



## **Going Vegan Or Vegetarian: Barriers and Strategies On The Path To Success**

**(Report #3 from Faunalytics' Longitudinal Study)**

September 2022

Authors: Jo Anderson (Faunalytics) &  
Marina Milyavskaya (Carleton University)



## Contents

Background	5
Participants	6
Key Findings	6
Recommendations	8
Applying These Findings	9
Other Reports From This Study	9
Research Team	9
Method Overview	10
Representativeness, Weighting, And Attrition	10
Analysis Method	10
Terminology	11
Results	12
Measures Of Success	12
Barriers And Supports For Successful Diet Change	12
Perceived Healthiness On Diet	12
Strength Of Identification With Goal Diet	14
Societal Perceptions Of Diet	17
Autonomy Support	18
Cultural Influence On Ease Of Following Diet	19
Cost	21
Extent Of Habit Formation	22
Dietary Perfectionism	24
Ability To Find Or Prepare Food	26
Shame/Pride In Diet	28
Personal Control Over Food	29
Size Of Veg*n Network	30



Progress On Health Goals	31
Feelings Of Motivation	33
Cravings For Animal Products	34
Barriers/Supports & Success	36
Barriers To Diet Maintenance	36
Barriers To Consumption Success	37
Barriers To Felt Success	38
Relative Importance Of Supports/Barriers	38
Useful Strategies To Support Diet Change	40
Strategies To Lower Cost	42
Strategies To Increase Motivation	43
Strategies To Improve Health Effects	44
Strategies To Increase Social Support	45
Strategies To Increase Ability To Follow Diet	46
Strategies To Deal With Cravings	47
Using Multiple Strategies Is A Good Strategy!	48
Strategy Use Over Time	48
No Evidence For Influence Of Initial Motivation	55
Conclusions	56
Barriers	56
Strategies	56
Cost Strategies	57
Motivation Strategies	57
Health Strategies	57
Social Strategies	58
Ability Strategies	58
Cravings Strategies	59
Caveats & Limitations	60



Correlational Data	60
Self-Selected Strategies	60
Not All “Barriers” Should Be Addressed: Don’t Recommend Perfectionism	61
Limited Barriers In This Sample	61
Supplementary Materials	63
Barriers And Supports For Successful Diet Change: Details Of Over-Time Analyses	63
Barriers/Supports And Success: Detailed Results	63
Useful Strategies To Support Diet Change: Detailed Results	67
Strategies & Strategy Types	67
Analysis Overview	69
Defining Barrier Variables	69
Defining Strategy Variables	69
Translating The Results Below Into Table 10	70
Hypothesis Testing	70
Exploratory Barrier-Strategy Analyses	77
Deviations From Analysis Plan	91
Regression Results for Individual Strategies And Success	91
No Evidence For Influence Of Initial Motivation: Additional Details	95



## Background

This is the third and final report in our series describing the results of Faunalytics' longitudinal study of new vegans and vegetarians (veg\*ns). It focuses on the critical issue of barriers and supports facing people who start a new veg\*n diet, as well as the effectiveness of various strategies. The barriers and strategies included in this study are described briefly in the tables below. For more detail, see the Method & Results section.

**Table 1. Barriers & Strategies Considered**

Barriers	Strategy Types
Feeling unhealthy on the veg*n diet	Increase social support
Low identification with veg*nism	Increase ability to follow diet
Believing society perceives veg*nism negatively	Lower cost
Low autonomy support	Improve health effects of diet
Cultural influence making it more difficult to go veg*n	Increase motivation
Cost	Deal with cravings
Weak habit formation around choosing veg*n food	
Difficulty finding or preparing veg*n food	
Feeling ashamed of one's veg*n diet	
Low personal control over food	
Small veg*n network	
Feeling that veg*nism hasn't positively impacted one's health goals	
Low motivation	
Frequent cravings for animal products	



## Participants

This study includes 222 members of the general public in the U.S. and Canada, all of whom had started transitioning to a vegan or vegetarian diet within the past two months.

The Level of Commitment section of the [first report](#) shows that more than 90% of the sample said they would probably or definitely continue their new diet change permanently. This sample should therefore be considered most representative of people who have already moved beyond a simple interest or desire to change into the stage where they are ready to actively work toward a veg\*n goal. Stages of change are considered in more detail in the [second report](#).

## Key Findings

- 1. The worst barriers to diet change were feeling unhealthy, not seeing veg\*nism as part of one's identity, and believing society perceives veg\*nism negatively.** People with these particular barriers were more likely than others to abandon their attempt to go veg\*n. Specifically, people who felt unhealthy on their veg\*n diet were more than three times as likely to abandon it within the first six months (30% vs. 8%). People who did not see veg\*nism as part of their personal identity were about twice as likely as others to abandon it (16% vs. 8%). And people who thought society perceives veg\*nism negatively were about 1.5 times as likely as others to abandon their diet (13% vs. 8%). In addition to these top three, there were many additional barriers that made it more difficult for people to cut out animal products. These are listed in order of importance in Table 9 in the Method & Results section.
- 2. Cost-reduction strategies were the most useful type of strategy across all barriers:** for instance, researching low-cost products that fit one's diet (e.g., tofu). Cost-reduction strategies were the only strategy type that appeared to consistently protect against diet abandonment. These strategies appeared to help people with cost concerns and other barriers cut out animal products and continue their transition to veg\*nism.
- 3. Strategies to increase or maintain one's motivation to continue the veg\*n diet were also very helpful:** for instance, learning about farmed animals or about social justice, health, or religious reasons for veg\*nism. Even in this sample of participants who tended to be highly motivated from the beginning, using these motivational strategies was associated with cutting out more animal products and in some cases, protecting against diet abandonment. Notably, they were identified as helpful for combating barriers of low motivation and negative beliefs about society's perceptions of veg\*nism.

4. **Health-promoting strategies were useful, but feeling unhealthy remained a challenging barrier.** Using health-promoting strategies, such as talking to a medical professional about how to be healthy on a veg\*n diet or researching it oneself, appeared to help people with a range of barriers cut out animal products and get closer to their veg\*n goals. However, these strategies did not appear to protect against diet abandonment, which we identified above as a risk for people who were feeling unhealthy on their veg\*n diet. This suggests that feeling unhealthy remains a difficult challenge to overcome, though using health strategies in combination with other strategies that reduce the risk of diet abandonment (cost and motivation strategies) may be protective.
5. **Social strategies were helpful for people with one or more social barriers:** For people who were experiencing low autonomy support (support from friends and family), negative influence from one's culture, or a small network of other veg\*ns, social strategies helped them cut out animal products and get closer to their consumption goals. In general, social strategies are about creating a supportive network for yourself by meeting new people and requesting support from important people: for instance, joining an online veg\*n community or asking friends and family to be supportive.
6. **Strategies targeting ability barriers were somewhat effective, but not for people who needed the help most.** These strategies included attempts to improve access to veg\*n food or ability to prepare it, such as researching products, switching grocery stores, or increasing one's own cooking. Crucially, while these strategies were helpful to people with some unrelated barriers, they had no apparent effect on people who were actually having difficulty finding or preparing veg\*n food or having low personal control over food. This finding highlights the fact that individual-level solutions to structural problems of access and ability are not simple and may not even exist.
7. **Though barriers can be a challenge, many people are able to lessen or overcome them with time.** For instance, at the beginning of the study, just 36% of participants identified strongly as veg\*ns, and 46% believed society sees their diet positively. Six months later, 66% identified strongly as veg\*ns and 67% believed society sees their diet positively. Similar results occurred across many of the other barriers as well.



## Recommendations

1. **Encourage all new veg\*ns to set themselves up for success by thinking about strategies they can use when they face challenges.** New veg\*ns are more successful when they use multiple strategies regardless of what those strategies are, so don't be shy about trying things! Previous research on goal pursuit has also shown that personal strategies people come up with themselves can be more effective than "expert" strategies, so we recommend encouraging people to try strategies that they think might work for them regardless of whether or not they appear on our list ([Peetz & Davydenko, 2021](#)).
2. **Use Table 10 to suggest strategy types according to which barriers they help with.** Some barriers are harder to combat than others, but knowing which types of strategies are associated with success for people with those barriers is the first step in overcoming them.
3. **Acknowledge, validate, and continue to research challenging barriers that don't respond easily to personal strategies.** Feeling unhealthy was associated with greater likelihood of abandoning one's diet, and although the health strategies we measured helped people get closer to their diet goals, they didn't help with diet abandonment. Health issues can't be dismissed or ignored, so we encourage additional research into what's needed to help people who feel healthy on a veg\*n diet. As always, we encourage advocates to meet people where they are on their veg\*n journey and support any positive changes they are able to make, without judgment.
4. **Advocate for equal access to affordable and healthy veg\*n food.** If a person or group lacks access to healthy and affordable food in general, the additional demands of a veg\*n diet may be a challenging hurdle. Groups like the Food Empowerment Project have [written extensively](#) about the systematic lack of access to healthy and affordable food in many areas of the United States. We encourage vegan advocates to examine whether their region is affected by this structural issue and to lobby politicians and/or corporations for food justice: for instance, by creating stores providing affordable and healthy food in all neighborhoods, or by lobbying for plant-based options in food kitchens/pantries, other hunger relief programs, and publicly funded institutions. There are also helpful guides available about [how to improve access to healthy food in underserved communities](#).



## Applying These Findings

We understand that reports like this have a lot of information to consider and that acting on research can be challenging. Faunalytics is happy to offer pro bono support to advocates and nonprofit organizations who would like guidance applying these findings to their own work. Please visit our [Office Hours](#) or [contact us](#) for support.

## Other Reports From This Study

The purpose of this study is to provide solid data for advocates about how to help new veg\*ns maintain their change of lifestyle. This is the third report in a three-part series. Previously:

- The [first report](#) focused on overall levels of success and described the variety of ways that people transition to veg\*nism.
- The [second report](#) looked at how people's motivations and influences for starting the diet related to their success over the first six months.

This project has produced a huge amount of data, all of which will be posted on the Open Science Framework once we have completed our own analyses and publications. In the meantime, if you have additional research questions that you would like us to consider, please contact [info@faunalytics.org](mailto:info@faunalytics.org).

## Research Team

The project authors are Jo Anderson (Faunalytics) and Marina Milyavskaya (Carleton University). However, this project was a massive undertaking and could not have happened without the support of multiple individuals and organizations.

We are very grateful to Faunalytics volunteers Renata Hlavová, Erin Galloway, Susan Macary, and Lindsay Frederick for their support and assistance with this work, as well as former Carleton student Marta Kolbuszewska and the dozens of animal advocates who helped with recruitment. We are also very thankful to Animal Charity Evaluators, the Social Science and Humanities Research Council (SSHRC), and VegFund for funding this research. Finally, we thank all of our survey respondents for their time and effort.



## Method Overview

This project focused on the experiences of new vegans and vegetarians (for simplicity referred to collectively as veg\*ns in this report) in the U.S. and Canada. Participants were asked to complete a survey when they signed up to participate, as well as six follow-up surveys that were sent monthly over the next six months.

Participants' demographics were quite representative of the general population, but we also weighted the descriptive results to be even closer to the U.S. population. For more details about the study method, see the [first report](#).

### ***Representativeness, Weighting, And Attrition***

The sample for this study was 222 participants, which a [pre-registered power analysis](#) showed is more than sufficient to detect significant effects in the regression analyses that we used to investigate our main research questions. While the sample is smaller than you may be used to seeing in many Faunalytics studies, larger samples are generally for studies where one of the main goals is to estimate population statistics. A sample of about 1,000 people provides a 3.1% margin of error, while this current study has a margin of error of 6.6%. While this wouldn't be great if estimating population statistics were our main goal, a smaller sample is necessary for our key research questions, as noted above. You can read more about margin of error in the [Research Advice section](#) of our website.

To ensure that this sample is as representative of new veg\*ns as possible, we followed a [pre-registered plan](#) of comparing them against the larger sample ( $n = 11,399$ ) of veg\*ns from [Faunalytics' 2014 study](#). We were pleased to find that the current sample matched most of those demographics well already, but to maximize the representativeness, we weighted the descriptive results to match.

Overall, 65% of participants completed the entire study. We examined the characteristics of people who left the study and found no evidence of significant differences between the people who did and did not complete it (differential attrition). This examination is described in detail in the [first report](#).

### ***Analysis Method***

The predictive analyses in this report were [preregistered](#) on the Open Science Framework. However, while we had indicated that we would use participants' barriers at the beginning of the study (baseline; BL) to predict their success at the final follow-up (Follow-Up 6; FU6), this



approach excluded too many participants for some of the statistical models to run, due to people who had just started their diets at baseline being unable to report on their barriers.

To avoid excluding participants who didn't answer the barrier questions at baseline, we used their responses from the first follow-up survey instead when available.

## ***Terminology***

Throughout this report, if you encounter research terms you don't know, consider checking the [Faunalytics Glossary](#) for definitions and examples.



# Results

This study's pre-registration, survey instruments, analysis code, and data are available on the [Open Science Framework](#).

## Measures Of Success

The measures of dietary success that we used in this study are described in far more detail in the [first report](#), but in short, we looked at how successful people were with their new diets in three ways:

1. **Diet Maintenance Vs. Abandonment:** Whether participants maintained or abandoned their new veg\*n diet during the six months of the study.
2. **Consumption Success:** How close people's actual diet was to their goal diet each month, in servings of animal products. (For instance, someone working toward a vegan goal intends to eat 0 servings of animal products per month, so if they are still eating 3 servings, their consumption success is worse than someone who has cut down to 1 serving per month.)
3. **Felt Success:** How successful people felt with their dietary goal each month, on a scale of 0 to 100.

## Barriers And Supports For Successful Diet Change

This section describes key barriers and supports to participants' dietary goals—things that help them achieve their goals or get in the way. Note that we consider most barriers and supports to be opposite ends of a spectrum rather than entirely separate ideas. For instance, identifying strongly as a vegan or vegetarian may be helpful to success while *not* identifying much with veg\*nism may be a barrier.

This section also shows how participants' barriers/supports changed over the course of the study, using latent growth modelling to examine whether there was a significant upward or downward trend (see Supplementary Materials for details). Bear in mind that the overall frequency of experiencing barriers was quite low in this sample of participants. It would be reasonable to expect more barriers/fewer supports in the general population.

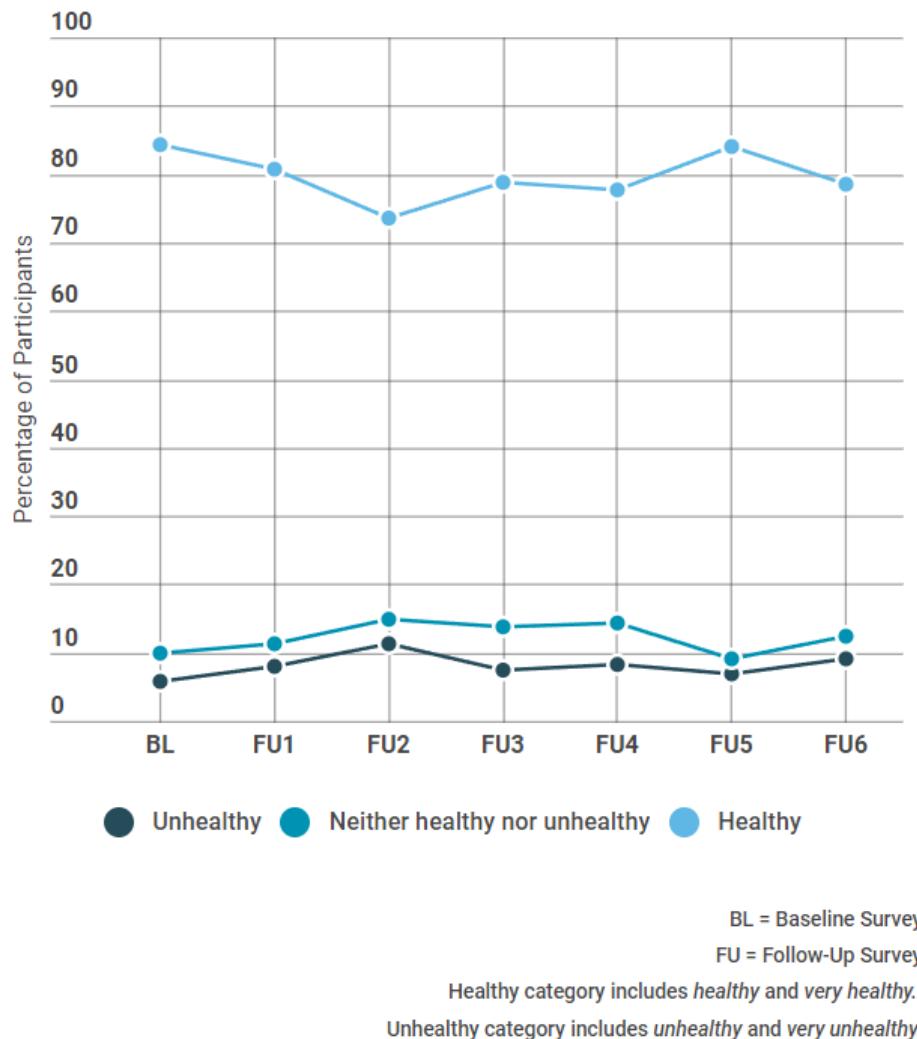
### ***Perceived Healthiness On Diet***

Many lapsed veg\*ns cite health concerns as reasons for abandoning their diets: everything from concerns about nutrient deficiencies to feeling fatigued to not noticing the benefits they had

expected (Faunalytics. 2014). Anticipating that this could be a barrier, we asked participants “How have you felt overall?” to get at their perceptions of how healthy they were—though we aren’t able to say whether those perceptions map onto actual health issues. Response options ranged from 1, *very unhealthy*, to 5, *very healthy*, and responses of 1 or 2 were considered a barrier.

The figure below shows how perceptions of healthiness changed over time. Participants’ average feelings of healthiness did not significantly increase or decrease over the course of the first six months (common slope  $p > .19$ ).

**Figure 1. Perceived Healthiness Over Time**





### ***Strength Of Identification With Goal Diet***

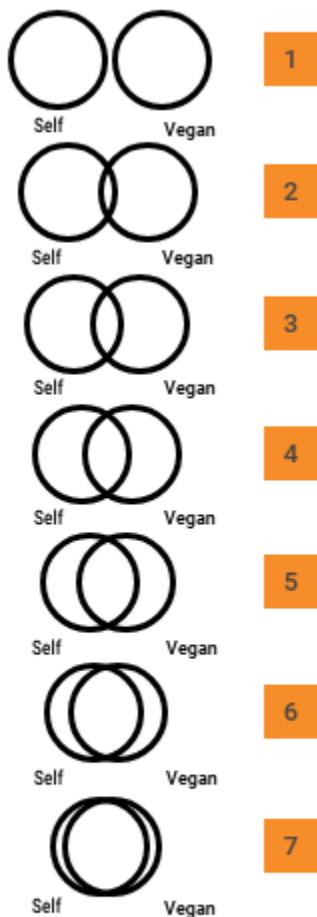
Do you think of your diet as a behavior (not eating meat or animal products) or as an identity (being vegetarian or vegan)? Chances are that many readers of this report are strongly identified with a diet or even a lifestyle of veganism, but when you first transitioned away from eating meat, that new identification may not have happened immediately.

This is important for several reasons. First, when a behavior is part of your identity, it is more likely to continue. For instance, research has shown that people who see themselves as health-conscious or “green” consumers are more likely to eat less animal fat and purchase organic products, respectively ([Carfora et al. 2019](#); [Sparks & Guthrie, 2006](#))—and importantly, this identity predicts behavior even taking into account key predictors like attitudes and social norms.

Similarly, [Faunalytics' 2014 study](#) found that seeing veg\*nism as part of one's identity was much less common in people who gave up their veg\*n diet than in people who maintained it: 58% of former veg\*ns said their diet wasn't part of their identity even while they were eating that way, versus just 11% of current veg\*ns.

In this study, we used a visual measure of how much people see veg\*nism as part of themselves, shown in the figure below. Similar tools have been reliably used to measure how a range of goals, thoughts, objects, and even people become part of a person's self-concept ([Hatvany, Burkley, & Curtis, 2017](#)). The first two responses were considered to indicate a barrier.

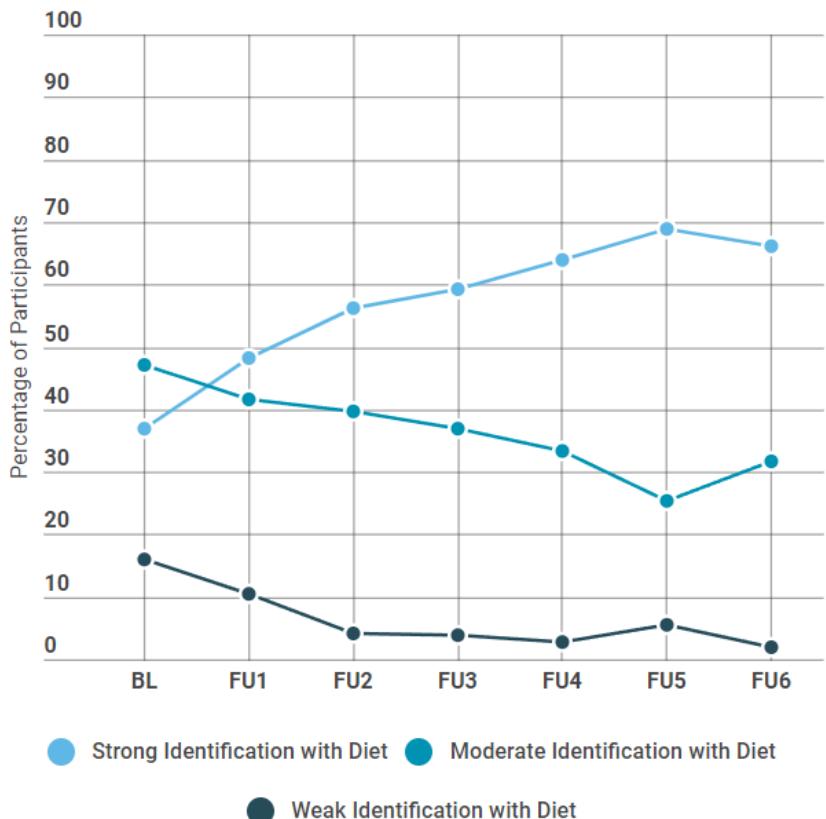
**Figure 2. Measure of Identification with Veg\*nism**



*Notes.* Numbers indicate the value assigned to each response. Participants did not see them. People who were pursuing a vegetarian goal saw the label "Vegetarian" instead of "Vegan."

The figure below shows changes in strength of identification with the goal diet over time. Statistical modelling indicated a significant increase in participants' average identification with veg\*nism over time (common slope  $p < .001$ ). In the figure, this is most noticeable in that the proportion of people who were strongly identified with veg\*nism increased from 36% at the beginning of the study to 66% six months later.

**Figure 3. Identification With Diet Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

The Strong category includes the two closest-together sets of circles.

The Weak category includes the two farthest-apart sets of circles.

The Moderate category includes the three sets of circles in between Strong and Weak.

## Societal Perceptions Of Diet

Apart from how your friends and family think about your choices, many people may be influenced by how they think society at large perceives it. In this study, we measured how people think their diet is seen by society using a single-item measure: "How do you feel your goal diet is seen by society?" Response options ranged from 1, *it is seen as very negative*, to 5, *it is seen as very positive*, and responses of 1 or 2 were considered a barrier.

The figure below shows how beliefs about society's perceptions change over time. Statistical modelling indicated a significant positive shift in how participants believed society sees veg\*nism over time (common slope  $p < .001$ ). You can see this clearly in the proportion of people who believed society sees their diet positively, which increased from 46% at the beginning of the study to 67% six months later.

**Figure 4. How Veg\*ns Think Their Diet Is Seen By Society Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Positive category includes *positive* and *very positive* perceptions.

Negative category includes *negative* and *very negative*.



## Autonomy Support

Social support is very important to making and sustaining a positive change. “Autonomy support” is the specific name given to the important feeling that one’s choices are supported by friends and family—in this case, that they support your decision to go veg\*n ([Williams et al., 2006](#)). We measured this feeling using a version of a standardized, six-item scale that we adapted to the context of veg\*n diet change (e.g., “I am able to be open with my family and friends about my dietary goals”). Response options for each statement ranged from 1, *strongly disagree*, to 5, *strongly agree*. These were then averaged together, with higher scores indicating more autonomy support. For the purpose of barrier analysis, we considered responses that were one standard deviation below average to be representative of a barrier (scores at or below 3.1).

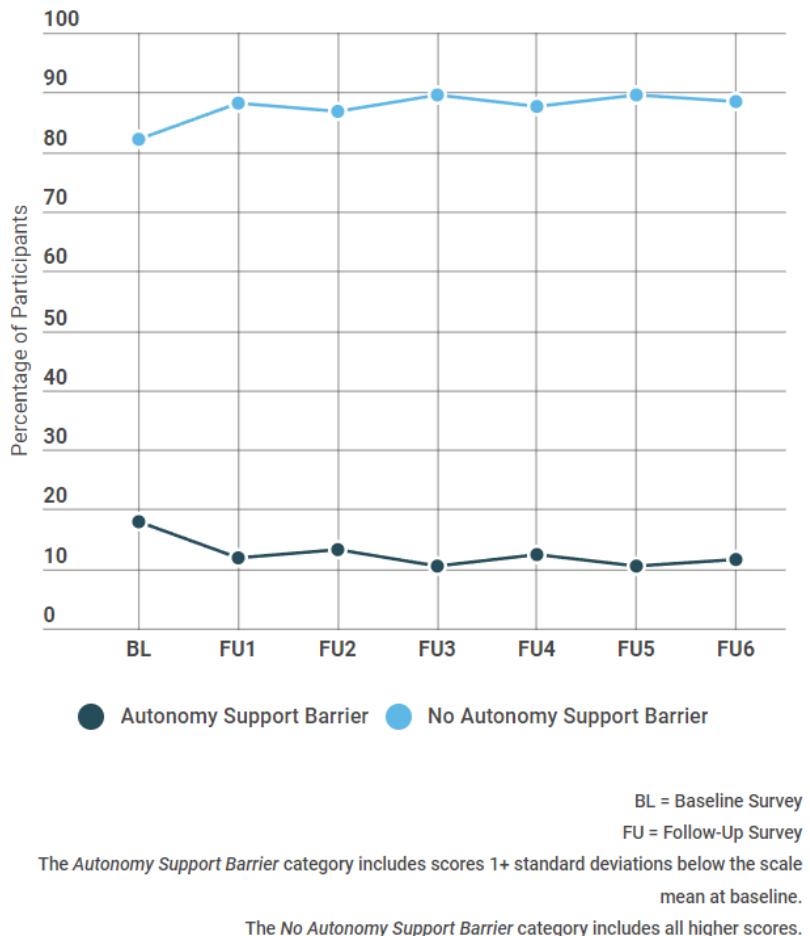
The table below shows respondents’ level of autonomy support when they first started their new veg\*n diets: the percentage who agreed or strongly agreed with each of the six items, followed by the average score (out of 5) representing how supported participants felt at the beginning. Higher scores indicate a stronger feeling of support.

