



The Kitchen Adventure

Needs Analysis

Survey Report

2024



The CSE-TKAS project has indirectly received funding from the European Union's Horizon Europe research and innovation action programme, via the FOODITY – Open Call #1 issued and executed under the FOODITY project (Grant Agreement no. 101086105).

IPA created an online survey using the data safe Qualtrics platform to collect data from the three main target countries (Hungary, Lithuania and the Netherlands) as well as from other countries in their membership. The survey was open 20 February and 31 March 2024. 568 valid responses were collected with 17 being discarded due to partial completion.

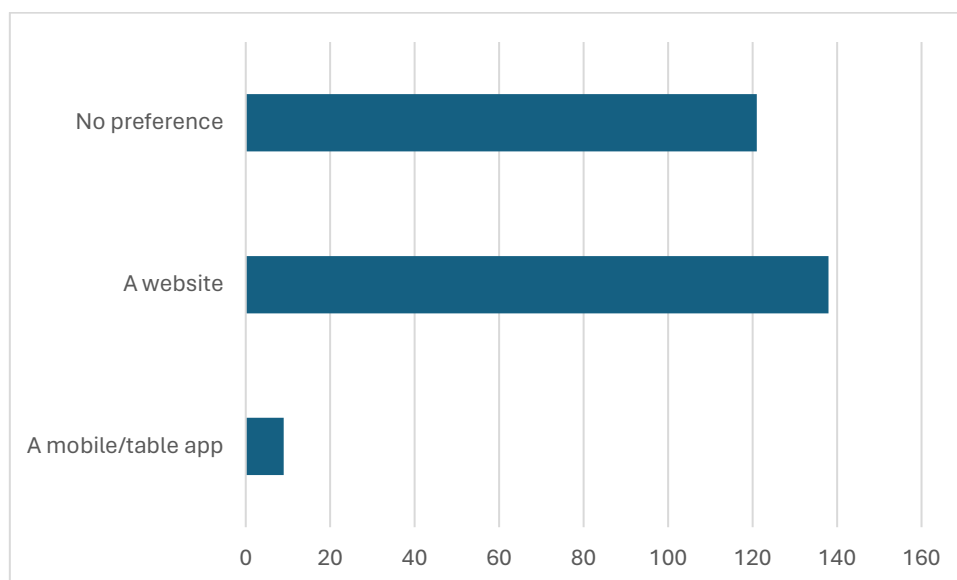
Regarding the key needs analysis questions, none of the respondents has even paid for a

- Recipe website
- Recipe and cooking app
- Offline cooking course
- Online cooking course

27 respondents have ever paid for a recipe and ingredients box service.

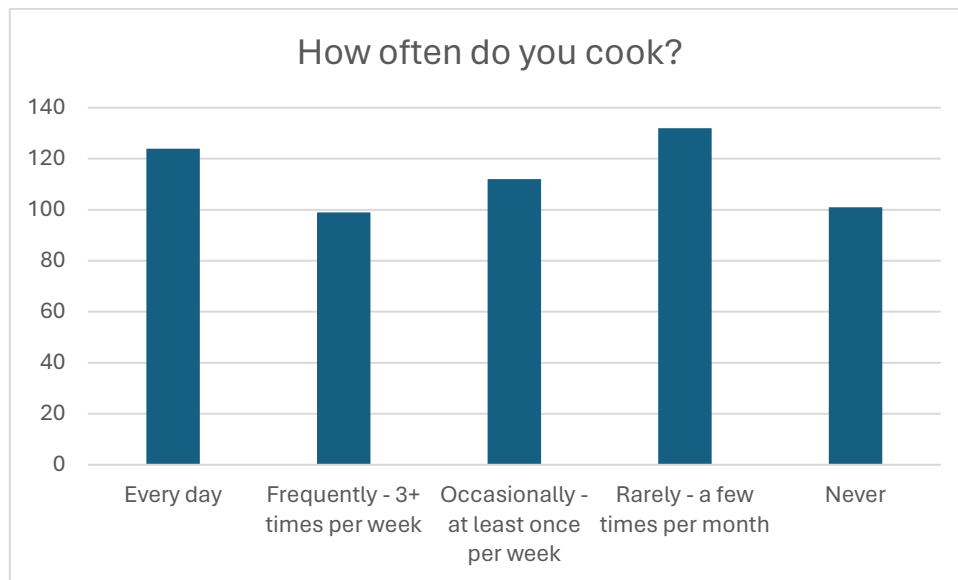
Close to half of the respondents, 268 would be interested to try a free app that helps to cook healthy and sustainable meals together with your family with recipes from trustworthy sources.

