Reviewer’s report

Title: Dilemma between health and environmental motives when purchasing animal food products: sociodemographic and nutritional characteristics of consumers

Version: 1 Date: 27 Dec 2016

Reviewer: Joan Bentzen

Reviewer's report:

Thank you for the opportunity to review this paper on ethical dilemmas in food choice. I find it a very interesting paper and a subject, which has not been the choice of many studies or publications. I have only a few minor remarks to the paper:

L. 72, 307, 316, 335: Please stick to the reference style in the rest of the paper, i.e. numbers in brackets.

L. 149: Do you mean that the French dietary guidelines were stated for the participants to read? Or that the participants were supposed to recall the guidelines?

L. 209: The first occurrence of the word "Participants" should probably be deleted.

L. 211: I have only come across the unweighted Kappa statistics in the case of estimating agreement between two independent raters of the same object. Can the authors give a reference to their use of it to estimate agreement between linked observations?

L. 305: It should be stated that the mentioning of "Women were also more likely to agree ...." is from a different study than the present.

L. 338-340: Could the authors give one or more possible explanations to the observed dilemma being more pronounced in subjects with low income than in subjects with higher incomes?

Table 2: Consider to revise the table so that row percents are given instead of column percents. E.g. in the first line in the table it is stated that 76.6 % of women have no dilemma concerning the purchase of meat, while 81.1 % do report a dilemma. This is because more women than men take part in the study, and therefore it is not really very informative on the difference between the genders in reporting a dilemma.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes
Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Unable to assess

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

Declaration of competing interests
Please complete a declaration of competing interests, considering the following questions:

1. Have you in the past five years received reimbursements, fees, funding, or salary from an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

2. Do you hold any stocks or shares in an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

3. Do you hold or are you currently applying for any patents relating to the content of the manuscript?

4. Have you received reimbursements, fees, funding, or salary from an organization that holds or has applied for patents relating to the content of the manuscript?

5. Do you have any other financial competing interests?

6. Do you have any non-financial competing interests in relation to this paper?

If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

I declare that I have no competing interests
I agree to the open peer review policy of the journal. I understand that my name will be included on my report to the authors and, if the manuscript is accepted for publication, my named report including any attachments I upload will be posted on the website along with the authors' responses. I agree for my report to be made available under an Open Access Creative Commons CC-BY license (http://creativecommons.org/licenses/by/4.0/). I understand that any comments which I do not wish to be included in my named report can be included as confidential comments to the editors, which will not be published.

I agree to the open peer review policy of the journal