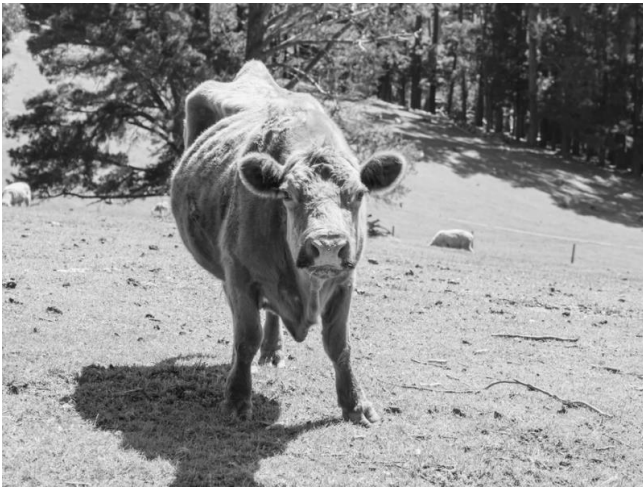


# Study appendix



## EAT GREEN, BE HAPPY

Evidence Of The Connection Between  
Veganism And Happiness

Based on a survey with 11,537 respondents, we found numerous observations about veganism, happiness and the sentiment that meat-eaters have about vegans and vegetarians. It turns out that vegans are happier and not as loathed as some other studies want you to believe.

A study by Tracking Happiness

Study link:

<https://www.trackinghappiness.com/vegan-happiness-prejudices-study>

## Method

We let Amazon Mechanical Turk (MTurk) workers living in the United States complete a 2-minute survey for a compensation. MTurk is a “crowdsourcing” platform where “workers” complete tasks for a paid compensation.

Survey responses were collected between May 03, 2021 and May 17, 2021.

Survey respondents were only allowed to respond once.

Illegitimate responses - such as duplicate responses, responses with missing data, or responses from outside North America - were filtered from the results.

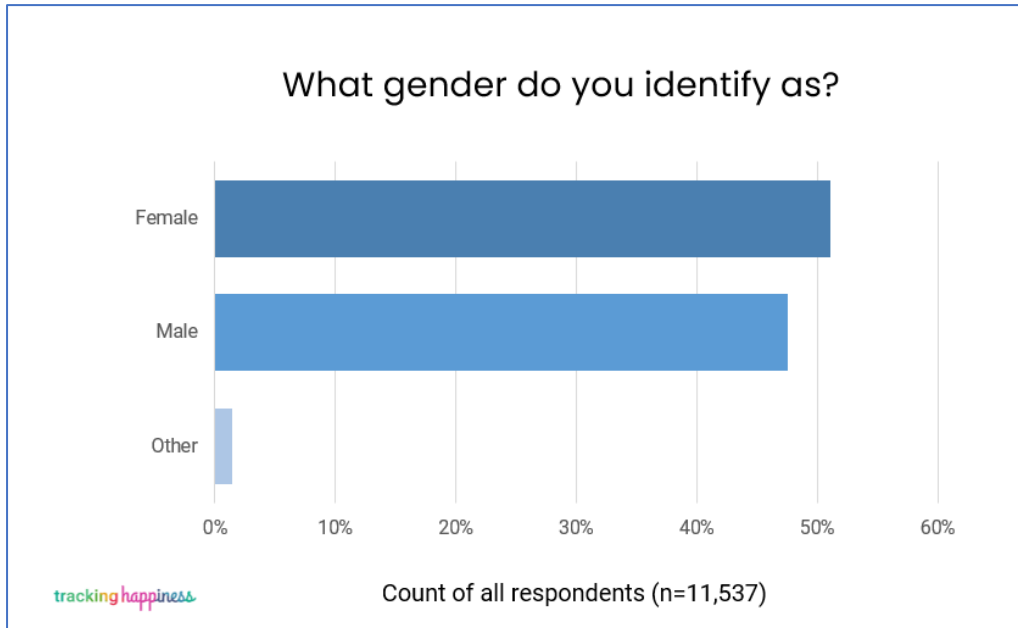
The survey responses are completely anonymized. No personal names or email addresses were collected.

