
Food Hygiene Rating Scheme (FHRS) Public Attitudes Tracker

Wave 7, October 2018

Food Standards Agency

March 2019



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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 moved from a biannual basis to an annual basis ahead of Wave 6 in 2017. The questions on FHRS are included in the wider TNS (now part of Kantar Public) consumer omnibus survey tracker¹. This report sets out the findings from Wave 7 of the FHRS tracker.

Fieldwork for Wave 7 of this FHRS tracker took place in October 2018. Face to face interviews were conducted with a representative sample of 2,070 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 7 Key Findings

Awareness

- Around half of respondents in England (51%) and Northern Ireland (50%) were aware of the FHRS. The figure was higher in Wales (62%).
- Across all three countries, the combined percentage of people aware has slightly decreased from 55% in the previous wave to 51% in the current wave.
- Since the tracker began awareness of FHRS has increased significantly in England, Wales and Northern Ireland from 45% (Wave 1, November 2010) to 51% this wave.
- The most common source of information was the rating being displayed at a food business (87% or 91% 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, 51% reported being aware of the three component scores that determine the overall ratings. Of those aware, 73% used them to help make decisions about where to eat or buy food.
- Food standards issues such as those concerning allergens, labelling and composition were considered by 77% of respondents as issues that should be

¹ See www.tnsglobal.com

taken into account during an inspection. This has remained the same as in the previous wave.

Recognition

- In total, 82% of respondents reported seeing a hygiene rating sticker. Respondents from Northern Ireland were more likely to report having seen a hygiene rating sticker (89%).
- Consumer recognition of FHRs stickers in England has stayed consistent from the previous wave (82% up from 81%). In Wales, consumer recognition has decreased to 85% from 91%. Recognition has also decreased in Northern Ireland to 89% from 92% at the previous wave.
- In the last 12 months, 86% of respondents reported having seen a food business displaying their hygiene rating sticker which has increased since the previous wave from 82%
- There has been a decrease in Welsh respondents reporting having seen publicity materials containing further information about how to access food hygiene rating in Wales (33% down from 50%).

Use

- A total of 33% of respondents in both England and Wales and 39% in Northern Ireland said that they would definitely decide to eat out somewhere based on the FHRs rating the business received and 26%, 20% and 37% in England, Wales and Northern Ireland respectively said that they would 'maybe' do this.
- In terms of actually checking the rating, 52% of respondents in England, 41% in Wales and 62% in Northern Ireland report either often or sometimes doing so before deciding to purchase food from an establishment. This represents an increase compared to the previous wave for England and Northern Ireland (up from 46% and 47% respectively).
- Overall, use of FHRs by consumers has increased since the last wave from 46% to 51%.
- 69% of all respondents reported checking the rating by looking at the food business window or door.
- A rating of 3 was reported as the lowest acceptable rating consumers would consider when buying food (39%). The lowest acceptable rating in Wales was considered to be a 3 (50%), as well as England (38%) and Northern Ireland (38% - a significant decrease from 51% in the previous wave). Previously, the lowest acceptable rating for England was 3 and 4 jointly (38%), 37% of respondents from England in Wave 7 reported their lowest acceptable rating being a 4.

Views on Mandatory Display

- The majority (86%) report that food businesses should have to display their food hygiene rating which is unchanged from the previous wave.
- The proportion of respondents who report that businesses providing an online food ordering service should display their food hygiene rating where it can be clearly seen by customers continues to be high in England (85%), Wales (87%) and 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 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. In addition, since 2016 businesses that supply food to take away are required to provide information on certain publicity materials directing consumers to ratings information.

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 7 of the bespoke tracker, the fieldwork for which was conducted in October 2018. This survey is now carried out on an annual basis.

1.3 Methodology

Fieldwork took place in 2018, between 17 October 2018 and 28 October 2018. 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 2,070 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 seventh 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.

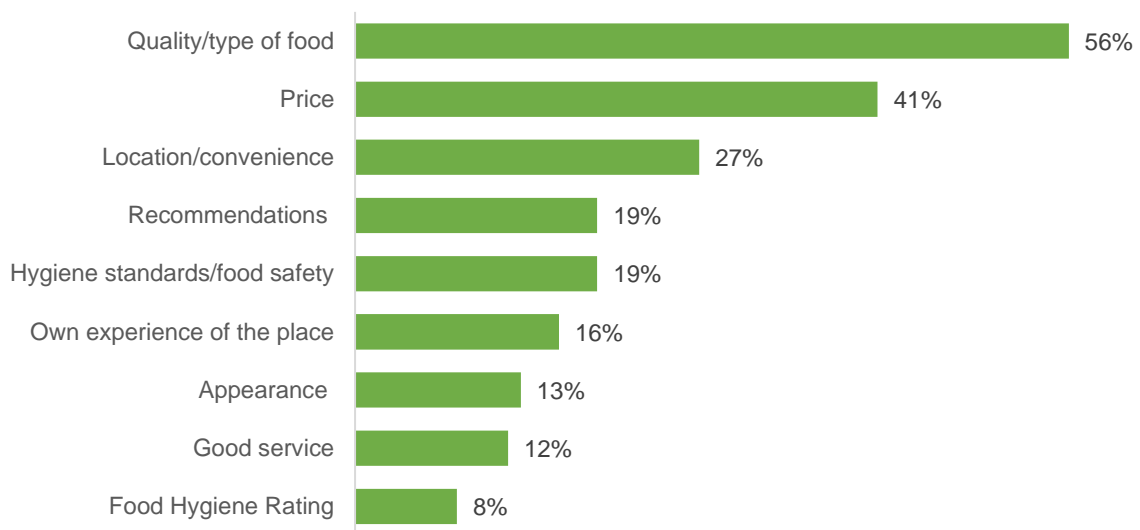
Although key socio-demographic differences are frequently highlighted throughout the report, further differences may also be evident in the underlying data. Full data tables, which include a variety of different socio-demographic differences, are available on request.

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

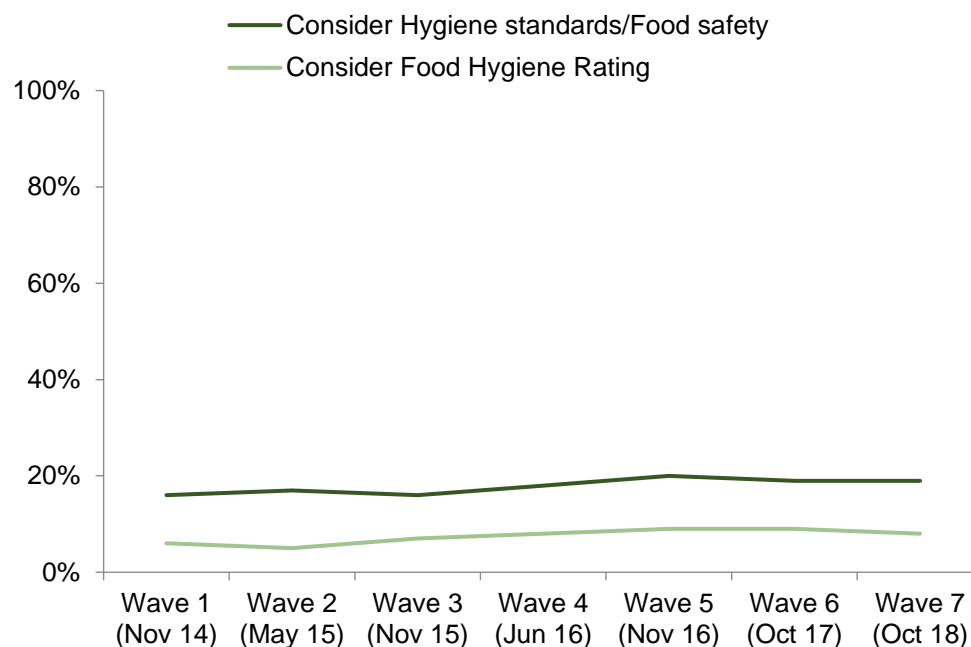


Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

The top findings have not changed significantly over waves to date, with the most common considerations continuing to be quality/type of food (56%) and price (41%).

The Food Hygiene Rating is only mentioned by a small proportion of respondents (8%), 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 (1,826 -1,944), Unweighted base (1,971-2,102)

Differences between socio-demographic groups:

Social grade AB and C1 respondents² were significantly *more likely* to mention the quality/type of food (AB – 62%, C1 – 61%) than those in social grade C2 (50%).

Female respondents were *more likely* than male respondents to mention hygiene standards/food safety (22% v 16%).

Minority Ethnic respondents were *more likely* than white respondents to report considering hygiene/food standards (26% v 18%).

² Refer to Annex B for an explanation of social grade criteria

3. Awareness and recognition

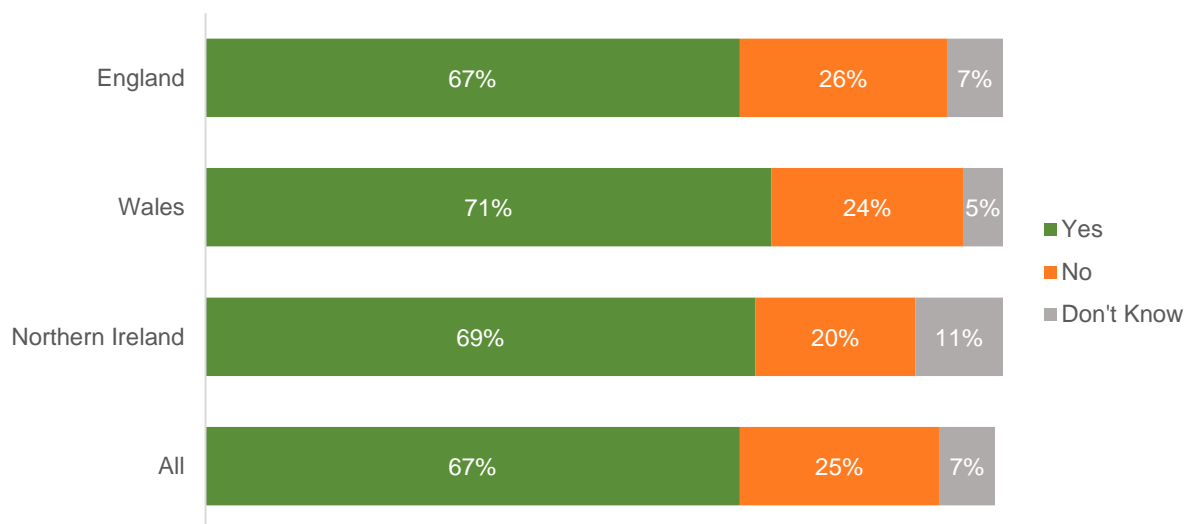
3.1 Awareness

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 (67%) reported that they had seen or heard of such a rating scheme (see Figure 3). Awareness by country is shown in Figure 3. Compared to the previous wave, awareness of rating schemes has decreased by 9%, but the overall awareness remains similar to the previous wave (66%).

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



Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)
England: Weighted base (1,740), Unweighted base (1,754)
Wales: Weighted base (103), Unweighted base (193)
Northern Ireland: Weighted base (67), Unweighted base (123)

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 (52% v 19%-35%).

