10W-2

1. How often, in the past week, did you eat the following?

Beans
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Beef
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Chicken
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Dairy
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Eggs
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Fish
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day
Non-dairy
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Pork
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Turkey
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

Veg Meat
[0] Never
[1] Less than 1 time per week
[2] 1-6 times per week
[3] 1-3 times per day
[4] 4 or more times per day

2. Do you consider yourself to be a:

[2] Vegetarian – eats no animal flesh, including chicken or fish, but does eat eggs or dairy
[3] Vegan – eats no animal products including chicken, fish, eggs, or dairy; honey optional

3. Did 10 Weeks to Vegan make you want to eat less of any of the following?

Mammals
[0] No
[1] Yes
[2] Already Didn't Eat

Birds
[0] No
[1] Yes
[2] Already Didn't Eat
Fish
[0] No
[1] Yes
[2] Already Didn't Eat

Dairy
[0] No
[1] Yes
[2] Already Didn't Eat

Eggs
[0] No
[1] Yes
[2] Already Didn't Eat

4. Was the 10 Weeks to Vegan series what you were expecting?

[1] Yes
[2] No

5. Please indicate how much you agree with the following statements:

I learned something new.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read

I found the nutrition information valuable.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read

I found the product suggestion section valuable.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read
I found the ‘Who You’re Helping’ section valuable.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read

I found the recipe section valuable.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read

Overall, I was satisfied with 10 Weeks to Vegan.
[1] Strongly disagree
[2] Disagree
[3] Neither agree nor disagree
[4] Agree
[5] Strongly agree
[6] N/A Did not read

6. How could 10 Weeks to Vegan be improved?

7. What did you like about 10 Weeks to Vegan?

About how many emails do you remember opening?

[0] 0
[1] 1
[2] 2
[3] 3
[4] 4
[5] 5
[6] 6
[7] 7
[8] 8
[9] 9
[10] 10

9. May we contact you for more information about your opinion of 10 Weeks to Vegan?

[1] Yes
[2] No