

## Page 1. Instructions

### 1. I eat:

	Never	About 1 day per month	About 1 day per week	About every other day	Almost every day	Number of Respondents
Beef	79% (2595)	6% (227)	9% (296)	3% (118)	0% (21)	3257
Chicken	76% (2480)	4% (148)	9% (308)	7% (258)	1% (63)	3257
Dairy	50% (1636)	7% (228)	10% (353)	11% (389)	19% (651)	3257
Eggs	53% (1730)	12% (391)	18% (618)	10% (345)	5% (173)	3257
Fish/Seafood	68% (2246)	13% (426)	13% (440)	3% (125)	0% (19)	3256
Pork	82% (2688)	9% (295)	6% (208)	1% (56)	0% (9)	3256
<b>Number of Respondents</b>						<b>3257</b>
<b>Number of respondents who skipped this question</b>						<b>1</b>

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


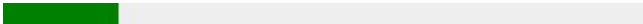
	Never	About 1 day per month	About 1 day per week	About every other day	Almost every day	Number of Respondents
Non-dairy milks (soy, almond, etc.)	11% (380)	9% (314)	12% (411)	16% (529)	49% (1622)	3256
Seitan	44% (1446)	33% (1077)	17% (560)	3% (126)	1% (47)	3256
Tempeh	38% (1267)	36% (1181)	19% (629)	4% (133)	1% (46)	3256
Tofu	16% (540)	22% (726)	35% (1162)	19% (637)	5% (191)	3256
Vegetarian meats (veggie burgers, dogs, sausages, etc.)	20% (663)	24% (794)	29% (963)	16% (532)	9% (304)	3256
<b>Number of Respondents</b>						<b>3256</b>
<b>Number of respondents who skipped this question</b>						<b>2</b>

## Page 2.


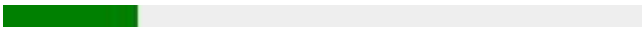
### 3. Have you ever seen a video showing farm animals being treated cruelly?




	% of Respondents	Number of Respondents
Yes 	90.86%	2911
No 	9.14%	293
<b>Number of respondents</b>		<b>3204</b>
<b>Number of respondents who skipped this question</b>		<b>54</b>

### 4. If you answered yes to the previous question, did you reduce you consumption of animal products after seeing it?


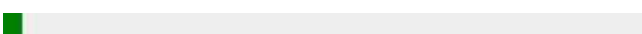


	% of Respondents	Number of Respondents
Yes 	56.37%	1806
No 	18.01%	577

Not applicable		25.62%	821
		<b>Number of respondents</b>	<b>3204</b>
		<b>Number of respondents who skipped this question</b>	<b>54</b>

5. Have you ever seen a brochure, booklet, or magazine showing farm animals being treated cruelly?		% of Respondents	Number of Respondents
Yes		78.90%	2528
No		21.10%	676
		<b>Number of respondents</b>	<b>3204</b>
		<b>Number of respondents who skipped this question</b>	<b>54</b>

6. If you answered yes to the previous question, did you reduce your consumption of animal products after reading it?		% of Respondents	Number of Respondents
Yes		44.57%	1428
No		18.20%	583
Not applicable		37.23%	1193
		<b>Number of respondents</b>	<b>3204</b>
		<b>Number of respondents who skipped this question</b>	<b>54</b>

### Page 3.

7. How willing are you to eat meat, chicken, fish, eggs and dairy less often?		% of Respondents	Number of Respondents
I am not doing this and I am not willing to		11.66%	366
I would like to do this, but I do not know how		2.58%	81
I would like to do this, and I already know how to start		5.70%	179
I am doing this already		80.06%	2514
		<b>Number of respondents</b>	<b>3140</b>
		<b>Number of respondents who skipped this question</b>	<b>118</b>

8. If you answered, "I am not doing this and I am not willing to" to the previous question, what is the reason?		Number of Respondents
		456
	<b>Number of respondents who skipped this question</b>	2802

