issue' (9%).

6. Consumer attitudes towards the scheme

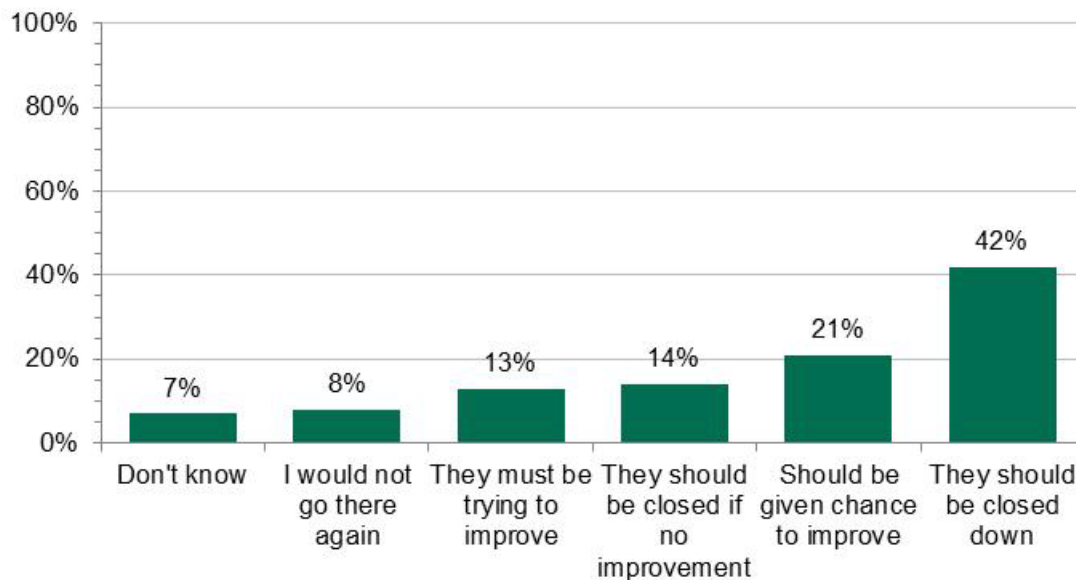
6.1 Views on low rated businesses

Respondents were asked what they think about food businesses that receive a rating of either 0 or 1.

The most frequent responses across England, Wales and Northern Ireland combined, are shown in [Figure 20](#).

Figure 20: Respondent views on food businesses rated 0 or 1

Base: All respondents aware of any scheme
England; Unweighted (1778); Weighted (1771)
Wales: Unweighted (203); Weighted (104)
Northern Ireland: Unweighted (121); Weighted (68)



Respondents in Northern Ireland were more likely to report that a food business should be closed down (66%) compared with respondents in England and Wales (45% and 34%). This difference was also evident in the previous waves. In Wales, respondents were slightly more likely to report that they should be in the process of trying to improve (22%) than in England (13%) or Northern Ireland (1%).

Key socio-demographic differences

White respondents were slightly more likely to report that they should be closed down if they don't improve (13%, compared with 8% of minority ethnic respondents).

6.2 Views on inspection frequency

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

Figure 21 provides a breakdown of responses given across England, Wales and Northern Ireland combined.

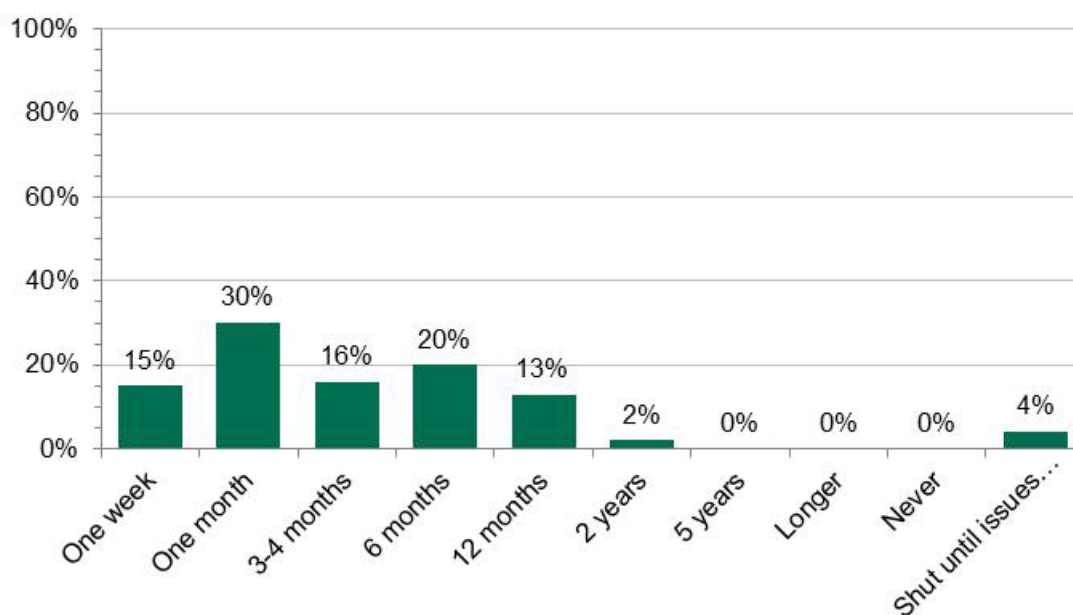
Figure 21: Respondent views on inspection frequency

Base: All respondents

England; Unweighted (1778); Weighted (1771)

Wales: Unweighted (203); Weighted (104)

Northern Ireland: Unweighted (121); Weighted (68)



As in Wave 1 and Wave 2, respondents typically report that there should be relatively short time periods between inspections, with the vast majority of responses ranging from one week to 12 months.

A small number of differences between countries were found. Respondents in Wales were slightly less likely to report one week (7%) compared with 15% and 20% of respondents in England and Northern Ireland. In contrast, they were slightly more likely to report 6 months (30%) compared with respondents in England (19%) or Northern Ireland (13%).

