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The Roy Morgan and FPC Magazines Food Segmentation Study

FPC Magazines, Australia's leading food magazine publisher, has launched Food Now, a major national study into consumer food habits in Australia, developed in conjunction with Roy Morgan.

Food Now provides a unique snapshot of food trends in Australia by dividing the entire population into seven different segments based on their shopping, cooking and eating habits. Each segment is then described in detail and includes comprehensive information on product and service usage, dining habits, food-related behaviour, media consumption and more.

"This food segmentation study is the first time we have been able to present a broad overview of the entire population. It will enable us to see the whole world of food through the eyes of the different people within the segments," says Michelle Levine, Chief Executive, Roy Morgan Research.

"FPC Magazines publishes 76% of all food magazines in Australia and is regarded as the food expert. Last year we realised that the industry, and our clients, needed comprehensive and up-to-date information on food trends in Australia," says Michael McHugh, Group General Manager, FPC Magazines. "This study will be enormously beneficial to our advertisers and all those companies marketing products and services to household consumers. Not only does it identify the people most likely to consume different products, but it then explains the best ways to reach them."

The Food Now study was conducted as part of the Roy Morgan Single Source survey, which is made up of face-to-face interviews with approximately 55,000 Australians. The information available from the Food Now study will be ongoing as it is part of Roy Morgan's database.

The seven key consumer groups are: House Proud (21% of the population), Trendsetter (9% of the population), Entertainer (10% of the population), Old-fashioned Cook (10% of the population), Zappit (17% of the population), Take-it-away (11% of the population) and Just Feed Me (22% of the population).

Food Now is exclusive to FPC Magazines for a period of nine months. During this time, FPC clients and Roy Morgan subscribers can access the database by contacting FPC Magazines.

For further information or to organise an interview please contact Kat Vidovic,
Media and Communications Manager, FPC Magazines on 02 9353 6684 or 0408 426 002.

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