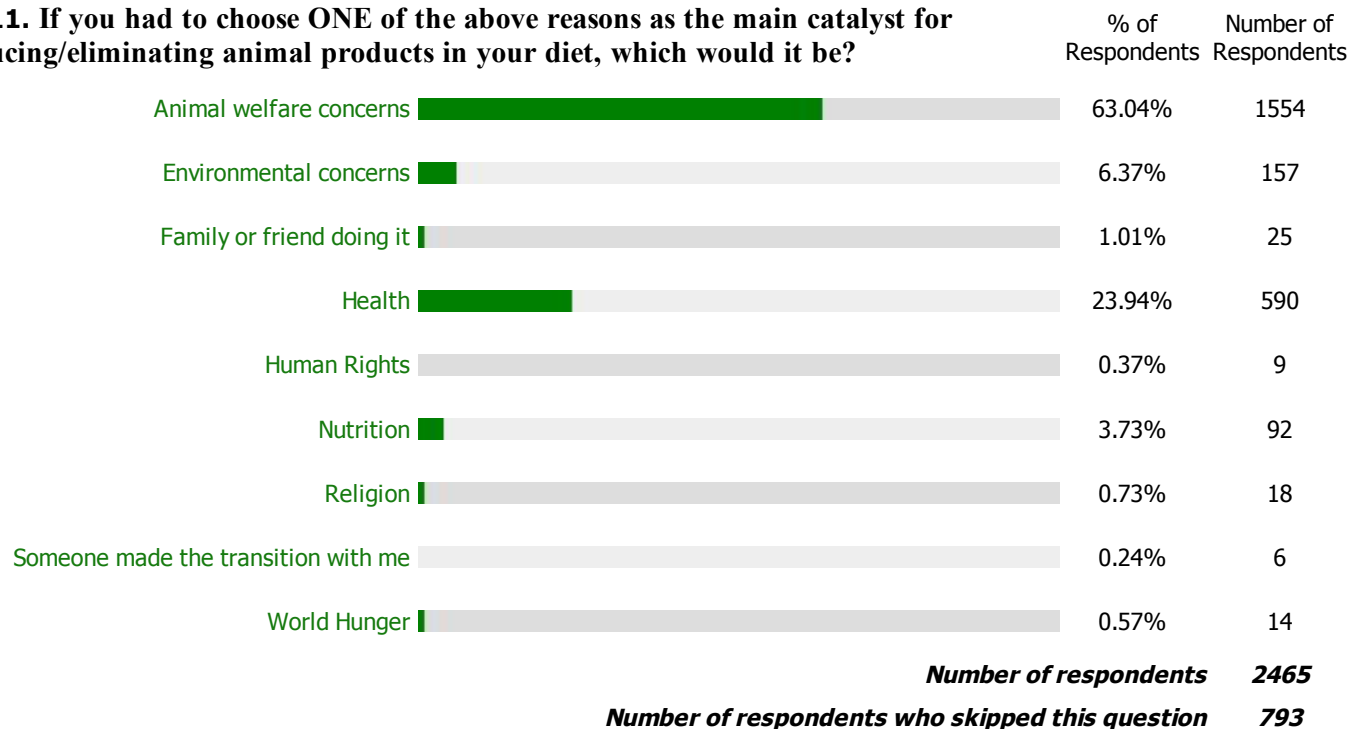
9. If you answered, "I would like to do this" but have not yet started, why not?		Number of Respondents
		196

**Page 4.**

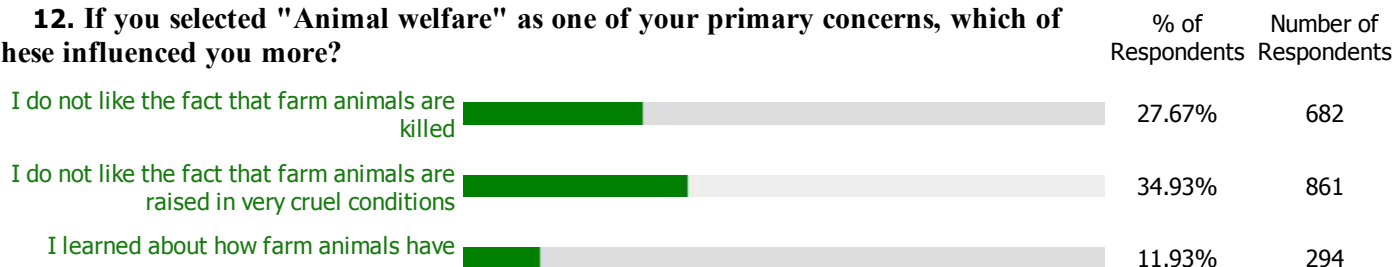
**10. If you have ever reduced or eliminated your consumption of animal products, to what extent did these factors inspire or influence your initial change?**

	Not at all	To little extent	To some extent	To a moderate extent	To a large extent	Number of Respondents
Animal welfare concerns	2% (63)	4% (104)	8% (221)	9% (243)	74% (1834)	2465
Environmental concerns	5% (140)	7% (175)	16% (418)	26% (647)	44% (1085)	2465
Family or friend doing it	53% (1330)	16% (406)	12% (308)	7% (195)	9% (226)	2465
Health	8% (202)	10% (253)	15% (389)	19% (470)	46% (1151)	2465
Human rights	32% (789)	19% (469)	19% (484)	13% (341)	15% (382)	2465
Nutrition	10% (247)	9% (246)	15% (389)	20% (499)	43% (1084)	2465
Religion	85% (2100)	5% (138)	3% (94)	2% (60)	2% (73)	2465
Someone made the transition with me	74% (1833)	7% (197)	6% (169)	4% (107)	6% (159)	2465
World Hunger	35% (880)	22% (556)	17% (437)	12% (309)	11% (283)	2465
<b>Number of Respondents</b>						<b>2465</b>
<b>Number of respondents who skipped this question</b>						<b>793</b>

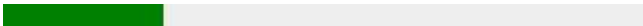
**11. If you had to choose ONE of the above reasons as the main catalyst for reducing/eliminating animal products in your diet, which would it be?**



**12. If you selected "Animal welfare" as one of your primary concerns, which of these influenced you more?**



intelligence and emotions

Not applicable  25.48% 628

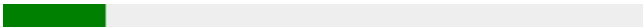
**Number of respondents 2465**

**Number of respondents who skipped this question 793**

**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)**

% of Respondents Number of Respondents

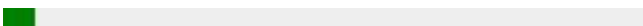
I'm concerned about antibiotics/hormones/diseases in animal products  22.60% 849

