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Q1. Do you think Americans generally have a positive or negative perception of vegetarians and vegans?

		Gender			Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
Positive	12%	15%	8%	13%	17%	11%	14%	12%	6%
Neutral	48%	47%	50%	40%	43%	50%	51%	46%	50%
Negative	39%	37%	41%	47%	40%	39%	35%	41%	44%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	99%	100%	100%	100%	100%	99%	100%
(Unweighted N)	(1590)	(741)	(763)	(86)	(435)	(1155)	(510)	(845)	(232)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Positive	12%	10%	18%	17%	13%	11%	18%
Neutral	48%	47%	51%	48%	49%	48%	54%
Negative	39%	43%	30%	35%	38%	41%	28%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1590)	(1092)	(159)	(85)	(127)	(97)	(22)

Q2. Do you follow a vegetarian, vegan, or plant-based diet?

		Gender			Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	14%	17%	9%	23%	24%	10%	21%	12%	4%
No	86%	83%	91%	77%	76%	90%	79%	88%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1596)	(741)	(769)	(86)	(435)	(1161)	(511)	(848)	(233)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	14%	14%	18%	9%	14%	16%	20%
No	86%	86%	82%	91%	86%	84%	80%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1596)	(1094)	(161)	(86)	(127)	(98)	(22)

Q3. How long have you eaten a vegetarian, vegan, or plant-based diet?

		Gender			Sexual Orientation		Political Leaning	
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent
My whole life	19%	9%	49%	5%	13%	25%	16%	24%
10+ years	13%	15%	11%	9%	14%	12%	12%	13%
5-9 years	19%	21%	11%	27%	28%	11%	20%	18%
1-4 years	25%	28%	12%	46%	30%	21%	21%	30%
6-11 months	10%	11%	7%	3%	8%	11%	11%	8%
Less than 6 months	14%	15%	10%	9%	8%	18%	20%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	99%	101%	98%	100%	101%
(Unweighted N)	(230)	(141)	(69)	(20)	(107)	(123)	(115)	(107)

		Race			
	Total	White	Asian	Hispanic Latino	Two Or More Races
My whole life	19%	14%	43%	6%	13%
10+ years	13%	14%	5%	14%	7%
5-9 years	19%	18%	4%	30%	27%
1-4 years	25%	30%	40%	22%	37%
6-11 months	10%	10%	7%	4%	12%
Less than 6 months	14%	14%	0%	23%	3%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	99%	99%	99%
(Unweighted N)	(230)	(155)	(27)	(20)	(16)

Q4. What was your MAIN motivation for going vegetarian, vegan, or plant-based?

		Gender			Sexual Orientation		Political Leaning	
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent
My health	21%	19%	27%	17%	24%	17%	18%	22%
The environment	31%	30%	36%	30%	32%	30%	44%	19%
Animal rights	25%	28%	10%	45%	28%	22%	23%	28%
I grew up vegetarian, vegan, or plant-based	12%	10%	20%	0%	8%	15%	9%	13%
Other	12%	13%	7%	9%	7%	15%	5%	18%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	101%	99%	99%	99%	100%
(Unweighted N)	(227)	(141)	(66)	(20)	(106)	(121)	(114)	(105)

		Race			
	Total	White	Asian	Hispanic Latino	Two Or More Races
My health	21%	19%	14%	33%	7%
The environment	31%	32%	15%	41%	20%
Animal rights	25%	27%	28%	14%	36%
I grew up vegetarian, vegan, or plant-based	12%	14%	25%	0%	13%
Other	12%	8%	19%	12%	25%
Refused	0%	0%	0%	0%	0%
Total	101%	100%	101%	100%	101%
(Unweighted N)	(227)	(153)	(27)	(20)	(16)

Q5. How often do you eat meat (pork, beef, chicken, fish, etc.)?

	Gender				Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
Every meal	14%	8%	22%	6%	6%	16%	11%	12%	27%
Every day	48%	44%	56%	35%	42%	51%	40%	51%	57%
A few times a week	25%	32%	16%	36%	32%	23%	31%	25%	13%
A few times a month	4%	4%	2%	8%	5%	3%	4%	4%	1%
A few times a year	9%	12%	5%	14%	16%	7%	14%	8%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	99%	101%	100%	100%	100%	101%
(Unweighted N)	(1561)	(721)	(757)	(83)	(419)	(1142)	(496)	(833)	(229)

	Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Every meal	14%	13%	15%	17%	13%	11%	17%
Every day	48%	48%	43%	54%	48%	52%	32%
A few times a week	25%	26%	26%	25%	23%	22%	31%
A few times a month	4%	4%	1%	1%	5%	6%	5%
A few times a year	9%	9%	16%	3%	11%	9%	15%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	100%	100%	100%
(Unweighted N)	(1561)	(1071)	(157)	(85)	(124)	(95)	(22)

Q6. How do you feel about your current diet?

