

# Opening Screen

Thanks for your interest in our survey!

## Please read before beginning:

DO NOT use your browser's "Back" and "Forward" buttons to move through the survey. If you do, your responses will not be saved correctly. Instead, use the "Next" and "Previous" buttons at the bottom of each page to navigate. Javascript must be enabled in your browser's settings for you to complete this survey (this is already the default for most users). If you have any technical difficulties, please contact the survey administrator at [info@cultivateresearch.com](mailto:info@cultivateresearch.com).

Click the “Next” button below to begin the survey.

## Diet 1

**[ALL] 1. Which foods/beverages do you currently consume?**

*Check any that apply*

- Fruit** (apples, bananas, oranges, canned fruit, dried fruit, etc.)
- Caffeinated drinks** (coffee, tea, lattes, energy drinks, chocolate drinks, etc.)
- Vegetables** (carrots, mushrooms, potatoes, onions, peas, etc.)
- Turkey** (turkey dinner, turkey sandwich, turkey gravy, turkey burger, etc.)
- Chicken** (wings, nuggets, chicken noodle soup, chicken salad, chicken sandwich, etc.)
- Nuts** (almonds, cashews, walnuts, peanut butter, pecans, etc.)
- Fish, not including seafood** (salmon, tuna, fish sticks, fish & chips, haddock, etc.)
- Seafood** (lobster, shrimp, scallops, oyster, crab, etc.)
- Sweets** (cookies, cakes, pie, candies, squares, etc.)
- Pork** (bacon, ham, pork chops, spare ribs, ham sandwich, etc.)
- Beef** (hamburger, steak, roast beef, meatloaf, in stew/lasagna/spaghetti/pizza, etc.)
- Other meats** (duck, lamb, rabbit, deer, goat, etc.)
- Soft drinks** (cola, ginger ale, lemon-lime, root beer, etc.)
- Eggs** (scrambled/boiled, omelet, egg sandwich, quiche, in baked goods/sauces, etc.)
- Dairy** (cheese including on pizza/pasta, milk/chocolate milk, yogurt, ice cream, butter, etc.)

- Beans** (chickpeas, navy beans, black beans, in chilli, tofu, etc.)
- Alcohol** (beer, wine, vodka, rum, gin, etc.)
- None of the above

**Instructions:** Separate respondents into 3 groups

- Unverified Vegetarians – eat none of the following: beef, pork, chicken, turkey, fish, seafood, or other meats, but eat either eggs or dairy.
- Unverified Vegans – eat none of the following: beef, pork, chicken, turkey, fish, seafood, other meats, dairy, or eggs.
- Omnivores – all other respondents
- Mandatory

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## Diet 2

**[OMNIVORES] 1. Have you ever eaten a vegetarian diet (one with no meat, i.e., without beef, pork, chicken, turkey, fish/seafood, etc.)?**

- Yes
- No

**Instructions**

- Limit to 1 answer.
- Mandatory

**[OMNIVORES] 2. Have you ever eaten a vegan diet (one with no animal products, i.e., without beef, pork, chicken/turkey, fish/seafood, dairy, eggs, etc.)?**

- Yes
- No

**Instructions**

- Limit to 1 answer.
- Mandatory

**Note:** Throughout the survey, referring to individuals as those who eat a vegetarian or vegan diet as opposed to vegetarians and vegans since diet (rather than identity) is of main concern.

**Instructions**

- Keep those who indicated “yes” to the first questions (classified as unverified vegetarian recidivists) or “yes” to the second questions (classified as unverified vegan recidivists) and end the survey for all other omnivores.
- Direct those who answered “yes” to both of these questions to question #3.

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## Diet 3

**[UNVERIFIED VEGETARIAN RECIDIVISTS & UNVERIFIED VEGAN RECIDIVISTS] 3.** You indicated that in the past you have eaten both a vegan and a vegetarian diet. Which was the more recent of the two?

*Choose one of the following answers*

- Vegetarian
- Vegan

### Instructions

- Limit to 1 answer.
- Randomly order response scale.
- Separate respondents into “unverified vegetarian recidivists” if they answered “vegetarian” and “unverified vegan recidivists” if they answered “vegan.”
- Mandatory

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## Diet 4

**[UNVERIFIED VEGETARIAN RECIDIVISTS]** *In the questions that follow, you will be asked about your experience when you ate a vegetarian diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.*

**4. Which foods did you eat when you were consuming a vegetarian diet?**

*Check any that apply*

*[Same list as in question 1, but with the memory cues removed (except for other meat)]*

**Instructions:** End the survey for those who indicated they ate at least one of the following: beef, pork, chicken, turkey, fish, seafood, or other meats. Classify the rest as “vegetarian recidivists.”

