



Analysis of Pay Per Read Data

June 14, 2016



A SIMPLE WAY TO HELP

Eating Fewer Chickens Makes the Biggest Difference

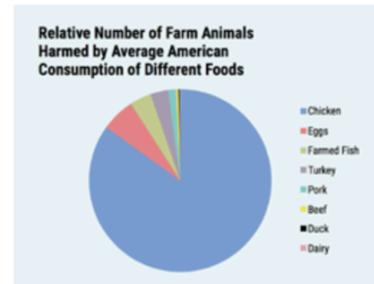


EAT LESS CHICKEN TO HELP THE MOST ANIMALS!

You may have heard about the cruel treatment of animals raised for food in today's factory farms. As you can see, most of the animals raised intensively for food are chickens.

While this booklet discusses the harm done to a range of farmed animals, you can make a difference for the most animals by cutting back or eliminating chicken.

Today there are wonderful new veggie chicken products and other plant-based foods you can enjoy. Veggie chicken is available from Gardein, Boca, Beyond Meat, and other companies.



MAKE A DIFFERENCE!

By reducing or eliminating chicken you can spare hundreds of animals from a lifetime of suffering.

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

Because many more chickens are killed to produce the same amount of meat as from cows and pigs, you'll prevent more animal suffering by first eliminating chickens.

You don't have to sacrifice your favorite meals—high protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!

Thank you for caring about justice for individuals who do not have the power to stand up for themselves!



By reducing chicken, you can spare hundreds of animals!



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EVEN IF YOU LIKE MEAT

You Can Spare Hundreds Of Animals A Lifetime Of Suffering



As the meat, dairy, and egg industries fight to hide their practices from the public, investigators continue to document cruel exploitation of animals. Abuses considered cruel by the general public are standard practice in the industry. Mother pigs are confined in crates for nearly their entire lives. Workers cut piglets' tails off and castrate them without painkillers. Chickens raised for eggs have the tips of their beaks cut off so producers can pack them into crowded conditions.

Cows produce milk to feed their young. In order to take the milk for humans, dairy farmers take the calves from their mothers. They are usually taken within 24 hours of birth, which causes the mothers great distress. These practices are all performed to minimize labor costs, feed costs, and capital investment. The only things maximized are profits and animal suffering. Every time the interests of animals conflict with profits, the animals lose.

"So our animals can't turn around for the 2.5 years they are in the stalls...I don't know who asked the sow if she wanted to turn around."

Dave Warner, Director of Communications, National Pork Producers Council



MAKE A DIFFERENCE!

By merely cutting your meat consumption in half, you will spare hundreds of animals a lifetime of suffering!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

Because many more chickens are killed to produce the same amount of meat as from cows and pigs, you'll prevent more animal suffering by first eliminating chickens.

You don't have to sacrifice your favorite meals—high protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!

Thank you for caring about justice for individuals who do not have the power to stand up for themselves!



Once you've decided what will work for you, just get started and stick with it!



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SPECIESISM

How You Can Help End It



PUTTING SPECIESISM ON OUR RADAR

In his groundbreaking book, *Animal Liberation*, Philosophy Professor Peter Singer popularized the word speciesism. He wrote:

“Racists violate the principle of equality by giving greater weight to the interests of members of their own race when there is a clash between their interests and the interests of those of another race. Sexists violate the principle of equality by favoring the interests of their own sex. Similarly, speciesists allow the interests of their own species to override the greater interests of members of other species. The pattern is identical in each case....

If a being suffers there can be no moral justification for refusing to take that suffering into consideration.”

Opposing speciesism doesn't mean treating all species the same in all situations—rather it means not using an individual's species as the basis for harming or protecting them. If it's wrong to kill a dog for food, then it's also wrong to kill a chicken or pig, as there are no significant differences in their desire to avoid pain and death.

This booklet describes how speciesism has resulted in agony for our fellow creatures and how you can help end it.



YOU CAN HELP

By cutting back and eventually eliminating animal products, you can help put an end to speciesism!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

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Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!

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Combatting speciesism means not supporting the violence inflicted on farmed animals!



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YOUR CHOICE

Why Millions Of People Are Choosing A Better Way To Eat



CHANGE IS GOOD



You may have already seen how animals are treated on today's farms. You may even have seen how they are killed in slaughterhouses. You probably don't like seeing those pictures and videos. Why? You're a kind and decent person. You don't want others to suffer unnecessarily.

More and more people like you are choosing to leave chicken, fish and other animals off their plates. According to U.S. News and World Report, one out of every seven college students has stopped eating meat. That's over 3 million students in the U.S. alone. Many others are cutting back on the amount of meat they eat.

Of course, the choice is up to you. Whether you decide to cut out meat entirely or just cut back, you can make a big difference for the world at every meal.



"I gave myself a few months to learn what meat-free meals I liked and where to get them. I eat so much delicious food now, the dining halls have plenty of options. And almost every restaurant I go to with my friends has at least one vegetarian meal."

Phil Letten, Michigan State

"The number of college students who identify themselves as vegetarian has risen by 50 percent since 2005, and the number of vegan students has more than doubled."
The Yale Daily News, February 22, 2013



Kira Svirsky, Metro State University

"I started off by just not eating chicken. It was an easy change that spared dozens of animals each year. It's not about being perfect, it's about doing what you can."



Constance Li, Rutgers University

"I always liked meat when I was growing up. But after I found out how farm animals are treated, that was it. No more meat for me. My taste buds weren't worth the torture. My life didn't change, I just felt healthier and glad to not be a part of that cruelty."

MAKE A DIFFERENCE!

You can replace animal products with something better!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

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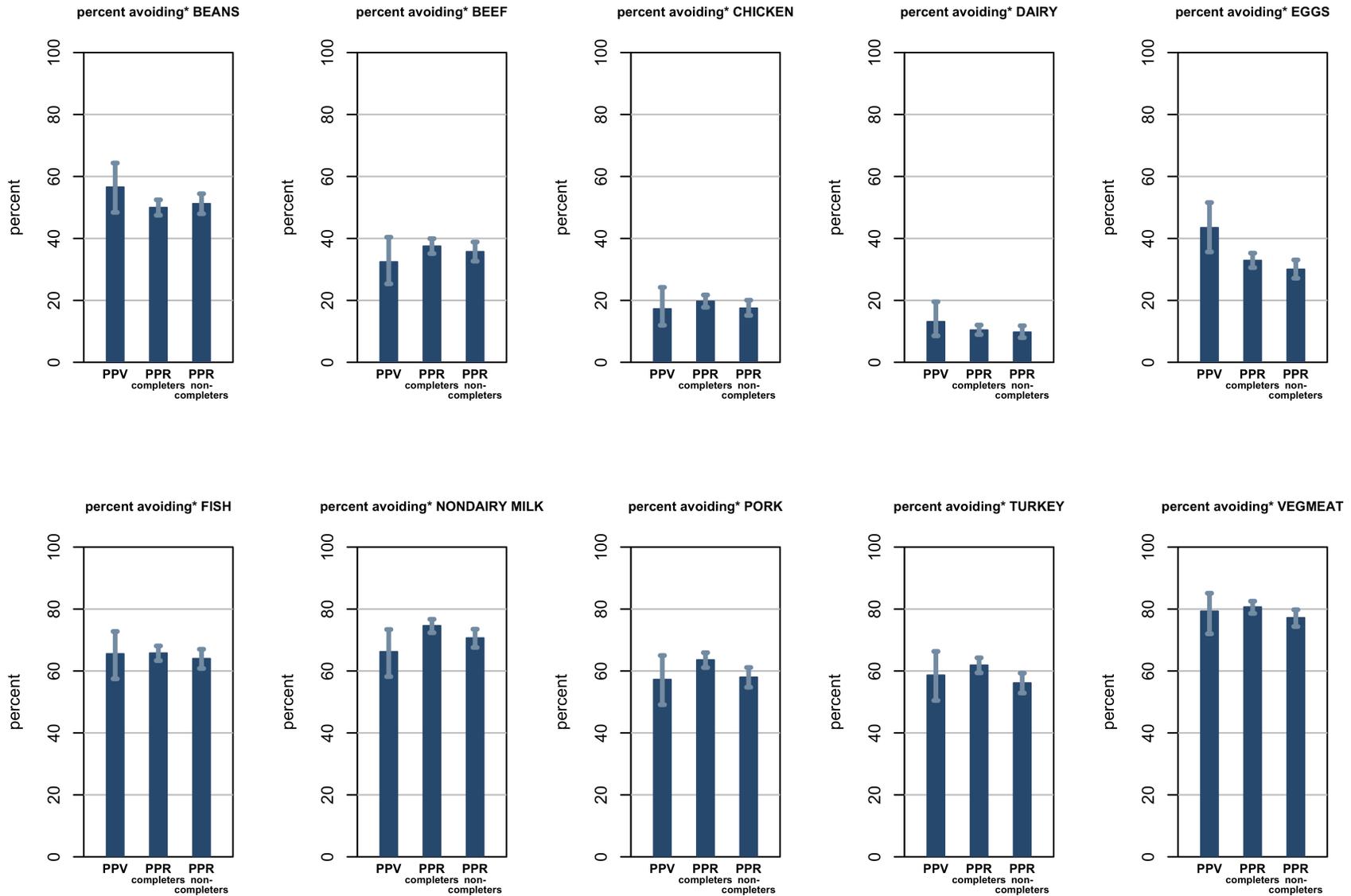
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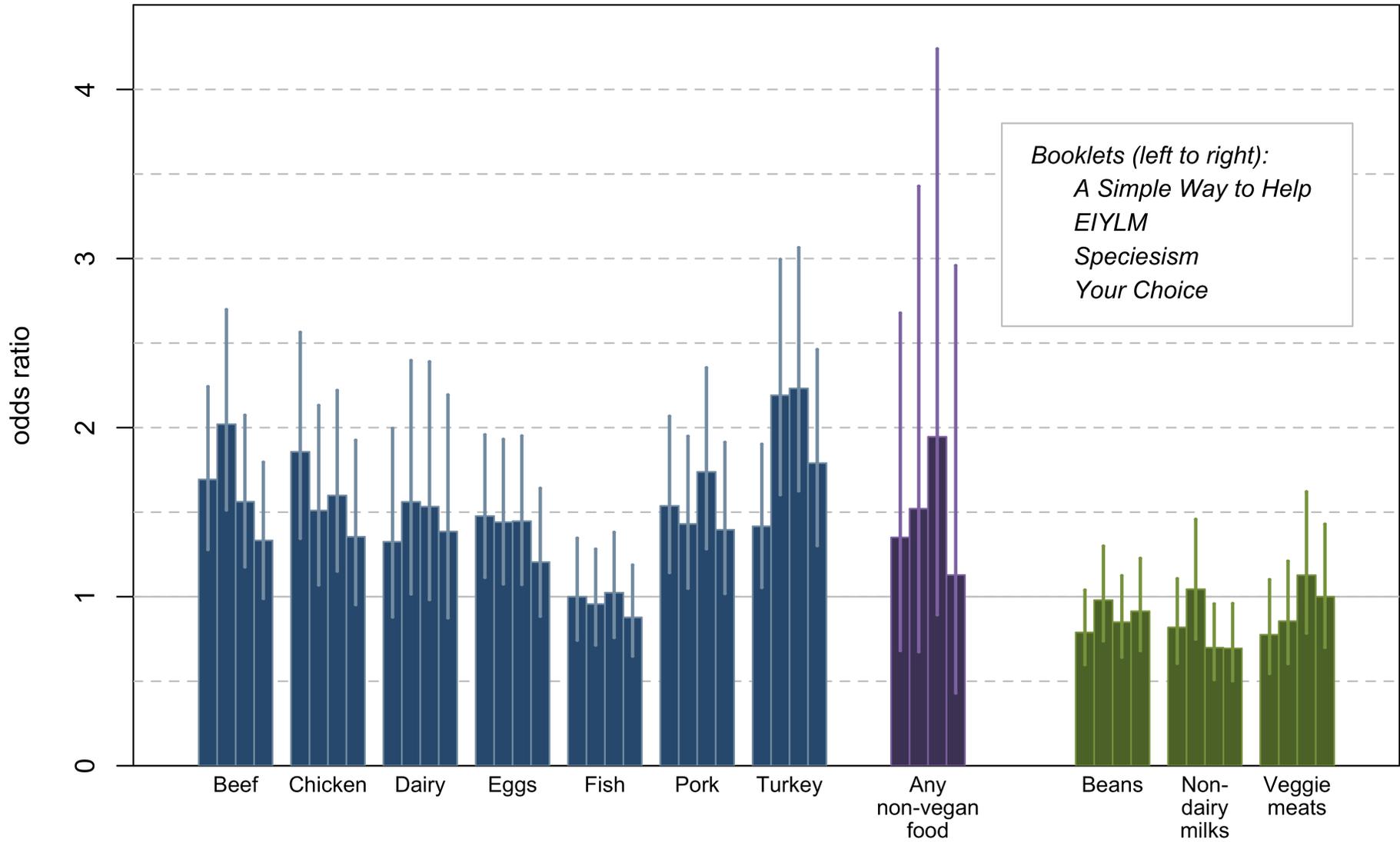
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In general, dietary patterns were similar among PPV participants and PPR participants (both those completing the post-test and those not)



