



What Factors Determine Your Food Choices?

	Not significant at all					Very significant	
Weight control	0	1	2	3	4	5	
Health	0	1	2	3	4	5	
Food costs	0	1	2	3	4	5	
Convenience/Time	0	1	2	3	4	5	
Family background	0	1	2	3	4	5	
Advertisements (TV or radio)	0	1	2	3	4	5	
Emotions	0	1	2	3	4	5	
Peers (friends, co-workers)	0	1	2	3	4	5	
Customs/Ethnic background	0	1	2	3	4	5	
Physical activity level	0	1	2	3	4	5	
Taste	0	1	2	3	4	5	

Interpretation

Take note of the factors that scored 4 or 5. These are your most significant influences. Next to these put a PLUS (+) or MINUS (-) sign to indicate whether you feel they have been a positive or negative influence on your health.

Adapted from Contemporary Nutrition Issues and Insights, 1994.