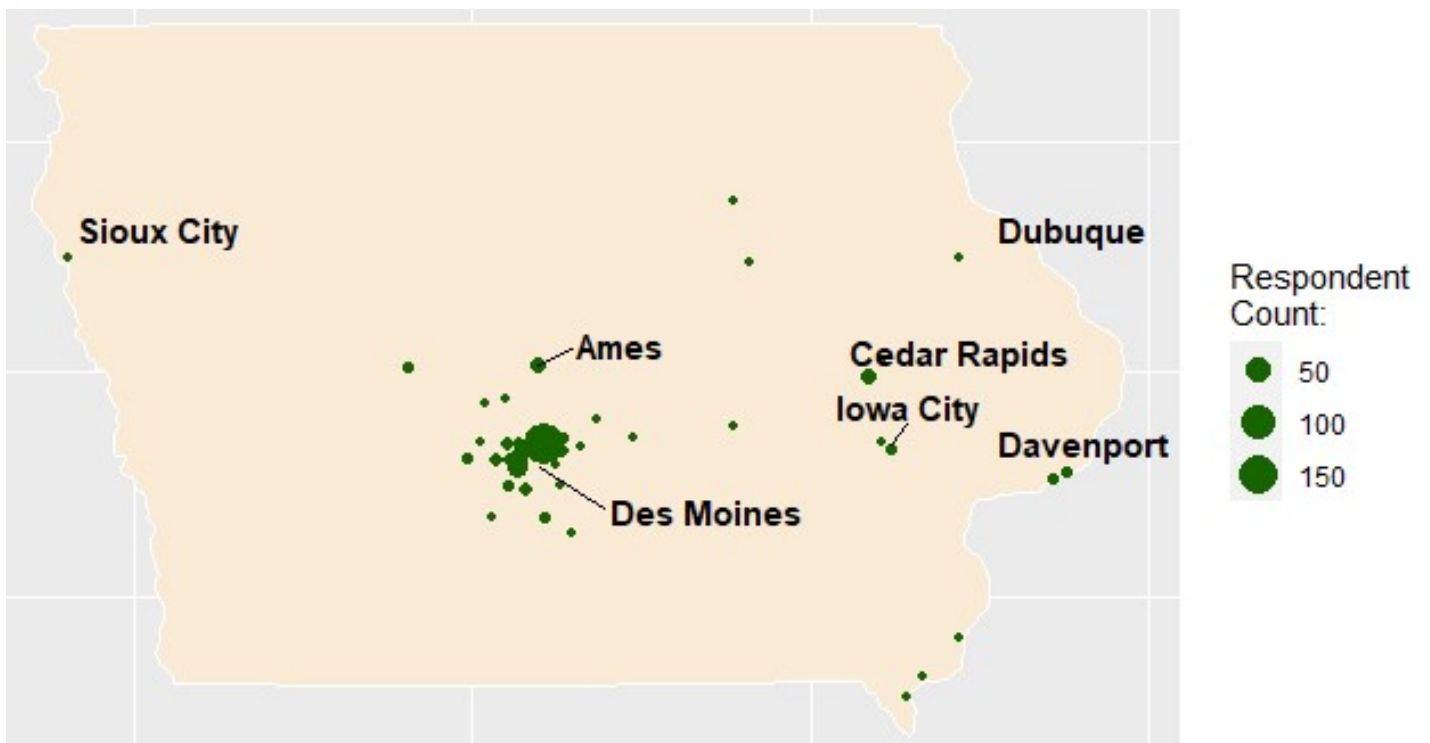


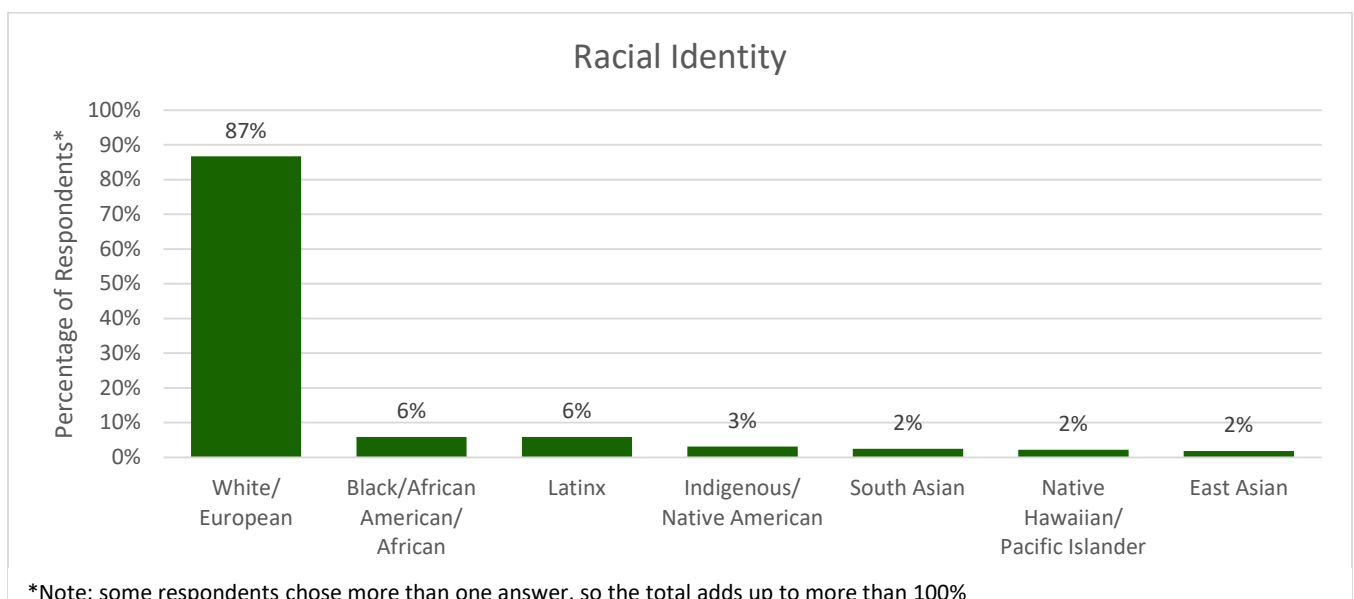
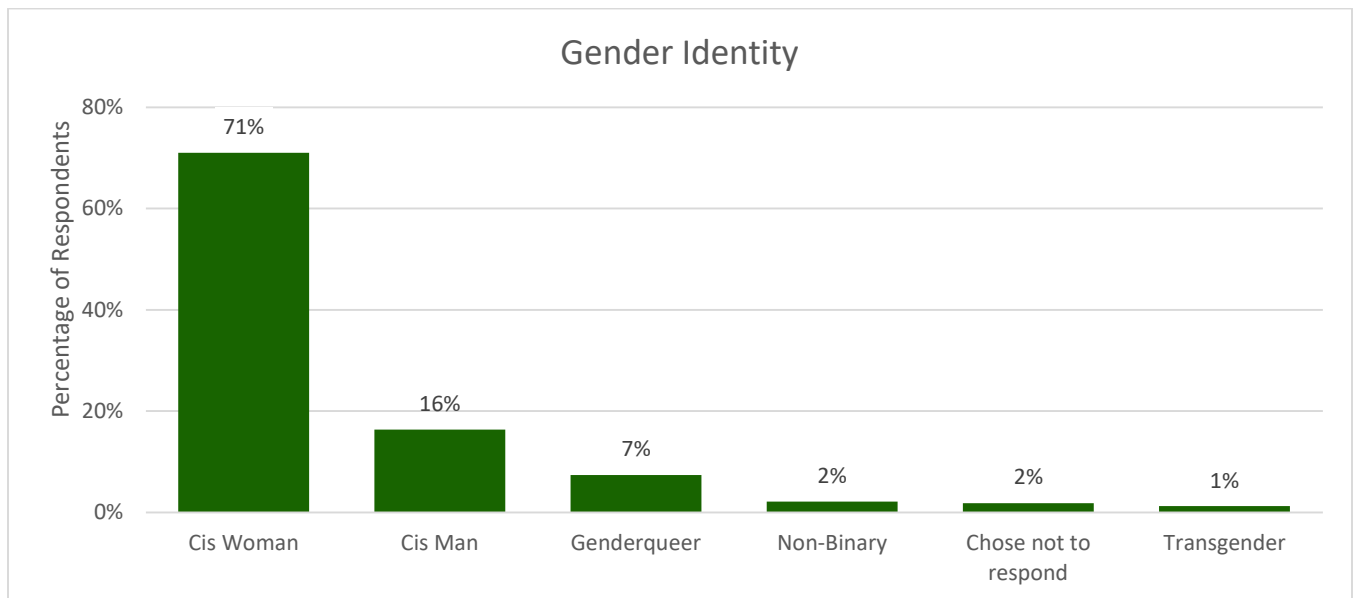
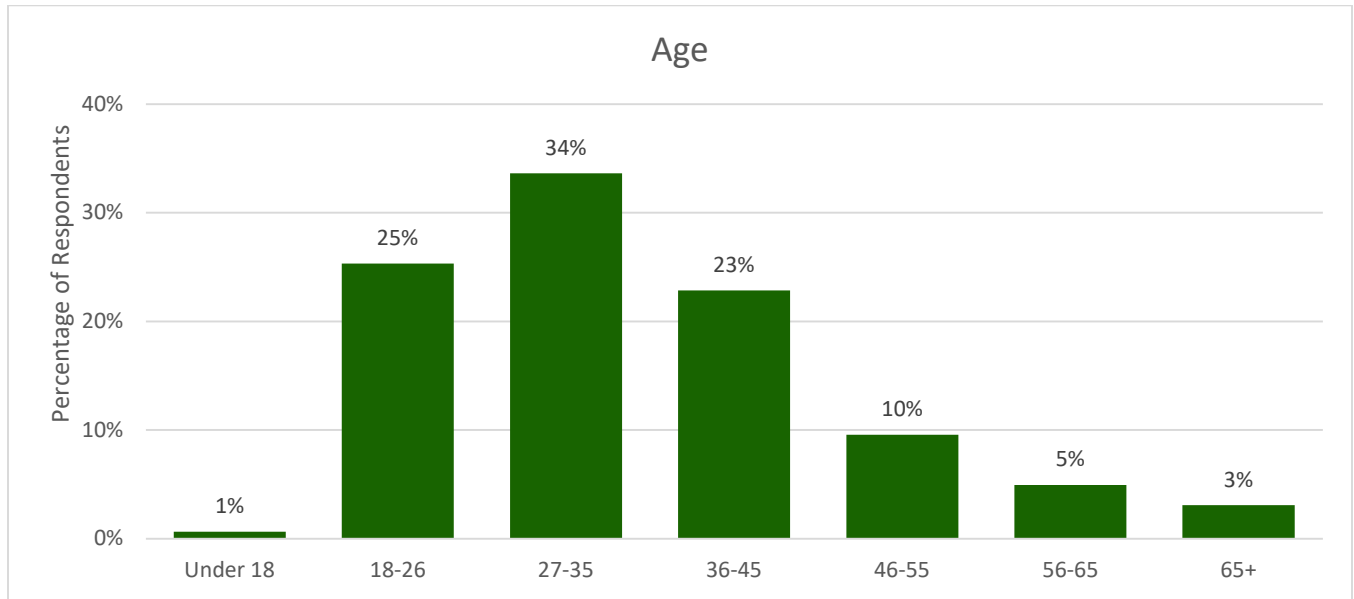