*Eaten less than once per week or never

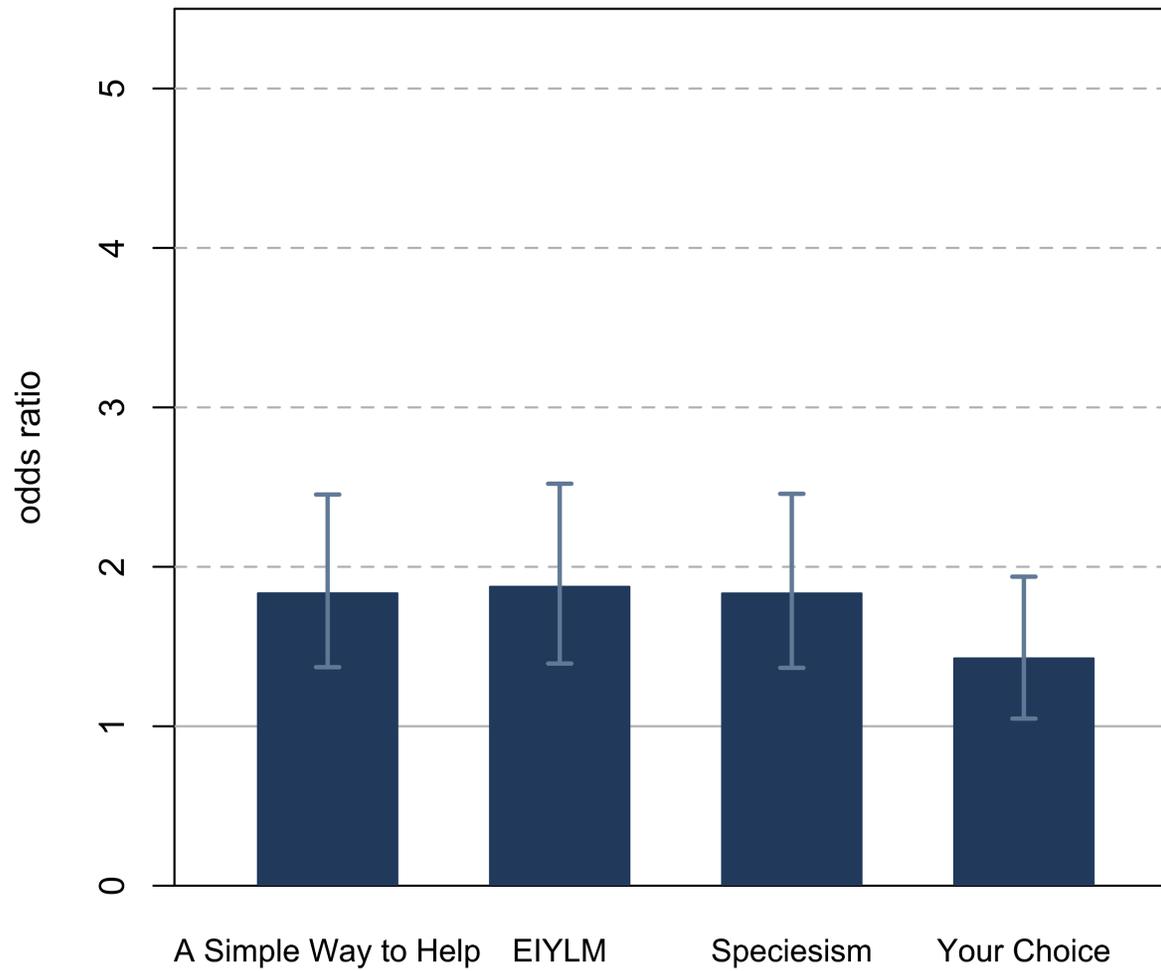
Post-test odds of avoiding* foods by booklet, compared to pre-test



*Eaten less than once per week or never

Mammals

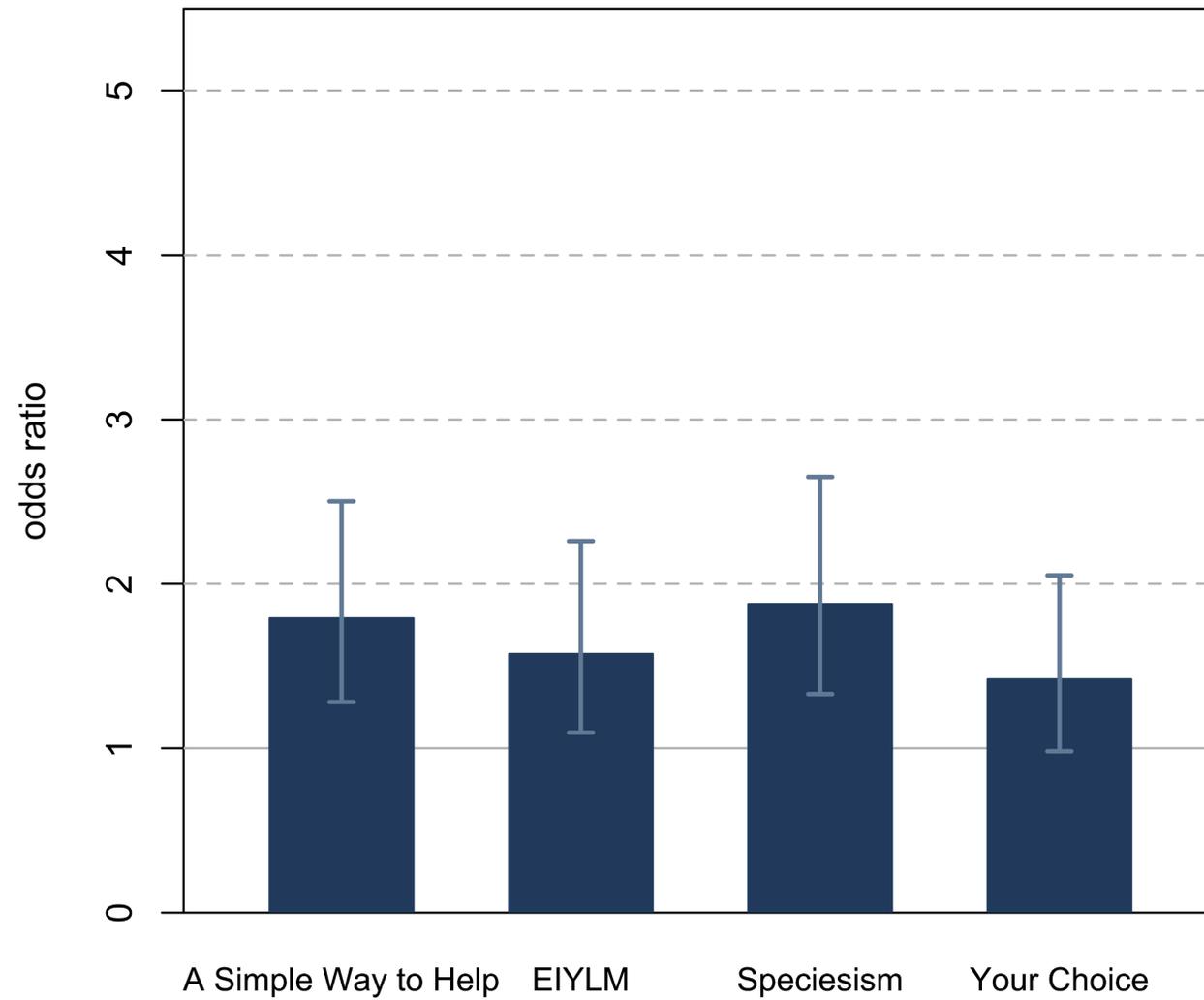
Post-test avoidance* of BEEF & PORK relative to pre-test



