




A Global Analysis of Cooking Around the World

YEAR 5

A Report by Gallup & Cookpad





Picture on cover: A family in Tajikistan is preparing a home-cooked meal.

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SECTION 1

Introduction

The Cookpad and Gallup home-cooking survey returned for its fifth year in 2022. Since 2018, the survey has tracked how often people around the world prepare and eat home-cooked meals, including how these habits changed in the face of a global pandemic. This effort is the only one of its kind to track home cooking and eating at the global level across years while making its contents and data available to external researchers and collaborators. In this latest report, Cookpad and Gallup reiterate the importance of monitoring global cooking and eating-at-home habits and shed light on the implications these habits have for individuals and communities worldwide. The report considers how cooking behaviors changed in 2022 as many people's lives regained some semblance of normalcy. In addition, it digs into how cooking and eating-at-home habits have changed over the past five years, including among demographic groups and in different parts of the world.

A key theme of this report is that, just as in other facets of life, people worldwide are returning to their “normal” pre-pandemic cooking and eating habits.

Of course, this finding is not universally true. In some countries and key demographic groups, cooking reached all-time highs in 2022, while other groups declined to all-time lows. Still others have maintained the elevated levels of cooking they adopted during the pandemic years, suggesting a sustained shift in their cooking habits.

This year's report also explores a new topic: the relationship between how often an individual cooks and whether they enjoy performing this important activity. In other words, **is cooking a source of joy or more of a chore?**

This analysis is the result of a new research partnership between Cookpad and Ajinomoto. Ajinomoto is a Japanese multinational food and biotechnology organization that fielded a module on the 2022 Gallup World Poll that asked whether people enjoyed cooking, among other questions. By combining their survey data, Cookpad and Ajinomoto aim to shed light on novel insights about the act of cooking and the profile of the different types of cooks worldwide.

SECTION 2

How Much Did the World Cook in 2022?



In this section:

- **The world cooked fewer meals per week in 2022 than in 2021.** Worldwide, people cooked an average of 6.4 meals per week, down from 2021 but on par with pre-pandemic rates.
- **Eating at home has increased since 2021 to reach an average of 10.0 meals per week in 2022.** This average also trends toward a return to pre-pandemic rates.
- **People in the Northern, Southern and Western Europe region led the world in preparing home-cooked meals,** with an average of 7.8 meals per week. People cooked the least in the Arab States, at just 4.6 meals per week.
- **The country that cooked the most in 2022 was El Salvador,** with an average of 8.8 meals per week. The Palestinian Territories (with an average of 3.0 meals) and Jordan (3.1) cooked the least.

SECTION 2.1

Global Findings

In 2022, people around the world cooked an average of 6.4 meals per week,¹ a slight decline of 0.3 meals from the 6.7-meal average seen in 2020-21,² but a figure similar to that of 2018, when the average was 6.5 meals per week. The global decline in 2022 hints that, in many places, there has been a **“return to the norm” — that is, a return to pre-pandemic cooking rates.**

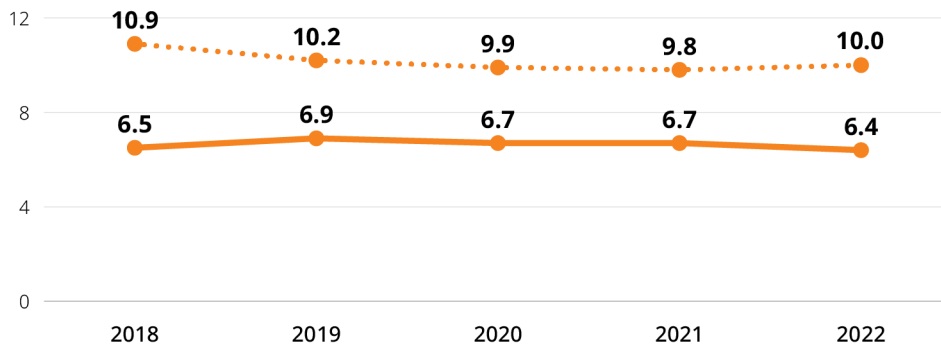
Eating at home also seems to mirror a return to the norm, with adults worldwide reporting eating 10.0 meals at home each week in 2022 — a small year-on-year increase of 0.2 meals per week. The rate of eating home-cooked meals was highest in 2018, at 10.9 meals per week. Since then, the average number of home-cooked lunches or dinners people have eaten has fallen steadily — until this most recent reading.

FIGURE 1

Global frequency of cooking and eating meals at home (trended 2018-2022)

Meals per week

— Total meals cooked at home - - - Total meals eaten at home



- For detailed context behind how these figures were calculated and the inclusion of data from China in 2022, please refer to the callout box on page 6.
- In 2020, the average rate of cooking in China fell by two full meals — a substantial drop in what was then the world’s most populated country. Without China, the global rate of cooking was 6.9 meals, an increase of 0.5 meals from the global average of 6.4 in 2019. See the Cookpad 2020 Year 3 Report for more details.

Cookpad and Gallup measure cooking frequency by asking respondents to think about the number of meals they PERSONALLY cooked at home in the past seven days — first asking about lunch and then dinner. Gallup interviewers read the following definition of “cooking at home”:

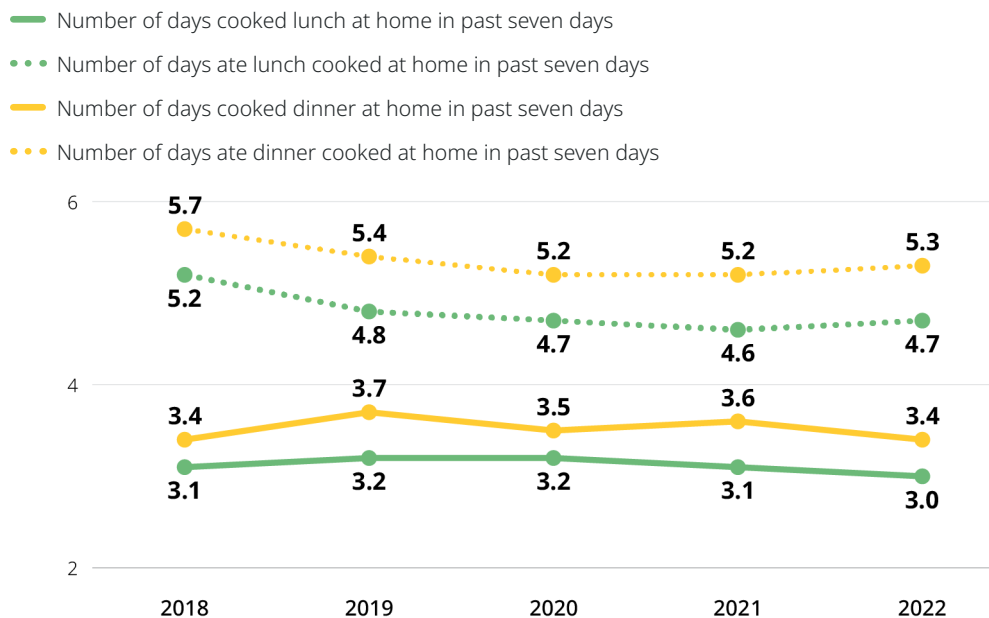
“By ‘cooking at home,’ I mean a meal prepared AT HOME from ingredients such as vegetables, meats, grains or other ingredients. Please do not think about pre-made foods or leftovers that you reheat.” (See questionnaire in the appendix.)

In 2022, people reported cooking an average of 3.0 lunches a week — a decrease from 3.1 meals observed in 2021 and the lowest reading to date, a sign that the slight but significant uptick in cooking lunches observed during the pandemic years of 2020-21 has ended. On the other hand, the average number of homemade lunches eaten increased slightly, from 4.6 in 2021 to 4.7 in 2022. However, the 2022 average still represents a significant drop from 2018, when the figure was 5.2 lunches per week.

The frequency of cooking and eating dinners has also shifted. In 2022, the average number of dinners people cooked decreased from 3.6 in 2021 to 3.4 — a rate on par with the 2018 reading. Eating a home-cooked dinner, on the other hand, increased slightly to 5.3 dinners per week in 2022, compared with 5.2 in 2021. Overall, people were still eating fewer home-cooked dinners than in 2018, when people worldwide consumed an average of 5.7 home-cooked dinners per week.

FIGURE 2

Global frequency of cooking and eating lunch and dinner at home (trended 2018-2022)



The Gallup World Poll, the instrument used to conduct the Cookpad survey, did not collect any data in China in 2022. Given China was until recently the most populous country in the world (according to the United Nations, it was surpassed by India in April 2023),³ its absence could lead to large swings in global and regional trends that do not reflect *real* change in individuals' cooking or eating-at-home habits but are the result of China not being surveyed.⁴ To preserve the comparability of the trends presented in this report, all global and regional 2022 statistics have been calculated using a common strategy for dealing with missing data — using the most recent data, which, in this case, come from the 2021 China Cookpad and Gallup home-cooking survey data.

If the 2021 survey data from China were omitted from the 2022 calculations, there would be only slight, though in some instances meaningful, differences compared with the official global figures.

Figure 3 shows the global averages for personal cooking and eating at home for the past five years with China removed entirely from the calculation. In 2018 and 2019, the average number of meals cooked worldwide falls by approximately half a meal with China omitted — unsurprising, as China was the country where the most people cooked at home in both years.⁵ In 2020, the global average rises slightly due to what was a striking decrease in the number of meals cooked at home per week in China.⁶

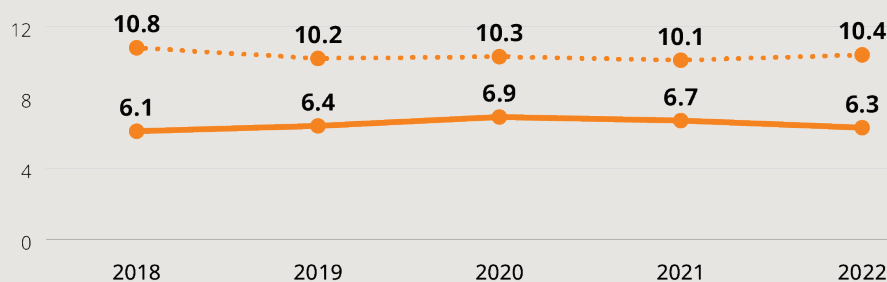
Despite these fluctuations in the overall cooking rate with China omitted, the overarching trend is consistent with the notion that people are returning to their normal cooking habits. As shown in Figure 3, the average number of meals cooked per week rises in 2020, then stays relatively steady in 2021 before falling in this most recent year to a level comparable to the pre-pandemic period of 2018-19.

FIGURE 3

Global frequency of cooking and eating at home (trended 2018-2022, excluding China)

Data for China is dropped for all survey years in this chart.

— Total meals cooked at home in past seven days - - - Total meals eaten at home in past seven days



3 United Nations Department of Economic and Social Affairs. (2023, April 24). U.N. DESA policy brief no. 153: India overtakes China as the world's most populous country. United Nations. <https://www.un.org/development/desa/dpad/publication/un-des-a-policy-brief-no-153-india-overtakes-china-as-the-worlds-most-populous-country/>

4 In this report, global and regional statistics are population-adjusted according to the countries included in the calculation. Put another way, the cross-country statistics presented in this report are weighted averages, where the weights are the aged 15 or older population of each country.

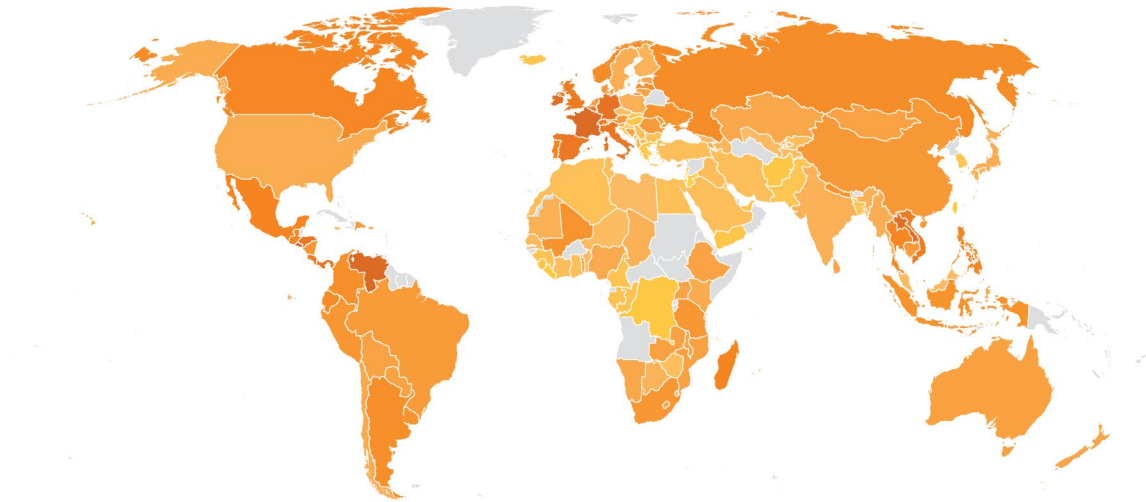
5 Gallup and Cookpad. (2020). A global analysis of cooking around the world: Year 2. <https://worldcookingindex.com/#reports>

6 Gallup and Cookpad. (2021). A global analysis of cooking around the world: Year 3. <https://worldcookingindex.com/#reports>

FIGURE 4

Average total cooking in 2022 by country (global map)

Meals cooked per week (lunch and dinner)





SECTION 2.2

Regional Findings

The global average cooking and eating-at-home frequencies mask interesting regional differences. **In 2022, the Northern, Southern and Western Europe region continued to have the most prolific chefs, with individuals there cooking an average of 7.8 meals per week.** This region also edged out all others in 2021 for the most lunches and dinners cooked in a week.⁷ The Latin America and the Caribbean region and the South-Eastern Asia and the Pacific region vied for “second place,” with both regions cooking 7.2 meals per week on average in 2022.

On the flip side, **the Arab States maintained its status as the region that cooks the least,** with people there cooking an average of 4.6 lunches and dinners at home in 2022.

⁷ Gallup and Cookpad. (2022). A global analysis of cooking around the world: Year 4. <https://worldcookingindex.com/#reports>

People in Northern Africa consumed the highest number of home-cooked lunches and dinners in 2022, at 11.5 per week. Following closely were Eastern Europe, where an average of 11.3 home-cooked meals were consumed in a week, and Latin America and the Caribbean, where this figure stood at 11.2. Conversely, people in Northern America consumed the fewest home-cooked meals in 2022, at 8.4 meals per week, followed by Eastern Asia at 8.5 meals.

FIGURE 5

Frequency of cooking and eating at home, by region

Total meals cooked at home in past seven days

Northern, Southern and Western Europe	7.8
Latin America and the Caribbean	7.2
South-Eastern Asia and the Pacific	7.2
Eastern Asia	6.7
Eastern Europe	6.7
Northern America	6.3
Sub-Saharan Africa	5.9
Southern Asia	5.6
Central and Western Asia	5.2
Northern Africa	5.0
Arab States	4.6

Total meals eaten at home in past seven days

Northern Africa	11.5
Eastern Europe	11.3
Latin America and the Caribbean	11.2
South-Eastern Asia and the Pacific	10.9
Southern Asia	10.9
Northern, Southern and Western Europe	10.4
Arab States	9.8
Central and Western Asia	9.6
Sub-Saharan Africa	9.5
Eastern Asia	8.5
Northern America	8.4

Sub-Saharan Africa and Southern Asia saw the largest year-on-year change in the frequency of cooking at home in 2022, with a decrease of 0.7 meals on average per week each, followed closely by Northern America, with a decrease of 0.6 meals per week. Notably, an increase in cooking at home was not observed in any region; however, four regions did not observe any year-on-year change: Eastern Asia; Northern Africa; Northern, Southern and Western Europe; and South-Eastern Asia and the Pacific.

Central and Western Asia observed the largest year-on-year change in the frequency of eating at home, with an increase of 0.8 meals per week, followed closely by the Arab States, with an increase of 0.7 meals per week. The frequency of eating at home declined in only three regions: Northern America (-0.5 meals on average); Sub-Saharan Africa; and Northern, Southern and Western Europe (-0.2 meals each). The only region that did not observe any change was Eastern Asia.

THE “REGIONAL BRIEFS” SECTION OF THIS REPORT

explores regional variations in greater detail, including five year trends in the frequency of preparing and eating home-cooked meals at the regional levels.

FIGURE 6A

Change in cooking at home, by region (2021-2022)

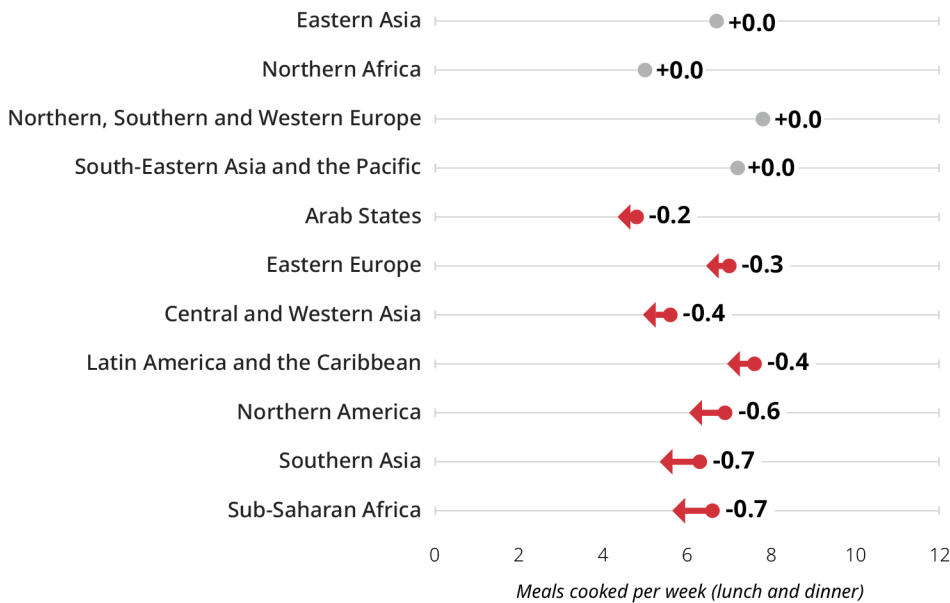
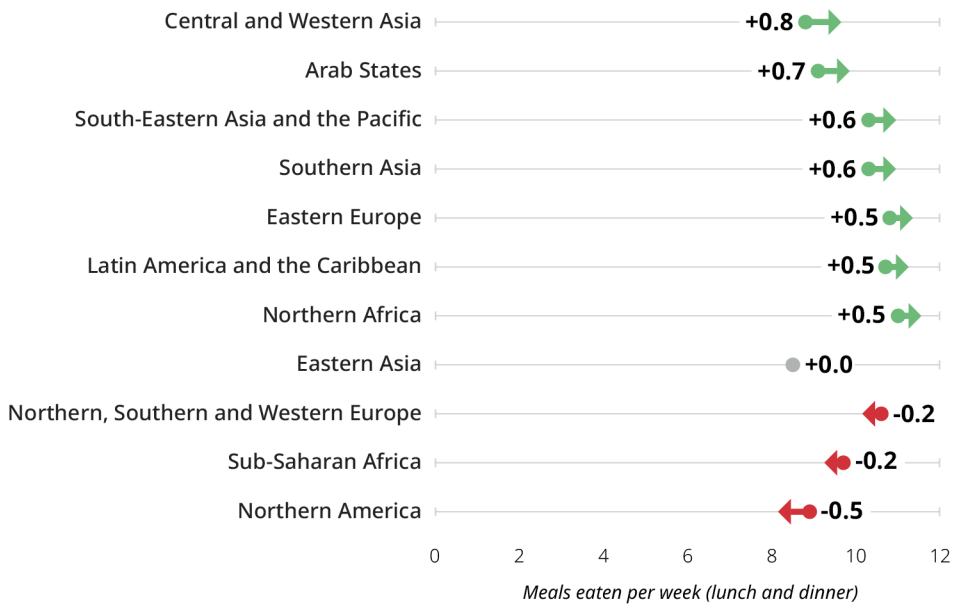


FIGURE 6B
Change in eating at home, by region (2021-2022)




SECTION 2.3

Country-Level Findings












El Salvador cooked more than any other country in 2022, with people there preparing an average of 8.8 meals per week, up from 8.3 meals per week in 2021. France and Venezuela followed, with the people in those countries preparing 8.6 meals per week. Venezuela was also the top-cooking country in 2021, averaging 8.9 meals per week.

Cooking was least frequent in the Palestinian Territories,⁸ where people prepared an average of 3.0 home-cooked meals per week in 2022. The Palestinian Territories trailed Jordan, where people prepared 3.1 meals on average per week. Notably, Jordan also sat at the bottom of the list of countries for cooking in 2021.

⁸ The Palestinian Territories were not surveyed in 2021.

Countries that top the list of places where people cooked the most are found in Europe — half are European states — Latin America and Asia. The list of countries that cooked the least is more varied, comprising countries in the Middle East, Asia, Europe and Africa.

FIGURE 7
Countries or areas that cooked the most/least in 2022
Meals per week
Most

El Salvador		8.8
France		8.6
Venezuela		8.6
Ireland		8.5
Laos		8.5
Germany		8.3
Panama		8.3
Honduras		8.2
Italy		8.2
Belgium		8.1
Spain		8.1

Least














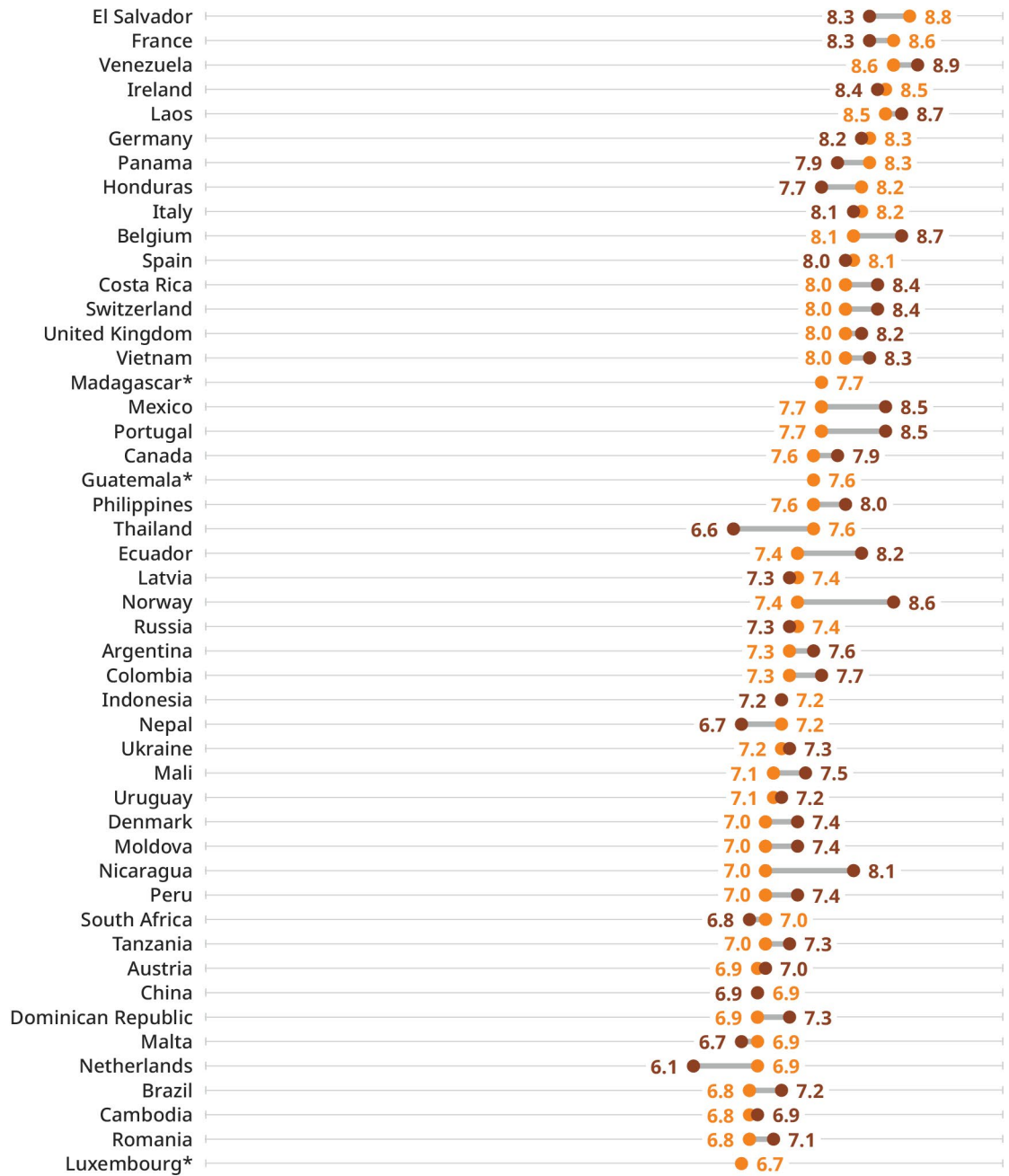
Palestinian Territories		3.0
Jordan		3.1
Taiwan		3.4
Liberia		3.5
Lebanon		3.6
Democratic Republic of the Congo		3.9
Hungary		4.0
Greece		4.0
Afghanistan		4.0
Singapore		4.1
Sierra Leone		4.1
Israel		4.1
Iceland		4.1

FIGURE 8
Change in frequency of cooking, by country (2021-2022)
Meals cooked per week in 2021 and 2022

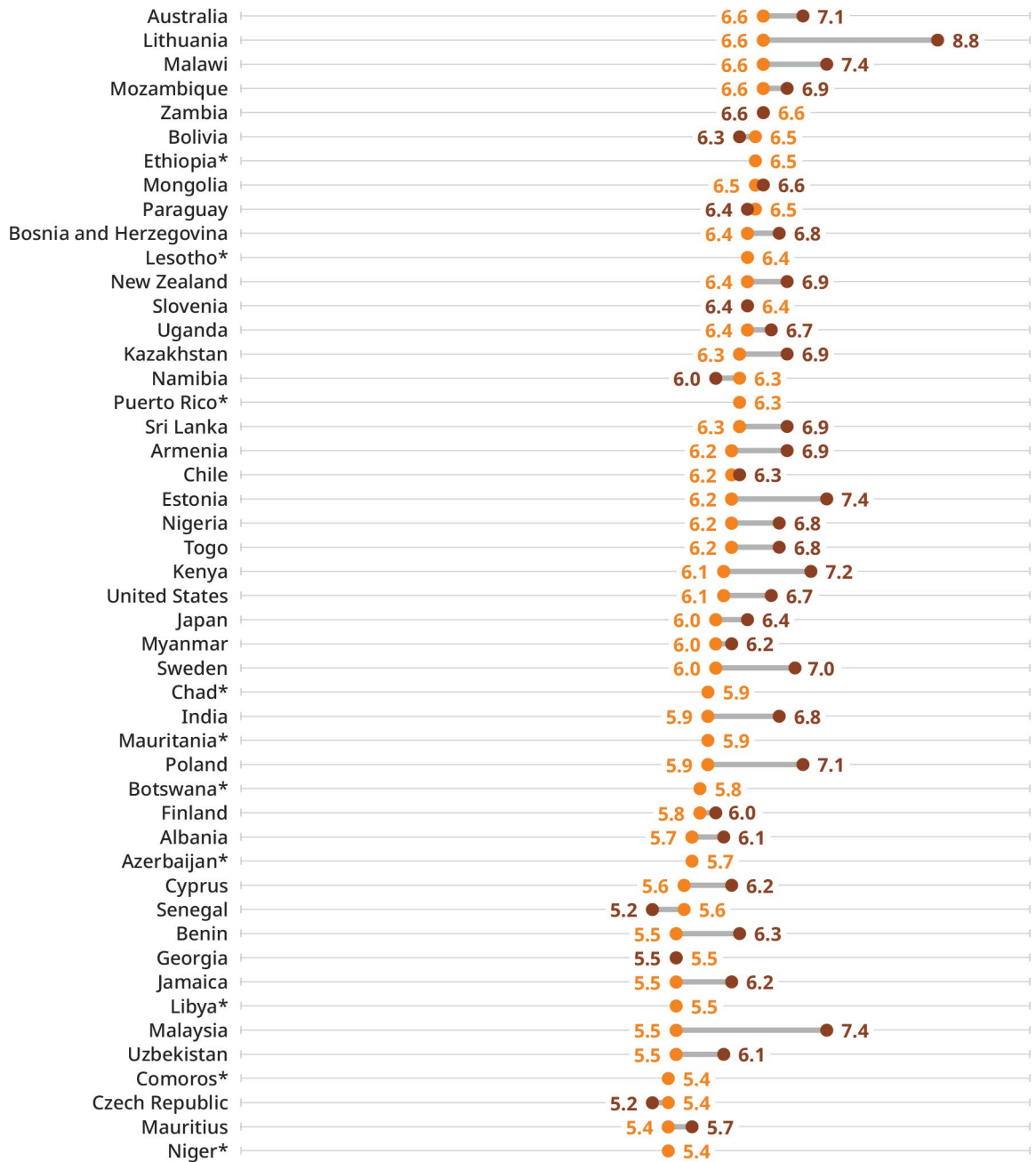
● 2021 ● 2022



Note: Countries and areas with an asterisk (*) next to them were surveyed once, either in 2021 or 2022.

