

Wave 1 (stances)

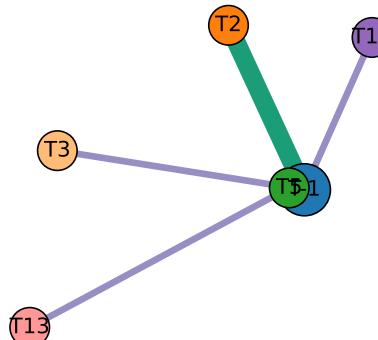
My partner sometimes tries plant-based foods (T-1) avoid eating red meat (T2) Comfort food habits influence my social circle (T16)

I occasionally eat fish and yogurt (T3) I am concerned about animal welfare (T5) I eat mostly plant-based food (T-1)

I am concerned about climate change (T13) I want to lower my cholesterol (T-1)

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graph LR; T1((T-1)) --- T2((T2)); T1 --- T16((T16)); T3((T3)) --- T5((T5)); T3 --- T1; T13((T13)) --- T1; T13 --- T5
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Wave 1 (topics)



Wave 2 (stances)

I avoid animal antibiotics and hormones (T0) I want to reduce cholesterol (T-1) I want to be healthier (T8)

I consume more plant-based foods (T-1) I am concerned about climate change (T13) My partner eats less meat now (T7)

I want to reduce carbohydrates (T7) I eat chicken and fish (T13) I cut out red meat (T2)

I am concerned about animal cruelty (T5)

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graph LR; T0((T0)) --- T1((T-1)); T0 --- T8((T8)); T1 --- T13((T13)); T1 --- T7((T7)); T13 --- T5((T5)); T7 --- T2((T2))
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Wave 2 (topics)