6.3 Awareness of business display

Next, respondents were asked whether they had ever seen a food business displaying its hygiene rating sticker in the last 12 months.

Figure 22 provides a breakdown of responses.

Figure 22: Proportion of respondents who report having seen a food business displaying a rating in the last 12 months

Base: All respondents
 England - Weighted base (1336), Unweighted base (1308)
 Wales - Weighted base (85), Unweighted base (162)
 Northern Ireland - Weighted base (60), Unweighted base (101)

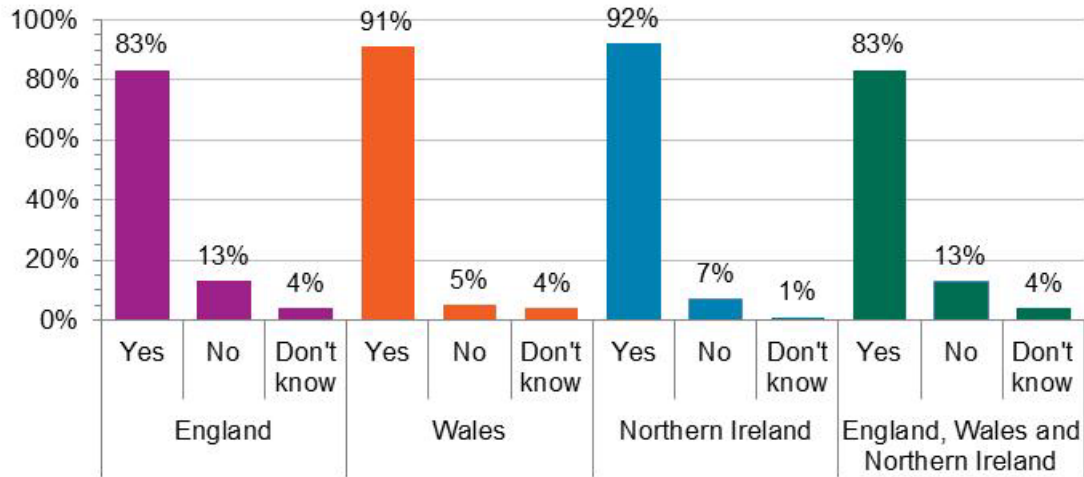
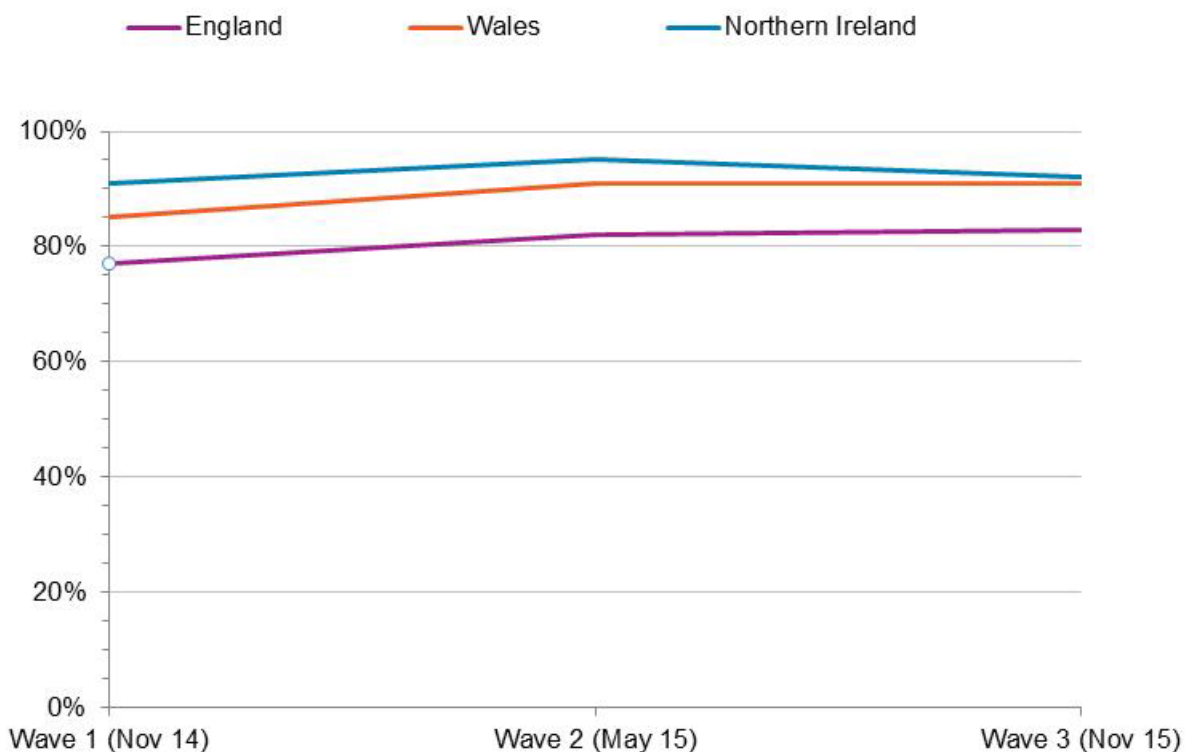


Figure 23 shows changes over time in the proportion of respondents who reported that they had seen a sticker.

Figure 23: Proportion of respondents who report having seen a food business displaying a rating in the last 12 months – Waves 1 to 3

Base: All respondents aware of any scheme
 Unweighted: Wave 1 (1477), Wave 2 (1550), Wave 3 (1566)
 Weighted: Wave 1 (1403), Wave 2 (1472), Wave 3 (1481)



In Wave 3, the majority of respondents in England (83%), Wales (91%) and Northern Ireland (92%) reported that they had seen a business displaying a rating in the last 12 months. The figure found in England was slightly lower than the one found in the other two countries but the increase from Wave 1 to Wave 2 in England (77% to 82%) had been maintained.

