Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

Final evaluation cooking sessions
Prepared for DG SANCO – June 2014

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CONTENTS

Assess the impact of the pilot project (cooking sessions) aimed at increasing the consumption of fresh fruit and vegetables

Pilot project in Romania, Bulgaria and Slovakia
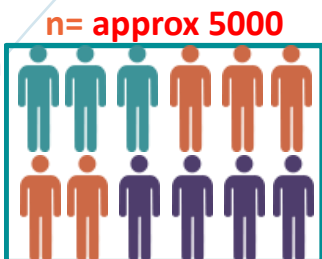
To measure

• Recall (event, messages, tools),
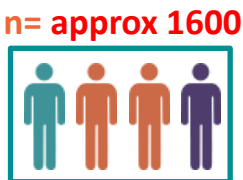
• Overall appreciation/satisfaction

Targets:
Children, young mother, the elderly and pregnant women with low income

KEY CONSTRAINTS ON RECRUITMENT BASES

Total participation in cooking session across the 3 countries

n= approx 5000

Total attendees per country
(one person could have attended different sessions)

n= approx 1600

Total eligible agreements : 162 up to 690
(have accepted to give their phone contact for the evaluation, and have attended a session in the past 4 months)

n= 7451
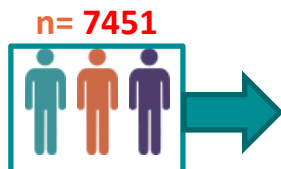
TARGET	ROMANIA	SLOVAKIA	BULGARIA	TOTAL 3 PAYS
Pregnancy 1	51	38	33	122
Young mother 2	2	5	9	16
Parents 3	484	33	140	657
Parents 1+2+3	537	76	182	795
Senior 4	153	86	207	446
Total	690	162	389	7451

1- NO WAY TO BUILD BALANCED SUB-SAMPLES PER TARGET
➔ *OUR RECOMMENDATION WAS TO GATHER TARGETS 1-2-3 IN A LARGER « PARENTS » CLUSTER*

2- CONTACTS AVAILABLE ARE VARIABLE FROM A COUNTRY TO ANOTHER FROM 162 IN SLOVAKIA TO 690 IN ROMANIA.
➔ *OUR RECOMMENTION WAS TO BUILD SAMPLE PER COUNTRY AND A GLOBAL BALANCED SAMPLE*

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- **QUESTIONNAIRE LENGTH:**   **15 minutes of questionnaire**

- **METHODOLOGY:**   **98% telephone - 2% online** *(only in Slovakia)*

- **TARGET:**   **People who participated to cooking sessions**

- **RECRUITMENT PROCESS:**   **Eligible contacts provided by local agencies**

- **FIELDWORK DATE:**   **May 15th to 28th – 2014**

- **SAMPLE:**

Country	Young mothers	Pregnant women	Parents of children who participated to cooking session	« Parents »	Seniors	TOTAL
Bulgaria	2	15	48	65	55	120
Romania	0	8	53	61	39	100
Slovakia	0	21	11	32	43	75
						295

In the report, overall re-balanced sample is presented
(3 countries= same weight)

When relevant, significant differences are presented between overall sample and sub groups

(country, target, sociodemographics criteria). Khi 2 significant test systematically done (90%)

Affairs

Countries' identity

Participants in Romania
n=100

Parents of children who participated to cooking session	**+++**
Inactive	**+++**
Married	**+++**

Participants in Bulgaria
n=120

Attended few sessions (from 1 to 3)	**+++**
Tertiary education	**+++**
Employed	**+++**

Participants in Slovakia
n=75

Have children from 1 to 4 yo	**+++**
Attended more than 6 sessions	**+++**
Pregnancy woman	**+++**

KEY LEARNINGS

- **VERY GOOD APPRECIATION:**
  - **71% with a very high overall appreciation (score/10),**
  - **A majority with high appreciation on organisation, quality of coaching, global atmosphere,**
  - **80% with a strong interest (score/10),**
  - **Recipes (42% of spontaneous mentions).**

- **GOOD UNDERSTANDING and RECALL of key messages:**
  - **Spontaneous mentions: Healthy food (82%) including importance/benefits to eat healthy (25%), how to eat healthily (21%), fruits and vegetables mentions (18%),**
  - **One declarative learning: importance to eat healthy (25%).**

- **DECLARATIVE IMPACT:**
  - **92% have eaten more fruits and vegetables,**
  - **97% feel more informed about nutrition,**
  - **Parents of children who participated to cooking sessions ➜ have eaten more fruits and vegetables (80% absolutely),**
  - **91% spread the voice to their family and 84% to their friends.**

- **A PARTICULAR SUCCESS in:**
  - **ROMANIA ➜** more inactive, married and parents of children,
  - **Participants with a HIGH PARTICIPATION RATE,**
  - **"PARENTS" target** *(pregnant & young women, children)* ➜ particularly children…

Very positive evaluation

Very high **GENERAL OPINION** on the sessions

SCORE = 10

71% **of total participants,** n=295

90% **of participants in ROMANIA,** n=100

Participants who attended…

MORE THAN 6 SESSIONS
n=59

83%

1 to 3 sessions
n=88

63%

60% **4 to 6 sessions**
n=62

75%
of « PARENTS »
n=155
(pregnancy women, young mother, children)

67%
of « seniors »
n=140
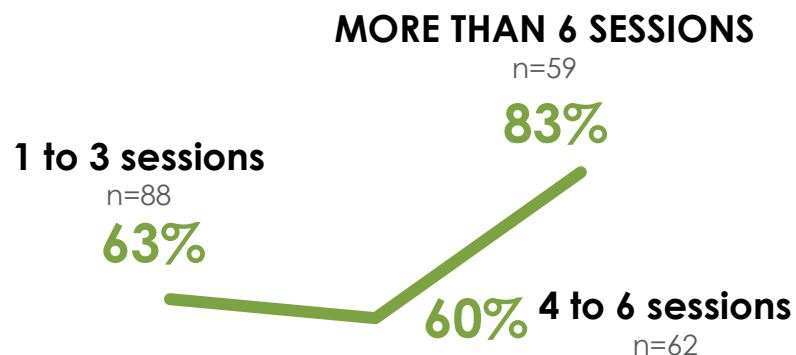
Don't remember: n=86

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

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Very high OPINION on THE CONTENT particularly in Romania

SCORE = 10

	Total participants n=295	Participants in Romania n=100
Organisation	83%	94%
Quality of the coaching	83%	96%
Global Atmosphere	82%	93%
Useful	81%	91%
Interesting	80%	94%
Food ingredients distributed	77%	95%
Recipes cooked during the session	76%	91%
Informative	76%	91%
Level of interactivity during the session	73%	89%
Practical	71%	85%
Convincing	62%	85%

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

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THE CONTENT is much more appreciated when HIGH PARTICIPATION RATE

SCORE = 10

	Total participants n=295	**Participants who attended MORE THAN 6 SESSIONS** n=59
Global Atmosphere	**82%**	**92%**
Quality of the coaching	**83%**	**96%**
Level of interactivity during the session	**73%**	**90%**
Informative	**76%**	**88%**
Practical	**71%**	**86%**

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

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Good impact on food consumption habits

Since the cooking sessions…

In %	"Yes absolutely" + "Yes somewhat"	Total sample n=295	Romania n=100	Bulgaria n=120	Slovakia n=75
Feel more informed about nutrition		97	97	99	94
Have eaten more fresh vegetables and fruits		92	99	92	84
Have ever tried to cook the recipes of the sessions at home		85	87	78	91
Have changed the way you shop for food		78	87	73	72
Have changed the way you eat		78	91	68	75
Have cooked in family more frequently		67	85	78	37
Have cooked yourself more frequently		63	85	64	39

