Program Outputs: Original Research

(i) Outputs achieved by this program in the past 18 months (i.e. 2020 and the first 6 months of 2021):

Below is a list of Faunalytics' original research publications from the past 18 months, along with basic usage information and other organizations' involvement. For more details about the listed reports, please refer to our Completed Projects page.

1. Going Vegan Or Vegetarian: Many Paths To One Goal (June 2021):
   - Usage: 472 report views since publication
   - Usage stats for the PDF not available yet
   - Other organizations involved: Dr. Marina Milyavskaya of Carleton University is a collaborator on the design, review, and analysis of this project, as well as her honors student Marta Kolbuszewska. Several other organizations and academics were involved in providing feedback and suggestions on the draft survey and/or helping us distribute the survey invitation. The organizations included: The Humane League, Mercy For Animals, The Good Food Institute, and the Vegetarian Resource Group.

2. What Does 15 Years Of Wildlife Trade Data Tell Us? (May 2021)
   - Usage: 717 report views since publication
   - No other organizations involved

3. Twitter Trends: #CageFree, #Vegan, #AnimalRights, and More! (January 2021)
   - Usage: 711 report views and 35 PDF downloads since publication
   - No other organizations involved

4. Beliefs About Chickens And Fish & Their Relation To Animal-Positive Behaviors (November 2020)
   - Usage: 1,951 report views and 153 PDF downloads since publication

- Other organizations involved: Fish Welfare Initiative and Mercy For Animals provided suggestions for the opinions and beliefs we should assess. MFA also continued to be involved once the data was collected and this turned into a collaborative line of research. We are currently analyzing the data from a joint investigation of beliefs about chickens and fishes in Brazil, India, China, and Canada.

5. The State Of Animal Advocacy In The U.S. and Canada: Experiences & Turnover (July 2020):
   - Usage: 1,575 report views and 194 PDF downloads since publication
   - Other organizations involved: We received feedback on the draft survey from advocates and researchers at Encompass and Humane League Labs, as well as several academics. We also worked with Statistics Without Borders on the sampling method.
   - There was also an additional report that came out of this study: Animal Advocacy In The U.S. & Canada: Advocate Origins (August 2020).

6. Global Animal Slaughter Statistics & Charts: 2020 Update (July 2020)
   - Usage: 6,949 report views since publication (plus 31,458 views of the original report since 2018)
   - No other organizations involved

7. COVID-19 & Animals: Faunalytics Poll Results (April 2020)
   - Usage: 2,874 report views and 317 PDF downloads since publication
   - Other organizations involved: We requested suggestions from advocacy groups on what to poll in this study and incorporated ideas from Mercy For Animals, Open Philanthropy, FIAPO, ProVeg, VegFund, Farmed Animal Funders, and Best Friends Animal Society. In addition, Rethink Priorities used this study as a foundation for their experimental research on COVID messaging; we were also invited to submit it to the international World Pandemic Research Network database.

8. "Reduce" Or "Go Veg"? Effects On Meal Choice (February 2020)
   - Usage: 2,531 report views and 128 PDF downloads since publication
   - Other organizations involved: Mercy For Animals' video team generously created the video that we used in our experimental manipulations. Rooster's Cafe at Carleton University granted us access to their sales data.

9. The Rise Of Veg, The Fall Of Meat: A Restaurant Case Study (February 2020)
   - Usage: 791 report views since publication

- Other organizations involved: Rooster's Cafe at Carleton University granted us access to their sales data.

(ii) Top 2-3 outputs of this program *prior* to 2020:

1. [Study of Current and Former Vegetarians and Vegans (2014)](#)
   - Usage: 10,717 report views since publication
   - Over 160 media mentions
2. Faunalytics' Animal Tracker: [Report and Resource Hub](#)
   - No usage stats available, but data collection spanned 12 years
3. Characteristics Of People Who Donate To Animal Causes (February 2019) & follow-on reports
   - Usage: 3,996 report views and 187 [PDF](#) downloads for the main [report](#) since publication. Three follow-on reports covered analyses identifying [who donates to non-companion causes](#) (494 views), [which groups are least likely to support animal causes](#) (1,080 views), and [which factors predict animal cause donation](#) (1,329 views).
   - No other organizations were involved, but approximately 50 advocates (mostly working in development) attended a webinar we presented.

