

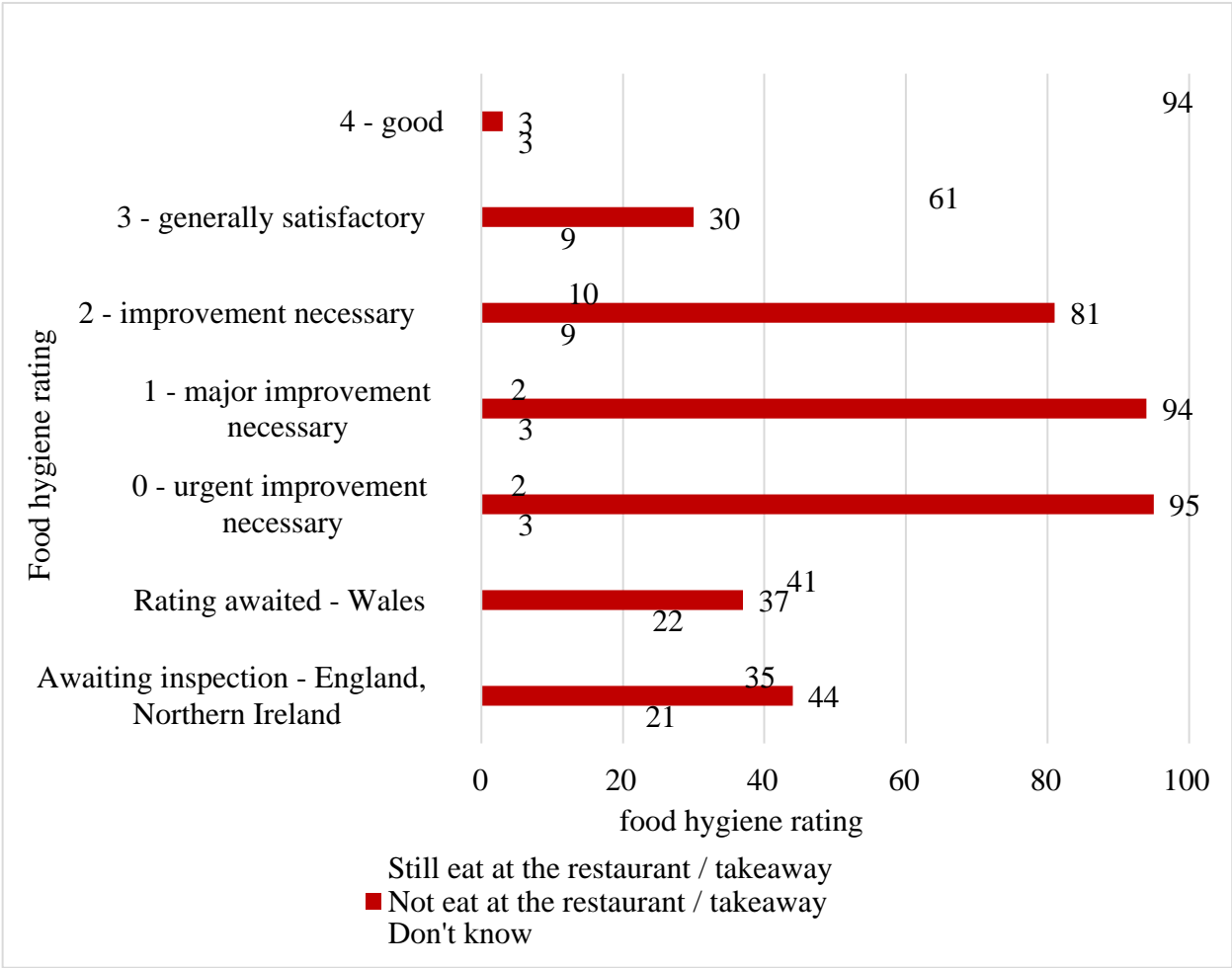
# Chapter 3: Use of the FHRS in decision making

## Acceptable food hygiene ratings

Figure 13. Willingness to eat at a restaurant or takeaway with food hygiene ratings below 5.

