



**VEGANUARY** ✓

**2023**



**OFFICIAL PARTICIPANT SURVEY**





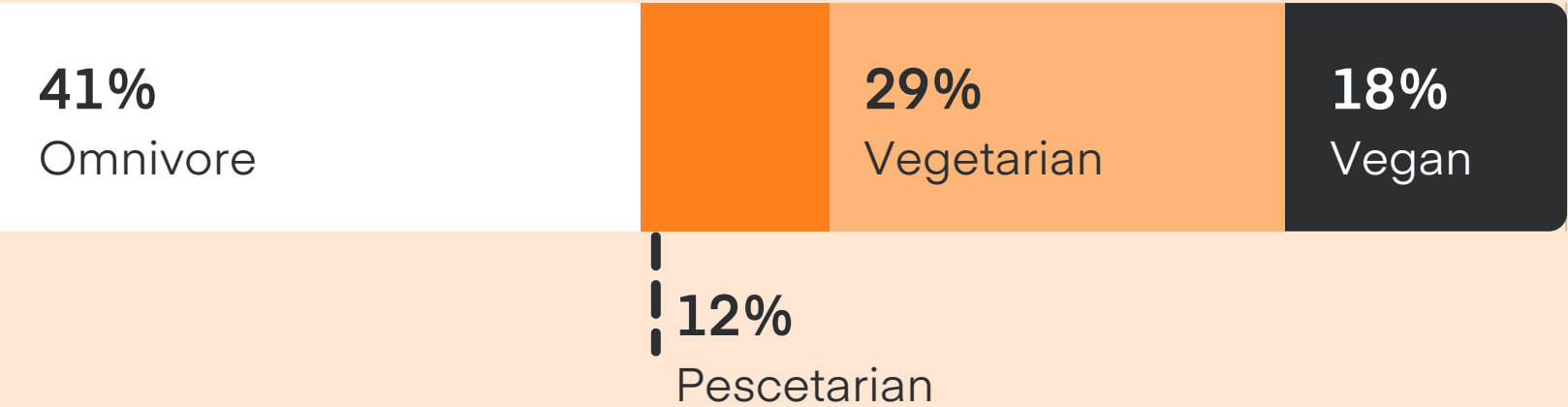
# WHO TOOK PART IN VEGANUARY?

