

# **The Macro-Mediterranean “Yes You Can” Study: Preliminary Results**

March, 2009



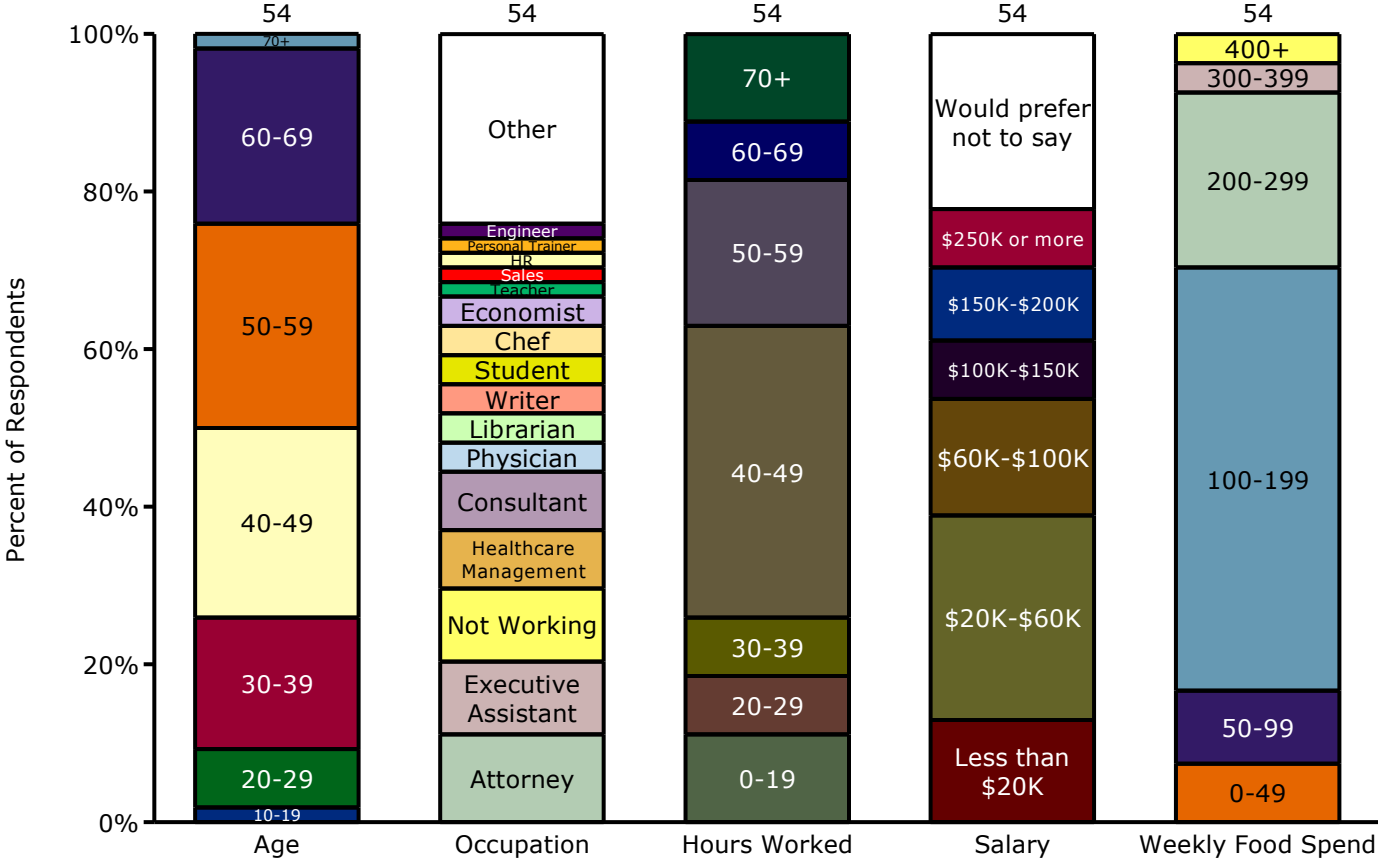
**THE PARTHENON GROUP**

Boston • London • Mumbai • San Francisco

# The “Yes You Can” Study

## YYC Participants are Not Representative of the Overall Population: They are Older, Have Higher Income and Work Long Hours

