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# Consumer Segmentation

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# The importance of knowing our different audiences

Consumer segmentation is a way of grouping consumers based on common characteristics. It is used by organisations, including the FSA, to better understand different groups and how to reach them.

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 this document 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.

The segmentation was conducted using Wave 5 of the Food and You Survey data and cluster analysis and has resulted in seven distinct segments.

These segments were amalgamated with external datasets to provide wider consumer insights, including media consumption.

## Please note

- An attitudinal segmentation is just one way to think about our consumers and how they may differ.
- There aren't always defining demographic traits to the segments because the same attitudes can be shared by a demographically diverse group of people.

## Our seven audience segment groups

1. Refillers
2. Grab and Go-ers
3. Humble Home Cooks
4. Confident Cookaholics
5. Frequent Foodies
6. Decadent Diners
7. Conventional Cook

## Segment matrix

The segment matrix shows the index of recommended practice in relation to the percent who said a good hygiene rating is important to them when deciding where to eat. A higher percentage score indicates more behaviours in line with FSA recommended practices:

1. Refuellers 8%
2. Grab and Go-ers 15%
3. Humble Home Cooks 15%
4. Confident Cookaholics 16%
5. Frequent Foodies 15%
6. Decadent Diners 17%
7. Conventional Cook 14%

## Overview of segments recommended food safety behaviours

Recommended behaviours	Refuellers	Grab and Go-ers	Humble Home Cooks	Confident Cookaholics	Frequent Foodies	Decadent Diners	Conventional Cooks
Always washes hands before cooking or preparing food	Less likely	Less likely	More likely	More likely	Average	Less likely	Average
Checks use by dates before cooking or preparing food	Less likely	Less likely	More likely	More likely	More likely	Average	Less likely
Knows the recommended fridge temperature	Less likely	Average	Less likely	More likely	Average	Average	Less likely
Checks middle is hot when reheating food	Less likely	Average	Less likely	More likely	Less likely	More likely	Average
Recognises FHRs sticker	Less likely	More likely	Less likely	More likely	More likely	More likely	Less likely
Food Hygiene Rating is important when deciding where to eat	Less likely	Average	More likely	More likely	Average	Average	Less likely

## Overview of segments risky behaviours

Risky behaviours	Refuellers	Grab and Go-ers	Humble Home Cooks	Confident Cookaholics	Frequent Foodies	Decadent Diners	Conventional Cooks
Would eat leftovers after 3 or more days	Less likely	Average	Less likely	More likely	Average	More likely	Average
Eats pink chicken or turkey	Average	Average	More likely	Less likely	Less likely	Average	Average
Eats pink burgers	Less likely	Average	Less likely	Average	Average	More likely	Less likely

## Regional breakdown of where segments are located

Region	Refuellers	Grab and Go-ers	Humble home Cooks	Confident Cookaholics	Frequent Foodies	Decadent Diners	Conventional Cooks
North East	15%	17%	16%	11%	23%	11%	7%
North West	9%	19%	17%	11%	18%	15%	12%
Yorkshire and Humber	10%	16%	17%	10%	15%	20%	12%
East Midlands	9%	19%	14%	16%	11%	20%	12%
West Midlands	6%	11%	21%	15%	17%	20%	10%
East of England	6%	15%	14%	20%	17%	15%	12%
London	4%	12%	33%	14%	9%	17%	12%
South East	7%	17%	12%	19%	14%	20%	12%
South West	6%	16%	12%	23%	14%	14%	15%

# 1. Refuellers segment

The Refuellers segment are the smallest of our audience groups at only 8%.

**“I don’t enjoy eating out or cooking. I only eat to fuel my body.”**

They use food as simply a way to keep their body going. They have low levels of trust in the FSA and are least likely to follow recommended food safety practices.

They are least likely to eat out – whether in a sit-down environment, such as restaurants, or purchasing food to take away, such as pre-packed sandwiches. They also have the lowest levels of recognition of FHRS.

They have key factthe lowest life satisfaction of all the groups and are more likely to be older, single, separated or divorced and without dependent children in the household.

