

Food and You 2 FHRs Wave 8: Chapter 1 - Awareness and recognition of the FHRs

Awareness of the FHRs

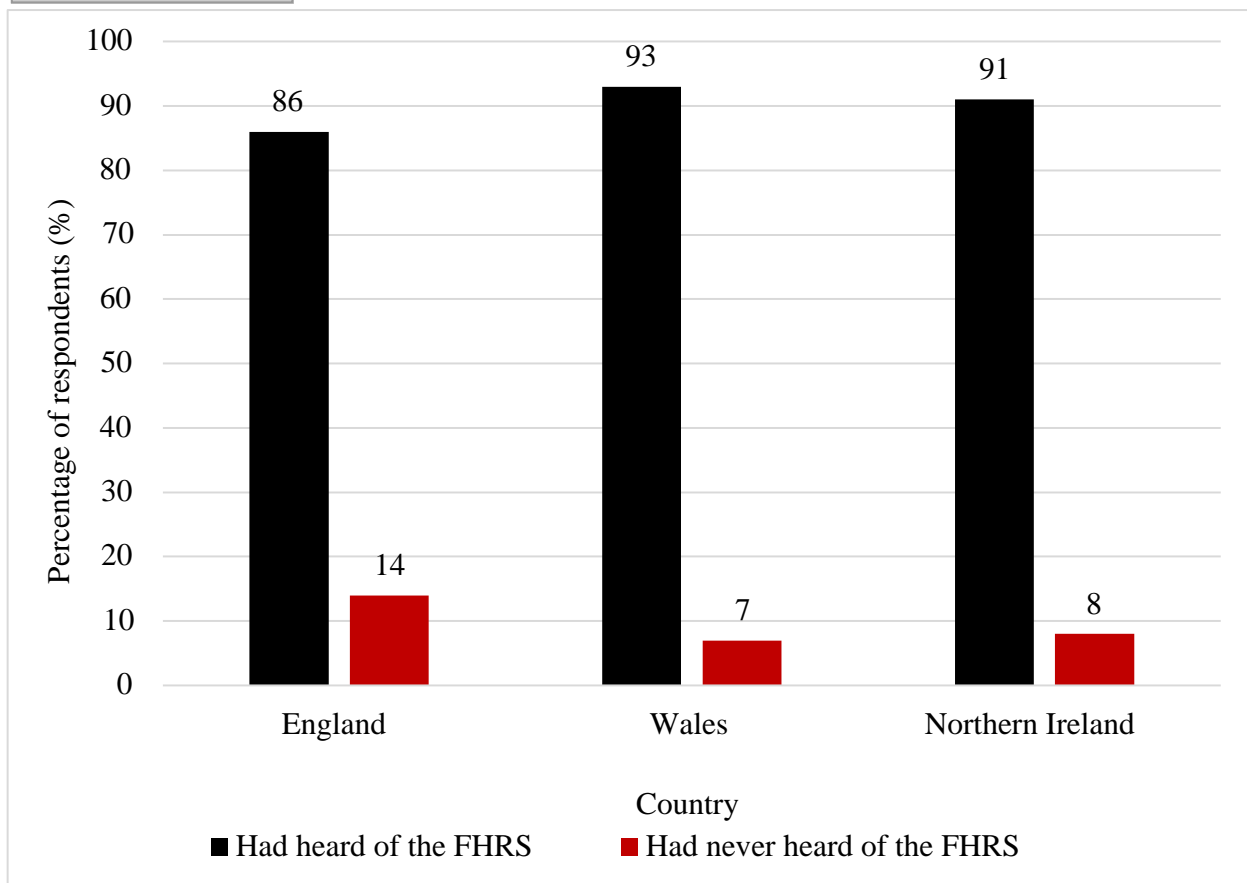
Most respondents (86%) reported that they had heard of the FHRs. Over half (57%) reported that they had heard of the FHRs and knew quite a lot or a bit about it, 29% had heard of the FHRs but didn't know much or anything about it and 14% had never heard of the FHRs [\(footnote 1\)](#).

