



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

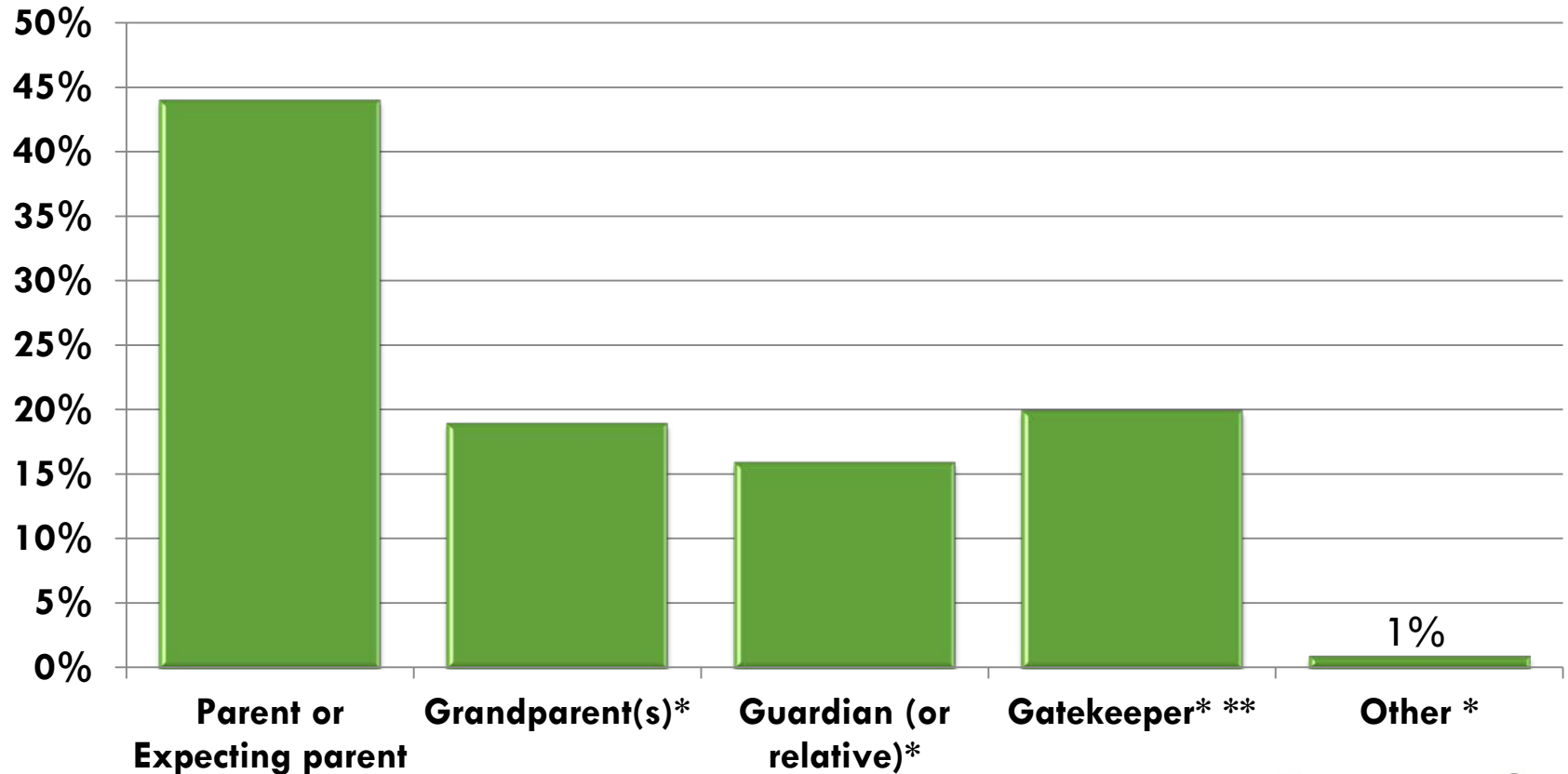


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DEMOGRAPHICS

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

Respondents role:



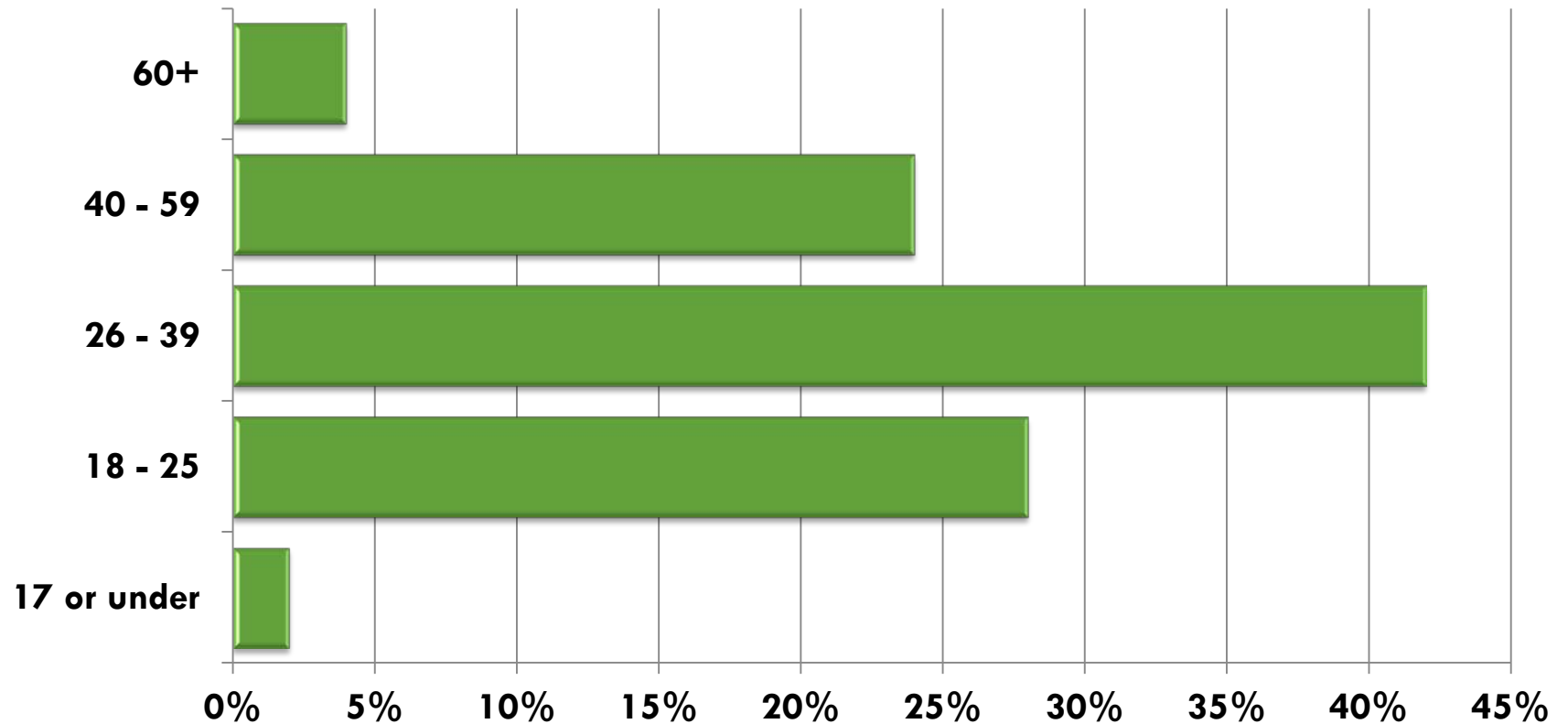
*Referred to as a person or persons in “charge” of a child’s daily welfare throughout this survey when a parent or parents are not available to do so.

