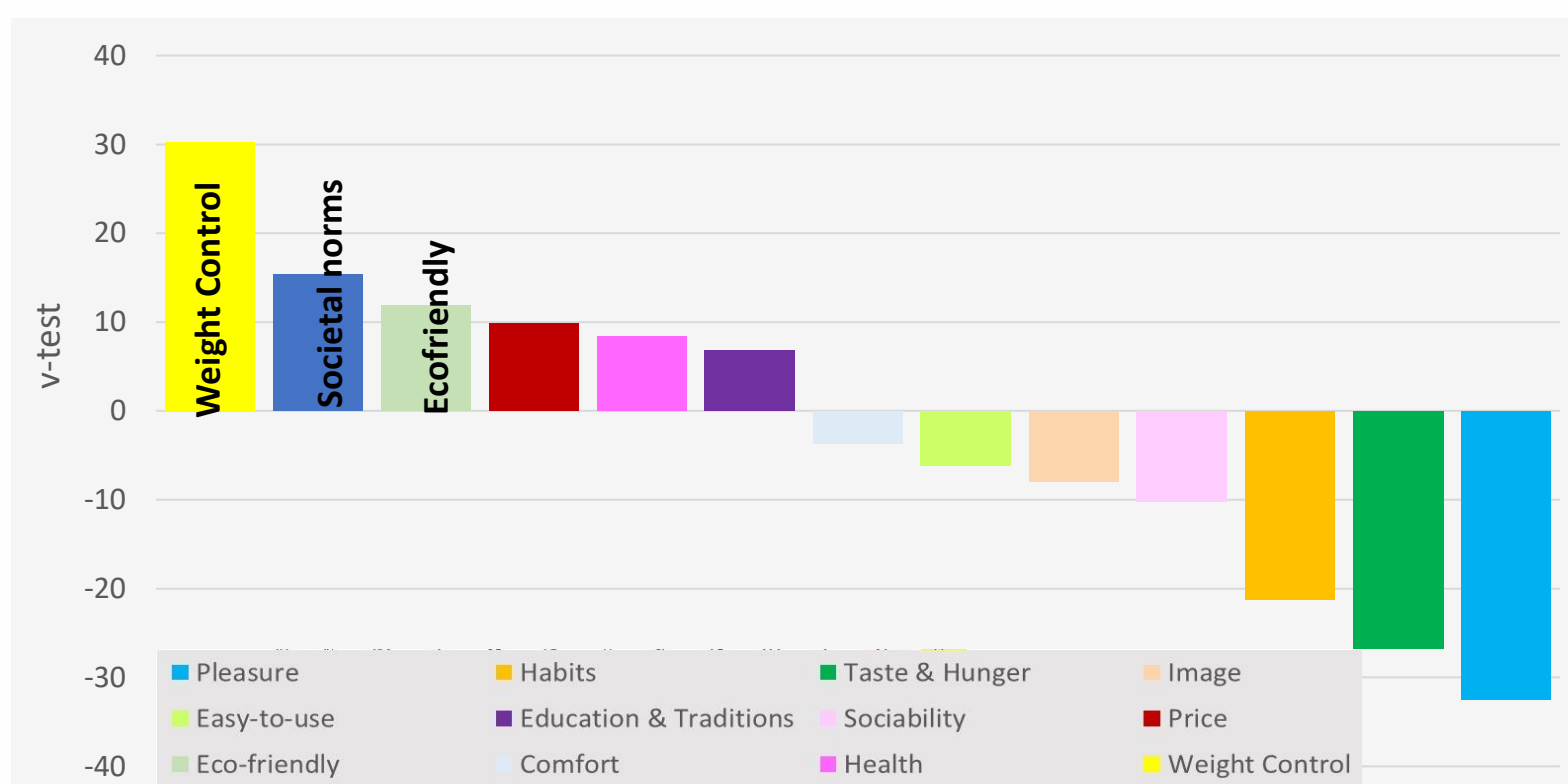


# Why you eat what you eat?

- **A large survey** deployed in France by RMT Actia Sensorialis partners in 2017 : 4512 responses collected,
- 42 motivation criteria grouped into **13 factors** through a Principal Component Analysis,
- **Typology of consumers** established based on a K-means classification method from those 13 criteria correlated to the socio-demographic variables.

