

A Poll about Children and Weight:

**Crunch Time During the American Work
and School Week - 3pm to Bed**

NPR

Robert Wood Johnson Foundation

Harvard School of Public Health

Embargoed Until February 25, 2013

Importance and Difficulty of Eating and Exercising to Maintain or Achieve a Healthy Weight

*% children whose parents say very/somewhat **important** that the child...*

Eats in a way that helps maintain or achieve a healthy weight



Exercises in a way that helps maintain or achieve a healthy weight



*% children whose parents say very/somewhat **difficult** to make sure child...*

Eats in a way that helps them maintain or achieve a healthy weight



Exercises in a way that helps them maintain or achieve a healthy weight



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Reasons Child Consumed Foods/Drinks That Can Lead to Unhealthy Weight Gain*

As long as child generally eats healthy foods, parent doesn't mind if they have these foods sometimes



Child likes the taste of this food



I did not have time to get or prepare something different



We haven't had time to shop, so this was the food we had in the house



We were going different places and it was easier to get something on the run



It's too expensive to get foods that don't generally lead to unhealthy weight gain



There were no adults watching what child ate



I was too tired to get or make something different



*Among children whose parents said on given day between 3 PM and bed, child consumed at least some food/drinks that can lead to unhealthy weight gain (n=625)

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Reported Problems in Helping Child Maintain or Achieve a Healthy Weight (I)

% children whose parents say each is a major/minor problem

Child sees a lot of advertising for foods that generally lead to unhealthy weight gain



■ Major problem
■ Minor problem

Cost of exercise equipment, gym memberships, or team fees for child is too high



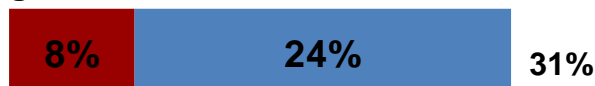
At lunchtime, child's school offers a lot of foods that can lead to unhealthy weight gain*



There aren't good sidewalks where we live, so we often drive instead of walk



There are few places where child can spend time with friends that are not restaurants/malls serving foods that lead to unhealthy weight gain†



Questions were randomized to reduce respondent burden

† Among children age 10 or older and * Among children in school so n ranges from 333 to 541 for set

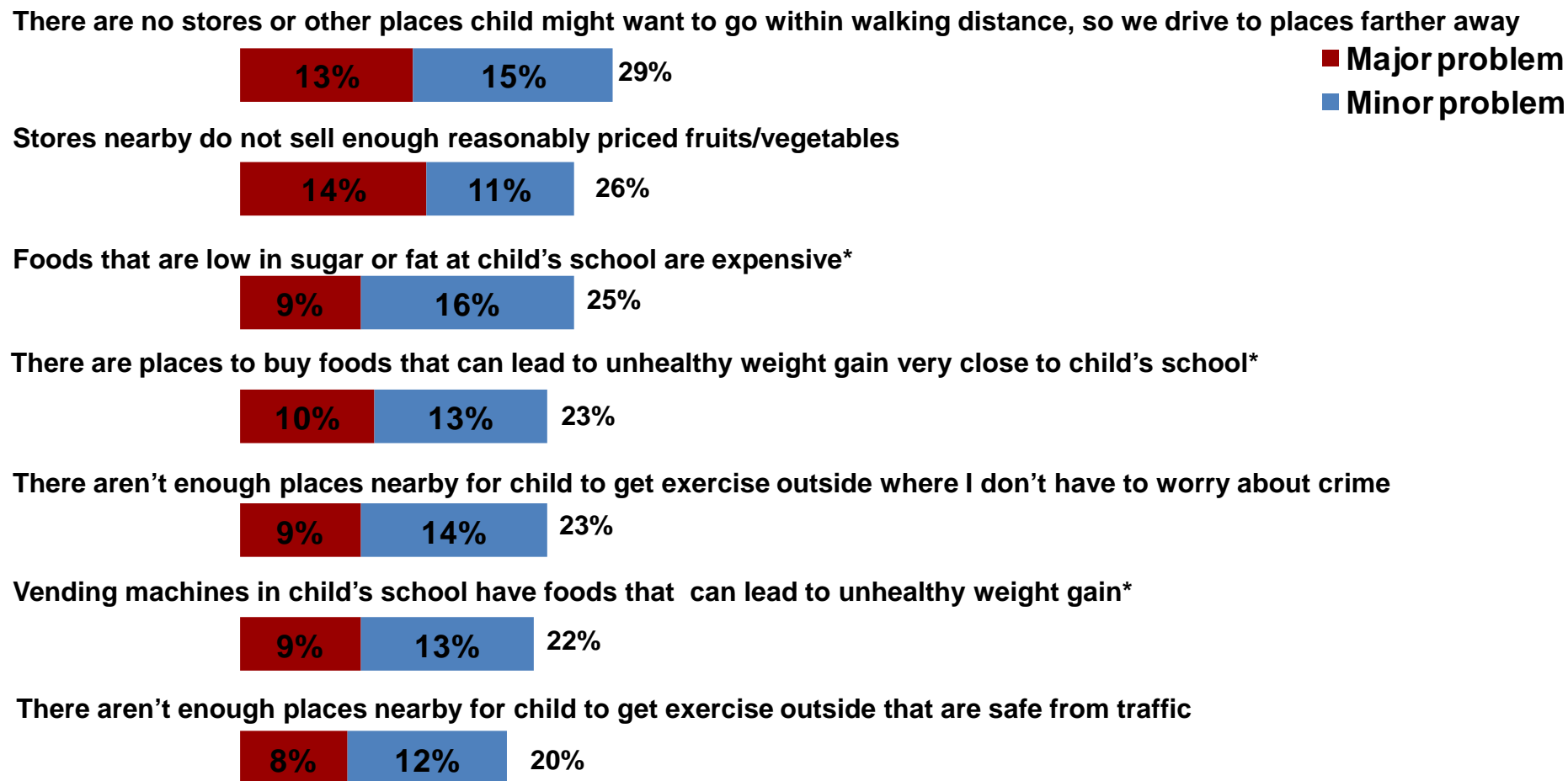
Totals may not equal sum of parts due to rounding