## Community Survey Results

VegLife Des Moines, a 501(c)3 nonprofit, issued a community-wide survey on January 29, 2021. Between January 29 and February 6, 2021, 324 responses were received. Of these, 277 respondents live in the Des Moines metro.

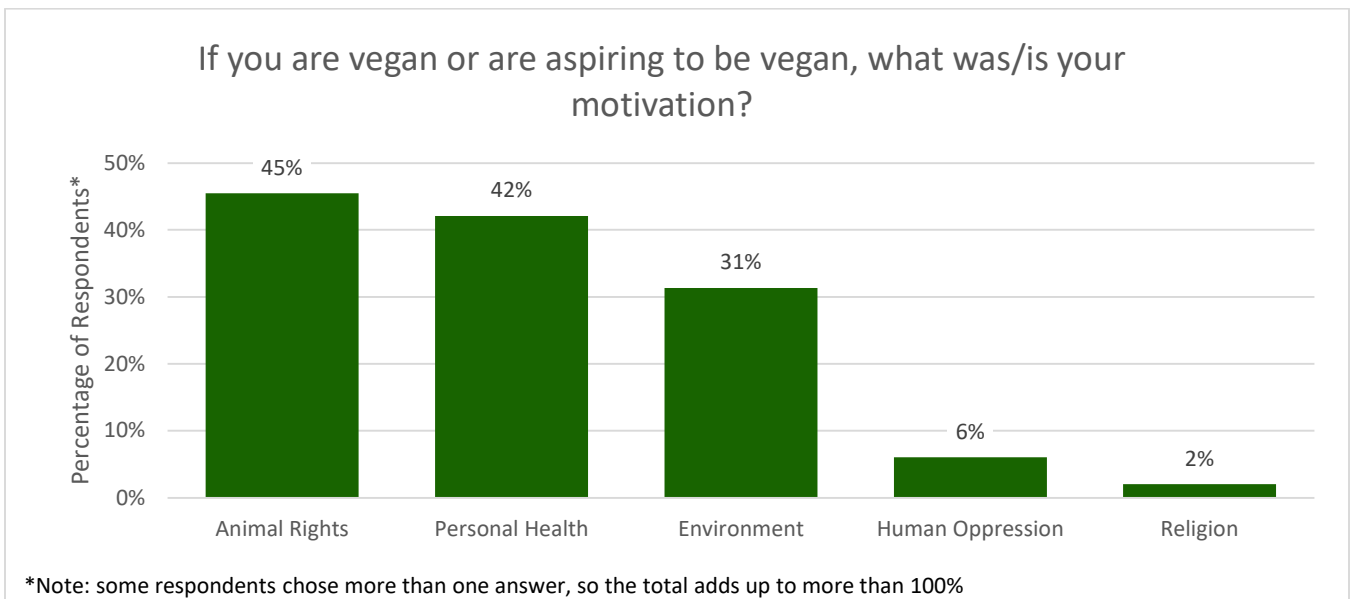
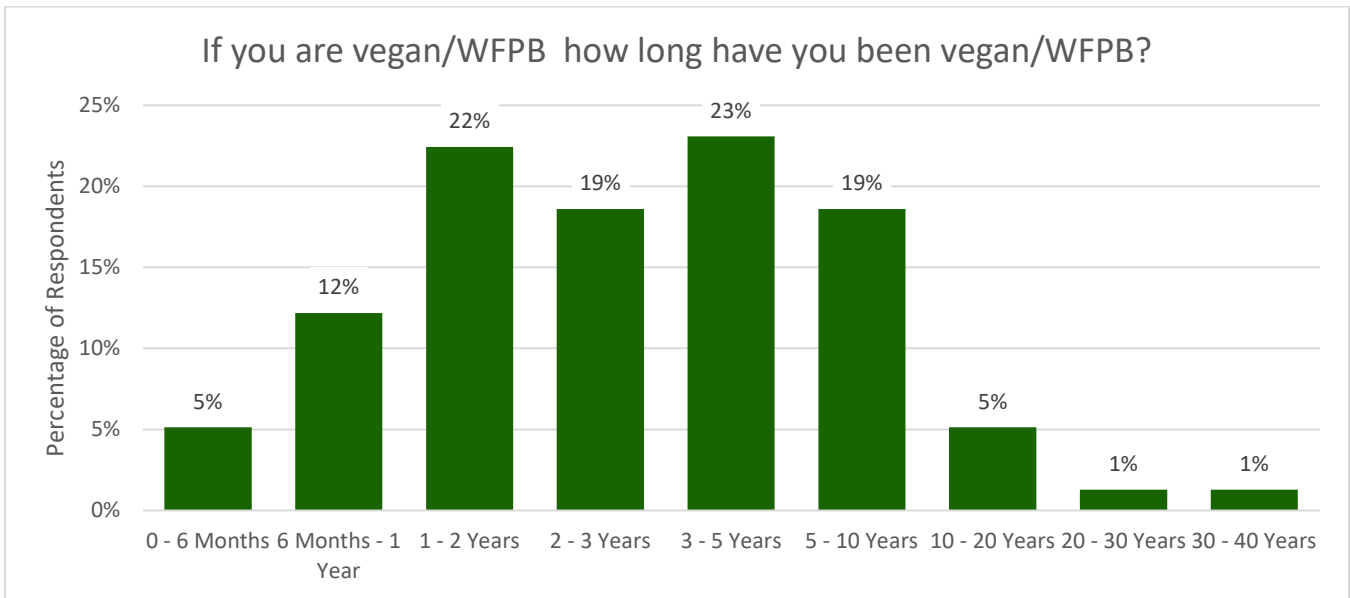
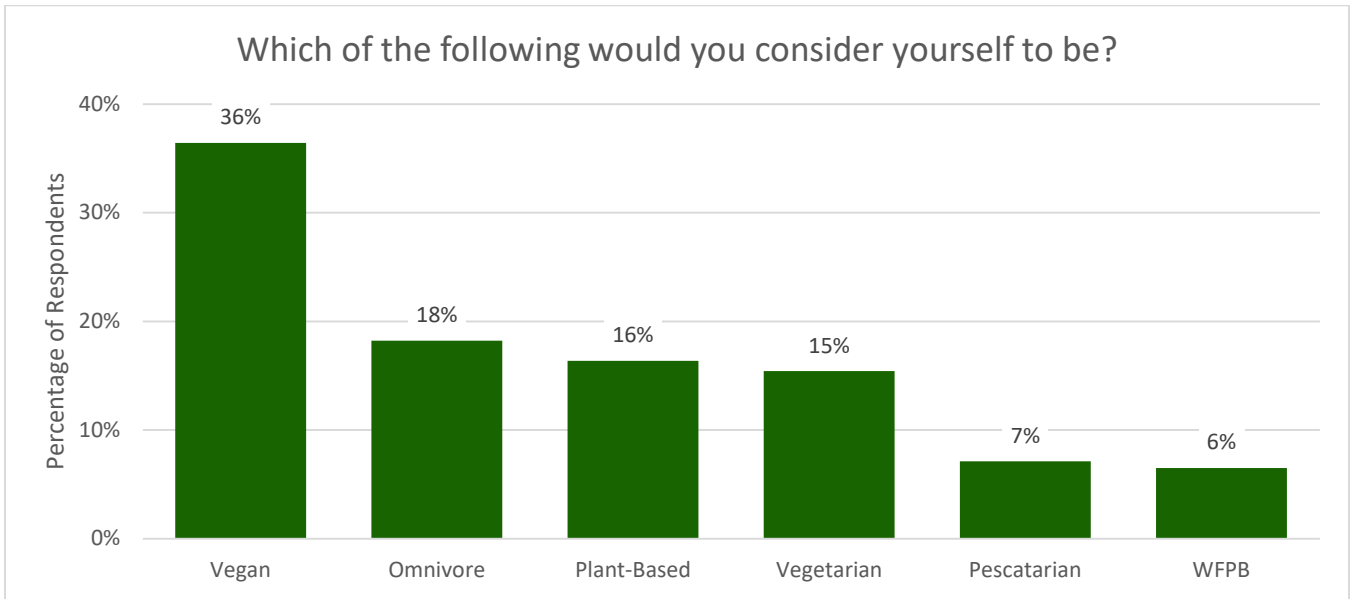