I wanted more energy/well-being  15.54% 584

I wanted to lose weight  8.25% 310

I wanted to reduce my risk of developing certain diseases  26.32% 989

Not applicable  22.60% 849

Other (Specify)  4.68% 176

**Number of respondents 2465**

**Number of respondents who skipped this question 793**

**Page 5.**

**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	Number of Respondents
Animal welfare concerns	2% (55)	2% (71)	5% (135)	9% (223)	80% (1944)	2428
Environmental concerns	4% (102)	5% (133)	12% (292)	25% (607)	53% (1294)	2428
Family or friend doing it	63% (1538)	13% (330)	8% (210)	6% (167)	7% (183)	2428
Health	4% (115)	6% (169)	13% (319)	18% (455)	56% (1370)	2428
Human rights	29% (723)	17% (432)	17% (428)	14% (358)	20% (487)	2428
Nutrition	6% (158)	7% (171)	14% (354)	19% (465)	52% (1280)	2428
Religion	84% (2052)	5% (123)	3% (85)	2% (62)	4% (106)	2428
Someone made the transition with me	78% (1911)	7% (178)	5% (132)	3% (80)	5% (127)	2428
World Hunger	29% (709)	18% (442)	19% (470)	14% (347)	18% (460)	2428

**Number of Respondents 2428**

**Number of respondents who skipped this question 830**

**Page 6.**

**15. 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.).**

% of Respondents Number of Respondents


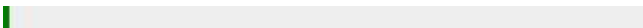

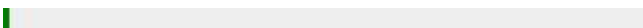

Article(s)  7.09% 532

Book(s)	12.06%	905
Conversation with a friend or family member	10.36%	778
Documentary/ movies	14.68%	1102
Educational event (lecture, conference, etc.)	3.10%	233
I thought of it on my own	11.04%	829
Interaction with a companion animal (cat, dog, etc.)	8.57%	643
Mobile Application(s)	0.13%	10
Online Video(s)	5.17%	388
Pledge to "go veg"	1.19%	89
Printed flier/magazine/brochure(s)	2.80%	210
Radio program/podcast(s)	0.64%	48
Social media (Facebook, Twitter, etc.)	3.45%	259
Television Program(s)	1.11%	83
Website(s)	5.79%	435
Other (Specify)	12.83%	963
<b>Number of respondents</b>		<b>2401</b>
<b>Number of respondents who skipped this question</b>		<b>857</b>

## Page 7.


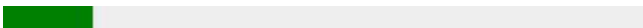

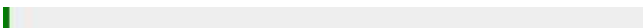
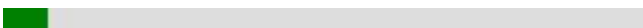
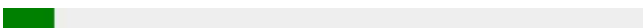

### 16. If you continue to reduce or avoid animal products in your diet, which THREE of these resources/ events are most helpful for keeping you motivated?

	% of Respondents	Number of Respondents
Article(s)	10.69%	753
Book(s)	9.77%	688
Conversation with a friend or family member	10.92%	769
Documentary/ movies	11.63%	819
Educational event (lecture, conference, etc.)	4.17%	294
I thought of it on my own	7.84%	552
Interaction with a companion animal (cat, dog, etc.)	9.43%	664
Mobile Application(s)	0.47%	33
Online Video(s)	4.19%	295
Pledge to "go veg"	1.39%	98

Printed flier/magazine/brochure(s)		1.70%	120
Radio program/podcast(s)		1.19%	84
Social media (Facebook, Twitter, etc.)		13.31%	937
Television Program(s)		1.14%	80
Website(s)		12.16%	856
<b>Number of respondents</b>			<b>2394</b>
<b>Number of respondents who skipped this question</b>			<b>864</b>

## Page 8.

**17. Which TWO of these resources/events were most helpful in learning HOW to reduce or eliminate animal products from your diet?**

	% of Respondents	Number of Respondents	
Book(s)		28.64%	1352
Friends/Family		13.85%	654
Leaflet(s)/Pamphlet(s)		5.59%	264
Mobile Application(s)		1.21%	57
Online video(s)		7.16%	338
Organized group(s)		8.18%	386
Website(s)		35.37%	1670
<b>Number of respondents</b>			<b>2382</b>
<b>Number of respondents who skipped this question</b>			<b>876</b>

## Page 9.

**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?**

	Not at all	To little extent	To some extent	To a moderate extent	To a large extent	Number of Respondents
Beans & lentils	4% (118)	10% (245)	19% (449)	24% (590)	40% (961)	2363
Extra vegetables	1% (39)	6% (150)	15% (376)	26% (616)	50% (1182)	2363
Grains (Rice, pasta, cereal, bread, etc.)	2% (64)	8% (212)	21% (517)	31% (737)	35% (833)	2363
Nuts	9% (218)	23% (548)	29% (706)	22% (526)	15% (365)	2363
Seitan	49% (1180)	23% (564)	13% (327)	7% (181)	4% (111)	2363
Tempeh	45% (1081)	25% (612)	15% (366)	8% (198)	4% (106)	2363
Tofu	15% (368)	17% (419)	21% (500)	24% (571)	21% (505)	2363
Vegetarian meats (veggie burgers, dogs, nuggets, etc.)	14% (346)	15% (358)	18% (427)	23% (547)	28% (685)	2363
<b>Number of Respondents</b>						<b>2363</b>
<b>Number of respondents who skipped this question</b>						<b>895</b>

