

CONSUMER AWARENESS OF FHRS

FHRS Tracker Wave 6 Results - October 2017

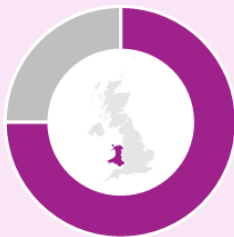
AWARENESS

A majority of respondents had heard of FHRS.

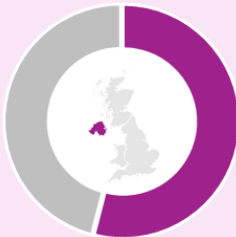
54% in England



75% in Wales

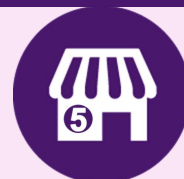


54% in NI



Of those aware of a rating scheme,

89% had seen the sticker in a business



19% had seen it on a food business website



14% heard by word of mouth



RECOGNITION

82%

had seen a food business displaying its rating in the last 12 months.



NI 92%



W 91%



E 81%

This figure was significantly higher in NI and Wales than in England.

USE

46%*

said that they **sometimes** or **often** check the hygiene rating **before deciding** to eat at or buy food from somewhere.

Often, 18%

Sometimes, 28%

Never, 37%

Don't know, 11%

67%

most commonly check the hygiene rating by looking for the **sticker / certificate** located on the food business window or door

* Net proportion of all respondents in England, Wales and Northern Ireland who reported "often" or "sometimes". 5% of respondents reported that they had not eaten out or bought a takeaway in the last 12

VIEWS ON THE MANDATORY DISPLAY OF RATINGS

86%

of all respondents thought that food businesses **should have to display** their rating (up from 84% in 2016).

The proportion was **higher** in NI than in England and Wales.

NI, 99%

Wales, 96%

England, 85%