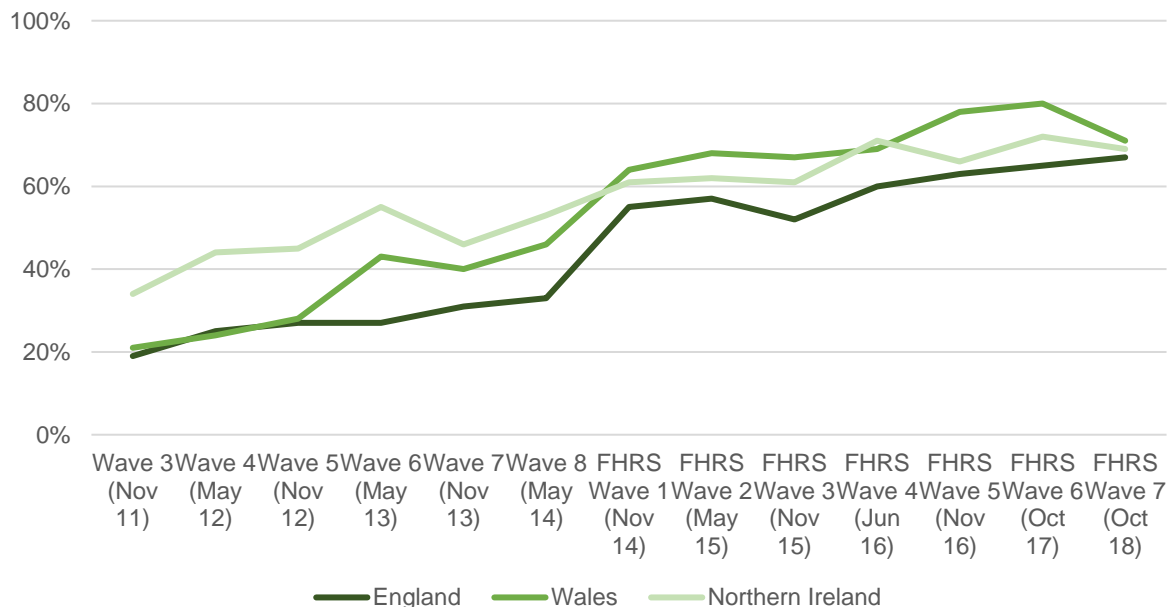
White respondents were significantly *more likely* to report awareness of such a scheme than Minority Ethnic respondents (70% v 51%).

Social grade DE respondents were significantly *less likely* to report awareness of such a scheme (52%) compared to social grades AB (79%), C1 (74%), and C2 (67%).

Respondents with children in the household were significantly *more likely* to report awareness of such a scheme (73%) compared to respondents with no children in the household (65%).

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)



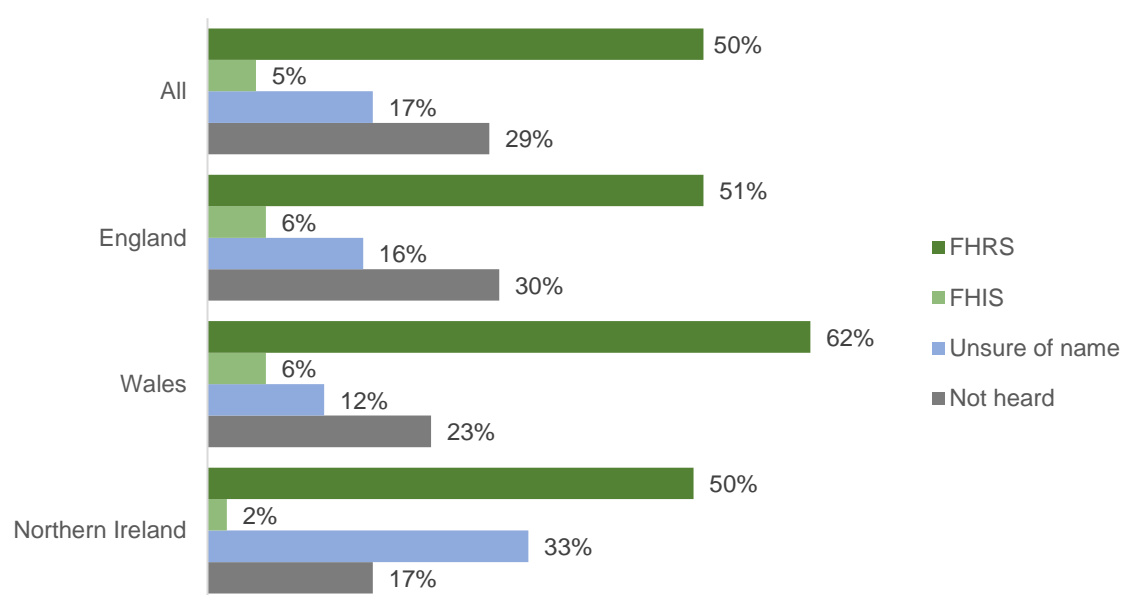
England: Weighted base (1664- 1771), Unweighted base (1679- 1778)

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

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

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: All adults in England, Wales and Northern Ireland

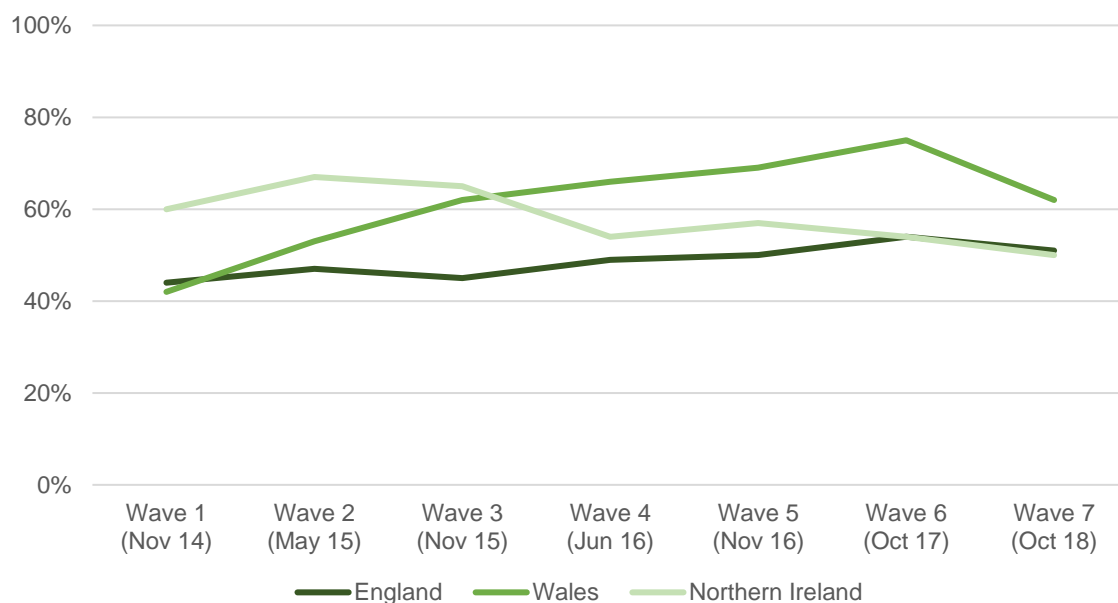
Weighted base (1,910), Unweighted base (2,070)

England: Weighted base (1,740), Unweighted base (1,754)

Wales: Weighted base (103), Unweighted base (193)

Northern Ireland: Weighted base (67), Unweighted base (123)

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



England: Weighted base (1664- 1771), Unweighted base (1679- 1778)

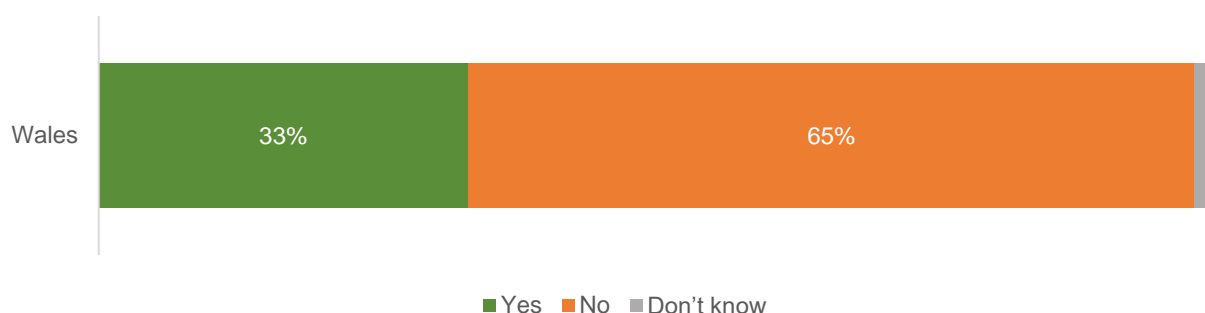
Wales: Weighted base (80-104), Unweighted base (171-218)

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

Respondents were then asked whether they had seen the rating on any publicity materials, such as food business flyers and menus, in Wales. 33% of respondents in Wales reported that they had seen the rating on publicity materials. Figure 7 illustrates the proportion of respondents who have seen the rating on publicity materials in Wales. There has been a decrease in Welsh respondents reporting having seen publicity materials containing further information about how to access food hygiene rating in Wales (33% down from 50%).

In the last 12 months, 86% of respondents reported having seen a food business displaying their hygiene rating sticker which has increased since the previous wave from 82%

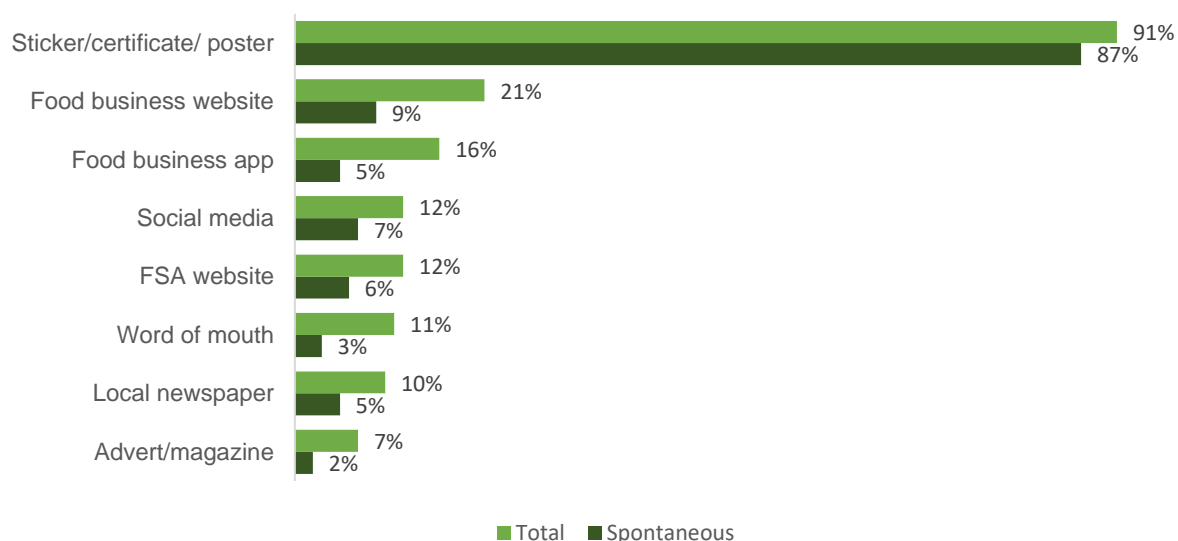
Figure 7. Proportion of respondents who have seen the rating on publicity materials in Wales in England, Wales and Northern Ireland



Base: All adults in Wales who are aware of any scheme
Wales: Weighted base (91), Unweighted base (167)

Respondents who reported being aware of the FHRs 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 (87% provided this response spontaneously, which rose to 91% 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)

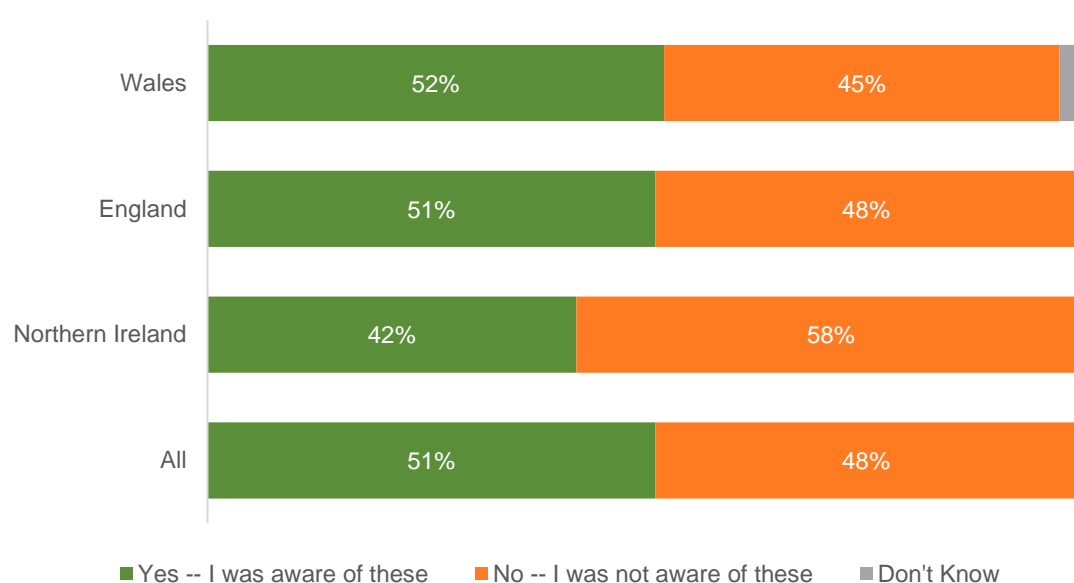


Base: All adults in England, Wales and NI who are aware of any scheme
Weighted base (1,642), Unweighted base (1,713)

Those respondents who reported having heard about the scheme by using the FHRS ratings search website 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 (51% across England, Wales and Northern Ireland – see Figure 9 - up from 47% in Wave 6) 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, the majority used them when deciding on where to purchase food or drink (73%, increased from 66% in Wave 6) (see Figure 10).

