

# Topline Tables

*Is your child currently underweight, a healthy weight, overweight, or obese?*

|                       | Total      |
|-----------------------|------------|
| Base: All respondents | 715        |
| Weighted              | 715        |
| Underweight           | 40<br>6%   |
| A healthy weight      | 586<br>82% |
| Overweight            | 84<br>12%  |
| Obese                 | 1<br>0     |
| (DK/NS)               | 4<br>1%    |

# Topline Tables

*How do you know that he/she is underweight/a healthy weight/overweight/obese?*

|  | Total |
|--|-------|
| Base: Those who answered Q2                          | 713   |
| Weighted   | 711   |
| Doctor/ other health care professional said          | 370   |
|  | 52%   |
| NET: COMPARE TO OTHER KIDS                           | 322   |
|  | 45%   |
| -Looks normal/like all the other kids their age      | 200   |
|  | 28%   |
| -Fat/ heavier than other kids their age              | 45    |
|  | 6%    |
| -Skinny/thin/little compared to other kids their age | 45    |
|  | 6%    |
| -Just by looking at them                             | 34    |
|  | 5%    |
| NET: HEIGHT/WEIGHT                                   | 79    |
|  | 11%   |
| -Height  | 49    |
|  | 7%    |
| -Weigh them on a scale                               | 31    |
|  | 4%    |
| NET: EXERCISE  | 69    |
|  | 10%   |
| -Gets exercise/ physically activity                  | 69    |
|  | 10%   |
| -Lack of exercise/ activity                          | 1     |
|  | 0     |
| NET: DIET  | 66    |
|  | 9%    |
| -Good eating habits/ / eats a balanced diet          | 59    |
|  | 8%    |
| -Portion control                                     | 8     |
|  | 1%    |
| -Poor eating habits/ eats the wrong foods            | 2     |
|  | 0     |
| -They don't eat enough/small appetite                | 1     |
|  | 0     |
| -Eats too much                                       | 1     |
|  | 0     |
| NET: BMI/GROWTH CHART                                | 42    |
|  | 6%    |
| -Use growth chart                                    | 25    |
|  | 4%    |
| -At proper Body mass index (BMI) rating              | 17    |
|  | 2%    |
| NET: OTHER   | 32    |
|  | 5%    |
| -Other   | 28    |
|  | 4%    |

*How do you know that he/she is underweight/a healthy weight/overweight/obese?*

|                    | Total |
|--------------------|-------|
| -Clothes don't fit | 4     |
|                    | 1%    |
| (DK/NS)            | 3     |
|                    | 0     |

# Topline Tables

*What do you think are the factors that have contributed to your child being underweight/a healthy weight/overweight/obese?*

|   | Total |
|---|-------|
| Base: Those who answered Q2                 | 713   |
| Weighted                                    | 711   |
| NET: DIET                                   | 494   |
|   | 70%   |
| -Healthy diet/food                          | 458   |
|   | 64%   |
| -Poor diet/ food choices                    | 40    |
|   | 6%    |
| -Follow Canada's Food Guide                 | 3     |
|   | 0     |
| NET: EXERCISE                               | 458   |
|   | 64%   |
| -Exercise/physical activity                 | 425   |
|   | 60%   |
| -Inactivity/ lack of exercise/ play / sport | 38    |
|   | 5%    |
| NET: GENETIC/MEDICAL                        | 96    |
|   | 14%   |
| -Genetic/ heredity                          | 85    |
|   | 12%   |
| -Medical reasons                            | 11    |
|   | 2%    |
| NET: FOOD PORTIONS                          | 94    |
|   | 13%   |
| -The right amount of food                   | 66    |
|   | 9%    |
| -Too much food                              | 20    |
|   | 3%    |
| -Not enough food                            | 9     |
|   | 1%    |
| NET: OTHER                                  | 78    |
|   | 11%   |
| -Gets enough sleep                          | 16    |
|   | 2%    |
| -Poor/low self esteem                       | 7     |
|   | 1%    |
| -Influence of friends/peers                 | 6     |
|   | 1%    |
| -Want to be healthy and feel good           | 3     |
|   | 0     |
| -Concerned about how they look              | 1     |
|   | 0     |
| -Nothing                                    | 2     |
|   | 0     |
| -Other                                      | 44    |
|   | 6%    |

*What do you think are the factors that have contributed to your child being underweight/a healthy weight/overweight/obese?*

|                                  | Total |
|----------------------------------|-------|
| NET: HOME LIFE                   | 52    |
|                                  | 7%    |
| -Parental influence              | 47    |
|                                  | 7%    |
| -Happy home life/ family support | 9     |
|                                  | 1%    |
| (DK/NS)                          | 4     |
|                                  | 1%    |

