

# Vegetarian Festival in Thailand 2016

Date: October 2016

# Research Design

Research Method      Online research

Fieldwork Period      15 - 30 Sept , 2016

Research Area      Thailand (Nationwide)

Sample Size      500 samples, aged over 16 years old

## Quota

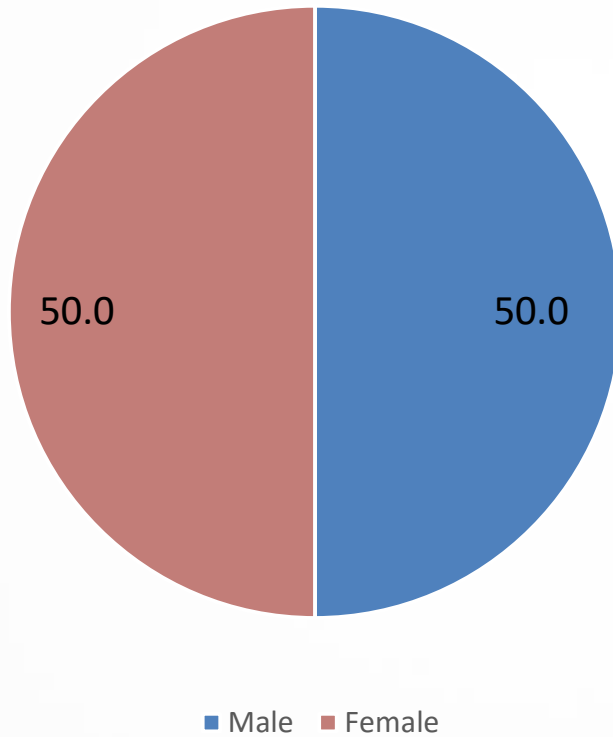
	Male	Female	Total
17 – 23 years old	50	50	100
24-30 years old	50	50	100
31-37 years old	50	50	100
38-44 years old	50	50	100
Over 45 years old	50	50	100
Total	250	250	<b>500</b>

