

Survey Reveals Parents Are to Blame for Child Obesity

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GLOBAL SURVEY REVEALS PARENTS ARE TO BLAME FOR CHILD OBESITY

WIMBLEDON, London --- July 19, 2006 --- A recent global survey by Lightspeed Research revealed that nearly 3 out of every 4 respondents blamed parents for the rise in obesity in children, while Advertisers and Food Manufacturers were each blamed by 13% of respondents.Â The Government, Schools, and Restaurants were felt to be the least to blame, each receiving only 1% of the votes.

The poll, which ran in 8 countries around the world, asked respondents to identify who they felt was most responsible for the rise in obesity in kids.Â In total 71% of the 99,109 respondents felt that parents were the most to blame, with the highest level of blame shown in Sweden (81%), GB (78%) and Australia (77%).Â Italy blamed parents the least (57%), however almost a quarter of respondents in Italy blamed advertisers (24 %) for the rise in child obesity.

Interestingly, the global perception of blame was very low among Schools (1%) and the Government (1%).

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 Of the following, who do you think is most responsible for child obesity (â€œchildâ€• is defined as those under the age of 17)?Â

Â Australia

Germany

France

GB

Italy

Netherlands

Spain

Sweden

Total

Advertisers

12%

14%

16%

8%

24%

7%

15%

8%

13%

Food Manufacturers

9%

13%

20%

11%

17%

12%

14%

9%

13%

Government

1%

1%

1%

1%

1%

3%

1%

1%

Parents

Parents

77%
72%
63%
78%
57%
76%
66%
81%
71%
Restaurants
1%
1%
1%
1%
0%
1%
1%
1%
1%
Schools
1%
1%
0%
1%
1%
3%
1%
1%
1%

The Poll was conducted in Great Britain, France, Germany, Italy, the Netherlands, Spain, Sweden and Australia among 99,109 respondents in June 2006

There was very little difference between the sexes when pointing the finger of blame, although females did blame parents slightly more than males (73% vs. 67%).

David Day, CEO Europe commented “With all the negative publicity and political attempts to legislate advertisers, food manufacturers, and schools it is interesting to learn that the overwhelming global public opinion clearly blames parents for the rise in obesity in children.”

About Lightspeed Research Poll

Lightspeed Research online poll rapidly gathers opinions about topical issues and delivers reliable results in as little as 24 hours. More information on this survey and the Lightspeed Research online poll is available at www.lightspeedresearch.com, or email us at info@lightspeedresearch.com. Polls are open to all in the Lightspeed Research panels and do not have any quota controls.

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