

*Approaches to audience
segmentation for citizen food
waste prevention in the UK*



Helen White
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“Love Food Hate Waste”

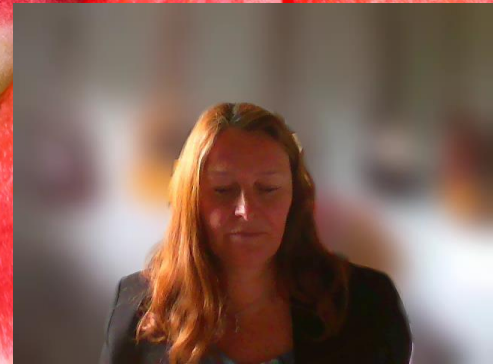
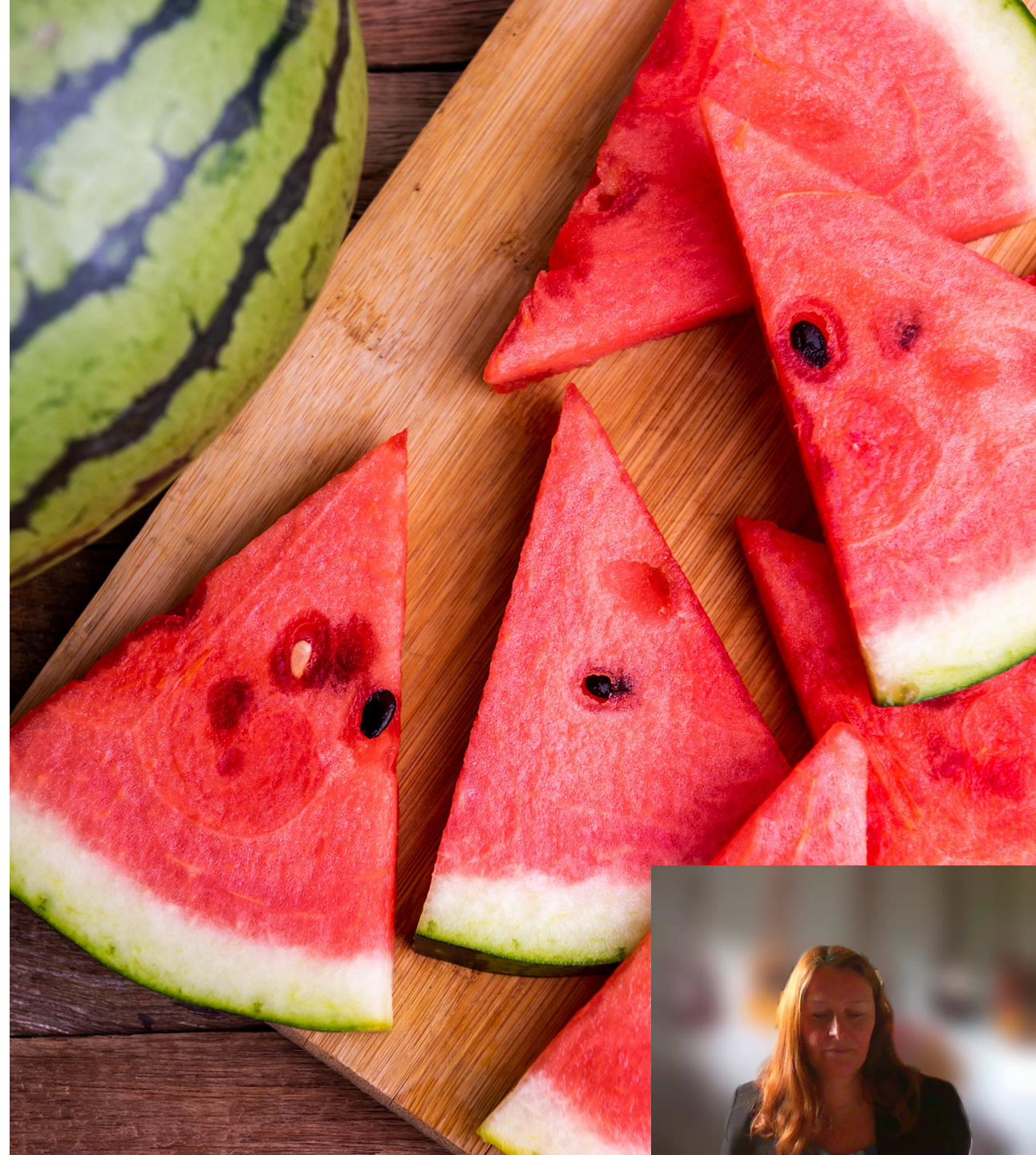
Quantitative survey of 4,500 adults

Attitudes to food and cooking

Food waste prevention behaviours

Depth interviews with 16 households

Five-segment solution





ASPIRATIONAL DISCOVERERS

LOVE FOOD, HIGH WASTE



PRIORITY

FOOD WASTE RATING: **HIGH**

KEY CHARACTERISTIC



Digitally savvy, socially active, mainstream media



When I'm buying it, I'm thinking that's such a good deal for such a big packet, and then I open it up and leave it in the fridge and it goes off.

