B = Boy, G = Girl

Barriers

Mood enhancement n = 5 ‘When you feel sad some people like, eat like, unhealthy stuff to make them feel better’ G4.

Treats n = 15 ‘Well basically treat day is Saturday but I do get the odd chocolate bar through the week’ G36.

Food as reward/mood enhancement

Parental influence n = 13 ‘It’s usually some crisps or some erm chocolate bars or something, but yeah we have no fruit in the bowl, we have a bowl but Mum doesn’t get any fruit’ B8.

Children under peer pressure n = 1 ‘Like if it’s a weekend then I will go to my friends and have a sleepover and eat there and like we’ll have a spicy curry and all that’ B10.

Boredom n = 1 ‘Sometimes like when I’ve got nothing to do and when I’m like bored I eat to pass the time’ G17.

Social Reinforcement (others)

Sensory responses

Prefer taste n = 45 ‘Well chocolate has a nice taste and um some of it may look nicer as well’ B8.

Smell n = 10 ‘The smell of good food….a chippy’ G4.

TV/advertising of unhealthy food n = 23 ‘When people are talking about chocolate or it’s advertised on TV’ G36.

Convenience of less healthy alternatives n = 7 ‘I just eat anything that is in the fridge’ G7.