YouGov Survey Results

Sample Size: 1183 GB Adults
Fieldwork: 28th - 29th November 2016

		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1183	573	610	137	505	292	248	674	509	142	393	254	285	109
Unweighted Sample	1183	464	719	101	501	302	279	702	481	90	397	287	301	108
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following would you say is your favourite curry?														
Korma	**18**	13	23	32	15	18	17	16	20	12	19	15	20	24
Tikka Massala	**12**	11	13	18	14	11	7	12	12	7	11	17	11	10
Jalfrezi	**8**	10	7	0	9	10	9	9	7	14	9	5	6	9
Madras	**7**	10	3	1	8	7	7	6	8	6	7	6	7	6
Rogan Josh	**7**	8	5	10	5	7	7	7	6	10	7	6	6	5
Biryani	**6**	6	6	10	5	7	6	7	5	9	6	5	7	6
Balti	**4**	5	4	3	6	4	2	5	4	5	4	7	3	3
Bhuna	**4**	4	4	8	4	6	0	4	4	2	3	6	4	8
Dupiaza	**3**	4	2	4	4	3	1	4	2	4	3	3	4	2
Vindaloo	**2**	2	1	0	1	1	3	2	1	2	2	1	1	1
Other *[See Tab 1 for RESPONSES]*	**6**	5	7	2	9	5	4	7	5	4	8	4	6	7
Not applicable – I do not like curry	**17**	16	19	8	15	16	29	16	19	20	16	19	17	13
Don't know	**5**	6	5	4	5	5	7	4	7	5	5	6	6	5
[The following questions were not asked to those who did not like/didn't know their favourite curry; n=903]														
Which of the following do you like the most in a curry?														
Chicken	**59**	58	60	67	60	58	52	56	63	49	57	66	58	68
Lamb	**20**	26	15	13	20	23	22	21	20	23	21	18	23	15
Mixed Vegetables	**8**	5	12	5	9	7	11	9	7	10	10	5	7	7
Prawn	**7**	7	7	8	6	8	8	8	5	14	6	4	6	9
Paneer	**3**	2	4	6	4	1	1	4	2	1	3	3	4	1
Other *[See Tab 2 for RESPONSES]*	**2**	2	1	0	1	2	5	2	1	1	2	2	2	0
Don't know	**1**	0	1	0	0	1	2	1	1	1	1	2	0	0

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YouGov Survey Results

Sample Size: 1183 GB Adults
Fieldwork: 28th - 29th November 2016

		Favourite Curry													Which of the following do you like the most in a curry?						
	Total	Balti	Biryani	Bhuna	Dupiaza	Jalfrezi	Korma	Madras	Rogan Josh	Tikka Massala	Vindaloo	Other	I do not like curry	Don't know	Chicken	Lamb	Prawn	Paneer	Mixed Vegetables	Other	Don't know
Weighted Sample	**1183**	52	75	47	38	96	213	79	79	142	19	73	205	65	541	187	63	28	74	14	6
Unweighted Sample	**1183**	50	73	48	34	89	213	67	74	153	19	83	213	67	534	179	59	26	83	15	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following would you say is your favourite curry?																					
Korma	**18**	0	0	*0*	*0*	0	100	0	0	0	*0*	0	0	0	26	15	23	*21*	25	*24*	*56*
Tikka Massala	**12**	0	0	*0*	*0*	0	0	0	0	100	*0*	0	0	0	21	7	9	*2*	13	*8*	*13*
Jalfrezi	**8**	0	0	*0*	*0*	100	0	0	0	0	*0*	0	0	0	10	13	17	*0*	9	*7*	*0*
Madras	**7**	0	0	*0*	*0*	0	0	100	0	0	*0*	0	0	0	9	9	6	*12*	5	*8*	*0*
Rogan Josh	**7**	0	0	*0*	*0*	0	0	0	100	0	*0*	0	0	0	6	20	4	*0*	3	*8*	*0*
Biryani	**6**	0	100	*0*	*0*	0	0	0	0	0	*0*	0	0	0	5	7	22	*25*	14	*8*	*8*
Balti	**4**	100	0	*0*	*0*	0	0	0	0	0	*0*	0	0	0	4	8	6	*4*	10	*4*	*14*
Bhuna	**4**	0	0	*100*	*0*	0	0	0	0	0	*0*	0	0	0	5	5	3	*9*	8	*0*	*0*
Dupiaza	**3**	0	0	*0*	*100*	0	0	0	0	0	*0*	0	0	0	5	3	3	*0*	2	*15*	*0*
Vindaloo	**2**	0	0	*0*	*0*	0	0	0	0	0	*100*	0	0	0	2	2	1	*0*	4	*5*	*0*
Other *[See Tab 1 for RESPONSES]*	**6**	0	0	*0*	*0*	0	0	0	0	0	*0*	100	0	0	7	11	5	*25*	6	*13*	*9*
Not applicable – I do not like curry	**17**	0	0	*0*	*0*	0	0	0	0	0	*0*	0	100	0	0	0	0	*0*	0	*0*	*0*
Don't know	**5**	0	0	*0*	*0*	0	0	0	0	0	*0*	0	0	100	0	0	0	*0*	0	*0*	*0*
[The following questions were not asked to those who did not like/didn't know their favourite curry; n=903]																					
Which of the following do you like the most in a curry?																					
Chicken	**59**	45	39	*56*	*69*	56	65	64	44	79	*54*	48	*0*	*0*	100	0	0	*0*	0	*0*	*0*
Lamb	**20**	29	18	*21*	*16*	25	13	21	49	9	*21*	28	*0*	*0*	0	100	0	*0*	0	*0*	*0*
Mixed Vegetables	**8**	15	13	*13*	*4*	7	9	5	3	7	*17*	6	*0*	*0*	0	0	0	*0*	100	*0*	*0*
Prawn	**7**	7	18	*4*	*5*	11	7	5	4	4	*4*	5	*0*	*0*	0	0	100	*0*	0	*0*	*0*
Paneer	**3**	2	9	*6*	*0*	0	3	4	0	0	*0*	10	*0*	*0*	0	0	0	*100*	0	*0*	*0*
Other *[See Tab 2 for RESPONSES]*	**2**	1	1	*0*	*6*	1	2	1	1	1	*4*	2	*0*	*0*	0	0	0	*0*	0	*100*	*0*
Don't know	**1**	2	1	*0*	*0*	0	2	0	0	1	*0*	1	*0*	*0*	0	0	0	*0*	0	*0*	*100*

