

THE OFFICIAL VEGANUARY 2022

PARTICIPANT SURVEY

WE LOVE
VEGANUARY

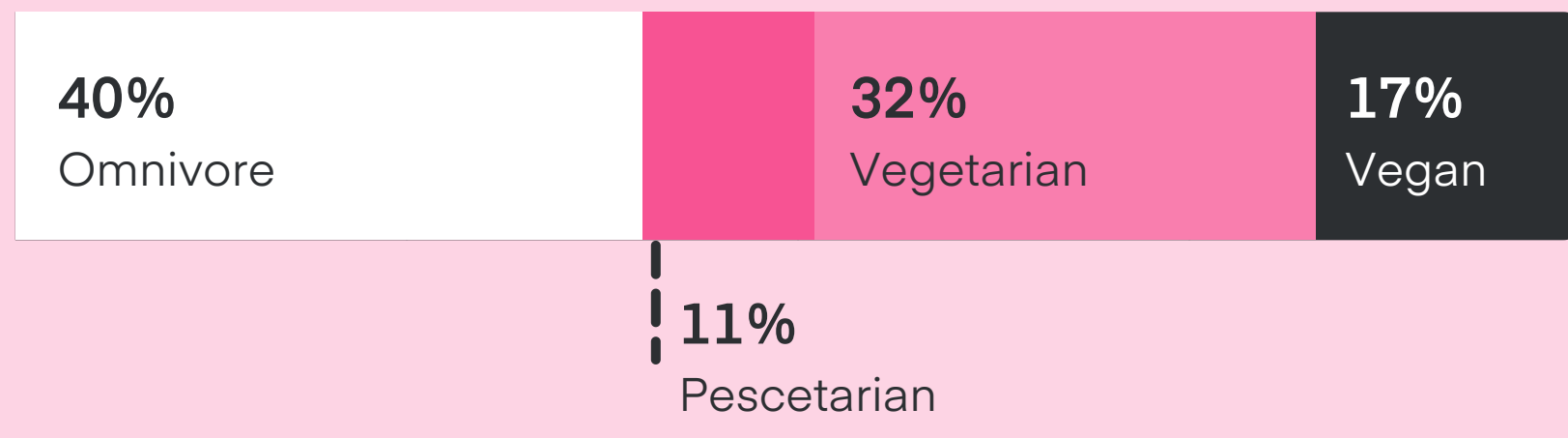


WHO TOOK PART IN VEGANUARY?

629,351 PEOPLE AROUND THE WORLD SIGNED UP TO BE PART OF VEGANUARY 2022.

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.

DIET BEFORE VEGANUARY



OUR TOP 15 COUNTRIES

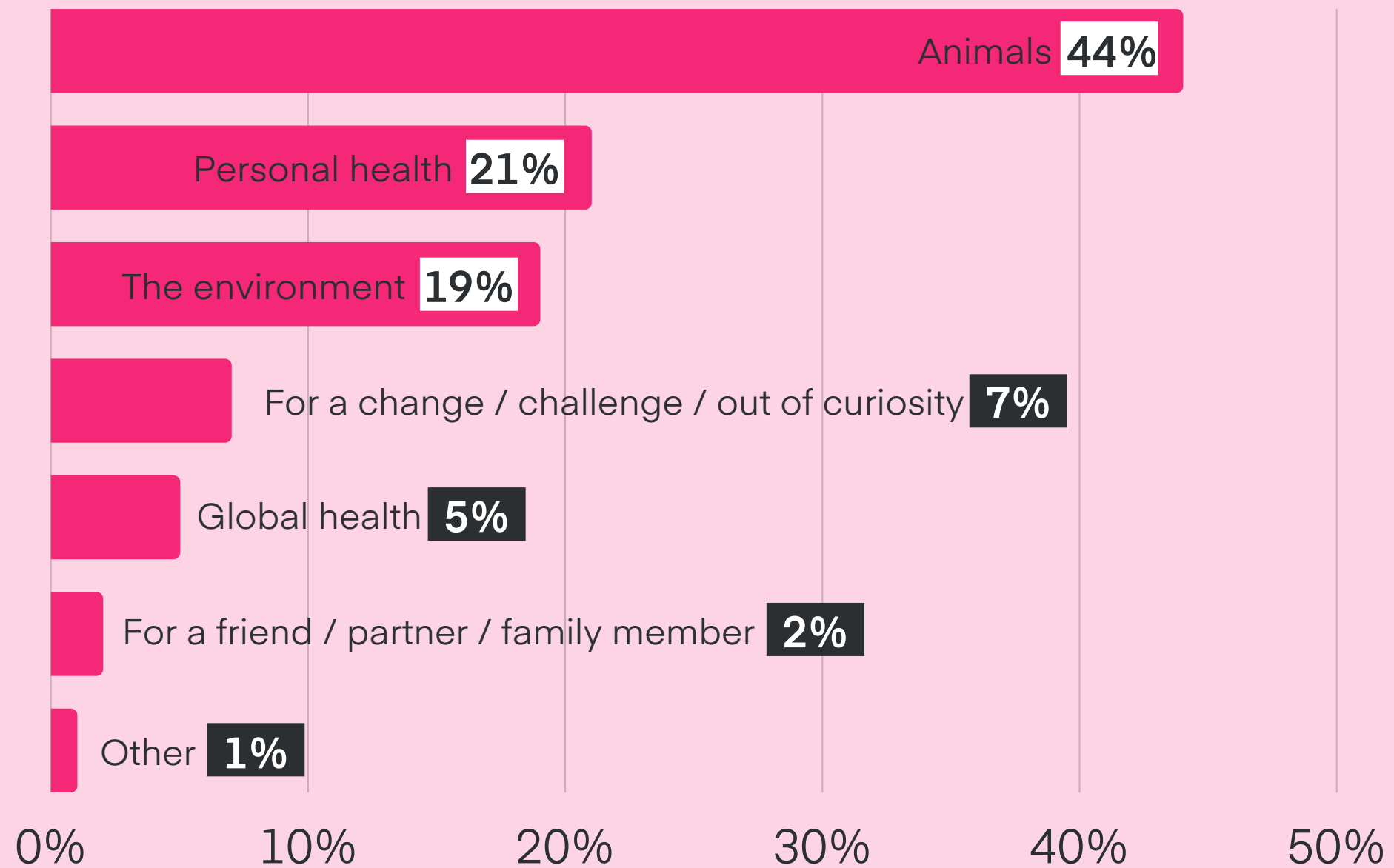
1. USA
2. UK
3. India
4. Germany
5. Italy
6. Mexico
7. Argentina
8. Colombia
9. Chile
10. Brazil
11. Venezuela
12. France
13. Peru
14. Switzerland
15. South Africa

