

# **Veggie Life**

**BMKT 360 sec. 7A/B**

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## Introduction

The purpose of the following survey report is to find out how many people are vegetarian or not. Furthermore, this report will give insight into the reasons why a younger demographic (15-30 years old) is or is not vegetarian. In order to receive survey results, I used my Instagram account to connect with people. I find that Instagram is an effective tool to reach a lot of people, and this proved true, because I was able to get roughly 70 survey responses. The survey was operated using Survey Monkey, an online survey tool. By posting the link to my survey on my Instagram account, I was able to obtain all my survey responses within one day. The results in this report are displayed through charts that were composed by Survey Monkey. This report will outline the results of my four main research objectives that were decided prior to conducting the research.

## Topic

To find out what amount of young people have grown up as a vegetarian. Furthermore, to uncover the reasons behind the younger demographic considering becoming a vegetarian or not.

## Survey Objectives

1. To find out how many young people are vegetarians and how many are not.
2. How did those who are vegetarians become vegetarians? Were they brought up in a family who were all vegetarians or did they make the transition themselves?
3. Do people feel that they are knowledgeable on what vegetarianism is and what some of the benefits or downfalls are?
4. Overall, how many young people who are not and have never been vegetarian, have considered it? Why or why hasn't it been considered?

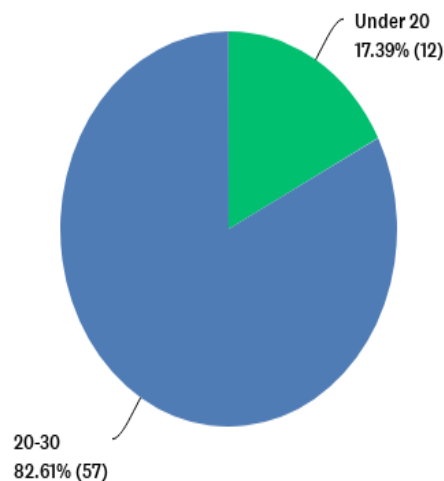
Survey URL: <https://www.surveymonkey.com/r/VeggieLife>

## Sample

My sample was sent to people living in British Columbia. I sent this through my Instagram account and therefore the people doing my survey were aged 15 to 30 considering that is the demographic of people that I know and follow-on Instagram. I was interested in researching a younger demographic, because this younger generation will be the ones who make up meat eaters and vegetarians in the future. The sample consisted of males and females from all kinds of backgrounds living in British Columbia. Individuals from the Okanagan, to the lower mainland, to Vancouver Island were all a part of this survey.

### Distribution of Age in the Sample

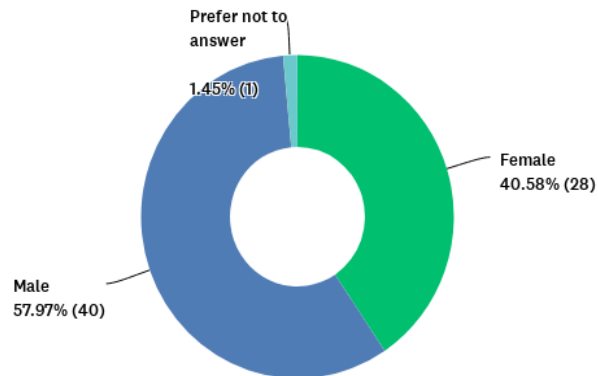
Q7 What is your age?



- 82.61% of respondents are 20-30 years old. 17.39% of respondents are under 20 years old.

## Distribution of Males and Females in the Sample

Q8 What is your gender?



- The highest percentage of my respondents were male at just under 58%, but there was still a good number of female respondents at just under 41%.

## Sampling Method

A non-random sample was utilized for the research I conducted. Convenience sampling was a method I used in distributing the survey to the sample. The target group consisted of individuals aged 15-30 living in the province of British Columbia. People within that age range were asked through a post I made on my Instagram account to complete my survey. Sampling this age range gave me the ability to better understand what role vegetarianism plays in the lives of young people living in Canada, specifically BC. My survey is a form of exploratory research, and all the results are non-conclusive. Therefore, I have the opportunity to conduct further investigation.

