YouGov / Public Survey Results

Sample Size: 1979
Fieldwork: 10th - 13th July 2009

	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
Unweighted Base	1979	956	1023	219	320	314	373	753	882	1097	453	340	184	217	518	95	172
ALL GB Adults	1979	950	1029	237	344	325	380	693	1088	891	487	325	190	253	453	99	172

Which, if any, of the following food items could you not make it through the day without? [Please tick all that apply]

Crisps	8%	8%	7%	10%	8%	6%	7%	7%	6%	9%	6%	7%	10%	7%	8%	10%	8%
Chocolate	13%	10%	16%	16%	16%	13%	13%	12%	12%	15%	13%	14%	12%	15%	14%	17%	10%
Cakes	4%	4%	4%	3%	5%	2%	4%	5%	3%	5%	3%	3%	5%	5%	3%	6%	5%
Apples	11%	11%	11%	10%	10%	9%	10%	15%	12%	10%	10%	14%	13%	13%	11%	12%	7%
Bananas	13%	11%	14%	9%	11%	8%	15%	16%	12%	13%	10%	13%	14%	11%	13%	19%	14%
Oranges	5%	6%	5%	4%	5%	3%	6%	7%	4%	7%	5%	5%	5%	8%	5%	6%	5%
Potatos	13%	12%	13%	10%	7%	9%	16%	16%	12%	13%	11%	15%	14%	10%	13%	18%	9%
Pasta	6%	5%	6%	8%	9%	3%	4%	5%	4%	7%	4%	4%	7%	9%	5%	7%	4%
Biscuits	10%	10%	10%	10%	7%	7%	13%	11%	10%	11%	9%	8%	12%	10%	11%	10%	12%
Meat	17%	20%	15%	25%	18%	13%	16%	18%	15%	20%	16%	18%	22%	17%	18%	22%	14%
Other	9%	7%	10%	10%	13%	8%	8%	7%	9%	8%	9%	7%	11%	8%	11%	7%	5%
Don't know	2%	3%	1%	3%	2%	1%	2%	1%	2%	2%	3%	2%	3%	1%	1%	1%	2%
Not applicable - there is not one type of food item I need to make it through the day	52%	53%	51%	42%	47%	58%	56%	53%	54%	50%	53%	52%	45%	52%	51%	47%	62%

