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Contract

## **Research: Consumer Insights Tracker**

Food Standards Agency

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-017265

Procurement identifier (OCID): ocds-h6vhtk-05ce51 ([view related notices](#))

Published 26 February 2026, 12:18pm

### **Scope**

### **Reference**

C395573

### **Description**

The Food Standards Agency (FSA) has awarded a contract for the delivery of the Consumer Insight Tracker. The FSA has been conducting monthly surveys with consumers (the Consumer Insights Tracker) since the start of the Covid-19 pandemic in April 2020. The surveys have evolved over time to meet emerging needs. The contract will deliver the FSA's Consumer Insights Tracker for the next 3 years (with annual break clauses). The supplier will be responsible for all aspects of the project, including recruitment, sampling, logistics and project management.

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## **Contract 1. Research: Consumer Insights Tracker**

### **Supplier**

- YouGov Plc

### **Contract value**

- £219,000 excluding VAT
- £262,800 including VAT

Above the relevant threshold

### **Date signed**

24 February 2026

### **Contract dates**

- 1 April 2026 to 31 March 2029
- 3 years

### **Main procurement category**

Services

### **Options**

The right to additional purchases while the contract is valid.

Annual break clauses

### **CPV classifications**

- 73200000 - Research and development consultancy services

### **Justification for not setting key performance indicators**

Set out within CCS framework

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### **Other information**

#### **Conflicts assessment prepared/revised**

Yes

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### **Procedure**

#### **Procedure type**

Open procedure

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## Supplier

### YouGov Plc

- Public Procurement Organisation Number: PRLT-2433-XDMZ

50 Featherstone Street

London

EC1Y 8RT

United Kingdom

Email: [kate.gosschalk@yougov.com](mailto:kate.gosschalk@yougov.com)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Research: Consumer Insights Tracker

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## Contracting authority

**Food Standards Agency**

- Public Procurement Organisation Number: PJRM-6866-LYYX

YO1 7PR

York

YO1 7PR

United Kingdom

Contact name: FSA Commercial

Email: [fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

Website: <https://www.food.gov.uk/>

Region: UKE21 - York

Organisation type: Public authority - central government