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YouGov Survey Results

Sample Size: 1183 GB Adults
Fieldwork: 28th - 29th November 2016

		Favourite Naan Bread								Favourite Rice							
	Total	Plain	Garlic	Keema	Peshwari	Cheese	Other	I don't like Naan bread	Don't know	Plain	Pilau	Mushroom	Coconut	Keema	Other	I don't like rice	Don't know
Weighted Sample	**1183**	229	284	96	196	30	13	53	12	168	501	78	52	27	35	40	12
Unweighted Sample	**1183**	236	262	84	206	29	15	59	12	166	498	86	59	18	38	29	9
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following would you say is your favourite curry?																	
Korma	**18**	22	27	10	25	*18*	*0*	33	*31*	24	22	22	43	*5*	*19*	*38*	*13*
Tikka Massala	**12**	22	15	15	10	*29*	*7*	6	*40*	13	15	16	24	*16*	*17*	*11*	*25*
Jalfrezi	**8**	9	12	10	11	*2*	*21*	6	*17*	11	12	8	6	*13*	*7*	*8*	*10*
Madras	**7**	8	8	16	4	*15*	*17*	15	*12*	9	9	5	3	*16*	*4*	*19*	*12*
Rogan Josh	**7**	4	12	9	8	*20*	*5*	10	*0*	14	9	4	4	*7*	*3*	*5*	*0*
Biryani	**6**	8	6	13	13	*0*	*16*	3	*0*	7	8	7	10	*17*	*9*	*6*	*33*
Balti	**4**	8	4	7	5	*0*	*0*	10	*0*	6	6	12	2	*0*	*2*	*1*	*0*
Bhuna	**4**	4	5	3	9	*4*	*20*	1	*0*	3	6	7	0	*5*	*4*	*6*	*0*
Dupiaza	**3**	4	4	9	4	*0*	*0*	1	*0*	4	4	6	0	*13*	*6*	*3*	*0*
Vindaloo	**2**	4	1	1	1	*7*	*0*	1	*0*	3	2	4	0	*0*	*3*	*1*	*0*
Other *[See Tab 1 for RESPONSES]*	**6**	9	6	6	10	*4*	*13*	13	*0*	6	7	11	7	*8*	*28*	*2*	*7*
Not applicable – I do not like curry	**17**	0	0	0	0	*0*	*0*	0	*0*	0	0	0	0	*0*	*0*	*0*	*0*
Don't know	**5**	0	0	0	0	*0*	*0*	0	*0*	0	0	0	0	*0*	*0*	*0*	*0*
[The following questions were not asked to those who did not like/didn't know their favourite curry; n=903]																	
Which of the following do you like the most in a curry?																	
Chicken	**59**	67	57	61	55	*62*	*28*	60	*30*	62	61	49	44	*80*	*70*	*52*	*48*
Lamb	**20**	13	21	33	21	*17*	*27*	18	*46*	18	22	16	20	*20*	*15*	*26*	*36*
Mixed Vegetables	**8**	6	9	2	11	*15*	*12*	6	*5*	12	6	16	12	*0*	*6*	*10*	*0*
Prawn	**7**	6	7	4	8	*2*	*0*	13	*18*	5	6	14	13	*0*	*4*	*12*	*0*
Paneer	**3**	3	4	0	2	*4*	*23*	2	*0*	2	4	3	5	*0*	*0*	*0*	*0*
Other *[See Tab 2 for RESPONSES]*	**2**	2	2	0	1	*0*	*10*	0	*0*	1	1	3	7	*0*	*4*	*0*	*16*
Don't know	**1**	1	0	0	1	*0*	*0*	1	*0*	1	1	0	0	*0*	*0*	*0*	*0*

