

Name of the tool:	Food Choice Priorities Survey (FCPS)
Purpose:	The FCPS is designed for college students and provides a way to determine the factors of greatest importance regarding food choices among this population.
How was it conceptualized?	Understanding factors that influence food choice may help improve diet quality. Factors that commonly affect adults' food choices have been described, but measures that identify and assess food choice factors specific to college students are lacking. This study developed and tested the Food Choice Priorities Survey (FCPS) among college students.
What were the steps in development (including face/content validation, cognitive interviews, psychometrics, etc.)?	<p>1) Thirty-seven undergraduates participated in two focus groups (n = 19; 11 in the male-only group, 8 in the female-only group) and interviews (n = 18) regarding typical influences on food choice.</p> <p>2) An expert panel rated FCPS items for clarity, relevance, representativeness, and coverage using a content validity form.</p> <p>3) Cohen's weighted κ for responses within 20 days was used to establish test-retest reliability, 109 first-year college students completed the 14-item FCPS at two time points, 0-48 days apart (M = 13.99, SD = 7.44).</p>
Who was it tested with? (initial sampling)	109 first-year college students completed the 14-item FCPS
How is it scored?	14 survey items with a 5-point Likert-type scale (1 = not important, 5 = extremely important). FCPS includes three scales. Scale A "Food Choice Driven by the Advertising Environment" includes Social Media (Pinterest, Instagram, other) and Advertising (TV, magazines, other); Scale B "Food Choice Driven by a Healthy Aesthetic" includes Health, Effect on physical appearance and Freshness/quality/in season; Scale C "Food Choice Driven by Busy Daily Life and preferences" includes Taste, Convenience, Routine/what I'm used to eating, and Ability to feel full. Scaled items are scored by summing

	responses and dividing by number of items in the scale (scores range from 1 to 5)
How has it been used since?	Referenced in several peer reviewed manuscripts: http://dx.doi.org/10.1108/BFJ-10-2021-1077 http://dx.doi.org/10.1016/j.pcad.2022.04.013 http://dx.doi.org/10.3390/ijerph18031141 http://dx.doi.org/10.3390/nu10091296
Limitations for use:	FCPS items with lower test–retest reliability could benefit from refinement in future iterations of the measure to the temporal stability, items with lower κ scores should be made more specific to differentiate between the nuanced components of the factors relevant to college age students. May not be generalizable to a general college population b/c for all phases, students who participated may have been more interested in health compared to those who did not enroll. Inclusion criteria for Phases III and IV included freshmen status and low fruit and vegetable (FV) intake; however, only 15% were excluded for having FV intake above the set criteria.
Potential applications and future applications:	From a public health perspective, practical applications include using the FCPS to tailor health communications and behavior change interventions to factors most salient for food choices of college students. Link to measure: https://doi.org/10.1177/0163278717735872