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Pilot European Regional Interventions for Smart Childhood Obesity Prevention in Early age

Questionnaire survey results 2009 & Comparisons of response results from the first & second questionnaire

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Project no. 2006341

PILOT EUROPEAN REGIONAL INTERVENTIONS FOR SMART CHILDHOOD
OBESITY PREVENTION IN EARLY AGE
(PERISCOPE)

**Questionnaire survey results 2009
&
Comparisons of response results from the first & second questionnaire
2008 and 2009**

Udarbejdet af Mette Mikkelsen og Sanne Sansolios

**MENU
Meal Sciences and Public Health Nutrition
Aalborg University
2009**

Questionnaire survey results 2009

General questions

Question 1: What is your child's birthday?

Range: 5.1.2003- 22-11.2005

Mean birth day:

Missing values:

Question 2: Is your child a boy or a girl?

Sex	Distribution	Percentage
Boy	76	52 %
Girl	69	48 %

Question 3: What is your relation to the participating child?

Sex	Distribution	Percentage
Mother	126	35 %
Father	15	4 %
Mother, Adoption	4	1 %
Missing value	215	60 %

Question 4: What is your age?

Range: 28-53 years

Mean: 37

Standard deviation: 4.2

What is your partner's age?

With partner: 135 persons

Range: 27-51

Mean: 38

Standard deviation: 4.2

No partner: 9

Question 5: What are the parents' height and weight?

Mother/father	Range	Mean	Standard deviation
Mothers' height (cm)	156-183	170	5,62
Mothers' weight (kg)	50-125	66	11,25
Fathers' height (cm)	166-204	183	6,84
Fathers' weight (kg)	62-170	84	13,42

Question 6: What is your level of education?

Mother

Education level	Distribution	Percentage
1. Primary and secondary school	1	0,69
2. Upper secondary school	4	2,76
3. Vocational training	12	8,28
4. Higher education (under 3 years)	19	13,10
5. Higher education (Bachelor 3-4 years)	51	35,17
6. Higher education (Master over 4 years)	57	39,31
7. Other	0	0
999.	1	0,69

Father

Educational level	Distribution	Percentage
1. Primary and secondary school	7	4,83
2. Upper secondary school	7	4,83
3. Vocational training	24	16,55
4. Higher education (under 3 years)	12	8,28
5. Higher education (Bachelor 3-4 years) Higher education (Master over 4 years)	31	21,38
6. Higher education (Master over 4 years)	60	41,38
7. Other		
999.	3	
0. No father	1	

The educational level is high among women with 88% having a higher education and 74% having a bachelor or master. The educational is not as high among men, since more have vocational training, but 71% still have a higher education and 63% having a bachelor or master.

Question 7: What is your current occupation?

Mother

Occupation:	Distribution	Percentage (%)
1. Independent business owner	6	4,14
2. Working spouse	2	1,38
3. Wage earner (min 32 hours)	89	61,38
4 Wage earner (max. 32 hours)	28	16,55
5. Unemployed	6	4,14
6. On leave	3	2,07
7. Student	3	2,07
8. On transfer income e.g. retired		
Other	6	4,14
999.	2	1,38

When 9 (other) was ticked; the following was answered:

Pregnancy, maternity leave, Suppl. Payment from social, housewife, soon to become practitioner doctor, 2 x PhD student, educating as a specialist

Father

Occupation:	Distribution	Percentage (%)
1. Independent business owner	26	17,93

2. Working spouse	0	0
3. Wage earner (min 32 hours)	108	74,48
4 Wage earner (max. 32 hours)	3	2,07
5. Unemployed	3	2,07
6. On leave	0	0
7. Student	1	0,69
8. On transfer income e.g. retired	0	0
9. Other	2	1,38
999.	2	1,38
0. No father		

When 9 (other) was ticked; the following was answered:

Dead and social benefit

The majority of the parents are wage earners, 77% among men and 78% among women, out of that 17% women and only 2% men have a part time job and work less than 32 hours per week.

Almost 18% of the men are independent business owner compare to 4 women.

Twice as many women are unemployed compared to men, but twice as many women are students

Question 8: How many people live permanently at the home where the child most commonly lives?

Number of persons OVER 18:

Persons	1	2	3	4	999
Frequency	9	130	3	1	1

Percentage (%)	6	90	2	1	1
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Number of persons UNDER 18

Persons	1	2	3	4	999
Frequency	14	88	35	6	2
Percentage (%)	10	61	24	4	1

90% of the children live in households with 2 adults. Only 6% lives with one adult.

61% of the children have one sibling, 24% have two. Only 10% are an only child

Pregnancy and infancy

Question 9: How many kilograms did you gain during your pregnancy?

Answers (n) =146

Range: 3-30 kg.

Mean: 15,11 kg

Standard deviation: 5 kg

Do not remember/ don't know:

Missing value 15

Question 10: In which week did you deliver your child according to your estimated due date?

10 A: My child was born prematurely this many weeks before due date:

Answers (n) = 38

Range 1-7 weeks

Mean: 1,95 weeks

Standard deviation: 1,23 weeks

95% confidence interval: -18,58 – 122,18

Missing values: 2

10 B: My baby is born on time

Yes: 58

999: 1

10 C: My child was born this many weeks after due date:

Answers: 42

Range: 1-3

Mean: 1,67

95% confidence interval: -15,65 – 50,92

Missing values: 1

10 D: Do not remember/ don't know:

999: 1

888: 1

Question 11: How much did your child weight and how long was it at delivery?

11. A. Weight:

Range: 1340-4800

Mean: 3491,96

Standard deviation: 515,83

95% confidence interval: 3403,48 – 3580,43

Missing values: 12

11. B Height

Range: 46-58

Mean: 52,32

Standard deviation: 2,08

95% confidence interval: 51,95 – 52,68

Missing values: 12

11. C

888: 1

Question 12: Was your child breastfed?

Value	Distribution	Percentage (%)
1. Yes	136	94
2. No	6	4
4. 888	1	1
5. Missing value	2	1

Question 13: If yes, for how long?

Value	Distribution	Percentage (%)
1. Under 1 month	11	8
2. Up 3 months	12	8
3. Up to 6 months	25	17
4. Up to 9 months	38	26
5. More than a year	51	35
6. 999	1	1
7. x-value (not breastfeeding)	7	5

Mean: 3,77

95% confidence interval: 3,56 – 3,99

94% of the children were breastfed and the average child was breastfed between 6 to more than a year.

Kindergarten

Question 14: Do your child enjoy kindergarten?

Value	Distribution	Percentage (%)
1. Yes, very much	93	64
2. Yes, usually	46	32
3. Not always	3	2
4. Not at all		
999.	3	2

96% of the children normally enjoy kindergarten and 2% does not enjoy kindergarten.

Question 15: Is your child nursed regularly by a nanny, its grandparents or others with close relation to the child before or after kindergarten?

15 A:

Yes approximately this many hours a day.