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



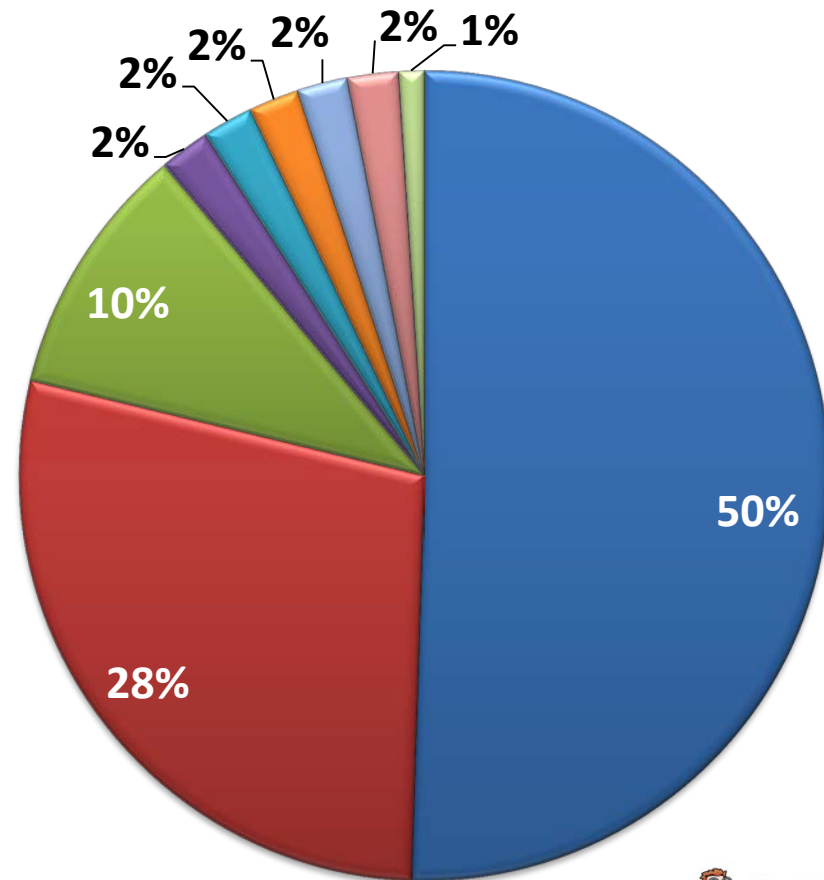
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Respondents age:

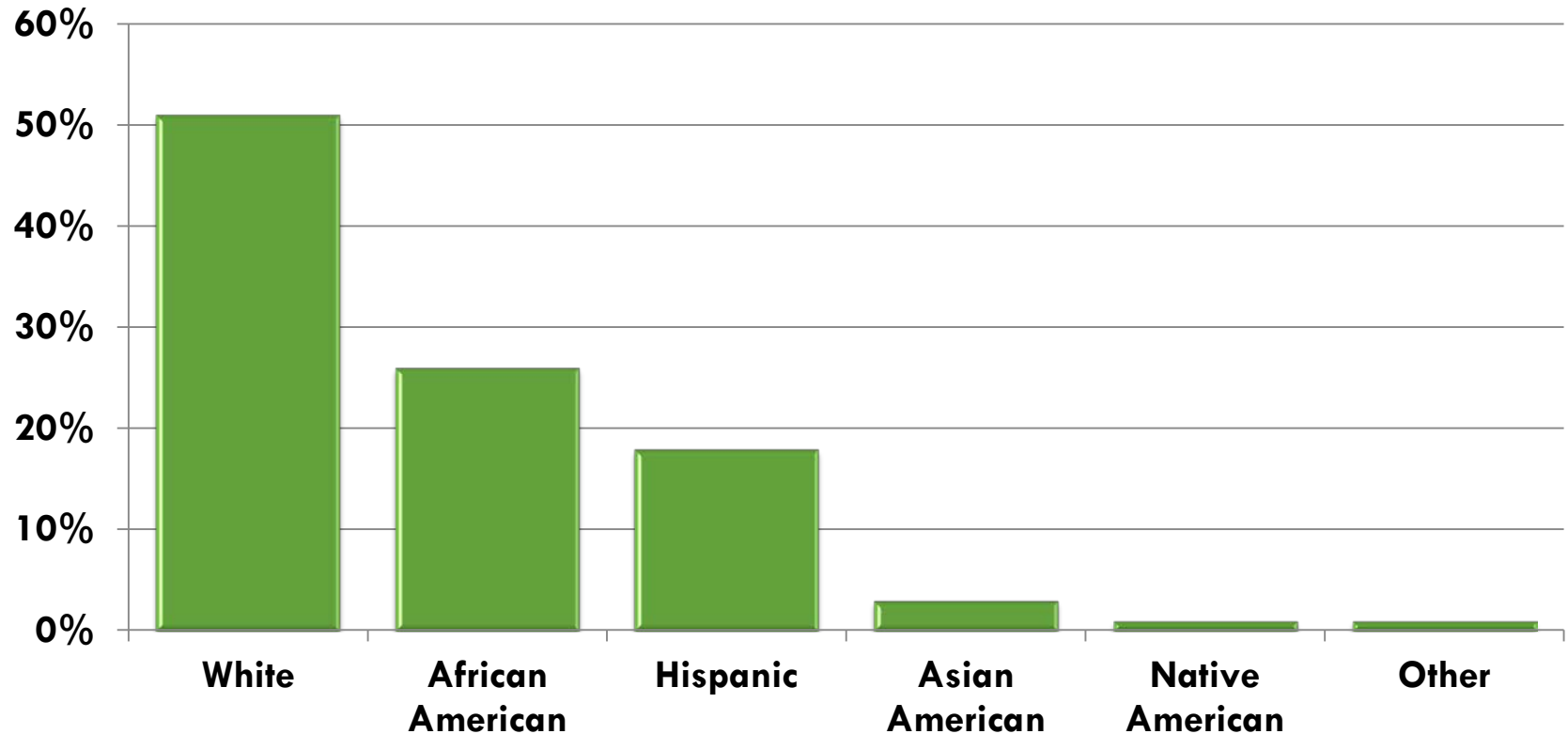


Respondents country of origin:

- 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*:

