

YouGov Survey Results

Cooking

Sample Size: 577 GB teenagers aged 13-19

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

To what extent do you agree or disagree with the statement:

"In general, I would say I eat healthily"

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Strongly agree	12%	12%	12%	12%	14%	8%	7%	12%	10%	20%	12%	10%	14%	12%	9%	23%	14%	13%	13%
Tend to agree	50%	46%	55%	72%	56%	53%	44%	36%	50%	42%	42%	53%	53%	56%	55%	32%	57%	46%	48%
Neither agree nor disagree	21%	24%	18%	14%	23%	20%	28%	28%	16%	17%	24%	22%	17%	18%	19%	34%	15%	22%	25%
Tend to agree disagree	15%	16%	14%	2%	7%	16%	16%	23%	20%	17%	18%	12%	16%	10%	15%	10%	15%	18%	12%
Strongly disagree	2%	2%	2%	-	-	2%	5%	1%	4%	4%	3%	4%	-	4%	2%	-	-	2%	3%

YouGov Survey Results

Cooking

Sample Size: 577 GB teenagers aged 13-19

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

To what extent do you agree or disagree with the statement:

"In general, I would say I eat healthily"

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Strongly agree	12%	12%	7%	14%	8%	18%	8%	14%	4%	2%	-	9%	22%
Tend to agree	50%	54%	56%	39%	75%	33%	52%	56%	63%	48%	32%	38%	45%
Neither agree nor disagree	21%	21%	17%	25%	6%	26%	15%	19%	12%	22%	28%	29%	16%
Tend to agree disagree	15%	11%	19%	18%	5%	14%	22%	10%	14%	27%	40%	19%	17%
Strongly disagree	2%	1%	-	3%	6%	9%	4%	1%	7%	1%	-	5%	1%

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

The next question is about fruit and vegetables and how many portions you should eat/ drink a day. To help you here are some examples of what a portion is:

2 broccoli spears

A glass (150ml) of unsweetened 100% fruit or vegetable juice

2 small size fruits e.g. 2 plums or satsumas

3 heaped tablespoons of peas, beans or pulses

Medium size fruit e.g. an apple

Looking at these examples, how many portions of different fruit and vegetables do you think you should eat/ drink a day?

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
None	1%	2%	1%	1%	-	2%	3%	2%	1%	1%	2%	3%	3%	-	-	-	-	2%	2%
1-2	10%	9%	11%	4%	14%	14%	6%	14%	10%	10%	13%	13%	9%	5%	9%	16%	4%	11%	14%
3-4	26%	26%	26%	35%	27%	22%	21%	25%	33%	20%	21%	26%	20%	33%	30%	39%	18%	21%	29%
5-6	55%	55%	56%	59%	55%	58%	61%	51%	45%	58%	58%	52%	65%	51%	54%	45%	58%	58%	50%
7-8	4%	4%	5%	1%	3%	3%	8%	3%	6%	4%	4%	3%	1%	5%	6%	-	8%	5%	2%
9-10	1%	1%	0%	1%	1%	-	-	0%	-	4%	-	1%	-	-	0%	-	7%	2%	1%
More than 10	0%	0%	0%	1%	-	-	1%	-	1%	-	-	1%	2%	-	-	-	-	-	1%
Don't Know	2%	2%	2%	-	-	2%	1%	5%	3%	3%	2%	2%	-	6%	0%	-	5%	3%	2%
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

The next question is about fruit and vegetables and how many portions you should eat/ drink a day. To help you here are some examples of what a portion is:

2 broccoli spears

A glass (150ml) of unsweetened 100% fruit or vegetable juice

2 small size fruits e.g. 2 plums or satsumas

3 heaped tablespoons of peas, beans or pulses

Medium size fruit e.g. an apple

Looking at these examples, how many portions of different fruit and vegetables do you think you should eat/ drink a day?

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
None	1%	1%	1%	1%	2%	2%	3%	1%	6%	2%	-	2%	-
1-2	10%	10%	11%	12%	3%	11%	5%	9%	12%	5%	28%	12%	12%
3-4	26%	26%	23%	30%	48%	17%	18%	24%	26%	34%	11%	27%	25%
5-6	55%	57%	62%	46%	47%	50%	66%	61%	51%	55%	50%	45%	55%
7-8	4%	3%	4%	6%	-	5%	3%	3%	2%	4%	11%	4%	8%
9-10	1%	0%	-	3%	-	2%	-	0%	-	-	-	3%	-
More than 10	0%	1%	-	0%	-	-	-	0%	-	-	-	1%	-
Don't Know	2%	1%	-	2%	-	13%	5%	0%	2%	-	-	7%	-
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Which ONE, if any, of the following best describes how often you eat fast food (e.g. hamburgers, pizza, chinese takeaway) either in a restaurant or at home?

