

VEGANUARY 2020  
OFFICIAL SURVEY RESULTS



VEGANUARY 

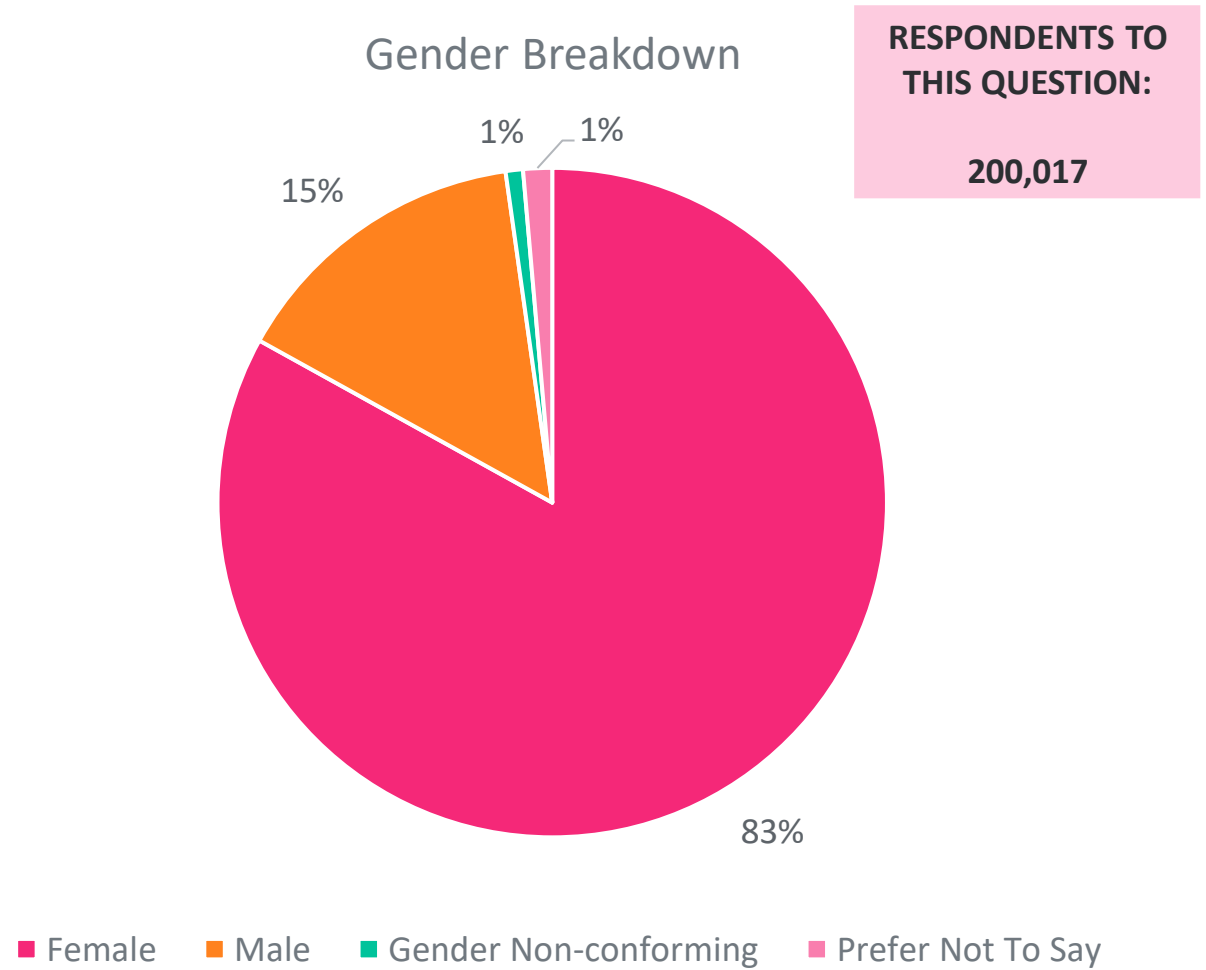
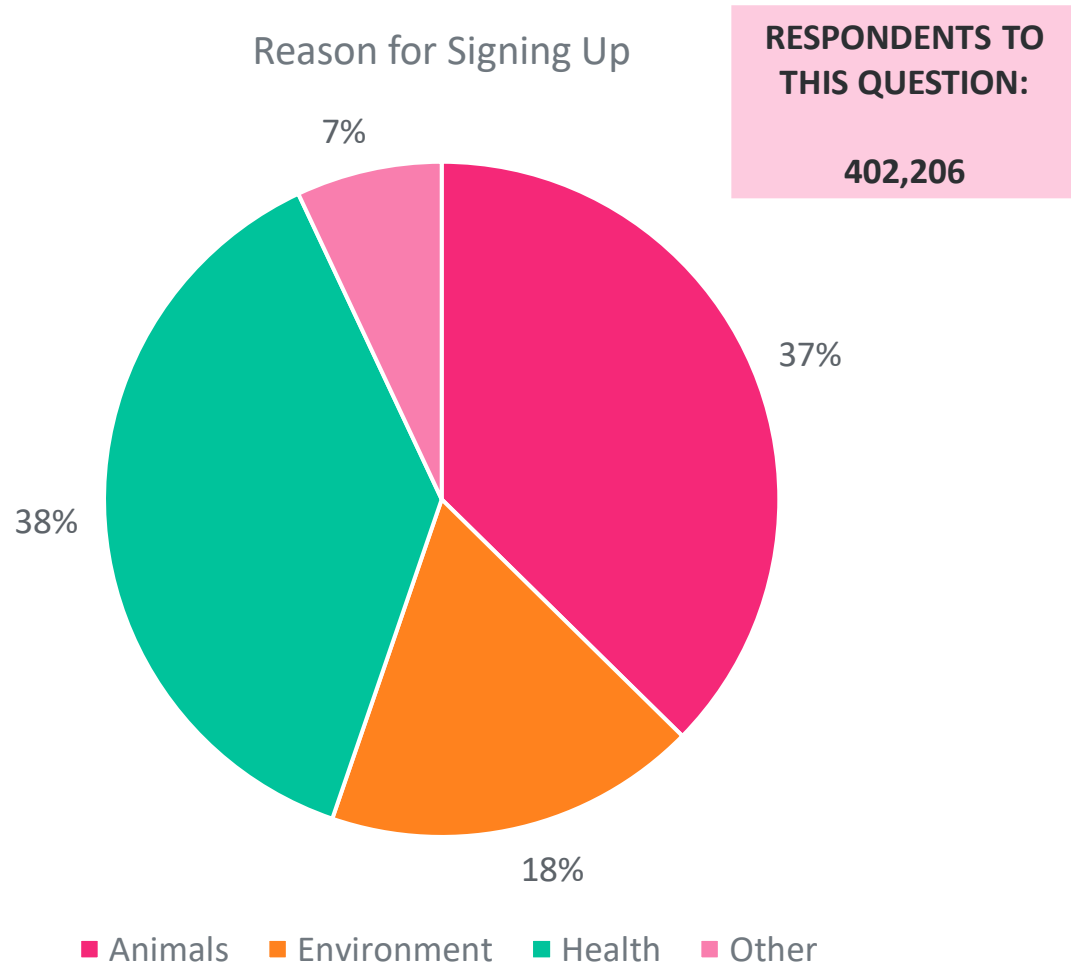




# 402,206 people around the world signed up to Veganuary 2020!

Veganuary participants were asked a short survey about themselves when signing up. Half were served a long survey, and the other half were served a shorter survey.

