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Excerpts from YTV's

Healthy Active Living Study

Spring 2006

YTV TWEEN REPORT
SPECIAL HEALTHY ACTIVE LIVING EDITION

2200 Yonge Street Suite 910 Toronto Ontario CANADA M4S 2C6 Tel 416 323 1337 Fax 416 323 0338 www.srgnet.com

summary

- Kids are not active enough:
  - Correlations between activity levels and body image are very strong (e.g. low activity level usually equates to poor body image).
  - What's different? TV time is the same
- Lots of reasons why kids aren't active enough
  - In addition to spending much time doing sedentary activities…
  - Moms (role model) are largely inactive, and there's a strong correlation between inactive moms & inactive kids.
  - Parental concern around unsupervised outdoor play
  - Costs & logistics of organized sport a barrier to entry for many people
- Confusion around nutritional terms (kids)
- Confusion around what constitutes a "healthy" food (moms)

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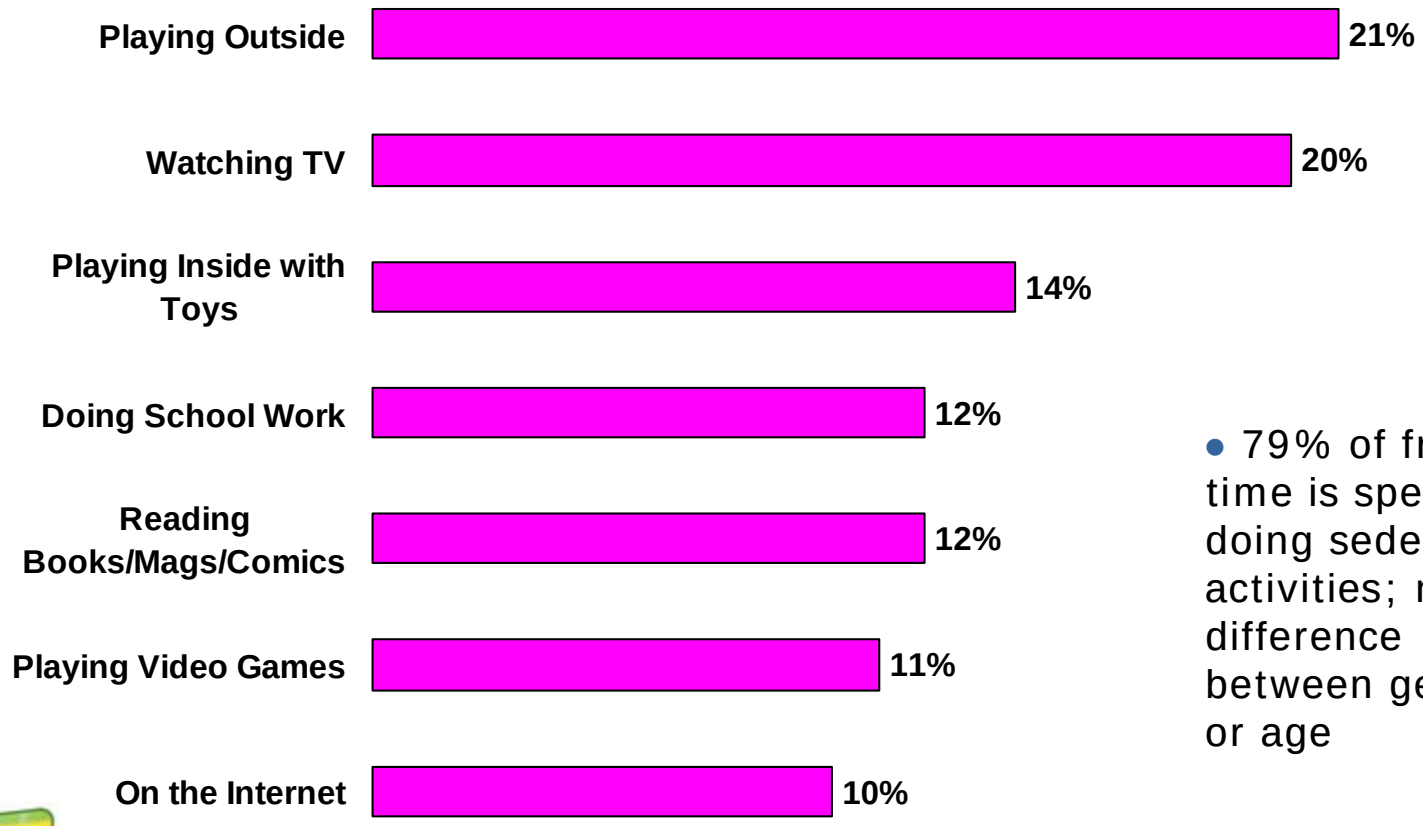
Kids spend lots of time doing sedentary activities – week day

Q. How much time in a regular weekday, do you spend…?
This is when you are not at school so think about how much time is left in your day.



- 79% of free time is spent doing sedentary activities; no difference between gender or age

Base: Tweens 7-12

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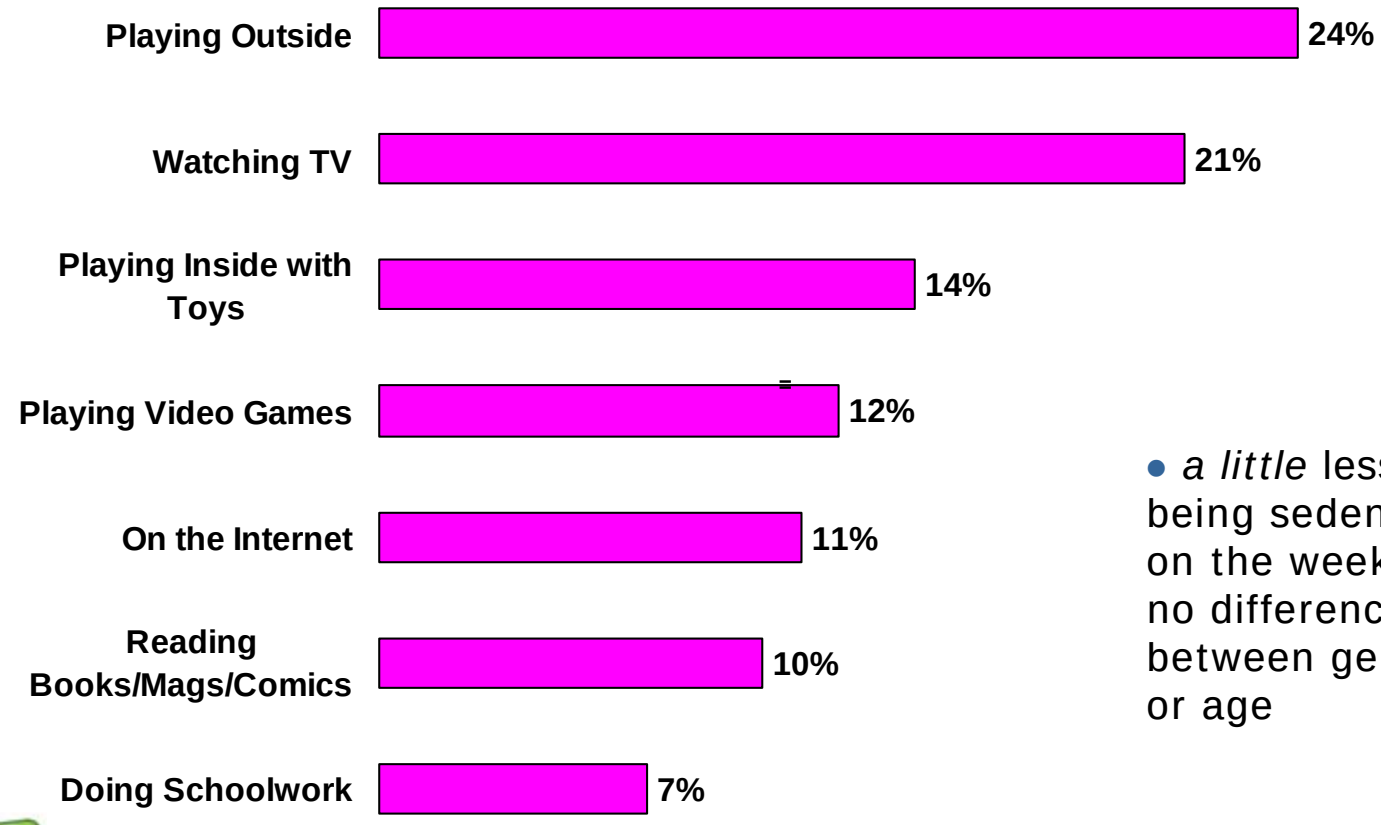
Kids spend lots of time doing sedentary activities – weekend

