

VEGANUARY



2023

SIX MONTH SURVEY

WHO TOOK PART IN VEGANUARY?



Veganuary participants 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.



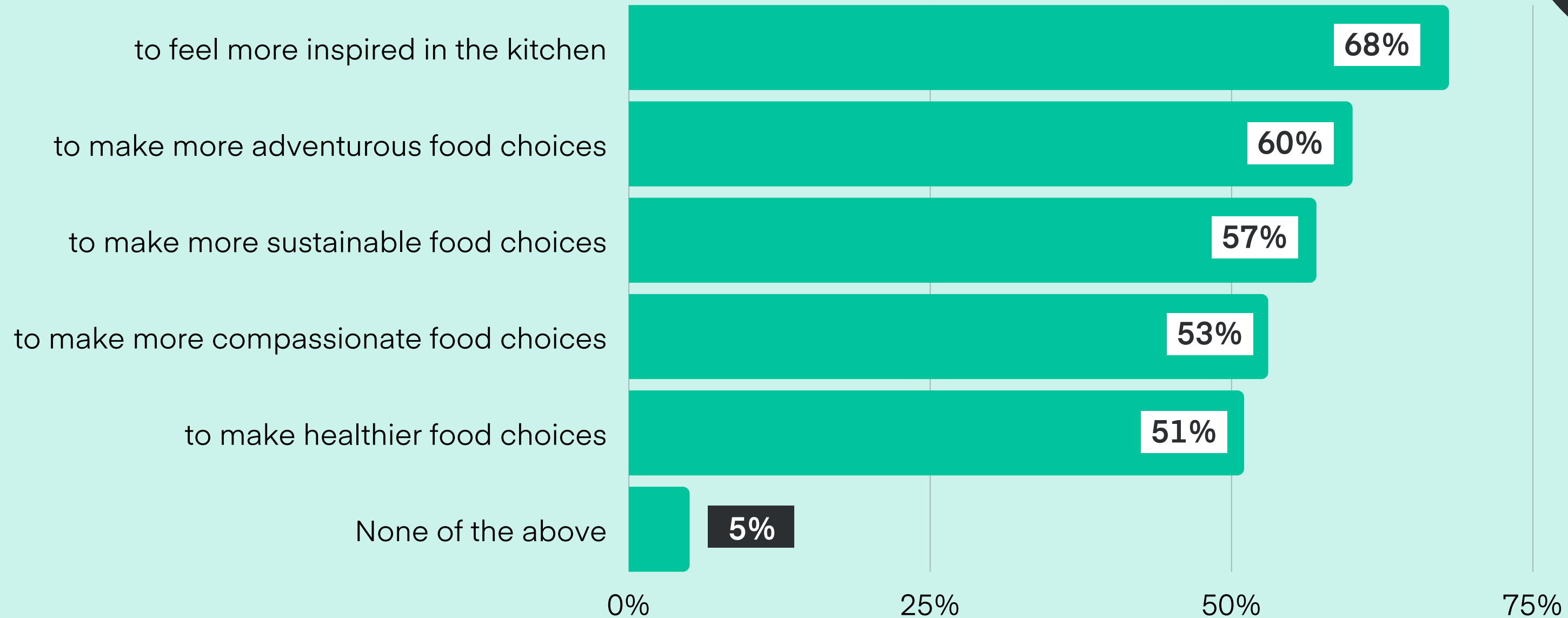
Our survey was sent to 469,000 of Veganuary 2023 participants worldwide. 6,967 people responded.

HERE'S WHAT THEY TOLD US...

HOW DID VEGANUARY HELP THEM?

