

VEGANUARY 

2024

SIX MONTH SURVEY

WHO TOOK PART IN VEGANUARY?



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

Six months after they participated, this survey was sent to 277,000 participants who took part by receiving 31 days of support emails. We invited them to tell us about their experiences in the intervening period. 5,931 people responded.



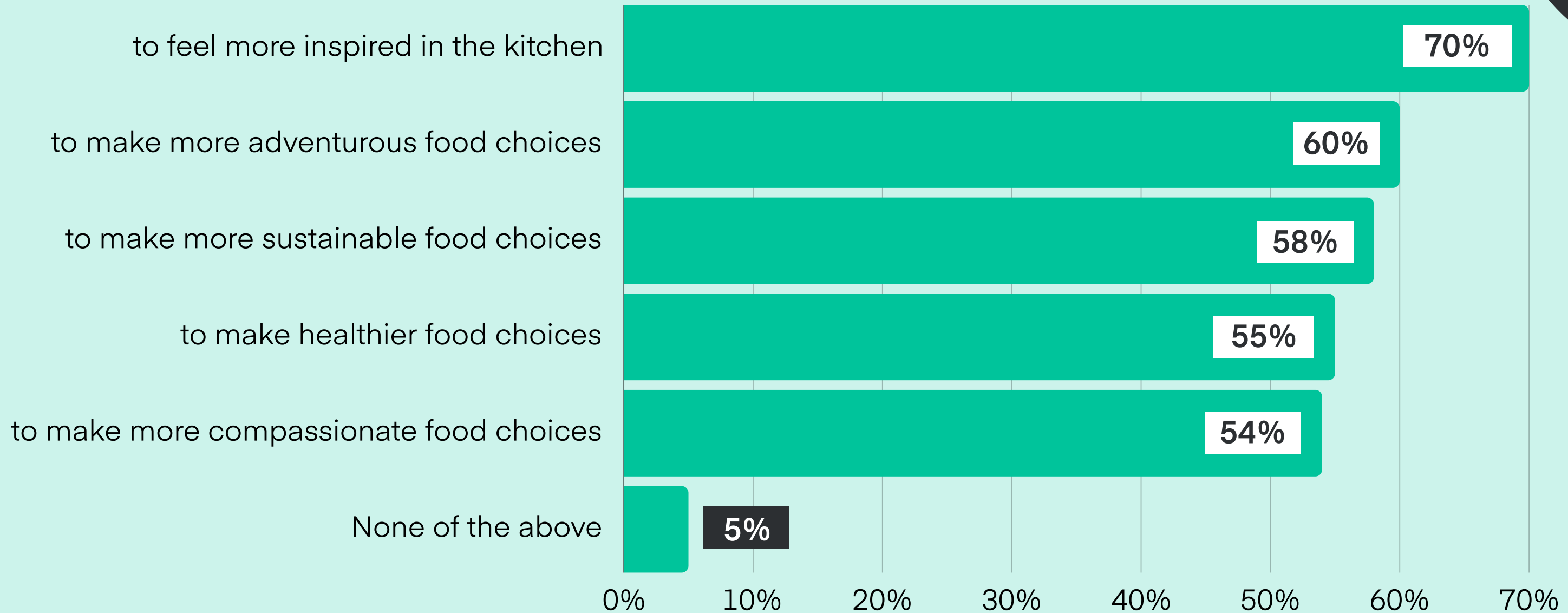
HERE'S WHAT THEY TOLD US...

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

HOW DID VEGANUARY HELP THEM?