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 87% of Veganuary 2022 participants, and had a 6% response rate (32,522 responses).

HERE'S WHAT THEY TOLD US...

WHY DID THEY WANT TO TRY EATING VEGAN?

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



DID THEY MAINTAIN A VEGAN DIET DURING VEGANUARY..?

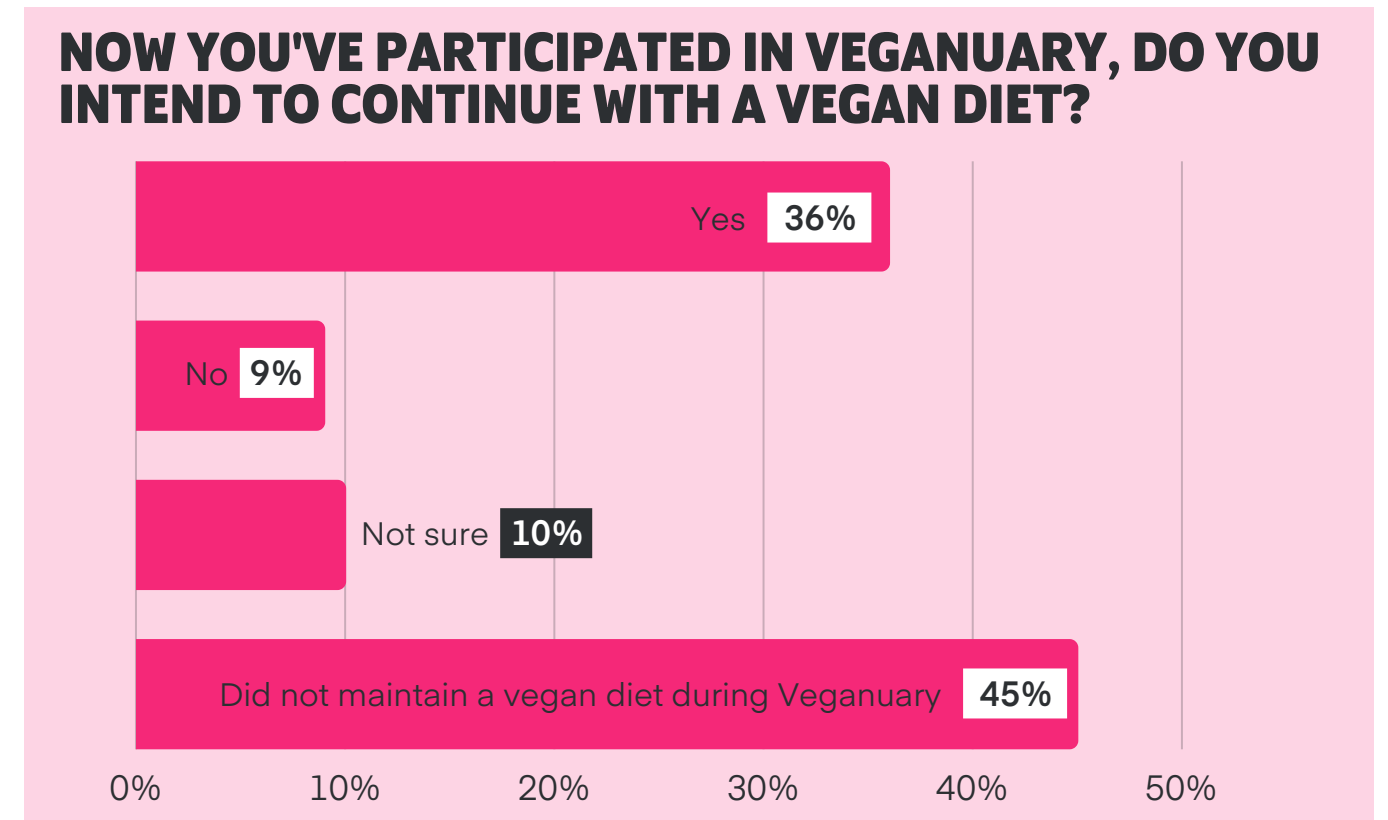
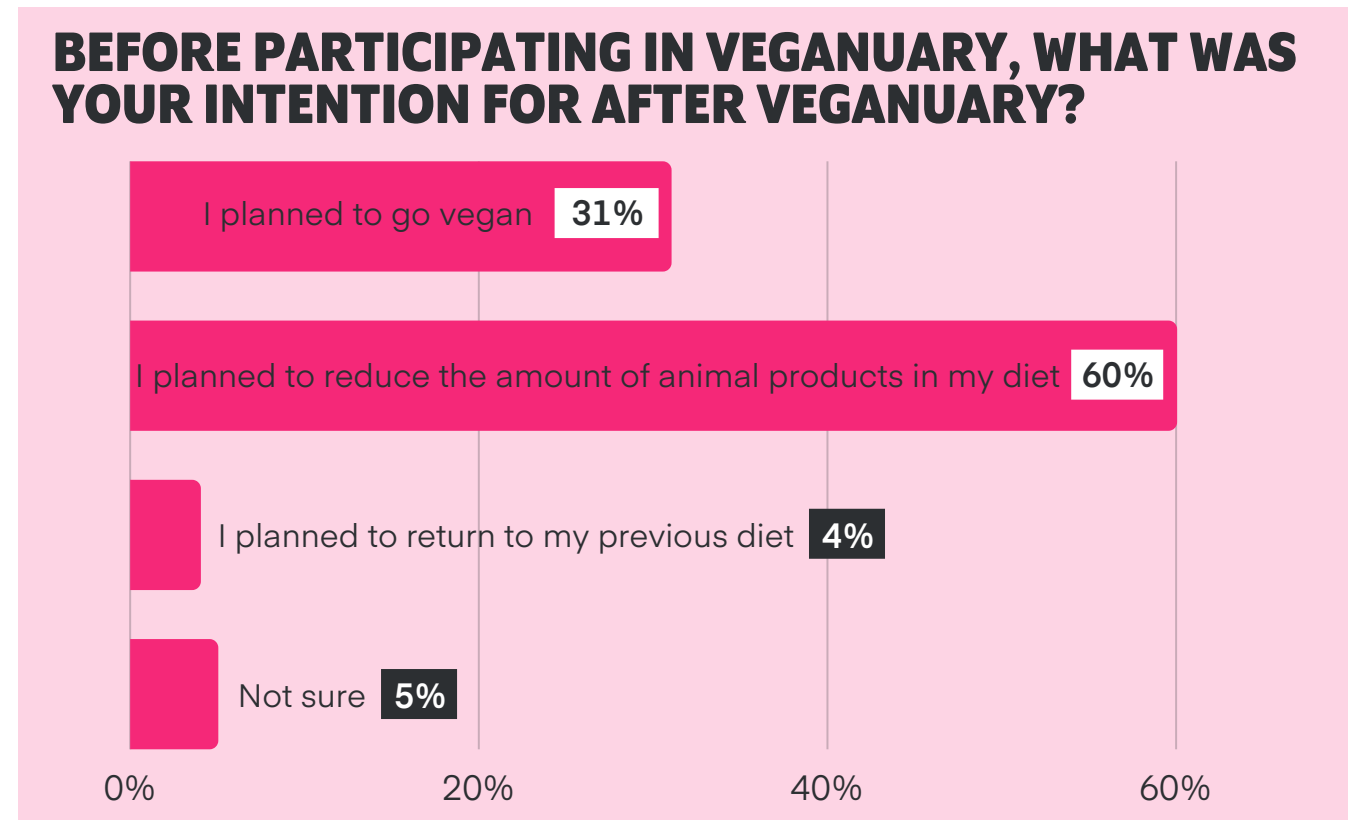


OVER HALF MAINTAINED A VEGAN DIET DURING VEGANUARY.

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

BEFORE participating in Veganuary 31% planned to switch to a vegan diet.

AFTER participating in Veganuary 36% intend to continue with a vegan diet.



