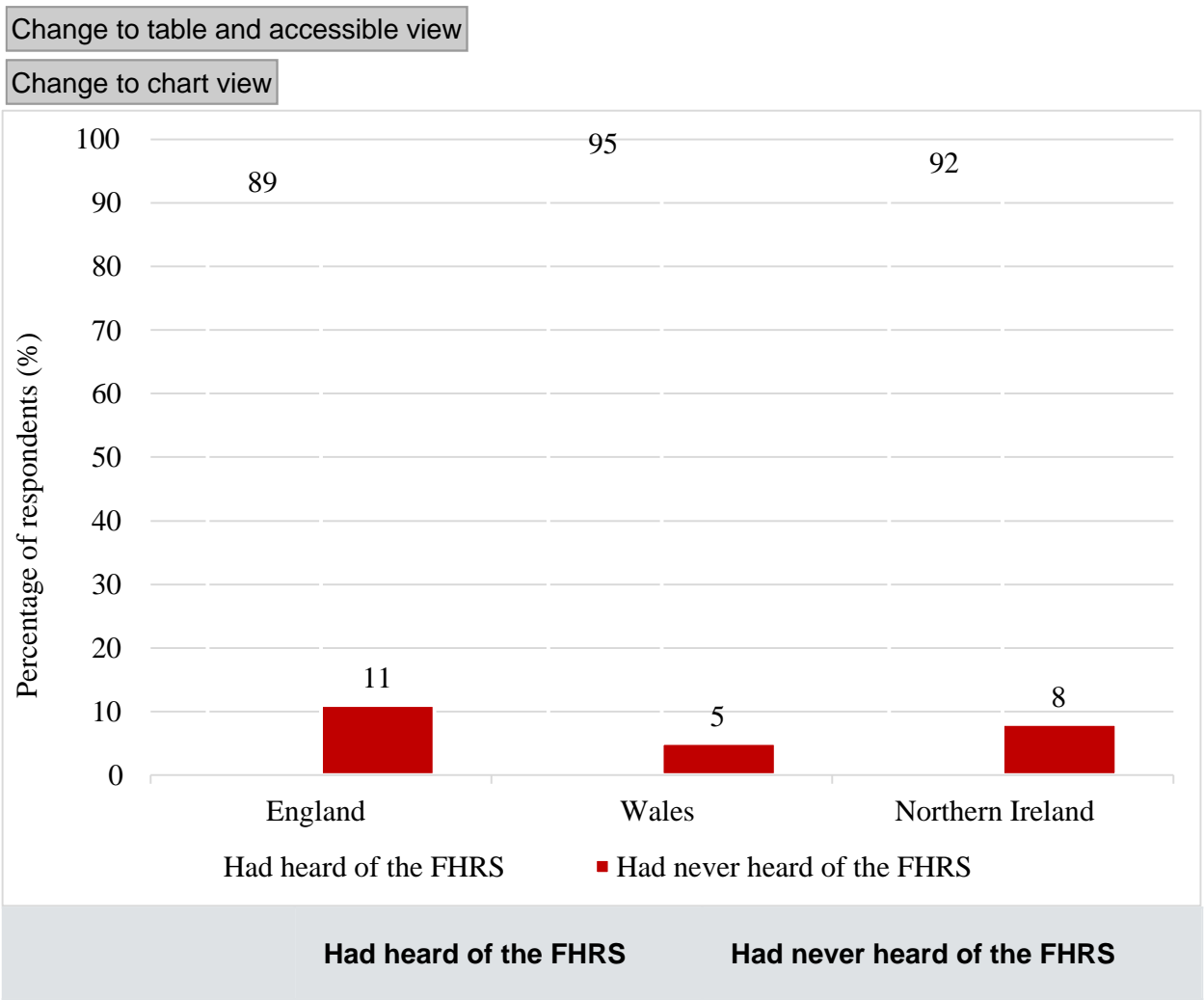


# Chapter 1: Awareness and recognition of the FHRS

## Awareness of the FHRS

Most respondents (89%) reported that they had heard of the FHRS. Around six in ten (59%) reported that they had heard of the FHRS and knew a lot or a bit about it. Almost a third (31%) of respondents reported that they had heard of the FHRS but didn't know much or anything about it. Around 1 in 10 respondents (11%) reported that they had not heard of the FHRS. [\(footnote\)](#)

Figure 1. Respondents who had heard of the FHRS in England, Wales and Northern Ireland.