Number of answers=3

Range: 2-8 hours

Mean: 4 hours/day

15 B:

Yes. Approximately this many hours per week

N=49

Range: 2-12

Mean: 3,3 hours/week

15 C:

No.

N=92

Missing values: 3

98% of the children are not being nursed by grand parents or others with close relations with the child. 2% is nursed approximately 3 hours per week

Question 16: How often does your child eat in Kindergarten?

Value	Breakfast	%	Lunch	%	Snack	%
1. Daily	6	4	136	94	125	87
2. Several times/week	13	9	4	3	14	10
3. Once per week	10	7	1	<1	2	1
4. Rarely/never	102	70	3	2	1	1
999.	14	10	1	<1	2	1

Most children eat lunch and snacks at the kindergarten daily or several times per week. 70% of the children rarely or never eat breakfast in the kindergarten.

Question 17: How far away from home is your child's kindergarten?

Value	Distribution	Percentage (%)
1. Under 1 km.	84	58
2. More than 1 km.	59	41
999	2	1

Question 18: How does your child usually get to or from Kindergarten?

Value	To kindergarten	From Kindergarten
Walking	25	35
Bicycling (child)	33	36
Bus or public transportation	4	5
Car	82	67
Other	17	16

To kindergarten – other: on parents bike (15), tandem-bike (2)

From kindergarten – other: on parents bike (14), tandem-bike (1), walk (1), pushchair (1), scooter (1)

Most children get to and from kindergarten either by car.

Value of the is question is not optional due to the fact that in the Danish version of the questionnaire it was stated that only one tick was aloud, but several parents had ticked more than one

The child's eating habits

Question 19: What does your child prefer to eat?

Food item	First	%	Second	%	999	%	Total
Bread, pasta, rice	59	41	27	19	17	12	60
NEW bread	26	18			14	10	18
NEW pasta	29	20	1	1	11	8	21
NEW rice	8	6			9	6	6
Potatoes	1	1	9	6	5	3	7
Meat	9	6	13	9	6	4	15
Fish	1	1	9	6	5	3	7
Fruit	23	16	39	27	6	4	43
Vegetables	5	3	4	3	5	3	6
Legumes	2	1	3	2	5	3	3
Candy	19	13	10	7	6	4	20
Milk and cheese	12	8	13	9	6	4	17
NEW milk	11	8	1	1	7	5	9
NEW cheese	6	4			7	5	4
Salami	5	3	7	5	6	4	8

Bread, pasta and rice are the children's one of the two favourite food with 60%, followed by 43% having fruit as their number first or second choice

Question 20: What does your child usually refuse to eat?

Value	First	%	Second	%	999	%	Total
Bread, pasta, rice	4	3	6	4	24	17	7
NEW bread	1	1			6	4	1
NEW pasta	1	1			6	4	1
NEW rice	9	6			7	5	6
Potatoes	12	8	22	15	6	4	23
Meat	12	8	10	7	6	4	15
Fish	15	10	18	12	6	4	22
Fruit	5	3	3	2	6	4	5
Vegetables	10	7	20	14	6	4	21
Legumes	42	29	15	10	6	4	39
Candy			4	3	6	4	3
Milk and cheese	11	8	16	11	6	4	19
NEW milk	4	3	1	1	6	4	4
NEW cheese	18	12			6	4	12
Salami	10	7	17	12	6	4	19

Children mostly refuse to eat legumes with a total of 39%

Question 21: How many times did your child eat or drink the following products during the last week?

Milk and yoghurt	Milk	%	Low-fat milk	%	Sweet milk products	%	Regular yoghurt	%	Sweetened yoghurt	%
Never or less	135	93	66	46	126	87	100	69	80	55
1-3 times/week	5	3	16	11	16	11	31	21	51	35
4-6 times/week	1	1	11	8	1	1	8	6	11	8
Once/daily	1	1	11	8			4	3	2	1
Twice/daily			22	15			1	1		
3 times/daily			10	7						
4 or more/daily			3	2						
Don't know										
999	3	2	6	4	2	1	1	1	1	1

Low-fat milk is more popular than regular full fat milk. The consumption of sweetened milk products is low. When children eat yoghurt they tend to eat the regular yoghurt instead of the sweetened products.

Breakfast cereals	Products with Sugar	%	Products without sugar.	%
Never or less	126	87	22	15
1-3 times/week	10	7	46	32
4-6 times/week	5	3	35	24
Once/daily	4	3	41	28
Twice/daily				
3 times/daily				
4 or more/daily			1	1

Don't know				
999.				

Breakfast cereals without sugar are most popular.

Cereals	White bread	%	Whole grain bread	%	Pasta, noodles, rice	%	Pizza as Main dish	%
Never or less	40	28	10	7	5	3	122	84
1-3 times/week	63	43	60	41	85	59	19	13
4-6 times/week	15	10	30	21	45	31		
Once/daily	18	12	25	17	8	6		
Twice/daily	1	1	18	12	2	1		
3 times/daily			1	1				
4 or more/daily	1	1						
Don't know								
999.	7	16	1	1			4	3

Whole grain bread is being preferred to white bread. Pasta, noodles and rice are being served 1-6 times per week and pizza as a main dish is served 1-3 times a week in 13% of the homes, but 84% serves pizza as a main dish less frequently than that.

Vegetables and legumes	Potatoes	%	Raw vegetables	%	Boiled vegetables	%	Legumes	%
Never or less	18	12	4	3	24	17	72	50
1-3 times/week	107	74	11	8	73	50	51	35
4-6 times/week	17	12	28	19	34	23	17	12

Once/daily	3	2	62	43	10	7	1	1
Twice/daily			30	21	2	1	1	1
3 times/daily			5	3				
4 or more/daily			2	1				
Don't know								
999.			3	2	2	1	3	2

Even though many children do not like potatoes these are still being served 1-3 times per week in 74% of the families.

The children eat more raw vegetables than boiled, 43% of the children eat vegetables once a day and 21% eat it twice a day. Legumes are not served often.

Meat	Meat	%	Cold and convenience		Ham	%	Salami etc.	%
Never or less	26	18	126	87	79	55	23	16
1-3 times/week	82	57	11	8	49	34	66	46
4-6 times/week	30	21	2	1	6	4	29	20
Once/daily	5	3	1	1	1	1	21	15
Twice/daily			1	1			2	1
3 times/daily								
4 or more/daily								
Don't know					2	1		
999.	2	1	4	3	8		4	3

Meat is mostly served 1-3 times a week.

Fish/cheese/ egg	Fish (not-fried)	%	Cheese	%	Eggs (not-fried)	%
Never or less	69	48	59	41	71	49
1-3 times/week	69	48	56	39	65	45
4-6 times/week	5	3	24	17	6	4
Once/daily			4	3		
Twice/daily						
3 times/daily						
4 or more/daily						
Don't know					1	1
999.	2	1	2	1	2	1

48% of the children eat fish 1-3 times per week, but 44% eat fish less than that or never eat fish. Cheese is not normally served on a daily basis.

