Study of Current and Former Vegetarians and Vegans

Companion to the Secondary Findings

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Introduction

This document is a companion to the report, *Study of Current and Former Vegetarians and Vegans: Secondary Findings*. It provides additional detail about the frequency of consumption of animal products by lapsed vegans/vegetarians and various subgroups. It expands on three sections from the primary report: 1) Animal Product Consumption of Former Vegetarians/Vegans Who Avoid Beef & Pork; 2) Former Vegetarians/Vegans' Animal Product Consumption Given Strength of Motivations; and 3) Differences Between Vegetarians and Vegans.

This companion document primarily includes bar charts, with limited explanatory text, to give readers a sense of the raw diet data. Generalizing and drawing conclusions about causation are beyond what these data allow. However, readers are encouraged to closely examine the frequency categories for differences, particularly the “never consume” frequencies.

For more on the study's sample, methodology, and limitations, see *Study of Current and Former Vegetarians and Vegans: Companion to the Initial Findings*. In addition, see the primary report for a discussion about the nature and limitations of the diet data.

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1. Animal Product Consumption of Former Vegetarians/Vegans Who Avoid Beef & Pork

(expands on Table 6 in the primary report)

Summary Table

Figure 1. Percent Reporting “Never Consume”

	Former Vegetarians/Vegans who Avoid Beef & Pork	Former Vegetarians/Vegans who Eat Beef and/or Pork
Chicken	32%	1%
Other Meats	92%	49%
Dairy	10%	2%
Eggs	8%	2%
Turkey	43%	4%
Fish	32%	10%
Seafood	41%	20%

Former vegetarians/vegans who avoid beef and pork report never consuming the listed animal products at a higher rate than those who do not consume beef and/or pork. These findings run counter to a common belief that omnivores who avoid beef and pork will, as a consequence, add in greater quantities of other types of meat (particularly chicken and fish).

Note: This data is limited in only being able to speak to the frequency with which individuals never consume these foods. The findings cannot be extrapolated to all omnivores because those under study are unique in being former vegetarians/vegans. Note also that data from respondents sourced from an online panel are subject to quality issues. Indeed, in this sample there are some inconsistencies in how former vegetarians/vegans reported their diet, which impacts the accuracy of the findings we report.

Former Vegetarians/Vegans Who Eat No Beef & No Pork (n = 119), and Former Vegetarians/Vegans Who Eat Beef and/or Pork (n = 989). Note that some of the segmentation in this report leads to very small sample sizes, and so the resultant findings should be interpreted with caution.

Chicken and Other Meats

Figure 2. Frequency of Chicken Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 32% report never consuming chicken.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 1% report never consuming chicken.

Former vegetarians/vegans who are beef and pork avoiders report never consuming chicken at a much higher rate than those who eat beef and/or pork.

Figure 3. Frequency of Other Meat Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 92% report never consuming other meats.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 49% report never consuming other meats.

Former vegetarians/vegans who are beef and pork avoiders report never consuming other meats at a much higher rate than those who eat beef and/or pork.

Note: Other meat includes anything other than chicken, turkey, beef, pork, fish, and seafood, such as duck, lamb, rabbit, goat, etc.

Dairy and Eggs

Figure 4. Frequency of Dairy Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 10% report never consuming dairy.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 2% report never consuming dairy.

Former vegetarians/vegans who are beef and pork avoiders report never consuming dairy at a higher rate than those who eat beef and/or pork.

Figure 5. Frequency of Egg Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 8% report never consuming eggs.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 2% report never consuming eggs.

Former vegetarians/vegans who are beef and pork avoiders report never consuming eggs at a higher rate than those who eat beef and/or pork.

Turkey and Fish

Figure 6. Frequency of Turkey Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 43% report never consuming turkey.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 4% report never consuming turkey.

Former vegetarians/vegans who are beef and pork avoiders report never consuming turkey at a much higher rate than those who eat beef and/or pork.

Figure 7. Frequency of Fish Consumption Reported by Former Vegetarians/Vegans Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 32% report never consuming fish.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 10% report never consuming fish.

Former vegetarians/vegans who are beef and pork avoiders report never consuming fish at a much higher rate than those who eat beef and/or pork.

Seafood

Figure 8. Frequency of Seafood Consumption
Reported by Former Vegetarians/Vegans
Grouped by Consumption of Beef/Pork

Former Vegetarians/Vegans Who Eat No Beef & No Pork: 41% report never consuming seafood.

Former Vegetarians/Vegans Who Eat Beef and/or Pork: 20% report never consuming seafood.

