

A vibrant, artistic photograph of a bowl of pink smoothie. The smoothie is a deep magenta color and is garnished with several slices of kiwi fruit, showing their characteristic green flesh and black seeds. Scattered on top are small, light-colored nuts, possibly almonds. Several flowers are artfully placed around the bowl, including a light purple flower at the top, a blue flower on the left, and a white flower with a yellow center at the bottom right. The bowl itself is made of a dark, textured material, possibly wood or stone. The background is a soft, out-of-focus blue and white.

# **THE OFFICIAL VEGANUARY 2022 6 MONTH SURVEY**



# WHO TOOK PART IN VEGANUARY?



**629,351 PEOPLE AROUND THE WORLD SIGNED UP TO BE PART OF VEGANUARY 2022.**

They 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 67% of Veganuary 2022 participants worldwide. 7,473 people responded.

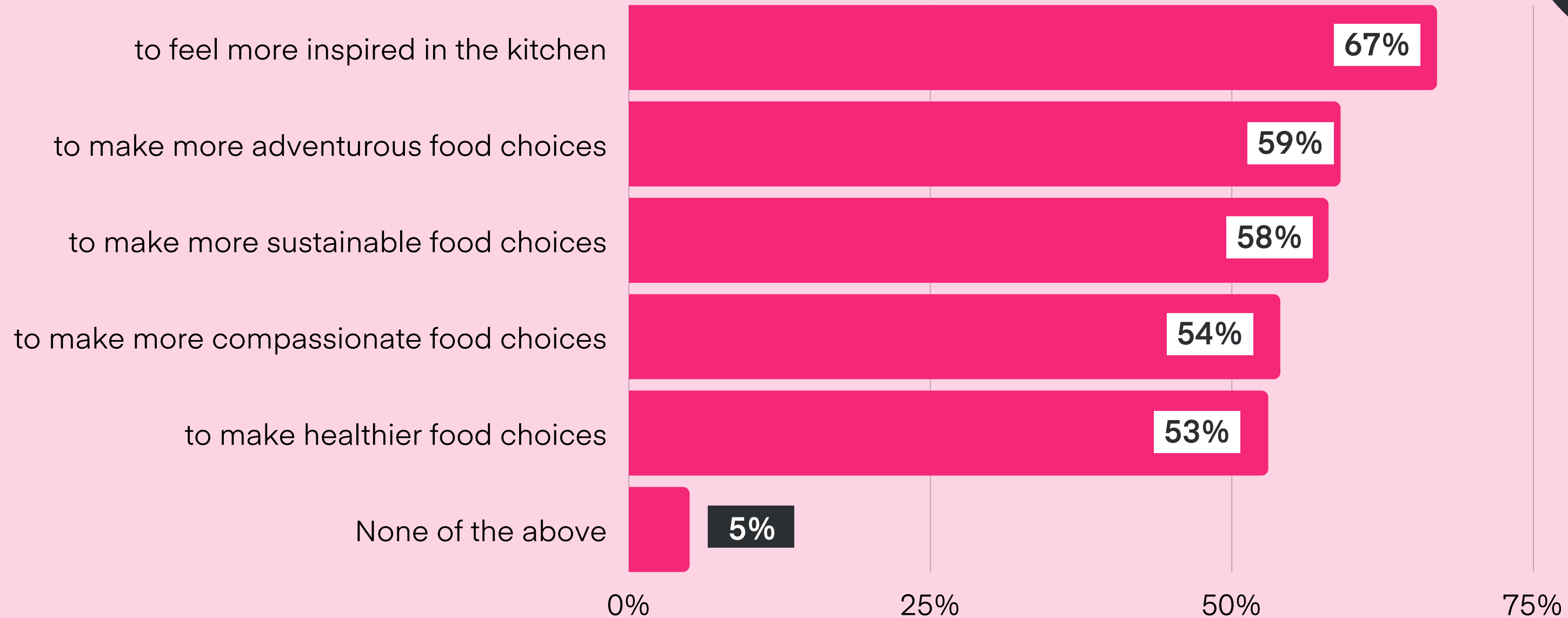
**HERE'S WHAT THEY TOLD US...**



# HOW DID VEGANUARY HELP THEM?

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

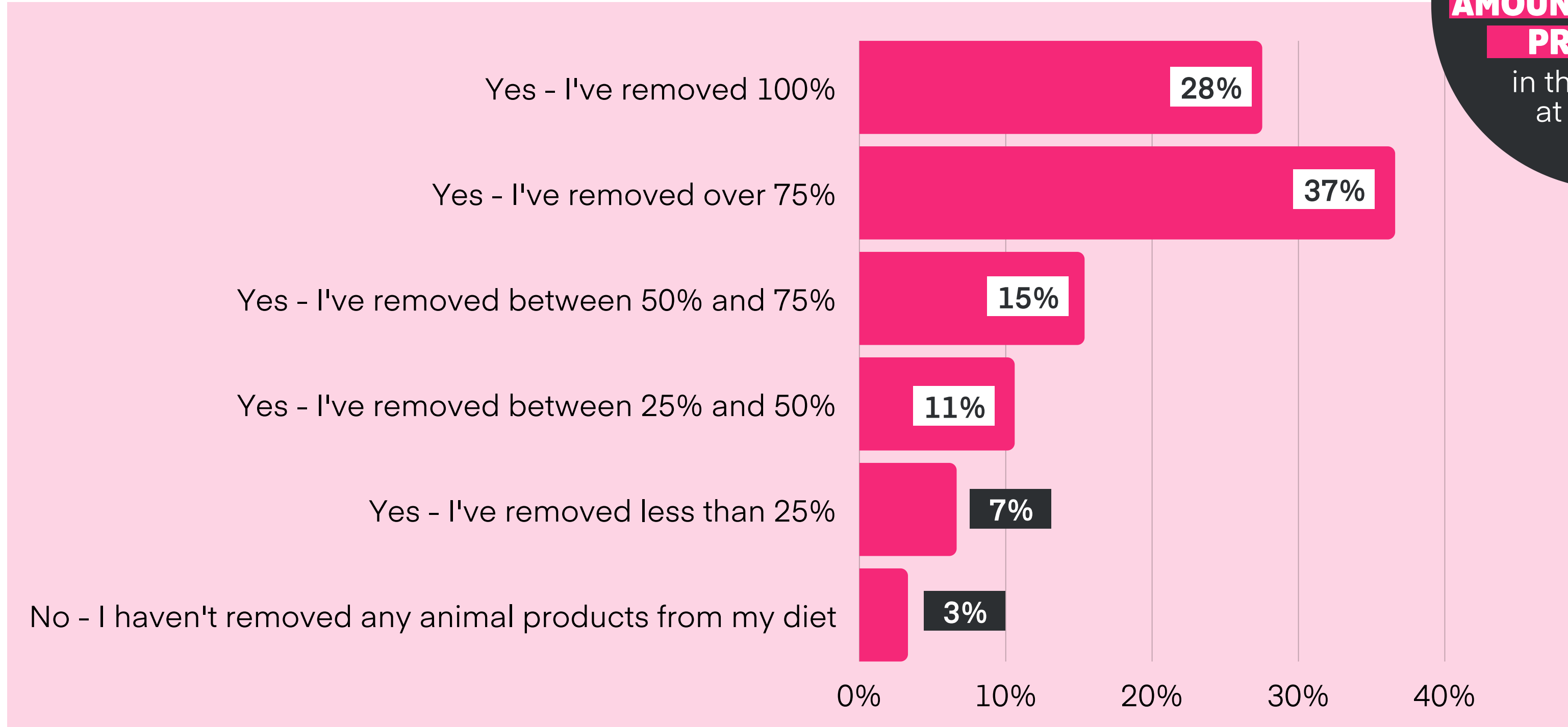
## VEGANUARY HELPED ME...



67% 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.



