

Harris On Demand
The Harris Poll

COVID Cooking Study

Prepared For:

thermomix

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INTRODUCTION

The aim in conducting the *COVID Cooking Study* was to understand how frequently and what items Americans have been cooking during COVID-19, as well as to gain insights on pain points of cooking and openness to smart cooking appliances.

The results show many Americans have been cooking more frequently now than prior to COVID, with many trying new things in the kitchen. Furthermore, while most Americans are enjoying cooking during COVID, there are pain points evident, but those can be solved based on their willingness to incorporate smart kitchen appliances in their homes in the future.

We are pleased to present the findings of the *COVID Cooking Study* commissioned by Thermomix, and hope that it will serve as the basis for communications surrounding your media outreach for National Cooking Day.

KEY FINDINGS

COOKING DURING COVID: *Many Americans Cooking At Home More Frequently And Enjoying It, Especially Millennials*

Nearly two thirds of Americans (64%) say they typically cooked more than one meal at home, per day, prior to COVID-19, with about 3 in 10 (31%) saying they cooked 3 or more meals at home, per day. When it comes to cooking habits right now, nearly three quarters of Americans (72%) say they typically cook more than one meal at home, per day, with 2 in 5 (40%) saying they cook 3 or more meals at home, per day. More than a quarter of Americans (26%) are cooking more frequently at home now than they did prior to COVID-19, and only about 1 in 10 Americans (12%) are cooking less frequently. Furthermore, a majority of Americans (70%) admit they are enjoying cooking during COVID-19.

Interestingly, younger generations, Millennials especially, appear to be spending more time in the kitchen than their older counterparts, and seem to be enjoying it.

- Prior to COVID-19, Gen Z (ages 18-23) and Millennials (ages 24-39) were more likely than Gen X (ages 40-55) and Boomers (ages 56-74) to say they typically cooked 3 or more meals at home, per day (45% & 43% vs. 26% & 25%).
- Millennials are most likely to say they typically cook more than one meal at home, per day, right now (82% vs. 73% of Gen Z, 69% of Gen X, and 66% of Boomers), and they are also more likely then Gen X and Boomers to say they cook 3 or more meals at home, per day, right now (50% vs. 38% and 34%).
- Millennials are more likely than Gen Z and Boomers to say they are enjoying cooking during COVID-19 (77% vs. 68% & 62%)

DABBLING IN THE KITCHEN: *Majority Of Americans Tried Their Hand At New Dishes During COVID*

More than half of Americans (56%) got adventurous in the kitchen during COVID-19 and made dishes/beverages for the first time ever with the most popular new items being pasta dishes, homemade pizza, and baked goods (23% each). Nearly 1 in 5 Americans say they made smoothies/juices (19%), soup/stew (18%), coffee beverages (17%), and bread (17%) for the first time ever during COVID-19. About 1 in 10 Americans decided to

try their hand at bartending, with 11% saying they made cocktails/mocktails for the first time ever during COVID-19.

Though they may be cooking more often than their older counterparts, Gen Z and Millennials appear more likely to be novices' in the kitchen as they are more likely than their older counterparts to say they made dishes/beverages for the first time ever during COVID-19 (79% & 76% vs. 60% Gen X & 33% Boomers). When looking at specific dishes:

- Gen Z is most likely to say they made baked goods for the first time ever during COVID-19 (40% vs. 30% Millennials, 25% Gen X, & 11% Boomers).
- Gen Z and Millennials are more likely than Gen X and Boomers to say they have made smoothies/juices (29% & 30% vs. 20% & 9%) and bread (28% & 25% vs. 18% & 8%) for the first time ever during COVID-19.

Similarly, when it comes to dishes Americans have made the most often during COVID-19, pasta dishes (32%) tops the list. Other popular items Americans were making most frequently during COVID-19 include soup/stew, coffee beverages, and baked goods (12%) each. Less popular food items Americans made the most of include homemade pizza (8%), smoothies/juices (7%), bread (5%), cocktails/mocktails (3%).

