

Food and You 2 FHRs Wave 6: Chapter 1 - Awareness and recognition of the FHRs

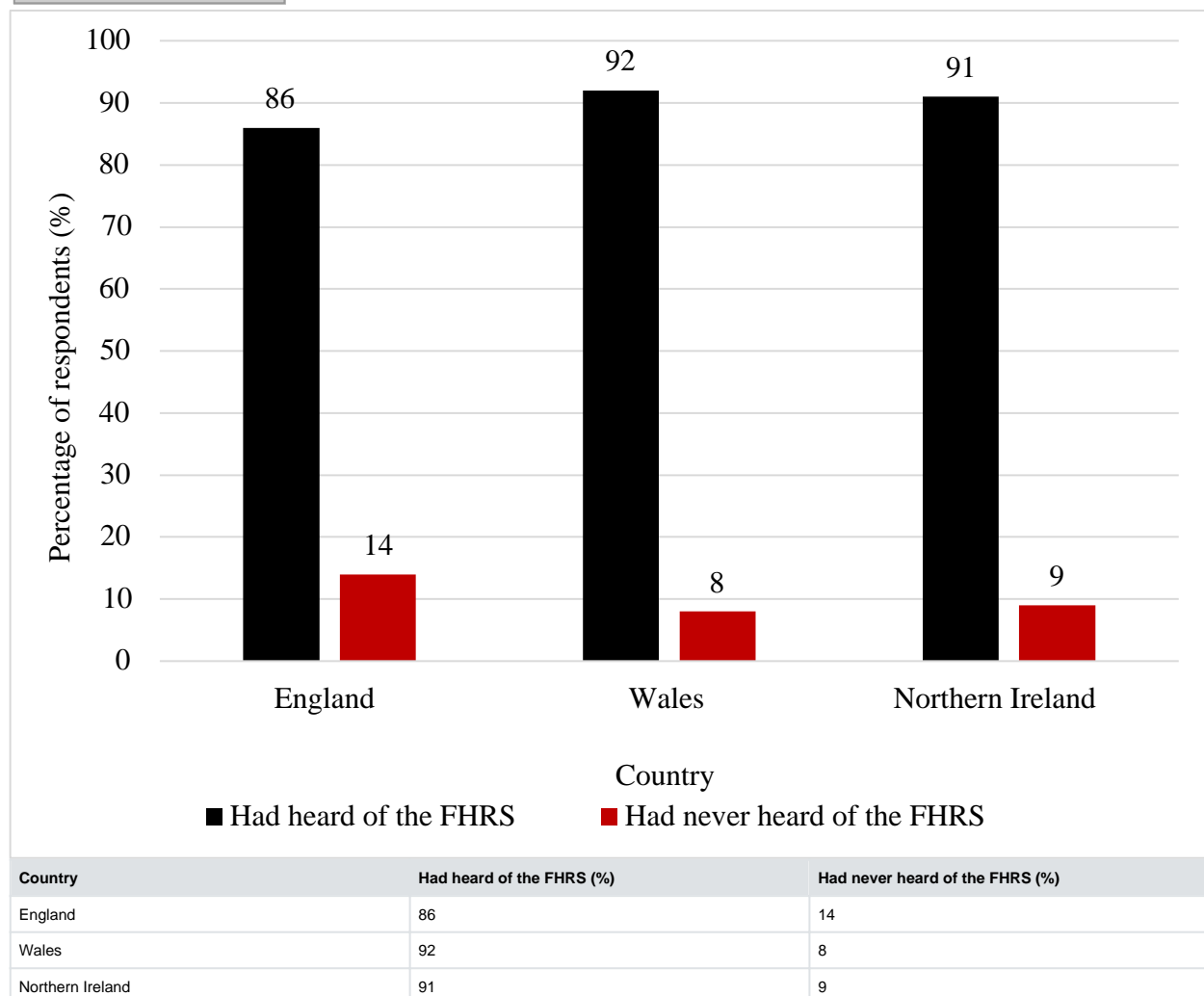
Awareness of the FHRs

Most respondents (86%) reported that they had heard of the FHRs. Over half (55%) reported that they had heard of the FHRs and knew a lot or a bit about it, 31% had heard of the FHRs but didn't know much or anything about it and 14% had never heard of the FHRs [\(footnote 1\)](#).

