

Covid-19 Created New Cooking & Eating Habits [Infographic]

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MANY MORE MEALS AT HOME

57% of Americans
are cooking more

34% are cooking the
same amount



(compared to April 2020)

7/10
AMERICANS

**WANT MORE
VARIETY
— AND —
EASIER-TO
PREPARE
RECIPES**

NEW COOKS IN THE KITCHEN

1/3 of Americans say they're new to
cooking at home, with:



OF URBANITES



OF GEN Z



OF DADS

BEING “FIRST-TIME” COOKS



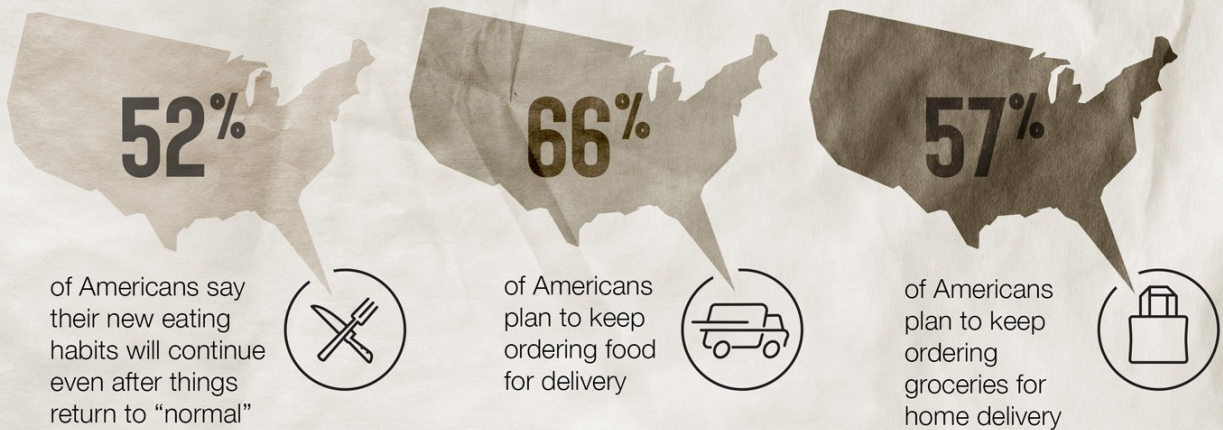
FUNCTION & FUN

3 in 4 Americans are cooking celebratory meals to make nights at home more special

HABITS BECOME WAY OF LIFE

(post-pandemic)

9 in 10 Americans plan to continue cooking most of their meals at home



This survey was conducted online within the United States by The Harris Poll on behalf of Omaha Steaks from October 5 – 16, 2020, among 2,010 U.S. adults ages 18 and older. The Harris Poll is separate from and not affiliated with Omaha Steaks, which is not responsible for their services or policies. ©2020 Omaha Steaks



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