



National Childhood Obesity Foundation®

# Global Parental/Child Care Provider Attitudinal Survey on Childhood Obesity

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Roland J. Regan, J.D., Ed.M., MBA CEO & President

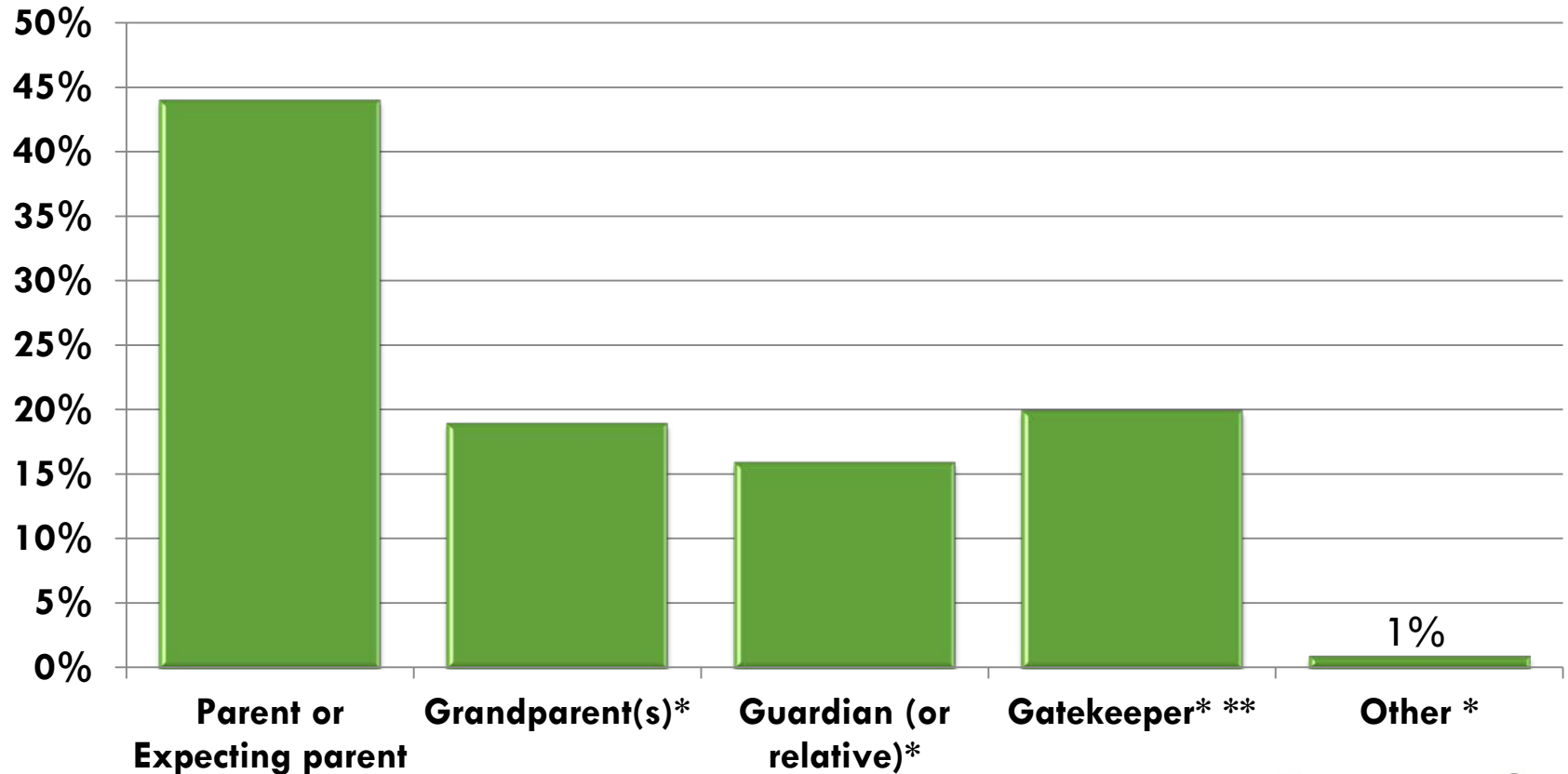


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# DEMOGRAPHICS

As of December 31, 2012 there  
were **117,310** responses.

# Respondents role:



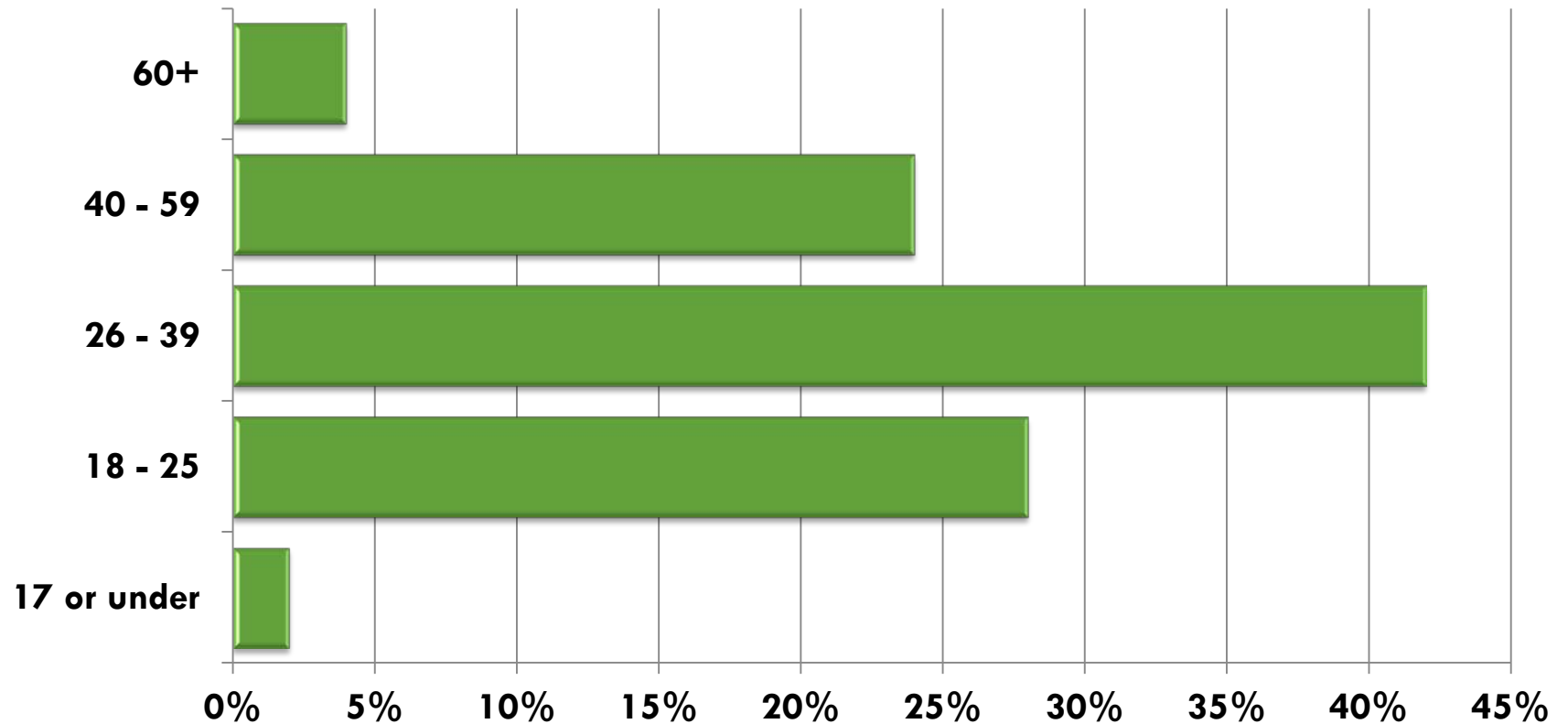
\*Referred to as a person or persons in “charge” of a child’s daily welfare throughout this survey when a parent or parents are not available to do so.

