

A top-down view of a dark, rustic metal bowl filled with a fresh salad. The salad consists of vibrant green curly kale, sliced cherry tomatoes (both red and yellow), and golden-brown, pan-fried tofu cubes. A silver fork is partially submerged in the salad on the left side. The bowl sits on a light grey, textured cloth napkin, which is placed on a white marble surface. A teal-colored graphic element, consisting of a vertical bar and a horizontal bar, frames the text on the left side of the image.

THE OFFICIAL VEGANUARY 2021 6 MONTH 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. Six months after taking part, Veganuary participants were invited to take part in a survey to tell us about their experiences in the intervening period.

Our survey was sent to 65% of Veganuary 2021 participants worldwide. 8,960 people responded.

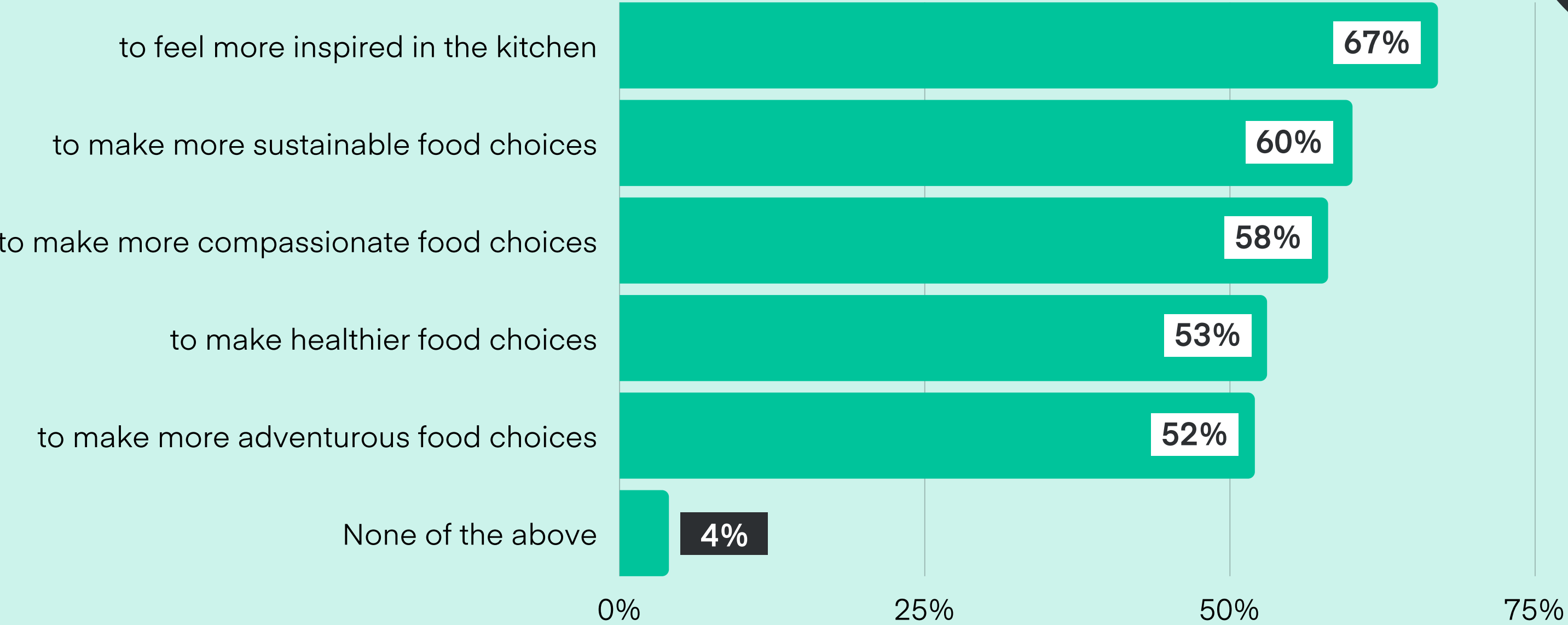
HERE'S WHAT THEY TOLD US...



HOW DID VEGANUARY HELP THEM?