# Demographics



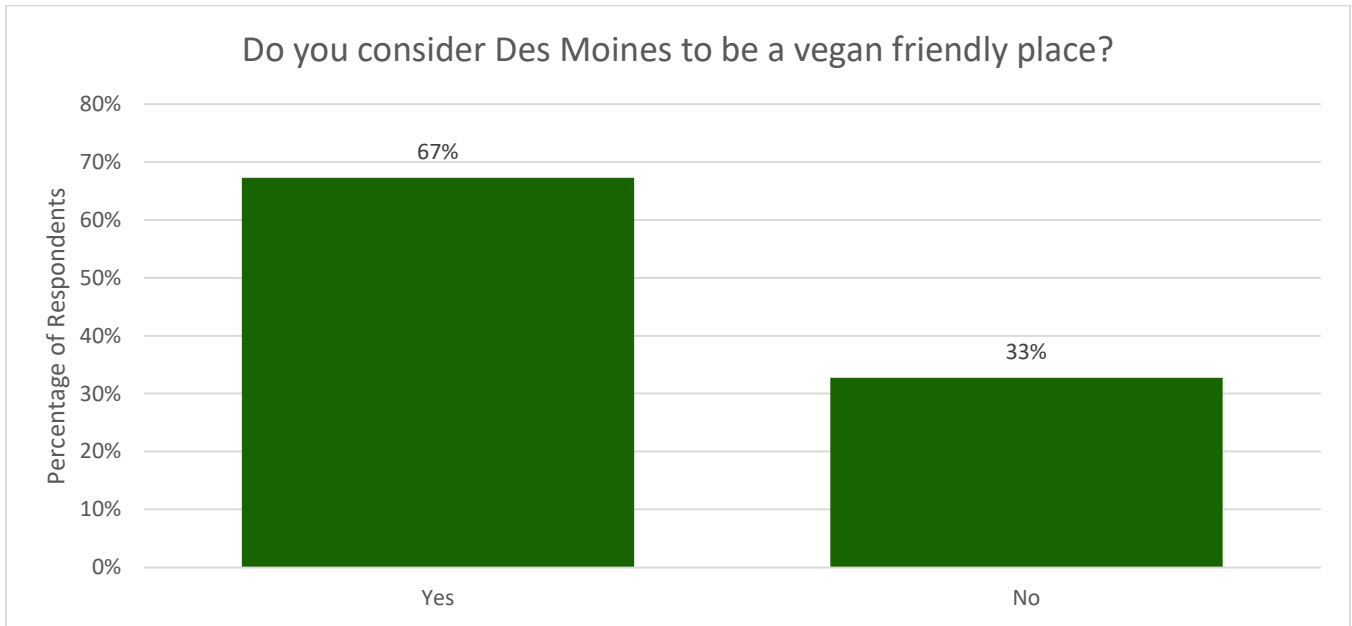
\*Note: some respondents chose more than one answer, so the total adds up to more than 100%

# Veganism/Whole Food Plant-Based (WFPB)



\*Note: some respondents chose more than one answer, so the total adds up to more than 100%

## Des Moines



Please describe why Des Moines is or is not a vegan friendly place.

In the following word clouds, larger words were used most frequently, and smaller words were used less frequently, but still often.

*Des Moines is Vegan Friendly*



Common Responses: Des Moines is vegan friendly

A lot of options/Options are growing

Supportive community of vegans

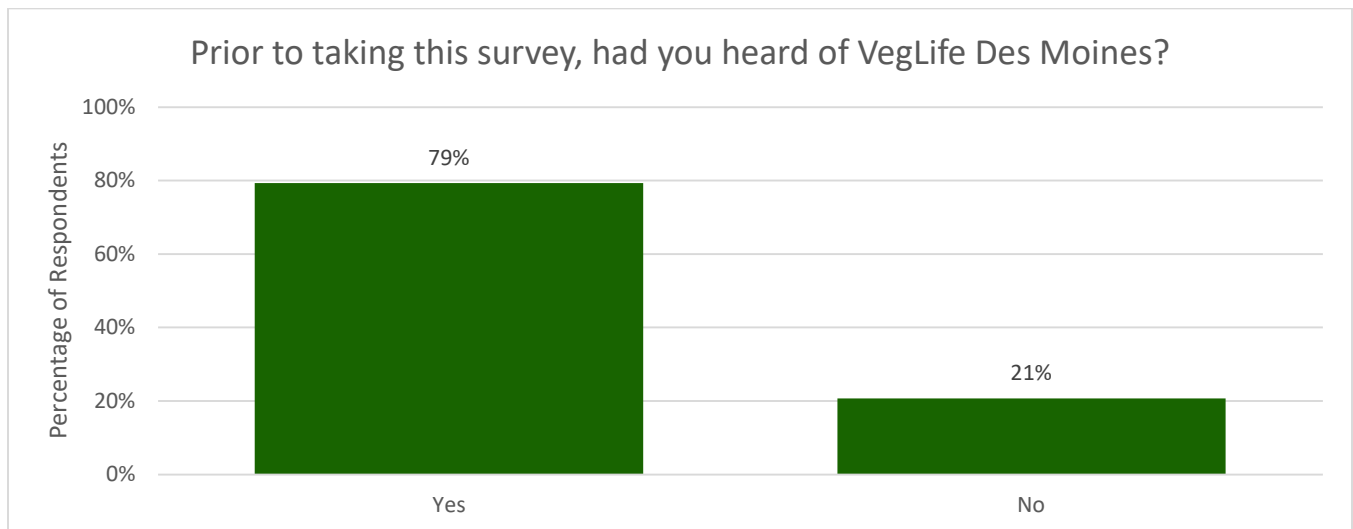
## Des Moines is Not Vegan Friendly



Common Responses: Des Moines is not vegan friendly.
Not enough options
Need more fully vegan restaurants
Ag country/slaughterhouse
Restaurants don't understand/aren't receptive
Attitude toward vegans/not well received

Interestingly, both groups mentioned restaurant options a lot. Some people think there are a lot of options, and some think there aren't enough. This could simply be a matter of perspective, but there might also be an opportunity to make sure people know about the options that are out there. There does seem to be a sense that Des Moines is *becoming* more vegan friendly.

## VegLife Des Moines Questions



What do you believe could be done to advocate for veganism in Des Moines?



Common Responses: What can be done to advocate for veganism in Des Moines?	
More options/awareness at restaurants	VeganFest
Social media	School outreach: meal options/vegan clubs
Potlucks	Cooking classes
Billboards	Music and food trucks
Documentary screenings	Food pantry

**Highlighted Responses: What can be done to advocate for veganism in Des Moines?**

“I think a considerable amount of examining how veganism, and the culture surrounding it, is, again, rooted in white supremacy should be done by people who identify as vegans, especially white vegans, before outreach/advocacy is entertained. Obviously, this is a task that should be entertained by the vegan community at large, not just in DSM.”

Continued in next response: “please do that and commit to confronting your white privilege before you attempt to collaborate with racially marginalized people. Otherwise, your presence will invite violence to racially marginalized people in spaces and movements they have created to address said violence.”

“There still seems to be a stigma that being vegan has too many limitations. Planning events and even providing options in well traffic areas could help people consider that being vegan is fun, easy, and better for everyone. More Fair/market booths, and vegan pop-pops would be great!”

“Also offering support to businesses wanting to transition (entirely or on part) away from animal-based products... Specific ones for different types of businesses; but for restaurants they could cover basic things like what is and isn't vegetarian and vegan; and dos and don'ts like having ingredient lists readily available; labeling menu items; avoiding shared grills/cooking oil; etc.”

