



# **Consumers and the Food System Under Covid-19: Appendix A**

A Bright Harbour Collective Report  
for the Food Standards Agency

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# Contents

<b>1. Sample Summary</b>	<b>2</b>
<b>2. Recruitment Screener</b>	<b>3</b>
<b>3. Topic Guide - Focus Groups</b>	<b>9</b>
<b>4. Topic Guide - Depth interviews</b>	<b>19</b>
<b>5. Tasks</b>	<b>25</b>

# 1. Sample Summary

## Location:

7 London and surrounds  
7 Bristol and surrounds  
7 Cardiff and surrounds  
7 Belfast and surrounds  
6 of the above in rural locations

## Gender:

15 Men  
13 Women

## Children

10 Without Children  
5 With children <11  
5 With children >12  
8 'Empty Nesters' (adult children)

## Ethnicity

22 White British  
6 BAME

## Employment status pre-Covid

13 Employed  
5 Furloughed  
4 Unemployed  
4 Retired  
2 Other

## Age

5 - 18-24  
5 - 25-34  
11 - 35-54  
5 - 65+

## 2. Recruitment Screener

Q.A	Have you ever taken part in a market research group discussion or depth interview on any subject?
Yes	• Go to QB
No	• Go to demographics* please include as many new to research respondents as possible
Q.B	When did you last take part in a market research group discussion/depth interview?
In the last 6 months	DO NOT RECRUIT
More than 6 months ago	• Go to Q3
Q.C	How many times have you taken part in a market research group discussion/depth interview?
1-6	• Go to Q.E
More than 4	• Go to Q.D
Q.D	When was the last time you took part in a market research group discussion/depth interview?
In the last year	DO NOT RECRUIT
Over a year ago	• Go to Q.E
Q.E	What subjects have you been interviewed on before?
(PLEASE WRITE IN AND ENSURE RESPONDENT HAS NOT BEEN INTERVIEWED ABOUT THE SUBJECT OF THIS RESEARCH IN THE PAST)	

Respondent Demographics – Check all quotas prior to recruitment

GENDER

Male •

Female •

(Good Mix)

SEG

AB •

C1 •

C2 •

DE •

Mix Check Quotas

AGE

17 OR UNDER Do not recruit

- 18 - 24 •
- 25 - 35 •
- 35 - 54 •
- 55-64 •
- 65 + •

Respondent Contact information –

Name	Mobile phone number
Email	Address
Date of session	Time of group

**RECRUITER TO CONFIRM**

The respondent has given permission for the research session to be video / audio recorded as appropriate – see final question of the screener for full description of what they are signing up for when consenting to participate in this project

The recordings are only to be used by the research company and the company / clients that have commissioned the research. The recordings will only be used for the purposes of research

I certify that I have carried out this interview according to your instructions, and have conducted it within the MRS Code of Conduct.

ALL PROFILES MUST BE SENT TO THE FIELD PRIOR TO THE RESEARCH , any quota deviation must also be confirmed with Claire

Sample – 4 x 1.5hr minigroup via Zoom

15 x 1hr Depth interviews, 8 to be chosen Zoomgroups (2 from each minigroup) + 7 additional fresh recruits

Q.1 Please tell me if :-a) you or b) any of your friends/relatives; work or have ever worked in any of the following trades/professions mentioned here?

	a)	b)	
Market Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing	<input type="checkbox"/>	<input type="checkbox"/>	
Journalism	<input type="checkbox"/>	<input type="checkbox"/>	
Advertising	<input type="checkbox"/>	<input type="checkbox"/>	
Public Relations		<input type="checkbox"/>	<input type="checkbox"/>
Local government		<input type="checkbox"/>	<input type="checkbox"/>

IF ANY OF THE ABOVE TRADES/PROFESSIONS MENTIONED – DO NOT RECRUIT.

Q.2 Which one of the following best describes your ethnic group or background?

Q.2 Which one of the following best describes your ethnic group or background?