**Table 2. Autonomy Support When First Going Veg\***

Autonomy Support Items	% Who Agree or Strongly Agree
I feel that my family and friends accept me whether or not I reach my dietary goals.	86.9%
I am able to be open with my family and friends about my dietary goals.	79.6%
I feel able to share my feelings about my dietary goals with my family and friends.	75.7%
My family and friends listen to how I would like to do things regarding my dietary goals.	74.9%
I feel that my family and friends understand how I see things with respect to my dietary goals.	73.4%
My family and friends convey confidence in my ability to make changes toward my dietary goals.	69.8%
Average Autonomy Support (95% Confidence Interval)	4.1 (4.0 - 4.2)

The figure below shows how autonomy support changes over time. Overall, we found a slight but statistically significant increase in participants’ average level of autonomy support over time (common slope  $p < .05$ ). In the figure, this is most noticeable between baseline and the first follow-up, when the proportion of people not experiencing low autonomy support increased from 82% to 88%.

**Figure 5. Autonomy Support Over Time**



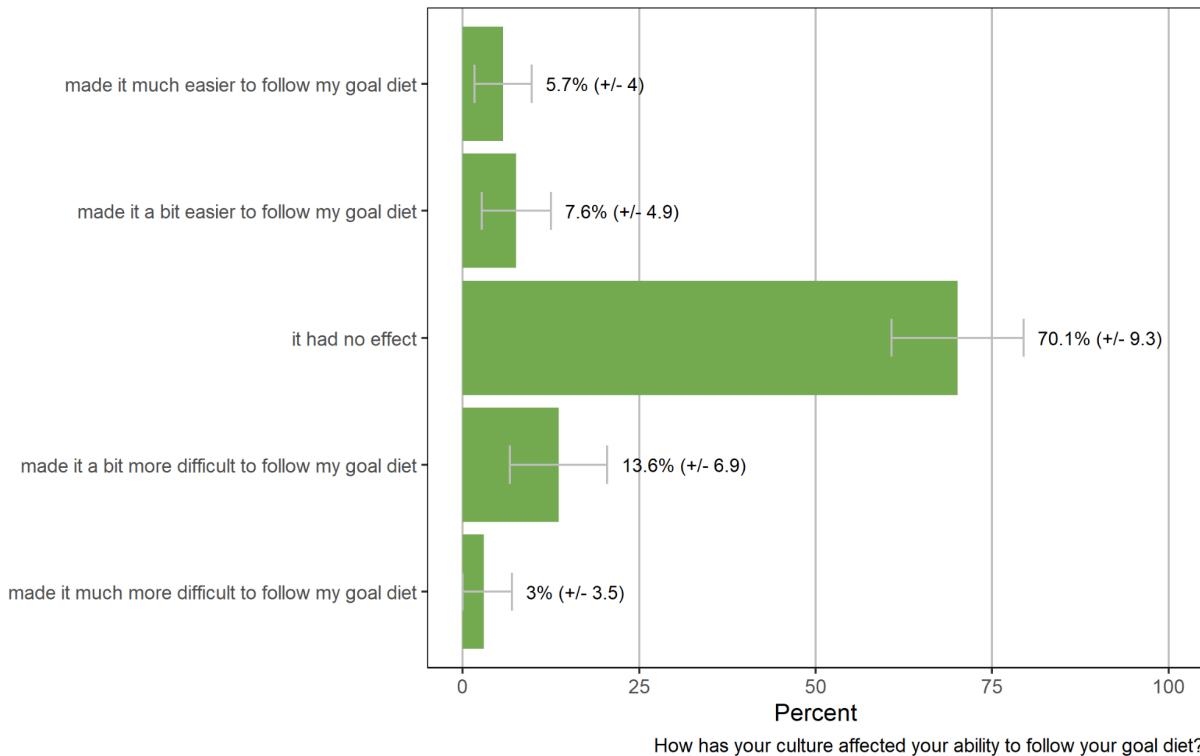
### **Cultural Influence On Ease Of Following Diet**

Culture is another aspect of one's social environment that influences the ability to follow a diet. Not only does it play into the societal perceptions measured above, many cultures have a strong influence on what one is expected to eat. We measured this with a single item: "How has your culture affected your ability to follow your goal diet?" Response options ranged from 1, *made it much more difficult to follow my goal diet*, to 5, *made it much easier to follow my goal diet*, and responses of 1 or 2 were considered a barrier.

The number of respondents reporting a cultural influence was too low to meaningfully examine the change over time. Instead, the figure below shows the level of influence participants reported at the beginning of the study. Most participants felt that their culture did not influence

the ease or difficulty of following a veg\*n diet, though we suspect that this is at least partially due to the difficulty of having insight into the influence of one's own culture.

**Figure 6. Cultural Influence When First Going Veg\*n**



The table below shows a few notable comments from participants about cultural influence. These observations cannot be generalized to other people from the same cultures, but they provide examples of some of the cultural considerations new veg\*ns may face.



**Table 3. Selected Comments On Cultural Influence**

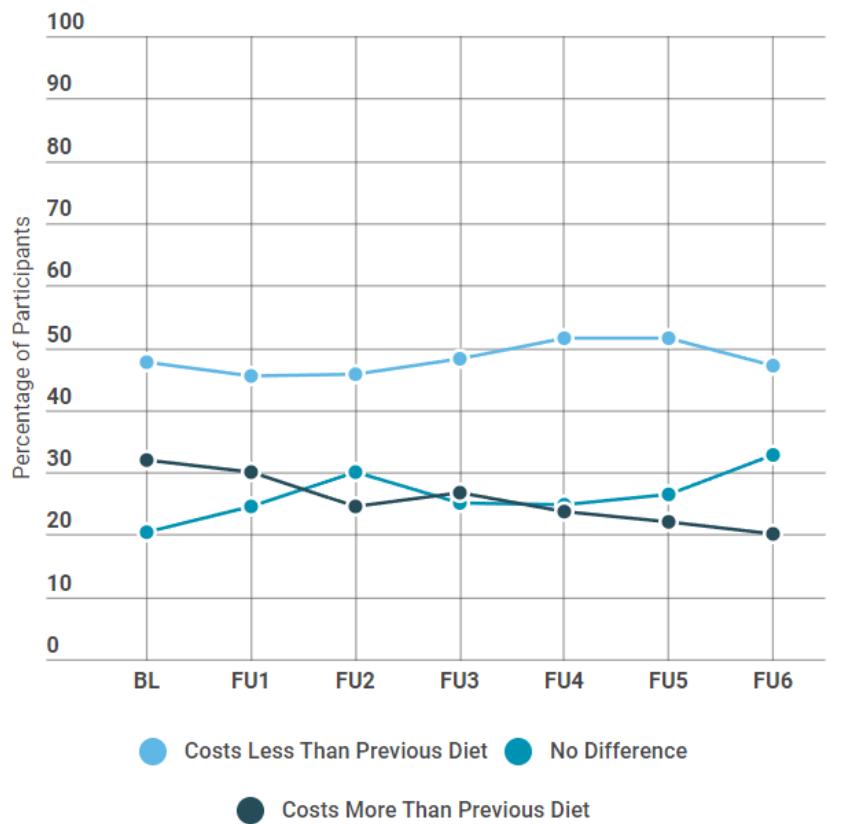
Culture	Comment
Mexican-American	"It's difficult to want to eat certain foods that I grew up with that are part of my culture. I did some research and found a blogger that's also Mexican-American and makes vegan versions of traditional dishes!"
Southern U.S.	"Southern culture in the US is very against vegetarian/vegan diets. It's a target for jokes and critics. It's discouraging."
U.S.	"I think the American culture is just surrounded by meat, however where I live farm to table and vegan/vegetarian options are almost everywhere."
Catholic	"I had practice with vegetarianism from avoiding meat on Fridays."
Mixed cultures	"Come from a mixed family, Black & Southeast Asian...food is a big family tradition, and most meals consist of meat or fish."

## Cost

The cost of veg\*n food has been identified as a barrier to diet change in previous research ([Faunalytics, 2014](#); [Grassian, 2019](#)), and people tend to think that veg\*n diets are expensive (e.g., [Bryant, 2019](#)), though research has shown that that is not always the case ([Vance, 2012](#)). In this study, we measured cost with a single item: “How did the cost of following your current diet compare to your previous diet?” Response options ranged from 1, it cost a lot more to follow my goal diet, to 5, it cost a lot less to follow my goal diet, and responses of 1 or 2 were considered a barrier.

The figure below shows people’s perception of the relative cost of their veg\*n diets over time. There was no significant change over the six months (common slope  $p > .25$ ).

**Figure 7. Relative Cost of Diet Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Costs Less category includes *a little less* and *a lot less*.

Costs More category includes *a little more* and *a lot more*.

### ***Extent Of Habit Formation***

Part of maintaining a new behavior pattern is turning it into a habit rather than something you have to plan out. We measured whether participants had formed a habit of veg\*n eating using a validated, 4-item scale known as the Self-Report Behavioral Automaticity Index (SRBAI; [Gardner et al., 2012](#)). It measures how automatic a behavior is—in this case, the behavior of choosing veg\*n food.

We measured the extent of habit formation with four statements (e.g., “I choose veg\*n food automatically”). These were then averaged together, with higher scores indicating a stronger



habit. For the purpose of barrier analysis, we considered responses that were one standard deviation below average to be representative of a barrier (scores at or below 2.6).

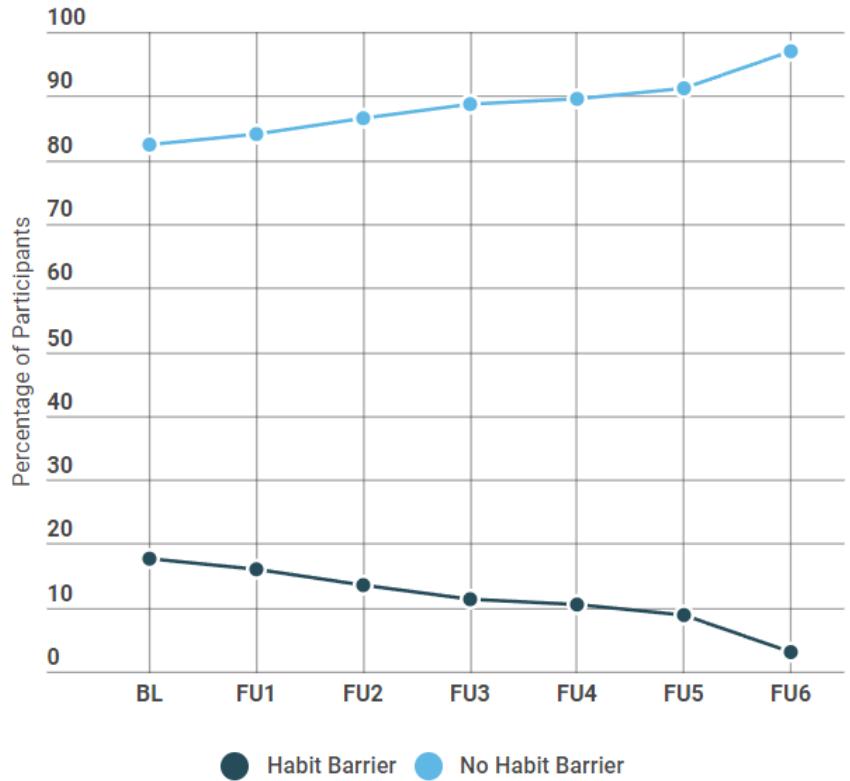
The table below shows habit formation scores when respondents first started their new veg\*n diets: the percentage of participants who agreed or strongly agreed with each of the four items. At the bottom is the average score, which indicates how strong the habit of choosing veg\*n food was. Higher scores indicate a stronger habit.

**Table 4. Strength of Veg\*n Habit Formation When First Going Veg\*n**

Habit Formation Items	% Who Agree or Strongly Agree
I choose veg*n food without having to consciously remember	66.1%
I choose veg*n food without thinking	63.2%
I choose veg*n food automatically	61.1%
I start choosing veg*n food before I realize I'm doing it	60.3%
Average Habit Strength (95% Confidence Interval)	3.7 (3.5 - 3.8)

The average in the table above shows that participants in this study had fairly strong veg\*n habits already, while the figure below shows that those habits tended to get stronger over the first six months. Statistical modelling indicated a significant increase in the average strength of participants' veg\*n habits over time (common slope  $p < .001$ ). In the figure, this is evident from the changing proportion of people who were not experiencing a habit barrier, which went from 82% at the beginning of the study to 97% six months later.

**Figure 8. Strength of Veg\*n Habit Formation Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

The *Habit Barrier* category includes scores 1+ standard deviations below the scale mean at baseline.

The *No Habit Barrier* category includes all higher scores.

## Dietary Perfectionism

In 2014, we found that 43% of lapsed veg\*ns reported that they had begun to feel it was too difficult to be “pure” with their diets (see [Companion to the Initial Findings](#)). This raises the question of whether perfectionism may have been an obstacle to success for some participants. Research has found that not all perfectionism is problematic ([Sirois et al., 2010](#)): Having high personal standards can be motivating, while perfectionism that comes with self-blame and rumination over failures is maladaptive. Perhaps related to the high personal standards form of perfectionism, some previous research has found that people who choose to pursue

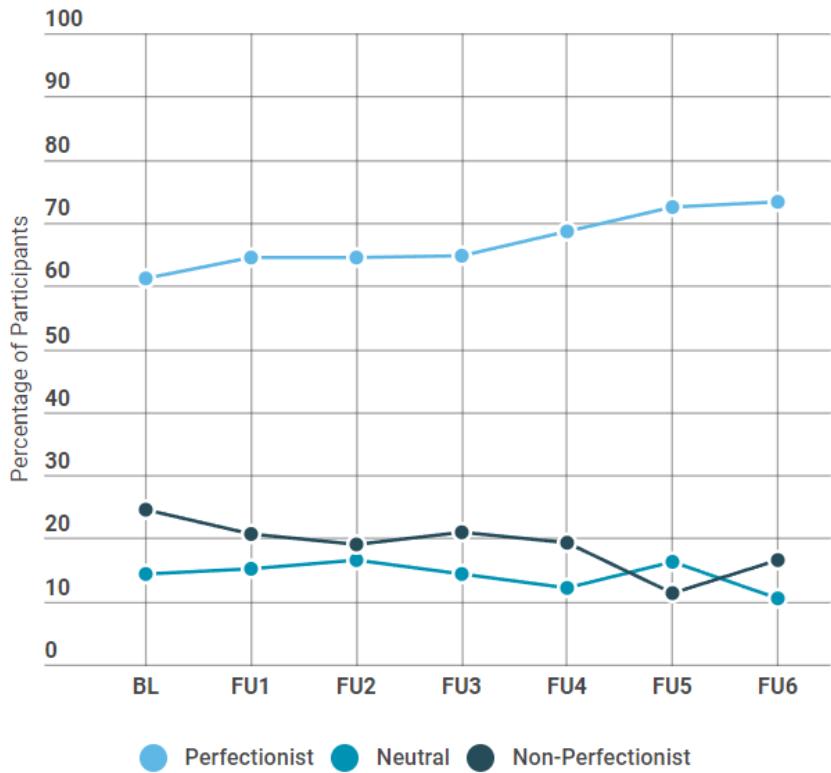


veganism—which is a more “perfect” diet in terms of animal product avoidance than reducetarianism—were more likely to succeed at it ([Grassian, 2019](#)).

In this study we asked people to indicate the extent of their agreement with the idea “I can’t feel satisfied unless I follow my dietary goal perfectly.” Response options ranged from 1, *strongly disagree*, to 5, *strongly agree*. We had originally assumed that too much perfectionism would be the barrier, making people more likely to abandon their diet, but results showed the opposite, as discussed below. Because some kinds of perfectionism can be problematic, we don’t consider a lack of perfectionism to be a barrier and don’t talk about it as such in this report. Nevertheless, responses of 1 or 2 were treated like a barrier in the barrier analyses.

The figure below shows how people’s dietary perfectionism changes over time. Overall, we found that participants’ average level of perfectionism increased over time (common slope  $p < .001$ ). In the figure, this can be seen in the proportion of “perfectionist” people increasing from 61% to 73% over six months.

**Figure 9. Dietary Perfectionism Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Participants responded to: "I can't feel satisfied unless I follow my dietary goal perfectly."

The Perfectionist category includes *agree* and *strongly agree* responses.

The Non-Perfectionist category includes *disagree* and *strongly disagree* responses.

The Neutral category includes *neither agree nor disagree* responses.

### **Ability To Find Or Prepare Food**

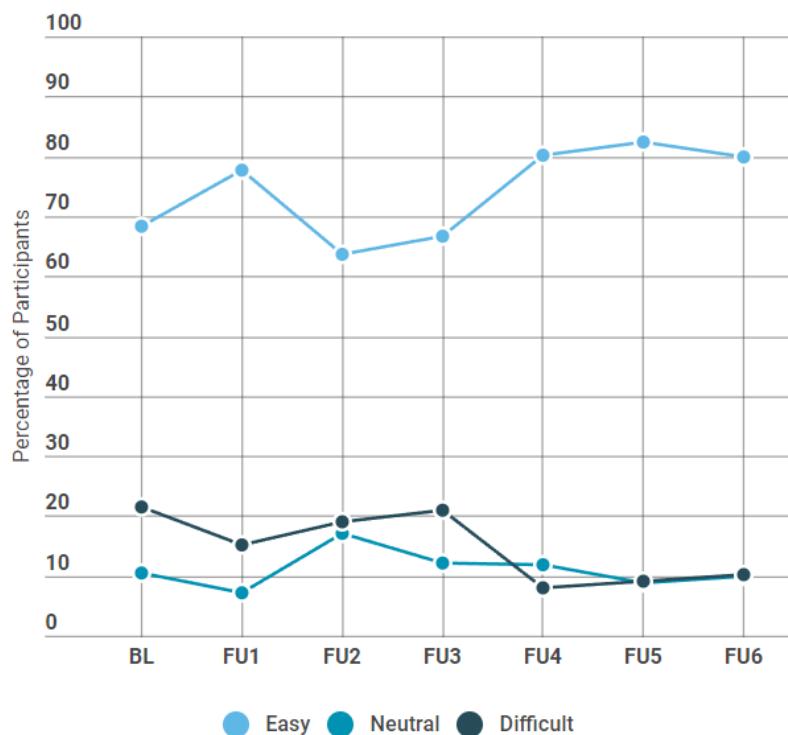
The availability of veg\*n food options is a necessary piece of a person's success, as highlighted in a lot of previous research (e.g., [Faunalytics, 2014](#); [Grassian, 2019](#)). Although this concept has sometimes been referred to as "convenience" in the past—by us and others—we strongly recommend using other terms so as not to minimize real problems with food availability, especially when they are disproportionately encountered by poor and racialized individuals (see [Food Empowerment Project](#) for more). In addition, the preparation of nutritionally complete

plant-based meals is a skill that most people lack ([Corrin and Papadopoulos, 2017](#)), so it can also pose challenges.

We measured participants' self-reported ability to find or prepare food with the item: "How easy or difficult was it for you to find or prepare food to fit your goal diet?" Response options ranged from 1, *very difficult*, to 5, *very easy*, and responses of 1 or 2 were considered a barrier.

The figure below shows how people's ability to find or prepare veg\*n food changes over time. Statistical modelling indicated a significant increase in average ability over time (common slope  $p < .01$ ). In the figure, this can be seen in that the proportion of people saying it was easy to find or prepare food grew from 68% to 80%, as well as in the shrinking of the "difficult" proportion from 21% to 10%.

**Figure 10. Ability To Find Or Prepare Food Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Easy category includes people who said it was *somewhat* or *very easy* to find or prepare food.

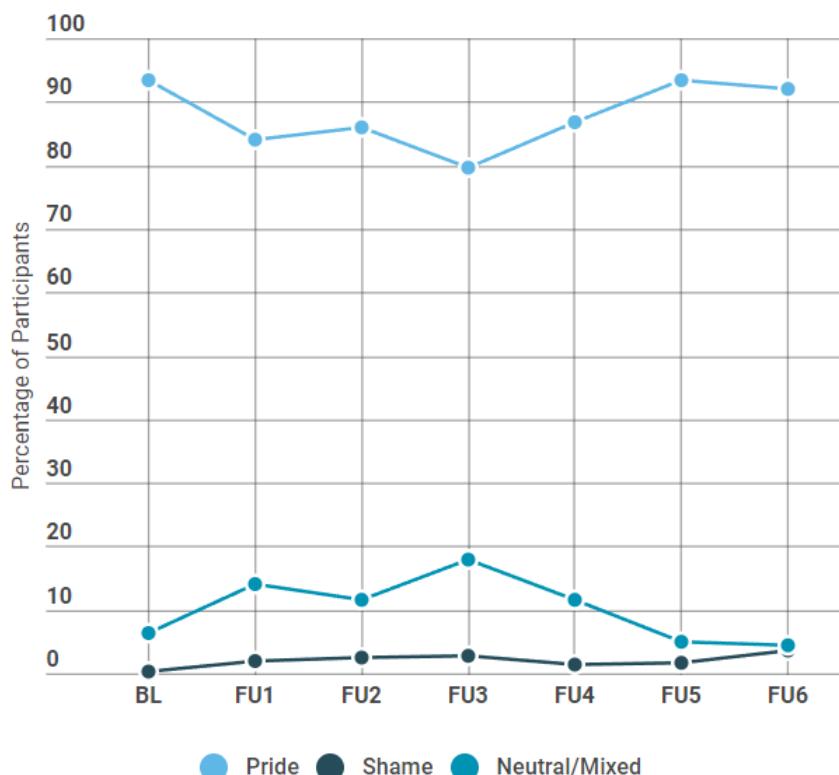
Difficult category includes those who said it was *somewhat* or *very difficult*.

## Shame/Pride In Diet

Shame and pride are [social emotions](#), meaning that they are rooted in how we think other people see us. In this study, we measured these emotions as opposite ends of a single scale, with the question: "Regardless of how you think you should feel, how do you generally feel when you think about your goal diet?" Response options ranged from 1, *very ashamed*, to 5, *very proud*, and responses of 1 or 2 were considered a barrier.

The figure below shows feelings of pride versus shame over time for our participants. As you can see, while there was fluctuation in responses, there was no overall upward or downward trend (common slope  $p > .55$ ).

**Figure 11. Pride Or Shame Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Pride category includes somewhat and very proud.

Shame category includes somewhat and very ashamed.



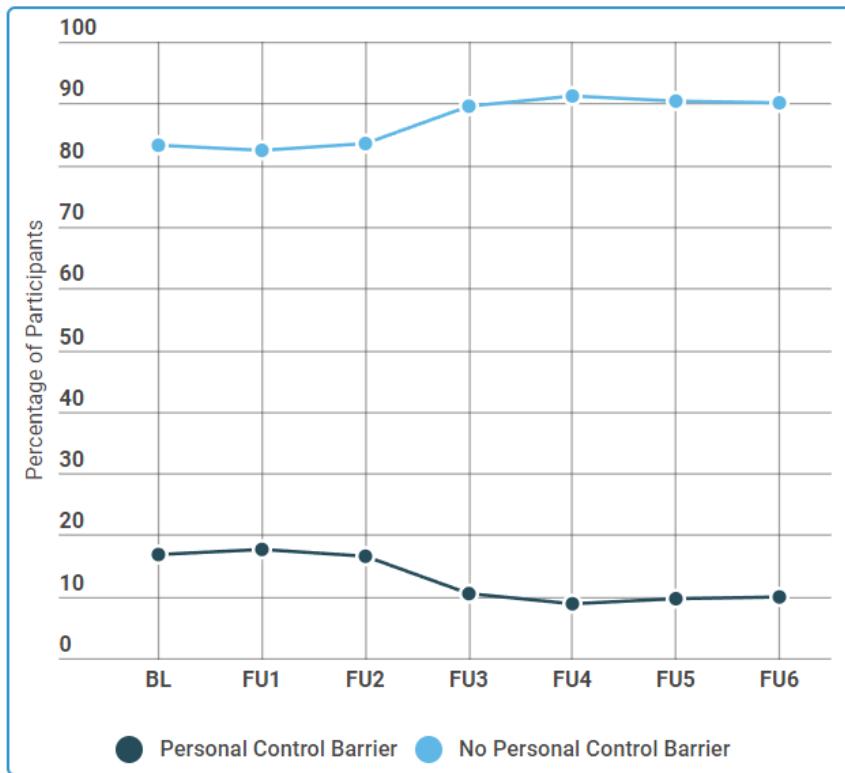
### ***Personal Control Over Food***

Some people have much more control over choosing what they eat than others do. For example, university students may rely on the food options in their cafeteria, and those who live with family may rely on family members for meal planning or preparation. Our [2014 research](#) found evidence that lack of personal control over food posed difficulties for a substantial proportion of current and former veg\*ns, so these individuals may have a harder time transitioning to veg\*nism.

We asked participants to indicate the percentage of control they felt over the content of their meals. Response options ranged from 0% to 100%, we considered responses that were one standard deviation below average to indicate a barrier (scores at or below 71.4).

The figure below shows how personal control over food changes over time. On average, we found that participants reported significantly more over time (common slope  $p < .001$ ). In the figure, this is most noticeable in that the proportion of people without a personal control barrier increased from 83% at the beginning of the study to 90% six months later.

**Figure 12. Personal Control Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

The Personal Control Barrier category includes scores of 71% or lower (i.e., one or more standard deviations below the mean). All higher scores are in the No Barrier category.

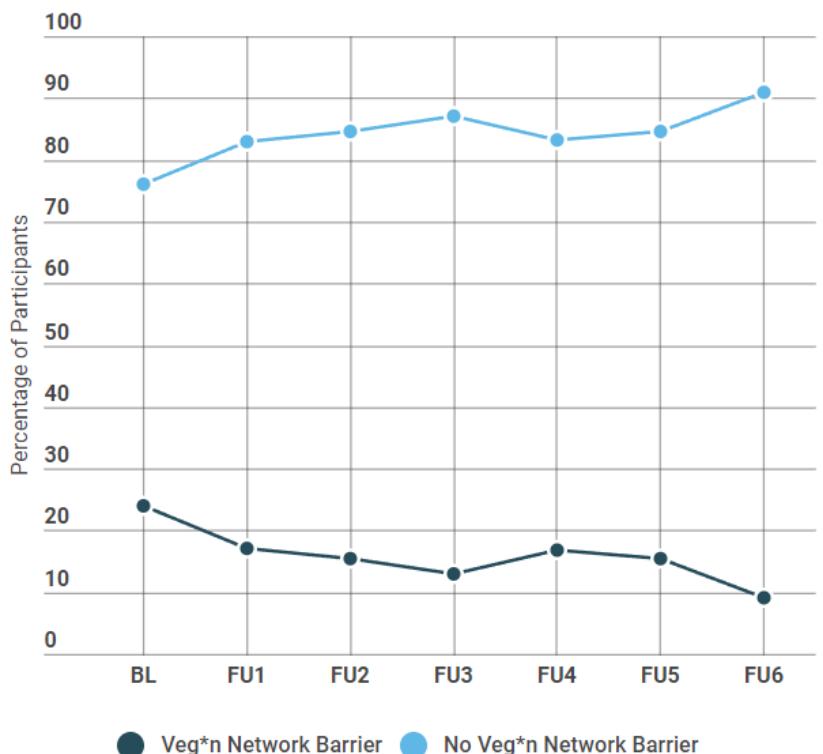
### ***Size Of Veg\*n Network***

As shown in [Faunalytics' 2014 study](#), having a support network of fellow vegans and vegetarians can be a big help to people who are just starting out. We asked participants how many people they know personally who are vegetarian or vegan. There was a wide range, with some people reporting 10 or more veg\*n connections. Responses of 0 or 1 were considered a barrier for the purpose of barrier analysis, because a cut-off of one standard deviation below average includes scores at or below 1.1.