Most respondents in England (86%), Wales (93%), and Northern Ireland (91%) had heard of the FHRs (Figure 1)**.

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

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Country	Had heard of the FHRs (%)	Had never heard of the FHRs (%)
England	86	14
Wales	93	7
Northern Ireland	91	8

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Source: Food and You 2: Wave 8

Knowledge of the FHRs varied by country. Respondents in Wales (74%) 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 (56%).

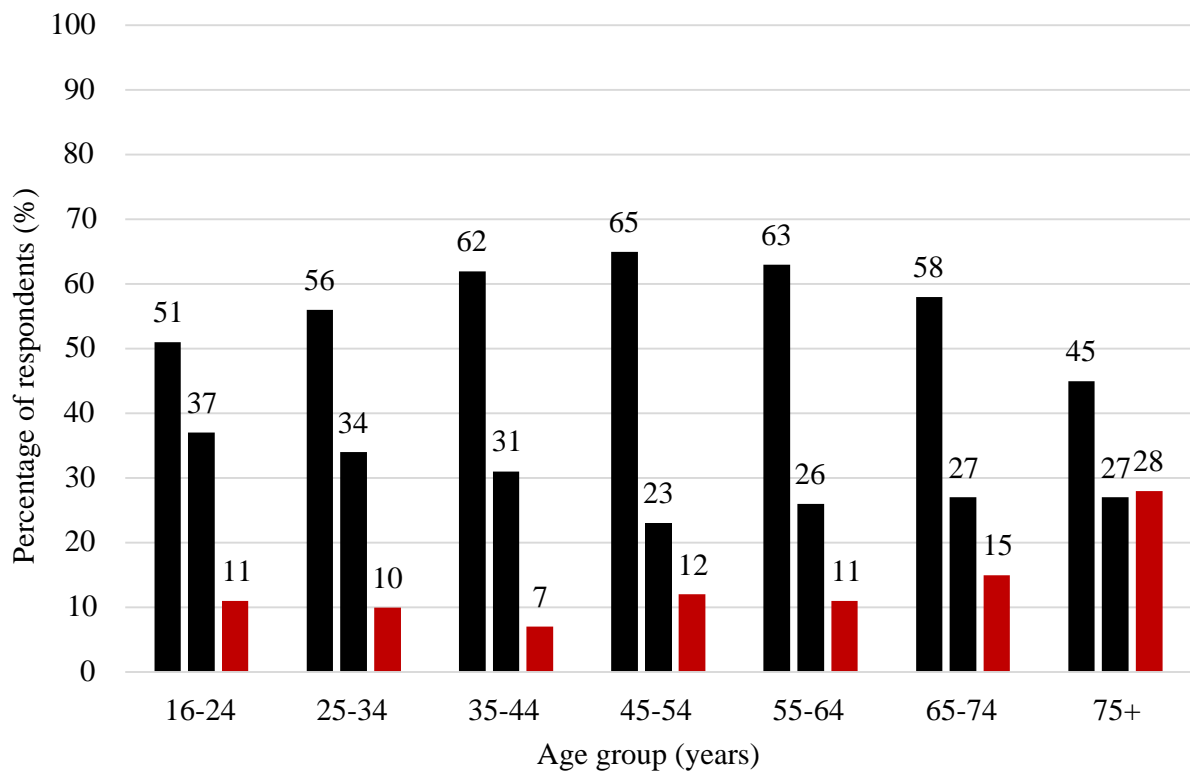
Knowledge of the FHRs also varied between regions in England. For example, 62% of respondents in North-West England, 60% of those in the East Midlands, 59% in the East of England and 58% of those in South-East England reported having some knowledge of the FHRs, compared to 47% in London.

Respondents aged between 25 and 74 were more likely to have at least a bit of knowledge of the FHRs than those aged 75 or over. For example, 65% of those aged 45 to 64 reported knowledge of the FHRs, compared to 45% of those aged 75 or over (Figure 2).