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

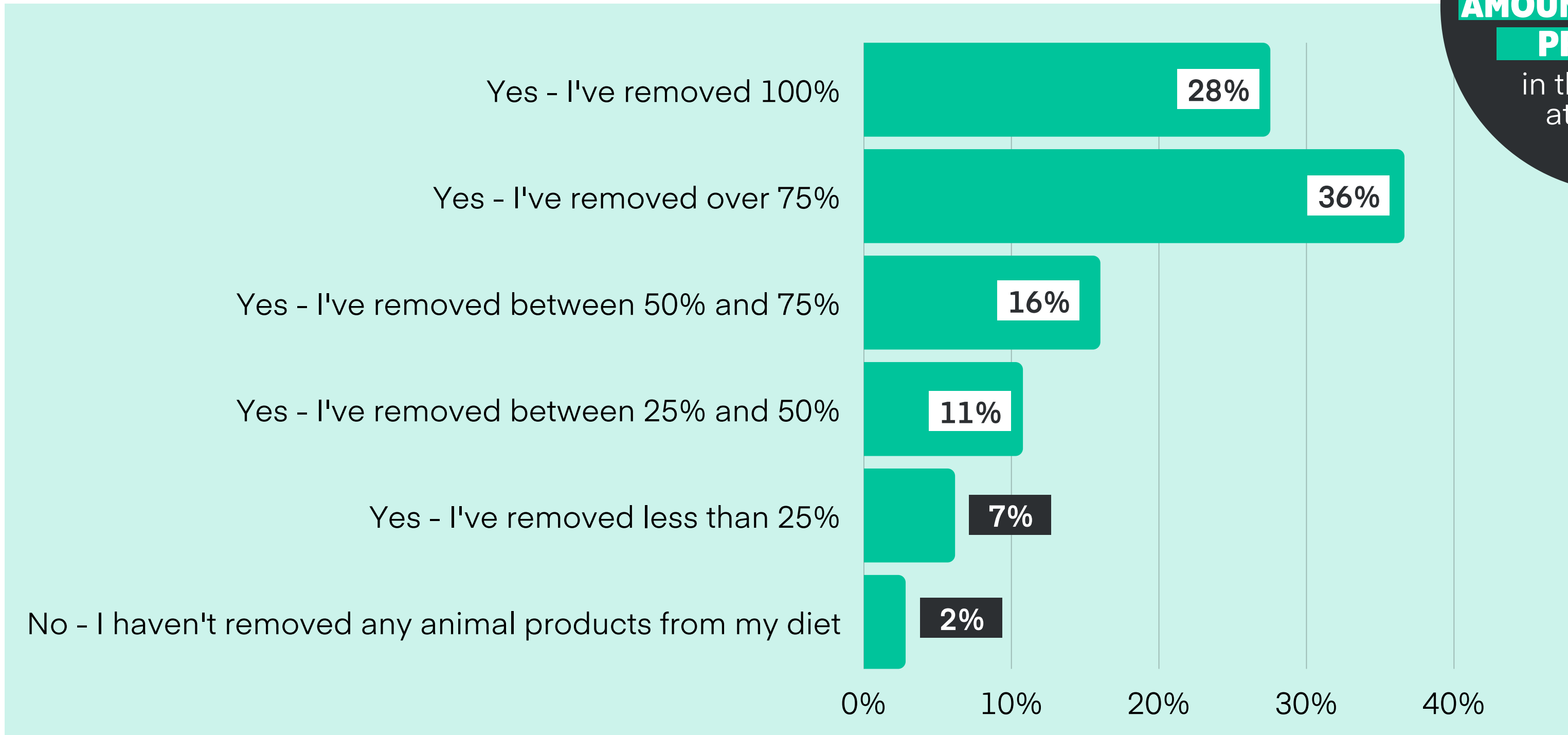
VEGANUARY HELPED ME...



68% say they feel **MORE INSPIRED IN THE KITCHEN** since Veganuary.

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

80% say they have **REDUCED THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half.