What other movements do you feel we should work in partnership with to fight oppression in Des Moines?



Common Responses: What movements should we work with?	
BLM	Environmental/Climate change
Racial justice	LGBTQIA
Houseless	Food justice
Health	Schools
Supply Hive	Workers' rights

Highlighted Responses: What movements should we work with?
<p>“Any anti-racist or feminist groups (there is nothing feminist about the dairy industry etc and communities of color have been overlooked a lot in the white vegan movement). This is a hard question to answer because most other groups in Des Moines have more urgent issues to focus on within their community- like housing or general access to food - OR the some other groups just want to end factory farming while leaving the small mom and pop farms alone.”</p>
<p>“The Des Moines Film Society - might sound weird; but they are raising \$ to remodel the Varsity theater and it would be a great way to get access to showing vegan films and openings and having fundraisers and festivals.”</p>
<p>“B Well’s Foundation to assist children with education needs, fight against systemic racism and promote Des Moines locals trying to make a difference”</p>
<p>“The environmental/green movement because the source of our foods plays a significant role in how we approach climate change. For me, my choice to work towards plant-based began out of my sense of responsibility to protect and raise awareness around climate change. From that, I continued learning about animals, animals rights, and the mistreatment of these creatures in a plethora of industries.”</p>

What do you need from VegLife DM during COVID-19?

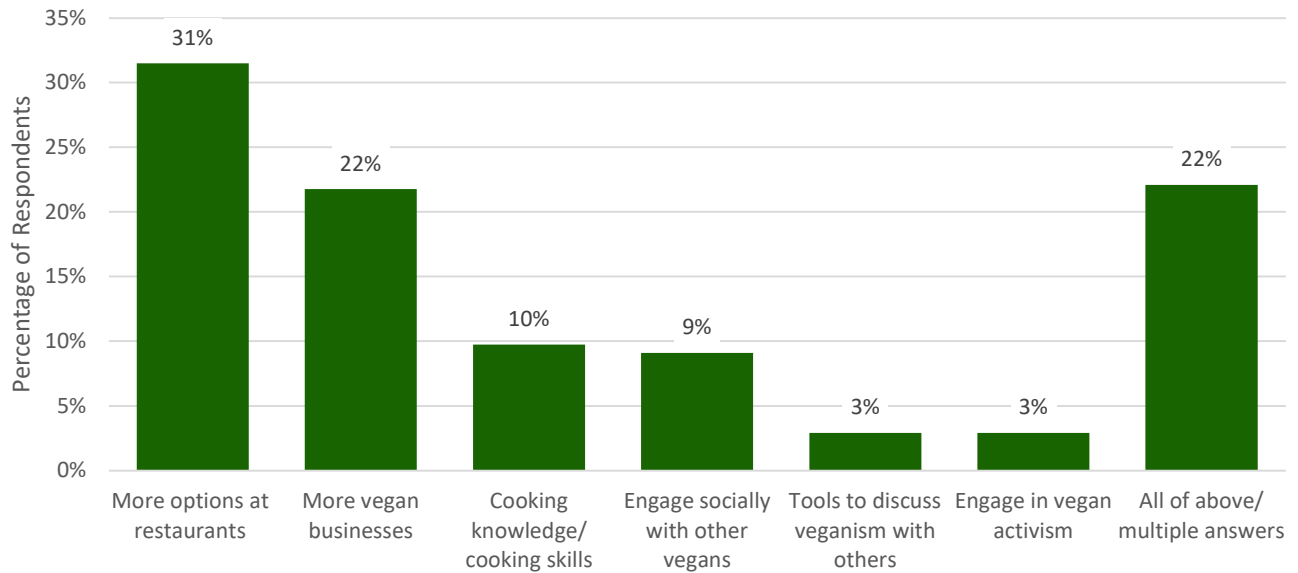


Common Responses: What do you need during COVID?	
Restaurant/Takeout suggestions	Food insecurity/Mutual aid/Budget friendly info
Virtual Events	Recipes/Meal ideas
Email communication/Newsletter	COVID-specific/pandemic information

Highlighted Responses: What do you need during COVID?
<p>“I miss the potlucks! But another virtual event is not really appealing for me... Maybe VegLife could coordinate something for people to donate food and for others to receive food who are experiencing economic difficulty due to the pandemic. Or maybe support a vegan-friendly business in putting up a little free food pantry that the VegLife community tries to keep stocked with vegan food - obviously not police it and take out food that isn't vegan but try to promote donating vegan”</p>
<p>“Virtual classes might be nice for those starting on this path; seasonal cooking class; how to choose non-food vegan products I.e. body care; home care; clothing; accessories; etc. even as outreach for non-vegans or beginning/curious vegans.”</p>
<p>“I'm good- I appreciate the food giveaways you all have done. Do please be mindful that such efforts don't veer into white saviorism.”</p>



## What would make your vegan life better?

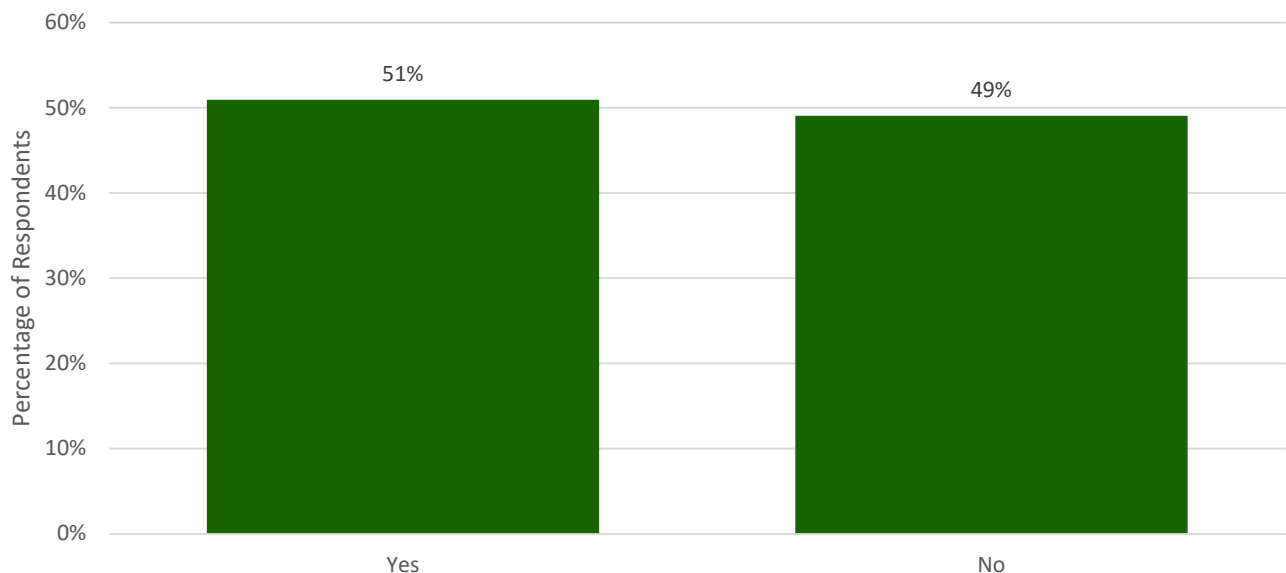


### Highlighted Responses: What would make your vegan life better?

"I think finding a way to bring more vegans from all backgrounds together socially would be great. I find the vegan community here to be very cliquy and hard to make friends in if you are not their kind of vegan or you don't advocate or protest like they do. So a more diverse group would help shift that IMO. "

"More emphasis in Iowa on growing edible food, more local farmers who can make a living growing real food. Support new ways s of growing food in our breadbasket and more people will quit centering their lives around bacon."

## Have you attended any VegLife DM events or activities in the past?



If you answered yes, please tell us about some of the events activities you've attended.