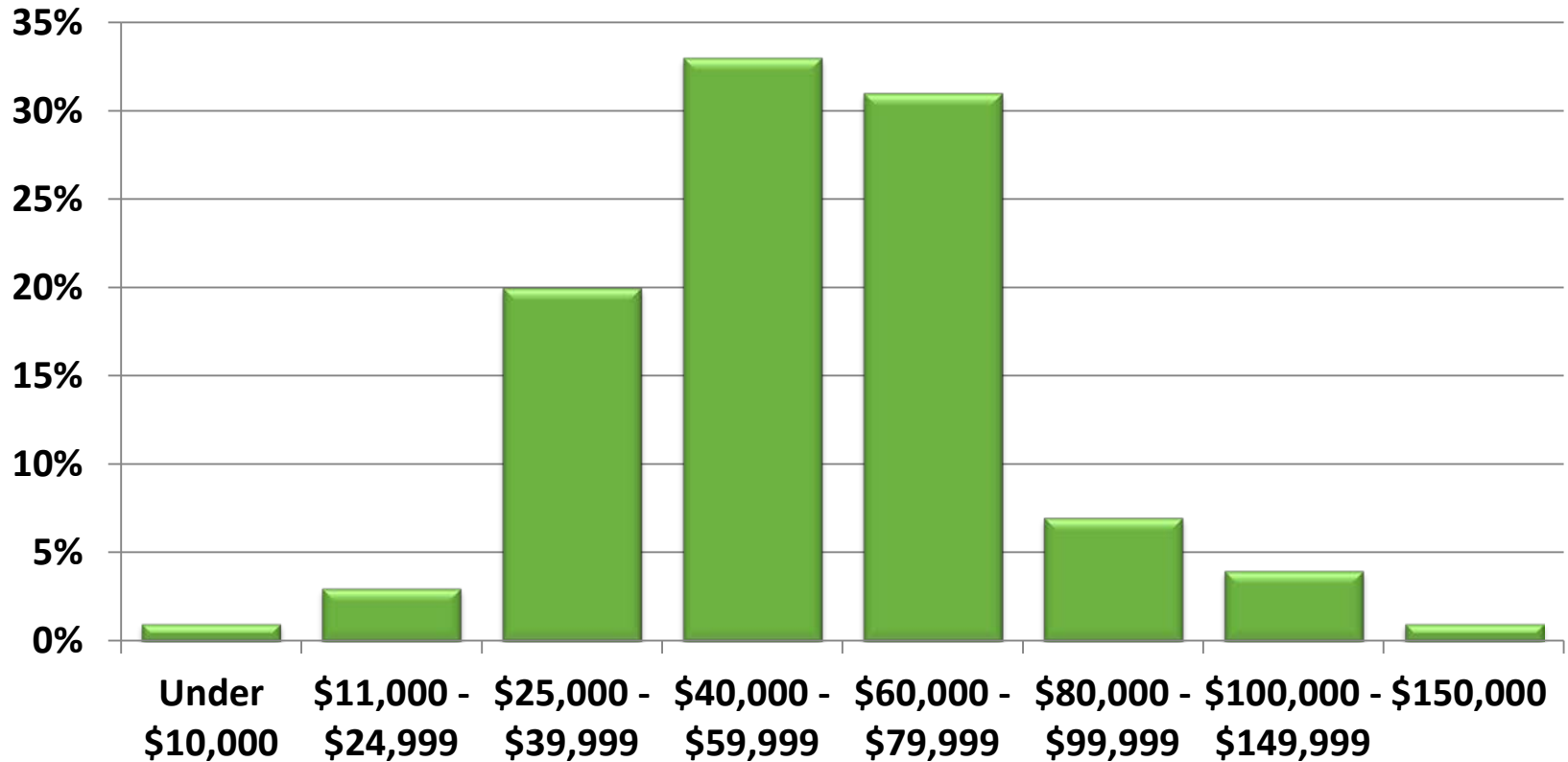


*Race only collected for U.S. and Canadian respondents

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Respondents annual household income:

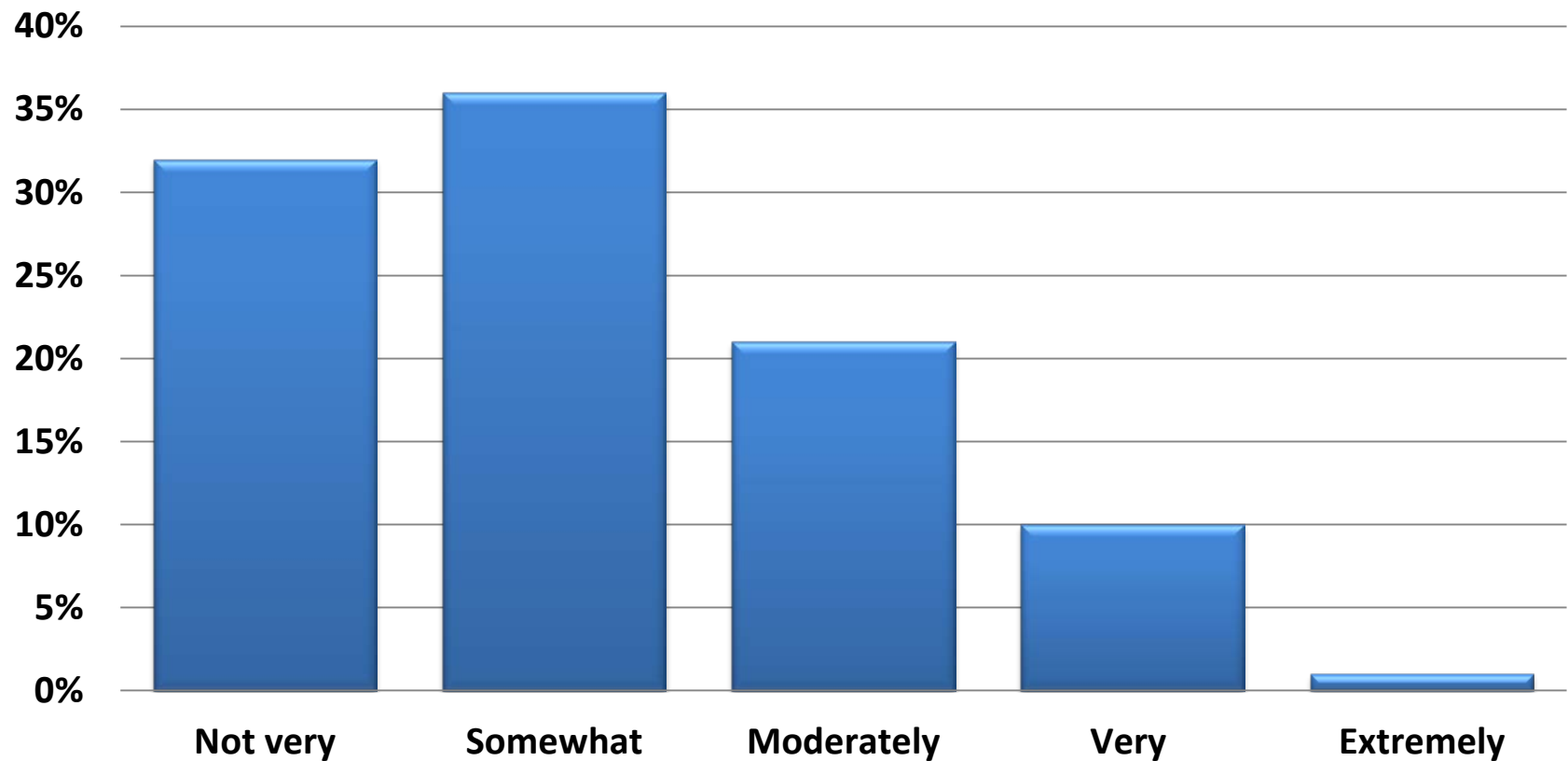




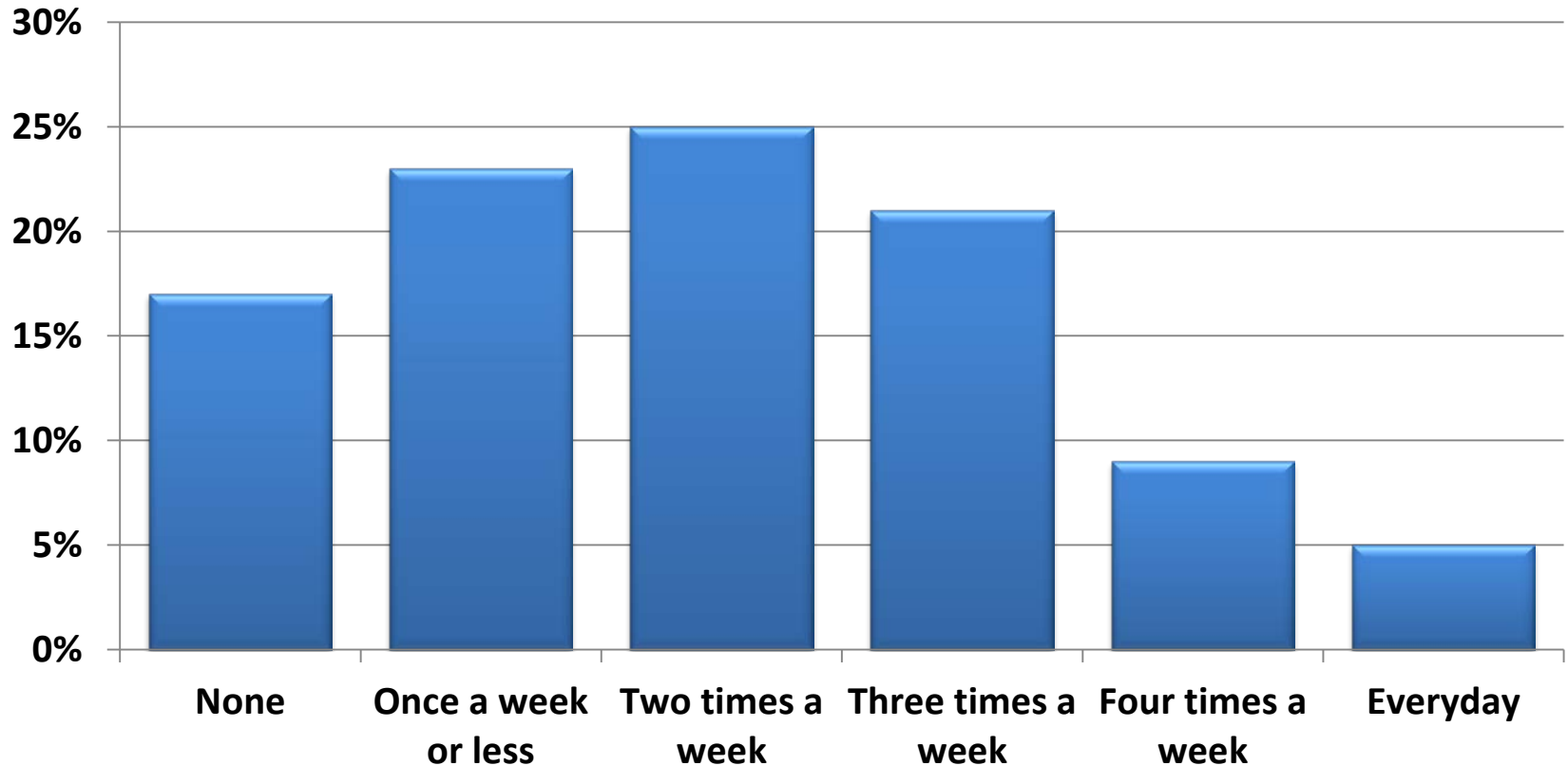
Attitudinal – Personal perspective

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

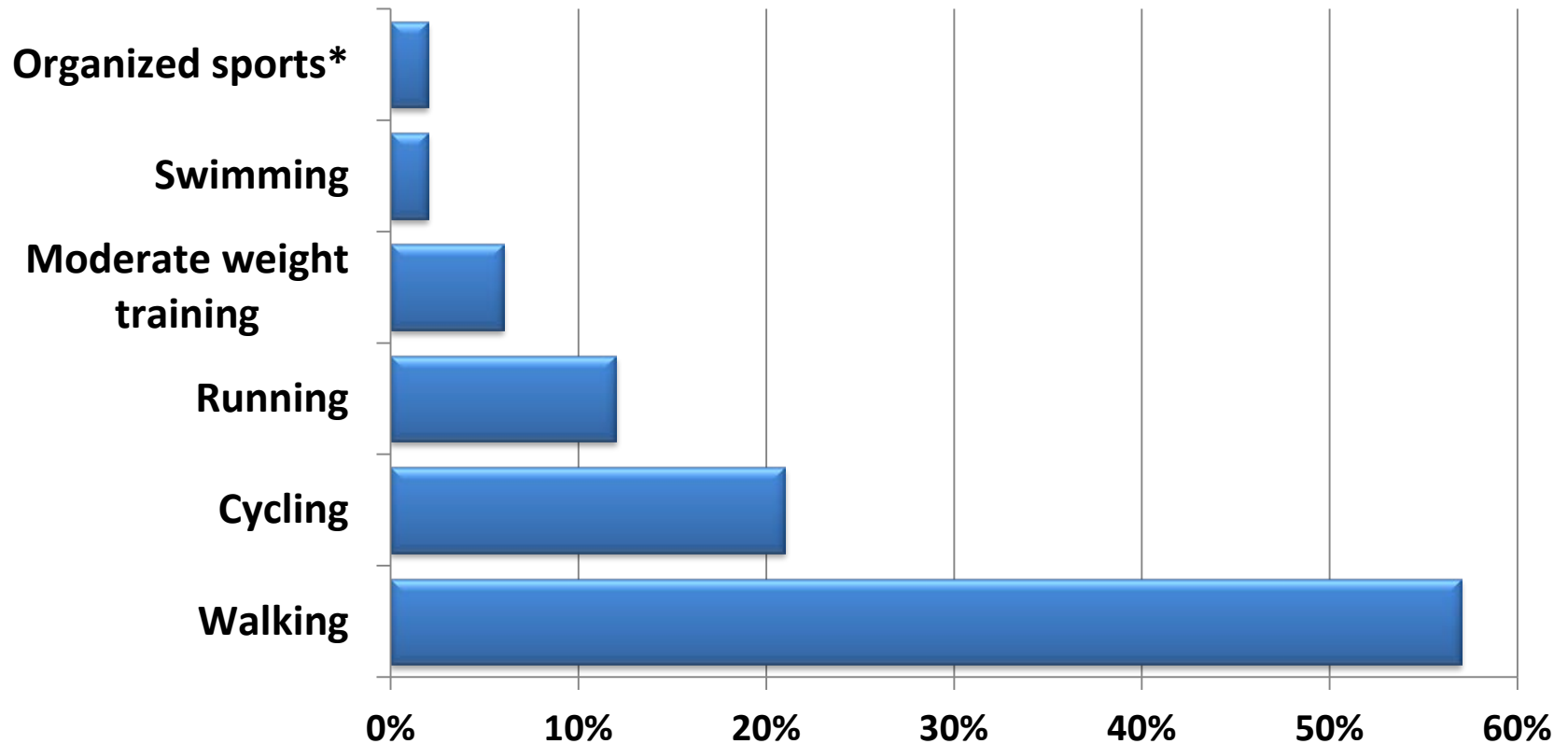
“Developing healthy nutritional and exercise habits are essential for good health” **How health conscious are you?**



Respondent exercise routine times per week:



Respondents workout routine:

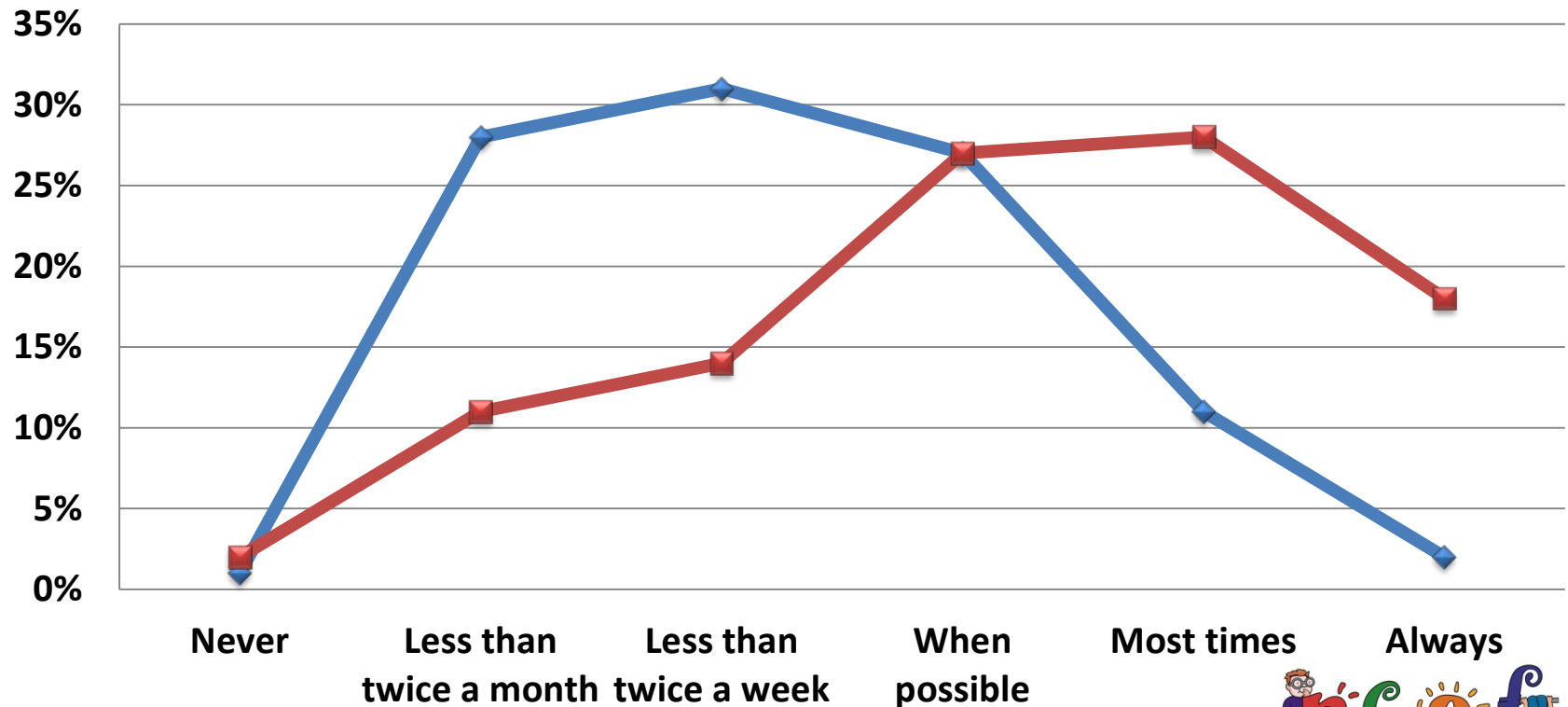


*Local gym, at work, etc.

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.)



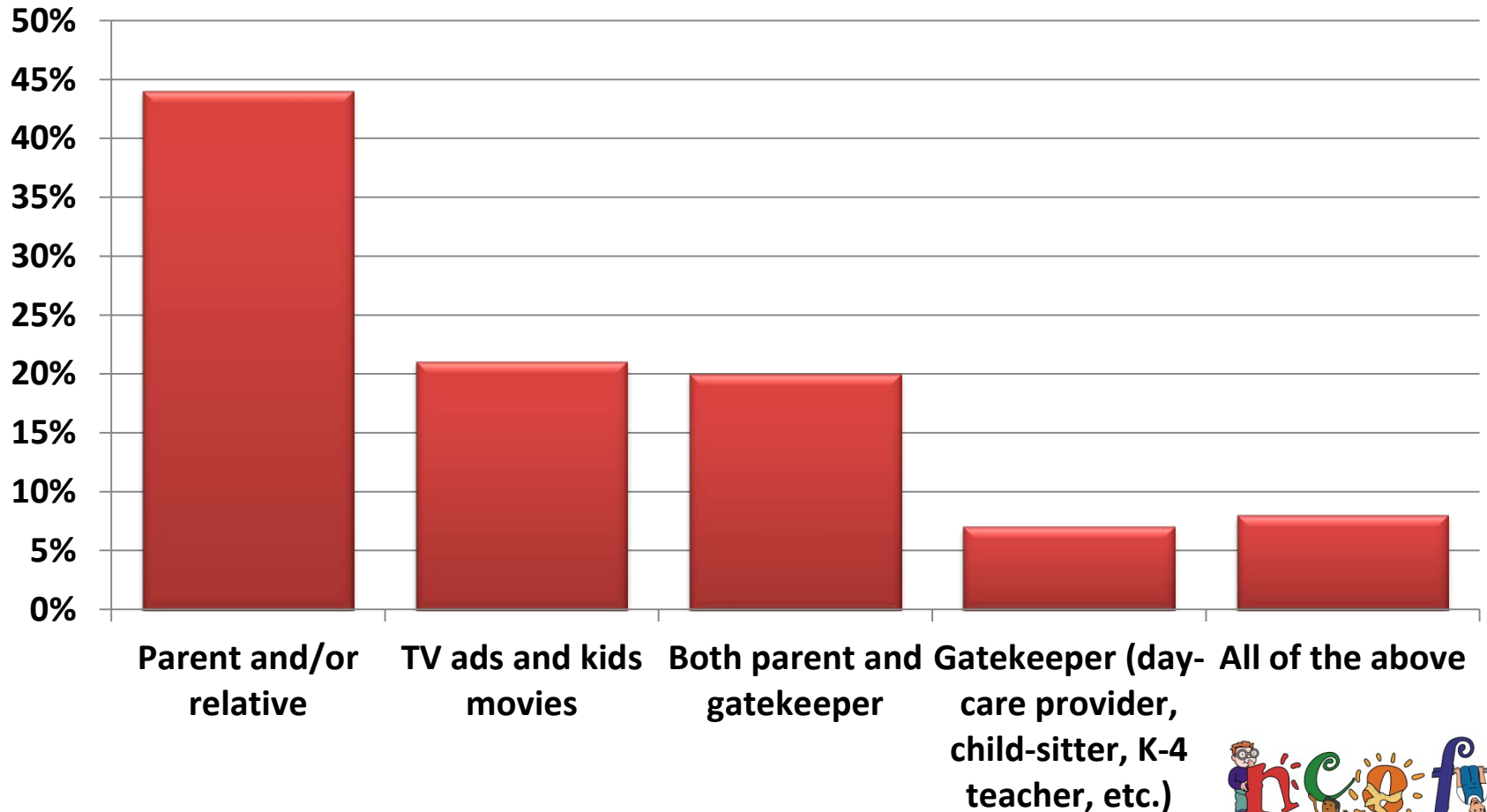
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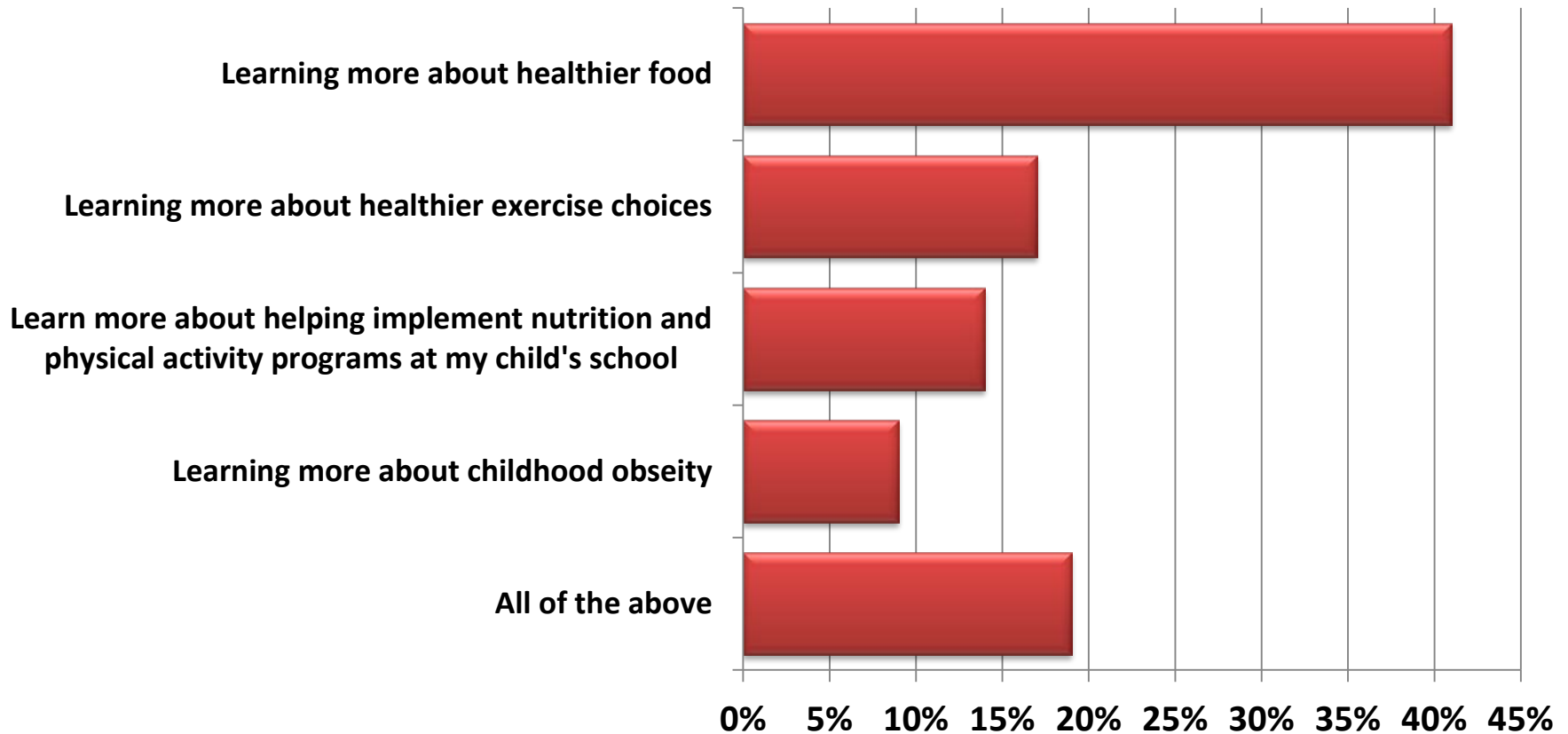
Attitudinal – External perspective

