

Executive summary

The 2013 Survey on Food Consumption Behavior

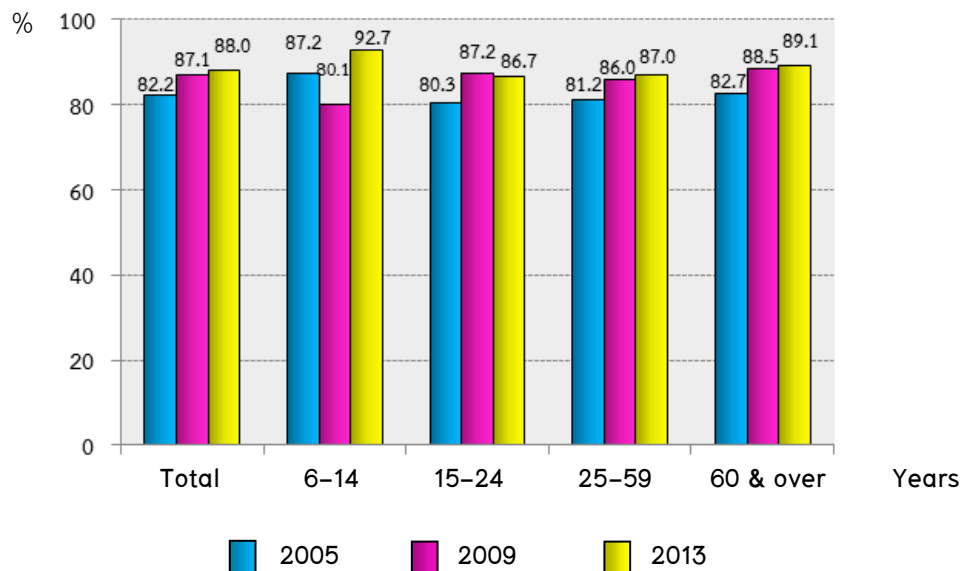
The National Statistical Office conducted the first survey on population behavior in food consumption in 2005 and has continually conducted this survey since then, this is the 3rd round of its series. The survey collected data in April by interviewing of 26,520 sampled households, aiming at obtaining information about behaviors of population on food consumption, such as staple meals, kind of meal, frequency of food consumption, etc. The conclusion of the survey results is as follows;

Staple meals

The 2013 survey results showed that there were about 88.0% population aged 6 years and over taking staple meals 3 times per day, of these the highest proportion were children (6–14 years), of about 92.7%, but the lowest proportion were youth (15–24 years), of about 86.7%.

In comparing with the survey results in 2005 2009 and 2013, it was found that population aged 6 years and over taking staple meals 3 times per day increased from 82.2% in 2005 to 87.1% and 88.0% in 2009 and 2013, respectively. It was shown that proportion of children (6–14 years) increased most, followed by working age group (25–59 years) and the elderly (60 years and over), but the youth (15–24 years) slightly decreased.

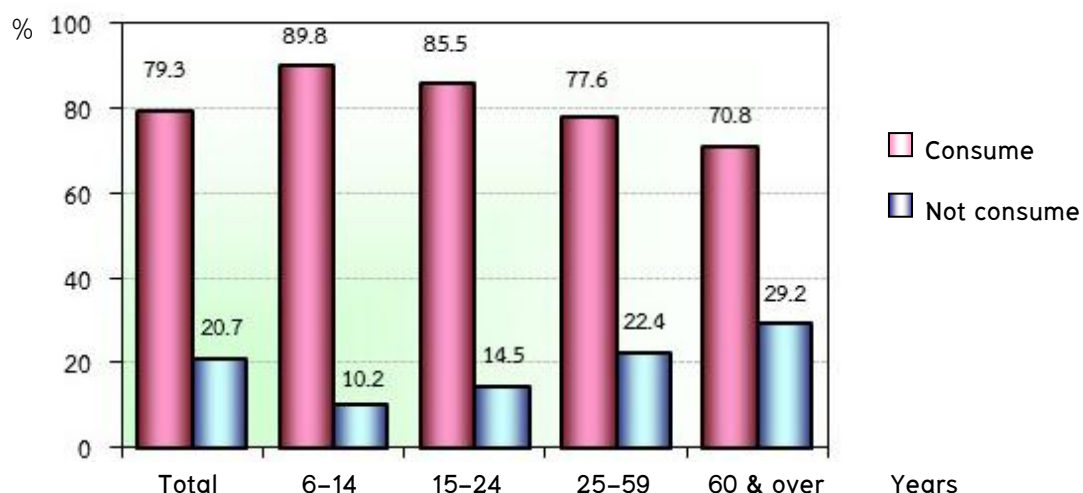
Chart 1 Population aged 6 years and over taking staple meals 3 times per day by age group (2005 2009 and 2013)



