

# “WHY I BECAME VEGETARIAN/VEGAN” SURVEY INSTRUCTIONS

The process is simple:

- Download the one-page survey form (which contains two questions) from The Vegetarian Resource Group website:  
<http://www.vrg.org/research/VegSurveyForm.pdf>
- Insert the Event Name, Event Date(s), Event City and Event State onto the survey form. (If you will be distributing the survey to an organization or group via e-mail rather than in person at an event, you may leave these fields blank.)
- Make copies of the survey form to distribute at the event. (You are responsible for event fees and the cost of copying the survey forms.)
- Distribute survey forms at the event. Although instructions and definitions are on the survey form, you may want to review them with survey takers.
- Collect completed surveys during the event.
  - If you notice someone has selected more than three answers to a question, you can ask them to modify their answer and limit their choices to three. If the person has already left the event, you can go ahead and include all their choices in the survey results.
  - If you notice someone has inserted an improper answer (such as “health”) into the “Other” section of the form, you can ask them to modify their answer. If the person has already left the event, you can go ahead and include their answer in the survey results. (See the note at the bottom of the survey form for more details about this.)
  - If people ask about obtaining the results, you can tell them the results will probably be posted on the [www.vrg.org](http://www.vrg.org) website.
- Tabulate the results. Results for each question should include:
  - A count of the number of people who selected each choice (list the choices in the same order that they appear in the survey).
  - A list of the “Other” responses that were handwritten on the form along with a count of the number of people who handwrote that response.
- E-mail the results to [Gretchen@ChooseKindness.com](mailto:Gretchen@ChooseKindness.com).
  - Insert “Survey Results” in the subject line of your e-mail.
  - Include your Full Name, Address and Phone Number in your e-mail.
  - Include the Event Name, Event Date(s), Event City and Event State in your e-mail. (If you distributed the survey via e-mail rather than in person at an event, include the name of the group who received the survey by e-mail, the city and state where the group is located and the date you e-mailed the survey.)
  - Do not include any attachments.
- Keep the survey forms and your tabulated results until you receive confirmation that your results have been received and that there are no questions about them.

If you have any questions, please let me know. Thank you again for your help!

Gretchen Chlebowski