

MORE THAN NINE IN TEN (94%) CANADIANS THINK THE NUMBER OF OVERWEIGHT AND INACTIVE CHILDREN IS A SERIOUS HEALTH ISSUE

***Nine In Ten (91%) Think Daily Physical Activity Should Be
Mandatory***

***Seven In Ten (68%) Don't Think Fast-Food Restaurants Offer
Enough Low-Fat Choices For Children***



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***Seven In Ten (68%) Don't Think Fast-Food Restaurants Offer Enough
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Toronto, ONTARIO – According to a new study conducted by Ipsos-Reid on behalf of Today's Parent Magazine, 94% of Canadians agree (75% “strongly agree,” 19% “somewhat agree”) that “the number of overweight and inactive children is a serious health issue in Canada today.” In addition, nine in ten (91%) Canadians agree (75% “strongly agree,” 16% “somewhat agree”) that “provincial governments should make it mandatory for all students from Kindergarten to Grade 12 to have at least 30 minutes of physical activity each school day,” and eight in ten (81%) agree (58% “strongly agree,” 22% “somewhat agree”) that “the influence of television/internet and video games on children is so powerful that it is difficult for parents to get their kids to be more physically active.”

Seven in ten (68%) Canadians *disagree* (43% “strongly disagree,” 25% “somewhat disagree”) with the statement that “fast-food restaurants offer enough low-fat nutritious choices for children,” and another six in ten (61%) Canadians *disagree* (34% “strongly disagree,” 26% “somewhat disagree”) that “food companies and fast food restaurants are acting responsibly in their advertising of foods and beverages to children.”

These are the findings of an Ipsos-Reid poll conducted on behalf of Today's Parent Magazine between September 23rd and September 25th, 2003. The poll is based on a randomly selected sample of 1,056



Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error is larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

More than nine in ten (94%) Canadians agree (75% “strongly agree,” 19% “somewhat agree”) with the statement that “the number of overweight and inactive children is a serious health issue in Canada today.” The remaining 6% disagree (3% “strongly disagree,” 3% “somewhat disagree”) with the statement.

- Residents of Quebec (97%) are the most likely to agree with this statement, followed by residents of Alberta (95%), Saskatchewan/Manitoba (95%), Atlantic Canada (95%), British Columbia (92%), and Ontario (92%).
- Canadians with children are no more or less likely than those without to agree with the statement.

Nine in ten (91%) Canadians agree (75% “strongly agree,” 16% “somewhat agree”) that “provincial governments should make it mandatory for all students from Kindergarten to Grade 12 to have at least 30 minutes of physical activity each school day.” The remaining 9% disagree (4% “strongly disagree,” 5% “somewhat disagree”) with the statement.

- Residents of Alberta (94%) are most likely to agree with the statement, followed by residents of Quebec (93%), Atlantic Canada (92%), Ontario (91%), Saskatchewan/Manitoba (91%), and British Columbia (88%).
- Canadians without a university degree (93%) are more likely than those with (88%) to agree with the statement.



- Canadians with children are no more or less likely than those without to agree with the statement.

Eight in ten (81%) Canadians agree (58% “strongly agree,” 22% “somewhat agree”) that “the influence of television/internet and video games on children is so powerful that it is difficult for parents to get their kids to be more physically active.” Two in ten (19%) Canadians disagree (9% “strongly disagree,” 9% “somewhat disagree”) with the statement, and 1% say they “don’t know.”

- Atlantic Canadians (87%) are most likely to agree with the statement, followed by residents of Saskatchewan/Manitoba (84%), Quebec (82%), Ontario (80%), Alberta (79%), and British Columbia (75%).
- Canadians 35 and older (83%) are more likely than their younger counterparts (75%) to agree with the statement.
- Canadians with an annual household income of \$30,000-\$60,000 (86%) are more likely than those with more (77%) or less (79%) to agree with the statement.
- Canadians with children are no more or less likely than those without to agree with the statement.

Seven in ten (68%) Canadians *disagree* (43% “strongly disagree,” 25% “somewhat disagree”) that, “fast-food restaurants offer enough low-fat nutritious choices for children.” Three in ten (29%) agree (13% “strongly agree,” 17% “somewhat agree”) with the statement, and 2% “don’t know.”



- Atlantic Canadians (73%) are most likely to disagree with the statement followed by residents of Saskatchewan/Manitoba (73%), Quebec (71%), Ontario (67%), British Columbia (67%), and Alberta (63%).
- Canadian adults 54 years of age and younger (71%) are more likely than older Canadians (63%) to disagree with the statement.
- Canadians with some post-secondary education, a college diploma, or a university degree (72%) are more likely than those with a high school diploma or less (61%) to disagree with the statement.
- Canadians with an annual household income of \$60,000 or greater (74%) are more likely than others (65%) to disagree with the statement.
- Canadians with children are no more or less likely than those without to disagree with the statement.

Six in ten (61%) Canadians *disagree* (34% “strongly disagree,” 26% “somewhat disagree”) that “food companies and fast food restaurants are acting responsibly in their advertising of foods and beverages to children.” Four in ten (38%) agree (12% “strongly agree,” 26% “somewhat agree”) with the statement; 1% say they “don’t know.”

- Residents of British Columbia (67%) and Atlantic Canada (67%) are the most likely to disagree with the statement followed closely by residents of Alberta (65%) Saskatchewan/Manitoba (59%), Ontario (59%), and Quebec (57%).
- Canadians with some post-secondary education, a college diploma, a university degree (66%) are more likely than those with a high school diploma or less (49%) to disagree with the statement.



- Canadians with an annual household income greater than \$60,000 (70%) or between \$30,000 and \$60,000 (58%) are more likely than those with an annual household income of less than \$30,000 (49%) to disagree with the statement.
- Canadians with children are no more or less likely than those without to disagree with the statement.

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