**Interview schedule**

**Part One: Dietary history and journey**

**Starter question: So you define yourself as ‘xxxxx’ - tell me a bit more about that to start**

Prompts/follow-ups [as needed]:

Vegan/ veggie/ pescatarian

* What was your journey to veganism/vegetarianism/pescetarianism?
* How long have you been vegan/veggie/pescatarian?
* When did you start? Why? How?
* What are your primary motivations? (e.g. health, environment, animal welfare)? Have these changed over time?
* Any variations e.g. veggie before vegan? Or switching between different practices over time?
* Did you historically eat meat / fish? For how long / how often?

Meat eater

* Have you always eaten meat?
* How often do you eat it and what types of meat do you like to eat?
* Are there any types of meat you don’t like to eat? Why?
* Has your relationship with meat changed across your life so far? E.g. eating more or less at different times?
* Any variations e.g. veggie in past? E.g. tried Veganuary?
* What influenced you to introduce meat substitutes into your life (e.g. health, environment, animal welfare)? What was the journey?

Flexitarian

* What does flexitarian mean to you?
* How long have you been flexitarian? What does it look like? Typical week?
* What makes your diet flexitarian?
* Is this a conscious choice around what you eat?
* Any variations e.g. meat eater or veggie in past?
* What influenced you to introduce meat substitutes into your life (e.g. health, environment, animal welfare)? What was the journey?

**Part Two: Consumption Practices**

I’d like to start by getting a bit of a more general sense of your eating patterns and factors shaping what you eat…

**What is your diet like?**

* What kinds of things do you eat in a typical week?
* Do you like to cook / get takeaway / go out for dinner? Do you meal plan or are you more spontaneous?
* What are some foods / cuisines you really enjoy?
* What factors shape your food choices?
  + Cost? time/convenience? Ease? Health? Availability? Needs of others in household?

**Now tell me about when and how often you eat meat substitutes?**

* How often?
* In what contexts? (e.g. cooking, takeaway, out for food?). How does this fit around / sit alongside your consumption of meat, if relevant?
* Who do you eat these products with?

Do you eat or drink dairy substitutes as well (e.g. plant-based milk or cheese)? If so, tell me a bit about these products too? [can prompt a bit around this later as well]

**What kinds of meat substitutes do you like to eat?**

* What kinds don’t you like to eat?
* Are there certain *products* you’d choose or avoid (e.g. burger, sausage)? Why?
* Are there certain *brands* you’d choose or avoid? Why?
* Is brand a factor in what you buy e.g. more ‘ethical’ brands?
* Do you think about where you buy from e.g. independent shops versus supermarkets?
* What do you like about meat substitutes?
* What don’t you like about meat substitutes?
* How do you find the taste / texture / appearance?

**What do you think is the appeal of something that looks like meat, tastes like meat but isn't meat?**

* What’s the appeal for you? What’s the wider appeal do you think?
* \*Do you think meat substitutes successfully resemble meat? Is it important to you that they do? Why?
* Appeasing others?
* Do you ‘miss’ meat? Do meat substitutes ‘hit the spot’?

**Why do you eat meat substitutes?**

* \*How important are these factors to you? [explore in some detail]
  + Avoiding or minimising meat for personal health reasons
  + Environmental reasons
  + Animal welfare reasons
  + Fitting in with others e.g. household, partner
  + Other?
* How does eating meat substitutes make you feel?
* How does eating meat make you feel?
* Do you think there are benefits to eating meat substitutes? What are these? Are there disadvantages?
  + What about in relation to health?
  + E.g. are they ‘healthier’? Than what? Argument that they are ultra processed?

**What are your plans for future consumption?**

* Would you like to eat more meat substitutes? Or less? Or about the same?
* Would you like to try new ones?

**Part Three: Barriers and acceptability**

**Do you think there are any images or stereotypes around who eats meat substitutes?**

* Do you think eating meat substitutes conveys a certain type of image / identity? What about meat eating?
* Does your own consumption of meat substitutes convey a particular type of image?
* Do you like to advertise your consumption e.g. showing products you’ve tried or meals you’ve made on social media?
* How are meat-free products marketed? Who are they marketed FOR?
* Who do you think purchases them? Is there a stereotype of who eats them?

**Do you personally experience any barriers to eating meat-free food?**

* Cost? time/convenience? Ease? Health? Availability? Needs of others in household? [explore in a bit of detail]
* Do you experience reactions from others? Positive or negative? Do these shape choices?
* What do your friends and family think about your diet? Do they eat meat etc.? Do they influence when / where and how you eat meat substitutes? [prompt around family, workplace]

**What do you think are the biggest barriers more generally to encouraging people to eat more meat substitutes?**

* How could we encourage more people to eat them?
* What advice would you give to someone thinking about trying meat substitutes for the first time?
* Should we be encouraging more people to eat them?
* \*Do you think meat substitutes normalise meat consumption within society or challenge it?
* Do you think meat substitutes are normalised or accepted in society?
* Do you think meat eating is normalised / expected?
* Do you think there is a stigma around not eating meat?
* \*Do you think attitudes towards meat-eating are changing within society?
* Do you think the UK has a particular attitude towards
  + Veganism and vegetarianism?
  + Meat substitutes?

**Are there new opportunities around meat substitutes?**

* Do you think the choice and availability of meat substitutes has changed over recent years?
* What improvement or changes would you like to see in the future?
* Would you be interested in trying new brands and products? What kinds of new products?
* What’s the future look like?

Final question: end on something fun: what’s your all-time favourite food?

Any other comments or questions?