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



Base: All who have seen FHRS online

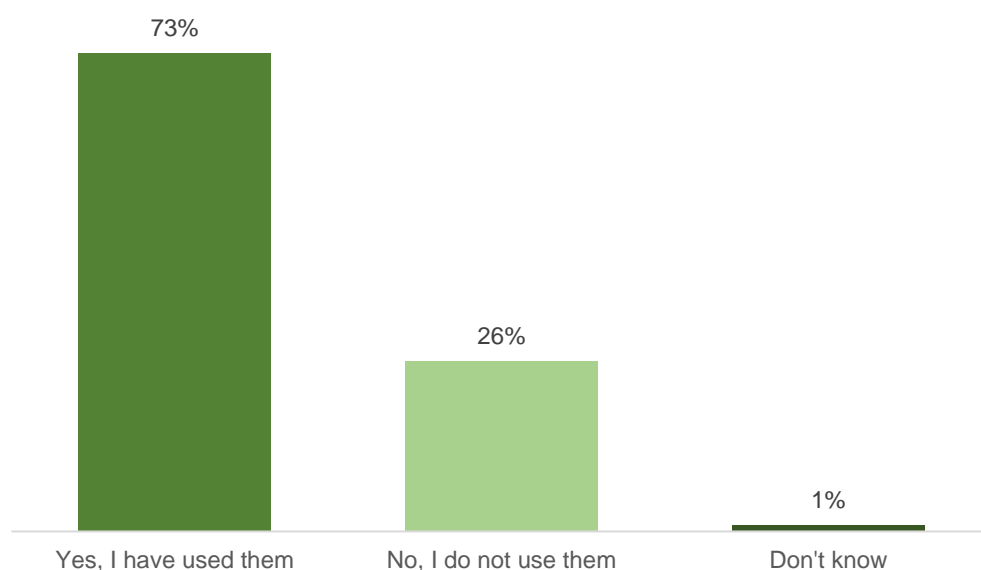
Weighted base (568), Unweighted base (563)

England: Weighted base (528), Unweighted base (496)

Wales: Weighted base (20), Unweighted base (35) – caution, low base size

Northern Ireland: Weighted base (19), Unweighted base (22) – caution, low base size

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: If aware of Component scores

Weighted base (289), Unweighted base (284)

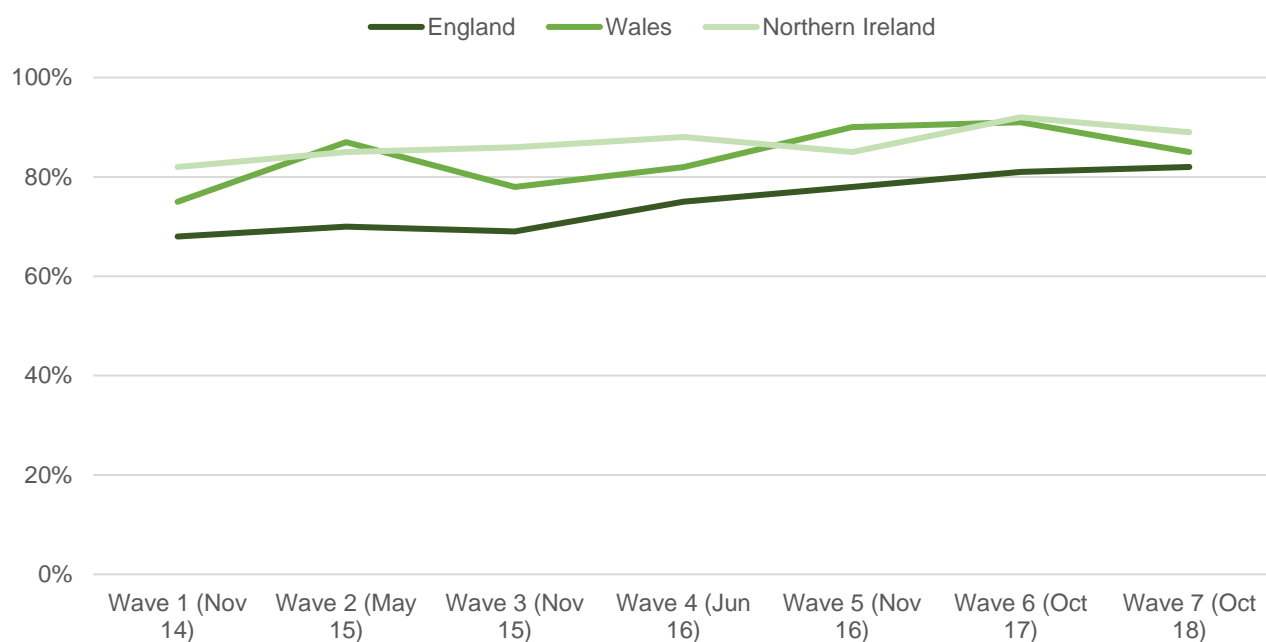
3.2 Recognition of FHRS branding

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 (89%, down from 92%) and Wales (85%, down from 91%) than in England (82%). Consumer recognition of FHRS stickers in England has stayed consistent from the previous wave (82% up from 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. Overall across the three countries, recognition has stayed the same at 82% at Wave 7, although this is not statistically significant.

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



Base: Weighted base (13,354), Unweighted base (14480)

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)

Differences between socio-demographic groups:

Social grade DE respondents were significantly *less likely* to have seen an FHRS sticker (70%) compared to all other social grades (between 89% and 84%).

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 81% in the current wave. This has decreased slightly from the previous Wave 6 (84%).

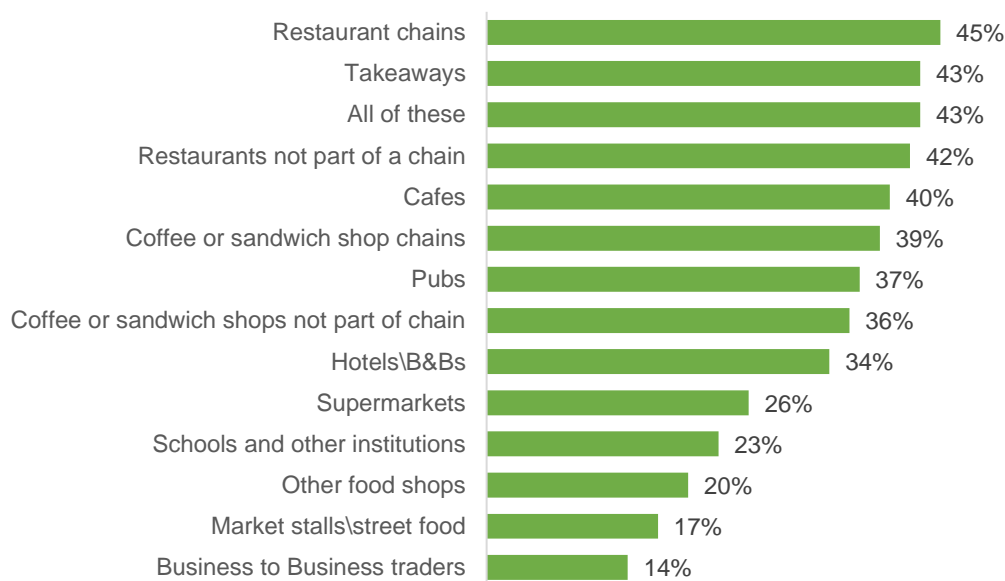
4. Consumer understanding of scheme

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: All adults in England, Wales and NI who are aware of any scheme

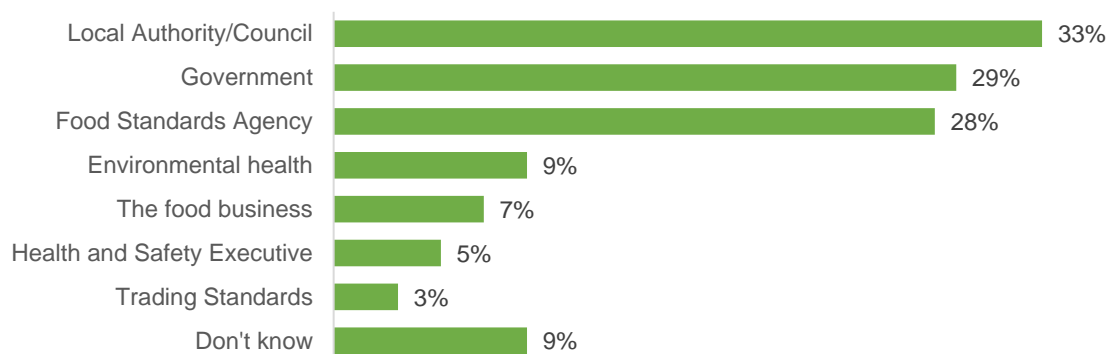
Weighted base (1,642), Unweighted base (1,713)

4.2 Scheme responsibility

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

The most common response reported was the local authority/council (33%), which has decreased slightly since wave 6 (36%). Figure 13 provides a more detailed breakdown of responses.

Figure 13. Reported organisations responsible for the FHRS



Base: All adults in England, Wales and NI who are aware of any scheme
Weighted base (1,642), Unweighted base (1,713)

4.3 Inspection process

Respondents were then asked about what criteria they think 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' (80%). This has consistently been the most common response in all previous waves. Figure 14 provides a full breakdown of other criteria mentioned.

