

What do you think is the most important thing about the food that you buy?

This factor has the biggest influence on what we buy →

↙ These factors are the next most influential ↘

This factor has the least influence on what we buy →

Diamond 9 Options

Popular with the whole family	Taste	Price
Special offer	Availability	Peer pressure
Advertising	Nutritional Content	Family Budget

It's in season

Or write your own!...

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