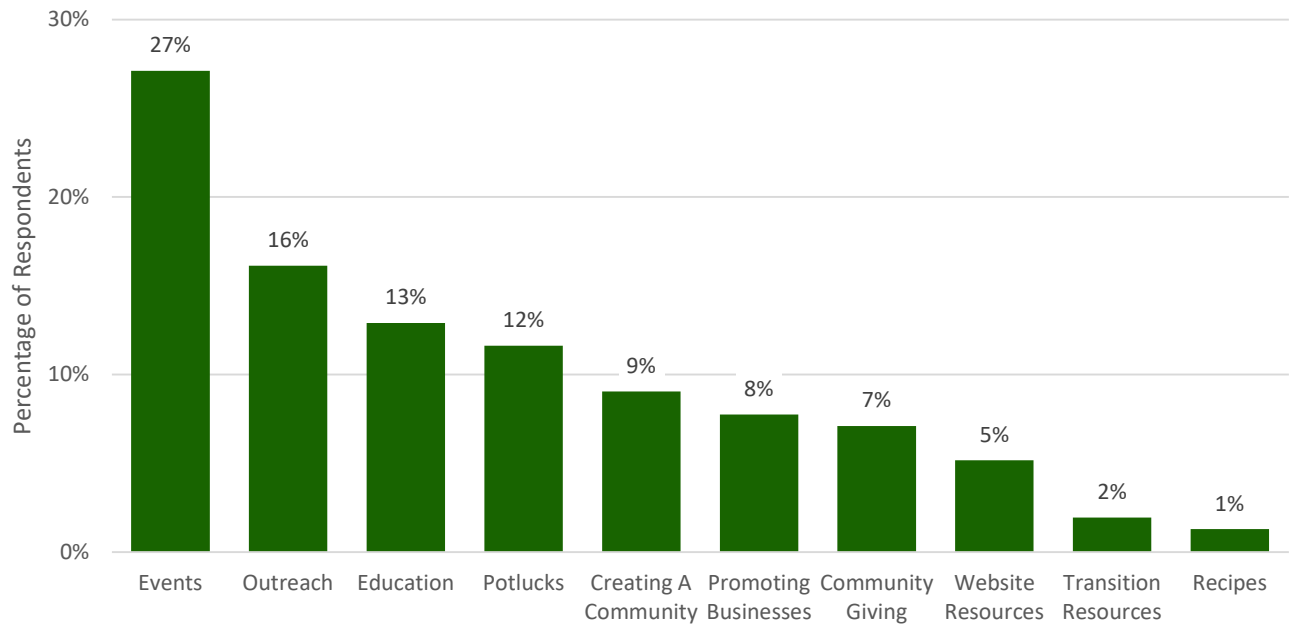
Common Responses: Events Attended	
Vegfest	Trunk or Treat
Peace Not Pork	Potlucks

If you answered no, please tell us what has prevented you from attending a VegLife DM event.



Highlighted Responses: What has prevented you from attending events?
<p>"I don't go to events when I know the majority of folks in attendance are going to be white."</p> <p>"I'm not 100% vegan so I would feel out of place. (I am a strict vegetarian and I eat a mostly WFPB diet so eat vegan at home and at restaurants but would eat a non-vegan cupcake at a friend's birthday party; for example.) Many people on the Des Moines vegan Facebook page are supportive but I also see judgemental comments. I prefer to avoid conflict. I do love to follow the group though because it's so helpful overall. I also have young children and a husband who are omnivores. And not a lot of extra time due to the young children. ;) So several reasons I guess."</p>

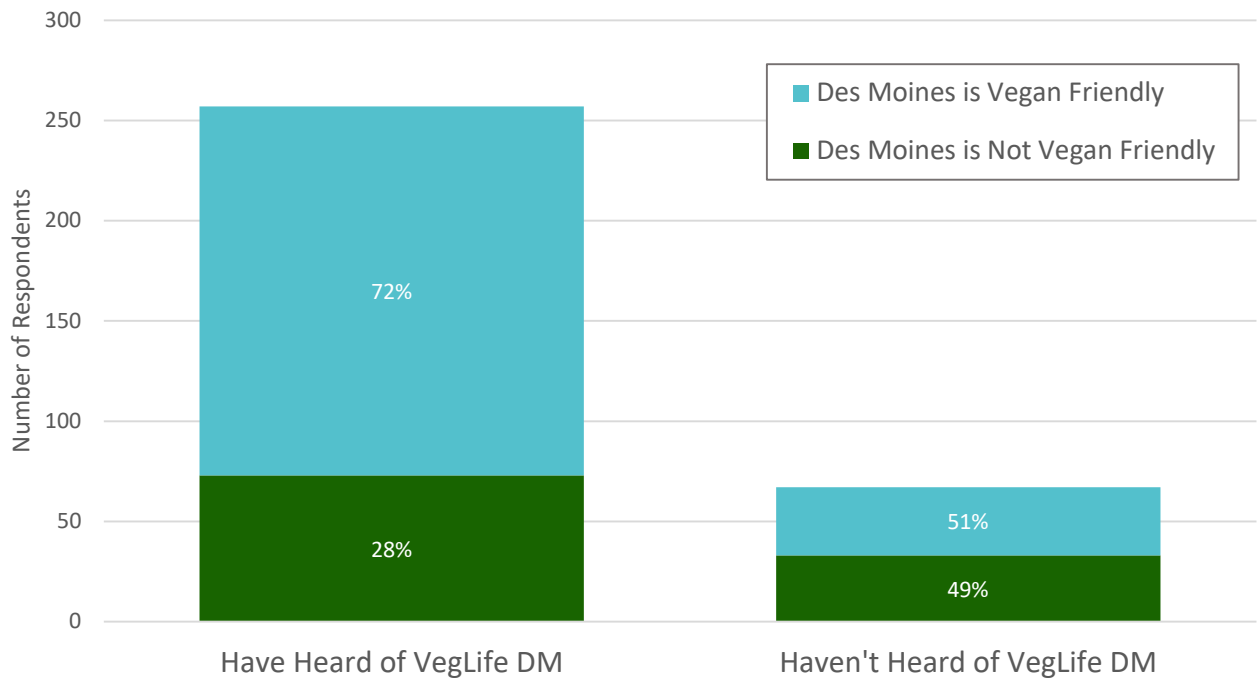
### In your opinion, what is the most valuable service VegLife Des Moines provides (or did provide prior to COVID-19)?