When asked about their preferences whether it should be an app or a website, only 9 respondents said they would prefer an app, with a close to equal number would prefer a website (138) or have no preference (121).



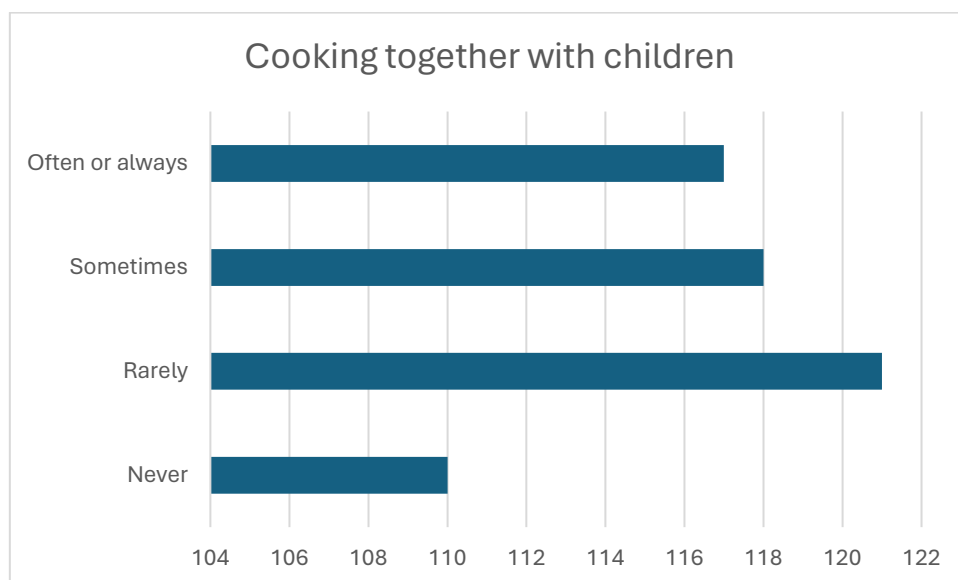
There were also questions about current habits of families regarding cooking and their main challenges in the field.

The overwhelming majority of respondents cook at least once a week, but at the same time close to 20% never cook.



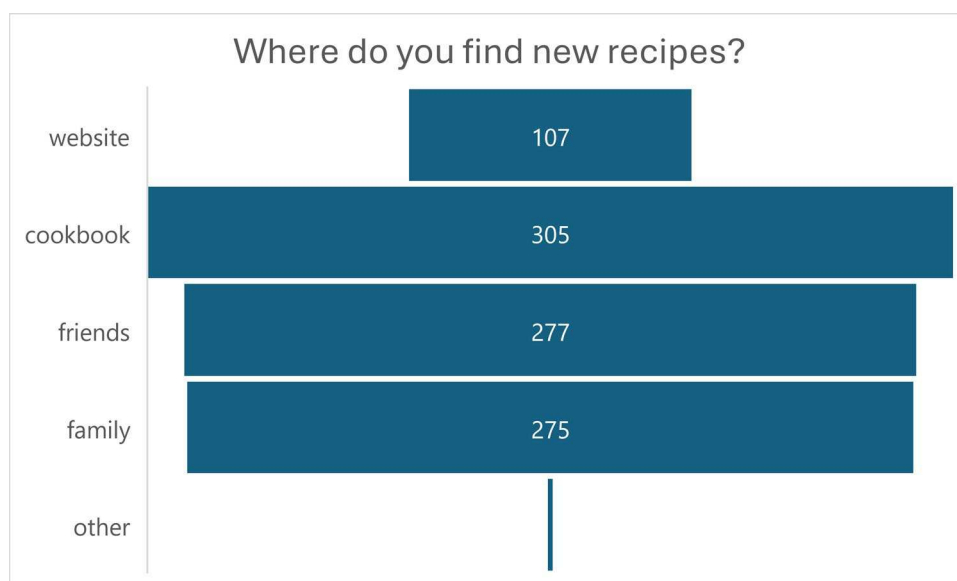
Food allergies are very much present in the lives of families with a little over 50% (293) indicating that they have it as a challenge.