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

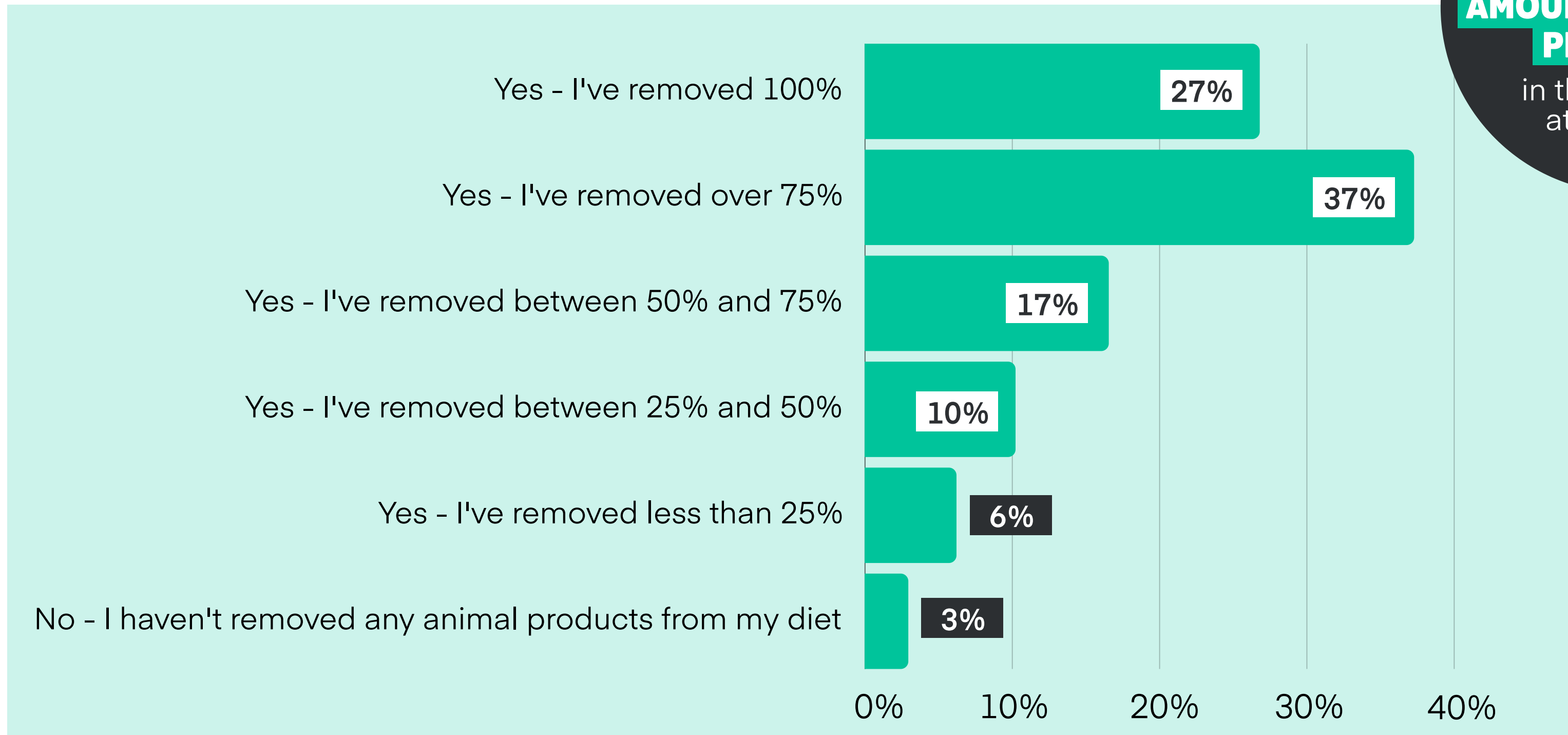
VEGANUARY HELPED ME...



70% say they feel **MORE INSPIRED IN THE KITCHEN** since Veganuary.

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

81% say they have **REDUCED THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half.

