

# LANCEWOOD

# Quality Time™

## REPORT





## INTRODUCTION

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LANCEWOOD® commissioned a survey with 2,100 respondents representing families across South Africa to better understand how we spend mealtimes with our loved ones.

With this information, as well as insights from several experts, we have created the *Quality Time* Report. This report includes statistics around mealtime behaviour as well as expert opinions on how we can create more meaningful connections in our homes – something that is increasingly under threat from our fast-paced, modern lifestyles.

We've partnered with four local experts in the psychology, family, food and interior design fields who have shared their unique and insightful perspectives on the results, with recommendations on the report.



## METHODOLOGY & DEMOGRAPHICS

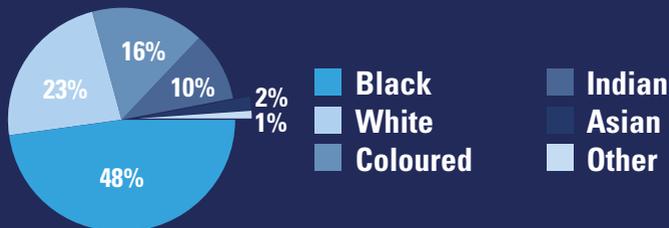
The study was commissioned by LANCEWOOD® and conducted by Ovatoyou. 2,100 respondents were interviewed online between 12 June - 6 July 2020. LANCEWOOD® was looking to gain further insight into the cooking and eating habits of South African families, how much quality time is spent together during mealtimes and what barriers families are facing.

The sample had a strong female skew of 80% and the majority of the respondents were aged between 25 - 49 years old.

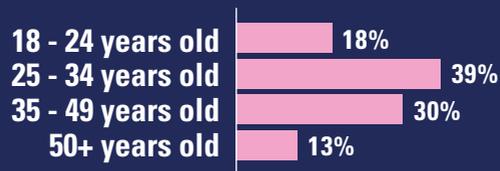
### Gender



### Race



### Age



### Household Income

47% of households earn an income of R10,000+ per month.



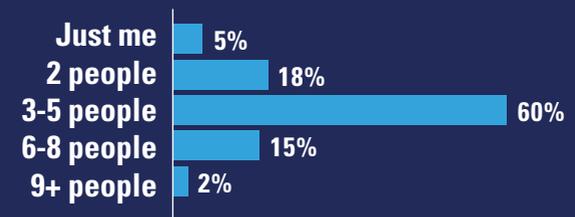
### Location

76% of the respondents reside in Gauteng, Western Cape and KwaZulu-Natal.

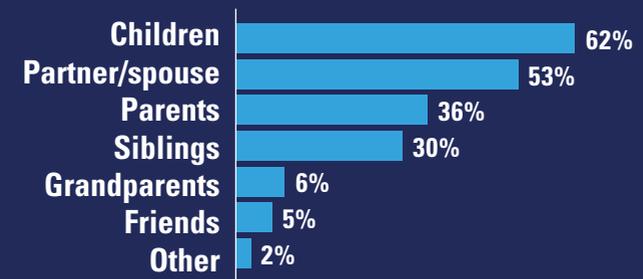


### Household Composition

Households are predominantly made up of 3-5 people.



62% of respondents have children in the household.





## EXPERT PANEL

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We have collaborated with *four South African experts* to provide clarity and insights into the realities of South African households in their respective fields. Each expert brings their unique perspective and knowledge to the trends identified in the report, adding context to our findings and sharing their simple tips on *making the most of family mealtime.*

## Dr Ilse de Beer



Dr Ilse de Beer is a qualified *psychologist* and holds a Magister Artium in Psychology from the Potchefstroom University for CHE as well as a PhD in Psychology from the University of Pretoria. Dr de Beer specialises in health psychology, subject choice, career counseling and parental guidance. As a *motivational speaker*, she focuses on equipping people to function better emotionally in their day-to-day lives. This is achieved by teaching practical ways of improving life skills.