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	Awaiting inspection - England, Northern Ireland	Rating awaited - Wales	0 - urgent improvement necessary	1 - major improvement necessary	2 - improvement necessary	3 - generally satisfactory
Still eat at the restaurant / takeaway	35	41	2	2	10	61
Not eat at the restaurant / takeaway	44	37	95	94	81	30
Don't know	21	22	3	3	9	9

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Respondents were asked to consider whether they would still eat or order food from a restaurant or takeaway if on arrival they saw a food hygiene rating sticker with a rating lower than the maximum rating of 5 (very good). Most respondents said they would still eat at a restaurant or takeaway if they saw a food hygiene rating sticker with a rating of 4 (good) (94%) or 3 (generally satisfactory) (61%). However, most respondents reported that they would not eat at a restaurant or takeaway if they saw a food hygiene rating sticker with a rating of 2 (improvement necessary) (81%), 1 (major improvement necessary) (94%) or 0 (urgent improvement necessary) (95%) (Figure 13) FHRS11\_rebased table for base numbers, all online respondents and those answering the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme.

href="#">(footnote).

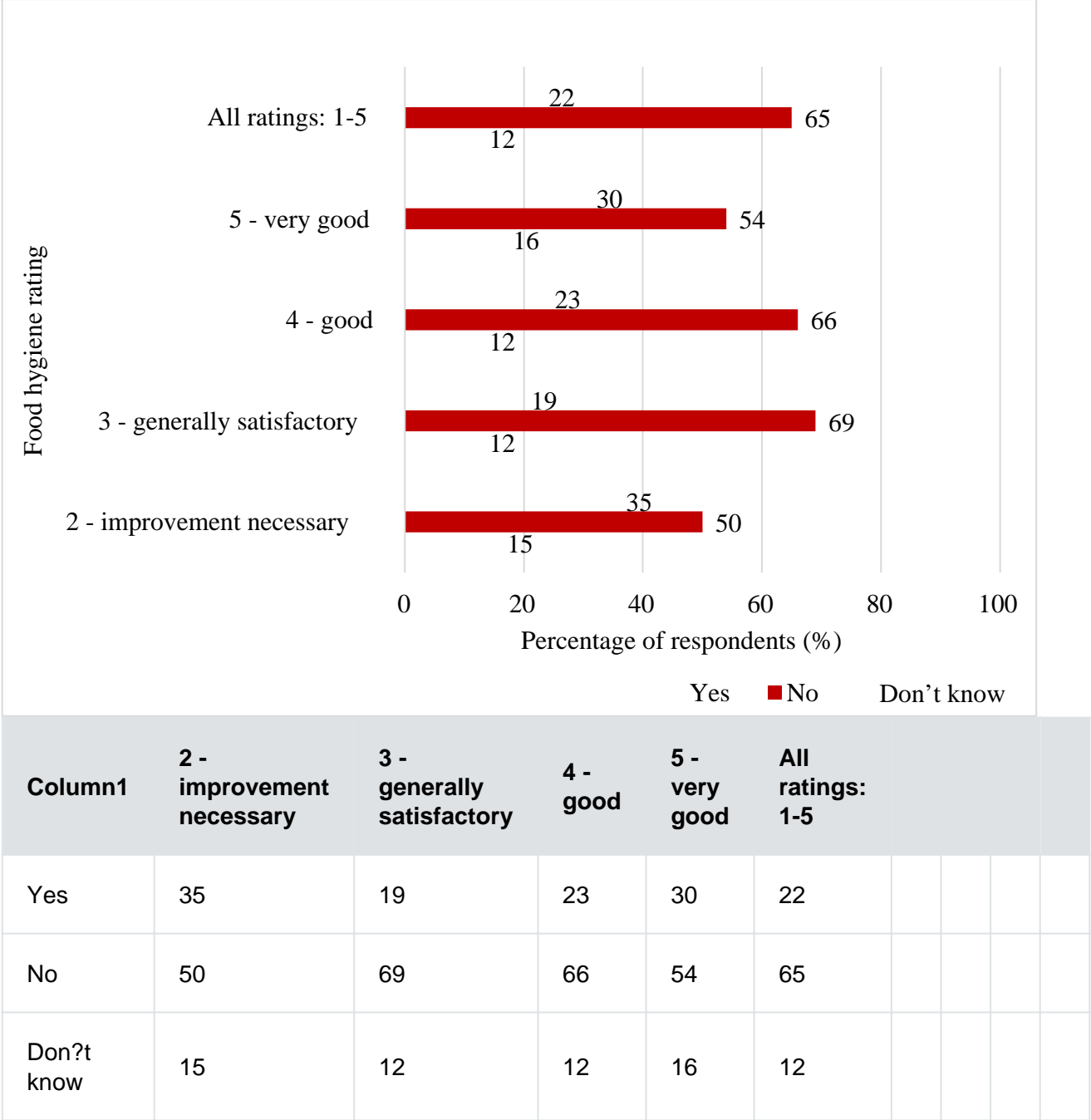
Respondents were asked what they would usually consider the lowest acceptable food hygiene rating when considering buying food from somewhere. Less than 1 in 10 (8%) respondents would only consider a rating of 5 (very good) as the lowest acceptable rating. Over 4 in 10 respondents (41%) would consider a rating of 4 (good) as the lowest acceptable rating, 40% of respondents would consider 3 (generally satisfactory), and 4% would consider 2 (improvement necessary) as the lowest acceptable rating. Approximately 1 in 100 (1%) respondents would consider a rating of 1 – major improvement necessary and 1% would consider a rating of 0 – urgent improvement necessary as the lowest acceptable rating(footnote) .

