



Food Hygiene Rating Scheme (FHRS)



Food and You 2: Wave 10



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Executive Summary

Overview of Food and You 2

Food and You 2 is a survey, commissioned by the Food Standards Agency (FSA), that measures consumers' knowledge, attitudes and behaviours related to food safety and other food issues.

This report presents findings from the Food and You 2: Wave 10 'Eating out and takeaways' module in which respondents are asked about their awareness, use and attitudes towards the Food Hygiene Rating Scheme (FHRS)¹.

Fieldwork for Wave 10 was conducted between 9th October 2024 and 7th February 2025. A total of 4,804 adults across England, Wales, and Northern Ireland completed the online or postal version of the 'Eating out and takeaways' module.

¹ Wave 10 of Food and You 2 marks the last in the biannual series of Food and You 2. From Wave 11 onwards, the survey will be annual

Key Findings

Awareness and recognition of the FHRS

- 89% of respondents had heard of the FHRS; 89% in England, 94% in Wales, and 92% in Northern Ireland^{**2}.
- 62% of respondents had heard of the FHRS and knew a lot or a bit about it. Respondents in Wales (73%) and Northern Ireland (66%) were more likely to report knowledge of the FHRS than those in England (61%)^{**}.
- Of those who had heard of the FHRS, 85% had come across the FHRS through a food hygiene rating sticker displayed at a food business premises, 36% had come across it on a food business's own website, and 20% had come across it on a food ordering delivery website or app.
- When shown an image of the food hygiene rating sticker, 91% reported that they had seen the sticker before. Recognition of the sticker was slightly lower in England (91%) than in Wales (95%) and Northern Ireland (95%)^{**}. Respondents were most likely to have seen the sticker in a restaurant (82%), café (71%) or takeaway (65%) in the last 12 months.

Use of the FHRS

- Around 4 in 10 (44%) respondents had checked the food hygiene rating of a food business in the previous 12 months (either at the business premises or online). Respondents in Wales (59%) were more likely to have checked the food hygiene rating of a business than those in England (43%), and Northern Ireland (49%).
- Of those who had checked the food hygiene rating of a food business, most respondents (82%) had done this by looking at a food hygiene rating sticker

² See 'Interpreting the findings' section on page 43 for explanation of '^{**}'.

displayed at the business, and the most common types of businesses where respondents had checked ratings were restaurants (73%) and takeaways (69%).

- A quarter (25%) had checked the food hygiene rating of a business on a food business' own website, 23% via an online food ordering website or app (for example, Just Eat, Deliveroo, Uber Eats), and 15% of respondents had checked on the FSA's website.

Use of the FHRs in decision making

- Of those who had heard of the FHRs, most said that they would still eat at a restaurant or takeaway if they saw a food hygiene rating sticker with a rating of 4 (good) (93%) or 3 (generally satisfactory) (60%). 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) (82%), 1 (major improvement necessary) (94%) or 0 (urgent improvement necessary) (95%).
- Of those who had heard of the FHRs, around than 1 in 10 (9%) respondents said that a rating of 5 (very good) is the lowest rating they would consider acceptable when considering buying food. 44% would consider a rating of 4 (good) as the lowest acceptable rating, and 36% of respondents would consider 3 (generally satisfactory).
- Of those who had heard of the FHRs, 58% would be less likely (i.e., 'much less likely' or 'a little less likely') to eat at a food business that did not have the food hygiene rating sticker present at the entrance.
- Of those who had heard of the FHRs, the most common concerns that respondents said they would have if they visited a food business that did not display its food hygiene rating sticker were that the food business had poor hygiene standards (50%) and that it had a poor or low food hygiene rating and was trying to hide it (49%). Respondents in Wales (59%) and Northern Ireland (56%) were more likely to be concerned that the food business had a low/poor hygiene rating and was trying to hide it than respondents in England (48%)**.

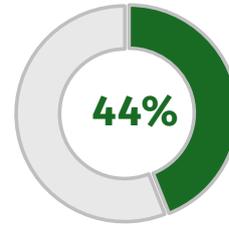
Views on mandatory display

- Of the respondents who had heard of the FHRS, 92% thought that food businesses should be required by law to display their food hygiene rating at their premises. Similarly, 94% thought that businesses providing an online food ordering service should display their food hygiene rating where it can clearly be seen by customers before they order food.

Overall

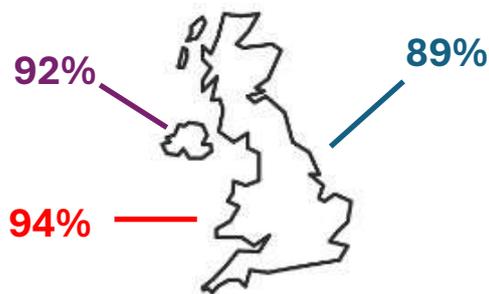


89% had heard of the FHRs across **England**, **Wales** and **Northern Ireland**



44% had checked the rating of a food business in the previous 12 months

By country



By country



Those who checked the food hygiene rating



82% had checked the rating sticker displayed at a business



25% checked the food business' own website



23% checked via an online food ordering website or app



15% checked on the FSA's website

Among those that had heard of the FHRs



92% thought that food businesses should be required by law to display their food hygiene rating at the premises



94% thought businesses providing an online food ordering service should display their food hygiene rating where it can clearly be seen by customers before they order food



91% had seen the sticker before



58% are less likely to eat at a food business that did not display their FHRs sticker at the entrance

Introduction

The Food Standards Agency: role, remit, and responsibilities

The Food Standards Agency (FSA) is a non-ministerial government department working to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland. The FSA's overarching mission is 'food you can trust'. The FSA's vision as set out in the [2022-2027 strategy](#) is a food system in which:

- Food is safe
- Food is what it says it is
- Food is healthier and more sustainable

Food and You 2 is designed to monitor the FSA's progress against this vision and inform policy decisions by measuring consumers' self-reported knowledge, attitudes and behaviours related to food safety and other food issues in England, Wales, and Northern Ireland on a regular basis.

Introduction to the FHRS

[The Food Hygiene Rating Scheme³](#) (FHRS), which operates in England, Wales and Northern Ireland was launched in 2010 and helps people make informed choices about where to eat out or shop for food by giving clear information about the businesses' hygiene standards found at the time of local authority food hygiene inspections. Ratings are given to places where food is supplied or sold directly to people, such as restaurants, pubs, cafés, takeaways, hotels, schools, hospitals, care homes, supermarkets, and other retailers. In Wales, the scheme also includes businesses that trade only with other businesses, for example, manufacturers.

³ The Food Hygiene Information Scheme operates in Scotland under the responsibility of Food Standards Scotland.

The FSA runs the scheme in partnership with local authorities in England, Wales, and Northern Ireland. A food safety officer from the local authority inspects a business to check that it follows food hygiene law so that the food is safe to eat. Businesses are given a rating from 0 to 5. A rating of 5 indicates that hygiene standards are very good and a rating of 0 indicates that urgent improvement is required.

Food businesses are provided with a sticker which shows their rating. In England businesses are encouraged to display their rating, however in Wales and Northern Ireland food businesses are [legally required to display their rating](#)⁴. Ratings are also available on the [FSA ratings website](#) and via other third-party apps.

Food and You 2: Wave 10

This report presents key findings from the Food and You 2: Wave 10 survey relating to the FHRs, including respondents' awareness, recognition, and use of the FHRs, understanding and impact of the FHRs on behaviour and attitudes toward the FHRs.

Fieldwork for Food and You 2: Wave 10 was conducted between 9th October 2024 and 7th February 2025. A total of 5,690 adults (aged 16 years or over) from 3,965 households across England, Wales, and Northern Ireland completed the 'push-to-web' survey (see Annex A for more information about the methodology). In Wave 10, a total of 4,804 adults (aged 16 years or over) across England, Wales, and Northern Ireland completed the 'Eating out and takeaway' module via the online survey or a postal questionnaire. Depending on their reported knowledge, attitudes, and behaviours not every respondent will answer every question in the survey or module.

Questions asked in other modules of the Food and You 2: Wave 10 survey (e.g. 'Eating at home') are not included in this report. The full Wave 10 results are available in the accompanying [data tables and underlying dataset](#).

⁴ Legislation for the mandatory display of FHRs ratings was introduced in November 2013 in Wales and October 2016 in Northern Ireland.

Interpreting the findings

This report presents differences between some socio-demographic and sub-groups (for example, by country) in the population. To highlight the key differences, any variation in response profiles is typically reported only where the absolute difference is 10 percentage points or larger and is statistically significant at the 5% level ($p < 0.05$). However, some differences between socio-demographic and other sub-groups are included where the difference is fewer than 10 percentage points, when the finding is notable or judged to be of interest. These differences are indicated with a double asterisk (**).

In some cases, it was not possible to include the data of all sub-groups, however these data are available in the full [Wave 10 data set and tables](#).

Key information is provided for each reported question in the footnotes, including:

- Question wording (question) and response options (responses).
- Number of respondents presented with each question and description of the respondents who answered the question (base = x).

Chapter 1: Awareness and recognition of the FHRS

This chapter provides an overview of respondents' awareness and recognition of the Food Hygiene Rating Scheme (FHRS).