FIGURE 8 (CONTINUED)
Change in frequency of cooking, by country (2021-2022)
Meals cooked per week in 2021 and 2022

● 2021 ● 2022



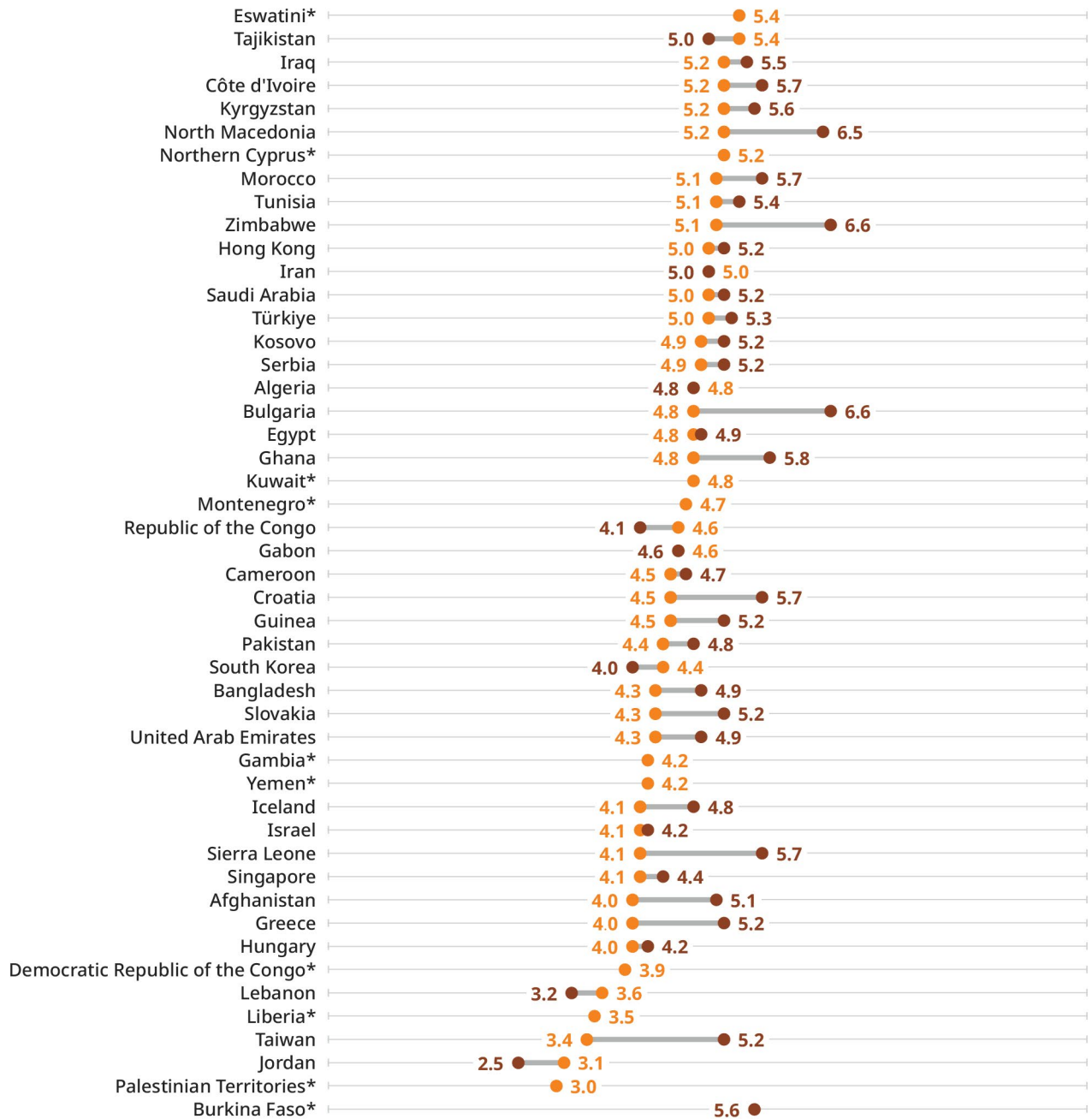
Note: Countries and areas with an asterisk (*) next to them were surveyed once, either in 2021 or 2022.

FIGURE 8 (CONTINUED)

Change in frequency of cooking, by country (2021-2022)

Meals cooked per week in 2021 and 2022

● 2021 ● 2022



Note: Countries and areas with an asterisk (*) next to them were surveyed once, either in 2021 or 2022.

Across the 120 countries surveyed in both 2021 and 2022, 88 saw at least a marginal decline in the reported cooking rate. Lithuania saw the steepest decline in average number of meals cooked at home, with a decrease of 2.2 meals per week. Lithuania had previously observed the largest increase in cooking at home in 2021 — by 1.4 meals. Therefore, a downtick in 2022 is not unexpected.

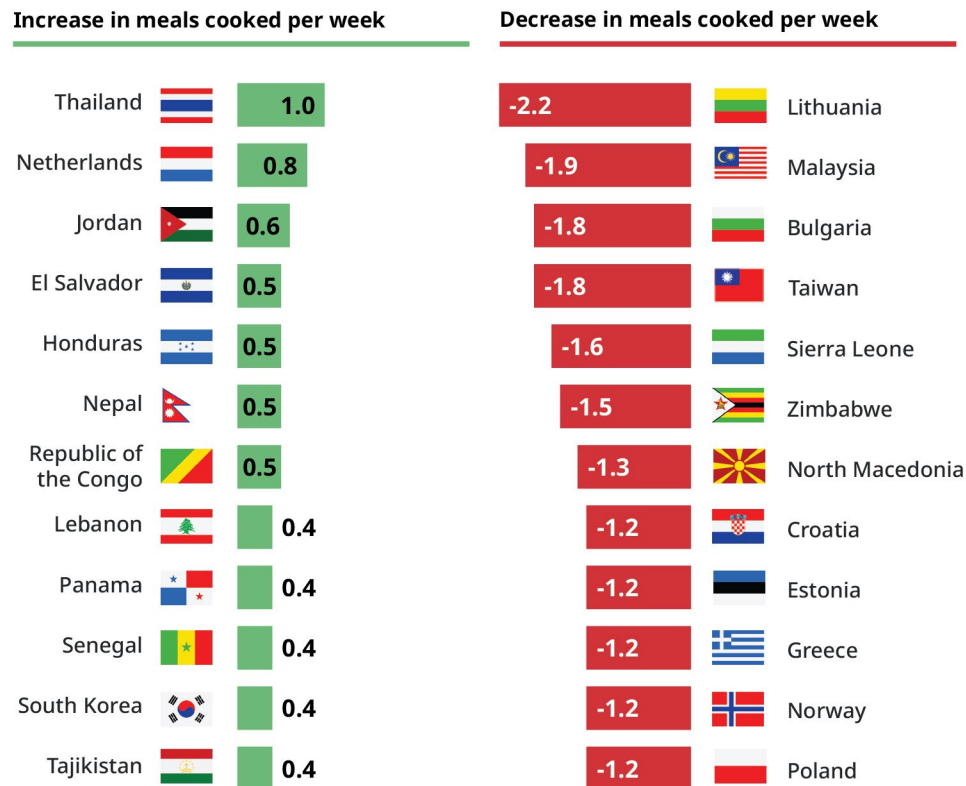
Overall, the average number of meals cooked per week declined by at least one meal between 2021 and 2022 in 16 countries — a notable and statistically significant shift.⁹ Only Thailand saw the cooking rate increase by a similar level. However, cooking increased by at least half a meal in the Netherlands, Jordan, El Salvador, Honduras, Nepal and the Republic of the Congo.

Cooking at home broadly declined in 2022. For some, this decline represents a record low in the five-year history of the survey, but for others, the drop in cooking might signal a return to “normal.”

⁹ Overall, the change in the average number of meals cooked in 2022 compared with 2021 was statistically significant in 39 countries and areas.

FIGURE 9

Countries with the largest increase/decrease in the frequency of meals cooked per week in 2022



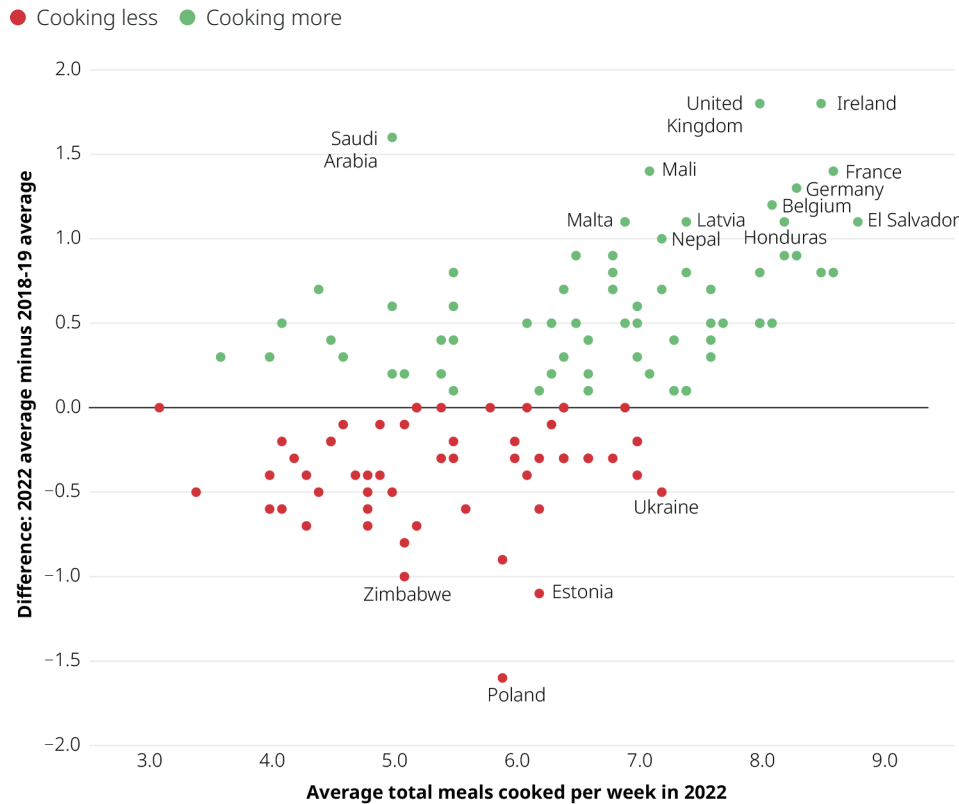
Relative to the pre-pandemic Cookpad and Gallup home-cooking surveys, 41 countries cooked at least half a meal more, on average, per week in 2022 than in 2018-19.¹⁰ The British Isles led this trend, with both the United Kingdom of Great Britain and Northern Ireland and Ireland cooking 1.8 meals more in 2022 than in 2018-19. Saudi Arabia, where people cook relatively infrequently (partially related to the large gender gap in who does the cooking in the typical household), nonetheless cooked 1.6 more meals than in the first two years of the survey. Other countries where the average total cooking per week was at least one meal more in 2022 than before the pandemic include France and Mali (each cooking 1.4 more meals); Germany (1.3); Belgium (1.2); El Salvador, Honduras, Latvia and Malta (each at 1.1); and Nepal (1.0).

¹⁰ For the purposes of this analysis, Gallup combined the 2018 and 2019 survey data when calculating the average cooking rate for this time frame. This allows for a greater sample size when calculating the average total cooking rates for the initial period, minimizing the margin of error associated with the estimate. Furthermore, it allows for a greater number of countries to be included in this comparison (as countries surveyed in 2019 but not in 2018 are still included in the analysis).

FIGURE 10

The longer cooking trend: Average total cooking in 2022 vs. difference from 2018-19 average total cooking, by country

Horizontal axis shows the average total cooking in 2022 by country. The vertical axis shows the change in the 2022 cooking average from 2018-19.



Eighteen countries cooked at least half a meal less in 2022 than in 2018-19. Poland experienced the steepest drop over this time, cooking 5.9 total meals on average per week in 2022, compared with an average of 7.5 meals in 2018-19 — a decline of 1.6 meals. However, the trend in Poland is somewhat misleading, as cooking rates were relatively stable in 2020-21, falling 0.4 meals before plummeting by 1.2 meals per week in this most recent year.

Estonia had the next largest decline in the number of meals cooked per week since 2018-19, with the average falling by 1.1 meals, and Zimbabwe followed, falling by 1.0 meals per week. Notably, many countries in or around Eastern Europe saw a significant reduction in frequency of cooking in 2022, perhaps related to the effect Russia's invasion of Ukraine has had on the regional food supply.¹¹

In the remaining 62 countries with trends over this period, the frequency of cooking was relatively stable, with the 2022 average total meals prepared differing by less than half a meal compared with the 2018-19 figure.

¹¹ Welsh, C. (2023, February 24). Russia, Ukraine, and global food security: A one-year assessment. CSIS. <https://www.csis.org/analysis/russia-ukraine-and-global-food-security-one-year-assessment>

SECTION 3

Who Is Doing the Cooking?



In this section:

- **Demographics influence cooking rates.** Rates of cooking and eating at home vary across key demographic groups, including gender, employment status, household size, marital status, age, urbanicity, income and education levels, and the presence of children in the home.
- **The cooking gender gap grew in 2022.** The frequency with which women cooked remained steady since 2021, at an average of 8.7 meals per week, whereas men's reported rates decreased significantly by 0.7 meals to 4.0 meals per week. As a result, the gender gap between women and men increased to 4.7 meals per week — a significant difference.
- **The five-year trend shows large fluctuations in the frequency of eating home-cooked meals by subjective income.** People struggling to get by on their household income went from eating a whole additional meal at home more than people who were thriving financially in 2018 to having the same number of home-cooked meals in 2022.

SECTION 3.1

Cooking and Eating at Home in 2022, by Key Demographic Group

A key finding of the [Cookpad Year 4 report](#) was the identification of the main correlates of cooking — that is, the most influential factors that can predict the frequency with which people cook. **As expected, gender emerged as the single most significant predictor of cooking, followed by the global region in which respondents live. Other factors were also found to be significant predictors of cooking, such as (in this order) employment status, household size, marital status, age, urbanicity, household income (or objective income), level of educational attainment, how comfortable a person feels living on their household income (or subjective income) and parental status.** This section will examine the degree to which cooking rates among these subgroups changed in 2022 and consider the larger five-year trend.

Employment status

People employed part-time (and who do not want full-time work) and those out of the workforce reported the highest weekly averages of cooking at home across employment groups in 2022, with an average of 7.1 and 7.0 home-cooked meals, respectively. The latter group includes homemakers and stay-at-home parents, which could partly explain the high rate of cooking that seems to be consistent with findings from previous reports.

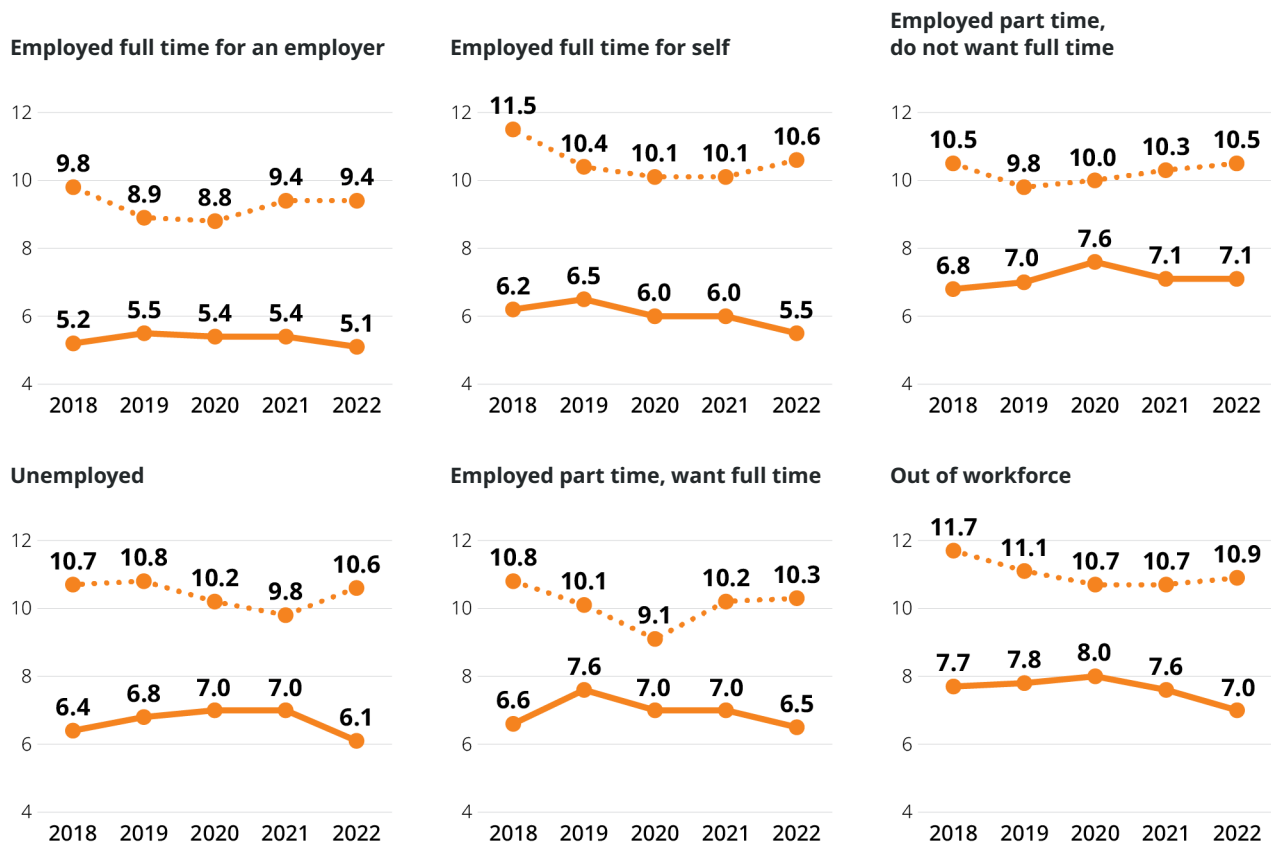
Conversely, people employed full-time by an employer recorded the lowest cooking rate, at 5.1 meals per week on average. This expected but notable finding represents a return to the pre-pandemic norm for full-time workers. Those out of the workforce, the unemployed and self-employed people each also reported their lowest cooking rates on record.

Respondents out of the workforce reported the highest average of eating home-cooked meals, at 10.9 meals per week in 2022, while those employed full-time for an employer had the lowest rate, at just 9.4 meals per week.

FIGURE 11

Total meals cooked or eaten at home per week, by employment status, trended 2018-2022

— Total meals cooked at home in past seven days ••• Total meals eaten at home in past seven days



Household size

People living with one other person (i.e., two-person households) cooked the most in 2022, with an average of 7.2 meals per week, while those living in households of eight or more people cooked the least, with an average of 5.3 meals. Notably, those living alone cooked an average of 6.7 meals per week and seem to have maintained that rate of cooking since 2021, while every other household size category cooked less frequently.

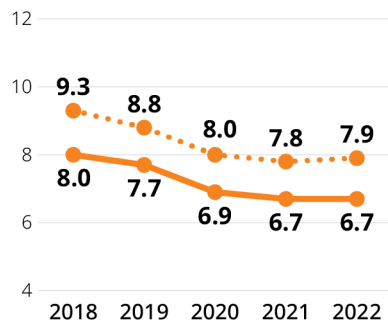
Those living in large households of five to seven or eight people or more ate the most home-cooked meals in 2022, with averages of 10.5 and 10.4 meals per week, respectively. Those living alone ate the fewest home-cooked meals, with an average of just 7.9 meals per week.

FIGURE 12

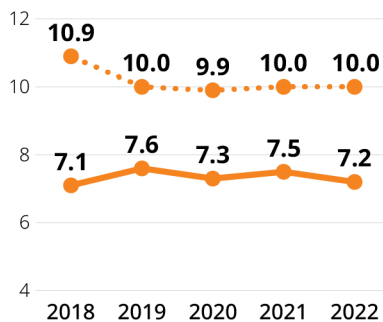
Total meals cooked or eaten at home per week, by household size, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days

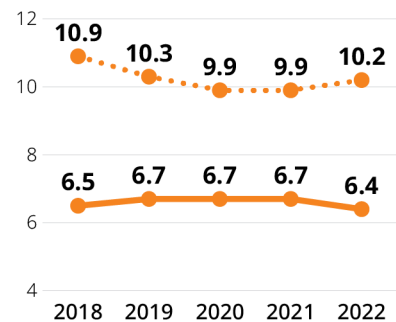
One person in household



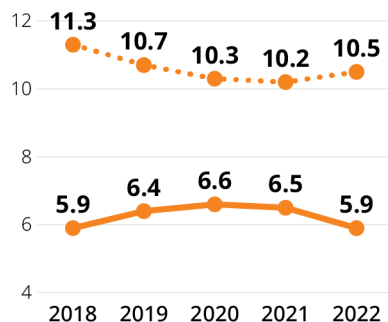
Two people in household



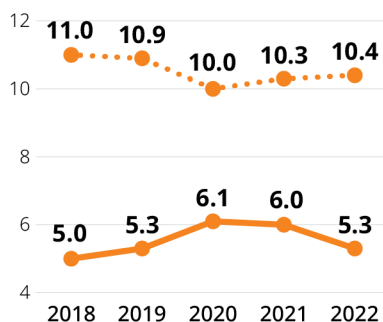
Three to four people in household



Five to seven people in household



Eight or more people in household



Marital status

People who said they were separated cooked the most, with an average of 8.0 meals per week, followed by those who are widowed (7.5), in domestic partnerships (7.5) or divorced (7.3). **Single people or those who have never been married cooked the least, with an average of just 4.9 meals per week.** Reported cooking in this group also seems to have returned to pre-pandemic rates, while rates among married, divorced and widowed people have hit new lows.

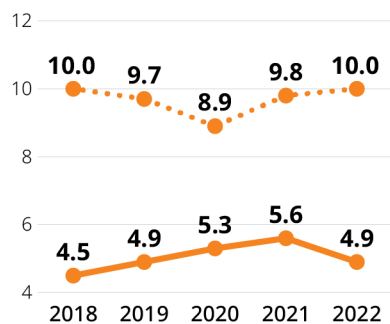
People in most marital status categories ate an average of 10.0 or more meals per week at home in 2022, with the exception of divorced individuals, who ate the lowest observed average of 9.4 home-cooked meals per week.

FIGURE 13

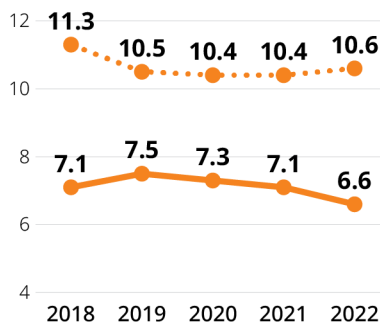
Total meals cooked or eaten at home per week, by marital status, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days

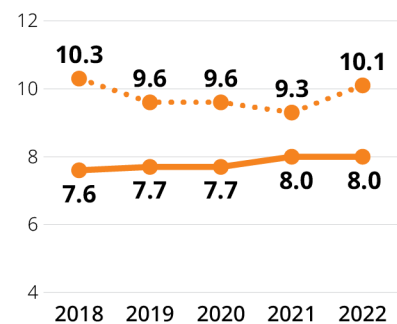
Single/Never been married



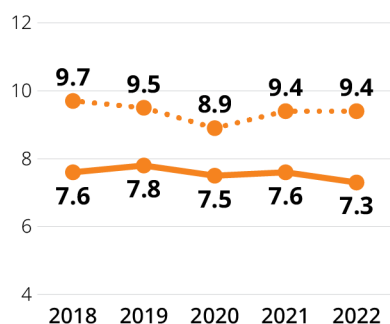
Married



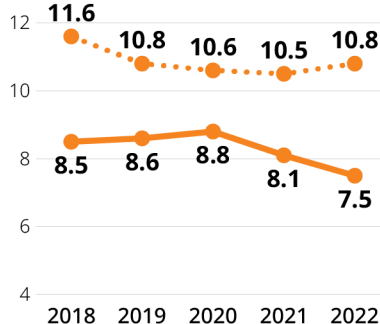
Separated



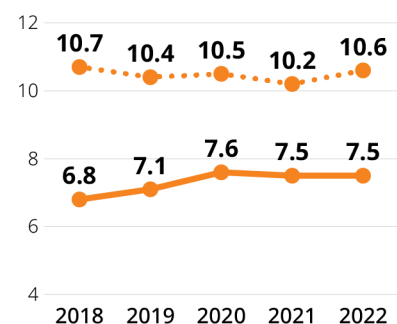
Divorced



Widowed



Domestic partner



Age

People aged 65 and older reported the highest rates of cooking at home in 2022, with an average of 7.2 meals per week, while those aged 15 to 24 cooked the least, at 4.7 meals per week. Notably, people aged 15 to 24 had been observing a linear year-on-year increase in their frequency of cooking through 2021 but saw a large drop in 2022 that returned them to their pre-pandemic rates. Those aged 25 to 34, as well as the 50 to 64 and 65 and older age groups, have all hit record lows in frequency of cooking.

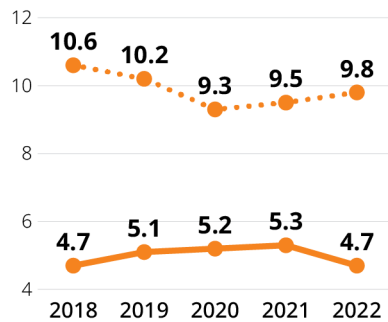
People aged 65 and older ate at home the most, with an average of 11.1 meals per week, while those 25 to 34 ate the fewest home-cooked meals at home in 2022, with an average of 9.5 per week.

