

Chapter 1: Awareness and recognition of the FHRs

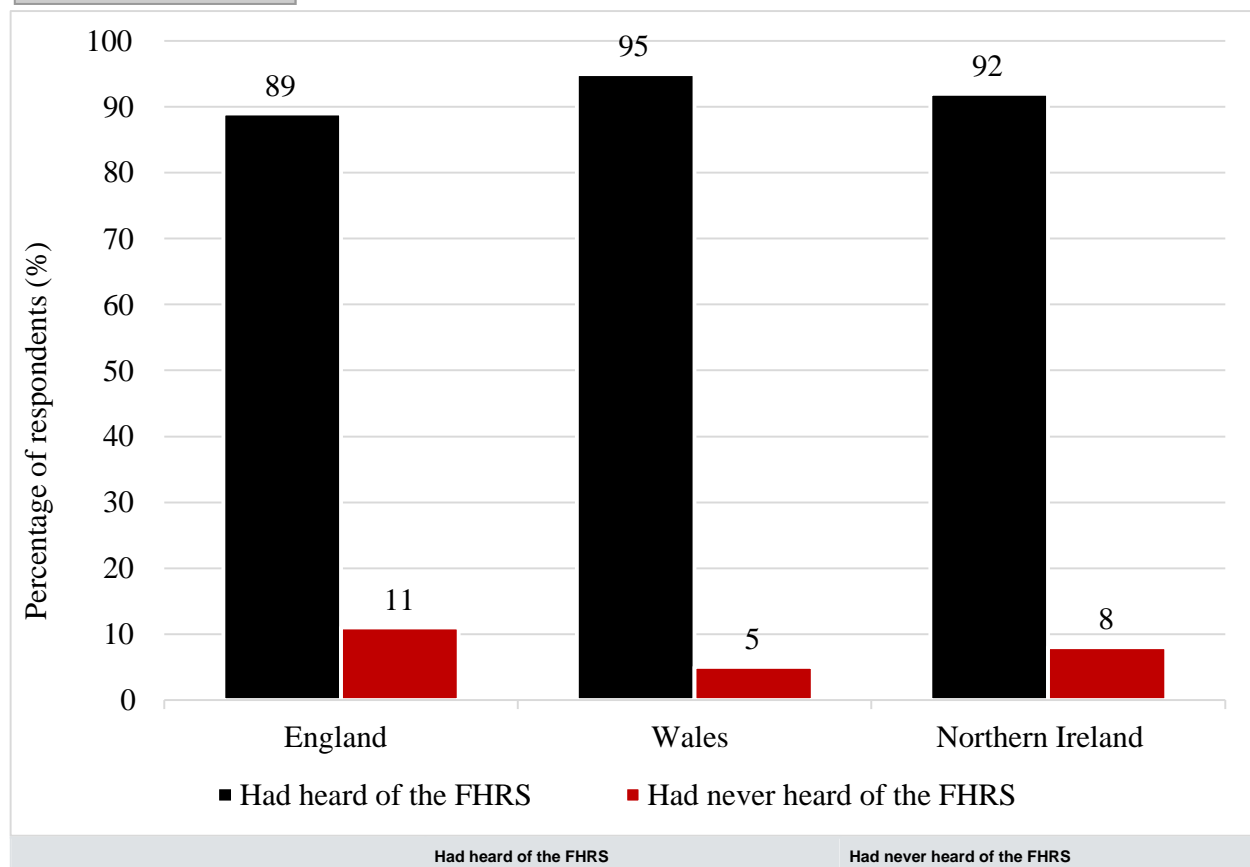
Awareness of the FHRs

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 [\(footnote 1\)](#).

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

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England	89	11
Wales	95	5
Northern Ireland	92	8

