

Which media channels does the Flemish population use to obtain food information?

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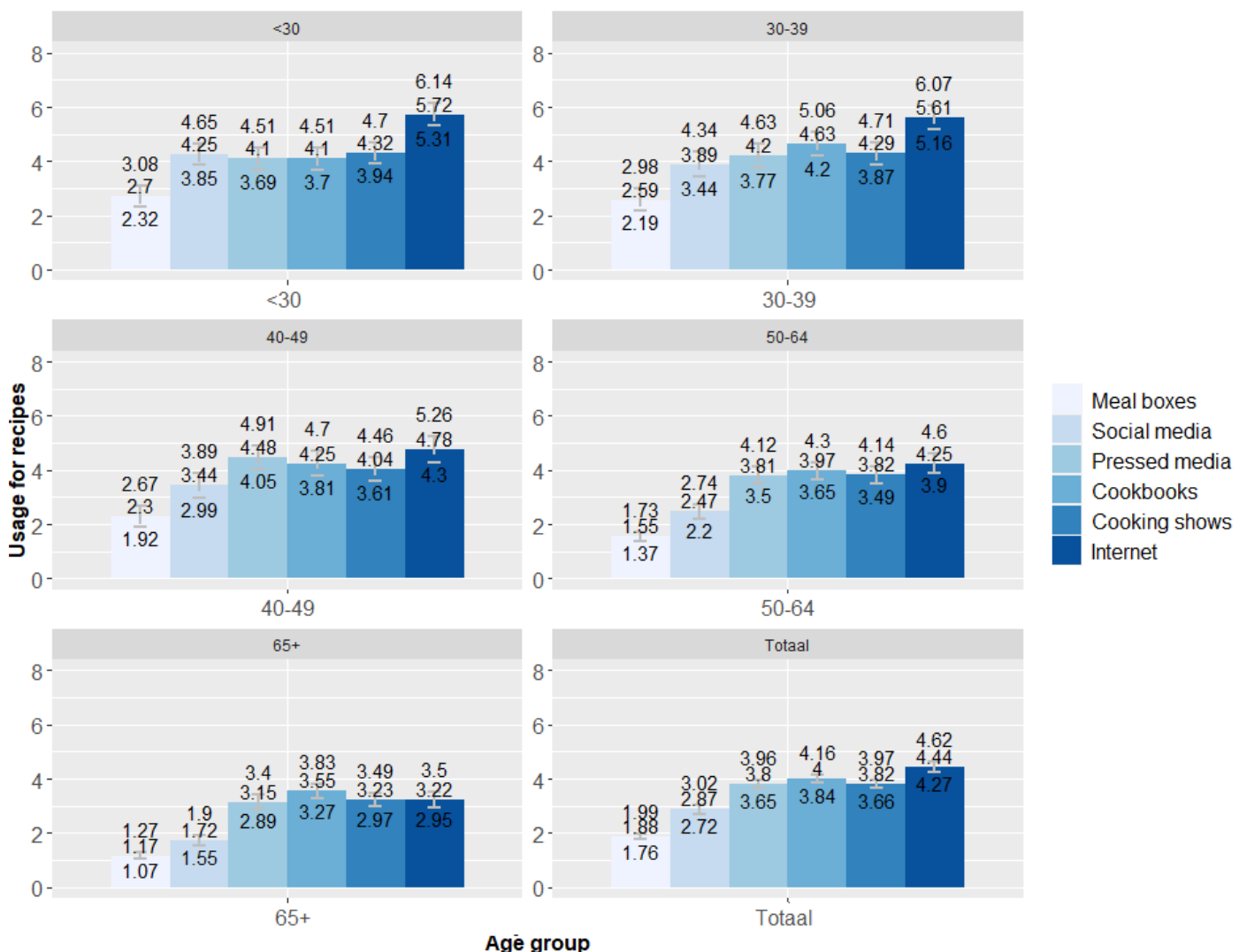
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Whether it is through cookbooks, online media, or cooking shows, on a daily basis people are exposed to information on what to eat. With food being such a debated topic in media, the question persists of which media channels are the most popular to get recipes or food advice. Are our dietary habits driven by online hypes, or do we still rely on the latest diet books and cookbooks?

In 2019, we conducted a survey to investigate where people in Flanders obtain their food information. For this survey, 1115 adult Flemish respondents who cook at least once a month were recruited. A [first analysis of this survey](#) indicated Flemish people rely most often on celebrity chefs, followed by family and friends, and lifestyle gurus.

