

**VEGANUARY 2024**

# OFFICIAL PARTICIPANT SURVEY



**VEGANUARY** 

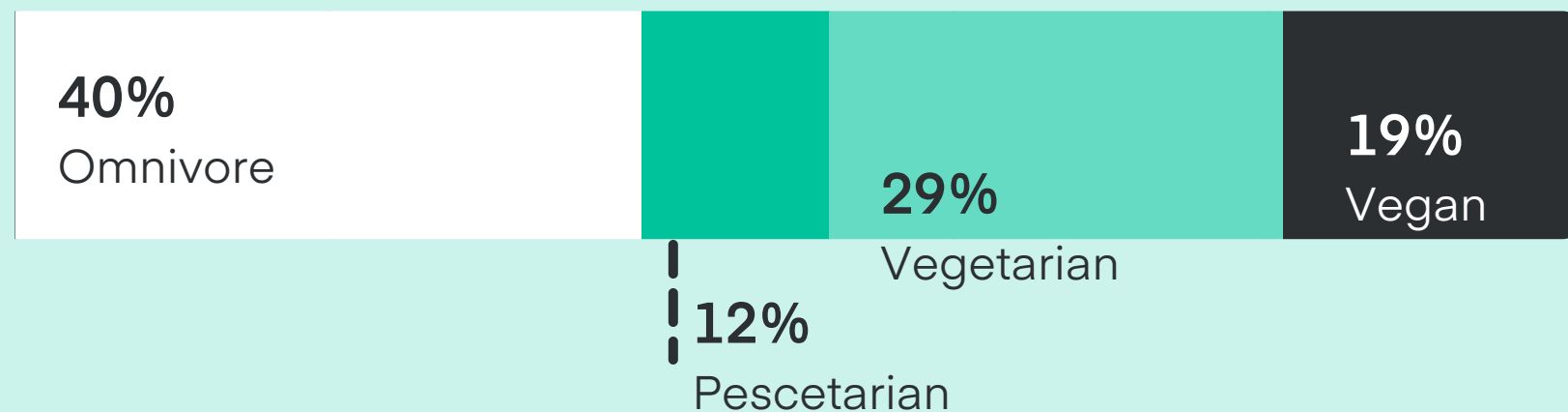
# WHO TOOK PART IN VEGANUARY?

**25 MILLION PEOPLE WORLDWIDE GAVE UP ANIMAL PRODUCTS DURING JANUARY 2024\*.**

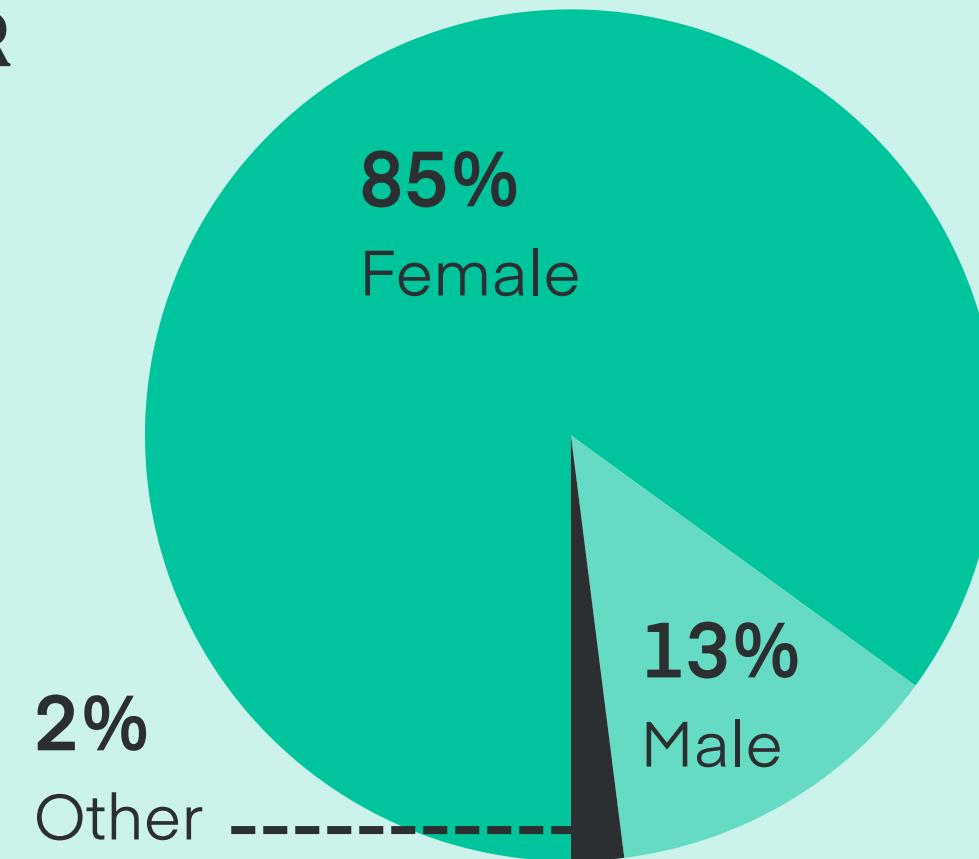
Some of them opted to receive tailored support through the Veganuary 31-day email series. At the end of their 31 days, we asked participants about their experience. 18,129 people responded.

