

YouGov Survey Results

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

	Gender		Age				Social Grade		Region					
	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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	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	10	13	17	0	9	7	0	
Madras	7	0	0	0	0	0	0	100	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	6	20	4	0	3	8	0	
Biryani	6	0	100	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	4	8	6	4	10	4	14	
Bhuna	4	0	0	100	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	5	3	3	0	2	15	0	
Vindaloo	2	0	0	0	0	0	0	0	0	0	100	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	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	
Don't know	5	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	
Mixed Vegetables	8	15	13	13	4	7	9	5	3	7	17	6	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	
Paneer	3	2	9	6	0	0	3	4	0	0	0	10	0	0	0	0	0	100	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	100	0	
Don't know	1	2	1	0	0	0	2	0	0	1	0	1	0	0	0	0	0	0	0	100	

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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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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					
	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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	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