\*\*Child-care provider, child-sitter, K-4 teacher or administrator, etc.



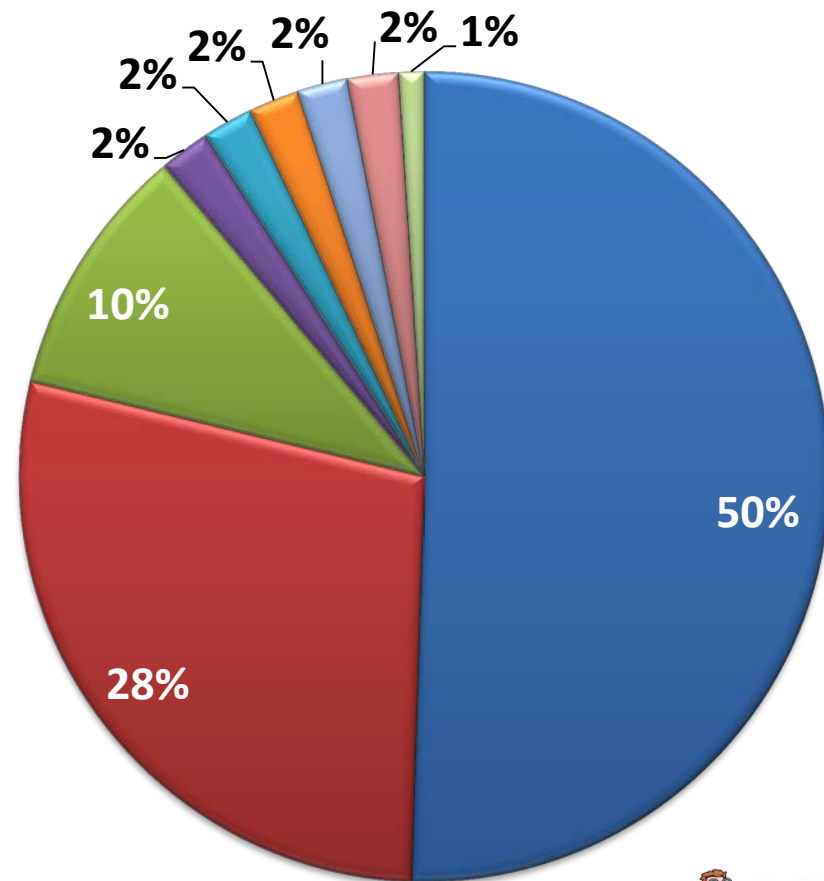
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# Respondents age:

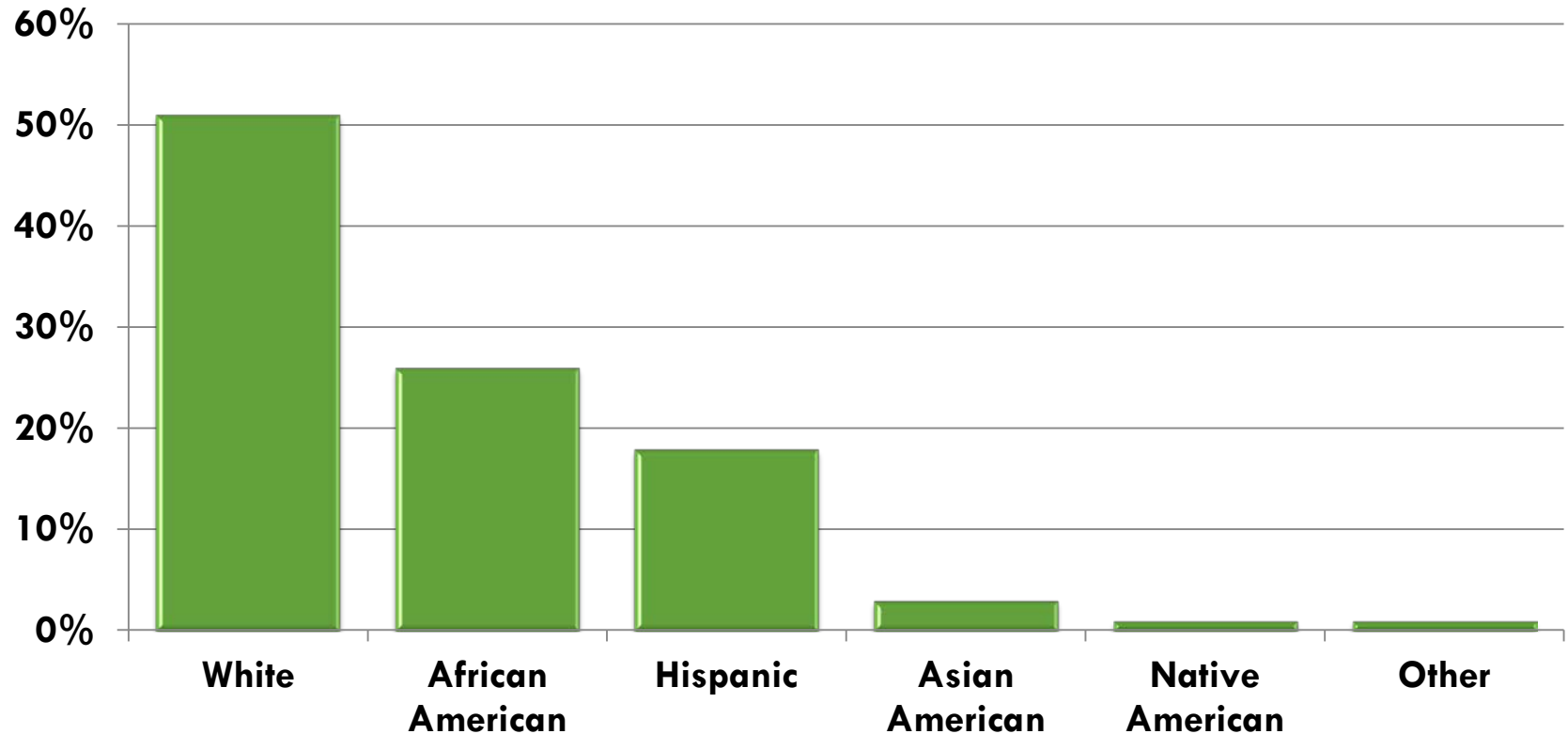


# Respondents country of origin:

- 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)



