WHO TOOK PART IN VEGANUARY?

582,538 PEOPLE AROUND THE WORLD SIGNED UP TO BE PART OF VEGANUARY 2021.

They pledged to try vegan for a month, receiving 31-days of support emails, encouragement via social media and other useful resources. When they signed up we asked a few questions about who they were.

At the end of their month of trying vegan, Veganuary participants were invited to take part in a survey to tell us about their experience. Our survey was sent to 76% of Veganuary 2021 participants, and had an 10% response rate (43,982 responses).

HERE'S WHAT THEY TOLD US...

OUR TOP 15 COUNTRIES

1. United Kingdom
2. United States
3. India
4. Germany
5. Argentina
6. Chile
7. Italy
8. Colombia
9. Mexico
10. Brazil
11. France
12. Switzerland
13. South Africa
14. Venezuela
15. Sweden

OUR TOP 15 CITIES

1. London
2. Santiago
3. Bogota
4. Milan
5. Buenos Aires
6. Bengaluru
7. Berlin
8. Mumbai
9. Hyderabad
10. Chennai
11. Pune
12. Delhi
13. Mexico City
14. Rome
15. Birmingham
WHY DID THEY WANT TO TRY EATING VEGAN?

ALMOST HALF SAID ANIMALS WAS THEIR NUMBER ONE MOTIVATION FOR TRYING VEGAN

WHAT WAS YOUR NUMBER ONE MOTIVATION FOR TAKING PART IN VEGANUARY?

- Animals: 46%
- Personal health: 22%
- The environment: 21%
- For a change / challenge / curiosity: 5%
- Global health (eg. pandemics): 4%
- For a friend / partner / family member: 2%
- Other: 1%
DID THEY MAINTAIN A VEGAN DIET DURING VEGANUARY...?

Almost two thirds (61%) maintained a vegan diet during Veganuary.

... AND WILL THEY CONTINUE EATING VEGAN AFTER VEGANUARY?

BEFORE YOU PARTICIPATED IN VEGANUARY, WHAT WAS YOUR INTENTION FOR AFTER VEGANUARY?

- I planned to go vegan: 30%
- I planned to reduce the amount of animal products in my diet, but not go fully vegan: 60%
- Planned to return to my previous diet: 4%
- Not sure: 6%

NOW YOU'VE PARTICIPATED IN VEGANUARY, DO YOU INTEND TO CONTINUE WITH A VEGAN DIET?

- Yes: 40%
- No: 10%
- Not sure: 11%
- Did not maintain a vegan diet during Veganuary: 39%

(Only respondents who told us they were NOT vegan before Veganuary were asked the questions on this page.)
HAS VEGANUARY AFFECTED OTHER KINDS OF DIET CHANGE?

OF PEOPLE WHO SAID THEY WOULD NOT CONTINUE WITH A VEGAN DIET AFTER VEGANUARY, OR THAT THEY WERE UNSURE WHETHER THEY WOULD CONTINUE WITH A VEGAN DIET AFTER VEGANUARY...

75% said they would reduce the amount of animal products in their diets by at least half.

NOW YOU’VE PARTICIPATED IN VEGANUARY, WILL YOU REDUCE THE AMOUNT OF ANIMAL PRODUCTS IN YOUR DIET?

- Yes, by 75% or more: 48%
- Yes, by between 50% and 75%: 27%
- Yes, by between 25% and 50%: 16%
- Yes, by less than 25%: 5%
- No, not at all: 1%
- Not sure: 3%

HOW LIKELY ARE YOU TO TRY A VEGAN DIET AGAIN AT SOME POINT IN THE FUTURE?

- Extremely likely: 37%
- Very likely: 38%
- Somewhat likely: 18%
- Not very likely: 4%
- Not at all likely: 2%
- Don’t know: 1%
WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

THE PEOPLE WHO SAID THEY WOULD CONTINUE WITH A VEGAN DIET DID SO BECAUSE...

- **Being vegan was EASIER THAN EXPECTED** (23% of respondents)
- They experienced **IMPROVED HEALTH** during Veganuary (21% of respondents)
- They **LEARNED MORE** about veganism (22% of respondents)

**WHAT WAS THE NUMBER ONE THING THAT INFLUENCED YOUR DECISION TO STAY VEGAN?**

- Being vegan was easier than I expected: 23%
- I learned more about veganism: 22%
- Improved health: 21%
- Discovered great tasting food: 9%
- A video / documentary: 9%
- Other: 16%
WHAT WERE THEIR BIGGEST CHALLENGES?

Dealing with friends and family (22% of respondents)

Missing non-vegan foods (20% of respondents)

Reading labels (17% of respondents)

Eating out (15% of respondents)

Nutrition (14% of respondents)

Cooking (12% of respondents)

The non-vegan food that was missed the most was CHEESE (41% of respondents)

WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING VEGANUARY?

- Cheese: 41%
- Milk Chocolate: 9%
- Fish: 9%
- Eggs: 14%
- Chicken: 7%
- Milk: 5%
- Other: 15%

(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)
**DID THEY EXPERIENCE ANY HEALTH BENEFITS?**

Half the respondents saw some improvement to their overall health.

In addition,

- 38% saw improvements to their skin appearance.
- 38% saw improvements to their body weight.*
- 49% saw improvements to their energy levels.
- 46% saw improvements to their mood.

*We asked respondents to report any 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) as an improvement.

(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

<table>
<thead>
<tr>
<th></th>
<th>Overall Health</th>
<th>Energy Levels</th>
<th>Body Weight*</th>
<th>Mood</th>
<th>Skin Appearance</th>
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<tbody>
<tr>
<td>Improved significantly</td>
<td>14%</td>
<td>16%</td>
<td>8%</td>
<td>16%</td>
<td>11%</td>
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<td>Improved a little</td>
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<td>33%</td>
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<td>39%</td>
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<td>48%</td>
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<tr>
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<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
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<tr>
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<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
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AND FINALLY, WOULD THEY RECOMMEND VEGANUARY TO A FRIEND OR FAMILY MEMBER?

YES! 98%

No 2%