

Interview Guide

Interview aim:

The aim of these interviews is to investigate the understanding and challenges young adults (in particular young parents) have regarding dietary requirements and activity levels of themselves and their children/future children. This information will be used to pinpoint what they find most challenging about making sure they eat healthy, and what they think about ensuring healthy diets for their children/future children. Their understanding of available information about this issue and which tools they find necessary to help guide them.

Questions these interviews will help answer:

- How do parents view their family’s diets and activity levels?
- To what extent are they concerned about eating healthy?
- What challenges do they face regarding their own and/or children’s nutrition?
- Have they tried to change their diets in the past and were they successful?
- Have or do they use any tools to help with nutrition or activity?
- What are their primary motivation for eating healthy?
- What is most important: activity or healthy diet?
- Concerns and habits regarding food waste

Participant selection:

The participants recruited for this interview are all between the ages of 25 to 40, aiming at young couples living together, and/or are parents with young children. This target group usually have hectic days where healthy eating and activity can be difficult to maintain, and they are also, or about to be, in charge of their children’s diet and activity levels as well. As learning good habits starts when we are children, parents have a major impact in regards to teaching children the right habits. Therefore, to reach the brand’s goals of increased consumption of fruit and veg, and have a healthier lifestyle, this is an important target group to help reach these goals. In regards to the brand’s other goals related to the environment and sustainability, people in the age group 25-39 waste more food than other age groups, and in particular families with small children waste more because they have hectic schedules and not enough time to plan ahead.

Demographic Data:

Participant nr: _____

Gender: _____

Age: _____

Marital status: _____

Diet: _____

Activity level: _____

Children: YES / NO / Expecting

How many?: _____

Ages: _____

Semi Structured Interview Questions:

Introduction:

The aim of this interview is to investigate the understanding and challenges young adults (in particular young parents) have regarding dietary requirements and activity levels for themselves and their children/future children. This information will be used to pinpoint what they find most challenging about making sure they eat healthy and provide their children with healthy, nutritious food. In addition to this I am interesting in hearing about your understanding of available information and guides regarding nutrition and whether you use any tools to help you.

Part 1 - current eating habits:

1. First I would like you to tell me about your food habits during a regular day:

- a) eat at specific time? b) Do you eat the same things for breakfast and lunch every day? c) Are most of your meals homemade? d) Do you make packed lunches for yourself and your children (if any)?

2. Are your children picky eaters, or are there some food groups they won't touch?

3. Do you find it difficult to plan what to have for dinner?

4. Who cooks at home? Do your children help sometimes?

5. Do you consider your family's diet to be healthy and balanced?

- a) Do you find it difficult to eat healthy?

6. Have you had concerns regarding what your children should or should not eat? Do you have any rules regarding this?

- a) Do you eat the same meals you serve your children?

7. Do you like cooking food?

8. In your opinion, why do you think sometimes families with young children find it difficult to eat healthy?

9. Did/do you have any concerns about becoming a parent and being responsible for furthering healthy habits to your children?

Part 2 - Have you tried to change your diet in the past or do you wish to change your diet?

If yes: what was your motivation for this change?

10. Have you ever used any tools to help you make these changes? Such as apps or website, schedules, plans, groups or forums to help you?

11. What do you think could help you make healthier choices?
12. Are there any information or health advice that you find difficult to use in everyday life?
13. Do you eat all 5 a day?
 - a) why/why not?
 - b) Do you know what 5 a day actually looks like? (1 portion is 100g)

Part 3 - Activity Levels:

14. What are your family's activity level like?
15. Are you active together as a family?
16. Do you think increasing the activity level or eating more healthy is more important?
17. Do you use any tools to monitor your activity levels?
 - a) Tools can be apps, journals, websites, wearables, gym membership, gym classes, running groups etc.

Part 4 - Food Waste:

18. What are your thoughts regarding food waste?
 - a) Do you end up wasting food?
 - b) What are the reasons why you/why you don't sometimes waste food?
21. How often do you go to the grocery store?
22. Have you actively tried to reduce food waste?