

VEGANUARY

NATIONAL COVERAGE

PRESS COVERAGE

BBC NEWS

theguardian

Community Channel

BBC RADIO

5 live

THE TIMES

Daily Mail

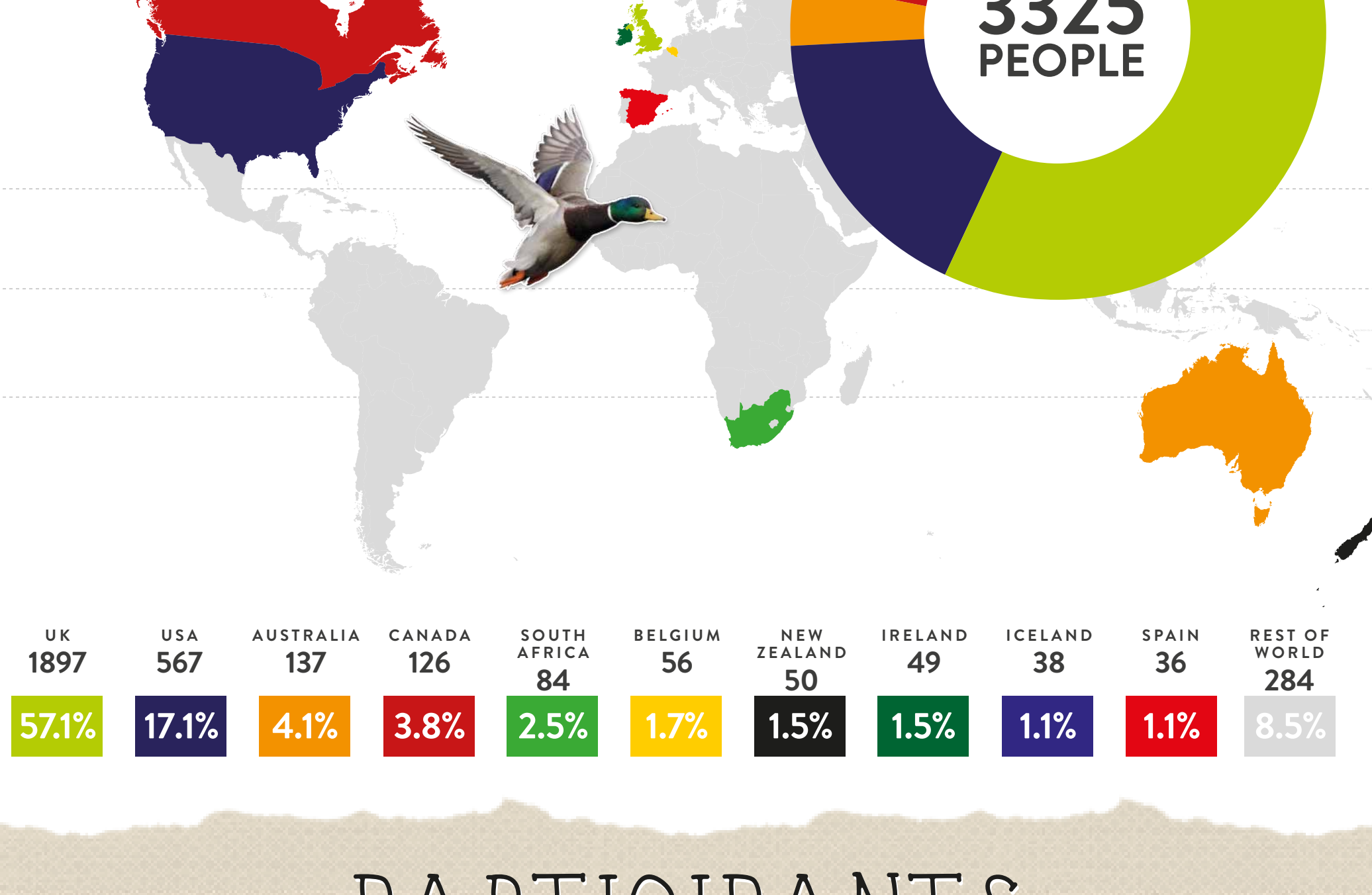
The INDEPENDENT

msn

GLOBAL COVERAGE

TOTAL PARTICIPANTS

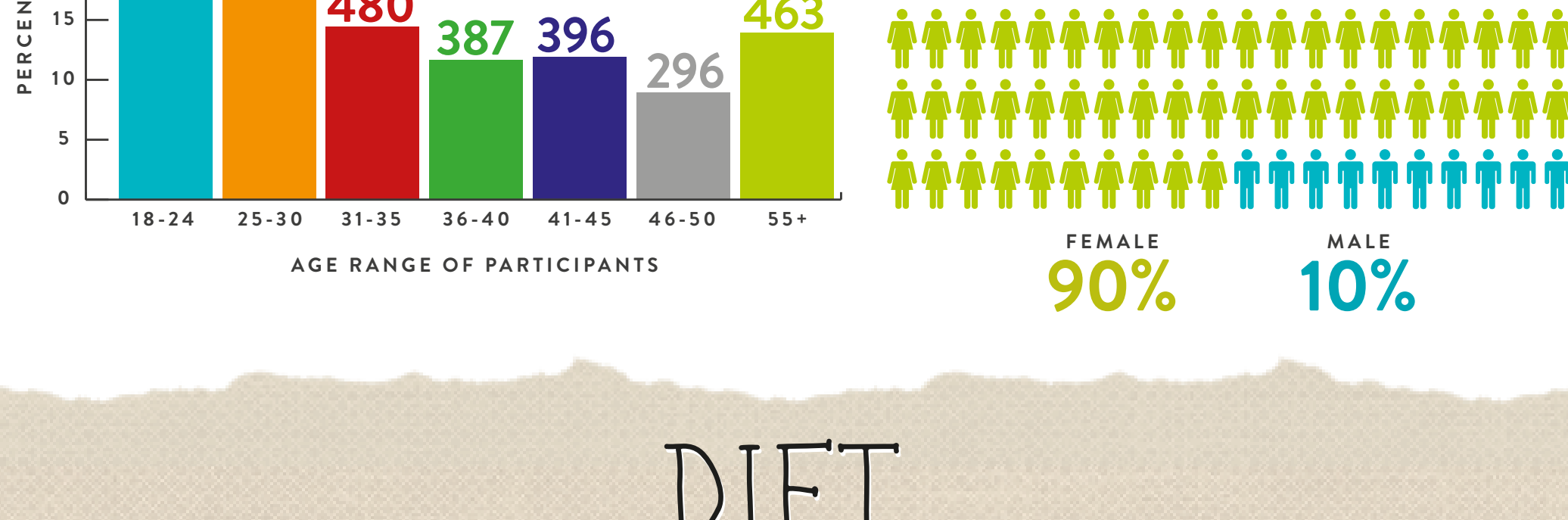
VEGANUARY WENT GLOBAL



PARTICIPANTS

DEMOGRAPHICS

AGE AND SEX OF VEGANUARY PARTICIPANTS 2014



DIET

BEFORE VEGANUARY

PARTICIPANT'S DIETS BEFORE TAKING PART IN VEGANUARY 2014



MOTIVATION

FOR TAKING PART

WHAT WAS YOUR MAIN MOTIVATION FOR TAKING PART IN VEGANUARY 2014?

