

User Attitudes from Interviews and Observations

All my participants seemed to have a basic understanding of what sustainable meant and how it involved the environment and some even knew more intricate details such as food miles and fair trade. However, many stated that finance was a main issue towards their reason for not eating sustainably as well as a lack of knowledge and awareness from their surroundings in society or on a more local level such as university. Although, all participants stated they could be motivated to eating sustainably if there was solution to those factors.

Many stated they try to eat healthy especially after moving out as they have more control as to what they eat as seen by participants C's observations of cooking with a wide variety of fresh fruit and vegetables, but to many this was their reason to eat unhealthier with either not being able to afford healthier choices as stated by participant A, "I don't have money, so I don't eat much... If I want to get a bowl, it's like 6.50 but chips are usually 1.50... I know it's not good for me, its deep-fried sitting in fat, but it's cheaper than the bowl of leaves". In addition to this, during observations, participant C clearly stated how cheap their ingredients were as well as how that was how they managed to budget, participant B also reiterated this point with eating cheap meals or having very small portions. A common trend among my results was participants skipping meals such as breakfast or not being able to afford a meal they enjoy or a nutritional one.