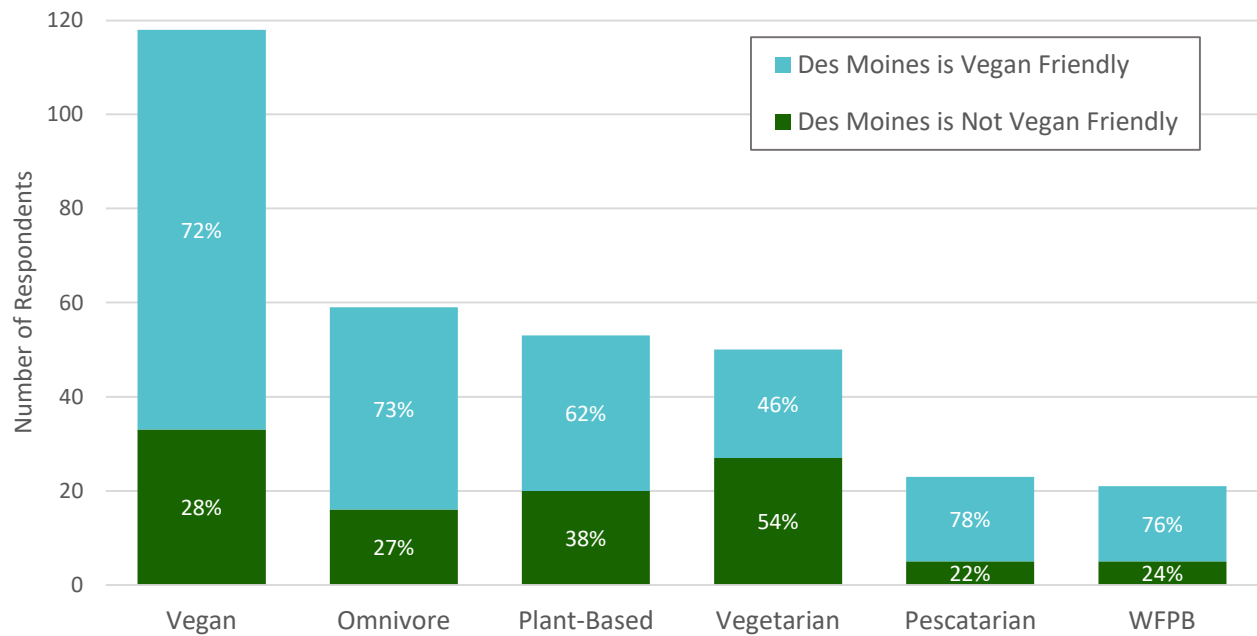
## Further Analyses

### Vegan-Friendly

#### Do you consider Des Moines to be Vegan Friendly?



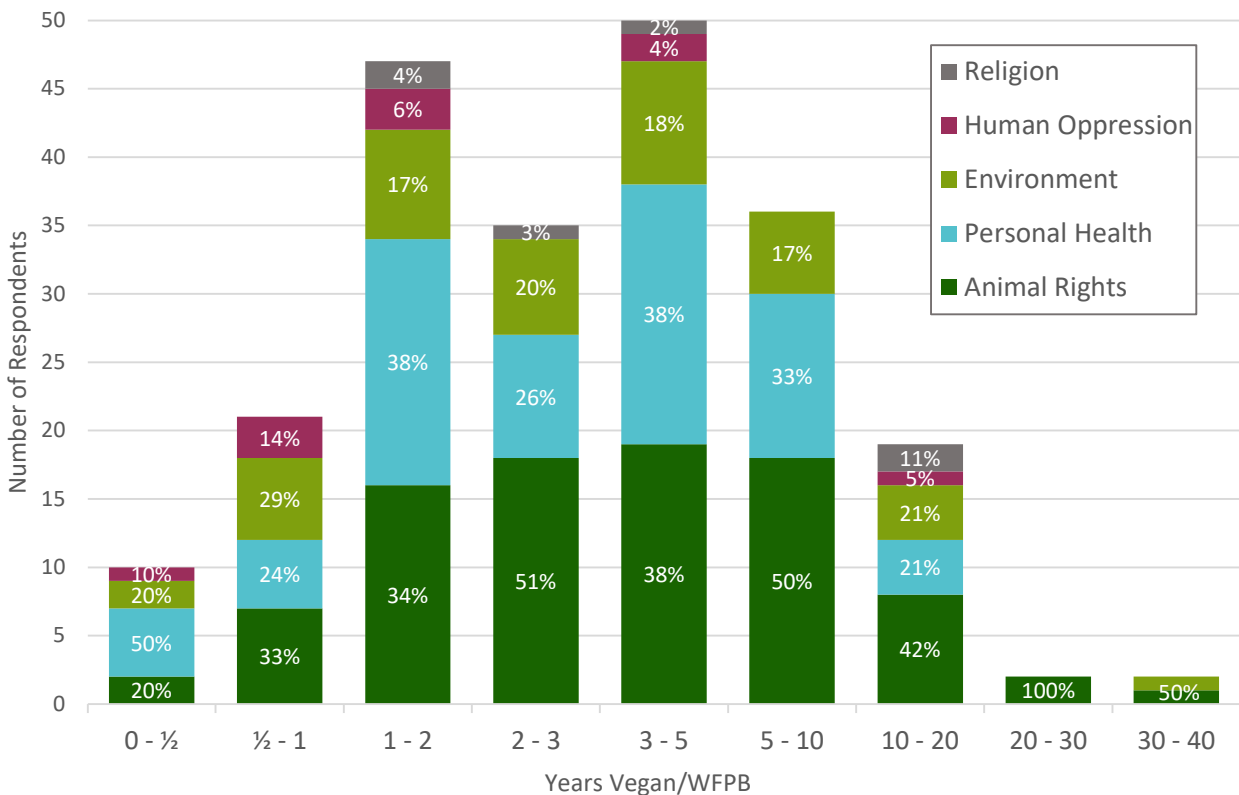
## Do you consider Des Moines to be Vegan Friendly?



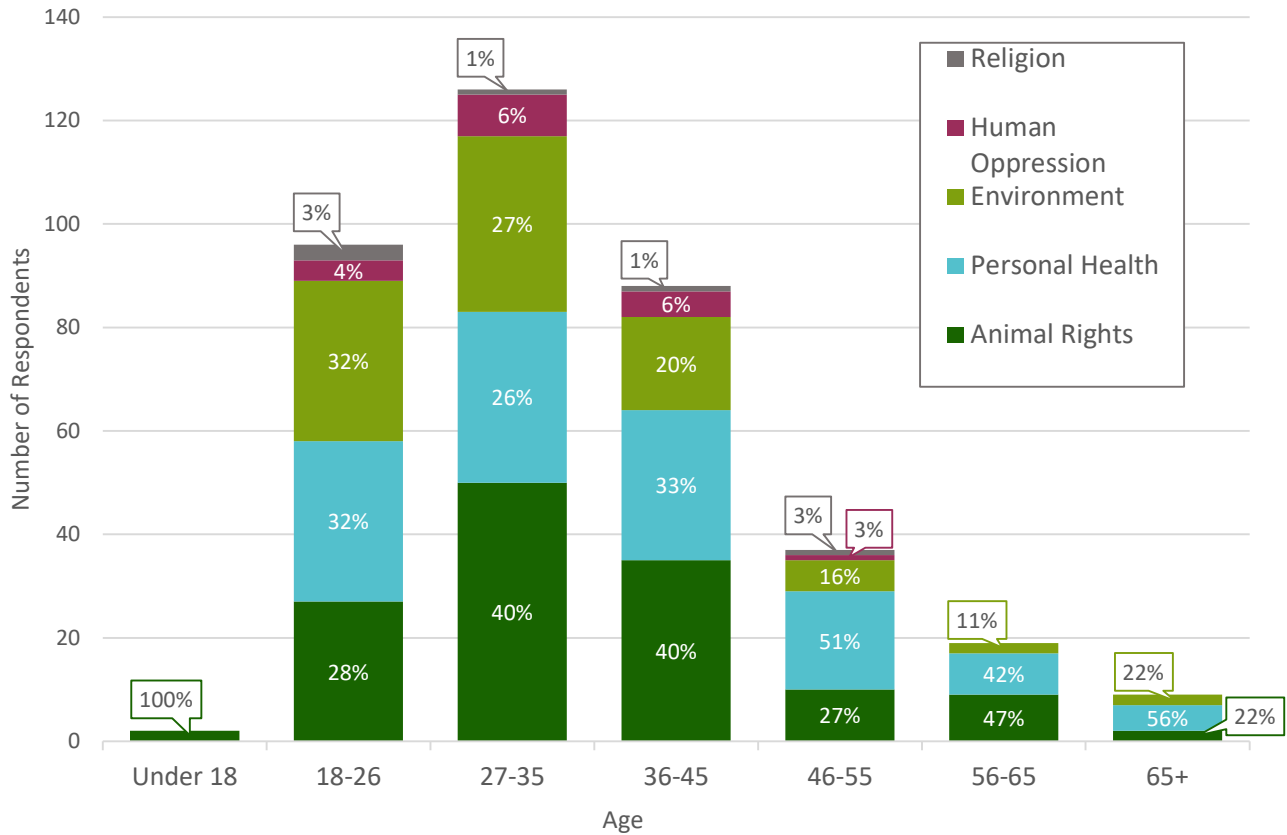
## Motivation to Veganism/WFPB

Motivating factors were mostly consistent among various demographic groups.

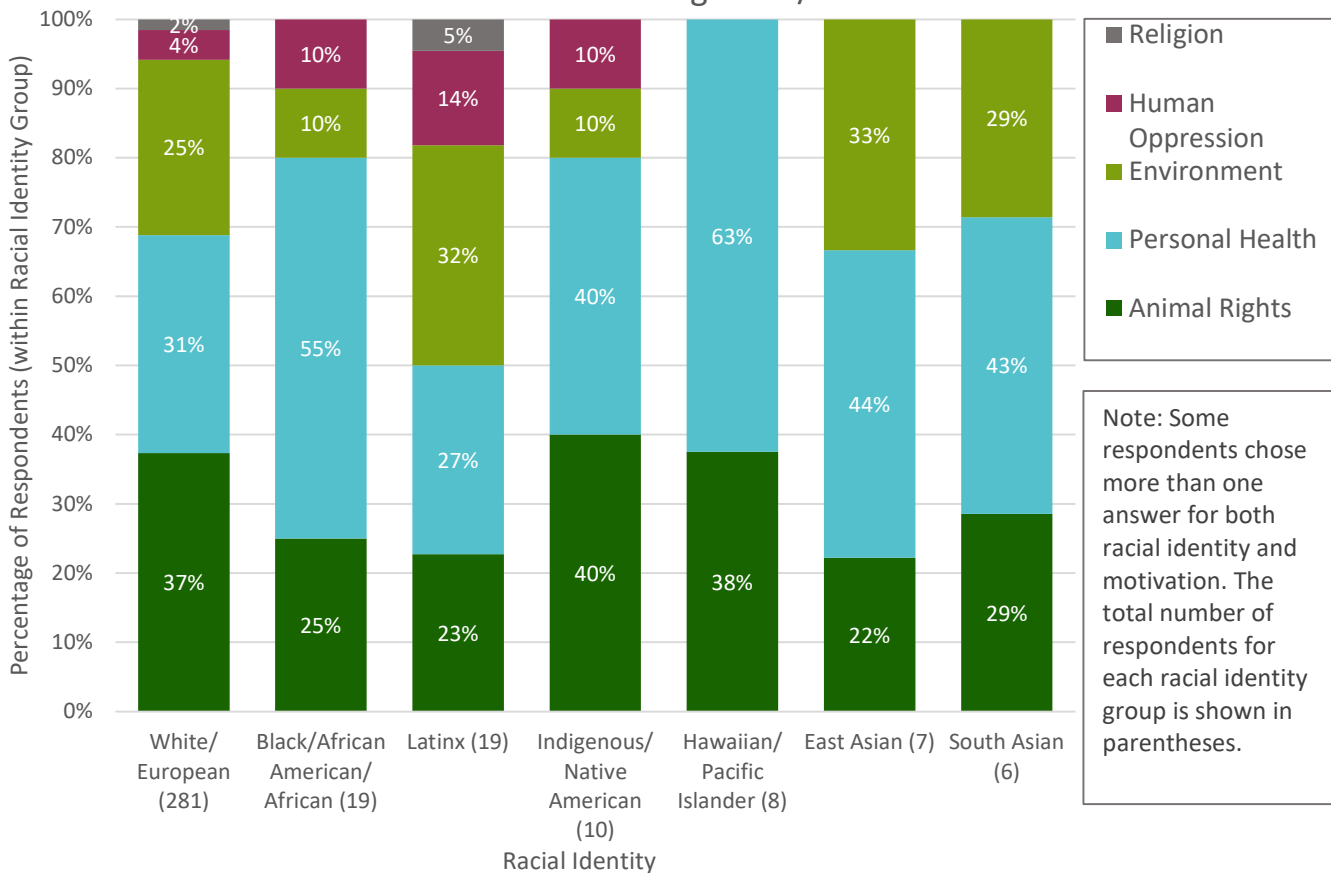
## If you are vegan or aspiring to be vegan, what is your motivation?



