

Sample Size: 19,911 adults in 17 countries and

territories

	Italy	Britain	Germany	France	Denmark	Sweden	Spain	Poland	US	Mexico
Unweighted sample	1030	2026	1054	1036	1015	1016	1026	1009	2628	1121
Please say whether you think it is acceptable or unacceptable to do each of the following things when cooking or eating Italian food										
Snapping dry spaghetti before boiling it										
Acceptable	46%	60%	56%	57%	69%	72%	37%	47%	67%	37%
Unacceptable	47%	27%	36%	37%	22%	20%	55%	42%	18%	54%
Don't know	6%	13%	8%	6%	10%	9%	8%	12%	15%	9%
Putting pasta in cold water and then boiling it, rather than adding pasta to already-boiling water										
Acceptable	10%	31%	24%	23%	37%	31%	20%	23%	27%	30%
Unacceptable	81%	49%	63%	62%	39%	52%	61%	56%	41%	52%
Don't know	8%	20%	14%	16%	24%	17%	19%	21%	32%	18%
Drinking cappuccino after an Italian meal										
Acceptable	32%	68%	76%	73%	68%	71%	75%	59%	60%	62%
Unacceptable	55%	12%	13%	10%	10%	10%	10%	12%	10%	17%
Don't know	13%	20%	11%	17%	23%	19%	15%	29%	30%	20%
Having cheese on a pasta meal that contains seafood (e.g. fish or clams)										
Acceptable	26%	45%	48%	56%	55%	61%	38%	42%	55%	54%
Unacceptable	64%	31%	35%	28%	22%	19%	46%	27%	19%	31%
Don't know	10%	24%	17%	15%	23%	20%	16%	31%	26%	15%
Including cream in carbonara sauce										
Acceptable	23%	62%	63%	72%	72%	73%	69%	57%	43%	47%
Unacceptable	68%	17%	21%	17%	11%	10%	21%	15%	13%	19%
Don't know	9%	21%	16%	11%	17%	16%	10%	28%	44%	34%



Sample Size: 19,911 adults in 17 countries and

territories

	UAE	India	Australia	China	Indonesia	Hong Kong	Singapore
Unweighted sample	1275	1011	1029	1029	1033	511	1062
Please say whether you think it is acceptable or unacceptable to do each of the following things when cooking or eating Italian food							
Snapping dry spaghetti before boiling it							
Acceptable	47%	36%	58%	49%	47%	39%	53%
Unacceptable	32%	31%	27%	35%	40%	38%	33%
Don't know	21%	33%	15%	17%	13%	22%	14%
Putting pasta in cold water and then boiling it, rather than adding pasta to already-boiling water							
Acceptable	35%	40%	32%	48%	37%	36%	31%
Unacceptable	44%	38%	48%	32%	39%	39%	48%
Don't know	20%	22%	20%	20%	24%	26%	21%
Drinking cappuccino after an Italian meal							
Acceptable	57%	51%	70%	65%	69%	74%	65%
Unacceptable	23%	23%	12%	18%	15%	8%	15%
Don't know	20%	25%	17%	17%	16%	18%	20%
Having cheese on a pasta meal that contains seafood (e.g. fish or clams)							
Acceptable	60%	46%	56%	50%	60%	73%	52%
Unacceptable	26%	31%	26%	33%	26%	14%	28%
Don't know	15%	23%	18%	17%	14%	14%	19%
Including cream in carbonara sauce							
Acceptable	54%	33%	67%	39%	59%	67%	56%
Unacceptable	21%	29%	17%	40%	18%	16%	21%
Don't know	25%	38%	16%	20%	23%	17%	23%