When it comes to items made the most often during COVID-19, generational differences were present as well:

- Boomers are more likely than Gen Z and Millennials to say soup/stew is the food item they made the most frequently during COVID-19 (16% vs. 7% & 11%).
- Millennials and Gen Xers are more likely than Boomers to say homemade pizza is the food item they made the most often during COVID-19 (14% & 10% vs. 4%).
- Gen Z and Millennials seem more likely to favor making beverages during this time compared to their Boomer counterparts. Gen Z and Millennials are more likely than Boomers to say smoothies/juices (12% & 10% vs. 4%) and cocktails/mocktails (6% & 4% vs. 1%) are food items they made the most of during COVID-19.

COOKING INSPO: *Professional Chefs Trump Mainstream Celebs*

When presented with a list of 10 celebrities, professional chefs trump mainstream celebs when it comes to who Americans would most want to cook them dinner, with Gordon Ramsay (21%) taking first place, followed by Bobby Flay (14%), and Martha Stewart (13%). Nearly 1 in 10 Americans (9%) say the celebrity they would most want to cook

them dinner is Snoop Dogg, while far fewer selected Chrissy Teigen (5%), Zac Efron (4%), Natalie Portman (4%), Padma Lakshmi (3%), Gwyneth Paltrow (3%) and Antoni Porowski (2%).

Though the consensus for Gordon Ramsay is apparent across all generations, Gen Z is most likely to select Gordon Ramsay (35% vs. 25% Millennials, 21% Gen X, & 16% Boomers) as the celebrity they would most want to cook them dinner, and they are least likely to select Martha Stewart (4% vs. 10% Millennials & 15% each Gen X & Boomers). And while Gordon Ramsay tops their list, more Gen Z adults would rather have Snoop Dog (16%) or Zac Efron (10%) cook for them over Martha (4%).

COOKING PAIN POINTS: *Doing Dishes And Time It Takes To Cook Top The List*

Only about 1 in 10 Americans (11%) say they enjoy all parts of cooking. When it comes to Americans' least favorite parts about cooking, doing dishes (48%) tops the list, followed by the amount of time it takes to cook (29%). Similarly, dirtying up multiple items and wasting time at the stove are pain points for many - roughly one quarter of Americans say having to use more than one pot/pan to cook a meal (25%) and standing over/waiting by the stove (24%) are among their least favorite parts about cooking. Other common cooking pet peeves include:

- Prepping the meal to be cooked (e.g., chopping, dicing, mixing) – 22%
- Too many different steps in a recipe – 20%
- Not having all the right equipment/having to improvise – 19%
- Shopping for groceries – 19%
- Finding a recipe – 15%
- My significant other/children not liking what I cook - 13%

Furthermore, many American seem to be struggling with the monotony of cooking. Nearly two thirds of Americans (64%) say they tend to cook the same meals over and over again each week, and more than 3 in 5 (61%) struggle to come up with new meal ideas.

Gen Z seem to lack patience and struggle with thinking on the fly compared to their some of their older counterparts. They are more likely than Gen X to say one of their least favorite parts about cooking is the amount of time it takes (36% vs. 26%) and are most likely to say not having all of the right equipment/having to improvise is one of their least favorite parts about cooking (35% vs. 25% Millennials, 17% Gen X & 12% Boomers).

Additionally, younger generations are more likely than Boomers to say the following are among their least favorite parts about cooking:

- Shopping for groceries (25% Gen Z, 22% each Millennials & Gen X vs. 13% Boomers)
- Finding a recipe (18% Gen Z, 21% Millennials & 15% Gen X vs. 9% Boomers)
- My significant other/children not liking what I cook (16% Gen Z, 17% Millennials & 15% Gen X vs. 7% Boomers)

Younger generations are also challenged to get more creative in the kitchen as they are more likely than Boomers to say they struggle to come up with new meal ideas (67% Gen Z, 68% Millennials, 63% Gen X vs. 52% Boomers).