WHITE

1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background (specify)

MIXED

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/multiple ethnic background

ASIAN OR ASIAN BRITISH

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian/Asian British

BLACK OR BLACK BRITISH

14. Caribbean
15. African
16. Any other Black/Black British

OTHER ETHNIC GROUP

17. Arab
18. Any other ethnic group (specify)
19. Prefer not to say

Min1 Non White respondent in NI and Wales

Min 4 Non White respondent in London

Please read- we are conducting a study on behalf of the Food Service Agency to see what type of effect Covid 19 has had on different kinds of households and what they have been eating throughout the crisis. Please answer the following questions honestly and please be assured that your responses will be kept confidential.

Q.3a Which of the following describes your employment status pre- Covid-19 (you may code more than one should they apply)?

- Student – FT education studying for a recognised qualification •
- Working full-time (30+ hours) •
- Working part-time (less than 30 hours) •
- Zero hours contract •
- Contracted to do less than 15 hours a week •
- Self employed •
- Not working – on maternity / paternity leave •
- Unemployed – less than 12 months •
- Unemployed (long term) – more than 12 months •
- Not working – looking after house/children/relatives •
- Not working – long term sick or disabled •
- Student – in part-time education studying for a recognised qualification •
- Other (Specify) •

Q.3b Since Covid-19, which is most true of you?

- My employment situation is the same •
- I have been furloughed from my job •
- I have recently been made unemployed •
- My working hours have been reduced •
- I have had to claim Statutory Sick Pay •
- I have recently been made unemployed •

Please include a good mix of situations in all locations -  
Currently working or furloughed – Min 3 NI & Cardiff / Min 6 London  
Unemployed - Min 1 NI & Cardiff / Min 2 unemployed London  
Retired - Min 1 all locations

Q.4 Describe the make up of your household, who do you live with, what's your relationship to them and what are their ages / gender?

In each location please include a good mix of household types and sizes

- Min 1 No family / pre family
- Min 1 Young family (kids U11)
- Min 1 Older family (kids 12+)
- Min 1 Empty Nester

Q.5 Which of the following best describes the area you live in?

- Rural •
- Rural / Suburban •
- Suburban •

- Urban / Suburban •
- Urban •

Wales & Northern Ireland - Min 2 Rural  
London - All Urban

Q.6 Which, if any, of the following applies to you?

1. I, or a member of my household, is in the shielded patient category and is advised to self-isolate for 12 weeks
2. I, or a member of my household, has Covid-19 symptoms and I am self-isolating for 7 to 14 days
3. I have suspected Covid-19 symptoms but am not self isolating
4. I have physical or mental health condition(s) or illness(es) that has lasted or is expected to last 12 months or more
5. I have had suspected Covid-19 but no longer have symptoms
6. None of these
7. Prefer not to say

Mix of responses on attitudes towards risk - please record responses

Q.7 Since the beginning of lockdown have you bought a take-away to eat in your home?

1. Often •
2. Sometimes •
3. Hardly ever •
4. Never •

Mix of responses in each location - Record

Q.8 Since the beginning of lockdown, have you disinfected/wiped groceries before putting them away in your home?

1. Often •
2. Sometimes •
3. Hardly ever •
4. Never •

Mix of responses in each location - Record

Q.9. Since the beginning of lockdown, have you gone into a supermarket to buy groceries or have you relied on home deliveries?

- Supermarket only •
- Home delivery only •
- Mix of supermarket and home delivery •



Mix of responses in each location - Record

Q.10a. Since the beginning of lockdown, what has been your favourite thing to eat, why? How does it make you feel?

Q.10b. When lockdown is over, what is the food you are most looking forward to eating? Where is it from & what's so great about it?

Q.11a This research involves committing to 1 x 90 mins group interview via Zoom (video or audio only) + a short pre-task. Would you be willing to commit to take part in this?

Q.11b The report output will be shared internally amongst various government departments, then published publicly online. All of your details will be anonymised and your personal details (e.g. name, address, and any other identifying information) will not be shared with anyone outside the immediate research team. Photos that do not share your identity (e.g., maybe of your home, or computer) you share might be used within the final public report. All data should be shared securely on Bright Harbour's drives and deleted once the findings are published.

	a)	b)
Yes	•	•
No	DO NOT RECRUIT	

All to be willing to complete all elements of the fieldwork fully, incentives will be paid upon completion of fieldwork, if selected to participate in both the groups and the depths respondents will be paid in full at the end of the fieldwork.

