



# Research Report

## Display of food hygiene ratings in England, Northern Ireland and Wales

**Prepared for: Food Standards Agency**

**Prepared by: BMG Research**

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## Table of Contents

|  |    |
|--|----|
| 1. Executive Summary .....   | 11 |
| 1.1 Observed display .....   | 11 |
| 1.2 Drivers of display .....   | 12 |
| 1.3 Impact of display .....  | 12 |
| 1.4 Use of ratings in publicity materials.....                               | 13 |
| 1.5 Compulsory display .....   | 13 |
| 1.6 Business safeguards .....  | 14 |
| 2. Summary infographic .....   | 16 |
| 3. Background and Methodology .....  | 17 |
| 3.1 The Food Hygiene Rating Scheme.....                                      | 17 |
| 3.2 The research.....  | 18 |
| 3.2.1 Research objectives .....  | 19 |
| 3.2.2 Research methodology .....   | 20 |
| 3.3 Notes on the report.....   | 21 |
| 4. Audit results.....  | 23 |
| 4.1 Rates of display .....   | 23 |
| 4.2 Mode of display.....   | 26 |
| 4.3 Display by rating.....   | 28 |
| 4.4 Display by business type .....   | 32 |
| 4.5 Display by region .....  | 34 |
| 4.6 Number of FHRS ratings on display.....                                   | 36 |
| 4.7 Comparison of ratings on display to those recorded in FHRS database..... | 36 |
| 5. Business telephone survey .....   | 39 |
| 5.1 Recollection of FHRS .....   | 40 |
| 5.2 Stated display of ratings.....   | 40 |
| 5.3 Stated location of display .....   | 42 |
| 5.4 Comparison of stated rating to those recorded in the FHRS database ..... | 43 |
| 5.5 Satisfaction with rating .....   | 46 |
| 5.6 Actions taken to improve ratings.....                                    | 49 |
| 5.6.1 Lowest acceptable ratings for display.....                             | 49 |

|        |  |    |
|--------|--|----|
| 5.6.2  | Improving standards .....                      | 50 |
| 5.6.3  | Actions taken to improve rating .....          | 51 |
| 5.7    | Food hygiene inspections and ratings.....      | 53 |
| 5.8    | Use of FHRS in marketing.....                  | 55 |
| 5.9    | Drivers of display.....                        | 57 |
| 5.10   | Impact of display .....                        | 62 |
| 5.11   | Attitudes towards compulsory display.....      | 66 |
| 5.11.1 | Wales & Northern Ireland.....                  | 67 |
| 5.11.2 | England.....                                   | 74 |
| 5.12   | Business safeguards .....                      | 77 |
| 5.12.1 | Recollection of inspection letter.....         | 77 |
| 5.12.2 | Appeals.....                                   | 78 |
| 5.12.3 | Re-rating inspections .....                    | 80 |
| 5.12.4 | Right to reply.....                            | 85 |
| 6.     | Comparisons of audits and business survey..... | 89 |
| 6.1    | Stated vs. observed display .....              | 89 |
| 6.2    | Display by rating.....                         | 90 |
| 7.     | Conclusions and recommendations .....          | 92 |
| 1.     | Appendix: Technical report .....               | 93 |
| 1.1    | Overview .....                                 | 93 |
| 1.2    | Sampling.....                                  | 93 |
| 1.2.1  | Sample definition .....                        | 93 |
| 1.2.2  | Sampling methodology .....                     | 94 |
| 1.2.3  | Sample targets .....                           | 95 |
| 1.3    | Mystery shopping audits.....                   | 96 |
| 1.3.1  | Methodology.....                               | 96 |
| 1.3.2  | Questionnaire .....                            | 97 |
| 1.3.3  | Auditor briefing.....                          | 98 |
| 1.3.4  | Audit outcomes.....                            | 98 |
| 1.3.5  | Weighting.....                                 | 98 |

|           |   |     |
|-----------|---|-----|
| 1.4       | Telephone business survey .....   | 98  |
| 1.4.1     | Methodology.....  | 98  |
| 1.4.2     | Questionnaire .....   | 99  |
| 1.4.3     | Survey outcomes.....  | 100 |
| 1.4.4     | Weighting.....  | 101 |
| 1.4.5     | Changes in the population over time .....   | 103 |
| 1.4.6     | Regional definitions used in this report.....   | 106 |
| 1.4.7     | Statistical significance testing.....   | 106 |
| 1.4.8     | Analysis of businesses that were audited and also took part in the telephone survey                   | 107 |
| 2.        | Appendix: Accessibility .....   | 109 |
| 2.1       | Infographic .....   | 109 |
| 2.1.1     | Food Hygiene Rating Scheme 2019 .....   | 109 |
| 2.1.1.1   | <i>Display</i> rates.....   | 109 |
| 2.1.1.1.1 | Clearly visible from outside.....   | 109 |
| 2.1.1.2   | Business attitudes towards the FHRS .....   | 109 |
| 2.1.1.2.1 | Attitudes towards mandatory display.....  | 109 |
| 2.1.1.2.2 | Attitudes towards mandatory display on online platforms.....  | 109 |
| 2.1.1.2.3 | Positive impact of display on online platforms.....   | 109 |
| 2.1.1.3   | Methodology.....  | 109 |
| 2.2       | Tables .....  | 110 |
| 2.3       | Verbatims .....   | 134 |
| 3.        | Appendix: Audit materials .....   | 136 |
| 3.1       | Audit questionnaire – England.....  | 136 |
| 3.2       | Audit questionnaire – Northern Ireland .....  | 143 |
| 3.3       | Audit questionnaire – Wales.....  | 150 |
| 4.        | Appendix: Telephone survey materials .....  | 158 |
| 4.1       | Telephone business questionnaire .....  | 158 |
| 5.        | Appendix: Use of ratings on websites and on online ordering facilities (currently or previously)..... | 179 |
| 6.        | Appendix: Statement of Terms.....   | 181 |

|     |  |     |
|-----|--|-----|
| 6.1 | Compliance with International Standards .....  | 181 |
| 6.2 | Interpretation and publication of results..... | 181 |
| 6.3 | Ethical practice .....                         | 181 |

## Table of Figures

|  |    |
|--|----|
| Figure 1: Display rates.....   | 25 |
| Figure 2: Mode of display in England and Northern Ireland .....  | 27 |
| Figure 3: Mode of display in Wales.....  | 28 |
| Figure 4: Display by rating outside or inside premises .....   | 29 |
| Figure 5: Display outside the premises by rating.....  | 31 |
| Figure 6: Display by business type .....   | 33 |
| Figure 7: Display by region in England, Wales & Northern Ireland .....   | 35 |
| Figure 8: Comparison of ratings displayed and recorded.....  | 37 |
| Figure 9: Recollection of the FHRS.....  | 40 |
| Figure 10: Self-reported display.....  | 41 |
| Figure 11: Wales sticker display type.....   | 42 |
| Figure 12: Stated display outside or inside.....   | 43 |
| Figure 13: Comparison of stated rating to recorded rating.....   | 44 |
| Figure 14: Satisfaction with rating by rating received .....   | 46 |
| Figure 15: Reasons for dissatisfaction with rating.....  | 48 |
| Figure 16: The lowest rating respondents would consider good enough for display .....  | 49 |
| Figure 17: Whether establishments with a 0-4 rating have done anything to improve their rating at the next inspection.....                                     | 50 |
| Figure 18: Actions taken to improve ratings.....   | 52 |
| Figure 19: Importance of inspections and FHRS ratings given regularly.....   | 53 |
| Figure 20: Agreement that other data, apart from the Food Hygiene Rating Score based on the local authority inspection, should be used to inform ratings ..... | 54 |
| Figure 21: Ways of using FHRS in marketing .....   | 56 |
| Figure 22: Drivers of display .....  | 58 |
| Figure 23: Reasons for non-display.....  | 60 |
| Figure 24: Encouraging wider use in England.....   | 61 |
| Figure 25: Reasons for not displaying ratings on online ordering facilities.....   | 62 |
| Figure 26: General impact of display .....   | 63 |
| Figure 27: General impact of display by rating.....  | 64 |
| Figure 28: Positive impacts of display.....  | 65 |

|   |    |
|---|----|
| Figure 29: Specific impacts of display by rating.....   | 66 |
| Figure 30: Awareness of legal requirement to display ratings.....                                       | 67 |
| Figure 31: Attitudes to compulsory display in Wales .....   | 68 |
| Figure 32: Excerpt of verbatim responses in Wales - attitudes to compulsory display .....               | 69 |
| Figure 33: Attitudes towards compulsory display in Northern Ireland.....                                | 70 |
| Figure 34: Excerpt of verbatim responses in Northern Ireland - attitudes to compulsory display .....    | 71 |
| Figure 35: Use of online ordering facilities.....   | 72 |
| Figure 36: Agreement that display should be compulsory on online platforms.....                         | 73 |
| Figure 37: Attitudes to introducing compulsory display in England.....                                  | 74 |
| Figure 38: Excerpt of verbatim responses in England - Attitudes to introducing compulsory display ..... | 75 |
| Figure 39: Attitudes to introducing compulsory display in England by rating .....                       | 76 |
| Figure 40: Recollection of receipt of inspection letter .....   | 77 |
| Figure 41: Recollection of letter instructing how to achieve a maximum rating .....                     | 78 |
| Figure 42: Summary of appeal findings .....   | 79 |
| Figure 43: Summary of re-rating findings .....  | 81 |
| Figure 44: Reasons given by businesses for not applying for a re-rating .....                           | 84 |
| Figure 45: Summary of right to reply findings .....   | 85 |
| Figure 46: Reasons for not applying for a right to reply.....   | 87 |
| Figure 47: Stated vs. observed display in England.....  | 89 |
| Figure 48: Stated vs. observed display in Northern Ireland and Wales .....                              | 90 |
| Figure 49: Observed vs. stated display by rating.....   | 91 |



## Table of Tables

|  |     |
|--|-----|
| Table 1: Comparison of rating on display to rating recorded in FHRS database (England) ....          | 38  |
| Table 2: Comparison of rating on display to rating recorded in FHRS database (Northern Ireland)..... | 38  |
| Table 3: Comparison of rating on display to rating recorded in FHRS database (Wales) .....           | 38  |
| Table 4: Comparison of stated rating to rating recorded in FHRS database (England).....              | 45  |
| Table 5: Comparison of stated rating to rating recorded in FHRS database (Northern Ireland) .....    | 45  |
| Table 6: Comparison of stated rating to rating recorded in FHRS database (Wales).....                | 45  |
| Table 7: Results of appeals as reported by businesses.....   | 80  |
| Table 8: Perceptions of fairness of appeals process.....   | 80  |
| Table 9: Results of re-ratings as reported by businesses .....                                       | 82  |
| Table 10: Perceptions of fairness of re-rating .....   | 82  |
| Table 11: Results of right to reply as reported by businesses.....                                   | 86  |
| Table 12: Summary of sampling process .....  | 95  |
| Table 13: Targets profile by FBO type.....   | 95  |
| Table 14: Target profile by rating .....   | 95  |
| Table 15: Target profile by region (England) .....   | 96  |
| Table 16: Target profile by region (Northern Ireland).....   | 96  |
| Table 17: Target profile by region (Wales) .....   | 96  |
| Table 18: Number of completed telephone surveys .....  | 100 |
| Table 19: Telephone survey outcomes.....   | 101 |
| Table 20: Unweighted and weighted telephone survey profile by FBO type.....                          | 101 |
| Table 21: Unweighted and weighted telephone survey profile by FHRS rating.....                       | 101 |
| Table 22: Unweighted and weighted telephone survey profile by region (England).....                  | 102 |
| Table 23: Unweighted and weighted telephone survey profile by region (Northern Ireland) .....        | 102 |
| Table 24: Unweighted and weighted telephone survey profile by region (Wales).....                    | 102 |
| Table 25: Survey population profile over time by business type .....                                 | 103 |
| Table 26: Survey population profile over time by FHRS rating.....                                    | 103 |
| Table 27: Survey population profile over time by region (England).....                               | 104 |
| Table 28: Survey population profile over time by region (Northern Ireland) .....                     | 104 |

|   |     |
|---|-----|
| Table 29: Survey population profile over time by region (Wales).....  | 105 |
| Table 30: Profile of outlets who took part in both the audit and telephone survey by FBO type .....                 | 107 |
| Table 31: Profile of outlets who took part in both the audit and telephone survey by FHRS rating.....               | 107 |
| Table 32: Profile of outlets who took part in both the audit and telephone survey by region (England) .....         | 108 |
| Table 33: Profile of outlets who took part in both the audit and telephone survey by region (Northern Ireland)..... | 108 |
| Table 34: Profile of outlets who took part in both the audit and telephone survey by region (Wales) .....           | 108 |
| Table 35: Figure 1 display rates (England) .....  | 110 |
| Table 36: Figure 1 display rates (Northern Ireland sticker only 2019-2017).....                                     | 110 |
| Table 37: Figure 1 display rates (Wales sticker only).....  | 111 |
| Table 38: Figure 2 mode of display (England).....   | 111 |
| Table 39: Figure 2 mode of display (Northern Ireland) .....   | 111 |
| Table 40: Figure 3 mode of display (Wales).....   | 112 |
| Table 41: Figure 4 display outside or inside the premises by rating (England).....                                  | 112 |
| Table 42: Figure 4 display outside or inside the premises by rating (Northern Ireland).....                         | 112 |
| Table 43: Figure 4 display outside or inside the premises by rating (Wales) .....                                   | 112 |
| Table 44: Figure 5 display outside the premises by rating (England) .....   | 113 |
| Table 45: Figure 5 display outside the premises by rating (Northern Ireland) .....                                  | 113 |
| Table 46: Figure 5 display outside the premises by rating (Wales).....  | 113 |
| Table 47: Figure 6 display by business type (England) .....   | 113 |
| Table 48: Figure 6 display by business type (Northern Ireland).....   | 114 |
| Table 49: Figure 6 display by business type (Wales) .....   | 114 |
| Table 50: Figure 7 display by region (England) .....  | 114 |
| Table 51: Figure 7 display by region (Northern Ireland).....  | 115 |
| Table 52: Figure 7 display by region (Wales) .....  | 115 |
| Table 53: Figure 15 reasons for dissatisfaction with rating.....  | 116 |
| Table 54: Figure 16 the lowest rating respondents would consider good enough for display (England) .....            | 116 |

|  |     |
|--|-----|
| Table 55: Figure 16 the lowest rating respondents would consider good enough for display (Northern Ireland)..... | 116 |
| Table 56: Figure 16 The lowest rating respondents would consider good enough for display (Wales) .....           | 117 |
| Table 57: Figure 18 actions taken to improve ratings (England).....  | 117 |
| Table 58: Figure 18 actions taken to improve ratings (Northern Ireland).....                                     | 117 |
| Table 59: Figure 18 actions taken to improve ratings (Wales).....  | 118 |
| Table 60: Figure 21 ways of using FHRS in marketing (England).....   | 118 |
| Table 61: Figure 21 ways of using FHRS in marketing (Northern Ireland).....                                      | 119 |
| Table 62: Figure 21 ways of using FHRS in marketing (Wales).....   | 119 |
| Table 63: Figure 22 drivers of display (England).....  | 120 |
| Table 64: Figure 22 drivers of display (Northern Ireland) .....  | 120 |
| Table 65: Figure 22 drivers of display (Wales).....  | 120 |
| Table 66: Figure 23 reasons for non-display (England) .....  | 121 |
| Table 67: Figure 24 Encouraging wider use in England .....   | 122 |
| Table 68: Figure 25 reasons for not displaying ratings on online ordering facilities.....                        | 122 |
| Table 69: Figure 26 general impact of display (England).....   | 122 |
| Table 70: Figure 26 general impact of display (Northern Ireland) .....   | 123 |
| Table 71: Figure 26 general impact of display (Wales).....   | 123 |
| Table 72: Figure 28 positive impacts of display (England).....   | 123 |
| Table 73: Figure 28 positive impacts of display (Northern Ireland) .....   | 123 |
| Table 74: Figure 28 positive impacts of display (Wales).....   | 124 |
| Table 75: Figure 29 specific impacts of display by rating (England).....   | 124 |
| Table 76: Figure 29 specific impacts of display by rating (Northern Ireland).....                                | 124 |
| Table 77: Figure 29 specific impacts of display by rating (Wales).....   | 124 |
| Table 78: Figure 36 agreement that display should be compulsory on online platforms (England) .....              | 125 |
| Table 79: Figure 36 agreement that display should be compulsory on online platforms (Northern Ireland).....      | 126 |
| Table 80: Figure 36 agreement that display should be compulsory on online platforms (Wales) .....                | 126 |
| Table 81: Figure 37 reasons for non-display in England.....  | 127 |

|   |     |
|---|-----|
| Table 82: Figure 39 attitudes to introducing compulsory display in England by rating .....                | 127 |
| Table 83: Figure 44 reasons given by businesses for not applying for a re-rating (England)                | 128 |
| Table 84: Figure 44 reasons given by businesses for not applying for a re-rating (Northern Ireland) ..... | 129 |
| Table 85: Figure 44 reasons given by businesses for not applying for a re-rating (Wales)...               | 130 |
| Table 86: Figure 46 reasons for not applying for a right to reply (England).....                          | 131 |
| Table 87: Figure 46 reasons for not applying for a right to reply (Northern Ireland) .....                | 132 |
| Table 88: Figure 46 reasons for not applying for a right to reply (Wales).....                            | 133 |

## 1. Executive Summary

The Food Hygiene Rating Scheme (FHRS) operates in England, Wales and Northern Ireland. It helps consumers to make informed decisions about where to eat out or shop for food by giving them information about the hygiene standards in establishments that serve or sell food.

In Wales and Northern Ireland, it is a statutory requirement that establishments in scope of the scheme display their rating sticker in a prominent place so that it can be seen from all customer entrances to the premises<sup>1</sup>. Display became mandatory in Wales in November 2013 and in Northern Ireland in October 2016. In England, establishments are encouraged, but not required by law, to display their rating.

The Food Standards Agency (FSA) has been assessing the proportion of food outlets that are displaying their rating since 2011 through covert mystery shopping audits. In addition, a telephone survey has been conducted with food outlets each year to explore business attitudes towards the scheme, including the reasons for display and non-display, and to monitor awareness of the safeguards associated with the scheme. This report provides the findings from the 2019 wave of research, making comparisons to previous years where possible.

The findings have been weighted at a country level to ensure they are representative of all food outlets with a FHRS rating that are publicly accessible within that country. It should be noted that some caution is recommended when comparing results between countries due to each nation having a different profile of food businesses.

### 1.1 Observed display

Observed rates of display, where the rating is visible from outside of the establishments' premises are as follows:

- 55% of establishments in England
- 87% of establishments in Northern Ireland
- 89% of establishments in Wales

The proportions of outlets that are displaying a rating so that it is visible from outside the premises have remained stable in all countries compared to 2018.

---

<sup>1</sup> The audit assessed whether stickers are deemed clearly visible and broadly at eye level, whereas the statutory schemes in Wales and NI require stickers to be displayed so that they are in a prominent place and easily read.

The clarity of display was also observed. In England, 49% are showing a rating that is visible from outside the premises, deemed clearly visible and broadly at eye level. 75% in Wales and 76% in Northern Ireland are showing a rating that meet these criteria. These figures are slightly (albeit not significantly) higher than those reported in 2018 for England and Wales (42% in England and 70% in Wales) while the results remain in line with those reported in 2018 for Northern Ireland (74% in 2018).

## **1.2 Drivers of display**

From the survey of businesses, customer assurance continues to be one of the main self-reported drivers of display. It is the most commonly mentioned in England (71%). This proportion has remained stable compared to 2018 (66%). This is also the most commonly cited reason in Northern Ireland (62%), where the proportion mentioning this reason has increased significantly compared to 55% in 2018. It is the second most commonly mentioned reason in Wales (58%, up from 47% in 2018).

The most common reason in Wales is the compulsory nature of the scheme (62%). However, the proportion citing this reason has decreased significantly (from 71% in 2018). This is also the second most frequently mentioned reason in Northern Ireland, where the proportion citing this has also decreased compared to 2018 (down to 49%, compared to 59% in 2018).

In England, the small proportion (16%) of establishments that stated they do not display their rating were asked their reasons for not displaying. There is no clear driver of non-display, but the most commonly mentioned reasons are:

- Low food hygiene rating (17%)
- Lack of room/visibility (15%)
- Have lost the sticker/certificate (15%)
- 'Because it is not compulsory' (14%)

As noted in previous waves of the research, the most commonly mentioned reasons for non-display all suggest a general lack of willingness by some businesses to display their rating under the voluntary scheme in England.

## **1.3 Impact of display**

In England, 37% of establishments say that display of their rating has had a positive impact on their business. 41% say so in Northern Ireland and 38% in Wales. Examples of the positive impacts selected by businesses include better reputation amongst customers and greater customer confidence.

For England, the proportion saying displaying their rating has had a positive impact is similar to that seen in 2018 (32%). In Northern Ireland and Wales, the proportions have increased significantly compared to 2018 (up from 32% and 31% respectively).

The proportion of businesses that say the scheme has had a negative impact remains small (1% in England, 2% in Northern Ireland and 2% in Wales). Examples of negative impacts mentioned by respondents include a worse reputation among customers and lower customer confidence. The majority of businesses say that display has had no impact or the impact to the business is not known (61% in England, 55% in Northern Ireland and 59% in Wales). Businesses with lower ratings are less likely to say that the scheme has had a positive impact (20% of businesses with a rating of 3 and below in England, 7% in Northern Ireland and 24% in Wales).

Most establishments that received a rating of 4 or below continue to say that they have taken action to improve their rating (90% in England, 83% in Northern Ireland and 81% in Wales). Businesses report taking a variety of actions to increase their rating, which cover all three elements of the rating system. The most commonly mentioned are:

- Purchasing additional equipment or undertaking repairs;
- Cleaning equipment more regularly;
- Monitoring fridge temperatures; and
- Improving records.

#### **1.4 Use of ratings in publicity materials**

In England, 29% of businesses say that they currently use their rating in marketing or publicity materials, compared to 33% in Northern Ireland and 34% in Wales. In England, 11% say they have used their rating in the past, but do not use it anymore, 12% say so in Northern Ireland and 13% in Wales.

The most common ways in which businesses are currently using their rating are on websites (17% in England, 18% in Northern Ireland and 21% in Wales) and on social media (15% in England, 24% in Northern Ireland and 17% in Wales). In addition, 28% of those who have their own ordering facility say that they are displaying their rating on this platform in Northern Ireland and 26% in Wales, compared to 14% in England.

#### **1.5 Compulsory display**

Nearly all businesses are aware of the legal requirement to display ratings in Wales and Northern Ireland (96% in each country respectively).

Most are positive about the statutory scheme, with 91% in Northern Ireland and 88% in Wales expressing positive sentiments. When compared to 2018, the proportion who are positive has decreased in Wales (from 92% in 2018), but remains stable in Northern Ireland (91% in 2018).

In England, 79% of businesses continue to be supportive about introducing compulsory display. Attitudes are broadly in line with those seen in 2018 and 2017.

Businesses in all countries are also supportive of extending the scheme so that it includes online display: 90% in England, 94% in Northern Ireland and 93% in Wales agree that display

on a range of online platforms should be compulsory. In England, takeaway ordering aggregators (85%) are the platforms that register the highest level of support for compulsory display online, while restaurants' and takeaways' own websites are the platforms with the highest support in Wales (90%) and Northern Ireland (91%). Only a minority think that display should not be compulsory at all on online platforms (7% in England, 4% in Northern Ireland and 5% in Wales).

## 1.6 Business safeguards

Recollection of receiving an inspection report letter remains high in all countries (82% in England, 94% in Northern Ireland and 92% in Wales).

There also continues to be high levels of recollection of the contents of the inspection letter for businesses that have a rating of 4 or below:

- In England:
  - 88% recall the letter containing instructions on how to achieve a maximum rating
  - 85% recall the letter detailing the fact that they can appeal the rating
  - 77% recall the letter informing them of their right to a re-rating inspection
  - 71% recall the letter explaining their right to reply
- In Northern Ireland:
  - 89% recall the letter containing instructions on how to achieve a maximum rating
  - 86% recall the letter detailing the fact that they can appeal the rating
  - 81% recall the letter informing them of their right to a re-rating inspection
  - 76% recall the letter explaining their right to reply
- In Wales:
  - 90% recall the letter containing instructions on how to achieve a maximum rating
  - 92% recall the letter detailing the fact that they can appeal the rating
  - 84% recall the letter informing them of their right to a re-rating inspection
  - 77% recall the letter explaining their right to reply

Recollection of the letter explaining the right to reply is slightly lower compared to the other safeguarding options in all countries. It is worth noting, however, that all safeguards are clearly set out in the same letter businesses receive when they are notified of their rating following inspections. Therefore, it is not clear why awareness of the right to reply is lower compared to the other safeguards (appeals and re-rating inspections).

Businesses continue to report low levels of take up of the safeguarding options. Those businesses unhappy with their rating but not using the safeguards were asked why. Businesses in all countries mentioned the fee involved with a re-rating (where this is applicable) being too high as one of the main factors in their decision for not applying (43% in England, 23% in Northern Ireland and 40% in Wales). The proportions citing this reason have increased significantly in England and Northern Ireland, but have remained in line with the results reported in 2018 in Wales. Meanwhile, there is no clear reason for businesses



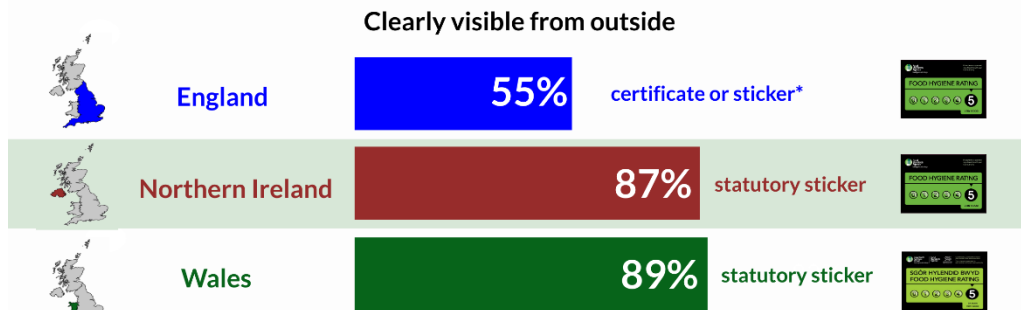
not using the right to reply, but lack of awareness that this was an option is mentioned in all countries (23% in England, 14% in Northern Ireland and 10% in Wales).

## 2. Summary infographic

# Food Hygiene Rating Scheme Display 2019



### Display rates



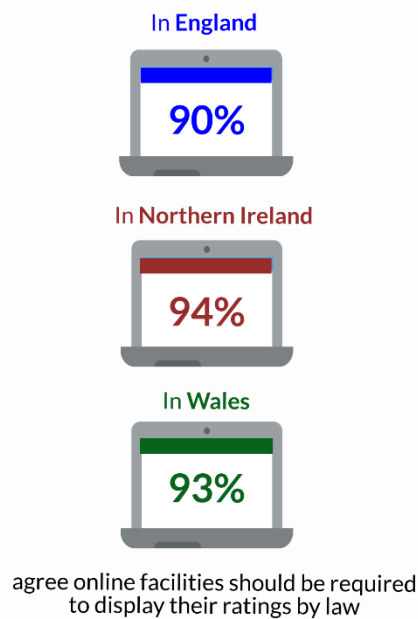
\*In England only 1% were found to be displaying a certificate

### Business attitudes towards the FHRS

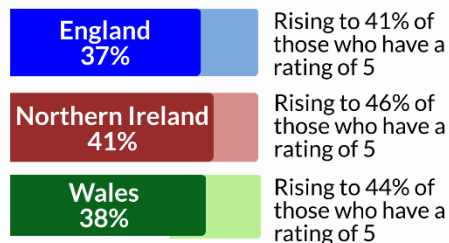
#### Attitudes towards mandatory display



#### Attitudes towards mandatory display on online platforms



#### Positive impact of display on business



Data collected using a combination of mystery shopping audits & telephone business surveys. Mystery shopping audits sample size: 1,457 (10th September - 11th October 2019). Telephone business survey sample size: 1,512 (23rd September - 12th November 2019).

[Accessible text for summary infographic](#)

## 3. Background and Methodology

### 3.1 The Food Hygiene Rating Scheme

The Food Hygiene Rating Scheme (FHRS) operates in England, Wales and Northern Ireland. It helps consumers to make informed decisions about where to eat out or shop for food by giving them information about the hygiene standards found at the time of inspection by local authorities.

The scheme has been developed and is implemented in partnership between the FSA and local authorities and, in addition in Wales, the Welsh Government.

The FHRS covers establishments supplying or serving food to consumers, such as restaurants, takeaways, cafés, pubs, hotels, guest houses, schools, hospitals, care homes, supermarkets and other retailers. In Wales, the scope of the FHRS also applies to food establishments involved in business-to-business trade, for example food manufacturers and food packers. Local authority officers are responsible for checking food hygiene standards at food premises to assess compliance with legal requirements through unannounced hygiene inspections. From this, food premises are awarded a rating based on the food hygiene standards observed, ranging from 0 (urgent improvement necessary) to 5 (very good). They then receive a sticker showing their food hygiene rating for display. The ratings are also publicly available via the FSA website<sup>2</sup> and via apps. The date of the inspection on which the rating is based is available on the reverse of the sticker and on the business' rating page on the FSA website.

In November 2013, legislation was introduced in Wales making it a statutory requirement for food premises to display the sticker showing their rating in a prominent place at all customer entrances to the establishment. This means multiple stickers may be required to enable display at each entrance. Display also became mandatory in Northern Ireland in October 2016. In England, establishments are encouraged, but not required by law, to display their rating.

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<sup>2</sup>[www.food.gov.uk/ratings](http://www.food.gov.uk/ratings)

Examples of the stickers are below:

### England and Northern Ireland



### Wales



Previously, certificates showing ratings were also issued to establishments. Certificates have not been issued in England since July 2014 but are still valid for display in premises inspected before this date until a new rating is awarded. Very few certificates were found in England during the audit (5). Certificates are not issued under the statutory schemes in Wales and Northern Ireland. No certificates were found in Northern Ireland and one was found in Wales. An example of a certificate is below:

### England



## 3.2 The research

The FSA has commissioned research into the display of FHS ratings at premises and the drivers of display/non-display on a regular basis since 2011. In England and Northern Ireland, the research has been carried out since 2011, with previous waves taking place in 2011/12, 2013, 2014, 2015, 2016, 2017 and 2018. In Wales, previous waves have been carried out in 2011, 2013, 2015, 2016, 2017 and 2018.

BMG Research has been commissioned to undertake the research since 2017.

As in previous years, the research focuses on establishments with a FHRs rating that are publicly accessible, so they can be easily audited. As hospitals, schools and care homes are not open to the general public in the same way as other types of establishments, these establishments were excluded from the research.

The research consisted of two stages:

- A covert audit of a representative mix of establishments across all three countries to record the proportion of businesses displaying their rating, and
- A telephone survey of a representative mix of establishments across the three countries to explore drivers of display/non-display as well as attitudes towards the FHRs.<sup>3</sup>

The majority of the questions asked in the survey are consistent with previous waves, allowing for differences over time to be explored.

Fieldwork for the 2019 research took place between September and November.

### **3.2.1 Research objectives**

The main research objectives were to:

- Identify the proportion of establishments that are displaying the FHRs sticker and establish how this has changed over time.
- Explore business attitudes towards the FHRs.
- Understand drivers of display/non-display and how these have changed over time.
- Explore the impact of the introduction of the statutory scheme in Wales and Northern Ireland.
- Explore attitudes towards introducing a statutory scheme in England.
- Determine the levels of awareness of the safeguards associated with the scheme.
- Understand the use of FHRs in marketing and publicity and online display.

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<sup>3</sup> Further information about the methodology and sampling of the audits and telephone surveys can be found in appendices.

## **3.2.2 Research methodology**

### **3.2.2.1 Audit of food establishments**

The first stage of the research was to carry out covert mystery shopping audits. These covered a representative mix of establishments and recorded:

- If an FHRs rating was on display
- The level of FHRs rating on display
- The format of display, e.g. sticker, certificate or other
- The number of ratings on display
- Where the rating was displayed
- How clearly the rating was displayed<sup>4</sup>

The sample for the audits was drawn from the FHRs database. Further details on the sampling process (and weighting to ensure that it was representative of the differing country sizes) can be found in the appendices of this report. Five hundred establishments were audited per country. However, 8 establishments no longer existed or had ceased trading, and 35 were not open at the time of visit. Therefore, the total number of successful audits in each country is as follows:

- England: 479
- Northern Ireland: 480
- Wales: 498

### **3.2.2.2 Telephone survey of businesses**

The second stage of the research was the telephone survey of establishments. The survey sought to find out:

- Awareness of FHRs and the statutory requirements (where relevant)
- Self-reported levels of display
- Drivers of display and non-display
- Impacts of display
- Any improvements that have been made to achieve higher ratings

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<sup>4</sup> This was measured by asking auditors to report whether the rating was clearly visible (i.e. not obscured by furniture, posters or other ratings) and whether the rating was displayed at eye level.

- Use of the rating in advertising, marketing and publicity
- Awareness and use of safeguards
- Attitudes towards compulsory display
- Attitudes towards display on online facilities

The sample for the telephone survey was drawn from the FHRS database and included those establishments that had been audited in the first stage of the research. The total number of establishments surveyed in each country is as follows:

- England: 500 (191 had been audited through the mystery shopping exercise)
- Northern Ireland: 505 (185 had been audited through the mystery shopping exercise)
- Wales: 507 (204 had been audited through the mystery shopping exercise)

### **3.3 Notes on the report**

The following points should be considered when reading this report:

- The terms ‘establishment’, ‘business’, ‘premises’ and ‘outlet’ are used interchangeably to describe food businesses.
- Data have been weighted for both the mystery shopping audit and the telephone survey. Details of the weighting scheme can be found in the appendices of this report.
- Unless stated otherwise, all differences noted in this report are statistically significant at a 95% confidence level. This means that there is only a 5% probability that the difference has occurred by chance rather than being a ‘real’ difference.
- Sub-groups with a sample size of less than 30 have not been tested for statistical significance as they are too small. Therefore, these results should be interpreted as indicative only.
- Significant differences between 2019 and 2018 data are indicated with a vertical arrow. Green, upward arrows indicate that the 2019 score is statistically significantly higher than the 2018 score, whereas red, downward arrows indicate that the 2019 score is statistically significantly lower than the 2018 score.
- Trends over time have been identified by comparing the result in the first year the statistic was collected to the most recent year (2019).
- Significant differences over time (trends) are indicated with a diagonal arrow. Blue, upward arrows indicate that the trend over time is positive (i.e. the score

has increased over time), whereas purple, downward arrows indicate that the trend over time is negative (i.e. the score has decreased over time).

- In the accessibility appendix significant differences are indicated by:
  - / positive significant difference over time
  - // positive significant difference between 2019 and 2018
  - & negative significant difference over time
  - && negative significant difference between 2019 and 2018.
- In the tables and charts, \* denotes a proportion that is less than 0.5%, but greater than zero. Any zero scores are indicated with a '-'.
- Where results do not sum to 100%, this is due to rounding or multiple responses being allowed for the question. All percentages are shown rounded to the nearest whole percentage.



## 4. Audit results

This section reviews the findings of the audits in England, Northern Ireland and Wales. This section will look at the following elements:

- The rates of display for FHRS
- The mode of display which outlets use
- The location of display

These results are compared with previous years' data where possible, and characteristics such as location, outlet type and rating are also explored where pertinent. All figures for Wales and the 2017-2019 figures for Northern Ireland refer to the display of the statutory sticker unless otherwise stated.

### 4.1 Rates of display

Figure 1 summarises the proportion of establishments in England, Northern Ireland and Wales that are displaying food hygiene ratings and the location where ratings are displayed. The visibility of the ratings displayed has also been reported in this figure.

In England, 61% of outlets are displaying a rating (whether inside or outside the premises). This proportion has remained stable compared to 2018 (59%). The proportion of outlets displaying a rating so that it is visible from outside the premises also mirrors the 2018 results (55% in 2019 and 52% in 2018), but it represents an upwards trend over time (compared to 32% in 2011/12).

There is a similar picture in Northern Ireland, where the proportion of establishments displaying ratings has remained stable compared to 2018. 89% of outlets are displaying a rating either inside or outside the premises and there is an upward trend over time in the proportion that are displaying a rating that is visible from outside the premises (87% in 2019, compared to 38% in 2011/12).

In Wales, an upward trend over time in the proportion of businesses displaying a rating can be observed, with 91% of outlets found to be displaying a rating (either inside or outside) in 2019 compared to 31% in 2011/12. This is also true of businesses displaying ratings that are visible from outside the premises (89% in 2019, compared to 21% in 2011/12).

The audits recorded not just where ratings are displayed, but how easily they can be seen by customers. This is measured by two factors:

- How clearly visible ratings on display are, and
- Whether they are broadly at eye level or not.

There have been no significant changes in the proportion of ratings that are on clear display in Northern Ireland: 89% of outlets in Northern Ireland are displaying a rating deemed clearly visible and 78% are displaying their rating broadly at eye level.

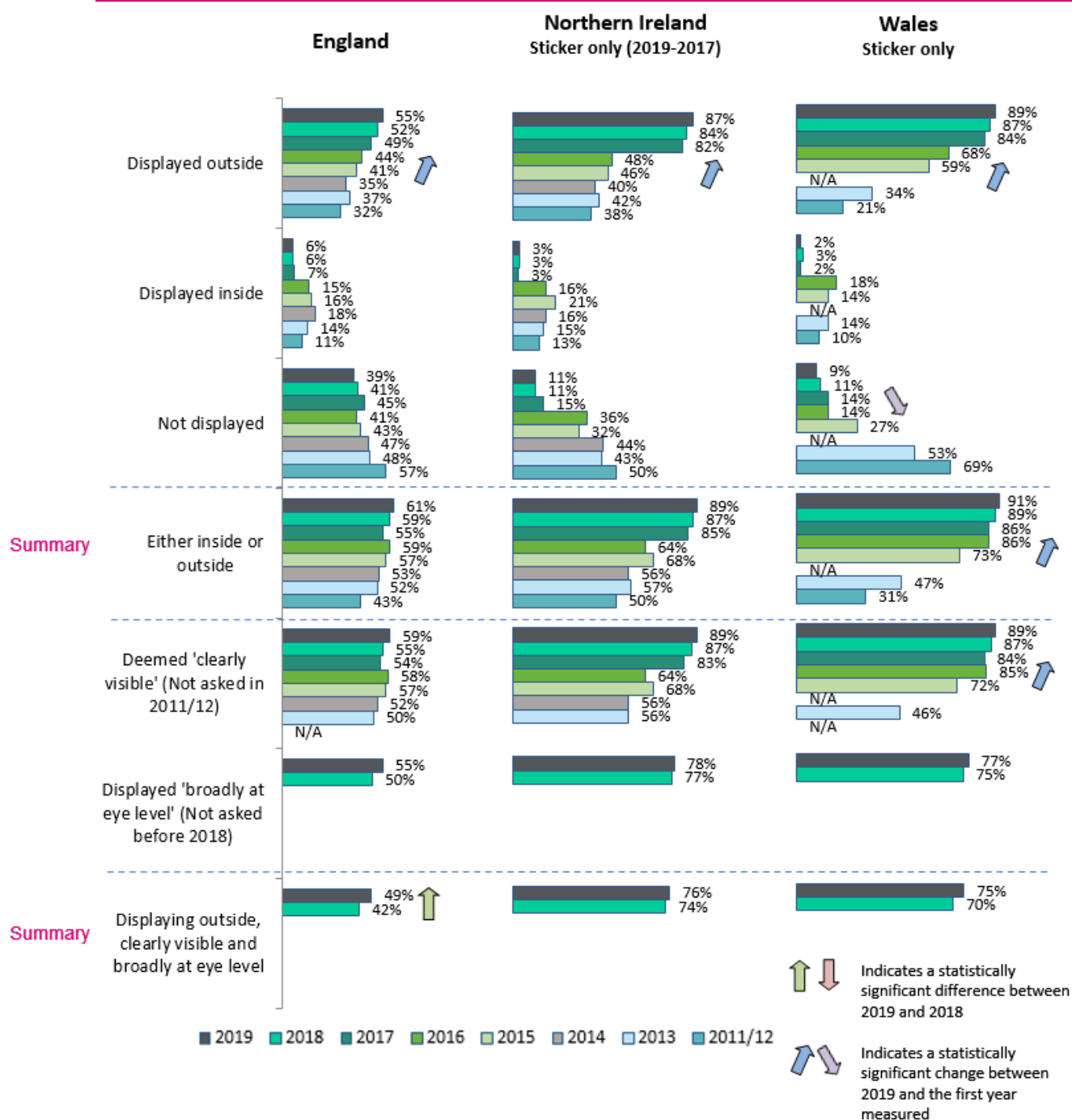
In Wales, an upwards trend over time can be observed in the proportion that are displaying a clearly visible rating (89%, compared to 46% in 2013). 77% are displaying a rating that is broadly at eye level, a proportion that remains stable compared to 2018 (75%).

In England, there are increases (albeit not significant) in the proportions of outlets displaying ratings deemed clearly visible (59% in 2019, compared to 55% in 2018) and broadly at eye level (55%, compared to 50% in 2018).

By combining the measures discussed thus far, it has also been possible to determine the proportions in each country that are displaying ratings visible from outside the premises, deemed clearly visible and broadly at eye level. This was also done in 2018.

In England, 49% of establishments are displaying ratings visible from outside the premises, deemed clearly visible and broadly at eye level, which represents a significant increase compared to 2018 (42%). In Northern Ireland and Wales, there are no significant changes: 75% in Wales and 76% in Northern Ireland are displaying ratings visible from outside the premises, deemed clearly visible and broadly at eye level.

**Figure 1: Display rates**



Base: All audit respondents 2019/2018/2017/2016/2015/2014/2013/2012 (England 479/500/500/412/429/490/462/452; NI 480/500/500/450/445/431/429/418; Wales 498/500/500/417/430/NA/455/447)

N.B. Figures for Northern Ireland are based on statutory sticker display only for 2017-2019. In previous years, the display of FHRS certificates was also included. Figures for Wales for 2013, 2014, 2015, 2016, 2017, 2018 and 2019 are based on display of the statutory sticker only (i.e. the new style sticker with the dragon logo).

Summary categories group one or more responses together.

[Accessible data table for Figure 1](#)

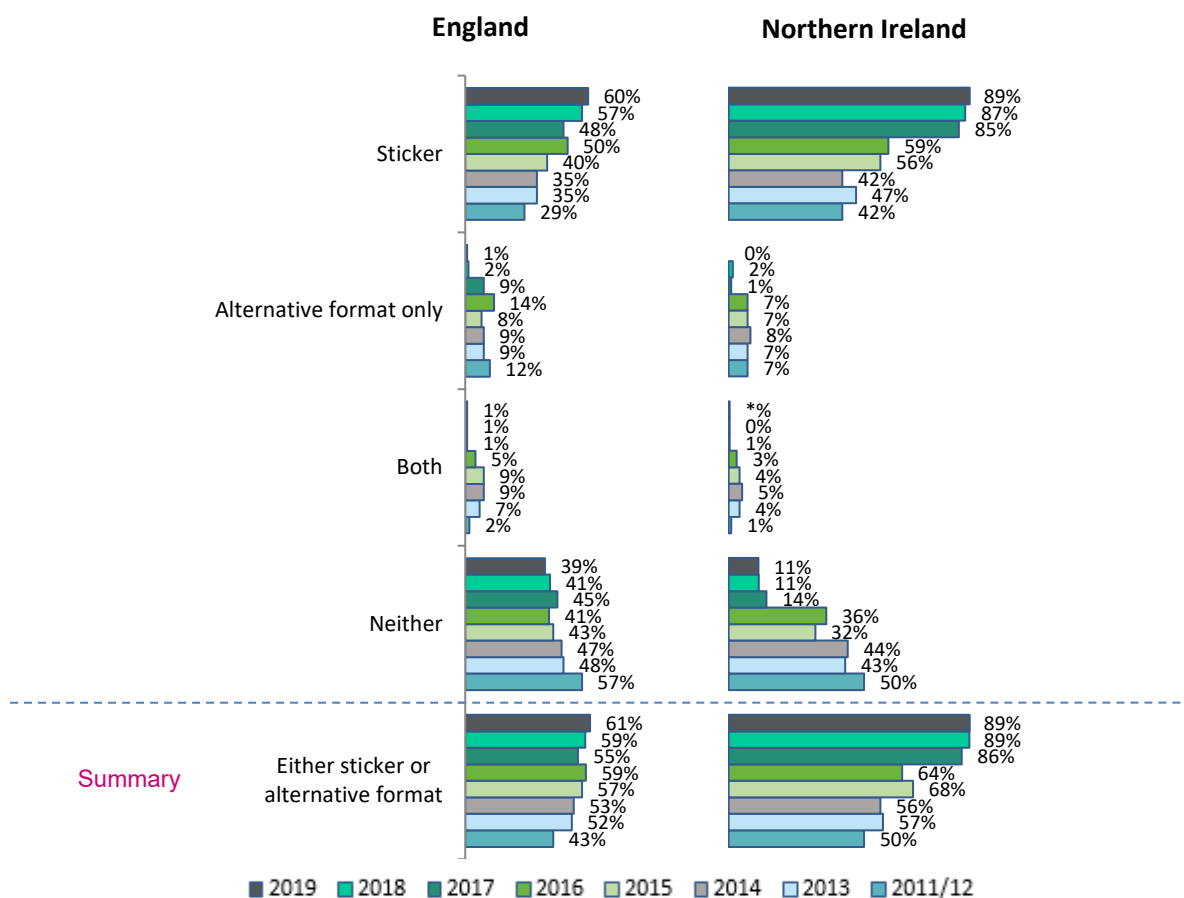
## 4.2 Mode of display

In England, 60% of outlets are displaying stickers either inside or outside the premises. 1% are showing a certificate only and a further 1% are showing both a sticker and a certificate. 39% are not displaying any rating at all. These figures are in line with those reported in 2018.

In Northern Ireland, 89% of businesses are displaying a sticker somewhere on the premises, which compares to 87% in 2018. Just one establishment is displaying their rating both on their statutory sticker and as an alternative format (on a free-standing sign such as an A board). The remainder (11%) have been found not to be displaying, a proportion which remains unchanged from 2018.

In Wales, the vast majority of businesses are displaying a statutory sticker (91%), a proportion that is stable compared to 2018 (89%). 3% are displaying just a voluntary scheme sticker or certificate and 1% are showing both a statutory sticker and a voluntary scheme certificate.