Snacks

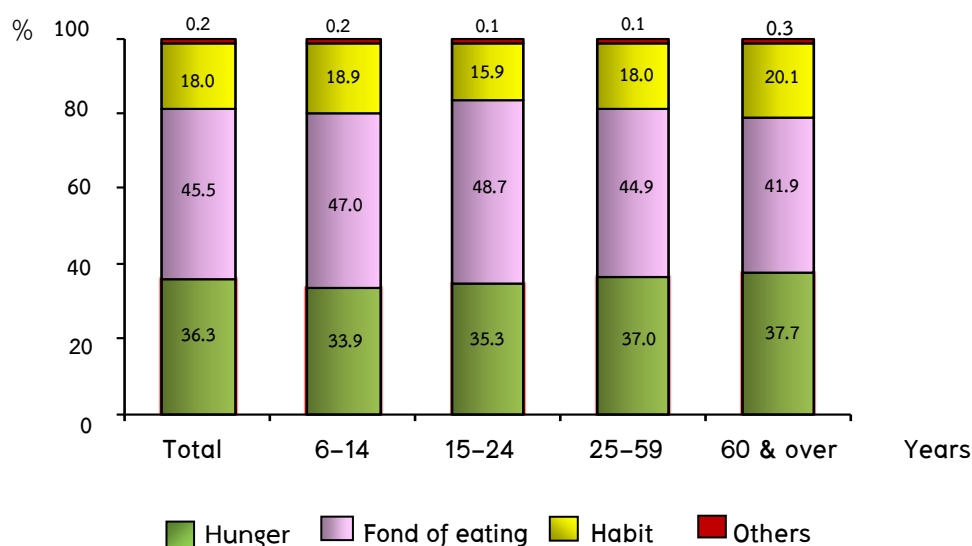
About three-fourths (79.3%) of population aged 6 years and over ate snacks, most of the children (6–14 years) (about 89.8%) like snacks, followed by the youth (15–24 years) (about 85.5%). The elderly (60 years and over) took snacks with the least proportion, of about 70.8%.

Chart 2 Population aged 6 years and over by snack consumption and age group (2013)



The reasons that people having snacks were fond of eating (about 45.5%), with hunger (36.3%), with habit (18.0%). The survey results showed that pattern of consuming snacks was the same in all age groups.