### Survey Demographics



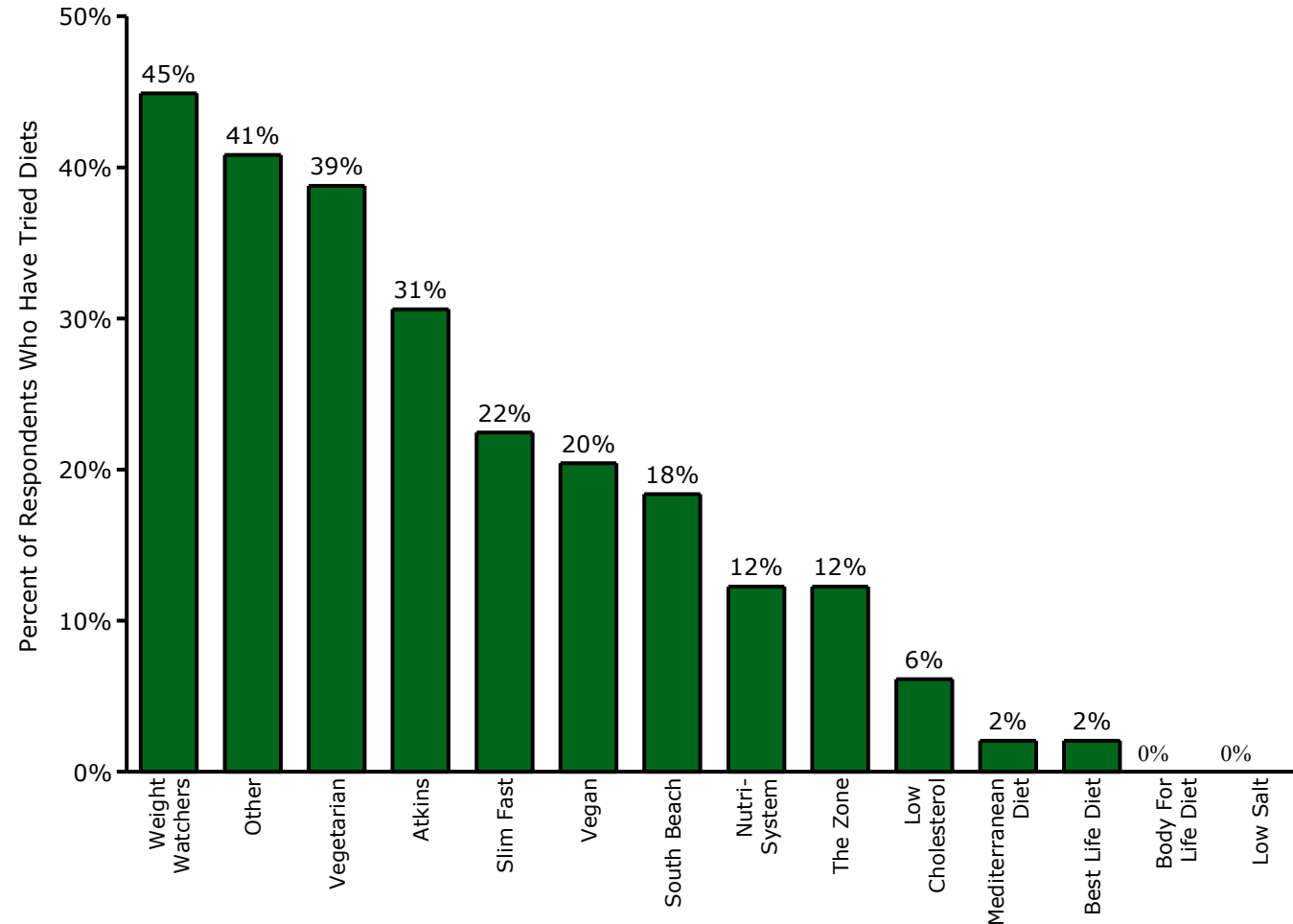
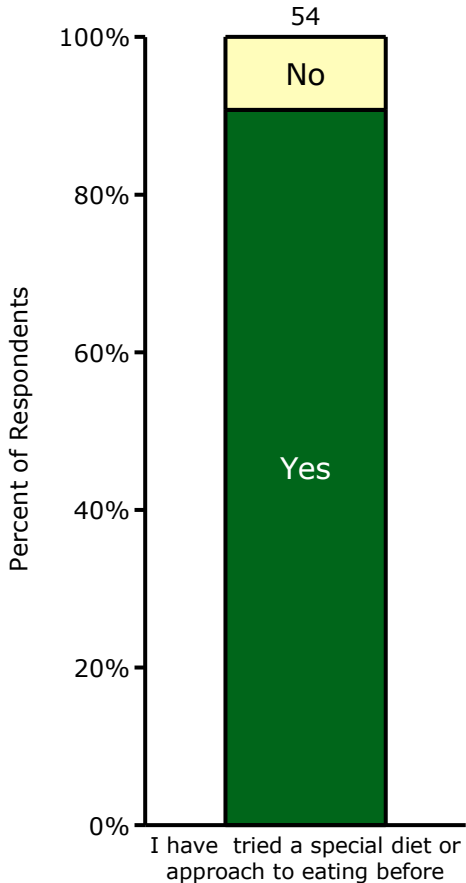
Source: The “Yes You Can” Entry Questionnaire (n=54), January, 2009