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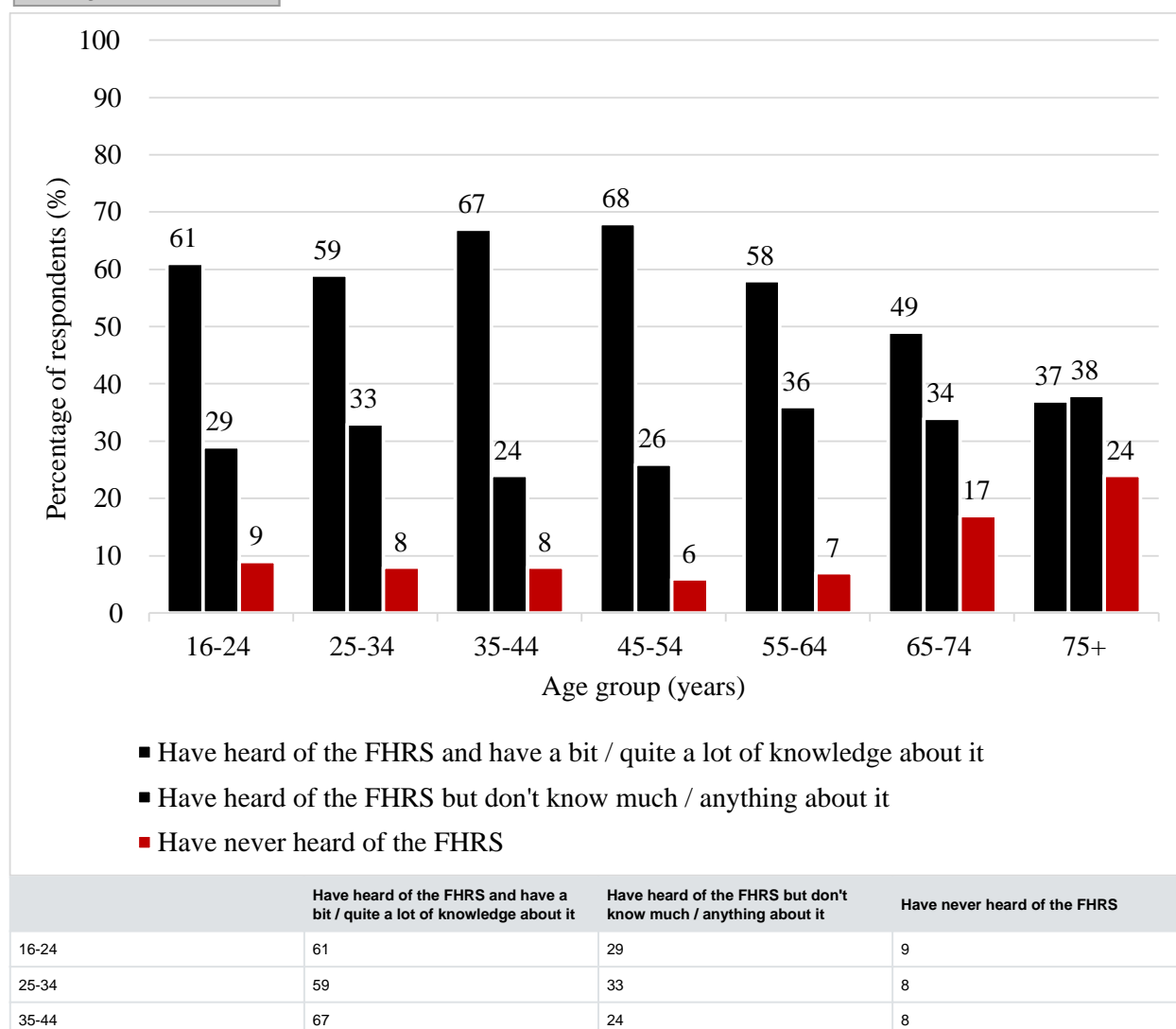
Source: Food and You 2 Wave 4

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
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).

