

The Food Choice Priorities Survey (FCPS)

Please answer the following question on a scale from 1 to 5 (where 1 is not important and 5 is extremely important).

What are the main factors that influence the food you eat on a regular basis?

	1 Not important	2 Slightly important	3 Important	4 Very important	5 Extremely important
Price					
Health					
Taste					
Convenience					
Stress					
Family					
Effect on physical appearance					
Social Media (Pinterest, Instagram, other)					
Advertising (TV, magazines, other)					
Routine/what I'm used to eating					
Ability to feel full					
Peer and social situations					
Boyfriend/girlfriend/ significant other					
Freshness/quality/ in season					

Likert Scoring for FCPS:

- 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).
- Five individual items did not load onto a scale (*Price, Stress, Family, Peer and social situations, Boyfriend/Girlfriend/Significant other*). The raw score (1 to 5) of individual items not associated with any scale may also be used.
- Higher scores indicate greater importance of scale or item for food choice decisions.

Section 2: Ranking of FCPS items

Rank in order of importance from most important to least important, the factors that influence the food you eat on a regular basis. (1=most important 14=least important).

Price	
Health	
Taste	
Convenience	
Stress	
Family	
Effect on physical appearance	
Social Media (Pinterest, Instagram, other)	
Advertising (TV, magazines, other)	
Routine/what I'm used to eating	
Ability to feel full	
Peer and social situations	
Boyfriend/girlfriend/significant other	
Freshness/quality/in season	