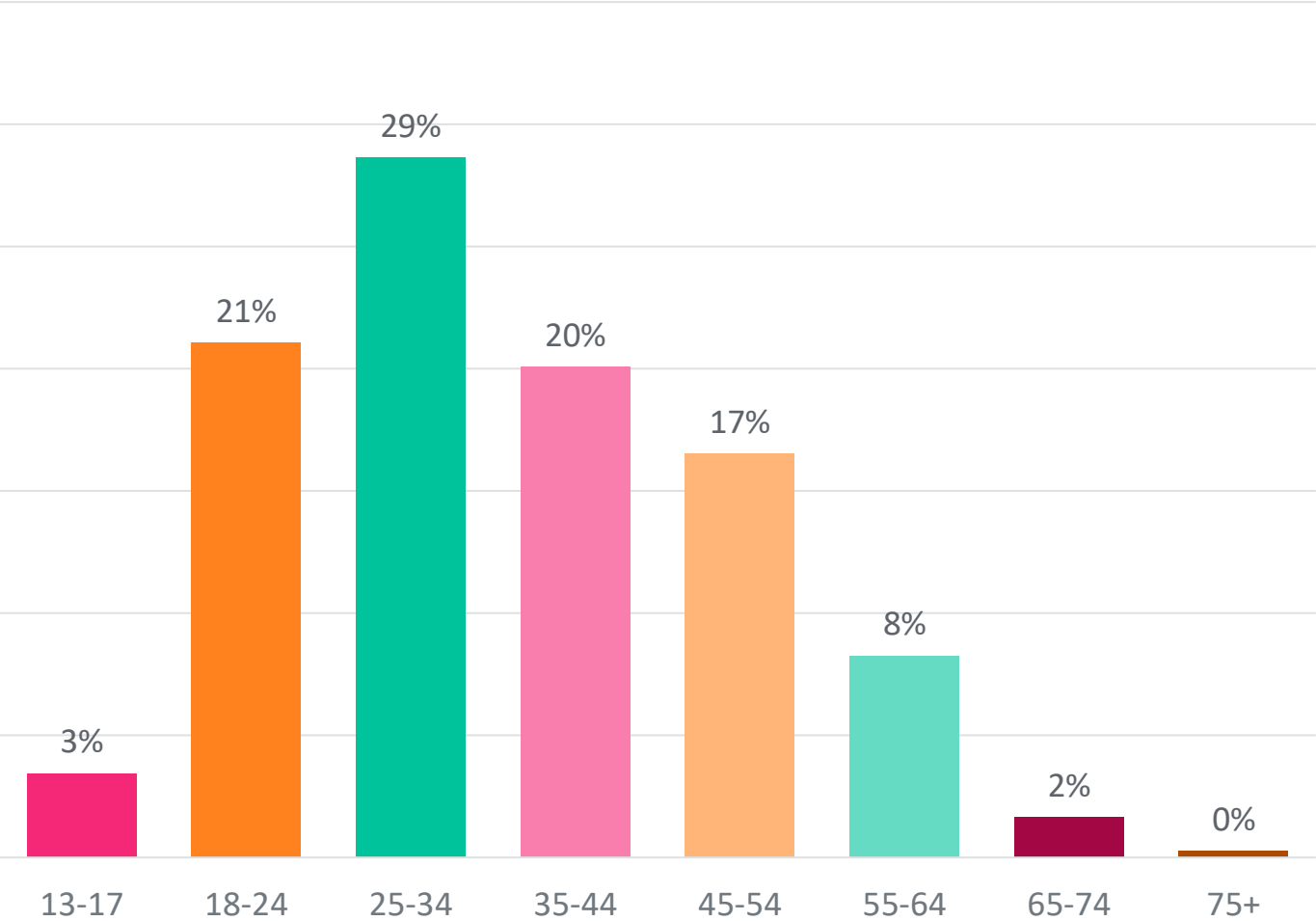
# Sign up questions...



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RESPONDENTS TO THESE QUESTIONS:  
200,017

Age Group



## Highest Participating Countries

UK
USA
Germany
Argentina
Chile
Mexico
Italy
South Africa
Australia
Sweden

## Highest Participating Cities

London
Santiago
Buenos Aires
Mexico City
Cape Town
Milan
Dublin
Berlin
Zurich
Bristol

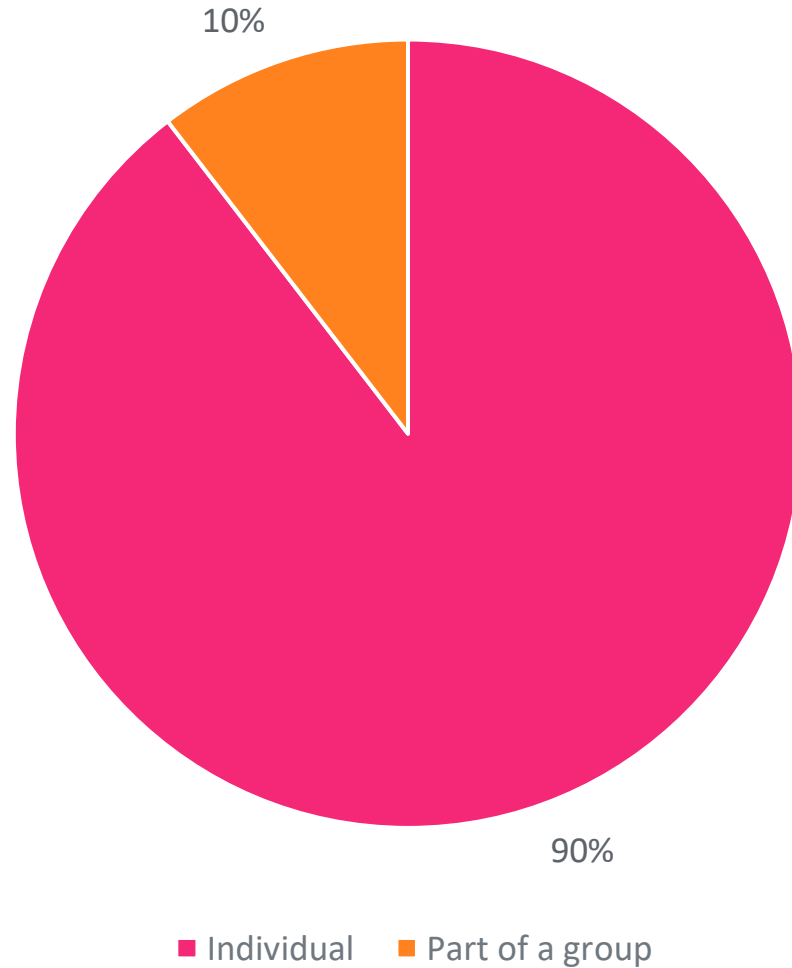
On completing their 31 day pledge, participants were asked to complete a voluntary survey

This survey was sent to 89% (342,997) of people who started their Veganuary pledge between 16<sup>th</sup> December 2019 & 2<sup>nd</sup> February 2020 (386,008).

The response rate was 9% (29,570).