On average, our participants knew 4 other veg\*ns and many knew 5 to 10 or even more. This suggests that much of our sample was relatively well-connected with a potential support network when they started—not something that is guaranteed for many new veg\*ns.

The figure below shows how people's veg\*n networks changed over time. Overall, we found that the average number of veg\*ns participants knew increased significantly (common slope  $p < .001$ ). In the figure, you can see that the proportion of people with a veg\*n network barrier—those who knew 0-1 other veg\*ns—decreased from 24% at the beginning of the study to 9% six months later.

**Figure 13. Size of Veg\*n Network Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

The Veg\*n Network Barrier category includes scores of 0-1 veg\*ns known (due to cut-off of 1 standard deviations below the mean). All higher scores are in the No Barrier category.

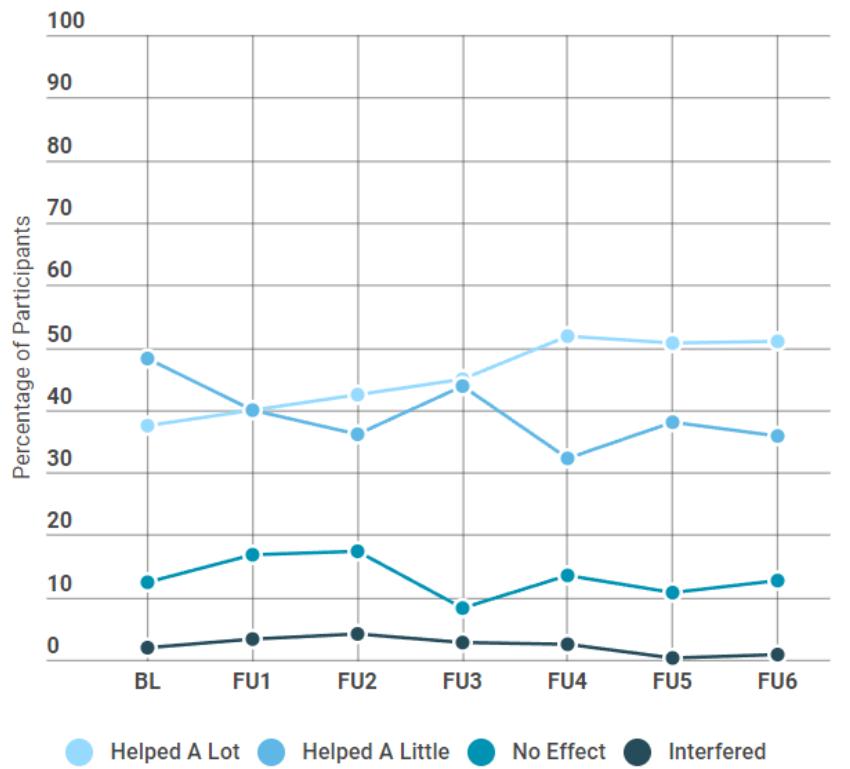
## **Progress On Health Goals**

Because many people adopt veg\*n diets for health reasons, it is also important to consider how those health goals are progressing. If they don't feel that the diet is helping, why continue? For all participants who selected "health" as one of their motivations for pursuing a veg\*n diet, we asked, "how has your diet affected your health goals?" Response options ranged from 1, *it has*

*interfered a lot with my health goals, to 5, it has helped a lot with my health goals, and responses of 1 or 2 were considered a barrier.*

We found minimal evidence of an upward trend in average responses over time (weak model fit: CFI = .866, RMSEA: .077; marginally significant common slope:  $p < .06$ ). Because most people said their veg\*n diet was helping at least a little with their health goals, the figure below shows separate percentages for the people who said it helped “a little” versus “a lot” over the course of the study. As you can see, “helped a little” responses were overtaken in frequency by “helped a lot” responses over time, but this should not be taken as strong evidence of change.

**Figure 14. Progress on Health Goals Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

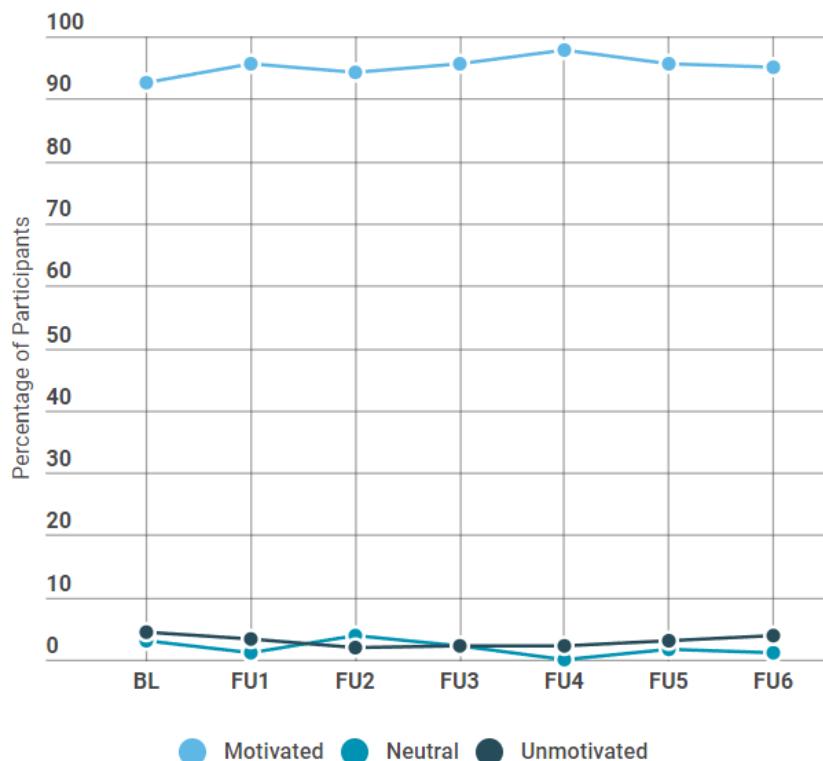
The Interfered category includes *interfered a little* and *interfered a lot*.

## ***Feelings Of Motivation***

Feelings of motivation can wax and wane over time, and a lack of motivation has been previously identified as a reason for abandoning a veg\*n diet ([Faunalytics, 2014](#); [Grassian, 2019](#)). We asked participants “How motivated have you felt to follow or work toward your goal diet?” Response options ranged from 1, *very unmotivated to continue*, to 5, *very motivated to continue*, and responses of 1 or 2 were considered a barrier.

The figure below shows how feelings of motivation changed over time. There was little fluctuation in this highly motivated group of participants and we found very minimal evidence of an upward trend in average responses over time (weak model fit: CFI = .851, RMSEA: .101; marginally significant common slope:  $p < .08$ ).

**Figure 15. Feelings of Motivation Over Time**



BL = Baseline Survey

FU = Follow-Up Survey

Motivated category includes *motivated* and *very motivated*.

Unmotivated category includes *unmotivated* and *very unmotivated*.

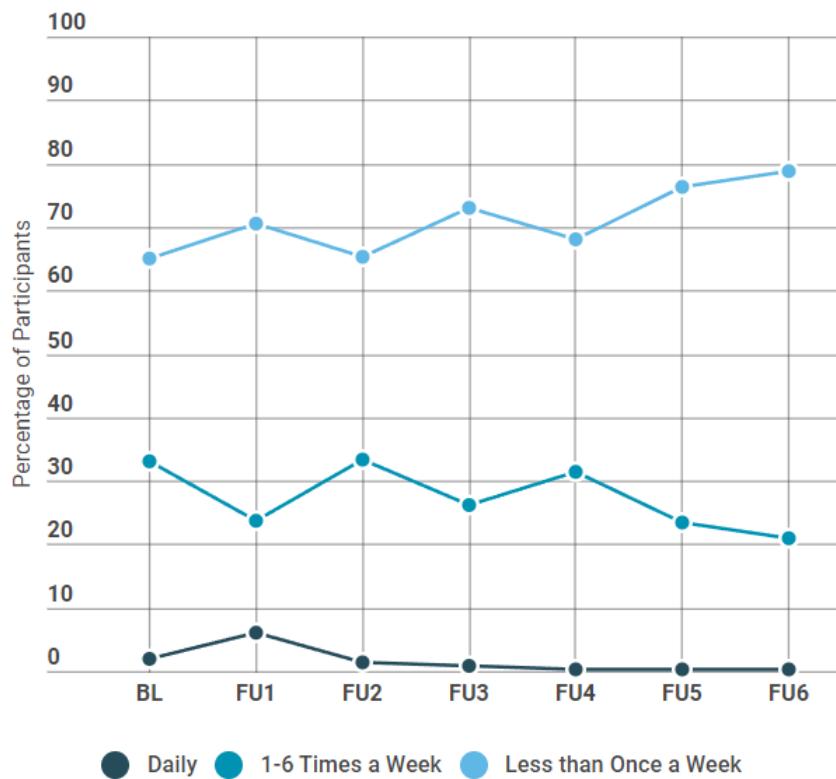
Neutral category includes *neither motivated nor unmotivated to continue*.

## ***Cravings For Animal Products***

Many new veg\*ns experience cravings for meat or animal products. [Faunalytics \(2014\)](#) found that about a third of former veg\*ns reported difficulties with cravings. To measure cravings, we asked participants, "How often have you had cravings for meat or animal products?" Response options ranged from 1, *daily*, to 5, *never*, and responses of 1 or 2 were considered a barrier.

The figure below shows how cravings fluctuated over time. Statistical modeling indicated a significant decrease in participants' cravings over time (common slope  $p < .01$ ). In the figure, this is most noticeable in that the proportion of people who experienced cravings less than once a week increased from 65% at the beginning of the study to 79% six months later.

**Figure 16. Frequency of Cravings Over Time**



BL = Baseline Survey  
FU = Follow-Up Survey

Each month, we asked participants to indicate what they were craving. The table below shows the most common responses, combined across all time points. These suggest one way of identifying gaps or lacks in current plant-based offerings.



**Table 5. Most Common Animal Product Cravings**

Animal Product Category	Percentage of Respondents
steak	10.3%
cheese	9.5%
burgers	8.8%
bacon	5.5%
cold cuts and cured meats (e.g., bologna, pastrami)	3.8%
pizza	3.7 %
fried chicken (e.g., Popeye's, chicken sandwiches, chicken nuggets)	3.6%
salmon	3.3%
baked goods	2.3%
shrimp	2.3%
ribs	2.0%
Mexican food (e.g., tacos, enchiladas, burritos)	2.0%
chicken wings	1.8%



## Barriers/Supports & Success

The analyses in this section were conducted to examine, on the one hand, the associations between individual barriers/supports that participants experienced and, on the other, our three measures of success: diet maintenance versus abandonment, consumption success, and felt success. Full regression results are provided in the Supplementary Materials section under *Barriers/Supports & Success: Detailed Results*.

### Barriers To Diet Maintenance

Three barriers/supports were related to whether people continued their veg\*n diets or not. Most notably, people who felt unhealthy on their veg\*n diet were significantly more likely to abandon it within the first six months than those who felt healthier: Close to 92% of people who didn't have a health barrier maintained their diets for at least six months, versus just 70% of people with this barrier. As you will see in a subsequent section, it did not matter whether the individual's primary motivation was health.

Additionally, people who did not see veg\*nism as part of their personal identity and people who thought society perceives veg\*nism negatively were marginally more likely to abandon it within the six months. These findings are shown in the table below.

Asterisks (\*) indicate statistically significant predictors, while those with a dagger (†) are marginally significant. That means that although they didn't reach the traditional level of significance ( $p < .05$ ) after correcting for False Discovery Rate (FDR), they were close enough ( $p < .10$ ) to include as *possibly* important.

**Table 6. Barriers To Diet Maintenance**

Barrier	B	Maintained Diet Without Barrier	Maintained Diet With Barrier
Perceived Unhealthiness on Diet*	0.94	91.6%	69.6%
Low Identification with Goal Diet†	0.6	91.6%	83.8%
Negative Societal Perceptions of Diet†	0.57	92%	86.5%

\*Statistically significant predictor ( $p < .05$ ) after FDR correction.

† Marginally significant predictor ( $p < .10$ ) after FDR correction.



## Barriers To Consumption Success

Consumption success—how close people were to their goal level of consumption—was significantly affected by five supports/barriers, and there was marginal evidence for the influence of another three, as shown in the table below.

People were the *furthest* from their goal level of consumption at Follow-Up 6 when they were unconcerned about following the diet perfectly, when their culture made going veg\*n difficult, when they had low autonomy support, when they didn't have a strong habit of choosing veg\*n food, and when their veg\*n diet was costing more than their previous diet.

Marginal predictors that may (with lower certainty) make it more difficult to reach one's veg\*n goal included feeling ashamed of one's diet, having difficulty finding or preparing veg\*n food, and feeling unhealthy on the diet.

Although dietary perfectionism (not feeling satisfied unless you follow your diet perfectly) was the most strongly associated with success, we do not recommend you think of the opposite as a barrier to be overcome because some types of perfectionism are harmful ([Sirois et al., 2010](#)). We had included this measure in the study expecting too much perfectionism to be a barrier rather than a support, so while it's great that it appears to work for people who choose it, we recommend against telling people to be more perfectionistic in their approach to veg\*nism. For a longer discussion of this issue, see the *Conclusion* section.

**Table 7. Barriers To Consumption Success**

Barrier	B	Servings from Veg*n Goal Without Barrier	Servings from Veg*n Goal With Barrier
Low Dietary Perfectionism*	-0.33	4.7	12.2
Negative Cultural Influence*	-0.37	3.9	10.9
Low Autonomy Support*	-0.28	3.4	16.5
Low Habit Formation*	-0.23	5.4	13.4
High Cost*	-0.23	5.3	5.7
Ashamed of Diet†	-0.21	5.9	NA
Difficulty Finding or Preparing Food†	-0.19	4.5	7.5
Perceived Unhealthiness on Diet†	-0.18	5.3	5.3

\*Statistically significant predictor ( $p < .05$ ) after FDR correction.

† Marginally significant predictor ( $p < .10$ ) after FDR correction.

Servings from Veg\*n Goal = average distance from goal at Follow-Up 6, measured in servings of animal products per week.

There were 5 response options per support/barrier, so when there is no apparent difference in the distance from goal shown in the table, it means that the difference between people was not at the point we chose to distinguish barriers from non-barriers.



## **Barriers To Felt Success**

Participants also tended to *feel* more successful when they had supports rather than barriers. As shown in the table below, three of these associations were statistically significant after FDR correction (all  $p$ s > .05).

People felt the least successful when they had low personal control over their food, when they had difficulty finding or preparing veg\*n food, and when being veg\*n wasn't a strong part of their identity. Interestingly, while the latter two feelings reflect real struggles with consumption success or diet abandonment, low personal control was not associated with either. In other words, having low personal control over your food choices—for instance, being reliant on a family member to shop and cook—made people *feel* significantly less successful but they didn't appear to be any less successful than anyone else on more objective measures.

**Table 8. Barriers To Felt Success**

Barrier	B	Felt Success Without Barrier	Felt Success With Barrier
Low Personal Control over Food*	0.3	90%	75.9%
Difficulty Finding or Preparing Food*	0.27	90.3%	77%
Low Identification with Goal Diet*	0.28	90.7%	74.5%

\*Statistically significant predictor ( $p$  < .05) after FDR correction.

## **Relative Importance Of Supports/Barriers**

Below, we have ranked the apparent importance of the supports/barriers that we measured in this study. This ranking, based on the results above, uses the assumption that abandoning one's diet is the worst possible outcome, not reaching one's goal level of consumption is less concerning but still a bad outcome, and feeling unsuccessful is unfortunate but the least problematic in terms of outcomes for animals.

**Table 9. Importance of Supports/Barriers, From Most to Least**

Support/Barrier	Brief Description	Reason(s) For Ranking
Perceived healthiness on diet	Overall feelings of healthiness.	Feeling unhealthy was assoc. with diet abandonment and lower consumption success <sup>t</sup> .
Strength of identification with goal diet	Illustrations representing how much one feels like a veg*n (see Figure 1).	Low identification was assoc. with diet abandonment <sup>t</sup> and lower felt success.
Societal perceptions of diet	One's feeling about how positively or negatively the goal diet is seen by society.	Belief in negative societal perceptions was assoc. with diet abandonment <sup>t</sup> .
Autonomy support	The feeling that one's choice to go veg*n is supported by friends and family.	Low autonomy support was assoc. with lower consumption success.
Cultural influence on ease of following diet	The idea that one's culture could make it easier or harder to follow the goal diet.	Negative cultural influence was assoc. with lower consumption success.
Cost	The cost of following the new diet compared to previous diet.	Higher cost was assoc. with lower consumption success.
Extent of habit formation	The extent to which one chooses veg*n food automatically, without needing to think about it.	Weaker habit formation was assoc. with lower consumption success.
Dietary perfectionism	Only feeling satisfied following one's dietary goal perfectly.	Feeling this way was assoc. with greater consumption success.
Ability to find or prepare food	The ease or difficulty of finding or preparing food to fit the goal diet.	Low ability was assoc. with lower consumption success <sup>t</sup> and lower felt success.
Shame/pride in diet	One's own feelings of pride or shame about the goal diet.	More shame was assoc. with lower consumption success <sup>t</sup> .
Personal control over food	How much personal control one has over meals (e.g., by planning, cooking, or ordering the food yourself) versus relying on others.	Low personal control was assoc. with lower felt success.
Size of veg*n network	The number of vegans and vegetarians one knows well enough to talk to.	No assoc. with success identified in this study.
Perceived progress on health goals (e.g., weight loss)	How one feels the veg*n diet has affected their health goals.	No assoc. with success identified in this study.
Feelings of motivation	One's level of motivation to continue the veg*n diet.	No assoc. with success identified in this study.
Frequency of cravings	How often one had cravings for animal products.	No assoc. with success identified in this study.

<sup>t</sup>Indicates marginal significance ( $p < .10$ ). All other listed associations were significant ( $p < .05$ ).

Bear in mind that just because some of these barriers were not associated with success in this study does not mean that individual people are never affected by them. As noted in our [first report](#), these participants were, on average, more committed to their veg\*n dietary goals than we would expect to see in the general population. Some of the lower-importance barriers for them could be more crucial for less committed individuals. More generally, findings like this can help us focus on common experiences but should never be used to dismiss or devalue individual experiences that differ from the norm.

## Useful Strategies To Support Diet Change

Having now covered support and barriers individually, the question is how and when strategies to support diet change are helpful. This was a complex set of analyses, so we have described the full method in the Supplementary Materials section, in the section entitled *Useful Strategies To Support Diet Change: Detailed Results*.

The table below shows which strategies were useful for people with different barriers, while the sections following it describe each type of strategy in more detail. For the full list of strategies and strategy types, see Table 20 in the Supplementary Materials.

Cell color indicates usefulness:

- Cells shaded in **blue** indicate that **this type of strategy was helpful** for people with this barrier. For example, social strategies were helpful for people with many types of barrier, including those who were feeling unhealthy on their new veg\*n diet.
- Cells shaded in **amber** indicate that **this type of strategy was not helpful** for people with this barrier. For example, social strategies were not helpful for people who don't identify strongly as veg\*n.

Icon indicates what the strategy was useful for (if anything):

- A door (🚪) indicates that this result applied to diet maintenance vs. abandonment.
- A veggie burger (🍔) indicates that this result applied to consumption success (i.e., reducing servings of animal products).
- A head with heart (👤) indicates that this result applied to participants' *felt* success.

*Methodological note: Results include both significant and marginally significant findings ( $p < .10$ ) after FDR correction. For simplicity, we have described both helpful main effects and interactions as helpful (blue), and both null effects and unhelpful interactions as not helpful (amber). Full details of these results are available in the Supplementary Materials section.*

**Table 10. Effectiveness of Strategies by Barrier**

Barriers	Strategy Types					
	Lower cost	Increase motivation	Improve health effects of diet	Increase social support	Increase ability to follow diet	Deal with cravings
Feeling unhealthy on the veg*n diet	💡	💡	💡	💡	💡	💡
Low identification with veg*nism	💡💡	💡	💡	💡	💡	💡
Believing society perceives veg*nism negatively	💡💡	💡💡	💡	💡	💡	💡
Low autonomy support	💡💡	💡	💡	💡	💡	💡
Cultural influence making it more difficult to go veg*n	💡💡	💡	💡	💡	💡	💡
Cost	💡	💡	💡	💡	💡	💡
Weak habit formation around choosing veg*n food	💡💡	💡	💡	💡	💡	💡
Difficulty finding or preparing veg*n food	💡💡	💡💡	💡	💡	💡	💡
Low personal control over food	💡	💡	💡	💡	💡	💡
Small veg*n network	💡	💡	💡	💡	💡	💡
Low health goal progress	💡	💡	💡	💡	💡	💡
Low motivation	💡💡	💡💡	💡	💡	💡	💡
Frequent cravings for animal products	💡💡	💡	💡	💡	💡	💡



## **Strategies To Lower Cost**

Cost strategies were among the most useful, given that they were helpful for people with a wide range of barriers and were the only strategy type that appeared to consistently protect against diet abandonment.

As shown in the table below, the most promising cost strategy was researching low-cost products that fit one's diet (e.g., tofu). Using this strategy more frequently was significantly associated with reduction of animal product servings.

**Table 11. Individual Cost Strategies**

Strategy	Significance
Researched low-cost products that fit your diet (e.g., tofu)	*
Looked for cheaper restaurants	
Looked for recipes with low-cost ingredients	
Something else to lower the cost of your diet	

\* Significant predictor of consumption success ( $p < .05$ ).



## **Strategies To Increase Motivation**

Motivation strategies were also useful—even in this sample of highly motivated participants—in that they appeared to help people with a wide range of barriers and to protect against diet abandonment for those with some barriers, notably including the barriers of low motivation and negative beliefs about society's perceptions of veg\*nism.

As shown in the table below, there were many promising motivation strategies that were associated with getting closer to one's veg\*n goal. These included learning about farmed animals and seeing how poorly they're treated, as well as learning about social justice, health, cost savings, and religious or spiritual reasons for following a veg\*n diet. The association of learning more about meat's environmental impact with success did not attain statistical significance, though it's possible that this is a quirk of our sample.

**Table 12. Individual Motivation Strategies**

Strategy	Significance
Seen unpleasant or graphic images/video of farmed animals	*
Learned more about world hunger or social justice reasons for following this diet	*
Learned more about animals that are used for food	*
Learned more about the health benefits of following this diet	†
Learned more about saving money by following this diet	†
Learned more about religious/spiritual reasons for following this diet	†
Joined a campaign or challenge that supports a diet like yours (e.g., Try Veg, Challenge 22+)	
Learned more about the environmental impact of eating meat	
Something else to increase your motivation	

\* Significant predictor of consumption success ( $p < .05$ ).

† Marginally significant predictor of consumption success ( $p < .10$ ).



## ***Strategies To Improve Health Effects***

Health strategies appear to be quite useful, in that they helped people with a range of barriers reduce their animal product consumption to get closer to their veg\*n goals. Importantly, they were still helpful for individuals with some of the most challenging barriers. However, health strategies did not appear to protect against diet abandonment, which we identified as a risk for people who were feeling unhealthy on their veg\*n diet. This suggests that feeling unhealthy remains a difficult challenge to overcome, though using health strategies in combination with other strategies that reduce the risk of diet abandonment (cost and motivation strategies) may be protective.

As shown in the table below, the most promising health strategies were informational: researching how to be healthy on your veg\*n diet and talking to a medical professional about it were both associated with getting closer to one's veg\*n goal. This suggests that other informational strategies to learn more about particular health concerns for those who are feeling unhealthy could also be useful, though we did not test them in this study.

**Table 13. Individual Health Strategies**

Strategy	Significance
Researched how to be healthy on your diet	*
Talked to a medical professional about your diet	†
Taken vitamins or nutritional supplements	
Got a blood test to check your iron, B12, cholesterol, or other diet-related levels	
Something else to improve the health effects of your diet	

\* Significant predictor of consumption success ( $p < .05$ ).

† Marginally significant predictor of consumption success ( $p < .10$ ).



## ***Strategies To Increase Social Support***

Social strategies appeared to help people with a wide range of barriers get closer to their veg\*n goals, including those with one or more social barriers: experiencing low autonomy support (support from friends and family), negative influence from one's culture, or a small network of other veg\*ns.

There were several promising social strategies, as shown in the table below. In general, social strategies are about creating a supportive network for yourself by meeting new people and requesting support from important people.

**Table 14. Individual Social Strategies**

Strategy	Significance
Participated in an online community (e.g., Facebook group) for people with diets similar to yours	*
Asked your family or friends to be supportive of your diet	*
Tried to meet new people with diets similar to yours	*
Avoided people who are unsupportive or critical of your diet	*
Explained to your family or friends why this diet is important to you	†
Participated in a community event (in person) for people with diets similar to yours	
Something else to increase social support for your diet	

\* Significant predictor of consumption success ( $p < .05$ ).

† Marginally significant predictor of consumption success ( $p < .10$ ).



## **Strategies To Increase Ability To Follow Diet**

Ability strategies were of limited usefulness. While they appeared to help people with some barriers get closer to their veg\*n goals, those goals did not include the ability barriers they are intended to overcome: having difficulty finding or preparing veg\*n food and having low personal control over one's food choices.

For barriers they did help with, some ability strategies were more promising than others. As shown in the table below, finding specific veg\*n products and where to buy them was useful. It was also helpful for some people to find a restaurant or dining hall with better options, and/or increase the cooking they do themselves.

**Table 15. Individual Ability Strategies**

Strategy	Significance
Researched products (e.g., meat alternatives) that fit your diet	*
Switched to a restaurant, dining hall, etc., with better options for your diet	*
Eaten a product designed to replace meat (e.g., veggie burger, veggie sausage, veggie chicken)	†
Switched to a grocery store with better options for your diet	†
Increased the amount of cooking you do yourself	†
Looked for restaurants that fit your diet	
Looked for recipes that fit your diet	
Something else to make it easier to follow your diet	

\* Significant predictor of consumption success ( $p < .05$ ).