## RESULTS: THE 4 TYPOLOGIES

**Careful Follower** 37%



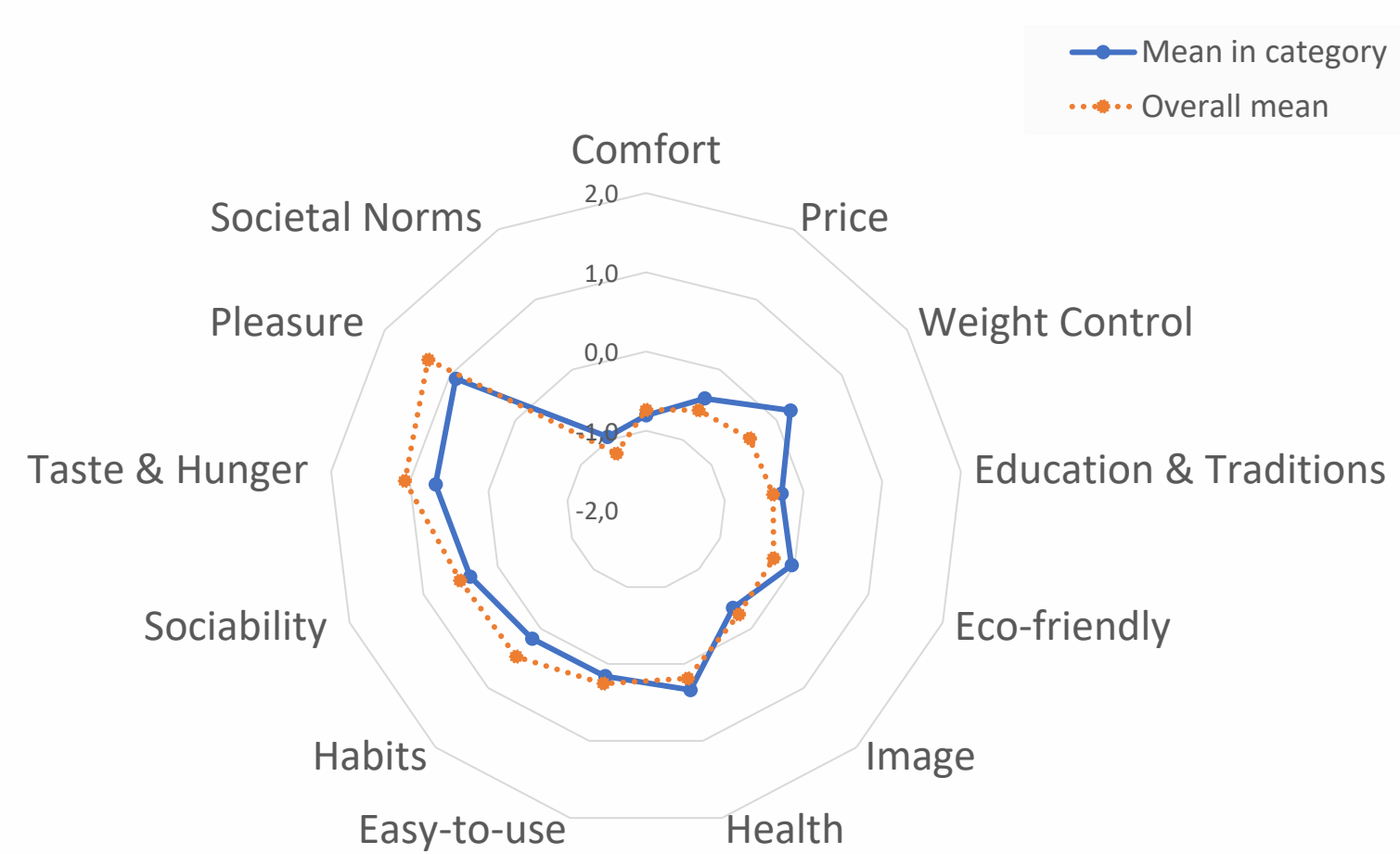
