

New Year Double Issue

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HOW INDIA EATS

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uncovered
**INDIA'S
NATIONAL
DISH**

Exclusive 13-city opinion poll

WHAT WE ARE READING

*Manmohan Singh
Sonia Gandhi
L.K. Advani
Priyanka Gandhi Vadra
Omar Abdullah
Aamir Khan
William Dalrymple
Daniyal Mueenuddin*

Hola! 2010

*Edward Luce
Shiv Visvanathan
Madhur Bhandarkar
Harsha Bhogle
L. Subramaniam*

*Batsman-MP Navjot Singh Sidhu
turns opener again*

INDIA'S NATIONAL DISH

Masala Dosa

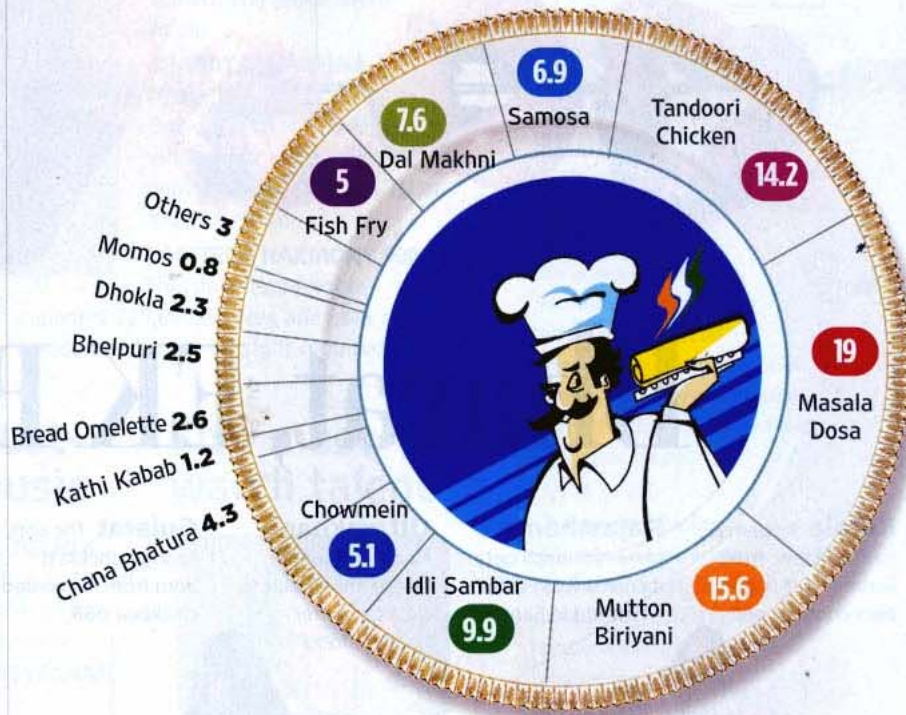
INDIA'S NATIONAL DESSERT

Rosogolla

The Masala Dosa is India's national dish, reveals an exclusive 13-city opinion poll conducted for *Outlook* by Marketing & Development Research Associates (MDRA). While the dosa scored heavily in the south as expected (Bangalore 30%, Chennai 20.8%), it ran up impressive numbers across the country (Bhopal 46%, Patna 28%) and across communities (Buddhists 31%) too to pip 13 other dishes. More women (22.2%) preferred the dosa to men (17.5%), and the dosa's biggest fans are in the 31-45 age group (21.9%). The dosa was least popular in Calcutta (5%) and among Sikhs (6.8%).

India's national dessert is the rosogolla (25.5%) with more men preferring it (27.2%). The rosogolla was least popular among Christians (9.3%), Sikhs (8.5%) and Jains (5.9%).

Which of the following dishes deserves to be named as India's national dish?

