CONSUMERS' ATTITUDES TOWARD COOKING

Cooking: Lost art? Joyful occasion? Tedious chore? There is much consternation in the food and beverage industry about whether America's consumers love to cook — or not. The answer is not as straightforward as many would hope; it's not a simple yes or no.

HOW DO YOU FEEL ABOUT COOKING? I ENJOY COOKING I WOULD LOVE TO LEARN HOW TO COOK MORE I RARELY HAVE THE TIME/ENERGY TO COOK I ONLY KNOW HOW TO COOK A FEW THINGS FRANKLY, I REALLY **DON'T LIKE** TO COOK ······ **GEN X / BOOMERS** MILLENNIALS **GEN Z** Both female and male Millennials like to cook

Source: Foodways of the Younger Generations - Millennials and Gen Z 2016 report

