

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)

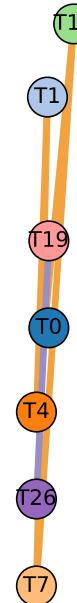
Meat for breakfast is expensive (T0)

Becoming pescatarian is my goal (T4)
Meals feel incomplete without meat (T26)
I want to eat less meat for health (T1)

I skip meat at breakfast

I want to lower my A1c level

Wave 1 (topics)



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)

