

- 1) GPA – numerical, actual GPA
- 2) Gender (1 – Female and 2 – Male)
- 3) Breakfast (the participants are shown the following pictures and asked which one of these pictures they associate with the word “breakfast”), 1 – cereal option and 2 – donut option



- 4) calories_chicken - guessing calories in chicken piadina:

- 1 - 265
- 2 - 430
- 3 - 610
- 4 – 720

(the variable shows the actual number of calories participants selected)

- 5) calories_day - Importance of consuming calories per day

- 1 - i dont know how many calories i should consume
- 2 - it is not at all important
- 3 - it is moderately important
- 4 - it is very important

- 6) calories_scone - Guessing calories in a scone from starbucks

- 1 - 107 cal
- 2 - 315 cal
- 3 - 420 cal
- 4 - 980 cal

(the variable shows the actual number of calories participants selected)

- 7) coffee – which of the two pictures you associate with the word coffee?

- 1 – creamy frapuccino

2 – espresso shown



8) comfort_food - List 3-5 comfort foods that come to mind.

Open ended (perfect for NLP)

9) comfort_food_reasons - What are some of the reasons that make you eat comfort food?

(i.e., anger, sadness, happiness, boredom, etc) - list up to three

Open ended (perfect for NLP)

10) comfort_food_reasons_coded

(the one mentioned first)

1 – stress

2 – boredom

3 – depression/sadness

4 – hunger

5 – laziness

6 – cold weather

7 – happiness

8- watching tv

9 – none

11) cook – how often do you cook?

1 - Every day

2 - A couple of times a week

3 - Whenever I can, but that is not very often

4 - I only help a little during holidays

5 - Never, I really do not know my way around a kitchen

12) cuisine – what type of cuisine did you eat growing up?

- 1 – American
- 2 – Mexican.Spanish
- 3 – Korean/Asian
- 4 – Indian
- 5 – American inspired international dishes
- 6 – other

(lots of cleaning needed for this variable)

13) diet_current – describe your current diet

open ended – ideal for NLP

14) diet_current_coded

(based on words used to describe the diet)

- 1 – healthy/balanced/moderated/
- 2 – unhealthy/cheap/too much/random/
- 3 – the same thing over and over
- 4 – unclear

15) which picture do you associate with the word “drink”?

1 – orange juice

2 – soda





16) eating_changes - Describe your eating changes since the moment you got into college?

Open ended

17) eating_changes_coded

- 1 – worse
- 2 – better
- 3 – the same
- 4 – unclear

18) eating_changes_coded1

- 1 – eat faster
- 2 – bigger quantity
- 3 – worse quality
- 4 – same food
- 5 – healthier
- 6 – unclear
- 7 – drink coffee
- 8 – less food
- 9 – more sweets
- 10 – timing
- 11 – more carbs or snacking
- 12 – drink more water
- 13 – more variety

19) eating_out - frequency of eating out in a typical week

- 1 - Never
- 2 - 1-2 times
- 3 - 2-3 times
- 4 - 3-5 times
- 5 - every day

20) employment – do you work?

- 1 - yes full time

2 - yes part time
3 – no
4 - other

21) ethnic_food - How likely to eat ethnic food
1 - very unlikely
2 - unlikely
3 - neutral
4 - likely
5 - very likely

22) exercise – how often do you exercise in a regular week?
1 - Everyday
2 - Twice or three times per week
3 - Once a week
4 - Sometimes
5 – Never

23) father_education –
1 - less than high school
2 - high school degree
3 - some college degree
4 - college degree
5 - graduate degree

24) father_profession – what is your father profession?
Open ended

25) fav_cuisine - What is your favorite cuisine?
Open ended

26) fav_cuisine_coded

0-none
1 – Italian/French/greek
2 – Spanish/mexican
3 – Arabic/Turkish
4 – asian/chinese/thai/nepal
5 – American
6 – African
7 – Jamaican
8 – indian

27) fav_food - was your favorite food cooked at home or store bought?

- 1 - cooked at home
- 2 - store bought
- 3 - both bought at store and cooked at home

28) food_childhood – what was your favorite childhood food?

Open ended

29) which of these pictures you associate with word fries?

