

Appendix

How long have you been vegan?

- More than 5 years
- 1-5 years
- Less than one year

What is your primary motivation for being a vegan?

- Animal rights/ethics/welfare
- My health
- Environmental concerns

Which source brought you to veganism? If more than one response applies, please pick the source that had the strongest influence on you in motivating your transition to veganism.

- An animal rights organization
- A medical practitioner
- A friend or family member
- Social media
- A documentary about veganism
- A book or magazine article about veganism
- My school or a teacher
- I figured it out on my own
- I can't remember
- Other (fill in the blank)

Gender

Please fill in the blank as appropriate.

Race

Please fill in the blank as appropriate.

Sexual Orientation

Please fill in the blank as appropriate.

Do you identify as disabled?

- No
- Yes

Religion

- Atheist / No religion
- Agnostic
- Christian
- Jewish
- Muslim
- Other (fill in the blank)

Age

- Under 18
- 18-25
- 24-34
- 35-44
- 45-54
- 55-64

65-74
75+

In which state do you currently reside?

Area of residence

Urban
Suburban
Rural

What is your household's annual income?

Under 35,000
35,000-55,000
56,000-75,000
76,000-100,000
Over 100,000

I currently identify as...

Democrat
Republican
Green
Libertarian
None Undecided
Other (fill in the blank)

In the 2016 American election, I voted for...

Hillary Clinton
Donald Trump
Jill Stein
Gary Johnson
Other (fill in the blank)
I am eligible to vote, but chose not to do so I am not eligible to vote

I consider myself politically engaged

Yes
No

I consider myself an activist

Yes
No

With the election of Donald Trump, I feel...

Worried that social problems will increase
Hopeful that social problems will decrease
I'm not sure
No opinion

Regarding the economy, security, and other social problems, Donald Trump promised to put "America first" in his campaigning and early days of presidency. Do you agree with this campaign promise?

I strongly agree with Trump's campaign promise
I agree with Trump's campaign promise
I am neutral or have no opinion about Trump's campaign promise
I disagree with Trump's campaign promise
I strongly disagree with Trump's campaign promise

Other than veganism, I am involved in the following movements

Choose all that apply.

- None
- Black Lives Matter
- Prison abolition / Criminal justice reform
- Native American/Indigenous rights
- Environmentalism
- Feminism
- LGBT rights
- Fat acceptance / Body positivity
- Disability rights
- Homelessness advocacy
- Religious advocacy or missionary work
- Labor rights / Efforts to combat problems with capitalism
- Other (fill in the blank)

Generally speaking, how much contact would you say that you had with people of the following backgrounds last month?

Persons of color (Native Americans, persons of Asian, Latino, or African decent, etc.)

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Persons from another country

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Openly lesbian, gay, bisexual or trans persons

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Persons from an economic background different than yourself

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Persons with a disability

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Persons of a religious background different than yourself

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

Persons with political affiliations/views other than your own

0 1 2 3 4 5 6 7 8 9 10

None at all A little A moderate amount A great deal

How comfortable would you be sharing a vegan social or political event (such as a potluck, organizational meeting, or protest) with the following?

Persons of color (Native Americans, persons of Asian, Latino, or African decent, etc.)

0 1 2 3 4 5 6 7 8 9 10

Extremely uncomfortable Extremely comfortable

Persons from another country

Socioeconomic class or classism (discrimination against poor persons)

0 1 2 3 4 5 6 7 8 9 10
Very badly Very well

In your opinion, how relevant are the following movements to veganism?

Black Lives Matter

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Prison abolition / Criminal justice reform

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Native American/Indigenous rights

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Environmentalism

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Feminism LGBT rights

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Fat acceptance / Body positivity

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Disability rights

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Religious advocacy or missionary work

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Homelessness advocacy

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Labor rights / Efforts to combat problems with capitalism

0 1 2 3 4 5 6 7 8 9 10
Not at all relevant Very relevant

Please indicate your level of agreement with the following statements about diversity in the vegan movement.

The vegan movement has visible leadership in fostering diversity in the movement

0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

I feel awkward in the vegan movement when I am around people from backgrounds different than my own

0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

The vegan movement has a climate that feels welcoming to me
0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

I feel comfortable discussing diversity issues in the vegan movement
0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

I feel informed about topics of inequality that are not related to nonhuman animals
0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

I believe the vegan movement should be involved with other social movements
0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree

I believe the vegan movement should put nonhumans first
0 1 2 3 4 5 6 7 8 9 10
Strongly disagree Strongly agree