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		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	**1183**	573	610	137	505	292	248	674	509	142	393	254	285	109
Unweighted Sample	**1183**	464	719	101	501	302	279	702	481	90	397	287	301	108
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following is your favourite type of naan bread to have with a curry?

Garlic	**31**	32	31	49	32	23	27	30	33	35	30	21	37	38
Plain	**25**	21	29	20	23	25	34	26	24	24	24	27	24	30
Peshwari	**22**	20	23	20	22	22	19	24	18	25	23	24	15	24
Keema	**11**	15	6	4	12	15	4	10	11	9	11	13	12	0
Cheese	**3**	4	3	2	4	4	1	3	3	0	3	4	4	3
Other *[See Tab 3 for RESPONSES]*	**1**	1	2	0	2	2	1	1	2	2	1	1	3	0
Not applicable – I don't like Naan bread	**6**	5	6	4	3	9	11	5	8	4	7	7	5	5
Don't know	**1**	2	1	1	1	1	2	1	2	1	1	3	0	0

And which of the following is your favourite type of rice to have with a curry?

Pilau	**55**	56	54	52	51	62	55	59	49	55	57	55	52	52
Plain	**18**	15	22	22	16	17	24	15	23	28	15	16	20	21
Mushroom	**9**	8	9	5	11	8	7	10	7	4	10	10	8	8
Coconut	**6**	5	7	5	6	4	7	6	5	6	7	6	4	2
Keema	**3**	5	1	3	5	1	0	2	4	2	4	4	2	1
Other *[See Tab 4 for RESPONSES]*	**4**	5	3	1	5	3	4	5	2	1	4	3	6	6
Not applicable – I don't like rice	**4**	6	3	8	4	4	3	2	7	2	3	4	7	5
Don't know	**1**	2	0	4	1	1	0	1	1	2	0	2	1	4

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Sample Size: 1183 GB Adults
Fieldwork: 28th - 29th November 2016

		Favourite Curry													Which of the following do you like the most in a curry?						
	Total	Balti	Biryani	Bhuna	Dupiaza	Jalfrezi	Korma	Madras	Rogan Josh	Tikka Massala	Vindaloo	Other	I do not like curry	Don't know	Chicken	Lamb	Prawn	Paneer	Mixed Vegetables	Other	Don't know
Weighted Sample	**1183**	52	75	47	38	96	213	79	79	142	19	73	205	65	541	187	63	28	74	14	6
Unweighted Sample	**1183**	50	73	48	34	89	213	67	74	153	19	83	213	67	534	179	59	26	83	15	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And which of the following is your favourite type of naan bread to have with a curry?																					
Garlic	**31**	23	22	*28*	*32*	36	36	27	43	29	*20*	24	*0*	*0*	30	32	31	*41*	36	*38*	*0*
Plain	**25**	34	23	*18*	*22*	21	24	23	11	35	*52*	27	*0*	*0*	29	16	23	*24*	20	*39*	*44*
Peshwari	**22**	19	33	*38*	*21*	23	23	10	19	14	*8*	28	*0*	*0*	20	22	25	*15*	28	*15*	*47*
Keema	**11**	13	17	*6*	*23*	10	4	20	11	10	*5*	8	*0*	*0*	11	17	6	*0*	3	*0*	*0*
Cheese	**3**	0	0	*3*	*0*	1	3	6	8	6	*12*	1	*0*	*0*	3	3	1	*5*	6	*0*	*0*
Other *[See Tab 3 for RESPONSES]*	**1**	0	3	*5*	*0*	3	0	3	1	1	*0*	2	*0*	*0*	1	2	0	*11*	2	*9*	*0*
Not applicable – I don't like Naan bread	**6**	11	2	*1*	*2*	4	8	10	7	2	*3*	9	*0*	*0*	6	5	11	*5*	5	*0*	*9*
Don't know	**1**	0	0	*0*	*0*	2	2	2	0	3	*0*	0	*0*	*0*	1	3	3	*0*	1	*0*	*0*
And which of the following is your favourite type of rice to have with a curry?																					
Pilau	**55**	59	52	*66*	*53*	61	51	55	57	54	*51*	51	*0*	*0*	56	58	49	*71*	39	*30*	*82*
Plain	**18**	19	16	*12*	*17*	19	19	19	30	16	*26*	14	*0*	*0*	19	16	13	*11*	26	*8*	*18*
Mushroom	**9**	17	7	*11*	*12*	6	8	5	4	9	*16*	12	*0*	*0*	7	7	17	*8*	17	*15*	*0*
Coconut	**6**	2	7	*0*	*0*	3	10	2	3	9	*0*	5	*0*	*0*	4	6	10	*10*	8	*24*	*0*
Keema	**3**	0	6	*3*	*9*	4	1	6	3	3	*0*	3	*0*	*0*	4	3	0	*0*	0	*0*	*0*
Other *[See Tab 4 for RESPONSES]*	**4**	1	4	*3*	*5*	2	3	2	1	4	*5*	14	*0*	*0*	5	3	2	*0*	3	*11*	*0*
Not applicable – I don't like rice	**4**	1	3	*5*	*3*	3	7	10	3	3	*3*	1	*0*	*0*	4	5	8	*0*	6	*0*	*0*
Don't know	**1**	0	5	*0*	*0*	1	1	2	0	2	*0*	1	*0*	*0*	1	2	0	*0*	0	*13*	*0*