† Marginally significant predictor of consumption success ( $p < .10$ ).



## Strategies To Deal With Cravings

Cravings strategies were of very limited usefulness for our participants. They had no significant effect on success for people with a cravings barrier and only helped for people with two social barriers that are likely better helped by social strategies.

Despite their limited usefulness, some cravings strategies were associated more strongly with reducing animal product consumption than others. Planning ahead, avoiding tempting situations, and using cognitive strategies during cravings were all helpful, while trying to fight the urge or using a plant-based substitute for the craved animal product did not appear to be.

**Table 16. Individual Cravings Strategies**

Strategy	Significance
Planned a strategy for dealing with temptation if it occurs	*
Planned meals in advance (e.g., before grocery shopping, going to a restaurant)	*
Avoided places or situations that might tempt you	*
Distracted yourself from a craving	*
Changed the way you were thinking about a craving or a food you craved	*
Got past a craving by reminding yourself why you're following this diet	†
Fought the urge to eat meat/animal products	
Tried a plant-based substitute for something you craved (e.g., veggie bacon)	
Made an exception and ate something you craved	
Changed a situation to get rid of a temptation (e.g., hid meat in the back of the fridge; walked out of a restaurant because the smell was too tempting)	
Something else to deal with cravings	

\* Significant predictor of consumption success ( $p < .05$ ).

† Marginally significant predictor of consumption success ( $p < .10$ ).



## ***Using Multiple Strategies Is A Good Strategy!***

The findings in this section are based on correlational data—that is, they show that using certain strategies tends to be associated with success. However, we can't say for sure that strategy use caused that success, and the biggest reason is that people who use one type of strategy a lot also tend to use other ones. That can make it difficult to tell which one caused their success—and in fact, using a greater number of strategies was also associated with greater consumption success ( $p < .04$ ), regardless of which specific strategies were used (i.e., controlling for them). On average, people who reached their veg\*n goal within six months were using 29.7 strategies, while people who were 10 or more servings from their goal were using just 26.5 strategies. While this is a significant difference, it's also worth noting that everyone in this study was using a large number of strategies, which likely goes hand in hand with the high level of commitment we've pointed out in each report. It may also be a big part of the reason for the overall high level of success we observe in this study.

## **Strategy Use Over Time**

The figures below show how frequently each strategy was used over time. They are presented with different types in separate figures only for readability, to make it easier to see all of them.

Please note that the wording of some strategies has been simplified for these figures. The original wording is available in the above table.

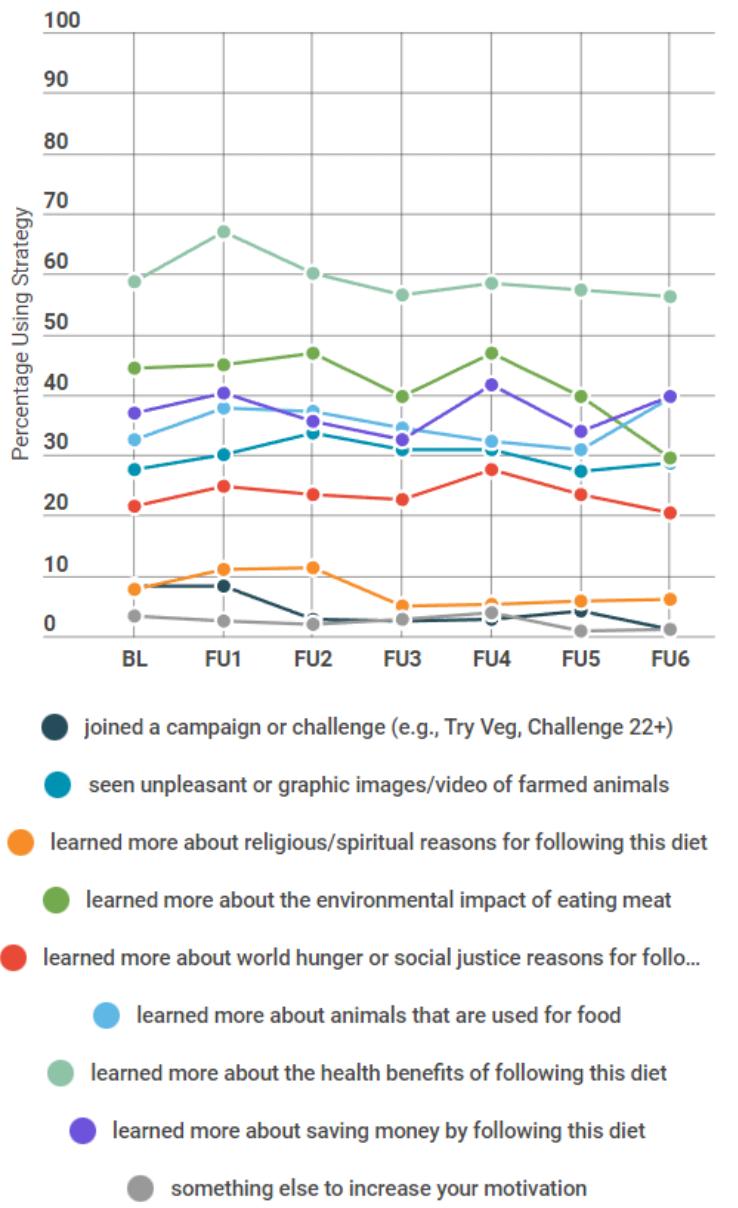
**Figure 17. Use Of Strategies To Lower Cost**



BL = Baseline Survey

FU = Follow-Up Survey

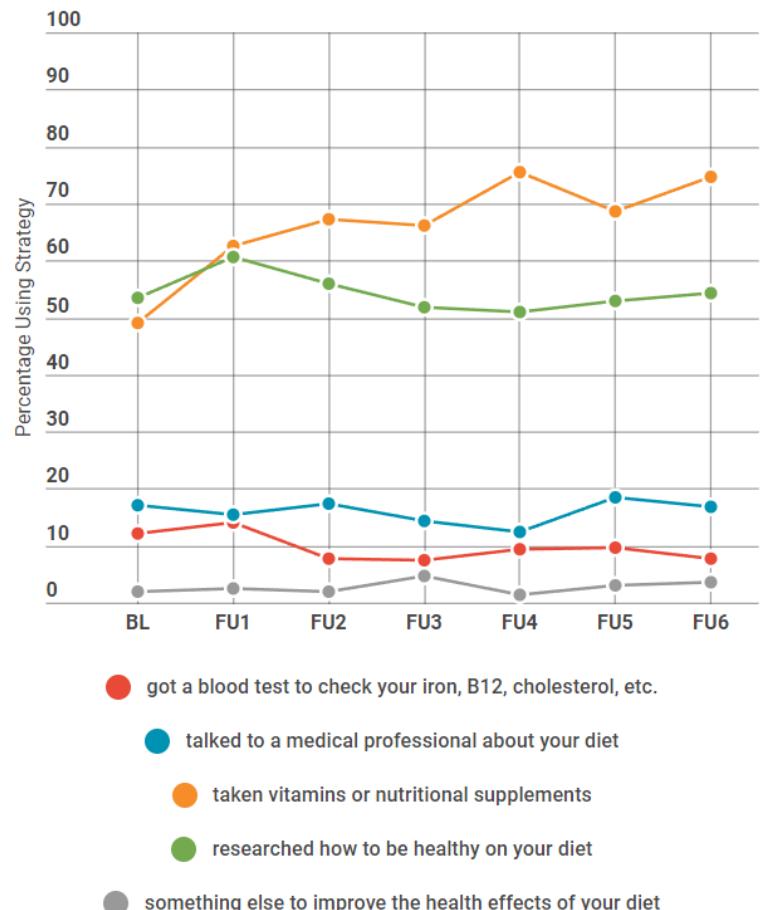
**Figure 18. Use Of Strategies To Increase Motivation**



BL = Baseline Survey

FU = Follow-Up Survey

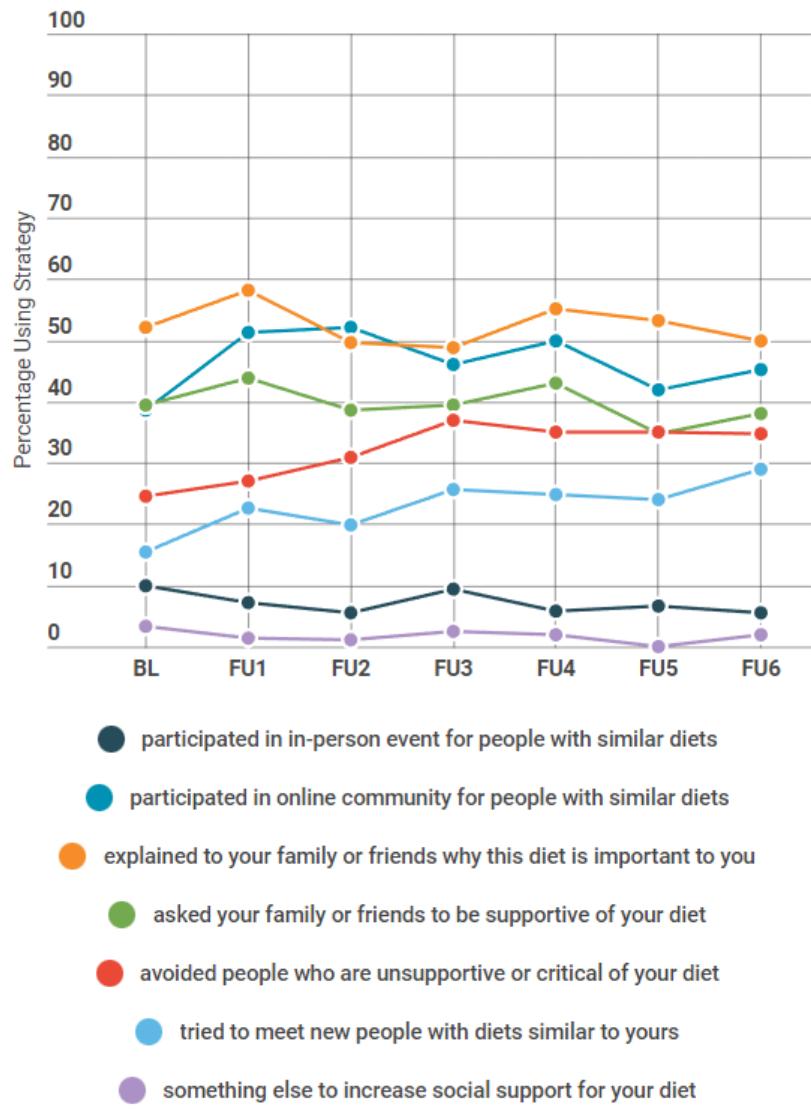
**Figure 19. Use Of Strategies To Improve Health Effects Of Diet**



BL = Baseline Survey

FU = Follow-Up Survey

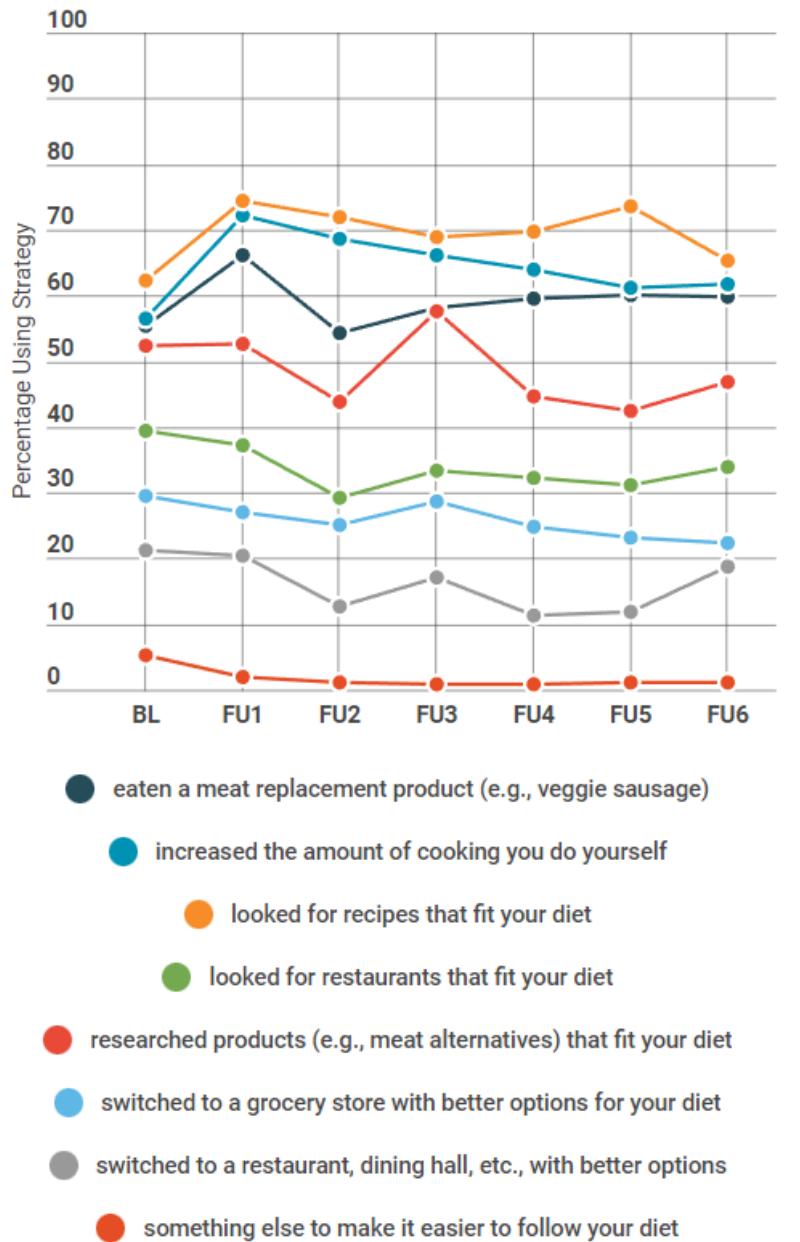
**Figure 20. Use Of Strategies To Increase Social Support**



BL = Baseline Survey

FU = Follow-Up Survey

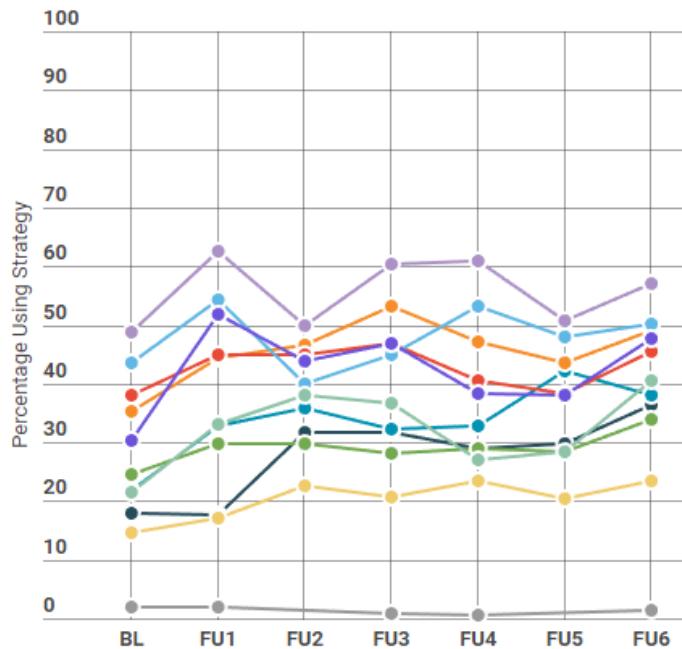
**Figure 21. Use Of Strategies To Increase Ability To Follow Diet**



BL = Baseline Survey

FU = Follow-Up Survey

**Figure 22. Use Of Strategies To Deal With Cravings**



- planned a strategy for dealing with temptation if it occurs
- made an exception and ate something you craved
- reminded yourself why you're following this diet
- avoided places or situations that might tempt you
- fought the urge to eat meat/animal products
- tried a plant-based substitute for something you craved
- changed the way you were thinking about a craving
- distracted yourself from a craving
- planned meals in advance (e.g., before grocery shopping)
- changed a situation to get rid of a temptation (e.g., hid meat)
- something else to deal with cravings

BL = Baseline Survey

FU = Follow-Up Survey



## No Evidence For Influence Of Initial Motivation

In the [second report](#), we noted that the most common primary motivations to go veg\*n were health (42%), animal protection (20%), and environmental concern (18%), but that these general motivations did not have any effect on how successful people were with their diets.

In this report, we took the analysis further by examining two questions: Whether people with different initial motivations tend to experience different barriers, and whether we should be suggesting different strategies to people with different initial motivations. We found no evidence for either possibility, suggesting again that the reasons people pursue their veg\*n diet are not that impactful on their success as long as they are committed to it.

*Methodological note: For both questions, we adjusted p-values for FDR at the level of a given motivation: that is, across all analyses examining the motivation's association with the 15 barriers in the first case and all analyses examining the motivation's association with the 6 types of strategy in the second. Additional details are provided in the Supplementary Materials.*

# Conclusions

## Barriers

This study examined a number of barriers to veg\*n diet change that have been identified in previous research, with the goal of determining how they influence success over a moderate time period—the first six months of one's new diet.

We identified three barriers as the most problematic because people who experience them when first trying to go veg\*n were more likely to abandon the attempt within the first six months. Those three were:

1. Feeling unhealthy on one's veg\*n diet,
2. Not seeing veg\*nism as part of one's identity, and
3. Believing that society sees veg\*nism negatively.

Additional problematic barriers were those associated with having more trouble reaching one's goal level of consumption, which included:

4. Low autonomy support from friends and family,
5. Negative cultural influence,
6. Weak habit formation,
7. High cost,
8. Being ashamed of one's diet, and
9. Difficulty finding or preparing food.

Dietary perfectionism—not feeling satisfied unless following one's new diet perfectly—was also associated with consumption success, such that people who were more perfectionist tended to get closer to their goal. However, we do not refer to low perfectionism as a barrier because while it may work well for people who chose it freely in this correlational study, perfectionism has a dark side and recommending it as a strategy could have harmful consequences ([Sirois et al., 2010](#)). It should be tested experimentally before being considered a potential strategy.

For full details, see the section *Barriers and Supports for Successful Diet Change*.

## Strategies

Recommending strategies for diet maintenance can be as simple or as complicated as you like. At the simplest level, using more strategies and using them frequently is helpful: Just using strategies more often was predictive of consumption success. We also know from previous research into other types of goal pursuit that personal strategies people come up with themselves can be more effective than “expert” strategies ([Peetz & Davydenko, 2021](#)), so it's a



good idea to encourage people to try strategies that they think might work for them regardless of whether or not they appear on our list.

But it's also possible to get a lot more specific and take account of an individual's particular barriers, as outlined below.

### ***Cost Strategies***

Regardless of the barriers a person was experiencing, cost strategies were often associated with a lower likelihood of abandoning one's veg\*n diet. This suggests that even when people don't identify cost as a concern or are dealing with other barriers, having affordable plant-based options available is important for diet maintenance.

Cost strategies included four individual strategies, of which one was most promising for success: Researching low-cost products (e.g., tofu). This doesn't mean that the others aren't useful—they certainly may be, especially for some people or in combination with other strategies—but if you are looking for a particular cost strategy to recommend to someone, helping them find low-cost products is the best option.

### ***Motivation Strategies***

Strategies for increasing motivation were effective for people with a range of barriers and were sometimes associated with a lower likelihood of abandoning one's veg\*n diet, including for people who suffered from low motivation. These strategies appeared to help people with low motivation cut out animal products and make them less likely to abandon their diet.

For those considering motivation strategies to help with low motivation or for other reasons, any of them may help, but the following were the most promising:

- Learn more about animals that are used for food
- Learn more about world hunger or social justice reasons for following a veg\*n diet
- Watch unpleasant or graphic images/video of farmed animals
- Learn more about religious/spiritual reasons for following a veg\*n diet
- Learn more about health benefits of following a veg\*n diet
- Learn more about saving money by following a veg\*n diet

### ***Health Strategies***

Strategies for improving health effects were moderately effective. They helped people who had several different barriers, including people who were feeling unhealthy on their diet, get closer to their goal level of animal product consumption. However, these strategies did not appear to protect against diet abandonment, which is a key risk for people who feel unhealthy on their



veg\*n diet. This suggests that feeling unhealthy remains a difficult challenge to overcome, though using health strategies in combination with other strategies that reduce the risk of diet abandonment (cost and motivation strategies) may be protective.

Of the strategies we considered, two were identified as more promising than the rest:

- Research how to be healthy on a veg\*n diet
- Talk to a medical professional about your diet

For the latter, however, we encourage advocates to let people know that not all medical professionals are up to date on the health benefits of plant-based diets, despite a wealth of evidence and direct recommendations to physicians to advise them ([Tuso, 2013](#)).

## **Social Strategies**

Social strategies were helpful for people who were experiencing most of the barriers we measured, making them the most flexible type of strategy. Most notably, they were helpful for people with the social barriers of low autonomy support (support from friends and family), negative influence from one's culture, or having a small veg\*n network. Social strategies helped individuals with those barriers cut out animal products and get closer to their veg\*n goals.

Unfortunately, however, social strategies were less effective for people who don't identify strongly as a veg\*n, suggesting that advocates may need to suggest other strategies and find ways to increase identification. This is somewhat surprising, as we might expect that spending more time around other veg\*ns would increase that identification.

For those considering social strategies, using any could help, but the following were the most promising:

- Participate in an online community (e.g., Facebook group) for people with diets similar to yours
- Ask your family or friends to be supportive of your diet
- Try to meet new people with diets similar to yours
- Avoid people who are unsupportive or critical of your diet
- Explain to your family or friends why this diet is important to you

## **Ability Strategies**

Strategies for improving one's ability to follow the diet were somewhat effective, helping people with a range of different barriers be successful. However, they had no apparent effect on people who were experiencing the ability-related barriers of difficulty finding or preparing veg\*n food or having low personal control over food, indicating the challenge of overcoming these practical problems. Other research highlights the problem of systemic lack of access to healthy and



affordable food in many areas (see [Food Empowerment Project](#)), and this finding further illustrates that individual-level solutions to these problems may not exist.

For individuals who do have choices available, the following ability strategies can be recommended as the most promising:

- Research products (e.g., meat alternatives) that fit your diet
- Switch to a restaurant, dining hall, etc., with better options for your diet
- Switch to a grocery store with better options for your diet
- Eat products that are designed as meat replacements (e.g., veggie burger, soy chick'n)
- Increase the amount of cooking you do yourself

### ***Cravings Strategies***

Strategies for dealing with cravings were less useful than the rest, but some individuals may feel that they need them and may find them helpful. For those who want to try them, we recommend several strategies that were individually associated with better consumption success:

- Plan a strategy for dealing with temptation if it occurs
- Avoid places or situations that might tempt you
- Change the way you were thinking about a craving or a food you craved
- Distract yourself from a craving
- Plan meals in advance (e.g., before grocery shopping, going to a restaurant)
- Remind yourself why you're following this diet

## Caveats & Limitations

As with all studies, this one has some important caveats and limitations to bear in mind. In addition to the general limitations covered in the [first report](#), there are some that are specifically worth thinking about with regard to the findings presented in this report.

### Correlational Data

First, as we have previously noted, this study is not an experiment: We did not randomly assign people to use different strategies or experience different barriers (and we never will do the latter, as it would be unethical). This means that all reported findings are correlational. Because the study is longitudinal, with data collected over a six-month period, we are more able to draw conclusions about what caused what than we usually can with correlational data—something reported on the last survey could have been caused by something reported on the first survey, but not vice-versa—but there are still limits on interpretation. These differ for strategies and barriers, as described below.

#### ***Self-Selected Strategies***

The correlational nature of the study, as described above, means that the strategies discussed in this report were self-selected by the participants—they chose how to approach their own veg\*n transition and how to tackle any barriers they were experiencing.

While this tells us which strategies tend to be associated (correlated) with success, it is not possible to say for sure that they caused that success. The issue is that people who were more likely to succeed all along for other reasons may be more likely to use a particular strategy. This may seem far-fetched, but consider an example: Someone who finds going vegan easy because they never ate much meat anyway will be more successful than average. And because they don't have to spend a lot of time thinking about things like how to stay motivated, find cheaper meat alternatives, or deal with cravings, they have more time to spend on “fun” strategies like meeting other vegans or looking up recipes. This is a form of advantage or privilege that would increase the association between their chosen strategies and success, but it isn't the strategies that made these people successful.

Because of this limitation, it's best to consider the findings of this study as indicative of strategies that are the most *promising*, but they are not proven to help everyone. For this reason, we plan to follow up this research with an experiment to get stronger casual data about some of the most promising strategies.



## ***Not All “Barriers” Should Be Addressed: Don’t Recommend Perfectionism***

When it comes to what we describe as barriers in this study, what we are referring to are pre-existing factors that were associated (correlated) with less success on one’s veg\*n diet. In most cases, if you as an advocate have an opportunity to help people remove those barriers, it seems clearly advisable to do so. Lacking social support, finding veg\*nism expensive, having low motivation—these are all barriers that it may be possible to overcome through direct solutions. Making new friends, finding cheaper products, and increasing one’s motivation are all good things.

However, you may have noticed that throughout this report, we have included dietary perfectionism in sections referring to barriers/supports but have not included it in discussions of barriers the way we do for the others. That’s because of the correlational nature of the study coupled with the nature of perfectionism.

We found that dietary perfectionism—the tendency of people to say that they can’t be satisfied unless they follow their diet goal perfectly—was associated with greater consumption success, getting closer to one’s diet goal. This might make you think that we should recommend that people be more perfectionist in their approach to veg\*nism. Instead, we caution against that.

If someone is naturally inclined toward this approach, that’s their choice and it may help them, so don’t feel the need to steer them away from it. However, advising people that they should only be satisfied with perfection has several possible negative consequences, all supported by research: it could drive them toward harmful, self-blaming form of perfectionism, they may stop listening to you or give up on changing their diet, or it may play into negative stereotypes of vegans ([Faunalytics, 2012](#); [Faunalytics, 2019](#)). Unless and until experimental research shows that directing people to use a perfectionistic approach to diet change is helpful and doesn’t cause harm to their mental health and/or the animal protection cause, the research does not support it as a strategy.

## **Limited Barriers In This Sample**

The final caveat on the results in this report is that this study had a relatively privileged sample of participants: In addition to being highly committed to their diet change, as noted in every report, we also found that they reported limited barriers even at the beginning.

While we don’t have the data to say for sure that these participants experienced fewer barriers than most people who try to go veg\*n, it seems likely based on the barriers reported by former veg\*ns in [Faunalytics’ 2014 study](#). It is also plausible that this would occur in a longitudinal study because the commitment of the study itself is substantial—participants had to agree to complete seven surveys over six months, something that more committed individuals and those



who had fewer barriers to juggle may be more likely to agree to. So what does this mean for the findings? There are two major implications.

