



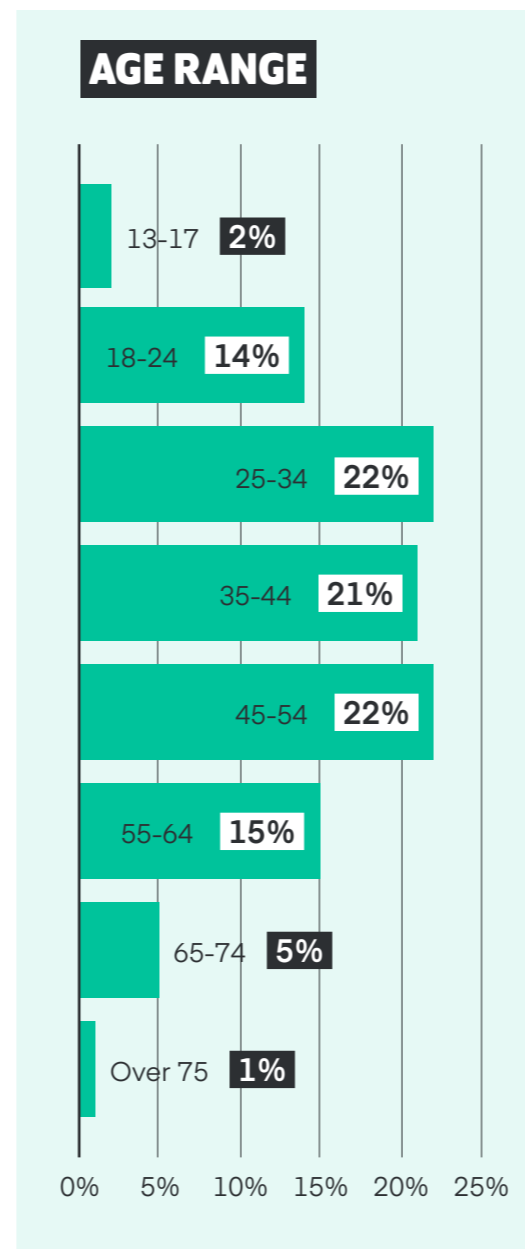
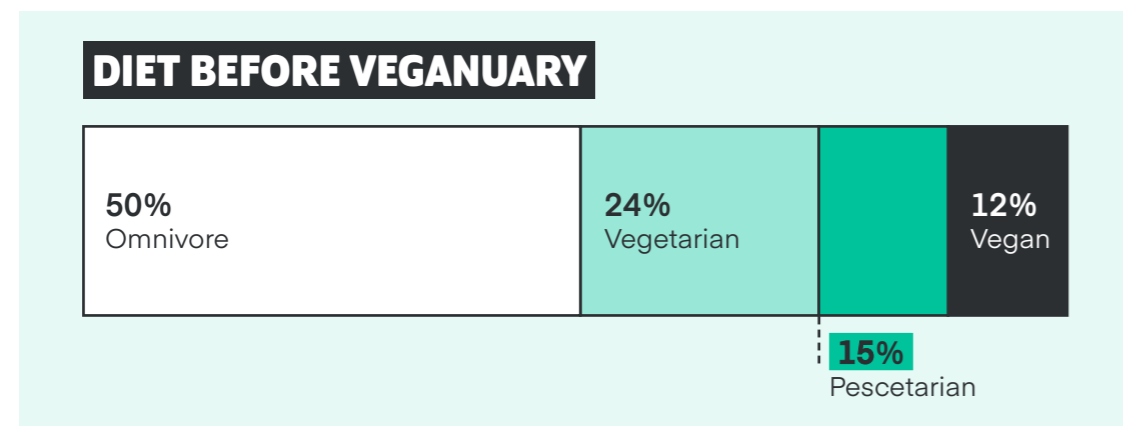
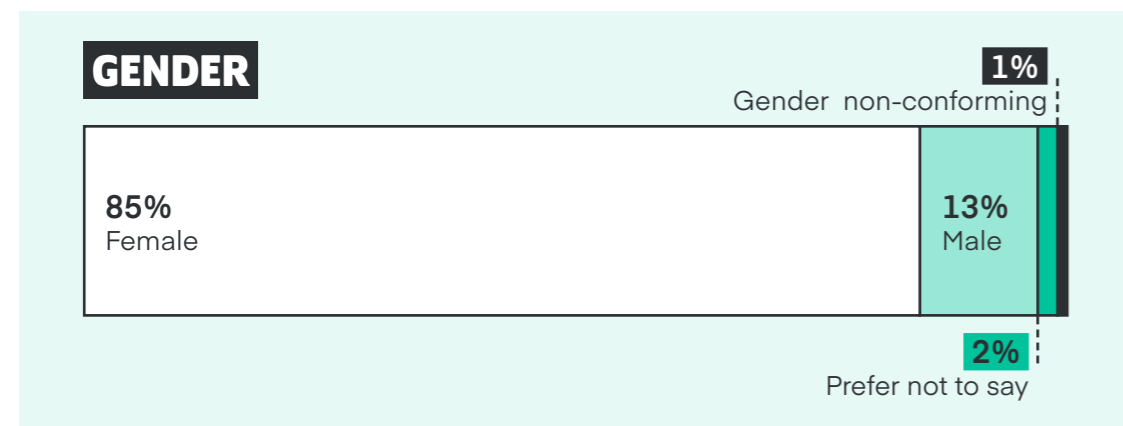
THE OFFICIAL VEGANUARY 2021

PARTICIPANT SURVEY

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.



