

Fieldwork: 13th - 17th September 2013

Total	Parents Working status						Parents Marital Status					
	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Before taking this survey, which, if any, of the following celebrity chefs had you heard of? (Please select all that apply)

	Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59	
Delia Smith	58%	50%	63%	73%	57%	62%	50%	54%	46%	34%	80%	71%	69%	
Gordon Ramsey	88%	85%	91%	90%	91%	89%	92%	85%	96%	89%	82%	88%	98%	
Jamie Oliver	94%	92%	98%	93%	100%	100%	93%	94%	90%	96%	100%	91%	99%	
Nigella Lawson	63%	55%	67%	83%	64%	69%	50%	57%	61%	50%	47%	70%	89%	
Gary Rhodes	23%	15%	23%	41%	30%	33%	14%	18%	13%	11%	11%	39%	29%	
Marco Pierre White	37%	24%	40%	65%	24%	41%	36%	28%	31%	27%	29%	55%	56%	
Heston Blumenthal	54%	48%	57%	70%	37%	45%	53%	50%	57%	48%	28%	53%	81%	
None of these	3%	4%	1%	5%	-	-	-	3%	-	2%	-	5%	-	

And which, if any, of the following celebrity chefs would you say is your favourite? (Please select ONE option only)

	Unweighted base	563	285	86	91	25	20	56	325	43	48	8	98	41
Base: All GB children aged 13 to 19 who have heard of any celebrity chefs	560	269	72	121	19	31	48	279	39	48	5	130	59	
Delia Smith	3%	3%	3%	5%	4%	-	3%	4%	-	1%	18%	4%	1%	
Gordon Ramsey	14%	16%	20%	5%	3%	17%	17%	14%	36%	11%	-	9%	18%	
Jamie Oliver	26%	32%	31%	16%	21%	13%	20%	35%	27%	24%	21%	14%	11%	
Nigella Lawson	8%	6%	12%	13%	5%	5%	1%	7%	1%	6%	8%	5%	20%	
Gary Rhodes	1%	1%	-	-	-	-	2%	0%	2%	-	-	1%	-	
Marco Pierre White	2%	1%	-	3%	-	8%	3%	1%	2%	-	-	1%	9%	
Heston Blumenthal	10%	10%	4%	15%	9%	5%	6%	8%	6%	5%	-	16%	8%	
None of these	37%	32%	30%	42%	58%	53%	48%	31%	25%	53%	53%	49%	33%	

Have you ever watched any cooking shows on TV?

	Unweighted base	577	294	87	95	25	20	56	333	43	49	8	103	41
Base: All GB children aged 13 to 19	577	279	72	128	19	31	48	288	39	49	5	137	59	
Yes, I have	70%	67%	82%	71%	83%	58%	68%	73%	77%	65%	78%	59%	79%	
No, I haven't	27%	33%	17%	22%	18%	27%	26%	26%	23%	35%	22%	31%	18%	
I don't know	3%	0%	1%	7%	-	15%	6%	1%	-	-	-	10%	4%	

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Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Before taking this survey which, if any, of the following cooking shows had you heard of? (Please select all that apply)

	Unweighted base	411	185	226	49	49	61	69	71	47	65	69	118	60	13	135	3	13	82	121
Base: All GB children aged 13 to 19 who have ever watched cooking shows on TV	403	179	224	60	58	60	48	59	55	64	109	69	40	43	95	8	39	147	78	
Hell's Kitchen	59%	60%	58%	41%	56%	63%	62%	62%	63%	65%	62%	51%	71%	57%	53%	100%	58%	61%	57%	
Ready Steady Cook	59%	58%	61%	43%	59%	52%	65%	63%	60%	74%	64%	43%	74%	80%	46%	100%	63%	64%	49%	
The Great British Bake Off	74%	64%	82%	71%	70%	64%	84%	81%	71%	80%	73%	64%	75%	73%	79%	100%	79%	75%	68%	
The Hairy Bikers	67%	69%	65%	51%	60%	59%	78%	72%	82%	68%	77%	69%	74%	42%	55%	100%	73%	76%	73%	
Masterchef	80%	77%	82%	85%	77%	76%	80%	86%	65%	90%	82%	70%	89%	90%	76%	100%	77%	81%	74%	
Come Dine With Me	80%	76%	83%	68%	81%	85%	74%	88%	72%	88%	85%	74%	84%	83%	72%	100%	81%	84%	77%	
Jamie's Ministry of Food	31%	29%	33%	22%	29%	25%	42%	40%	21%	38%	29%	28%	36%	37%	36%	31%	18%	26%	28%	
Heston's Fantastical Food	38%	35%	40%	21%	40%	39%	52%	32%	36%	49%	48%	28%	45%	13%	32%	75%	55%	50%	33%	
None of these	1%	0%	1%	2%	1%	1%	1%	-	-	-	1%	2%	-	-	-	-	-	1%	2%	

