

Food Choices Survey Breakdown

Overview & Demograph...

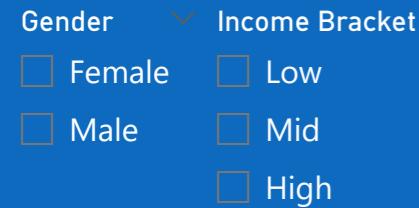
Group Differences ...

Variable Relationships

Distribution Analysis

Findings and Insights

Implications and...

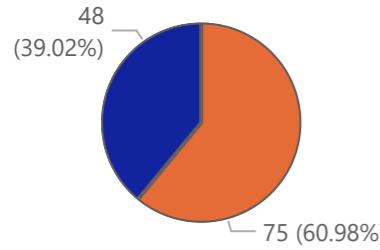


123

Number of Participants

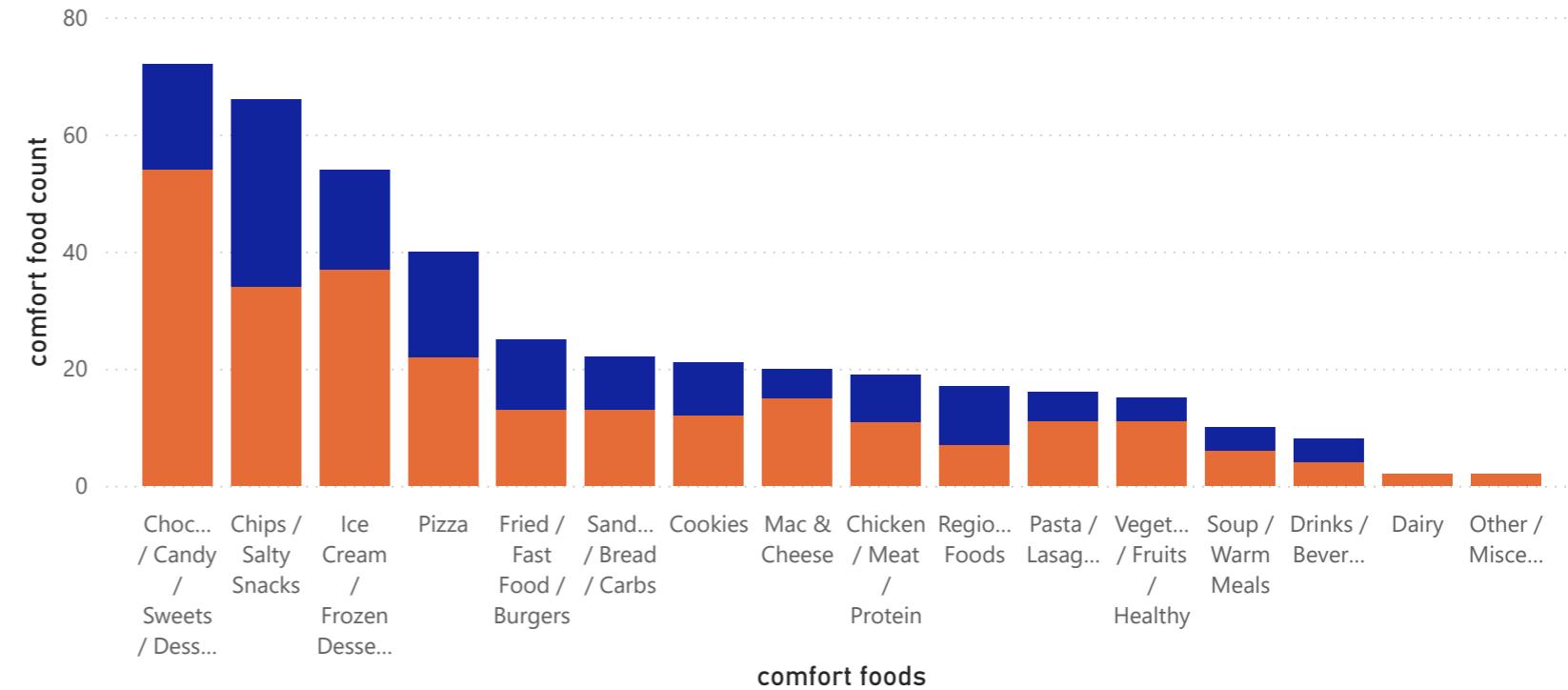
Participant Gender Breakdown

Gender ● Female ● Male



Comfort Food Counts by Gender

Gender ● Female ● Male



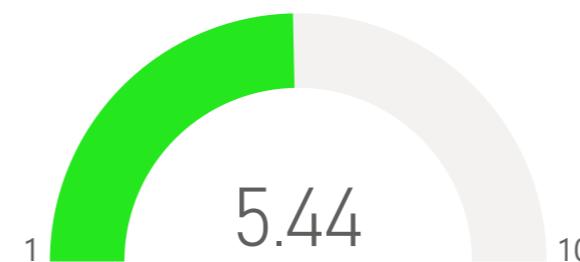
Avg. Life Reward Score (1–10)

(Higher = feels healthier)



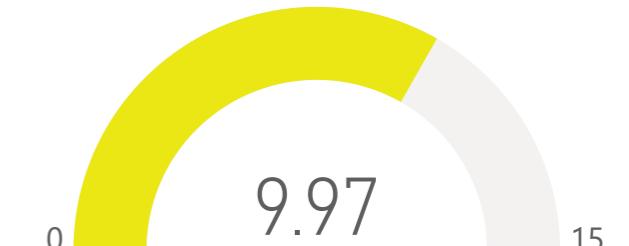
Avg. Healthy Feeling (1–10)

(Higher = more life satisfaction)



Avg. Calory Awareness Score (0–15)

(Higher = more accurate knowledge of calories)



