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Your first choice for technical solutions and consulting expertise in the world of food and drink

Emphasise simplicity and encourage honesty

Quota questions:

- Are you vegetarian, i.e. a non-meat eater? [No]
- Do you work at Leatherhead Food Research? [No]
- Honestly, how often do YOU cook from scratch at home?

Never	Occasionally	Once a week	2 or 3 times a week	Most of the time	All of the time
Close	9%	7%	25%	46%	13%

N= 1551

All respondents not vegetarian, don't work at Leatherhead Food Research and cook from scratch at home at least occasionally

Demographics and attitudinal questions

- Gender and Age group

Male	Female	18-29	30-39	40-49	50-59	60-69	70+
20%	80%	9%	16%	23%	22%	22%	7%

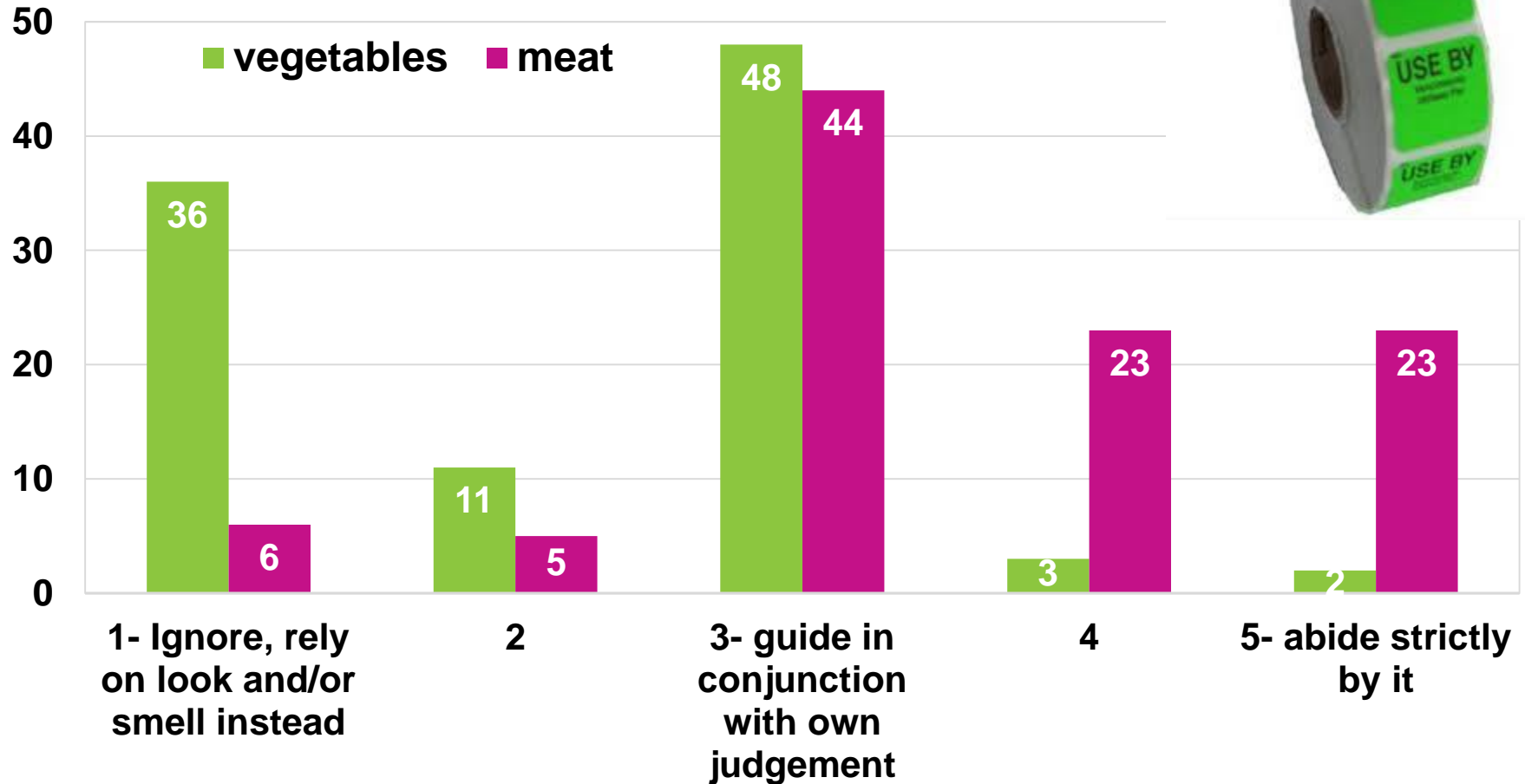
- Children in household

0-3yrs	4-6yrs	7-11yrs	12-16yrs	17+yrs	None
10%	14%	14%	12%	14%	52%

- How much do you enjoy preparing meals in the kitchen?

1 - It's a chore I endure!	2	3	4	5 – Absolutely love it
4%	10%	27%	40%	19%

Notice taken of use by dates – veg & meat



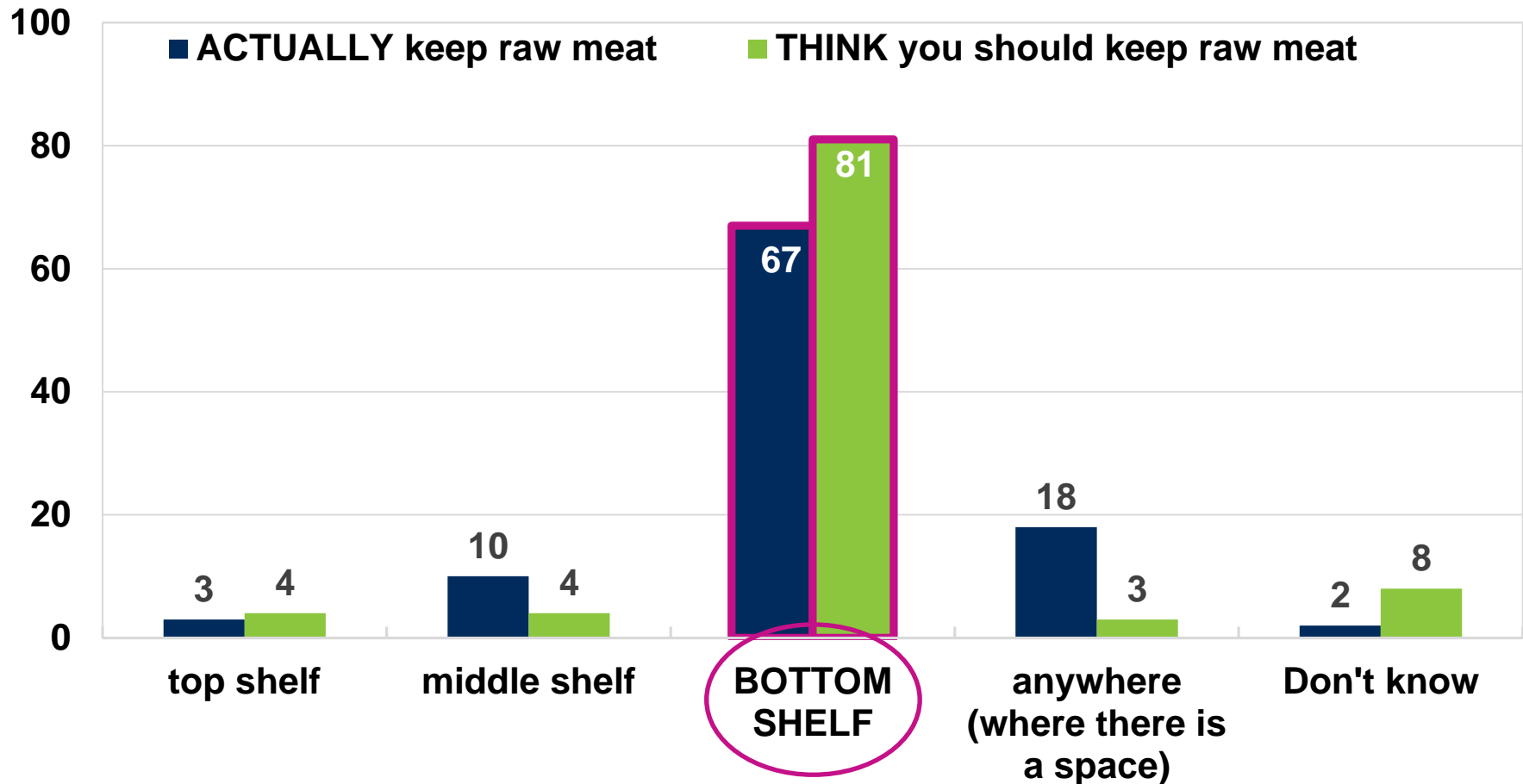
N=1551, all non-vegetarian and cook from scratch at least occasionally

