

Vegan Outreach Pamphlet Study – Follow-up results

Takeaways

- **“Even If You Like Meat” (EIYLM) was the stronger pamphlet.** Participants were substantially more likely to correctly remember reading EIYLM than Your Choice (YC) and the control pamphlet. Readers were also more likely to report that EIYLM influenced their diet or thinking. This finding substantiates what we had found at baseline.
- **There were no statistically significant quantitative impacts of the pamphlets on changing readers’ diets.** There was no detectable difference between VO and control participants in the average change in consumption of animal products after reading each pamphlet.
- **Qualitative results suggest that 1 out of every 60-100 readers may have become pescetarian, vegetarian, or vegan due to reading the pamphlet.** These results are highly uncertain due to lack of quantitative results to support them, and should therefore be taken with a grain of salt. However, if we were to take them at face value, at a cost of \$0.44 per read, this indicates a cost-effectiveness of \$26.50-\$44.15 per major diet change.
- **Females and older readers were most likely to be influenced by the VO pamphlets.** This result corroborates our baseline findings.

Results

- **We found no statistically significant impact of either of the VO pamphlets on weekly consumption of animal products.** There was no difference between the VO pamphlet readers and the control group in the net change in the previous week’s consumption of any animal products assessed – red meat, poultry, seafood, dairy, or eggs.¹

¹ The study had sufficient sample size to detect a 0.2 – 0.25 point change in consumption of any individual category of animal products, relative to the control group, on a 1-5 point scale. On this scale, 1 represents “Never consume the product,” 2 represents “Not last week, but I sometimes eat,” 3 represents “1-3 times last week,” 4 represents “4-6 times last week,” and 5 represents “7 or more times last week.” Differences in the (mean) before-after changes in these variables between treatment and control groups did not exceed 0.11 points for any product category, and the differences were not unidirectional (for some products, the treatment group saw a lesser decrease in consumption than control; for others, the treatment group saw a greater decrease in consumption than control). For most products, both treatment and control groups saw minor decreases in consumption between baseline and endline on the order of 0.01-0.1 points per product. These changes are statistically indistinguishable from zero.

- **We found no statistically significant impact of either of the VO pamphlets on the number of pescetarians, vegetarians, or vegans in our sample.** A handful of individuals across the three treatment groups changed their diets since reading the pamphlet, and this included several new vegetarians and vegans. However, there was no significant difference between treatment and control groups on the number of new pescetarians, vegetarians, and vegans.²
- **We did find qualitative evidence indicating that a small number of respondents changed their diets because of the pamphlets.** Among respondents who indicated that they are eating differently because of reading the pamphlet (8/134 for EIYLM, 5/167 for YC, 2/158 for Control), 5 VO respondents indicated a change to a pescetarian, vegetarian, or vegan diet. The changes and reasons provided are presented below. Neither of the 2 control respondents who indicated they are eating differently due to reading the control pamphlet (which was on immigration) indicated a change to a vegetarian diet.

Reasons for change to veg diet among respondents eating differently because of the pamphlet

Pamphlet	Dietary change	Reasons for change
Even if you like meat	Became pescetarian	None provided
Even if you like meat	Became vegetarian	Cost
Even if you like meat	Changed from pescetarian to vegan	Health, animal cruelty
Your choice	Became vegetarian	Health, animal cruelty
Your choice	Changed from pescetarian to vegan	Animal cruelty

- **The qualitative data suggests that 1 major diet change may have been achieved per 60-100 VO readers.** Note that this estimate is *highly uncertain* due to the lack of statistically significant quantitative data to back it up, and should therefore not be interpreted as a serious impact estimate. However, it is in line with a previous Farm Sanctuary and Humane League [study](#) indicating that 1 out of 50 participants became vegetarian or pescetarian due to receiving a leaflet.
- **EIYLM respondents were overwhelmingly the most likely to correctly remember which pamphlet they read.** With 72% of readers correctly remembering reading EIYLM, it was substantially more memorable than YC (69% of YC readers correctly remembered reading a VO pamphlet but only 14% remembered it was “Your Choice”) and the control reading (42% correctly remembered reading it). EIYLM readers were also by far the least likely to report not

² The study had sufficient sample size to detect a 3.9%/4.7%/2.5% increase in the prevalence of pescetarians/vegetarians/vegans in the sample, respectively, relative to the control group. The treatment group saw a net increase of 4 new vegans out of 301 readers (1.33% of respondents), 3 new vegetarians (1%), and a net loss of 1 pescetarian (-0.3%). The control group saw no change in the number of vegans, 3 new vegetarians (1.9%), and a loss of 1 pescetarian (0.6%). The differences between treatment and control on these figures are statistically indistinguishable from zero. Note also that only 5 of the treatment respondents with diet changes reported that reading the pamphlet changed their eating habits.