Fried food	Fish	%	Potatoes	%	Meat	%	Egg	%	Pizza	%	Vegetables	%
Never or less	106	73	111	77	27	19	115	79	122	84	100	69
1-3 times/week	34	23	18	12	94	65	25	17	19	13	42	29
4-6 times/week	2	1	1	1	21	15	2	1				
Once/daily												
Twice/daily												
3 times/daily												
4 or more/daily												
Don't know	1	1							1	1	1	1
999.	2	1	15	10	3	2	3	2	3	2	2	1

Especially meat (80%) is being fried several times a week, but also vegetables (29%) and fish (24%) are being fried, but otherwise fried food is not used frequently.

Fruit	Fresh fruit	%	Fresh juice	%
Never	3	2	90	62
1-3 times/week	7	5	36	25
4-6 times/week	11	8	10	7
Once/daily	57	39		
Twice/daily	52	36		
3 times/daily	10	7		
4 or more/daily	4	3		
Don't know				
999.	1	1		

86% of the children eat fruit almost one or more times a day, but fresh juice is not usually consumed.

Spreads	Jam	%	Honey	%	Nutella	%	Butter	%	Mayo etc.	%	Ketchup	%
Never or less	69	48	115	79	120	83	8	6	76	52	54	37
1-3 times/week	60	41	26	18	23	16	37	26	55	38	78	54
4-6 times/week	10	7	3	2			26	18	9	6	10	7
Once/day	6	4	1	1			46	32	1	1	2	1
Twice/day							21	15				
3 times/day							3	2				

4 or more/day							1	1					
Don't know													
999.					2		3	2	4	3	1		1

Butter is the most used spread and nutella is the least. Ketchup, mayonnaise and jam are also frequently used, but maximum 1-3 times a week.

Snacks	Nuts/ dried fruit	%	Chips	%	Pies	%	Chocol- ate	%	Candy	%	Bis- cuits	%	Ice	%
Never or less	42	29	95	66	131	90	96	66	34	24	68	47	27	19
1-3 times/week	72	50	50	35	14	10	48	33	106	73	71	49	96	66
4-6 times/week	17	12					1	1	3	2	6	4	13	9
Once/day	10	7							2	1				
Twice/day	4	3												
3 times/day													1	1
4 or more/day														
Don't know														
999.													8	6

Snacks are mostly consumed 1-3-times per week and candy (73%), ice cream (66%) and nuts (50%) and biscuits (49%) are the most popular. Pies, chocolate and chips are the children's least favoured snacks.

Snack bars	Sugar bars	%	Fruit bars	%
Never or less	136	94	71	49
1-3 times/week	6	4	63	44
4-6 times/week	3	2	6	4
Once/day			3	2
Twice/day			2	1
3 times/day				
4 or more/day				
Don't know				
999.				

Snack bars containing much sugar are not consumed often, but half of the children eat fruit bars during the week.

Children do not eat breakfast and lunch at grandparents, family members or friends in the weekday. 12% have breakfast and 31% have lunch in the weekends at grandparents, family members or friends.

80% have dinner in the week, while only 63% has dinner at grandparents, family members or friends in the weekends

Half of the children rarely or never eat snacks at grandparents, family members or friends.

Question 23: How often do you bring your child to fast food restaurants like McDonald's or Burger King?

Fast food	For breakfast, lunch, dinner	%	As a snack	%
1. Never	38	26	116	80
2. Once a month or less	103	71	24	17
3. 2-3 times/week				
4. 1-2 times/ week	3	2	1	1
5. More than 3 times/week				
999.	1	1	4	3

The consumption of food from fast food restaurant is rare. 71% brings their child to a fast food restaurant once a month or less for breakfast, lunch and dinner.

80% never brings their child to a fast food restaurant for snack.

Question 24: How often does your child eat while he/she watch TV, plays, plays computer games etc.?

Value	Distribution	Percentage
1. Never or rarely	87	60
2. Several times a week	38	26
3. Once a day	15	10
4. Several times a week	5	3
999.		

Mean: 1,57

Standard deviation: 0,81

95% confidence interval: 1,44 – 1,71

60% of the children eat while they watch TV, plays, plays computer games etc.

Physical activity and play

Question 25: Is it possible for 3-6 year-olds to plays outside the home in the area where you live?

Value	Distribution	Percentage
1. Yes	144	99
2. No	1	1
999.		

99% of the children play outside the home

Question 26: If yes, where?

Value	Distribution	Percentage
1. On the road	2	1
2. In a park close to home	2	1
3. In the garden or court	111	77
4. Playground	15	10
999.	15	10

77% plays either in the garden or in the court and 10% plays at the playground.

Question 27: For how long does your child usually play outside?

Value	On weekdays	%	In weekends	%
Less than 30 min.	26	18	1	2
30-60 min.	63	43	8	6
More than 60 min.	54	37	133	92
999.	2	1	3	2

43% of the children play outside on weekdays, but during the weekend 92% plays more than 60 min.

Question 28: If your child does not play outside, please indicate why?

1.No park nor house yard	
2.Street with heavy traffic	1
3.Street dangerous because of crime	
4.Too solitary street in a peripheral suburb	1
5.No playground	
999.Missing value	5

Only 2% of the children are not playing outside the house due to heavy traffic and too solitary street

Question 29: Does your child do sports in a club or anything similar?

First sport Activity	Second sport Activity	Third sport activity
Number of children: 82	Number of children: 19	Number of children: 1
Gymnastics: 90 min/once per week: 1 60 min/ once per week: 18 55 min/once per week: 50 min/ once per week: 7 45 min /once per week: 1 30 min / once per week: 1	Gymnastics: 45 min/once a week: 1 60 min/once a week: 5 90 min/once a week: 1	

Swimming 30 min/once a week: 14 35 min/once a week: 1 40 min/once a week: 2 45 min/once a week: 60 min/once a week: 2 50 min/twice a week:	Swimming: 30 min/once a week: 4 45 min/once a week: 2	
Soccer: 75 min/once a week: 60 min/once a week: 12 45 min/once a week:	Soccer: 60 min/once a week: 1	Soccer: 60 min/once a week: 1
Handball: 30 min/once a week: 40 min/once a week: 1 45 min/once a week: 4 50 min/once a week: 2 90 min/ once a week: 1	Handball: 60 min/once a week: 1	
Kids ball: 60 min/once a week: 1		
Dance: 30 min/once a week: 1 45 min/once a week: 3 50 min/once a week: 55 min/ once a week: 60 min/once a week:		
Dance/gym:	Dance/gym:	

45 min/once a week: 1	45 min/once a week: 1	
Ice hockey: 60 min/twice a week: 2		
Scout: 60 min/once a week: 1	Scout: 60 min/once a week: 1	
Golf: 60 min/once a week: 1		
Ballet 60 min/once a week: 1		
	Riding: 30min/once a week: 1	

Number of children not participating in sport: 43

Reason for not participating:

I have no money	
I do not have the time	14
My child do not have the time	
My child is not interested in sport	26
I am not interested	4
My child has health related problems	1
999	14

57% of the children attend one sport activity, 13% children attend 2 sports activities and only 1% attend a third activity. The most popular sports are gymnastics, swimming, soccer, handball and dancing.