**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).

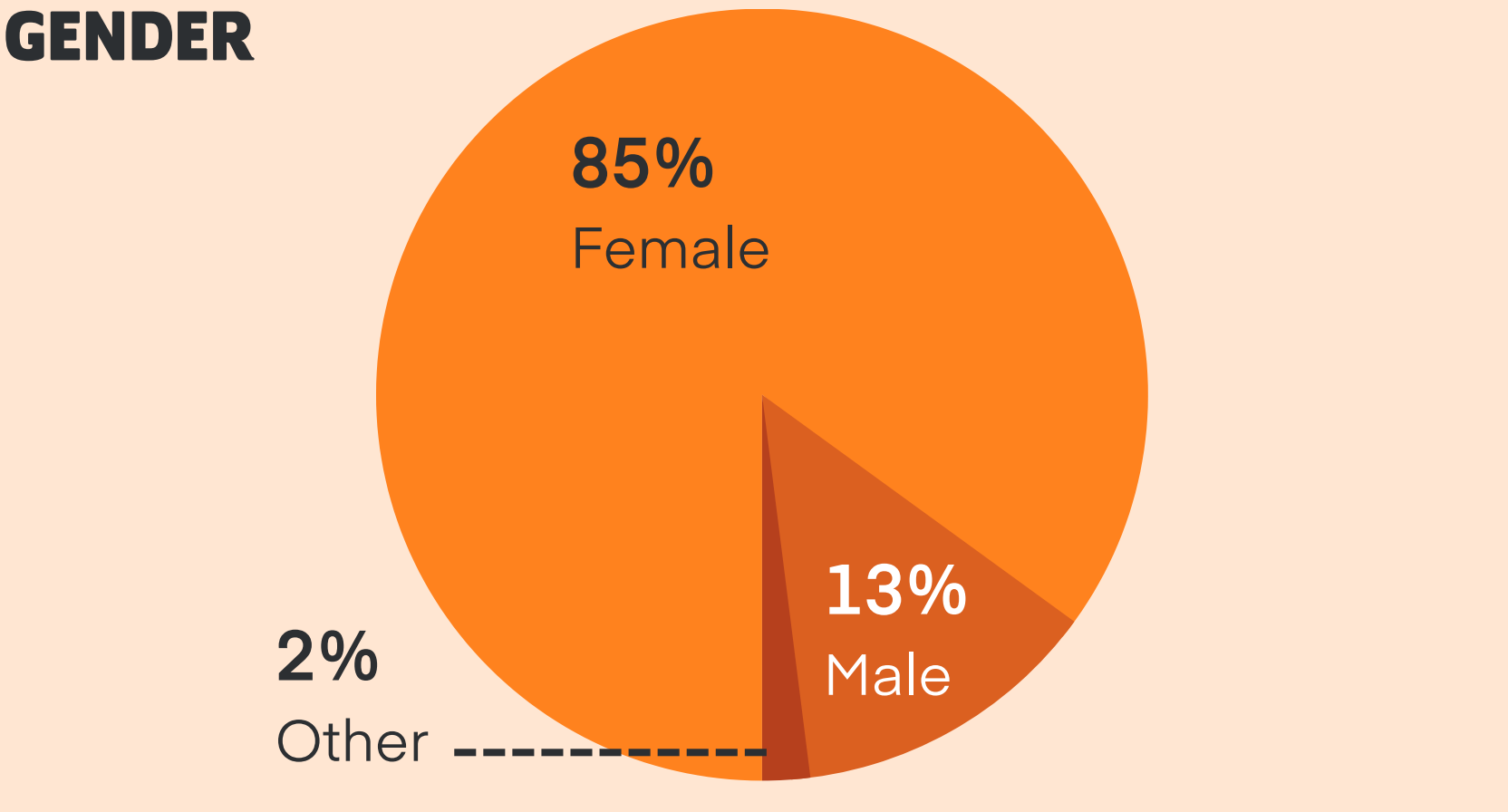
**HERE'S WHAT THEY TOLD US...**

## DIET BEFORE VEGANUARY

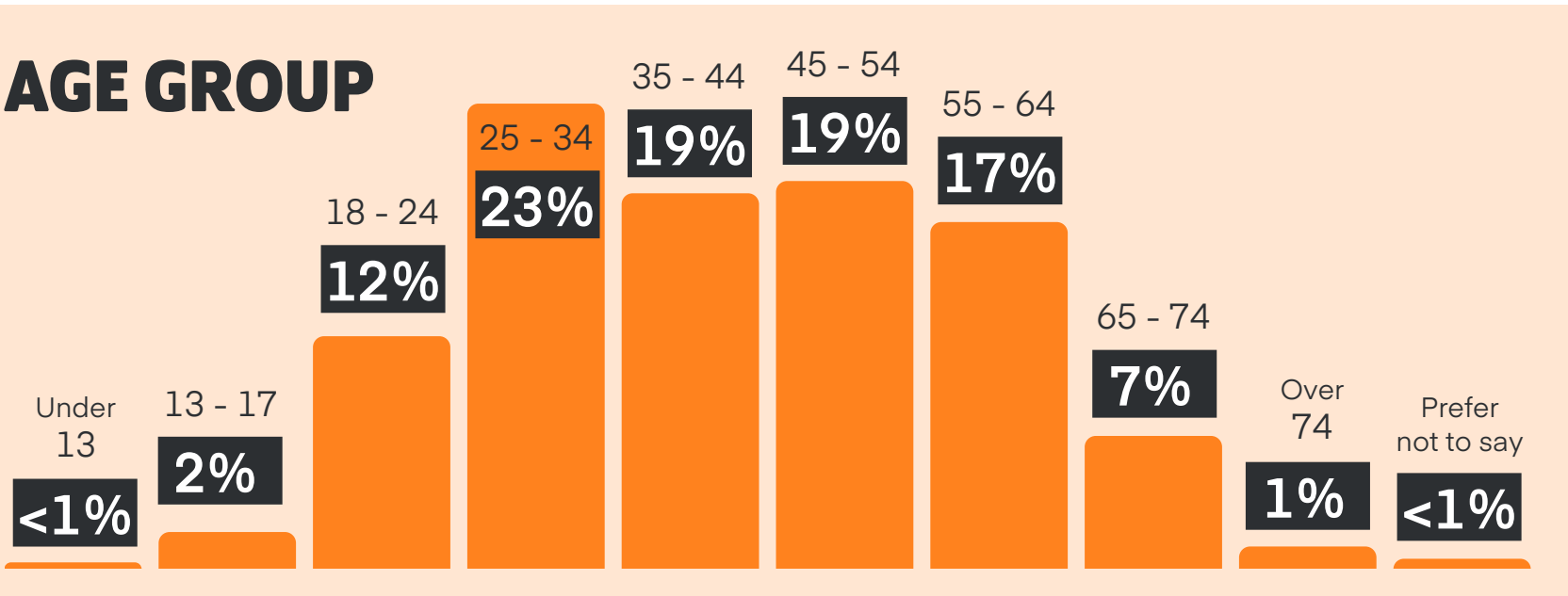


*\*This doesn't include the many people who took part in Veganuary without signing up on the Veganuary website. For instance, a YouGov survey found that 4% of the UK population had taken part in Veganuary during January 2023. These survey results only reflect the feedback of official sign-ups.*