## Situations which impact acceptable food hygiene ratings

Figure 14. Willingness to buy food from a business with a food hygiene rating which is lower than their lowest acceptable rating.

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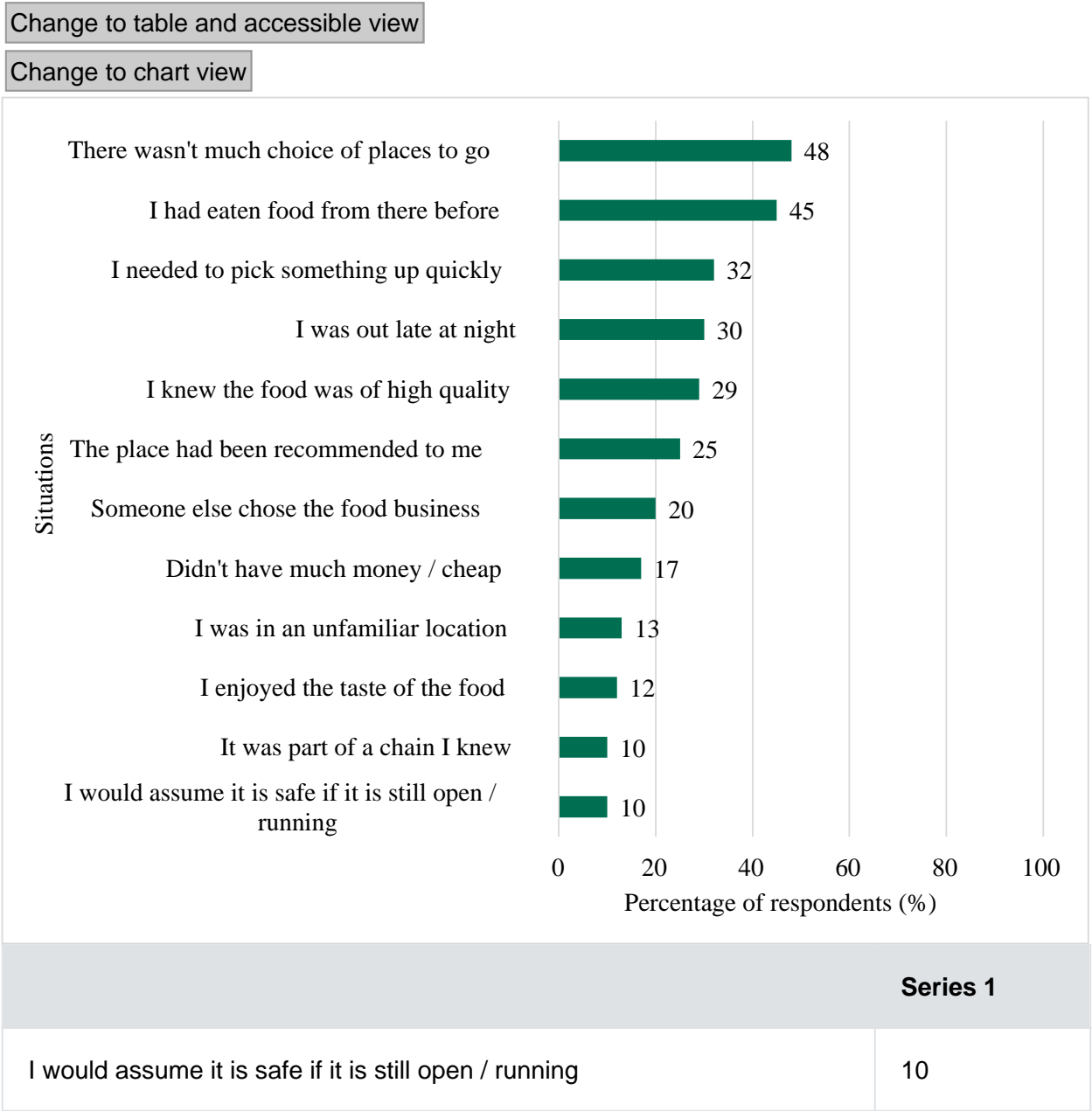