RESPONDENTS PER LANGUAGE	
English	16,001
German	6,968
Spanish	2,138
Swedish	1,249
Portuguese	187
Italian	3,027

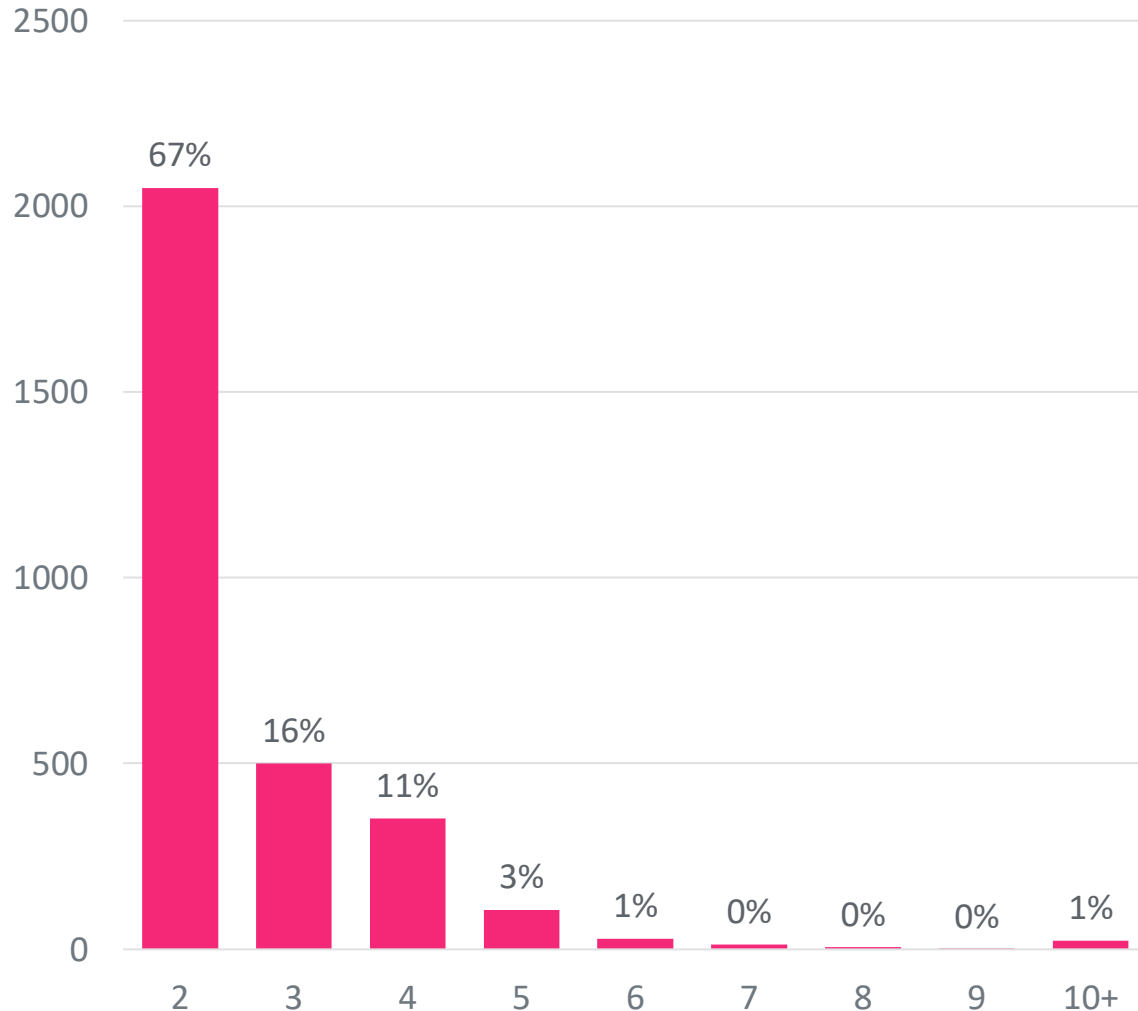
# Q1/ Did you sign up for Veganuary as an individual or on behalf of a group or family?



RESPONDENTS TO THIS QUESTION:

29,570

# Q2/ How many people in your group/family participated in Veganuary?



This question was only asked to those people who said they did Veganuary as part of a group (Q1).

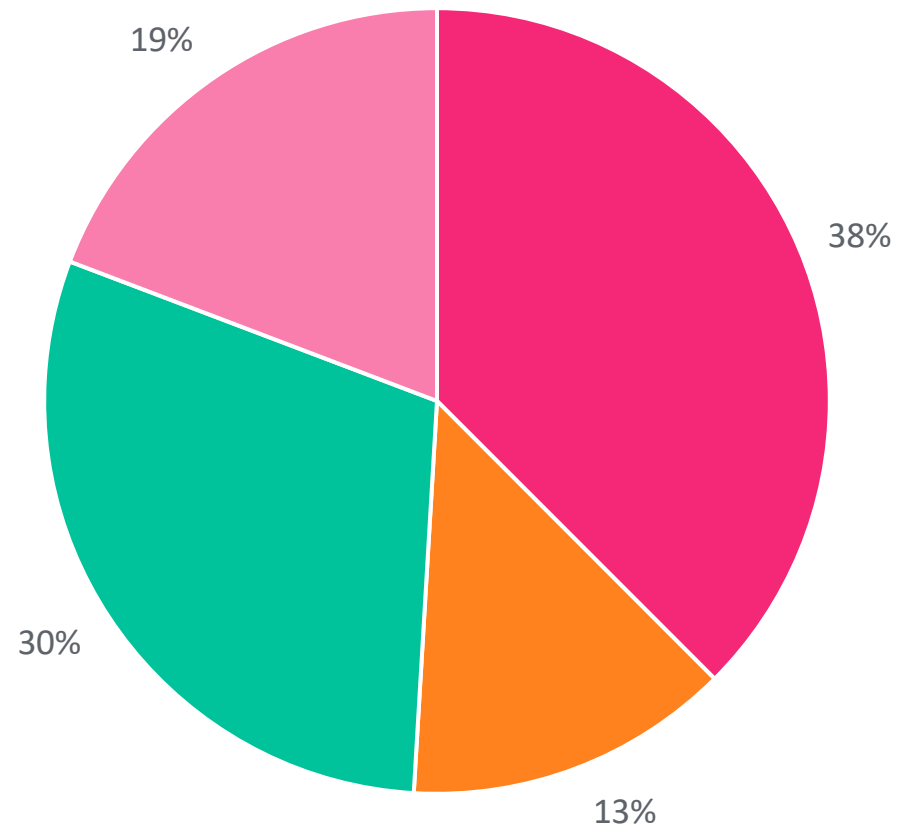
Our survey respondents are reporting an additional **8,075** people taking the pledge, which is an extra **27%**.

If we were to apply the same percentage to all 400,000 participants, this would be an extra **108,000** people taking our pledge.

