

Alberta Healthy Weights Baseline Results

Quantitative Research

April 2007

Prepared for MacLaren McCann on behalf of Alberta Health and Wellness

Toronto

590 King St. W Suite 201
Toronto ON M5V 1M3
T 416 204 1256 F 416 204 1257

Los Angeles

468 N Camden Dr Suite 272N
Beverly Hills CA 90210
T 310 601 3042 F 310 601 3000

Youthography Inc.

590 King Street West, Suite 201
Toronto ON
M5V 1M3
t: 416.204.1256
f: 416.204.1257

www.youthography.com

Nicole Fawcette
Manager, Research & Strategy
Youthography Inc.
590 King Street West, Suite 201
Toronto ON
M5V 1M3
t: 416.204.1256 x: 240
f: 416.204.1257
nicole@youthography.com

Mike D'Abramo
Director, Research & Strategy
Youthography Inc.
590 King Street West, Suite 201
Toronto ON
M5V 1M3
t: 416.204.1256 x: 241
f: 416.204.1257
dabramo@youthography.com

Business Started: 1999
Year of Incorporation: 2001

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Executive Summary

- Youthography was contracted by MacLaren McCann in Calgary to provide research assistance related to the development of a resonant social marketing campaign for Alberta Health & Wellness aimed at promoting healthy weights in children and youth in Alberta.
- Youthography fielded an Alberta-wide survey tool online between March 16 and March 22, 2007 to a final sample of 1,575 respondents, targeting parents of children aged 0 to 8 and tweens and teens aged 9 to 18. These statistics are accurate within +/-2.5%, 19 times out of 20.
- Almost all respondents (97%) claimed they could recall any of the 4 food groups as described in Canada's Food Guide. However, top-of-mind recall indicated that only 65% could name all 4 food groups.
- There is a large gap in terms of the perception and actual consumption of vegetables and fruit intake. About 88% of respondents feel they are getting their daily recommended number of servings of vegetables and fruit; however, a significantly smaller amount is actually getting the recommended daily intake (which decreases with age). Only 11% of respondents reported eating 3 out of 4 food groups at every meal and 36% at more than 1 meal a day.
- The majority of respondents (65%) are eating vegetables and fruit 7 days a week.
- Unhealthy snacks (defined for the purpose of this survey as chips, cookies, candy, chocolate bars, etc) are consumed by most respondents either 2-to-3 times weekly (19% and 17% respectively) or daily (17%). As respondents grow from children to tweens, their daily snack consumption increases. Double the tweens and teens (26% and 21% respectively) reported eating 2 unhealthy snacks a day compared to kids aged 0 to 8 (11%).
- When asked about breakfast, 72% of all respondents claimed to have breakfast everyday. However, daily breakfast consumption declines with age (only 54% of teens eat breakfast everyday).
- Respondents are most commonly eating lunch at school, from a lunch brought from home (51%). Cafeteria lunches increase with age.
- Eating dinner with the entire family was a common, but not regular occurrence. Of all respondents, only 35% have dinner as a family every day and 30% dine together about 5 to 7 out of 7 days. Teens are less likely to eat dinner everyday with their parents.
- Over half of all respondents (53%) eat fast food once or twice a week. This number is similar for both informed and healthy eaters (*definitions of these terms can be found on page 7*). Fast food consumption is highest for tweens (61%) and for those in the lowest income and educational brackets.

- 85% of respondents claimed to be involved in deciding meals for themselves (or their child). This is 98% for parents, 61% for tweens and 77% for teens.
- Parents hold the most control of unhealthy snacks when children are aged 0 to 8 (98%). Tweens and teens both consider themselves the main preparers of their unhealthy snacks (88% and 91% respectively).
- Respondents were asked to associate one word with “healthy food” and the top answers send a clear message of what eating healthy means as 21% answered “vegetables” and 12% answered “fruit.” Overall, 44% of all answers were a reference to vegetables and fruit.
- Inconvenience is the biggest perceived barrier to healthy eating. Just about half of all respondents (45%) feel that there are no healthy alternatives when eating outside the home. This sentiment is driven largely by teens.
- When it comes to eating there is no indication of strong peer influence with tweens and teens. Over half (54%) of young people believe their best friend would approve of their healthy eating habits, but there is no real pressure to conform to healthy eating within their social circles.
- Only 7% could identify the accurate amount of accumulated daily activity required. The majority felt that 30 minutes was the correct amount of time.
- While only 85% of respondents think they are meeting the appropriate amount of physical activity, 42% of respondents are actually achieving or exceeding the standards set by Canada’s Physical Activity Guide. This is higher for children (47%) compared to tweens and teens (38%).
- Watching TV and playing video games is the single most common activity. Male tweens perform these activities at a slightly higher level than other respondents. Regionally, those outside the Calgary and Capital regions are 4% more likely to watch TV and play video games. Healthy eaters are also less likely to engage in these sedentary activities.
- Being fit and in shape were identified as the biggest benefits for respondents (90%). Increased energy is a powerful benefit and most important as reported by parents (91%).
- The top barriers to physical activity are cost and inconvenience (“it’s hard to be physically active at home”). Transportation is an added barrier for tweens (35%).
- Parents responded that they have the least amount of personal control over their children’s physical activity (12%). Not surprisingly this increases with age, though teens still report only 78% of personal control over their physical activity habits.
- Over half of respondents expect to, and feel likely to, follow through with their physical activity plans in the next week.

Background, Objectives & Methodology

Background & Objectives

Youthography was contracted by MacLaren McCann in Calgary to provide research assistance related to the development of a resonant social marketing campaign for Alberta Health & Wellness aimed at promoting healthy weights in children and youth in Alberta.

Reduced physical activity and increased consumption of unhealthy foods contribute to obesity among children. This research is intended to explore knowledge, attitudes, behaviours and motivators towards behaviour when it comes to their eating and physical activity.

The macro objectives of this baseline research were:

- To gain an understanding of knowledge, attitudes and behaviours of young Albertans with regards to nutrition and physical activity.
- To explore the social, familial and internal pressures and influences faced by children, youth and their parents.
- To determine the motivators and influencers among kids when it comes to eating behaviour and physical activity.

Methodology

To match the media and communication habits of today's young Albertans, Youthography fielded an Alberta-wide survey tool online between March 16 and March 22, 2007 to a sample of 1,575 respondents; including, parents of children aged 0 to 8 and tweens and teens aged 9 to 18.

Overall, the survey collected from 774 parents (information about their children aged 0 to 8), 296 tweens aged 9 to 12, and 505 teens aged 13 to 18. To collect the data on those respondents aged 0 to 8, we spoke directly to their parents; however, data is reported by subject age rather than as parents versus kids.

The actual numerical breakdown of respondents is as follows:

Total	Gender		Age			Region		All Others	Low Income	Income* Medium Income	High Income	
	Male	Female	0 - 8	9 - 12	13 - 18	Calgary	Capital					
Total	1575	739	836	774	296	505	509	511	555	222	450	432

*Excludes respondents that indicated 'Don't Know / Prefer Not to Say'

These statistics are accurate within +/-2.5%, 19 times out of 20.

In processing the study, a number of dummy variables were created for comparative purposes. The following table outlines which respondents are included in each variable:

<p>Urban Calgary, Edmonton, Red Deer, Lethbridge, Medicine Hat, Grande Prairie, Fort MacMurray, St. Albert, Sherwood Park</p>	<p>Small Urban Remaining respondents who indicated living in an urban area</p>	<p>Rural Respondents who indicated living in a rural area</p>
<p>Low Income Households with income less than \$30,000</p>	<p>Middle Income Households with income between \$30,001 and \$69,999</p>	<p>High Income Households with income \$70,000 or greater</p>
<p>Informed Eaters Respondents who know the recommended daily amount of vegetables and fruit for their age and correctly identified all four food groups</p>	<p>Informed Physical Activity Respondents who understand the physical activity recommendation for their (or their child's) age and actually fulfills that recommendation</p>	
<p>Healthy Eaters Eat the four food groups in more than one meal a day or at every meal, eat vegetables and fruit 6 or more days/week, eat the recommended servings of vegetables and fruit for their age, and eat unhealthy snacks less than 2 days/ week</p>	<p>Healthy Physical Activity Respondents that get 90 minutes of activity (a combination of vigorous and moderate) each day</p>	

Detailed Survey Results

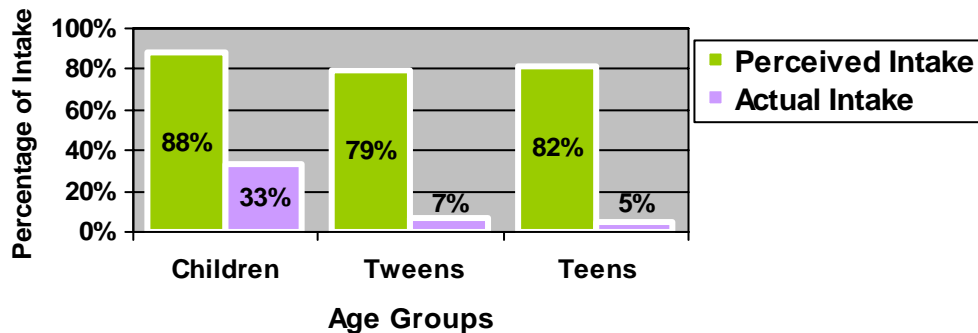
Healthy Eating Knowledge: Food Group Recall

- Almost all respondents (97%) claimed they could recall any of the 4 food groups as described in Canada’s Food Guide.
- Top-of-mind recall indicated that only 65% could name all 4 food groups. When reviewing the several sub-categories we found a mild tendency for females to have better recall scores than males.
- Vegetables and fruit had the highest level of recall with respondents (92%) followed by milk and alternatives (88%), meats and alternatives (83%) and grain products (82%).
- When asked, only 33% of parents felt that their child (0-8 years old) would know the 4 food groups. The main reason for this was that parents felt their “child was too young” to know (80%). Other verbatim reasons included that their “child had not been taught” the 4 food groups and that the parent “haven’t tried to teach them” or “haven’t been asked about them yet.”
- Informed Eaters (Respondents who know the recommended daily amount of vegetables and fruit for their age and correctly identified all four food groups) made up only 13% of the sample.

Healthy Eating Knowledge: Recommended Daily Intake of Vegetables & Fruit

- About one-third of respondents (28%) feel they get the daily recommended number of servings of vegetables and fruit with 56% believing they do “sometimes.” This response is consistent across genders and age groups.
- However, less than half are actually getting the recommended daily intake.

Perceived Versus Actual Recommended Daily Intake of Vegetables & Fruit By Age Group



*Perceived intake includes respondents that answered ‘Yes’ and ‘Sometimes’ to Question 15
Do you think you / your child is getting the daily recommended number of servings of vegetables and fruit?
(Question 15) / Thinking about yesterday, how many servings of vegetables and fruit did you/ your child eat?
(Question 20)

- Only 11% of respondents reported eating 3 out of 4 food groups at every meal and 36% at more than 1 meal a day.
- Cross-tabulations between those who eat 3 to 4 food groups at every meal versus 1 meal a week reveal there is a link between eating balanced meals and participating in vigorous activity for longer periods (double the time).
- Respondents' knowledge of serving sizes was tested using a true/false matrix that included a mix of foods in the form of correct and incorrect serving sizes. Results indicated that a glass of milk is the most recognizable form of a single serving. The false options or "red herrings" (indicated in red below) mostly show up lower on the list, but a fair percentage evaluated these incorrectly.
- Grain products were the hardest items to identify in terms of serving size, with many respondents indicating over-consumption of products like bagels or pasta/rice.
- Tweens and teens were less likely to identify smaller portions as correct serving sizes compared to parents. Items like the "1 carrot" scored lower with the tween / teen segment than "1 bagel."

Table 1: Serving Size Identification by Total & Age Group

(% of respondents who answered "True")	Total	Children	Tweens	Teens
1 cup (250 mL) of milk	92	92	92	90
1 banana	88	89	87	87
1 cup broccoli	84	82	84	87
½ cup (125mL) of cut fruit	83	88	81	76
1 slice of bread	80	84	80	75
1 cup (250mL) pasta/ rice	80	75	85	85
20 cherries	68	66	71	68
1 carrot	60	65	58	55
1 bagel	59	55	62	63
4 Tbsp (90mL) of peanut butter	52	50	52	56
1 stalk of celery	51	54	49	49
2 waffles	38	32	45	42

Off the top of your head, please identify whether the following portions best represent ONE serving size according to the Canada Food Guide by indicating True ("Yes, this best represents ONE serving size") or False ("No, this does not represent ONE serving size). (Question 17)

Healthy Eating Behaviour: Juice Consumption

- We looked at juice consumption habits and found that a strong percentage (63%) of respondents are consuming juice on a daily basis.
- When we dig deeper and look at how many servings of juice respondents are consuming, we see almost a quarter of respondents (24%) drinking fruit juice once a day. A close amount (22%) are drinking juice twice a day.

