Welcome to the Web cast,
“Reversing Mindless Eating Over the Holidays: A Look at Consumer Weight Management Behaviors.”
Please dial in to the audio portion:
1800 658-3095; Access code: 964856914#
Twitter hashtag: #weightloss
Today’s Speakers

Elizabeth Rahavi, RD
Associate Director, Health and Wellness
International Food Information Council Foundation

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Director, Health and Wellness
International Food Information Council Foundation

Brian Wansink, PhD
John Dyson Professor of Marketing and Nutritional Science and
Director, Food and Brand Lab Cornell University

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2009 Food & Health Survey
Agenda

• Brief Background
• Presentation of Findings
• Summary and Implications
• Questions and Answers
  – E-mail: foodandhealth@ific.org

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International Food Information Council Foundation

Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.

www.foodinsight.org

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Reversing Mindless Eating
Over the Holidays:
A Look at Consumer Weight Management Behaviors

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Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Representative Sample of Americans Aged 18+</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>February 19-March 11, 2009</td>
</tr>
<tr>
<td>Data Weighting*</td>
<td>Data Weighted on Age, Gender, Income, Education and Race</td>
</tr>
</tbody>
</table>

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.
Overall Health

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Twitter hashtag: #weightloss
Questions? E-mail: foodandhealth@ific.org
Of all the things people can do to maintain good health, which of the following three things do you think would have the greatest impact? (n=1064)

NOTE: “Other” response (one percent) not shown
Physical Activity

Dial-in number: 1800 658-3095
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Twitter hashtag: #weightloss
Questions? E-mail: foodandhealth@ific.org
Americans Report Being Active
3.34 Days per Week (mean).

Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active? (n=883)*

- 1-2 days: 22%
- 3-5 days: 56%
- 6-7 days: 21%

*Total does not add to 100 percent due to rounding
▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Estimated Minutes of Physical Activity per Day

(IF PHYSICALLY ACTIVE) On most days when you are physically active, for how many minutes are you active? (n=883)

- **61 minutes or more**: 24%
- **51-60 minutes**: 23%
- **41-50 minutes**: 11%
- **31-40 minutes**: 4%
- **30 minutes**: 25%
- **Less than 30 minutes**: 13%

**Significant increase/decrease from year indicated**

▲ '08/'07/'06
△ '08/'07
▼ '08/'07/'06

2009 Food & Health Survey
Top Motivators for Being Physically Active

- Lose weight: 27%
- Look better: 13%
- Enjoyment: 10%
- Prevent future medical issue: 10%
- Increase energy: 9%
- Manage medical condition: 7%
- Maintain weight: 7%
- Feel strong: 5%
- Reduce stress: 5%
- Improve mental performance: 2%
- Other: 6%

(IF PHYSICALLY ACTIVE) Which of the following is your main motivation for being physically active? Select all that apply. (n=883)

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Diet

Dial-in number: 1800 658-3095
Access code: 964856914#
Twitter hashtag: #weightloss
Questions? E-mail: foodandhealth@ific.org
A Little Over Half of Americans View Their Diet as Healthful.

How would you rate the healthfulness of your overall diet? Again, by “diet”, we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements. (n=1064)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not At All Healthful</td>
<td>3%</td>
</tr>
<tr>
<td>Somewhat Healthful</td>
<td>51%</td>
</tr>
<tr>
<td>Not Very Healthful</td>
<td>19%</td>
</tr>
<tr>
<td>Extremely Healthful</td>
<td>6%</td>
</tr>
<tr>
<td>Neither Healthful Nor Unhealthful</td>
<td>21%</td>
</tr>
</tbody>
</table>

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
The Majority of Americans Report Making a Change to Improve The Healthfulness of Their Diet.

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet? (n=1064)

No 36% ▼ ‘06
Yes 64% ▲ ‘06

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Improving Health and Losing Weight Are Top Drivers of Dietary Change.