Awareness of the FHRS

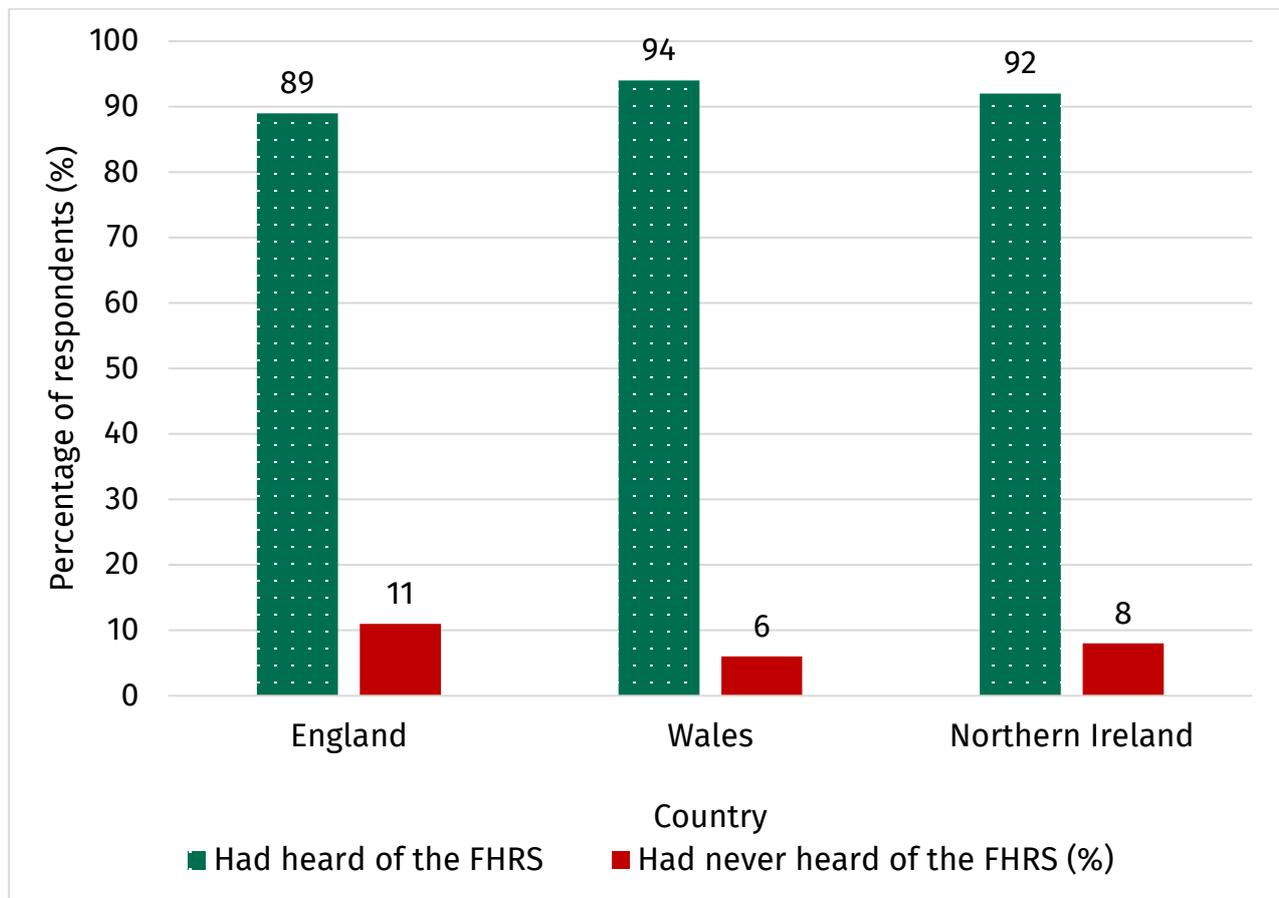
Most respondents (89%) reported that they had heard of the FHRS. Over half (62%) reported that they had heard of the FHRS and knew quite a lot or a bit about it, 28% had heard of the FHRS but didn't know much or anything about it and 11% had never heard of the FHRS⁵.

Most respondents in England (89%), Wales (94%)⁶, and Northern Ireland (92%) had heard of the FHRS (Figure 1)**.

⁵ 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 = 4804, all online respondents and those answering the Eating Out postal questionnaire.

⁶ Please note figures have been rounded and therefore might not add up to 100%.

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



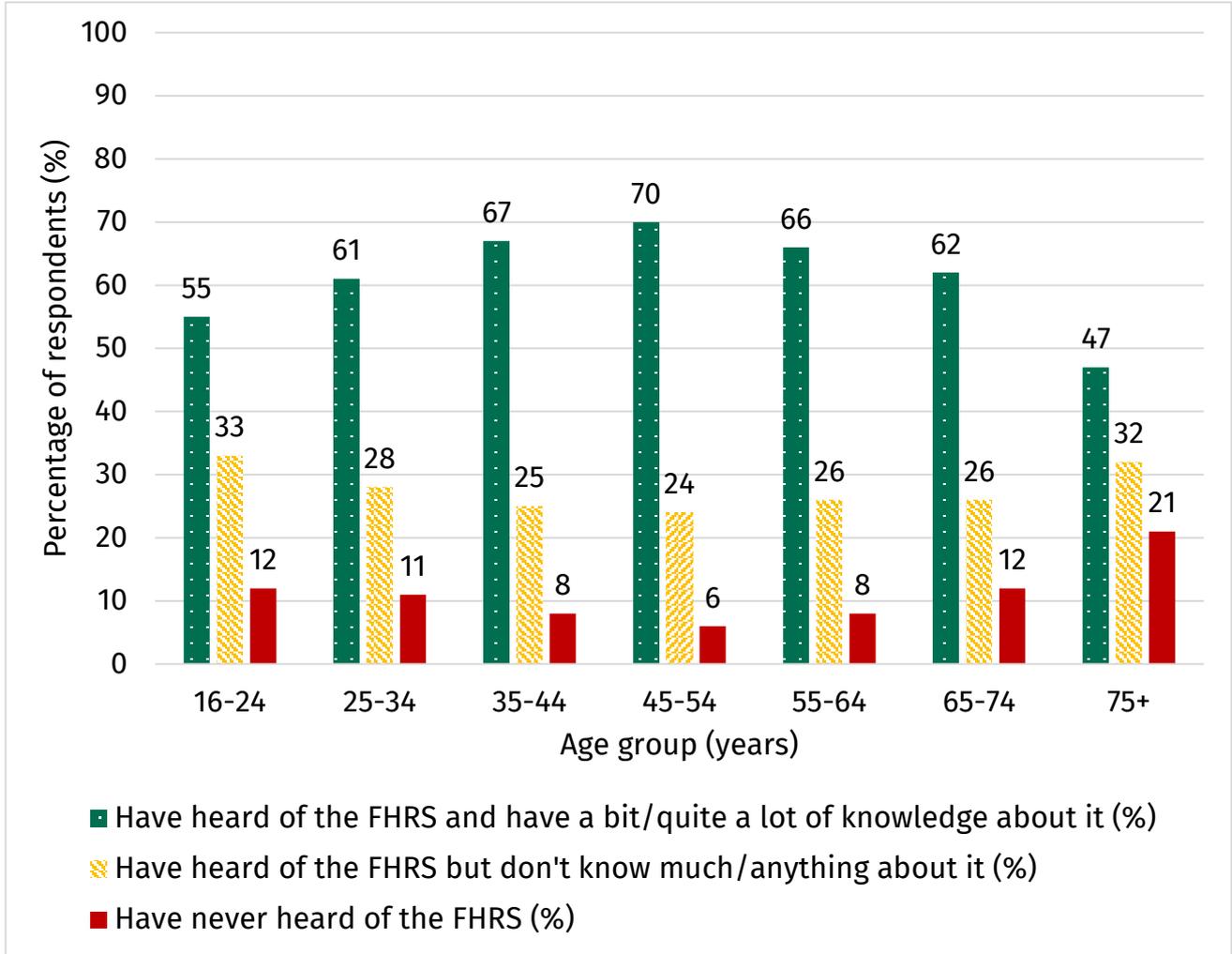
Source: Food and You 2: Wave 10

Knowledge of the FHRS varied by country. Respondents in Wales (73%) and Northern Ireland (66%)** were more likely to report that they had heard of the FHRS and had at least a bit of knowledge of it compared to those in England (61%).

Knowledge of the FHRS also varied between regions in England. For example, 68% of respondents in the South-West, 67%, in the East Midlands and 65% of those in the West Midlands reported having at least a bit knowledge of the FHRS, compared to 53% in London.

Age groups showed varying levels of FHRS knowledge with lower knowledge and awareness among younger and older respondents, peaking in middle age groups. For example, 55% of those aged 16-25 reported at least a bit or quite a lot of knowledge of the FHRS, rising to 70% among those aged 45-55 before declining to 47% among those aged 75 and older (Figure 2).

