

Turkish Food Awareness Survey	
Can you name any Turkish food or drink brands?	
Answer Options	Response Count
	74
<i>answered question</i>	74
<i>skipped question</i>	8

Number	Response Date	Response Text
1	06/11/2008 14:32:00	Efes
2	06/11/2008 14:34:00	Baklava, shish kebab, falafal, houmous, pitta bread
3	06/11/2008 14:35:00	No
4	06/11/2008 14:35:00	No
5	06/11/2008 14:38:00	Tas restaurant chain in londonMezze - range of small dishesYoghurtTurki
6	06/11/2008 14:43:00	Efes beer
7	06/11/2008 14:43:00	Turkish Delight! Meze, kebabs. Restaurants - Sofra, Haz, Aziz
8	06/11/2008 14:43:00	None I'm afraid
9	06/11/2008 14:51:00	asyan
10	06/11/2008 14:52:00	No
11	06/11/2008 14:55:00	Does Turkish Delight count? Othewise, no.
12	06/11/2008 14:56:00	No
13	06/11/2008 14:57:00	Kofte, Meze,Baklave
14	06/11/2008 15:04:00	Turkish DelightKebabs
15	06/11/2008 15:06:00	efes beer
16	06/11/2008 15:12:00	Turkish Delight
17	06/11/2008 15:19:00	The only one I know is an awesomely named 'Lezzo' apple tea.
18	06/11/2008 15:22:00	yes - taz water
19	06/11/2008 15:42:00	Efes Pils
20	06/11/2008 15:43:00	yum yums
21	06/11/2008 15:43:00	no
22	06/11/2008 16:01:00	Efes BeerTurkish Delight?Oily food (steeped in olive oil)Honey drenched
23	06/11/2008 16:05:00	Nope
24	06/11/2008 16:18:00	Turkish Delight?!
25	06/11/2008 16:23:00	No
26	06/11/2008 17:27:00	Baklava, Turkish Delight, falafel

27	06/11/2008 17:37:00	????
28	06/11/2008 22:02:00	Beyti sarma
29	06/12/2008 06:45:00	Efes Pilsen
30	06/12/2008 08:21:00	efes
31	06/12/2008 08:37:00	No
32	06/12/2008 08:44:00	I can't name any brands
33	06/12/2008 09:11:00	no
34	06/12/2008 09:14:00	ulker ... I'm terrible with remembering names!
35	06/12/2008 09:19:00	yes, Dolma, hellum, buklava, kofte,
36	06/12/2008 09:21:00	no
37	06/12/2008 09:49:00	PinarKristal Olive OilBaklava
38	06/12/2008 10:10:00	No
39	06/12/2008 10:12:00	None
40	06/12/2008 10:21:00	No
41	06/12/2008 10:37:00	nope
42	06/12/2008 10:40:00	None
43	06/12/2008 11:07:00	aytac, pinar, yayla, sutdiyari, cola turca, uludag gazoz, yenicam.
44	06/12/2008 11:10:00	Not brands but I could identify food and drink types
45	06/12/2008 11:12:00	No
46	06/12/2008 12:04:00	NO
47	06/12/2008 12:35:00	PINAR, ULKER,CAPPY, ETI
48	06/12/2008 12:38:00	none
49	06/12/2008 12:50:00	Turkish DelightKebabsBaklava
50	06/12/2008 12:52:00	no
51	06/12/2008 14:36:00	No
52	06/12/2008 17:27:00	Pinar, Yayla, Namli, Baktat, Hayat..
53	06/12/2008 19:24:00	No
54	06/12/2008 19:57:00	Ulker, Aytac, Pinar, Ciftlik, Gazi, Cappy, Uludag
55	06/12/2008 21:18:00	beko
56	06/12/2008 22:28:00	Kebab
57	06/13/2008 07:08:00	Most mediteranian food is similar,kebabs,pizza,homus, and turkish deligh
58	06/13/2008 09:50:00	No
59	06/13/2008 10:09:00	no
60	06/13/2008 19:17:00	pinarefesgazi
61	06/14/2008 10:10:00	No....
62	06/14/2008 16:38:00	No
63	06/14/2008 21:32:00	effes
64	06/15/2008 08:31:00	aytac
65	06/15/2008 16:51:00	ulker, ETI, nestle