* Eaten less than once per week or never

Birds

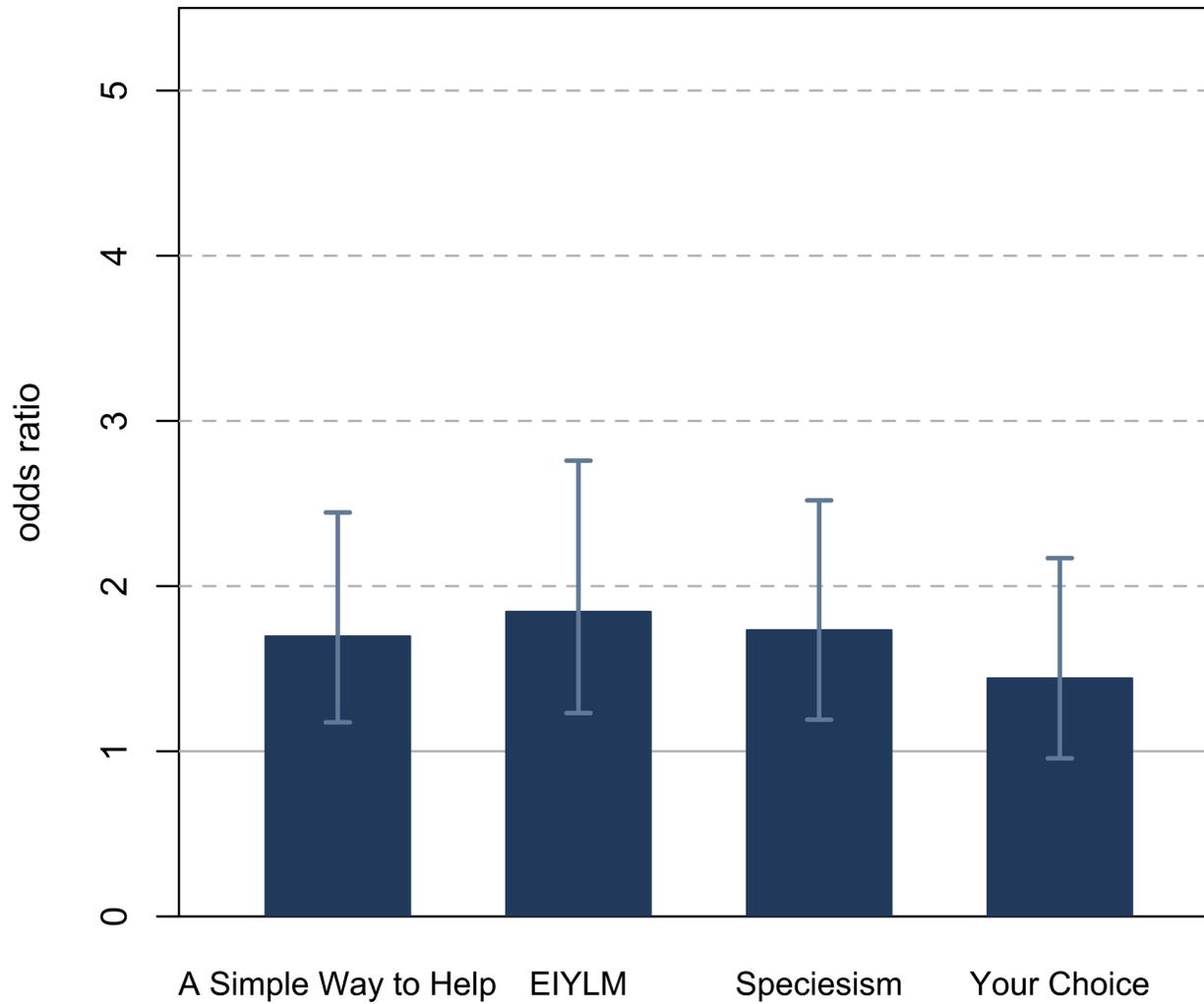
Post-test avoidance* of CHICKEN & TURKEY relative to pre-test



* Eaten less than once per week or never

Land Animals

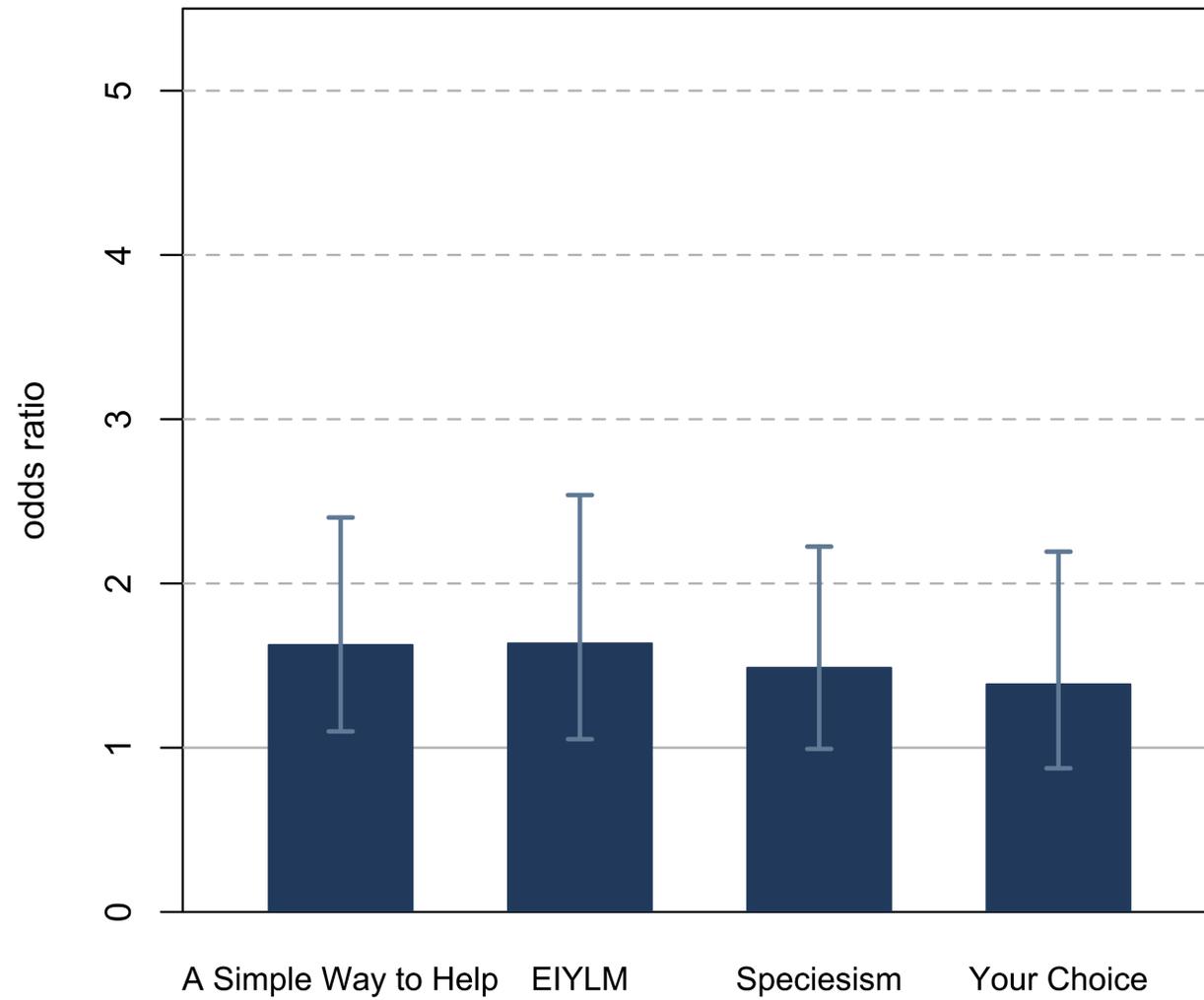
Post-test avoidance* of BEEF & CHICKEN & PORK & TURKEY relative to pre-test



* Eaten less than once per week or never

Meat

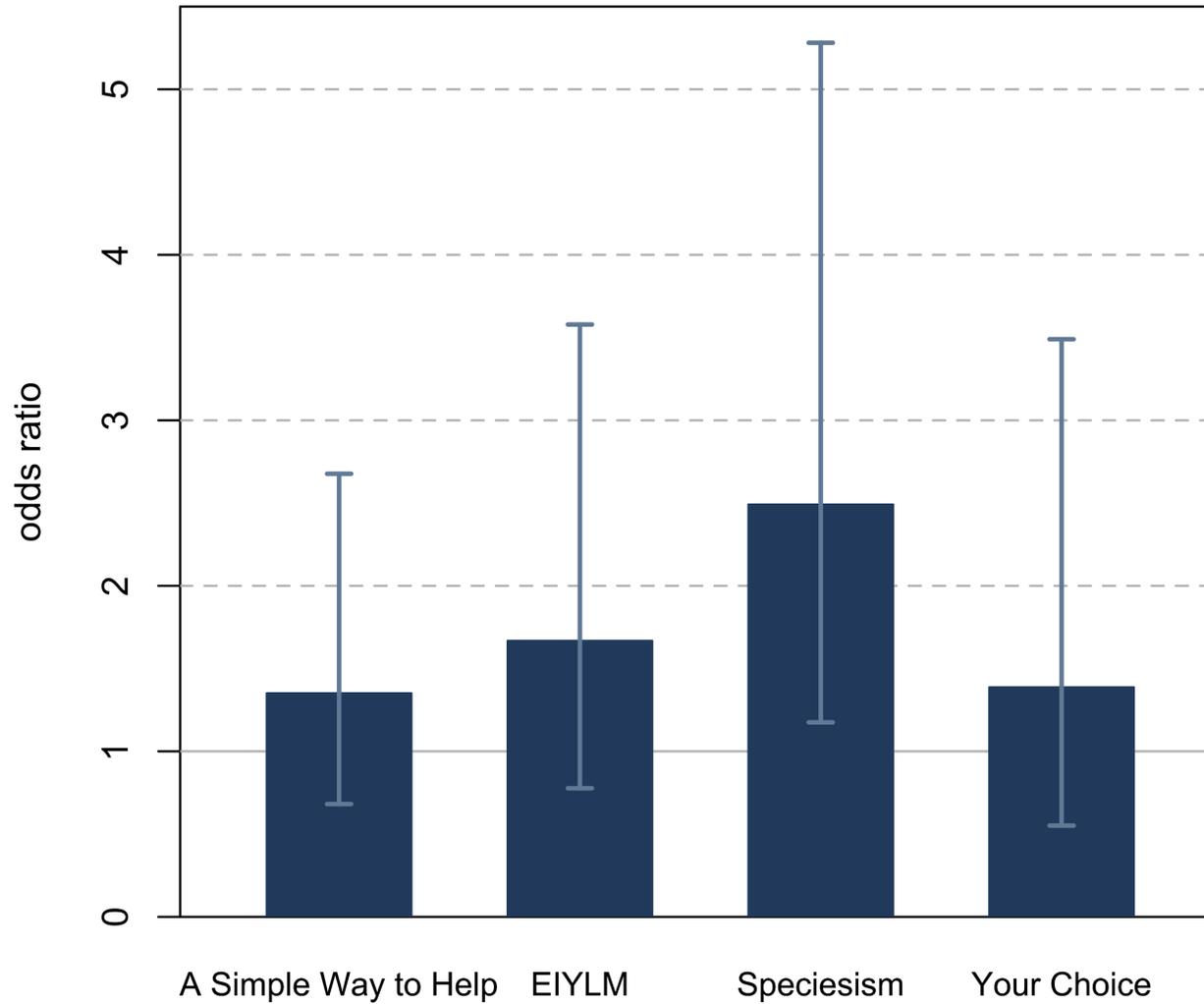
Post-test avoidance* of BEEF & CHICKEN & FISH & PORK & TURKEY relative to pre-test