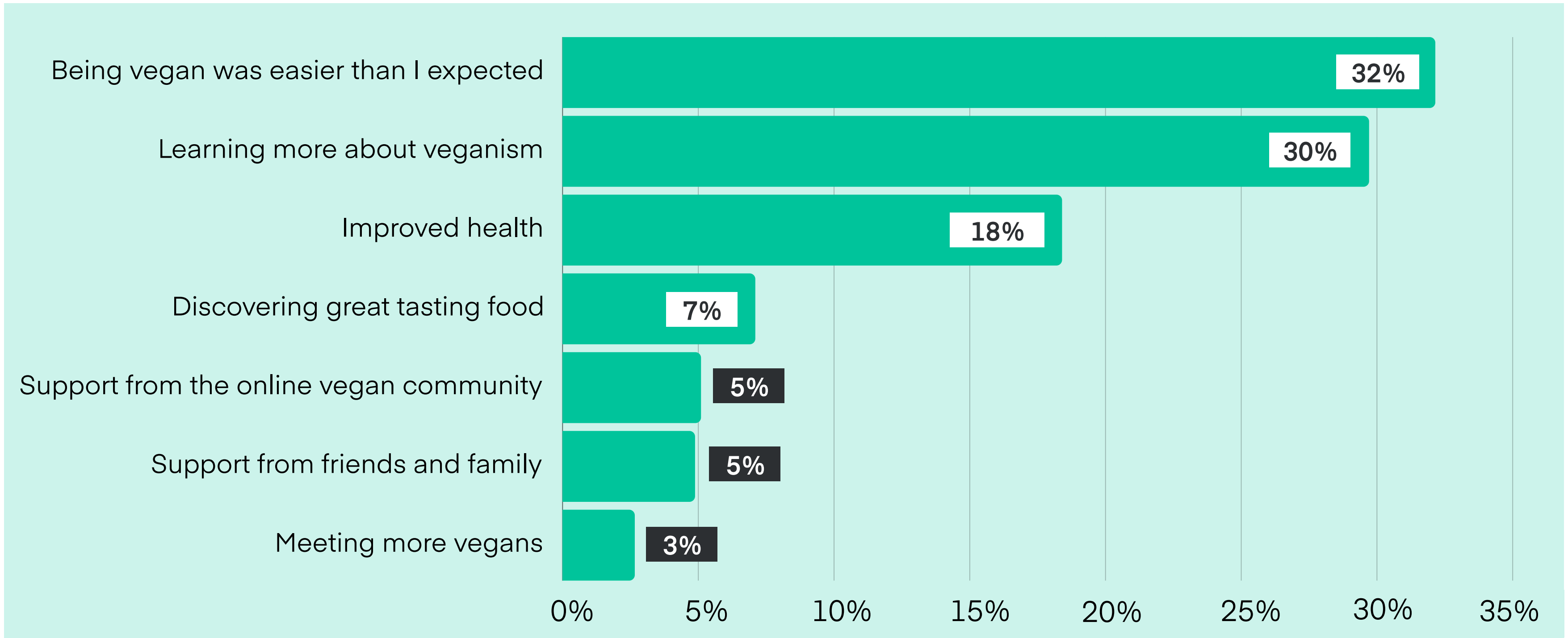


Only participants who told us they were NOT vegan before Veganuary were asked this question.

**PARTICIPANTS
WHO HAVE**

STAYED VEGAN...