66	06/15/2008 16:52:00	ulker, ETI, efes, tuborg, pinar, gazi
67	06/15/2008 16:52:00	ulker, ETI, efes, tuborg, pinar, gazi, cola turka, raki camlica, uludag
68	06/15/2008 16:53:00	ulker, ETI, efes, tuborg, pinar, gazi, cola turka, camlica, uludag, cankaya
69	06/15/2008 16:53:00	ulker, ETI, efes, tuborg, pinar, gazi, cola turka, camlica, uludag, cankaya
70	06/15/2008 19:33:00	Brands, no. Product yes - Turkish delight
71	06/16/2008 09:46:00	Yeni Raki
72	06/16/2008 12:44:00	efes beer
73	06/17/2008 12:42:00	Sorry no
74	06/18/2008 21:04:00	Efes Beer

Turkish Food Awareness Survey						
In general would you say Turkish food and drinks are:						
Answer Options	High	Average	Lower than average	Variable	Don't know	Response Count
Quality	19	29	6	4	16	74
Price	2	33	14	2	21	72
<i>answered question</i>						76
<i>skipped question</i>						6

Turkish Food Awareness Survey		
Which of the following words or phrases would you use to describe Turkish food and drink? Tick as many as you like.		
Answer Options	Response Percent	Response Count
A treat	38.0%	30
Everyday	20.3%	16
Organic	17.7%	14
Exotic	22.8%	18
Healthy	51.9%	41
Greasy	19.0%	15
Spicy	48.1%	38
Bland	0.0%	0
Rich	35.4%	28
Tasty	70.9%	56
Other (please specify)		8
<i>answered question</i>		79
<i>skipped question</i>		3

Number	Response Date	Other (please specify)
1	06/11/2008 15:42:00	I love Turkish mezze and eat at restaurants with a Turkish menu often.
2	06/11/2008 15:43:00	dips
3	06/12/2008 09:11:00	sociable
4	06/12/2008 09:49:00	Meat
5	06/12/2008 11:12:00	fresh
6	06/12/2008 12:38:00	natural
7	06/14/2008 10:10:00	mediterranean
8	06/16/2008 12:44:00	Fresh

Turkish Food Awareness Survey		
Which of the following Turkish brands have you heard of?		
Answer Options	Response Percent	Response Count
Efes (Turkish lager)	70.7%	41
Ulker (Confectionery)	25.9%	15
Pinar (Dairy products)	39.7%	23
Gazi (Meat and dairy products)	24.1%	14
Ege-Turk (Meat and dairy products)	19.0%	11
Cola Turka (Cola drink)	22.4%	13
Raki (Alcoholic drink)	58.6%	34
Uludag (Soft drink)	19.0%	11
Dumas (Soft drink)	12.1%	7
Camlica (Soft dink)	20.7%	12
Sweetworld (Desserts)	12.1%	7
Doluca (Red wine)	27.6%	16
Cankaya (White wine)	22.4%	13
	<i>answered question</i>	58
	<i>skipped question</i>	24

Turkish Food Awareness Survey				
Have you heard of or been to any of the following Turkish restaurants?				
Answer Options	Heard of	Been to	Neither	Response Count
Sofra	16	25	28	69
Gallipoli	12	16	37	65
Sarastros	9	5	42	56
Taz	12	17	31	60
Ev	6	7	41	54
Ozer	9	9	39	57
Efes I	13	8	37	58
Efes II	13	5	38	56
Izgara	8	1	42	51
Meze Bar	21	21	24	66
Ocakbasi	11	9	38	58
Gem	2	4	48	54
Sedir	1	7	48	56
<i>answered question</i>				73
<i>skipped question</i>				9

Turkish Food Awareness Survey		
How often do you eat out each month on average?		
Answer Options	Response Percent	Response Count
Less than once a month	8.2%	6
1 - 2 times a month	28.8%	21
3 - 4 times a month	26.0%	19
More often	37.0%	27
<i>answered question</i>		73
<i>skipped question</i>		9