Q5. Since the cooking sessions, would you say that…

Significant differences between total sample vs. countries

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Strong benefits perceived in day-to-day behaviors

Benefits of the sessions…

In %   "Yes absolutely" + "Yes somewhat"

	Total sample n=295	Romania n=100	Bulgaria n=120	Slovakia n=75
I learned what is good to eat to improve my wellbeing	98	100	99	(94)
Good reminders on how to cook healthy food	98	100	99	94
Really easy to understand and to put in practice	97	98	96	97
Has given me ideas of recipes	96	98	93	98
I learned how to cook more healthily	93	(100)	91	88
They/ it has improved my consumption of fruits and vegetables	93	98	90	92
Has helped me to introduce fruits and vegetables in my day to day cooking	92	(99)	90	88

Significant differences between total sample vs. countries
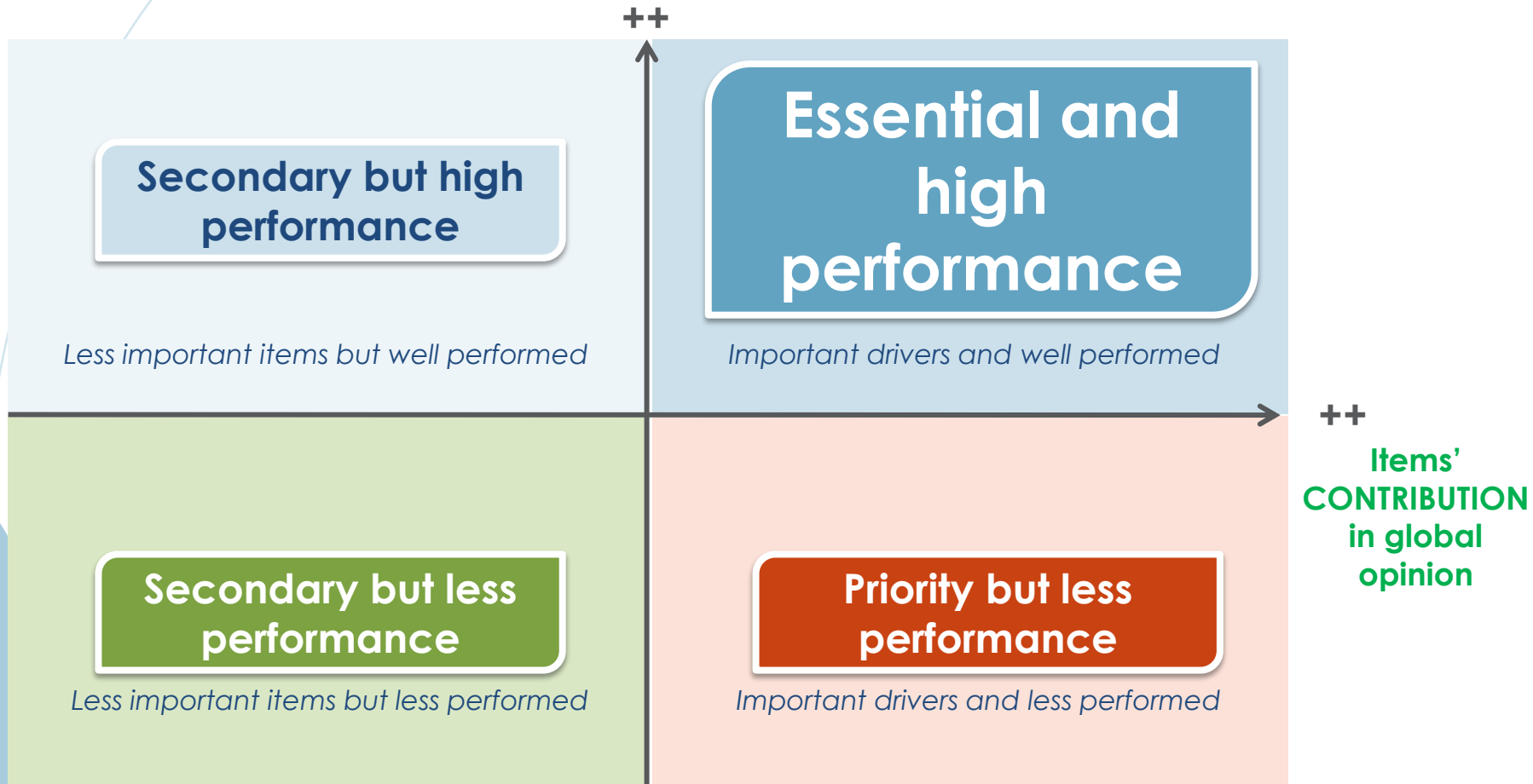
Q6. Do you strongly agree, agree, disagree, or strongly disagree with the following statements about the benefits of the sessions…?

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Contribution/ Performance matrix:
How to read the matrix?

**Score for each item =
PERFORMANCE/ OPINION**

++

Secondary but high performance	**Essential and high performance**
Less important items but well performed	*Important drivers and well performed*
Secondary but less performance	**Priority but less performance**
Less important items but less performed	*Important drivers and less performed*

++

Items' CONTRIBUTION in global opinion

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

A lot of drivers which contribute to the performance and particularly the ORGANISATION and LEVEL OF INTERACTION

Score for each item = PERFORMANCE/ OPINION

Items' CONTRIBUTION in global opinion

- Quality of the coaching team
- Global atmosphere
- Organisation
- Recipes cooked during the session
- Level of interactivity during the session
- Useful
- Interesting
- Informative
- Practical
- Food ingredients distributed at the end of the session
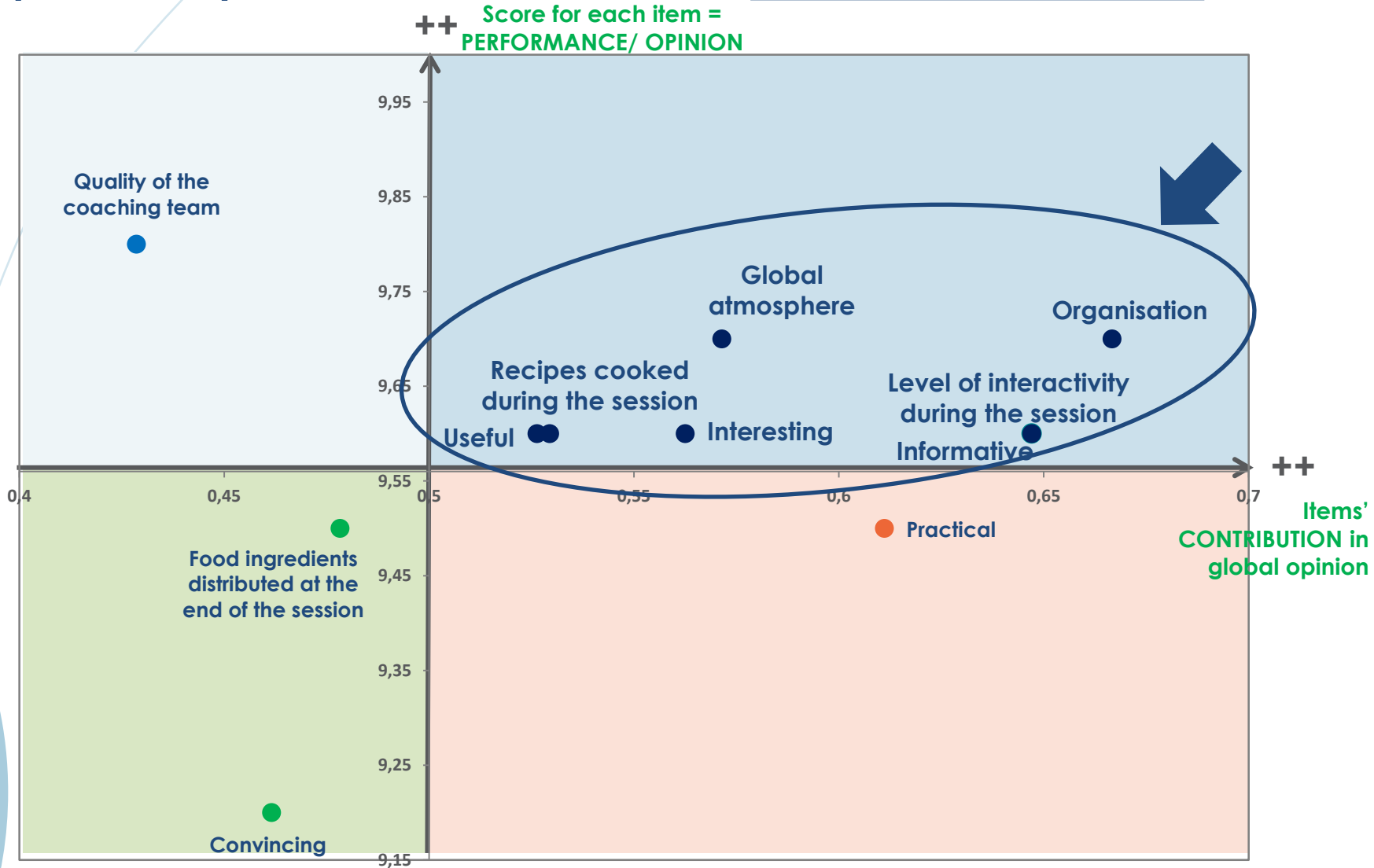- Convincing