## Key facts at a glance

- Least likely to enjoy cooking food – 14% versus average of 67%
- Highest consumers of ready meals – 23% eat them 3-4 times or more a week versus average of 8%
- Rarely eat pre-packaged sandwiches – 60% never eat them versus average of 38%
- Least likely to eat out – 23% never eat out versus average of 8%
- Lowest levels of recognition of FHRS – 67% versus average of 87%
- Least likely to make use of FHRS scores – 23% versus average of 50%
- Lower than average responsible for cooking or shopping – 75% versus average of 90% for cooking and 73% versus average of 88% for shopping
- Low levels of knowledge about food safety and hygiene practice in the home

## Segment demographic breakdown

- 21% are aged 75+ years (average: 9%)
- 60% are single, separated or divorced (average: 37%)
- 11% have dependant children in the household (average: 29%)

- 12% have an annual household income below £10,400 (average: 5%)
- 29% are in work (average: 61%)
- 40% are retired (average: 22%)
- 41% have no qualifications (average: 17%)

## Where they live in the UK

- North East: 9%
- North West: 14%
- Yorkshire & Humberside: 12%
- East Midlands: 9%
- West Midlands: 7%
- East of England: 9%
- London: 7%
- South East: 13%
- South West: 8%
- Wales: 8%
- Northern Ireland: 3%

## Their trust in the FSA

- 28% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 43% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 29% thought that there was a high likelihood that the FSA is impartial (average: 44%)



## Cooking and eating at home

This group are the least likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination.

- 66% always wash their hands before preparing food (average: 82%)
- 18% check the middle when re-heating to make sure it is hot (average: 33%).  
This group are least likely to do this
- 26% know the recommended fridge temp (average: 50%). This group are least likely to know this
- 62% check use by dates before cooking or preparing food (average: 81%).  
This group are least likely to do this
- 24% never eat cuts of beef, lamb or pork (average: 13%)
- 47% store raw meat and poultry on the bottom shelf of the fridge (average: 59%).  
This group are least likely to do this
- 34% always wash raw fruit and vegetables to be eaten raw (average: 54%).  
This group are least likely to do this

## FHRS and eating out

This group have the lowest levels of recognition of the FHRS and are the least likely to eat out in any form.

- 37% have eaten at a restaurant in the last month (average: 69%)
- 29% have eaten at a café/coffee shop in the last month (average: 47%)
- 15% have purchased takeaway food from a café or sandwich bar in the last month (average: 37%)
- 27% say they are unaware of hygiene when eating out (average: 15%)

Of the refuellers who do eat out:

- 30% say the FHRS ratings are important when choosing somewhere to eat (average: 55%). This group is least likely to say this
- 23% use the FHRS ratings as a source of information about hygiene (average: 50%). This group is the least likely to do this

## How we can reach them

They are more likely to:

- Read local newspapers on a daily basis (25%) and tabloid newspapers like the Daily Mail (12%), The Sun (16%) and Daily Mirror (14%). Their top weekly newspaper is the Sunday
- Listen to local radio stations, Heart, Absolute, BBC Radio 2 and Capital. For news they are most likely to listen to BBC Radio 2, BBC Radio 4 and BBC Radio 5 Live
- Receive TV through Freeview (53%), Sky Digital (23%) and Virgin Media (15%), watching BBC 1, ITV, Channel 4, BBC 2, BBC 4 and Channel 5. Most TV channels are watched more widely than any other group

They are less likely to:

- Read magazines, but when they do, TV Choice and Which are the most popular choices
- Read online news sites, but when they do, BBC News (48%), Channel 4 News (25%) and Google News (25%) are the most popular choices
- Use on-demand or streaming services. This group have the lowest proportion that use YouTube or Spotify
- Use the internet in general. This group have the lowest proportion of internet users. If they do go online, it's to read news sites or pay bills
- Use social media (44% versus avg. 69%), but if they do, they're more likely to use Facebook (37%) or Whatsapp (21%)

## 2. Grab and Go-ers segment

The Grab and Go-ers segment account for 15% of our audience.

**“I don’t have time for cooking. I’m more likely to get something on the go.”**

They dislike preparing and cooking food, and they are far more likely than other groups to say they have no time for cooking. They are less likely than average to consume fruit and vegetables, and they are high consumers of fast food and pre-packed sandwiches.

While they are likely to eat out and have good recognition of FHRS, a below-average proportion say the scores are important to them, They are also generally less aware about hygiene when purchasing food to eat out.

With regards to food safety knowledge, they understand use by dates but a below-average proportion follow recommendations around chilling and cleanliness.

This group has the highest satisfaction with health, although they also have below average satisfaction with leisure. They are also more likely than average to have had an alcoholic drink in the past year.