Q. How much time in a regular weekend day, like Saturday or Sunday do you spend…?



- *a little* less time being sedentary on the weekends; no difference between gender or age

Base: Tweens 7-12

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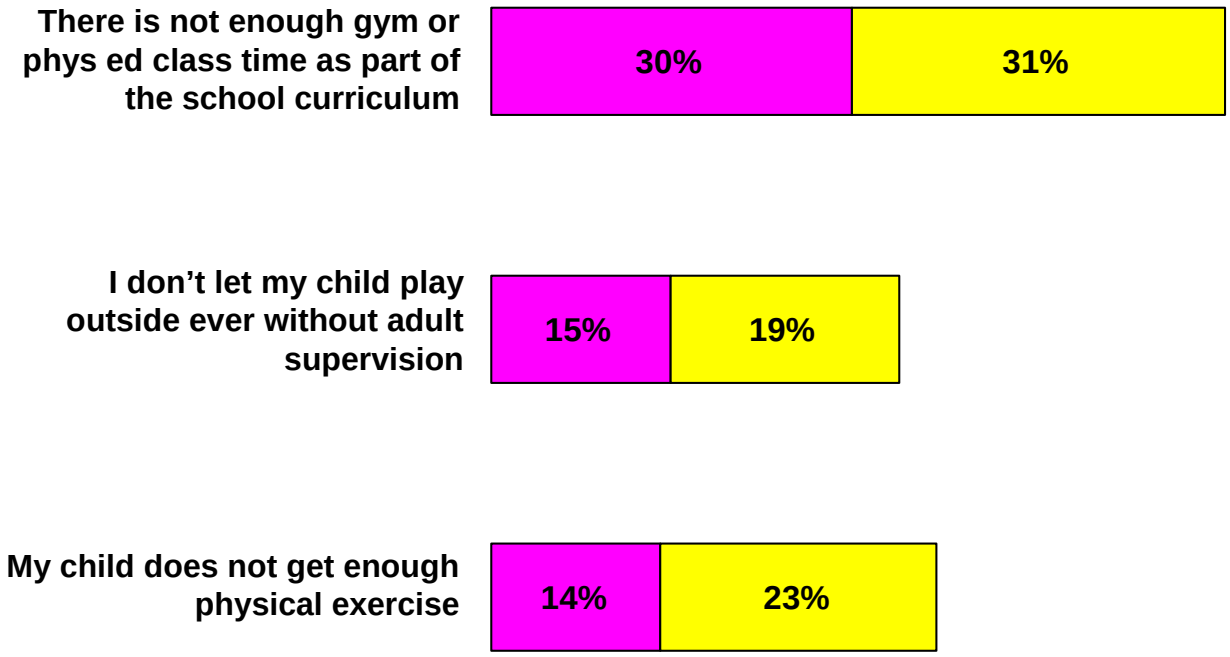
What do Parents think?

> 37% agree that their child does not get enough exercise
> 61% think there's not enough gym time in school

Q. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement



Base: Mothers of Tweens 7-12

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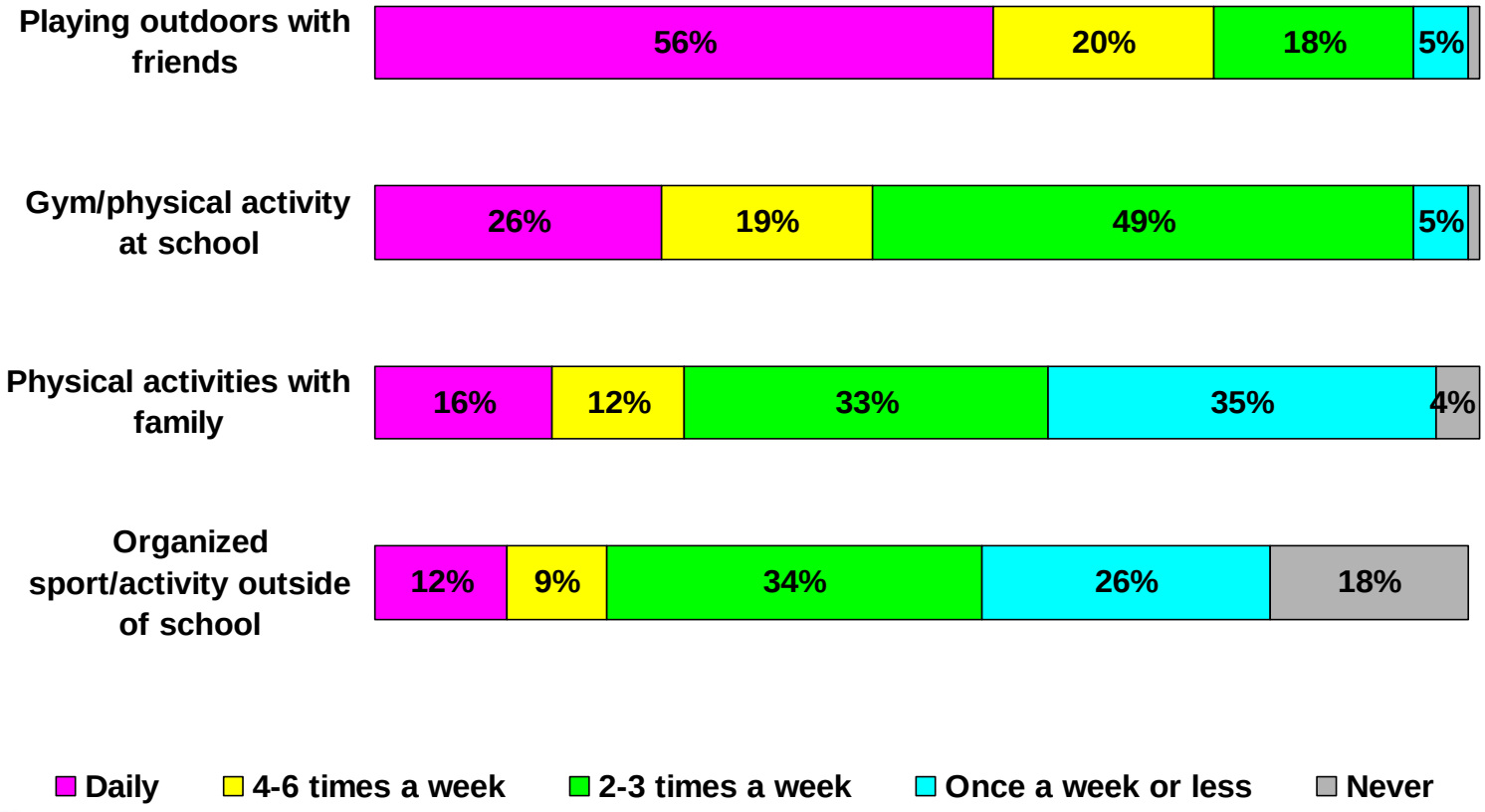
and yet…

Parents Tend to Overestimate the Activity Levels of Their Children

Q. Thinking of a typical week, please indicate the frequency your child spends participating in each of the following activities.