## HERE'S WHAT THEY TOLD US...

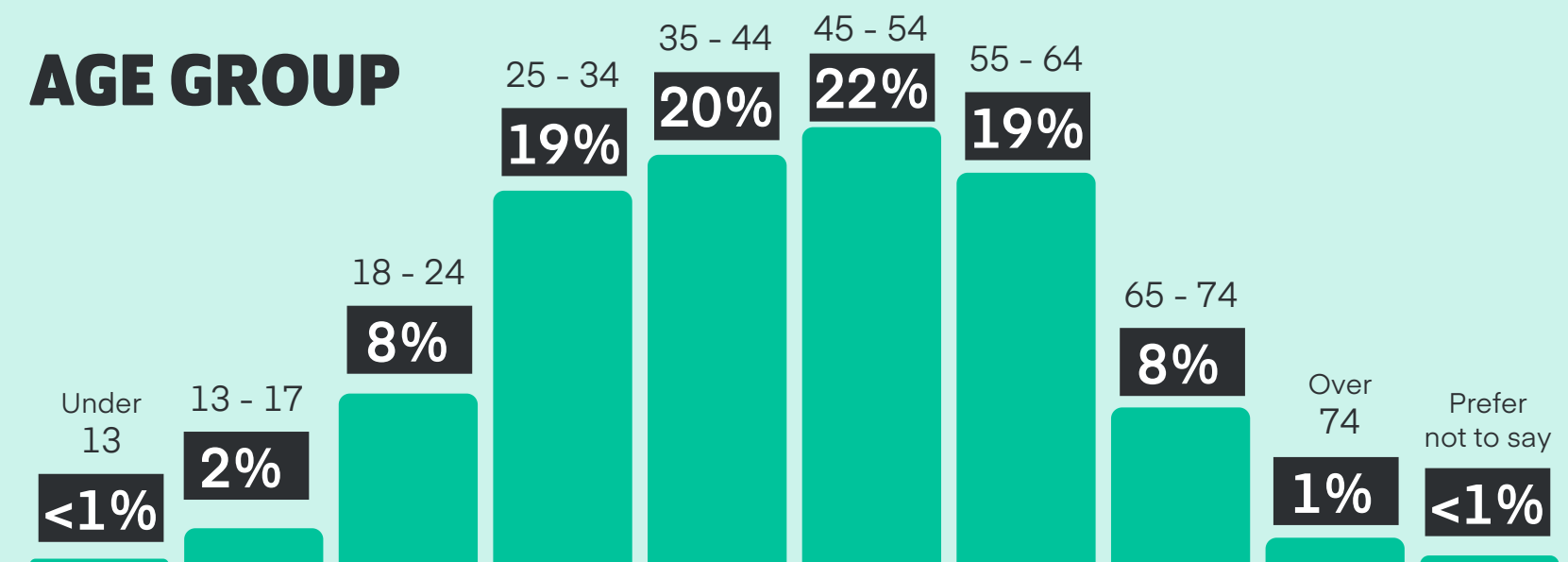
### DIET BEFORE VEGANUARY



### GENDER



### AGE GROUP

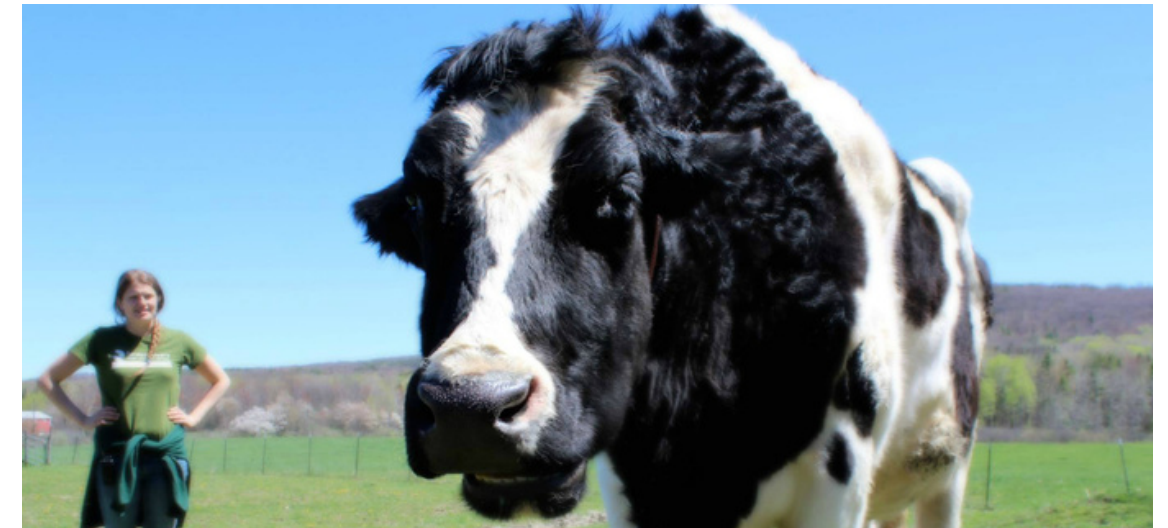
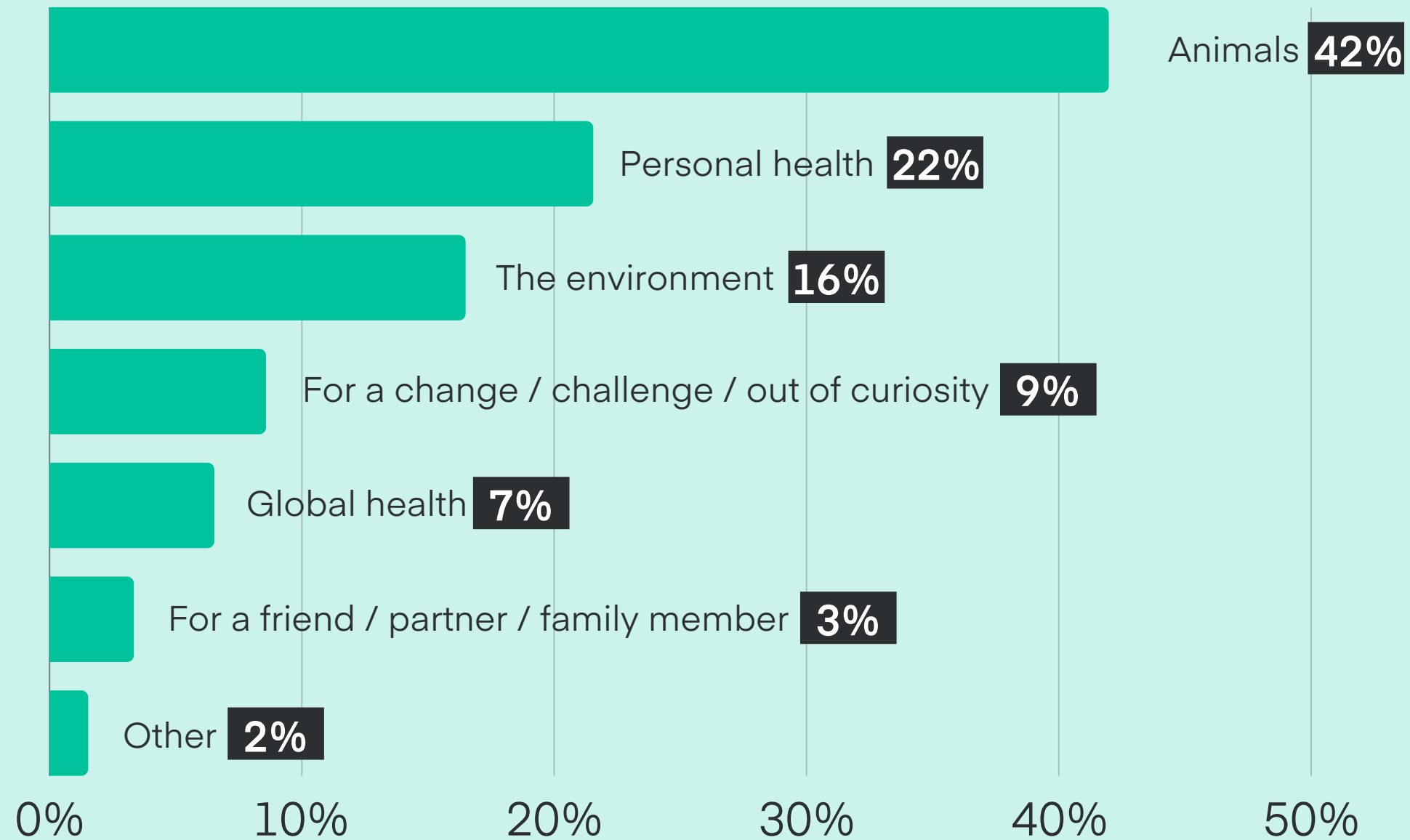