Former vegetarians/vegans who are beef and pork avoiders report never consuming seafood at a much higher rate than those who eat beef and/or pork.

2. Former Vegetarians/Vegans' Animal Product Consumption Given Strength of Motivations

Summary Table

Figure 9. Percentage of Former Vegetarians/Vegans Reporting "Never Consume"

	Not Motivated by Animal Protection	Motivated by Animal Protection	Not Motivated by Health	Motivated by Health
Chicken	3%	8%	2%	6%
Other Meats	50%	62%	52%	55%
Dairy	2%	3%	2%	3%
Eggs	2%	2%	2%	2%
Turkey	6%	14%	6%	9%
Fish	11%	17%	11%	14%
Pork	16%	25%	14%	22%
Beef	12%	18%	10%	16%
Seafood	20%	28%	19%	25%

With the exception of dairy and eggs, former vegetarians/vegans with a particular motivation report not consuming the listed animal products at a (slightly) higher rate than those without the motivation.

Note: We asked survey participants to answer the question "How much did the following motivate you to eat a vegetarian/vegan diet?" for a list of motivations using a 5-point scale where 1 represented "not at all" and 5 represented "very much." As is common when collapsing 5-point scales, the 4s and 5s were used to indicate the presence of a motivation. When participants are pinpointed as having one motivation, this does not preclude them having other motivations as well. Indeed, the majority of survey participants do have more than one motivation. Note there is the possibility that former vegetarians/vegans may have been impacted by social desirability bias in reporting their motivations retrospectively.

2.1. Animal Protection Motivations

(expands on Table 7 in the primary report)

Chicken and Other Meats

Figure 10. Frequency of Chicken Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 3% report never consuming chicken.

Motivated by Animal Protection: 8% report never consuming chicken.

Former vegetarians/vegans motivated by animal protection report not consuming chicken at a higher rate than those without this motivation.

Figure 11. Frequency of Other Meat Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 50% report never consuming other meat.

Motivated by Animal Protection: 62% report never consuming other meat.

Former vegetarians/vegans motivated by animal protection report not consuming other meats at a higher rate than those without this motivation.

Note: Former Vegetarians/Vegans Not Motivated by Animal Protection (n = 807), and Former Vegetarians/Vegans Motivated by Animal Protection (n = 301).

Dairy and Eggs

Figure 12. Frequency of Dairy Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 2% report never consuming dairy.

Motivated by Animal Protection: 3% report never consuming dairy.

Former vegetarians/vegans with and without animal protection motivations report not consuming dairy at a similar rate.

Dairy and eggs are the animal products with the lowest overall percentage in the “never” category.

Figure 13. Frequency of Egg Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 2% report never consuming eggs.

Motivated by Animal Protection: 2% report never consuming eggs.

Former vegetarians/vegans with and without animal protection motivations report not consuming eggs at a similar rate.

Turkey and Fish

Figure 14. Frequency of Turkey Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 6% report never consuming turkey.

Motivated by Animal Protection: 14% report never consuming turkey.

Former vegetarians/vegans motivated by animal protection report not consuming turkey at a higher rate than those without this motivation.

Figure 15. Frequency of Fish Consumption Frequency Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 11% report never consuming fish.

Motivated by Animal Protection: 17% report never consuming fish.

Former vegetarians/vegans motivated by animal protection report not consuming fish at a higher rate than those without this motivation.

Pork and Beef

Figure 16. Frequency of Pork Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 16% report never consuming pork.

Motivated by Animal Protection: 25% report never consuming pork.

Former vegetarians/vegans motivated by animal protection report not consuming pork at a higher rate than those without this motivation.

Figure 17. Frequency of Beef Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 12% report never consuming beef.

Motivated by Animal Protection: 18% report never consuming beef.

Former vegetarians/vegans motivated by animal protection report not consuming beef at a higher rate than those without this motivation.

Seafood

Figure 18. Frequency of Seafood Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Animal Protection: 20% report never consuming seafood.

Motivated by Animal Protection: 28% report never consuming seafood.

Former vegetarians/vegans motivated by animal protection report not consuming seafood at a higher rate than those without this motivation.

2.2. Health Motivations

(expands on Table 8 in the primary report)

Chicken and Other Meats

Figure 19. Frequency of Chicken Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 2% report never consuming chicken.

Motivated by Health: 6% report never consuming chicken.

Former vegetarians/vegans motivated by health report not consuming chicken at a higher rate than those without this motivation.

Figure 20. Frequency of Other Meat Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 52% report never consuming other meats.