Primary research undertaken **March 2015**

Putting raw meat in the fridge – where?



Knowledge of where to put raw meat



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Primary research undertaken **March 2015**

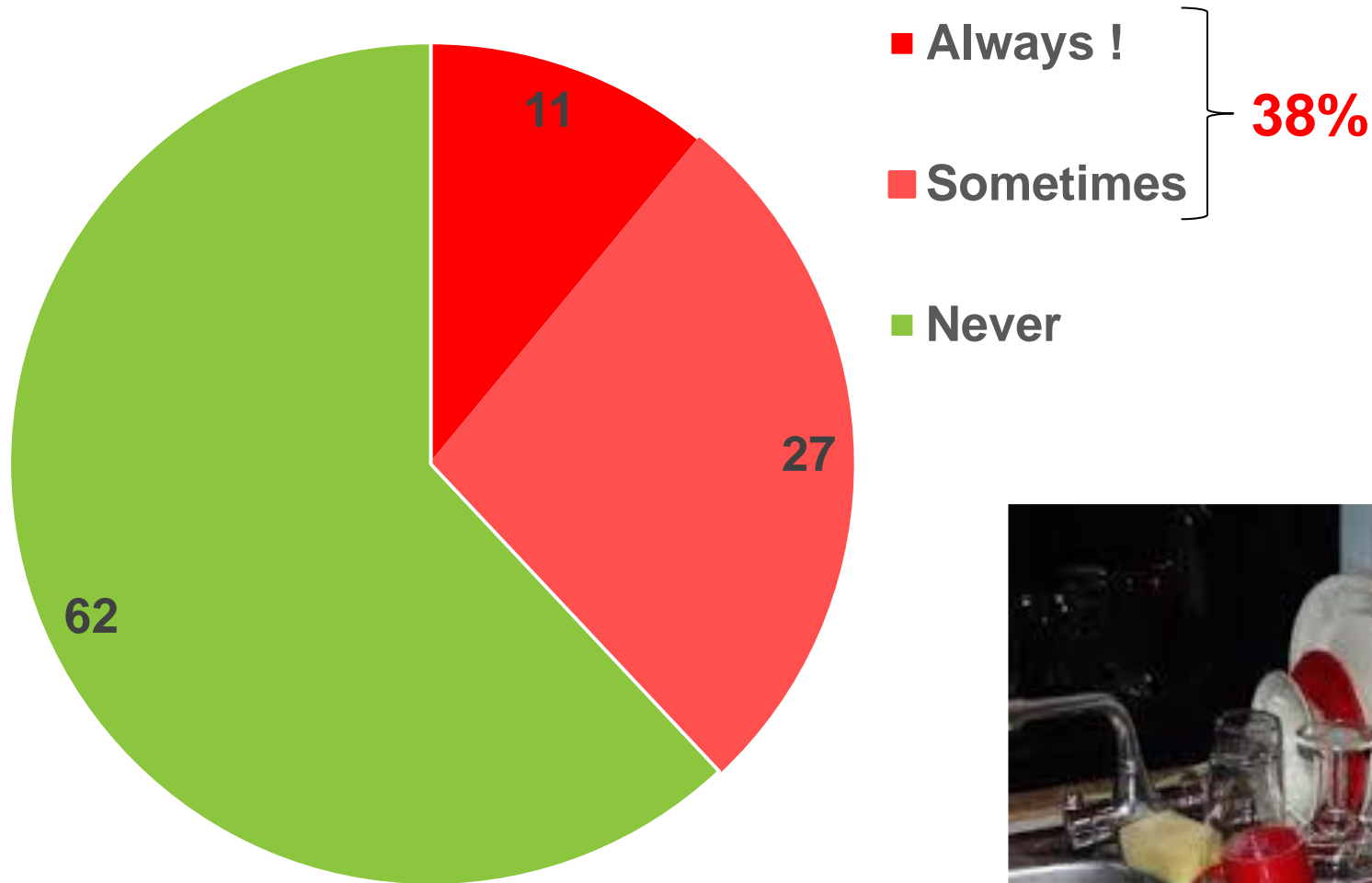
Handling raw meat!