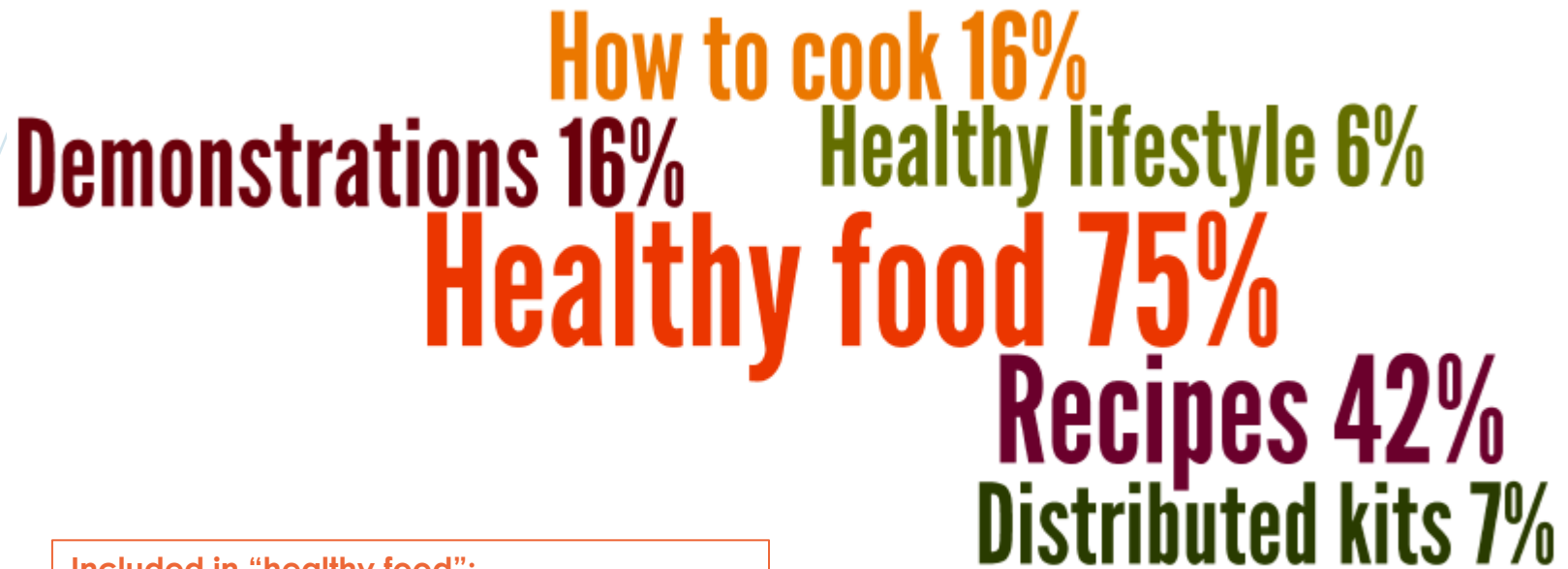Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

Key elements recalled:
HEALTHY FOOD & RECIPES

Open-ended question

How to cook 16%

Demonstrations 16%   Healthy lifestyle 6%

Healthy food 75%

Recipes 42%

Distributed kits 7%

Included in "healthy food":
- **General mention 22%**
- **Fruits/ Vegetables mentions 27%**
- **How to eat healthy 12%**
- **Importance/ benefits to eat healthy: 12%**
- **Salads 11%**

We present only % higher than 5% (detail in appendix): 29, 30, 31

Q2. What do you/ your kid/kids remember from the cooking sessions you/he/they attended? (open ended question)

Open-ended question

Demonstrations 6%

Healthy food 82%

Recipes 10% How to cook 22%

Included in "healthy food":
- **General mention 32%**
- **Importance/benefits of eating healthily 25%**
- **How to eat healthy 21%**
- **Fruits/ Vegetables mentions 18%**

We present only % higher than 5% (detail in appendix): 32, 33, 34

Q3. What were the key learnings you/your kid/kids got there?

Participants spread the word to their family and friends

Speak about cooking session with…

In % YES	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
FAMILY	91	92	82 →[T,R,S]	97 →[T,R,B]
FRIENDS	84	84	82	87

→[T,R,B,S]   → [T,R,B,S]   Significant differences between total sample vs. parents vs. seniors

Q7. Did you/ your kid/kids speak about cooking session with…?

Focus on Bulgaria & Slovakia:

Room for improvements

SCORE = 1-7

Not totally "CONVINCING"

13%
Total participants
n=295

23%
participants in Bulgaria
n=120

Not totally "INFORMATIVE"

6%
Total participants
n=295

12%
participants in Bulgaria
n=120

Not totally satisfy on "FOOD INGREDIENTS DISTRIBUTED"

7%
Total participants
n=295

15%
participants in Bulgaria
n=120

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

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Impact of cooking sessions: 1 on 3 did not change cooking habits and a majority in Slovakia

TOTAL NOT REALLY / NOT AT ALL

	Total participants n=295	Participants in Slovakia n=75
Have cooked yourself more frequently	34	60
Have cooked in family more frequently	28	59
Have changed the way you eat	22	
Have changed the way you shop for food	20	
Have ever tried to cook the recipes of the sessions at home	14	
Have eaten more fresh vegetables and fruits	8	16
Feel more informed about nutrition	3	

Q5. Since the cooking sessions, would you say that...