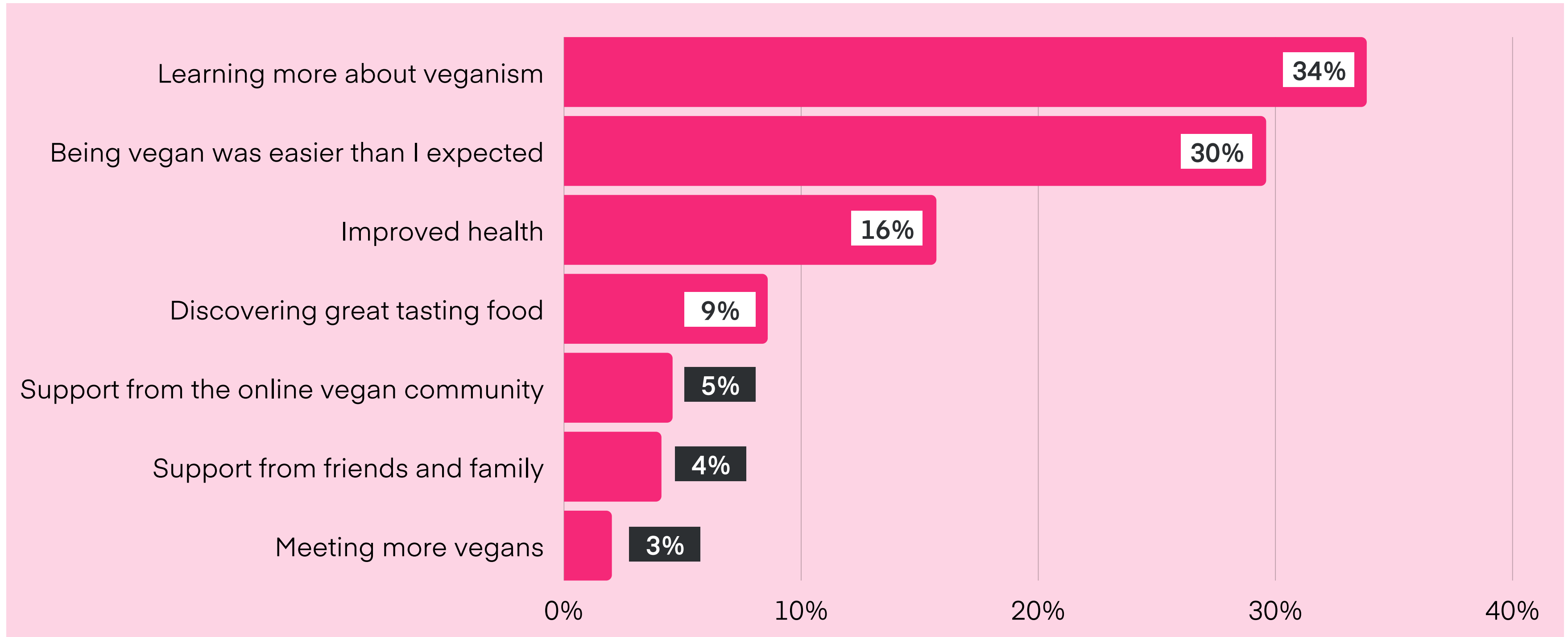
Only participants who told us they were NOT vegan before Veganuary were asked this question.



**PARTICIPANTS  
WHO HAVE  
STAYED VEGAN...**



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



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

# HAVE THEY EXPERIENCED ANY HEALTH CHANGES?

**TWO-THIRDS OF RESPONDENTS SAW IMPROVEMENTS TO THEIR OVERALL HEALTH**

**IN ADDITION,**



	OVERALL HEALTH	ENERGY LEVELS	BODY WEIGHT*	MOOD	SKIN APPEARANCE
Improved significantly	30%	26%	18%	25%	22%
Improved a little	36%	32%	28%	32%	29%
No change	24%	30%	39%	35%	40%
Worsened a little	2%	4%	9%	2%	4%
Worsened significantly	1%	1%	2%	0%	1%
Not sure	6%	5%	3%	4%	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.