## GENDER



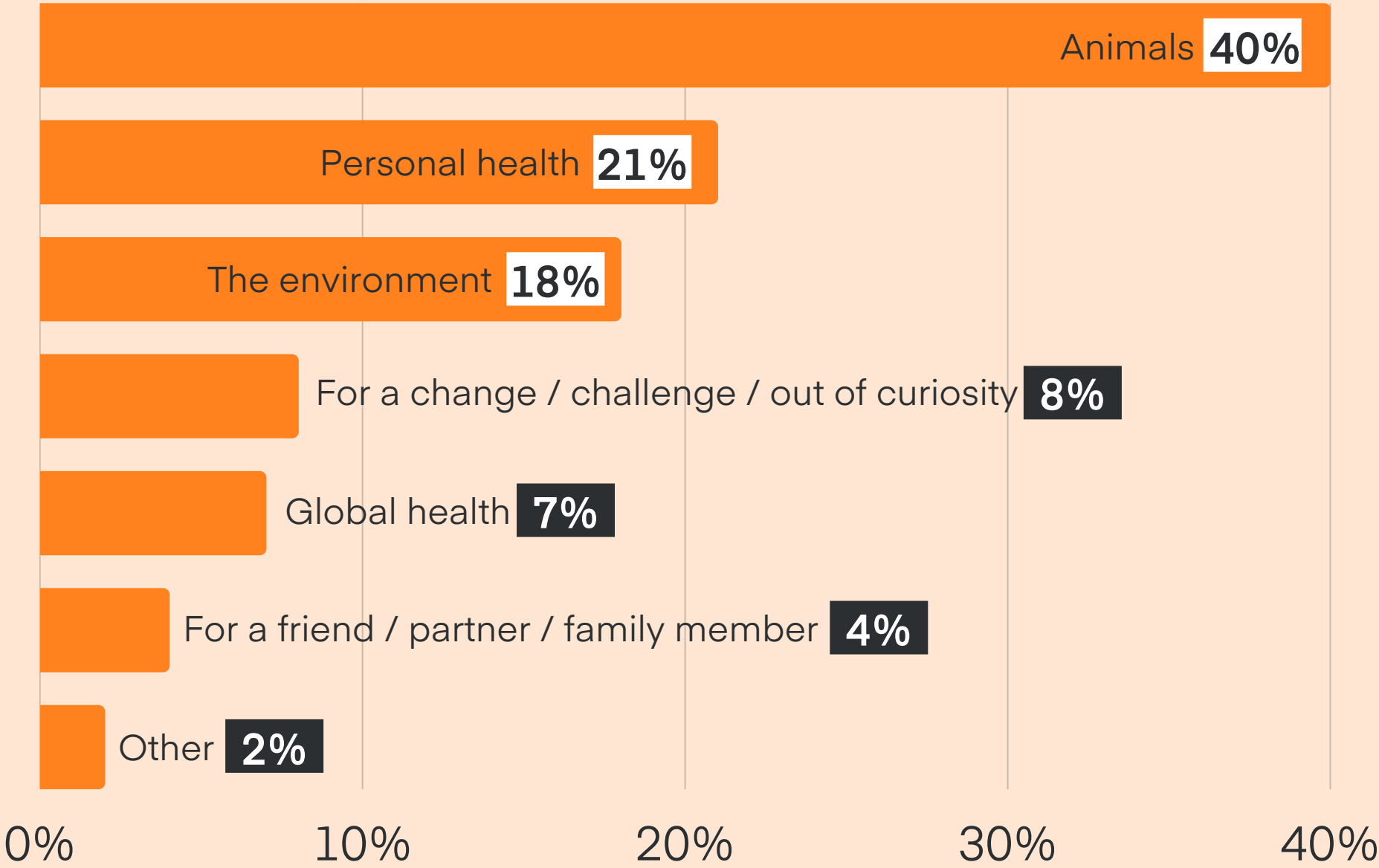
## AGE GROUP





# WHY DID THEY WANT TO TRY EATING VEGAN?

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



\*Respondents were asked this question after completing their month-long vegan challenge.





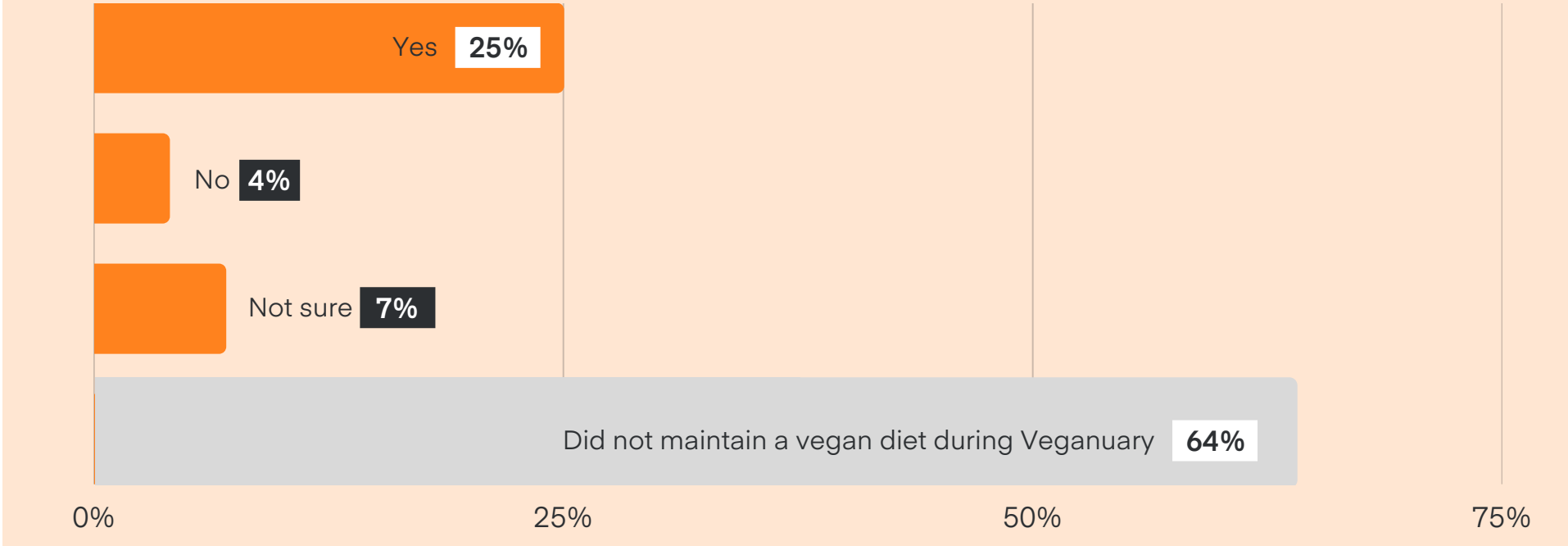
# DID THEY MAINTAIN A VEGAN DIET DURING VEGANUARY..?

DID YOU MAINTAIN A VEGAN DIET DURING VEGANUARY?