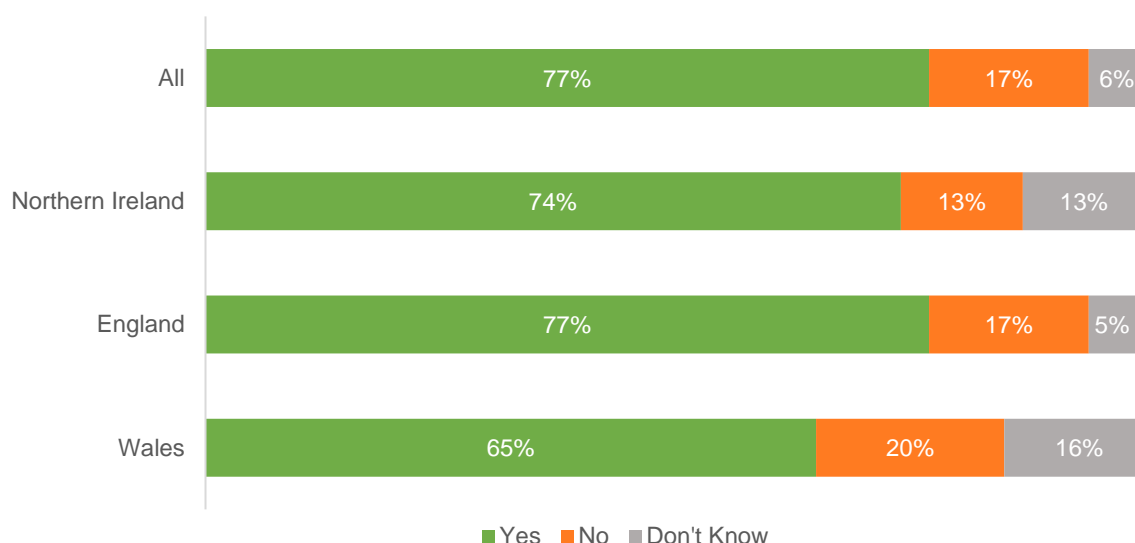
Figure 14. Criteria respondents think are assessed during food hygiene inspections



Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

Following this, respondents were asked if they expected inspections to 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: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)
 England: Weighted base (1,740), Unweighted base (1,754)
 Wales: Weighted base (103), Unweighted base (193)
 Northern Ireland: Weighted base (67), Unweighted base (123)

Differences between socio-demographic groups:

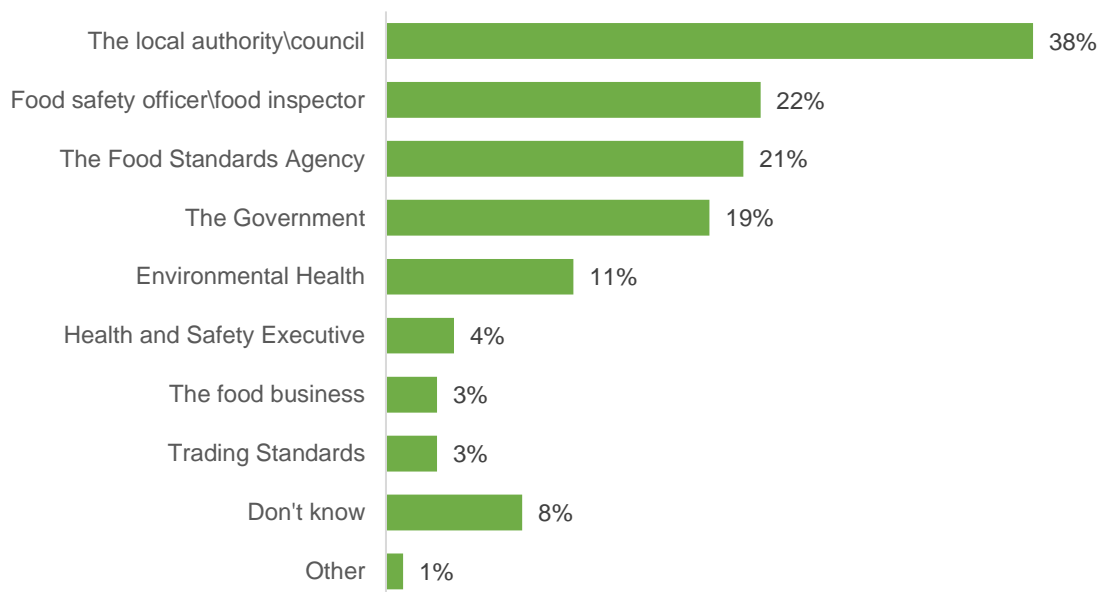
Social grade DE respondents were significantly *less likely* to expect hygiene inspections to take into account food standards issues (72%) than C1 and C2 (between 77% and 83%).

Respondents aged 75+ were significantly *less likely* to expect hygiene inspections to take into account food standards issues (63%) than all other **age groups** (between 76% and 81%).

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 (38%), food safety officer/ food inspector (22%), and the Food Standards Agency (21%) (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

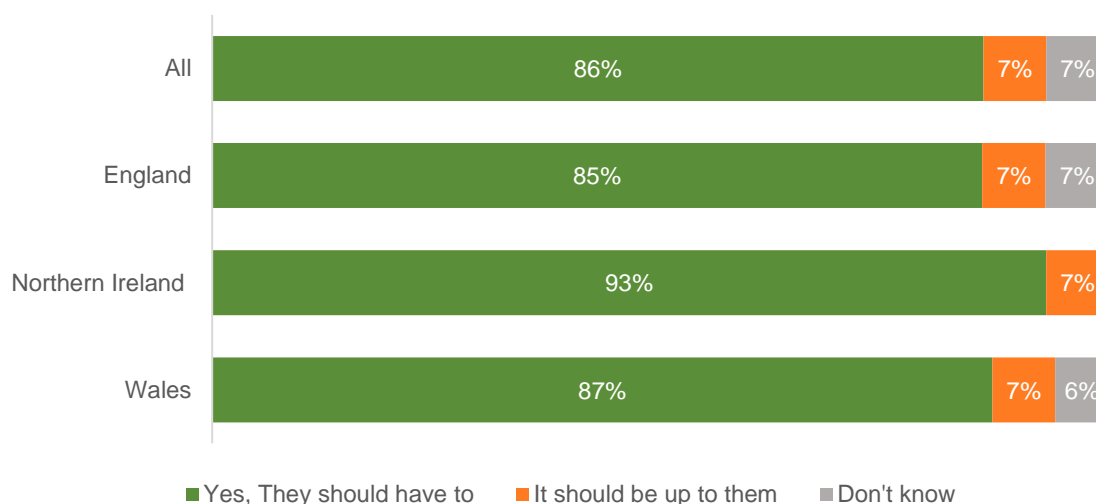


Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)

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%). This has stayed the same from the previous wave. Respondents in Northern Ireland were more likely to report that business should display their ratings (93%) than England (85%). The proportion of respondents in Wales reporting that businesses should display their ratings has significantly decreased from Wave 6 (96%) to the current Wave (87%). Figure 17 demonstrates a breakdown of this.

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

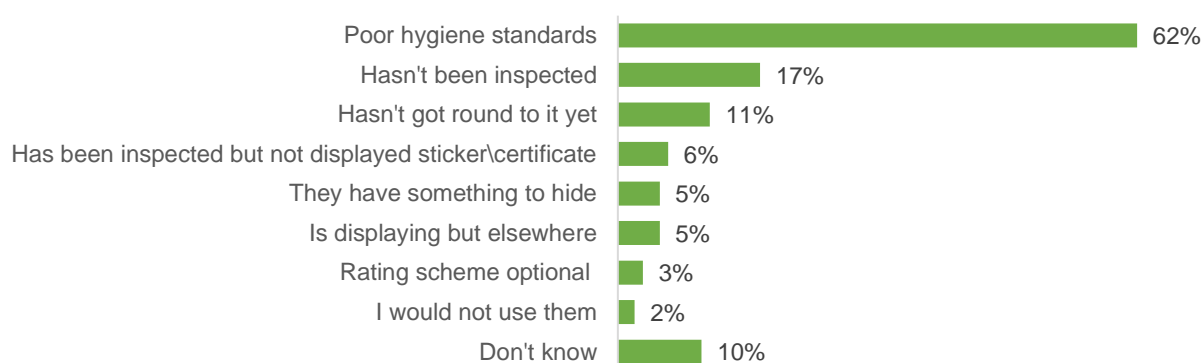


Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)
 England: Weighted base (1,740), Unweighted base (1,754)
 Wales: Weighted base (103), Unweighted base (193)
 Northern Ireland: Weighted base (67), Unweighted base (123)

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” (62%), 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: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)

Differences between socio-demographic groups:

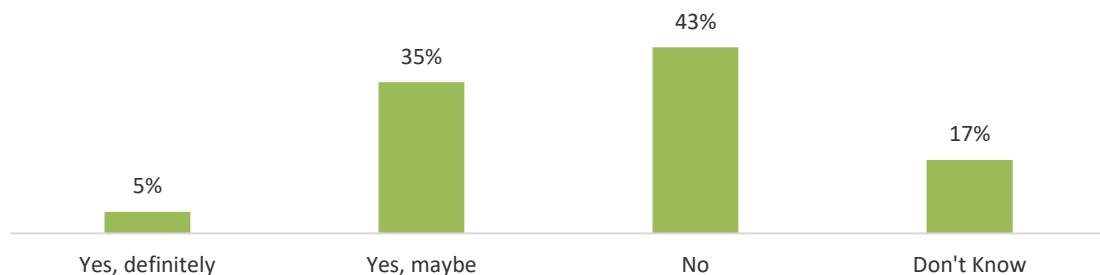
Respondents aged **16-24** (70%) and **35-44** (67%) were *more likely* to report assuming that a food business has poor hygiene standards if they did NOT display their food hygiene rating scheme sticker / certificate than those aged **75+** (50%).

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 (86%) compared to respondents in **Wales** (47%) and **England** (62%).

At Wave 7, new questions were added to analyse the impact that mandatory display might have on consumer use of the Food Hygiene Rating scheme if it was introduced in England.

Respondents were asked whether they would buy food from a food business that did not display their food hygiene rating, and the respondent did not already know their current rating. 40%³ of respondents reported that they would (either definitely or maybe) buy food from businesses that did not display their food hygiene rating.

Figure 19. Purchasing food from businesses with unknown food hygiene rating

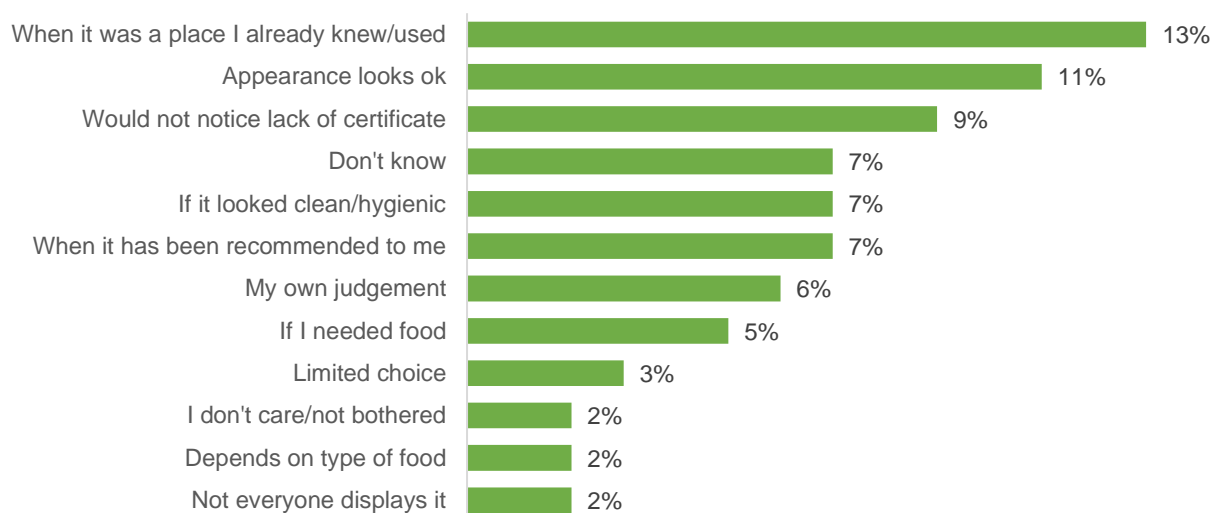


Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

Respondents that reported that they would buy from a business with an unknown hygiene rating were asked in what circumstances they would do this.