# The “Yes You Can” Study

## 90% of Participants have Previously Tried Special Diets

**Q:** I have tried a special diet or approach to eating before.

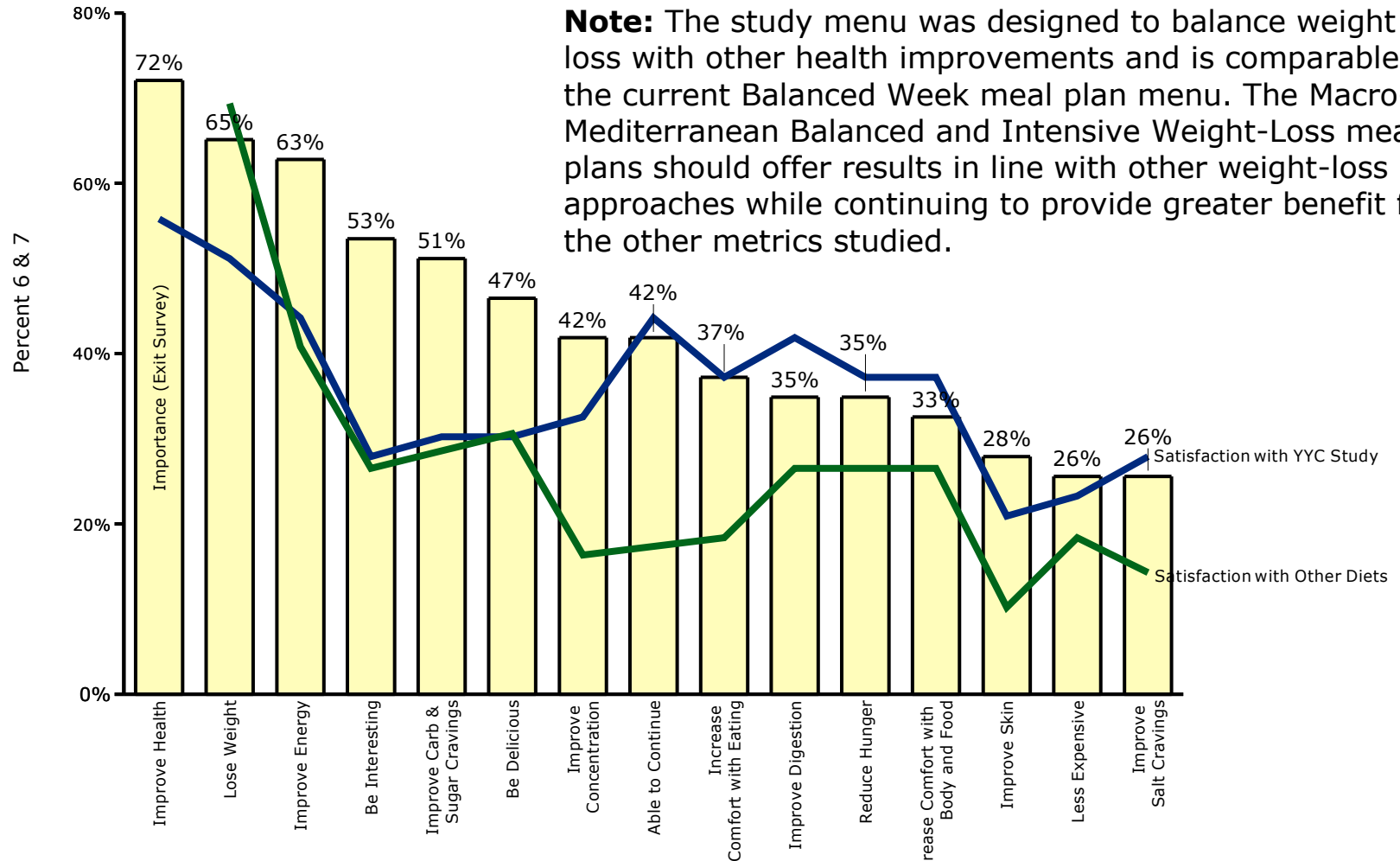
**Q:** Have you tried any of the following diets or special approaches to eating in the past (*Choose all that apply*)?



# The “Yes You Can” Study

## The YYC Study Diet Outperformed Other Diets on Almost All Metrics

**Q:** As you reflect on this experience, how important are the following, on a scale of 1-7 (where 1=Not Important at All and 7=Very Important)? How satisfied were you with YYC?



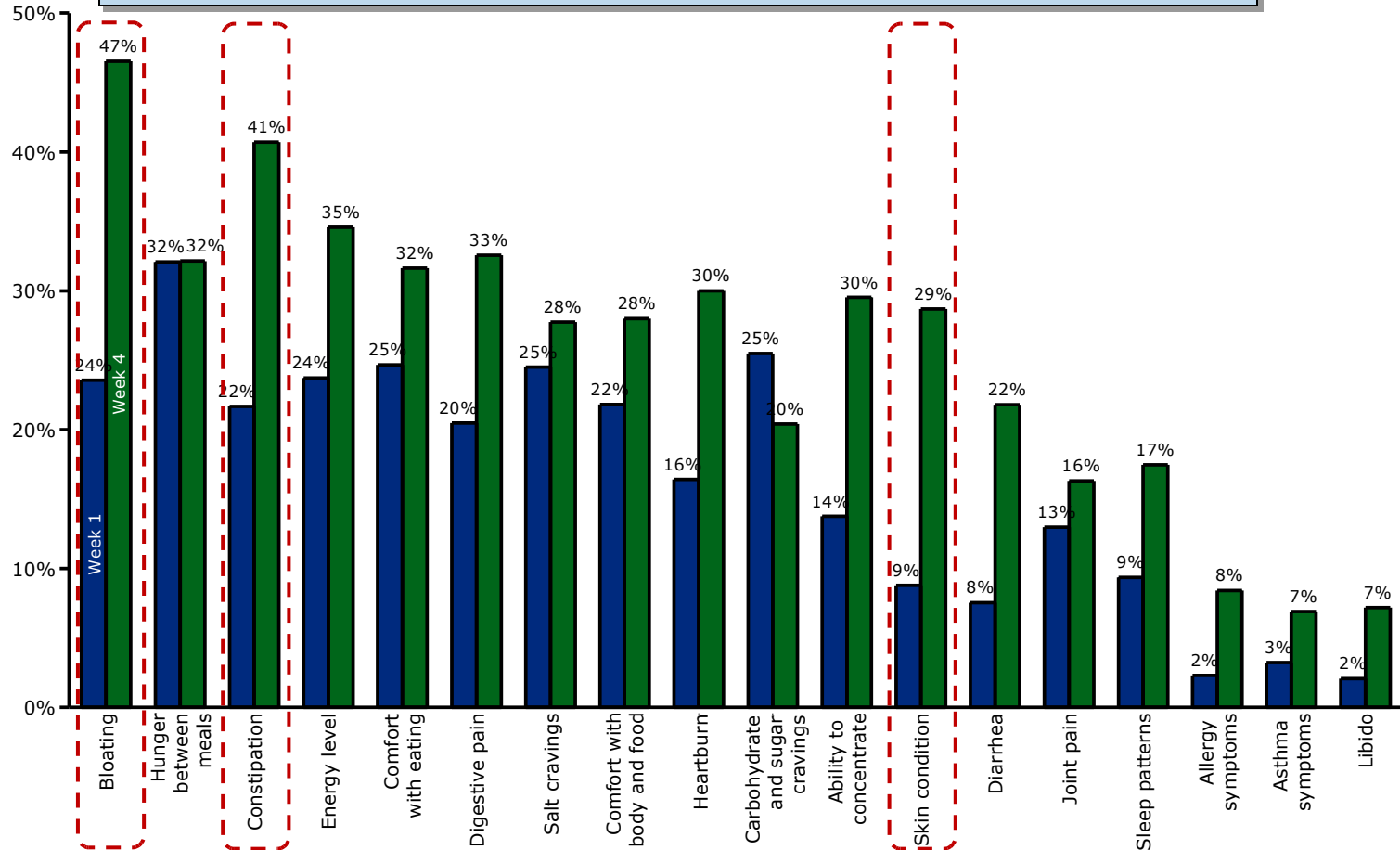
Note: “Improve Health” question excluded from diet satisfaction rating