Base: Mothers of Tweens 7-12

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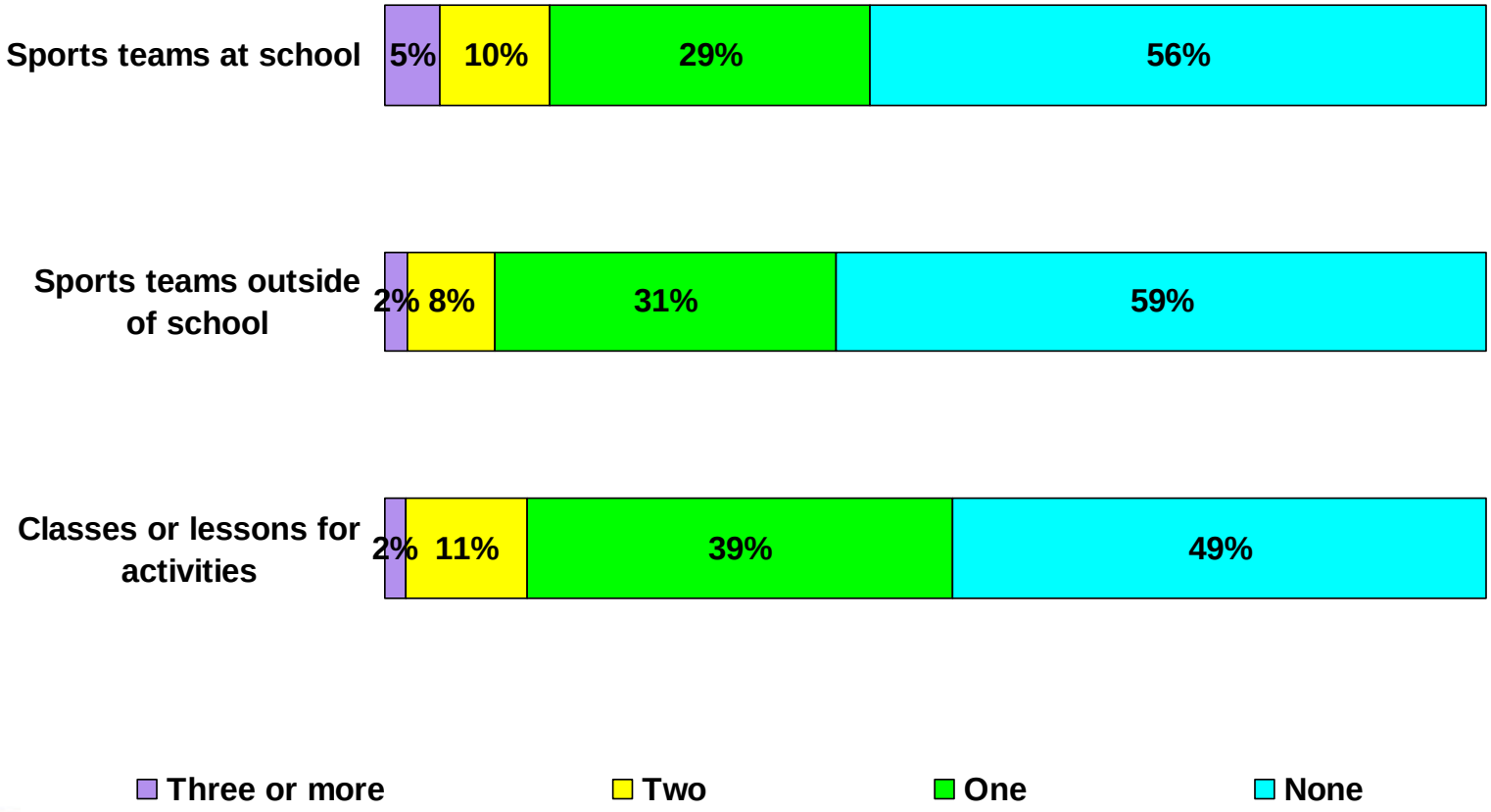
Tweens own Estimation of Their Involvement in Sports / Activities

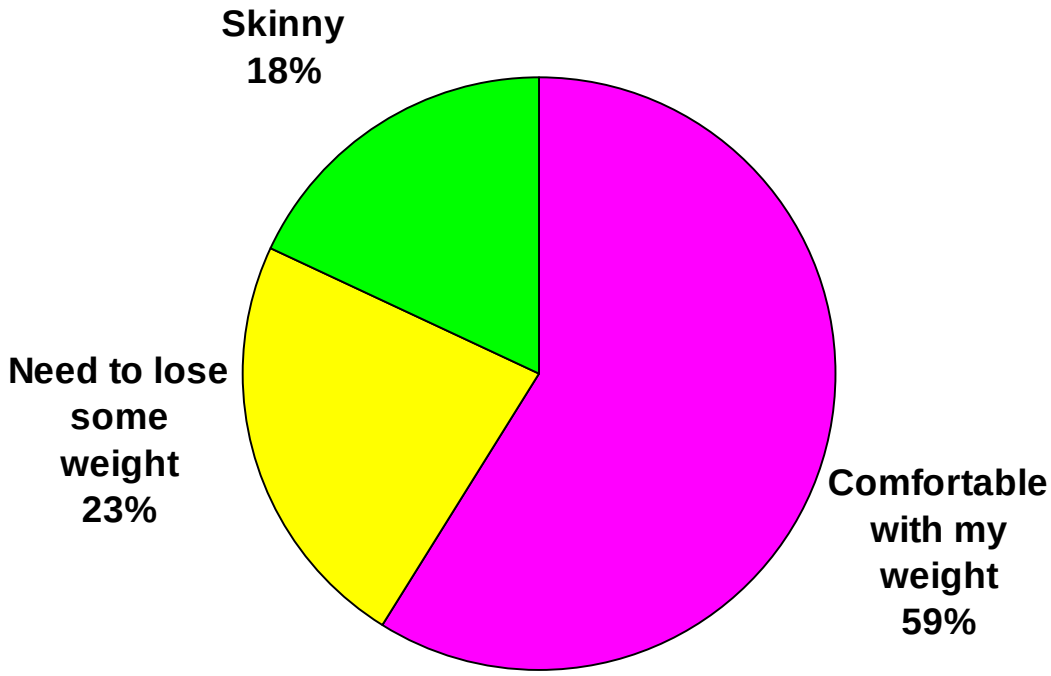
Q. How many of these are you involved in?