FIGURE 14

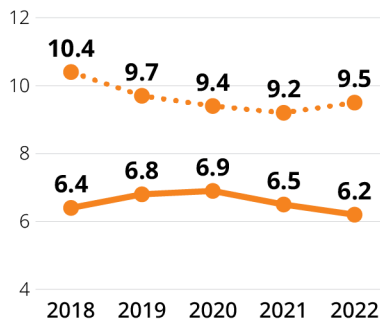
Total meals cooked or eaten at home per week, by age group, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days

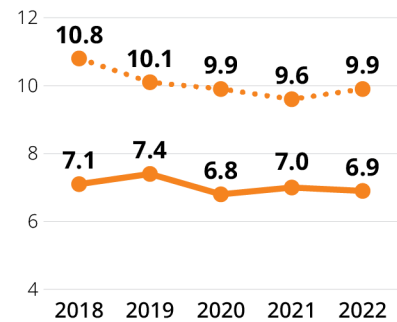
15 to 24 years old



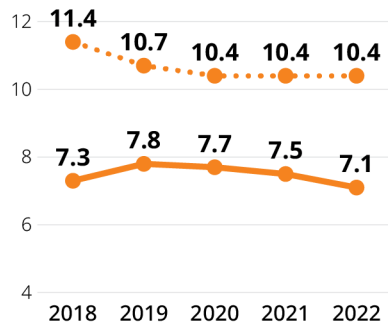
25 to 34 years old



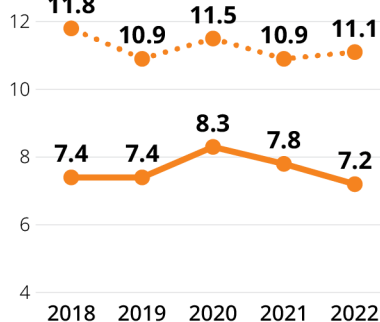
35 to 49 years old



50 to 64 years old



65 and older



Urbanicity

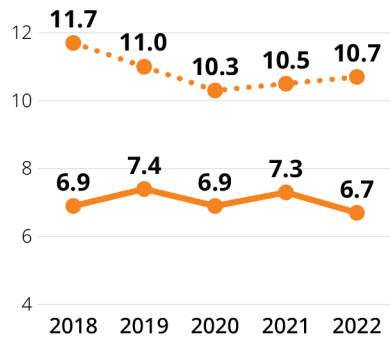
People living in rural areas or on farms cooked the most in 2022, at 6.7 meals per week, while those living in large cities cooked the least, with an average of 6.1 meals per week. Similarly, people in the same categories also consumed the least and most meals at home, with those in large cities eating an average of 9.2 home-cooked meals per week, while people in rural areas or farms reported eating an average of 10.7 meals at home per week.

FIGURE 15

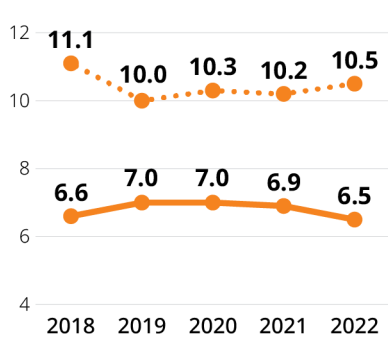
Total meals cooked or eaten at home per week, by urbanicity, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days

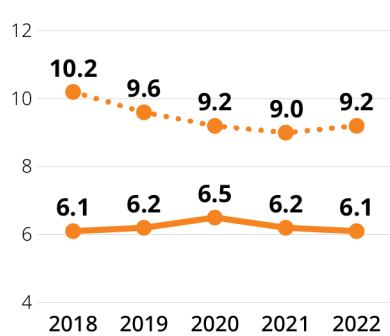
A rural area or on a farm



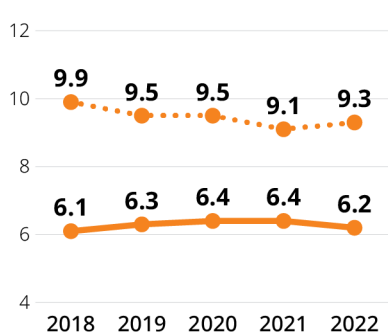
A small town or village



A large city



A suburb of a large city



Income quintile¹²

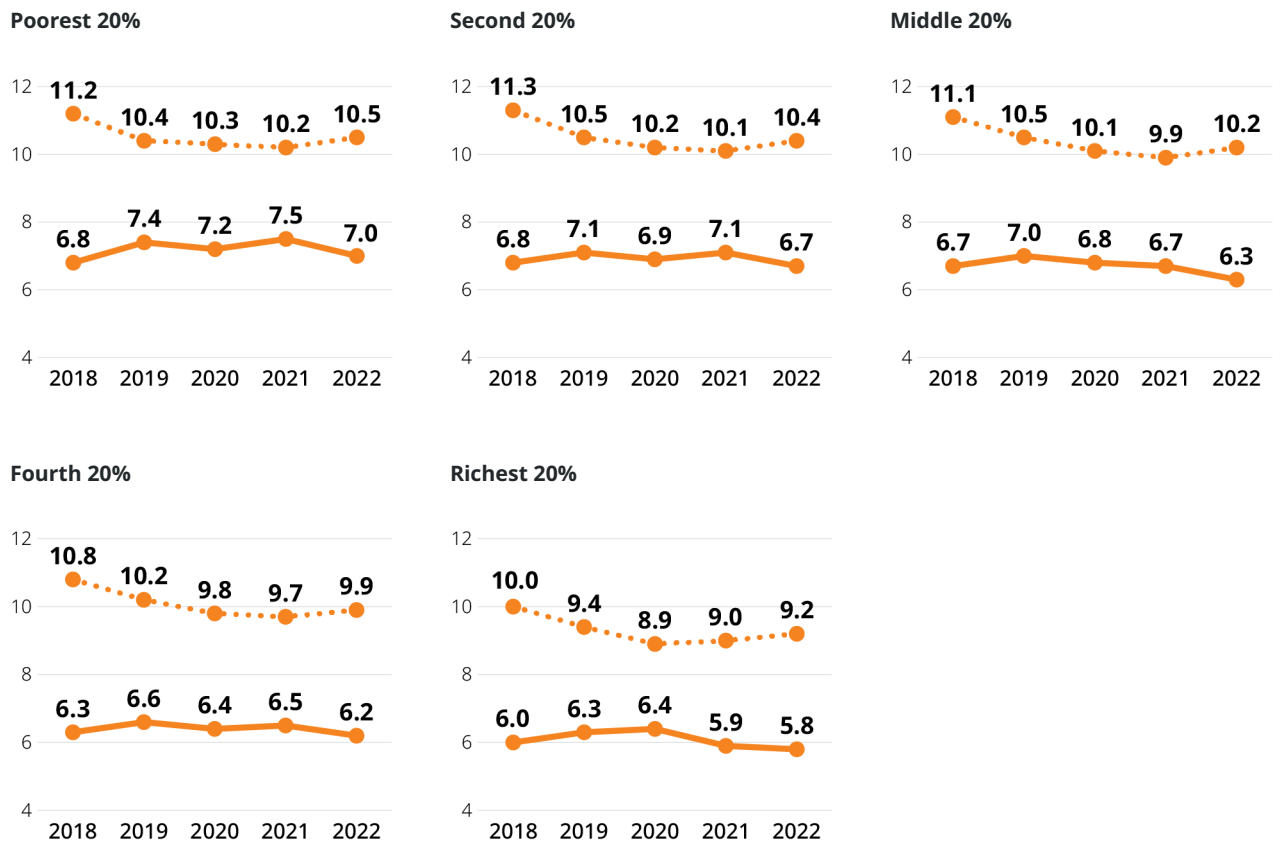
In 2022, the richest 20% cooked the least at home, with an average of 5.8 meals per week, while the poorest 20% cooked the most, with an average of 7.0 full meals per week. Notably, both the middle 20% income group and the richest 20% have dropped to a new low in their frequency of cooking at home.

Similarly, the richest 20% ate home-cooked meals the least, and the poorest 20% ate the most meals at home in 2022, with 9.2 and 10.5 meals per week, respectively.

FIGURE 16

Total meals cooked or eaten at home per week, by objective income, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days



12 Income quintile refers to the recorded and standardized income that places respondents into income groups relative to other people in the same countries. It is a distinct measure from subjective income, which categorizes people based on their subjective sentiments about their income.

Education level

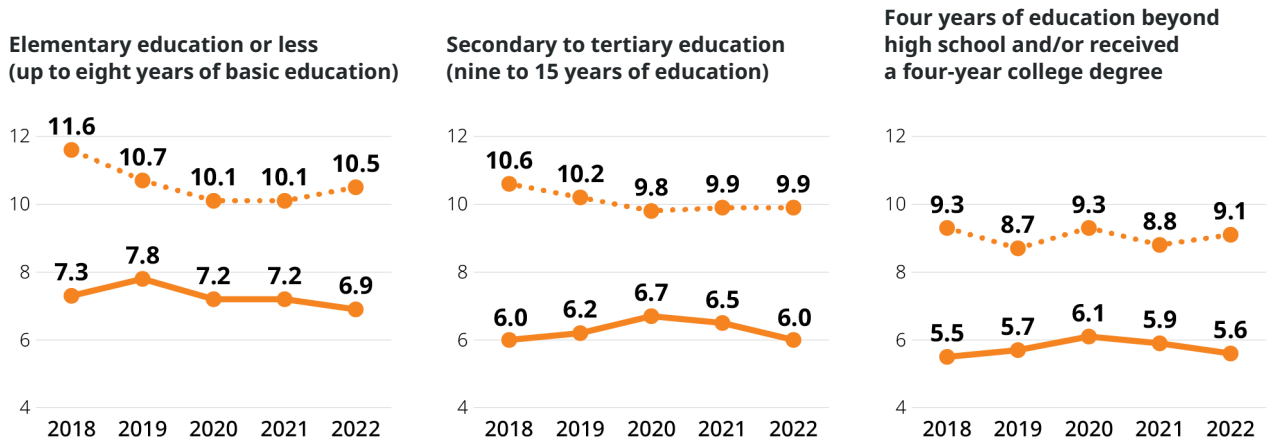
Consistent with findings from previous reports, education and cooking frequency seem to be inversely related. **People with higher educational attainment cook much less frequently than those with lower educational attainment** (5.6 and 6.9 meals per week, respectively). People with all three education levels cooked less in 2022, and those with an elementary-level education hit a new low in their frequency of cooking at home.

A similar pattern was observed with the frequency of eating at home in 2022: People with higher educational attainment ate fewer meals at home than those with lower educational attainment (9.1 and 10.5 meals on average per week, respectively).

FIGURE 17

Total meals cooked or eaten at home per week, by educational level, trended 2018-2022

— Total meals cooked at home in past seven days - - - Total meals eaten at home in past seven days



Subjective income

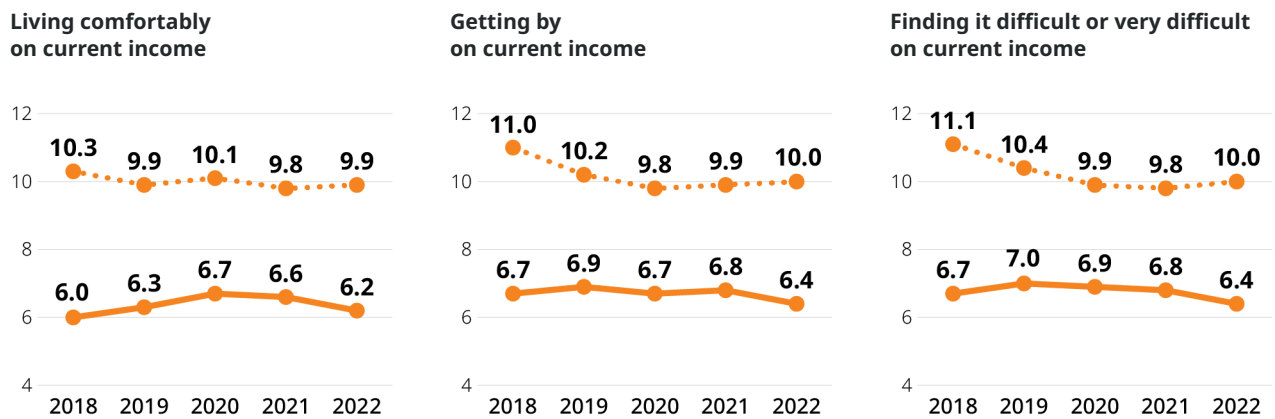
People who said they found it “difficult” or “very difficult” to live on their present household income and those “getting by” both cooked an average of 6.4 meals per week in 2022, whereas those who said they were living comfortably on their current income cooked 6.2 meals — a marginal difference. The aforementioned two income categories observed their all-time lows in frequency of cooking at home in 2022.

An even smaller difference was seen between the three subjective income categories in their frequency of eating home-cooked meals, which all average around 10.0 meals per week.

FIGURE 18

Total meals cooked or eaten at home per week, by subjective income, trended 2018-2022

— Total meals cooked at home in past seven days ··· Total meals eaten at home in past seven days



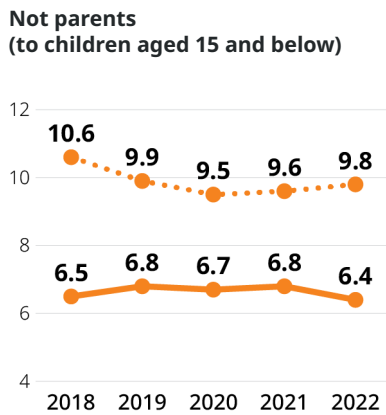
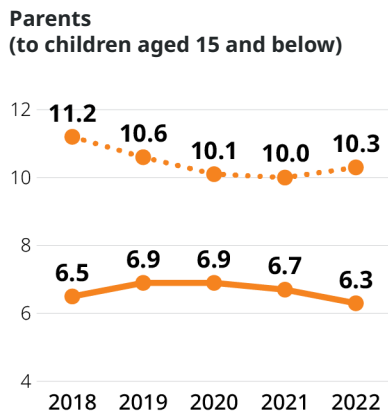
Parental Status

Non-parents appear to have cooked more at home than parents, by a difference of 0.1 meals. Both groups hit a new low in their frequency of cooking. However, parents ate 0.5 more meals at home on average per week than non-parents.

FIGURE 19

Total meals cooked or eaten at home per week, by parental status, trended 2018-2022

— Total meals cooked at home in past seven days ••• Total meals eaten at home in past seven days





SECTION 3.2

Revisiting the Gender Gap

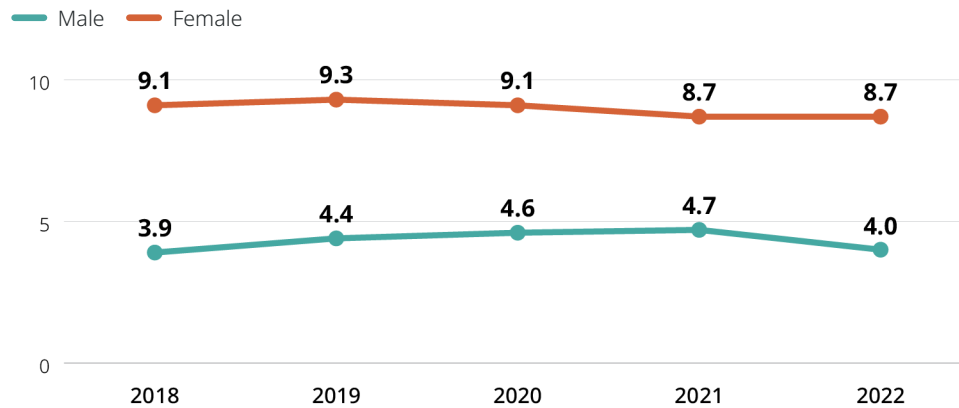
In 2022, women continued to cook at a much greater rate than men — in fact, the gap between the two genders grew for the first time on record. While the Cookpad-Gallup home-cooking survey has consistently found that men cook at lower rates than women, men have been making some progress in closing this gender gap over the past four years. By 2021, the gap had narrowed to 4.0 meals per week (i.e., women cooked four more meals per week than men on average), compared with a gap of 5.2 meals in 2018.

This trend halted last year. While women's overall cooking rates in 2022 remained steady at an average of 8.7 meals per week, this figure fell to 4.0 for men, representing a 0.7-meal drop from the year before. As a result, the cooking gender gap widened to 4.7 meals per week — a statistically significant gap.

From 2018 to 2021, the gender gap with respect to cooking was narrowing. However, this trend reversed in 2022, with the cooking gender gap increasing for the first time.

FIGURE 20

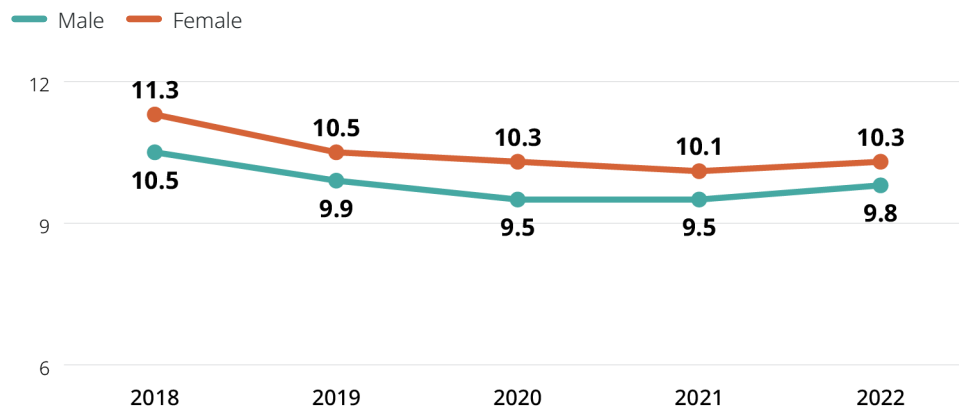
Frequency of cooking meals at home per week, by gender (trended 2018-2022)



While fewer men were home cooks in 2022, they were nearly as likely as women to eat a home-cooked meal. On average, men ate 9.8 home-cooked lunches and dinners in 2022, up from 9.5 in 2021; for women, the average number of home-cooked meals eaten per week rose to 10.3 from the previous reading of 10.1. At half a meal per week, the gender gap in eating home-cooked meals is relatively modest.

FIGURE 21

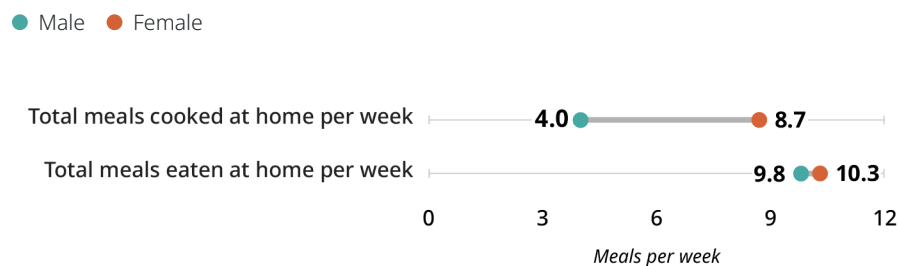
Frequency of eating meals at home per week, by gender (2018-2022)



Overall, women cooked more than twice as often in 2022 as men did.

FIGURE 22

Gender gap in frequency of cooking and eating at home per week



While the cooking gender gap stands at 4.7 globally, this figure masks significant variation at the country level. In six countries, the cooking gender gap stands at eight or more meals per week — nearly double the global rate — including **Ethiopia, where women cooked 8.6 more meals than men on average per week**. The next-largest gaps were in Tajikistan at 8.2 more meals, and Egypt, Nepal, Yemen and Algeria, all with women cooking around 8.1 or 8.0 more meals on average than men per week.

These countries have typically registered wide gender gaps in past surveys. While Gallup did not poll in Ethiopia in 2021, the 2020 Cookpad and Gallup home-cooking survey revealed the cooking gender gap to be 8.1 meals per week, the second highest of all countries surveyed that year. All of the other countries mentioned above ranked in the “top 10” in terms of largest cooking gender gap in 2021, with the exception of Yemen, where Gallup had not polled since before the pandemic.

As in previous reports, women cooked more often than men in nearly all countries or areas surveyed in 2022 except for one — Italy, where men cooked an average of 0.4 more meals per week than women.

Italy’s exception is notable. As recently as 2020, women in Italy cooked an average of 5.1 more meals per week than men. Like other countries in its region, however, Italy saw the gender gap shrink in 2021, as men cooked more and women less. This trend accelerated in 2022, leading to this interesting, if unexpected, result.

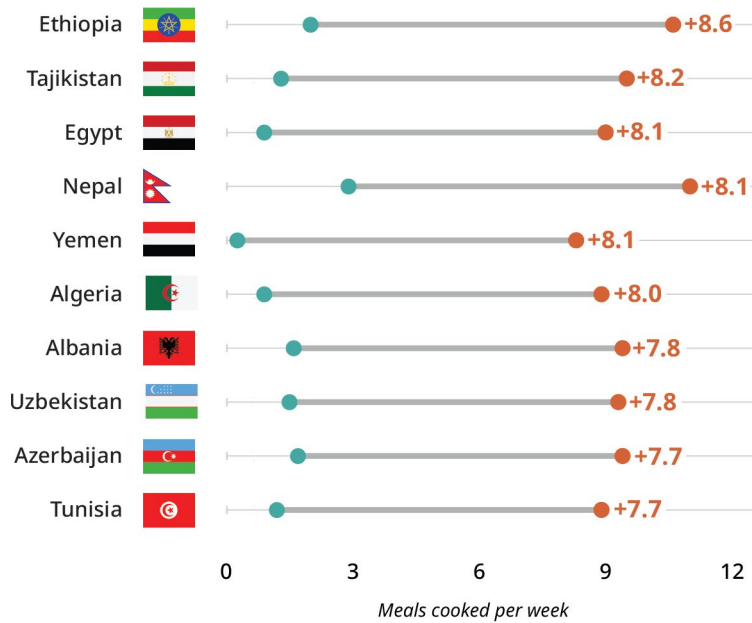
Even in countries or areas where the cooking gender gap is small, it still tilts toward women cooking more than men. Those with smaller gaps tend to be located in Europe, with the notable exception of Jamaica. In 2021, Jamaica was the only country where men cooked at higher levels than women — though the most recent survey finds that the tables have turned, with women cooking on average 1.0 more meals per week than men.

FIGURE 23

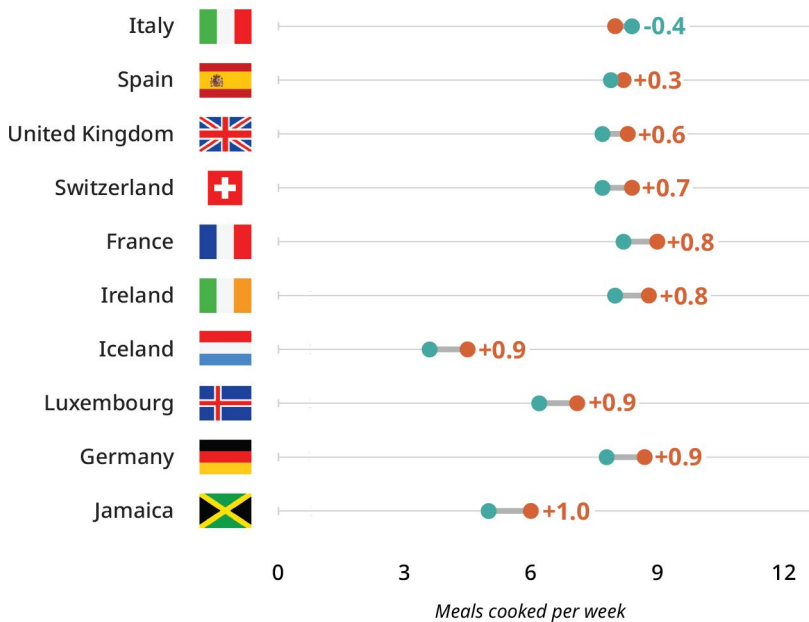
Top 10 countries with the largest/smallest gender gaps in cooking

● Male ● Female

Top 10 countries with largest gender gap



Top 10 countries with smallest gender gap



Other key demographic dimensions also exhibited a gender gap:

Region: Northern Africa showed the most significant gender gap among world regions in 2022, where women cooked an average of 7.5 more meals per week than men. The next-largest gap was in Southern Asia, at 7.1 more meals per week. The smallest gender gap was in Northern, Southern and Western Europe, where women cooked 1.3 more meals per week than men.

Employment status: As in previous reports, women continued to cook more often than men, regardless of employment status. Notably, self-employed women cooked an average of 6.7 more meals than self-employed men per week, and women employed full time for an employer cooked 4.2 more meals on average per week than their male counterparts.

Household size: The largest gender gap observed was among those living in households of five to seven people, where women cooked an average of 5.6 more meals per week than men. Women living alone exhibited the smallest gap of 1.3 more meals per week.

Marital status: Married women cooked an average of 6.9 more meals per week than men. Marital status also emerged as the single-best predictor of cooking frequency for women in the Cookpad Year 4 report.

Age: The largest gender gap among age groups was with 35- to 49-year-olds — women in this age group reported cooking an average of 5.7 more meals than men. The smallest gender gap was among people aged 65 and older, among whom women cooked 3.4 more meals per week.

Urbanicity: People living in rural areas or on a farm and those living in small towns or villages exhibited an equal gender gap of an average of 5.1 more meals cooked per week by women, whereas those living in large cities or suburbs of large cities had a semi-equal gender gap of an average of 3.9 and 4.0 more meals cooked per week by women, respectively.

Income quintiles: The largest gender gap observed by income level was within the second-poorest quintile, with an average of 5.3 more meals cooked per week by women than by men. The gap narrowed as income level increased, reaching a low of 4.0 more meals cooked by women among the richest 20% income group.

Educational level: As would be expected and consistent with previous reports, the gender gap shrinks as educational attainment rises. The gap was largest among people with a primary education or less (an average of 5.4 more meals cooked by women) and narrowest among those with four years of education beyond high school (an average of 3.0 more meals cooked by women).

Subjective income: Gender-gap patterns by subjective income were similar to those by income quintile. The gap expanded from 3.8 more meals cooked by women among those living comfortably on their present income to 5.2 more meals cooked by women among those finding it difficult or very difficult to get by on their current income.

Parental status: Parents exhibited a greater gender gap than non-parents, with women cooking an average of 5.5 more full meals per week than men. Notably, men who are not parents cooked at a much higher frequency than male parents, while female parents cooked at a much higher frequency than women who are not parents.

FIGURE 24
Gender gap in frequency of cooking at home per week across regions and subgroups

Positive values indicate women cooking more than men.

