

# Hispanic Cooking Enthusiasts - US - October 2015

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Food plays an important role in the life of Hispanics. It is around the table that Hispanics tend to have a good time with friends and family; it is through food that they express their love and keep their culture alive; it is through food that they explore and enjoy what other cultures have to offer. Due to these characteristics, Hispanics are 23% more likely than the total US population to be categorized as a Cooking Enthusiast.

This report looks at the following areas:

- Hispanic kitchens are still the dominion of women
- Attitudes differentiate Hispanic Cooking Enthusiasts from those who are not
- Hispanics cook what their families like

Being a Cooking Enthusiast is a state of mind. Hispanic Cooking Enthusiasts are differentiated from non-Cooking Enthusiasts in their attitudes toward cooking. It is not that they cook more often – because they don't – but they enjoy the time they spend in the kitchen. They are excited about cooking and want to do it. They find it to be a relaxing time in which their creativity has no limit. Moreover, most of what they cook is prepared with their families in mind.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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