

FHRS Display Audit 2022 - Reported display of stickers and reasons for non-display

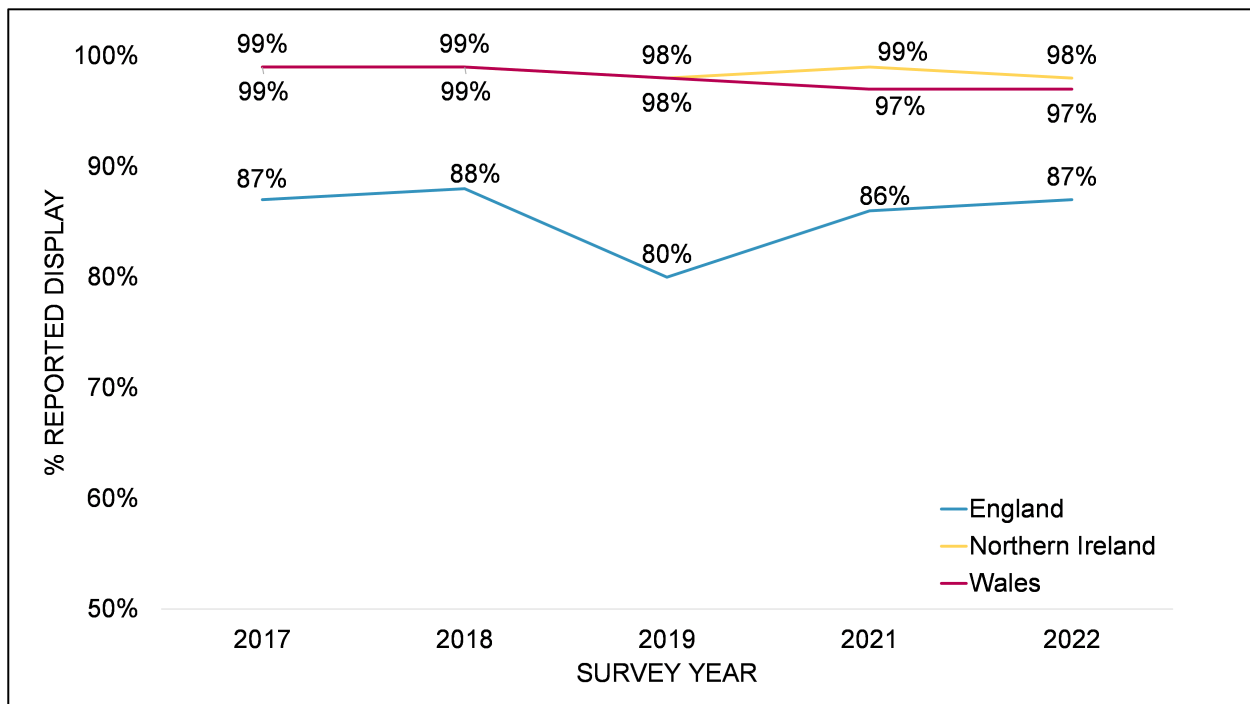
This chapter also addresses the reasons some businesses do not display stickers and possible actions that could motivate businesses to start displaying their sticker in England, where display is not mandatory. The chapter concludes with reported display rates of food hygiene ratings online, according to survey findings.

Stated display of ratings

Across all three countries, most businesses reported displaying their FHRS sticker somewhere that was clearly visible to customers, although this was higher for businesses in Northern Ireland (98%) and Wales (97%) compared to England (87%), where it is not a legal requirement to display an FHRS sticker. [\(footnote 1\)](#)

As shown in Figure 5.1, 98% of businesses in Northern Ireland, 97% of businesses in Wales and 87% of businesses in England reported display of stickers in a clearly visible location, which is broadly consistent with rates reported in 2021.