Base: Tweens 7-12

23% of kids think they need to lose weight

Q. How do you feel about your body shape and weight?



Base: Tweens 7-12

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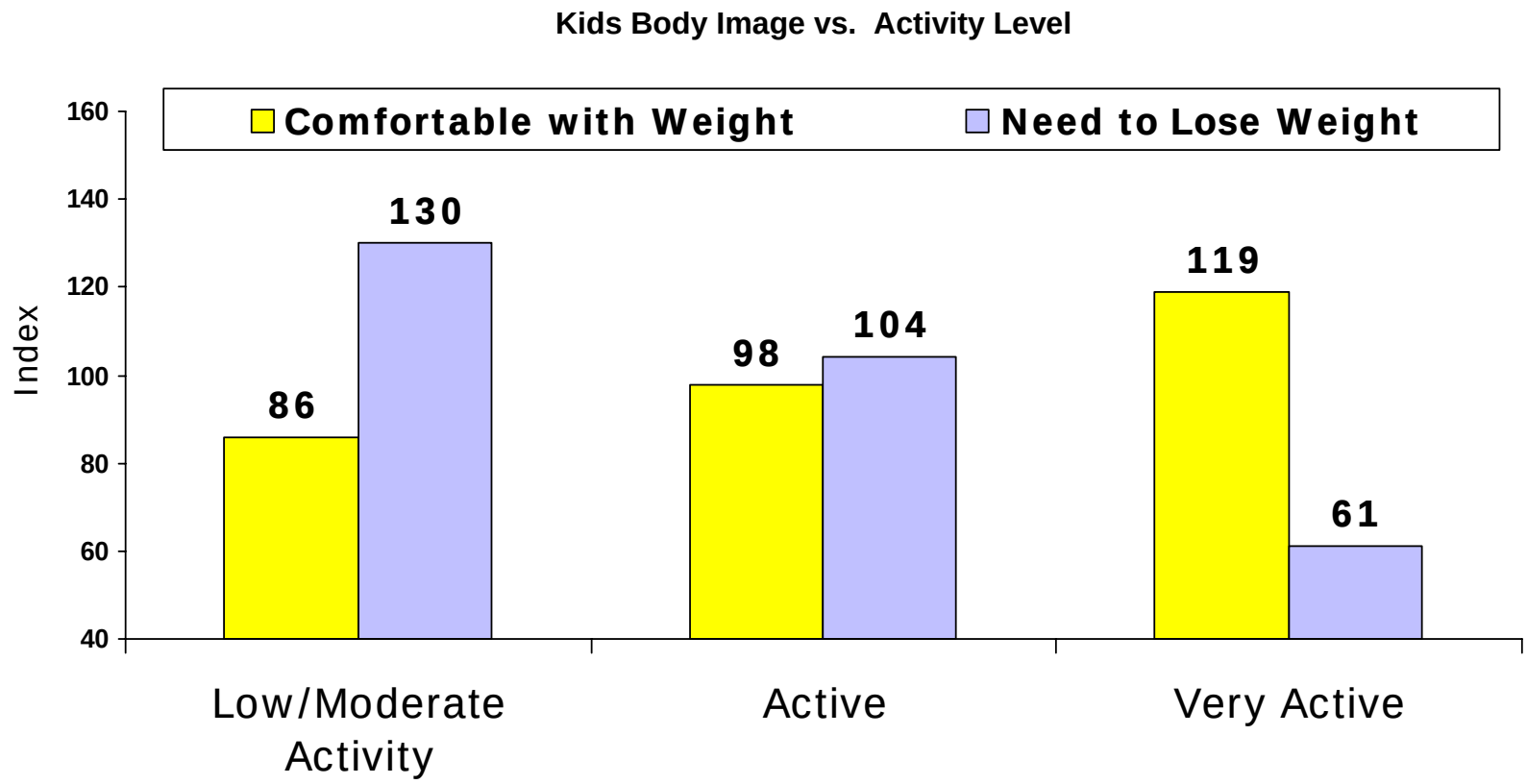
Big difference between "Low Activity" & "Very Active" kids: Time Spent Playing Outside

	Total	Moderate/Low Activity	Active	Very Active
Percentage of Free Time Spent on Regular Week Day:				
Playing outside	**21**	**14**	**22**	**26**
Watching TV	**20**	**24**	**19**	**18**
Playing inside w/ toys	14	14	14	12
Doing schoolwork	12	13	12	11
Playing videogames	11	12	11	11
Reading	12	12	11	12
On the internet	11	12	10	10
Percentage of Free Time Spent on Regular Weekend Day:				
Playing outside	**24**	**16**	**25**	**30**
Watching TV	**21**	**24**	**21**	**18**
Playing inside w/ toys	14	15	14	12
Doing schoolwork	7	7	7	7
Playing videogames	12	15	11	12
Reading	10	11	10	10
On the internet	11	12	11	12

Base: Tweens 7-12

Tweens with low activity levels are more likely to think they need to lose weight



Base: Tweens 7-12 (body image) / Mothers of Tweens 7-12 (activity levels)

Increasing Activity Level of Tweens

Barriers to entry:

- Access to organized sports and activities seems to be limited (Cost, organizational challenges, parents/kids time constraints are the key issues)
- Parental safety concerns put constraints on outdoor playtime (seen as a major difference from their generation)
- Change in how kids play
  - TV time hasn't increased over the past several years
  - Has the Internet / Video Games displaced "active" play?
- Moms / Role models are predominantly inactive (see next section)

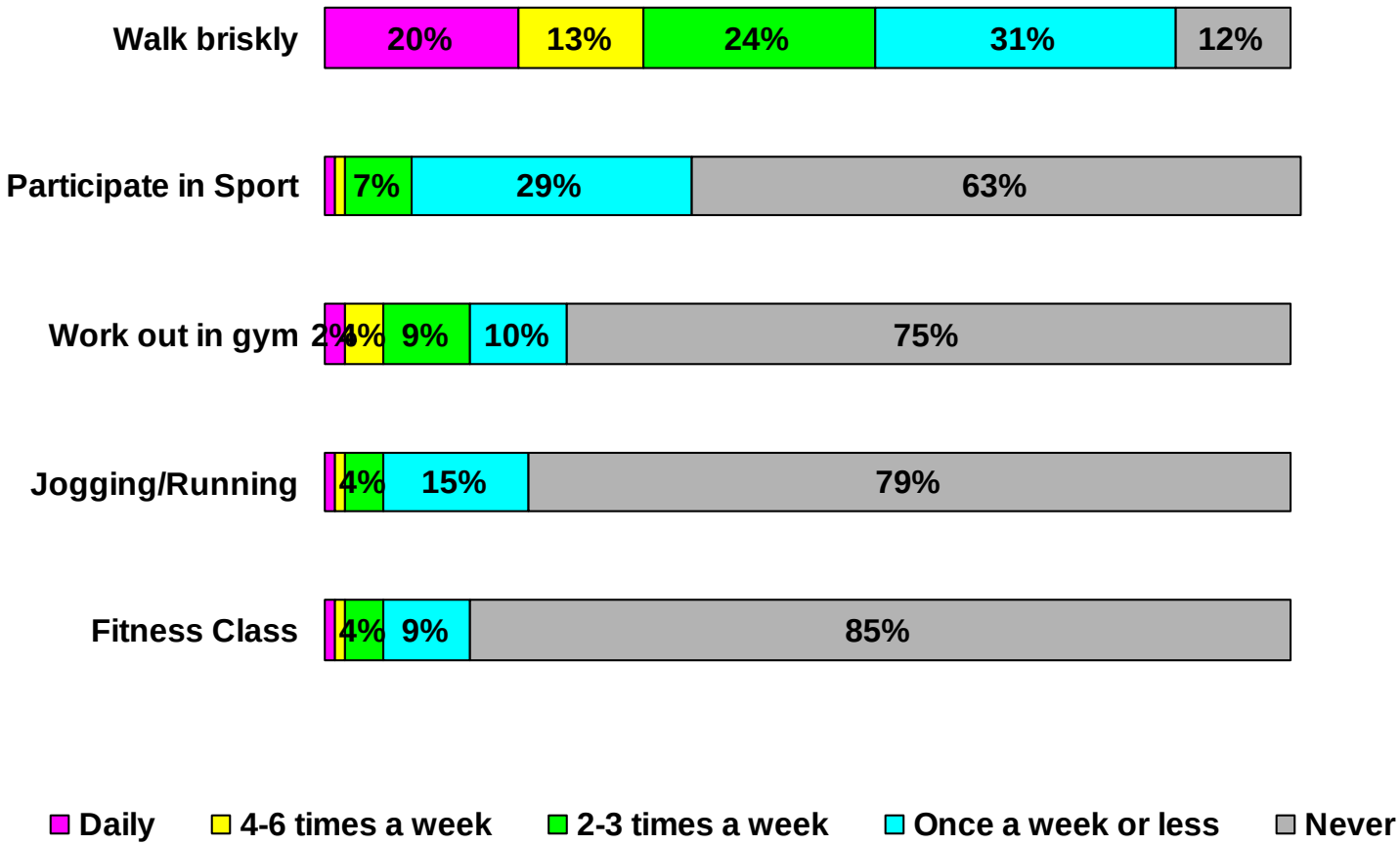
Activity Level of Mothers is LOW

- Activity levels among mothers is quite low, with 43% doing nothing at all in terms of physical activity.
- Only 20% of mothers can be considered active
- Activity is a major component of weight maintenance in children and there is a relationship between activity levels in mothers and their children.
- Children of active mothers are more likely to be active.
- Conversely, children of inactive mothers are inclined to low activity levels.