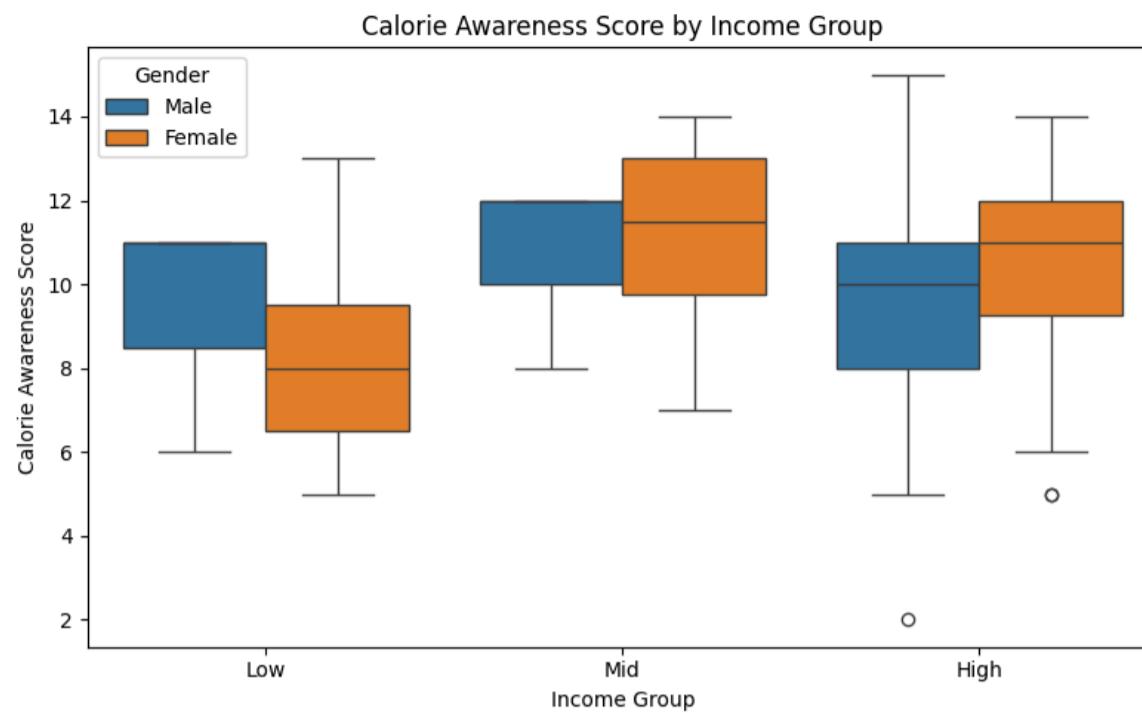
Group Differences & Patterns

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Gender

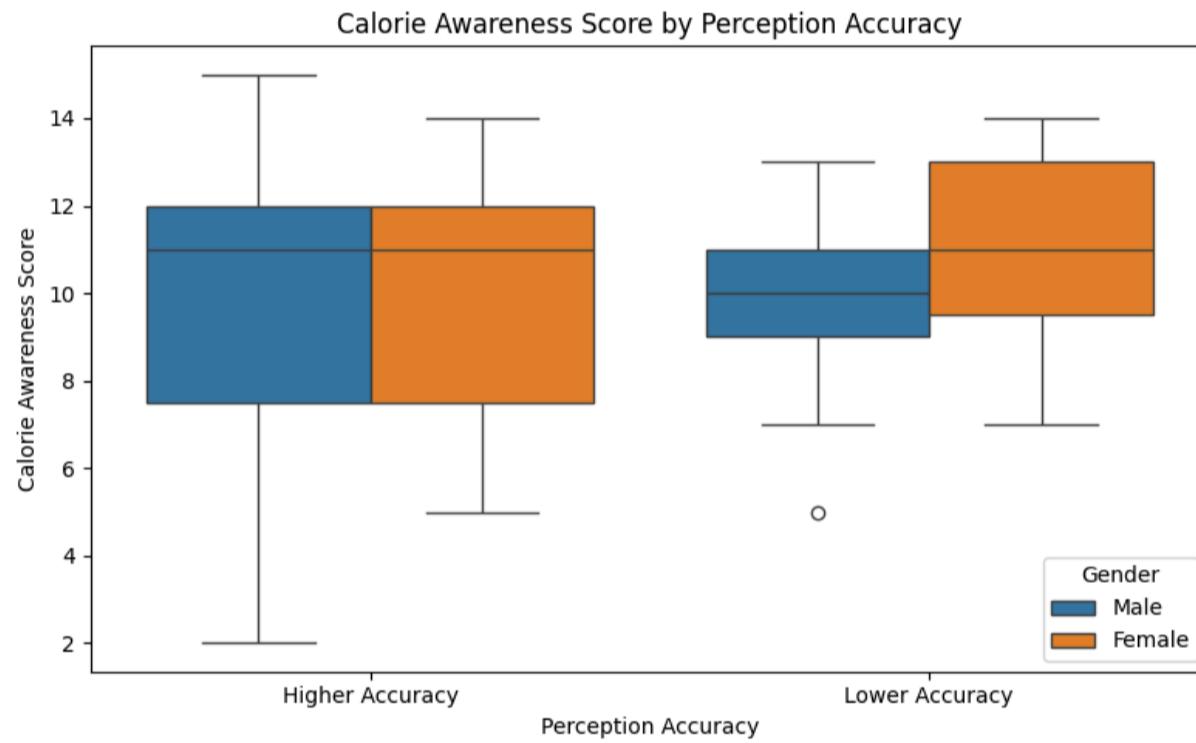
- Female
- Male

Income Bracket

- Low
- Mid
- High

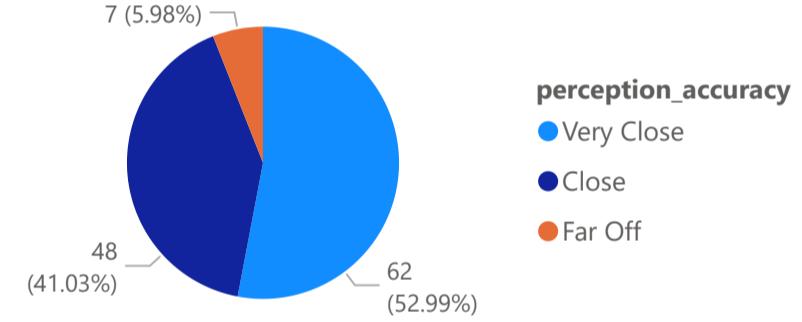


Higher-income participants tend to have higher calorie awareness, with females showing significantly higher median scores in the Mid and High income groups compared to Low.