# 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.)



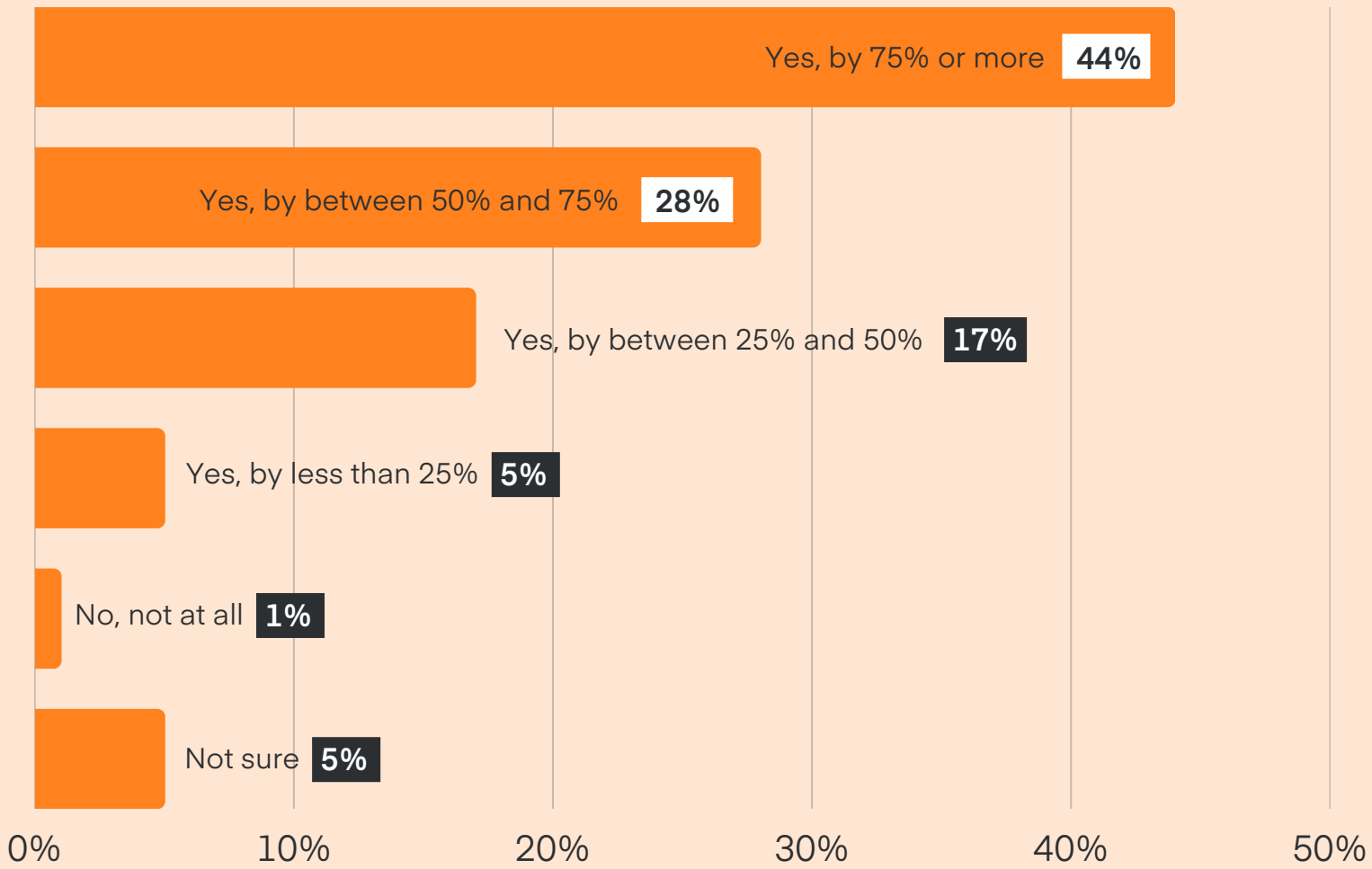
# HAS VEGANUARY INSPIRED ANY OTHER DIET CHANGE?

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...

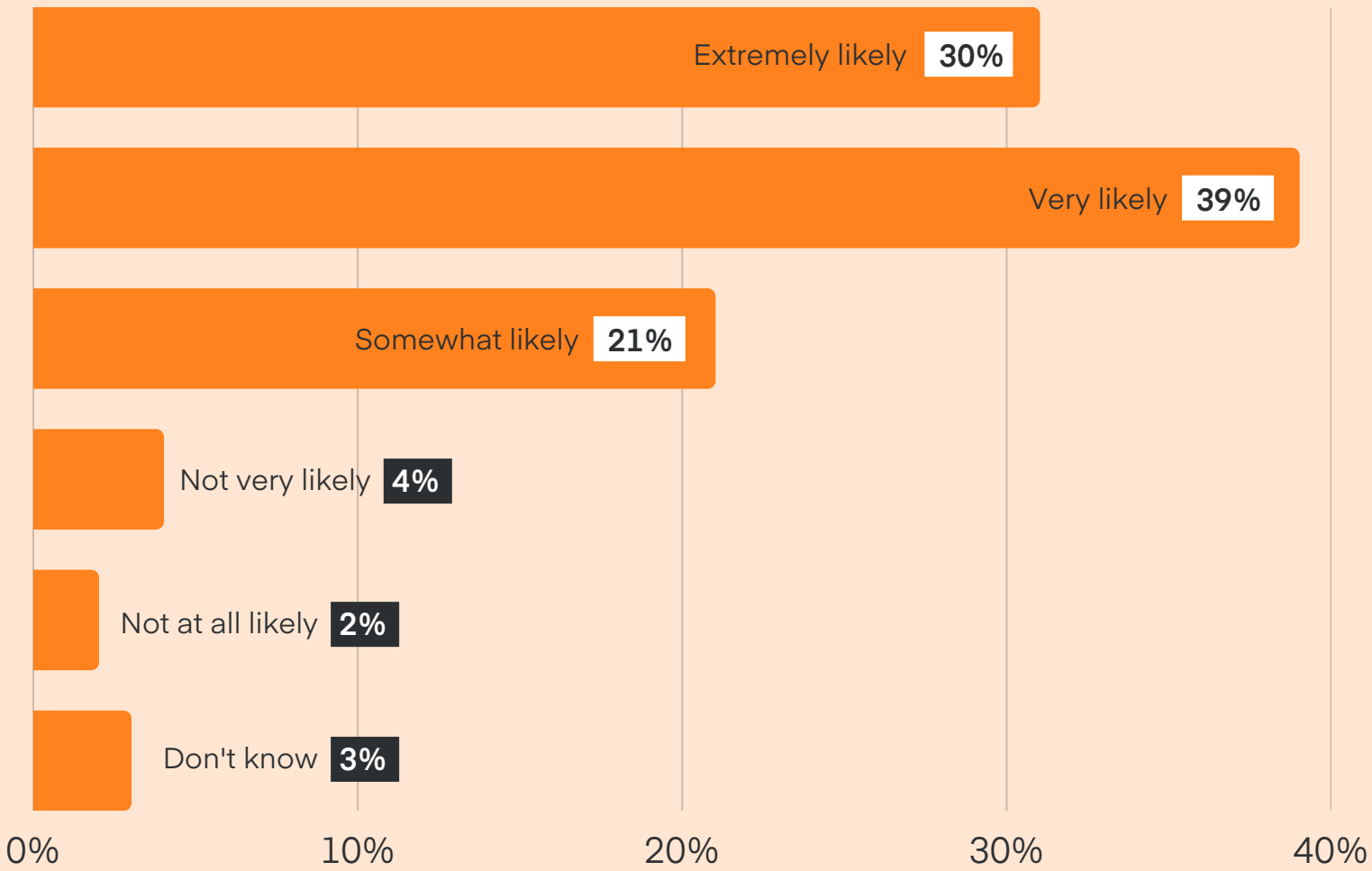
72%  
said they would  
**REDUCE THEIR CONSUMPTION OF ANIMAL PRODUCTS**  
by at least half

90%  
said they are 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?



