



1101 Connecticut Avenue NW, Suite 200  
Washington, DC 20036  
(202) 463-7300

Interview dates: October 5-23, 2005  
Interviews: 961 adults who have 1 or more children aged 6 to 17  
Margin of error:  $\pm 3.2$  for adults who have 1 or more children aged 6 to 17

**THE ASSOCIATED PRESS/KOL POLL  
CHILD OBESITY STUDY  
CONDUCTED BY IPSOS PUBLIC AFFAIRS**

**NOTE: all results shown are percentages unless otherwise labeled.**

**CHILD OBESITY STUDY**

A. How many children age 6 to 17 are you a parent of?

None .....	73
<b>One or more (NET).....</b>	<b>27</b>
- 1 .....	13
- 2 .....	9
- 3 .....	4
- 4 .....	1
- 5 or more .....	-
Not sure .....	-
Mean rating.....	0.5

(REMAINDER OF SURVEY WAS ASKED ONLY OF THOSE WHO SAY IN QA. THAT THEY HAVE AT LEAST ONE CHILD AGED 6 TO 17.)

**AGE OF ALL CHILDREN AGED 6 TO 17**

<b>6 to 12 (NET).....</b>	<b>66</b>
- 6 .....	15
- 7 .....	14
- 8 .....	16
- 9 .....	15
- 10 .....	15
- 11 .....	14
- 12 .....	16
<b>13 to 17 (NET).....</b>	<b>57</b>
- 13 .....	17
- 14 .....	16
- 15 .....	17
- 16 .....	17
- 17 .....	18
Not sure .....	1
Mean rating.....	11.7

1. For each of the following, tell me whether it is a major problem, minor problem, or no problem at all in trying to improve your child's eating habits.

TABLE RANKED BY PERCENT MAJOR PROBLEM

	Major Problem	Minor Problem	Not Problem At All	Not Sure
The cost of healthy food .....	25	32	43	-
Television commercials for food aimed at children .....	24	31	45	-
The food served in the school cafeteria .....	24	27	47	2
Product packaging aimed at children .....	22	31	46	1
Family not having enough time for home cooked meals .....	22	27	51	-

2. Would you say right now that your child's weight is below what doctors say it should be, about what doctors say it should be, or above what doctors say it should be? **(IF UNDER/ABOVE)** Would you say that your child's weight is slightly, somewhat, or a lot (under/over) what doctors say it should be? **(IF ABOUT)** Would you say that your child's weight is slightly under what doctors say it should be, right at what doctors say it should be, or slightly over what doctors say it should be?

<b>Underweight (NET) .....</b>	<b>15</b>
- A lot under .....	2
- Somewhat under .....	2
- Slightly under .....	10
Right at .....	64
<b>Overweight (NET) .....</b>	<b>21</b>
- Slightly over .....	12
- Somewhat over .....	5
- A lot over .....	4
Not sure .....	1

**(ASKED ONLY OF THOSE WHO SAY IN Q.5 THAT THEIR CHILD IS OVERWEIGHT.)**

3. Which ONE of the following factors would you say is the most important factor that has contributed to your child being overweight?

Lack of exercise .....	38
Easy access to junk food .....	23
Genetics .....	12
Eating unhealthy food .....	9
Medical condition .....	8
Overeating .....	7
Parental food choices .....	2
Not sure .....	1

4. I'm going to read you a list of things that your child might have discussed with you. For each topic, please tell me if your child has ever discussed the topic with you, or not. How about...?

	<u>%Yes</u>
Wanting to exercise more.....	52
Wanting to lose weight .....	30
Dieting .....	27
Taking weight loss pills.....	4
Having surgery to lose weight .....	3
None of the above .....	39

# DEMOGRAPHICS

**NOTE: Results for demographic questions represent all adults unless otherwise indicated.**

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

**(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)**

D1c. Are you:

18-34 .....	30
35-49 .....	57
50-64 .....	13
65 and over .....	-
Refused/not sure .....	-

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>78</b>
- Full time.....	68
- Part time.....	11
Not employed .....	18
Retired.....	3
Refused/not sure .....	-

D3. What is the last year of school you completed?

Grade school or some high school .....	7
Completed high school .....	22
Some college but did not finish.....	25
Completed a two year college degree .....	11
Completed a four year college degree.....	21
Completed a post-graduate degree such as a Master's or Ph.D. ....	13
Refused/not sure .....	1

D4. Are you currently married:

Yes .....	70
No.....	30
Refused/not sure .....	-

D5. Including yourself and any children, how many people are currently living in your household?

1 .....	2
2 .....	6
3 .....	27
4 .....	33
5 .....	20
6 or more .....	12
Refused/not sure .....	-

**(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)**

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

<b>ANY CHILDREN – NET .....</b>	<b>92</b>
Under 6.....	32
6-12 .....	64
13-17 .....	49
<b>NO CHILDREN .....</b>	<b>8</b>
Refused/not sure .....	-

D7a. Are you of Hispanic ethnicity?

**(Q.D7b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)**

D7b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White .....	60
Black.....	16
Hispanic.....	18
Asian.....	3
American Indian.....	1
Other.....	1
Refused .....	1

D8. Could you please tell me your household income from all sources in 2004?

Under \$15,000.....	10
\$15,000 to less than \$20,000 .....	4
\$20,000 to less than \$25,000 .....	5
\$25,000 to less than \$30,000 .....	4
\$30,000 to less than \$40,000 .....	12
\$40,000 to less than \$50,000 .....	8
\$50,000 to less than \$75,000 .....	17
\$75,000 to less than \$100,000 .....	11
\$100,000 or more .....	17
Refused/not sure .....	12

**REGION:**

Northeast.....	17
Midwest .....	24
South .....	36
West .....	23

**METROPOLITAN STATUS:**

Urban .....	30
Suburban.....	51
Rural.....	19

**GENDER:**

Male .....	45
Female .....	55