First, with limited barriers to analyze, our ability to find statistically significant results is lower, meaning that some associations that should have emerged with a more representative sample may not have. For example, maybe low motivation should have been a bigger barrier or cravings strategies should have been more helpful. We included marginally significant findings in our reporting to help address this issue, but it is still a possibility that only continued research can address.

Second, the descriptive details about how common different barriers and strategies are should not be assumed to generalize to all new veg\*ns. It is very probable that the average person from the general population experiences more barriers and uses fewer strategies than the people in this study. These participants, who had the time and ability to participate in long-term research, should be considered the low-hanging fruit of new veg\*ns, the easiest ones to support.

While these caveats are important to bear in mind, we don't feel they undermine the value of the research. All research is subject to limitations, and the value of longitudinal studies is primarily in seeing how things evolve over time. The findings with respect to how barriers and strategies influence success are the most important focus of this study, and they point to many important recommendations for advocates and future researchers. As always, we advise you to read research through a critical lens and never take results as definitively proven, but we hope and believe that these findings will be useful to many people.



## Supplementary Materials

### Barriers And Supports For Successful Diet Change: Details Of Over-Time Analyses

As noted in its introductory paragraph, the section *Barriers And Supports For Successful Diet Change* shows how participants' barriers/supports changed over the course of the study with graphs and analyses. The graphs show the barriers/supports in useful categories, but the analyses themselves treated the data as continuous.

We used latent growth modeling with the *lavaan* package in R, adjusting for missing data with full information maximum likelihood modeling (FIML) to examine whether there was a linear trend in the barriers/supports experienced over the seven study time points. To do so, we conducted one analysis per barrier/support, using its numeric form. While not technically correct for ordinal variables, we chose this simplification over excluding all missing data, as *lavaan*'s latent growth model function is not yet set up for ordinal data.

We fixed the intercept weighting at each time point to 1, and the slope weightings to linear coefficients from 0 through 6. We examined the results for the fit of the overall model and the significance of the common slope. We considered the fit to be adequate for all models except those indicated in the report body. All CFI values not otherwise indicated were greater than .91, and all RMSEA values not otherwise indicated were less than .08.

### Barriers/Supports And Success: Detailed Results

In the section *Barriers/Supports & Success*, we describe how barriers/supports were associated with diet maintenance versus abandonment, consumption success, and felt success. These were obtained using 15 bivariate regression analyses per dependent variable: one with each support/barrier as the predictor.

Results are shown in the tables below. P-values were corrected for False Discovery Rate (FDR) at the level of dependent variable, as shown in the last column.



**Table 17. Diet Maintenance Vs. Abandonment Predicted By Each Support/Barrier**

Barrier	$\beta$	p	p (FDR)
Perceived Healthiness on Diet	0.94	0	0.006
Identification with Goal Diet	0.6	0.009	0.066
Societal Perceptions of Diet	0.57	0.013	0.066
Dietary Perfectionism	0.54	0.029	0.108
Extent of Habit Formation	0.42	0.047	0.142
Shame/Pride in Diet	0.45	0.057	0.142
Cultural Influence on Ease of Following Diet	0.58	0.087	0.187
Personal Control over Food	-0.55	0.118	0.222
Progress on Health Goals	0.25	0.253	0.399
Autonomy Support	0.24	0.291	0.399
Size of Veg*n Network	0.31	0.293	0.399
Feelings of Motivation	0.17	0.436	0.545
Cost	0.14	0.556	0.642
Ability to Find or Prepare Food	-0.1	0.749	0.802
Cravings for Animal Products	-0.02	0.922	0.922



**Table 18. Distance from Goal Predicted By Each Support/Barrier**

Barrier	$\beta$	p	p (FDR)
Dietary Perfectionism	-0.33	0	0.002
Cultural Influence on Ease of Following Diet	-0.37	0.001	0.006
Autonomy Support	-0.28	0.001	0.006
Extent of Habit Formation	-0.23	0.007	0.024
Cost	-0.23	0.008	0.024
Shame/Pride in Diet	-0.21	0.028	0.07
Ability to Find or Prepare Food	-0.19	0.042	0.085
Perceived Healthiness on Diet	-0.18	0.045	0.085
Identification with Goal Diet	-0.17	0.065	0.109
Feelings of Motivation	-0.13	0.097	0.136
Size of Veg*n Network	-0.15	0.1	0.136
Progress on Health Goals	-0.15	0.113	0.142
Cravings for Animal Products	0.09	0.248	0.286
Societal Perceptions of Diet	-0.09	0.28	0.3
Personal Control over Food	-0.07	0.434	0.434



**Table 19. Felt Success Predicted By Each Support/Barrier**

Barrier	$\beta$	p	p (FDR)
Personal Control over Food	0.3	0	0.007
Ability to Find or Prepare Food	0.27	0.002	0.012
Identification with Goal Diet	0.28	0.002	0.012
Size of Veg*n Network	0.19	0.04	0.15
Autonomy Support	0.15	0.097	0.291
Cravings for Animal Products	-0.11	0.167	0.368
Perceived Healthiness on Diet	0.12	0.189	0.368
Extent of Habit Formation	0.11	0.196	0.368
Societal Perceptions of Diet	-0.09	0.288	0.481
Shame/Pride in Diet	0.09	0.364	0.546
Dietary Perfectionism	0.07	0.469	0.639
Progress on Health Goals	0.06	0.566	0.708
Cultural Influence on Ease of Following Diet	0.01	0.915	0.965
Cost	-0.01	0.938	0.965
Feelings of Motivation	0	0.965	0.965



## Useful Strategies To Support Diet Change: Detailed Results

In the section *Useful Strategies To Support Diet Change*, we describe which strategies appear to help with which barriers. The analyses were too complex for most of our readers to be able to action, so we simplified the results considerably in the body of this report.

A full description of the strategies, strategy types, and analyses is provided below.

### Strategies & Strategy Types

On each survey, participants were asked about six types of strategy they might have used, with between 4 and 11 individual strategies (including an open-ended ‘other’ option) per type. They checked off any that they had done in the past month, or selected *none of the above* (not shown). All of these strategies we presented to participants are shown in the table below, in the type groupings used.

**Table 20. All Individual Strategies By Type**

Strategy Type	Strategies
Increase social support	<ol style="list-style-type: none"><li>1. Participated in a community event (in person) for people with diets similar to yours</li><li>2. Participated in an online community (e.g., Facebook group) for people with diets similar to yours</li><li>3. Explained to your family or friends why this diet is important to you</li><li>4. Asked your family or friends to be supportive of your diet</li><li>5. Avoided people who are unsupportive or critical of your diet</li><li>6. Tried to meet new people with diets similar to yours</li><li>7. Something else to increase social support for your diet</li></ol>
Increase ability to follow diet	<ol style="list-style-type: none"><li>1. Eaten a product designed to replace meat (e.g., veggie burger, veggie sausage, veggie chicken)</li><li>2. Switched to a grocery store with better options for your diet</li><li>3. Increased the amount of cooking you do yourself</li><li>4. Looked for restaurants that fit your diet</li><li>5. Looked for recipes that fit your diet</li><li>6. Researched products (e.g., meat alternatives) that fit your diet</li><li>7. Switched to a restaurant, dining hall, etc., with better options for your diet</li><li>8. Something else to make it easier to follow your diet</li></ol>
Lower cost	<ol style="list-style-type: none"><li>1. Looked for cheaper restaurants</li><li>2. Looked for recipes with low-cost ingredients</li><li>3. Researched low-cost products that fit your diet (e.g., tofu)</li><li>4. Something else to lower the cost of your diet</li></ol>

Improve health effects of diet	<ol style="list-style-type: none"> <li>1. Got a blood test to check your iron, B12, cholesterol, or other diet-related levels</li> <li>2. Talked to a medical professional about your diet</li> <li>3. Taken vitamins or nutritional supplements</li> <li>4. Researched how to be healthy on your diet</li> <li>5. Something else to improve the health effects of your diet</li> </ol>
Increase motivation	<ol style="list-style-type: none"> <li>1. Joined a campaign or challenge that supports a diet like yours (e.g., Try Veg, Challenge 22+)</li> <li>2. Seen unpleasant or graphic images/video of farmed animals</li> <li>3. Learned more about religious/spiritual reasons for following this diet</li> <li>4. Learned more about the environmental impact of eating meat</li> <li>5. Learned more about world hunger or social justice reasons for following this diet</li> <li>6. Learned more about animals that are used for food</li> <li>7. Learned more about the health benefits of following this diet</li> <li>8. Learned more about saving money by following this diet</li> <li>9. Something else to increase your motivation</li> </ol>
Deal with cravings	<ol style="list-style-type: none"> <li>1. Planned a strategy for dealing with temptation if it occurs</li> <li>2. Made an exception and ate something you craved</li> <li>3. Got past a craving by reminding yourself why you're following this diet</li> <li>4. Avoided places or situations that might tempt you</li> <li>5. Fought the urge to eat meat/animal products</li> <li>6. Tried a plant-based substitute for something you craved (e.g., veggie bacon)</li> <li>7. Changed the way you were thinking about a craving or a food you craved</li> <li>8. Distracted yourself from a craving</li> <li>9. Planned meals in advance (e.g., before grocery shopping, going to a restaurant)</li> <li>10. Changed a situation to get rid of a temptation (e.g., hid meat in the back of the fridge; walked out of a restaurant because the smell was too tempting)</li> <li>11. Something else to deal with cravings</li> </ol>



## ***Analysis Overview***

We began by testing a [pre-registered hypothesis](#) that strategies matching a particular barrier would reduce the detrimental effect of that barrier on success, applying an FDR correction across the 9 estimates obtained per barrier-strategy combination.

After finding partial support for the matching hypothesis, we proceeded to exploratory analyses to examine all possible combinations of barriers and strategies. To be cautious in our inferences, we made FDR corrections across the 54 estimates obtained per *strategy type* in these exploratory analyses. See sections below for more details.

Ideally, we would have liked to conduct multivariate analyses to tease apart the effects of different types of strategy. Unfortunately, strategy types were correlated—people who used one type frequently tended to also use other types. While the correlations themselves were moderate, ranging from  $r = .36$  to  $r = .60$  (all  $p < .0001$ ), they produced substantial multicollinearity in the models, particularly once interaction terms were introduced (several VIFs  $> 5$  or  $> 10$ ). As a result, we pivoted to an approach in which we analyzed each strategy-barrier pair individually. While this means that some effects are likely driven by shared variance with other, untested predictors, partialled estimates from multivariate analyses would be too unstable to be trusted.

## ***Defining Barrier Variables***

In this study, we measured supports/barriers primarily using bipolar ordinal scales. However, before beginning analyses we dichotomized the variables so that we could define people as having barriers or not. We used the two most negative scale points for ordinal variables (e.g., *very unmotivated* and *unmotivated*) and set a cut-off one standard deviation below the mean for continuous variables.

For the strategy tables in the body of the report, we used participants' barriers at the beginning of the study. Specifically, we used their response from the baseline survey if it was available, but if not (because people who had just started their new diet were not asked about barriers at baseline) we used their response from the first follow-up survey. Cases with missing data on both of the first two surveys were left as missing.

## ***Defining Strategy Variables***

All individual strategy variables measured are listed in Table 20 above. As a reminder, in each survey, participants were asked about six types of strategy they might have used, with between 4 and 11 specific strategies (including an open-ended 'other' option) per type. They checked off any that they had done in the past month, or selected *none of the above* for that group.



To examine the impact of strategy use, we primarily relied on participants' frequency of using a particular type of strategy across the study period. This was calculated as the number of times over the full six-month period that a person used any strategy of that type (e.g., any social strategy) divided by the number of surveys they completed (i.e., the maximum number of times they could have reported using the strategy).

### ***Translating The Results Below Into Table 10***

Multiple tables of complex results are reported in the two subsequent sections, but in the report body, strategies are simply described as either “helpful” (blue) or “not helpful” (amber). Strategies were considered helpful for a particular barrier if they showed one of two patterns with significance or marginal significance ( $p < .10$  after FDR correction): an interaction such that people with the barrier benefited from using the strategy to a greater extent than people without the barrier (e.g., as observed for autonomy support and social strategies in pre-registered analyses; interaction  $p < .001$ ; see Table 21); or a main effect of strategy use such that people who used it more benefited regardless of whether or not they had the barrier (e.g., as observed for societal perceptions of veg\*nism and social strategies in pre-registered analyses; main effect  $p < .001$ ; see Table 21).

Strategies were considered not helpful for a particular barrier if they showed one of two patterns with significance or marginal significance ( $p < .10$  after FDR correction): an interaction such that people without the barrier benefited from using the strategy to a greater extent than people with the barrier (e.g., as observed for the effect of cost and cost strategies on consumption success in pre-registered analyses; interaction  $p < .001$ ; see Table 21); or a null effect (e.g., as observed for personal control and ability strategies in pre-registered analyses;  $p = .22$ ; see Table 21). In cases where both helpful and unhelpful effects were found (such as for cost and cost strategies), we reported the positive effect because none of the unhelpful effects were negatively associated for people with barriers, just null.

Where there is overlap in the pre-registered and exploratory analyses, the adjusted significance values from the pre-registered analyses were used for reporting, as that was the purpose of pre-registration.

### ***Hypothesis Testing***

We began with a [pre-registered hypothesis](#) that strategies matching a particular barrier would reduce the detrimental effect of that barrier on success. We adjusted  $p$ -values for FDR across the 9 estimates obtained per barrier-strategy combination.

Matching strategies and barriers were pre-defined as follows:

- Social strategies with low autonomy support, negative beliefs about societal perceptions, low pride in the diet, small veg\*n network, and negative cultural influence,



- Ability strategies with personal control over food and ability to find or prepare food,
- Cost-reduction strategies with perceiving the diet as costly,
- Health strategies with low feelings of healthiness and low perceived progress on health goals,
- Motivation strategies with low motivation, and
- Craving-reduction strategies with frequent cravings.

Our first series of regression analyses was set up to examine our matching hypothesis. We conducted three regressions per barrier/strategy pair: one for each of consumption success, felt success, and diet maintenance vs. abandonment. The consumption success and felt success analyses were conducted using *lavaan* so that we could account for missing data using FIML estimation. Logistic regressions predicting diet maintenance versus abandonment were conducted using the *mice* package, with missing data imputed.

Within each of those three regression analyses, there were three estimates of interest: the main effect of barrier (effect-coded presence/absence), the main effect of strategy use frequency (calculated as described under *Strategy Variables* above and standardized), and the interaction (multiplication) of those two terms. We corrected for FDR across the 9 estimates of interest per barrier/strategy pair (3 regression models x 3 estimates of interest per model).

The findings for each set are shown in the table below.

**Table 21. Regression Results for All Matching Strategy-Barrier Pairs**

Dependent Variable	Predictor	B	p	p (FDR)
Autonomy Support x Social Strategies				
FU6.Goal.Distance	Aut.Support.Barrier X Social.Strategy.Use	-0.281	0	0
FU6.Goal.Distance	Aut.Support.Barrier	0.145	0.001	0.004
Diet.Maintenance	Social.Strategy.Use	0.389	0.17	0.511
FU6.Goal.Distance	Social.Strategy.Use	-0.133	0.252	0.566
FU6.Felt.Success	Aut.Support.Barrier	-0.038	0.47	0.805
FU6.Felt.Success	Aut.Support.Barrier X Social.Strategy.Use	0.038	0.537	0.805
FU6.Felt.Success	Social.Strategy.Use	0.056	0.686	0.882
Diet.Maintenance	Aut.Support.Barrier X Social.Strategy.Use	-0.032	0.859	0.966
Diet.Maintenance	Aut.Support.Barrier	0.004	0.98	0.98
Societal Perceptions x Social Strategies				
FU6.Goal.Distance	Social.Strategy.Use	-0.556	0	0
FU6.Goal.Distance	Societal.Perceptions.Barrier X Social.Strategy.Use	0.117	0.074	0.334
Diet.Maintenance	Social.Strategy.Use	0.347	0.206	0.618
Diet.Maintenance	Societal.Perceptions.Barrier	-0.146	0.299	0.62
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.049	0.345	0.62
FU6.Felt.Success	Social.Strategy.Use	0.103	0.423	0.635
Diet.Maintenance	Societal.Perceptions.Barrier X Social.Strategy.Use	0.035	0.809	0.912
FU6.Felt.Success	Societal.Perceptions.Barrier X Social.Strategy.Use	0.017	0.811	0.912
FU6.Felt.Success	Societal.Perceptions.Barrier	0.001	0.981	0.981



Network Size x Social Strategies NA NA NA

FU6.Goal.Distance	Social.Strategy.Use	-0.484	0	0.002
FU6.Felt.Success	Network.Size.Barrier	-0.093	0.115	0.417
Diet.Maintenance	Network.Size.Barrier	-0.207	0.139	0.417
FU6.Felt.Success	Network.Size.Barrier X Social.Strategy.Use	0.072	0.286	0.467
Diet.Maintenance	Social.Strategy.Use	0.336	0.309	0.467
FU6.Goal.Distance	Network.Size.Barrier	0.058	0.312	0.467
FU6.Goal.Distance	Network.Size.Barrier X Social.Strategy.Use	0.029	0.656	0.78
Diet.Maintenance	Network.Size.Barrier X Social.Strategy.Use	-0.065	0.694	0.78
FU6.Felt.Success	Social.Strategy.Use	0.004	0.978	0.978

Cultural Influence x Social Strategies NA NA NA

FU6.Goal.Distance	Cultural.Influence.Barrier	0.25	0	0
FU6.Goal.Distance	Social.Strategy.Use	-0.373	0.001	0.004
FU6.Goal.Distance	Cultural.Influence.Barrier X Social.Strategy.Use	-0.224	0.018	0.053
Diet.Maintenance	Social.Strategy.Use	0.414	0.154	0.347
FU6.Felt.Success	Cultural.Influence.Barrier X Social.Strategy.Use	0.12	0.197	0.355
FU6.Felt.Success	Cultural.Influence.Barrier	-0.061	0.269	0.403
Diet.Maintenance	Cultural.Influence.Barrier X Social.Strategy.Use	-0.195	0.545	0.672
FU6.Felt.Success	Social.Strategy.Use	0.066	0.597	0.672
Diet.Maintenance	Cultural.Influence.Barrier	0	0.997	0.997



Personal Control x Ability Strategies			NA	NA	NA
FU6.Felt.Success	Personal.Control.Barrier		-0.166	0.024	0.219
FU6.Goal.Distance	Personal.Control.Barrier		0.147	0.078	0.351
FU6.Felt.Success	Ability.Strategy.Use		-0.303	0.35	0.835
FU6.Goal.Distance	Personal.Control.Barrier X Ability.Strategy.Use		-0.156	0.371	0.835
Diet.Maintenance	Ability.Strategy.Use		0.376	0.474	0.852
FU6.Felt.Success	Personal.Control.Barrier X Ability.Strategy.Use		0.065	0.655	0.876
Diet.Maintenance	Personal.Control.Barrier		0.058	0.713	0.876
Diet.Maintenance	Personal.Control.Barrier X Ability.Strategy.Use		0.055	0.863	0.876
FU6.Goal.Distance	Ability.Strategy.Use		-0.059	0.876	0.876
Ability to Find/Prepare Food x Ability Strategies			NA	NA	NA
FU6.Felt.Success	Ability.Barrier		-0.214	0.012	0.11
FU6.Goal.Distance	Ability.Strategy.Use		-1.193	0.029	0.125
FU6.Felt.Success	Ability.Strategy.Use		-0.934	0.042	0.125
FU6.Goal.Distance	Ability.Barrier X Ability.Strategy.Use		0.356	0.058	0.131
FU6.Felt.Success	Ability.Barrier X Ability.Strategy.Use		0.262	0.105	0.19
Diet.Maintenance	Ability.Strategy.Use		0.57	0.419	0.628
Diet.Maintenance	Ability.Barrier X Ability.Strategy.Use		-0.152	0.732	0.913
FU6.Goal.Distance	Ability.Barrier		-0.024	0.812	0.913
Diet.Maintenance	Ability.Barrier		0	0.999	0.999



Cost x Cost Strategies			NA	NA	NA
FU6.Goal.Distance	Cost.Strategy.Use	-0.352	0.002	0.015	
Diet.Maintenance	Cost.Strategy.Use	0.703	0.003	0.015	
FU6.Goal.Distance	Cost.Barrier X Cost.Strategy.Use	0.252	0.02	0.061	
FU6.Felt.Success	Cost.Barrier X Cost.Strategy.Use	-0.195	0.069	0.156	
FU6.Felt.Success	Cost.Barrier	0.079	0.404	0.726	
Diet.Maintenance	Cost.Barrier X Cost.Strategy.Use	-0.221	0.523	0.764	
FU6.Goal.Distance	Cost.Barrier	0.053	0.595	0.764	
FU6.Felt.Success	Cost.Strategy.Use	0.016	0.888	0.929	
Diet.Maintenance	Cost.Barrier	-0.024	0.929	0.929	
Perceived Healthiness x Health Strategies			NA	NA	NA
FU6.Goal.Distance	Health.Strategy.Use	-0.349	0.009	0.08	
FU6.Goal.Distance	Healthiness.Barrier X Health.Strategy.Use	0.063	0.118	0.532	
FU6.Felt.Success	Health.Strategy.Use	0.095	0.477	0.932	
Diet.Maintenance	Health.Strategy.Use	0.163	0.631	0.932	
Diet.Maintenance	Healthiness.Barrier X Health.Strategy.Use	-0.036	0.706	0.932	
FU6.Felt.Success	Healthiness.Barrier	0.01	0.788	0.932	
FU6.Goal.Distance	Healthiness.Barrier	-0.007	0.858	0.932	
Diet.Maintenance	Healthiness.Barrier	-0.012	0.864	0.932	
FU6.Felt.Success	Healthiness.Barrier X Health.Strategy.Use	0.003	0.932	0.932	



Health Goal Progress x Health Strategies NA NA NA

FU6.Goal.Distance	Health.Strategy.Use	-0.224	0.051	0.462
FU6.Goal.Distance	Health.Goal.Progress.Barrier	0.044	0.178	0.748
FU6.Goal.Distance	Health.Goal.Progress.Barrier X Health.Strategy.Use	-0.088	0.29	0.748
FU6.Felt.Success	Health.Strategy.Use	0.097	0.413	0.748
FU6.Felt.Success	Health.Goal.Progress.Barrier	0.024	0.453	0.748
Diet.Maintenance	Health.Strategy.Use	0.205	0.499	0.748
Diet.Maintenance	Health.Goal.Progress.Barrier X Health.Strategy.Use	0.559	0.812	0.923
FU6.Felt.Success	Health.Goal.Progress.Barrier X Health.Strategy.Use	0.017	0.821	0.923
Diet.Maintenance	Health.Goal.Progress.Barrier	0.163	0.995	0.995

Motivation x Motivation Strategies NA NA NA

FU6.Goal.Distance	Motivation.Strategy.Use	-0.482	0	0.001
Diet.Maintenance	Motivation.Strategy.Use	0.571	0.029	0.129
FU6.Goal.Distance	Motivation.Barrier X Motivation.Strategy.Use	0.038	0.114	0.341
FU6.Felt.Success	Motivation.Barrier	0.026	0.247	0.556
FU6.Felt.Success	Motivation.Strategy.Use	0.13	0.317	0.571
FU6.Felt.Success	Motivation.Barrier X Motivation.Strategy.Use	-0.014	0.55	0.793
Diet.Maintenance	Motivation.Barrier X Motivation.Strategy.Use	-0.06	0.617	0.793
FU6.Goal.Distance	Motivation.Barrier	-0.008	0.729	0.821
Diet.Maintenance	Motivation.Barrier	0.209	0.995	0.995

Cravings x Cravings Strategies		NA	NA	NA
FU6.Felt.Success	Cravings.Barrier X Cravings.Strategy.Use	-0.083	0.133	0.993
FU6.Goal.Distance	Cravings.Barrier	0.032	0.415	0.993
Diet.Maintenance	Cravings.Strategy.Use	0.202	0.593	0.993
Diet.Maintenance	Cravings.Barrier X Cravings.Strategy.Use	-0.135	0.607	0.993
FU6.Felt.Success	Cravings.Strategy.Use	-0.056	0.733	0.993
FU6.Goal.Distance	Cravings.Strategy.Use	-0.033	0.846	0.993
Diet.Maintenance	Cravings.Barrier	0.008	0.938	0.993
FU6.Goal.Distance	Cravings.Barrier X Cravings.Strategy.Use	0.003	0.967	0.993
FU6.Felt.Success	Cravings.Barrier	0	0.993	0.993

### ***Exploratory Barrier-Strategy Analyses***

After the above analyses, we used the same approach of building three regression models per strategy-barrier combination, one per outcome variable, but this time ran all possible strategy-barrier combinations (e.g., autonomy support barrier with social strategy use, autonomy support barrier with motivation strategy use, autonomy support barrier with social strategy use, autonomy support barrier with health strategy use, and so on).

Given the very large number of tests and estimates involved in this exploratory process, we applied the FDR correction across all estimates for a given barrier: 6 strategies x 9 estimates = 54 estimates per barrier. This is more conservative than the approach we used for the pre-registered analyses, enabling us to maintain a Type I error rate of 5% when considering “what works” for each barrier.

The findings are shown below. Notably, there were several barriers for which these results would suggest multiple strategies worked equally well, which we suspect can be attributed to the multicollinearity mentioned above. This is particularly noticeable for autonomy support and cultural influence. Given our pre-registered hypothesis for these barriers, we suspect that social strategies drive the positive effect on these barriers.