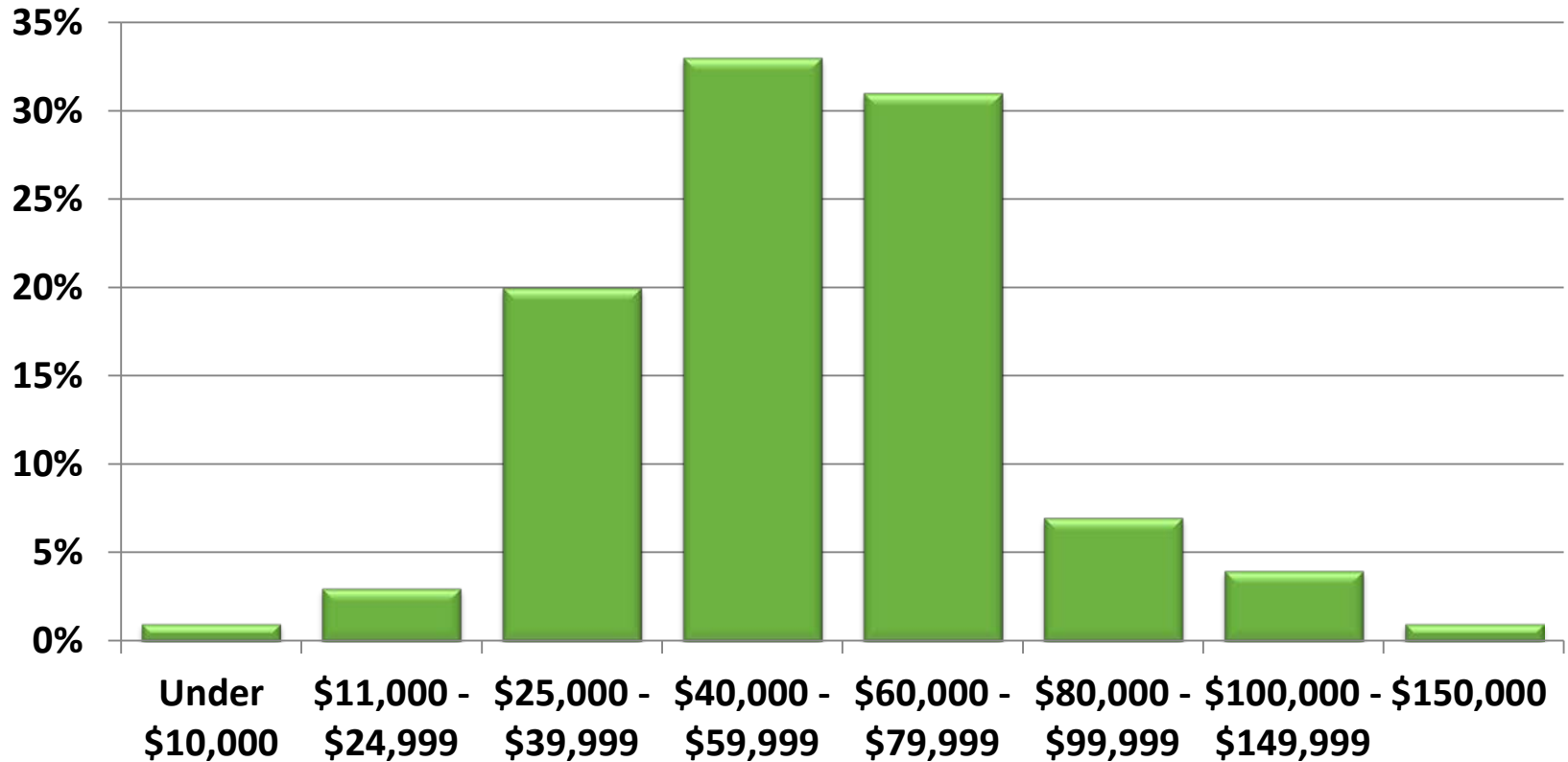
# Respondents race\*:



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

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# Respondents annual household income:



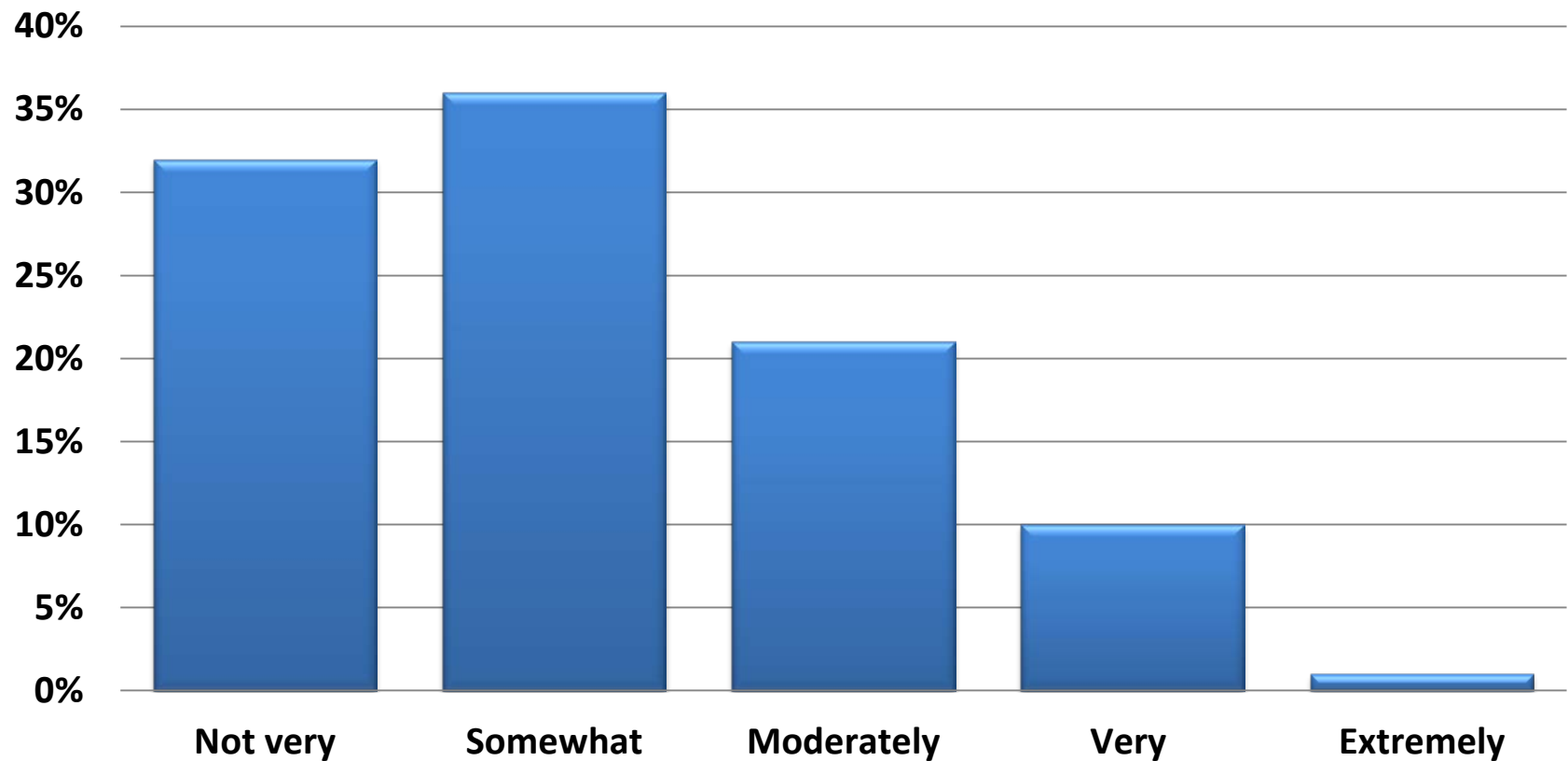


## Attitudinal – Personal perspective

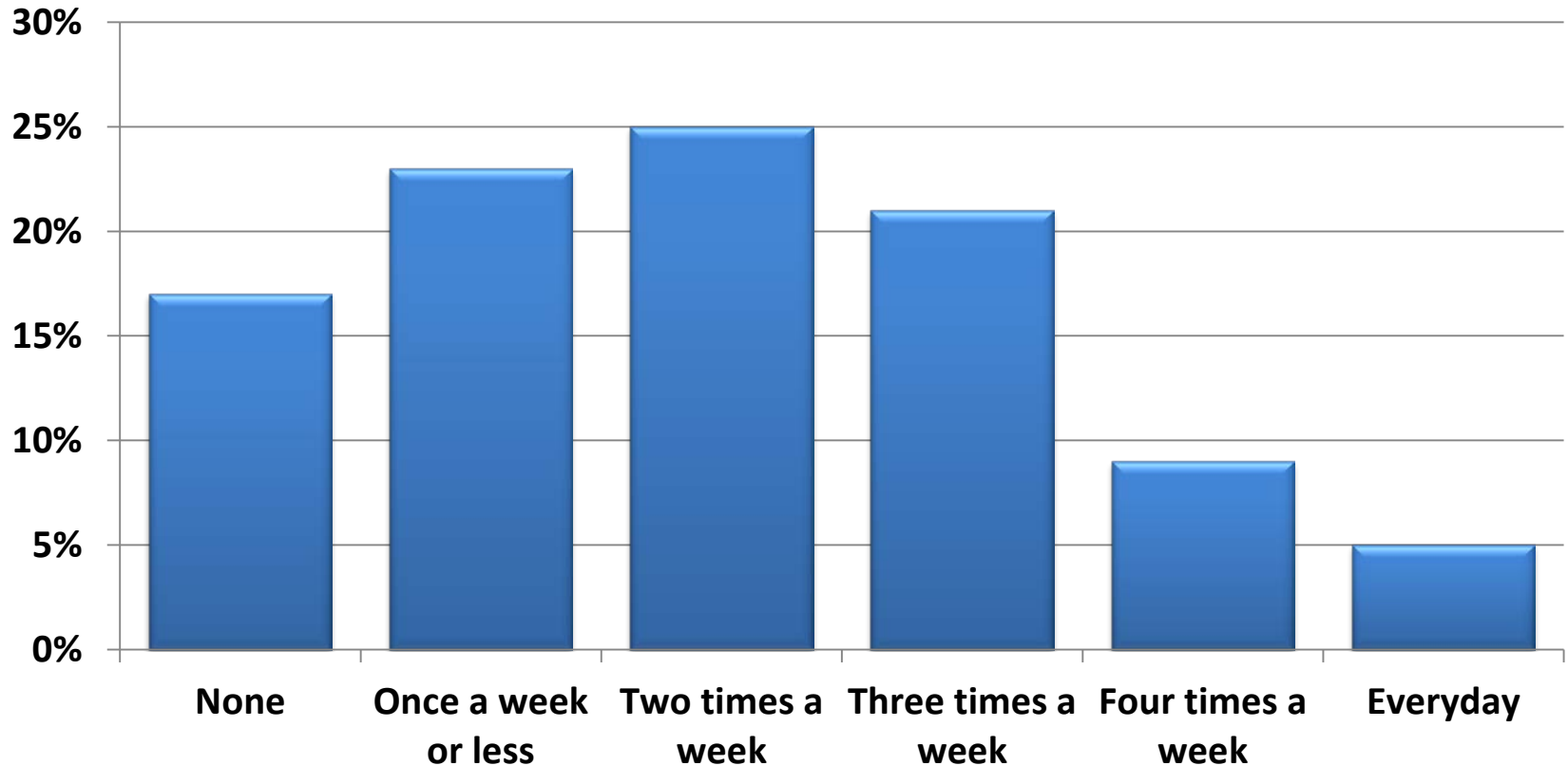
Survey respondents answered four questions assessing their personal behavior regarding healthy nutrition and exercise habits.



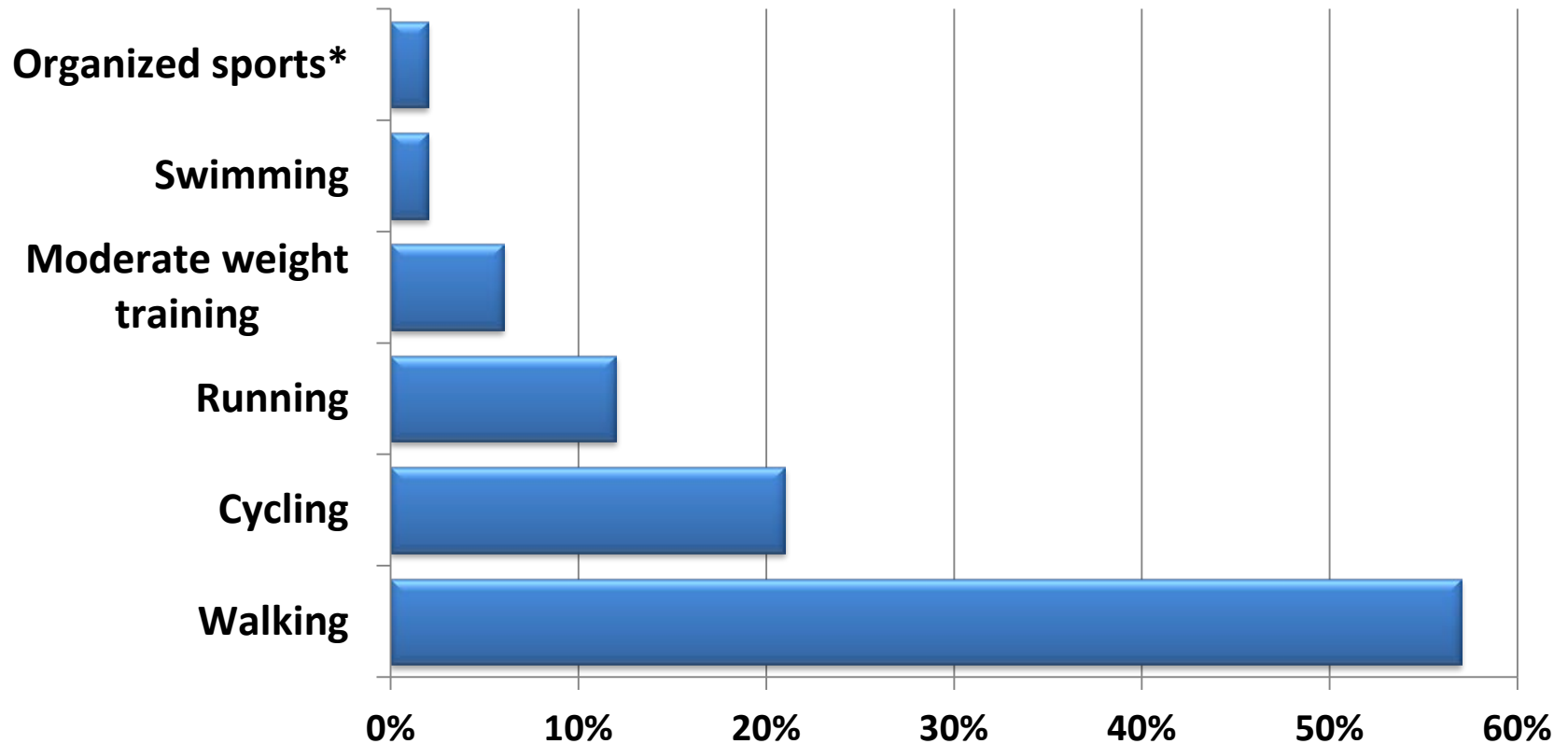
“Developing healthy nutritional and exercise habits are essential for good health” **How health conscious are you?**