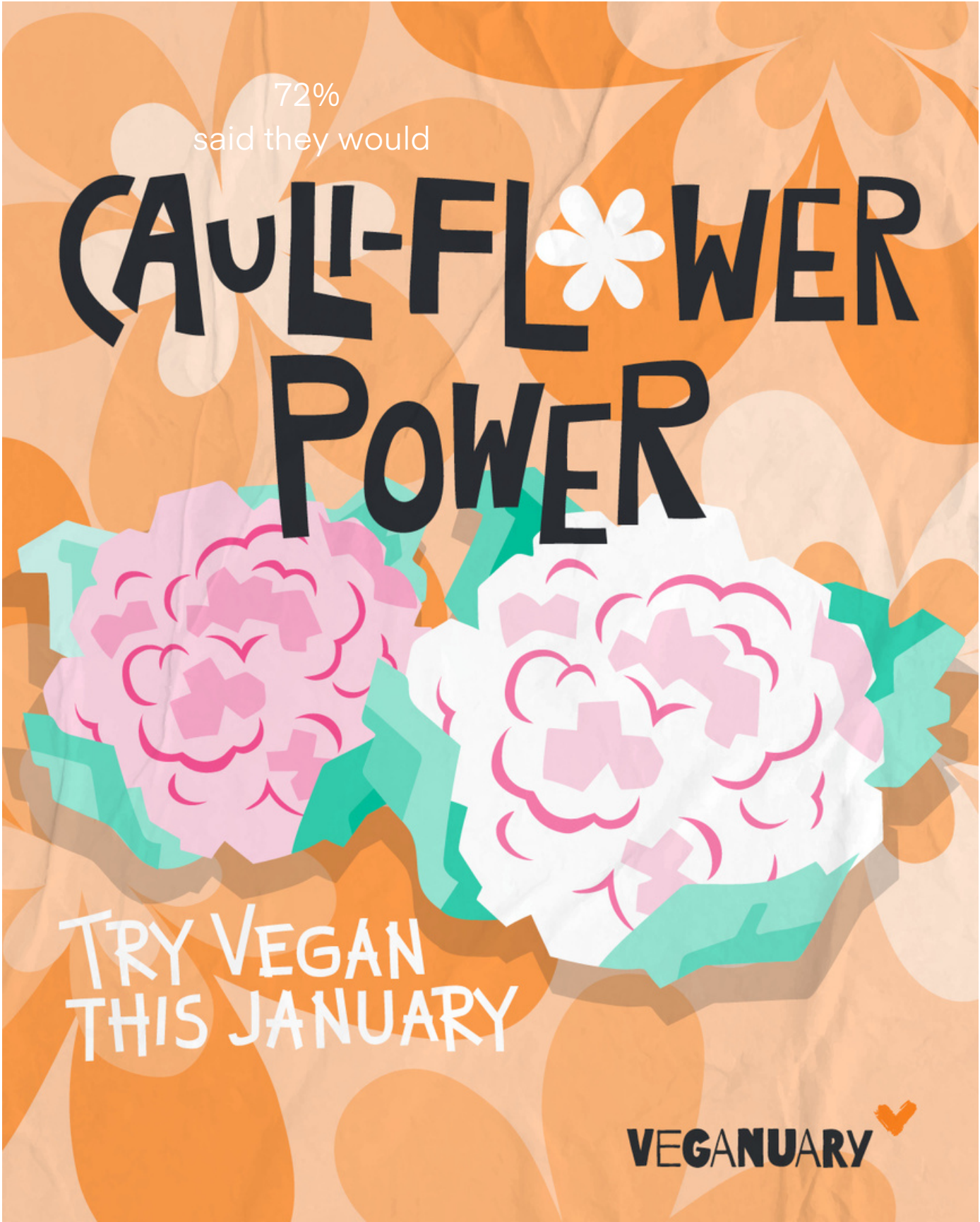
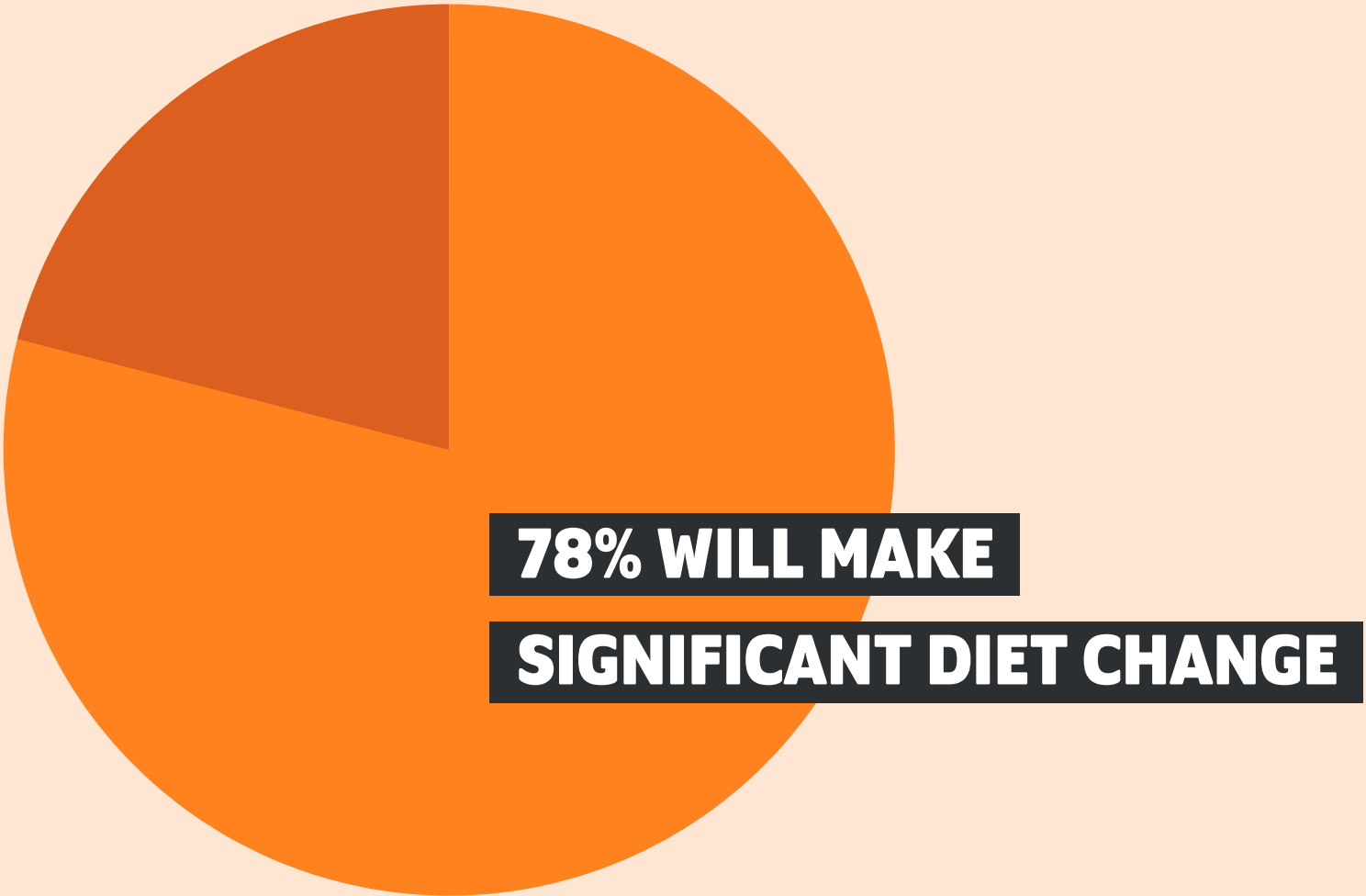
## HOW LIKELY ARE YOU TO TRY A VEGAN DIET AGAIN IN THE FUTURE?