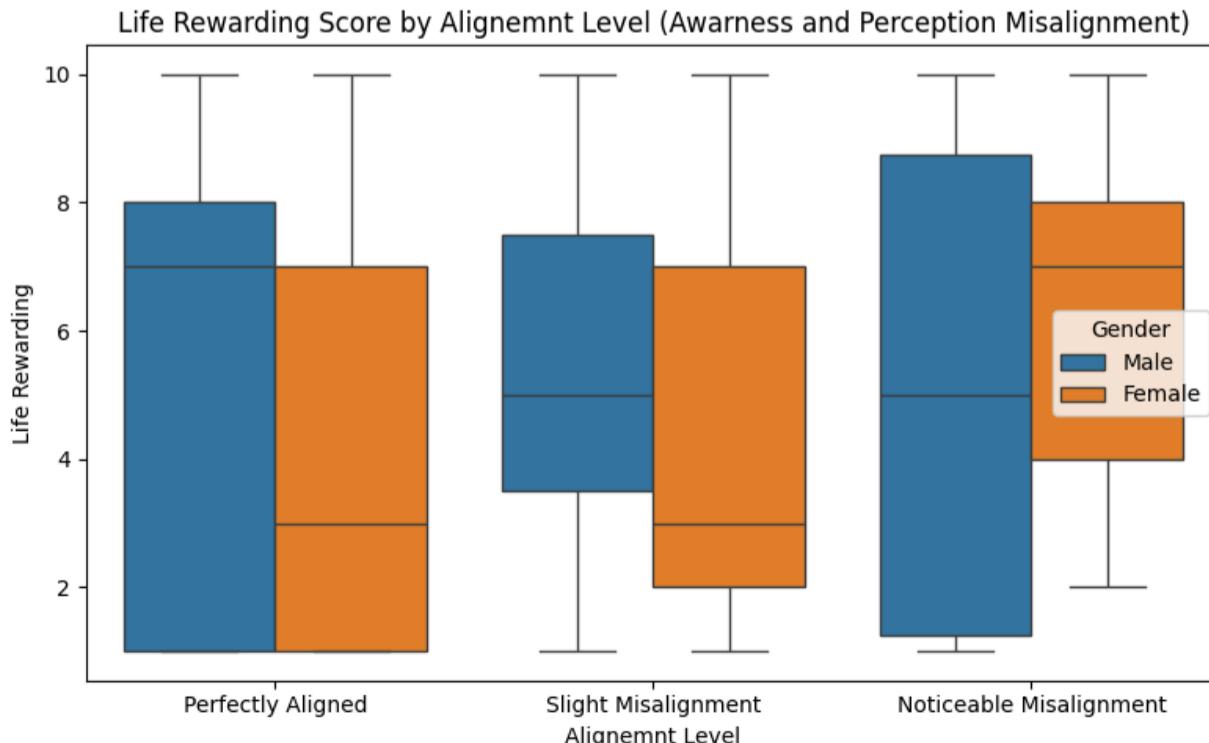


For males, greater weight perception accuracy is associated with higher median calorie awareness scores and greater variability in performance. Males with less accurate weight perception exhibit lower median calorie awareness and reduced variability. For females, calorie awareness performance remains similar regardless of weight perception accuracy, showing no meaningful relationship between the two.

Perception Accuracy Distribution

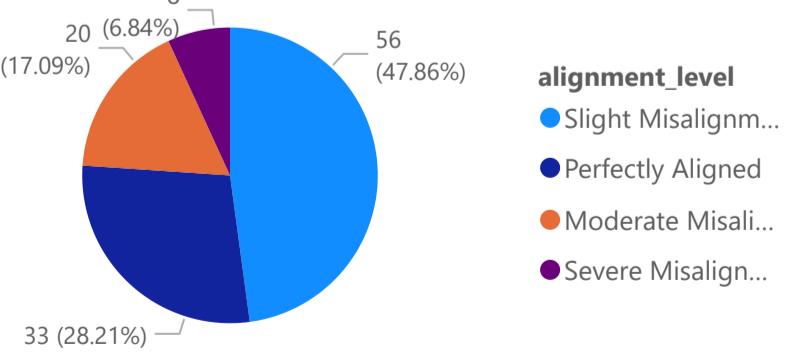


Due to low number of Far Off responses, the decision was made to combine the results with close under "Less Accuracy" and Very Close as "Higher Accuracy" for more cohesive findings.



For males, greater consistency between perception accuracy and calorie awareness is associated with higher median life rewarding scores, while greater misalignment corresponds to lower scores. The opposite pattern is observed for females, suggesting that some degree of discrepancy or inconsistency between self-assessment abilities is linked to higher subjective life satisfaction.

