

### Motivations for Food Choices Questionnaire: EATMOT

This questionnaire aims to collect data to conduct a research on the factors that influence food choice in different countries, integrated in an international project lead by CI&DETS Research Centre of the Polytechnic Institute of Viseu, Portugal (PROJ/CI&DETS/2016/0008: EATMOT).

The participation is voluntary and all information collected is strictly confidential.

Thank you in advance for your cooperation, without which it would not be possible to realize this project. Remember that there are no good or bad answers, do not hesitate to respond.

#### Reserved to the interviewer

Number of questionnaire			
Date		Place of interview	

#### Target

General public	Yes <input type="checkbox"/> <sub>1</sub>	No <input type="checkbox"/> <sub>2</sub>	Target group: _____(2a)
----------------	---	--	-------------------------

#### I. DEMOGRAPHICS DATA

The requested demographic data serves only to interpret the responses, and are absolutely confidential.

(Fill out by inserting an X or completing the spaces available).

1. Age: \_\_\_\_\_ years

2. Gender:

Female <input type="checkbox"/> <sub>1</sub>	Male <input type="checkbox"/> <sub>2</sub>
--	--

3. Highest education level completed:

Primary school <input type="checkbox"/> <sub>1</sub>	Secondary school <input type="checkbox"/> <sub>2</sub>	University <input type="checkbox"/> <sub>3</sub>
--	--	--

4. Country of residence \_\_\_\_\_

5. Living environment:

Rural <input type="checkbox"/> <sub>1</sub>	Urban <input type="checkbox"/> <sub>2</sub>	Suburban <input type="checkbox"/> <sub>3</sub>
---	---	--

6. Civil state:

Single <input type="checkbox"/> <sub>1</sub>	Married/Living together <input type="checkbox"/> <sub>2</sub>	Divorced/Separated <input type="checkbox"/> <sub>3</sub>	Widow <input type="checkbox"/> <sub>4</sub>
--	---	--	---

**7. Present professional activity:**

Employed <input type="checkbox"/> <sub>1</sub>	Unemployed <input type="checkbox"/> <sub>2</sub>	Student <input type="checkbox"/> <sub>3</sub>
Retired <input type="checkbox"/> <sub>4</sub>	Student worker <input type="checkbox"/> <sub>5</sub>	

**8. Professional activity /studies related to any of the following areas:**

Nutrition <input type="checkbox"/> <sub>1</sub>	Food <input type="checkbox"/> <sub>2</sub>	Agriculture <input type="checkbox"/> <sub>3</sub>	Sports <input type="checkbox"/> <sub>4</sub>	Psychology <input type="checkbox"/> <sub>5</sub>
Health related activities <input type="checkbox"/> <sub>6</sub>	Which? _____ (6.a)			
The professional activity is not related to any of the above areas <input type="checkbox"/> <sub>7</sub>				

**9. Are you responsible for buying the food you eat?**

Yes <input type="checkbox"/> <sub>1</sub>	No <input type="checkbox"/> <sub>2</sub>
---	--

**II. ANTHROPOMETRIC DATA AND BEHAVIOURAL & HEALTH RELATED ELEMENTS**

To the best of your knowledge please fill in your current weight and height:

**10. Height:** \_\_\_\_\_ meters or \_\_\_\_\_ inches

**11. Weight:** \_\_\_\_\_ kg or \_\_\_\_\_ pounds

**12. How often do you usually engage in physical exercise?**

Never <input type="checkbox"/> <sub>1</sub>	Sporadically (less than once/week) <input type="checkbox"/> <sub>2</sub>	Occasionally (once/week) <input type="checkbox"/> <sub>3</sub>
Moderately (2-3 times/week) <input type="checkbox"/> <sub>4</sub>	Intensively (+3 times/week) <input type="checkbox"/> <sub>5</sub>	

**13. On average, how many hours per day do you spend watching TV or in front of the computer?**  
\_\_\_\_\_ hours

**14. How often do you think that you follow a balanced/healthy diet?**

Never <input type="checkbox"/> <sub>1</sub>	Rarely <input type="checkbox"/> <sub>2</sub>	Sometimes <input type="checkbox"/> <sub>3</sub>	Frequently <input type="checkbox"/> <sub>4</sub>	Always <input type="checkbox"/> <sub>5</sub>
---	--	---	--	--

**15. Do you practice any specific voluntary dietary regimen?**

Raw foodism (*dietary practice of eating only uncooked, unprocessed foods*)  <sub>1</sub>

Fruitarianism (*diet that consists entirely or primarily of fruits and possibly nuts and seeds, without any animal products*)  <sub>2</sub>

Vegetarianism (*exclusion of any meat and may also include exclusion from by-products of animal slaughter*)  <sub>3</sub>

Veganism (*exclusion from animal products, and an associated philosophy that rejects the commodity status of animals*)  <sub>4</sub>

Flexitarianism (*plant-based diet with the occasional inclusion of animal products*)  <sub>5</sub>

Caloric restriction/Weight control  <sub>6</sub>

Religious restrictions  <sub>7</sub> Which? \_\_\_\_\_ (7.a)

Other  <sub>8</sub> Which? \_\_\_\_\_ (8.a)

I practice a general food regimen  <sub>9</sub>

**16. Do you have any chronic disease?**

Cardiovascular diseases  <sub>1</sub> Diabetes  <sub>2</sub> High cholesterol  <sub>3</sub>

Arterial hypertension  <sub>4</sub> Gastric disorders  <sub>5</sub> Intestinal disorders  <sub>6</sub>