145 children do not attend any sport activities. The stated reason for this is mostly that the child is not interested in sport and that the parents do not have the time.

TV

Question 30: How much time does your child spend watching TV during the day on average?

Value	Weekdays	%	Weekend	%
1. None	8	6	3	2
2. Less than 1 hour/day	89	61	30	21
3. 1-2 hours/day	46	32	81	56
4. 2-3 hours/day	2	1	28	2
5. More than 3 hours/day			3	
999				

Weekdays

Mean: 2, 29

Standard deviation: 0,59

95% confidence interval: 2,19 – 2,39

Weekends

Mean: 2.99

Standard deviation: 0,76

95% confidence interval: 2,86 – 3,11

The children watch more TV during the weekend.

During weekdays 61% of the children watches TV less than 1 hour per day but during the weekends 56% watches TV 1-2 hours per day.

Question 31: How much time does your child spend watching DVD's or video during the day on average?

Value	Weekdays	%	Weekend	%
1. None	57	39	12	8
2. Less than 1 hour/day	63	43	68	47
3. 1-2 hours/day	23	16	54	37
4. 2-3 hours/day			11	8
5. More than 3 hours/day				
999	2	1		

Weekdays

Mean: 1,76

Standard deviation: 0,71

95% confidence interval: 1,64 – 1,88

Weekend

Mean: 2.44

Standard deviation: 0,75

95% confidence interval: 2,32 – 2,57

The children watch a more DVD or video during the weekend compared to weekdays. A total of 59% of the children watches in the weekdays, compared to 92% in the weekends.

Hours spend watching DVD or video is also higher in the weekend, 16% watches DVD or video between 1-3 hours a day in the weekdays, compared to 45% in the weekends.

Question 32: How much time does your child spend playing computer games or Playstation/Nintendo or similar?

Value	Weekdays	%	Weekend	%
1. None	83	57	53	37
2. Less than 1 hour/day	53	37	65	45
3. 1-2 hours/day	8	6	19	13
4. 2-3 hours/day			3	2
5. More than 3 hours/day				
999	1	1	5	3

Weekdays

Mean: 1,48

95% confidence interval: 1,38 – 1,58

Weekends

Mean: 1,8

95% confidence interval: 1,67 – 1,93

Generally the children do not play Nintendo or Playstation much, but during the weekend it is being used by more children. 15% play more than one hour a day.

Question 33: Which of the following appliances are in your child's room?

	Distribution	999
TV	24	2
Computer	6	
Internet	2	
Video/DVD player	16	
Playstation/Nintendo	25	

None	102	
Answers in total	175	

Most children do not have any of the appliances in their room, but among those that do; Playstation (25) and TV (24) are the most common.

Question 34: With whom does your child normally watch TV?

	Distribution	Percentage
1. Alone	11	8
2. With parents	33	23
3. With siblings	91	63
4. With friends	1	1
5. My child hardly watches TV	4	3
999	5	3

Mean: 2,67

Standard deviation: 0,75

95% confidence interval: 2,55 – 2,80

63% of the children mostly watch TV with their siblings, 23% watch TV with their parents.

Question 35: When your child watches TV do you talk about/discuss the programmes /commercials with him/her?

	Distribution	Percentage
1. Never	1	1
2. Rarely	15	10
3. Sometimes	77	53

4. Often	43	30
5. Always	8	6
999.		

Mean: 3,28

Standard deviation: 0,78

95% confidence interval: 3,15 – 3,40

The majority of parents talk with their children about programmes, commercials etc. on TV

Question 36: When does your child watch TV?

Week days	Distribution
Before kindergarten	67
Between kindergarten and dinner	104
After dinner	28
Weekend	
Morning	133
Afternoon	20
Evening	57

During the weekdays the majority watch TV between Kindergarten and dinner. In the weekends

Almost all the children watch TV weekend mornings.

Question 37: What does your child prefer when he/she watches TV?

	Distribution
	(like)

Cartoons	89
Soaps	1
Commercials	1
TV-shop	1
Children programmes	118
Sport	3
Other	16

When other was ticked the following was mentioned:

Animal and nature programmes (8), National Geographic, Discovery (2), Children movies (3), Disney DVD (1) and old classic Danish movies (1).

Children programmers and cartoons are the children favorites, but they also like animal and nature programmes and sport.

The family's shopping habits

Question 38 to 49: The family's shopping habits:

	Never	%	Rarely	%	Some Times	%	Often	%	Always	%	999	%
38. Does your child ask you to buy advertised food items	84	58	45	31	12	8	3	2	1	1		
39. How often do you give in to the request	12	8	36	25	73	50	21	15	2	1	1	1
40. We buy fresh food for cooking	1	8			7	5	57	39	80	55		
41. We read the food declaration on the groceries we buy	12	8	30	21	40	28	52	36	11	8		
42. We buy organic food	5	3	16	11	38	84	71	49	15	10		
43. We buy convenience food	47	32	81	56	17	12						
44. We use TV-adds to discover which foods are a good buy.	134	92	11	8								
45. Does TV-adds influence kids' food preferences	41	28	45	31	40	28	19	13				
46. Is advertised food better than other?	95	66	47	32	3	2						
47. Does TV-adds (food) cause problems between children and parents in shopping situations?	30	21	50	35	48	33	15	10	1	1	1	1

48. Do children think that advertised food is the best?	29	20	39	27	42	29	28	19	3	2	4	3
49. Should TV-adds for food be banned?	12	8	19	13	34	23	14	10	64	44	2	1

The children hardly ever ask for advertised foods and when they do 66% of the parents never or rarely buys them.

The majority buys fresh food for cooking and 76% do sometimes or often buy organic food. Convenience food is not popular only 10% buy these products sometimes.

36% rarely or never read the food declarations on the food they buy. Half of the parents often read them and 30% reads them sometimes.

The parents do not have positive feelings towards advertised food products. They do not use them to discover new food and they do not think advertised products are any better than other products. However 58% think that children sometimes, often and always thinks that advertised food are the best.

Half of the parents do not think that TV- commercials influence kids food preferences and that they don't cause problems during shopping between children and parents. The other half thinks that they sometimes or often influence the children and cause problem during shopping.

Even though the opinion on children and advertising is divided almost 50/50, 78% of the parents think that food advertisements should be banned – at least in some occasions.