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

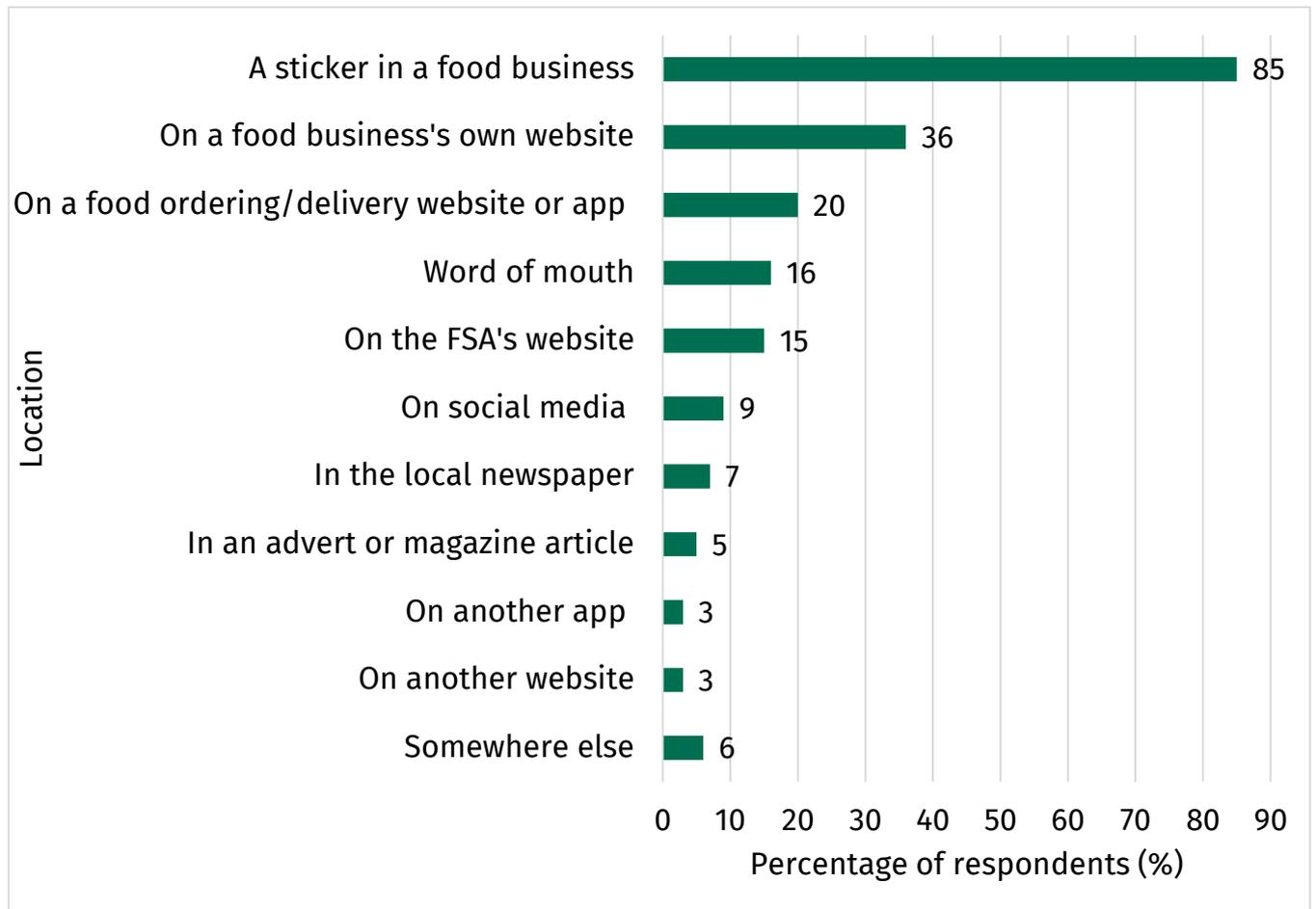


Source: Food and You 2: Wave 10

Respondents who had heard of the FHRS were asked where they had come across the FHRS. The most common place was a food hygiene rating sticker displayed at a food business premises (85%). 36% of respondents had come across the FHRS on a food business' website, 20% of respondents had come across the FHRS on a food ordering delivery website or app (for example, Just Eat, Deliveroo, Uber Eats), 16% of

respondents had come across the FHRS by word of mouth, and 15% of respondents had come across the FHRS on the FSA's website (Figure 3)⁷.

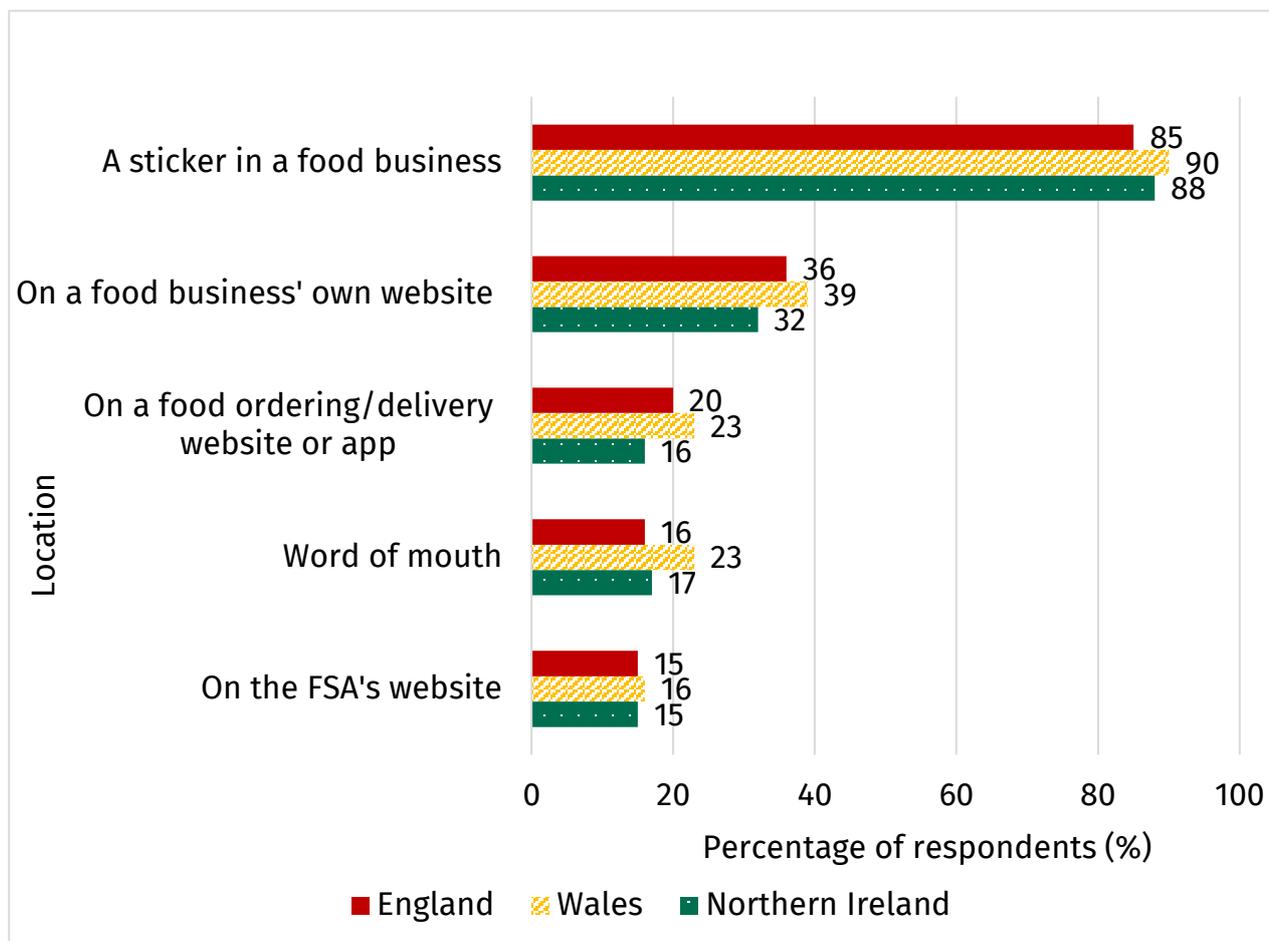
⁷ Question: Where have you come across the Food Hygiene Rating Scheme? Responses: A sticker in a food business, On a food business' own website (such as a restaurant website), On a food ordering/delivery website or app (such as Just Eat, Deliveroo, Uber Eats etc.), Word of mouth, On the Food Standards 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 = 4434, 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.

Figure 3. Locations where respondents had come across the FHRS

Source: Food and You 2: Wave 10

Most respondents in England (85%), Wales (90%) and Northern Ireland (88%) had come across the FHRS via a sticker in a food business (Figure 4). The second most common location respondents had come across the FHRS in England (36%), Wales (39%) and Northern Ireland (32%) was on a food business's own website (Figure 4).

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



Source: Food and You 2: Wave 10

There were age group differences in where respondents had come across the FHRS:

- Respondents under 75 were more likely to have come across the FHRS via a sticker in a food business than older adults. For example, 90% of those aged 35 to 44 had come across a sticker in a food business, compared to 74% of those aged 75 and older.
- Respondents under 45 were more likely to have come across the FHRS via a food ordering website or app than older adults. For example, 34% of people aged 16-24 and 25 to 34 had come across the FHRS via a food ordering website or app, compared to 7% of people aged 65-74 and 3% of people aged 75 and over.

- Respondents aged 16 to 24 were more likely to have come across the FHRS via social media (16%) than people aged 55 and over. For example, 6% of respondents aged 55 to 64 had come across the FHRS via social media.
- Respondents aged 65 and over (for example, 13% of those aged 75 and older) were more likely to have come across the FHRS in an advert or magazine article than those aged 16-24 (1%).

Recognition of the FHRS

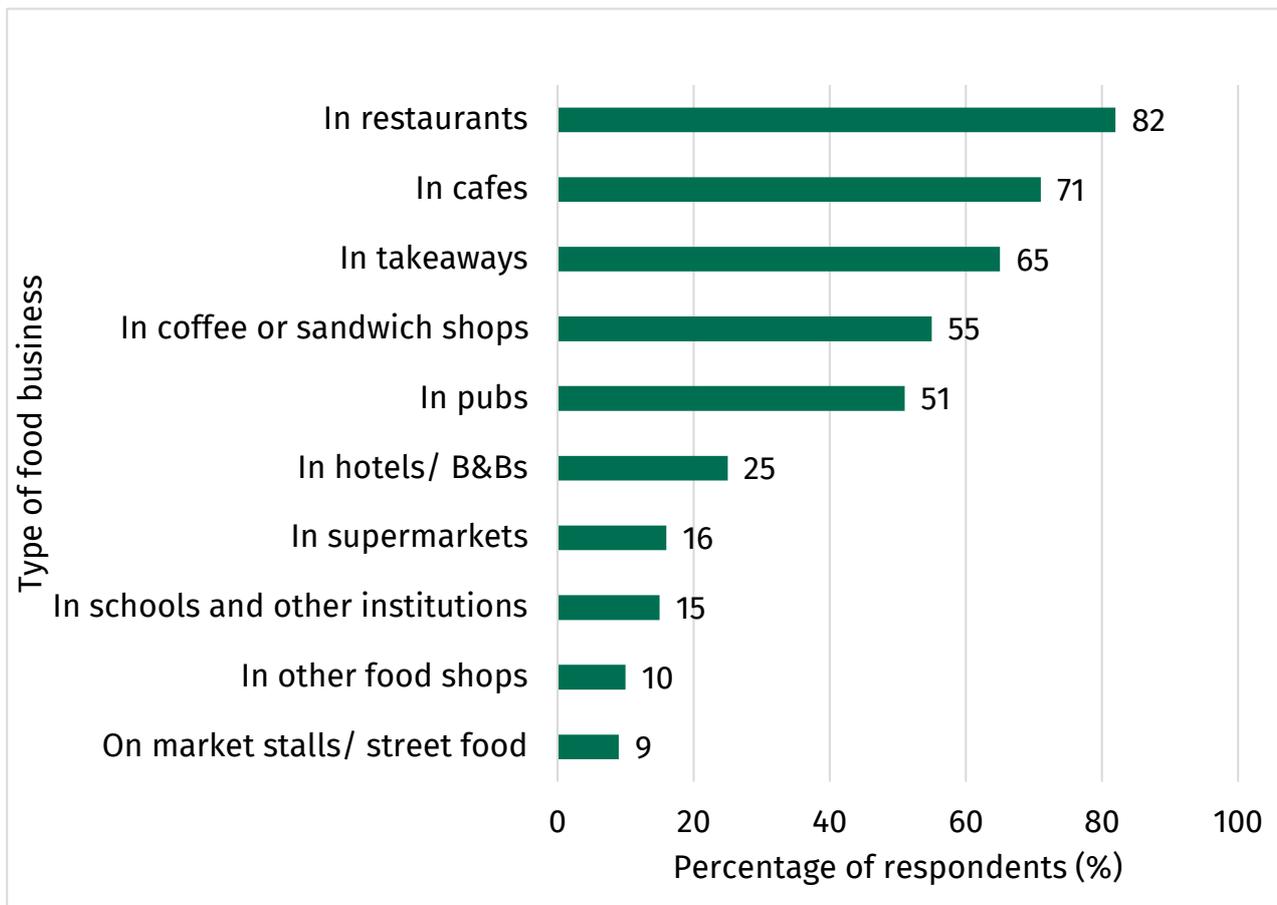
When shown an image of the food hygiene rating sticker, 91% of respondents reported that they had seen the food hygiene rating sticker before. Recognition of the food hygiene rating sticker was slightly higher in Wales (95%) and Northern Ireland (95%) than in England (91%)^{8**}.

