

Thursday 31 August 2006

## AUSTRALIANS SAY EXERCISE IS THE ANSWER TO CHILDHOOD OBESITY: CROSBY|TEXTOR

Australians overwhelmingly say exercise and an active lifestyle are the solution to childhood obesity.

A survey conducted by Australia's premier polling and strategic communications company, Crosby|Textor, has found that three out of four people believe exercise and an active lifestyle are more important than limiting certain kinds of food or restricting so-called 'junk food' advertising.

Crosby|Textor Joint Managing Director, Mark Textor, says the poll findings are contrary to the picture painted by many commentators in the obesity debate who focus almost exclusively on the food side of the equation.

"It seems almost every week there's an obesity conference somewhere with delegates flying in from around the world to sit around in five star hotels and talk about why people are getting fat," Mr Textor says.

"Most Australians don't need to be told why they or their kids or the kids next door are fat. Most of us know it's about calories in and calories out, about balance.

"We know a sensible diet is important; we've all known that for a long time.

"What the results of this survey show is that the obesity debate should be focused on why we've become sedentary as a society and what we are going to do about it.

**"The practical problem for many Australian families – which the results of the survey bear out – is that while most people have easy access to healthy food at supermarkets or shopping centres, they often struggle to find the time or the circumstances to ensure their children get enough exercise.**

"So we need to consider why we are reluctant to let our children walk or ride to school, why we don't want them to play at the local park without supervision, why they find virtual games on the computer more fun than real games outside, why sport and exercise have been cut back at schools – and then find solutions to these problems."

Ends

NOTE: The representative random probability survey of 400 Australians was carried out on 27-30 July 2006. A copy of the survey question and results is attached. Further enquiries should be made to Crosby|Textor director John Kent on 0411 112 624.



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Thinking now about the issue of childhood obesity. Would you say that addressing childhood obesity is more about getting children to eat less fatty foods, OR more about banning television ads for so-called 'junk' foods, OR more about getting children to exercise more and have more active lifestyles? And would that be much more or somewhat more?

**Total**  
**(n=400)**

<b>Much more about getting children to exercise more / more active lifestyles</b>	<b>56%</b>
<b>Somewhat more about getting children to exercise more / more active lifestyles</b>	<b>17%</b>
<b>EXERCISE MORE</b>	<b>74%</b>
Much more about getting children to eat less fatty foods	7%
Somewhat more about getting children to eat less fatty foods	6%
<b>EAT LESS FATTY FOODS</b>	<b>13%</b>
Much more about banning television ads for so-called 'junk' foods	7%
Somewhat more about banning television ads for so-called 'junk' foods	4%
<b>BAN JUNK FOOD ADVERTISING</b>	<b>11%</b>

Can't say	2%
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