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

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Source: Food and You 2: Wave 6

Most respondents in England (86%), Wales (92%), and Northern Ireland (91%) had heard of the FHRs (Figure 1)**.

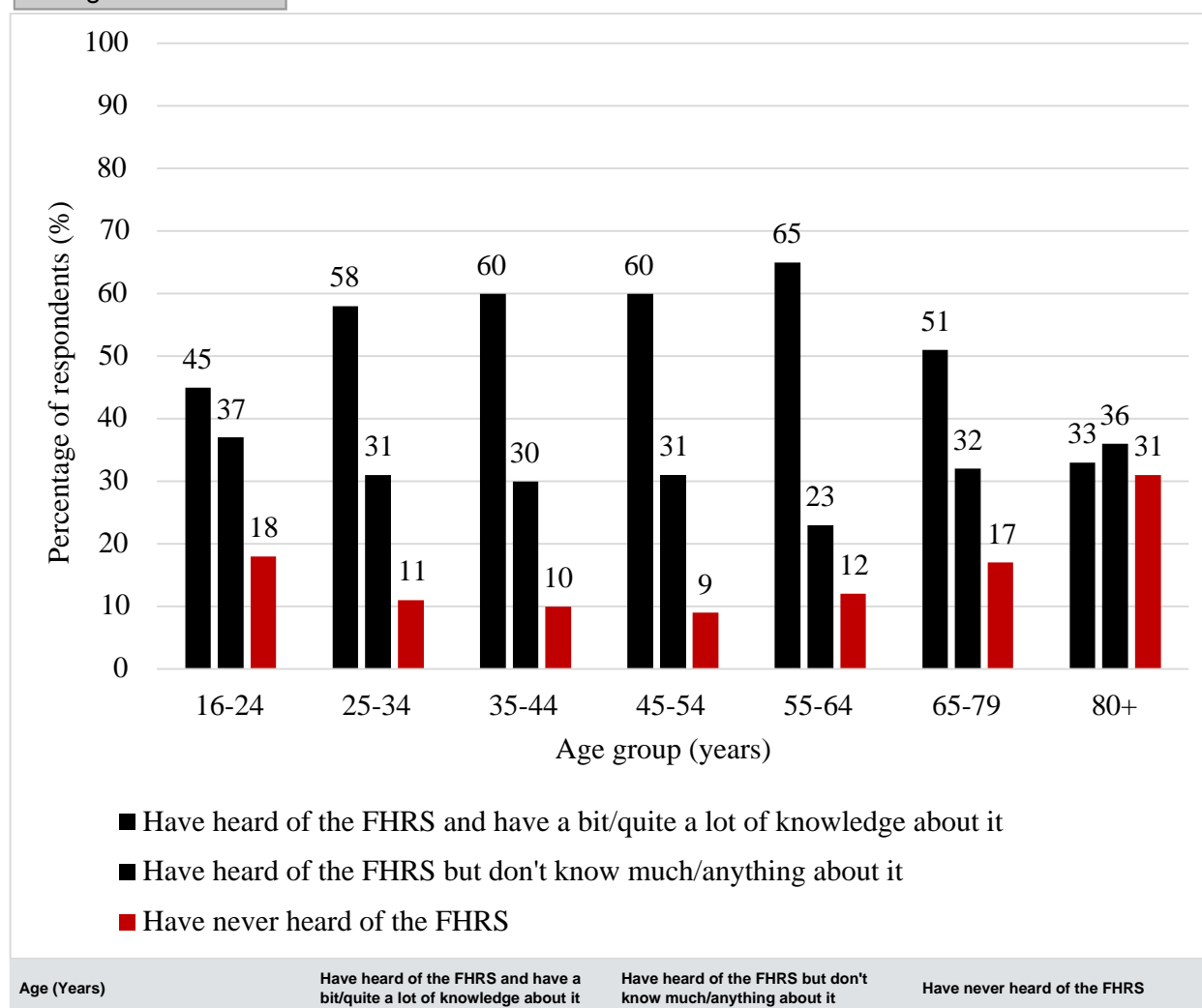
Awareness and knowledge of the FHRs varied by country. Respondents in Wales (69%) and Northern Ireland (65%) were more likely to report knowledge of the FHRs than those in England (54%).

