

# Vegan Outreach Pamphlet Study – baseline results

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## Key takeaways

- **Which pamphlet was more effective?** Readers found “Even if you like meat” significantly more emotionally impactful and intellectually convincing than “Your choice.” Those who read “Even if you like meat” were more likely to report wanting to reduce their consumption of animal products after reading.
- **How effective were the VO pamphlets?** Preliminary results suggest that distributing pamphlets via pay-to-read may be a cost-effective way to move people to reduce their consumption of animal products. 24.7% of non-vegetarian participants who read a VO pamphlet (N=95/385) said they “probably” or “definitely” will reduce consumption of animal products after reading. At a cost of \$0.44 per reader, with a total of 412 “treatment” readers (those assigned to read a VO pamphlet), this comes out at \$1.90 per treatment reader reporting they “probably” or “definitely” would reduce consumption of animal products, and \$3.63 per reader reporting they “definitely” would reduce. Follow-up results will offer further clarity on this question.

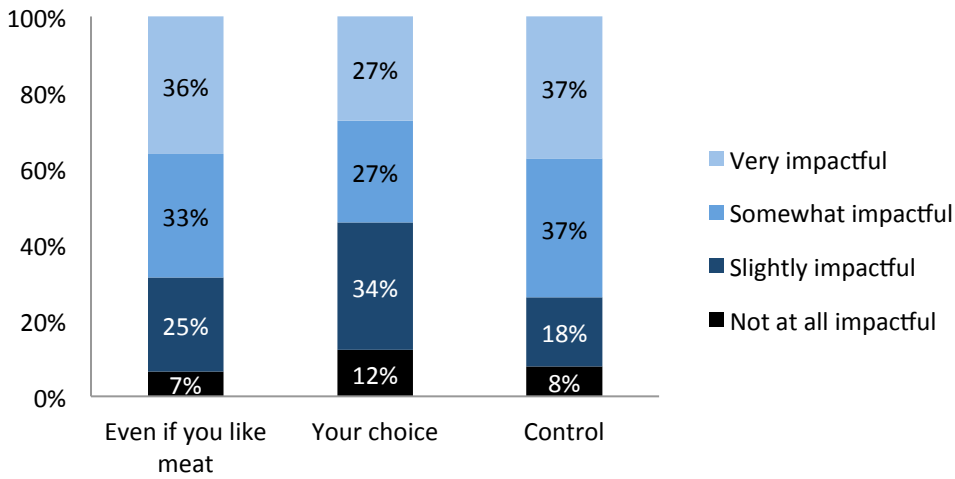
## Demographics

- Women, older readers, and pet owners were all significantly more likely to want to reduce their consumption of animal products after reading the pamphlet than men, younger readers, and non-pet owners (pet-ownership was significant only at the 90% level)
- Education level was not statistically significantly correlated with likelihood to want to reduce consumption of animal products after reading the pamphlet
- Answering all of the reading comprehension questions correctly was not statistically significantly correlated with likelihood to want to reduce consumption of animal products, although the vast majority of respondents did answer all questions correctly (86%)

