



National Childhood Obesity FoundationSM

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Ten key findings from the N.C.O.F. global childhood obesity survey of parents, grandparents, and child care-givers from September 2008 through April 2009:

- 1. Generally most respondents find themselves somewhat health conscious, but 24% cited themselves not very health conscious at all.*
- 2. Most respondents, some 30%, cited themselves engaged in exercise or physical activity only once a week or less. While 17% cited with no physical activity.*
- 3. Many respondents, some 34%, cited that learning more about healthier food or nutritional choices was most important. While 17% cited implementing more nutrition and physical activity programs was an important factor in leading a healthier lifestyle.*
- 4. 54% of all respondents cited the number one factor that presented the greatest challenge was misleading labeling by food processors on whether food choices were actually healthier or not, using words such as: Less sugar, Less fat, Less sodium, Organic, All-Natural, etc.*
- 5. The two most favorite types of physical activities that respondents participate in with their children or charges were walking at 34% and biking at 18%.*
- 6. 67% of all respondents cited that either parents and/or grandparents (relative/guardian) or both were ultimately responsible for shaping a child's health and fitness attitude.*
- 7. 56% cited what interested them most regarding the issue of childhood obesity was to learn more about healthier food and healthier exercise (physical activity) choices.*
- 8. 77% of total respondents were female and of those total respondents 39% were parents or expecting parents.*
- 9. 56% of all respondents were from North America and 22% from the European Union.*
- 10. 86% of all respondents were between the ages of 18-59.*