Healthy Eating Behaviour: Vegetables & Fruit

- The majority of respondents (65%) are eating vegetables & fruit 7 days a week.
- The modal number of fruit and vegetable servings was 2 per day (28%). A smaller number reported eating 3 (23%) and 4 (14%) servings in a given day.
- Informed and healthy eaters are more likely to eat more servings of vegetables & fruit (41% of informed eaters and 44% of healthy eaters ate 4 servings the day before the questionnaire).
- There seems to be no effect of informed or healthy physical activity habits on the number of servings consumed by respondents.
- Cross-tabs revealed that those who ate less vegetables & fruit servings in a week felt it was difficult to find healthy options when they were out (64% of respondents that ate vegetables & fruit 2 days a week, compared to 50% of those who ate vegetables & fruit 6 days a week).
- Those that eat fewer servings of vegetables & fruit per week are more likely to eat daily unhealthy snacks (9% more likely for those that had fruit and vegetables 2 days a week versus 6 days a week).
- Those that eat more servings per day of fruit and vegetables are more likely to say they are typically involved in deciding or preparing any of the meals they eat (9% more likely between those who eat between 2 and 6 fruit and vegetable servings per day).

Healthy Eating Behaviour: Unhealthy Snack Consumption

- For the purpose of this research, unhealthy snacks are classified as chips, cookies, candy, etc.
- Unhealthy snacks are consumed by most respondents either 2 to 3 times weekly (19% and 17% respectively) or daily (17%).
- In a given day, respondents ate one unhealthy snack (44%).

- As respondents grow from children to tweens, their daily unhealthy snack consumption increases. Double the tweens and teens (26% and 21% respectively) reported eating 2 unhealthy snacks a day compared to kids aged 0 to 8 (11%).
- Daily unhealthy snack servings are highest with low income respondents (21% indicated eating 2 servings of unhealthy snacks a day compared to 14% of high income respondents).
- Informed eaters are more likely to eat 0 to 1 unhealthy snacks a day compared to uninformed eaters.
- Healthy Eaters (those who eat 3 out of 4 food groups at least once a day, consume fruit and vegetables 6 or more days weekly, have the appropriate number of servings, and 2 or less unhealthy snacks weekly) make up only 6% of the sample.
- 70% of healthy eaters reported not eating any unhealthy snacks in a given day.

Healthy Eating Behaviour: Breakfast

- When asked about breakfast, 72% of all respondents claim to have breakfast everyday. Only 3% claim to not eat breakfast at all.
- Daily breakfast consumption declines with age. Only 54% of teens reported eating breakfast everyday (6% do not eat any breakfast).
- Daily breakfast consumption increases with household income – 80% of respondents in high income households eat a daily breakfast compared to 57% of those in low income households.
- Informed eaters and healthy eaters are most likely to eat a daily breakfast.
- The majority of all breakfasts (92%) are made in the home. This decreases the most for teens as they start to eat breakfast from the school cafeteria or take a home-prepared breakfast to school to eat.
- Over half of respondents (58%) claim to not have any type of breakfast program at school. Of those that do have access to a program, about 45% go “sometimes” or “frequently,” while the rest never go at all. Teens and those from low income households are most likely to never go to a school-provided breakfast program.
- Of those that don’t go to their school-based breakfast program, the most common reason was “I/my child has breakfast at home” at 54%. Secondary reasons were “time / distance constraints” (16%) and the programs are “too expensive” (10%).

Table 2: Breakfast Locations by Total & Age Group

	%	Total	Children	Tweens	Teens
At home		92	96	92	84
At school, from a breakfast brought from home		4	0	1	4
Don't eat breakfast		1	0	1	2
Other		3	0	0	0

Where do you / your child most commonly eat breakfast? (Question 24)

Table 3: Total School Breakfast Program Participation

	%	Total
No, my school does not have a regular breakfast program		58
Yes, and I never go to this		9
Yes, and I go to this sometimes		5
Yes, and I go to this frequently		1
Other		26

Does your / your child's school have a regular breakfast program? (Question 25)

Healthy Eating Behaviour: Lunch

- Respondents are most commonly eating lunch at school, from a lunch brought from home (51%). Eating lunch at home is a secondary behaviour for the total population of respondents (37%), but it is the predominant location for children aged 0 to 8 (62%).
- Eating lunch from the cafeteria was driven by teens (12%).
- Interesting to note is that healthy eaters are more likely to eat lunch at home (55% compared to 36% of non-healthy eaters), while non-healthy eaters are more likely to eat a lunch from home at school (52% compared to 37% of healthy eaters).
- Still, cross-tabs reveal that the majority of respondents who eat a lunch brought from home, at school, still ate vegetables and fruit 7 days a week (71%).

Table 4: Lunch Locations by Total & Age Group

	%	Total	Children	Tweens	Teens
At school, from a lunch brought from home		51	30	81	65
At home		37	62	12	13
At school, from the cafeteria		5	1	3	12
At child care provider		3	5	1	0
Eat inside a fast-food restaurant / food court		1	0	0	3
At school, from the vending machine		1	0	0	2
Still nursing		1	1	0	0
Don't eat lunch		1	0	0	2

Where do you / does your child most commonly eat lunch? (Question 27)

Healthy Eating Behaviour: Dinner

- Eating dinner with the entire family was a common, but not regular occurrence. Of all respondents, only 35% have dinner as a family every day and 30% dine together about 5 to 6 out of 7 days.
- Children aged 0 to 8 and tweens eat with their family everyday at similar levels (about 40%). This decreases by half for teens (24%). Teen dinner habits are more fragmented – a similar number of teens have dinner with their family anywhere from 3 to 7 nights a week.
- The likelihood to have dinner as a family increases with income and education levels.
- Cross-tabs reveal that those respondents who eat dinner as a family are more likely to eat vegetables and fruit more often (i.e 48% compared to 66% in consuming vegetables and fruit 7 days/week for those that eat with their family 1 to 2 times a week compared to those who eat with their family 5 to 6 days a week).

Table 5: Frequency of Dining as a Family by Total & Age Group

	%	Total	Children	Tweens	Teens
None		4	2	3	8
One to two days		11	9	10	15
Three to four days		20	19	18	25
Five to six days		30	30	34	29
All seven days		35	41	36	24

During the last 7 days, how many days did everyone in your house sit down and eat dinner together? (Question 32)

Healthy Eating Behaviour: Fast Food Consumption

- Over half of all respondents (53%) eat fast food once or twice a week. This number is similar for both informed and healthy eaters.
- Respondents from low income households are more likely to eat fast food 3 to 4 times a week (12% compared to 4% and 5% for middle and high income households respectively).

Table 6: Frequency of Fast Food Consumption by Total & Age Group

%	Total	Children	Tweens	Teens
0	39	52	61	50
1 to 2	53	4	6	12
3 to 4	7	0	1	1
5 to 7	1	0	0	1
8+	1	44	31	36

During the last 7 days, how many meals did you / your child eat from a fast food restaurant (A restaurant with a drive-thru and/or food court?) (Question 33)

Healthy Eating Behaviour: Meal Preparation

- 85% of respondents claimed to be involved in deciding meals for themselves (or their child). This is 98% for parents, 61% for tweens and 77% for teens.
- Top priority consideration for meals are that they are something enjoyed by everyone (“It’s something my family likes to eat,” 78% top two box).
- Healthy considerations (“It’s the healthiest”) was the second most popular consideration for parents (71% top two box). However it ranked sixth for tweens/ teens (40% top two box).
- Tweens and teens are more self-motivated when it comes to preparing meals – “It’s something I like to eat” is the most important (90% top two box).

Table 7: Considerations for Meal Preparation by Total & Age Group

Top Two Box Score % (Agree Completely + Agree)	Total	Children	Tweens	Teens
It’s something my family likes to eat	78	86	75	66
It’s something that I like to eat	73	59	90	91
It’s in the fridge / cupboard	61	56	74	65
It is the healthiest	60	71	40	47
It’s (or the ingredients) affordable	49	54	38	42

It's (or the ingredients) easy to buy	47	49	43	43
It's easiest to make	45	34	58	60
It's fastest to make	40	30	49	54
It's something new my family has never tried	24	27	14	23
It's something new I've never tried	24	25	12	27

On a scale of 1 to 5, where 1 = "Disagree Completely" and 5 = "Agree Completely," please tell us how likely you are to take into account the following considerations when choosing what MEALS to prepare for you /your child. (Question 29)

Healthy Eating Behaviour: Snack Preparation

- Parents hold the most control of unhealthy snacks when children are aged 0 to 8 (98%). Tweens and teens both consider themselves the main preparers of their unhealthy snacks (88% and 91% respectively).
- Convenience is a major motivator for the types of unhealthy snacks consumed (70% top two box chose unhealthy snacks based on what's "in the fridge/cupboard"). For parents the most important consideration is that it's "something my family likes to eat" (82% top two box) and for tweens/teens it's "something I like to eat" (90% top two box).
- The desire to sample something new is not a factor, and familiarity is most important on both a communal and individual level.

Table 8: Considerations for Snack Preparation by Total & Age Group

Top Two Box Score % (Completely Agree + Agree)	Total	Children	Tweens	Teens
It's in the fridge / cupboard	70	86	75	77
It's something my family likes to eat	69	59	90	53
It's something that I like to eat	66	56	74	89
It's the easiest to make	63	71	40	75
It's the fastest to make	60	54	38	75
It is the healthiest	52	49	43	37
It's (or the ingredients) affordable	46	34	58	38
It's (or the ingredients) easy to buy	45	30	49	42
It's something new my family has never tried	19	27	14	18
It's something new I've never tried	19	25	12	21

On a scale of 1 to 5, where 1 = "Disagree Completely" and 5 = "Agree Completely," please tell us how likely you are to take into account the following considerations when choosing what SNACKS to have/ give your child. (Question 31)

Healthy Eating Attitudes: Perceptions

- Respondents were asked to associate one word with “healthy food” and the top answers send a clear message of what eating healthy means as 21% answered “vegetables” and 12% answered “fruit.” Overall, 44% of all answers were a reference to vegetables and fruit.
- The fourth item was “bland / boring / yuck” as mentioned by 4% of respondents. This rose to 7% for 9 to 18-year-olds.

Table 9: Total Top of Mind Perceptions of Healthy Eating

	%	Total
1	Vegetables	21
2	Fruit	12
3	Nutrition / Nutritious	6
	Good/ Excellent	6
4	Fresh	4
	Tasty / Yummy / Delicious	4
	Bland / Boring / Yuck	4

What ONE word comes to mind when you think about healthy food? (Question 34)

Healthy Eating Attitudes: Benefits

- Respondents were asked to tell us what they felt the benefits were to eating healthy and immediate physical and sensual experiences are top-tier benefits.
- Positive energy and good taste provide instant gratification for eating healthy. “I feel more alert and energized” was the top benefit (80%) followed by “It tastes good” (71%).
- Ongoing benefits, like weight management and healthy digestion are less important to respondents.

Table 10: Benefits to Healthy Eating by Total & Age Group

	%	Total	Children	Tweens	Teens
I feel more alert and energized	80	89	65	75	
It tastes good	71	78	66	62	
I like the way it helps my physical appearance	57	54	46	67	
It's easy to prepare at home	54	65	47	42	
It controls my weight	53	50	50	60	

I experience less digestion troubles	47	55	32	42
It's affordable	41	52	28	33
Helps me feel good in clothes	32	21	34	48
Helps me feel in control of things	30	29	19	37

What do you think are all the “best” parts of eating healthy/for your child? Select all that apply. (Question 35)

Healthy Eating Attitudes: Barriers

- Inconvenience is the biggest barrier to healthy eating. Just about half of respondents (45%) feel that there are no healthy alternatives when eating outside the home. This sentiment is driven largely by teens (57%). Personal preference is also a major factor for respondents as 50% of tweens identify themselves as picky eaters.
- One-third of both low and middle income respondents felt “fruit and vegetables are expensive.” This is double the response from those in the highest income category (16%).