Only 20% of mothers can be considered "active"

- Besides walking, the majority of mothers interviewed never participate in any of these activities.

Q. In the past 7 days, how many times did you personally…?



Base: Mothers of Tweens 7-12

Mothers' Activity Level Summary

- Children who are comfortable with their body image are much less likely to have inactive mothers.

Activity Level Summary – by Child's Demographics

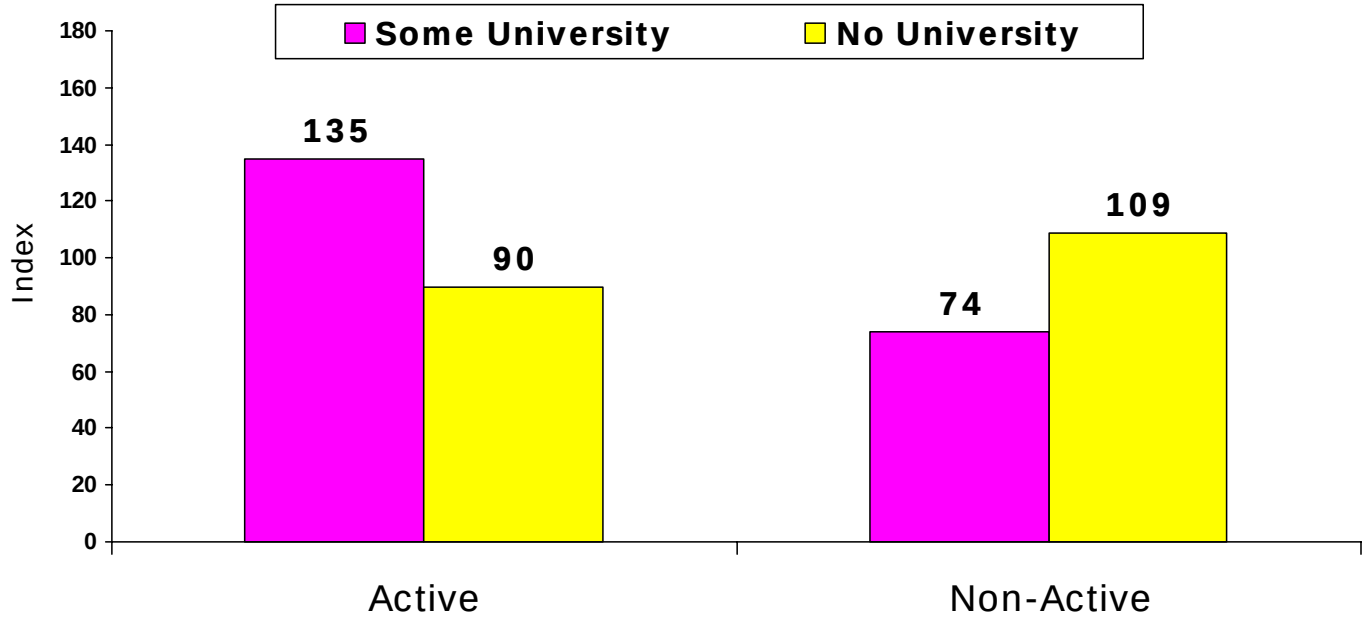
		Gender of Child		Age of Child	
	Total %	Male %	Female %	7-9 %	10-12 %
Active	**20**	20	19	21	18
Low activity	**37**	37	37	39	35
No activity	**43**	42	45	40	47

Activity levels are measured by participation in activities such as jogging/running, working out, fitness classes and sports.
Active: Participate in an activity 3 or more times a week
Low activity: Participate in an activity less than 3 times a week
No activity: Do not participate in any of these activities at any time.

Base: Mothers of Tweens 7-12

University-educated mothers more likely to be active

- The major difference in activity levels among mothers is within different levels of education.



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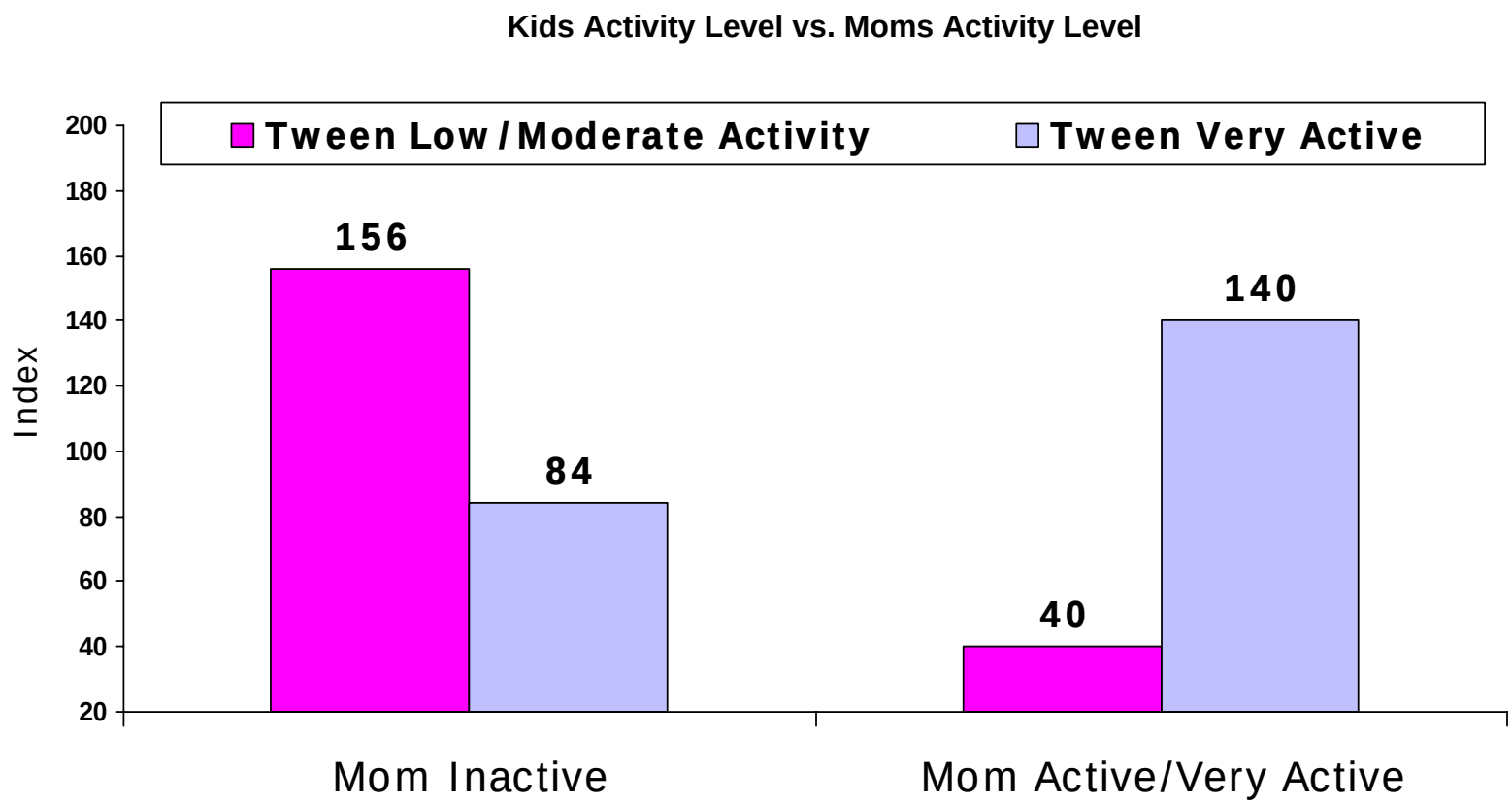
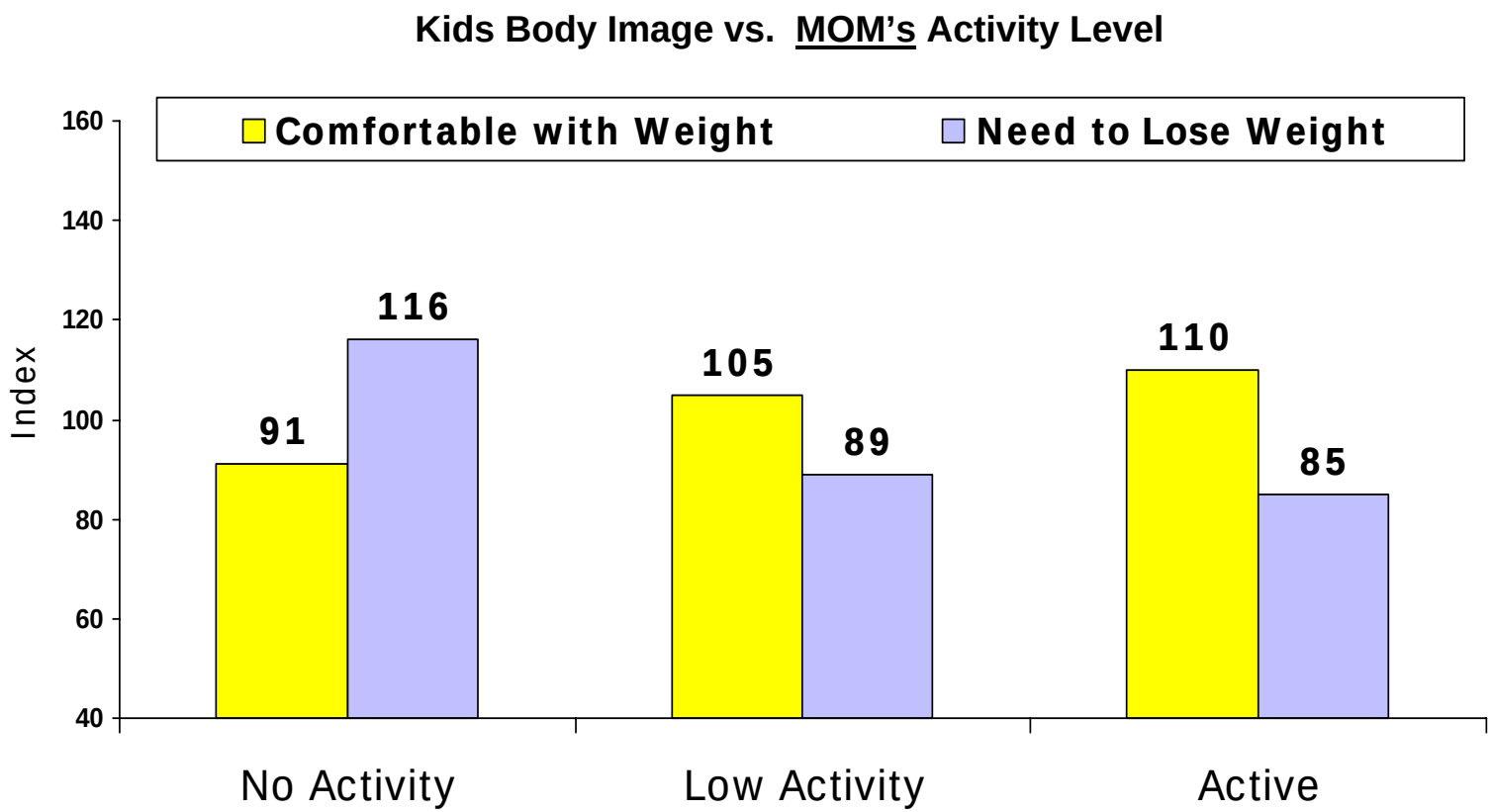
Base: Mothers of Tweens 7-12