**Page 10.****19. How difficult did you feel it was to reduce or eliminate these products from your diet?**

	Not applicable	Not difficult at all	A little difficult	Somewhat difficult	Moderately difficult	Very difficult	Number of Respondents
Beef	3% (73)	80% (1897)	10% (241)	3% (78)	2% (49)	0% (19)	2357
Chicken	3% (71)	62% (1475)	18% (441)	6% (162)	5% (137)	3% (71)	2357
Dairy	12% (289)	18% (438)	19% (458)	15% (375)	15% (367)	18% (430)	2357
Eggs	13% (320)	30% (716)	20% (475)	13% (320)	13% (317)	8% (209)	2357
Fish/Seafood	10% (241)	56% (1331)	14% (353)	7% (165)	5% (139)	5% (128)	2357
Pork	5% (140)	82% (1941)	7% (175)	2% (56)	1% (32)	0% (13)	2357
							<b>Number of Respondents 2357</b>
							<b>Number of respondents who skipped this question 901</b>

**Page 11.****20. To what extent do these factors make eating meat-free meals difficult?**

	Not at all	To little extent	To some extent	To a moderate extent	To a large extent	Number of Respondents
Health concerns	84% (1972)	8% (191)	3% (91)	1% (44)	1% (37)	2335
Lack of options when eating out	22% (524)	24% (566)	22% (522)	16% (388)	14% (335)	2335
Lack of suitable food at my local grocery	54% (1272)	21% (495)	11% (267)	7% (182)	5% (119)	2335
Lack of support from friends/family	53% (1244)	21% (492)	12% (295)	7% (186)	5% (118)	2335
Loss of initial motivation	80% (1872)	11% (263)	4% (112)	2% (54)	1% (34)	2335
People around me still eat meat	66% (1553)	15% (360)	8% (206)	5% (125)	3% (91)	2335
						<b>Number of Respondents 2335</b>
						<b>Number of respondents who skipped this question 923</b>

**Page 12.**

**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.**

	% of Respondents	Number of Respondents
<b>The eating habit I was raised with was I...</b>		
Ate all types of animal products	88.47%	2510
Ate all types of animal products but was now eating less of them	5.18%	147
Did not eat red meat, but ate everything else	2.50%	71
Did not eat red meat or chicken, but ate fish, eggs and dairy	0.99%	28
Did not eat red meat, chicken or fish	1.94%	55

Did not eat any animal products  0.92% 26

**Number of respondents 2837**


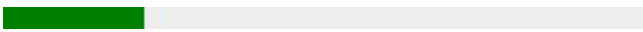



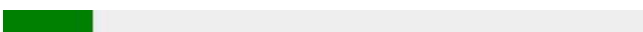
**Number of respondents who skipped this question 421**

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

**Number of Respondents 2757**

**Number of respondents who skipped this question 501**

## 23. My second eating habit was I...

	% of Respondents	Number of Respondents
Ate all types of animal products 	4.31%	116
Ate all types of animal products but was now eating less of them 	21.75%	585
Did not eat red meat, but ate everything else 	15.69%	422
Did not eat red meat or chicken, but ate fish, eggs and dairy 	19.59%	527
Did not eat red meat, chicken or fish 	25.13%	676
Did not eat any animal products 	13.53%	364

**Number of respondents 2690**







**Number of respondents who skipped this question 568**

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

**Number of Respondents 2652**

**Number of respondents who skipped this question 606**

## 25. My third eating habit was I...

	% of Respondents	Number of Respondents
Ate all types of animal products 	9.31%	197
Ate all types of animal products but was now eating less of them 	6.62%	140
Did not eat red meat, but ate everything else 	6.62%	140
Did not eat red meat or chicken, but ate fish, eggs and dairy 	17.49%	370
Did not eat red meat, chicken or fish 	17.20%	364
Did not eat any animal products 	42.77%	905

**Number of respondents 2116**

**Number of respondents who skipped this question 1142**



**26. I started this eating habit when I was (age):****Number of Respondents** 2063**Number of respondents who skipped this question** 1195**27. My fourth eating habit was I...**

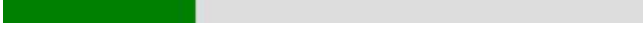


	% of Respondents	Number of Respondents
Ate all types of animal products	7.16%	77
Ate all types of animal products but was now eating less of them	8.19%	88
Did not eat red meat, but ate everything else	2.70%	29
Did not eat red meat or chicken, but ate fish, eggs and dairy	12.74%	137
Did not eat red meat, chicken or fish	21.86%	235
Did not eat any animal products	47.35%	509

**Number of respondents** 1075**Number of respondents who skipped this question** 2183**28. I started this eating habit when I was (age):****Number of Respondents** 1021**Number of respondents who skipped this question** 2237**29. My fifth eating habit was I ...**


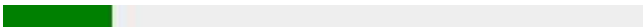

	% of Respondents	Number of Respondents
Ate all types of animal products	7.43%	42
Ate all types of animal products but was now eating less of them	10.27%	58
Did not eat red meat, but ate everything else	2.83%	16
Did not eat red meat or chicken, but ate fish, eggs and dairy	10.27%	58
Did not eat red meat, chicken or fish	9.73%	55
Did not eat any animal products	59.47%	336

**Number of respondents** 565**Number of respondents who skipped this question** 2693**30. I started this eating habit when I was (age):**




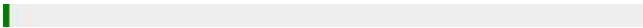

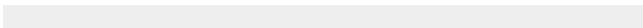
**Number of Respondents** 554**Number of respondents who skipped this question** 2704**Page 13.**