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 (82%), in cafés (71%), or in takeaways (65%) (Figure 5)⁹.

⁸ Question: Have you ever seen this sticker before? Responses: Yes, No, Don't know / Not sure. Base = 4804, all online respondents and those answering the Eating Out postal questionnaire.

⁹ 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= 4472, all online respondents and all those who completed the Eating Out postal questionnaire, who have seen the FHRS sticker.

Figure 5. Food businesses where respondents had seen a food hygiene rating sticker in the last 12 months



Source: Food & You 2: Wave 10

Chapter 2: Use of the FHRS

This chapter provides an overview of respondents' use of the Food Hygiene Rating Scheme (FHRS).

Use of the FHRS

All respondents, regardless of their knowledge about the scheme, were asked if they had checked the food hygiene rating of a food business in the previous 12 months (either at the business' premises or online) regardless of whether they decided to buy food there or not. Around 4 in 10 (44%) respondents had checked the food hygiene rating of a food business in the previous 12 months¹⁰.

Respondents in Wales (59%) were more likely to have checked the food hygiene rating of a business than those in England (43%), and those in Northern Ireland (49%).

Checking of food hygiene ratings varied between different groups of people:

- **Age group:** younger respondents were more likely to have checked a food hygiene rating of a business than older adults. For example, 56% of those aged 16-24 had checked the food hygiene rating of a business compared to 36% of those aged 65-74 and 24% of those aged 75 and over.
- **Household size:** those living in households of 5 or more (55%) were more likely to have checked the rating of a business than those living in households of 3 or

¹⁰ Question: In the last 12 months, have you checked the hygiene rating of a food business? You may have checked a rating at the business premises, online, in leaflets or menus; whether or not you decided to purchase food from there. Responses: Yes, I have checked the Food Hygiene Rating of a food business, No, I have not checked the Food Hygiene Rating of a food business, Don't know. Base = 4804, all online respondents and those answering the Eating Out postal questionnaire.

less (for example, 44% of 3 person households, 42% of 2 person households and 40% of 1 person households).

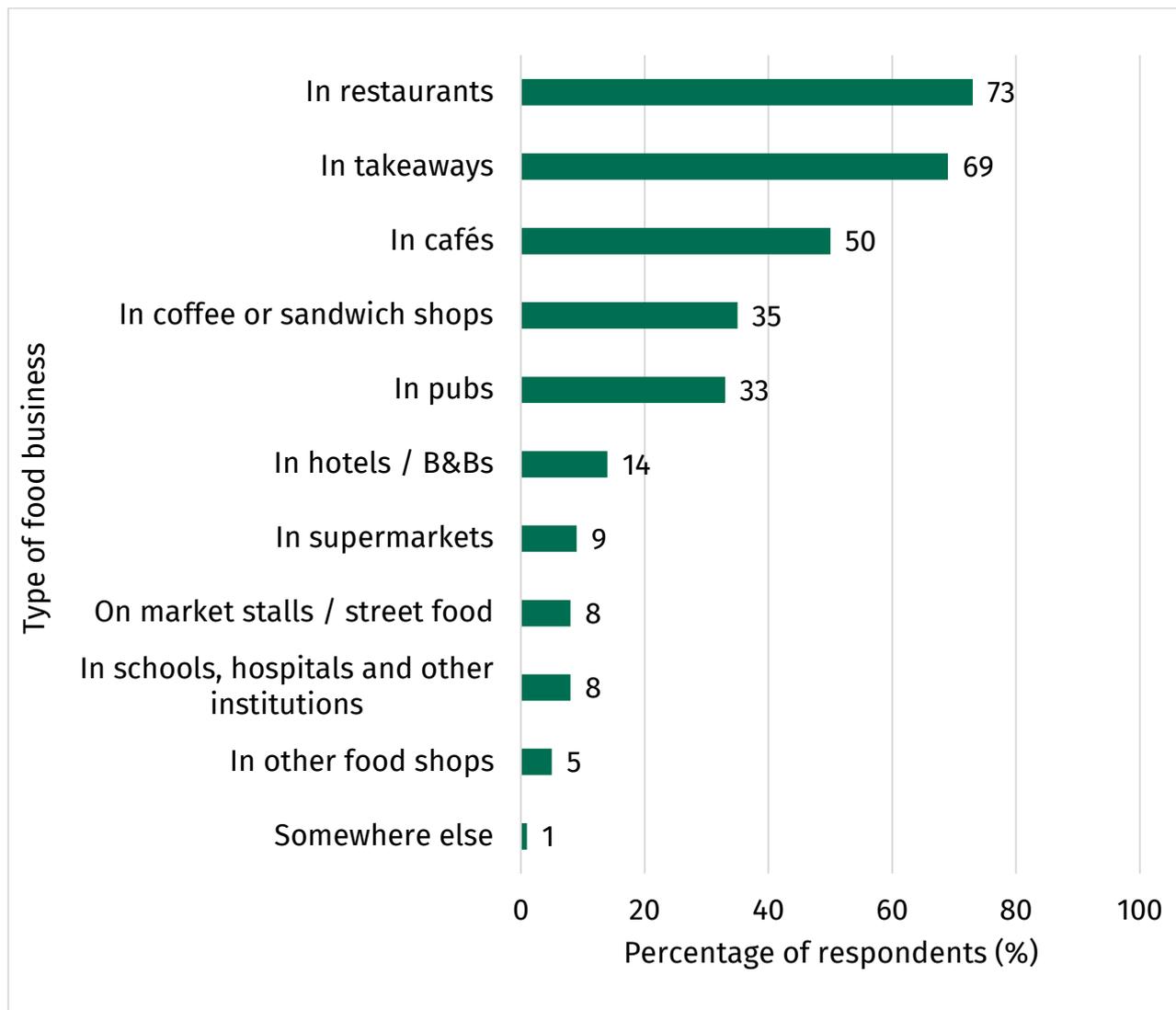
- **Children in household:** those living in households with children under 16 (52%) were more likely to have checked the rating of a business than those living in households without children under 16 (42%).
- **Region (England):** respondents from the North-West (52%) and the West Midlands (52%) were more likely to have checked the food hygiene rating of a business than respondents from Yorkshire and the Humber (41%), the East of England (39%), the South-West of England (38%) or the South-East of England (37%).
- **Food security**¹¹: respondents with low or very low food security (56%) were more likely to have checked the food hygiene rating of a business compared to 42% of those with marginal or high food security.

Respondents who had checked the food hygiene rating of a business were asked which types of food businesses they had checked the hygiene ratings for in the previous 12 months. Most respondents had checked the food hygiene rating of restaurants (73%) and takeaways (69%). Half (50%) had checked the food hygiene rating of cafés, and around a third of respondents had checked the rating of coffee or sandwich shops (35%) and pubs (33%) (Figure 6)¹².

¹¹ The definition of food security and measures used are described in the Technical Terms and Definition section of the report.

¹² Question: In which of the following kinds of food businesses have you checked the hygiene ratings in 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, Don't know. Base = 2309, all online respondents and those answering the Eating Out postal questionnaire who have checked the Food Hygiene Rating of a food business in the last 12 months.

Figure 6. Food businesses where respondents had checked the food hygiene rating in the last 12 months