# Topline Tables

**What do you think are the most important reasons for parents to promote a healthy weight for their child?**

|   | Total      |
|---|------------|
| Base: All respondents   | 715        |
| Weighted  | 715        |
| Overall good health   | 443<br>62% |
| To feel good about themselves/be happy/<br>high self-esteem/positive body image | 178<br>25% |
| To promote long term healthy living habits                                      | 136<br>19% |
| To avoid health problems (e.g. heart<br>disease, diabetes, etc.)                | 132<br>19% |
| Longer life expectancy  | 67<br>9%   |
| To be able to play/keep up with others/ do<br>activities/ sports                | 47<br>7%   |
| Not to be teased  | 20<br>3%   |
| To look good/look like others   | 11<br>2%   |
| Other   | 25<br>3%   |
| (DK/NS)   | 17<br>2%   |

**Would you say your child's .... excellent, very good, good, fair poor, or very poor?**

|                                       | Total      |
|---------------------------------------|------------|
| Base: All respondents                 | 715        |
| Weighted                              | 715        |
| <b>Eating and drinking habits are</b> |            |
| (6) Excellent                         | 116<br>16% |
| (5) Very good                         | 301<br>42% |
| (4) Good                              | 235<br>33% |
| (3) Fair                              | 56<br>8%   |
| (2) Poor                              | 6<br>1%    |
| <b>Summary</b>                        |            |
| Top3Box                               | 652<br>91% |
| MidBox (Fair)                         | 56<br>8%   |
| Low2Box                               | 6<br>1%    |

# Topline Tables

*Would you say your child's .... excellent, very good, good, fair poor, or very poor?*

|                            | Total      |
|----------------------------|------------|
| Base: All respondents      | 715        |
| Weighted                   | 715        |
| Physical activity level is |            |
| (6) Excellent              | 205<br>29% |
| (5) Very good              | 261<br>36% |
| (4) Good                   | 195<br>27% |
| (3) Fair                   | 41<br>6%   |
| (2) Poor                   | 12<br>2%   |
| (1) Very poor              | 1<br>0     |
| Summary                    |            |
| Top3Box                    | 661<br>92% |
| MidBox (Fair)              | 41<br>6%   |
| Low2Box                    | 13<br>2%   |

*Would you say your child's .... excellent, very good, good, fair poor, or very poor?*

|                       | Total      |
|-----------------------|------------|
| Base: All respondents | 715        |
| Weighted              | 715        |
| Self esteem is        |            |
| (6) Excellent         | 121<br>17% |
| (5) Very good         | 304<br>43% |
| (4) Good              | 235<br>33% |
| (3) Fair              | 44<br>6%   |
| (2) Poor              | 10<br>1%   |
| (DK/NS)               | 1<br>0     |
| Summary               |            |
| Top3Box               | 660<br>92% |
| MidBox (Fair)         | 44<br>6%   |
| Low2Box               | 10<br>1%   |

# Topline Tables

*What have you done, if anything, to help your child to have healthy eating and drinking habits?*

|   | Total |
|---|-------|
| Base: All respondents   | 715   |
| Weighted  | 715   |
| NET: ENSURE HEALTHY EATING                                      | 523   |
|   | 73%   |
| -Offer healthy choices for meals                                | 321   |
|   | 45%   |
| -Have healthier options on hand for snacking                    | 204   |
|   | 29%   |
| -Prepare meals from scratch / cook myself                       | 128   |
|   | 18%   |
| -Get kids involved in planning meals, shopping, and preparation | 26    |
|   | 4%    |
| -Use Canada's Food Guide for Healthy Eating                     | 22    |
|   | 3%    |
| -Eat more family meals together                                 | 17    |
|   | 2%    |
| -Monitor what they eat more closely                             | 12    |
|   | 2%    |
| -Get kids to eat breakfast - not skip meals                     | 6     |
|   | 1%    |
| NET: ENCOURAGE HEALTHY EATING                                   | 318   |
|   | 44%   |
| -Set good example   | 163   |
|   | 23%   |
| -Encourage kids to eat healthy/tell them what to eat            | 143   |
|   | 20%   |
| -Educate kids about healthy foods                               | 36    |
|   | 5%    |
| -Talk about labels/ ingredients in food                         | 8     |
|   | 1%    |
| -Offer rewards/incentives                                       | 6     |
|   | 1%    |
| NET: OTHER  | 59    |
|   | 8%    |
| -Encourage exercise   | 11    |
|   | 1%    |
| -Talk to a health professional                                  | 1     |
|   | 0     |
| -Other  | 48    |
|   | 7%    |
| Nothing   | 32    |
|   | 4%    |