### 3. Topic Guide - Focus Groups

The below interview guide was for the initial focus groups, prior to follow-up depth interviews and then newly recruited depth interviews. Each focus group was conducted remotely, with two moderators and lasting c. 90 minutes in length. It has been reformatted for reporting.

For the second round of interviews consisted of 7 follow-up depths and 8 newly recruited depths. The follow-up interviews used the reconvened guide found in section 4. For the newly 8 recruited depths, the initial focus group guide was used and adapted to a 1-2-1 setting.

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#### Methodology:

- Pre-task: pre-task to be sent via email and completed online or by hand
- Phase 1: 4 x 90 min focus group discussion via Zoom
- Phase 2: 15 x 60 minute depth interviews via Zoom, WhatsApp or telephone

Dates: June/July 2020

#### Usage notes for this guide:

- This guide is intended to be used flexibly for sessions – serving as an aide memoire rather than detailed agenda or questioning guide. We'll cover some sections in more depth in some interviews than others, and will likely take a different order/approach in every interview, and that's ok - we'll cover everything across the sample in total.
- We plan to adapt and change our questioning as fieldwork develops.
- As always, we follow the energy, insights and views of participants in our conversations as much or more as what we plan to explore ahead of time. We'll use the guide to check that we have roughly covered all areas, but spend time according to what is most useful in the session and conversation in front of us in the moment.

Pre-task - please review for all participants before session:

Pre-task exercise	+ -10 min before
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Objective:

Warm up task for all participants, giving them space in advance to reflect (outside of the interview environment) on their behaviours and attitudes before Covid-19; during the last three months and how they anticipate their behaviour changing/developing as lockdown is eased. This will also equip researchers with a little background understanding of the interviewee and their circumstances ahead of time.

Before your sessions, please check out the (anonymised) pre-task data for your participants

1. Project intros - Set up and reiterate consent

+5 min

Objective: Clarify purpose of the session, set the participant at ease, let them know how this information will be shared. Build trust before starting the conversation.

- Introduce yourself and explain: We're an independent research collective, conducting research on behalf of the Food and Standards Agency (FSA). Our team is speaking to a range of people in the UK to understand their shopping behaviour and what has been important when feeding their families during the Covid-19 crisis.
- Explain: that this work is being done because the FSA believes that it is important that decision makers understand the experiences of everyday citizens. What you share will be developed into a report for the FSA and published publicly - without any identifying details like names or addresses.
- Explain: that we are also interested in learning more about how some of your views, attitudes and behaviours around food might have shifted since Covid-19/lockdown - and also what you're thinking/feeling about food issues as lockdown begins to ease
- Reassure them: that we are just seeking their experiences and views – there are no right or wrong answers!
- Explain their rights.

- There are strict regulations regarding data protection, and we take these very seriously. We hold your details securely, anonymise what you share with us, delete all identifying information once the report from this work is public.
  - The session will be recorded and used for our notes only, but we don't share full transcripts with FSA and are happy to take comments 'off record' at any time.
  - Only answer questions you are comfortable with, and only share what you are happy to share
- INTRODUCE team.
  - Introduce idea of chat and co-moderator questions
  - Check if they have any questions for us?
  - Confirm permission to record

2. Group introductions and warm up task - 2 to keep, 2 to drop	+-20 mins
Objective: Warm up the group and get a sense of group dynamics - get people used to the 'chat' function and check tech is all working - get a quick sense of how people are feeling.	

Introductions (5 min)

Now you know us - we'd love to start getting to know you! To start out, we're going to go around the group and introduce ourselves.

Can you say your name, who lives in your house, your favourite food and how it makes you feel.

Then you can pass the baton by nominating someone by name to go next.

Warm up task (15 min)

We know everyone's experience under Covid-19 and lockdown has been really different - but we are hearing from people that there's things they haven't liked that they'll be glad to drop, and some things they have liked that might even be worth keeping.

To get started, we're doing to do a quick task to hear your thoughts about anything you've been doing around food that's new and different since Covid-19 started. We're also going to try out using the 'chat' function, which not everyone might have done

before.

So we're going to ask you a couple of questions. Take a minute, have a think, and then go over to the 'chat' function and write a sentence or so to tell us what you think. An important part: don't press Enter! When we say go, everyone can press Enter all at once and we'll talk through.

