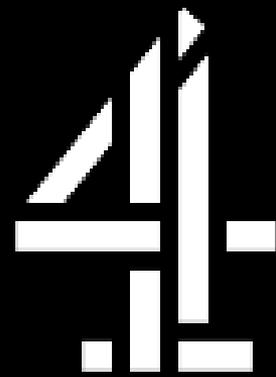
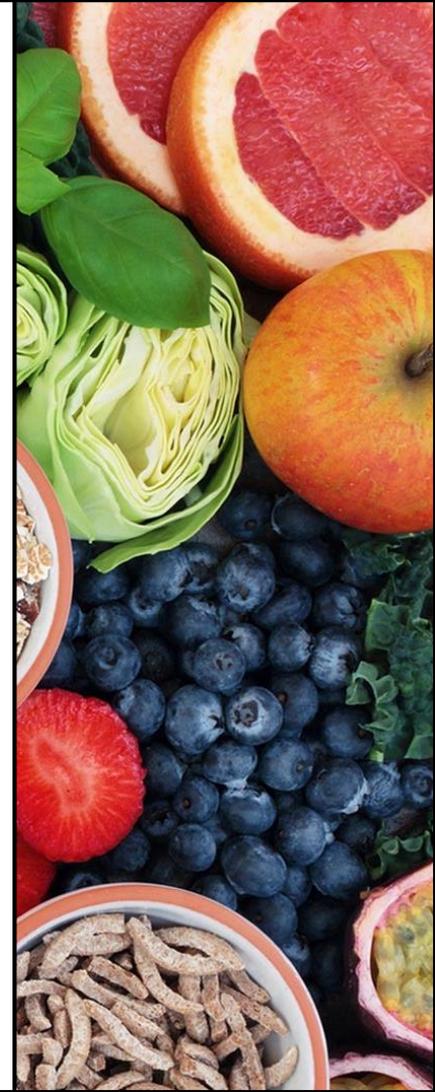




little black book



...of Food





Contents

little
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book



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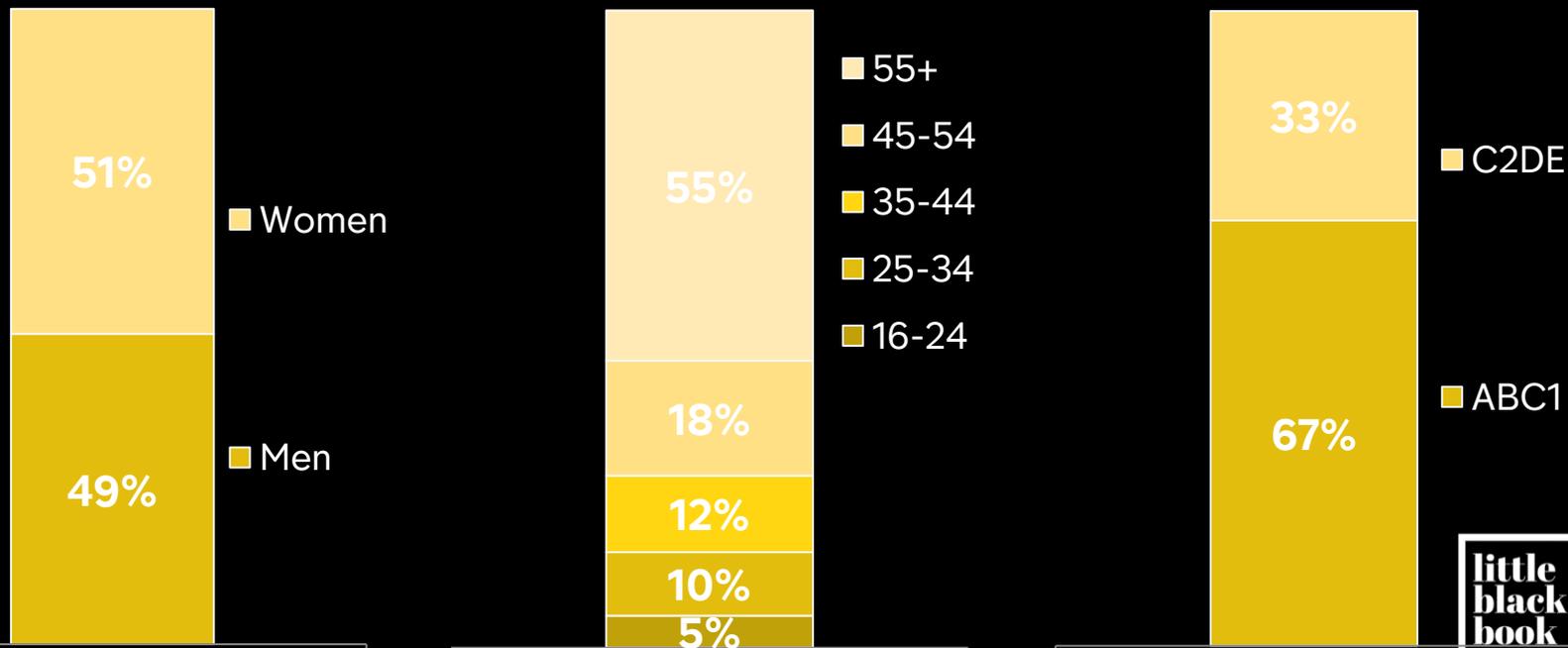
03