Table 11: Barriers to Healthy Eating by Total & Age Group

%	Total	Children	Tweens	Teens
It's hard to find healthy options when I'm out	45	41	37	57
I am a picky eater	40	39	49	37
Vegetables and fruit are expensive	26	26	27	25
Too much time to plan	26	17	23	41
It's confusing to know what kinds of foods to eat	22	14	33	26
I don't like vegetables	21	20	29	18
It's hard to prepare healthy meals at home	17	12	12	28
It doesn't fill me up	15	5	19	26
I don't like meat and alternatives	12	14	10	9
I don't like fruit	8	7	13	6

What do you think are the biggest barriers to eating healthy/for your child? Select all that apply. (Question 36)

Healthy Eating Attitudes: Parental & Peer Influence

- There is no indication of strong peer influence with tweens and teens. Over half (54%) of respondents believe their best friend would approve their healthy eating habits, but there is no real pressure to conform to healthy eating within their social circles.

- Interestingly, 40% of young people’s best friends say they should eat healthier, but less than one-third of their friends are role models for healthy eating (26% of tweens/teens describe their best friends as healthy eaters).

Table 12: Parental Influence Over Healthy Eating by Total & Age Group

	Top Two Box Score % (Completely Agree + Agree)	Total	Children	Tweens	Teens
My parents eating choices influence my eating choices	68	68	77	66	56
I / my parents cook using fresh ingredients most of the time	60	60	60	55	62
My parents talk about healthy food choices with me at least once a week	41	41	45	46	31
I wish my family had more money to make healthier meals	40	40	51	32	28
My parents make me eat my full meal	40	40	35	54	39
I wish my family had more time to make healthier meals	32	32	39	20	28
I often have snacks and unhealthy food	16	16	5	23	29
I / my parents cook using pre-packaged meals / side dishes most of the time	14	14	14	18	14
I / my parents don't have time to make dinner every night	14	14	12	14	16
Mealtime is the most frustrating part of my day	11	11	14	9	7
I often buy or order fast food for me to save time	7	7	32	5	13

On a scale of 1 to 5, where 1 = Completely disagree and 5 = Completely agree, please tell us how much you agree with the following statements about the food you / your children eat. (Question 37)

Table 12a: Parental Influence Over Healthy Eating by Gender & Income

	Top Two Box Score % (Completely Agree + Agree)	Male	Female	Low Income	Middle Income	High Income
My parents eating choices influence my eating choices	67	67	69	65	74	72
I / my parents cook using fresh ingredients most of the time	62	62	57	55	59	62
My parents talk about healthy food choices with me at least once a week	37	37	44	37	43	51
I wish my family had more money to make healthier meals	38	38	42	50	55	30
My parents make me eat my full meal	45	45	35	46	39	33
I wish my family had more time to make healthier meals	29	29	34	38	37	29
I often have snacks and unhealthy food	18	18	14	16	12	11
I / my parents cook using pre-packaged meals / side dishes most of the time	14	14	15	21	15	11
I / my parents don't have time to make dinner every night	13	13	14	17	12	15
Mealtime is the most frustrating part of my day	11	11	11	13	12	12
I often buy or order fast food for me to save time	7	7	7	8	5	6

On a scale of 1 to 5, where 1 = I completely disagree and 5 = I completely agree, please tell us how much you agree with the following statements about the food you / your children eat. (Question 37 Based on gender and income)

Table 13: Tween & Teen Perceived Parental Pressure

Top Two Box Score % (Strongly Agree + Agree)	Total (Tweens + Teens)
My parents would approve if I ate healthily	94
My parents think I should eat healthy	88
My parent is a healthy eater	60

On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following scales. (Question 38)

Table 14: Tween & Teen Perceived Peer Pressure

Top Two Box Score % (Strongly Agree + Agree)	Total (Tweens + Teens)
My best friend would approve if I ate healthily	54
My best friend thinks I should eat healthy	38
My best friend is a healthy eater	26

On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following scales. (Question 39)

Healthy Eating Attitudes: Personal Choice

- Respondents were asked to identify the level of control they feel they have over their eating habits, particularly, their healthy eating behaviours. Parents of children 0 to 8 were asked to answer on behalf of their children.
- Parental and peer influences aside, only 34% of young people scored themselves a 5, 6 or 7 (out of seven) when offered the statement: “Whether or not I eat healthy is entirely up to me.”
- Notice that a similar percentage scored themselves a 1, indicating that they feel they have no choice when it comes to eating healthy. This was almost double (64%) for parents of kids aged 0 to 8. Teens felt the highest control with a top three box score of 72%.

Table 15: Personal Choice, Healthy Eating, by Total, Age Group & Gender

%	Total	Children	Tweens	Teens	Male	Female
1 = Strongly Disagree	33	63	10	2	33	34
2	15	23	13	5	16	15
3	8	6	16	7	9	8
4	10	4	17	14	7	11
5	12	2	19	23	12	12

6	9	1	15	17	9	8
7 = Strongly Agree	13	1	11	32	14	12
Top Three Box Score = 5+6+7	34	4	45	72	35	32

Whether or not I / my child eat(s) healthy is entirely up to me (him or her). (Question 41)

Healthy Eating Attitudes: Self-Efficacy

- There is definitely a strong desire to eat healthier with respondents, but desire slightly overrides ability. Parents of 0 to 8 drove this intention rate.
- Healthy eaters had desire and intention numbers into the high 90% range which signifies a confidence and control over healthy eating habits. Males and tweens had lower levels of healthy eating intention.

Physical Activity Knowledge: Daily Recommended Physical Activity

- We asked respondents to tell us what they thought the recommended daily accumulated amount of physical activity was for their or their child's age according to Canada's Physical Activity Guide.
- Only 7% could identify the accurate amount of daily activity required*. The majority felt that 30 minutes was the correct amount of time. Those who ate healthier tended to be more knowledgeable about physical activity as well.
- Combined, approximately 85% of respondents feel that "yes" or "sometimes" they are getting the recommended daily amount of physical activity.

Table 16: Perceived Accumulated Amount of Daily Physical Activity by Total, Age Group & Gender

%	Total	Children	Tweens	Teens	Male	Female
10 minutes	1	1	1	1	1	1
20 minutes	6	7	5	4	6	6
30 minutes	38	38	38	36	36	39
40 minutes	8	6	10	9	7	9
50 minutes	3	2	1	4	3	2
60 minutes	25	25	24	26	26	24
70 minutes	1	0	1	2	1	1
80 minutes	1	1	1	2	2	1
90 minutes	7	7	5	7	7	7
100 minutes	1	1	2	2	2	1
I don't know	11	12	13	8	11	11

Please tell us what you think the recommended daily accumulated amount of physical activity is for your / your child's age according to Canada's Physical Activity Guide for Youth / Children. (Question 44)

* The recommended daily accumulated amount of physical activity for children and youth according to Canada's Physical Activity Guide for Youth / Children is 90 minutes.

Table 16a: Perceived Accumulated Amount of Daily Physical Activity by Income & Education

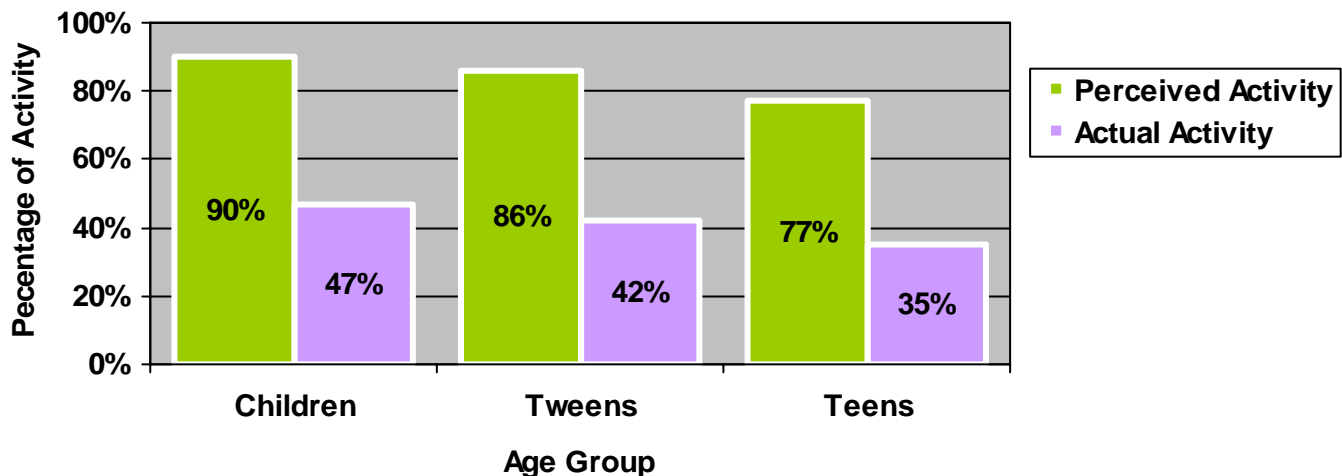
	%	Low Income	Middle Income	High Income	High school or Less	Some Post Secondary	+Post Secondary
10 minutes		2	0	1	2	1	0
20 minutes		6	7	4	7	6	7
30 minutes		41	35	38	35	41	40
40 minutes		5	8	8	5	7	6
50 minutes		2	3	1	4	2	1
60 minutes		20	24	29	28	23	21
70 minutes		1	1	1	0	0	1
80 minutes		2	1	1	1	2	1
90 minutes		7	6	7	5	6	11
100 minutes		3	2	2	0	2	1
I don't know		11	12	7	12	10	13

Please tell us what you think the recommended daily accumulated amount of physical activity is for your / your child's age according to Canada's Physical Activity Guide for Youth / Children. (Question 44)

Physical Activity Behaviour: Vigorous and Moderate Activity

- While 85% of young people think they are meeting the appropriate amount of physical activity, only 42% of respondents are actually achieving or exceeding the standards set by Canada's Physical Activity Guide. This is higher for children (47%) compared to tweens and teens (38%).

Perceived & Actual Amount of Recommended Daily Physical Activity



Do you think you / your child is getting the recommended daily accumulated amount of physical activity? (Question 45)
 For how many minutes did you / your child do vigorous physical activity (Question 47) / For how many minutes did you / your child do moderate physical activity? (Question 49)

- We asked respondents about their vigorous and moderate activity levels:
 - Vigorous activity was defined as any activity that makes you breathe harder than normal, raises the heart rate and takes hard physical effort. Vigorous activities may include running, playing soccer, aerobics, and fast bicycling.
 - Moderate activity was defined as any activity that makes you breathe *somewhat* harder than normal and may include bicycling at a regular pace, brisk walking and skating.
- Of total respondents, 50% and 62% claim to do vigorous and moderate activity, respectively, 5 or more days a week.
- When looking at frequency, we see a similar story: 51% of respondents are vigorously active for more than 30 minutes and 70% are moderately active for more than 15 minutes daily.
- Cross-tabs reveal that those that exercised vigorously more often during the week are more likely to eat vegetables and fruit throughout the week: 52% for

those that had vigorous physical activity twice a week compared to 73% that had vigorous activity 6 days a week. We see the same trend between those that do a low and high frequency of moderate physical activity throughout the week.

- We also saw that those respondents that do low vigorous physical activity (10-15 minutes in the past day) find it “hard to be physically active during the day” as a top barrier to physical activity, whereas those that do high vigorous physical activity (61-90 minutes in the past day) feel that “cost” is their biggest barrier to increased physical activity.

Table 17: Amount of Vigorous & Moderate Physical Activity by Total & Age Group

%	Total Vigorous	Total Moderate	Children Vigorous	Children Moderate	Tween Vigorous	Tween Moderate	Teen Vigorous	Teen Moderate
None or less than 10 minutes	11	7	7	4	11	7	16	10
10 to 15 minutes	11	15	9	11	12	18	13	19
16 to 30 minutes	20	25	20	24	22	27	20	27
31 to 60 minutes	28	26	30	28	30	29	23	21
61 to 90 minutes	12	9	11	11	12	6	12	8
90+ minutes	11	9	12	12	8	6	12	8
Don't Know/Not Sure	7	8	10	10	6	7	4	6

Thinking about yesterday, for how many minutes did you / your child do [vigorous /moderate] physical activities?
(Questions 47 and 49)

Physical Activity Behaviour: Locations

- Schools (60%) and other public facilities (52%) were the most commonly used spaces for respondents to participate in physical activity.
- Organized teams (36%) and private lessons (28%) followed.

Physical Activity Behaviour: Endurance, Flexibility and Strength

- Respondents participate in endurance, flexibility and strength activities between 0 and 2 days a week. What is revealing is the gap between practicing these forms of physical activity on a daily basis versus participating in sedentary activities (see Table 18).
- Respondents participate in activities that help build endurance on an average of two days a week, or not at all. Over 43% of teens participate in endurance activities 2 to 3 days a week and 28% of informed physical activity respondents are involved 7 days a week.

