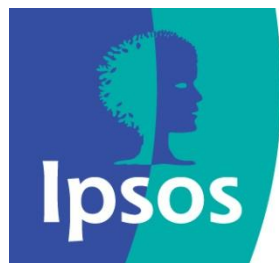


**Eight in Ten (79%) Canadians Believe Childhood Obesity is a
'Major Health Problem' Facing the Country's Youth
But Fewer than One in Ten (7%) Parents Think Their
Children are Overweight**

Public Release Date: Friday, June 14, 2013



Ipsos Reid

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**Eight in Ten (79%) Canadians Believe Childhood Obesity is a
‘Major Health Problem’ Facing the Country’s Youth**
*But Fewer than One in Ten (7%) Parents Think Their
Children are Overweight*

Toronto, ON – A new study conducted by Ipsos Reid reveals that a strong majority of Canadians believe that obesity is one of the most prominent problems facing the country’s younger demographic, yet few parents believe that their own child(ren) are overweight.

Eight in ten (79%) Canadians say childhood obesity is a ‘major problem’, while another two in ten (19%) believe it to be only a ‘minor problem’. Just 2% of Canadians say that childhood obesity is ‘not at problem at all’ when it comes to the country’s youth.

- Residents of Saskatchewan and Manitoba (87%) and Ontario (82%) are most likely to believe that childhood obesity is a major problem facing Canadian youth, ahead of Atlantic Canadians (81%), Albertans (79%), and British Columbians (78%). Quebecers (73%) are the least likely to say it’s a major problem
- Canadian seniors (84%), ages 55+, are more likely than their middle-aged (79%), ages 35-54, and younger (74%), ages 18-34, counterparts to believe that childhood obesity is a major problem.

Provided with a list of five of the top issues relating to children’s health, Canadians ranked ‘childhood obesity’ as a close second, only slightly behind ‘drug use’ (83%) as a ‘major problem’ facing Canada’s youth. The table below outlines in full the opinions of Canadians on the severity of problems facing youth today.

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<u>Top Issues</u>	<u>Major problem</u>	<u>Minor problem</u>	<u>Not a problem at all</u>
Drug Use	83%	15%	2%
Childhood Obesity	79%	19%	2%
Smoking	71%	26%	3%
Alcohol	69%	29%	2%
Mental Health	65%	31%	4%

It is interesting to note that so many believe childhood obesity is a major problem, yet so few parents believe their children are overweight. Nine in ten (89%) Canadian parents of children ages 17 and under believe their child is at 'a healthy weight', compared to just one in ten (7%) who indicate that their child is 'overweight' and 4% who claim their child to be 'underweight'. Statistics Canada data reports that 32% of Canadian children are overweight or obese, highlighting a stark contrast between what parents think and the reality of the situation in many cases.

These questions were asked in advance of Ipsos' upcoming Childhood Obesity Ideation Insight syndicated study, which is designed for the government, health and education sectors and related agencies and associations to explore what parents and their children are doing, or not doing, to tackle the obesity issue. The study will also explore what are parents and their



children doing, or not doing, to tackle this issue; the effectiveness of the strategies being recommended by experts and health stakeholders; who Canadians think is responsible, and who is capable of delivering a solution.. For more information about the study, please visit: <http://www.ipsos-na.com/products-tools/public-affairs/syndicated-studies/childhood-obesity.aspx>.

These are some of the findings of an Ipsos Reid survey in which a sample of 1,025 Canadians, which includes 221 parents with at least one child in the household ages 17 and under, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults been surveyed, and to within +/- 7.5 percentage points had all Canadian parents with children in the household ages 17 and under been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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For more information on this news release, please contact:

*Brad Griffin
Vice President
Ipsos Reid Public Affairs
Qualitative Hothouse
(416) 324-2900*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

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