

YouGov/Very Lazy Survey Results

Sample Size: 2070

Fieldwork: 16th - 19th March 2012

Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Approximately how many days a week do you cook (i.e. generally in any form) a meal at home? (If you don't cook at home, please tick the relevant 'Not applicable' option)

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58	
1 to 2 days a week		11%	15%	7%	12%	16%	8%	13%	8%	10%	11%	10%	12%	9%	14%	10%	11%	7%	16%
3 to 4 days a week		16%	16%	16%	28%	21%	18%	14%	9%	15%	18%	18%	18%	16%	17%	14%	16%	11%	15%
5 to 6 days a week		28%	27%	29%	23%	31%	32%	27%	27%	31%	24%	29%	27%	27%	32%	28%	17%	32%	15%
7 days (i.e. everyday)		35%	26%	43%	20%	26%	36%	35%	44%	35%	34%	33%	34%	35%	27%	37%	43%	40%	43%
Not applicable – I eat at home but never cook		10%	15%	5%	13%	6%	5%	11%	12%	8%	11%	9%	8%	12%	10%	10%	12%	10%	11%
Not applicable – I never eat at home/ always eat out		1%	2%	0%	5%	0%	1%	0%	0%	0%	2%	1%	1%	1%	-	1%	1%	0%	1%

Which ONE, if any, of the following statements BEST describes how you/ your household _usually_ prepare your meals at home?

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58	
I/ my household usually buy ready-made meals/ pre-prepared meals		8%	9%	7%	14%	10%	9%	7%	5%	8%	8%	11%	7%	8%	9%	6%	4%	8%	11%
I/ my household usually cook completely from scratch		43%	42%	44%	30%	41%	40%	44%	50%	46%	39%	35%	47%	46%	45%	46%	32%	47%	51%
I/ my household usually cook using one or two shortcuts (i.e. ready-made ingredients)		47%	46%	47%	50%	49%	49%	47%	43%	44%	50%	52%	44%	43%	43%	46%	63%	44%	36%
None of the above		2%	3%	1%	7%	1%	2%	2%	2%	1%	3%	2%	2%	3%	3%	2%	1%	1%	2%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following statements do you consider to be 'cooking from scratch'? (Please tick all that apply)

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
	All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
If I have bought all of the ingredients ready-made and heated them up/ put them together	7%	9%	4%	11%	11%	5%	6%	4%	5%	8%	8%	5%	4%	8%	5%	11%	7%	11%	
If I made a dish and only about one or two items were ready-made	15%	17%	13%	18%	22%	17%	11%	12%	15%	16%	16%	16%	14%	17%	14%	13%	15%	13%	
If everything is made with basic ingredients and no pre-prepared food	81%	76%	85%	74%	73%	82%	84%	83%	83%	78%	78%	80%	79%	76%	86%	78%	83%	84%	
None of these	3%	5%	2%	9%	3%	5%	1%	2%	2%	5%	4%	3%	4%	7%	2%	1%	3%	4%	

Which ONE, if any, of the following celebrity chefs do you feel your cooking style MOST resembles?

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
	All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
Jamie Oliver – quick and tasty food	25%	22%	28%	32%	41%	28%	24%	15%	26%	25%	25%	22%	26%	29%	26%	21%	28%	23%	
Nigella Lawson – simple and indulgent	5%	4%	6%	6%	7%	5%	7%	2%	5%	5%	5%	6%	4%	5%	4%	1%	9%	9%	
Delia Smith - traditional and delicious	18%	14%	22%	10%	10%	19%	21%	24%	22%	15%	16%	20%	18%	12%	24%	20%	17%	15%	
Gordon Ramsay – elegant, fine cuisine	1%	1%	0%	4%	1%	0%	1%	0%	0%	2%	3%	1%	-	1%	0%	-	-	-	
Heston Blumenthal – experimental and precise	1%	1%	0%	-	2%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	2%	2%	-	
Other	3%	4%	2%	4%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	4%	1%	5%	
Don't know	10%	13%	7%	11%	13%	8%	10%	9%	9%	12%	11%	9%	10%	10%	12%	15%	4%	6%	
Not applicable - I don't have a cooking style	37%	40%	33%	34%	23%	35%	35%	46%	35%	39%	38%	38%	39%	38%	30%	38%	38%	42%	

Which ONE, if any, of the following statements BEST describes how you plan your meals in an average week?