- Mandatory

**[UNVERIFIED VEGAN RECIDIVISTS]** *In the questions that follow, you will be asked about your experience when you ate a vegan diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.*

**4. Which foods did you eat when you were consuming a vegan diet?**

*Check any that apply*

*[Same list as in question 1, but with the memory cues removed]*

**Instructions:** End the survey for those who indicated they ate at least one of the following: beef, pork, chicken, turkey, fish, seafood, other meats, dairy, or eggs. Classify the rest as “vegan recidivists.”

- Mandatory

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## Diet 5

**[UNVERIFIED VEGETARIANS] 1. Do you currently eat a vegetarian diet (one with no meat, i.e., without beef, pork, chicken, turkey, fish/seafood, etc.)?**

- Yes
- No

### Instructions

- Limit to 1 answer.
- End the survey for those who indicate no. Classify the rest as “vegetarian.”
- Mandatory

**[UNVERIFIED VEGANS] 1. Do you currently eat a vegan diet (one with no animal products, i.e., without beef, pork, chicken/turkey, fish/seafood, dairy, eggs, etc.)?**

- Yes
- No

### Instructions

- Limit to 1 answer.
- End the survey for those who indicate no. Classify the rest as “vegans.”
- Mandatory

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## Recidivists – Motivations for Veg’nism

**[VEGETARIAN RECIDIVISTS] 1. How much did the following motivate you to eat a vegetarian diet?**

- 1 (not at all)       2       3       4       5 (very much)
- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat

### Instructions:

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

**[VEGAN RECIDIVISTS] 1. How much did the following motivate you to eat a vegan diet?**

1 (not at all)       2       3       4       5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat/animal products

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

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## **Recidivists – Recidivism Concerns Scale 1**

**[VEGETARIAN RECIDIVISTS] 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?**

Strongly disagree     Disagree     Neither agree nor disagree     Agree     Strongly agree

**[Inconvenience]**

1. I found it complicated to prepare vegetarian meals
2. I found it time consuming to prepare vegetarian meals
3. I had trouble finding restaurants where I could eat/food I could grab on the go
4. (R) I had easy access to a health food store or a grocery store with a health food section
5. I had to prepare both vegetarian and non-vegetarian meals
6. I had to rely on someone else to do the grocery shopping
7. I found my vegetarian diet difficult during a time of transition (changing residences, traveling, starting a new job, etc.)

**Instructions:**

- Limit to 1 answer per item.
- Randomize order of items within each pillar.
- Taking out headings and “(R)”
- Mandatory

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## Recidivists – Recidivism Concerns Scale 2

**[VEGETARIAN RECIDIVISTS]** 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

### [Taste]

1. I craved/was tempted by beef or pork
2. I craved/was tempted by poultry (chicken, turkey, etc.)
3. I craved/was tempted by fish/seafood
4. I was bored with my food options
5. I was a picky eater
6. (R) I found sufficient comfort/pleasure in vegetarian foods
7. I felt deprived at restaurants or parties

### Instructions:

- Limit to 1 answer per item.
- Randomize order of items within each pillar.
- Taking out headings and “(R)”
- Mandatory

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## Recidivists – Recidivism Concerns Scale 3a

**[VEGETARIAN RECIDIVISTS]** 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

### [Social]

1. (R) I felt the important people in my life were supportive of my vegetarian diet
2. (R) I had sufficient interaction with other vegetarians/vegans
3. (R) I was actively involved in a vegetarian group or organization (potluck, online community, etc.)
4. I found it problematic to eat around non-vegetarians
5. (R) I liked that my vegetarian diet made me stick out from the crowd

## Recidivists – Recidivism Concerns Scale 3b

**[VEGETARIAN RECIDIVISTS] 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?**

- Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree  
 Not applicable to me

**[Social]**

1. (R) I regularly shared vegetarian meals with the person(s) I lived with
2. I had concerns about vegetarian nutrition for my children and/or during my/my partner's pregnancy

**Instructions:**

- Limit to 1 answer per item.
- Taking out headings and "(R)"
- Mandatory

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## Recidivists – Recidivism Concerns Scale 4