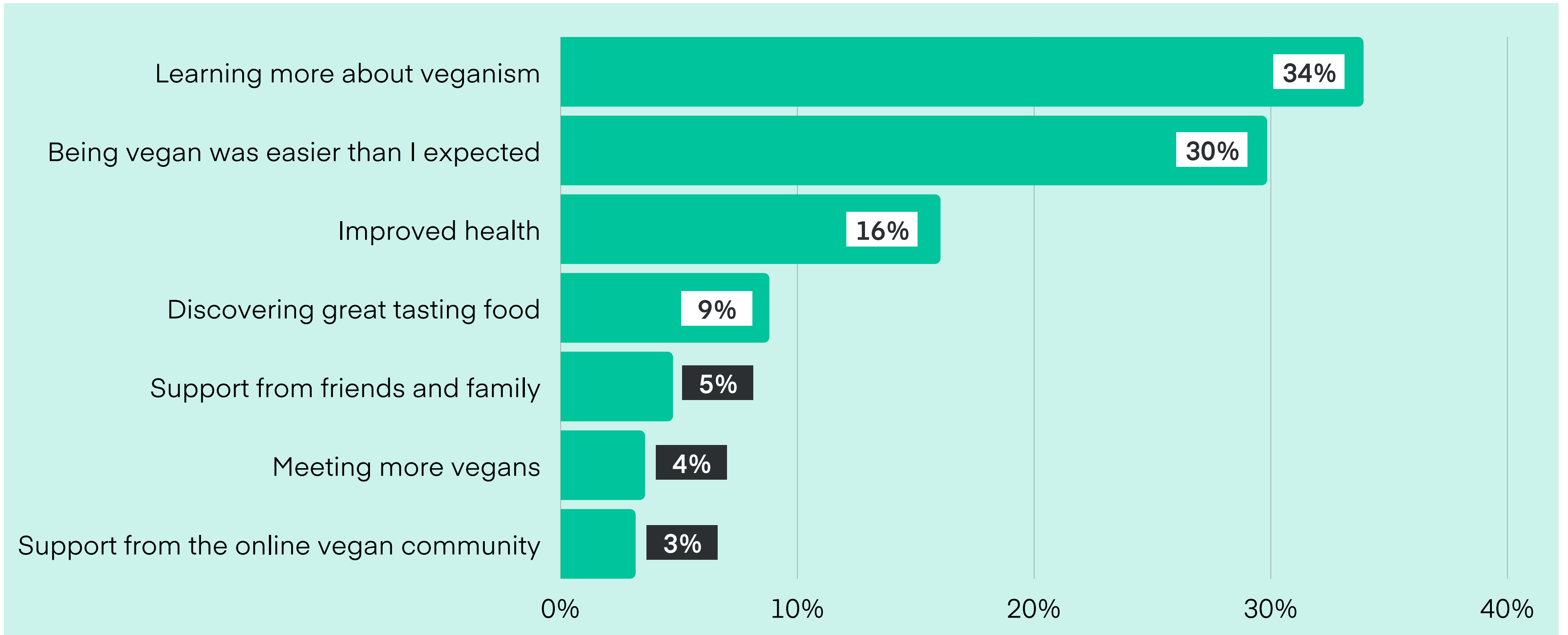


Only participants who told us they were NOT vegan before Veganuary were asked this question.

**PARTICIPANTS
WHO HAVE**

STAYED VEGAN...

