

This is a remarkable magazine you are staring at now—the best magazine in the nation about animals and animal protection. In this issue, you'll see images and stories about the stunning physical and cognitive attributes of animals. You'll learn of the breadth of problems and cruelty that they face. And perhaps most importantly, you'll read about the ongoing work to confront these problems and to correct them.

You'll find out about the troubles facing sea lions and salmon on the Pacific Coast and also the cruelty inherent in the use of small cages to confine laying hens on the factory farms of the egg industry. On that latter problem, The HSUS recently released an undercover investigation documenting misery and abuse at the second and third largest egg producers in the U.S. These companies must change their ways, and consumers should take their business elsewhere until they do so. Consumers hold a key to solving this problem, since they can opt for a cage-free alternative in the marketplace.

You'll also get practical information to help animals, such as a feature story about home makeovers to enrich the lives of your cats. And you'll learn about an encouraging trend, helped along by The HSUS's anti-fur campaign, wherein fashion students are shunning fur and stitching together non-animal fabrics in their clothing designs to make any person feel like a million bucks.

I was particularly struck by Carrie Allan's story about the genetic and hereditary problems in purebreds. The human-animal bond enriches the lives of people and their dogs. But there are some troubling issues that need attention. The world of dog fancying and breeding has produced many purebreds with chronic pain, shortened life spans, and a diminished quality of life. In too many cases, appearance and conformation have trumped basic considerations of good health and genetic variability. Carrie's piece is a must-read for anyone thinking about getting a dog.

This magazine is a running narrative about the relationship between animals and people. It's about animals and their behavior. But as much as anything, it's about human behavior, and holding ourselves to a higher standard when it comes to caring for other creatures.

And I must say, based on a reader survey conducted by a firm that specializes in measuring the attitudes and behavior of magazine subscribers, the readers of *All Animals* are a truly remarkable lot. In fact, you are amazing. Let me tell you why.

You are among the nation's thought leaders. You belong to a category of people known as "influentials." Your voice is heard in Congress. You speak your mind in the columns of newspapers. You run for office. You attend events for the express purpose of making a difference. You support the cause of The HSUS because you believe that citizenship carries the obligation of making ours a better world for animals and for people.

Only 8.5 percent of U.S. adults qualify as "influentials." Thought-leader magazines like *The Atlantic*, *The Economist*, and *The New Yorker* boast "influentials" levels of 38 percent, 33 percent, and 30 percent, respectively. These are strong numbers, but for *All Animals* the percentage is twice as high: 65 percent, or two-thirds of subscribers. That is a staggering statistic, attesting to how much you are truly making a difference in your communities.

We make a big investment in putting out this magazine every two months. With this readership survey in hand, we know that our labors are rewarded. Not only are you paying attention—you are taking action.

It is when people of conscience and intelligence take action that change occurs in society. If we want to make the world a better place, we cannot be bystanders. We have to identify problems in society and then fix them. In this issue, and in every issue of *All Animals*, you'll find a roadmap on how we can do better as individuals and as a society for our animal friends. Thanks for embarking on this journey with us.



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▲ FOR REGULAR UPDATES, check out Wayne's blog at humanesociety.org/wayne.

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