### Key facts at a glance

- More likely to eat out, particularly at restaurants – 76% versus average of 69%
- Good recognition of FHRS – 91% versus average of 87%
- Lower than average use of FHRS scores – 44% versus average of 50%
- Biggest consumers of pre-packaged sandwiches – 13% eat them 3-4 times a week, versus average of 7%
- Lower than average responsibility for cooking or shopping – 78% versus average of 90% for cooking and 81% versus average of 88% for shopping
- Generally do not enjoy cooking – 33% enjoy it, versus average of 67%
- Do not have time for cooking – 89% agree they don’t have time, versus average of 19%
- Average adherence to recommended food safety practices in the home
- More likely to be vegetarian – 6% versus average of 3%

## Segment demographic breakdown

- 39% are aged 16-34 years (average: 30%), only 12% are aged 65+
- 61% are male (average: 49%)
- 29% are married with children (average: 23)
- 36% are single with no children (average: 30%)
- 51% earn more than £26,000 (average: 47%)

## Where they live in the UK

- North East: 5%
- North West: 15%
- Yorkshire & Humberside: 10%
- East Midlands: 10%
- West Midlands: 7%
- East of England: 10%
- London: 11%
- South East: 16%
- South West: 9%
- Wales: 5%
- Northern Ireland: 3%

## Their trust in the FSA

- 41% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 57% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 42% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## Cooking and eating at home

This group have average adherence to recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination.

- 75% always wash their hands before preparing food (average: 82%)
- 32% always use different chopping boards for raw and cooked foods (average: 42%)
- 56% say they never store open tins in the fridge (average: 65%) This group are the most likely to store open tins in the fridge
- 51% know the recommended fridge temp (average: 50%)

## FHRS and eating out

This group have a good recognition of FHRS and are more likely to eat out – particularly at restaurants.

- 76% Have eaten at a restaurant in the last month (average: 69%)
- 49% Have purchased takeaway food from a cafe or sandwich bar in the last month (average: 37%) 25% Say they are unaware of hygiene when eating out (average: 15%)
- 53% Say the FHRS scores are important when choosing somewhere to eat (average: 55%)
- 44% Use the FHRS scores as a source of information about hygiene (average: 50%)

## How we can reach them

They are more likely to:

- Listen to BBC Radio 1, Heart, Capital, BBC Radio 2, talkSPORT and Virgin. The highest proportion of any group listen to BBC Radio 2 (16%) and BBC Radio 1 (12%) for news
- Read local newspapers, Daily Mail, The Guardian and The Times on a daily basis. They also have a higher than average readership of The Sun and Daily Mirror. Their top weekly newspapers are The Sunday Times and Mail on Sunday.

They also have a higher than average readership of The Sun on Sunday and Sunday Mirror

- Read online news sites, including BBC News (58%), Channel 4 News (35%), Google News (35%), Metro (31%) and CNN (23%). The highest proportion of any group read news sites (45% versus avg. of 33%)
- Most popular social channels are Facebook (69% versus avg. of 61%), Whasapp (49% versus average of 42%), Instagram (32% versus avg. of 26%)
- Along with the Decadent Diners, they are the highest users of LinkedIn (16% versus avg. of 11%)
- Use the internet (93% versus avg. 87%), mainly for reading news and looking up information for leisure time
- Use on-demand or streaming services (69% versus avg. of 59%). The highest proportion of any group listen to/watch YouTube (53%) and Spotify (34%)
- Receive TV through Sky Digital (39%), and Virgin Media (19%) – this is the highest proportion of any group – and Freeview (41%), watching BBC 1, ITV, Channel 4, BBC 2 and Channel 5. They are also more likely to watch Sky 1 and Sky SportsUse social media (78% versus average 69%)

They are less likely to:

- Read magazines, but when they do, Tesco Magazine and Which are the most popular choices. For news they are most likely to read The EconomistListen to local radio (7% versus average of 26%)
- Listen to local radio (7% versus average of 26%)

### 3. Humble Home Cooks segment

The Humble Home Cooks segment account for 15% of our audience.

**"I like to cook and cleanliness is important to me. I don't eat ready meals or eat out often."**

They have high levels of cleanliness at home and are more likely to follow recommendations around washing hands and food, including fruit and vegetables that are to be eaten raw. However, they are less likely to follow recommendations around cooking, chilling and prevention of cross-contamination. They are more likely to wash raw chicken and meat.

They have lower than average levels of eating out and recognition of FHRS, and they are less likely to consume ready meals.