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

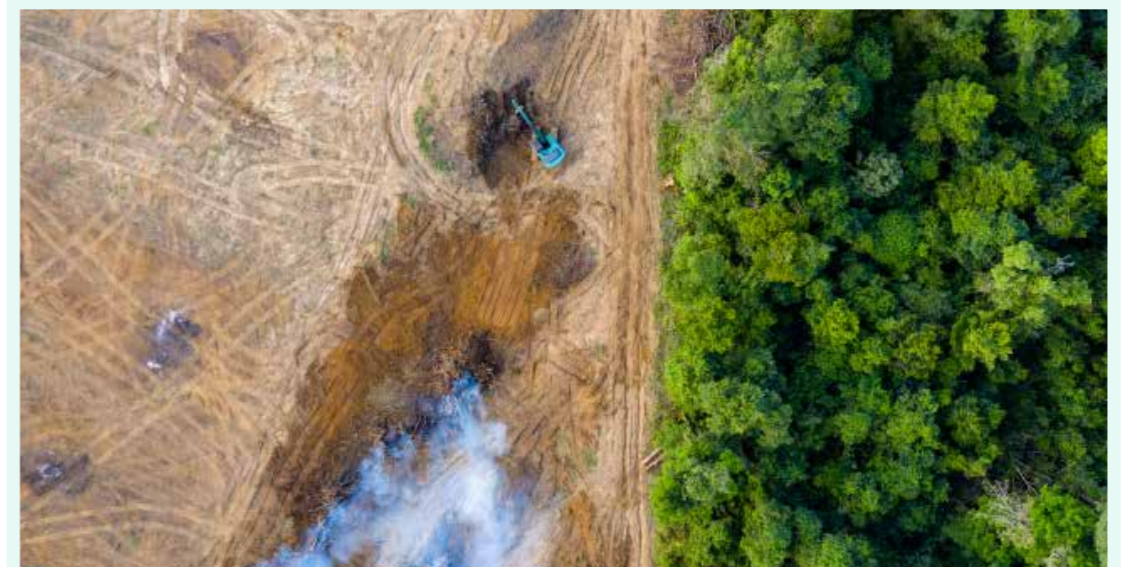
1	London
2	Santiago
3	Bogota
4	Milan
5	Buenos Aires
6	Bengaluru
7	Berlin
8	Mumbai
9	Hyderabad
10	Chennai
11	Pune
12	Delhi
13	Mexico City
14	Rome
15	Birmingham

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).

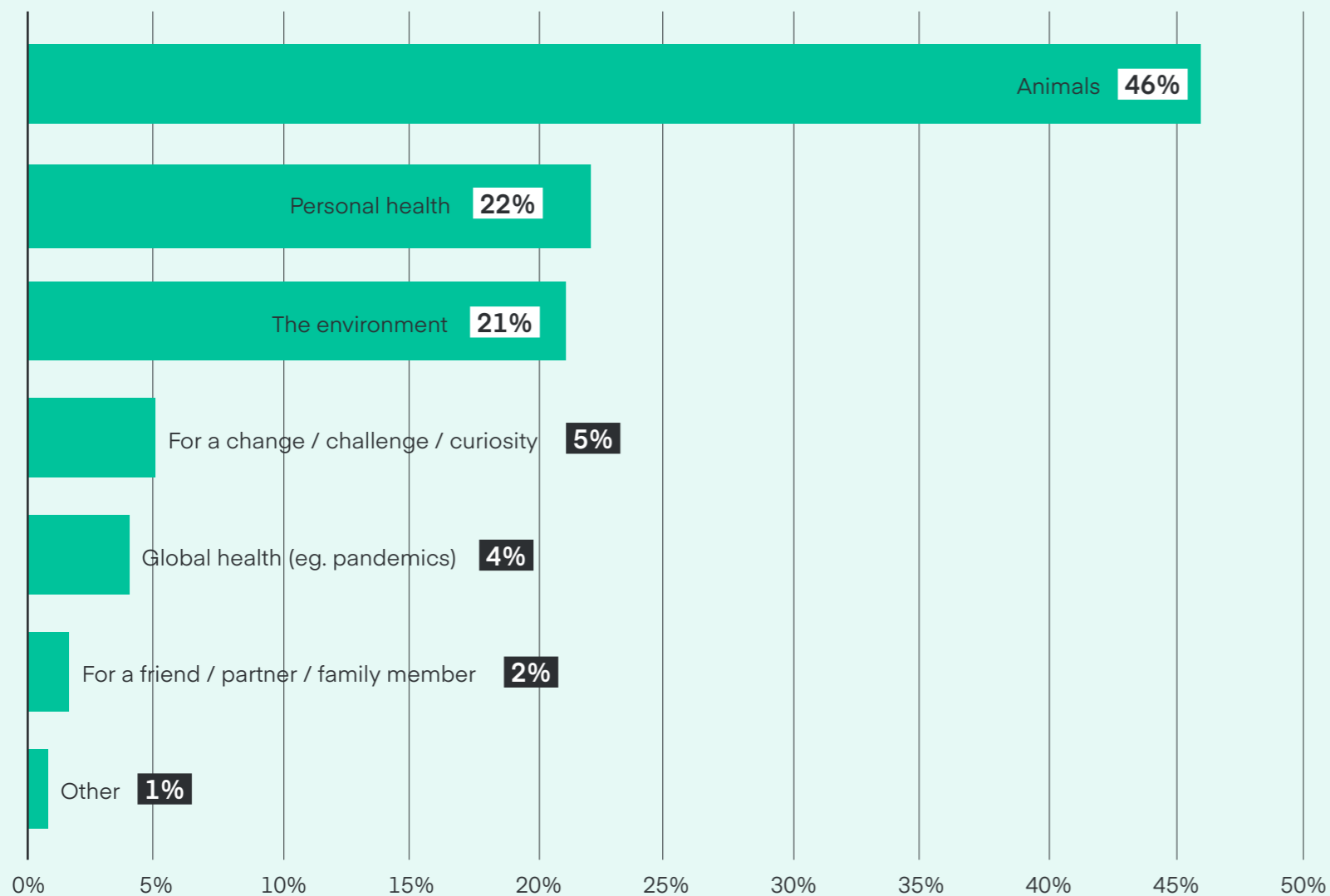
HERE'S WHAT THEY TOLD US...