1 – Mcdonald's fries

2 – home fries



30) fruit_day - How likely to eat fruit in a regular day

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

31) grade_level –

- 1 - freshman
- 2 - Sophomore
- 3 - Junior
- 4 - Senior

32) greek_food - How likely to eat greek food when available?

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

33) healthy_feel – how likely are you to agree with the following statement: “I feel very healthy!” ?

1 to 10 where 1 is strongly agree and 10 is strongly disagree - scale

34) healthy_meal – what is a healthy meal? Describe in 2-3 sentences.

Open ended

35) ideal_diet – describe your ideal diet in 2-3 sentences

Open ended

36) Ideal_diet_coded

- 1 – portion control
- 2 – adding veggies/eating healthier food/adding fruit
- 3 – balance
- 4 – less sugar
- 5 – home cooked/organic
- 6 – current diet
- 7 – more protein
- 8 – unclear

37) income

- 1 - less than \$15,000
- 2 - \$15,001 to \$30,000
- 3 - \$30,001 to \$50,000
- 4 - \$50,001 to \$70,000
- 5 - \$70,001 to \$100,000
- 6 - higher than \$100,000

38) indian_food – how likely are you to eat indian food when available

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

39) Italian_food – how likely are you to eat Italian food when available?

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

40) life_rewarding – how likely are you to agree with the following statement: “I feel life is very rewarding!” ?

1 to 10 where 1 is strongly agree and 10 is strongly disagree - scale

41) marital_status

- 1 -Single
- 2 - In a relationship
- 3 - Cohabiting
- 4 - Married
- 5 - Divorced
- 6 - Widowed

42) meals_dinner_friend – What would you serve to a friend for dinner?

Open ended

43) mothers_education

- 1 - less than high school
- 2 - high school degree
- 3 - some college degree
- 4 - college degree
- 5 - graduate degree

44) mothers_profession – what is your mother's profession?

45) nutritional_check - checking nutritional values frequency

- 1 - never
- 2 - on certain products only
- 3 - very rarely
- 4 - on most products
- 5 - on everything

46) on_off_campus – living situation

- 1 - On campus
- 2 - Rent out of campus
- 3 - Live with my parents and commute
- 4 - Own my own house

47) parents_cook - Approximately how many days a week did your parents cook?

- 1 - Almost everyday
- 2 - 2-3 times a week
- 3 - 1-2 times a week
- 4 - on holidays only
- 5 - never

48) pay_meal_out - How much would you pay for meal out?

- 1 - up to \$5.00
- 2 - \$5.01 to \$10.00
- 3 - \$10.01 to \$20.00
- 4 - \$20.01 to \$30.00
- 5 - \$30.01 to \$40.00
- 6 - more than \$40.01

49) Persian_food - How likely to eat persian food when available?

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

50) self_perception_weight - self perception of weight

- 6 - i dont think myself in these terms
- 5 - overweight
- 4 - slightly overweight
- 3 - just right
- 2 - very fit
- 1 - slim

51) Which of the two pictures you associate with the word soup?

- 1 – veggie soup
- 2 – creamy soup



52) sports - sports – do you do any sporting activity?

- 1 - Yes
- 2 - No

99 – no answer

53) thai_food - How likely to eat thai food when available?

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4 - likely
- 5 - very likely

54) tortilla_calories - guessing calories in a burrito sandwhich from Chipolte?

- 1 - 580
- 2 - 725
- 3 - 940
- 4 - 1165

55) turkey_calories - Can you guess how many calories are in the foods shown below?
(Panera Bread Roasted Turkey and Avocado BLT)

- 1 - 345
- 2 - 500
- 3 - 690
- 4 - 850

56) type_sports – what type of sports are you involved?

Open-ended

57) veggies_day - How likely to eat veggies in a day?

- 1 - very unlikely
- 2 - unlikely
- 3 - neutral
- 4- likely
- 5 - very likely

58) vitamins – do you take any supplements or vitamins?

- 1 – yes
- 2 – no

59) waffle_calories - guessing calories in waffle potato sandwich

- 1 - 575
- 2 - 760
- 3 - 900
- 4 - 1315

60) weight – what is your weight in pounds?