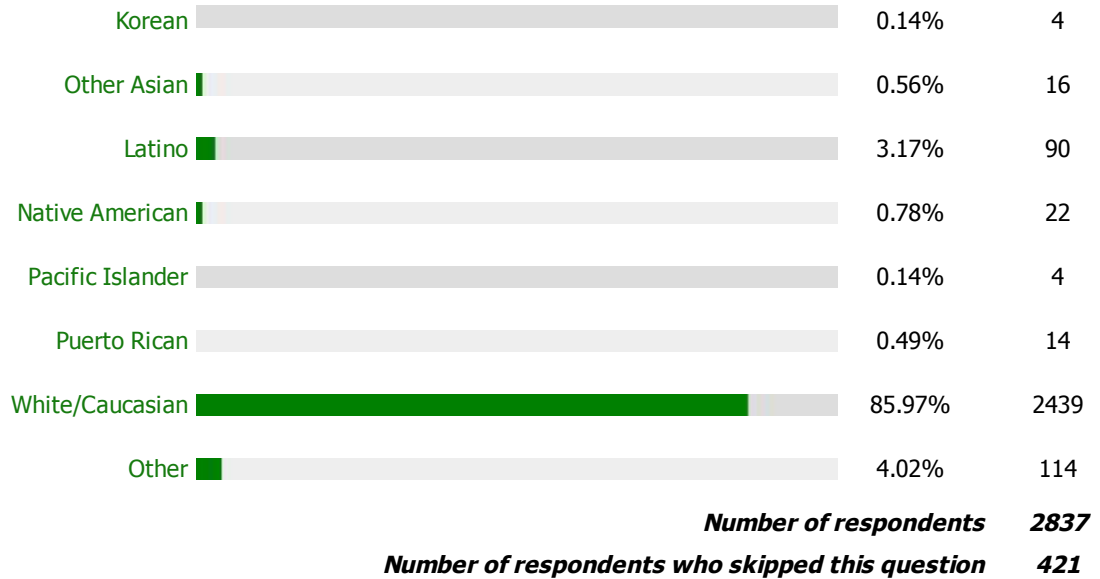
<b>31. How will your consumption of animal products likely change in the next few years?</b>	% of Respondents	Number of Respondents
I will eat fewer animal products 	30.08%	859
I will eat more animal products 	0.49%	14
It will stay the same 	69.43%	1983
<b>Number of respondents</b>		<b>2856</b>
<b>Number of respondents who skipped this question</b>		<b>402</b>

**Page 14. Demographics**

<b>32. What is your gender?</b>	% of Respondents	Number of Respondents
Female 	81.88%	2322
Male 	16.82%	477
Non-gendered 	1.30%	37
<b>Number of respondents</b>		<b>2836</b>
<b>Number of respondents who skipped this question</b>		<b>422</b>

**33. What is your age?****Number of Respondents** 2829**Number of respondents who skipped this question** 429

<b>34. What is your primary cultural or racial identity?</b>	% of Respondents	Number of Respondents
Black 	1.76%	50
Chicano 	0.49%	14
Chinese 	0.70%	20
Filipino 	0.63%	18
Indian/Pakistani 	0.95%	27
Japanese 	0.18%	5



**Page 15.**

**35. What is your country of residence?**

**Number of Respondents** 2824

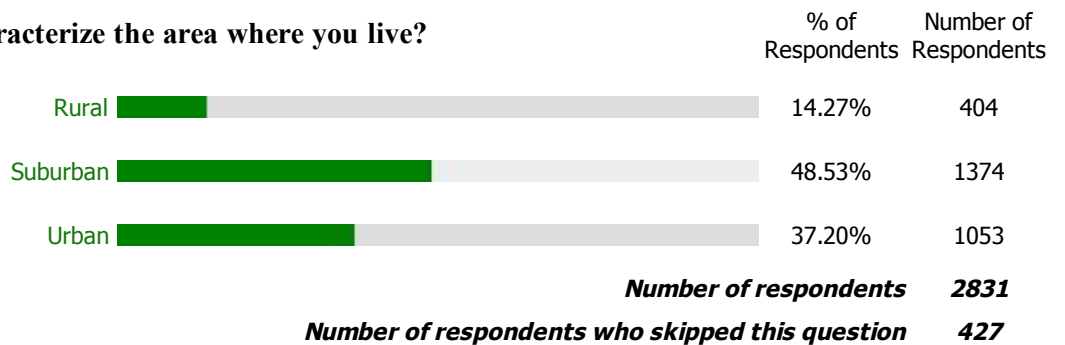
**Number of respondents who skipped this question** 434

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

**Number of Respondents** 2384

**Number of respondents who skipped this question** 874

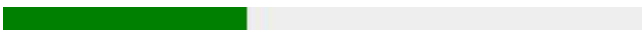

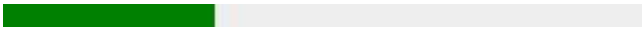

**37. How would you characterize the area where you live?**




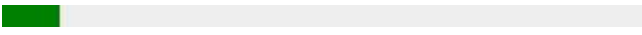

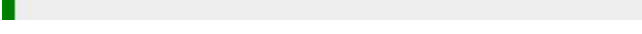

**Page 16.**

**38. Which of the following reflects your current status?**


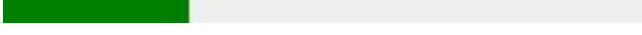








Married		37.90%	1067
Partnered/Cohabiting		19.64%	553
Single/Never married		32.61%	918
Widowed		0.71%	20
		<b>Number of respondents</b>	<b>2815</b>
		<b>Number of respondents who skipped this question</b>	<b>443</b>