Source: The “Yes You Can” Entry Questionnaire (n=54), January, 2009; The “Yes You Can” Exit Questionnaire (n=47), February, 2009

# The “Yes You Can” Study

## Over the Course of the Study Participants Noticed the Greatest Improvements in Bloating, Constipation and Skin Condition

**Q:** Have you noticed since yesterday a change in the following (1=Improved; 2=No Change; 3=Worsened 4=This is not an issue for me)?

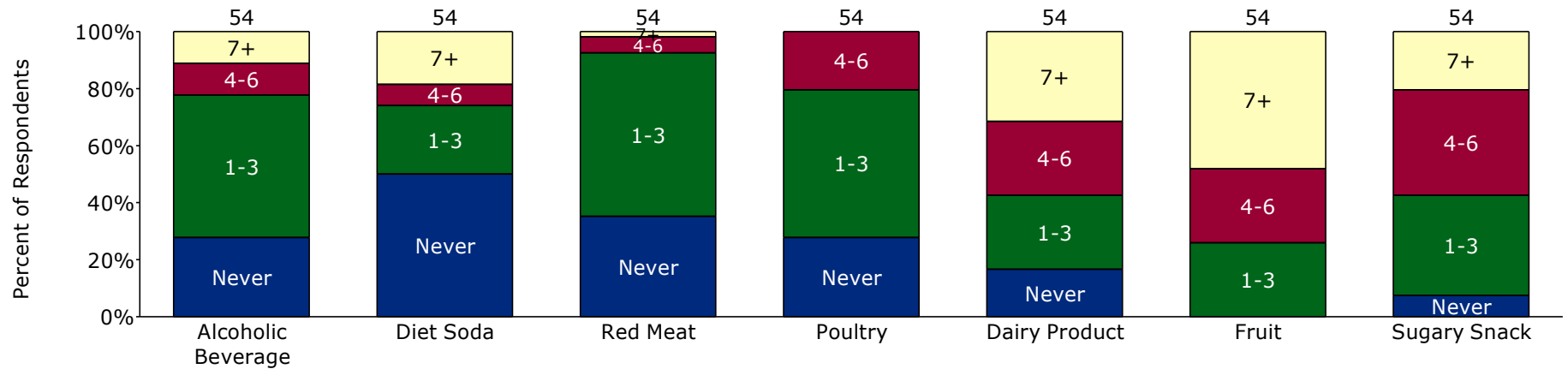


Percent Change Weeks 1-4	23%	0%	19%	11%	7%	12%	3%	6%	14%	-5%	16%	20%	14%	3%	8%	6%	4%	5%
--------------------------	-----	----	-----	-----	----	-----	----	----	-----	-----	-----	-----	-----	----	----	----	----	----

