

We had 12 responses to our survey, which we expected to be closer to 20 or 30. We didn't push very aggressively for responses because we were contacting leaders in the effective animal advocacy (EAA), didn't want to take up their time if it wasn't the best use of it, and this was our first impact survey (future surveys, once we have published more research and done more outreach, will yield more useful results).

Responses were overall very positive, praising SI's existing work and goals. However, we were mostly contacting people with whom we're socially connected and who are generally aligned with our viewpoint. Additionally, the very positive response could indicate we have not been aggressive or provocative enough in our outreach, because we do believe there need to be significant changes in EAA, including changes by the people we contacted for our survey.

Only 3 out of 12 respondents said their views "significantly changed on at least one important effective animal advocacy (EAA) question" based on SI's research. 6 said no, and they haven't read through a "significant amount" of SI's research. The other 4 said no, and they had. Several respondents explained that they answered no because the research findings seemed to already align with their views, or that they didn't have an existing view on the topic of the research. We expected respondents to have a broader interpretation of changing their mind, and we should have noted that in the survey, such as by saying, "This includes going from not having a view on a topic to having a moderately strong view on a topic, as well as going from having a view on a topic to having a significantly stronger version of the same view on the topic."

Several respondents noted that they like that SI fills the niche within the EAA research field of focusing on long-term, big-picture research, such as what the movement needs to do to not just succeed in creating as many vegetarians as possible in 2018, but to ensure the end of animal farming comes as quickly and reliably as possible.

One respondent was particularly concerned that EAA researchers might struggle a lot to directly influence farmed animal organizations because their existing viewpoints and strategic choices are so deeply embedded. The only way to get them to change to more effective strategies might be through influencing funders, or we might just need to focus on changing the few animal advocates who are actually responsive to new evidence.

Responses on specific projects we've done or could do were widely varied. In terms of promising EAA projects we or other researchers could do, these were some of the responses:

- More cataloguing of the details of factory farming and the farmed animal movement (e.g. SI's estimates of the % of animals who are factory farmed). Several respondents noted this as promising, but one respondent noted this as a project they thought was particularly unpromising.
- Research intended to influence public opinion, such as a detailed analysis of the true cost of meat. Several respondents mentioned this kind of research.

- Animal sentience research, such as synthesis of the existing research on insect and digital sentience. Two respondents mentioned this kind of research.
- More research on wild animal suffering
- Case studies of campaigns and projects in the animal advocacy movement (e.g. fur bans)
- More synthesis of existing EAA research
- Adding evidence weights to SI's foundational questions summaries
- Research focused on growing new movements, such as animal advocacy in Eastern Europe
- Social movement case studies
- Research on how social movements can have unintended consequences
- Research into the most effective organizational practices
- Research on which animal farming practices cause the most suffering
- SI consulting for specific nonprofits on their current strategic dilemmas
- Using existing data sets to answer EAA questions
- Research on how useful media coverage is
- Research on how to reduce recidivism
- Polls like the 2017 SI Animal Farming Attitudes poll
- RCTs of veg advocacy
- Research on intersectionality
- Research on which movements are most useful for farmed animal advocates to work with, such as those that can provide the most financial resources