Sample Size: 19,911 adults in 17 countries and

territories

	Italy	Britain	Germany	France	Denmark	Sweden	Spain	Poland	US	Mexico
Unweighted sample	1030	2026	1054	1036	1015	1016	1026	1009	2628	1121
Not adding salt to the boiling water for your pasta										
Acceptable	36%	52%	29%	49%	37%	42%	37%	40%	45%	35%
Unacceptable	53%	36%	62%	43%	50%	48%	51%	39%	38%	50%
Don't know	11%	12%	9%	8%	13%	10%	12%	20%	17%	14%
Having pasta as a side dish										
Acceptable	17%	59%	77%	84%	80%	67%	60%	50%	79%	70%
Unacceptable	72%	24%	15%	9%	9%	14%	28%	24%	8%	19%
Don't know	11%	17%	9%	7%	11%	19%	12%	26%	13%	11%
Having pineapple on a pizza										
Acceptable	14%	57%	59%	36%	57%	66%	47%	61%	55%	71%
Unacceptable	77%	34%	32%	51%	34%	26%	43%	26%	32%	21%
Don't know	8%	9%	9%	13%	8%	8%	10%	13%	13%	7%
Having Bolognese sauce with spaghetti										
Acceptable	88%	88%	86%	93%	87%	87%	92%	83%	57%	90%
Unacceptable	7%	4%	7%	4%	4%	3%	4%	6%	11%	4%
Don't know	5%	8%	6%	4%	9%	10%	5%	11%	32%	6%
Rinsing or cooling off cooked pasta under cold water										
Acceptable	34%	41%	50%	54%	51%	59%	56%	65%	53%	61%
Unacceptable	58%	38%	39%	37%	32%	27%	32%	22%	27%	27%
Don't know	8%	20%	11%	9%	17%	14%	11%	13%	19%	13%
Adding plain pasta to a plate or bowl and then adding the sauce afterwards										
Acceptable	44%	66%	82%	80%	82%	82%	75%	74%	76%	72%
Unacceptable	48%	20%	10%	13%	8%	9%	17%	13%	11%	17%
Don't know	8%	13%	7%	7%	10%	9%	9%	13%	14%	11%



Sample Size: 19,911 adults in 17 countries and

territories

	UAE	India	Australia	China	Indonesia	Hong Kong	Singapore
Unweighted sample	1275	1011	1029	1029	1033	511	1062
Not adding salt to the boiling water for your pasta							
Acceptable	36%	34%	46%	52%	54%	49%	43%
Unacceptable	49%	48%	43%	26%	26%	34%	42%
Don't know	14%	17%	11%	22%	20%	18%	14%
Having pasta as a side dish							
Acceptable	61%	62%	67%	57%	71%	64%	65%
Unacceptable	27%	25%	19%	29%	18%	24%	22%
Don't know	12%	14%	14%	15%	11%	12%	13%
Having pineapple on a pizza							
Acceptable	52%	46%	72%	65%	50%	83%	57%
Unacceptable	36%	40%	22%	23%	35%	11%	33%
Don't know	12%	14%	7%	12%	15%	6%	10%
Having Bolognese sauce with spaghetti							
Acceptable	61%	35%	87%	77%	84%	82%	79%
Unacceptable	16%	24%	5%	12%	5%	6%	8%
Don't know	23%	41%	8%	11%	11%	11%	14%
Rinsing or cooling off cooked pasta under cold water							
Acceptable	56%	46%	53%	57%	56%	61%	53%
Unacceptable	28%	34%	32%	26%	26%	21%	31%
Don't know	16%	20%	15%	17%	18%	18%	15%
Adding plain pasta to a plate or bowl and then adding the sauce afterwards							
Acceptable	70%	54%	69%	73%	79%	74%	72%
Unacceptable	18%	28%	19%	15%	10%	14%	17%
Don't know	12%	18%	12%	12%	11%	12%	11%