## Vanessa Raphaely



Vanessa Raphaely is a revered much-awarded *personality in the media industry, consultant and author*. After two decades as editor and content director of Associated Media (publishers of Cosmopolitan, House and Leisure and Good Housekeeping magazines), she left and founded South Africa's respected online *parenting community, The Village*. She has just launched FOMO, the monthly digest of the best content from The Village. Her debut novel, Plus One, was published in 2019 and her children's books, The Princess Pincushion series, was published in 2018. She lives with her husband, three children and three dogs in Cape Town, South Africa.

## Vicki Sleet



Vicki Sleet is a former *magazine editor and stylist* with more than 20 years of experience contributing to magazines that include the likes of House and Leisure, Elle Decoration, Woolworths Taste, Eat Out and Eat In, to mention a few. Vicki's themes include everything from home organising and interiors to bargain buys and more.

## Zola Nene



Zola Nene is a down-to-earth, bubbly and stylish *cookbook author* and South Africa's *culinary sweetheart*. With a personality that packs a lot of flavour and an inescapable passion for food, Nene swapped a BCom Law degree for the invigorating smells of the kitchen. This choice has led to her successful culinary career spanning over ten years.

In 2019, Nene scooped the Best in the World award in the TV category at the prestigious Gourmand World Cookbook Awards for her second cookbook, *Simply Zola*. This follows on from the success of her first cookbook, *Simply Delicious*, which won Nene the award for TV (English) Celebrity Chef. Nene has also hosted her own *cooking show*, *Celeb Feasts with Zola*.





## LOCKDOWN LIVING

**89%** of our respondents believe *quality time* with those dear to you is 'extremely important' or 'important'.

Many view cooking or eating together as a way to spend quality time with one another. However, with today's busy and modern lifestyle, this may be a challenge. Respondents claim that a *positive outcome* of lockdown is spending more time together in the home.



An encouraging **59%** of families are *eating together* more, and **43%** are *cooking together* more. Interestingly, **20%** stated there had been no change in their eating habits since the start of the lockdown.



**48%** claim to eat *breakfast together*, with busy families grabbing something to eat on-the-go or each family member taking care of themselves. **40%** said they spent their *mealtimes* in front of the TV with **47%** of families having *conversations* and discussions during this time.



According to **62%** of respondents, work commitments are the biggest barrier to spending *mealtimes together*. In comparison, **36%** said it was household chores, **35%** said it was school or related activities, while **21%** cited traffic and commuting.

While various barriers remain a burden for many households, respondents still recognise the importance of spending *quality time* together.





## FOOD BRINGS US TOGETHER

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Households come in all shapes and sizes, but what we all have in common is that no matter our *cultural background*, the preparation and eating of food is something we all share. But food is about more than just nourishment, it is a way of communicating sentiments, expressing our creativity and *creating memories*.

Food is also a way to mark *different occasions*, like birthdays, anniversaries, weddings, graduations and more. It can be used to offer comfort to people during times of distress and a way to celebrate achievements. Food also plays a significant role in *bringing us together*, whether it is breakfast with the kids in the morning, lunch with co-workers or dinner with the entire family.

If you think about some of your most cherished memories, many of them are likely *related to food* in one way or another. Whether it's a traditional Sunday lunch or a special meal your mom cooked, a summer braai with the *family*, cooking with a loved one or simply sitting on the couch eating popcorn and watching a movie with a friend, there is almost always food involved. And, while it's the people you spend these *moments* with that's most important, it's the food that really help *connect us*.

According to our survey results, despite different tastes and preferences across the board, South Africans all seem to share a love for braai, curry and pap.

Food is considered '*bonding time*' by many respondents and seen as a manifestation of love.

