

Consumer research to inform the development of the FSA strategy 2015-2020 (January 2014)

Research programme [Research projects -](#)

Study duration January 2014 to October 2014

Planned completion October 2014

Conducted by TNS BMRB Research and Harris Interactive

We completed an omnibus survey of 2,060 adults to help us identify the most important food-related consumer concerns. After the omnibus survey, we held a number of citizens' forums. These forums:

- let us explore consumers' interests in depth
- enabled consumers to deliberate on complex or challenging issues
- let us capture strength of feeling in relation to a comprehensive list of consumer concerns

The list was based on a review of past research including the Food and You survey; our biannual tracker survey and previous citizens' forums.

Research report

[FSA strategy 2015-2020 omnibus survey report \(Harris Interactive, January 2014\)](#) (925.75 KB)

[FSA strategy 2015-2020 omnibus survey report: Stage 2 \(Harris Interactive, October 2014\)](#)
(409.26 KB)

[FSA strategy 2015-2020 research report \(TNS BMRB, March 2014\)](#) (1.1 MB)