England	89	11
Wales	95	5
Northern Ireland	92	8

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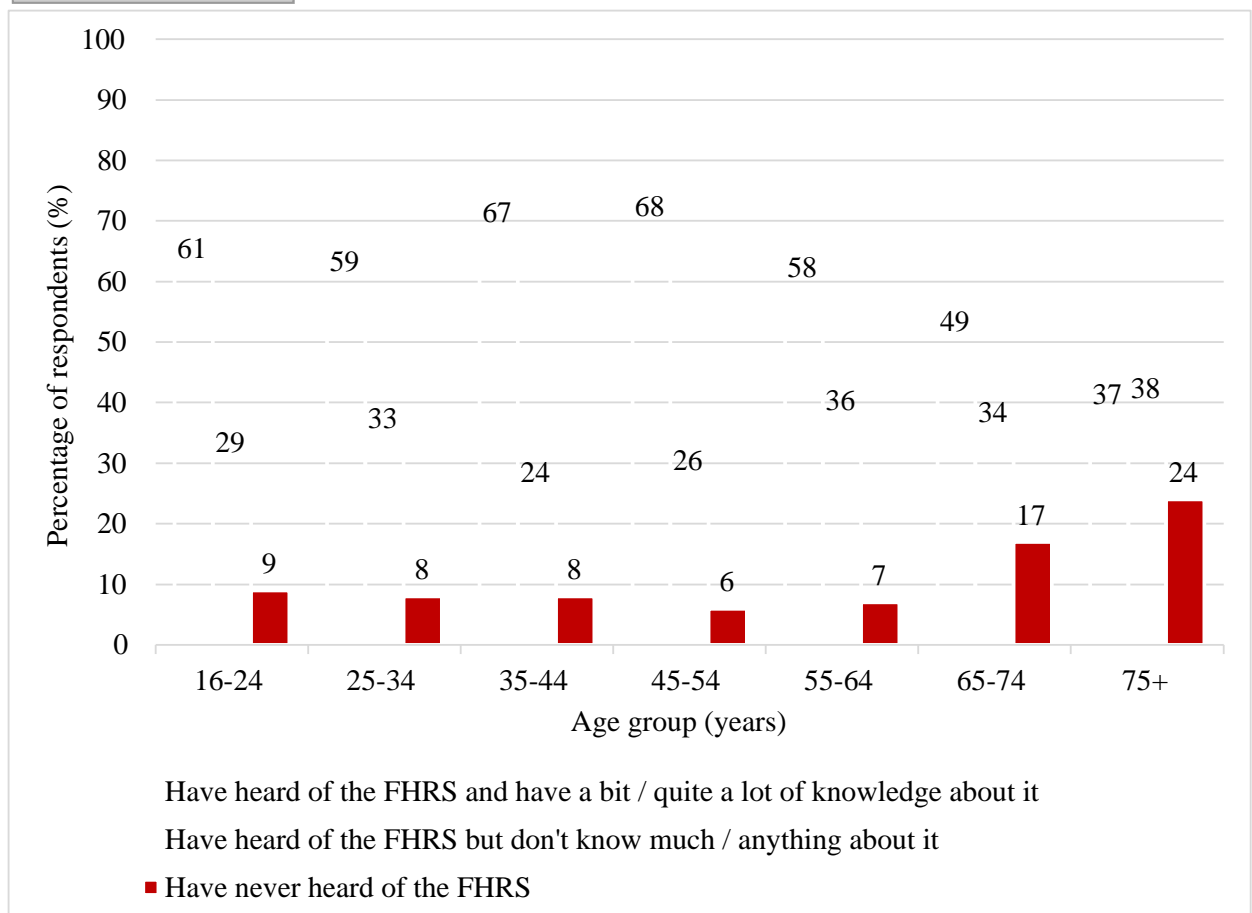
Source: Food and You 2 Wave 4

Most respondents in England (89%), Wales (95%), and Northern Ireland (92%) had heard of the FHRS (Figure 1)\*\*. Respondents in Wales (74%) and Northern Ireland (65%) were more likely to report knowledge of the FHRS than those in England (57%)\*\*.

