2023 OFFICIAL PARTICIPANT SURVEY
WHO TOOK PART IN VEGANUARY?

706,965 PEOPLE AROUND THE WORLD SIGNED UP TO BE PART OF VEGANUARY 2023*.

They pledged to try vegan for a month, receiving 31-days of support emails, encouragement via social media and other useful resources. At the end of this month participants were invited to take part in a survey to tell us about their experience. Our survey was sent to 79% of Veganuary 2023 participants, and had a 3% response rate (16,829 responders).

HERE’S WHAT THEY TOLD US...

DIET BEFORE VEGANUARY

<table>
<thead>
<tr>
<th>Diet Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omnivore</td>
<td>41%</td>
</tr>
<tr>
<td>Vegetarian</td>
<td>29%</td>
</tr>
<tr>
<td>Vegan</td>
<td>18%</td>
</tr>
<tr>
<td>Pescetarian</td>
<td>12%</td>
</tr>
</tbody>
</table>

*This doesn’t include the many people who took part in Veganuary without signing up on the Veganuary website. For instance, a YouGov survey found that 4% of the UK population had taken part in Veganuary during January 2023. These survey results only reflect the feedback of official sign-ups.

GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>85%</td>
</tr>
<tr>
<td>Male</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

AGE GROUP

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 13</td>
<td>12%</td>
</tr>
<tr>
<td>13 - 17</td>
<td>23%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>19%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>19%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>17%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>17%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>17%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>7%</td>
</tr>
<tr>
<td>Over 74</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

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WHY DID THEY WANT TO TRY EATING VEGAN?

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

- Animals: 40%
- Personal health: 21%
- The environment: 18%
- For a change / challenge / out of curiosity: 8%
- Global health: 7%
- For a friend / partner / family member: 4%
- Other: 2%

*Respondents were asked this question after completing their month-long vegan challenge.
DID THEY MAINTAIN A VEGAN DIET DURING VEGANUARY..?

DID YOU MAINTAIN A VEGAN DIET DURING VEGANUARY?

- Yes: 36%
- No: 64%

AND AFTER VEGANUARY...?

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

- Yes: 25%
- No: 4%
- Not sure: 7%
- Did not maintain a vegan diet during Veganuary: 64%
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...

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

- Yes, by 75% or more: 44%
- Yes, by between 50% and 75%: 28%
- Yes, by between 25% and 50%: 17%
- Yes, by less than 25%: 5%
- No, not at all: 1%
- Not sure: 5%

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

- Extremely likely: 30%
- Very likely: 39%
- Somewhat likely: 21%
- Not very likely: 4%
- Not at all likely: 2%
- Don’t know: 3%

(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)
OVERALL, HOW MANY PARTICIPANTS PLAN TO MAKE A SIGNIFICANT CHANGE TO THEIR DIET?

COUNTING ALL PARTICIPANTS WHO PLAN TO CONTINUE EATING VEGAN AFTER VEGANUARY AND ALL THOSE WHO PLAN TO REDUCE CONSUMPTION OF ANIMAL PRODUCTS BY AT LEAST HALF...

78% WILL MAKE SIGNIFICANT DIET CHANGE
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?

- I learned more about veganism: 24%
- Improved health: 19%
- Being vegan was easier than I expected: 18%
- A video / documentary: 8%
- Discovered great tasting food: 8%
- Other: 23%

(Only participants who told us they were NOT vegan before Veganuary were asked this question.)
**WHAT WERE THEIR BIGGEST CHALLENGES?**

**WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?**

- **Dining out**: 29%
- **Dealing with friends and family**: 21%
- **Missing non-vegan foods**: 14%
- **Nutrition**: 13%
- **Reading labels**: 12%
- **Cooking**: 11%

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

- **Cheese**: 36%
- **Eggs**: 14%
- **Fish**: 8%
- **Chicken**: 7%
- **Yogurt**: 7%
- **Milk chocolate**: 6%
- **Other**: 22%

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

<table>
<thead>
<tr>
<th></th>
<th>OVERALL HEALTH</th>
<th>ENERGY LEVELS</th>
<th>BODY WEIGHT*</th>
<th>MOOD</th>
<th>SKIN APPEARANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved significantly</td>
<td>14%</td>
<td>16%</td>
<td>9%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Improved a little</td>
<td>33%</td>
<td>30%</td>
<td>26%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>No change</td>
<td>39%</td>
<td>39%</td>
<td>49%</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>Worsened a little</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Worsened significantly</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

98%
YES!

2%
No