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Everyday	1%	1%	1%	1%	-	3%	1%	1%	2%	-	2%	1%	-	-	2%	-	-	1%	1%
Between 2 to 3 times a week	17%	18%	16%	19%	4%	24%	19%	16%	17%	20%	20%	22%	15%	10%	18%	32%	-	15%	24%
About once a week	29%	30%	28%	32%	23%	29%	24%	31%	36%	29%	28%	34%	20%	41%	30%	14%	23%	27%	30%
About once a fortnight	24%	21%	26%	13%	45%	17%	22%	23%	19%	26%	24%	17%	26%	9%	27%	15%	49%	30%	17%
About once a month	17%	18%	17%	18%	16%	20%	24%	11%	16%	16%	17%	15%	25%	26%	14%	30%	4%	14%	19%
Between 4 to 6 times a year	7%	6%	8%	11%	9%	7%	8%	10%	3%	3%	6%	9%	10%	9%	7%	8%	4%	5%	9%
About once a year	2%	2%	2%	5%	1%	-	1%	4%	5%	-	2%	0%	1%	-	1%	-	15%	5%	0%
Less often than once a year	1%	2%	1%	1%	1%	-	-	5%	-	1%	-	2%	-	6%	1%	-	-	-	1%
Not applicable - I have never eaten fast food	1%	1%	1%	1%	-	-	-	-	3%	4%	2%	-	3%	-	0%	-	5%	3%	-

A vegetarian is a person who does not eat meat. This could be for moral, religious, or health reasons. Are you yourself a vegetarian?

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Yes, I am	7%	3%	10%	10%	8%	2%	6%	1%	10%	10%	5%	6%	7%	11%	4%	9%	14%	7%	6%
No, I am not	93%	97%	90%	90%	92%	98%	94%	99%	90%	90%	95%	94%	93%	89%	96%	91%	86%	93%	94%

Is anyone else in your family a vegetarian? (Please tick all that apply)

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Yes - my mum	9%	10%	9%	13%	15%	9%	4%	5%	17%	3%	10%	4%	9%	11%	7%	25%	14%	11%	9%
Yes - my dad	2%	2%	2%	3%	3%	1%	1%	0%	2%	2%	-	2%	4%	-	5%	-	-	-	1%
Yes - one of more of my brothers or sisters	7%	6%	8%	16%	8%	3%	1%	7%	12%	6%	8%	4%	7%	12%	6%	14%	6%	7%	6%
Yes - one or more of my grandparents	2%	3%	1%	2%	1%	1%	2%	2%	4%	-	2%	2%	4%	-	1%	-	-	2%	2%
Yes - someone else in my family is (e.g. uncle/aunt etc.)	8%	9%	7%	3%	11%	6%	5%	9%	12%	10%	7%	6%	8%	4%	12%	-	12%	9%	5%
No - none of them are	78%	76%	79%	79%	72%	83%	87%	80%	67%	76%	75%	85%	78%	79%	76%	75%	77%	75%	83%
Don't know	2%	2%	1%	-	-	-	0%	-	5%	6%	4%	0%	-	-	0%	-	5%	4%	0%

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which ONE, if any, of the following best describes how often you eat fast food (e.g. hamburgers, pizza, chinese takeaway) either in a restaurant or at home?

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Everyday	1%	2%	-	-	4%	-	1%	2%	-	-	-	1%	-
Between 2 to 3 times a week	17%	22%	16%	10%	10%	-	20%	16%	24%	32%	68%	15%	7%
About once a week	29%	32%	30%	25%	37%	22%	25%	33%	34%	26%	21%	20%	34%
About once a fortnight	24%	24%	25%	25%	26%	24%	18%	26%	28%	18%	11%	20%	23%
About once a month	17%	14%	14%	23%	18%	34%	16%	13%	13%	11%	-	26%	28%
Between 4 to 6 times a year	7%	4%	16%	8%	6%	7%	11%	8%	2%	13%	-	7%	7%
About once a year	2%	2%	1%	5%	-	-	-	2%	-	-	-	5%	1%
Less often than once a year	1%	0%	-	0%	-	13%	4%	1%	-	-	-	3%	-
Not applicable - I have never eaten fast food	1%	0%	-	3%	-	-	5%	0%	-	-	-	5%	-

A vegetarian is a person who does not eat meat. This could be for moral, religious, or health reasons. Are you yourself a vegetarian?