Sample Size: 19,911 adults in 17 countries and

territories

Putting oil in the water you are cooking your pasts in		Italy	Britain	Germany	France	Denmark	Sweden	Spain	Poland	US	Mexico
Acceptable	Unweighted sample	1030	2026	1054	1036	1015	1016	1026	1009	2628	1121
Unacceptable   43%   22%   41%   28%   15%   21%   29%   18%   17%   29%   29%   18%   14%   21%   24%   2	Putting oil in the water you are cooking your pasta in										
Don't know   13%   20%   13%   10%   12%   16%   11%   14%   21%   14%	Acceptable	44%	58%	46%	62%	73%	63%	61%	68%	63%	57%
Maxing garlic bread with a pasta meal	Unacceptable	43%	22%	41%	28%	15%	21%	29%	18%	17%	29%
Acceptable   Acc	Don't know	13%	20%	13%	10%	12%	16%	11%	14%	21%	14%
Unacceptable das 86 25% 21% 99% 99% 16% 26% 26% 55% 99% 99% 16% 26% 55% 99% 99% 16% 26% 55% 99% 99% 16% 26% 55% 99% 99% 16% 26% 55% 99% 99% 16% 26% 55% 99% 99% 99% 16% 26% 55% 99% 99% 99% 99% 99% 99% 99% 99% 99	Having garlic bread with a pasta meal										
Don't know   18%   8%   13%   16%   10%   10%   15%   26%   8%   9%   9%   14%   16%   16%   10%   15%   15%   26%   88%   9%   9%   16%	Acceptable	34%	86%	62%	64%	81%	81%	69%	48%	88%	83%
Having meatballs with spaghetti  Acceptable   Acceptable	Unacceptable	48%	6%	25%	21%	9%	9%	16%	26%	5%	9%
Acceptable   75%   88%   75%   89%   85%   86%   77%   71%   88%   91%   91%   95%   95%   95%   75%   95%	Don't know	18%	8%	13%	16%	10%	10%	15%	26%	8%	9%
Unacceptable   17%   3%   15%   6%   7%   7%   15%   11%   4%   5%   5%   1001 know   8%   9%   10%   5%   9%   7%   9%   18%   8%   4%   4%   4%   4%   4%   4%	Having meatballs with spaghetti										
Don't know   8%   9%   10%   5%   9%   7%   9%   18%   8%   4%   4%   4%   4%   4%   4%	Acceptable	75%	88%	75%	89%	85%	86%	77%	71%	88%	91%
Having ketchup with pasta  Acceptable 7% 28% 52% 50% 71% 70% 24% 50% 17% 33% 65% 57% 57% 70% 24% 50% 17% 33% 65% 57% 70% 100ceptable 89% 61% 40% 42% 21% 22% 70% 34% 65% 57% 70% 100ceptable 70% 10% 70% 88% 7% 88% 7% 15% 15% 17% 10% 70% 15% 15% 17% 10% 70% 10% 15% 15% 15% 15% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Unacceptable	17%	3%	15%	6%	7%	7%	15%	11%	4%	5%
Acceptable 7% 28% 52% 50% 71% 70% 24% 50% 17% 33% 35% 57% 71% 70% 24% 50% 17% 33% 65% 57% 71% 70% 24% 50% 17% 33% 65% 57% 71% 70% 24% 50% 34% 65% 57% 71% 70% 24% 70% 34% 65% 57% 71% 70% 70% 70% 34% 65% 57% 71% 70% 70% 70% 70% 70% 70% 70% 70% 70% 70	Don't know	8%	9%	10%	5%	9%	7%	9%	18%	8%	4%
Unacceptable 89% 61% 40% 42% 21% 22% 70% 34% 65% 57% Don't know 3% 11% 88% 7% 8% 8% 7% 15% 15% 17% 10% Eating pizza with a fork rather than your hands  Acceptable 82% 67% 76% 82% 81% 85% 53% 60% 60% 60% 39% 10% 7% 10% 7% 39% 27% 26% 52% Don't know 5% 10% 7% 6% 9% 9% 9% 8% 13% 14% 9% Cutting long pasta with a knife  Acceptable 23% 55% 45% 50% 67% 66% 36% 36% 32% 52% 31% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1	Having ketchup with pasta										
Don't know   3%   11%   8%   7%   8%   8%   7%   15%   17%   10%	Acceptable	7%	28%	52%	50%	71%	70%	24%	50%	17%	33%
Eating pizza with a fork rather than your hands  Acceptable 82% 67% 76% 82% 81% 85% 53% 60% 60% 60% 39% Unacceptable 13% 23% 17% 12% 10% 7% 39% 27% 26% 52% Don't know 5% 10% 7% 6% 9% 9% 8% 13% 14% 9%  Cutting long pasta with a knife  Acceptable 23% 55% 45% 50% 67% 66% 36% 32% 52% 31% Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Unacceptable	89%	61%	40%	42%	21%	22%	70%	34%	65%	57%
Acceptable 82% 67% 76% 82% 81% 85% 53% 60% 60% 39% Unacceptable 13% 23% 17% 12% 10% 7% 39% 27% 26% 52% Don't know 5% 10% 7% 66% 9% 9% 8% 13% 14% 9% Cutting long pasta with a knife  Acceptable 23% 55% 45% 50% 67% 66% 36% 32% 52% 31% Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Don't know	3%	11%	8%	7%	8%	8%	7%	15%	17%	10%
Unacceptable 13% 23% 17% 12% 10% 7% 39% 27% 26% 52% Don't know 5% 10% 7% 6% 9% 9% 8% 13% 14% 9%  Cutting long pasta with a knife  Acceptable 23% 55% 45% 50% 67% 66% 36% 32% 52% 31% Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Eating pizza with a fork rather than your hands										
Don't know 5% 10% 7% 6% 9% 9% 8% 13% 14% 9%  Cutting long pasta with a knife  Acceptable 23% 55% 45% 50% 67% 66% 36% 32% 52% 31%  Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Acceptable	82%	67%	76%	82%	81%	85%	53%	60%	60%	39%
Cutting long pasta with a knife           Acceptable         23%         55%         45%         50%         67%         66%         36%         32%         52%         31%           Unacceptable         69%         29%         45%         41%         19%         18%         51%         47%         27%         55%	Unacceptable	13%	23%	17%	12%	10%	7%	39%	27%	26%	52%
Acceptable 23% 55% 45% 50% 67% 66% 36% 32% 52% 31% Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Don't know	5%	10%	7%	6%	9%	9%	8%	13%	14%	9%
Unacceptable 69% 29% 45% 41% 19% 18% 51% 47% 27% 55%	Cutting long pasta with a knife										
	Acceptable	23%	55%	45%	50%	67%	66%	36%	32%	52%	31%
Don't know 8% 16% 9% 9% 14% 16% 13% 21% 21% 14%	Unacceptable	69%	29%	45%	41%	19%	18%	51%	47%	27%	55%
	Don't know	8%	16%	9%	9%	14%	16%	13%	21%	21%	14%



