

Green Flag Campaign Survey Data

MMG + Knorr

Prepared by dcdx for MMG - January 2025



Contents

- 00:** Survey Specs and Information
- 01:** Cooking is a Green Flag
- 02:** What Makes Cooking so Attractive?
- 03:** The Rules of Cooking for Dates
- 04:** Gen Z Singles' Go-To Homemade Date Dish

Survey Specs & Info

dcdx conducted a survey of single Gen Zers (18-27) across 6 countries. Single indicates those *individuals who are single and actively dating*. This survey excluded single Gen Zers who are not actively dating.

The survey was in field and data was collected between December 27, 2024 - January 8, 2025.

Total Sample: N = 4228

United States (US): N = 1005

Mexico (MX): N = 1005

Germany (DE): N = 1005

Philippines (PH): N = 405

South Africa (SA): N = 405

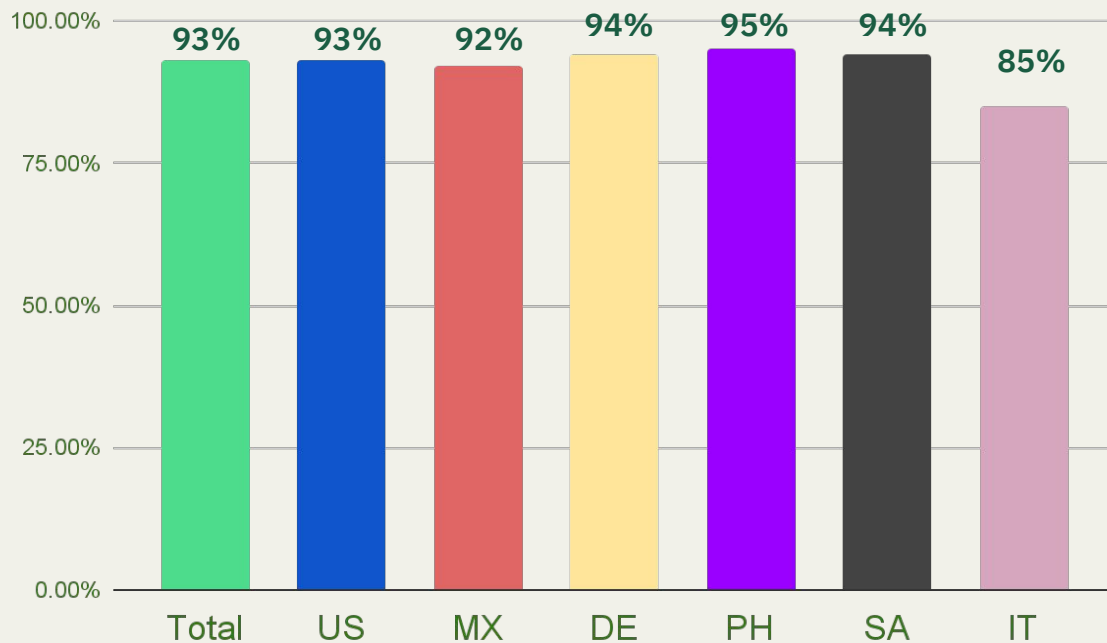
Italy (IT): N = 403

01

Cooking is a Green Flag

(Q1): Please rate the following statements: When considering a potential partner, I think the following interests are a 'green flag' (i.e. attractive interests or qualities)

Selection of Strongly Agree or Agree for "Likes to Cook" by Country



Cooking is the ultimate Green Flag

93% of Gen Z singles surveyed say that an interest in cooking is a green flag in a potential partner.

(Q1) Please rate the following statements: When considering a potential partner, I think the following interests are a 'green flag' (i.e. attractive interests or qualities)

<i>Selected Agree or Strongly Agree</i>	TOTAL	US	MX	DE	PH	SA	IT
<i>Likes to cook</i>	93%	93%	92%	94%	95%	94%	85%
<i>Good skincare routine</i>	80%	76%	79%	84%	83%	85%	69%
<i>Good at sports</i>	72%	61%	71%	81%	78%	80%	73%
<i>Passionate about climate change</i>	56%	48%	54%	47%	71%	68%	70%
<i>Collects items</i>	54%	54%	59%	45%	69%	58%	51%
<i>Likes Indie films</i>	47%	40%	60%	38%	55%	44%	57%

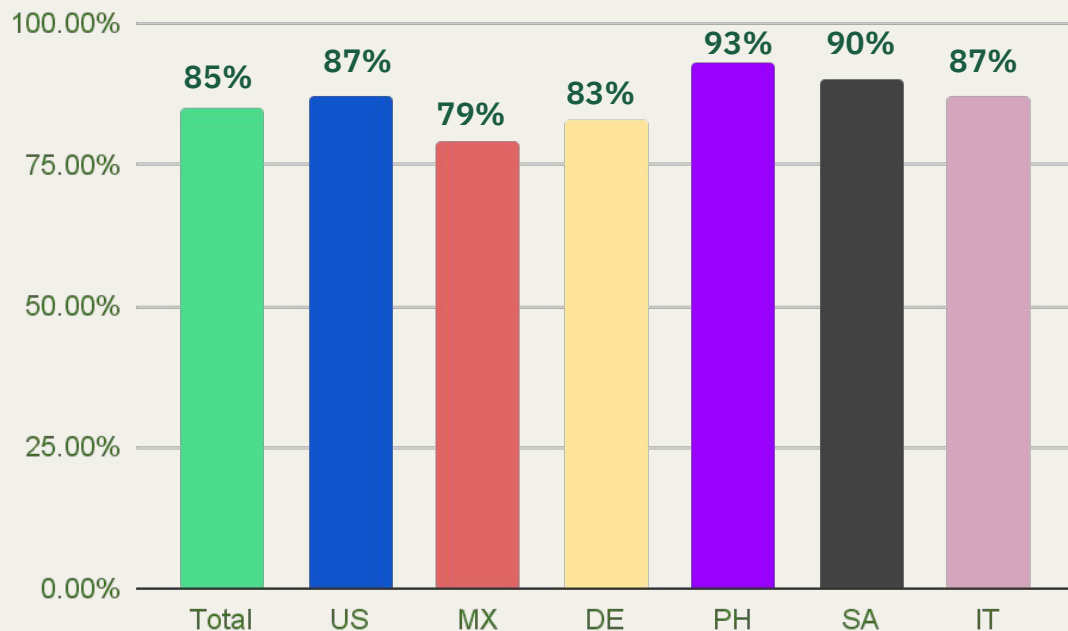
Cooking is the most attractive interest for Gen Z

Cooking beats out other green flags, like being passionate about climate change (56%), being good at sports (72%) and having a good skincare routine (80%).

(Q2): To what extent do you agree or disagree with the following statements?