**Table 22. FDR-Adjusted Results for All Strategies with Autonomy Support**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Aut.Support.Barrier X Ability.Strategy.Use	-0.361	0	0
FU6.Goal.Distance	Aut.Support.Barrier X Social.Strategy.Use	-0.281	0	0
FU6.Goal.Distance	Aut.Support.Barrier X Motivation.Strategy.Use	-0.301	0	0
FU6.Goal.Distance	Aut.Support.Barrier X Health.Strategy.Use	-0.26	0	0
FU6.Goal.Distance	Aut.Support.Barrier X Cost.Strategy.Use	-0.217	0	0
FU6.Goal.Distance	Aut.Support.Barrier	0.182	0	0
FU6.Goal.Distance	Aut.Support.Barrier	0.179	0	0.002
FU6.Goal.Distance	Aut.Support.Barrier	0.147	0.001	0.006
FU6.Goal.Distance	Aut.Support.Barrier	0.145	0.001	0.006
FU6.Goal.Distance	Aut.Support.Barrier X Cravings.Strategy.Use	-0.213	0.004	0.021
FU6.Goal.Distance	Aut.Support.Barrier	0.133	0.004	0.021
FU6.Felt.Success	Aut.Support.Barrier X Ability.Strategy.Use	0.178	0.013	0.048
FU6.Felt.Success	Aut.Support.Barrier X Cost.Strategy.Use	0.14	0.013	0.048
Diet.Maintenance	Motivation.Strategy.Use	0.618	0.013	0.048
FU6.Felt.Success	Aut.Support.Barrier X Health.Strategy.Use	0.145	0.018	0.062
Diet.Maintenance	Cost.Strategy.Use	0.726	0.021	0.067
Diet.Maintenance	Social.Strategy.Use	0.489	0.056	0.167
FU6.Felt.Success	Cost.Strategy.Use	-0.205	0.073	0.208
Diet.Maintenance	Ability.Strategy.Use	0.524	0.088	0.238
FU6.Felt.Success	Cravings.Strategy.Use	-0.22	0.132	0.338
FU6.Goal.Distance	Motivation.Strategy.Use	-0.148	0.172	0.423
FU6.Felt.Success	Aut.Support.Barrier	-0.069	0.183	0.429
FU6.Felt.Success	Ability.Strategy.Use	-0.221	0.204	0.46
FU6.Goal.Distance	Social.Strategy.Use	-0.133	0.252	0.543
FU6.Felt.Success	Aut.Support.Barrier	-0.056	0.275	0.557
Diet.Maintenance	Cravings.Strategy.Use	0.401	0.279	0.557
FU6.Felt.Success	Aut.Support.Barrier X Motivation.Strategy.Use	0.072	0.289	0.557
Diet.Maintenance	Aut.Support.Barrier X Motivation.Strategy.Use	-0.124	0.329	0.613
FU6.Goal.Distance	Cravings.Strategy.Use	0.117	0.396	0.689
FU6.Felt.Success	Aut.Support.Barrier	-0.043	0.396	0.689
FU6.Felt.Success	Aut.Support.Barrier	-0.042	0.409	0.69
FU6.Felt.Success	Aut.Support.Barrier X Cravings.Strategy.Use	0.059	0.447	0.732
FU6.Felt.Success	Aut.Support.Barrier	-0.038	0.47	0.732
FU6.Goal.Distance	Cost.Strategy.Use	-0.075	0.475	0.732
FU6.Felt.Success	Aut.Support.Barrier	-0.034	0.497	0.737
Diet.Maintenance	Aut.Support.Barrier	-0.073	0.519	0.737
Diet.Maintenance	Aut.Support.Barrier X Cravings.Strategy.Use	0.113	0.519	0.737
FU6.Felt.Success	Aut.Support.Barrier X Social.Strategy.Use	0.038	0.537	0.737
Diet.Maintenance	Health.Strategy.Use	0.188	0.546	0.737
Diet.Maintenance	Aut.Support.Barrier	-0.06	0.605	0.795
Diet.Maintenance	Aut.Support.Barrier	-0.056	0.618	0.795
Diet.Maintenance	Aut.Support.Barrier	-0.058	0.634	0.796
FU6.Felt.Success	Social.Strategy.Use	0.056	0.686	0.834
Diet.Maintenance	Aut.Support.Barrier X Health.Strategy.Use	0.06	0.716	0.834
FU6.Felt.Success	Health.Strategy.Use	-0.046	0.718	0.834
Diet.Maintenance	Aut.Support.Barrier	-0.043	0.729	0.834
FU6.Goal.Distance	Health.Strategy.Use	0.037	0.747	0.834
Diet.Maintenance	Aut.Support.Barrier X Social.Strategy.Use	-0.04	0.757	0.834
Diet.Maintenance	Aut.Support.Barrier	-0.033	0.802	0.866
Diet.Maintenance	Aut.Support.Barrier X Ability.Strategy.Use	-0.031	0.821	0.869
FU6.Felt.Success	Motivation.Strategy.Use	0.005	0.971	0.999
Diet.Maintenance	Aut.Support.Barrier X Cost.Strategy.Use	-0.001	0.991	0.999
FU6.Goal.Distance	Ability.Strategy.Use	0	0.999	0.999

**Table 23. FDR-Adjusted Results for All Strategies with Societal Perceptions**

Dependent Variable	Predictor	B	P	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.556	0	0
FU6.Goal.Distance	Motivation.Strategy.Use	-0.453	0	0.003
FU6.Goal.Distance	Ability.Strategy.Use	-0.539	0	0.003
FU6.Goal.Distance	Cost.Strategy.Use	-0.369	0.001	0.008
FU6.Goal.Distance	Health.Strategy.Use	-0.383	0.002	0.025
Diet.Maintenance	Motivation.Strategy.Use	0.695	0.007	0.065
Diet.Maintenance	Cost.Strategy.Use	0.664	0.017	0.126
FU6.Goal.Distance	Societal.Perceptions.Barrier X Health.Strategy.Use	0.137	0.019	0.126
FU6.Goal.Distance	Societal.Perceptions.Barrier X Motivation.Strategy.Use	0.145	0.042	0.225
Diet.Maintenance	Social.Strategy.Use	0.516	0.048	0.225
Diet.Maintenance	Ability.Strategy.Use	0.554	0.052	0.225
Diet.Maintenance	Societal.Perceptions.Barrier X Motivation.Strategy.Use	-0.323	0.053	0.225
FU6.Goal.Distance	Societal.Perceptions.Barrier X Cost.Strategy.Use	0.12	0.054	0.225
FU6.Goal.Distance	Societal.Perceptions.Barrier X Ability.Strategy.Use	0.209	0.066	0.253
FU6.Goal.Distance	Societal.Perceptions.Barrier X Social.Strategy.Use	0.117	0.074	0.267
Diet.Maintenance	Cravings.Strategy.Use	0.532	0.139	0.458
Diet.Maintenance	Societal.Perceptions.Barrier	-0.172	0.144	0.458
Diet.Maintenance	Societal.Perceptions.Barrier	-0.159	0.193	0.544
Diet.Maintenance	Societal.Perceptions.Barrier	-0.153	0.2	0.544
FU6.Goal.Distance	Societal.Perceptions.Barrier X Cravings.Strategy.Use	0.096	0.201	0.544
FU6.Felt.Success	Health.Strategy.Use	0.159	0.22	0.55
Diet.Maintenance	Societal.Perceptions.Barrier	-0.156	0.224	0.55
Diet.Maintenance	Societal.Perceptions.Barrier	-0.152	0.242	0.55
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.071	0.244	0.55
FU6.Felt.Success	Societal.Perceptions.Barrier X Health.Strategy.Use	-0.062	0.291	0.629
Diet.Maintenance	Societal.Perceptions.Barrier X Health.Strategy.Use	0.146	0.338	0.663
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.049	0.345	0.663
FU6.Felt.Success	Cravings.Strategy.Use	-0.141	0.348	0.663
FU6.Goal.Distance	Cravings.Strategy.Use	-0.139	0.356	0.663
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.044	0.383	0.689
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.043	0.413	0.715
FU6.Felt.Success	Social.Strategy.Use	0.103	0.423	0.715
FU6.Felt.Success	Societal.Perceptions.Barrier X Cost.Strategy.Use	-0.049	0.442	0.723
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.036	0.479	0.742
Diet.Maintenance	Societal.Perceptions.Barrier	-0.088	0.518	0.742
FU6.Goal.Distance	Societal.Perceptions.Barrier	-0.035	0.519	0.742
FU6.Felt.Success	Motivation.Strategy.Use	0.079	0.522	0.742
Diet.Maintenance	Societal.Perceptions.Barrier X Ability.Strategy.Use	-0.128	0.522	0.742
Diet.Maintenance	Societal.Perceptions.Barrier X Cravings.Strategy.Use	-0.081	0.632	0.86
FU6.Felt.Success	Societal.Perceptions.Barrier X Cravings.Strategy.Use	-0.034	0.646	0.86
FU6.Felt.Success	Societal.Perceptions.Barrier X Motivation.Strategy.Use	-0.034	0.653	0.86
FU6.Felt.Success	Cost.Strategy.Use	-0.045	0.688	0.884
Diet.Maintenance	Societal.Perceptions.Barrier X Social.Strategy.Use	-0.052	0.708	0.885
Diet.Maintenance	Societal.Perceptions.Barrier X Cost.Strategy.Use	0.058	0.721	0.885
FU6.Felt.Success	Societal.Perceptions.Barrier	0.017	0.753	0.904
FU6.Felt.Success	Societal.Perceptions.Barrier X Social.Strategy.Use	0.017	0.811	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier	0.011	0.831	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier	0.009	0.862	0.933
FU6.Felt.Success	Ability.Strategy.Use	0.024	0.876	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier	0.01	0.879	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier	0.007	0.897	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier X Ability.Strategy.Use	-0.015	0.898	0.933
FU6.Felt.Success	Societal.Perceptions.Barrier	0.001	0.981	0.99
Diet.Maintenance	Health.Strategy.Use	-0.005	0.99	0.99

**Table 24. FDR-Adjusted Results for All Strategies with Network Size**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.484	0	0.005
FU6.Goal.Distance	Motivation.Strategy.Use	-0.456	0	0.005
FU6.Goal.Distance	Ability.Strategy.Use	-0.519	0	0.005
FU6.Goal.Distance	Cost.Strategy.Use	-0.298	0.008	0.106
Diet.Maintenance	Cost.Strategy.Use	0.675	0.02	0.215
Diet.Maintenance	Motivation.Strategy.Use	0.577	0.041	0.329
FU6.Goal.Distance	Network.Size.Barrier X Motivation.Strategy.Use	0.133	0.05	0.329
FU6.Felt.Success	Network.Size.Barrier	-0.11	0.061	0.329
FU6.Goal.Distance	Health.Strategy.Use	-0.223	0.062	0.329
Diet.Maintenance	Social.Strategy.Use	0.515	0.067	0.329
FU6.Felt.Success	Network.Size.Barrier	-0.108	0.067	0.329
FU6.Felt.Success	Network.Size.Barrier	-0.095	0.1	0.389
FU6.Goal.Distance	Network.Size.Barrier	0.094	0.11	0.389
FU6.Felt.Success	Network.Size.Barrier	-0.093	0.11	0.389
FU6.Goal.Distance	Network.Size.Barrier	0.096	0.11	0.389
FU6.Felt.Success	Network.Size.Barrier	-0.093	0.115	0.389
FU6.Felt.Success	Network.Size.Barrier	-0.092	0.143	0.413
Diet.Maintenance	Health.Strategy.Use	0.372	0.144	0.413
FU6.Felt.Success	Cravings.Strategy.Use	-0.205	0.146	0.413
Diet.Maintenance	Network.Size.Barrier X Health.Strategy.Use	-0.249	0.154	0.413
FU6.Goal.Distance	Network.Size.Barrier	0.082	0.161	0.413
FU6.Goal.Distance	Network.Size.Barrier	0.076	0.18	0.442
FU6.Felt.Success	Network.Size.Barrier X Motivation.Strategy.Use	0.09	0.193	0.453
FU6.Goal.Distance	Network.Size.Barrier	0.074	0.228	0.511
Diet.Maintenance	Cravings.Strategy.Use	0.427	0.239	0.511
FU6.Goal.Distance	Network.Size.Barrier X Ability.Strategy.Use	0.133	0.262	0.511
FU6.Felt.Success	Network.Size.Barrier X Health.Strategy.Use	0.081	0.265	0.511
Diet.Maintenance	Network.Size.Barrier	-0.147	0.265	0.511
Diet.Maintenance	Ability.Strategy.Use	0.376	0.278	0.514
FU6.Felt.Success	Network.Size.Barrier X Social.Strategy.Use	0.072	0.286	0.514
FU6.Goal.Distance	Network.Size.Barrier	0.058	0.312	0.543
Diet.Maintenance	Network.Size.Barrier	-0.131	0.336	0.557
Diet.Maintenance	Network.Size.Barrier	-0.129	0.342	0.557
Diet.Maintenance	Network.Size.Barrier	-0.127	0.351	0.557
Diet.Maintenance	Network.Size.Barrier	-0.122	0.382	0.59
FU6.Felt.Success	Cost.Strategy.Use	-0.095	0.406	0.609
FU6.Goal.Distance	Network.Size.Barrier X Cost.Strategy.Use	0.05	0.453	0.661
FU6.Goal.Distance	Network.Size.Barrier X Cravings.Strategy.Use	0.066	0.474	0.674
Diet.Maintenance	Network.Size.Barrier X Social.Strategy.Use	-0.09	0.504	0.698
Diet.Maintenance	Network.Size.Barrier X Motivation.Strategy.Use	-0.077	0.57	0.769
FU6.Felt.Success	Network.Size.Barrier X Cravings.Strategy.Use	0.047	0.6	0.784
FU6.Goal.Distance	Cravings.Strategy.Use	-0.07	0.621	0.784
Diet.Maintenance	Network.Size.Barrier X Ability.Strategy.Use	0.081	0.624	0.784
FU6.Goal.Distance	Network.Size.Barrier X Social.Strategy.Use	0.029	0.656	0.788
FU6.Felt.Success	Network.Size.Barrier X Cost.Strategy.Use	-0.029	0.657	0.788
Diet.Maintenance	Network.Size.Barrier X Cost.Strategy.Use	0.061	0.7	0.821
FU6.Felt.Success	Motivation.Strategy.Use	-0.041	0.751	0.863
FU6.Felt.Success	Health.Strategy.Use	0.032	0.792	0.891
FU6.Felt.Success	Network.Size.Barrier X Ability.Strategy.Use	-0.02	0.862	0.943
Diet.Maintenance	Network.Size.Barrier X Cravings.Strategy.Use	0.027	0.883	0.943
Diet.Maintenance	Network.Size.Barrier	-0.025	0.893	0.943
FU6.Felt.Success	Ability.Strategy.Use	0.017	0.908	0.943
FU6.Goal.Distance	Network.Size.Barrier X Health.Strategy.Use	0.004	0.96	0.978
FU6.Felt.Success	Social.Strategy.Use	0.004	0.978	0.978

**Table 25. FDR-Adjusted Results for All Strategies with Dietary Perfectionism**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	start.perf_barrier	0.246	0	0.002
FU6.Goal.Distance	Ability.Strategy.Use	-0.542	0	0.002
FU6.Goal.Distance	Social.Strategy.Use	-0.431	0	0.004
FU6.Goal.Distance	Motivation.Strategy.Use	-0.365	0.002	0.021
FU6.Goal.Distance	start.perf_barrier	0.152	0.003	0.034
FU6.Goal.Distance	start.perf_barrier	0.151	0.004	0.035
FU6.Goal.Distance	start.perf_barrier	0.143	0.005	0.036
FU6.Goal.Distance	start.perf_barrier	0.154	0.005	0.037
Diet.Maintenance	start.perf_barrier	-0.304	0.011	0.066
Diet.Maintenance	Cost.Strategy.Use	0.855	0.013	0.066
FU6.Goal.Distance	Health.Strategy.Use	-0.266	0.013	0.066
Diet.Maintenance	start.perf_barrier	-0.294	0.017	0.066
FU6.Goal.Distance	Cost.Strategy.Use	-0.251	0.017	0.066
FU6.Goal.Distance	start.perf_barrier	0.18	0.017	0.066
Diet.Maintenance	start.perf_barrier	-0.259	0.024	0.088
Diet.Maintenance	start.perf_barrier	-0.252	0.027	0.092
Diet.Maintenance	start.perf_barrier	-0.297	0.037	0.119
Diet.Maintenance	start.perf_barrier	-0.241	0.04	0.119
FU6.Goal.Distance	start.perf_barrier X Health.Strategy.Use	-0.186	0.062	0.177
Diet.Maintenance	start.perf_barrier X Ability.Strategy.Use	0.339	0.089	0.24
Diet.Maintenance	Social.Strategy.Use	0.46	0.098	0.253
Diet.Maintenance	Motivation.Strategy.Use	0.445	0.122	0.3
FU6.Felt.Success	start.perf_barrier X Social.Strategy.Use	-0.101	0.168	0.381
Diet.Maintenance	start.perf_barrier X Health.Strategy.Use	0.248	0.174	0.381
FU6.Felt.Success	Social.Strategy.Use	0.172	0.177	0.381
FU6.Felt.Success	start.perf_barrier X Cost.Strategy.Use	-0.086	0.192	0.399
FU6.Felt.Success	start.perf_barrier X Health.Strategy.Use	-0.134	0.209	0.414
Diet.Maintenance	Cravings.Strategy.Use	0.399	0.215	0.414
Diet.Maintenance	Ability.Strategy.Use	0.382	0.226	0.421
FU6.Felt.Success	start.perf_barrier X Ability.Strategy.Use	-0.197	0.263	0.469
FU6.Felt.Success	start.perf_barrier X Motivation.Strategy.Use	-0.079	0.277	0.469
Diet.Maintenance	start.perf_barrier X Cost.Strategy.Use	-0.162	0.278	0.469
FU6.Felt.Success	Cravings.Strategy.Use	-0.141	0.318	0.521
FU6.Felt.Success	start.perf_barrier	0.081	0.33	0.524
FU6.Goal.Distance	start.perf_barrier X Cravings.Strategy.Use	0.081	0.344	0.53
FU6.Felt.Success	Health.Strategy.Use	0.1	0.385	0.574
FU6.Felt.Success	Motivation.Strategy.Use	0.106	0.394	0.574
FU6.Felt.Success	start.perf_barrier	0.055	0.406	0.576
FU6.Felt.Success	start.perf_barrier X Cravings.Strategy.Use	-0.068	0.442	0.611
FU6.Goal.Distance	Cravings.Strategy.Use	-0.082	0.546	0.718
Diet.Maintenance	start.perf_barrier X Cravings.Strategy.Use	0.086	0.55	0.718
Diet.Maintenance	Health.Strategy.Use	0.177	0.558	0.718
FU6.Felt.Success	start.perf_barrier	0.027	0.627	0.787
FU6.Goal.Distance	start.perf_barrier X Motivation.Strategy.Use	0.031	0.651	0.799
FU6.Felt.Success	start.perf_barrier	0.025	0.668	0.802
FU6.Felt.Success	start.perf_barrier X Social.Strategy.Use	-0.021	0.709	0.819
Diet.Maintenance	start.perf_barrier X Social.Strategy.Use	-0.045	0.712	0.819
FU6.Felt.Success	Cost.Strategy.Use	-0.031	0.777	0.875
Diet.Maintenance	start.perf_barrier X Motivation.Strategy.Use	0.023	0.845	0.915
FU6.Goal.Distance	start.perf_barrier X Social.Strategy.Use	-0.013	0.847	0.915
FU6.Goal.Distance	start.perf_barrier X Ability.Strategy.Use	0.015	0.925	0.98
FU6.Goal.Distance	start.perf_barrier X Cost.Strategy.Use	0.004	0.951	0.984
FU6.Felt.Success	Ability.Strategy.Use	0.006	0.966	0.984
FU6.Felt.Success	start.perf_barrier	0.001	0.986	0.986

**Table 26. FDR-Adjusted Results for All Strategies with Strength of Identification**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.662	0	0
FU6.Goal.Distance	Ability.Strategy.Use	-0.767	0	0
FU6.Felt.Success	Identification.Barrier	-0.198	0	0
FU6.Goal.Distance	Motivation.Strategy.Use	-0.498	0	0.001
FU6.Felt.Success	Identification.Barrier	-0.174	0	0.002
FU6.Felt.Success	Identification.Barrier	-0.173	0	0.002
FU6.Felt.Success	Identification.Barrier	-0.17	0	0.002
FU6.Felt.Success	Identification.Barrier	-0.168	0	0.002
FU6.Felt.Success	Identification.Barrier	-0.171	0	0.003
FU6.Goal.Distance	Cost.Strategy.Use	-0.349	0.001	0.006
FU6.Goal.Distance	Identification.Barrier X Ability.Strategy.Use	0.174	0.003	0.013
FU6.Goal.Distance	Identification.Barrier X Social.Strategy.Use	0.132	0.007	0.031
Diet.Maintenance	Cost.Strategy.Use	0.804	0.009	0.035
FU6.Goal.Distance	Health.Strategy.Use	-0.34	0.009	0.036
FU6.Goal.Distance	Identification.Barrier X Motivation.Strategy.Use	0.129	0.013	0.048
Diet.Maintenance	Motivation.Strategy.Use	0.582	0.035	0.119
Diet.Maintenance	Ability.Strategy.Use	0.635	0.058	0.186
FU6.Goal.Distance	Identification.Barrier X Health.Strategy.Use	0.091	0.072	0.205
FU6.Goal.Distance	Identification.Barrier X Cost.Strategy.Use	0.096	0.072	0.205
Diet.Maintenance	Social.Strategy.Use	0.473	0.091	0.246
Diet.Maintenance	Cravings.Strategy.Use	0.63	0.106	0.274
FU6.Felt.Success	Cravings.Strategy.Use	-0.204	0.193	0.473
FU6.Felt.Success	Identification.Barrier X Cravings.Strategy.Use	-0.067	0.204	0.479
FU6.Goal.Distance	Identification.Barrier X Cravings.Strategy.Use	0.069	0.22	0.495
FU6.Goal.Distance	Identification.Barrier	0.052	0.293	0.596
Diet.Maintenance	Identification.Barrier X Ability.Strategy.Use	-0.155	0.303	0.596
Diet.Maintenance	Identification.Barrier X Cravings.Strategy.Use	-0.12	0.304	0.596
Diet.Maintenance	Identification.Barrier	-0.13	0.309	0.596
Diet.Maintenance	Identification.Barrier	-0.105	0.379	0.668
Diet.Maintenance	Identification.Barrier	-0.101	0.393	0.668
FU6.Felt.Success	Cost.Strategy.Use	-0.089	0.404	0.668
FU6.Felt.Success	Identification.Barrier X Cost.Strategy.Use	-0.045	0.405	0.668
FU6.Goal.Distance	Identification.Barrier	0.038	0.413	0.668
FU6.Goal.Distance	Cravings.Strategy.Use	-0.133	0.429	0.668
Diet.Maintenance	Identification.Barrier	-0.097	0.433	0.668
Diet.Maintenance	Identification.Barrier	-0.092	0.457	0.668
Diet.Maintenance	Identification.Barrier X Motivation.Strategy.Use	-0.074	0.481	0.668
Diet.Maintenance	Identification.Barrier X Cost.Strategy.Use	-0.072	0.481	0.668
FU6.Goal.Distance	Identification.Barrier	0.034	0.485	0.668
FU6.Goal.Distance	Identification.Barrier	0.032	0.495	0.668
Diet.Maintenance	Identification.Barrier	-0.082	0.516	0.67
FU6.Felt.Success	Identification.Barrier X Ability.Strategy.Use	-0.038	0.521	0.67
Diet.Maintenance	Health.Strategy.Use	0.139	0.655	0.805
Diet.Maintenance	Identification.Barrier X Health.Strategy.Use	0.044	0.656	0.805
Diet.Maintenance	Identification.Barrier X Social.Strategy.Use	-0.036	0.727	0.873
FU6.Felt.Success	Identification.Barrier X Social.Strategy.Use	-0.015	0.772	0.907
FU6.Felt.Success	Identification.Barrier X Motivation.Strategy.Use	-0.012	0.82	0.933
FU6.Felt.Success	Identification.Barrier X Health.Strategy.Use	0.01	0.841	0.933
FU6.Goal.Distance	Identification.Barrier	0.008	0.86	0.933
FU6.Felt.Success	Motivation.Strategy.Use	-0.017	0.895	0.933
FU6.Goal.Distance	Identification.Barrier	0.006	0.897	0.933
FU6.Felt.Success	Ability.Strategy.Use	-0.022	0.899	0.933
FU6.Felt.Success	Social.Strategy.Use	0.003	0.983	0.993
FU6.Felt.Success	Health.Strategy.Use	-0.001	0.993	0.993

**Table 27. FDR-Adjusted Results for All Strategies with Perceived Healthiness**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.508	0	0.001
FU6.Goal.Distance	Ability.Strategy.Use	-0.601	0	0.005
FU6.Goal.Distance	Motivation.Strategy.Use	-0.401	0	0.008
Diet.Maintenance	Cost.Strategy.Use	0.722	0.007	0.089
FU6.Goal.Distance	Health.Strategy.Use	-0.349	0.009	0.096
FU6.Goal.Distance	Cost.Strategy.Use	-0.253	0.019	0.172
Diet.Maintenance	Social.Strategy.Use	0.484	0.044	0.338
Diet.Maintenance	Motivation.Strategy.Use	0.497	0.052	0.353
Diet.Maintenance	Ability.Strategy.Use	0.521	0.073	0.439
FU6.Goal.Distance	Healthiness.Barrier X Health.Strategy.Use	0.063	0.118	0.638
Diet.Maintenance	Cravings.Strategy.Use	0.496	0.133	0.652
FU6.Goal.Distance	Healthiness.Barrier X Cost.Strategy.Use	-0.103	0.174	0.745
FU6.Goal.Distance	Healthiness.Barrier X Ability.Strategy.Use	0.092	0.179	0.745
FU6.Goal.Distance	Healthiness.Barrier X Motivation.Strategy.Use	0.105	0.282	0.985
FU6.Goal.Distance	Healthiness.Barrier X Social.Strategy.Use	0.087	0.305	0.985
FU6.Felt.Success	Social.Strategy.Use	0.116	0.348	0.985
Diet.Maintenance	Health.Strategy.Use	0.259	0.36	0.985
FU6.Felt.Success	Cravings.Strategy.Use	-0.145	0.362	0.985
FU6.Goal.Distance	Healthiness.Barrier X Cravings.Strategy.Use	0.042	0.441	0.985
FU6.Felt.Success	Cost.Strategy.Use	-0.081	0.452	0.985
FU6.Felt.Success	Health.Strategy.Use	0.095	0.477	0.985
FU6.Goal.Distance	Cravings.Strategy.Use	-0.113	0.491	0.985
FU6.Felt.Success	Healthiness.Barrier X Ability.Strategy.Use	0.044	0.514	0.985
FU6.Felt.Success	Healthiness.Barrier X Motivation.Strategy.Use	0.052	0.566	0.985
FU6.Goal.Distance	Healthiness.Barrier	-0.024	0.568	0.985
FU6.Goal.Distance	Healthiness.Barrier	0.022	0.579	0.985
Diet.Maintenance	Healthiness.Barrier X Health.Strategy.Use	-0.048	0.585	0.985
Diet.Maintenance	Healthiness.Barrier X Ability.Strategy.Use	-0.067	0.605	0.985
FU6.Goal.Distance	Healthiness.Barrier	-0.025	0.615	0.985
FU6.Felt.Success	Motivation.Strategy.Use	0.054	0.652	0.985
FU6.Felt.Success	Healthiness.Barrier X Cost.Strategy.Use	0.022	0.739	0.985
FU6.Goal.Distance	Healthiness.Barrier	-0.012	0.757	0.985
FU6.Felt.Success	Healthiness.Barrier X Cravings.Strategy.Use	-0.014	0.772	0.985
Diet.Maintenance	Healthiness.Barrier	-0.017	0.779	0.985
Diet.Maintenance	Healthiness.Barrier X Motivation.Strategy.Use	-0.626	0.78	0.985
FU6.Felt.Success	Healthiness.Barrier	0.01	0.788	0.985
FU6.Felt.Success	Healthiness.Barrier	-0.013	0.789	0.985
Diet.Maintenance	Healthiness.Barrier	0.41	0.796	0.985
FU6.Goal.Distance	Healthiness.Barrier	0.011	0.796	0.985
FU6.Felt.Success	Healthiness.Barrier	0.01	0.8	0.985
Diet.Maintenance	Healthiness.Barrier X Cost.Strategy.Use	0.014	0.827	0.985
FU6.Goal.Distance	Healthiness.Barrier	-0.007	0.858	0.985
Diet.Maintenance	Healthiness.Barrier X Cravings.Strategy.Use	0.013	0.865	0.985
Diet.Maintenance	Healthiness.Barrier	-0.011	0.867	0.985
FU6.Felt.Success	Healthiness.Barrier	-0.006	0.885	0.985
FU6.Felt.Success	Ability.Strategy.Use	-0.023	0.891	0.985
Diet.Maintenance	Healthiness.Barrier	0.009	0.902	0.985
Diet.Maintenance	Healthiness.Barrier	-0.007	0.906	0.985
FU6.Felt.Success	Healthiness.Barrier	0.004	0.913	0.985
FU6.Felt.Success	Healthiness.Barrier X Health.Strategy.Use	0.003	0.932	0.985
FU6.Felt.Success	Healthiness.Barrier	0.002	0.948	0.985
Diet.Maintenance	Healthiness.Barrier	-0.004	0.949	0.985
Diet.Maintenance	Healthiness.Barrier X Social.Strategy.Use	-0.003	0.97	0.985
FU6.Felt.Success	Healthiness.Barrier X Social.Strategy.Use	-0.001	0.985	0.985