**[VEGETARIAN RECIDIVISTS] 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?**

- Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

**[Motivations]**

- 1a. I started to doubt the animal protection benefits of a vegetarian diet
- 1b. I started to doubt the environmental benefits of a vegetarian diet
- 1c. I started to doubt the cost benefits of a vegetarian diet
- 1d. I started to doubt the health benefits of a vegetarian diet
- 1e. I started to doubt the religious/spiritual benefits of a vegetarian diet
- 1f. I started to experience less pressure from others (friends, family, significant other, etc.) to eat a vegetarian diet
- 1g. I started to doubt the social justice/world hunger benefits of a vegetarian diet
- 1h. I started to have less appreciation for the taste of vegetarian foods
- 1i. I started to lose interest in following the vegetarian food trend
- 1j. I started to feel less disgusted by meat

**Instructions:**

- Limit to 1 answer per item.
- Taking out headings and "(R)"
- Mandatory

- These 9 items are linked to the answers in the “Recidivists – Motivations for Veg’nism” question which appears earlier such that these items will only appear if respondents answered a “4” or “5” on this earlier question given that otherwise they would not be applicable to them.

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## Recidivists – Recidivism Concerns Scale 5

**[VEGETARIAN RECIDIVISTS]** 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

### [Health]

1. I was taking too many vitamins/supplements
2. (R) I was confident I was getting the right nutrients
3. I was on a low fat or raw diet
4. I was concerned about the impact my vegetarian diet was having on my health
5. I was frequently fatigued or light-headed
6. I always felt hungry
7. I frequently visited a health care professional for diet-related issues

### Instructions:

- Limit to 1 answer per item.
- Randomize order of items within each pillar.
- Taking out headings and “(R)”
- Mandatory

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## Recidivists – Recidivism Concerns Scale 6

**[VEGETARIAN RECIDIVISTS]** 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegetarian diet?

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

### [Other]

1. I found it cost too much to eat a vegetarian diet
2. (R) I saw vegetarianism as part of my identity
3. I began to feel it was too difficult to be “pure” with my vegetarian diet



4. (R) I was clear about the definition of a vegetarian diet

**Instructions:**

- Limit to 1 answer per item.
- Randomize order of items within each pillar.
- Taking out headings and “(R)”
- Mandatory

**[VEGAN RECIDIVISTS] 1. To what extent do you agree/disagree that the following statements applied to you when you ate a vegan diet?**

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

*[Same list as above but replace “vegetarian” with “vegan” and under Taste add “I craved/was tempted by eggs or dairy” and change “I started to feel less disgusted by meat” to “I started to feel less disgusted by meat/animal products”]*

**Instructions:**

- Limit to 1 answer per item.
- Have items for each pillar appear on a separate page (i.e., as separate questions and so repeat question text). Randomize order of items within these pillars.
- Taking out headings and “(R)”
- Mandatory

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## Recidivists – Difficulties as a Veg'n Textbox

**[VEGETARIAN RECIDIVISTS] 1. Please list any difficulties you had with your vegetarian diet that were not already touched on.**

**Instructions:**

- Textbox

**[VEGAN RECIDIVISTS] 1. Please list any difficulties you had with your vegan diet that were not already touched on.**

**Instructions:**

- Textbox

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## Recidivists – Health 1

**Reminder: In the questions that follow, you will be asked about your experience when you ate a vegetarian diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.**

**[VEGETARIAN RECIDIVISTS] 1. When you were eating a vegetarian diet, on average how often did you have your B12 levels checked using laboratory tests?**

*Choose one of the following answers*

- Never
- Less than 1 time per year
- Yearly
- Multiple times per year or more frequently
- Don't know

**Instructions:**

- Limit to 1 answer
- Mandatory

***Reminder: In the questions that follow, you will be asked about your experience when you ate a vegan diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.***

**[VEGAN RECIDIVISTS] 1. When you were eating a vegan diet, on average how often did you have your B12 levels checked using laboratory tests?**

*Choose one of the following answers*

- Never
- Less than 1 time per year
- Yearly
- Multiple times per year or more frequently
- Don't know

**Instructions:**

- Limit to 1 answer
- Mandatory

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## **Recidivists – Transition to Veg'nism**

**[VEGETARIAN RECIDIVISTS] 1. Once you decided to adopt a vegetarian diet, how long was it before you fully transitioned to that diet (i.e., moving from reduction to total elimination of meat)?**

*Choose one of the following answers*

- 1–6 days
- 1–3 weeks
- 1–6 months
- 7–12 months
- More than 1 year
- Don't know

### Instructions

- Limit to 1 answer.
- Mandatory

**[VEGAN RECIDIVISTS]** 1. Once you decided to adopt a vegan diet, how long was it before you fully transitioned to that diet (i.e., moving from reduction to total elimination of animal products)?