# Respondent exercise routine times per week:



# Respondents workout routine:

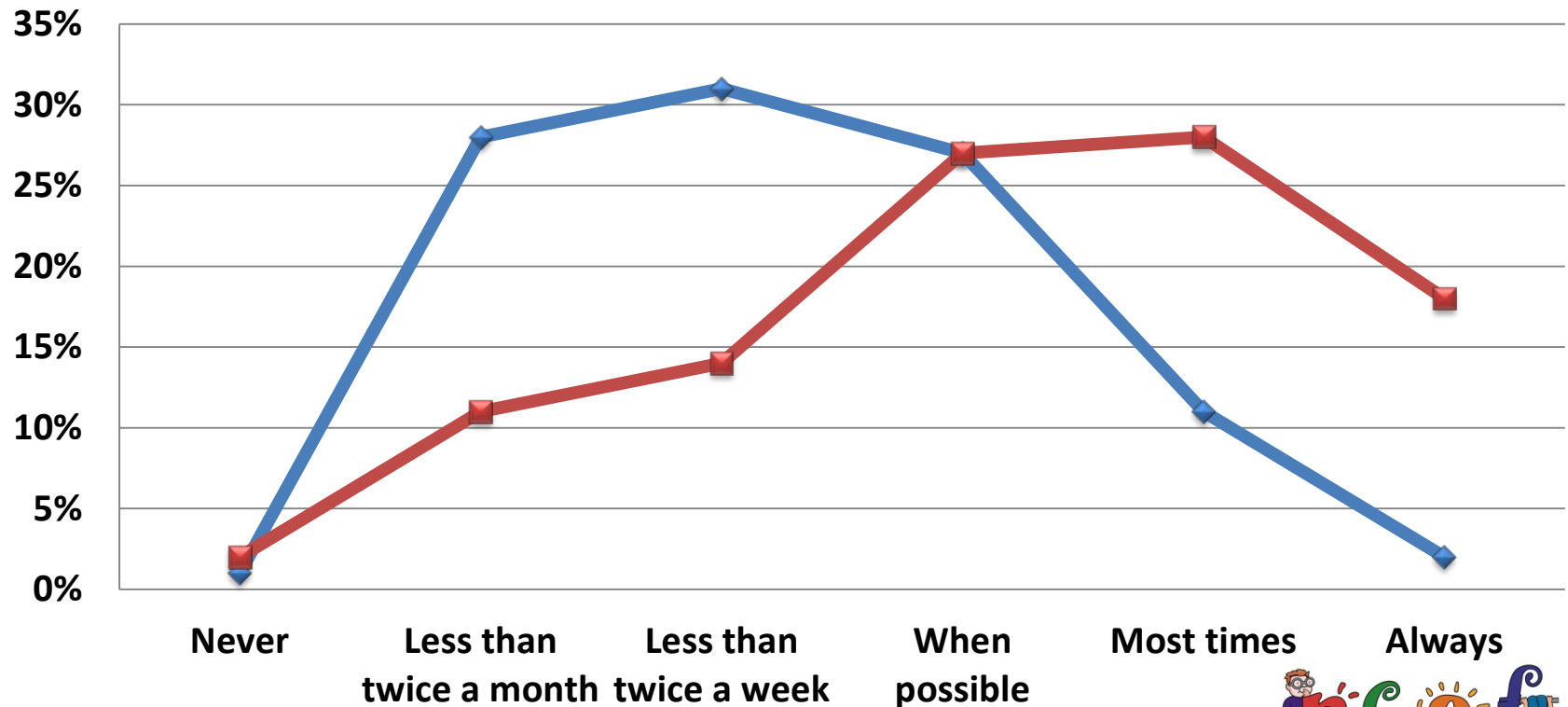


\*Local gym, at work, etc.

# 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.)



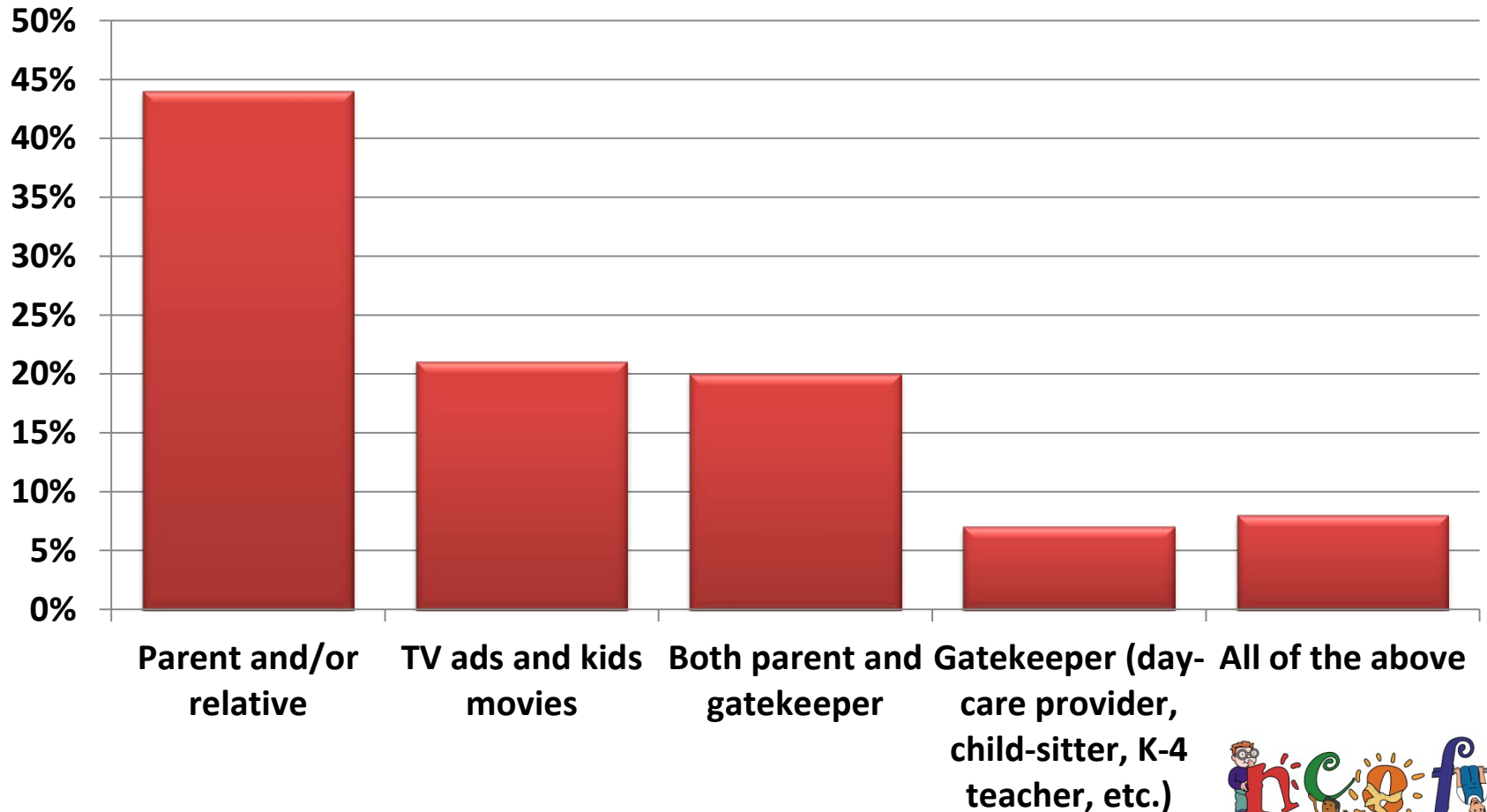
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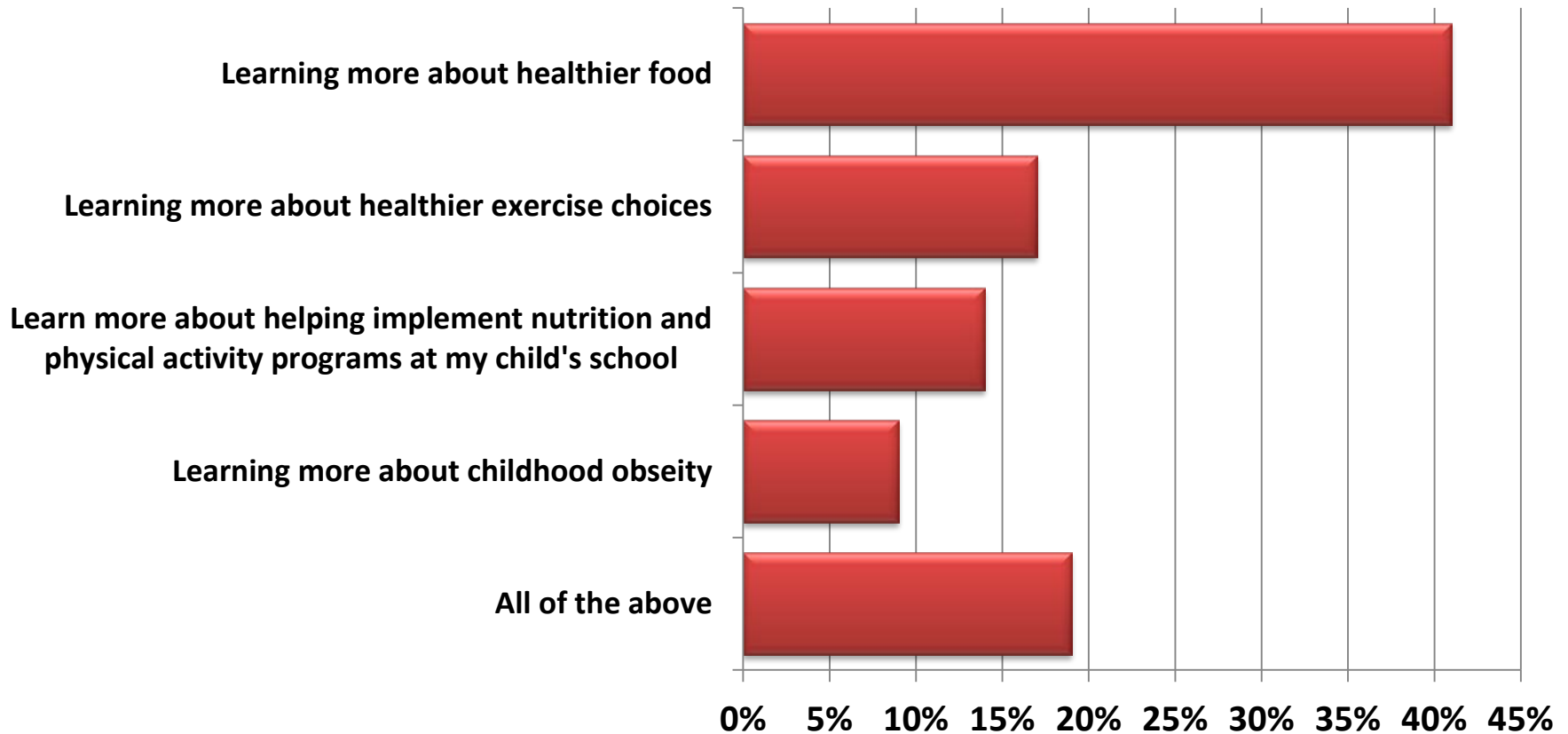
## Attitudinal – External perspective

