Most important outcomes/accomplishments from 2018 and 2019

Independent Research Outcomes - Major Studies:

Our independent research program has been very active in the past 2-3 years, particularly since our research director started working full-time (April 2018). The following studies are also described on the "completed" tab of our [Research in Progress](#) page.

Completed May 2019: Impact of Corporate Commitments on Consumer Attitudes: A Qualitative Study
The primary goal of corporate lobbying for welfare reform is to improve the lives of large numbers of animals at once. Early campaigns have been successful, but the continued success of this movement relies on momentum and corporations' perceptions that the changes will improve their bottom line. It is important for advocates to understand the public reaction to successful campaigns in order to anticipate barriers and benefits to future actions.
https://faunalytics.org/impact-of-corporate-commitments-on-public-attitudes/

Completed February 2019: Characteristics of People who Donate to Animal Causes
With a representative U.S. sample of more than 1,000 donors to animal causes, this study provides an in-depth look at who donates, as well as detailed information about how and why they prefer to do so. Advocacy groups can use the results to shape their donation appeals and methods. The results also inform future research comparing different approaches to increasing donations to animal causes.
https://faunalytics.org/the-people-who-support-animal-causes-descriptive-results/

Completed January 2019: Labeling Plant-Based Meat Alternatives to Appeal to Meat Consumers
This study examined existing and novel names for plant-based meat alternatives. It provides data about U.S. meat consumers' relative preferences for the different labels, and whether demographics play a significant role. These findings can be used by advocates and manufacturers to increase the appeal of plant-based options and target their appeals more effectively.
https://faunalytics.org/what-to-call-plant-based-meat-alternatives-a-labelling-study/

Completed November 2018: Animal-Focused Reanalysis of a Donor Dataset
About 1% of all charitable giving goes to animal-related causes, which needs to change for advocates to have the resources they need. Faunalytics reanalyzed a dataset provided by the Blackbaud Institute and Edge Research to get a detailed profile of people who donate to animal causes. The results are insightful and have helped us in planning more research on this important topic.
https://faunalytics.org/giving-to-animals-new-data-who-how/

Completed November 2018: Pork or Pig? Beef or Cow? Using Standard Euphemisms vs. Explicit Language

In two randomized controlled trials (RCTs) Faunalytics tested whether referring to meat by the animal it came from would have an immediate effect on attitudes or reported consumption. To our surprise, the answer was no!

https://faunalytics.org/pork-or-pig-beef-or-cow-implications-for-advocacy-and-research/

Completed September 2018: Attitudes toward Farmed Animals in BRIC Countries

We completed a multi-national "BRIC" study to compare attitudes and behavior regarding farmed animals and veg*nism across five different countries (including the U.S.). The BRIC countries – Brazil, Russia, India, and China — are rapidly increasing their consumption of animal products, yet there is little research for these countries. The research revealed that most BRIC residents favor better farmed animal welfare laws, and much more!

https://faunalytics.org/attitudes-towards-farmed-animals-bric-countries/

Completed August 2018: Naturalness Concerns And Clean Meat Acceptance

Faunalytics completed a randomized controlled trial to find ways of describing "clean" meat (from cells, not animals) that could address naturalness concerns and increase acceptance. We found that 66% of people were willing to try clean meat, 46% were willing to buy clean meat regularly, and 53% were willing to eat clean meat as a replacement for conventional meat!

https://faunalytics.org/naturalness-concerns-and-clean-meat-acceptance-a-faunalytics-study/

Independent Research Outcomes - Analysis-Only:

The following are not yet listed on the Research in Progress page, but they represent analysis-only projects based on Faunalytics' or third-party datasets.

People Who Support Animal Causes: Who Gives More?

https://faunalytics.org/people-who-support-animal-causes-who-gives-more/

Associations Between Consumption Of Meats And Animal Product Alternatives

https://faunalytics.org/associations-between-consumption-of-meats-and-animal-product-alternatives/

Series of farmed animal blogs and charts based on United Nations FAO data:

> https://faunalytics.org/global-animal-slaughter-statistics-and-charts/
> https://faunalytics.org/global-cow-slaughter-statistics-and-charts/
> https://faunalytics.org/global-chicken-slaughter-statistics-and-charts/
> https://faunalytics.org/global-pig-slaughter-statistics-and-charts/
> https://faunalytics.org/global-goat-slaughter-statistics-and-charts/
> https://faunalytics.org/global-sheep-slaughter-statistics-and-charts/

How Much Will Consumers Pay For Clean Meat?
https://faunalytics.org/how-much-will-consumers-pay-for-clean-meat/

Who Are The Vegetarians?
https://faunalytics.org/who-are-the-vegetarians/

Who Are The Vegetarians?: Part 2
https://faunalytics.org/who-are-the-vegetarians-part-2/

Independent Research Outcomes - Improvements:

In addition to completing the major studies and analysis-only projects listed above, in the past 18 months Faunalytics has also improved our research processes. We formalized our research prioritization framework to guide our study selection process at a macro level (details can be found at https://faunalytics.org/research-in-progress/):

1. Impact through topics that include many animals
2. Impact through research that can be used by many advocates
3. Impact through quick response to urgent questions for immediate use
4. Impact through basic research on unstudied topics

Internally, we are also currently reviewing and making improvements to our process for prioritizing and selecting individual projects within that framework. That process will be published to the website once it is finalized. Additionally, Faunalytics is leading by example when it comes to research transparency, including pre-registration and open data for all of our original studies (a policy in place since June 2017), coordination with other effective animal charities and researchers, and a robust research ethics policy to ensure we're adhering to best practices and protecting participants.

Research Library Outcomes

In 2018, Faunalytics identified more than 200 studies, summarized their key implications for advocates, and shared them in our comprehensive research library. In 2019 we are on track to produce even more summaries. We share study results, library summaries, and other insights with thousands of animal advocates through our weekly and monthly alert emails.

In the past year, Faunalytics completely revamped our website based on user feedback, including a new sitewide navigation and new search and filter functions to enable advocates to more easily find the research they need. In 2018 we had 230,000 users visit the Faunalytics research library and website, including animal advocates, students, scholars, and researchers.

Faunalytics produced dozens of infographics for the BRIC and clean meat studies as well as many of our library summaries. We also conducted online chats on Slack and Twitter with researchers and experts on important topics like the cost (in lives and dollars) of animal research, overcoming the perceived unnaturalness of "clean" meat, and Brazilian attitudes toward meat and farmed animals.

Partner Project Outcomes

Faunalytics is intentionally reducing our partner (client) work, but we have engaged in a couple of high-impact projects in 2018 and 2019.

How Does Video Outreach Impact Pork Consumption? (February 2018)
In partnership with Animal Equality, Faunalytics conducted a randomized controlled trial in a realistic animal advocacy context. The results showed that Animal Equality's pig-focused videos had a significant impact on pork consumption compared to a no-video control condition. In addition to the full report, we also published a post about lessons learned from this large-scale field study to help others who want to undertake similar research.
https://faunalytics.org/video-outreach-impact-pork-consumption/

Data-Driven Grant-Making for Animals
Faunalytics is working with a small group of animal funders to create a new database and global mapping tool for animal-related grants. Currently in private beta with about 18,000 grant records, the short-term focus of the tool is to help animal-related funders identify areas of potential need and find opportunities to collaborate with other grantmakers.