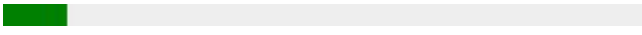

**39. What is your sexual orientation?**

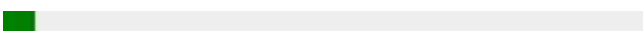
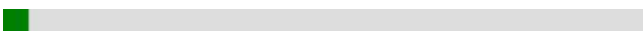
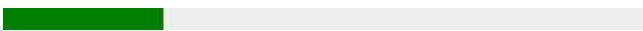
		% of Respondents	Number of Respondents
Asexual/Non-sexual		1.04%	29
Bisexual		9.27%	259
Gay or Lesbian/Homosexual/Queer		5.65%	158
Questioning/Unsure		1.57%	44
Straight/Heterosexual		82.47%	2305
		<b>Number of respondents</b>	<b>2795</b>
		<b>Number of respondents who skipped this question</b>	<b>463</b>

**Page 17.****40. Which of these best describes your beliefs?**

		% of Respondents	Number of Respondents
Agnostic		23.74%	667
Atheist		29.18%	820
Buddhist		6.73%	189
Christian		19.64%	552
Hindu		0.82%	23
Jewish		2.88%	81
Muslim		0.18%	5
Other		16.83%	473
		<b>Number of respondents</b>	<b>2810</b>
		<b>Number of respondents who skipped this question</b>	<b>448</b>



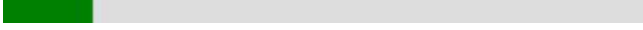
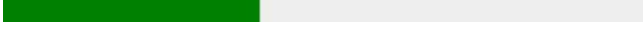
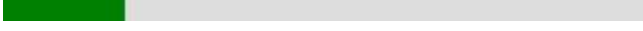
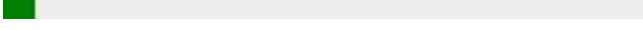
**41. What is your political affiliation?**

		% of Respondents	Number of Respondents
Democrat		40.10%	1120
Green Party		9.95%	278
Independent		16.90%	472



Libertarian		4.91%	137
Republican		3.58%	100
Other		24.56%	686
			<b>Number of respondents</b> <b>2793</b>
			<b>Number of respondents who skipped this question</b> <b>465</b>

## Page 18.





### 42. What is your highest level of education?

		% of Respondents	Number of Respondents
Did not complete High school		2.11%	59
High school degree/GED		21.10%	591
Associates degree		13.71%	384
Bachelors degree		39.91%	1118
Masters degree		18.60%	521
Doctoral degree		4.57%	128
			<b>Number of respondents</b> <b>2801</b>
			<b>Number of respondents who skipped this question</b> <b>457</b>

### 43. Are you currently a student?

		% of Respondents	Number of Respondents
Yes		24.77%	694
No		75.23%	2108
			<b>Number of respondents</b> <b>2802</b>
			<b>Number of respondents who skipped this question</b> <b>456</b>

### 44. If you answered yes to the previous question, which of these best describes your current level of study?

		% of Respondents	Number of Respondents
High school		8.09%	68
College/University		58.74%	494
Graduate School		22.95%	193
Post-graduate		10.23%	86
			<b>Number of respondents</b> <b>841</b>
			<b>Number of respondents who skipped this question</b> <b>2417</b>

## Page 19.

**45. How many children do you have?**

	% of Respondents	Number of Respondents
0	69.20%	1937
1	11.40%	319
2	12.11%	339
3+	7.29%	204

**Number of respondents 2799**

**Number of respondents who skipped this question 459**

**46. If you have children, what percent of the time do your children live at home?**

	% of Respondents	Number of Respondents
0%	51.53%	673
25%	3.37%	44
50%	4.44%	58
75%	2.76%	36
100%	37.90%	495

**Number of respondents 1306**

**Number of respondents who skipped this question 1952**

**Page 20.****47. What is your current household income?**

	% of Respondents	Number of Respondents
\$25,000 or under	23.16%	611
\$25,000-\$50,000	25.17%	664
\$50,000-\$100,000	31.20%	823
\$100,000-\$250,000	18.27%	482
\$250,000 +	2.20%	58

**Number of respondents 2638**

**Number of respondents who skipped this question 620**




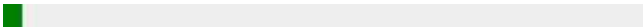

**48. Approximately, what was the income of the household in which you were raised?**

	% of Respondents	Number of Respondents
\$25,000 or under	15.88%	417
\$25,000-\$50,000	30.31%	796
\$50,000-\$100,000	33.63%	883
\$100,000-\$250,000	16.53%	434






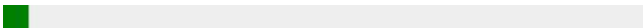

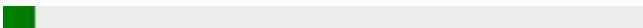

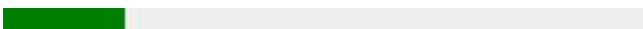
\$250,000 +		3.66%	96
		<b>Number of respondents</b>	<b>2626</b>
		<b>Number of respondents who skipped this question</b>	<b>632</b>

**Page 21.**


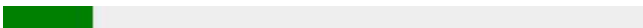

**49. Which of the following companion animals, if any, do you have in your household? (Please check all that apply)**


	% of Respondents	Number of Respondents
Bird(s) 	5.34%	177
Cat(s) 	42.60%	1413
Dog(s) 	41.30%	1370
Reptile(s) 	3.26%	108
Small mammal(s) (ex. Rabbit, guinea pig, rat, etc.) 	7.51%	249
		<b>Number of respondents</b>
		<b>2227</b>
		<b>Number of respondents who skipped this question</b>
		<b>1031</b>