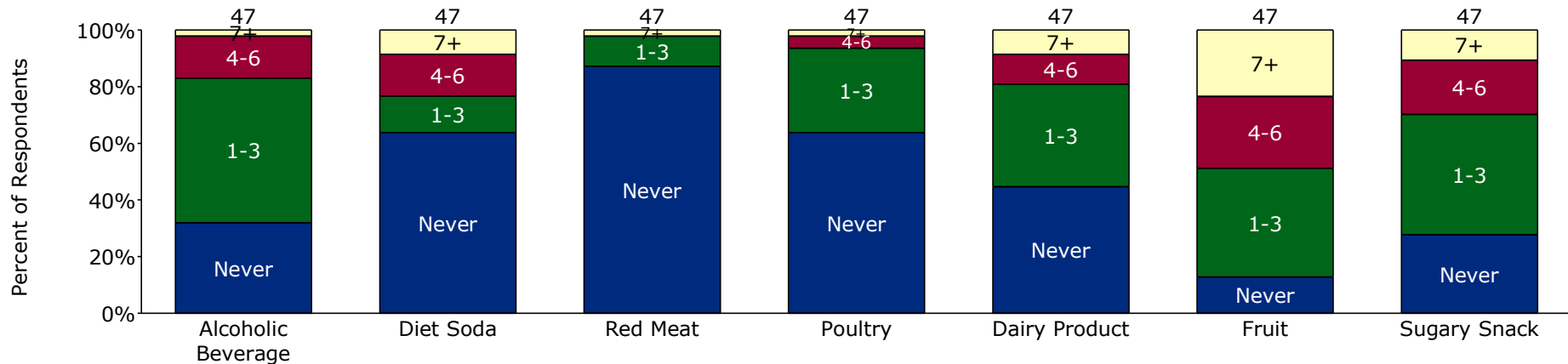
# The “Yes You Can” Study

## YYC Study Participants Ate Significantly Less Meat, Dairy & Fruit

**Entry Questionnaire**  
**Q:** In an average week, how many times do you consume:



**Exit Questionnaire**  
**Q:** In an average week during the study, how many times did you consume:

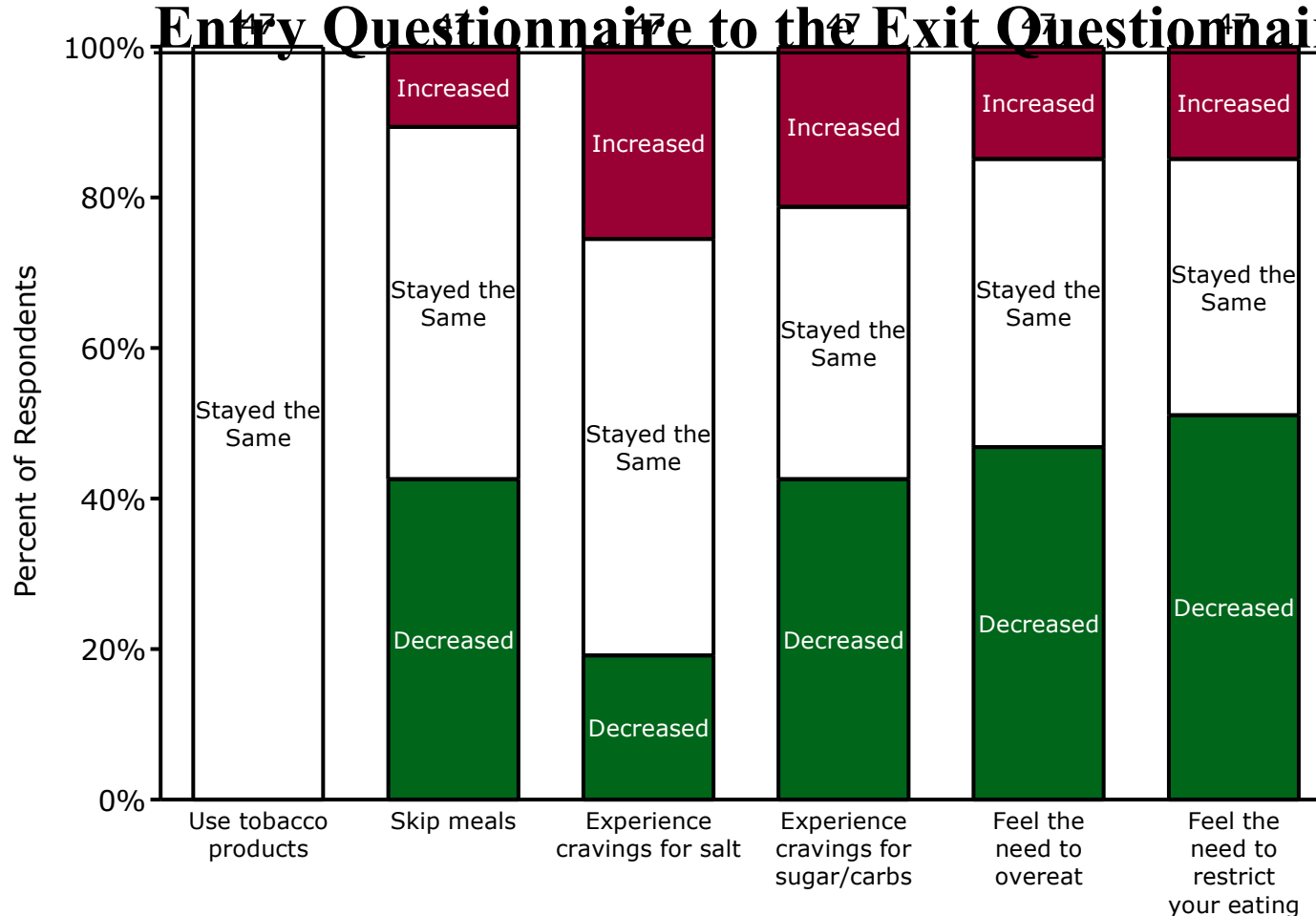


Source: The “Yes You Can” Entry Questionnaire (n=54), January, 2009; The “Yes You Can” Exit Questionnaire (n=47), February, 2009

# The “Yes You Can” Study

Over 40% of Study Participants Were Less Likely to Skip Meals, Crave Sugar, Overeat and Restrict Their Eating

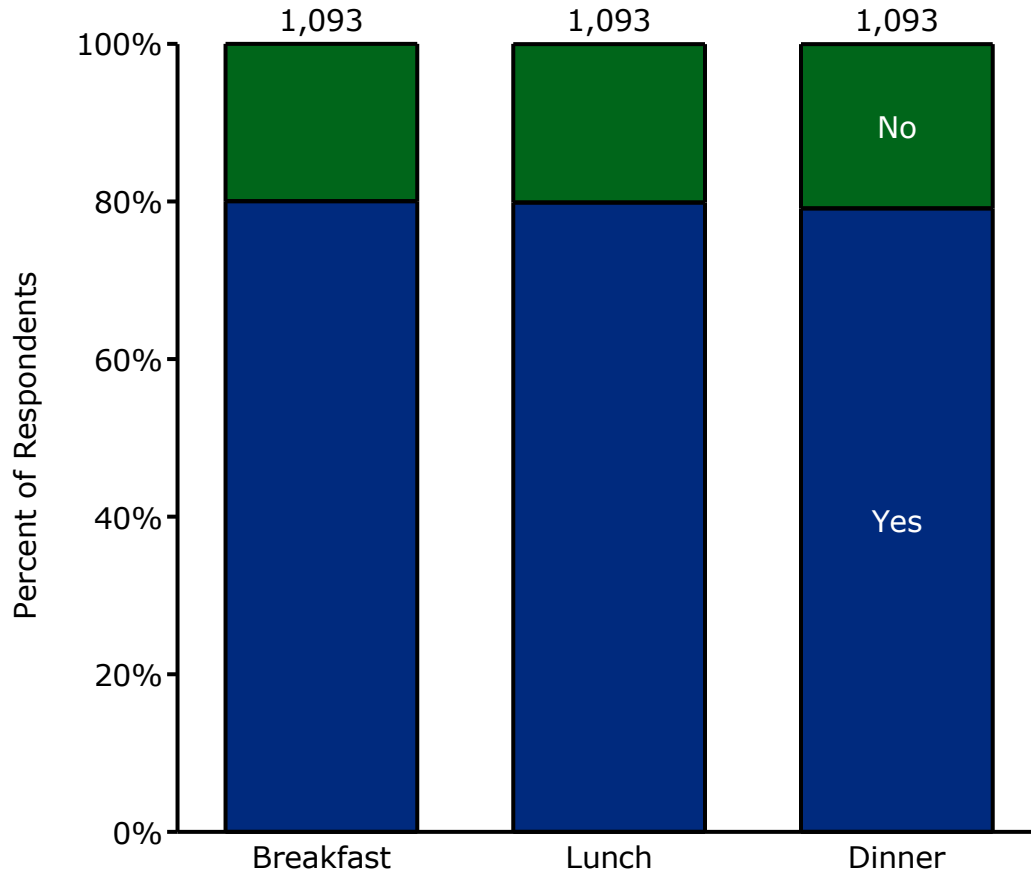
## Change in Weekly Frequency From the Entry Questionnaire to the Exit Questionnaire