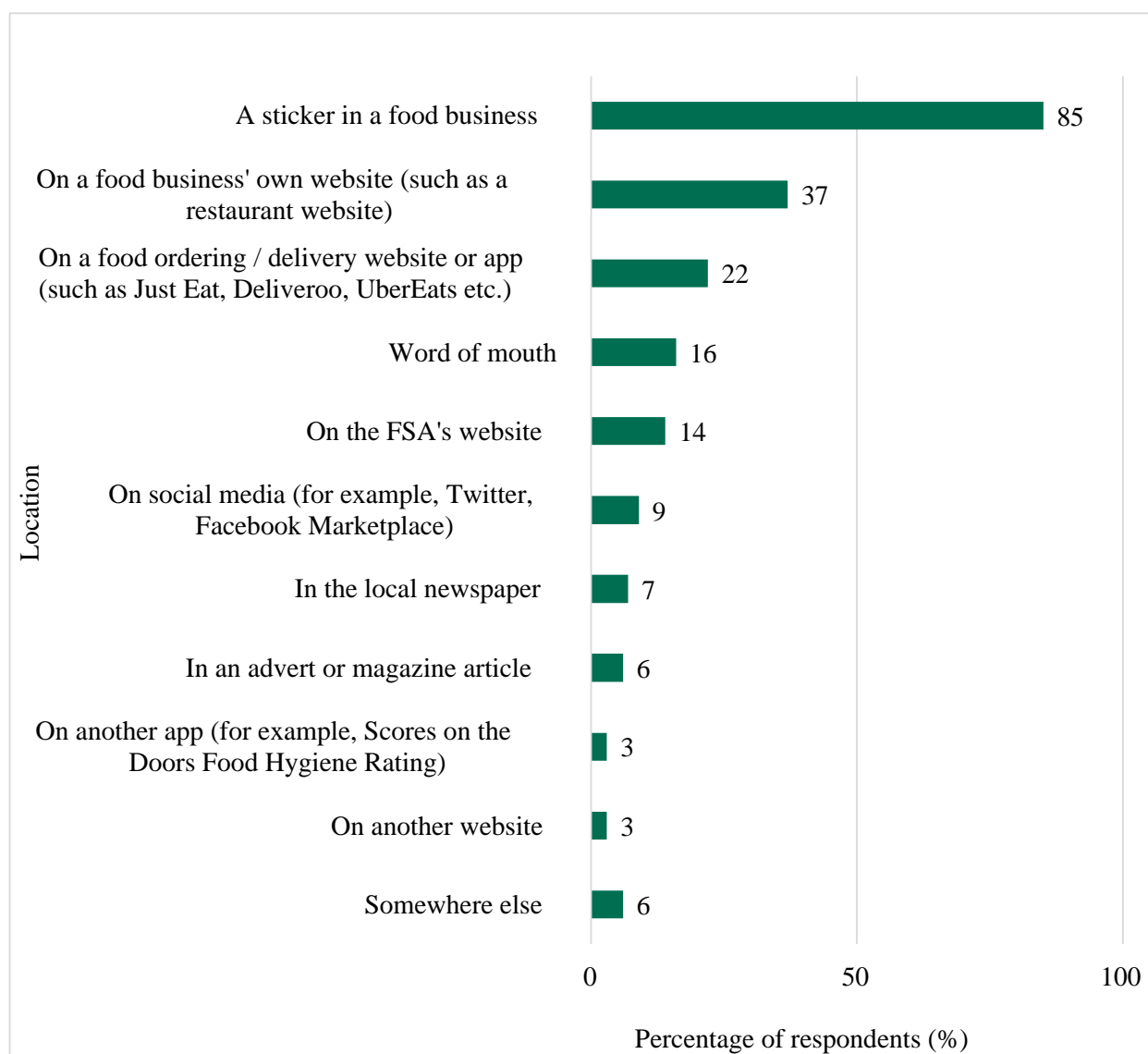
Awareness and knowledge of the FHRS also varied between the following groups of people

- 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
Somewhere else	6		
On another website	3		
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		