		Gender			Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
I'm content with the amount of meat I eat	61%	60%	64%	53%	56%	63%	55%	63%	69%
I'm trying to eat LESS meat	29%	35%	20%	37%	37%	26%	39%	26%	10%
I'm trying to eat MORE meat	10%	6%	16%	10%	8%	11%	6%	10%	21%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	101%	100%	100%	99%	100%
(Unweighted N)	(1593)	(737)	(770)	(86)	(433)	(1160)	(510)	(847)	(232)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
I'm content with the amount of meat I eat	61%	64%	66%	61%	48%	61%	63%
I'm trying to eat LESS meat	29%	25%	25%	29%	43%	28%	21%
I'm trying to eat MORE meat	10%	11%	9%	9%	8%	10%	16%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	99%	99%	100%
(Unweighted N)	(1593)	(1093)	(160)	(86)	(126)	(98)	(22)

Q7. What's your MAIN motivation for trying to eat less meat?

		Gender		Sexual Orientation		Political Leaning			Race		
	Total	Female	Male	LGBTQIA	Straight	Democrat	Independent	Republican	White	Asian	Hispanic Latino
My health	16%	7%	20%	24%	14%	20%	17%	9%	11%	18%	14%
The environment	12%	22%	7%	30%	8%	31%	9%	4%	10%	21%	4%
Animal rights	10%	17%	4%	22%	7%	13%	14%	0%	10%	17%	17%
Other	62%	54%	69%	25%	71%	35%	60%	87%	69%	44%	64%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	99%
(Unweighted N)	(163)	(45)	(108)	(28)	(135)	(23)	(92)	(47)	(121)	(13)	(11)

Q8. How many people in your immediate family follow a vegetarian, vegan, or plant-based diet?

		Gender			Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
Everyone	3%	2%	4%	0%	2%	3%	3%	3%	3%
Some family members	23%	23%	21%	28%	27%	21%	24%	23%	13%
Just me	7%	9%	4%	14%	13%	5%	11%	6%	2%
No one	68%	66%	71%	58%	57%	72%	62%	68%	82%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	99%	101%	100%	100%	100%
(Unweighted N)	(1586)	(739)	(761)	(86)	(435)	(1151)	(509)	(845)	(229)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Everyone	3%	2%	10%	4%	2%	1%	7%
Some family members	23%	23%	23%	23%	22%	14%	21%
Just me	7%	8%	9%	3%	7%	11%	0%
No one	68%	67%	59%	71%	70%	74%	72%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	101%	101%	101%	100%	100%
(Unweighted N)	(1586)	(1089)	(159)	(85)	(126)	(97)	(22)

Q9. What percent of humans' annual global emissions is attributed to animal agriculture?

	Gender				Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
5%	8%	7%	10%	4%	5%	9%	5%	8%	18%
10%	12%	10%	14%	25%	13%	12%	10%	12%	20%
15%	27%	27%	26%	26%	24%	28%	23%	29%	25%
20%	29%	30%	29%	24%	29%	29%	32%	29%	23%
25%	24%	26%	22%	20%	29%	22%	30%	23%	14%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	99%	100%	100%	100%	101%	100%
(Unweighted N)	(1571)	(732)	(754)	(85)	(431)	(1140)	(506)	(837)	(226)

	Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
5%	8%	9%	4%	8%	5%	7%	4%
10%	12%	13%	17%	8%	9%	11%	32%
15%	27%	25%	28%	33%	27%	25%	32%
20%	29%	29%	30%	25%	31%	39%	20%
25%	24%	24%	22%	26%	28%	18%	12%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	100%	100%	100%
(Unweighted N)	(1571)	(1080)	(156)	(84)	(124)	(97)	(22)

Q10. How much red meat and poultry did the average American eat last year?

	Gender				Sexual Orientation		Political Leaning		
	Total	Female	Male	Non Binary	LGBTQIA	Straight	Democrat	Independent	Republican
55 pounds	7%	7%	8%	6%	7%	7%	5%	7%	10%
102 pounds	24%	25%	24%	16%	24%	25%	22%	26%	25%
179 pounds	30%	32%	26%	40%	34%	29%	34%	28%	30%
222 pounds	25%	26%	23%	28%	25%	25%	26%	26%	19%
298 pounds	13%	10%	18%	9%	10%	15%	12%	13%	16%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	99%	99%	100%	101%	99%	100%	100%
(Unweighted N)	(1562)	(727)	(750)	(85)	(430)	(1132)	(504)	(833)	(224)

	Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
55 pounds	7%	8%	6%	5%	7%	8%	0%
102 pounds	24%	26%	22%	31%	11%	17%	34%
179 pounds	30%	32%	30%	27%	26%	39%	31%
222 pounds	25%	21%	28%	27%	41%	20%	4%
298 pounds	13%	13%	14%	10%	14%	16%	31%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	100%	99%	100%	100%
(Unweighted N)	(1562)	(1074)	(157)	(83)	(123)	(96)	(21)

Vegetarian/Vegan Diets poll

December 2019 - 2001 US college students



Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2001 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.5\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

Vegetarian/Vegan Diets poll

December 2019 - 2001 US college students



About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>