³ NET: Combined totals of Yes, definitely and Yes, Maybe

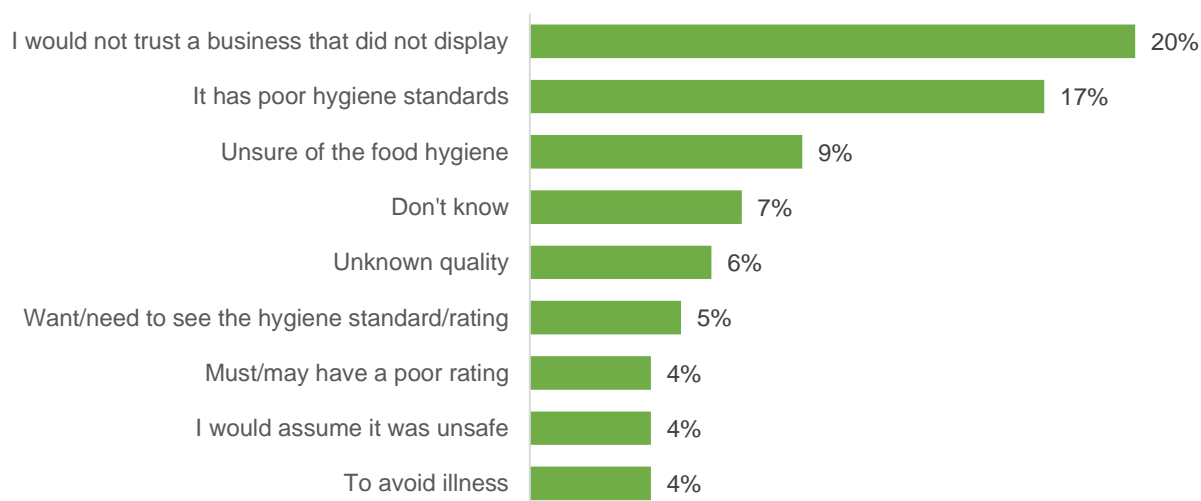
Figure 20. Circumstances when respondents would buy from a business with an unknown hygiene rating



Base: All who would eat or buy food at a non-display business
Unweighted Base (786), Weighted Base (763)

Respondents that reported they would *not* buy food from a business with an unknown hygiene rating were asked for their reasons.

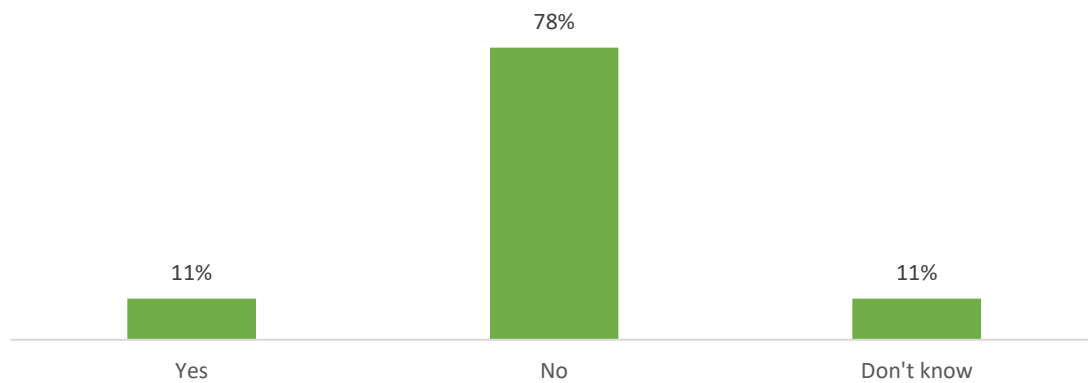
Figure 21. Reasons why respondents would not buy from a business with an unknown hygiene rating



Base: All who would not eat or buy food at a non-display business
Unweighted Base (889), Weighted Base (831)

All respondents were then asked if they had decided to not buy food from a business in the last 12 months because they had not displayed their food hygiene rating/certificate

Figure 22. Avoided food business in last 12 months because they did not display rating



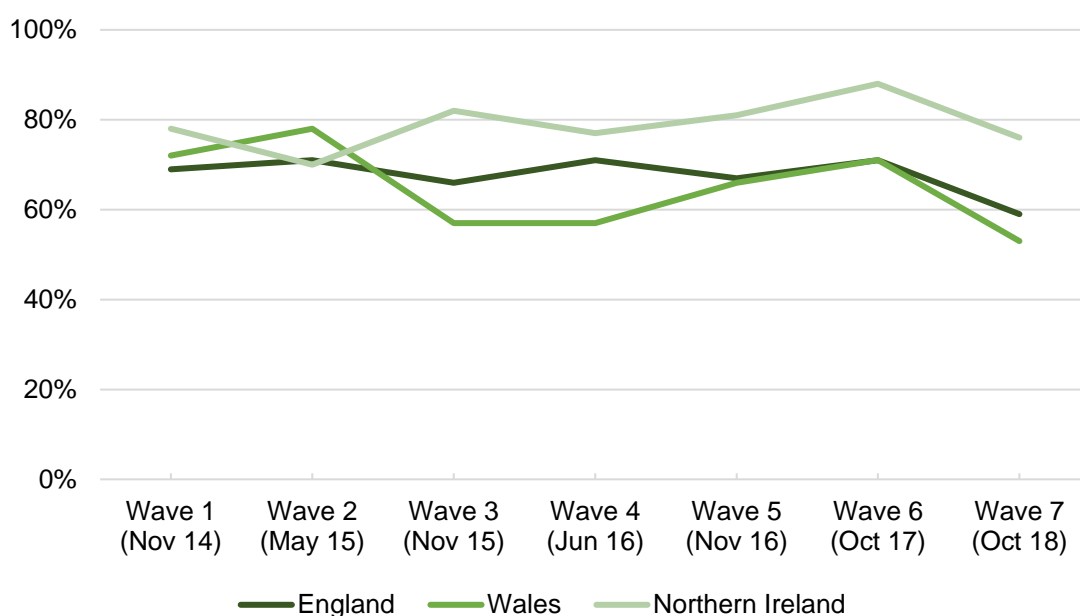
Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

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 23 shows the proportion of respondents that claimed they would base a decision on the FHRs rating throughout all waves. In the latest wave, 33% of respondents reported that they would definitely decide to eat out or purchase food from somewhere based on the FHRs rating, and 26% reported 'yes – maybe'. Figure 24 demonstrates a breakdown of reported use of food hygiene ratings by country for the current wave.

Figure 23. 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: All adults in England, Wales and Northern Ireland

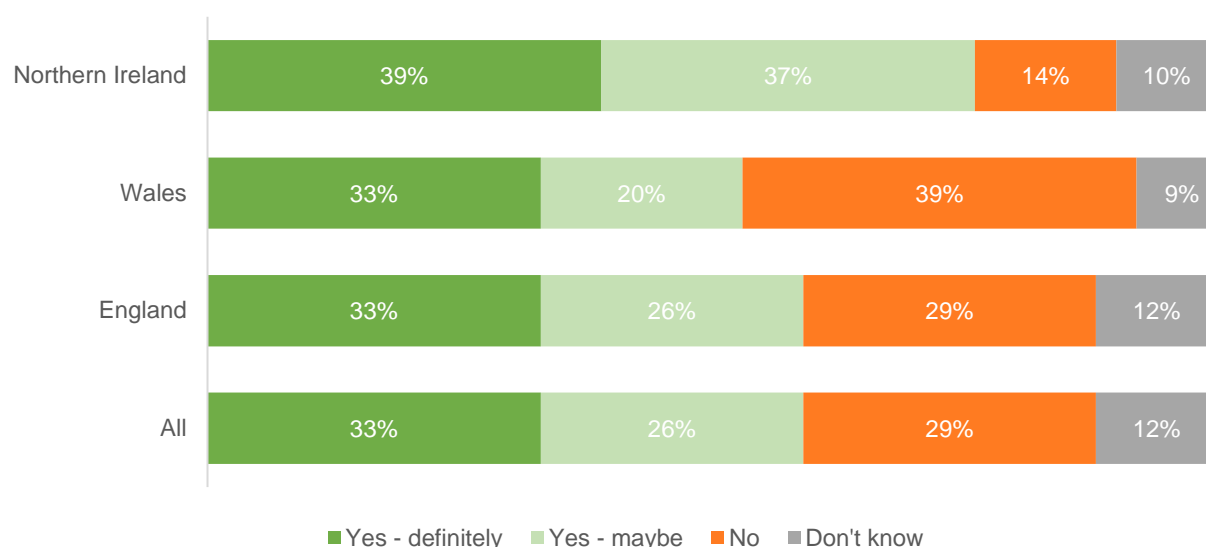
England: Weighted base (1,664-1,776), Unweighted base (1,679-1,778)

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 decreased this wave (from 43% in Wave 6 to 33% in Wave 7).

Figure 24. Reported use of food hygiene ratings when deciding to eat out or purchase food



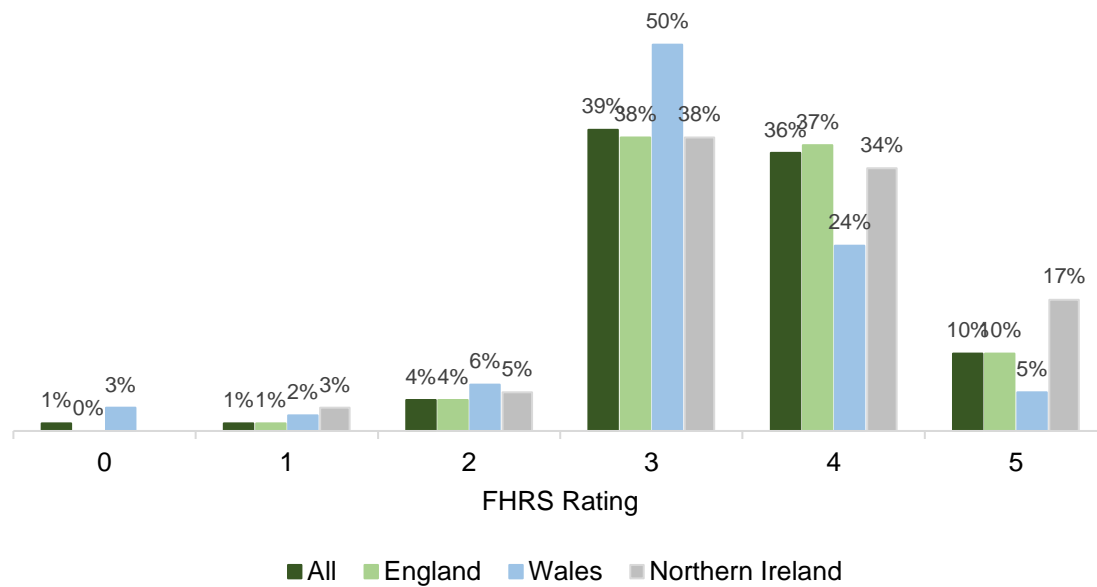
Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)
 England: Weighted base (1,740), Unweighted base (1,754)
 Wales: Weighted base (103), Unweighted base (193)
 Northern Ireland: Weighted base (67), Unweighted base (123)

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 25 shows the responses for each country. Generally ratings of '3' and '4' were reported as the lowest acceptable rating (39% and 36% respectively) in all three countries combined. Those in Wales reported a rating of '3' as the lowest acceptable rating (50%).

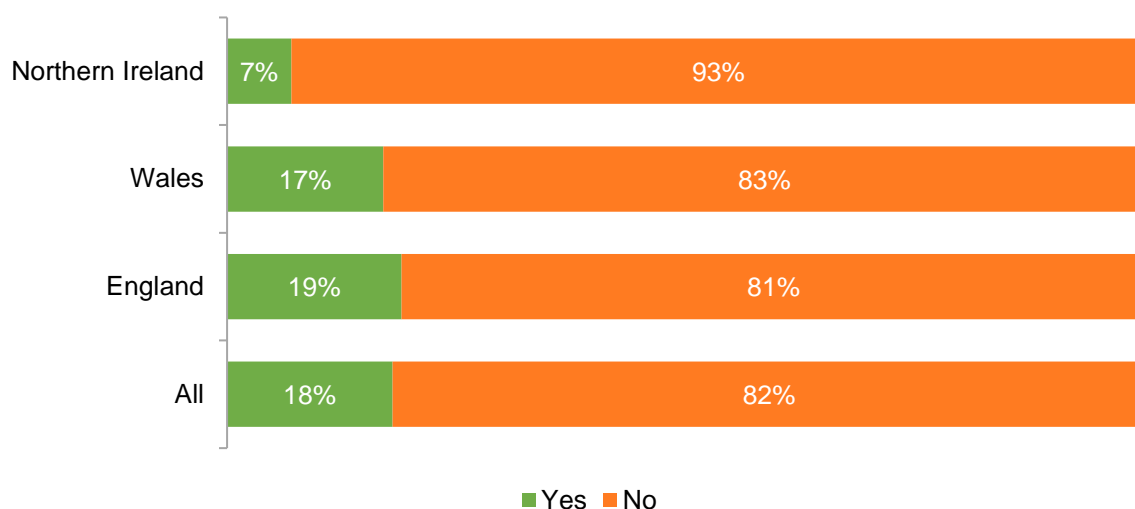
Figure 25. Lowest rating respondents report acceptable when buying food



Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)
 England: Weighted base (1,740), Unweighted base (1,754)
 Wales: Weighted base (103), Unweighted base (193)
 Northern Ireland: Weighted base (67), Unweighted base (123)

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 (82%). Figure 26 provides a breakdown of responses by country.

