

# Do financial rewards lead to greater weight loss?



Analysis of over 48,000 members of the CSIRO Total Wellbeing Diet suggests **'yes'** ↗

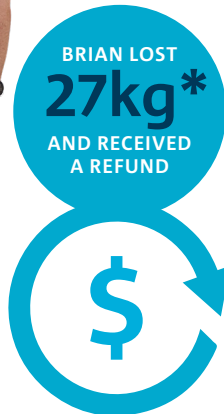
## \$199 weight loss refund

Australians are invited to follow the CSIRO Total Wellbeing Diet online at a cost \$199 for 12 weeks. If they meet science-based criteria, such as weighing in each week, their **\$199 membership fee is refunded at the end**. This 'commitment contract' leads to greater weight loss, greater satisfaction and increased feelings of success.

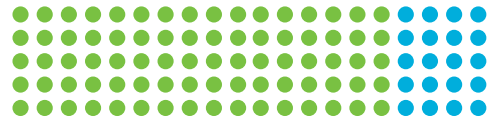
\*In 25 Weeks - Individual results may vary



BRIAN BEFORE



SAMPLE: 48,000 MEMBERS



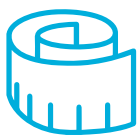
80% FEMALE

20% MALE



**1 in 4**

received a refund for successfully completing the CSIRO Total Wellbeing Diet 12 Week Program



**28%** greater weight loss

Members who received a refund lost an average of 6.2kg (or 6.7% of their starting body weight), in comparison to the 4.8kg (or 5.2% of starting body weight) lost by non-refunded members.<sup>1</sup>



**5%** weight loss matters

Two-thirds of members who claimed the refund lost a clinically relevant amount of weight (>5% of starting body weight), compared to half of the non-refunded members.



**2.2M** rewarded back

To Australians since the incentive's launch in 2015.

**Join today**



### Secrets of success<sup>2</sup>

MEMBERS WHO RECEIVED THE REFUND:

- USE THE TOTAL WELLBEING DIET WEBSITE MORE
- RECORD THEIR WEIGHT MORE
- TRACK THEIR FOOD MORE FREQUENTLY
- RECORD MORE EXERCISE SESSIONS
- TRIED HARDER ON THE PROGRAM
- FELT MORE SUCCESSFUL THAN OTHER MEMBERS



[totalwellbeingdiet.com](http://totalwellbeingdiet.com)

<sup>1</sup>Hendrie GA, Baird D (2022). Member refund incentive. A secondary analysis of data from the Total Wellbeing Diet. CSIRO, Australia.

<sup>2</sup>Hendrie GA, Brindal E (2018). Total Wellbeing Diet Member Survey: An in-depth analysis of the TWD refund offer. CSIRO, Australia.