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

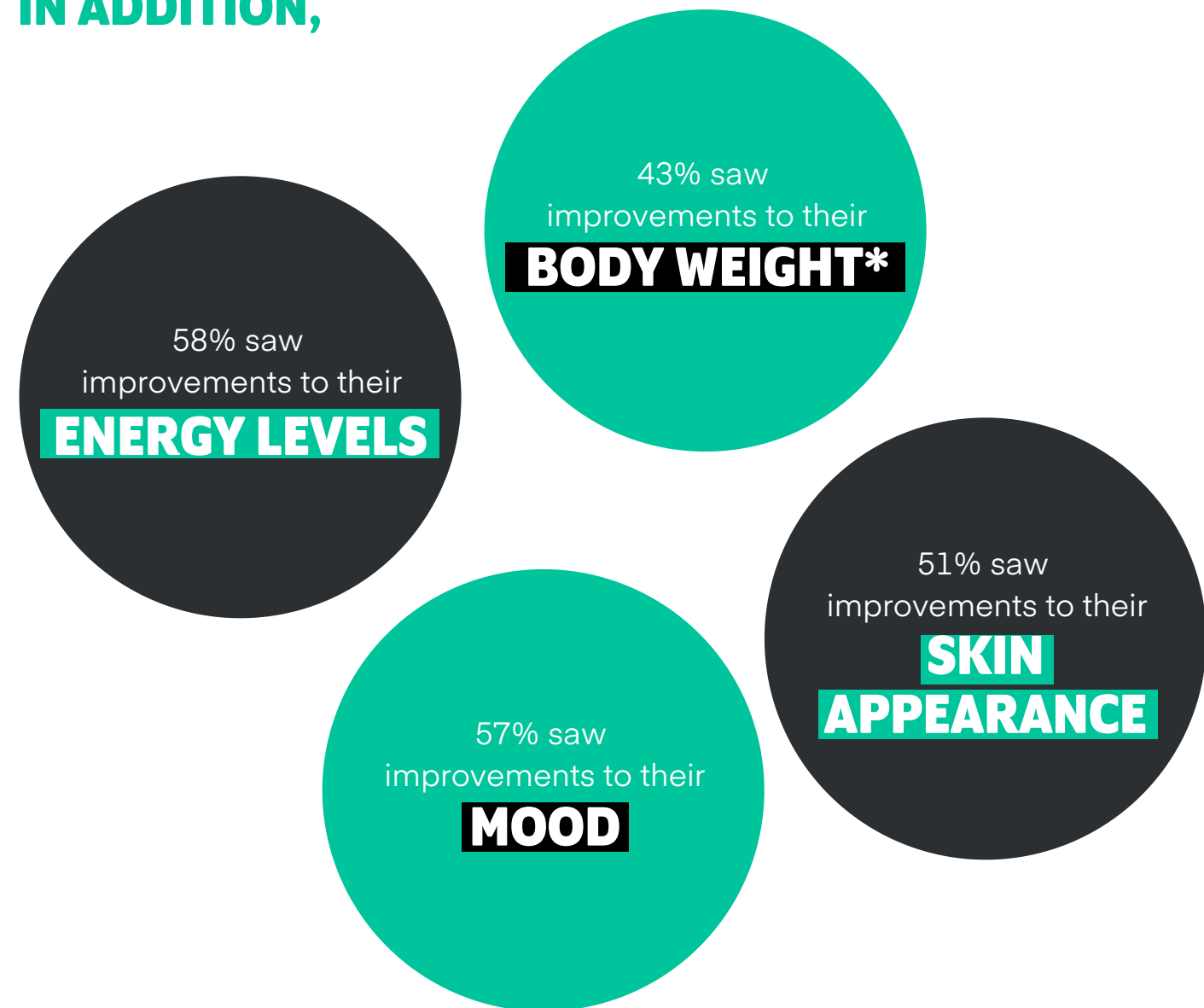


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HAVE THEY EXPERIENCED ANY HEALTH CHANGES?

OVER 60% OF RESPONDENTS SAW IMPROVEMENTS TO THEIR **OVERALL HEALTH**

IN ADDITION,



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	27%	25%	14%	25%	22%
Improved a little	35%	33%	29%	32%	29%
No change	27%	31%	44%	36%	38%
Worsened a little	2%	5%	9%	2%	4%
Worsened significantly	2%	1%	2%	1%	1%
Not sure	6%	6%	2%	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.