Moms who are inactive are more likely to have children with low activity levels



Base: Mothers of Tweens 7-12

Kids with Active Moms are more likely to be comfortable with their weight



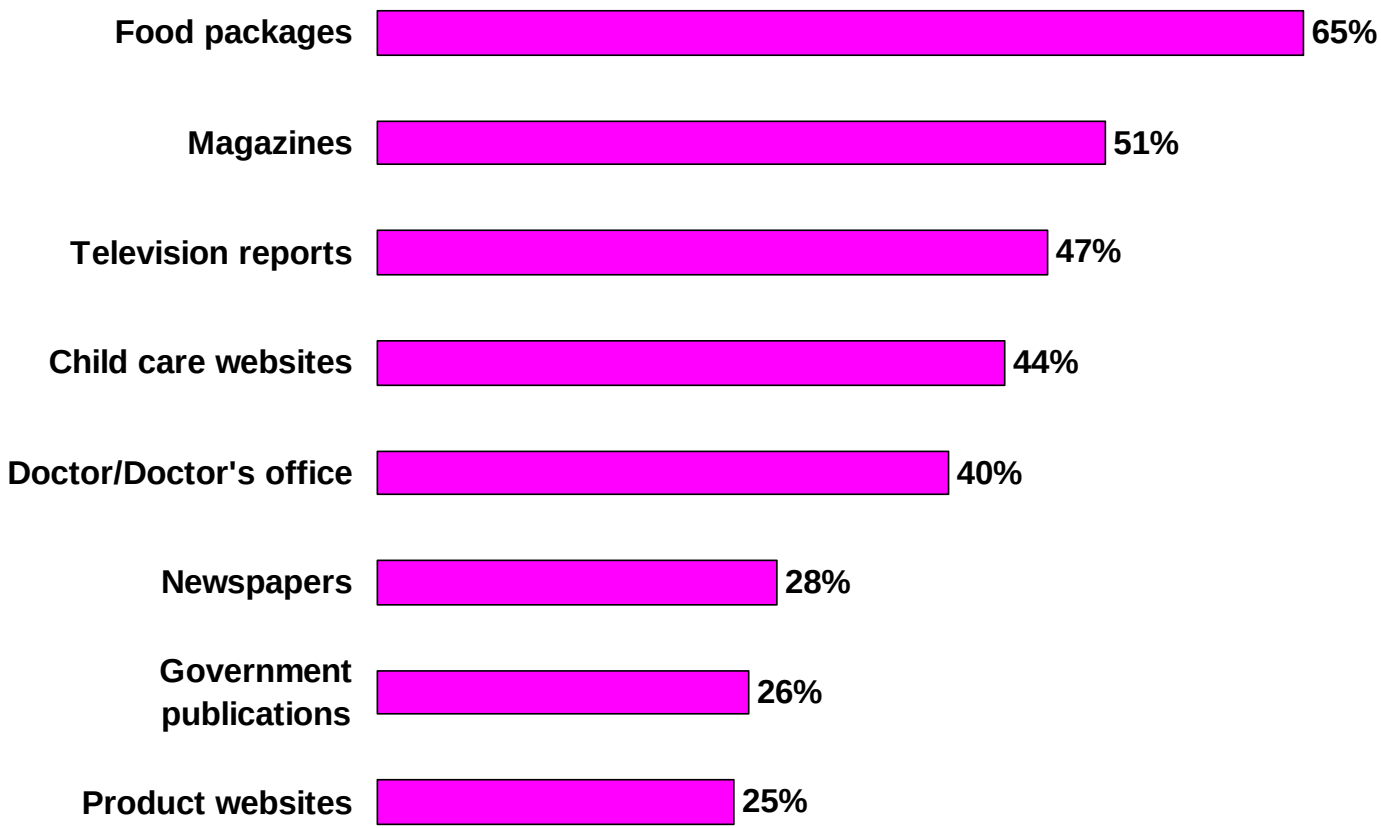
Base: Tweens 7-12 (Tween body image) / Mothers of Tweens 7-12 (Mom's activity level)

The Activity & Weight Connection - Summary

- Importantly, mom's activity level correlates with kids activity levels
  - If mother is active, kids are more likely to be active and way less likely to be inactive
  - If mother is inactive, kids are more likely to be inactive and much less likely to be active
  - If mother is inactive, kids are more likely to have body image concerns

Sources for Nutritional Information

Q: Where do you find out information about nutrition?