Number of Questions      4 Screening questions and 17 Main questions

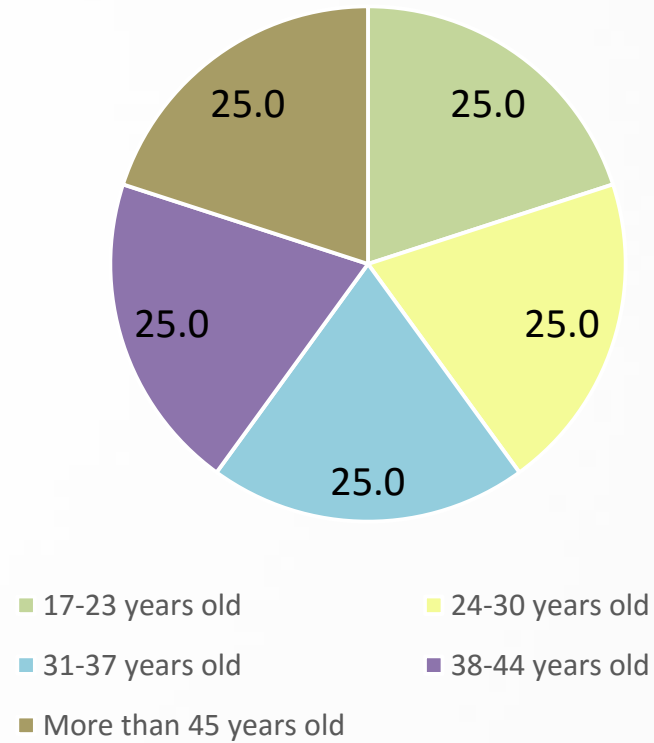
# Respondent Profile

## Gender

N = 500



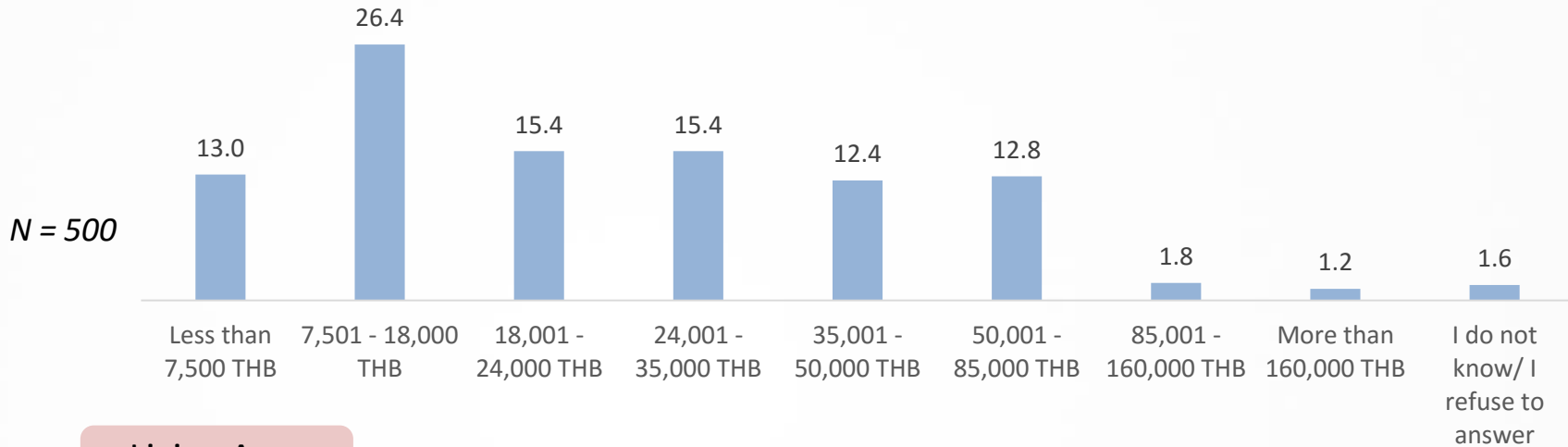
## Age



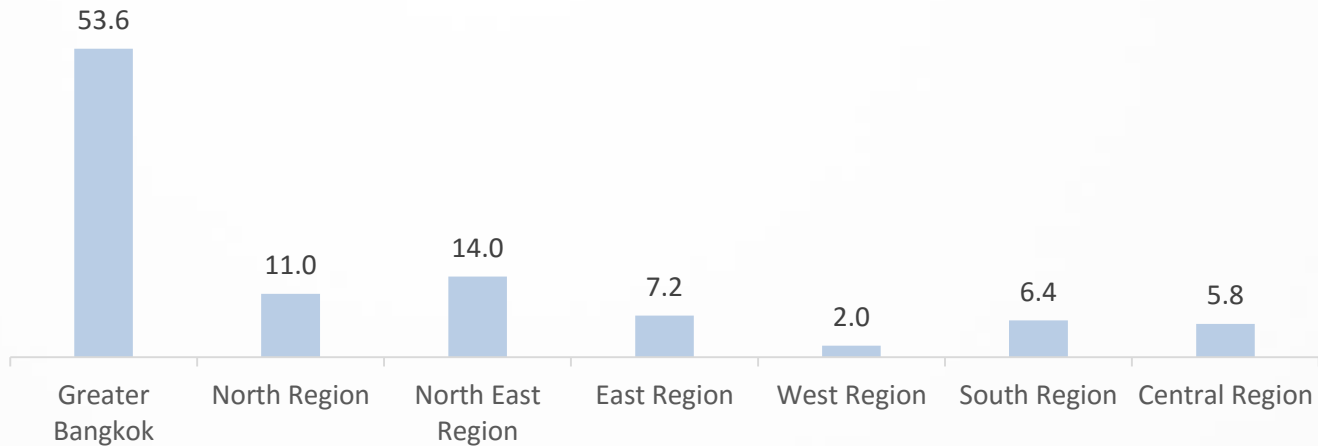
UNIT: %

# Respondent Profile

## Personal Monthly Income



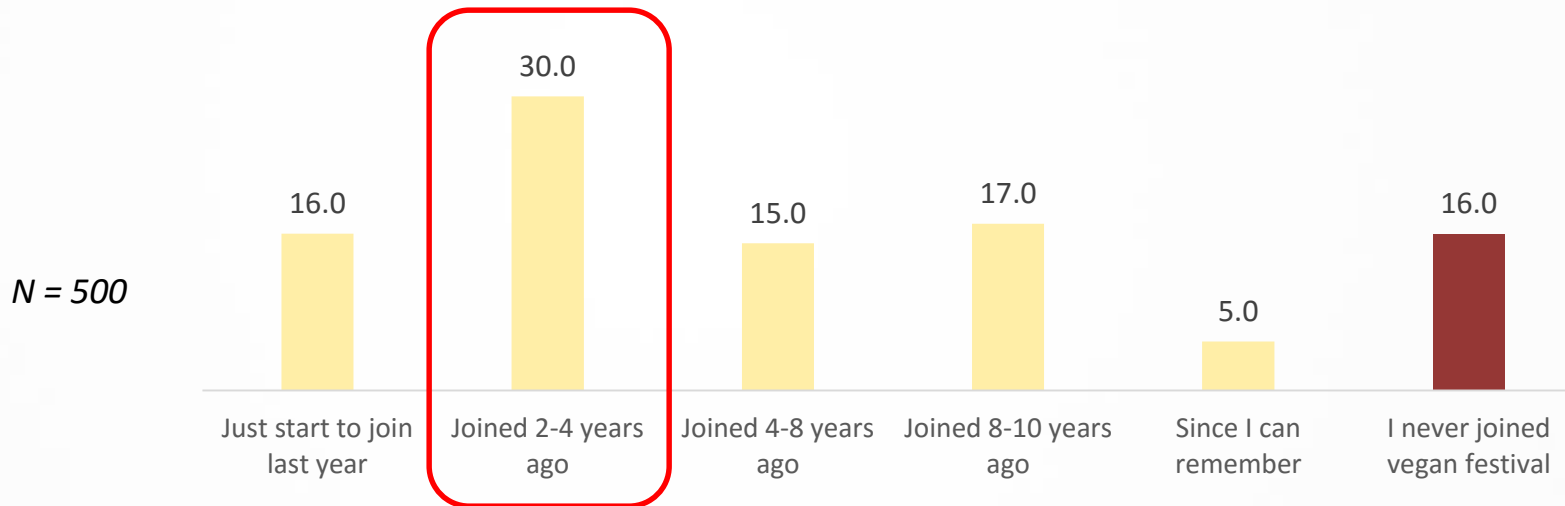
## Living Area



UNIT: %

# WHEN DID YOU START JOINING THE VEGETARIAN FESTIVAL ?

30.0% of the respondents "have joined the Vegetarian Festival for 2-4 years" which counts as 30.0% of all respondents. While 16.0% said they never join Vegetarian Festival.



Q1. Please tell us when did you start participate in Vegetarian Festival ? [SA]

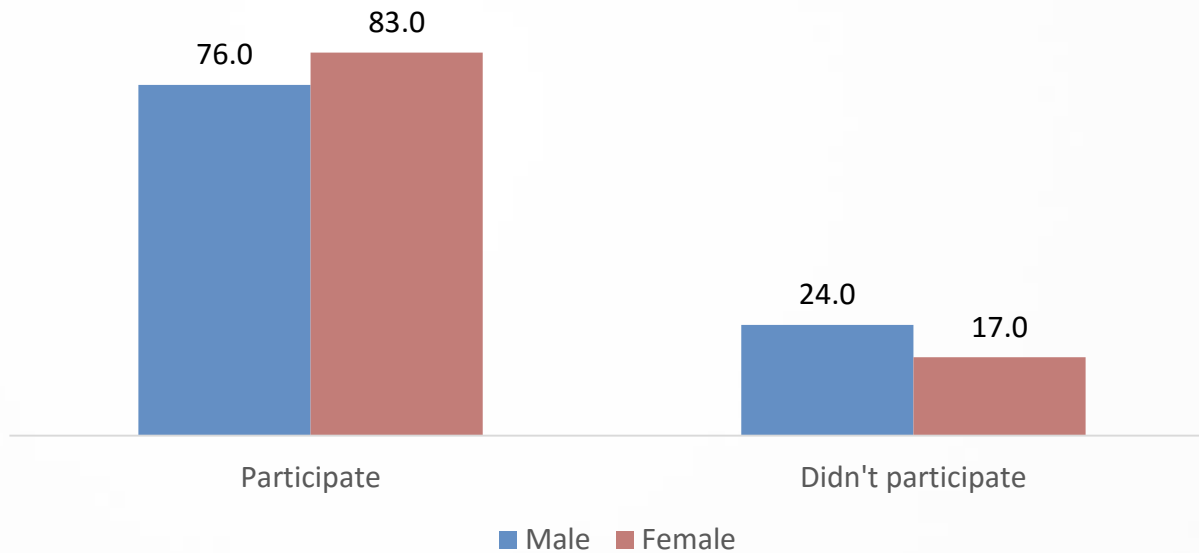
UNIT: %

# ARE YOU GOING TO JOIN THE VEGETARIAN FESTIVAL THIS YEAR ?

In 2016, **83.0 % of females** are going to join the vegetarian festival, while **76.0 % of males** are joining.