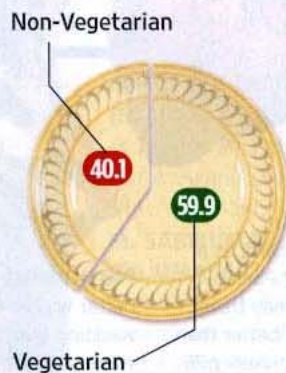


Graphics by TANMOY CHAKRABORTY; Illustrations: SORIT

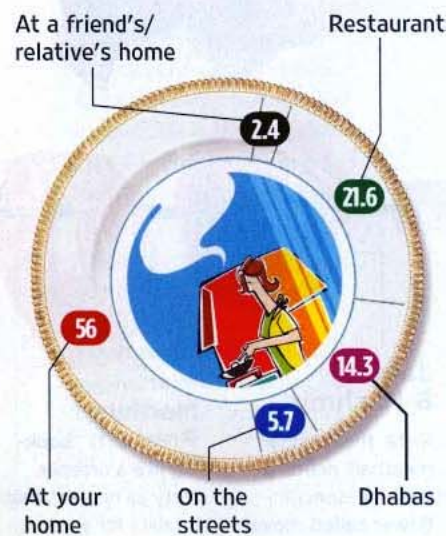
What, in your view, gives a dish the stature of India's national dish?



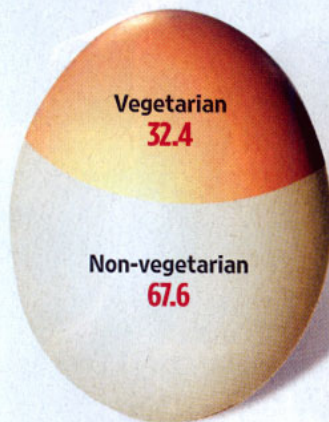
Given India's history, culture and ethos, what kind of cuisine best deserves the honour of being nominated as India's national cuisine?



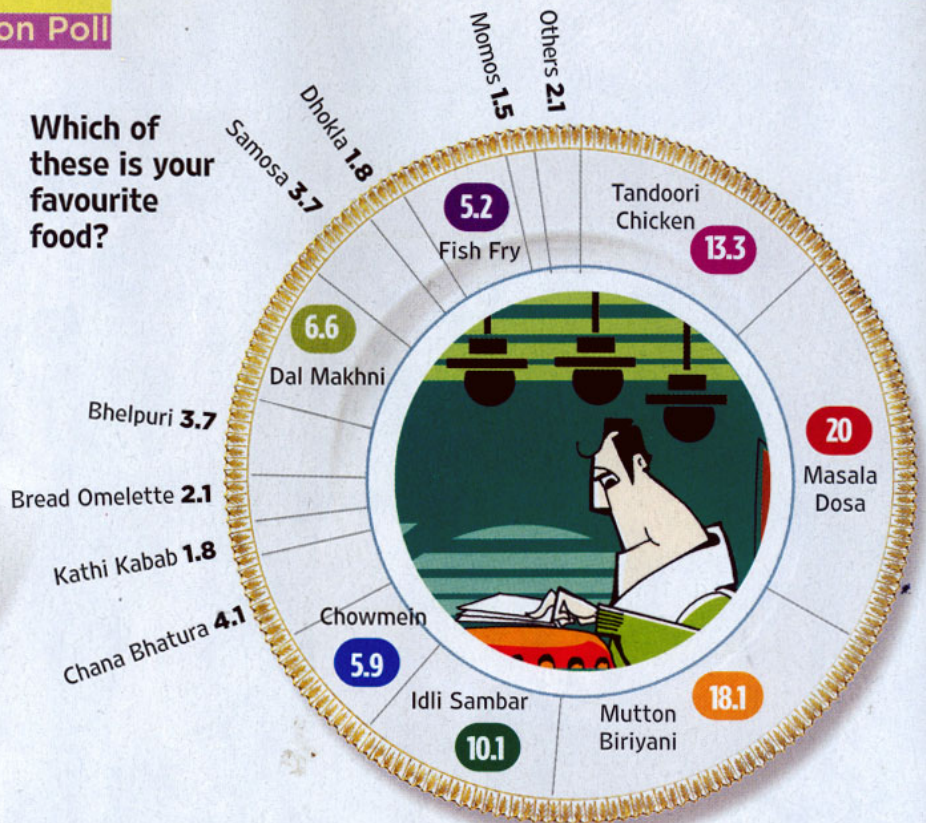
Where do you think India's national dish is made the best?