WHICH OF THESE STATEMENTS DO YOU AGREE WITH? TICK ALL THAT APPLY

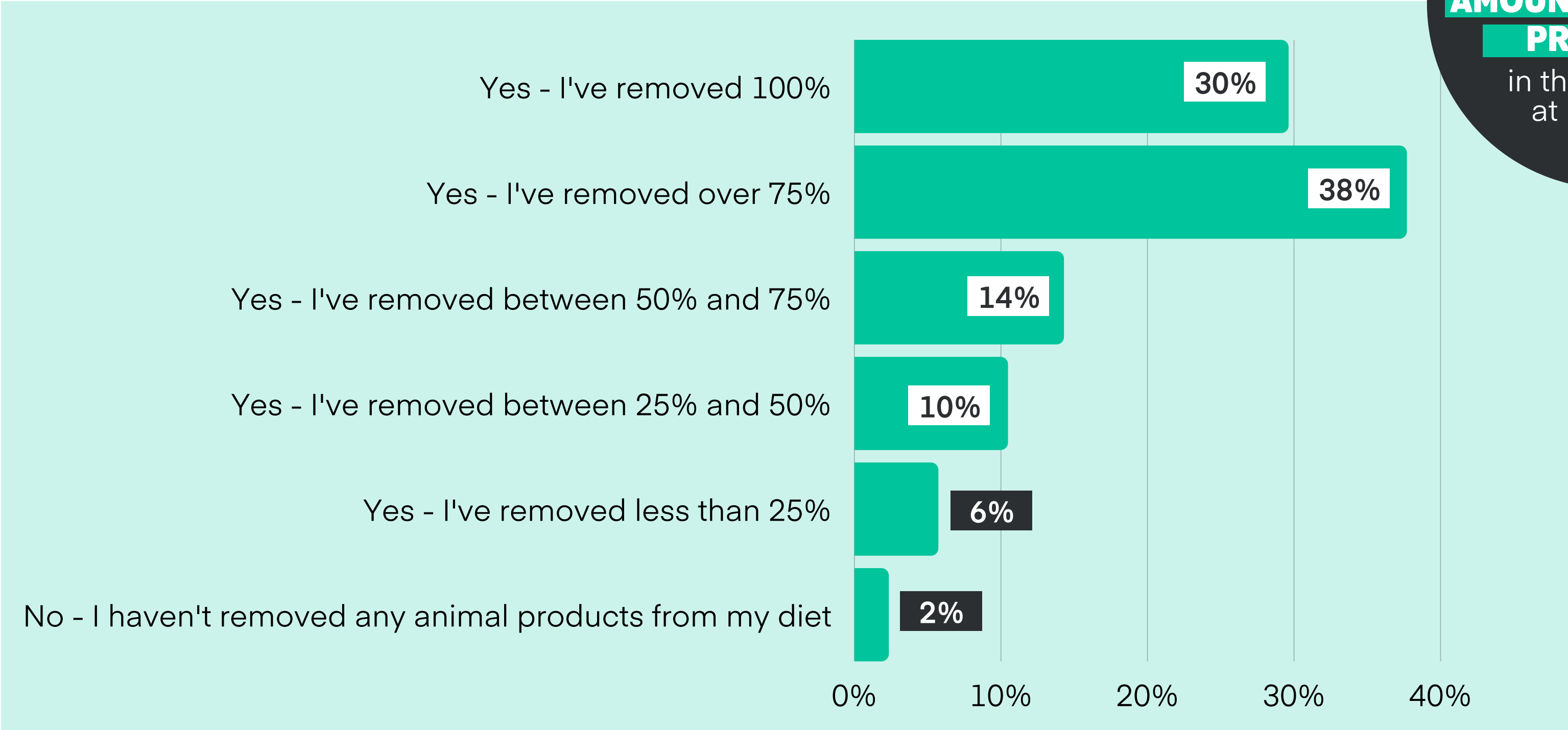
VEGANUARY HELPED ME...



63% say they feel **MORE INSPIRED IN THE KITCHEN** since Veganuary.

OVER THE LAST SIX MONTHS, HAS THEIR CONSUMPTION OF ANIMAL PRODUCTS CHANGED?

82% say they have **REDUCED THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half.