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

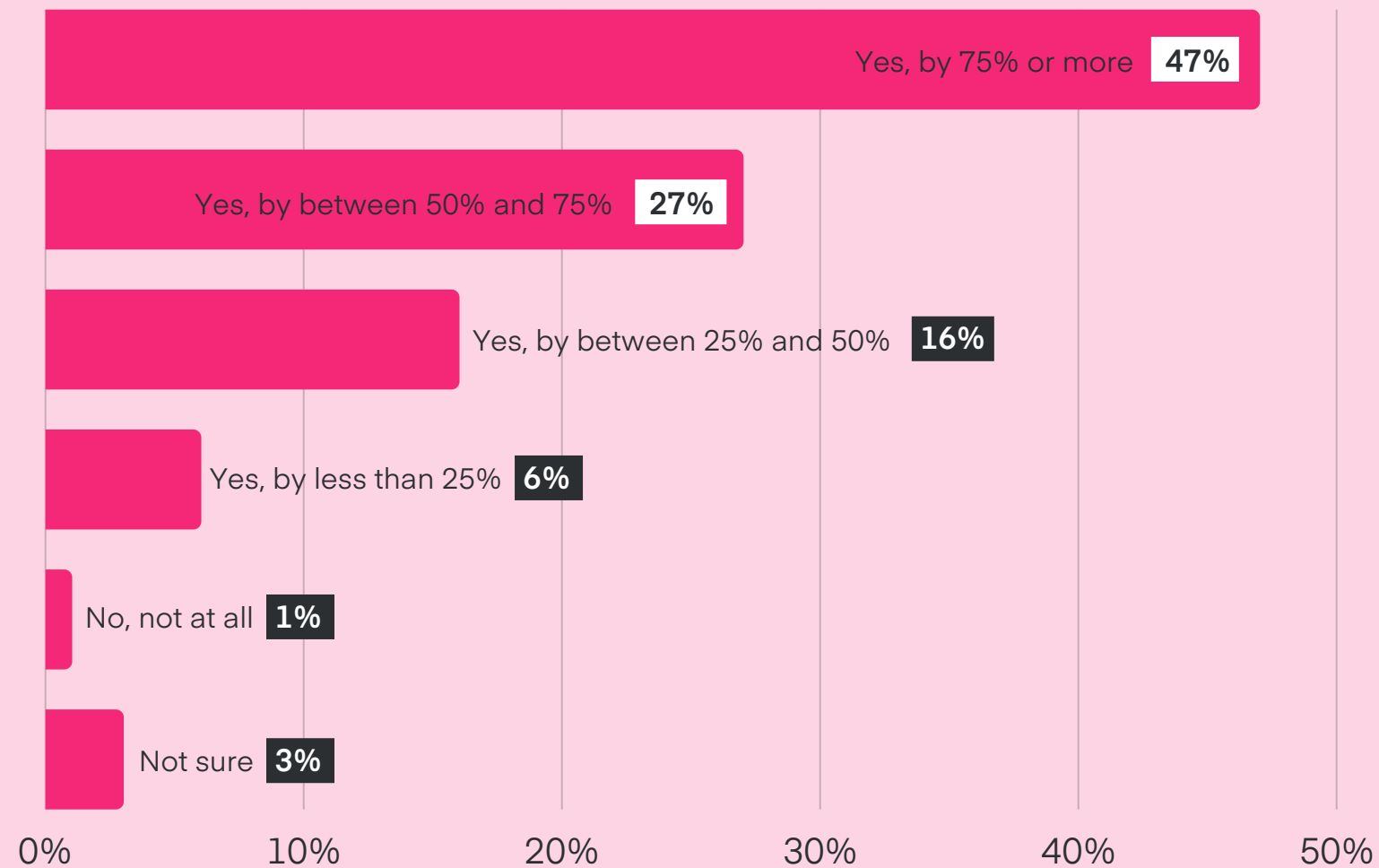
HAS VEGANUARY INSPIRED ANY OTHER DIET CHANGE?

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...

