

# Buitoni **GIRLS like GUYS WHO CAN COOK**

At BUITONI®, we understand it only takes a few simple ingredients for anyone to make an extraordinary meal. But we wanted to know what women think about guys who can cook. Here are a few juicy insights from our recent national survey.\*



**92%** of women like it when a guy cooks for them



**15%** of women say that their guy never cooks for them



**61%** of women say they would like their guy to cook for them more often

## WHY DO YOU THINK GUYS TEND TO BE LESS LIKELY TO COOK?



**47%** of women think it's because their guys don't know how

## HOW WOULD YOU DESCRIBE GUYS THAT COOK?

**71%**



THOUGHTFUL

**48%**



SWEET

**44%**



CONFIDENT

**31%**



ATTRACTIVE

**27%**



SEXY

**20%**



SUCCESSFUL

**43%** of women think a guy is sexiest when he is cooking Italian



**24%** of women say their guy would be motivated to cook more often if the two of them cooked together

**17%** of women say their guy would be motivated to cook more often if there was a romantic incentive



## WHAT IMPRESSES YOU MOST ABOUT YOUR GUY'S COOKING?

**48%** of women are most impressed that their guy is just trying to cook for them



\*These are some of the findings of an Ipsos poll conducted August 20th, 2012. For the survey, a nationally representative sample of 503 randomly-selected female adults aged 18 and over residing in the United States was interviewed via Ipsos' U.S. overnight online omnibus. For full survey results, please contact Erin Bowersox at Erin.Bowersox@msslgroup.com.

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