Meal and eating habits

Question 50

	Never	%	Rarely	%	Some Times	%	Often	%	Always	%	999	%
1. I let my child decide what he/she eats at meals	8	6	35	24	61	42	27	19	12	8	2	1
2. I give my (unhappy) child food to make he/she feel	57	39	67	46	20	14			1	1		

better												
3. I encourage my child to look forward to meals	7	5	22	15	52	36	54	37	9	6	1	1
4. I praise my child for eating served food	8	6	13	9	53	37	50	34	21	15		
5. I control how many snacks my child gets					11	8	48	33	86	59		
6. I encourage my child to eat a variety of food.			1	1	13	9	44	30	87	60		
7. To make my child behave I promise food	86	59	49	34	9	6	1	1				
8. I serve food appetizingly for my child.	1	1	3	2	30	21	71	49	40	28		
9. If my child misbehaves I do not serve their favourite food	124	86	15	10	4	3					2	1
10. I encourage my child to try out all served food items					8	6	38	26	99	68		
11. I allow that my child walks around at meals	84	58	44	30	16	11	1	1				
12. I encourage my child to try new food					7		51		87			
13. If my child is hurt I give him/her food to make him/her feel					17		48		79			

better											
14. I let my child decide when he/she eats	25		62		48		8		1		1
15. I give my child food if he/she is bored	102		33		6						4
16. I let my child decide when he/she has had enough snacks	46		35		24		22		17		1
17. I decide when my child gets a snack	2		1		39		60		42		1
18. I bribe my child with dessert in order to make him/he eat her dinner	65		53		22		4				1
19. I encourage my child to enjoy his/her food	4		14		37		54		35		1
20. I decide when my child eats.	1		1		20		80		43		
21. If my child is worried I give my child food to make him/her feel better	120		22		2						1
22. I reward my child with food if she is well-behaved	105		34		6						
23. I let my child eat snacks when it suits him/her	49		42		43		7		2		2
24. I insist that my child eat at the table			1		8		43		93		

25. If my child is moody or angry I give him/her food to make cheer them up	105		36		4						
26. I decide what my child eats as a snack	1				9		69		66		
27. I commend my child for eating a new kind of food.	1		9		22		53		60		

85%-95% of the parents would never or rarely use food as an emotional stabilizer in situations where the children are unhappy, naughty, hurt, moody or angry.

92% would also never or rarely give food to a child, because he/she is bored.

92% do not or rarely use food as a reward or punishment if the child is well-behaved or misbehaves. They do not use dessert as a bribe in order to make them eat their dinner.

Instead parents prefer to use encouragement and praise to make their children enjoy and look forward to the meal, make them eat all the served food and eat a variety of different and new food. They also find it important to serve appetizingly food for the children.

Parents also insist that their children eat at the table and 78% would never or rarely allow their children to walk around during the meals.

The parents control how many snacks their children eat, what kind of snacks they eat, when they should eat it and when they have had enough. The parents also decide when the children should eat their meals, but are more reluctant to let the child decide what to eat at the meals.

The child's social life

Question 51: Is your child?

Characteristic	Distribution	Percentage
Very lazy		
Lazy	2	1
Quiet	6	4

Lively	68	47
Very lively	68	47
Very tired		
999	2	1

The most parents (94%) characterize their children as being lively or very lively. 4% characterize their children as being quiet.

Question 52: Your child:

Characteristic	Distribution	Percentage
Prefers to play alone	3	2
Prefers to play with others	141	97
999	1	1

The majority of the children is considered to be social and prefers to play with others. Only 2% prefers to play alone.

Question 53: Your child:

Characteristic	Distribution	Percentage
Usually obeys you	80	55
Has a very strong character	61	42
999	4	3

55% of the children normally obey their parents, and 42% are apparently more reluctant to do so, due to a strong character.

Question 54: Your child is:

Characteristic	Distribution	Percentage
Often smiling and happy	143	98
Often tearful and unhappy	1	1
999	1	1

Only 1% of the children are reported being unhappy in the kindergarten; the rest is often smiling and happy.

Question 55: When your child is together with other children:

Characteristic	Distribution	Percentage
He/she easily gets into fights	2	1
Are teased by the others	1	1
Gets along with the others	141	97
999	1	1

97% gets along with the others without any problems.

Health

Question 56: How many hours of sleep does your child sleep every night

Range: 8-12 hours

Hours	Distribution	Percentage
9	9	6

10	64	44
11	51	35
12	11	8
999	10	7

Mean: 10.47 hours

Standard deviation: 0,74

95% confidence interval: 10,35 – 10,60

Question 57: Do you think your child is:

	Distribution	Percentage
Very skinny	1	1
Skinny	9	6
A little skinny	19	13
Appropriate	106	73
Little overweight	6	4
Overweight		

Obese		
999.	4	3

19% of the parent puts their child in the two skinny categories, 73% think their child's weight is appropriate and 4% think their child is either a little overweight.

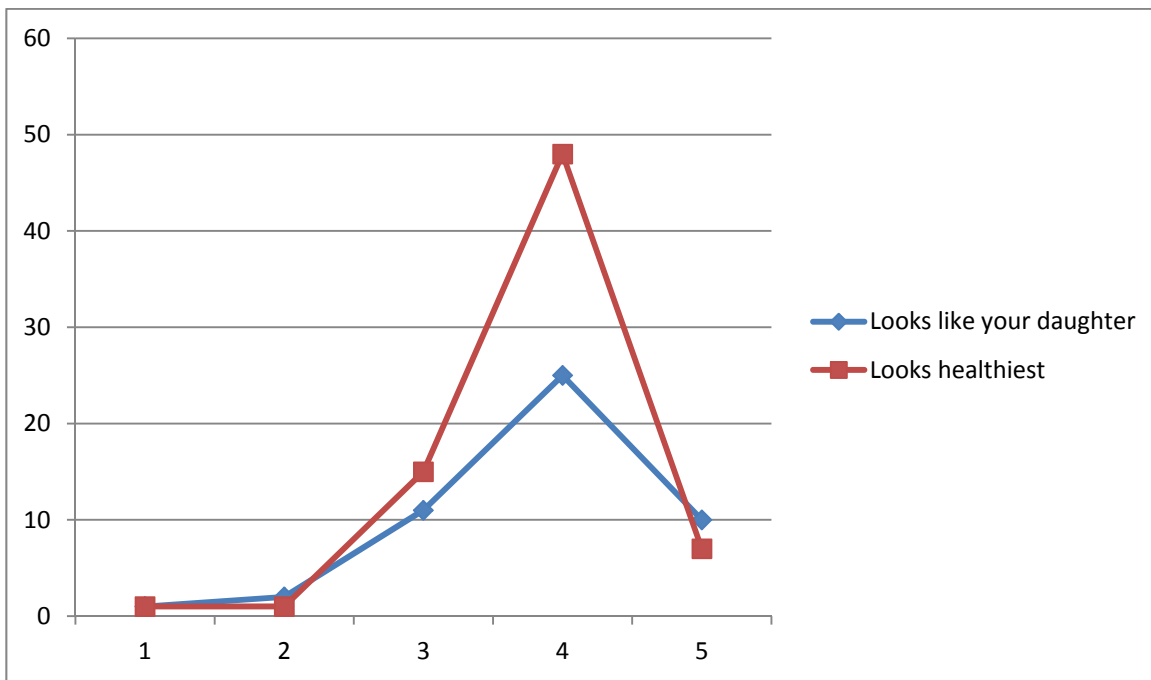
Question 58: Which of these girls looks like your daughter the most?