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
	All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
I do a weekly shop and know what I'm making most nights	28%	28%	28%	21%	35%	35%	28%	24%	30%	25%	28%	30%	26%	22%	34%	23%	23%	18%	
I make sure I have enough food for the week but don't usually plan what I'm going to make	34%	30%	37%	34%	28%	33%	35%	37%	34%	34%	33%	30%	40%	35%	30%	45%	38%	36%	
I do a weekly shop and top up throughout the week for specific items once I've decided what I'm going to make	23%	23%	23%	22%	23%	20%	22%	26%	24%	23%	25%	26%	19%	23%	21%	17%	32%	21%	
I buy food on a day-to-day basis	8%	9%	7%	10%	7%	5%	10%	8%	7%	9%	7%	6%	9%	11%	8%	9%	5%	18%	
None of these	7%	9%	5%	12%	6%	7%	6%	5%	5%	9%	6%	8%	6%	9%	8%	5%	1%	7%	
Not applicable – I don't do food shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Overall, how confident, if at all, are you in your own cooking ability?

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
Very confident	24%	20%	27%	11%	13%	23%	31%	29%	25%	21%	22%	27%	17%	24%	28%	17%	21%	22%
Fairly confident	55%	55%	55%	58%	57%	56%	51%	53%	54%	56%	52%	52%	56%	50%	54%	60%	69%	57%
Not very confident	15%	16%	14%	18%	21%	15%	12%	12%	14%	16%	16%	14%	22%	15%	12%	18%	8%	11%
Not at all confidence	6%	7%	4%	9%	6%	3%	6%	5%	6%	5%	7%	6%	3%	6%	5%	4%	2%	8%
Don't know	2%	2%	1%	5%	2%	2%	0%	1%	1%	2%	1%	2%	2%	4%	1%	1%	0%	2%

Which, if any, of the following statements describes how you feel about hosting dinner parties? (Please tick all that apply)

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
I love hosting dinner parties	14%	12%	15%	14%	16%	16%	13%	12%	17%	10%	13%	13%	13%	19%	15%	9%	10%	8%
I don't do it very often as it can be too much work/ money/ takes up too much time	38%	36%	40%	37%	46%	41%	36%	33%	41%	34%	32%	41%	41%	41%	41%	25%	37%	35%
I avoid them - it's too stressful for me	27%	24%	30%	26%	24%	29%	31%	26%	25%	31%	31%	24%	28%	28%	25%	42%	19%	22%
None of these	25%	31%	19%	29%	19%	18%	24%	29%	22%	28%	27%	25%	22%	20%	21%	26%	33%	37%

Thinking about the traditional Bolognese sauce originally from Bologna... Aside from the main ingredients such as tomatoes and minced beef, which three, if any, of the following ingredients do you think are in the _traditional_ Bolognese sauce? (Please select a maximum of three options)

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
Celery	14%	10%	17%	11%	16%	20%	13%	11%	16%	11%	11%	10%	19%	17%	14%	11%	16%	14%
Pancetta/ bacon	18%	14%	22%	17%	19%	19%	18%	17%	20%	15%	14%	18%	22%	19%	20%	17%	19%	18%
Mozzarella	9%	10%	7%	15%	9%	6%	8%	8%	8%	10%	11%	8%	8%	8%	6%	11%	7%	22%
Mushrooms	39%	37%	41%	35%	42%	37%	44%	38%	38%	41%	43%	39%	40%	31%	37%	44%	45%	43%
Red wine	55%	51%	60%	45%	56%	65%	61%	52%	59%	51%	53%	53%	59%	56%	63%	44%	53%	47%
Basil	56%	51%	60%	58%	55%	63%	57%	52%	56%	56%	56%	54%	62%	49%	57%	54%	61%	58%
Carrots	17%	15%	19%	18%	17%	23%	16%	15%	17%	17%	17%	15%	14%	22%	19%	10%	17%	11%
Anchovies	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	3%	3%	3%	5%	4%	1%	6%	6%
Olives	9%	11%	8%	9%	5%	11%	10%	10%	10%	8%	7%	10%	13%	9%	11%	6%	8%	9%
None of these	3%	3%	3%	5%	2%	4%	1%	3%	2%	4%	5%	2%	4%	4%	2%	1%	0%	2%
Don't know	15%	20%	10%	15%	14%	6%	14%	19%	13%	17%	15%	20%	11%	12%	13%	21%	11%	14%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Respondents who chose any combination of these 3: Carrots, Celery, Red Wine, Pancetta / Bacon

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
None - no correct ingredients	30%	36%	24%	37%	27%	20%	27%	35%	26%	35%	33%	34%	24%	29%	24%	43%	27%	39%
One correct ingredient	42%	42%	43%	40%	46%	41%	44%	41%	43%	41%	43%	41%	47%	37%	43%	38%	50%	39%
Two correct ingredients	21%	17%	24%	19%	19%	29%	22%	18%	22%	19%	19%	21%	21%	25%	24%	15%	13%	15%
Three correct ingredients	7%	5%	9%	4%	8%	9%	7%	6%	9%	5%	5%	4%	8%	10%	8%	5%	9%	7%