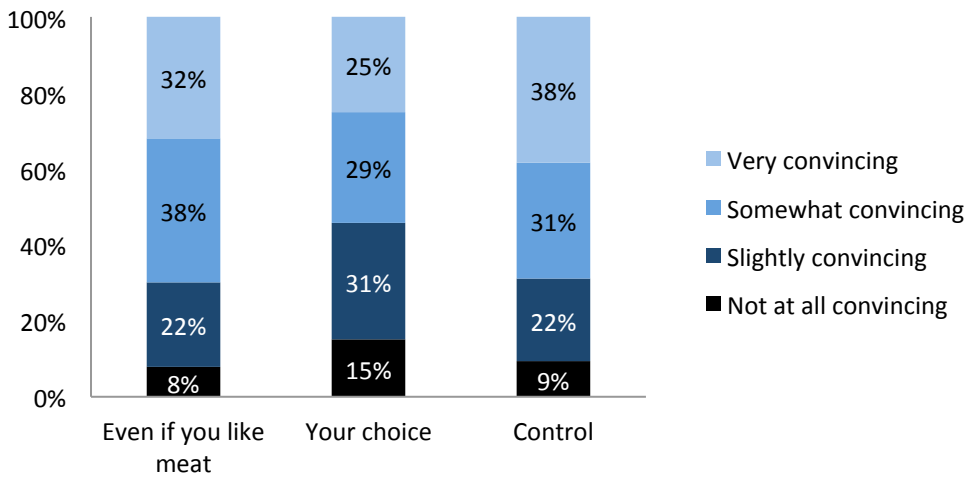
## Impact

- Readers found “Even if you like meat” substantially more emotionally impactful and intellectually convincing than “Your Choice.” This difference was highly statistically significant on both counts ( $p=0.000$ ). Readers found the control pamphlet roughly equally emotionally impactful and intellectually convincing as “Even if you like meat.”

**Percentage of readers finding the pamphlets emotionally impactful**

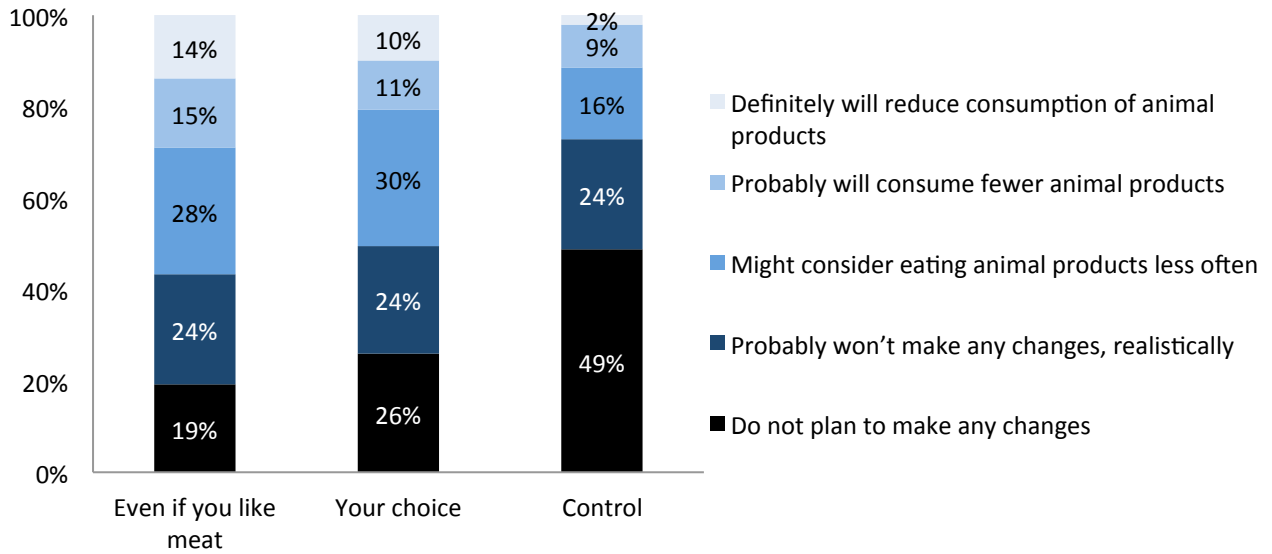


**Percentage of readers finding the pamphlets intellectually convincing**



- Among readers of VO pamphlets who were not already vegetarian, 11.6% said they would definitely reduce their consumption of animal products after reading the pamphlet and 12.7% said they will probably reduce their consumption, compared to 2% and 9.4% of those who read the control pamphlet. This difference is highly statistically significant.
- “Even if you like meat” was slightly more effective than “Your choice” at inducing readers to want to change their eating habits. This difference is statistically significant only at the 90% level (p=0.066 in a Wilcoxon rank-sum test).

**Percentage of (non-vegetarian) readers planning on reducing consumption of animal products after reading**



**Other observations**

- The degree to which readers found the material emotionally impactful was highly correlated with the degree to which they found it intellectually convincing for both treatment and control groups (corr=0.72). We have found this correlation in every study we have conducted so far.