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?



DID THEY MAINTAIN A VEGAN DIET DURING VEGANUARY...?

DID YOU MAINTAIN A VEGAN DIET DURING VEGANUARY?



ALMOST TWO THIRDS (61%) MAINTAINED A VEGAN DIET DURING VEGANUARY.

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

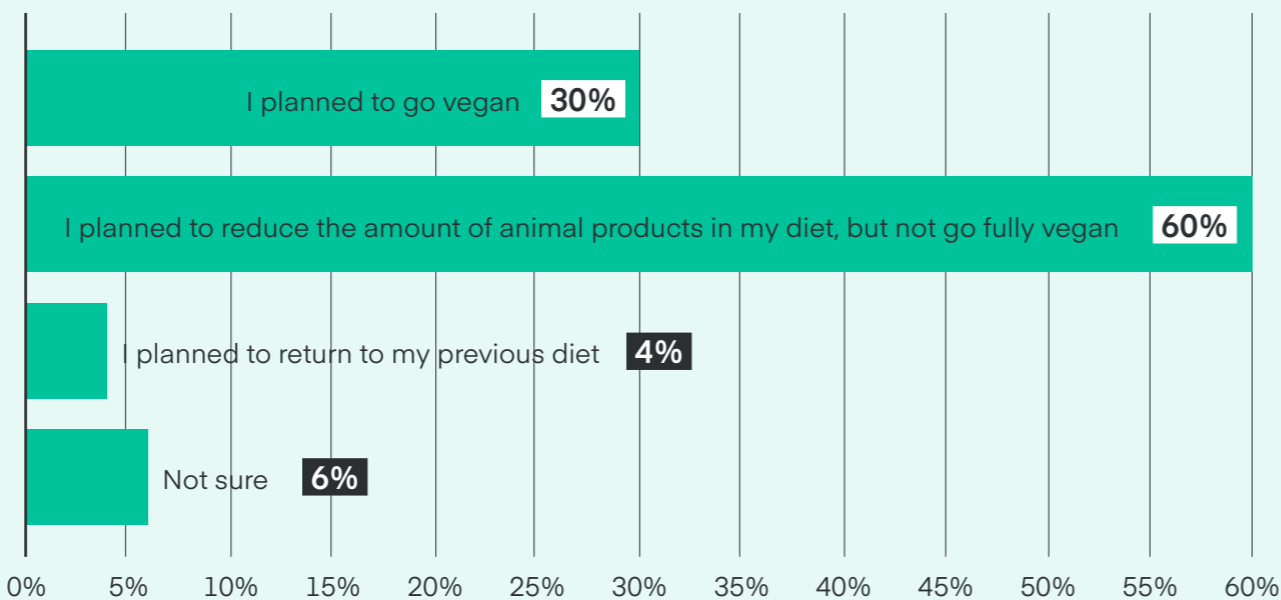
BEFORE

participating in Veganuary 30% planned to switch to a vegan diet after completing Veganuary