Turkish Food Awareness Survey		
Other than a kebab shop, how often do you choose to go out to eat Turkish food per month?		
Answer Options	Response Percent	Response Count
Never	33.3%	25
Less than once a month	44.0%	33
1 - 2 times a month	16.0%	12
3 - 4 times a month	4.0%	3
More often	2.7%	2
<i>answered question</i>		75
<i>skipped question</i>		7

Turkish Food Awareness Survey	
What appeals to you about Turkish food?	
Answer Options	Response Count
	15
<i>answered question</i>	15
<i>skipped question</i>	67

Number	Response Date	Response Text
1	06/11/2008 14:36:00	The variety and distinctive flavours over other cuisine
2	06/11/2008 14:37:00	Freshness, flavours used
3	06/11/2008 15:23:00	variety
4	06/11/2008 15:45:00	mediterranean produce, subtle flavours, good for veggyievegan friends, widely available in Hackney
5	06/11/2008 15:48:00	I find it quite light and very tasty. I feel that Turkish is healthier than many other cusines, and caters to all different tastes and people regardless if they are vegetarian or coeliac et al. I enjoy the flavours - and the fact that Turkish is informal - and often can be eaten with your hands!
6	06/11/2008 22:03:00	Looking
7	06/12/2008 12:37:00	THE TASTE.
8	06/12/2008 17:41:00	Variety,taste, its quality and the quantity :)
9	06/12/2008 20:00:00	Taste buds - being Turkish like med food
10	06/12/2008 21:19:00	good quality meat
11	06/13/2008 07:10:00	Excellent variety and something for all occassions, and despite being heavily meat orientated it has infinte variety of offerrings for those of us looking for a healthier option.
12	06/13/2008 19:19:00	everything
13	06/15/2008 08:32:00	tasty, rich, delicious food
14	06/15/2008 16:56:00	very nice and tasty
15	06/16/2008 12:49:00	Fresh, clean, lots of great salads, delicious grilled chicken, not expensive can eat very healthily

Turkish Food Awareness Survey	
What would encourage you to eat at Turkish restaurants more often?	
Answer Options	Response Count
	30
<i>answered question</i>	30
<i>skipped question</i>	52

Number	Response Date	Response Text
1	06/11/2008 14:33:00	Greater awareness
2	06/11/2008 14:40:00	Build up image of quality - like good italian restaurants
3	06/11/2008 14:43:00	Locally based
4	06/11/2008 14:46:00	If a decent one opened near where I lived. Visit Sofra about once or twice a year.
5	06/11/2008 14:56:00	Restaurants inbetween greasy kebab shops and kebab shop pretending to be posh restaurants charging 5 times as much.
6	06/11/2008 14:58:00	More publicity, opportunity to try the food at events (like Taste of India etc.)
7	06/11/2008 15:21:00	visibility
8	06/11/2008 16:27:00	If there were turkish restaurants closer to home/work. Also a listing of turkish restaurants might help - I only recognised and thought of the Turkish restaurants listed earlier in survey once suggested, but would not have thought of them off the top of my head.
9	06/11/2008 17:29:00	A location in North or North West London.
10	06/11/2008 17:39:00	If i new of places that do food and what food is turkish
11	06/12/2008 08:24:00	proximity of quality food available.
12	06/12/2008 08:38:00	Try something different. Maybe some entertainment and more knowledge about the food
13	06/12/2008 08:50:00	Availability and locality, I don't know of any turkish restaurants within a 15 mile radius of my home. If there was a good turkish restaurant closer by, I'm sure I would choose to dine there regularly (mostly choose indian /italian/chinese)
14	06/12/2008 09:10:00	More restaurants available in my vicinity
15	06/12/2008 09:17:00	greater exposure, moden slick environments.
16	06/12/2008 09:23:00	We tend to eat a bit of Turkish food at home.
17	06/12/2008 09:23:00	Being more aware of them, higher profile and quality restaurants
18	06/12/2008 10:13:00	Wider promotion of turkish restaurants/food types
19	06/12/2008 10:19:00	more choice of turkish restaurants
20	06/12/2008 10:22:00	Word of mouth/Good reviews

