

FSA Campaign Tracker

Wave 9 Executive Summary

The Food Standards Agency (FSA or Agency) monitors marketing campaign activity regularly using TNS BMRB's online omnibus survey. The latest survey was conducted amongst an online panel in England, Wales and Northern Ireland and was completed by 2790 adults aged 16+ between the 9th and 20th June 2016. The sample has been weighted to represent the adult population of England, Wales and Northern Ireland.

As well as looking at general perceptions and awareness about food safety, the survey also looks at the reach and recall of our campaigns. We monitor campaign key performance indicators (KPIs) around awareness, concern, and propensity to share information and reported behaviour change. We also track the effects of our publicity and see how behaviour and awareness differs between those who can recall FSA campaign publicity and those who cannot recall any media activity.

As well as general food poisoning, the areas of focus for the Food Standards Agency are as follows;

Campylobacter Food Poisoning

The Chicken Challenge is a campaign to raise awareness around the issue of Campylobacter. Campylobacter is a type of food poisoning most often found in poultry. We monitor prompted awareness of campylobacter and the percentage of consumers more concerned about this type of food poisoning in particular. Furthermore, we look to track the consumer view as to whether industry should do more about the issue of campylobacter.

Food Hygiene Rating Scheme (FHRS)

Our Food Hygiene Rating Scheme (FHRS) helps you to choose where to eat out or shop for food by giving you information via a rating about the hygiene standards in restaurants, pubs, cafés, takeaways, hotels and other places you eat, as well as supermarkets and other food shops. Currently, food businesses in England and Scotland are not obliged to display their sticker as opposed to Wales where it was made mandatory in November 2013. We track awareness of the scheme, use of the scheme within the last 12 months and propensity to use it in the next 12 months. Additionally, we monitor the proportion of consumers who have looked for the sticker when eating out – either inside or outside the premises.

Allergens

Awareness and confidence in the new legislation on how food businesses display information about allergens is also monitored, which was introduced in December 2014. This equips consumers with specific knowledge about the allergens in food they are buying and or consuming. We also monitor consumer confidence in asking for allergen information when eating out. In Waves 1 and 2 of the Campaign Tracker we looked at comparing the

omnibus results with Allergy UK members (see Annex A) to get a fair representation of the population who have allergies which relates to around 2% of people.

Our Food Future

An emerging focus for the Agency will be to look at consumers' views on the future of our food system. In light of this, several questions were introduced to the questionnaire in November 2015 and this area is now included within our KPIs. We look to see if consumers feel they have access to an affordable, healthy diet and if enough information is available to them about what is in their food and where it comes from.

Food Fraud

To mitigate food crime threats to consumers, the National Food Crime Unit was established within the FSA in 2015. They work with partners to protect consumers from food and drink that is either unsafe or not authentic because of serious criminal activity. This wave of the campaign tracker tracks the consumer view of authenticity of food and the effectiveness of the authorities at preventing food fraud and was introduced in March 2016.

Food Waste

To inform Food Safety week 2016 and provide a baseline, a section on food waste has been implemented in to the Campaign Tracker. We wish to explore understanding of use-by and best-before dates, and when food is safe to freeze. It will explore using the freezer as an effective and safe way of extending the life of food and reducing food waste at home.

Key Findings

General Food Poisoning

The food poisoning types most heard of were Salmonella (92%, unchanged since Nov 2015 and down 2% since Sept 2015, E-coli (89%, unchanged since Nov 2015 and down 3% since Sept 2015) and Norovirus (63%, down 3% since March 2016). 30% of respondents were aware of Campylobacter, when prompted, as a source of food poisoning, compared to 31% in March 2016 and 30% in Nov 2015.

85% of people cited raw chicken or turkey as the most likely food to get food poisoning from. This was followed by Shellfish (62%), Reheated takeaway food (54%) and Eggs (42%).

Cooking food thoroughly (82%), hand washing (79%) and preparing different types of foods on different types of chopping boards (73%) are noted as the best ways to avoid food poisoning.

Campylobacter Food Poisoning

26% of people claimed to have recently seen, heard or read publicity helping them to avoid food poisoning from Campylobacter or chicken, whilst 66% did not recall publicity. Of those who could recall publicity about avoiding food poisoning from Campylobacter, 78% said they would buy chicken just as they always had compared to 76% who had not seen any publicity.

Concern about campylobacter is 35%, unchanged since March 2016. Just over half (54%) of all respondents wanted to know more about how to avoid food poisoning from chicken, also unchanged since March 2016. The proportion of consumers stating they will share information about avoiding campylobacter has dropped to 47%, down 12% since March 2016.

57% of respondents thought industry should do more about campylobacter, down 1% since March 2016.

Food Hygiene Rating Scheme (FHRS)

There was a slight increase in prompted awareness of the Food Hygiene Rating Scheme since March to 74%. 42% of participants said they had used the FHRS scheme in the last 12 months to check a food establishment's hygiene standards before deciding to visit, also a slight increase since March. Over half (60%) stated they will likely use the FHRS to check food hygiene ratings in the next 12 months.

We also wanted to learn how respondents were checking the rating of the premises they visited. 82% reported that the method used to check the rating was by either checking for a sticker or certificate in the window/door of the establishment or by entering inside the premises (unchanged since Nov 2015) and 23% accessed the food.gov.uk/ratings website to find out this information (+3% since March). The percentage of respondents who believe it should be mandatory for FHRS to be displayed was 84% (-1% since March).