	Distribution	Percentage
1	1	1
2	3	2
3	16	11
4	36	25
5	14	10
6		
7		
999.	2	1
X (boys)	73	50

Question 59: Which of these girls are most healthy?

	Distribution	Percentage
1	1	1
2	2	1
3	22	15
4	69	48
5	10	7
6		

7		
999.	42	29



The majority think that girl 4 is the healthiest, but their girl is rated slightly skinnier.

29% of the parents have not answered question 59.

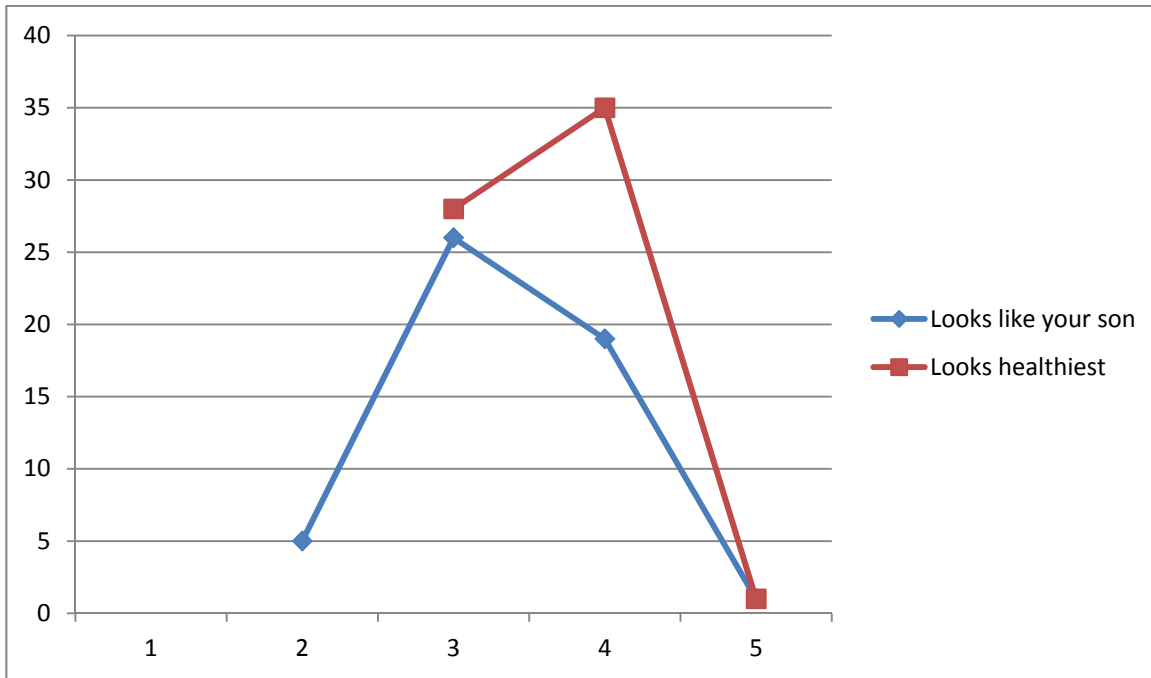
Question 60: Which of these boys look like your son the most?

	Distribution	Percentage
1		
2	7	5
3	38	26

4	28	19
5	2	1
6		
7		
999.	2	1
X (girls)	68	47

Question 61: Which of these boys are most healthy?

	Distribution	Percentage
1		
2		
3	41	28
4	51	35
5	1	1
6		
7		
999.	49	34



The majority of the parents think that boy 3 and 4 look the healthiest and they also think that their boys look like them.

34% of the parents have not answered question 61.

Comparisons of response results from the first & second questionnaire 2008 and 2009

General questions

Question 2: Is your child a boy or a girl?

Sex	Percentage 2008	Percentage 2009
Boy	51%	52 %
Girl	49 %	48 %

The percentage of children is comparative

Question 4: What is your age?

	2008	2009
Range	24-53 years	28-53 years
Mean	36	37
Standard deviation	4.5	4.2

What is your partner's age?

	2008	2009
With partner	300	135
Range	25-54	27-51
Mean	37	38
Standard deviation	4,8	4.2
No partner	21	9

Question 5: What are the parents' height and weight?

	Range 2008	Mean	Standard deviation	Range 2009	Mean	Standard deviation
Mothers' height (cm)	153-189	170	6,23	156-183	170	5,62
Mothers' weight (kg)	47-120	67	11,74	50-125	66	11,25
Fathers' height (cm)	168-203	183	6,75	166-204	183	6,84
Fathers' weight (kg)	60-170	85	13,13	62-170	84	13,42

Even though the standard deviation is large for both the mother and the father's weight, it is concluded that the results are valid, due to the fact that the deviation are approximately the same for both years.

Question 6: What is your level of education?

Mother

Education level	2008		2009	
	Distribution	Percentage	Distribution	Percentage
1. Primary and secondary school	10	3 %	1	1 %
2. Upper secondary school	20	6 %	4	3 %
3. Vocational training	17	5 %	12	8 %
4. Higher education (under 3 years)	44	13 %	19	13 %
5. Higher education (Bachelor 3-4 years)	109	34 %	51	35 %
6. Higher education (Master over 4 years)	114	36 %	57	39 %
7. Other	5	2 %	0	0
999.	2	1 %	1	1 %

There is no significant different between the length of the mothers education in the two questionnaires.

Father

Education level	2008		2009	
	Distribution	Percentage	Distribution	Percentage
1. Primary and secondary school	12	4%	7	5 %
2. Upper secondary school	14	4 %	7	5 %

3. Vocational training	56	18 %	24	17 %
4. Higher education (under 3 years)	35	11 %	12	8 %
5. Higher education (Bachelor 3-4 years)	68	21 %	31	21 %
6. Higher education (Master over 4 years)	117	36 %	60	41 %
7. Other	7	2 %		
999.	5	2 %	3	
No father		2 %		

There is a minor different in the amount of fathers with a higher education, otherwise there is no significant different between the two questionnaires.

Question 7: What is your current occupation?**Mother**

Occupation:	Distribution	Percentage (%)	Distribution	Percentage (%)
1. Independent business owner	12	4 %	6	4 %
2. Working spouse	4	1 %	2	1 %
3. Wage earner (min 32 hours)	190	59 %	89	61 %
4 Wage earner (max. 32 hours)	58	18 %	28	17 %
5. Unemployed	6	2 %	6	4 %
6. On leave	16	5 %	3	2 %
7. Student	19	6 %	3	2 %
8. On transfer income e.g. retired	3	1 %		
Other	10	3 %	6	4 %
999.	3	1 %	2	1 %

Father

Occupation:	Distribution	Percentage (%)	Distribution	Percentage (%)
1. Independent business owner	56	17 %	26	18 %
2. Working spouse	1	1 %	0	0
3. Wage earner (min 32 hours)	237	74 %	108	75 %
4 Wage earner	4	1 %	3	2 %

(max. 32 hours)				
5. Unemployed	2	1 %	3	2 %
6. On leave	1	1 %	0	0
7. Student	4	1 %	1	1 %
8. On transfer income e.g. retired	3	1 %	0	0
9. Other	4	1 %	2	1 %
999.	4	1 %	2	1 %
0. No father	3	1 %		

There is no significant different between both parents occupation in the two questionnaires.