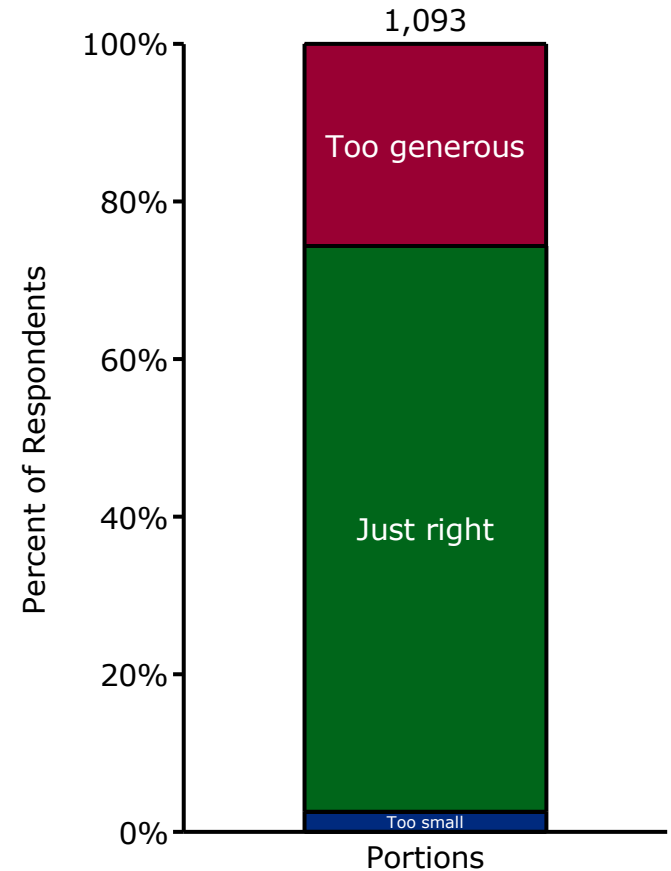
# The “Yes You Can” Study

## 80% of Participants Liked the Taste of the Meals and Felt Portions Were “Just Right”

Q: What is your experience with the study food? I liked the taste of...



Q: What is your experience with the study food? The portions are...

