



A Year Later: The Effectiveness of FARM's 10 Billion Lives on Warped Tour

Background

Since May 2012, FARM's 10 Billion Lives Tour has traveled to college campuses, street fairs, and music festivals, offering \$1.00 in exchange for watching the four-minute video, pledging a self-selected number of vegan days per week, and providing their name and email address for follow-up purposes.

As follow-up, each viewer received two types of support e-mails:

- Meatout Mondays - colorful weekly e-mail with recipes, product features and other tips
- Live Vegan alerts - sent every three months to tell viewers how many animals and resources their pledge has spared and remind them that adopting a fully vegan diet would spare even more

(Beginning in August 2013, new viewers are also getting the Live Vegan E-mail Course - series of eight colorful weekly e-mails introducing the vegan lifestyle.)

One to two months after the viewing, we send each viewer a request to take an online survey for a chance to win movie tickets. The results reflected well on the program:

- 1,105 completed responses (4.6% response rate)
- 64.3% reduced their consumption of animal products
- 82.0% discussed the video with friends or family, possibly creating more vegans
- 17.5 animals spared (not consumed) per viewer projected for the first year

But, these surprisingly strong results led us to wonder:

- Whether the results were inapplicable to non-respondents due to enthusiastic viewers being more likely to respond
- Whether viewers were over-reporting dietary changes out of guilt or because veganism is "in"
- Whether reported dietary changes would diminish quickly, once the shock of the video had worn off

To resolve these concerns, we decided to conduct in-person surveys of Warped Tour 2012 viewers who also happened to participate in Warped Tour 2013, and to compare these results with those of online surveys.

In-Person Survey Methodology

We produced two in-person survey forms to be administered at Warped Tour 2013: one intended for people who watched the video at Warped Tour 2012 and one for people who did not, and therefore, were unlikely to have seen the video (the control group). The former included eight questions while the latter only had two. As an inducement to take the survey, we entered all prospects into a \$100 raffle contest.

At every 2013 Warped Tour stop where we had also attended in 2012, our staff walked the line prior to doors opening, searching for people who attended last year's festival. Anyone who claimed to have attended in 2012 was offered entry into the raffle contest, as an incentive to take the survey. Our staff was instructed not to wear their tour shirts or any other vegan messaging.

Our staff then showed a photo of the 10BL truck and asked whether the person watched a video on the truck the prior year. If they said “yes,” they were given the first form, with eight questions. If they said “no,” they were given the short form.

The very first question of the first form tested the person’s honesty by asking about the subject of the video. Those who answered this question incorrectly had their results invalidated, because of our doubt about the truthfulness of their other answers.

The next set of questions addressed the person’s frequency of consumption of animal products (eggs, dairy, fish, poultry, and red meat) on a 0-4 scale now and a year ago (before the viewing for those who did view). We assigned a weighted numerical rating to each degree of frequency of animal consumption. We then correlated it with the standard American diet, enabling us to estimate how many more or fewer animals were eaten by each survey participant.

The long form (for those who did view the video) also asked questions about the helpfulness of our various support materials and whether or not the viewer in turn influenced friends and family to change their diets.

In-Person Survey Results

We collected 242 complete surveys from viewers and 103 from non-viewers.

Results for viewers: 16.0 fewer animals consumed per viewer, 57.9% ate fewer animals, 52.9% had a friend who also ate fewer animals as a result of watching.

Results for non-viewers: 3.6 more animals consumed per viewer (we don’t know why), with merely 16.5% eating fewer animals.

Other observations:

- Warped Tour attendees who watched our video were 251% more likely to reduce animal consumption than those who did not (as noted above).
- Individual females were 7.5% more likely to make changes than individual males, but males as a group (including those who made no changes) spared 25% more animals than females as a group, likely because of their initially higher consumption of animal products.
- Viewers who received our Live Vegan support were 8.8% more likely to make changes than those who did not
- Viewers who received weekly Meatout Mondays were 31% more likely to make changes than those who did not.
- Viewers who influenced friends or family to change their diet were 35% more likely to make changes to their own diet.
- 19-20 year-olds had the highest change rate (78%), followed by 21+ year-olds (62%), 17-18 year-olds (59%), and 15-16 year-olds (55%).
- Viewers reduced their consumption of red meat by 26.8%, poultry by 23.7%, eggs by 20.7%, fish by 18.7%, and dairy by 17.8%.

See attached Excel file for detailed results.

Questions or comments? Please contact Michael@farmusa.org or call 1-888-275-3276.