

CONSUMER AWARENESS OF FHRS

FHRS Tracker Wave 5 Results - November 2016

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.

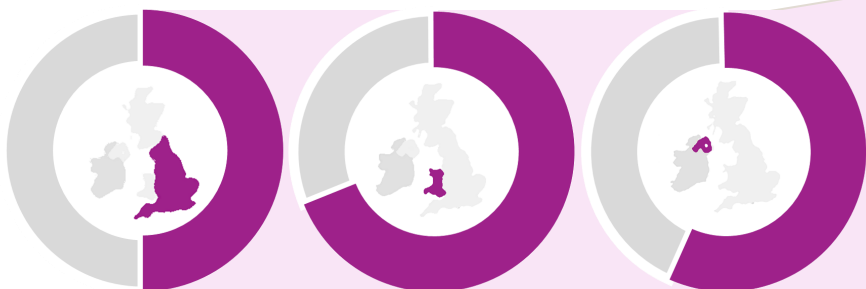
AWARENESS

A majority of respondents had heard of FHRS.

50% in England

69% in Wales

57% in NI



Of those aware of a rating scheme,

88% had seen the sticker

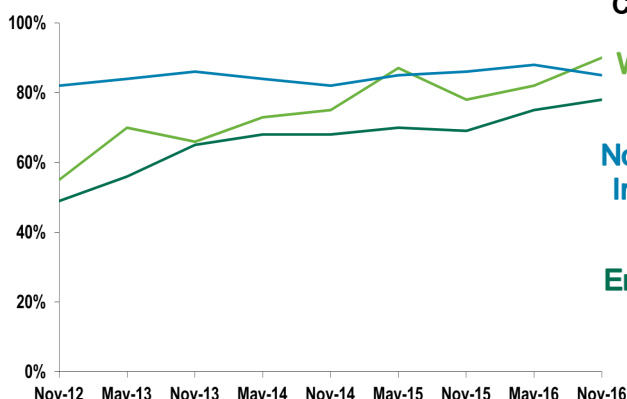
18% on a food business website

15% heard by word of mouth

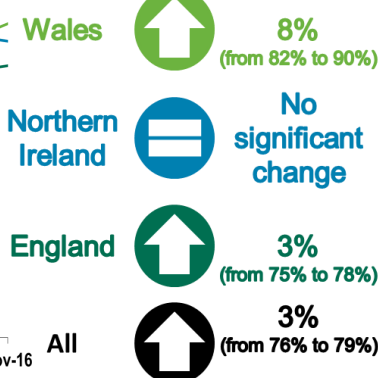


RECOGNITION

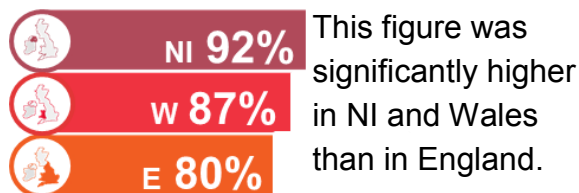
The proportion of respondents able to recall seeing a FHRS sticker is **increasing**.



Change on previous wave



80% had seen a food business displaying its rating in the last 12 months.



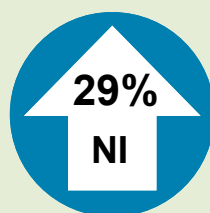
USE

Often, 16%

44%

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

Sometimes, 29%



In NI, this **increased** from 34% in Wave 4 to 63%, coinciding with the introduction of the statutory scheme in October 2016.

VIEWS ON THE MANDATORY DISPLAY OF RATINGS

84%

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

Mandatory display was introduced in Wales in Nov 2013, and in Northern Ireland in Oct 2016.

NI, 98%
Wales, 88%
England, 83%



Changes in figures from previous waves are described by changes in percentage points.