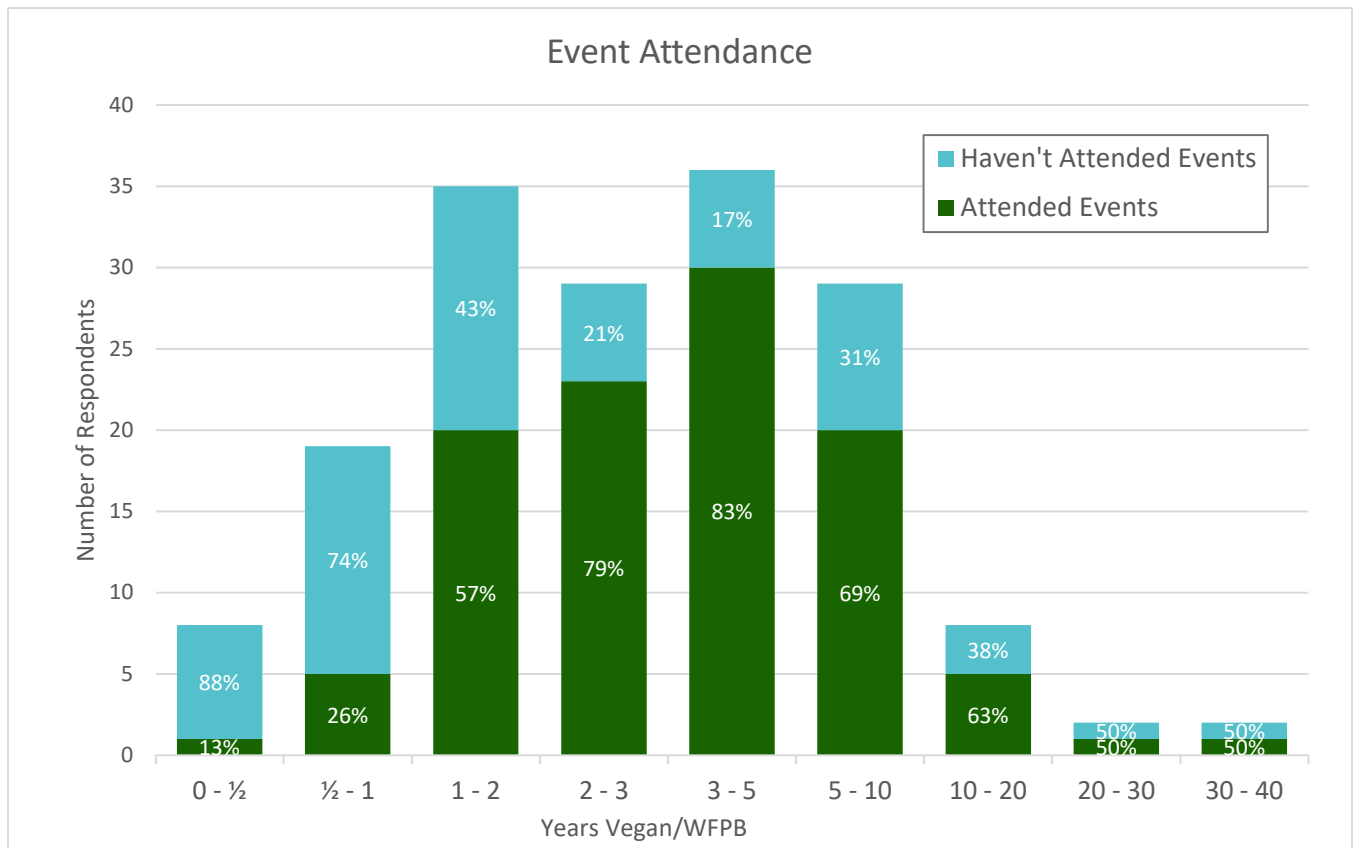
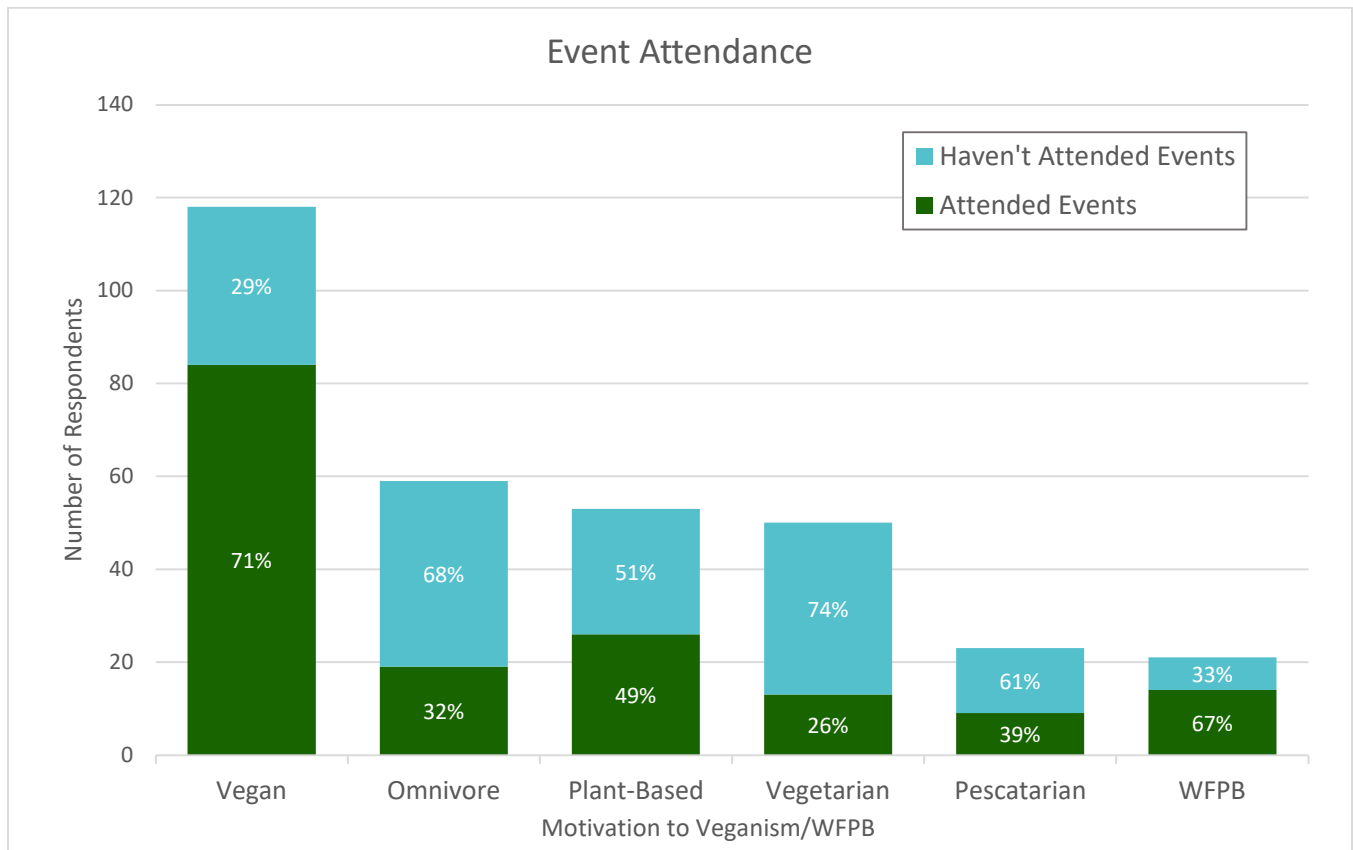
### Motivation to Veganism/WFPB