ANSWERED: 667 SKIPPED: 52

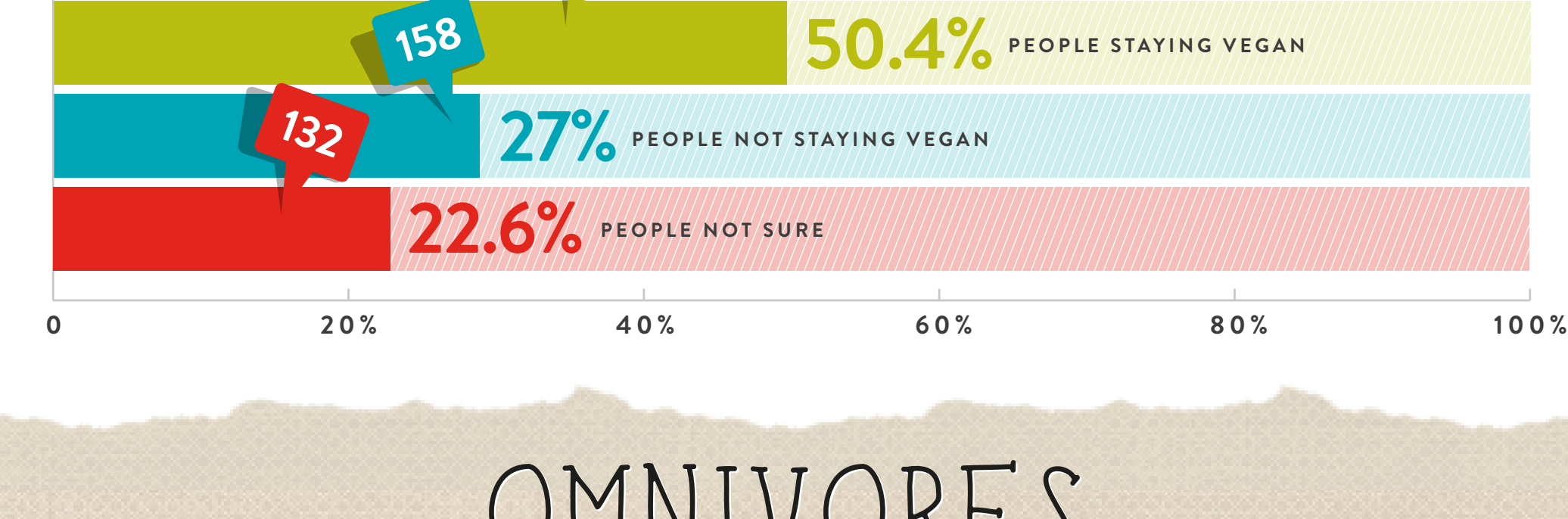


HOW DID PEOPLE GET ON?

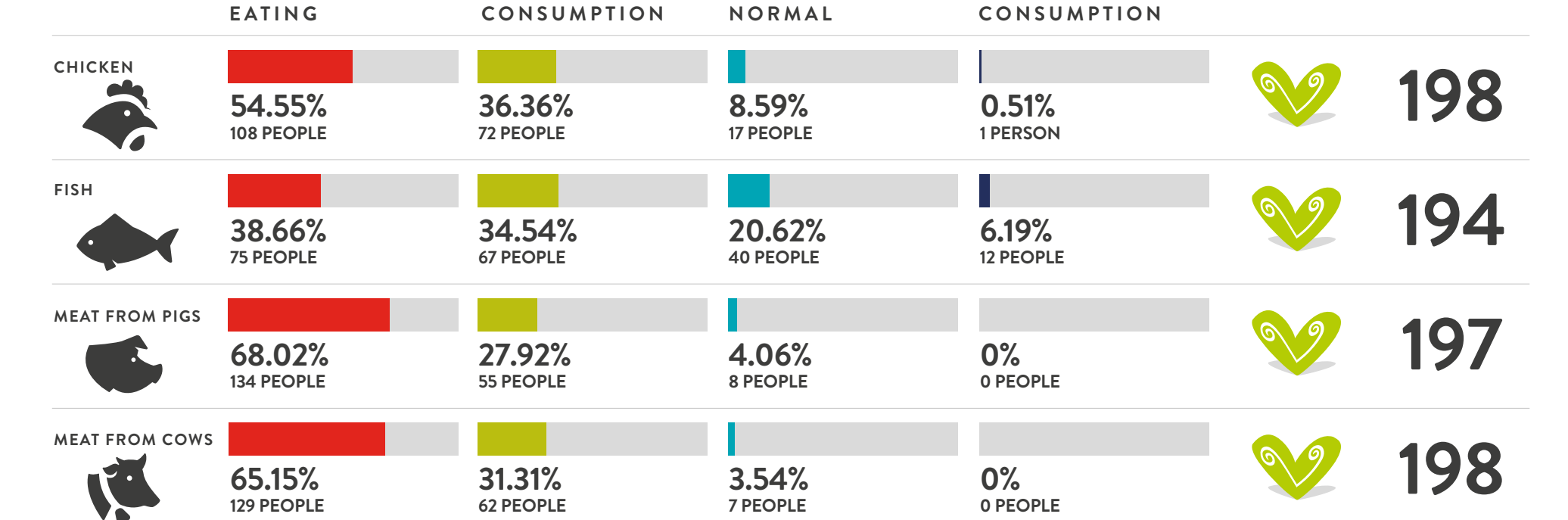
SUCCESSFUL OR NOT?