RESPONDENTS TO THIS QUESTION:

3,076

# Q3/ What best describes your diet BEFORE you took part in Veganuary?

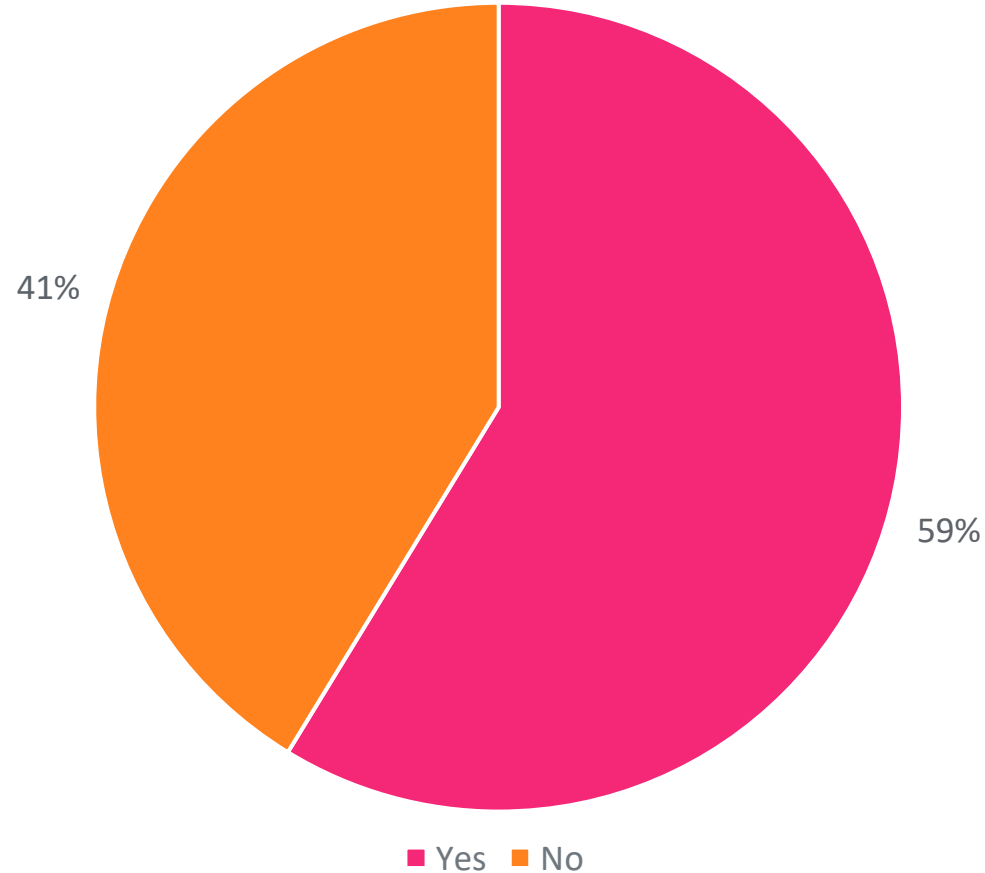


■ Omnivore ■ Pescetarian ■ Vegetarian ■ Vegan

RESPONDENTS TO THIS QUESTION:  
29,292



# Q4/ Did you maintain a vegan diet throughout your Veganuary pledge?

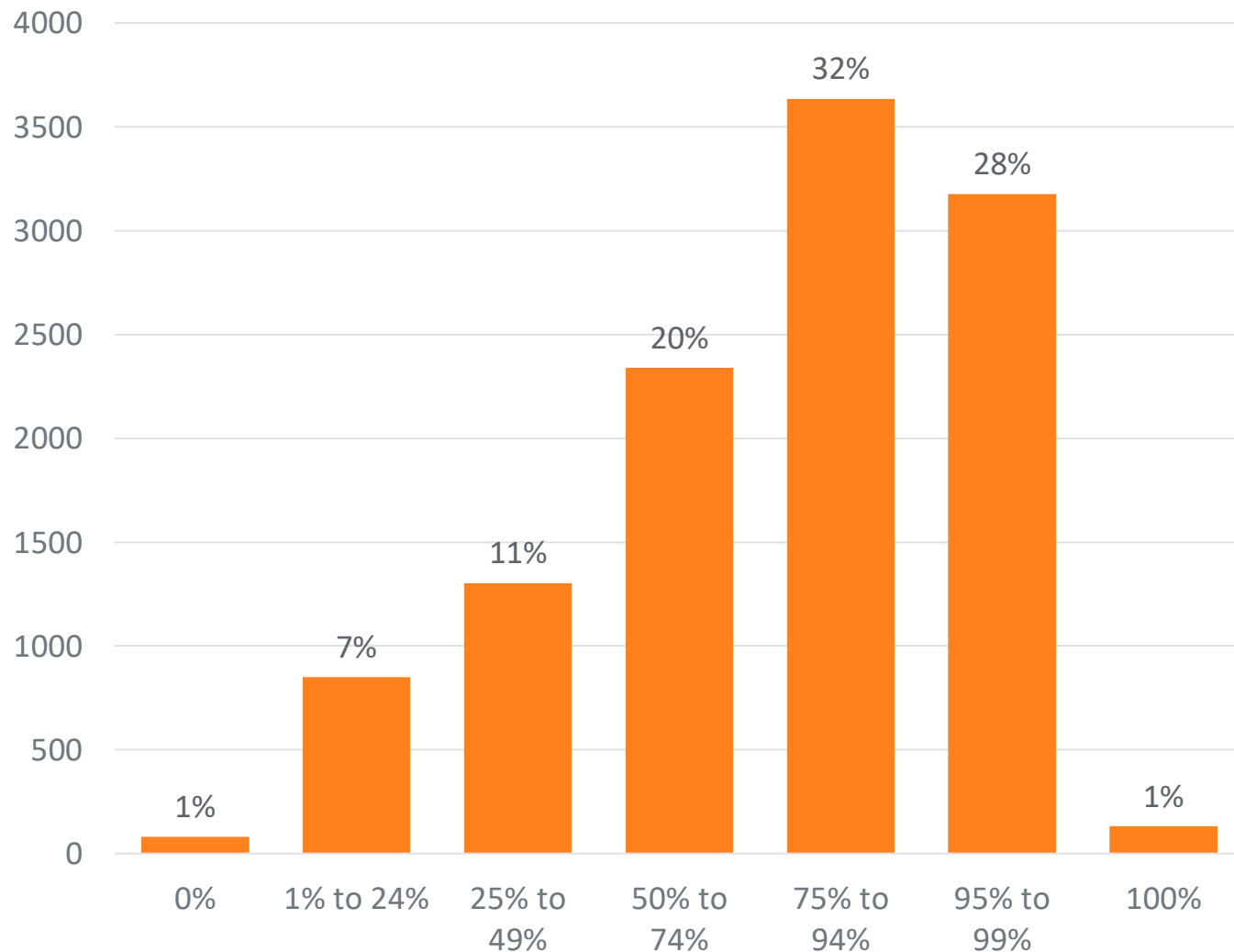


RESPONDENTS TO THIS QUESTION:

23,579

These results do not included people who answered 'vegan' to Q3 (What best describes your diet before Veganuary?)