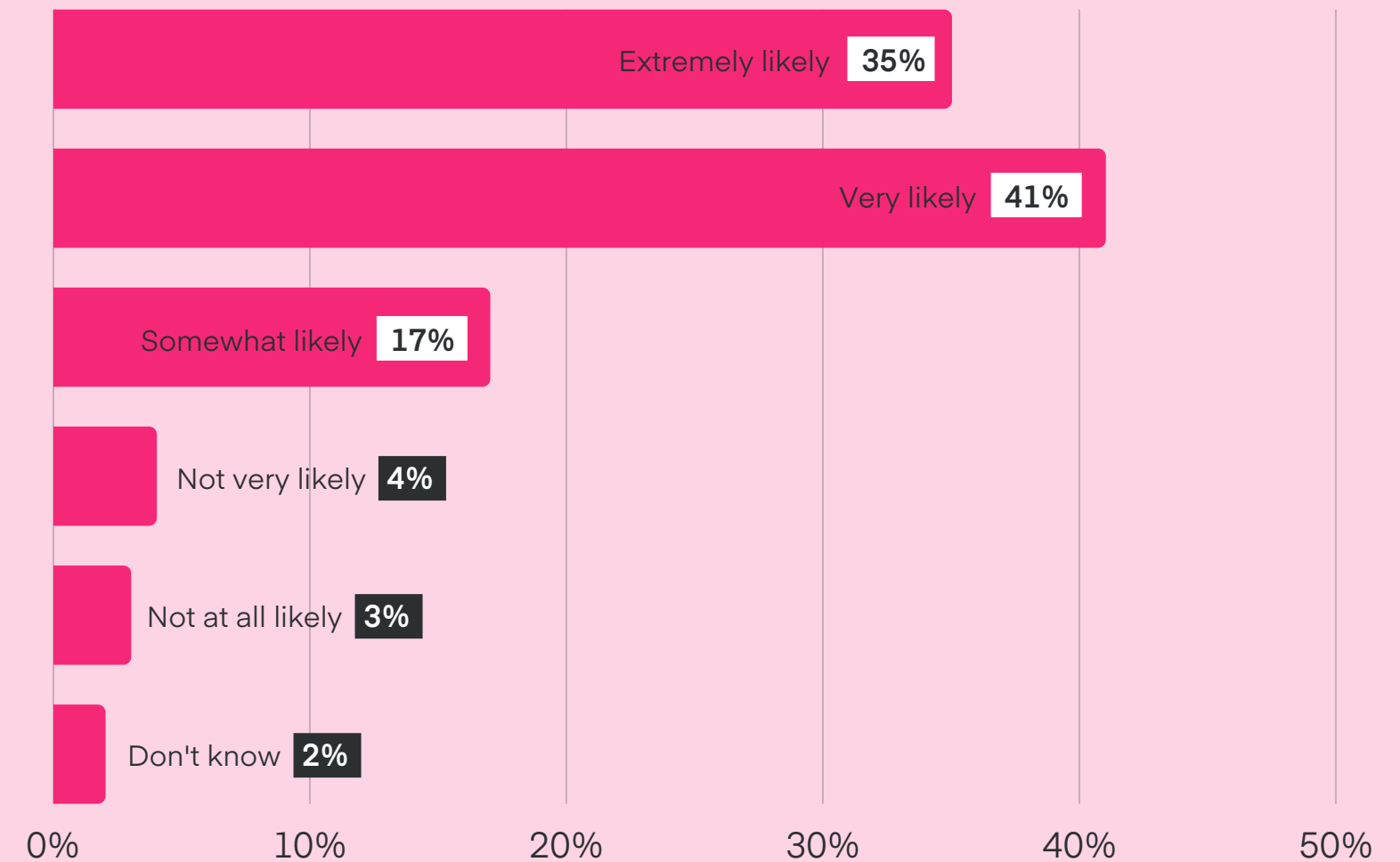
74%
said they would
REDUCE THEIR CONSUMPTION OF ANIMAL PRODUCTS
by at least half

76%
said they were
EXREMELY LIKELY
or VERY LIKELY to
TO TRY A VEGAN DIET 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 IN THE FUTURE?