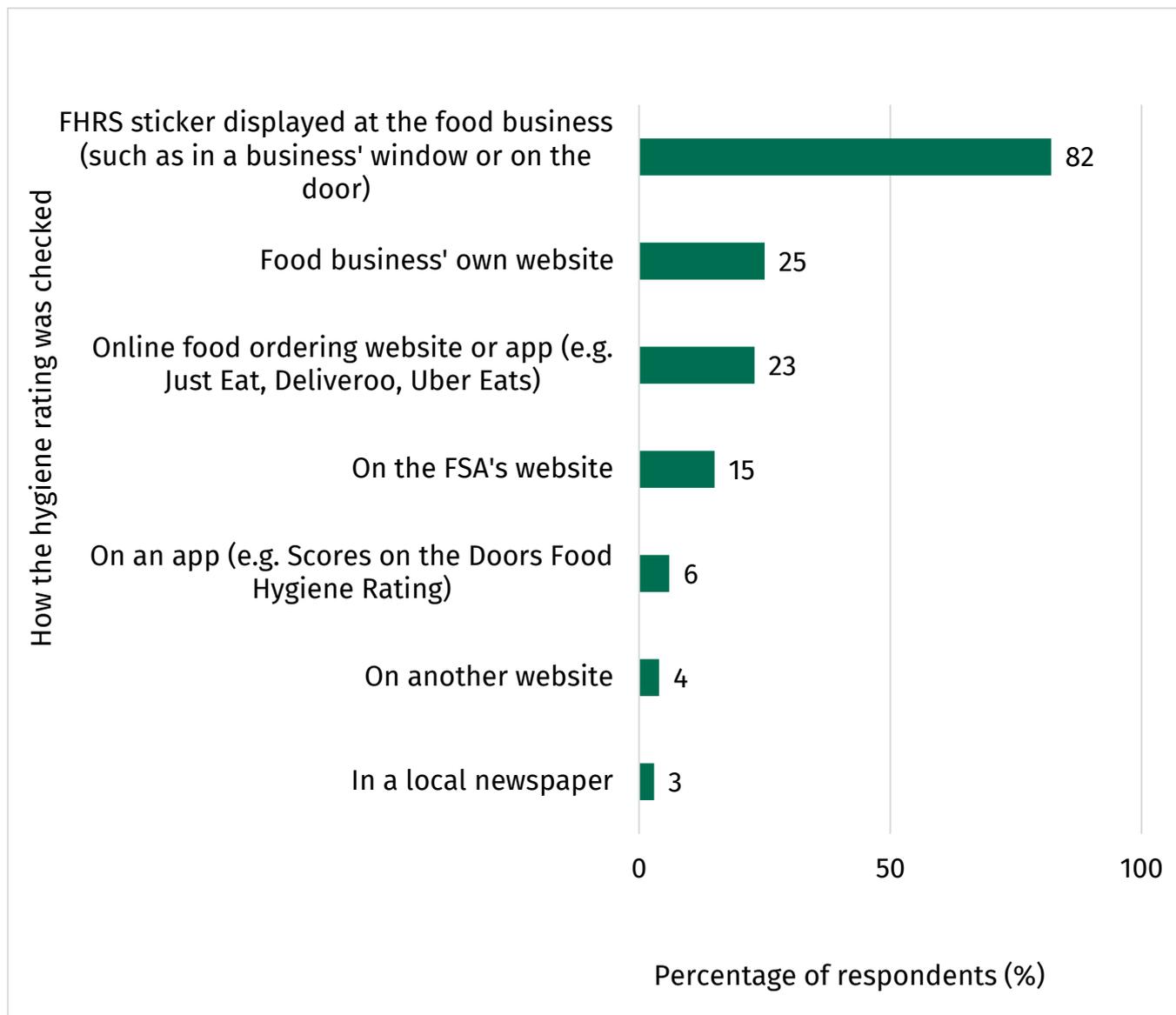


Source: Food & You 2: Wave 10

Respondents who had checked the food hygiene rating of a business were asked how they had checked the rating. Most (82%) respondents had looked at the food hygiene rating sticker displayed at the food business. A quarter (25%) had checked the food hygiene rating of a business on a food business' own website, 23% via an online food

ordering website or app (for example, Just Eat, Deliveroo, Uber Eats), and 15% of respondents had checked on the FSA's website (Figure 7)¹³.

¹³ Question: How did you check these ratings? Responses: I looked at an FHSR sticker displayed at the food business (such as in a business' window or on the door), I checked an online food ordering website or app (for example, Just Eat, Deliveroo, Uber Eats), I checked the food business' own website, I checked on the Food Standards Agency's website, I checked on an app (for example, Scores on the Doors Food Hygiene Rating), I checked in a local newspaper, I checked on another website, Other, Don't know. Base = 2309, all online respondents and those answering the 'Eating Out' postal questionnaire who have checked the food hygiene rating of a food business in the last 12 months.

Figure 7. How respondents had checked the hygiene rating of food businesses

Source: Food & You 2: Wave 10

Respondents in England (81%), Wales (90%), Northern Ireland (90%) were most likely to have checked the hygiene rating of a food business via a food hygiene rating sticker displayed at the business**.

Respondents who had checked the food hygiene rating of a business in the previous 12 months were asked how often the rating was easy to find. 16% of respondents reported that the food hygiene rating was always easy to find, 64% reported that that

the rating was easy to find most of the time, and 19% reported it was easy to find about half of the time or occasionally¹⁴.

FHRS usage when eating out or ordering a takeaway

Respondents were asked which factors, from a given list of responses, they generally considered when deciding where to eat out or order a takeaway from¹⁵.

Of those who had ordered food from a takeaway, the factors most commonly taken into consideration when deciding where to order from, were the respondents' previous experience of the takeaway (77%) and the quality of food (70%). Around a third (35%) of

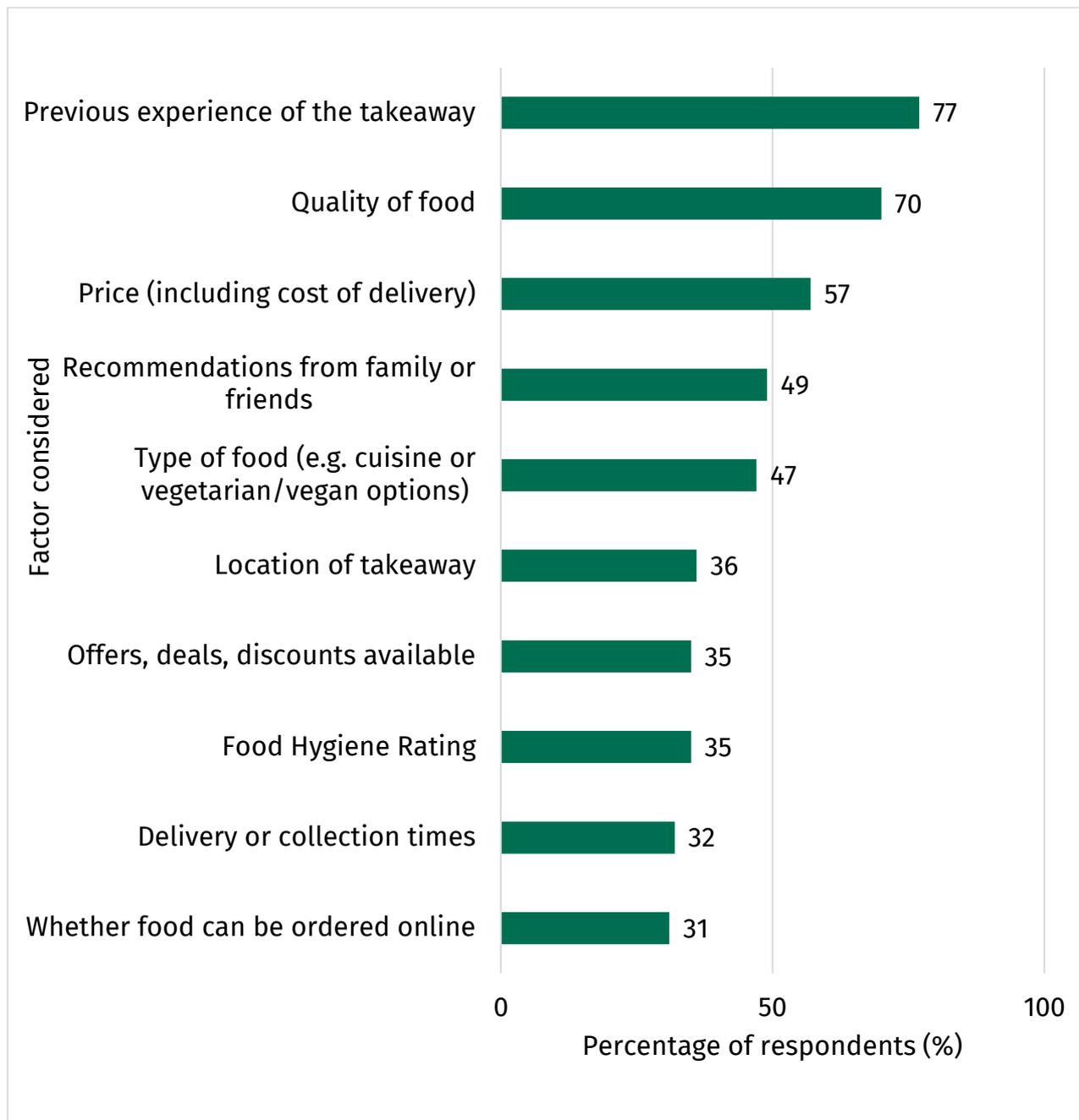
¹⁴ Question: When you look for FHRS ratings for food businesses, how often are they easy to find? Responses: Always, Most of the time, About half of the time, Occasionally, Never, Don't know. Base = 2309, all online respondents and all those who completed the Eating Out postal questionnaire, who have checked the Food Hygiene Rating of a food business in the last 12 months.

¹⁵ Including takeaway ordered directly from a takeaway shop or restaurant or via an online food delivery company.

respondents considered the food hygiene rating when deciding where to order a takeaway from. (Figure 8)¹⁶.

¹⁶ Question: Generally, when ordering food from takeaways (either directly from a takeaway shop or restaurant or from an online food delivery company like Just Eat, Uber Eats or Deliveroo) what do you consider when deciding where to order from?
Responses: My previous experience of the takeaway, Quality of food, Price (including cost of delivery), Type of food (e.g. cuisine or vegetarian/vegan options), Recommendations from family or friends, Food Hygiene Rating, Location of takeaway, Whether there is a delivery or collection option, Offers, deals or discount available, Delivery/ collection times, Whether food can be ordered online (e.g. through a website or app), Reviews (e.g. on TripAdvisor, Google, social media, or in newspapers and magazines), Whether it is an independent business or part of a chain, Whether healthier options are provided, Whether allergen information is provided, Whether information about calories is provided, None of these, Don't know. Base= 3325, all online respondents who order takeaways.

Figure 8. Ten most common factors taken into consideration when ordering a takeaway



Source: Food & You 2: Wave 10

Respondents in Wales (45%) and Northern Ireland (41%) were more likely to consider the food hygiene rating than respondents in England (35%)**.

Consideration of the food hygiene rating when deciding where to order a takeaway varied between different groups of people:

- **Region (England):** respondents living in the West Midlands (43%) and the North West (39%) were more likely to consider the food hygiene rating when ordering takeaways compared to those in the South-East of England (29%).
- **Food security:** respondents with low or very low food security were more likely to consider the food hygiene rating when ordering takeaways (45%) than respondents with high or marginal food security (33%).
- **Ethnic group:** Asian or Asian British (44%) respondents were more likely to consider the food hygiene rating when ordering takeaways than white (34%) respondents.

Of those who eat out, the factors most commonly taken into consideration when deciding where to eat were the quality of food (81%) and the respondents' previous experience of the place (77%) (Figure 9)¹⁷.