# Q6/ During your Veganuary pledge, approximately how many of your meals (including snacks & hot drinks) were vegan?

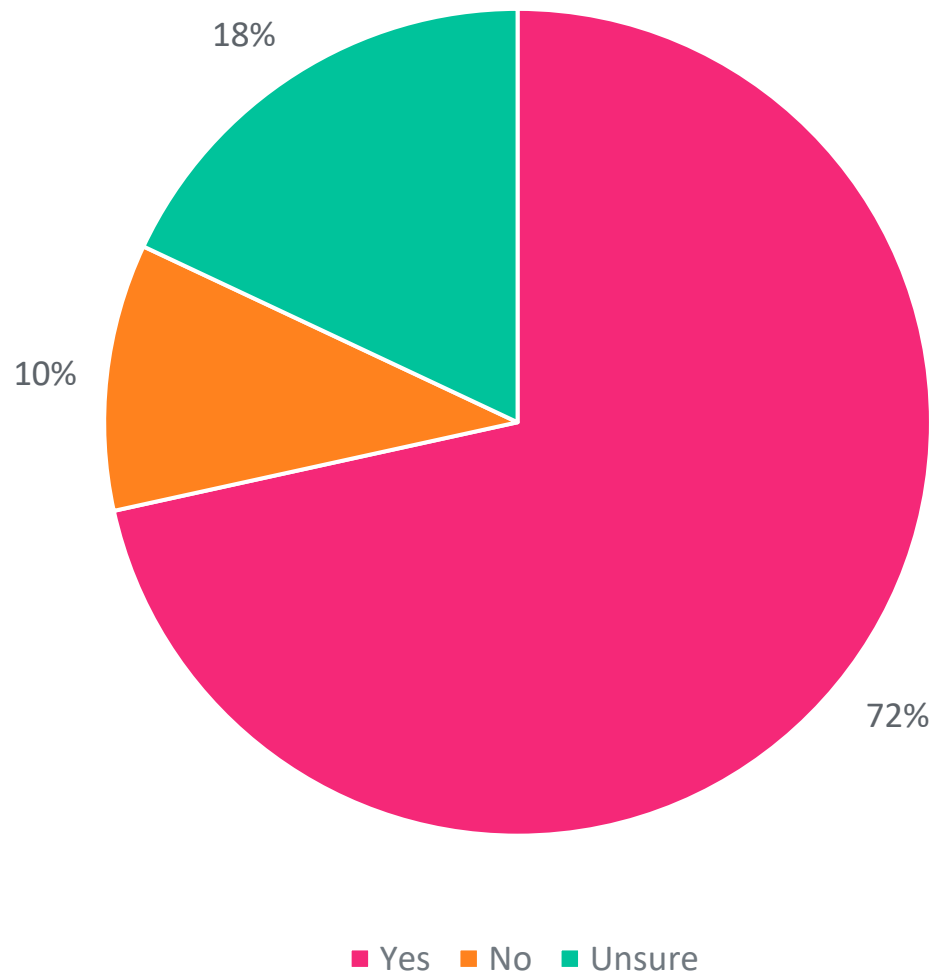


This question was only asked to those who answered 'No' to Q4 (Did you maintain a vegan diet during your Veganuary pledge?)

**RESPONDENTS TO THIS QUESTION:**

**11,515**

# Q7/ Do you intend to continue with a vegan diet after your Veganuary pledge?

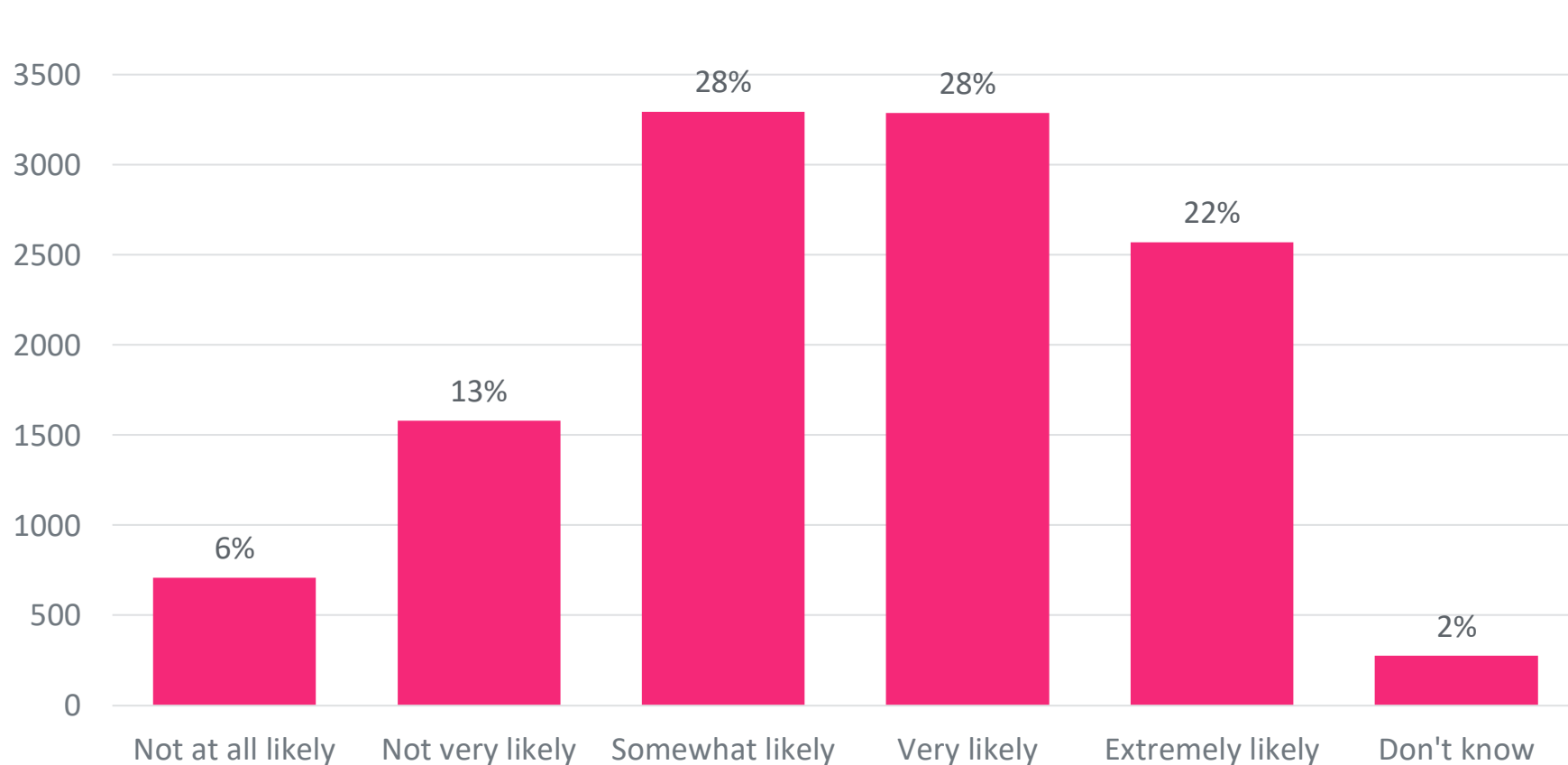


RESPONDENTS TO THIS QUESTION:

15,351

These numbers EXCLUDE anyone who said their previous diet was vegan, and those who didn't maintain a vegan diet during Veganuary,

# Q11/ If you hadn't taken part in Veganuary, how likely is it that you would have tried to eat fewer animal products at some point in the next 12 months?