- Respondents participate in flexibility activities between 0 and 2 days a week. About 28% of children perform these activities everyday (compared to 9% of tweens and teens).
- Almost 40% of respondents indicated never doing any strength training activities. This is 5% lower for males. Children are much less likely to do these types of activities. About 40% of teens indicated participating in these activities about 2 to 3 days a week.

Table 18: Total Frequency of endurance activity, flexibility activity, strength activity and TV / Video Game habits

Total %	Endurance	Flexibility	Strength	TV
0 Days	21	24	39	6
1 Day	8	8	8	2
2 Days	12	12	10	5
3 Days	11	9	8	6
4 Days	7	5	4	6
5 Days	9	9	5	10
6 Days	3	2	1	6
7 Days	8	10	5	56
Don't know / Not sure	20	19	19	4

During the last 7 days, on how many days did you / your child do activities that encourage Endurance, Flexibility, and Strength (Questions 50, 51, 52). During the last 7 days, on how many days did you / your child watch TV, play computer games and/or play video games? (Question 53)

Physical Activity Behaviour: TV watching & Video games

- Watching TV and playing video games is the single most common activity (62% of all respondents participate in these 7 days a week).
- Male tweens perform these activities at a slightly higher level than other respondents.
- Regionally, those outside the Calgary and Capital regions are 4% more likely to watch TV and play video games.
- These activities also increase as household income rises (low income respondents are 10% less likely to participate). Healthy eaters are also less likely to engage in these sedentary activities.
- About 54% of respondents claim to watch TV or play video games more than 1 hour per day. Tween boys watch 1 to 2 hours of TV more than any other age segment (35%) and the amount of time decreases with higher household income (only slightly though).

Physical Activity Attitudes: Perceptions

- The most common top-of-mind words used to describe physical activity were “fun and/or exciting.” As we’ll later see, respondents do not completely believe that physical activity is fun.
- The good news: most of the other terms listed are positive descriptors like “health/healthy” or just neutral forms of physical activity (i.e “sweat” and “walking”) while other words used included “Difficult / Hard.”

Physical Activity Attitudes: Benefits

- Not surprisingly, improved fitness is identified as the biggest benefit for respondents. This importance increases with age (91% for teens).
- Like healthy eating, the instant feeling of increased energy is also a powerful benefit, but more so according to parents (91% for children).
- Other common responses were those associated with personal benefits, as opposed to social benefits.

Table 19: Physical Activity Benefits by Total, Age Group & Gender

	%	Total	Children	Tweens	Teens	Male	Female
Help me be fit / in shape	90	89	86	91	89	90	
Gives me more energy	86	91	78	81	87	86	
Help me be physically strong	81	84	72	82	84	78	
Help me feel good about myself / proud	76	82	63	76	74	79	
Socializing / being with friends	73	81	70	63	73	73	
Help me control my weight	62	62	49	69	60	63	
Stress reduction	59	73	29	57	57	61	
Help me have body shape or muscles that I like	56	47	51	73	58	55	
Help me feel in control of things	44	53	24	42	46	42	
It's fun	1	1	1	1	1	1	
Child sleeps better	1	1	0	0	1	1	

What do you think are all the benefits of physical activity? Select all that apply. (Question 56)

Physical Activity Attitudes: Barriers

- Overall, the total top barriers to physical activity are **cost** (33%) and **inconvenience** (32%). These numbers begin to lower as income level rises. Tweens and teens both chose “transportation” as a top barrier (35% for tweens and 41% for teens), and a large number of teens chose “It’s hard to be physically active at home” (42%) and “It’s hard to be physically active during the day / no time” (50%).
- Additionally, for those living in rural areas, we found “lack of transportation” to be the top barrier.

Table 20: Physical Activity Barriers by Total, Age Group & Gender

	%	Total	Children	Tweens	Teens	Male	Female
Cost - it's expensive	33	35	33	30	31	34	
It's hard to be physically active at home	32	28	28	42	32	33	
It's hard to find time to be physically active during the day / no time	31	23	22	50	30	33	
Transportation - hard to get to activities	30	21	35	41	30	30	
My parents are not active with me	18	10	23	25	17	18	
I am not motivated	17	5	21	34	17	17	
The activities available do not interest me	16	8	21	25	16	15	
My friends are not active	15	5	21	28	13	17	
My child is too young (Parents Only)	15	31	0	0	15	15	
It's confusing to know what kinds of activities to do	15	12	20	16	15	14	
I do not like being physically active	10	3	13	19	9	11	
My child is not motivated (Parents Only)	9	18	0	0	7	10	
Physical / Health problems	8	6	4	13	8	8	
No barriers (Youth Only)	2	0	5	3	3	1	
Weather (Youth Only)	1	0	1	1	1	1	
No programs / space (Youth Only)	1	0	2	0	1	0	
Other	9	14	3	4	10	8	

What do you think are the biggest barriers to physical activity? Select all that apply. (Question 57)

Table 20a: Physical Activity Barriers by Income & Education

	%	Low Income	Middle Income	High Income	High School Or Less	Post Secondary	+Post Secondary
Cost - it's expensive		34	37	27	41	35	26
It's hard to be physically active at home		33	32	28	24	30	28
It's hard to find time to be physically active during the day / no time		32	25	27	17	25	26
Transportation - hard to get to activities		39	26	19	25	20	18
My parents are not active with me		22	15	13	13	9	10
I am not motivated		18	12	12	3	6	5
The activities available do not interest me		15	14	11	8	9	5
My friends are not active		14	10	14	4	4	5
My child is too young (Parents Only)		14	22	19	29	30	32
It's confusing to know what kinds of activities to do		13	14	11	12	10	13
I do not like being physically active		13	8	5	3	4	2
My child is not motivated (Parents Only)		12	12	10	19	19	16
Physical / Health problems		8	6	6	6	5	6
No barriers (Youth Only)		2	1	2	0	0.	0
Weather (Youth Only)		2	0	1	0	0	0
No programs / space (Youth Only)		1	0	0	0	0	0
Other		7	10	12	11	15	16

What do you think are the biggest barriers to physical activity? Select all that apply. (Question 57)

Physical Activity Attitudes: Values

- Respondents were asked to think about the value of physical activity through a dichotomy (i.e “Valuable” versus “Not Valuable”). Within these dichotomies, the vast majority of respondents chose the positive descriptor.
- “Valuable” and “Useful” were the most agreed upon terms by all respondents (97% and 96% respectively). Physical activity is seen as fulfilling a major role.
- Fewer respondents (but still a huge majority) felt that physical activity was fun or pleasant (99% of parents of 0 to 8 felt that physical activity was fun for their children).

Physical Activity Attitudes: Self-Efficacy

- Respondents were asked two questions about how they felt their personal choice and control were factors in their activity levels, and we obtained some contradictory answers.
- Only 44% (top three box score) agreed with the statement “Whether or not I (my child) am physically active is entirely up to me (him/her).” Parents drove much of the disagreement with this statement (12% top three box).

Table 21: Personal Choice, Physical Activity, by Total & Age

Top Three Box Score % (Selected 5, 6 or 7 on a 1 to 7 scale)	Total	Children	Tweens	Teens
Whether or not I am physically active is entirely up to me	44	12	70	78

Whether or not I am / my child is physically active is entirely up to me / him or her. (Question 63)

- But, in terms of personal control, 77% of all respondents indicated having a strong feeling of control over their level of physical activity.
- Teen males indicated feeling the most in control of their physical activity choices (85% top three box score).

Table 22: Personal Control, Physical Activity, by Total & Age

Top Three Box % (Selected 5, 6 or 7 on a 1 to 7 scale)	Total	Children	Tweens	Teens
Personal Control	77	75	72	81

How much personal control do you feel you have over your / your child’s level of physical activity? (Question 64)

Physical Activity Attitudes: Intention

- Thinking about the next 2 weeks, respondents told us how many days they planned to be physically active. Over half of respondents expect to, and feel likely to, follow through with their physical activity plans between 1 to 6 times a week.
- Only a small number of respondents said they would not participate in any physical activity.
- They were then asked about their expectation and likelihood to assess consistency. About 68% (top two box) felt they were “likely to follow through” and 67% (top two box) felt “confident that I can fulfill my physical activity intentions.”
- The majority of respondents factor physical activity into their weekly schedules. Clearly their will, plans and intent are well aligned on this question.
- While these statistics are consistently high across all banners, some groups exhibit higher intention rates. Over 90% for informed/healthy eaters, as well as informed/healthy physical activity respondents. Intention also rises as household income increases.

Table 23: Total Physical Activity Intention, Number of Days

Top Two Box Score % (Strongly Agree + Agree)	Expect	Likely
0 days per week	5	6
1-2 days per week	51	56
3-4 days per week	54	58
5-6 days per week	52	55
7 days per week	42	43

On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following: Over the next two weeks, I expect / my child to be physically active (Question 59)

Over the next two weeks, I am / my child is likely to be physically active (Question 60).

Table 24: Total Physical Activity Intention, Plans & Goals

Top three box % (Selected 5, 6 or 7 on a 1 to 7 scale)	Total
I want to be physically active in the next week	85
I plan to be physically active in the next week	81
I intend to be physically active in the next week	83

On a scale from 1 to 7, where 1 = Definitely do not and 7 = Definitely do, please answer the following. (Question 65)

Limitations

As with all forms of research, there are a number of challenges and limitations involved in capturing and analyzing data from any population. In terms of this Healthy Weights Baseline, the biggest umbrella limitation is the methodology of self-reported behaviour. That is, respondents were asked to voluntarily share information about their consumption and physical activity habits off the top of their head, instead of being observed or measured more precisely. This in fact could lead to over or under-reporting of findings in terms of how many servings of fruit, vegetables or unhealthy snacks eaten or days and minutes of physical activity performed.

Secondly, there was a limitation in collecting information about respondents under the age of 8 due to legal reasons. To comply with guidelines set out by the MRIA (Market Research and Intelligence Association), Youthography asked parents to report data for their children. Again this could lead to over or under-reporting from parents.

Finally, discussion about this project between Alberta Health & Wellness and Youthography at the start of this project indicated that the Healthy Weights Baseline would help “fill in the gaps” of the Healthy U study previously commissioned for the Ministry. However, Youthography is wary of drawing any comparative findings between the two studies due to significant differences in methodologies – the Healthy U survey conducted through a randomized telephone survey and the Healthy Weights Baseline conducted online. It is difficult to determine which study is more accurate due to these differences – i.e testing online allows for more anonymity which could allow for both more and less honest responses compared to speaking with another over the phone.

Evaluator Observations

- Overall, respondents have self-perceptions about eating healthy and being physically active that exceed their actual behaviours. In plain speak, respondents are not getting as many vegetables and fruit, or as much physical activity as they think. While they want to achieve a balance of healthy eating and activity, respondents often succumb to “convenient” factors that make it difficult to live a healthy lifestyle.
- Respondents are aware of the 4 food groups, but after vegetables and fruit, the other groups get fuzzy when it comes to recall. The introduction of a new Canada Food Guide provides an ideal opportunity to reacquaint Albertan youth and parents with food guide basics, such as food groups and serving sizes.
- Eating as a family has pronounced benefits for young people. Respondents that eat dinner at home more often eat more vegetables and fruit. Although, they snack the same amount compared to those that eat less regularly with their family. Encouraging dining as a family is important, but it's equally important to start preparing young people to choose (and create) healthy meals on their own to encourage lifelong habits.
- Unhealthy snacks are indulgences. They are chosen based on what's available in the home, which illustrates the importance of healthy shopping. Unhealthy snacks are also associated with unhealthy behaviours. Kids who let others prepare their snacks eat more vegetables and fruit...left up to them they chose less healthy options. We also know that snacking and sedentary behaviour like watching TV or playing video games go hand-in-hand. Discouraging the use of TV and video games may not appeal well to this segment, since they spend so much time with their media, but encouraging things like “rhythm video games” (for example, Dance Dance Revolution or playing on the Nintendo Wii) and stretches during commercial breaks may help this segment get the physical activity they are missing.
- The word association question revealed that respondents have a narrow vision of what constitutes healthy eating. The Government of Alberta can expand that definition beyond vegetables and fruit, but eating habits are largely ingrained in food preferences (“what me and my family like to eat”) and convenience (“what I can grab at hand”), which illustrates a challenge for Albertans to relearn their eating habits. Instead, Albertans should be encouraged to incorporate healthy eating into their established routines through small changes and goals (for example, changing to chicken breasts from breaded chicken).
- Convenience plays a major role in how much healthy food people consume and how much exercise they get. People want to be healthy but have a difficult time maintaining healthy behaviours due to the lack of time and access. People associate physical activity with high cost and inconvenience, yet they want to have better physical activity habits. In fact, the most sedentary respondents are looking for ways they can be healthy and physically active at home.