For the following question by the term watch, we mean if you have seen a whole/ most of an episode in the past year. which, if any, of the following cooking shows do/ have you watched? (Please select all that apply)

	Unweighted base	407	184	223	48	48	60	68	71	47	65	68	115	60	13	135	3	13	81	118
Base: All GB children aged 13 to 19 who have heard of any cooking shows	400	179	222	58	57	59	48	59	55	64	107	68	40	43	95	8	39	146	76	
Hell's Kitchen	17%	17%	17%	18%	6%	24%	18%	20%	18%	15%	27%	13%	19%	9%	14%	-	13%	23%	11%	
Ready Steady Cook	12%	8%	16%	21%	5%	14%	11%	10%	12%	13%	22%	10%	18%	9%	7%	-	5%	18%	9%	
The Great British Bake Off	50%	36%	61%	48%	55%	42%	56%	53%	47%	48%	52%	46%	50%	54%	46%	100%	40%	49%	52%	
The Hairy Bikers	31%	31%	31%	36%	42%	35%	21%	33%	22%	28%	33%	33%	42%	8%	21%	56%	60%	40%	35%	
Masterchef	48%	43%	52%	45%	59%	42%	40%	47%	43%	57%	54%	36%	46%	37%	46%	75%	64%	57%	41%	
Come Dine With Me	59%	54%	62%	58%	57%	65%	50%	56%	59%	63%	63%	47%	67%	55%	47%	100%	81%	68%	53%	
Jamie's Ministry of Food	11%	9%	12%	10%	13%	9%	10%	13%	8%	12%	8%	8%	13%	9%	12%	31%	13%	10%	10%	
Heston's Fantastical Food	17%	15%	18%	11%	15%	26%	28%	18%	11%	9%	20%	11%	17%	6%	21%	-	21%	20%	10%	
None of these	6%	9%	4%	5%	3%	6%	9%	9%	3%	10%	3%	11%	7%	14%	7%	-	-	2%	10%	

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Before taking this survey which, if any, of the following cooking shows had you heard of? (Please select all that apply)

	Unweighted base	411	203	70	70	18	12	38	238	36	30	6	69	32
Base: All GB children aged 13 to 19 who have ever watched cooking shows on TV		403	187	59	91	16	18	33	210	30	32	4	81	47
Hell's Kitchen	59%	54%	65%	67%	23%	64%	65%	57%	71%	38%	37%	56%	81%	
Ready Steady Cook	59%	48%	58%	82%	43%	71%	66%	56%	42%	36%	50%	69%	88%	
The Great British Bake Off	74%	70%	80%	90%	38%	62%	71%	68%	79%	73%	90%	77%	94%	
The Hairy Bikers	67%	62%	68%	75%	44%	76%	72%	65%	63%	58%	63%	68%	78%	
Masterchef	80%	78%	89%	82%	64%	88%	76%	79%	76%	76%	73%	78%	93%	
Come Dine With Me	80%	71%	88%	93%	71%	90%	79%	73%	89%	71%	49%	88%	99%	
Jamie's Ministry of Food	31%	30%	37%	34%	20%	21%	25%	33%	23%	11%	24%	31%	42%	
Heston's Fantastical Food	38%	35%	33%	47%	15%	37%	50%	32%	46%	30%	23%	45%	54%	
None of these	1%	1%	1%	-	-	-	-	1%	-	2%	-	-	-	

For the following question by the term watch, we mean if you have seen a whole/ most of an episode in the past year. which, if any, of the following cooking shows do/ have you watched? (Please select all that apply)

