

YouGov Results

Fieldwork: 9th - 10th June 2022

Sample: 2,072 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Moving on...How good or bad would you say you are at cooking?

	Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827	
Very good	11%	9%	12%	3%	9%	12%	12%	13%	
Fairly good	47%	42%	52%	39%	49%	46%	50%	48%	
Neither good nor bad	28%	31%	24%	30%	25%	27%	27%	29%	
Fairly bad	9%	11%	7%	14%	8%	12%	7%	7%	
Very bad	3%	4%	2%	5%	6%	1%	2%	3%	
Don't know	1%	1%	1%	6%	1%	1%	0%	0%	
Not Applicable – I have never cooked	1%	1%	1%	4%	2%	1%	1%	0%	

How confident, if at all, would you feel cooking each of the following?

Cooking a 'ready meal'

	Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827	
Very confident	79%	77%	81%	64%	77%	80%	85%	82%	
Fairly confident	14%	15%	13%	17%	15%	14%	10%	14%	
Not very confident	2%	3%	2%	3%	3%	3%	3%	1%	
Not at all confident	1%	2%	1%	5%	1%	0%	0%	1%	
Don't know	2%	2%	2%	6%	1%	2%	1%	2%	

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	Male	Female	18-24	25-34	35-44	45-54	55+

Cooking a meal using pre-prepared foods (e.g jarred sauces, frozen foods)

Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827
Very confident	69%	61%	76%	52%	69%	72%	74%	71%
Fairly confident	22%	26%	19%	29%	20%	20%	20%	23%
Not very confident	4%	7%	2%	9%	6%	4%	2%	3%
Not at all confident	2%	2%	1%	2%	2%	3%	1%	1%
Don't know	1%	2%	1%	4%	1%	1%	1%	1%

Cooking a meal from scratch using only fresh ingredients with a recipe or instructions

Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827
Very confident	49%	41%	57%	32%	47%	52%	50%	53%
Fairly confident	34%	36%	31%	41%	31%	31%	33%	34%
Not very confident	10%	12%	9%	14%	12%	10%	11%	8%
Not at all confident	5%	8%	2%	4%	7%	6%	3%	4%
Don't know	1%	2%	1%	4%	1%	1%	1%	1%

Cooking a meal from scratch using only fresh ingredients without a recipe or instructions

Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827
Very confident	28%	25%	32%	15%	20%	29%	29%	34%
Fairly confident	31%	29%	34%	29%	29%	31%	33%	32%
Not very confident	22%	24%	19%	30%	23%	22%	20%	19%
Not at all confident	16%	20%	13%	16%	24%	16%	15%	14%
Don't know	1%	2%	1%	5%	1%	1%	1%	1%

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	Male	Female	18-24	25-34	35-44	45-54	55+

And how often, if at all, do you cook meals in each of the following ways?

Cooking a 'ready meal'

	Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827	
Very often	7%	10%	5%	12%	5%	8%	6%	6%	
Fairly often	21%	23%	19%	20%	22%	21%	21%	22%	
Not very often	53%	48%	57%	43%	52%	52%	58%	54%	
Never	16%	15%	17%	16%	17%	16%	13%	17%	
Don't know	2%	3%	1%	5%	2%	2%	1%	1%	

Cooking a meal using pre-prepared foods (e.g. jarred sauces, frozen foods)

	Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827	
Very often	9%	9%	9%	17%	12%	11%	8%	5%	
Fairly often	40%	38%	42%	39%	37%	46%	40%	38%	
Not very often	40%	39%	41%	27%	39%	34%	43%	47%	
Never	8%	11%	6%	8%	7%	7%	7%	10%	
Don't know	1%	2%	1%	5%	2%	1%	1%	1%	

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Cooking a meal from scratch using only fresh ingredients with a recipe or instructions

Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827
Very often	23%	17%	28%	15%	22%	21%	21%	26%
Fairly often	37%	33%	40%	32%	38%	40%	36%	36%
Not very often	30%	34%	26%	34%	26%	31%	34%	28%
Never	8%	13%	4%	7%	10%	6%	7%	9%
Don't know	1%	2%	1%	7%	1%	1%	1%	0%

Cooking a meal from scratch using only fresh ingredients without a recipe or instructions

Unweighted base	2072	953	1119	173	282	371	351	895
Base: All GB adults	2072	1005	1067	230	307	380	329	827
Very often	25%	20%	29%	16%	19%	23%	25%	30%
Fairly often	26%	23%	29%	22%	26%	27%	23%	28%
Not very often	27%	29%	25%	29%	30%	29%	30%	24%
Never	19%	24%	14%	23%	22%	19%	20%	17%
Don't know	1%	2%	1%	6%	1%	2%	1%	1%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Thinking about cooking meals from scratch, using only fresh ingredients and without using a recipe or any instructions...How many meals, if any, do you think you could cook from scratch in this way? (Please type your answer in the box below as a whole number. If you are unsure, please give your best estimate)

Unweighted base	2051	943	1108	166	276	368	346	895
Base: All GB adults who have cooked	2047	993	1055	220	300	377	324	827
Mean	19	20	17	12	16	17	27	19

Cell Contents (Column Percentages)

YouGov Results

Fieldwork: 9th - 10th June 2022

Sample: 2,072 GB adults



Total	Children in Household						Household Income			
	0	1	2	3+	ALL WITH CHILDREN IN HOUSE HOLD (NET)	Refused	Up to £19,999	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more

Moving on...How good or bad would you say you are at cooking?