By Gender

N = 500



Q2. Please tell us in this upcoming vegetarian festival, are you going to join ? [SA]

UNIT: %

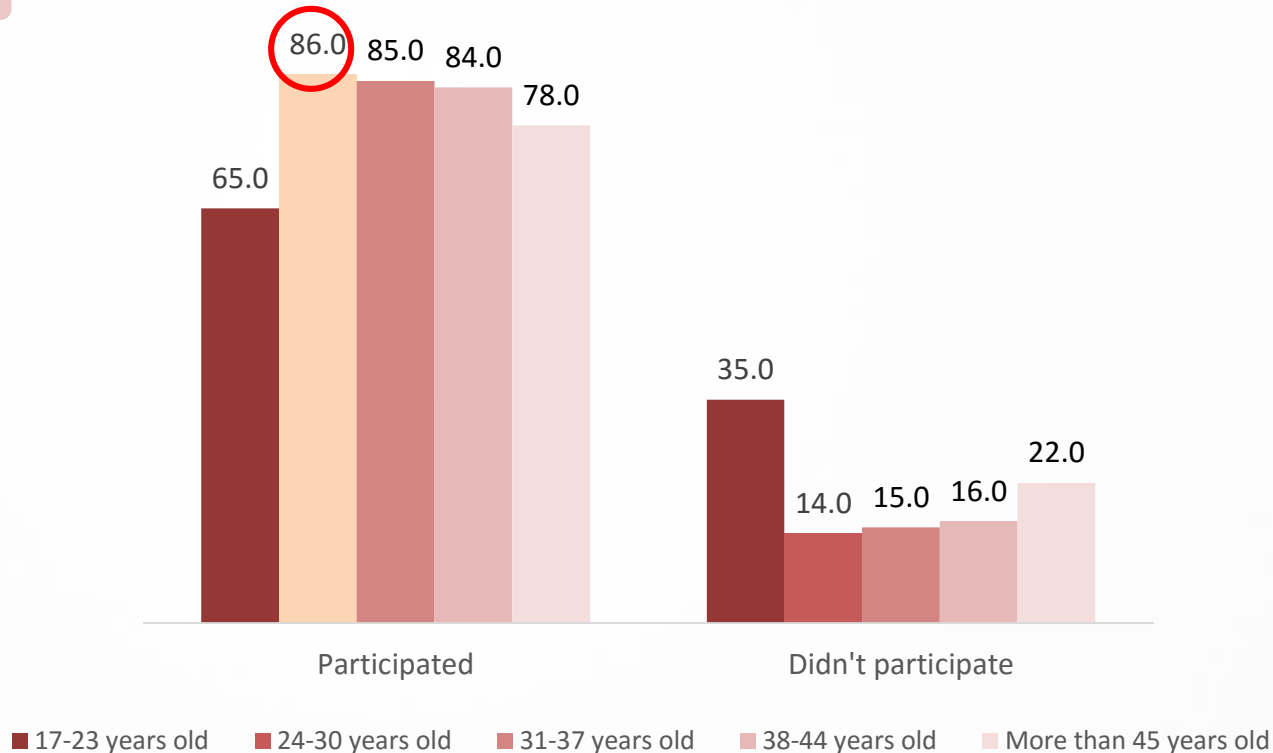
# ARE YOU GOING TO JOIN THE VEGETARIAN FESTIVAL THIS YEAR ?



From the surveyed people, **the respondents ages between 24 – 30 years old are the biggest age group that are going to join Vegetarian Festival this year (86.0%)**, followed by the respondents ages 31 – 37 years old in which is 85.0% said they will participate.