**50. Are you a current member of or donor to any of the following types of organizations? (Please check all that apply)**

	% of Respondents	Number of Respondents
Animal protection organization 	24.43%	1229
Anti-poverty organization 	6.26%	315
Environmental organization 	11.99%	603
Human rights organization 	9.02%	454
LGBT organization 	5.61%	282
Medical relief organization 	3.80%	191
Political Party 	6.40%	322
Religious organization 	5.15%	259
School 	8.01%	403
None of the above 	19.34%	973
		<b>Number of respondents</b>
		<b>2811</b>
		<b>Number of respondents who skipped this question</b>
		<b>447</b>

**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.)**

	% of Respondents	Number of Respondents
Animal Rescue Organization 	15.54%	530
Animal Rights Organization 	14.16%	483
Vegetarian Social Group/Organization 	19.47%	664


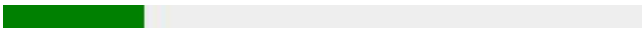

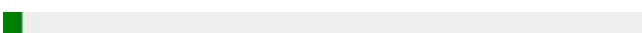

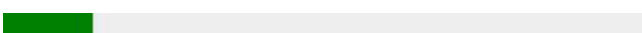

None of the above  50.82% 1733

**Number of respondents 2811**


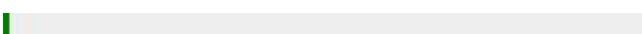

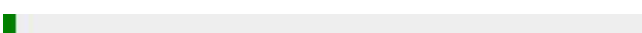

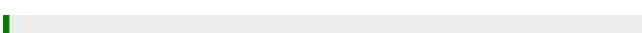

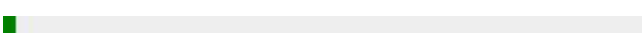

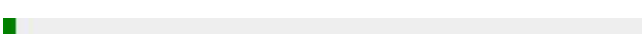

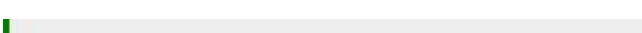

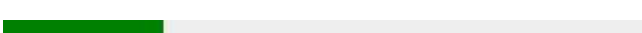
**Number of respondents who skipped this question 447**

## Page 22. Hobbies & Activities

**52. Which of the following creative arts, if any, do you regularly engage in?**  
(Please check all that apply)

	% of Respondents	Number of Respondents
Crafting/Knitting/Crocheting/Quilting, etc. 	19.73%	696
Creative writing (fiction, poetry, blogging, etc.) 	21.91%	773
Dance 	7.31%	258
Drama/theater 	3.49%	123
Photography 	21.12%	745
Sculpture, drawing, painting 	13.63%	481
Other (Specify) 	12.81%	452
<b>Number of respondents 1957</b>		
<b>Number of respondents who skipped this question 1301</b>		

**53. Which of the following athletics/sports, if any, do you regularly engage in?**  
(Please check all that apply)

	% of Respondents	Number of Respondents
Baseball 	1.37%	54
Basketball 	1.50%	59
Football 	0.66%	26
Golf 	1.65%	65
Gymnastics 	0.36%	14
Hockey 	0.69%	27
Lacrosse 	0.18%	7
Martial Arts 	2.46%	97
Running 	19.99%	788
Soccer 	2.08%	82
Swimming 	7.82%	308
Track/Cross-Country 	1.17%	46
Weight Lifting 	14.29%	563
Yoga 	24.92%	982








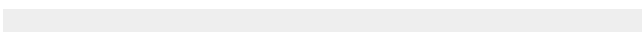

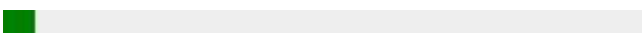

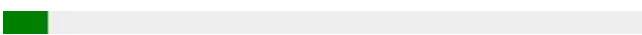

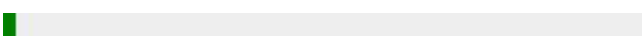

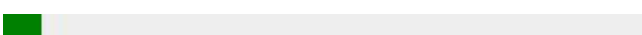

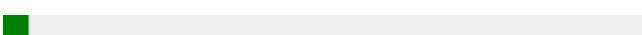

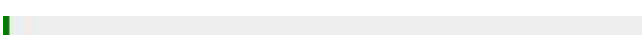
Other (Specify)  20.88% 823

**Number of respondents 2076**

**Number of respondents who skipped this question 1182**

## Page 23.

### 54. Which of the following hobbies, if any, do you regularly engage in? (Please check all that apply)

	% of Respondents	Number of Respondents
Board games/Playing cards 	4.34%	841
Cooking/baking 	10.41%	2017
Dining out/coffee/wine tasting 	7.48%	1450
Exercising 	8.17%	1583
Gardening 	5.16%	1001
Hunting/Fishing 	0.19%	37
Movies 	8.33%	1614
Museums/Art 	4.74%	918
Music/Concerts 	6.72%	1303
Outdoor activities (hiking, camping, etc.) 	6.60%	1279
Reading/Book Club/Following a blog 	8.87%	1719
Religion/spiritual 	2.27%	440
Surfing the internet 	9.66%	1872
Traveling/sightseeing 	5.68%	1100
Video gaming 	2.69%	522
Volunteering 	4.27%	828
Youtube (watching, posting, etc.) 	3.74%	724
Other (Specify) 	0.69%	134