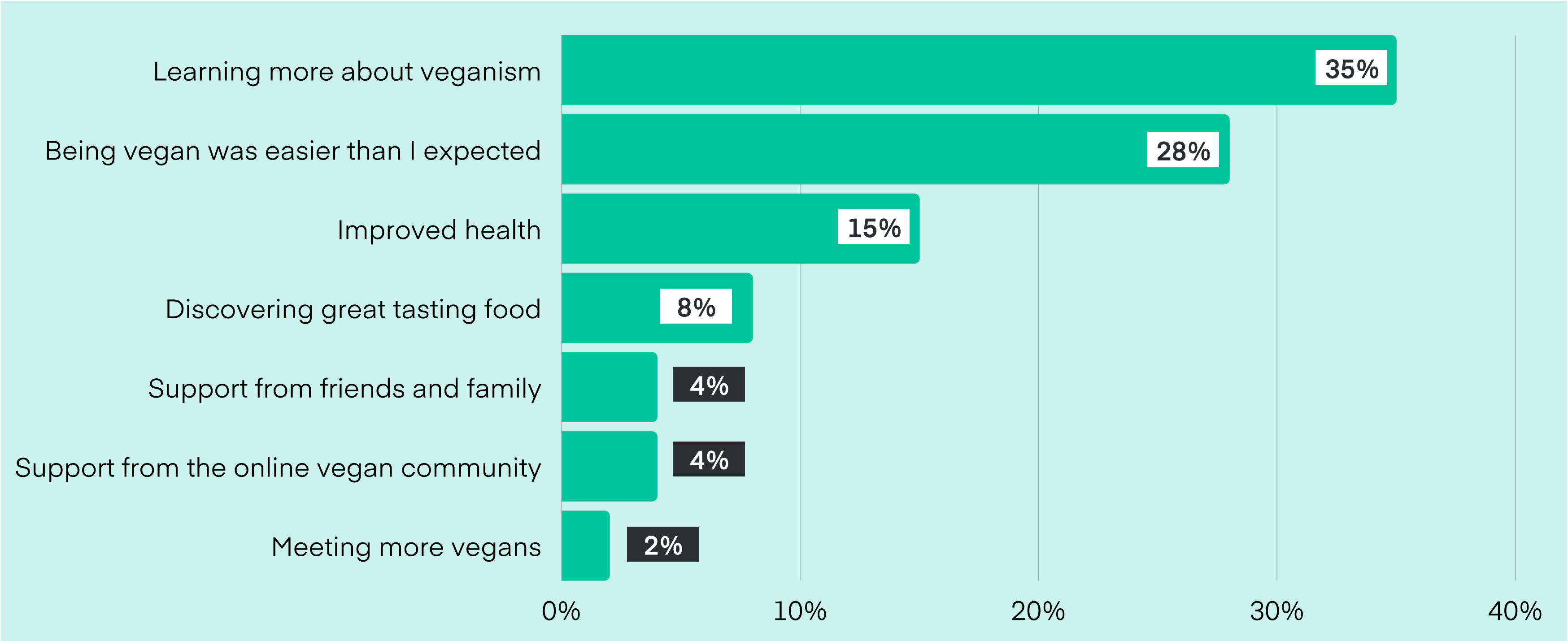


Only participants who told us they were NOT vegan before Veganuary were asked this question.



**PARTICIPANTS
WHO HAVE
STAYED VEGAN...**

WHAT WAS THE **NUMBER 1** THING THAT INFLUENCED THEIR DECISION TO STAY VEGAN?



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

HAVE THEY EXPERIENCED ANY HEALTH CHANGES?

MORE THAN TWO-THIRDS OF RESPONDENTS SAW IMPROVEMENTS TO THEIR **OVERALL HEALTH**

IN ADDITION,



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	29 %	27 %	17 %	27 %	22 %
Improved a little	38 %	33 %	31 %	32 %	30 %
No change	23 %	29 %	38 %	33 %	37 %
Worsened a little	2 %	4 %	9 %	2 %	4 %
Worsened significantly	0 %	1 %	1 %	0 %	1 %
Not sure	7 %	6 %	3 %	5 %	6 %