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Yes, I am	7%	6%	3%	10%	5%	-	12%	4%	-	9%	-	9%	16%
No, I am not	93%	94%	97%	90%	95%	100%	88%	96%	100%	91%	100%	91%	84%

Is anyone else in your family a vegetarian? (Please tick all that apply)

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Yes - my mum	9%	8%	12%	12%	5%	2%	13%	5%	5%	19%	11%	12%	18%
Yes - my dad	2%	2%	3%	1%	-	-	4%	1%	8%	2%	-	1%	3%
Yes - one of more of my brothers or sisters	7%	8%	5%	5%	6%	14%	9%	4%	-	8%	-	13%	13%
Yes - one or more of my grandparents	2%	2%	2%	2%	-	-	-	2%	1%	1%	-	-	5%
Yes - someone else in my family is (e.g. uncle/aunt etc.)	8%	7%	7%	13%	5%	5%	4%	8%	5%	4%	18%	8%	11%
No - none of them are	78%	79%	81%	72%	84%	81%	75%	83%	83%	73%	72%	68%	76%
Don't know	2%	0%	-	4%	-	-	8%	0%	-	2%	-	6%	-

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Do you think you are good or bad at cooking? (Please select ONE option only)

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Very good	6%	3%	9%	3%	7%	10%	8%	2%	6%	6%	11%	3%	3%	5%	5%	-	6%	10%	2%
Good	24%	20%	29%	33%	24%	18%	22%	25%	18%	30%	26%	27%	26%	20%	25%	26%	15%	23%	27%
Average	46%	48%	45%	52%	52%	50%	46%	37%	45%	44%	39%	46%	53%	54%	46%	59%	48%	41%	49%
Bad	14%	18%	9%	9%	10%	13%	14%	17%	19%	13%	11%	13%	11%	15%	17%	8%	19%	13%	12%
Very bad	4%	4%	4%	1%	3%	4%	5%	8%	4%	4%	7%	4%	3%	-	3%	-	8%	7%	3%
Not applicable - I have never cooked	5%	7%	4%	2%	5%	6%	4%	9%	7%	4%	6%	7%	4%	6%	3%	8%	5%	6%	7%

In general, what is your ONE favourite dish to cook?
Please type your answer in the box below - if you have more than one favourite dish please type the one that you cook most often [SEE OE_1](#)

How often do you cook by yourself?

Unweighted base	548	269	279	62	63	77	97	96	66	87	91	159	79	19	176	9	15	106	168
Base: All GB children aged 13 to 19 who cook	546	276	270	77	76	77	80	75	78	83	140	92	52	61	127	28	46	186	120
Always	7%	5%	8%	5%	3%	5%	6%	5%	12%	11%	11%	5%	6%	5%	3%	9%	8%	10%	6%
Usually	14%	11%	17%	9%	4%	11%	14%	14%	17%	29%	15%	10%	10%	35%	10%	10%	9%	14%	10%
Sometimes	43%	44%	42%	37%	48%	45%	33%	41%	51%	43%	39%	49%	48%	16%	52%	21%	57%	44%	43%
Rarely	32%	33%	30%	31%	38%	39%	46%	36%	20%	13%	31%	34%	34%	30%	34%	27%	26%	30%	33%
Not applicable - I have never cooked by myself	5%	7%	3%	19%	8%	-	0%	4%	-	4%	4%	2%	3%	14%	1%	32%	-	3%	9%

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Do you think you are good or bad at cooking? (Please select ONE option only)

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Very good	6%	7%	3%	4%	6%	11%	8%	6%	2%	11%	-	4%	9%
Good	24%	24%	28%	26%	8%	22%	23%	23%	22%	25%	28%	21%	36%
Average	46%	49%	46%	42%	47%	44%	47%	47%	55%	51%	29%	46%	39%
Bad	14%	13%	16%	15%	29%	7%	10%	14%	18%	6%	22%	16%	7%
Very bad	4%	3%	3%	7%	4%	4%	5%	3%	3%	4%	21%	4%	9%
Not applicable - I have never cooked	5%	5%	3%	5%	7%	13%	7%	6%	-	3%	-	9%	-

In general, what is your ONE favourite dish to cook?
Please type your answer in the box below - if you have more than one favourite dish please type the one that you cook most often [SEE OE_1](#)

How often do you cook by yourself?