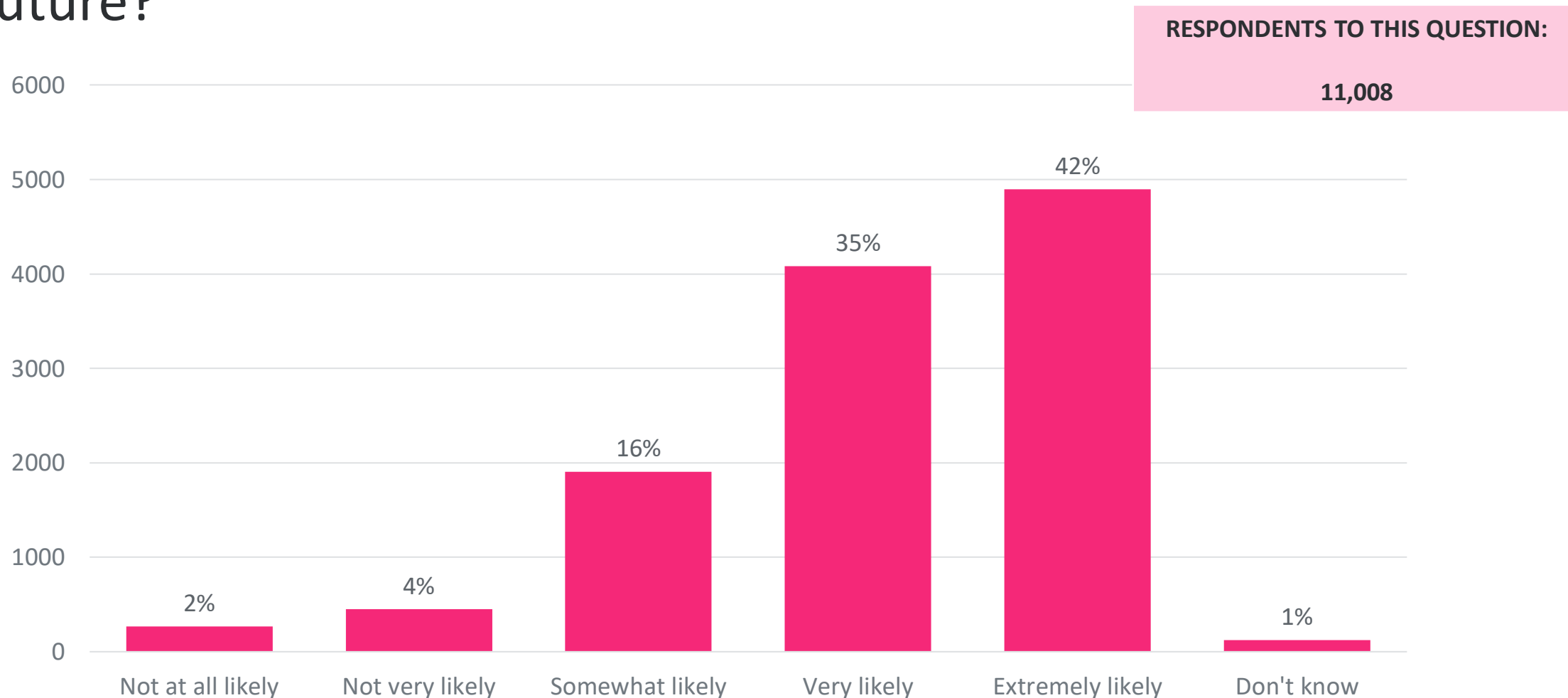
RESPONDENTS TO THIS QUESTION:  
9,426

This question was only asked to those who answered 'No' or 'Unsure' to Q7 (Do you intend to continue a vegan diet?)