Key socio-demographic differences

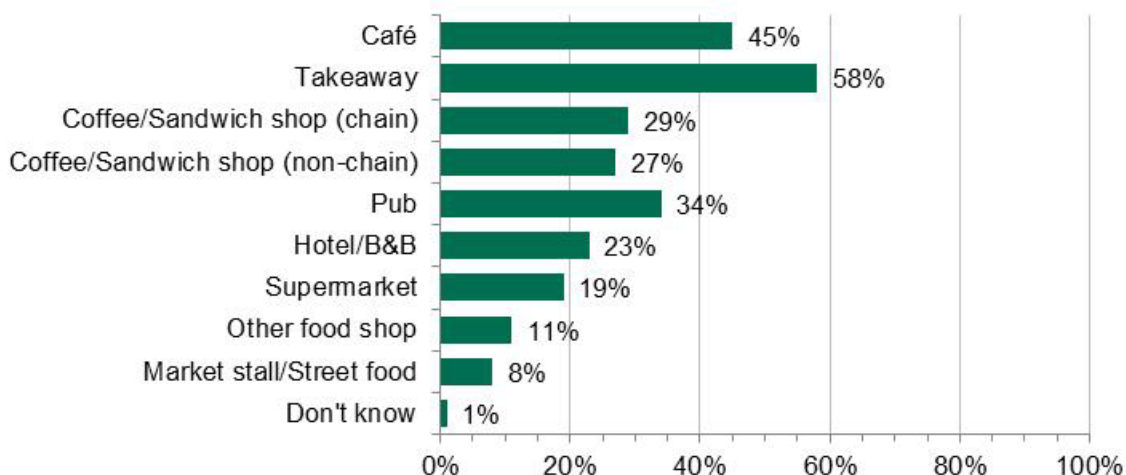
White respondents were more likely to report having seen a food business displaying (85% compared with 71% of Minority Ethnic respondents).

Respondents aged 75+ were less likely to report having seen a food business displaying (54%, compared with 70% to 92% for other age groups).

Respondents who reported having seen a rating on display were then asked what type of food businesses they had seen displaying a rating. The responses are summarised in [Figure 24](#).

Figure 24: Types of businesses respondents report having seen a rating on display

Base: All respondents who have seen a rating
 England; Unweighted (1056); Weighted (1103)
 Wales: Unweighted (145); Weighted (78)
 Northern Ireland: Unweighted (90); Weighted (55)



Respondents most frequently reported having seen a rating at a takeaway (58%), which was also the most commonly reported location in Wave 1 and Wave 2 of the FHRS tracker survey.

6.4 Frequency of checking FHRS ratings

Respondents who had previously reported being aware of any hygiene rating scheme were 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 25 shows responses broken down for England, Wales and Northern Ireland.

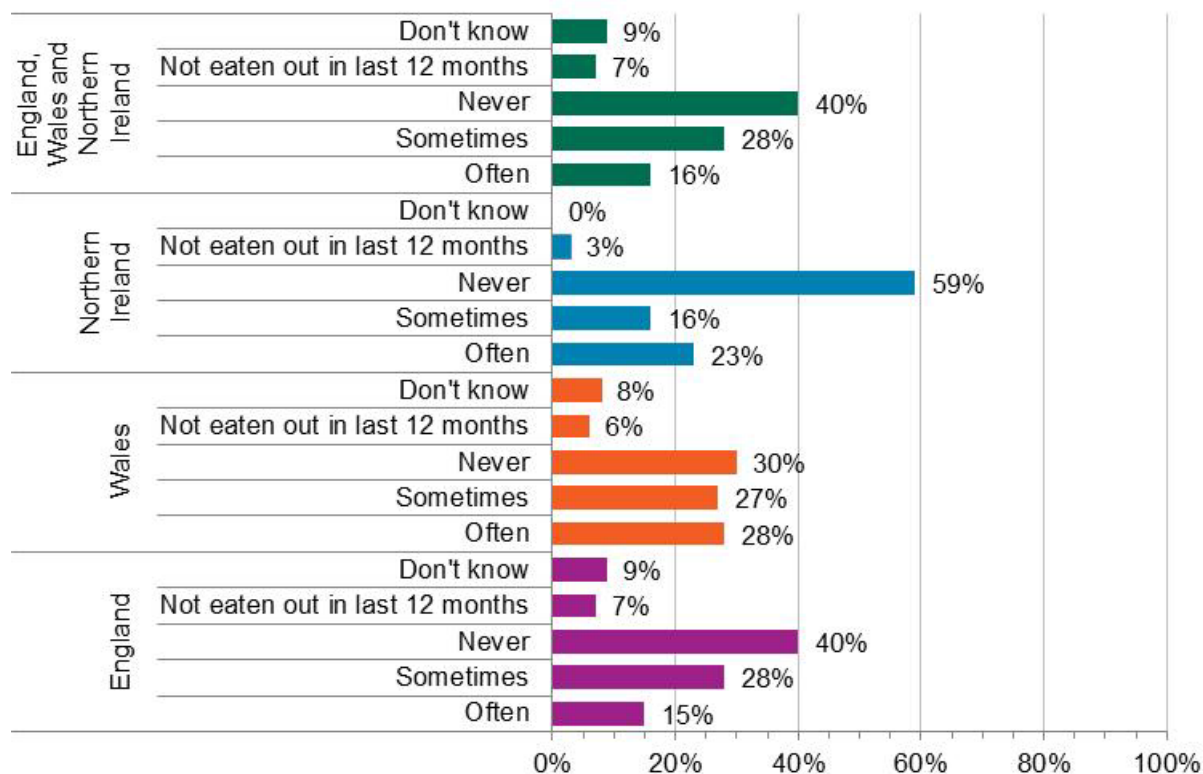
Figure 25: Frequency of checking FHRs ratings before deciding to eat out or purchase food

Base: All respondents

England - Weighted base (1303), Unweighted base (1336)

Wales - Weighted base (85), Unweighted base (162)

Northern Ireland - Weighted base (60), Unweighted base (101)



Respondents in Wales were slightly more likely to report Often checking, than respondents in England (28% compared with 15%). Respondents in Northern Ireland were less likely to report Sometimes checking (16% compared with 28 and 27%) and more likely to report Never checking (59% compared with 40% and 30%).