Shopping for food

04

Our channels

The sample had an upmarket skew



Total of 1,375 respondents = 16+, weighted to reflect Total TV age profile



01

Cooking

little
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book



A quarter love to cook!

How much do you enjoy cooking?



25% love cooking!



30% like cooking most of the time



29% don't mind cooking



11% don't like cooking



4% hate cooking

'I just enjoy the satisfaction of following a recipe and eating the end product'

'I find it very therapeutic and it's very satisfying to be able to create something tasty with my own skills'

'It gives me some 'me' time and I enjoy cooking for my family and friends'

'It's one way of looking after your family and that gives me pleasure'

'Its fun/creative: you never know what a new recipe will turn out like - & it is fun to perfect the recipe'

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book



Nearly 8 in 10 cook from scratch regularly

How often do you do the following?

78%



Cook from scratch
at least once a week

28%



Buy a ready meal at
least once a week

15%



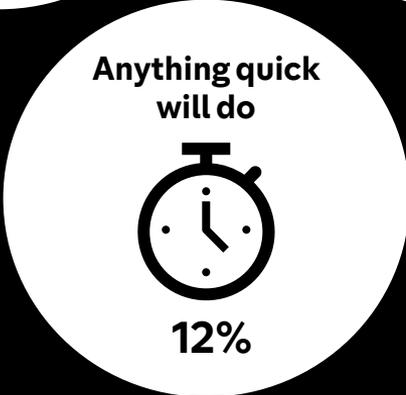
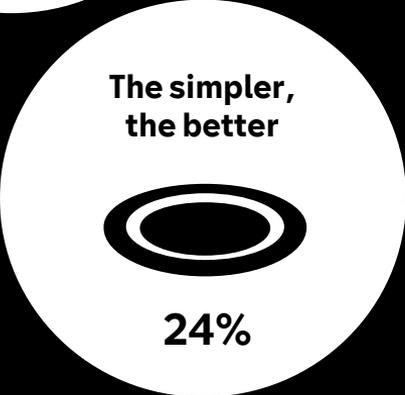
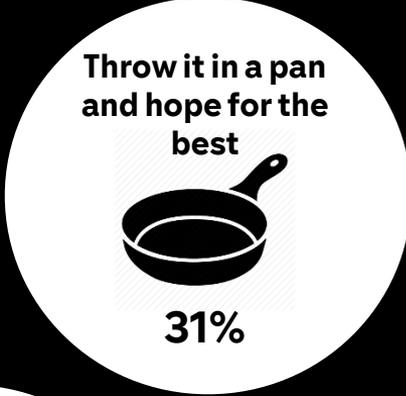
Get a takeaway at
least once a week

little
black
book



Over two thirds are experimental cooks

Which best describes you?