We asked respondents who ever cook if they also cooked together with their children, and the overwhelming majority responded positively



To the people who never cook together with their children, an extra question was included about their reasons. Lack of time was the reason disclosed most often followed by lack of interest. Some people think their children are not interested and a few have safety concerns.

We asked respondents about the sources of new recipes. In this field cookbooks are still a leading source that corresponds with the commercial success of cookbooks. Friends and family are also main sources of inspiration while less than 20% indicated they use websites. 2 people mentioned that they invent new recipes themselves.



Those who mentioned websites were also asked about specific ones they use. The overwhelming majority of people quoted various social media sites in general or mentioning Facebook, Instagram or Pinterest with some also mentioning WhatsApp groups. In the Netherlands the websites of two major supermarket chains is also used. In Hungary, Nosalty and Mindmegette are the most popular ones mentioned. There is no such preference in Lithuania. BBC Good Food received more than one mentions from different countries while some food bloggers were also mentioned.

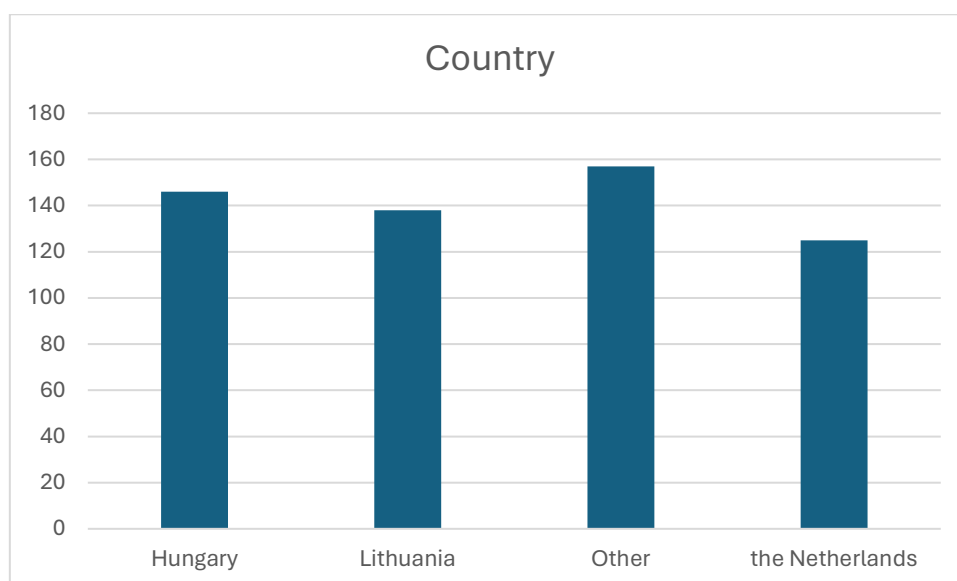
We have also asked how difficult people find certain elements of cooking and healthy family meals such as:

- creating a meal plan and decide what to eat,
- purchasing ingredients,
- preparing a meal and cooking,
- eating together with children and family,
- paying attention to sustainable eating and
- paying attention to healthy eating.

