Global Parental/Child Care Provider Attitudinal Survey on Childhood Obesity

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As of December 31, 2012 there were 117,310 responses.
Respondents role:

*Referred to as a person or persons in “charge” of a child’s daily welfare throughout this survey when a parent or parents are not available to do so.

**Child-care provider, child-sitter, K-4 teacher or administrator, etc.
Respondents age:

- 60+
- 40 - 59
- 26 - 39
- 18 - 25
- 17 or under
Respondents country of origin:

- United States (All States)
- Europe (Great Britain, Scandinavia, Western and Central Europe, and Baltic States)
- Canada (All Provinces)
- Southeast East Asian (Australia, New Zealand, Thailand, Laos, Indonesia, Vietnam, Cambodia)
- Far East (Japan, China, S. Korea, Mongolia, Philippines, Pacific Islands)
- Sub-Continent (India, Burma, Pakistan, Bengal-Desh, Nepal, Ceylon)
- Middle-East (Including Israel and Turkey)
- South America (Entire continent)
- Africa (Entire continent)
Respondents race*: 

- White: 50%
- African American: 20%
- Hispanic: 10%
- Asian American: 5%
- Native American: 5%
- Other: 0%

*Race only collected for U.S. and Canadian respondents

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Respondents annual household income:

- Under $10,000: 0%
- $11,000 - $24,999: 5%
- $25,000 - $39,999: 10%
- $40,000 - $59,999: 15%
- $60,000 - $79,999: 20%
- $80,000 - $99,999: 25%
- $100,000 - $149,999: 30%
- $150,000: 35%
Survey respondents answered four questions assessing their personal behavior regarding healthy nutrition and exercise habits.
“Developing healthy nutritional and exercise habits are essential for good health” How health conscious are you?
Respondent exercise routine times per week:

- None
- Once a week or less
- Two times a week
- Three times a week
- Four times a week
- Everyday
Respondents workout routine:

- Walking: 60%
- Cycling: 20%
- Running: 10%
- Moderate weight training: 5%
- Swimming: 3%
- Organized sports*: 1%

*Local gym, at work, etc.
Respondents personal food consumption
(Healthy Vs. Highly Processed):

Healthy foods (fresh fruit, vegetables, fish, broiled chicken and turkey, etc.)
Highly Processed Food (i.e. cereals, chips, crackers, white bread, pasta, fried food, sodas, red meat, canned foods, etc.)
Survey respondents answered questions assessing their personal perspective on childhood obesity.
Respondents views on the key factor in forming a child’s attitude toward making healthy choices:

- Parent and/or relative: 45%
- TV ads and kids movies: 20%
- Both parent and gatekeeper: 15%
- Gatekeeper (day-care provider, child-sitter, K-4 teacher, etc.): 10%
- All of the above: 5%
Respondents' interest regarding the issue of childhood obesity:

- Learning more about healthier food: 40%
- Learning more about healthier exercise choices: 25%
- Learn more about helping implement nutrition and physical activity programs at my child's school: 15%
- Learning more about childhood obesity: 10%
- All of the above: 0%
Respondents views on accountability for child’s nutritional choices and exercise:

- Who should make decisions about a child's nutritional choices and exercise.
- Who is ultimately responsible for a child's nutritional choices and exercise.
The 117,000 Survey participants responded to two questions assessing views on external factors in children’s nutrition.
Respondents' perception of their greatest challenges in providing child nutritional choices:

- Perceived expense of purchasing healthier food choices
- Time to research, find, and prepare healthy foods
- Time to research, find, and prepare and perceived expense of purchasing
- Both misleading labels and time to research, find, and prepare
- Misleading labeling by food processors
Respondents inability to get children to eat healthy is due to:

- I don't have time
- I don't know how to counter misleading advertising targeting children
- I don't know how to combine happy* and healthy
- I don't know how to combine happy* and healthy and counter misleading...
- I don’t know how to just say NO to non-nutritional meals

*Happy meaning child’s developed perception and physical cravings of tasty (highly processed oils, sugars, salted, and caffeinated foods) meals from prior home and/or dining-out eating experiences
Survey participants responded to two questions assessing their views on children’s daily exercise or physical activity.
How do you think children get MOST of their weekly exercise?

- Not sure
- Organizing sports
- Neighborhood playground/backyard
- School physical education program
- Organizational activities
Respondents views on what two types of activities they most likely participate in with their child:

- Walking: 40%
- Biking: 35%
- None: 20%
- Sports related in the yard: 15%
- Other: 10%
- Swimming: 5%
- Hiking: 5%
- Jogging: 0%
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