* Eaten less than once per week or never

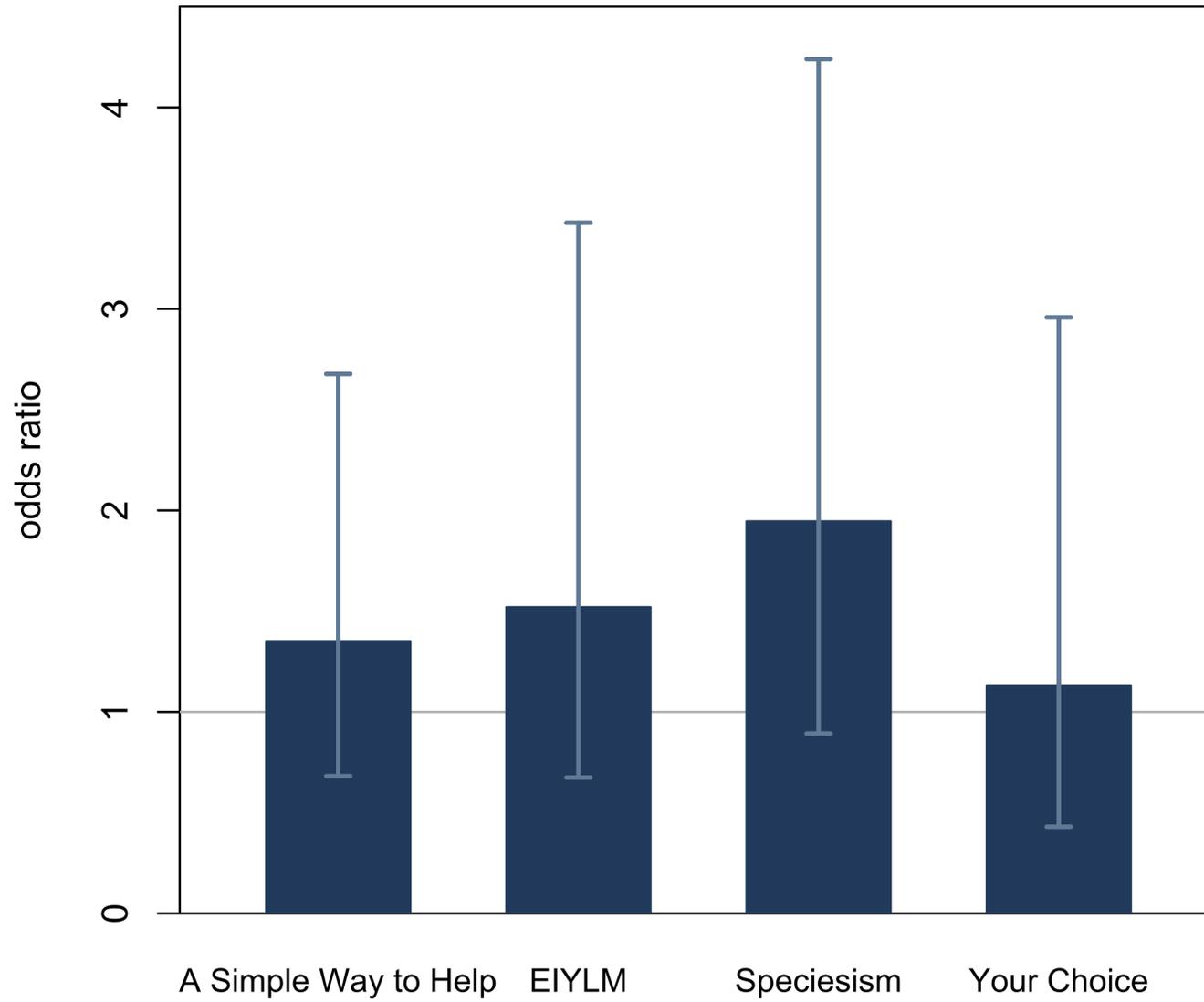
Land Animal Products

Post-test avoidance* of BEEF & CHICKEN & DAIRY & EGGS & PORK & TURKEY relative to pre-test



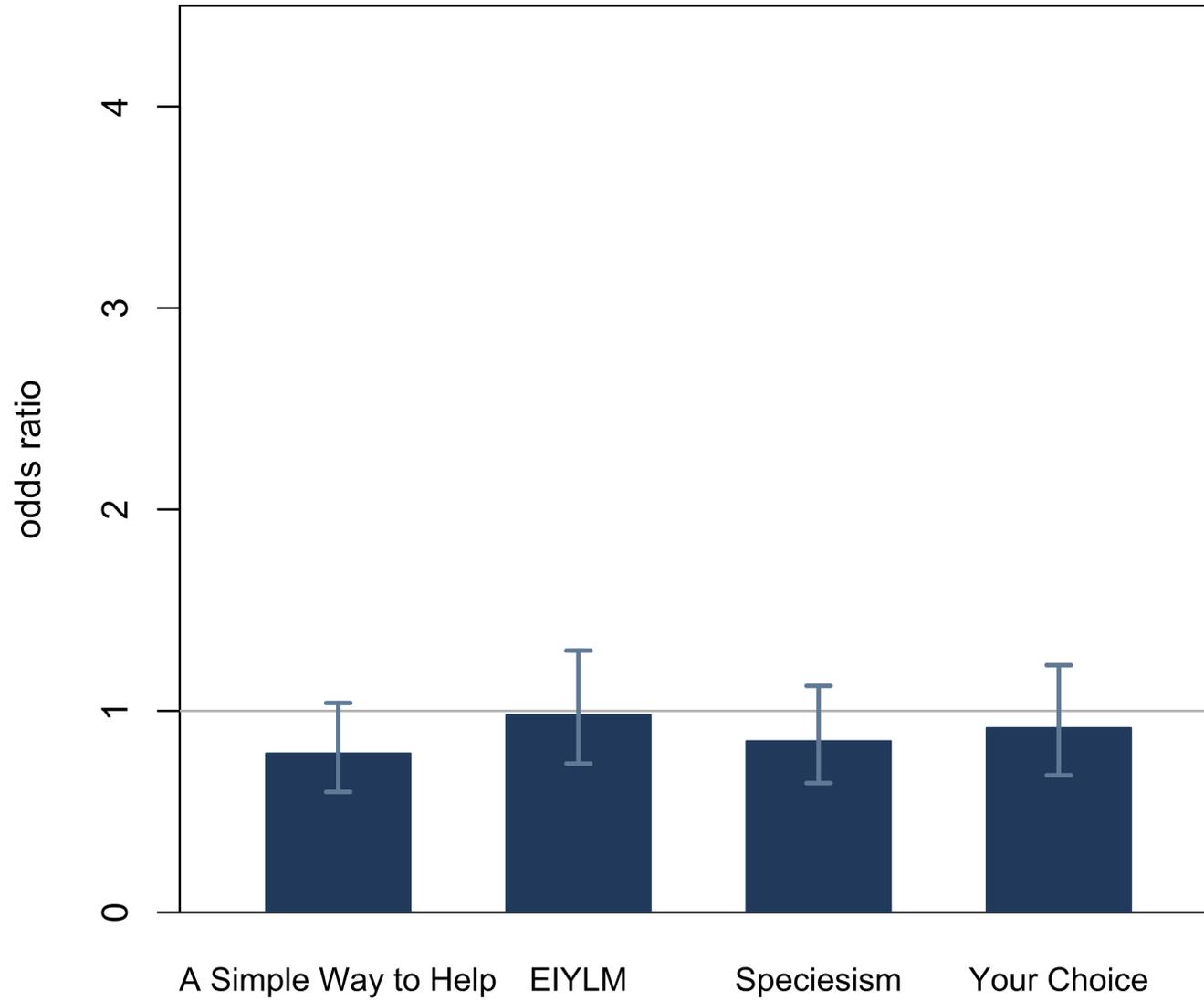
* Eaten less than once per week or never

Post-test avoidance* of NON-VEGAN FOODS relative to pre-test



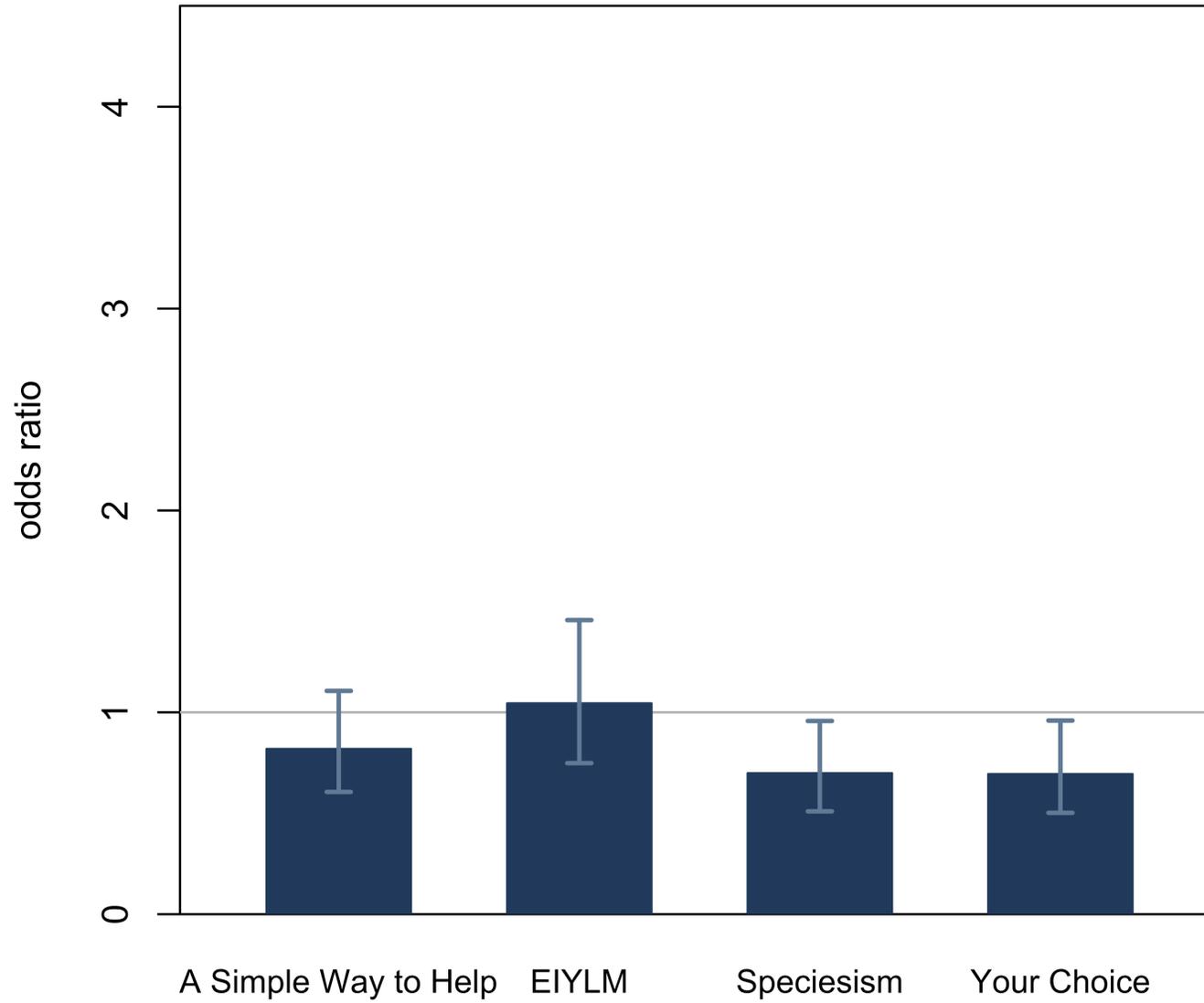
* Eaten less than once per week or never