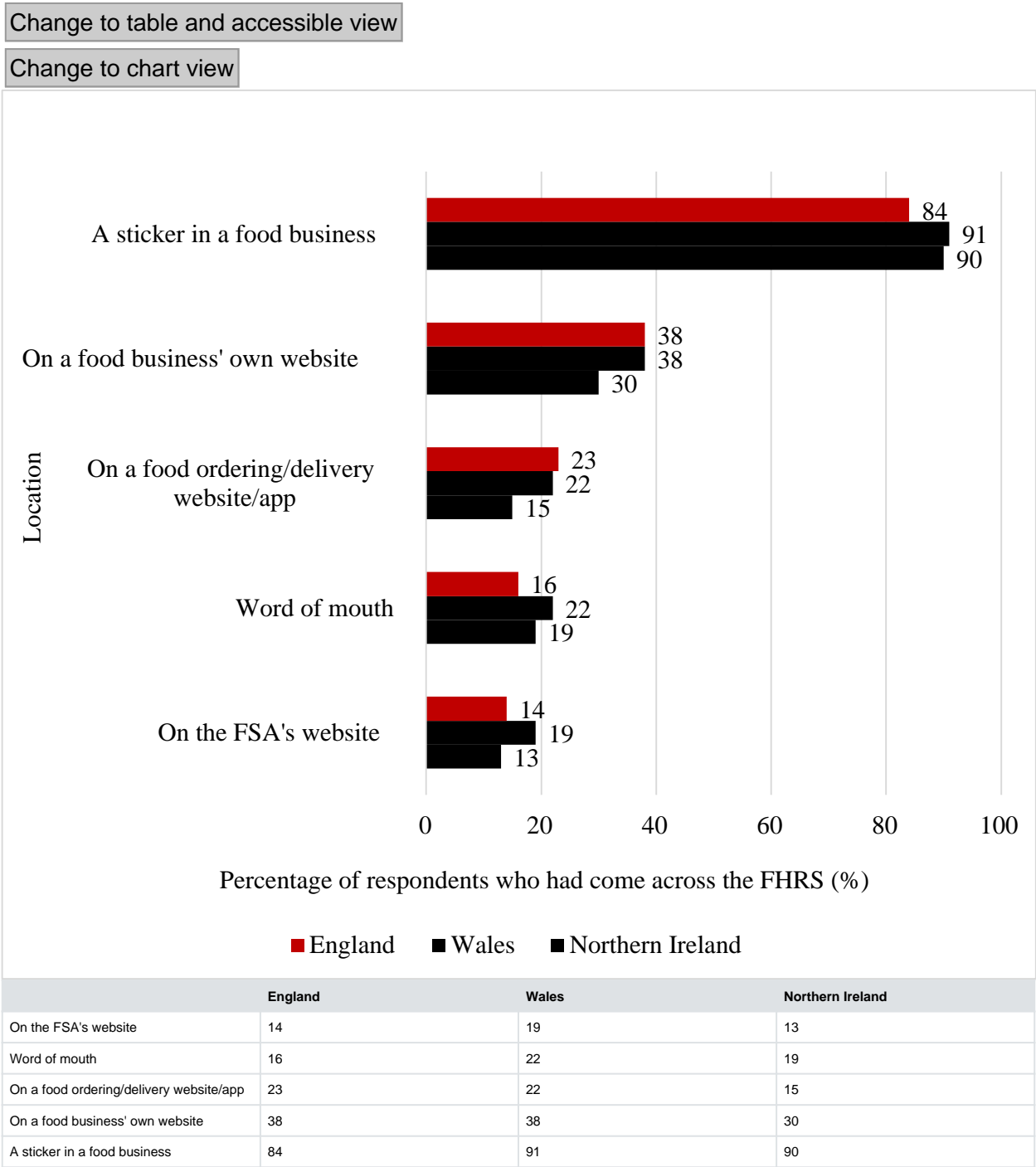
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Source: Food and You 2 Wave 4

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) [\(footnote 2\)](#).

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)**.