**Number of respondents 2735**

**Number of respondents who skipped this question 523**

## Page 24.

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

	% of Respondents	Number of Respondents
Comedy 	25.02%	1863
Crime/drama 	18.92%	1409

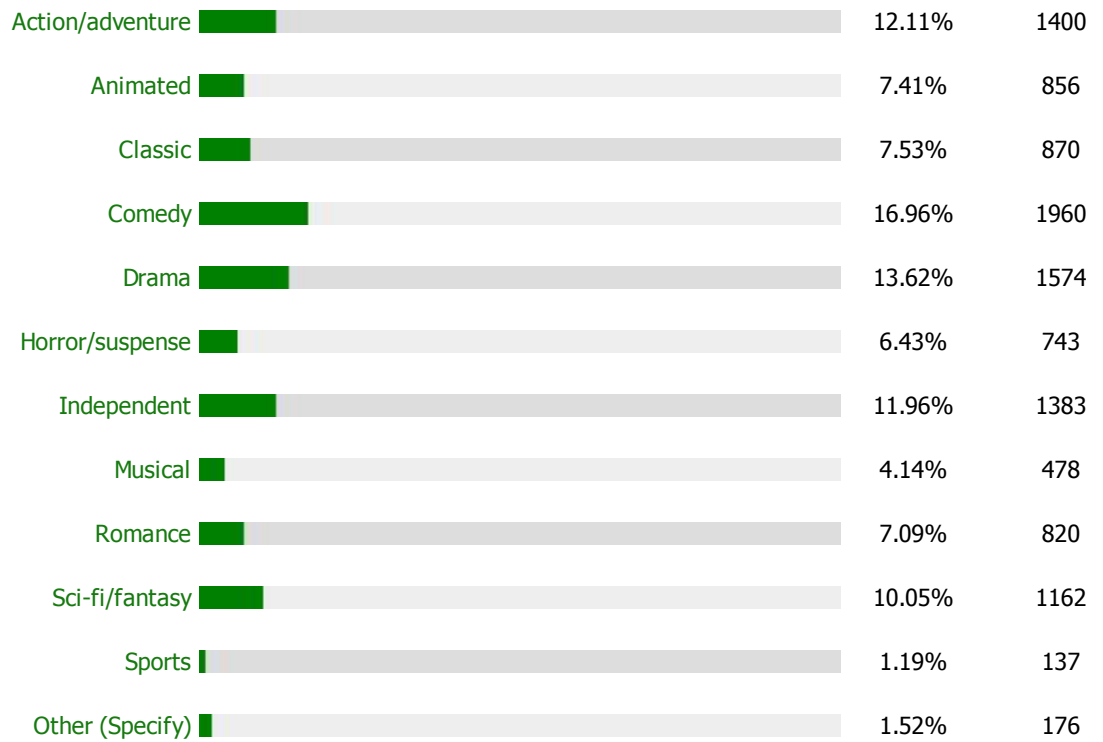


**Number of respondents 2464**

**Number of respondents who skipped this question 794**

**56. Which types of movies do you regularly watch? (Please check all that apply)**

% of Respondents    Number of Respondents



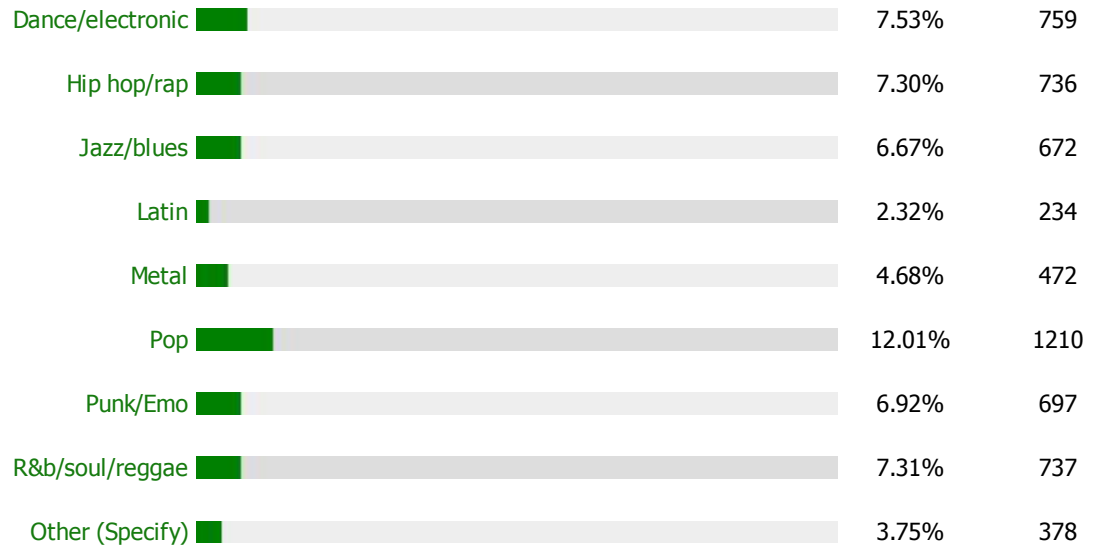
**Number of respondents 2541**

**Number of respondents who skipped this question 717**

**57. What types of music do you regularly listen to? (Please check all that apply)**

% of Respondents    Number of Respondents





**Number of respondents** 2623

**Number of respondents who skipped this question** 635

## Page 25. END SURVEY

**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.**

**Number of Respondents** 2299

**Number of respondents who skipped this question** 959