To Improve overall well-being 64%
To improve physical health 61%
To lose weight 61% ▼ ’08/’07
Because of a specific health condition 30% ▼ ’07/’06
To maintain my weight 17%▲ ’08

(IF MADE DIETARY CHANGES OVER PAST SIX MONTHS) For which of the following reasons are you trying to improve the healthfulness of your diet? Select all that apply. (n=684)

NOTE: “Other” response (one percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
## Resources Used to Improve Healthfulness of Diet

(IF MADE CHANGES) Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet? *Select all that apply.* (n=684)

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have not used any resources to help improve the healthfulness of my diet</td>
<td>38%</td>
</tr>
<tr>
<td>Family/friends support</td>
<td>29%</td>
</tr>
<tr>
<td>Weight loss plan</td>
<td>21%</td>
</tr>
<tr>
<td>A food diary or other means to track daily food/beverage intake</td>
<td>19%</td>
</tr>
<tr>
<td>Health professional</td>
<td>18%</td>
</tr>
<tr>
<td>Online support group, blog, or other online community</td>
<td>9%</td>
</tr>
<tr>
<td>Dietitian</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>
Weight

Dial-in number: 1800 658-3095
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Most Americans Are Trying to Lose or Maintain Their Weight.

I am trying to maintain my weight 25%

I am trying to lose weight 53%

I am trying to gain weight 4%

I am currently not doing anything regarding my weight 18%

Which of the following best describes what you are currently doing regarding your weight? (n=1064)
# Perceived vs. Calculated Weight Status

<table>
<thead>
<tr>
<th>Perception of Weight</th>
<th>Underweight &lt;18.5 (n=16)</th>
<th>Normal 18.5-24.9 (n=335)</th>
<th>Overweight 25-29.9 (n=312)</th>
<th>Obese 30.0+ (n=326)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight</td>
<td>52%</td>
<td>10%</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Ideal weight</td>
<td>46%</td>
<td>73%</td>
<td>25%</td>
<td>3%</td>
</tr>
<tr>
<td>Overweight</td>
<td>3%</td>
<td>16%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Extremely overweight or obese</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Which of the following best describes your weight? (n=1064)

BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards. Highlighted percentages indicate where perceived weight status matched calculated BMI category.

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Concern with Weight by BMI*

- **Underweight**
  - Somewhat concerned: 32%
  - Extremely concerned: 5%
  - 2009: 36%
- **Ideal**
  - Somewhat concerned: 43%
  - Extremely concerned: 7%
  - 2009: 49% (↑ '06)
- **Overweight**
  - Somewhat concerned: 53%
  - Extremely concerned: 16%
  - 2009: 70% (↓ '08)
- **Obese**
  - Somewhat concerned: 56%
  - Extremely concerned: 34%
  - 2009: 90%

- Somewhat concerned
- Extremely concerned

How concerned are you about your weight? (n=1064)

*Body Mass Index (BMI) calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

**Total does not add up to 37 percent due to rounding.***Total does not add up to 50 percent due to rounding.

****Total does not add up to 69 percent due to rounding.

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Changes Made by Consumers to Lose or Maintain Weight

(If trying to lose/maintain weight) Which of the following things are you doing in an effort lose or maintain your weight? Select all that apply. (n=834)

- Changing the amount of food I eat: 71%
- Changing the types of foods and/or food components I eat: 65%
- Engaging in physical activity: 62%
- Changing how often I eat: 44%
- Counting calories: 19%
- Consuming diet foods and beverages that contain low-calorie/artificial sweeteners: 19%
- Following a specific weight loss/diet program: 9%
- Seeing a health professional: 9%
- Seeing a dietitian: 3%

NOTE: “Other” response (three percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Very Few Americans Have Knowledge of The Amount of Calories They Should Get per Day.

As far as you know, how many calories should a person of your age, weight, and height consume per day? (n=1064)

- Over-estimate: 47% (▲ '06)
- Under-estimate: 16% (▲ '06)
- Estimate correctly: 11% (▲ '08)
- Unaware: 26% (▼ '07/'06)

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Motivators for Staying on Track with Weight Management Goals

- Improvement in physical appearance: 69%
- Improvement in health/overall well-being: 67%
- Increased self-esteem: 49%
- Increased energy: 49%
- Compliments from friends/family: 35%
- Stress relief: 33%
- Being a good role model: 23%
- Tracking/recording progress: 18%
- More attention from strangers: 12%