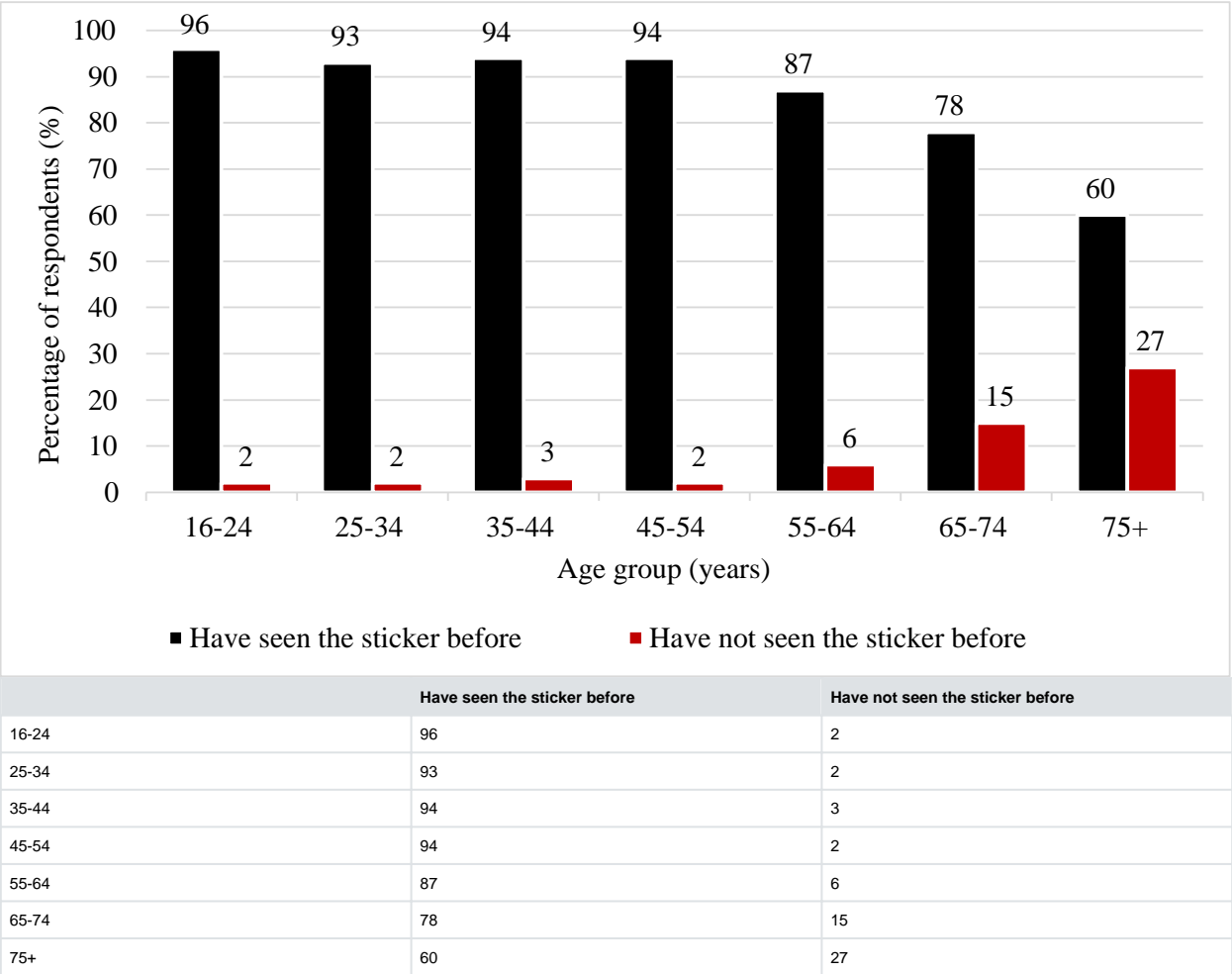
Recognition of the FHRS

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%) [\(footnote 3\)](#) **.

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

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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).