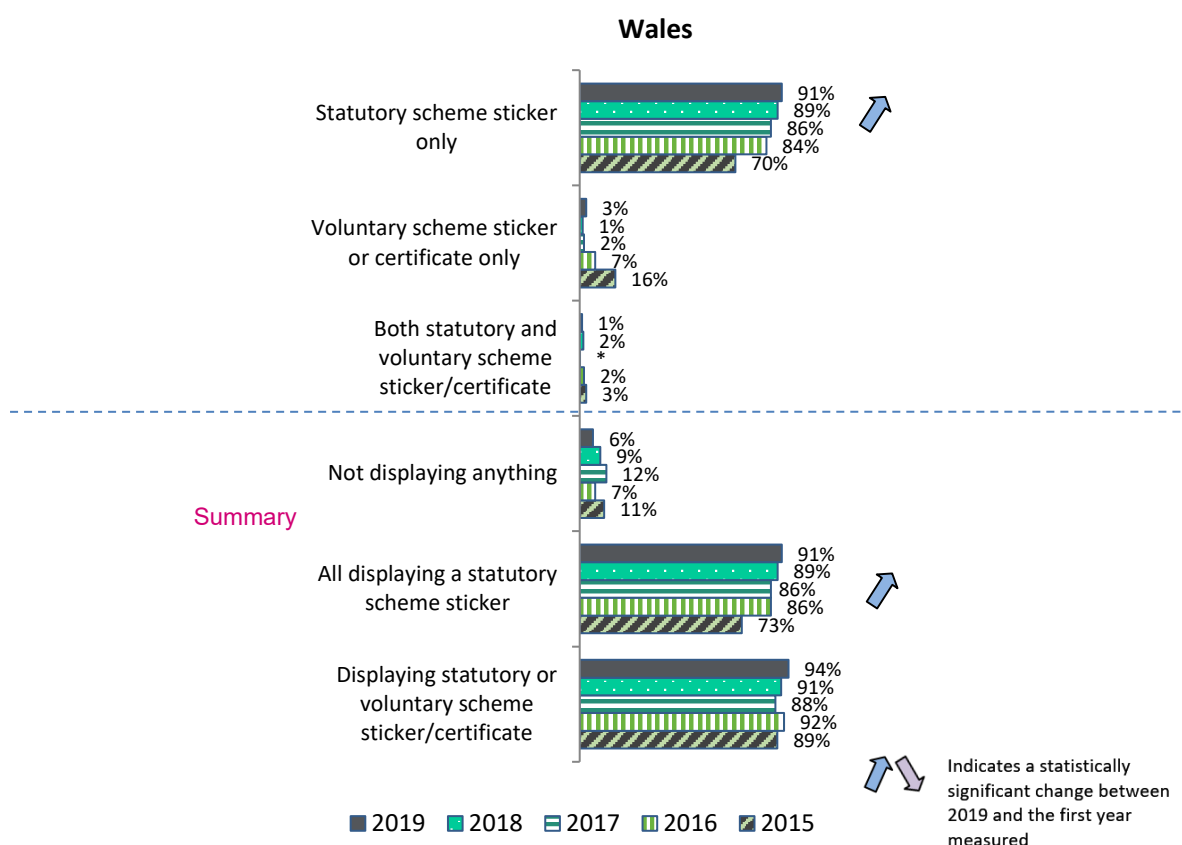
**Figure 2: Mode of display in England and Northern Ireland**



Base: All audit respondents 2019/2018/2017/2016/2015/2014/2013/2012 (England 479/500/500/412/429/490/462/452; NI 480/500/450/445/431/429/418)

[Accessible data table for Figure 2](#)

**Figure 3: Mode of display in Wales**



Sample base: All audit respondents 2019/2018/2017/2016/2015/ (Wales 498/500/500/417/430)

[Accessible data table for Figure 3](#)

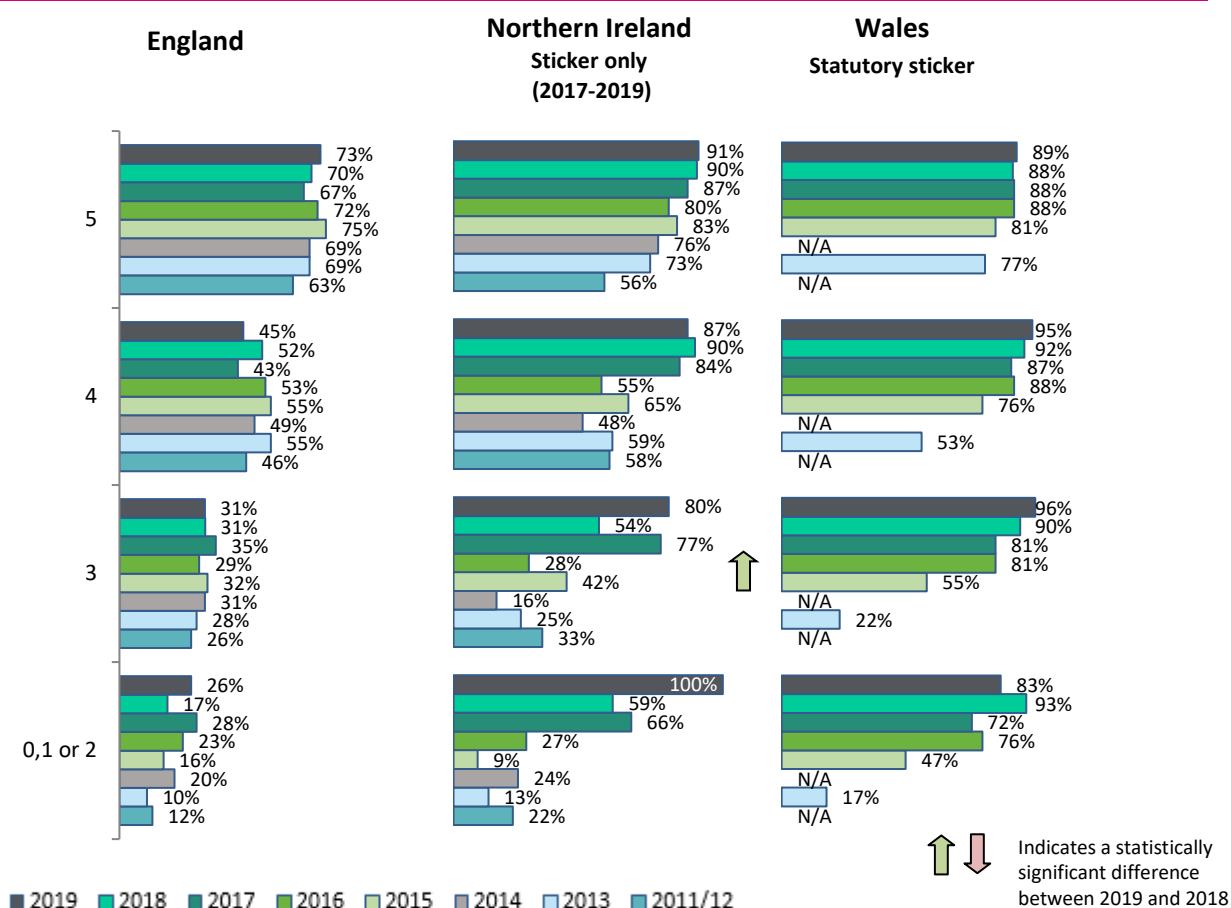
**4.3 Display by rating**

In England, establishments with a rating of 5 are the most likely to be displaying inside or outside the premises (73%), with the proportion that are doing so diminishing as the rating becomes lower: 45% of businesses with a rating of four are showing their FHRs rating, as are 31% of those with a rating of 3 and 26% of those with a rating of 0-2. These figures are similar to those seen in 2018.

In Northern Ireland, 91% of businesses with a rating of 5 and 87% of those with a rating of 4 are showing their rating inside or outside. These proportions are in line with the 2018 figures. In contrast, a different pattern can be observed this year for businesses with a rating of three, which are significantly more likely to be displaying their rating (80%, up from 54% in 2018). 100% of outlets with ratings between 0-2 were found to be displaying the rating. However, only a very small number of audited outlets fall into this category (in line with the proportion of outlets in Northern Ireland with a rating of 2 or below) and so these results should be interpreted as indicative only.

In Wales, 89% of establishments with a rating of 5 are displaying their rating inside or outside, as are 95% of those with a rating of 4 and 96% of those with a rating of three. These figures are in line with the 2018 results. In contrast, the proportion of outlets with a rating between 0-2 that are displaying their rating has decreased (down to 83% in 2019, compared to 93% in 2018). It should be noted, however, that this decrease is not statistically significant given the low base sizes.

**Figure 4: Display by rating outside or inside premises**



Base: Base of ratings: 2019/2018/2017/2016/2015: England 5 (316/313/302/239/225), 4 (91/101/105/85/97), 3 (45/52/57/60/65), 0-2 (27/34/36/28/42); NI 5 (345/354/345/252/223) 4 (98/105/111/128/140) 3 (31/33/38/56/63) 0-2\* (6/8/6/14/19); Wales 5 (313/306/298,218/208), 4 (114/114/119/120/117), 3 (48/52/54/42/58), 0-2 (23/28/29/37/47)

N.B. 2019-2017 figures for Northern Ireland are based on statutory sticker display only. In previous years, the display of FHRS certificates was also included.

N.B. Unable to perform trend across time testing due to unavailability of base sizes from previous years.

[Accessible data table for Figure 4](#)

A similar trend can be observed when looking at businesses that are displaying ratings so that they are visible from outside the premises (Figure 5).

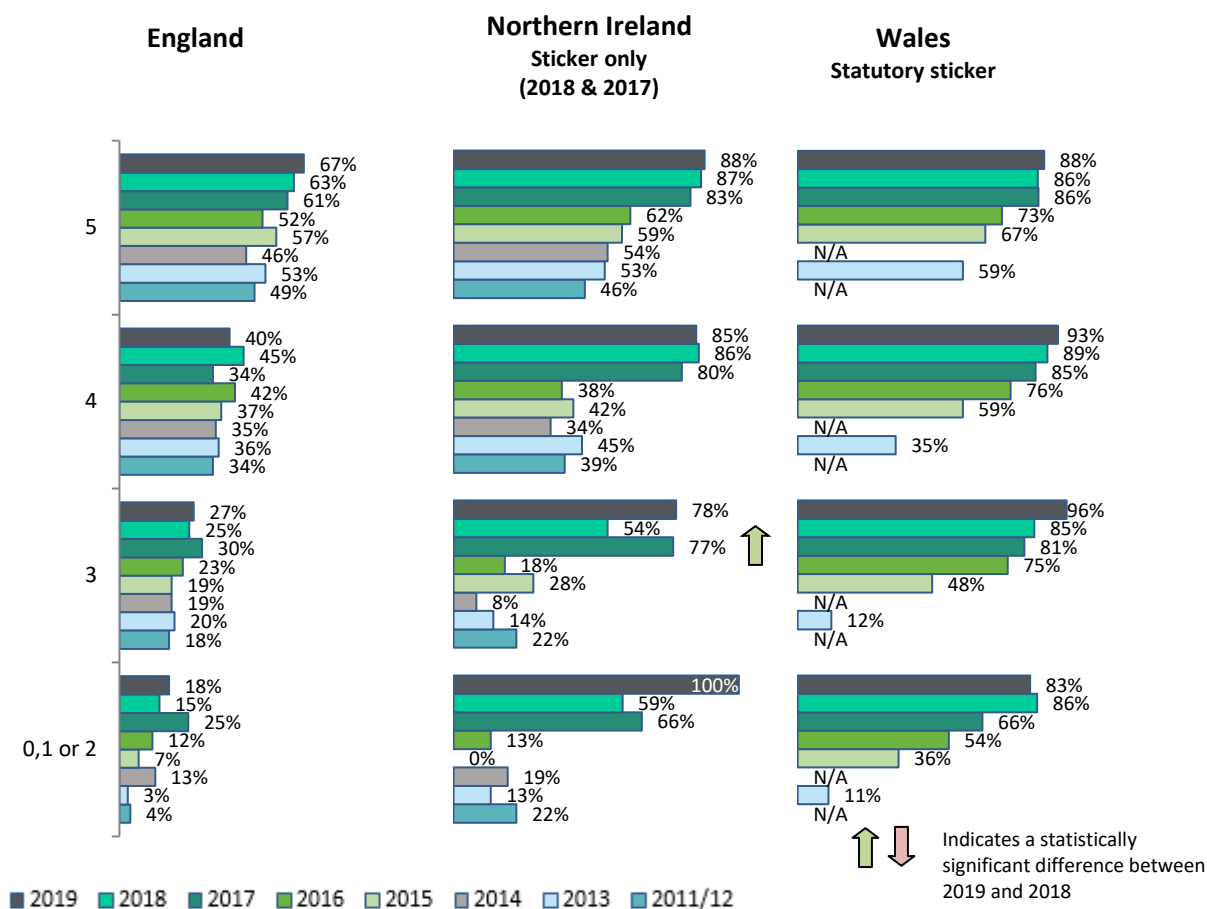
In England, 67% of outlets with a rating of 5 are showing their rating so that it is visible from outside the premises, a proportion that is in line with 2018 (63%). 40% of businesses with a rating of 4, 27% of businesses with a rating of 3 and 18% with a rating of 2 or below are showing their rating so that it is visible from outside.

In Northern Ireland, the proportions of outlets with a rating of 4 or 5 that are displaying their rating so that it is visible from outside the premises remain stable compared to 2018: 88% of businesses with a rating of 5 are showing their rating so that it is visible from outside the premises and a similar proportion (85%) of businesses with a rating of 4 are doing so. Conversely, the proportion of establishments with a rating of 3 that are showing their rating so that it is visible from outside has increased significantly compared to 2018: 78% of those with a rating of 3 are displaying so that it is visible from outside (compared to 54% in 2018). And all establishments (100%) with a rating of 0-2 are showing their rating so that it is visible from outside the premises (compared to 59% in 2018). However, this increase is not statistically significant due to the low base sizes.

In Wales, outside display rates have remained stable compared to 2018: businesses with a rating of 3 and 4 are the most likely to be showing their rating so that it is visible from outside the premises (96% and 93% respectively), while 88% of outlets with a rating of 5 and 83% of outlets rated 2 or below are doing so.



**Figure 5: Display outside the premises by rating**



Base: Base of ratings: 2019/2018/2017/2016/2015: England 5 (323/313/302/239/225), 4 (94/101/105/85/97), 3 (48/52/57/60/65), 0-2 (30/34/36/28/42); NI 5 (345/354/345/252/223) 4 (98/105/111/128/140) 3 (31/33/38/56/63) 0-2\* (6/8/6/14/19); Wales 5 (313/306/298,218/208), 4 (114/114/119/120/117), 3 (48/52/54/42/58), 0-2 (23/28/29/37/47)

N.B. 2019-2017 figures for Northern Ireland are based on statutory sticker display only. In previous years, the display of FHRs certificates was also included.

N.B. Unable to perform trend across time testing due to unavailability of base sizes from previous years.

[Accessible data table for Figure 5](#)

#### 4.4 Display by business type

In England, the business category that is most likely to be displaying is restaurant/café/canteen/other caterer<sup>5</sup> (69%). There have been some changes for other categories compared to 2018, but none of these are statistically significant.

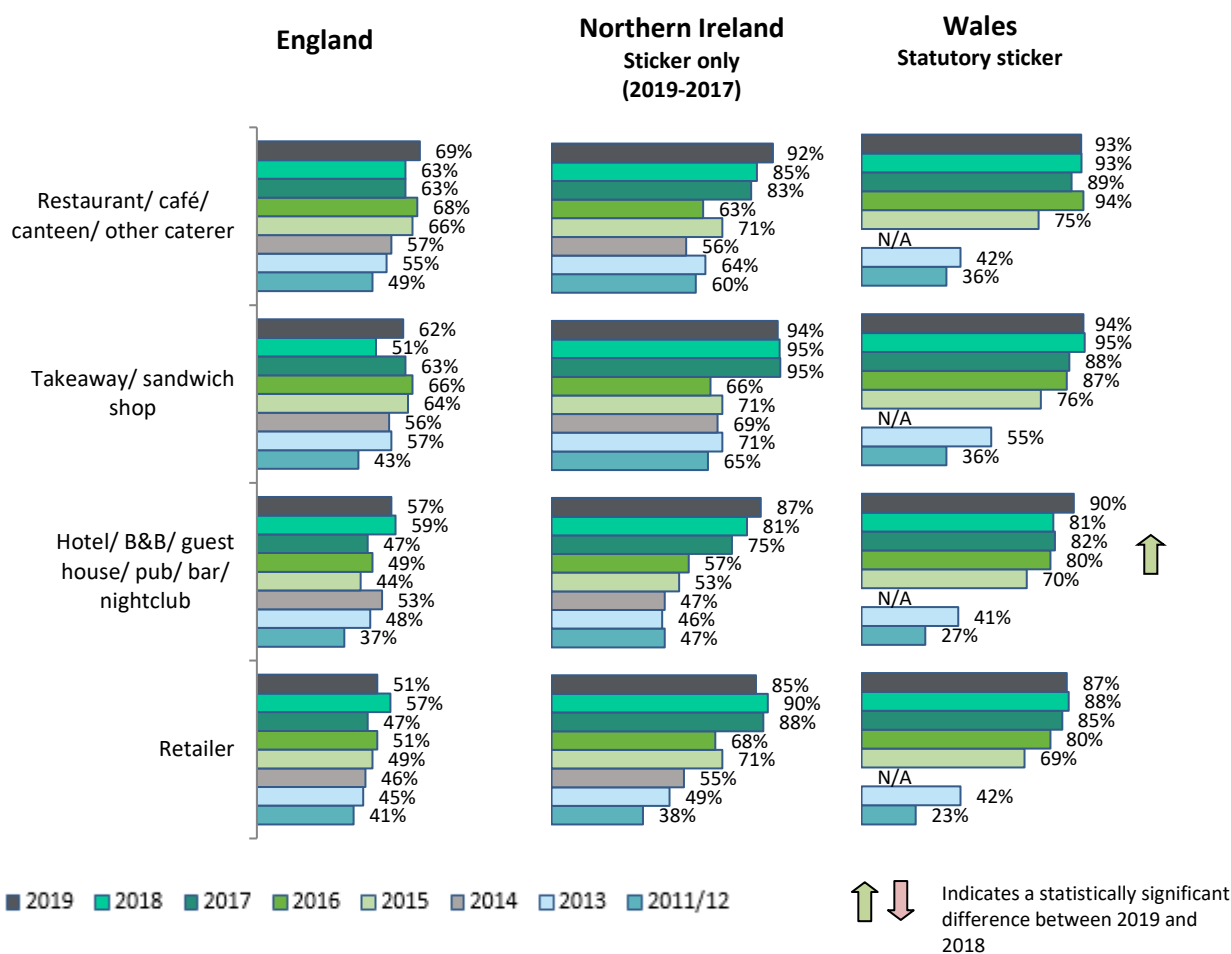
Similarly, in Northern Ireland, the results are in line with the figures reported in 2018, with takeaway/sandwich shops being the category for which display rates are highest (94%). This is followed by restaurants/café/canteens/other caterers (92%).

In Wales, there has been an increase in display rates for hotels/B&Bs/guest houses/pubs/bars/nightclubs: 90% are displaying, compared to 81% in 2018. There are no significant differences for the other business categories.

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<sup>5</sup>'Other caterer' refers to a wide variety of outlet types including: shops, places of worship that offer catering, private members' clubs and social clubs.

**Figure 6: Display by business type**



Business type base 2019/2018/2017/2016/2015/2014/2013/2011/12: (England Restaurant... 183/189/193/134/164/154/165/160, Takeaway 76/77/47/67/69/100/91/84, Hotel... 92/102/101/10287/108/105//98, Retail 128/132/131/109/109/128/101/110; NI Restaurant... 182/191/196/164/151/137/136/132, Takeaway 77/78/76/88/77/84/89/60, Hotel... 84/91/87/80/80/71/72/75, Retail 137/140/141/118/137/139/135/151; Wales Restaurant... 182/181/163/127/152/NA/140/140, Takeaway 67/73/60/71/74/NA/84/95, Hotel... 123/123/107/146/102/NA/139/135, Retail 126/123/108/73/102/NA/92/82)

[Accessible data table for Figure 6](#)

## 4.5 Display by region<sup>6</sup>

In England, the proportion of businesses that are displaying has decreased significantly in Yorkshire & the Humber: 48% are displaying in this region, compared to 68% in 2018. In contrast, there is an upward trend in the proportion displaying in the South West: 76% of outlets are displaying, compared to 51% in 2011/12. In addition, 77% are displaying in the North East, compared to 31% in 2018. However, figures for the North East for 2018 and 2019 should be interpreted as indicative only given the relatively low base sizes.

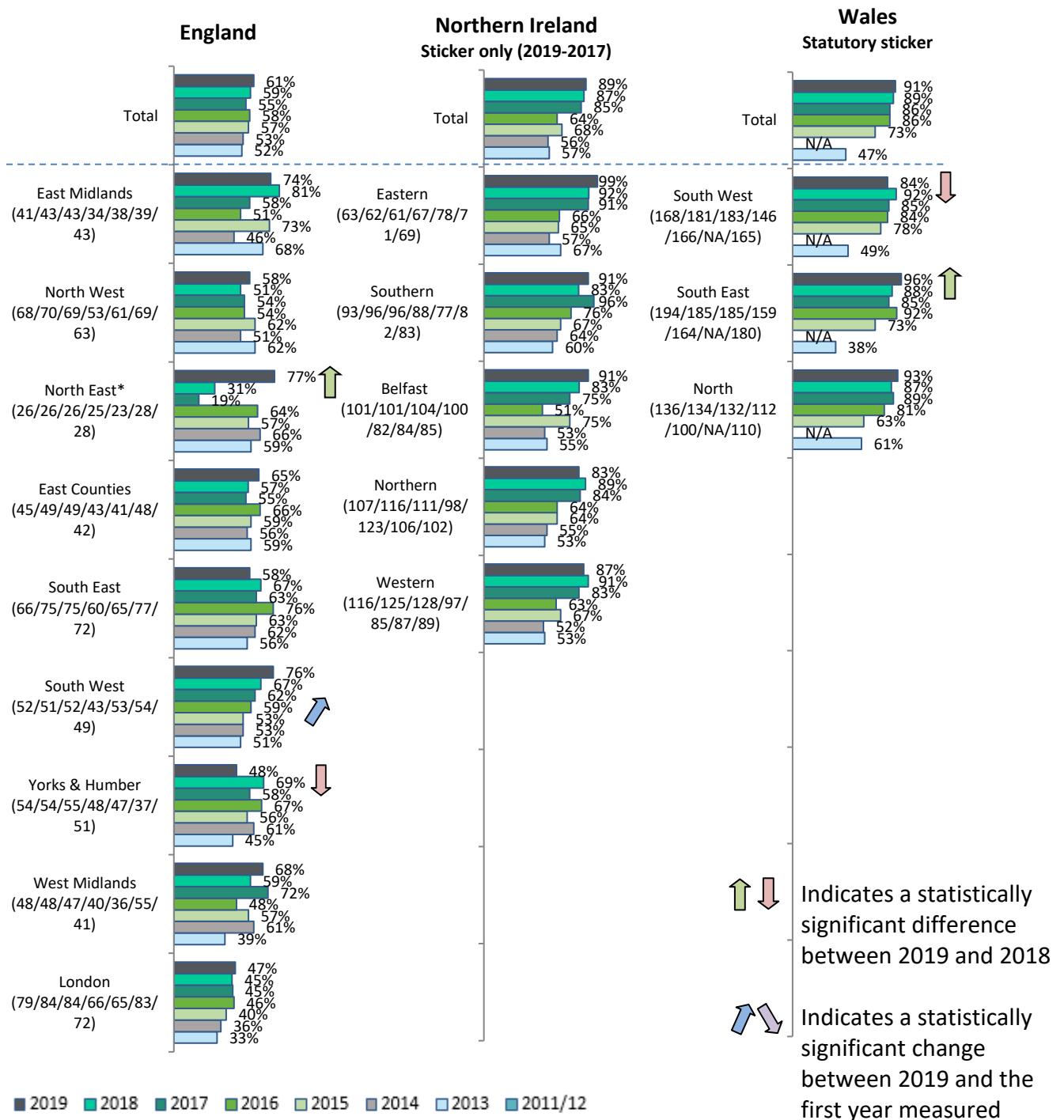
In Northern Ireland, there are no significant differences compared to 2018. The highest rate of display can be observed in the Eastern region, where 99% are displaying their ratings. This is followed by the Southern region and Belfast, where 91% are displaying respectively. Conversely, there have been decreases in the rates of display in the Northern and Western regions compared to 2018; however, these are not statistically significant (83% were found to be displaying in the Northern region, compared to 89% in 2018; and 87% are displaying in the Western region, compared to 91% in 2018).

In Wales, rates of display have decreased in the South West from 92% in 2018 to 84% in 2019 and have increased in the South East where 96% are showing a rating (compared to 88% in 2018). In the North, 93% are displaying a rating, a proportion that has remained stable compared to 2018 (87%).

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<sup>6</sup> Regional definitions can be found in the appendix section

**Figure 7: Display by region in England, Wales & Northern Ireland**



Sample base: All audit respondents 2019/2018/2017/2016/2015/2014/2013/2012 England 479/500/500/412/429/490/462; NI 480/500/450/445/431/429; Wales 498/500/417/430/NA/455).

Bases per region shown on vertical axis in brackets

\* Please note small base sizes

[Accessible data table for Figure 7](#)

## 4.6 Number of FHRs ratings on display

As in 2018, auditors also recorded whether multiple ratings (either in sticker or certificate form) are on display. If multiple ratings were observed, the auditor recorded the method and location of display for each rating. Where possible, they also recorded the date on each rating.

In England, 21 businesses were found to be displaying more than one rating (20 in 2018). In Northern Ireland, there were 37 establishments (compared to 44 in 2018) and, in Wales, there were 36 (compared to 40 in 2018). None of these establishments were found to be displaying different ratings.

## 4.7 Comparison of ratings on display to those recorded in FHRs database

The ratings on display have also been compared to those in the FHRs database at the time of the audit to ascertain whether outlets are displaying the correct rating<sup>7</sup>. The proportions shown in figure 8 are based on those that are displaying.

In England, 90% of businesses are displaying ratings that match those shown in the FHRs database. 8% are displaying a higher rating, a proportion that has decreased significantly compared to 2018 (12%). 2% are showing a rating that is lower than the ones in the database.

In Northern Ireland, 93% of ratings on display match those in the database, while 5% are displaying a higher and 1% are displaying a lower rating. These figures are in line with the results reported in 2018.

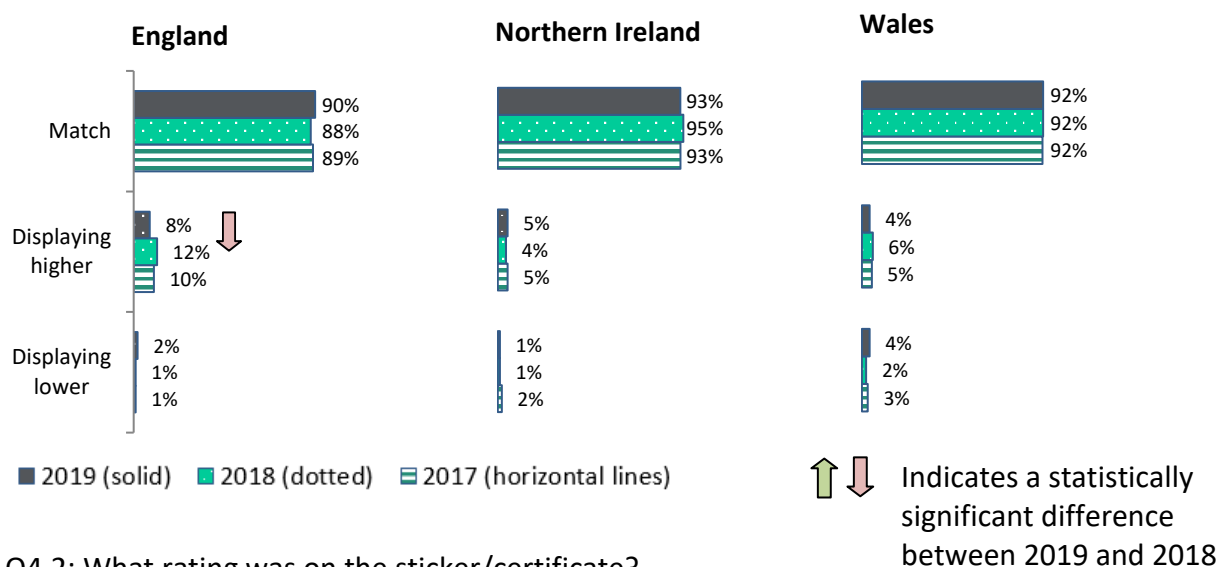
Similarly, in Wales, 92% are displaying ratings that match those in the FHRs database, while 4% are displaying a higher rating and the same proportion (4%) are displaying a lower rating. These are also in line with those reported in 2018.

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<sup>7</sup> There may be temporary differences between the rating displayed at a business and online rating for which there are valid reasons, such as: the business has appealed its latest rating and is awaiting the result; or the local authority is in the process of uploading the new rating to the website. Even if a business achieves the top rating there can be a short delay while the local authority updates the website.

Following the completion of fieldwork, an exercise was conducted where FHRs database ratings were updated to account for any changes that may have occurred during the fieldwork period. If a rating had changed after the fieldwork period, this was not taken into account. These updated ratings were then compared to those observed at the mystery shopping audits. Small increases in the match rates between database and observed rates can be observed across all countries (92% in England, 96% in Northern Ireland and 95% in Wales).

**Figure 8: Comparison of ratings displayed and recorded**



Q4.2: What rating was on the sticker/certificate?

Base: All those displaying FHRs rating 2019/2018/2017 (England 294/294/276; NI 429/446/435; Wales 467/454/438. Where more than one rating was on display the first one seen has been used

Outlets with higher ratings are more likely to be displaying a rating that matches the one recorded in the FHRs database. The table below summarises the rating on display split by the rating given.

**Table 1: Comparison of rating on display to rating recorded in FHRS database (England)**

| Rating awarded | base size | Rating on display |     |     |     |
|----------------|-----------|-------------------|-----|-----|-----|
|                |           | 0 - 2             | 3   | 4   | 5   |
| 0 - 2          | 7**       | 29%               | 0%  | 42% | 14% |
| 3              | 14**      | 0%                | 35% | 30% | 28% |
| 4              | 41        | 0%                | 0%  | 73% | 27% |
| 5              | 232       | 0%                | 0%  | 1%  | 99% |

**Table 2: Comparison of rating on display to rating recorded in FHRS database (Northern Ireland)**

| Rating awarded | base size | Rating on display |     |     |     |
|----------------|-----------|-------------------|-----|-----|-----|
|                |           | 0 - 2             | 3   | 4   | 5   |
| 0 - 2          | 6**       | 64%               | 0%  | 36% | 0%  |
| 3              | 25**      | 0%                | 80% | 20% | 0%  |
| 4              | 85        | 0%                | 1%  | 79% | 20% |
| 5              | 313       | 0%                | 0%  | 1%  | 99% |

**Table 3: Comparison of rating on display to rating recorded in FHRS database (Wales)**

| Rating awarded | base size | Rating on display |     |     |     |
|----------------|-----------|-------------------|-----|-----|-----|
|                |           | 0 - 2             | 3   | 4   | 5   |
| 0 - 2          | 19**      | 58%               | 10% | 16% | 11% |
| 3              | 46        | 0%                | 87% | 4%  | 7%  |
| 4              | 108       | 1%                | 2%  | 91% | 6%  |
| 5              | 280       | 0%                | *%  | 4%  | 96% |

Q4.0. What rating was on the sticker/certificate?

Base: All those displaying FHRS rating. Where more than one rating was on display, the first one seen has been used.\* Value <0.5%

\*\*Caution, low sample size means figures may not be representative of the population.



## 5. Business telephone survey

This section of the report comprises the results from the telephone business survey. The telephone questionnaire covered topics including:

- Awareness of FHRS,
- Stated display and reasons for display/non-display,
- Perceptions of FHRS,
- Awareness of safeguards and views on the mandatory display of food hygiene ratings.

It should be emphasised that the results shown in this section reflect information that was provided by respondents and have not been observed, unlike the mystery shopping audits. Therefore, the results only provide the outlets' perspective.

Data have been weighted to represent the 'in-scope' population in each country (food outlets that have been given a FHRS rating and are publicly accessible). All percentages shown in this section are based on weighted data<sup>8</sup> and, therefore, can be extrapolated to all publicly accessible outlets with a FHRS rating within each country.

A short route survey was offered to respondents that could not complete the full survey if their outlet had been audited as part of the first stage of the research. This was to maximise the response rate amongst audited outlets. Two respondents completed the short route survey in England and five in Northern Ireland. These responses have not been included in the base for all questions in this section of the report. No short interviews were completed in Wales.

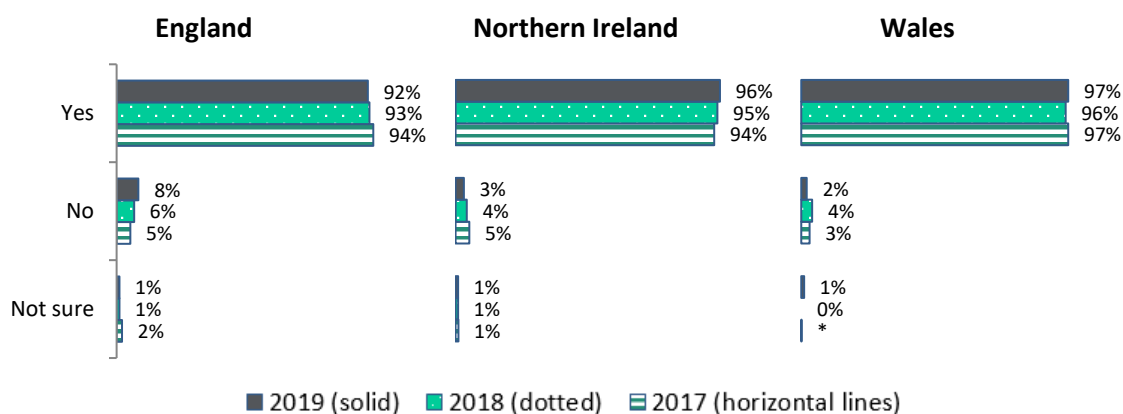
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<sup>8</sup> More information on the weighting scheme can be found in the technical report, located in the appendices of this report

## 5.1 Recollection of FHRS

As in previous waves, most respondents have heard of the Food Hygiene Rating Scheme, with awareness being slightly higher in Wales at 97%.

**Figure 9: Recollection of the FHRS**



B1: Have you heard of the Food Hygiene Rating Scheme or the FHRS?

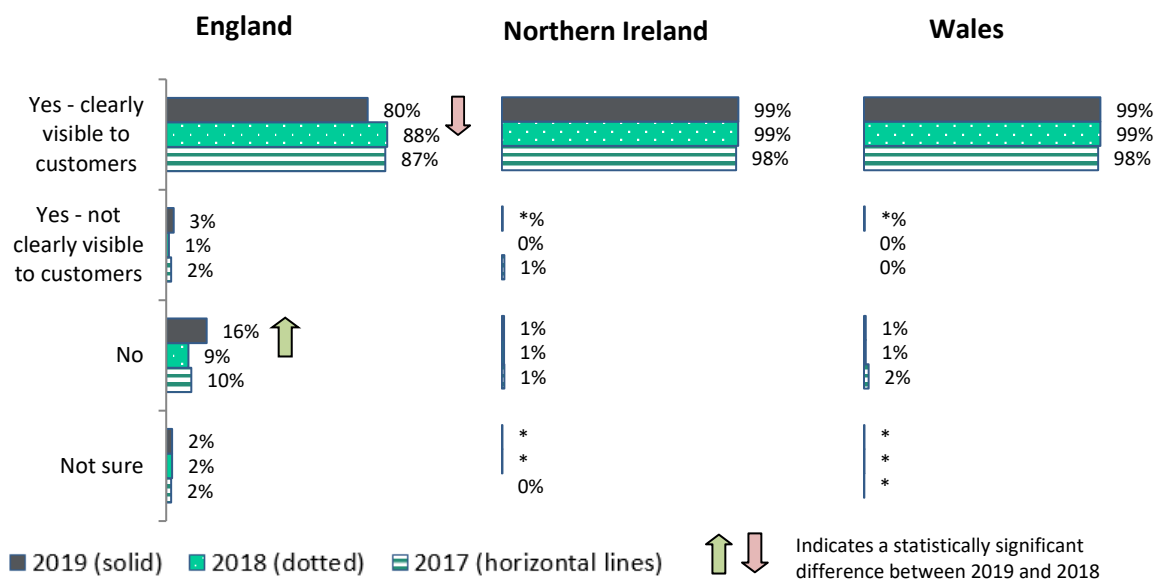
Base: All long interview respondents 2019/2018/2017 (England [498/465/498], Northern Ireland [500/469/494], Wales [507/478/501])

## 5.2 Stated display of ratings

Outlets that report having a FHRS rating were asked whether they are displaying it at their premises. In England, 80% state that they display their rating in places that are clearly visible to customers, a significant decrease from 88% in 2018. A further 3% state that they display their rating in a place that is not clearly visible to customers. Stated rates of display in England are markedly higher than the rates of display observed during mystery shopping audits (61% of outlets were found to be displaying ratings either inside or outside). The proportion that state that they are not displaying their rating at all has increased from 9% in 2018 to 16% in 2019.

99% of outlets in Northern Ireland and Wales state that they are displaying statutory stickers in clearly visible places. These figures are stable compared to 2018. However, 89% of establishments in Northern Ireland and 91% in Wales were found to be displaying in the mystery shopping audits. It is worth noting that the mystery shopping audits measure observed display, whereas the business survey measures claimed display.

**Figure 10: Self-reported display**



**2019 -2018 - SR4/B10e.** Is your food hygiene rating certificate/sticker on display in your premises?

Base: Where have FHRs certificate/sticker rating 2019/2018/2017 (England 475/462; NI 495/491; Wales 494/500)

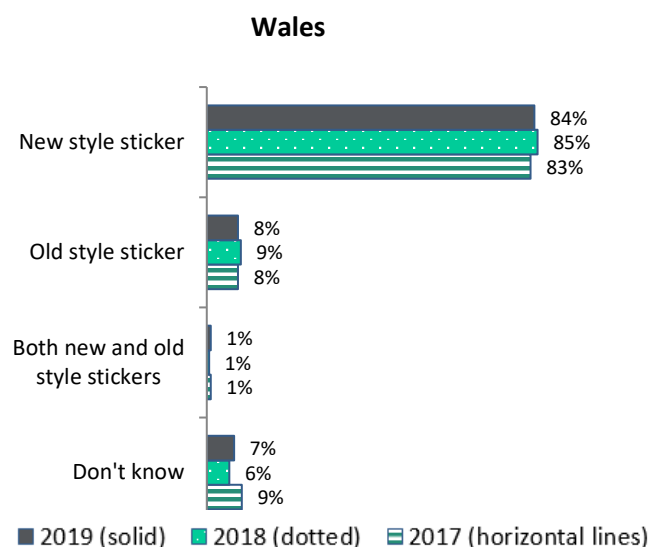
**2017 - SR4/B10A/B10E:** Is your food hygiene rating sticker or certificate on display in your premises?

Base: All respondents (England 438; NI 476; Wales 487)

\* Value >0.5%

Businesses in Wales were then asked about the format in which they are displaying their rating. As in previous waves, the majority say that they are displaying statutory stickers (84%), with 8% saying that they are displaying old-style stickers and just 1% saying that they are displaying both types of stickers. These results are in line with those reported in 2018 and 2017.

**Figure 11: Wales sticker display type**



B10i: And are you displaying the new style or the old-style sticker at your premises?

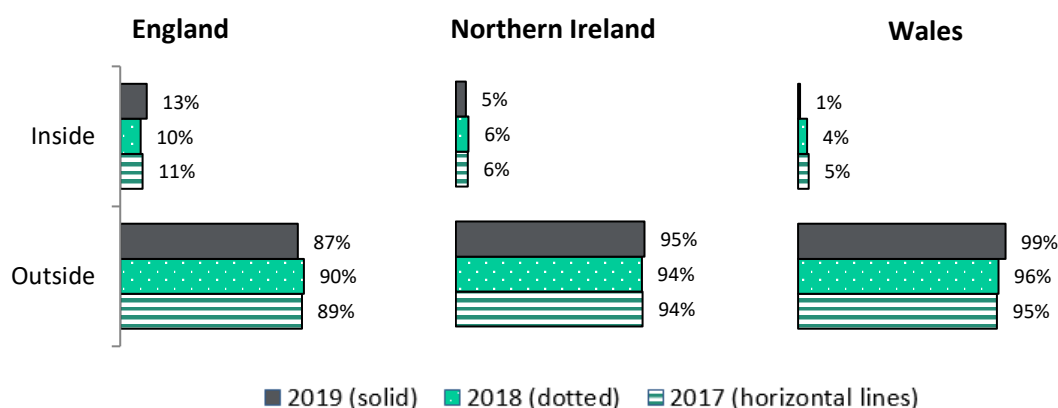
Base: all long interview respondents with their FHRs sticker on display 2019/2018/2017 (Wales 489/463/474)

### 5.3 Stated location of display

Outlets were asked whether their rating is visible from the outside of the premises. In England, 87% of those that say that they are displaying state that their rating is visible from the outside, with the remaining 13% saying that the rating is visible inside the premises only. However, as noted earlier, these proportions differ remarkably from those observed in the mystery shopping audits: 55% of establishments in England were found to be displaying ratings outside, with a further 6% displaying them inside the premises.

In Northern Ireland, 95% state that they are displaying outside the premises. Similarly, in Wales, 99% claim they are displaying outside. Although these figures are also at odds with the rates of display observed in the mystery shopping audits, the differences are not as stark as in England (87% were found to be displaying outside in Northern Ireland and 89% in Wales).

**Figure 12: Stated display outside or inside**



**2019 – 2018 - SR5/B10g.** Can I just check, can customers clearly see the certificate/sticker from the outside of your premises, in other words, without having to enter your premises?  
 Base: All those displaying FHR rating 2019/2018 (England 402/415; NI 490/486; Wales 489/495)

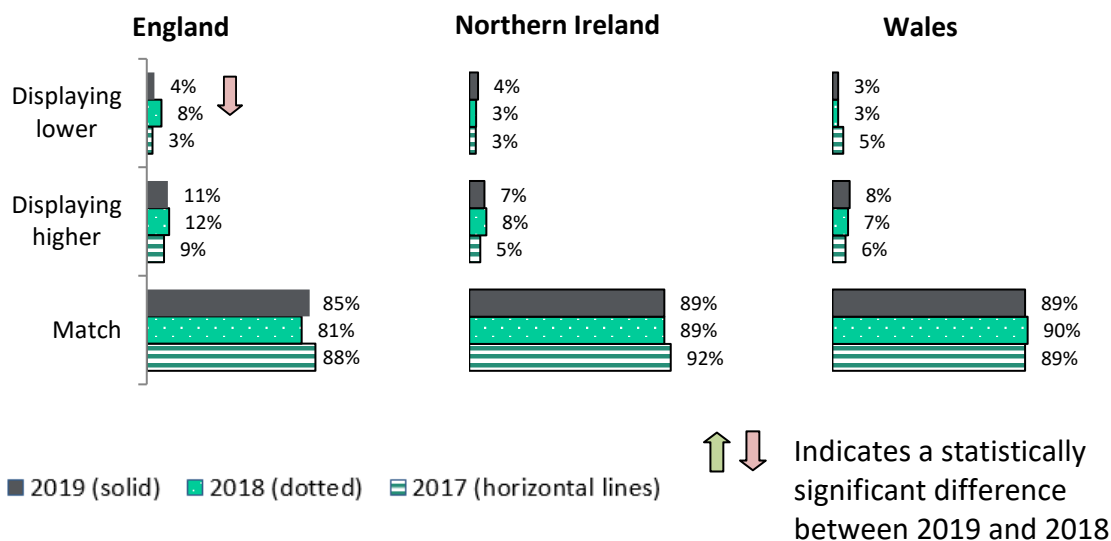
**2017 - SR5/B10c/B10g:** Can customers clearly see the sticker or certificate from the outside of your premises, in other words, without having to enter your premises?  
 Base: All those displaying FHR rating 2017 (England 400; NI 473; Wales 479)

#### 5.4 Comparison of stated rating to those recorded in the FHR database

A comparison has been made between the ratings that outlets say they have been given and those recorded in the FHR database. For the purposes of fieldwork, a sample of the database was drawn on 5 August 2019. Any comparisons to the FHR database stated in this section are to ratings in the database on that date. This analysis allows us to ascertain whether businesses are using the most up to date ratings and whether they recall their rating correctly. However, it is worth noting that fieldwork for the business survey took place between 23 September and 12 November 2019, so it is possible that some ratings could have changed on the FHR database before or during the fieldwork period<sup>9</sup>. In most cases, the rating stated by businesses matches the rating on the FHR database. 89% of stated ratings match those in the database in Northern Ireland and Wales. In England, the match rate is 85%. Encouragingly, the proportion that are displaying lower ratings has been reduced by half compared to 2018 in England (4%, compared to 8% in 2018) and is in line with the results reported in 2017 (3%).

<sup>9</sup> As with the comparisons between observed ratings and ratings in the FHR database, an exercise was conducted following the completion of the business survey where FHR database ratings were updated to account for any changes that may have occurred during the fieldwork period. If a rating had changed after the fieldwork period, this was not taken into account. Small increases in the match rates across all countries can be observed (89% in England, 91% in Northern Ireland and 94% in Wales).

**Figure 13: Comparison of stated rating to recorded rating**



**SR2/B9:** Thinking specifically about your green and black food hygiene rating, what rating have you been given?

Base: All those that claim to be displaying FHRs rating 2019/2018/2017 (England 466/462/438; NI 492/491/475; Wales 491/501/480).

It is worth noting that all businesses surveyed had been awarded a rating. However, a small proportion stated that they were awaiting their rating (1% in England, <0.5% in Northern Ireland and <0.5% in Wales).

**Table 4: Comparison of stated rating to rating recorded in FHRS database (England)**

| Rating awarded | base size | Rating stated in survey |       |     |     |     |            |
|----------------|-----------|-------------------------|-------|-----|-----|-----|------------|
|                |           | Awaiting inspection     | 0 - 2 | 3   | 4   | 5   | Don't know |
| 0 - 2          | 13**      | 11%                     | 54%   | 6%  | 10% | 12% | 6%         |
| 3              | 23        | 0%                      | 0%    | 56% | 23% | 17% | 4%         |
| 4              | 81        | 0%                      | 1%    | 3%  | 68% | 26% | 2%         |
| 5              | 359       | 0%                      | *%    | *%  | 4%  | 94% | 1%         |

**Table 5: Comparison of stated rating to rating recorded in FHRS database (Northern Ireland)**

| Rating awarded | base size | Rating stated in survey |       |     |     |     |            |
|----------------|-----------|-------------------------|-------|-----|-----|-----|------------|
|                |           | Awaiting inspection     | 0 - 2 | 3   | 4   | 5   | Don't know |
| 0 - 2          | 2**       | 0%                      | 100%  | 0%  | 0%  | 0%  | 0%         |
| 3              | 14**      | 7%                      | 0%    | 65% | 0%  | 28% | 0%         |
| 4              | 87        | 0%                      | 0%    | 5%  | 69% | 26% | 0%         |
| 5              | 392       | 0%                      | 0%    | *%  | 4%  | 95% | 1%         |

**Table 6: Comparison of stated rating to rating recorded in FHRS database (Wales)**

| Rating awarded | base size | Rating stated in survey |       |     |     |     |            |
|----------------|-----------|-------------------------|-------|-----|-----|-----|------------|
|                |           | Awaiting inspection     | 0 - 2 | 3   | 4   | 5   | Don't know |
| 0 - 2          | 19**      | 0%                      | 48%   | 21% | 6%  | 21% | 4%         |
| 3              | 43        | 2%                      | 2%    | 72% | 11% | 12% | 0%         |
| 4              | 111       | 0%                      | 0%    | 3%  | 80% | 17% | 0%         |
| 5              | 321       | 0%                      | 0%    | 0%  | 3%  | 96% | *%         |

**SR2/B9:** Thinking specifically about your green and black food hygiene rating, what rating have you been given?

Base: All those who claim to be displaying FHRS rating.