*\*Based on YouGov surveys in Veganuary's core campaign countries and population estimates for those countries.*

# WHY DID THEY WANT TO TRY EATING VEGAN?

At the end of their one-month vegan pledge, we asked people who received Veganuary's support emails about their motivation for taking part.

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





# HOW DID NON-VEGAN PARTICIPANTS GET ON DURING THEIR PLEDGE?

DID YOU MAINTAIN A VEGAN DIET DURING VEGANUARY?

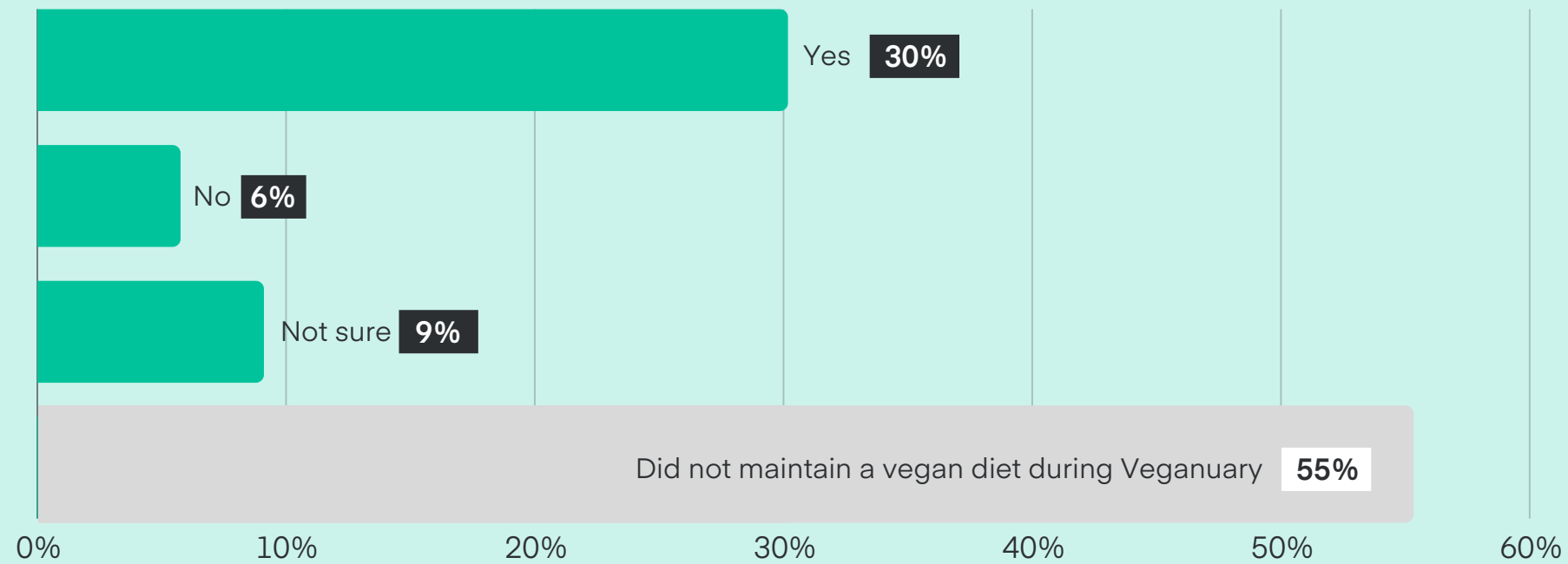
Yes **45%**

No **55%**



# AND AFTER VEGANUARY...?

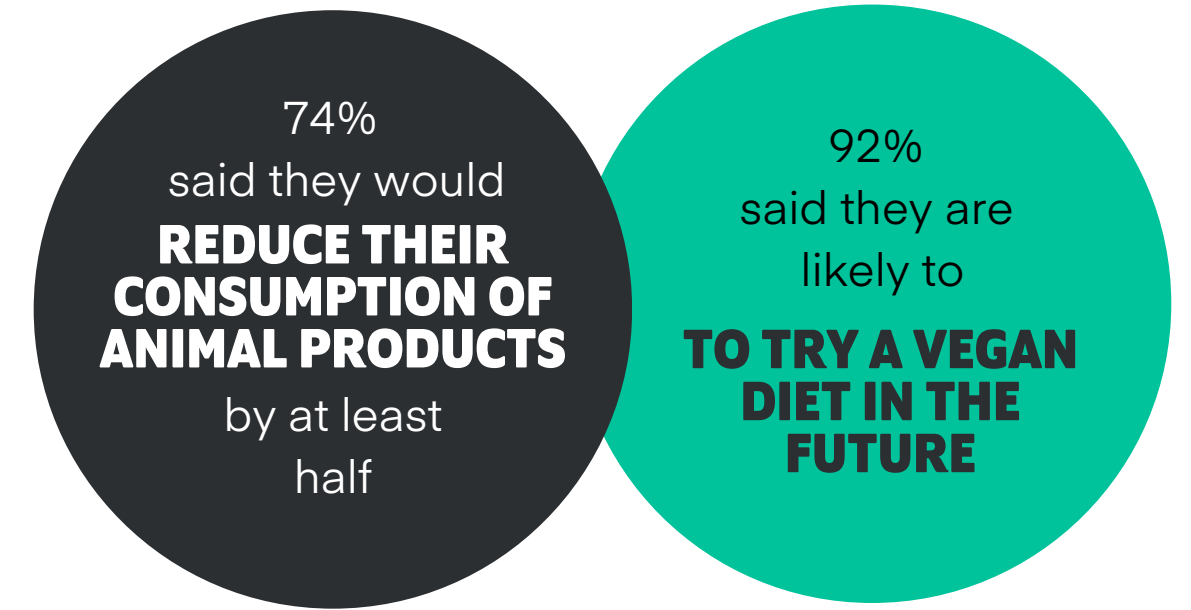
NOW YOU'VE PARTICIPATED IN VEGANUARY, DO YOU INTEND TO CONTINUE WITH A VEGAN DIET?



