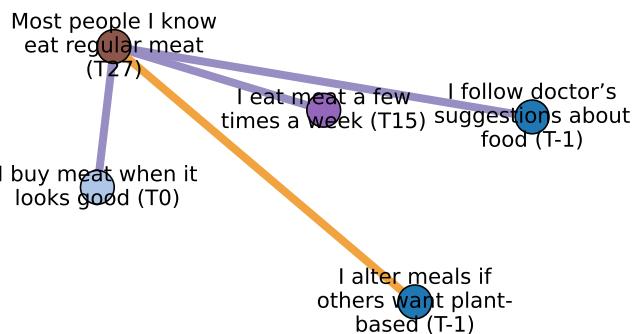
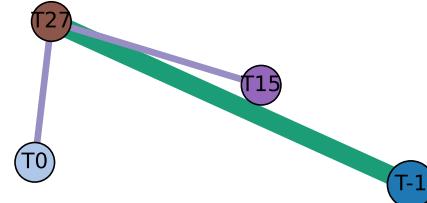


Wave 1 (stances)



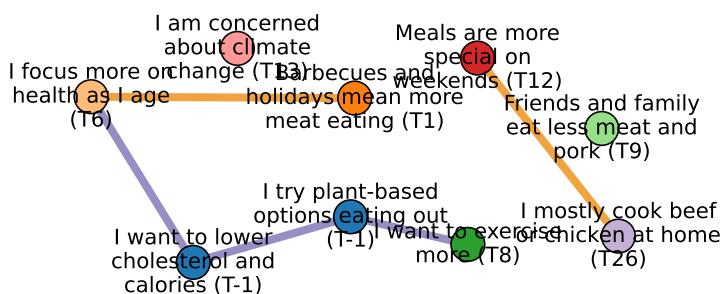
Most people I know eat regular meat (T27)
I buy meat when it looks good (T0)
I eat meat a few times a week (T15)
I follow doctor's suggestions about food (T-1)
I alter meals if others want plant-based (T-1)

Wave 1 (topics)



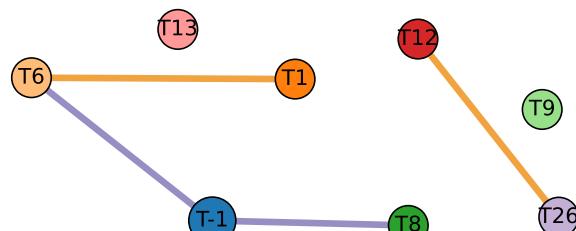
T27
T0
T15
T-1

Wave 2 (stances)



I focus more on health as I age (T6)
I am concerned about climate change (T1)
Barbecues and holidays mean more meat eating (T1)
Meals are more special on weekends (T12)
Friends and family eat less meat and pork (T9)
I try plant-based options eating out (T-1)
I want to lower cholesterol and calories (T-1)
I mostly cook beef and chicken at home (T26)
I want to exercise more (T8)

Wave 2 (topics)



T6
T1
T13
T-1
T8
T9
T12
T26