DESIRE FOR A SIMPLE SOLUTION: *Majority Would Give Something Up To Have A Simple Way To Make A Home Cooked Meal Every Day*

With so many Americans describing various pain points of cooking, it's no surprise that more than three quarters (77%) admit they would sacrifice something for a year in order to have a simple solution for a home cooked meal every day. The top two things American's would be willing to sacrifice for a year to ease their cooking woes are ride-sharing services (35%) and social media (24%). About 1 in 5 Americans would give up simple conveniences like coffee or ordering taking out/going out to eat for a year (21% each) in order to have a simple solution for daily home-cooked meals. Other things Americans would be willing to give up for a year to simplify cooking at home every day include:

- Streaming services – 16%
- Sex – 13%
- Salary increase – 9%
- Paid time off – 9%

To further support the need of a more effortless/intuitive solution, 3 in 5 Americans (60%) feel cooking new recipes can be intimidating. Aside from simplicity, there is definitely a strong desire for guidance in the kitchen. More than half of Americans (54%) admit they want to get more creative with recipes, but don't know how.

Convenience is key for younger generations:

- Gen Z, Millennials, and Gen X are more likely than Boomers to say they would sacrifice something for a year in order to have a simple solution for a home cooked meal every day (92%, 87% & 81% vs. 64%).
- 1 in 5 Gen Z adults (20%) go so far as to say they would give up sex for a year for a simple solution for a home-cooked meal every day, much more so than Gen X (13%) and Boomer (13%) adults.

Additionally, it appears younger adults may need more help in the kitchen than their older counterparts, perhaps due to less experience:

- Gen Z is most likely to feel cooking new recipes can be intimidating (74% vs. 62% Millennials, 61% Gen X, & 51% Boomers).
- Gen Z and Millennials are more likely than Gen X and Boomer to say they want to get more creative with recipes, but don't know how (72% & 67% vs. 56% & 39%).

FUTURE OF COOKING: *Automation & Smart Appliances Have A Place In American's Future Kitchens*

It looks like the Jetsons weren't too far off – "robots" do have a place in the kitchen. Nearly three quarters of Americans (74%) say they are open to using automation while cooking and about 4 in 5 (78%) want to add smart kitchen appliances to their home in the next 5 years. The top reason Americans have a desire to incorporate smart kitchen appliances in their homes is to speed up the cooking process (40%). While time is top of mind when considering these new kitchen gadgets, convenience and education are also factors. More than one third of Americans want to add smart kitchen appliances to their home in the next 5 years to make clean-up easier or to learn how to cook (37% each). Other common reasons Americans want to add smart kitchen appliances to their home in the next 5 years include:

- To reduce the need for having multiple appliances – 31%
- To have more time do other things while cooking – 31%
- Cooking would be less exhausting – 26%
- To be more sustainable – 22%

Younger generations appear to be more open to smart kitchen appliances than their Boomer counterparts, perhaps because many likely have less experience in the kitchen or seem to be strapped for time as they are on-the-go often.

- Gen Z, Millennial, and Gen X are more likely than Boomers to say they want to add smart appliances to their home in the next 5 years (91% each Gen Z & Millennials, 80% Gen X vs. 67% Boomers) and are also more likely to cite the below reasons as to why:
    - To make clean-up easier (46%, 43%, 38% vs. 30%)
    - To learn how to cook (53%, 45%, 39% vs. 27%)
    - To be more sustainable (33%, 31%, 21% vs. 13%)
- Gen Xers are more likely then Gen Z, surprisingly, and Boomers, not so surprisingly, to be open to using automation while cooking (79% vs. 71% and 70%)

Gender Differences:

Perhaps surprisingly, men are more likely than women to say they typically cooked 3 or more meals at home, per day, prior to COVID-19 (35% vs. 28%), however, men are more likely than women to be cooking less frequently at home now than they did prior to COVID-19 (15% vs. 9%).

When it comes to new or frequent items they cooked during COVID-19:

- Men are more likely than women to say they made homemade pizza for the first time ever during COVID-19 (27% vs. 19%).
- Men are more likely than women to say coffee beverages are the food item they made the most of during COVID-19 (15% vs. 10%).
- Women are more likely than men to say pasta dishes (36% vs. 28%) and baked goods (15% vs. 9%) are food items they made the most of during COVID-19.