### Motivation to Veganism/WFPB

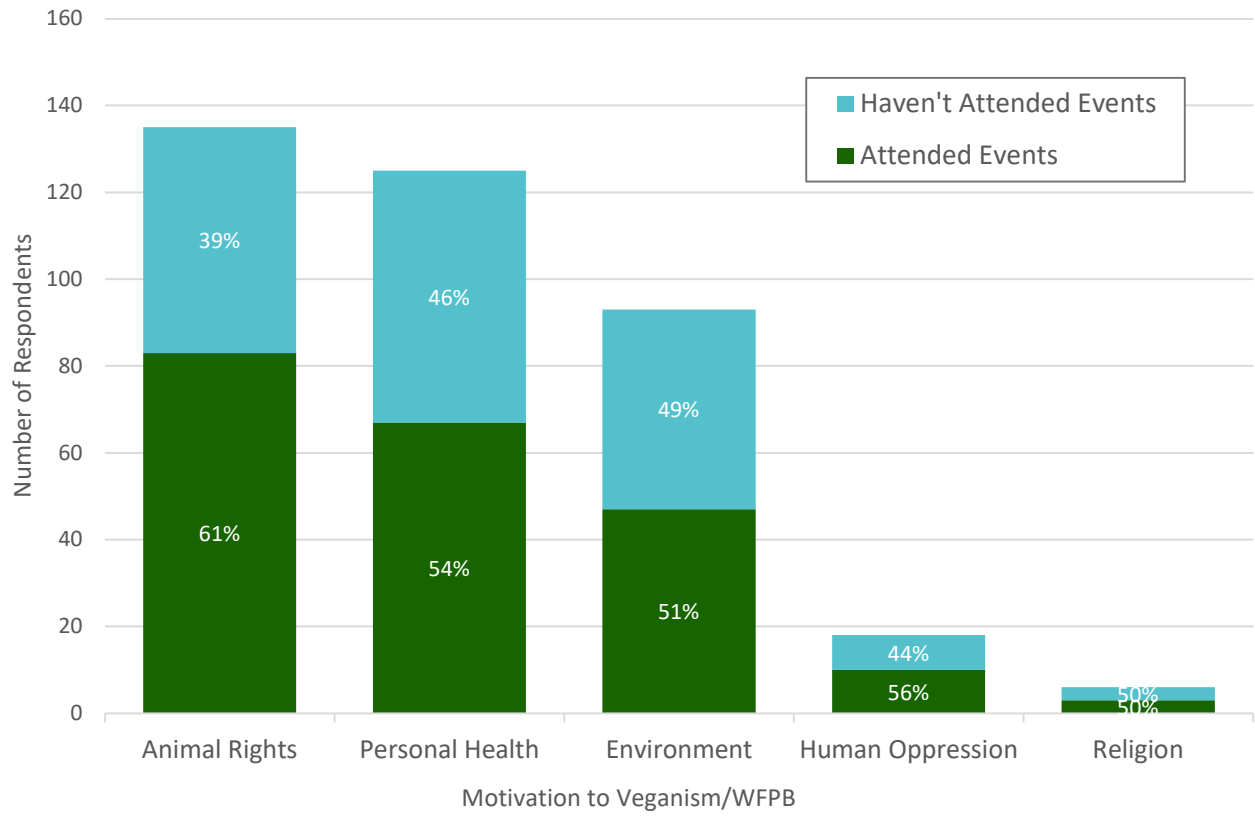


## Events

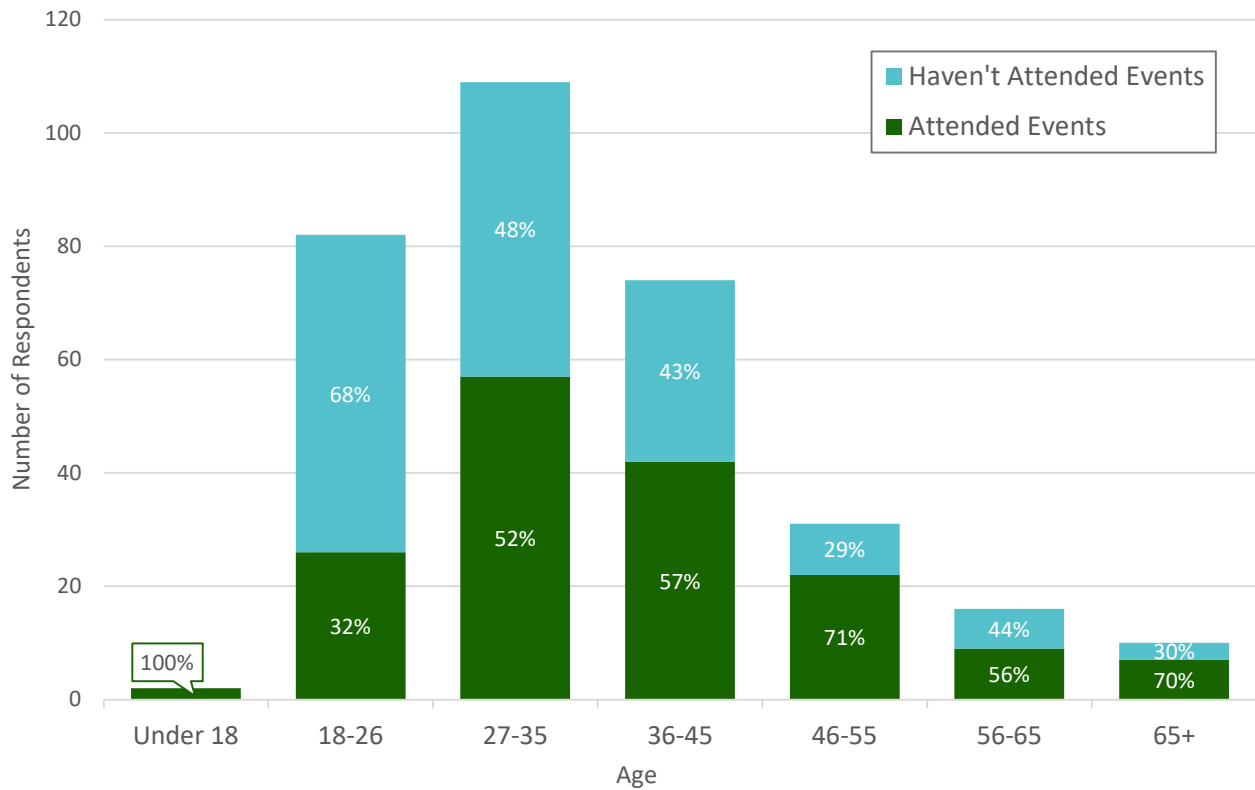


Low event attendance among newer vegans can be attributed to COVID-19, but this indicates that there will be an opportunity to include more new faces in future events!

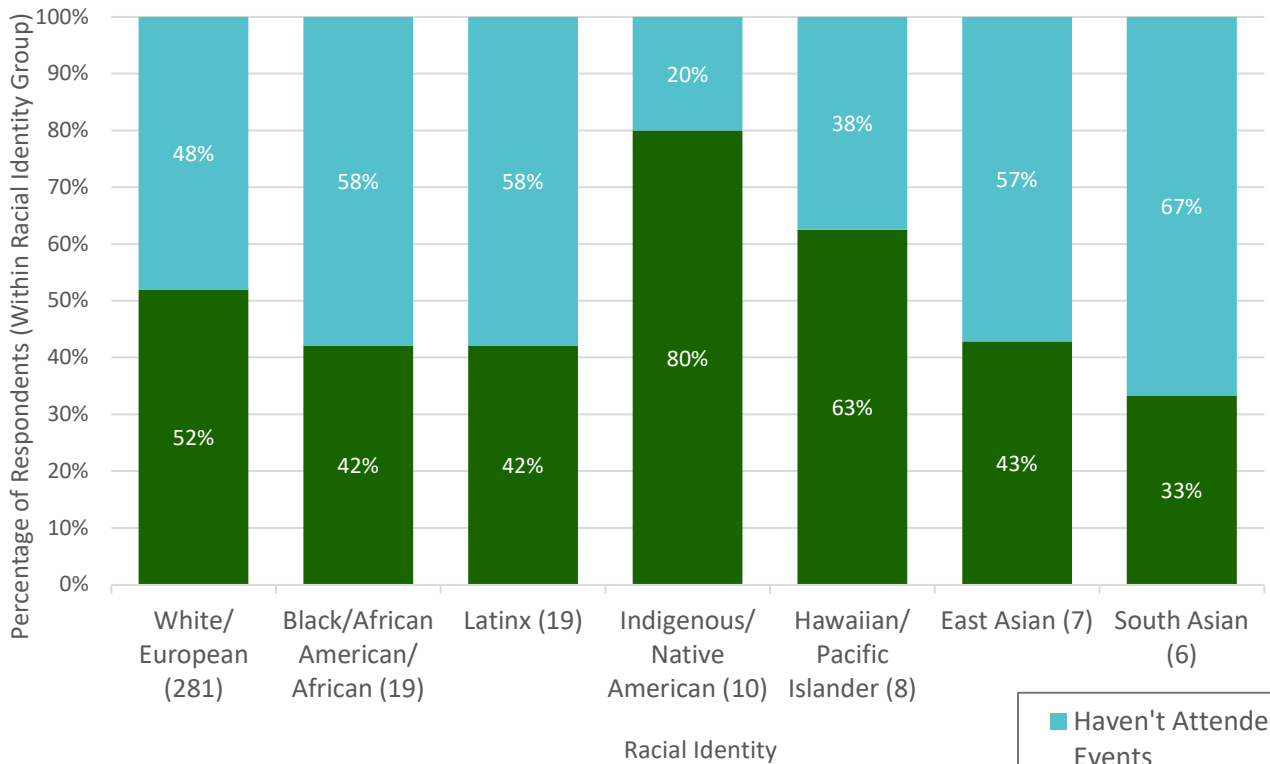
### Event Attendance



### Event Attendance



### Event Attendance



Note: Some respondents chose more than one answer for racial identity. The total number of respondents for each racial identity group is shown in parentheses.

■ Haven't Attended Events  
■ Attended Events