People we asked to explain their main challenges and to try to name solutions they would consider useful. Overall, the biggest challenge for families in Europe is the major increase in food prices in the past 4 years. Other challenges are often linked to this for example healthy or sustainable food being less affordable. Other challenges can be grouped around the age of children. Many find it difficult to cook or eat together if they have very small children, but some have support from grandparents. Eating together if the children have major age gaps is also frequently mentioned. An equally big challenge is having teenagers who eat at home irregularly and it is also difficult to forecast their appetite. Some parents with teenagers mentioned that it makes it difficult to plan since friends often come over. Busy school and extracurricular schedules also pause challenges. Quite some respondents mentioned the quality of school meals as a problem and their impact on family eating. Especially in Lithuania but also in Hungary the availability of sustainable food options is also a challenge, while it was also mentioned in nearly all countries that families with traditional tastes often face challenges with providing healthy and/or sustainable food.

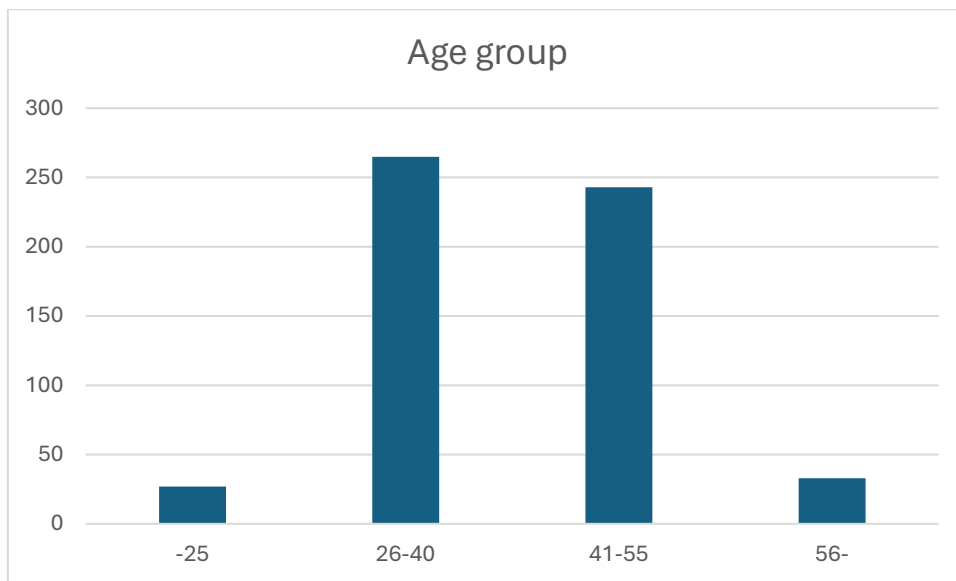
Demographic data

There was a relatively even distribution of respondents coming from the target countries and others:

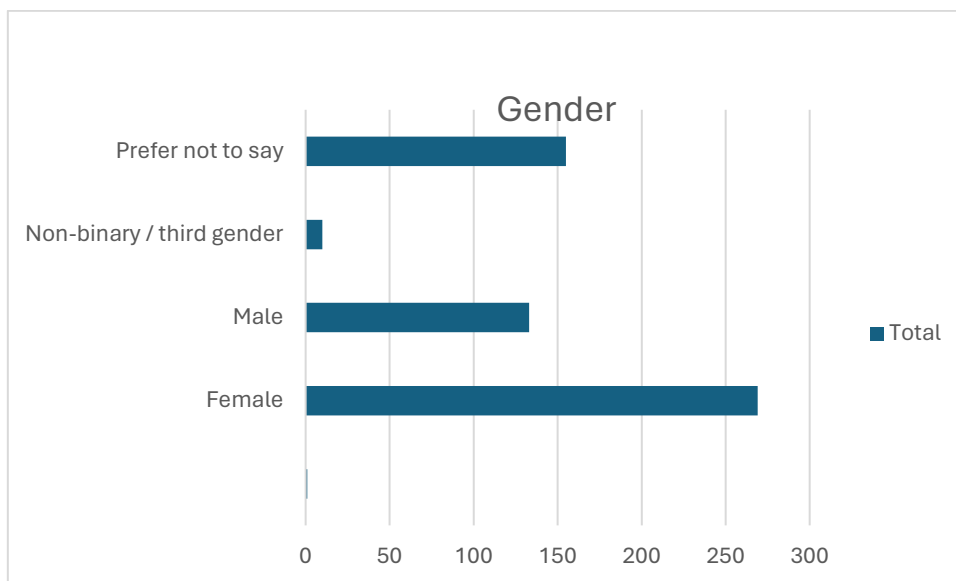


Other countries included nearly all European countries with some responses from outside of Europe.

