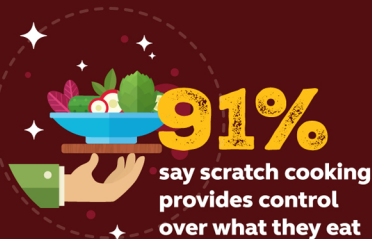


NOW WE'RE COOKING

SUPERVALU HOME TRUTHS REPORT

The
Good Food Karma
PROJECT

NOW WE'RE COOKING



CAN'T COOK



Time is the biggest barrier to cooking from scratch for under 45's

47% of full time workers and 18-24 year olds don't have enough time to cook



37% under 34 year olds don't cook out of laziness

31% of 18-24 year olds look for inspiration



44% of adults use weekends to scratch cook and freeze meals



BREAKFAST PICKS

18-24 YEAR OLDS rate smoothies and cereal bars as healthy breakfast options



55+ YEARS consider tea & toast as healthy way to start day

WON'T COOK

OVER 50% of adults eat a takeaway at home at least weekly



73% OF 18-24 YEAR OLDS are weekly eaters of takeaways at home

1 IN 3 25-44 year olds never cook lunch



2 IN 5

eat a meal in a restaurant or pub once a week

2 IN 5

18-24 year olds never cook breakfast

FAMILY OCCASIONS

ONLY 1 IN 10

Irish adults involve their children in cooking at home



2 in 5

Sunday roast most popular weekly get together for 2 in 5

4 in 5 FAMILIES have a family dinner at least weekly



*REC C INTERVIEWED A RANDOM REPRESENTATIVE SAMPLE OF 1,025 ADULTS AGED 18+ INTERVIEWS WERE CONDUCTED ACROSS THE COUNTRY AND THE RESULTS WEIGHTED TO THE PROFILE OF ALL ADULTS