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Conclusion

KEY LEARNINGS

- **VERY GOOD APPRECIATION:**

  – **71% with a very high overall appreciation (score/10),**

  – **A majority with high appreciation on organisation, quality of coaching, global atmosphere,**

  – **80% with a strong interest (score/10),**

  – **Recipes (42% of spontaneous mentions).**

- **GOOD UNDERSTANDING and RECALL of key messages:**

  – **Spontaneous mentions: Healthy food (82%) including importance/benefits to eat healthy 25%, how to eat healthy 21%, fruits and vegetables mentions (18%),**

  – **One declarative learning: importance to eat healthy (25%).**

- **DECLARATIVE IMPACT:**

  – **92% have eaten more fruits and vegetables,**

  – **97% feel more informed about nutrition,**

  – **Parents of children who participated to cooking sessions ➔ have eaten more fruits and vegetables (80% absolutely),**

  – **91% spread the voice to their family and 84% to their friends.**

- **A PARTICULAR SUCCESS in:**

  – **ROMANIA ➔** more inactive, married and parents of children,

  – **Participants with a HIGH PARTICIPATION RATE,**

  – **"PARENTS" target** *(pregnant & young women, children)* ➔ particularly children...

Appendix

Profile per country: significant differences between countries

	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
Educational				
Primary et lower education	15	24	4	16
Secondary education	51	57	51	47
Tertiary education	33	19	44	36
Target				
Pregnancy	16	8	12	28
Young mother	1	0	2	0
Parents	36	53	40	15
S/t Parents	53	61	54	43
Senior	47	39	46	57
N° sessions				
Don't Know	29	32	2	53
1 to 3 sessions	30	17	70	3
4 to 6 sessions	21	20	28	15
More than 6 sessions	20	31	0	29

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

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Very positive evaluation:

General opinion per country: a majority of participants are very satisfied (score of 10) and particularly in Romania where the majority is inactive

In %

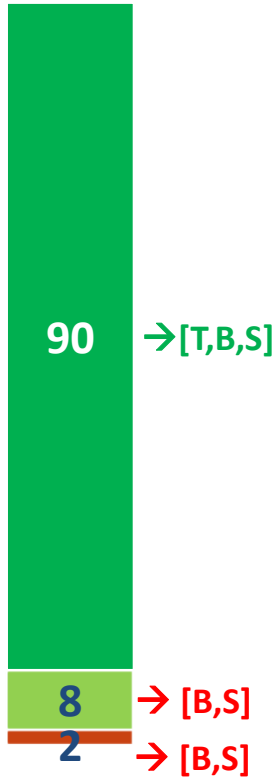|	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
Average *(standard deviation)*	9,5 (1)	9,9 [T,B,S] (0,5)	9,1 (1,2)	9,4 (1,1)

Total sample: Score 10 = 71, Scores from 8 to 9 = 21, Scores from 5 to 7 = 8

Romania: Score 10 = 90 →[T,B,S], Scores from 8 to 9 = 8 → [B,S], Scores from 5 to 7 = 2 → [B,S]

Bulgaria: Score 10 = 54 → [T,R,S], Scores from 8 to 9 = 33 → [T,R], Scores from 5 to 7 = 13

Slovakia: Score 10 = 69, Scores from 8 to 9 = 23, Scores from 5 to 7 = 8

- ■ Score 10
- ■ Scores from 8 to 9
- ■ Scores from 5 to 7

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

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General opinion per target: parents are much more satisfied than seniors and particularly those with a child who participated to sessions

In %

	Total sample n=295 [T]	"Parents" target n=155 [P]	"Seniors" target n=140 [S]
Average *(standard deviation)*	**9,5** *(1)*	**9,5** *(1)*	**9,4** *(1,1)*

Total sample [T]: Score 10 = 71, Scores from 8 to 9 = 21, Scores from 5 to 7 = 8

"Parents" target [P]: Score 10 = 75 →[S], Scores from 8 to 9 = 17, Scores from 5 to 7 = 8

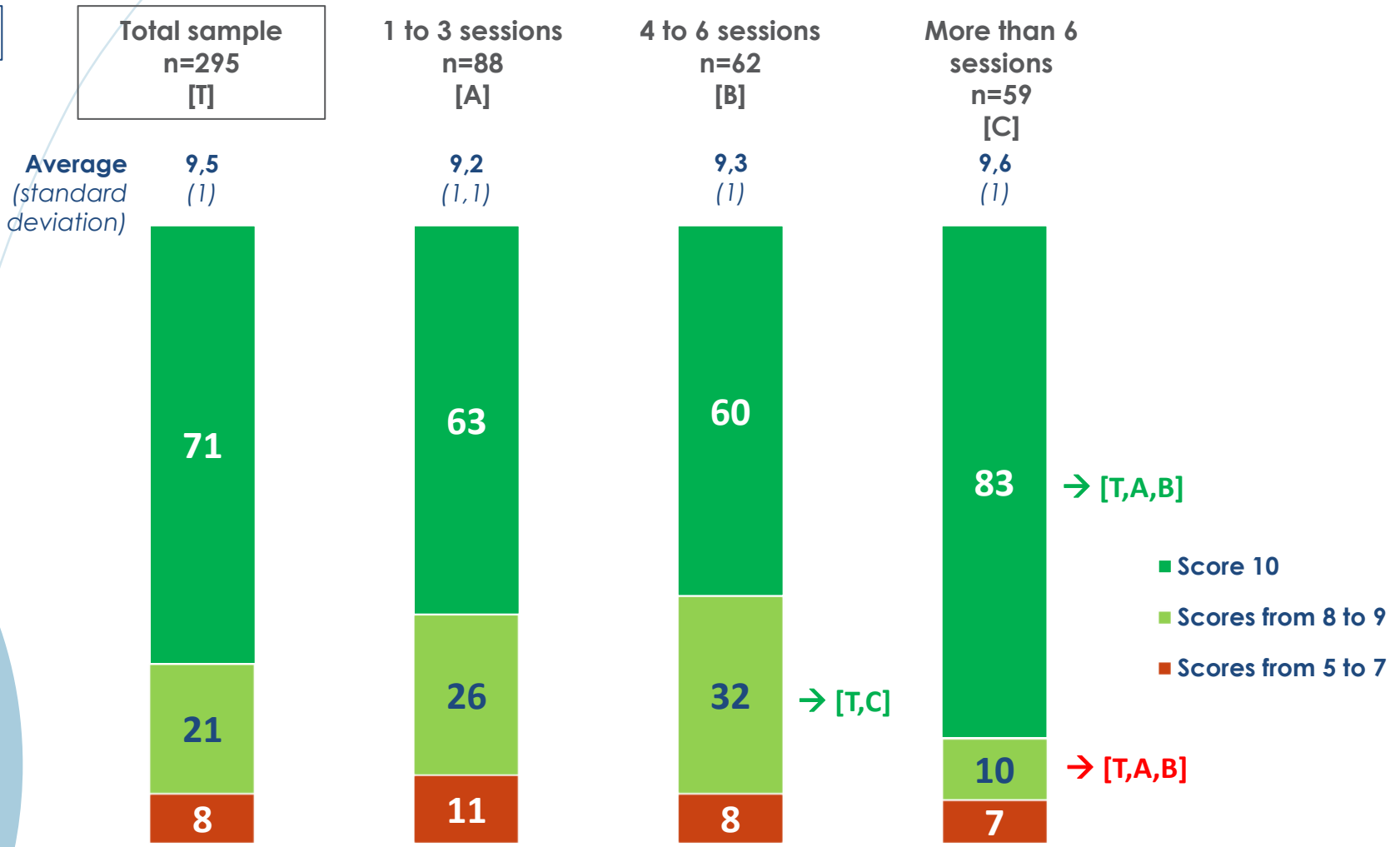"Seniors" target [S]: Score 10 = 67, Scores from 8 to 9 = 26, Scores from 5 to 7 = 7