## Demographics of the respondents

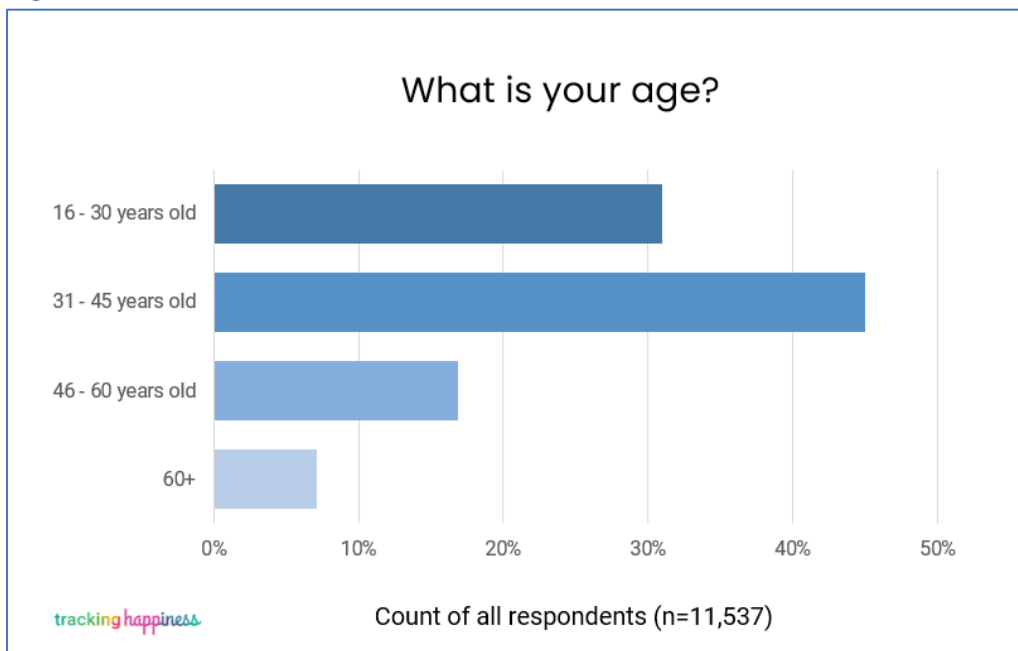
As part of the survey, we asked respondents 3 demographic questions:

- What gender do you identify as?
- What is your age?
- Where is your home located?