	2072	1471	273	190	85	548	53	348	543	329	332
Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very good	11%	12%	10%	8%	5%	9%	6%	11%	11%	12%	11%
Fairly good	47%	49%	45%	46%	40%	45%	28%	47%	45%	49%	53%
Neither good nor bad	28%	28%	26%	30%	31%	28%	26%	31%	29%	26%	23%
Fairly bad	9%	7%	14%	13%	10%	13%	8%	7%	11%	11%	8%
Very bad	3%	3%	3%	2%	8%	4%	0%	4%	3%	2%	4%
Don't know	1%	0%	0%	1%	2%	1%	16%	0%	1%	0%	0%
Not Applicable – I have never cooked	1%	0%	2%	0%	4%	2%	15%	1%	1%	0%	0%

How confident, if at all, would you feel cooking each of the following?

Cooking a 'ready meal'

	2072	1471	273	190	85	548	53	348	543	329	332
Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very confident	79%	81%	77%	80%	64%	76%	61%	77%	77%	86%	85%
Fairly confident	14%	14%	14%	15%	14%	14%	11%	15%	17%	10%	11%
Not very confident	2%	2%	3%	4%	6%	4%	3%	3%	2%	2%	3%
Not at all confident	1%	1%	2%	0%	10%	3%	2%	3%	1%	1%	0%
Don't know	2%	2%	1%	1%	3%	1%	8%	1%	2%	2%	1%

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	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Up to £19,999	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more

Cooking a meal using pre-prepared foods (e.g jarred sauces, frozen foods)

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very confident	69%	71%	68%	72%	59%	68%	40%	65%	68%	74%	77%
Fairly confident	22%	22%	22%	20%	24%	22%	35%	25%	23%	22%	17%
Not very confident	4%	4%	5%	4%	11%	6%	2%	6%	6%	2%	3%
Not at all confident	2%	2%	2%	3%	1%	2%	0%	3%	1%	1%	3%
Don't know	1%	1%	1%	1%	0%	1%	9%	1%	1%	1%	1%

Cooking a meal from scratch using only fresh ingredients with a recipe or instructions

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very confident	49%	51%	46%	50%	36%	46%	42%	48%	45%	54%	59%
Fairly confident	34%	34%	30%	37%	36%	33%	23%	34%	36%	35%	29%
Not very confident	10%	9%	15%	8%	15%	13%	13%	10%	12%	7%	6%
Not at all confident	5%	5%	5%	4%	9%	6%	0%	5%	5%	4%	5%
Don't know	1%	1%	1%	1%	0%	1%	7%	1%	1%	1%	0%

Cooking a meal from scratch using only fresh ingredients without a recipe or instructions

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very confident	28%	31%	25%	23%	18%	23%	23%	34%	27%	27%	31%
Fairly confident	31%	32%	27%	34%	34%	30%	18%	32%	33%	32%	34%
Not very confident	22%	21%	21%	26%	22%	23%	23%	19%	24%	25%	18%
Not at all confident	16%	14%	24%	15%	22%	21%	14%	15%	16%	15%	17%
Don't know	1%	1%	1%	2%	0%	1%	7%	1%	1%	1%	1%

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And how often, if at all, do you cook meals in each of the following ways?

Cooking a 'ready meal'

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very often	7%	7%	6%	7%	11%	7%	11%	10%	7%	7%	4%
Fairly often	21%	22%	20%	20%	18%	20%	8%	22%	23%	22%	19%
Not very often	53%	52%	57%	56%	54%	56%	40%	50%	54%	52%	59%
Never	16%	17%	14%	13%	13%	14%	13%	17%	15%	17%	16%
Don't know	2%	1%	1%	3%	0%	2%	12%	1%	1%	1%	2%

Cooking a meal using pre-prepared foods (e.g. jarred sauces, frozen foods)

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very often	9%	7%	13%	9%	19%	13%	7%	11%	10%	9%	6%
Fairly often	40%	39%	40%	45%	42%	42%	25%	38%	41%	41%	36%
Not very often	40%	43%	36%	35%	28%	35%	31%	38%	39%	41%	48%
Never	8%	9%	7%	9%	6%	7%	10%	11%	8%	8%	9%
Don't know	1%	1%	1%	1%	2%	1%	12%	1%	1%	1%	1%

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Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very often	23%	23%	22%	22%	23%	22%	11%	21%	20%	26%	30%
Fairly often	37%	36%	36%	40%	38%	38%	29%	35%	39%	36%	36%
Not very often	30%	30%	29%	31%	26%	29%	28%	32%	31%	30%	27%
Never	8%	9%	8%	7%	10%	8%	3%	10%	8%	6%	6%
Don't know	1%	1%	2%	1%	0%	1%	14%	0%	1%	1%	1%

Cooking a meal from scratch using only fresh ingredients without a recipe or instructions

Unweighted base	2072	1471	273	190	85	548	53	348	543	329	332
Base: All GB adults	2072	1441	287	188	98	573	58	354	543	320	324
Very often	25%	26%	25%	22%	13%	22%	23%	28%	23%	27%	27%
Fairly often	26%	27%	22%	26%	29%	24%	11%	27%	28%	23%	28%
Not very often	27%	27%	25%	28%	35%	28%	26%	28%	27%	27%	28%
Never	19%	18%	25%	22%	20%	23%	11%	17%	20%	22%	16%
Don't know	1%	1%	1%	2%	0%	1%	14%	0%	1%	1%	0%

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Thinking about cooking meals from scratch, using only fresh ingredients and without using a recipe or any instructions...How many meals, if any, do you think you could cook from scratch in this way? (Please type your answer in the box below as a whole number. If you are unsure, please give your best estimate)

Unweighted base	2051	1465	268	190	82	540	46	348	543	329	332
Base: All GB adults who have cooked	2047	1435	280	188	94	563	50	354	543	320	324
Mean	19	18	16	21	21	19	23	16	18	17	22

Cell Contents (C