Looking at responses from the three countries combined, there had been a small decrease in the proportion of respondents who report Never checking (40%, down from 48% in both previous waves).

Figure 26 provides a full breakdown of responses over the three waves of the tracker.

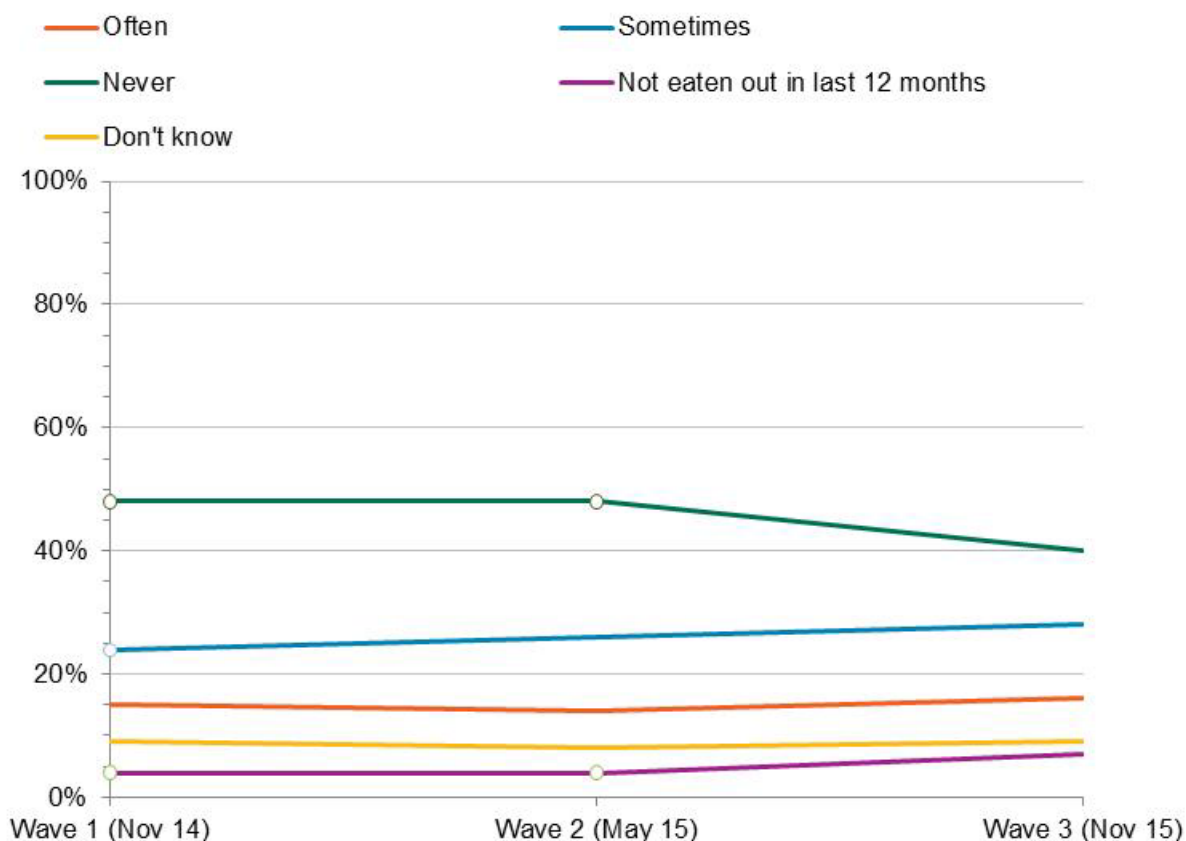
Figure 26: Changes over time in Frequency of checking FHRs ratings before deciding to eat out or purchase food

England – Weighted; (1270-1348), Unweighted; (1242-1303)

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

Northern Ireland – Weighted; (52-60), Unweighted; (92-101)

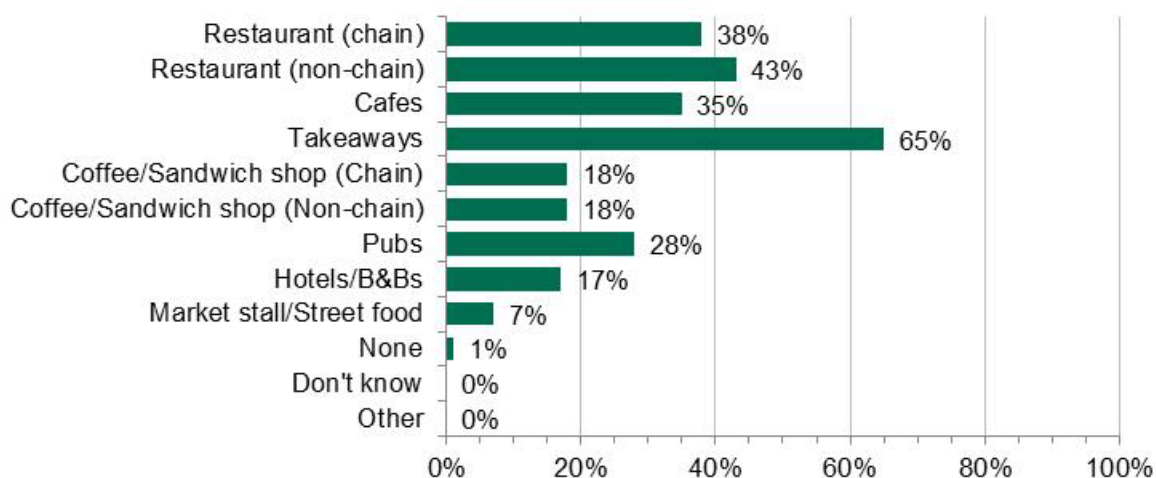
Note: circles on the graph indicate where there are significant differences to the current wave



As [Figure 27](#) shows, respondents who reported checking these ratings most frequently reported doing so for Takeaways (65%), a finding that was also apparent in both previous waves.