\* Value <0.5%

\*\*caution, low base size

## 5.5 Satisfaction with rating

Establishments that recalled receiving a FHRs rating were asked how satisfied they are with the rating received. The majority of establishments are satisfied with their rating, with satisfaction being highest in Northern Ireland (93%). In Wales, 89% say that they are satisfied and 88% say so in England.

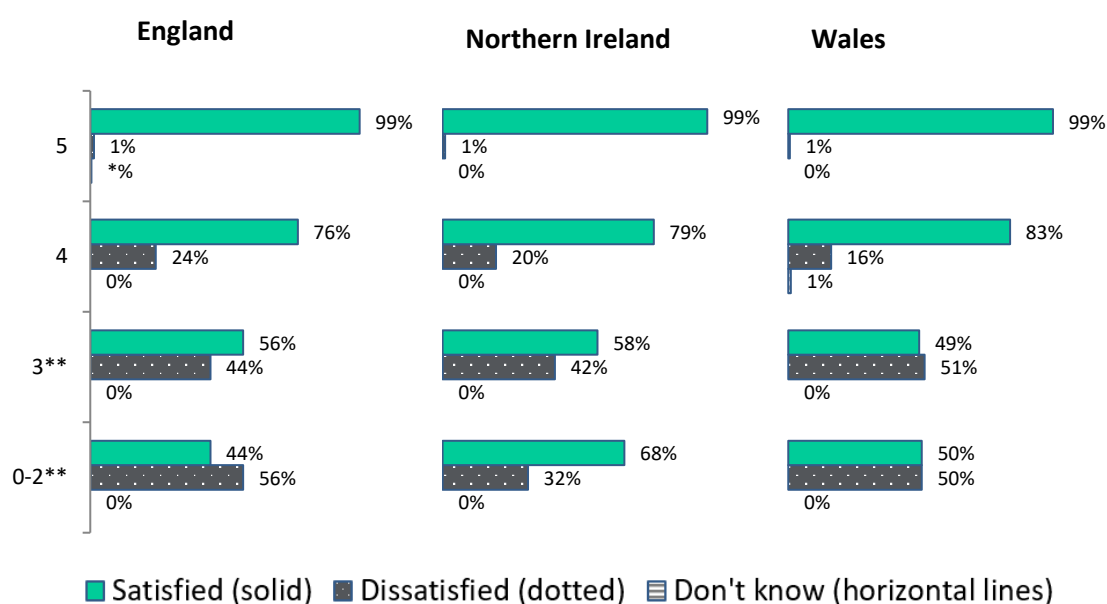
Satisfaction with the rating received is related to the level of that rating. Those who received lower ratings are less likely to be satisfied. Receiving a rating of 2 or below is more likely to cause dissatisfaction in Wales and England than in Northern Ireland: 56% of business who received a rating of 2 or less say that they are dissatisfied in England and 50% in Wales, compared to 32% of businesses in Northern Ireland.

In Wales, 51% of outlets with a rating of 3 are dissatisfied while 44% are dissatisfied in England and 42% in Northern Ireland.

Conversely, 76% of businesses with a rating of 4 say that they are satisfied in in England, 79% in Northern Ireland and 83% in Wales.

Perhaps unsurprisingly, the vast majority of establishments with a rating of 5 say that they are satisfied with their rating (99% in all countries).

**Figure 14: Satisfaction with rating by rating received**



\*\* Caution low base sizes for ratings 0-2 and 3

\* Value <0.5%

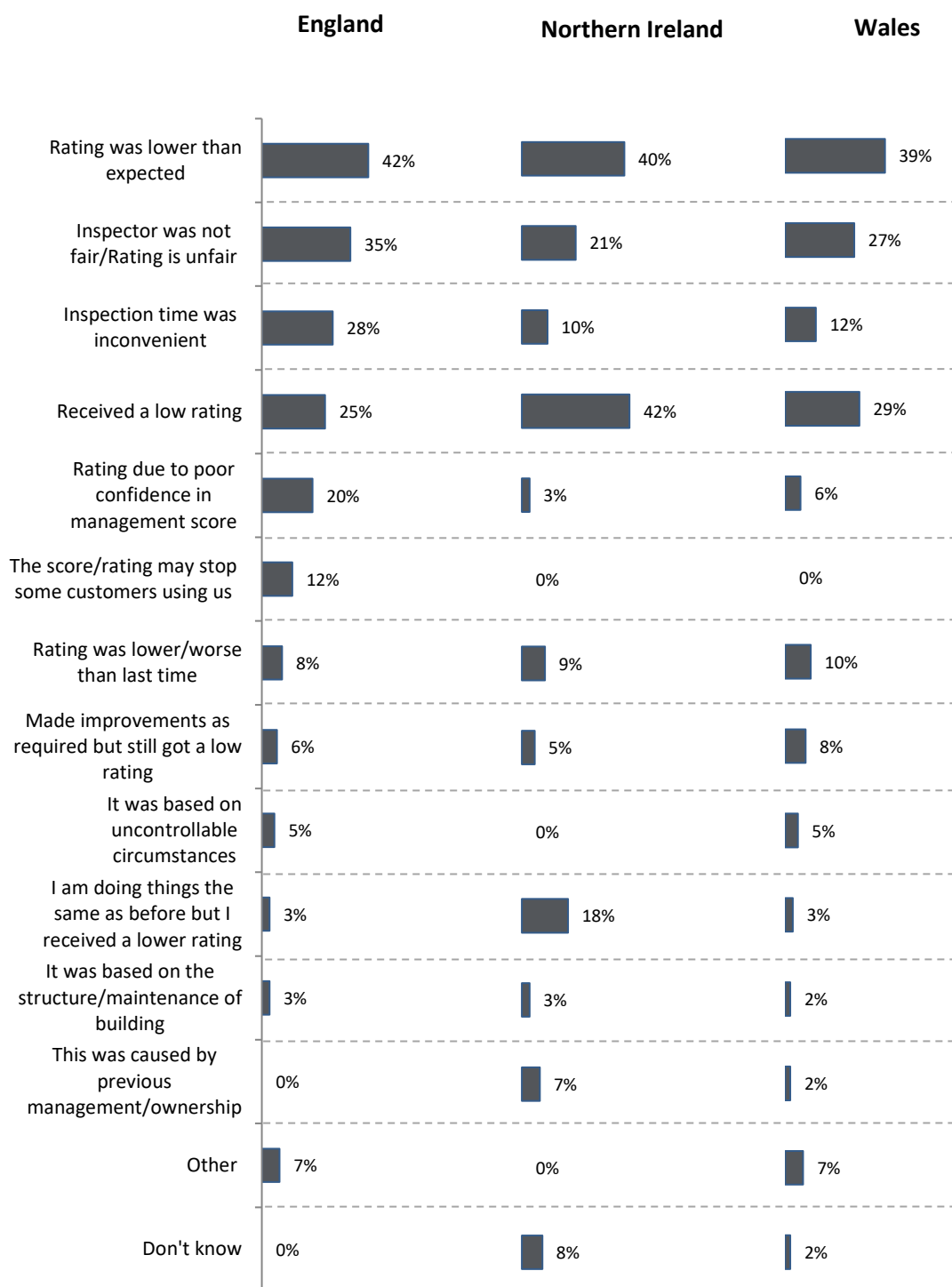
**B9b:** Are you satisfied with the rating you received? Base: All long interview respondents that have an FHRs rating sticker/certificate 2018 (England: [464] 0-2 (11), 3 (22), 4 (79), 5 (352); Northern Ireland [487] 0-2 (2), 3 (12), 4 (87), 5 (386); Wales [491] 0-2 (18), 3 (42), 4 (111), 5 (320))



Businesses that were not satisfied with their ratings were then asked about their reasons for not being satisfied. The figure below summarises the responses given. Although the base sizes are rather low within each country, the most commonly mentioned reason for dissatisfaction in England and Wales is receiving a rating that was lower than expected (42% in England and 39% in Wales). In Northern Ireland, the most common reason is receiving a low rating (42%).

In addition, 35% think that the rating is not fair in England and 27% say so in Wales while the proportion of establishments dissatisfied with their rating citing this reason in Northern Ireland drops to 21%.

**Figure 15: Reasons for dissatisfaction with rating**



**B9c: Why are you not satisfied with the rating you received?**

Base: All long interview respondents that are not happy with their rating 2019 (England [37], Northern Ireland [27], Wales [50])

[Accessible data table for Figure 15](#)

## 5.6 Actions taken to improve ratings

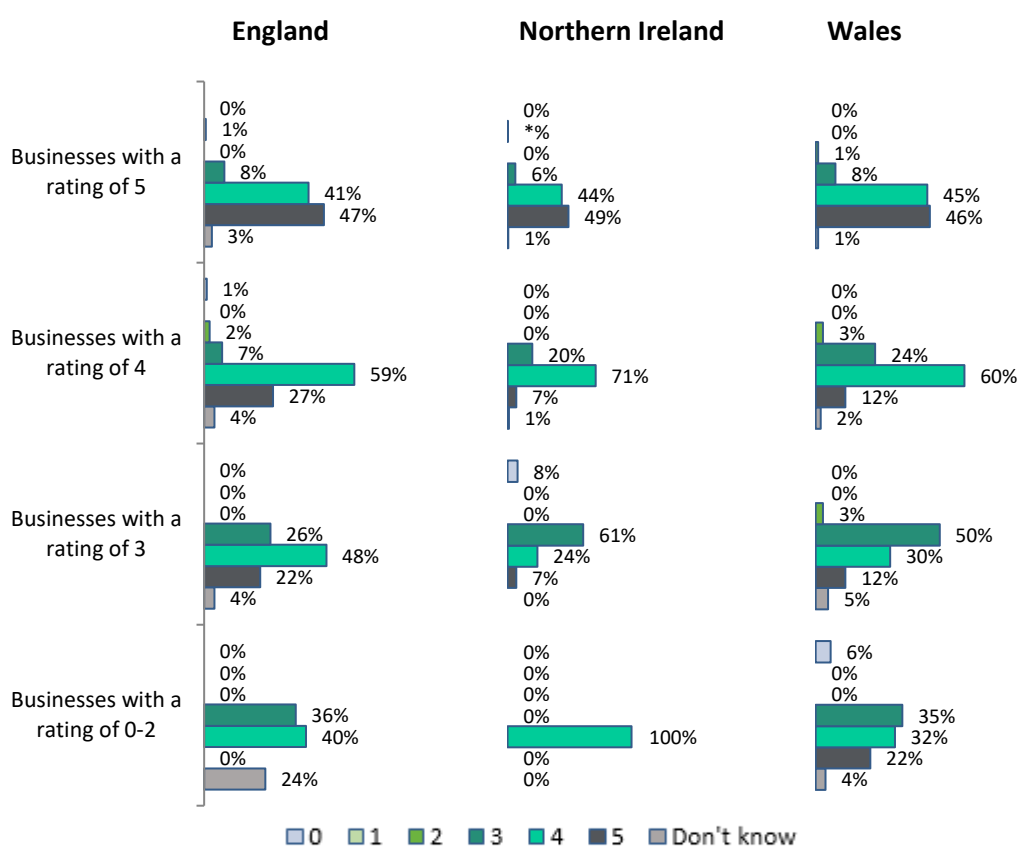
Establishments were asked what the lowest rating is that they would be happy to display. If they have been given a rating of 4 or below, they were also asked if they have taken any actions to improve their rating, and if so, what these actions were.

### 5.6.1 Lowest acceptable ratings for display

As noted in 2018 and 2017, there is a correlation between the rating that an outlet has been given and the lowest rating that they would consider 'good enough' to display at their premises.

Businesses that have been awarded a rating of 5 are more likely to say that 5 is the lowest rating that they would consider acceptable to display, while outlets that received a rating of 4 state that this is the lowest rating they would display. In general, for those with a rating of 3 or below, a rating of 3 would be considered good enough to display.

**Figure 16: The lowest rating respondents would consider good enough for display**



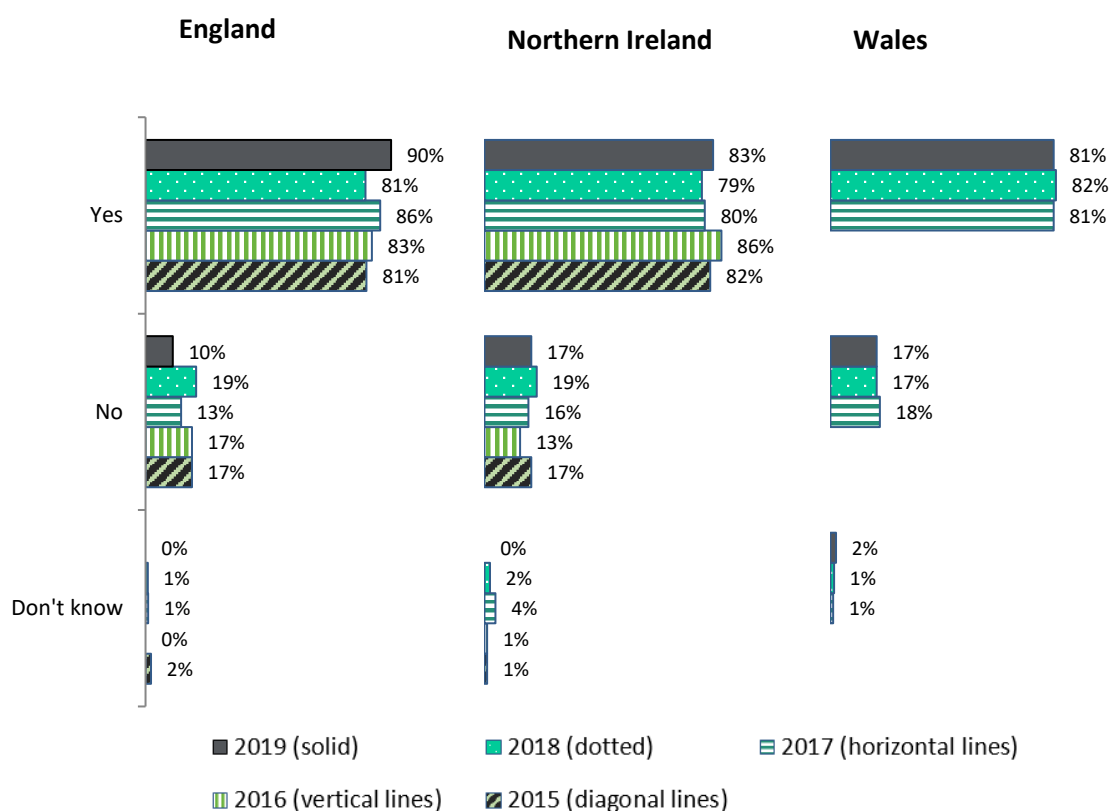
**B21b:** What is the lowest food hygiene rating that you would consider 'good enough' to display at your premises? Base: All long interview respondents that have an FHRS sticker/certificate 2018 (England [473]: 0-2 (13), 3 (23), 4 (81), 5 (356); NI [490]: 0-2 (2), 3 (13), 4 (87), 5 (388); Wales [494]: 0-2 (19), 3 (43), 4 (111), 5 (321))

[Click here to go to the accessible data tables](#)

## 5.6.2 Improving standards

Most establishments that have been awarded a rating of 4 or below have taken action to improve their rating at the next inspection<sup>10</sup>. The proportions of outlets saying that they have taken action are broadly in line with those reported in previous years in all countries.

**Figure 17: Whether establishments with a 0-4 rating have done anything to improve their rating at the next inspection**



**B9e:** Have you made any changes to the way you do things at your premises in order to improve your food hygiene rating at next inspection?

Base: Those that have FHRs rating 0-4 (England 101/120/124/138/160; NI 92/92/109/157/148; Wales 154/150/165)

<sup>10</sup> All businesses awarded 0-2 will have been required to take measures to improve their hygiene standards to address the issues found at inspection. Their rating, however, will remain the same and not change until they are next formally inspected by their local authority.

### 5.6.3 Actions taken to improve rating

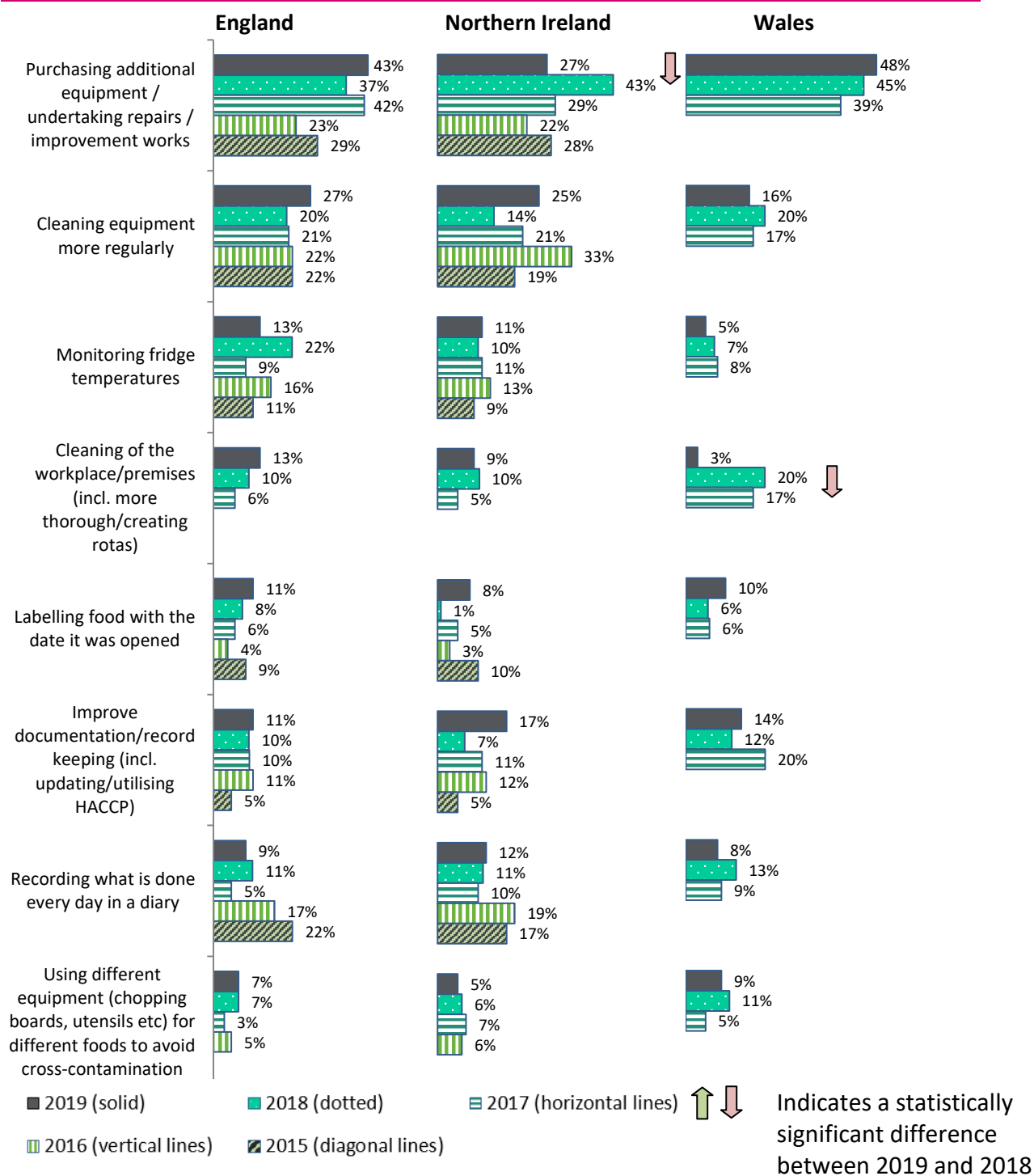
The most commonly reported action taken by business to improve their rating is purchasing new equipment or undertaking repairs: 43% cite this in England and 48% in Wales. This is also the case in Northern Ireland. However, the proportion citing this action is lower in this country (27%) and has decreased compared to 2018 (43%). In Northern Ireland, a similar proportion (25%) cite cleaning equipment more regularly as one of the most commonly taken actions, a proportion that has increased (although not significantly) compared to 2018 (14%). This is also the second most common action taken by establishments in England (27%) and Wales (16%).

Other common actions taken in England are monitoring fridge temperatures (13%) and cleaning the workplace/premises (13%). Improving documentation/record keeping comes as the third most commonly taken action in Northern Ireland (17%) and Wales (14%).

Nonetheless, as observed in previous years, the three most common actions taken across each country cover all three of the elements which make up the basis for the rating score:

- compliance with structural requirements,
- compliance with food hygiene safety procedures, and
- improving documentation/record keeping.

**Figure 18: Actions taken to improve ratings**



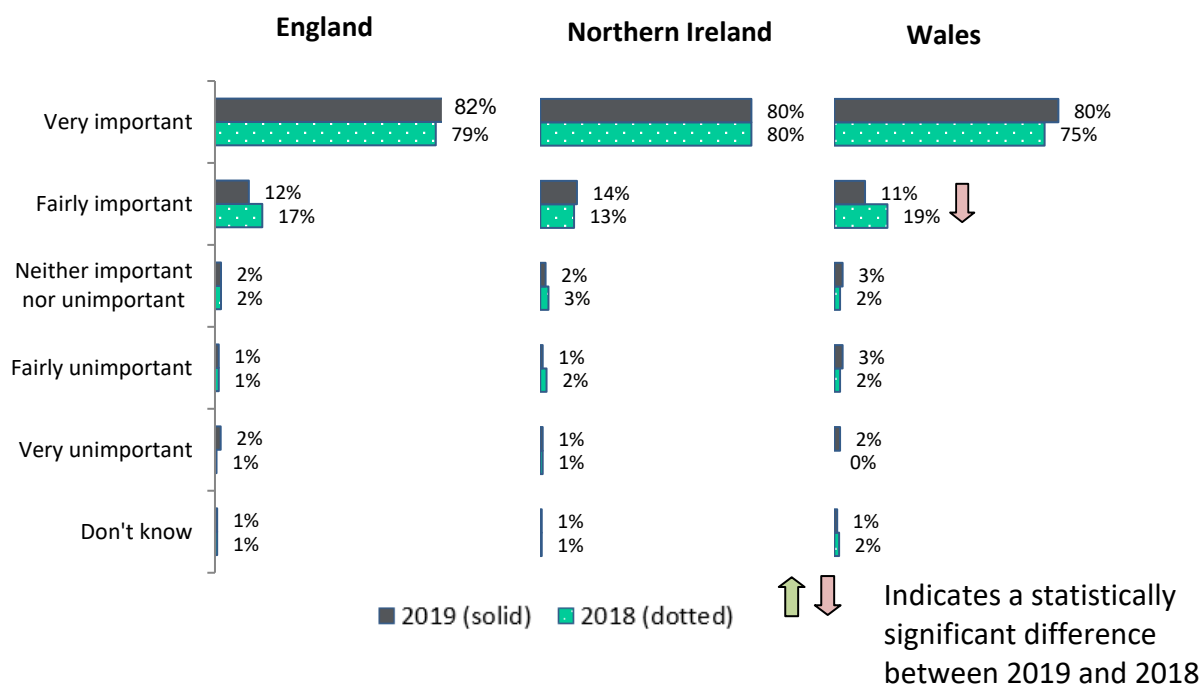
**B9f:** And what changes have you made at your premises in order to achieve a higher food hygiene rating at your next inspection? What other changes?  
 Base: All long interview respondents that have made changes to improve their rating (England 91/96/106/112/128; NI 76/72/85/135/119; Wales 125/122/134 N.B this question was not asked in Wales between 2011/12 and 2016)

[Accessible data table for Figure 18](#)

## 5.7 Food hygiene inspections and ratings

Businesses were then asked how important it is for them that their premises are inspected and that a food hygiene rating is awarded on a regular basis. In England, 82% consider this to be very important while 80% state this in Northern Ireland and Wales. Only a minority consider regular inspections to be unimportant (3% in England, 3% in Northern Ireland and 5% in Wales).

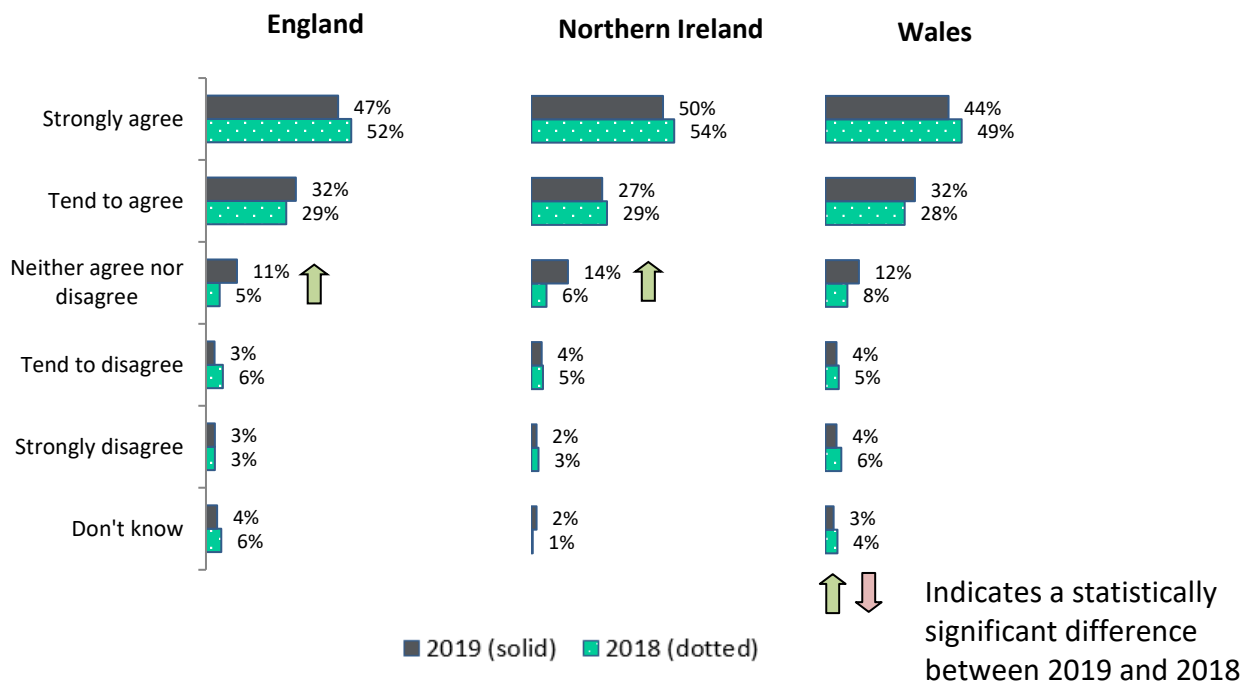
**Figure 19: Importance of inspections and FHRS ratings given regularly**



**B22.** How important is it to your business that it is inspected, and that a Food Hygiene rating is given, on a regular basis? Base: All long interview respondents that have an FHRS rating sticker/certificate 2019/2018 (England 473/431; NI 490/463; Wales 494/468)

Businesses were then asked how strongly they agree or disagree that other data, apart from the Food Hygiene Rating Score based on the local authority inspection should be used when awarding ratings. The example of 'other data' shown to respondents was: 'outcomes of hygiene audits that the business pays someone to do'. 79% agree that this type of data should be used to inform ratings in England while 78% agree in Northern Ireland and 77% in Wales. Although this question was asked slightly different in 2018 (see figure 20); the results are broadly consistent, except for those that neither agree nor disagree in England and Northern Ireland which have increased.

**Figure 20: Agreement that other data, apart from the Food Hygiene Rating Score based on the local authority inspection, should be used to inform ratings**



**2019 - B24.** Currently food businesses, like yours, are awarded a Food Hygiene Rating Score based solely on a local authority inspection. Other data could be used to inform ratings, such as outcomes of hygiene audits that the business pays someone to do. To what extent do you agree or disagree that this type of data should be used to inform food hygiene ratings?

Base: All long interview respondents that have an FHRs rating sticker/certificate 2019 (England 473; NI 490; Wales 494)

**2018 - B23.** Please now think specifically about Food Hygiene inspections carried out by your local authority that lead to a Food Hygiene rating. Which, if any, of the following do you think inspectors evaluate to decide what rating a premise should be given?

**2018 - B24.** To what extent do you agree or disagree that this type of data should be used to inform food hygiene ratings?

Base: All long interview respondents that have an FHRs rating sticker/certificate 2018 (England 431; NI 463; Wales 468)



## 5.8 Use of FHRS in marketing

Businesses were asked whether they have used their ratings on promotional platforms and materials and whether they are doing so currently or have done so previously. The results for this question are shown in figure 21.

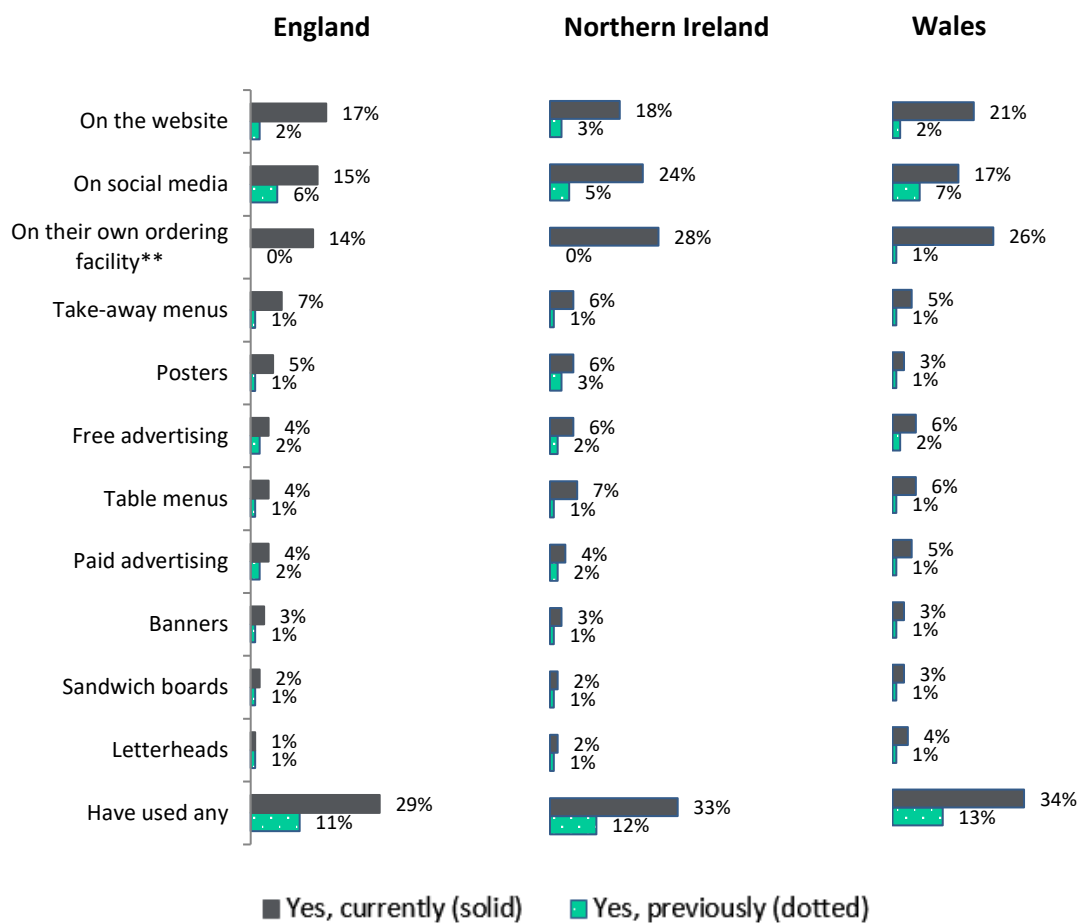
Overall, 29% are currently using their rating in marketing materials in England while 33% are doing so in Northern Ireland and 34% in Wales. In England, 11% say they have used their rating previously, 13% say so in Wales and 12% in Northern Ireland.

In terms of the specific ways of using the ratings on marketing materials, 17% of businesses in England, 18% in Northern Ireland and 21% in Wales are currently showing their rating on their website. 2% say they have previously done so in England and Wales respectively, and 3% say so in Northern Ireland.

In addition, 15% say that they are showing their rating on social media in England and 17% in Wales. The proportion that say that they are doing this in Northern Ireland is slightly higher (24%). 6% in England, 5% in Northern Ireland and 7% in Wales say that they have shown their rating on social media previously.

Those who have their own ordering facility (excluding those who use aggregators only) were asked whether they are showing their rating on this platform. 28% say that they are currently doing so in Northern Ireland and 26% in Wales. However, the proportion that are displaying their rating on their own ordering facility in England is lower (14%).

**Figure 21: Ways of using FHRs in marketing**



**B9i** Does your business currently use, or has it previously used, your rating in any of the following ways?

Base: All long interview respondents that have a rating (England 463; NI 487; Wales 491).

\*\*'On your own ordering facility' was asked only to long interview respondents who said that they had their own online ordering facility at question A6 (Base: England 82, Northern Ireland 82, Wales 78).

[Accessible data table for figure 21](#)

## 5.9 Drivers of display

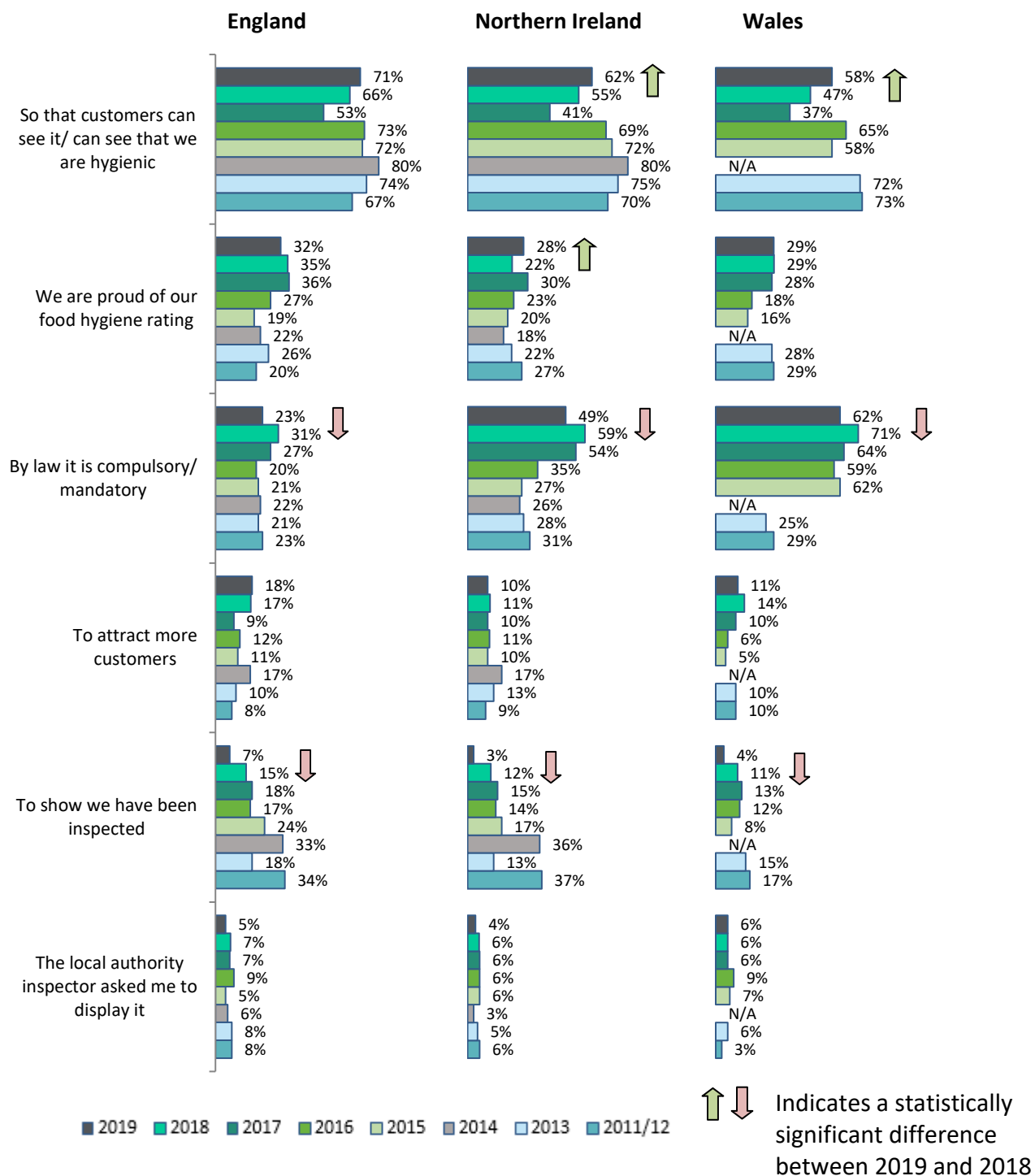
All respondents who stated that they are displaying their rating (in any form) were asked for the reasons why they display it. Figure 22 summarises these reasons and how they have changed over time.

In England, 71% mention customer assurance (so that customers can see that we are hygienic). 32% state that they are proud of their food hygiene rating. In contrast, the proportions saying that they are showing their rating because they believe it to be mandatory in England (23%) or to show that the business has been inspected (7%) have decreased significantly compared to 2018 (from 31% and 15% respectively). It is worth noting that displaying ratings is not currently a statutory requirement in England.

In Northern Ireland, although it is a statutory requirement to display ratings, the proportion that say they display their rating because of the compulsory nature of the scheme has also decreased significantly compared to 2018 (49% in 2019, compared to 59% in 2018). This is also the case for businesses citing that they display their rating to show that they have been inspected, which has gone down to 3% from 12% in 2018. Conversely, the proportions that cite the following reasons have increased significantly: customer reassurance (62%, previously 55%) and pride in the rating (28%, previously 22%).

In Wales, there is a similar picture. The proportion of outlets that say that they are displaying their rating because it's compulsory has decreased significantly: 62% cite this, compared to 71% in 2018. Although this is still the most commonly mentioned reason for displaying ratings in Wales, the proportion that cite customer assurance has increased (58%, previously 47%) and the proportion of businesses saying that they display their rating to show that they have been inspected has gone down from 11% in 2018 to 4%.

**Figure 22: Drivers of display**



**B18** Why do you display the food hygiene rating in your premises? What other reasons?

Base: All long interview respondents with FHRs on display

2019/2018/2017/2016/2015/2014/2013/2012 England

(400/387/393/356/362/337/316/296), NI (485/459/466/401/409/403/372/308), Wales

(489/463/473/473/467/NA/340/245)

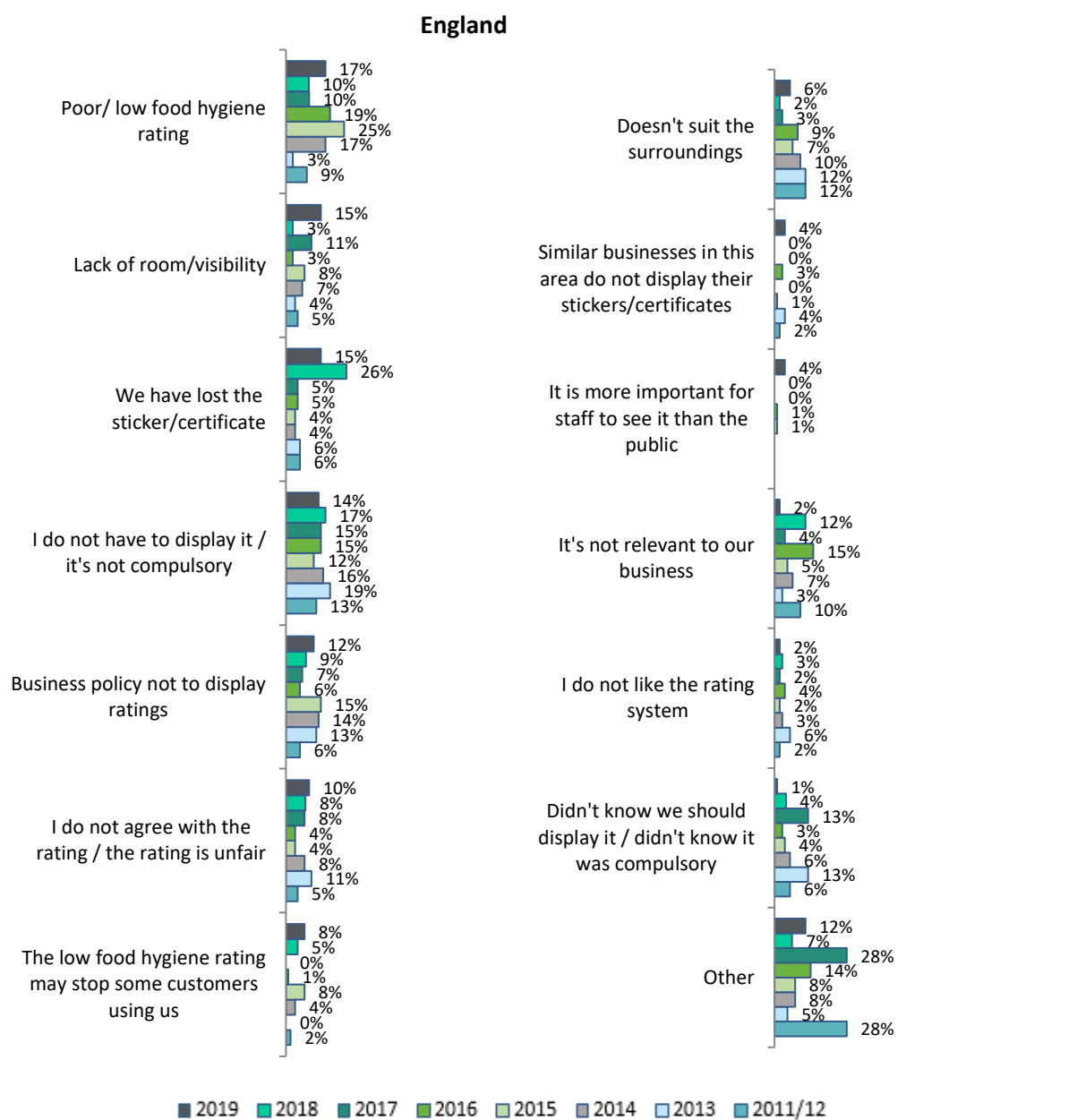
[Accessible data table for Figure 22](#)

Reasons for non-display were also explored. Since the vast majority say they are displaying their ratings in Northern Ireland and Wales (only six respondents stated they are not displaying their rating in Northern Ireland and five say so in Wales) the table below shows the results for England only, with trends over time.

The most common reason for not displaying ratings is having been awarded a poor or low hygiene rating, with 17% mentioning this. A similar proportion cite a lack of room/visibility (15%) or that they have lost the sticker/certificate (15%). The proportion saying that they have lost their rating has decreased compared to 2018 (from 26% in 2018) while there are more businesses referring to a lack of room in 2019 (compared to 3% in 2018). These differences, however, are not statistically significant due to the relatively low base sizes.

In addition, the voluntary nature of the scheme is also among the most frequently mentioned reasons for not displaying ratings, with 14% saying that they are not displaying because it's not compulsory.

**Figure 23: Reasons for non-display**



**B20 Why is your Food Hygiene rating not publicly on display?**

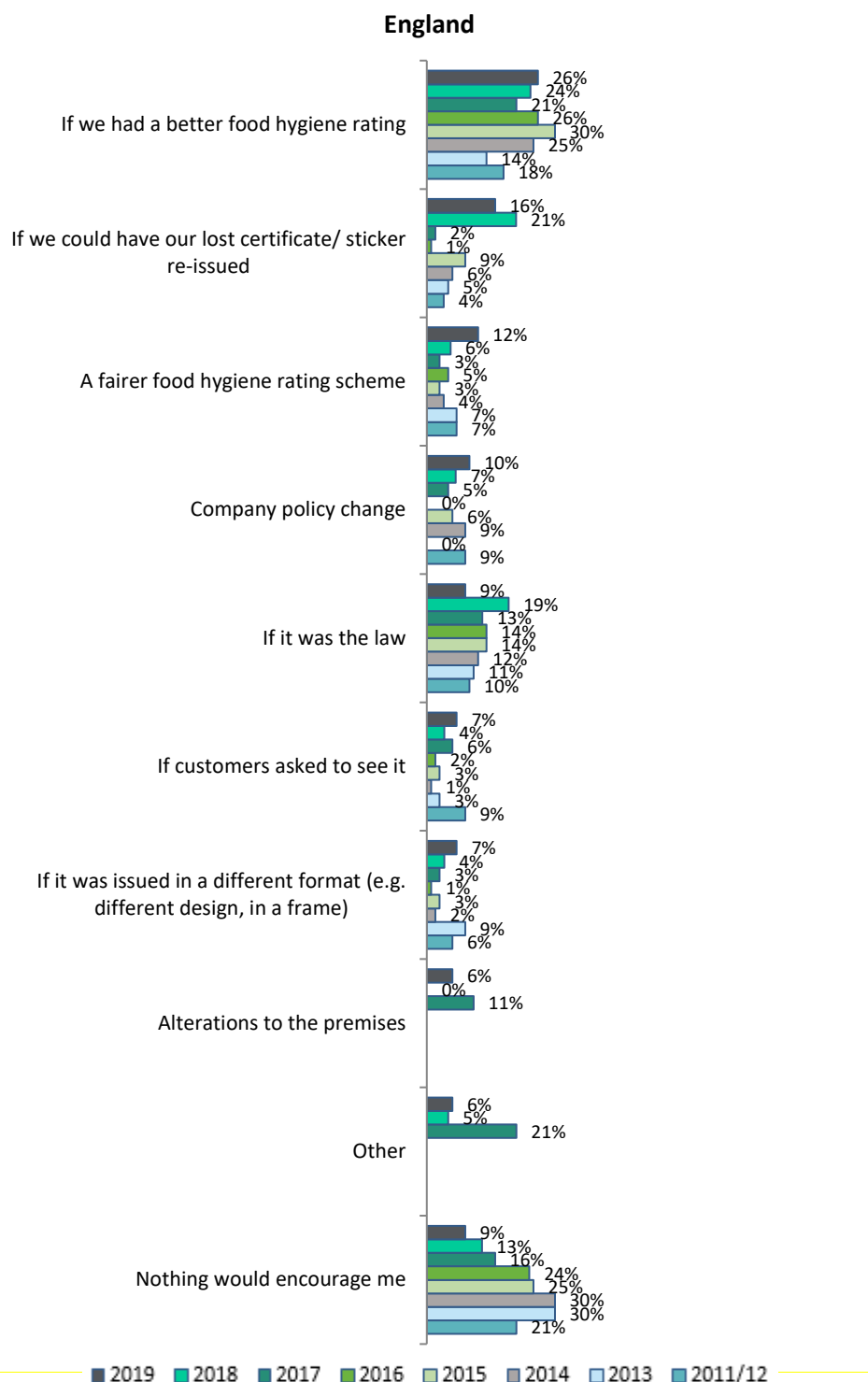
Base: All respondents with FHRS not on display (England 74/39/45/65/71/181/68/52)

[Accessible data table for Figure 23](#)

Additionally, those outlets that are not displaying their rating in England were asked what, if anything, would encourage them to display.