(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...



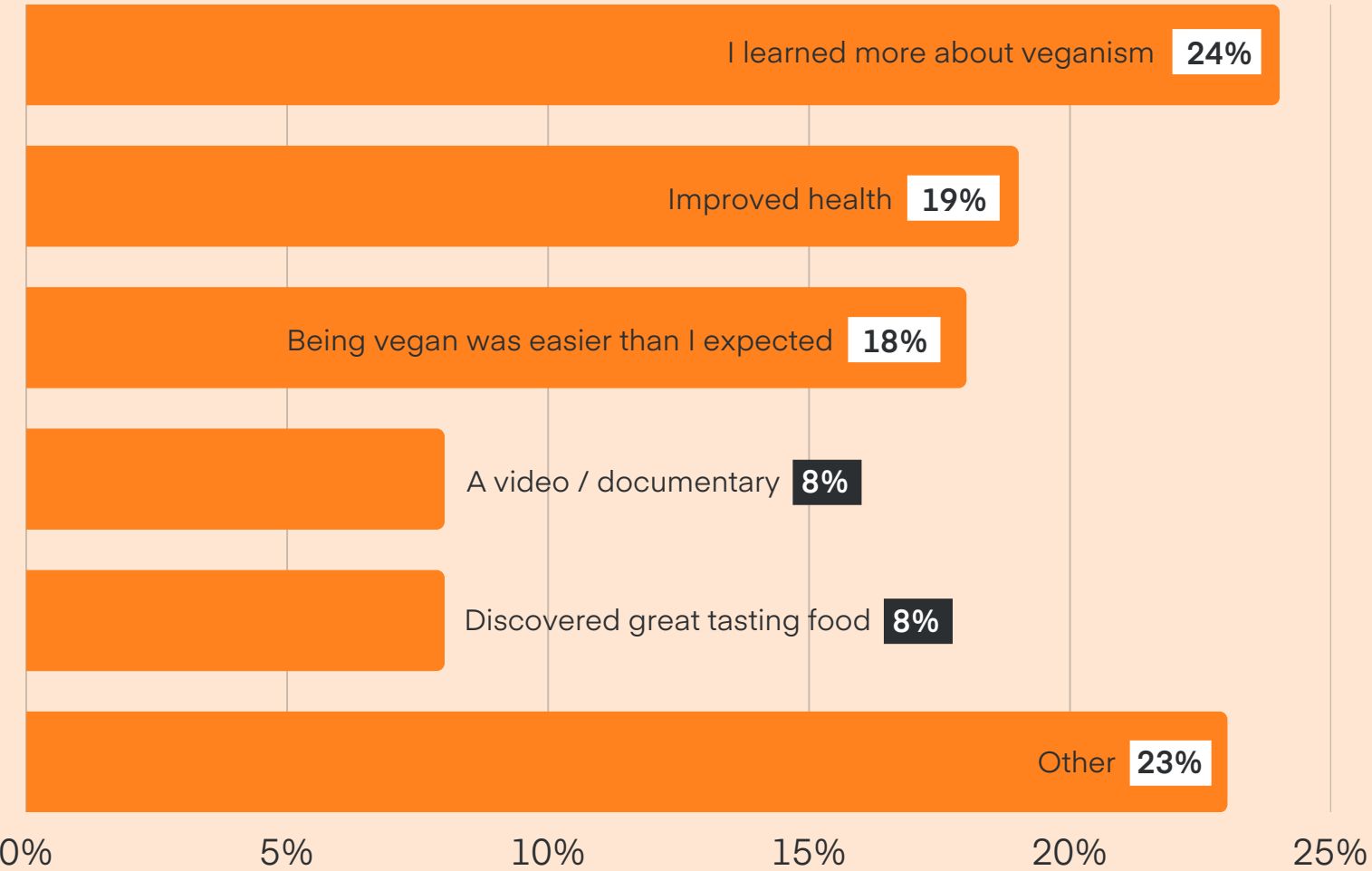


# WHAT MADE SOME PARTICIPANTS DECIDE TO CONTINUE EATING VEGAN?

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?

