**Supplemental Table 1.** **Unweighted and Weighted Characteristics of Study Samples Surveys Compared With National Rates.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Home Cooking Survey (*n* = 1,112)** | | | **National Rates** |
|  | ***n*** | **Unweighted Percent** | **Weighted Percent** | **Percent** |
| Individual characteristics |  |  |  |  |
| Female (*n* [%]) | 567 | 51.0 | 51.8 | 52.4 |
| Age (*n* [%]) |  |  |  |  |
| Age 18–24 | 97 | 8.7 | 11.3 | 11.3 |
| Age 25–34 | 173 | 15.6 | 17.9 | 16.7 |
| Age 35–44 | 167 | 15.0 | 17.5 | 16.7 |
| Age 45–54 | 205 | 18.4 | 17.0 | 19.0 |
| Age 55–64 | 239 | 21.5 | 18.9 | 17.3 |
| Age 65+ | 231 | 20.8 | 17.4 | 18.9 |
| Race (*n* [%]) |  |  |  |  |
| White only | 792 | 71.2 | 65.5 | 82.4 |
| Black only | 106 | 9.5 | 11.5 | 9.9 |
| Other | 87 | 7.8 | 7.8 | 7.7 |
| Hispanic ethnicity (*n* [%]) |  |  |  |  |
| Hispanic | 127 | 11.4 | 15.2 | 11.3 |
| Non-Hispanic | 985 | 88.6 | 84.8 | 88.7 |
| Education (*n* [%]) |  |  |  |  |
| <High school diploma | 97 | 8.7 | 12.4 | 13.0 |
| High school diploma | 319 | 28.7 | 29.6 | 30.3 |
| Some college | 319 | 28.7 | 28.7 | 28.7 |
| Bachelor’s degree or higher | 377 | 33.9 | 29.2 | 28.0 |
| Household income (*n* [%]) |  |  |  |  |
| Under $10,000 | 44 | 4.0 | 5.0 | 6.8 |
| $10,000–$24,999 | 135 | 12.1 | 12.9 | 16.8 |
| $25,000–$49,999 | 226 | 20.3 | 22.5 | 26.2 |
| $50,000–$74,999 | 210 | 18.9 | 18.4 | 19.2 |
| $75,000+ | 497 | 44.7 | 41.2 | 30.9 |
| Employment status [*n* [%]) |  |  |  |  |
| In the labor force | 709 | 63.8 | 65.0 | 65.5 |
| Employed | 642 | 57.7 | 57.3 | 60.6 |
| Unemployed | 67 | 6.0 | 7.7 | 4.9 |
| Not in the labor force | 403 | 36.2 | 35.0 | 34.5 |
| Retired | 237 | 21.3 | 18.1 | NA |
| Other (e.g., disabled, homemaker, other) | 166 | 14.9 | 16.9 | NA |
| Marital status (*n* [%]) |  |  |  |  |
| Married | 623 | 56.0 | 51.8 | 55.3 |
| Not married | 489 | 44.0 | 48.2 | 44.7 |
| Region (*n* [%]) |  |  |  |  |
| Northeast | 212 | 19.1 | 18.2 | 18.4 |
| Midwest | 254 | 22.8 | 21.3 | 21.7 |
| South | 408 | 36.7 | 37.1 | 36.7 |
| West | 238 | 21.4 | 23.4 | 23.2 |
| Internet access (*n* [%]) | 924 | 83.1 | 77.8 | 75.0 |

Comparison data extracted from the December 2011 Current Population Survey, cited in http://www.knowledgenetworks.com/knpanel/docs/GfK-KnowledgePanel%28R%29-Demographic-Profile.pdf.

**Supplemental Table 2. Original 18 cooking perception items.**

|  |  |  |
| --- | --- | --- |
|  | I would say I have cooked, if I... | Factor |
| 1 | …microwaved store-bought frozen items such as chicken nuggets, vegetables, french fries, or fish. | 1 |
| 2 | …used boiling water to make pasta or noodles with sauce from a jar. | 1 |
| 3 | …used boiling water to make boxed macaroni and cheese, Cup Noodles®, Top Ramen®, or Rice-a-Roni®. | 1 |
| 4 | …used the stove to heat a can of soup without combining or adding other ingredients. | 1 |
| 5 | …used the microwave to defrost frozen meals such as a Stouffer’s® or Lean Cuisine® meal. | 1 |
| 6 | …used the oven to heat up store bought frozen or packaged items such as chicken nuggets, french fries, or fish. | 1 |
| 7 | …made something on the stove or oven using mostly scratch or fresh ingredients. | 2 |
| 8 | …used boiling water to make pasta or noodles with both fresh and canned or jarred ingredients. | 2 |
| 9 | …followed a recipe. | 2 |
| 10 | …grilled hamburgers using patties that I made and formed myself. | 2 |
| 11 | …chopped vegetables to make a salad and used a store-bought salad dressing. | 3 |
| 12 | …made a salad with already cut, washed, bagged, or canned ingredients and store-bought salad dressing. | 3 |
| 13 | …chopped fresh vegetables to make a salad and made my own salad dressing. | 3 |
| 14 | …made a salad with already cut, washed, bagged, or canned ingredients and made my own salad dressing. | 3 |
| 15 | …made a cold sandwich | dropped |
| 16 | …mixed packaged, boxed, or canned ingredients without adding fresh or frozen ingredients. | dropped |
| 17 | …made something in the microwave using mostly scratch or fresh ingredients | dropped |
| 18 | …grilled hamburger patties that I bought pre-formed and frozen | dropped |