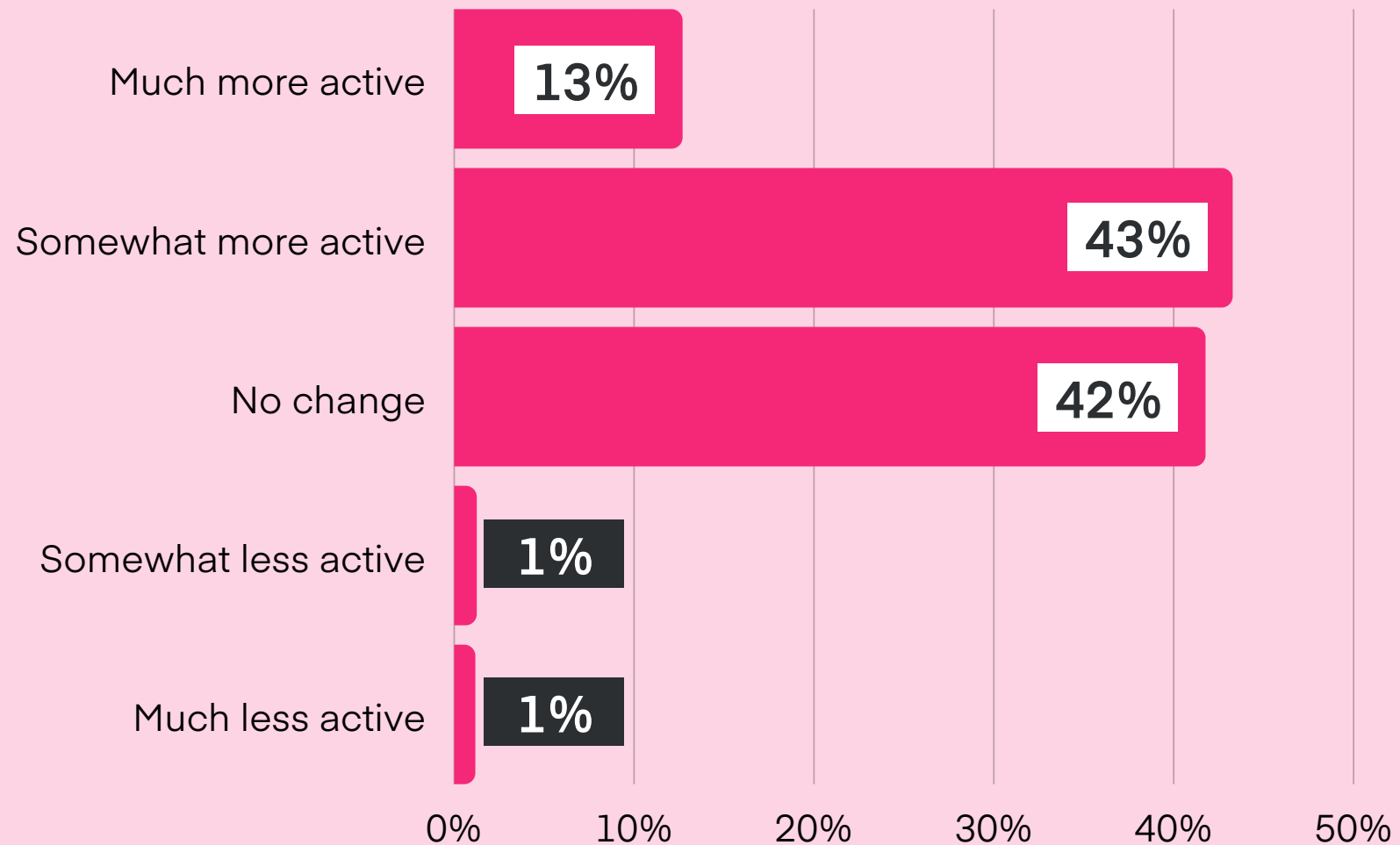
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# HAVE THEY BEEN **MORE ACTIVE** IN PROMOTING VEGANISM?