DID YOU ONLY EAT VEGAN FOOD? WAS IT DIFFICULT? ARE YOU STAYING VEGAN? FIND OUT HOW OTHERS FAIRED.

ANSWERED: 711 SKIPPED: 8



FROM FEBRUARY 1ST DO YOU INTEND TO REMAIN EATING ONLY VEGAN FOOD?

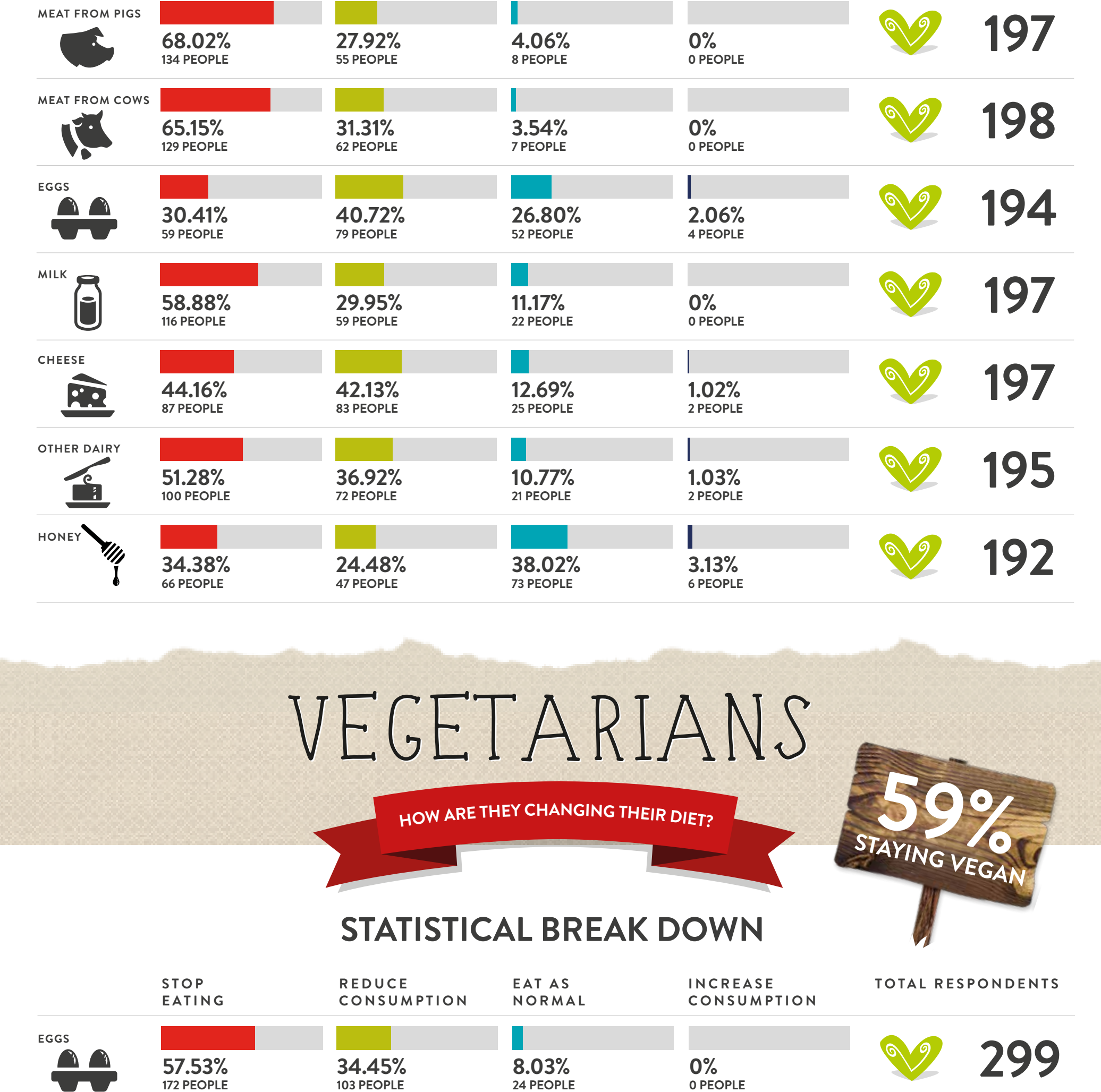


OMNIVORES

39% STAYING VEGAN