Alignment Distribution



Due to low number of Severe Misalignment responses, the decision was made to combine the results with Moderate Misalignment under "Noticeable Misalignment" for more cohesive findings.

Correlation Analysis

Overview & Demograph...

Group Differences ...

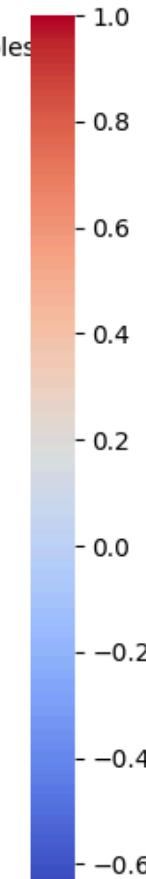
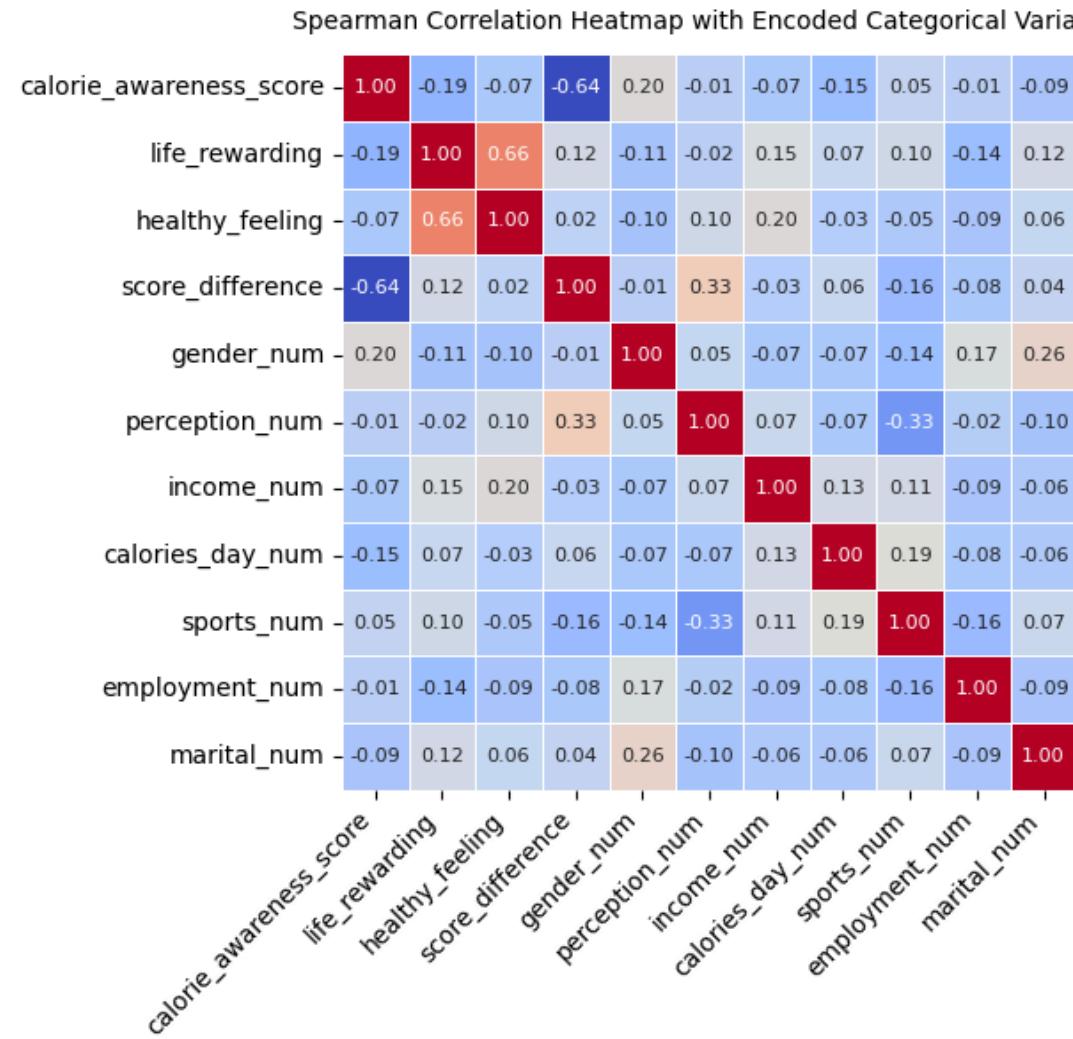
Variable Relationships