Most would be encouraged to display if they had a better food hygiene rating (26%). Other commonly mentioned incentives would be having lost stickers/certificates re-issued (16%) and a fairer hygiene rating scheme (12%).

**Figure 24: Encouraging wider use in England**



**B21** What would encourage you to publicly display your food hygiene rating?

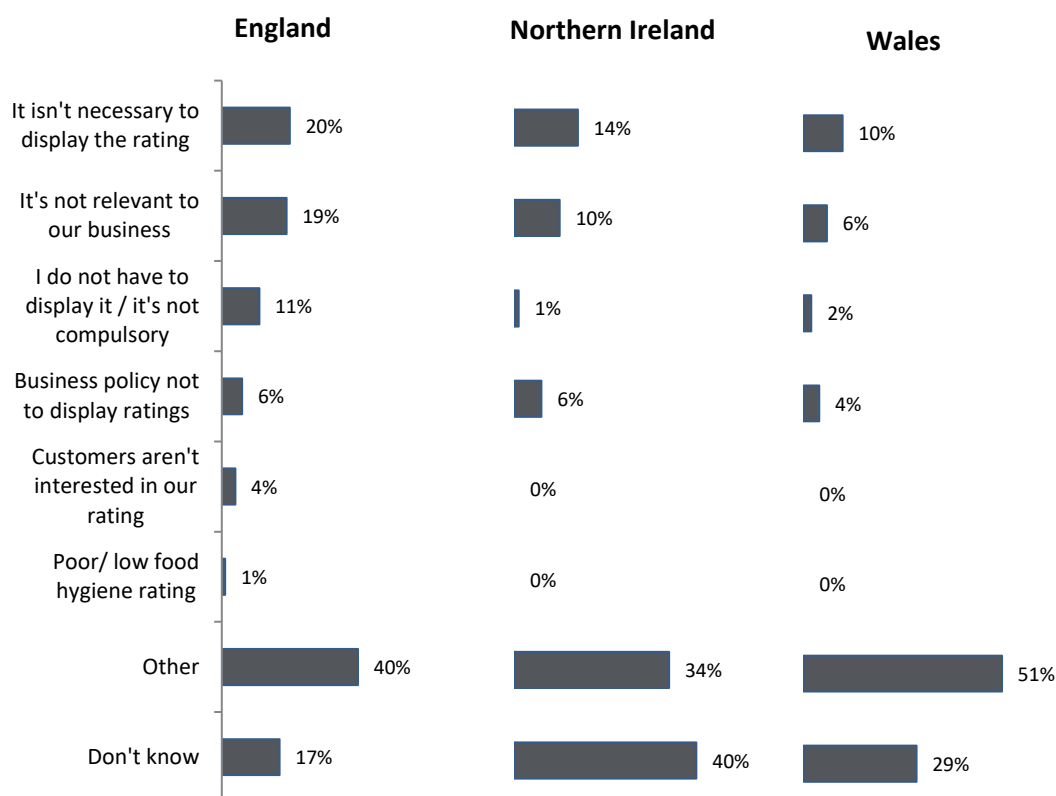
Base: All long interview respondents with FHRs not on display (England 74/39/45/65/71/181/68/52)

N.B only mentions above 6% are shown.

[Accessible data table for Figure 24](#)

In 2019, businesses that have their own ordering facility and are not displaying their rating on it were asked about their reasons for not displaying on these platforms. The most commonly mentioned reason in all countries is because it isn't necessary to display the rating, with 20% referring to this in England, 14% in Northern Ireland and 10% in Wales. The second most commonly mentioned reason is a lack of relevance for the business, with 19% stating this in England, 10% in Wales and 6% in Northern Ireland.

**Figure 25: Reasons for not displaying ratings on online ordering facilities**



**B9ja.** You said that you don't display your rating on your online ordering facility. Why is this?  
 Base: All long interview respondents who have their own online ordering facilities and don't display their ratings on it (England 57, NI 53, Wales 47)

[Accessible data table for Figure 25](#)

### 5.10 Impact of display

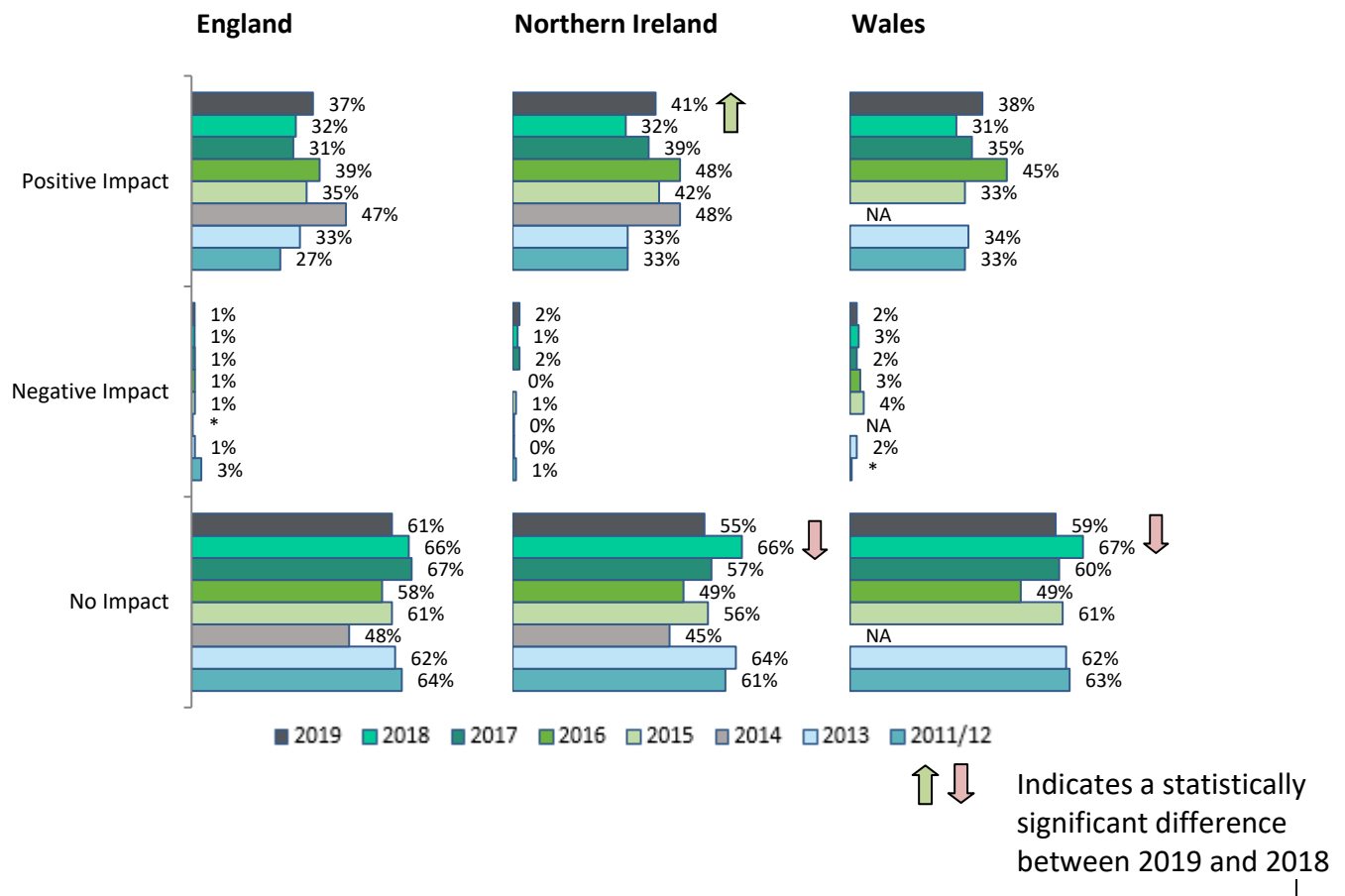
All outlets that stated that they are displaying their rating were asked what impact, if any, this has had on their business. Figure 26 summarizes these impacts.

In England, 37% say that display has had a positive impact upon their business in some way (an increase from 32% in 2018). This increase has been accompanied by a (not significant) decrease in the proportion that say that display has had no impact (61%, compared to 66% in 2018).



The same trend can be observed in Northern Ireland and Wales. The proportions that say that display has had no impact upon the business have decreased significantly (down from 67% to 59% in Wales, and from 66% to 55% in Northern Ireland) while the proportions that say display has had a positive impact have increased (up to 41%, from 32% in Northern Ireland; and up to 38%, from 31% in Wales).

**Figure 26: General impact of display**



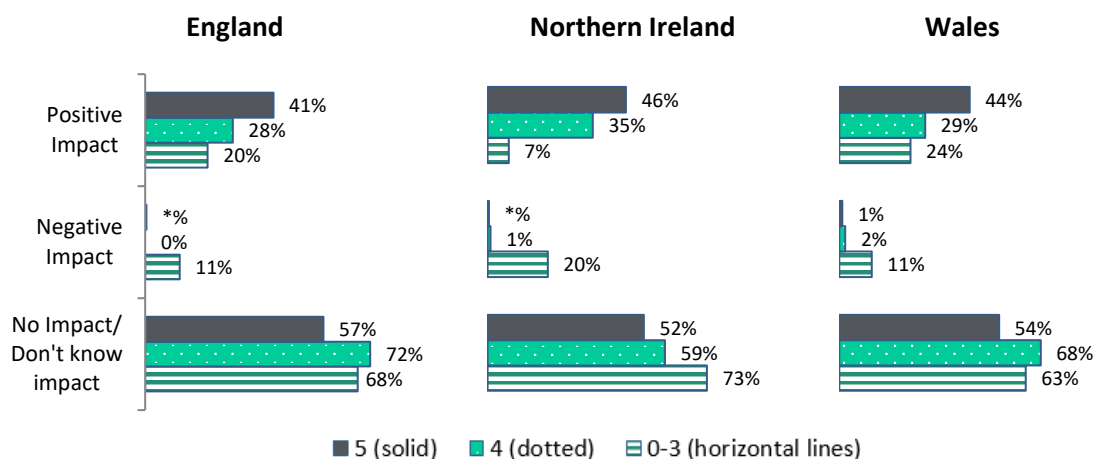
**B19:** What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?

Base: All respondents with FHRs on display (England 400/387/394/356/362/337/316/296, Northern Ireland 485/459/467/401/409/403/372/308, Wales 489/463/474/473/467/NA/340/245)

[Accessible data table for Figure 26](#)

Perhaps unsurprisingly, those that have been given a lower rating are less likely to say that display of their rating has had a positive impact upon their business. Businesses with a rating of 5 are more likely to say that display has had a positive impact, whilst those with a rating of 3 or below are more likely to say it has had a negative impact, particularly in Northern Ireland.

**Figure 27: General impact of display by rating**



B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else? Base: All respondents with FHRs on display 2019 (England 5 (320), 4 (59), 0-3 (21); NI 5 (385), 4 (86), 0-3 (14); Wales 5 (320), 4 (109), 0-3 (60))

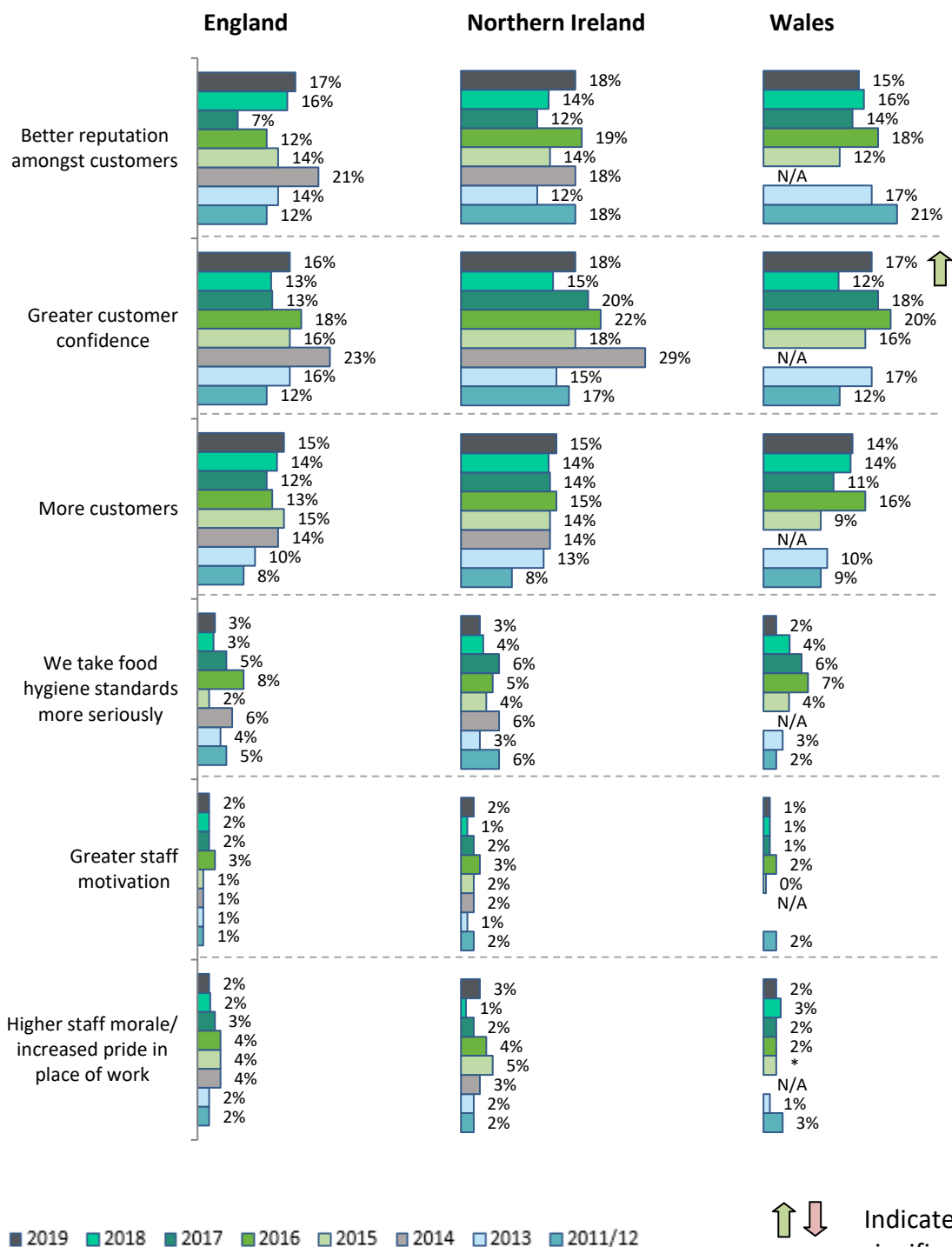
Businesses were also asked to describe the specific nature of the impact of displaying their rating, beyond whether it is positive or negative. The results are shown in figure 28.

In England, better reputation among customers continues to be the most frequently mentioned positive impact (17%). This is followed by greater customer confidence (16%) and helping encourage more customers into the establishment (15%).

In Northern Ireland, greater customer confidence (18%) and better reputation among customers (18%) are the two most commonly mentioned positive impacts. The third most commonly mentioned positive impact is helping encourage more customers into the establishment (15%).

In Wales, greater customer confidence is the most commonly mentioned impact of display (17%), which has increased significantly compared to 2018 (12%). This is followed by better reputation among customers (15%) and helping encourage more customers into the establishment (14%).

**Figure 28: Positive impacts of display**



NB: Mentions of 1% or more per country

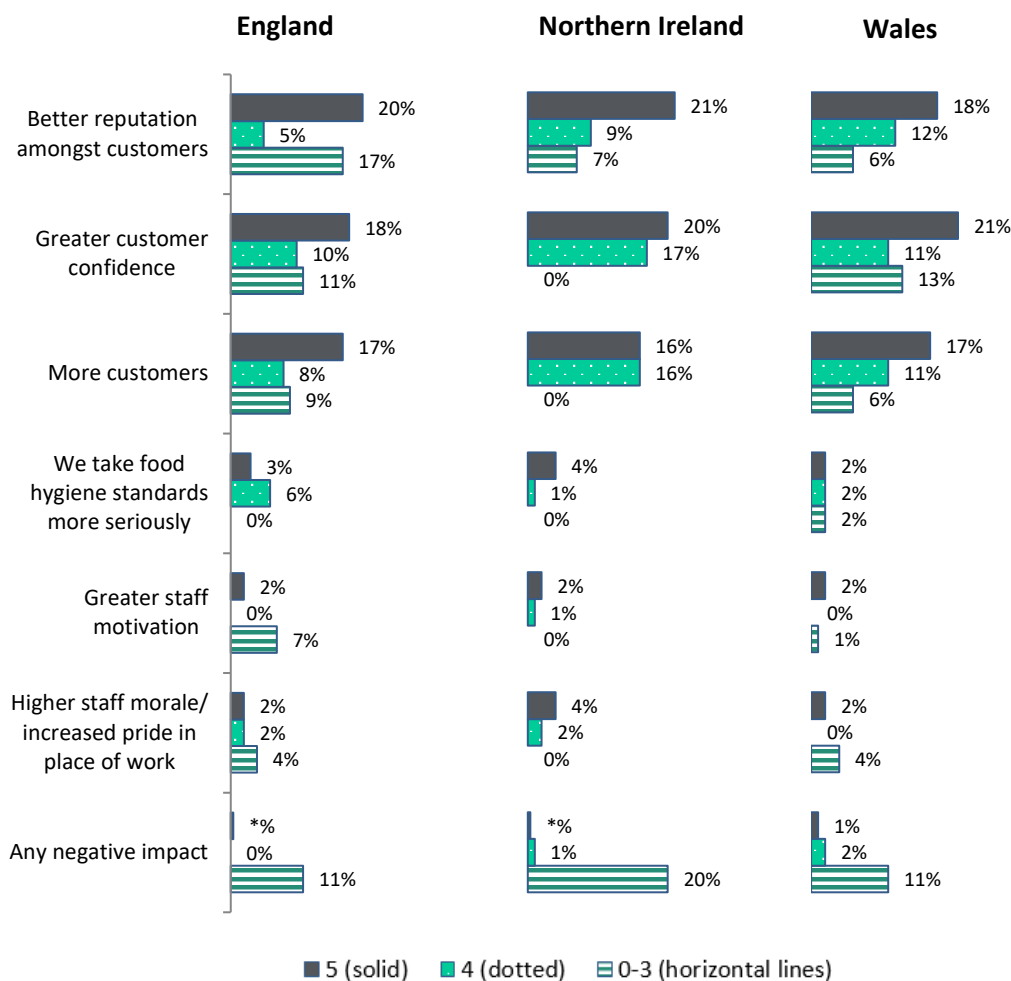
**B19:** What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?

Base: All respondents with FHRs on display 2019/2018/2017/2016/2015/2014/2013/2012 (England 400/387/394/356/362/337/316/296), NI (485/459/467/401/409/403/372/308), Wales (489/463/474/473/467/NA/340/245)

[Accessible data table for Figure 28](#)

These results have also been analysed according to the rating that outlets were given in their last inspection. Establishments with a rating of 3 or below in Northern Ireland are more likely to say that display has had a negative impact upon their business. However, this result needs to be interpreted with caution given the low base size. Outlets that have been awarded higher ratings (4 or 5) are more likely to say that display has had positive impacts, such as better reputation among customers or greater customer confidence. This is the case in all countries.

**Figure 29: Specific impacts of display by rating**



**B19:** What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else? Base: All respondents with FHRs on display 2018 (England 5 (320), 4 (59), 0-3 \*\* (21); NI 5 (385), 4 (86), 0-3 \*\* (14); Wales 5 (320), 4 (109), 0-3 (60)

\*\*Caution low base size

[Accessible data table for Figure 29](#)

### 5.11 Attitudes towards compulsory display

Due to the differing legal requirements across the countries, questions around attitudes to compulsory display were asked slightly differently. Businesses in Wales and Northern Ireland

were asked about their awareness of the legal requirement to display their rating and how they felt about this. In England, businesses were asked how they would feel if the display of ratings became a legal requirement.

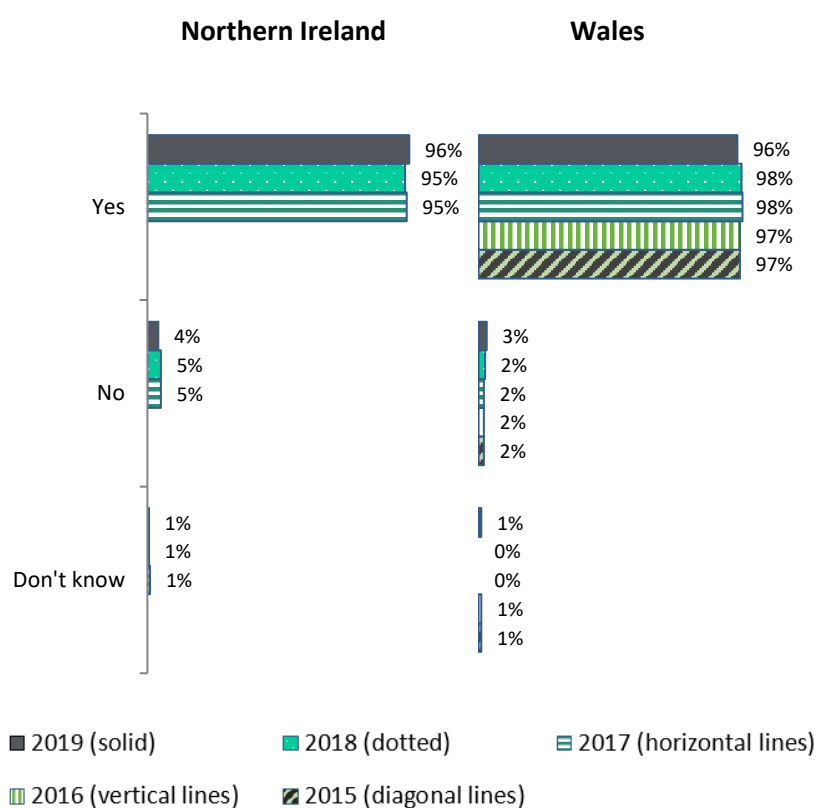
Additionally, businesses in all countries were asked about their views on compulsory display on online ordering platforms.

### 5.11.1 Wales & Northern Ireland

#### 5.11.1.1 Awareness

Many businesses are aware of the legal requirement to display ratings in Northern Ireland (96%) and Wales (96%). These proportions remain stable compared to previous years.

**Figure 30: Awareness of legal requirement to display ratings**



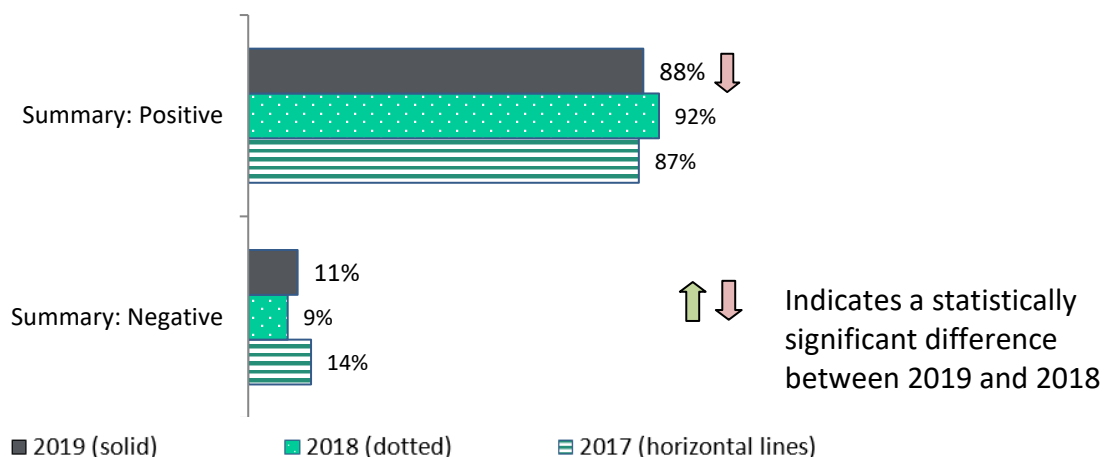
**C15:** And were you aware before this interview that it is a legal requirement in Northern Ireland/Wales to have your FHRs rating publicly on display

Base: All long interview respondents that have an FHRs rating sticker/certificate (NI 490/463/467; Wales 494/475/481/474)

#### 5.11.1.2 Opinions regarding the scheme in Wales

In Wales, most businesses continue to make positive comments when asked about their feelings regarding the Food Hygiene Rating Scheme now that it is a legal requirement to display their rating so that it is visible at each of the entrances to their premises (88%). This proportion has decreased slightly compared to 2018 (92%) but is now similar to 2017 (87%).

**Figure 31: Attitudes to compulsory display in Wales**

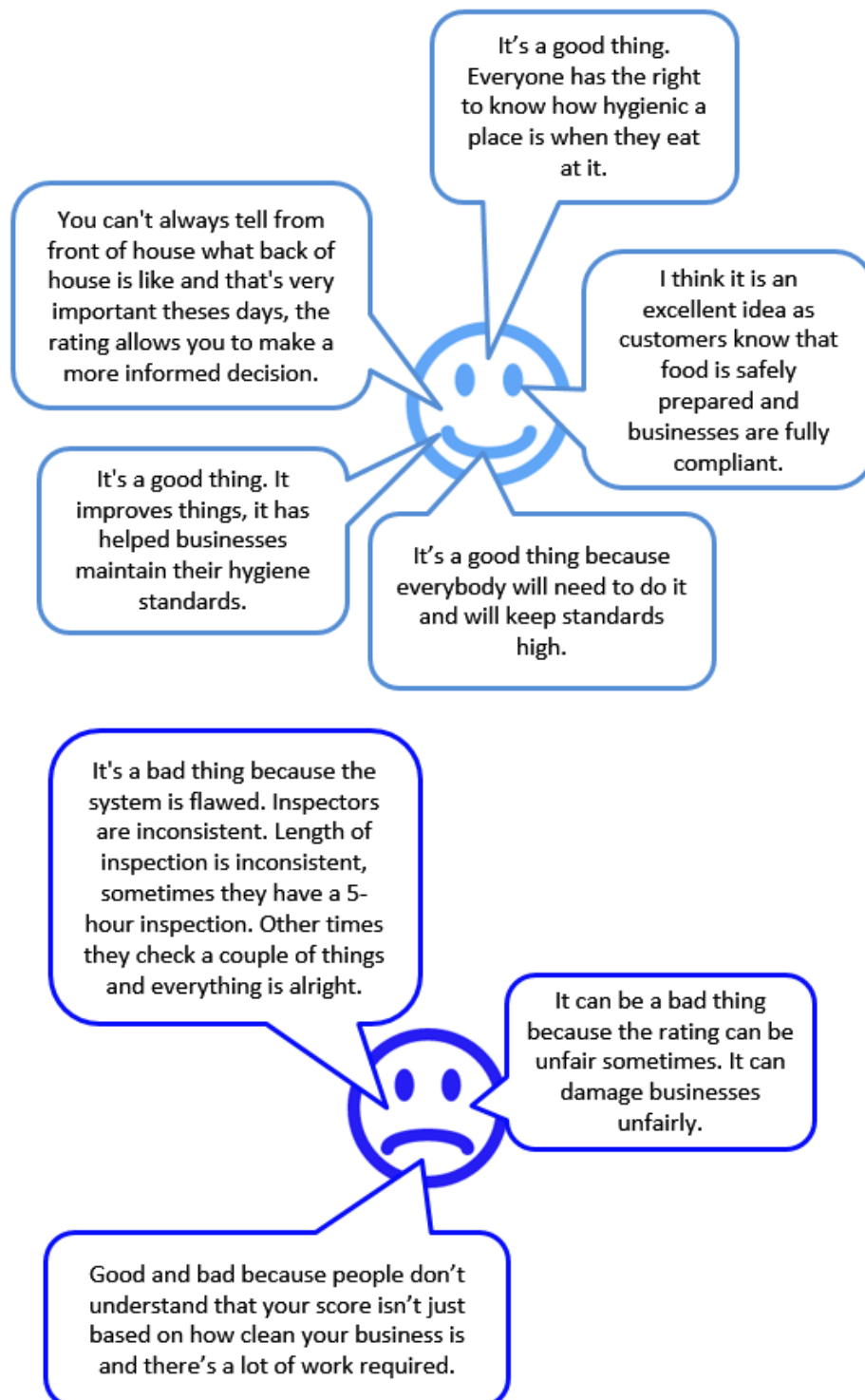


**C18** And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

Base: All long interview respondents that have an FHRs rating sticker/certificate in Wales 2019/2018/2017 (494/468/475)

Figure 32 shows some of the verbatim responses given by survey respondents when asked how they feel about the Food Hygiene Rating scheme now that it is a legal requirement to display their rating so that it is visible at each of the entrances to their premises.

**Figure 32: Excerpt of verbatim responses in Wales - attitudes to compulsory display**



**C18** And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises? Base: All

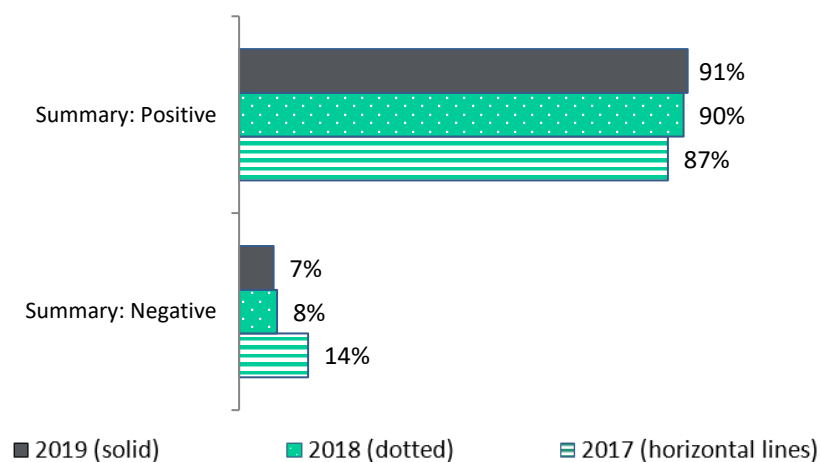
[Accessible verbatims for Figure 32](#)

### 5.11.1.3 Opinions regarding the scheme in Northern Ireland

Similarly, the vast majority (91%) of business in Northern Ireland say something positive about the Food Hygiene Rating Scheme being a legal requirement. This proportion is similar to 2018.

**Figure 33: Attitudes towards compulsory display in Northern Ireland**

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C18: And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland 2019/2018/2017 (490/463/467)

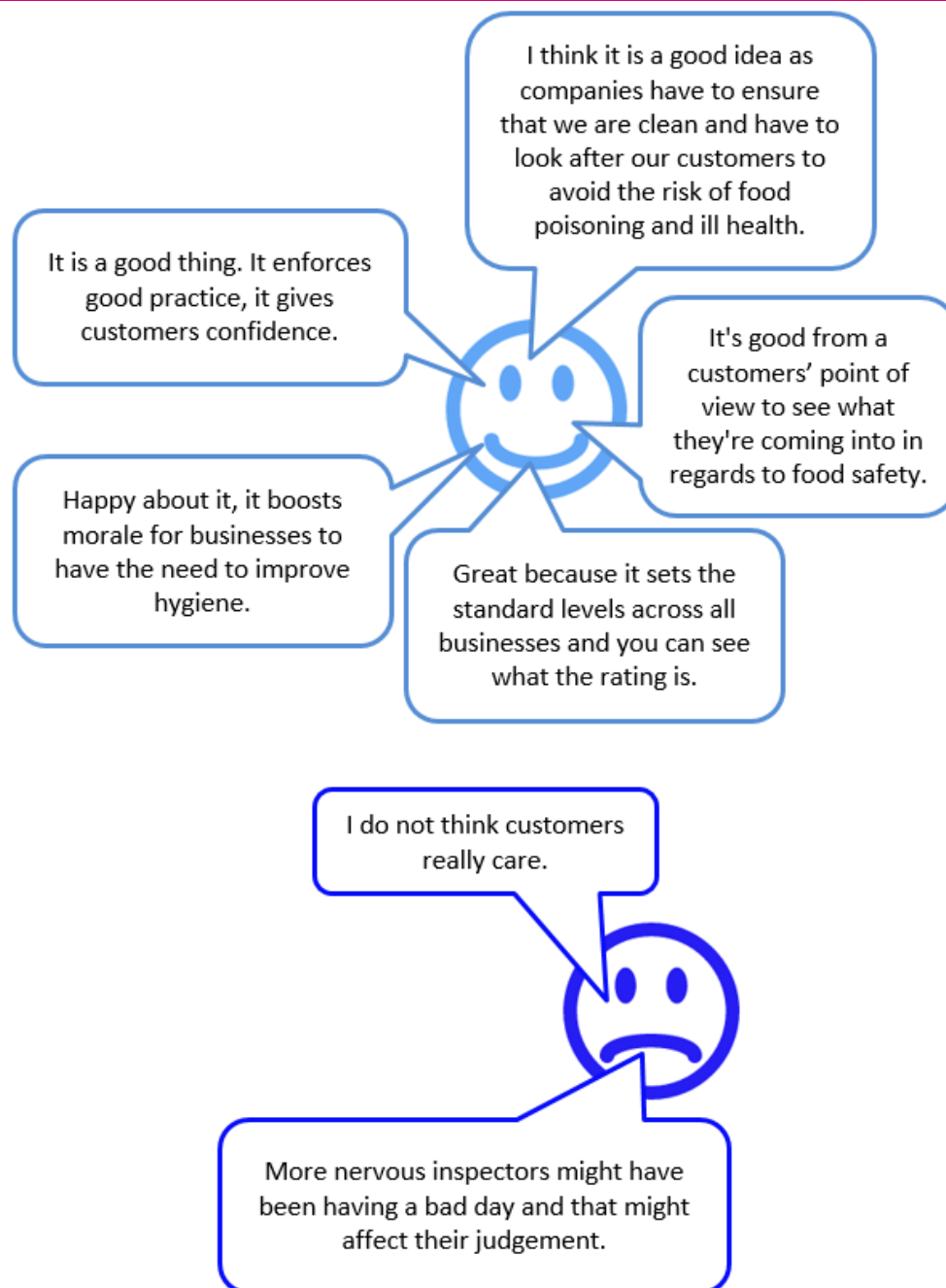
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Figure 34 shows some of the verbatim responses received from businesses in Northern Ireland concerning compulsory display.



**Figure 34: Excerpt of verbatim responses in Northern Ireland - attitudes to compulsory display**

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**C18** And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?  
Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland 2019/2018/2017 (490/463/467)

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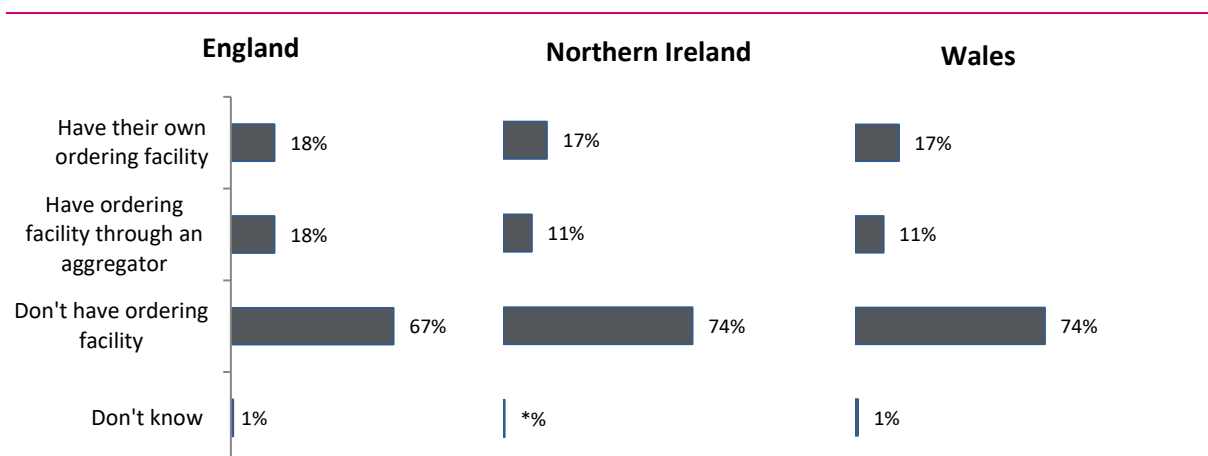
[Accessible verbatims for Figure 34](#)

### 5.11.1.4 Use of online ordering facilities

Before being asked about their attitudes towards compulsory display of ratings on a range of online platforms, businesses' use of online ordering facilities was explored.

Most have no ordering facilities at all (67% in England, and 74% in Northern Ireland and Wales respectively), but 18% in England and 17% in Northern Ireland and Wales respectively have their own ordering facility. In addition, 18% in England have ordering facilities through aggregators (e.g. JustEat, UberEATS, Deliveroo or other), as do 11% in Northern Ireland and Wales respectively.

**Figure 35: Use of online ordering facilities**



**A6.** Does your business have an online ordering facility? Base: All long interview respondents (England [498], Northern Ireland [498], Wales [507])

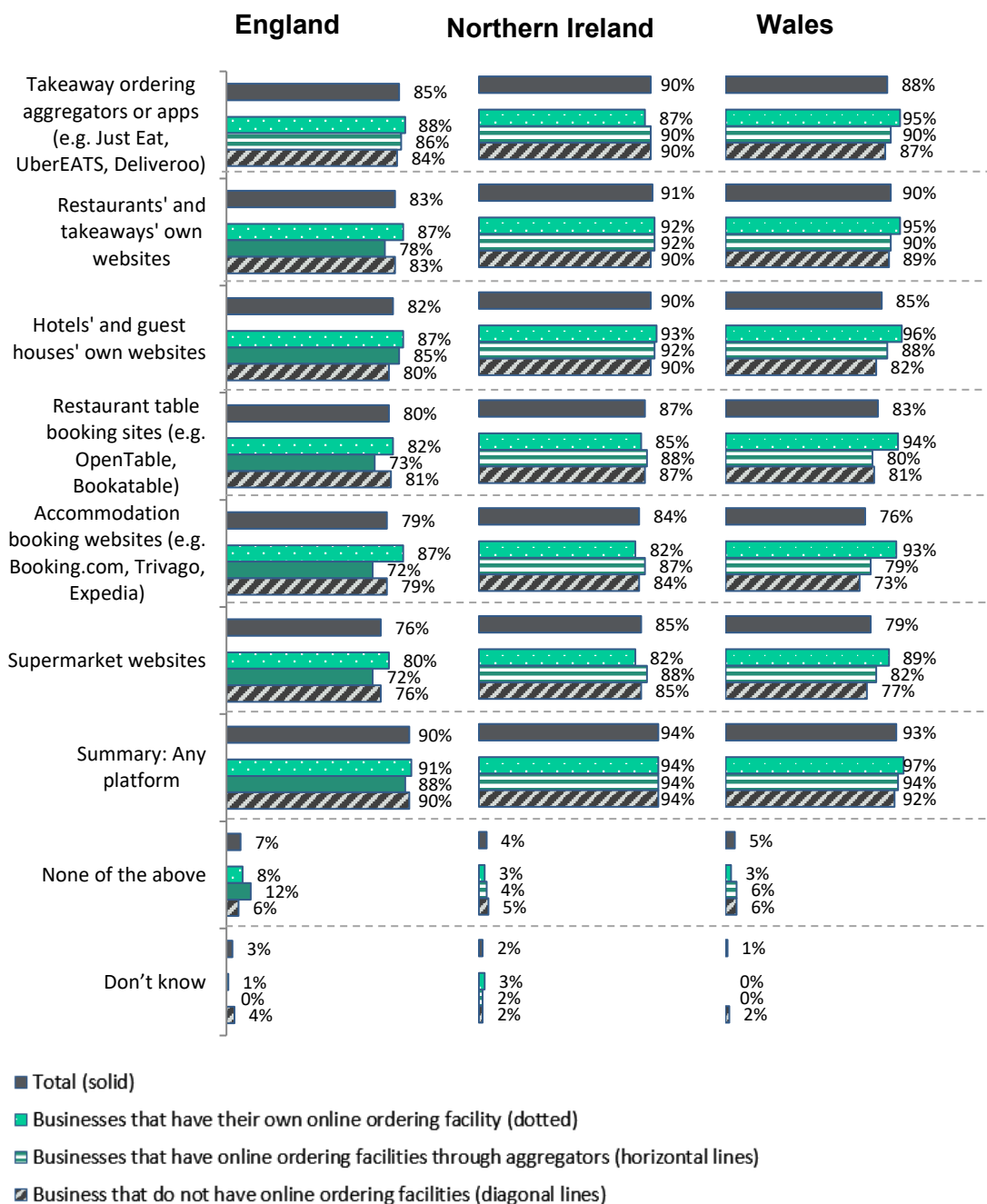
### 5.11.1.5 Attitudes towards compulsory display on online platforms

Outlets were then asked on what online platforms, if any, they think it should be required to display food hygiene ratings. These responses have been analysed depending on whether establishments have their own ordering facility, have an ordering facility through aggregators or don't have ordering facilities at all. Results are shown in figure 36.

Overall, 90% agree that it should be compulsory to display ratings on all online platforms listed below in England, with 94% agreeing in Northern Ireland and 93% in Wales. Takeaway ordering aggregators or apps and restaurants' and takeaways' own websites register the highest level of agreement in all countries. In England, 7% think that ratings should not be displayed on online platforms while 4% state this in Northern Ireland and 5% in Wales.

In Wales, businesses that have their own ordering facilities are more likely to agree that display should be compulsory across most of the online platforms listed below while businesses that don't have online ordering platforms are less likely to agree. There are no significant differences for businesses that have online ordering facilities through aggregators in this country. In England and Northern Ireland, there are no significant differences by use of online ordering facilities (whether businesses' own ordering facilities, via aggregators or no use).

**Figure 36: Agreement that display should be compulsory on online platforms**



**C20** Which, if any, of the following online facilities do you think should be required by law to display food hygiene ratings?

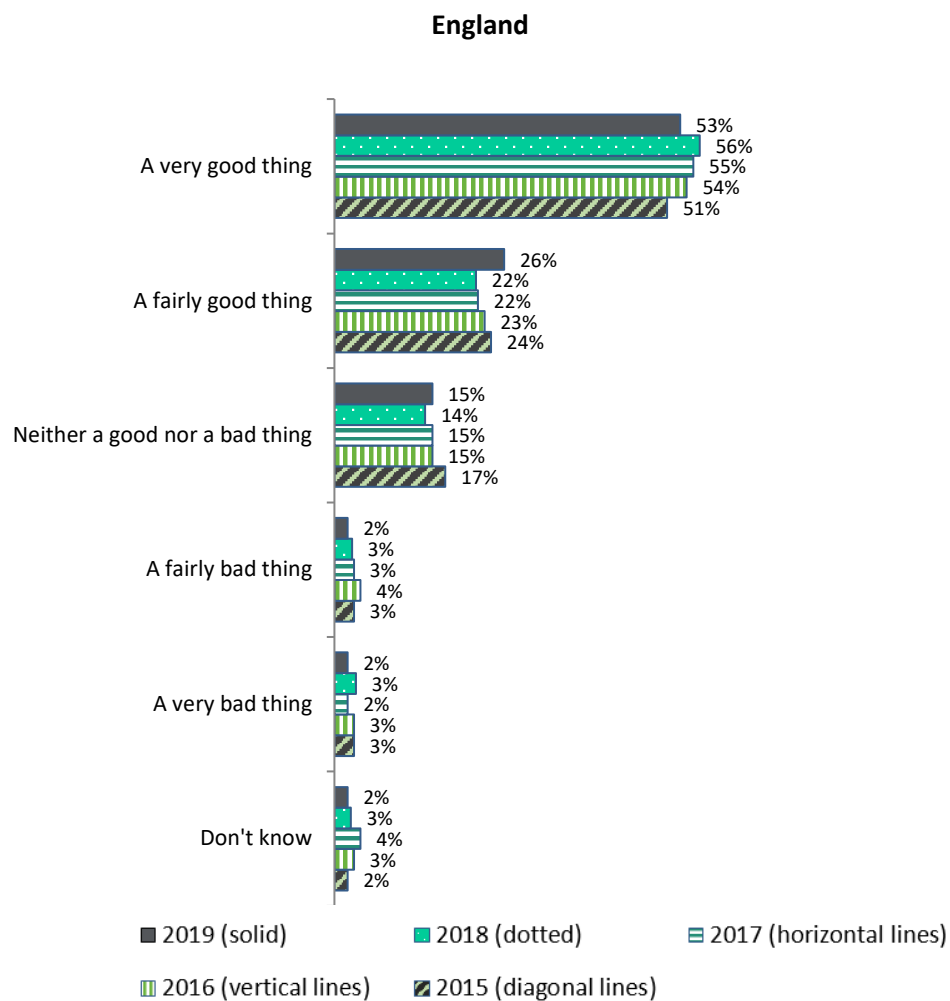
Base: All long interview respondents that have an FHRs rating sticker/certificate 2019 (England [473] have their own online ordering facility (87), have ordering facility through an aggregator (80), don't have ordering facility (320); NI [490], have their own online ordering facility (84), have ordering facility through an aggregator (53), don't have ordering facility (360); Wales [494], have their own online ordering facility (80), have ordering facility through an aggregator (50), don't have ordering facility (369))

[Accessible data table for Figure 36](#)

### 5.11.2 England

Businesses in England remain positive about introducing compulsory display, with 79% favouring this idea. 53% agree that it would be a very good thing and a further 26% say it would be a fairly good thing. 15% are neutral and 5% think that it would be a bad thing. These figures are similar to previous years.

**Figure 37: Attitudes to introducing compulsory display in England**



**C14:** And how would you feel if a scheme was introduced where you were required by law to display your FHRs rating at all of the entrances to your premises? Would you say it would be a...