Note: Cup Noodles® and Top Ramen® are dried noodles and a flavor packet that is prepared by adding boiling water. Rice-a-Roni® is a box of instant rice with a seasoning packet that is prepared with boiling water and butter. Stouffer’s® and Lean Cuisine® are both brands with a variety frozen dinner products.

**Supplemental Table 3. Final factor analysis results.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | PATTERN MATRIX | | | | STRUCTURE MATRIX | | |
| I would say I have cooked, if I…. | | | | Factor 1 | Factor 2 | Factor 3 | Uniqueness | Factor 1 | Factor 2 | Factor 3 |
| …microwaved store-bought frozen items such as chicken nuggets, vegetables, french fries, or fish. | | | | 0.8017 | -0.1457 | 0.1053 | 0.3189 | 0.8131 | 0.0523 | 0.3494 |
| …used boiling water to make pasta or noodles with sauce from a jar. | | | | 0.6246 | 0.4431 | -0.0801 | 0.3655 | 0.6806 | 0.5326 | 0.3325 |
| …used boiling water to make boxed macaroni and cheese, Cup Noodles®, Top Ramen®, or Rice-a-Roni®. | | | | 0.7715 | 0.1073 | -0.045 | 0.3892 | 0.7753 | 0.2393 | 0.2888 |
| …made something on the stove or oven using mostly scratch or fresh ingredients. | | | | -0.1575 | 0.9006 | 0.0051 | 0.2162 | 0.0196 | 0.872 | 0.3056 |
| …chopped vegetables to make a salad and used a store-bought salad dressing. | | | | 0.1274 | 0.1497 | 0.6698 | 0.3608 | 0.4091 | 0.4421 | 0.7777 |
| …made a salad with already cut, washed, bagged, or canned ingredients and store-bought salad dressing. | | | | 0.4205 | -0.1938 | 0.6199 | 0.3324 | 0.6166 | 0.1357 | 0.7011 |
| …chopped fresh vegetables to make a salad and made my own salad dressing. | | | | -0.2632 | 0.3395 | 0.6663 | 0.3577 | 0.0541 | 0.5545 | 0.7027 |
| …used boiling water to make pasta or noodles with both fresh and canned or jarred ingredients. | | | | 0.4697 | 0.5561 | -0.0174 | 0.3821 | 0.5713 | 0.6405 | 0.3819 |
| …used the stove to heat a can of soup without combining or adding other ingredients. | | | | 0.8087 | -0.0571 | 0.0051 | 0.3578 | 0.7995 | 0.1022 | 0.2872 |
| …used the microwave to defrost frozen meals such as a Stouffer’s® or Lean Cuisine® meal. | | | | 0.7752 | -0.175 | 0.0696 | 0.3854 | 0.7674 | 0.0036 | 0.2921 |
| …made a salad with already cut, washed, bagged, or canned ingredients and made my own salad dressing. | | | | 0.1119 | 0.0507 | 0.7011 | 0.4036 | 0.3862 | 0.3526 | 0.7636 |
| …followed a recipe. | | | | -0.0056 | 0.7432 | 0.0886 | 0.3892 | 0.1723 | 0.7775 | 0.3834 |
| …used the oven to heat up store bought frozen or packaged items such as chicken nuggets, french fries, or fish. | | | | 0.7951 | 0.0492 | -0.0113 | 0.3572 | 0.8004 | 0.1993 | 0.3082 |
| …grilled hamburgers using patties that I made and formed myself. | | | | 0.0343 | 0.7488 | 0.0674 | 0.3816 | 0.2053 | 0.7824 | 0.3795 |
| **Rotated Factor Loadings** | | | |
|  | Factor 1 | Factor 2 | Factor 3 |
| Factor 1 | 1 |  |  |
| Factor 2 | 0.1945 | 1 |  |
| Factor 3 | 0.3771 | 0.3995 | 1 |

Note: Factor analysis with oblique rotation and polychoric correlation matrix.