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KUALA LUMPUR: Reasonably priced local food is the choice of Malaysians, with hygiene standards hardly a concern. </p><p align="justify">As two in three Malaysians eat out at least once a week, and two in five dine out almost daily or even more than once a day, the people must find local food reasonably priced. </p> While a high percentage cited price as a main consideration, less than a quarter of consumers worry about hygiene, the Nielsen Company found in a survey on 14 Asia- Pacific countries. <p align="justify">It said Malaysians also eat out more frequently on weekdays than weekends -- an unusual trend seen in only three of the 14 countries surveyed. </p><p align="justify">The other two are Hong Kong and Japan.</p><p align="justify">Nielsen's survey showed that six in 10 Malaysians dined out with family and friends.</p><p align="justify">Only 17 per cent of Malaysians from among the 26,000 Internet users worldwide who took part in the survey, go out for romantic dinners with their partners.</p><p align="justify">Work colleagues, at 15 per cent, are even less preferred as dinner companions.</p><p align="justify">The survey conducted in November 2007 also showed that Asians were less affected by the global financial meltdown as they continued to entertain and eat out more.</p><p align="justify">"Europeans are more likely to be tightening their belts and curbing their out-of-home entertainment," said Chew Li Sa, associate director of consumer research at Nielsen, commenting on the survey findings.</p><p align="justify">The survey found that consumers all over the world preferred local cuisine, with international favourites Chinese and Italian cuisines being close runners-up.</p><p align="justify">Australians, however, chose Chinese as their favourite food over their local fare.</p><p align="justify">Source: http://www.nst.com.my/Current_News/NST/Thursday/National/2532898/Article/index_html </p>