

The Humane League - HiddenFaceOfFood.com Facebook Ads Survey - Fall 2011

All respondents thus far are individuals who have opted into the HiddenFaceOfFood.com site in one of two ways:

- 1) By "liking" the page via a facebook plug-in (7% of total visitors to HiddenFaceOfFood.com)
- 2) By ordering a vegetarian starter kit (1.5% of total visitors to HiddenFaceOfFood.com)

In order to decrease survey response bias, respondents were offered the incentive of a 1 in 10 chance of winning a free movie ticket if they responded. Respondents were cautioned in the email solicitation and the body of the survey to please answer honestly.

Results for those who "liked" the page (7% of total visitors to HiddenFaceOfFood.com)

For the respondents themselves:

67% reduced or eliminated red meat, with 29% eliminating red meat entirely
69% reduced or eliminated chicken, with 29% eliminating chicken entirely
53% reduced or eliminated fish, with 34% eliminating fish entirely
67% reduced or eliminated eggs, with 20% eliminating eggs entirely
53% reduced or eliminated dairy, with 9% eliminating dairy entirely
29% increased consumption of vegetarian meat substitutes
34% increased consumption of dairy substitutes

These results were offset very slightly by the 2-4% of people who increased consumption of certain animal products

Based on the data, we can conclude that approximately 26% of respondents went vegetarian and approximately 38% reduced their meat consumption. Some additional respondents moved from vegetarian to vegan and/or some of the 26% noted as going vegetarian actually went vegan.

For each respondent, there was also subsequently created among friends and family:

0.85 additional vegetarians
1.48 additional meat reducers

The data suggests that for each individual who "likes" the HiddenFaceOfFood site, there is created:

1.11 new vegetarians
1.86 new meat reducers

Results for those who ordered a vegetarian starter kit (1.5% of total visitors to HiddenFaceOfFood.com)

For the respondents themselves:

79% reduced or eliminated red meat, with 50% eliminating red meat entirely

80% reduced or eliminated chicken, with 36% eliminating chicken entirely

53% reduced or eliminated fish, with 31% eliminating fish entirely

61% reduced or eliminated eggs, with 23% eliminating eggs entirely

52% reduced or eliminated dairy, with 16% eliminating dairy entirely

70% increased consumption of vegetarian meat substitutes

46% increased consumption of dairy substitutes

These results were offset very slightly by the 1-5% of people who increased consumption of certain animal products

Based on the data, we can conclude that approximately 31% of respondents went vegetarian and approximately 39% reduced their meat consumption. Some additional respondents moved from vegetarian to vegan and/or some of the 31% noted as going vegetarian actually went vegan.

For each respondent, there was also subsequently created among friends and family:

0.88 additional vegetarians

1.97 additional meat reducers

The data suggests that for each individual who orders a vegetarian starter pack from the HiddenFaceOfFood site, there is created:

1.19 new vegetarians

2.36 new meat reducers

Summary of Results

If the respondents who answered are a representative sample of all eligible respondents, and if they have answered perfectly honestly (in other words, if there was no survey bias at all):

For August 2011, a sample month, with advertising expenditures of approximately \$5,000:

Those who "liked" the page (7% of total visitors) produced the following dietary changes:

3913 new vegetarians (917 direct + 2996 indirect)

6556 new meat reducers (1339 direct + 5217 indirect)

Those who ordered a vegetarian starter kit (1.5% of total visitors) produced the following dietary changes:

915 new vegetarians (238 direct + 677 indirect)

1815 new meat reducers (300 direct + 1515 indirect)

Those who did not order a veg starter kit nor like the page (91.5% of total visitors) produced the following dietary changes:

Unknown at this time; surveying is about to begin

Conclusion: the 8.5% of most responsive visitors to HiddenFaceOfFood.com generated the following dietary changes:

4828 new vegetarians

8371 meat reducers

Please Note that, like all surveys, this survey undoubtedly has response bias in two forms:

- a) Despite the incentive offered (free movie ticket), those who were changed their diet are probably more likely to respond
- b) Despite the repeat directives to be totally honest, respondents probably overstated the amount to which they've changed their diet

As a result, the results above likely overrepresent the actual amount of dietary change created among these groups

The amount to which the results overrepresent the actual amount of dietary change is uncertain.