Figure 26. Proportion of respondents who report that they would consider buying food from a lower rated business



Base: All adults in England, Wales and NI who gave a lowest acceptable rating (1-5)

Weighted base (1,725), Unweighted base (1,834)

England: Weighted base (1,572), Unweighted base (1,554)

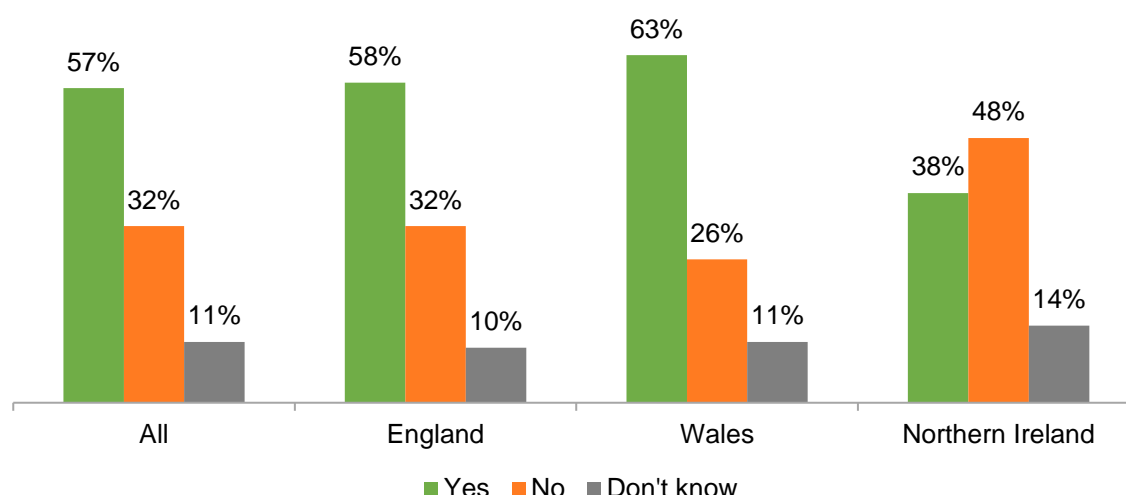
Wales: Weighted base (89), Unweighted base (164)

Northern Ireland: Weighted base (64), Unweighted base (116)

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 (30%), and when it was a place the respondent already knew (28%). Other common responses included when the respondent needed to pick something up quickly (21%), when the respondent knew the food was good (16%), when it was late at night (13%) and when it was a place that had been recommended to the respondent (10%).

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 27 and have remained broadly consistent throughout the previous waves (between 57% and 63%).

Figure 27. Proportion of respondents who reported there would be circumstances where they would only go to a higher rated food business



Base: All adults in England, Wales or NI who gave a lowest acceptable rating (0-4)
 Weighted base (1,540), Unweighted base (1,622)
 England: Weighted base (1,400), Unweighted base (1,369)
 Wales: Weighted base (87), Unweighted base (159)
 Northern Ireland: Weighted base (53), Unweighted base (94)

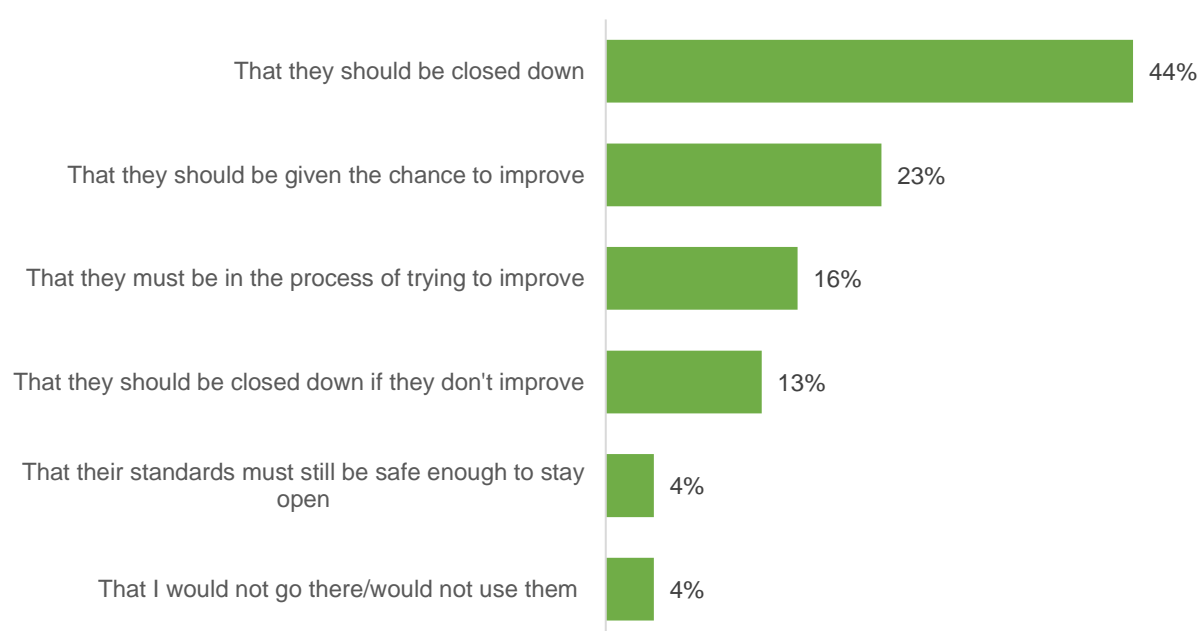
Respondents were then asked to report what the circumstances would be when they would only consider going to a food business with a higher rating than their minimum acceptable rating. In line with previous waves, the majority of respondents reported 'a special occasion' as the reason for doing so (53%). Other reasons included 'when I am taking young children' (22%); 'when I am with particular people' (17%); 'when I am taking older people' (14%), 'when I want to go somewhere expensive' (12%); and 'when I or someone else has special health issues' (10%).

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 28 demonstrates the common responses given across England, Wales and Northern Ireland combined.

Figure 28. Respondent views on food businesses rated 0 or 1



Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

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 72% reporting so in the current wave, compared to those in England (43%) and Wales (29%).

Differences between socio-demographic groups:

Respondents in DE were *less likely* than those in C2 to report that businesses should be closed down if they have a rating of either 0 or 1 (39% v 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 FHRs rating of 2 or less. Figure 29 provides the breakdown of responses.

Figure 29. Views on inspection frequency



Base: All adults in England, Wales and Northern Ireland
Weighted base (1,910), Unweighted base (2,070)

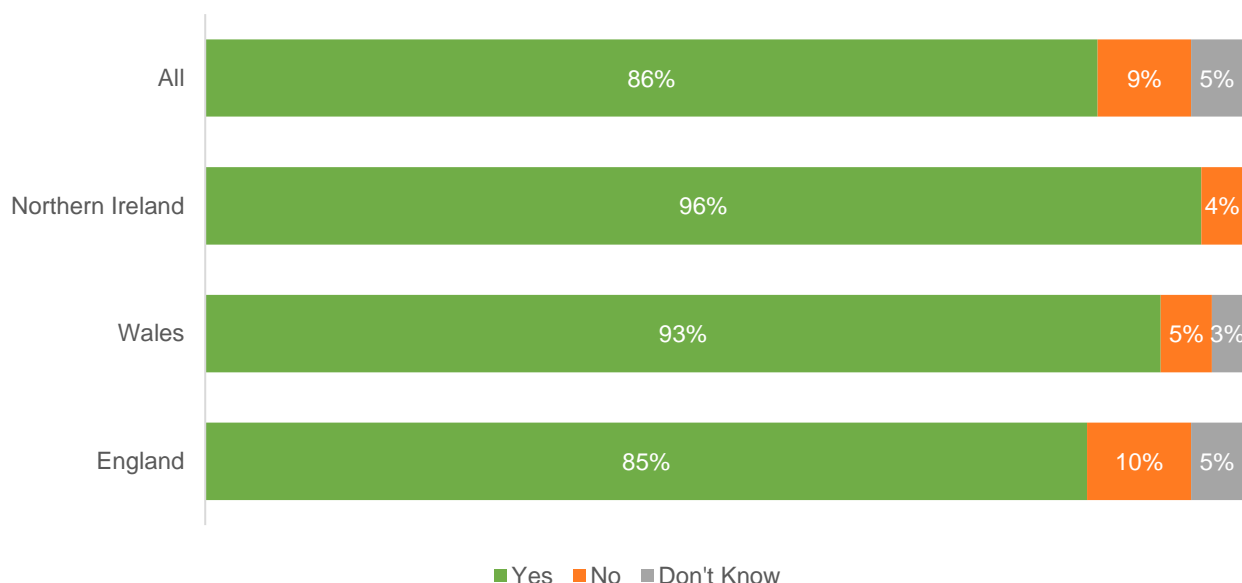
As in previous waves, respondents continue to report that there should be relatively short time periods between inspections, with the vast majority of responses falling between one week and 3-4 months.

In previous waves respondents in Northern Ireland were more likely to report 'one month' between inspections than those in England and Wales. In the current wave, there was a decrease in respondents in Northern Ireland reporting 'one month' to 44% (down 15%). 43% of respondents reported 'one month' in England and 35% in Wales. Respondents in Wales were more likely to say '3-4 months' (28%) compared to England (16%) and Northern Ireland (12%).

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 30 demonstrates the breakdown of responses by country. Respondents in Northern Ireland (96%) and Wales (93%) were more likely to report that they had seen a food business displaying a rating in the last 12 months compared to those in England (85%).

Figure 30. Proportion of respondents who report having seen a food business displaying a food business rating in the last 12 months



Base: All adults in England/Wales and NI who are aware of any scheme

Weighted base (1,642), Unweighted base (1,713)

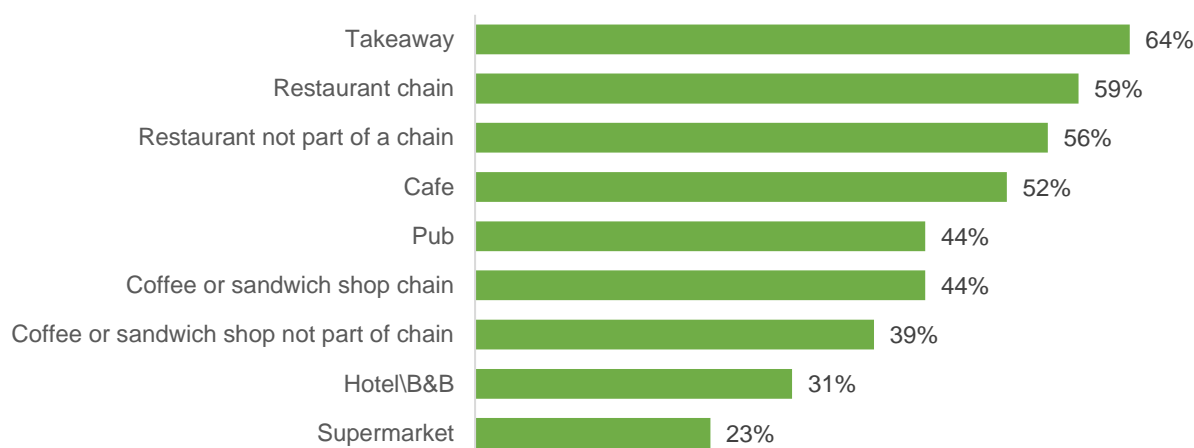
England: Weighted base (1,492), Unweighted base (1,440)

Wales: Weighted base (91), Unweighted base (167)

Northern Ireland: Weighted base (60), 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 31 demonstrates the breakdown of responses. Respondents most frequently reported takeaways as the type of business they remembered seeing a rating displayed (64%). This was also the most frequent business type recorded in all previous waves of the tracker.