HOW ARE THEY CHANGING THEIR DIET?

STATISTICAL BREAK DOWN

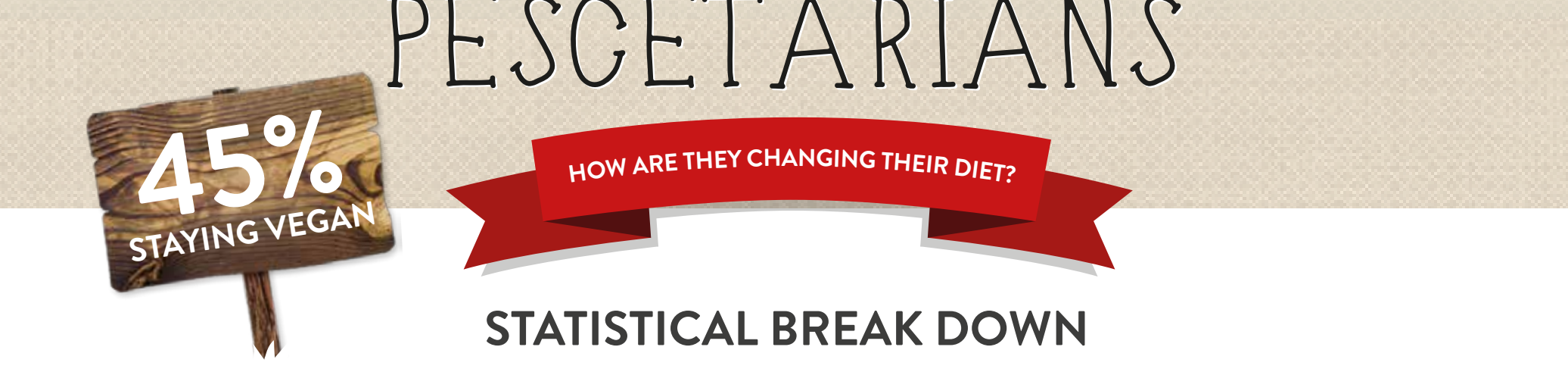


VEGETARIANS

HOW ARE THEY CHANGING THEIR DIET?

59% STAYING VEGAN

STATISTICAL BREAK DOWN



PESCETARIANS

45% STAYING VEGAN

HOW ARE THEY CHANGING THEIR DIET?

