

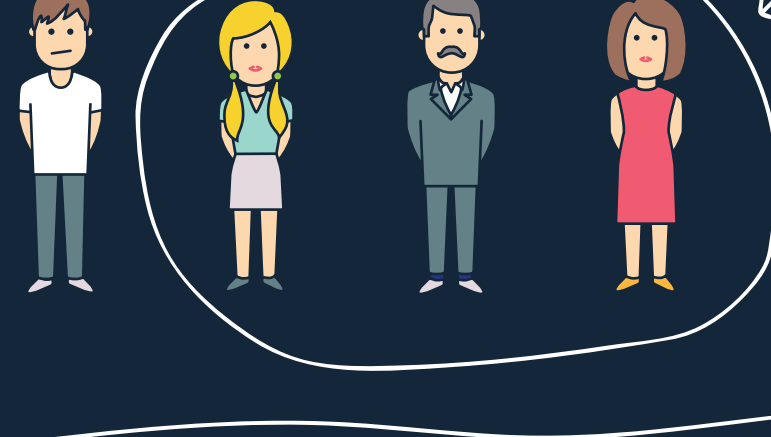
A week IN THE life OF cooks

IN THE Aussie home

There are many ups and downs when it comes to cooking dinner during the week. Many Australians are experiencing a disconnect between their intentions and expectations, and the reality of weeknight dinners.

AUSTRALIANS VALUE HOMEMADE MEALS

Many Australians have a desire to cook homemade meals on weeknights.



Three in four Australians (74%) are likely to prepare **five or more** of their seven weekly dinners at home.



Australians also value creating meals from scratch, with **three out of five** (61%) weeknight meals created with fresh, raw ingredients such as meats and vegetables.



The main reasons Australians choose to cook on weeknights are:



61% Keeping household costs to a minimum.



52% Homemade meals taste better.

ALTHOUGH AUSTRALIANS VALUE COOKING MEALS AT HOME, MANY PEOPLE FIND IT DIFFICULT TO FIND TIME TO PLAN FOR THEIR WEEKLY MEALS.



More than two thirds of Australians (68%) feel that they're often too busy to find recipes or meals that their whole family/household will enjoy.



Having to cater to multiple food needs or preferences is the number one stress-factor for Australians, when deciding what to cook for dinner (**35% of Australians** say this causes stress in their household).



Half of Australian parents (52%) suggest that their children are the most difficult people to cook for.

DESPITE BEING BUSY & TIME POOR, MANY AUSTRALIANS STILL ALLOCATE TIME IN THEIR WEEK TO SPEND AT THE GROCERY STORE.

The average Australian spends:

9 hours



9 hours per year looking for a car spot at the supermarket.

3.3 days



3.3 days (78 hours) per year in the grocery store, selecting ingredients.

6.4 days



A total of 6.4 days (153 hours) per year dedicated to doing the groceries - time spent from door to door.

IMAGINE HAVING
6 extra days
OF LEISURE
each year

INSTEAD OF SPENDING TIME DOING THE GROCERIES.

The three worst things about shopping at the supermarket:



- 1 Standing in queues (26%)
- 2 Buying more than is needed (15%)
- 3 Dealing with other shoppers (14%)

DINNER DECISION FATIGUE



Three in five Australians (62%) find deciding what to cook for dinner at least slightly stressful.

More than half of Australians (54%) feel that throwing a dinner party or cooking for their family or household can sometimes be more stressful than going to work.



Three in ten Australians (30%) would rather do household chores, such as cleaning the bathroom, than cook for their household.

44% of Australians who disagree with members of their household about weeknight dinners say the most common disagreement is deciding what to cook for dinner.



One in five Australians (20%) have set meals for some or all nights of the week.

NOT ONLY ARE AUSTRALIANS FINDING IT STRESSFUL COOKING FOR THEIR HOUSEHOLD, BUT 'FOOD INSPIRATION' CAN SOMETIMES CREATE OVERWHELMING EXPECTATIONS.

Four out of five Australians (81%) feel that cooking shows and other food inspiration can create high expectations for home cooks.



The top 5 factors preventing Australians from trying recipes from food media:



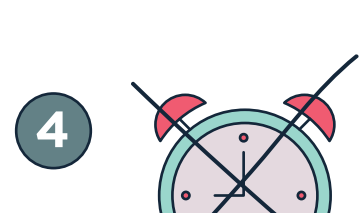
38% They require buying ingredients that probably won't be used again.



35% The ingredients are too expensive.



32% Having to do another shop to get the needed ingredients.



30% Not having enough time.



29% The recipes can seem too hard or technical.

TAKEAWAY MEALS

In the average Australian home, 10% of weeknight meals are takeaway meals.



Top excuses for not cooking on a weeknight:



18% Cooking takes too long and I don't have time



16% I can't be bothered cleaning up



13% Someone else in my household is helping at preparing meals



10% Takeaway meals are cheaper

GUILT AROUND WEEKNIGHT COOKING

Australians can often experience guilt when thinking about their weeknight meals.



More than a third (36%) of Australians feel guilty about not cooking enough healthy meals for their household's weekly dinners



29% feel guilty about cooking the same meals week after week

AUSTRALIANS HAVE A STRONG DESIRE TO BE MORE ADVENTUROUS IN THE KITCHEN AND TO CREATE A VARIETY OF HEALTHY WEEKNIGHT DINNERS.



Nearly **nine out of ten** Australians (87%) have a desire to be more adventurous in the kitchen, trying out more meal options and different cuisines.