Question 8: How many people live permanently at the home where the child most commonly lives?

Number of persons OVER 18:

	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Persons	1		2		3		4		5	
Percentage	9	6	86	90	1	2	1	1	1	

Number of persons UNDER 18

	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Persons	1		2		3		4		5	
Percentage	13	10	59	61	18	24	5	4	4	

Pregnancy and infancy

Question 9: How many kilograms did you gain during your pregnancy?

Answers (n) =146

Range: 3-30 kg.

Mean: 15,11 kg

Standard deviation: 5 kg

Do not remember/ don't know:

Missing value 15

Question 10: In which week did you deliver your child according to your estimated due date?

10 A: My child was born prematurely this many weeks before due date:

Answers (n) = 38

Range 1-7 weeks

Mean: 1,95 weeks

Standard deviation: 1,23 weeks

95% confidence interval: -18,58 – 122,18

Missing values: 2

10 B: My baby is born on time

Yes: 58

999: 1

10 C: My child was born this many weeks after due date:

Answers: 42

Range: 1-3

Mean: 1,67

95% confidence interval: -15,65 – 50,92

Missing values: 1

10 D: Do not remember/ don't know:

999: 1

888: 1

Question 11: How much did your child weight and how long was it at delivery?

11. A. Weight:

Range: 1340-4800

Mean: 3491,96

Standard deviation: 515,83

95% confidence interval: 3403,48 – 3580,43

Missing values: 12

11. B Height

Range: 46-58

Mean: 52,32

Standard deviation: 2,08

95% confidence interval: 51,95 – 52,68

Missing values: 12

11. C

888: 1

Question 12: Was your child breastfed?

Value	Distribution	Percentage (%)
1. Yes	136	94
2. No	6	4
4. 888	1	1
5. Missing value	2	1

Question 13: If yes, for how long?

Value	Distribution	Percentage (%)
1. Under 1 month	11	8
2. Up 3 months	12	8
3. Up to 6 months	25	17
4. Up to 9 months	38	26
5. More than a year	51	35
6. 999	1	1
7. x-value (not breastfeeding)	7	5

Mean: 3,77

95% confidence interval: 3,56 - 3,99

94% of the children were breastfed and the average child was breastfed between 6 to more than a year.

Kindergarten

Question 14: Do your child enjoy kindergarten?

	2008		2009	
	Distribution	Percentage	Distribution	Percentage
1. Yes, very much	195	61 %	93	64 %
2. Yes, usually	108	34 %	46	32 %
3. Not always	11	3 %	3	2 %
4. Not at all	1	1 %		
999.	6	1 %	3	2 %

96% of the children normally enjoy kindergarten and 2% does not enjoy kindergarten.

Question 15: Is your child nursed regularly by a nanny, its grandparents or others with close relation to the child before or after kindergarten?

15 A:

2008	2009
Yes approximately this many hours a day. N=5 Range: 2-6 hours Mean: 3,4 hours/day	Yes approximately this many hours a day. N=3 Range: 2-8 hours Mean: 4 hours/day

15 B:

2008	2009
Yes approximately this many hours a week. N=92 Range: 1-24 Mean: 8 hours/day	Yes. Approximately this many hours per week N=49 Range: 2-12 Mean: 3,3 hours/week

The children are rarely looked after by grandparents or other with close relations with the child on a regularly daily basis (1% in 2008 and 2% in 2009). But there is a significant different between the amount of hours per week the child is being looked after by others than the parents. In 2008 it were 8 hours a week compare to 3,3 hours per week in 2009.

15 C:

No.

N=92

Missing values: 3

Question 16: How often does your child eat in Kindergarten?

Value	Lunch 2008	%	Lunch 2009	%	Snack 2008	%	Snack 2009	%
1. Daily	303	94	136	94	268	84	125	87
2. Several times/week	13	10	4	3	43	13	14	10
3. Once per week	1	8	1	1			2	1
4. Rarely/never	2	66	3	2	3	1	1	1
999.	2	10	1	1	7	2	2	1

Question 17: How far away from home is your child's kindergarten?

Value in %	2008	2009
1. Under 1 km.	61	58
2. More than 1 km.	38	41
999	1	1

Question 18: How does your child usually get to or from Kindergarten?

Value in %	To kindergarten 2008	To kindergarten 2009	From kindergarten 2008	From kindergarten 2009
Walking	12	16	17	23
Bicycling (child)	34	21	32	22
Bus or public transportation	1	2	2	3
Car	49	50	45	42
Other	4	11	4	10

To kindergarten – other: on parents bike (9%), tandem-bike (1%)

From kindergarten – other: on parents bike (9%), tandem-bike (1%), pushchair (1%), scooter (1%)

The child's eating habits

Question 19: What does your child prefer to eat?

Food item	First	%	Second	%	999	%	Total (1. & 2.)
Bread, pasta, rice	59	41	27	19	17	12	60
NEW bread	26	18			14	10	18
NEW pasta	29	20	1	1	11	8	21
NEW rice	8	6			9	6	6
Potatoes	1	1	9	6	5	3	7
Meat	9	6	13	9	6	4	15
Fish	1	1	9	6	5	3	7
Fruit	23	16	39	27	6	4	43

Vegetables	5	3	4	3	5	3	6
Legumes	2	1	3	2	5	3	3
Candy	19	13	10	7	6	4	20
Milk and cheese	12	8	13	9	6	4	17
NEW milk	11	8	1	1	7	5	9
NEW cheese	6	4			7	5	4
Salami	5	3	7	5	6	4	8

Bread, pasta and rice are the children's one of the two favourite food with 60%, followed by 43% having fruit as their number first or second choice.

Question 20: What does your child usually refuse to eat?

Value	First	%	Second	%	999	%	Total (1.& 2.)
Bread, pasta, rice	4	3	6	4	24	17	7
NEW bread	1	1			6	4	1
NEW pasta	1	1			6	4	1
NEW rice	9	6			7	5	6
Potatoes	12	8	22	15	6	4	23
Meat	12	8	10	7	6	4	15
Fish	15	10	18	12	6	4	22
Fruit	5	3	3	2	6	4	5
Vegetables	10	7	20	14	6	4	21
Legumes	42	29	15	10	6	4	39
Candy			4	3	6	4	3
Milk and cheese	11	8	16	11	6	4	19

NEW milk	4	3	1	1	6	4	4
NEW cheese	18	12			6	4	12
Salami	10	7	17	12	6	4	19

Children mostly refuse to eat legumes with a total of 39%. Also potatoes (23%), fish (22%) and vegetable (21%) score high on the refuse to eat-list.