“ We love soups and traditional Indian food with rice or *homemade* bread. My mom sometimes goes all out and even makes an Indian dessert, but that's only when she is in a *great mood*. ”

Black, Female, 18-24 years old, W. Cape



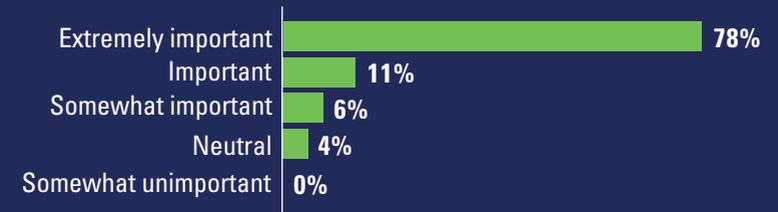
“Dinner and breakfast are *always* at the dining room table, and we have the occasional lunch on a *picnic blanket* in the sun outside during lockdown when it’s sunny and warm.”

White, Female, 35-49 years old, Gauteng



## A NEED FOR QUALITY TIME

**89%** of our respondents believe *quality time* with those dear to you is ‘extremely important’ or ‘important’.



Many view cooking or eating together as a way to spend quality time. *However*, with today’s busy and modern lifestyle, this may be a challenge.

An *encouraging result* of lockdown is that 59% of families are eating together more and 43% are cooking together more. Interestingly, 20% stated there has been no change in their eating habits since the start of lockdown.

Additionally, 15% have said that they eat fewer *meals together* due to snacking while almost 10% are eating together less.

“I can understand how more people are snacking all day. There are fewer distractions and you’re not being judged by your co-workers. *Comfort eating* is prominent during this time, which can also be considered a snacking action”, says Zola Nene.



## WHEN LIFE GETS IN THE WAY

Our findings indicated that there are still several barriers that stand in the way of *families eating together*. Work commitments were by far the biggest barrier to families not sharing meals together at 62%, followed by household chores at 36% and schooling activities at 35%.

**21%** indicated that traffic or commuting delays remain a major stressor among individuals and *families* alike.

“The enjoyment of *eating together* is so important for family psychology, but it’s made more difficult with commuting or working very long hours.

The report highlights that conflicting schedules impacted connection moments. But, a meal doesn’t have to be a formal one. Just having a sandwich together, or even a cup of tea can do wonders to help *families bond*. There’s something about letting go of everything that’s formal and finding simple and creative ways to *spend time together*”, says Vanessa Raphaely.

And, while quality time may be considered a traditional concept, *modern families* need it more than ever.

“We need that *sense of belonging*, the sense of being accepted, a place of safety, and experiencing love and interest in one another’s life. If we do not spend quality time together, we lose that *feeling of cohesion*”, says Dr Ilse de Beer.

“ My family and I *sit at the kitchen table* while facing the TV to watch our favourite shows that we all enjoy, like ‘Come Dine with Me’. Each one chooses who will win the competition, and sometimes we even make bets. It is *so much fun* for us to do. ”

Coloured, Female, 18-24 years old, W. Cape



“ We eat *together as a family* at the kitchen table. We strongly believe that a family that eats and prays together, stays together, so we make sure we sit down and *eat every meal together.* ”

Indian, Female, 25-34 years old, Gauteng



## IT'S OKAY NOT TO BE "PERFECT"

We all put so much pressure on ourselves to be the *perfect parent*. With our social media feeds constantly flooded with images of the beautifully baked banana bread, five-course sit-down meals and the perfect home DIY project, it still remains a stretch for most of us.

“Sharing images of perfection are becoming the norm. But, remember that the image that is held up through social media is only an edited, *highly curated* version of what life is”, says Vanessa Raphaely.

With our busy and demanding schedules, it's okay to opt for the *quick and easy* 15-minute meal because there will be days where you feel like making your ultimate Sunday lunch with all the bells and whistles. It is about finding the balance that works for *you and your family*.



## SPACE INVADERS

The place where families share their meals is special because this is where they get a chance to *spend time together*. Our findings revealed that 34% of us eat meals together at a traditional mealtime spot like a dining table or kitchen table. 51% sit in front of the TV and 4% eat in their bedroom.