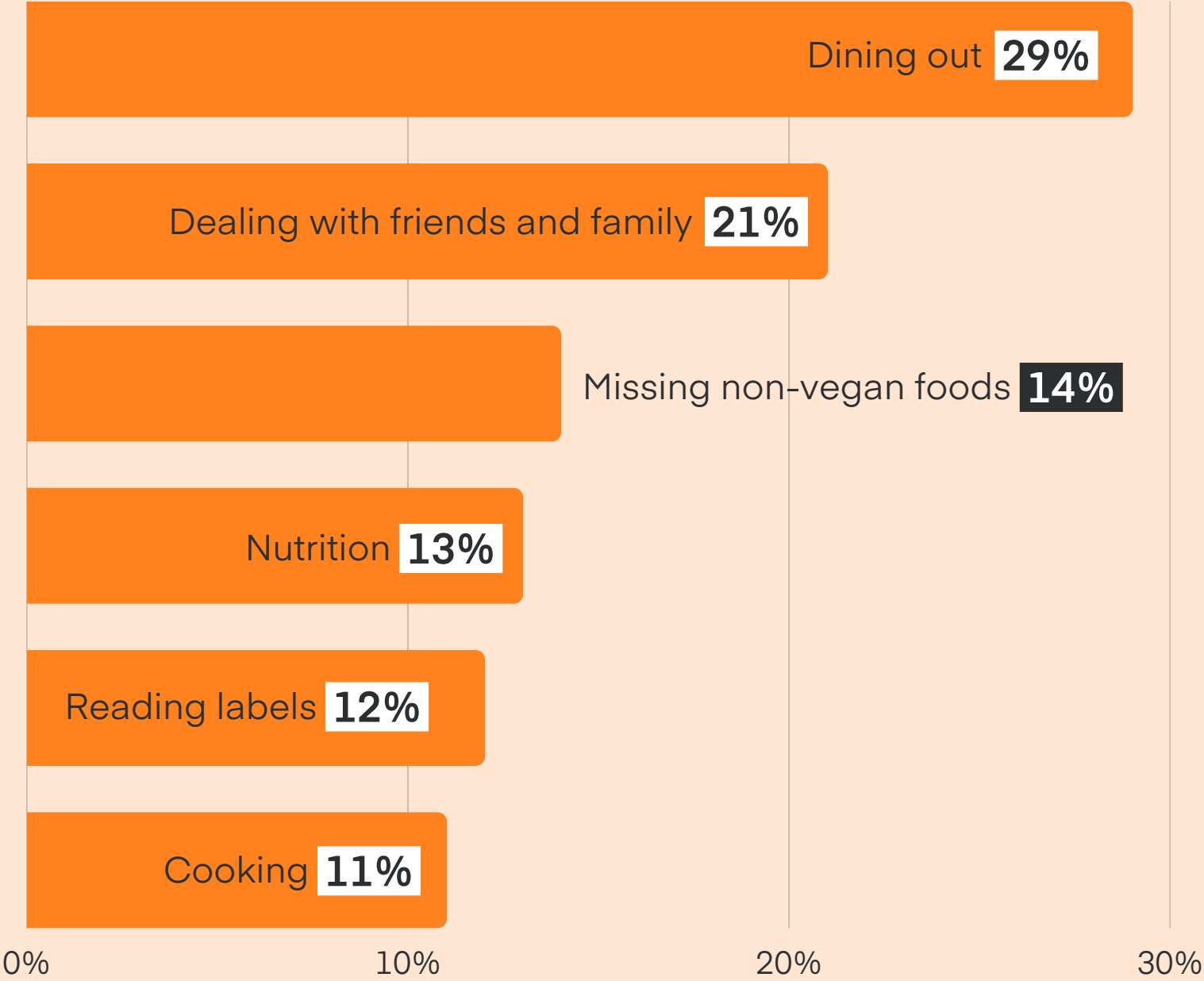


(Only participants who told us they were NOT vegan before Veganuary were asked this question.)