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21	06/12/2008 11:08:00	If I knew the meat was Halal.
22	06/12/2008 11:14:00	If there were more around. I love Turkish food, especially the Turkish restaurant in Wilton Road SW1, called Hazan (?) not sure of name but go there about every 6 weeks. It is always full, since it is good value, very fresh and light, unfatty and full of fresh fruits and vegetables.
23	06/12/2008 11:14:00	Better promotion - need to think of it as an option along with Italian vs Indian vs Thai vs Tapas
24	06/12/2008 12:53:00	To have more choice in my area
25	06/12/2008 14:38:00	Awareness, in locality
26	06/13/2008 09:59:00	Better quality restaurants closer to where I live.
27	06/14/2008 10:12:00	Higher restaurant profile/special offers/special evening events or more restaurants nearer home or work.
28	06/15/2008 19:36:00	More of them where I live. In Leicestershire I only know of one close to my home.
29	06/16/2008 09:47:00	Having one close by
30	06/17/2008 12:46:00	Ease of access, competitive price, more desert on offer. More wine from accross the world. Wine and kebab work very well so they should capitalise on that.

Turkish Food Awareness Survey	
You said you never choose to eat Turkish food at restaurants, please tell us why.	
Answer Options	Response Count
	25
<i>answered question</i>	25
<i>skipped question</i>	57

Number	Response Date	Response Text
1	06/11/2008 14:36:00	Never really thought about it!
2	06/11/2008 14:44:00	Not a cuisine I have seen promoted as a quality choice
3	06/11/2008 14:45:00	Not aware of any in this area
4	06/11/2008 14:55:00	See it as poor quality and unhealthy
5	06/11/2008 15:00:00	No restaurant in the area.
6	06/11/2008 15:02:00	Don't really know Turkish food and worried I wouldn't find anything I would like to eat!
7	06/11/2008 15:06:00	We do not have any Turkish Restaurants in Bedford, only Kebab shops
8	06/11/2008 15:07:00	just never think to go to a turkish restaurant - there arent many i know of
9	06/11/2008 15:13:00	Turkish food is not something that has come to mind when thinking of dining out.
10	06/11/2008 16:04:00	Despite living near a very cosmopolitan town (Bedford) I am not aware of any Turkish population or retail outlets in the area. I don't think its an option
11	06/11/2008 16:20:00	I cant think of any Turkish restaurants locally, and if it was on the menu I might eat it, but probably wouldnt recognise that it's a turkish meal.
12	06/12/2008 06:48:00	Don't really know of any. When I think Turkish it usually involves a Kebab Shop. Which by the way is something I frequent - we have an excellent one down the road.
13	06/12/2008 09:18:00	don't have any quality turkish restautrants near where i live.
14	06/12/2008 09:52:00	There is one around where I live or work and if I am honest, I wouldn't know the difference between Turkish and Middle Eastern. I tend to go to Greek restuarants more (but they may be similar).
15	06/12/2008 10:39:00	dont know of any turkish restaurants near me.
16	06/12/2008 10:43:00	Don't know much about what is available or had to inclination to try
17	06/12/2008 12:07:00	I don't really go to any Turkish based food places, I prefer dim sum, sushi and thai food. I have mezze type of food for lunch occasionally
18	06/12/2008 12:40:00	not aware of any turkish restaurants near to where i live
19	06/12/2008 12:54:00	The mezes are nice, but the main courses are always a bit disappointing

20	06/12/2008 19:29:00	There aren't any that I know of locally. If I go to London I usually have a particular restaurant in mind to go to or have pre booked. It wouldn't be Turkish, as I don't know of any to try.
21	06/12/2008 22:31:00	Turkish food .. too heavy for lunch
22	06/13/2008 10:10:00	None near us
23	06/13/2008 14:13:00	Because not aware of any Turkish restaurants in the Marlborough area
24	06/14/2008 16:39:00	Nothing available locally as far as I am aware.
25	06/18/2008 21:05:00	No Turkish restaurants local to us