■ Score 10
■ Scores from 8 to 9
■ Scores from 5 to 7

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

General opinion per participation rate: more participation better satisfaction

In %

	Total sample n=295 [T]	1 to 3 sessions n=88 [A]	4 to 6 sessions n=62 [B]	More than 6 sessions n=59 [C]
Average (standard deviation)	9,5 (1)	9,2 (1,1)	9,3 (1)	9,6 (1)

Total sample [T]: Score 10 = 71, Scores from 8 to 9 = 21, Scores from 5 to 7 = 8

1 to 3 sessions [A]: Score 10 = 63, Scores from 8 to 9 = 26, Scores from 5 to 7 = 11

4 to 6 sessions [B]: Score 10 = 60, Scores from 8 to 9 = 32 → [T,C], Scores from 5 to 7 = 8

More than 6 sessions [C]: Score 10 = 83 → [T,A,B], Scores from 8 to 9 = 10 → [T,A,B], Scores from 5 to 7 = 7

Legend:
- Score 10
- Scores from 8 to 9
- Scores from 5 to 7

Q1. We would like your/his/their general opinion on the sessions you/your kid/ kids attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

What did they remember? (detail)

HEALTHY FOOD	64
Healthy food (general mention)	22
Fruits' mentions	18
Vegetables' mentions	18
Salads	13
Fruits salad	7
Vegetables salad	6
New kinds of food we haven't used before	4
Sweets/Dessert with fruits	4
Spreads	2
Ingredients (species..)	1
Soups	1
RECIPES	**42**
New recipes	7
Book of recipes	2
Fruits recipes	2
Vegetables recipes	1
DEMONSTRATIONS	**16**
Cooking exercises	3
Cooking original dishes	1
Figures with fruits/ vegetables - Dressing meals	4
Tasting	3
Tasting prepared-meals	1
Tasting food	1
Lectures	2
HOW TO COOK	**16**
Food preparation	8
How to cook vegetables	2
Different dishes	1
How to cook sweets	6

HOW TO EAT HEALTHY	12
Food combination	2
Food structure	2
Food quality	1
Suitability of food for body	2
The way of eating (timing, frequency…)	1
Food to avoid	2
Advise for pregnant woman	1
IMPORTANCE/ BENEFITS TO EAT HEALTHY	**12**
Importance of eating vegetables and fruits	10
Benefits understanding	2
DISTRIBUTED KITS	**7**
Brochure	3
Book of recipes	1
Baskets with fruits and vegetables	3
GENERAL MENTION ON HEALTHY LIFESTYLE	**6**
Sports	1
He likes it/We like it	4
Socialization	1
GENERAL SATISFACTION/ INTEREST SESSIONS	**5**
Kind/helpful instructors	2
Skills of instructors	1
Learn new things/Educative	2
DO NOT REMEMBER ANYTHING	**1**
EVERYTHING WAS OK	**4**

Open-ended question

Q2. What do you/ your kid/kids remember from the cooking sessions you/he/they attended? (open ended question)

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Who recall the most **RECIPES** from cooking sessions?

Open-ended question

In %

90%
of primary educational
n=10*

77%
of participants in Slovakia
n=75

56%
of « pregnancy women » target
n=47

42%
Total participants
n=295

25%
of participants in Romania
n=100

23%
of participants in Bulgaria
n=120

21%
of participants who attended 1 to 3 sessions
n=88

25%
of obese person (BMI >30)
n=35

Q2. What do you/ your kid/kids remember from the cooking sessions you/he/they attended?

KEY LEARNINGS from cooking sessions (detail)

In %

Open-ended question

Healthy food (general mention)	60
Healthy food (general mention)	*32*
Fruits/Vegetables mentions	*18*
Salads	*7*
Ingredients (species..)	*4*
Cakes	*4*
Fruit salad	*3*
New kinds of food we haven't used before	*2*
Spreads	*2*
Food without meat	*1*
Soups	*1*
Importance/ benefits to eat healthy	**25**
Importance of eating vegetables and fruits	*13*
Benefits understanding	*1*
Activeness and relax of the body	*1*
Recipes	**10**
New recipes	*3*
Book of recipes	*1*
How to cook	**22**
Food preparation	*13*
How to cook vegetables	*3*
Different dishes	*2*
How to cut/how to cut fruits	*2*
How to wash the fruits	*2*

How to eat healthy	21
The way of eating (timing, frequency…)	*6*
Food combination	*5*
Food to avoid	*4*
Food structure	*4*
Suitability of food for body	*1*
Food quality	*1*
General satisfaction/ interest	**1**
General mention on healthy lifestyle	**7**
Sports	*2*
Hygiene/ to be clean	*2*
To socialize	*2*
Do not remember anything	*2*
Everything was ok	*2*

Q3. What were the key learnings you/your kid/kids got there?

Who mentioned more __HEALTHY FOOD__ as key learnings?

In %

HEALTHY FOODS

60%
Total participants
n=295

71%
of participants in Romania
n=100

75%
of participants in Slovakia
n=75

48%
of « pregnancy women » target
n=47

51%
of « primary & lower educational » target
n=43

VEGETABLES & FRUITS MENTIONS

18%
Total participants
n=295

28%
of participants in Bulgaria
n=120

Q2. What do you/ your kid/kids remember from the cooking sessions you/he/they attended?

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In %

25%
Total participants
n=295

35%
of participants in Bulgaria
n=120

36%
of parents with a child who participated
n=106
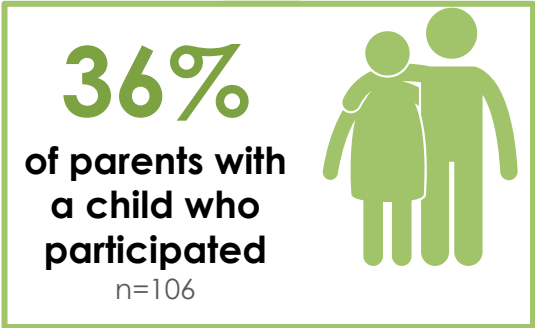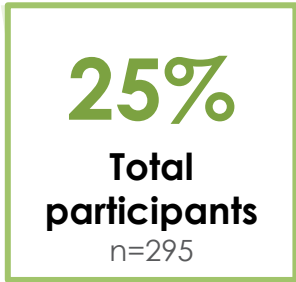
Detailed satisfaction

In %

Item	Ne sait pas	S/t 1 - 4	S/t 5 - 7	S/t 8 - 9	10
Quality of the coaching team	3	1		13	83
Organisation	1		2	14	83
Global atmosphere			3	14	82
Useful			6	13	81
Interesting			3	16	80
Food ingredients distributed at the end of the session		1	6	17	77
Informative			6	19	76
Recipes cooked during the session		1	4	19	76
Level of interactivity during the session	3		3	21	73
Practical			5	23	71
Convincing		1	13	25	62

Legend: Ne sait pas ■ S/t 1 - 4 ■ S/t 5 - 7 ■ S/t 8 - 9 ■ 10

Base: total sample (n=295)

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one).