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

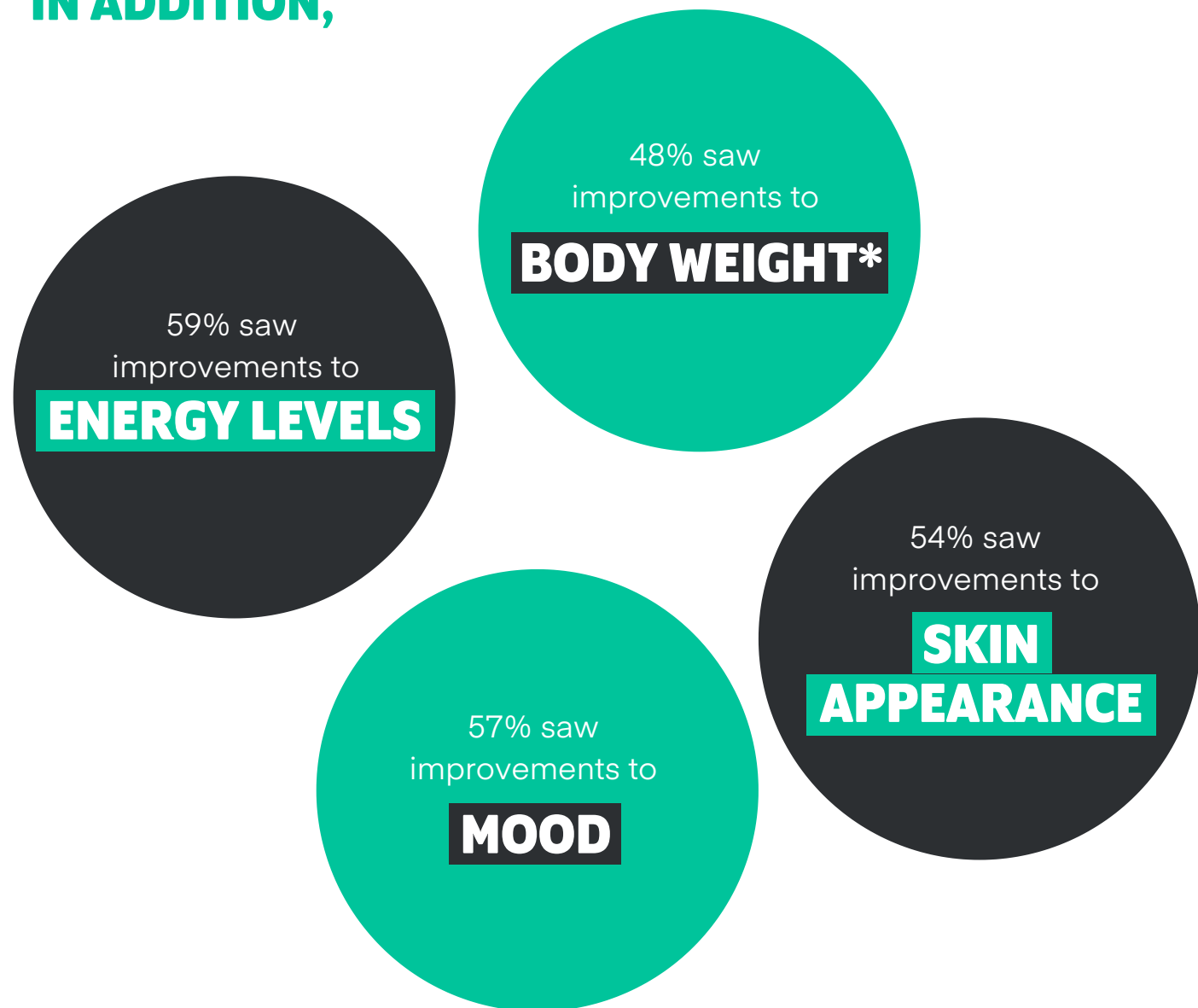


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HAVE THEY EXPERIENCED ANY HEALTH CHANGES?

65% OF RESPONDENTS SAW IMPROVEMENTS TO THEIR **OVERALL HEALTH**

IN ADDITION,



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	29%	26%	18%	28%	24%
Improved a little	36%	33%	30%	29%	30%
No change	27%	31%	40%	36%	37%
Worsened a little	2%	5%	8%	2%	4%
Worsened significantly	1%	1%	1%	0%	1%
Not sure	6%	5%	2%	5%	4%

*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.

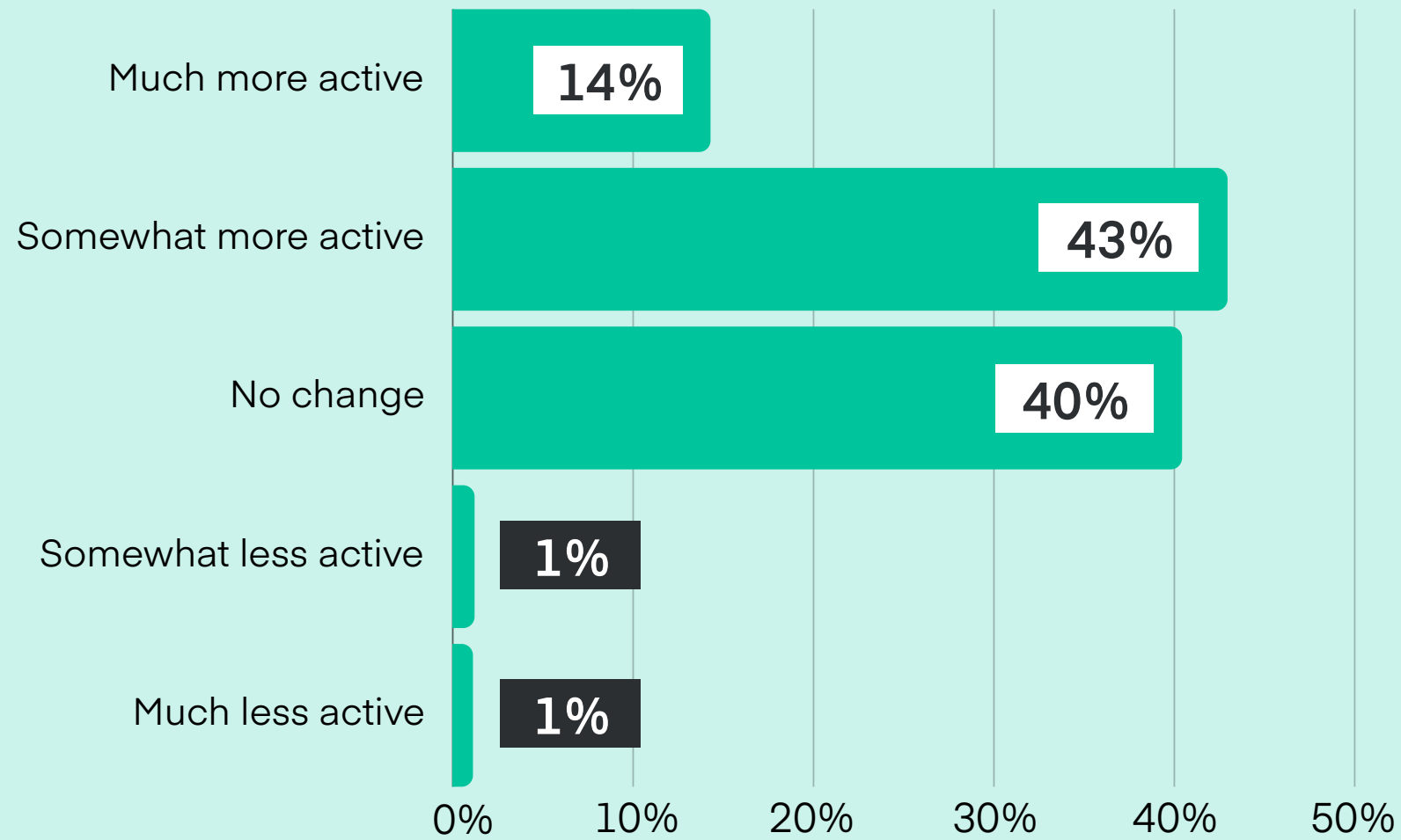
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HAVE THEY BEEN **MORE ACTIVE** IN PROMOTING VEGANISM?

