

Summary Fact Sheet: Total Wellbeing Diet Online Member Study

Introduction and objective

The aim of this study was to examine the weight loss of members who had completed at least 12 weeks on the TWD Online program, and explore the differences between those who had claimed the refund offer and those who had not. This analysis was of 13,733 members.

Average weight loss of refunded members

- The average weight loss among refunded members was 5.6kg, compared to 3.7kg in non-refunded members who had completed at least 12 weeks in a program. This difference in mean weight loss of 1.9kg was statistically significant ($p < 0.001$).
- On average, males who received the refund lost 7.4kg compared to 5.6kg in non-refunded males.
- When expressed as a percentage of their starting weight, refunded member lost 6.2% of their body weight while following the program, and non-refunded members lost 4% ($p < 0.001$).

Table 1. Weight loss (in kg) of refunded (n=2,923) and non-refunded (n=10,810) members.

	Refunded members	Non-refunded members
<i>Kilograms of weight loss</i>		
Female	-5.1	-3.3
Male	-7.4	-5.6
Total	-5.6	-3.7
<i>Weight loss as a percentage of starting body weight</i>		
Female	-5.9%	-3.6%
Male	-7.3%	-5.4%
Total	-6.2%	-4.0%

- As a percentage of body weight, refunded members lost 55% more than non-refunded members. This varied by gender, age and weight status group. For example, refunded members who were obese lost 54% more than non-refunded obese members; and refunded females lost 64% more than non-refunded females.

Full report citation

Hendrie GA, Brindal E (2018) Total Wellbeing Diet Online Member Survey: An in-depth analysis of the TWD refund offer. CSIRO, Australia.