Figure 5.1 Proportion of food businesses reporting display of an FHRS sticker in a clearly visible location



B10. Is your Food Hygiene Rating sticker on display on your premises? – Yes – Somewhere it is clearly visible; Base: Businesses aware of FHRS rating 2022/2021/2019/2018/2017 (England

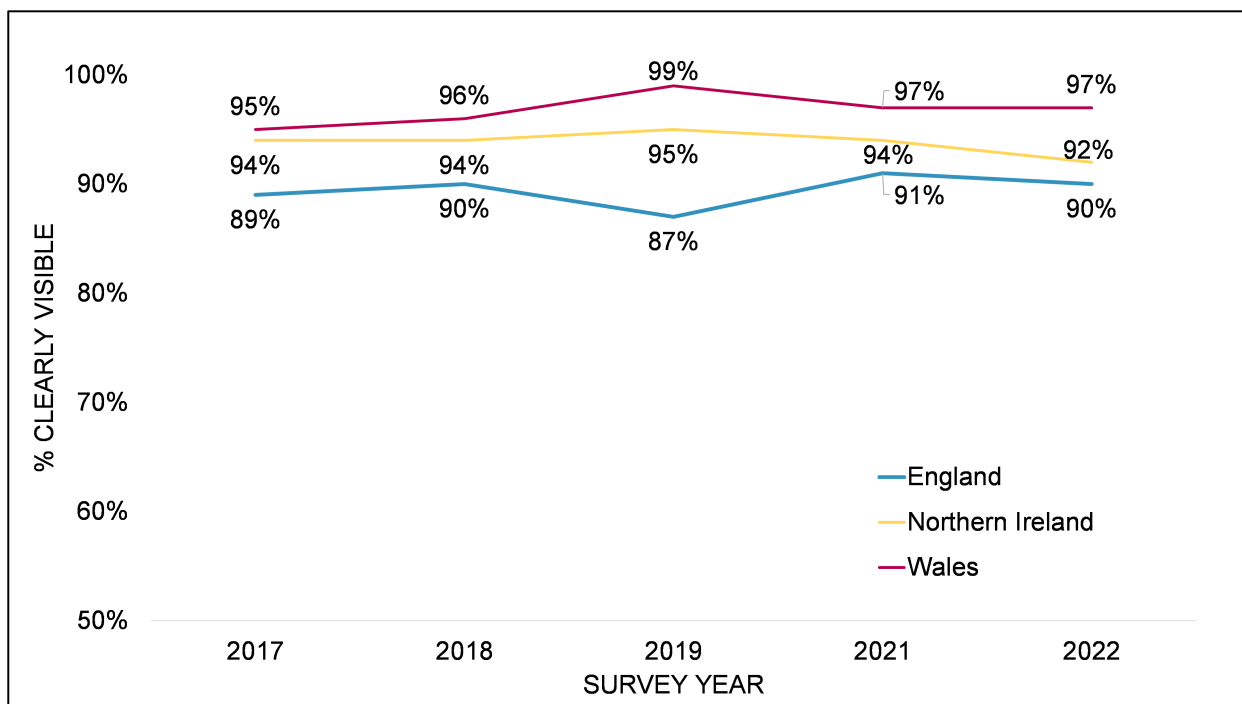
Given that nearly all businesses in Northern Ireland and Wales reported displaying a sticker somewhere that was clearly visible to customers, there was no significant variation between subgroups within these countries. However, in England, takeaways and sandwich shops (96%) and those with a food hygiene rating of 5 (93%) were more likely than average (87%) to state that their sticker was clearly displayed.

As might be expected, self-reported rates of display were higher than rates of display observed during audits (see Chapter 4). In total, 484 food businesses that participated in the telephone survey were also audited. Of these, the majority (83%) self-reported display and this was confirmed when audited. Of the remainder, 14% self-reported display but were found to not be displaying when audited; 2% were unsure of their rating or whether they displayed it in a visible location but were found to be displaying when audited; and 1% self-reported non-display of their rating.

Stated location of display

Businesses that stated that they displayed their FHRs sticker in a clearly visible location were also asked whether their sticker could be seen by customers from outside their premises. As shown in Figure 5.2, amongst those that reported displaying a sticker, 97% of businesses in Wales, 92% of businesses in Northern Ireland and 90% of businesses in England said the sticker could be seen from outside their premises, which is broadly consistent with rates reported in 2021.