Question 1: What's something new or different you've been doing, thinking or feeling around food you'd be happy to drop?

- Mods to read through responses and note some of the commonalities, ask people to talk through
- Prompt to understand worry/concern/friction points around topics of interest in the guide - e.g., concerns about food safety; missing going out; more time spent managing food; etc.
- Are these things that they think will drop once lockdown starts to ease? Why/why not?

Question 2: What's something new or different you've been doing, thinking or feeling around food you'd like to keep?

- Mods to read through responses and note some of the commonalities, ask people to talk through
- Prompt to understand big points of change, and what benefits people have found in these, keeping an ear out for points closest to our objectives - e.g., more engagement with food; less food waste; etc.
- Are these things that they think will drop once lockdown starts to ease? Why/why not?

Before moving on - make sure you know which areas have had more/less coverage in previous sessions, and use this session plus initial data from the warm-up exercise to decide how to prioritise your time and how to rotate these sections.

Throughout, work flexibly and use a mix of group 'open discussion' and solo-response + discussion tasks as above to break things up as you go - e.g.

- Sentence completion tasks
- 3 words to describe what's changed around ...
- On a scale of 1-10...

CHECK IN WITH CO-MODERATOR TO SEE IF ANY FOLLOW-UP QUESTIONS

3. Understanding changes in behaviour	+20 mins
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Objective: To learn about their home food practices, how they are sourcing and preparing food. How is this different to before COVID-19?

Moderator to flexibly explore - again, following changes most aligned to project objectives. Question throughout to understand:

- what's driven observed changes (e.g., media stories; concerns and fears; changing norms; paying attention to new issues; changes in mood/energy, etc).
- whether these feel like negative/positive changes; we're also interested in what changes might persist!
- Have you noticed changes in how your family/household is preparing and sharing meals under Covid-19/lockdown? Any changes in...
  - Who is responsible for the grocery and food shopping in your household?
  - Who is responsible for planning the meals?
  - Who does most of the cooking in your household?
  - How much time you spend preparing and eating food together at home?
  - Across the above
    - Reasons for this?
    - Anything that's changed about this over time?
    - Anything you've liked about these changes?
    - Anything you'd want to keep going forward?
- Has anything changed about what you're eating, or your diet? EG in terms of
  - Foods you are eating less/more of - or trying to eat less/more of?
  - Any changes for you in how much you are focused on 'eating healthily', whatever that means for you?
  - And any changes in terms of preparing food, such as cooking food from scratch or freezing meals for later?
  - Other changes?
- Has anything changed about where you buy your food? Any changes in terms of...
  - What types of shops you are buying food from now?
  - Buying in person supermarkets v online deliveries?
  - Buying from local producers? Which kind? Why and what have you noticed/felt about shopping this way?
  - How often you get take-aways? Is this more/less often than before?
  - Have you been more likely to buy from local producers, or has there been no change in where you buy your groceries/food from?
  - Note to moderator: Listen out here for any risk trade offs that people are making e.g. use by dates and probe as appropriate

- Across the above
  - Reasons for this?
  - Anything that's changed about this over time?
  - Anything you've liked about these changes?
  - Anything you'd want to keep going forward?
- With all of these changes, are there any new things you've been spending more time thinking about in relation to food? Have your attitudes to food changed at all?
  - Individual response and then group discussion
  - Focus follow-up questioning on some of the areas most aligned to the brief - e.g.,
    - thinking about food systems or their role in it;
    - changing values, concerns or priorities;
    - new or increased concerns about food origin;
    - new thinking about environmental impact; sustainability; food waste; etc.
  - Why do you think that's been something you're thinking more about?
  - Do you think that will continue to be a concern/an interest of yours as lockdown begins to ease?

CHECK IN WITH CO-MODERATOR TO SEE IF ANY FOLLOW-UP QUESTIONS

4. Understanding risk perceptions	+-20 mins
Objective: To learn about changing attitudes towards risk around food - what 'stories' are people telling themselves about safety, what concerns do they have, and what does this mean for information/support needs and future potential behaviour?	

Now we're going to do a bit of time travel - because we know things are changing all the time, and we're curious how that's played out for you all. We're particularly interested in this part of our chat in understanding any concerns you've had and how that's changed over time.