Over 56 years old



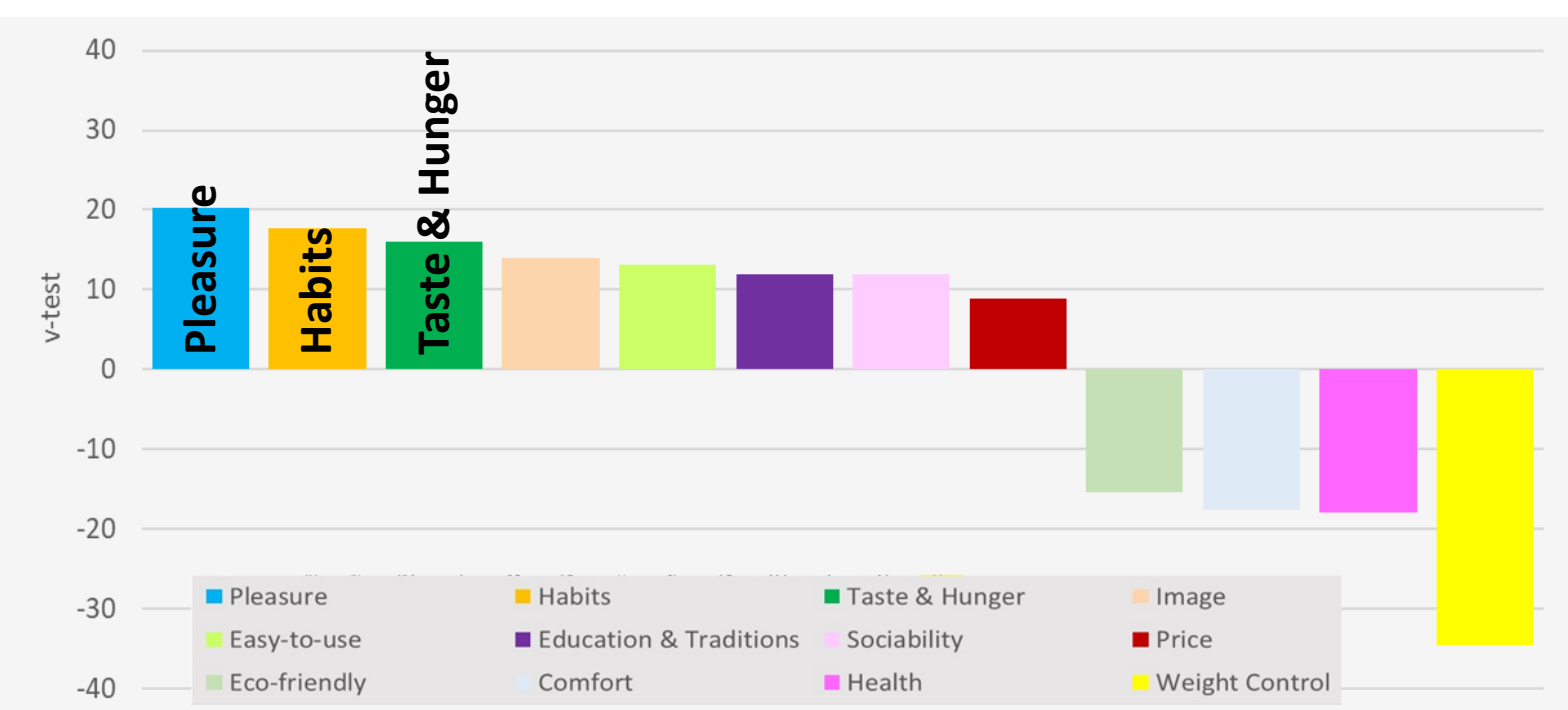
Retired



