

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:

- [1] Meat-eater – eats some animal flesh
- [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