

## ANIMAL ETHICS 2015 DATA

### (1) NUMBER OF LEAFLETS

Including the leaflets we're printing in October, we'll have printed 80K. We don't know exactly how many we have distributed yet, though, but it's only about 10% or a little more, between eight and 10K.

There are three reasons why there's such a big difference between the numbers of printed and distributed leaflets. First, the reason explained above concerning our strategic planning. Second, the fact that we're active in different countries and in different languages, so we've been printing leaflets in both English and Spanish (and will soon print them in Portuguese too). Third, we're planning to distribute more leaflets in the next couple of months than we have previously.

### (2) FACEBOOK IMPACT

I'm attaching the reports for both our English and our Spanish pages.

### (3) TALKS GIVEN IN 2015

- *Talks at universities by university professors or researchers who are members of Animal Ethics: 11*

Approximate number of attendees: 15 in 2 talks, 30 in 4 talks, 40 in 2 talks, 50 in 3 talks. Around 35 on average.

- *Talks at cafes: 1*

Approximate number of attendees: 10

- *Talks at animal rights events: 3*

Approximate number of attendees: 30, 50, 80. So, around 50 on average.

Most of the talks have been in Spanish speaking countries. If you want me to send you a detailed list of all the talks we've given, I can do that.

This list doesn't included a series of talks we started on October 14, totaling 15 hours, co-organized with an antispeciesist student organization at the Complutense University in Madrid. Students who attend all the talks will get 1 unit of academic credit. Around 80 people are attending. There's also a talk scheduled for October 25 in Berkeley, CA.

We also set up tables once or twice a month at events in the San Francisco Bay area, such as Berkeley Spark, Solano Stroll, Oakland's First Fridays, and San Francisco's Sunday Streets.