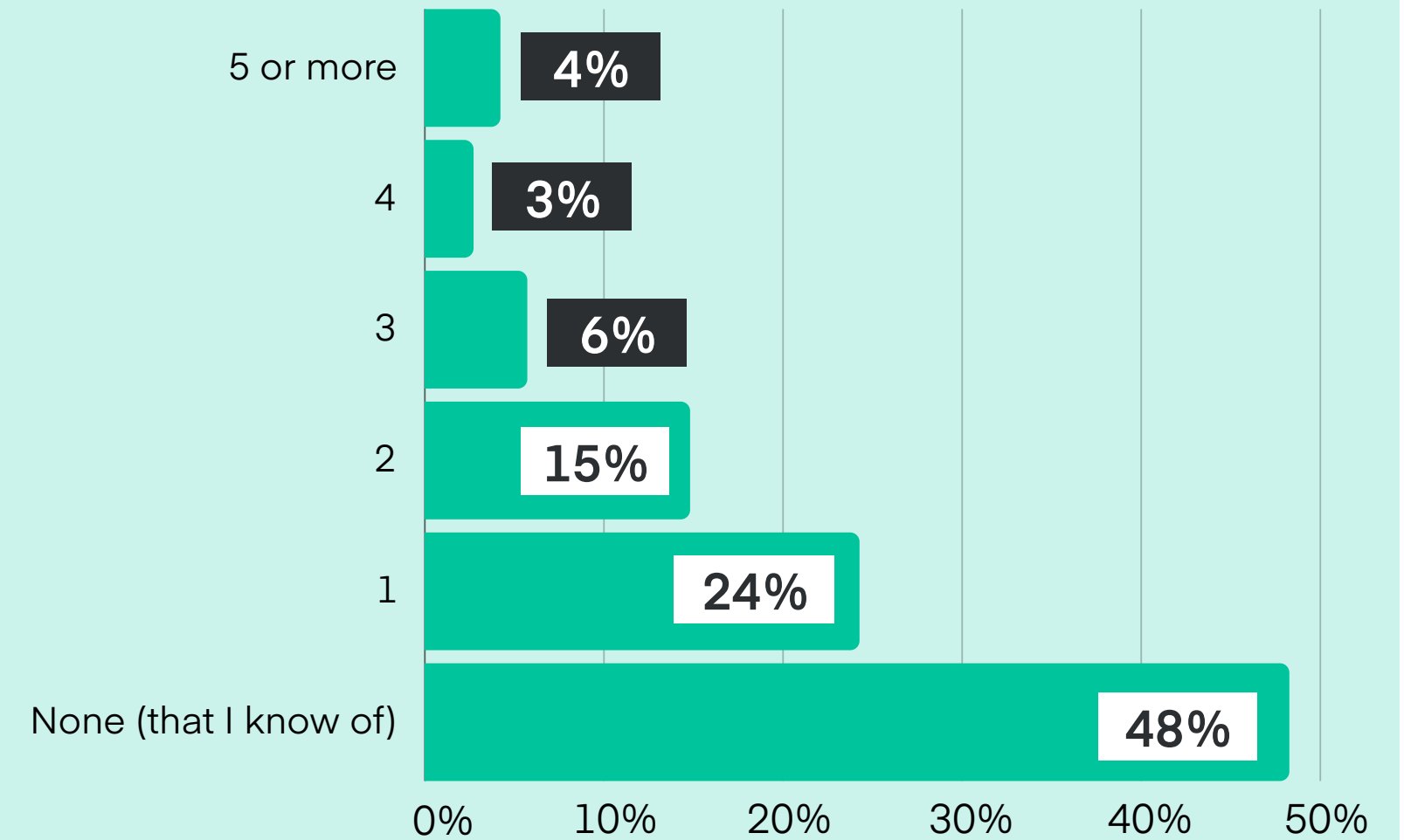
57% have been **MORE ACTIVE** in promoting veganism.