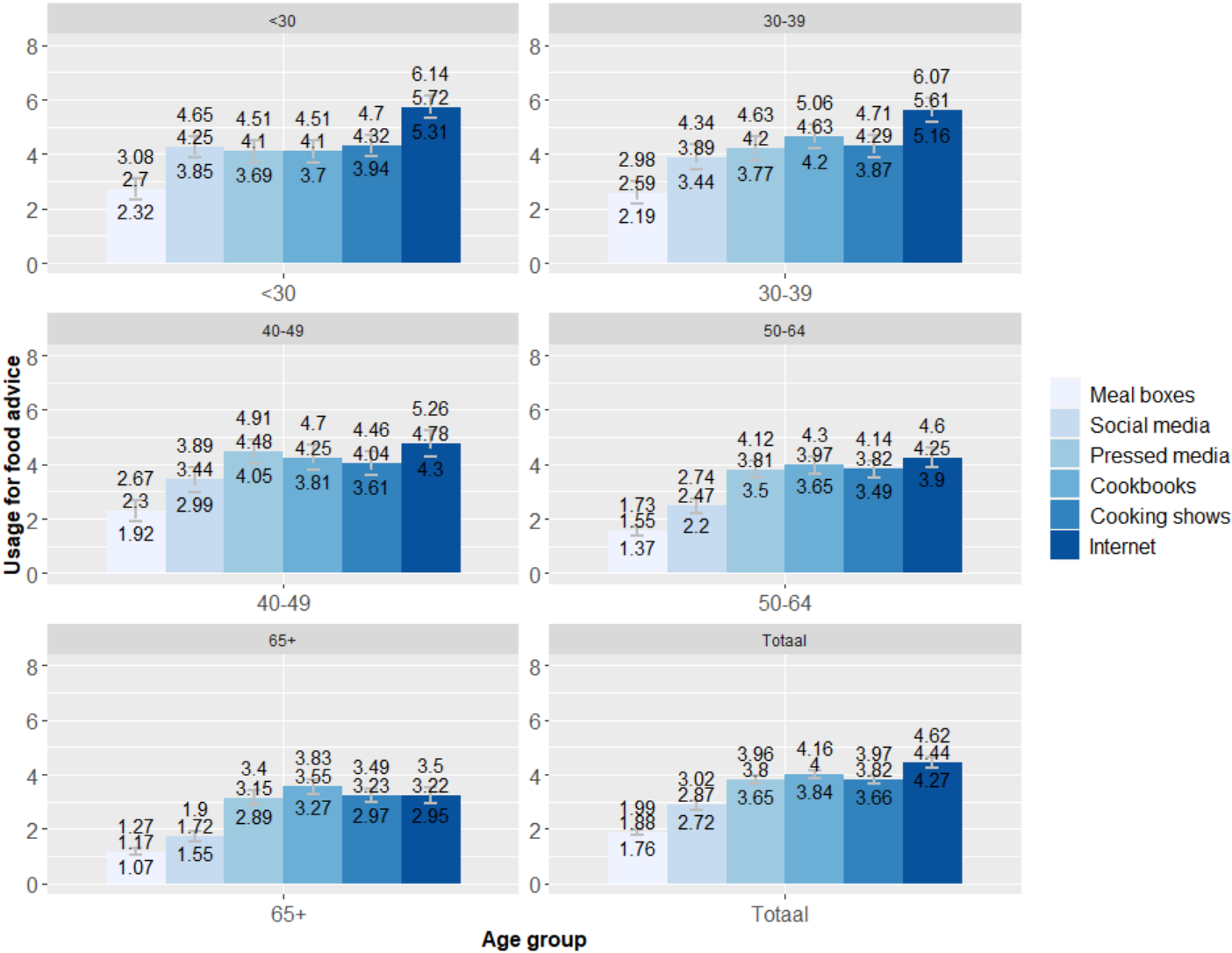
In this article, we will look at the media channels, for instance, cookbooks or the internet, people use to obtain recipes or dietary advice, and whether these results differ among different age groups. To answer these questions respondents were asked to indicate on a scale from 1 to 10 how often they use meal boxes, social media, pressed media like magazines or supermarket leaflets, cookbooks, cooking shows, and the internet to obtain food advice or recipe information.

Most popular media channels for recipes



The internet is the most popular media channel to obtain recipes, followed by cookbooks, pressed media, and cooking shows. Social media and meal boxes are less popular. Looking at the differences among age groups, the internet is in all age groups younger than 50 the most popular source of recipes, in older age groups this is cookbooks. Social media is as popular as pressed media, cookbooks, and cooking shows among people younger than 30. Among older age groups social media is aside from meal boxes the least popular source of recipes.

Most popular media channels for food advice



Looking at the media channels people use most often to obtain food information, the internet is the most popular. This is followed by cookbooks, cooking shows, and pressed media. Looking at the differences among age groups, the internet seems to be the most popular source of food information in all age groups except 65+. Younger age groups use social and online media more often, while cookbooks and pressed media are popular among all age groups. Finally, our results show that younger age groups rely more on media to obtain food information than older age groups.