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		Favourite Naan Bread								Favourite Rice							
	Total	Plain	Garlic	Keema	Peshwari	Cheese	Other	I don't like Naan bread	Don't know	Plain	Pilau	Mushroom	Coconut	Keema	Other	I don't like rice	Don't know
Weighted Sample	**1183**	229	284	96	196	30	13	53	12	168	501	78	52	27	35	40	12
Unweighted Sample	**1183**	236	262	84	206	29	15	59	12	166	498	86	59	18	38	29	9
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And which of the following is your favourite type of naan bread to have with a curry?																	
Garlic	**31**	0	100	0	0	*0*	*0*	0	*0*	37	28	41	32	*7*	*43*	*32*	*13*
Plain	**25**	100	0	0	0	*0*	*0*	0	*0*	32	27	19	10	*7*	*20*	*16*	*38*
Peshwari	**22**	0	0	0	100	*0*	*0*	0	*0*	12	25	18	41	*10*	*9*	*22*	*10*
Keema	**11**	0	0	100	0	*0*	*0*	0	*0*	6	11	6	8	*76*	*13*	*0*	*0*
Cheese	**3**	0	0	0	0	*100*	*0*	0	*0*	4	2	7	2	*0*	*8*	*9*	*4*
Other *[See Tab 3 for RESPONSES]*	**1**	0	0	0	0	*0*	*100*	0	*0*	1	1	1	2	*0*	*3*	*6*	*7*
Not applicable – I don't like Naan bread	**6**	0	0	0	0	*0*	*0*	100	*0*	7	5	8	2	*0*	*4*	*15*	*16*
Don't know	**1**	0	0	0	0	*0*	*0*	0	*100*	1	1	2	1	*0*	*0*	*0*	*12*
And which of the following is your favourite type of rice to have with a curry?																	
Pilau	**55**	59	50	55	64	*32*	*39*	46	*59*	0	100	0	0	*0*	*0*	*0*	*0*
Plain	**18**	24	22	10	10	*23*	*14*	23	*11*	100	0	0	0	*0*	*0*	*0*	*0*
Mushroom	**9**	7	11	4	7	*17*	*3*	11	*12*	0	0	100	0	*0*	*0*	*0*	*0*
Coconut	**6**	2	6	4	11	*4*	*10*	2	*7*	0	0	0	100	*0*	*0*	*0*	*0*
Keema	**3**	1	1	21	1	*0*	*0*	0	*0*	0	0	0	0	*100*	*0*	*0*	*0*
Other *[See Tab 4 for RESPONSES]*	**4**	3	5	5	2	*10*	*7*	3	*0*	0	0	0	0	*0*	*100*	*0*	*0*
Not applicable – I don't like rice	**4**	3	4	0	4	*12*	*20*	11	*0*	0	0	0	0	*0*	*0*	*100*	*0*
Don't know	**1**	2	1	0	1	*2*	*6*	4	*12*	0	0	0	0	*0*	*0*	*0*	*100*

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