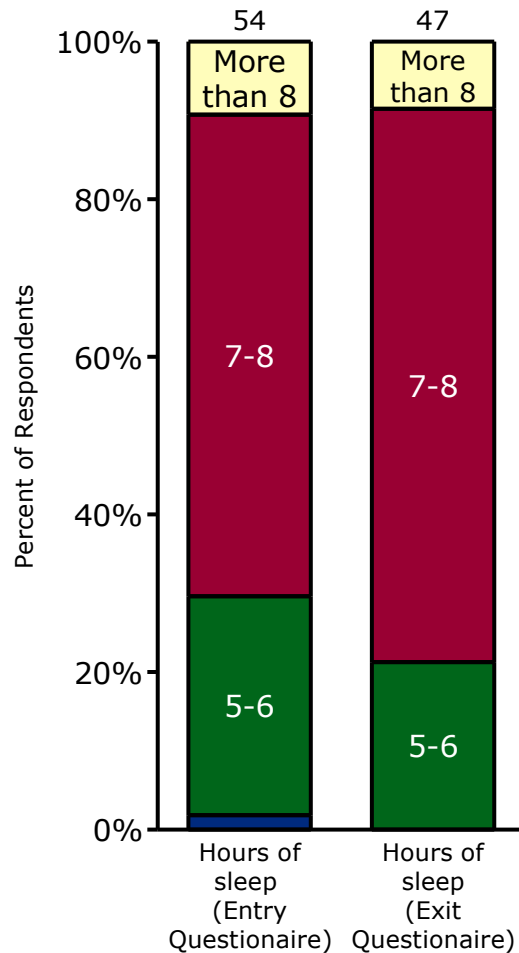




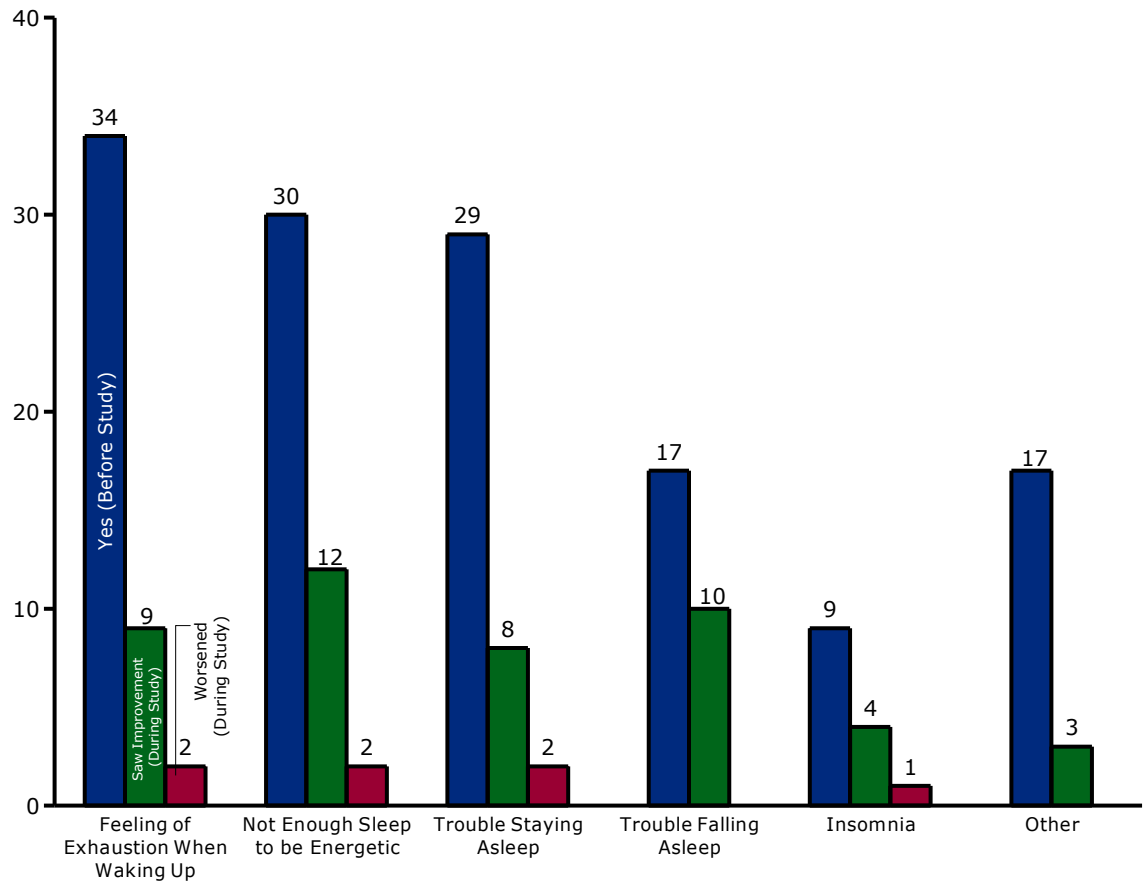
# The “Yes You Can” Study

## Many Participants Got More Sleep and Saw Improvement with Sleep Concerns During the Study

Q: How many hours of sleep do you get per night?

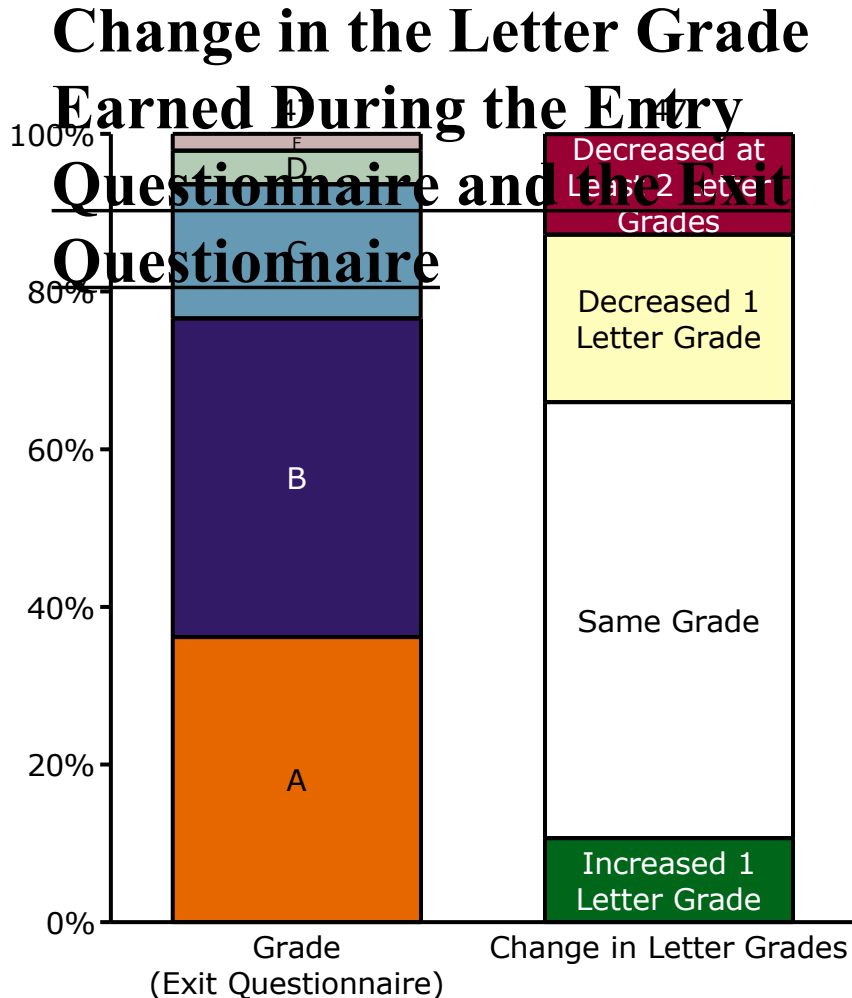


Q: Do you have any of the following concerns about your sleep patterns?



