



**YTV.com
Kids and Sports Survey
October 2004**

YTV.com posted a survey off the homepage in order to gather insight into kid's attitudes towards sports, healthy living and the obesity crisis; as well what they like to do with what little spare time they have.

The following is a summary of the results...

What is your favourite sport?

	Total	Boys	Girls
Soccer	436	254	182
Hockey	363	274	89
Swimming	349	107	242
Basketball	331	315	116
Dance	156	9	147
Volleyball	149	31	118
Cycling/riding a bike	114	83	31
Skateboarding	111	75	36
Baseball	107	66	41
Horseback riding	94	15	79
Football	85	64	21
Tennis	73	37	36
Snowboarding	72	47	25
Golf	62	53	9
Skiing	60	20	40
Gymnastics	58	10	48
Rollerblading	57	15	42
Figure skating	38	0	38
Other	253	123	130
I don't have a favourite sport	235	101	134
Total Answers	3203	1699	1604

Soccer is ranked as the number one favourite sport with kids, with **hockey, swimming** and **basketball** not far behind. By gender, swimming ranks as the #1 sport for girls, while hockey had a slight lead over soccer for the boys. The sports with the **biggest gender differences** are dance and figure skating (primarily girls) and golf (primarily chosen by boys). 10% of kids said that they **don't have a favourite sport**.

What sport(s) do you like to play (when in season)?

	Total	Boys	Girls
Swimming	1386	552	834
Soccer	1288	658	630
Cycling/riding a bike	1081	509	572
Basketball	1027	512	515
Rollerblading	793	300	493
Volleyball	783	271	512
Hockey	719	446	273
Tennis	560	243	317
Dance	541	66	475
Skiing	502	192	310
Baseball	497	289	208
Skateboarding	476	274	202
Football	461	289	172
Snowboarding	456	245	211
Golf	377	250	127
Gymnastics	302	61	241
Horseback riding	302	57	245
Figure skating	266	34	232
Other	800	375	425
I don't have a favourite sport	285	146	139

Do you think you get enough exercise?

	Total	Boys	Girls
Yes	1703	901	802
No	636	289	347
I don't know	690	319	371
Total	3029	1509	1520

Roughly half of all kids (56%) think they **get enough exercise**, while the other half either **don't know** (23%) or feel they **don't get enough exercise** (21%). Interestingly, both boys and girls share the same views when it comes to how much they weigh and what is considered "enough" exercise.

Do you pay attention to how much you weigh?

	Total	Boys	Girls
Yes	1814	856	958
No	1259	677	582
Total	3073	1533	1540

Why do you pay attention to how much you weigh?

	Total	Boys	Girls
Health reasons	528	282	246
Appearance reason	472	191	281
Combination of reasons	426	175	251
Family related reason	25	14	11
Other	326	183	143
Total	1777	845	932

Which one of these would you consider yourself to be?

	Total	Boys	Girls
Overweight	569	265	304
Underweight	380	192	188
Just right	2072	1063	1009
Total	3021	1520	1501

Perhaps surprisingly, an equal number of girls (20%) and boys (17%) felt they are overweight.

Do you think obesity (being overweight) is a problem with kids today?

	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Yes	1911	890	1021
No	413	263	150
I don't know	678	358	321
Total	3002	1511	1492

The majority (69%) of kids believe their body type is **just right** while at the same time, 64% think **obesity is a big problem with kids today**. However, only 19% (of which 53% were girls) consider *themselves* to be obese.. It appears that the childhood obesity messages are getting to kids, but they don't believe they pertain to them.

Who do you feel should be responsible for providing more support to overweight young people?

	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Parents	867	388	479
Government	321	169	152
Schools	280	130	150
Friends	178	67	111
Other organizations	260	126	134
Total	1906	880	1026

Overwhelmingly, kids picked **parents** as being responsible for providing (more) support to overweight young people.

How important is healthy eating to you?

	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Somewhat important	1383	662	721
Very important	1222	597	625
Not very important	262	154	108
Not at all important	119	71	48
Total	2986	1484	1502

The good news is that kids know healthy eating is important, with 41% saying it's **very important** and 46% saying it's **somewhat important**.

How often do you read the ingredients list on food packages to make sure what you are eating is healthy?

	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Sometimes	904	428	476
Seldom	566	284	282
Often	464	196	268
Always	310	148	162
Never	709	426	283
Total	2953	1482	1471

A majority of kids claim to read ingredient labels with 57% choosing **sometimes, always** or **often**, compared to 43% who say that they **seldom** or **never** do.

What is your most favourite thing to do in your spare time?

	Total	Boys	Girls
Playing video games	405	363	42
Art/drawing/crafts	328	112	216
Hanging out with friends	326	163	163
Surfing the Internet	284	158	126
Watching TV	262	136	126
Playing a sport	224	139	85
Listening to music	196	52	144
Go shopping/to the mall	156	25	131
Reading	129	33	96
Riding your bike	62	43	19
Playing an instrument	61	24	37
Dancing	54	5	49
Watching a movie or video	48	21	27
Playing with trading cards	33	27	6
Other	307	140	167
Total	2875	1441	1434

Kids like to do lots of different things in their spare time. When forced to pick one, **video games** got the most votes (albeit 90% of them from boys). An equal number of boys and girls chose **hanging out with friends** as their third favourite thing to do in their free time. **Art, drawing** and **crafts** came in second overall, although it appears to be girls' most favourite thing to do. **Watching TV** is a favourite pastime for 9% of boys and girls. **Surfing the Net** scored slightly higher with 10% overall—more so with boys (53%) than girls. **Other** was a popular choice, with 10% of all kids claiming their favourite thing to do wasn't listed—the majority were girls (54%).

Girls and boys are surprisingly aligned in terms of their views on obesity, healthy eating and body image. However, differences appear when it comes to what they like to do in their spare time. It's encouraging to see that all the healthy eating and active lifestyle.

Methodology

There were 3370 respondents; with a very even split between boys (51%) and girls (49%).

The majority of the kids (90%) were between the ages of 6-15 years-old. The rest of the entrants were over 15 (8%) or under 5 (2%) years-old.