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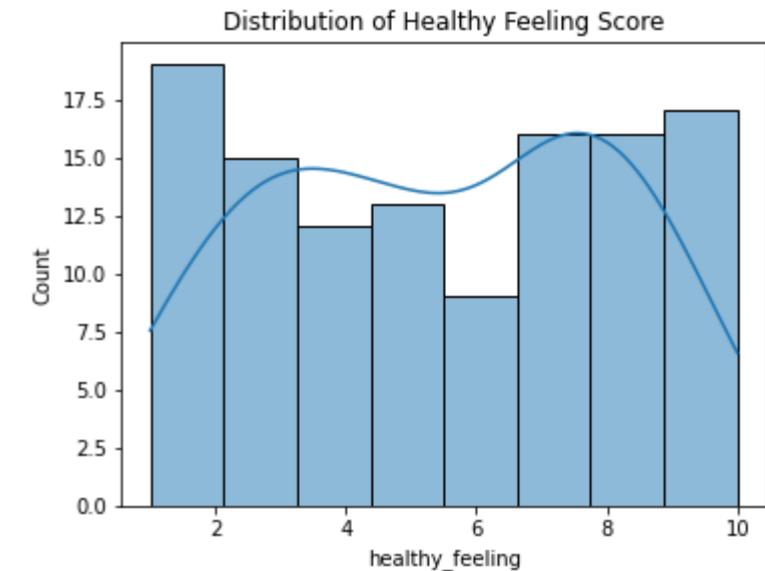
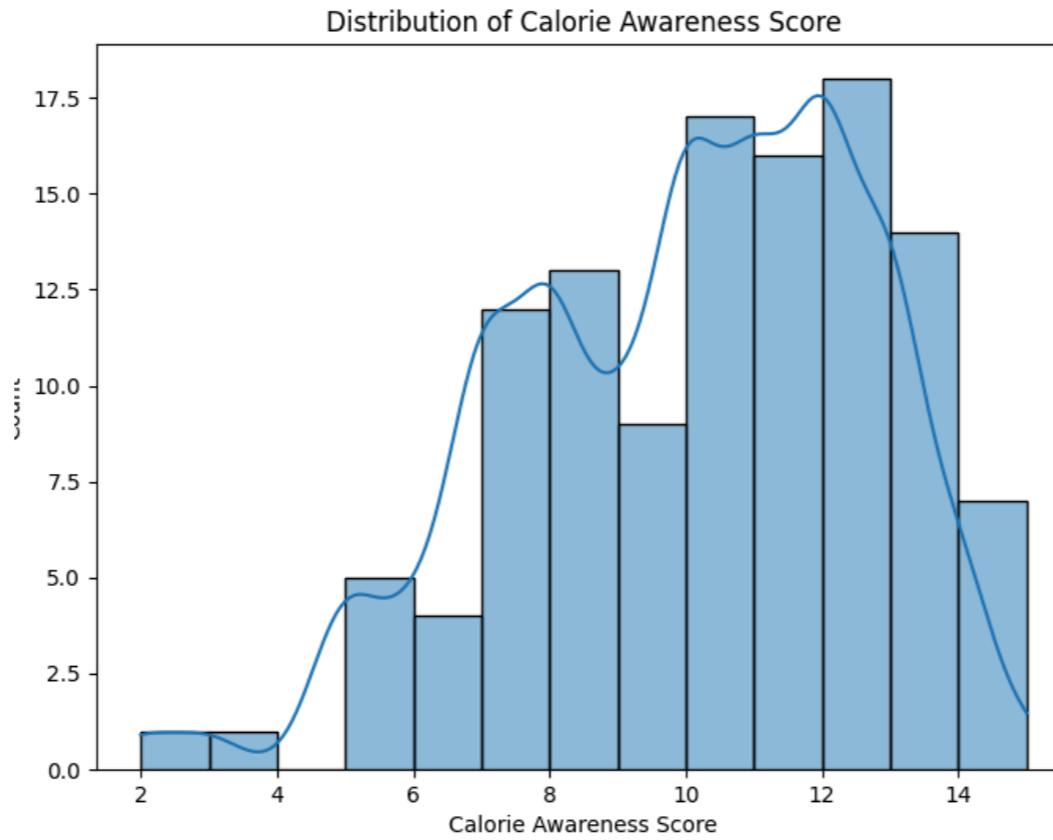
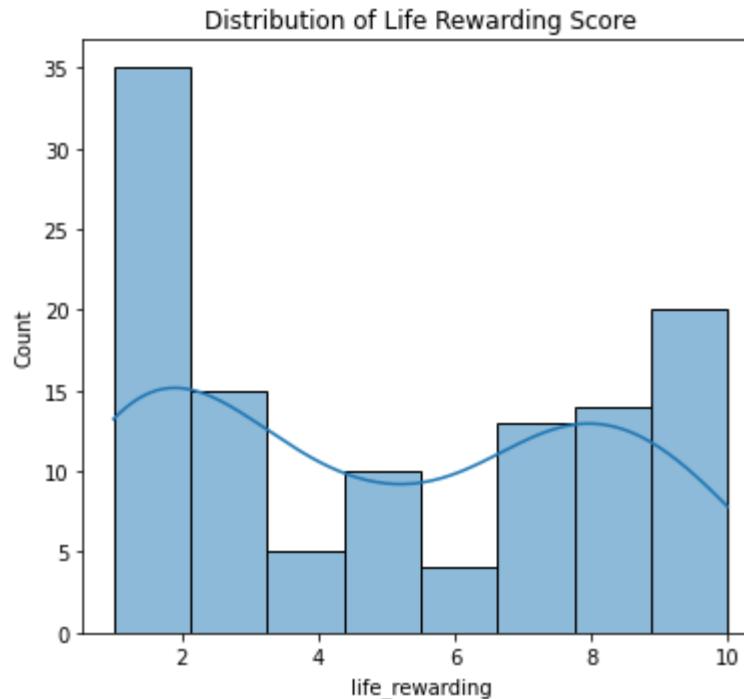
| Gender | Income Bracket |
|---------------------------------|-------------------------------|
| <input type="checkbox"/> Female | <input type="checkbox"/> Low |
| <input type="checkbox"/> Male | <input type="checkbox"/> Mid |
| | <input type="checkbox"/> High |



