



Kids, Food and Obesity

An Issue in Motion

November 2003

A Syndicated Study of 1,900 Canadian children, tweens, teens, parents and other adults

A Survey of 1,900 Children, Tweens, Teens, Parents and Other Adults

Kids, Food and Obesity: An Issue in Motion is a syndicated study that explores what is expected of Canadian food service providers, food/beverage manufacturers, government, schools, and parents to help children achieve/maintain a healthy weight. This syndicated study can be purchased for \$13,500, plus GST.

Obesity among children in Canada has tripled over the past 20 years. Today, more than one-third of all children in our country are overweight.

- This study is unique in its emphasis on talking with parents and children.
- This study is unique in its determination to identify broad-based, actionable solutions.

The survey explores factors that may influence the foods and beverages children consume. It examines the role of parents, peers, schools, advertising, the availability of products, and children's own preferences. It measures public opinion about trans fat in "children's" foods.

We Will Interview...

- 600 parents of children age 6-17
- 600 children
 - 200 Teens (age 13-17)
 - 200 Tweens (age 9-12)
 - 200 Children (age 6-8)
- 700 other adults

In total, 1,900 interviews will be completed.

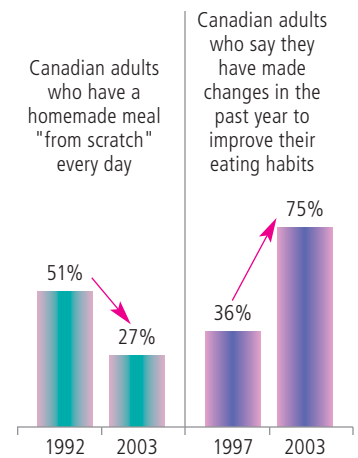
From Blame to Solutions

- Nearly all Canadian adults (94%) agree that "the number of overweight and inactive children is a serious health issue in Canada today."
- Most Canadian adults feel that parents are to blame for childhood obesity in Canada. Parents of children share this view...
- But parents need help in solving the problem.

Building on Knowledge

Ipsos-Reid possesses a wealth of knowledge about Canadian behaviours and attitudes related to weight, eating habits, exercise, and policy preferences. Through years of surveys, it also understands the trends in these issues. This study complements the recently completed *Canadians and Obesity: Measuring Awareness; Weighing Options* with adult respondents.

Trends... This Is an Issue In Motion



Value of a Syndicated Study

Syndicated (or shared) studies offer many advantages of custom research with the benefit of a much lower price, as costs are shared across multiple buyers. Core, shared survey content can be customized with the addition of proprietary questions.

Cost of "Kids, Food and Obesity"

The cost of the *Kids, Food and Obesity: An Issue in Motion* syndicated study is \$13,500 plus GST. This price includes:

- Topline Report
- Comprehensive Report with Executive Summary
- Detailed Data Tables
- In-Person Presentation provided on request. (Exclusive of travel costs outside the Toronto area.)



Custom, Proprietary Questions

Need to know more? Need to know what your consumers think? Add your own proprietary question(s) to the core survey questionnaire at an additional cost of \$1,500 per closed-ended question and \$2,000 per open-ended question.

Results will be provided to you on a strictly confidential basis. Clients wishing proprietary questions should contact an Ipsos-Reid team member since space on the questionnaire is limited.

Booster Samples

Need to dig deeper into a particular market segment? Subscribers may add a booster sample (e.g., of children, youths, parents, your market segment) for an additional cost.

Please contact an Ipsos-Reid team member to discuss your sampling needs and to obtain a price estimate.



Schedule*

Subscriber Consultation/ Questionnaire Design	Dec. 12, 2003
Proprietary Questions Due	Dec. 15, 2003
Data Collection	Jan. 5–23, 2004
Topline Report	Jan. 30, 2004
Detailed Report	Feb. 12, 2004

*This study will proceed as scheduled only if sufficient numbers of subscribers by December 01, 2003.

Methodology

Telephone interviews will be completed with a randomly selected sample of 1,900 Canadian children and adults. Child respondents will be selected from the Ipsos-Reid Household Panel and interviewed according to PMRS Rules of Conduct. Adult respondents will randomly selected from the Ipsos-Reid Household Panel and also through random digit dialling. Using 2001 Census data, the survey data will be weighted to reflect the demographic composition within each province.

For more information

For more information about the study or to place your proprietary questions on the survey, please contact one of our project team members:

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