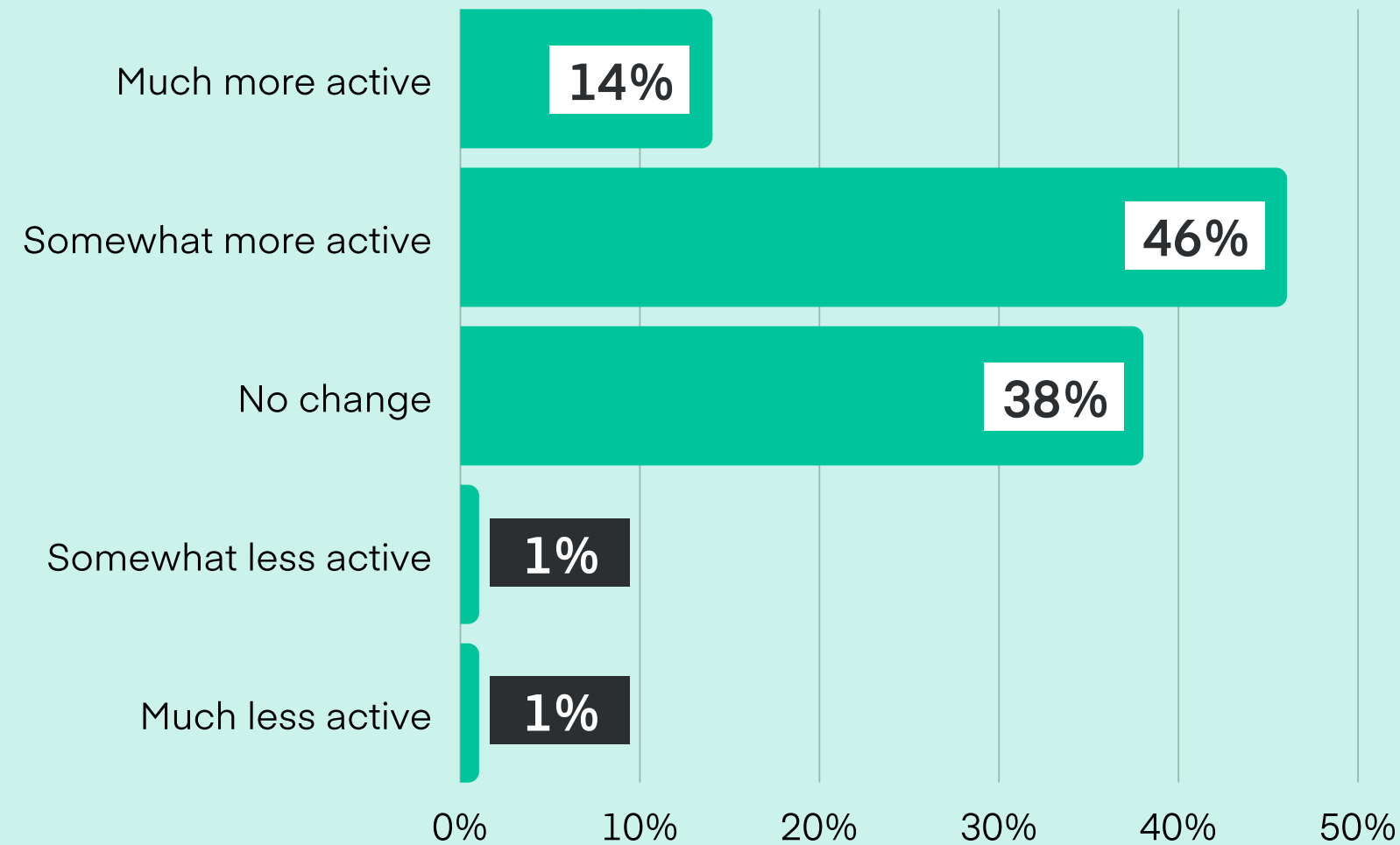
*We asked respondents to report any desirable changes in weight (e.g. loss in weight for those seeking to lose weight, or increase in weight for those seeking to gain weight) as an improvement.

HAVE THEY BEEN **MORE ACTIVE** IN PROMOTING VEGANISM?