# The “Yes You Can” Study

## Over 60% of Study Participants Performed as Well or Better Than Expected



## Commentary

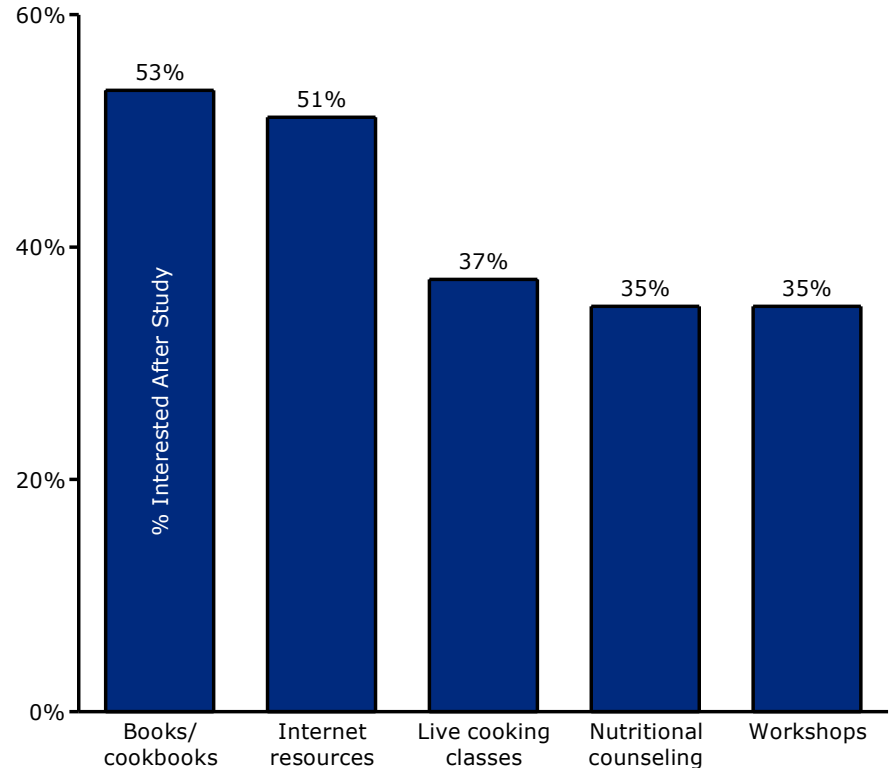
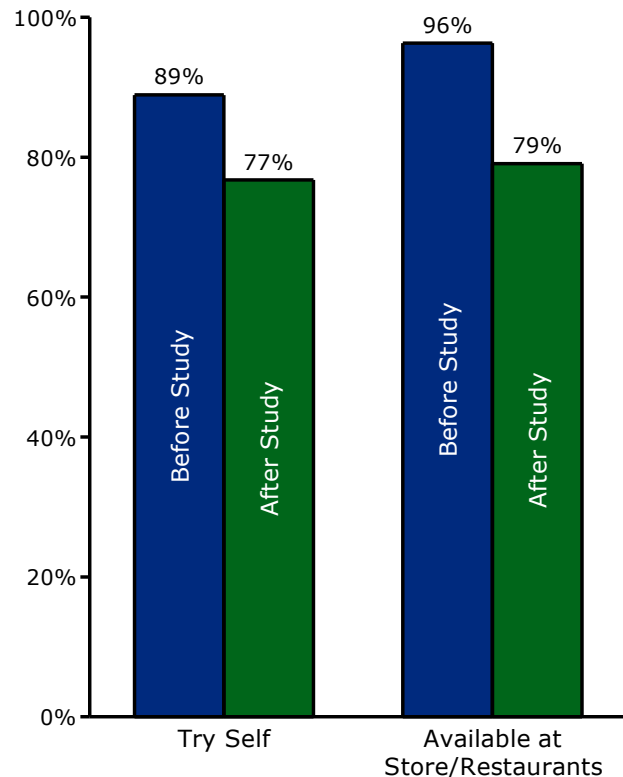
- *“I planned to start a new way of living with food in January 2009 and that goal was accomplished. During the study, I learned not to hate my body and not to hate dealing with food. Food is fuel and essential to life”* (Earned an A)
- *“I had a very positive attitude. I stuck very closely to the plan. I was rewarded by losing a lot of weight and feeling much better physically and emotionally”* (Earned an A)
- *“I would eat the meals I liked in the order that worked for me or eat half and save for later...I'm proud of my participation and the results I've achieved. Thanks, guys!”* (Earned a B)
- *“I was truly committed and enjoyed participating. I learned a lot. I now look at food as a way to stay healthy –not only to satisfy my hunger”* (Earned a B)
- *“I have never been a big vegetable eater, would never eat cabbage, cauliflower, kale. So I was not the most compliant person in the study”* (Earned a C)
- *“I wanted to commit 100% to the study and wasn't able to follow through. I traveled a lot and also had some other ailments going on which had some effect on the trial. I am truly sorry that I didn't perform better”* (Earned an F)

# The “Yes You Can” Study

## Over 75% of Participants are Interested in Continuing the Macrobiotic Diet and Many Are Still Interested In Learning More

**Q:** If I were to eat this way for a month and experience progress toward these goals, I would/After eating this way for a month, I would: Want to learn how to do this for myself? Want to have this way of eating available to me at stores, at restaurants as take out or eat in, and/or as a delivery service?

**Q:** How interested are you in the following (Where 1=Not at All Interested; 7=Very Interested)?



Method	% Interested Before Study
Books/cookbooks	58%
Internet resources	79%
Live cooking classes	44%
Nutritional counseling	38%
Workshops	N/A

# The “Yes You Can” Study

---

## Conclusions

- Participants are most concerned about improving their health, losing weight and increasing energy levels
- The “Yes You Can” Study outperformed the past diets that participants had tried on most metrics
- Eating habits improved throughout the study –study participants were less likely to skip meals, crave sugar, overeat and restrict their eating
- After the study, over 75% of participants are still interested in continuing with a macrobiotic diet