**Table 28. FDR-Adjusted Results for All Strategies with Motivation**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Ability.Strategy.Use	-1.242	0	0
FU6.Goal.Distance	Social.Strategy.Use	-0.57	0	0
FU6.Goal.Distance	Motivation.Strategy.Use	-0.482	0	0.002
FU6.Goal.Distance	Motivation.Barrier X Ability.Strategy.Use	0.081	0	0.004
FU6.Goal.Distance	Cost.Strategy.Use	-0.332	0.003	0.027
FU6.Goal.Distance	Health.Strategy.Use	-0.431	0.003	0.027
Diet.Maintenance	Cost.Strategy.Use	0.782	0.008	0.061
Diet.Maintenance	Motivation.Strategy.Use	0.618	0.019	0.126
Diet.Maintenance	Social.Strategy.Use	0.579	0.028	0.166
Diet.Maintenance	Cravings.Strategy.Use	0.771	0.042	0.225
Diet.Maintenance	Ability.Strategy.Use	0.799	0.049	0.242
FU6.Goal.Distance	Motivation.Barrier X Health.Strategy.Use	0.042	0.068	0.308
FU6.Felt.Success	Health.Strategy.Use	0.242	0.089	0.371
FU6.Goal.Distance	Motivation.Barrier X Motivation.Strategy.Use	0.038	0.114	0.412
FU6.Goal.Distance	Motivation.Barrier X Social.Strategy.Use	0.042	0.114	0.412
FU6.Felt.Success	Social.Strategy.Use	0.179	0.165	0.558
Diet.Maintenance	Health.Strategy.Use	0.381	0.186	0.592
FU6.Felt.Success	Motivation.Barrier	0.027	0.199	0.596
FU6.Felt.Success	Ability.Strategy.Use	0.317	0.222	0.632
FU6.Felt.Success	Motivation.Barrier	0.026	0.247	0.667
FU6.Felt.Success	Motivation.Barrier X Health.Strategy.Use	-0.022	0.29	0.685
FU6.Felt.Success	Motivation.Barrier	0.025	0.31	0.685
FU6.Felt.Success	Motivation.Strategy.Use	0.13	0.317	0.685
FU6.Goal.Distance	Motivation.Barrier	-0.023	0.324	0.685
FU6.Felt.Success	Motivation.Barrier	0.024	0.326	0.685
FU6.Felt.Success	Motivation.Barrier X Ability.Strategy.Use	-0.024	0.33	0.685
FU6.Felt.Success	Motivation.Barrier X Social.Strategy.Use	-0.023	0.366	0.732
FU6.Goal.Distance	Motivation.Barrier	-0.027	0.442	0.852
FU6.Goal.Distance	Motivation.Barrier	-0.017	0.457	0.852
FU6.Goal.Distance	Cravings.Strategy.Use	-0.136	0.506	0.872
Diet.Maintenance	Motivation.Barrier X Cravings.Strategy.Use	-0.084	0.515	0.872
FU6.Felt.Success	Motivation.Barrier	0.019	0.517	0.872
Diet.Maintenance	Motivation.Barrier X Health.Strategy.Use	-0.038	0.549	0.872
FU6.Felt.Success	Motivation.Barrier X Motivation.Strategy.Use	-0.014	0.55	0.872
FU6.Felt.Success	Motivation.Barrier	0.014	0.568	0.872
FU6.Goal.Distance	Motivation.Barrier X Cravings.Strategy.Use	0.014	0.581	0.872
FU6.Felt.Success	Motivation.Barrier X Cravings.Strategy.Use	-0.01	0.633	0.924
FU6.Goal.Distance	Motivation.Barrier	-0.008	0.729	0.99
FU6.Felt.Success	Cravings.Strategy.Use	-0.062	0.742	0.99
FU6.Felt.Success	Cost.Strategy.Use	-0.036	0.752	0.99
Diet.Maintenance	Motivation.Barrier X Social.Strategy.Use	-0.035	0.752	0.99
FU6.Felt.Success	Motivation.Barrier X Cost.Strategy.Use	-0.006	0.835	0.994
Diet.Maintenance	Motivation.Barrier X Ability.Strategy.Use	-0.605	0.846	0.994
Diet.Maintenance	Motivation.Barrier X Cost.Strategy.Use	-0.01	0.851	0.994
FU6.Goal.Distance	Motivation.Barrier	-0.005	0.869	0.994
Diet.Maintenance	Motivation.Barrier X Motivation.Strategy.Use	-0.02	0.876	0.994
FU6.Goal.Distance	Motivation.Barrier	0.003	0.926	0.994
Diet.Maintenance	Motivation.Barrier	0.492	0.983	0.994
FU6.Goal.Distance	Motivation.Barrier X Cost.Strategy.Use	-0.001	0.984	0.994
Diet.Maintenance	Motivation.Barrier	0.212	0.993	0.994
Diet.Maintenance	Motivation.Barrier	0.204	0.994	0.994
Diet.Maintenance	Motivation.Barrier	0.186	0.994	0.994
Diet.Maintenance	Motivation.Barrier	0.238	0.994	0.994
Diet.Maintenance	Motivation.Barrier	0.191	0.994	0.994

**Table 29. FDR-Adjusted Results for All Strategies with Cravings**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.454	0	0.004
FU6.Goal.Distance	Motivation.Strategy.Use	-0.373	0.001	0.028
FU6.Goal.Distance	Ability.Strategy.Use	-0.467	0.002	0.033
FU6.Goal.Distance	Cost.Strategy.Use	-0.31	0.003	0.037
Diet.Maintenance	Cost.Strategy.Use	0.716	0.011	0.113
FU6.Felt.Success	Cravings.Barrier X Health.Strategy.Use	-0.236	0.016	0.143
FU6.Goal.Distance	Health.Strategy.Use	-0.25	0.032	0.246
Diet.Maintenance	Motivation.Strategy.Use	0.482	0.065	0.439
FU6.Goal.Distance	Cravings.Barrier	0.097	0.074	0.442
Diet.Maintenance	Social.Strategy.Use	0.461	0.088	0.462
FU6.Felt.Success	Cravings.Barrier X Ability.Strategy.Use	-0.199	0.094	0.462
FU6.Goal.Distance	Cravings.Barrier X Motivation.Strategy.Use	-0.176	0.119	0.537
FU6.Felt.Success	Cravings.Barrier X Cravings.Strategy.Use	-0.083	0.133	0.545
Diet.Maintenance	Ability.Strategy.Use	0.461	0.141	0.545
FU6.Felt.Success	Cravings.Barrier	0.064	0.162	0.551
FU6.Goal.Distance	Cravings.Barrier	0.075	0.171	0.551
FU6.Felt.Success	Cravings.Barrier X Social.Strategy.Use	-0.105	0.187	0.551
Diet.Maintenance	Cravings.Strategy.Use	0.419	0.2	0.551
FU6.Goal.Distance	Cravings.Barrier X Social.Strategy.Use	-0.103	0.211	0.551
FU6.Felt.Success	Health.Strategy.Use	0.147	0.213	0.551
FU6.Goal.Distance	Cravings.Barrier	0.049	0.214	0.551
FU6.Felt.Success	Social.Strategy.Use	0.139	0.255	0.605
FU6.Goal.Distance	Cravings.Barrier X Ability.Strategy.Use	-0.139	0.258	0.605
FU6.Felt.Success	Cravings.Barrier	0.057	0.287	0.625
FU6.Felt.Success	Cravings.Barrier X Cost.Strategy.Use	-0.07	0.295	0.625
Diet.Maintenance	Cravings.Barrier X Health.Strategy.Use	-0.175	0.301	0.625
FU6.Goal.Distance	Cravings.Barrier	0.032	0.415	0.826
Diet.Maintenance	Cravings.Barrier	-0.051	0.428	0.826
Diet.Maintenance	Health.Strategy.Use	0.222	0.457	0.851
FU6.Felt.Success	Cravings.Barrier	-0.039	0.476	0.856
Diet.Maintenance	Cravings.Barrier	-0.052	0.514	0.891
Diet.Maintenance	Cravings.Barrier X Social.Strategy.Use	-0.091	0.558	0.891
FU6.Felt.Success	Cravings.Barrier X Motivation.Strategy.Use	0.06	0.589	0.891
FU6.Felt.Success	Cost.Strategy.Use	-0.056	0.602	0.891
FU6.Felt.Success	Motivation.Strategy.Use	0.061	0.606	0.891
FU6.Felt.Success	Ability.Strategy.Use	0.08	0.608	0.891
FU6.Goal.Distance	Cravings.Barrier X Cost.Strategy.Use	0.035	0.619	0.891
FU6.Goal.Distance	Cravings.Barrier	0.021	0.627	0.891
Diet.Maintenance	Cravings.Barrier X Motivation.Strategy.Use	-0.072	0.674	0.908
Diet.Maintenance	Cravings.Barrier	-0.032	0.697	0.908
FU6.Felt.Success	Cravings.Barrier	0.014	0.716	0.908
FU6.Felt.Success	Cravings.Strategy.Use	-0.056	0.733	0.908
FU6.Goal.Distance	Cravings.Barrier	0.017	0.743	0.908
FU6.Felt.Success	Cravings.Barrier	0.012	0.767	0.908
Diet.Maintenance	Cravings.Barrier	-0.024	0.77	0.908
FU6.Goal.Distance	Cravings.Barrier X Health.Strategy.Use	0.034	0.774	0.908
Diet.Maintenance	Cravings.Barrier X Cost.Strategy.Use	-0.025	0.8	0.919
FU6.Goal.Distance	Cravings.Strategy.Use	-0.033	0.846	0.934
Diet.Maintenance	Cravings.Barrier X Cravings.Strategy.Use	-0.027	0.85	0.934
Diet.Maintenance	Cravings.Barrier	-0.016	0.865	0.934
Diet.Maintenance	Cravings.Barrier	-0.011	0.89	0.943
Diet.Maintenance	Cravings.Barrier X Ability.Strategy.Use	0.016	0.933	0.969
FU6.Goal.Distance	Cravings.Barrier X Cravings.Strategy.Use	0.003	0.967	0.986
FU6.Felt.Success	Cravings.Barrier	0	0.993	0.993

**Table 30. FDR-Adjusted Results for All Strategies with Cost**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.635	0	0
FU6.Goal.Distance	Motivation.Strategy.Use	-0.514	0	0.004
FU6.Goal.Distance	Ability.Strategy.Use	-0.576	0	0.006
FU6.Goal.Distance	Cost.Strategy.Use	-0.352	0.002	0.019
Diet.Maintenance	Cost.Strategy.Use	0.787	0.002	0.019
FU6.Goal.Distance	Cost.Barrier X Social.Strategy.Use	0.389	0.003	0.029
Diet.Maintenance	Motivation.Strategy.Use	0.613	0.011	0.075
FU6.Goal.Distance	Health.Strategy.Use	-0.38	0.012	0.075
FU6.Felt.Success	Cost.Barrier X Motivation.Strategy.Use	-0.296	0.013	0.075
FU6.Goal.Distance	Cost.Barrier X Motivation.Strategy.Use	0.29	0.016	0.084
FU6.Goal.Distance	Cost.Barrier X Cost.Strategy.Use	0.252	0.02	0.1
FU6.Goal.Distance	Cost.Barrier X Health.Strategy.Use	0.299	0.047	0.202
FU6.Felt.Success	Motivation.Strategy.Use	0.279	0.049	0.202
Diet.Maintenance	Social.Strategy.Use	0.493	0.057	0.218
FU6.Felt.Success	Cost.Barrier X Cost.Strategy.Use	-0.195	0.069	0.25
Diet.Maintenance	Ability.Strategy.Use	0.534	0.095	0.319
FU6.Goal.Distance	Cost.Barrier X Ability.Strategy.Use	0.374	0.102	0.325
FU6.Felt.Success	Health.Strategy.Use	0.235	0.118	0.353
FU6.Felt.Success	Cost.Barrier	0.145	0.124	0.353
FU6.Felt.Success	Cost.Barrier	0.143	0.16	0.432
Diet.Maintenance	Cravings.Strategy.Use	0.416	0.179	0.457
FU6.Felt.Success	Social.Strategy.Use	0.181	0.186	0.457
Diet.Maintenance	Cost.Barrier X Motivation.Strategy.Use	-0.257	0.196	0.46
FU6.Felt.Success	Cost.Barrier	0.126	0.215	0.483
FU6.Goal.Distance	Cost.Barrier	0.135	0.243	0.51
FU6.Felt.Success	Cost.Barrier X Health.Strategy.Use	-0.168	0.245	0.51
FU6.Felt.Success	Cravings.Strategy.Use	-0.132	0.382	0.675
Diet.Maintenance	Health.Strategy.Use	0.236	0.389	0.675
Diet.Maintenance	Cost.Barrier	-0.231	0.391	0.675
FU6.Felt.Success	Cost.Barrier	0.079	0.404	0.675
FU6.Felt.Success	Cost.Barrier	0.098	0.404	0.675
Diet.Maintenance	Cost.Barrier X Cost.Strategy.Use	-0.214	0.405	0.675
FU6.Felt.Success	Cost.Barrier X Social.Strategy.Use	-0.115	0.42	0.675
FU6.Felt.Success	Cost.Barrier	0.083	0.425	0.675
Diet.Maintenance	Cost.Barrier	-0.203	0.491	0.757
Diet.Maintenance	Cost.Barrier	-0.193	0.505	0.758
Diet.Maintenance	Cost.Barrier	-0.208	0.522	0.761
Diet.Maintenance	Cost.Barrier	-0.163	0.555	0.788
Diet.Maintenance	Cost.Barrier	-0.173	0.576	0.797
FU6.Goal.Distance	Cost.Barrier	0.053	0.595	0.803
FU6.Felt.Success	Cost.Barrier X Cravings.Strategy.Use	-0.073	0.686	0.858
Diet.Maintenance	Cost.Barrier X Ability.Strategy.Use	-0.185	0.693	0.858
FU6.Felt.Success	Ability.Strategy.Use	0.059	0.72	0.858
FU6.Goal.Distance	Cost.Barrier	-0.034	0.738	0.858
Diet.Maintenance	Cost.Barrier X Health.Strategy.Use	-0.081	0.755	0.858
Diet.Maintenance	Cost.Barrier X Social.Strategy.Use	-0.091	0.759	0.858
Diet.Maintenance	Cost.Barrier X Cravings.Strategy.Use	0.104	0.782	0.858
FU6.Goal.Distance	Cravings.Strategy.Use	-0.043	0.784	0.858
FU6.Felt.Success	Cost.Barrier X Ability.Strategy.Use	-0.062	0.788	0.858
FU6.Goal.Distance	Cost.Barrier	-0.03	0.799	0.858
FU6.Goal.Distance	Cost.Barrier X Cravings.Strategy.Use	0.049	0.813	0.858
FU6.Goal.Distance	Cost.Barrier	0.023	0.835	0.858
FU6.Goal.Distance	Cost.Barrier	0.02	0.842	0.858
FU6.Felt.Success	Cost.Strategy.Use	0.016	0.888	0.868

**Table 31. FDR-Adjusted Results for All Strategies with Ability to Find or Prepare Food**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Social.Strategy.Use	-0.678	0	0.001
FU6.Goal.Distance	Ability.Barrier X Health.Strategy.Use	0.286	0	0.004
FU6.Goal.Distance	Health.Strategy.Use	-0.602	0.001	0.018
FU6.Goal.Distance	Motivation.Strategy.Use	-0.452	0.003	0.032
FU6.Goal.Distance	Cost.Strategy.Use	-0.319	0.003	0.032
FU6.Felt.Success	Ability.Barrier	-0.163	0.005	0.046
FU6.Felt.Success	Ability.Barrier	-0.146	0.009	0.069
FU6.Goal.Distance	Ability.Barrier X Social.Strategy.Use	0.193	0.011	0.07
FU6.Felt.Success	Ability.Barrier	-0.214	0.012	0.07
Diet.Maintenance	Cost.Strategy.Use	0.769	0.013	0.07
Diet.Maintenance	Motivation.Strategy.Use	0.631	0.02	0.098
FU6.Felt.Success	Ability.Barrier	-0.135	0.022	0.1
FU6.Felt.Success	Ability.Barrier	-0.133	0.029	0.109
FU6.Goal.Distance	Ability.Strategy.Use	-1.193	0.029	0.109
FU6.Felt.Success	Ability.Barrier	-0.128	0.03	0.109
FU6.Felt.Success	Ability.Strategy.Use	-0.934	0.042	0.141
FU6.Felt.Success	Cravings.Strategy.Use	-0.333	0.046	0.146
FU6.Goal.Distance	Ability.Barrier	0.135	0.058	0.165
FU6.Goal.Distance	Ability.Barrier X Ability.Strategy.Use	0.356	0.058	0.165
FU6.Goal.Distance	Ability.Barrier X Cost.Strategy.Use	0.144	0.072	0.193
FU6.Goal.Distance	Ability.Barrier	0.113	0.084	0.217
FU6.Felt.Success	Ability.Barrier X Ability.Strategy.Use	0.262	0.105	0.259
Diet.Maintenance	Cravings.Strategy.Use	0.524	0.118	0.272
FU6.Goal.Distance	Ability.Barrier X Motivation.Strategy.Use	0.123	0.121	0.272
FU6.Felt.Success	Cost.Strategy.Use	-0.159	0.143	0.308
FU6.Felt.Success	Ability.Barrier X Cost.Strategy.Use	0.098	0.158	0.322
Diet.Maintenance	Ability.Strategy.Use	0.538	0.161	0.322
Diet.Maintenance	Social.Strategy.Use	0.417	0.187	0.361
FU6.Goal.Distance	Ability.Barrier	0.088	0.209	0.38
FU6.Goal.Distance	Ability.Barrier X Cravings.Strategy.Use	0.154	0.211	0.38
FU6.Goal.Distance	Ability.Barrier	0.068	0.343	0.597
FU6.Felt.Success	Ability.Barrier X Motivation.Strategy.Use	0.058	0.398	0.672
Diet.Maintenance	Ability.Barrier X Motivation.Strategy.Use	-0.146	0.42	0.687
FU6.Felt.Success	Ability.Barrier X Health.Strategy.Use	0.056	0.435	0.691
FU6.Felt.Success	Motivation.Strategy.Use	-0.101	0.49	0.747
FU6.Goal.Distance	Ability.Barrier	0.045	0.498	0.747
Diet.Maintenance	Ability.Barrier X Cost.Strategy.Use	-0.104	0.539	0.768
Diet.Maintenance	Health.Strategy.Use	0.195	0.541	0.768
FU6.Felt.Success	Health.Strategy.Use	-0.096	0.557	0.771
FU6.Felt.Success	Ability.Barrier X Cravings.Strategy.Use	0.05	0.608	0.821
Diet.Maintenance	Ability.Barrier X Health.Strategy.Use	0.067	0.696	0.898
FU6.Felt.Success	Ability.Barrier X Social.Strategy.Use	0.027	0.698	0.898
FU6.Goal.Distance	Cravings.Strategy.Use	-0.058	0.752	0.944
Diet.Maintenance	Ability.Barrier X Social.Strategy.Use	0.047	0.797	0.946
FU6.Goal.Distance	Ability.Barrier	-0.024	0.812	0.946
Diet.Maintenance	Ability.Barrier	0.033	0.818	0.946
Diet.Maintenance	Ability.Barrier	0.029	0.827	0.946
Diet.Maintenance	Ability.Barrier	0.025	0.85	0.946
Diet.Maintenance	Ability.Barrier	-0.023	0.858	0.946
Diet.Maintenance	Ability.Barrier	0.013	0.926	0.985
Diet.Maintenance	Ability.Barrier X Cravings.Strategy.Use	-0.015	0.933	0.985
Diet.Maintenance	Ability.Barrier	-0.004	0.977	0.985
FU6.Felt.Success	Social.Strategy.Use	-0.004	0.981	0.985
Diet.Maintenance	Ability.Barrier X Ability.Strategy.Use	-0.004	0.985	0.985

**Table 32. FDR-Adjusted Results for All Strategies with Personal Control Over Food**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Personal.Control.Barrier	0.263	0	0.002
FU6.Goal.Distance	Personal.Control.Barrier	0.24	0	0.007
FU6.Goal.Distance	Social.Strategy.Use	-0.428	0.001	0.018
FU6.Goal.Distance	Cost.Strategy.Use	-0.285	0.004	0.045
FU6.Goal.Distance	Personal.Control.Barrier X Motivation.Strategy.Use	-0.286	0.006	0.045
FU6.Felt.Success	Personal.Control.Barrier	-0.18	0.006	0.045
FU6.Felt.Success	Personal.Control.Barrier	-0.161	0.006	0.045
FU6.Goal.Distance	Personal.Control.Barrier X Cost.Strategy.Use	-0.263	0.007	0.045
FU6.Goal.Distance	Motivation.Strategy.Use	-0.306	0.008	0.049
FU6.Felt.Success	Personal.Control.Barrier	-0.166	0.011	0.057
Diet.Maintenance	Cost.Strategy.Use	0.714	0.012	0.06
FU6.Felt.Success	Personal.Control.Barrier	-0.132	0.021	0.093
FU6.Felt.Success	Personal.Control.Barrier	-0.166	0.024	0.101
Diet.Maintenance	Motivation.Strategy.Use	0.539	0.027	0.106
FU6.Felt.Success	Personal.Control.Barrier	-0.126	0.044	0.159
FU6.Goal.Distance	Personal.Control.Barrier	0.121	0.062	0.21
Diet.Maintenance	Social.Strategy.Use	0.546	0.066	0.211
FU6.Goal.Distance	Personal.Control.Barrier	0.147	0.078	0.234
FU6.Goal.Distance	Personal.Control.Barrier	0.14	0.088	0.251
Diet.Maintenance	Ability.Strategy.Use	0.715	0.101	0.265
Diet.Maintenance	Cravings.Strategy.Use	0.542	0.103	0.265
FU6.Goal.Distance	Personal.Control.Barrier	0.117	0.119	0.293
Diet.Maintenance	Personal.Control.Barrier X Health.Strategy.Use	0.294	0.133	0.313
FU6.Goal.Distance	Health.Strategy.Use	-0.221	0.175	0.393
FU6.Felt.Success	Social.Strategy.Use	0.124	0.342	0.728
FU6.Felt.Success	Ability.Strategy.Use	-0.303	0.35	0.728
FU6.Goal.Distance	Personal.Control.Barrier X Ability.Strategy.Use	-0.156	0.371	0.742
FU6.Felt.Success	Cravings.Strategy.Use	-0.126	0.41	0.75
Diet.Maintenance	Personal.Control.Barrier	0.193	0.434	0.75
FU6.Felt.Success	Personal.Control.Barrier X Cost.Strategy.Use	0.071	0.439	0.75
FU6.Felt.Success	Personal.Control.Barrier X Cravings.Strategy.Use	-0.082	0.443	0.75
FU6.Felt.Success	Personal.Control.Barrier X Social.Strategy.Use	-0.06	0.444	0.75
FU6.Felt.Success	Motivation.Strategy.Use	0.086	0.475	0.777
Diet.Maintenance	Personal.Control.Barrier	0.128	0.515	0.817
Diet.Maintenance	Personal.Control.Barrier	0.136	0.53	0.817
Diet.Maintenance	Personal.Control.Barrier	0.14	0.59	0.852
Diet.Maintenance	Personal.Control.Barrier	0.137	0.604	0.852
FU6.Felt.Success	Personal.Control.Barrier X Health.Strategy.Use	0.042	0.61	0.852
FU6.Felt.Success	Cost.Strategy.Use	-0.049	0.64	0.852
FU6.Felt.Success	Personal.Control.Barrier X Ability.Strategy.Use	0.065	0.655	0.852
FU6.Goal.Distance	Personal.Control.Barrier X Social.Strategy.Use	-0.039	0.666	0.852
Diet.Maintenance	Personal.Control.Barrier X Ability.Strategy.Use	-0.114	0.669	0.852
Diet.Maintenance	Personal.Control.Barrier	0.114	0.678	0.852
FU6.Felt.Success	Personal.Control.Barrier X Motivation.Strategy.Use	0.024	0.805	0.946
Diet.Maintenance	Personal.Control.Barrier X Social.Strategy.Use	-0.041	0.83	0.946
FU6.Felt.Success	Health.Strategy.Use	0.028	0.843	0.946
FU6.Goal.Distance	Personal.Control.Barrier X Cravings.Strategy.Use	-0.029	0.85	0.946
Diet.Maintenance	Personal.Control.Barrier X Cost.Strategy.Use	0.055	0.854	0.946
FU6.Goal.Distance	Ability.Strategy.Use	-0.059	0.876	0.946
Diet.Maintenance	Health.Strategy.Use	0.052	0.881	0.946
FU6.Goal.Distance	Cravings.Strategy.Use	-0.023	0.894	0.946
FU6.Goal.Distance	Personal.Control.Barrier X Health.Strategy.Use	0.007	0.949	0.985
Diet.Maintenance	Personal.Control.Barrier X Motivation.Strategy.Use	-0.005	0.99	1
Diet.Maintenance	Personal.Control.Barrier X Cravings.Strategy.Use	0	1	1