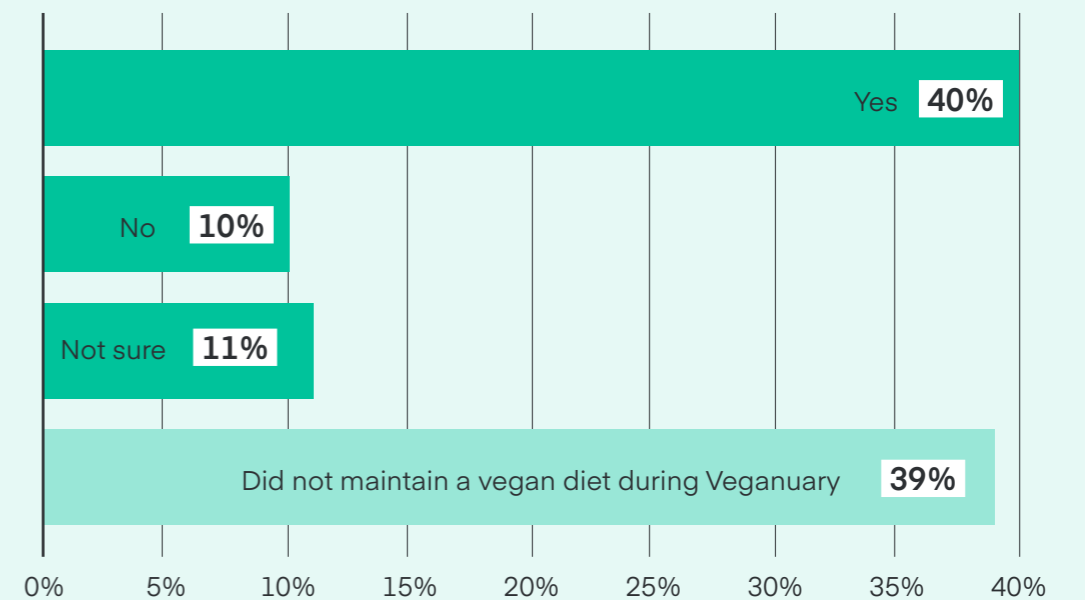
AFTER

participating in Veganuary 40% intended to continue with a vegan diet

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



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



(Only respondents who told us they were NOT vegan before Veganuary were asked the questions on this page.)

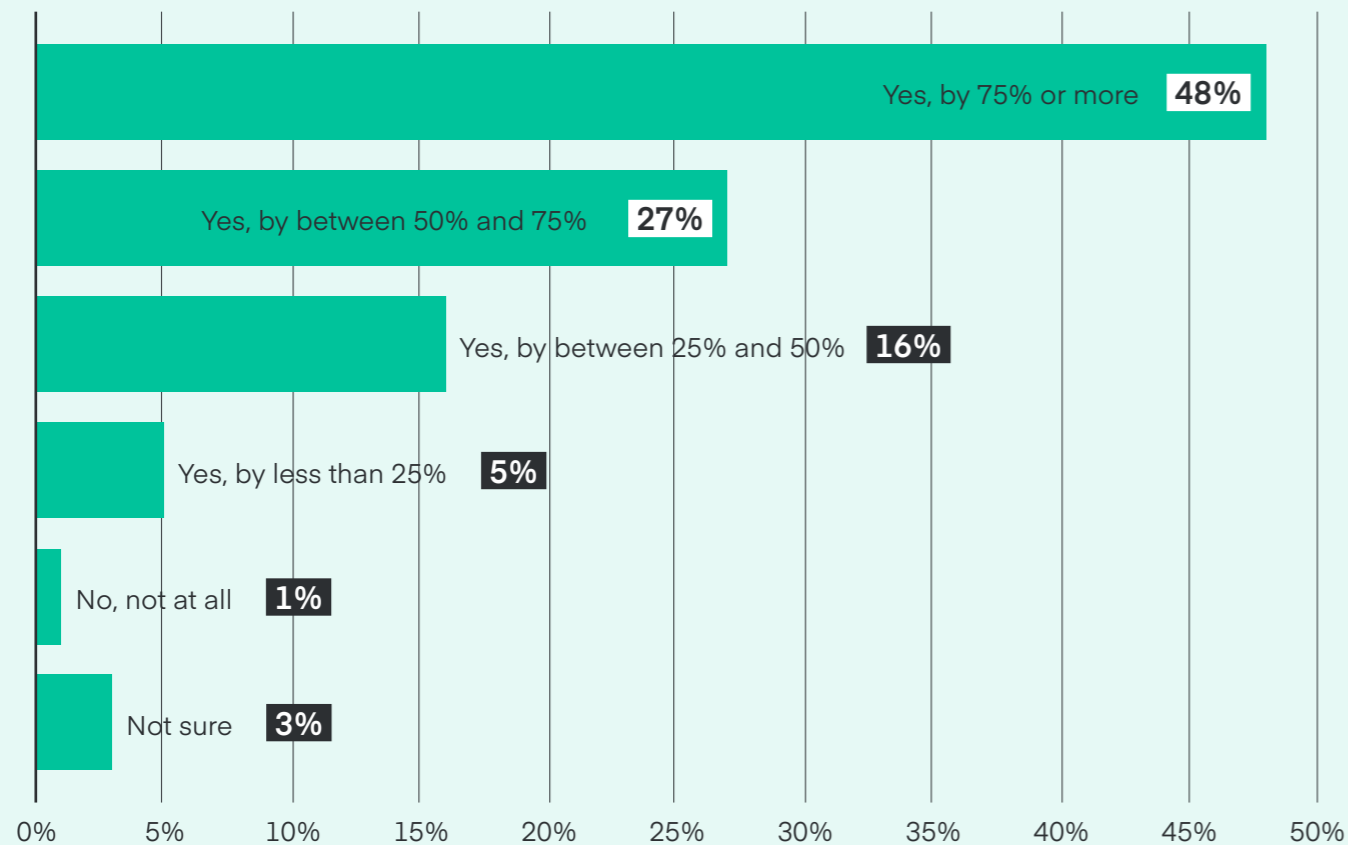
HAS VEGANUARY AFFECTED OTHER KINDS OF DIET CHANGE?