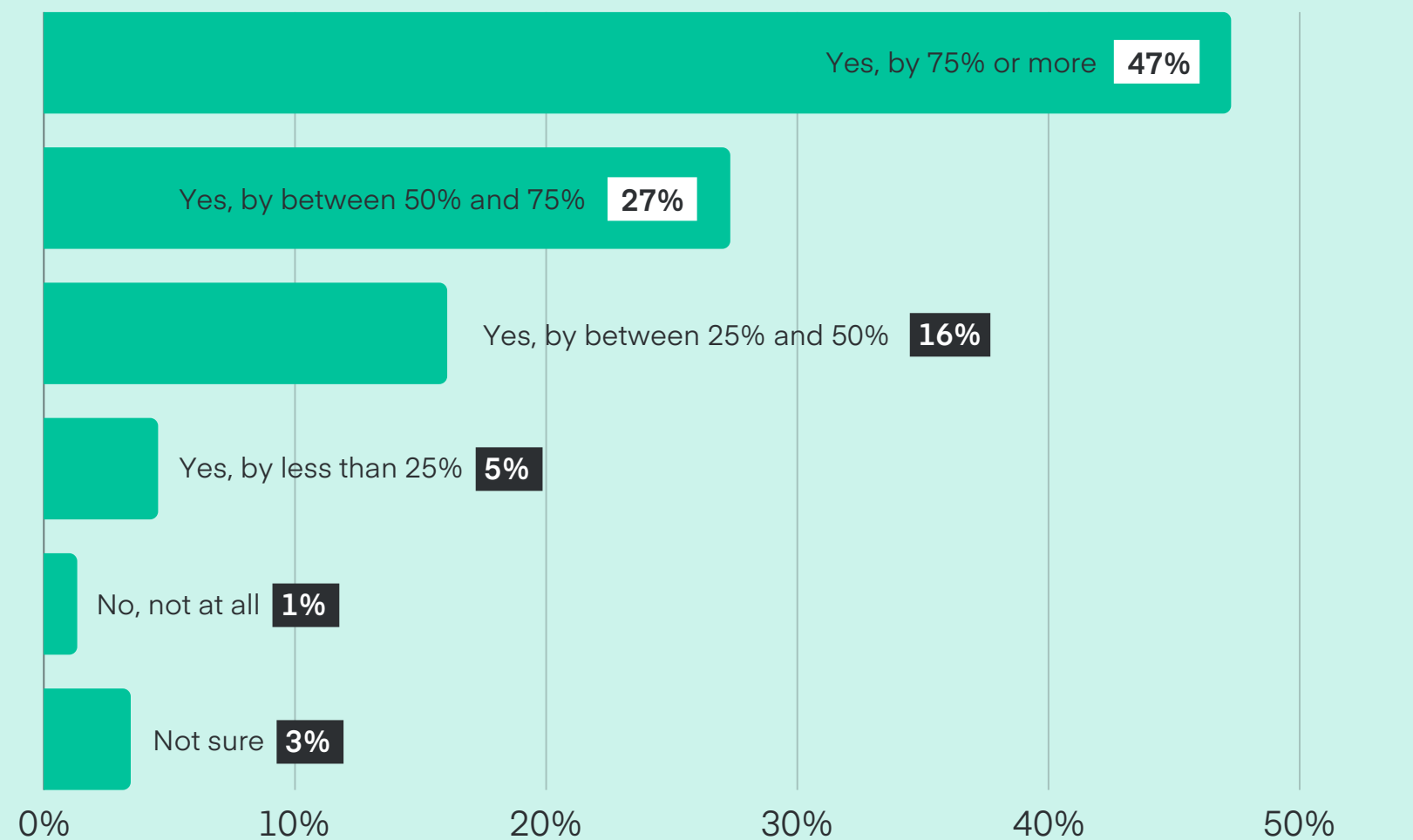
(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)

# HAS VEGANUARY INSPIRED ANY OTHER DIET CHANGE?

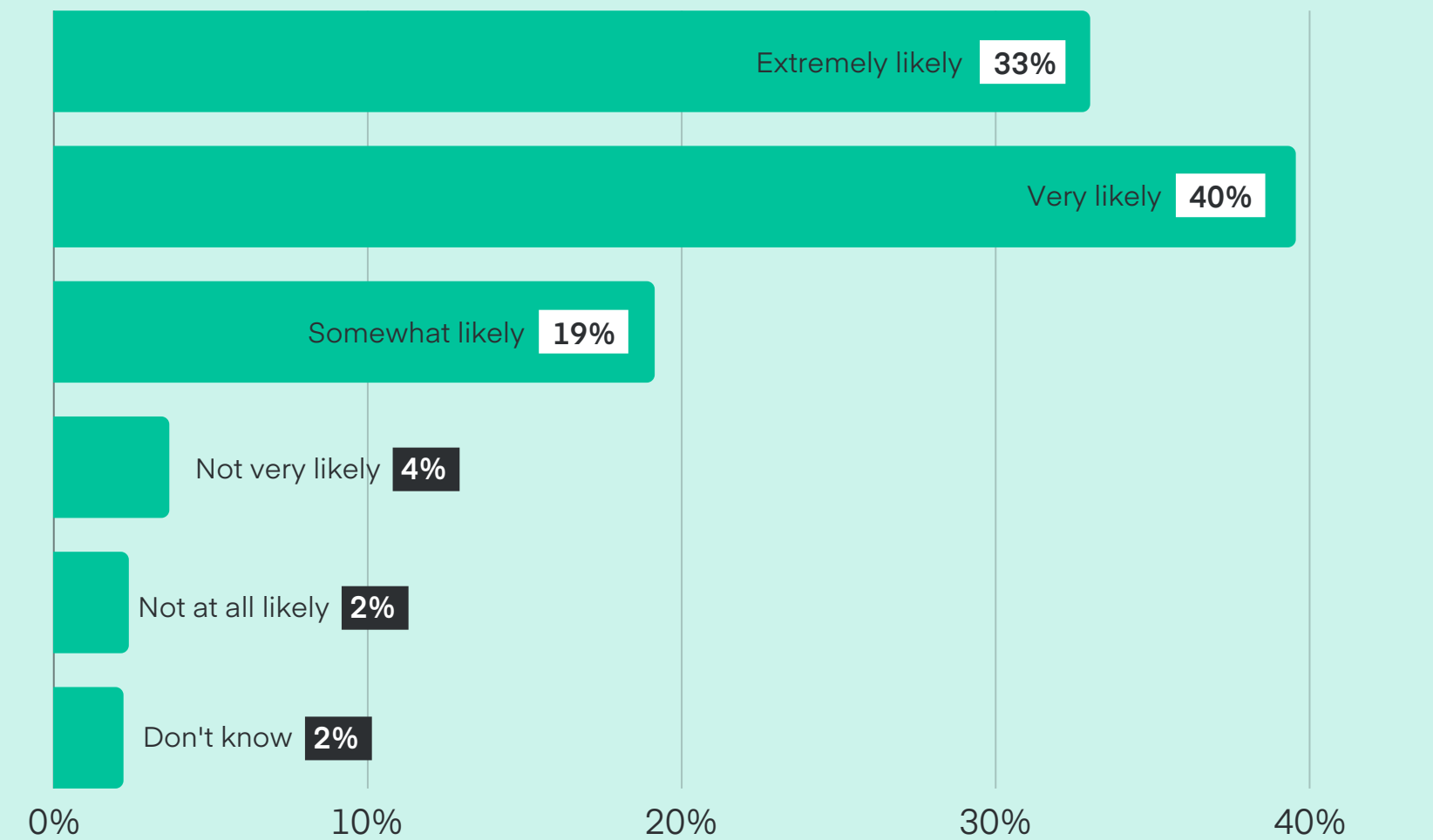
RESPONDENTS WHO SAID THEY WOULD NOT CONTINUE WITH A VEGAN DIET, OR THAT THEY WERE UNSURE, WERE ASKED...



