

MAGNETIC

PASSION POINTS
THE FOODIE



THE FOODIE SEGMENTATION

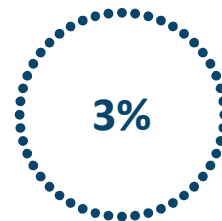
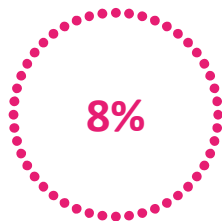
FOODIES

KEEN
FOODIES

SUPER KEEN
FOODIES



MARKET SIZE



% OF GB POP



CREATING THE GROUPS

Magazines

Very Interested in:

- Food & Drink
- Cooking/Recipes

Newspapers

Very Interested in:

- Food & Drink
- Cooking/Recipes

Word of Mouth

Have a large amount of knowledge about:

- Food & Dining

Internet

Regularly visit sites on:

- Food, Cuisine

Television

Programme Types:

- Usually Watch Food & Cookery

Radio

Programme TV Types:

- I specially choose to listen to Food/Cookery shows

FOODIES

(AGREE WITH 2/8 STATEMENTS)

KEEN FOODIES

(AGREE WITH 4/8 STATEMENTS)

SUPER KEEN FOODIES

(AGREE WITH 6/8 STATEMENTS)



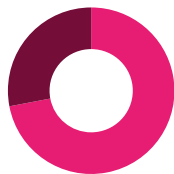
DEMOGRAPHIC PROFILE

FOODIES



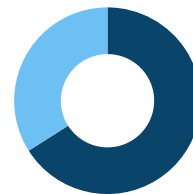
69% FEMALE

KEEN FOODIES



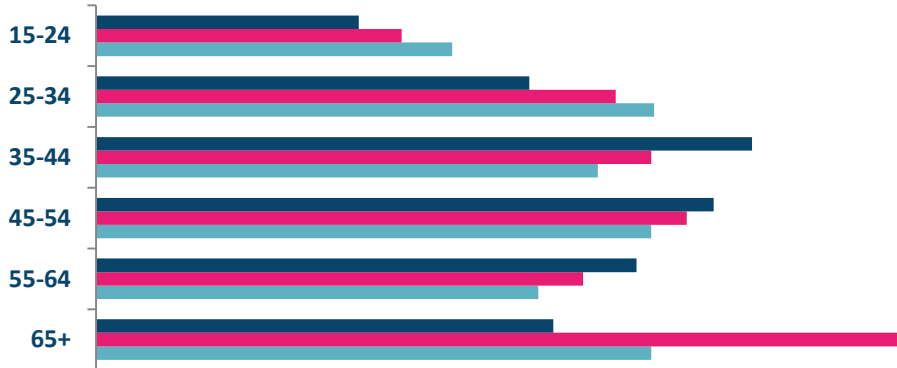
72% FEMALE

SUPER KEEN FOODIES

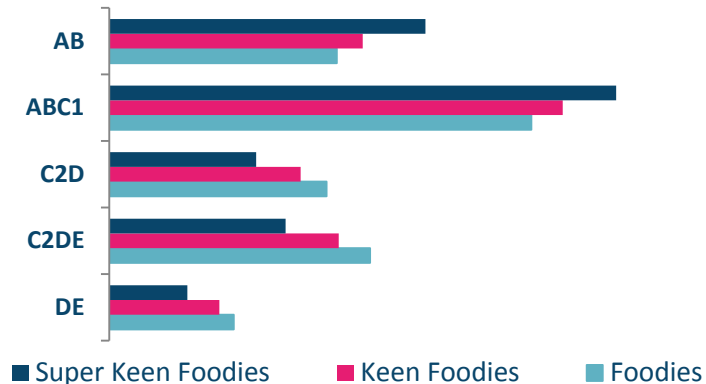


66% FEMALE

AGE GROUP

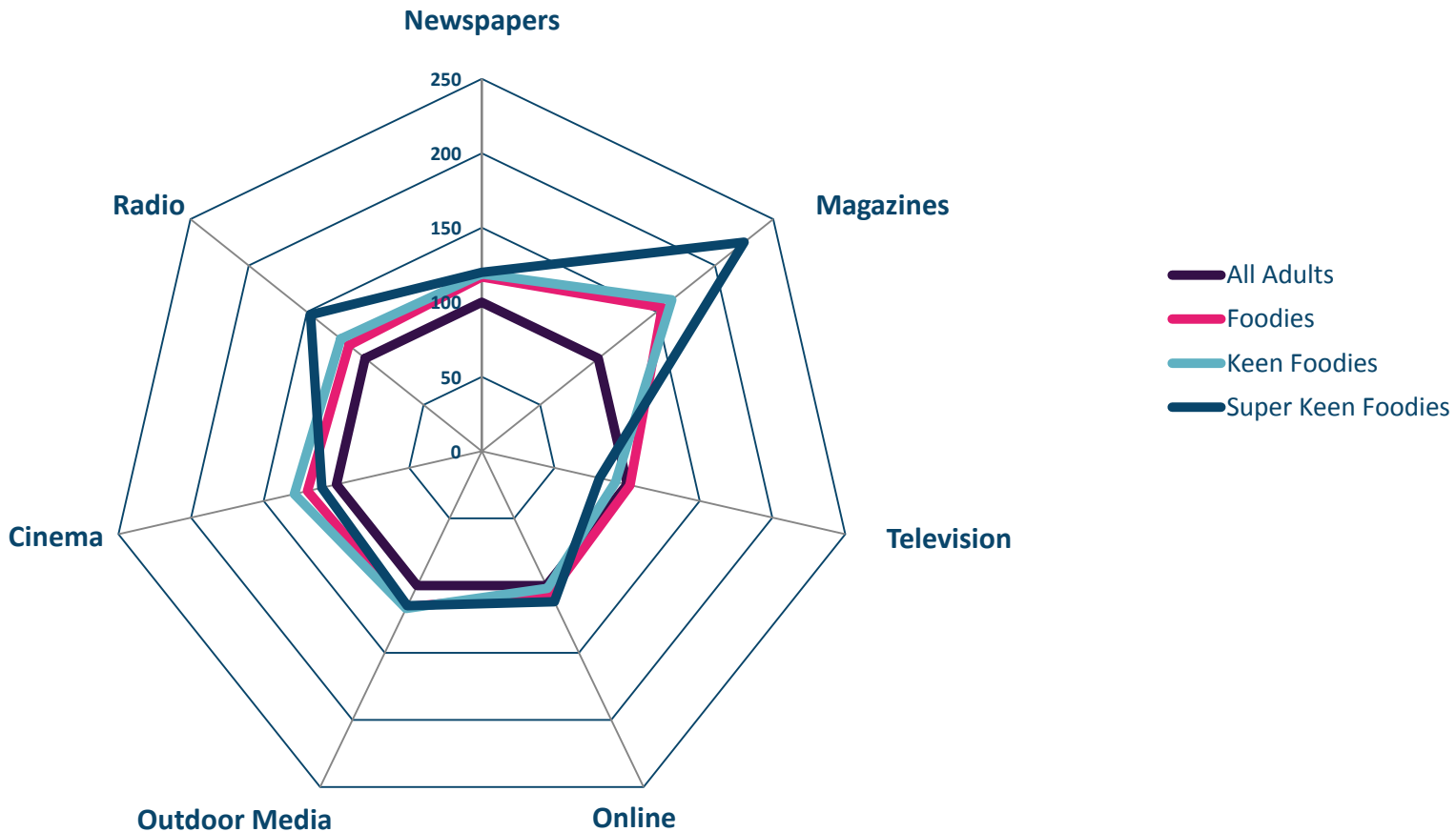


SOCIAL GRADE





MEDIA CONSUMPTION



MNQ 1: Heaviest 20% of each media



TOP MAGAZINES – BY INDEX

FOODIES

1.	Olive	370