By age

N = 500



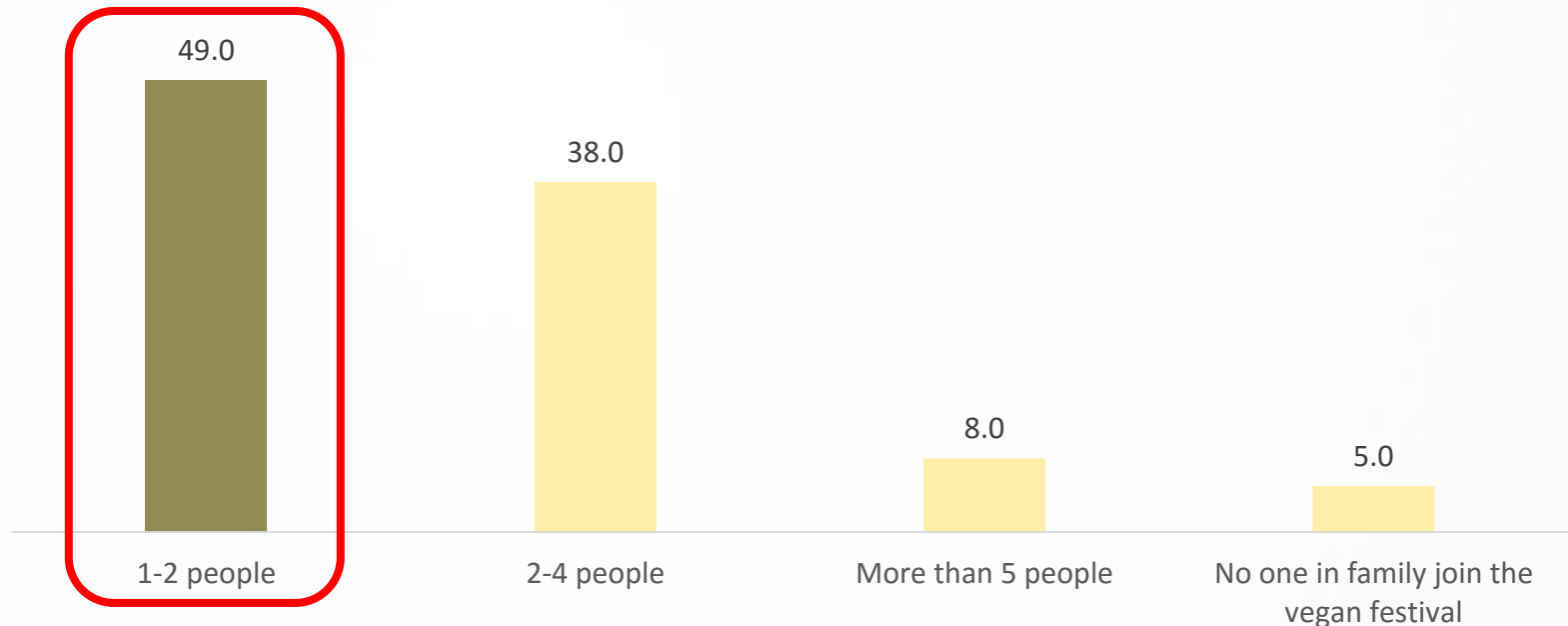
UNIT: %

Q2. Please tell us in this upcoming vegetarian festival , are you going to join ? [SA]

# HOW MANY MEMBERS IN YOUR FAMILY JOINING THE VEGETARIAN FESTIVAL ?

According to our respondents, **Most respondents have 1-2 people in their family are joining the vegetarian festival (49.0%)**, followed by “2-4 people” (38.0%) and “more than 5 people”(8.0%), respectively.

N = 398



UNIT: %

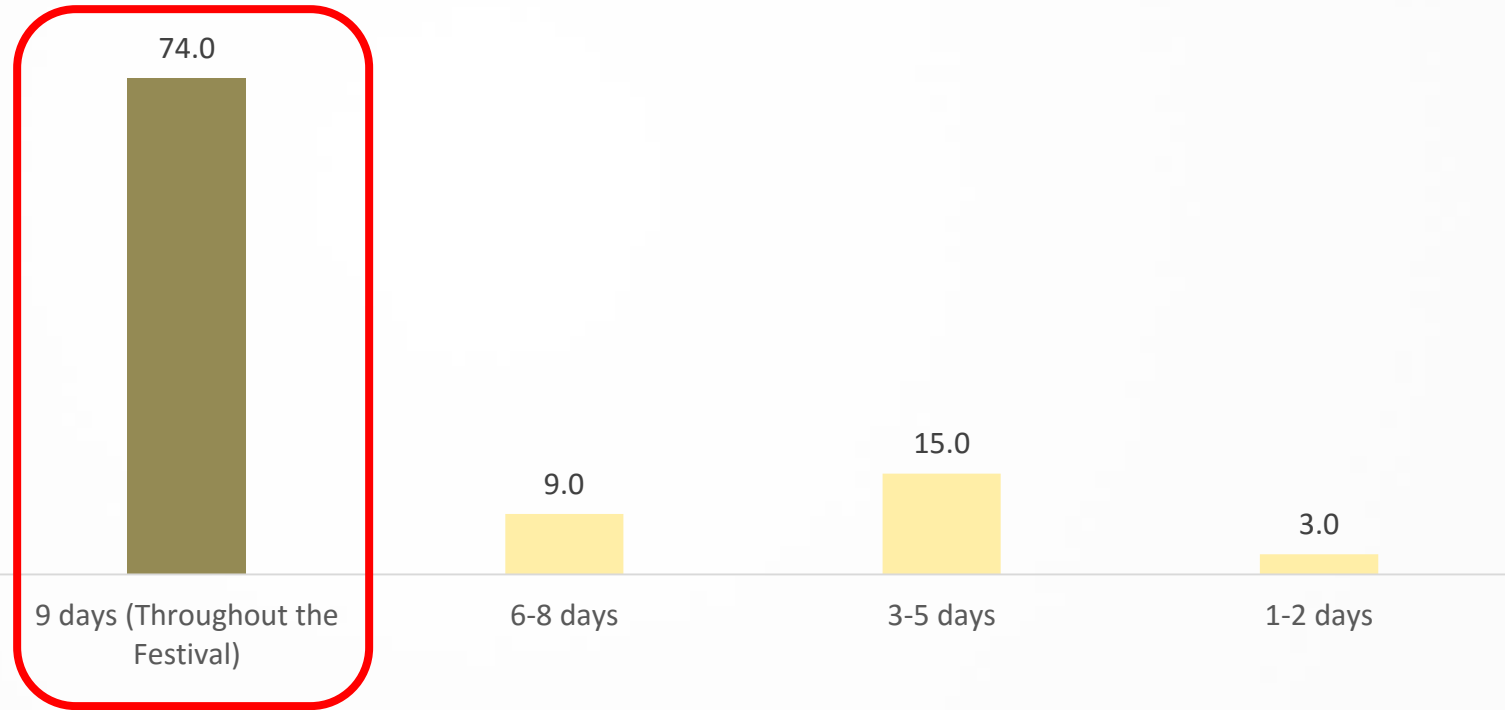
Q3. Please tell us how many member in your family joining the vegetarian festival? [SA]



# PERIOD OF TIME YOU INTEND TO JOIN THE VEGETARIAN FESTIVAL ?

**74.0% of respondents intend to consume vegetarian food throughout the festival (9days), 15.0% said they will join for 3-5 days, "6-8 days" (9.0%), and "1-2days" (3.0%), respectively.**