First, starting in a pre-Covid-19 world, write the first 5 words that you think of when I say the phrase "knowing whether food is safe":

Mods to conduct as individual task and note any themes to start warming up the issue;

do some follow-up questioning as appropriate to understand key concerns - may be around 'dodgy' food suppliers/take-aways and food poisoning risk, food health and nutrition, less likely around things like food fraud. We don't need a lot on this as we have lots of data on risk perceptions pre-Covid-19.

Ok, and now we will zoom into the world that we are in now. Write a sentence or two that describes what you are thinking and feeling about when I say the phrase "knowing whether food is safe". What's changed, if anything? What are you thinking about now?

Moderators to conduct as individual task and note any themes coming up, then probe flexibly as appropriate to explore:

- What's driving these concerns? (Media/moments/etc)
- What 'stories' are people telling themselves about food and safety?
- Where are they getting information from?
- What feels safe/unsafe? Why? How has this/is this changing as lockdown eases?
- What cues are they using about what would be safe/unsafe to do?
  - What would you expect to see/read/hear from food businesses to keep you safe? What's 'standard' and what would set a business apart? (Prompt as appropriate: Local Covid-19 infection rate is low; Good food hygiene ratings on display; Appropriate social distancing measures; Visible and regular cleaning; Good handwashing facilities, including provision of hand sanitiser; Government guidance suggests there is low risk of infection nationally; The option to eat outdoors; Good hygiene and safety measures)
  - What kinds of things would you see/read/hear from food businesses that would make you nervous?
- Whether participants are focused on health risk (e.g., catching Covid-19) or other safety risks? Listen out for associations around hygiene, handwashing, staff illness testing, PPE, other hygiene measures etc. How do these general concerns play out in terms of food choices/concerns?
- What would they want to know/read/be told by an individual business to help you make an informed decision?
- Any concerns about food fraud/food substitution? Listen out for - we can probe lightly if these issues don't come up but if not already on radar they may not have much to say.

Ok, and now we will zoom forward. Do you think any of this will change as lockdown eases further?

- Do you feel the same about all food businesses?
- Is there anything that feels more/less safe to you?
- How would you decide where feels safe/less safe?
- What would they want to know/read/be told to help them make an informed decision?



Depending on what's come out spontaneously above - specifically explore the below:

- How confident do you feel about food hygiene in restaurants? (when we say food hygiene we mean all the conditions and measures in place to make sure that food is safe for you to eat)
  - How do you now feel about food safety in restaurants, now that lockdown is easing? What, if any, are your main concerns? (hygiene? Food poisoning? Or just Covid-19?) Note to moderator: Listen out here for fears of transmission of covid through food and probe as appropriate
  - Do you think that your concerns will affect whether you choose to eat in restaurants as lockdown eases?
  - What are the things that you want to read or hear to help you make an informed decision?
  - Food Hygiene Rating System ('scores on the doors') - Role? Awareness? Reassurances? Relevance?
- For anything you've said you'd want more information about above to make better decisions about food safety - where would you want to get that information from and why? Which information would you trust?
  - Government websites, local groups, direct to supermarkets/grocery stores?
  - Any online support e.g food sharing platforms?
  - Friends/family? Word of mouth?
  - Social media information?
  - Which have been helpful? Unhelpful?
  - What would be the most important piece of information you'd need to feel confident when making your decisions?

5. Understanding food system attitudes and perceptions	+20 mins
Objective: To learn about any shifts in salience of/attitudes around the wider food system	

Thinking back to life before Covid-19, if I had asked you for your thoughts on the 'food system', what do you think you would have told me? When we say food supply system we mean the process that takes food from production and processing, to distribution into shops and then into your home!

Individual response task into chat and very brief discussion.

Ok, and thinking about when lockdown first started, write into the chat your answer to 2 questions:

- Is the food system something you were thinking about more/less/the same

amount at this time compared to usual?

- Did you start to read or think anything different or new about 'the food system'?

Individual response task and very brief discussion - focusing on 'more' responses and any new behaviours/attitudes/concerns.

