



**Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.**

*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

## **Majority of Pakistanis Like Moderate Amount of Spices in Their Food; 23 % Prefer Strongly Spiced: GILANI POLL / GALLUP PAKISTAN**

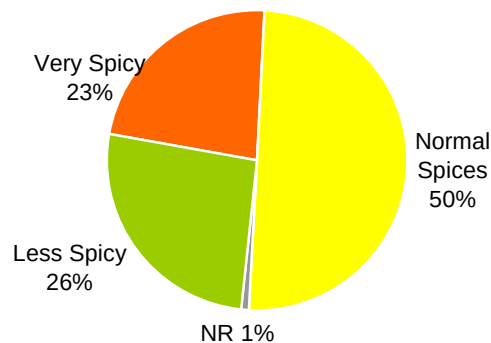
Islamabad, June 9, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis (50%) like to have normal amount of spices in their food as compared to 23% of the respondents who claimed to like very spicy food. Twenty six percent (26%) prefer to have less spicy or bland food. Interestingly a higher percentage of respondents from Sindh (31%) and ruralites (24%) showed a preference for hot and spicy food.

A nationally representative sample of men and women from across the country were asked “Some people like to eat very spicy food, some like it normally spiced, whereas others prefer to eat food with less amount of spices. What type of food do you like?” Majority (50%) claimed to like normal amount of spices in their food. Twenty six percent (26%) like their food to have less spices or be a bit bland while 23% of the respondents said they like it highly spiced. One percent (1%) gave no response. It should be borne in mind that South Asian cuisine is characterized by the abundant use of strong spices and aromatic flavors. Hence, what is considered regular amount of spices in Pakistani cuisine may be considered very spicy in other cuisines.

The data shows that a proportionately higher percentage of urbanites (54%) prefer normal spices. It is also seen that young people under 30 years of age like spicy food as compared to people more than 50 years of age who prefer their food to be slightly bland. Comparatively a higher percentage of respondents from Sindh (31%) claimed to eat very spicy food as compared to the people from other provinces.

*Some people like to eat very spicy food and some like it normally spiced,  
where as there are others who prefer to eat food with less amount of spices.  
What type of food do you like?”*



Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2666 men and women in rural and urban areas of all four provinces of the country, during May 2009. Error margin is estimated to be approximately  $\pm 2$ -3 per cent at 95% confidence level.

**Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan.** the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social behavior related and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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