



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA's Family Health Snapshot

Key Findings, April 2011

Background: The Y conducted a national online survey, *YMCA's Family Health Snapshot*, to discover the barriers to healthier living and physical activity today. The survey was conducted online by Toluna Research (www.toluna-group.com), between Feb. 9 and 15, 2011. Participants were 1,630 U.S. parents of children ages 5 to 10.

Among the key findings:

Parents Are Having a Hard Time Getting Kids Healthy and Active: Technology, Time and Money Identified as Key Barriers

- 42 percent of parents say there are too many distractions with the influence of technology (television, games, cell phones) to achieving a healthy lifestyle for their children, although 53 percent of parents opt to spend their leisure time with their children on the computer, playing video games
- 38 percent of parents feel extracurricular activities are too expensive and 38 percent feel there's just not enough time in the day to achieve a healthy lifestyle for their children

Parents Give Themselves a Good Grade for Providing a Healthy Home Environment for their Kids but Aren't Practicing Healthy Habits Themselves

- Almost 90 percent of parents say they provide a healthy home environment for their kids but 41 percent get 60 minutes of exercise less than one day a week, only 16 percent get at least eight hours of sleep a night every week and 32 percent spend less than one day a week outside getting physical activity
- 53 percent of parents spend at least two hours, five days a week watching TV for their own personal relaxation, and an even greater percentage – 74 percent of parents opt to spend family time with their kids parked in front of the TV

Economic Realities Force More Parents to Cut Children's Extracurricular Activities

- Although 93 percent of parents feel participation by their children in school sports or extracurricular activities is important, 52 percent of parents have cut back to some degree on after school activities to save money. Additionally, almost 20 percent report that they haven't had to cut back yet, but may have to if their financial situation worsens
- 41 percent of parents are cutting back on their children's extracurricular activities to save money for their family's future
- 39 percent of parents surveyed are paying all of their bills on time, but have little left over for extras and 29 percent of parents are making ends meet but have no time for extras for their kids. Not even a quarter of the population, only 16 percent of parents are saving for their families' futures and are doing just fine

Today's Parents Worry More about Their Children's Financial Health than their Physical Health

- 42 percent of parents said that financial security was the main concern for their children's overall well-being, followed by a tie at 17 percent concerned about their children's moral and ethical values, and 17 percent concerned about their children's education and only 15 percent of parents are concerned about their children's overall health
- 74 percent of children aged 5-10 do not get the recommended 60 minutes of physical activity per day, however, almost 50 percent are watching at least two hours of television a day more than five days a week and spending an hour in front of the computer at least three days a week
- 58 percent of children aged 5-10 spend less than four days a week playing outdoors
- 50 percent of families play a sport together less than one day per week

FOR REPORTERS ONLY: For media inquiries regarding the *YMCA's Family Health Snapshot*, e-mail us at media@ymca.net.