*Choose one of the following answers*

- 1–6 days
- 1–3 weeks
- 1–6 months
- 7–12 months
- More than 1 year
- Don't know

### Instructions

- Limit to 1 answer.
- Mandatory

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## Recidivists – Age

**[VEGETARIAN RECIDIVISTS]** 1. How old were you when you first adopted a vegetarian diet? \_\_\_\_\_

*Choose one of the following answers*

### Instructions:

- Drop-down list of 0–100+.
- Mandatory

**[VEGAN RECIDIVISTS]** 1. How old were you when you first adopted a vegan diet?

*Choose one of the following answers*

### Instructions:

- Drop-down list of 0–100+.
- Mandatory

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## Recidivists – Length of Veg'nism

**Reminder: In the questions that follow, you will be asked about your experience when you ate a vegetarian diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.**

**[VEGETARIAN RECIDIVISTS] 1. How long did you eat a vegetarian diet?**

**Choose one of the following answers**

- Up to 3 months
- 4–11 months
- 1–2 years
- 3–5 years
- 6–10 years
- More than 10 years
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

**Reminder: In the questions that follow, you will be asked about your experience when you ate a vegan diet. If you did so on more than one occasion, please answer only for the most recent time unless otherwise instructed.**

**[VEGAN RECIDIVISTS] 1. How long did you eat a vegan diet?**

**Choose one of the following answers**

- Up to 3 months
- 4–11 months
- 1–2 years
- 3–5 years
- 6–10 years
- More than 10 years
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

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## **Recidivists – Health as a Veg'n**

**[VEGETARIAN RECIDIVISTS] 1. When you were eating a vegetarian diet, did you begin to experience any of the following?**

- Thyroid problems
- Food allergies
- Digestive problems
- Depression/anxiety
- Protein deficiency

- B12 deficiency
- Calcium deficiency
- Iron deficiency
- Iodine deficiency
- Vitamin A deficiency
- Vitamin D deficiency
- Zinc deficiency
- Low cholesterol
- Eating disorder
- None of the above

**Instructions**

- Limit to 1 answer.
- If yes to at least one of the above, direct to question 2.
- Randomly order response scale, with “None of the above” at end
- Mandatory

**[VEGAN RECIDIVISTS] 1. When you were eating a vegan diet, did you begin to experience any of the following?**

- Thyroid problems
- Food allergies
- Digestive problems
- Depression/anxiety
- Protein deficiency
- B12 deficiency
- Calcium deficiency
- Iron deficiency
- Iodine deficiency
- Vitamin A deficiency
- Vitamin D deficiency
- Zinc deficiency
- Low cholesterol
- Eating disorder
- None of the above

**Instructions**

- Limit to 1 answer.
- If yes to at least one of the above, direct to question 2.
- Randomly order response scale, with “None of the above” at end
- Mandatory

**[VEGETARIAN RECIDIVISTS] 2. Did these conditions improve after you started eating meat?**

**Choose one of the following answers**

- Yes – all symptoms/deficiencies improved
- Somewhat – some symptoms/deficiencies improved
- No

**Instructions:**

- Limit to 1 answer.
- If yes or somewhat, direct to question 3.
- Mandatory

**[VEGAN RECIDIVISTS] 2. Did these conditions improve after you started eating animal products?**

*Choose one of the following answers*

- Yes – all conditions improved
- Somewhat – some conditions improved
- No

**Instructions:**

- Limit to 1 answer.
- If yes or somewhat, direct to question 3.
- Mandatory

**[VEGETARIAN RECIDIVISTS] 3. On average, how soon after starting to eat meat did your conditions begin to improve?**

*Choose one of the following answers*

- Within 1 day
- Within 2–6 days
- Within 1–3 weeks
- Within 1–3 months
- Within 4–11 months
- Within 1 year or more
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

**[VEGAN RECIDIVISTS] 3. On average, how soon after starting to eat animal products did your conditions begin to improve?**

*Choose one of the following answers*

- Within 1 day
- Within 2–6 days
- Within 1–3 weeks
- Within 1–3 months
- Within 4–11 months
- Within 1 year or more
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

## Recidivists – Significant Other

**[VEGETARIAN RECIDIVISTS]** 1. When you most recently stopped eating a vegetarian diet, did you live with a significant other (boyfriend/girlfriend, partner, spouse, etc.)?