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...

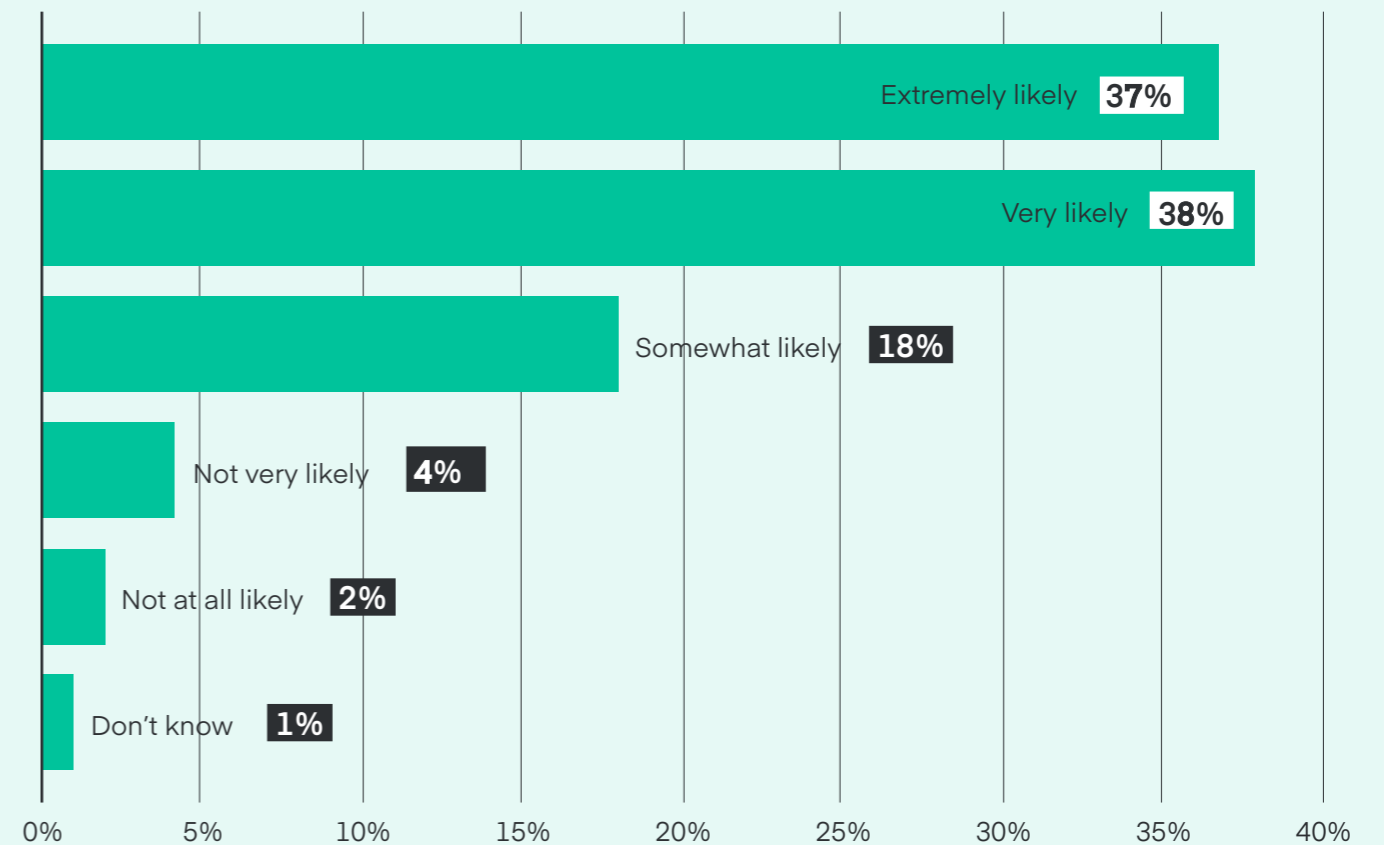
75% said they would **REDUCE THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half

75% said they were **VERY LIKELY** or **EXTREMELY LIKELY** to **TRY A VEGAN DIET AGAIN IN THE FUTURE**