The correlation matrix shows a strong link between healthy feeling and life rewarding scores, and a clear negative relationship between calorie awareness and misalignment, indicating that more informed participants show more consistent health judgments. Weight perception accuracy and calorie awareness show almost no correlation, suggesting these reflect different forms of awareness.

Most demographic variables display minimal relationships with behavioural or well-being measures.

Distribution Analysis

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The distributions reveal that calorie awareness scores cluster toward the high end, indicating generally strong performance on the calorie estimation task. In contrast, life rewarding and healthy feeling scores show a polarized pattern, with participants clustering at both low and high values. This bimodal shape suggests variability in subjective well-being, which is consistent with college student populations where stress, mood, and satisfaction often vary sharply between individuals.

Findings and Insights

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- Most participants demonstrate moderate calorie awareness, with higher-income groups, especially females, showing higher awareness overall.
- Males with more accurate weight perception tend to show higher and more variable calorie awareness, whereas calorie awareness among females remains consistent regardless of perception accuracy.
- For males, better alignment between perception accuracy and calorie awareness is linked to higher life rewarding scores, while females show the opposite pattern, where some degree of misalignment corresponds to higher subjective wellbeing.
- Comfort food preferences are broadly consistent among genders, with females favouring sweet snacks and ice cream and males preferring salty snacks.
- Wellbeing measures (life rewarding and healthy feeling) show a polarized distribution, with responses clustering toward the extremes, suggesting an “all-or-none” response tendency among participants.

Implications and Recommendations

- Health programs should be tailored by gender and how accurately people view their own weight, since calorie education seems to help men with inaccurate self-perception more than women.
- For women, health messaging should focus more on overall wellbeing and balance rather than strictly correcting calorie knowledge, as small gaps between perception and awareness are linked to higher life satisfaction.
- Differences between how healthy people *think* they are and how much they *actually* know about calories can help identify who would benefit most from personalized guidance instead of one-size-fits-all advice.
- Because comfort-food preferences are generally consistent, effective dietary strategies should encourage moderation and healthier swaps rather than asking people to completely give up foods they enjoy.
- Since wellbeing responses tend to cluster at extremes, future surveys and wellness programs should use more detailed scales or follow-up questions to better capture how people truly feel.