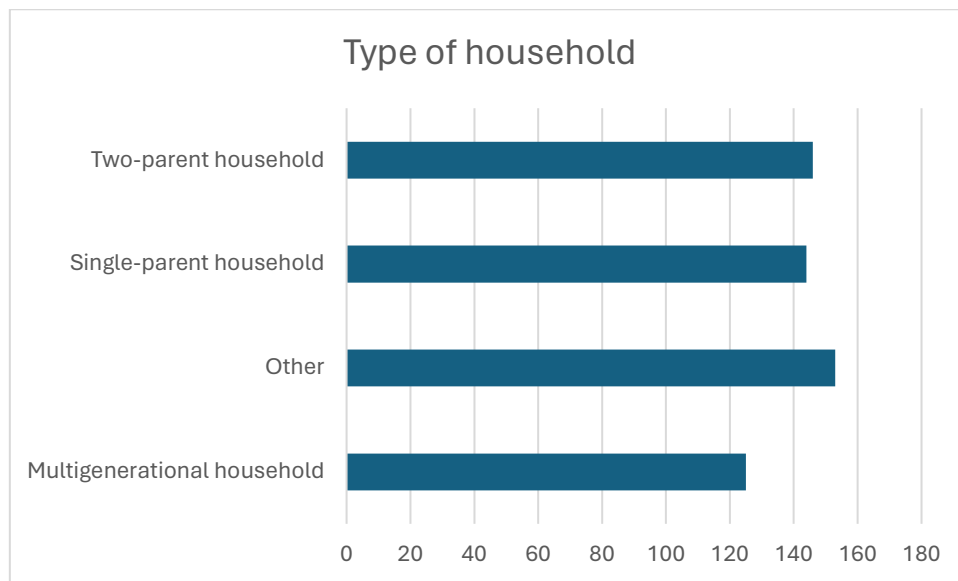
Most respondents were from the 26-55 age group as follows:



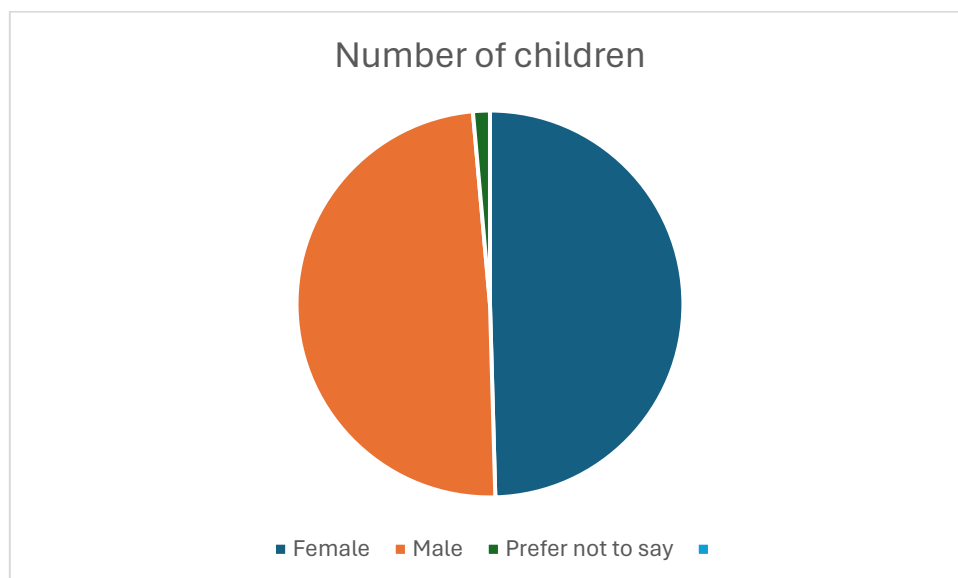
About twice as many people who identify as female responded than those who identify as male with a large number, about one fourth preferred not to disclose this information:



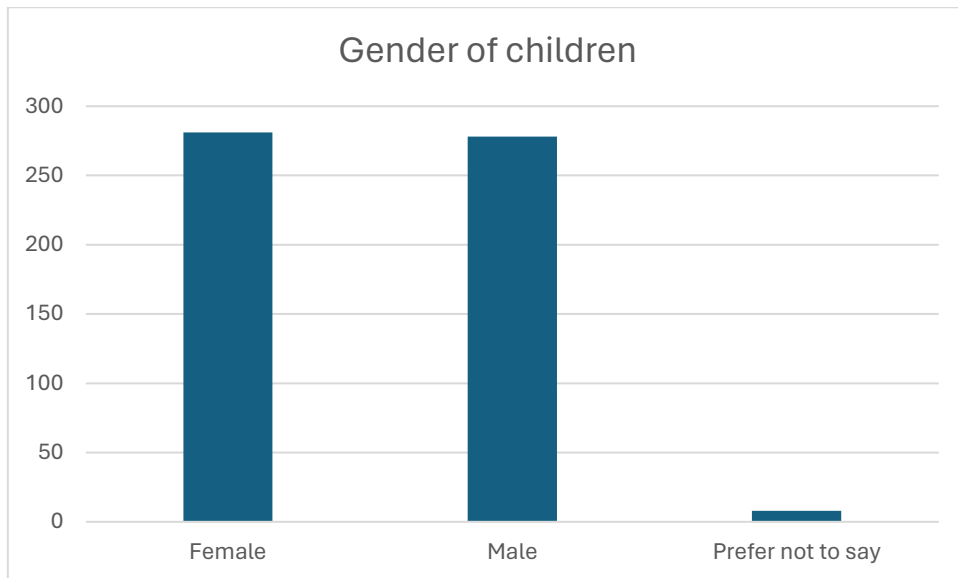
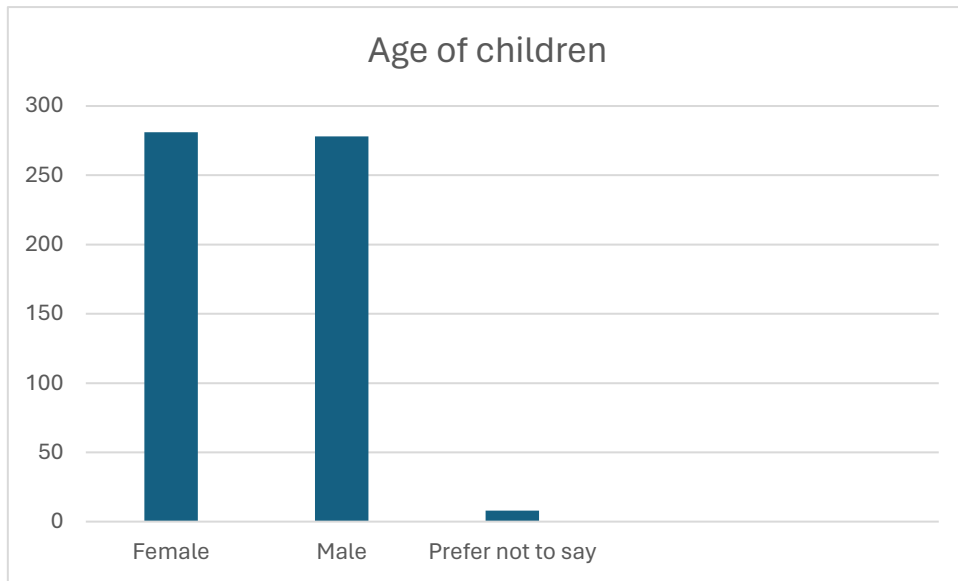
The type of household people live in is also relatively balanced as follows