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

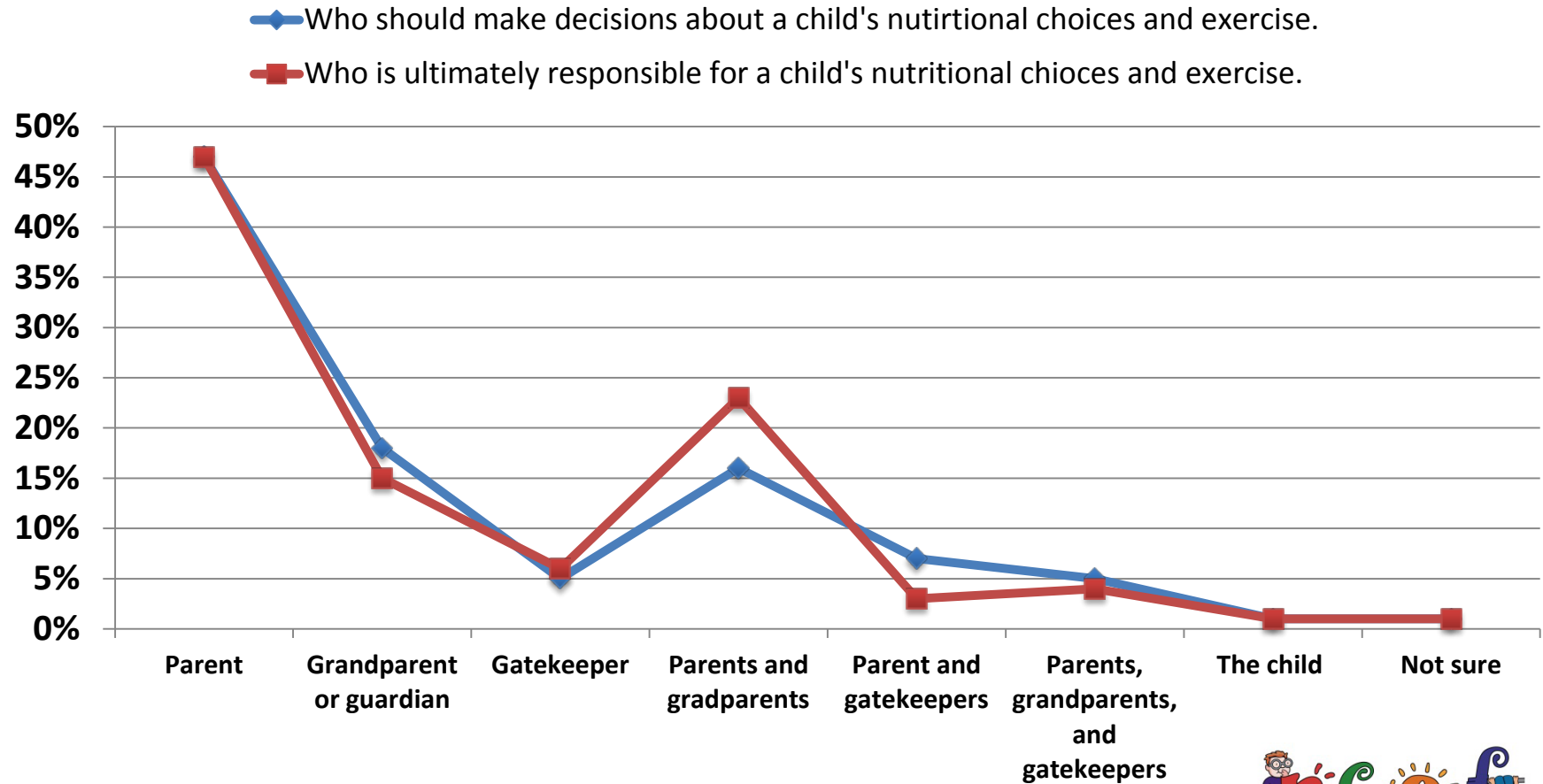
Respondents views on the key factor in forming a child's attitude toward making healthy choices:



Respondents interest regarding the issue of childhood obesity:



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

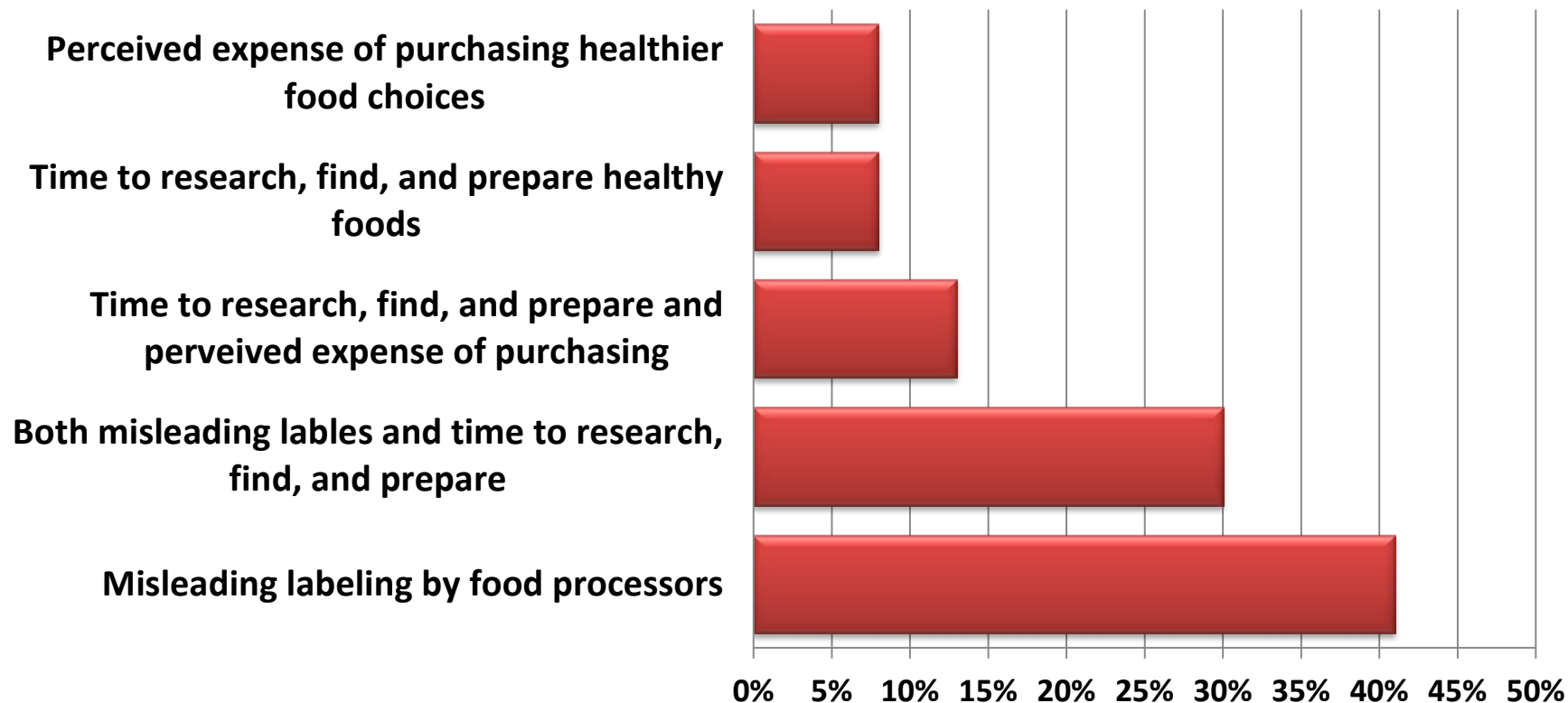




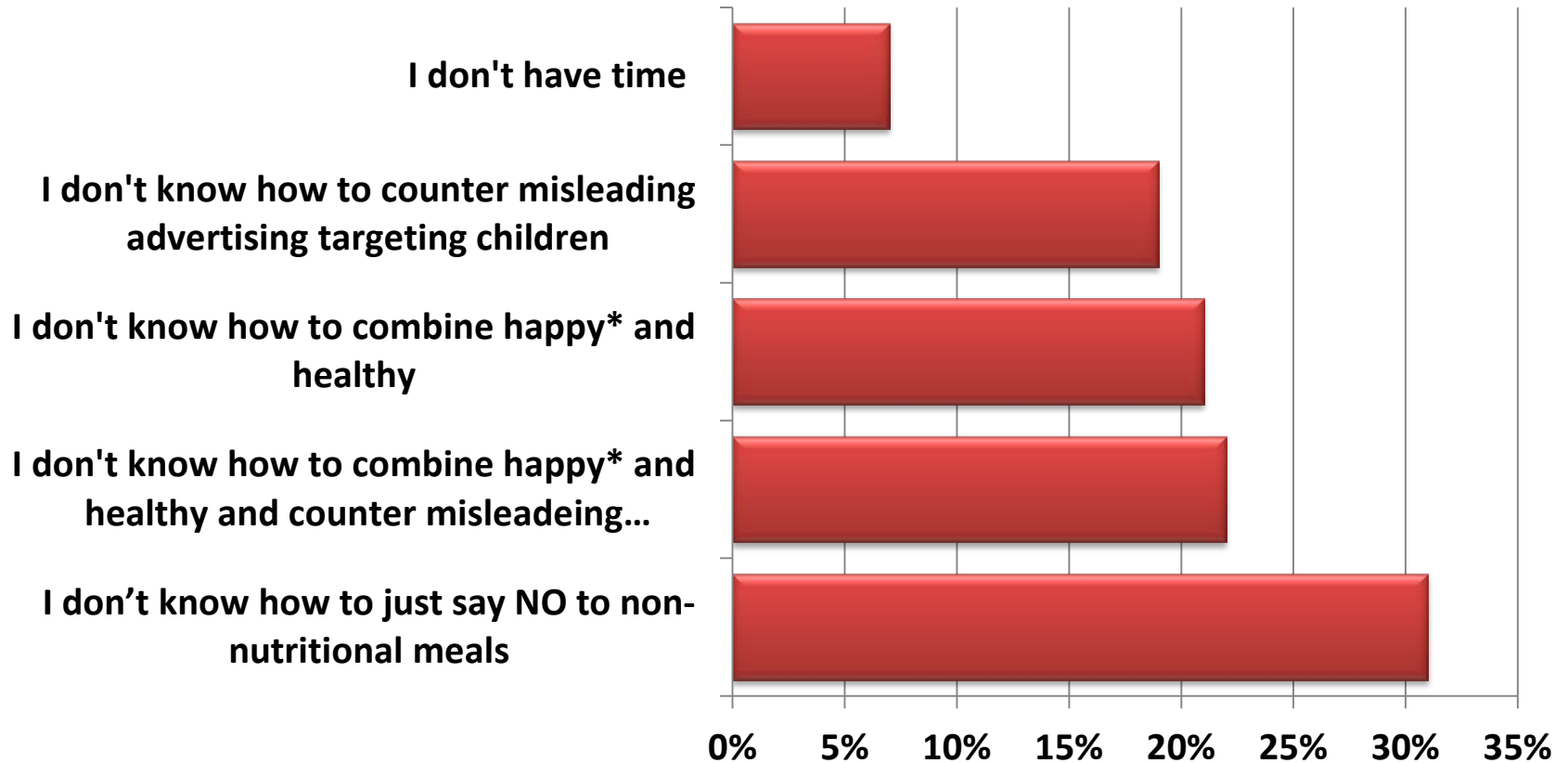
Attitudinal – Nutrition external perspective