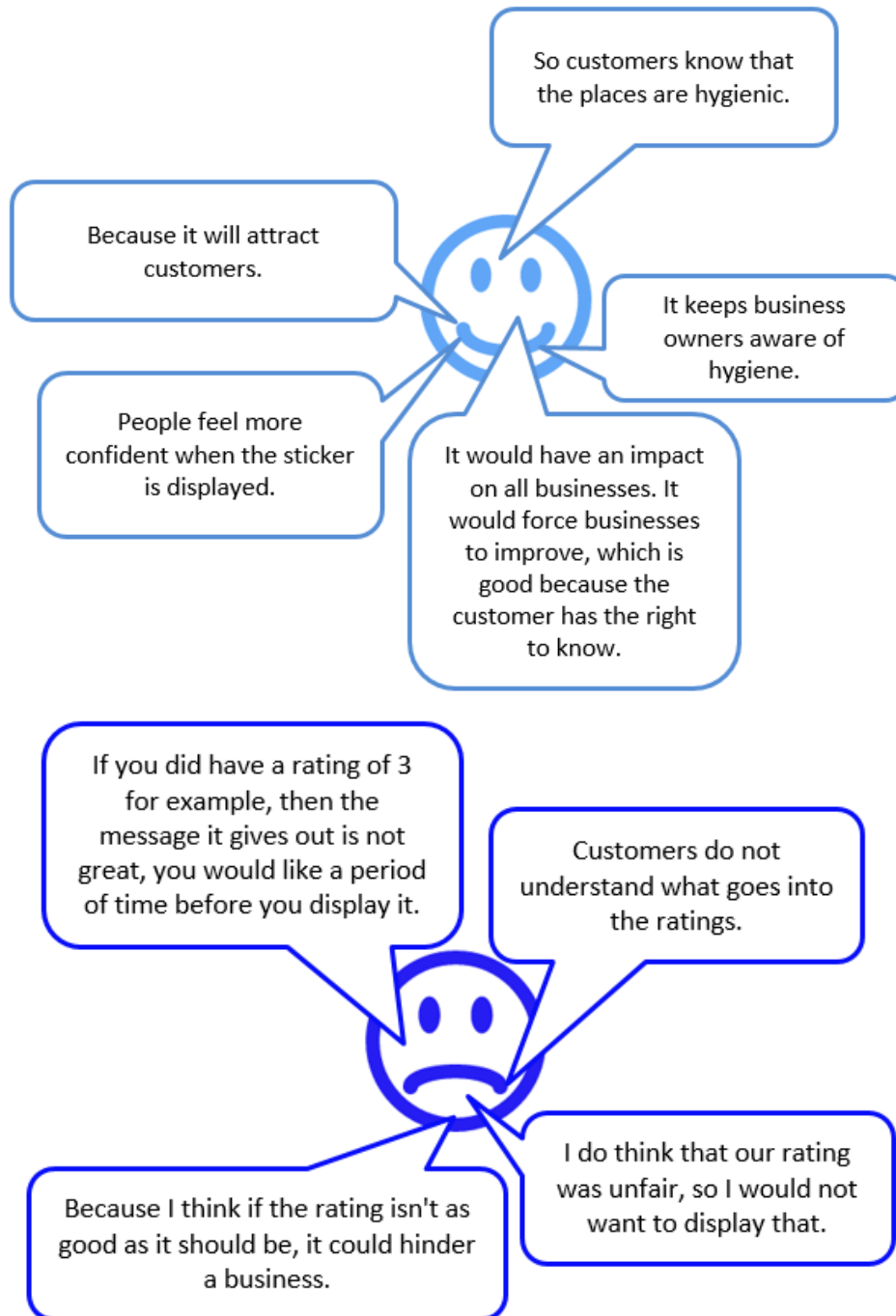
Base: All long interview respondents that have an FHRs rating sticker/certificate (England 473, 431, 442, 430, 417)

[Accessible data table for Figure 37](#)

Figure 38 shows some of the verbatim responses received from businesses in England concerning the possibility of introducing compulsory display.

**Figure 38: Excerpt of verbatim responses in England - Attitudes to introducing compulsory display**

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**C19.** Why do you say it would be a [INSERT RESPONSE FROM C14]?

Base: All who have FHRs in England and provided a valid response at C14 (452).

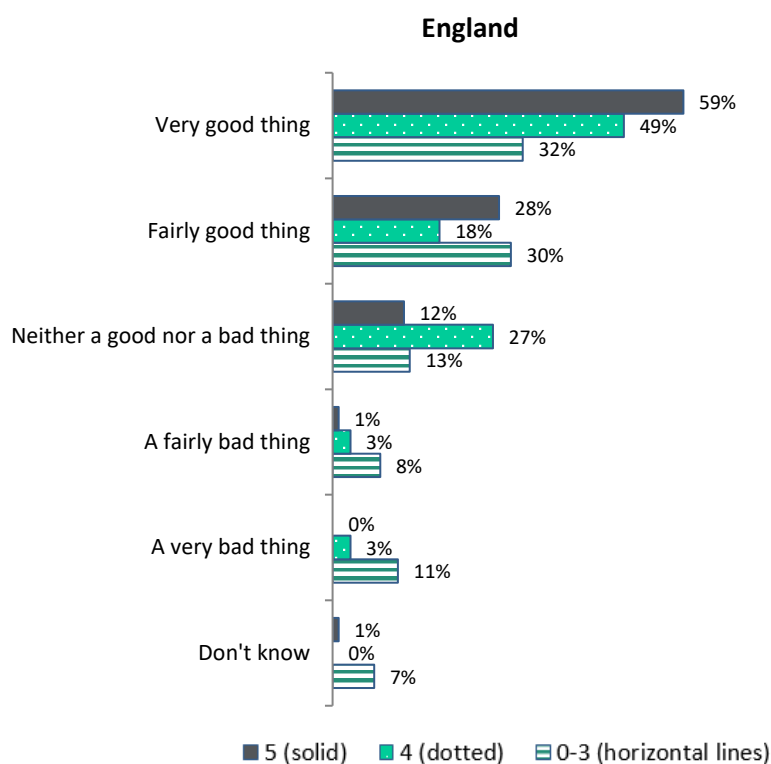
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[Accessible verbatims for Figure 38](#)

Perhaps unsurprisingly, attitudes towards compulsory display are linked to the ratings businesses have been awarded. Establishments with a rating of 3 or below are more likely to say that compulsory display would be a bad thing (20%, compared to 5% overall) while those with a rating of 5 are more likely to say that compulsory display would be a good thing (86%, compared to 79% overall). It is worth noting, however, that businesses with a rating of 4 are less likely than average to believe that compulsory display would be a good thing (67%, compared to 79% overall) and more likely to be neutral (27%, compared to 15% overall).

By outlet type, restaurants/cafés/canteens/other caterers are less likely to state that compulsory display would be positive (74%) while retailers are more likely to believe this (89%).

**Figure 39: Attitudes to introducing compulsory display in England by rating**



**C14:** And how would you feel if a scheme was introduced where you were required by law to display your FHRs rating at all of the entrances to your premises? Would you say it would be a...

Base: All long interview respondents that have an FHRs rating sticker/certificate (0-3 (36), 4, (81), 5 (356))

[Accessible data table for Figure 39](#)

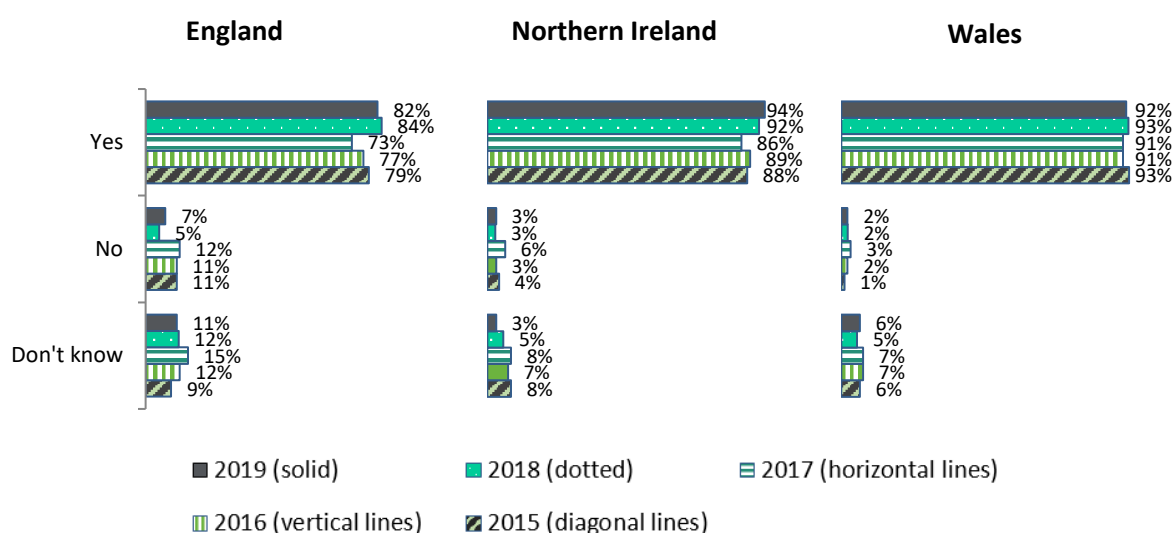
## 5.12 Business safeguards

After a business has been inspected by their local authority, they are sent a letter with the notification of their rating. This letter sets out the rating awarded and includes the appropriate food hygiene rating sticker. If the rating awarded is lower than 5, the letter will also explain what improvements need to be made together with advice on how to achieve a higher rating. There will also be details of the safeguards available to businesses (appeal, right to reply, and request for a re-rating inspection).

### 5.12.1 Recollection of inspection letter

Establishments were asked whether they recall receiving this letter. The majority recall this in all countries, with recall being highest in Northern Ireland (94%). In Wales, 92% recall receiving the letter and 82% in England. These figures have remained stable compared to previous years.

**Figure 40: Recollection of receipt of inspection letter**



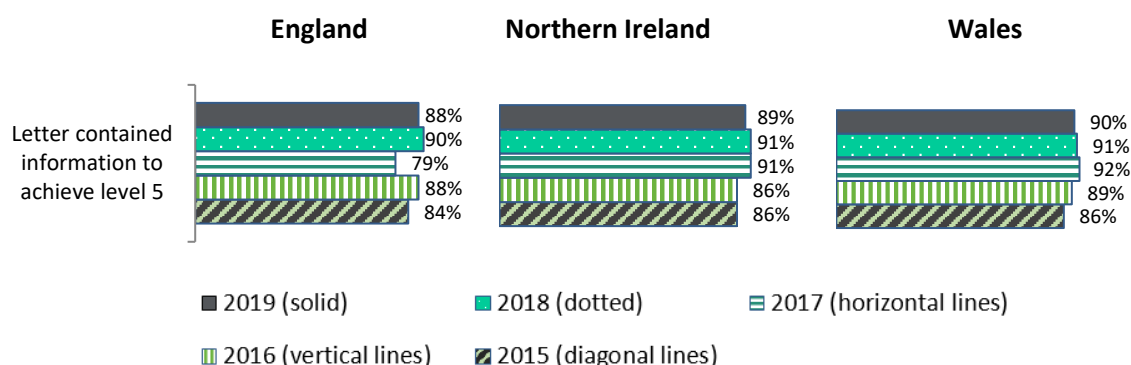
**C1:** Did your business receive an inspection report letter from the local authority which told you your FHRs rating and contained your sticker to put on display? The letter would have been sent out after your inspection.

Base: All long interview respondents that have an FHRs rating sticker/certificate (England 473, 431, 442, 417, 430; NI 490, 463, 467, 446, 440; Wales 494, 468, 475, 481, 474)

All establishments that said that they had received a rating of less than 5 (and remember receiving the inspection report letter) were asked if they recall whether the letter contained information on how to achieve a higher rating.

In England, 88% recall the letter containing information on how to achieve a higher rating, 89% in Northern Ireland and 90% in Wales. These proportions are in line with the 2018 results in all countries.

**Figure 41: Recollection of letter instructing how to achieve a maximum rating**



**C2:** If you received a rating of less than 5 were you told in this letter about what improvements you would need to make to achieve the highest FHRs rating of 5 at your premises?

Base: All long interview respondents who received an inspection report letter and received a rating of less than 5 (England 151, 187, 140, 107, 117; NI 165, 197, 163, 138, 123; Wales 224, 225, 237, 184, 204)

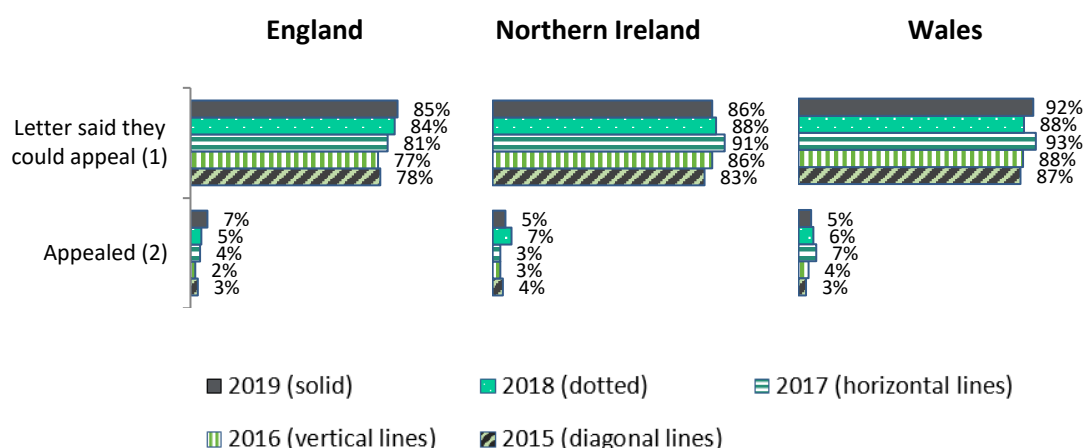
### 5.12.2 Appeals

In England and Northern Ireland, 85% and 86% respectively of those who recall receiving the inspection report letter remember the letter including information about the appeal process. In Wales, the proportion recalling the letter containing this information is slightly higher, with 92% saying they recall this.

All establishments that have a food hygiene rating were asked if they had appealed their rating, regardless of what rating they were given or if they recalled receiving the inspection letter. In England, 7% state that they have appealed, while 5% say so in Northern Ireland and Wales. These proportions are in line with those observed in previous years of this research.



**Figure 42: Summary of appeal findings**



**(1) C3:** Did the letter inform you of your right to appeal the rating you had been given?

Base: All long interview respondents that received an inspection report letter and received a rating of less than 5 (England 151, 176, 140, 107, 117; NI 165, 183, 163, 138, 123; Wales, 224, 215, 237, 184, 204)

**(2) C4:** Have you appealed the rating you have been given at this premises with your local authority?

Base: All with an FHRs rating (England 490, 431, 442, 417, 430; Northern Ireland 494, 463, 467, 446, 440; Wales 473, 468, 475, 481, 474)

Those establishments that say they appealed their rating were asked what the outcome of their appeal was and how fairly they feel this was dealt with by the local authority. As only a small proportion of establishments say they have appealed their rating, figures given in the tables below are absolute numbers rather than percentages.

In England, eight out of 23 who appealed their rating say they were awarded a higher rating. In Northern Ireland, 15 businesses claim to have been awarded a higher rating (out of 23). This has been the case in Wales for 12 of those who appealed their rating (out of 24).

In England, 14 out of 23 who appealed their rating feel that their appeal has been dealt with fairly by the local authority while 18 out of 23 feel this way in Northern Ireland. In Wales, 12 (out of 24) feel that their appeal was dealt with fairly. It is worth noting that these outcomes are self-reported and have not been verified against other sources<sup>11</sup>.

<sup>11</sup> For context, in Northern Ireland from October 2016–October 2019 37 appeals were submitted. The rating was increased in 7 instances while the original rating was upheld in the other 30.

In Wales between November 2017–November 2019 there were a total of 191 appeals. The rating was increased in 34 cases, decreased in 2 and remained the same in 155.

Appeals data in not collected in England due to the FHRs not being statutory.

**Table 7: Results of appeals as reported by businesses**

| Result of appeal             | England | NI | Wales |
|------------------------------|---------|----|-------|
| Awarded a higher rating      | 8       | 15 | 12    |
| Rating stayed the same       | 5       | 3  | 6     |
| Awarded a lower rating       | 1       | -  | -     |
| Waiting to hear back from LA | 5       | 4  | 4     |
| Don't know/other             | 4       | 1  | 2     |

**C5:** And what was the result of this appeal?

Base: All long interview respondents that appealed the rating (England 23, NI 23, Wales 24)

**Table 8: Perceptions of fairness of appeals process**

| Dealing with appeal         | England | NI | Wales |
|-----------------------------|---------|----|-------|
| Very fairly                 | 6       | 13 | 6     |
| Fairly                      | 8       | 5  | 6     |
| Neither fairly nor unfairly | 1       | -  | 1     |
| Not very fairly             | 1       | 2  | 5     |
| Not at all fairly           | 4       | 1  | -     |
| Don't know/ can't remember  | 3       | 2  | 6     |

**C6:** And thinking about your appeal, how fairly do you think your appeal was dealt with by the local authority?

Base: All long interview respondents that appealed the rating (England 23, NI 23, Wales 24)

### 5.12.3 Re-rating inspections

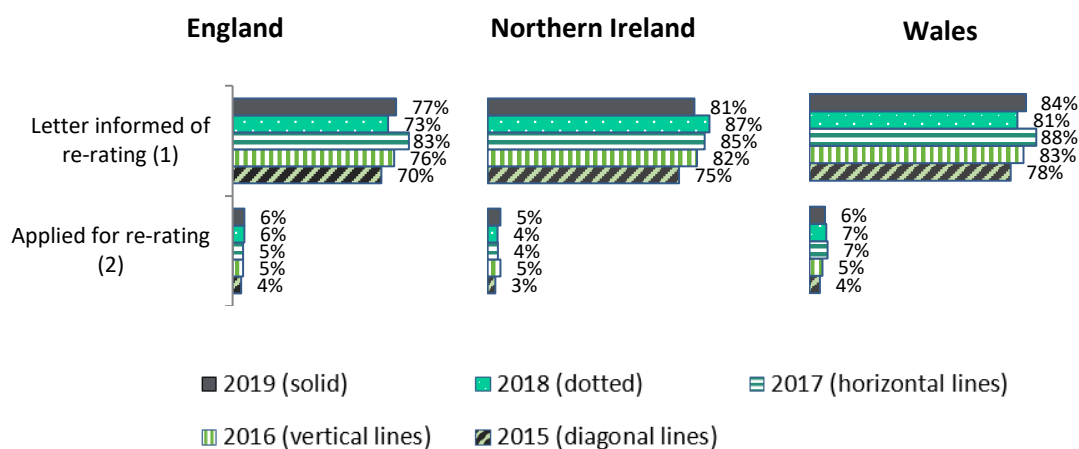
Establishments that remember receiving the inspection report letter and had a rating of less than 5 were asked whether they recall the letter containing information on their right to request a re-rating inspection.

In England, 77% remember the letter containing this information, a proportion that has increased slightly (although not significantly) compared to 2018 (73%). In Northern Ireland, the proportion that remember the letter containing information on re-ratings has decreased (although not significantly) from 87% in 2018 to 81%. In Wales, 84% remember the inspection report letter containing this information, which compares to 81% who stated this in 2018.

All outlets that have a food hygiene rating were asked if they exercised their right to a re-rating inspection. In England and Wales, 6% of establishments state that they have exercised

this right, with 5% saying that they have done so in Northern Ireland. These proportions remain in line with those seen in previous waves of this research.

**Figure 43: Summary of re-rating findings**



**(1) C7: Did the letter inform you of your right to a re-rating inspection?**

Base: All long interview respondents that have an FHRs rating/certificate and received a rating of less than 5 (England 151, 176, 140, 107, 117; NI 165, 183, 163, 138, 123; Wales, 224, 215, 237, 184, 204)

**(2) C8: Have you applied for a re-rating inspection from the local authority?**

Base: All with an FHRs rating (England 473, 431, 442, 417, 430; Northern Ireland 494, 463, 467, 446, 440; Wales 490, 468, 475, 481, 474)

Those that say they exercised their right to request a re-rating inspection were asked the outcome of this and how fairly they feel the request was dealt with by their local authority. As only a small proportion of establishments exercised this right, figures given in the tables below are absolute numbers rather than percentages.

In England, 11 out of 22 who exercised their right to a re-rating inspection say they were awarded a higher rating, with eight (out of the 22 that exercised this right) saying that they are still waiting to hear back from the local authority. In Northern Ireland, six out of the 20 who exercised the right to re-rating were awarded a higher rating. However, eight are still waiting to hear back from the local authority. In Wales, 17 out of the 29 who claim to have exercised this right say they were awarded a higher rating and six are still waiting to hear back from the local authority.

Those that requested a re-rating inspection were also asked how fairly they feel the local authority has dealt with their request. Most feel that their request has been dealt with fairly, with 56 out of the 71 who requested a re-rating inspection stating this. This is in line with the results reported in 2018. Only 5 say that their request was dealt with unfairly, which is slightly lower than the 8 out of 65 who felt that their request for a re-rating was dealt with unfairly by the local authority in 2018.

**Table 9: Results of re-ratings as reported by businesses**

| Result of re-rating                              | England         | NI | Wales <sup>12</sup> |
|--|-----------------|----|---------------------|
| Awarded a higher rating                          | 11              | 6  | 17                  |
| Rating stayed the same                           | 1               | 3  | 2                   |
| Awarded a lower rating                           | -               | -  | 1                   |
| Waiting to hear back from LA                     | 8 <sup>13</sup> | 8  | 6                   |
| Was not granted another visit from the inspector | -               | 2  | -                   |
| Don't know/other                                 | 2               | -  | 3                   |

**C9:** And what was the result of this request for a re-rating?

Base: All long interview respondents that applied for a re-rating inspection (England 22, NI 20, Wales 29)

**Table 10: Perceptions of fairness of re-rating**

| Dealing with re-rating      | England | NI | Wales |
|-----------------------------|---------|----|-------|
| Very fairly                 | 11      | 9  | 13    |
| Fairly                      | 8       | 4  | 11    |
| Neither fairly nor unfairly | -       | 1  | -     |
| Not very fairly             | 1       | 3  | 1     |
| Not at all fairly           | -       | -  | -     |
| Don't know/can't remember   | 2       | 3  | 4     |

<sup>12</sup> In Northern Ireland, a total of 630 outlets have had (paid for) re-rating inspections since the introduction of the mandatory scheme in October 2016 to June 2019. In Wales, 3,892 outlets have had (paid for) re-rating inspections since the introduction of the mandatory scheme in this country in November 2013 to June 2019.

**C10:** And thinking about your request for a re-rating. How fairly do you think your request has been dealt with by the local authority so far? Base: All long interview respondents that applied for a re-rating inspection (England 22, NI 20, Wales 29)

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For the third consecutive year, businesses that are not happy with their rating and have not applied for a re-rating were asked for their reasons for not doing so. The results reported for this question should be interpreted with caution given the relatively low base sizes.

Nonetheless, figure 44 provides some insights into why this right has not been taken advantage of.

In England, the most common reason given for not applying for a re-rating inspection is a perception that the fees are too high (where these are applicable<sup>14</sup>), with 43% of businesses that are not happy with their rating and did not apply for a re-rating referring to this. This proportion has increased compared to 2018 (10%). Other reasons that were mentioned for not applying for a re-rating inspection are a lack of time (22%) and waiting for a re-inspection (14%).

In Northern Ireland, the proportion stating that they didn't apply for a re-rating inspection due to the cost of the fees<sup>15</sup> has also increased significantly: 23% cite this, compared to none in 2018. However, the most commonly mentioned reason for not applying for a re-rating in this country is a lack of time (30%).

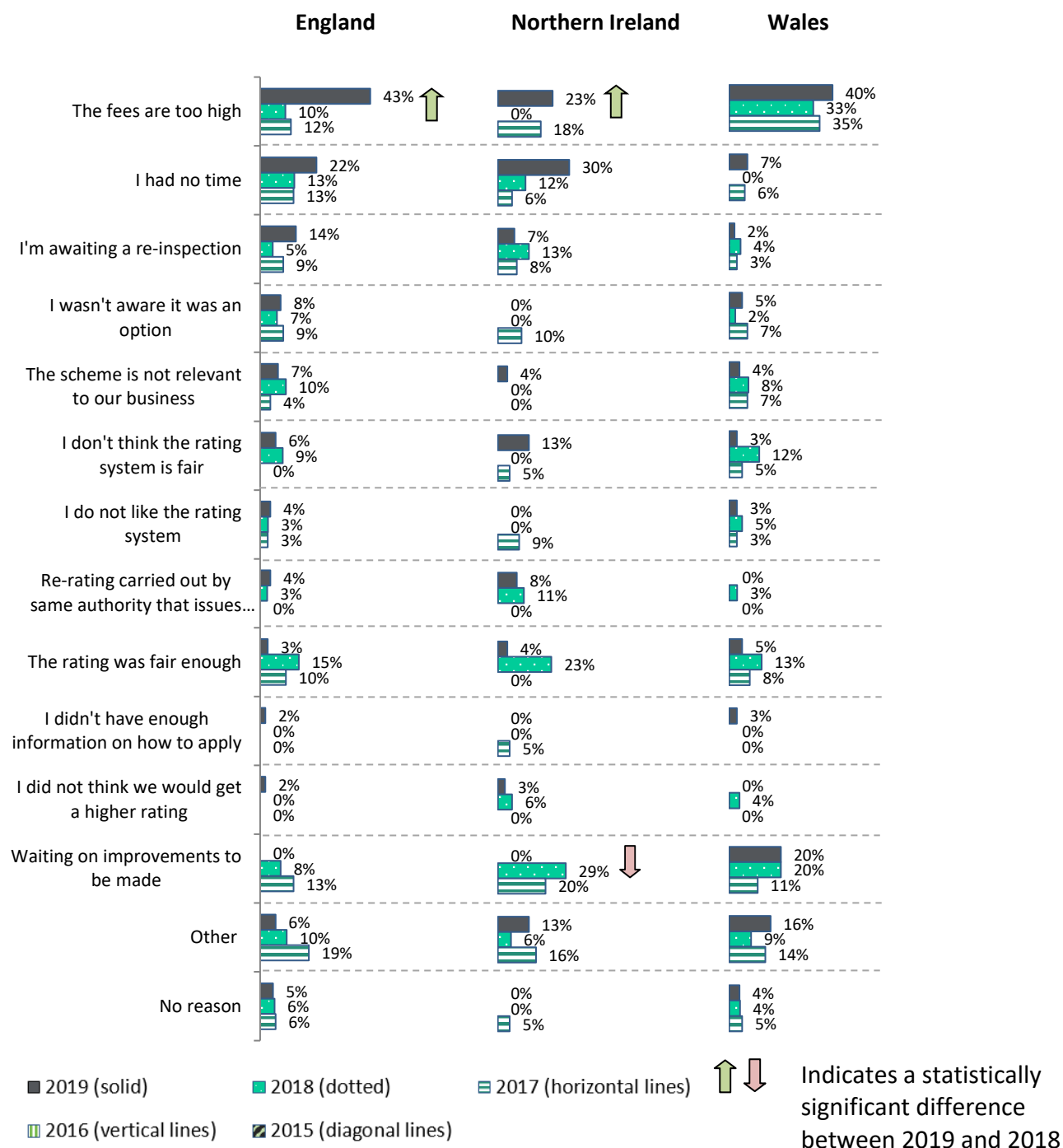
In Wales, the most common reason cited for not applying for a re-rating inspection is a perception that the fees are too high (40%). This is followed by establishments waiting on improvements to be made (20%).

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<sup>14</sup> A business can request a re-visit to get a new rating when all the necessary hygiene improvements have been made. Some local authorities in England charge a fee to recover the costs of carrying out a re-rating inspection.

<sup>15</sup> In Wales and Northern Ireland, all local authorities charge a fee to recover costs for the re-visit under their statutory schemes.

**Figure 44: Reasons given by businesses for not applying for a re-rating**



**C8a: Why did you not apply for a re-rating?**

Base: All dissatisfied with the rating that did not apply for a re-rating (England [28/34/37], Northern Ireland [21/15/23], Wales [42/45/41])

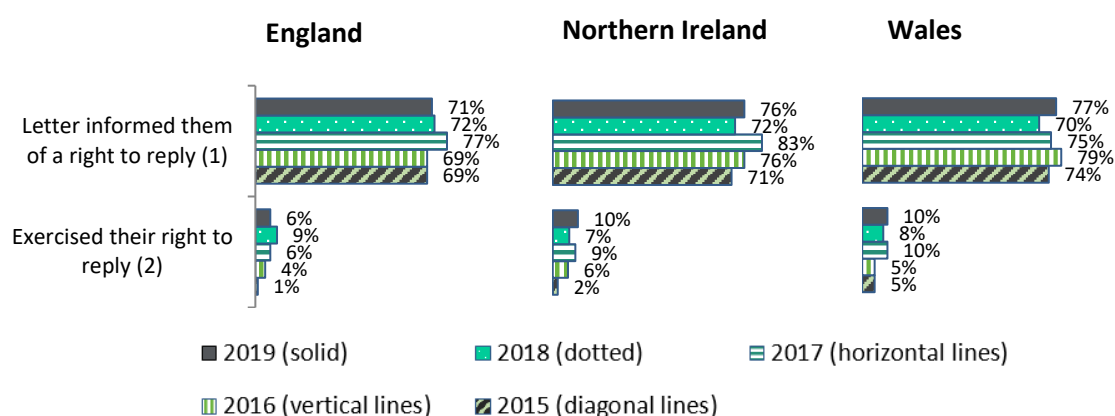
[Accessible data table for Figure 44](#)

### 5.12.4 Right to reply

Most establishments that were given a rating of less than 5 and remember receiving the inspection report letter recall the letter containing information about the right to reply (71% in England, 76% in Northern Ireland and 77% in Wales).

All establishments that have a food hygiene rating were asked if they have exercised their right to reply. In England, the proportion that have done so has remained stable compared to 2018 (6%, compared to 9% in 2018). This is also the case in Northern Ireland and Wales where 10% have exercised their right to reply (compared to 7% and 8% in 2018 respectively).

**Figure 45: Summary of right to reply findings**



**(1) C11: Did the letter inform you of your right to reply?**

Base: All long interview respondents that received an inspection report letter and received a rating of less than 5 (England 151, 176, 140, 107, 117; NI 165, 183, 163, 138, 123; Wales, 224, 215, 237, 184, 204)

**(2) C12: Have you exercised your right to reply by sending comments to the local authority about the rating you have been given?**

Base: All long interview respondents that have an FHS rating sticker/certificate (England 473/431/442/417/430; NI 490/463/467/446/440; Wales 494/468/475/481/474)

Establishments that said they had exercised their right to reply were asked whether their comments have been published on the FSA website. As only a small proportion of establishments say they exercised their right to reply, figures given in the table below are absolute numbers rather than percentages.

In England, 12 out of 28 that say they exercised their right to reply state that they don't know whether their responses have been published. This is also the case for 22 (out of 47 who exercised this right) in Northern Ireland, and 21 out of 48 in Wales. 7 out of 28 businesses state their reply has been published in England while 9 out of 47 say so in Northern Ireland and 10 out of 48 in Wales.

**Table 11: Results of right to reply as reported by businesses**

| Whether comments were published | England | NI | Wales |
|---------------------------------|---------|----|-------|
| Yes                             | 7       | 9  | 10    |
| No                              | 9       | 16 | 17    |
| Don't know                      | 12      | 22 | 21    |

**C13:** And thinking about your right to reply, were your comments published on the FSA website

Base: All long interview respondents that exercised right to reply 2018 (England 28, NI 47, Wales 48)

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As with the right to a re-rating inspection, outlets that had earlier indicated that they are not happy with their rating and that have not exercised their right to reply were asked why they did not exercise this right. It is worth noting that, as only a small number of businesses answered this question, the results should be interpreted with caution. Nonetheless, the chart below provides useful insights into the reasons why this safeguard has not been taken advantage of by businesses that were unhappy with their rating.

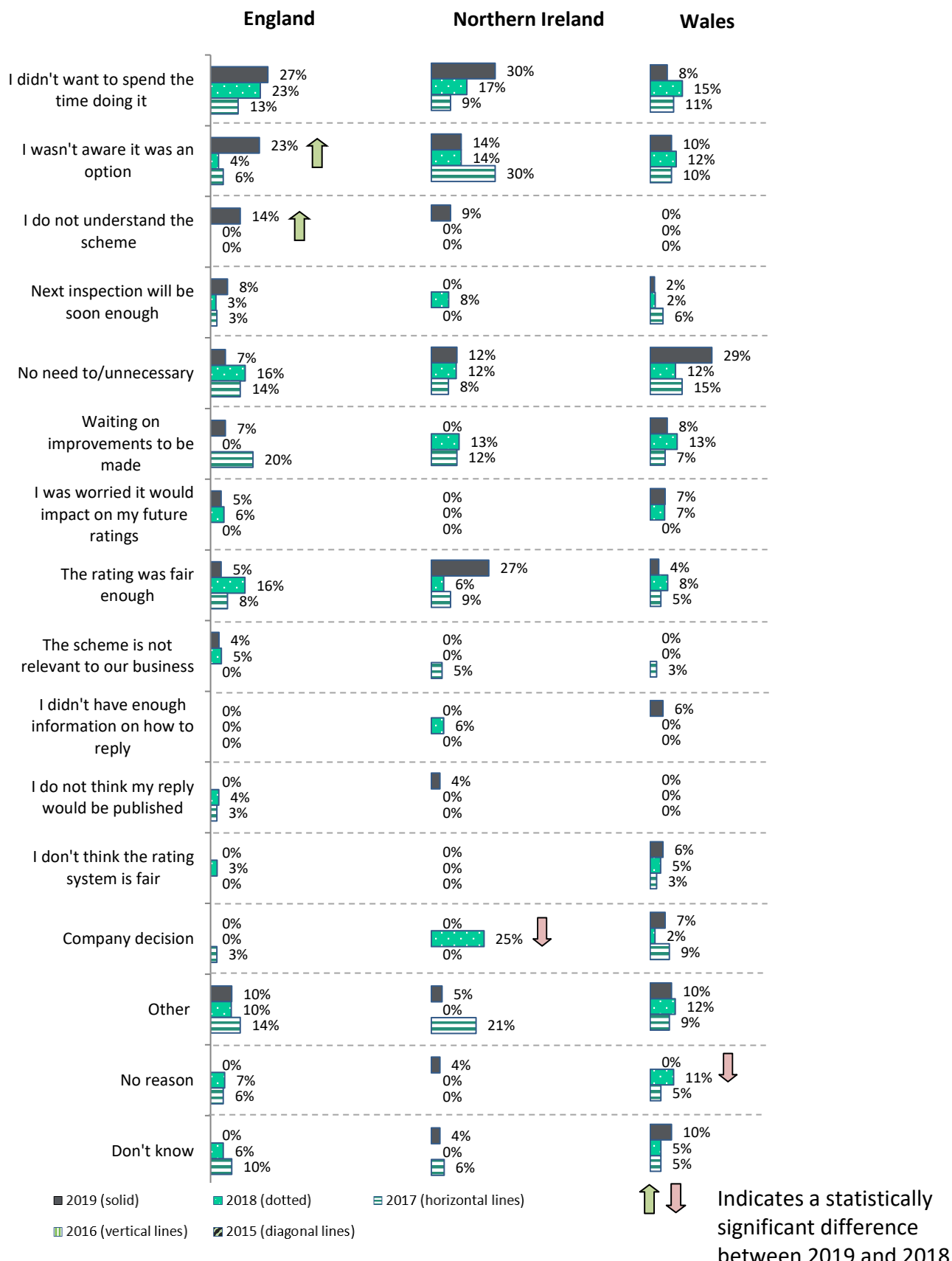
In England, the most common reason for not applying for the right to reply is a lack of willingness to spend time doing so, with 27% stating this. This is followed by a lack of awareness that applying for the right to reply was an option (23%), a proportion that has increased compared to 2018 (4%).

In Northern Ireland, the most frequently mentioned reason is also a lack of willingness to spend time applying for the right to reply (30%). This is followed by a perception that the rating awarded was fair enough (27%).

In Wales, the most common reason for not applying for the right to reply is a perception that this is not necessary, with 29% stating this. In addition, 10% say that they were not aware that applying for the right to reply was an option.



**Figure 46: Reasons for not applying for a right to reply**



**C12a:** Why did you not exercise your right to reply? Base: All dissatisfied with the rating that did not exercise right to reply (England \*\*[26/29/36], Northern Ireland \*\*[18/14/21], Wales [39/39/38]) \*\*Caution low base sizes

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[Accessible data table for Figure 46](#)

## 6. Comparisons of audits and business survey

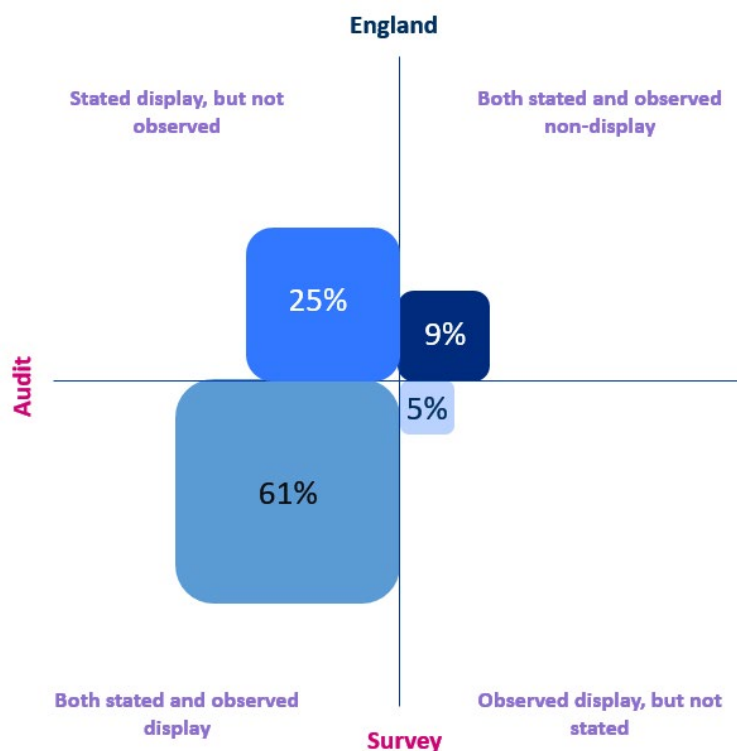
Given that nearly half of businesses that took part in the telephone survey were also audited during the mystery shopping stage of the research, it has been possible to compare observed display (i.e. seen during the mystery shopping audits) with stated display (i.e. responses given during the telephone survey). This section of the report focuses only on those establishments that were both audited and took part in the telephone survey. All data shown in this section are unweighted. This is because we are focussing on a sub-sample of the population that is not representative of all outlets in each country. A breakdown of this group by outlet type, rating and region can be found in the technical report in the appendices of this document.

### 6.1 Stated vs. observed display

In all countries, the majority of outlets that say they are displaying their rating were observed to be doing so during the audits.

In England, 61% say they are displaying and were found to be doing so. A further 9% say they are not displaying and were found not to be doing so. However, 25% state they are displaying but were found not to be. The remaining 5% say that they are not displaying but were observed to be during the audit.

**Figure 47: Stated vs. observed display in England**

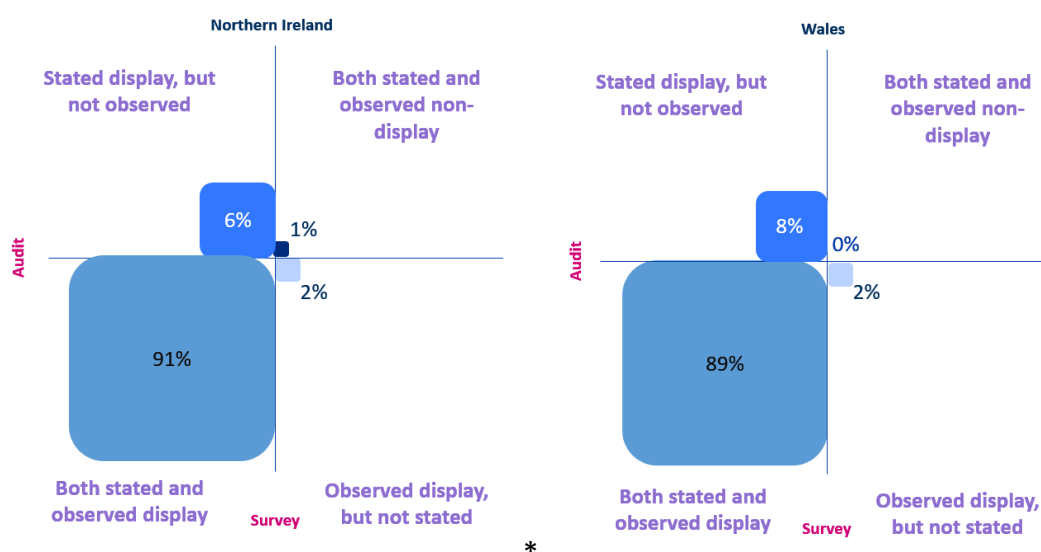


Base: All that were audited and took part in telephone survey and recalled FHRS (191)

In Northern Ireland, 91% say they display their rating and were found to be doing so in the audit. 6% state they are displaying but were found not to be during the audits. A further 2% say they are not displaying but were observed to be, and 1% match in terms of observed and stated non-display.

In Wales, there is a similar picture to Northern Ireland. 89% say they display and were found to be doing so. 8% say they are displaying but were observed not to be and the remaining 2% say they are not displaying but were found to be.

**Figure 48: Stated vs. observed display in Northern Ireland and Wales**



Base: All that were audited and took part in telephone survey and recalled FHRS; Northern Ireland (185), Wales (204)

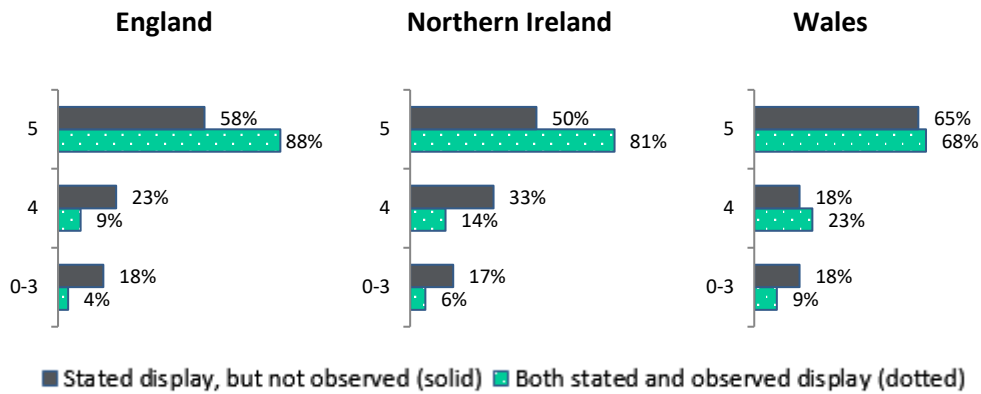
## 6.2 Display by rating

Figure 49 shows stated versus observed display broken down by the ratings the outlets have been awarded.

Although only a minority of the establishments that took part in both the audit and telephone survey have low FHRS ratings, those that said they are displaying their rating but were not observed to be are more likely to have been awarded a rating of 3 or less.

As noted in previous years, this suggests that the rating received is a driver in whether outlets are truthful about their display or not.

**Figure 49: Observed vs. stated display by rating**



Base: All that were audited and took part in telephone survey. Both stated and observed display: England (116), Northern Ireland (168), Wales (182). Stated display, but not observed: England (48), Northern Ireland (12), Wales (17)

## 7. Conclusions and recommendations

As observed in previous years of this research, England continues to lag behind Northern Ireland and Wales in terms of rates of display. In England, 55% are displaying ratings that are visible from outside the premises, which compares to 89% who were found to be doing so in Wales and 87% in Northern Ireland.

Given that rates of display in England continue to be lower than in Northern Ireland and Wales, the results suggest that introducing compulsory display in England would boost display rates, particularly among businesses with lower ratings, which tend to say that they don't display because it's not compulsory or because they don't have to. This is supported by the majority of establishments in England (79%) saying they would welcome the introduction of compulsory display.

In Northern Ireland and Wales, there continues to be widespread support for compulsory display, with 91% making positive comments about the statutory scheme in Northern Ireland and 88% in Wales.

Even though most continue to say that display has had no impact upon their business, the results suggest that establishments are aware of the impacts of the scheme: the vast majority of businesses with a rating of 4 or below say that they have taken action to improve their rating and, thus, avoid negative impacts. Compared to 2018, there are fewer establishments in all countries saying that they are displaying their rating to show that they have been inspected or because it's compulsory, and more citing customer assurance among their main drivers of display.

Most businesses are supportive of compulsory display on online platforms (90% in England, 94% in Northern Ireland and 93% in Wales), with support being highest for takeaway ordering aggregators or apps, and restaurants' or takeaways' own websites. While businesses that have their own ordering facility are more likely to be supportive of compulsory online display in Wales, this pattern cannot be observed in England and Northern Ireland. Nonetheless, this overall support does not currently translate into display on online ordering facilities: only a minority are currently showing their rating on this platform (14% of those who have their own ordering facilities in England, 28% in Northern Ireland, and 26% in Wales). This suggests that, while businesses tend to support online display, it will take legislation to encourage them to actually do so.

Greater communication may be required regarding the benefits of using ratings in marketing materials. In England, 29% say that they are currently using their rating in some form of marketing or publicity material while 33% say so in Northern Ireland and 34% in Wales. If businesses better understand the benefits of using their ratings, these proportions could increase. Greater use of ratings in marketing materials is also likely to encourage establishments to take further action to achieve higher ratings.

# 1. Appendix: Technical report

## 1.1 Overview

This technical report details the sampling methodology, fieldwork process and weighting scheme used for the mystery shopping audits and the telephone business survey. A consistent methodology was used for each country within the scope of the research (England, Northern Ireland and Wales).

The first stage of fieldwork consisted of a mystery shopping audit of a representative mix of food outlets to determine rates of display and non-display of food hygiene ratings. The second stage consisted of telephone interviews amongst a representative mix of food outlets to determine drivers for display and non-display as well as actions taken to improve ratings, views on the FHRs scheme and awareness and usage of the schemes' safeguards. Nearly half of the telephone interviews were conducted with establishments that had been audited.

## 1.2 Sampling

### 1.2.1 Sample definition

The dataset was drawn by the FSA from the FHRs database on 5<sup>th</sup> August 2019.

The dataset included outlets that had not yet been inspected and issued with a food hygiene rating. As the rating was not yet known for these outlets, they were excluded from the sample for the study.

The other main exclusion from the database was outlets such as schools, hospitals and care homes that are not publicly accessible. This is because these outlets do not typically have the same element of consumer choice, and would not be able to be accessed by a mystery shopper.

Mobile food businesses were also excluded from the scope of the research. The nature of their business means that their location cannot be ascertained at any given day or time, and so a mystery shop would not be possible.

Additionally, any food businesses that are based in a residential property, such as private caterers, were excluded, again as these premises are not publicly accessible.

Therefore, the revised sample definition for the study is food outlets that have been issued with a food hygiene rating and are publicly accessible.