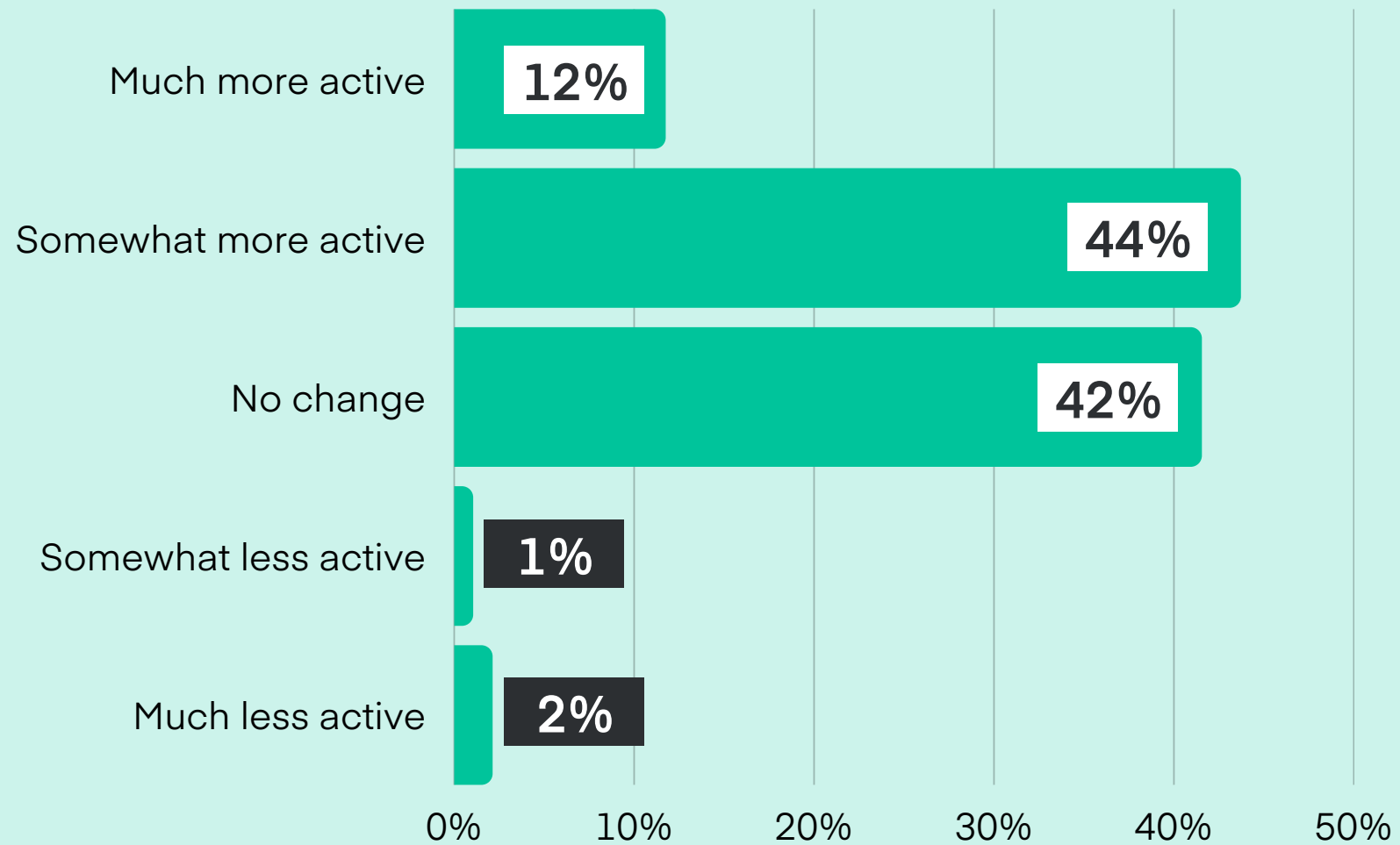
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HAVE THEY BEEN **MORE ACTIVE** IN PROMOTING VEGANISM?