This group has a below-average satisfaction with life and report below-average feelings of calmness.

They have fairly low trust in people and average trust in the FSA. They are also the most ethnically diverse group with the highest proportion of people belonging to non-Christian religions and are less likely than average to have had an alcoholic drink in the past year.

#### Key facts at a glance

- Lower than average recognition of FHRS – 82% recognised versus average of 87%
- Lower than average levels of eating out – 40% ate in a cafe/coffee shop in the last month versus average of 47% and 10% never eat out versus average of 8%
- Do not use FHRS to gain information about hygiene of establishments – 38% versus average of 31%
- Below average satisfaction with life – 53% combined for 'completely, mostly or somewhat satisfied' versus average of 71%
- High proportion wash raw meat before cooking – 35% never wash chicken versus average of 50%
- Lower than average proportion know the correct fridge temp – 43% versus average of 50%

- Second lowest consumption of ready meals – 42% never eat them versus average of 34%

## Segment demographic breakdown

- 20% are aged 35-44 years (average: 16%)
- 57% are married (average: 63%)
- 26% are from a non-white background (average: 14%)
- 22% belong to a non-Christian religion (average: 10%)
- 27% earn between £10,400 - £25,999 (average: 19%)
- 21% are economically inactive (average: 13%)

## Where they live in the UK

- North East: 4%
- North West: 11%
- Yorkshire & Humberside: 9%
- East Midlands: 6%
- West Midlands: 11%
- East of England: 8%
- London: 27%
- South East: 10%
- South West: 6%
- Wales: 4%
- Northern Ireland: 3%



## **Their trust in the FSA**

- 42% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 51% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 36% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## **Cooking and eating in the home**

This group are less likely to follow recommendations around cooking, chilling and prevention of cross-contamination. More likely to wash raw chicken and meat.

- 88% always wash their hands before preparing food (average: 82%)
- 89% always wash their hands after handling raw meat (average: 85%)
- 63% always wash raw fruit and vegetables to be eaten (average: 54%)
- 35% never wash raw chicken (average: 50%) This group are more likely to wash raw chicken and meat
- 43% know the recommended fridge temp (average: 50%)
- 26% check the middle when reheating to make sure it is hot (average: 33%)

## **FHRS and eating out**

This group have lower than average recognition of FHRS and are less likely to eat out.

- 63% have eaten at a restaurant in the last month (average: 69%)
- 40% have eaten in a cafe/coffee shop in the last month (average: 47%)
- 32% have purchased takeaway food from a cafe or sandwich bar in the last month (average: 37%)
- 10% say they are unaware of hygiene when eating out (average: 15%)
- 61% say the FHRS scores are important when choosing somewhere to eat (average: 55%)

- 38% do not use the FHRS scores as a source of information about hygiene (average: 31%)

## How we can reach them

They are more likely to:

- Receive TV through Freeview (40%), Sky Digital (38%) and Virgin Media (17%), watching most channels in line with the average. However, this group has lower viewership levels of BBC 1 and Channel 5
- Use Facebook for messaging (47% versus avg. 39%) – this is the highest proportion of any group. This group has an average use of social media but their most popular platform is Facebook (61%), followed by Whatsapp (37%) and Instagram (21%)
- Use WhatsApp for news (21%) – this is the highest proportion of any group
- Use the internet mainly for looking up information for leisure time – cinema and live music (31% versus avg. of 29%)

They are less likely to:

- Read a newspaper, but when they do, local newspapers, Daily Mail, The Sun and The Guardian are the most popular choices
- Read online news sites, but when they do, BBC News (53%), Channel 4 News (31%) and Google News (30%) are the most popular choices
- Listen to the radio, but when they do Heart, BBC Radio 1, local radio, BBC Radio 2 and Capital are the most popular
- Read magazines, but when they do, Tesco Magazine and BBC Good Food are the most popular choices. For news they are most likely to read Time Magazine

## 4. Confident Cookaholics segment

The Confident Cookaholics segment account for 16% of our audience.

**“I am really passionate about cooking. I have a good knowledge of food safety, and I will happily spend hours in the kitchen.”**

They enjoy cooking and make time for it. They are less likely to eat pre-packed sandwiches and ready meals.

Members of this group tend to have the main responsibility for shopping and cooking.

When it comes to food safety in the home, they are most likely to follow the recommended practices. They have good levels of knowledge regarding food safety, good storage practices, hand washing and understanding of the importance of avoiding cross-contamination. They are most likely to know the correct fridge temperature and check ~ it at least once a month.

