

## 4. Recommendations

### In this guide

#### [In this guide](#)

1. [2. The Consumer Insights Tracker](#)
2. [3. Evaluation of the Consumer Insights Tracker](#)
3. [4. Recommendations](#)
4. [Appendix - Consumer Insights Tracker \(CIT\) Review Stakeholder Interview Guide](#)

To summarise, the recommendations of the review of the FSA's Consumer Insights Tracker as outlined in the report, are as follows. Overall:

**1. The Consumer Insights Tracker be continued substantively unchanged for a minimum of three years.**

This being said:

**2. The scope for increasing the range of demographic variables collected and/or analysed should be explored.**

**3. The ACSS WCI Working Group should be consulted by the FSA team when new questions are proposed.**

**4. Greater prominence should be given to the fact that the Consumer Insights Tracker does not include Scotland when communicating the results to stakeholders.**

Further recommendations with respect to the planning, implementation and management of the Consumer Insights Tracker are as follows:

**5. Greater coordination between the Consumer Insights Tracker and F&Y2 teams should be explored.**

**6. A more explicit and coherent process of identifying new issues and testing these out with the Consumer Insights Tracker to maintain its**

**relevance is needed.**

**7. More extensive statistical analysis of the Consumer Insights Tracker data should be undertaken.**

Finally, with respect to communication of the results from the Consumer Insights Tracker, it is recommended to:

**8. Consider how the slide deck could be improved to communicate better key results to stakeholders.**

**9. Consider separating out the Consumer Insights Tracker, social media listening and food price tracking into distinct slide decks.**

**10. Continue publication of the monthly bulletin.**

**11. Review continuation of the end of year report on the Consumer Insights Tracker and/or the scope and format of the report.**

**12. Explore new ways of making data from the Consumer Insights Tracker available to stakeholders and that highlight key findings of each survey and trends over time.**