Female, 20s, Manchester

This is the youngest, most urban and most diverse segment. They are ambitious in their careers, embracing a busy lifestyle with plans often changing at the last minute.

WHO ARE THEY?

- A young, busy and digitally engaged group
- Passionate about everything, including food
- **Critically important to WRAP as positive behaviour change now can last into the future**

BEHAVIOURS

This group is still learning how to shop, cook and run a household, and are **receptive to messages** that help them become smarter and savvier.

They won't change their routines wholesale to waste less, but there's a role for **big-picture motivation** in helping drive meaningful everyday change.

SNAPSHOT



Young and diverse

Some struggling, have kids in the household, mostly **renting or paying mortgage**

Like **cooking**, confident but busy and disruptive home lives get in the way

Plan ahead & shop online

Very confident, but not all behaviours are good

Trusting, busy, ambitious, **health conscious**, caring

Digitally savvy, socially active, mainstream media

KEY BEHAVIOURS TO TARGET

ENVIRONMENTAL PERCEPTION

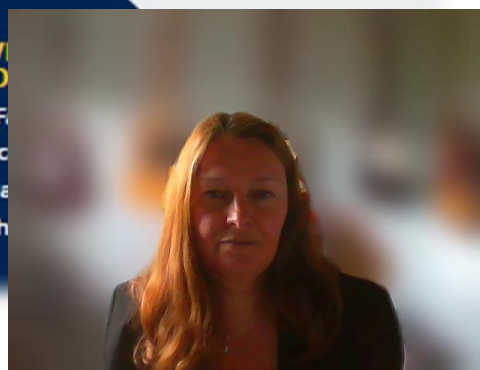
Worried about **climate change** but feel their everyday actions don't make a difference to the environment

COOKING AND EATING

Foodies
Open to learning
Still learning

INTERVIEW NEED

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Simple a
Ch



“Sustainable Lifestyles”

Quantitative survey of 6,244 adults

Primary ‘input’ measures

Secondary ‘profiling’ measures

Values-outlook based

Solutions from four – 10 segments

Eight-segment solution



Rejectors; contrarians; mind made up; anti-environment; insular/inward focused; liveability and durability

Millennial; value driven; green; idealistic; social justice/fairness; global; busy; urban; hedonistic; social status; early adopters; big consumers; potential value-action gap

Buy, buy, buy; hedonistic and social status; early adopters; segment 1's cousins; urban; higher income; busy; environment important but someone else's problem

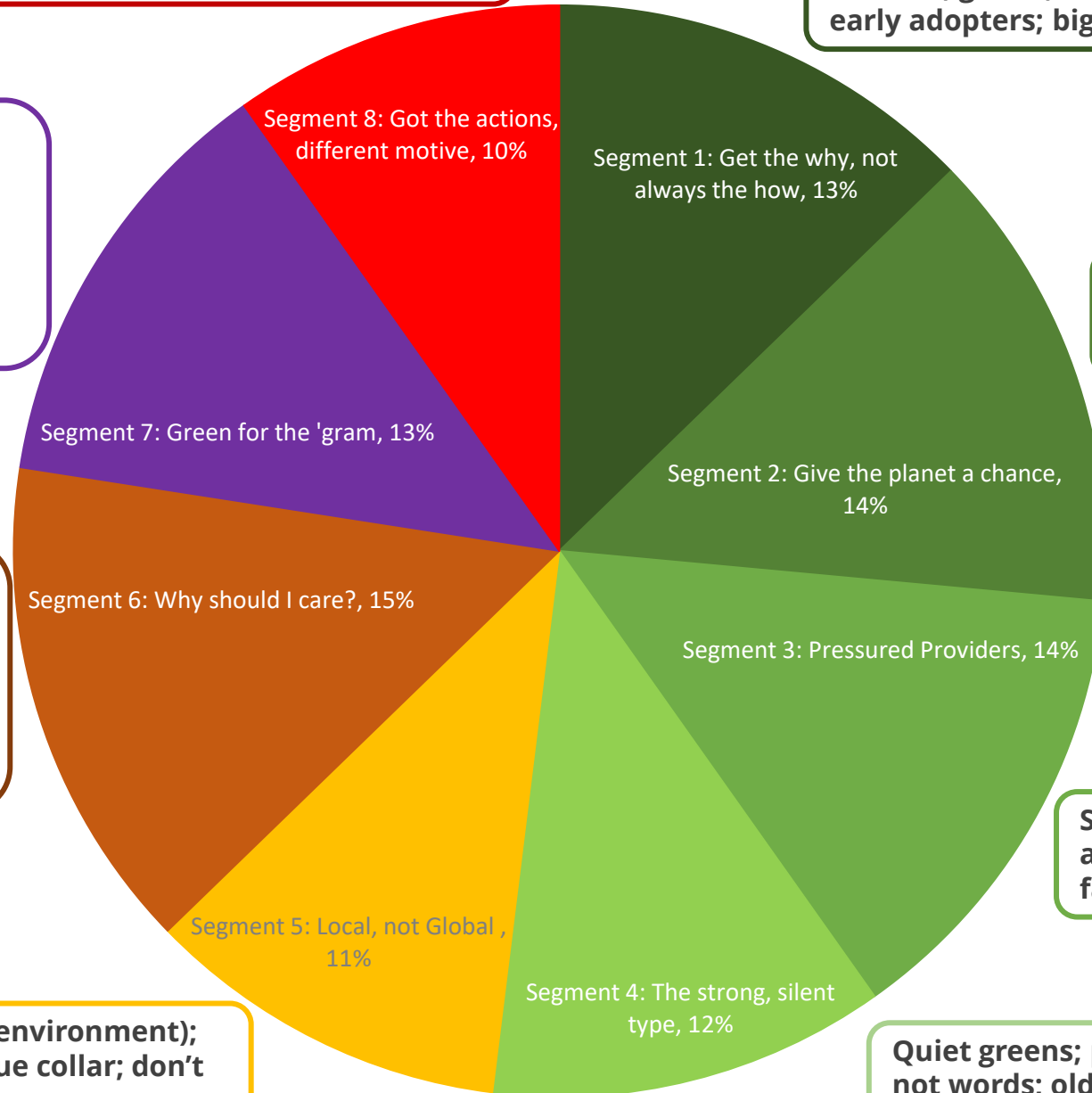
Older; green; open/global; social justice/fairness; rule-abiding; do the right thing and go the extra mile