When eating out, they have good recognition of FHRS and are likely to use hygiene rating scores when choosing a place to eat out. They have high levels of trust in the FSA.

### Key facts at a glance

- High recognition of FHRS – 94% versus average of 87%
- Most aware of hygiene when eating out – 93% versus average of 82%
- Most likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination
- High levels of responsibility for cooking and shopping – 97% versus average of 90% for cooking and 94% versus average of 88% for shopping
- More likely to enjoy cooking and make time for it – 79% enjoy cooking versus average of 67% and 86% disagree they do not have time to cook versus average of 69%
- Above average satisfaction with life, income and leisure – respectively, 80%, 71% and 66% combined for ‘completely, mostly or somewhat satisfied’ (compared to respective means of 71%, 62% and 62%)

## Segment demographic breakdown

- 61% are female (average: 51%)
- 74% are married or co-habiting (average: 63%)
- 29% are married with children (average: 23%)
- 55% have an annual household income above £26,000 (average: 47%)
- 40% have a degree (average: 32%)

## Where they live in the UK

- North East: 3%
- North West: 8%
- Yorkshire & Humberside: 6%
- East Midlands: 8%
- West Midlands: 9%
- East of England: 13%
- London: 13%
- South East: 18%
- South West: 13%
- Wales: 5%
- Northern Ireland: 3%

## Their trust in the FSA

- 49% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 66% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 50% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## Cooking and eating at home

This group are most likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination

- 87% always wash their hands before preparing food (average: 82%)
- 91% always wash their hands after handling raw meat (average: 85%)
- 69% know the recommended fridge temp (average: 50%) This group are most likely to know this and most likely to check the temperature at least monthly (94% versus average of 42%)
- 46% check the middle when reheating to make sure it is hot (average: 33%)  
This group are most likely to do this
- 55% always use different chopping boards for raw and cooked foods (average: 45%) This group are most likely to do this
- 45% usually defrost meat and fish in the fridge in line with recommended practice (average: 32%) This group are most likely to do this
- 75% never store open tins in the fridge (average: 65%) This group are least likely to do this

## FHRS and eating out

This group have a high recognition of FHRS, a higher than average use of the scores and are most aware of hygiene when eating out.

- 74% have eaten at a restaurant in the last month (average: 69%)
- 6% say they are unaware of hygiene when eating out (average: 15%), this group are most aware of hygiene when eating out
- 63% say the FHRS scores are important when choosing somewhere to eat (average: 55%)
- 60% use the FHRS scores as a source of information about hygiene (average: 50%)

## How we can reach them

They are more likely to:

- Read the local newspaper (28%), Daily Mail (24%), The Guardian (24%), The Times (21%) on a daily basis and The Sunday Times, Mail On Sunday and The Sunday Telegraph on the weekend
- Listen to BBC Radio 2, Heart FM and BBC Radio 4 for news
- Read magazines like Tesco Magazine (20%), BBC Good Food (18%) and OK! (13%)
- Receive TV through Freeview (49%), watching most channels in line with the average
- Use Facebook (63% versus avg. 61%). This group has a slightly above average use of social media (72% versus avg. 69%)

They are less likely to:

- Read online news sites, but when they do, BBC News (58%), Channel 4 News (33%) and Google News (34%) are the most popular choices
- Listen to local radio and more likely to listen to Heart, BBC Radio 1, Capital and BBC Radio 2
- This group have average ...
  - Use of on-demand or streaming services
  - Internet usage and behaviour

## 5. Frequent Foodies segment

The Frequent Foodies segment account for 15% of our audience.

**“I like cooking and I'm a bit of a carnivore! I also enjoy eating out and getting takeaway food from cafes and coffee shops.”**

They enjoy cooking but are less passionate about home cooking than the Confident Cookaholics. They have higher than average consumption of meat and are less likely to be vegetarians.

They have high levels of eating out in cafes/coffee shops and average rates of eating out at restaurants. They have high levels of recognition of FHRS and are more likely than average to use hygiene scores to gain information about the hygiene levels of establishments when eating out.

When cooking at home, they have better than average understanding of good hygiene and good knowledge of the importance of cross-contamination.

This group are slightly younger than average, with a higher proportion aged 16-34. They are also amongst the highest proportion who have had an alcoholic drink in the past 12 months.