N = 398

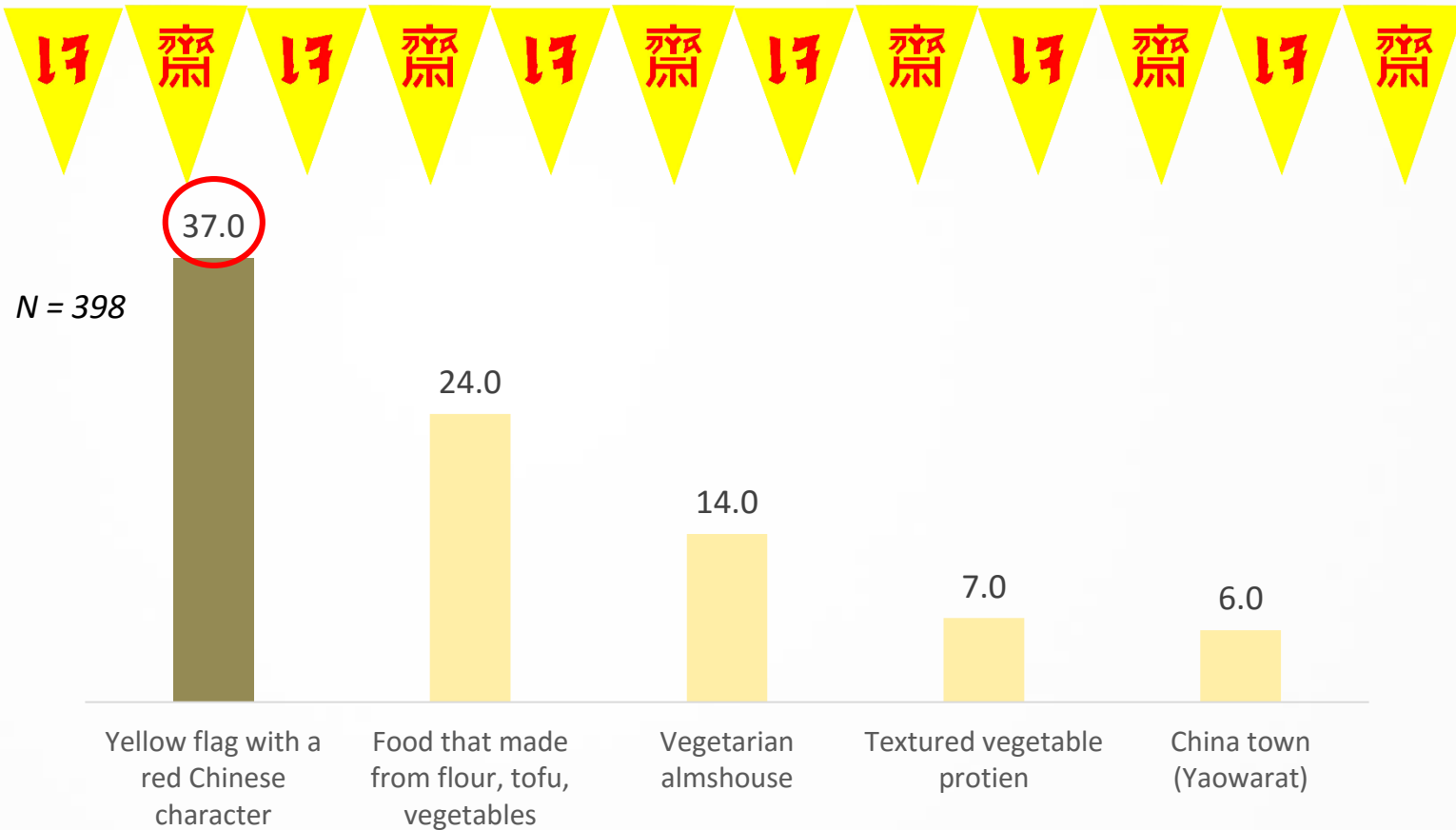


UNIT: %

Q4. Please tell us how many days do you intend to join vegetarian festival ? [SA]

# TOP 5 WHEN TALKING ABOUT VEGETARIAN FESTIVAL

37.0% said "Yellow flag with a red Chinese character" first comes to mind when mentioning "Vegetarian Festival" followed by Food that made from tofu, flour and vegetables(24.0%) and Vegetarian almshouse (14.0%)