Allergens

The new EU Food Information for Consumers Regulation was introduced in December 2014. This means that any of the 14 main allergens that are on the regulatory lists are to be emphasised on the label and information about allergenic ingredients are to be located in a single place. 10% of respondents knew about the changes in rules regarding allergens (+2% since March). For those who could recall allergen publicity this figure was 40%, whilst for those who could not the percentage was 5%.

12% of respondents had seen, heard or read publicity activity regarding Allergens (-1% since March 2016).

Overall confidence in asking staff members for information about ingredients in food they were selling because of a concern about possible allergies or intolerances is 27%, this is considerably down versus March (38%). Confidence to ask for allergen information was slightly higher in those who said they had seen publicity (44% confidence level in those who could recall activity, 39% for those who could not recall activity). Over half of all respondents would be confident enough to ask staff for allergen information in a coffee shop, café, sandwich place and restaurant. Confidence to ask for allergy information in a takeaway place was lower than for all other premises, 44% would be confident enough and 26% would not.

Our Food Future

64% of respondents feel that they have enough information about what is in their food, up 1% since March 2016. 57% feel they have adequate information about where their food comes from and 79% of respondents feel empowered to make decisions about what they eat and why they eat it. Over two thirds (69%) feel that they have access to an affordable, healthy diet and 66% think this accessibility will continue into the future. 62% are conscious of the wider impact of the food choices they make.

Food Fraud

Over half of respondents (59%) feel that food is what it says it is and has accurate labelling. 45% think the authorities are effectively preventing and detecting food fraud and 56% trust the authenticity of the food they buy and eat.

Food Waste

57% believe that eating food by the use-by date helps to avoid food poisoning, and 30% eating food by the best-before date reduced chances of getting ill. Over half (59%) believe it is dangerous to freeze food after it has been cooked and 59% feel food has to be frozen on the day of purchase for it to be safe to eat. 59% claim they will use their freezer more to avoid food waste. Almost two thirds 64% believe use-by date is the best indicator of when food is safe to eat.

Annex A – Our KPIs

Campylobacter

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

Overall Campaign Performance Indicators	W1 May 14	W2 Jun 14	W3 Nov 14	W4 May 15	W5 Sept 15	W6 Nov 15	W7 Mar 16	W8 Jun 16
Prompted awareness of Campylobacter as a source of food poisoning	19%	20%	23%	35%	33%	30%	31%	30%
More concerned about campylobacter in particular	29%	19%	39%	29%*	37%	39%	35%	35%
Prep and cook chicken just as I have always done/ Buy chicken just as I have always done	68%	70%	77%	74%*	77%	76%	74%	74%
Shared info on not washing raw chicken / how to avoid Campy	61%	48%	59%	52%*	49%	51%	59%	59%
Industry should do more about campylobacter	-	-	-	-	-	59%	58%	57%

Food Hygiene Rating Scheme (FHRS)

Overall Campaign Performance Indicators	W1 Feb 14	W2 Nov 14	W3 Dec 14	W4 Feb 15	W5 May 15	W6 Sept 15	W7 Nov 15	W8 Mar 16	W9 Jun 16
Awareness of rating scheme	37%	51%	53%	55%	63%	71%	71%	72%	73%
Have checked rating scheme	41%	38%	42%	43%	37%	39%	39%	41%	42%
Shared information on rating scheme	51%	46%	45%	48%	44%	40%	42%	40%	39%
Likely to use FHRS in the future	-	61%	61%	67%	60%	62%	62%	60%	60%
In favour of mandatory display	-	-	88%	93%	85%	85%	85%	85%	84%
Looked for the sticker inside/outside premises	-	-	-	-	-	80%	82%	82%	82%

Annex A – Our KPIs

Allergens

*Confidence in all venues

Overall Campaign Performance Indicators	W1 May 14		W2 June 14		W3 March 15	W4 May 15	W5 Sept 15	W6 Nov 15	W7 Mar 16	W8 Jun 16
	Omnibus	Allergy UK	Omnibus	Allergy UK	Omnibus	Omnibus	Omnibus	Omnibus	Omnibus	Omnibus
Awareness of new rules about allergens	9%	47%	15%	74%	29%	7%	8%	10%	8%	10%
Confidence to ask staff members for information regarding ingredients in food they are selling (NET)	-	59%	-	63%	-	36%*	38%*	39%	38%	27%

Our Food Future

Overall Campaign Performance Indicators	W1 Nov 15	W2 Mar 16	W3 Jun 16
Enough info about what is in my food	66%	63%	64%
Enough info about where my food comes from	57%	57%	57%
Empowered to make decisions about what I eat and why	81%	78%	79%

Annex A – Our KPI's

Food Fraud		
Overall Performance Indicators	W1 Mar 16	W2 Jun 16
Food is what it says it is and is accurately labelled	57%	59%
The authorities are effectively preventing & detective food fraud	44%	45%
I trust the authenticity of the food I buy & eat	56%	56%

Food Waste	
Overall Performance Indicators	W1 Jun 16
Eating food by the use-by-date helps to avoid food poisoning	57%
Eating food by the best before date helps to avoid food poisoning	30%
It is dangerous to re-freeze meat after it has been cooked	59%
Food has to be frozen on the day of purchase for it to be safe to eat	59%
Use-by date is the best indicator of when food it safe to eat	65%
I will use my freezer more often to avoid food waste	59%