- Overall, what are the main things that you have learnt about/started thinking about the way that food is supplied and distributed in the UK that you could share?
- What led you to think more about this? (e.g., media; shortages; conversations with others; etc)
- Benefits/downsides of how our UK food system is set up?
- Benefits/downsides of how the global food system works?
- Depending on what's discussed above, moderator to probe around:
  - Concerns about food shortages?
  - Concerns about supply chains of food into supermarkets and local suppliers?
  - Concerns about food substitutions due to food shortages? PROBE: Experience? Which specific foods are/were you most concerned about?
  - Concerns about food suppliers going out of business due to economic pressures?
  - Views on global/local food systems?
  - Views/changing perceptions around food system sustainability or environmental impact?

Ok, and thinking about now:

Individual response task and very brief discussion - focusing on 'more' responses and any new behaviours/attitudes/concerns.

- What led you to think more about this? (e.g., media; shortages; conversations with others; etc)
- Benefits/downsides of how our UK food system is set up?
- Benefits/downsides of how the global food system works?
- Depending on what's discussed above, moderator to probe around:
  - Concerns about food shortages?
  - Concerns about supply chains of food into supermarkets and local suppliers?
  - Concerns about food substitutions due to food shortages? PROBE: Experience? Which specific foods are/were you most concerned about?
  - Concerns about food suppliers going out of business due to economic pressures?
  - Views on global/local food systems?
  - Views/changing perceptions around food system sustainability or environmental impact?

- If there was one thing that you would like to be different about the food system (regards food safety), what would it be?

CHECK IN WITH CO-MODERATOR TO SEE IF ANY FOLLOW-UP QUESTIONS

6. Wrap up	+-5 mins
Objective: Final check on confidentiality and reporting and making sure they know what will happen next, including where information will be used and what we need from them for the homework activity.	

- Tell them about what's happening next:

This work will be written in a report that will be shared with the FSA to help it make decisions about how best to support the public. By sharing your experience you'll help contribute to these learnings.

It will also be published openly on the FSA's website so that decision-makers and other people interested in supporting the public can read it too.

- If there was one thing you wanted to say to them what would it be...?
- Check if there's anything they want to anonymise/take off record - e.g. not attributed in our discussions with FSA, and/or not attributed in reporting.
- Make sure they understand next steps and that we may in touch about follow-up interviewing
- Thank and close

## 4. Topic Guide - Depth interviews

The below interview guide was for the second round of interviews from the initial focus groups.

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### Methodology:

- Pre-task: pre-task to be sent via email and completed online or by hand
- Phase 1: 4 x 90 min focus group discussion via Zoom
- Phase 2: 15 x 60 minute depth interviews via Zoom, WhatsApp or telephone

### Usage notes for this guide

- This guide is intended to be used flexibly for sessions – serving as an aide memoire rather than detailed agenda or questioning guide.
- We'll cover some sections in more depth in some sessions than others, and will likely take a different order/approach in every session, and that's ok - we'll cover everything across the sample in total. Please feed back to the team when your session is done which areas you've covered in more/less depth.
- As always, we follow the energy, insights and views of participants in our conversations as much or more as what we plan to explore ahead of time. We'll use the guide to check that we have roughly covered all areas, but spend time according to what is most useful in the session and conversation in front of us in the moment. Trust your gut - we have a senior and experienced team and we should follow our instincts as fieldwork develops.
- Check the sample table for participant-specific things to follow up on - these take priority over the more generalised questions and discussion points below.

1. Project intros - Set up and reiterate consent	<5 min
Objective: Clarify purpose of the session, set the participant at ease, let them know how this information will be shared. Build trust before starting the conversation.	

- Thank them for their time!

- Explain: After speaking to a range of people in groups like the one you participated in last week, we're now keen to hear a bit further about some individual experiences. We'll pick up where we left off and are keen to hear more about your views and life.
- Reassure them: as before, we are just seeking their experiences and views – there are no right or wrong answers!
- (Re)explain their rights.
  - There are strict regulations regarding data protection, and we take these very seriously. We hold your details securely, anonymise what you share with us, delete all identifying information once the report from this work is public.
  - The session will be recorded and used for our notes only, but we don't share full transcripts with FSA and are happy to take comments 'off record' at any time.
  - Only answer questions you are comfortable with, and only share what you are happy to share
- Check if they have any questions for us?
- Confirm permission to record

2. Introductions and warm up task - 2 to keep, 2 to drop	10 mins
Objective: Warm up the session, and understand how more generalised risk attitudes relate to some of what the person expressed in the interview itself. Is their approach to food risk under Covid-19 in keeping with this? If not - why not?	