The categories of food outlets included are:

- Hotel / bed & breakfast / guest house
- Other catering premises
- Pub / bar / nightclub
- Restaurant / cafe / canteen
- Retailers – other

- Retailers - Supermarkets / Hypermarkets
- Takeaway / Sandwich Shop
- Small Retailers

### 1.2.2 Sampling methodology

FSA provided an extract of all information published on [www.food.gov.uk/ratings](http://www.food.gov.uk/ratings) for England, Wales and Northern Ireland, excluding establishments where the registered address was identified as a residential address by the local authority and excluding the following business types:

- Distributors/transporters
- Farmers/growers
- Hospitals/Childcare/Caring premises
- Importers/Exporters
- Manufacturers/packers
- Mobile caterers
- School/college/university

The dataset received from FSA contained 319,605 food outlets. These were not equally split by country, with the majority (91%) being in England (and 6% and 3% in Wales and Northern Ireland respectively).

BMG analysed the database and also made some exclusions. The exclusions included: those outlets that were not publicly accessible but had not been picked up by the original exclusions performed by the FSA; those that did not have a rating; and those that did not contain sufficient address information to perform an address lookup.

Once these exclusions were made, there was a total of 306,240 food outlets in the database. From this, two random samples per country were drawn, stratified by outlet type, FHRS rating and region. These samples were representative of food outlets based on the stratification variables (please see section 7.2.3 for more detail on the strata). Reserve samples were also drawn for each country. This resulted in 4 sample files per country.

As the FHRS database does not contain telephone numbers, the next stage was to perform a telephone lookup on these samples. This was conducted by BMG's external data suppliers (Experian and UK Changes) with an average match rate of 42% achieved. We then used external resources -namely Google, BT Phonebook and Yahoo APIs- to match and extract numbers for the unmatched records. The average match rate for this was 85%.

The 4 sample files per country were used as follows:

- Sample 1 – mystery shopping audits. These were also used for the telephone business survey, allowing for a direct comparison to observed levels of display and stated levels of display
- Sample 2 – for the telephone business survey only



- Sample 3 – reserve sample for the mystery shopping audits
- Sample 4 – reserve sample for the business telephone survey

**Table 12: Summary of sampling process**

|  | England | Northern Ireland | Wales  |
|--|---------|------------------|--------|
| Total records received from FSA                                  | 289,564 | 9,896            | 20,145 |
| Records after BMG exclusions                                     | 278,046 | 9,612            | 18,582 |
| Sample 1 - mystery shopping audits (sample drawn)                | 1,206   | 1,209            | 1,201  |
| Sample 2 - telephone business survey (sample drawn)              | 3,250   | 3,250            | 3,250  |
| Sample 1 - mystery shopping audits (successful number matches)   | 1,049   | 1,003            | 997    |
| Sample 2 - telephone business survey (successful number matches) | 2,938   | 2,709            | 2,435  |

### 1.2.3 Sample targets

Targets were set ahead of fieldwork for both the mystery shopping audits and the business telephone survey to ensure that the completed audits and interviews broadly matched the profile of the sample and the FHRS database. These targets are detailed below and were the same for both the audits and the telephone survey.

**Table 13: Targets profile by FBO type**

| FBO type  | England           | Northern Ireland  | Wales             |
|---|-------------------|-------------------|-------------------|
| Hotel/bed & breakfast/guest house/pub/bar/nightclub | 99 (20%)          | 89 (18%)          | 123 (25%)         |
| Restaurant/café/canteen/other catering              | 194 (39%)         | 195 (39%)         | 183 (37%)         |
| Retailers   | 131 (26%)         | 138 (28%)         | 126 (25%)         |
| Takeaway/sandwich shop                              | 77 (15%)          | 78 (16%)          | 68 (14%)          |
| <b>Total</b>  | <b>500 (100%)</b> | <b>500 (100%)</b> | <b>500 (100%)</b> |

**Table 14: Target profile by rating**

| FHRS Rating  | England           | Northern Ireland  | Wales             |
|--------------|-------------------|-------------------|-------------------|
| 0            | 1 (0%)            | 0 (0%)            | 1 (0%)            |
| 1            | 15 (3%)           | 3 (1%)            | 14 (3%)           |
| 2            | 15 (3%)           | 5 (1%)            | 13 (3%)           |
| 3            | 48 (10%)          | 33 (7%)           | 52 (10%)          |
| 4            | 97 (19%)          | 105 (21%)         | 114 (23%)         |
| 5            | 325 (65%)         | 354 (71%)         | 306 (61%)         |
| <b>Total</b> | <b>500 (100%)</b> | <b>500 (100%)</b> | <b>500 (100%)</b> |

**Table 15: Target profile by region (England)**

| Region                 | Target (%)        |
|------------------------|-------------------|
| East Midlands          | 43 (9%)           |
| Eastern Counties       | 49 (10%)          |
| London                 | 84 (17%)          |
| North East             | 26 (5%)           |
| North West             | 70 (14%)          |
| South East             | 74 (15%)          |
| South West             | 53 (11%)          |
| West Midlands          | 48 (10%)          |
| Yorkshire & Humberside | 54 (11%)          |
| <b>Total</b>           | <b>500 (100%)</b> |

**Table 16: Target profile by region (Northern Ireland)**

| Region       | Target (%)        |
|--------------|-------------------|
| Belfast      | 101 (20%)         |
| Eastern      | 63 (13%)          |
| Northern     | 113 (23%)         |
| Southern     | 98 (20%)          |
| Western      | 125 (25%)         |
| <b>Total</b> | <b>500 (100%)</b> |

**Table 17: Target profile by region (Wales)**

| Region       | Target (%)        |
|--------------|-------------------|
| North        | 137 (27%)         |
| South East   | 195 (39%)         |
| South West   | 168 (34%)         |
| <b>Total</b> | <b>500 (100%)</b> |

### 1.3 Mystery shopping audits

#### 1.3.1 Methodology

The mystery shopping audits were carried out by BMG's experienced field research team. Team members were matched geographically to sampled outlets and were tasked with visiting each sampled outlet during its opening hours.

Each mystery shopper travelled to each food outlet and first looked to see if a FHRs sticker or certificate could be seen from the outside of the premises. If a sticker or certificate could be seen from the outside, they observed all necessary details about the rating, including whether it could be seen clearly, what rating was displayed and whether it was on display at all customer entrances.

If a sticker could not be seen from the outside, the mystery shopper entered the premises and looked for a sticker or certificate inside the outlet. Mystery shoppers were instructed to look in all publicly accessible areas within the establishment to see if a rating was on display.

Again, they observed the necessary details about any sticker or certificate that was on display.

The mystery shopper also looked to see if the FHRS rating was displayed in any alternative format. They also noted whether more than one sticker or certificate was on display. If more than one was on display, they noted down the modes of display, the ratings shown and, where possible, the dates on the back of the stickers (or certificates).

The mystery shopper then filled in an online questionnaire on a tablet computer immediately following each audit, but out of sight of the food outlet.

There were a small number of instances where it was not possible to conduct the audit. The reasons for this included:

- The establishment no longer being in business
- The establishment being closed for refurbishment
- The establishment being closed for another reason (but within their advertised opening hours)
- A change of name of the establishment, suggesting that it is a different business
- The establishment not being publicly accessible

In some cases, it was still possible for the mystery shopper to complete the audit if the business was closed. If the business was still trading (and had not changed name) and a sticker was visible from the outside of the premises, the details were recorded and it was treated as a successful audit. Where it was not possible to complete the audit, the mystery shopper was given a new establishment to audit, from the reserve sample, which met the same criteria in terms of region, outlet type and rating.

Fieldwork was initially piloted to test that the questionnaire worked well and allowed the auditor to record all of the necessary information easily. No changes were made to the questionnaire after the pilot stage. The pilot mystery shops took place between 10<sup>th</sup> and 13<sup>th</sup> September 2019. The main stage mystery shopping audits took place between 14<sup>th</sup> September and 11<sup>th</sup> October 2019.

### **1.3.2 Questionnaire**

The questionnaire for the mystery shopping audits was similar to those used in previous waves of the research. There was a slightly different questionnaire in Wales than in England and Northern Ireland. This was to allow details of the type of sticker being displayed in Wales to be collected (e.g. statutory sticker vs. the old-style sticker).

Mystery shoppers were asked to look out for stickers and/or certificates in England, whereas interviewers in Northern Ireland and Wales were only asked to look for stickers; although if they noticed a certificate, they recorded it in the questionnaire.

### **1.3.3 Auditor briefing**

All mystery shoppers were fully briefed in person prior to carrying out the audits. Where auditors could not be briefed directly by a member of the core project team, a video briefing was used.

Briefing materials were shared with each of the mystery shoppers. The briefing materials explained the purpose of the audits, what the mystery shopper needed to look out for and examples of the stickers (and certificates in England). The full briefing materials are included in the appendix of this report.

### **1.3.4 Audit outcomes**

A total of 500 establishments were audited in each country.

A minority of audits were unsuccessful either because the business had stopped trading or didn't exist (5 in England and 3 in Wales) or were closed at the time of visit (35), and were unable to be replaced with an establishment from the reserve sample within the fieldwork window.

### **1.3.5 Weighting**

Although the profile of the mystery shopping audits was in line with targets set (all cells at a non-interlocking level matched), and therefore the FHRS database (minus exclusions) it was felt useful to apply a weighting scheme to the audit data. This weighting scheme was interlocking, meaning that it takes into account not just the number of establishments that fall into a category at a total level (for example, the number of takeaways/sandwich shops within England), but also how these are split out by outlet type, overall rating and region (for example, how many takeaways/sandwich shops in England have a rating of 5 and are in the East Midlands region).

The weighting factors applied range from 0.86 to 1.63.

## **1.4 Telephone business survey**

### **1.4.1 Methodology**

The second stage of fieldwork was a telephone survey with food establishments. The sample for the telephone audits consisted of all of the establishments from the audit stage where a successful audit had been conducted (whether the establishment was displaying a FHRS rating or not) and those establishments sampled specifically for the telephone business survey (sample 2).

Interviews were conducted via Computer Aided Telephone Interviewing (CATI) from BMG's office in Birmingham. CATI interviewing allows the profile of the sample to be closely controlled to ensure it is as representative as possible. It also uses an automated script so that any routing based on answers given by the respondent is automatically incorporated into the questionnaire.

As named contacts for the establishments were not available, the first task of the interviewer was to determine the best person to speak to within each establishment. Interviewers asked to speak to the most senior person with responsibility for food safety at the establishment (and not at head office if the establishment was a chain). If this person was not available at the time of calling, they called back at a different time until they were able to speak to them. Typical job roles included: Head Chef/Cook, Manager and Owner/Proprietor/Managing Director.

One of the aims of the survey was to maximise the number of business surveys completed with establishments who had been audited. To maximise the response rates amongst these establishments, hard quotas were not set for this portion of the sample. However, targets were set for sample 2 – those specifically drawn for the telephone survey – based on outlet type, rating and region to ensure that the achieved sample was as representative as possible of the total population.

The average interview length for the questionnaire was 12 minutes. The survey was initially piloted to ensure that the questionnaire worked well. Pilot interviews took place between 23<sup>rd</sup> September and 29<sup>th</sup> September. The main stage fieldwork took place between 30<sup>th</sup> September and 12<sup>th</sup> November 2019.

### **1.4.2 Questionnaire**

The questionnaire was largely similar to that used in previous surveys. The majority of questions were the same across all three countries, but there were a few questions that were specific to one country. Additionally, establishments in England were asked about FHRS stickers and/or certificates, whereas establishments in Northern Ireland and Wales were only asked about FHRS stickers.

Below is a list of the broad topics covered by the questionnaire.

- Awareness of the Food Hygiene Rating Scheme
- Whether the establishment has received a food hygiene rating
- What rating the establishment holds
- Satisfaction with the rating given
- Reasons for dissatisfaction
- Changes made to improve ratings
- Whether the establishment displays their rating
- Format and location of display
- Reasons for display
- Impact of display
- Reasons for non-display
- Use of rating in advertising and marketing

- Awareness of safeguards, including recollection of the inception report letter
- Use of safeguards and reasons for not taking them up
- Appetite for compulsory display – England only
- Awareness of compulsory display – Asked in Wales and Northern Ireland
- Feelings about compulsory display – Wales and Northern Ireland only
- Feelings about extending compulsory display to online ordering facilities

A small proportion of respondents completed a shorter version of the survey. This consisted of 5 key questions (7 in Wales) and was used in instances where the establishment had been audited and it was not possible to conduct the full-length interview with the respondent.

The short route questionnaire has been successfully used in previous years and was introduced to help maximise the response rate amongst audited establishments. This survey was offered at the interviewer’s discretion. In 2019, a total of 7 short route interviews were completed.

### 1.4.3 Survey outcomes

In total, 1,512 telephone surveys were completed across England, Northern Ireland and Wales. The table below details the number achieved in each country and how many were from the audited sample.

**Table 18: Number of completed telephone surveys**

|  | England    | Northern Ireland | Wales      |
|--|------------|------------------|------------|
| Number of completed interviews from audit sample | 191        | 185              | 204        |
| Number of completed interviews from sample 2     | 309        | 320              | 303        |
| <b>Total completed interviews</b>                | <b>500</b> | <b>505</b>       | <b>507</b> |

It was not possible to contact some establishments, either because the telephone number returned was not correct or because the establishment had closed or changed names. A summary of the call outcomes is provided below.

**Table 19: Telephone survey outcomes**

|                                | Outcome      |
|--------------------------------|--------------|
| <b>Total sample loaded</b>     | <b>9,582</b> |
| Completed interviews           | 1,512        |
| Unobtainable/wrong number      | 597          |
| Business does not exist        | 423          |
| Relevant contact not available | 45           |
| Refusal                        | 543          |
| No answer                      | 3,812        |
| Call back/soft appointment     | 2,650        |

#### 1.4.4 Weighting

As in previous years, a weighting scheme was applied to ensure that the reported results are representative of the population (food outlets with an FHRS rating that are publicly accessible). The table below shows the unweighted and weighted counts for each country, split by the main sample criteria. Weighting was based on outlet type, rating and region within each country. Weights were calculated at a cell level (e.g. all businesses in the East Midlands of England, which are a takeaway/sandwich shop and have a rating of 5 have the same weight). The weighting factors used range from 0.52 to 4.37.

**Table 20: Unweighted and weighted telephone survey profile by FBO type**

| FBO type   | England |            |          | Northern Ireland |            |          | Wales |            |          |
|--|---------|------------|----------|------------------|------------|----------|-------|------------|----------|
|  | n       | Unweighted | Weighted | n                | Unweighted | Weighted | n     | Unweighted | Weighted |
| Hotel/bed & breakfast /guesthouse/Pub/bar/ nightclub | 128     | 26%        | 20%      | 63               | 12%        | 18%      | 130   | 26%        | 25%      |
| Restaurant/Café/ Canteen/ Other catering             | 209     | 42%        | 39%      | 216              | 43%        | 39%      | 193   | 38%        | 37%      |
| Retailers  | 112     | 22%        | 26%      | 164              | 32%        | 28%      | 129   | 25%        | 25%      |
| Takeaway/sandwich shop                               | 51      | 13%        | 15%      | 62               | 12%        | 16%      | 55    | 11%        | 14%      |

**Table 21: Unweighted and weighted telephone survey profile by FHRS rating**

| FHRS Rating | England |            |          | Northern Ireland |            |          | Wales |            |          |
|-------------|---------|------------|----------|------------------|------------|----------|-------|------------|----------|
|             | n       | Unweighted | Weighted | n                | Unweighted | Weighted | n     | Unweighted | Weighted |
| 0           | 0       | 0%         | 0%       | 0                | 0%         | 0%       | 0     | 0%         | 0%       |
| 1           | 5       | 1%         | 3%       | 1                | *          | *        | 9     | 2%         | 3%       |
| 2           | 10      | 2%         | 3%       | 1                | *          | 1%       | 10    | 2%         | 2%       |
| 3           | 24      | 5%         | 10%      | 15               | 3%         | 6%       | 47    | 9%         | 10%      |
| 4           | 88      | 18%        | 19%      | 90               | 18%        | 20%      | 115   | 23%        | 23%      |
| 5           | 373     | 75%        | 65%      | 398              | 79%        | 73%      | 326   | 64%        | 63%      |

**Table 22: Unweighted and weighted telephone survey profile by region (England)**

| Region                 | n  | Unweighted | Weighted |
|------------------------|----|------------|----------|
| East Midlands          | 45 | 9%         | 9%       |
| Eastern Counties       | 59 | 12%        | 10%      |
| London                 | 72 | 14%        | 17%      |
| North East             | 23 | 5%         | 5%       |
| North West             | 60 | 12%        | 14%      |
| South East             | 85 | 17%        | 15%      |
| South West             | 54 | 11%        | 11%      |
| West Midlands          | 50 | 10%        | 10%      |
| Yorkshire & Humberside | 52 | 10%        | 11%      |

**Table 23: Unweighted and weighted telephone survey profile by region (Northern Ireland)**

| Region   | n   | Unweighted | Weighted |
|----------|-----|------------|----------|
| Belfast  | 110 | 22%        | 20%      |
| Eastern  | 73  | 14%        | 13%      |
| Northern | 120 | 24%        | 23%      |
| Southern | 98  | 19%        | 20%      |
| Western  | 104 | 21%        | 25%      |

**Table 24: Unweighted and weighted telephone survey profile by region (Wales)**

| Region     | n   | Unweighted | Weighted |
|------------|-----|------------|----------|
| North      | 145 | 29%        | 27%      |
| South East | 186 | 36%        | 39%      |
| South West | 185 | 36%        | 34%      |



### 1.4.5 Changes in the population over time

The table below shows the profile of the survey population and how this has changed over time. These population percentages are based on the FHRs database, minus any exclusions applied by the FSA or the research agency (therefore, the 'in-scope' population).

**Table 25: Survey population profile over time by business type**

| Business type  | England |      |      |      |      | Northern Ireland |      |      |      |      | Wales |      |      |      |      |
|--|---------|------|------|------|------|------------------|------|------|------|------|-------|------|------|------|------|
|  | 2015    | 2016 | 2017 | 2018 | 2019 | 2015             | 2016 | 2017 | 2018 | 2019 | 2015  | 2016 | 2017 | 2018 | 2019 |
| Hotel/bed & breakfast<br>/guesthouse/Pub/bar/<br>nightclub | 20%     | 19%  | 20%  | 20%  | 20%  | 18%              | 18%  | 17%  | 18%  | 18%  | 25%   | 24%  | 25%  | 25%  | 25%  |
| Restaurant/Café/<br>Canteen/ Other<br>catering             | 41%     | 42%  | 38%  | 39%  | 39%  | 37%              | 37%  | 39%  | 39%  | 39%  | 38%   | 40%  | 37%  | 37%  | 37%  |
| Retailers  | 25%     | 25%  | 27%  | 26%  | 26%  | 30%              | 29%  | 28%  | 28%  | 28%  | 22%   | 22%  | 25%  | 25%  | 25%  |
| Takeaway/sandwich<br>shop                                  | 14%     | 14%  | 15%  | 15%  | 15%  | 15%              | 14%  | 15%  | 15%  | 16%  | 16%   | 14%  | 13%  | 14%  | 14%  |

**Table 26: Survey population profile over time by FHRs rating**

| FHRs Rating | England |      |      |      |      | Northern Ireland |      |      |      |      | Wales |      |      |      |      |
|-------------|---------|------|------|------|------|------------------|------|------|------|------|-------|------|------|------|------|
|             | 2015    | 2016 | 2017 | 2018 | 2019 | 2015             | 2016 | 2017 | 2018 | 2019 | 2015  | 2016 | 2017 | 2018 | 2019 |
| 0,1 or 2    | 9%      | 8%   | 7%   | 7%   | 6%   | 4%               | 4%   | 1%   | 2%   | 1%   | 10%   | 7%   | 6%   | 6%   | 5%   |
| 3           | 14%     | 13%  | 11%  | 10%  | 10%  | 12%              | 12%  | 8%   | 7%   | 6%   | 13%   | 12%  | 11%  | 11%  | 10%  |
| 4           | 23%     | 22%  | 21%  | 20%  | 19%  | 30%              | 30%  | 22%  | 21%  | 20%  | 26%   | 25%  | 24%  | 23%  | 23%  |
| 5           | 53%     | 57%  | 60%  | 63%  | 65%  | 54%              | 54%  | 69%  | 71%  | 73%  | 50%   | 55%  | 60%  | 61%  | 63%  |

**Table 27: Survey population profile over time by region (England)**

| Region                 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------|------|------|------|------|------|
| East Midlands          | 8%   | 7%   | 9%   | 9%   | 9%   |
| Eastern Counties       | 10%  | 10%  | 10%  | 10%  | 10%  |
| London                 | 16%  | 14%  | 17%  | 17%  | 17%  |
| North East             | 6%   | 5%   | 5%   | 5%   | 5%   |
| North West             | 14%  | 13%  | 14%  | 14%  | 14%  |
| South East             | 17%  | 18%  | 15%  | 15%  | 15%  |
| South West             | 11%  | 11%  | 10%  | 10%  | 11%  |
| West Midlands          | 11%  | 11%  | 9%   | 10%  | 10%  |
| Yorkshire & Humberside | 7%   | 11%  | 11%  | 11%  | 11%  |

**Table 28: Survey population profile over time by region (Northern Ireland)**

| Region   | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------|------|------|------|------|------|
| Belfast  | 19%  | 20%  | 21%  | 20%  | 20%  |
| Eastern  | 17%  | 12%  | 12%  | 12%  | 13%  |
| Northern | 25%  | 24%  | 22%  | 23%  | 23%  |
| Southern | 19%  | 19%  | 19%  | 19%  | 20%  |
| Western  | 20%  | 25%  | 26%  | 25%  | 25%  |

**Table 29: Survey population profile over time by region (Wales)**

| Region     | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------|------|------|------|------|------|
| North      | 23%  | 25%  | 26%  | 27%  | 27%  |
| South East | 38%  | 44%  | 37%  | 37%  | 39%  |
| South West | 38%  | 31%  | 37%  | 36%  | 34%  |

### 1.4.6 Regional definitions used in this report

Regions used in this report are consistent with those used in previous years. As the regions used in Wales and Northern Ireland are not standard definitions, we have provided the areas included in these below:

#### Northern Ireland

- Belfast – Belfast CC
- Eastern – Ards, North Down, Castlereagh, Downpatrick, Lisburn
- Northern – Newtownabbey, Carrickfergus, Lame, Antrim, Ballymena, Ballymoney, Coleraine, Magherafelt, Moyle, Cookstown
- Southern – Newry and Mourne, Dungannon and South Tyrone, Banbridge, Armagh, Craigavon
- Western – Strabane, Fermanagh, Omagh, Derry, Limavady

#### Wales

- North – Conwy, Denbighshire, Flintshire, Gwynedd, Anglesey, Wrexham
- South East – Blaenau Gwent, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen, Vale of Glamorgan
- South West – Bridgend, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys, Swansea

### 1.4.7 Statistical significance testing

All year-on-year statistically significant differences commented on in this report compare 2019 data to 2018 data. Changes over time compare 2019 data to the first year that the question was asked or that data was collected for that variable.

Countries have been tested independently, with separate data files (and set of data tables) for each country.

Z-tests were used to test for statistically significant differences, with a confidence level of 95%. The tests predict the likelihood that the observed change or difference is not just 'chance' (an unusual finding only reflecting the sample) but a 'real' change or difference (reflecting the wider population). This means that a difference is considered to be significant if 95 times out of 100 we would find the same result in any sample.

The accompanying data tables for this report also include statistical significance testing between sub-groups of the 2019 data. These are based on z-tests carried out on column percentages and t-tests on means. Each cell of the table is inspected in turn. The software package used (SGX) looks for a statistically significant difference between the cell proportion and the proportion representing the remainder of the population in the row which contains the cell. Weighted figures are used in the computation.

### 1.4.8 Analysis of businesses that were audited and also took part in the telephone survey

Nearly half of the outlets that took part in the telephone survey had also been audited during the mystery shopping phase of the research. The table below details the profile of these businesses. It is worth noting that these businesses are not representative of all food outlets in any of the countries in scope, but do allow insights to be gathered about stated display vs. observed display.

**Table 30: Profile of outlets who took part in both the audit and telephone survey by FBO type**

| FBO type  | England           | Northern Ireland  | Wales             |
|---|-------------------|-------------------|-------------------|
| Hotel/bed & breakfast/guest house/Pub/bar/nightclub | 37 (19%)          | 26 (14%)          | 58 (28%)          |
| Restaurant/Café/Canteen/Other catering              | 75 (39%)          | 73 (39%)          | 78 (38%)          |
| Retailers   | 52 (27%)          | 69 (37%)          | 53 (26%)          |
| Takeaway/sandwich shop                              | 27 (14%)          | 17 (9%)           | 15 (7%)           |
| <b>Total</b>  | <b>191 (100%)</b> | <b>185 (100%)</b> | <b>204 (100%)</b> |

**Table 31: Profile of outlets who took part in both the audit and telephone survey by FHRS rating**

| FHRS Rating  | England           | Northern Ireland  | Wales             |
|--------------|-------------------|-------------------|-------------------|
| 0            | 0 (0%)            | 0 (0%)            | 0 (0%)            |
| 1            | 4 (2%)            | 1 (0.5%)          | 3 (1%)            |
| 2            | 8 (4%)            | 1 (0.5%)          | 2 (1%)            |
| 3            | 6 (3%)            | 8 (4%)            | 17 (8%)           |
| 4            | 28 (15%)          | 28 (15%)          | 46 (23%)          |
| 5            | 145 (76%)         | 147 (79%)         | 136 (67%)         |
| <b>Total</b> | <b>191 (100%)</b> | <b>185 (100%)</b> | <b>204 (100%)</b> |

**Table 32: Profile of outlets who took part in both the audit and telephone survey by region (England)**

| Region                 | n (%)             |
|------------------------|-------------------|
| East Midlands          | 23 (12%)          |
| Eastern Counties       | 22 (12%)          |
| London                 | 24 (13%)          |
| North East             | 8 (4%)            |
| North West             | 27 (14%)          |
| South East             | 24 (13%)          |
| South West             | 27 (14%)          |
| West Midlands          | 20 (10%)          |
| Yorkshire & Humberside | 16 (8%)           |
| <b>Total</b>           | <b>191 (100%)</b> |

**Table 33: Profile of outlets who took part in both the audit and telephone survey by region (Northern Ireland)**

| Region       | n (%)             |
|--------------|-------------------|
| Belfast      | 43 (23%)          |
| Eastern      | 36 (19%)          |
| Northern     | 44 (24%)          |
| Southern     | 31 (17%)          |
| Western      | 31 (17%)          |
| <b>Total</b> | <b>185 (100%)</b> |

**Table 34: Profile of outlets who took part in both the audit and telephone survey by region (Wales)**

| Region       | n (%)             |
|--------------|-------------------|
| North        | 27 (14%)          |
| South East   | 20 (10%)          |
| South West   | 16 (8%)           |
| <b>Total</b> | <b>204 (100%)</b> |

## 2. Appendix: Accessibility

### 2.1 Infographic

#### 2.1.1 Food Hygiene Rating Scheme 2019

##### 2.1.1.1 Display rates

###### 2.1.1.1.1 Clearly visible from outside

- England 55% certificate or sticker - only 1% were found to be displaying a certificate)
- Northern Ireland 87% statutory sticker
- Wales 89% statutory sticker

##### 2.1.1.2 *Business attitudes towards the FHRS*

###### 2.1.1.2.1 Attitudes towards mandatory display

- 79% of food businesses in England support mandatory display.
- 91% of food businesses in Northern Ireland are positive about mandatory display, as introduced in 2016
- 88% of food businesses in Wales are positive about mandatory display, as introduced in 2013

###### 2.1.1.2.2 Attitudes towards mandatory display on online platforms

- 90% of food businesses in England, 94% in Northern Ireland and 93% in Wales agree online facilities should be required to display their ratings by law.

###### 2.1.1.2.3 Positive impact of display on online platforms

- 37% of food businesses in England, rising to 41% of those who have a rating of 5.
- 41% of food businesses in Northern Ireland, rising to 46% of those who have a rating of 5.
- 38% of food businesses in Wales, rising to 44% of those who have a rating of 5.

##### 2.1.1.3 Methodology

Data collected using a combination of mystery shopping audits & telephone business surveys.

- Mystery shopping audits sample size: 1,457 (10<sup>th</sup> September – 11<sup>th</sup> October 2019).
- Telephone business survey sample size: 1,512 (23<sup>rd</sup> September – 12<sup>th</sup> November 2019)

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## 2.2 Tables

**Table 35: Figure 1 display rates (England)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Displayed outside   | 32%     | 37%  | 35%  | 41%  | 44%  | 49%  | 52%  | 55%/ |
| Displayed inside  | 11%     | 14%  | 18%  | 16%  | 15%  | 7%   | 6%   | 6%   |
| Not displayed   | 57%     | 48%  | 47%  | 43%  | 41%  | 45%  | 41%  | 39%  |
| Summary: Either inside or outside                                     | 43%     | 52%  | 53%  | 57%  | 59%  | 55%  | 59%  | 61%  |
| Deemed 'clearly visible' (Not asked in 2011/12)                       | N/A     | 50%  | 52%  | 57%  | 58%  | 54%  | 55%  | 59%  |
| Displayed 'broadly at eye level' (not asked before 2018)              | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 50%  | 55%  |
| Summary: displaying outside, clearly visible and broadly at eye level | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 42%  | 49%/ |

**Table 36: Figure 1 display rates (Northern Ireland sticker only 2019-2017)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Displayed outside   | 38%     | 42%  | 40%  | 46%  | 48%  | 82%  | 84%  | 87%/ |
| Displayed inside  | 13%     | 15%  | 16%  | 21%  | 16%  | 3%   | 3%   | 3%   |
| Not displayed   | 50%     | 43%  | 44%  | 32%  | 36%  | 15%  | 11%  | 11%  |
| Summary: Either inside or outside                                     | 50%     | 57%  | 56%  | 68%  | 64%  | 85%  | 87%  | 89%  |
| Deemed 'clearly visible' (Not asked in 2011/12)                       | N/A     | 56%  | 56%  | 68%  | 64%  | 83%  | 87%  | 89%  |
| Displayed 'broadly at eye level' (not asked before 2018)              | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 77%  | 78%  |
| Summary: displaying outside, clearly visible and broadly at eye level | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 74%  | 76%  |



**Table 37: Figure 1 display rates (Wales sticker only)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Displayed outside   | 21%     | 34%  | N/A  | 59%  | 68%  | 84%  | 87%  | 89%/ |
| Displayed inside  | 10%     | 14%  | N/A  | 14%  | 18%  | 2%   | 3%   | 2%   |
| Not displayed   | 69%     | 53%  | N/A  | 27%  | 14%  | 14%  | 11%  | 9%&  |
| Summary: Either inside or outside                                     | 31%     | 47%  | N/A  | 73%  | 86%  | 86%  | 89%  | 91%/ |
| Deemed 'clearly visible' (Not asked in 2011/12)                       | N/A     | 46%  | N/A  | 72%  | 85%  | 84%  | 87%  | 89%/ |
| Displayed 'broadly at eye level' (not asked before 2018)              | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 75%  | 77%  |
| Summary: displaying outside, clearly visible and broadly at eye level | N/A     | N/A  | N/A  | N/A  | N/A  | N/A  | 70%  | 75%  |

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**Table 38: Figure 2 mode of display (England)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Sticker                                       | 29%     | 35%  | 35%  | 40%  | 50%  | 48%  | 57%  | 60%  |
| Alternative format only                       | 12%     | 9%   | 9%   | 8%   | 14%  | 9%   | 2%   | 1%   |
| Both  | 2%      | 7%   | 9%   | 9%   | 5%   | 1%   | 1%   | 1%   |
| Neither                                       | 57%     | 48%  | 47%  | 43%  | 41%  | 45%  | 41%  | 39%  |
| Summary: Either sticker or alternative format | 43%     | 52%  | 53%  | 57%  | 59%  | 55%  | 59%  | 61%  |

**Table 39: Figure 2 mode of display (Northern Ireland)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Sticker                                       | 42%     | 47%  | 42%  | 56%  | 59%  | 85%  | 87%  | 89%  |
| Alternative format only                       | 7%      | 7%   | 8%   | 7%   | 7%   | 1%   | 2%   | 0%   |
| Both  | 1%      | 4%   | 5%   | 4%   | 3%   | 0%   | 0%   | *%   |
| Neither                                       | 50%     | 43%  | 44%  | 32%  | 36%  | 14%  | 11%  | 11%  |
| Summary: Either sticker or alternative format | 50%     | 57%  | 56%  | 68%  | 64%  | 86%  | 89%  | 89%  |

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**Table 40: Figure 3 mode of display (Wales)**

|   | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|
| Statutory scheme sticker only   | 70%  | 84%  | 86%  | 89%  | 91%/ |
| Voluntary scheme sticker or certificate only                          | 16%  | 7%   | 2%   | 1%   | 3%   |
| Both statutory and voluntary scheme sticker/certificate               | 3%   | 2%   | 0%   | 2%   | 1%   |
| Summary: Not displaying anything                                      | 11%  | 7%   | 12%  | 9%   | 6%   |
| Summary: All displaying a statutory scheme sticker                    | 73%  | 86%  | 86%  | 89%  | 91%/ |
| Summary: Displaying statutory or voluntary scheme sticker/certificate | 89%  | 92%  | 88%  | 91%  | 94%  |

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**Table 41: Figure 4 display outside or inside the premises by rating (England)**

|          | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------|---------|------|------|------|------|------|------|------|
| 5        | 63%     | 69%  | 69%  | 75%  | 72%  | 67%  | 70%  | 73%  |
| 4        | 46%     | 55%  | 49%  | 55%  | 53%  | 43%  | 52%  | 45%  |
| 3        | 26%     | 28%  | 31%  | 32%  | 29%  | 35%  | 31%  | 31%  |
| 0,1 or 2 | 12%     | 10%  | 20%  | 16%  | 23%  | 28%  | 17%  | 26%  |

**Table 42: Figure 4 display outside or inside the premises by rating (Northern Ireland)**

|          | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|----------|---------|------|------|------|------|------|------|-------|
| 5        | 56%     | 73%  | 76%  | 83%  | 80%  | 87%  | 90%  | 91%   |
| 4        | 58%     | 59%  | 48%  | 65%  | 55%  | 84%  | 90%  | 87%   |
| 3        | 33%     | 25%  | 16%  | 42%  | 28%  | 77%  | 54%  | 80%// |
| 0,1 or 2 | 22%     | 13%  | 24%  | 9%   | 27%  | 66%  | 59%  | 100%  |

**Table 43: Figure 4 display outside or inside the premises by rating (Wales)**

|          | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------|---------|------|------|------|------|------|------|------|
| 5        | N/A     | 17%  | N/A  | 47%  | 76%  | 72%  | 93%  | 83%  |
| 4        | N/A     | 22%  | N/A  | 55%  | 81%  | 81%  | 90%  | 96%  |
| 3        | N/A     | 53%  | N/A  | 76%  | 88%  | 87%  | 92%  | 95%  |
| 0,1 or 2 | N/A     | 77%  | N/A  | 81%  | 88%  | 88%  | 88%  | 89%  |
| 5        | N/A     | 17%  | N/A  | 47%  | 76%  | 72%  | 93%  | 83%  |

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**Table 44: Figure 5 display outside the premises by rating (England)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------|---------|------|------|------|------|------|------|------|
| <b>5</b>        | 49%     | 53%  | 46%  | 57%  | 52%  | 61%  | 63%  | 67%  |
| <b>4</b>        | 34%     | 36%  | 35%  | 37%  | 42%  | 34%  | 45%  | 40%  |
| <b>3</b>        | 18%     | 20%  | 19%  | 19%  | 23%  | 30%  | 25%  | 27%  |
| <b>0,1 or 2</b> | 4%      | 3%   | 13%  | 7%   | 12%  | 25%  | 15%  | 18%  |

**Table 45: Figure 5 display outside the premises by rating (Northern Ireland)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|-----------------|---------|------|------|------|------|------|------|-------|
| <b>5</b>        | 46%     | 53%  | 54%  | 59%  | 62%  | 83%  | 87%  | 88%   |
| <b>4</b>        | 39%     | 45%  | 34%  | 42%  | 38%  | 80%  | 86%  | 85%   |
| <b>3</b>        | 22%     | 14%  | 8%   | 28%  | 18%  | 77%  | 54%  | 78%// |
| <b>0,1 or 2</b> | 22%     | 13%  | 19%  | 0%   | 13%  | 66%  | 59%  | 100%  |

**Table 46: Figure 5 display outside the premises by rating (Wales)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------|---------|------|------|------|------|------|------|------|
| <b>5</b>        | N/A     | 59%  | N/A  | 67%  | 73%  | 86%  | 86%  | 88%  |
| <b>4</b>        | N/A     | 35%  | N/A  | 59%  | 76%  | 85%  | 89%  | 93%  |
| <b>3</b>        | N/A     | 12%  | N/A  | 48%  | 75%  | 81%  | 85%  | 96%  |
| <b>0,1 or 2</b> | N/A     | 11%  | N/A  | 36%  | 54%  | 66%  | 86%  | 83%  |

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**Table 47: Figure 6 display by business type (England)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| <b>Restaurant/ café/ canteen/<br/>other caterer</b>         | 49%     | 55%  | 57%  | 66%  | 68%  | 63%  | 63%  | 69%  |
| <b>Takeaway/ sandwich shop</b>                              | 43%     | 57%  | 56%  | 64%  | 66%  | 63%  | 51%  | 62%  |
| <b>Hotel/ B&amp;B/ guest house/<br/>pub/ bar/ nightclub</b> | 37%     | 48%  | 53%  | 44%  | 49%  | 47%  | 59%  | 57%  |
| <b>Retailer</b>   | 41%     | 45%  | 46%  | 49%  | 51%  | 47%  | 57%  | 51%  |

**Table 48: Figure 6 display by business type (Northern Ireland)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Restaurant/ café/ canteen/<br>other caterer     | 60%     | 64%  | 56%  | 71%  | 63%  | 83%  | 85%  | 92%  |
| Takeaway/ sandwich shop                         | 65%     | 71%  | 69%  | 71%  | 66%  | 95%  | 95%  | 94%  |
| Hotel/ B&B/ guest house/<br>pub/ bar/ nightclub | 47%     | 46%  | 47%  | 53%  | 57%  | 75%  | 81%  | 87%  |
| Retailer  | 38%     | 49%  | 55%  | 71%  | 68%  | 88%  | 90%  | 85%  |

**Table 49: Figure 6 display by business type (Wales)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|---------|------|------|------|------|------|------|-------|
| Restaurant/ café/ canteen/<br>other caterer     | 36%     | 42%  | N/A  | 75%  | 94%  | 89%  | 93%  | 93%   |
| Takeaway/ sandwich shop                         | 36%     | 55%  | N/A  | 76%  | 87%  | 88%  | 95%  | 94%   |
| Hotel/ B&B/ guest house/<br>pub/ bar/ nightclub | 27%     | 41%  | N/A  | 70%  | 80%  | 82%  | 81%  | 90%// |
| Retailer  | 23%     | 42%  | N/A  | 69%  | 80%  | 85%  | 88%  | 87%   |

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**Table 50: Figure 7 display by region (England)**

|   | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|------|------|------|------|------|------|-------|
| <b>Total</b>  | 52%  | 53%  | 57%  | 58%  | 55%  | 59%  | 61%   |
| <b>East Midlands</b><br>(41/43/43/34/38/39/43)      | 68%  | 46%  | 73%  | 51%  | 58%  | 81%  | 74%   |
| <b>North West</b><br>(68/70/69/53/61/69/63)         | 62%  | 51%  | 62%  | 54%  | 54%  | 51%  | 58%   |
| <b>North East*</b><br>(26/26/26/25/23/28/28)        | 59%  | 66%  | 57%  | 64%  | 19%  | 31%  | 77%// |
| <b>East Counties</b><br>(45/49/49/43/41/48/42)      | 59%  | 56%  | 59%  | 66%  | 55%  | 57%  | 65%   |
| <b>South East</b><br>(66/75/75/60/65/77/72)         | 56%  | 62%  | 63%  | 76%  | 63%  | 67%  | 58%   |
| <b>South West</b><br>(52/51/52/43/53/54/49)         | 51%  | 53%  | 53%  | 59%  | 62%  | 67%  | 76%/  |
| <b>Yorks &amp; Humber</b><br>(54/54/55/48/47/37/51) | 45%  | 61%  | 56%  | 67%  | 58%  | 69%  | 48%&& |
| <b>West Midlands</b><br>(48/48/47/40/36/55/41)      | 39%  | 61%  | 57%  | 48%  | 72%  | 59%  | 68%   |
| <b>London</b><br>(79/84/84/66/65/83/72)             | 33%  | 36%  | 40%  | 46%  | 45%  | 45%  | 47%   |

**Table 51: Figure 7 display by region (Northern Ireland)**

|  | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|------|------|------|------|------|------|------|
| <b>Total</b>   | 57%  | 56%  | 68%  | 64%  | 85%  | 87%  | 89%  |
| <b>Eastern</b><br><b>(63/62/61/67/78/71/69)</b>        | 67%  | 57%  | 65%  | 66%  | 91%  | 92%  | 99%  |
| <b>Southern</b><br><b>(93/96/96/88/77/82/83)</b>       | 60%  | 64%  | 67%  | 76%  | 96%  | 83%  | 91%  |
| <b>Belfast</b><br><b>(101/101/104/100/82/84/85)</b>    | 55%  | 53%  | 75%  | 51%  | 75%  | 83%  | 91%  |
| <b>Northern</b><br><b>(107/116/111/98/123/106/102)</b> | 53%  | 55%  | 64%  | 64%  | 84%  | 89%  | 83%  |
| <b>Western</b><br><b>(116/125/128/97/85/87/89)</b>     | 53%  | 52%  | 67%  | 63%  | 83%  | 91%  | 87%  |

**Table 52: Figure 7 display by region (Wales)**

|  | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|--|------|------|------|------|------|------|-------|
| <b>Total</b>   | 47%  | N/A  | 73%  | 86%  | 86%  | 89%  | 91%   |
| <b>South West</b><br><b>(168/181/183/146/166/NA/165)</b> | 49%  | N/A  | 78%  | 84%  | 85%  | 92%  | 84%&& |
| <b>South East</b><br><b>(194/185/185/159/164/NA/180)</b> | 38%  | N/A  | 73%  | 92%  | 85%  | 88%  | 96%/  |
| <b>North</b><br><b>(136/134/132/112/100/NA/110)</b>      | 61%  | N/A  | 63%  | 81%  | 89%  | 87%  | 93%   |

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**Table 53: Figure 15 reasons for dissatisfaction with rating**

|  | England | Northern Ireland | Wales |
|--|---------|------------------|-------|
| Rating was lower than expected                                     | 42%     | 40%              | 39%   |
| Inspector was not fair/Rating is unfair                            | 35%     | 21%              | 27%   |
| Inspection time was inconvenient                                   | 28%     | 10%              | 12%   |
| Received a low rating  | 25%     | 42%              | 29%   |
| Rating due to poor confidence in management score                  | 20%     | 3%               | 6%    |
| The score/rating may stop some customers using us                  | 12%     | 0%               | 0%    |
| Rating was lower/worse than last time                              | 8%      | 9%               | 10%   |
| Made improvements as required but still got a low rating           | 6%      | 5%               | 8%    |
| It was based on uncontrollable circumstances                       | 5%      | 0%               | 5%    |
| I am doing things the same as before but I received a lower rating | 3%      | 18%              | 3%    |
| It was based on the structure/maintenance of building              | 3%      | 3%               | 2%    |
| This was caused by previous management/ownership                   | 0%      | 7%               | 2%    |
| Other  | 7%      | 0%               | 7%    |
| Don't know   | 0%      | 8%               | 2%    |

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**Table 54: Figure 16 the lowest rating respondents would consider good enough for display (England)**

|                                 | 0  | 1  | 2  | 3   | 4   | 5   | Don't know |
|---------------------------------|----|----|----|-----|-----|-----|------------|
| Businesses with a rating of 0-2 | 0% | 0% | 0% | 36% | 40% | 0%  | 24%        |
| Businesses with a rating of 3   | 0% | 0% | 0% | 26% | 48% | 22% | 4%         |
| Businesses with a rating of 4   | 1% | 0% | 2% | 7%  | 59% | 27% | 4%         |
| Businesses with a rating of 5   | 0% | 1% | 0% | 8%  | 41% | 47% | 3%         |

**Table 55: Figure 16 the lowest rating respondents would consider good enough for display (Northern Ireland)**

|                                 | 0  | 1  | 2  | 3   | 4    | 5   | Don't know |
|---------------------------------|----|----|----|-----|------|-----|------------|
| Businesses with a rating of 0-2 | 0% | 0% | 0% | 0%  | 100% | 0%  | 0%         |
| Businesses with a rating of 3   | 8% | 0% | 0% | 61% | 24%  | 7%  | 0%         |
| Businesses with a rating of 4   | 0% | 0% | 0% | 20% | 71%  | 7%  | 1%         |
| Businesses with a rating of 5   | 0% | 0% | 0% | 6%  | 44%  | 49% | 1%         |

**Table 56: Figure 16 The lowest rating respondents would consider good enough for display (Wales)**

|  | 0  | 1  | 2  | 3   | 4   | 5   | Don't know |
|--|----|----|----|-----|-----|-----|------------|
| <b>Businesses with a rating of 0-2</b> | 6% | 0% | 0% | 35% | 32% | 22% | 4%         |
| <b>Businesses with a rating of 3</b>   | 0% | 0% | 3% | 50% | 30% | 12% | 5%         |
| <b>Businesses with a rating of 4</b>   | 0% | 0% | 3% | 24% | 60% | 12% | 2%         |
| <b>Businesses with a rating of 5</b>   | 0% | 0% | 1% | 8%  | 45% | 46% | 1%         |

[Click here to return to the relevant part of the main report](#)

**Table 57: Figure 18 actions taken to improve ratings (England)**

|   | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|
| <b>Purchasing additional equipment / undertaking repairs / improvement works</b>                                  | 29%  | 23%  | 42%  | 37%  | 43%  |
| <b>Cleaning equipment more regularly</b>  | 22%  | 22%  | 21%  | 20%  | 27%  |
| <b>Monitoring fridge temperatures</b>   | 11%  | 16%  | 9%   | 22%  | 13%  |
| <b>Cleaning of the workplace/premises (incl. more thorough/creating rotas)</b>                                    | N/A  | N/A  | 6%   | 10%  | 13%  |
| <b>Labelling food with the date it was opened</b>   | 9%   | 4%   | 6%   | 8%   | 11%  |
| <b>Improve documentation/record keeping (incl. updating/utilising HACCP)</b>                                      | 5%   | 11%  | 10%  | 10%  | 11%  |
| <b>Recording what is done every day in a diary</b>  | 22%  | 17%  | 5%   | 11%  | 9%   |
| <b>Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination</b> | N/A  | 5%   | 3%   | 7%   | 7%   |