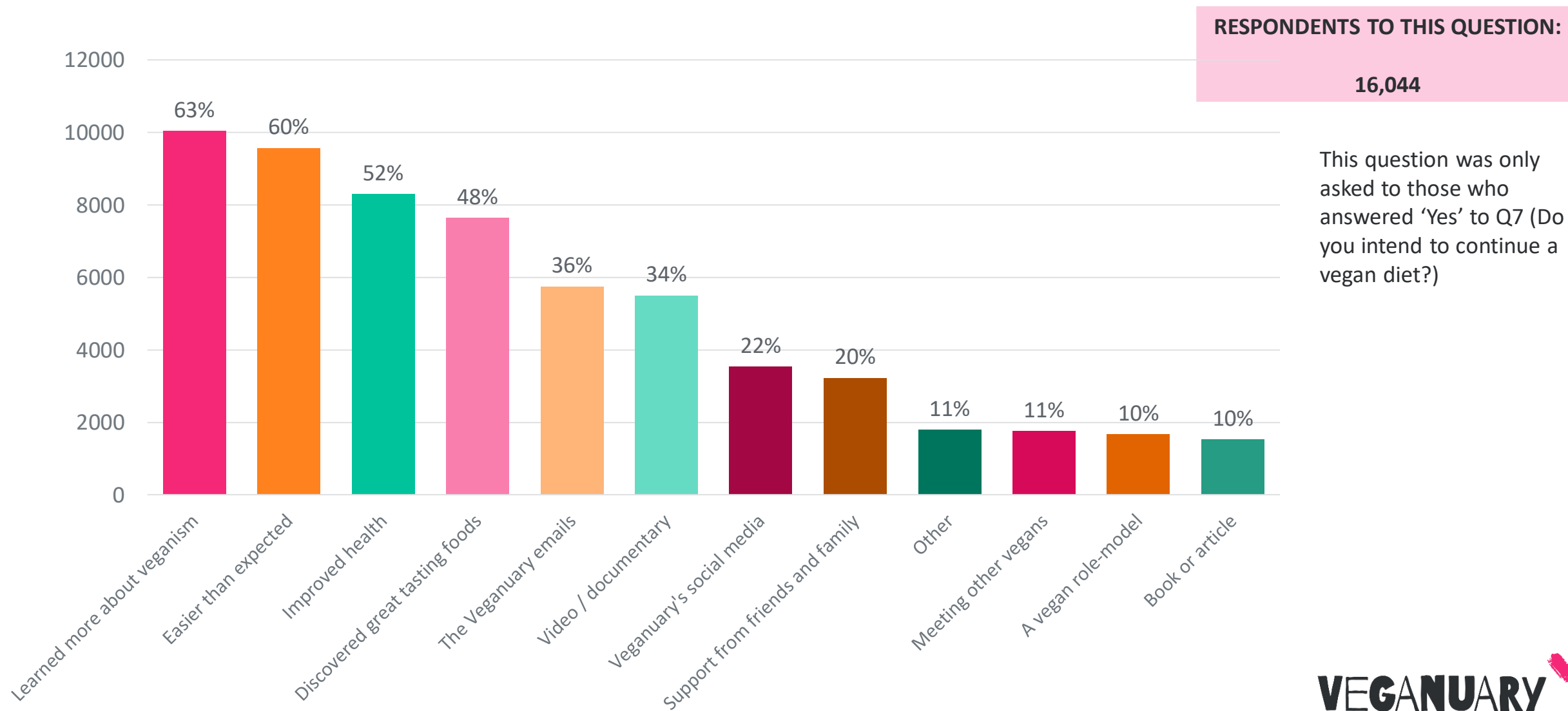


# Q12/ How likely are you to try a vegan diet again at some point in the future?

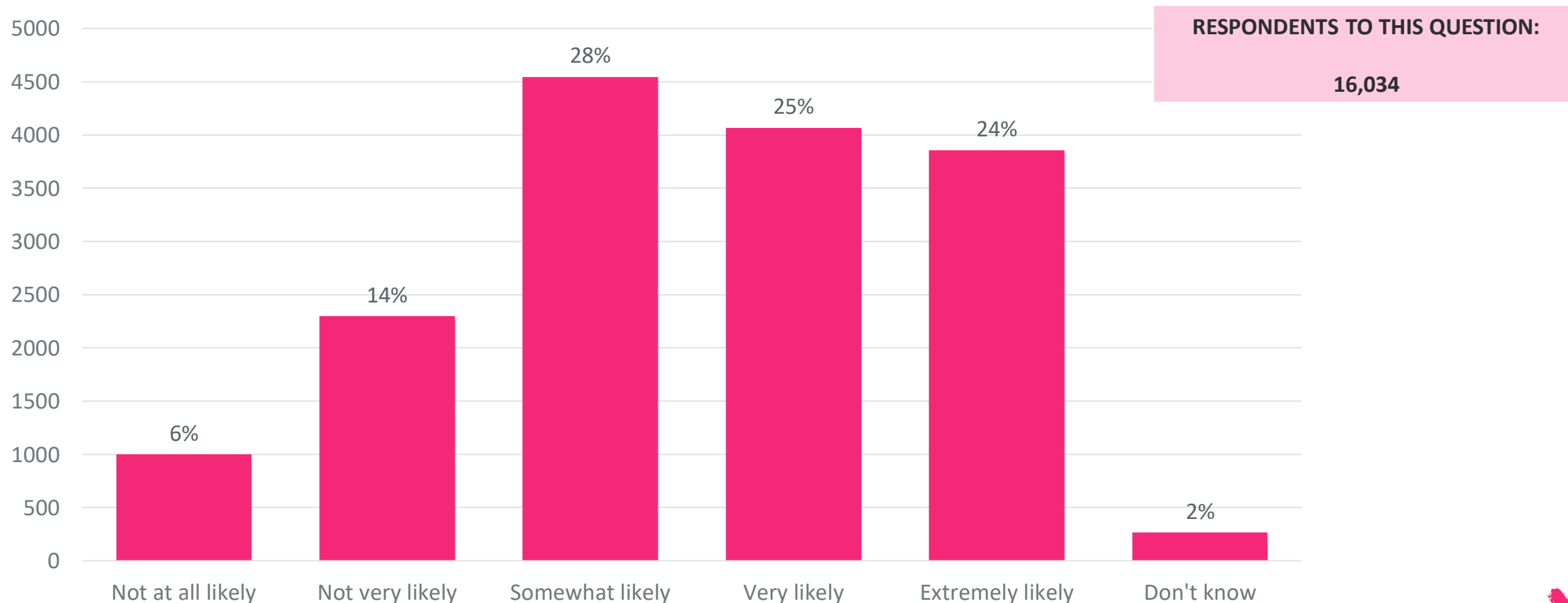


This question was only asked to those who answered 'No' or 'Unsure' to Q7 (Do you intend to continue a vegan diet?)

# Q13/ Was there anything in particular that influenced your decision to stay vegan? Please tick all that apply.

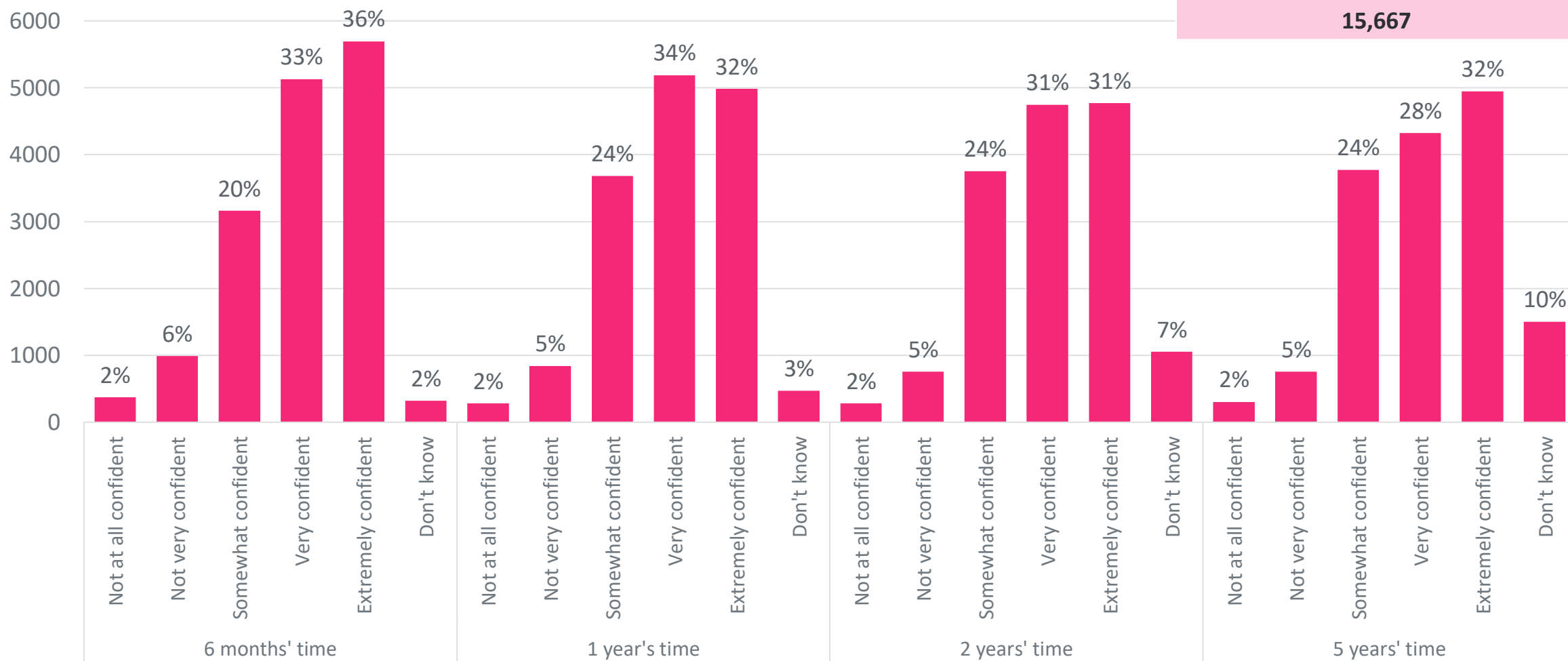


# Q15/ If you had not taken part in Veganuary this year, how likely is it that you would have tried a vegan diet on your own at some point in the next 12 months?



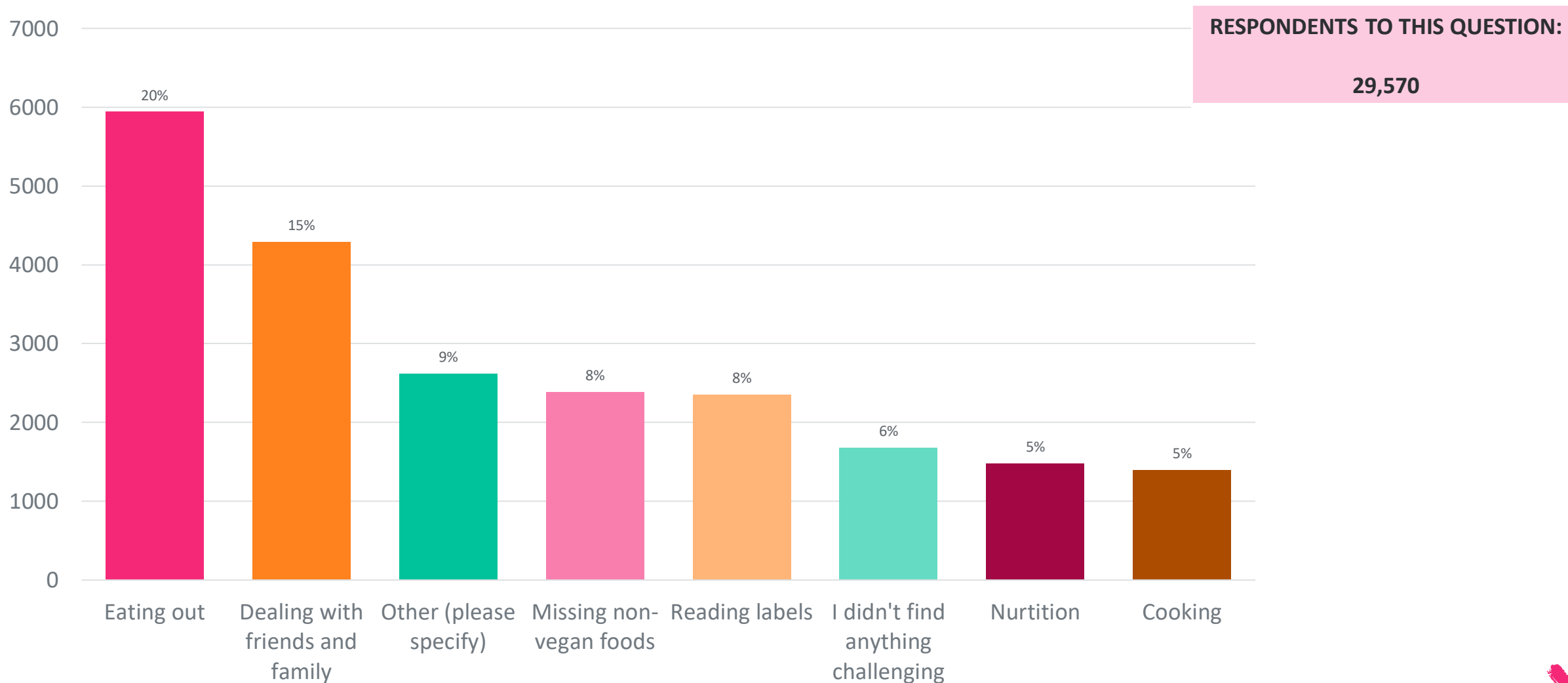
# Q15/ Based on your experience so far, how confident are you that you will follow a vegan diet in...?

