

# Entwicklung eines geeigneten Instruments zur Erhebung der Ess- und Trinkgewohnheiten der Schweizer Bevölkerung

Projekt: 362

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There is no representative data in Switzerland on food consumption; therefore the energy and nutrient consumption of the Swiss population is unknown. Food consumption has been estimated several times on the basis of food usage; even though applying most accurate correction factors for the wastage within the process from usage to consumption no exact distribution of the consumed food towards the various population groups was possible. This would only be feasible via a representative survey of consumers groups. The work at hand therefore explores the question of the optimal methodology for a representative survey of the Swiss population with regard to nutritional needs. For that purpose three types of nutritional survey were tested on 350 adults in the Canton of Zurich before resp. after the summer holidays 2006. 24 hour recalls were carried out which varied in their quantification of food intake: without recording the consumed quantities, recording the quantities by estimating and estimating the quantities by means of demonstration material. The survey was carried out by professional interviewers - not nutrition specialists - of the Market Research Institute gfs-zürich, market and social research. The methodology was the center of this work. The nutritional data was only analysed to the extent to which conclusions in regard to representativeness and data quality of the survey version were possible. The representativeness was defined on the basis of the comprehensiveness and skew of the results. The quality of the surveyed nutritional data were determined firstly on the number of food intakes per day, secondly on the distribution of the consumed food types onto the population, thirdly on the fluctuation recording the food and fourthly on the amounts of food consumed.

In all versions a bias of the sample towards higher socio-demographic levels and towards active interest in nutrition was identifiable. Despite the large efforts for the subjects the response rate was good (depending on the survey 38% to 48%). This can primarily be traced back to the population having a high interest in questions related to nutrition. The subjects ingested – independent of the chosen survey versions – about 20 types of food per day the amount of which rose slightly with increasing age. The following foodstuffs were consumed the most: 85 % of all persons ate breads at least once a day, 62 % fruits, 56 % salads and further 56 % ate vegetables. 79 % drank coffee (or espresso or cappuccino), 74 % other non-alcoholic beverages (without coffee, water, milk), 66 % water and 44 % drank alcoholic drinks. Foodstuffs where mentions varied strongly depending on the interviewer, can be interpreted as difficult to record. In future surveys special attention has to be focussed on these foods. On the one hand foods which are consumed in between formal meals and consumed as a side dish during main courses on the other hand: water, alcoholic beverages, sweets and biscuits. Additionally it was established that the determination of consumed amounts within the survey version without amount failed at the determination of suitable standard portions. The version estimated amount firstly offered the problem that practicable reference sizes were missing for several foods and that secondly the given reference sizes referred to by the interviewers set a norm the subjects orientated themselves to. This led to unintentional biases towards reporting the reference size. The version estimated was well suited for countable foods which were consumed in standard portions. The version amount with demonstration material had the advantages of offering better nuance possibilities and a higher independence from the interviewers' knowledge. The optimum – in regard to a technical survey – will be a combination of determining the amounts by estimation AND by means of demonstration material. In implementing the survey design study enough experience was gathered in order to overcome any barriers to conduct the first consumption survey within Switzerland.