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Respondents were asked if they could think of a situation where they might decide to buy food from a business with a rating lower than their usual lowest acceptable rating. Across all ratings, around two-thirds (65%) of respondents could not think of a situation in which they might decide to buy food from a food business with a lower rating, 22% could think of a situation (Figure 14) FHRs rating of ... (rating) &hellip; acceptable when buying food from somewhere, excluding those who have not heard of the Food Hygiene Rating Scheme. Please note: The score presented was the response from the previous question, &lsquo;From a rating of 0 to 5, what is the lowest rating you would usually consider acceptable, if you were considering buying food from somewhere?&rsquo;</p> " href="#">(footnote) .

**Figure 15. Situations where respondents might buy food from a food business with a food hygiene rating lower than their usual lowest acceptable rating.**



Series 1	
It was part of a chain I knew	10
I enjoyed the taste of the food	12
I was in an unfamiliar location	13
Didn't have much money / cheap	17
Someone else chose the food business	20
The place had been recommended to me	25
I knew the food was of high quality	29
I was out late at night	30
I needed to pick something up quickly	32
I had eaten food from there before	45
There wasn't much choice of places to go	48

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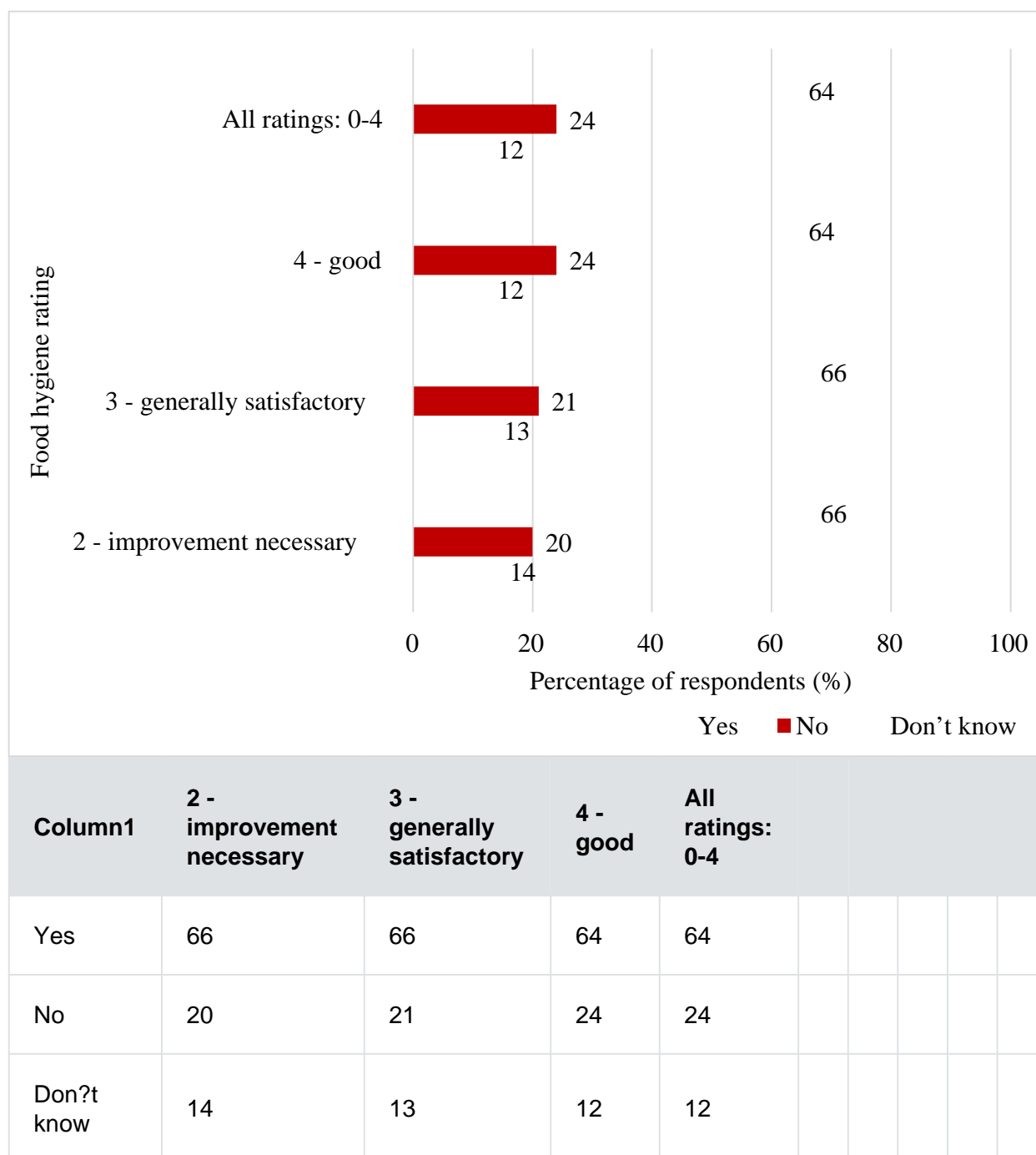
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Respondents who could think of a situation where they might buy food from a food business with a rating lower than what they would usually consider acceptable were asked what, from a given list, that situation would be. The most common situations were if there wasn't much choice of places to go (48%), if they had eaten food from there before (45%), if they needed to pick something up quickly (32%), or if they were out late at night (30%) (Figure 15) ([footnote](#)).

**Figure 16. Willingness to buy food from a business with a food hygiene rating which is higher than their usual lowest acceptable rating.**