- Yes
- No

### Instructions

- Limit to 1 answer.
- If yes, direct to question 2
- Mandatory

**[VEGAN RECIDIVISTS]** 1. When you most recently stopped eating a vegan diet, did you live with a significant other (boyfriend/girlfriend, partner, spouse, etc.)?

- Yes
- No

### Instructions

- Limit to 1 answer.
- If yes, direct to question 2
- Mandatory

**[VEGETARIAN RECIDIVISTS & VEGAN RECIDIVISTS]** 2. Did your significant other eat a vegetarian or vegan diet at this time?

- Yes
- No

### Instructions

- Limit to 1 answer.
- Mandatory

## Recidivists – Health 2

**[VEGETARIAN RECIDIVISTS]** 1. When you were eating a vegetarian diet, which of the following were a regular part of your diet?

*Check any that apply*

- Dairy products
- Eggs
- Fortified meat alternatives
- Fortified non-dairy milk

- Fortified breakfast cereals
- Multivitamin
- Fortified nutritional yeast
- B12 supplement
- Grapefruit
- Quinoa
- Coconut oil
- Pistachios
- Lentils
- Vitamin D supplement
- None of the above

**Instructions:**

- Randomly order response scale, with “None of the above” at end
- Mandatory

**[VEGAN RECIDIVISTS] 1. When you were eating a vegan diet, which of the following were a regular part of your diet?**

*Check any that apply*

- Fortified meat alternatives
- Fortified non-dairy milk
- Fortified breakfast cereals
- Multivitamin
- Fortified nutritional yeast
- B12 supplement
- Grapefruit
- Quinoa
- Coconut oil
- Pistachios
- Lentils
- Vitamin D supplement
- None of the above

**Instructions:**

- Limit to 1 answer
- Randomly order response scale
- Mandatory

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## Recidivists – Recidivism Reasons Textbox

**[VEGETARIAN RECIDIVISTS] 1. What was the primary reason you stopped eating a vegetarian diet?**

**Instructions:**



- text box
- Mandatory

**[VEGAN RECIDIVISTS] 1. What was the primary reason you stopped eating a vegan diet?**

**Instructions:**

- text box
- Mandatory

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## **Recidivists – Interest in Re-adopting Veg’nism 1**

**[VEGETARIAN RECIDIVISTS] 1. Are you interested in resuming a vegetarian diet?**

- Yes
- No

**Instructions:**

- Limit to 1 answer.
- If yes, direct to question 2, 3, 4, & 5. If no, direct to question 5.
- Mandatory

**[VEGAN RECIDIVISTS] 1. Are you interested in resuming a vegan diet?**

- Yes
- No

**Instructions:**

- Limit to 1 answer.
- If yes, direct to question 2, 3, & 4 but skip 5 & 6. If no, direct to question 5.
- Mandatory

**[VEGETARIAN RECIDIVISTS] 2. How likely do you think it is that you will resume a vegetarian diet?**

*Choose one of the following answers*

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

**Instructions:**

- Limit to 1 answer.
- mandatory

**[VEGAN RECIDIVISTS] 2. How likely do you think it is that you will resume a vegan diet?**

*Choose one of the following answers*

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

**Instructions:** Limit to 1 answer. Mandatory

**[VEGETARIAN RECIDIVISTS] 3. To what extent are the following reasons motivating you to resume a vegetarian diet?**

1 (not at all)     2     3     4     5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

**[VEGAN RECIDIVISTS] 3. To what extent are the following reasons motivating you to resume a vegan diet?**

1 (not at all)     2     3     4     5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat/animal products

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

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## **Recidivists – Interest in Re-adopting Veg'nism 2**

**[VEGETARIAN RECIDIVISTS] 4. What would you need in order to resume a vegetarian diet?**

**Instructions:**

- Text box.
- Mandatory

**[VEGAN RECIDIVISTS] 4. What would you need in order to resume a vegan diet?**

**Instructions:**

- Text box.
- Mandatory

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## Recidivists – Interest in Re-adopting Veg’nism 3

**[VEGETARIAN RECIDIVISTS] 5. Are you interested in adopting a vegan diet (one with no animal products, i.e., without beef, pork, chicken/turkey, fish/seafood, dairy, eggs, etc.)?**

- Yes
- No

**Instructions**

- Limit to 1 answer.
- If no to both question 1 and question 5, direct to question 6.
- Mandatory

**[VEGAN RECIDIVISTS] 5. Are you interested in adopting a vegetarian diet (one with no meat, i.e., without beef, pork, chicken, turkey, fish/seafood, etc.)?**

- Yes
- No

**Instructions**

- Limit to 1 answer.
- If no to both question 1 and question 5, direct to question 6.
- Mandatory

