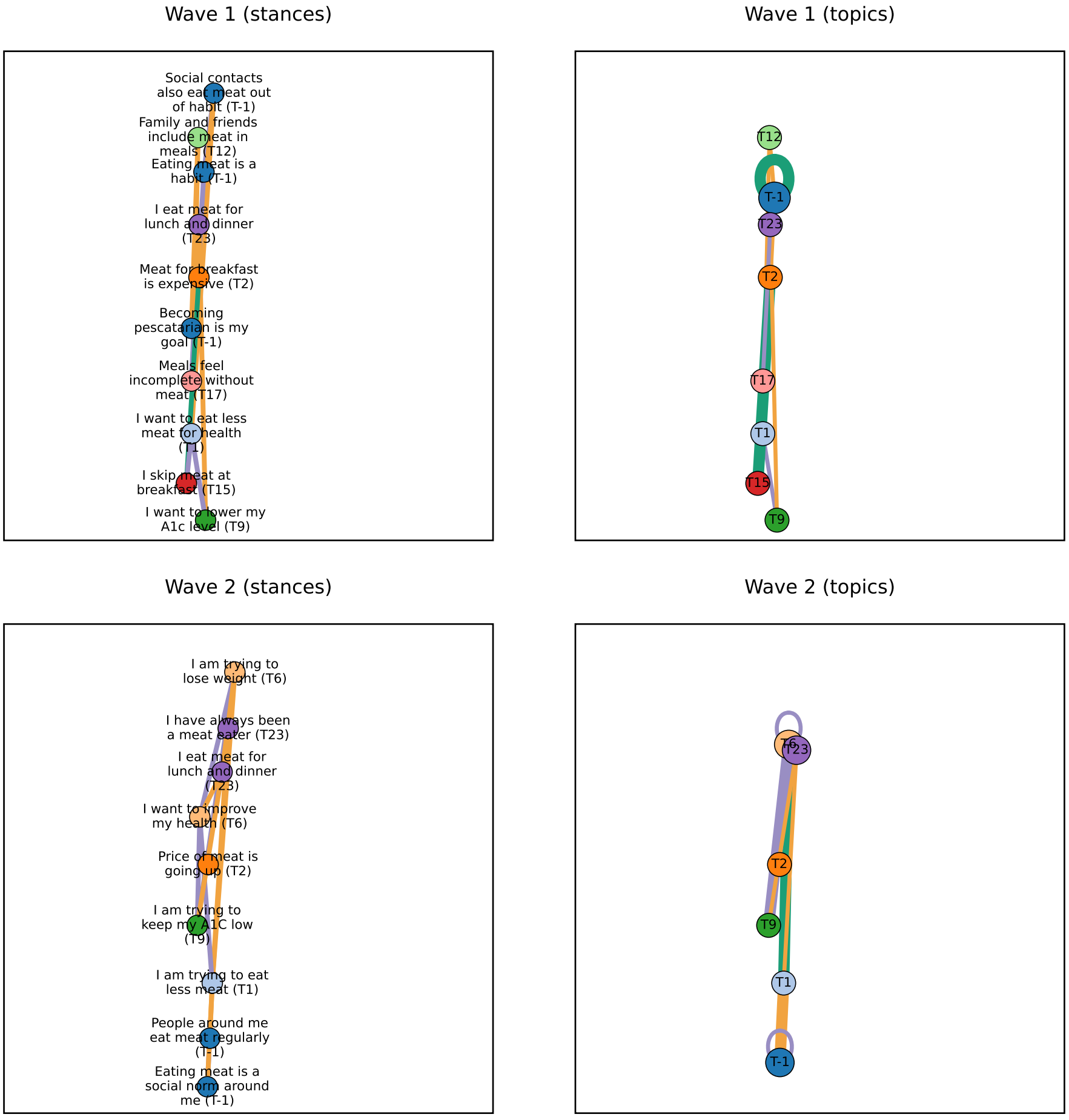
Wave 1 (stances)
Social contacts also eat meat out of habit (T-1)
Family and friends include meat in meals (T12)
Eating meat is a habit (T-1)
I eat meat for lunch and dinner (T23)
Meat for breakfast is expensive (T2)
Becoming pescatarian is my goal (T-1)
Meals feel incomplete without meat (T17)
I want to eat less meat for health (T1)
I skip meat at breakfast (T15)
I want to lower my A1c level (T9)
Wave 1 (topics)
T12
T-1
T23
T2
T17
T1
T15
T9
Wave 2 (stances)
I am trying to lose weight (T6)
I have always been a meat eater (T23)
I eat meat for lunch and dinner (T23)
I want to improve my health (T6)
Price of meat is going up (T2)
I am trying to keep my A1C low (T9)
I am trying to eat less meat (T1)
People around me eat meat regularly (T-1)
Eating meat is a social norm around me (T-1)
Wave 2 (topics)
T6
T23
T2
T9
T1
T-1