● Male ● Female

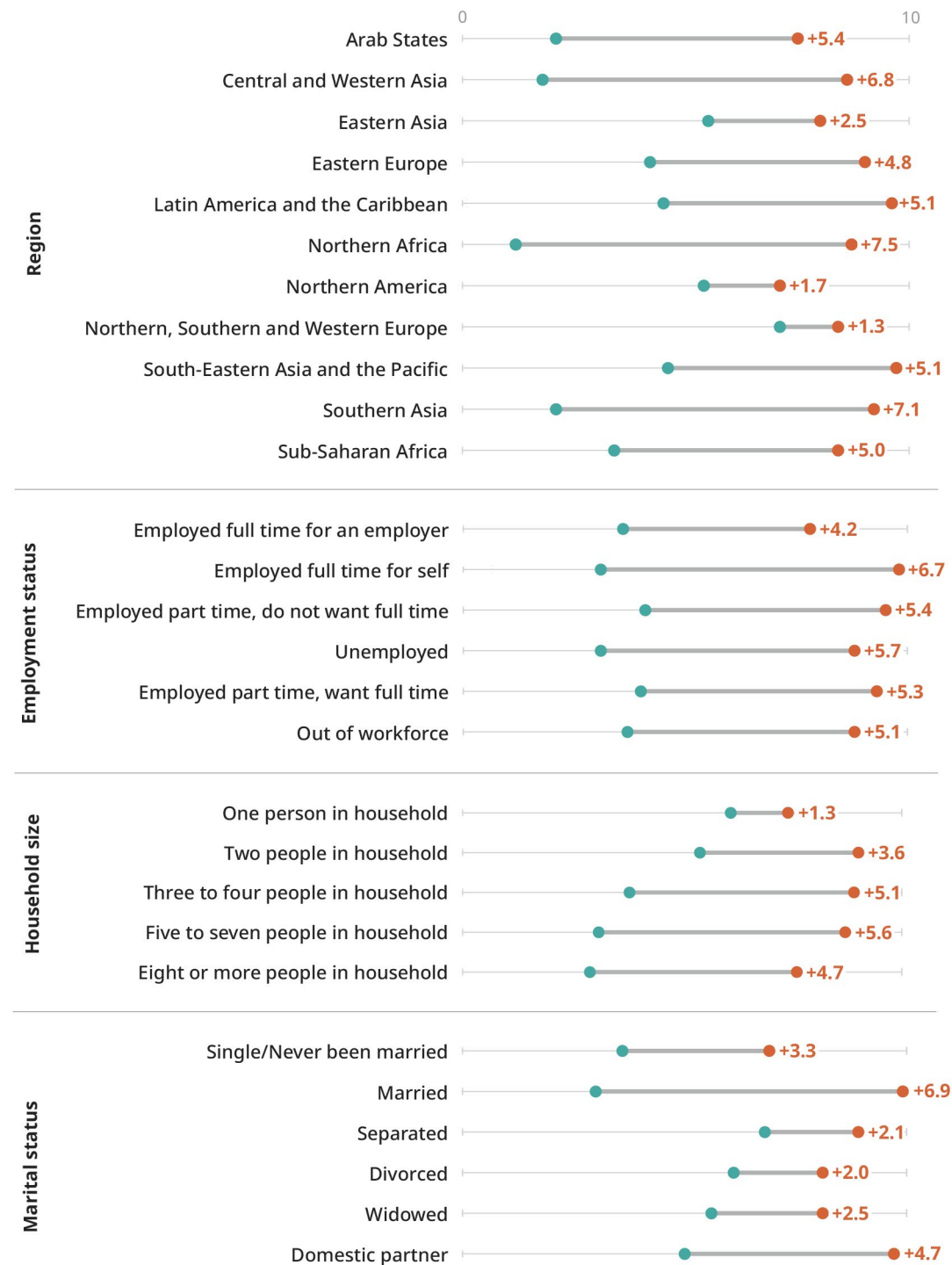
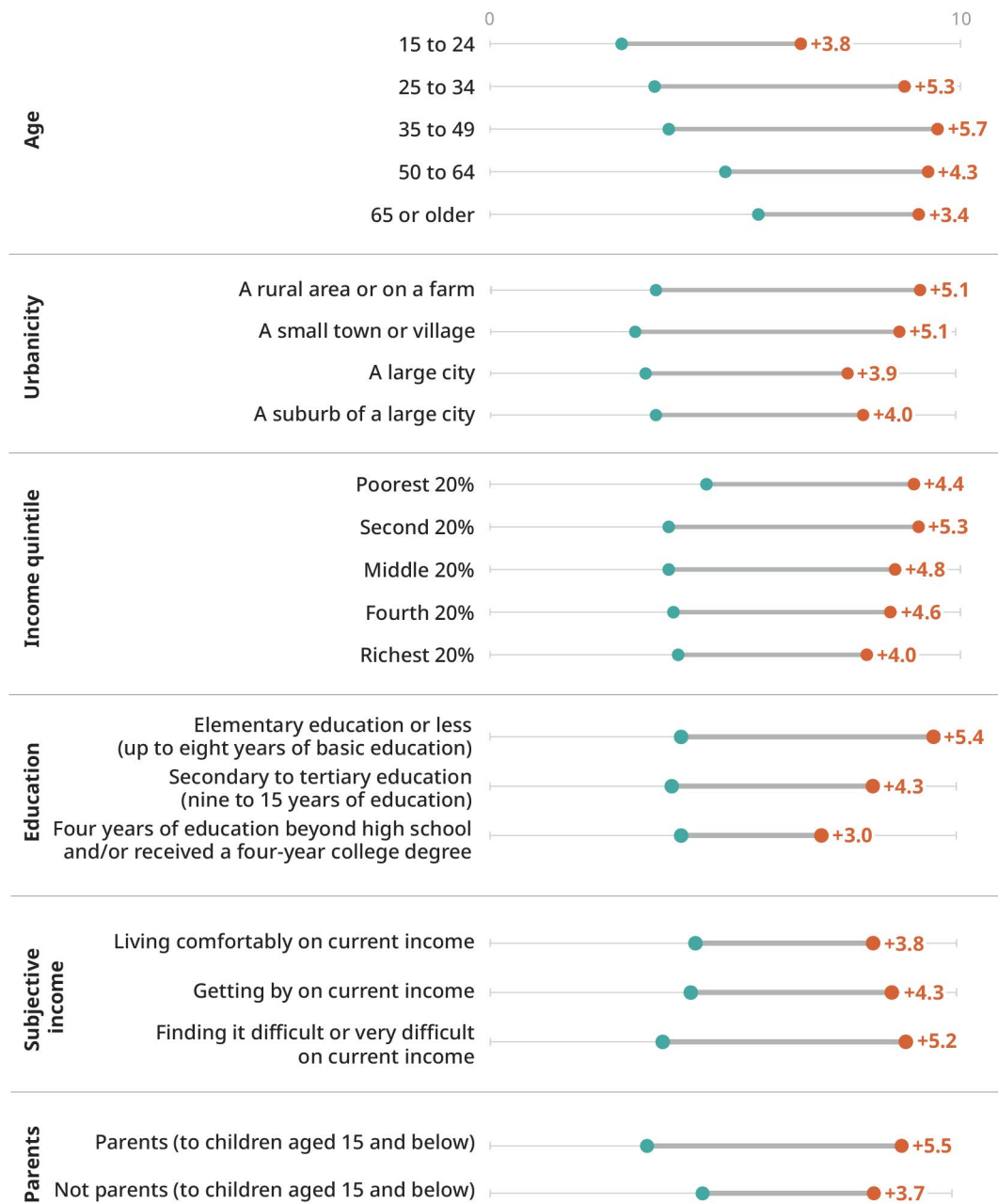


FIGURE 24 (CONTINUED)

Gender gap in frequency of cooking at home per week across regions and subgroups

Positive values indicate women cooking more than men.

● Male ● Female



SECTION 4

Cooking Enjoyment and the Frequency of Cooking at Home: A Collaboration With Ajinomoto

In this section:

- **Cooking enjoyment differed significantly by global region and demographic factors**, including education level, age, income, household size and employment. But the biggest determinant was gender. Seventy-six percent of women reported enjoying cooking, while only 40% of men said the same.
- **People who indicated that they cook were grouped into five clusters**, the biggest one including people who cook often (9.1 meals per week) and love doing it. Three in four people in this cluster are women.
- **Twenty-four percent of people worldwide did not cook in the week prior to the survey.** This group mostly comprises men. When considering the data by region, people in Northern America exhibited the highest cooking enjoyment rates.

SECTION 4.1

Cooking Enjoyment Around the World

For the past five years, the Cookpad-Gallup home-cooking survey has tracked people's cooking habits and how often they eat a home-cooked meal, yielding important insights about how culinary customs vary across societies and individuals and how these differences have shifted over time. In 2022, Ajinomoto, a multinational food and biotechnology company that aspires to help people “eat well” and “live well,”¹³ introduced a new series of questions on the Gallup World Poll about the enjoyment of cooking and eating with other individuals. These two survey modules — Cookpad and Ajinomoto — clearly complement each other and allow this report to shed light on novel insights about the act of cooking and the profiles of the different types of cooks worldwide.

This section reviews the results of the cross-analysis of these two modules. The survey questions at the center of this analysis include the Cookpad questions measuring how frequently people cooked lunch and dinner and the cooking item from the Ajinomoto question set. Specifically, the latter question was asked as follows:

“Thinking about the past seven days, in general, did you enjoy cooking? If you did not cook in the past seven days, please just say so.”

Overall, cooking is an enjoyable activity for the majority of people worldwide — 58% said they enjoyed cooking in the past seven days. Slightly fewer than one in five people (17%) said they did not enjoy cooking in the past seven days, while the remaining 24% indicated they did not cook in the past week or said they were unsure.¹⁴

FIGURE 25

How much did the world enjoy cooking in 2022?

■ Enjoyed cooking in the past seven days
 ■ Did not enjoy cooking in the past seven days
 ■ Did not cook in the past seven days



Note: Due to rounding, percentages may not sum to 100%.

¹³ Ajinomoto Foods. (n.d.). Eat well, live well. <https://www.ajinomotofoods.com/ajinomoto-shared-values/>

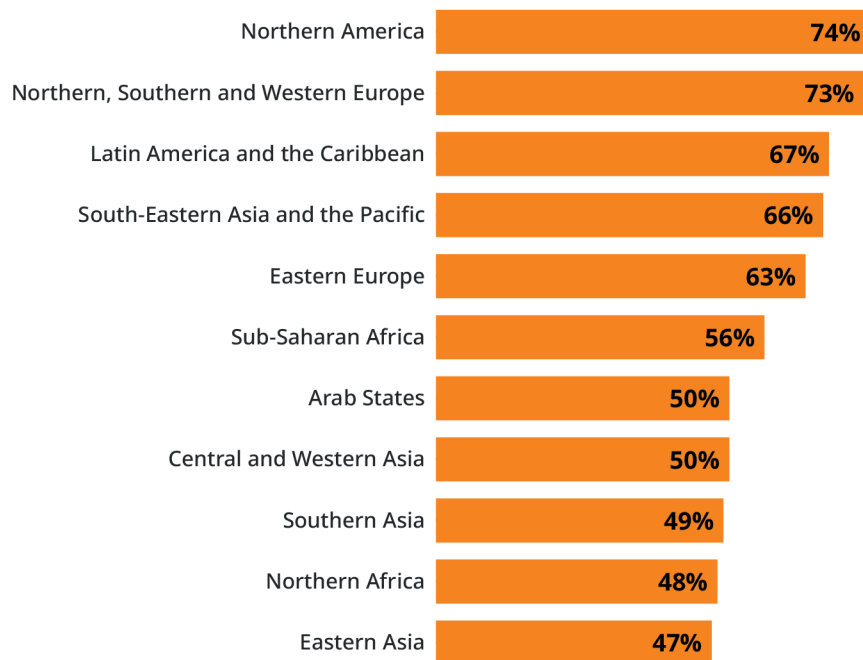
¹⁴ For the purposes of this analysis, respondents who said they “did not know” or did not answer the question about how much they enjoyed cooking will be grouped together with those who said they did not cook in the past seven days, though it should be noted that some of those respondents who provided a non-substantive answer about whether they enjoyed cooking did indicate they personally cooked at least one meal in the past seven days, as measured by the Cookpad questions.

Across world regions, people in Northern America expressed the highest rate of cooking enjoyment (74%), followed closely by individuals in Northern, Southern and Western Europe (73%). In the Arab States (50%), Central and Western Asia (50%), Southern Asia (49%), Northern Africa (48%) and Eastern Asia (47%), roughly half of people indicated they enjoyed cooking.

FIGURE 26

Cooking enjoyment by region

Percentage who said they enjoyed cooking in the past seven days



Worldwide, substantially more women than men said they enjoyed cooking in the past seven days. Whereas 40% of men indicated they enjoyed cooking, 76% of women — nearly twice the rate of men — said the same.

FIGURE 27

Cooking enjoyment gender gap

Positive values indicate more women than men selected “yes” to the survey question by the noted value.

● Male ● Female





SECTION 4.2

The Joy of Cooking? A Cluster Analysis of Cooking Enjoyment and Frequency Worldwide

Even among those who cook regularly,¹⁵ people have different reasons for cooking and opinions about the activity. Home cooking is often seen as a vital conduit to healthier eating, especially in high-income countries, and this may be attractive for some home cooks.¹⁶ An individual's cooking skill and ability likely matter as well: Those who see themselves as master chefs will probably be more eager to “show off” their expertise than those with limited knowledge or confidence in their culinary abilities.

According to previous research,¹⁷ cooking can also be seen as a time-intensive activity, similar to other unloved but unavoidable household chores. Yet, there is no denying that many people find joy in cooking. To some degree, one's relationship with cooking (both in terms of frequency and enjoyment) may depend a great deal on their background and station in life.

¹⁵ The expression “regularly” refers to respondents who cooked in the past week, regardless of volume.

¹⁶ Mills, S. D. H., Wolfson, J. A., Wrieden, W. L., Brown, H., White, M., & Adams, J. (2020). Perceptions of “home cooking”: A qualitative analysis from the United Kingdom and United States. *Nutrients*, *12*(1), 198. <https://doi.org/10.3390/nu12010198>

¹⁷ Farmer, N., & Cotter, E. W. (2021). Well-being and cooking behavior: Using the positive emotion, engagement, relationships, meaning, and accomplishment (PERMA) model as a theoretical framework. *Frontiers in Psychology*, *12*. <https://doi.org/10.3389/fpsyg.2021.560578>

This section attempts to identify the different types of cooks around the world using a statistical technique called cluster analysis that groups data observations (in this case, survey respondents) based on their similarities. In this context, cluster analysis was used to establish different profiles of home cooks based on their frequency of cooking and whether they enjoyed the activity, as well as additional background information, including age, gender, employment status and household size. Clustering respondents into distinct groups helps increase understanding of the inherent organization of these groups of people, thus providing insights for further analysis.

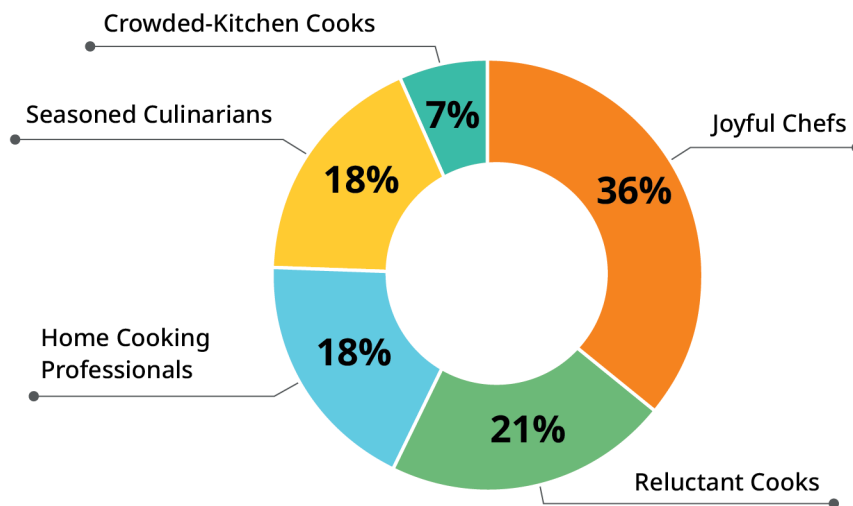
This analysis identified five types of home cooks. While some only cook occasionally but enjoy it, others may cook often but not enjoy it. Some are employed and do not have much time to cook but do enjoy it when they cook, while others live in large households where the responsibility of cooking is delegated to others. And while some cook out of necessity, others do so out of obligation, with expected varying levels of enjoyment between the two groups.

Of the five “types” of home chefs across the world, Joyful Chefs comprise the largest cluster, at 36% of the global population, while just 7% belong to the Crowded-Kitchen Cooks group.¹⁸

FIGURE 28

The five types of home cooks

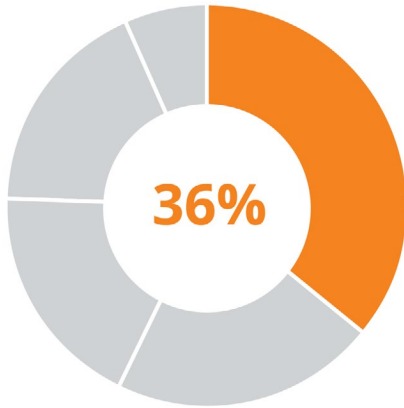
Percentage of respondents falling into each of the five final clusters



What type of cook are you?

How often do you cook at home? How often do you eat at home? Do you enjoy the act of cooking when you do it? Based on key demographic characteristics, such as gender, age, household size, employment status or urbanicity, you will fit into one of the five groups of home cooks.

¹⁸ Note that respondents who indicated not having cooked in the past seven days were excluded from this analysis.



Joyful Chefs

This group cooks often. In fact, they cook 9.1 meals at home per week — nearly three full meals more than the global average (6.4). They often eat at home, too, averaging 10.9 meals per week. Enjoyment of cooking is universal in this group. Notably, three in four Joyful Chefs are women, and they tend to belong to younger age brackets — 64% are age 34 or younger. People in this group do not tend to work full time for an employer, but they may be employed part time, self-employed or unemployed. Group members live in medium-sized households with three other members in all regions of the world, with the largest concentration (35%) residing in Southern Asia.

Cooking and Eating at Home



Total meals cooked at home in the past seven days



Total meals eaten at home in the past seven days

Cooking Enjoyment

Enjoyed cooking



100%

Did not enjoy cooking



0%

Age

15 to 34

64%

35 to 64

36%

65 and older

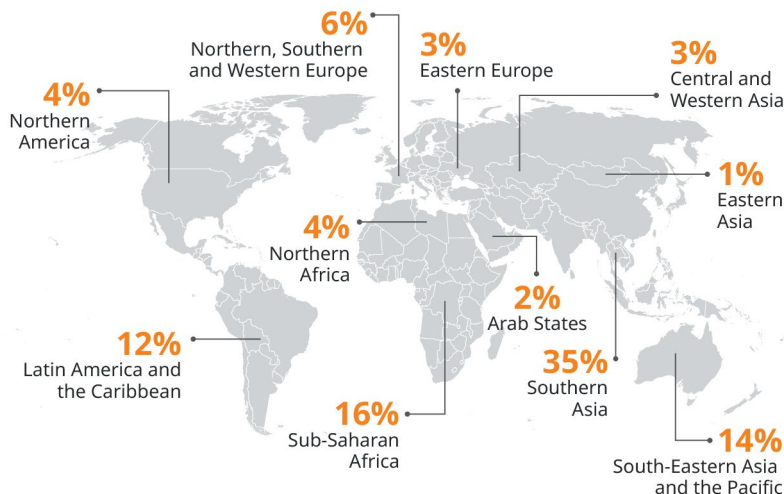
0%

Household Size

4

Total number living in household

Region



Gender

Male



25%

Female



75%

Employment

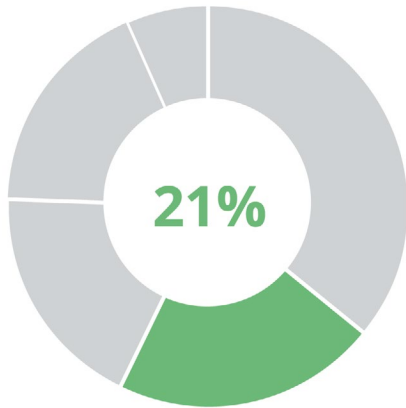


100%

Not full time for an employer

0%

Full time for an employer



Reluctant Cooks

This second group of people cooks the least, averaging just five meals per week — well below the global average. They are also one of two groups that eat the least at home, with an average of 9.7 meals per week. Reluctant Cooks do not enjoy cooking at all. The group's composition is more evenly split between men and women (59% vs. 41%, respectively), and 25% work full time for an employer. They live in medium-sized households with three other people and are evenly distributed between the 15- to 34-year-old and 35- to 64-year-old age groups, with only a small proportion aged 65 or older. They live across regions but, like Joyful Chefs, are largely concentrated in Southern Asia.

Cooking and Eating at Home



Total meals cooked at home in the past seven days



Total meals eaten at home in the past seven days

Cooking Enjoyment

Enjoyed cooking



0%

Did not enjoy cooking



100%

Age

15 to 34

45%

35 to 64

46%

65 and older

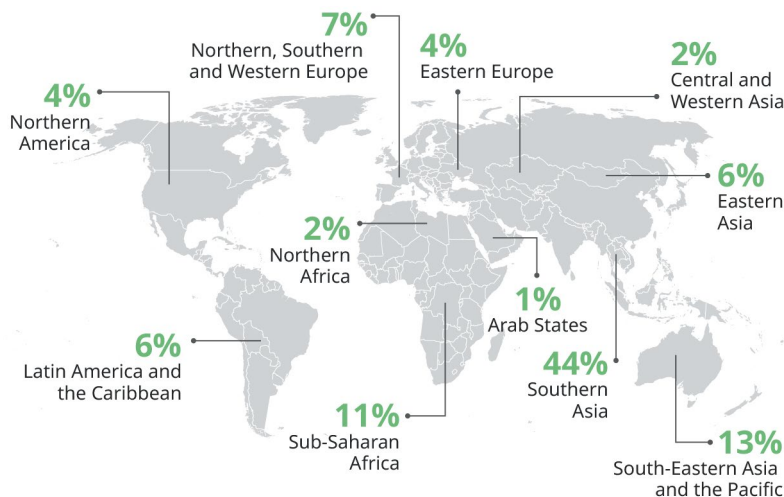
9%

Household Size

4

Total number living in household

Region



Gender

Male



59%

Female



41%

Employment

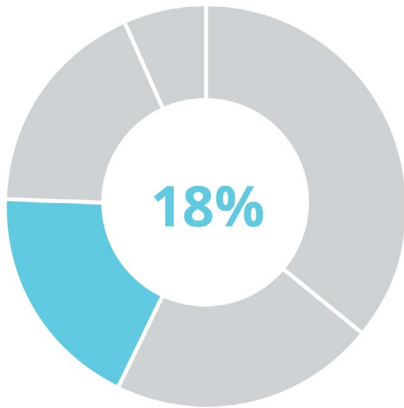


75%

Not full time for an employer

25%

Full time for an employer



Home Cooking Professionals

People in this group cook around 7.4 meals per week, a little over the global average, but eat 9.7 meals at home per week — well below the global average. Notably, all Home Cooking Professionals enjoy cooking, and they are evenly split between men and women. More notably, all members of this group work full time for an employer, and they tend to live in small households with two other people across all regions of the world. While 3% of this group are aged 65 and older, the rest are split between age groups: 41% are aged 15 to 34, and 56% are 35 to 64.

Cooking and Eating at Home



Total meals cooked at home in the past seven days



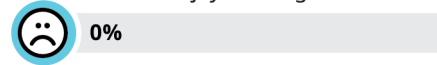
Total meals eaten at home in the past seven days

Cooking Enjoyment

Enjoyed cooking



Did not enjoy cooking



Age

15 to 34 — 41%

35 to 64 — 56%

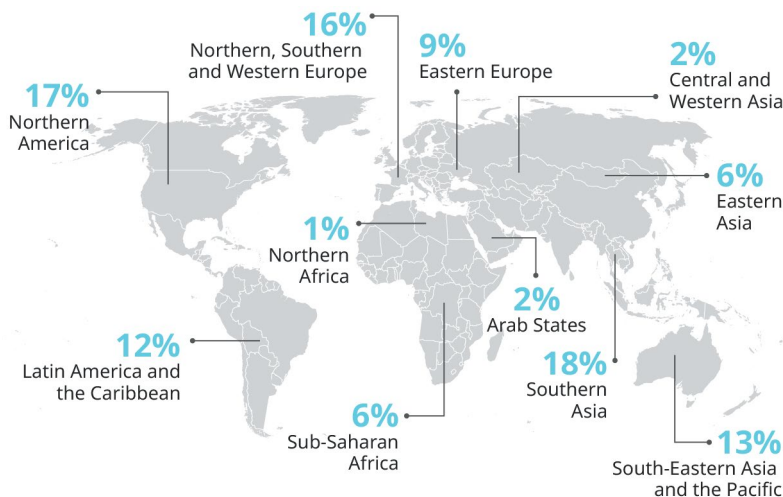
65 and older — 3%

Household Size



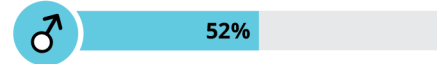
Total number living in household

Region

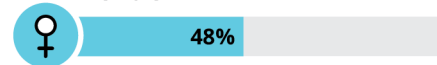


Gender

Male



Female



Employment

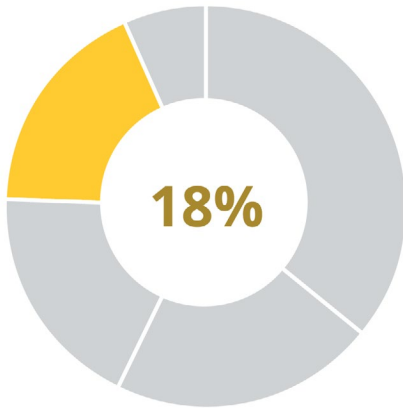


0%

Not full time for an employer

100%

Full time for an employer



Seasoned Culinaricians

Members of this group cook the most, with an average of 9.6 meals per week. They also eat the most meals at home, with an average of 11.1 meals per week. While 1% do not enjoy cooking, the other 99% love it. Two in three Seasoned Culinaricians are women, and they tend not to be employed full time for an employer. This group has the largest proportion of seniors aged 65 and older (42%), while the rest are between the ages of 35 and 64. Notably, this group does not have any individuals aged 15 to 34. They tend to live in smaller households with two other people and are found across multiple regions of the world.

Cooking and Eating at Home



Total meals cooked at home in the past seven days



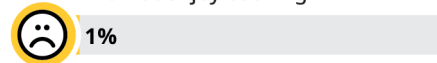
Total meals eaten at home in the past seven days

Cooking Enjoyment

Enjoyed cooking



Did not enjoy cooking



Age

15 to 34 0%

35 to 64 58%

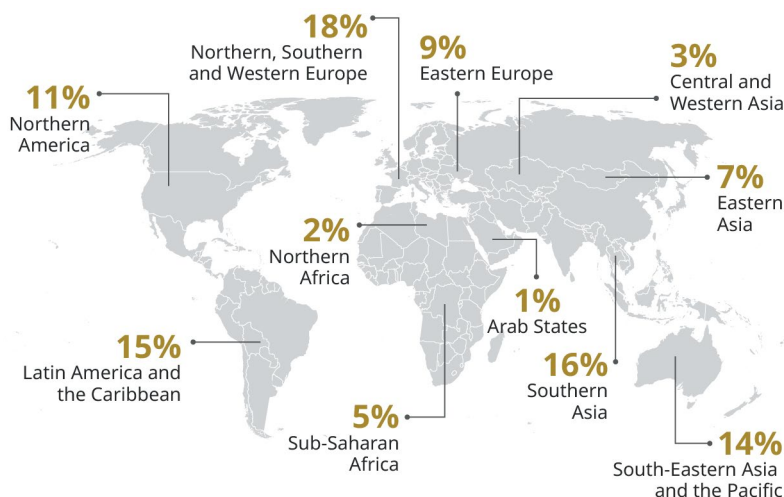
65 and older 42%

Household Size



Total number living in household

Region



Gender

Male



Female



Employment

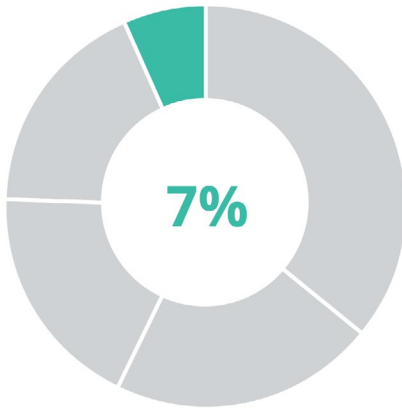


100%

Not full time for an employer

0%

Full time for an employer



Crowded-Kitchen Cooks

The size of households in this third group is certainly its most defining characteristic; they tend to live in large households with 10 other people. People in this group cook about seven meals per week — almost on par with the global average — and eat about 10.3 meals at home per week. While most of them do enjoy cooking, about one in four do not. Most Crowded-Kitchen Cooks are women, but one in three are men, and just 10% are employed full time for an employer. The majority of this group (62%) are between the ages of 15 and 34, 35% are 35 to 64, and the rest are 65 and older. While individuals in this group live in most regions of the world, they can primarily be found in Southern Asia and Sub-Saharan Africa.