However, this data should be highly accurate for use in comparing the efficacy of HiddenFaceOfFood.com and its Facebook ads against the efficacy of other methods of veg outreach that use a similar follow-up survey (conducted after a similar amount of time had passed, and with a similar incentive)

Raw Survey Data

Survey results from those who ordered a Vegetarian Starter Kit from us

Polled 2-4 months after visiting the site

1. Since visiting the HiddenFaceOfFood.com website, how has your consumption of the following foods changed or remained the same? Please provide one answer for each food type. And please be honest!

	Increased	Stayed the same	Decreased slightly	Decreased significantly	I no longer eat this product	I never ate this product.	Number of Respondents
Red Meat (Beef, Pork)	1% (1)	3% (2)	8% (5)	21% (13)	50% (30)	15% (9)	60
Chicken	3% (2)	5% (3)	26% (16)	18% (11)	36% (22)	10% (6)	60
Fish	5% (3)	16% (10)	11% (7)	11% (7)	31% (19)	23% (14)	60
Eggs	3% (2)	25% (15)	20% (12)	18% (11)	23% (14)	10% (6)	60
Dairy Products (milk, cheese, yogurt)	3% (2)	40% (24)	25% (15)	11% (7)	16% (10)	3% (2)	60
Vegetarian meat substitutes	70% (42)	13% (8)	0% (0)	3% (2)	1% (1)	11% (7)	60
Non-Dairy milk or other dairy substitutes	46% (28)	33% (20)	3% (2)	1% (1)	1% (1)	13% (8)	60
Chart							Number of Respondents 60

2. If your diet has changed in any way since visiting HiddenFaceOfFood.com, has your change led any friends or family members to change their diet also?

	0	1	2	3	4	Number of Respondents
Number of Friends/Family Who Have Since Gone Vegetarian or Vegan	46% (28)	31% (19)	11% (7)	6% (4)	3% (2)	60
Number of Friends/Family Who Have Since Reduced Their Meat Consumption	20% (12)	15% (9)	30% (18)	18% (11)	16% (10)	60
Chart						Number of Respondents 60
Number of respondents who skipped this question						0

Survey Responses from those who "liked" the page

Polled 0-5 months after "liking" the page

1. Since visiting the HiddenFaceOfFood.com website, how has your consumption of the following foods

	Increased	Stayed the same	Decreased slightly	Decreased significantly	I no longer eat this product	I never ate this product.	Number of Respondents
Red Meat (Beef, Pork)	2% (1)	11% (5)	20% (9)	18% (8)	29% (13)	18% (8)	44
Chicken	4% (2)	9% (4)	27% (12)	13% (6)	29% (13)	15% (7)	44
Fish	2% (1)	15% (7)	15% (7)	4% (2)	34% (15)	27% (12)	44
Eggs	4% (2)	13% (6)	13% (6)	34% (15)	20% (9)	13% (6)	44
Dairy Products (milk, cheese, yogurt)	4% (2)	29% (13)	31% (14)	13% (6)	9% (4)	11% (5)	44
Vegetarian meat substitutes	29% (13)	29% (13)	4% (2)	2% (1)	4% (2)	29% (13)	44
Non-Dairy milk or other dairy substitutes	34% (15)	25% (11)	11% (5)	2% (1)	4% (2)	22% (10)	44
	Number of Respondents						44

[Chart](#)

2. If your diet has changed in any way since visiting HiddenFaceOfFood.com, has your change led any friends or family members to change their diet also?

	0	1	2	3	4	Number of Respondents
Number of Friends/Family Who Have Since Gone Vegetarian or Vegan	43% (19)	34% (15)	18% (8)	4% (2)	0% (0)	44
Number of Friends/Family Who Have Since Reduced Their Meat Consumption	22% (10)	36% (16)	18% (8)	15% (7)	6% (3)	44