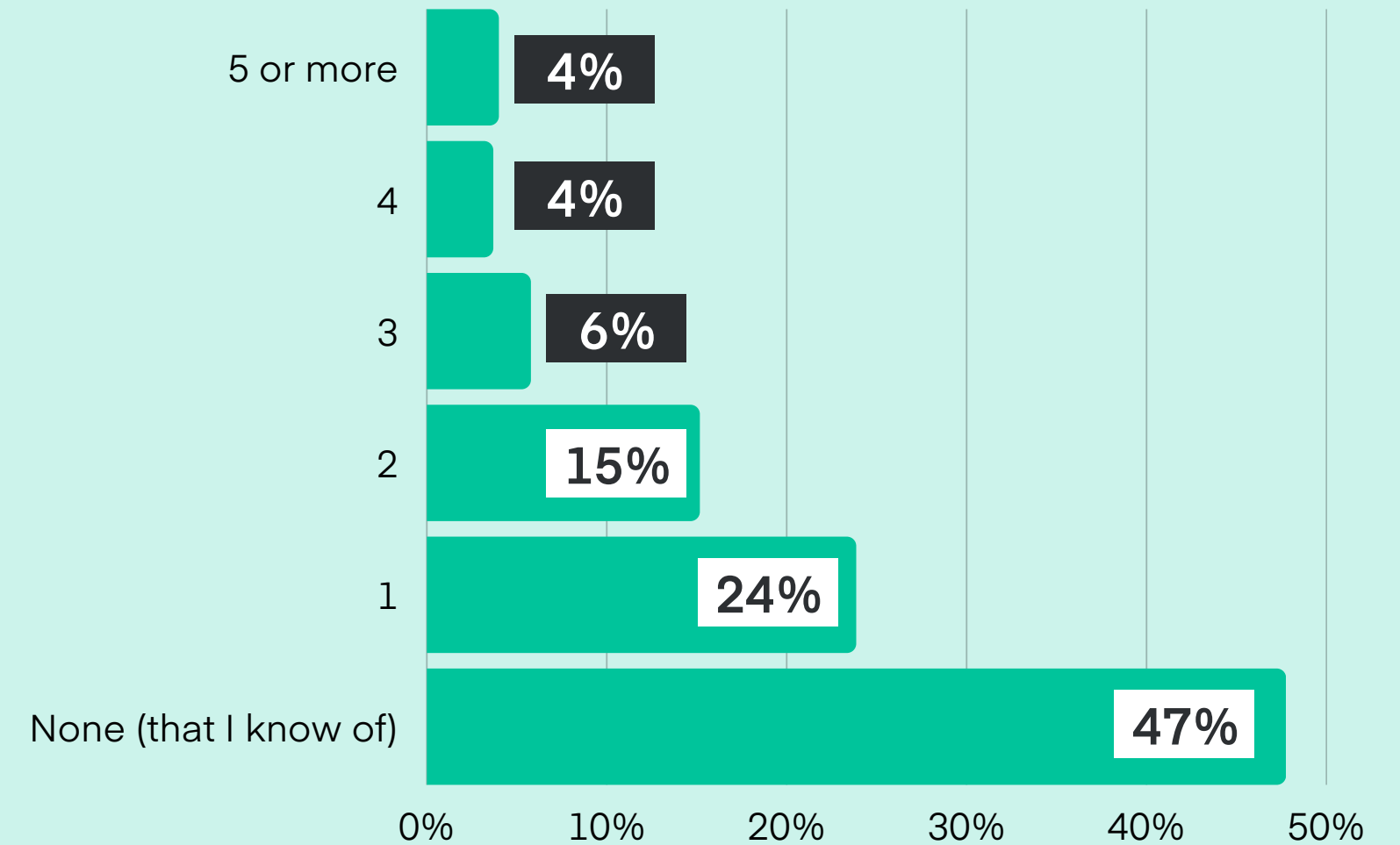
56% have been **MORE ACTIVE** at promoting veganism.

53% 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?