Self-prescribed diet



**Routine hedonist** 18%



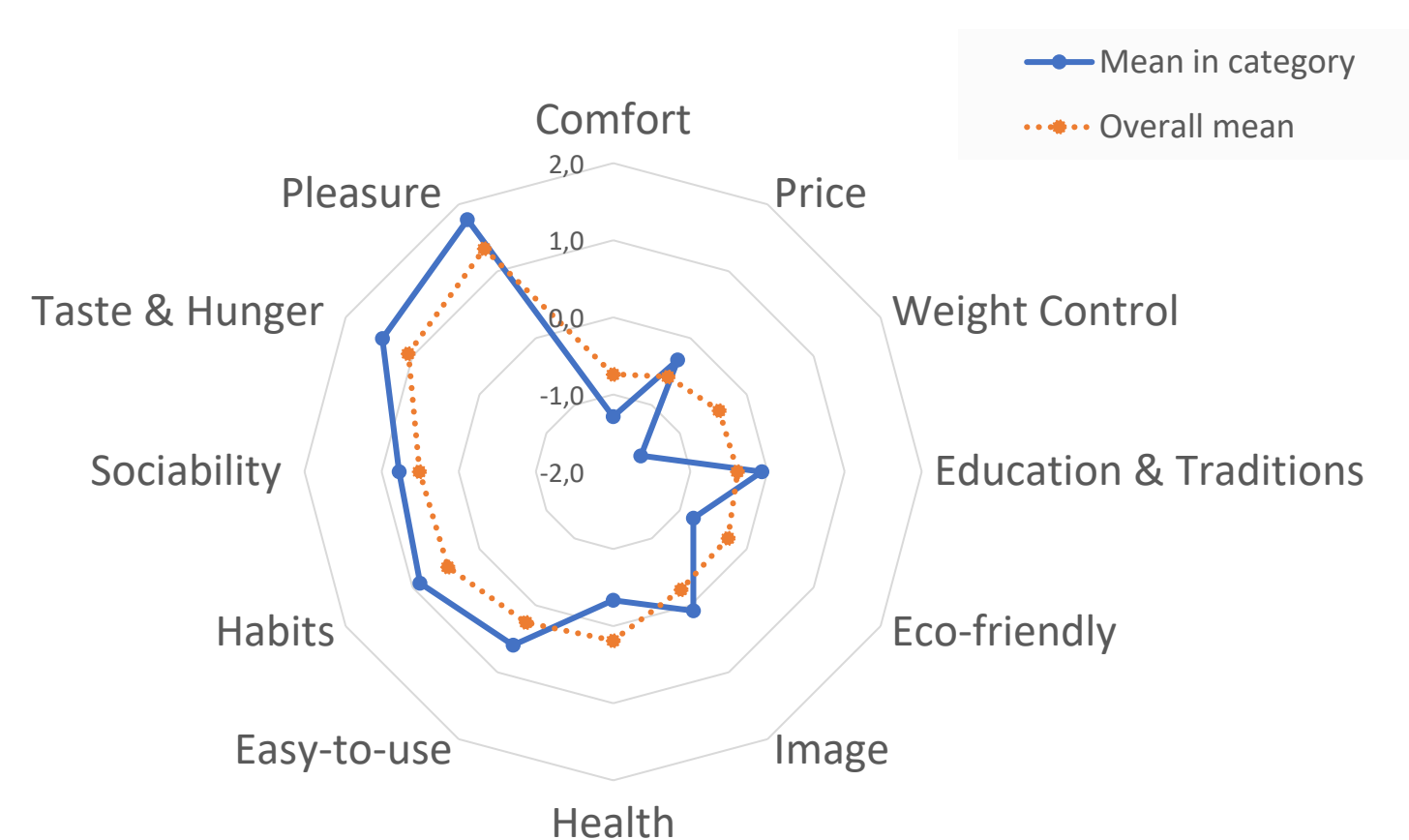