Post-test avoidance* of BEANS relative to pre-test



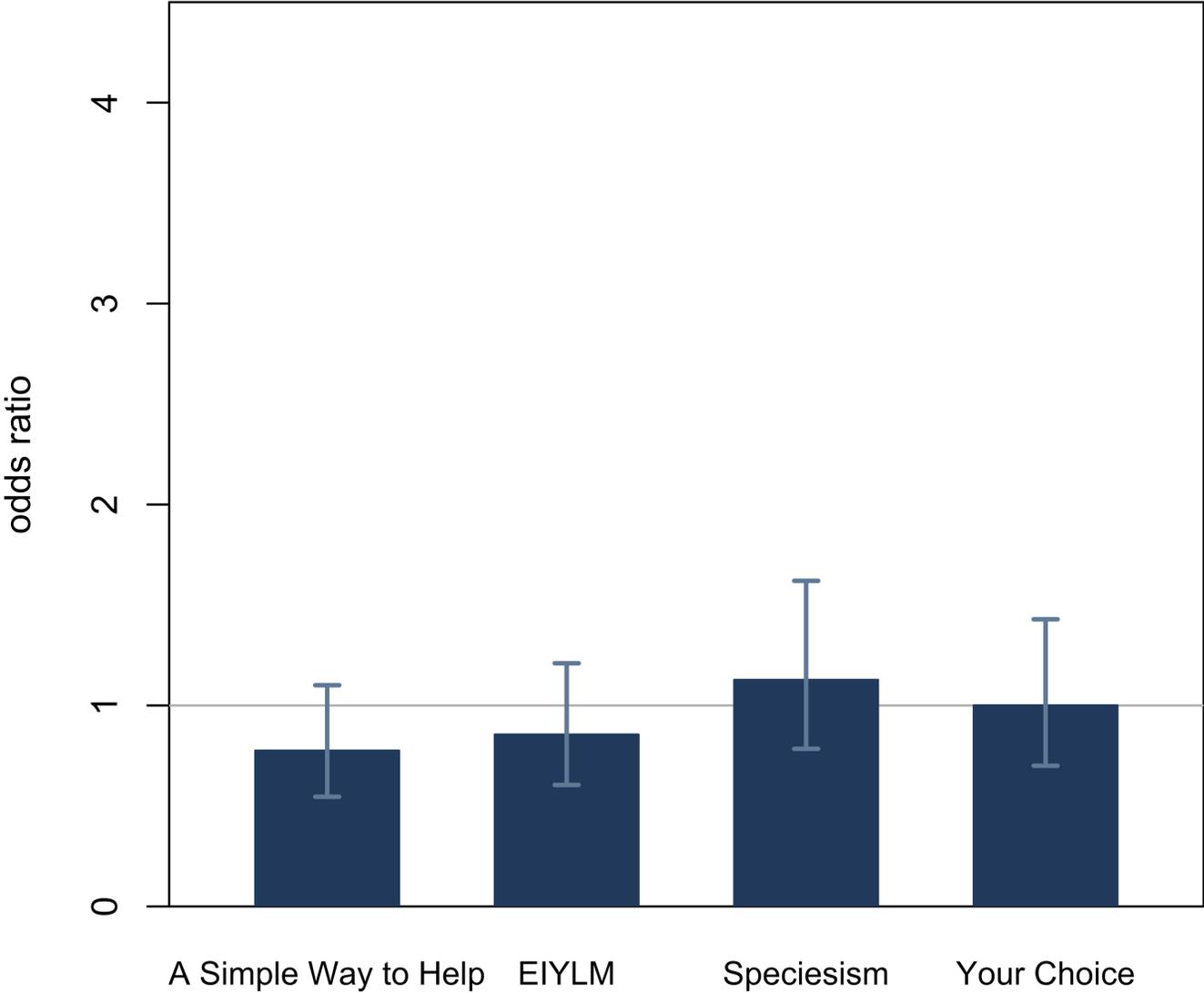
* Eaten less than once per week or never

Post-test avoidance* of NON-DAIRY MILKS relative to pre-test



* Eaten less than once per week or never

Post-test avoidance* of VEGGIE MEATS relative to pre-test



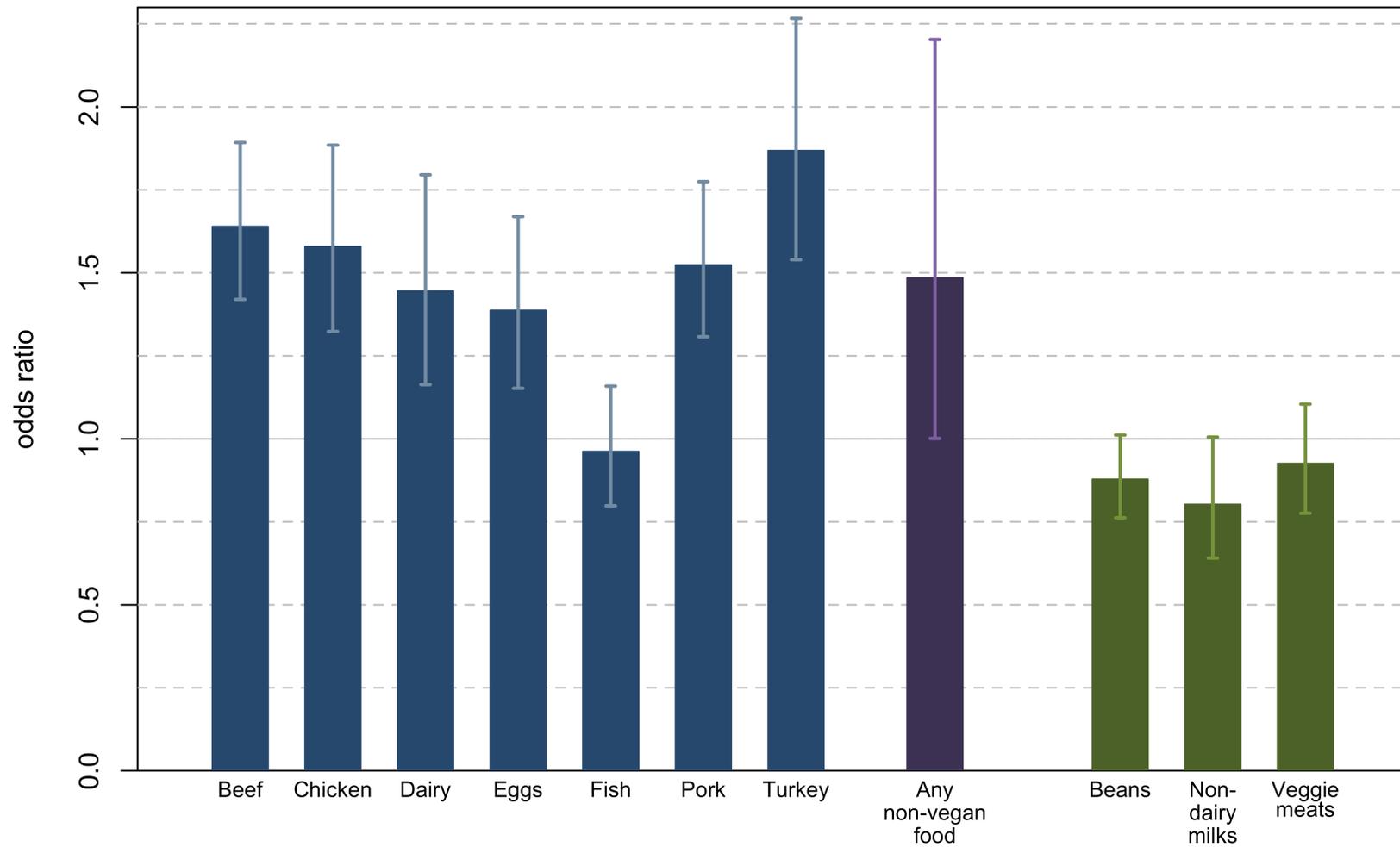
* Eaten less than once per week or never

PPR: Effects on Diet

- Effects were statistically similar regardless of booklet:
 - A Simple Way to Help
 - Even If You Like Meat
 - Speciesism
 - Your Choice
- In general, we would need samples of 500-700 respondents in each group to have a 60% chance of observing differences in effects between booklets of 20% or more.
 - Instead, we had samples of 350-400 respondents per group.
- Since there is no evidence of a difference between booklets, we will pool the effects from all booklets using a random-effects model.
 - This addresses the question, “Are booklets helpful?” while acknowledging that not all of our booklets were the same.

