

Appendix E

Results of Consumer views – LB Wandsworth Total number of responses received- 118

Background

To assess consumer views on the 'Scores on the Doors' scheme, we developed a short questionnaire and approached the public in 3 ways.

- a) By asking local businesses to give questionnaires to their customers. Number of questionnaires returned- 47
- b) By promoting the questionnaire using local media and asking consumers to telephone. Number of questionnaires returned-1
- c) By setting up a display stand in 2 shopping centres and a main line station. Number of questionnaires returned-70

The results of the consumer questionnaire are as follows;

1) Do you agree that the publication of food hygiene scores helps you decide which food businesses to use?

- a) Yes, I like to know what score a food businesses has before I use it.
Number 107 which is 91%
- b) No, I have no interest in the hygiene score of a food business
Number 11 which is 9%

2) Which type of scheme do you prefer?

- a) The 5 star scheme, as is currently run in London.
(Excellent 5*, very good 4*, good 3*, broadly compliant 2*, poor 1*, v poor 0*)
Number 91 which is 77%
- b) A 3 star scheme,
(Good 3*, satisfactory 2*, basic 1*, fail 0*)
Number 15 which is 13%
- c) A pass/fail scheme
Number 12 which is 10%
- d) Other, please specify. **Number 0 which is 0%**

3) With the London wide 5 star scheme, what star rating would be the lowest you would choose to use?

- a) 4 or 5 stars, because I only use businesses which fully comply with the law.
Number 34 which is 29%
- b) 3 stars or more, because I choose businesses with the best legal standards.
Number 63 which is 53%
- c) 2 stars or more, as all of these comply with significant legal standards.
Number 11 which is 9%
- d) 1 star or more because, they have a star and are ok.

Number 4 which is 3%

e) Any business, as food hygiene standards are not important to me.

Number 6 which is 5%

4) What are the most useful features of the scheme?

Please tick all that are useful to you.

a) The star rated sticker in the window.

Number 99 which is 84% of total

b) The star rating published on the web site

Number 20 which is 17% of total

c) The press reports in the newspapers and media on poor businesses in your area **Number 20 which is 17% of total**

5) Do you think businesses should be forced to display their star rating in their window?

a) Yes, all stickers should be displayed.

Number 107 which is 91%

b) No it should be voluntary for the business to display the sticker.

Number 11 which is 9%

6) Other points of interest noted.

“5 stars is a familiar system that is used in society.”