

Total Score= Sum of all the means

<u>Motive Assessed</u>	<u>Groups of Means</u>
Affiliative Attachment	mean of #20, 36, 43, 48, 67
Automaticity	mean of #5, 19, 26, 41, 55
Loss of Control	mean of #6, 28, 34, 62
Behavioral Choice/Melioration	mean of #10, 21, 35, 38, 46, 49, 68
Cognitive Enhancement	mean of #13, 15, 24, 39, 57
Craving	mean of #11, 29, 37, 50
Cue exposure/Associative Process	mean of #4, 17, 23, 40, 42, 51, 59
Negative Reinforcement	mean of #7, 18, 25, 32, 58, 65
Positive Reinforcement	mean of #3, 8, 45, 60, 64
Social/Environmental Goals	mean of #22, 30, 44, 52
Taste/Sensory Process	mean of #1, 12, 27, 33, 53, 66
Tolerance	mean of #9, 14, 47, 54, 63
Weight Control	mean of #2,16, 31, 56, 61