Unweighted base	548	276	84	92	23	19	54	311	43	47	8	98	41
Base: All GB children aged 13 to 19 who cook	546	264	70	122	18	27	45	271	39	47	5	125	59
Always	7%	5%	2%	14%	14%	10%	2%	4%	9%	3%	-	9%	16%
Usually	14%	12%	7%	18%	6%	34%	18%	11%	7%	5%	21%	22%	22%
Sometimes	43%	45%	55%	34%	29%	39%	43%	48%	48%	46%	48%	32%	37%
Rarely	32%	32%	35%	30%	25%	18%	38%	33%	36%	35%	31%	31%	21%
Not applicable - I have never cooked by myself	5%	6%	2%	4%	26%	-	-	4%	2%	11%	-	6%	5%

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Before taking this survey, which, if any, of the following celebrity chefs had you heard of? (Please select all that apply)

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Delia Smith	58%	54%	62%	48%	45%	47%	56%	68%	67%	71%	49%	49%	74%	69%	55%	57%	74%	56%	51%
Gordon Ramsey	88%	86%	90%	81%	85%	86%	90%	91%	90%	90%	83%	83%	91%	100%	92%	70%	93%	85%	80%
Jamie Oliver	94%	93%	95%	96%	93%	92%	94%	98%	89%	94%	88%	94%	93%	100%	98%	92%	95%	89%	93%
Nigella Lawson	63%	58%	69%	51%	68%	47%	64%	72%	67%	73%	60%	51%	61%	72%	61%	67%	95%	69%	54%
Gary Rhodes	23%	20%	27%	12%	12%	9%	15%	29%	35%	47%	18%	23%	21%	40%	21%	21%	25%	20%	23%
Marco Pierre White	37%	31%	44%	23%	19%	22%	45%	50%	42%	57%	39%	30%	39%	46%	34%	28%	47%	41%	29%
Heston Blumenthal	54%	50%	58%	39%	51%	58%	48%	61%	53%	65%	57%	48%	57%	40%	56%	43%	73%	61%	47%
None of these	3%	5%	1%	2%	1%	6%	3%	0%	9%	1%	7%	2%	2%	-	1%	8%	-	5%	4%

And which, if any, of the following celebrity chefs would you say is your favourite? (Please select ONE option only)

Unweighted base	563	277	286	62	68	79	100	99	66	89	91	167	80	20	180	9	16	107	176
Base: All GB children aged 13 to 19 who have heard of any celebrity chefs	560	283	277	77	79	77	82	83	76	86	138	96	53	65	130	28	49	187	124
Delia Smith	3%	3%	3%	2%	1%	2%	2%	4%	9%	1%	-	5%	8%	6%	3%	-	-	-	4%
Gordon Ramsey	14%	18%	10%	17%	11%	20%	10%	14%	21%	8%	19%	18%	15%	6%	16%	-	6%	16%	14%
Jamie Oliver	26%	24%	28%	31%	35%	42%	22%	23%	8%	22%	24%	25%	33%	26%	29%	-	34%	26%	19%
Nigella Lawson	8%	5%	10%	6%	12%	4%	6%	6%	18%	4%	12%	8%	6%	9%	3%	7%	8%	11%	7%
Gary Rhodes	1%	1%	-	-	-	-	-	-	2%	2%	1%	0%	-	-	1%	-	-	1%	0%
Marco Pierre White	2%	2%	1%	1%	-	-	2%	1%	3%	6%	3%	1%	3%	-	1%	9%	-	2%	3%
Heston Blumenthal	10%	8%	11%	5%	7%	9%	19%	8%	10%	8%	9%	8%	10%	9%	14%	13%	-	7%	10%
None of these	37%	39%	36%	39%	35%	23%	40%	44%	29%	50%	33%	34%	25%	44%	33%	70%	53%	38%	42%

Have you ever watched any cooking shows on TV?