Turkish Food Awareness Survey					
What do you think of the following foods?					
Answer Options	Love it	It's OK	Hate it	Never tried	Response Count
Humus	51	17	1	3	72
Shish kebabs (meat on a skewer)	41	23	5	1	70
Stuffed vine leaves	36	25	5	4	70
Couscous	39	30	2	1	72
Meatballs	42	25	5	0	72
Chickpeas	36	27	5	2	70
Rice	43	26	2	0	71
Olives	44	16	9	1	70
Cheese pastry	26	28	11	6	71
Pita bread	50	21	0	0	71
Flat bread	44	24	0	2	70
Meze/Tapas	61	10	1	0	72
<i>answered question</i>					72
<i>skipped question</i>					10

Turkish Food Awareness Survey		
Which supermarket do you most frequently use?		
Answer Options	Response Percent	Response Count
Asda	2.9%	2
The Co-operative	0.0%	0
Marks and Spencer	4.3%	3
Morisons	7.1%	5
Tesco	37.1%	26
Safeway	0.0%	0
Sainsbury's	30.0%	21
Somerfield	1.4%	1
Waitrose	17.1%	12
Other (please specify)		3
<i>answered question</i>		70
<i>skipped question</i>		12

Number	Response Date	Other (please specify)
1	06/11/2008 15:47:00	only use independent suppliers
2	06/12/2008 10:20:00	Lidl
3	06/17/2008 12:47:00	Lidl

Turkish Food Awareness Survey		
Are Turkish foodstuffs available at your usual supermarket?		
Answer Options	Response Percent	Response Count
Yes	42.3%	30
No	15.5%	11
Don't know	42.3%	30
	If yes, which items?	21
	<i>answered question</i>	71
	<i>skipped question</i>	11

Number	Response Date	If yes, which items?
1	06/11/2008 14:38:00	feta, olives, pita
2	06/11/2008 14:46:00	Deliciteze & various turkish cakes
3	06/11/2008 14:48:00	humus, vine leaves, meatball, all thos items mentioned previously
4	06/11/2008 14:57:00	bread, beers , sweets etc
5	06/11/2008 15:03:00	Meatballs, Meze,Olives, Humus,Couscous
6	06/11/2008 15:23:00	Pitta, hummous, olives, meze
7	06/11/2008 15:47:00	nearly all in list above, most local grocers are turkish therefore stock alot of turkish produce
8	06/11/2008 16:29:00	humus, cheese, bread, rice
9	06/11/2008 22:04:00	drinks and foods
10	06/12/2008 08:52:00	cous cous, 'greek yoghurt', olives, chick peas, okra
11	06/12/2008 09:12:00	Houmus, Stuffed Vine Leaves, Meze etc & beer
12	06/12/2008 09:20:00	humus, pita, olives and vine leaves mousaka, but not a range
13	06/12/2008 10:41:00	humous, flaffel
14	06/12/2008 11:10:00	olives, gerkins.
15	06/12/2008 11:15:00	cheese and beer
16	06/12/2008 12:10:00	houmous, vine leaves
17	06/12/2008 12:55:00	Humus, yoghurt, couscous etc
18	06/12/2008 19:31:00	Olives, humous, couscous, pita bread
19	06/12/2008 21:21:00	a whole aisle dedicated to med foods
20	06/13/2008 19:21:00	but they are seen as greek food and not turkish. cacik, dolma, humus, yaprak dolma,
21	06/14/2008 16:41:00	Couscous, meatballs

Turkish Food Awareness Survey						
If they were available at your local supermarket, how likely would you be to buy:						
Answer Options	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Response Count
Turkish sweets	10	11	13	20	15	69
Turkish ready meals	7	18	13	19	13	70
Turkish beer	7	12	19	18	14	70
Turkish wine	5	10	23	20	12	70
Turkish fresh fruit	18	22	15	9	7	71
Turkish fruit drinks	9	14	22	11	13	69
<i>answered question</i>						71
<i>skipped question</i>						11

Turkish Food Awareness Survey		
Are you:		
Answer Options	Response Percent	Response Count
Turkish but living in the UK	5.1%	4
British - Turkish	13.9%	11
Other (Resident in the UK)	81.0%	64
Other (Resident outside the UK, please specify)		2
<i>answered question</i>		79
<i>skipped question</i>		9

Number	Response Date	Other (Resident outside the UK, please specify)
1	06/11/2008 15:49:00	Australian, resident in the UK
2	06/17/2008 12:47:00	African