RESPONDENTS TO THIS QUESTION:  
15,667





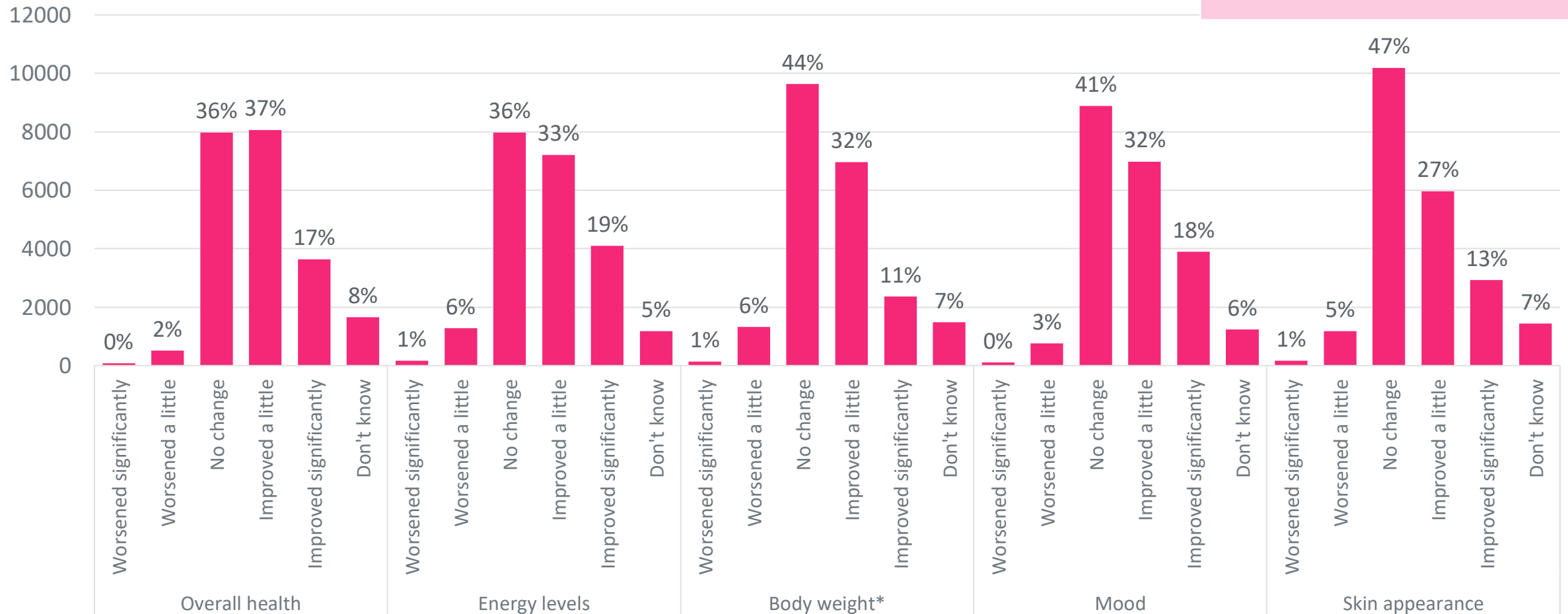
# Q17/ What was the biggest challenge during your Veganuary pledge?



# Q18/ Did you see any changes to your health during your Veganuary pledge?

RESPONDENTS TO THIS QUESTION:

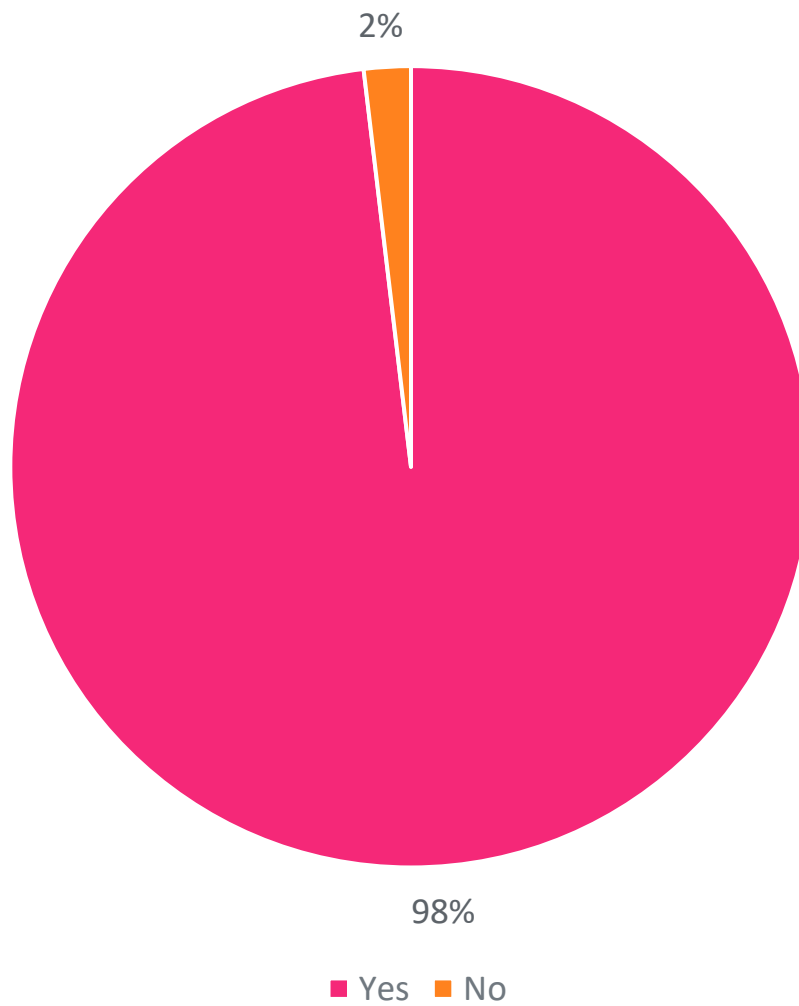
21,840



\* If you experienced a desirable change in weight (e.g. loss in weight for those seeking to lose weight, or increase in weight for those seeking to gain weight), please report this as an improvement. Please report an undesirable change in weight as a deterioration.



# Q26/ Would you recommend Veganuary to others?



RESPONDENTS TO THIS QUESTION:

26,931