



National Childhood Obesity Foundation®

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Latest top ten key findings from the fourth N.C.O.F.® global childhood obesity survey of parents, grandparents, relatives, and child care-givers from 1 January 2012 through 31 December 2012 involving an additional 13,799 participants for a grand total of 117,310 participants since the survey's inception on 1 April 2007:

- 1. 36% of respondents find themselves somewhat to moderately health conscious, but 32% cited themselves as not very health conscious at all. Not very health conscious is up 1% since the last assessment period ending 31 December 2012.*
- 2. Most respondents, some 55%, cited themselves engaged in some form of physical activity between 2-4 times a week. While 17% cited with no physical activity. Has remained unchanged since the last assessment period ending 31 December 2012.*
- 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. No real change since last assessment period ending 31 December 2012.*
- 4. 41% 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 dropped 4% since the last assessment period ending 31 December 2012.*
- 5. The two most favorite types of physical activities that respondents participate in with their children or charges were walking at 38% and biking at 25%. Walking has remained unchanged, but cycling was up 2% since the last assessment period ending 31 December 2011.*
- 6. 91% 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 4% during the last survey assessment period ending 31 December 2012.*

7. *58% 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 down 2% during the last survey assessment period ending 31 December 2011.*
8. *86% of total respondents were female and of those total respondents 44% were parents or expecting parents. Female respondents were up 2% during the last assessment period ending 31 December 2012.*
9. *60% of all respondents were from North America and 25% from the European Union, up 1% from the last assessment period ending 31 December 2012. Respondents from South America remained unchanged during the last assessment period ending 31 December 2012.*
10. *94% of all respondents were between the ages of 18-59, remained unchanged from the last assessment period ending 31 December 2012.*