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

England – Weighted; (585), Unweighted; (554)
 Wales – Weighted; (47), Unweighted; (87)
 Northern Ireland – Weighted; (23), Unweighted; (39)

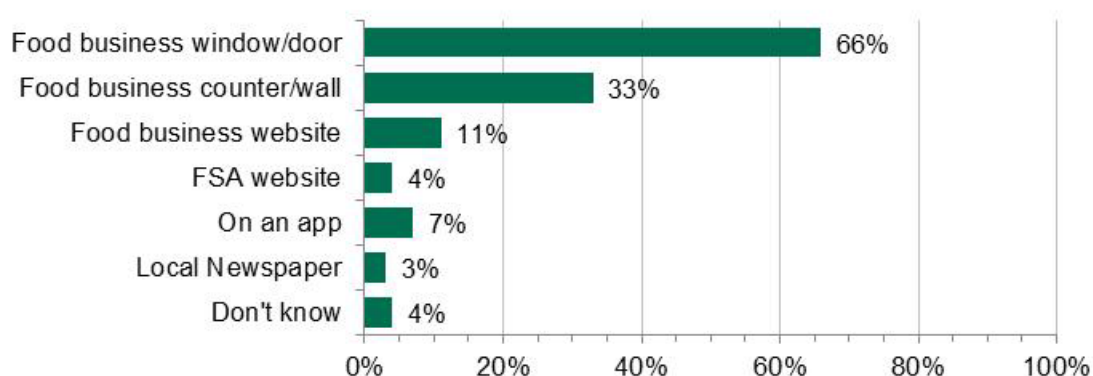


Those respondents who reported either Sometimes or Often checking a food business’s rating before eating out or purchasing food were subsequently asked where they located this information.

Figure 28 provides a breakdown of responses. Overall, the food business window/door continues to be the most frequently reported location (66%).

Figure 28: Location where respondent reported obtaining rating

England – Weighted; (585), Unweighted; (554)
 Wales – Weighted; (47), Unweighted; (87)
 Northern Ireland – Weighted; (23), Unweighted; (39)



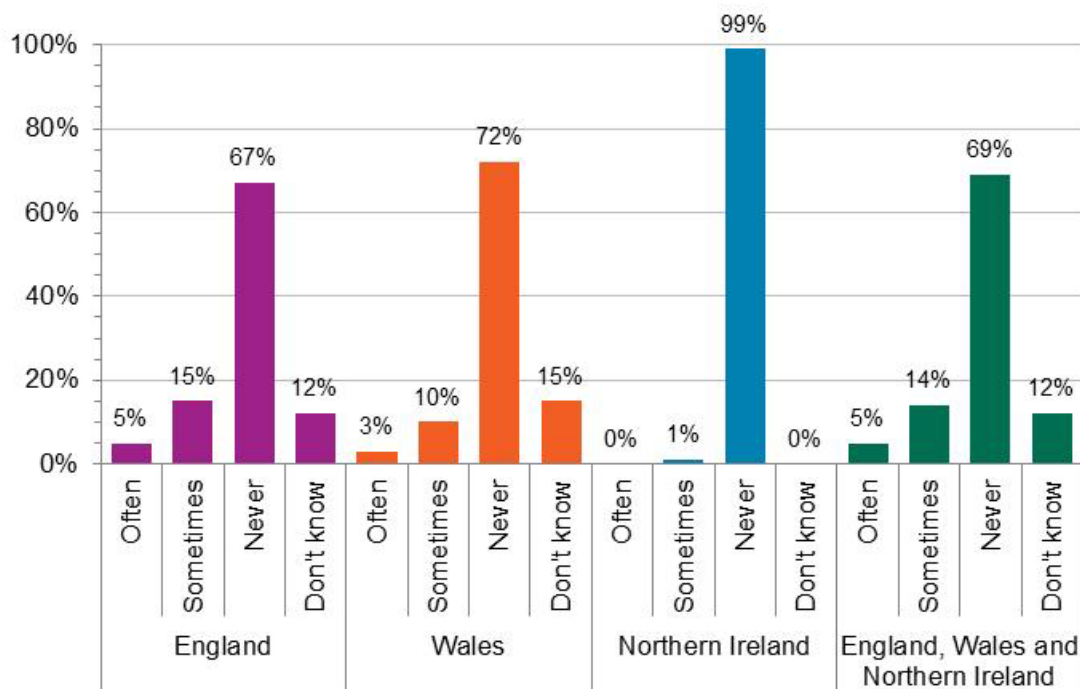
6.5 Retrospective use of FHRs ratings

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

Across the three countries the majority of respondents (69%) reported never having checked a food businesses hygiene rating after eating out or purchasing takeaway food from it (see [Figure 29](#)).

Figure 29: Frequency of retrospective use of the FHRS

England – Weighted; (1336), Unweighted; (1303)
 Wales – Weighted; (85), Unweighted; (162)
 Northern Ireland – Weighted; (60), Unweighted; (101)



The key difference found between countries is that respondents in Northern Ireland were more likely to report never having checked a rating after eating or buying takeaway food from a business (99%) compared with 67% and 72% of respondents in England and Wales.

Key socio-demographic differences

White respondents were more likely to report never checking (70% compared with 60% of Minority Ethnic respondents).

