



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: ± 3.2 for adults who have 1 or more children aged 6 to 17

**THE ASSOCIATED PRESS/AMERICA ONLINE POLL
CHILD OBESITY STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: OCTOBER 24, 2005
PROJECT #81-4621-18**

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
One or more (NET).....	27
- 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

6 to 12 (NET).....	66
- 6	15
- 7	14
- 8	16
- 9	15
- 10	15
- 11	14
- 12	16
13 to 17 (NET).....	57
- 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?

Underweight (NET)	15
- A lot under	2
- Somewhat under	2
- Slightly under.....	10
Right at	64
Overweight (NET).....	21
- 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:

TOTAL EMPLOYED	78
- 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?

ANY CHILDREN – NET	92
Under 6.....	32
6-12	64
13-17	49
NO CHILDREN	8
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