(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? Select all that apply. (n=834)

NOTE: “Other” response (two percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey
Barriers to Staying on Track with Weight Management Goals

(If trying to lose/maintain weight) In your effort to [lose/maintain] weight, which of the following discourages you from staying on track? Select all that apply. (n=834)

- Not seeing results quickly: 44%
- Lack of will power: 43%
- Lack of time: 40%
- Not making enough progress: 33%
- Lack of energy: 31%
- Get bored: 30%
- Cost: 27%
- Stress: 25%
- Dislike of physical activity: 20%
- Don’t like the taste of foods/beverages: 15%
- I have to eat/drink: 15%
- Lack of support from friends/family: 9%
- Lack of knowledge: 8%

Note: “Other” response (four percent) not shown.
Reversing *Mindless Eating™ Over the Holidays: Willpower-free Environmental Solutions*

**Brian Wansink**, Ph.D.

John S. Dyson Professor of Marketing and Nutritional Science

Director, Food and Brand Lab

**Cornell University**

International Food Information Council Foundation

*Food & Health Survey* Web cast Series

November 20, 2009

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MindlessEating.org
I’m Dreaming of a Wide Christmas...

I’ll show 2 MYTHS (Chapters 2) that lead us to unknowingly overeat.

I’ll go over some forthcoming findings related to Thanksgiving & Holiday dining.

I’ll show how you can make people think you’re a better Thanksgiving cook than you really are.

We’ll end with questions on any strange topic related to food behavior.
To Discover and Uncover Our Food Traps and to Change Them

Who?
- Post-Docs
- Sabbatical/Visiting professors
- Interdisciplinary Grad students
- Undergrads (max of 2 per field)
- Summer Interns & exchange students

How?
- Lab (psych) experiments
- Field studies
- Surveys
- Consumer panels
- Data-base mining
- “Hidden” in-kitchen cameras
Eating Myth #1

“Surely something as basic as the size of a bowl wouldn’t influence how much an informed intelligent person eats.”
The Super-Bowl Principle

- MBA students & 90 minutes of education

- 6 weeks later
  - Super Bowl Sunday
  - Jillian’s Sports Bar
    - Room 1. Three 4-liter bowls
    - Room 2. Six 2-liter bowls

- Results
Would Big Bowls Lead Us to Eat More Even If We Didn’t Like the Food?

The Field Study (Chicago, IL)

- 168 Moviegoers to Mel Gibson’s “Payback”
- Free (preweighed) popcorn (“Illinois History Month”)
  - Large or X-Large Popcorn (pre-weighed)
  - Fresh or 5-day-old Popcorn
- After the movie . . .
  - Asked how much they thought they ate
  - Weighed the remaining popcorn

Taste is Important, But Size Matters -- A Lot

- People ate 45% more fresh popcorn from the extra-large containers than large ones

  But . . .

- They even when the popcorn was stale, they ate 34% more from the extra-large buckets

- The danger? They don't realize they do it -- "Not me"

When Does This Begin?
Big Bowls Led Kids of All Weights to Serve More

BMI Percentiles
(Adjusted for Age and Sex)
The Consequences of the “Clean Plate” Club

Grams of Fruit Os Cereal Served the Next Day at School

“I Tell My Child To Clean Their Plate”

Wansink, Brian and Collin R. Payne (2008), “Consequences of Belonging to the ‘Clean Plate Club,’” Archives of Adolescent and Pediatric Medicine, 162:10 (October), 994-995.
Eating Myth #2

“OK, so people serve more from big bowls and plates and wide glasses.

“At least they know when they are full and they can stop before they overeat.”
The Bottomless Soup Bowl

Would You Keep Eating if Your Bowl Never Emptied?

- "Clean Plate Club" -- Some people use empty bowls & plates as a cue they're done eating
  - If bowl isn't empty, they keep eating
  - What if it never empties?

- We Designed a Bottomless Bowl
  - Brought in sixty adults for a free lunch
  - Half got 22 oz normal bowls; half got 22 oz bottomless bowls
  - Pressure-fed under the table, slowly refills
  - What does this look like?

The Bottomless Soup Bowl
Would You Keep Eating if Your Bowl Never Emptied?