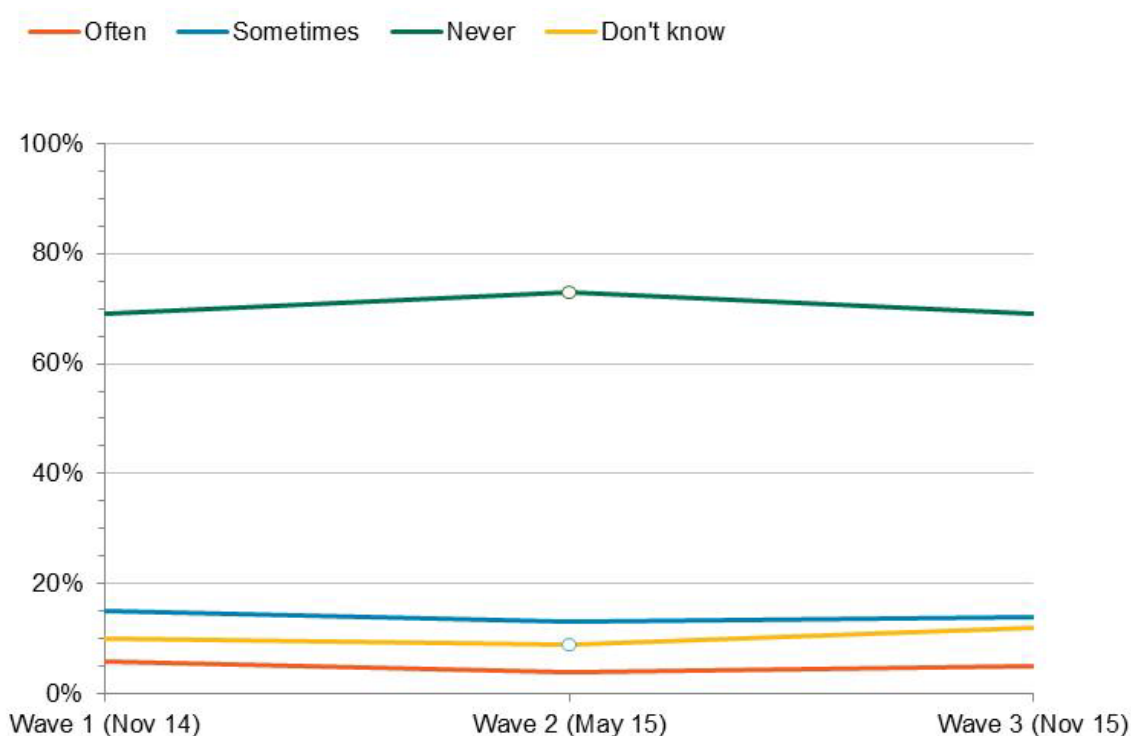
Looking at the combined data for the three countries, there has been a small decrease in the proportion of respondents who report Never having checked (69%, down from 73% in Wave 2). There has also been a slight increase in the proportion of Don't know responses (12%, up from 9%). [Figure 30](#) provides further detail.

Figure 30: Changes over time in Frequency of retrospective use of the FHRS

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

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

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



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

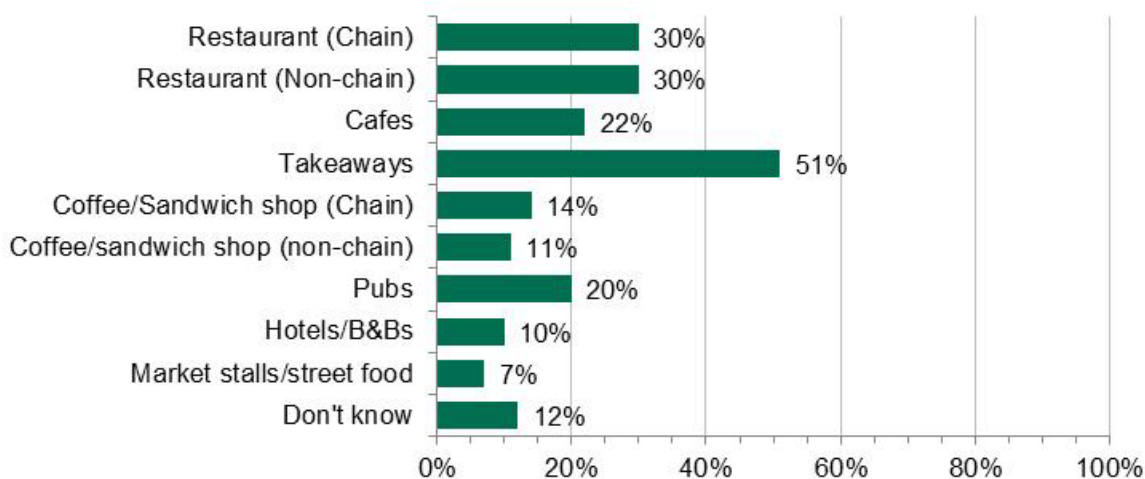
As with prospective checking, takeaways were the most commonly reported business type (51%). [Figure 31](#) for a breakdown of other commonly reported business types.

Figure 31: Business types for which respondents report checking the FHRS rating retrospectively

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

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

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

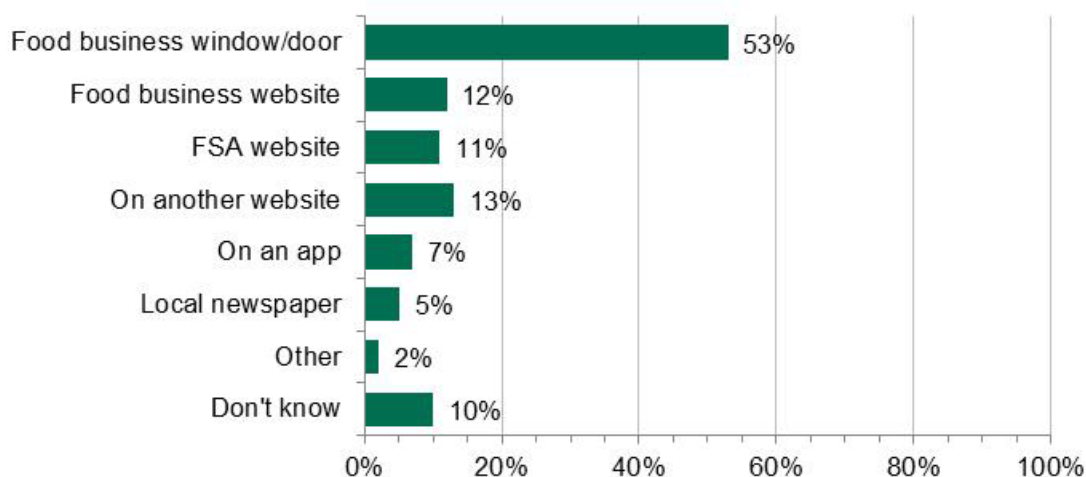


These respondents were next asked to identify where they obtained this information.