As you saw in the group you were part of, people respond to risk very differently - both generally, and around food specifically. We're curious about how you think you usually manage or think about risk:

Question 1: On a scale of 1-10, how risk averse do you think you usually are in general? So if 1 is someone who really enjoys taking a bit of risk, and thinks people worry too much about risk - and 10 is someone who goes out of their way to manage risk the best they can, and spends a fair amount of time on this?

Question 2: On a scale of 1-10, how risk averse do you think you usually are around food? So if 1 is happy to eat food off the floor, really don't think people should worry too much about food - and 10 is really conscious about food risk, go out of your way wherever you can to prevent it, it's something that really does concern you, etc?

Probe to understand any differences. If food risk approach is different, why? If either of these more generalised risk measures feels different to how they are approaching food risk around Covid-19 - why is this?

3. Understanding changes in attitudes behaviour - and the role of social dynamics and social norms	20 mins
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Objective: To learn about their home food practices, how they are sourcing and preparing food. How is this different to before COVID-19?
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Moderator to flexibly explore - again, following changes most aligned to project objectives. Question throughout to understand:

- what's driven observed changes (e.g., media stories; concerns and fears; changing norms; paying attention to new issues; changes in mood/energy, etc).
- whether these feel like negative/positive changes; we're also interested in what changes might persist!
- Has any of this come up in conversations with friends and family?
  - How did those go?
  - Points of agreement/disagreement?
  - Points of confusion?
- Has this come up in other conversations - e.g. social media?
  - What have you seen? What have you thought about it?
  - Points of agreement/disagreement?
  - Has anything really changed your mind?
  - Anything you've seen that you didn't believe/trust?

4. Understanding risk perceptions
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15 mins
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Objective: To learn about changing attitudes towards risk around food - what 'stories' are people telling themselves about safety, what concerns do they have, and what does this mean for information/support needs and future potential behaviour?

So, again, as you may have noticed, people also have really different views about how they might behave or think as food businesses start opening up.

I'd love for you to tell me a little bit about how you personally, right now, are deciding what's safe or not safe to do in terms of eating out, buying food, using take-aways, etc.

- (For England) Do you think you'll use those rules from July 5th onwards when pubs/restaurants open?
- Does it depend on the situation? Would some risks be more 'worth it' than others? Listen for the tradeoffs that are happening, particularly around restaurants/bars/takeaways.
- Is there anything new that you've been doing or thinking when you're buying or making food that you feel like other people aren't? What is that and what's happening? What's driven that?
- Is there anything you feel differently about in relation to food under Covid-19 than your friends/family? What is that? Is this something you've talked about? How did that go?
- Is there anything that you see other people do around food under Covid-19 that you don't really relate with or understand? What is that? What do you think drives that? What do you think about it? What 'type' of person does this behaviour?

Mods - pay attention to language here and probe deeply: little shifts in language can signal wider 'stories' about safety if we give them space. What's made them choose some interpretations of risk over other? What's trusted?

How does FHRS figure into this? (ESPECIALLY IN WALES AND NORTHERN IRELAND)

- Have you used the Food Hygiene Rating System ('scores on the doors') before to decide if something is safe?
- Would that help you or not help you now decide some of the safety questions you've talked about?
- Role? Awareness? Reassurances? Relevance?

What kinds of business would you trust/not trust to do well in terms of safety under

## Covid-19?

- Ask them to imagine some examples that feel very 'safe' - what kind of food business? Why them? How would they be making it safe?
- Ask them to imagine some examples that feel less 'safe' - what kind of food business? Why them? How would they be making it safe?

5. Understanding food system attitudes and perceptions - PLEASE LEAVE TIME FOR THIS! +20 mins
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Objective: To learn about any shifts in salience of/attitudes around the wider food system
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Is there anything that you've been thinking about - before our group session, or after, about wider food systems?

By food system we mean the process by which food is manufactured or grown, all the way through it coming to your table.