### Gender

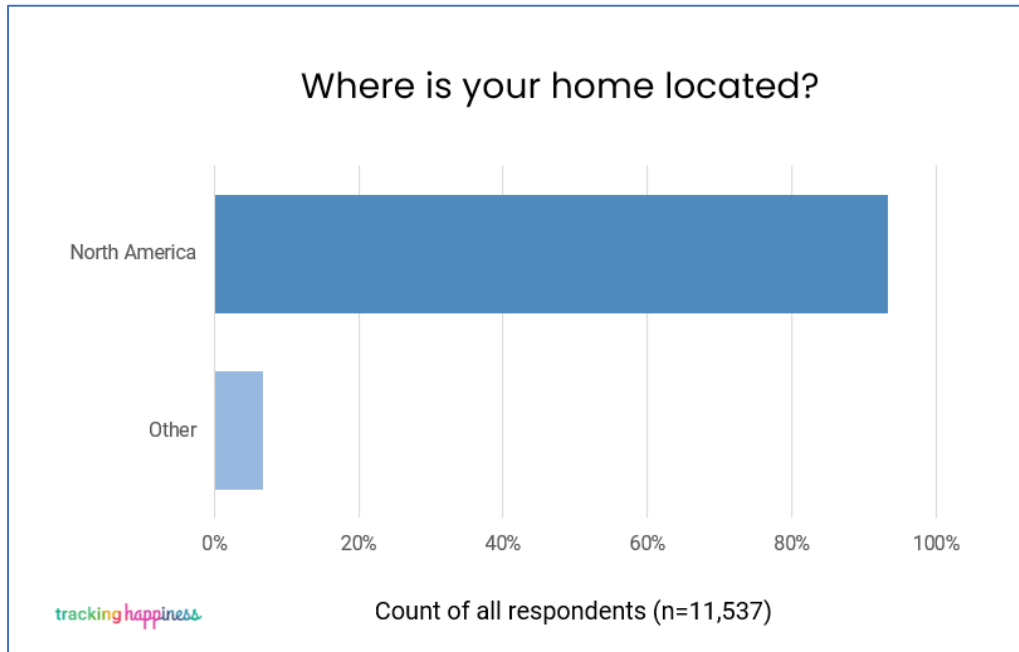


### Age



At the time of writing, MTurk doesn't allow individuals under the age of 18 to access its service. Therefore, the age group '0 - 15 years old' is null.

## Location



Respondents from outside North America were filtered from the study results.

## Questionnaire

Here is a copy of the exact questionnaire that was sent to the respondents.

### Short happiness survey

This is a short 2-min survey that aims to provide more data about the impact of your diet on happiness.

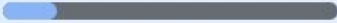
Whatever your answer is, please know that there are no wrong answers.

**\* Required**

1. If you look back at the last year of your life, how would you rate your happiness on a scale from 1 to 10? \*

1 2 3 4 5 6 7 8 9 10

Completely miserable           Completely happy

[Next](#)  Page 1 of 6

# Short happiness survey

\* Required

## Your diet

Do you follow a vegetarian or vegan diet? \*

- Yes
- To some degree
- No

Back

Next

Page 2 of 6

Page 2

Note: The answer to this question determined the remaining questions of the questionnaire.

If the respondent answered "Yes", then the respondent would go to page 3 and would skip page 4.

If the respondent answered "To some degree" or "No", then the respondent would go to page 4 and would skip page 3.

# Short happiness survey

## Your thoughts on veganism

What would best describe your diet? \*

Vegan diets exclude meat, poultry, fish, eggs and dairy products – and foods that contain these products. Pescatarian diets exclude meat and poultry, dairy, and eggs, but allow fish. Vegetarian diets exclude meat, fish and poultry, but allow dairy products and eggs.


- Vegan
- Pescatarian
- Vegetarian
- Other: \_\_\_\_\_

What's the biggest reason for your dietary choices? \*

- Environment
- Animal cruelty
- Intolerance for meat/dairy products
- Personal preference
- Other: \_\_\_\_\_

[Back](#)

[Next](#)

 Page 3 of 6

# Short happiness survey

\* Required

## Your thoughts on veganism

How likely are you to ever adopt a vegan (100% plant based) diet? \*

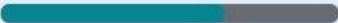
|               |                       |                       |                       |                       |                       |             |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
|               | 1                     | 2                     | 3                     | 4                     | 5                     |             |
| Very unlikely | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very likely |

What's your opinion on vegans (or veganism)? \*

|               |                       |                       |                       |                       |                       |               |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|               | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Very negative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very positive |

[Back](#)

[Next](#)

 Page 4 of 6



# Short happiness survey

\* Required

## Demographics

In order to learn more about your (anonymous) answers, we would like to learn more about your demographics.

What gender do you identify as? \*

- Female
- Male
- Genderfluid
- Prefer not to say
- Other: \_\_\_\_\_

What is your age? \*

- 0 - 15 years old
- 16 - 30 years old
- 31 - 45 years old
- 46 - 60 years old
- 60+
- Prefer not to answer

Where is your home located? \*

- North America
- South America
- Europe
- Africa
- Asia
- Oceania
- Other: \_\_\_\_\_

[Back](#)

[Next](#)

Page 5 of 6

# Short happiness survey

Thank you for filling in the survey!

Don't forget these final steps!

1. First enter your MTurk Worker ID in the field below.
2. Then submit your survey response.
3. Lastly, copy the codeword that pops up after you submit, and use that to complete your MTurk assignment!

## 1. Amazon MTurk Worker ID

This is required in order for us to check unique survey responses!

Your answer

[Back](#)

[Submit](#)

 Page 6 of 6