Handling raw meat!



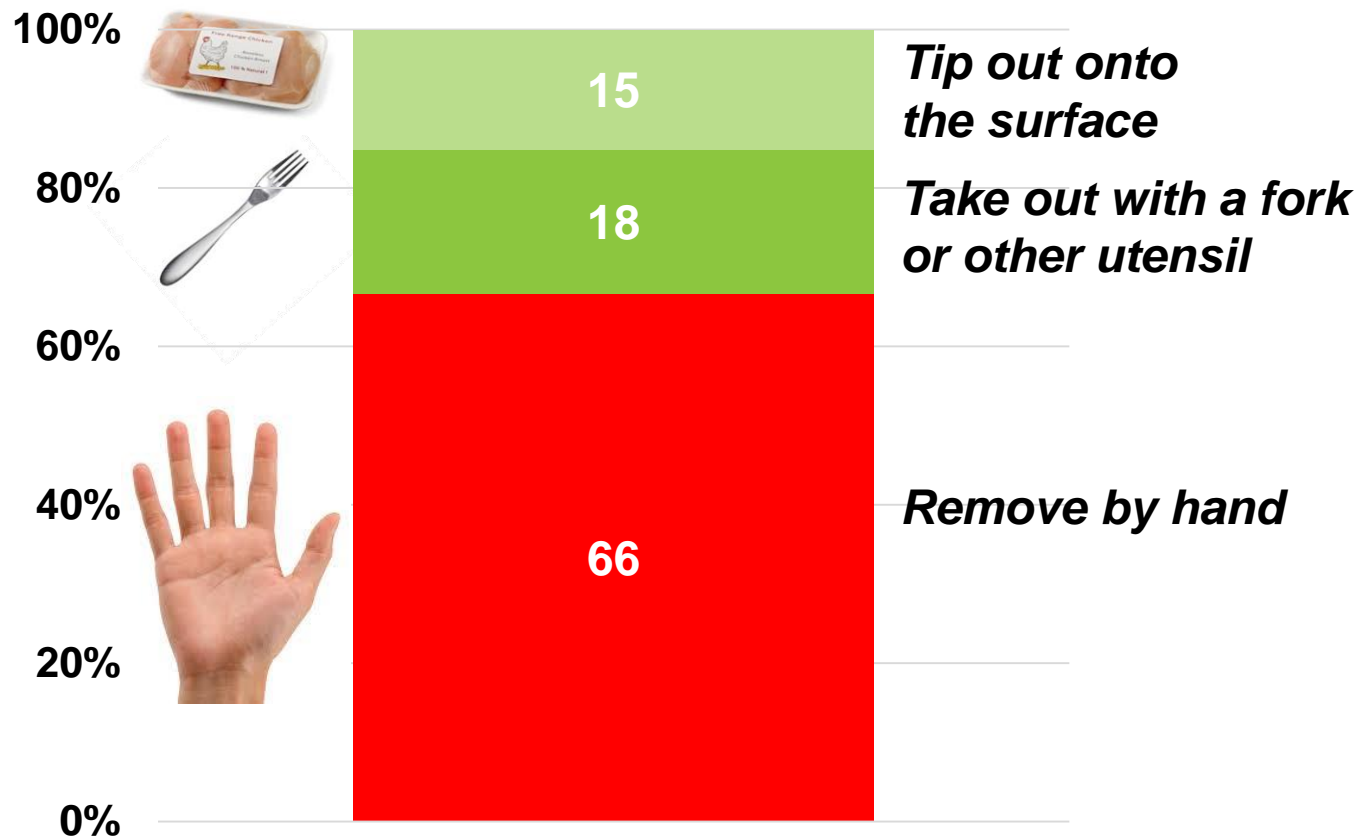
Washing raw meat before cooking it



N=1551, all non-vegetarian and cook from scratch at least occasionally

Primary research undertaken **March 2015**

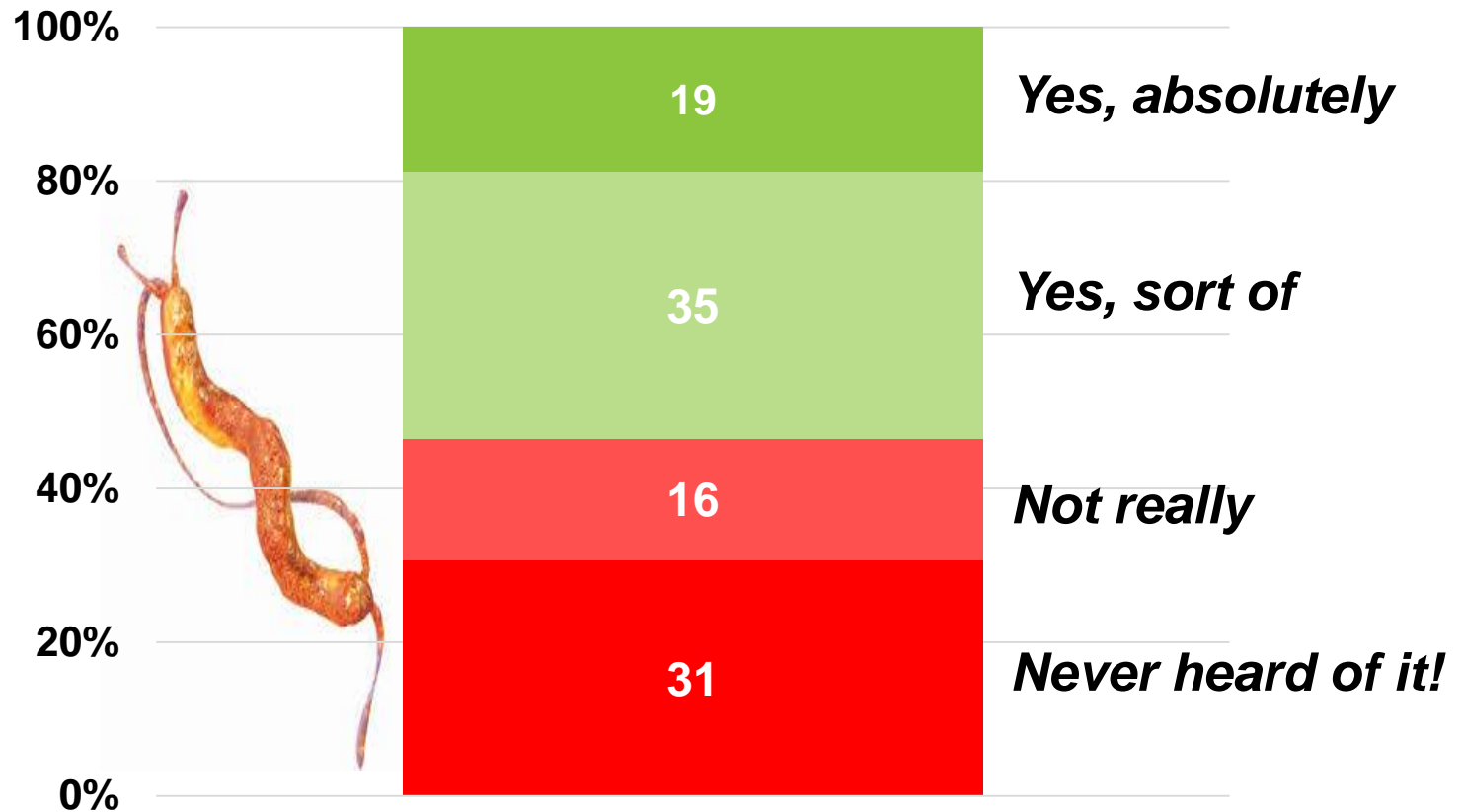