Awareness and knowledge of the FHRs also varied between regions in England. For example, 62% of respondents in Yorkshire and the Humber and 61% of those in the East Midlands reported having some knowledge of the FHRs compared to 44% in London.

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

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16-24	45	37	18
25-34	58	31	11
35-44	60	30	10
45-54	60	31	9
55-64	65	23	12
65-79	51	32	17
80+	33	36	31

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Source: Food and You 2: Wave 6

Respondents aged between 25 and 64 years were more likely to have at least a bit of knowledge of the FHRS than those aged 16 to 24 or aged 80 years or over. For example, 65% of those aged 55 to 64 years reported knowledge of the FHRS, compared to 33% of those aged 80 years or over (Figure 2).

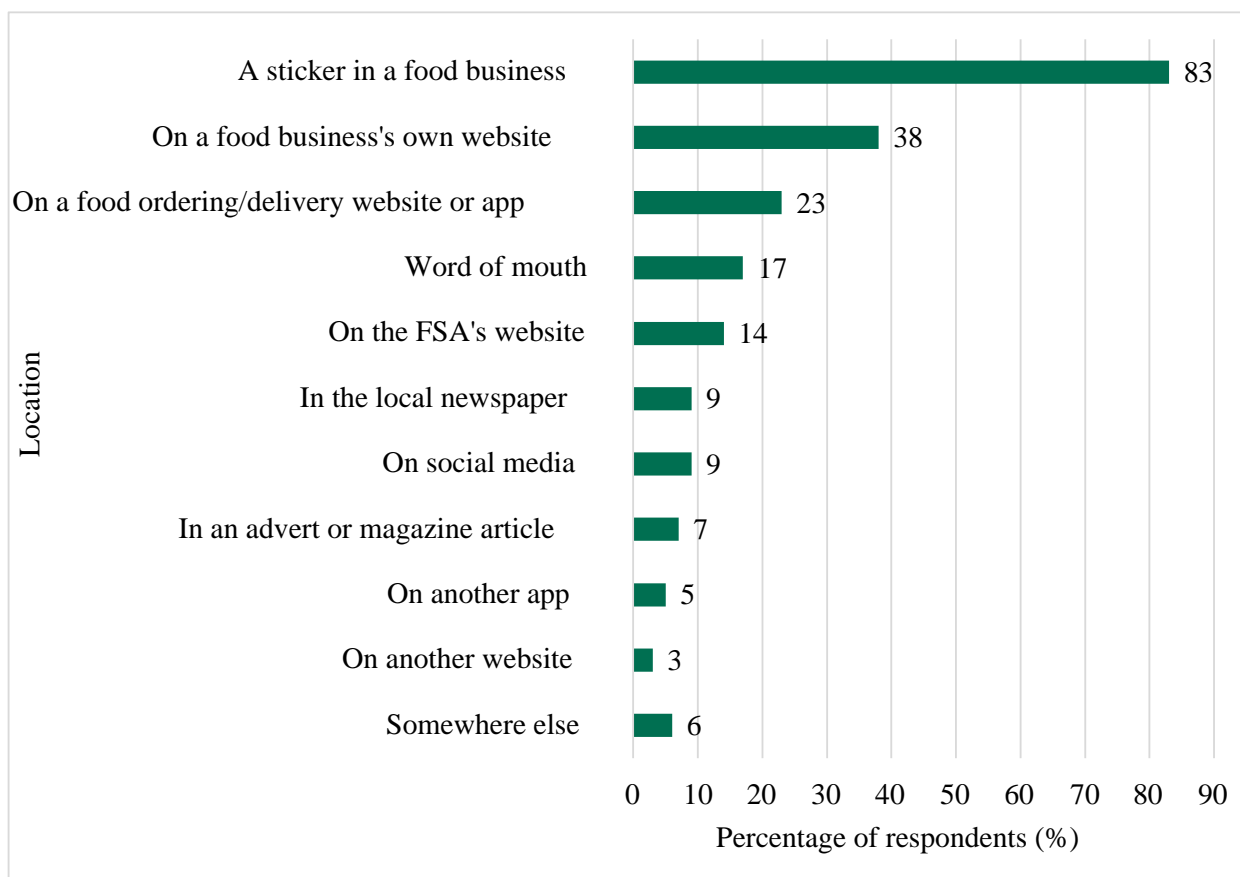
Awareness and knowledge of the FHRS also varied between the following groups of people:

- National Statistics Socio-Economic Classification (NS-SEC):** respondents in occupational groups (for example, 60% of those in managerial, administrative, and professional occupations) were more likely to report knowledge of the FHRS than full-time students (42%) and those who were long term unemployed and/or never worked (31%).
 - Household size:** those in households of 3-persons or more (for example, 59% of respondents living in households with 5 or more people) were more likely to report having knowledge of the FHRS compared to those in 1 -person households (47%).
 - Responsibility for cooking:** respondents who were responsible for cooking (57%) were more likely to report knowledge of the FHRS than those who do not cook (33%).
 - Responsibility for shopping:** respondents who were responsible for food shopping (57%) were more likely to report knowledge of the FHRS than those who never shop for food (34%).
 - Ethnic group:** white (57%) respondents were more likely to report knowledge of the FHRS than Asian or Asian British (43%) respondents.

Figure 3. Locations where respondents had come across the FHRS.

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Location	Percentage of respondents (%)
Somewhere else	6
On another website	3
On another app	5
In an advert or magazine article	7
On social media	9
In the local newspaper	9
On the FSA's website	14
Word of mouth	17
On a food ordering/delivery website or app	23
On a food business's own website	38
A sticker in a food business	83

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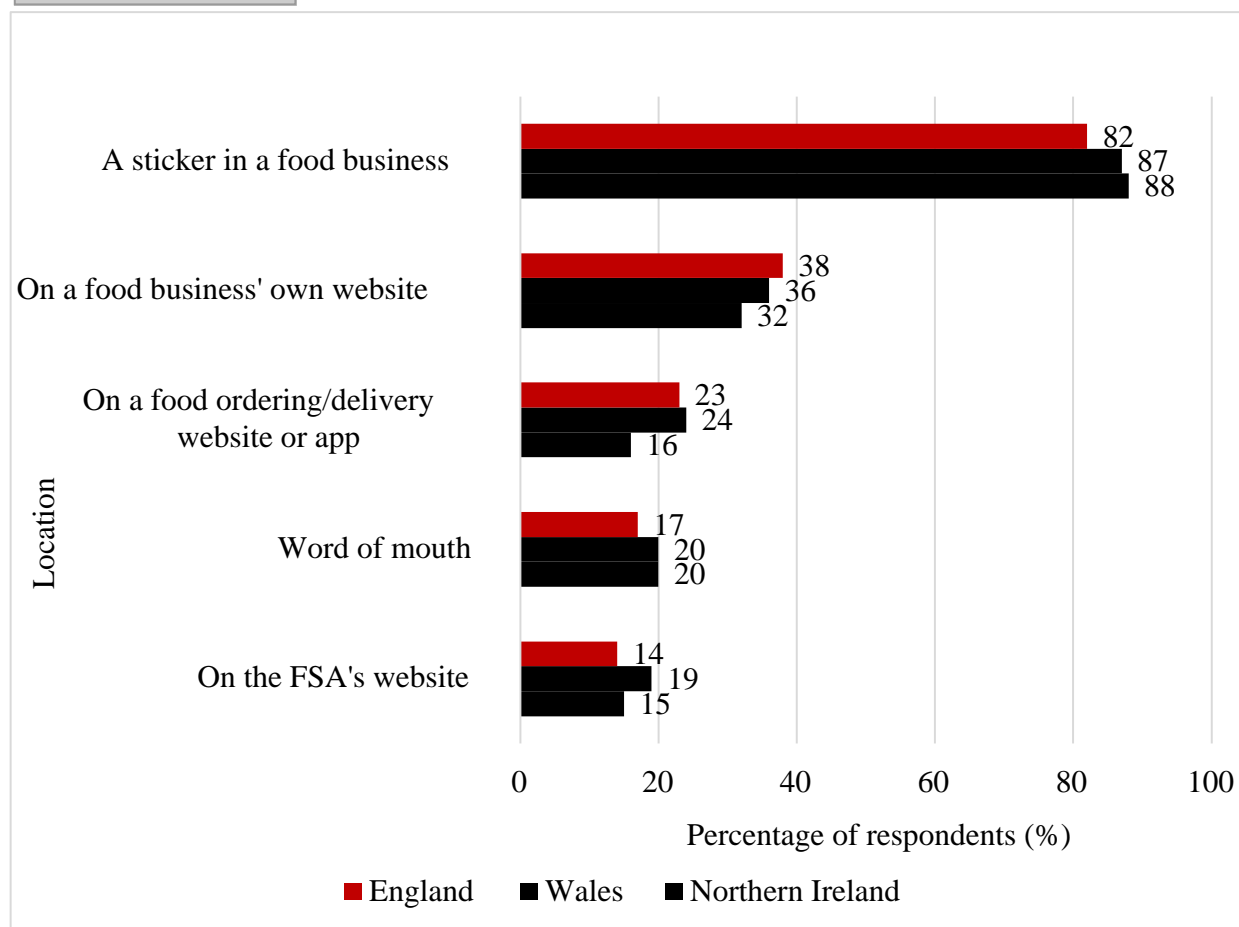
Source: Food and You 2: Wave 6