Unweighted base	577	286	291	64	69	83	101	100	70	90	96	170	82	20	183	10	16	112	180
Base: All GB children aged 13 to 19	577	297	280	78	79	82	84	83	84	86	148	99	54	65	132	30	49	197	129
Yes, I have	70%	60%	80%	76%	72%	73%	58%	70%	66%	74%	73%	70%	74%	66%	72%	28%	79%	75%	60%
No, I haven't	27%	36%	18%	24%	28%	26%	39%	19%	30%	22%	22%	28%	23%	28%	27%	72%	16%	20%	38%
I don't know	3%	4%	2%	-	-	1%	3%	10%	4%	3%	5%	2%	3%	6%	1%	-	5%	5%	1%

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Before taking this survey, which, if any, of the following celebrity chefs had you heard of? (Please select all that apply)

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Delia Smith	58%	50%	63%	73%	57%	62%	50%	54%	46%	34%	80%	71%	69%
Gordon Ramsey	88%	85%	91%	90%	91%	89%	92%	85%	96%	89%	82%	88%	98%
Jamie Oliver	94%	92%	98%	93%	100%	100%	93%	94%	90%	96%	100%	91%	99%
Nigella Lawson	63%	55%	67%	83%	64%	69%	50%	57%	61%	50%	47%	70%	89%
Gary Rhodes	23%	15%	23%	41%	30%	33%	14%	18%	13%	11%	11%	39%	29%
Marco Pierre White	37%	24%	40%	65%	24%	41%	36%	28%	31%	27%	29%	55%	56%
Heston Blumenthal	54%	48%	57%	70%	37%	45%	53%	50%	57%	48%	28%	53%	81%
None of these	3%	4%	1%	5%	-	-	-	3%	-	2%	-	5%	-

And which, if any, of the following celebrity chefs would you say is your favourite? (Please select ONE option only)

Unweighted base	563	285	86	91	25	20	56	325	43	48	8	98	41
Base: All GB children aged 13 to 19 who have heard of any celebrity chefs	560	269	72	121	19	31	48	279	39	48	5	130	59
Delia Smith	3%	3%	3%	5%	4%	-	3%	4%	-	1%	18%	4%	1%
Gordon Ramsey	14%	16%	20%	5%	3%	17%	17%	14%	36%	11%	-	9%	18%
Jamie Oliver	26%	32%	31%	16%	21%	13%	20%	35%	27%	24%	21%	14%	11%
Nigella Lawson	8%	6%	12%	13%	5%	5%	1%	7%	1%	6%	8%	5%	20%
Gary Rhodes	1%	1%	-	-	-	-	2%	0%	2%	-	-	1%	-
Marco Pierre White	2%	1%	-	3%	-	8%	3%	1%	2%	-	-	1%	9%
Heston Blumenthal	10%	10%	4%	15%	9%	5%	6%	8%	6%	5%	-	16%	8%
None of these	37%	32%	30%	42%	58%	53%	48%	31%	25%	53%	53%	49%	33%

Have you ever watched any cooking shows on TV?

Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59
Yes, I have	70%	67%	82%	71%	83%	58%	68%	73%	77%	65%	78%	59%	79%
No, I haven't	27%	33%	17%	22%	18%	27%	26%	26%	23%	35%	22%	31%	18%
I don't know	3%	0%	1%	7%	-	15%	6%	1%	-	-	-	10%	4%

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Before taking this survey which, if any, of the following cooking shows had you heard of? (Please select all that apply)

Unweighted base	411	185	226	49	49	61	69	71	47	65	69	118	60	13	135	3	13	82	121
Base: All GB children aged 13 to 19 who have ever watched cooking shows on TV	403	179	224	60	58	60	48	59	55	64	109	69	40	43	95	8	39	147	78
Hell's Kitchen	59%	60%	58%	41%	56%	63%	62%	62%	63%	65%	62%	51%	71%	57%	53%	100%	58%	61%	57%
Ready Steady Cook	59%	58%	61%	43%	59%	52%	65%	63%	60%	74%	64%	43%	74%	80%	46%	100%	63%	64%	49%
The Great British Bake Off	74%	64%	82%	71%	70%	64%	84%	81%	71%	80%	73%	64%	75%	73%	79%	100%	79%	75%	68%
The Hairy Bikers	67%	69%	65%	51%	60%	59%	78%	72%	82%	68%	77%	69%	74%	42%	55%	100%	73%	76%	73%
Masterchef	80%	77%	82%	85%	77%	76%	80%	86%	65%	90%	82%	70%	89%	90%	76%	100%	77%	81%	74%
Come Dine With Me	80%	76%	83%	68%	81%	85%	74%	88%	72%	88%	85%	74%	84%	83%	72%	100%	81%	84%	77%
Jamie's Ministry of Food	31%	29%	33%	22%	29%	25%	42%	40%	21%	38%	29%	28%	36%	37%	36%	31%	18%	26%	28%
Heston's Fantastical Food	38%	35%	40%	21%	40%	39%	52%	32%	36%	49%	48%	28%	45%	13%	32%	75%	55%	50%	33%
None of these	1%	0%	1%	2%	1%	1%	1%	-	-	-	1%	2%	-	-	-	-	1%	2%	