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Focus on Slovakia:

Room for improvements

3 in 10 participants declared they have not been cooking more frequently since sessions and a majority in Slovakia (60%)

In %

Total "not really" + "not at all"

	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
Have cooked yourself more frequently	34	14	29	60 →[T,R,B]
Have cooked in family more frequently	28	13	13	59 →[T,R,B]
Have changed the way you eat	21	11 →[T,B,S]	27	27
Have changed the way you shop for food	20	9 →[T,B,S]	27	25
Have ever tried to cook the recipes of the sessions at home	14	13	20	9 →[B]
Have eaten more fresh vegetables and fruits	8		8	16 →[T,R,B]
Feel more informed about nutrition	3	3	1	5

Q5. Since the cooking sessions, would you say that…

Food consumption habits

A daily consumption of fresh fruits and vegetables in the last 5 days

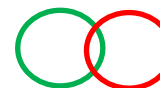In %

DAILY CONSUMPTION	Total sample n=295	Romania n=100	Bulgaria n=120	Slovakia n=75
Fresh fruits	86	86	84	87
Bread	84	81	91	80
Fresh vegetables	79	86	83	68
Cheese	58	66	62	45
Non- flavoured milk	51	67	52	33
Meat	40	59	45	16
100% fresh juice (orange, apple…)	24	32	25	16
Sodas	7	10	10	1
Fish	5	10	3	1
Fast food (burger, frozen French fries…)	3	5	3	0
Chips	1	3	0	0

Significant differences between total sample vs. countries

Q8. In the last 5 days, at which frequency did you/ your kid eat or drink?

Romania eat less fruits and vegetables compare to others countries

In Average

Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]

Meals including breakfast **eaten yesterday**

3,4	**2,9** →[T,B,S]	**3,4**	**3,9**

Q9. How many meals did you *(your kid/kids)* have yesterday…?

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Recent fruits and vegetables consumption

**In %
YES**

	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
Fresh fruits	91	89	89	95
Fresh vegetables	88	84	94	87
Meat	69	70	70	68
Fish	14	1	14	16
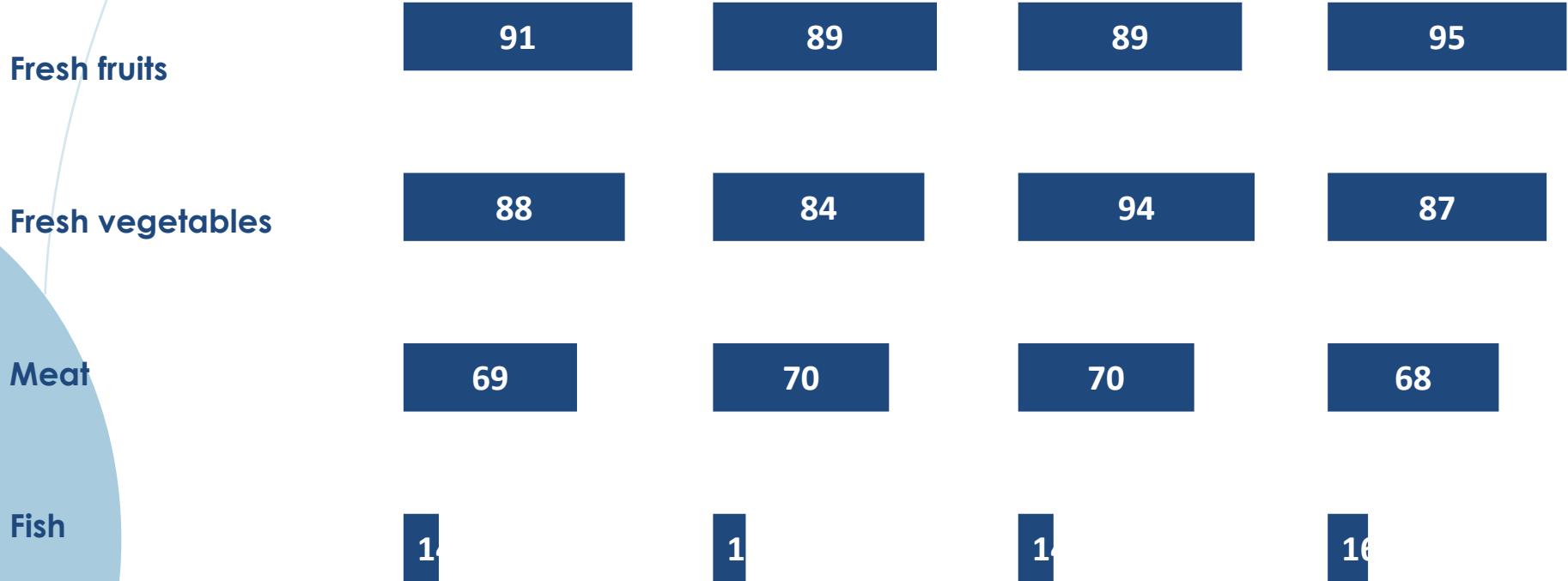
A majority of participants cooked for themselves

In %
YES

	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
I cooked for myself	89	95	95	77 →[T,R,B]
Pre-prepared meal	7	5	13	1 →[T,R,B]
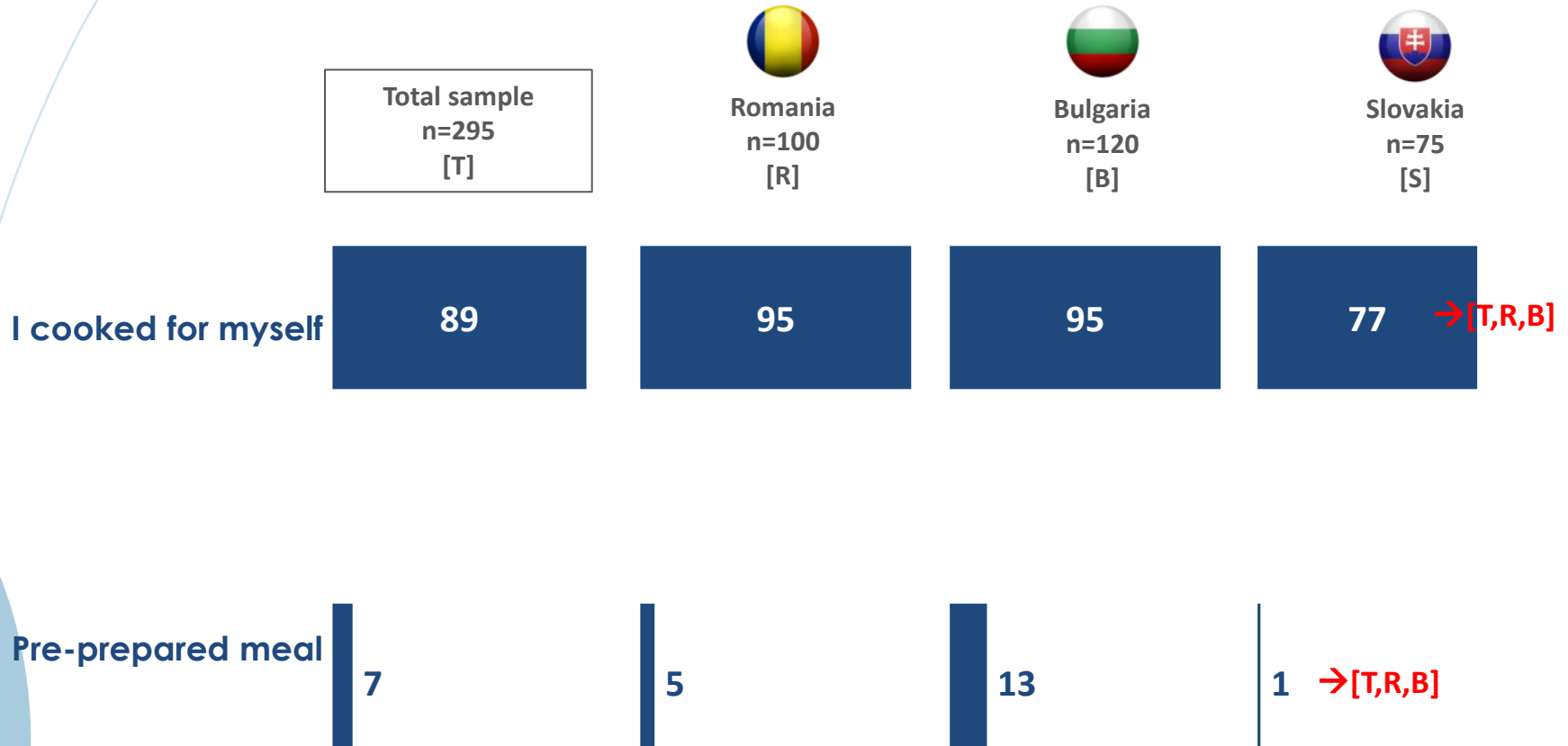
Perception of cooking: in Romania cooking is not associated with eating healthy food (45%)