Pooled effects

Post-test odds of avoiding* foods, compared to pre-test



*Eaten less than once per week or never

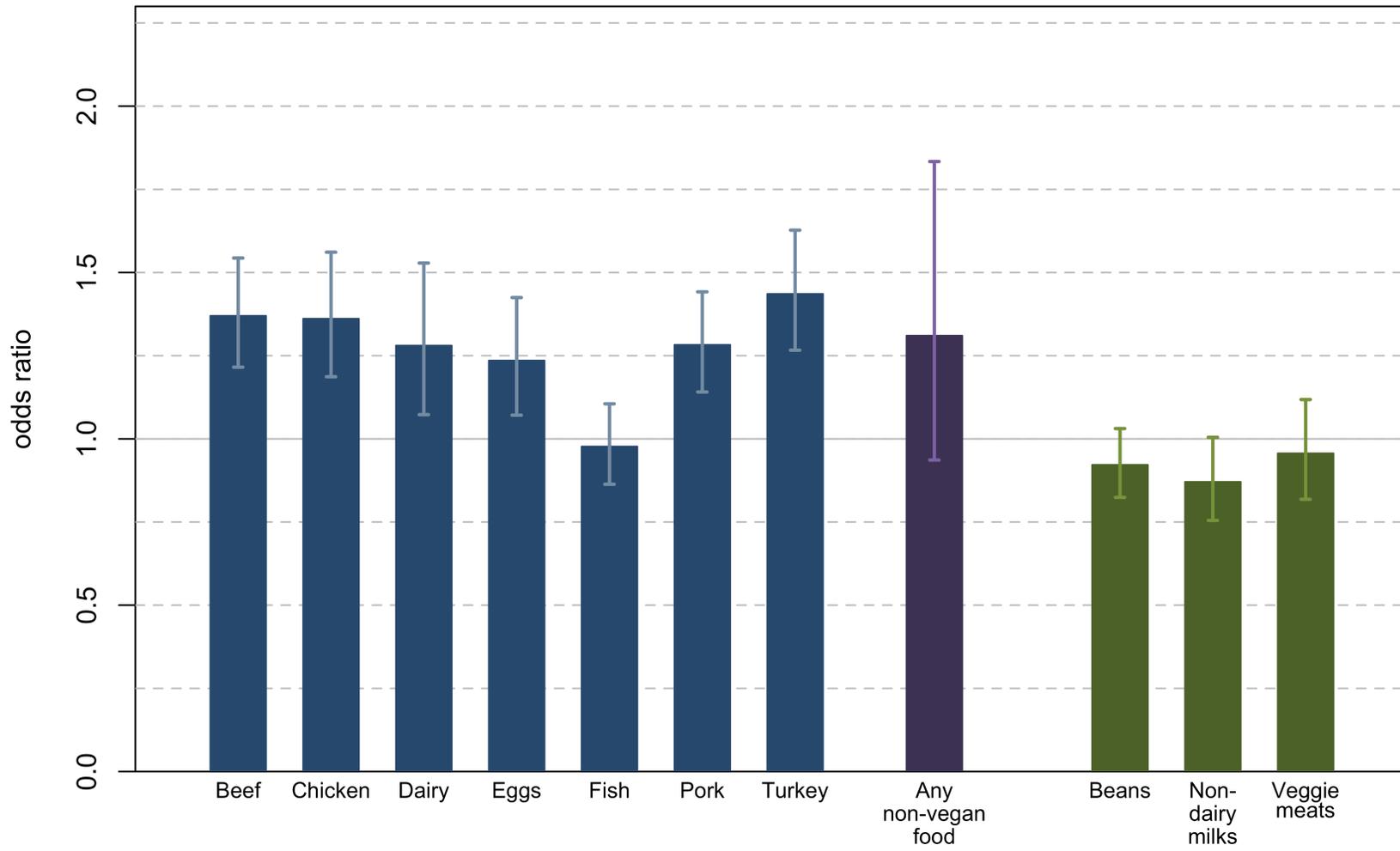
Intent-To-Treat Analysis

- Were the post-test completers more likely to become animal product avoiders than non-completers?
- As an alternative scenario, we can imagine that the non-completers did not change their diets at all, and then include them in the analysis.
- This attenuates the observed effects, but it only changed the significance of the "any non-vegan food" category which was already borderline.

PPR: Pooled effects

(ITT—assuming no diet change among non-completers)

Post-test odds of avoiding* foods, compared to pre-test



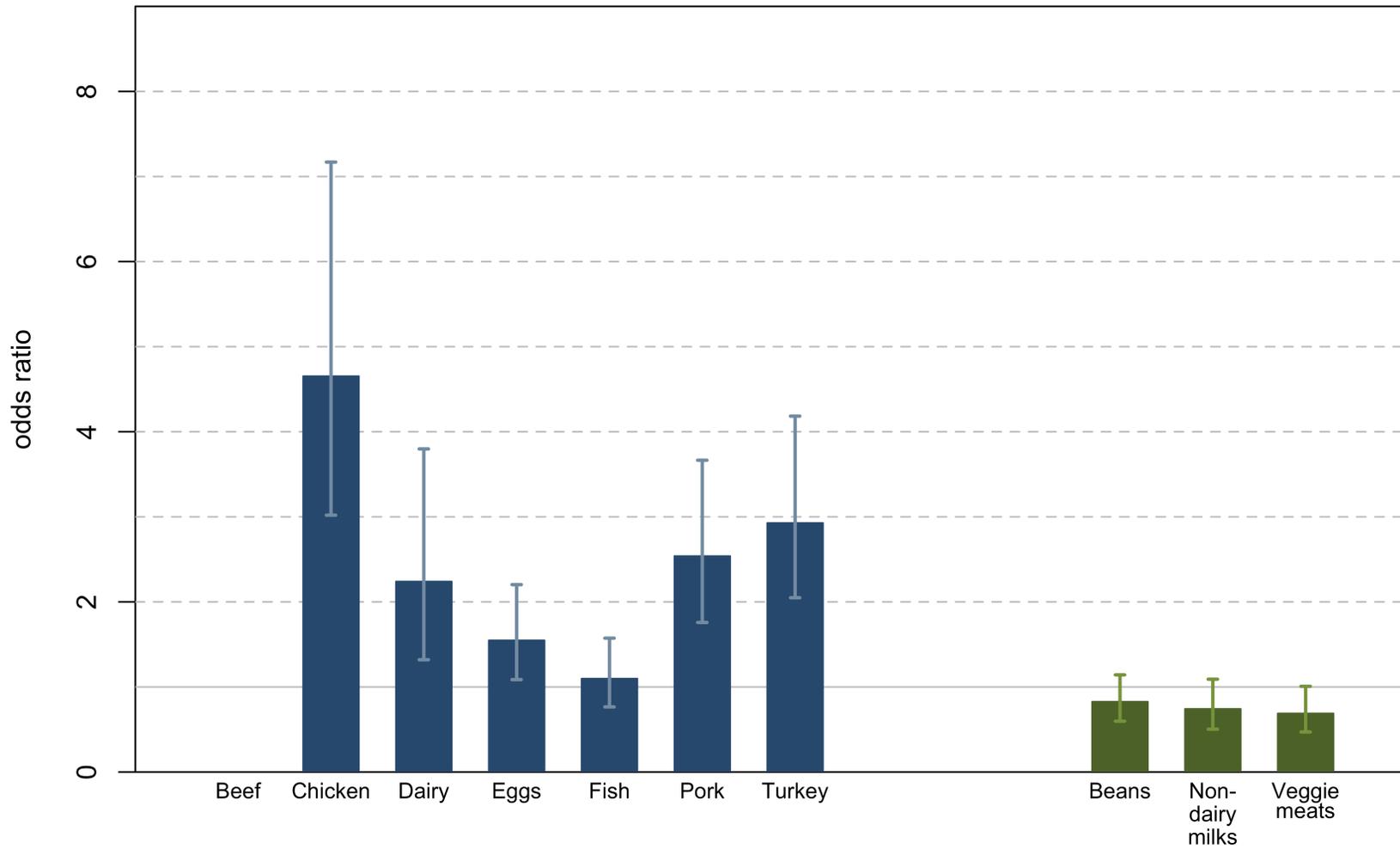
*Eaten less than once per week or never

Diet Substitution

- We worry that if people give up eating one animal, they will eat more of another.
- To address this, we can consider ONLY subjects that NEWLY BEGAN to avoid beef between the pre- and post-tests.
 - If they increase consumption of other animals during the same time, we will see the previous effects be reversed.
- But no! People who give up beef are *also* likely to give up other animal foods (see following slides).
- We also see this effect if we consider only those that begin to avoid chicken between pre- and post-tests.
- Note that for the following slides, the y-axis has changed scale; for these sub-populations, we had model convergence difficulties for the “Any Non-vegan Food” category, so this was omitted.

Pooled effects among new beef avoiders

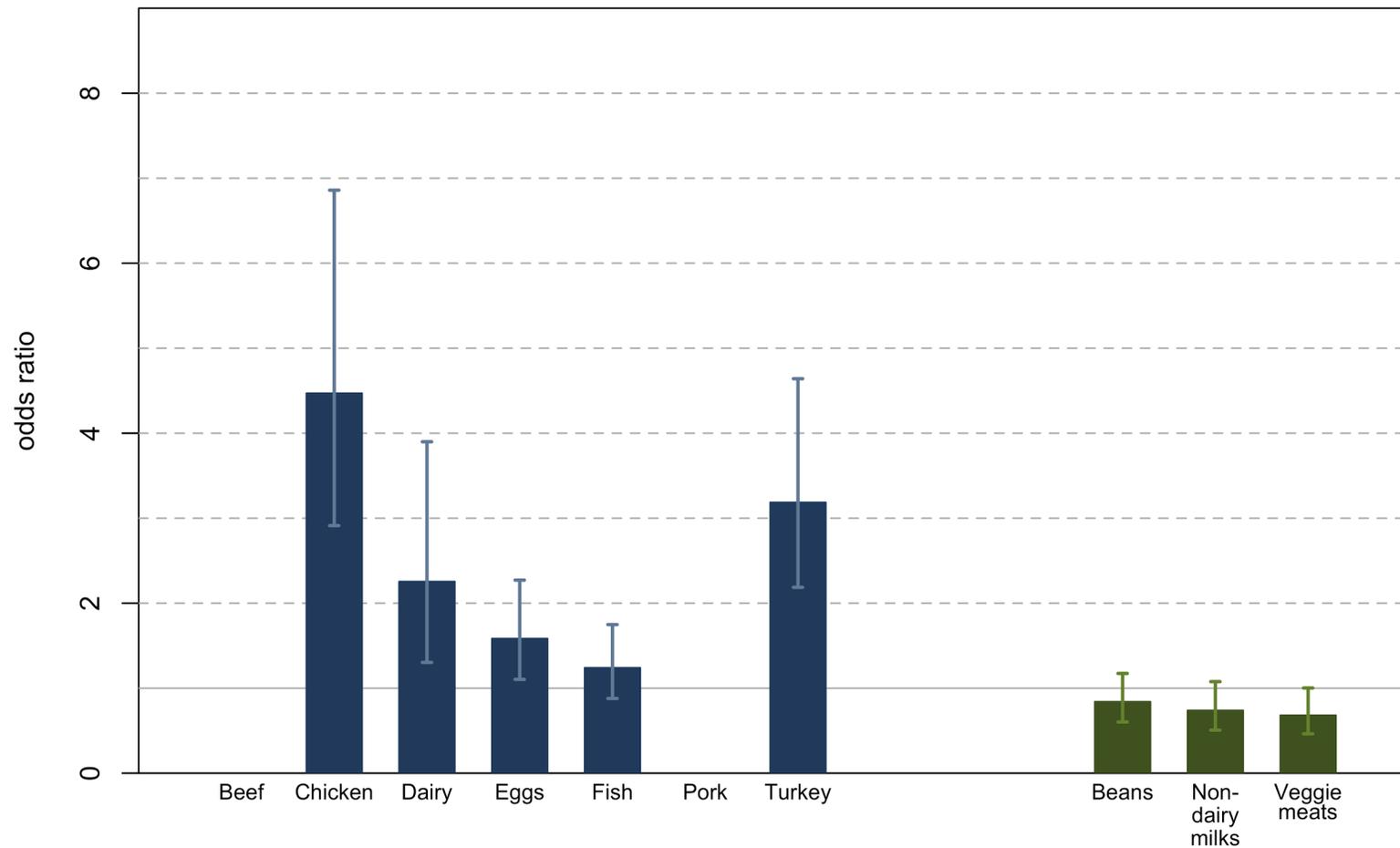
Post-test odds of avoiding* foods, compared to pre-test