- Parents continue to influence their children's eating habits however that influence begins to decrease as age increases. As age increases young people make more and more food choices on their own. Parents *can* influence their kids' healthy eating decisions throughout their lives by influencing healthy habits earlier.
- Not surprisingly, there is a link between healthy eaters and those that have healthy physical activity habits. The more physical activity during the week, the healthier one eats. The more physical activity, the less unhealthy snacks one eats. The more physical activity, the more involved in preparing meals. Those involved in higher levels of physical activity take better care when deciding what to put inside their body.
- Tweens have the unhealthiest habits of all age segments. On average, they eat more unhealthy snacks and more fast food. They have less control of meals, but a good amount of decision-making power in terms of unhealthy snacks. They watch the most TV / play the most video games. Tweens are vulnerable because they are moving away from accepting parental control over everything and looking for acceptance with peers. Changing unhealthy behaviour with this group will be difficult as they take cues from the world around them.
- Differences between socio-economic backgrounds *do* make a difference. Being in a higher income bracket allows for more access to expensive foods and physical activity programs, as well as more time to prepare homemade foods.
- Living in rural areas and urban areas also makes a difference. Transportation was revealed to be a large barrier to physical activity with rural respondents, which illustrated the need for local grassroots programs and in-home suggestions to increase physical activity.
- Children who see their parents eat healthy and whose parents talk to them about eating more vegetables and fruit are more likely to eat healthier. This represents a need for increased dialogue about healthy eating between parents and children.

Appendix 1 – Requested Cross Tabulations

The following provides extra analysis resulting from a selection of cross tabulated questions.

The following is a ‘deeper dive’ into the behaviours and attitudes of young Albertans regarding their healthy eating and physical activity.

The majority of this analysis looks to understand respondents’ intake of fruit, vegetables, snacks and physical activity behaviours based on their knowledge and attitudes of healthy eating and physical activity.

Daily Servings X Fruit & Vegetable Intake
<ul style="list-style-type: none">• For those who think they’re getting the daily recommended number of servings of fruit and vegetables (28% of all respondents):<ul style="list-style-type: none">– 89% ate fruit and vegetables 7 days/week– 27% ate 3 servings of fruit and vegetables in the past day• For those who don’t think they’re getting the daily recommended number of servings of fruit and vegetables (13% of total):<ul style="list-style-type: none">– 18% ate fruit and vegetables 4-5 days a week– 32% ate 3 servings of fruit and vegetables in the past day
Food Group Intake X Physical Activity
<ul style="list-style-type: none">• For those who think they’ve had at least 3 to 4 food groups at <u>every</u> meal in the past week (11% of total):<ul style="list-style-type: none">– 28% had 5 days of vigorous activity in the past week and 41% had 7 days of moderate activity– 28% had 31-60 minutes of vigorous activity in the past day and 26% had 16-30 minutes of moderate activity• For those who think they’ve had at least 3 to 4 food groups at <u>one</u> meal in the past week (39.2% of the total):<ul style="list-style-type: none">– 29% had 4 days of vigorous activity in the past week and 38% had 3 days of moderate activity– 30% had 10-15 minutes of vigorous activity in the past day and 32% had 10-15 minutes of moderate activity
Fruit/Vegetable Servings X Eating Habits
<ul style="list-style-type: none">• For those who said they’ve had 2 servings of fruit and vegetables in the <u>past week</u>:<ul style="list-style-type: none">– 64% find it difficult to find healthy options when they’re out– 50% ate 1 serving of snacks in the past day• For those who said they’ve had 6 servings of fruit and vegetables in the <u>past</u>

week:

- 50% find it difficult to find healthy options when they're out
- 41% ate 1 serving of snacks in the past day

Fruit/Vegetable Servings X Eating Habits

- For those who said they've had 2 servings of fruit and vegetables in the past day:
 - 82% say they are typically involved in deciding or preparing any of the meals they eat
 - 48% ate 1 serving of snacks in the past day
- For those who said they've had 6 servings of fruit and vegetables in the past day:
 - 91% say they are typically involved in deciding or preparing any of the meals they eat
 - 47% said they have *not* had any servings of snacks in the past day

Fruit/Vegetable Servings X Physical Activity

- For those who said they've had 2 servings of fruit and vegetables in the past day:
 - 25% had 7 days of moderate activity
 - 34% believe whether they eat healthy or not is entirely up to them
- For those who said they've had 6 servings of fruit and vegetables in the past day:
 - 51% had 7 days of moderate activity
 - 40% believe whether they eat healthy or not is entirely up to them

Frequency of dining at home X Fruit/Vegetable & Snack Servings

- For those who have sat down and had dinner at home 1-2 days in the past week:
 - 48% ate fruit and vegetables 7 days/week
 - 32% ate 2 servings of fruit and vegetables in the past day
 - 18% ate 2 servings of snacks in the past week
 - 45% ate 1 serving of snacks in the past day
- For those who have sat down and had dinner at home 5-6 days in the past week:
 - 66% ate fruit and vegetables 7 days/week
 - 29% ate 2 servings of fruit and vegetables in the past day
 - 21% ate 2 servings of snacks in the past week
 - 47% ate 1 serving of snacks in the past day

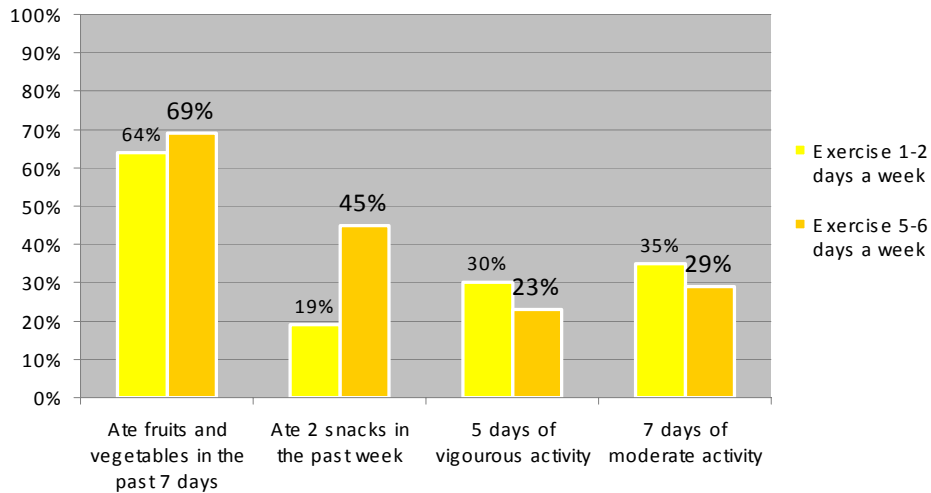
Perceptions of Recommended Daily Physical Activity X Actual Amount of Moderate / Vigorous Physical Activity

- For those who think they are getting the recommended daily accumulated amount of physical exercise:
 - 33% had 7 days of vigorous activity and 50% had 7 days of moderate activity
 - 25% had 90+ minutes of vigorous activity in the past day and 26% had 31-60 minutes of moderate activity in the past day
- For those who don't think they are getting the recommended daily accumulated

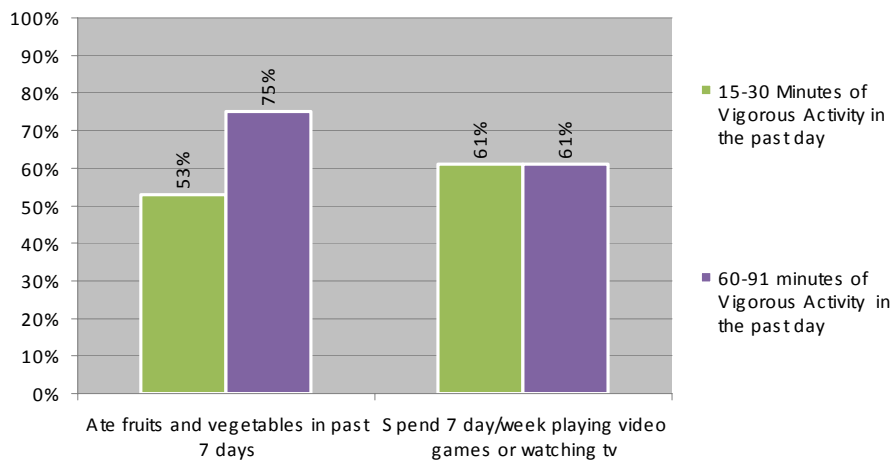
amount of physical exercise:

- 31% had 3 days of vigorous activity and 30% had 3 days of moderate activity in the past week
- 28% had 16-30 minutes of vigorous activity in the past day and 32% had 31-60 minutes of moderate activity in the past day

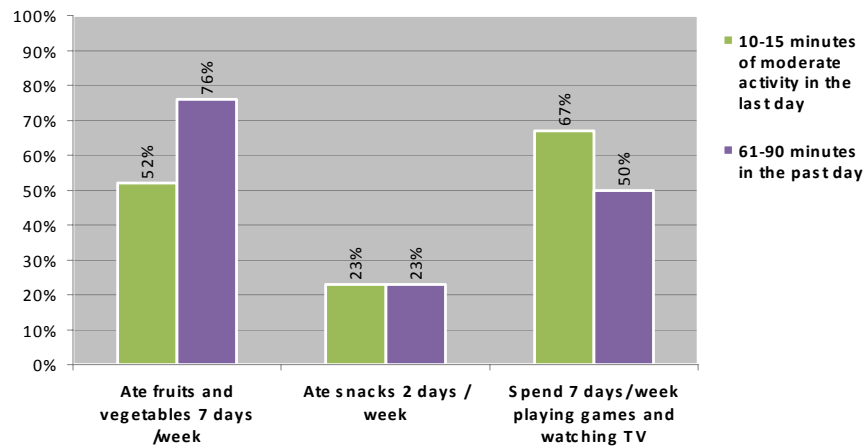
Frequency of Physical Activity X Eating Habits



Vigorous Activity X Fruit/ Vegetable Servings & Video Game Habits



Moderate Activity X Fruit/Vegetable and Snack Servings & Video Game Habits



Physical Activity: Personal Control X Barriers

- For those who feel they have little control over their level of physical activity:
 - 39% find it hard to find the time to be physically active during the day
 - 35% find it expensive and hard to be active at home
- For those who feel they have a lot of control over their level of physical activity:
 - 32% find it expensive
 - 31% find it hard to be active at home

Physical Activity: Personal Choice X Barriers

- For those who said it's up them whether or not they're physically active:
 - 37% reported 'transportation' as a barrier to being more physically active
 - 37% also said 'no time' is a barrier to being more physically active
 - 35% feel it's difficult being active at home
 - 30% feel 'cost' is a barrier
- These similar numbers suggest a wide range of reasons rather than one strong barrier

Physical Activity Intention X Fruit / Vegetables / Snack Servings

- For those who intend to be physically active in the next week:
 - 68% ate fruit and vegetables 7 days/week
 - 27% ate 2 servings of fruits and vegetables in the past day
 - 19% had snacks 2 days/week
 - 45% had 1 serving of snacks in the past day

- For those who don't intend to be physically active in the next week:
 - 40% ate fruit and vegetables 7 days/week
 - 42% ate 2 servings of fruits and vegetables in the past day
 - 23% had snacks 7 days/week
 - 43% had 1 serving of snacks in the past day

Appendix 2 – Survey Tool

Alberta Health & Wellness

Youthography healthy eating and physical activity survey – FINAL SURVEY DRAFT

		Parents of 0 to 8-years	Tweens and Teens aged 9 to 18
Healthy Eating			
Knowledge		Question 11 to Question 17	Questions 11, 12, 15 to 17
Attitudes		Question 18 to Question 33	Question 18 to Question 33
Behaviour		Question 34 to 37 & 40 to 42	Questions 34 to 42
Physical Exercise			
Knowledge		Questions 43 to 45	Questions 43 to 45
Attitudes		Questions 46 to 54	Questions 46 to 54
Behaviour		Questions 55 to 65	Questions 55 to 65

Question Colour Codes

	Youthography questions
	National Longitudinal Study of Children and Youth questions
	Healthy U Baseline questions
	Questions developed from academic sources

BATTERY 1: INTRODUCTION AND PROVINCE

Thank you for participating in this survey. We're looking for information on your day-to-day eating habits and attitudes about nutrition and exercise.