52% 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?



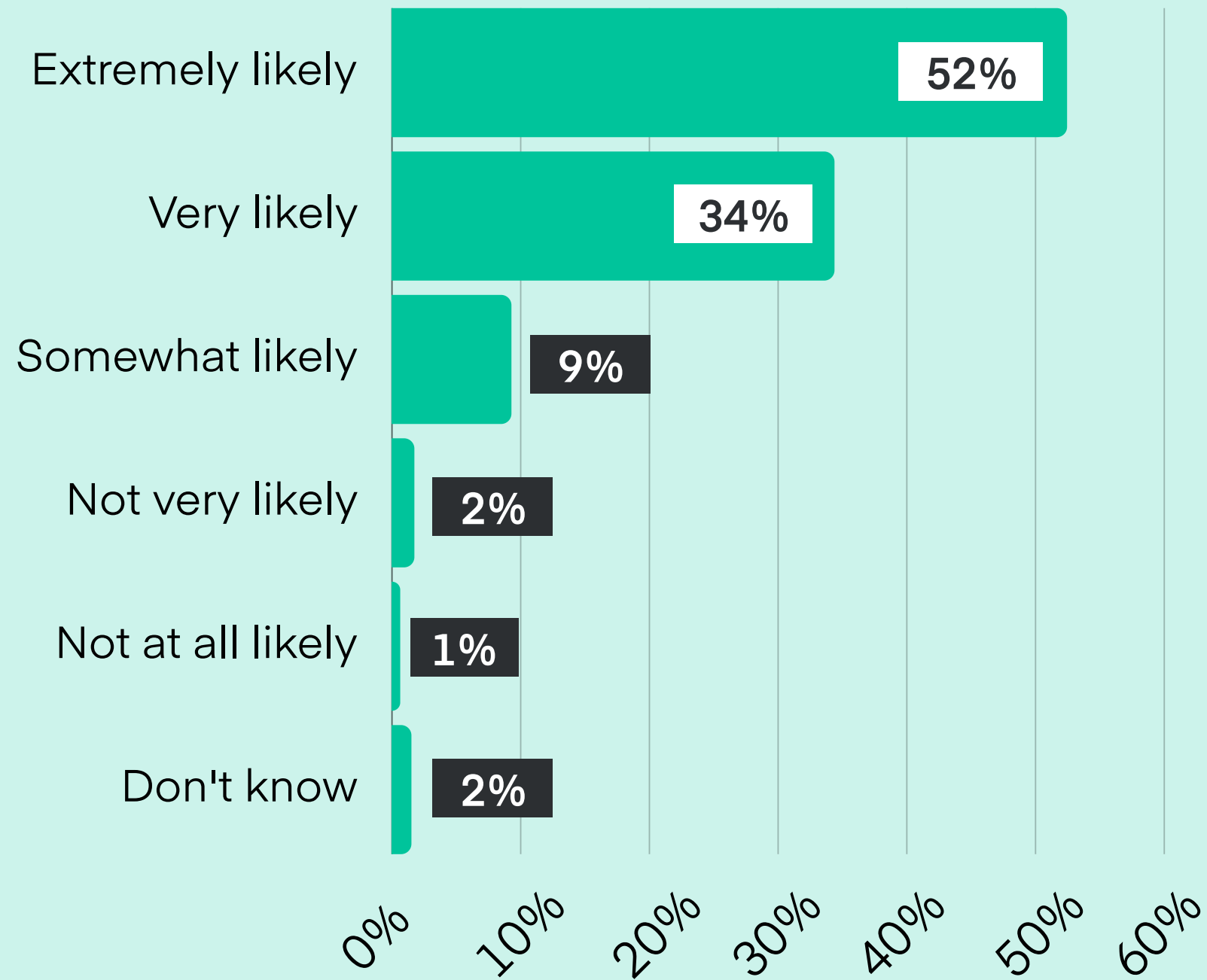
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**PARTICIPANTS
WHO HAVEN'T**