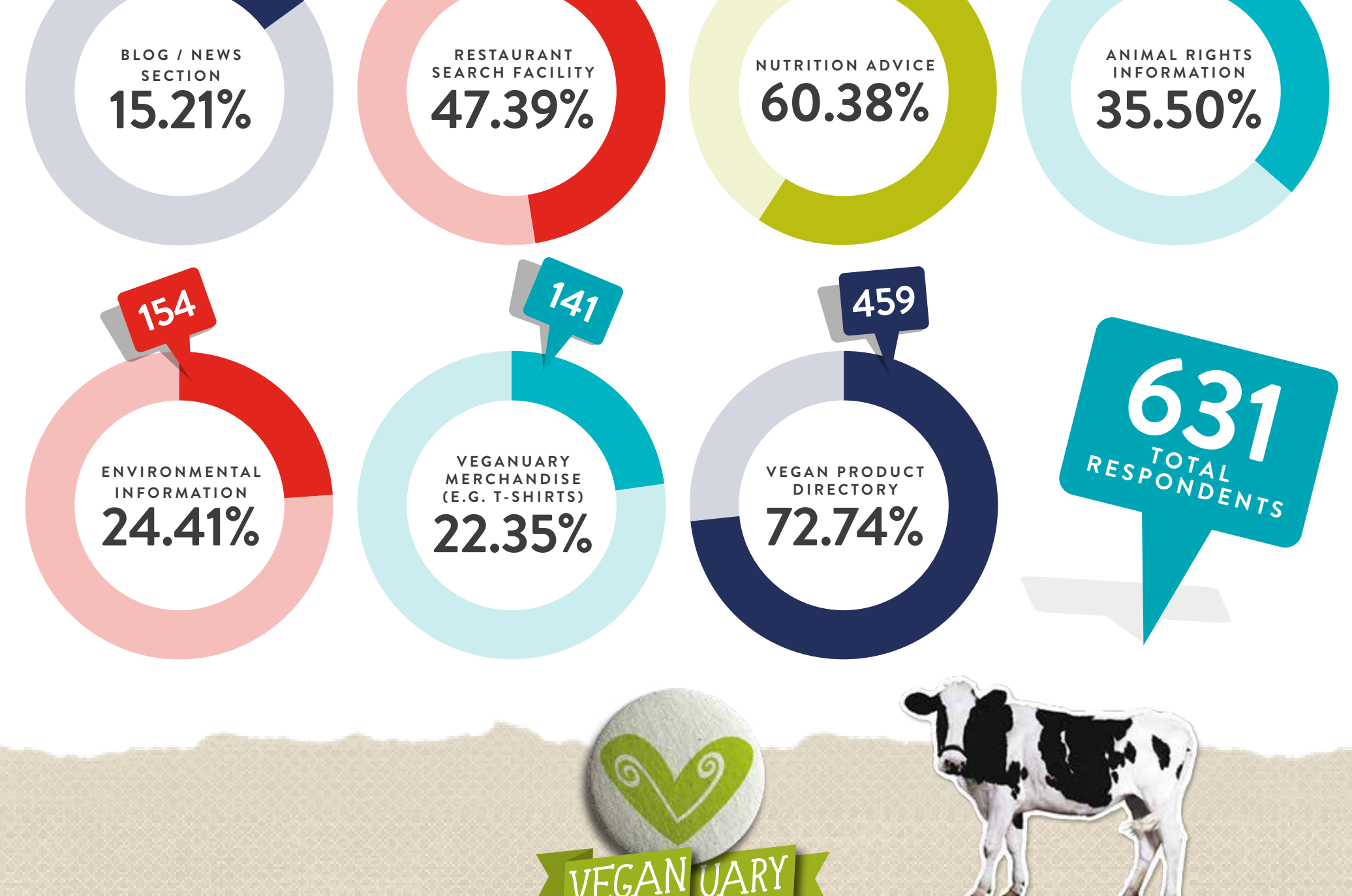
STATISTICAL BREAK DOWN



WHAT ABOUT NEXT YEAR?

IMPROVEMENTS

AFTER A SUCCESSFUL FIRST YEAR WE ASKED WHAT IMPROVEMENTS YOU WOULD LIKE TO SEE NEXT YEAR



VEGANUARY



THANK YOU TO EVERYONE WHO TOOK PART
WE'LL BE DOING IT AGAIN IN 2015 AND AIMING FOR 100,000 PARTICIPANTS.

WWW.VEGANUARY.COM



VEGANUARY



@WEAREVEGANUARY

IN ASSOCIATION WITH Viva!

*All figures based upon 3325 people who signed up to the website, and the post-Veganuary survey undertaken by 718 of the participants. We are aware of many people who took part in the challenge but didn't sign up to the website, but they are not included in the 3325 participants figure.