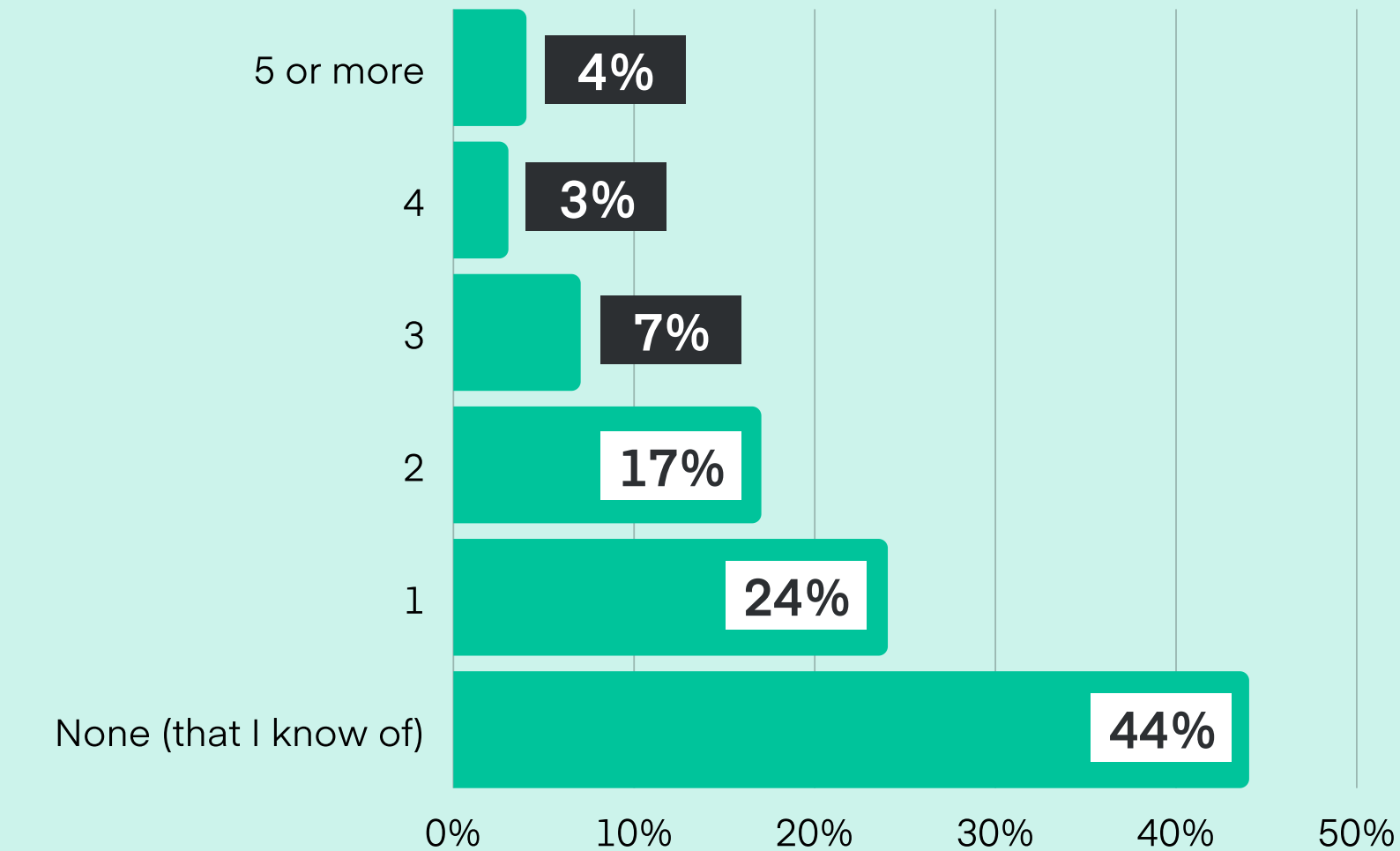
60% have been **MORE ACTIVE** at promoting veganism.

56% have influenced **AT LEAST ONE OTHER PERSON** to try vegan.

HAVE YOU BEEN MORE ACTIVE IN PROMOTING VEGANISM?



HOW MANY PEOPLE HAVE TRIED VEGAN AS A RESULT OF YOU BEING VEGAN?