Figure 5.2 Proportion of food businesses reporting display of an FHRs sticker in a clearly visible location from outside the premises



B11. Can I just check, can customers clearly see your Food Hygiene Rating sticker from the outside of your premises, in other words, without having to enter your premises? – Yes; Base: Businesses that display an FHRs sticker in a clearly visible location 2022/2021/2019/2018/2017 (England 406/408/402/415/400; NI 479/483/490/486/473; Wales 467/465/489/495/479).

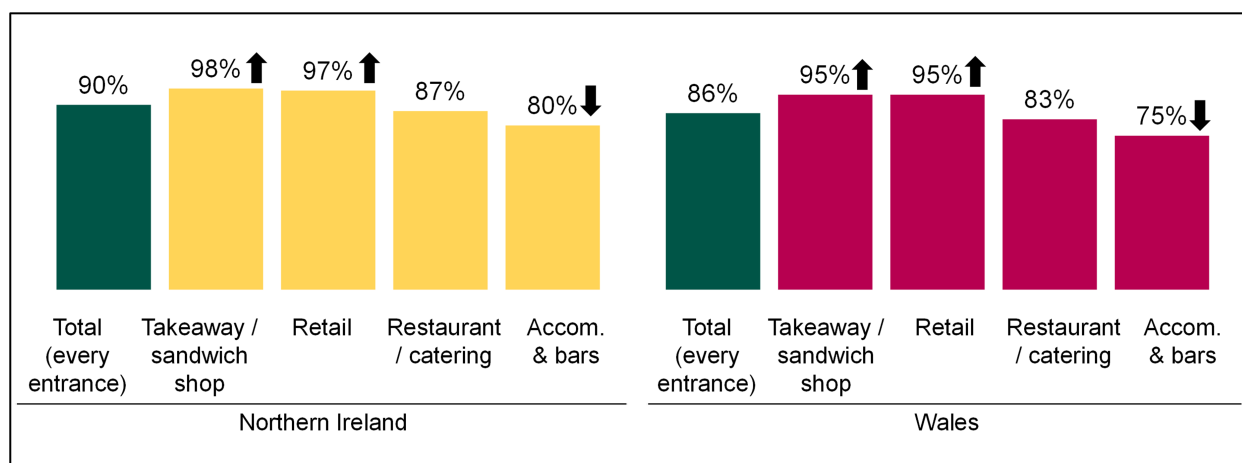
As nearly all businesses in Wales that reported displaying an FHRs sticker said that the sticker was visible from outside their premises, there was no significant variation between subgroups

within this country. However, there were some small differences in England and Northern Ireland by business type:

- takeaways and sandwich shops in England (98%) and Northern Ireland (99%) that reported displaying an FHRs sticker were more likely than average to have reported displaying the stickers somewhere visible from outside.
- accommodation businesses and pubs, bars and nightclubs in Northern Ireland that reported displaying an FHRs sticker (80%) were less likely than average (92%) to report displaying stickers somewhere visible from outside. Businesses in this sector that reported not displaying stickers typically attributed this to there being nowhere suitable to display in location visible outside.

Businesses in Northern Ireland and Wales who stated that they displayed their sticker on their premises in a clearly visible location were also asked whether they had stickers at all entrances to their premises, providing they had a customer entrance. As shown in Figure 5.3, most of these businesses reported having an FHRs sticker at every entrance (90% in Northern Ireland and 86% in Wales). Fewer businesses said they had a sticker displayed at some of their entrances but not all (8% in Northern Ireland and 12% in Wales) while very few reported not having a sticker displayed at any entrance (1% in Northern Ireland and 2% in Wales).

Figure 5.3 Proportion of Northern Irish and Welsh food businesses reporting display of an FHRs sticker at entrances



B13. Do you have the sticker displayed at your customer entrance? B14. At how many customer entrances do you have the sticker displayed? Base: Businesses with at least one customer entrance and food hygiene rating sticker is clearly on display, by outlet type Total/Retail/Takeaway/Catering/ Accommodation and bars (NI 440/142/66/181/51; Wales 445/111/43/176/115). ? / ? denotes a significant difference compared to the total.