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 (83%). Almost 4 in 10 (38%) respondents had come across the FHRs on a food business' website, 23% of respondents had come across the FHRs on a food ordering /a delivery website and/or app (for example, Just Eat, Deliveroo, Uber Eats), 17% of respondents had come across the FHRs by word of mouth, and 14% of respondents had come across the FHRs on the FSA's website (Figure 3) [\(footnote 2\)](#).

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

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Location	England	Wales	Northern Ireland
On the FSA's website	14	19	15
Word of mouth	17	20	20
On a food ordering/delivery website or app	23	24	16
On a food business' own website	38	36	32
A sticker in a food business	82	87	88

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Source: Food and You 2: Wave 6

Most respondents in England (82%), Wales (87%) 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 (38%), Wales (36%) and Northern Ireland (32%) was on a food business's own website.

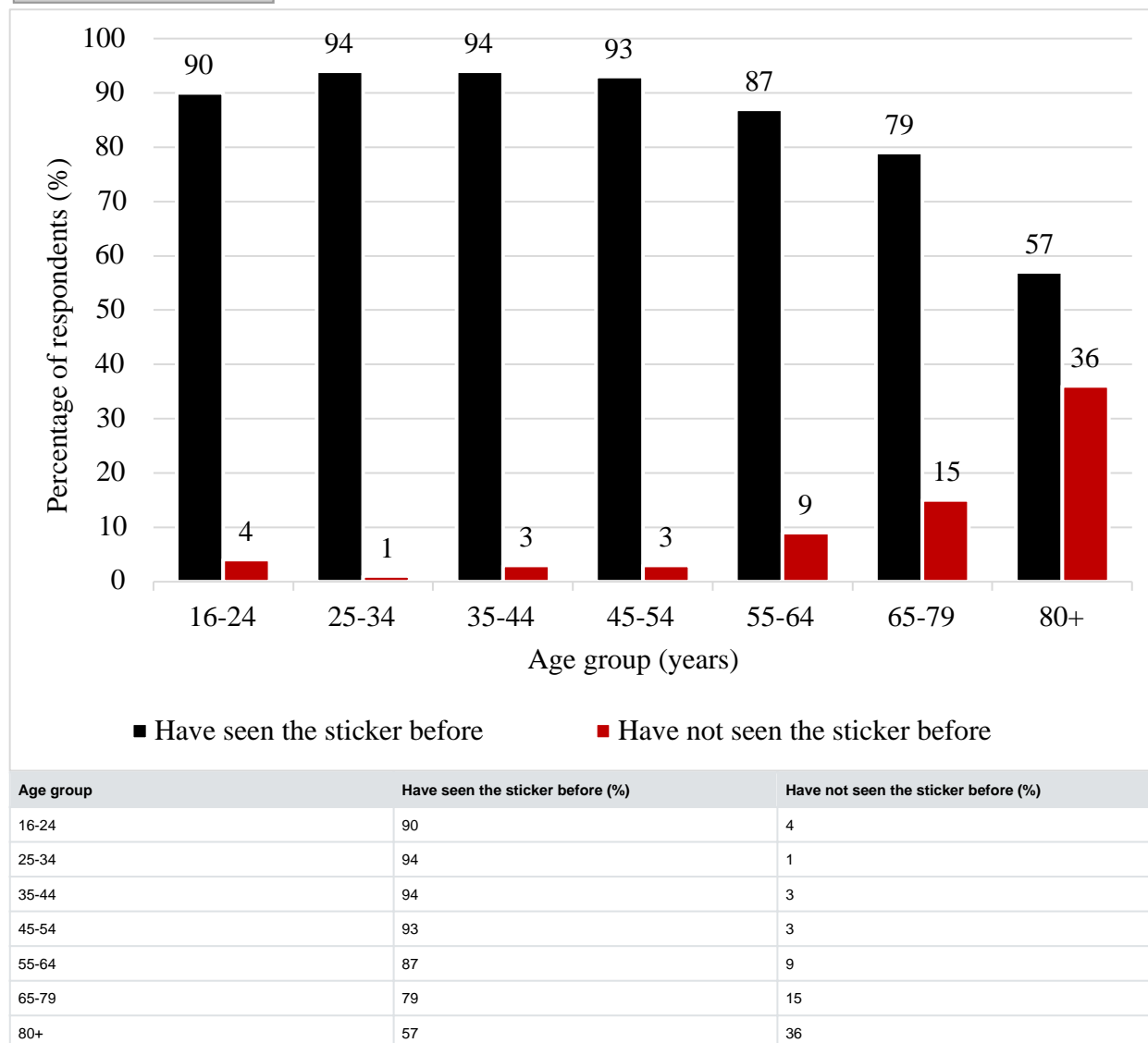
Recognition of the FHRS

When shown an image of the food hygiene rating sticker, 87% of respondents reported that they had seen the food hygiene rating sticker before. Recognition of the food hygiene rating sticker was similar in England (87%), Wales (91%), and Northern Ireland (93%)** ([footnote 3](#)).

Figure 5. Food hygiene rating sticker recognition by age group.

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Source: Food and You 2: Wave 6

Those under the age of 55 were more likely to have seen the food hygiene rating sticker than those aged 80 or over. For example, 94% of respondents aged 25 to 34 years reported that they had seen the food hygiene rating sticker, compared to 57% of those aged 80 years and over (Figure 5).

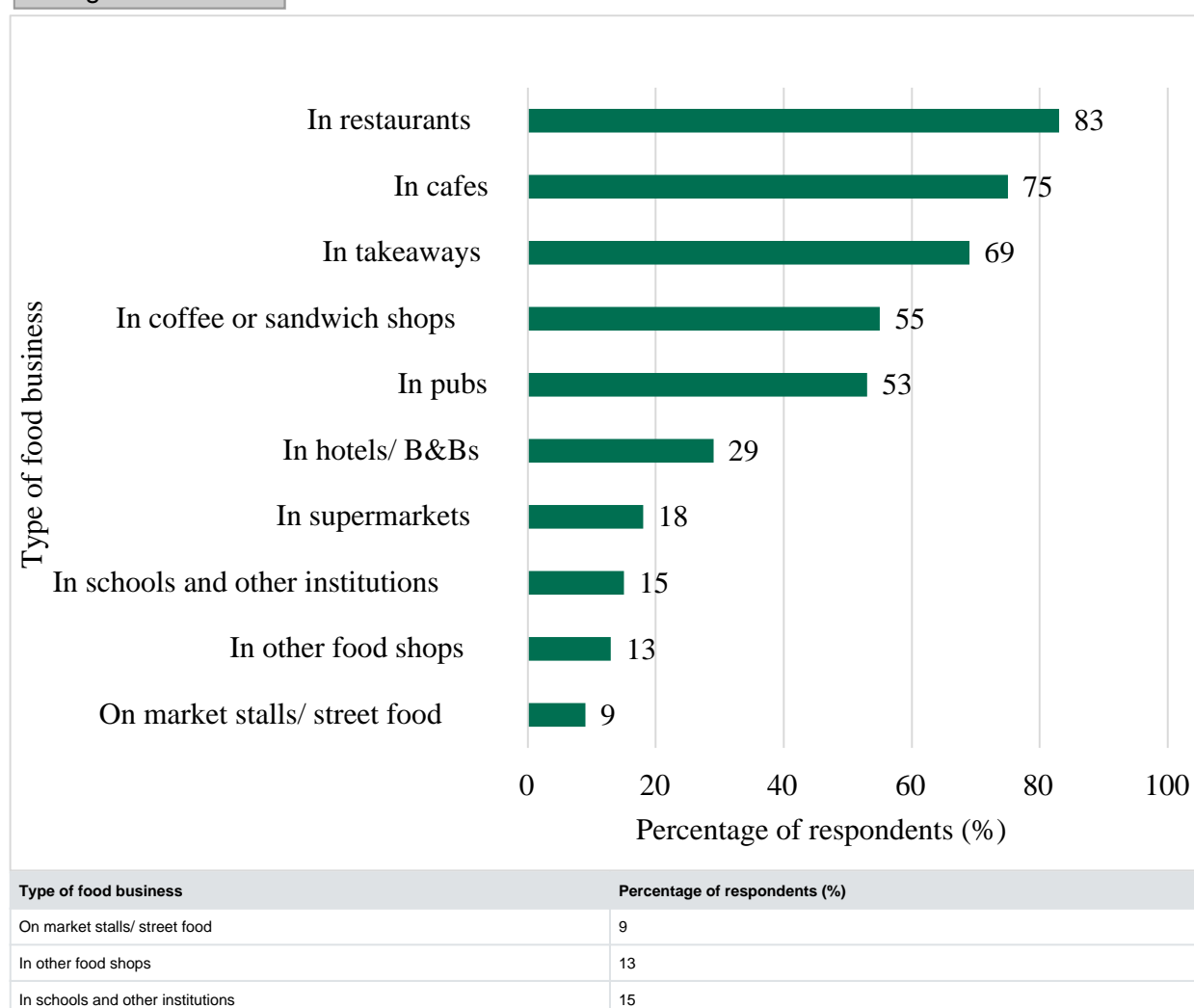
Recognition of the food hygiene rating sticker also varied between the following types of people:

- **Household size:** respondents in households with 2 or more people (for example, 94% of those in 4-person households) were more likely to have seen the food hygiene rating sticker than those living in 1 person households (76%).
- **Children under 16 years in the household:** respondents with children (under 16 years) in the household (95%) were more likely to have seen the food hygiene rating sticker than those with no children in the household (84%).
- **NS-SEC:** respondents in some occupational groups (for example, 93% of those in lower supervisory and technical occupations), were more likely to have seen the food hygiene rating sticker than those who were long term unemployed and/or never worked (75%).
- **Annual household income:** respondents with an income of more than £64,000 (for example, 94% of those with an income between £64,000 and £95,999) were more likely to have seen the food hygiene rating sticker than those with an income of less than £19,000 (84%).

Figure 6. Food businesses where respondents had seen a food hygiene rating sticker in last 12 months.

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Type of food business	Percentage of respondents (%)
In supermarkets	18
In hotels/ B&Bs	29
In pubs	53
In coffee or sandwich shops	55
In takeaways	69
In cafes	75
In restaurants	83

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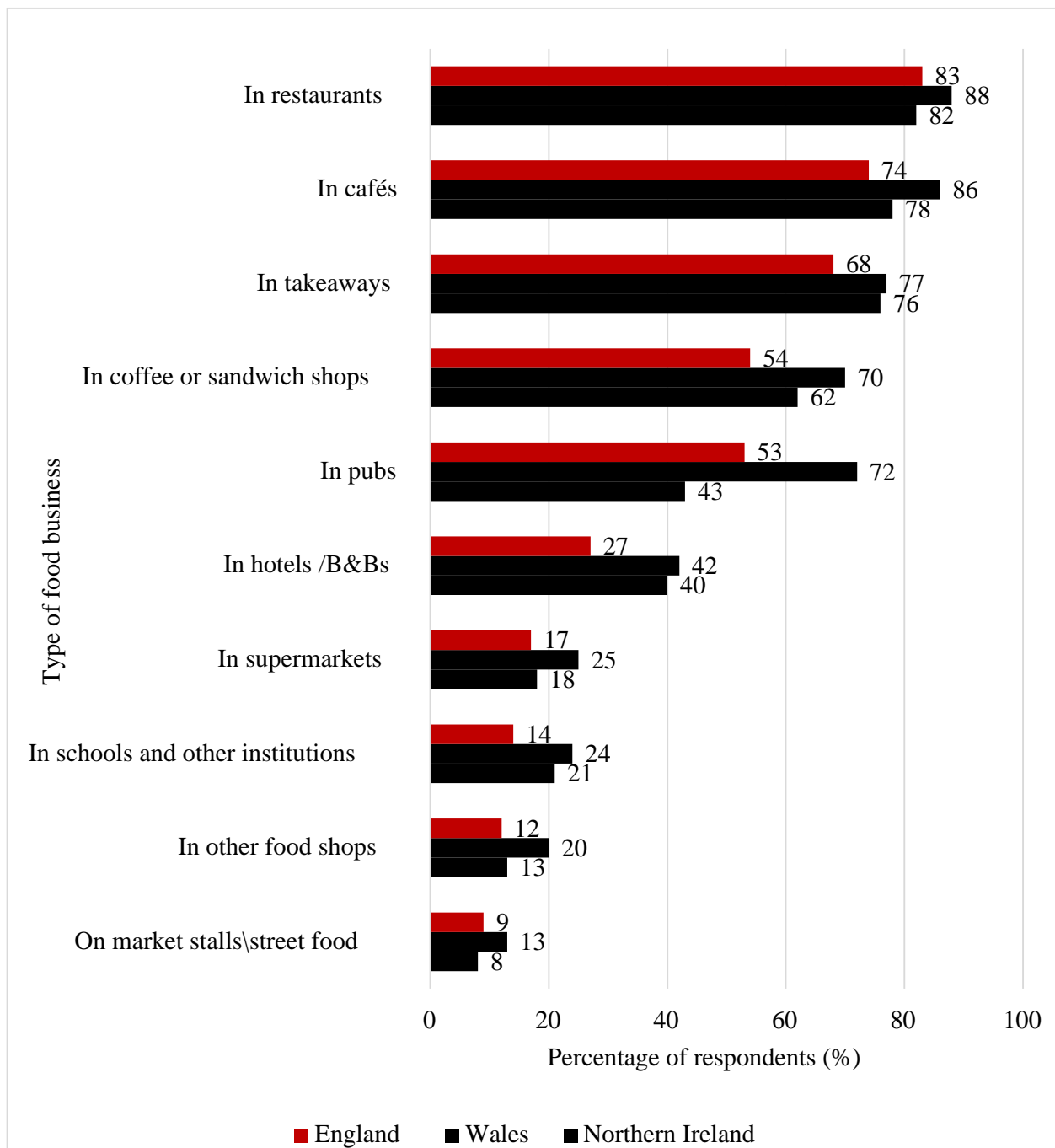
Source: Food & You 2: Wave 6

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 (83%), in cafés (75%), or in takeaways (69%) (Figure 6) ([footnote 4](#)).

Figure 7. Food business where respondents had seen the food hygiene rating sticker in last 12 months in England, Wales, and Northern Ireland.

