

Food Hygiene Rating Scheme - Biannual Consumer Attitudes (2016)

Area of research interest: [Behaviour and perception](#)

Study duration: 2015-11-01

Planned completion: 3 November 2016

Project code: FS244011

Conducted by: TnS BMRB

The survey will continue to run biannually, so that the our organisation can monitor any changes over time in the data.

Background

The Food Hygiene Rating Scheme (FHRS) is a partnership scheme between local authorities and our organisation which aims to provide consumers with information on the hygiene standards of places they choose to eat out at or purchase food from.

Our organisation previously commissioned a biannual public attitudes tracker survey to monitor key areas of concern for consumers in relation to food. In 2010, a number of questions were added regarding awareness and use of the FHRS. In 2014, we decided to explore the FHRS and consumers in more detail, and commissioned a bespoke consumer attitudes tracker survey to specifically monitor consumer awareness, attitudes towards and use of the scheme.

This is the fourth wave of the tracker.

Research Approach

This piece of work consisted of face to face interviews with a representative sample of 2,098 respondents (aged 16 and over). Respondents were selected using a random location sampling method across England, Wales and Northern Ireland.

The questions primarily focus on the following key areas;

- Awareness of the scheme; the proportion of respondents who report being aware of the FHRS
- Recognition of the scheme; the proportion of respondents who recognize the FHRS sticker, or who had seen a food business displaying one in the past year
- Use of the scheme; the proportion of respondents who report using the scheme to base their decision on where to eat out or purchase food
- Views on the scheme; an example being the proportion of respondents who believe food businesses should be legally required to display their rating

Results

- Awareness Nearly half of respondents in England were aware of the FHRS (49%). This was an increase on the figure found in the previous wave (45%)
- This figure was slightly higher in Wales (66%) and Northern Ireland (54%)

- The most common source of information (84%) was still a sticker/certificate displayed at food business premises, which was also the most common source in all previous waves

Recognition

- Consumer recognition of FHRs stickers continues to be slightly higher in Northern Ireland (88%) and Wales (82%) than in England (75%)
- There was a significant increase in levels of recognition in England from the previous wave (75% up from 69%)
- Most respondents report having seen a sticker on display in the last 12 months - 81% of respondents in England, 81% in Wales and 94% in Northern Ireland

Use

- A total of 46% of respondents in England, 32% in Wales and 44% in Northern Ireland said that they would definitely base their decision to eat out somewhere on the FHRs rating the business received
- In terms of actually checking the rating, 45% of respondents in England, 36% in Wales and 34% in Northern Ireland report either often or sometimes doing so
- As in previous waves, a rating of 3 was identified most frequently as the lowest acceptable that consumers would consider - 40% in England, and 46% in Wales and 39% in Northern Ireland

Views on mandatory display

The proportion of respondents who report that business should have to display their ratings continues to be high in England (87%), Wales (88%). As in previous waves, the figure continues to be slightly higher in Northern Ireland (95%).

Research Report

England, Northern Ireland and Wales

PDF

[View Research report: Food Hygiene Rating Scheme \(FHRs\) Biannual Public Attitudes Tracker Wave 4 as PDF\(Open in a new window\)](#) (1.47 MB)