### Key facts at a glance

- Generally enjoy cooking – 75% enjoy cooking versus average of 67%
- Least likely to be vegetarian or vegan – 99% not either versus average of 66%
- Higher than average consumption of meat – 2% never eat chicken or turkey versus average of 7%
- Amongst the highest proportion who have had an alcoholic drink in the past 12 months – 87% versus average of 80%
- Like to eat out – In the last month, 57% ate in a cafe/coffee shop versus the average of 47%, and 43% bought takeaway food from a cafe or sandwich bar versus average of 37%
- High recognition of FHRS – 94% versus average of 87%

- Higher than average use of FHRS scores
- Highly likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination

## Segment demographic breakdown

- 38% are aged 16-34 (average: 30%)
- 10% are single with children (average: 6%)
- 93% are from a white background (average: 86%), this is the highest proportion of people from a white background
- 46% are not religious (average: 38%), this is the highest proportion of no religion
- 55% have an annual household income above £26,000 (average: 47%)
- 28% have an annual household income above £52,000 (average: 23%)

## Where they live in the UK

- North East: 7%
- North West: 14%
- Yorkshire & Humberside: 9%
- East Midlands: 6%
- West Midlands: 11%
- East of England: 12%
- London: 8%
- South East: 14%
- South West: 9%
- Wales: 5%
- Northern Ireland: 4%



## **Their trust in the FSA**

- 44% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 61% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 45% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## **Cooking and eating at home**

This group are highly likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination.

- 68% store raw meat and poultry on the bottom shelf of the fridge (average: 59%)
- 51% always use different chopping boards for raw and cooked foods (average: 45%)
- 87% check use by dates before cooking or preparing food (average: 81%)
- 85% always wash their hands before preparing or cooking food (average: 82%)

## **FHRS and eating out**

This group have a high recognition of FHRS, a higher than average use of the scores and are aware of hygiene when eating out

- 57% have eaten at a cafe/coffee shop in the last month (average: 47%)
- 43% have purchased takeaway food from a cafe or sandwich bar in the last month (average: 37%)
- 9% say they are unaware of hygiene when eating out (average: 15%)
- 59% say the FHRS scores are important when choosing somewhere to eat (average: 55%)
- 63% use the FHRS scores as a source of information about hygiene (average: 50%)

## How we can reach them

They are more likely to:

- Read the local newspaper (29%), Daily Mail (25%), The Guardian (25%), The Times (23%) on a daily basis and The Sunday Times (21%), Mail On Sunday (17%) and The Sunday Telegraph (16%) on the weekend
- Listen to Heart, BBC Radio 1, BBC Radio 2, Capital and local radio. The highest proportion of any group listen to BBC Radio 2 and Capital for news
- Read magazines like Tesco Magazine and BBC Good Food. For news this group is more likely to read The Economist
- Use Facebook (62% versus avg. 61%). This group has an average use of social media (72% versus avg. 69%). After Facebook, their most popular channel is Whatsapp (49% versus avg. 42%)
- Receive TV through Freeview (50%), watching most channels in line with the average
- Listen to/watch YouTube (51%) and Spotify (33%)
- Use Facebook (39%) and Instagram (17%) for news
- Go online to read news sites and look up information for leisure time

## 6. Decadent Diners segment

The Decadent Diners segment account for 17% of our audience.

**"I love eating out, whether that's in restaurants, cafes or coffee shops. I find the FHRS really useful."**

This group are most likely to eat out in a restaurant or cafe/coffee shop and more likely to buy food to eat on the go. They are also more likely to eat pre-packaged sandwiches and to buy takeaway food from a cafe/coffee shop to eat out. They have the highest recognition of FHRS and use the scores when finding information about the hygiene of the establishment.

They have high levels of agreement when asked if they enjoy preparing and cooking food and are most likely to say they have time for cooking.

This group is mixed with regards to food safety practices in the home. There are some practices they are more likely to follow, such as not reheating food more than once, but lower than average levels of hand washing before preparing food.

This group has the highest proportion of people with a degree and the highest incomes. They also have a high level of trust in the FSA.

