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

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

VEGANUARY HELPED ME...

- to feel more inspired in the kitchen: 67%
- to make more sustainable food choices: 60%
- to make more compassionate food choices: 58%
- to make healthier food choices: 53%
- to make more adventurous food choices: 52%
- None of the above: 4%
Over the last six months, has their consumption of animal products changed?

- Yes - I've removed 100%: 30%
- Yes - I've removed over 75%: 38%
- Yes - I've removed between 50% and 75%: 14%
- Yes - I've removed between 25% and 50%: 10%
- Yes - I've removed less than 25%: 6%
- No - I haven't removed any animal products from my diet: 2%

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?

- Learning more about veganism: 35%
- Being vegan was easier than I expected: 28%
- Improved health: 15%
- Discovering great tasting food: 8%
- Support from friends and family: 4%
- Support from the online vegan community: 4%
- Meeting more vegans: 2%

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,

- 48% saw improvements to their BODY WEIGHT*
- 60% saw improvements to their ENERGY LEVELS
- 52% saw improvements to their SKIN APPEARANCE
- 59% saw improvements to their MOOD

<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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</thead>
<tbody>
<tr>
<td>Improved significantly</td>
<td>29%</td>
<td>27%</td>
<td>17%</td>
<td>27%</td>
<td>22%</td>
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<tr>
<td>Improved a little</td>
<td>38%</td>
<td>33%</td>
<td>31%</td>
<td>32%</td>
<td>30%</td>
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<tr>
<td>No change</td>
<td>23%</td>
<td>29%</td>
<td>38%</td>
<td>33%</td>
<td>37%</td>
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<tr>
<td>Worsened a little</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>2%</td>
<td>4%</td>
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<tr>
<td>Worsened significantly</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td>Not sure</td>
<td>7%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td>6%</td>
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</tbody>
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*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.

Only participants who told us they were NOT vegan before Veganuary were asked this question.
HAVE THEY BEEN MORE ACTIVE IN PROMOTING VEGANISM?

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

- Much more active: 14%
- Somewhat more active: 46%
- No change: 38%
- Somewhat less active: 1%
- Much less active: 1%

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

- 5 or more: 4%
- 4: 3%
- 3: 7%
- 2: 17%
- 1: 24%
- None (that I know of): 44%

60% have been more active at promoting veganism.

56% have influenced at least one other person to try vegan.

Only participants who told us they were NOT vegan before Veganuary were asked this question.
PARTICIPANTS WHO HAVEN'T STAYED VEGAN...
HOW LIKELY ARE THEY TO TRY VEGAN AGAIN IN THE FUTURE?

- Extremely likely: 53%
- Very likely: 34%
- Somewhat likely: 9%
- Not very likely: 2%
- Not at all likely: <0%
- Don't know: 2%

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?

- Difficulty when eating out at restaurants: 18%
- Missing non-vegan foods: 17%
- Pressure from friends or family: 14%
- Difficulty finding vegan options in shops: 11%
- Lack of nutritional knowledge: 10%
- Impact on health: 10%
- Not enough practical support: 8%
- Feeling isolated: 6%

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.