The food business window/door was the most common location, with an overall majority of 53% of respondents referring to it (see Figure 32).

Figure 32: Location of rating when used retrospectively by respondents

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



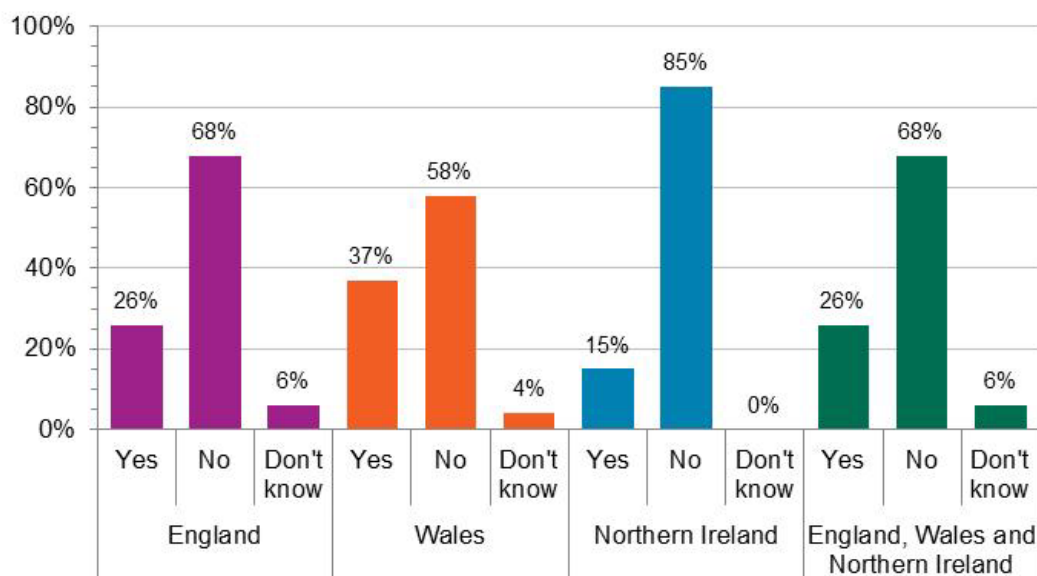
6.6 Avoiding poor performing businesses

Respondents were asked whether they had decided not to eat out or purchase takeaway food from a business, or not to return there, because of an issue relating to its food hygiene in the past 12 months. See Figure 33 for a breakdown of these responses.

The proportion of respondents who report not having done so was significantly higher in Northern Ireland (85%), than in England (68%). This, in turn, was significantly higher than the figure found in Wales (58%). In England, the proportion of respondents that reported avoiding a food business with poor hygiene had decreased slightly, from the previous wave (26%, down from 30%), but was in line with the figure found in Wave 1 (24%).

Figure 33: Proportion of respondents who report having avoided food businesses with poor hygiene

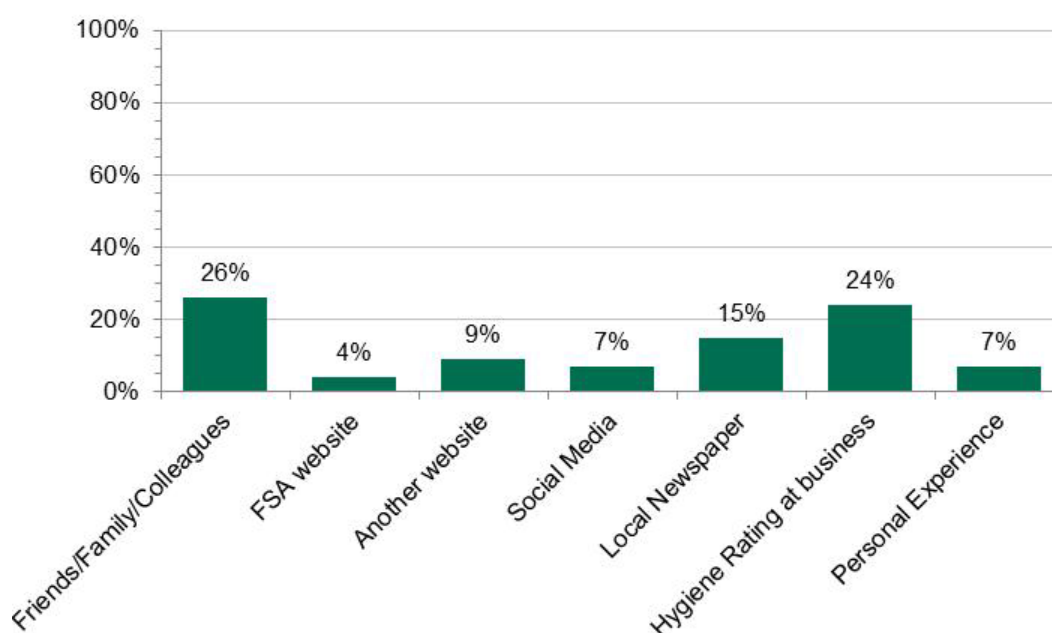
England – Weighted; (1336), Unweighted; (1303)
 Wales – Weighted; (85), Unweighted; (162)
 Northern Ireland – Weighted; (60), Unweighted; (101)



The most common source of this information about poor hygiene was reportedly from 'Friends/Family/Colleagues' (26%) – see [Figure 34](#). Other commonly mentioned sources include 'Saw the rating at the food business' (24%), 'Local newspaper' (15%) and 'Personal experience' (7%), 'Seen on another website' (9%), 'Heard via social media' (7%), and 'Looked it up on FSA website' (4%).