### Key facts at a glance

- Highest income of all the groups – 30% annual household income above £52,000 versus average of 23%
- Highest level of qualifications of all the groups – 43% have a degree versus average of 32%
- More likely to enjoy cooking and make time for it – 82% enjoy cooking versus average of 67% and 1% agree they do not have time to cook versus average of 19%
- Highest proportion of any group who have had an alcoholic drink in the past 12 months – 89%, compared to average of 80%
- Higher than average consumption of chicken – 44% eat chicken at least 3-4 times a week versus average of 37%

- More likely to eat pre-packaged sandwiches – 25% never eat them versus average of 38%
- Most likely to eat out – only 2% say they never eat out versus the average of 8%
- Highest recognition of FHRS – 95% versus average of 87%
- Most likely to know not to reheat leftovers more than once – 84% versus average of 75%

## Segment demographic breakdown

- 23% are aged 45-54 (average: 18%) / 19% are aged 35-44 (average: 16%)
- 68% are married (average: 63%)
- 93% are from a white ethnic background (average: 86%)
- 45% are not religious (average: 38%)
- 30% have an annual household income above £52,000 (average: 23%), they have the highest income of all the groups
- 43% have a degree (average: 32%), they have the highest level of qualifications of all the groups

## Where they live in the UK

- North East: 3%
- North West: 10%
- Yorkshire & Humberside: 10%
- East Midlands: 9%
- West Midlands: 11%
- East of England: 9%
- London: 14%
- South East: 17%
- South West: 8%
- Wales: 5%

- Northern Ireland: 3%

## **Their trust in the FSA**

- 48% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 64% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)
- 52% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## **Cooking and eating in the home**

This group has mixed compliance with recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination.

- 95% have the main responsibility for cooking at home (average: 90%)
- 78% always wash their hands before preparing food (average: 82%)
- 38% usually defrost meat and fish in the fridge in line with recommended practice (average: 32%)
- 53% do not use different chopping boards for raw and cooked foods (average: 48%)
- 66% know that chopping boards need to be washed to avoid cross-contamination (average: 58%)
- 18% check the temperature of their fridge at least monthly (average: 42%)
- 84% know not to reheat leftovers more than once (average: 75%), this group is most likely to know this
- 39% check the middle when re-heating to make sure it is hot (average: 33%)

## **FHRS and eating out**

This group are the most likely to eat out and have the highest rates of eating in restaurants and cafes. They also have the highest recognition of FHRS.

- 2% say they never eat out (average: 8%) This group are the most likely to eat out
- 81% have eaten at a restaurant in the last month (average: 69%) 60% have eaten at a cafe/coffee shop in the last month (average: 47%), this group are most likely to eat in restaurants and cafes
- 49% have purchased takeaway food from a cafe or sandwich bar in the last month (average: 37%)
- 19% Say they are unaware of hygiene when eating out (average: 15%)
- 59% say the FHRs scores are important when choosing somewhere to eat (average: 55%)
- 61% use FHRs scores as a source of information about hygiene (average: 50%)

## How we can reach them

They are more likely to:

- Read online news sites including BBC News (60%), Channel 4 (32%) and Google News (32%)
- Use on-demand or streaming services (71% versus avg. 59%). This group have the highest proportion using these services
- Use social media. This group have the highest proportion using social media (82% versus avg. 69%) and are more likely to use Facebook. This group have the highest proportion that use Facebook for news
- Go online – this group have the highest proportion that use the internet and they mainly go online to look up information for leisure time
- This group are the highest users of Instagram (38% versus avg. 26%), Snapchat (28% versus avg. 17%). Along with the Grab and Goers, they are also the highest users of LinkedIn (16% versus avg. 11%)

They are less likely to:

- Read newspapers, but when they do, the local newspaper, Daily Mail, The Guardian and The Times are the most popular choices. Their top weekend newspapers are The Sunday Times and Mail On Sunday

- Listen to the radio, but when they do, Heart, BBC Radio 1, BBC Radio 2, local radio and Capital are the most popular choices. They are most likely to listen to BBC Radio 2, BBC Radio 4 and BBC Radio 1 for news
- Read magazines, but when they do, Tesco Magazine and BBC Good Food are the most popular choices. For news, this group is more likely to read The Economist
- Receive TV through Freeview. This group are least likely to do this (39% compared to mean of 44%). 35% use Sky Digital and 18% Virgin Media, watching most channels in line with the average

## 7. Conventional Cooks segment

The Conventional Cooks segment account for 14% of our audience.

**“I don't eat out much, I'll cook at home. I don't really pay attention to food safety advice like use by dates.”**

They have low levels of worry about food safety and have an average understanding of good food safety practices. They are less likely to refer to use by dates or know the recommended fridge temperature.

However, they have above-average levels of hand washing, are more likely to ensure food is cooked through and wash fruit and vegetables.

