1. Instructions

This survey is being conducted on behalf of a non-profit organization researching food choices and hobbies.

If you complete the survey and choose to provide an email address, you will be entered in a drawing to win a $200 Target Gift card. No one will contact you after you complete the survey, unless you have won the prize. Your answers will be anonymous, and we will never share your information with anyone.

Thank you for being as truthful as possible.

The survey will take approximately 10 minutes to complete.

1. I eat: *

<table>
<thead>
<tr>
<th>Never</th>
<th>About 1 day per month</th>
<th>About 1 day per week</th>
<th>About every other day</th>
<th>Almost every day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken</td>
<td></td>
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</tr>
<tr>
<td>Dairy</td>
<td></td>
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</tr>
<tr>
<td>Eggs</td>
<td></td>
<td></td>
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<tr>
<td>Fish/Seafood</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork</td>
<td></td>
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</tr>
</tbody>
</table>

2. How often do you consume the following products? *

<table>
<thead>
<tr>
<th>Never</th>
<th>About 1 day per month</th>
<th>About 1 day per week</th>
<th>About every other day</th>
<th>Almost every day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-dairy milks (soy, almond, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seitan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tempeh</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tofu</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetarian meats (veggie burgers, dogs, sausages, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Have you ever seen a video showing farm animals being treated cruelly? *

...
4. If you answered yes to the previous question, did you reduce your consumption of animal products after seeing it? *
   - Yes
   - No
   - Not applicable

5. Have you ever seen a brochure, booklet, or magazine showing farm animals being treated cruelly? *
   - Yes
   - No

6. If you answered yes to the previous question, did you reduce your consumption of animal products after reading it? *
   - Yes
   - No
   - Not applicable

7. How willing are you to eat meat, chicken, fish, eggs and dairy less often? *
   - I am not doing this and I am not willing to
   - I would like to do this, but I do not know how
   - I would like to do this, and I already know how to start
   - I am doing this already

8. If you answered, "I am not doing this and I am not willing to" to the previous question, what is the reason?

9. If you answered, "I would like to do this" but have not yet started, why not?

10. If you have ever reduced or eliminated your consumption of animal products, to what extent did these factors inspire or influence your initial change? *

    - Animal welfare concerns
    - Environmental concerns
    - Family or friend doing it
    - Others/like-minded
    - Not at all
    - To little extent
    - To some extent
    - To a moderate extent
    - To a large extent
11. If you had to choose ONE of the above reasons as the main catalyst for reducing/eliminating animal products in your diet, which would it be? *
- Animal welfare concerns
- Environmental concerns
- Family or friend doing it
- Health
- Human Rights
- Nutrition
- Religion
- Someone made the transition with me
- World Hunger

12. If you selected "Animal welfare" as one of your primary concerns, which of these influenced you more? *
- I do not like the fact that farm animals are killed
- I do not like the fact that farm animals are raised in very cruel conditions
- I learned about how farm animals have intelligence and emotions
- Not applicable

13. If you selected "Health" or "Nutrition" as one of your primary concerns, which of the following was your main reason(s)? (Check up to 2) *
- I'm concerned about antibiotics/hormones/diseases in animal products
- I wanted more energy/well-being
- I wanted to lose weight
- I wanted to reduce my risk of developing certain diseases
- Not applicable
- Other (Please Specify)

14. If you are continuing to reduce or avoid animal products in your diet, which of these are your reasons for continuing to do so? *
- Not at all
- To little extent
- To some extent
- To a moderate extent
- To a large extent

- Animal welfare concerns
- Environmental concerns
- Family or friend doing it
6. Which THREE of these resources/events were most influential in your initial reduction of animal products in your diet? If applicable, please specify (which book, documentary, etc.).

- Article(s)
- Book(s)
- Conversation with a friend or family member
- Documentary/movies
- Educational event (lecture, conference, etc.)
- I thought of it on my own
- Interaction with a companion animal (cat, dog, etc.)
- Mobile Application(s)
- Online Video(s)
- Pledge to “go veg”
- Printed flier/magazine/brochure(s)
- Radio program/podcast(s)
- Social media (Facebook, Twitter, etc.)
- Television Program(s)
- Website(s)
- (Please Specify which book, documentary, etc.)

7. If you continue to reduce or avoid animal products in your diet, which THREE of these resources/events are most helpful for keeping you motivated?

- Article(s)
- Book(s)
- Conversation with a friend or family member
- Documentary/movies
- Educational event (lecture, conference, etc.)
- I thought of it on my own
- Interaction with a companion animal (cat, dog, etc.)
- Mobile Application(s)
- Online Video(s)
- Pledge to “go veg”
- Printed flier/magazine/brochure(s)
- Radio program/podcast(s)
- Social media (Facebook, Twitter, etc.)
- Television Program(s)
- Website(s)

8. Which TWO of these resources/events were most helpful in learning HOW to reduce or eliminate animal products in your diet?
animal products from your diet? *  
- Book(s)  
- Friends/Family  
- Leaflet(s)/Pamphlet(s)  
- Mobile Application(s)  
- Online video(s)  
- Organized group(s)  
- Website(s)  

9. [No Page Title Set]  

18. Think back to the first few months after you reduced or eliminated meat and/or other animal products from your diet. To what extent did you replace meat with each of the following in your meals? *  

- Beans & lentils  
- Extra vegetables  
- Grains (Rice, pasta, cereal, bread, etc.)  
- Nuts  
- Seitan  
- Tempeh  
- Tofu  
- Vegetarian meats (veggie burgers, dogs, nuggets, etc.)  

