

FSA Consumer segmentation

Research programme [Research projects -](#)

Study duration May 2020 to July 2021

Project status Completed

Authors Lucy King

Conducted by ZK Analytics and Madano

Date published September 2021

DOI <https://doi.org/10.46756/sci.fsa.bmo506>

For our audiences, it is important to find out how their attitudes and behaviours relating to food safety differ, in order to understand who is more likely to take food safety risks and in what context. This is essential for effective communications and helps us to shape food safety policy.

The audiences in these documents have been created using attitudinal and behavioural segmentation that categorises people based on their attitudes to food and their reported hygiene and food safety behaviours.

Research report

[View FSA Consumer Segmentation Research Report as PDF](#) (495.81 KB)

[View FSA Allergen Segmentation Research Report as PDF](#) (225.56 KB)