Cooking is a dating 'green flag' (e.g., attractive quality)

Selection of Strongly Agree or Agree by Country



Total: N = 4228; US: N = 1005; Mexico: N = 1005; Germany: N = 1005; Philippines: N = 405; South Africa: N = 405; Italy: N = 403

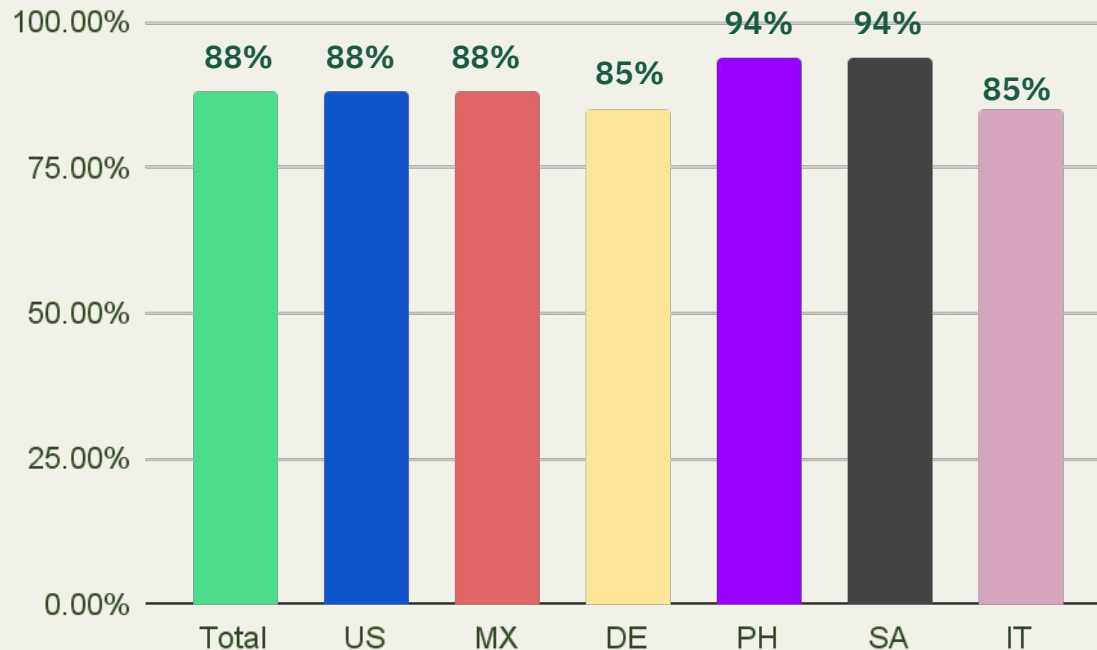
4 in 5 Gen Z singles see Cooking as a Green Flag

85% of Gen Z singles agree that cooking is a green flag.

Across countries surveyed, Gen Z singles in the Philippines are most likely to say cooking is a green flag (93%) followed by South Africa (90%).

(Q2): To what extent do you agree or disagree with the following statements?
Someone willing to learn to cook is a dating green flag (e.g. an attractive quality)

Selection of Strongly Agree or Agree by Country



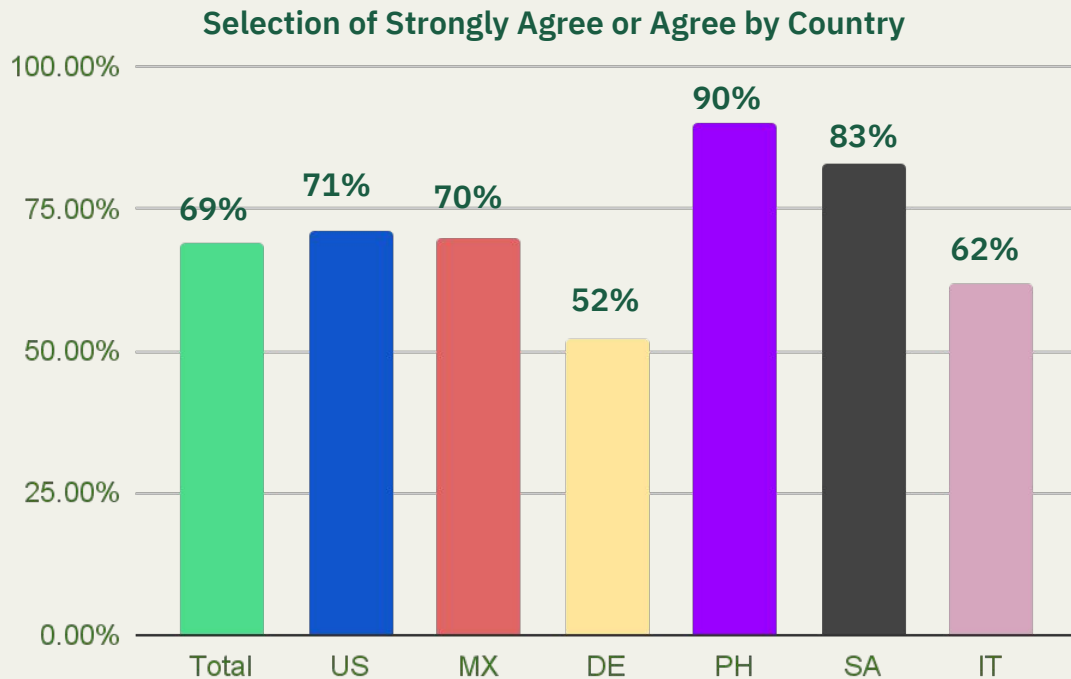
Total: N = 4228; US: N = 1005; Mexico: N = 1005; Germany: N = 1005; Philippines: N = 405; South Africa: N = 405; Italy: N = 403

Even learning how to cook is a Green Flag

88% of Gen Z singles agree that a willingness to learn to cook is a dating green flag, with the Philippines and South Africa leading the way (94%) and the US and Mexico closely following (88%).

(Q2): To what extent do you agree or disagree with the following statements?