Man Between 18 and 25 years



Student, Worker



No diet



**Pragmatic compensator** 21%



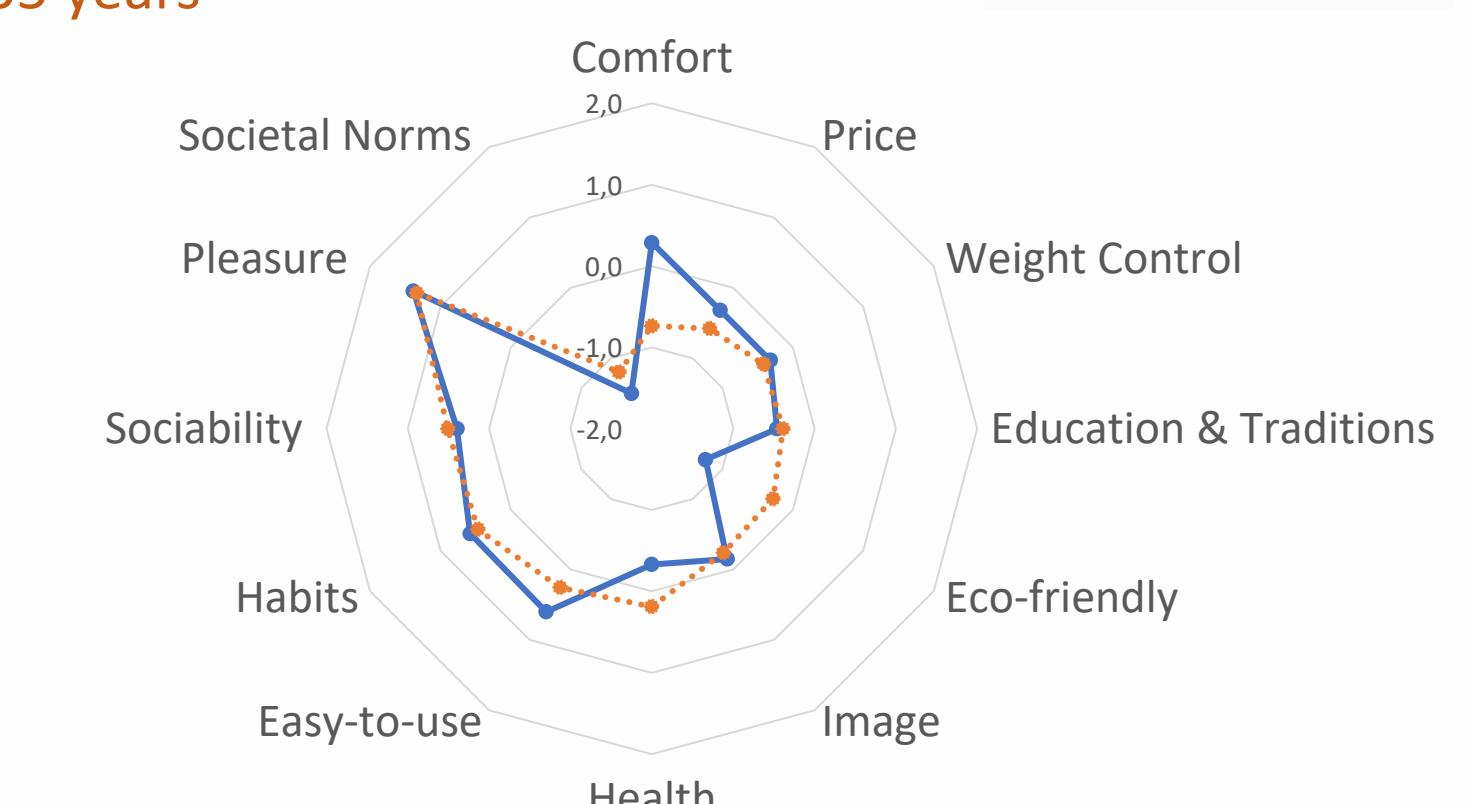
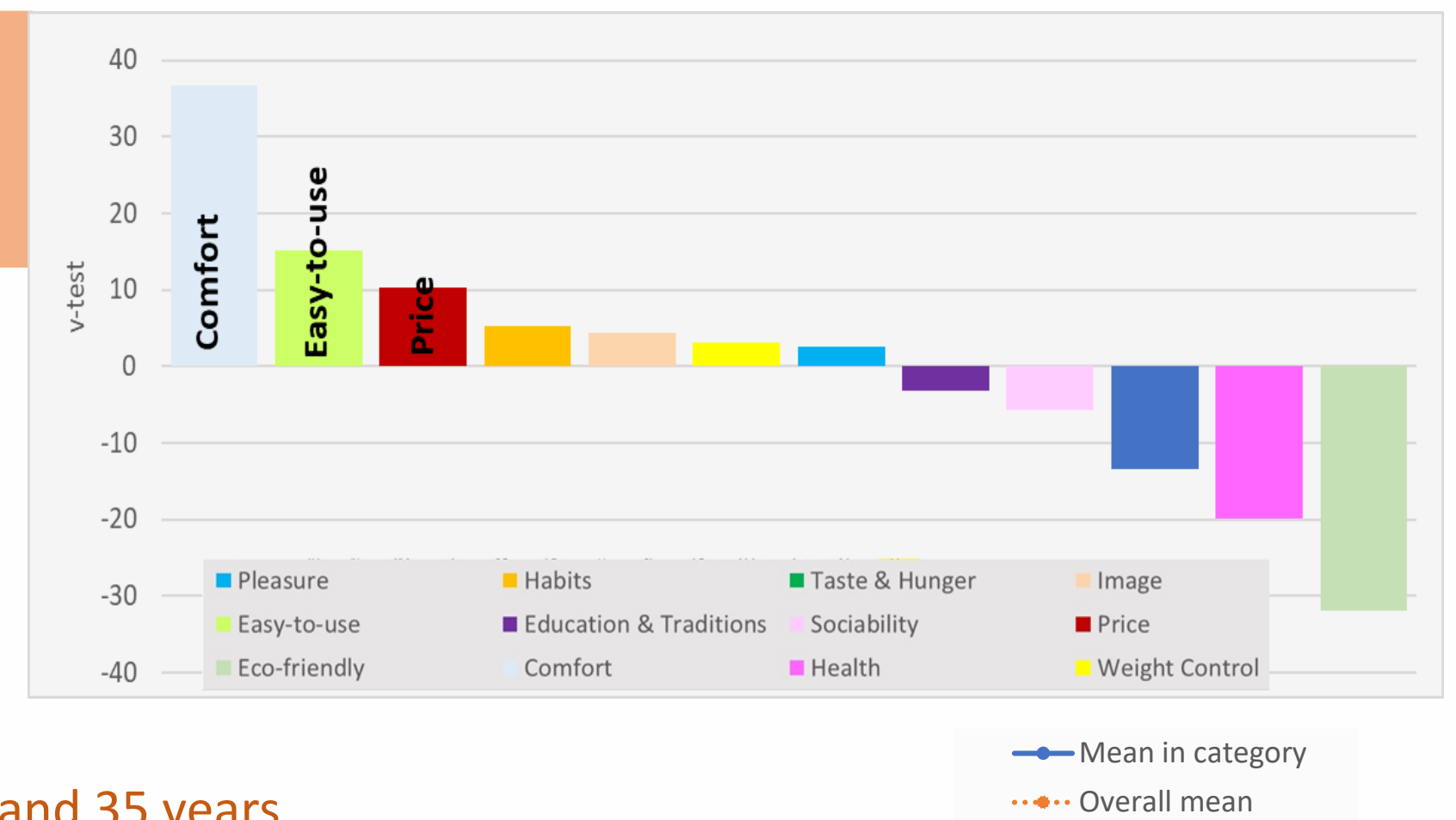
Woman