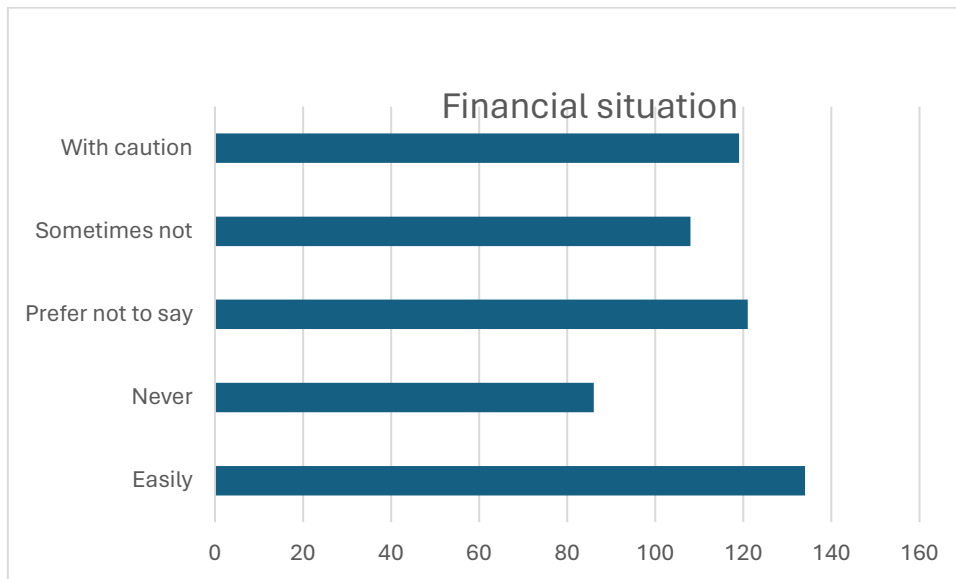
There were more than average people with larger families responding to the survey with 202 respondents having 1 child, 189 2 children, 152 3 and 25 4 or more. The age of children was also a realistic mix with a large number of people with very small children also reached that was not foreseen. Most families who have more than one child, have children in different age categories. An interesting finding is that only 8 people decided to not disclose the gender of their children, all other were either indicated as female or male.



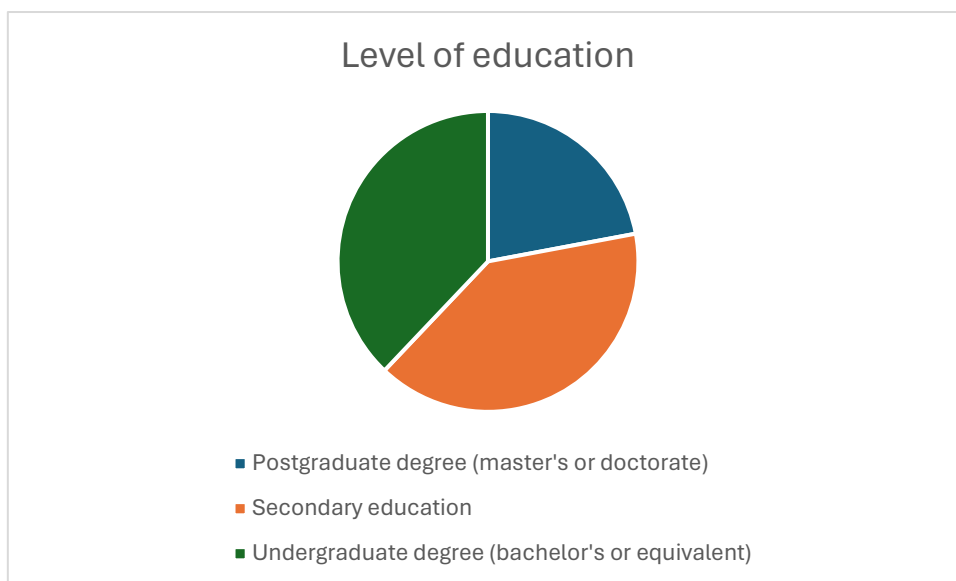
Online survey report



Families' financial situation varies greatly according to their responses with a very high percentage not being able to make ends meet sometimes. About 40% of families are in a very difficult financial situation.



This is especially concerning given that people in society who usually earn the lowest amount due to low levels of education were not represented in the survey.



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