It's important that a potential partner can cook



2 in 3 Gen Z singles think it's important that a potential partner can cook

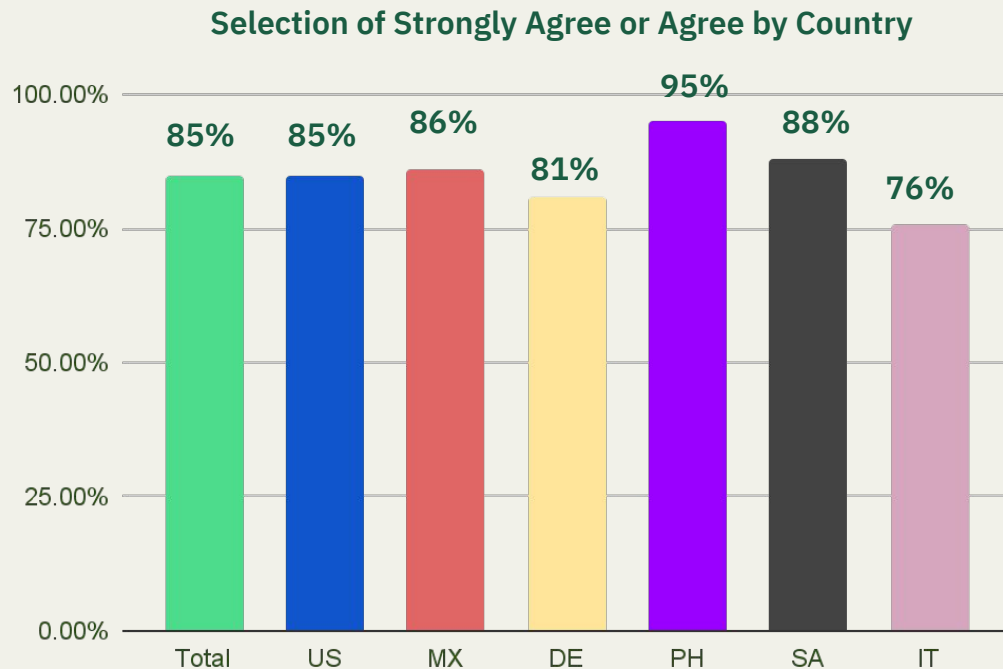
Gen Z singles in the Philippines set the standard for valuing a potential partner's ability to cook (90%), followed by South Africa (83%), while European countries place less emphasis on it; Italy (62%) and Germany (52%).

(Q2): To what extent do you agree or disagree with the following statements?

I'd be impressed if a date cooked me a home-cooked meal

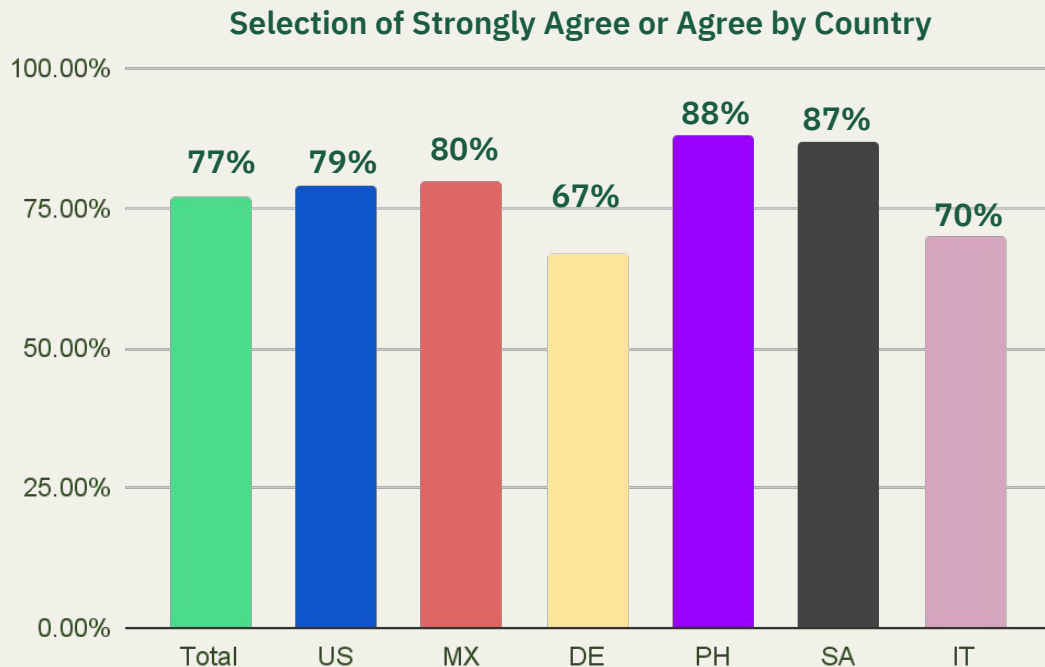
A home-cooked meal is a guaranteed way to impress a date

85% of Gen Z singles agree they would be impressed if a date prepared a homemade meal for them.



Total: N = 4228; US: N = 1005; Mexico: N = 1005; Germany: N = 1005; Philippines: N = 405; South Africa: N = 405; Italy: N = 403

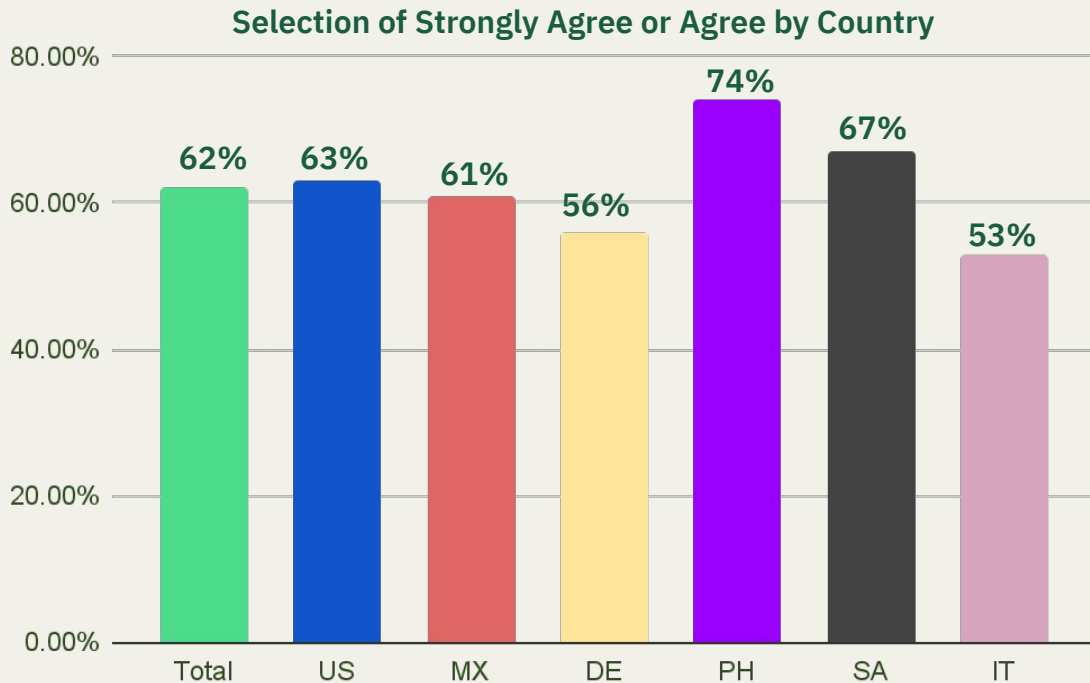
(Q2): To what extent do you agree or disagree with the following statement?
I'd be more likely to agree to another date after being cooked a delicious meal



3 in 4 Gen Z singles are more likely to agree to another date after being cooked a meal

77% of single Gen Z singles are more likely to agree to another date after being cooked a delicious meal. Gen Zers in the Philippines (88%) and South Africa (87%) show the most enthusiasm.