## 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?

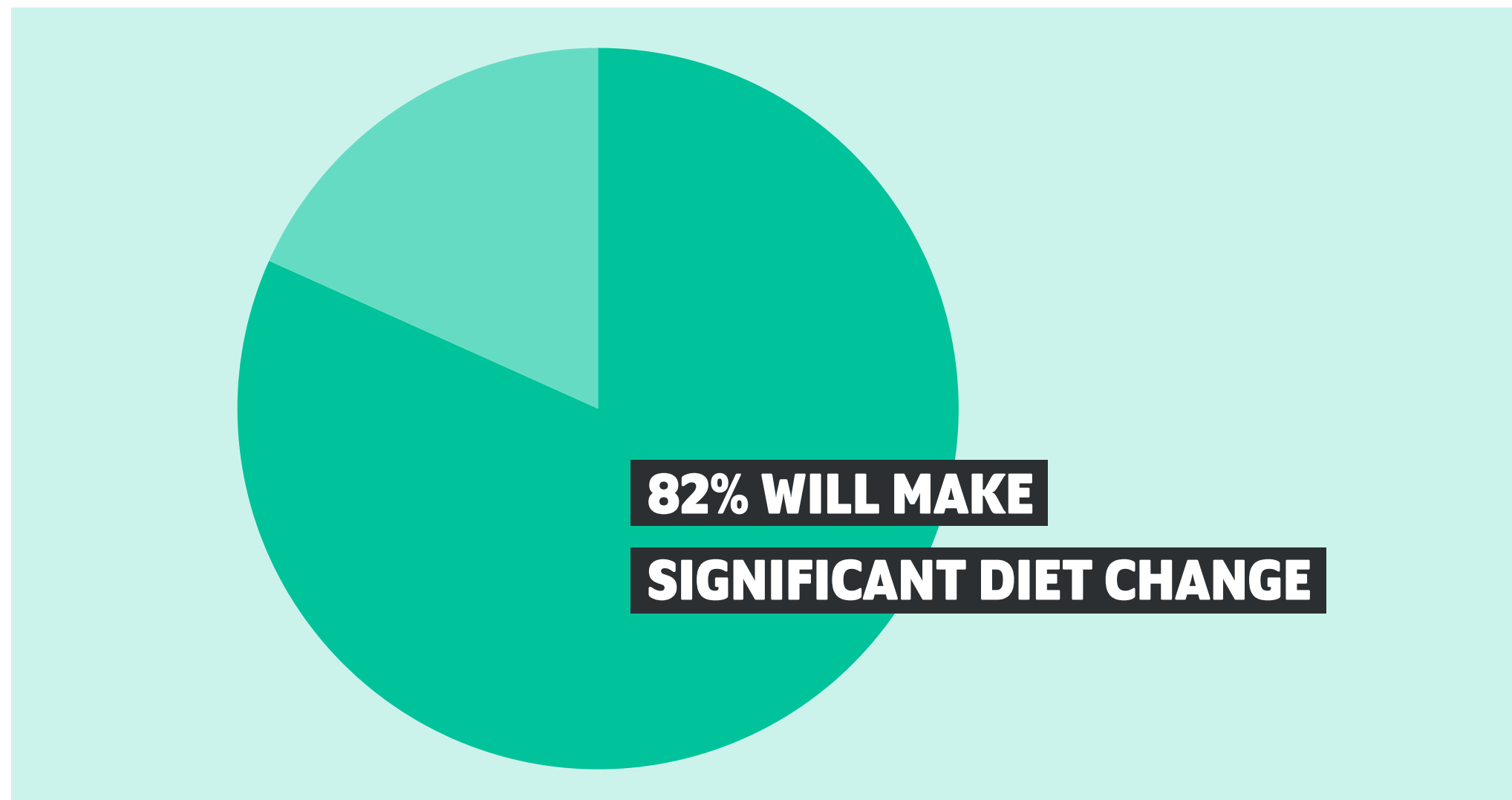


(Only participants who told us they were NOT vegan before Veganuary were asked these questions.)



# OVERALL, HOW MANY PARTICIPANTS PLAN TO MAKE A SIGNIFICANT CHANGE TO THEIR DIET AFTER VEGANUARY?

INCLUDING ALL RESPONDENTS WHO PLAN TO CONTINUE EATING VEGAN AND THOSE WHO PLAN TO REDUCE CONSUMPTION OF ANIMAL PRODUCTS BY AT LEAST HALF....