For the following question by the term watch, we mean if you have seen a whole/ most of an episode in the past year. which, if any, of the following cooking shows do/ have you watched? (Please select all that apply)

Unweighted base	407	184	223	48	48	60	68	71	47	65	68	115	60	13	135	3	13	81	118
Base: All GB children aged 13 to 19 who have heard of any cooking shows	400	179	222	58	57	59	48	59	55	64	107	68	40	43	95	8	39	146	76
Hell's Kitchen	17%	17%	17%	18%	6%	24%	18%	20%	18%	15%	27%	13%	19%	9%	14%	-	13%	23%	11%
Ready Steady Cook	12%	8%	16%	21%	5%	14%	11%	10%	12%	13%	22%	10%	18%	9%	7%	-	5%	18%	9%
The Great British Bake Off	50%	36%	61%	48%	55%	42%	56%	53%	47%	48%	52%	46%	50%	54%	46%	100%	40%	49%	52%
The Hairy Bikers	31%	31%	31%	36%	42%	35%	21%	33%	22%	28%	33%	33%	42%	8%	21%	56%	60%	40%	35%
Masterchef	48%	43%	52%	45%	59%	42%	40%	47%	43%	57%	54%	36%	46%	37%	46%	75%	64%	57%	41%
Come Dine With Me	59%	54%	62%	58%	57%	65%	50%	56%	59%	63%	63%	47%	67%	55%	47%	100%	81%	68%	53%
Jamie's Ministry of Food	11%	9%	12%	10%	13%	9%	10%	13%	8%	12%	8%	8%	13%	9%	12%	31%	13%	10%	10%
Heston's Fantastical Food	17%	15%	18%	11%	15%	26%	28%	18%	11%	9%	20%	11%	17%	6%	21%	-	21%	20%	10%
None of these	6%	9%	4%	5%	3%	6%	9%	9%	3%	10%	3%	11%	7%	14%	7%	-	-	2%	10%

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Before taking this survey which, if any, of the following cooking shows had you heard of? (Please select all that apply)

Unweighted base	411	203	70	70	18	12	38	238	36	30	6	69	32
Base: All GB children aged 13 to 19 who have ever watched cooking shows on TV	403	187	59	91	16	18	33	210	30	32	4	81	47
Hell's Kitchen	59%	54%	65%	67%	23%	64%	65%	57%	71%	38%	37%	56%	81%
Ready Steady Cook	59%	48%	58%	82%	43%	71%	66%	56%	42%	36%	50%	69%	88%
The Great British Bake Off	74%	70%	80%	90%	38%	62%	71%	68%	79%	73%	90%	77%	94%
The Hairy Bikers	67%	62%	68%	75%	44%	76%	72%	65%	63%	58%	63%	68%	78%
Masterchef	80%	78%	89%	82%	64%	88%	76%	79%	76%	76%	73%	78%	93%
Come Dine With Me	80%	71%	88%	93%	71%	90%	79%	73%	89%	71%	49%	88%	99%
Jamie's Ministry of Food	31%	30%	37%	34%	20%	21%	25%	33%	23%	11%	24%	31%	42%
Heston's Fantastical Food	38%	35%	33%	47%	15%	37%	50%	32%	46%	30%	23%	45%	54%
None of these	1%	1%	1%	-	-	-	-	1%	-	2%	-	-	-

For the following question by the term watch, we mean if you have seen a whole/ most of an episode in the past year. which, if any, of the following cooking shows do/ have you watched? (Please select all that apply)