## Sampling Calculations

Assuming that my sample was random, I have calculated a confidence interval for the error for all my survey responses. For this calculation I used a population of 5.1 million to represent the population of British Columbia. Using the confidence interval calculator, I am 95% confident based on the sample size of 70, that all our results are subject to an error of +/- 11.71.

If I were to do another survey, with a much bigger random sample, based on a 95% confidence level and 5% confidence interval, the needed sample size would be 384.

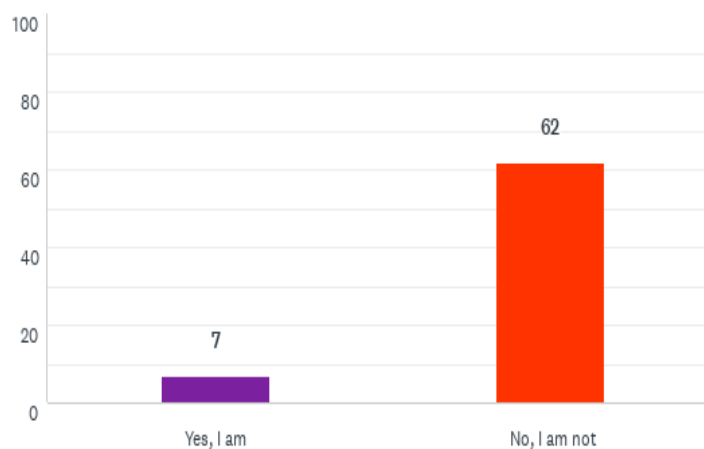
## Research Limitations

- My sample size is quite small, so there is a larger margin of error.
- I was not provided with a variety of random survey responses, due convenience sampling.
- There may be biased responses.
- The research is inconclusive.
- I sampled people in only British Columbia and therefore, the results are less varied than sampling people from different regions/provinces/countries.

## Analysis

### Whether respondents are vegetarian or not

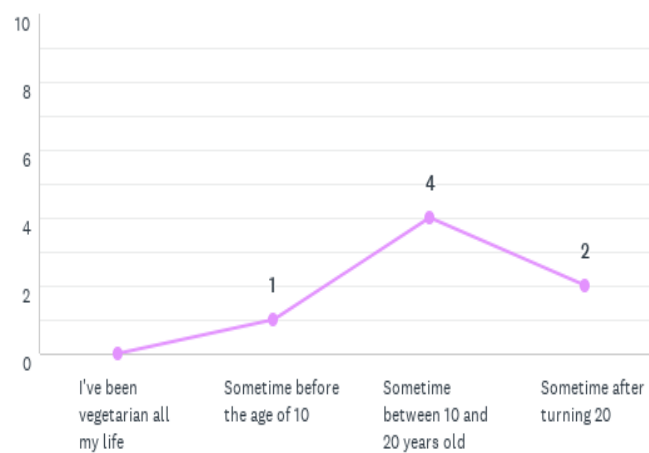
Q1 Are you vegetarian or not?



- Just under 90% of respondents answered that they were NOT vegetarian.
- Just over 10% of respondents answered that they WERE vegetarian.

### When those who are vegetarian became vegetarian

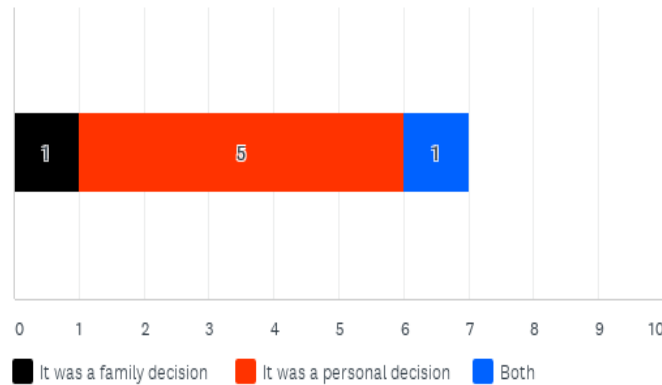
Q2 If so, when did you become vegetarian?



- 0 people answered that they have been vegetarian their whole lives.
- 1 of the 7 vegetarians said they became vegetarian before the age of 10.
- 4 of the 7 vegetarians said they became vegetarian between 10 and 20 years old.
- 2 of the 7 vegetarians said they became vegetarian sometime after turning 20 years old.