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

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- Have heard of the FHRs and have a bit/quite a lot of knowledge about it
- Have heard of the FHRs but don't know much/anything about it
- Have never heard of the FHRs

Age group (years)	Have heard of the FHRs and have a bit/quite a lot of knowledge about it (%)	Have heard of the FHRs but don't know much/anything about it (%)	Have never heard of the FHRs (%)
16-24	51	37	11
25-34	56	34	10
35-44	62	31	7
45-54	65	23	12
55-64	63	26	11
65-74	58	27	15
75+	45	27	28

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Knowledge of the FHRs also varied between the following groups of people:

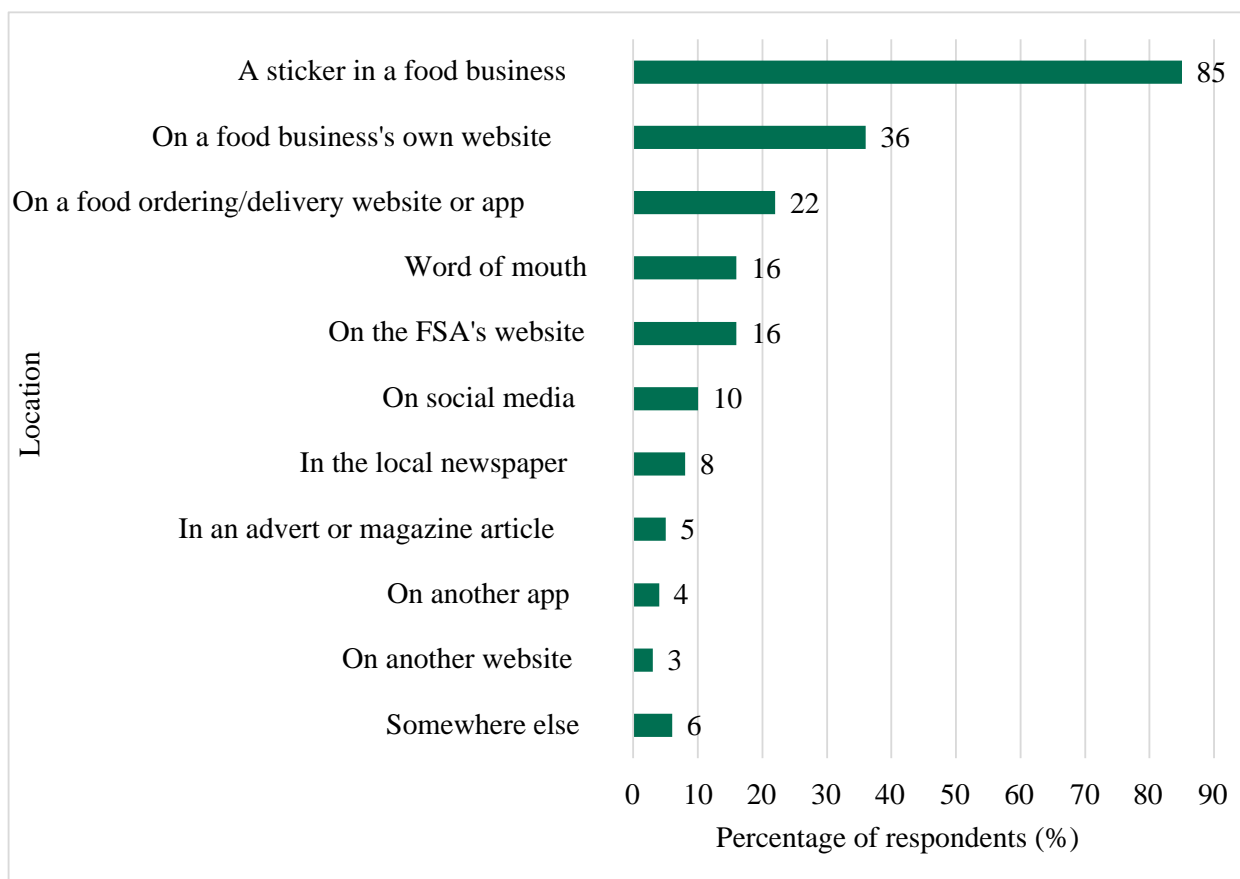
- **National Statistics Socio-Economic Classification (NS-SEC):** respondents in occupational groups (for example, 61% of those in intermediate occupations and lower supervisory and technical occupations) were more likely to report knowledge of the FHRs than those who were long term unemployed and/or never worked (40%).
- **Responsibility for cooking:** respondents who were responsible for cooking (59%) were more likely to report knowledge of the FHRs than those who do not cook (34%).
- **Responsibility for shopping:** respondents who were responsible for food shopping (58%) were more likely to report knowledge of the FHRs than those who do not shop for food (41%).
- **Ethnic group:** white (60%) respondents were more likely to report knowledge of the FHRs than Asian or Asian British (46%) respondents.