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Reported Problems in Helping Child Maintain or Achieve a Healthy Weight (II)

% children whose parents say each is a major/minor problem



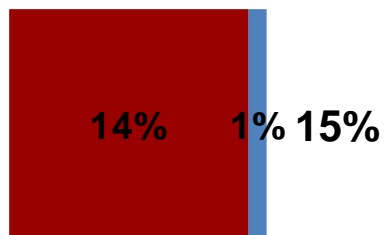
Questions were randomized to reduce respondent burden
* Among children in school so n ranges from 333 to 409 for set
Totals may not equal sum of parts due to rounding

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Perception of Child's Weight

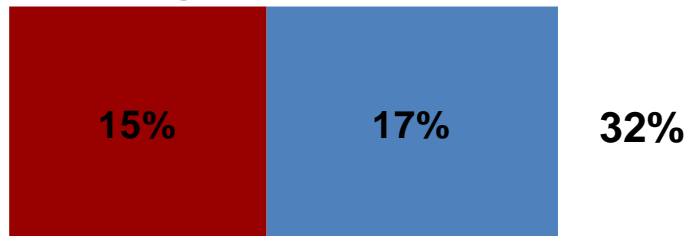
According to parents, % children who are...

A little overweight/Very overweight



According to CDC, % children who are...*

Overweight/Obese



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*<http://win.niddk.nih.gov/statistics/index.htm#b>

Reported Family Dinner Rules

Among children who ate with family at home...

% children who parents say were...

Required to eat everything on plate  **25%**

% children who parents say they had...

Limits on types of foods/drinks  **45%**

Limits on amounts of foods/drinks  **29%**

n=674

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Attitudes about Foods/Drinks That Commonly Lead to Unhealthy Weight Gain[†] Served at Family Events

Among those who say that in the past year their child has attended family events where there were foods/drinks that can lead to unhealthy weight gain, % children whose parents say...

When our family celebrates, it's a time to take a break from being concerned about eating in a way that can lead to unhealthy weight gain



These types of foods are an important part of our family traditions



In our family, it doesn't feel like a celebration unless we have these types of foods



Having these types of foods is an important way we show affection in our family



[†]Foods described as those with "high fat or sugar content, like chips, fried foods, fast foods or sweets"
Each question asked of random selection of respondents who qualify to reduce respondent fatigue, n=715-747

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