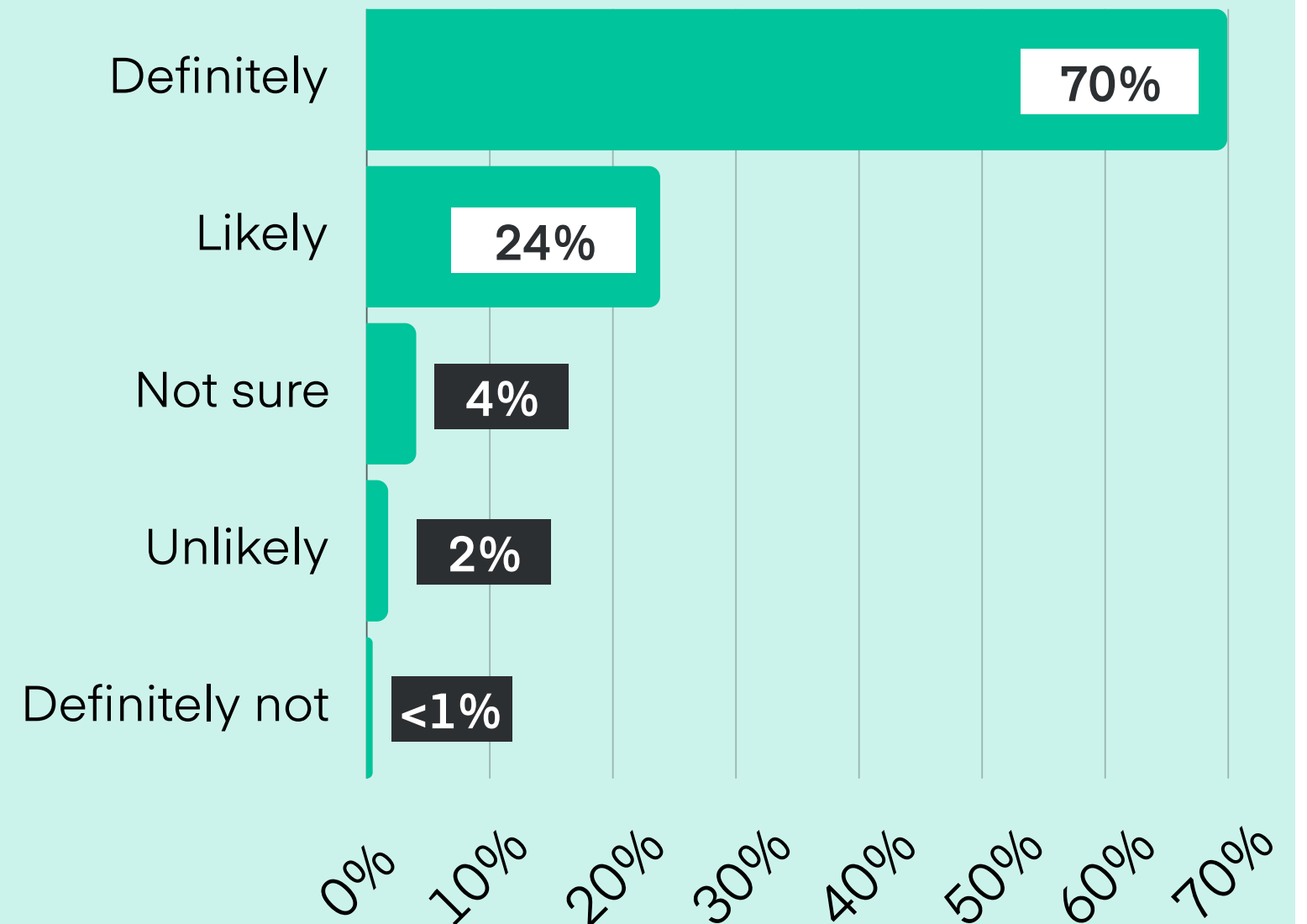
STAYED VEGAN...