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, 22% 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 16% of respondents had come across the FHRs on the FSA's website (Figure 3) ([footnote 2](#)).

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	4
In an advert or magazine article	5
In the local newspaper	8
On social media	10
On the FSA's website	16
Word of mouth	16
On a food ordering/delivery website or app	22

Location	Percentage of respondents (%)
On a food business's own website	36
A sticker in a food business	85

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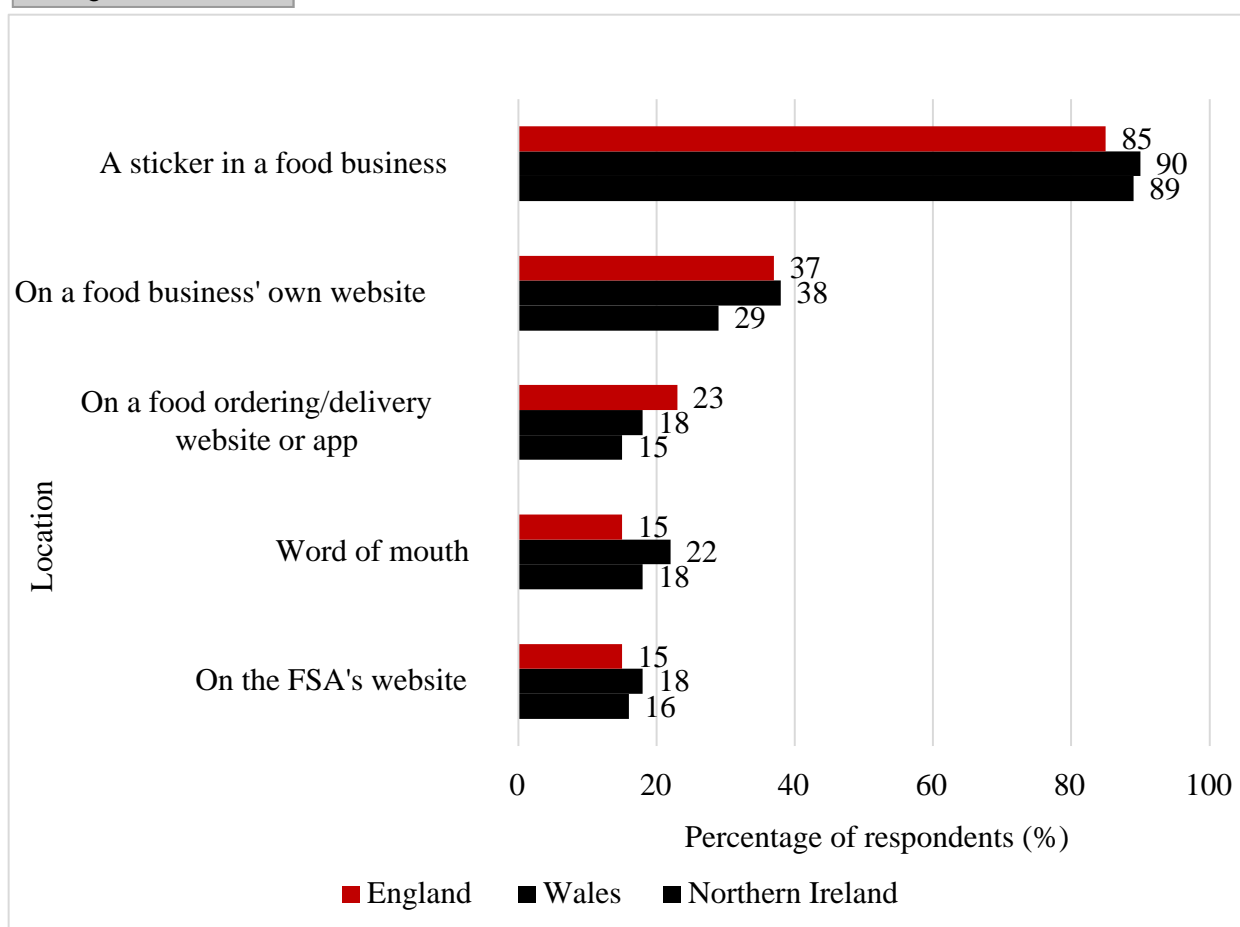
Source: Food and You 2: Wave 8