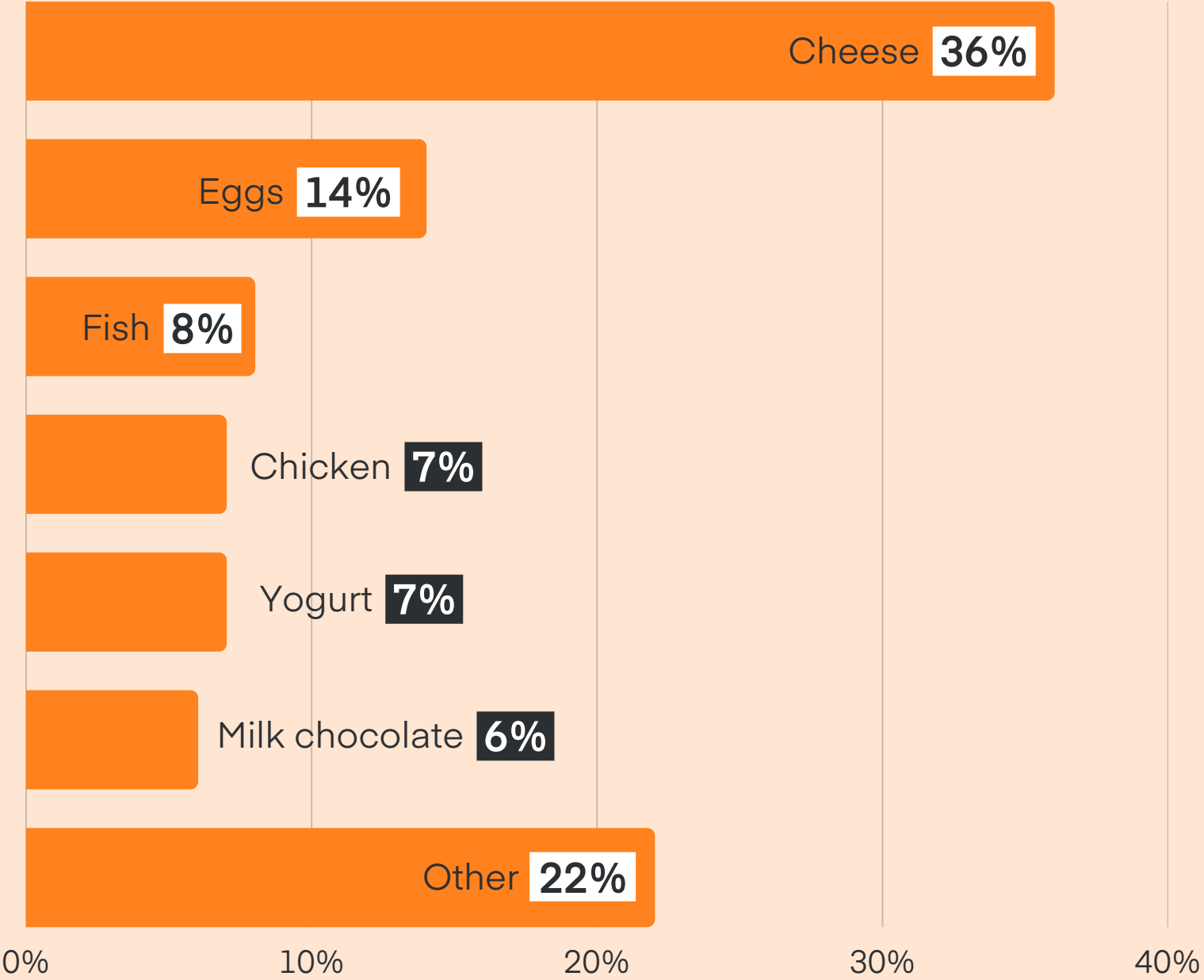


# WHAT WERE THEIR BIGGEST CHALLENGES?

## WHAT WAS YOUR BIGGEST CHALLENGE DURING VEGANUARY?



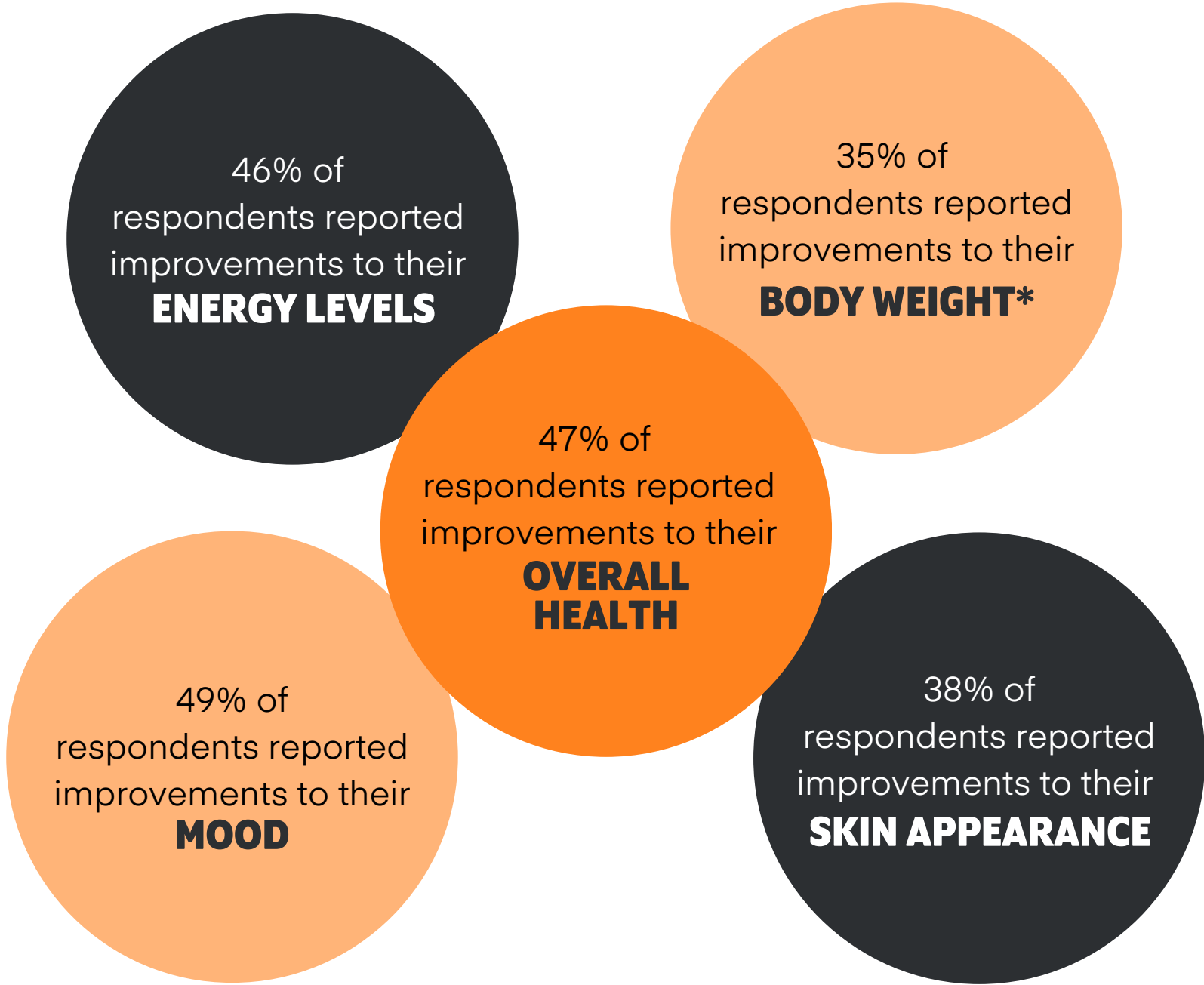
## WHICH NON-VEGAN PRODUCT DID YOU MISS THE MOST DURING VEGANUARY?



(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%	9%	19%	11%
Improved a little	33%	30%	26%	30%	27%
No change	39%	39%	49%	39%	46%
Worsened a little	2%	5%	5%	3%	3%
Worsened significantly	1%	1%	1%	0%	1%
Don't know	11%	9%	10%	9%	12%

\*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