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



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



WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

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

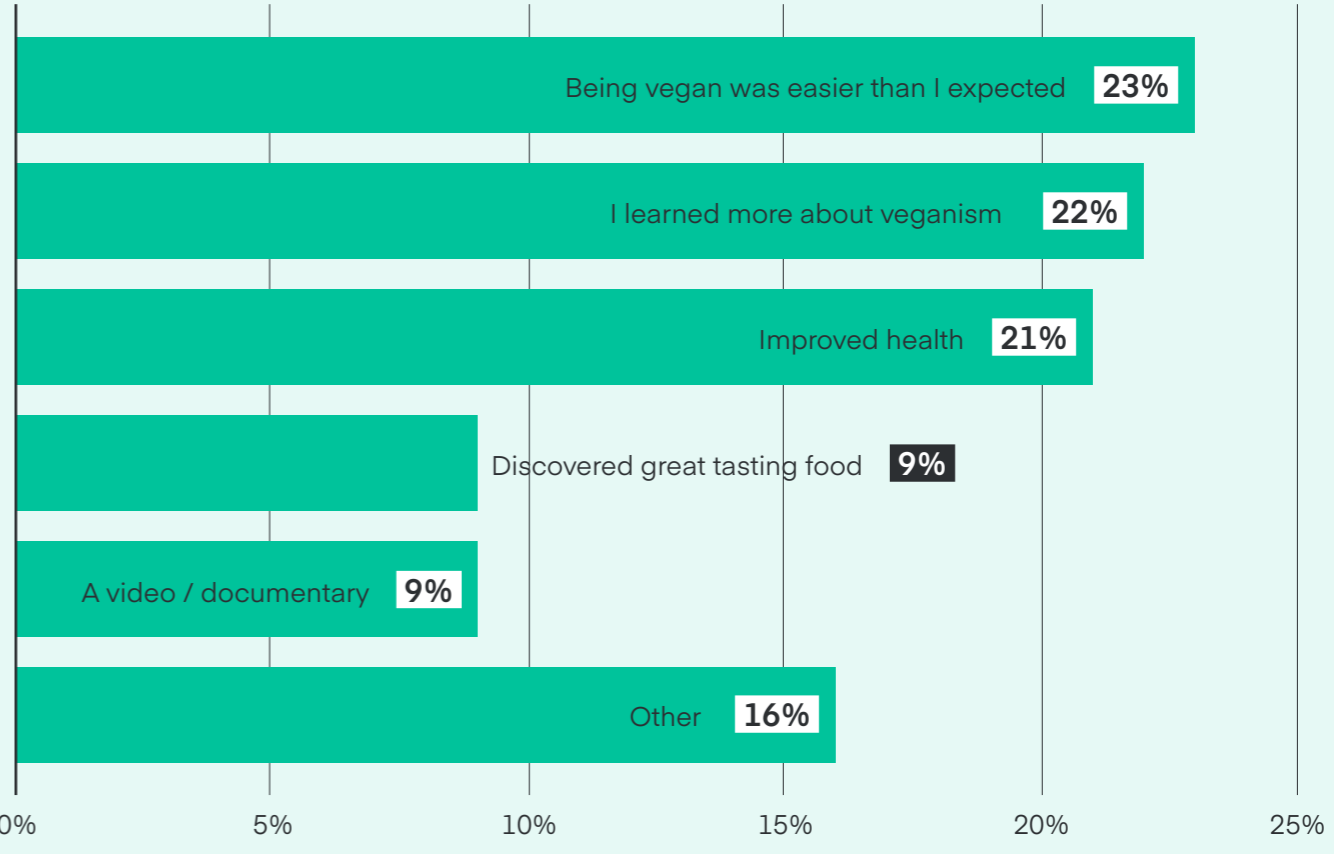
Being vegan was **EASIER THAN EXPECTED**
(23% of respondents)

They **LEARNED MORE** about veganism
(22% of respondents)

They experienced **IMPROVED HEALTH** during Veganuary
(21% of respondents)



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



WHAT WERE THEIR BIGGEST CHALLENGES?

DEALING WITH FRIENDS A FAMILY
(22% of respondents)



MISSING NON-VEGAN FOODS
(20% of respondents)