Women seem more apt to having certain grievances when it comes to cooking than men – they are more likely to say they say they struggle to come up with new meal ideas (65% vs. 57%) as well as cite each of the following as being among their least favorite parts of cooking:

- Doing dishes (52% vs. 44%)
- Having to use more than one pot/pan too cook a meal (28% vs. 22%)
- Standing over/Waiting by stove (27% vs. 20%)
- Prepping the meal to be cooked (26% vs. 19%)
- Not having all the right equipment/having to improvise (22% vs. 17%)

While both genders are on board with making sacrifices for a simple solution for a home-cooked meal every day, what they would be willing to sacrifice varies:

- Men are more likely than women to say they would give up social media (27% vs. 20%) and a salary increase (11% vs. 7%) for a year in order to have a simple solution for a home-cooked meal every day.
- Women are more likely than men to say they would give up sex for a year in order to have a simple solution for a home-cooked meal every day (15% vs. 9%).

Women are more likely than men to say they want to add smart kitchen appliances to their home in the next 5 years to reduce the need for having multiple appliances (34% vs. 27%).

Men and women seem to have some different tastes when it comes to which celebrity they'd like to cook a meal for them, begging the question, are they more focused on cooking skills, or physical appearances?

- Women are more likely than men to say the celebrity they would most want to cook them dinner is Martha Stewart (17% vs. 9%) or Zac Efron (6% vs. 3%).
- Men are more likely than women to say the celebrity they would most want to cook them dinner is Natalie Portman (7% vs. 1%) or Gwyneth Paltrow (6% vs. 1%).

Parental Status Differences:

Parents of kids under 18 have been and continue to be spending more time in the kitchen than their counterparts, and it appears not all is equal when looking at working moms versus working dads when it comes to cooking.

- Parents (of kids under 18) are more likely than those who are not parents of kids under 18 to say they typically cooked 3 or more meals at home, per day, prior to COVID-19 (42% vs. 26%).
- Parents are more likely than those are not parents of kids under 18 to say they typically cook 3 or more meals at home, per day, right now (49% vs. 36%).
- Working moms are more likely than working dads to say they typically cook more than one meal at home, per day, right now (81% vs. 71%).

Parents are also more likely than those who are not parents of kids under 18 to say they are enjoying cooking during COVID-19 (76% vs. 67%), perhaps because it is a great activity they can do together with their children.

When it comes to new or frequent food items they cooked during COVID-19:

- Parents are more likely than those who are not parents of kids under 18 to say they made dishes/beverages for the first time ever during COVID-19 (73% vs. 47%) perhaps to keep their kids busy and teach them new skills.
- Working dads may have less experience in the kitchen, as they are more likely than working moms to say they made dishes/beverages for the first time ever during COVID-19 (84% vs. 69%).
- Parents are more likely than those who are not parents of kids under 18 to say homemade pizza (13% vs. 6%) and bread (6% vs. 4%) are food items they made the most of during COVID-19.

Parents are more likely than those who are not parents of kids under 18 to say the following are among their least favorite parts about cooking:

- Not having all the right equipment/having to improvise (24% vs. 17%)
- Shopping for groceries (26% vs. 16%)
- Finding a recipe (23% vs. 11%)

Working moms are more likely than working dads to say some of their least favorite parts about cooking are doing dishes (52% vs. 40%) and not having all of the right equipment/having to improvise (31% vs. 19%). Whereas working dads are more likely than working moms to say finding a recipe is one of their least favorite parts about cooking (29% vs. 19%).

Additionally, parents are also more likely than those who are not parents of kids under 18 to have the following complaints:

- I tend to cook the same meals over and over again each week (69% vs. 62%)
- I struggle to come up with new meal ideas (69% vs. 58%)

With that being said, parents are more likely than those who are not parents of kids under 18 to have qualms when it comes to trying new things in the kitchen. They are more likely

to say they want to get more creative with recipes, but don't know how (69% vs. 46%) and that cooking new recipes can be intimidating (64% vs. 58%). Perhaps they feel this way because they have more hungry stomachs waiting for their finished products or picky eaters.

