






There are twice as many passionate cooks in Italy as there are in Germany

Passion, knowledge and time spent on cooking in different countries

	 Germany	 France	 Italy	 United Kingdom	 Poland
<p>Passion: I am really passionate about food and cooking.</p> <p>(Agreement – top 2 boxes; % rounded)</p>	26%	24%	43%	26%	21%
<p>Knowledge: I have a great deal of knowledge of and experience with food and cooking.</p> <p>(Agreement – top 2 boxes; % rounded)</p>	26%	20%	35%	22%	21%
<p>Time: Average time that the sub-group of those who cook at home spend on food preparation each week</p> <p>(Hours per week)</p>	5.4	5.5	7.1	5.9	6.1

Source: GfK "Cooking" study (attitudes towards and time spent in the kitchen) carried out among more than 27,000 consumers over the age of 15 in 22 countries

The majority of passionate cooks are also very knowledgeable about food

Cross table of passion and knowledge – average for all five countries






Figures in %, rounded

Proportion of passionate cooks who also possess great knowledge and experience in relation to food (Top 2 boxes)	Knowledge: “I have a great deal of knowledge of and experience with food and cooking.”				
	 Germany	 France	 Italy	 United Kingdom	 Poland
Passion: “I am really passionate about food and cooking.”	70%	79%	85%	75%	70%

Interest in cooking is lowest among the youngest French respondents

Passion for cooking in different countries

Figures in %, rounded; Agreement, top 2 boxes






Consumers who say they are passionate about food and cooking “I am really passionate about food and cooking.”	 Germany	 France	 Italy	 United Kingdom	 Poland
Total	26	24	43	26	21
Women	28	27	51	25	25
Men	24	20	36	26	18
Aged 15-19	24	10	34	24	19
Aged 20-29	29	24	38	31	20
Aged 30-39	28	29	47	30	21
Aged 40-49	19	30	46	19	22
Aged 50-59	30	23	44	25	24
Aged 60 plus	26	20	41	24	28

Source: GfK “Cooking” study (attitudes towards and time spent in the kitchen) carried out among more than 27,000 consumers over the age of 15 in 22 countries

In Poland, home cooks aged between 50 and 59 spend an average of nine hours in the kitchen

Time spent on cooking in different countries

Hours per week

Time: Average time that consumers who cook at home spend cooking each week	 Germany	 France	 Italy	 United Kingdom	 Poland
Total	5.4	5.5	7.1	5.9	6.1
Women	6.5	6.7	8.8	6.3	7.6
Men	4.3	4.2	5.3	5.4	4.5
Aged 15-19	4.1	3.3	4.7	4.3	3.8
Aged 20-29	4.3	4.8	6.9	5.4	5.3
Aged 30-39	5.5	5.1	7.5	5.7	6.5
Aged 40-49	5.4	5.8	7.6	5.9	6.5
Aged 50-59	6.3	6.2	7.5	6.4	9.3
Aged 60 plus	6.4	6.7	7.0	6.5	6.9

Source: GfK "Cooking" study (attitudes towards and time spent in the kitchen) carried out among more than 27,000 consumers over the age of 15 in 22 countries

About the study

Source:	GfK “Cooking” study
Method	Online survey (face-to-face interviews in some countries)
Survey period	Summer 2014
Target group	General population over the age of 15 (representative)
Sample size	N= 27,143 individuals in 22 countries
<u>Of whom</u>	
Germany	n = 1,500 (online)
France	n = 1,504 (online)
Italy	n = 1,503 (online)
Poland	n = 1,150 (online)
UK	n = 1,505 (online)