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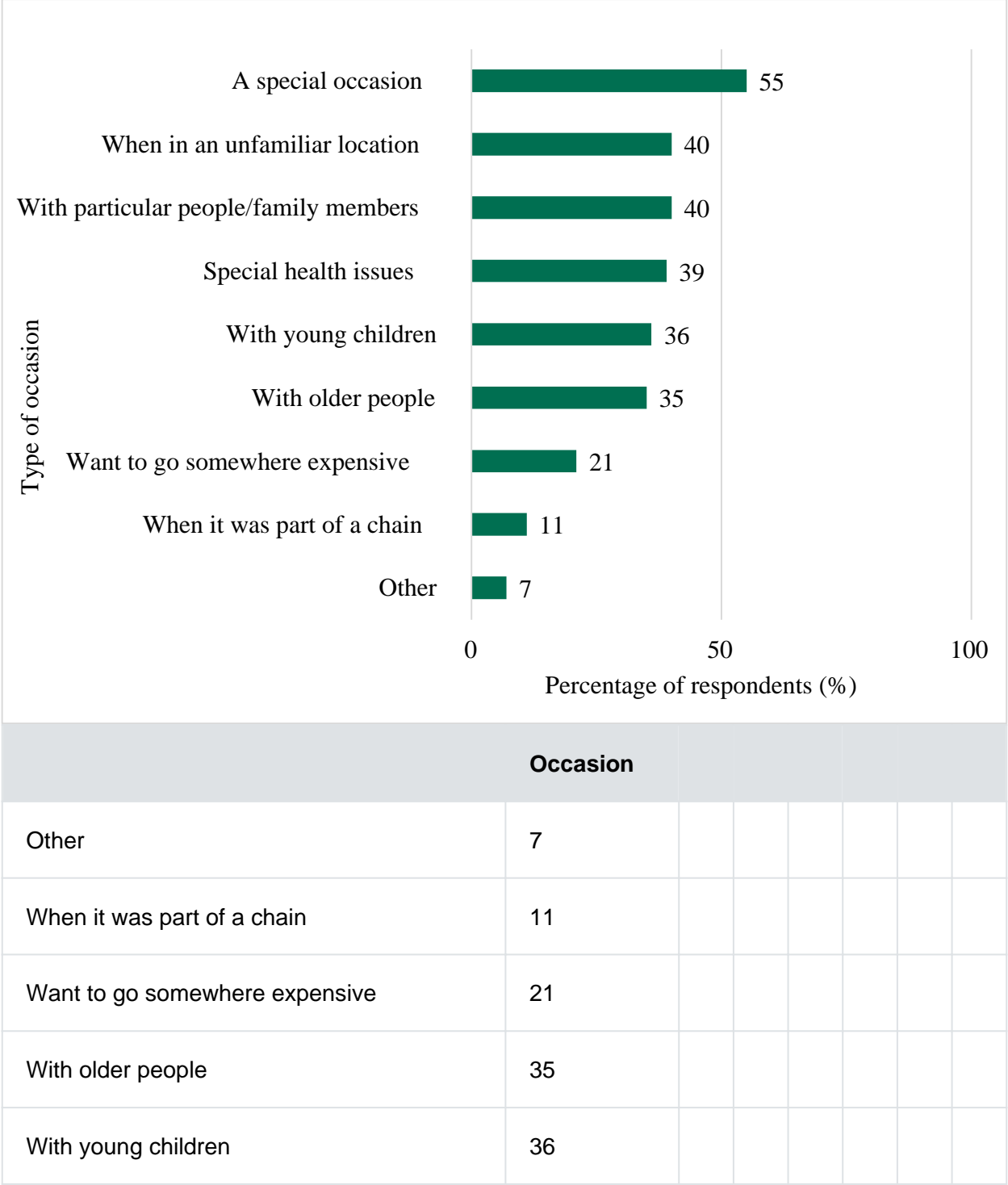
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Respondents were asked if they could think of an occasion in which they would only buy food from a business with a rating which is higher than their usual lowest acceptable rating. Overall, most respondents (64%) could think of a situation in which this would apply, and 24% of respondents could not. Most respondents who considered a rating of 2 (improvement necessary) (66%), 3 (generally satisfactory) (66%), or 4 (good) (64%) as generally acceptable could think of a situation in which they would only buy food from a food business with a higher rating (Figure 16) FHRs rating of .... (score), excluding those who have not heard of the Food Hygiene Rating Scheme. Please note: The score presented was the response from the previous question, 'From a rating of 0 to 5, what is the lowest rating you would usually consider acceptable, if you were considering buying food from somewhere?'