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Program Outputs: Research Library

(i) Outputs achieved by this program in the past 18 months (i.e. 2020 and the first 6 months of 2021):

In the past 18 months, Faunalytics' Research Library has published 309 study summaries and 78 blog posts, which are distributed through weekly research alerts and monthly emails to over 5,000 subscribers. Faunalytics' email open rate is currently over 7% higher than the nonprofit industry average.

Of the summaries and blogs added to the Library in the last 18 months, 227 were on the topic of Animals Used For Food (59% of all articles in the library), 147 looked at topics related to effective advocacy, 125 focused on Wild Animals, 92 on Companion Animals, and 33 covered Animals Used In Science. (Note: the total for these categories combined is higher than the Library totals, since summaries and blogs often cover more than one category.)

While the study summaries in our Library focus on one study per summary, our blog posts synthesize and contextualize important research across topics and studies, and provide unique insights for animal advocates. Examples from our blog over the past 18 months include Deaths Per Calorie & Effective Advocacy: A Case For Standardization, Tips For Choosing A High-Impact Research Topic, Development, Data, And The Psychology Of Giving, and Identifying And Mitigating Burnout In Animal Advocacy.

In the past 18 months our Research Library has received 869,256 unique pageviews across 521,619 users, and since 2019, both our website pageviews and our users have grown by more than 10% each year. Our annual Community Survey provided great feedback on this program, with a great number of respondents remarking in glowing terms: "The library in particular has saved me countless research hours by collating academic literature by topic and providing summaries that allow me to quickly understand what papers are about and if they're relevant for my own work."

Such comments are typical of what users love best about the Library: it provides data that is easy to gather, understand, and apply.

The vast majority of study summaries were written by a team of volunteers managed and coordinated by our Content Director, and represent approximately 1,545 hours of volunteer time (based on an estimate of approximately five hours to read, summarize, and identify key implications for advocates from each study). Of the 78 blog posts in the last 18 months, 19 (or 24%) were written by a variety of volunteer guest authors, including a broad range of academics, industry professionals, and other animal advocacy movement stakeholders.

In addition to the core Library outputs achieved in the last 18 months, the broader Library program added several comprehensive visual resources for advocates, including:

1. Faunalytics Fundamentals:
     - [Wild Animals](#) (January 2020)
       Usage: 10,826 views since publication*
     - [Zoonoses](#) (June 2020)
       Usage: 2,764 views since publication*
     - [Ocean Life](#) (June 2021)
       Usage: 2,619 views since publication*
2. Factsheets:
     - [Using Dynamic Norms Effectively](#) (September 2020)
       Usage: 813 views since publication
     - [Greyhound Racing: A Winnable Issue](#) (April 2021)
       Usage: 715 views since publication
3. [Faunalytics Explains](#) videos:
     - Six in total including a Spanish translation of one of the videos), which summarize studies of particular interest to effective advocates in video form in under three minutes.
       Usage: 1,817 total views since publication

*These usage stats are higher than some of our other resources because they include Google ads traffic (free to Faunalytics), which increases pageviews by 3 to 4.5 times over organic traffic. Google ads would not be appropriate for our more advocate-focused resources.

(ii) Top 2-3 outputs of this program *prior* to 2020:

The Research Library has been Faunalytics' flagship program since 2004.

- From 2004 through to the end of 2019, the Library grew to over 4,000 entries, and stands as one of the most significant and accessible databases of research on effective animal advocacy.
- Prior to 2020, the Library began its expansion into visual resources with the founding of the Fundamentals series in 2017, adding comprehensive infographics on [Farmed Animals](), [Animals Used In Research](), and [Companion Animals]().

Program Outputs: Research Support

(i) Outputs achieved by this program in the past 18 months (i.e. 2020 and the first 6 months of 2021):

Faunalytics provides substantial paid and pro bono research support to the animal advocacy community through various means.