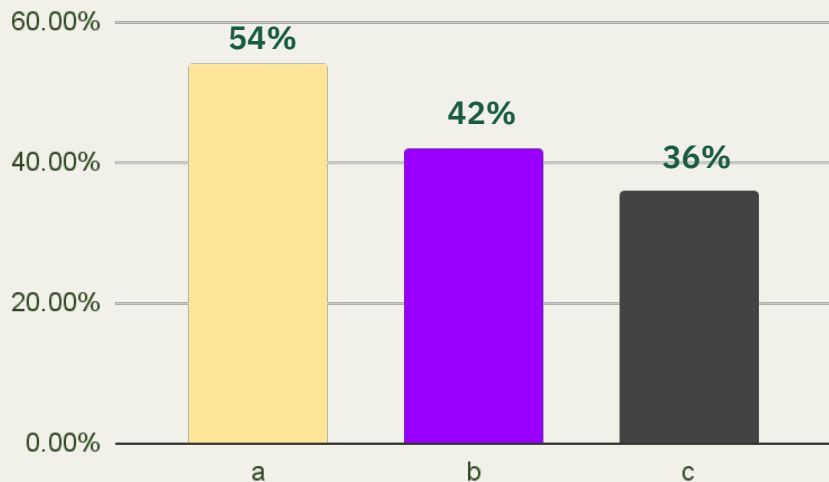
(Q2) : To what extent do you agree or disagree with the following statements?
I'd be more likely to "like" someone (on dating apps) if their profile says they can cook



3 in 5 Gen Z singles are more likely to "like" someone if their profile says they can cook

62% of Gen Z singles are more likely to "like" someone if a profile mentions cooking. The Philippines leads at 73%, while Italy shows a split, with 53% of Gen Z singles influenced by this.

(Q10): Which food-related elements in a dating profile would make you more likely to want to connect? (Select all that apply) [Total]



- a) **Cooking listed as a hobby**
- b) **Photos of their home-cooked meals**
- c) **Mentioning favorite restaurants**

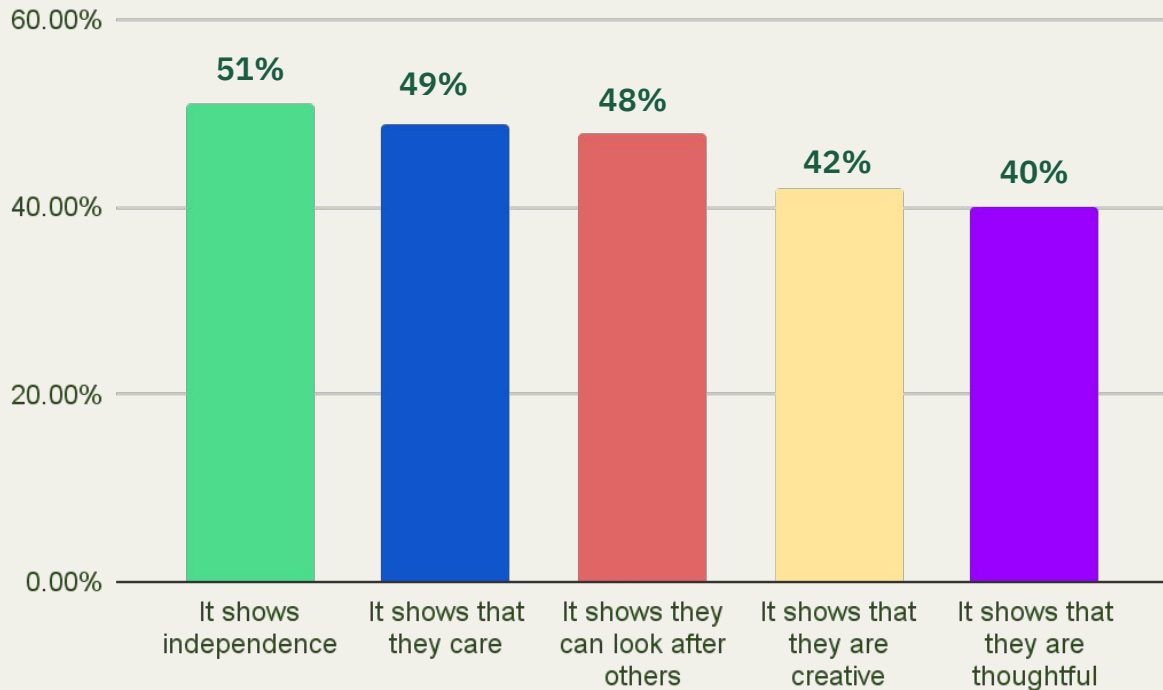
Listing cooking as a hobby on a dating profile boosts Gen Z's chances of connecting

54% of Gen Z Singles are more likely to connect on a dating app when cooking is listed as a hobby—the top choice across all six surveyed countries—followed by photos of home-cooked meals (42%) and mentions of favorite restaurants (36%).

02

What makes Cooking so attractive?

(Q3): Why, if at all, is being a good cook attractive?
(Select All that Apply) [Total]



Gen Z singles value cooking as a sign of independence

51% of surveyed Gen Zers agree that being a good cook is attractive because it reflects independence, followed by 49% saying it shows they care, 48% noting it demonstrates the ability to look after others, 42% appreciating its creativity, and 40% valuing its thoughtfulness.

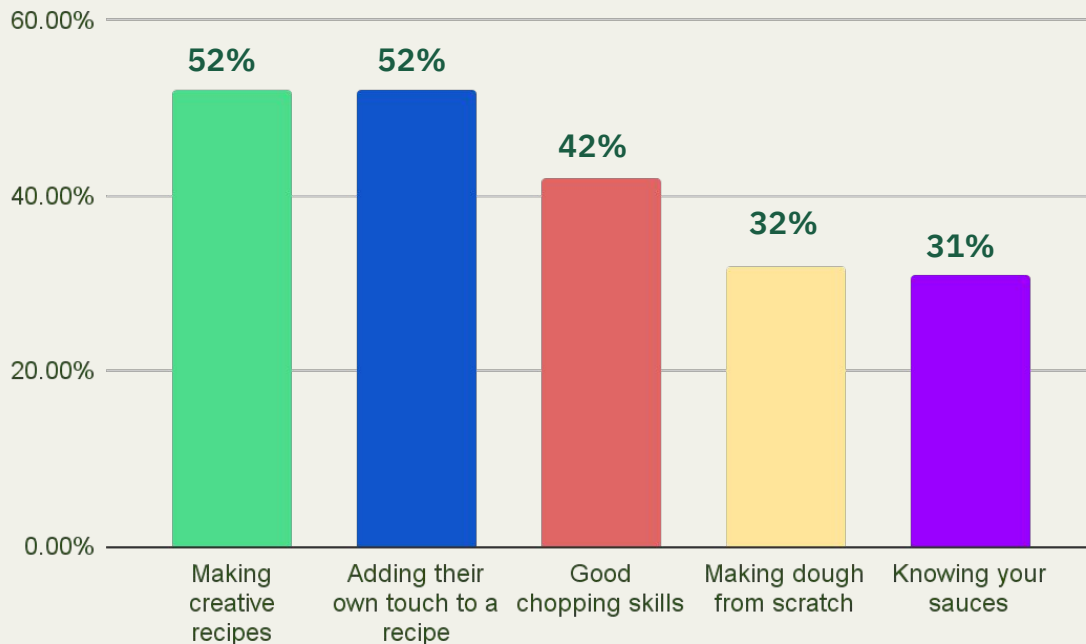
(Q3): Why, if at all, is being a good cook attractive?
(Select All That Apply) [Top Selection Per Country]