Figure 34: Reported sources of information on poor hygiene standards

England – Weighted; (342), Unweighted; (325)
 Wales – Weighted; (32), Unweighted; (61)
 Northern Ireland – Weighted; (9), Unweighted; (15)

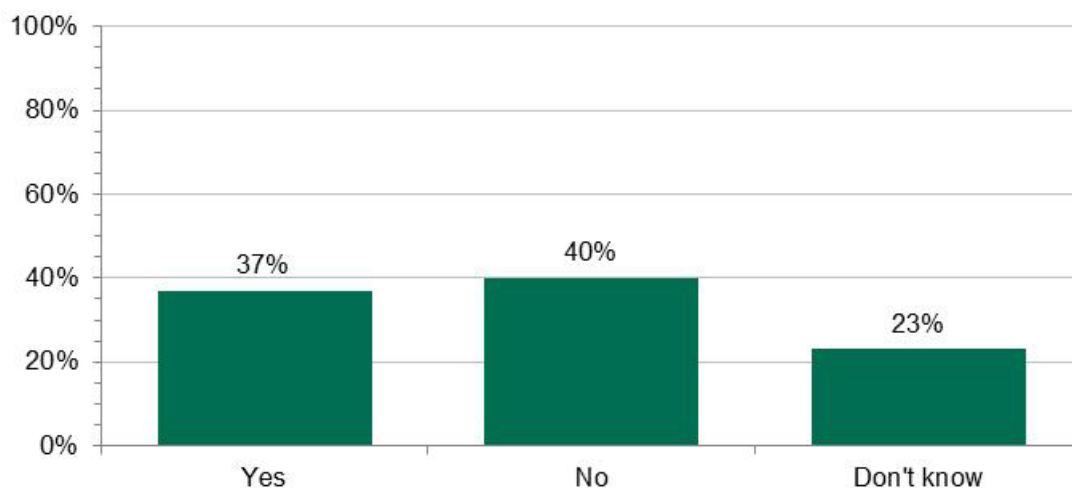


These respondents were then asked whether they knew what food hygiene rating the business had received.

Responses were split – see [Figure 35](#).

Figure 35: Knowledge of the rating of a food business when choosing to avoid a food business due to a hygiene related issue

England – Weighted; (261), Unweighted; (248)
Wales – Weighted; (22), Unweighted; (44)
Northern Ireland – Weighted; (7), Unweighted; (12)

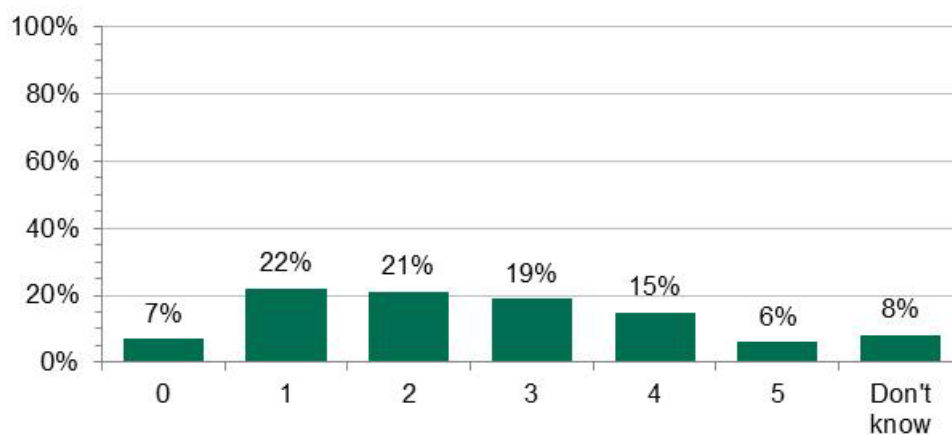


Finally, respondents who said that they were aware of the rating of the food business were asked to identify what rating the business had received.

Responses were mixed - [Figure 36](#) provides a full breakdown of reported ratings.

Figure 36: Reported ratings of businesses that respondents chose to avoid due to a hygiene-related issue

England – Weighted; (175), Unweighted; (165)
Wales – Weighted; (20), Unweighted; (41)
Northern Ireland – Weighted; (4), Unweighted; (7)



Annex A: Survey questionnaire

T1 : T1 :

Text

The next few questions are about eating out or buying food.

T2 : T2 :

Text

DO NOT SHOW SCREEN

Q1 : Q1a : F1: All Adults in England, Wales and NI

Multi coded

When you eat out or buy takeaway food – so in restaurants, cafes, pubs, coffee and sandwich shops, takeaways and so on – what do you take into account when deciding where to go? What else?

MULTI CHOICE

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ ambiance\ atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\food preparation area etc)
- 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Ratng
- 9 other, namely...

**Open *Position fixed*

Q2 : Q1b : F1: All Adults in England, Wales and NI

Multi coded

And now looking at this list, when you're deciding where to eat or buy takeaway food, which of these factors is most important to you?

PLEASE RANK IN ORDER OF IMPORTANCE, FOR FIRST, SECOND AND THIRD MOST IMPORTANT.

(Scripting: please record order of mentions)

SHOW SCREEN MULTI CHOICE

Random

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ambiance\atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\ food preparation area etc)
- 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Rating
- 9 other, namely... **Open *Position fixed*

T9 : T9 :

Text

DO NOT SHOW SCREEN

Q3 : Q2a : F1: All Adults in England, Wales and NI

Multi coded

And now thinking about supermarkets and other shops selling food – what do you take into account when you are deciding where to buy your food? What else?

MULTI CHOICE

- 1 Location\convenience
- 2 Price
- 3 Quality\type of food
- 4 Appearance of the place (layout\design\how busy it is\ambiance\atmosphere etc)
- 5 Hygiene standards\food safety (cleanliness of the place, appearance of the staff, seeing the food being prepared\ food preparation area etc)
- 6 Recommendations (from friend\family\colleagues, customer reviews, etc)
- 7 Own experience of the place
- 8 Whether independent business or part of a chain
- 10 Good service
- 11 Food Hygiene Rating
- 9 other, namely... **Open *Position fixed*

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.

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*