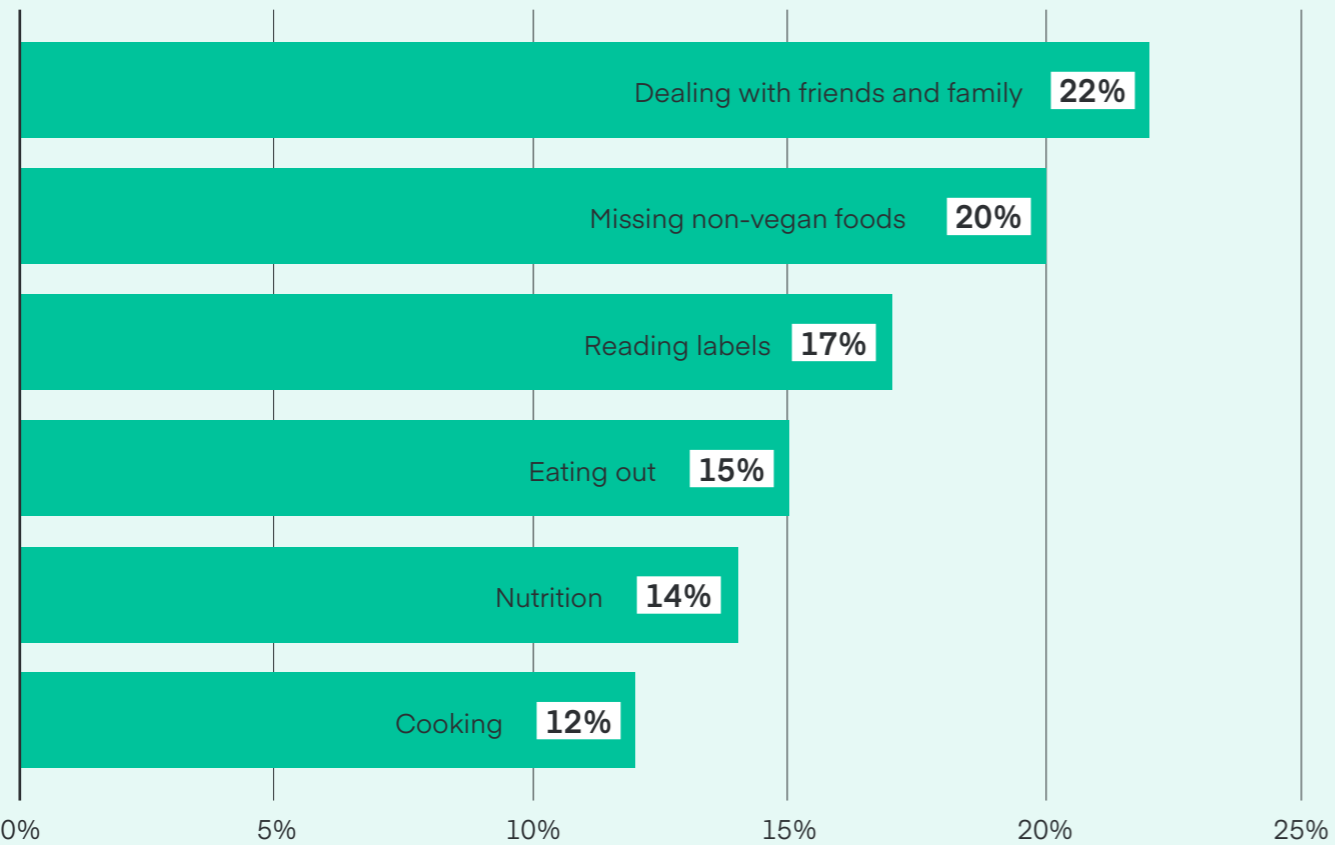
READING LABELS
(17% of respondents)



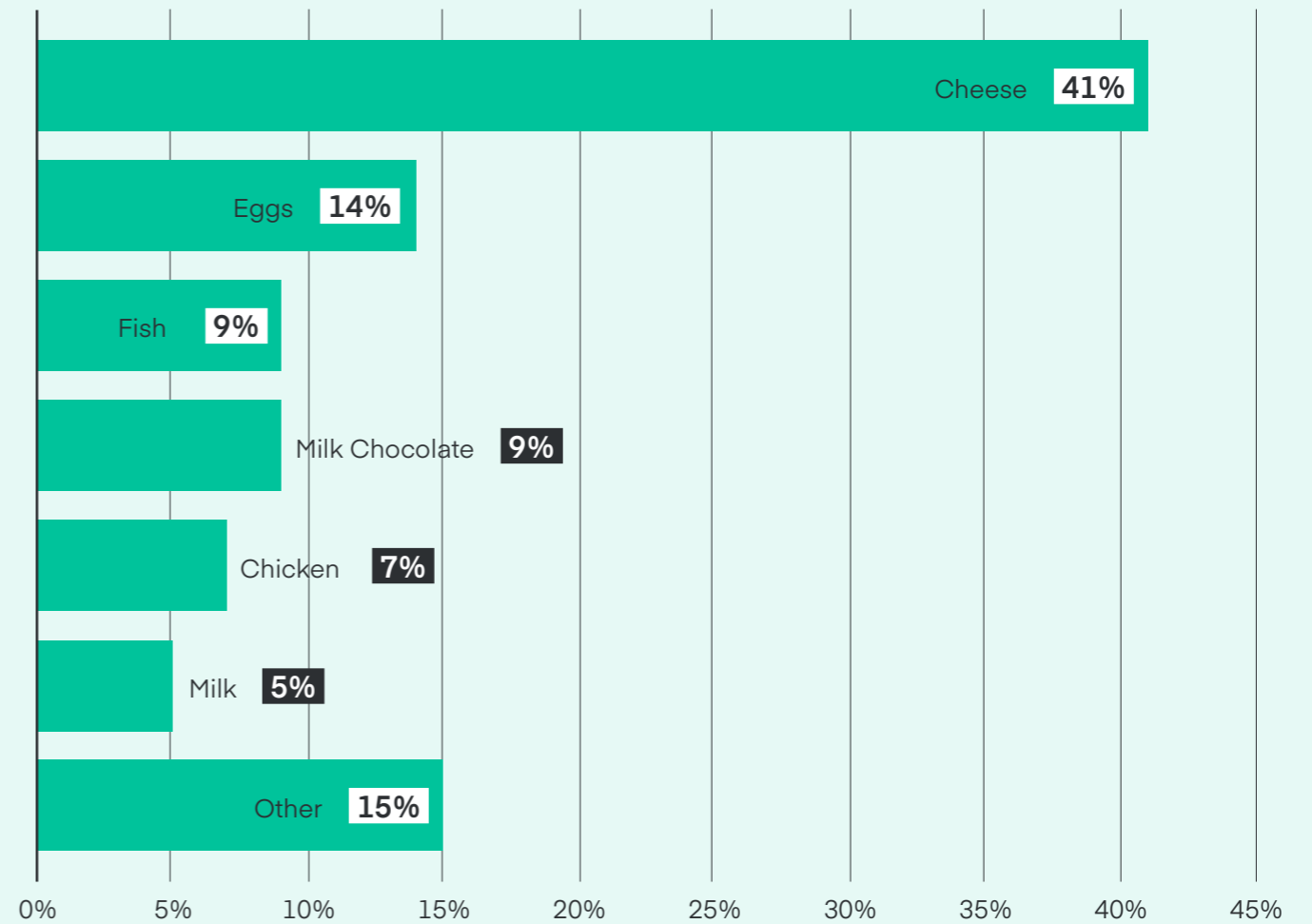
say cheese

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

WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?