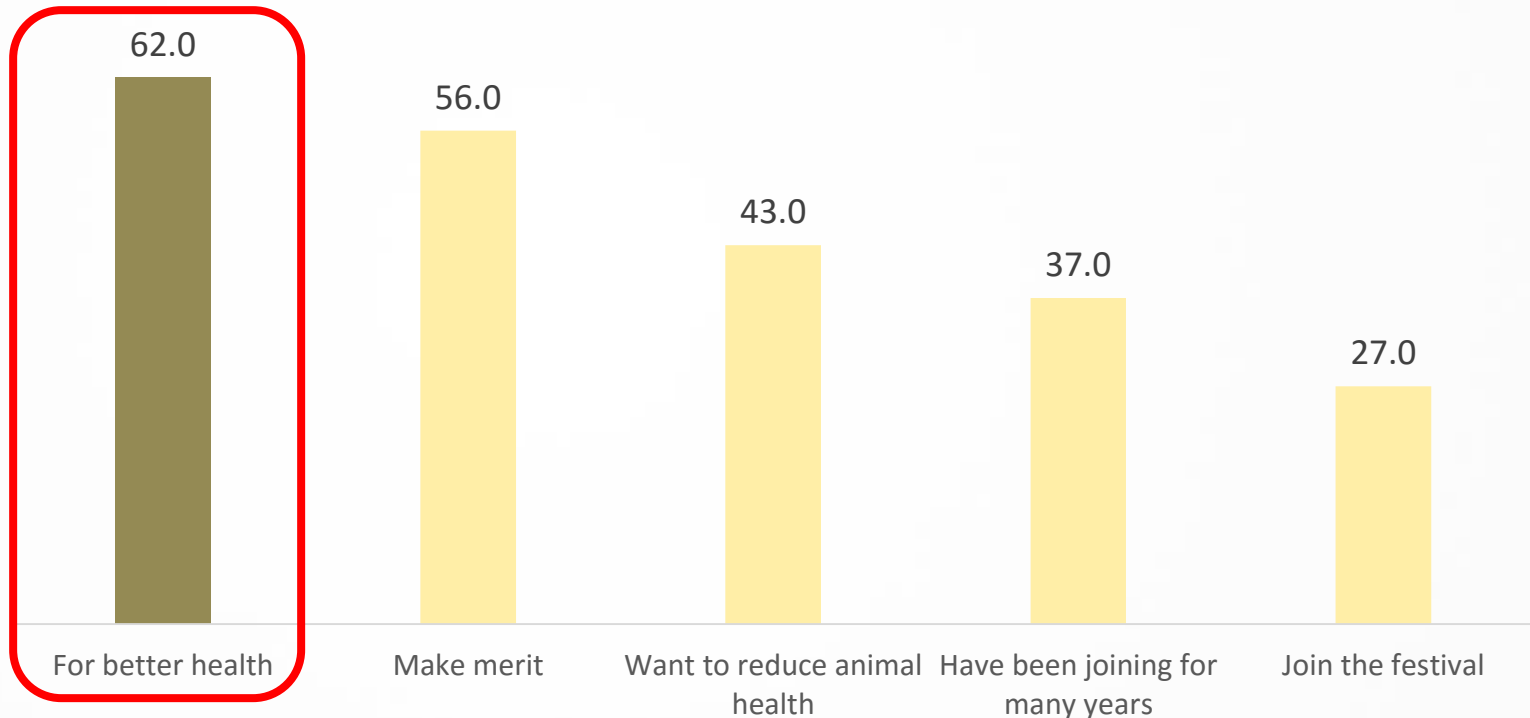
UNIT: %

Q5. Please tell us when talking about vegetarian festival , what is the first thing that pops up in your mind ? [SA]

# TOP 5 REASONS OF JOINING VEGETARIAN FESTIVAL

*The main reason why respondents are joining the vegetarian festival is for the sake of their health (62.0%). Other reasons for joining includes making merit (56.0%), want to reduce animal death (43.0%), have been joining for many years (37.0%) and want to join the festival(27.0%), respectively*

N = 398

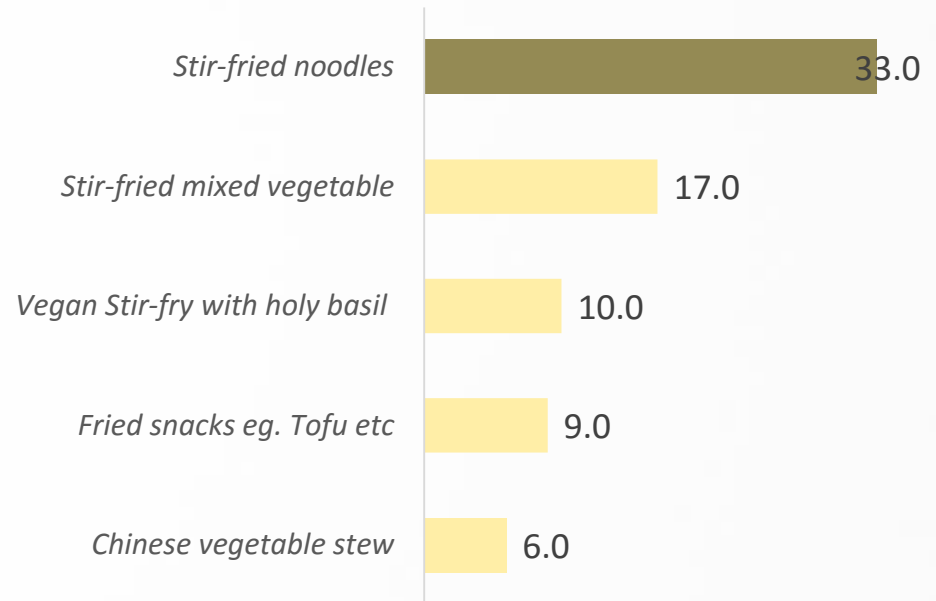


UNIT: %

Q6. Please tell us why are you joining the vegetarian festival ? [MA]

# TOP 5 VEGETARIAN MENU

**Stir-fried noodles is the first menu 33.0% of the respondents think of when talking about vegetarian food.** Followed by Stir-fried veggies (17.0%), Vegan stir-fry with holy basil topped with rice (10.0%).



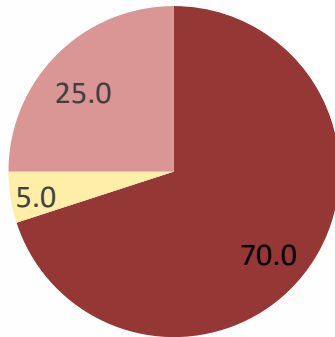
N = 398

UNIT: %

Q7. Please tell us what vegetarian menu that remind you of vegetarian festival the most?[SA]

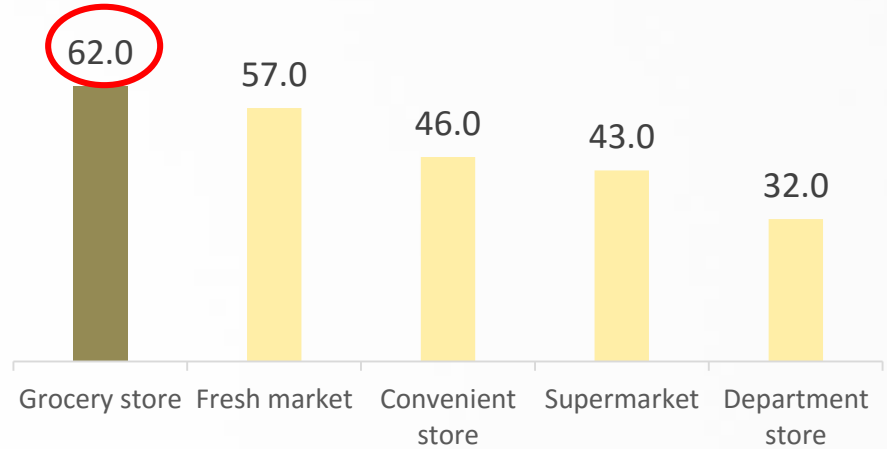
# TYPE AND PLACE OF VEGETARIAN FOOD THAT CONSUMED AND PURCHASED THE MOST

When vegetarian festival, *most of people consume vegetarian food by purchasing ready-to-eat products (70.0%)*. Followed by frozen food (25.0%) and cook for themselves (5.0%).