¹⁷ Question: Generally, when you eat out, what do you consider when deciding where to go? Please think about eating out in restaurants, pubs/ bars, and cafés/coffee shops/ sandwich shops. Responses: Quality of food, My previous experience of the place, Cleanliness of the place, Quality of service, Recommendations from family or friends, Price, Location, Type of food (e.g. cuisine or vegetarian/vegan options), Food Hygiene Rating, Ambiance / atmosphere, Offers, deals or discount available, Reviews e.g. on TripAdvisor, Google, social media, or in newspapers and magazines, Whether it is an independent business or part of a chain, Whether healthier options are available, Whether the place is child-friendly, Whether allergen information is provided, Whether information about calories is provided, None of these, Don't know. Base = 3812, all online respondents who eat out.

Figure 9. Ten most common factors taken into consideration when eating out

Source: Food & You 2: Wave 10

Respondents in Wales (55%) and Northern Ireland (51%) were more likely to consider the food hygiene rating when deciding where to eat than respondents in England (40%).

Consideration of the food hygiene rating when deciding where to eat varied between different groups of people:

- National Statistics Socio-Economic Classification (NS-SEC):** respondents who were long term unemployed and/or had never worked (61%) were more likely to consider the food hygiene rating when deciding where to eat than respondents in most other occupational groups (for example, 42% of those in semi-routine and routine occupations).

- **Food security:** respondents with low or very low food security (49%) were more likely to consider the food hygiene rating when deciding where to eat than respondents with high or marginal food security (39%).
- **Ethnic group:** Asian or Asian British (58%) respondents were more likely to consider the food hygiene rating when deciding where to eat than white respondents (39%).

Chapter 3: Use of the FHRS in decision making

This chapter provides an overview of how people use the FHRS when deciding where to eat out or buy food.

Acceptable food hygiene ratings

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 where the business scored 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) (93%) or 3 (generally satisfactory) (60%). 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) (82%), 1 (major improvement necessary) (94%) or 0 (urgent improvement necessary) (95%) (Figure 10)¹⁸.

¹⁸ Question: For each of the following hygiene ratings, please state whether you would still eat at the restaurant or takeaway on seeing the rating, or whether you would decide not to eat at the restaurant or takeaway. Responses: I would still eat at the restaurant / takeaway, I would not eat at the restaurant / takeaway, Don't know. Base = Awaiting inspection, total base: 3348, Rating awaited, total base: 970, (0) Urgent improvement necessary: 4329, (1) Major improvement necessary: 4332, (2) Improvement necessary: 4334, (3) Generally satisfactory: 4329, (4) Good = 4341, all online respondents and those answering the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme.

Figure 10. Willingness to eat at a restaurant or takeaway with food hygiene ratings below 5



Source: Food & You 2: Wave 10

Respondents were asked what they would usually consider the lowest acceptable food hygiene rating when considering buying food from somewhere. Around 1 in 10 (9%) of respondents would only consider a rating of 5 acceptable while most respondents said that a rating of 4 (44%) or 3 (36%) was the lowest rating they would consider

acceptable. A minority of respondents considered a rating of 2 (4%), 1 (1%) or 0 (1%) to be acceptable¹⁹.

Situations which impact acceptable food hygiene ratings

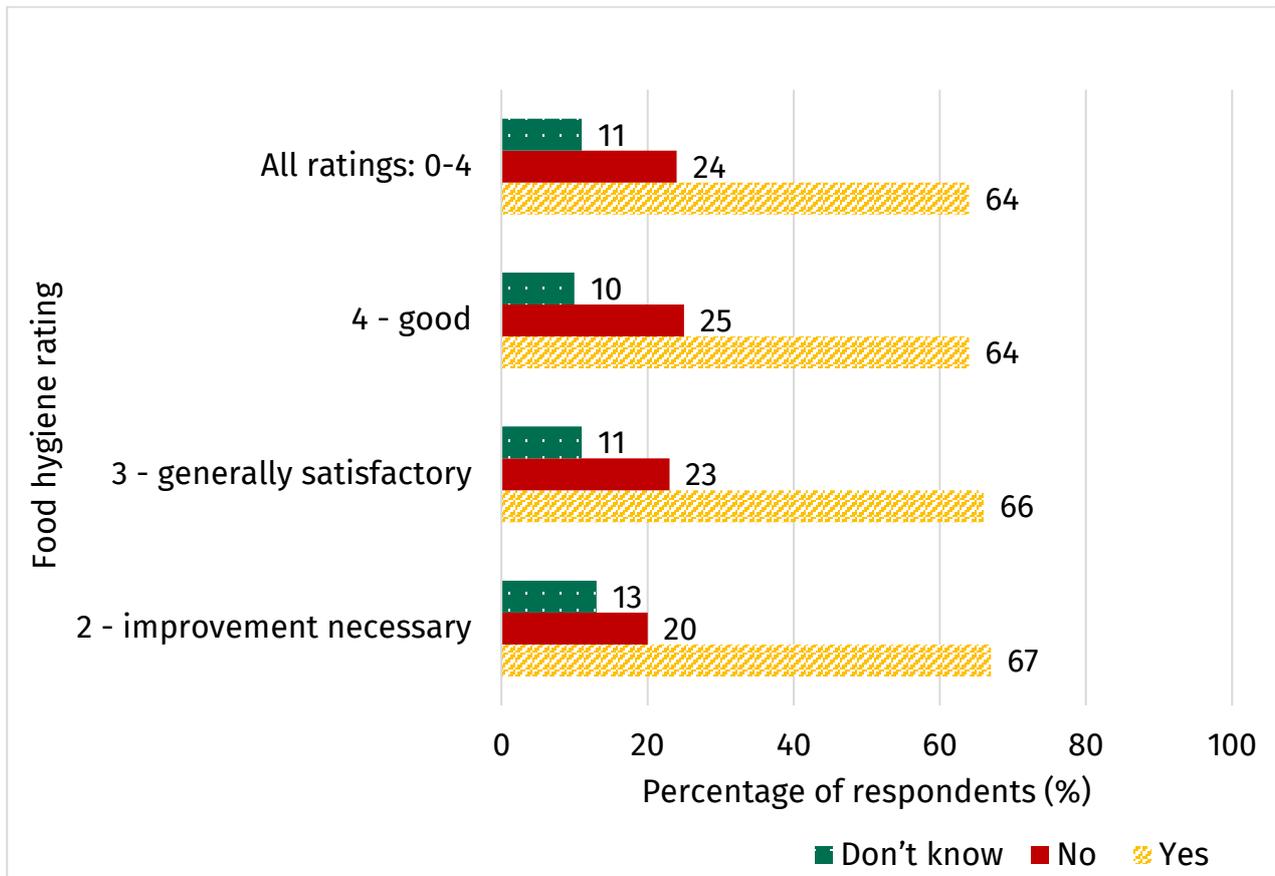
Respondents were asked if they could think of an occasion in which they would only buy food from a business with a rating which is higher than their usual lowest acceptable rating. Overall, most respondents (64%) could think of a situation in which this would apply, and 24% of respondents could not. Most respondents who considered a rating of 2 (improvement necessary) (67%), 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 11)²⁰.

¹⁹ 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?

Responses: 0 - urgent improvement necessary, 1 - major improvement necessary, 2 - improvement necessary, 3 - generally satisfactory, 4 - good, 5 - very good, Don't know, I do not usually notice the rating when I go into a food business. Base = 4360, all online respondents and those answering the Eating Out postal questionnaire, who have heard of the Food Hygiene Rating Scheme, excluding 'not stated'.

²⁰ Question: Can you think of an occasion where you would only buy food from a food business with a rating of higher than ...(score)? Responses: Yes, No, Don't know. Base = 3166, all online respondents who said they would eat at a food business with an FHRS rating of 0-4, excluding those who have not heard of the Food Hygiene Rating Scheme and 'not stated'. 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 11. Willingness to only buy food from a business with a food hygiene rating which is higher than their usual lowest acceptable rating²¹