*Eaten less than once per week or never

Pooled effects among new mammal avoiders

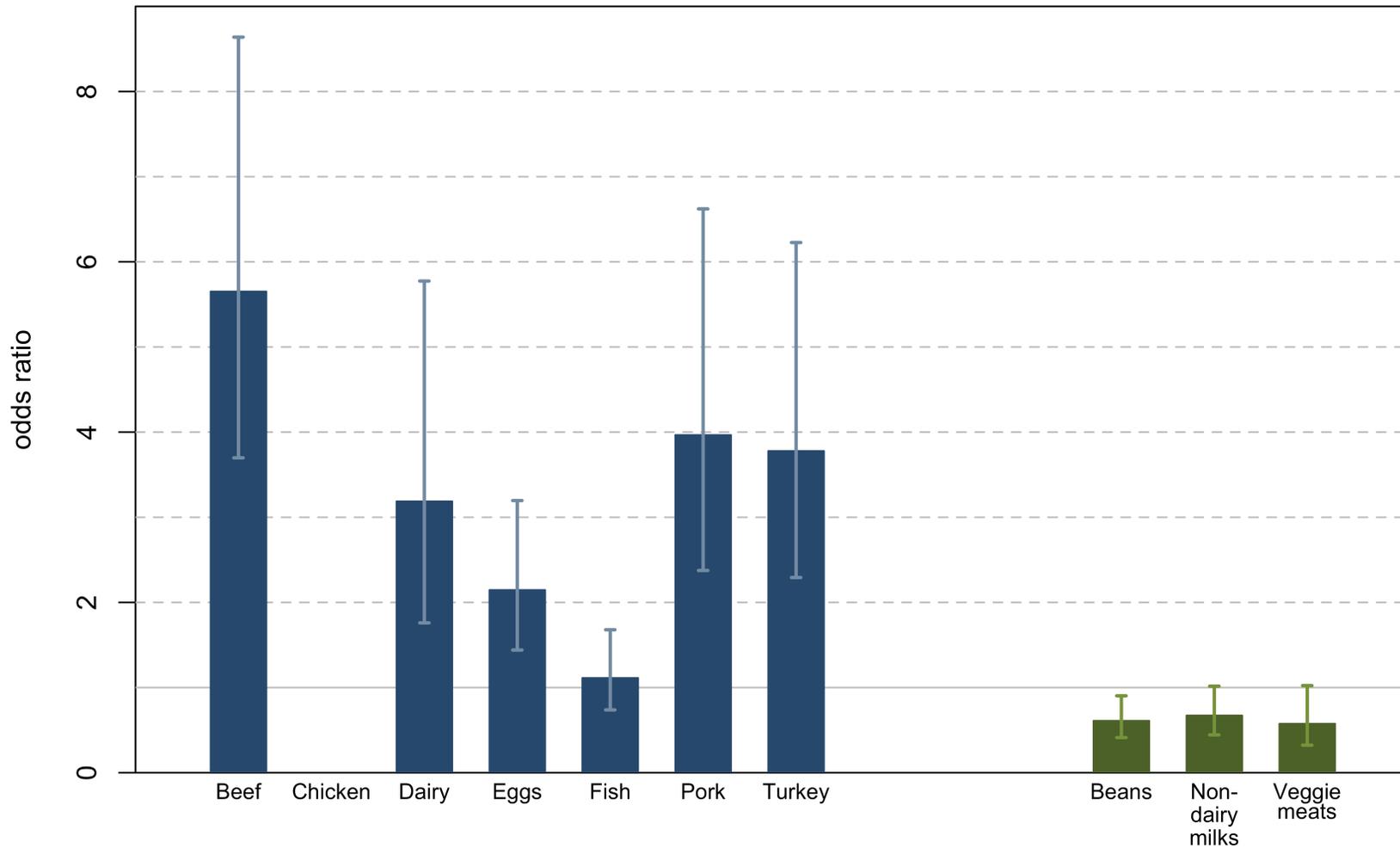
Post-test odds of avoiding* foods, compared to pre-test



*Eaten less than once per week or never

Pooled effects among new chicken avoiders

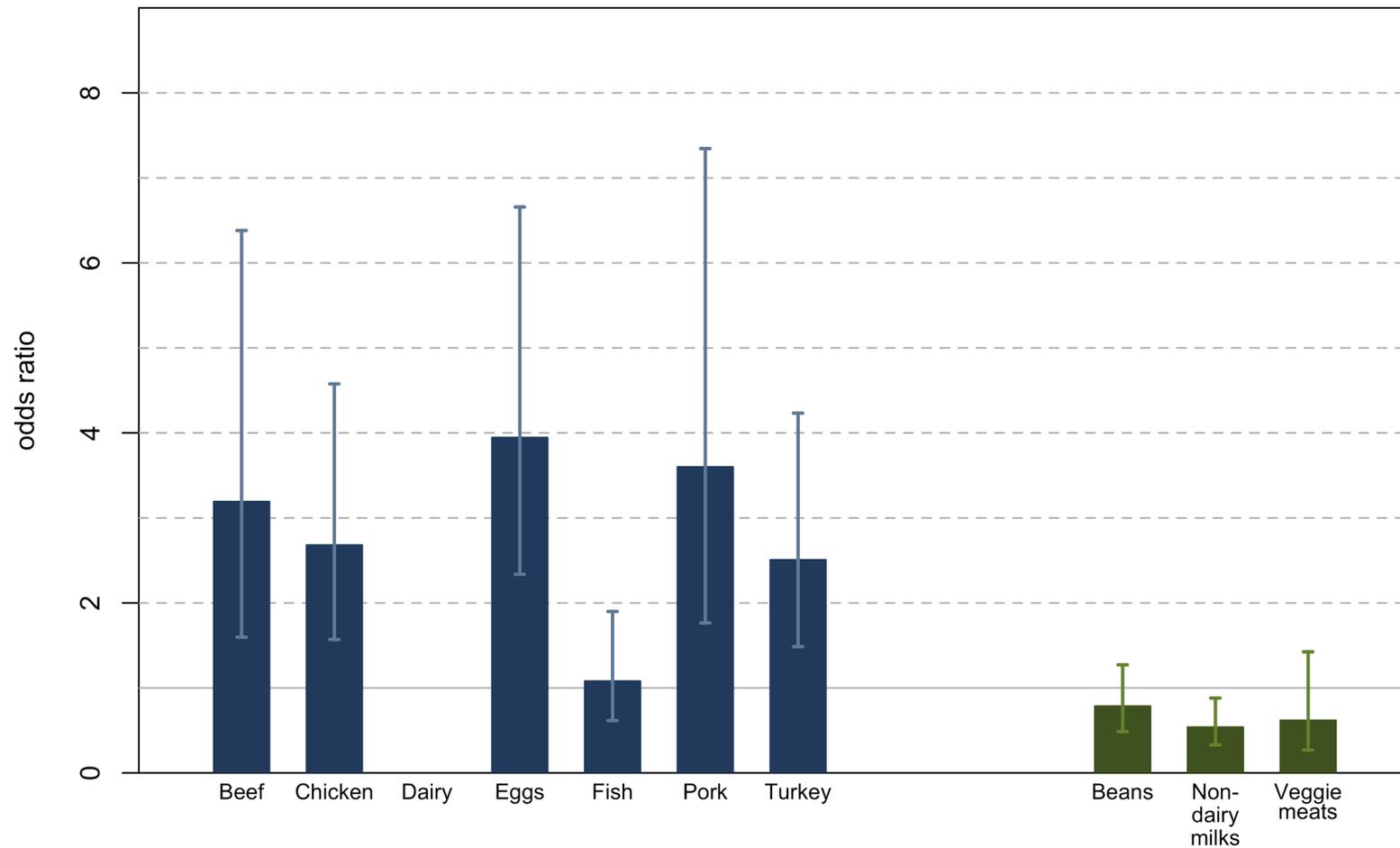
Post-test odds of avoiding* foods, compared to pre-test