Between 18 and 35 years



Student, Employee



**Responsible hedonist** 24%



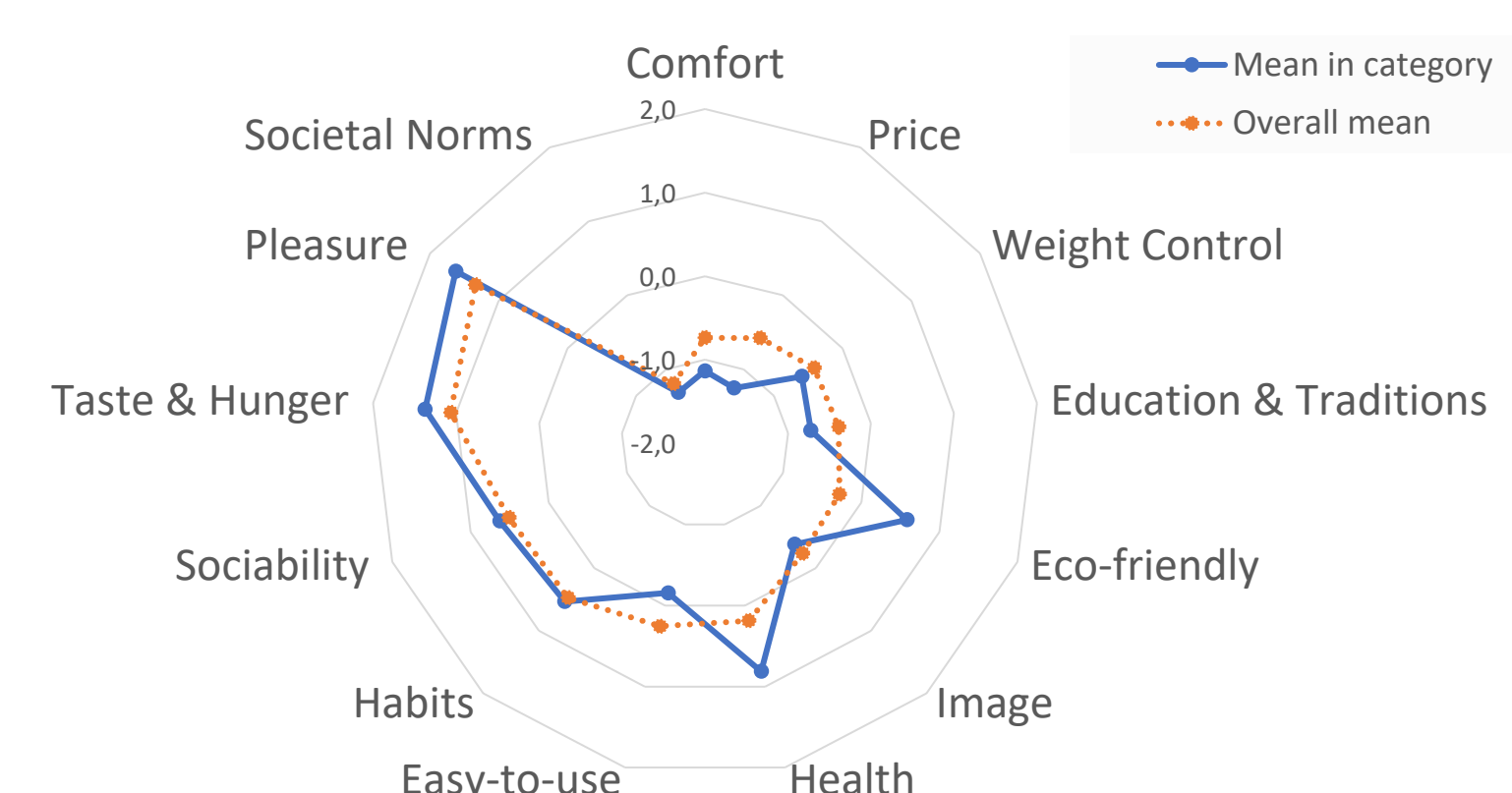
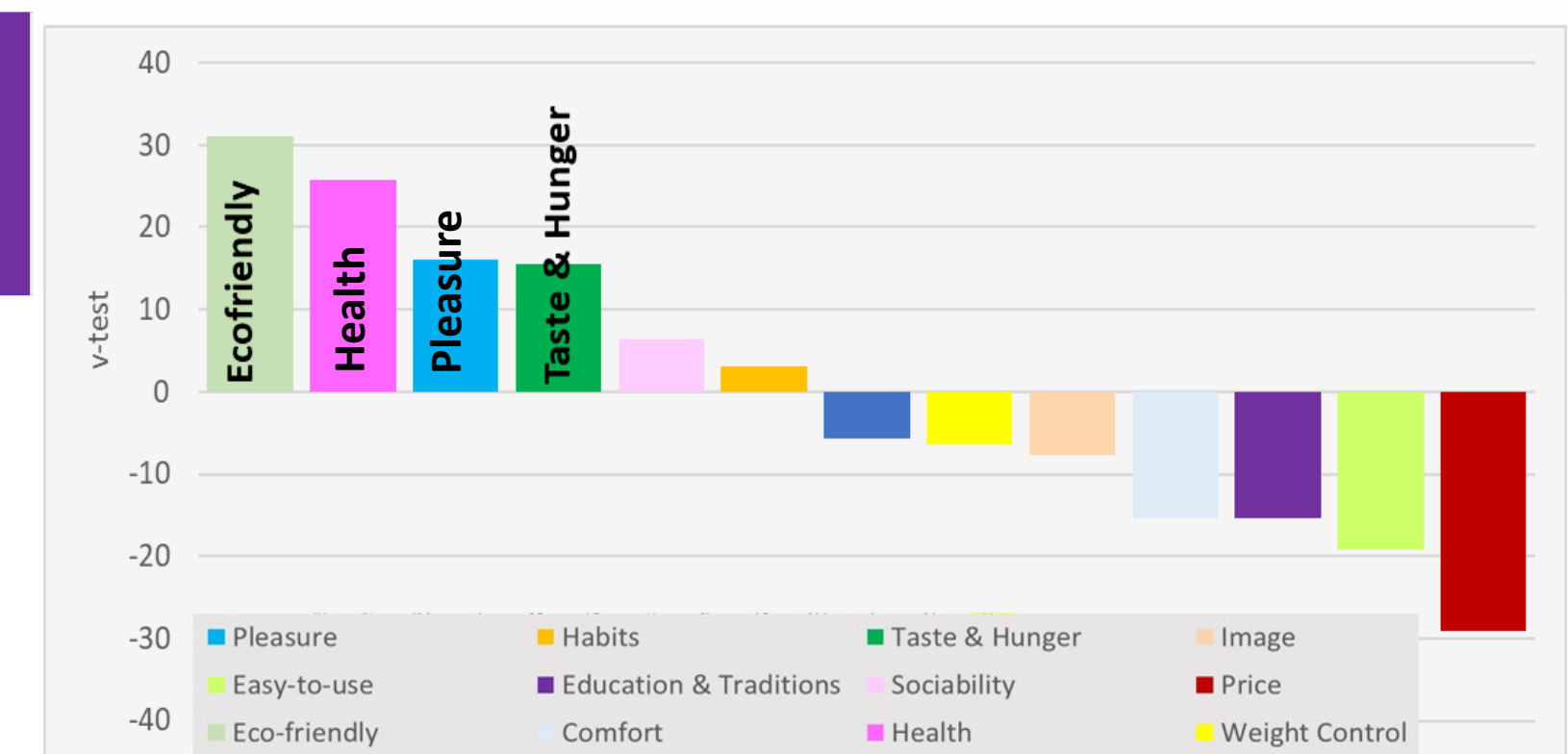
Between 56 and 65 years



Retired



Couple without children



- Routine hedonist
- Responsible hedonist
- Careful follower
- Pragmatic compensator

Who are you?? Find out now by completing this questionnaire

SCAN this QR code to access to the survey questionnaire



Reference: "The Eating Motivation Survey (TEMS)", B. Renner, G. Sproesser, S. Strohbach, H. T Schupp- Appetite 59 (2012) 117-118

### Acknowledgements

We thank Actia for the support of this project