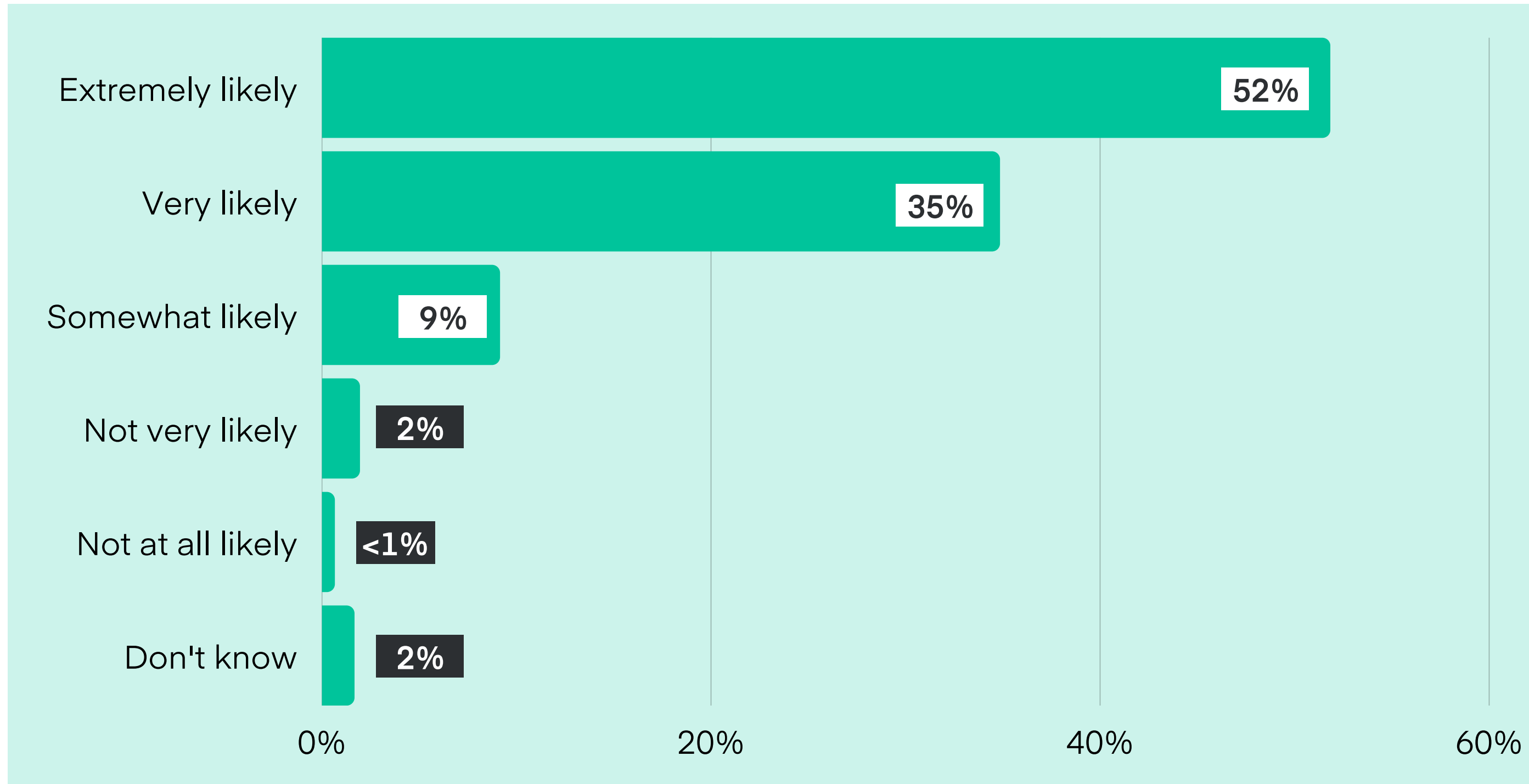


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**PARTICIPANTS
WHO HAVEN'T**

STAYED VEGAN...

