Faunalytics' Accomplishments
2016 (Full Year) and 2017 (Year-to-Date August)

Faunalytics has written publicly about many of these outcomes and projects and would be happy to provide links upon request.

Meta Activities

Complete

- Identified more than 300 studies, summarized their implications for advocates, and shared them in the Faunalytics research library, the world's biggest resource for animal-related social science research.

- Completed the ninth and tenth years of the Faunalytics Animal Tracker, which is the only longitudinal survey of animal-related attitudes and behavior detailing trends and demographic differences relating to animals.

- Worked directly with twelve animal advocacy groups (pro bono and paid) on various research projects to measure the results of their efforts and find innovative ways to increase their impact for animals.

- Provided practical tips for advocates doing their own research via a series of three blogs with advice about survey design, choosing a research vendor, and how to effectively work with research vendors.

- Shared experience, insights, and action steps with hundreds of advocates by presenting at conferences including Animal Rights 2017 (two sessions), Animal Care Expo (two sessions) and the Human Behaviour Change for Animal Welfare conference. Represented animal protection field in gathering of worldwide behavior change marketers at World Social Marketing Conference.

- Provided pro bono assistance to the Institute for Humane Education to design and implement a survey to optimize the organization's expansion of a key program.

Ongoing

- Collaborating with a group of grantmakers to develop a database and map of animal-related grants to help funders and advocates understand the funding landscape and make better strategic decisions.

- Providing pro bono consultation for the development of a new investment fund that is focused on animal protection and advocacy.

Animals Used for Food

Completed

- Wrapped up the Faunalytics landmark study of lapsed vegetarians and vegans and published the final reports and full dataset. The results continue to help inform and improve vegan advocacy efforts.

- Created and distributed new infographic on lapsed vegetarians and vegans, "How to Make and Keep a Veg*n," which is evidence-based and well-sourced.

- Launched a new series of research-based "fundamentals" with an in-depth and highly visual look at the use of animals for food and the impact it has, to inform both animal advocates and the public.

- Mentioned by several clients to help them secure more funding for their programs. Animal Equality has had in-depth discussions with key funders and Farm Sanctuary recently included exciting results from research on a pilot study of their new humane education program in a letter to major donors.

- Compiled shared bibliographies and created researcher discussion groups for both plant-based and "clean" animal product alternatives, to help organize research efforts and more quickly advance the field.

- Provided pro bono assistance to Palestinian Animal League (PAL) for the first-ever study on attitudes towards veganism in the occupied territories. PAL completed both a brief summary and a detailed report.

- Featured in an NPR article about data on the number of U.S. vegetarians and vegans that observed, "There is urgent need for a more thorough polling" (regarding the lack of data on vegetarianism and veganism).

Ongoing

- Working with Animal Equality on what may be the animal protection movement's most sophisticated research project to date -- a randomized controlled trial of the impact of their iAnimal 360-degree video compared to traditional 2D video. The design will be shared with the movement to inform other research efforts.

- Conducting a multi-national study to compare attitudes and behavior regarding farmed animals and veg*ism across five different countries.

- Leading a team of academics and advocates to test different messages that address concerns about the perceived unnaturalness of "clean" (cultured) meat. The project is being supported by the ACE Animal Advocacy Research Fund.

- Working as an active member of the Animal Charity Evaluators Animal Advocacy Research Fund, which we helped establish, to identify and support promising research projects for farmed animal advocacy.

- Providing limited pro bono consulting to The Vegan Society, Farm Forward, and dozens of individual academics, researchers, and advocates.

Animals Used in Science

Completed

- Published a new "fundamentals" resource – critical data for advocates on specific animal issues, presented visually – about animals used in research, including dissection.

- Helped the National Anti-Vivisection Society understand teachers' and students' attitudes toward and use of dissection, to find effective ways to end the practice.

- Worked with the American Anti-Vivisection Society to examine public support for providing students with the choice to opt out of dissection.

- Provided limited pro bono support and advice to the White Coat Waste Project, which seeks to end taxpayer funding of animal experiments.

Companion Animals

Completed

- Helped the Jackson Galaxy Foundation complete a pilot study of the effectiveness of clicker training to socialize shelter cats and increase their chances of adoption.

- Worked with Maddie's Fund to combine sheltering and demographic data in a collaborative mapping tool that shelters can use to benchmark their efforts for animals.

- Spoke to hundreds of attendees at the HSUS-sponsored Animal Care Expo, leading two workshops about impact measurement and key research studies for animal sheltering and companion animal advocacy.

- Interviewed for online videos for *American Veterinarian* magazine, bringing information on research and measurement to shelter-based and private veterinarians.

Ongoing

- Working on our next edition of issue "fundamentals," which will summarize the latest companion animal data in a series of visualizations.