Bowl is filled through this tube

This valve links soup bowl to 6 quart pot of hot soup

Bottomless Soup Bowls Lead to… Bottomless Appetites

**Results:**
- People kept eating; Ate 73% more until stopping.
- Yet, they didn’t think they ate more.

**Lesson:**
- Eye it, dish it, eat it
- Don’t rely only on stomach to tell us when we’re full — it can “lie.”

Eating Myth #3

“Most of the obesity problem has to do with food eaten away from home.”
“The Joy of Cooking Too Much”

(Wansink & Payne 2009, Annals of Internal Medicine, forthcoming)

8 editions about every 10 years: 1937-2006

We analyzed calories and serving sizes for recipes over the years

© Wansink 2009
Some Recipes –

like (this) Squirrel –

Didn’t Survive the Years
“The Joy of Cooking Too Much”


➢ **The Joy of Cooking**
  • 8 editions about every 10 years: 1937-2006
  • Analyzed calories & serving sizes for recipes over the years – salads, main dishes, desserts, etc.

➢ **Results**
  • All but 1 recipe increased in calories
  • Average calories/serving size increased 63%
    ➢ 2/3 is due to more calorie-dense ingredients
    ➢ 1/3 is due to larger serving sizes
  • Biggest jumps: 1946, 1962, 2006

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MindlessEating.org
How Have the Calories in Thanksgiving Meals Changed Over the Years?

**Calories per Ounce are Similar since WWII**

- Some a little up, some a little down
- Few degrees of freedom: Turkey, corn, cranberry sauce, mashed potatoes
- “You don’t mess with the favorites.”

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© Wansink 2009
How Have the Calories in Thanksgiving Meals Changed Over the Years?

Portion-sizes Have Most Likely Increased

- “Serves 6-8” recipes being made for families of 3-4
- Plate sizes increased 30% since 1960
  - Serve 28% more on 12 vs. 10-inch plate
  - Compounded with second and third helpings


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Three Thanksgiving Overeating Problems

1. “I Made It and I Deserve It”
   - One problem with time-intensive cooking
   - The oatmeal study

2. The “Pre-Load” Problem

3. The “Happy Host”
   - Here’s what people remember
   - Why servings trump volume
“How Do You Make People Think You’re a Better Holiday Cook Than You Actually Are?”
“How Can You Make People Think Our Cafeteria’s Healthy Food Tastes Good?”

- **Improve Perceptions of Cafeteria Food?**
  - Test Cafeteria -- Bevier Cafe
  - Descriptive vs. non-descriptive labels
  - Six week field study: six products; rotated labels
  - Self-selected
  - Evaluations after dining

- **Will there be a Benefit or a Backfire?**
  - Benefit --> Wow . . . I feel like I’m in Brussels!
  - Backfire --> I’m disappointed … this is dry chocolate cake

“People know what they like” --> Maybe Not

- We taste what we think we will taste -- descriptive foods “taste” better
  - Better taste, better texture,

- Yummy name = yummy taste
  - Must sound good to taste good
  - Did the McLean sound good?

- Can changing names change taste
  - Summer Camp study
    - “Power peas” & “Rainforest smoothie”

- Is the name “healthy” may be a liability with some segments

As Fine as North Dakota Wine...

Spice Box Restaurant
- 117 diners; Pre Fix Meal --> $21
- Tonight only -- Free glass of wine!
- SAME WINE but 2 labels
  - Wine from California
  - Wine from North Dakota
- Post-meal measures
  - Wine & meal taste + consumption

What will happen?
- CA wine is usually good --> Halo Effect
  or
- ND wine is actually better than I expected --> Positive Boomerang

I Wish They All Could be California Wines

Wine Labels Influence Taste
- Halo Effects
- Taste follows expectations
- Has a carry-over effect on food intake
- Oddly enough, buying the “wine with the ‘purdy’ label” might make sense

Caveats
- People of low to moderate expertise
  - “Hey, some wise guy put a cork in this wine bottle” (H.S.)