Most respondents in England (85%), Wales (90%) and Northern Ireland (89%) 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 (37%), Wales (38%) and Northern Ireland (29%) was on a food business's own website**.

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	15	18	16
Word of mouth	15	22	18
On a food ordering/delivery website or app	23	18	15
On a food business' own website	37	38	29
A sticker in a food business	85	90	89

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Source: Food and You 2: Wave 8

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

- Respondents under 65 were more likely to have come across the FHRS via a sticker in a food business than older adults. For example, 91% of those aged 45 to 64 had come across a sticker in a food business, compared to 78% of those aged 65 to 74.
- Younger respondents were more likely to have come across the FHRS via a food ordering website or app than older adults. For example, 39% of people aged 25 to 34 had come across the FHRS via a food ordering website or app, compared to 6% 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 (24%) than people aged 25 and over. For example, 8% of respondents aged 45 to 64 had come across the FHRS via social media.
- Respondents aged 75 and over were more likely to have come across the FHRS in a local newspaper (14%) or in an advert or magazine article (13%) than those aged 16-24 (1% for either location).

Recognition of the FHRS

When shown an image of the food hygiene rating sticker, 89% 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 (94%) than in England (89%) [\(footnote 3\)](#)

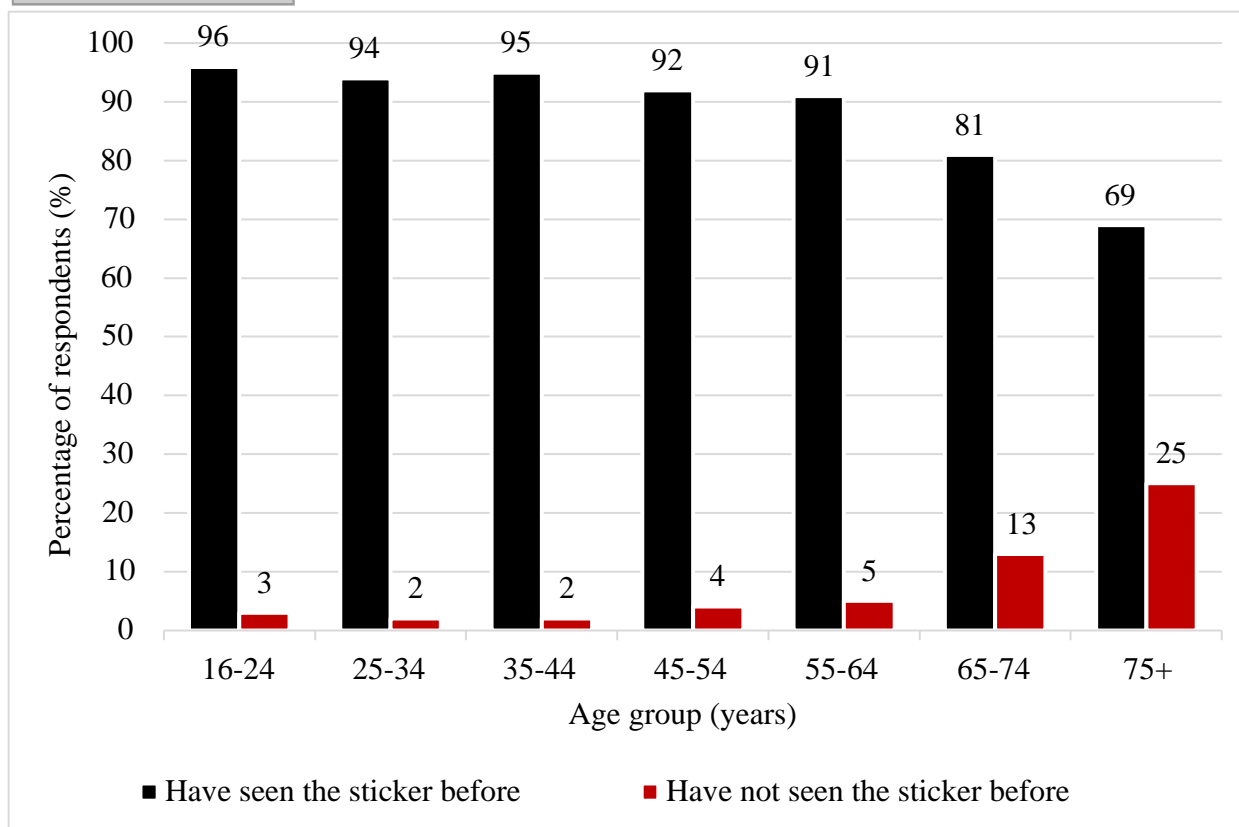
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Younger respondents were more likely to have seen the food hygiene rating sticker than older respondents. For example, 96% of those aged 16 to 24 reported that they had seen the sticker, compared to 69% of those aged 75 and over (Figure 5).