WILL THEY TRY VEGAN AGAIN?

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



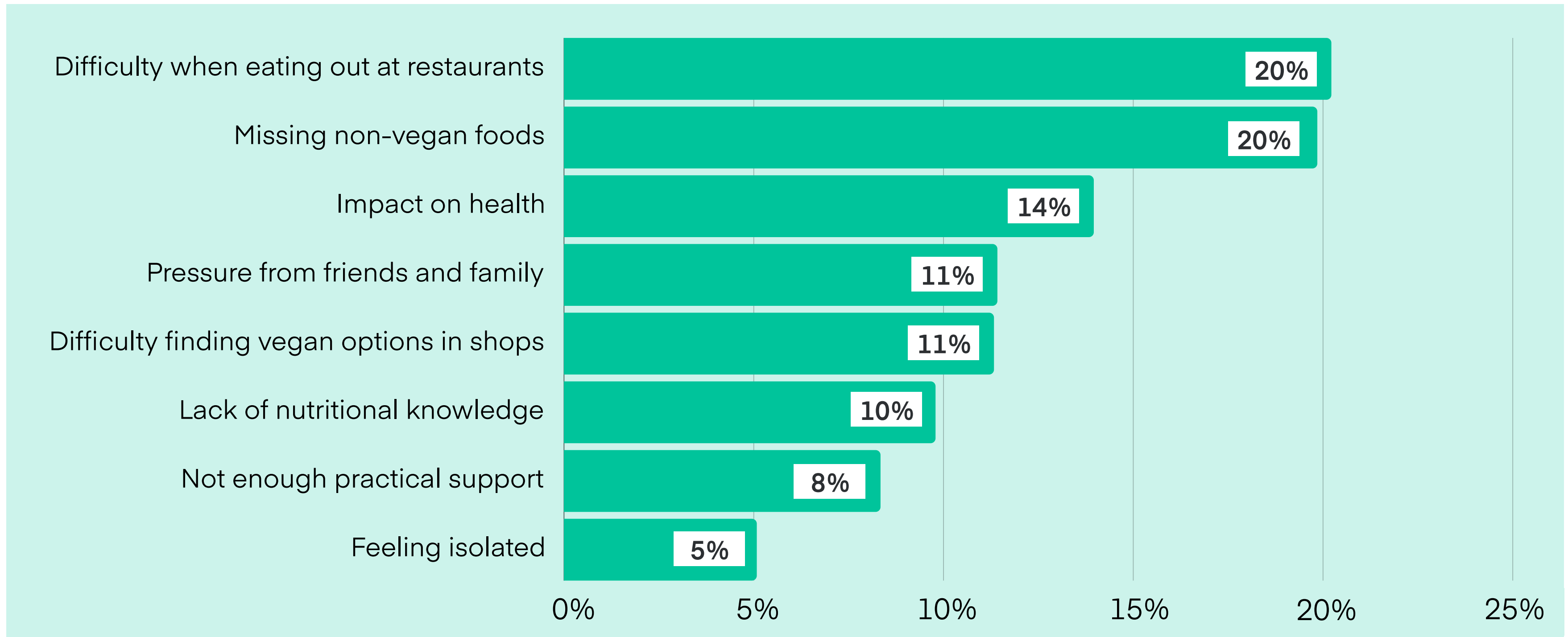
WOULD YOU CONSIDER TRYING VEGAN FOR 31 DAYS AGAIN WITH VEGANUARY?



89% 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 ONE** 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'm becoming more conscious of the world and myself...questioning more, listening more. I now have more energy and support the causes I empathise with. I can't believe it took me 40 years to go from vegetarian to vegan! Yay!

“ I am more aware of what's inside the food I eat and eat mostly whole foods and non processed foods.

“ I'm trying a lot of new foods! I had never had tofu before trying vegan and now I love it. I am also a baker and it's been fun to work out the science of vegan baking and how to get the results I want.

Feedback from Veganuary 2024 six month survey respondents.