

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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