## Figure 2. Awareness and knowledge of the FHRS by age group

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	Have heard of the FHRs and have a bit / quite a lot of knowledge about it	Have heard of the FHRs but don't know much / anything about it	Have never heard of the FHRs
16-24	61	29	9
25-34	59	33	8
35-44	67	24	8
45-54	68	26	6
55-64	58	36	7
65-74	49	34	17
75+	37	38	24

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Respondents aged between 16 and 74 years were more likely to have at least a bit of knowledge of the FHRs than those aged 75 years or over. For example, 68% of those aged 45-54 years reported knowledge of the FHRs, compared to 37% of those aged 75 years or over (Figure 2).

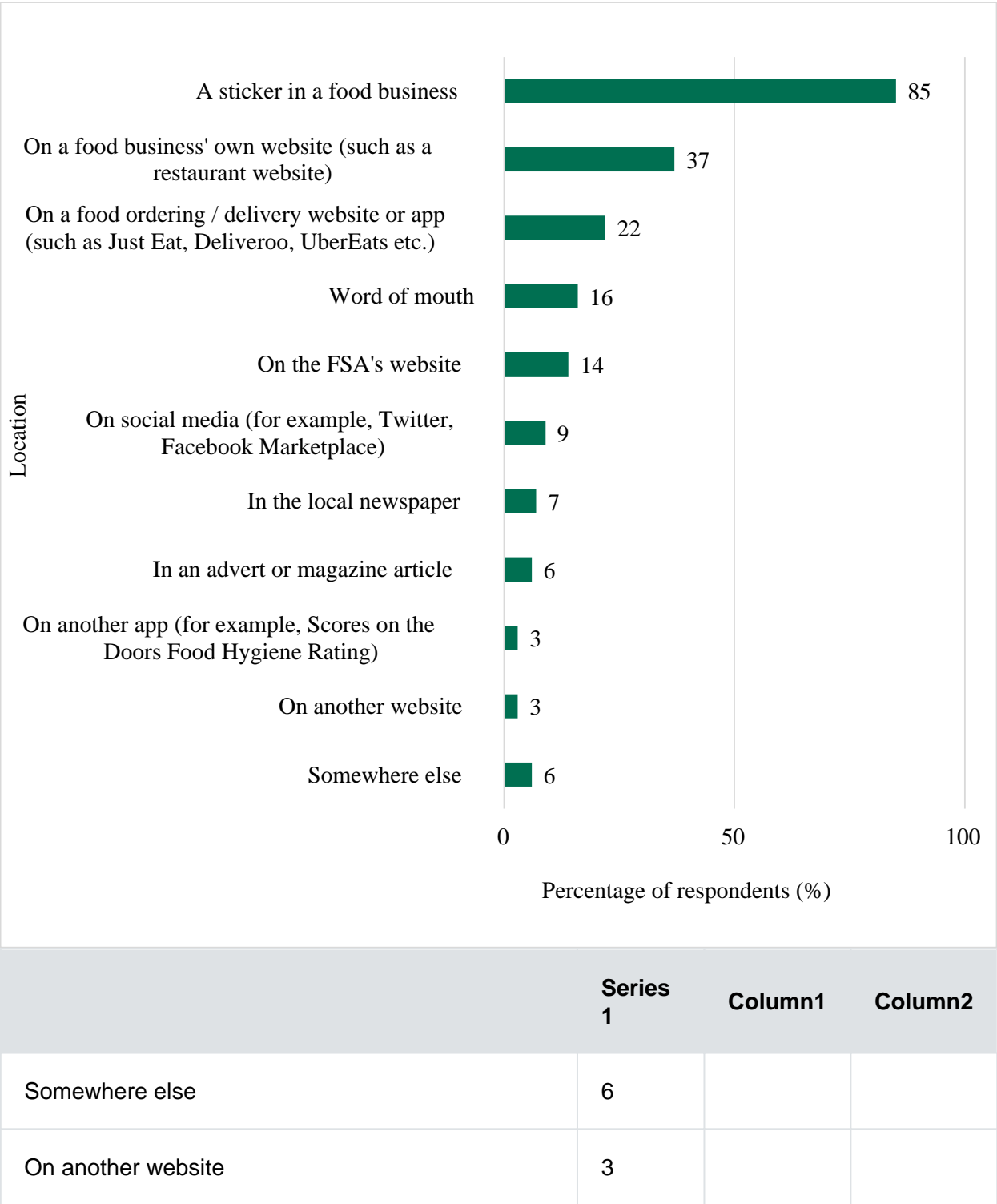
Awareness and knowledge of the FHRs also varied between the following groups of people