■ Ready-to-eat product ■ Frozen food ■ Cook for yourself

N = 398



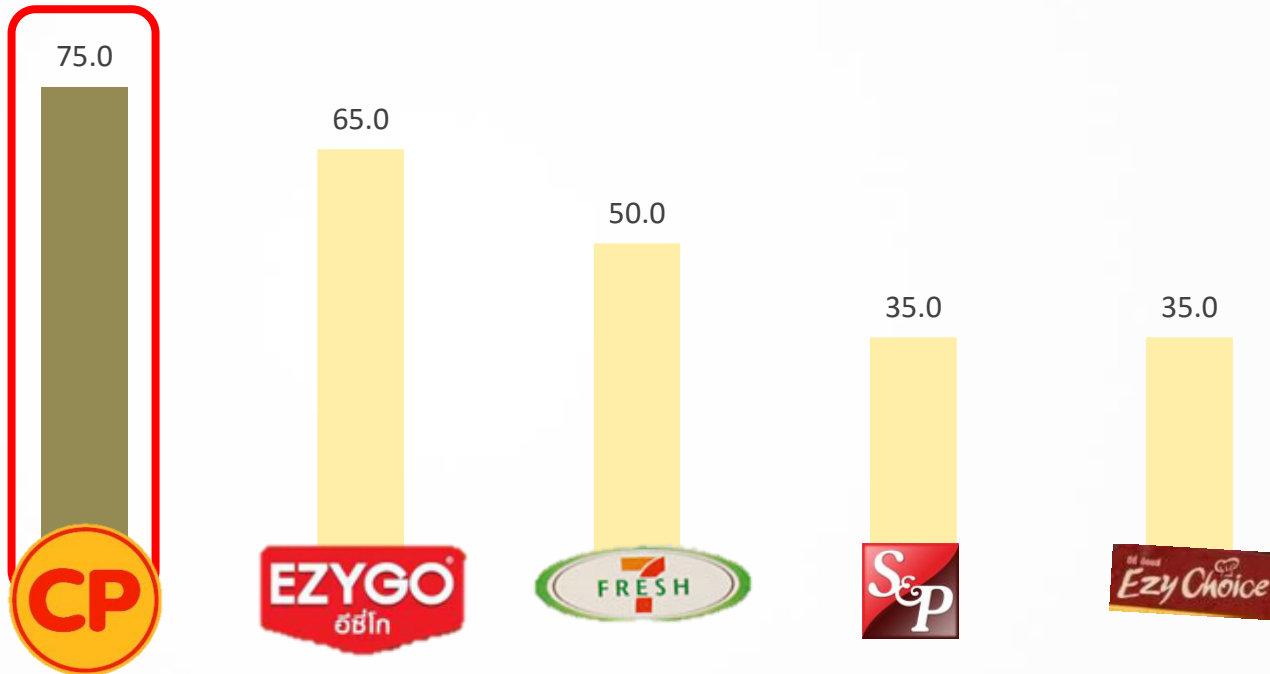
*62.0% of the surveyed respondents purchase ready-to-eat products from the grocery stores.*

Q8. Please tell us what kind of vegetarian food that you consume the most ? [SA]  
 Q9. Please tell us where do you usually purchase ready-to-eat vegetarian food? [MA]

UNIT: %

# TOP 5 FROZEN FOOD BRAND

The Top 3 frozen food brand purchased by respondents are **CP (75.0%)**, EZYGo (65.0%) and 7Fresh (50.0%).



UNIT: %

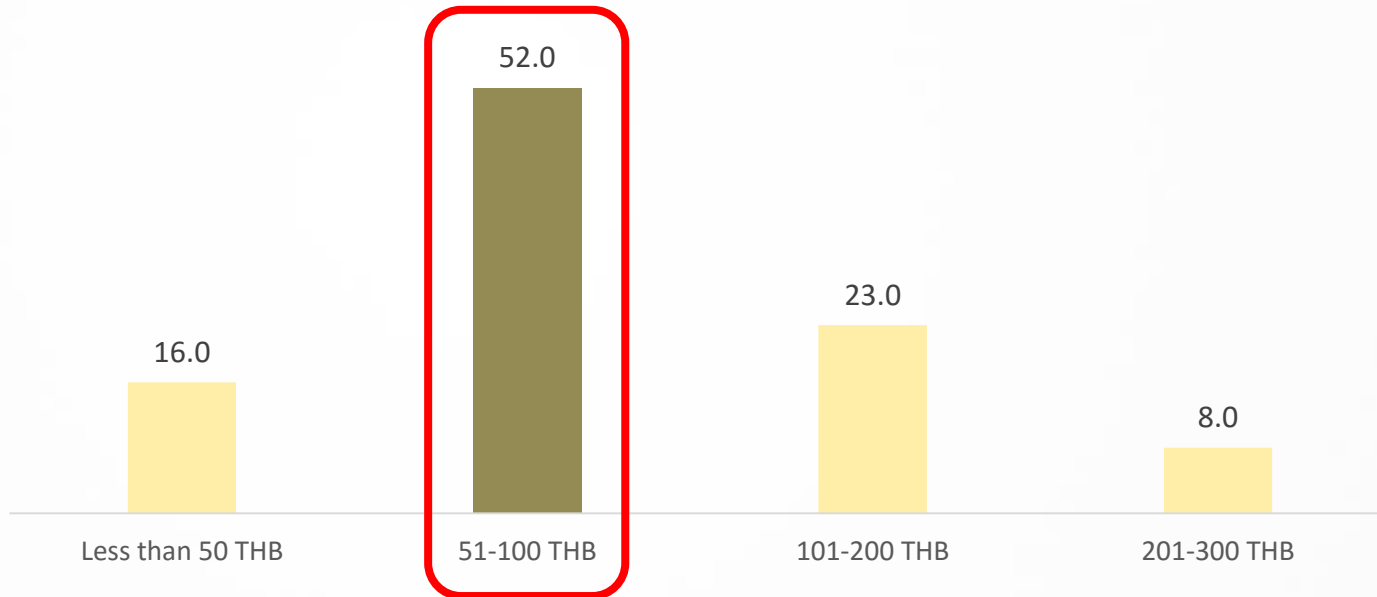
Q10. Please tell us where do you usually purchase ready-to-eat vegetarian food?[MA]

# HOW MUCH DID YOU SPEND ON VEGETARIAN FOOD PER MEAL ?



52.0% of the respondents spent around 51-100THB on vegetarian food (per meal). Whereas 23.0% are willing to spend up to “101-200 THB” for a vegetarian meal.