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## Recidivists – Interest in Re-adopting Veg’nism 4

**[VEGETARIAN RECIDIVISTS & VEGAN RECIDIVISTS] 6. Do you have an interest in continuing to eat animal products (e.g., beef, pork, chicken/turkey, fish/seafood, dairy and/or eggs) but reducing your consumption of some/all of these foods?**

- Yes
- No

**Instructions:**

- Limit to 1 answer.
- Mandatory

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## Recidivists – Switching

**[VEGETARIAN RECIDIVISTS & VEGAN RECIDIVISTS]** 1. In the past, how many times have you switched from a vegetarian/vegan diet to one that includes meat? Choose one of the following answers

- 1
- 2
- 3
- 4
- 5 or more
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

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## Recidivists – Diet Frequency

**[VEGETARIAN RECIDIVISTS & VEGAN RECIDIVISTS]** 1. On average, how often do you currently eat the following foods?

*[Same list as in diet question 1 (but without “None of the above”, with the memory cues removed (except for other meat), and with the following frequencies:*

- Never
- Less than 1 time per MONTH
- 1–3 times per MONTH
- 1 time per WEEK
- 2–6 times per WEEK
- 1 time per DAY
- 2 or more times per DAY]

**Instructions:**

- Limit to 1 answer per item.
- Mandatory

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## Recidivists – Final Textbox

**[VEGETARIAN RECIDIVISTS] 1. Any final thoughts you would like to share about your time eating a vegetarian diet or your move away from it?**

**Instructions:**

- Textbox

**[VEGAN RECIDIVISTS] 1. Any final thoughts you would like to share about your time eating a vegan diet or your move away from it?**

**Instructions:**

- Textbox

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## Current Veg'ns – Motivations for Veg'nism

**[VEGETARIANS] 1. How much do the following motivate you to eat a vegetarian diet?**

1 (not at all)       2       3       4       5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat

**Instructions:**

- Limit to 1 answer.

- Mandatory

- Randomly order response scale.

**[VEGANS] 1. How much do the following motivate you to eat a vegan diet?**

1 (not at all)       2       3       4       5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat/animal products

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

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## Current Veg'ns – Recidivism Concerns Scale 1

**[VEGETARIANS]** 1. To what extent do you agree/disagree with the following statements?

- Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

### **[Inconvenience]**

1. I find it complicated to prepare vegetarian meals
2. I find it time consuming to prepare vegetarian meals
3. I have trouble finding restaurants where I can eat/food I can grab on the go
4. (R) I have easy access to a health food store or a grocery store with a health food section
5. I have to prepare both vegetarian and non-vegetarian meals
6. I have to rely on someone else to do the grocery shopping
7. I have found my vegetarian diet to be difficult during a time of transition (changing residences, traveling, starting a new job, etc.)

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## Current Veg'ns – Recidivism Concerns Scale 2

### **[Taste]**

1. I crave/am tempted by beef or pork
2. I crave/am tempted by poultry (chicken, turkey, etc.)
3. I crave/am tempted by fish/seafood
4. I am bored with my food options
5. I am a picky eater
6. (R) I find sufficient comfort/pleasure in vegetarian foods
7. I feel deprived at restaurants or parties

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## Current Veg'ns – Recidivism Concerns Scale 3a

### [Social]

1. (R) I feel the important people in my life are supportive of my vegetarian diet
2. (R) I have sufficient interaction with other vegetarians/vegans
3. (R) I am actively involved in a vegetarian group or organization (potluck, online community, etc.)
4. I find it problematic to eat around non-vegetarians
5. (R) I like that my vegetarian diet makes me stick out from the crowd

## Current Veg'ns – Recidivism Concerns Scale 3b

- Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree  
 Not applicable to me

### [Social]

1. (R) I regularly share vegetarian meals with the person(s) I live with
2. I have concerns about vegetarian nutrition for my children and/or during my/my partner's pregnancy

### Instructions:

- Limit to 1 answer per item.
- Taking out headings and "(R)"
- Mandatory

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## Current Veg'ns – Recidivism Concerns Scale 4

### [Motivations]

- 1a. I have started to doubt the animal protection benefits of a vegetarian diet
- 1b. I have started to doubt the environmental benefits of a vegetarian diet
- 1c. I have started to doubt the cost benefits of a vegetarian diet
- 1d. I have started to doubt the health benefits of a vegetarian diet
- 1e. I have started to doubt the religious/spiritual benefits of a vegetarian diet
- 1f. I have started to experience less pressure from others (friends, family, significant other, etc.) to eat a vegetarian diet
- 1g. I have started to doubt the social justice/world hunger benefits of a vegetarian diet
- 1h. I have started to have less appreciation for the taste of vegetarian foods
- 1i. I have started to lose interest in following the vegetarian food trend