Figure 31. Types of businesses at which respondents report having seen a rating on display

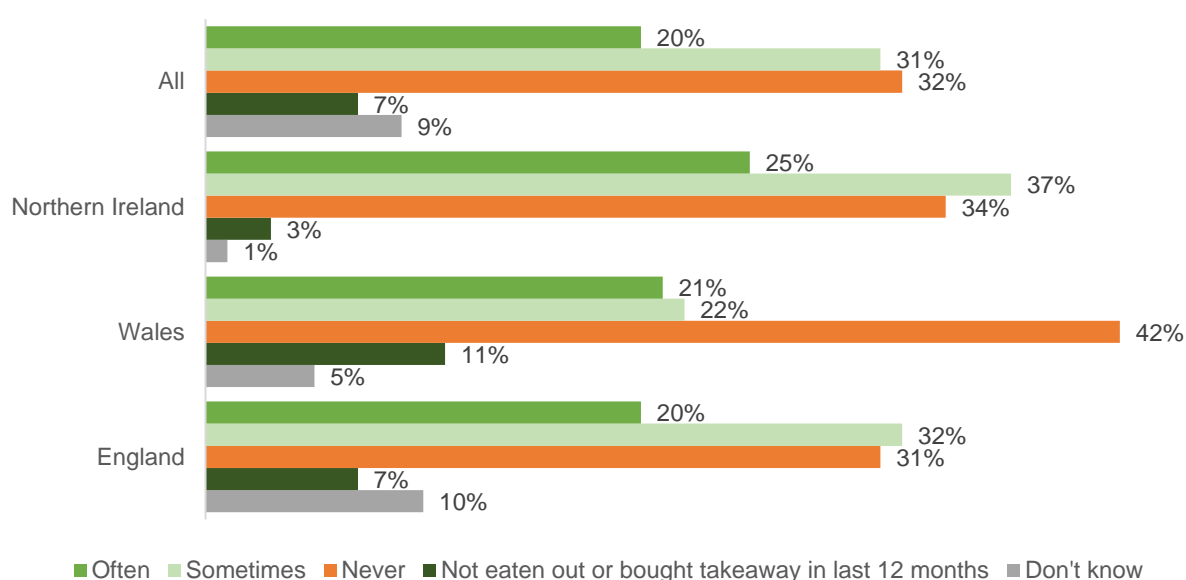


Base: All who have seen a food business displaying a sticker in the last 12 months
Unweighted Base (1,445), Weighted Base (1,411)

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 32 shows responses across all countries.

Figure 32. Frequency of checking FHRs ratings before deciding to eat out or purchase food.



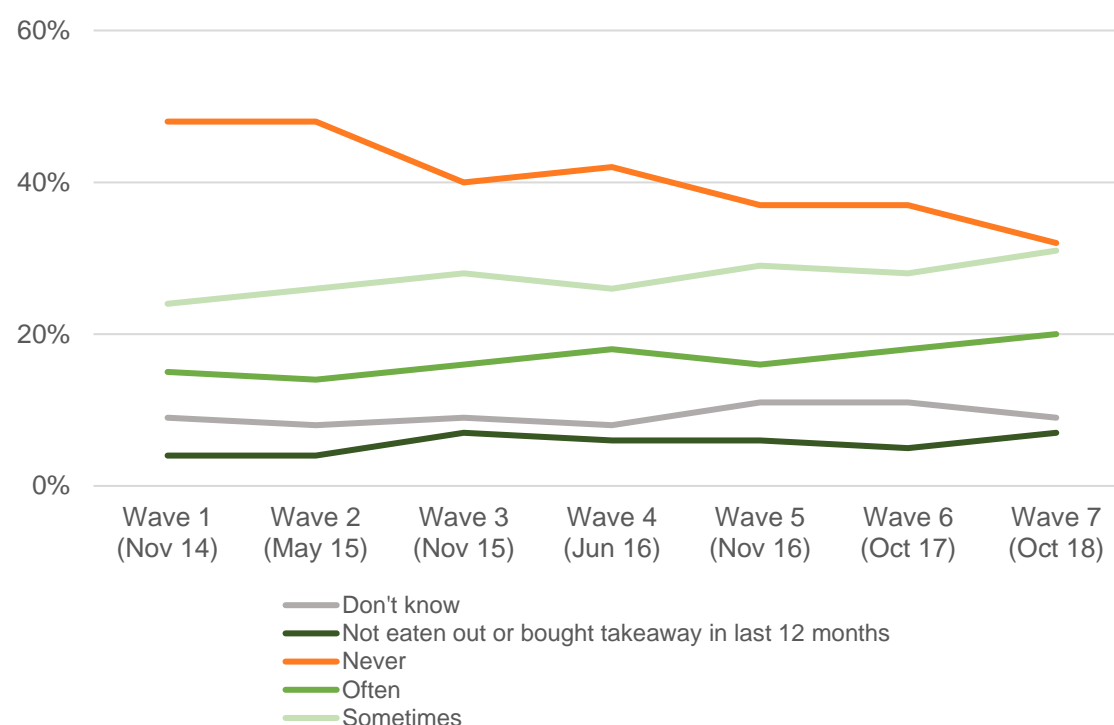
Base: All adults in England/Wales and NI who are aware of any scheme
Unweighted Base (1,713), Weighted Base (1,642)
England: Unweighted Base (1,440), Weighted Base (1,492)
Wales: Unweighted Base (167), Weighted Base (91)
Northern Ireland: Unweighted Base (106) Weighted Base (60)

In terms of often or sometimes checking the rating, 52% of respondents in England, 43% in Wales and 62% in Northern Ireland report doing so before deciding to purchase food from an establishment. This represents an increase compared to the previous wave for England and Northern Ireland (up from 46% and 47% respectively) and a decrease for Wales (previously 53%). Overall across the three countries, 51% of respondents reported 'sometimes' or 'often' checking a food businesses hygiene rating before deciding to eat out or buy takeaway from there.

At Wave 7, respondents in Wales were more likely to report never having checked a food business' hygiene rating before deciding where to eat (42%) compared to those in England (31%).

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 31% in the current Wave), as well as in Northern Ireland (11% in Wave 1 to 37% in the current Wave). 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 (20%).

Figure 33. Changes over time in the frequency of checking FHRS ratings before deciding to eat out or purchase food

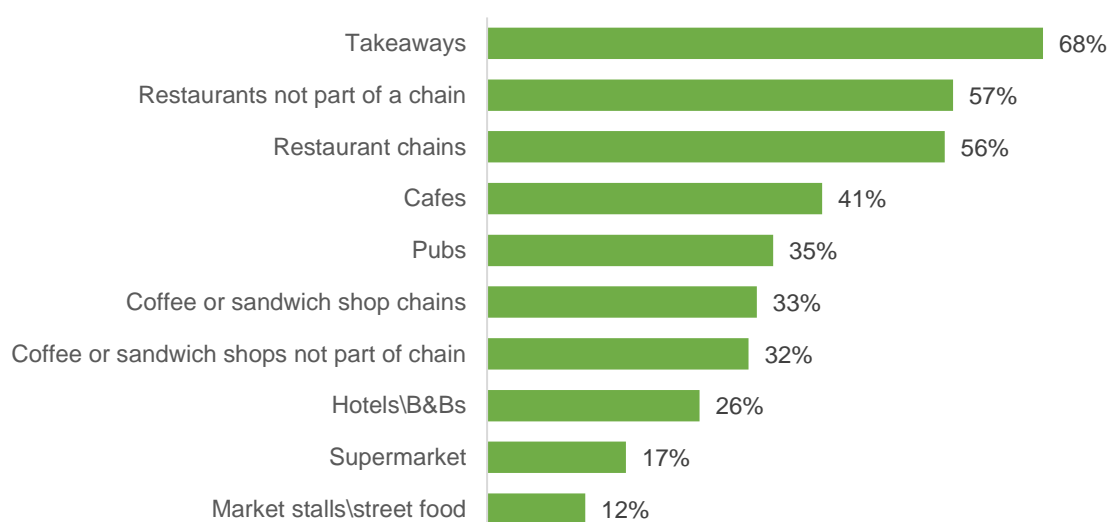


Base: All adults in England/Wales and NI who are aware of any scheme
Unweighted Base (1477- 1732), Weighted Base (1403- 1642)

Respondents were then asked which type of food business they located hygiene ratings for. As shown in Figure 34, respondents who reported checking these ratings either often or sometimes reported doing so for takeaways (68%) 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 (57%) has risen in this current wave compared to wave 6 (51%). Respondents reporting that they check chain restaurants has also increased by 10% at wave 7 (56%).

Figure 34. Business types for which respondent's report checking the FHRs rating before deciding to eat out

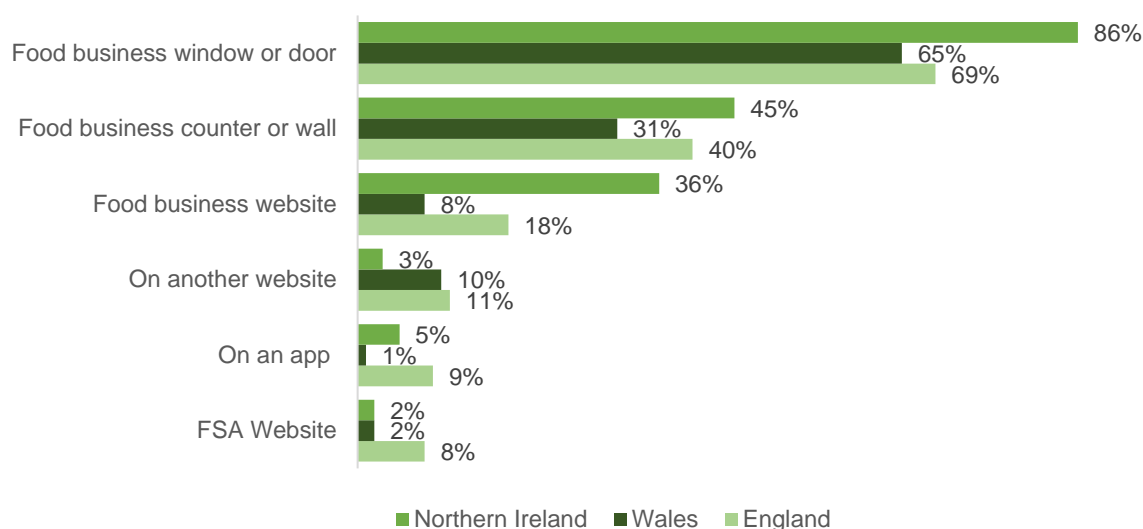


Base: All who often or sometimes check out a business's food hygiene rating
Unweighted Base (845), Weighted Base (843)

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 35 provides a breakdown of the given responses. Overall, the food business window or door continued to be the most frequently reported location (69%), consistent with all previous waves. Respondents in Northern Ireland (86%) were significantly more likely to report this than respondents in England (69%) and Wales (65%, down from 82% at the previous wave).