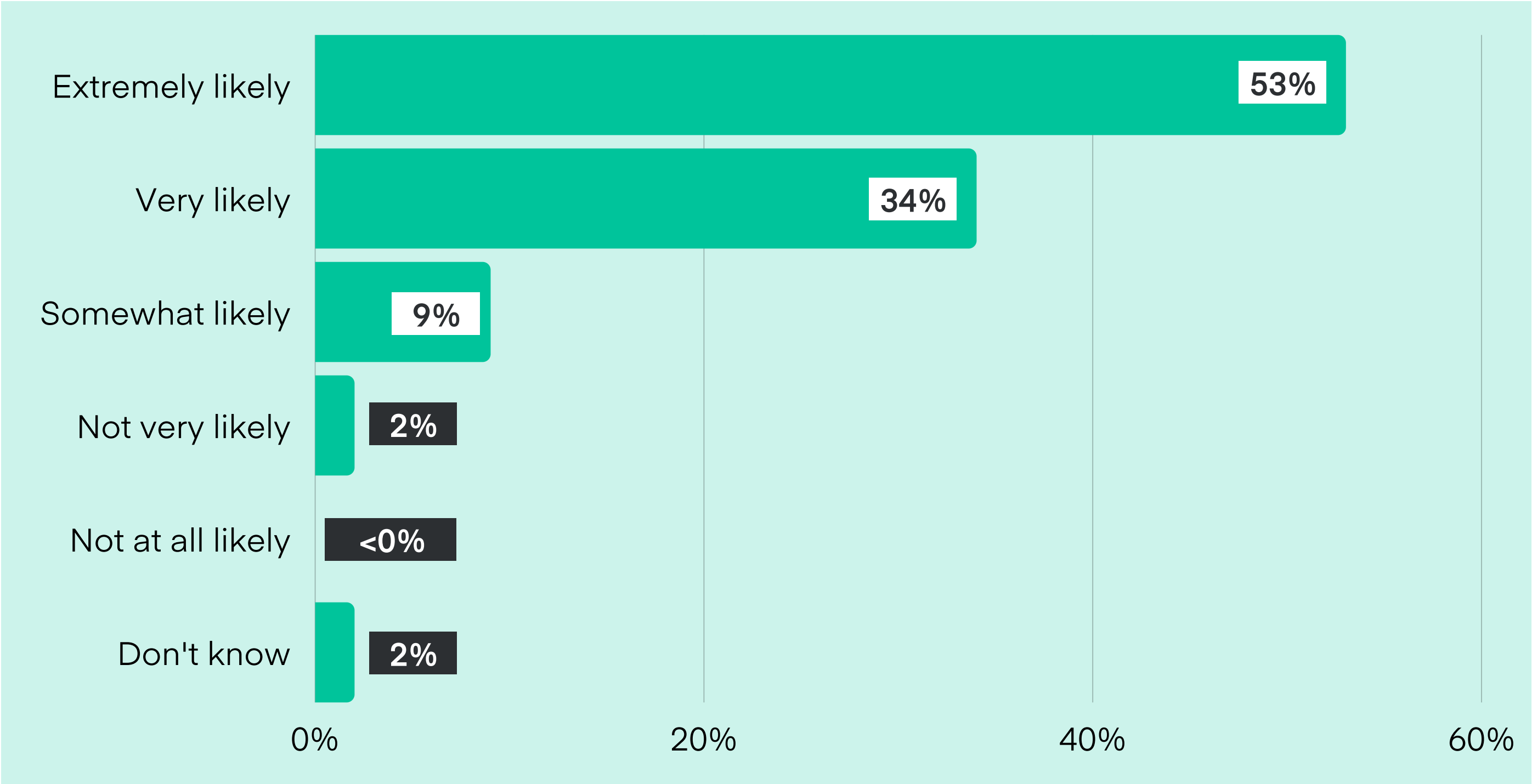
Only participants who told us they were NOT vegan before Veganuary were asked this question.

A top-down view of a white ceramic bowl filled with a variety of fresh fruits. The bowl contains several halved strawberries, slices of kiwi showing their green flesh and black seeds, chunks of bright yellow mango, segments of orange, and a few whole blueberries. The bowl is set against a light-colored, textured wooden background. On the left side of the image, there is a teal-colored graphic element consisting of two L-shaped blocks that frame the text.