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

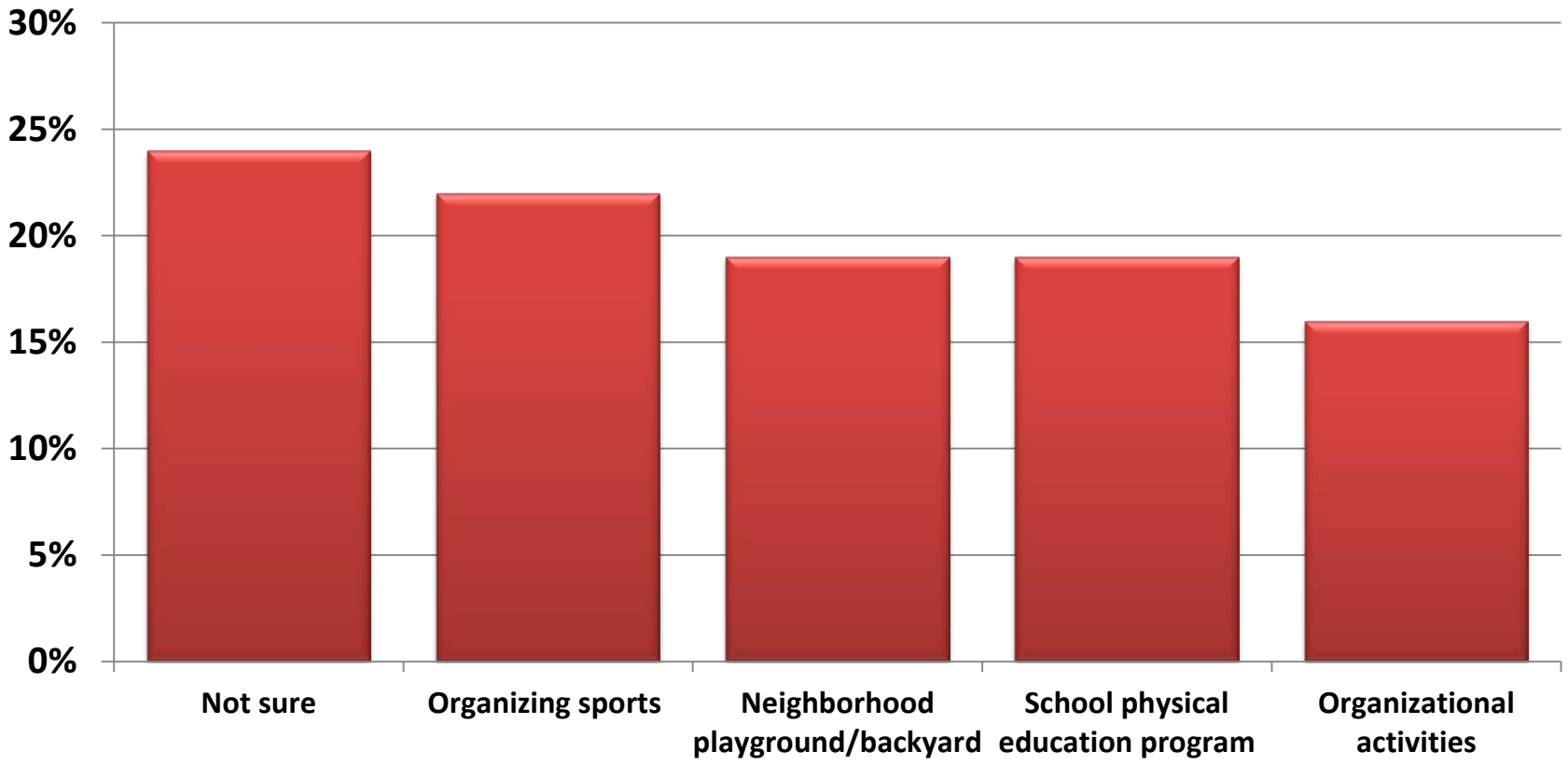


Attitudinal – Exercise external perspective

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

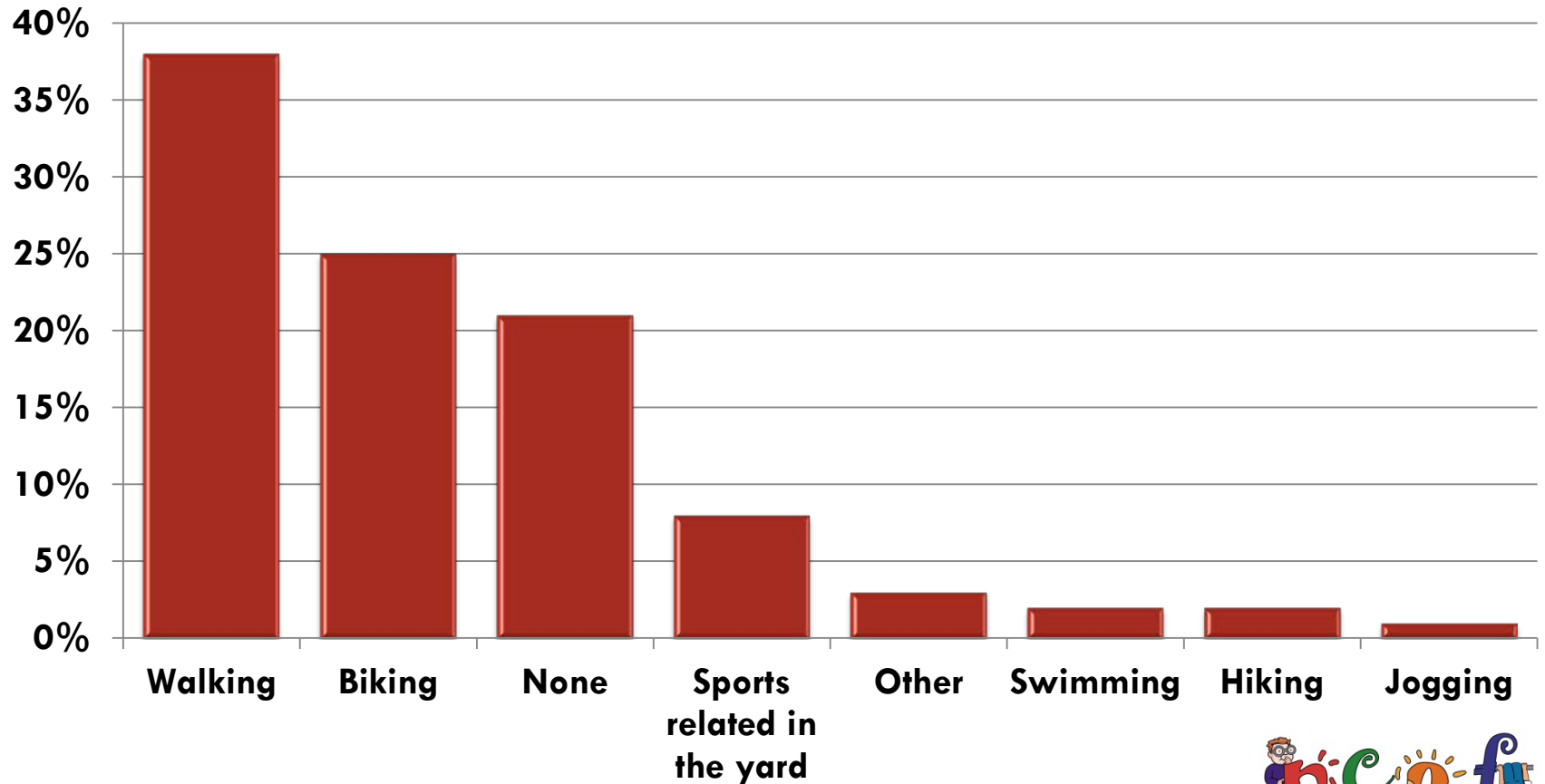


How do you think children get MOST of their weekly exercise?





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





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