Do you consider eggs vegetarian or non-vegetarian?



Which of these is your favourite food?

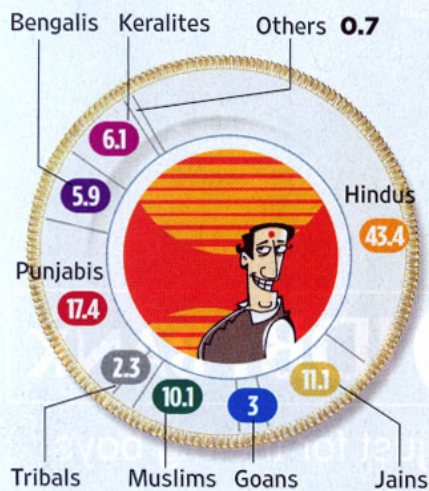


Which of these sweets deserves to be named as India's national dessert?



Halwa (carrots, suji etc) 8.5, Payasam 7.3, Ice-cream 4.3, Mishti Doi 3.2, Chocolate Cake 1.8, Others 1.4

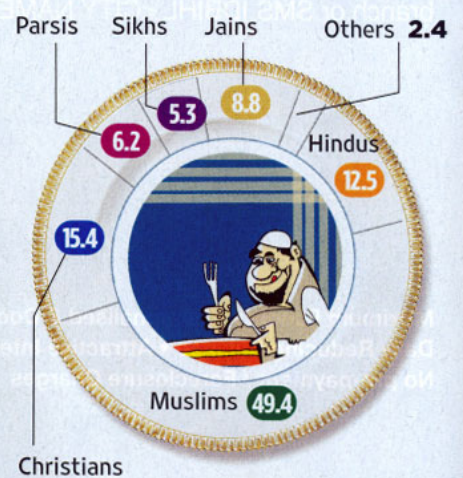
Which community or group of peoples eats the healthiest food?



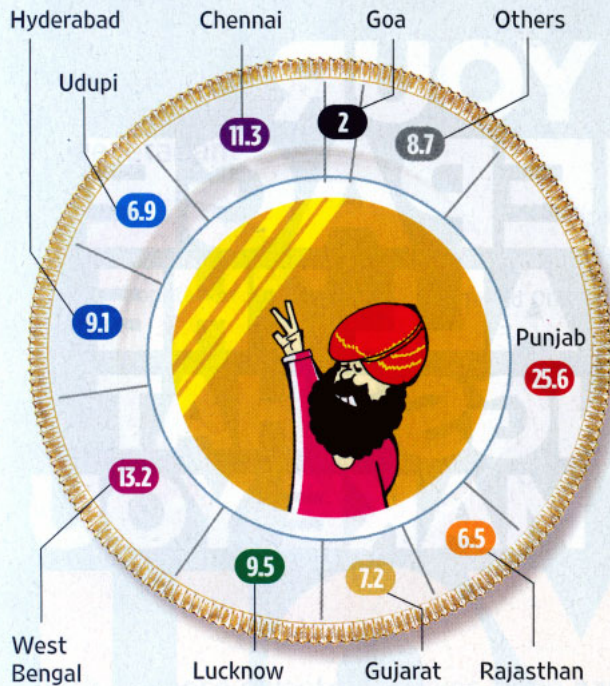
Who is the best cook in your own personal experience?