In %

	Total sample n=295 [T]	Romania n=100 [R]	Bulgaria n=120 [B]	Slovakia n=75 [S]
A way to eat healthy food	83	55 →[T,B,S]	97 →[T,R]	97 →[T,R]
A pleasure	79	70	90 →[T,R,S]	76
An habit	62	31 →[T,B,S]	81 →[T,R]	73 →[T,R]
A way to save money	53	30 →[T,B,S]	62	65 →[T,R]
An obligation	43	12 →[T,B,S]	65 →[T,R,S]	52
A difficulty	8	6	9	8
A waste of time	7	0 →[T,S]	3	17 →[T,R,S]

Q12. For you, cooking is...

Commitments: Professional Codes, Quality and Data Protection
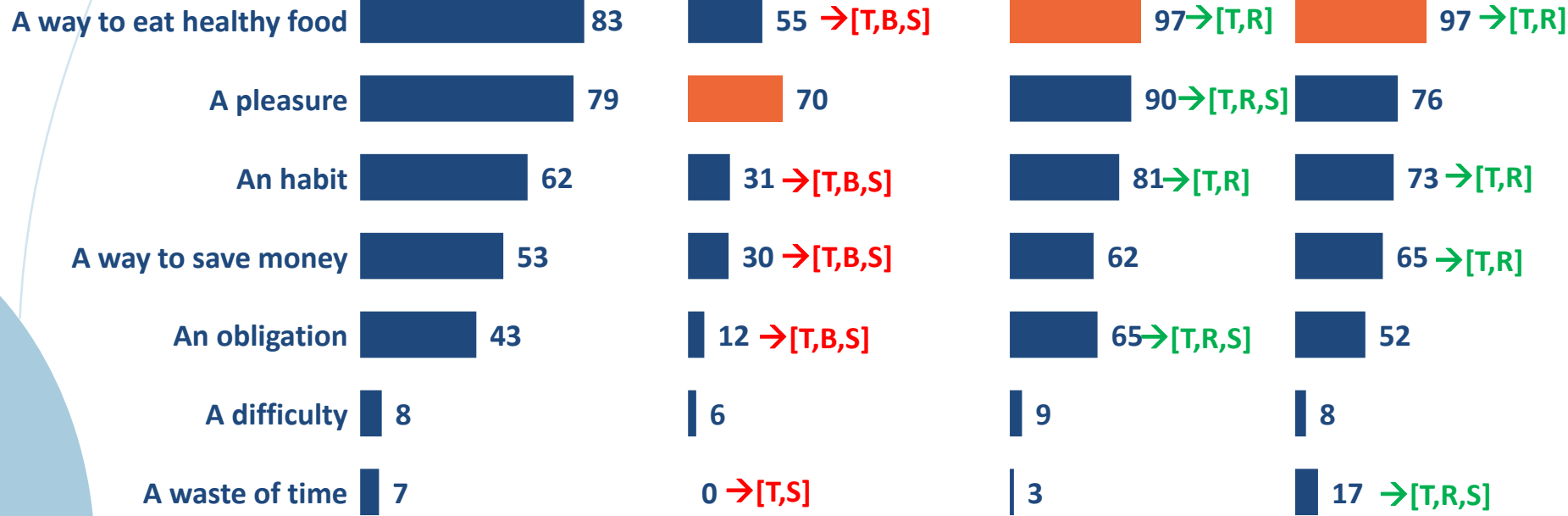
- Ipsos France is currently a member of the following organizations :

  - **SYNTEC** (Professional association of French market research companies)

  - **ESOMAR** (European Society for Opinion and Market Research)

- As such, Ipsos (France) and its subsidiaries use the code ICC / ESOMAR Market Studies and Opinion. This code defines the ethical rules of professional market research and establishes safeguards enjoyed by respondents.

- Ipsos (France) and its subsidiaries undertake to comply with Article 29 of the Data Protection Act of 6 January 1978 amended in 2004 and the recommendations of the CNIL

- Ipsos (France) and its subsidiaries are certified **ISO 9001**: 2008 and **ISO 20252**: version 2006 by Bureau Veritas Certification.

- This report complies with these international Quality Standards.

Good morning/ Good afternoon, my name is XXXXX from Ipsos, an independent research Agency. You or your child attended [one] [different] Taste Booster cooking session[s] in the past 6 months organised by [association programmer: please add reference contact list] and sponsored by the European Union. Thanks a lot for the agreement you gave to [association] to be part of this evaluation. It is really key for the European Union and [association programmer: please add reference contact list] to get your feedback to assess the program and improve it.

Your participation in this research is greatly appreciated. The information you are going to provide will be treated in the strictest confidentiality and will be used for statistical purposes only – it will neither be linked to you personally nor to your child or the child you are in charge of. This research is being carried out in full compliance with the international codes of market research of the ICC/ESOMAR **(international organisation for encouraging, advancing and elevating market research worldwide)**

Do you have few minutes to answer our questionnaire? It will take you around 10 minutes.

1. Yes➔ questionnaire
2. No ➔ appointment ➔ Can I call you at a more convenient moment?

S9. Target profile
1. Pregnant
2. Young mother
3. Parents
4. Senior

For all
S0. Gender

1. Male
2. Female

For all
S1a. How many cooking sessions did you attend?
Interviewer: allow respondent to provide their own answer

_____ ➔ **STOP INTER IF 0 only if S9= codes 1, 2, 4**
Program: [0-20]
Interviewer: If they do not remember, please code 99 and continue survey

If S9= code 3 (parents)
S1b. How many cooking session did your kid/kids attend?
Interviewer: allow respondent to provide their own answer

_____ ➔ **STOP INTER IF 0**
Program: [0-20]
Interviewer: If they do not remember, please code 99 and continue survey

S1c. When did [if S9= code 1, 2, 4 ➔ "you";if S9= code 3 ➔ "your kid/kids"] attend each cooking session?

Interviewer: please note FOR EACH N° OF SESSION from the latest to the oldest in S1a/b

_____ MONTH/ YEAR
_____ MONTH/ YEAR
_____ MONTH/ YEAR

To start, we would like to ask you some general questions...

