

Attitudes towards fruit and vegetable consumption measured by a web-based or a paper-and-pen questionnaire

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CONCLUSIONS

-  women in general have higher F&V consumption
-  **positive attitudes** as well as **habits** most strongly associated with F&V consumption;
F&V consumption also strongly related to **physical activity**
-  fewer respondents chose the web-based questionnaire compared to the traditional paper-and-pen version (N=313 vs. N=991, respectively)

OBJECTIVES AND PARTICIPANTS

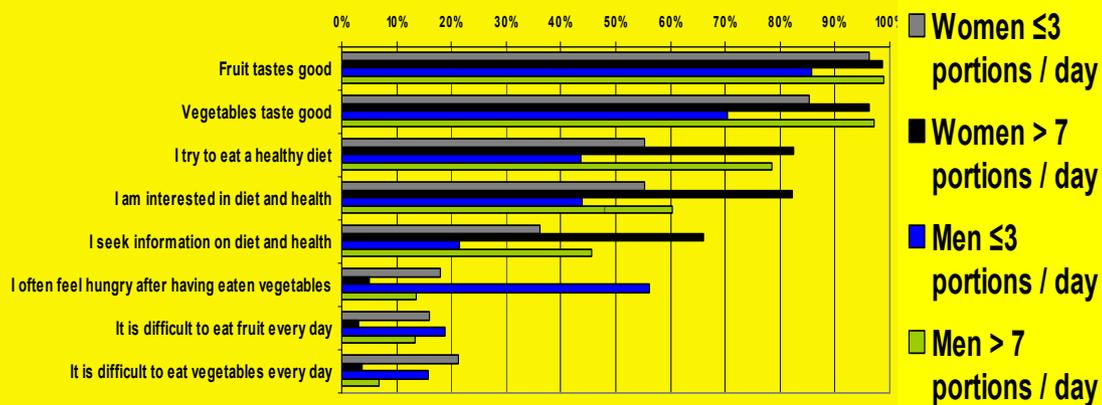
to investigate the attitudes towards fruit and vegetables (F&V) and their associations with consumption

nationally representative random-sample of Swedish adults (18-84y, n=1304, response rate 51%)

METHODS

web-based or a paper-and-pen questionnaire
pre-coded 24-h recall on F&V
structured and open-ended items on attitudes towards F&V
significance level $P < 0.01$.

RESPONDENTS: F&V TASTE GOOD AND ARE HEALTHY



All the differences between the highest and lowest quartiles were statistically significant among both genders ($P < 0.001$).

Respondents perceived **good F&V availability** (n=253), **habit** (n=174) and **personal preferences** (n=122) as the most important promoting factors (totally 1270 open-ended answers).

F&V CONSUMPTION RELATES TO HABITS AND INDIVIDUAL LIFESTYLE

-  **Women consumed 2.1 [99%CI 1.9-2.2] fruit portions/d** compared to **1.6 [1.4-1.9] portions/d for men** ($P < 0.001$)
Also **vegetable consumption was higher among women** (2.2 [2.0-2.4] portions/d for women vs. 1.9 [1.8-2.1] portions/d for men; $P = 0.003$).
-  **Physically inactive respondents consumed less fruit and vegetables totally**
 - 4.6 [99%CI 4.1-5.1] portions/d for respondents with physical activity < 0.5 h / week
 - 6.0 [5.3-6.7] portions/d for those being physically active > 2.5 h / week ($P < 0.001$)