

# Consumers' views on EU and food

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

Study duration: 2016-10-01

Conducted by: Kantar Public; Community Research

## About this research

We have, since autumn 2016, conducted consumer insight research to gather consumer views on EU and food.

### Qualitative research

Qualitative research was conducted by Kantar Public (2016) and Community Research (2017), on behalf of the Food Standards Agency.

The method for each study:

- Citizens' Forums – 8 groups of 5-7 participants
- multiple locations across UK
- groups split by voter preference – 3 leave, 3 remain, 2 did not vote or prefer not to say

### Quantitative research

The quantitative research was conducted by Kantar Public (October 2016 – July 2017) and Community Research (from October 2017), on behalf of the Food Standards Agency.

The method: online interviews with about 1,500 adults aged 16+ in England, Wales and Northern Ireland. Data is weighted to be representative of the adult UK population (excluding Scotland).

Research report

### England, Northern Ireland and Wales

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### England, Northern Ireland and Wales

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### England, Northern Ireland and Wales

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## **England, Northern Ireland and Wales**

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