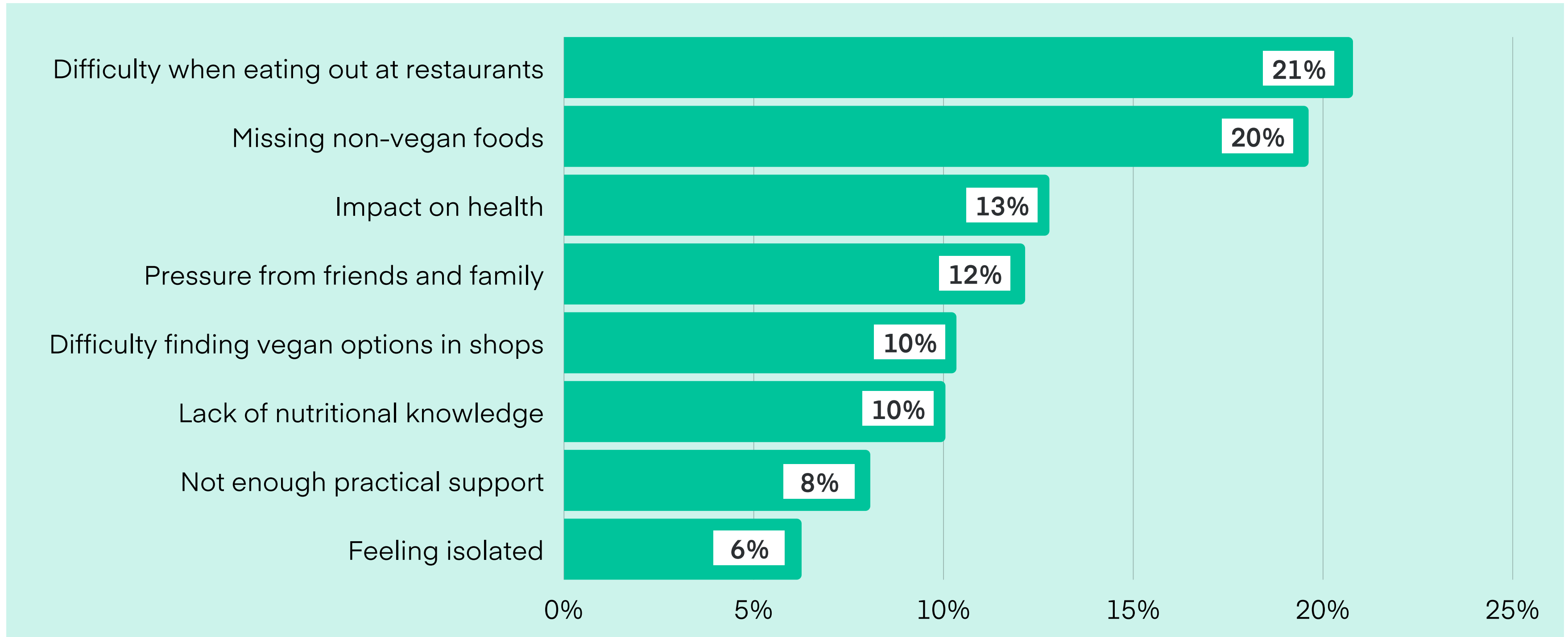
HOW LIKELY ARE THEY **TO TRY VEGAN AGAIN** IN THE FUTURE?



96% 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.

BESIDES CHANGING TO A VEGAN DIET, HAVE YOU EXPERIENCED ANY OTHER SIGNIFICANT LIFE CHANGES AS A RESULT OF TRYING VEGAN?

“ I have become more centred, calm and happy with my life choices. I have balanced more elements of my life too as a result.

“ I am participating in local conservation group and feel better equipped to participate. I am now also interested in global warming and reducing carbon and greenhouse gases.

“ I cook more than before and I pay attention to eating more healthily.

Feedback from Veganuary 2023 6 month survey respondents.