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Which ONE, if any, of the following is your biggest cooking influence?																	
A celebrity chef	2%	2%	2%	3%	2%	3%	2%	2%	1%	3%	4%	3%	4%	1%	1%	2%	2%
A cook book	12%	9%	15%	7%	10%	9%	14%	15%	13%	11%	9%	11%	12%	16%	13%	13%	11%
A family member (e.g. mother)	29%	29%	29%	42%	32%	30%	25%	24%	28%	31%	28%	30%	26%	32%	27%	32%	35%
Holidays abroad	4%	4%	4%	2%	4%	3%	5%	4%	4%	4%	3%	5%	4%	3%	5%	5%	4%
A restaurant experience	3%	4%	2%	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	3%	4%	1%	4%
A TV cookery programme	7%	8%	7%	11%	10%	8%	5%	5%	7%	7%	8%	6%	9%	4%	8%	4%	9%
Other	6%	6%	6%	7%	7%	8%	6%	4%	7%	4%	4%	4%	8%	5%	8%	8%	8%
Don't know	4%	4%	3%	8%	5%	3%	5%	2%	3%	4%	5%	2%	5%	5%	3%	1%	5%
Not applicable - I do not have one big cooking influence	33%	35%	32%	17%	26%	34%	36%	41%	33%	33%	38%	38%	31%	32%	32%	33%	22%
Which ONE, if any, of the following cooking ingredient could you not live without?																	
Onions	24%	19%	29%	19%	25%	25%	27%	23%	25%	23%	24%	25%	30%	20%	25%	27%	20%
Mushrooms	5%	5%	5%	5%	5%	7%	4%	4%	5%	4%	5%	4%	4%	6%	6%	4%	5%
Stock cubes	4%	3%	5%	2%	2%	4%	2%	7%	2%	6%	4%	4%	3%	2%	4%	6%	6%
Garlic	12%	13%	11%	16%	16%	12%	11%	8%	12%	12%	10%	12%	14%	10%	13%	8%	15%
Peppers	2%	2%	2%	6%	3%	2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	1%	3%
Carrots	2%	2%	3%	3%	1%	1%	2%	3%	2%	2%	1%	2%	3%	2%	4%	3%	-
Tomatoes	11%	11%	11%	9%	14%	9%	12%	11%	13%	9%	10%	8%	10%	20%	11%	10%	12%
Other	3%	4%	3%	5%	6%	2%	2%	3%	3%	3%	3%	4%	3%	4%	4%	1%	2%
Don't know	4%	5%	3%	8%	3%	4%	3%	2%	3%	4%	3%	4%	5%	5%	2%	4%	3%
Not applicable - there is not one cooking ingredient I could not live without	33%	37%	29%	26%	24%	34%	34%	38%	32%	34%	38%	36%	26%	30%	29%	36%	34%
How often, if at all, do you amend a recipe with your own ideas rather than stick to the exact text of the recipe?																	
I always amend a recipe with my own ideas	22%	23%	21%	18%	22%	22%	26%	22%	23%	22%	20%	22%	24%	21%	22%	25%	28%
I sometimes amend a recipe with my own ideas	52%	47%	56%	47%	51%	52%	54%	52%	54%	48%	50%	54%	51%	52%	53%	54%	45%
I rarely amend a recipe with my own ideas	12%	11%	13%	15%	14%	16%	9%	10%	12%	12%	13%	11%	13%	11%	12%	12%	11%
I never amend a recipe with my own ideas	9%	11%	7%	11%	9%	5%	7%	12%	7%	12%	12%	9%	6%	7%	9%	6%	9%

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Which ONE, if any, of the following would be the MAIN thing to stop you from cooking with a new ingredient you have not used before?																	
If I don't understand the name	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	0%
If I'm not sure how to prepare it	29%	29%	30%	33%	28%	31%	26%	29%	29%	29%	31%	33%	25%	26%	29%	28%	28%
If I don't know what to do with it	31%	26%	35%	36%	36%	27%	34%	26%	30%	31%	28%	28%	27%	30%	35%	28%	38%
I don't like foods that aren't familiar	7%	7%	8%	5%	6%	5%	5%	10%	7%	8%	9%	6%	8%	7%	6%	11%	5%
Other	3%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	4%	5%	1%	3%	2%	1%
Don't know	5%	7%	3%	7%	5%	5%	3%	5%	4%	6%	5%	4%	6%	7%	4%	3%	6%
Not applicable - nothing would stop me from trying a new ingredient	24%	28%	21%	14%	20%	28%	29%	25%	25%	22%	23%	24%	25%	28%	22%	26%	22%
Which ONE, if any, of the following meals do you cook MOST often?																	
Curry (any)	8%	9%	6%	5%	11%	9%	9%	6%	8%	8%	8%	10%	5%	6%	6%	12%	10%
Pasta	25%	22%	29%	36%	36%	33%	28%	12%	28%	22%	21%	24%	27%	30%	23%	35%	33%
Chicken in a sauce	7%	6%	7%	13%	6%	7%	4%	6%	7%	7%	7%	5%	5%	6%	9%	3%	8%
Roast chicken	12%	9%	14%	3%	6%	12%	13%	16%	11%	13%	14%	12%	14%	9%	12%	6%	6%
Steak	4%	5%	2%	3%	4%	2%	3%	5%	4%	3%	4%	4%	3%	3%	3%	7%	6%
Stew	4%	4%	5%	2%	2%	4%	3%	7%	4%	5%	5%	4%	3%	5%	4%	3%	4%
Chicken and vegetables	12%	9%	14%	7%	13%	13%	8%	15%	12%	12%	12%	13%	12%	9%	13%	11%	11%
Ready meal	4%	5%	3%	4%	5%	3%	4%	4%	5%	4%	6%	3%	5%	4%	4%	3%	3%
Stir Fry	7%	7%	7%	11%	8%	3%	8%	7%	7%	8%	8%	9%	9%	7%	7%	5%	6%
Other	9%	10%	9%	6%	4%	9%	11%	12%	9%	9%	9%	8%	9%	7%	12%	10%	8%
Don't know	3%	4%	2%	3%	1%	3%	4%	3%	3%	3%	2%	3%	3%	4%	3%	1%	2%
Not applicable - I don't cook	5%	9%	2%	8%	4%	2%	4%	7%	4%	6%	5%	4%	3%	10%	4%	4%	4%