Surveys completed by **midnight on March 19, 2007** will be entered into a draw to win an iPod Video.

We may be asking a few questions that are sensitive in nature, but we assure you that all your responses will be kept **strictly confidential** and **anonymous**, and no identifying information will be collected.

All information remains property of Youthography. We will never contact you (except in the case of survey winners) and your information will never be sold to any third parties.

This survey will take no longer than 20 minutes to complete. Let's begin!

1. Please tell us what Canadian province you are currently living in.

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Quebec
- New Brunswick
- Nova Scotia
- Prince Edward Island

- Newfoundland & Labrador
- Yukon, Northwest Territories or Nunavut
- I do not live in Canada

Conditions

IF Alberta: continue.

All others go to DQ: SORRY

BATTERY 2: AGE

2. Please indicate your age.

- 8-years-old and younger
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- 31
- 32
- 33
- 34-years and older

Conditions

IF 8-years-old and younger: go to DQ: SORRY

IF 9 to 15: continue to Q6StreamB

All others continue to Q3

BATTERY 3: PARENTAL STATUS

3. Are you a parent and primary caregiver, or primary caregiver, of a child aged 8 or younger?

- Yes
- No

Conditions

IF Yes: continue to Q4

IF No AND between the ages of 16 and 18: continue to Q6StreamB

IF No AND older than 18: go to DQ: SORRY

BATTERY 4: PARENTAL STREAMING

During this survey we are going to be asking you a lot of questions about the eating habits and physical activities of your child(ren).

For the purpose of this research, if you have more than one child, we'd like you to answer this questionnaire with only ONE child between the ages of 0 and 8 in mind.

4. Please tell us the age of the ONE child you will be answering for in this survey.

- Less than a year old
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

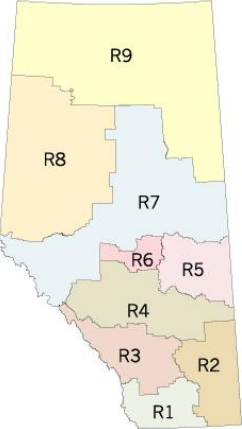
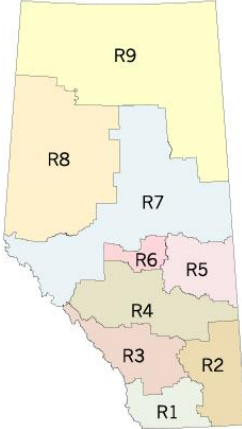
BATTERY 5: DEMOGRAPHICS

STREAM A - PARENTS OF 0 TO 8 YEARS	STREAM B - TWEENS & TEENS (9 to 18)
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Question 5

<p>Please tell us your child's gender.</p> <ul style="list-style-type: none"> • Female • Male 	<p>Please tell us your gender.</p> <ul style="list-style-type: none"> • Female • Male
--	--

Question 6

 <p>Please specify which Alberta health region you live in. Please select the region that corresponds to the region on the map above. If you need to, please use this map for reference: http://www.health.gov.ab.ca/regions/map_alberta2003.pdf</p> <ul style="list-style-type: none"> • Chinook Health Region • Palliser Health Region • Calgary Health Region • David Thompson Regional Health Authority • East Central Health • Capital Health • Aspen Regional Health Authority • Peace Country Health • Northern Lights Health Region 	 <p>Please specify which Alberta health region you live in. Please select the region that corresponds to the region on the map below. If you need to, please use this map for reference: http://www.health.gov.ab.ca/regions/map_alberta2003.pdf</p> <ul style="list-style-type: none"> • Chinook Health Region • Palliser Health Region • Calgary Health Region • David Thompson Regional Health Authority • East Central Health • Capital Health • Aspen Regional Health Authority • Peace Country Health • Northern Lights Health Region
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Question 7

<p>What is the name of the town or city you are currently living in?</p> <ul style="list-style-type: none"> • VERBATIM 	<p>What is the name of the town or city you are currently living in?</p> <ul style="list-style-type: none"> • VERBATIM
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Question 8

<p>Do you live in an urban or rural area?</p> <ul style="list-style-type: none"> • Urban (a large town or city OR the built up areas that surround these) • Rural (meaning any settlement, village, town or county with a population of less than 10,000) 	<p>Do you live in an urban or rural area?</p> <ul style="list-style-type: none"> • Urban (a large town or city OR the built up areas that surround these) • Rural (meaning any settlement, village, town or county with a population of less than 10,000)
Question 9	
<p>What is the highest grade or level of education you have?</p> <ul style="list-style-type: none"> • High school or less • Some post-secondary • Undergraduate degree • More than 4 years post-secondary • Don't Know / Not sure • I prefer not to answer this question 	<p>What is the highest grade or level of education you have?</p> <ul style="list-style-type: none"> • High school or less • Some post-secondary • Undergraduate degree • More than 4 years post-secondary • Don't Know / Not sure • I prefer not to answer this question
Question 10	
<p>What is your total household income in the past 12 months?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$19,999 • \$20,000 - \$29,999 • \$30,000 - \$39,999 • \$40,000 - \$49,999 • \$50,000 - \$59,999 • \$60,000 - \$69,999 • \$70,000 - \$79,999 • \$80,000 - \$89,999 • \$90,000 - \$99,999 • \$100,000 or more • Don't Know / Not sure • I prefer no to answer this question 	<p>What is your total household income in the past 12 months?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$19,999 • \$20,000 - \$29,999 • \$30,000 - \$39,999 • \$40,000 - \$49,999 • \$50,000 - \$59,999 • \$60,000 - \$69,999 • \$70,000 - \$79,999 • \$80,000 - \$89,999 • \$90,000 - \$99,999 • \$100,000 or more • Don't Know / Not sure • I prefer no to answer this question

BATTERY 6: HEALTHY EATING KNOWLEDGE

STREAM A - 0 TO 8 YEARS (PARENTS)	STREAM B - 9 TO 18 (TWEENS & TEENS)
We're going to start this survey by talking all about your child's eating habits.	We're going to start this survey by talking all about your eating habits.
Question 11	

<p>Off the top of your head, please tell us if you are able to remember ANY of the four food groups according to Canada's Food Guide?</p> <ul style="list-style-type: none"> • Yes • No <p><u>Conditions</u> IF Yes: continue to Q12 IF No: skip to Q13</p>	<p>Off the top of your head, please tell us if you are able to remember ANY of the four food groups according to Canada's Food Guide?</p> <ul style="list-style-type: none"> • Yes • No <p><u>Conditions</u> IF Yes: continue to Q12 IF No: skip to Q13</p>
Question 12	
<p>In the spaces provided below, please write in the names of the food groups you can remember off the top of your head. <i>Just leave the extra boxes blank if you cannot remember all four.</i></p> <ul style="list-style-type: none"> • VERBATIM • VERBATIM • VERBATIM • VERBATIM 	<p>In the spaces provided below, please write in the names of the food groups you can remember off the top of your head. <i>Just leave the extra boxes blank if you cannot remember all four.</i></p> <ul style="list-style-type: none"> • VERBATIM • VERBATIM • VERBATIM • VERBATIM <p><u>Conditions</u> SKIP to Q15</p>
Question 13	
<p>According to Canada's Food Guide, the four food groups are <u>Vegetables and Fruit</u>, <u>Grain Products</u>, <u>Milk and Alternatives</u>, and <u>Meat and Alternatives</u>.</p> <p>Do you think your child knows the four food groups?</p> <ul style="list-style-type: none"> • Yes • No • I don't know <p><u>Conditions</u> IF No / I don't know: continue to Q14 IF Yes: go to Q15</p>	
Question 14	
<p>Please tell us why you don't think your child knows the four food groups?</p> <ul style="list-style-type: none"> • VERBATIM • My child is too young • I don't know 	
Question 15	
<p>Do you think your child is getting the daily</p>	<p>Do you think you are getting the daily</p>

<p>recommended number of <u>servings</u> of vegetables and fruit?</p> <ul style="list-style-type: none"> • Yes • Sometimes • No • I don't know <p>Conditions IF YES: Skip to Q18 IF NO / Sometimes: continue to Q16 &17</p>	<p>recommended number of <u>servings</u> of vegetables and fruit?</p> <ul style="list-style-type: none"> • Yes • Sometimes • No • I don't know <p>Conditions IF YES: Skip to Q18 IF NO / Sometimes: continue to Q16 &17</p>
Question 16	
<p>In the past 7 days, how often do you think your child has had at least 3 of the 4 food groups at every meal?</p> <ul style="list-style-type: none"> • Every meal • More than one meal a day • At least one meal a day • A few meals • One meal • Never 	<p>In the past 7 days, how often do you think you have had at least 3 of the 4 food groups at every meal?</p> <ul style="list-style-type: none"> • Every meal • More than one meal a day • At least one meal a day • A few meals • One meal • Never
Question 17	
<p>Off the top of your head, please identify whether the following portions best represent ONE serving size according to the Canada Food Guide by indicating True (“Yes, this best represents ONE serving size”) or False (“No, this does not represent ONE serving size”). Matrix Columns – True / False Matrix Rows</p> <ul style="list-style-type: none"> • 1 cup (250 mL) of milk • 2 waffles** • ½ cup (125mL) of cut fruit • 1 slice of bread • 4 Tbsp (90 mL) of peanut butter** • 1 carrot • 20 cherries • 1 banana • 1 cup broccoli • 1 stalk of celery • 1 bagel** • 1 cup (250 mL) pasta / rice** 	<p>Off the top of your head, please identify whether the following portions best represent ONE serving size according to the Canada Food Guide by indicating True (“Yes, this best represents ONE serving size”) or False (“No, this does not represent ONE serving size”). Matrix Columns – True / False Matrix Rows</p> <ul style="list-style-type: none"> • 1 cup (250 mL) of milk • 2 waffles** • ½ cup (125mL) of cut fruit • 1 slice of bread • 4 Tbsp (90mL) of peanut butter** • 1 carrot • 20 cherries • 1 banana • 1 cup broccoli • 1 stalk of celery • 1 bagel** • 1 cup (250mL) pasta/ rice** <p>**Internal Reference: Red Herring Options</p>

BATTERY 7: EATING HABITS

STREAM A - 0 TO 8 YEARS (PARENTS)	STREAM B - 9 TO 18 (TWEENS & TEENS)
Question 18	
<p>How often does your child drink fruit juices such as orange, apple, grapefruit, tomato, etc? (For example, once a day, three times a week, twice a month, etc)</p> <ul style="list-style-type: none"> • Per day: VERBATIM • Per week: VERBATIM • Per month: VERBATIM • Per year: VERBATIM • Never 	<p>How often do you usually drink fruit juices such as orange, apple, grapefruit or tomato juice? (For example, once a day, three times a week, twice a month, etc)</p> <ul style="list-style-type: none"> • Per day: VERBATIM • Per week: VERBATIM • Per month: VERBATIM • Per year: VERBATIM • Never
Question 19	
<p>During the last 7 days, on how many days did your child eat vegetables and fruit?</p> <ul style="list-style-type: none"> • # of days: VERBATIM • Don't Know / Not Sure 	<p>During the last 7 days, on how many days did you eat vegetables and fruit?</p> <ul style="list-style-type: none"> • # of days: VERBATIM • Don't Know / Not Sure
Question 20	
<p>Thinking about yesterday, how many servings of vegetables and fruit did your child eat?</p> <ul style="list-style-type: none"> • # of servings: VERBATIM • Don't Know / Not Sure 	<p>Thinking about yesterday, how many servings of vegetables and fruit did you eat?</p> <ul style="list-style-type: none"> • # of servings: VERBATIM • Don't Know / Not Sure
Question 21	
<p>During the last 7 days, on how many days did your child eat snacks like chips, cookies, candy, chocolate bars, etc?</p> <ul style="list-style-type: none"> • # of days: VERBATIM • Don't Know / Not Sure 	<p>During the last 7 days, on how many days did you eat snacks like chips, cookies, candy, chocolate bars, etc?</p> <ul style="list-style-type: none"> • # of days: VERBATIM • Don't Know / Not Sure
Question 22	
<p>Thinking about yesterday, how many times did your child eat snacks like chips, cookies, candy, chocolate bars, etc?</p> <ul style="list-style-type: none"> • # of times: VERBATIM • Don't Know / Not Sure 	<p>Thinking about yesterday, how many times did you eat snacks like chips, cookies, candy, chocolate bars, etc?</p> <ul style="list-style-type: none"> • # of times: VERBATIM • Don't Know / Not Sure
Question 23	