Sample Size: 19,911 adults in 17 countries and

territories

Unweighted sample 1275 1011 1029 1029 1033 511 1069  Putting oil in the water you are cooking your pasta in  Acceptable 67% 55% 58% 53% 64% 61% 60%	apore
	62
Acceptable 67% 55% 58% 53% 64% 61% 60°	
	%
Unacceptable 19% 28% 24% 28% 18% 21% 24	%
Don't know 14% 17% 18% 19% 18% 18% 16'	%
Having garlic bread with a pasta meal	
Acceptable 73% 63% 86% 51% 70% 87% 73	%
Unacceptable 15% 21% 6% 31% 15% 7% 15	%
Don't know 12% 15% 8% 17% 15% 7% 12 <sup>t</sup>	%
Having meatballs with spaghetti	
Acceptable 76% 43% 84% 69% 77% 88% 80%	%
Unacceptable 12% 28% 9% 18% 15% 6% 10	%
Don't know 12% 29% 7% 13% 8% 6% 10 <sup>th</sup>	%
Having ketchup with pasta	
Acceptable 65% 67% 32% 71% 84% 55% 46%	%
Unacceptable 26% 21% 56% 18% 8% 36% 44	%
Don't know 9% 12% 11% 11% 8% 9% 10'	%
Eating pizza with a fork rather than your hands	
Acceptable 51% 43% 58% 70% 67% 70% 65%	%
Unacceptable 41% 46% 33% 18% 24% 22% 25	%
Don't know 9% 11% 10% 12% 8% 7% 9%	%
Cutting long pasta with a knife	
Acceptable 44% 50% 49% 60% 53% 46% 48	%
Unacceptable 43% 32% 35% 23% 35% 36% 37	%
Don't know 13% 19% 15% 17% 13% 18% 15%	%



Sample Size: 19,911 adults in 17 countries and

territories

	Italy	Britain	Germany	France	Denmark	Sweden	Spain	Poland	US	Mexico
Unweighted sample	1030	2026	1054	1036	1015	1016	1026	1009	2628	1121
Having risotto as an appetiser or side dish										
Acceptable	45%	56%	64%	62%	65%	66%	54%	53%	61%	57%
Unacceptable	43%	18%	17%	21%	12%	14%	31%	17%	8%	17%
Don't know	12%	26%	19%	17%	22%	19%	16%	30%	31%	27%
Eating pizza for lunch										
Acceptable	93%	90%	86%	66%	84%	88%	70%	78%	89%	65%
Unacceptable	4%	3%	8%	25%	6%	6%	20%	9%	3%	25%
Don't know	3%	7%	6%	10%	10%	6%	10%	13%	8%	10%



Sample Size: 19,911 adults in 17 countries and

territories

	UAE	India	Australia	China	Indonesia	Hong Kong	Singapore
Unweighted sample	1275	1011	1029	1029	1033	511	1062
Having risotto as an appetiser or side dish							
Acceptable	52%	37%	63%	53%	58%	58%	57%
Unacceptable	20%	25%	17%	28%	17%	17%	19%
Don't know	28%	38%	20%	20%	25%	25%	24%
Eating pizza for lunch							
Acceptable	82%	70%	90%	77%	83%	92%	83%
Unacceptable	11%	23%	5%	14%	10%	4%	10%
Don't know	7%	7%	4%	9%	8%	4%	7%