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Which ONE of the following is the best/ most useful cooking tip you've ever received?																	
Pre-prepare ingredients before you start	23%	21%	24%	17%	18%	26%	23%	25%	23%	23%	24%	21%	19%	16%	24%	30%	27%
Always read the recipe to the end before you start	14%	14%	14%	10%	9%	12%	16%	18%	15%	13%	15%	15%	12%	12%	14%	19%	12%
How to chop an onion	6%	6%	7%	11%	7%	8%	6%	4%	6%	6%	7%	8%	2%	7%	8%	2%	4%
How to peel/ crush garlic	2%	1%	3%	3%	4%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Taste things as you go along	20%	21%	20%	16%	24%	19%	23%	19%	18%	23%	20%	18%	25%	20%	19%	20%	22%
How to prepare a particular dish	11%	11%	11%	18%	13%	8%	8%	10%	11%	11%	9%	11%	13%	12%	11%	5%	13%
Other	4%	5%	3%	3%	4%	5%	6%	2%	5%	2%	3%	6%	5%	4%	4%	3%	2%
Don't know	7%	6%	7%	8%	8%	8%	6%	6%	6%	8%	7%	8%	7%	8%	6%	3%	8%
Not applicable - I have never received a useful cooking tip	13%	16%	11%	14%	13%	14%	11%	14%	13%	13%	13%	10%	14%	18%	12%	15%	11%
How, if at all, have your cooking habits been affected by the recession? [Please tick all that apply]																	
I cook more at home	23%	23%	22%	25%	24%	24%	26%	19%	22%	23%	19%	20%	23%	23%	25%	21%	32%
I go out to eat less	21%	19%	24%	27%	28%	20%	24%	15%	22%	20%	20%	24%	17%	21%	21%	27%	23%
I buy more frozen food	8%	8%	9%	19%	8%	9%	7%	5%	8%	9%	7%	4%	10%	13%	9%	2%	13%
I cook less at home	2%	1%	2%	2%	1%	3%	1%	1%	1%	2%	2%	3%	2%	1%	1%	1%	1%
I buy more fresh ingredients	11%	10%	12%	8%	9%	10%	13%	13%	11%	11%	13%	12%	9%	10%	12%	8%	10%
I buy less fresh ingredients	4%	4%	5%	7%	8%	7%	2%	1%	5%	4%	4%	4%	5%	2%	5%	4%	5%
I buy more ready prepared items	3%	3%	3%	6%	5%	2%	1%	3%	3%	3%	4%	3%	3%	3%	1%	4%	6%
I buy less ready prepared items	8%	7%	8%	6%	6%	9%	8%	8%	8%	8%	7%	8%	7%	5%	9%	6%	10%
Don't know	3%	3%	2%	8%	5%	2%	0%	1%	2%	3%	3%	3%	4%	4%	2%	2%	1%
Not applicable - my cooking habits have not been affected by the recession	48%	53%	44%	38%	42%	47%	45%	58%	50%	47%	49%	48%	47%	50%	50%	46%	44%

All figures, unless otherwise stated, are from YouGov Plc.