Survey respondents answered questions assessing their personal perspective on childhood obesity.

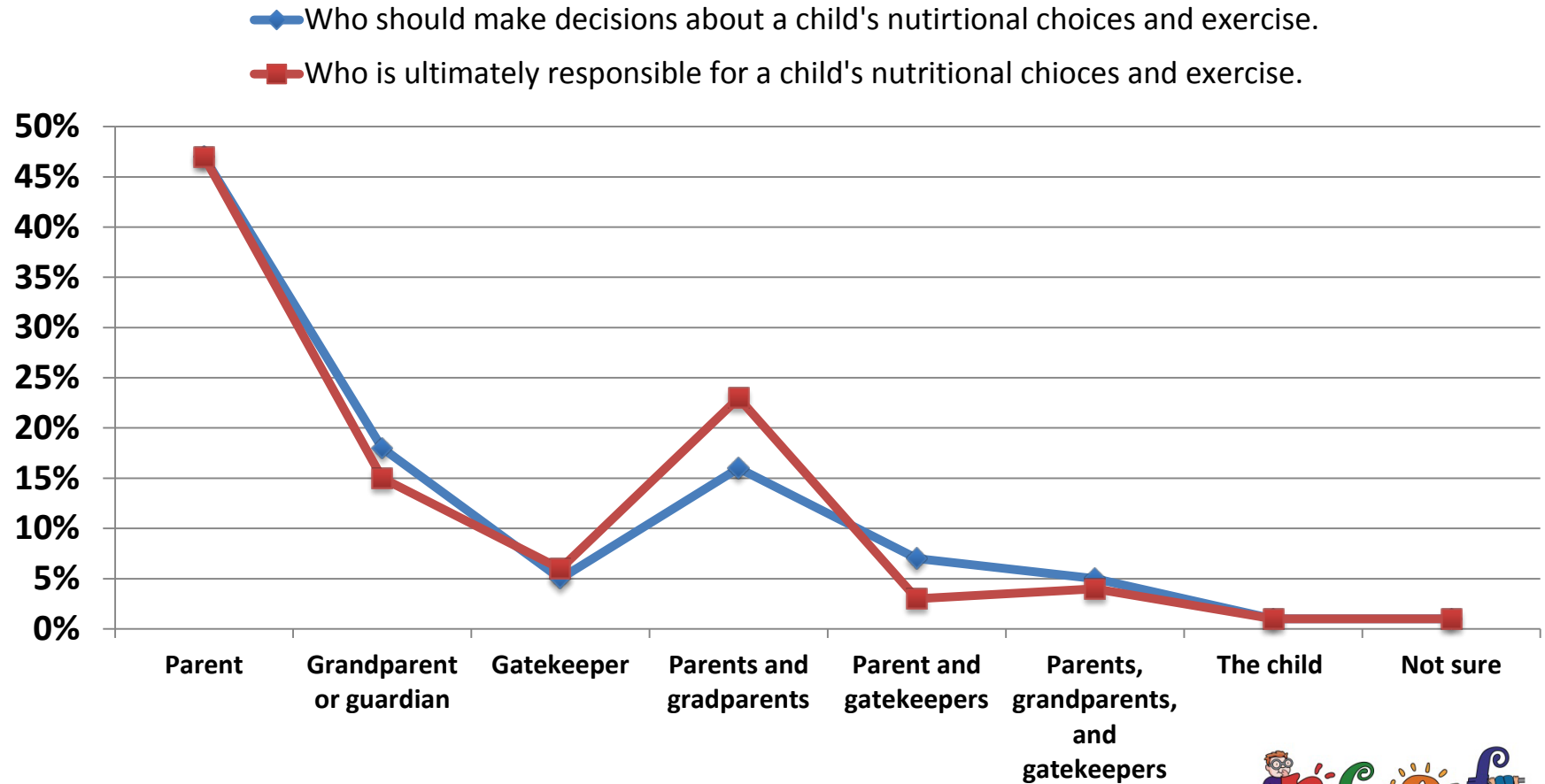
# Respondents views on the key factor in forming a child's attitude toward making healthy choices:



# Respondents interest regarding the issue of childhood obesity:



# Respondents views on accountability for child's nutritional choices and exercise:



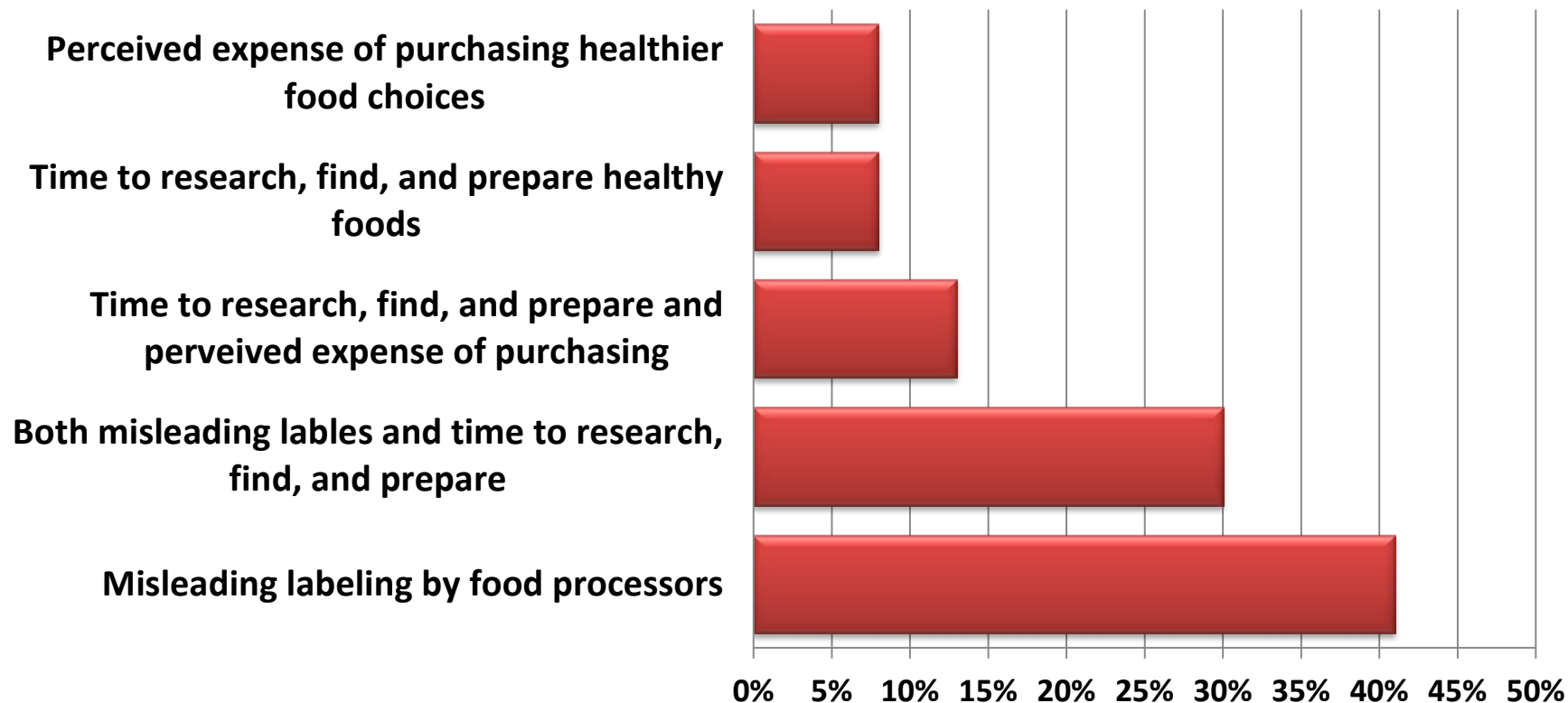




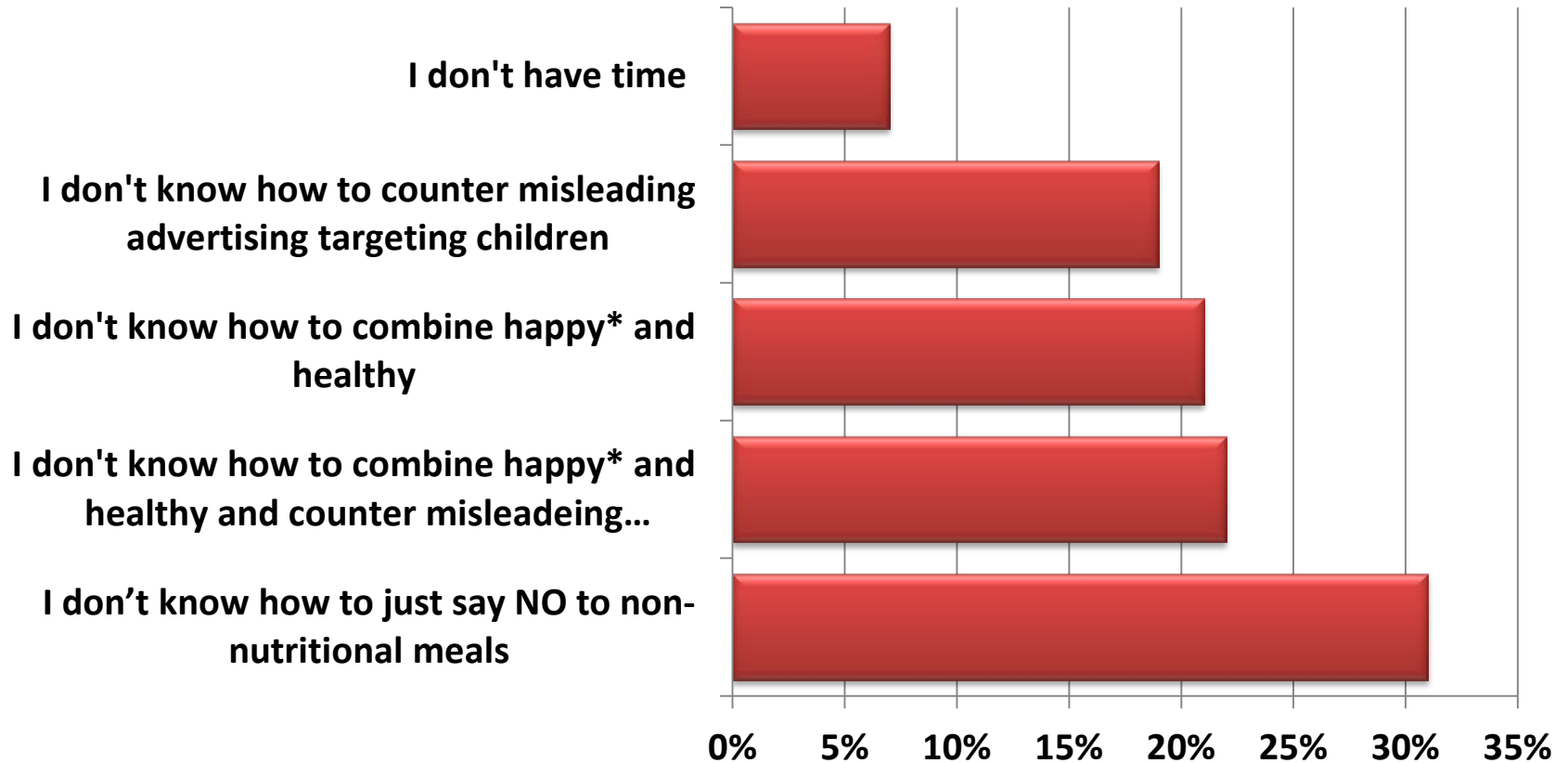
## Attitudinal – Nutrition external perspective

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:



# Respondents inability to get children to eat healthy is due to:



\*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

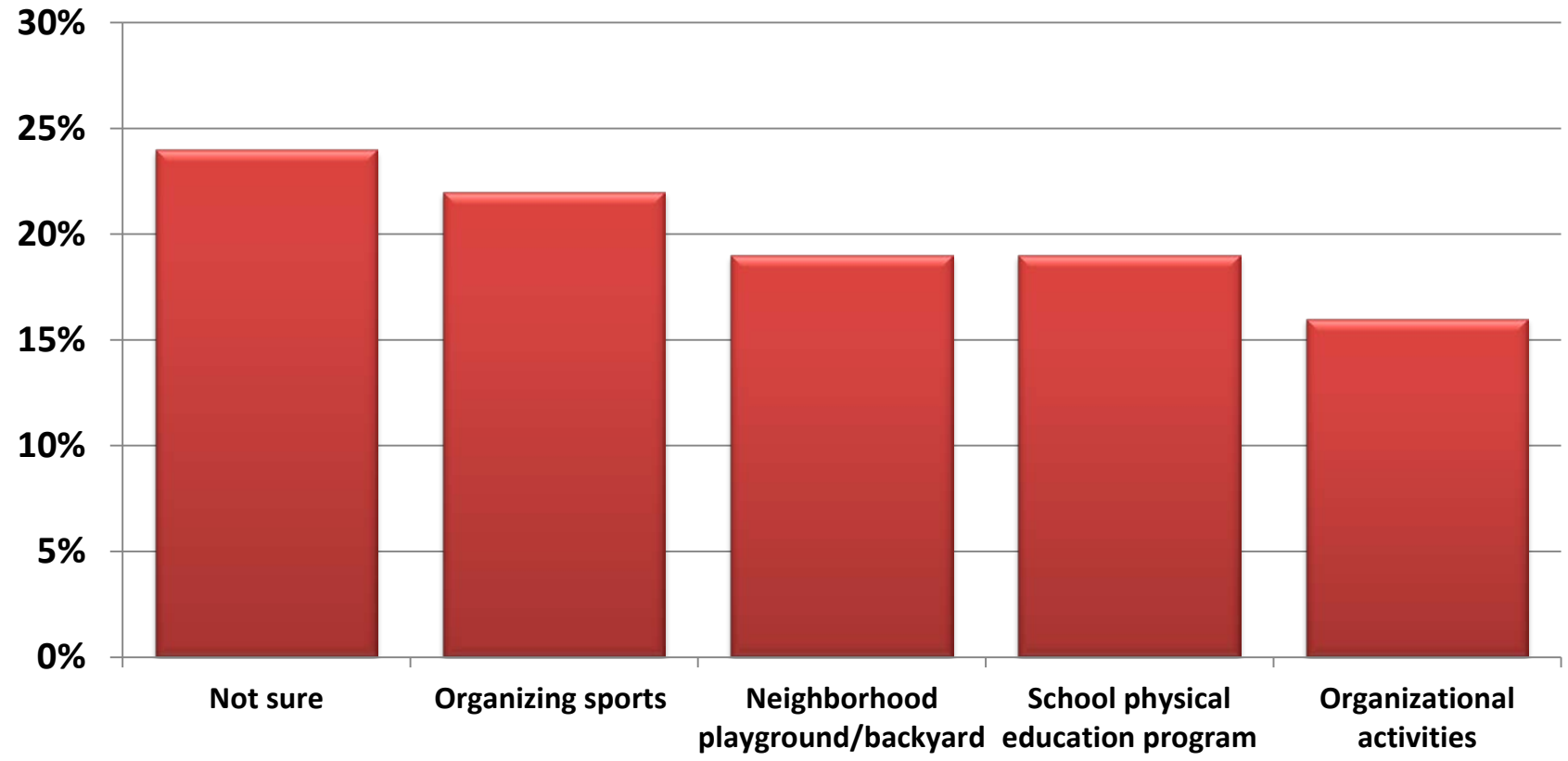


## Attitudinal – Exercise external perspective

Survey participants responded to two questions assessing their views on children's daily exercise or physical activity.

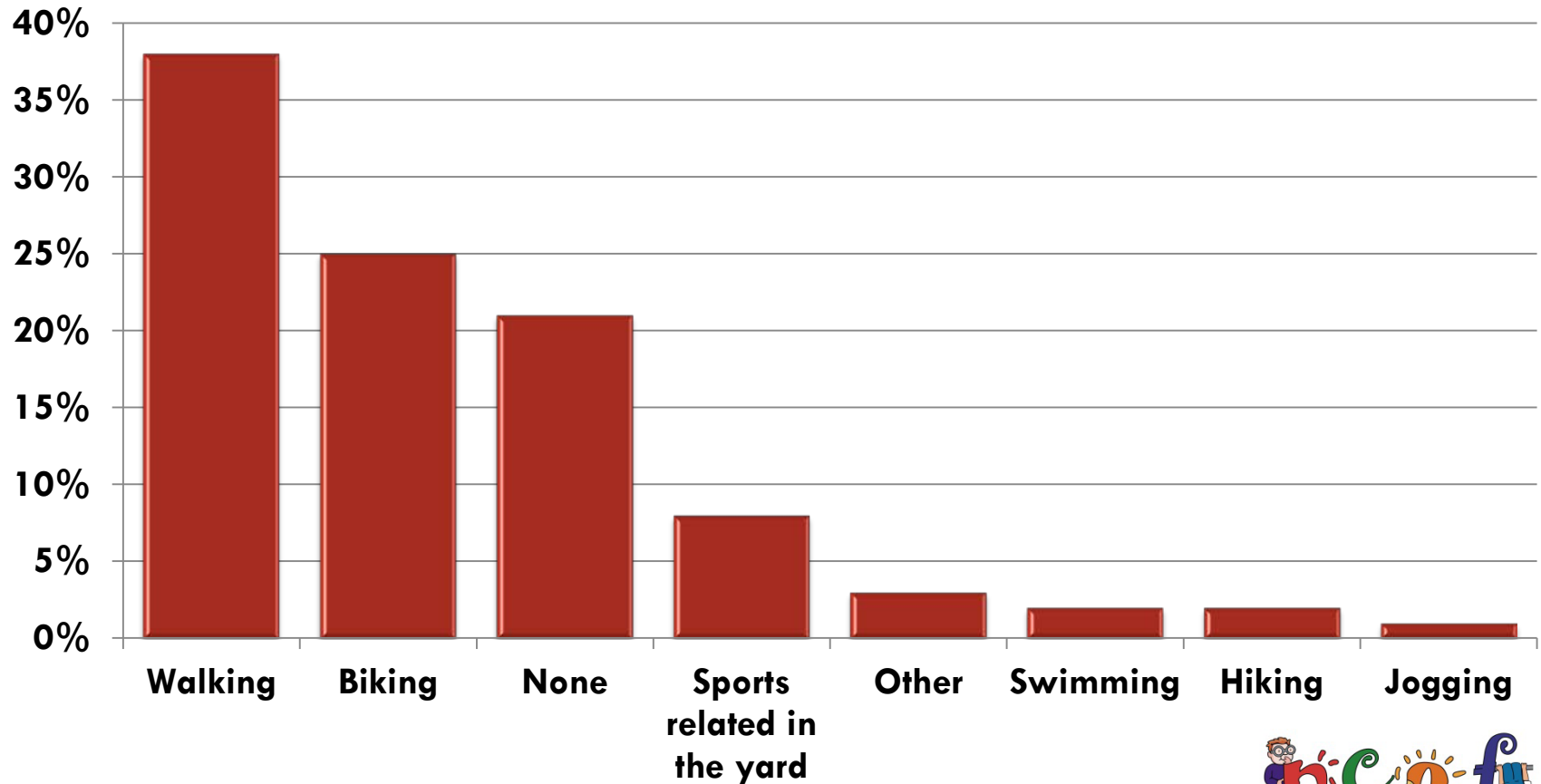


# How do you think children get **MOST** of their weekly exercise?





# Respondents views on what two types of activities they most likely participate in with their child:





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