**Table 33. FDR-Adjusted Results for All Strategies with Habit Formation**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Ability.Strategy.Use	-0.639	0	0.002
FU6.Goal.Distance	Social.Strategy.Use	-0.489	0	0.003
FU6.Goal.Distance	Motivation.Strategy.Use	-0.392	0.001	0.014
FU6.Goal.Distance	Cost.Strategy.Use	-0.93	0.009	0.086
Diet.Maintenance	Cost.Strategy.Use	0.76	0.009	0.086
FU6.Goal.Distance	Habit.Barrier X Ability.Strategy.Use	0.172	0.01	0.086
FU6.Felt.Success	Habit.Barrier X Cost.Strategy.Use	-0.138	0.023	0.179
FU6.Goal.Distance	Health.Strategy.Use	-0.284	0.028	0.189
FU6.Goal.Distance	Habit.Barrier	0.098	0.052	0.314
FU6.Felt.Success	Habit.Barrier X Health.Strategy.Use	-0.106	0.066	0.357
FU6.Goal.Distance	Habit.Barrier	0.082	0.089	0.412
FU6.Goal.Distance	Habit.Barrier	0.082	0.101	0.412
FU6.Goal.Distance	Habit.Barrier X Cravings.Strategy.Use	0.099	0.104	0.412
FU6.Felt.Success	Health.Strategy.Use	0.217	0.107	0.412
FU6.Goal.Distance	Habit.Barrier	0.079	0.115	0.414
Diet.Maintenance	Motivation.Strategy.Use	0.426	0.133	0.449
Diet.Maintenance	Social.Strategy.Use	0.386	0.163	0.505
FU6.Felt.Success	Social.Strategy.Use	0.189	0.176	0.505
Diet.Maintenance	Ability.Strategy.Use	0.461	0.178	0.505
FU6.Goal.Distance	Habit.Barrier	0.061	0.204	0.527
FU6.Goal.Distance	Habit.Barrier	0.059	0.214	0.527
FU6.Felt.Success	Habit.Barrier X Social.Strategy.Use	-0.081	0.216	0.527
Diet.Maintenance	Habit.Barrier	-0.151	0.232	0.527
Diet.Maintenance	Cravings.Strategy.Use	0.451	0.241	0.527
FU6.Goal.Distance	Habit.Barrier X Health.Strategy.Use	0.06	0.244	0.527
Diet.Maintenance	Habit.Barrier	-0.129	0.315	0.637
Diet.Maintenance	Habit.Barrier	-0.141	0.319	0.637
Diet.Maintenance	Habit.Barrier	-0.125	0.358	0.685
Diet.Maintenance	Health.Strategy.Use	0.263	0.368	0.685
FU6.Goal.Distance	Cravings.Strategy.Use	-0.126	0.417	0.737
Diet.Maintenance	Habit.Barrier	-0.11	0.429	0.737
FU6.Felt.Success	Habit.Barrier X Cravings.Strategy.Use	-0.054	0.456	0.737
FU6.Felt.Success	Cravings.Strategy.Use	-0.122	0.461	0.737
FU6.Goal.Distance	Habit.Barrier X Motivation.Strategy.Use	0.046	0.485	0.737
Diet.Maintenance	Habit.Barrier	-0.098	0.489	0.737
FU6.Felt.Success	Habit.Barrier	-0.038	0.516	0.737
FU6.Felt.Success	Habit.Barrier X Ability.Strategy.Use	-0.056	0.516	0.737
FU6.Goal.Distance	Habit.Barrier X Social.Strategy.Use	0.034	0.52	0.737
Diet.Maintenance	Habit.Barrier X Cost.Strategy.Use	-0.059	0.558	0.737
FU6.Felt.Success	Motivation.Strategy.Use	0.073	0.563	0.737
FU6.Felt.Success	Habit.Barrier	-0.033	0.576	0.737
Diet.Maintenance	Habit.Barrier X Motivation.Strategy.Use	0.077	0.576	0.737
FU6.Goal.Distance	Habit.Barrier X Cost.Strategy.Use	0.029	0.587	0.737
Diet.Maintenance	Habit.Barrier X Health.Strategy.Use	-0.049	0.702	0.846
FU6.Felt.Success	Ability.Strategy.Use	0.065	0.705	0.846
FU6.Felt.Success	Habit.Barrier X Motivation.Strategy.Use	-0.028	0.754	0.87
FU6.Felt.Success	Habit.Barrier	-0.018	0.761	0.87
FU6.Felt.Success	Habit.Barrier	-0.015	0.799	0.87
FU6.Felt.Success	Cost.Strategy.Use	0.029	0.804	0.87
FU6.Felt.Success	Habit.Barrier	-0.014	0.807	0.87
FU6.Felt.Success	Habit.Barrier	-0.013	0.822	0.87
Diet.Maintenance	Habit.Barrier X Social.Strategy.Use	0.026	0.842	0.875
Diet.Maintenance	Habit.Barrier X Ability.Strategy.Use	-0.013	0.93	0.942
Diet.Maintenance	Habit.Barrier X Cravings.Strategy.Use	-0.01	0.942	0.942

**Table 34. FDR-Adjusted Results for All Strategies with Cultural Influence**

Dependent Variable	Predictor	B	p	p (FDR)
FU6.Goal.Distance	Cultural.Influence.Barrier	0.25	0	0
FU6.Goal.Distance	Cultural.Influence.Barrier	0.438	0	0
FU6.Goal.Distance	Cultural.Influence.Barrier	0.225	0	0.002
FU6.Goal.Distance	Cultural.Influence.Barrier	0.199	0	0.003
FU6.Goal.Distance	Cultural.Influence.Barrier	0.231	0	0.003
FU6.Goal.Distance	Cultural.Influence.Barrier	0.198	0.001	0.004
FU6.Felt.Success	Cultural.Influence.Barrier X Health.Strategy.Use	0.312	0.001	0.004
FU6.Felt.Success	Cultural.Influence.Barrier X Ability.Strategy.Use	0.41	0.001	0.004
FU6.Goal.Distance	Social.Strategy.Use	-0.373	0.001	0.006
FU6.Goal.Distance	Cost.Strategy.Use	-0.307	0.002	0.011
FU6.Felt.Success	Cultural.Influence.Barrier X Motivation.Strategy.Use	0.359	0.008	0.036
FU6.Felt.Success	Cultural.Influence.Barrier	-0.166	0.008	0.036
FU6.Goal.Distance	Motivation.Strategy.Use	-0.297	0.013	0.048
FU6.Goal.Distance	Cultural.Influence.Barrier X Cravings.Strategy.Use	-0.511	0.013	0.048
FU6.Felt.Success	Cultural.Influence.Barrier	-0.138	0.014	0.05
Diet.Maintenance	Cost.Strategy.Use	0.715	0.016	0.053
FU6.Goal.Distance	Cultural.Influence.Barrier X Social.Strategy.Use	-0.224	0.018	0.056
FU6.Felt.Success	Ability.Strategy.Use	-0.554	0.019	0.058
FU6.Felt.Success	Cultural.Influence.Barrier X Cost.Strategy.Use	0.198	0.025	0.072
FU6.Goal.Distance	Health.Strategy.Use	-0.279	0.028	0.077
FU6.Felt.Success	Cultural.Influence.Barrier	-0.193	0.052	0.133
FU6.Felt.Success	Cultural.Influence.Barrier X Cravings.Strategy.Use	0.355	0.06	0.147
Diet.Maintenance	Motivation.Strategy.Use	0.461	0.064	0.15
Diet.Maintenance	Social.Strategy.Use	0.457	0.074	0.166
FU6.Felt.Success	Cultural.Influence.Barrier	-0.088	0.106	0.23
FU6.Felt.Success	Cultural.Influence.Barrier	-0.082	0.12	0.249
Diet.Maintenance	Ability.Strategy.Use	0.44	0.13	0.252
Diet.Maintenance	Cravings.Strategy.Use	0.47	0.131	0.252
FU6.Felt.Success	Cultural.Influence.Barrier X Social.Strategy.Use	0.12	0.197	0.367
FU6.Felt.Success	Cravings.Strategy.Use	-0.169	0.229	0.413
FU6.Felt.Success	Cultural.Influence.Barrier	-0.061	0.269	0.468
Diet.Maintenance	Cultural.Influence.Barrier X Motivation.Strategy.Use	-0.172	0.286	0.483
FU6.Goal.Distance	Cultural.Influence.Barrier X Ability.Strategy.Use	-0.135	0.318	0.52
FU6.Felt.Success	Cost.Strategy.Use	-0.1	0.342	0.543
FU6.Goal.Distance	Ability.Strategy.Use	-0.21	0.418	0.629
Diet.Maintenance	Health.Strategy.Use	0.219	0.419	0.629
FU6.Goal.Distance	Cravings.Strategy.Use	-0.108	0.447	0.645
Diet.Maintenance	Cultural.Influence.Barrier X Cravings.Strategy.Use	-0.185	0.46	0.645
Diet.Maintenance	Cultural.Influence.Barrier X Cost.Strategy.Use	-0.089	0.475	0.645
Diet.Maintenance	Cultural.Influence.Barrier X Health.Strategy.Use	-0.162	0.478	0.645
Diet.Maintenance	Cultural.Influence.Barrier X Social.Strategy.Use	-0.069	0.526	0.692
Diet.Maintenance	Cultural.Influence.Barrier X Ability.Strategy.Use	-0.123	0.569	0.726
FU6.Goal.Distance	Cultural.Influence.Barrier X Cost.Strategy.Use	0.056	0.581	0.726
FU6.Felt.Success	Social.Strategy.Use	0.066	0.597	0.726
FU6.Goal.Distance	Cultural.Influence.Barrier X Motivation.Strategy.Use	-0.1	0.605	0.726
Diet.Maintenance	Cultural.Influence.Barrier	-0.054	0.675	0.793
Diet.Maintenance	Cultural.Influence.Barrier	-0.047	0.748	0.86
FU6.Goal.Distance	Cultural.Influence.Barrier X Health.Strategy.Use	-0.024	0.819	0.894
Diet.Maintenance	Cultural.Influence.Barrier	-0.029	0.823	0.894
Diet.Maintenance	Cultural.Influence.Barrier	-0.034	0.828	0.894
FU6.Felt.Success	Motivation.Strategy.Use	0.015	0.906	0.945
Diet.Maintenance	Cultural.Influence.Barrier	-0.018	0.91	0.945
FU6.Felt.Success	Health.Strategy.Use	-0.008	0.947	0.955
Diet.Maintenance	Cultural.Influence.Barrier	-0.009	0.955	0.955



## ***Deviations From Analysis Plan***

We deviated from our analysis plan in the following ways:

1. We had intended to use barriers reported on the baseline survey in analyses, but the proportion of people who had only started their veg\*n diet in the past week was relatively high ( $n = 43$ ; 19%). Those individuals were not asked the barrier questions at baseline so there was a lot of missing data. To reduce this, we used any available responses from the first follow-up survey for just those individuals.
2. We preregistered the analyses intending to use supports/barriers in their original, continuous format, with lower scores indicating relative barriers and higher scores indicating relative supports. However, we realized that we would want to talk about barriers in an absolute sense in order to make clear recommendations, so before beginning analyses we dichotomized the variables as described above.
3. We had preregistered shame in the diet as a barrier to examine but were forced to exclude it. No participants reported this barrier on the baseline or first follow-up survey, so the variance of the variable was 0.

## **Regression Results for Individual Strategies And Success**

The following tables show all the results of 44 bivariate regression analyses per dependent variable: one with each strategy as the predictor. Results were corrected for FDR as shown in the last column.



**Table 35. Consumption Success Predicted By Each Strategy**

Predictor	B	SE	p	p (FDR)
Social Strategy: Avoided unsupportive people	-9.84	2.42	0	0.002
Motivation Strategy: Learned about animals used for food	-7.93	2.25	0	0.006
Social Strategy: Tried to meet new people with similar diets	-9.23	2.62	0	0.006
Ability Strategy: Researched products	-7.94	2.44	0.001	0.013
Cravings Strategy: Planned strategy for dealing with temptation	-7.93	2.55	0.002	0.015
Cost Reduction Strategy: Researched low-cost products	-6.75	2.18	0.002	0.015
Cravings Strategy: Changed way of thinking about a craving or craved food	-7.58	2.51	0.003	0.016
Motivation Strategy: Learned about world hunger/social justice reasons	-8.17	2.81	0.004	0.02
Social Strategy: Participated in online community	-6.9	2.44	0.005	0.022
Motivation Strategy: Watched unpleasant farm videos	-7.29	2.59	0.005	0.022
Cravings Strategy: Distracted self from craving	-6.11	2.3	0.008	0.032
Cravings Strategy: Planned strategy for dealing with temptation	-6.11	2.38	0.01	0.035
Cravings Strategy: Avoided places/situations that might tempt you	-6.36	2.48	0.01	0.035
Ability Strategy: Switched to better restaurant, dining hall, etc.	-9.2	3.65	0.012	0.037
Social Strategy: Asked family/friends to be supportive	-5.45	2.21	0.014	0.041
Health Strategy: Researched how to be healthy on diet	-5.82	2.41	0.016	0.043
Social Strategy: Explained importance to family/friends	-5.74	2.47	0.02	0.051
Motivation Strategy: Learned about religious reasons for diet	-10.34	4.59	0.024	0.06
Motivation Strategy: Learned about health benefits of diet	-5.44	2.48	0.028	0.064
Cravings Strategy: Got past craving by reminding of reasons for diet	-5.18	2.37	0.029	0.064
Ability Strategy: Switched to better grocery store	-6.64	3.1	0.032	0.067
Motivation Strategy: Learned about saving money with diet	-4.86	2.29	0.034	0.068
Ability Strategy: Ate meat substitute	-5.7	2.73	0.036	0.069
Health Strategy: Talked to medical professional about diet	-7.78	3.74	0.038	0.069
Ability Strategy: Increased cooking by self	-5.89	2.88	0.041	0.072
Cost Reduction Strategy: Looked for cheaper restaurants	-5.8	3.18	0.068	0.115
Cost Reduction Strategy: Looked for low-cost recipes	-4.63	2.69	0.085	0.137
Motivation Strategy: Learned about environmental impact of meat	-4.75	2.78	0.087	0.137
Cravings Strategy: Fought urge to eat animal products	-3.84	2.34	0.101	0.153
Social Strategy: Participated in community event in person	-6.24	4.57	0.172	0.253
Ability Strategy: Other	15.27	11.41	0.181	0.257
Cravings Strategy: Planned meals in advance	-3.57	2.93	0.223	0.307
Motivation Strategy: Joined campaign or challenge	-9.24	7.98	0.247	0.329
Cravings Strategy: Tried plant-based substitute for something you craved	-2.85	2.66	0.285	0.366
Health Strategy: Other	11.64	11.02	0.291	0.366
Motivation Strategy: Other	-10.55	11.85	0.373	0.456
Ability Strategy: Looked for recipes	-2.85	3.42	0.405	0.482
Social Strategy: Other	14.39	18.07	0.426	0.491
Ability Strategy: Looked for restaurants	-2.06	2.67	0.441	0.491
Cravings Strategy: Planned strategy for dealing with temptation	-13.43	17.65	0.447	0.491
Health Strategy: Got blood test to check levels	-2.82	5.62	0.616	0.661
Cost Reduction Strategy: Other	-3.56	9.41	0.705	0.739
Health Strategy: Took vitamins or nutritional supplements	-0.91	2.6	0.727	0.744
Cravings Strategy: Made exception to eat something you craved	0.25	2.61	0.924	0.924

**Table 36. Felt Success Predicted By Each Strategy**

Predictor	B	SE	p	p (FDR)
Ability Strategy: Looked for restaurants	10.95	3.87	0.005	0.159
Cravings Strategy: Made exception to eat something you craved	-9.55	3.8	0.012	0.159
Health Strategy: Other	-39.44	16.11	0.014	0.159
Social Strategy: Participated in online community	8.93	3.65	0.014	0.159
Ability Strategy: Switched to better restaurant, dining hall, etc.	10.46	5.5	0.057	0.503
Motivation Strategy: Joined campaign or challenge	20.77	11.81	0.079	0.541
Ability Strategy: Ate meat substitute	6.66	4.09	0.103	0.541
Motivation Strategy: Watched unpleasant farm videos	-6.35	3.93	0.107	0.541
Cravings Strategy: Changed way of thinking about a craving or craved food	5.53	3.84	0.149	0.541
Health Strategy: Got blood test to check levels	11.79	8.31	0.156	0.541
Motivation Strategy: Learned about environmental impact of meat	5.74	4.15	0.167	0.541
Cost Reduction Strategy: Looked for cheaper restaurants	6.34	4.76	0.182	0.541
Social Strategy: Participated in community event in person	8.69	6.82	0.202	0.541
Ability Strategy: Other	-21.51	17	0.206	0.541
Ability Strategy: Switched to better grocery store	5.8	4.66	0.213	0.541
Cravings Strategy: Tried plant-based substitute for something you craved	4.91	3.96	0.215	0.541
Ability Strategy: Looked for recipes	6.15	5.07	0.226	0.541
Cost Reduction Strategy: Looked for low-cost recipes	-4.87	4.02	0.226	0.541
Social Strategy: Asked family/friends to be supportive	-3.99	3.35	0.234	0.541
Health Strategy: Took vitamins or nutritional supplements	3.79	3.87	0.326	0.695
Cost Reduction Strategy: Other	13.55	13.96	0.332	0.695
Ability Strategy: Researched products	3.23	3.77	0.392	0.784
Cravings Strategy: Planned strategy for dealing with temptation	-2.85	3.62	0.43	0.81
Health Strategy: Researched how to be healthy on diet	2.72	3.65	0.457	0.81
Ability Strategy: Increased cooking by self	-3.16	4.34	0.467	0.81
Cravings Strategy: Planned strategy for dealing with temptation	18.61	26.28	0.479	0.81
Social Strategy: Other	-16.54	26.92	0.539	0.851
Cravings Strategy: Fought urge to eat animal products	-2.1	3.52	0.551	0.851
Social Strategy: Tried to meet new people with similar diets	2.16	4.08	0.597	0.851
Social Strategy: Avoided unsupportive people	2.01	3.83	0.599	0.851
Cravings Strategy: Got past craving by reminding of reasons for diet	1.89	3.6	0.6	0.851
Motivation Strategy: Learned about animals used for food	1.29	3.51	0.714	0.969
Health Strategy: Talked to medical professional about diet	-1.89	5.66	0.738	0.969
Motivation Strategy: Learned about world hunger/social justice reasons	1.25	4.31	0.771	0.969
Motivation Strategy: Learned about saving money with diet	0.93	3.47	0.789	0.969
Motivation Strategy: Other	4.64	17.69	0.793	0.969
Cravings Strategy: Avoided places/situations that might tempt you	-0.86	3.78	0.82	0.975
Motivation Strategy: Learned about health benefits of diet	-0.5	3.76	0.893	0.995
Cravings Strategy: Planned strategy for dealing with temptation	-0.43	3.93	0.912	0.995
Cost Reduction Strategy: Researched low-cost products	-0.23	3.37	0.946	0.995
Cravings Strategy: Distracted self from craving	0.24	3.52	0.947	0.995
Cravings Strategy: Planned meals in advance	-0.2	4.39	0.963	0.995
Social Strategy: Explained importance to family/friends	0.05	3.75	0.989	0.995
Motivation Strategy: Learned about religious reasons for diet	0.04	6.97	0.995	0.995

**Table 37. Diet Maintenance Vs. Abandonment Predicted By Each Strategy**

Predictor	B	SE	p	p (FDR)
Social Strategy: Avoided unsupportive people	2.66	0.96	0.009	0.201
Cravings Strategy: Planned strategy for dealing with temptation	2.24	0.87	0.011	0.201
Social Strategy: Participated in online community	1.77	0.69	0.014	0.201
Motivation Strategy: Learned about animals used for food	1.33	0.61	0.029	0.205
Cravings Strategy: Planned strategy for dealing with temptation	3.29	1.45	0.03	0.205
Social Strategy: Tried to meet new people with similar diets	2.41	1.09	0.033	0.205
Ability Strategy: Increased cooking by self	1.35	0.65	0.042	0.205
Cost Reduction Strategy: Researched low-cost products	1.17	0.57	0.043	0.205
Ability Strategy: Switched to better grocery store	1.99	0.97	0.047	0.205
Cravings Strategy: Changed way of thinking about a craving or craved food	1.67	0.84	0.053	0.205
Cravings Strategy: Avoided places/situations that might tempt you	1.31	0.68	0.056	0.205
Motivation Strategy: Other	-3.86	1.94	0.058	0.205
Cost Reduction Strategy: Looked for low-cost recipes	1.29	0.67	0.061	0.205
Cost Reduction Strategy: Looked for cheaper restaurants	3.48	1.73	0.065	0.206
Health Strategy: Other	-3.47	1.98	0.097	0.286
Motivation Strategy: Learned about saving money with diet	1.09	0.66	0.106	0.291
Motivation Strategy: Learned about world hunger/social justice reasons	1.75	1.12	0.138	0.358
Health Strategy: Researched how to be healthy on diet	0.89	0.63	0.16	0.391
Cravings Strategy: Tried plant-based substitute for something you craved	0.78	0.64	0.229	0.53
Ability Strategy: Switched to better restaurant, dining hall, etc.	1.23	1.06	0.248	0.545
Social Strategy: Other	-3.38	2.91	0.272	0.557
Health Strategy: Took vitamins or nutritional supplements	0.71	0.65	0.285	0.557
Motivation Strategy: Learned about religious reasons for diet	2.45	2.26	0.291	0.557
Social Strategy: Participated in community event in person	2.59	2.55	0.321	0.583
Cravings Strategy: Distracted self from craving	0.61	0.63	0.334	0.583
Cravings Strategy: Planned meals in advance	0.84	0.87	0.344	0.588
Social Strategy: Asked family/friends to be supportive	0.65	0.69	0.361	0.588
Motivation Strategy: Watched unpleasant farm videos	0.71	0.81	0.388	0.61
Ability Strategy: Looked for restaurants	-0.56	0.75	0.462	0.687
Ability Strategy: Researched products	0.44	0.63	0.491	0.687
Cost Reduction Strategy: Other	-1.23	1.82	0.508	0.687
Social Strategy: Explained importance to family/friends	0.45	0.68	0.51	0.687
Motivation Strategy: Learned about health benefits of diet	0.39	0.6	0.515	0.687
Health Strategy: Talked to medical professional about diet	0.7	1.23	0.577	0.747
Cravings Strategy: Got past craving by reminding of reasons for diet	0.38	0.76	0.628	0.778
Cravings Strategy: Fought urge to eat animal products	-0.28	0.6	0.637	0.778
Ability Strategy: Ate meat substitute	0.17	0.67	0.797	0.928
Motivation Strategy: Learned about environmental impact of meat	0.18	0.73	0.802	0.928
Cravings Strategy: Made exception to eat something you craved	-0.16	0.75	0.838	0.946
Motivation Strategy: Joined campaign or challenge	0.37	2.49	0.884	0.973
Cravings Strategy: Planned strategy for dealing with temptation	-0.45	5.28	0.933	0.978
Ability Strategy: Looked for recipes	0.05	0.8	0.953	0.978
Health Strategy: Got blood test to check levels	-0.08	1.4	0.956	0.978
Ability Strategy: Other	45.14	4526.25	0.992	0.992



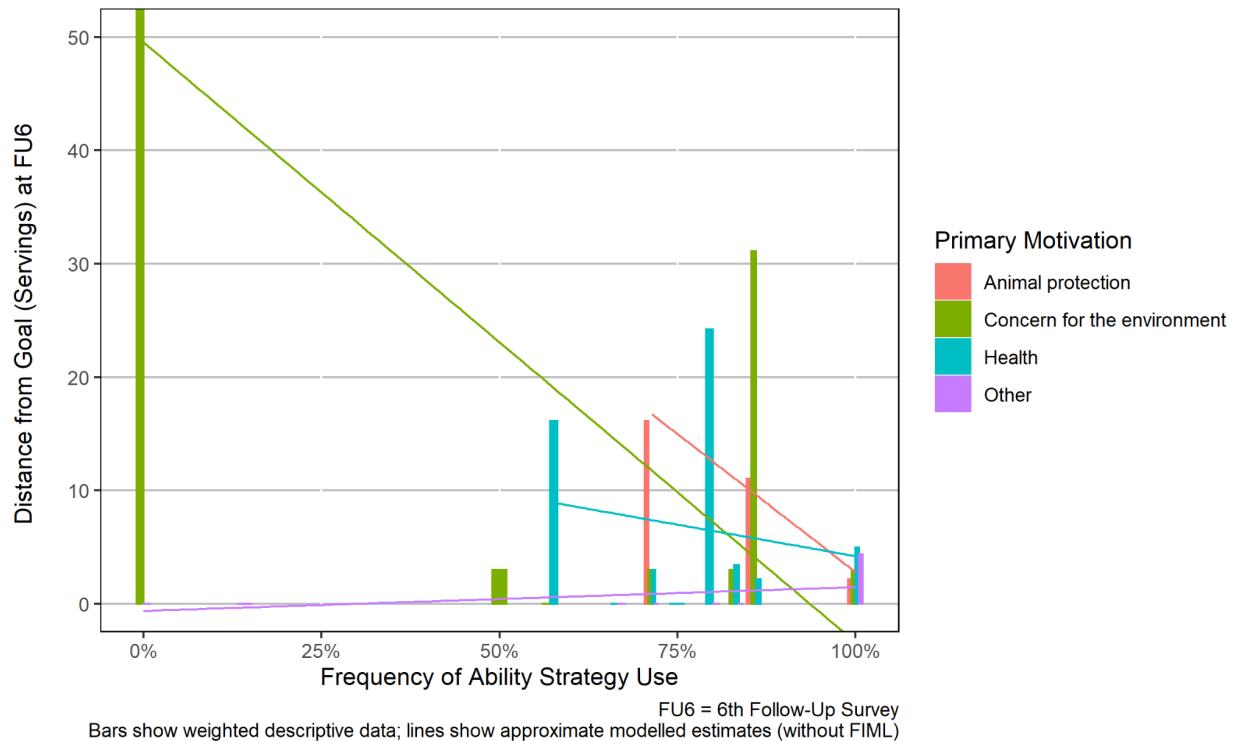
## No Evidence For Influence Of Initial Motivation: Additional Details

For the question of association between barriers and initial motivations, we conducted a series of chi-square analyses, adjusting  $p$ -values for FDR across the set of 15 analyses for each motivation. We found no evidence that people with different motivations experienced different barriers (all adjusted  $ps > .24$ ).

For the question of whether different strategies are more effective for people with different initial motivations, we looked for interactions between the presence/absence of each motivation (as primary motivation) and frequency of strategy use, adjusting  $p$ -values for FDR across the set of 54 estimates considered for each motivation (3 dependent variables  $\times$  3 estimates per regression  $\times$  6 strategy types).

Initially, it appeared that there were significant interactions between several strategies and environmental motivations, as well as strategies and ‘other’ motivations (adjusted interaction  $ps < .05$ ). However, it was apparent from visual inspection of the results that these interactions were influenced by a single data point with very high leverage due to the combination of infrequent strategy use and high goal distance. An example is shown below, using the results for environmental motivation and ability strategies.

**Figure 23. Example of Results Influenced By High-Leverage Data Point**



We re-ran the analyses without this high-leverage data point and found that the significant interaction terms disappeared (all adjusted interaction  $ps > .39$  for environmental and other motivations), so we have not included them in the body of the report. Removal of this influential data point did not change the pattern of results for people with a health or animal protection motivation; null findings remained null (all adjusted interaction  $ps > .58$ ).