Figure 5. Food hygiene rating sticker recognition by age group

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Age group	Have seen the sticker before (%)	Have not seen the sticker before (%)
16-24	96	3
25-34	94	2
35-44	95	2
45-54	92	4
55-64	91	5
65-74	81	13
75+	69	25

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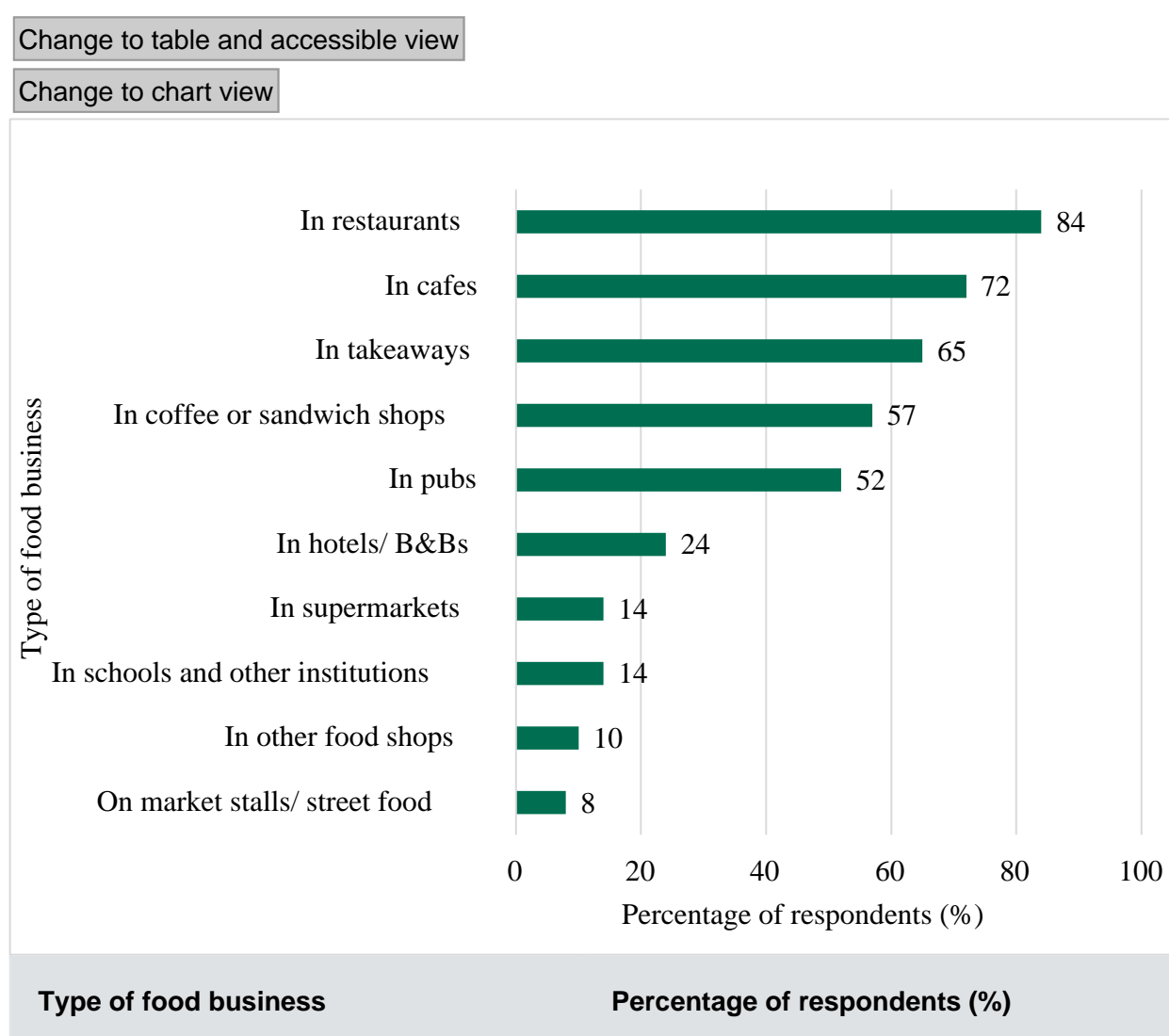
Source: Food and You 2: Wave 8