# Topline Tables

*And of these things you have done to encourage healthy eating and drinking habits in your child, which ones were successful?*

|   | Total |
|---|-------|
| Base: Have done things to help child                            | 687   |
| Weighted  | 683   |
| NET: ENSURE HEALTHY EATING                                      | 351   |
|   | 51%   |
| -Offer healthy choices for meals                                | 217   |
|   | 32%   |
| -Have healthier options on hand for snacking                    | 86    |
|   | 13%   |
| -Prepare meals from scratch / cook myself                       | 37    |
|   | 5%    |
| -Eat more family meals together                                 | 7     |
|   | 1%    |
| -Get kids involved in planning meals, shopping, and preparation | 5     |
|   | 1%    |
| -Use Canada's Food Guide for Healthy Eating                     | 4     |
|   | 1%    |
| -Get kids to eat breakfast - not skip meals                     | 3     |
|   | 0     |
| NET: ENCOURAGE HEALTHY EATING                                   | 241   |
|   | 35%   |
| -Set good example   | 133   |
|   | 19%   |
| -Encourage kids to eat healthy/tell them what to eat            | 100   |
|   | 15%   |
| -Talk about labels/ ingredients in food                         | 5     |
|   | 1%    |
| -Offer rewards/incentives                                       | 3     |
|   | 1%    |
| Other   | 79    |
|   | 12%   |
| Nothing   | 11    |
|   | 2%    |
| (DK/NS)   | 14    |
|   | 2%    |

# Topline Tables

*What have you done, if anything, to encourage your child to be physically active?*

|  | Total |
|--|-------|
| Base: All respondents                                      | 715   |
| Weighted   | 715   |
| NET: ENCOURAGE PHYSICAL ACTIVITY                           | 537   |
|  | 75%   |
| -Encourage child / to do recreation/physical activities    | 289   |
|  | 40%   |
| -Encourage child to join sports teams                      | 278   |
|  | 39%   |
| -Encourage kids to play outdoors/public facilities         | 132   |
|  | 18%   |
| -Be a good role model/ example                             | 29    |
|  | 4%    |
| -Purchase equipment  | 27    |
|  | 4%    |
| NET: ENSURE PHYSICAL ACTIVITY                              | 308   |
|  | 43%   |
| -Family outings (walk, hike, bike, active games, etc.)     | 209   |
|  | 29%   |
| -Participated /organized activities for children           | 72    |
|  | 10%   |
| -Limit TV or computer time                                 | 45    |
|  | 6%    |
| -Provided transportation to physical activity              | 12    |
|  | 2%    |
| -Assign physical chores                                    | 6     |
|  | 1%    |
| Other  | 21    |
|  | 3%    |
| NET: NOTHING   | 80    |
|  | 11%   |
| -Child active on his or her own/ don't have to do anything | 17    |
|  | 2%    |
| -Nothing   | 63    |
|  | 9%    |



# Topline Tables

**And of these, which were successful?**

|   | Total |
|---|-------|
| Base: Have done things to encourage child               | 655   |
| Weighted  | 652   |
| NET: ENCOURAGE PHYSICAL ACTIVITY                        | 471   |
|   | 72%   |
| -Encourage child to join sports teams                   | 256   |
|   | 39%   |
| -Encourage child / to do recreation/physical activities | 169   |
|   | 26%   |
| -Encourage kids to play outdoors/public facilities      | 48    |
|   | 7%    |
| -Purchase equipment                                     | 5     |
|   | 1%    |
| NET: ENSURE PHYSICAL ACTIVITY                           | 101   |
|   | 15%   |
| -Family outings (walk, hike, bike, active games, etc.)  | 77    |
|   | 12%   |
| -Participated /organized activities for children        | 18    |
|   | 3%    |
| -Limit TV or computer time                              | 7     |
|   | 1%    |
| -Provided transportation to physical activity           | 2     |
|   | 0     |
| Other   | 66    |
|   | 10%   |
| Nothing   | 17    |
|   | 3%    |
| (DK/NS)   | 5     |
|   | 1%    |

***I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...***

|                          | Total |
|--------------------------|-------|
| Base: All respondents    | 715   |
| Weighted                 | 715   |
| Being happy              |       |
| (4) Very concerned       | 415   |
|                          | 58%   |
| (3) Somewhat concerned   | 116   |
|                          | 16%   |
| (2) A little concerned   | 58    |
|                          | 8%    |
| (1) Not at all concerned | 126   |
|                          | 18%   |
| Summary                  |       |
| Top2Box                  | 531   |
|                          | 74%   |
| Low2Box                  | 184   |
|                          | 26%   |
| Top3Box                  | 589   |
|                          | 82%   |
| LowBox                   | 126   |
|                          | 18%   |

# Topline Tables

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                          | Total      |
|--------------------------|------------|
| Base: All respondents    | 715        |
| Weighted                 | 715        |
| <b>Being healthy</b>     |            |
| (4) Very concerned       | 437<br>61% |
| (3) Somewhat concerned   | 104<br>15% |
| (2) A little concerned   | 53<br>7%   |
| (1) Not at all concerned | 121<br>17% |
| <b>Summary</b>           |            |
| Top2Box                  | 541<br>76% |
| Low2Box                  | 174<br>24% |
| Top3Box                  | 594<br>83% |
| LowBox                   | 121<br>17% |