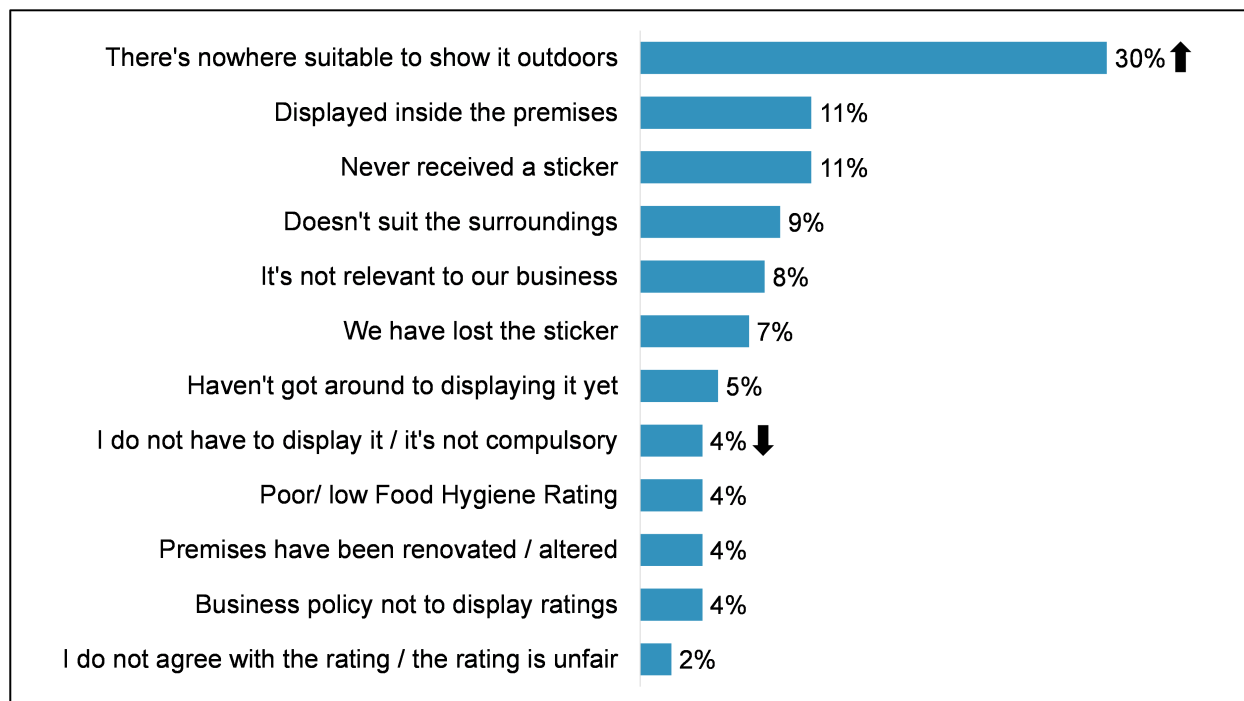
In both Northern Ireland and Wales, takeaways and sandwich shops (Northern Ireland 98%; Wales 95%) and retail businesses (Northern Ireland 97%; Wales 95%) were more likely to report having FHRs stickers displayed at every entrance. Accommodation businesses and pubs, bars and nightclubs on the other hand were less likely to report displaying stickers at every entrance in both countries (Northern Ireland 80%; Wales 75%).

Reasons for not displaying in England

Businesses in England that said that they did not display their FHRs sticker in a location where customers could see it from outside or did not display it at all were asked why they did not, as well as what might encourage them to start doing so.

As presented in Figure 5.4, the top three unprompted reasons given by businesses in England for not displaying FHRS stickers were: there being nowhere suitable to show it outdoors (30%); ratings being displayed inside the premises (11%); and having never received a sticker (11%).

