Reviewer’s report

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

Version: 1 Date: 14 Oct 2016

Reviewer: Bengt Kayser

Reviewer's report:

The authors analyzed part of the Nutrinet-Santé data base. They report that about 10% of participants seem to grapple with dilemmas when choosing dietary components from a health and an environmental perspective. Importantly, this does not seem to affect dietary quality, rather the contrary.

Major

Given the finding that dilemma is accompanied by rather better compliance to dietary recommendations it would seem to me that it is plausible that the 10% of participants in whom this was observed are conscious eaters in the sense that they have a more rational approach of what and how much they eat. Seems like this 10% is overall behaving in a more health oriented way, also smoking less, moving more. So one could interpret the finding of dilemma as a positive trait, which suggests a conscious rational approach towards those choices in daily life that have a health and/or environmental bearing.

In the Methods it would be good to say something about recruitment strategies used for the inclusion in the overall study. Also, when presenting the new score (mPNNS-GS), I suggest to mention the possible range of the score and what scores are considered good and bad.

Minor

Line 38, recommendations (plural)

Line 40, unclear what 'their' refers to (I understand, but it is confusing)

Line 51, rather leave out this acronym here

Line 72 and elsewhere, there are still reference manager codes they need to be transformed

Results section, when presenting the number of participants, please give percentage in brackets when presenting a sub-ensemble.
Line 238, what is small, given that it was significant?

Table 2, it looks as if the dilemma group is having 'better' behavior overall, they smoke less and move more. This is worth discussing, see also comment above under major.

Finally, a critical clean-up to catch some oddities in the use of English would be necessary

**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.

Yes

**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:

Needs some language corrections before being published

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