Taking chicken out of the pack



N=1551, all non-vegetarian and cook from scratch at least occasionally

Primary research undertaken **March 2015**

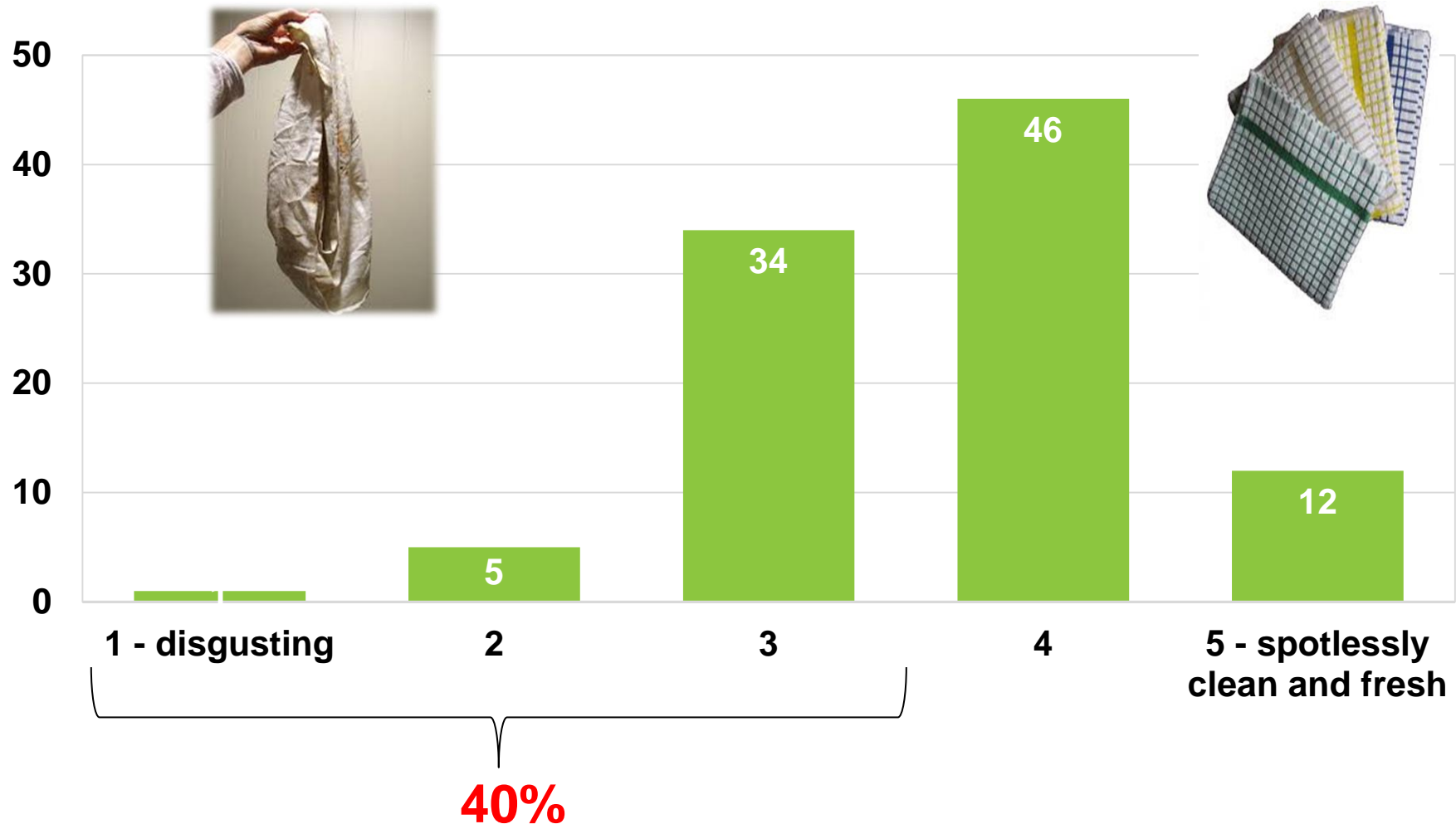
Knowledge of Campylobacter



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Primary research undertaken **March 2015**

Cleanliness of the kitchen tea towel – euurgh!



N=1551, all non-vegetarian and cook from scratch at least occasionally

Primary research undertaken March 2015