	Unweighted base	407	200	69	70	18	12	38	235	36	29	6	69	32
Base: All GB children aged 13 to 19 who have heard of any cooking shows		400	185	59	91	16	18	33	208	30	31	4	81	47
Hell's Kitchen	17%	17%	15%	12%	7%	39%	27%	13%	37%	13%	-	18%	25%	
Ready Steady Cook	12%	15%	8%	7%	10%	32%	12%	13%	4%	-	-	13%	25%	
The Great British Bake Off	50%	45%	62%	63%	22%	23%	42%	43%	44%	67%	26%	53%	67%	
The Hairy Bikers	31%	30%	38%	29%	11%	29%	42%	33%	21%	36%	37%	25%	38%	
Masterchef	48%	49%	55%	44%	16%	59%	48%	50%	52%	32%	23%	47%	50%	
Come Dine With Me	59%	51%	61%	69%	65%	58%	68%	52%	66%	59%	-	63%	82%	
Jamie's Ministry of Food	11%	12%	9%	9%	7%	17%	7%	10%	11%	5%	-	13%	14%	
Heston's Fantastical Food	17%	15%	15%	19%	7%	24%	20%	14%	14%	26%	-	21%	19%	
None of these	6%	4%	9%	7%	6%	20%	6%	5%	10%	5%	14%	11%	4%	

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Total	Gender		Age							Region								
Base	Male	Female	13	14	15	16	17	18	19	North	Midlands	East	London	South	Wales	Scotland	North & Scotland	Midlands & Wales

Which, if any, of the following cooking shows would you say is your favourite? (Please select ONE option only)

	Unweighted base	374	163	211	44	45	55	60	67	44	59	64	101	56	11	126	3	13	77	104
Base: All GB children aged 13 to 19 who watch any cooking shows		375	162	213	56	55	56	44	53	53	58	104	60	37	37	89	8	39	143	68
Hell's Kitchen	7%	9%	5%	10%	2%	5%	5%	7%	13%	6%	14%	5%	8%	-	6%	-	-	10%	4%	
Ready Steady Cook	1%	1%	1%	6%	-	-	-	-	-	1%	3%	-	2%	-	1%	-	-	2%	-	
The Great British Bake Off	34%	17%	46%	29%	36%	20%	36%	38%	36%	41%	33%	26%	31%	56%	30%	75%	28%	32%	32%	
The Hairy Bikers	9%	14%	5%	8%	21%	7%	9%	10%	3%	5%	7%	13%	15%	-	7%	25%	12%	8%	14%	
Masterchef	12%	14%	10%	15%	17%	11%	12%	9%	8%	10%	10%	13%	5%	16%	13%	-	17%	12%	11%	
Come Dine With Me	18%	22%	16%	11%	10%	33%	12%	19%	32%	11%	15%	27%	27%	11%	17%	-	21%	17%	23%	
Jamie's Ministry of Food	2%	4%	1%	1%	-	5%	-	4%	-	5%	3%	1%	2%	-	5%	-	-	2%	1%	
Heston's Fantastical Food	7%	7%	7%	2%	4%	12%	19%	5%	5%	4%	8%	6%	4%	7%	12%	-	-	6%	5%	
None of these	10%	12%	9%	16%	9%	6%	8%	8%	4%	17%	7%	10%	7%	11%	10%	-	22%	11%	9%	

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Which, if any, of the following cooking shows would you say is your favourite? (Please select ONE option only)

	Unweighted base	374	188	61	63	16	11	35	219	33	26	5	62	29
Base: All GB children aged 13 to 19 who watch any cooking shows		375	177	53	85	15	15	30	198	27	30	4	72	45
Hell's Kitchen	7%	5%	7%	-	-	46%	20%	4%	27%	8%	-	1%	18%	
Ready Steady Cook	1%	2%	-	-	4%	-	-	2%	2%	-	-	-	-	
The Great British Bake Off	34%	29%	39%	51%	20%	5%	25%	27%	19%	58%	16%	47%	36%	
The Hairy Bikers	9%	11%	10%	4%	4%	4%	11%	12%	8%	7%	-	4%	6%	
Masterchef	12%	16%	13%	6%	-	23%	5%	14%	18%	-	27%	12%	4%	
Come Dine With Me	18%	19%	18%	18%	25%	3%	20%	20%	18%	12%	-	16%	21%	
Jamie's Ministry of Food	2%	3%	5%	-	5%	-	3%	4%	5%	-	-	-	-	
Heston's Fantastical Food	7%	7%	2%	9%	7%	11%	7%	7%	3%	4%	-	7%	14%	
None of these	10%	8%	6%	12%	34%	8%	10%	11%	-	10%	58%	14%	1%	