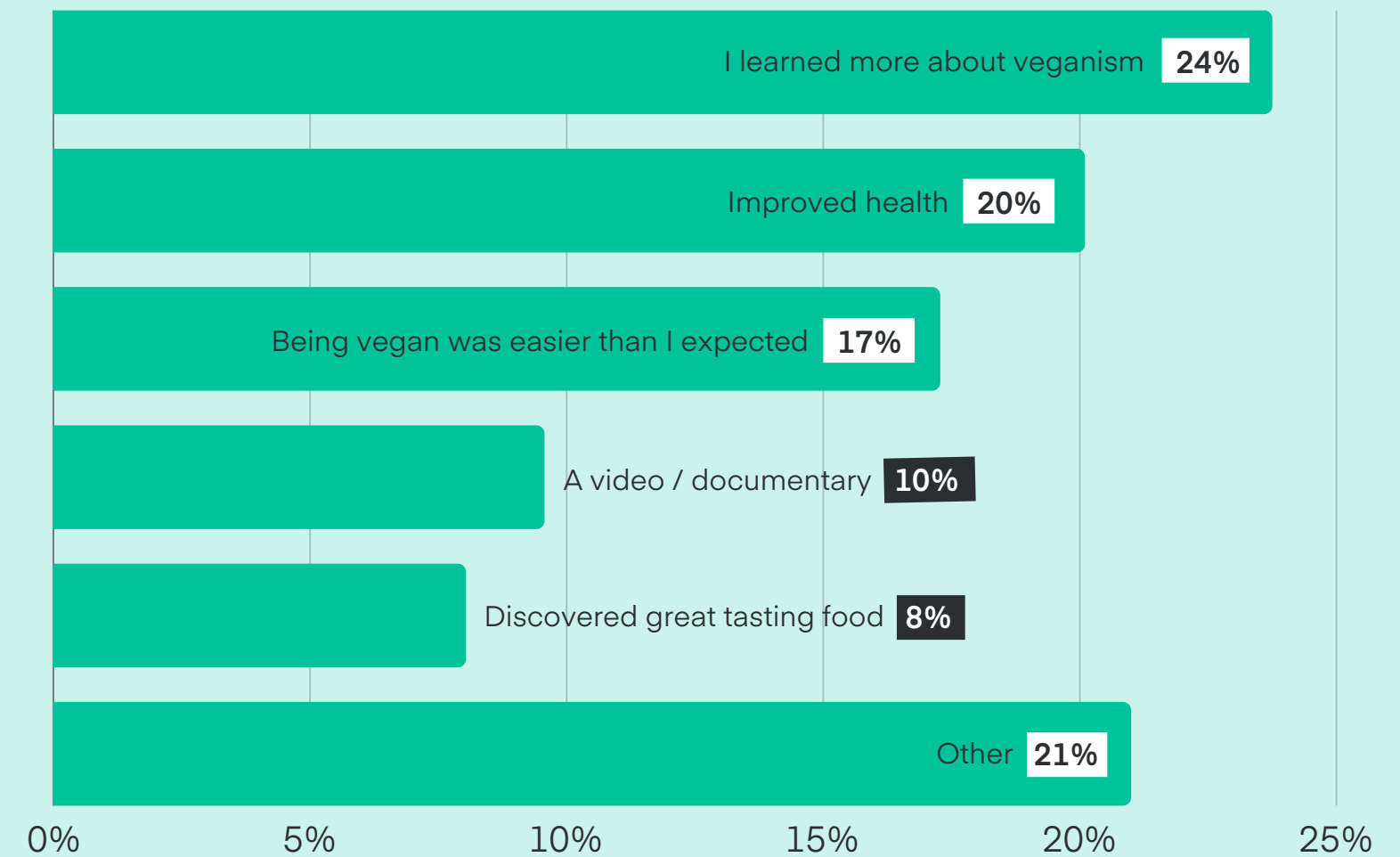


# WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

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



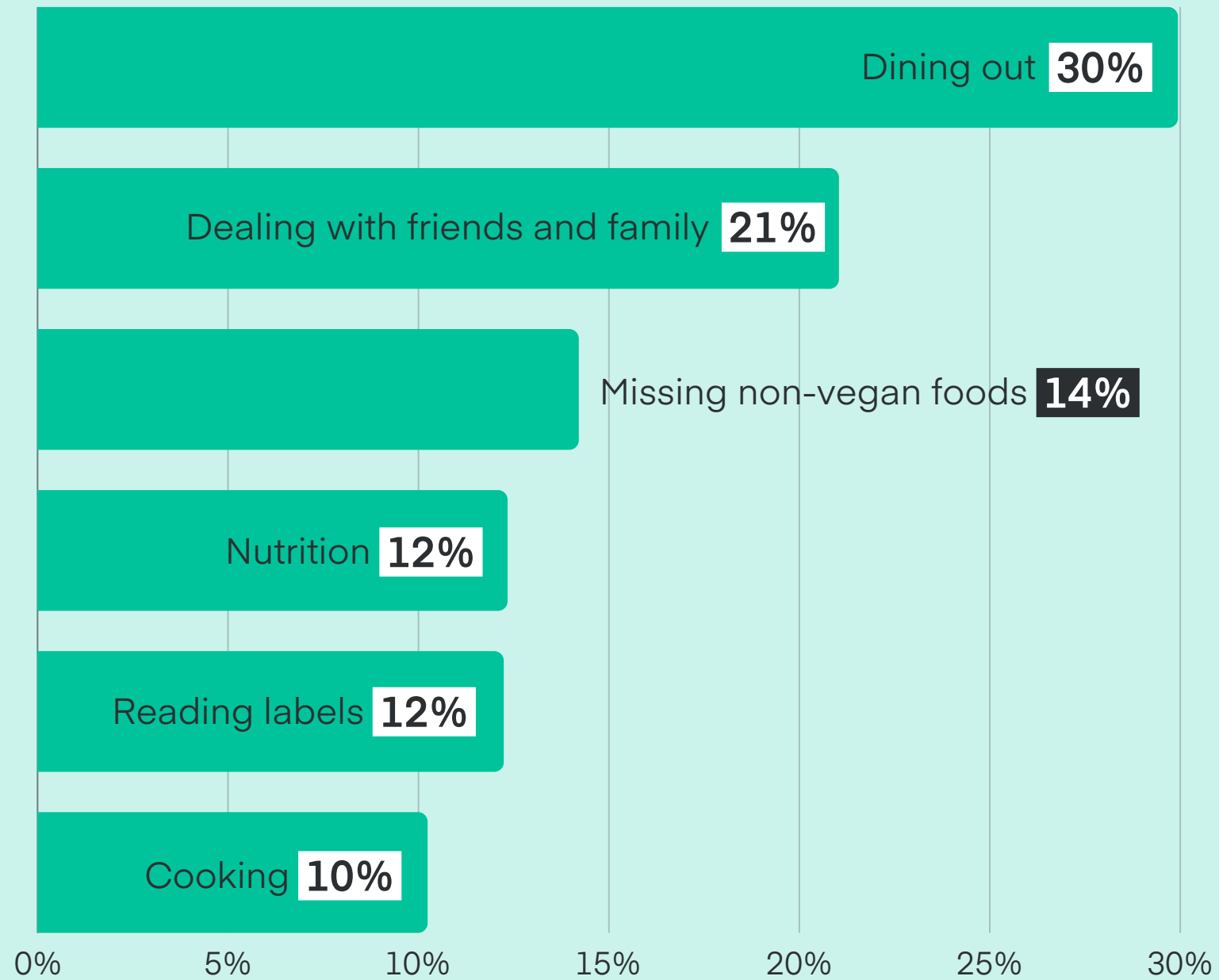
## WHAT WAS THE NUMBER ONE THING THAT INFLUENCED YOUR DECISION TO STAY VEGAN?



