PASSION POINTS
THE FOODIE
THE FOODIE SEGMENTATION

FOODIES

- 9.6m
- 19%

KEEN FOODIES

- 4.05m
- 8%

SUPER KEEN FOODIES

- 1.4m
- 3%

MARKET SIZE

% OF GB POP

Source: GB TGI 2015 Base: All Adults 15+
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)

Source: GB TGI 2015
DEMOGRAPHIC PROFILE

FOODIES
- 69% FEMALE

KEEN FOODIES
- 72% FEMALE

SUPER KEEN FOODIES
- 66% FEMALE

AGE GROUP

15-24
25-34
35-44
45-54
55-64
65+

SOCIAL GRADE

Super Keen Foodies
Keen Foodies
Foodies

Source: GB TGI 2015
Base: All Adults 15+
MEDIA CONSUMPTION

MNQ 1: Heaviest 20% of each media

Source: GB TGI 2015
Base: All Adults 15+
<table>
<thead>
<tr>
<th>FOODIES</th>
<th>KEEN FOODIES</th>
<th>SUPER KEEN FOODIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Olive</td>
<td>370</td>
<td>1. Olive</td>
</tr>
<tr>
<td>2. BBC Easy Cook</td>
<td>354</td>
<td>2. Delicious</td>
</tr>
<tr>
<td>3. Delicious</td>
<td>336</td>
<td>3. BBC Good Food</td>
</tr>
<tr>
<td>5. BBC Good Food</td>
<td>327</td>
<td>5. Harper’s Bazaar</td>
</tr>
<tr>
<td>7. House &amp; Garden</td>
<td>281</td>
<td>7. Times Educational</td>
</tr>
<tr>
<td>8. Woman &amp; Home</td>
<td>280</td>
<td>8. Waitrose</td>
</tr>
<tr>
<td>10. Livingetc</td>
<td>272</td>
<td>10. Wedding</td>
</tr>
</tbody>
</table>

Source: GB TGI 2015
Base: All Adults 15+
## TOP LIFESTYLE STATEMENTS ON TGI

<table>
<thead>
<tr>
<th>TOP LIFESTYLE STATEMENTS ON TGI</th>
<th>FOODIES</th>
<th>KEEN FOODIES</th>
<th>SUPER KEEN FOODIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Index</td>
<td>%</td>
</tr>
<tr>
<td>The kitchen is the most important room in my house</td>
<td>34%</td>
<td>170</td>
<td>36%</td>
</tr>
<tr>
<td>News on Food Influences my Dietary Habits</td>
<td>32%</td>
<td>176</td>
<td>35%</td>
</tr>
<tr>
<td>Newspaper supplements are really worth having</td>
<td>25%</td>
<td>166</td>
<td>29%</td>
</tr>
<tr>
<td>I can’t resist expensive perfume/aftershave</td>
<td>22%</td>
<td>162</td>
<td>25%</td>
</tr>
<tr>
<td>I like to go to trendy places to eat and drink</td>
<td>27%</td>
<td>161</td>
<td>30%</td>
</tr>
<tr>
<td>I am prepared to pay more for good quality wine</td>
<td>46%</td>
<td>153</td>
<td>54%</td>
</tr>
<tr>
<td>Magazines give me ideas on how to improve my home</td>
<td>48%</td>
<td>168</td>
<td>55%</td>
</tr>
</tbody>
</table>

Source: GB TGI 2015

Base: All Adults 15+
## FOOD SHOPPING EXPENDITURE

<table>
<thead>
<tr>
<th>Category</th>
<th>ALL GB ADULTS</th>
<th>FOODIES</th>
<th>KEEN FOODIES</th>
<th>SUPER KEEN FOODIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Spend in the last week</td>
<td>£98</td>
<td>£107</td>
<td>£109</td>
<td>£111</td>
</tr>
<tr>
<td>% Heavy Shoppers</td>
<td>23%</td>
<td>26%</td>
<td>31%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: GB TGI 2015

Base: All Adults 15+