**PARTICIPANTS
WHO HAVEN'T
STAYED VEGAN...**



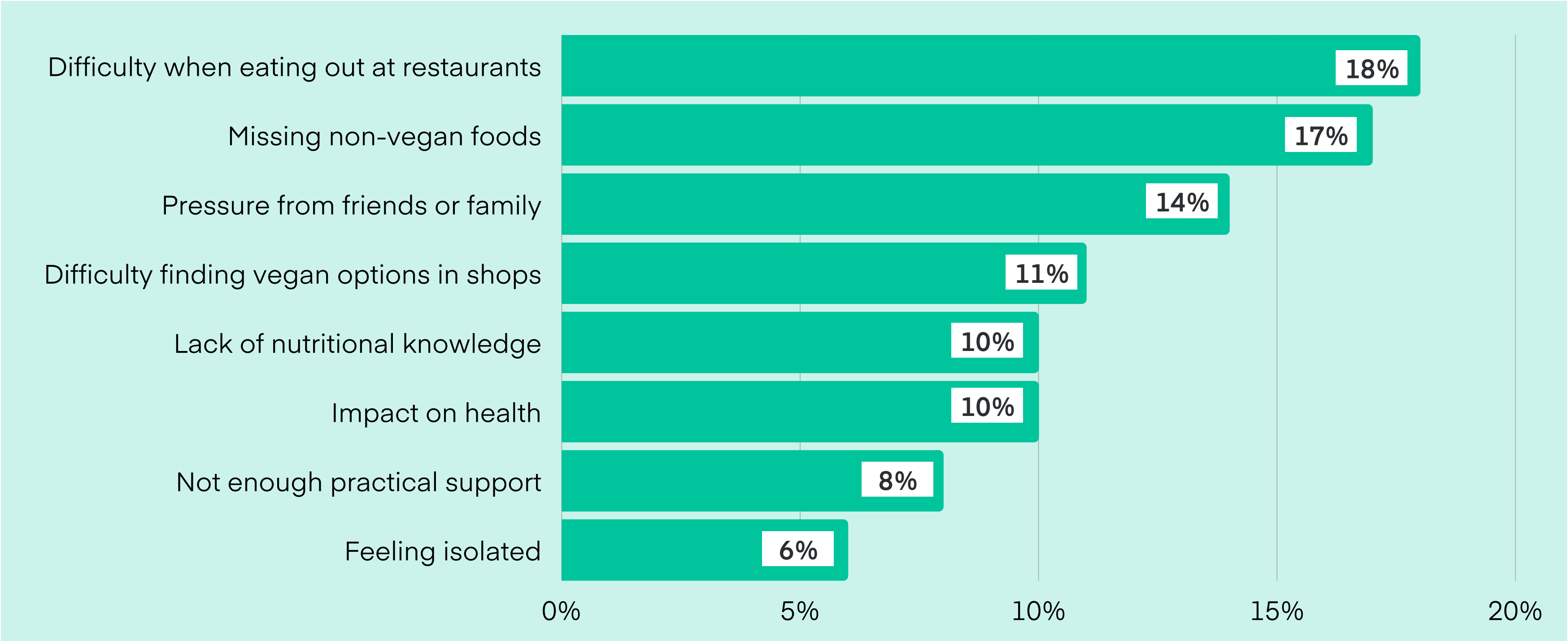
HOW LIKELY ARE THEY **TO TRY VEGAN AGAIN** IN THE FUTURE?



87% are likely to
**TRY A VEGAN DIET
AGAIN IN
THE FUTURE**

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

WHAT WAS THE **NUMBER 1** THING THAT INFLUENCED THEIR DECISION NOT TO STAY VEGAN?



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



I feel a lot happier about the choices that I'm making because I know I'm helping to reduce animal cruelty and lessen the damage done to the environment.



I can no longer turn a blind eye to other social and environmental injustices such as fast fashion or the overuse of plastics. It's all related in my mind and now my lifestyle is drastically different.



I cook for myself now from scratch and know exactly what's going into my food. I'm not throwing away leftover fruit and veg. I'm actually having to shop regularly for it.

Feedback from Veganuary 2021 6 month survey respondents.

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VEGANUARY

