



National Childhood Obesity FoundationSM

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Ten key findings from the third N.C.O.F.® global childhood obesity survey of parents, grandparents, relatives, and child care-givers from 1 September 2008 through 31 December 2009:

- 1. 57% of respondents find themselves somewhat to moderately health conscious, but 29% cited themselves as not very health conscious at all. Not very health conscious is up 3% since April-August 2009's assessment period.*
- 2. Most respondents, some 61%, cited themselves engaged in some form of physical activity between 2-4 times a week. While 19% cited with no physical activity.*
- 3. Many respondents, some 44%, cited that leading by example was the best teaching tool for parents, grandparents etc. in teaching children to be more health conscious or to make better choices.*
- 4. 65% of all respondents cited as the number one factor that presented the greatest challenge to parents, etc. 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. This issue has risen 7% since the last assessment period in April-August 2009.*
- 5. The two most favorite types of physical activities that respondents participate in with their children or charges were walking at 51% and biking at 20%. Walking has risen 12% since the last assessment period in April-August 2009.*
- 6. 81% of all respondents' cited-either parents and/or grandparents (relative/guardian) or both were as ultimately responsible for shaping a child's health and fitness attitude. This is up 9% from the earlier April-August 2009 survey assessment.*
- 7. 60% cited what interested them most regarding the issue of childhood obesity was to learn more about healthier food and exercise (physical activity) choices. This is up 5% from the earlier April-August 2009 survey assessment.*

8. *81% of total respondents were female and of those total respondents 43% were parents or expecting parents.*
9. *56% of all respondents were from North America and 26% from the European Union.*
10. *92% of all respondents were between the ages of 18-59.*