Top Selection	US	MX	DE	PH	SA	IT
<i>It shows that they care</i>	56%	43%	43%	57%	57%	42%
<i>It shows independence</i>	55%	58%	40%	52%	51%	45%
<i>It shows they can look after others</i>	52%	45%	44%	52%	57%	44%
<i>It shows that they are creative</i>	44%	41%	39%	39%	40%	46%

Being a good cook = You care

US (56%), Filipino (57%), and South African Gen Z Singles (57%) find cooking attractive because it shows the person cares. In Mexico (58%), cooking is valued because it shows independence. Italian Gen Z Singles appreciate cooking for showcasing creativity.

(Q4): What cooking skills, if any, do you find most attractive?
(Select Up to 5) [Total]



Single Gen Zers value creativity and personal flair in cooking

Single Gen Zers find the most attractive cooking skills to be making creative recipes and adding a personal touch (52%), followed by good chopping skills (42%), making dough from scratch (32%), and knowing your sauces (31%).

Making creative recipes is the most attractive cooking skill for Gen Z singles across most surveyed countries

(Q4): What cooking skills, if any, do you find most attractive?
(Select Up to 5) [Top 2 Responses per Country]

<i>Top Selection</i>	<i>US</i>	<i>MX</i>	<i>DE</i>	<i>PH</i>	<i>SA</i>	<i>IT</i>
<i>Adding their own touch to a recipe</i>	56%	54%	45%	54%	55%	48%
<i>Making creative recipes</i>	53%	55%	44%	54%	60%	56%

Making creative recipes is the most attractive cooking skill for Single Gen Zers in Mexico (55%), South Africa (60%), and Italy (56%)—while the US (56%) and Germany (45%) value adding a personal touch more, and the Philippines finds both equally appealing (54% each).

03

The Rules of Cooking for Dates

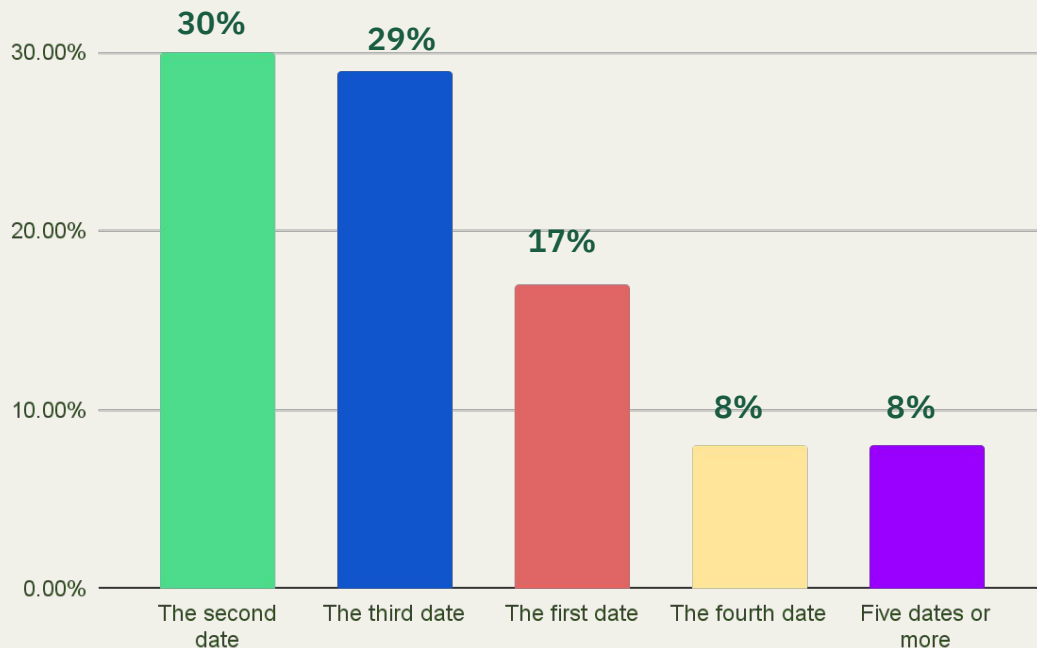
(Q9): Have you ever done the following to impress a date? (Select All that Apply)

	TOTAL	US	MX	DE	PH	SA	IT
<i>Learned to cook</i>	34%	27%	40%	29%	51%	41%	20%
<i>Lied about being able to cook</i>	11%	10%	9%	15%	7%	14%	9%
<i>Exaggerated your cooking skills</i>	17%	17%	15%	17%	12%	23%	16%
<i>Brought in food from a shop and pretended it was homemade</i>	14%	13%	15%	16%	14%	15%	12%
<i>Cooked a “family recipe”</i>	36%	35%	41%	34%	36%	35%	31%
<i>N/A - Haven’t done anything cooking-related to impress a date</i>	22%	34%	17%	18%	15%	16%	30%

Cooking a family recipe is many single Gen Zers' go-to for impressing a date

Cooking family recipes is the go-to for single Gen Zers trying to impress a date in the US (35%), Mexico (41%), Germany (34%), and Italy (31%). Meanwhile, in the Philippines (51%) and South Africa (41%), single Gen Zers are more likely to learn to cook to impress a date.

(Q6): When, if at all, is the perfect time to offer a home-cooked meal when dating someone new? [Total]



For Gen Z singles, the second or third date is perfect time to make a home-cooked meal

Second (30%) and third dates (29%) are the top moments for Gen Zers to show off their cooking skills, while fewer opt for the first date (17%), fourth date (8%), or after five or more dates (8%).

