

Consumer Awareness of FHRS

FHRS Tracker Wave 7 Results - October 2018

The FHRS Tracker gives an overall picture of consumer awareness, attitudes towards, and use of the Food Hygiene Rating Scheme in England, Wales and Northern Ireland.

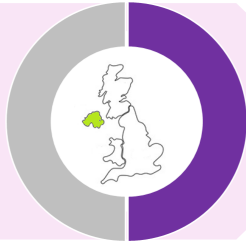
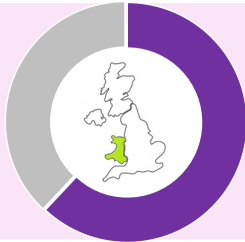
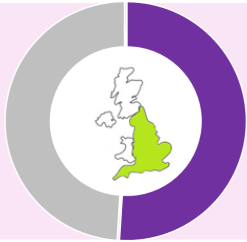
Awareness

At least half of respondents had heard of FHRS

51% in England

62% in Wales

50% in NI



91% had seen the sticker in a business



21% had seen it on business website



11% heard by word of mouth

Recognition

86%

had seen a food business displaying its rating in the last 12 months
(among those aware of any rating scheme)



NI 96%



W 93%



E 85%

The proportion of respondents able to recall seeing a FHRS sticker is significantly higher in Wales and NI.

Use

Often, 20%

Don't know, 9%

Haven't eaten out, 7%

Never, 32%

51%*

Sometimes, 31%

said that they **sometimes** or **often** check the hygiene rating **before deciding** to eat at or buy food from somewhere (in last 12 months).

69%

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"

Views on mandatory display

86%

of all respondents thought that food businesses **should have to display** their rating.
(The proportion was **higher** in NI (93%) than in England (85%) and Wales (87%))

NI, 93%

Wales, 87%

England, 85%