<p>During the last 7 days, on how many days did your child eat breakfast?</p> <ul style="list-style-type: none"> • One to two days • Three to four days • Five to six days • All seven days • None 	<p>During the last 7 days, on how many days did you eat breakfast?</p> <ul style="list-style-type: none"> • One to two days • Three to four days • Five to six days • All seven days • None
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Question 24

<p>Where does your child most commonly eat breakfast?</p> <ul style="list-style-type: none"> • At school, from a breakfast brought from home • At school, from the cafeteria • At school, from the vending machines • At home • Pick something up from a drive-thru • Eat inside a fast-food restaurant / food court • Other (please specify) 	<p>Where do you most commonly eat breakfast?</p> <ul style="list-style-type: none"> • At school, from a breakfast brought from home • At school, from the cafeteria • At school, from the vending machines • At home • Pick something up from a drive-thru • Eat inside a fast-food restaurant / food court • Other (please specify)
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Question 25

<p>Does your child’s school have a regular breakfast program?</p> <ul style="list-style-type: none">• Yes, and I opt-in to this frequently• Yes, and I opt-in to this sometimes• Yes, and I never opt-in to this• No, my child’s school does not have a regular breakfast program• My child is not enrolled in any school <p>Conditions IF: Yes, and I never opt-in to this continue to Q28 Everything else: skip to Q29</p>	<p>Does your school have a regular breakfast program?</p> <ul style="list-style-type: none">• Yes, and I go to this frequently• Yes, and I go to this sometimes• Yes, and I never go to this• No, my school does not have a regular breakfast program <p>Conditions IF: Yes, and I never opt-in to this continue to Q28 Everything else: skip to Q29</p>
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Question 26

<p>Why don’t you opt-in to your child’s school breakfast program?</p> <ul style="list-style-type: none">• VERBATIM	<p>Why don’t you opt-in to your school breakfast program?</p> <ul style="list-style-type: none">• VERBATIM
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Question 27

<p>Where does your child most commonly eat lunch?</p> <ul style="list-style-type: none">• At school, from a lunch brought from home• At school, from the cafeteria• At school, from the vending machines• At home• Pick something up from a drive-thru• Eat inside a fast-food restaurant / food court• Other (please specify)	<p>Where do you most commonly eat lunch?</p> <ul style="list-style-type: none">• At school, from a lunch brought from home• At school, from the cafeteria• At school, from the vending machines• At home• Pick something up from a drive-thru• Eat inside a fast-food restaurant / food court• Other (please specify)
---	--

Question 28

Are you typically involved in deciding or preparing any of the MEALS your child eats?

- Yes
- No

Condition

IF YES: continue to Q31
IF NO: go to Q32

Are you typically involved in deciding or preparing any of the MEALS you eat?

- Yes
- No

Condition

IF YES: continue to Q31
IF NO: go to Q32

Question 29

On a scale of 1 to 5, where 1 = ‘Disagree Completely’ and 5 = ‘Agree Completely,’ please tell us how likely you are to take into account the following considerations when choosing what MEALS to prepare for your child.

- It’s the fastest to make
- It’s the easiest to make
- It’s something new I’ve never tried
- It’s something my child has never tried
- It’s something that I like to eat
- It’s something my child likes to eat
- It is the healthiest
- It’s in the fridge / cupboard
- It’s (or the ingredients) affordable
- It’s (or the ingredients) easy to buy

On a scale of 1 to 5, where 1 = ‘Disagree Completely’ and 5 = ‘Agree Completely,’ please tell us how likely you are to take into account the following considerations when choosing what MEALS to prepare.

- It’s the fastest to make
- It’s the easiest to make
- It’s something new I’ve never tried
- It’s something new my family has never tried
- It’s something that I like to eat
- It’s something my family likes to eat
- It is the healthiest
- It’s in the fridge / cupboard
- It’s (or the ingredients) affordable
- It’s (or the ingredients) easy to buy

Question 30

Are you typically involved in deciding or preparing any of the SNACKS your child eats?

- Yes
- No

Condition

IF YES: continue to Q33
IF NO: go to Q34

Are you typically involved in deciding on or preparing any of the SNACKS you eat?

- Yes
- No

Condition

IF YES: continue to Q33
IF NO: go to Q34

Question 31

On a scale of 1 to 5, where 1 = ‘Disagree Completely’ and 5 = ‘Agree Completely,’ please tell us how likely you are to take into account the following considerations when choosing what SNACKS to give your child.

- It’s the fastest to make
- It’s the easiest to make
- It’s something new I’ve never tried
- It’s something my child has never tried
- It’s something that I like to eat
- It’s something my child likes to eat
- It is the healthiest
- It’s in the fridge / cupboard
- It’s (or the ingredients) affordable
- It’s (or the ingredients) easy to buy

On a scale of 1 to 5, where 1 = ‘Disagree Completely’ and 5 = ‘Agree Completely,’ please tell us how likely you are to take into account the following considerations when choosing what SNACKS to have.

- It’s the fastest to make
- It’s the easiest to make
- It’s something new I’ve never tried
- It’s something new my family has never tried
- It’s something that I like to eat
- It’s something my family likes to eat
- It is the healthiest
- It’s in the fridge / cupboard
- It’s (or the ingredients) affordable
- It’s (or the ingredients) easy to buy

Question 32

During the last 7 days, how many days did everyone in your house sit down and eat dinner together?

- One to two days
- Three to four days
- Five to six days
- All seven days

During the last 7 days, how many days did everyone in your house sit down and eat dinner together?

- One to two days
- Three to four days
- Five to six days
- All seven days

<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None
Question 33	
<p>During the last 7 days, how many meals did your child eat from a fast food restaurant (A restaurant with a drive-thru and/or food court?)</p> <ul style="list-style-type: none"> • 1-2 • 3-4 • 5-7 • 8+ • None 	<p>During the last 7 days, how many meals did you eat from a fast food restaurant (A restaurant with a drive-thru and/or food court?)</p> <ul style="list-style-type: none"> • 1-2 • 3-4 • 5-7 • 8+ • None

BATTERY 8: HEALTHY EATING ATTITUDES

STREAM A - 0 TO 8 YEARS (PARENTS)	STREAM B - 9 TO 18 (TWEENS & TEENS)
Question 34	
<p>What ONE word comes to mind when you think about “healthy food?”</p> <ul style="list-style-type: none"> • VERBATIM 	<p>What ONE word comes to mind when you think about “healthy food?”</p> <ul style="list-style-type: none"> • VERBATIM
Question 35	
<p>What do you think are all the benefits of eating healthy for your child? Select all that apply.</p> <ul style="list-style-type: none"> • It tastes good • My child is more alert and energized • It’s easy to prepare at home • It’s affordable • I like the way it helps my child’s physical appearance • Helps my child feel good in clothes • Helps my child feel in control of things • It controls my child’s weight • My child experiences less digestion troubles • Other (please specify) 	<p>What do you think are all the benefits of eating healthy? Select all that apply.</p> <ul style="list-style-type: none"> • It tastes good • I feel more alert and energized • It’s easy to prepare at home • It’s affordable • I like the way it helps my physical appearance • Helps me feel good in clothes • Helps me feel in control of things • It controls my weight • I experience less digestion troubles • Other (please specify)
Question 36	
<p>What do you think are the biggest barriers to eating healthy? Select all that apply.</p> <ul style="list-style-type: none"> • My child does not like fruit • My child does not like vegetables • Vegetables and fruit are expensive • My child does not like meat and alternatives • My child does not like milk and alternatives • My child does not like grain products • My child is a picky eater • It’s hard to prepare healthy meals at home • It’s hard to find healthy options when we’re out • It doesn’t fill my child up • My child experiences digestion troubles • It’s confusing to know what kinds of foods to eat • Too much time to plan • Other (please specify) 	<p>What do you think are the biggest barriers to eating healthy? Select all that apply.</p> <ul style="list-style-type: none"> • I don’t like fruit • I don’t like vegetables • Vegetables and fruit are expensive • I don’t like meat and alternatives • I don’t like milk and alternatives • I don’t like grain products • I am a picky eater • It’s hard to prepare healthy meals at home • It’s hard to find healthy options when I’m out • It doesn’t fill me up • I experience digestion troubles • It’s confusing to know what kinds of foods to eat • Too much time to plan • Other (please specify)
Question 37	

<p>On a scale of 1 to 5, where 1 = I completely disagree and 5 = I completely agree, please tell us how much you agree with the following statements.</p> <ul style="list-style-type: none"> • My child must eat his / her full meal • Mealtime is the most frustrating part of our day • I often buy or order fast food for my child to save time • I often give snacks and unhealthy food to my child because I know he / she will eat it • I don't have time to make dinner every night • I cook using fresh ingredients most of the time • I cook using pre-packaged meals / side dishes most of the time • I wish I had more time to make healthier meals for my family • I wish I had more money to make healthier meals for my family • My eating choices influence my child's eating choices • I talk about healthy food choices with my child at least once a week 	<p>On a scale of 1 to 5, where 1 = I completely disagree and 5 = I completely agree, please tell us how much you agree with the following statement.</p> <ul style="list-style-type: none"> • My parents make me eat my full meal • Mealtime is the most frustrating part of my day • I often buy or order fast food for me to save time • I often have snacks and unhealthy food • I / my parents don't have time to make dinner every night • I / my parents cook using fresh ingredients most of the time • I / my parents cook using pre-packaged meals / side dishes most of the time • I wish my family had more time to make healthier meals • I wish my family had more money to make healthier meals • My parents' eating choices influence my eating choices • My parents talk about healthy food choices with me at least once a week
Question 38	
	<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following scales.</p> <ul style="list-style-type: none"> • My parents would approve if I ate healthily • My parents think I should eat healthily • My parent is a healthy eater
Question 39	
	<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following scales.</p> <ul style="list-style-type: none"> • My best friend would approve if I ate healthily

	<ul style="list-style-type: none"> • My best friend think I should eat healthily • My best friend is a healthy eater
Question 40	
<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please tell us what you think about the following statements:</p> <ul style="list-style-type: none"> • I intend to have my child eat more vegetables in the next month. • I intend to have my child eat more fruit in the next month • I intend to have my child eat less high-fat snack foods in the next month • I intend to have my child eat less high-sugar snack foods in the next month 	<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please tell us what you think about the following statements:</p> <ul style="list-style-type: none"> • I intend to eat more vegetables in the next month. • I intend to eat more fruit in the next month • I intend to eat less high-fat snack foods in the next month • I intend to eat less high-sugar snack foods in the next month
Question 41	
<p>On a scale of 1 to 7, where 1= Strongly Disagree and 5 = Strongly Agree, please tell us how much you agree with the following statement: “Whether or not my child eats healthy is entirely up to him/her.”</p> <ul style="list-style-type: none"> • 1 to 7 scale 	<p>On a scale of 1 to 7, where 1= Strongly Disagree and 5 = Strongly Agree, please tell us how much you agree with the following statement: “Whether or not I eat healthy is entirely up to me.”</p> <ul style="list-style-type: none"> • 1 to 7 scale
Question 42	
<p>On a scale of 1 to 7, where 1 = Definitely do not and 7 = Definitely do, please answer the following statements:</p> <ul style="list-style-type: none"> • I intend for my child to eat healthy in the next week • I plan for my child to eat healthy in the next week • I want my child to eat healthy in the next week 	<p>On a scale of 1 to 7, where 1 = Definitely do not and 7 = Definitely do, please answer the following statements:</p> <ul style="list-style-type: none"> • I intend to eat healthy in the next week • I plan to eat healthy in the next week • I want to eat healthy in the next week