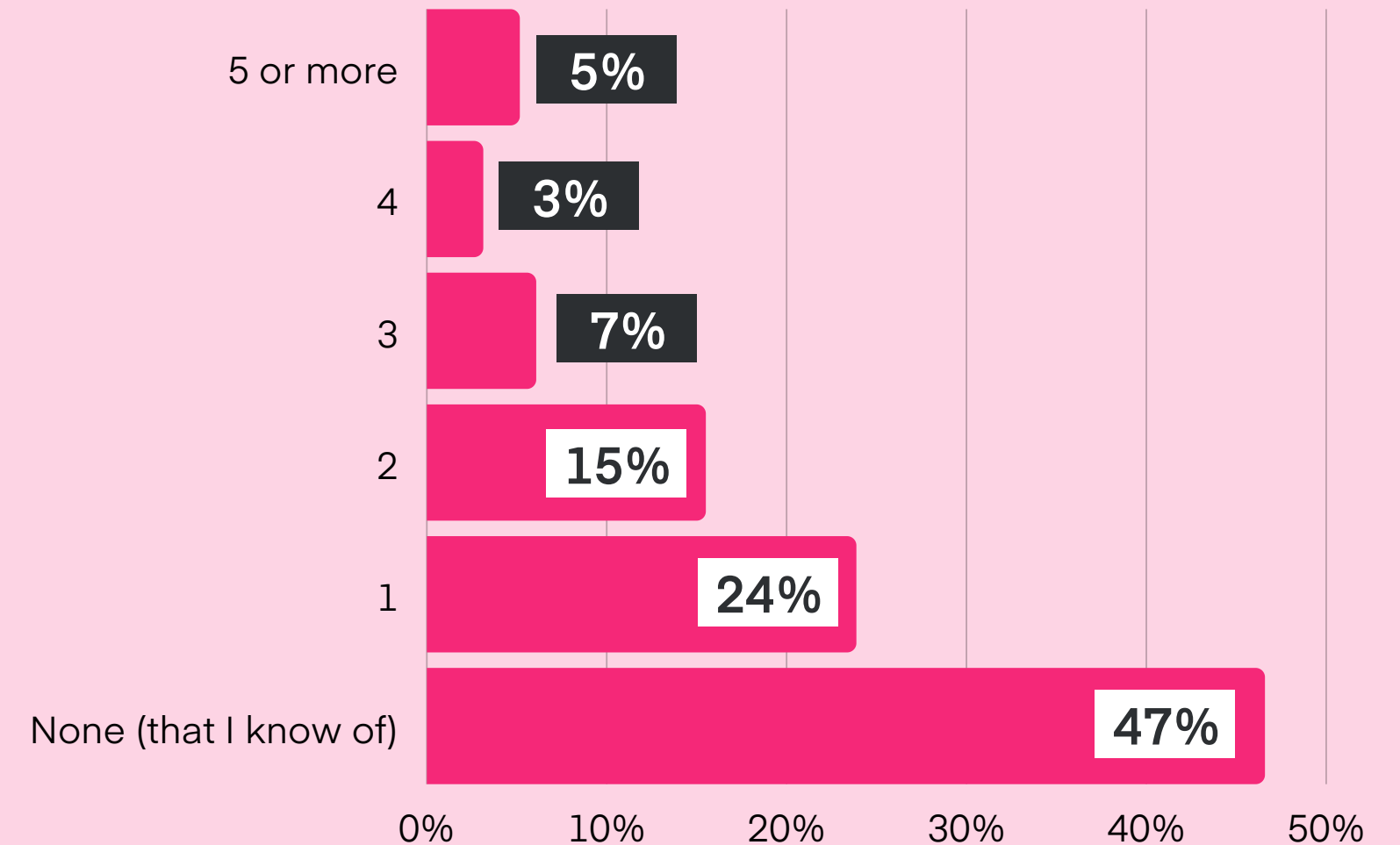
56% have been **MORE ACTIVE** at promoting veganism.