Figure 35. Location where respondent reported obtaining rating



Base: All who often or sometimes check out a business's food hygiene rating

England: Unweighted Base (717), Weighted (767)

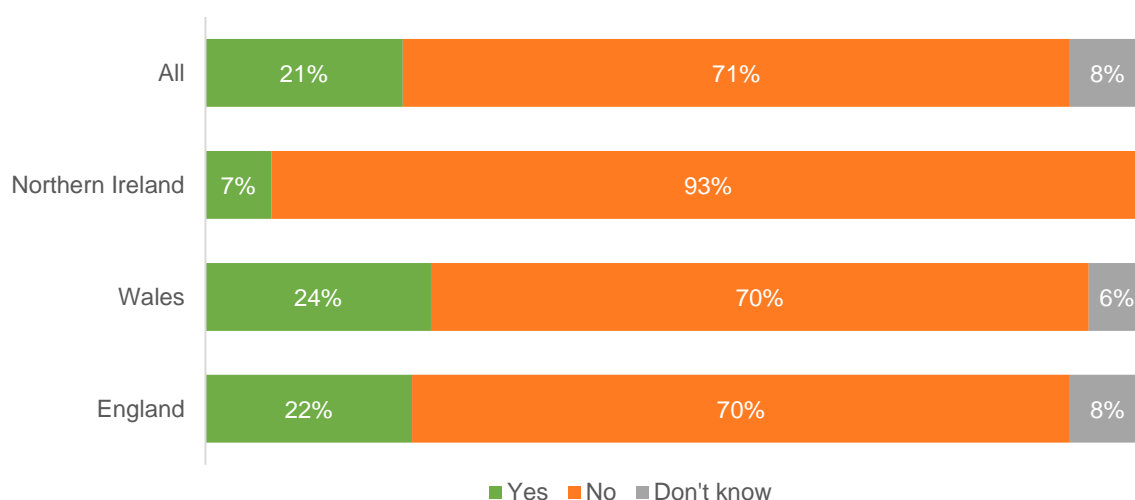
Wales: Unweighted Base (64), Weighted (39)

Northern Ireland: Unweighted Base (64), Weighted (37)

6.5 Avoiding poor performing businesses

Respondents were asked about whether they had decided not to eat out or purchase food from a business, or not to return there, because of an issue relating to its food hygiene in the past 12 months. Figure 36 provides a breakdown of responses by country.

Figure 36. Proportion of respondents who report having avoided food businesses with poor hygiene



Base: All adults in England/Wales and NI who are aware of any scheme

Unweighted Base (1,713), Weighted Base (1,642)

England: Unweighted Base (1,440), Weighted Base (1,492)

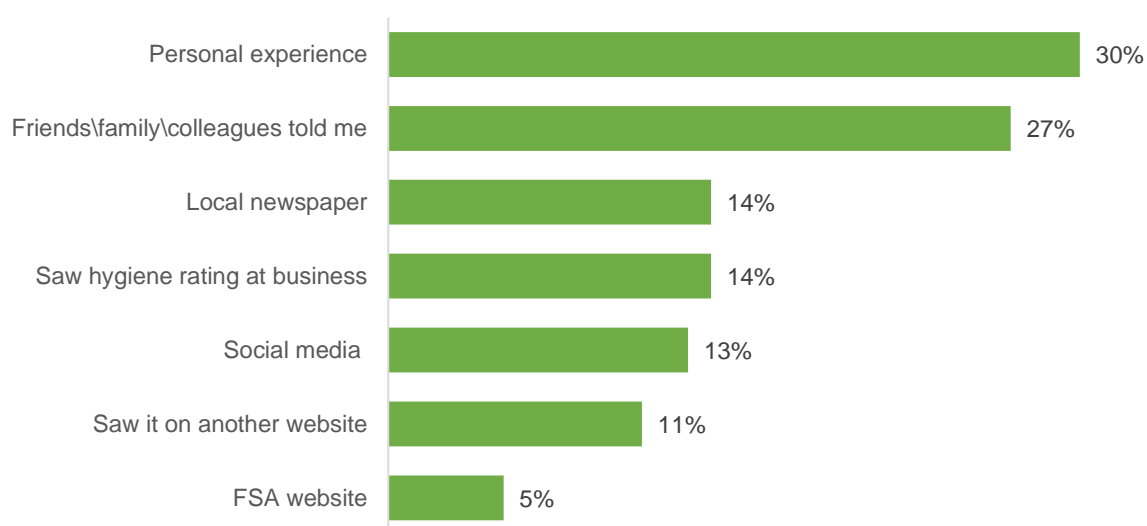
Wales: Unweighted Base (167), Weighted Base (91)

Northern Ireland: Unweighted Base (106) Weighted Base (60)

In this Wave, there has been a decrease in those who had avoided a food business due to poor hygiene from 26% in Wave 6 to 21%.

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 37 provides a breakdown of responses.

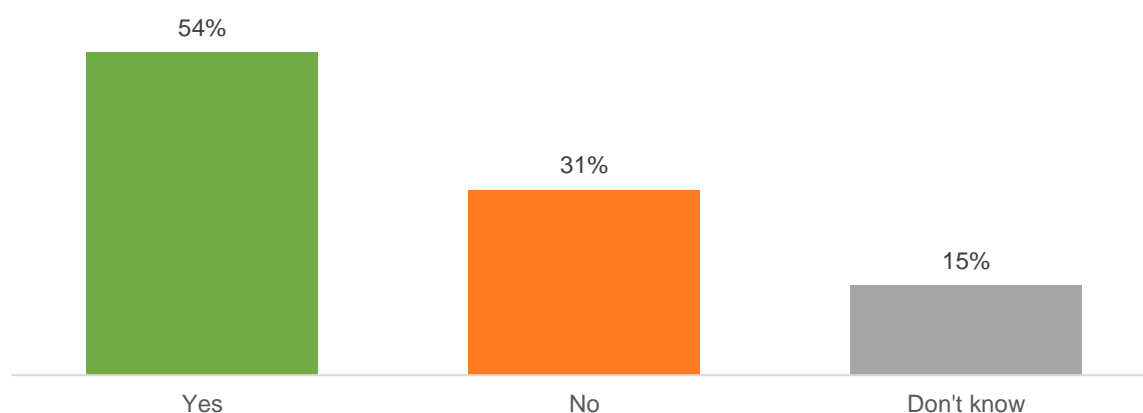
Figure 37. Reported sources of information on poor hygiene standards



Base: All who have decided not to eat out or get takeaway food, or not to return there
Unweighted Base (342), Weighted Base (352)

Those who did not mention hygiene rating as the source of information were asked if they knew what rating of the food business was. Figure 38 provides a breakdown of this.

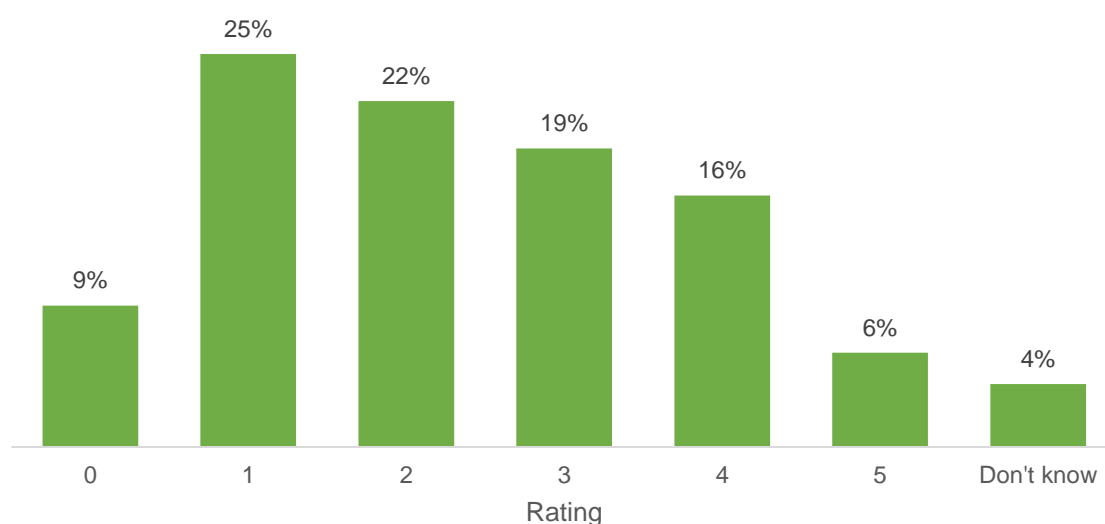
Figure 38. Knowledge of the rating of a food business when choosing to avoid a food business due to a hygiene-related issue



Base: All who did not mention the hygiene rating of the food business
Unweighted Base (293), Weighted Base (304)

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 39 provides a breakdown of reported ratings.

Figure 39. Reported ratings of businesses that respondents chose to avoid due to a hygiene-related issue

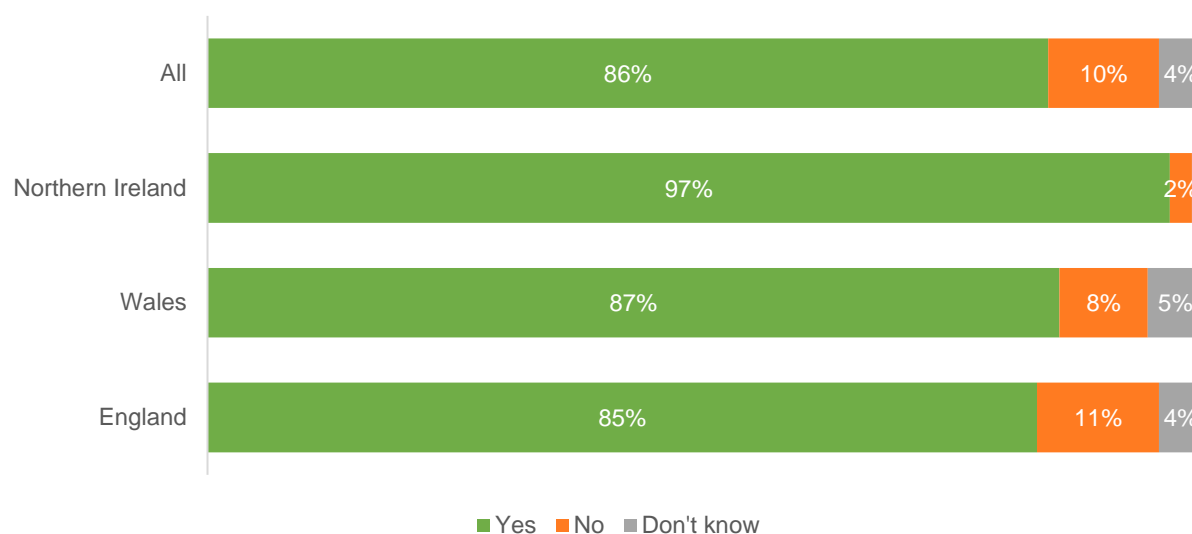


Base: All in England, Wales or NI who knew the rating scheme of the food business
Unweighted Base (199), Weighted Base (213)

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 (97%) were significantly more likely to report that food businesses should display their rating compared to respondents in England (85%) and Wales (87%). Figure 40 provides a breakdown of responses.

Figure 40. Proportion of respondents who think that food businesses providing an online food ordering service should display their food hygiene rating



Base: All adults in England, Wales and Northern Ireland
 Weighted base (1,910), Unweighted base (2,070)
 England: Weighted base (1,740), Unweighted base (1,754)
 Wales: Weighted base (103), Unweighted base (193)
 Northern Ireland: Weighted base (67), Unweighted base (123)

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\ ambience\ 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\ambience\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

Q15 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

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.

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

Q22a. Imagine you wanted to buy food from a business but they do not display their food hygiene rating scheme sticker or certificate anywhere. And you do not already know their current rating.

Would you eat at or buy food from this food business?

- 1 ☐ Yes, definitely
- 2 ☐ Yes, maybe
- 3 ☐ No
- 98 ☐ Don't know

Q22b. You said that you would buy food from or eat at a business that does not display their food hygiene rating anywhere. Why would that be? And in what situations?

DO NOT PROMPT.

PROBE FULLY: And under any other circumstances?

Q22c. You said that you would NOT buy food from nor eat at a business that does not display their food hygiene rating anywhere. Why would that be? DO NOT PROMPT.

PROBE FULLY: And why else?

Q22d And in the last 12 months, have you decided not to eat at or buy food from a food business, because they did not display their food hygiene rating scheme sticker or certificate at their premises?

- 1 ☐ Yes
- 2 ☐ No
- 3 ☐ Don't know can't remember

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

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- 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

- 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 out of 5 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