

	Breakfast - 3	Skipping breakfast - 5	Prepared breakfast - 4	Social Media - 4	Eating healthy - 4	Unhealthy eating - 4	Meaning of sustainability - 5	Finance - 4	University struggle - 4		Calories - 1	Mental health - 1	Eating sustainable - 2	Societies awareness - all	Motives - all
Participant A		"I didn't"		"Twitter and Tik Tok"		"I don't have money so I don't eat much... If I want to get a bowl its like £20 but chips are usually £1.50 so I think they know, I know its not good for me its cheap, I'm deep fried sitting in fat but its cheaper than the bowl of kiosk"	"Sustainable just means its not going to cause more harm by just existing"	"Its money, we got bare spare time but money is down"					"To an extent I think most people have the knowledge of what makes things healthy and sustainable but a lot of people face the same struggle of not being able to afford those ingredients because they are often at a premium"	"more money"	
Participant B	"I had oatmeal... with blueberries, its pretty good"	"I actually was going to skip on breakfast because I was so anxious but I decided last minute to eat before going to class"			"cooking a lot more when I was back home I wasn't at all, I was going out to eat um now im trying to eat more vegetables and fruits"		"after some research I thought its like the most efficient way for me to consume food and be environmentally friendly"	"Affordability, and how im able to get it, like how close whatever the food is to me, yeah I would consider that"					"unless you're actively looking for it, you won't find anything about it"		"I know more about it, I don't really know much about as I haven't really been told about it, so if I got more information probably"
Participant C	"nothing! I had a coffee, doesn't really count as breakfast... I didn't time... early lecture and didn't want to get out of bed... I don't usually eat breakfast so its just a daily occurrence"		"I have breakfast its like an 'ooco I fancy this' at this time of day rather than I want to have breakfast"	"Instagram, Tik Tok"	"I've never been particularly unhealthy, umm my parents are very good at giving me balanced good. Umm, try to mention that now don't live with them too"	"because of first year I went through a patch where I was lazy and eating a lot for convenience which didn't necessarily equal healthy choices, so I reflected on that and started eating more healthy, but then I started going to for the other well, I had not the point, they have obviously been brought in from somewhere else and that is not good for the environment so stuff like that"	"How eco conscious the food is that I find or food miles, fair trade, organic, those type of words always spring to mind when I think of sustainable. Like I know a big thing of I umm said I missed it in the future, so if you buy a bit of exotic fruit... they're always better tasting but that's not the point, they have obviously been brought in from somewhere else and that is not good for the environment so stuff like that"	"Budget probably! I think me and my partner are good at being creative with recipes that don't use very expensive parts"	"I don't see a single sort of poster or advertisement regarding sustainable eating, you would go into the student union or something and all of a single use food or like individually packaged stuff, none of it is very sustainable"	"BBC good food most of the time, they're also helpful because they list the nutritional value of the food as well, umm which is just helpful for the day planning and weekly planning in general"	"there was a period of time where it was very important to me, I don't really like to think about it much now as it doesn't really benefit my mental health as long as I feel good about what I'm eating"	"I feel like they could be but compared to meat I don't think I can too hard"	"I feel like it's a learning thing, everyone's body is different, you can't just read a magazine or just look at nutritional value and be like 'yes this is perfect, this is how many calories I need in a day' because that's not necessarily true for everybody. There is obviously the national standard we know what we should be eating and what we shouldn't be eating but its not as simple as 'you should be eating all of this because its good for you' you have to take a bit into consideration... I feel like when I was really young, like in my primary school or early secondary school, I was quite a big thing people used to tell us about, you'd have the different graphical images we were shown like the healthy plates that had the dairy, veg sections and stuff. All of those things were I guess helpful when we didn't need it, back then we were being cooked for and being provided with everything and now I feel students, but a bit abandoned not knowing how to necessarily eat more consciously."	"remove the factor of money and I would happily eat sustainably"	
Participant D	"I need sleep... I did intend on having breakfast, but then I couldn't find a good way to get to uni in time so I walked instead of getting a bus or a bike, so I had to get something from the uni shop"	"well, I wouldn't usually have breakfast, because I wake up late from working I wouldn't usually have food until 2pm and that would be my breakfast 'in a quater', so I don't usually have breakfast food"	"maybe a bit of toast but or toast"		"I once coming back to uni we started making more health conscious choices, putting veg in things and started making smoothies at home with fruit"	"Yes, it went, last year it was quite bad I would forget to eat or just not eat at all at some points, um and from this year, over the summer I kind of got too busy with music, because I was working full time"	"Yes, it went, last year it was quite bad I would forget to eat or just not eat at all at some points, um and from this year, over the summer I kind of got too busy with music, because I was working full time"	"I don't get as much help from the government for being a student, a bit rely on working on myself to feed myself, so essentially the more hours I put in the more choice I have, but its quite difficult to balance everything... I would say if go with the cheapest option, even if its not healthy go much but um, just cheapest"	"I don't think they do enough... They do have a bit said and a smoothie stand which is maybe a lot more helpful towards students but there is never any advertising for it"				"I'm even using coconut milk now instead of cows milk, coconut milk, coconut yoghurt and the rest is fruit and fruit juice, so very good"	"Yeah, in school there was always the eat well plate, and serving different portions of stuff, which I don't always stick to but I always try and stick veg in whatever I eat... so not something you think about as a kid, its something you think about as an adult once your image becomes more important rather than what you're eating"	"More money, cheaper food... to prep a lot of things, because im working like 30-40 hours, it makes it a lot harder to meal prep and I don't really have the space at home to prepare either"
Participant E		"Today I actually didn't have breakfast because I was late, I overslept, and I didn't have breakfast"	"Yeah, I usually have breakfast every day because I usually wake up on time but today was different, oh yeah... I usually do yoghurt and fruits and honey or oats and like chocolate chips and a banana maybe... I usually know its one of these two options"	"Snapchat or Instagram"	"I think since moving out I eat healthier than I used to back home because I have more control over what I eat and what I don't want to eat"					"probably not, I think they do some, they try but not enough to educate from the start. Lets say someone didn't know anything about it, I wouldn't be enough, what they do"			"most businesses and stuff like that want more money and just selling the product over selling and not on making the person healthier"		"If my relatives ate more sustainability because I always eat with them"
Participant F	"well you see, I got some noodles waiting for me downstairs"		"noodles is my go to, but the flavour you know, it's a bit of a surprise I got chicken"	"TikTok"		"I've got more independence, I can buy what I want, what I like, probably not as healthy as I should be"	"Sustainable? Hmm, like being able to... well no, there's a bad way of doing it. Something that can last long, you can maintain it pretty well, I don't know if that's a good"		"I don't think my university has ever mentioned food to me. Or if they have they haven't really pushed it out well"				"oh, in this country, maybe, but not across the whole world, but I would say growing up we were taught how to eat responsibly. Actually, probably not, I don't think people actually listen to what they're told"	"money, if I had infinite money and time"	

Main themes emerging:	1. Whether they had breakfast on the day of the interview 2. Skipping breakfast on the day of the interview 3. Whether they have a breakfast planned on most days 4. If social media was one of their favourite apps 5. If the participant mentioned their healthy eating habits 6. If the participant mentioned their unhealthy eating habits 7. A definition of sustainability 8. Whether participants mentioned finance 9. Mention of university in terms of struggling in eating or sustainable food 10. Mention of calories 11. If food had impacted the participants mental health 12. If the participant believed they ate sustainably 13. Participants opinions on societies approach to sustainable food as well as healthy eating 14. Motivation to eat sustainably