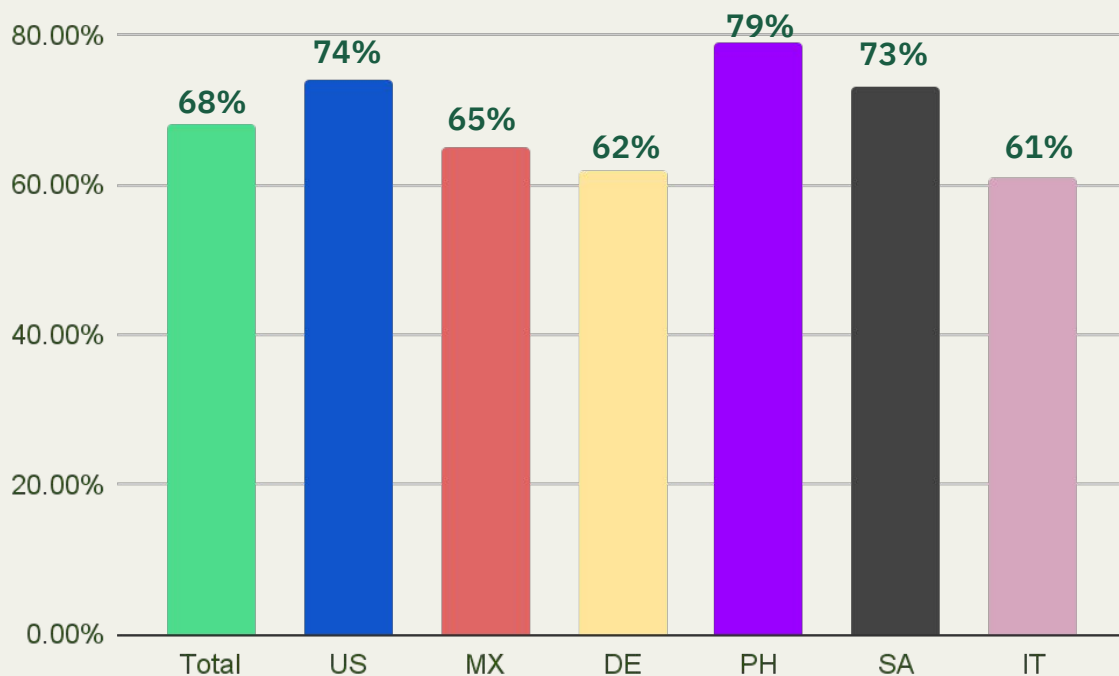
- Gen Z singles in Germany (33%) and Italy (28%) prefer offering a home-cooked meal on the second or third date.
- Gen Z singles in the US (32%) and the Philippines (29%) lean toward the second date.
- Gen Z singles in Mexico (30%) and South Africa (31%) prefer the third date.

(Q6): When, if at all, is the perfect time to offer a home-cooked meal when dating someone new? [Top 2 Responses per Country]

<i>Top Selection</i>	<i>US</i>	<i>MX</i>	<i>DE</i>	<i>PH</i>	<i>SA</i>	<i>IT</i>
<i>The Second Date</i>	32%	29%	33%	29%	27%	28%
<i>The Third Date</i>	28%	30%	33%	23%	31%	28%

(Q7): Would you be more inclined to see someone again if they offered to cook for you on the third date?

[Selection of - "Yes, I'd love it"]



Cooking for a date leads to more dates!

68% of Gen Z singles are more likely to see someone again if offered a home-cooked meal on the third date. In all surveyed countries, more than half Gen Z singles agreed, with the Philippines (79%), US (74%), and South Africa (73%) leading the trend.

(Q8): What foods, if any, would give you the ick (i.e., is unattractive) if your date cooked them for you? (Select All that Apply)

	TOTAL	US	MX	DE	PH	SA	IT
Microwave ready meals	38%	39%	40%	38%	32%	40%	35%
Food with no seasoning	36%	48%	26%	32%	35%	45%	30%
Overcooked pasta	26%	27%	21%	22%	30%	33%	39%
Anything bland	29%	43%	22%	21%	31%	27%	33%
Pre-made oven food	24%	25%	19%	27%	28%	31%	14%

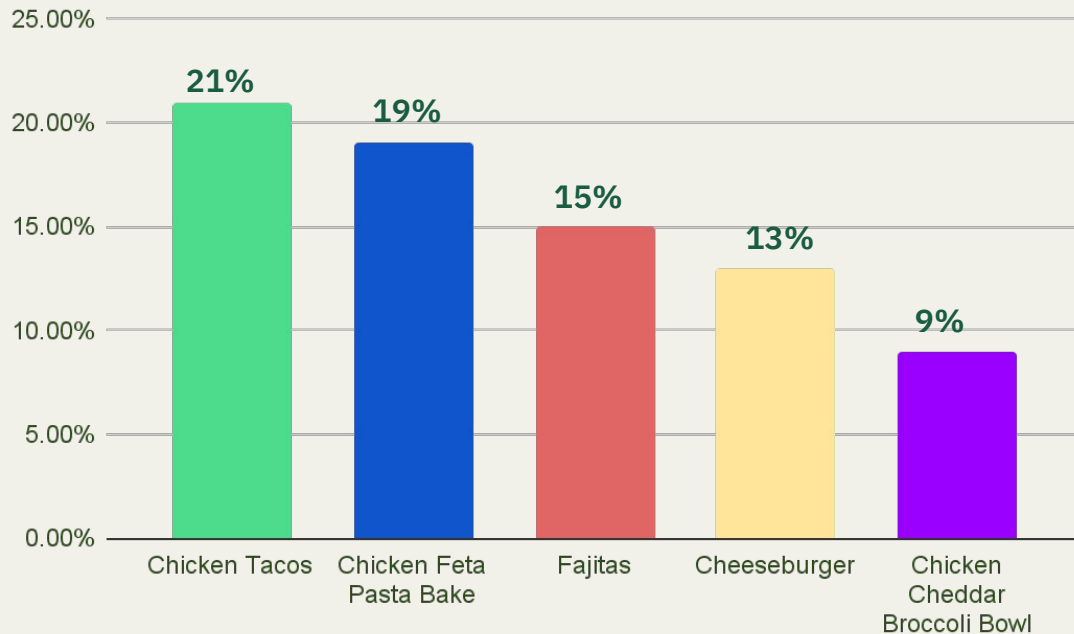
Microwave meals are the ultimate ick for single Gen Zers

Microwave meals (38%) top the ick list for single Gen Zers if served on a date, followed by unseasoned food (36%), anything bland (29%), overcooked pasta (26%), and pre-made dishes (24%).