1j I have started to feel less disgusted by meat

**Instructions:**

- Limit to 1 answer per item.
- Taking out headings and “(R)”
- Mandatory
- These 9 items are linked to the answers in the “Current Veg’ns – Motivations for Veg’nism” question which appears earlier such that these items will only appear if respondents answered a “4” or “5” on this earlier question given that otherwise they would not be applicable to them.

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## Current Veg’ns – Recidivism Concerns Scale 5

**[Health]**

1. I am taking too many vitamins/supplements
2. (R) I am confident I am getting the right nutrients
3. I am on a low fat or raw diet
4. I am concerned about the impact my vegetarian diet is having on my health
5. I am frequently fatigued or light-headed
6. I always feel hungry
7. I frequently visit a health care professional for diet-related issues

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## Current Veg’ns – Recidivism Concerns Scale 6

**[Other]**

1. I find it costs too much to eat a vegetarian diet
2. (R) I see vegetarianism as part of my identity
3. I have begun to feel it is too difficult to be “pure” with my vegetarian diet
4. (R) I am clear about the definition of a vegetarian diet

**Instructions:**

- Limit to 1 answer per item.
- Have items for each pillar appear on a separate page (i.e., as separate questions and so repeat question text). Randomize order of items within these pillars.
- Taking out headings and “(R)”
- Mandatory



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**[VEGANS] 1. To what extent do you agree/disagree with the following statements?**

- Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

*[Same list as above but replace “vegetarian” with “vegan” and under Taste add “I crave/am tempted by eggs or dairy” and change “I have started to feel less disgusted by meat” to “I started to feel less disgusted by meat/animal products”]*

**Instructions:**

- Limit to 1 answer per item.
- Have items for each pillar appear on a separate page (i.e., as separate questions and so repeat question text). Randomize order of items within these pillars.
- Taking out headings and “(R)”
- Mandatory

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## Current Veg’ns – Health 1

**[VEGETARIANS & VEGANS] 1. On average how often do you have your B12 levels checked using laboratory tests?**

*Choose one of the following answers*

- Never  
 Less than 1 time per year  
 Yearly  
 Multiple times per year or more frequently  
 Don’t know

**Instructions:**

- Limit to 1 answer.
- Mandatory

—————new page—————

## Current Veg’ns – Transition to Veg’nism

**[VEGETARIANS] 1. Once you decided to adopt your current vegetarian diet, how long was it before you fully transitioned to that diet (i.e., moving from reduction to total elimination of meat)?**

*Choose one of the following answers*

- 1–6 days  
 1–3 weeks  
 1–6 months  
 7–12 months

- More than 1 year
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

**[VEGANS] 1. Once you decided to adopt your current vegan diet, how long was it before you fully transitioned to that diet (i.e., moving from reduction to total elimination of animal products)?**

*Choose one of the following answers*

- 1–6 days
- 1–3 weeks
- 1–6 months
- 7–12 months
- More than 1 year
- Don't know

**Instructions:**

- Limit to 1 answer.
- Mandatory

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## Current Veg'ns – Age

**[VEGETARIANS] 1. How old were you when you first adopted a vegetarian diet?**

*Choose one of the following answers*

**Instructions:** Drop-down list of 0–100+. Mandatory

**[VEGANS] 1. How old were you when you first adopted a vegan diet? \_\_\_\_\_**

*Choose one of the following answers*

**Instructions:**

- Drop-down list of 0–100+.
- Mandatory

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## Current Veg'ns – Length of Veg'nism

**[VEGETARIANS] 1. How long have you been eating a vegetarian diet without interruption?**

*Choose one of the following answers*

- Up to 3 months
- 4–11 months
- 1–2 years
- 3–5 years
- 6–10 years
- More than 10 years
- Don't know

**Instructions:** Limit to 1 answer. Mandatory

**[VEGANS] 1. How long have you been eating a vegan diet without interruption?**

*Choose one of the following answers*

- up to 3 months
- 4–11 months
- 1–2 years
- 3–5 years
- 6–10 years
- More than 10 years
- Don't know

**Instructions:**

- Limit to 1 answer.