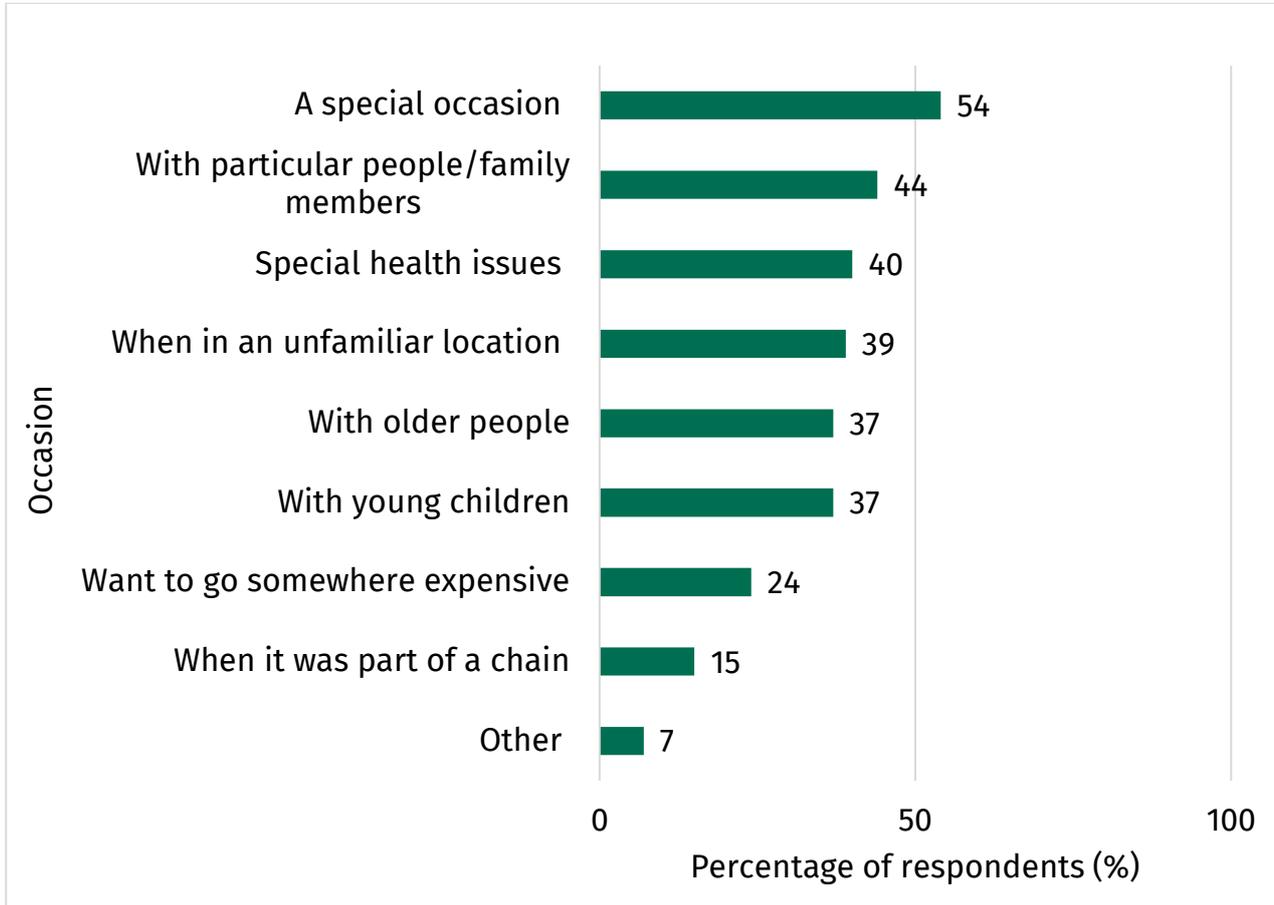
Source: Food & You 2: Wave 10

Respondents who could think of an occasion where they would only buy food from a business with a rating higher than what they would usually consider acceptable were asked what, from a given list, that occasion would be. The top three most common occasions were special occasions (54%), when with particular people or family

²¹ The sample of respondents who said that a food hygiene rating of 1 or 0 was the lowest rating they would consider acceptable was less than 100, so percentages for these subgroups have been excluded from Figure 16.

members (44%), or when the respondent or someone else had special health issues (e.g., illness or pregnancy) (40%) (Figure 12)²².

Figure 12. Occasions where respondents would only buy food from a business with a food hygiene rating which is higher than the rating usually considered acceptable



Source: Food & You 2: Wave 10

²² Question: When would that be? Responses: When it's a special occasion (birthday, anniversary, celebration, etc), When I am with particular people/family members, When I was in an unfamiliar location (away with work, on holiday, etc), When I or someone else had special health issues (illness, pregnancy, etc), When I am taking older people, When I am taking (young) children, When I want to go somewhere expensive, When it was part of a chain, Other, Don't know. Base = 2024, all online respondents who said they would only eat somewhere with a higher rating, excluding those who have not heard of the Food Hygiene Rating Scheme and 'not stated'.

Impact of FHRs rating stickers on behaviours and perception

Respondents were asked to what extent, if at all, a food business not having the food hygiene rating sticker present at the entrance would affect their decision to eat there. Of those who had heard of the FHRs, 58% would be less likely (i.e., 'much less likely' or 'a little less likely') to eat at a food business that did not have the food hygiene rating sticker present at the entrance. However, 29% of respondents reported that it would not make them any less likely to eat there. 13% of respondents reported that they didn't know what effect a business not displaying their rating would have on their decision to eat there²³.

A higher proportion of respondents living in Wales (69%) and Northern Ireland (65%) reported being less likely to eat at a food business which did not have the food hygiene rating sticker present at the entrance compared to those in England (57%)*.

Concerns about food businesses not displaying an FHRs rating

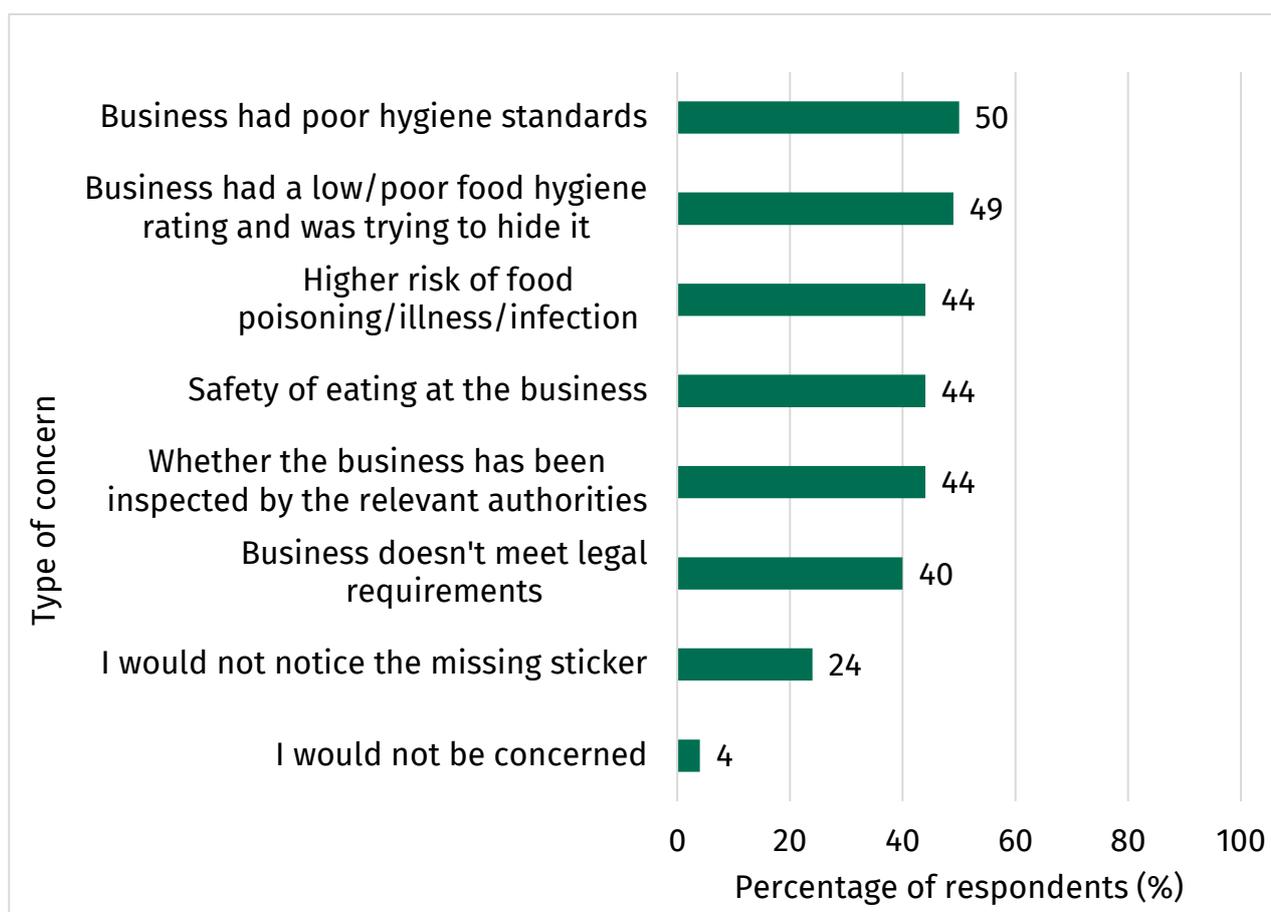
Respondents were asked what concerns they would have if they visited a food business that did not display its food hygiene rating sticker at the premises²⁴. The

²³ Question: If a food business does not have the FHRs sticker present at the entrance to what extent, if at all, will this affect your decision to eat there? Responses: It would make me much less likely to eat there, It would make me a little less likely to eat there, It would not make me any less likely to eat there, Don't know. Base = 4411, all online respondents and all those who completed the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme excluding 'not stated'.

²⁴ Question: If you visited food business that did not display Food Hygiene Rating sticker on premises, whether concerned about the following? Responses: That the food business had poor hygiene standards, The food business had a low/poor Food Hygiene Rating and was trying to hide it, There would be a higher risk of food poisoning/illness/infection when eating there, The safety of eating at the food business, The food business doesn't meet legal requirements, Whether the food

most common concerns were that the food business had poor hygiene standards (50%) and that the food business had a poor or low food hygiene rating and was trying to hide it (49%). Respondents in Wales (59%) and Northern Ireland (56%) were more likely to be concerned that the food business had a low/poor hygiene rating and was trying to hide it than respondents in England (48%)** (Figure 13).

Figure 13. Concerns respondents would have if a food business did not display their food hygiene rating sticker at the premises



Source: Food & You 2: Wave 10

business has been inspected by the relevant authorities or not, I would not be concerned about anything, I would not notice that the sticker is missing, Other, Don't know. Base = 4421, all online respondents and all those who completed the 'Eating Out' postal questionnaire, excluding those who have not heard of the Food Hygiene Rating Scheme or 'Not stated' whether they had heard of it.

Chapter 4: Attitudes toward display of food hygiene ratings

Food businesses are provided with a sticker which shows their food hygiene rating. In England businesses are encouraged to display their food hygiene rating sticker at their premises, however in Wales and Northern Ireland food businesses are legally required to display their food hygiene rating sticker²⁵.

This chapter provides an overview of attitudes towards the FHRS, including views on mandatory display and where food hygiene ratings should be displayed.

Views on mandatory display

Respondents were asked whether they thought that food businesses should be required by law to display their food hygiene rating at their premises, or if it should be up to the business to decide whether to or not. Of the respondents who had heard of the FHRS, 92% thought that food businesses should be required by law to display their food hygiene rating on the premises, and 5% thought it should be up to the business to decide whether to display their food hygiene rating. 3% of respondents didn't know whether this should be a legal requirement or up to the business to decide. This finding was similar across all three countries; most respondents in England (92%),

²⁵ Legislation for the mandatory display of FHRS ratings at premises was introduced in November 2013 in Wales and October 2016 in Northern Ireland.

Wales (93%) and Northern Ireland (95%) thought that food businesses should be required by law to display their food hygiene rating at their premises²⁶.