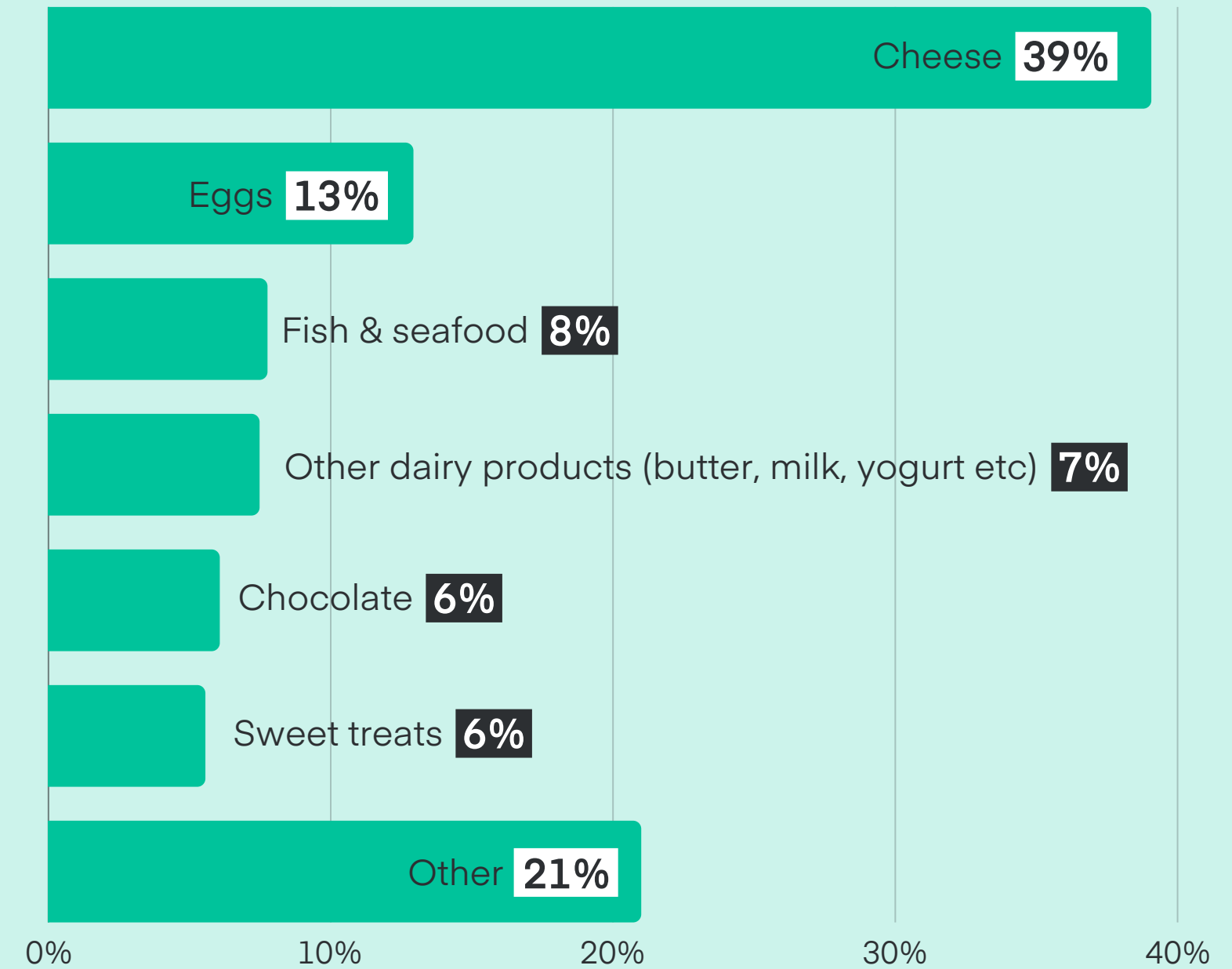
(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

# WHAT WERE THEIR BIGGEST CHALLENGES?

## WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?



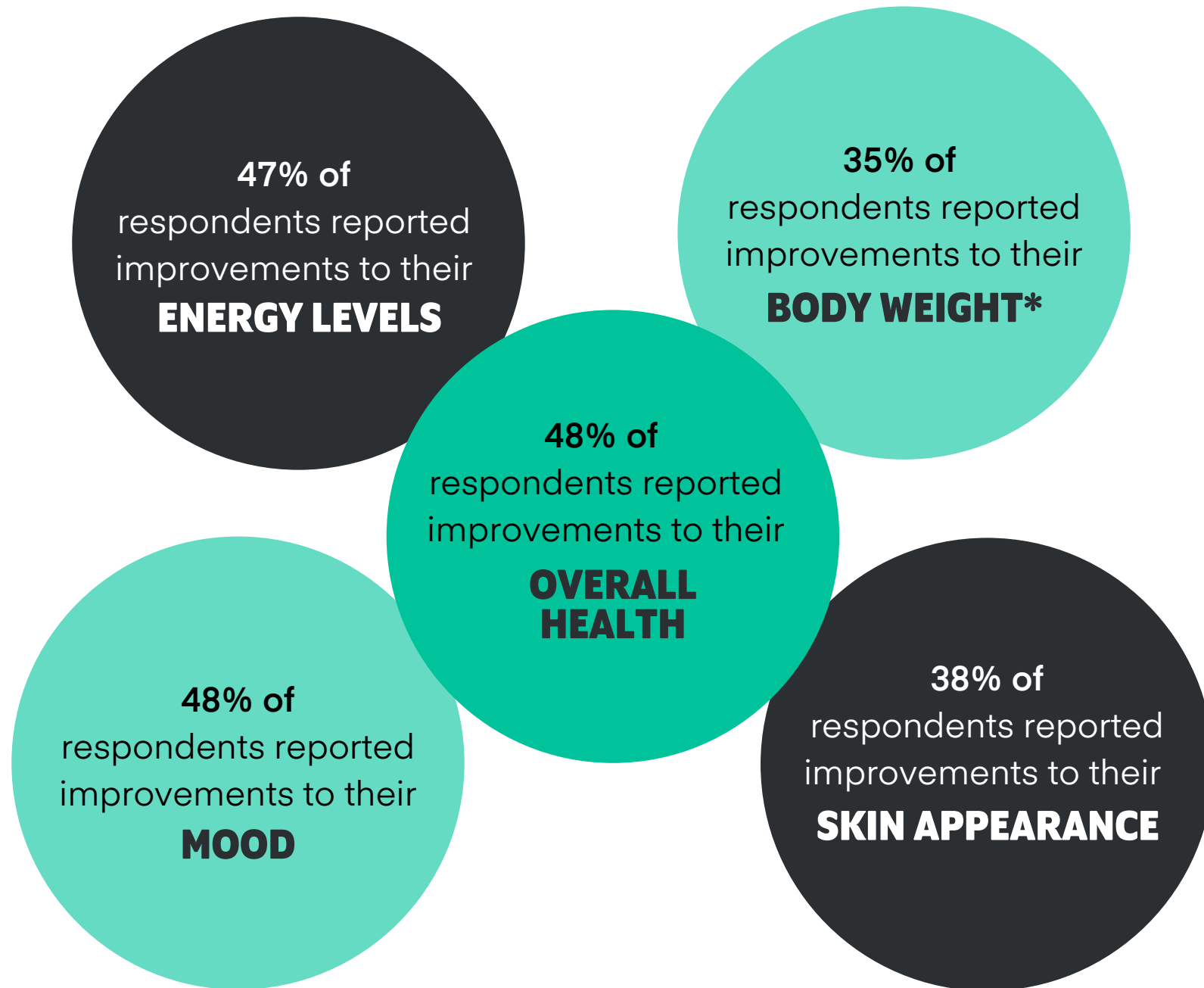
## WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING VEGANUARY?