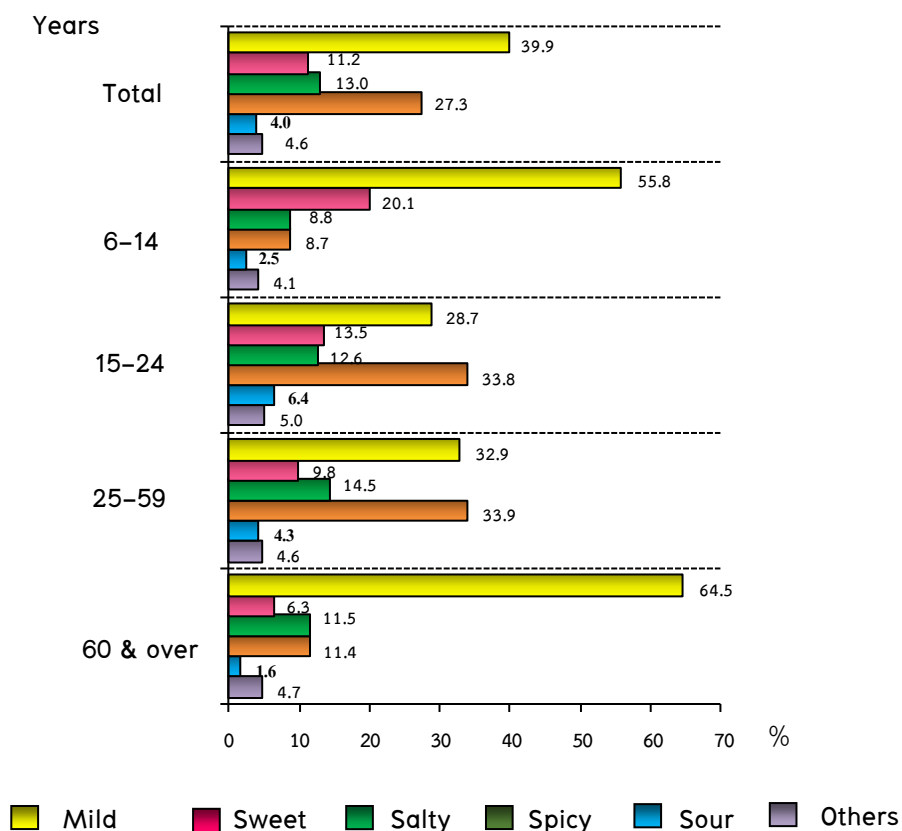
Chart 3 Population aged 6 years and over eating snacks by reasons and age group (2013)



Flavor of staple meal

The survey results showed that most people ate mild flavor, of about 39.9%, followed by spicy flavor (27.3%), salty flavor (13.0%), sweet flavor (11.2%), respectively. The flavors were different by each age group, most children (6–14 years) liked eating mild and sweet flavors (55.8% and 20.1%, respectively), the youth (15–24 years) liked eating spicy more than mild flavors (33.8% and 28.7%, respectively), working age group liked eating spicy and mild flavors with similar proportion (33.0%), and most of the elderly (60 years and over) liked eating mild flavor (64.5%).

Chart 4 Population aged 6 years and over by flavor of meal and age group (2013)

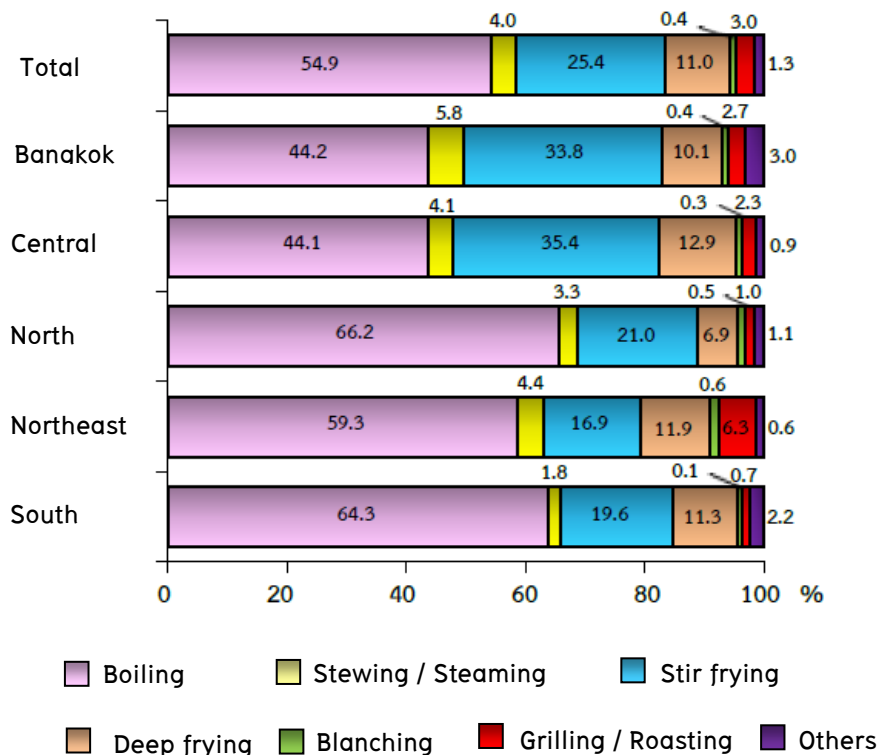


Cooking style

More than half of population aged 6 years and over (54.9%) ate meal which was cooked by boiling, followed by stir frying, deep frying, stewing / steaming, grilling / roasting, blanching, and