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                                | Total      |
|--------------------------------|------------|
| Base: All respondents          | 715        |
| Weighted                       | 715        |
| <b>Having high self-esteem</b> |            |
| (4) Very concerned             | 363<br>51% |
| (3) Somewhat concerned         | 165<br>23% |
| (2) A little concerned         | 74<br>10%  |
| (1) Not at all concerned       | 113<br>16% |
| <b>Summary</b>                 |            |
| Top2Box                        | 528<br>74% |
| Low2Box                        | 187<br>26% |
| Top3Box                        | 602<br>84% |
| LowBox                         | 113<br>16% |

# Topline Tables

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|  | Total      |
|--|------------|
| Base: All respondents                  | 715        |
| Weighted                               | 715        |
| <b>Achieving good grades in school</b> |            |
| (4) Very concerned                     | 348<br>49% |
| (3) Somewhat concerned                 | 188<br>26% |
| (2) A little concerned                 | 70<br>10%  |
| (1) Not at all concerned               | 108<br>15% |
| <b>Summary</b>                         |            |
| Top2Box                                | 536<br>75% |
| Low2Box                                | 179<br>25% |
| Top3Box                                | 607<br>85% |
| LowBox                                 | 108<br>15% |

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                          | Total      |
|--------------------------|------------|
| Base: All respondents    | 715        |
| Weighted                 | 715        |
| <b>Being safe</b>        |            |
| (4) Very concerned       | 451<br>63% |
| (3) Somewhat concerned   | 110<br>15% |
| (2) A little concerned   | 73<br>10%  |
| (1) Not at all concerned | 80<br>11%  |
| (DK/NS)                  | 1<br>0     |
| <b>Summary</b>           |            |
| Top2Box                  | 561<br>78% |
| Low2Box                  | 153<br>21% |
| Top3Box                  | 635<br>89% |
| LowBox                   | 80<br>11%  |

# Topline Tables

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                          | Total      |
|--------------------------|------------|
| Base: All respondents    | 715        |
| Weighted                 | 715        |
| Having lots of friends   |            |
| (4) Very concerned       | 125<br>17% |
| (3) Somewhat concerned   | 269<br>38% |
| (2) A little concerned   | 130<br>18% |
| (1) Not at all concerned | 188<br>26% |
| (DK/NS)                  | 3<br>0     |
| Summary                  |            |
| Top2Box                  | 395<br>55% |
| Low2Box                  | 318<br>44% |
| Top3Box                  | 524<br>73% |
| LowBox                   | 188<br>26% |

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                           | Total      |
|---------------------------|------------|
| Base: All respondents     | 715        |
| Weighted                  | 715        |
| Being at a healthy weight |            |
| (4) Very concerned        | 252<br>35% |
| (3) Somewhat concerned    | 163<br>23% |
| (2) A little concerned    | 71<br>10%  |
| (1) Not at all concerned  | 229<br>32% |
| Summary                   |            |
| Top2Box                   | 415<br>58% |
| Low2Box                   | 300<br>42% |
| Top3Box                   | 486<br>68% |
| LowBox                    | 229<br>32% |

# Topline Tables

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|  | Total      |
|--|------------|
| Base: All respondents                  | 715        |
| Weighted                               | 715        |
| <b>Eating and drinking healthfully</b> |            |
| (4) Very concerned                     | 376<br>53% |
| (3) Somewhat concerned                 | 164<br>23% |
| (2) A little concerned                 | 60<br>8%   |
| (1) Not at all concerned               | 114<br>16% |
| <b>Summary</b>                         |            |
| Top2Box                                | 541<br>76% |
| Low2Box                                | 174<br>24% |
| Top3Box                                | 601<br>84% |
| LowBox                                 | 114<br>16% |

*I'm going to read you a number of goals that many parents have for their children. Thinking about the past few weeks, please tell me how concerned you are these days about your child...*

|                                | Total      |
|--------------------------------|------------|
| Base: All respondents          | 715        |
| Weighted                       | 715        |
| <b>Being physically active</b> |            |
| (4) Very concerned             | 301<br>42% |
| (3) Somewhat concerned         | 192<br>27% |
| (2) A little concerned         | 65<br>9%   |
| (1) Not at all concerned       | 156<br>22% |
| (DK/NS)                        | 1<br>0     |
| <b>Summary</b>                 |            |
| Top2Box                        | 493<br>69% |
| Low2Box                        | 221<br>31% |
| Top3Box                        | 558<br>78% |
| LowBox                         | 156<br>22% |