Source: Core4 All 4 registered user survey – August 2018. Sample size: 1,375

TV is the biggest source of cooking inspiration

Which is the most helpful for cooking inspiration?



85% ranked TV programmes in their top 3

65% have made a recipe that they've seen in a TV programme



8 in 10 ranked magazines (online and print) in their top 3



42% ranked newspapers (online and print) in their top 3



4 in 10 ranked social media in their top 3

44% agreed Facebook was the most useful of social media platforms



A third ranked TV adverts in their top 3





02

Eating Out

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book



Italian is the most popular cuisine

Now thinking about eating out, what's your favourite cuisine? Please select your top three.



Italian – 51%



British – 43%



Indian – 40%



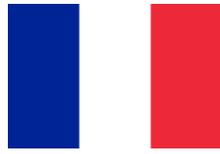
Chinese – 38%



Mexican – 15%



Thai – 15%



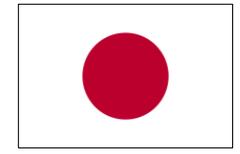
French – 11%



Spanish – 9%



Greek – 9%



Japanese – 7%



Turkish – 5%



Moroccan – 3%



Vietnamese – 2%



Two thirds love to try out new restaurants

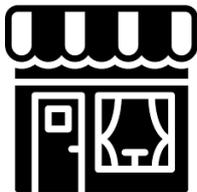
How much do you agree with the following statements about eating out?

Eating out feels like a treat



84%

I like to try out new restaurants



66%

I see eating out as an excuse to see friends or family



54%

I only eat out on special occasions



43%

little
black
book



Nearly a quarter like to eat at healthy restaurants

How much do you agree with the following statements about eating out?

I like to select
healthy restaurants



24%

I eat out when I
can't be bothered
to cook



24%

I eat out when I'm
strapped for time



14%

I eat out to take a
break from the diet



10%

I only eat out when
there's nothing in the
fridge



8%

little
black
book





03

Food shopping

little
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book



Over 9 in 10 do a food shop at least once a week

On average, how often do you food shop? And how much of your food shopping do you do in store vs. online?

91%



Do a food shop at least once a week

84%

do their food shopping in store



VS.

13%

do their food shopping online



Source: Core4 All 4 registered user survey – August 2018. Sample size: 1,375

Over half do their food shopping at Tesco

Where do you usually shop for food?



52%

Sainsbury's

44%



33%

ASDA

32%



31%



29%

M&S

28%



22%

Waitrose

22%



Local independent shop

19%

Iceland

16%



Farmers market

9%



ocado

5%



Source: Core4 All 4 registered user survey – August 2018. Sample size: 1,375

Location of supermarket is top consideration

Why do you shop there? Please select your top three reasons.

5 in 10

ranked
**stocks my favourite
products**
in their top 3



2/3

ranked
best value for money
in their top 3



68%

ranked
convenient location
in their top 3



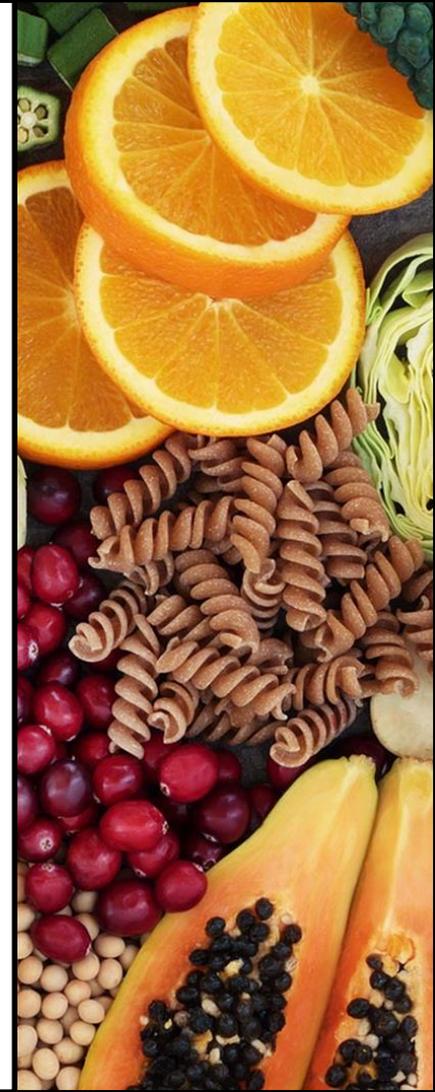
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book