Indifferent; disengaged; living in their own bubble; mass market; consumption and fast fashion; buy-dispose-repeat

Stretched; pressured (time; money); middle aged; green; open/global; fairness; conscientious

Local not global; liveability (not environment); narrow horizons; older; C2DE; blue collar; don't like big change; get on with it

Quiet greens; practical; functional; not words; older; late majority adopting; caring; non-foodies; non-social status



Segment 1: Get the why, not always the how.

Think green and big consumers.

Environment & climate change

All environmental issues considered important – especially **global issues** (e.g. climate change; habitat/biodiversity loss)
Strong pro-environmental values:

- 94% think there is a **climate emergency**;
- 92% think there is a **scientific consensus** on climate change; and
- 91% say they are prepared to make **lifestyle compromises**.



Food waste

- Enjoy cooking (87%)
- Care where food has come from (75%)



How to target and talk to segment 1

Recycling



- Feel their recycling efforts are worthwhile (91%)
- Receptive to recycling everything they can kerbside (84%) and recycling food waste (73%)

Dispose of more items incorrectly (3.5)

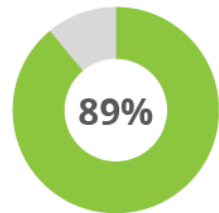


3.2 national average

Plastic waste

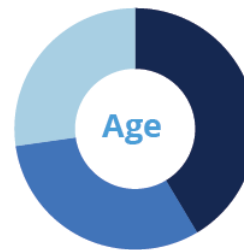
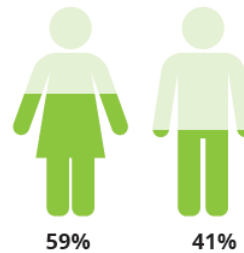


- Highly receptive to buying fruit/veg without plastic packaging (84%), using a reusable cup (81%) and in-store refill (57%)



Consider plastic waste a key issue

Demographics



- Higher social grade and above average income
- More likely to live in big cities (54%)
- More likely to have a degree/higher degree (55%)
- Feel under time pressure day to day (54%)



Media consumption

Big consumers of news media

1. Guardian (31%)
2. Mail (26%)
3. Sun (19%);
4. Metro (18%)
5. Independent (16%)

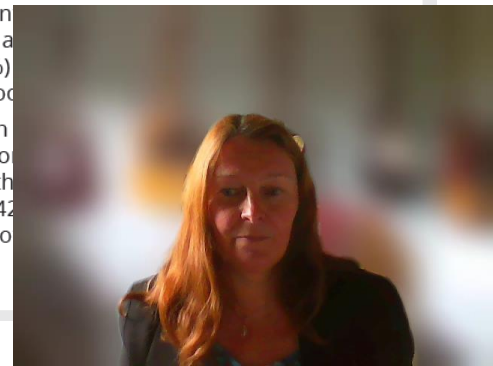
Political outlook



- Wind turbines (91%)
- Lockdowns to control Covid-19 (78%)
- BBC (72%)
- Extinction Rebellion (51%)
- GM food (60%)
- Brexit (58%)
- Nuclear power (46%)

Value outlooks

- Caring for the environment
- Social justice/fairness for all
- Help/care for others (72%)
- Global/international outlook
- Also above average affiliation
- Having a clean and tidy home
- Having a stylish home with
- Having fun/a good time (42%)
- Caring what others think of



THANK YOU

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Helen White advises at WRAP on citizen behaviour change to reduce household food waste, and works with food retailers, manufacturers and brands.

She is also WRAP's media spokesperson on citizen food waste prevention.

Helen has played a key role in defining WRAP's approach to citizen food waste prevention and the development of the **Love Food Hate Waste** campaign.

wrap.org.uk



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lovefoodhatewaste.com