This group is less likely to eat out in restaurants or cafes and they are very unlikely to buy food from a sandwich bar or cafe to take away. They have low recognition of FHRS and are less likely to say the scores are important when choosing where to eat out.

This group tend to be retired and have an average income.

### Key facts at a glance

- Oldest audience group – 25% are aged 65-74 years (average: 13%)
- Highest satisfaction with life, income and leisure of any group
- Feel calm more than any other group – 70% felt calm most or all of the time in the past 4 weeks (mean: 54%)
- More likely to say that they enjoy cooking – 74% agreed (average: 67%)
- Most likely to say food must be cooked through until steaming hot – 81% always (average: 77%)
- Least likely to eat pink burgers – 9% will eat pink burgers (average: 22%)
- Less likely to check use by dates – 73% (average : 81%)
- Very unlikely to eat pre-packaged sandwiches – 59% never (average: 38%)
- Very unlikely to eat ready meals – 44% never (average: 34%)
- Low levels of eating out – 15% say they never eat out (average: 8%)



- Second lowest recognition of FHRS – 71% recognised (average: 87%)

## Segment demographic breakdown

- 26% are aged 65-74 (average: 13%) / 19% are aged 75+ (average: 9%)
- 61% are female (average: 51%)
- 52% are married without children (average: 41%)
- 64% identify as Christian (average 52%), this is the highest proportion of any group
- 45% are retired (average 22%)

## Where they live in the UK

- North East: 3%
- North West: 13%
- Yorkshire & Humberside: 9%
- East Midlands: 8%
- West Midlands: 8%
- East of England: 10%
- London: 14%
- South East: 15%
- South West: 12%
- Wales: 5%
- Northern Ireland: 2%

## Their trust in the FSA

- 50% thought there was a high likelihood that if they reported a food related issue to the FSA, the problem would be looked into (average: 44%)
- 62% thought there was a high likelihood that if new evidence about food safety came to light, the FSA would inform the public (average: 59%)

- 48% thought that there was a high likelihood that the FSA is impartial (average: 44%)

## Cooking and eating at home

This group are less likely to follow recommended practices for cleanliness, cooking, chilling, and prevention of cross-contamination.

- 81% say food must be cooked through until steaming hot (average: 77%), this group are more likely to say this
- 9% eat pink burgers (average: 22%). This group are the least likely to do this
- 52% know that chopping boards need to be washed to avoid cross-contamination (average: 58%)
- 64% wash fruit and vegetables that will be eaten raw (average: 54%)
- 73% check use by dates before cooking or preparing food (average: 81%)
- 41% know the recommended fridge temperature (average: 50%) and 16% check the temperature of their fridge at least monthly (average: 42%)

## FHRS and eating out

This group have the second lowest levels of recognition of FHRS and are less likely to eat out in any form.

- 15% say they never eat out (average: 8%)
- 58% have eaten at a restaurant in the last month (average: 69%). 34% have eaten at a café / coffee shop in the last month (average: 47%)
- 19% have purchased takeaway food from a cafe or sandwich bar in the last month (average: 37%)
- 19% say they are unaware of hygiene when eating out (average: 15%)
- 47% say the FHRS scores are important when choosing somewhere to eat (average: 55%)
- 32% use FHRS scores as a source of information about hygiene (average: 50%)

## How we can reach them

They are more likely to:

- Read local newspapers on a daily basis (31%) and the Daily Mail (26%) and The Times (18%). Their top weekly newspaper is the Mail On Sunday
- Listen to Heart or BBC Radio 2. The highest proportion of any group listen to BBC Radio 4 (18%), BBC Radio 2 (16%) and BBC Radio 5 Live (9%) for news
- Read magazines like Tesco Magazine and BBC Good Food. For news this group is more likely to read The Week
- Receive TV through Freeview (49%), with the highest proportion of any group watching BBC 1 (62%), ITV (60%), Channel 4 (58%), BBC 2 (55%) and Channel 5 (47%)

They are less likely to:

- Read The Guardian or The Sun
- Read online news sites, but when they do, BBC News (51%), Channel 4 News (29%) and Google News (26%) are the most popular choices
- Use on-demand or streaming services. This group have the lowest proportion using these services
- Use social media. This group have the lowest proportion using social media (37% versus avg. 69%). When they do use social media, their preferred platform is Facebook (33% versus avg. 61%)
- Go online – this group are amongst the lowest proportion who go online



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