- Annual household income: respondents with an income above £19,000 (for example, 62% of those with an income of £64,000-£95,999) were more likely to report knowledge of the FHRs compared to those with an income of less than £19,000 (53%)\*\*.
- [National Statistics Socio-Economic Classification](#) (NS-SEC): respondents in all other groups (for example, 62% of those in managerial, administrative, and professional occupations) were more likely to report knowledge of the FHRs than those who were long term unemployed and/or never worked (45%).
- Responsibility for cooking: respondents who were responsible for cooking (60%) were more likely to report knowledge of the FHRs than those who do not cook (44%).
- Responsibility for shopping: respondents who were responsible for food shopping (59%) were more likely to report knowledge of the FHRs than those who never shop for food (46%).

Figure 3. Locations where respondents had come across the FHRS.

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	Series 1	Column1	Column2
On another app (for example, Scores on the Doors Food Hygiene Rating)	3		
In an advert or magazine article	6		
In the local newspaper	7		
On social media (for example, Twitter, Facebook Marketplace)	9		
On the FSA's website	14		
Word of mouth	16		
On a food ordering / delivery website or app (such as Just Eat, Deliveroo, UberEats etc.)	22		
On a food business' own website (such as a restaurant website)	37		
A sticker in a food business	85		

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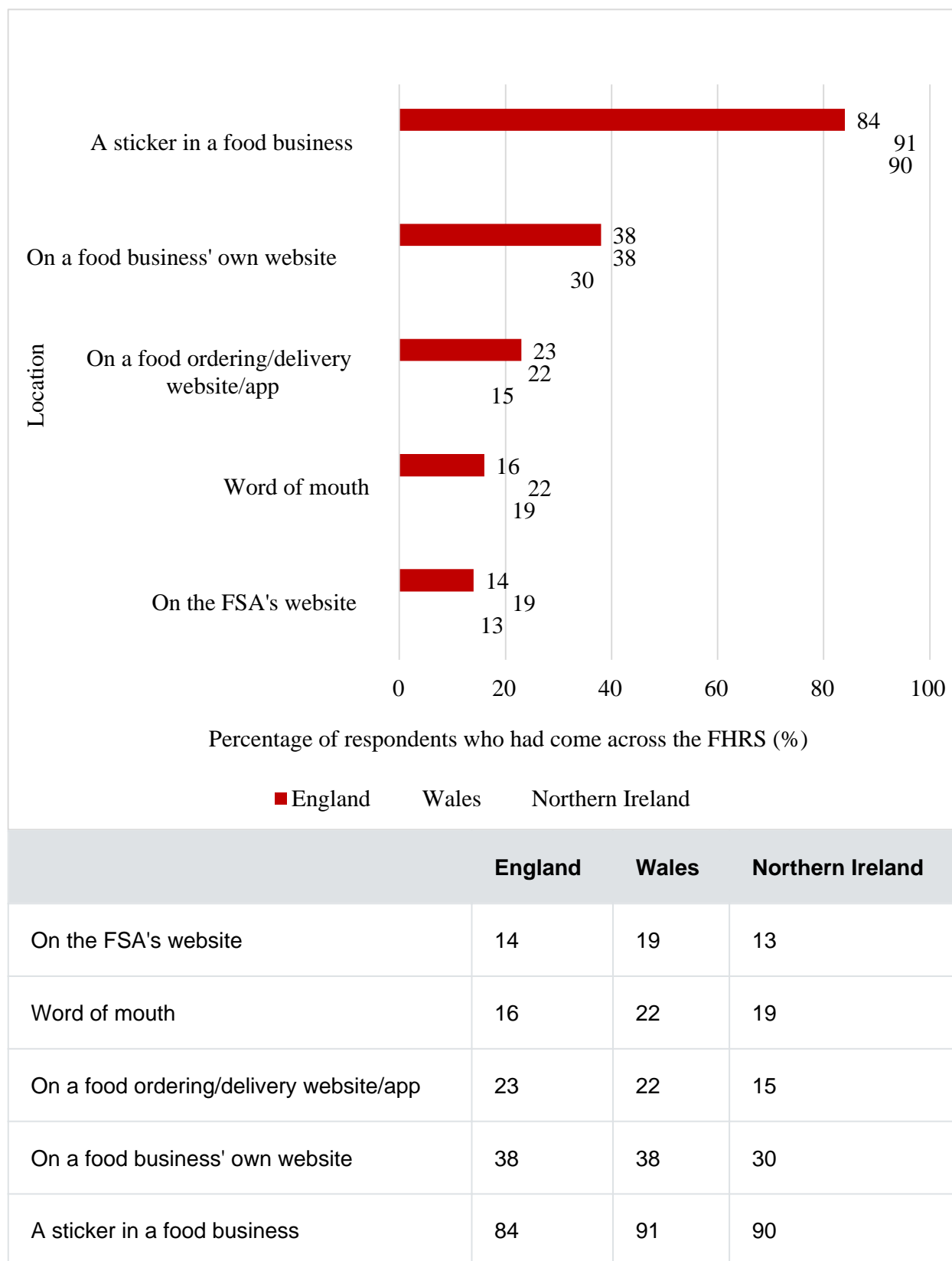
Source: Food and You 2 Wave 4