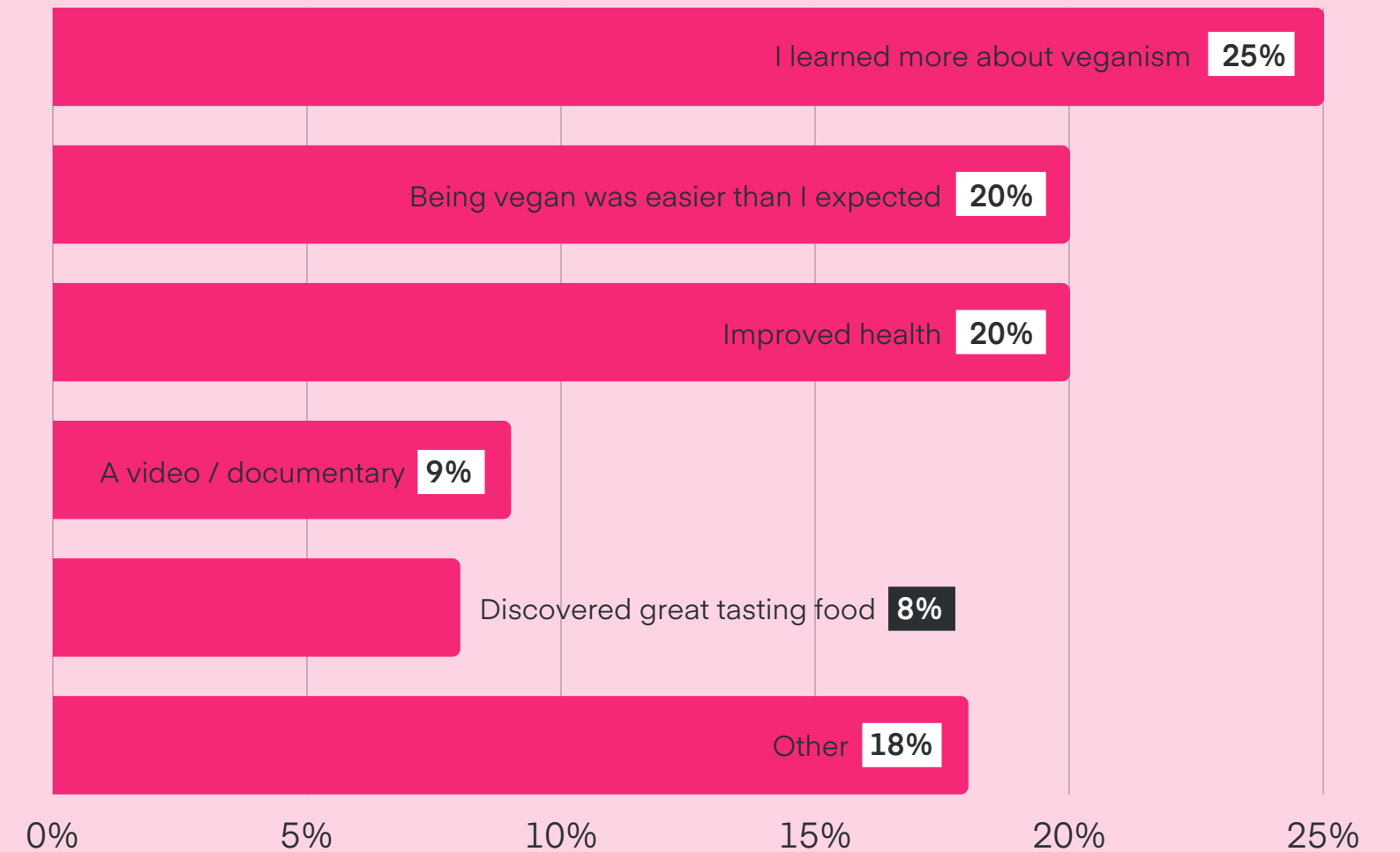


WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

THE PEOPLE WHO SAID THEY WOULD CONTINUE EATING VEGAN DID SO BECAUSE...