While *eating together* is important for many families and knowing that this doesn't always take place in a dining room – experts do recommend creating a space to *sit down and eat with the family*.

“You don't need to make a perfect meal to have an enjoyable meal together. The most important thing is the *connection* and a commitment to bonding with the family in some way, shape or form that garners a sense of love and security”, says Vanessa Raphaely.

“Creating a space in your home to eat and actively clearing your mind to be present also goes a long way in having *quality time*. Where possible, try and separate your workspace from the area where you eat to help with distinguishing between work time and family time”, says Vicki Sleet.



“My mom loves pancakes, and we can eat them throughout the day. I’ve never attempted to make them before, but with lockdown, I made some, and it was a *complete success*. I’ve been experimenting with a lot of recipes during the lockdown.”

Black, Female, 24-34 years old, N. West



## A LABOUR OF LOVE

Creating valuable and purposeful *quality time* can be difficult to do, especially after a long day. But, ‘switching on’ again when you want to ‘switch off’ is the real act of love.

“Coming home from a busy day at work, then having to prepare a meal, the last thing you want to do is *switch back on and engage*. But I think that that’s an act of quality time – you’re scheduling that moment where you give energy to your family or friends. It’s as important as the energy you put into your work”, says Zola Nene.

“For me, food has always been an *expression of love*. It’s like presenting your soul on a plate to somebody. It’s the value you put into making sure that somebody enjoys whatever you give them to eat. *Food is love* – I think everybody thinks this, just to a different degree”, says Zola Nene.

The integration of technology into our lives has allowed us to extend our *quality moments* in some ways as well, especially with those who are far away. Lockdown has meant that we do not see our nearest and dearest as often as we would like. Whether it’s catching up over a snack or enjoying a family favourite, a simple video call can connect us to those special people in our lives. That said, the use of technology should have its place and not detract from *quality time*.





## THE TROUBLE WITH TECH

**47%** of the respondents claim to have *conversations* during mealtimes, while 45% watch TV or are on their phone.

“Many of us battle with too much *screen-time*. We’re all trying to cut down, but none of us have nailed it yet. However, technology isn’t always bad and a functional relationship with our devices is about *balance*”, says Vanessa Raphaely.

“Parents should *encourage quality family time* to engage and have fun. It is also important to limit time spent with technology. If we can balance these two things, I think our family structure will develop in a much *healthier way*”, says Dr Ilse de Beer.

“Due to COVID-19 and lockdown, meal choices have changed drastically. More snack meals than home-cooked meals. *Quick meals* like burgers, pizza or pasta are made more often. We usually only eat breakfast and supper, but now things have changed, and we are always on our phones during this time as *we spend 100% of our time together.*”

White, Female, 18-24 years old, W. Cape



“ The dining table is where we have our meals.  
It is a rule to eat together as a family.  
That is where we have discussions as a family  
and also where we get to spend  
*quality time* together with no phones or TV.”

Black, Female, 18-24 years old, W. Cape



## LEAVE IT TO ME

It is not surprising that Mom is still the *primary decision-maker* when choosing what to cook, at 48%, while only 15% said it was their partner or spouse and 11% said 'Other' – which includes choosing together or taking turns.

Further to this, 65% stated that the Mother also does the *cooking for the family* with 14% citing their partner or spouse and 6% saying 'Other'.

“Leave the *inspiration* of what to cook to LANCEWOOD®.  
Whether you only have 15 minutes to create a meal or wish to make something a little more challenging, we have hundreds of recipes to suit *every occasion*. And better yet, why not lighten the load and make the meal prep a family occasion”, says Shereen Anderhold from LANCEWOOD®.



## THE CATCH-22 OF COVID-19

The encouraging consequence of *lockdown* is that a significant number of us (59%) are eating together more, and 43% are cooking together more.