Convenience is key for parents - they are more likely than those who are not parents of kids under 18 to say they would sacrifice something for a year in order to have a simple solution for a home cooked meal every day (88% vs. 72%). Additionally, they are more likely than those who are not parents of kids under 18 to say they want to add smart kitchen appliances to their home in the next 5 years (89% vs. 72%).

Preferences also vary when it comes to which celebrity they would like to have cook them dinner:

- Parents are more likely than those who are not parents of kids under 18 to say the celebrity they would most want to cook them dinner is Snoop Dogg (12% vs. 7%).
- Working moms are more likely than working dads to say the celebrity they would most want to cook them dinner is Zac Efron (9% vs. 3%), while working dads are more likely than working moms to say it is Natalie Portman (9% vs. 2%) or Padma Laksmi (9% vs. 2%).

TOPLINE DATA

BASE: ALL RESPONDENTS
Q1 How many meals per day did you, personally, typically cook at home prior to COVID-19?

	TOTAL
n=	***2,062***
At Least 1 (NET)	**95%**
1	30%
More Than 1 (SUBNET)	**64%**
2	33%
3+	31%
None	5%
MEAN	**2**

BASE: ALL RESPONDENTS
Q2 How many meals per day do you, personally, typically cook at home now?

	TOTAL
n=	***2,062***
At Least 1 (NET)	**95%**
1	23%
More Than 1 (SUBNET)	**72%**
2	32%
3+	40%
None	5%
MEAN	**2.2**

BASE: ALL RESPONDENTS
Q1/Q2 Change in cooking at home prior to COVID-19 compared to now

	TOTAL
n=	***2,062***
Cooking more at home now	26%
No change	63%
Cooking less at home now	12%

BASE: ALL RESPONDENTS

Q3 Thinking about foods you have cooked/made during COVID-19, which of the following did you make for the first time ever? Please select all that apply.

	TOTAL	Cooked/ Made Food During COVID-19
n=	*2,062*	*2,015*
Cooked/Made Food During COVID-19 (NET)	**97%**	**100%**
Pasta dishes (e.g., homemade pasta, lasagna, ramen)	23%	24%
Homemade pizza	23%	24%
Baked goods (e.g., cake, cupcakes, cookies)	23%	23%
Smoothies/Juices	19%	20%
Soup/Stew	18%	19%
Coffee beverages (e.g., latte, whipped coffee)	17%	18%
Bread	17%	17%
Cocktails/Mocktails	11%	11%
Other	2%	2%
None - I did not make any foods for the first time during COVID-19	41%	42%
N/A - I did not cook/make any food during COVID-19	3%	-

BASE: ALL RESPONDENTS

Q4 Thinking about foods you have cooked/made during COVID-19, which of the following did you make the most?

	TOTAL	Cooked/ Made Food During COVID-19
n=	*2,062*	*2,015*
Cooked/Made Food During COVID-19 (NET)	**97%**	**100%**
Pasta dishes (e.g., homemade pasta, lasagna, ramen)	32%	33%
Soup/Stew	12%	13%
Coffee beverages (e.g., latte, whipped coffee)	12%	13%
Baked goods (e.g., cake, cupcakes, cookies)	12%	12%
Homemade pizza	8%	9%
Smoothies/Juices	7%	7%
Bread	5%	5%
Cocktails/Mocktails	3%	3%
Other	6%	6%
None - I did not cook/make any food during COVID-19	3%	-

BASE: ALL RESPONDENTS

Q5 Which of the following are among your least favorite parts about cooking? Please select all that apply.