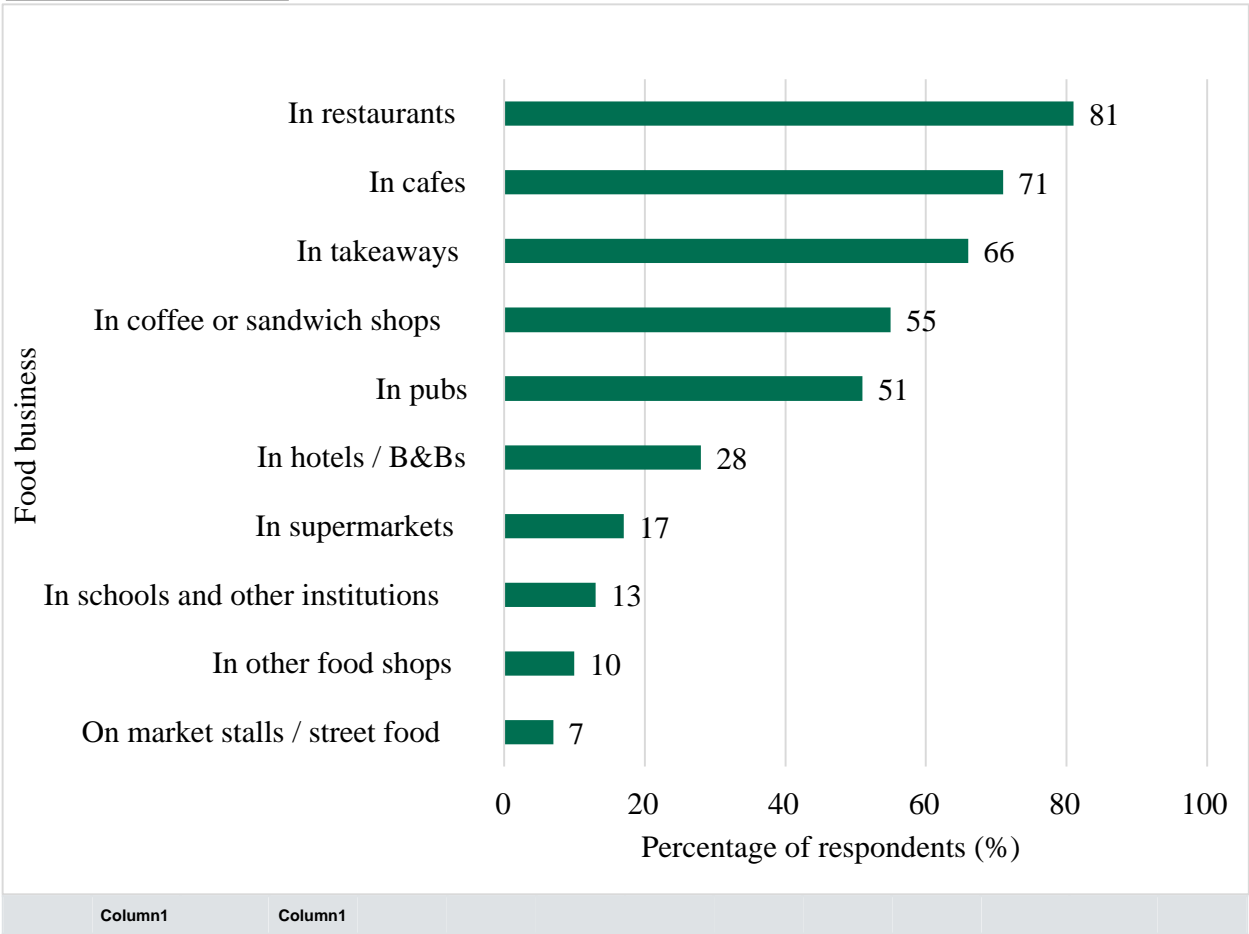
Recognition of the food hygiene rating sticker also varied between the following types of people:

- 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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On market stalls / street food	7												
In other food shops	10												
In schools and other institutions	13												
In supermarkets	17												
In hotels / B&Bs	28												
In pubs	51												
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) [\(footnote 4\)](#).

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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	England	Wales	Northern Ireland										
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).

1. Question: Have you heard of the Food Hygiene Rating Scheme? Responses: Yes, I've heard of it and know quite a lot about it, Yes, I've heard of it and know a bit about it, Yes, I've heard of it but don't know much about it, Yes, I've heard of it but don't know anything about it, No, I've never heard of it. Base = 4755, all online respondents and those answering the Eating Out postal questionnaire. Please note: 'Yes, I've heard of it and know quite a lot about it', 'Yes, I've heard of it and know a bit about it' and 'Yes, I've heard of it but don't know much about it' referred to as having knowledge of the FHRS.
2. Question: Where have you come across the Food Hygiene Rating Scheme? Responses: A sticker in a food business, On a food business' own website (such as a restaurant website), On a food ordering/delivery website or app (such as Just Eat, Deliveroo, UberEats etc.), Word of mouth, On the Food Standards Agency's website, In the local newspaper, On social media (e.g. Twitter, Facebook Marketplace), In an advert or magazine article, On another app (e.g. Scores on the Doors Food Hygiene Rating) (please specify), On another website, Somewhere else. Base = 4376, all online respondents and all those who completed the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme. Please note: Percentages do not add up to 100% as multiple responses could be selected.
3. Question: Have you ever seen this sticker before? Responses: Yes, No, Don't know / Not sure. Base = 4755, all online respondents and those answering the Eating Out postal questionnaire.
4. Question: In which, if any, of the following have you seen this sticker in over the last 12 months? Responses: In restaurants, In cafes, In takeaway, In coffee or sandwich shops, In pubs, In hotels/B&Bs, In supermarkets, In schools, hospitals and other institutions, On market stalls/street food, Manufacturers (Business-to-Business traders) (Wales only), In

other food shops, Somewhere else, I have not seen this sticker in a food business in the last 12 months. Base= 4322, all online respondents and all those who completed the Eating Out postal questionnaire, who have seen the FHRS sticker.