Cooking and Eating at Home



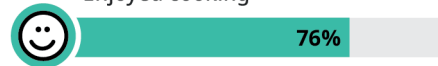
Total meals cooked at home in the past seven days



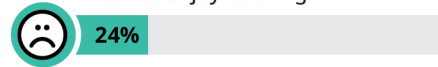
Total meals eaten at home in the past seven days

Cooking Enjoyment

Enjoyed cooking



Did not enjoy cooking



Age

15 to 34 — 62%

35 to 64 — 35%

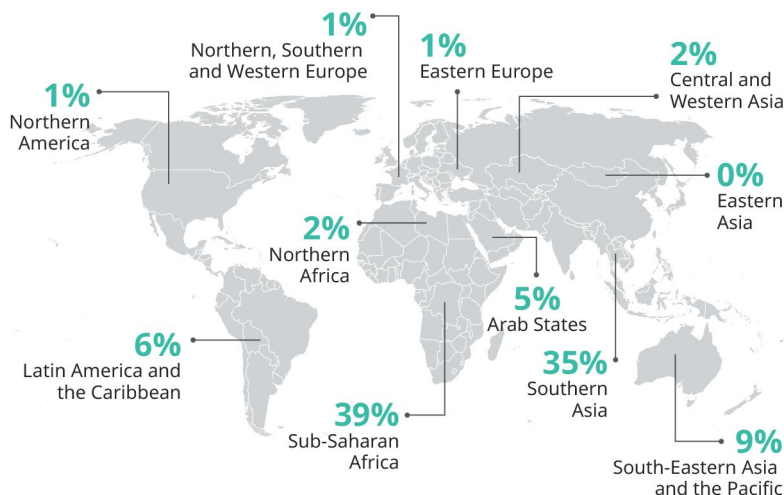
65 and older — 4%

Household Size



Total number living in household

Region



Gender

Male



Female



Employment



90%

Not full time for an employer

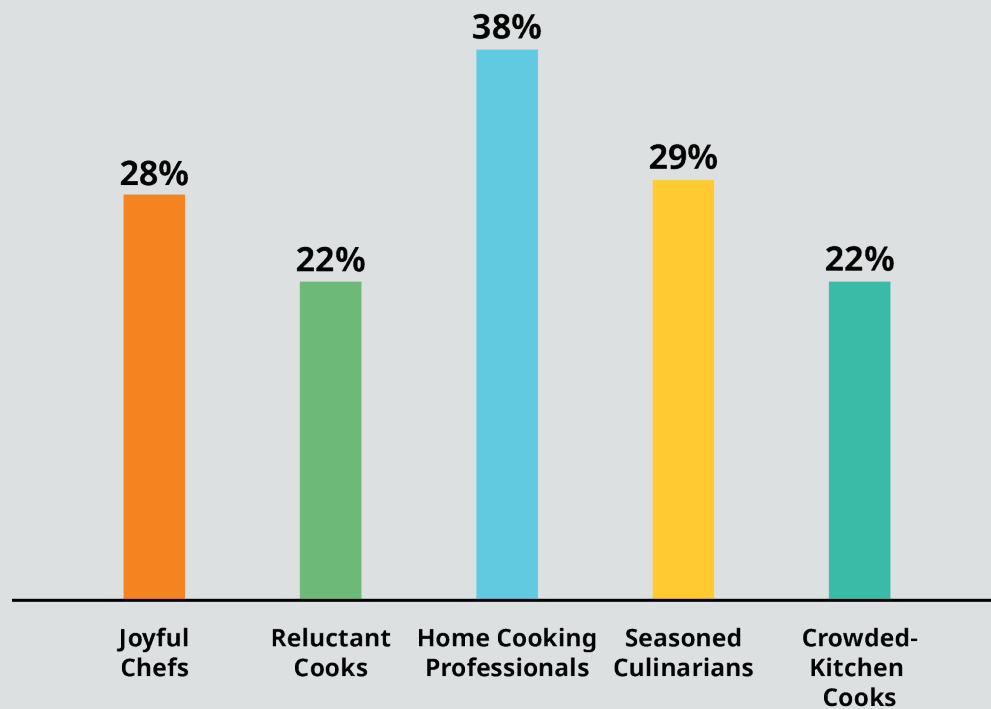
10%

Full time for an employer

Home Cooking Professionals are more likely than other groups of cooks to rate their lives positively enough to be considered “thriving”¹⁹ (38%), while only about one in five Reluctant Cooks and Crowded-Kitchen Cooks fall into this category.

FIGURE 30
Life evaluation by type of home cook

Percentage of each group of home cooks who are “thriving”



¹⁹ Building on the earlier work by Hadley Cantril and the Cantril Self-Anchoring Striving Scale, Gallup measures life satisfaction by asking respondents to place the status of their lives on a “ladder” scale with steps numbered from 0 to 10, where 0 indicates the worst possible life and 10 the best possible life. Individuals who rate their current lives a “7” or higher and their future lives an “8” or higher are considered “thriving.” Individuals are “suffering” if they report their current and future lives as a “4” or lower. All other individuals in between are “struggling.”



SECTION 4.3

A Closer Look at People Who Did Not Cook

One in four adults worldwide said they did not cook in the past seven days. When examining those who did not cook within each region or within each demographic characteristic, the percentage of these non-cooks varied.

Region/Country: Northern Africa had the highest percentage of people who said they did not cook in the past seven days (42%), followed closely by the Arab States (39%). Fourteen percent of individuals living in Northern, Southern and Western Europe said they did not cook in the past seven days, the lowest percentage of all regions.

Gender: Men were over four times more likely than women to say they had not cooked in the past seven days (40% vs. 9%, respectively).

Age: The age groups with the largest proportions of people who had not cooked in the past seven days were 15- to 24-year-olds (29%), followed by people aged 65 and older (27%). Individuals aged 35 to 49 had the smallest proportion of non-cooks, at 21%.

Household size: Individuals living in larger households of eight people or more reported the highest rate of not cooking in the past seven days (34%), while those living alone had the lowest proportion, at just 17%.

Employment status: While people employed full time either for an employer (28%) or for themselves (29%) exhibited the highest proportions of not cooking in the past seven days, those employed part time who do not want full time work had the lowest, at 20%.

FIGURE 31

Demographic characteristics of non-cooks

Percentage who said they did not cook in the past seven days



Note: Gallup also examined the relationship between cooking and other key demographic characteristics, such as subjective income, education level and urbanicity, but found no significant differences across groups. Although some of those characteristics are evidently connected to the frequency of cooking, as is demonstrated in other sections of this report, there does not seem to be a relationship with the “act” of cooking itself — an important distinction.

SECTION 5

Conclusion



In its fifth iteration, the Cookpad and Gallup home-cooking survey provides insights into the “return to the norm” the world is experiencing regarding cooking and eating at home after the disruptions of the COVID-19 pandemic. Though the data point to results on par with those observed before the pandemic, it is also evident that important variations exist across different segments of the global population. As the world went into a standstill, many people had to wear chef hats at home in 2020 and, to some extent, in 2021 as well. As the world emerged from the pandemic, some took that hat off, while others continued to enjoy the benefits of home cooking and home eating.

Since launching the World Cooking Index in 2018, there has been an increase in the recognition and usage of the data and subsequent material such as reports and briefs. There has also arisen an opportunity to join efforts with other organizations to share data and analysis. This year, through our collaboration with Ajinomoto, we conducted new analysis to shed light on novel insights regarding the act of cooking and the profile of the different types of cooks worldwide.

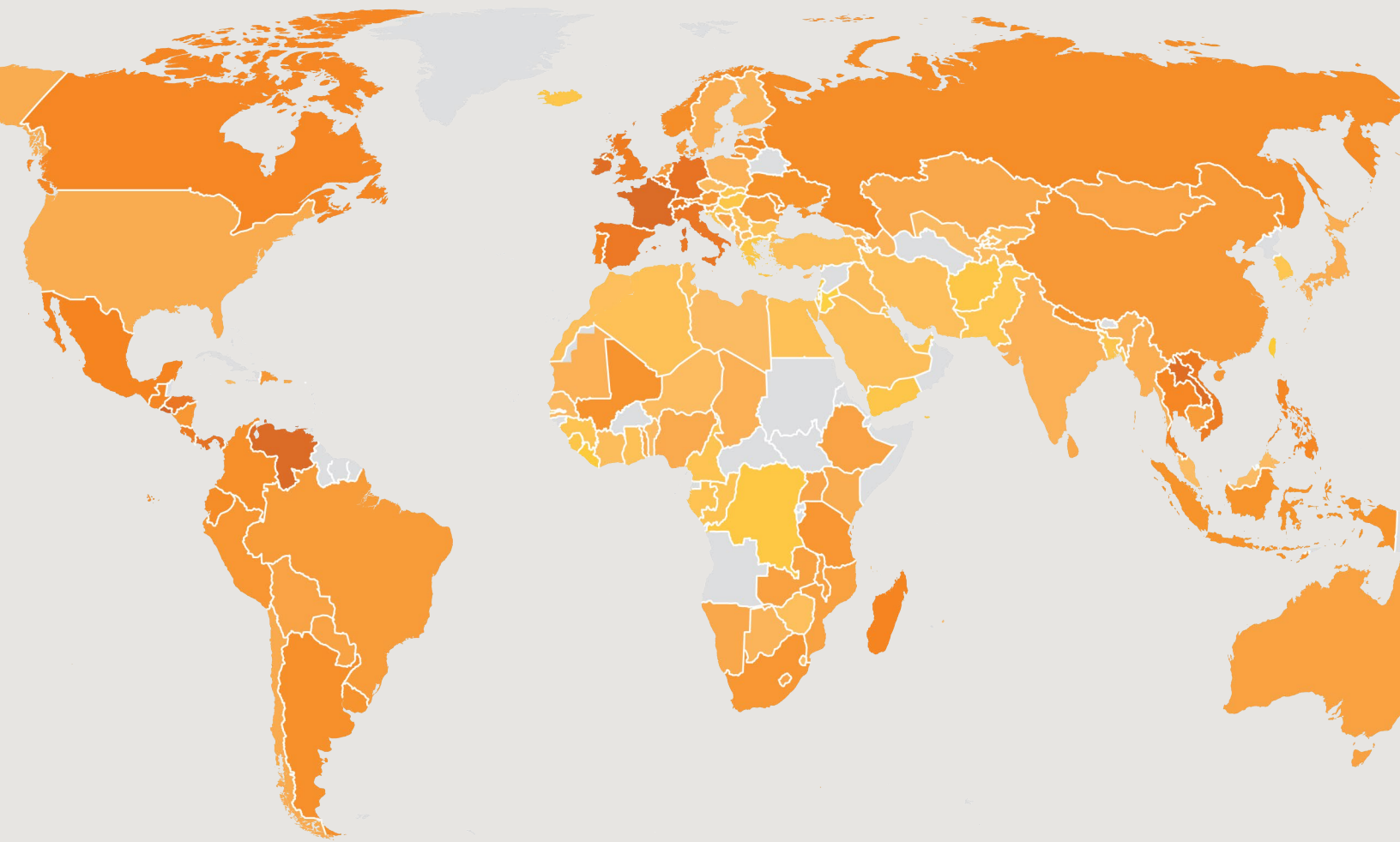
Cooking at home plays a vital role in promoting the health of individuals, boosting the wellbeing of society and safeguarding the environment. When preparing meals at home, individuals can control ingredients and portion sizes and determine cooking methods. This control provides opportunity for healthier dietary choices and reduces intake of processed foods high in additives and preservatives. Such practices not only enhance personal health but also foster stronger bonds and cultural traditions, nurturing social connections and resilience within communities. Additionally, this reduces reliance on industrially processed and packaged foods, an idea at the heart of Cookpad's mission and commitment to tracking cooking and eating at home worldwide.

Continued research on the relationship between cooking at home and quality of life and life satisfaction is crucial as it holds the potential to illuminate a fundamental aspect of the modern lifestyle. This area of research can expand to include multifaceted connections between culinary engagement and individual health, family dynamics and societal patterns. By uncovering the impacts of cooking at home on nutrition, mental health and social interactions, this research can provide evidence and data-driven insights for both individuals as well as policymakers. As the world navigates evolving dietary habits and their implications, understanding the intricate interplay between home cooking and quality of life can empower people around the world to make informed choices that foster healthier, more balanced lives.

Cookpad remains committed to tracking the frequency of cooking and eating at home in the future, as well as supporting academic partners and partners in the private and public sectors through its efforts to paint a more nuanced picture of cooking and eating habits around the world.

Regional Briefs

A Closer Look at Cooking and Eating Home-Cooked Meals by Region



Arab States

Across regions, the Arab States stand out as having the lowest cooking frequency in 2022, at 4.6 meals per week. The region has trended downward for the past two years, dropping from 4.8 in 2021 and experiencing a similar decline from a high of 5.0 meals per week in 2020. Looking at the frequency of eating home-cooked meals, the regional average spiked in 2022 to 9.8 meals per week, up from the 9.1 rate of 2021 and reaching a new high since 2019.

Within the region, Iraq cooked at home most often, at 5.2 meals per week, which represents a slight decline from the 5.5 meals reported in 2021. Iraq was also near the top of the list of countries in the region that ate at home the most in 2022 (11.4 meals per week), topped only by Yemen (12.2 meals). People in Saudi Arabia ate at home the least, at 7.8 meals per week.

Three additional countries and areas in the Arab States were surveyed in 2022: Kuwait, the Palestinian Territories²⁰ and Yemen. The Palestinian Territories, along with Jordan, ranked at the bottom in cooking frequency both within the region and globally. Lebanon was also among the bottom 10 countries worldwide for home cooking. However, there has been a slight improvement since 2021, when people cooked only 3.2 meals per week, with an increase to 3.6 meals in 2022.

While the cooking rate among women in the region returned to 2019 levels, the rate among men remained higher than before the pandemic, at 2.1 meals per week. This average was lower than in 2020-21 but higher than in 2019, suggesting a slight change in cooking culture that is less gender skewed — even after the effects of the pandemic have faded.

Cooking frequency increased by age group until age 35 to 49, then decreased steadily and was lowest among people aged 65 and older, who cooked 2.1 meals per week. While this older age group cooked the least often, it was at the top in terms of home-cooked meals eaten.

People with elementary education cooked and ate at home more often than other groups with more education by almost one full meal. Looking at cooking patterns by employment, people out of the workforce cooked almost two more meals per week than the unemployed, who cooked 4.4 meals per week. People who are self-employed cooked at home the least, averaging only 2.4 meals per week.

20 The Palestinian Territories were not surveyed in 2021.

FIGURE 32

Arab States: Average total cooking, 2022

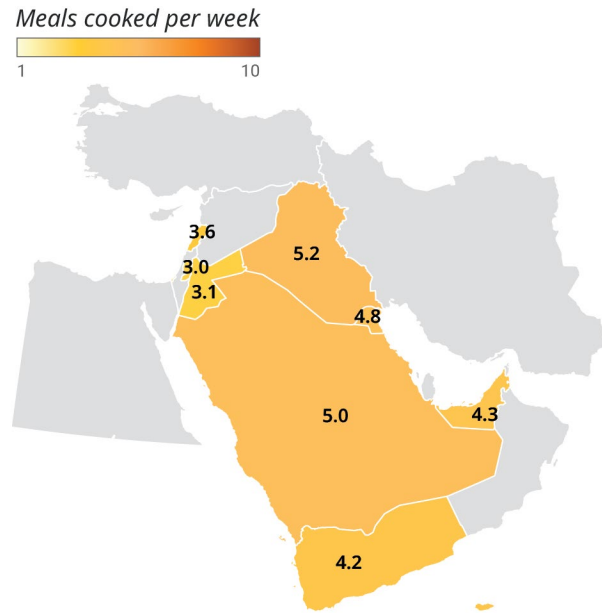


FIGURE 33

Frequency of cooking and eating at home in Arab States (trended 2018-2022)

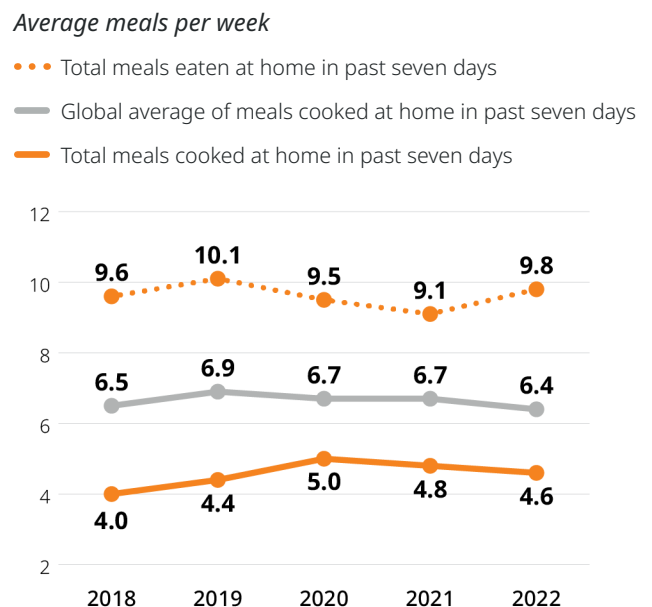
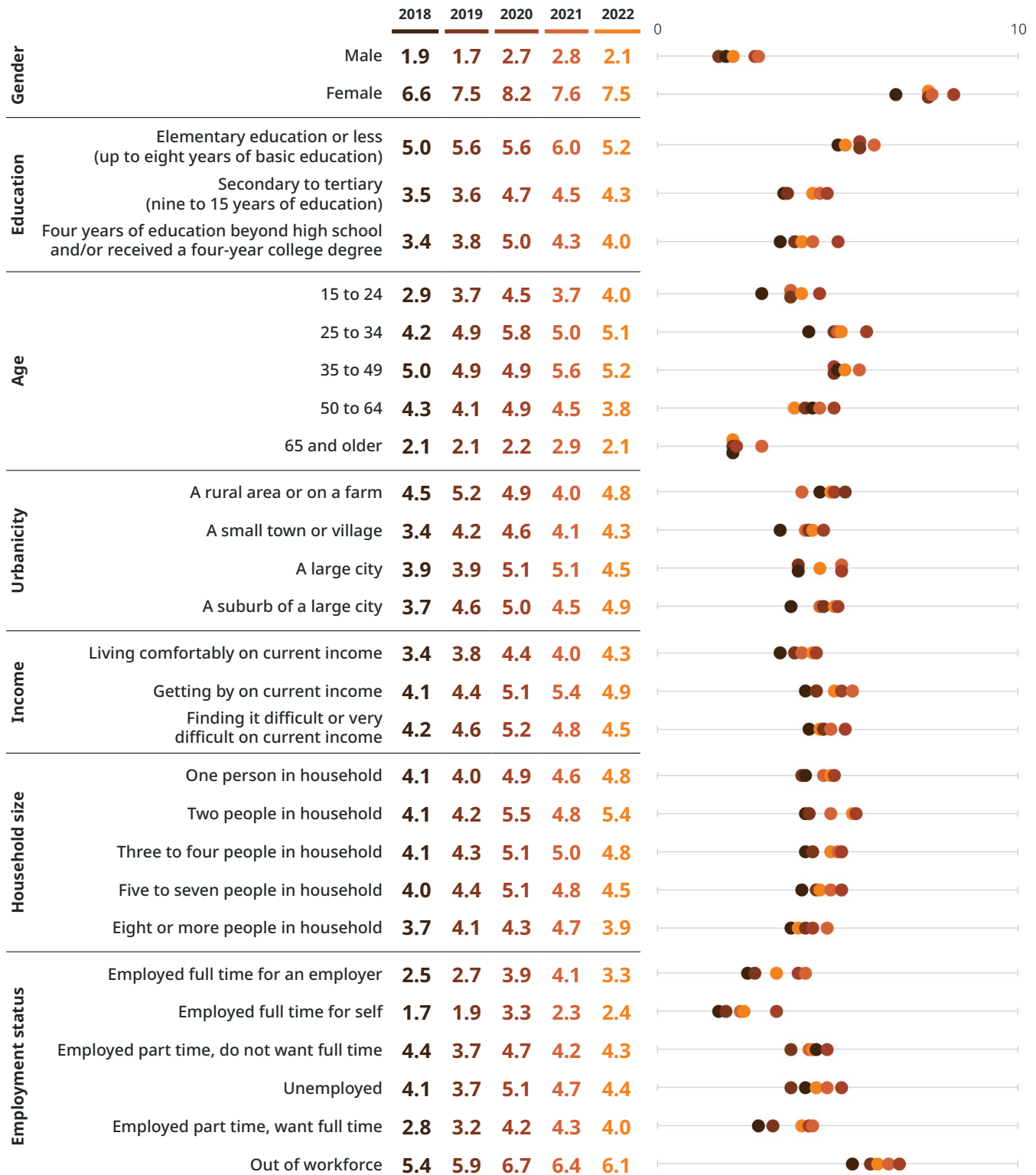


FIGURE 34
Changes in frequency of cooking at home in the Arab States, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Central and Western Asia

In 2022, Central and Western Asia experienced a significant decline in cooking rates, dropping from 5.6 meals per week in 2021 to 5.2 meals. This figure was only slightly higher than the five-year low cooking frequency observed in 2018 (5.0 meals per week).

Among the countries in the region, Kazakhstan had the highest cooking rate of 6.3 meals per week, while Israel recorded the lowest cooking activity. Notably, Tajikistan was the only country in the region to experience an increase in cooking rates, rising from 5.0 meals per week in 2021 to 5.4 in 2022. However, Azerbaijan and Northern Cyprus, two countries in the region that had not been surveyed since 2019, both demonstrated an increase in cooking activity over a three-year period.

In terms of home-cooked meals consumed, the regional average rose to 9.6 meals per week in 2022 — higher than both 2020 and 2021.

Although the overall number of meals consumed at home was the same across genders (9.6 meals per week), there was a substantial gap between men and women in the number of meals cooked. Men in the region cooked only 1.8 meals per week, whereas women reported preparing an average of 8.6 meals per week. Additionally, an interesting result emerges when looking at cooking trends by household size: In Central and Western Asia, single-person households reported cooking meals at home most often, at 6.7 meals per week, which is considerably higher than the 5.9 meals per week reported in two-person households. However, in most other regions, two-person households cooked the most.

FIGURE 35

Central and Western Asia: Average total cooking, 2022



FIGURE 36

Frequency of cooking and eating at home in Central and Western Asia (trended 2018-2022)

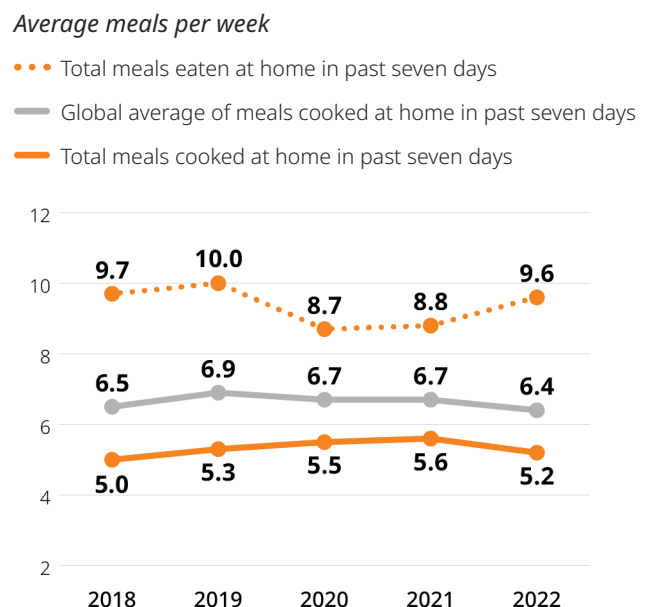
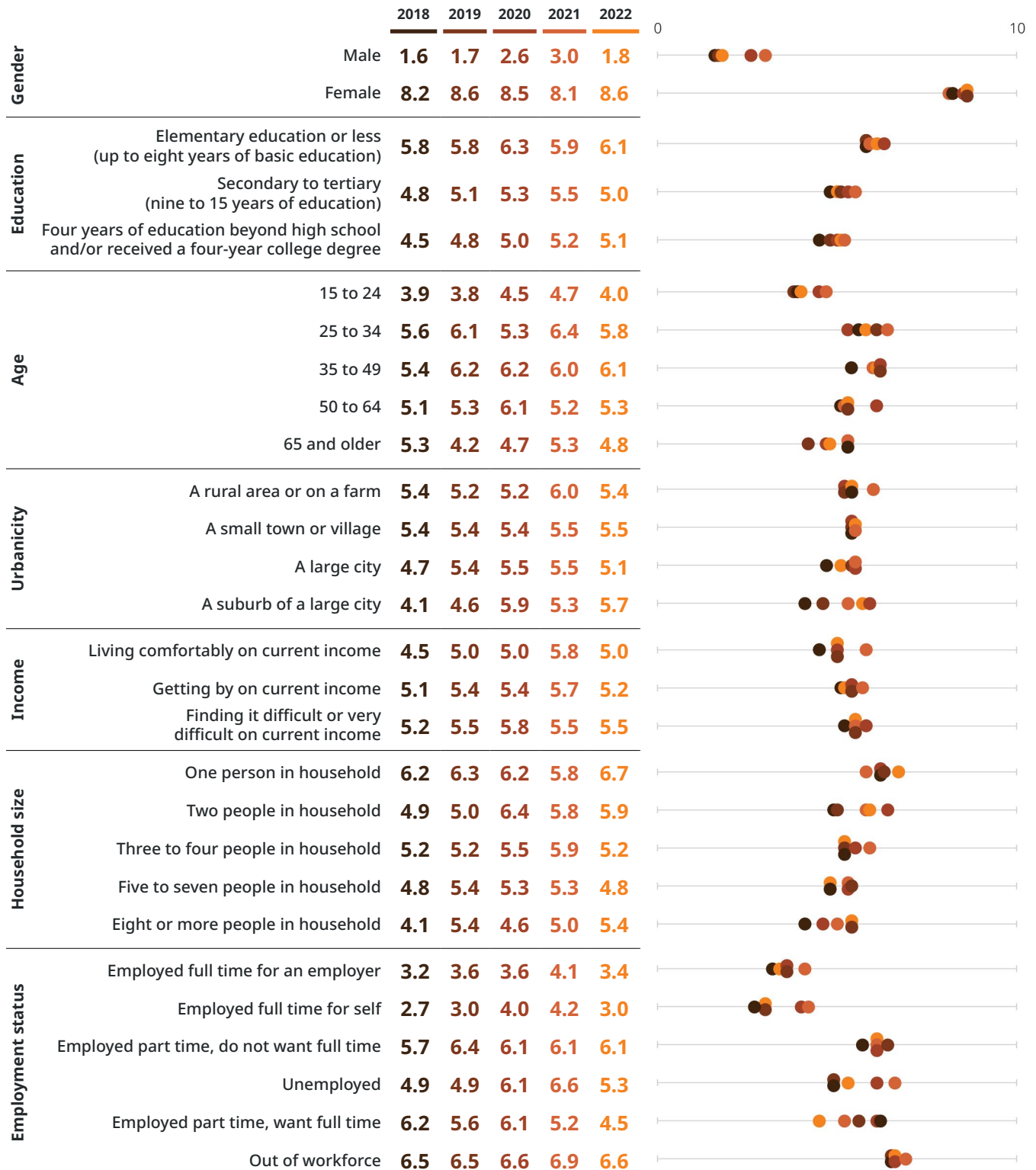


FIGURE 37
Changes in frequency of cooking at home in Central and Western Asia, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Eastern Asia

The weekly cooking rate in Eastern Asia stayed steady at 6.7 meals per week in 2022 but is higher than the 6.3 meals recorded in 2020. The weekly eating-at-home rate remained the same as in 2021, at 8.5 meals per week, which is only slightly higher than in 2020. Unlike other regions, the pandemic cooled cooking rates drastically in Eastern Asia, making 2020 the only year during which cooking rates in the region were lower than the global average.

It is important to note that China — the most populous country in the region — was not surveyed in 2022. Instead, it was imputed using the same cooking and eating-at-home country averages as in 2021. The inclusion of China in the calculation drives the regional average for both statistics higher. However, if China is excluded, the 2022 data reveal the lowest cooking rates since the questions were first asked in 2018, with a rate of 5.3 meals per week. A similar trend is observed in the eating-at-home pattern, which drops to 7.7 meals per week when China is excluded, making it the second-lowest rate after the 7.5-meal average recorded in 2019.

When considering Eastern Asia without China, Mongolia emerges as the country with the region's highest reported rate of home cooking, at 6.5 meals per week, in line with the 2021 result of 6.6 meals per week. Taiwan had the lowest cooking rate, with people only cooking 3.4 meals per week — one whole meal less than the country cooking the second least in the region, South Korea.

In 2022, the frequency of eating and cooking at home in the region tended to decrease with higher education levels while it increased with age and for individuals residing in rural areas versus urban centers. Cooking-rate differences by gender were not as wide in Eastern Asia and were unchanged from 2021. Unexpectedly, part-time employees who do not want full-time work cooked the most of any employment group: They cooked 0.3 more meals per week than people out of the workforce and almost two whole meals more than the unemployed.

