

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

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

Study duration: 2014-01-01

Planned completion: 1 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

PDF

[View FSA strategy 2015-2020 omnibus survey report \(Harris Interactive, January 2014\) as PDF\(Open in a new window\)](#) (1.13 MB)

PDF

[View FSA strategy 2015-2020 omnibus survey report: Stage 2 \(Harris Interactive, October 2014\) as PDF\(Open in a new window\)](#) (486.51 KB)

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[View FSA strategy 2015-2020 research report \(TNS BMRB, March 2014\) as PDF\(Open in a new window\)](#) (2.33 MB)