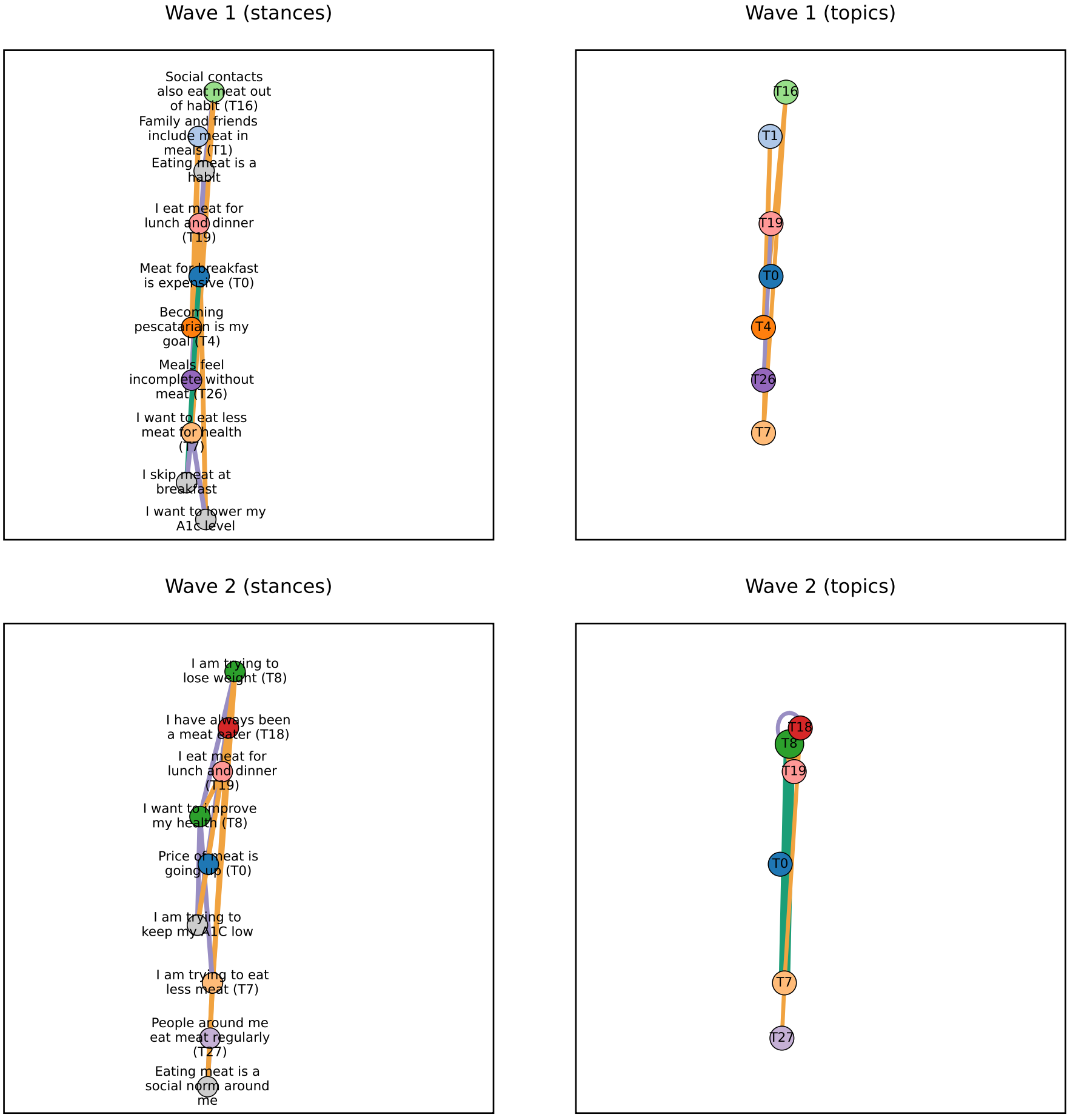
Wave 1 (stances)
Social contacts also eat meat out of habit (T16)
Family and friends include meat in meals (T1)
Eating meat is a habit
I eat meat for lunch and dinner (T19)
Meat for breakfast is expensive (T0)
Becoming pescatarian is my goal (T4)
Meals feel incomplete without meat (T26)
I want to eat less meat for health (T7)
I skip meat at breakfast
I want to lower my A1c level
Wave 1 (topics)
T16
T1
T19
T0
T4
T26
T7
Wave 2 (stances)
I am trying to lose weight (T8)
I have always been a meat eater (T18)
I eat meat for lunch and dinner (T19)
I want to improve my health (T8)
Price of meat is going up (T0)
I am trying to keep my A1C low
I am trying to eat less meat (T7)
People around me eat meat regularly (T27)
Eating meat is a social norm around me
Wave 2 (topics)
T18
T8
T19
T0
T7
T27