**Figure 17. Occasions where respondents would only buy food from a business with a food hygiene rating which is higher than the rating usually considered acceptable.**

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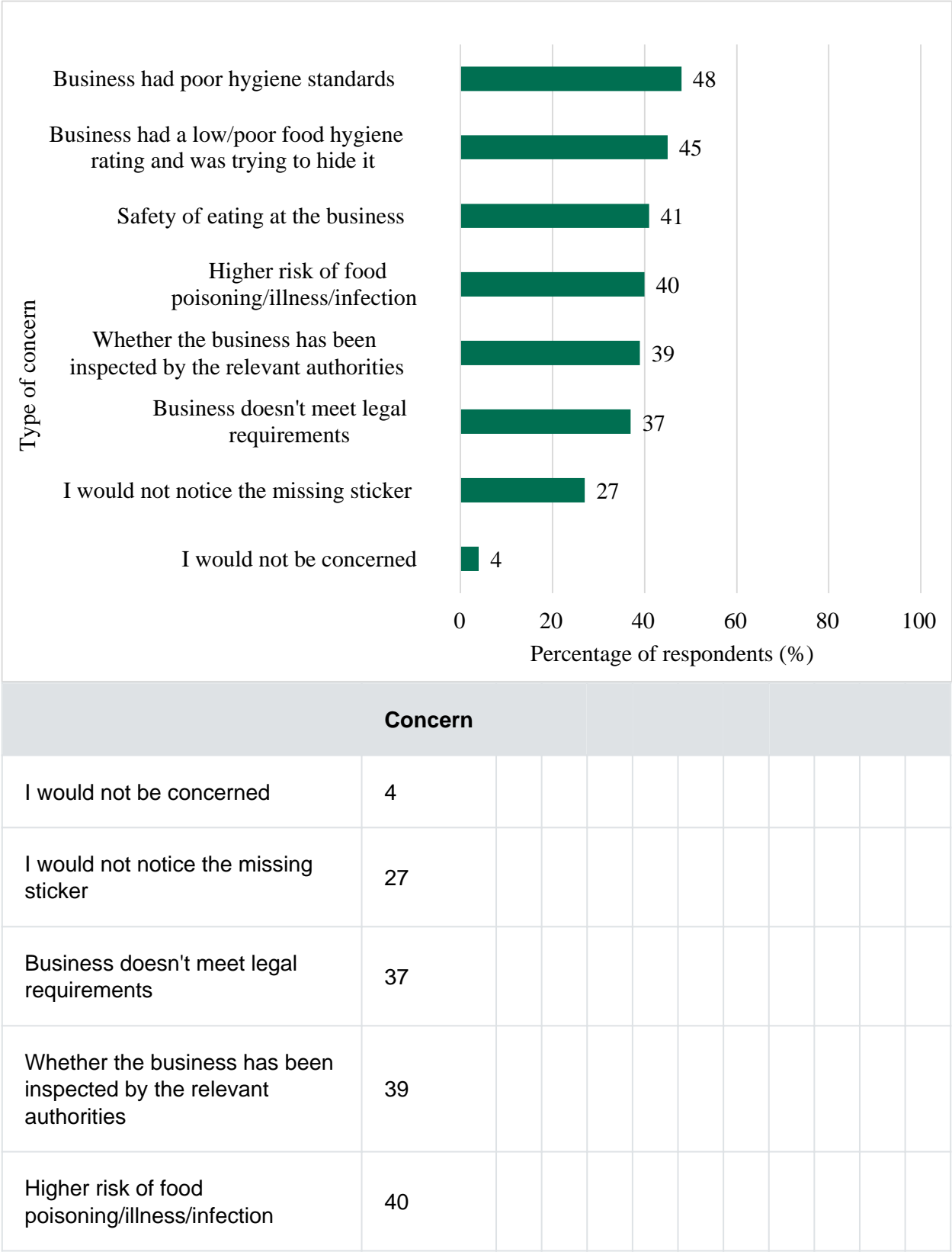




the premises.

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Concern											
Safety of eating at the business	41										
Business had a low/poor food hygiene rating and was trying to hide it	45										
Business had poor hygiene standards	48										

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Respondents were asked what concerns they would have if they visited a food business that did not display its food hygiene rating sticker on the premises. The most common concerns were that the food business had poor hygiene standards (48%) and that the food business had a poor or low food hygiene rating and was trying to hide it (45%). Over a quarter (27%) of respondents would not notice the food hygiene rating sticker was missing and 4% would not be concerned about anything if the sticker was not displayed (Figure 18) ([footnote](#)).