Figure 5.4 Reported reasons for not displaying an FHRS sticker, England (unprompted)

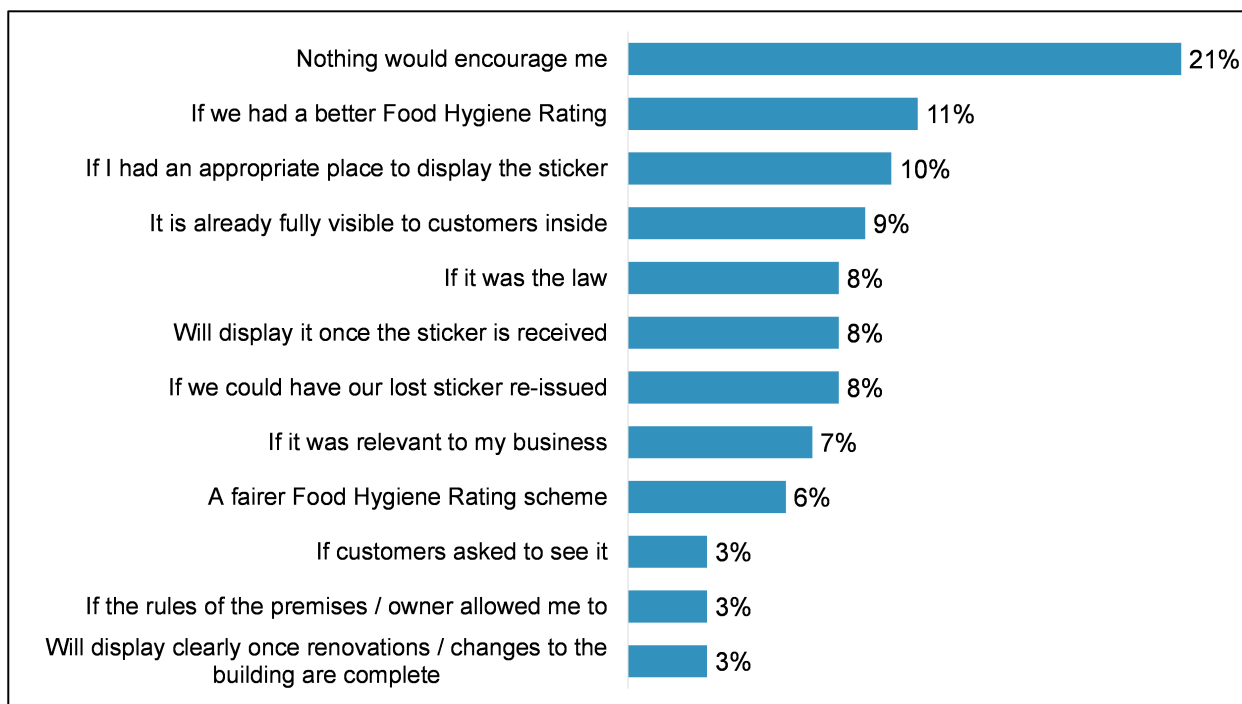


B15. Why is your Food Hygiene Rating not on display where your customers can clearly see it? Base: Businesses that did not display stickers at all or did not display them in a location where customers could see them from outside (England 94). Please note that responses under 2% have not been displayed. ? / ? denotes a significant difference compared to 2021.

Compared to 2021 there has been a significant increase in the number of businesses that said they did not display their sticker in a location where customers could see it from outside or not at all because there was nowhere suitable to display it outside their premises (30% in 2022 vs 10% in 2021). Conversely, there has been a significant decrease in the number that did not display their sticker because it was not compulsory (4% in 2022 vs 15% in 2021). [\(footnote 2\)](#)

As shown in Figure 5.5, around one in five businesses in England that did not display their FHRS sticker in a location where customers could see it from outside or did not display it at all claimed nothing would encourage them do so (21%). Amongst the remainder, although having a low food hygiene rating was not frequently mentioned as a reason for non-display, having a better rating was the most common action that would encourage display (11%). This was closely followed by having an appropriate place to display the sticker (10%), while 9% did not think it was necessary to change their practices because they already displayed their sticker inside their premises. Compared to 2021, there were no significant differences in the actions that would encourage display.