“The adage of *families who play together stays together* applies here. If we do things together, it creates a very strong bond between family members. It can contribute to feelings of cohesion or *quality time*”, says Dr Ilse de Beer.

“*Cooking together* shares accountability and responsibility. It facilitates conversations beyond just the food. It’s about teamwork and being part of the family”, says Vicki Sleet.

Although the above talks to the positive outcome of lockdown, with the adverse consequence of many having less, families are focused on stretching meals, reducing waste and changing the way they shop.

“Bargain hunting has become *more important*, so we almost have to be ‘bargain-fit’ and shop around for the best deals. But, people still want *quality and value*”, says Vicki Sleet.

“Everyday meals may look a little different now, so a good idea is to dial up your creativity and find new ways to serve up *old favourites*.

*Planning* your meals ahead of time, bulk buying, cooking and freezing meals helps to free up time and maximise your budget”, says Shereen Anderhold, LANCEWOOD®.

“ Since lockdown, we never bought take-aways, so we ensured that we eat a *balanced cooked meal*. Because of this lockdown, we have been eating healthy, and surprisingly, the kids are also enjoying eating vegetables *#healthyeating!* ”

Black, Female, 25-34 years old, Limpopo





## MEMORABLE QUALITY TIME

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Often the most endearing *memory* involves a meal – so smelling or seeing a dish takes you right back to a special nostalgic moment in your granny’s kitchen. Food has the ability to *bring people together* and be at the centre of creating new memories with those dear to you. In Zola Nene’s home, Sunday lunches are a tradition that her mom started, where she would make a big meal and the family would all catch-up and enjoy *quality time* together.

Vanessa agrees that *food and memories* are intimately intertwined. “Every so often (on The Village) something pops up that everyone can relate to. About two weeks ago, I got this tunnel vision about a granadilla cake. I wrote something on The Village about how I’m daydreaming about this cake, and there were about 500 comments from people sharing how their granny made different types of cakes and how certain tastes brought back childhood memories. *Memories* and nostalgia are associated with food.”

Creating quality time with those in your home does not have to be daunting. It is about finding or creating simple ways to connect at any time during the day, whether it be during a break over a quick cup of coffee and rusk, or while you prepare the vegetables for tonight’s dinner.

“Although the lockdown brought about challenges for many of us, the average household also reported positive experiences around *family mealtimes*”, says Dr Ilse de Beer.

“Not everything in life has to be perfect to be *meaningful*. You don’t need to make a perfect meal to share a perfectly happy meal together. The most important thing is the *connection*, the willingness and commitment to bonding and to be better as a family in some way, shape or form”, says Vanessa Raphaely.

“Thanks to the lockdown, there was absolutely a change, and I know this because of the type of *interaction* I received on my platforms. People have to cook more, and they need help. They’re also looking for *creative ways* to elevate their meals without breaking the bank. For me, the first thing is to experiment with flavours or add different herbs and spices. Even create a dinner theme. It could be as simple as choosing a genre of food. Or, just light some candles one night and all of a sudden, everything feels different. Anything to *make little moments more special* and less mundane”, says Zola Nene.



“At LANCEWOOD® we understand that sometimes life gets in the way but at the end of the day you still want *delicious food* to share with your family.

We’re here to help – we have hundreds of recipes for you to choose from whether you have limited free time, only a selection of ingredients or you’re away from home with only a microwave, we have a solution. Our wide range of delicious award-winning *quality dairy products* is perfect for any occasion – from gouda, cheddar and mozzarella, to cream cheese, cottage cheese, dips, spreads, sauces and yoghurt.

We even cater for those who may be lactose intolerant or are just looking for a no sugar added alternative. So, whether you are looking to perfect your *baking*, enhance your *cooking* or simply need *convenience*, we have a product and recipe to suit all your needs”, says Shereen Anderhold, LANCEWOOD®.





THANK YOU FOR YOUR TIME

LANCEWOOD  
*Quality Time*<sup>™</sup>  
REPORT