04

Gen Z Singles' Go-To Homemade Date Dishes

(Q11a): What homemade dish, if any, would you prefer to make for a new date? [United States] (Single Select)



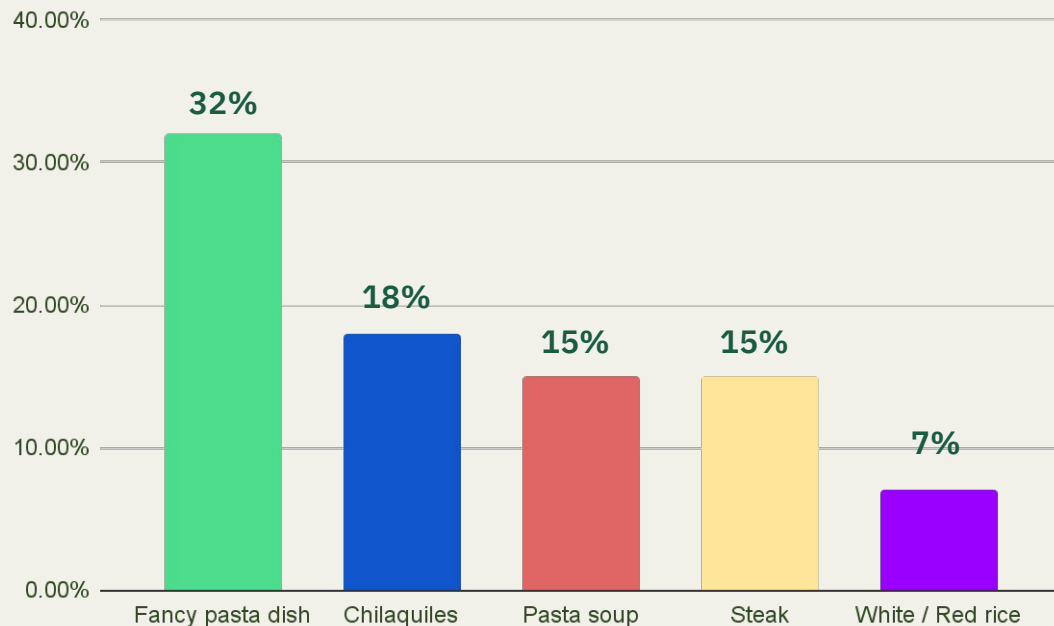
Chicken Tacos: Gen Z Singles' Top Date Dish in the US! 🇺🇸

When it comes to cooking for a new date, the top homemade dishes US Gen Z singles would make for a new date are chicken tacos (21%), chicken feta pasta bake (19%), and fajitas (15%).

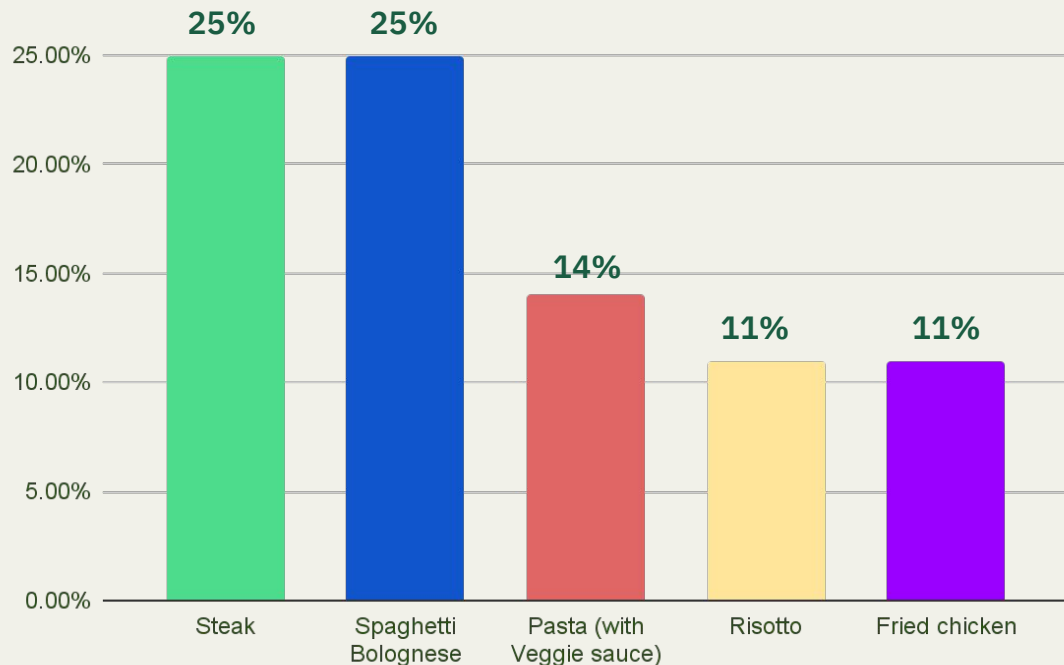
(Q11b): What homemade dish, if any, would you prefer to make for a new date? [Mexico] (Single Select)

Fancy Pasta Dish: Gen Z Singles' Top Date Dish in Mexico! 🇲🇷

One in three Mexican Gen Z singles (32%) say a fancy pasta dish is the ideal homemade date meal, followed by chilaquiles (18%), pasta soup and steak (15%), and white/red rice (7%).



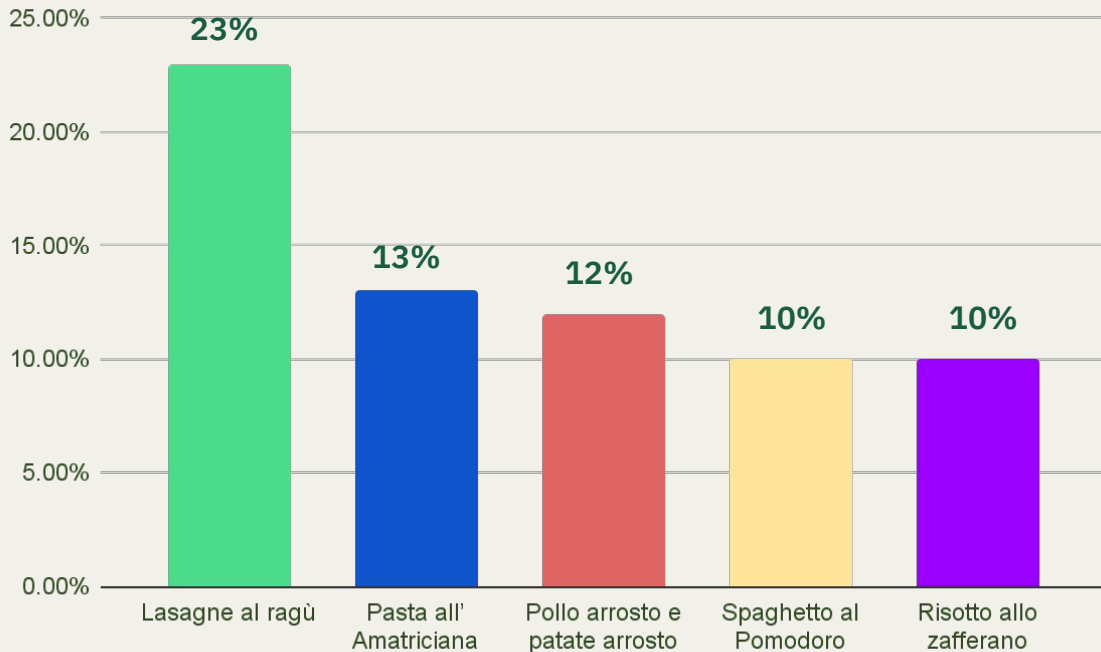
(Q11c): What homemade dish, if any, would you prefer to make for a new date? [Germany] (Single Select)



Steak and Spaghetti Bolognese: Germany's Top Date Dishes for Gen Z Singles! 🇩🇪

Half of German Gen Z singles are split on their top date dish: steak (25%) and spaghetti Bolognese (25%) lead the way, followed by pasta with veggie sauce (14%), risotto, and fried chicken (11%).