Figure 5.5 Actions that may encourage displaying an FHRS sticker



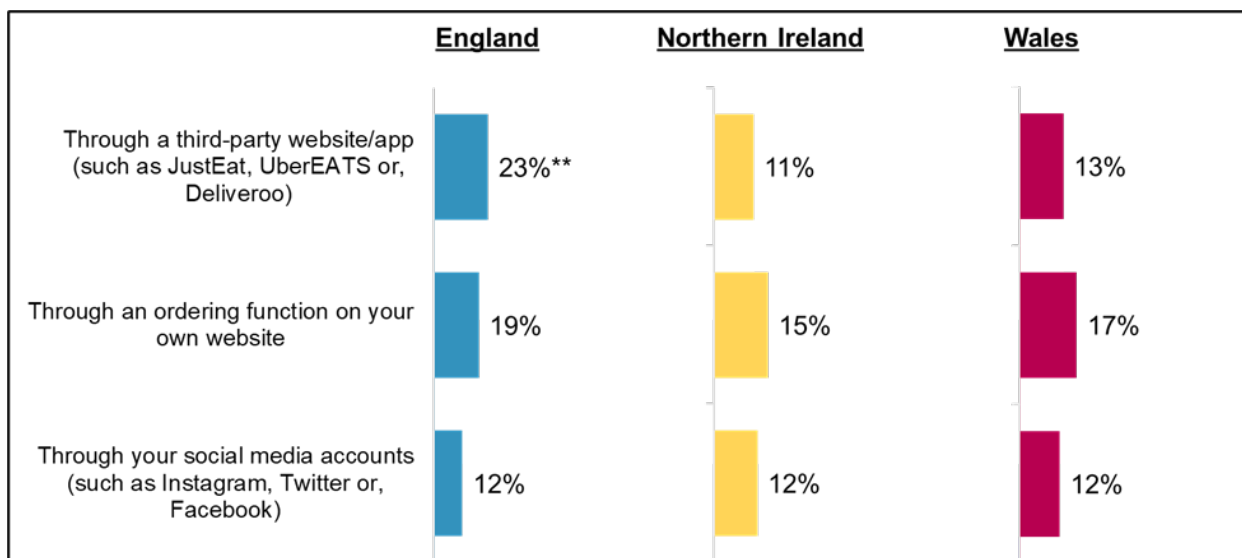
B16. What would encourage you to display your Food Hygiene Rating where customers could clearly see it? Base: Businesses that did not display stickers at all or did not display them in a location where customers could see it from outside (England 94). Please note that responses under 3% have not been displayed.

Online display

All businesses were asked whether customers can order food from their business through a third party website/ app (such as JustEat, UberEATS or Deliveroo), through an ordering function on their own website, or through their social media accounts (such as Instagram, Twitter or, Facebook).

As displayed in Figure 5.6, only a minority of businesses typically used online platforms to sell food to customers. Platforms used varied by country; third-party website/apps were more common in England (23% enabled their customers to order food this way) than Northern Ireland (11%) and Wales (13%). Businesses in Northern Ireland and Wales more commonly used an ordering function on their own website (15% and 17% respectively),

Figure 5.6 Proportion of business where customers can order food through the following online platforms