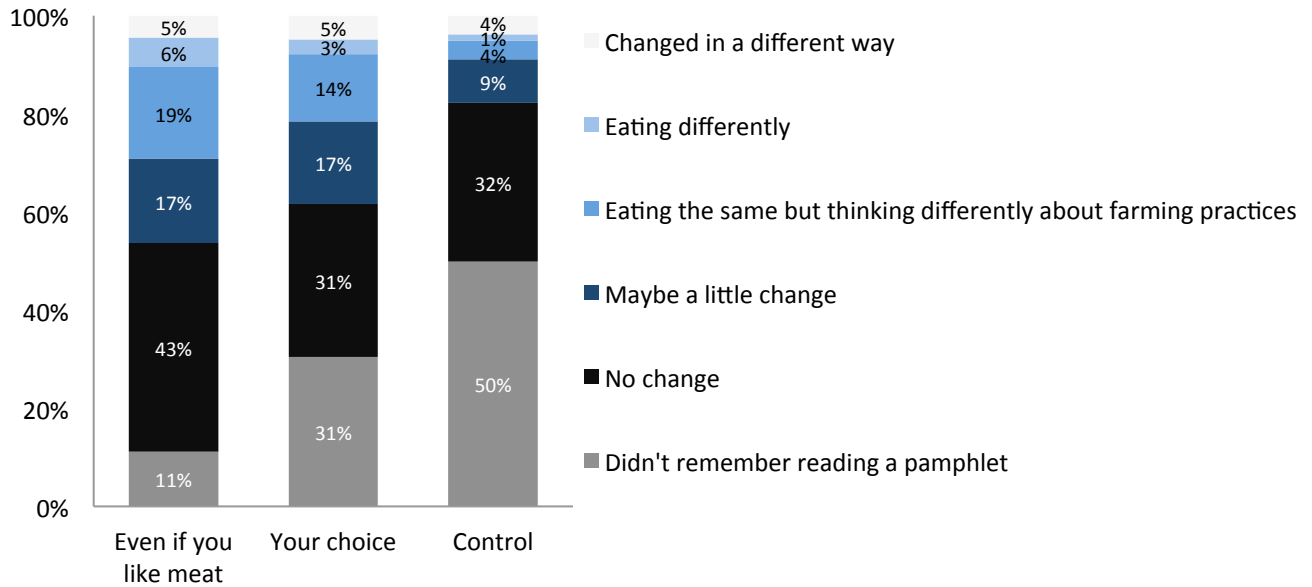
remembering reading a pamphlet (11%, compared to 31% for YC and 50% for control). These differences are highly statistically significant ($p=0.000$ in a Pearson chi-squared test).

Percent of respondents recalling reading each report

<i>Remembered reading:</i>	<i>Actually read:</i>	Even if You Like Meat	Your Choice	Control pamphlet
Even if you like Meat		72%	22%	6%
Your Choice		0%	14%	1%
Control pamphlet		1%	1%	42%
Why Vegan?		16%	32%	1%
Didn't recognize any pamphlet		11%	31%	50%

- **EIYLM readers were the most likely to report that reading the pamphlet affected them, followed by YC readers.** Among EIYLM readers, 6% reported eating differently and 19% reported eating the same but thinking about farming practices differently due to reading the pamphlet, compared to 3% and 14% for YC and 4% and 9% for the control group, respectively. These differences are highly statistically significant ($p=0.000$ in a Pearson chi-squared test).

Self-reported ways in which the pamphlet affected readers



- **Women were significantly more likely to report eating differently because of reading the pamphlet.** 6.8% of female respondents who read a VO pamphlet reported changing their diet due to reading the pamphlet, compared to only 1.4% of male readers. This difference is statistically significant at the 95% confidence level ($p=0.023$).
- **Older readers were also significantly more likely to report eating differently because of reading the pamphlet.** Among VO readers over 50 years old, 14.3% reported changing their diet

due to the pamphlet. This figure was 5.5% for readers between 40-50 years old, 2.9% for readers between 30-40 years old, and 1.9% for readers between 18-30 years old. These differences are statistically significant at the 95% confidence level ($p=0.013$).

- **Pet owners were not more likely to change their diet due to reading a VO pamphlet.** There was virtually no difference between pet owners and non-pet owners on this measure.