**Sample survey to conduct prior to Meatless Monday Program launch**

Have you heard of Meatless Monday? Y/N

* Yes, I have heard of Meatless Monday
* No, I have not heard of Meatless Monday

Have you ever participated in a Meatless Monday?

* Yes, I have participated in Meatless Monday
* No, I have not participated in Meatless Monday

If you answered No to the previous question, would you consider going meatless on Mondays?

* Yes, I would consider going meatless on Mondays
* No, I would not consider going meatless on Mondays

How much do you agree with the following statements?

Eating plant-based foods can be beneficial to my health

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree

Plant-based foods are good for the environment

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree

Sustainability and environmental health is important to me

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree

**Sample survey to conduct after the Meatless Monday program wraps up**

Have you heard of Meatless Monday? Y/N

* Yes, I have heard of Meatless Monday
* No, I have not heard of Meatless Monday

Were you aware of [Name of Community]’s Meatless Monday promotion?

* Yes, I was aware of the program
* No, I did not know of the program

During the [#] weeks of the Meatless Monday promotion, how often did you go meatless?

* Every Monday
* Most Mondays
* Some Mondays
* At least once a week, but not always on Monday
* At least once a month, but not always on Mondays
* I never went meatless
* I stopped eating any meat

Do you plan to continue reducing your meat consumption at least one day a week from here forward?

* Definitely
* Probably
* Possibly
* Probably not
* Definitely not

How much do you agree with the following statements?

Eating plant-based foods can be beneficial to my health

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree

Plant-based foods are good for the environment

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree

Sustainability and environmental health is important to me

* Strongly agree
* Somewhat Agree
* Neutral
* Somewhat Disagree
* Strongly disagree