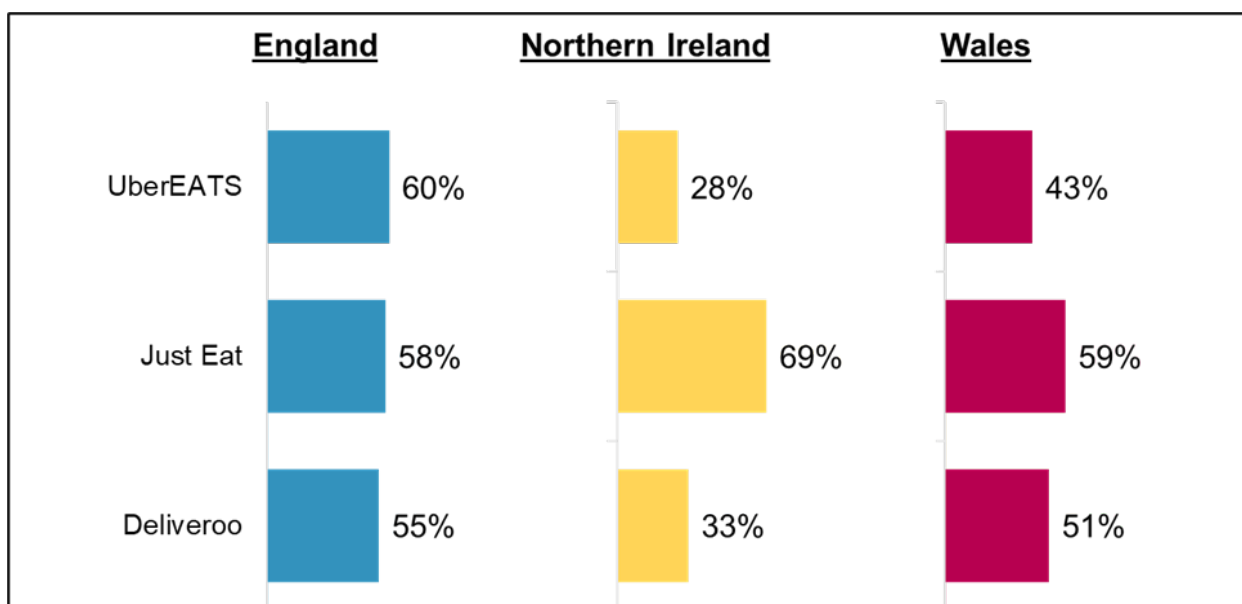


A4.X. Can customers order food from your business in any of the following ways...X: 'Yes' Base: All FBOs (England 500; NI 500; Wales 500).

** Denotes significantly higher compared to both Northern Ireland and Wales.

Food businesses who use an aggregator were asked which delivery service websites/ apps customers can order their food from UberEATS, Just Eat and Deliveroo were the most commonly used platforms across all countries, as shown in Figure 5.7. While in England these platforms were used broadly evenly, Just Eat was somewhat more common in Wales, and in particular, Northern Ireland.

Figure 5.7 Most common online food selling platform



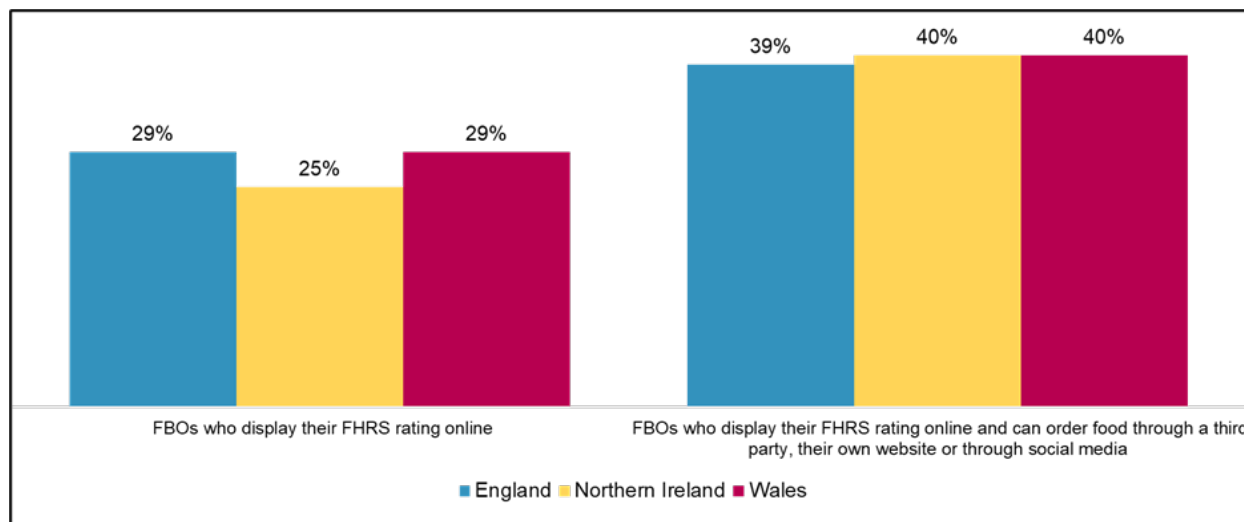
A5. What delivery service websites/apps can customers use to order food from your business? Base: FBOs who use an aggregator (England 105; NI 55; Wales 60).

