

Consumer insights tracker (April 2022 to June 2023)

Area of research interest: [Consumer Interests \(aka Wider Consumer Interests\)](#)

Project status: Completed

This webpage is no longer being maintained.

This page contains historical data. For the most up to date information and results please visit the [new Consumer Insights Tracker webpage](#).

Background

The Consumer Insights tracker is a monthly survey commissioned by the Food Standards Agency (FSA). Between April 2020 and June 2023, the Consumer Insights Tracker was administered by Ipsos UK. YouGov were appointed as the new supplier of the Consumer Insights Tracker from July 2023.

This webpage contains historical data collected by Ipsos UK. Monthly bulletins dating back to April 2022 can be found in the next section. Monthly data tables are available to download via the [FSA's data catalogue](#).

Due to the methodological differences between the two suppliers, data collected from Ipsos (pre-June 2023) and YouGov (July 2023 onwards) should not be directly compared.

Research reports

PDF

[View Consumer insights report - November 2021 as PDF\(Open in a new window\)](#) (379.57 KB)

[Consumer insights tracker report: key findings from December 2021 to March 2022](#)

[Consumer Insights Tracker Report March 2022 - March 2023](#)

Monthly updates

[April 2022 tracker](#)

[May 2022 tracker](#)

[June 2022 tracker](#)

[July 2022 tracker](#)

[August 2022 tracker](#)

[September 2022 tracker](#)

[October 2022 tracker](#)

[November 2022 tracker](#)

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