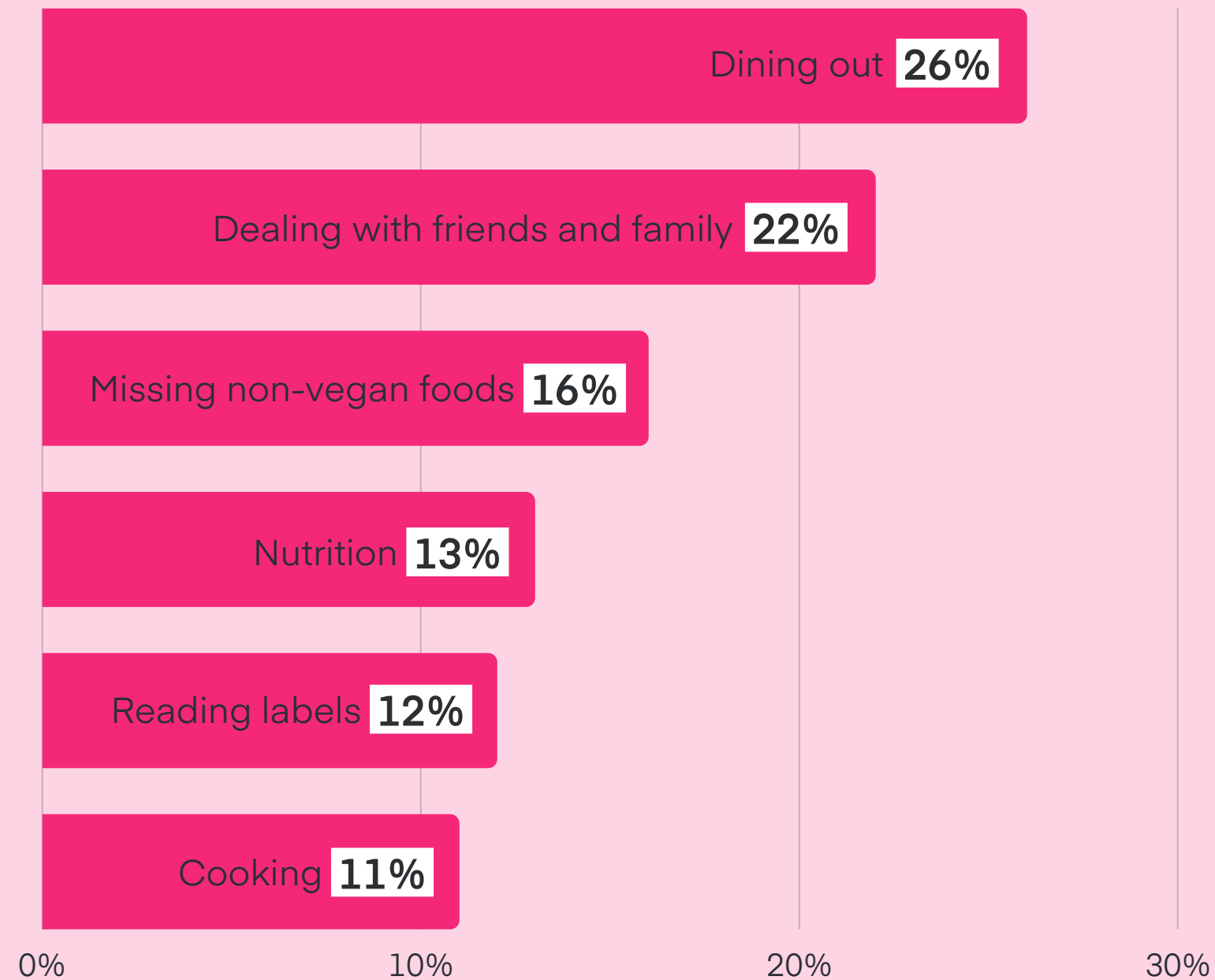


WHAT WAS THE NUMBER ONE THING THAT INFLUENCED YOUR DECISION TO STAY VEGAN?

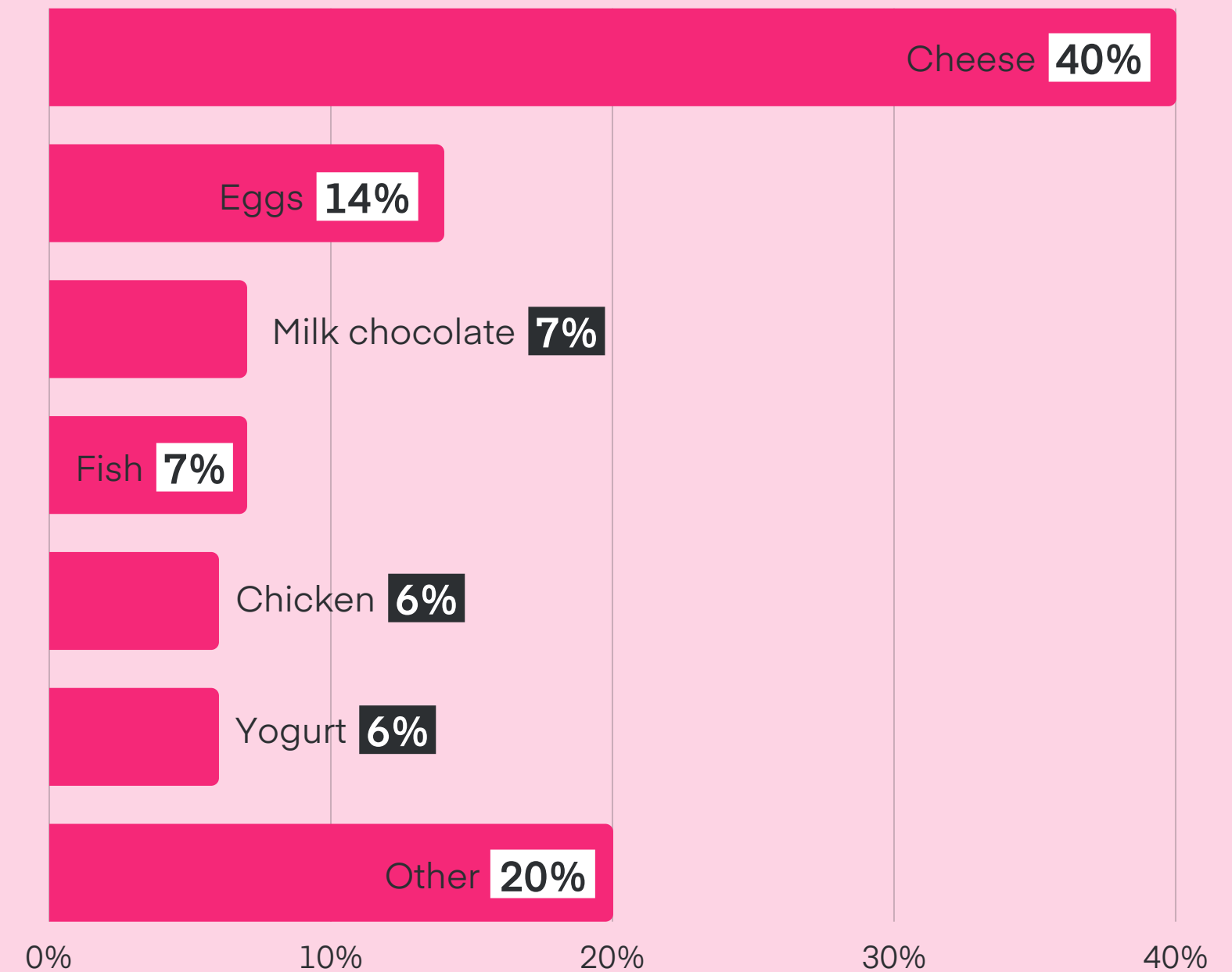


WHAT WERE THEIR BIGGEST CHALLENGES?

WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?



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

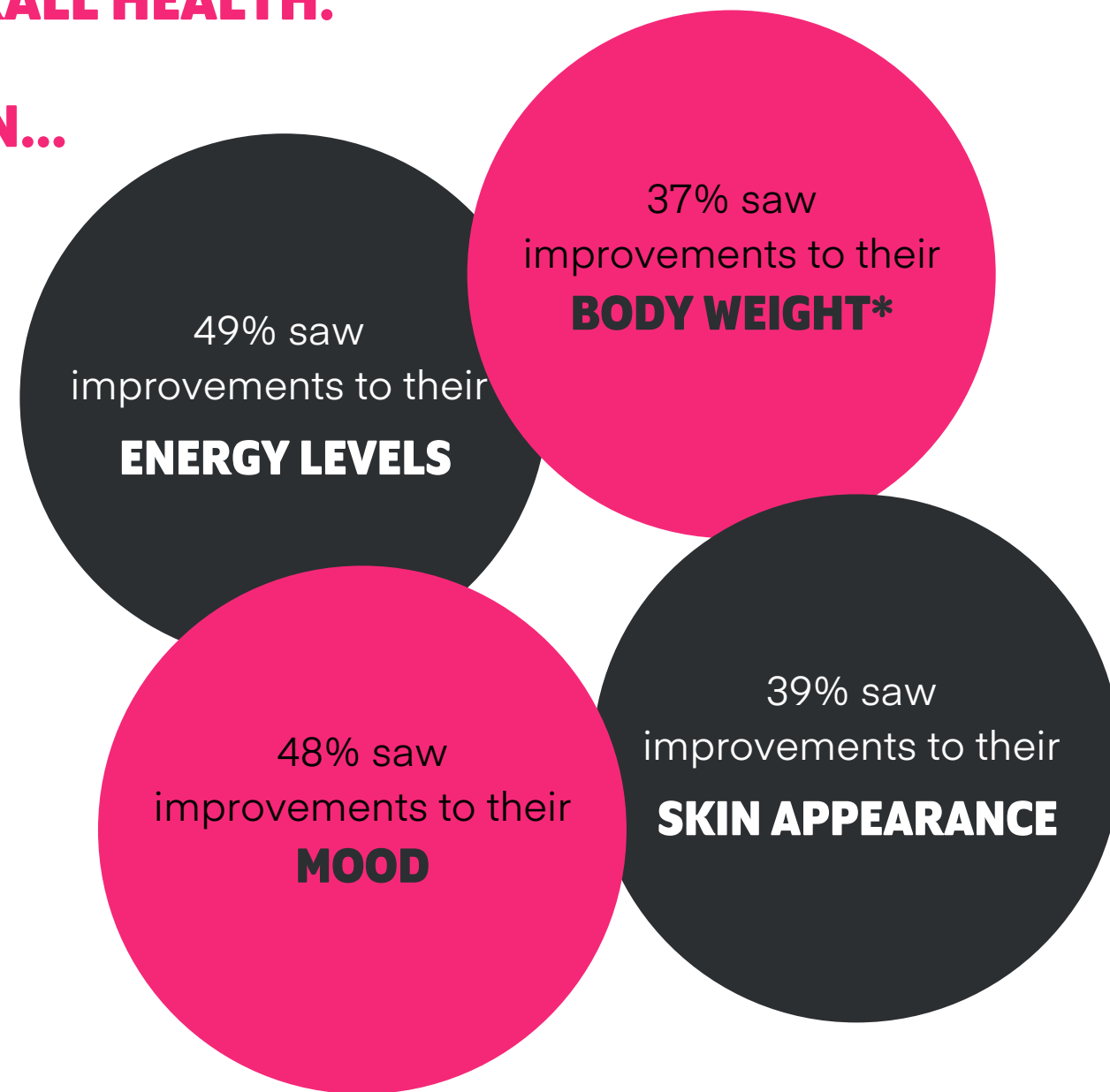


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DID THEY EXPERIENCE ANY HEALTH BENEFITS?

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	16%	17%	9%	18%	12%
Improved a little	34%	32%	28%	30%	27%
No change	39%	38%	48%	41%	47%
Worsened a little	2%	5%	6%	3%	4%
Worsened significantly	0%	1%	1%	1%	0%
Don't know	9%	7%	8%	7%	9%

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

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

**98%
YES!**

2%
No

Veganuary
PO Box 771
York, YO1 0IJ
United Kingdom

info@veganuary.com

Veganuary is a charity registered in England and Wales (1168566)

VEGANUARY