*Eaten less than once per week or never

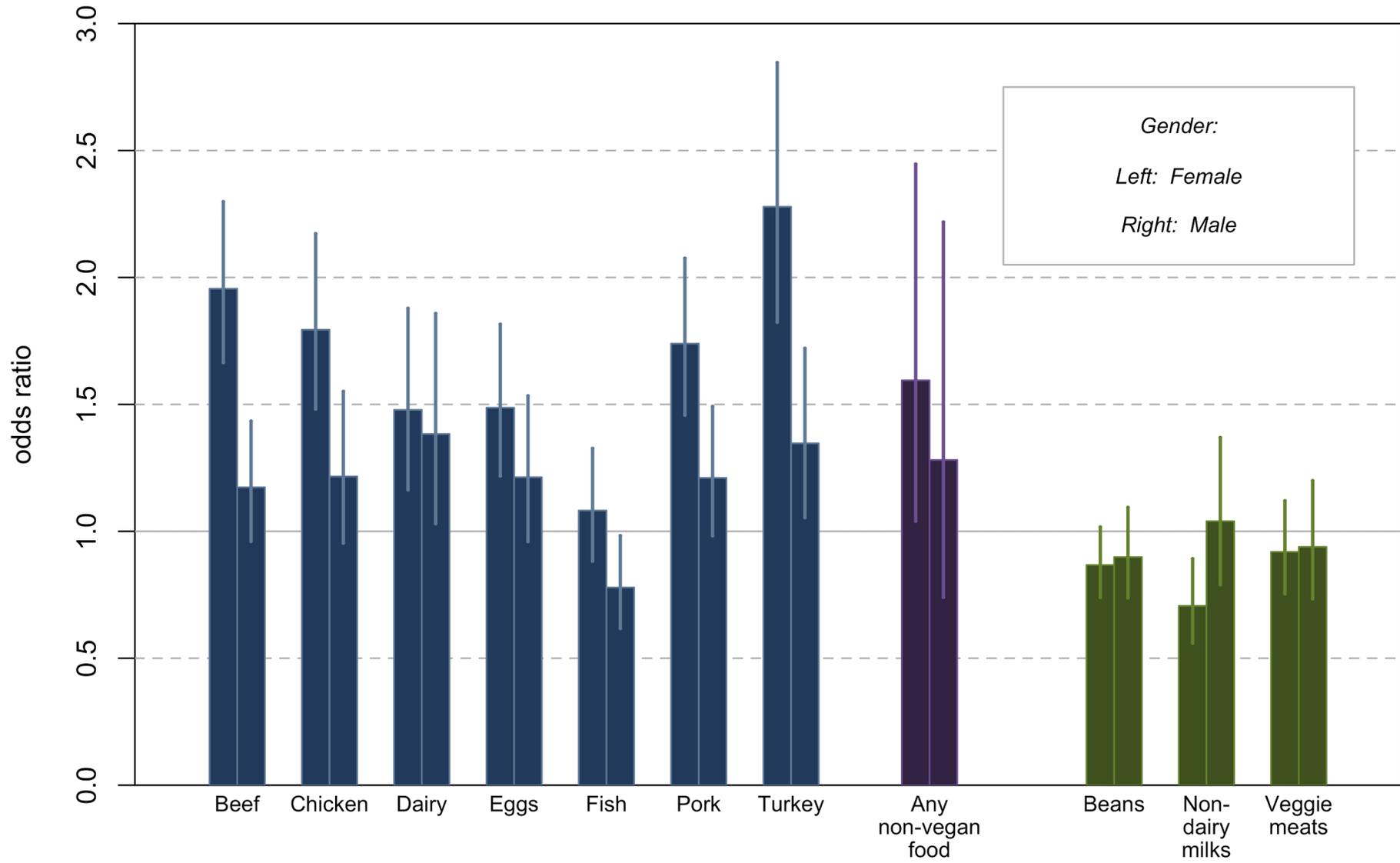
Pooled effects among new dairy avoiders

Post-test odds of avoiding* foods, compared to pre-test



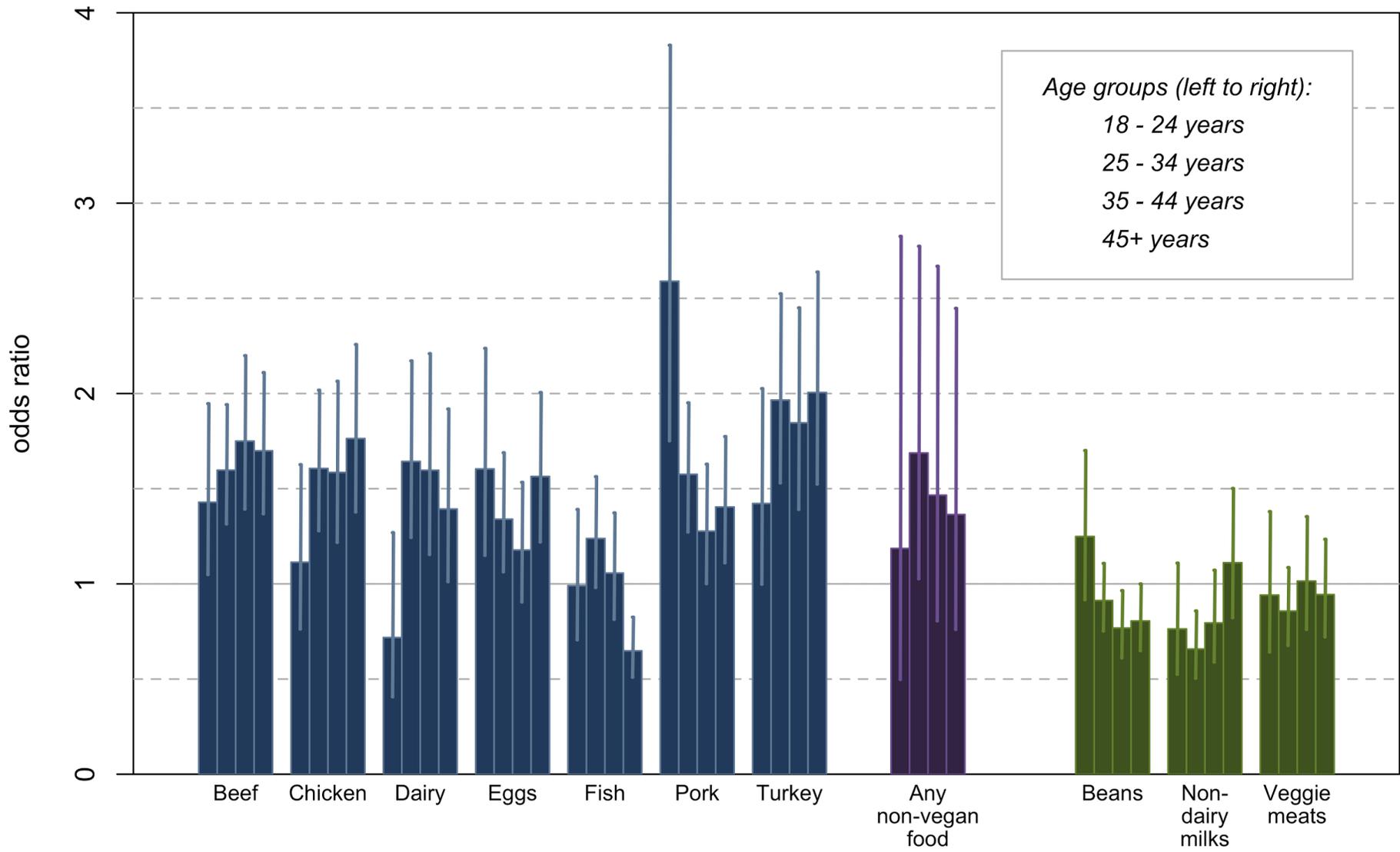
*Eaten less than once per week or never

Post-test odds of avoiding* foods by gender, compared to pre-test



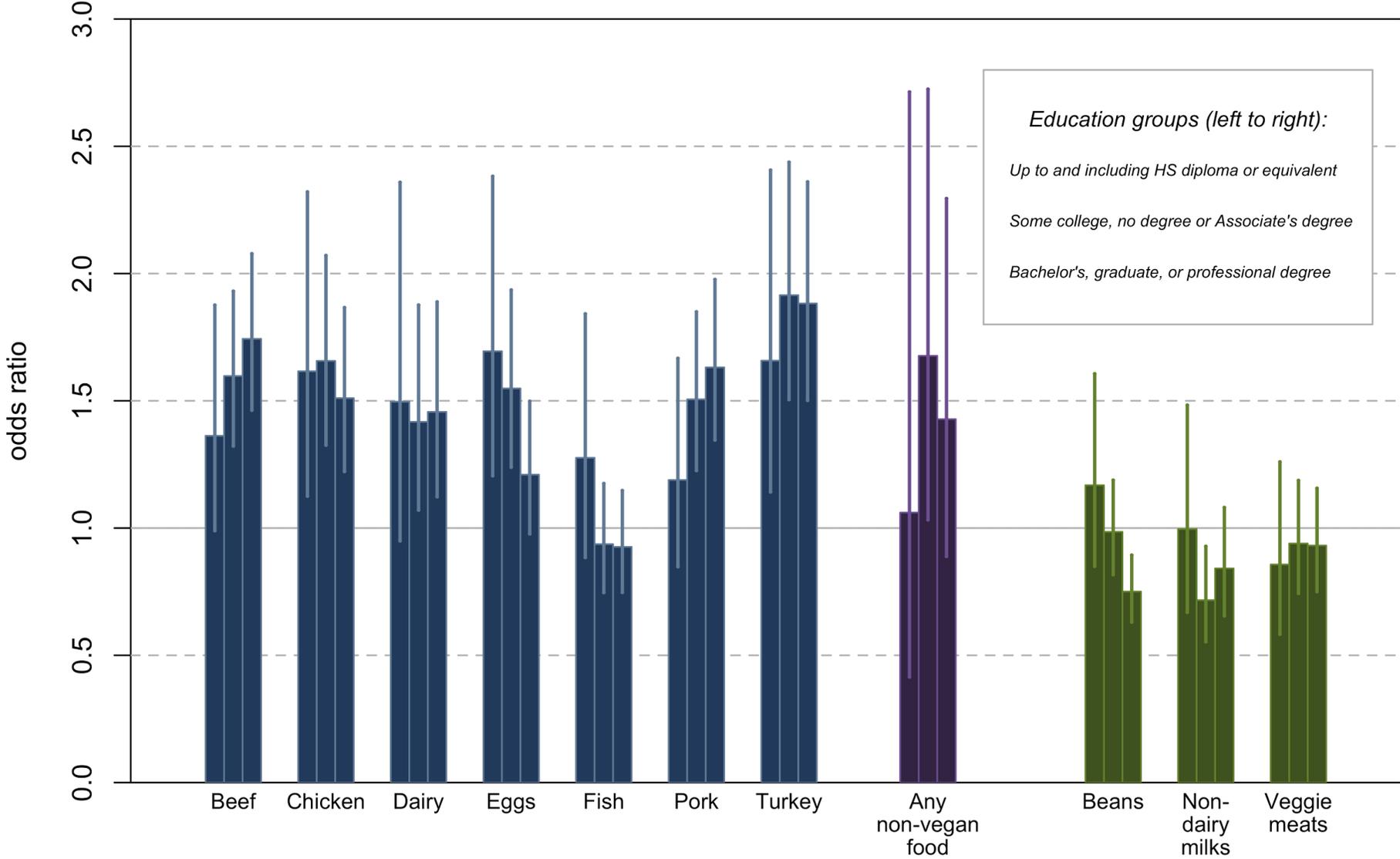
*Eaten less than once per week or never

Post-test odds of avoiding* foods by age, compared to pre-test



*Eaten less than once per week or never

Post-test odds of avoiding* foods by education, compared to pre-test



*Eaten less than once per week or never

Number-needed-to-treat

- This depends on your effect size AND your pre-test prevalence of your outcome.
- For example, for outcome = SWV (“single-week vegan” defined as someone answered "never" or "less than one time per week" for all animal food categories):
 - pre-test prevalence = 2.8%
 - odds ratio = 1.5
- This suggests every NNT=75 booklets create one new SWV.
- Notes:
 - Some SWVs stay vegan for longer than just one week.
 - If (say, on a college campus) your pre-test prevalence is higher, your NNT will decrease.