FIGURE 38

Eastern Asia: Average total cooking, 2022



FIGURE 39

Frequency of cooking and eating at home in Eastern Asia (trended 2018-2022)

Average meals per week

- Total meals eaten at home in past seven days
- Global average of meals cooked at home in past seven days
- Total meals cooked at home in past seven days

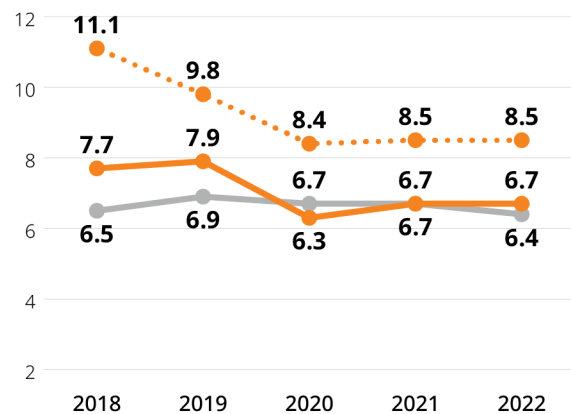
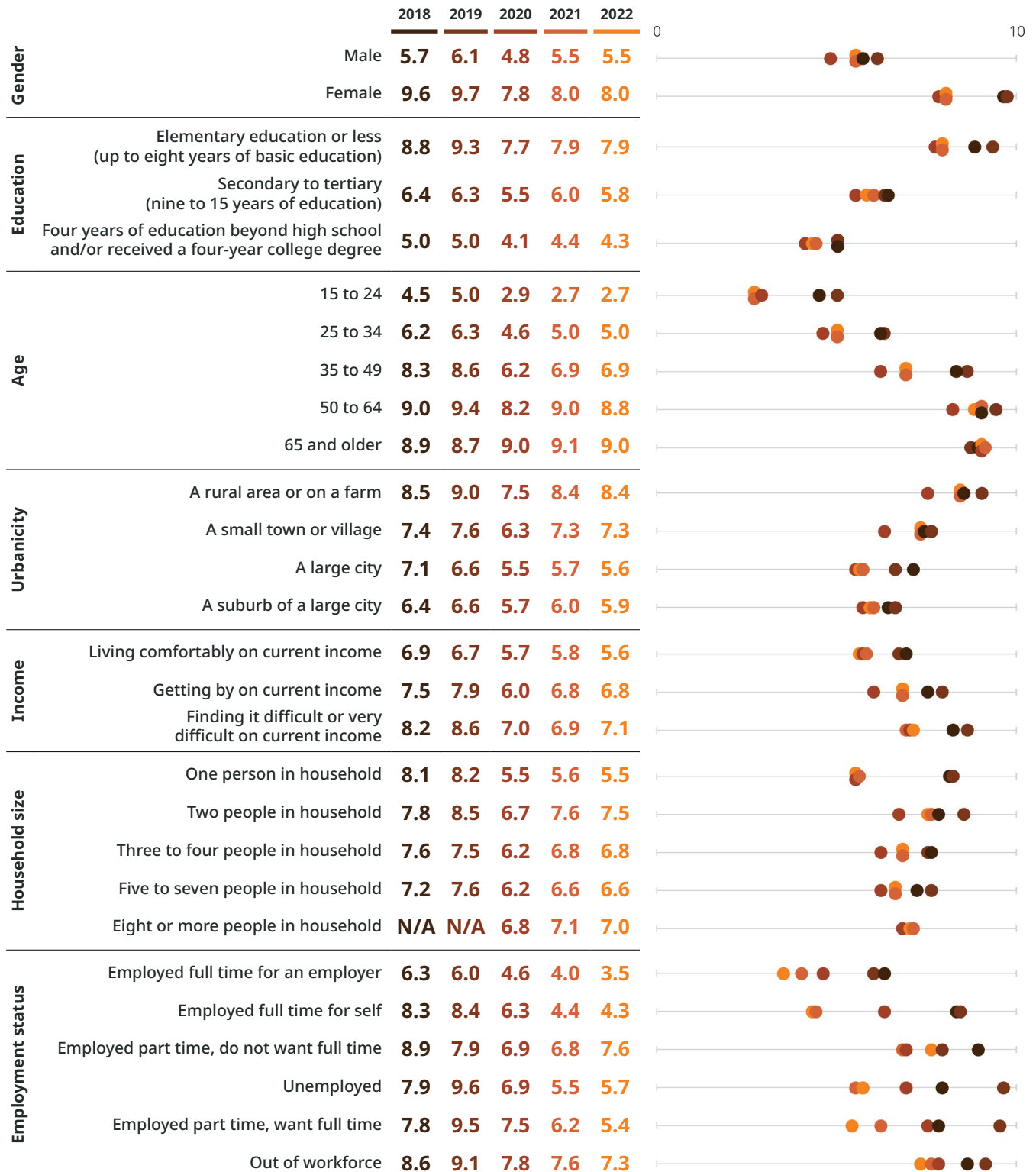


FIGURE 40

Changes in frequency of cooking at home in Eastern Asia, by subgroup (2018-2022)



Note: N/A results not reported due to small sample size.

Eastern Europe

In 2022, Eastern Europe experienced a significant decline in cooking trends, reaching a new low of 6.7 home-cooked meals per week. That rate, however, was still above the global average cooking rate of 6.4 meals per week. Interestingly, this decline in cooking does not directly reflect the eating-at-home rate, which increased relative to 2021 and 2020, reaching 11.3 meals per week in 2022.

Russia stood out in terms of cooking rates, displaying relatively stable figures and, for the first time, having the highest rate in the region, at 7.4 meals per week. On the other hand, Hungary continued to show the lowest cooking rates, at 4.0 meals per week. The most significant decrease occurred in Bulgaria, dropping from cooking 6.6 meals per week in 2021 to only 4.8 meals per week in 2022. However, the frequency of people eating home-cooked meals in Bulgaria increased from 9.8 in 2021 to 10.1 in 2022.

Women in Eastern Europe cooked at home more than twice as often as men, aligning with a pattern observed in many parts of the world. However, the differences in cooking and eating-at-home rates based on education level were not as pronounced. Interestingly, individuals residing outside of cities cooked slightly more than half a meal more per week than those living in urban areas and consumed less than one additional meal at home.

A notable contrast emerges when considering employment status. Employed individuals cooked around six meals per week, while unemployed individuals and those out of the workforce cooked nearly eight meals per week at home.

FIGURE 41

Eastern Europe: Average total cooking, 2022

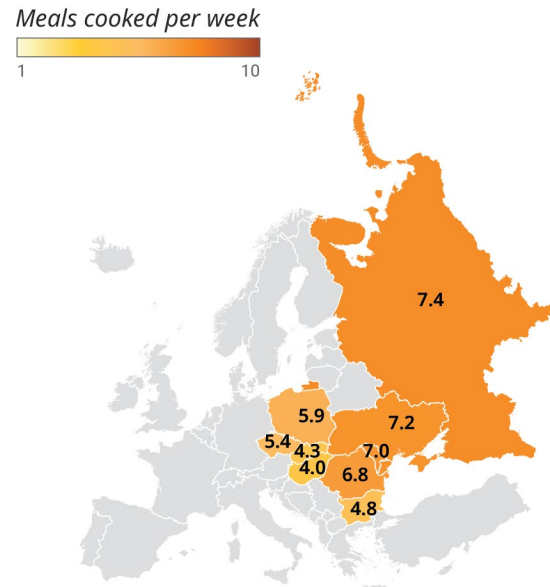


FIGURE 42

Frequency of cooking and eating at home in Eastern Europe (trended 2018-2022)

Average meals per week

- Total meals eaten at home in past seven days
- Global average of meals cooked at home in past seven days
- Total meals cooked at home in past seven days

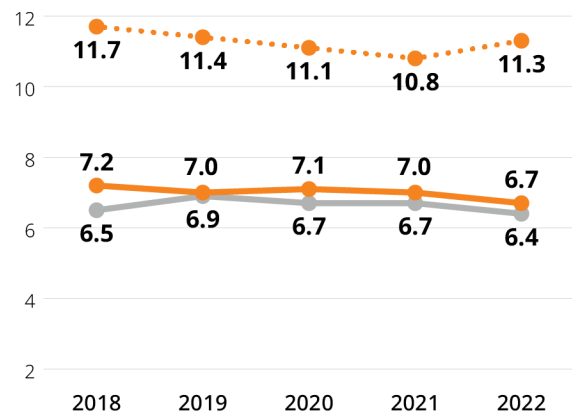
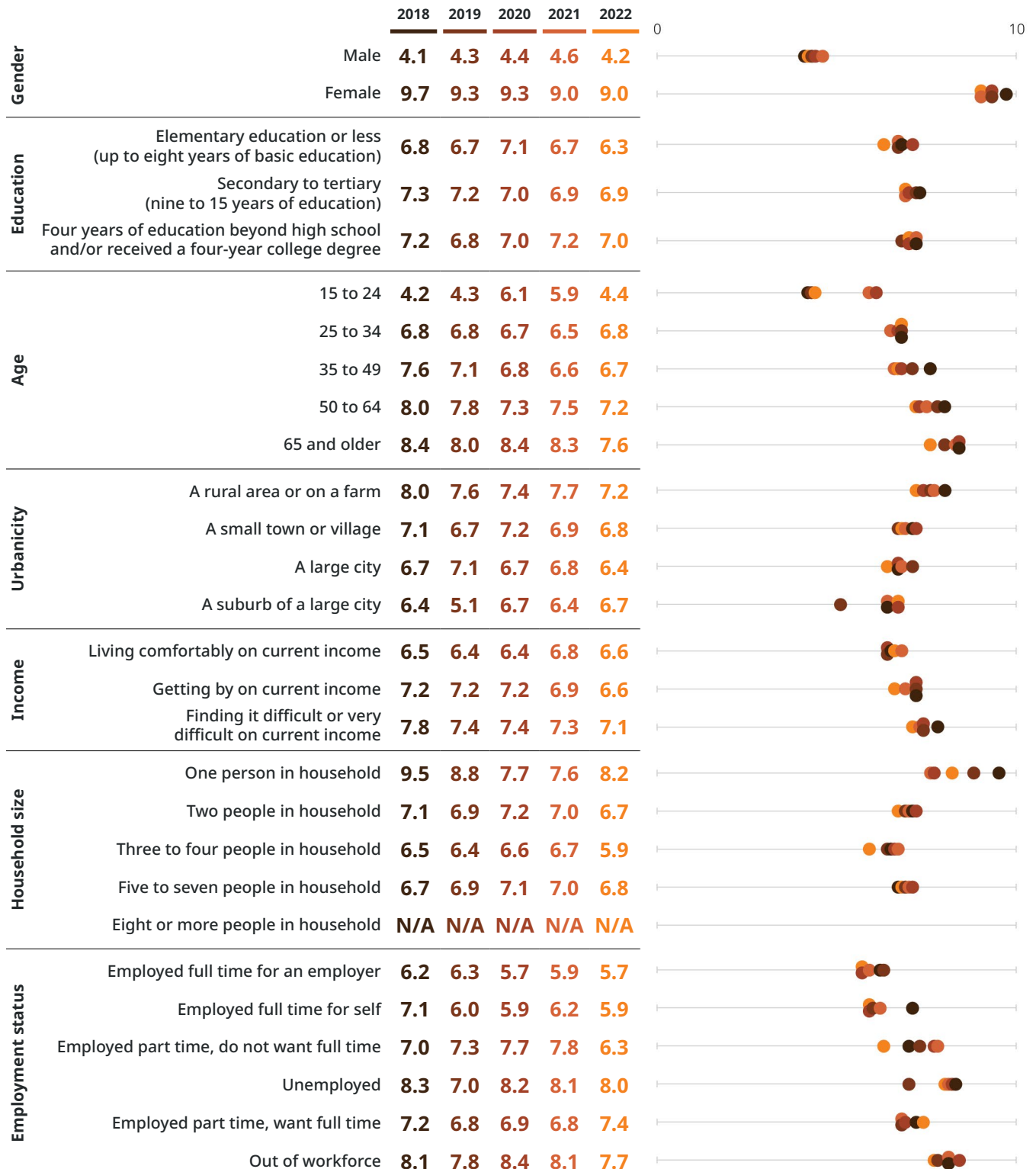


FIGURE 43
Changes in frequency of cooking at home in Eastern Europe, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Latin America and the Caribbean

Cooking trends in Latin America and the Caribbean experienced a slight decline in 2022, although the region remained toward the top of the list globally. Remarkably, four countries from this region were among the top 10 countries cooking the most in 2022. El Salvador takes the lead as the country with the highest cooking frequency worldwide, with an impressive 8.8 meals cooked per week. Venezuela secured the third-highest position with 8.6 meals per week, while Panama and Honduras also made the top 10 list, with 8.3 and 8.2 home-cooked meals per week, respectively.

It is worth noting that Guatemala was surveyed again after a two-year break, while Puerto Rico appeared in the survey for the first time. While Guatemala exhibited a higher cooking average than much of the region, at 7.6 meals per week, Puerto Rico was lower, at 6.3 meals cooked at home per week. Jamaica reported the lowest cooking frequency in the region, at 5.5 meals per week. Jamaica also reported the lowest likelihood of consuming a home-cooked meal, at only 7.0 meals per week — significantly lower than the regional average of 11.2.

Conversely, Venezuela takes the lead in consuming the most meals at home, with an average of 12.4 meals per week. Costa Rica followed closely behind with 11.8 meals per week.

Examining cooking rates by education level reveals a unique trend in this region: The rates start at 7.9 meals per week among people with a primary education, dip among those with a secondary education, and then rise again to 7.4 meals per week for individuals with the highest level of education. This result contrasts with most other regions, where home-cooking rates tend to be inversely proportional to education levels. Furthermore, the peak age group for cooking-at-home rates in this region was 35- to 49-year-olds, averaging 8.0 meals per week.

In terms of household composition, single-person households demonstrated the highest cooking-at-home rate, with an average of 8.7 meals per week; this rate declined as household size increased.

FIGURE 44

Latin America and the Caribbean: Average total cooking, 2022

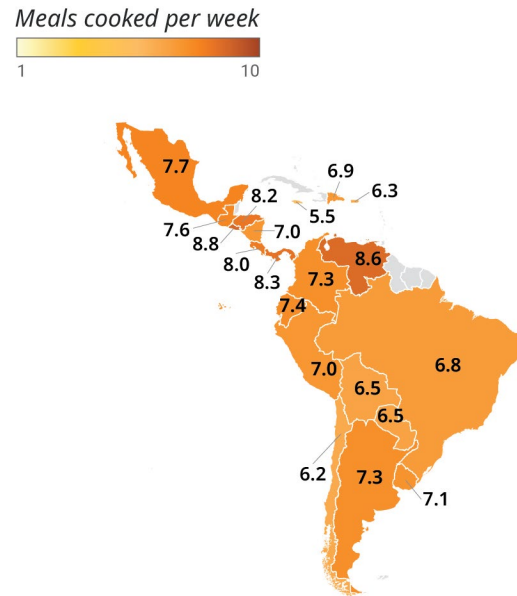


FIGURE 45

Frequency of cooking and eating at home in Latin America and the Caribbean (trended 2018-2022)

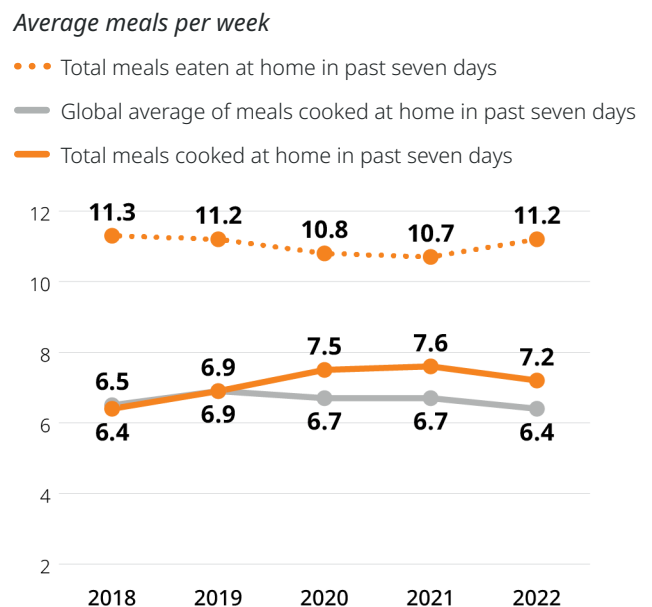
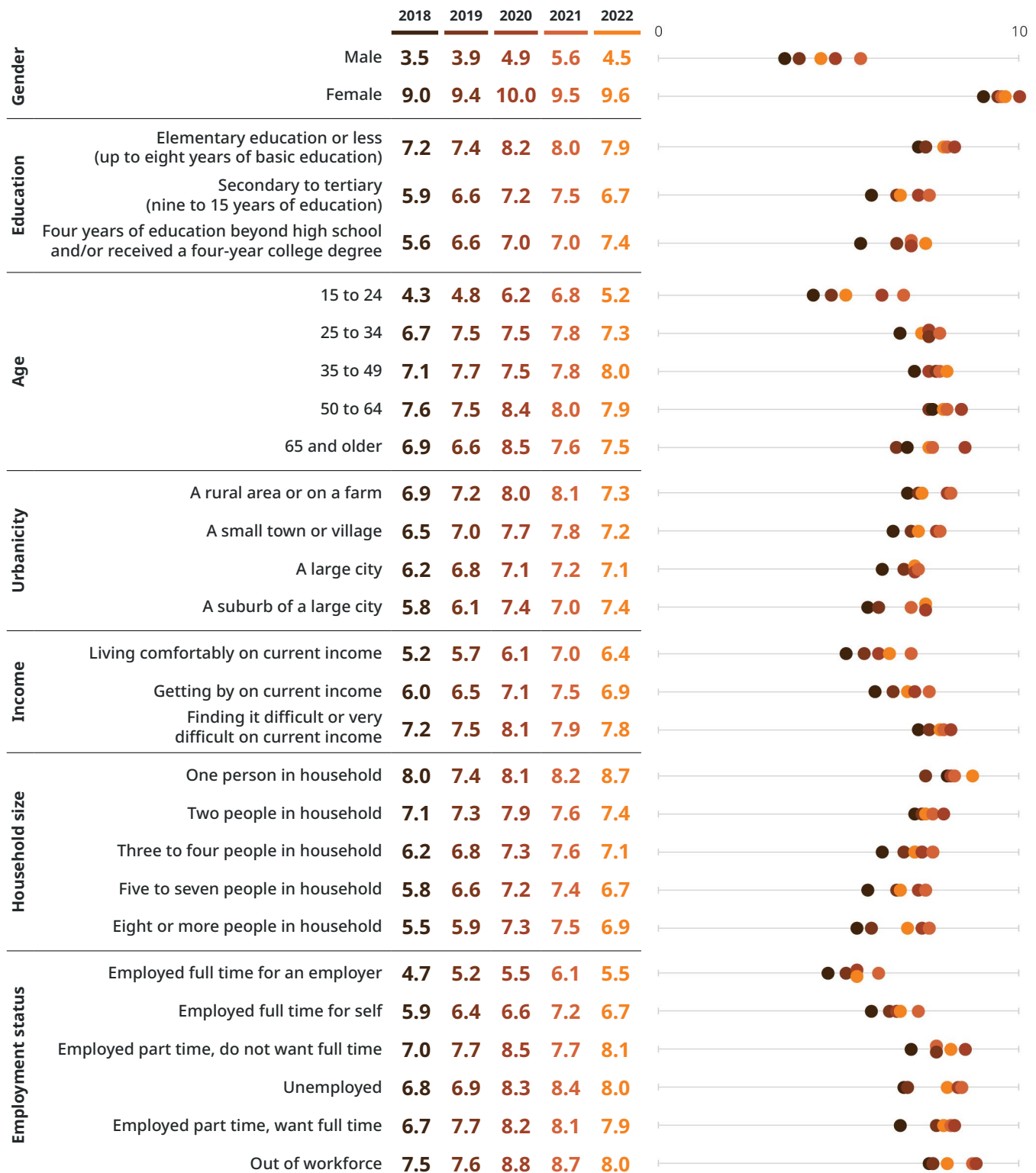


FIGURE 46
Changes in frequency of cooking at home in Latin America and the Caribbean, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Northern Africa

Northern Africa displayed relatively stable cooking trends in 2022, maintaining a consistent rate of 5.0 meals cooked per week, which is the same as in 2021 and slightly higher than the 2020 result of 4.8. However, the consumption of home-cooked meals is steadily increasing, rising from 10.1 meals per week in 2020 to 11.0 in 2021 and reaching 11.5 in 2022. The region otherwise maintained an average for home-cooked meals well below the global rate, at about one and a half fewer meals cooked at home per week.

After a two-year hiatus, Libya was surveyed again in 2022 and was the country driving the regional cooking result upward, with an average of 5.5 meals cooked at home per week. Notably, Libya has witnessed a significant increase in home cooking since its first survey in 2018, when the cooking rate was 4.6 meals per week. However, the eating-at-home pattern in Libya is moving in the opposite direction, as it reported the lowest rate in the region and has experienced a slight decline since 2018.

In contrast, two countries that were previously responsible for driving the regional result upward in 2021 experienced a steep decline in home cooking in 2022 — Morocco and Tunisia. Their previous reported weekly cooking rates of 5.7 and 5.4, respectively, dropped to 5.1 in 2022. However, Egypt and Algeria had the lowest cooking rates in the region, both averaging 4.8 meals per week.

Cooking rates by gender in the region continued to exhibit a significant skew toward female cooking, and both genders experienced a slight decrease compared with previous years. Among employment groups, individuals employed full time for themselves cooked the least, preparing only 1.8 meals per week. In contrast, people who were out of the workforce had the highest cooking rate, at 7.1 meals per week.

FIGURE 47

Northern Africa: Average total cooking, 2022

Meals cooked per week

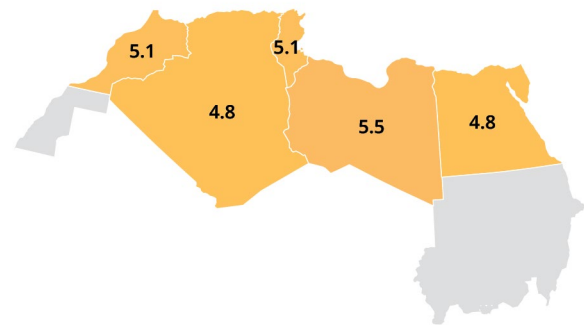


FIGURE 48

Frequency of cooking and eating at home in Northern Africa (trended 2018-2022)

Average meals per week

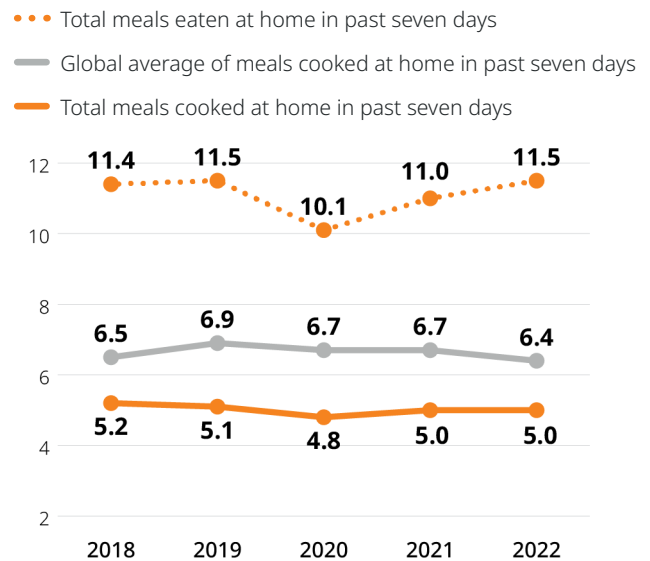
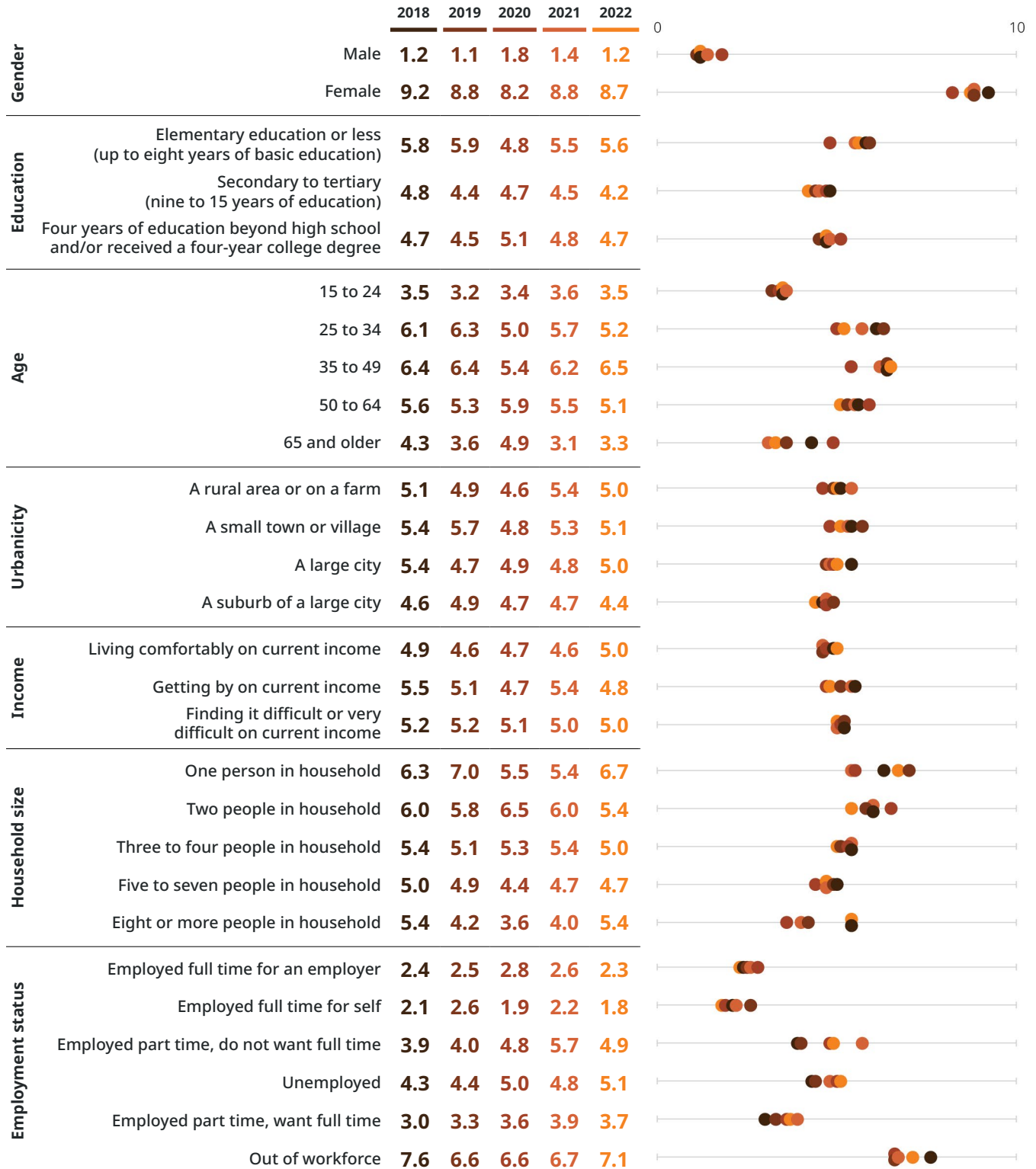


FIGURE 49
Changes in frequency of cooking at home in Northern Africa, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Northern America

In Canada and the United States, cooking rates have fluctuated over the years. Prior to the COVID-19 pandemic, both countries were cooking less than the global average in 2018 and 2019. However, in 2020, the cooking rate increased from 6.3 to 7.0, surpassing the global average. In 2021, the region settled at 6.9 home-cooked meals per week, which was still above the global average. However, in 2022, the cooking rate decreased slightly, falling below the global average and returning to the same rate as in 2019.

Notably, Canada consistently exhibits a higher rate of home cooking than the United States, with an additional one and a half meals cooked at home per week. In 2022, Canada cooked an average of 7.6 meals per week, while the United States averaged 6.1 meals per week. The conclusion drawn in 2021 — that Northern America cooked more than pre-pandemic levels — no longer holds true. A clear tendency to return to pre-pandemic habits has been observed in many other regions.