Respondents were asked where they had come across the Food Hygiene Rating Scheme. The most common place respondents had come across the FHRS was a food hygiene rating sticker displayed at a food business premises (85%). Over a third (37%) of respondents had come across the FHRS on a food business' website, 22% had come across the FHRS on a food ordering and/or delivery website and/or app (for example, Just Eat, Deliveroo, Uber Eats), and 14% of respondents had come across the FHRS on the FSA's website (Figure 3) [\(footnote\)](#).

## Figure 4. Top 5 places where respondents had come across the FHRS in England, Wales and Northern Ireland.

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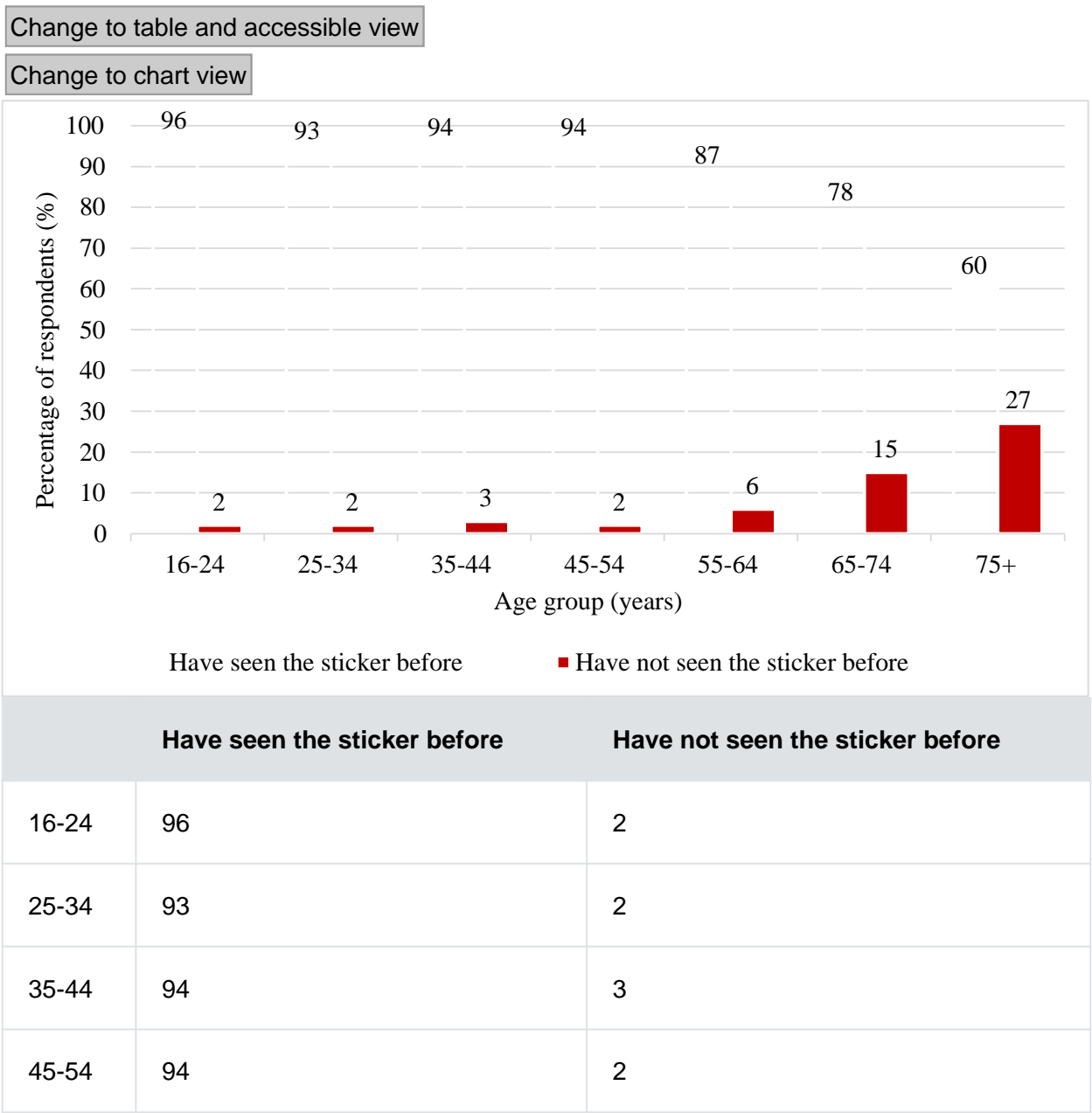
Source: Food and You 2 Wave 4

