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 Nov 2016

Reviewer: Aristides Machado-Rodrigues

Reviewer's report:

GENERAL COMMENTS TO THE AUTHOR:

1) The article aimed to investigate the sociodemographic profiles of individuals reporting health and environmental dilemmas when purchasing meat, fish and dairy products, and comparing diet quality of individuals with and without dilemma. In fact, more quality research is needed examining the healthy lifestyles, such as nutritional habits, for intervention approaches on our populations.

2) In general, the authors did a good effort to improve the manuscript, and therefore, it should be highlighted.

3) The abstract summarizes the paper properly, emphasising the main results of this study and providing a pragmatic conclusion.

4) In my opinion, at the introduction section, the authors could also add the hypothesis of this study.

5) At the methods, since the authors have reported some instruments with the study of its validation, it would be useful for the potential readers to report those rates. Thus, the reliability/validity testing rates has to be stated in the methods section.

6) I still have few details about which I would like the authors could provide their opinion/further refinements in the discussion section. In fact, the paper would clearly benefit if authors could still add further sources of variation related to their own results in the nutritional intervention field.

7) In general, the quality of writing is satisfactory, but in some places of the manuscript could be clearly improved (…please avoid the active voice; instead, use the passive voice, especially at the methods section!!...etc.).

8) According to the findings of the present study, the manuscript would still obviously benefit by including some suggestions (…effective suggestions which could overcome the limitations of the present study) for future research.
9) References section is ok; however, that section of the manuscript would benefit if authors could add more recent studies in that scientific field (...for example in 55 references, there are just two from the present year of 2016!).

**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:

Acceptable

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