Respondents were also asked whether they thought businesses providing an online food ordering service should display their food hygiene rating where it can clearly be seen by customers before they order food. Of the respondents who had heard of the FHRS, 94% thought that businesses providing an online food ordering service should display their food hygiene rating where it can clearly be seen by customers before they order food, 2% did not and 4% said they didn't know. This finding was consistent in England (94%), Wales (95%), and Northern Ireland (94%)²⁷.

Views on where food hygiene ratings should be displayed

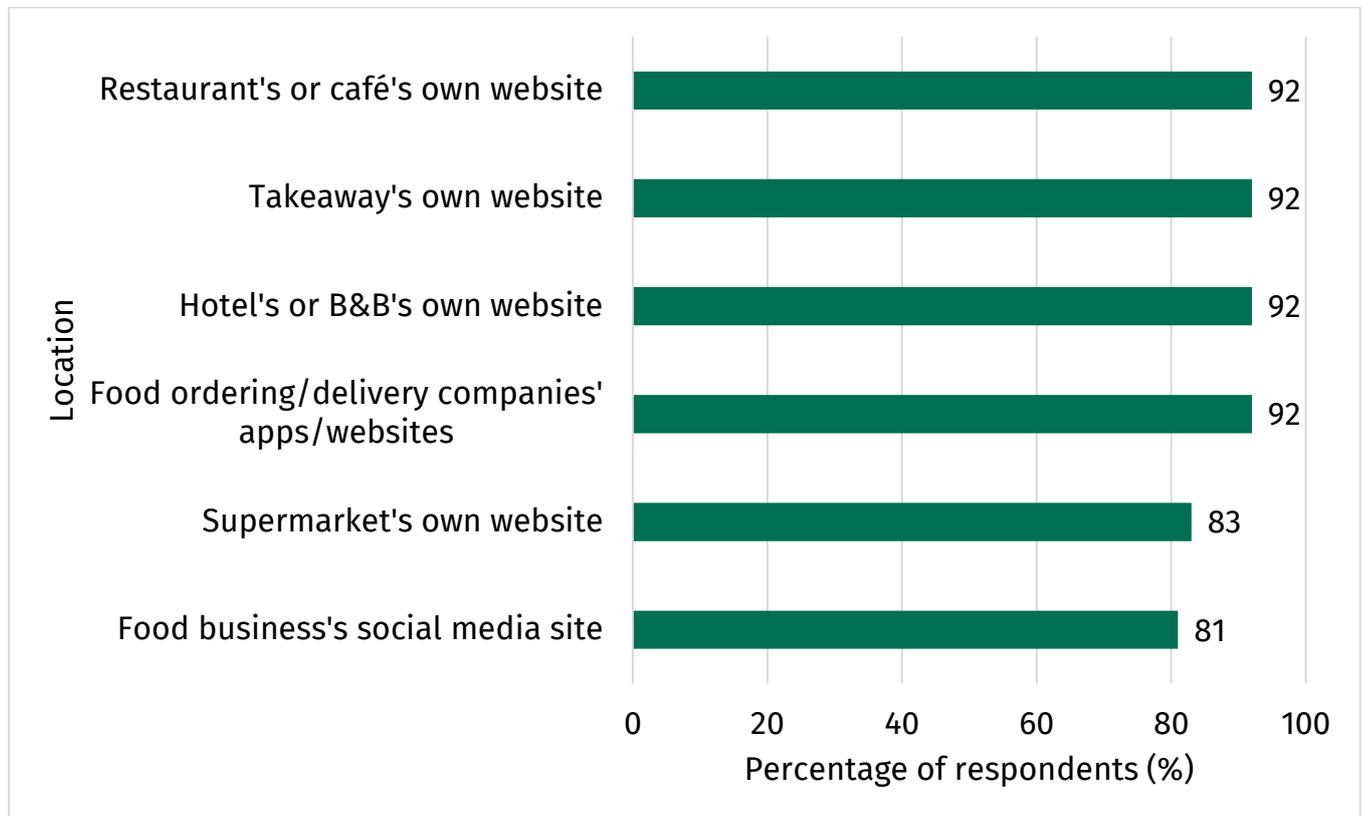
Respondents were asked where they thought hygiene ratings should be displayed, from a given list of locations. Most respondents thought that food hygiene ratings should be displayed on restaurant or café websites (92%), takeaway websites (92%), hotel or B&B websites (92%), and on the websites or apps of food ordering and delivery companies (92%). Around 8 in 10 respondents thought that food hygiene

²⁶ Question: Do you think that food businesses should be required by law to display their food hygiene rating at their premises, or should it be up to the business to decide whether to or not? Responses: They should have to, It should be up to them to decide, Don't know. Base = 4422, all online respondents and those answering the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme, excluding 'not stated'.

²⁷ Question: Do you think businesses providing an online food ordering service should display their food hygiene rating where it can clearly be seen by customers before they order food? Responses: Yes, No, Don't know. Base = 4421, all online respondents and those answering the Eating Out postal questionnaire who have heard of the Food Hygiene Rating Scheme, excluding 'not stated'.

ratings should be displayed on supermarket websites (83%) and on food business's social media sites (81%) (Figure 14)²⁸.

Figure 14. Locations where respondents think food hygiene ratings should be displayed



Source: Food & You 2: Wave 10

²⁸ Question: Do you think the hygiene ratings should be displayed on... Food ordering and delivery companies' apps and websites (such as Just Eat, Deliveroo, Uber Eats etc.) that allow you to order food from a range of local restaurants and takeaways? / A food business's social media site (such as Facebook, Instagram, etc.) / A restaurant's or cafe's own website? / A takeaway's own website? / A hotel's or B&B's own website if they provide food? / A supermarket's own website? Responses: Yes, No, Don't know. Base = 4804, all online respondents and those answering the Eating Out postal questionnaire.

Annex A: Food and You 2: Wave 10

Background

Food and You 2 was established in 2020, replacing the biennial face-to-face Food and You survey (2010-2018), biannual Public Attitudes Tracker (2010-2019) and annual [Food Hygiene Rating Scheme \(FHRS\) Consumer Attitudes Tracker \(2014-2019\)](#). Due to differences in the question content, presentation and mode of response, direct comparisons should not be made between these earlier surveys and Food and You 2.

Previous FHRS publications in this series include:

- [Food Hygiene Rating Scheme \(FHRS\) Food and You 2: Wave 2](#) (December 2021)
- [Food Hygiene Rating Scheme \(FHRS\) Food and You 2: Wave 4](#) (November 2022)
- [Food Hygiene Rating Scheme \(FHRS\) Food and You 2: Wave 6](#) (November 2023)
- [Food Hygiene Rating Scheme \(FHRS\) Food and You 2: Wave 8](#) (October 2024)

Methodology

The Food and You 2 survey is commissioned by the Food Standards Agency (FSA). The fieldwork is conducted by Ipsos. Fieldwork for Wave 10 was conducted between 9th October 2024 to 7th February 2025. In Wave 10 Scotland was included in Food and You 2, funded by Food Standards Scotland (FSS). All content in this report is applicable to England, Wales and Northern Ireland.²⁹

Food and You 2 Waves 1-10 adopted a modular approach where some questions were asked in every wave of the survey (every 6 months), whereas others were asked less frequently for example every year or every 2 years. This report presents findings from the Wave 10 'Eating out and takeaways' module. These questions are asked on an

²⁹ Findings for Scotland are reported separately by FSS.

annual basis. Wave 10 marks the last in the biannual series of Food and You 2. From Wave 11 onwards, the survey will be conducted annually with the same questions asked in each survey.

Some of the findings in this report also appear in the [Food and You 2: Wave 10 Key Findings report](#). However, this report provides a more detailed exploration of those findings.

A total of 4,804 adults (aged 16 years or over) across England, Wales, and Northern Ireland completed the 'Eating out and takeaways' module via the online survey or postal questionnaire. Not every respondent will have answered every question depending on the respondents self-reported behaviours, knowledge and attitudes.

Further details about the methodology, survey design, response rates, weighting approach used and the weights applied are available in the [Technical Report](#).

Interpreting the findings

All data collected by Food and You 2 are self-reported. The data are the respondents own reported attitudes, knowledge and behaviour relating to food safety and food issues. As a social research survey, Food and You 2 cannot report observed behaviours.

The p-values that test for statistical significance are based on t-tests comparing the weighted proportions for a given response within that socio-demographic and sub-group breakdown. An adjustment has been made for the effective sample size after weighting, but no correction is made for multiple comparisons.

Reported differences between socio-demographic and sub-groups typically have a minimum difference of 10 percentage points between groups and are statistically significant at the 5% level ($p < 0.05$). However, some differences between respondent groups are included where the difference is fewer than 10 percentage points when the finding is notable or of interest. Percentage calculations are based only on respondents who provided a response. Reported values and calculations are based on weighted totals.

Technical terms and definitions

1. Statistical significance is indicated at the 5% level ($p < 0.05$). This means that where a significant difference is reported, there is reasonable confidence that the reported difference is reflective of a real difference at the population level.
2. Food security means that all people always have access to enough food for a healthy and active lifestyle ([World Food Summit, 1996](#)). [The United States Department of Agriculture](#) (USDA) has created a series of questions which indicate a respondent's level of food security. Food and You 2 incorporates the [10 item U.S. Adult Food Security Survey Module](#) and uses a 12 month time reference period. Respondents are referred to as being food secure if they are classified as having high food security (no reported indications of food-access problems or limitations), or marginal food security (one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake). Respondents are referred to as being food insecure if they are classified as having low food security (reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake) or very low food security (reports of multiple indications of disrupted eating patterns and reduced food intake).
3. [NS-SEC](#) (The National Statistics Socio-economic classification) is a classification system which provides an indication of socio-economic position based on occupation and employment status.
4. [Index of Multiple Deprivation \(IMD\)](#) / [Welsh Index of Multiple Deprivation \(WIMD\)](#) / [Northern Ireland Multiple Deprivation Measure \(NIMDM\)](#) is the official measure of relative deprivation of a geographical area. IMD/WIMD/NIMDM classification is assigned by postcode or place name. IMD/WIMD/NIMDM is a multidimensional calculation which is intended to represent the living conditions in the area, including income, employment, health, education, access to services, housing, community safety and physical environment. Small areas are ranked by IMD/WIMD/NIMDM; this is done separately for [England](#), [Wales](#) and [Northern Ireland](#).



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