BATTERY 9: PHYSICAL ACTIVITY KNOWLEDGE

STREAM A - 0 TO 8 YEARS (PARENTS)	STREAM B - 9 TO 18 (TWEENS & TEENS)
Now we're going to talk about your child's physical activity levels.	No we're going to talk about your physical activity levels.
Question 43	
<p>On a scale of 1 to 5, where 1 = Least likely and 5 = Most likely, please tell us from the following options where your child is currently most likely to be physically active:</p> <ul style="list-style-type: none"> • Community-funded facilities (i.e swimming pools, tennis courts, arenas) • Private lessons / classes (i.e dance, class, marital arts, gymnastics) • Organized sports and teams (i.e basketball, volleyball, hockey, etc) • School (i.e gym class, recess, in-class, etc) • At home • Skateparks • Other: VERBATIM 	<p>On a scale of 1 to 5, where 1 = Least likely and 5 = Most likely, please tell us from the following options where you are currently most likely to be physically active:</p> <ul style="list-style-type: none"> • Community-funded facilities (i.e swimming pools, tennis courts, arenas) • Private lessons / classes (i.e dance, class, marital arts, gymnastics) • Organized sports and teams (i.e basketball, volleyball, hockey, etc) • School (i.e gym class, recess, in-class, etc) • At home • Skateparks • Other: VERBATIM
Question 44	
<p>Please tell us what you think the recommended daily accumulated amount of physical activity is for your child's age according to Canada's Physical Activity Guide for Children.</p> <ul style="list-style-type: none"> • 10 minutes • 20 minutes • 30 minutes • 40 minutes • 50 minutes • 60 minutes • 70 minutes • 80 minutes • 90 minutes • 100 minutes • I don't know 	<p>Please tell us what you think the recommended daily accumulated amount of physical activity is for your age according to Canada's Physical Activity Guide for Youth.</p> <ul style="list-style-type: none"> • 10 minutes • 20 minutes • 30 minutes • 40 minutes • 50 minutes • 60 minutes • 70 minutes • 80 minutes • 90 minutes • 100 minutes • I don't know
Question 45	
<p>According to Canada's Physical Activity Guide for Children, kids should accumulate 90 minutes or more of physical activity throughout the day.</p> <p>Do you think your child is getting the recommended daily accumulated amount of physical activity?</p> <ul style="list-style-type: none"> • Yes 	<p>According to Canada's Physical Activity Guide for Youth, kids should accumulate 90 minutes or more of physical activity throughout the day.</p> <p>Do you think you're getting the recommended daily accumulated amount of physical activity?</p>

- Sometimes
- No
- Don't know/not sure

Conditions

IF No or Sometimes: continue to Q49

All others: go to Q50

- Yes
- Sometimes
- No
- Don't know/not sure

Conditions

IF No or Sometimes: continue to Q49

All others: go to Q50

BATTERY 10: PHYSICAL ACTIVITY BEHAVIOURS

STREAM A - 0 TO 8 YEARS (PARENTS)	STREAM B - 9 TO 18 (TWEENS & TEENS)
Question 46	
<p>Think about the vigorous activity your child has done in the last week. Vigorous activity makes you breathe harder than normal, raises the heart rate and takes hard physical effort. Vigorous activities may include running, playing soccer, aerobics, and fast bicycling.</p> <p>During the last 7 days, on how many days did your child do vigorous physical activities:</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p>Condition IF None: go to Q52</p>	<p>Think about the vigorous activity you have done in the last week. Vigorous activity makes you breathe harder than normal, raises the heart rate and takes hard physical effort. Vigorous activities may include running, playing soccer, aerobics, and fast bicycling.</p> <p>During the last 7 days, on how many days did you do vigorous physical activities:</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p>Condition IF None: go to Q52</p>
Question 47	
<p>Think about yesterday. For how many minutes did your child do vigorous physical activities?</p> <ul style="list-style-type: none"> • None or less than 10 minutes • 10 to 15 minutes • 16 to 30 minutes • 31 to 60 minutes • 61 to 90 minutes • 90+ minutes • Don't Know/Not Sure 	<p>Think about yesterday. For how many minutes did you do vigorous physical activities?</p> <ul style="list-style-type: none"> • None or less than 10 minutes • 10 to 15 minutes • 16 to 30 minutes • 31 to 60 minutes • 61 to 90 minutes • 90+ minutes • Don't Know/Not Sure
Question 48	
<p>Think about the moderate activity your child has done in the last week. Moderate activity makes you breathe somewhat harder than normal and may include bicycling at a regular pace, brisk walking and skating.</p> <p>During the last 7 days, on how many days did your child do moderate physical activities:</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p>Condition IF None: go to Q54</p>	<p>Think about the moderate activity you have done in the last week. Moderate activity makes you breathe somewhat harder than normal normal and may include bicycling at a regular pace, brisk walking and skating.</p> <p>During the last 7 days, on how many days did you do moderate physical activities:</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p>Condition IF None: go to Q54</p>
Question 49	

<p>Think about yesterday. For how many minutes did your child do moderate physical activities?</p> <ul style="list-style-type: none"> • None or less than 10 minutes • 10 to 15 minutes • 16 to 30 minutes • 31 to 60 minutes • 61 to 90 minutes • 90+ minutes • Don't Know/Not Sure 	<p>Think about yesterday. For how many minutes did you do moderate physical activities?</p> <ul style="list-style-type: none"> • None or less than 10 minutes • 10 to 15 minutes • 16 to 30 minutes • 31 to 60 minutes • 61 to 90 minutes • 90+ minutes • Don't Know/Not Sure
Question 50	
<p>During the last 7 days, on how many days did your child do activities that encourage ENDURANCE (strengthening of the heart and lungs through activities like walking, running, biking, jumping and swimming):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None 	<p>During the last 7 days, on how many days did you do activities that encourage ENDURANCE (strengthening of the heart and lungs through activities like running, biking and swimming):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None
Question 51	
<p>During the last 7 days, on how many days did your child do activities that encourage FLEXIBILITY (activities that encourage children to bend, stretch and reach such as gymnastics, yoga, stretching and dancing):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None 	<p>During the last 7 days, on how many days did you do activities that encourage FLEXIBILITY (activities that encourage you to bend, stretch and reach such as gymnastics, yoga, stretching and dancing):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None
Question 52	
<p>During the last 7 days, on how many days did your child do activities that encourage STRENGTH (activities that build strong muscles and bones such as climbing or swinging across the playground ladder):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None 	<p>During the last 7 days, on how many days did you do activities that encourage STRENGTH (activities that build strong muscles and bones such as chin-ups, martial arts, shoveling, moving furniture or weightlifting):</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None
Question 53	

<p>During the last 7 days, on how many days did your child watch TV, play computer games and/or play video games?</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p><u>Condition</u> IF None: go to Q59</p>	<p>During the last 7 days, on how many days did you watch TV, play computer games and/or play video games?</p> <ul style="list-style-type: none"> • # of days per week: VERBATIM • Don't know/not sure • None <p><u>Condition</u> IF None: go to Q59</p>
Question 54	
<p>Thinking about yesterday, how long did your child spend watching television and playing computer or video games?</p> <ul style="list-style-type: none"> • None or less than 15 minutes • 15 to 30 minutes • 31 to 60 minutes • 1-2 hours • 2-4 hours • 4+ hours • Don't Know/Not Sure 	<p>Thinking about yesterday, how long did you spend watching television and playing computer or video games?</p> <ul style="list-style-type: none"> • None or less than 15 minutes • 15 to 30 minutes • 31 to 60 minutes • 1-2 hours • 2-4 hours • 4+ hours • Don't Know/Not Sure

BATTERY 11: PHYSICAL ACTIVITY ATTITUDES

STREAM A: 0 TO 8 YEARS (PARENTS)	STREAM B: 9 TO 18 (TWEENS & TEENS)
Question 55	
<p>What ONE word comes to mind when you think about physical activity?</p> <ul style="list-style-type: none"> • VERBATIM 	<p>What ONE word comes to mind when you think about physical activity?</p> <ul style="list-style-type: none"> • VERBATIM
Question 56	
<p>What do you think are all the benefits of physical activity? Select all that apply.</p> <ul style="list-style-type: none"> • Gives my child more energy • Socializing / being with friends • Stress reduction • Helps my child be fit / in shape • Helps control my child's weight • Helps my child be physically strong • Helps my child feel good about his/herself / proud • Helps my child have body shape or muscles that they like • Helps my child feel in control of things • Other (please specify): VERBATIM 	<p>What do you think are all the benefits of physical activity? Select all that apply.</p> <ul style="list-style-type: none"> • Gives me more energy • Socializing / being with friends • Stress reduction • Help me be fit / in shape • Help me control my weight • Help me be physically strong • Help me feel good about myself / proud • Help me have body shape or muscles that I like • Help me feel in control of things • Other (please specify): VERBATIM
Question 57	
<p>What do you think are the biggest barriers to physical activity? Select all that apply.</p> <ul style="list-style-type: none"> • My child does not like being physically active • Cost – it's expensive • It's hard to be physically active at home • It's hard to find time to be physically active during the day / no time • Transportation – hard to get to activities • My child is not motivated • I am not motivated • The activities available do not interest my child • My child's friends are not active • Physical / Health problems • It's confusing to know what kinds of activities to do • My child is too young • I am not active with my child • Other (please specify) 	<p>What do you think are the biggest barriers to physical activity? Select all that apply.</p> <ul style="list-style-type: none"> • I do not like being physically active • Cost – it's expensive • It's hard to find time to be physically active during the day / no time • It's hard to be physically active at home • Transportation – hard to get to activities • The activities available do not interest me • My friends are not active • I am not motivated • Physical / Health problems • It's confusing to know what kinds of activities to do • My parents are not active with me • Other (please specify)
Question 58	
<p>Please select the word that best represents</p>	<p>Please select the word that best represents</p>

<p>your child's attitude toward physical activity: "I think that for my child, participation in regular physical activity during the next month, would be..."</p> <ul style="list-style-type: none"> • Important – Not important • Enjoyable – Not enjoyable • Useful – Not useful • Pleasant – Not pleasant • Fun – Boring • Valuable – Worthless 	<p>your attitude toward physical activity: "I think that for me, participation in regular physical activity during the next month, would be..."</p> <ul style="list-style-type: none"> • Important – Not important • Enjoyable – Not enjoyable • Useful – Not useful • Pleasant – Not pleasant • Fun – Boring • Valuable – Worthless
Question 59	
<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following: Over the next two weeks, I expect my child to be physically active:</p> <ul style="list-style-type: none"> • 1-2 days per week • 3-4 days per week • 5-6 days per week • 7 days per week • 0 days per week 	<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following: Over the next two weeks, I expect to be physically active:</p> <ul style="list-style-type: none"> • 1-2 days per week • 3-4 days per week • 5-6 days per week • 7 days per week • 0 days per week
Question 60	
<p>On a scale of 1 to 5, where 1 = Very unlikely and 5 = Very likely, please answer the following: Over the next two weeks, my child is likely to be physically active:</p> <ul style="list-style-type: none"> • 1-2 days per week • 3-4 days per week • 5-6 days per week • 7 days per week • 0 days per week 	<p>On a scale of 1 to 5, where 1 = Very unlikely and 5 = Very likely, please answer the following: Over the next two weeks, I am likely to be physically active:</p> <ul style="list-style-type: none"> • 1-2 days per week • 3-4 days per week • 5-6 days per week • 7 days per week • 0 days per week
Question 61	
<p>On a scale of 1 to 5, where 1 = Very unlikely and 5 = Very likely, please answer the following:</p> <ul style="list-style-type: none"> • My child is likely to follow through with his/her physical activity plans in the next two weeks 	<p>On a scale of 1 to 5, where 1 = Very unlikely and 5 = Very likely, please answer the following:</p> <ul style="list-style-type: none"> • I am likely to follow through with my physical activity plans in the next two weeks
Question 62	
<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following:</p> <ul style="list-style-type: none"> • I am confident that my child can fulfill his/her physical activity intentions over the next two weeks 	<p>On a scale of 1 to 5, where 1 = Strongly Disagree and 5 = Strongly Agree, please answer the following:</p> <ul style="list-style-type: none"> • I am confident that I can fulfill my physical activity intentions over the next two weeks

Question 63	
<p>On a scale of 1 to 7, where 1 = Strongly Disagree and 7 = Strongly agree, please tell us how you feel about the following statement: “Whether or not my child is physically active is entirely up to him/her.”</p>	<p>On a scale of 1 to 7, where 1 = Strongly Disagree and 7 = Strongly agree, please tell us how you feel about the following statement: “Whether or not I am physically active is entirely up to me.”</p>
Question 64	
<p>On a scale of 1 to 7, where 1 = Very Little Control and 7 = Complete Control, please tell us how much personal control you feel you have over your child’s level of physical activity.</p>	<p>On a scale of 1 to 7, where 1 = Very Little Control and 7 = Complete Control, please tell us how much personal control you feel you have over your level of physical activity.</p>
Question 65	
<p>On a scale from 1 to 7, where 1 = Definitely do not and 7 = Definitely do, please answer the following:</p> <ul style="list-style-type: none"> • I intend for my child to be physically active in the next week • I plan for my child to be physically active in the next week • I want my child to be physically active in the next week 	<p>On a scale from 1 to 7, where 1 = Definitely do not and 7 = Definitely do, please answer the following:</p> <ul style="list-style-type: none"> • I intend to be physically active in the next week • I plan to be physically active in the next week • I want to be physically active in the next week