



Monumental New Resource Now Available For Farmed Animal Advocates

Advocates have the power to learn the preferences of their audiences and make their outreach more effective.

Olympia, Wash. (April 26, 2023) — Nonprofit research organization [Faunalytics](#) surveyed thousands of people across the United States and asked how likely they would be to try a number of pro-animal actions, such as voting for a ballot measure, buying cruelty-free products, or giving up meat. The results will enable animal advocates to be more effective by focusing on the most promising strategies or tailoring specific “asks” for the most receptive groups.

Key Findings:

- 1. The groups who are most and least likely to take pro-animal actions are often divided along political lines.** 84% of Democrats would vote for a ballot measure aimed at improving conditions for farmed animals compared to only 56% of Republicans.
- 2. Climate concern could make more of a difference in someone’s openness to many pro-animal actions than being an animal lover.** People who are concerned about climate change were 45 percentage points more supportive of Meatless Monday school lunch policies than people who aren’t. Animal lovers were only 19 percentage points more likely to support this type of policy than non-animal lovers.
- 3. Black, Indigenous, and People of the Global Majority (BIPGM) individuals are often more open to pro-animal actions than white people.** Black participants reported the highest likelihood of removing beef and pork from their diets (27%), going pescatarian (21%), and going vegan (12%).
- 4. People are most open to simple actions that result in institutional change.** Over 60% of the U.S. public said they would vote for a farmed animal-focused ballot measure, sign a farmed animal-focused petition, or support a Meatless Mondays school lunch policy.
- 5. Speciesism varies across characteristic groups.** Non-animal lovers, people who aren’t concerned about climate change, conservatives, and Republicans had the highest levels of speciesism, while people outside the gender binary, liberals, women, Hispanic or Latino/a/x people, and Democrats had the lowest levels of speciesism.

Along with the key findings and recommendations detailed in their [report](#), Faunalytics has also created a [Results Graphing Tool](#) advocates can use to easily view all the results. “It is important for advocates to keep in mind that different groups of people are open to different types of ‘asks,’” says research scientist and study author, Zach Wulderk. “With this powerful new

resource, animal advocates can compare their target audience's openness to a variety of 'asks' to ensure that they are amenable."

This [report](#) is the latest addition to Faunalytics' original research collection, which primarily focuses on public attitudes, beliefs, and behaviors toward animals. A list of upcoming and previous original studies can be found [here](#).

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Research team members from this study are available for interviews.

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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.