My wife	18.2
My husband	4.6
My mother	58.8
Restaurant chef	6.5
TV food show host	2.0
My friend	2.6
My relative	3.5
Others	3.8

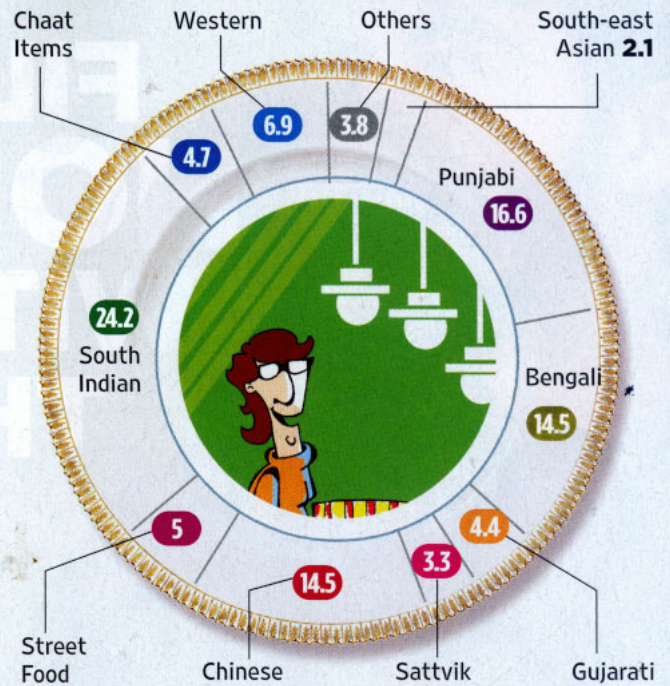
Which community or group of peoples eats the unhealthiest food?



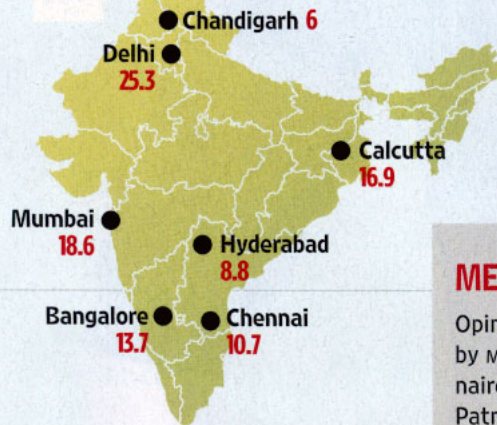
Which state, city or region do you think is synonymous with good food?



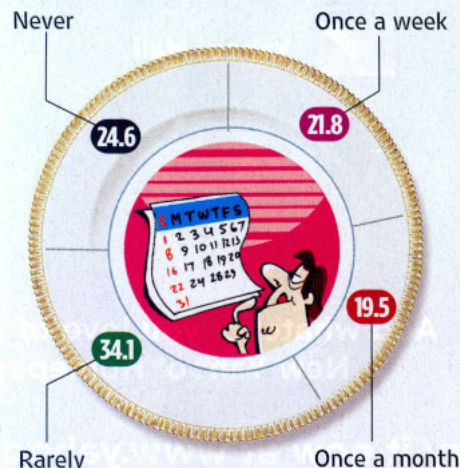
From your eating experience, which one of the following cuisines is grossly overrated?



Which city in your experience offers the best options for food, in terms of quality, variety and prices, in India?



How often do you experiment and try out a food item that is not your favourite?



Which kind of food suggests good health to you?

North Indian vegetarian	39.8
South Indian vegetarian	30.3
North Indian non-vegetarian	19.5
South Indian non-vegetarian	10.4

METHODOLOGY

Opinion poll conducted for *Outlook* by MDRA using structured questionnaire in Delhi, Chandigarh, Lucknow, Patna, Guwahati, Calcutta, Bhopal, Ahmedabad, Mumbai, Hyderabad, Thiruvananthapuram, Bangalore and Chennai, from December 10-13.

Sample size: 1,313 respondents (907 men, 406 women). Margin of error: plus or minus 2.70%.

Of the sample, 690 respondents were between 18-30 years of age; 447 between 31-45, 152 between 46-60, 24 above 60. There were 1,004 Hindus, 144 Muslims, 54 Christians, 59 Sikhs, 29 Buddhists, 17 Jains and 6 others.