Eating-at-home rates also experienced a slight decline, with the United States reaching a historic low of 8.2 meals per week, down from a high of 9.4 meals per week in 2020. Canada, which observed a high of 10.4 home-cooked meals eaten per week in 2020, went down less steeply to reach 9.8 meals per week in 2022.

Analyzing cooking rates by perceived income reveals interesting patterns. Individuals who reported living comfortably on their current income ate at home more frequently than any other group, consuming home-cooked meals 8.5 times per week. In comparison, people who struggle financially or find it difficult to live on their current income prepared an average of 8.2 and 8.4 meals per week, respectively. Those who get by on their income cooked the fewest meals at home, averaging only 6.0 meals per week.

Exploring cooking rates by employment status also reveals notable findings. The group that cooks at home the most comprises people who work part-time and do not desire full-time employment, closely followed by the unemployed and those working part time while seeking full-time positions.

FIGURE 50

Northern America: Average total cooking, 2022

Meals cooked per week

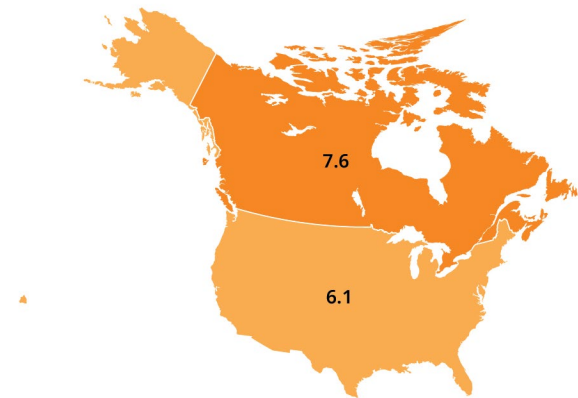


FIGURE 51

Frequency of cooking and eating at home in Northern America (trended 2018-2022)

Average meals per week

- Total meals eaten at home in past seven days
- Global average of meals cooked at home in past seven days
- Total meals cooked at home in past seven days

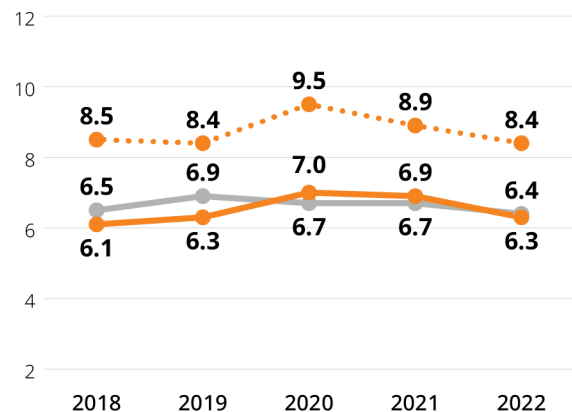
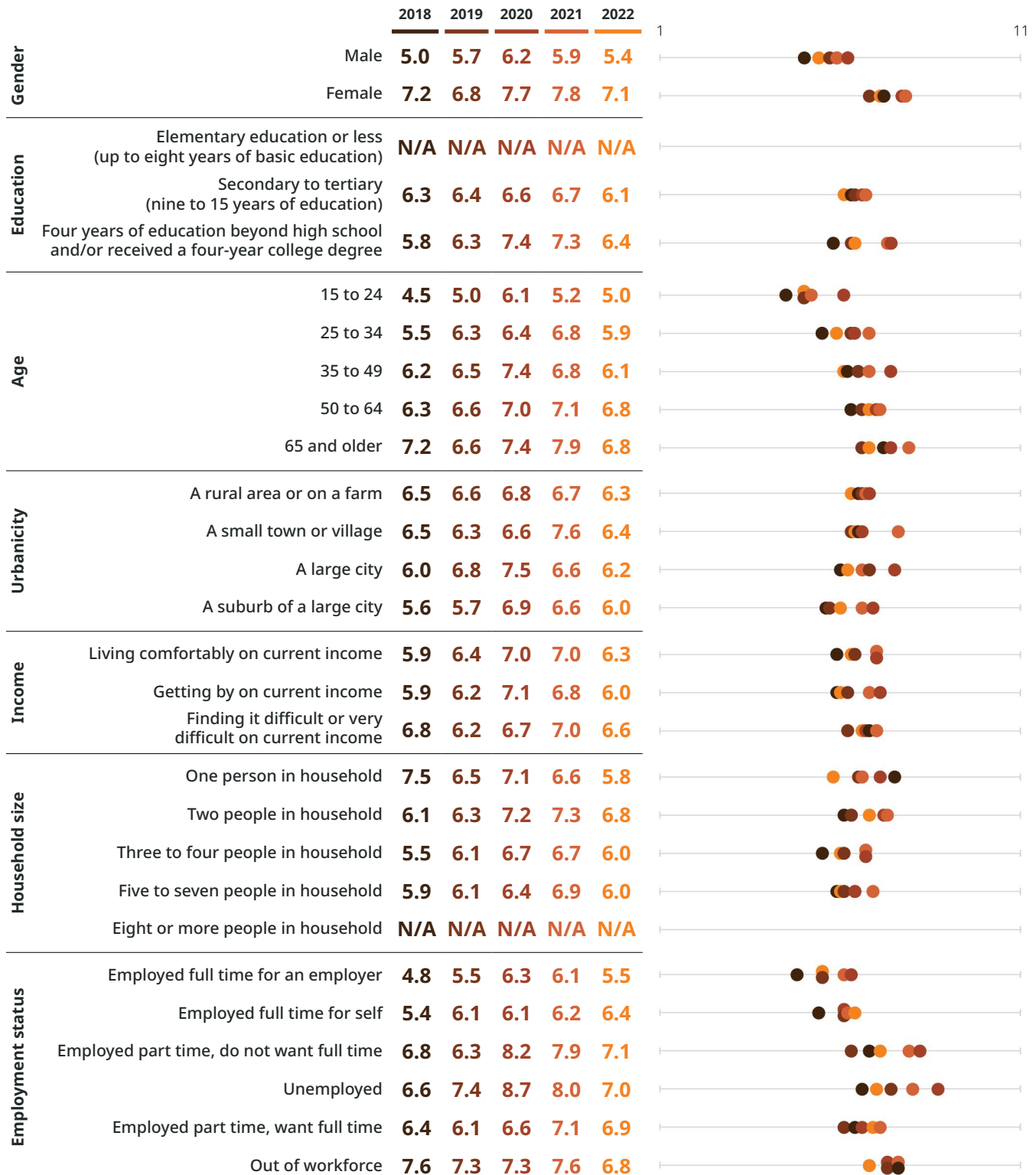


FIGURE 52
Changes in frequency of cooking at home in Northern America, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Northern, Southern and Western Europe

In 2022, Northern, Southern and Western Europe had the highest home-cooking rate in the world and continued to maintain a stable cooking rate without a year-on-year decrease. The average number of meals cooked at home per week in the region registered an impressive 7.8, representing a slight increase of 0.2 meals since 2020. Despite a decline since 2020, the rate of eating home-cooked meals remained high, at over 10.0 meals per week being prepared and eaten at home.

Five European countries appeared in the top 10 globally for cooking at home. France secured the second position with an impressive average of 8.6 home-cooked meals per week, closely followed by Ireland in fourth place. Germany, Italy and Belgium also made their mark among the top cooking nations, whereas Greece and Iceland fell on the other end of the spectrum within the region, preparing only 4.0 and 4.1 home-cooked meals per week, respectively.

Although most countries kept stable rates of cooking and eating at home, some exhibited wider changes in their cooking habits. The Netherlands is one of the few countries that showed an impressive increase in home-cooked meals year-on-year, moving from 6.1 meals in 2021 to 6.9 in 2022. This figure is even higher than the 2020 rate of 6.4. The Netherlands also showed an increase of 0.6 in meals eaten at home year-on-year. Other countries that went through an increase in home eating were Serbia and North Macedonia. On the other hand, Lithuania was the country that observed by far the biggest decrease in home cooking, going from 8.8 meals per week in 2021 to only 6.6 in 2022.

When it comes to eating at home, Europeans displayed a narrower range of fluctuations. The frequency of home-cooked meals consumed per week varied from 9.1 in Greece and 9.0 in Finland to a remarkable 11.9 in Albania. It is worth mentioning that Luxembourg had not been surveyed since 2019, and Montenegro was missing from the data in 2021.

As in several other regions, as education level increased, the number of home-cooked meals eaten and cooked decreased, further supporting the idea that individuals with higher levels of education may rely more on alternative dining options or have busier lifestyles that limit their cooking activities. Additionally, people in rural areas across Europe tended to cook and eat meals at home more frequently than their urban counterparts. This observation may be attributed to factors such as greater access to fresh ingredients, a stronger emphasis on traditional cooking practices and a slower-paced lifestyle often associated with rural living.

FIGURE 53

Northern, Southern and Western Europe: Average total cooking, 2022

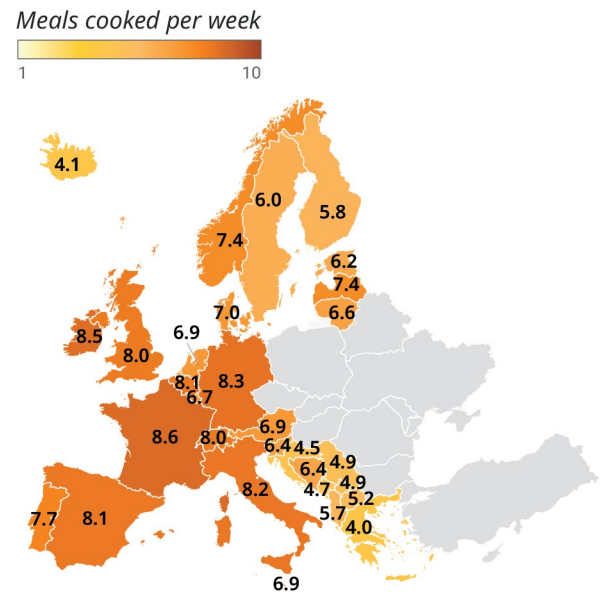


FIGURE 54

Frequency of cooking and eating at home in Northern, Southern and Western Europe (trended 2018-2022)

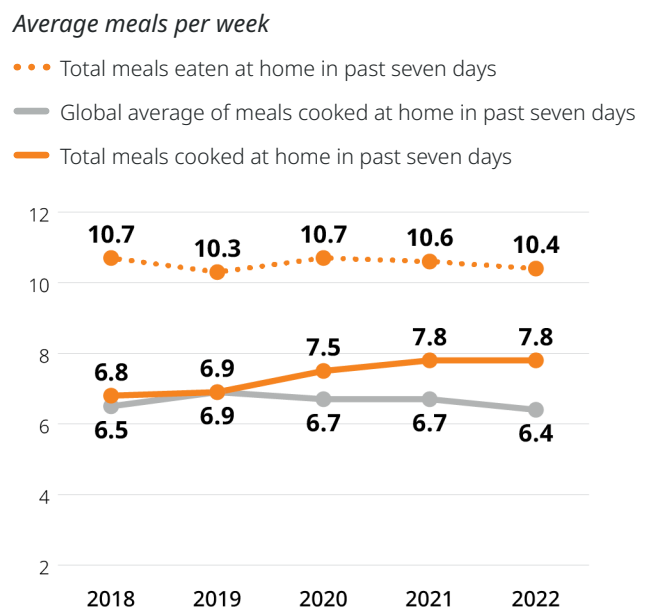
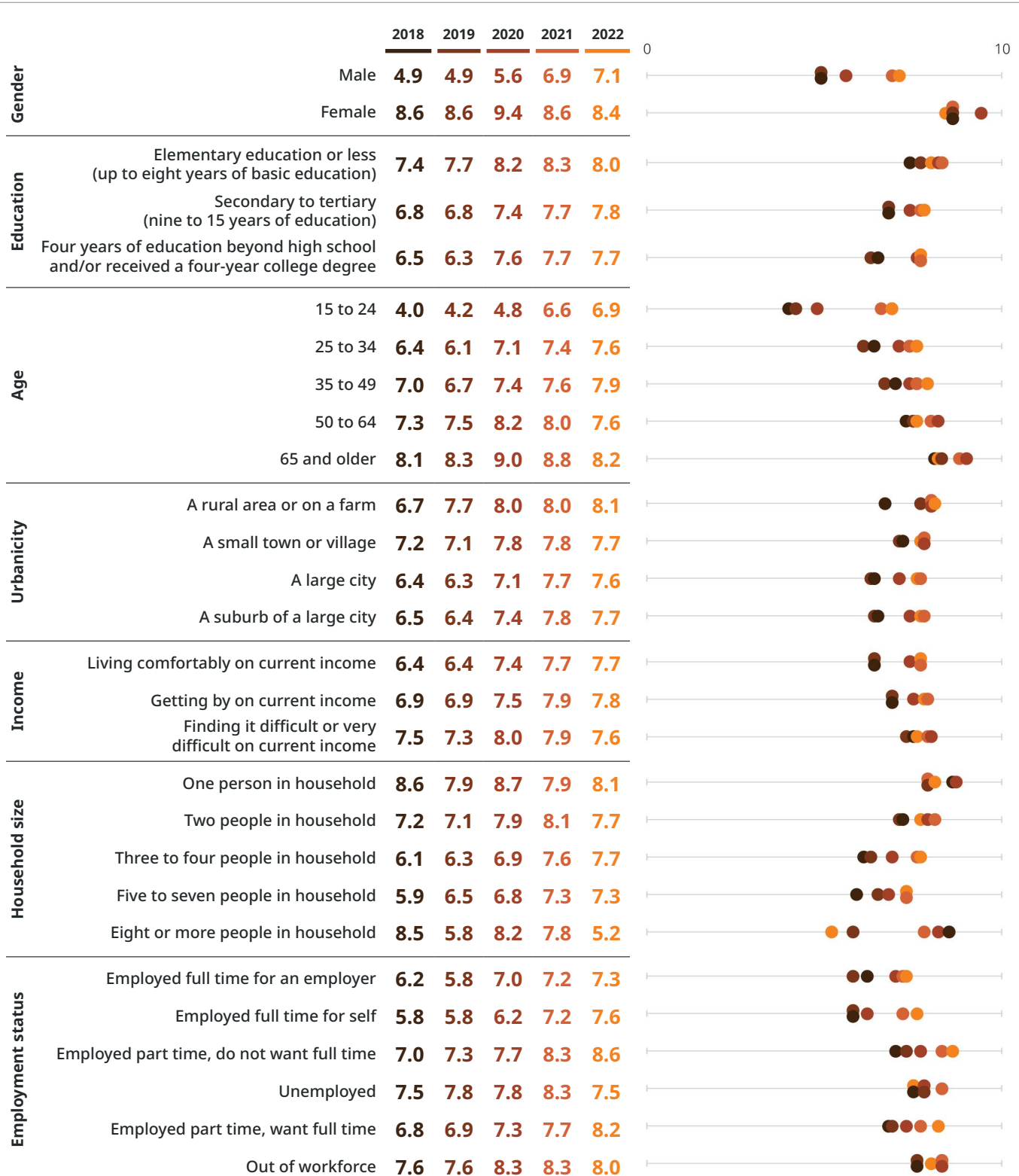


FIGURE 55
Changes in frequency of cooking at home in Northern, Southern and Western Europe, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

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South-Eastern Asia and the Pacific

The South-Eastern Asia and the Pacific region maintained a stable rate of cooking at home in 2022, with an average of 7.2 meals per week. However, there was a significant increase in the number of home-cooked meals consumed, rising from 10.3 meals per week in 2021 to 10.9 meals. Laos exhibited the highest home-cooking rate, with a consistent average of around 8.5 meals per week since 2021. Laos also secured the fifth position in the global top 10 countries for home cooking and led the region in frequency of eating at home, with an impressive average of 12.3 meals per week.

On the other end of the spectrum, Singapore exhibited the lowest cooking rate in the region, at just 4.1 meals per week — a decline from its 2021 rate of 4.4 meals. Similarly, Singapore had the lowest rate of eating at home in the region, with an average of 5.9 meals per week.

Gender differences in cooking rates within this region were substantial, with women cooking more than double the number of meals as men did. However, the disparity in eating habits was less pronounced, with women consuming only about one additional home-cooked meal per week than men. Interestingly, individuals with lower education levels cooked about an additional meal per week compared with those with higher education levels.

When comparing cooking rates based on residential areas, individuals living in rural areas exhibited the highest cooking frequency, suggesting a stronger connection to traditional cooking practices, access to fresh ingredients and potentially a slower-paced lifestyle that allows for more time spent in the kitchen. Analysis by household size revealed that two-person households cooked the most, with an average of 8.0 meals per week, and that as household size increased in the region, the number of meals cooked each week decreased. Conversely, the number of home-cooked meals eaten increased in larger households, indicating a likelihood that one individual was often responsible for preparing meals for the entire family.

Examining cooking rates by employment status yielded expected results, with full-time employees cooking the least. However, it was unexpected to find that the unemployed ranked second among the lowest-cooking employment groups. Surprisingly, those employed part time who do not want a full-time job emerged as the group with the highest cooking frequency.

FIGURE 56

South-Eastern Asia and the Pacific: Average total cooking, 2022

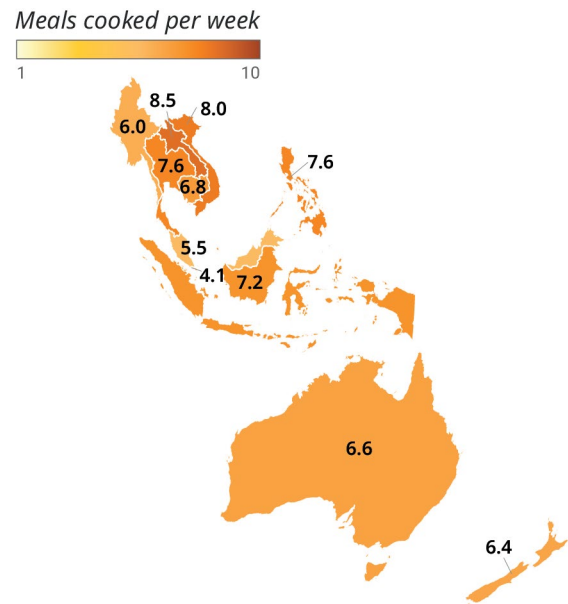


FIGURE 57

Frequency of cooking and eating at home in South-Eastern Asia and the Pacific (trended 2018-2022)

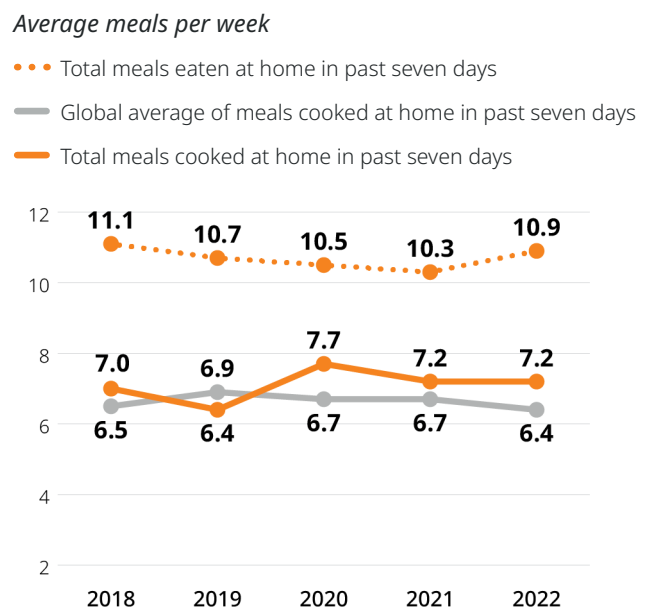
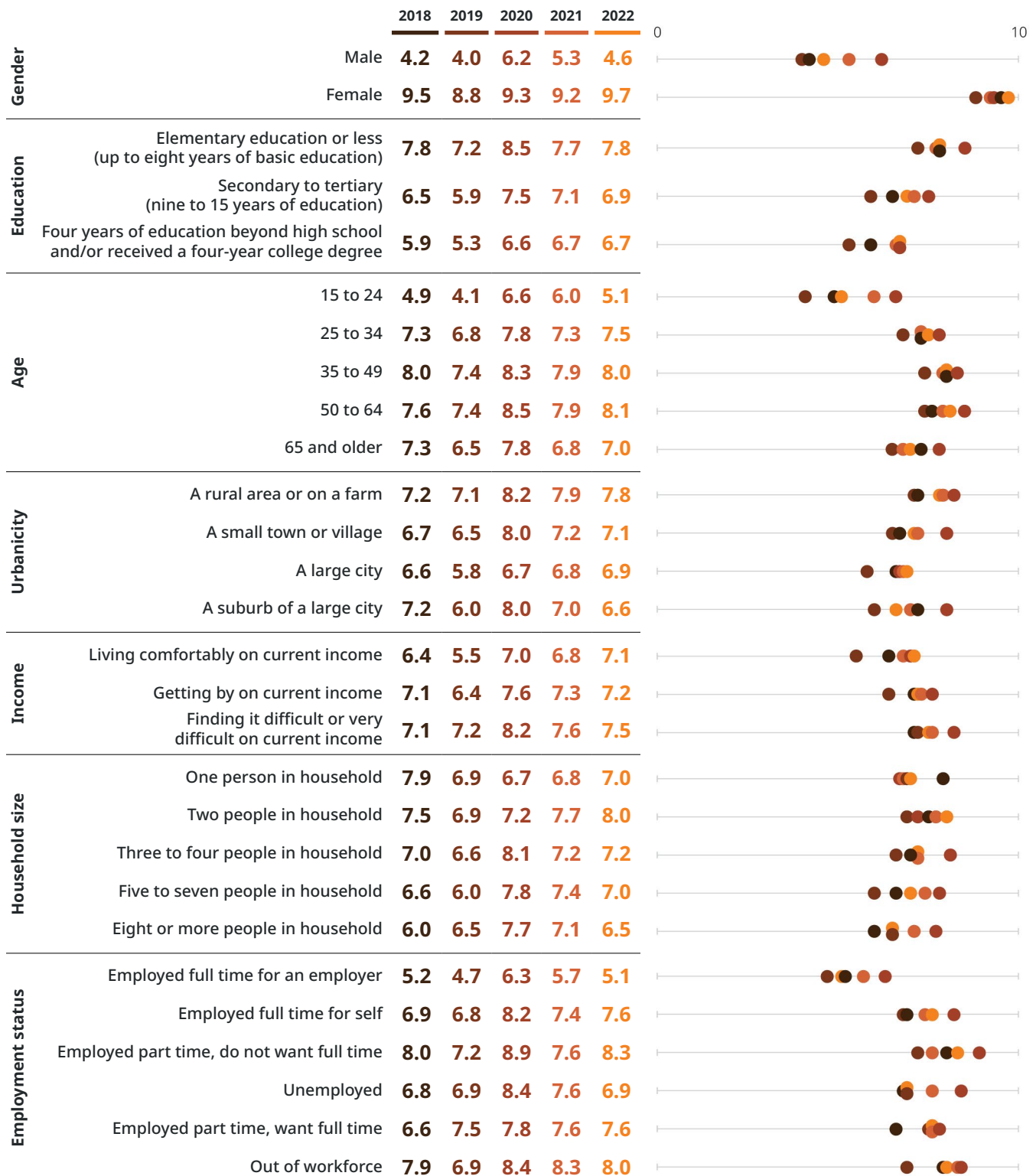


FIGURE 58
Changes in frequency of cooking at home in South-Eastern Asia and the Pacific, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

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Southern Asia

The frequency of cooking in Southern Asia has experienced a steep decline since 2020, when it surpassed the global average, at 6.8 meals per week. In 2022, it reached a new low of 5.6 meals per week. Conversely, the rate of consuming home-cooked meals was only lower compared with 2018, with an increase observed in 2022 to 10.9 meals per week.

Afghanistan's absence from the survey in 2020 might have contributed to the recorded decline in cooking rates in the region. In 2021, Afghanistan displayed one of the lowest cooking rates in the region, at 5.1 meals per week. However, in 2022, it hit its lowest point, with people cooking only 4.0 meals per week at home. Pakistan and Bangladesh also exhibited low rates of home cooking, at 4.4 and 4.3 meals per week, respectively. As highly populous countries, they further contributed to suppressing the regional average.

On the other hand, Nepal stands out as the country with the highest cooking rate in the region, at 7.2 meals per week. Eating home-cooked meals was also more prevalent in Nepal than in other countries in the region, with an average of nearly 13 meals per week. In comparison, the lowest rate of consuming home-cooked meals was observed in Bangladesh, where individuals ate only 9.8 home-cooked meals per week. This average reflects a significant decrease from 2021, when people in Bangladesh consumed an average of 12.1 home-cooked meals per week.

In Southern Asia, women cooked over four times more meals than men in 2022, highlighting a concerning gender disparity. However, men consumed 0.3 more meals on average than women. Similar to other regions, individuals with primary education tended to cook almost one additional meal compared with those with secondary or tertiary education. The age groups that cooked more frequently in this region were slightly younger compared with other regions, with the 35 to 49 and 25 to 34 age brackets cooking more frequently. When considering urban distribution, people living in the suburbs of large cities demonstrated an impressive cooking frequency of 6.2 meals per week, surpassing all other groups by at least 0.4 meals. This trend could be attributed to the concentration of people in satellite areas surrounding major cities, where they often reside for work opportunities.

Another surprising finding is that single-person households cooked the most in this region, preparing 8.0 meals per week. In comparison, two-person households ranked second in cooking frequency, preparing 6.5 meals per week. Interestingly, single-person households seemed to consume all the meals they cooked, with an average of 8.7 home-cooked meals eaten per week — the lowest among all household sizes.