Motivated by Health: 55% report never consuming other meats.

Former vegetarians/vegans motivated by animal protection report not consuming other meats at a slightly higher rate than those without this motivation.

Dairy and Eggs

Figure 21. Frequency of Dairy Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 2% report never consuming dairy.
Motivated by Health: 3% report never consuming dairy.

Former vegetarians/vegans with and without health motivations report not consuming dairy at a similar rate.

Figure 22. Frequency of Egg Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 2% report never consuming eggs.

Motivated by Health: 2% report never consuming eggs.

Former vegetarians/vegans with and without health motivations report not consuming eggs at a similar rate.

Dairy and eggs are the animal products with the lowest overall percentage in the "never" category.

Turkey and Fish

Figure 23. Frequency of Turkey Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 6% report never consuming turkey.
Motivated by Health: 9% report never consuming turkey.

Former vegetarians/vegans motivated by health report not consuming turkey at a slightly higher rate than those without this motivation.

Figure 24. Frequency of Fish Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 11% report never consuming fish.

Motivated by Health: 14% report never consuming fish.

Former vegetarians/vegans motivated by health report not consuming fish at a slightly higher rate than those without this motivation.

Pork and Beef

Figure 25. Frequency of Pork Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 14% report never consuming pork.

Motivated by Health: 22% report never consuming pork.

Former vegetarians/vegans motivated by health report not consuming pork at a higher rate than those without this motivation.

Figure 26. Frequency of Beef Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 10% report never consuming beef.

Motivated by Health: 16% report never consuming beef.

Former vegetarians/vegans motivated by health report not consuming beef at a higher rate than those without this motivation.

Seafood

Figure 27. Frequency of Seafood Consumption Reported by Former Vegetarians/Vegans

Not Motivated by Health: 19% report never consuming seafood.

Motivated by Health: 25% report never consuming seafood.

Former vegetarians/vegans motivated by health report not consuming seafood at a higher rate than those without this motivation.

3. Differences Between Former Vegans and Former Vegetarians

(expands on Table 16 in the primary report)

Summary Table

Figure 28. Percent Reporting “Never Consume”

	Former Vegans	Former Vegetarians
Chicken	8%	4%
Other Meats	55%	53%
Dairy	10%	2%
Eggs	5%	2%
Turkey	12%	8%
Fish	8%	13%
Pork	18%	19%
Beef	12%	14%
Seafood	22%	22%

There are a few instances where former vegans report never consuming certain animal products at a higher rate than former vegetarians.

Note: Former Vegans (n = 121), Former Vegetarians (n = 987).

Chicken and Other Meats

Figure 29. Frequency of Chicken Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 8% report never consuming chicken.

Former Vegetarians: 4% report never consuming chicken.

Former vegans report never consuming chicken at a higher rate than former vegetarians.

Figure 30. Frequency of Other Meat Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 55% report never consuming other meat.

Former Vegetarians: 53% report never consuming other meat.

Former vegans and former vegetarians report never consuming other meats at a similar rate.

Dairy and Eggs

Figure 31. Frequency of Dairy Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 10% report never consuming dairy.

Former Vegetarians: 2% report never consuming dairy.

Former vegans report never consuming dairy at a higher rate than former vegetarians.

Figure 32. Frequency of Egg Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 5% report never consuming eggs.

Former Vegetarians: 2% report never consuming eggs.

Former vegans report never consuming eggs at a higher rate than former vegetarians.

Turkey and Fish

Figure 33. Frequency of Turkey Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 12% report never consuming turkey.
Former Vegetarians: 8% report never consuming turkey.

Former vegans report never consuming turkey at a higher rate than former vegetarians.

Figure 34. Frequency of Fish Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 8% report never consuming fish.
Former Vegetarians: 13% report never consuming fish.

Former vegans report never consuming fish at a lower rate than former vegetarians.

Pork and Beef

Figure 35. Frequency of Pork Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 18% report never consuming pork.

Former Vegetarians: 19% report never consuming pork.

Former vegans and former vegetarians report never consuming pork at a similar rate.

Figure 36. Frequency of Beef Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 12% report never consuming beef.

Former Vegetarians: 14% report never consuming beef.

Former vegans and former vegetarians report never consuming beef at a similar rate.

Seafood

Figure 37. Frequency of Seafood Consumption Reported by Former Vegans and Former Vegetarians

Former Vegans: 22% report never consuming seafood.

Former Vegetarians: 22% report never consuming seafood.

Former vegans and former vegetarians report never consuming seafood at the same rate.