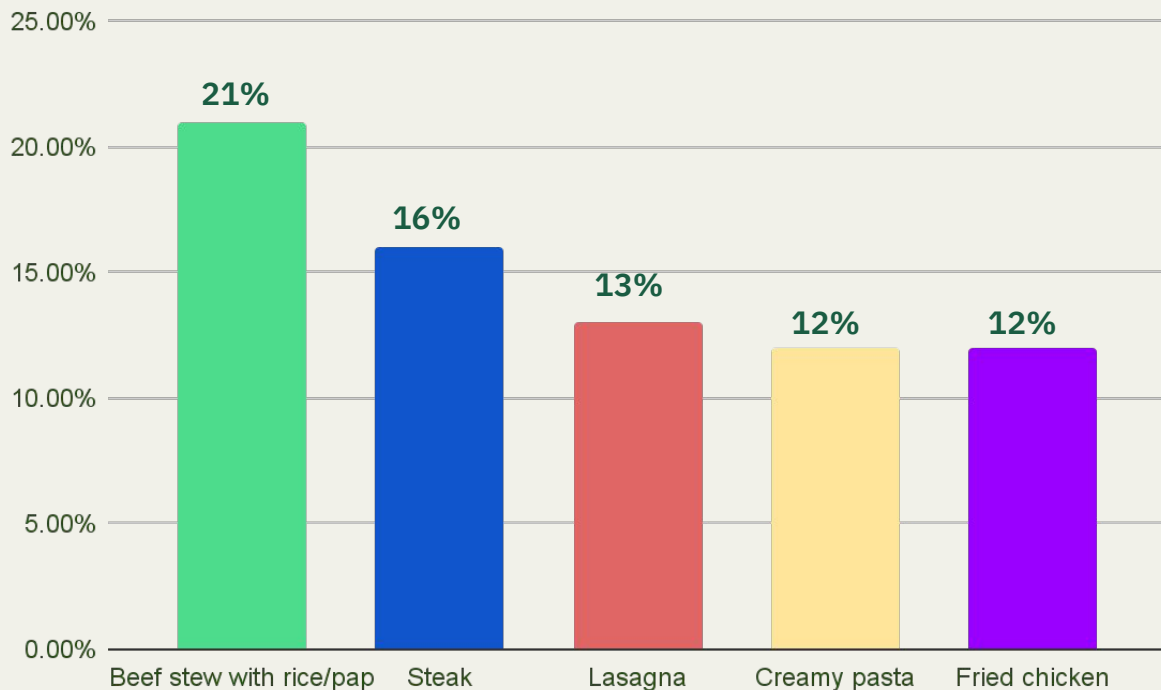
(Q11d): What homemade dish, if any, would you prefer to make for a new date? [Italy] (Single Select)



Lasagne al ragù: Gen Z Singles' Top Date Dish in Italy! 🇮🇹

Lasagne al ragù is the top choice for 23% of Italian Gen Z singles cooking for a date, followed by pasta all'amatriciana (13%), pollo arrosto e patate arrosto (12%), and a tie between spaghetti al pomodoro and risotto allo zafferano (10%).

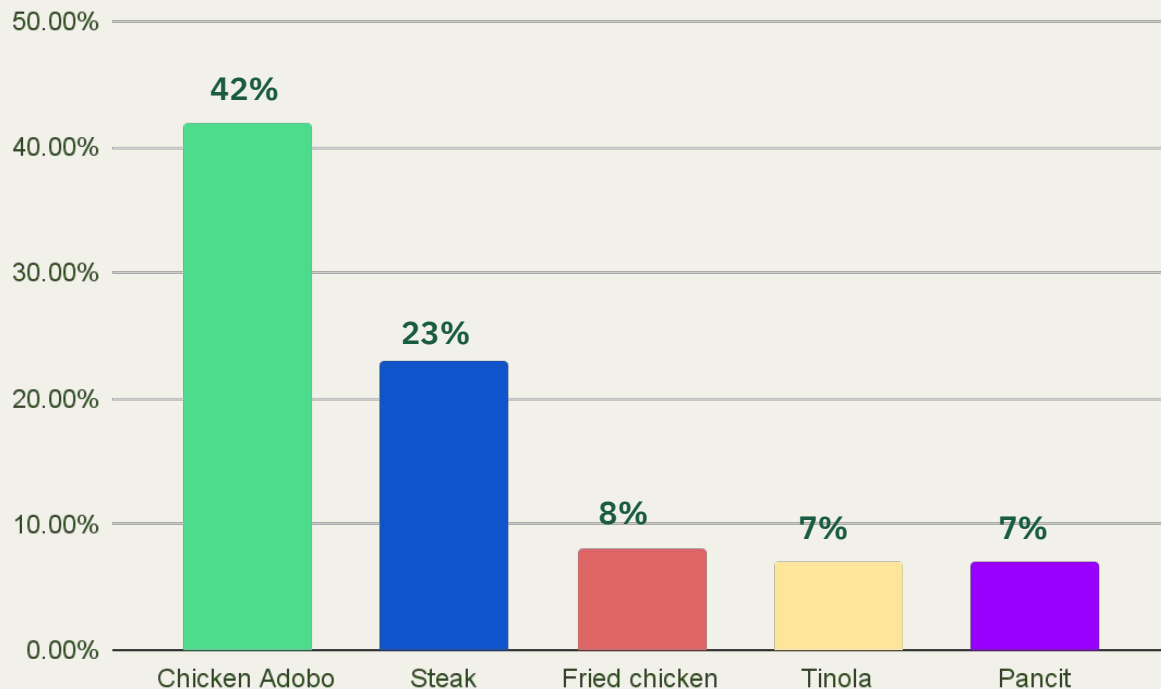
(Q11e): What homemade dish, if any, would you prefer to make for a new date? [South Africa] (Single Select)



Beef stew with rice/pap: Gen Z Singles' Top Date Dish in South Africa! 🇿🇦

Beef stew with rice/pap leads as the top choice for South African Gen Z singles cooking for a date (21%), followed by steak (16%), lasagna (13%), and a tie between creamy pasta and fried chicken (12%).

(Q11f): What homemade dish, if any, would you prefer to make for a new date? [Philippines] (Single Select)



Chicken Adobo: Gen Z Singles' Top Date Dish in the Philippines! 🇵🇭

Filipino Gen Z singles led all surveyed countries, with 42% choosing Chicken Adobo as their top date dish, followed by steak (23%), fried chicken (8%), and a tie between tinola and pancit (7%).

appendix

for access to all questions and data points, [please see the raw research database here.](#)

thank you.

for working with us bring the voices of Gen Z **to the table.**

for believing that young people can - and should - **have a seat.**

for working with us on our mission to **make the future human.**