**Table 58: Figure 18 actions taken to improve ratings (Northern Ireland)**

|   | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|------|------|------|------|-------|
| <b>Purchasing additional equipment / undertaking repairs / improvement works</b>                                  | 28%  | 22%  | 29%  | 43%  | 27%&& |
| <b>Cleaning equipment more regularly</b>  | 19%  | 33%  | 21%  | 14%  | 25%   |
| <b>Monitoring fridge temperatures</b>   | 9%   | 13%  | 11%  | 10%  | 11%   |
| <b>Cleaning of the workplace/premises (incl. more thorough/creating rotas)</b>                                    | N/A  | N/A  | 5%   | 10%  | 9%    |
| <b>Labelling food with the date it was opened</b>   | 10%  | 3%   | 5%   | 1%   | 8%    |
| <b>Improve documentation/record keeping (incl. updating/utilising HACCP)</b>                                      | 5%   | 12%  | 11%  | 7%   | 17%   |
| <b>Recording what is done every day in a diary</b>  | 17%  | 19%  | 10%  | 11%  | 12%   |
| <b>Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination</b> | N/A  | 6%   | 7%   | 6%   | 5%    |

**Table 59: Figure 18 actions taken to improve ratings (Wales)**

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| Purchasing additional equipment / undertaking repairs / improvement works                                  | 39%  | 45%  | 48%  |
| Cleaning equipment more regularly  | 17%  | 20%  | 16%  |
| Monitoring fridge temperatures   | 8%   | 7%   | 5%   |
| Cleaning of the workplace/premises (incl. more thorough/creating rotas)                                    | 17%  | 20%  | 3%   |
| Labelling food with the date it was opened   | 6%   | 6%   | 10%  |
| Improve documentation/record keeping (incl. updating/utilising HACCP)                                      | 20%  | 12%  | 14%  |
| Recording what is done every day in a diary  | 9%   | 13%  | 8%   |
| Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination | 5%   | 11%  | 9%   |

[Click here to return to the relevant part of the main report](#)

**Table 60: Figure 21 ways of using FHRS in marketing (England)**

|                                  | Yes, currently | Yes, previously |
|----------------------------------|----------------|-----------------|
| On the website                   | 17%            | 2%              |
| On social media                  | 15%            | 6%              |
| On their own ordering facility** | 14%            | 0%              |
| Take-away menus                  | 7%             | 1%              |
| Posters                          | 5%             | 1%              |
| Free advertising                 | 4%             | 2%              |
| Table menus                      | 4%             | 1%              |
| Paid advertising                 | 4%             | 2%              |
| Banners                          | 3%             | 1%              |
| Sandwich boards                  | 2%             | 1%              |
| Letterheads                      | 1%             | 1%              |
| Have used any                    | 29%            | 11%             |



**Table 61: Figure 21 ways of using FHRS in marketing (Northern Ireland)**

|                                  | Yes,<br>currently | Yes,<br>previously |
|----------------------------------|-------------------|--------------------|
| On the website                   | 18%               | 3%                 |
| On social media                  | 24%               | 5%                 |
| On their own ordering facility** | 28%               | 0%                 |
| Take-away menus                  | 6%                | 1%                 |
| Posters                          | 6%                | 3%                 |
| Free advertising                 | 6%                | 2%                 |
| Table menus                      | 7%                | 1%                 |
| Paid advertising                 | 4%                | 2%                 |
| Banners                          | 3%                | 1%                 |
| Sandwich boards                  | 2%                | 1%                 |
| Letterheads                      | 2%                | 1%                 |
| Have used any                    | 33%               | 12%                |

**Table 62: Figure 21 ways of using FHRS in marketing (Wales)**

|                                  | Yes,<br>currently | Yes,<br>previously |
|----------------------------------|-------------------|--------------------|
| On the website                   | 21%               | 2%                 |
| On social media                  | 17%               | 7%                 |
| On their own ordering facility** | 26%               | 1%                 |
| Take-away menus                  | 5%                | 1%                 |
| Posters                          | 3%                | 1%                 |
| Free advertising                 | 6%                | 2%                 |
| Table menus                      | 6%                | 1%                 |
| Paid advertising                 | 5%                | 1%                 |
| Banners                          | 3%                | 1%                 |
| Sandwich boards                  | 3%                | 1%                 |
| Letterheads                      | 4%                | 1%                 |
| Have used any                    | 34%               | 13%                |

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Table 63: Figure 22 drivers of display (England)

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|---------|------|------|------|------|------|------|-------|
| So that customers can see it/<br>can see that we are hygienic | 67%     | 74%  | 80%  | 72%  | 73%  | 53%  | 66%  | 71%   |
| We are proud of our food<br>hygiene rating                    | 20%     | 26%  | 22%  | 19%  | 27%  | 36%  | 35%  | 32%   |
| By law it is compulsory/<br>mandatory                         | 23%     | 21%  | 22%  | 21%  | 20%  | 27%  | 31%  | 23%&& |
| To attract more customers                                     | 8%      | 10%  | 17%  | 11%  | 12%  | 9%   | 17%  | 18%   |
| To show we have been<br>inspected                             | 34%     | 18%  | 33%  | 24%  | 17%  | 18%  | 15%  | 7%&&  |
| The local authority inspector<br>asked me to display it       | 8%      | 8%   | 6%   | 5%   | 9%   | 7%   | 7%   | 5%    |

Table 64: Figure 22 drivers of display (Northern Ireland)

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|---------|------|------|------|------|------|------|-------|
| So that customers can see it/<br>can see that we are hygienic | 70%     | 75%  | 80%  | 72%  | 69%  | 41%  | 55%  | 62%// |
| We are proud of our food<br>hygiene rating                    | 27%     | 22%  | 18%  | 20%  | 23%  | 30%  | 22%  | 28%// |
| By law it is compulsory/<br>mandatory                         | 31%     | 28%  | 26%  | 27%  | 35%  | 54%  | 59%  | 49%&& |
| To attract more customers                                     | 9%      | 13%  | 17%  | 10%  | 11%  | 10%  | 11%  | 10%   |
| To show we have been<br>inspected                             | 37%     | 13%  | 36%  | 17%  | 14%  | 15%  | 12%  | 3%&&  |
| The local authority inspector<br>asked me to display it       | 6%      | 5%   | 3%   | 6%   | 6%   | 6%   | 6%   | 4%    |

Table 65: Figure 22 drivers of display (Wales)

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|---------|------|------|------|------|------|------|-------|
| So that customers can see it/<br>can see that we are hygienic | 73%     | 72%  | N/A  | 58%  | 65%  | 37%  | 47%  | 58%// |
| We are proud of our food<br>hygiene rating                    | 29%     | 28%  | N/A  | 16%  | 18%  | 28%  | 29%  | 29%   |
| By law it is compulsory/<br>mandatory                         | 29%     | 25%  | N/A  | 62%  | 59%  | 64%  | 71%  | 62%&& |
| To attract more customers                                     | 10%     | 10%  | N/A  | 5%   | 6%   | 10%  | 14%  | 11%   |
| To show we have been<br>inspected                             | 17%     | 15%  | N/A  | 8%   | 12%  | 13%  | 11%  | 4%&&  |
| The local authority inspector<br>asked me to display it       | 3%      | 6%   | N/A  | 7%   | 9%   | 6%   | 6%   | 6%    |
| So that customers can see it/<br>can see that we are hygienic | 73%     | 72%  | N/A  | 58%  | 65%  | 37%  | 47%  | 58%   |

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**Table 66: Figure 23 reasons for non-display (England)**

|  | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|---------|------|------|------|------|------|------|------|
| Poor/ low food hygiene rating  | 9%      | 3%   | 17%  | 25%  | 19%  | 10%  | 10%  | 17%  |
| Lack of room/visibility  | 5%      | 4%   | 7%   | 8%   | 3%   | 11%  | 3%   | 15%  |
| We have lost the sticker/certificate                                       | 6%      | 6%   | 4%   | 4%   | 5%   | 5%   | 26%  | 15%  |
| I do not have to display it / it's not compulsory                          | 13%     | 19%  | 16%  | 12%  | 15%  | 15%  | 17%  | 14%  |
| Business policy not to display ratings                                     | 6%      | 13%  | 14%  | 15%  | 6%   | 7%   | 9%   | 12%  |
| I do not agree with the rating / the rating is unfair                      | 5%      | 11%  | 8%   | 4%   | 4%   | 8%   | 8%   | 10%  |
| The low food hygiene rating may stop some customers using us               | 2%      | 0%   | 4%   | 8%   | 1%   | 0%   | 5%   | 8%   |
| Doesn't suit the surroundings  | 12%     | 12%  | 10%  | 7%   | 9%   | 3%   | 2%   | 6%   |
| Similar businesses in this area do not display their stickers/certificates | 2%      | 4%   | 1%   | 0%   | 3%   | 0%   | 0%   | 4%   |
| It is more important for staff to see it than the public                   | N/A     | N/A  | N/A  | 1%   | 1%   | 0%   | 0%   | 4%   |
| It's not relevant to our business  | 10%     | 3%   | 7%   | 5%   | 15%  | 4%   | 12%  | 2%   |
| I do not like the rating system  | 2%      | 6%   | 3%   | 2%   | 4%   | 2%   | 3%   | 2%   |
| Didn't know we should display it / didn't know it was compulsory           | 6%      | 13%  | 6%   | 4%   | 3%   | 13%  | 4%   | 1%   |
| Other  | 28%     | 5%   | 8%   | 8%   | 14%  | 28%  | 7%   | 12%  |

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**Table 67: Figure 24 Encouraging wider use in England**

|  | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|---------|------|------|------|------|------|------|------|
| If we had a better food hygiene rating                                     | 18%     | 14%  | 25%  | 30%  | 26%  | 21%  | 24%  | 26%  |
| If we could have our lost certificate/ sticker re-issued                   | 4%      | 5%   | 6%   | 9%   | 1%   | 2%   | 21%  | 16%  |
| A fairer food hygiene rating scheme  | 7%      | 7%   | 4%   | 3%   | 5%   | 3%   | 6%   | 12%  |
| Company policy change  | 9%      | 0%   | 9%   | 6%   | 0%   | 5%   | 7%   | 10%  |
| If it was the law  | 10%     | 11%  | 12%  | 14%  | 14%  | 13%  | 19%  | 9%   |
| If customers asked to see it   | 9%      | 3%   | 1%   | 3%   | 2%   | 6%   | 4%   | 7%   |
| If it was issued in a different format (e.g. different design, in a frame) | 6%      | 9%   | 2%   | 3%   | 1%   | 3%   | 4%   | 7%   |
| Alterations to the premises  | N/A     | N/A  | N/A  | N/A  | N/A  | 11%  | 0%   | 6%   |
| Other  | N/A     | N/A  | N/A  | N/A  | N/A  | 21%  | 5%   | 6%   |
| Nothing would encourage me   | 21%     | 30%  | 30%  | 25%  | 24%  | 16%  | 13%  | 9%   |

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**Table 68: Figure 25 reasons for not displaying ratings on online ordering facilities**

|   | England | Northern Ireland | Wales |
|---|---------|------------------|-------|
| It isn't necessary to display the rating          | 20%     | 14%              | 10%   |
| It's not relevant to our business                 | 19%     | 10%              | 6%    |
| I do not have to display it / it's not compulsory | 11%     | 1%               | 2%    |
| Business policy not to display ratings            | 6%      | 6%               | 4%    |
| Customers aren't interested in our rating         | 4%      | 0%               | 0%    |
| Poor/ low food hygiene rating                     | 1%      | 0%               | 0%    |
| Other   | 40%     | 34%              | 51%   |
| Don't know  | 17%     | 40%              | 29%   |

[Click here to return to the relevant part of the main report](#)

**Table 69: Figure 26 general impact of display (England)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------|---------|------|------|------|------|------|------|------|
| Positive impact | 27%     | 33%  | 47%  | 35%  | 39%  | 31%  | 32%  | 37%  |
| Negative impact | 3%      | 1%   | *%   | 1%   | 1%   | 1%   | 1%   | 1%   |
| No impact       | 64%     | 62%  | 48%  | 61%  | 58%  | 67%  | 66%  | 61%  |

**Table 70: Figure 26 general impact of display (Northern Ireland)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|-----------------|---------|------|------|------|------|------|------|-------|
| Positive impact | 33%     | 33%  | 48%  | 42%  | 48%  | 39%  | 32%  | 41%// |
| Negative impact | 1%      | 0%   | 0%   | 1%   | 0%   | 2%   | 1%   | 2%    |
| No impact       | 61%     | 64%  | 45%  | 56%  | 49%  | 57%  | 66%  | 55%&& |

**Table 71: Figure 26 general impact of display (Wales)**

|                 | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|-----------------|---------|------|------|------|------|------|------|-------|
| Positive impact | 33%     | 34%  | 0%   | 33%  | 45%  | 35%  | 31%  | 38%// |
| Negative Impact | *%      | 2%   | 0%   | 4%   | 3%   | 2%   | 3%   | 2%    |
| No Impact       | 63%     | 62%  | 0%   | 61%  | 49%  | 60%  | 67%  | 59%&& |

[Click here to return to the relevant part of the main report](#)

**Table 72: Figure 28 positive impacts of display (England)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Better reputation amongst customers                   | 12%     | 14%  | 21%  | 14%  | 12%  | 7%   | 16%  | 17%  |
| Greater customer confidence                           | 12%     | 16%  | 23%  | 16%  | 18%  | 13%  | 13%  | 16%  |
| More customers  | 8%      | 10%  | 14%  | 15%  | 13%  | 12%  | 14%  | 15%  |
| We take food hygiene standards more seriously         | 5%      | 4%   | 6%   | 2%   | 8%   | 5%   | 3%   | 3%   |
| Greater staff motivation                              | 1%      | 1%   | 1%   | 1%   | 3%   | 2%   | 2%   | 2%   |
| Higher staff morale/ increased pride in place of work | 2%      | 2%   | 4%   | 4%   | 4%   | 3%   | 2%   | 2%   |

**Table 73: Figure 28 positive impacts of display (Northern Ireland)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---------|------|------|------|------|------|------|------|
| Better reputation amongst customers                   | 18%     | 12%  | 18%  | 14%  | 19%  | 12%  | 14%  | 18%  |
| Greater customer confidence                           | 17%     | 15%  | 29%  | 18%  | 22%  | 20%  | 15%  | 18%  |
| More customers  | 8%      | 13%  | 14%  | 14%  | 15%  | 14%  | 14%  | 15%  |
| We take food hygiene standards more seriously         | 6%      | 3%   | 6%   | 4%   | 5%   | 6%   | 4%   | 3%   |
| Greater staff motivation                              | 2%      | 1%   | 2%   | 2%   | 3%   | 2%   | 1%   | 2%   |
| Higher staff morale/ increased pride in place of work | 2%      | 2%   | 3%   | 5%   | 4%   | 2%   | 1%   | 3%   |

**Table 74: Figure 28 positive impacts of display (Wales)**

|   | 2011/12 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019  |
|---|---------|------|------|------|------|------|------|-------|
| Better reputation amongst customers                   | 21%     | 17%  | N/A  | 12%  | 18%  | 14%  | 16%  | 15%   |
| Greater customer confidence                           | 12%     | 17%  | N/A  | 16%  | 20%  | 18%  | 12%  | 17%// |
| More customers  | 9%      | 10%  | N/A  | 9%   | 16%  | 11%  | 14%  | 14%   |
| We take food hygiene standards more seriously         | 2%      | 3%   | N/A  | 4%   | 7%   | 6%   | 4%   | 2%    |
| Greater staff motivation                              | 2%      | N/A  | N/A  | 0%   | 2%   | 1%   | 1%   | 1%    |
| Higher staff morale/ increased pride in place of work | 3%      | 1%   | N/A  | 2%   | 2%   | 2%   | 3%   | 2%    |

[Click here to return to the relevant part of the main report](#)

**Table 75: Figure 29 specific impacts of display by rating (England)**

|   | 0-3 | 4   | 5   |
|---|-----|-----|-----|
| Better reputation amongst customers                   | 17% | 5%  | 20% |
| Greater customer confidence                           | 11% | 10% | 18% |
| More customers  | 9%  | 8%  | 17% |
| We take food hygiene standards more seriously         | 0%  | 6%  | 3%  |
| Greater staff motivation                              | 7%  | 0%  | 2%  |
| Higher staff morale/ increased pride in place of work | 4%  | 2%  | 2%  |
| Any negative impact                                   | 11% | 0%  | *%  |

**Table 76: Figure 29 specific impacts of display by rating (Northern Ireland)**

|   | 0-3 | 4   | 5   |
|---|-----|-----|-----|
| Better reputation amongst customers                   | 7%  | 9%  | 21% |
| Greater customer confidence                           | 0%  | 17% | 20% |
| More customers  | 0%  | 16% | 16% |
| We take food hygiene standards more seriously         | 0%  | 1%  | 4%  |
| Greater staff motivation                              | 0%  | 1%  | 2%  |
| Higher staff morale/ increased pride in place of work | 0%  | 2%  | 4%  |
| Any negative impact                                   | 20% | 1%  | 0%  |

**Table 77: Figure 29 specific impacts of display by rating (Wales)**

|   | 0-3 | 4   | 5   |
|---|-----|-----|-----|
| Better reputation amongst customers                   | 6%  | 12% | 18% |
| Greater customer confidence                           | 13% | 11% | 21% |
| More customers  | 6%  | 11% | 17% |
| We take food hygiene standards more seriously         | 2%  | 2%  | 2%  |
| Greater staff motivation                              | 1%  | 0%  | 2%  |
| Higher staff morale/ increased pride in place of work | 4%  | 0%  | 2%  |
| Any negative impact                                   | 11% | 2%  | 1%  |

[Click here to return to the relevant part of the main report](#)

**Table 78: Figure 36 agreement that display should be compulsory on online platforms (England)**

|  | Total      | Own online ordering facility | Aggregator online ordering facility | No online ordering facility |
|--|------------|------------------------------|-------------------------------------|-----------------------------|
| Takeaway ordering aggregators or apps (e.g. Just Eat, UberEATS, Deliveroo) | 85%        | 88%                          | 86%                                 | 84%                         |
| Restaurants' and takeaways' own websites                                   | 83%        | 87%                          | 78%                                 | 83%                         |
| Hotels' and guest houses' own websites                                     | 82%        | 87%                          | 85%                                 | 80%                         |
| Restaurant table booking sites (e.g. OpenTable, Bookatable)                | 80%        | 82%                          | 73%                                 | 81%                         |
| Accommodation booking websites (e.g. Booking.com, Trivago, Expedia)        | 79%        | 87%                          | 72%                                 | 79%                         |
| Supermarket websites   | 76%        | 80%                          | 72%                                 | 76%                         |
| <b>Summary: Any platform</b>   | <b>90%</b> | <b>91%</b>                   | <b>88%</b>                          | <b>90%</b>                  |
| None of the above  | 7%         | 8%                           | 12%                                 | 6%                          |
| Don't know   | 3%         | 1%                           | 0%                                  | 4%                          |

**Table 79: Figure 36 agreement that display should be compulsory on online platforms (Northern Ireland)**

|  | Total      | Own online ordering facility | Aggregator online ordering facility | No online ordering facility |
|--|------------|------------------------------|-------------------------------------|-----------------------------|
| Takeaway ordering aggregators or apps (e.g. Just Eat, UberEATS, Deliveroo) | 90%        | 87%                          | 90%                                 | 90%                         |
| Restaurants' and takeaways' own websites                                   | 91%        | 92%                          | 92%                                 | 90%                         |
| Hotels' and guest houses' own websites                                     | 90%        | 93%                          | 92%                                 | 90%                         |
| Restaurant table booking sites (e.g. OpenTable, Bookatable)                | 87%        | 85%                          | 88%                                 | 87%                         |
| Accommodation booking websites (e.g. Booking.com, Trivago, Expedia)        | 84%        | 82%                          | 87%                                 | 84%                         |
| Supermarket websites   | 85%        | 82%                          | 88%                                 | 85%                         |
| <b>Summary: Any platform</b>   | <b>94%</b> | <b>94%</b>                   | <b>94%</b>                          | <b>94%</b>                  |
| None of the above  | 4%         | 3%                           | 4%                                  | 5%                          |
| Don't know   | 2%         | 3%                           | 2%                                  | 2%                          |

**Table 80: Figure 36 agreement that display should be compulsory on online platforms (Wales)**

|  | Total      | Own online ordering facility | Aggregator online ordering facility | No online ordering facility |
|--|------------|------------------------------|-------------------------------------|-----------------------------|
| Takeaway ordering aggregators or apps (e.g. Just Eat, UberEATS, Deliveroo) | 88%        | 95%                          | 90%                                 | 87%                         |
| Restaurants' and takeaways' own websites                                   | 90%        | 95%                          | 90%                                 | 89%                         |
| Hotels' and guest houses' own websites                                     | 85%        | 96%                          | 88%                                 | 82%                         |
| Restaurant table booking sites (e.g. OpenTable, Bookatable)                | 83%        | 94%                          | 80%                                 | 81%                         |
| Accommodation booking websites (e.g. Booking.com, Trivago, Expedia)        | 76%        | 93%                          | 79%                                 | 73%                         |
| Supermarket websites   | 79%        | 89%                          | 82%                                 | 77%                         |
| <b>Summary: Any platform</b>   | <b>93%</b> | <b>97%</b>                   | <b>94%</b>                          | <b>92%</b>                  |
| None of the above  | 5%         | 3%                           | 6%                                  | 6%                          |
| Don't know   | 1%         | 0%                           | 0%                                  | 2%                          |

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**Table 81: Figure 37 reasons for non-display in England**

|                                | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------------------------------|------|------|------|------|------|
| A very good thing              | 51%  | 54%  | 55%  | 56%  | 53%  |
| A fairly good thing            | 24%  | 23%  | 22%  | 22%  | 26%  |
| Neither a good nor a bad thing | 17%  | 15%  | 15%  | 14%  | 15%  |
| A fairly bad thing             | 3%   | 4%   | 3%   | 3%   | 2%   |
| A very bad thing               | 3%   | 3%   | 2%   | 3%   | 2%   |
| Don't know                     | 2%   | 3%   | 4%   | 3%   | 2%   |

[Click here to return to the relevant part of the main report](#)

**Table 82: Figure 39 attitudes to introducing compulsory display in England by rating**

|                                | 0-3 | 4   | 5   |
|--------------------------------|-----|-----|-----|
| Very good thing                | 32% | 49% | 59% |
| Fairly good thing              | 30% | 18% | 28% |
| Neither a good nor a bad thing | 13% | 27% | 12% |
| A fairly bad thing             | 8%  | 3%  | 1%  |
| A very bad thing               | 11% | 3%  | 0%  |
| Don't know                     | 7%  | 0%  | 1%  |

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**Table 83: Figure 44 reasons given by businesses for not applying for a re-rating (England)**

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| The fees are too high                                      | 12%  | 10%  | 43%  |
| I had no time  | 13%  | 13%  | 22%  |
| I'm awaiting a re-inspection                               | 9%   | 5%   | 14%  |
| I wasn't aware it was an option                            | 9%   | 7%   | 8%   |
| The scheme is not relevant to our business                 | 4%   | 10%  | 7%   |
| I don't think the rating system is fair                    | 0%   | 9%   | 6%   |
| I do not like the rating system                            | 3%   | 3%   | 4%   |
| Re-rating carried out by same authority that issues rating | 0%   | 3%   | 4%   |
| The rating was fair enough                                 | 10%  | 15%  | 3%   |
| I didn't have enough information on how to apply           | 0%   | 0%   | 2%   |
| I did not think we would get a higher rating               | 0%   | 0%   | 2%   |
| Waiting on improvements to be made                         | 13%  | 8%   | 0%   |
| Other  | 19%  | 10%  | 6%   |
| No reason  | 6%   | 6%   | 5%   |

**Table 84: Figure 44 reasons given by businesses for not applying for a re-rating (Northern Ireland)**

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| The fees are too high                                      | 18%  | 0%   | 23%  |
| I had no time  | 6%   | 12%  | 30%  |
| I'm awaiting a re-inspection                               | 8%   | 13%  | 7%   |
| I wasn't aware it was an option                            | 10%  | 0%   | 0%   |
| The scheme is not relevant to our business                 | 0%   | 0%   | 4%   |
| I don't think the rating system is fair                    | 5%   | 0%   | 13%  |
| I do not like the rating system                            | 9%   | 0%   | 0%   |
| Re-rating carried out by same authority that issues rating | 0%   | 11%  | 8%   |
| The rating was fair enough                                 | 0%   | 23%  | 4%   |
| I didn't have enough information on how to apply           | 5%   | 0%   | 0%   |
| I did not think we would get a higher rating               | 0%   | 6%   | 3%   |
| Waiting on improvements to be made                         | 20%  | 29%  | 0%   |
| Other  | 16%  | 6%   | 13%  |
| No reason  | 5%   | 0%   | 0%   |

**Table 85: Figure 44 reasons given by businesses for not applying for a re-rating (Wales)**

|   | 2017 | 2018 | 2019 |
|---|------|------|------|
| <b>The fees are too high</b>                                      | 35%  | 33%  | 40%  |
| <b>I had no time</b>  | 6%   | 0%   | 7%   |
| <b>I'm awaiting a re-inspection</b>                               | 3%   | 4%   | 2%   |
| <b>I wasn't aware it was an option</b>                            | 7%   | 2%   | 5%   |
| <b>The scheme is not relevant to our business</b>                 | 7%   | 8%   | 4%   |
| <b>I don't think the rating system is fair</b>                    | 5%   | 12%  | 3%   |
| <b>I do not like the rating system</b>                            | 3%   | 5%   | 3%   |
| <b>Re-rating carried out by same authority that issues rating</b> | 0%   | 3%   | 0%   |
| <b>The rating was fair enough</b>                                 | 8%   | 13%  | 5%   |
| <b>I didn't have enough information on how to apply</b>           | 0%   | 0%   | 3%   |
| <b>I did not think we would get a higher rating</b>               | 0%   | 4%   | 0%   |
| <b>Waiting on improvements to be made</b>                         | 11%  | 20%  | 20%  |
| <b>Other</b>  | 14%  | 9%   | 16%  |
| <b>No reason</b>  | 5%   | 4%   | 4%   |

[Click here to return to the relevant part of the main report](#)

**Table 86: Figure 46 reasons for not applying for a right to reply (England)**

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| I didn't want to spend the time doing it           | 13%  | 23%  | 27%  |
| I wasn't aware it was an option                    | 6%   | 4%   | 23%  |
| I do not understand the scheme                     | 0%   | 0%   | 14%  |
| Next inspection will be soon enough                | 3%   | 3%   | 8%   |
| No need to/unnecessary                             | 14%  | 16%  | 7%   |
| Waiting on improvements to be made                 | 20%  | 0%   | 7%   |
| I was worried it would impact on my future ratings | 0%   | 6%   | 5%   |
| The rating was fair enough                         | 8%   | 16%  | 5%   |
| The scheme is not relevant to our business         | 0%   | 5%   | 4%   |
| I didn't have enough information on how to reply   | 0%   | 0%   | 0%   |
| I do not think my reply would be published         | 3%   | 4%   | 0%   |
| I don't think the rating system is fair            | 0%   | 3%   | 0%   |
| Company decision                                   | 3%   | 0%   | 0%   |
| Other  | 14%  | 10%  | 10%  |
| No reason  | 6%   | 7%   | 0%   |
| Don't know   | 10%  | 6%   | 0%   |

**Table 87: Figure 46 reasons for not applying for a right to reply (Northern Ireland)**

|   | 2017 | 2018 | 2019 |
|---|------|------|------|
| <b>I didn't want to spend the time doing it</b>           | 9%   | 17%  | 30%  |
| <b>I wasn't aware it was an option</b>                    | 30%  | 14%  | 14%  |
| <b>I do not understand the scheme</b>                     | 0%   | 0%   | 9%   |
| <b>Next inspection will be soon enough</b>                | 0%   | 8%   | 0%   |
| <b>No need to/unnecessary</b>                             | 8%   | 12%  | 12%  |
| <b>Waiting on improvements to be made</b>                 | 12%  | 13%  | 0%   |
| <b>I was worried it would impact on my future ratings</b> | 0%   | 0%   | 0%   |
| <b>The rating was fair enough</b>                         | 9%   | 6%   | 27%  |
| <b>The scheme is not relevant to our business</b>         | 5%   | 0%   | 0%   |
| <b>I didn't have enough information on how to reply</b>   | 0%   | 6%   | 0%   |
| <b>I do not think my reply would be published</b>         | 0%   | 0%   | 4%   |
| <b>I don't think the rating system is fair</b>            | 0%   | 0%   | 0%   |
| <b>Company decision</b>                                   | 0%   | 25%  | 0%   |
| <b>Other</b>  | 21%  | 0%   | 5%   |
| <b>No reason</b>  | 0%   | 0%   | 4%   |
| <b>Don't know</b>   | 10%  | 6%   | 0%   |

**Table 88: Figure 46 reasons for not applying for a right to reply (Wales)**

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| I didn't want to spend the time doing it           | 11%  | 15%  | 8%   |
| I wasn't aware it was an option                    | 10%  | 12%  | 10%  |
| I do not understand the scheme                     | 0%   | 0%   | 0%   |
| Next inspection will be soon enough                | 6%   | 2%   | 2%   |
| No need to/unnecessary                             | 15%  | 12%  | 29%  |
| Waiting on improvements to be made                 | 7%   | 13%  | 8%   |
| I was worried it would impact on my future ratings | 0%   | 7%   | 7%   |
| The rating was fair enough                         | 5%   | 8%   | 4%   |
| The scheme is not relevant to our business         | 3%   | 0%   | 0%   |
| I didn't have enough information on how to reply   | 0%   | 0%   | 6%   |
| I do not think my reply would be published         | 0%   | 0%   | 0%   |
| I don't think the rating system is fair            | 3%   | 5%   | 6%   |
| Company decision                                   | 9%   | 2%   | 7%   |
| Other  | 9%   | 12%  | 10%  |
| No reason  | 5%   | 11%  | 0%   |
| Don't know   | 5%   | 5%   | 10%  |

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## 2.3 Verbatims

### **Verbatim 1: Figure 32 excerpt of verbatim responses in Wales - attitudes to compulsory display (positive)**

1. "It's a good thing. Everyone has the right to know how hygienic a place is when they eat at it."
2. "You can't always tell from front of house what back of house is like and that's very important these days, the rating allows you to make a more informed decision."
3. "It's a good thing. It improves things, it has helped businesses maintain their hygiene standards."
4. "It's a good thing because everybody will need to do it and will keep standards high."
5. "I think it is an excellent idea as customers know that food is safely prepared and businesses are fully compliant."

### **Verbatim 2: Figure 32 excerpt of verbatim responses in Wales - attitudes to compulsory display (negative)**

1. "It's a bad thing because the system is flawed. Inspectors are inconsistent. Length of inspection is inconsistent, sometimes they have a 5-hour inspection. Other times they check a couple of things and everything is alright."
2. "It can be a bad thing because the rating can be unfair sometimes. It can damage businesses unfairly."
3. "Good and bad because people don't understand that your score isn't just based on how clean your business is and there's a lot of work required."

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### **Verbatim 3: Figure 34 excerpt of verbatim responses in Northern Ireland - attitudes to compulsory display (positive)**

1. "I think it is a good idea as companies have to ensure that we are clean and have to look after our customers to avoid the risk of food poisoning and ill health."
2. "It is a good thing. It enforces good practice. It gives customers confidence."
3. "Happy about it, it boosts morale for businesses to have the need to improve hygiene."
4. "Great because it sets the standard levels across all businesses and you can see what the rating is."
5. "It's good from a customers' point of view to see what they're coming into in regards to food safety."



**Verbatim 4: Figure 34 excerpt of verbatim responses in Northern Ireland - attitudes to compulsory display (negative)**

1. “More nervous inspectors might have been having a bad day and that might affect their judgement.
2. “I do not think customers really care.”

[Click here to return to the relevant part of the main report](#)

**Verbatim 5: Figure 38 excerpt of verbatim responses in England - attitudes to introducing compulsory display (positive)**

1. “So customers know that the places are hygienic.”
2. “Because it will attract customers.”
3. “People feel more confident when the sticker is displayed.”
4. “It would have an impact on all businesses. It would force businesses to improve, which is good because the customer has the right to know.”
5. “It keeps business owners aware of hygiene.”

**Verbatim 6: Figure 38 excerpt of verbatim responses in England - attitudes to introducing compulsory display (negative)**

1. “If you did have a rating of 3 for example, then the message it gives out is not great, you would like a period of time before you display it.”
2. “Customers do not understand what goes into the ratings.”
3. “Because I think if the rating isn't as good as it should be, it could hinder a business.”
4. “I do think that our rating was unfair, so I would not want to display that.”

[Click here to return to the relevant part of the main report](#)

### **3. Appendix: Audit materials**

#### **3.1 Audit questionnaire – England**

##### **SELECT NAME OF OUTLET VISITED**

Q1.1 Organisation visited

##### **WRITE IN**

Q1.6 Standing facing the outlet, what was on the left of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

##### **WRITE IN**

Q1.7 Standing facing the outlet, what was on the right of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

##### **ATTACH FILE**

Q1.7a Please upload an image of the outlet. (The picture must show the signage of the outlet– please refer to the briefing notes for examples)

##### **SINGLE CODE**

Q1.7b How many entrances did the outlet have?

1. 1
2. 2
3. 3 or more

##### **SINGLE CODE**

Q1.8 Was the outlet on an external road or street or within a larger establishment?

1. On a road/street
2. In a larger establishment
3. Somewhere else (please explain)

##### **SINGLE CODE**

Q1.8a Was the site open at the time of your visit?

1. Yes
2. No

**SINGLE CODE. ASK IF Q1.8A=2**

Q1.8b Please specify whether the site has stopped trading/didn't exist or was closed at the time of the visit

1. Stopped trading and/or didn't exist
2. Closed at the time of visit

**Locating the sticker at an outlet with their own entrance**

**SINGLE CODE. ASK IF Q1.8A=1 OR Q1.8B=2**

Q2.0 Did this premises have its own entrance?

1. Yes
2. No (GO TO Q 3.0)

**SINGLE CODE. ASK IF Q2.0=1**

Q2.1 Did you see an FHRS sticker or certificate at this outlet?

N.B. if you could not locate a sticker/certificate please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

1. Yes
2. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q2.1=2 AND Q1.8A=1**

Q2.2 Did you check the following locations inside the outlet for a sticker or certificate?

|   |     |                     |
|---|-----|---------------------|
| a. On the inside of the door(s) or window(s)?                 | Yes | No (please explain) |
| b. In the area just inside the entrance?                      | Yes | No (please explain) |
| c. On the walls in the main service area?                     | Yes | No (please explain) |
| d. At the counter or till?                                    | Yes | No (please explain) |
| e. At the entrances to any non-public areas? E.g. the kitchen | Yes | No (please explain) |

**SINGLE CODE. ASK IF Q2.1=1**

Q2.2A. How many FHRs stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

**SCRIPTING INSTRUCTION. IF Q2.2A=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRs STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK ENGLAND ONLY - SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2B. What format was the FHRs rating displayed in?

|  | Sticker | Certificate | Alternative format |
|--|---------|-------------|--------------------|
| FHRs rating 1 ( <b>SHOW TO ALL</b> )       | 1       | 2           | 3                  |
| FHRs rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1       | 2           | 3                  |
| FHRs rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1       | 2           | 3                  |
| FHRs rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1       | 2           | 3                  |
| FHRs rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1       | 2           | 3                  |

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2C. Was the FHRs rating visible from the outside of the premises? E.g. could you see the sticker or certificate without entering the premises?

|  | Yes | No |
|--|-----|----|
| FHRs rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRs rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRs rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRs rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |
| FHRs rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2D. Was the FHRS sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|  | Yes | No |
|--|-----|----|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q2.1=1**

Q2.2E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

|  | Far below eye level | Broadly at eye level | Far above eye level |
|--|---------------------|----------------------|---------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                   | 2                    | 3                   |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1                   | 2                    | 3                   |

**SINGLE CODE. ASK IF (Q1.7B=2 OR 3) AND Q2.1=1**

Q2.5d Was the sticker or certificate displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

**Locating the sticker or certificate at an outlet without their own entrance**

**SINGLE CODE. ASK IF Q2.0=2**

Q3.0. Were you able to gain access to the outlet and carry out the audit?

1. Yes
2. No – **GO TO Q5.4**

**SINGLE CODE. ASK IF Q3.0=1**

**Q3.1A.** Did you see an FHRS sticker or certificate at this outlet?

N.B. if you could not locate a sticker/certificate please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

1. Yes
2. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q3.1A=2**

Q3.1 Did you check the following locations inside the outlet for a sticker or certificate?

|  |     |    |
|--|-----|----|
| a. In the area just inside the customer access point of the internal outlet? | Yes | No |
| b. On the walls in the main service area?                                    | Yes | No |
| c. On the counter or till?   | Yes | No |
| d. At the entrances to any non public areas? E.g. the kitchen                | Yes | No |
| e. Somewhere else (please state where)                                       | Yes | No |

**SINGLE CODE. ASK IF Q3.1A=1**

Q3.1B. How many FHRS stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

**SCRIPTING INSTRUCTION. IF Q3.1B=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRS STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK ENGLAND ONLY - SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1C. What format was the FHRS rating displayed in?

|  |         |             |                    |
|--|---------|-------------|--------------------|
|  | Sticker | Certificate | Alternative format |
|--|---------|-------------|--------------------|

|  |   |   |   |
|--|---|---|---|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1 | 2 | 3 |
| FHRS rating 2 ( <b>SHOW IF Q3.1B=2-6</b> ) | 1 | 2 | 3 |
| FHRS rating 3 ( <b>SHOW IF Q3.1B=3-6</b> ) | 1 | 2 | 3 |
| FHRS rating 4 ( <b>SHOW IF Q3.1B=4-6</b> ) | 1 | 2 | 3 |
| FHRS rating 5 ( <b>SHOW IF Q3.1B=5-6</b> ) | 1 | 2 | 3 |

**SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1D. Was the FHRS sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|  | Yes | No |
|--|-----|----|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRS rating 2 ( <b>SHOW IF Q3.1B=2-6</b> ) | 1   | 2  |
| FHRS rating 3 ( <b>SHOW IF Q3.1B=3-6</b> ) | 1   | 2  |
| FHRS rating 4 ( <b>SHOW IF Q3.1B=4-6</b> ) | 1   | 2  |
| FHRS rating 5 ( <b>SHOW IF Q3.1B=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q3.1A=1**

Q3.1E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

|  | Far below eye level | Broadly at eye level | Far above eye level |
|--|---------------------|----------------------|---------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                   | 2                    | 3                   |
| FHRS rating 2 ( <b>SHOW IF Q3.1B=2-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 3 ( <b>SHOW IF Q3.1B=3-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 4 ( <b>SHOW IF Q3.1B=4-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 5 ( <b>SHOW IF Q3.1B=5-6</b> ) | 1                   | 2                    | 3                   |

**Rating displayed on sticker and/or certificate**

**SINGLE CODE PER ROW. ASK IF Q2.1=1 OR Q3.1A=1**

Q4.0. What rating was on the sticker/certificate?

|  | Awaiting inspection | 0 – (Urgent Improvement Necessary) | 1 – (Major Improvement Necessary) | 2 – (Improvement Necessary) | 3 – (Generally satisfactory) | 4 – (Good) | 5 – (Very Good) |
|--|---------------------|------------------------------------|-----------------------------------|-----------------------------|------------------------------|------------|-----------------|
| FHRS rating 1<br><b>(SHOW TO ALL)</b>                    | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 2<br><b>(SHOW IF Q2.2A=2-6 OR Q3.1B=2-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 3<br><b>(SHOW IF Q2.2A=3-6 OR Q3.1B=3-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 4<br><b>(SHOW IF Q2.2A=4-6 OR Q3.1B=4-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 5<br><b>(SHOW IF Q2.2A=5-6 OR Q3.1B=5-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |

**WRITE IN PER ROW. ASK IF Q2.2A=2-6 OR Q3.1B=2-6**

Q4.0A. What date was displayed on the sticker or certificate? If a sticker was on display the date will be shown on the reverse of the sticker

|  | Date            | Date was not visible |
|--|-----------------|----------------------|
| FHRS rating 1 <b>(SHOW TO ALL)</b>       | <b>WRITE IN</b> | 2                    |
| FHRS rating 2 <b>(SHOW IF Q3.1B=2-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 3 <b>(SHOW IF Q3.1B=3-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 4 <b>(SHOW IF Q3.1B=4-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 5 <b>(SHOW IF Q3.1B=5-6)</b> | <b>WRITE IN</b> | 2                    |

**Other observations**

**MULTI CODE. ASK IF Q2.2B=3 FOR ANY ITERATIONS OR IF Q3.1C=3 FOR ANY ITERATIONS**

Q5.2 What alternative format/s was the rating displayed in?

1. Poster
2. Banner
3. Free standing sign such as an A board
4. Other (please describe)



### **SINGLE CODE. ASK ALL**

Q5.4 Is there anything else you feel may be relevant to this assessment?

1. Yes (please explain)
2. No

## **3.2 Audit questionnaire – Northern Ireland**

### **SELECT NAME OF OUTLET VISITED**

Q1.1 Organisation visited

### **WRITE IN**

Q1.6 Standing facing the outlet, what was on the left of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

### **WRITE IN**

Q1.7 Standing facing the outlet, what was on the right of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

### **ATTACH FILE**

Q1.7a Please upload an image of the outlet. (The picture must show the signage of the outlet– please refer to the briefing notes for examples)

### **SINGLE CODE**

Q1.7b How many entrances did the outlet have?

4. 1
5. 2
6. 3 or more

### **SINGLE CODE**

Q1.8 Was the outlet on an external road or street or within a larger establishment?

4. On a road/street
5. In a larger establishment

6. Somewhere else (please explain)

**SINGLE CODE**

Q1.8a Was the site open at the time of your visit?

3. Yes
4. No

**SINGLE CODE. ASK IF Q1.8A=2**

Q1.8b Please specify whether the site has stopped trading/didn't exist or was closed at the time of the visit

3. Stopped trading and/or didn't exist
4. Closed at the time of visit

**Locating the sticker at an outlet with their own entrance**

**SINGLE CODE. ASK IF Q1.8A=1 OR Q1.8B=2**

Q2.0 Did this premises have its own entrance?

3. Yes
4. No (GO TO Q 3.0)

**SINGLE CODE. ASK IF Q2.0=1**

Q2.1 Did you see an FHRS sticker at this outlet?

N.B. if you could not locate a sticker please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

3. Yes
4. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q2.1=2 AND Q1.8A=1**

Q2.2 Did you check the following locations inside the outlet for a sticker?

|   |     |                     |
|---|-----|---------------------|
| f. On the inside of the door(s) or window(s)? | Yes | No (please explain) |
| g. In the area just inside the entrance?      | Yes | No (please explain) |
| h. On the walls in the main service area?     | Yes | No (please explain) |

|   |     |                     |
|---|-----|---------------------|
| i. At the counter or till?                                    | Yes | No (please explain) |
| j. At the entrances to any non-public areas? E.g. the kitchen | Yes | No (please explain) |

**SINGLE CODE. ASK IF Q2.1=1**

Q2.2A. How many FHRs stickers did you see at the outlet?

- 7. 1
- 8. 2
- 9. 3
- 10. 4
- 11. 5
- 12. More than 5

**SCRIPTING INSTRUCTION. IF Q2.2A=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRs STICKERS THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK NORHTERN IRELAND ONLY - SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2B. What format was the FHRs rating displayed in?

|  | Sticker |  | Alternative format |
|--|---------|--|--------------------|
| FHRs rating 1 ( <b>SHOW TO ALL</b> )       | 1       |  | 3                  |
| FHRs rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1       |  | 3                  |
| FHRs rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1       |  | 3                  |
| FHRs rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1       |  | 3                  |
| FHRs rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1       |  | 3                  |

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2C. Was the FHRs rating visible from the outside of the premises? E.g. could you see the sticker without entering the premises?

|  | Yes | No |
|--|-----|----|
| FHRs rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRs rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRs rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRs rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |

|  |   |   |
|--|---|---|
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1 | 2 |
|--|---|---|

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2D. Was the FHRS sticker clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|  | Yes | No |
|--|-----|----|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q2.1=1**

Q2.2E. Was the sticker displayed broadly at eye level, or far above or below eye level?

|  | Far below eye level | Broadly at eye level | Far above eye level |
|--|---------------------|----------------------|---------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                   | 2                    | 3                   |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1                   | 2                    | 3                   |

**SINGLE CODE. ASK IF (Q1.7B=2 OR 3) AND Q2.1=1**

Q2.5d Was the sticker displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

**Locating the sticker or certificate at an outlet without their own entrance**

**SINGLE CODE. ASK IF Q2.0=2**

Q3.0. Were you able to gain access to the outlet and carry out the audit?

- 3. Yes
- 4. No – **GO TO Q5.4**

**SINGLE CODE. ASK IF Q3.0=1**

**Q3.1A.** Did you see an FHRS sticker at this outlet?

N.B. if you could not locate a sticker please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

- 3. Yes
- 4. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q3.1A=2**

Q3.1 Did you check the following locations inside the outlet for a sticker?

|  |     |    |
|--|-----|----|
| f. In the area just inside the customer access point of the internal outlet? | Yes | No |
| g. On the walls in the main service area?                                    | Yes | No |
| h. On the counter or till?   | Yes | No |
| i. At the entrances to any non public areas? E.g. the kitchen                | Yes | No |
| j. Somewhere else (please state where)                                       | Yes | No |

**SINGLE CODE. ASK IF Q3.1A=1**

Q3.1B. How many FHRS stickers did you see at the outlet?