Base: Mothers of Tweens 7-12

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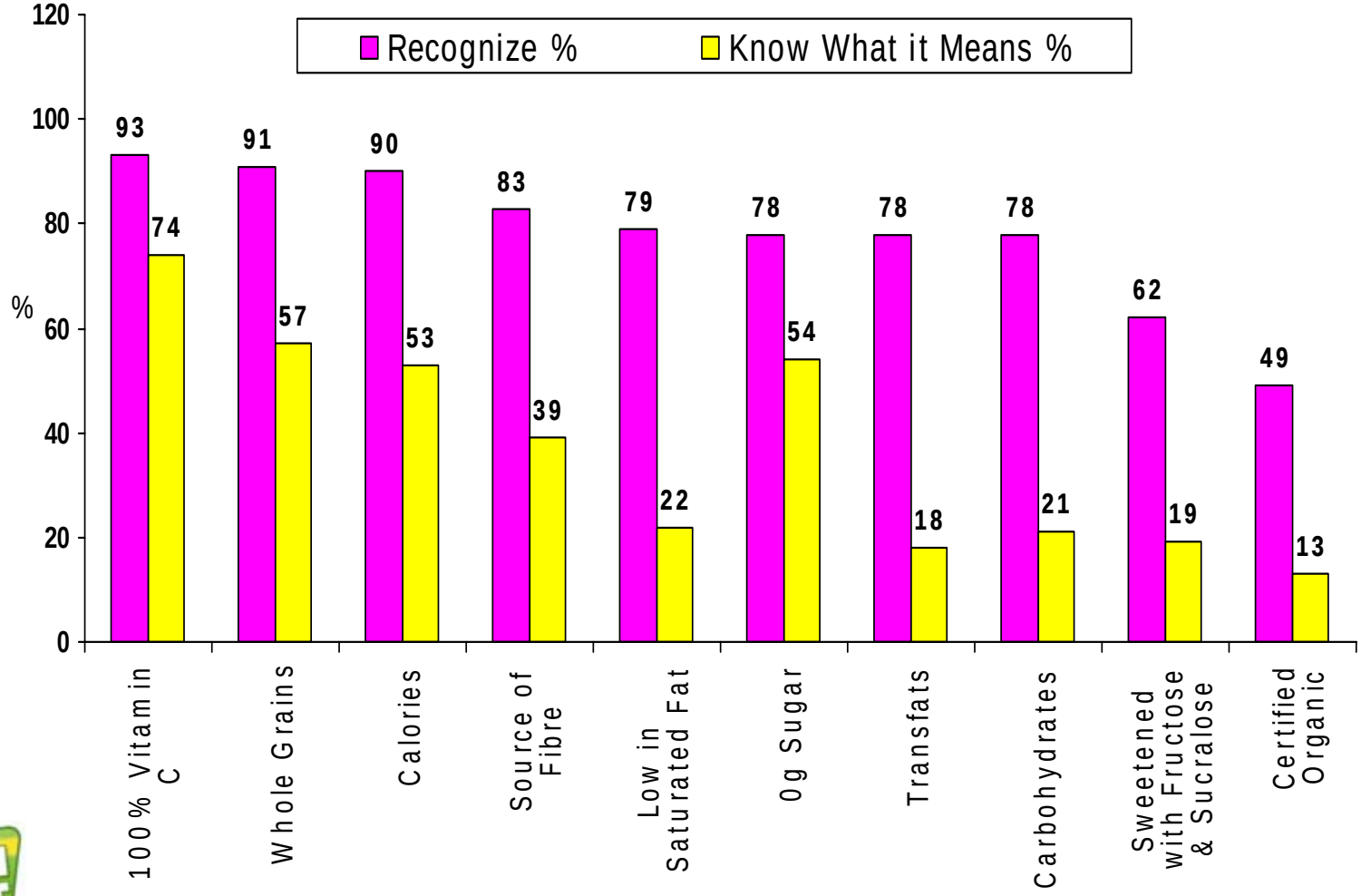
Disconnect with kids between *awareness* of Nutritional Terms and the *meaning* of those terms

Q. Now I am going to ask you about a bunch of words that you may have heard of or seen on packages or in TV commercials…



Base: Tweens 7-12

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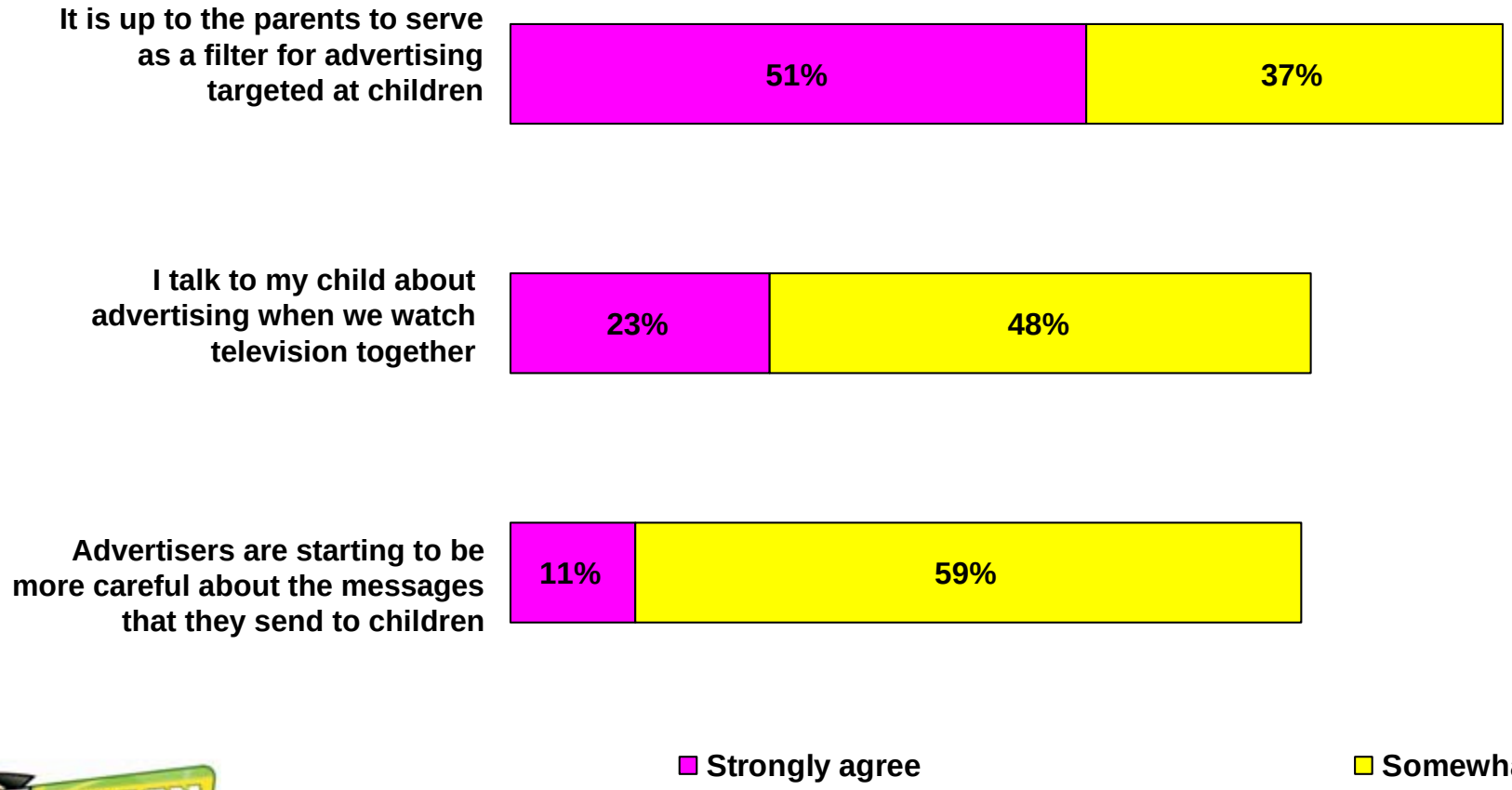
70% of Parents agree that "advertisers are starting to be more careful about the messages they send to children"