Unweighted base	407	200	69	70	18	12	38	235	36	29	6	69	32
Base: All GB children aged 13 to 19 who have heard of any cooking shows	400	185	59	91	16	18	33	208	30	31	4	81	47
Hell's Kitchen	17%	17%	15%	12%	7%	39%	27%	13%	37%	13%	-	18%	25%
Ready Steady Cook	12%	15%	8%	7%	10%	32%	12%	13%	4%	-	-	13%	25%
The Great British Bake Off	50%	45%	62%	63%	22%	23%	42%	43%	44%	67%	26%	53%	67%
The Hairy Bikers	31%	30%	38%	29%	11%	29%	42%	33%	21%	36%	37%	25%	38%
Masterchef	48%	49%	55%	44%	16%	59%	48%	50%	52%	32%	23%	47%	50%
Come Dine With Me	59%	51%	61%	69%	65%	58%	68%	52%	66%	59%	-	63%	82%
Jamie's Ministry of Food	11%	12%	9%	9%	7%	17%	7%	10%	11%	5%	-	13%	14%
Heston's Fantastical Food	17%	15%	15%	19%	7%	24%	20%	14%	14%	26%	-	21%	19%
None of these	6%	4%	9%	7%	6%	20%	6%	5%	10%	5%	14%	11%	4%

Fieldwork: 13th - 17th September 2013

Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Which, if any, of the following cooking shows would you say is your favourite? (Please select ONE option only)

Unweighted base	374	163	211	44	45	55	60	67	44	59	64	101	56	11	126	3	13	77	104
Base: All GB children aged 13 to 19 who watch any cooking shows	375	162	213	56	55	56	44	53	53	58	104	60	37	37	89	8	39	143	68
Hell's Kitchen	7%	9%	5%	10%	2%	5%	5%	7%	13%	6%	14%	5%	8%	-	6%	-	-	10%	4%
Ready Steady Cook	1%	1%	1%	6%	-	-	-	-	-	1%	3%	-	2%	-	1%	-	-	2%	-
The Great British Bake Off	34%	17%	46%	29%	36%	20%	36%	38%	36%	41%	33%	26%	31%	56%	30%	75%	28%	32%	32%
The Hairy Bikers	9%	14%	5%	8%	21%	7%	9%	10%	3%	5%	7%	13%	15%	-	7%	25%	12%	8%	14%
Masterchef	12%	14%	10%	15%	17%	11%	12%	9%	8%	10%	10%	13%	5%	16%	13%	-	17%	12%	11%
Come Dine With Me	18%	22%	16%	11%	10%	33%	12%	19%	32%	11%	15%	27%	27%	11%	17%	-	21%	17%	23%
Jamie's Ministry of Food	2%	4%	1%	1%	-	5%	-	4%	-	5%	3%	1%	2%	-	5%	-	-	2%	1%
Heston's Fantastical Food	7%	7%	7%	2%	4%	12%	19%	5%	5%	4%	8%	6%	4%	7%	12%	-	-	6%	5%
None of these	10%	12%	9%	16%	9%	6%	8%	8%	4%	17%	7%	10%	7%	11%	10%	-	22%	11%	9%

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following cooking shows would you say is your favourite? (Please select ONE option only)

Unweighted base	374	188	61	63	16	11	35	219	33	26	5	62	29
Base: All GB children aged 13 to 19 who watch any cooking shows	375	177	53	85	15	15	30	198	27	30	4	72	45
Hell's Kitchen	7%	5%	7%	-	-	46%	20%	4%	27%	8%	-	1%	18%
Ready Steady Cook	1%	2%	-	-	4%	-	-	2%	2%	-	-	-	-
The Great British Bake Off	34%	29%	39%	51%	20%	5%	25%	27%	19%	58%	16%	47%	36%
The Hairy Bikers	9%	11%	10%	4%	4%	4%	11%	12%	8%	7%	-	4%	6%
Masterchef	12%	16%	13%	6%	-	23%	5%	14%	18%	-	27%	12%	4%
Come Dine With Me	18%	19%	18%	18%	25%	3%	20%	20%	18%	12%	-	16%	21%
Jamie's Ministry of Food	2%	3%	5%	-	5%	-	3%	4%	5%	-	-	-	-
Heston's Fantastical Food	7%	7%	2%	9%	7%	11%	7%	7%	3%	4%	-	7%	14%
None of these	10%	8%	6%	12%	34%	8%	10%	11%	-	10%	58%	14%	1%