- 7. 1
- 8. 2
- 9. 3
- 10. 4
- 11. 5
- 12. More than 5

**SCRIPTING INSTRUCTION. IF Q3.1B=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRS STICKERS THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK NORTHERN IRELAND ONLY - SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1C. What format was the FHRS rating displayed in?

|                                   | Sticker |  | Alternative format |
|-----------------------------------|---------|--|--------------------|
| FHRS rating 1 (SHOW TO ALL)       | 1       |  | 3                  |
| FHRS rating 2 (SHOW IF Q3.1B=2-6) | 1       |  | 3                  |
| FHRS rating 3 (SHOW IF Q3.1B=3-6) | 1       |  | 3                  |
| FHRS rating 4 (SHOW IF Q3.1B=4-6) | 1       |  | 3                  |
| FHRS rating 5 (SHOW IF Q3.1B=5-6) | 1       |  | 3                  |

**SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1D. Was the FHRS sticker clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|                                   | Yes | No |
|-----------------------------------|-----|----|
| FHRS rating 1 (SHOW TO ALL)       | 1   | 2  |
| FHRS rating 2 (SHOW IF Q3.1B=2-6) | 1   | 2  |
| FHRS rating 3 (SHOW IF Q3.1B=3-6) | 1   | 2  |
| FHRS rating 4 (SHOW IF Q3.1B=4-6) | 1   | 2  |
| FHRS rating 5 (SHOW IF Q3.1B=5-6) | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q3.1A=1**

Q3.1E. Was the sticker displayed broadly at eye level, or far above or below eye level?

|                                   | Far below eye level | Broadly at eye level | Far above eye level |
|-----------------------------------|---------------------|----------------------|---------------------|
| FHRS rating 1 (SHOW TO ALL)       | 1                   | 2                    | 3                   |
| FHRS rating 2 (SHOW IF Q3.1B=2-6) | 1                   | 2                    | 3                   |
| FHRS rating 3 (SHOW IF Q3.1B=3-6) | 1                   | 2                    | 3                   |
| FHRS rating 4 (SHOW IF Q3.1B=4-6) | 1                   | 2                    | 3                   |
| FHRS rating 5 (SHOW IF Q3.1B=5-6) | 1                   | 2                    | 3                   |

**Rating displayed on sticker and/or certificate**

**SINGLE CODE PER ROW. ASK IF Q2.1=1 OR Q3.1A=1**

Q4.0. What rating was on the sticker?

|  | Awaiting inspection | 0 – (Urgent Improvement Necessary) | 1 – (Major Improvement Necessary) | 2 – (Improvement Necessary) | 3 – (Generally satisfactory) | 4 – (Good) | 5 – (Very Good) |
|--|---------------------|------------------------------------|-----------------------------------|-----------------------------|------------------------------|------------|-----------------|
| FHRS rating 1<br><b>(SHOW TO ALL)</b>                    | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 2<br><b>(SHOW IF Q2.2A=2-6 OR Q3.1B=2-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 3<br><b>(SHOW IF Q2.2A=3-6 OR Q3.1B=3-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 4<br><b>(SHOW IF Q2.2A=4-6 OR Q3.1B=4-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 5<br><b>(SHOW IF Q2.2A=5-6 OR Q3.1B=5-6)</b> | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |

**WRITE IN PER ROW. ASK IF Q2.2A=2-6 OR Q3.1B=2-6**

Q4.0A. What date was displayed on the sticker? If a sticker was on display the date will be shown on the reverse of the sticker

|  | Date            | Date was not visible |
|--|-----------------|----------------------|
| FHRS rating 1 <b>(SHOW TO ALL)</b>       | <b>WRITE IN</b> | 2                    |
| FHRS rating 2 <b>(SHOW IF Q3.1B=2-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 3 <b>(SHOW IF Q3.1B=3-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 4 <b>(SHOW IF Q3.1B=4-6)</b> | <b>WRITE IN</b> | 2                    |
| FHRS rating 5 <b>(SHOW IF Q3.1B=5-6)</b> | <b>WRITE IN</b> | 2                    |

**Other observations**

**MULTI CODE. ASK IF Q2.2B=3 FOR ANY ITERATIONS OR IF Q3.1C=3 FOR ANY ITERATIONS**

Q5.2 What alternative format/s was the rating displayed in?

5. Poster
6. Banner

7. Free standing sign such as an A board
8. Certificate
9. Other (please describe)

### **SINGLE CODE. ASK ALL**

- Q5.4 Is there anything else you feel may be relevant to this assessment?
3. Yes (please explain)
  4. No

### **3.3 Audit questionnaire – Wales**

#### **SELECT NAME OF OUTLET VISITED**

Q1.1 Organisation visited

#### **WRITE IN**

Q1.6 Standing facing the outlet, what was on the left of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

#### **WRITE IN**

Q1.7 Standing facing the outlet, what was on the right of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

#### **ATTACH FILE**

Q1.7a Please upload an image of the outlet. (The picture must show the signage of the outlet– please refer to the briefing notes for examples)

#### **SINGLE CODE**

Q1.7b How many entrances did the outlet have?

7. 1
8. 2
9. 3 or more

#### **SINGLE CODE**



Q1.8 Was the outlet on an external road or street or within a larger establishment?

7. On a road/street
8. In a larger establishment
9. Somewhere else (please explain)

**SINGLE CODE**

Q1.8a Was the site open at the time of your visit?

5. Yes
6. No

**SINGLE CODE. ASK IF Q1.8A=2**

Q1.8b Please specify whether the site has stopped trading/didn't exist or was closed at the time of the visit

5. Stopped trading and/or didn't exist
6. Closed at the time of visit

**Locating the sticker at an outlet with their own entrance**

**SINGLE CODE. ASK IF Q1.8A=1 OR Q1.8B=2**

Q2.0 Did this premises have its own entrance?

5. Yes
6. No (GO TO Q 3.0)

**SINGLE CODE. ASK IF Q2.0=1**

Q2.1 Did you see an FHRS sticker at this outlet?

N.B. if you could not locate a sticker please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

5. Yes
6. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q2.1=2 AND Q1.8A=1**

Q2.2 Did you check the following locations inside the outlet for a sticker?

|   |     |                     |
|---|-----|---------------------|
| k. On the inside of the door(s) or window(s)? | Yes | No (please explain) |
| l. In the area just inside the entrance?      | Yes | No (please explain) |

|   |     |                     |
|---|-----|---------------------|
| m. On the walls in the main service area?                     | Yes | No (please explain) |
| n. At the counter or till?                                    | Yes | No (please explain) |
| o. At the entrances to any non-public areas? E.g. the kitchen | Yes | No (please explain) |

**SINGLE CODE. ASK IF Q2.1=1**

Q2.2A. How many FHRS stickers did you see at the outlet?

- 13.1
- 14.2
- 15.3
- 16.4
- 17.5
- 18. More than 5

**SCRIPTING INSTRUCTION. IF Q2.2A=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRS STICKERS THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK WALES ONLY - SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2B. What format was the FHRS rating displayed in?

|  | New style sticker (with dragon logo) | Old style sticker |  | Alternative format |
|--|--------------------------------------|-------------------|--|--------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                                    | 2                 |  | 4                  |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1                                    | 2                 |  | 4                  |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1                                    | 2                 |  | 4                  |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1                                    | 2                 |  | 4                  |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1                                    | 2                 |  | 4                  |

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2C. Was the FHRS rating visible from the outside of the premises? E.g. could you see the sticker without entering the premises?

|  | Yes | No |
|--|-----|----|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW. ASK IF Q2.1=1**

Q2.2D. Was the FHRS sticker clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|  | Yes | No |
|--|-----|----|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1   | 2  |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1   | 2  |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1   | 2  |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1   | 2  |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q2.1=1**

Q2.2E. Was the sticker displayed broadly at eye level, or far above or below eye level?

|  | Far below eye level | Broadly at eye level | Far above eye level |
|--|---------------------|----------------------|---------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                   | 2                    | 3                   |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6</b> ) | 1                   | 2                    | 3                   |

**SINGLE CODE. ASK IF (Q1.7B=2 OR 3) AND Q2.1=1**

Q2.5d Was the sticker displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)

3. All entrances

**Locating the sticker or certificate at an outlet without their own entrance**

**SINGLE CODE. ASK IF Q2.0=2**

Q3.0. Were you able to gain access to the outlet and carry out the audit?

- 5. Yes
- 6. No – **GO TO Q5.4**

**SINGLE CODE. ASK IF Q3.0=1**

**Q3.1A.** Did you see an FHRs sticker at this outlet?

N.B. if you could not locate a sticker please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

- 5. Yes
- 6. No (please explain)

**SINGLE CODE PER ROW. ASK IF Q3.1A=2**

Q3.1 Did you check the following locations inside the outlet for a sticker?

|  |     |    |
|--|-----|----|
| k. In the area just inside the customer access point of the internal outlet? | Yes | No |
| l. On the walls in the main service area?                                    | Yes | No |
| m. On the counter or till?   | Yes | No |
| n. At the entrances to any non public areas? E.g. the kitchen                | Yes | No |
| o. Somewhere else (please state where)                                       | Yes | No |

**SINGLE CODE. ASK IF Q3.1A=1**

Q3.1B. How many FHRs stickers did you see at the outlet?

- 13.1
- 14.2
- 15.3
- 16.4
- 17.5
- 18. More than 5

**SCRIPTING INSTRUCTION. IF Q3.1B=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRS STICKERS THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”**

**ASK WALES ONLY - SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1C. What format was the FHRS rating displayed in?

|  | New style sticker (with dragon logo) | Old style sticker |  | Alternative format |
|--|--------------------------------------|-------------------|--|--------------------|
| <b>FHRS rating 1 (SHOW TO ALL)</b>       | 1                                    | 2                 |  | 4                  |
| <b>FHRS rating 2 (SHOW IF Q3.1B=2-6)</b> | 1                                    | 2                 |  | 4                  |
| <b>FHRS rating 3 (SHOW IF Q3.1B=3-6)</b> | 1                                    | 2                 |  | 4                  |
| <b>FHRS rating 4 (SHOW IF Q3.1B=4-6)</b> | 1                                    | 2                 |  | 4                  |
| <b>FHRS rating 5 (SHOW IF Q3.1B=5-6)</b> | 1                                    | 2                 |  | 4                  |

**SINGLE CODE PER ROW. ASK IF Q3.1A=1**

Q3.1D. Was the FHRS sticker clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

|  | Yes | No |
|--|-----|----|
| <b>FHRS rating 1 (SHOW TO ALL)</b>       | 1   | 2  |
| <b>FHRS rating 2 (SHOW IF Q3.1B=2-6)</b> | 1   | 2  |
| <b>FHRS rating 3 (SHOW IF Q3.1B=3-6)</b> | 1   | 2  |
| <b>FHRS rating 4 (SHOW IF Q3.1B=4-6)</b> | 1   | 2  |
| <b>FHRS rating 5 (SHOW IF Q3.1B=5-6)</b> | 1   | 2  |

**SINGLE CODE PER ROW, ASK IF Q3.1A=1**

Q3.1E. Was the sticker displayed broadly at eye level, or far above or below eye level?

|  | Far below eye level | Broadly at eye level | Far above eye level |
|--|---------------------|----------------------|---------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | 1                   | 2                    | 3                   |
| FHRS rating 2 ( <b>SHOW IF Q3.1B=2-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 3 ( <b>SHOW IF Q3.1B=3-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 4 ( <b>SHOW IF Q3.1B=4-6</b> ) | 1                   | 2                    | 3                   |
| FHRS rating 5 ( <b>SHOW IF Q3.1B=5-6</b> ) | 1                   | 2                    | 3                   |

**Rating displayed on sticker and/or certificate**

**SINGLE CODE PER ROW. ASK IF Q2.1=1 OR Q3.1A=1**

Q4.0. What rating was on the sticker?

|   | Awaiting inspection | 0 – (Urgent Improvement Necessary) | 1 – (Major Improvement Necessary) | 2 – (Improvement Necessary) | 3 – (Generally satisfactory) | 4 – (Good) | 5 – (Very Good) |
|---|---------------------|------------------------------------|-----------------------------------|-----------------------------|------------------------------|------------|-----------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )                    | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 2 ( <b>SHOW IF Q2.2A=2-6 OR Q3.1B=2-6</b> ) | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 3 ( <b>SHOW IF Q2.2A=3-6 OR Q3.1B=3-6</b> ) | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 4 ( <b>SHOW IF Q2.2A=4-6 OR Q3.1B=4-6</b> ) | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |
| FHRS rating 5 ( <b>SHOW IF Q2.2A=5-6 OR Q3.1B=5-6</b> ) | 1                   | 2                                  | 3                                 | 4                           | 5                            | 6          | 7               |

**WRITE IN PER ROW. ASK IF Q2.2A=2-6 OR Q3.1B=2-6**

Q4.0A. What date was displayed on the sticker? If a sticker was on display the date will be shown on the reverse of the sticker

|  | Date            | Date was not visible |
|--|-----------------|----------------------|
| FHRS rating 1 ( <b>SHOW TO ALL</b> )       | <b>WRITE IN</b> | 2                    |
| FHRS rating 2 ( <b>SHOW IF Q3.1B=2-6</b> ) | <b>WRITE IN</b> | 2                    |

|  |                 |   |
|--|-----------------|---|
| FHRS rating 3 ( <b>SHOW IF Q3.1B=3-6</b> ) | <b>WRITE IN</b> | 2 |
| FHRS rating 4 ( <b>SHOW IF Q3.1B=4-6</b> ) | <b>WRITE IN</b> | 2 |
| FHRS rating 5 ( <b>SHOW IF Q3.1B=5-6</b> ) | <b>WRITE IN</b> | 2 |

**Other observations**

**MULTI CODE. ASK IF Q2.2B=3 FOR ANY ITERATIONS OR IF Q3.1C=3 FOR ANY ITERATIONS**

Q5.2 What alternative format/s was the rating displayed in?

- 10. Poster
- 11. Banner
- 12. Free standing sign such as an A board
- 13. Certificate
- 14. Other (please describe)

**SINGLE CODE. ASK ALL**

Q5.4 Is there anything else you feel may be relevant to this assessment?

- 2 Yes (please explain)
- 3 No

## 4. Appendix: Telephone survey materials

### 4.1 Telephone business questionnaire

#### Screener

ASK ALL

**S1** Good morning / afternoon my name is [NAME] calling from BMG Research, an independent research agency. We are conducting a survey on behalf of the Food Standards Agency.

Can I please check, is this [INSERT ORGANISATION NAME FROM SAMPLE]? [If not the same organisation name close survey]

**ADD IF NECESSARY:** We want to speak to someone based at this site with responsibility for food safety, not at Head Office. We are only interested in activities at this site

**INTERVIEWER PROMPT:** If no such role exists at that site then please ask for the owner, managing director or general manager/head chef/chef at the site

**IF NECESSARY** – We are conducting a survey about the regulation of businesses that handle and sell food and these results will help future decision making in this area. We are interested in outlets that either cook food, or sell it.

**INTERVIEWER:** If person tries to direct you to a person at another site, please request to talk to the person at the CURRENT site that has the greatest responsibility for food hygiene issues.

**INTRODUCTION** (once speaking to the correct respondent):

We are carrying out an important research project on behalf of the Food Standards Agency about the regulation of businesses that handle food. The survey results will help future decision making in this area. All the information we collect will be kept in the strictest confidence by BMG Research and used for research purposes only.

**IF ASKED** The survey will take around 5-10 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website

**INTERVIEWER TO DETERMINE IF RESPONDENT WANTS WEBSITE ADDRESS BEFORE PROVIDING IT OR IF IT IS TO BE SENT VIA EMAIL.**

**TO BE INCORPORATED INTO THE SCRIPT IF EMAIL REQUIRED.**

**[www.bmgresearch.co.uk/privacy](http://www.bmgresearch.co.uk/privacy)**



Please note that this call may be monitored or recorded for training purposes.

**S2** Can I confirm that you are happy to participate in the survey?

Record on script 'YES'

REASSURANCES AS NEEDED:

- The survey will take 5-10 minutes depending on your answers
- Your premises have been randomly chosen from a list of food handling businesses.
- BMG Research follows the Market Research Society Code of Conduct.
- It will not be possible to identify any particular person or organisation in the results.
- We guarantee that once BMG Research has received your survey responses, we will not show any individual answers, to the Food Standards Agency or any other organisation; unless you have given your permission.
- If you would like to confirm that BMG Research is a bona fide research company, you may call the Market Research society, free of charge, on 0800 975 9596.
- The project manager at BMG Research is Vicky Clarke (0121 333 6006 if you have any concerns.
- IF ADDITIONAL REASSURANCE IS STILL REQUIRED:
- INTERVIEWER: Offer to e-mail the letter of endorsement.

CALL OUTCOMES:

1. Continue – go to S3
2. No – call back (make appointment)
3. Premises does not do food – go to S2a
4. Respondent is about to REFUSE (and from audited sample) – go to S7
5. This number used for orders, cannot proceed at this time – interviewer to ask for alternative number// if no number given call at a different time of day
6. Refusal company policy
7. Company closed
8. No one at site to answer questions

**S2a** INTERVIEWER: Ask the first question in the list below. Continue to ask the next question in the list if the respondent answers 'no'. If the respondent says 'yes', stop going through the list, and click to continue the survey

- Do you sell food directly to customers? INTERVIEWER NOTE: (Premises that sell food products such as bread, milk etc may be included in this study. It is not just establishments that prepare food for customers).
- Is any food being prepared on the premises for customers?
- Do you have a staff canteen?

1. No to all – screen out – go to thank and close
2. Yes to any of the above – continue – go to S3

IF HAPPY TO CONTINUE (CODE 1 AT S2)

**S3 Please can I take your job title?**

SINGLE CODE

1. Head chef/ cook – Go to SECTION A
2. Manager/manageress (including catering manager(ess) – Go to SECTION A
3. Owner/ proprietor/ Managing Director – Go to SECTION A
4. Other person with overall responsibility for food handling and hygiene issues at that site – Go to SECTION A
5. Other – Go to SECTION A

IF ABOUT TO REFUSE AND FROM AUDITED SAMPLE

\*\*\*INTERVIEWER NOTE: THIS QUESTION SHOULD ONLY BE ASKED IF RESPONDENT IS ABOUT TO REFUSE AND WILL NOT ALLOW US TO MAKE APPT OR CALL BACK FOR FULL INTERVIEW. WE WISH TO AVOID AS MANY REFUSALS AS POSSIBLE\*\*\*. ROUTING IS ONLY FOR AUDITED SAMPLE NOT FOR NON AUDITED SAMPLE.

**S7 This is a very important survey to us so it would be helpful if I could just ask you some of the most important questions instead. This will only take a minute.**

SINGLE CODE

1. Yes – Continue to SR1
2. No – Thank and close

## Short route survey

IF SHORT ROUTE (CODE 1 AT S7)

**SR1 Have you received a GREEN AND BLACK Food Hygiene Rating [IF ENG: sticker or certificate; IF WALES/NI: sticker] showing your rating for food hygiene standards?**

IF NECESSARY: The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the Local Authority visiting your premises to check on standards of food hygiene and issuing your business with a sticker that shows a rating from zero to five, or 'awaiting inspection'. The sticker [IF ENG: or certificate] shows green circles and one, larger black circle with the rating for your premises. [IF WALES ADD: It has a Welsh Government dragon logo located at the top of it towards the centre.] If your last inspection by a food safety officer was some time ago, you may have been given a certificate showing your rating

SINGLE CODE

1. Yes – CONTINUE TO SR2
2. No but we expect to receive the rating soon – [GO TO SECTION D]
3. No – [GO TO SECTION D]
4. Not sure – [GO TO SECTION D]

IF SHORT ROUTE WITH FHRS RATING (CODE 1 AT SR1)

**SR2 Thinking about your GREEN AND BLACK FOOD HYGIENE RATING, what rating have you been given, or what does the [IF ENG: sticker or certificate; IF WALES/NI: sticker] say?**

SINGLE CODE

1. [IF ENG/NI:Awaiting inspection; IF WALES:Rating awaited]
2. Urgent Improvement Necessary - 0
3. Major Improvement Necessary - 1
4. Improvement Necessary - 2
5. Generally satisfactory - 3
6. Good - 4
7. Very Good - 5
8. Don't know

IF SHORT ROUTE WITH FHRS RATING AND WALES (CODE 1 AT SR1)

**SR3a May I just check, if the sticker you have received is the new GREEN AND BLACK FOOD HYGIENE RATING sticker? The sticker we are interested in has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after an inspection since November 2013.**

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE NEW STYLE STICKER AND NOT THE OLD STYLE STICKERS OR CERTIFICATES.

ENCOURAGE RESPONDENT TO CHECK THE STICKER IF THIS HELPS. SINGLE CODE

1. Yes –new style dragon style sticker received
2. Yes - but not new style sticker received (old one)
3. Yes - cannot recall whether new or old style sticker received
4. No sticker received

IF SHORT ROUTE WITH FHRS RATING (CODE 1 AT SR1)

**SR4 Is your FOOD HYGIENE RATING [IF ENG: sticker or certificate; IF WALES/NI: sticker] on display in your premises?**

PROBE TO PRECODES

ALLOW YES TO BE MULTICODED

1. (MULTI) Yes – somewhere where it is CLEARLY visible to customers
2. (MULTI) Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
3. (SINGLE CODE ONLY) No - [GO TO SECTION D]
4. (SINGLE CODE ONLY) Not sure - [GO TO SECTION D]

IF SHORT ROUTE AND DISPLAYING RATING(CODE 1 OR 2 AT SR4)

**SR5 So can I just check, can customers clearly see the [IF ENG: sticker or certificate; IF WALES/NI: sticker] from the OUTSIDE of your premises, in other words, without having to enter your premises?**

SINGLE CODE

1. Yes – [IF ENG: GO TO SECTION D; IF WALES/NI GO TO SR5ii]
2. No – [IF ENG/NI: GO TO SECTION D; IF WALES GO TO SR6]

IF SHORT ROUTE AND DISPLAYING RATING CLEARLY (CODE 1 AT SR5 AND WALES/NI)

**SR5ii Do you have the sticker displayed at one or more of the customer entrances to your premises?**

**IF YES, is that some or all of the customer entrances, or do you only have one entrance?**

PROBE TO PRECODES: SINGLE CODE

1. Yes (One entrance): sticker displayed at **only** entrance
2. Yes: sticker displayed at **one of several** entrances
3. Yes: stickers displayed at **some (but not all)** of the entrances
4. Yes: stickers displayed at **all** of the entrances
5. No: establishment does not have its own entrance
6. NO, sticker not displayed at any entrance
7. Don't know

IF SHORT ROUTE, DISPLAYING RATING CLEARLY AND WALES(CODE 1 OR 2 AT SR4 AND WALES)

**SR6 And are you displaying the new style or the old style sticker at your premises? The new style sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after an inspection since November 2013.**

SINGLE CODE

1. New style sticker
2. Old style sticker
3. Both new and old style stickers
4. Don't know

ALL GO TO SECTION D

## Section A: Business type

I'm going to start by asking you a few questions about your business.

ASK ALL

**A4 Approximately how many people does this business employ at this site?**

IF NECESSARY: Please include part-time and full-time staff.

It doesn't matter if you don't know exactly, an estimate is fine.

DO NOT READ OUT.

INTERVIEWER TYPE IN: \_\_\_\_\_

DK

ASK ALL

**A5 Is your business part of a chain?**

SINGLE CODE

1. Yes
2. No
3. DK

ASK ALL

**A6 Does your business have an online ordering facility?**

MULTICODE

1. Yes, our own
2. Yes, through an aggregator (e.g. JustEat, UberEATS, Deliveroo or other)
3. No
4. Don't know

## Section B: FHRS

I would now like to ask a few questions about inspections at your premises.

ASK ALL

**B1 First of all, may I just check, have you heard of the Food Hygiene Rating Scheme or the FHRS?**

SINGLE CODE

1. Yes
2. No
3. Not sure

ASK ALL

**B3 Has this business premises been given a food hygiene rating by the local authority? The rating will have been given following an inspection by your local authority. You will have been issued with a green and black sticker [ENG:or certificate] that displays the rating**

IF NECESSARY: This is not a certificate or qualification in food hygiene training awarded to an individual within the business. The rating may have been given some time ago. The rating will be between 0 and 5 or may say awaiting inspection or rating awaited.

INTERVIEWER: By business premises we mean the outlet stated on the sample, not any other business premises that they may be responsible for

SINGLE CODE

1. Yes – [CONTINUE TO B9]
2. No but we expect to receive the rating soon – [GO TO B6B]
3. No – [GO TO B6]
4. Not sure – [GO TO B6]

IF NOT BEEN GIVEN RATING/ NOT SURE (CODE 3 OR 4 AT B3)

**B6 The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the Local Authority visiting your premises to check on standards of food hygiene and issuing your business with a green and black hygiene rating sticker [IF ENG:or certificate] that shows a rating from zero to five, or [IF ENG/NI:‘awaiting inspection’; IF WALES:‘rating awaited’]. Do you remember your business premises being assessed for food hygiene using this scheme?**

IF NECESSARY: The sticker [IF ENG:or certificate] shows five green circles and one, larger black circle with the rating for your premises.

WALES IF NECESSARY: The inspection will have taken place since November 2013. The sticker also has the Government dragon logo located at the top of the sticker towards the centre.

INTERVIEWER: We are only interested in ratings for the premises listed on the sample, not any other business premises that the respondent may be responsible for

INTERVIEWER: IF RESPONDENT WAS NOT WORKING FOR ORGANISATION AT THE TIME OF INSPECTION BUT KNOWS THAT IT TOOK PLACE CODE YES.

SINGLE CODE

1. Yes – [GO TO B7]
2. No – [GO TO B6B]
3. Not sure – [GO TO SECTION D]

ASK ALL WITHOUT A RATING (CODES 2 AT B3 OR CODE 2 AT B6)

**B6b How long ago did the business begin trading?**

SINGLE CODE

1. Less than 3 months
2. Between 3 months and less than 6 months
3. Between 6 months and less than a year
4. Between 1 year and less than 2 years
5. More than 2 years
6. Don't know

GO TO SECTION D

IF REMEMBER INSPECTION (CODE 1 AT B6)

**B7Have you received your food hygiene rating yet?**

IF NECESSARY: the rating will be from zero to five

SINGLE CODE

1. Yes – [CONTINUE TO B9]
2. No but we expect to receive the rating soon – [GO TO SECTION D]
3. No – [GO TO SECTION D]
4. Not sure – [GO TO SECTION D]

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

**B9 Thinking specifically about your Green and Black FOOD HYGIENE RATING, what rating have you been given?**

IF NECESSARY: what does the [IF ENG: sticker or certificate; IF WALES/NI: sticker] say?

INTERVIEWER: if the respondent mentions a number of STARS, please query: 'You just mentioned stars, are you definitely referring to the Food Hygiene Rating Scheme, which has a green and black logo, with your rating in a CIRCLE?'

[INTERVIEWER, if they are NOT referring to the green and black Food Hygiene Rating Scheme, please recode B6 (or B3 if B6 was not answered).

SINGLE CODE

1. [IF ENG/NI:Awaiting inspection; IF WALES:Rating awaited ]
2. 0 - Urgent Improvement Necessary
3. 1 - Major Improvement Necessary
4. 2 - Improvement Necessary
5. 3 - Generally Satisfactory
6. 4 - Good
7. 5 - Very Good
8. (Don't know)

IF KNOW RATING(CODES 2-7 AT B9)

**B9b Are you satisfied with the rating you received?**

SINGLE CODE

1. Yes
2. No
3. Don't Know

IF NOT SATISFIED WITH RATING (CODE 2 AT B9b)

**B9c Why are you not satisfied with the rating you received?**

PROBE FOR UP TO TWO ANSWERS. PROBE TO PRE-CODES.

1. Received a low rating
2. Rating was lower than expected / expected a higher rating
3. Rating was lower/worse than last time
4. I am doing things the same as before but I received a lower rating
5. The score/rating may stop some customers using us / gives them a bad impression/Competitors have higher rating
6. Inspector was not fair/Rating is unfair / I do not agree with it
7. Inspection time was inconvenient (e.g. busy time of day)
8. Rating due to poor confidence in management score / paperwork / record keeping
9. Made improvements as required but still got a low rating
10. Other reason (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODE FRAME WHERE POSSIBLE
11. (Don't know)

IF KNOW RATING (CODES 2-7 AT B9)

**B9d What is the lowest Food Hygiene rating you would be satisfied with?**

SINGLE CODE

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
7. (Don't know)

IF HAVE RATING OF 0-4 (CODES 2-6 AT B9)

**B9e Have you made any changes to the way you do things at your premises in order to improve your Food Hygiene rating at the next inspection?**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF MADE CHANGES (CODE 1 AT B9E)

**B9f And what changes have you made at your premises in order to achieve a higher Food Hygiene rating at your next inspection? What other changes? DO NOT READ OUT. PROBE FULLY**

CODE ALL THAT APPLY

1. Washing hands and cleaning surfaces differently / more thoroughly
2. Cleaning equipment more regularly
3. Using disinfectant/sanitizer
4. Chilling food quickly
5. Monitoring Fridge temperatures
6. Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination
7. Separate storing of raw meat or fish from other products in the fridge to avoid cross contamination
8. Washing hands after handling raw food



9. Keeping pests out
10. Covering food
11. Ill staff staying home
12. Making sure food is cooked
13. Keeping food hot
14. Taking care when reheating food
15. Recording what is done every day in a diary
16. Labelling food with the date it was opened
17. Employing additional staff
18. Assigning responsibility for ensuring compliance to a specific individual
19. Purchasing additional equipment / undertaking repairs / improvement works
20. Other (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODE FRAME WHERE POSSIBLE
21. Don't know / Can't remember

IF HAVE FHRS AND ENG (CODE 1 AT B3 OR CODE 1 AT B7)

**B10d And thinking about the rating you received, may I just check, have you received a GREEN AND BLACK FOOD HYGIENE RATING sticker or a certificate?**

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE STICKER AND NOT THE CERTIFICATE. SINGLE CODE

1. Sticker
2. No, we only have a certificate
3. Don't know/ not sure

IF HAVE FHRS AND WALES (CODE 1 AT B3 OR CODE 1 AT B7)

**B10di And thinking about the sticker you received, can I just check, if this is the new GREEN AND BLACK FOOD HYGIENE RATING sticker? The new sticker has the Welsh Government dragon logo located at the top of it towards the centre and would have been issued after the inspection.**

ADD IF NECESSARY: You would have received this sticker anytime from November 2013. Do you remember receiving this sticker?

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE NEW STYLE STICKER AND NOT THE OLD STYLE STICKERS OR CERTIFICATES.

ENCOURAGE RESPONDENT TO CHECK THE STICKER IF THIS HELPS. SINGLE CODE

1. Yes – new style dragon style sticker received
2. Yes - but not new style sticker received (old one)
3. Yes - cannot recall whether new or old style sticker received
4. No sticker received

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

PROBE TO PRECODES. SINGLE CODE

**B10e Is your FOOD HYGIENE RATING sticker [IF B10D=2 replace with 'certificate'] on display in your premises?**

1. Yes – somewhere where it is CLEARLY visible to customers
2. Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
3. (SINGLE CODE ONLY) No – [GO TO B20;]

4. (SINGLE CODE ONLY) Not sure – [GO TO B21b;]

IF ON DISPLAY (CODE 1 OR 2 AT B10e)

**B10g Can I just check, can customers clearly see the sticker [IF B10D=2 replace with 'certificate'] from the OUTSIDE of your premises, in other words, without having to enter your premises?**

SINGLE CODE.

INTERVIEWER: Recode B10e if necessary

1. Yes
2. No

STICKER ON DISPLAY FROM OUTSIDE AND WALES/NI (CODE 1 AT B10g)

**B10h Do you have the sticker displayed at one or more of the customer entrances to your premises?**

**IF YES, is that some or all of the customer entrances or do you only have one entrance.**

PROBE TO PRECODES: SINGLE CODE

1. Yes (One entrance): sticker displayed at **only** entrance
2. Yes: sticker displayed at **one of several** entrances
3. Yes: stickers displayed at **some (but not all)** of the entrances
4. Yes: stickers displayed at **all** of the entrances
5. No: establishment does not have its own entrance
6. No, sticker not displayed at any entrance
7. Don't know

IF STICKER VISIBLE AND WALES (CODE 1 OR 2 AT B10E)

**B10i And are you displaying the new style or the old style sticker at your premises? The new style sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre.**

ADD IF NECESSARY You would have received this sticker after the inspection anytime from November 2013

SINGLE CODE

1. New style sticker
2. Old style sticker
3. Both new and old style stickers
4. Don't know

IF RATING ON DISPLAY (CODE 1 OR 2 AT B10e). OTHERS GO TO ROUTING BEFORE B20

**B18 Why do you display the FOOD HYGIENE RATING in your premises? What other reasons? CODE ALL THAT APPLY. PROBE FOR UP TO TWO ANSWERS. PROBE TO PRECODES.**

1. We are proud of our food hygiene rating
2. So that customers can see it/ can see that we are hygienic
3. To attract more customers
4. The local authority inspector asked me to display it
5. To show we have been inspected
6. To show that we are improving/ trying to improve
7. It motivates our staff to be hygienic

8. By law it is compulsory/ mandatory
9. It is becoming compulsory/ mandatory
10. Head office/ our company asked us to
11. Other businesses in this area have displayed theirs
12. The rating we have is better than our competitors
13. Other reason (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODEFRAME WHERE POSSIBLE.

IF RATING ON DISPLAY (CODE 1 OR 2 AT B10e)

**B19 What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?** DO NOT READ OUT. CODE ALL THAT APPLY (UNLESS CODE 1). PROBE TO PRECODES.

1. (CATI single code only) No impact

POSITIVE:

2. We take food hygiene standards more seriously
3. More customers
4. Better reputation amongst customers
5. Greater customer confidence
6. Fewer customer complaints
7. Higher staff morale/ increased pride in place of work
8. Greater awareness of food hygiene requirements amongst staff
9. Greater staff motivation

NEGATIVE

10. Fewer customers
11. Worse reputation amongst customers
12. Lower customer confidence
13. More customer complaints
14. Lower staff morale/ decreased pride in place of work
15. Lower staff motivation
16. Additional costs in achieving / maintaining compliance
17. Another reason (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS

IF NOT ON PUBLIC DISPLAY

IF (B10E= 2 AND DOES NOT = 1) OR B10E = 3

**B20 Why is your FOOD HYGIENE RATING not on display where your customers can clearly see it?**

IF NECESSARY: i.e. on display somewhere visible to CUSTOMERS?

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE TO PRECODES

1. I do not have to display it / it's not compulsory
2. Didn't know we should display it / didn't know it was compulsory
3. Poor/ low food hygiene rating
4. The low food hygiene rating may stop some customers using us
5. Business policy not to display ratings
6. Doesn't suit the surroundings
7. It is more important for staff to see it than the public
8. I do not agree with the rating / the rating is unfair
9. I do not like the rating system
10. I do not understand the scheme

11. It's not relevant to our business
12. Similar businesses in this area do not display their stickers/certificates
13. We have lost the sticker/certificate
14. Another reason (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODEFRAME WHERE POSSIBLE

IF NOT ON PUBLIC DISPLAY (B10E= 2 AND DOES NOT = 1) OR B10E = 3

**B21 What would encourage you to display your FOOD HYGIENE RATING where customers could clearly see it?**

IF NECESSARY: i.e. on display somewhere visible to CUSTOMERS?

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE FOR UP TO TWO ANSWERS

1. If it was issued in a different format (e.g. different design, in a frame)
2. If it was the law
3. Fines for not displaying
4. If we had a better food hygiene rating
5. A fairer food hygiene rating scheme
6. If other businesses in the area were displaying theirs
7. If customers asked to see it
8. If I understood the scheme
9. If we could have our lost certificate/ sticker re-issued
15. Another reason (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODEFRAME WHERE POSSIBLE
10. **(single code only) OR:** Nothing would encourage me

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

**B21b And thinking more generally now about the Food Hygiene rating, what is the lowest Food Hygiene rating that you would consider 'good enough' to display at your premises?**

IF NECESSARY: the rating will be from zero to five

SINGLE CODE

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
7. (Don't know)

IF KNOW RATING (CODES 2-7 AT B9)

**B9i Does your business currently use, or has it previously used, your rating in any of the following ways?**

SINGLE CODE PER ROW, RANDOMISE ROWS

ROWS:

1. Paid advertising
2. Free advertising
3. Letterheads
4. Posters

5. Sandwich boards
6. Banners
7. Table menus
8. Take-away menus
9. On your website
10. On your own ordering facility [ONLY SHOW IF A6=1]
11. On social media

COLUMNS

1. Yes, currently
2. Yes, previously
3. No
4. Don't know

IF NOT USING RATING (CODE 3 FOR ALL ROWS OF B9i)

**B9j And would you consider using the rating you have been given in any advertising, publicity or marketing you do about your premises in the future?**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF A6=1 AND B91\_10=3 (HAS OWN ORDERING FACILITY BUT DOESN'T DISPLAY RATING)

**You said that you don't display your rating on your online ordering facility. Why is this?**

DO NOT READ OUT, SELECT ALL THAT APPLY

MULTICODE

1. Customers aren't interested in our rating
2. It isn't necessary to display the rating
3. I do not have to display it / it's not compulsory
4. Poor/ low food hygiene rating
5. The low food hygiene rating may stop some customers using us
6. Business policy not to display ratings
7. I do not agree with the rating / the rating is unfair
8. I do not like the rating system
9. I do not understand the scheme
10. It's not relevant to our business
11. Other
12. Don't know

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

**B22. How important is it to your business that it has a Food Hygiene rating?**

SINGLE CODE

1. Very important
2. Fairly important
3. Neither important nor unimportant
4. Fairly unimportant

5. Very unimportant
6. Don't know

IF HAVE FHRS (CODE 1 T B3 OR CODE 1 AT B7)

**B24. Currently food businesses, like yours, are awarded a Food Hygiene Rating Score based solely on a local authority inspection. Other data could be used to inform ratings, such as outcomes of hygiene audits that the business pays someone to do. To what extent do you agree or disagree that this type of data should be used to inform food hygiene ratings?**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know
7. Refused

## SECTION C

**This section of questions is about any contact you may have had with your Local Authority Food Hygiene department.**

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

**C1 Did your business receive an inspection report letter from the local authority which told you your FHRS rating and contained your sticker to put on display? The letter would have been sent out after your inspection?**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF RECEIVED LETTER (CODE 1 AT C1)

**C2 If you received a rating of less than 5 were you told in this letter about what improvements you would need to make to achieve the highest FHRS rating of 5 at your premises?**

ADD IF NECESSARY: This is the inspection report letter.

SINGLE CODE.

1. Yes
2. No
3. We were given a rating of 5
4. Don't know/ Can't remember

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1 OR 2 OR 4 AT C2).

**C3 Did the letter inform you of your right to appeal the rating you had been given?**

SINGLE CODE

ADD IF NECESSARY: This is the inspection report letter.

1. Yes
2. No
3. Don't know/ Can't remember

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

**C4 Have you appealed the rating you have been given at this premises with your local authority? This must be made within 21 days of receiving notification of your rating.**

ADD IF NECESSARY: WE ARE REFERRING TO THE LAST FHRS RATING THAT YOU WERE AWARDED.

THE LOCAL AUTHORITY MUST DECIDE THE APPEAL AND NOTIFY YOU OF THE OUTCOME WITHIN [IF ENG/NI:7 DAYS OF YOUR APPEAL DATE; IF WALES: 21 DAYS OF YOUR APPEAL]

SINGLE CODE

1. Yes
2. No
3. Don't know

IF APPEALED (CODE 1 AT C4).

**C5 And what was the result of this appeal?**

PROBE TO PRE-CODES

SINGLE CODE

1. Awarded a higher rating
2. Rating stayed the same
3. Awarded a lower rating
4. Still waiting to hear back from the local authority
5. Other (please specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS
6. Don't know.

IF APPEALED (CODE 1 AT C4).

**C6 And thinking about your appeal. How fairly do you think your appeal was dealt with by the local authority?**

READ OUT. REVERSE ORDER. SINGLE CODE

1. Very fairly
2. Fairly
3. Neither fairly nor unfairly
4. Not very fairly
5. Not at all fairly
6. Don't know/ Can't remember

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1 OR 2 OR 4 AT C2).

**C7 Did the letter inform you of your right to a re-rating inspection? This is your right to request a visit from the local authority before the date of your**

**next food hygiene inspection so improvements can be checked and a new rating given if appropriate.**

ADD IF NECESSARY: This is not the same as an appeal of your rating. A request for a re-rating can be made at any time whereas a request for an appeal must take place within 21 days of the receipt of your rating.

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

**C8 Have you applied for a re-rating inspection from the local authority? (IF C1 NOT CODE 1) This is your right to request a visit from the local authority so improvements can be checked and a new rating given if appropriate.**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF DIDN'T APPLY FOR A RE-RATING AND ARE NOT SATISFIED WITH RATING (CODE 2 AT C8 AND CODE 2 AT B9b)

**C8a Why did you not apply for a re-rating?**

DO NOT READ OUT. CODE ALL THAT APPLY

1. I wasn't aware it was an option
2. I didn't have enough information on how to apply
3. I don't understand how re-rating works
4. I do not like the rating system
5. I do not understand the scheme
6. The scheme is not relevant to our business
7. I did not think we would get a higher rating
8. I don't think the rating system is fair
9. The fees are too high
10. The re-rating is carried out by the same authority that issues the rating
11. Other (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODEFRAME WHERE POSSIBLE.

IF APPLIED FOR RE-RATING (CODE 1 AT C8).

**C9 And what was the result of this request for a re-rating?**

PROBE TO PRECODES. SINGLE CODE

1. Awarded a higher rating
2. Rating stayed the same
3. Awarded a lower rating
4. Still waiting for a new inspection/ to hear back from the local authority
5. Not yet been notified of their decision
6. Was not granted another visit from the inspector
7. Other (please specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS.
8. Don't know/Can't remember



IF APPLIED FOR RE-RATING (CODE 1 AT C8).

**C10 And thinking about your request for a re-rating. How fairly do you think your request has been dealt with by the local authority so far?**

READ OUT. REVERSE ORDER. SINGLE CODE

1. Very fairly
2. Fairly
3. Neither fairly nor unfairly
4. Not very fairly
5. Not at all fairly
6. Don't know

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1 OR 2 OR 4 AT C2).

**C11 Did the letter inform you of your right to reply? This allows you to send comments to the local authority explaining any actions you have taken to improve hygiene standards at your premises since your inspection or to say if there were unusual circumstances at the time of the inspection that might have affected your rating. These will be published along with your premises rating on the FSA's website.**

SINGLE CODE

1. Yes
2. No
3. Don't know/Can't remember

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

**C12 Have you exercised your right to reply by sending comments to the local authority about the rating you have been given? (IF C1 NOT CODE 1 ADD:) This allows you to send comments to the local authority explaining any actions you have taken to improve hygiene standards at your premises since your inspection or to say if there were unusual circumstances at the time of the inspection that might have affected your rating. These will be published along with your premises rating on the FSA's website.**

SINGLE CODE

1. Yes
2. No
3. Don't know/ Can't remember

IF HAVEN'T EXERCISED RIGHT TO REPLY AND ARE NOT SATISFIED WITH SCORE (CODE 2 AT C12 AND CODE 2 AT B9b)

**C12a Why did you not exercise your right to reply?**

DO NOT READ OUT. CODE ALL THAT APPLY

1. I wasn't aware it was an option
2. I didn't have enough information on how to reply
3. I don't understand how right to reply works
4. I do not like the rating system
5. I do not understand the scheme
6. The scheme is not relevant to our business
7. I do not think my reply would be published
8. I don't think the rating system is fair
9. I didn't want to spend the time doing it

10. I was worried it would impact on my future ratings
11. Other (specify) BACKCODE AS NECESSARY, ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE PREVIOUS YEAR'S CODEFRAME WHERE POSSIBLE

IF SENT COMMENT (CODE 1 AT C12)

**C13 And thinking about your right to reply, were your comments published on the FSA website?**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS AND ENG (CODE 1 AT B3 OR CODE 1 AT B7)

**C14 And how would you feel if a scheme was introduced where you were required by law to display your FHRS rating at all of the entrances to your premises? Would you say it would be a...**

SINGLE CODE

1. Very good thing
2. Fairly good thing
3. Neither a good nor a bad thing
4. Fairly bad thing
5. Very bad thing
6. Don't know

IF HAVE FHRS AND WALES/NI (CODE 1 AT B3 OR CODE 1 AT B7).

**C15 And were you aware before this interview that it is a legal requirement in [IF WALES: Wales; IF NI: Northern Ireland] to have your FHRS rating publicly on display?**

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

IF AWARE BEFORE TODAY THAT IT WAS A LEGAL REQUIREMENT TO DISPLAY THEIR STICKER (CODE 1 AT C15)

**C17 And how has the legal requirement to display your food hygiene rating to the general public affected your relationship with the local authority food safety officer? Would you say it....READ OUT. REVERSE**

SINGLE CODE

1. It has got better
2. It has stayed about the same
3. It has got worse.
4. n/a –don't really have a relationship with them.
5. Don't know / Can't remember

IF HAVE FHRS AND WALES/NI (CODE 1 AT B3 OR CODE 1 AT B7). .

**C18 And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?**

PROBE FULLY

OPEN ENDED. TO BE CODED. ONLY CREATE NEW CODES IF >5% OF ANSWERS AND IF ABSOLUTELY NECESSARY. USE CODE FRAME FROM PREVIOUS YEAR.

INTERVIEWER IF RESPONDENT SAYS IT IS A GOOD OR BAD THING PROBE:  
And why do you say it is a good/bad thing?

1. Don't know / Can't remember

IF HAVE FHRS AND ENG (CODE 1 AT B3 OR CODE 1 AT B7) AND CODES 1-5 AT C14

**C19. Why do you say it would be a [INSERT RESPONSE FROM C14]?**

OPEN ENDED.

TO BE CODED. NEW QUESTION

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

**C20 Which, if any, of the following online facilities do you think should be required by law to display food hygiene ratings?**

MULTICODE. RANDOMISE CODES.

READ OUT LIST AND CODE ALL THAT APPLY

1. Restaurants' and takeaways' own websites
2. Takeaway ordering aggregators or apps (e.g. Just Eat, UberEATS, Deliveroo)
3. Restaurant table booking sites (e.g. OpenTable, Bookatable)
4. Hotels' and guest houses' own websites
5. Accommodation booking websites (e.g. Booking.com, Trivago, Expedia)
6. Supermarket websites
7. None of the above
8. Don't know

## **Section D**

**READ OUT:** That brings us to the end of the interview – thank you for taking part

This research was commissioned by the Food Standards Agency and your answers will help them assess attitudes towards and understanding of the FHRS scheme.

IF NECESSARY: I can email you a letter from the FSA about the research and their reasons for carrying it out.

1. Yes
2. No

## 5. Appendix: Use of ratings on websites and on online ordering facilities (currently or previously)

### England

|   | Total |      | Have their own ordering facility |      |
|---|-------|------|----------------------------------|------|
|   | %     | Base | %                                | Base |
| Display rating on their own website           | 19%   | 95   | 26%                              | 23   |
| Display rating on their own ordering facility | 2%    | 10   | +14%                             | 10   |

Business survey - B9i. Does your business currently use, or has it previously used, your rating in any of the following ways?

Base: England – all long interview respondents who have an FHRs rating sticker/certificate (463), have their own ordering facility (82)

### Northern Ireland

|   | Total |      | Have their own ordering facility |      |
|---|-------|------|----------------------------------|------|
|   | %     | Base | %                                | Base |
| Display rating on their own website           | 22%   | 97   | +44%                             | 33   |
| Display rating on their own ordering facility | 5%    | 21   | +28%                             | 21   |

Business survey - B9i. Does your business currently use, or has it previously used, your rating in any of the following ways?

Base: Northern Ireland – all long interview respondents who have an FHRs rating sticker (487), have their own ordering facility (85)

## Wales

|   | Total |      | Have their own ordering facility |      |
|---|-------|------|----------------------------------|------|
|   | %     | Base | %                                | Base |
| Display rating on their own website           | 23%   | 115  | 28%                              | 22   |
| Display rating on their own ordering facility | 4%    | 21   | +28%                             | 21   |

Business survey - B9i. Does your business currently use, or has it previously used, your rating in any of the following ways?

Base: Northern Ireland – all long interview respondents who have an FHRS rating sticker (491), have their own ordering facility (78)

**Notation:**

+ indicates that a proportion is significantly higher than the total at a 95% confidence level.

- indicates that a proportion is significantly lower than the total at a 95% confidence level.

All % are weighted.

## **6. Appendix: Statement of Terms**

### **6.1 Compliance with International Standards**

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

### **6.2 Interpretation and publication of results**

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

### **6.3 Ethical practice**

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