Food businesses who use social media were asked specifically which social media platforms customers can use to order food from specifically. Most used Facebook (91% in England, and Wales; 90% in Northern Ireland), while Instagram was used by around a third (34% England, 31% Northern Ireland and 32% in Wales).

As presented on the left hand side of Figure 5.8, a minority of all businesses reported displaying their food hygiene rating online in England (29%), Northern Ireland (25%) and Wales (29%).

Among those who allow customers to order food via a third party application or website, through their own website or via social media (for simplicity: 'those who sell food online') this figure increased to two in five in each nation.

Figure 5.8 Proportion of food businesses reporting display of food hygiene ratings online



B18A. Do you display your Food Hygiene Rating online? Base: Businesses aware of FHRs rating (England: 452; Wales; 471; NI: 482) and FBOs who display their FHRs rating online and can order food through a third party, their own website or through social media (England: 162; Wales; 153; NI: 128).

The potential for subgroup analysis is limited owing to the small sample sizes among food businesses who sell food online. In England, those with a rating of 5 were more likely than average to report displaying their rating online (45% compared to 24% among those with a rating under 5). While similar trends occurred in Northern Ireland and Wales, these were not statistically significant, in part due to lower base sizes. While there were no differences across sectors within this group, if the sample is broadened to include all those that were aware of their FHRs rating there were notable differences. In England, restaurants and catering businesses were more likely to do so (35%). Meanwhile, in Northern Ireland and Wales it was takeaways and sandwich shops that were more likely to (Northern Ireland 36%; Wales 42%). In all three countries retail businesses were less likely than average to display their rating online (England 17%; Northern Ireland 19%; Wales 17%).

Amongst those that reported displaying their rating online, by far the most common platform used was business websites (England 63%; Northern Ireland 48%; Wales 50%). Where businesses sold food via ordering functions on their own website, delivery service websites or apps or social media, most reported displaying their food hygiene ratings on these platforms. However, the base sizes of these questions are low so should be treated with caution (see Table 5.1).

Table 5.1 Reported online platform display split by country

Online platform	England	Northern Ireland	Wales
Use an ordering function on their own website and display FHRs rating on it	20 out of 29	20 out of 30	17 out of 32
Use a third-party delivery website or app and display FHRs rating on it	25 out of 35	12 out of 22	21 out of 25
Sell food via social media delivery website and display FHRs rating on it	16 out of 26	19 out of 26	12 out of 16

B18b. Does your business currently display its Food Hygiene Rating on any of the following online platforms? (see table for base size). NB: data reported as unweighted integers due to low

base size.

Amongst those that reported not displaying their rating online, most said they would consider doing so in the future (England 61%; Northern Ireland 53%; Wales 56%). There was little variation in how likely different types of businesses were to consider this within the three countries. However, in Northern Ireland retail businesses were less likely than average to consider doing so (43%) and in Wales those with a rating of 5 were more likely to consider doing so (60%).

1. It should be noted that the results for Northern Irish and Welsh food businesses may be affected by a self-report bias due to the statutory requirement to display FHRS stickers in these countries.
2. Base sizes are relatively small here, which is why we show businesses that did not display stickers at all (53 in 2022 and 55 in 2021) and those who did not display them in a location where customers could see them from outside (41 in 2022 and 38 in 2021) together. These low base sizes also mean that changes over time should be interpreted with caution.