Partner Projects:

1. "Designing Effective Surveys" webinar (March 2021)
   ○ This webinar was commissioned by the Centre for Effective Altruism
   ○ Faunalytics' Research Director delivered it live to the CEA team, then (with permission) created a generic version for our [Youtube](#) channel, where it has been viewed 183 times since uploading.

2. A Farm Sanctuary Tour's Effects On Intentions And Diet Change (October 2020)
   ○ Usage: 1,830 [report](#) views and 129 [PDF](#) downloads since publication
   ○ Other organizations involved: Farm Sanctuary contracted us to conduct this study on their behalf. Under our Partner Project model, we requested that the contract include the ability to make the results publicly available.

3. Animal Product Impact Scales (September 2020)
   ○ Usage: 3,639 views of the [resource hub](#) & [blog post](#) since publication. There is also a [Full Methodology & Sources](#) document on the Open Science Framework.
   ○ Other organizations involved: This study was commissioned by the Food Systems Research Fund. Feedback on the methodology and sources was provided by the Fish Welfare Initiative, Open Philanthropy, Rethink Priorities, and Humane League Labs.

Hourly Research Consulting:

1. Brooks Institute's [Farmed Animal Research Collaborative](#) (November 2020 - present)
   - Faunalytics' Research Director provides consultation on designing scoping research, and reviews research performed by a contractor. Contract is ongoing, with similar responsibilities to continue as additional research phases are conducted.
   - Expected output is a summit connecting funders, researchers, and advocates, to ensure that impactful research is conducted.

2. Research consulting for Encompass (March 2021 - present)
   - Faunalytics' Research Director provided advisory support with the research design and methodology of a study led by EBDE ([described here](#)). However, it is important to note that our role has been very small and full credit for the project goes to Encompass and EBDE.
   - Expected output is a report by EBDE on the state of racial diversity, inclusion, and (in)equity in the U.S. farmed animal protection movement.

3. Impact evaluation service for Open Philanthropy (June 2021 - present)
   - Faunalytics' Research Scientist Zach Wulderk is coordinating and leading the development of impact evaluation metrics and reporting tools for one of OPP's Asian grantees.
   - In this first stage of assistance, the expected output is a fair and rigorous impact evaluation method for OPP's grantee. We have discussed the idea of treating this as a pilot project, to be adapted and expanded to multiple groups in the future.

Pro Bono Research Support:

Since the beginning of 2020, Faunalytics' team have assisted over 100 advocacy organizations and individuals through our pro bono [Ask Us](#) program (which includes our office hours and email support). Our tracking shows the following for this time period:

- 105 unique research support recipients (132 total sessions)
- 32% had questions about finding data, 30% about research design, 13% about scoping problems, 5% about research analysis, 3% about interpreting data or results, and the rest about other topics

- 71% are doing work for farmed animals (4% wild animals, 4% companion animals, 22% all animals or other animals)
- In 2020-2021, users of our support program have included, among others: 80,000 Hours, Animal Advocacy Africa, Animal Advocacy Careers, Animal Equality, Centre For Effective Altruism, Centre for Effective Vegan Advocacy, Encompass, Equalia, Farmed Animal Funders, FIAPO, Fish Welfare Institute, Good Food Institute, HSUS, ProVeg, Sentience Institute, and World Animal Protection. (Please note that not all of these groups have provided public testimonials so this should be considered a confidential list.)

As part of our pro bono support program, we collect feedback from recipients. Please see our additional documentation for a summary of the other results.

(ii) Top 2-3 outputs of this program *prior* to 2020:

1. How Does Video Outreach Impact Pork Consumption? (February 2018)
   - This was a partner project commissioned by Animal Equality
   - Usage: 795 report views since publication
   - We also published a follow-up education blog about Lessons Learned working on such a large field study

2. Research Advice website section
   - Although this section of our website is evergreen, it was initially created in 2015 and the most substantial updates took place between 2017 and 2019
   - Usage: 3,260 views since publication
   - In the past year, we have overhauled the design and added new content like the Training Guide For Person-To-Person Data Collection