Recognition of the food hygiene rating sticker also varied for the following groups:

- **Household size:** respondents in households with 3 or more people (for example, 95% of those in 4-person households) were more likely to have seen the food hygiene rating sticker than those living in 1 person households (80%).
- **Annual household income:** respondents with an income of more than £96,000 were more likely to have seen the food hygiene rating sticker (97%) than those with an income of less than £19,000 (86%).
- **Responsibility for cooking:** respondents who were responsible for cooking (90%) were more likely to have seen the food hygiene rating sticker than those who do not cook (80%).

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 (84%), in cafés (72%), or in takeaways (65%) (Figure 6) ([footnote 4](#)).

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



On market stalls/ street food	8
In other food shops	10
In schools and other institutions	14
In supermarkets	14
In hotels/ B&Bs	24
In pubs	52
In coffee or sandwich shops	57
In takeaways	65
In cafes	72
In restaurants	84

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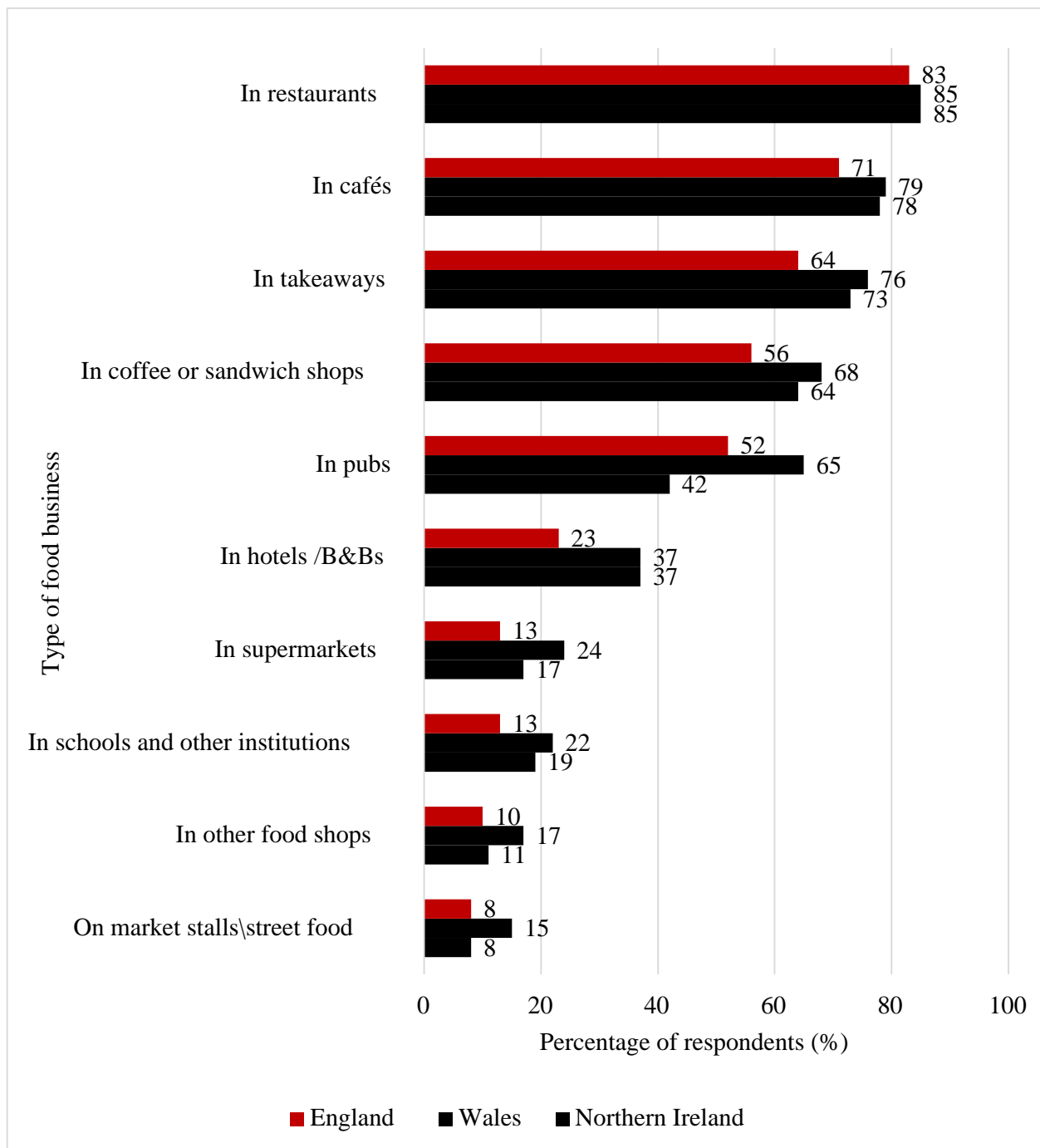
Source: Food and You 2: Wave 8

Most respondents had seen the food hygiene rating sticker in restaurants in England (83%), Wales (85%) and Northern Ireland (85%)**. Respondents in Wales were more likely to have seen the food hygiene rating sticker in takeaways (76%) and coffee or sandwich shops (68%) compared to respondents in England (takeaways 64%, coffee or sandwich shops 56%). Respondents in Wales were more likely to have seen the food hygiene rating sticker in pubs (65%) than those in Northern Ireland (42%) and England (52%). Respondents in Wales (37%) and Northern Ireland (37%) were more likely to have seen the food hygiene rating sticker in hotels and B&Bs than respondents in England (23%) (Figure 7).

Figure 7. Food business where respondents had seen the food hygiene rating sticker in the 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	8	15	8
In other food shops	10	17	11
In schools and other institutions	13	22	19
In supermarkets	13	24	17

Type of business	England (%)	Wales (%)	Northern Ireland (%)
In hotels /B&Bs	23	37	37
In pubs	52	65	42
In coffee or sandwich shops	56	68	64
In takeaways	64	76	73
In caf?s	71	79	78
In restaurants	83	85	85

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Source: Food and You 2: Wave 8

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 = 4966, all online respondents and those answering the Eating Out postal questionnaire.
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 = 4528, 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 = 4966, 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= 4584, all online respondents and all those who completed the Eating Out postal questionnaire, who have seen the FHRs sticker.