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



# DID THEY EXPERIENCE ANY HEALTH BENEFITS?



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	14%	16%	8%	18%	11%
Improved a little	34%	31%	27%	30%	27%
No change	39%	39%	49%	40%	48%
Worsened a little	2%	5%	5%	3%	3%
Worsened significantly	0%	1%	1%	1%	0%
Don't know	11%	9%	10%	9%	11%

\*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





**VEGANUARY 2024**

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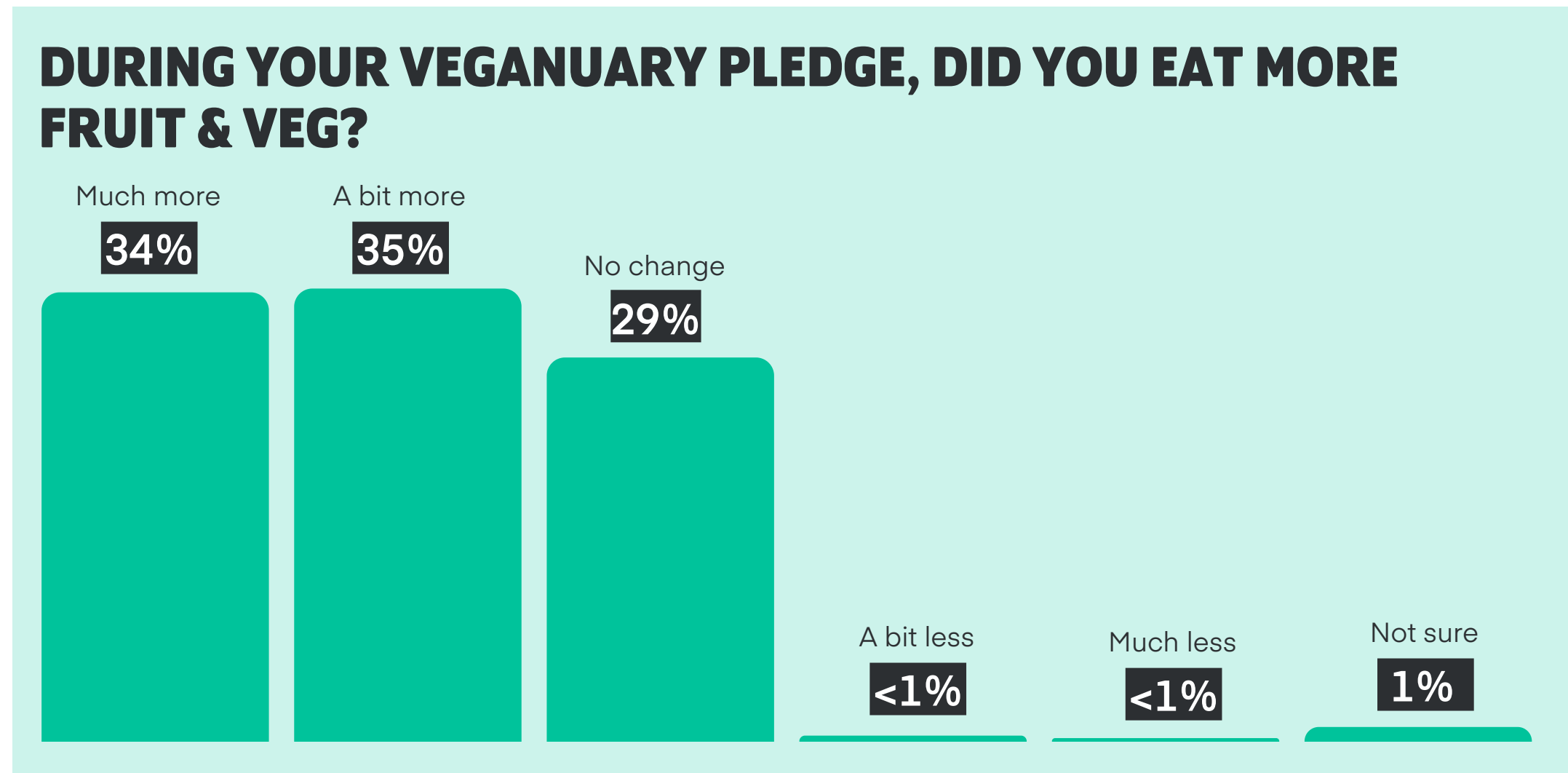
**VOTE FOR VEGGIES**



# DID VEGANUARY 2024 PARTICIPANTS VOTE FOR VEGGIES?

**WE ALSO ASKED SOME OF THE ENGLISH-SPEAKING PARTICIPANTS WHO REGISTERED TO RECEIVE OUR SUPPORT EMAILS QUESTIONS ABOUT THEIR FRUIT & VEG CONSUMPTION**

2,107 people responded to these questions.







# CROWNED THE WINNER...



**WHEN OUR PARTICIPANTS WERE ASKED ‘WHAT IS THE BEST FRUIT OR VEGETABLE?’, BROCCOLI WAS THE MOST FREQUENTLY MENTIONED...**

followed by banana, potato, avocado and mushrooms.

“ I have a new love for broccoli I could (and do) eat it almost everyday, either raw or steamed, it’s packed with so many nutrients and it’s filling. ”

“ You can steam it, oven roast it, puree it etc. You can eat it plain, add it to common meals (eg mac & cheese), even use it to make breads.’ ”





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