

# Breakfast preferences of healthy weight people

November 4 2015, by Katherine Baildon

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Time and again we've been told: Breakfast is the most important meal of the day. This refrain has proven particularly truthful for people who are trying to lose weight. To gain insight into what breakfast eating habits would be beneficial to those seeking to lose weight, a Cornell Food & Brand Lab research team sought to find out what healthy weight people eat for breakfast.

The research team established an online Slim by Design registry to investigate characteristics and behaviors of [people](#) who are at a healthy [weight](#) and do not struggle with weight problems (see the infographic). 147 people (118 female) participated in the registry by answering questions about their breakfast patterns. Specifically, they responded to the question: "On an average day, what would you have for breakfast?"

The study showed that the most common breakfast items consumed by slim people were The study showed that the most common breakfast items consumed by slim people were fruits (51%), dairy (41%), cold cereal / granola (33%), bread (32%), eggs (31%), hot cereal (29%), coffee (26%). Only 4% of participants indicated that they didn't eat breakfast.

"One important take away from this study is that a very high rate of slim people actually eat breakfast instead of skipping, which is consistent with previous research on the importance of breakfast," explains lead author Anna-Leena Vuorinen, "But what stands out is that they not only ate [breakfast](#), but that they ate healthful foods like fruits and vegetables.

Also, egg consumption was higher than we expected." If the Food and Brand Lab has a refrain of its own it's: do what slim people do.

## SLIM BY DESIGN REGISTRY 2016

We all know people who have never seemed to gain weight or to struggle with their weight. What do these people know or do that makes them Slim By Design? The Slim By Design Registry was created for these people to share their secrets.

### WHAT THEY EAT



51%  
say chicken is their  
favorite meat



7%  
vegetarian



19%  
don't drink  
alcohol



35%  
eat salad at  
lunch every day



63%  
eat vegetables at  
dinner every day

#### Daily Breakfasts



46%  
ate fruit



31%  
ate eggs



39%  
said fruit



20%  
said nuts

#### Favorite Soft Drink



35%  
don't drink  
soft drinks



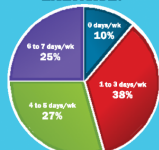
33%  
mentioned a  
diet soft drink



10%  
said  
Coca-Cola

### WHAT THEY DO

#### EXERCISE:



47% don't diet  
25% rarely diet  
24% weigh  
themselves daily  
16% never weigh  
themselves



#### WHAT THEY SAY

"It's easier to resist food at the store than at home."

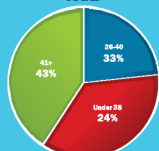
"I really regret eating healthy today -- said no one ever"

"Quality over quantity"

"I train to be strong; I eat to be lean"

### WHO THEY ARE

#### AGE



Average BMI 21.7  
Average weight  
134 lb. (61 kg.)  
Average height  
5 ft. 6 in. (168.1 cm)  
72% Female

#### METHODOLOGY

Surveyed at [www.slimbydesignregistry.org](http://www.slimbydesignregistry.org)  
Sept. 2014 – Jan. 2015, 92 questions, 852 surveyed,  
eligibility = healthy weight, no major weight  
fluctuations, no weight counseling

#### REFERENCES

Wansink – Slim By Design 2014  
Vuorinen, Zhou & Wansink – Obesity 2016  
Wansink & Vuorinen – Obesity 2016  
Vuorinen, Finn & Wansink – Obesity 2016

Share your secrets at: [www.slimbydesignregistry.org](http://www.slimbydesignregistry.org)  
Contact us at: [info@slimbydesign.org](mailto:info@slimbydesign.org)

Credit: Cornell Food and Brand Lab

The findings of this study, conducted by Anna-Leena Vuorinen, of VTT Technical Research Centre Of Finland, PhD student at the University of Tampere and currently a visiting scholar at the Food and Brand Lab, Camille Finn a Nutrition Sciences major at Cornell University, and Brian Wansink, PhD, director of the Cornell Food and Brand Lab and author of the book *Slim by Design*, are being presented at Obesity Week 2015, Los Angeles, CA on November 4th at 11:45 am PT.

**More information:** Vuorinen, Anna-Leena, Camille Finn and Brian Wansink. (2015). The impact a breakfast has on making a person *Slim by Design*. Obesity Week Poster Presentation, Los Angeles, CA, November 4nd, 2015.

Provided by Cornell Food & Brand Lab

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