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

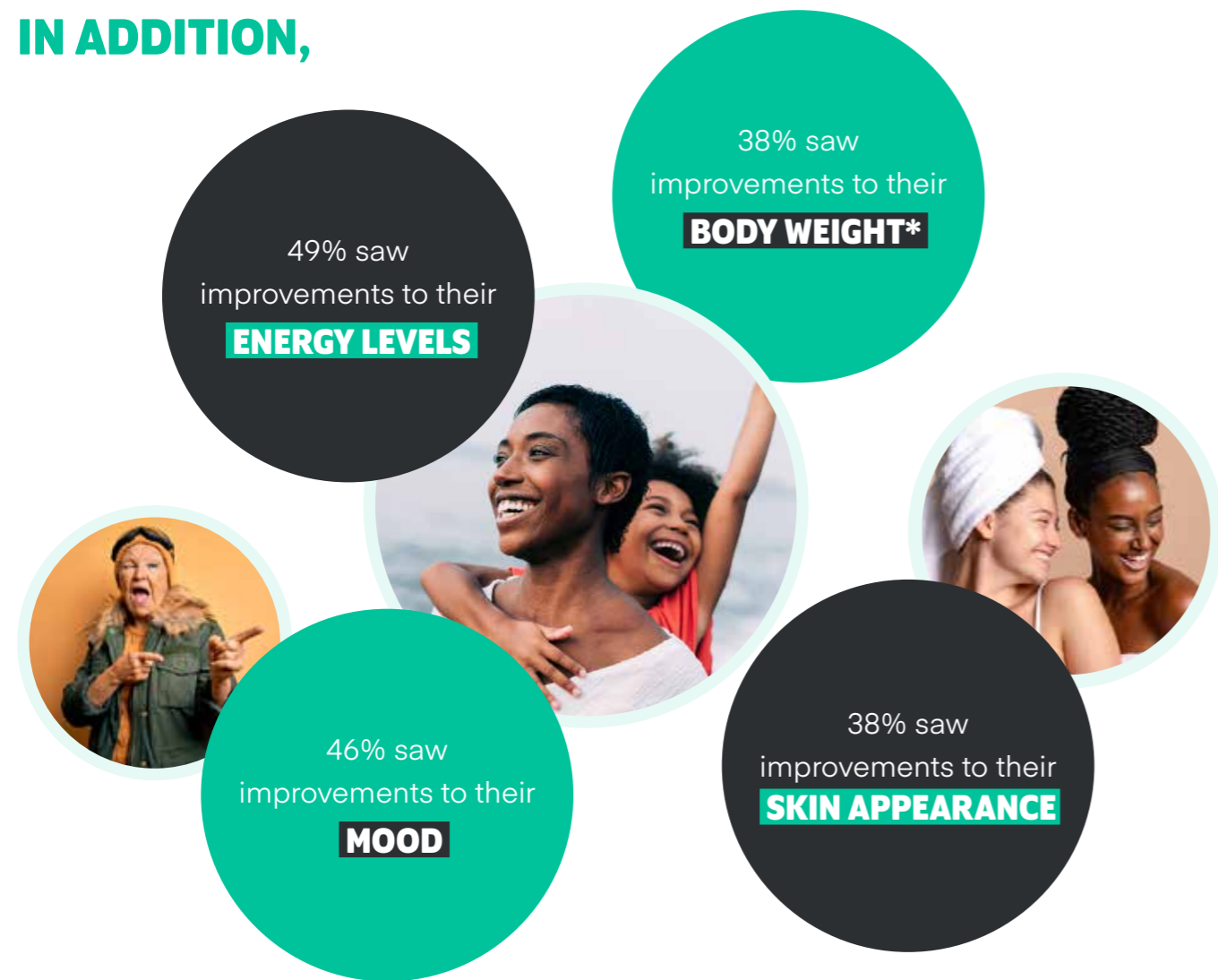


(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

DID THEY EXPERIENCE ANY HEALTH BENEFITS?

HALF THE RESPONDENTS SAW SOME IMPROVEMENT TO THEIR OVERALL HEALTH.

IN ADDITION,



* 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.

	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	14%	16%	8%	16%	11%
Improved a little	36%	33%	30%	30%	27%
No change	39%	39%	47%	42%	48%
Worsened a little	2%	5%	6%	4%	5%
Worsened significantly	0%	1%	1%	0%	1%
Don't know	9%	6%	8%	8%	8%



AND FINALLY, WOULD THEY RECOMMEND VEGANUARY TO A FRIEND OR FAMILY MEMBER?

