

HomeTrend Brief: Men and Meal Preparation

Table of Contents

BACKGROUND

METHODOLOGY

SUMMARY OF KEY FINDINGS

Amount of meal preparation done by male head of household

Meal occasions where male head of household helps with food prep

Type of meal preparation being done by the male head of household

Amount of grocery shopping done by male head of household

The decision-maker on food prep equipment and major appliances

Use of recipes by male head of household

Reasons why male head of household helps with food prep

Where the male head of household gets his information

CONCLUSIONS

APPENDIX I: BACKGROUND ON THE HOMETREND INFLUENTIALS PANEL