2.	BBC Easy Cook	354
3.	Delicious	336
4.	Jamie Magazine	331
5.	BBC Good Food	327
6.	InStyle	306
7.	House & Garden	281
8.	Woman & Home	280
9.	Lonely Planet	279
10.	Livingetc	272

KEEN FOODIES

1.	Olive	567
2.	Delicious	524
3.	BBC Good Food	484
4.	Jamie Magazine	459
5.	Harper's Bazaar	456
6.	BBC Easy Cook	433
7.	Wedding	430
8.	Vanity Fair	420
9.	Red	414
10.	House & Garden	399

SUPER KEEN FOODIES

1.	Olive	940
2.	Delicious	882
3.	Harper's Bazaar	802
4.	BBC Good Food	621
5.	House & Garden	607
6.	Jamie Magazine	560
7.	Times Educational	552
8.	Waitrose	522
9.	Vogue	414
10.	Wedding	516



TOP LIFESTYLE STATEMENTS

TOP LIFESTYLE STATEMENTS ON TGI	FOODIES		KEEN FOODIES		SUPER KEEN FOODIES	
	%	Index	%	Index	%	Index
The kitchen is the most important room in my house	34%	170	36%	181	46%	228
News on Food Influences my Dietary Habits	32%	176	35%	190	40%	216
Newspaper supplements are really worth having	25%	166	29%	192	32%	211
I can't resist expensive perfume/aftershave	22%	162	25%	186	27%	205
I like to go to trendy places to eat and drink	27%	161	30%	178	34%	202
I am prepared to pay more for good quality wine	46%	153	54%	179	60%	200
Magazines give me ideas on how to improve my home	48%	168	55%	190	57%	199



FOOD SHOPPING EXPENDITURE