	TOTAL	Ever Cook
n=	*2,062*	*2,030*
Ever Cook (NET)	**98%**	**100%**
Doing dishes	48%	49%
Amount of time it takes (i.e., too time consuming)	29%	30%
Having to use more than one pot/pan to cook a meal	25%	25%
Standing over/Waiting by stove (e.g., to stir, flip)	24%	24%
Prepping the meal to be cooked (e.g., chopping, dicing, mixing)	22%	23%
Too many different steps in a recipe	20%	20%
Not having all the right equipment/having to improvise	19%	20%
Shopping for groceries	19%	20%
Finding a recipe	15%	15%
My significant other/children not liking what I cook	13%	13%
Other	1%	1%
None - I enjoy all parts of cooking.	11%	12%
N/A - I never cook	2%	-

BASE: ALL RESPONDENTS

Q6 Which of the following would you give up for a year in order to have a simple solution (i.e., all-in one cooking appliance, that provides simplified step-by-step recipe and cooking guidance) for a home-cooked meal every day? Please select all that apply.

	TOTAL	Ever Cook
n=	*2,062*	*2,030*
Would Give Up Something (NET)	**77%**	**78%**
Using ride-sharing services (e.g., Uber, Lyft)	35%	35%
Social media	24%	24%
Coffee	21%	21%
Ordering take-out/Going out to eat	21%	21%
Streaming services (e.g., Netflix, Hulu, Amazon Prime)	16%	16%
Sex	13%	13%
Salary increase	9%	9%
Paid time off	9%	9%
Other	*	*
Nothing	23%	22%

BASE: ALL RESPONDENTS

Q7 Which of the following celebrities would you most want to cook you dinner?

	TOTAL
n=	***2,062***
Gordon Ramsay	21%
Bobby Flay	14%
Martha Stewart	13%
Snoop Dogg	9%
Chrissy Teigen	5%
Zac Efron	4%
Natalie Portman	4%
Padma Lakshmi	3%
Gwyneth Paltrow	3%
Antoni Porowski	2%
None of these	22%

BASE: ALL RESPONDENTS

Q8 How much do you agree or disagree with each of the following statements about cooking?

Summary of Strongly/Somewhat Agree

	TOTAL
n=	***2,062***
I'm open to using automation while cooking (i.e., having a machine complete part of the meal prep/cooking process).	74%
I am enjoying cooking during COVID-19.	70%
I tend to cook the same meals over and over again each week.	64%
I struggle to come up with new meal ideas.	61%
Cooking new recipes can be intimidating.	60%
I want to get more creative with cooking, but don't know how.	54%

Summary of Strongly/Somewhat Disagree

	TOTAL
n=	***2,062***
I want to get more creative with cooking, but don't know how.	45%
Cooking new recipes can be intimidating.	40%
I struggle to come up with new meal ideas.	39%
I tend to cook the same meals over and over again each week.	35%
I am enjoying cooking during COVID-19.	29%
I'm open to using automation while cooking (i.e., having a machine complete part of the meal prep/cooking process).	26%

BASE: ALL RESPONDENTS

Q9 Which of the following are reasons why you would want to add smart kitchen appliances (i.e., a device that you connect to WiFi, your smartphone or tablet, for better control, convenience, and information) to your home in the next 5 years? Please select all that apply.

	TOTAL
n=	***2,062***
Would Want To Add Smart Kitchen Appliances To Home In N5Y (NET)	**78%**
To speed up the cooking process	40%
To make clean-up easier	37%
To Learn How To Cook (SUBNET)	**37%**
To learn how to cook more sophisticated meals	27%
To learn how to cook basic meals	18%
To reduce the need for having multiple appliances	31%
To have more time to do other things while cooking	31%
Cooking would be less exhausting	26%
To be more sustainable (e.g., reduce food/product waste, reduce packaging waste)	22%
Other	*
None - I would not want to add smart kitchen appliances to my home in the next 5 years	22%

FULL METHODOLOGY

This survey was conducted online within the United States by The Harris Poll on behalf of Thermomix between August 27-31, 2020 among 2,062 adults ages 18+.

Results were weighted for age within gender, region, race/ethnicity, household income, education, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

A Note about Reading the Report

The percentage of respondents has been included for each item.

- An asterisk (*) signifies a value of less than one-half percent.
- A dash represents a value of zero.
- Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple responses.

About The Harris Poll

The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, please visit www.theharrispoll.com