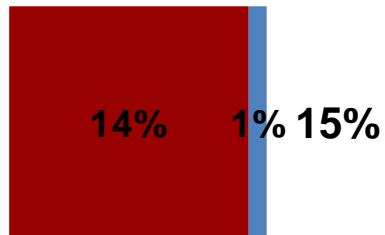


Parental Perception of Child's Weight

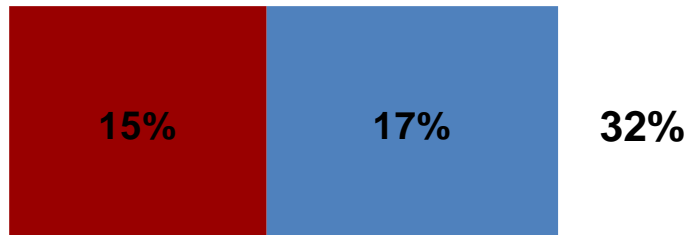
According to parents, % children who are...

A little overweight/Very overweight



According to CDC, % children who are...*

Overweight/Obese



*<http://win.niddk.nih.gov/statistics/index.htm#b>

Importance and Difficulty of Eating and Exercising to Maintain or Achieve a Healthy Weight

*% children whose parents say very/somewhat **important** that the child...*

Eats in a way that helps maintain or achieve a healthy weight



Exercises in a way that helps maintain or achieve a healthy weight



*% children whose parents say very/somewhat **difficult** to make sure child...*

Eats in a way that helps them maintain or achieve a healthy weight



Exercises in a way that helps them maintain or achieve a healthy weight



Top Reported Problems in Helping Child Maintain or Achieve a Healthy Weight

% children whose parents say each is a major/minor problem

Child sees a lot of advertising for foods that generally lead to unhealthy weight gain

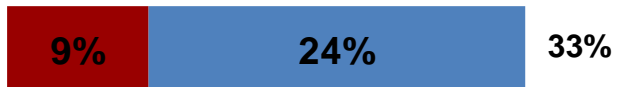


■ Major problem
■ Minor problem

Cost of exercise equipment, gym memberships, or team fees for child is too high



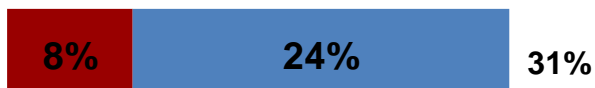
At lunchtime, child's school offers a lot of foods that can lead to unhealthy weight gain*



There aren't good sidewalks where we live, so we often drive instead of walk



There are few places where child can spend time with friends that are not restaurants/malls serving foods that lead to unhealthy weight gain†



Questions were randomized to reduce respondent burden

† Among children age 10 or older and * Among children in school so n ranges from 333 to 541 for set

Totals may not equal sum of parts due to rounding