For all
S2a. How old are you...?
Interviewer: please note

_____ years old

If S9= code 3 (parents)
S2b. How old is your kid/kids who attended the session(s)...?
Interviewer: please note for each child

_____ years old
_____ years old
_____ years old

For all
S3. Which city do you live in...?
Interviewer: please list items

Bulgaria
1. Lovech
2. Troyan
3. Other city (please specfy): _____

Slovakia
4. Košice
5. Poprad
6. Other city (please specfy): _____

Romania
7. Medgidia
8. Roman
9. Other city (please specfy): _____

For all
S4. What is your current situation ...?
Interviewer: please list items
Interviewer: if respondent do not want to answer, please code: DK

1. Single
2. Married
3. In a couple
4. Divorced, separated
5. Widowed
6. Don't know

S5. How many persons are living in your home (please exclude yourself)...?
Interviewer: please note

_____ Numbers of persons

S6. How many children up to 18 years old are living with you...?
Interviewer: please note

1. _____ Numbers of children
2. Do not have children in charge

If S6= code 1
S7. How old are they ...?

Interviewer: please note FOR EACH CHILD
_____ years old
_____ years old
_____ years old

For all

S8. What is your current occupation ...?
Interviewer: please list items

1. Employed
2. Employed but currently on maternity leave
3. Student
4. Retired person
5. Unemployed, looking for a job
6. Other, please specify: _____

Sessions evaluation

Q1. We would like [if S9= code 1, 2, 4 ➔ "your";if S9= code3 ➔ "his/ their"] general opinion on the sessions [if S9= code 1, 2, 4 ➔ "you" ;if S9= code 3 ➔ "your kid/kids"] attended. On an absolute scale from 1 to 10, please give a score (1 being a very low grade and 10 a very good one).

Interviewer: please note
|—|

Q2. What do [if S9= code 1, 2, 4 → "you" ;if S9= code3 → "your kid/kids"] remember from the cooking sessions [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "he/they"] attended?
Interviewer: please leave free answer and ask "what more" twice

Q3. What were the key learnings [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] got there?
Interviewer: please leave free answer and ask "what more" twice

Q4. We would like your detailed opinion about different elements. On an absolute scale from 1 to 10, how would you rate the following items about the sessions (1 being a very low grade and 10 a very good one)

Interviewer: please note- code 99 if DK

Only for S9= code 3: code 98 if do not concerned

Random

	/10
1. Organisation	
2. Global atmosphere	
3. Quality of the coaching team (Chef, Dietician, hosting team)	
4. Food ingredients distributed at the end of the session	
5. Level of interactivity during the session	
6. Recipes cooked during the session	
7. Interesting	
8. Useful	
9. Informative (gave [If S9= code 1, 2, 4 → "you" ;If S9= code 3 → "your kid/kids"] important information)	
10. Practical (gave [If S9= code 1, 2, 4 → "you" ;If S9= code 3 → "your kid/kids"] concrete tips)	
11. Convincing (convinced [If S9= code 1, 2, 4 → "you" ;If S9= code 3 → "your kid/kids"] to change your cooking habits)	

Q5. Since the cooking sessions, would you say that...
Interviewer: one answer per item
Random
Code 98 if do not concerned (only for S9= code 3)

	1. Yes, absolutely	2. Yes, somewhat	3. Not really	4. Not at all	5. I don't know
1. You have changed the way you shop for food					
2. Have changed the way [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] eat					
3. You have cooked more frequently					
4. You have cooked in family more frequently					
5. You feel [if S9= code 3 → "your kid/kids is/are"] more informed about nutrition					
6. [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] have eaten more fresh vegetables and fruits					
7. You have ever tried to cook [if S9= code 3 → with your kid/kids)] the recipes of the sessions at home					

Q6. Do you strongly agree, agree, disagree, or strongly disagree with the following statements about the benefits of the sessions...?
Interviewer: one answer per line
random

	1. Strongly agree	2. Agree	3. Disagree	4. Strongly disagree	5. I don't know/ Does not apply
1. [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] learned how to cook more healthier					
2. They/it has improved [if S9= code 1, 2, 4 → "your" ;if S9= code 3 → "your kid/kids"] consumption of fruits and vegetables					
3. [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your child/children"] learned what is good to eat to improve my wellbeing					
4. Has given [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] ideas of recipes					
5. Has helped me to introduce fruits and vegetables in my day to day cooking					
6. Really easy to understand and to put in practice					
7. Good reminders on how to cook healthy food					

Q7. Did [if S9= code 1, 2, 4 → "you" ;if S9= code 3 → "your kid/kids"] speak about cooking session with...?
Interviewer: ask for each item, yes or no

1. [if S9= code 1, 2, 4 → "your" ;if S9= code 3 → "his/their"] family
2. [if S9= code 1, 2, 4 → "your" ;if S9= code 3 → "his/their"] friends

I will now ask you more about [if S9= code 1, 2, 4 → "your habits"; if S9= code 3 → "habits of your child/children"].

Q8. In the last 5 days, at which frequency did [if S9= code 1, 2, 4 → "you"; if S9= code 3 → "your kid"] eat or drink?
Interviewer: please one answer per items / if S9= code 3 → ask only for the oldest child
(add/qq. a to k

1. 3 times per day
2. 2 times per day
3. 1 time per day
4. 2 to 4 times in the last 5 days
5. 1 time in the last 5 days
6. Never in the last 5 days

    a. Sodas
    b. 100% fresh juice (orange, apple…)
    c. Non-flavoured milk
    d. Fresh fruits
    e. Chips
    f. Fresh vegetables
    g. Fast food (burger, frozen French fries…)
    h. Fish
    i. Meat
    j. Cheese
    k. Bread

Q9. How many meals (=dinner, lunch, breakfast) did [if S9= code 1, 2, 4 → "you"; if S9= code 3 → "your kid/kids"] have yesterday…?
Interviewer: only one answer possible, please list items
if S9= code 3 → ask only for the oldest child

1. I—I

Q10. Did [if S9= code 1, 2, 4 → "you"; if S9= code 3 → "your kid/kids"] eat yesterday…? (Several answers possible)
Interviewer: ask for each item, yes or no
if S9= code 3 → ask only for the oldest child
Random

1. Meat
2. Fish
3. Fresh vegetables
4. Fresh fruits
5. Other: please specify:_____

Q11. Did [if S9= code 1, 2, 4 → "you"; if S9= code 3 → "your kid/kids"] eat yesterday…?
Interviewer: ask for each item, yes or no

1. Pre-prepared meal
2. Meal, you cooked
3. Both

Q12. For you, cooking is…
Interviewer: ask for each item, yes or no
Programmer: please randomize items 1 to 7

1. An obligation
2. A difficulty
3. A pleasure
4. A waste of time
5. A way to save money
6. A way to eat healthy food
7. An habit

Q13. In your opinion, how many vegetables or fruits portions (=one portion is approximately a piece the size of your palm) are recommended per day to be healthy?
Interviewer: please note

I—I a day

I have final personal questions that will help us for the analysis of the results.

Q14. What is the highest level of education you attained?

1. Primary education
2. Lower secondary education
3. Junior high school/ vocational lower secondary school
4. Vocational upper secondary education
5. General upper secondary education
6. Post- secondary non-tertiary education
7. Theoretically based/research higher education

Depends about local education (in Slovakia, Bulgaria, Romania)

Q15. What is your approximate monthly household income …?
Interviewer: please list ranges

_____ approximated monthly household income

Depends about local habits (in Slovakia, Bulgaria, Romania)

Q16. How much do [if S9= code 1, 2, 4 ➔ "you"...if S9= code 3 ➔ "your oldest child who participated to cooking session"] weight currently?
if S9= code 3 ➔ ask only for the oldest child
I—I kg

Q17. How tall are [if S9= code 1, 2, 4 ➔ "you"...if S9= code 3 ➔ "your oldest child who participated to cooking session"]?
if S9= code 3 ➔ ask only for the oldest child
I—I cm

Thanks a lot for your participation.

Programmer: we will need exact day of interviewing for analysis

Date of interview: _____ day ____ month