Lots of cues influence expectations and make people think we are a better cook than we actually are.
- Lighting and music
- Plates and presentation
- The brownie study

Post-Sensory Ratings

What Kind of Cook are You?
Target the Nutritional Gatekeeper

• Nutritional Gatekeeper = Person who usually shops & cooks

• Our Study of 1004 North American Gatekeepers

• One finding: Gatekeepers believe they influence 72% of the eating decisions of their family members
  – Either directly (in-house), or in-directly (out-of-house)
  – Either for the good, or for the bad

• Implication --> Target the person who makes... the decisions
Who are the Most Influential of the Nutritional Gatekeepers?

- 82% fall into 5 segments
  1. Giving (22%)
  2. Healthy (20%)
  3. Innovative (19%)
  4. Methodical (18%)
  5. Competitive (13%)
Quiz Time!

1) When I prepare a meal, I typically:

a) Rely on classic dishes my family has always enjoyed.
b) Follow a recipe step-by-step.
c) Substitute more healthful ingredients.
d) Go all out and try to impress my guests.
e) Rarely use recipes and like to experiment.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7
Quiz Time!

2) Some of my favorite ingredients are:

a) Lots of bread, starches and red meat.
b) Beef and chicken.
c) Fish and vegetables.
d) A trendy ingredient I saw on the Food Network.
e) Vegetables, spices and unusual ingredients.

Wansink, Brian (2006), Mindless Eating: Why We Eat More Than We Think, Chapter 7
Quiz Time!

3) In my free time I like to:

a) Visit with friends and family.
b) Organize the house.
c) Exercise or take a fitness class.
d) Be spontaneous and seek adventure.
e) Take part in creative or artistic pursuits.
Quiz Time!

4) My favorite things to cook are:
   a) Home-baked goodies.
   b) Casseroles.
   c) Foods with fresh ingredients and herbs.
   d) Anything that lets me fire up the grill.
   e) Ethnic foods and wok dishes.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7
Quiz Time!

5) Other people describe me as:
   a) Really friendly.
   b) Diligent and methodical.
   c) Health conscious.
   d) Intense.
   e) Curious.

Wansink, Brian (2006), Mindless Eating: Why We Eat More Than We Think, Chapter 7
What Letter Did You Write Down Most Often?
What’s Your Cooking Personality?

A) Giving: Friendly, well-liked and enthusiastic, giving cooks seldom experiment, love baking and like to serve tried-and-true family favorites, although that sometimes means serving less healthful foods.

B) Methodical: Talented cooks who rely heavily on recipes. The methodical cook has refined tastes and manners. Their creations always look exactly like the picture in the cookbook.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7
What’s Your Cooking Personality?

C) Healthy: Optimistic, book-loving, nature enthusiasts, healthy cooks experiment with fish, fresh produce and herbs. Health comes first, even if it means sometimes sacrificing taste.

D) Competitive: The Iron Chef of the neighborhood, competitive cooks have dominant personalities and are intense perfectionists who love to impress their guests.

E) Innovative: Creative and trend-setting, innovative cooks seldom use recipes and like to experiment with ingredients, cuisine styles and cooking methods.

The Power of Expectations

People “taste” what they think they are going to “taste.”

So how do you peak expectations?
- The Food
- The Atmosphere
- The Effort
In Review...

1. **Stale Popcorn Study** → Changing the size of a plate or bowl increases how much we serve and eat.

2. **Bottomless Bowl Study** → We don’t know when we are full.

3. **The Joy of Cooking Too Much** → Calories of family recipes have increased.

   ➢ **The cues around our own home can lead us to eat more than we might want.**
Reversing Mindless Eating™
Over the Holidays: Summary

- Smaller plates/bowls = smaller servings
- We eat with our eyes, not our stomachs.
- The Consequences of the Clean Plate Club
- The Joy of Cooking – Recipes over Time

Overcoming Three Thanksgiving Overeating Problems
1. I Made it & I Deserve It
2. The Pre-Load Problem
3. The Happy Host

© Wansink 2009
Thank you.

“The Best Diet is The Diet You Don’t Know You’re On.”

Mindless Eating -- p. 1

MindlessEating.org

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Questions and Answers
E-mail: foodandhealth@ific.org
CPE Credit

Registered Dietitians can download a Certificate of Completion for ONE CPE credit at:

www.foodinsight.org