

Unique. No	Title	Author	Advantage	Disadvantage
1	Portability	Denis Rothman	Eliminates the travelling expense in consulting a dietician	Can be affected by inadvertent or intentional reporting errors
2	Customer satisfaction	Neil Wilkins	Provision of more relevant engagement and understanding with customers	Relatively high respondent burden may affect foods that are picked
3	Time consumption	Michael Taylor	More accurate to unique foods because it takes less memory	Consumption of memory is high for obtaining accurate measures
4	Data recalling	Tom Taulli	The recall period is short leading to less risk for recall bias	Data from 24-hour recall may not reflect usual dietary intakes
5	Data collection	Stuart Russell	Consistent with collection of other data	Requires training in both data collection and analysis of expenditure data
6	Exchange	Paul Mueller	Exact amount of exchanges can be measured accurately	Some customers might not understand the exchange concept