



Ditching Meat? New Study Uncovers Barriers and Strategies to Going Vegan or Vegetarian

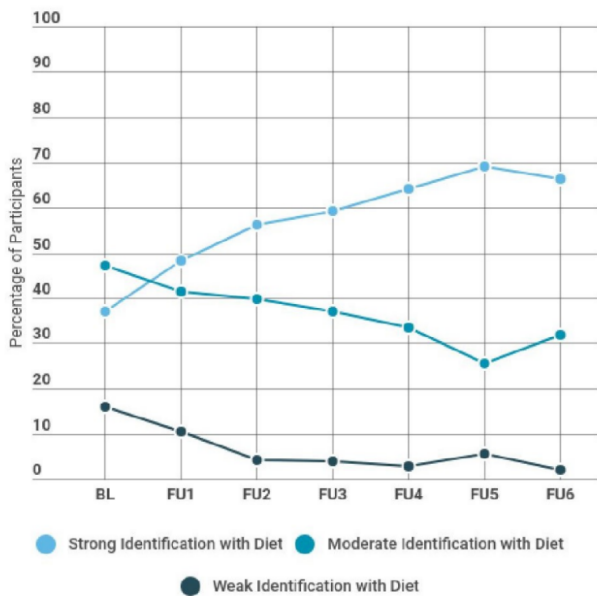
Researchers monitored people making the switch to veganism or vegetarianism for six months to identify what helps diet change stick.

Olympia, Wash. (September 7, 2022) — When looking at the experiences of new vegans and vegetarians (for simplicity referred to collectively as veg*ns), what are the roadblocks to their diet change and what strategies can help them be successful? Research organization [Faunalytics](#) has released a [new study](#) showing both the barriers and strategies for success of new veg*ns.

Some Key Findings:

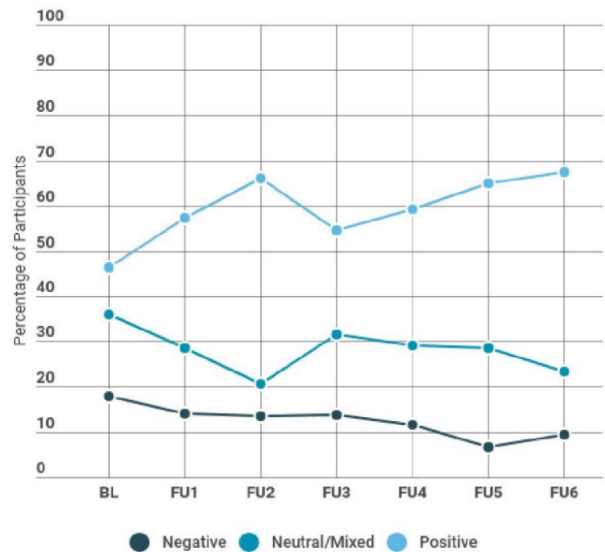
- **Cost-reduction strategies helped almost everyone be successful in their veg*n goals.** As an example, looking for recipes with low-cost ingredients proved a useful strategy for 55% of people.
- **Strategies to increase or maintain one's motivation to continue the veg*n diet were also very helpful.** Learning more about the health benefits of the diet helped over 55% of people and learning more about animals that are used for food helped 40% of people.
- **The toughest barriers to diet change were people having a hard time feeling healthy, not seeing veg*nism as part of their identity, and believing society perceives veg*nism in a negative way.**
 - People who felt unhealthy (this was their reported perception, not a statement of actual healthiness) on their veg*n diet were more than three times as likely to abandon it within the first six months (30% vs. 8%).
 - People who did not see veg*nism as part of their personal identity were about twice as likely as others to abandon it (16% vs. 8%).
 - People who thought society perceives veg*nism negatively were about 1.5 times as likely as others to abandon their diet (13% vs. 8%)
- **Though barriers can be a challenge, many people are able to lessen or overcome them with time. For instance:**
 - At the beginning of the study, 36% of participants identified strongly as veg*ns, six months later that number grew to 66%.
 - And at the beginning of the study, 46% believed society sees their diet positively, while six months later this belief grew to 67%.

Identification With Diet Over Time



BL = Baseline Survey
 FU = Follow-Up Survey
 The Strong category includes the two closest-together sets of circles.
 The Weak category includes the two farthest-apart sets of circles.
 The Moderate category includes the three sets of circles in between Strong and Weak.

How Veg*ns Think Their Diet Is Seen By Society Over Time



BL = Baseline Survey
 FU = Follow-Up Survey
 Positive category includes positive and very positive perceptions.
 Negative category includes negative and very negative.



Looking at what recommendations one can take away from the study results, **Dr. Jo Anderson, Faunalytics' Research Director and the study's lead author** said, "Previous research and media coverage hasn't shied away from pointing out the barriers and difficulties of going and staying veg. Of course we find barriers too, but we also find a lot of success. Anything to reduce cost or increase motivation is great, but we also know that being intentional about using many strategies to overcome your own biggest barriers is helpful, no matter what those strategies are, so don't be shy about trying things!"

The purpose of this study is to provide solid data for advocates about how to help new veg*ns maintain their change of lifestyle. This is the third report in a three-part series. Previously:

- The [first report](#) focused on overall levels of success and described the variety of ways that people transition to veg*nism.
- The [second report](#) looked at how people's motivations and influences for starting the diet related to their success over the first six months.
- **To access this final, third report, visit:**
<https://faunalytics.org/going-veg-barriers-and-strategies>

This [report](#) is the latest addition to Faunalytics' original research collection, which prioritizes high-impact studies that help build capacity for members of the animal protection community. A list of upcoming and previous original studies can be found [here](#).

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About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators. For more information, visit www.faunalytics.org.