FIGURE 59

Southern Asia: Average total cooking, 2022

Meals cooked per week

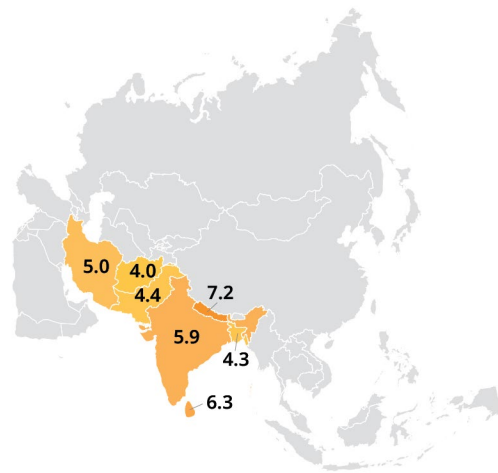


FIGURE 60

Frequency of cooking and eating at home in Southern Asia (trended 2018-2022)

Average meals per week

- Total meals eaten at home in past seven days
- Global average of meals cooked at home in past seven days
- Total meals cooked at home in past seven days

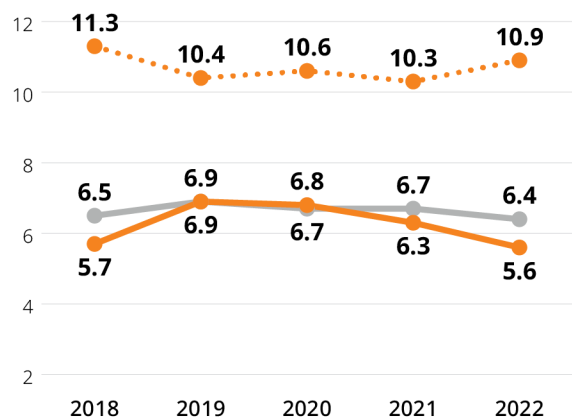
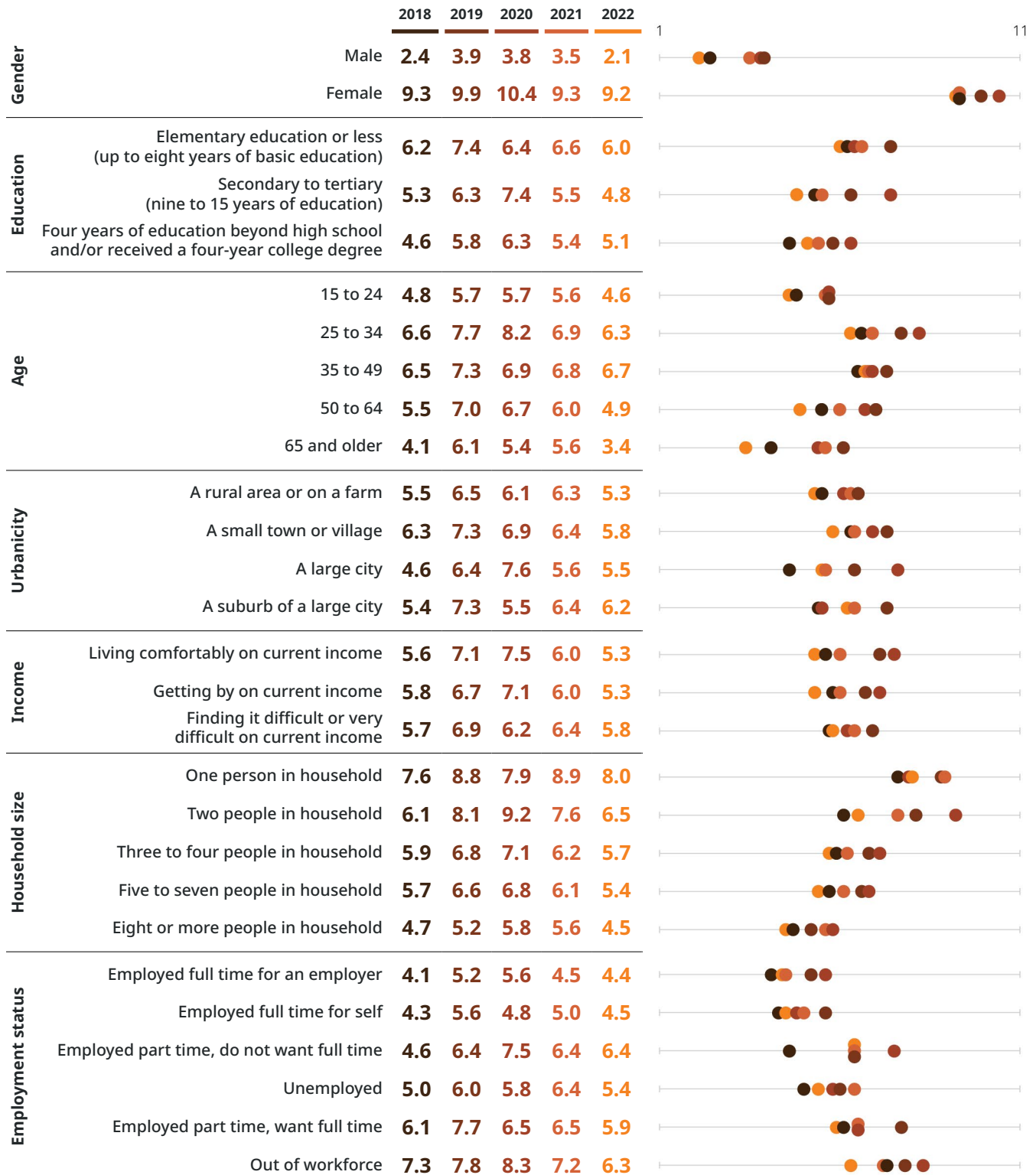


FIGURE 61
Changes in frequency of cooking at home in Southern Asia, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

Sub-Saharan Africa

Sub-Saharan Africa has experienced substantial fluctuations in cooking rates, consistently falling below the global average since the start of the Cookpad home-cooking survey. In 2021, there was a slight improvement, with cooking rates reaching 6.6 meals per week — almost aligning with the global yearly average of 6.7 meals per week. However, in 2022, while the global cooking rate was 6.4 meals per week, the region saw a decline to a new recorded low of 5.9 meals cooked per week. The consumption of home-cooked meals in the region has also decreased, albeit less drastically than cooking rates.

Notably, Sub-Saharan Africa has seen the addition of the highest number of countries to the survey since the start of the pandemic. Twelve more countries were surveyed in 2022 than in 2021, and 15 more than in 2020. Among these new additions and comebacks are countries with some of the lowest cooking rates, including Liberia, with only 3.5 meals per week, the Democratic Republic of the Congo (DRC), surveyed for the first time with 3.9 meals per week, and Sierra Leone with 4.1 meals per week. Sierra Leone experienced the most significant year-on-year decrease in cooking at home, dropping from 5.7 meals per week in 2021.

Madagascar emerged as the country with the highest cooking rate in the region, at 7.7 meals per week, followed by Mali, Tanzania and South Africa. Kenya had previously displayed one of the higher cooking rates, reaching 7.2 weekly meals in 2021, but experienced a decline of 1.1 home-cooked meals in 2022. Ethiopia topped the list of most meals eaten at home in 2022, with an impressive 12.0 meals per week, while the Republic of the Congo lagged with only 4.6 consumed meals per week.

In terms of gender disparities, men cooked less than half the number of meals prepared by women in the region; however, they consumed slightly more than half an additional home-cooked meal per week than women. When examining education levels, individuals with higher education, such as a college degree or at least four years beyond high school, cooked about one meal less weekly than those with a secondary education. Furthermore, those with a secondary education cooked half a meal less than individuals with an elementary education. This observation highlights the most significant education-based difference compared with other regions. In terms of age, 25- to 34-year-olds cooked the most in the region, while individuals aged 65 and older engaged in the least amount of cooking.

Surprisingly, people in large cities reported the highest cooking rates, with an average of 6.1 home-cooked meals per week, while those in suburbs and rural areas displayed the same, slightly lower average of 6.0 meals per week.

As household size increased, the frequency of cooking decreased, ranging from 6.8 meals cooked each week in single-person households to 5.1 weekly meals in households with eight or more people.

FIGURE 62

Sub-Saharan Africa: Average total cooking, 2022

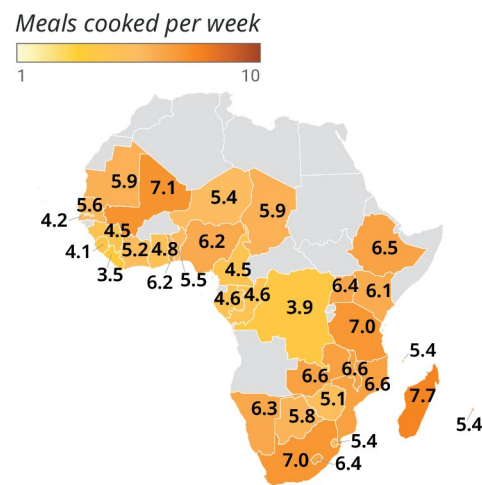


FIGURE 63

Frequency of cooking and eating at home in Sub-Saharan Africa (trended 2018-2022)

Average meals per week

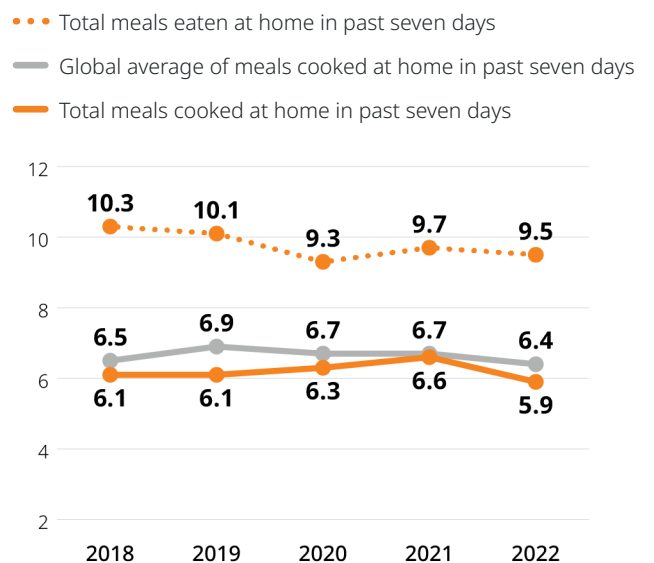
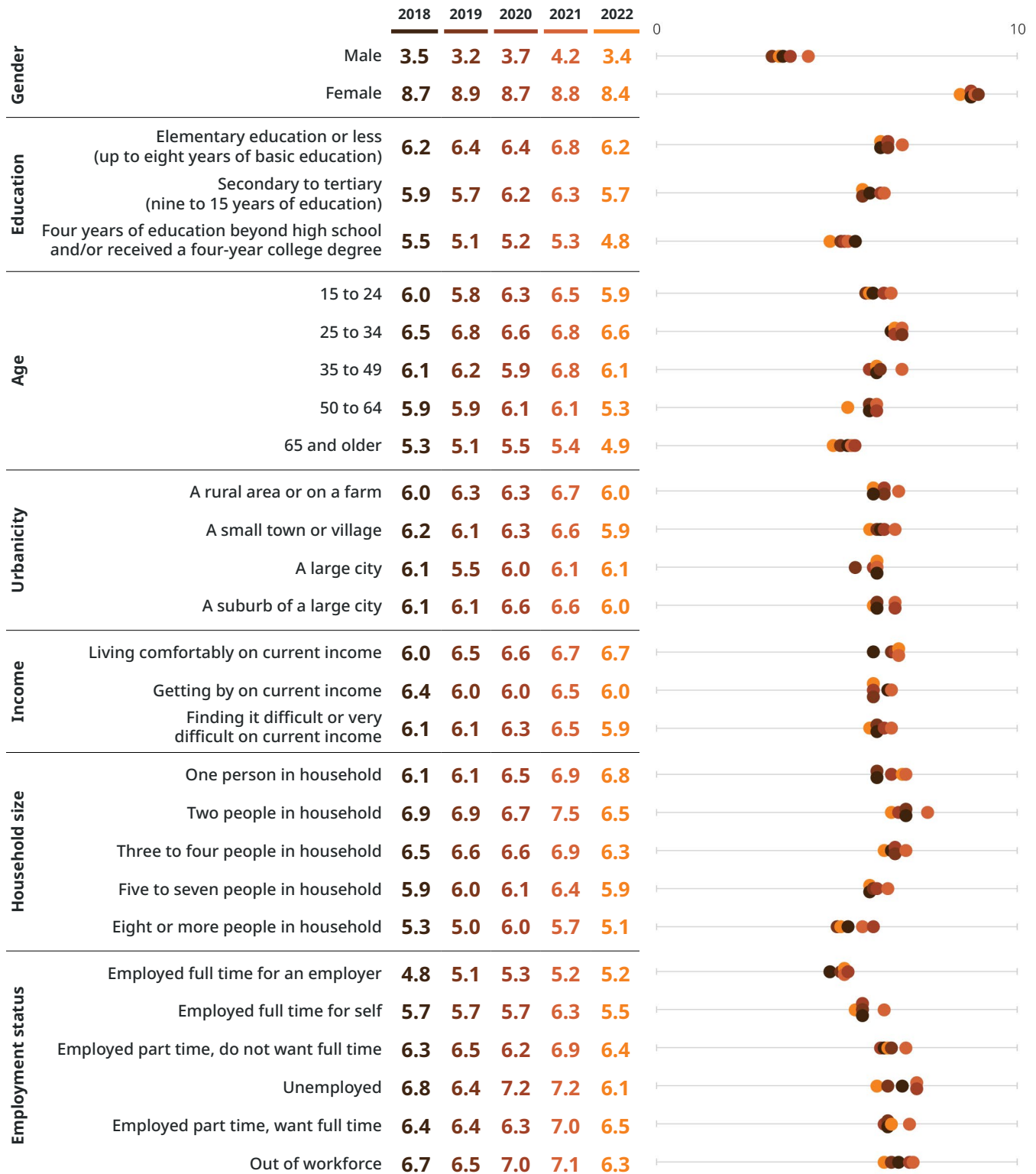


FIGURE 64
Changes in frequency of cooking at home in Sub-Saharan Africa, by subgroup (2018-2022)


Note: N/A results not reported due to small sample size.

APPENDIX

A1. Survey Methods

A1.1 Survey Instruments

The Cookpad home-cooking survey was included as a module within the Gallup World Poll in 2022. Since 2005, the World Poll has regularly surveyed people in more than 160 countries using mixed methods of telephone and face-to-face interviewing. In a typical year, the poll results represent more than 95% of the world's population aged 15 and older, using randomly selected, nationally representative samples.

See the online appendix for more information on the Gallup World Poll.

A1.2 Translation and Quality Control

The questionnaire was translated into the major conversational languages of each country. The translation process started with an English, French or Spanish version, depending on the region. One of two translation methods may have been used. First, two independent translations were completed. An independent third party, with some knowledge of survey research methods, adjudicated the differences. A professional translator translated the final version back into the source language. Second, a translator translated into the target language. An independent third party with knowledge of survey methods reviewed and revised the translation as necessary.

Core Gallup World Poll question translations remain consistent over time. Any new question items were translated according to the Gallup World Poll's quality procedures. Interviewers were instructed to follow the interview script and were not allowed to deviate from the translated language.

See the online appendix for more information on translation quality control, interviewer training and data quality control.

A1.3 Sampling and Data Collection

All samples were probability-based — meaning respondents were selected randomly — and nationally representative of the aged 15 and older population. As all eligible landline exchanges and valid mobile service providers were included, the coverage area was an entire country, including rural areas. The sampling frame represented adults aged 15 and older with access to a phone (either landline or mobile). Gallup used random-digit-dialing (RDD) or a nationally representative list of phone numbers.

See the online appendix for more information on how the sample generation/selection process works in practice.

A1.4 Response Rate and Data Weighting

As is the case with Gallup World Poll surveys more generally, response rates for this survey varied considerably across countries. In general, response rates were lower in countries where interviewing was conducted by telephone than in-person countries, though in many countries and territories where telephone interviewing was used, response rates were comparable to those of other polling firms. The Gallup World Poll does not publish individual country response rates.

Data weighting was also used to minimize bias in survey estimates and was intended for use in generating nationally representative estimates within a country. The weighting procedure was formulated based on the sample design and performed in multiple stages.

See the online appendix for weighting approach, weight adjustments and sampling error/precision of estimates.

A2. Survey Questionnaire

1 Thinking about the past 7 days, on how many days did YOU, personally, COOK LUNCH AT YOUR HOME?

- None/0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- (DK)
- (Refused)

2 Thinking about the past 7 days, on how many days did YOU, personally, EAT LUNCH that was cooked AT YOUR HOME, either by you or someone else? (Open ended and code)

- None/0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- (DK)
- (Refused)

3 Please tell me whether any of the following people COOKED any of those LUNCHES AT YOUR HOME in the past 7 days.

Your spouse/partner

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

A family member

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

A family member other than your spouse/partner

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

Some other person who is not a family member

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

4 Thinking about the past 7 days, on how many days did YOU, personally, COOK DINNER AT YOUR HOME?

- None/0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- (DK)
- (Refused)

5 Thinking about the past 7 days, on how many days did YOU, personally, EAT DINNER that was cooked AT YOUR HOME, either by you or someone else?

- None/0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days
- (DK)
- (Refused)

6 Please tell me whether any of the following people COOKED any of those DINNERS AT YOUR HOME in the past 7 days.

Your spouse/partner

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

A family member

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

A family member other than your spouse/partner

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

Some other person who is not a family member

- Yes
- No
- (Not applicable)
- (DK)
- (Refused)

A3. Questionnaire Response Rates

	GLOBAL	Arab States	Central and Western Asia	Eastern Asia	Eastern Europe	Latin America and the Caribbean	Northern Africa	Northern America	Northern, Southern and Western Europe	South-Eastern Asia and the Pacific	Southern Asia	Sub-Saharan Africa
Number of days cooked lunch at home in past seven days												
None/0 days	40.8%	2.0%	3.0%	24.7%	3.0%	6.2%	3.0%	4.1%	3.9%	7.8%	32.4%	9.9%
1 day	4.7%	2.2%	2.2%	20.7%	4.4%	9.3%	2.1%	10.5%	7.9%	11.3%	16.6%	12.6%
2 days	6.9%	1.9%	2.4%	25.6%	5.7%	7.4%	2.2%	8.5%	8.8%	9.3%	16.2%	12.0%
3 days	6.2%	2.0%	2.4%	16.1%	7.6%	10.2%	2.7%	8.3%	9.9%	8.8%	15.4%	16.6%
4 days	4.7%	2.2%	2.9%	15.1%	7.4%	8.5%	3.4%	9.3%	12.8%	7.1%	15.5%	15.7%
5 days	4.6%	1.8%	2.1%	21.2%	5.9%	8.4%	2.6%	9.9%	13.9%	7.8%	13.5%	12.8%
6 days	2.1%	2.0%	1.9%	16.5%	4.2%	9.1%	1.8%	10.9%	21.7%	4.3%	16.5%	11.2%
7 days	29.6%	1.1%	1.5%	26.5%	3.6%	11.4%	1.8%	2.8%	6.5%	12.4%	25.0%	7.3%
(DK)	0.5%	0.5%	3.9%	35.7%	7.3%	5.9%	1.3%	4.6%	3.1%	5.4%	12.2%	20.1%
(Refused)	0.0%	0.9%	5.0%	2.4%	5.5%	13.4%	0.5%	6.7%	3.2%	1.1%	45.4%	15.9%
Number of days ate lunch cooked at home in past seven days												
None/0 days	17.4%	0.9%	3.1%	42.6%	1.6%	2.6%	0.7%	6.3%	4.2%	6.6%	21.1%	10.3%
1 day	3.6%	1.5%	3.5%	22.8%	2.4%	6.6%	1.6%	11.8%	6.0%	9.9%	20.1%	13.8%
2 days	6.2%	1.4%	3.2%	28.8%	4.8%	6.8%	1.6%	8.4%	6.8%	8.7%	15.4%	14.1%
3 days	5.8%	2.3%	3.1%	19.1%	3.8%	7.8%	2.8%	8.3%	7.2%	8.0%	19.4%	18.3%
4 days	5.2%	2.7%	2.6%	15.9%	4.3%	6.5%	3.3%	10.0%	8.9%	6.9%	22.2%	16.8%
5 days	5.9%	2.6%	2.9%	21.0%	4.2%	7.2%	3.6%	9.6%	11.1%	6.6%	16.4%	14.8%
6 days	3.3%	3.4%	2.3%	19.2%	4.1%	8.7%	3.0%	8.3%	18.3%	5.2%	17.5%	10.0%
7 days	51.8%	1.7%	1.8%	18.7%	5.0%	11.3%	3.0%	2.6%	6.3%	11.4%	30.8%	7.5%
(DK)	0.6%	0.7%	4.0%	46.4%	6.0%	4.8%	1.4%	0.7%	4.0%	3.7%	9.4%	18.8%
(Refused)	0.1%	0.6%	2.1%	10.0%	2.8%	13.4%	0.2%	0.0%	4.3%	1.6%	54.1%	10.7%

	GLOBAL	Arab States	Central and Western Asia	Eastern Asia	Eastern Europe	Latin America and the Caribbean	Northern Africa	Northern America	Northern, Southern and Western Europe	South-Eastern Asia and the Pacific	Southern Asia	Sub-Saharan Africa
Spouse/Partner cooked lunch at home in past seven days												
Yes	57.4%	2.4%	2.0%	23.5%	3.9%	7.2%	3.8%	4.0%	6.4%	11.3%	26.8%	8.7%
No	41.8%	0.8%	2.4%	35.3%	3.2%	7.0%	0.9%	3.3%	5.3%	7.7%	26.8%	7.4%
(Not applicable)	0.8%	0.8%	1.4%	51.6%	1.2%	3.5%	0.2%	0.2%	1.8%	3.8%	30.6%	4.9%
Family member (other than spouse/partner) cooked lunch at home in past seven days												
Yes	47.6%	2.5%	2.5%	13.2%	3.2%	11.0%	3.4%	3.2%	4.4%	11.9%	30.5%	14.3%
No	51.9%	1.4%	2.0%	25.8%	5.7%	8.7%	2.5%	6.8%	10.1%	8.2%	22.3%	6.5%
(Not applicable)	0.5%	1.2%	4.0%	2.4%	27.2%	7.1%	0.5%	1.8%	10.4%	11.4%	25.7%	8.5%
Other person who is not a family member cooked lunch at home in past seven days												
Yes	9.8%	2.0%	1.5%	18.2%	2.8%	10.1%	1.4%	6.8%	6.8%	11.2%	23.5%	15.8%
No	89.3%	1.9%	2.3%	19.9%	4.8%	9.8%	3.1%	4.9%	7.5%	9.8%	26.4%	9.6%
(Not applicable)	0.7%	3.5%	4.0%	2.2%	13.5%	4.3%	2.9%	0.0%	6.4%	18.3%	35.1%	9.9%
(DK)	0.1%	1.1%	7.1%	26.6%	1.6%	1.2%	1.7%	0.4%	1.4%	4.2%	33.9%	20.8%
(Refused)	0.1%	3.4%	1.1%	64.7%	0.0%	7.2%	0.3%	0.5%	0.5%	0.0%	20.9%	1.5%
Number of days cooked dinner at home in past seven days												
None/0 days	35.7%	2.4%	2.8%	21.9%	3.2%	7.9%	3.4%	2.6%	3.7%	8.3%	34.1%	9.8%
1 day	4.5%	2.8%	2.2%	21.0%	3.9%	9.5%	2.6%	10.8%	8.0%	10.3%	17.0%	12.0%
2 days	6.1%	2.3%	2.1%	23.9%	5.8%	10.1%	2.6%	9.0%	7.9%	9.8%	15.3%	11.4%
3 days	6.7%	1.7%	2.0%	23.7%	5.8%	9.6%	2.5%	11.0%	9.1%	9.7%	11.8%	13.1%
4 days	5.1%	1.9%	2.3%	15.9%	6.4%	7.6%	2.5%	11.0%	12.4%	7.0%	17.5%	15.5%
5 days	5.3%	1.3%	2.8%	22.4%	5.2%	7.7%	1.9%	14.0%	13.0%	7.2%	12.6%	11.9%
6 days	2.6%	1.3%	1.9%	22.5%	3.6%	7.7%	1.6%	12.4%	21.1%	6.0%	9.7%	12.1%
7 days	33.4%	0.9%	2.1%	27.5%	3.8%	8.9%	1.7%	2.7%	6.4%	11.3%	25.9%	8.7%
(DK)	0.5%	0.4%	3.1%	43.1%	7.9%	7.1%	1.3%	0.0%	2.5%	5.2%	16.7%	12.7%
(Refused)	0.1%	0.6%	3.0%	41.0%	4.5%	11.0%	0.4%	0.0%	2.9%	0.2%	25.3%	11.2%

	GLOBAL	Arab States	Central and Western Asia	Eastern Asia	Eastern Europe	Latin America and the Caribbean	Northern Africa	Northern America	Northern, Southern and Western Europe	South-Eastern Asia and the Pacific	Southern Asia	Sub-Saharan Africa
Number of days ate dinner cooked at home in past seven days												
None/0 days	11.6%	2.2%	1.9%	41.9%	2.2%	6.3%	1.3%	3.1%	4.8%	6.9%	22.2%	7.3%
1 day	2.4%	2.1%	2.6%	25.3%	2.7%	7.5%	1.5%	9.8%	6.1%	9.8%	18.8%	13.8%
2 days	4.0%	2.7%	1.7%	26.1%	3.5%	9.2%	2.0%	7.5%	6.6%	8.4%	18.6%	13.6%
3 days	4.8%	2.7%	1.4%	28.3%	3.5%	9.7%	2.7%	9.1%	6.9%	8.2%	12.9%	14.6%
4 days	4.9%	2.7%	2.1%	22.0%	4.1%	7.9%	3.0%	12.9%	9.0%	6.6%	15.7%	13.9%
5 days	6.7%	2.2%	2.4%	21.1%	3.9%	7.3%	2.3%	14.9%	11.5%	7.1%	15.2%	12.0%
6 days	4.4%	2.3%	3.1%	20.1%	3.1%	7.4%	2.5%	14.0%	17.1%	5.9%	12.4%	12.2%
7 days	60.7%	1.3%	2.5%	20.5%	4.7%	9.1%	2.8%	2.7%	5.8%	10.7%	30.3%	9.5%
(DK)	0.4%	0.7%	2.5%	26.5%	7.4%	9.2%	2.2%	1.3%	3.9%	8.7%	17.1%	20.5%
(Refused)	0.1%	0.6%	4.2%	9.5%	3.8%	16.8%	0.6%	0.0%	3.1%	1.9%	51.2%	8.3%
Spouse/Partner cooked dinner at home in past seven days												
Yes	59.7%	2.0%	2.1%	25.6%	3.6%	6.4%	3.4%	4.8%	6.2%	10.6%	26.8%	8.5%
No	39.3%	0.7%	2.6%	38.2%	3.0%	6.3%	0.8%	3.1%	5.0%	7.3%	25.0%	8.1%
(Not applicable)	1.0%	0.6%	1.2%	49.0%	1.0%	2.3%	0.2%	0.2%	1.5%	3.8%	34.7%	5.5%
Family member (other than spouse/partner) cooked dinner at home in past seven days												
Yes	48.1%	2.2%	2.7%	15.1%	3.1%	9.6%	3.1%	3.8%	4.2%	11.6%	30.1%	14.6%
No	51.5%	1.2%	2.2%	27.5%	5.3%	8.0%	2.3%	7.2%	9.8%	8.0%	21.6%	7.0%
(Not applicable)	0.5%	1.4%	3.5%	7.3%	26.9%	7.2%	0.5%	2.0%	8.9%	9.1%	24.2%	9.1%
Other person who is not a family member cooked dinner at home in past seven days												
Yes	9.8%	1.9%	1.5%	20.8%	2.5%	8.8%	1.3%	9.0%	6.1%	11.1%	21.5%	15.5%
No	89.3%	1.6%	2.5%	21.6%	4.5%	8.8%	2.8%	5.2%	7.2%	9.5%	26.1%	10.1%
(Not applicable)	0.7%	3.2%	3.8%	5.4%	13.0%	4.6%	1.9%	1.5%	6.2%	16.7%	32.3%	11.4%
(DK)	0.1%	0.8%	4.3%	3.7%	2.9%	4.6%	2.2%	0.0%	1.6%	3.1%	39.2%	37.7%
(Refused)	0.1%	3.9%	0.8%	46.9%	0.0%	10.1%	0.7%	2.2%	0.3%	0.0%	32.8%	2.3%

A4. Regional Groupings Used in This Report

In analyzing the results from 143 countries and areas, this report uses the following regional groupings.

Region	Countries surveyed in 2022
Arab States	Iraq, Jordan, Kuwait, Lebanon, Palestinian Territories, Saudi Arabia, United Arab Emirates, Yemen
Central and Western Asia	Armenia, Azerbaijan, Cyprus, Georgia, Israel, Kazakhstan, Kyrgyzstan, Northern Cyprus, Tajikistan, Türkiye, Uzbekistan
Eastern Asia	China, ²¹ Hong Kong, Japan, Mongolia, South Korea, Taiwan
Eastern Europe	Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania, Russia, Slovakia, Ukraine
Latin America and the Caribbean	Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela
Northern Africa	Algeria, Egypt, Libya, Morocco, Tunisia
Northern America	Canada, United States
Northern, Southern and Western Europe	Albania, Austria, Belgium, Bosnia and Herzegovina, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, North Macedonia, Norway, Portugal, Serbia, Slovenia, Spain, Sweden, Switzerland, United Kingdom
South-Eastern Asia and the Pacific	Australia, Cambodia, Indonesia, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Thailand, Vietnam
Southern Asia	Afghanistan, Bangladesh, India, Iran, Nepal, Pakistan, Sri Lanka
Sub-Saharan Africa	Benin, Botswana, Cameroon, Chad, Comoros, Côte d'Ivoire, Democratic Republic of the Congo, Eswatini, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Republic of the Congo, Senegal, Sierra Leone, South Africa, Tanzania, Togo, Uganda, Zambia, Zimbabwe

²¹ The Gallup World Poll, the instrument used to conduct the Cookpad survey, did not collect any data in China in 2022. Given China was until recently the most populous country in the world (according to the United Nations, it was surpassed by India in April 2023), its absence could lead to large swings in global and regional trends that do not reflect real change in individuals' cooking or eating-at-home habits but are the result of China not being surveyed. To preserve the comparability of the trends presented in this report, all global and regional 2022 statistics have been calculated using a common strategy for dealing with missing data — using the most recent data, which, in this case, come from the 2021 China Cookpad and Gallup home-cooking survey data.

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