10. [No Page Title Set]  

19. How difficult did you feel it was to reduce or eliminate these products from your diet? *  

- Beef  
- Chicken  
- Dairy  
- Eggs  
- Fish/Seafood  
- Pork  

11. [No Page Title Set]  

20. To what extent do these factors make eating meat-free meals difficult? *  

- Health concerns  
- Lack of options when eating out  
- Lack of suitable food at my local
21. We are interested in how your eating habits have changed over time. Please order the eating habits below chronologically, as you followed them. Use only as many lines as you need, depending on how many times your habits have changed.

The eating habit I grew up with was:

22. I started this eating habit when I was (age):

23. My second eating habit was I...

24. I started this eating habit when I was (age):

25. My third eating habit was I...

26. I started this eating habit when I was (age):

27. My fourth eating habit was I...

28. I started this eating habit when I was (age):
29. My fifth eating habit was I ...

30. I started this eating habit when I was (age):

31. How will your consumption of animal products likely change in the next few years? *
   - I will eat fewer animal products
   - I will eat more animal products
   - It will stay the same

32. What is your gender?
   - Female
   - Male
   - Non-gendered

33. What is your age?

34. What is your primary cultural or racial identity?
   - Black
   - Chicano
   - Chinese
   - Filipino
   - Indian/Pakistani
   - Japanese
   - Korean
   - Other Asian
   - Latino
   - Native American
   - Pacific Islander
   - Puerto Rican
   - White/Caucasian
   - Other
35. What is your country of residence?

36. If you live in the US, what is your zip code?

37. How would you characterize the area where you live?
- Rural
- Suburban
- Urban

38. Which of the following reflects your current status?
- Divorced/separated
- Married
- Partnered/Cohabitating
- Single/Never married
- Widowed

39. What is your sexual orientation?
- Asexual/Non-sexual
- Bisexual
- Gay or Lesbian/Homosexual/Queer
- Questioning/Unsure
- Straight/Heterosexual

40. Which of these best describes your beliefs?
- Agnostic
- Atheist
- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- Other
41. What is your political affiliation?
- Democrat
- Green Party
- Independent
- Libertarian
- Republican
- Other

42. What is your highest level of education?
- Did not complete High school
- High school degree/GED
- Associates degree
- Bachelors degree
- Masters degree
- Doctoral degree

43. Are you currently a student?
- Yes
- No

44. If you answered yes to the previous question, which of these best describes your current level of study?
- High school
- College/University
- Graduate School
- Post-graduate

45. How many children do you have?
- 0
- 1
- 2
- 3+

46. If you have children, what percent of the time do your children live at home?
- 0%
- 25%
- 50%
- 75%
- 100%
47. What is your current household income?
- $25,000 or under
- $25,000-$50,000
- $50,000-$100,000
- $100,000-$250,000
- $250,000 +

48. Approximately, what was the income of the household in which you were raised?
- $25,000 or under
- $25,000-$50,000
- $50,000-$100,000
- $100,000-$250,000
- $250,000 +

49. Which of the following companion animals, if any, do you have in your household? (Please check all that apply)
- Bird(s)
- Cat(s)
- Dog(s)
- Reptile(s)
- Small mammal(s) (ex. Rabbit, guinea pig, rat, etc.)

50. Are you a current member of or donor to any of the following types of organizations? (Please check all that apply)
- Animal protection organization
- Anti-poverty organization
- Environmental organization
- Human rights organization
- LGBT organization
- Medical relief organization
- Political Party
- Religious organization
- School
- None of the above

51. Which of the following groups are you actively involved in? (Please check all that apply, but do not select a box if you donate only)
- Animal Rescue Organization
- Animal Rights Organization
- Vegetarian Social Group/Organization
- None of the above

52. Which of the following creative arts, if any, do you regularly engage in? (Please check all that apply)
- Crafting/Knitting/Crocheting/Quilting, etc.
53. Which of the following athletics/sports, if any, do you regularly engage in? (Please check all that apply)

- Baseball
- Basketball
- Football
- Golf
- Gymnastics
- Hockey
- Lacrosse
- Martial Arts
- Running
- Soccer
- Swimming
- Track/Cross-Country
- Weight Lifting
- Yoga
- Other (Please Specify)

43. Of the following hobbies, if any, do you regularly engage in? (Please check all that apply)

- Board games/Playing cards
- Cooking/baking
- Dining out/coffee/wine tasting
- Exercising
- Gardening
- Hunting/Fishing
- Movies
- Museums/Art
- Music/Concerts
- Outdoor activities (hiking, camping, etc.)
- Reading/Book Club/Following a blog
- Religion/spiritual
- Surfing the internet
- Traveling/sightseeing
- Video gaming
- Volunteering
- Youtube (watching, posting, etc.)
- Other (Please Specify)

55. Which of the following types of television shows, if any, do you regularly watch? (Please check all that apply)

- Comedy
- Crime/drama
- Entertainment/gossip
- History
56. Which types of movies do you regularly watch? (Please check all that apply)
- Action/adventure
- Animated
- Classic
- Comedy
- Documentary
- Drama
- Horror/suspense
- Independent
- Musical
- Romance
- Sci-fi/fantasy
- Sports
- Other (Please Specify)  

57. What types of music do you regularly listen to? (Please check all that apply)
- Alternative
- Christian/gospel
- Classic rock
- Classical/Opera
- Country
- Dance/electronic
- Hip hop/rap
- Jazz/blues
- Latin
- Metal
- Pop
- Punk/Emo
- R&B/soul/reggae
- Other (Please Specify)  

25. END SURVEY
Thank you for your participation, we appreciate your time and feedback. Please share the link to this survey with any vegetarian, semi-vegetarian, or formerly vegetarian friends: http://tiny.cc/FoodAndFunSurvey.

58. If you would like to be entered to win a $200 Target Gift card, please provide your email address below. It will not be disclosed to any outside parties and you will not be contacted except in the event that you win the raffle.