

Food and Lifestyle Segmentation



Food is an integral part of American culture, and understanding Americans' food habits provides us with a greater understanding of consumer lifestyles, attitudes, and purchase behaviors.

The MRI-Simmons Food and Lifestyle consumer segmentation provides marketers with deep insights into consumers' diverse eating habits and attitudes about food.

The Food and Lifestyle Segmentation consists of five distinct groups:

- **Convenience and Ease:** Want food that is fast, convenient, and easy to prepare and/or eat. They show little interest in cooking, healthy eating, or nutritional value. These eaters prefer picking up a prepared meal to spending time cooking at home.
- **Reformed Traditionals:** Have come to realize that they should make healthier choices in food rather than letting convenience be the guiding force. They stay away from junk food, watch their fat intake, and always look for information about the food that they buy.
- **Variety on a Budget:** Are very busy and frequently eat on the run. They see frozen food as a convenient alternative to preparing meals with fresh ingredients. They are interested in gourmet food - as long as it fits into their budget.
- **True Foodies:** Passionate about food and spend a lot of time cooking at home. They prefer fresh ingredients and organic food and consider themselves culinary experts. Variety is the spice of their life, and they love to try different cuisines.
- **Weekend Cooks:** Have some interest in cooking, but are mostly sociable home chefs. When they can find time in their busy schedule, they love to cook for friends and family. For this group, healthy food is tasty food, although they do indulge their cravings.

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