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Type of business	England	Wales	Northern Ireland
On market stalls\street food	9	13	8
In other food shops	12	20	13
In schools and other institutions	14	24	21
In supermarkets	17	25	18
In hotels /B&Bs	27	42	40
In pubs	53	72	43
In coffee or sandwich shops	54	70	62
In takeaways	68	77	76
In caf?s	74	86	78
In restaurants	83	88	82

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Most respondents had seen the food hygiene rating sticker in restaurants in England (83%), Wales (88%) and Northern Ireland (82%)**. Respondents in Wales were more likely to have seen the food hygiene rating sticker in cafés (86%) and coffee or sandwich shops (70%) compared to respondents in England (cafés 74%, coffee or sandwich shops 54%). Respondents in Wales (72%) were more likely to have seen the food hygiene rating sticker in pubs than those in Northern Ireland (43%) and England (53%) (Figure 7).

1. 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 = 4918, all online respondents and those answering the Eating Out postal questionnaire. Please note: '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' and 'Yes, I've heard of it but don't know much about it' referred to as having knowledge of the FHRS.
2. 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 = 4444, 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.
3. Question: Have you ever seen this sticker before? Responses: Yes, No, Don't know / Not sure. Base = 4918, all online respondents and those answering the Eating Out postal questionnaire.
4. 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= 4457, all online respondents and all those who completed the Eating Out postal questionnaire, who have seen the FHRS sticker.