- Mandatory

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## Current Veg'ns – Health 2

**[VEGETARIANS] 1. Which of the following are a regular part of your diet?**

*Check any that apply*

- Dairy products
- Eggs
- Fortified meat alternatives
- Fortified non-dairy milk
- Fortified breakfast cereals
- Multivitamin
- Fortified nutritional yeast
- B12 supplement
- Grapefruit
- Quinoa
- Coconut oil
- Pistachios
- Lentils
- Vitamin D supplement
- None of the above

**Instructions:**

- Randomly order response scale
- Mandatory

**[VEGANS] 1. Which of the following are a regular part of your diet?**

*Check any that apply*

- Fortified meat alternatives
- Fortified non-dairy milk
- Fortified breakfast cereals
- Multivitamin
- Fortified nutritional yeast
- B12 supplement
- Grapefruit
- Quinoa
- Coconut oil
- Pistachios
- Lentils
- Vitamin D supplement
- None of the above

**Instructions:**

- Randomly order response scale
- Mandatory

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## Current Veg'ns – Recidivist Behavior

**[VEGETARIANS] 1. Was there a time when you moved from a vegetarian/vegan diet to a diet with meat and then to a vegetarian/vegan diet?**

- Yes
- No

**Instructions:**

- Limit to 1 answer.
- If yes, direct to question 2.
- Mandatory

**[VEGANS] 1. Was there a time when you moved from a vegetarian/vegan diet to a diet with meat and then to a vegetarian/vegan diet?**

- Yes
- No

**Instructions:**

- Limit to 1 answer.
- If yes, direct to question 2.
- Mandatory

**[VEGETARIANS] 2. After having reintroduced meat, how much did the following motivate you to switch to a vegetarian/vegan diet?**

1 (not at all)     2     3     4     5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat/animal products

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

**[VEGANS] 2. After having reintroduced meat, how much did the following motivate you to switch to a vegetarian/vegan diet?**

1 (not at all)     2     3     4     5 (very much)

- Animal protection
- Concern for the environment
- Cost
- Health
- Religious/spiritual beliefs
- Social influence (from friends, family, significant other, etc.)
- Social justice or world hunger
- Taste preferences
- Wanting to follow a food trend
- Feelings of disgust about meat/animal products

**Instructions:**

- Limit to 1 answer.
- Mandatory
- Randomly order response scale.

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## Demographic Qs 1

**[ALL] 1. What is your age? \_\_\_\_\_**  
*Choose one of the following answers*

**Instructions:**

- Drop-down list of 0–100+.

- Mandatory

**[ALL] 2. What is your gender?**

*Choose one of the following answers*

- Female
- Male
- Other

**Instructions**

- Limit to 1 answer.
- Mandatory

**[ALL] 3. In which state do you currently live? \_\_\_\_\_**

**Instructions:**

- Drop-down list of all states.
- Alphabetical
- Mandatory

\_\_\_\_\_new page\_\_\_\_\_

## Demographic Qs 2

**[ALL] 4. What is your highest level of education?**

*Choose one of the following answers*

- Less than 12th grade, no diploma
- High school diploma (or equivalent)
- Some education after high school, no degree
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

**Instructions:**

- Limit to 1 answer.
- Mandatory

\_\_\_\_\_new page\_\_\_\_\_

## Demographic Qs 3

**[ALL] 5. Which of the following best corresponds with your political orientation?**

*Choose one of the following answers*

- 1 (strongly conservative)
- 2
- 3
- 4
- 5 (strongly liberal)

**Instructions:**

- Limit to 1 answer.

- Mandatory

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## Demographic Qs 4

**[ALL] 6. What race/ethnicity do you consider yourself?**

*Choose one of the following answers*

- African American or Black
- Asian
- Hispanic, Latino, or Spanish origin
- Indian
- Middle Eastern
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- White
- Other race/ethnicity (including two or more)

### Instructions

- Limit to 1 answer.
- Randomly order response scale with “Other race/ethnicity” at the end. Could only get it to leave “Other race/ethnicity” at the end if there was a textbox include (not mandatory). Any way to remove this? Otherwise can just disregard this qualitative data in the analysis.
- Mandatory

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## Demographic Qs 5

**[ALL] 7. If you actively practice a particular religion, please select it from the list below.**

*Choose one of the following answers*

- Buddhist
- Christian (Catholic, Protestant, etc.)
- Hindu
- Jewish
- Muslim
- Do not actively practice a religion
- Other religion (including two or more)

### Instructions

- Limit to 1 answer.
- Randomly order response scale with “Other” and “Do not actively practice a particular religion” at the end.
- Mandatory