Base: Mothers of Tweens 7-12

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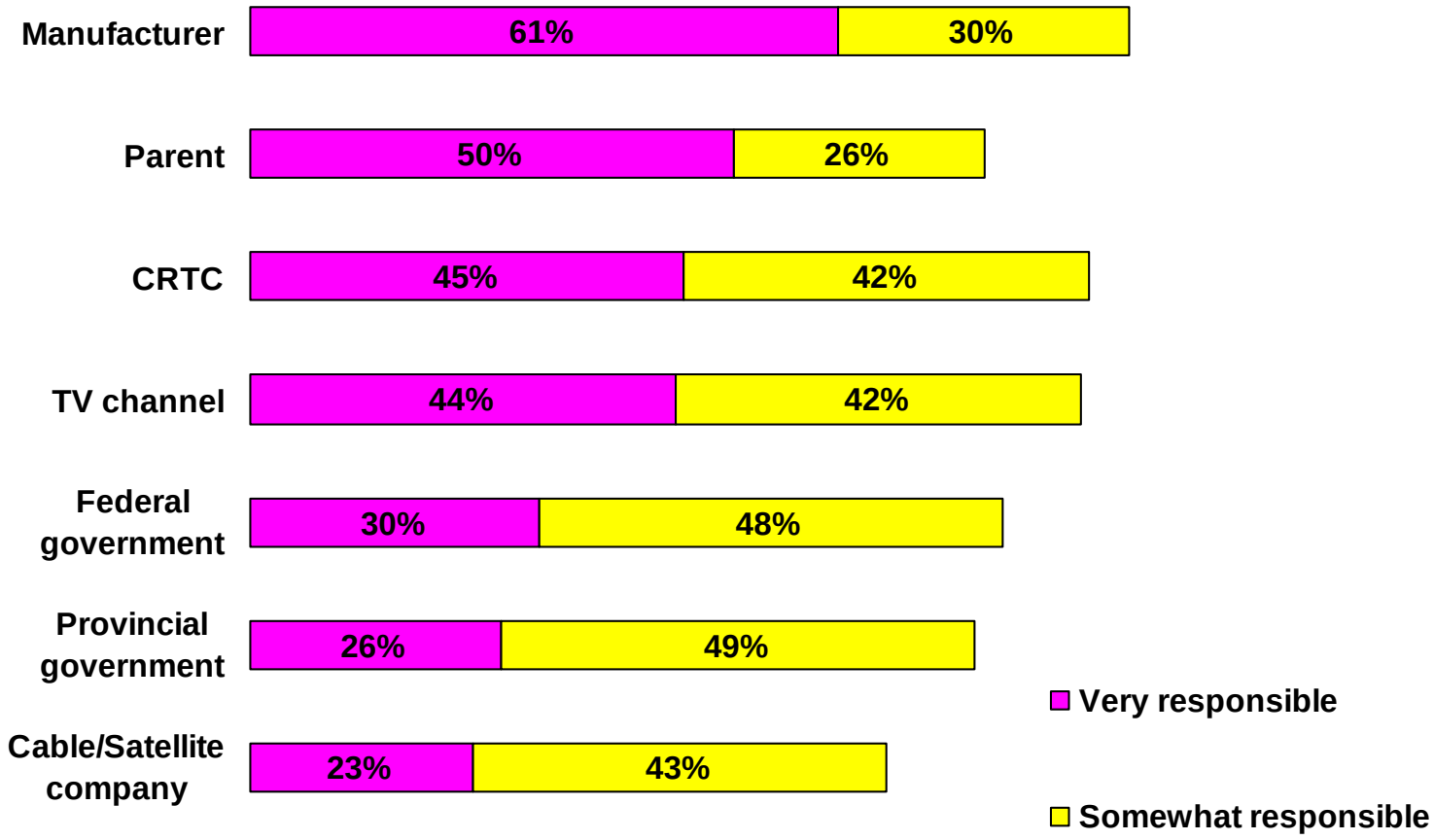
Who's Responsible for Inappropriate Children's Advertising?

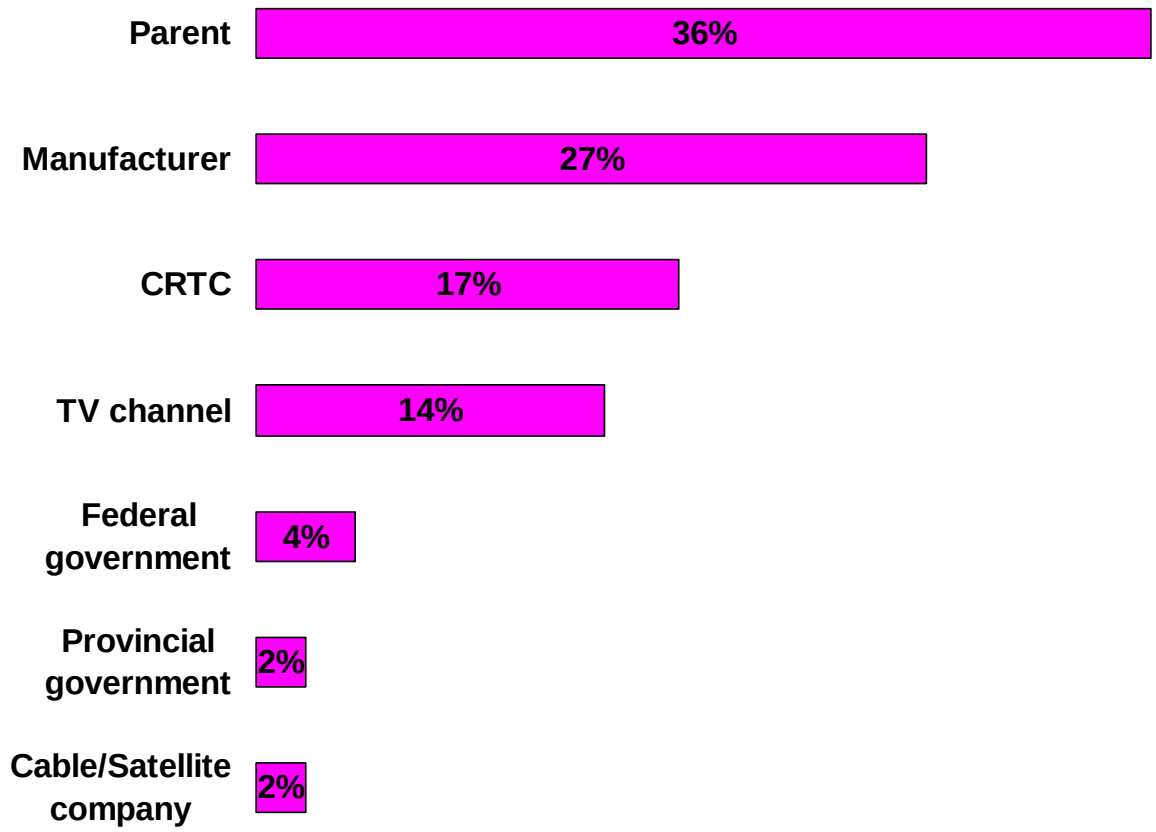
Q. Suppose for a moment that you saw a commercial for a product on a channel aimed for children that you thought was inappropriate. How responsible would you say each of the following is…?



Base: Mothers of Tweens 7-12

Who's Primarily Responsible for Inappropriate Children's Advertising?

Q. Ultimately if you had to choose one, who would you say is primarily responsible?



Base: Mothers of Tweens 7-12