Obesity  <sub>7</sub> Other  <sub>8</sub> Which? \_\_\_\_\_ (8.a)

I do not suffer from chronic diseases  <sub>9</sub>

**17. Do you have any food allergy/intolerance?**

Lactose intolerance  <sub>1</sub> Casein  <sub>2</sub> Gluten  <sub>3</sub> Nuts  <sub>4</sub> Shellfish  <sub>5</sub>

Other  <sub>6</sub> Which? \_\_\_\_\_ (6.a)

I do not suffer from food allergies/intolerances  <sub>7</sub>

**18. Did you at any time of your life experience an episode of any eating disorders?**

Bulimia  <sub>1</sub> Anorexia  <sub>2</sub> Binge-eating  <sub>3</sub> Other  <sub>4</sub> Which? \_\_\_\_\_ (4.a)

I never experienced any eating disorders  <sub>5</sub>

### III. PERCEPTIONS ABOUT A HEALTHY EATING

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
19.1 A healthy diet is based on calorie count	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.2 We should never consume sugary products	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.3 Fruit and vegetables are very important to a practice of a healthy eating	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.4 A healthy diet should be balanced, varied and complete	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.5 We can eat everything, as long as it is in small quantities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.6 I believe that a healthy diet is not cheap	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.7 In my opinion it is strange that some people have cravings for sweets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.8 I believe that tradition is very important to a healthy diet	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.9 I believe that food produced in a biological way is healthier	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
19.10 We should never consume fat products	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

#### IV. SOURCES OF INFORMATION ABOUT HEALTHY DIET

Indicate, on the scale shown between Never and Always, with what frequency you find information about eating a healthy diet.

(Fill out by inserting an **X**).

#### 20. Where do you usually find information about eating a healthy diet?

	Never	Sporadically	Sometimes	Frequently	Always
20.1 Health centres, hospitals, general practitioner	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.2 Radio	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.3 Television	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.4 School	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.5 Magazines, books, newspapers	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.6 Internet	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>
20.7 Family, friends	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

**V. HEALTHY MOTIVATIONS**

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
21.1 I am very concerned about the hygiene and safety of the food I eat	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.2 It is important for me that my diet is low in fat	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.3 Usually I follow a healthy and balanced diet	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.4 It is important for me that my daily diet contains a lot of vitamins and minerals	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.5 There are some foods that I consume regularly, even if they may raise my cholesterol	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.6 I try to eat foods that do not contain additives	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.7 I avoid eating processed foods, because of their lower nutritional quality	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.8 It is important for me to eat food that keeps me healthy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.9 There are some foods that I consume regularly, even if they may raise my blood glycaemia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
21.10 I avoid foods with genetically modified organisms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**VI. EMOTIONAL MOTIVATIONS**

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
22.1 Food helps me cope with stress	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.2 I usually eat food that helps me control my weight	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.3 I often consume foods that keep me awake and alert (such as coffee, coke, energy drinks)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.4 I often consume foods that helps me relax (such as some teas, red wine)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.5 Food makes me feel good	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.6 When I feel lonely, I console myself by eating	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.7 I eat more when I have nothing to do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.8 For me, food serves as an emotional consolation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
22.9 I have more cravings for sweets when I am depressed	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

## VII. ECONOMIC AND AVAILABILITY MOTIVATIONS

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
23.1 I usually choose food that has a good quality/price ratio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.2 The main reason for choosing a food is its low price	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.3 I choose the food I consume, because it is convenient to purchase	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.4 I buy fresh vegetables to cook myself more often than frozen	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.5 I usually buy food that is easy to prepare	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.6 I usually buy food that it is on sale	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
23.7 I prefer to buy food that is ready to eat or pre-cooked	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**VIII. SOCIAL & CULTURAL MOTIVATIONS**

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
24.1 Meals are a time of fellowship and pleasure	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.2 I eat more than usual when I have company	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.3 It is important to me that the food I eat is similar to the food I ate when I was a child	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.4 I eat certain foods because other people (my colleagues, friends, family) also eat it	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.5 I prefer to eat alone	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.6 I choose the foods I eat, because it fits the season	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.7 I eat certain foods because I am expected to eat them	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.8 I like to try new foods to which I am not accustomed	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
24.9 I usually eat food that is trendy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**IX. ENVIRONMENTAL AND POLITICAL MOTIVATIONS**

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
25.1 It is important to me that the food I eat is prepared/packed in an environmental friendly way	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.2 When I cook I have in mind the quantities to avoid food waste	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.3 It is important to me that the food I eat comes from my own country	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.4 I prefer to eat food that has been produced in a way that animals' rights have been respected	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.5 I choose foods that have been produced in countries where human rights are not violated	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.6 I avoid going to restaurants that do not have a recovery policy of food surplus	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
25.7 I prefer to buy foods that comply with policies of minimal usage of packaging	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**X. MARKETING AND COMMERCIALS MOTIVATIONS**

Indicate, on the scale shown between Strongly disagree and Strongly agree, your opinion about the following statements.

(Fill out by inserting an X).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
26.1 When I buy food I usually do not care about the marketing campaigns happening in the shop	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.2 I eat what I eat, because I recognize it from advertisements or have seen it on TV	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.3 I usually buy food that spontaneously appeals to me (e.g. situated at eye level, appealing colours, pleasant packaging)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.4 When I go shopping I prefer to read food labels instead of believing in advertising campaigns	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.5 Food advertising campaigns increase my desire to eat certain foods	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.6 Brands are important to me when making food choices	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
26.7 I try to schedule my food shopping for when I know there are promotions or discounts	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Thank you for you precious collaboration!