56% 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?



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



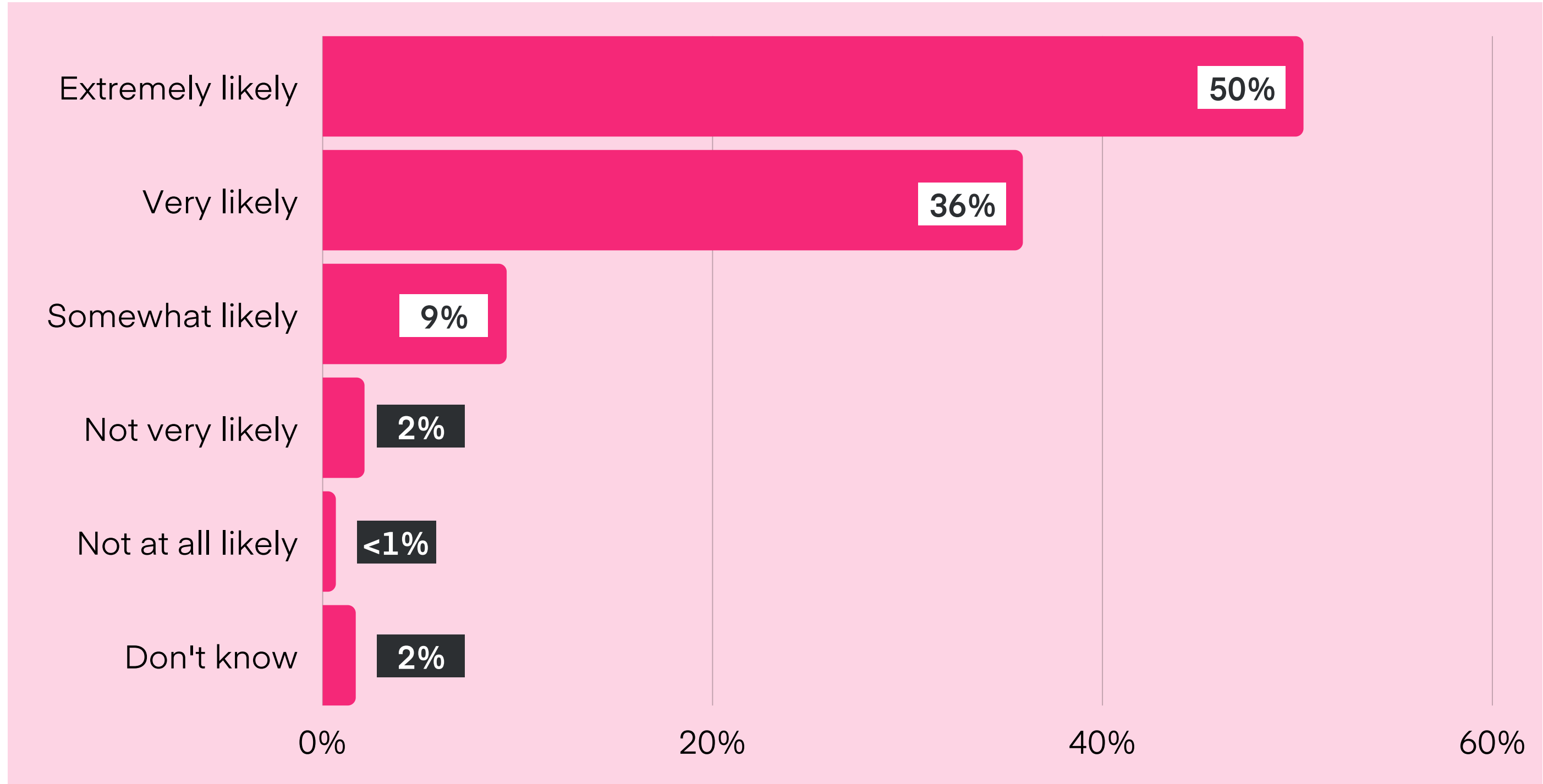


**PARTICIPANTS  
WHO HAVEN'T  
STAYED VEGAN...**



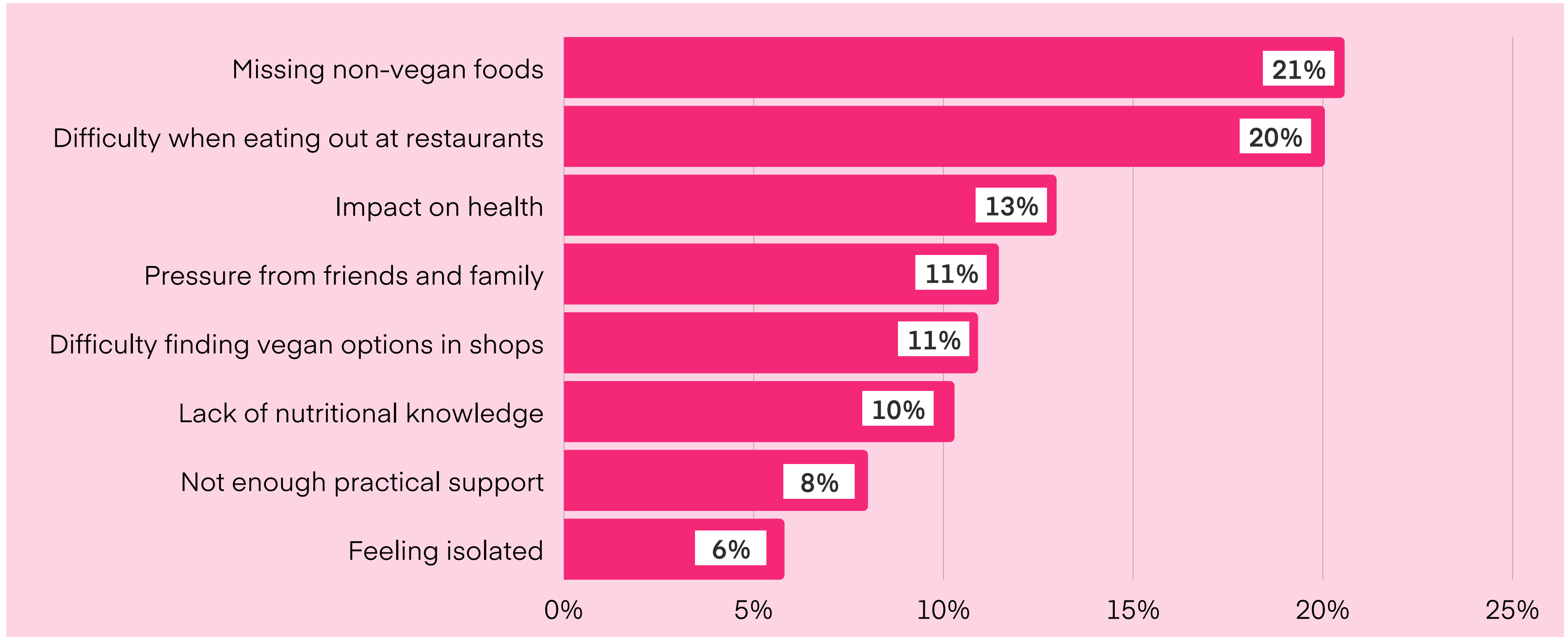
# HOW LIKELY ARE THEY **TO TRY VEGAN AGAIN** IN THE FUTURE?

86% 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.

**“ I feel stronger in myself and more lively. My mindset has somewhat changed. I feel more confident and assertive.**

**“ It's good to be able to spread the word to other people, and to offer them useful ideas.**

**“ I feel good from within that I am playing a small part in saving our planet and all the majestic animals out there. That's all that matters to me.**

**“ I love being educated about the reasons to be vegan and learning about the effects the farming industry has, not just on animal cruelty, but on the planet.**

Feedback from Veganuary 2022 6 month survey respondents.

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**VEGANUARY** 