others (25.4%, 11.0%, 4.0%, 3.0%, 0.4% and 1.3%, respectively). Cooking style was different by region, it was noticeable that people in Central and Bangkok ate meal which was cooked by stir frying and deep frying with higher than other regions (more than 40%), while Northeast ate meal which was cooked by grilling / roasting with higher than other regions (6.3%).

Chart 5 Population aged 6 years and over by cooking style and region (2013)



Frequency of food consumption in each group

Food consumption was different by type of food, necessary food, such as meat / group of meat and fresh fruit / vegetable, it was found that there were 70.8% and 88.9% of people having these two types of food 3 days and over per week.

There was about 19.1% of population taking supplementary food products and mineral vitamin. Group of food that was taken too much can cause health problems, such as high-fatted food, it was found that most people ate 1–2 days per week (48.1%) while about 12.4% of people didn't. More than half of people (50.7%) didn't eat any snacks.

More than two-thirds (70.8%) of people didn't eat western fast food, and more than half (52.2%) didn't eat canned food. It should be noted that frozen foods in convenience stores were becoming popular, people ate 1–2 days per week (38.6%), beverages, such as soft drinks, sweet non-alcohol, more than one-third of people do not drink (41.7% and 36.4%, respectively).

Table 1 Population aged 6 years and over by frequency of food consumption in each group per week (2013)

Group of foods	Frequency of food consumption (per week)					
	Total	Do not eat	1–2 days	3–4 days	5–6 days	Eat everyday
Meat and group of meat product	100.0	4.2	25.0	23.0	15.8	32.0
Vegetable and fresh fruit	100.0	1.1	10.0	16.8	17.6	54.5
Supplementary, mineral and vitamin	100.0	80.9	10.7	2.9	1.2	4.3
High-fatted food	100.0	12.4	48.1	21.8	9.0	8.7
Snacks	100.0	50.7	28.2	10.0	4.2	6.9
Western fast food	100.0	70.8	23.5	3.8	1.3	0.6
Soft drinks	100.0	41.7	35.2	12.1	4.5	6.5
Sweet non-alcohol	100.0	36.4	21.3	11.0	5.7	25.6
Canned food ^{1/}	100.0	52.2	38.6	6.8	1.8	0.6

1/ Canned food such as frozen food

What to think first before buying food

The results showed that people think of flavor first before deciding to buy food (24.5%), followed by hygiene and favorite (19.4% and 17.7%, respectively), craving (14.9%), nutritious (12.8%), and convenience (less than 10%). All age groups were the same, thinking of flavor, children (6–14 years) would think of their favorite (23.7%), working age group (25–29 years) and the elderly (60 years and over), focused on hygiene (20.5% and 18.8%, respectively).

Table 2 What population aged 6 years and over thinking of first before buying food and age groups (2013)

What people thinking of first before buying food	Age groups				
	Total	6–14 years	15–24 years	25–59 years	60 years & over
Total	100.0	100.0	100.0	100.0	100.0
Flavor	24.5	23.8	23.7	25.3	22.8
Nutritious	12.8	9.9	10.0	13.0	17.2
Price	4.4	3.4	4.8	4.4	4.7
Hygiene	19.4	16.6	18.5	20.5	18.8
Convenience	6.1	4.8	6.7	6.6	4.8
Favorite	17.7	23.7	19.8	16.3	15.8
Craving	14.9	17.6	16.4	13.8	15.5
Others	0.2	0.2	0.1	0.1	0.4