Turkish Food Awareness Survey		
Are you male or female?		
Answer Options	Response Percent	Response Count
Male	37.5%	27
Female	62.5%	45
<i>answered question</i>		72
<i>skipped question</i>		10

Turkish Food Awareness Survey		
Age band		
Answer Options	Response Percent	Response Count
18 – 20	0.0%	0
21 - 25	18.1%	13
26 – 30	16.7%	12
31 – 35	15.3%	11
36 – 40	19.4%	14
41 – 50	16.7%	12
50 – 60	12.5%	9
60 plus	1.4%	1
<i>answered question</i>		72
<i>skipped question</i>		10

Turkish Food Awareness Survey		
Which of the following BEST describes your occupation?		
Answer Options	Response Percent	Response Count
Armed Forces	0.0%	0
Clerical Worker	3.0%	2
Director	20.9%	14
Director/Manager	11.9%	8
Housewife / Homemaker	1.5%	1
Local Government	0.0%	0
Manager	16.4%	11
Manual Worker	0.0%	0
Office Worker	6.0%	4
Professional	17.9%	12
Public Sector	6.0%	4
Retired	0.0%	0
Sales (IT Sector)	0.0%	0
Sales (Other)	1.5%	1
Sales Executive	0.0%	0
Self Employed	4.5%	3
Shop Worker	0.0%	0
Shop/Office Worker	0.0%	0
Skilled Worker / Tradesman	0.0%	0
Skilled/Manual Worker	0.0%	0
Student	6.0%	4
Unemployed	0.0%	0
Other	4.5%	3
<i>answered question</i>		67
<i>skipped question</i>		15

Turkish Food Awareness Survey		
Have you been to Turkey on hoilday?		
Answer Options	Response Percent	Response Count
Yes - once	28.1%	16
Yes - more than once	21.1%	12
No	50.9%	29
<i>answered question</i>		57
<i>skipped question</i>		25

Turkish Food Awareness Survey		
Do you have a holiday home in Turkey?		
Answer Options	Response Percent	Response Count
Yes	3.5%	2
Considering it	5.3%	3
I used to	0.0%	0
No	91.2%	52
<i>answered question</i>		57
<i>skipped question</i>		25

Turkish Food Awareness Survey	
Do you have any other comments you'd like to add?	
Answer Options	Response Count
	15
<i>answered question</i>	15
<i>skipped question</i>	67

Number	Response Date	Response Text
1	06/11/2008 14:48:00	having holidayed there in the 90s and been ill my associations with Turkish food is not positive
2	06/11/2008 15:09:00	turkish food and drinks appear to be poorly marketed particularly in the smaller towns and cities of the UK. If there were more Turkish Restaurants, there would be much greater awareness of the wide range available. People probably eat and drink more Turkish products than they think, as they are not aware of their country of origin.
3	06/11/2008 15:26:00	There is a really beautiful Turkish restaurant on the far end of Blackstock Road in London (Islington end), which has many hanging Turkish lamps. It is really special, and was the first Turkish restaurant I visited, based on the inviting decor. I dont know if this comment is of any relevance whatsoever, and sadly I cant remember the name of the place! However, as someone not overly familiar with Turkish food, the look and feel of the place was very enticing and tempted me in.
4	06/11/2008 17:43:00	need more advertising for turkish resturants/food
5	06/12/2008 06:54:00	I think it is a great idea to work on raising the profile of the Turkish community in London.
6	06/12/2008 08:58:00	turkish sweets are usually full of pistachio nuts, but can be made without nuts also to satisfy allergy sufferers, and would make a good alternative to quality chocolates. As they are very rich they can only be consumed in small quantities. To contrast, savoury food is on the whole healthy & nutritious (providing not too much olive oil is used) and could be an everyday food.
7	06/12/2008 10:20:00	I am not totally au fait with the Turkish market place and its differentiation with Middle Eastern
8	06/12/2008 19:33:00	Looking at the list of Turkish food, it does seem odd that I have never been to a Turkish restaurant - perhaps I should try one!
9	06/14/2008 10:17:00	Marks & Spencers meze dishes for picnics etc are tasty and good quality - if were available in Tesco's would probably buy these more regularly.