N = 298



UNIT: %

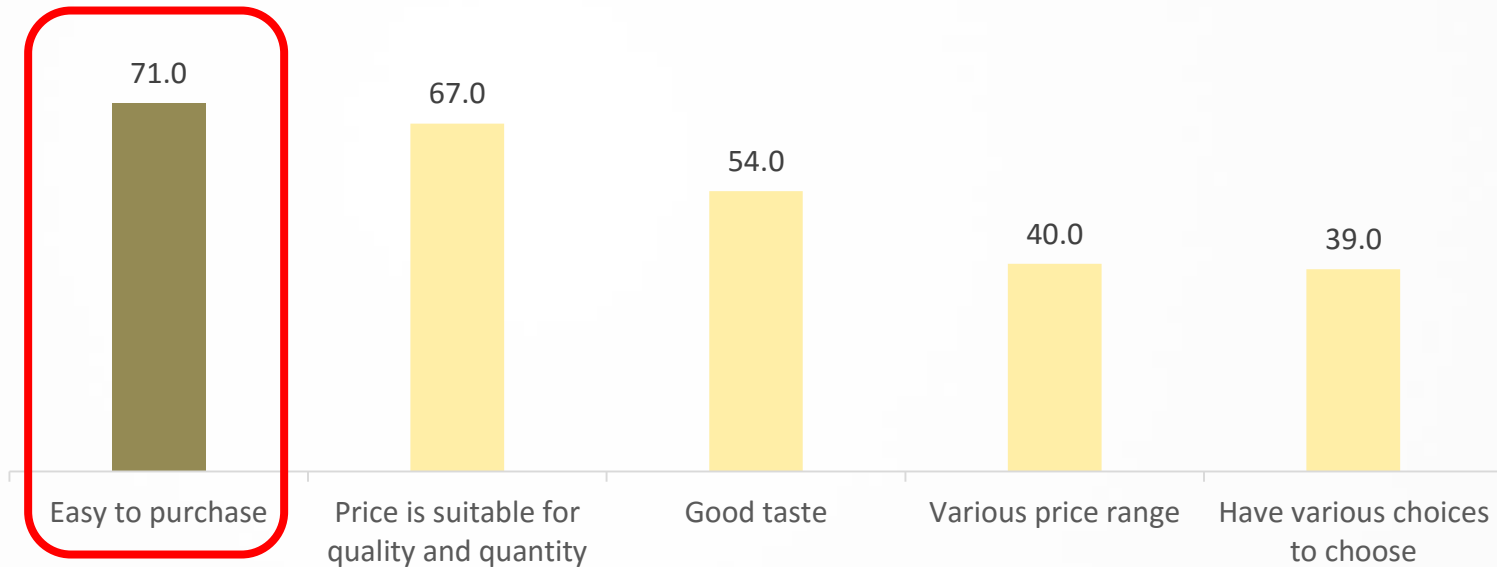
Q13. Please tell us the average cost of vegetarian food that you've spend per meal[SA]

# TOP 5 REASONS TO BUY READY-TO-EAT VEGETARIAN FOOD



*The top 3 reasons people choose to buy ready to eat vegetarian food because it is easy to purchase (71.0%), suitable price when compared to quantity (67.0%) and "Good taste" (54.0%).*

N = 298

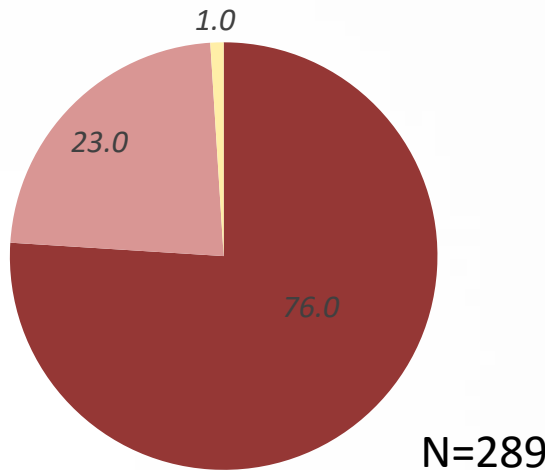


UNIT: %

Q14. Please tell us the reasons why you choose to purchase ready-to-eat vegetarian food?[MA]



# WHAT IS YOUR OPINION ON THE COST OF VEGETARIAN FOOD WHEN COMPARED TO LAST YEAR (2015) ?



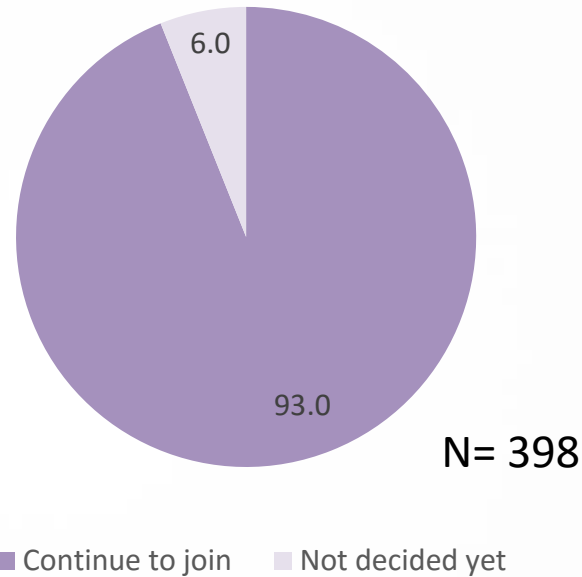
■ Increase from last year ■ Equal as last year ■ Decrease from last year

According to respondents who had joined vegetarian festival in the previous years said that ***the vegetarian food cost will increase when compared to 2015 (76.0%) while 23.0 % said the price will be same as previous year and only 1.0% said the price will decrease.***

Q15. Please tell us in your opinion, how the vegetarian food cost is tend to be like comparing to last year(2015) ?[SA]

UNIT: %

# WILL YOU JOIN “VEGETARIAN FESTIVAL” NEXT YEAR (2017)?



***93.0% of those who joined this year's festival said they will join Vegetarian Festival next year, others (6.0%), said they haven't made up their mind.***

Q16. Please tell us are you continue to join vegetarian festival next year (2017) ?[SA]

UNIT: %



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