## How those who are vegetarian became vegetarian

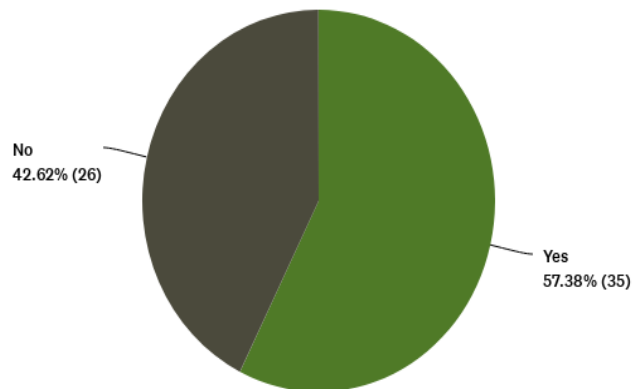
Q3 How did you become vegetarian?



- 1 of the 7 vegetarians said it was a family decision to become vegetarian.
- 1 of the 7 vegetarians said it was both a family and personal decision to become vegetarian.
- 5 of the 7 vegetarians said it was a personal decision to become vegetarian.

## Whether or not, non-vegetarians have considered becoming vegetarian

Q4 For those who are not vegetarian, have you ever considered vegetarianism?

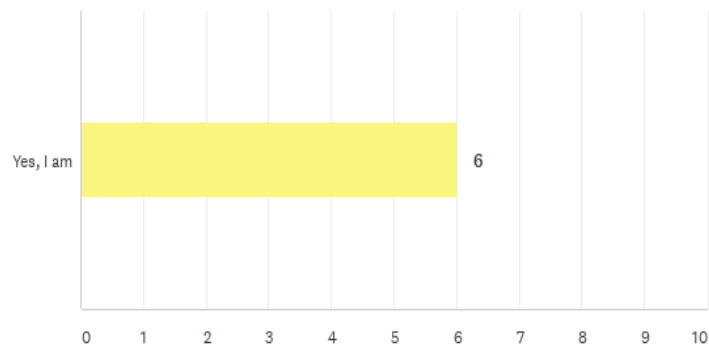


- 42.62% of non-vegetarians said they have not considered vegetarianism.
- 57.38% of non-vegetarians said they have considered becoming vegetarian.

## Cross Tabulations

### How many vegetarians are also female

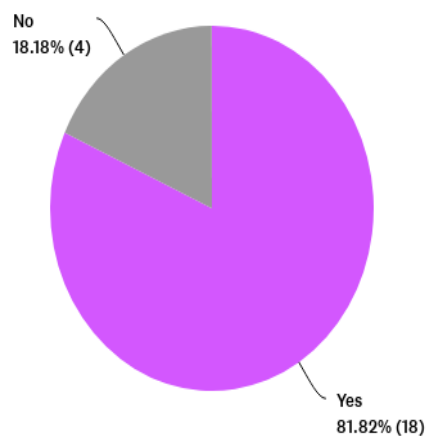
Q1 Are you vegetarian or not?



- 6 of the 7 people who answered that they are vegetarian are female.
- This means that only 1 of the 7 people who answered that they are vegetarian is male.

### How many female, non-vegetarians have considered vegetarianism

Q4 For those who are not vegetarian, have you ever considered vegetarianism?

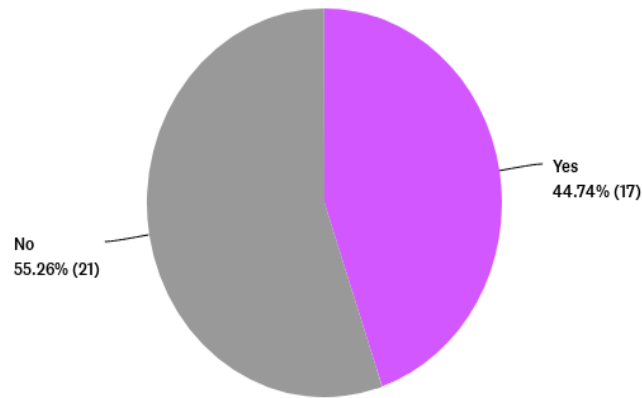


- 18 of the 22 non-vegetarian female respondents answered that they have considered becoming vegetarian.



## How many male, non-vegetarians have considered vegetarianism

Q4 For those who are not vegetarian, have you ever considered vegetarianism?