Could you make a roux sauce? (If you don't know what a roux sauce is, please tick select the 'Not applicable' option)

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
Yes, I could	40%	28%	50%	30%	28%	45%	46%	42%	45%	33%	37%	37%	33%	35%	45%	44%	50%	38%
No, I couldn't	12%	15%	8%	9%	14%	12%	13%	10%	12%	11%	12%	12%	13%	17%	9%	10%	8%	9%
Not sure	13%	13%	12%	9%	10%	11%	14%	15%	12%	14%	14%	15%	14%	9%	11%	11%	12%	16%
Not applicable - I don't know what a roux sauce is	36%	44%	29%	51%	49%	31%	27%	32%	31%	43%	38%	36%	40%	39%	35%	35%	29%	36%

What do you think the below ingredient is? (Please write your answer in the box below. If you do not know, please tick the 'Don't know' box at the bottom of the screen)

Please see tab - Q10

Q10_Coded:

Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
Ginger	62%	59%	66%	60%	74%	67%	65%	54%	64%	61%	61%	64%	70%	68%	63%	56%	47%	70%
Root ginger	17%	15%	18%	7%	11%	18%	18%	21%	19%	14%	14%	17%	15%	14%	16%	23%	31%	9%
Stem ginger	2%	2%	2%	3%	0%	1%	2%	2%	2%	1%	3%	1%	0%	1%	3%	0%	2%	2%
Fresh ginger	2%	1%	3%	1%	0%	2%	1%	2%	2%	2%	3%	1%	2%	1%	2%	2%	1%	-
Other ginger (e.g. phallic ginger)	0%	-	0%	-	-	-	-	0%	0%	-	0%	-	-	-	-	-	-	-
Truffles	1%	1%	0%	2%	-	-	0%	1%	1%	1%	1%	1%	0%	1%	1%	-	-	-
Artichoke (e.g Jerusalem artichoke)	1%	1%	0%	1%	0%	-	-	1%	1%	0%	0%	-	1%	1%	1%	-	-	-
Garlic	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1%	1%	5%	1%	-
Celeriac	0%	0%	0%	-	-	-	0%	0%	0%	0%	0%	-	-	-	0%	-	-	-
Nutmeg	0%	0%	0%	-	1%	-	-	0%	-	0%	0%	0%	-	-	-	-	-	-
Ginseng	0%	0%	-	-	0%	-	-	-	-	0%	0%	-	-	-	-	-	-	-
Any vegetable	1%	1%	0%	1%	-	-	0%	1%	0%	1%	0%	0%	1%	0%	1%	-	1%	-
Any fruit	0%	-	0%	-	-	0%	-	-	0%	-	-	-	-	0%	-	-	-	-
Horseradish	0%	0%	-	-	-	-	-	0%	0%	-	-	0%	-	-	-	-	-	-
Other	0%	0%	0%	-	1%	0%	0%	0%	1%	0%	1%	-	-	1%	-	-	2%	-
Don't know	14%	19%	9%	23%	11%	8%	12%	15%	10%	18%	16%	14%	8%	12%	12%	14%	16%	20%
None/ N/A/ No characters	0%	0%	0%	-	0%	-	-	0%	0%	0%	-	1%	-	-	0%	-	-	-

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following statements describe how you feel about cooking new dishes/ recipes?
(Please tick all that apply)

	Unweighted Base	2070	941	1129	229	284	270	370	917	1188	882	453	344	199	267	525	107	125	50
	All UK Adults	2070	996	1074	248	362	312	411	737	1138	932	495	331	193	257	460	101	176	58
I love making new dishes/ recipes		42%	37%	46%	44%	49%	45%	45%	35%	44%	40%	38%	44%	41%	38%	47%	37%	48%	41%
I don't have the confidence to cook dishes myself that I would eat at a restaurant		9%	8%	9%	12%	8%	14%	8%	7%	9%	9%	9%	9%	9%	12%	7%	16%	5%	3%
I don't have the time to spend cooking/ trying out new recipes in the kitchen		16%	16%	16%	19%	18%	20%	18%	10%	17%	14%	15%	14%	22%	18%	15%	11%	14%	18%
I never have the ingredients that I would need at home to cook/ try new recipes		11%	12%	11%	16%	13%	11%	9%	10%	12%	10%	13%	9%	16%	9%	11%	18%	9%	11%
I prefer to only cook dishes that I already know how to cook		25%	26%	24%	17%	19%	23%	24%	33%	24%	26%	29%	21%	24%	26%	25%	21%	27%	24%
None of the these		8%	10%	6%	6%	5%	5%	7%	12%	8%	8%	9%	7%	6%	10%	8%	10%	7%	3%
Don't know		3%	5%	2%	9%	3%	2%	1%	3%	2%	5%	4%	4%	3%	6%	2%	3%	-	11%