Most respondents in England (84%), Wales (91%) and Northern Ireland (90%) had come across the Food Hygiene Rating Scheme via a sticker in a food business (Figure 4)\*\*.

Recognition of the FHRS

When shown an image of the food hygiene rating sticker, almost 9 in 10 (88%) respondents reported that they had seen the food hygiene rating sticker before. Recognition of the food hygiene rating sticker was slightly lower in England (87%) than in Wales (95%) and Northern Ireland (94%) [\(footnote\)](#) \*\*.

Figure 5. Food hygiene rating sticker recognition by age group.



	Have seen the sticker before	Have not seen the sticker before
55-64	87	6
65-74	78	15
75+	60	27

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Source: Food and You 2 Wave 4

Younger adults were more likely to have seen the food hygiene rating sticker than older adults. For example, 96% of respondents aged 16-24 years reported that they had seen the food hygiene rating sticker, compared to 60% of those aged 75 years and over (Figure 5).

Recognition of the food hygiene rating sticker also varied between the following types of people:

- Annual household income: respondents with a higher income were more likely have seen the food hygiene rating sticker than those who had a lower income. For example, 95% of those with an income of £96,000 or above had seen the food hygiene rating sticker compared to 81% of those with an income of less than £19,000.
- NS-SEC: respondents in some occupational groups for example, managerial, administrative and professional occupations (89%) and full-time students (97%) were more likely have seen the food hygiene rating sticker than those who were long term unemployed and/or never worked (76%).
- Responsibility for shopping: respondents who were responsible for food shopping (88%) were more likely to have seen the food hygiene rating sticker than those who never shop for food (76%).

## Figure 6. Food businesses where respondents had seen a food hygiene rating sticker in last 12 months.

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Column1		Column1											
In coffee or sandwich shops	55												
In takeaways	66												
In cafes	71												
In restaurants	81												

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Source: Food and You 2 Wave 4

Respondents were asked where they had seen the food hygiene rating sticker in the last 12 months. Most respondents had seen the sticker in restaurants (81%), in cafés (71%), or in takeaways (66%) (Figure 6) FHRS sticker.

**Figure 7. Food business where respondents had seen the food hygiene rating sticker in last 12 months in England, Wales and Northern Ireland.**

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Change to chart view



	England	Wales	Northern Ireland										
In schools and other institutions	12	21	19										
In supermarkets	16	25	21										
In hotels /B&Bs	27	33	39										
In pubs	51	61	40										
In coffee or sandwich shops	54	63	61										
In takeaways	65	74	72										
In cafes	70	79	77										
In restaurants	80	82	84										

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Source: Food and You 2 Wave 4

Most respondents had seen the food hygiene rating sticker in restaurants in England (80%), Wales (82%) and Northern Ireland (84%)\*\*. Around 8 in 10 respondents in Wales (79%) and Northern Ireland (77%) had seen the food hygiene rating sticker in cafés compared to 70% of respondents in England\*\*. Respondents in Wales (61%) and England (51%) were more likely to have seen the food hygiene rating sticker in pubs than those in Northern Ireland (40%) (Figure 7).