- 55.26% of non-vegetarian male respondents answered that they haven't considered vegetarianism
- 44.74% of non-vegetarian male respondents answered that they have considered becoming vegetarian.

## Female vs. Male respondents' knowledge on vegetarianism

- Respondents were asked to rate their knowledge on what vegetarianism is and what some of the benefits or downfalls of it are. 1 star being no knowledge and 5 stars being very knowledgeable.
- Male respondents had an average ranking of 2.9 stars.
- Female respondents had an average ranking of 3.4 stars
- Refer to Appendix A and B

## Conclusions

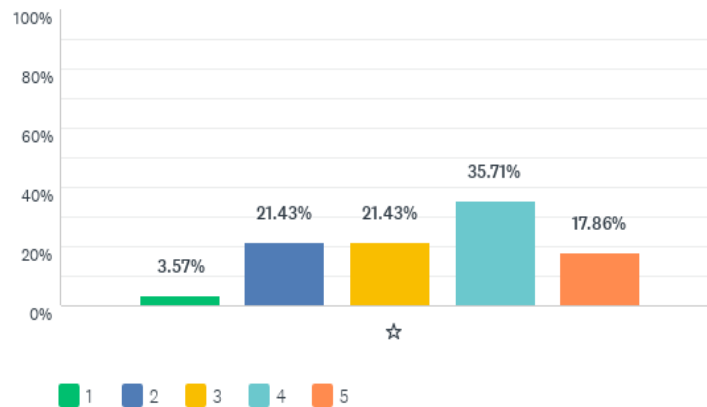
This survey provided me with plenty of information on how many young vegetarians there are and how many young non-vegetarians there are. The results to this survey resemble some real Canadian statistics as well. In fact, roughly 9% of all Canadians are vegetarian and the results to my survey are quite similar, with roughly 10% of the sample being vegetarian. To me, this is quite surprising; I expected there would be a higher percentage of vegetarians in my sample. Below are some main takeaways from this the survey analysis.

- Most respondents in this sample are not vegetarian, at 89.86%.
- No vegetarian respondents have been vegetarian their whole lives.
- 57.14% of vegetarian respondents became vegetarian between 10 and 20 years old and 28.57% became vegetarian after turning 20.
- 71.43% of vegetarian respondents said it was a personal decision to become vegetarian.
- 85.71% of vegetarian respondents are female.
- 81.82% of non-vegetarian females said they have considered becoming vegetarian.
- 55.26% of non-vegetarian males said they haven't considered becoming vegetarian.
- Males had a lower ranking on their knowledge of vegetarianism than females. Could this be the reason that females are more likely to consider vegetarianism, because they have more knowledge on what it is?

## Appendices

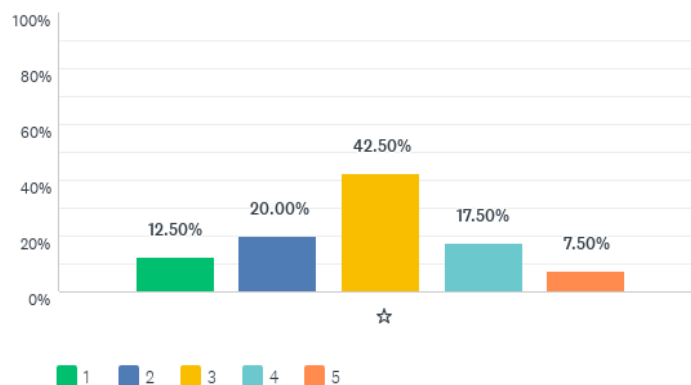
## Appendix A: Female star ranking of their knowledge on vegetarianism

Q5 How would rate your knowledge on vegetarianism in terms of what it is and possibly what some of the benefits or downfalls of it are? 1 star being no knowledge and 5 star being very knowledgeable.



## Appendix B: Male star ranking of their knowledge on vegetarianism

Q5 How would rate your knowledge on vegetarianism in terms of what it is and possibly what some of the benefits or downfalls of it are? 1 star being no knowledge and 5 star being very knowledgeable.



## Appendix C: Average happiness rating of eating habits/practices

Q6 On a scale of 1-100, 1 being extremely unhappy and 100 being extremely happy, rate how happy you are with your eating habits/practices.