04



Our channels



Channel 4 viewers weekly overview

78%



Cook from scratch

3 in 10



Buy a ready meal

10%



Eat out in a restaurant

14%



Bake

15%



Get a takeaway

Cooking inspiration

33%



Agree **TV adverts** are helpful for cooking inspiration

88%



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

35%



I don't like to spend a lot on food

15%



I always look for organic products

48%



I like to buy supermarket own brand products

22%



I always go for the cheapest option

32%



I always buy from the same brands

38%



I find it hard to stick to a shopping list

46%



I enjoy going food shopping

little
black
book





E4 viewers weekly overview

76%



Cook from scratch

29%



Buy a ready meal

9%



Eat out in a restaurant

15%



Bake

16%



Get a takeaway

Cooking inspiration

35%



Agree **TV adverts** are helpful for cooking inspiration

9 in 10



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

38%



I don't like to spend a lot on food

10%



I always look for organic products

47%



I like to buy supermarket own brand products

24%



I always go for the cheapest option

35%



I always buy from the same brands

38%



I find it hard to stick to a shopping list

45%



I enjoy going food shopping

little
black
book



More4 viewers weekly overview

81%



Cook from scratch

29%



Buy a ready meal

9%



Eat out in a restaurant

15%



Bake

14%



Get a takeaway

Cooking inspiration

32%



Agree **TV adverts** are helpful for cooking inspiration

88%



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

33%



I don't like to spend a lot on food

17%



I always look for organic products

45%



I like to buy supermarket own brand products

19%



I always go for the cheapest option

28%



I always buy from the same brands

39%



I find it hard to stick to a shopping list

46%



I enjoy going food shopping

little
black
book



Film4 viewers weekly overview

77%



Cook from scratch

31%



Buy a ready meal

7%



Eat out in a restaurant

19%



Bake

15%



Get a takeaway

Cooking inspiration

32%



Agree **TV adverts** are helpful for cooking inspiration

9 in 10



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

33%



I don't like to spend a lot on food

13%



I always look for organic products

46%



I like to buy supermarket own brand products

21%



I always go for the cheapest option

30%



I always buy from the same brands

39%



I find it hard to stick to a shopping list

50%



I enjoy going food shopping

little
black
book



ABC1 Adults

ABC1 adults weekly overview

78%



Cook from scratch

28%



Buy a ready meal

13%



Eat out in a restaurant

13%



Bake

15%



Get a takeaway

Cooking inspiration

29%



Agree **TV adverts** are helpful for cooking inspiration

86%



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

32%



I don't like to spend a lot on food

16%



I always look for organic products

46%



I like to buy supermarket own brand products

21%



I always go for the cheapest option

32%



I always buy from the same brands

34%



I find it hard to stick to a shopping list

47%



I enjoy going food shopping

little
black
book



16-34

16-34 year olds weekly overview

58%



Cook from scratch

25%



Buy a ready meal

13%



Eat out in a restaurant

13%



Bake

20%



Get a takeaway

Cooking inspiration

42%



Agree **TV adverts** are helpful for cooking inspiration

87%



Agree **TV programmes** are helpful for cooking inspiration

Food shopping preferences

51%



I don't like to spend a lot on food

10%



I always look for organic products

54%



I like to buy supermarket own brand products

42%



I always go for the cheapest option

50%



I always buy from the same brands

31%



I find it hard to stick to a shopping list

39%



I enjoy going food shopping

little
black
book