- Benefits/downsides of how our UK food system is set up?
- Benefits/downsides of how the global food system works?

Mods - listen out for concerns about food prices which have come up in a couple of groups: if this is noticed what do people think this is caused by? (profiteering? Supply chain disruption locally? Not encouraging deals like BOGOFs?)

Now I'm going to read a few things out. Can you tell me on a scale of 1-10, 1 being not at all and 10 being 'in a lot of depth', how much you've been thinking about this since lockdown?

- Thinking about the potential impact of Brexit?
- Concerns about food shortages?
- Concerns about supply chains of food into supermarkets and local suppliers?
- Concerns about food substitutions due to food shortages? PROBE: Experience? Which specific foods are/were you most concerned about?
- Concerns about food suppliers going out of business due to economic pressures?
- Views on global/local food systems?
- Views/changing perceptions around food system sustainability or environmental impact?

For the above:

- What led you to think more about this? (e.g., media; shortages; conversations



with others; etc)

- Benefits/downsides of how our UK food system is set up?
- Benefits/downsides of how the global food system works?

If there was one thing that you would like to be different about the food system what would it be?

6. Wrap up	<5 mins
Objective: Final check on confidentiality and reporting and making sure they know what will happen next, including where information will be used and what we need from them for the homework activity.	

- Tell them about what's happening next:

This work will be written in a report that will be shared with the FSA to help it make decisions about how best to support the public. By sharing your experience you'll help contribute to these learnings.

It will also be published openly on the FSA's website so that decision-makers and other people interested in supporting the public can read it too.

- If there was one thing you wanted to say to them what would it be...?
- Check if there's anything they want to anonymise/take off record - e.g. not attributed in our discussions with FSA, and/or not attributed in reporting.
- Make sure they understand next steps and that we may in touch about follow-up interviewing
- Thank and close

SAVE RECORDINGS

FEED BACK A FEW KEY FINDINGS, POTENTIAL PARTICIPANTS FOR FOLLOW-UP, NOTES ON WHICH SECTIONS COVERED MORE/LESS, IDEAS FOR GUIDES CHANGES

## 5. Tasks

Hello!

Thank you for agreeing to share your experience with us.

Before our chat, we'd love if you could share a little about your life before lockdown, and then a little about what it's been like since, so we get to know a bit about you before we talk to you.

Your mission - fill out the three short tasks in the pages to follow:

It should take about 15-20 minutes total, please email your homework the day before your session.

You can do it how you like!

- You can write or draw onto the template we've attached - you can fill it out on a computer, or print and fill out on paper. Don't worry, stick people or any simple drawings are fine.
- You can also tell us by making an audio recording from your phone and attaching to an email.
- If you have anything else you want to share with us (e.g photos, social media posts) please just copy and paste them in.

If you have any questions let us know.

Thanks from the Bright Harbour team!

### 1. COVID-19 & LOCKDOWN - COMPLETE THE SENTENCE

My initials:

Please complete both parts of the following sentence:

Overall, when I think about Covid-19 and Lockdown, I feel...

Because....

## 2. WHAT ARE YOU THINKING, FEELING OR DOING DIFFERENTLY AROUND FOOD DURING SINCE COVID-19?

We've heard a lot of people in the UK have been thinking, feeling or doing things differently around food. Can you help us understand if that's been true for you? Tell us what has been new or different for you - at home, when shopping/eating out, and more widely.

	Thinking about food differently?	Feeling differently about food?	Doing new/different things around food?
When I'm at home, are you:			

When I'm shopping/ buying groceries/ eating out, I am...			
More broadly, in relation to food, I am...			

### 3. THINKING ABOUT FOOD SAFETY

One of the things we are curious about is how people decide whether they are comfortable eating food, and whether it is safe to do so. In each of the three situations below (eating out/getting a take-away, shopping for groceries) is safety something you are thinking about? If not, that's ok - just tell us! If it is - what are you thinking about, and how do you decide if something is 'safe'?

	Before lockdown (before March 2020): Did you think about whether food was safe to eat? How did you decide/how could you tell?	As lockdown starts easing (after June 2020) Are you thinking about whether food is/will be safe to eat? How did you decide/how could you tell?
Eating out in restaurants		

Getting a take-away		
Shopping for groceries		