Question 21: How many times did your child eat or drink the following products during the last week?

Milk and yoghurt in %	Milk 2008	Milk 2009	Low-fat milk 2008	Low-fat milk 2009	Sweet milk products 2008	Sweet milk products 2009	Regular yoghurt 2008	Regular yoghurt 2009	Sweetened yoghurt 2008	Sweetened yoghurt 2009
Never or less	84	93	38	46	81	87	68	69	52	55
1-3 times/week	4	3	9	11	13	11	21	21	38	35
4-6 times/week	1	1	4	8	1	1	6	6	6	8
Once/daily	1	1	15	8	1		1	3	2	1
Twice/daily	3		19	15	1		1	1	0	
3 times/daily	1		9	7	0		0		0	
4 or more/daily	1		1	2	0		0		1	
Don't know	1		3		0		3		1	
999	4	2	2	4	2	1		1	2	1

Low-fat milk is more popular than regular full fat milk. The different has even increased since 2008. The consumption of sweetened milk has also decreased since 2008. Even though the result has decreased children still tend to eat the sweetened products instead of the regular yoghurt.

Breakfast cereals in %	Products with Sugar 2008	Products with Sugar 2008	Products without sugar 2008	Products without sugar 2008
Never or less	84	87	20	15
1-3 times/week	10	7	24	32
4-6 times/week	2	3	20	24
Once/daily	2	3	34	28
Twice/daily	0	0	0	0
3 times/daily	0	0	0	0
4 or more/daily	0	0	0	1
Don't know	0	0	0	0
999.	2	0	4	0

Breakfast cereals without sugar are slightly more popular.

Cereals	White bread 2008	White bread 2009	Whole grain bread 2008	Whole grain bread 2009	Pasta, noodles, rice 2008	Pasta, noodles, rice 2009	Pizza as Main dish 2008	Pizza as Main dish 2009
Never or less	20	28	12	7	2	3	83	84
1-3 times/week	50	43	32	41	60	59	11	13
4-6 times/week	13	10	21	21	31	31	1	0
Once/daily	12	12	26	17	3	6	0	0
Twice/daily	2	1	5	12	3	1	0	0
3 times/daily	1		1	1	0	0	0	0
4 or more/daily	0	1	1	0	0	0	0	0

Don't know	1	0	1	0	0	0	1	0
999.	1	16	1	1	1	0	4	3

With an increase amount whole grain bread is still being preferred to white bread. There is a change in how many times a day whole grain bread is being served. In 2008 26% had whole grain bread once a day and 5% twice a day, in 2009 these numbers are slightly different, only 17% had whole grain bread once a day, but 12% had it twice a day.

Pasta, noodles and rice are being served 1-3 times per week in both 2008 and 2009 in prox. 60% of the homes and pizza as a main dish is served 1-3 times a week in 13% of the homes, but 84% serves pizza as a main dish less frequently than that.

Vegetables and legumes in %	Potatoes 2008	Potatoes 2009	Raw vegetables 2008	Raw vegetables 2009	Boiled vegetables 2008	Boiled vegetables 2009	Legumes 2008	Legumes 2008
Never or less	12	12	3	3	17	17	52	50
1-3 times/week	74	74	9	8	46	50	42	35
4-6 times/week	12	12	22	19	25	23	4	12
Once/daily	1	2	38	43	10	7	1	1
Twice/daily	0	0	24	21	1	1	0	1
3 times/daily	0	0	2	3	0	0	0	0
4 or more/daily	0	0	1	1	0	0	0	0
Don't know	0	0	0	0	0	0	0	0
999.	1	0	1	2	1	1	1	2

Even though 8% of the children had potatoes as their first refuse-choice and 15% as their second parents still served potatoes 1-3 times per week in 74% of the families.

The children eat more raw vegetables than boiled, 43% of the children eat vegetables once a day and 21% eat it twice a day. These numbers has increased since 2008. Legumes are not served often.

Meat in %	Meat 2008	Meat 2009	Cold and convenience 2008	Cold and convenience 2009	Ham 2008	Ham 2009	Salami etc. 2008	Salami etc. 2008
Never or less	18	18	92	87	64	55	59	16
1-3 times/week	53	57	5	8	27	34	30	46
4-6 times/week	21	21	1	1	3	4	7	20
Once/daily	6	3	1	1	1	1	2	15
Twice/daily	0	0	0	1	0	0	1	1
3 times/daily	0	0	0	0	0	0	0	0
4 or more/daily	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	1	1	0
999.	2	1	1	3	6	0	1	3

Meat is mostly served 1-3 times a week.

Fish/cheese/ egg in %	Fish (not-fried) 2008	Fish (not-fried) 2009	Cheese 2008	Cheese 2009	Eggs (not-fried) 2008	Eggs (not-fried) 2009
Never or less	44	48	40	41	44	49
1-3 times/week	52	48	36	39	51	45
4-6 times/week	1	3	12	17	2	4
Once/daily	1	0	10	3	1	0
Twice/daily	0	0	1	0	0	0
3 times/daily	0	0	0	0	0	0
4 or more/daily	0	0	0	0	0	0

Don't know	1	0	0	0	0	1
999.	1	1	1	1	1	1

In 2009 48% of the children eat fish 1-3 times per week, compare to 52% in 2008. The amount of children not eating fish or less than once a week has increased from 44% - 48%.

Cheese is not normally served on a daily basis, but has increase a little bit since 2008.

Fried food	Fish 2008	Fish 2009	Pota-toes 2008	Pota-toes 2009	Meat 2008	Meat 2009	Egg 2008	Egg 2009	Vege-tables 2008	Vege-tables 2009
Never or less	69	73	86	77	17	19	81	79	68	69
1-3 times/ week	29	23	12	12	63	65	16	17	28	29
4-6 times/ week	2	1	0	1	17	15	1	1	2	0
Once/ daily	0	0	0	0	2	0	0	0	1	0
Twice/ daily	0	0	0	0	0	0	0	0	0	0
3 times/ daily	0	0	0	0	0	0	0	0	0	0
4 or more/ daily	0	0	0	0	0	0	0	0	0	0
Don't know	0	1	0	0	0	0	0	0	0	1
999.	4	1	2	10	1	2	2	2	1	1

Especially meat is being served several times a week, even though there is a small change in the amount of times it is being served. In 2008 it was served 4-6 times in 17% of the homes and 1-3 times 63%. In 2009 the numbers is slightly opposite, 4-6 times 15% and 1-3 times 65%.

Fried fish are slightly less serves compare to 2008 (from 29% till 23% in 2009). Unfortunately the different is going the wrong way, since now 73% compare to 69% is not eating fish at all or less than once a week. The amount of vegetable being served is approximately the same for both years (28%-29%).

Fruit	Fresh fruit	Fresh fruit	Fresh juice	Fresh juice
	2008	2009	2008	2009
Never	2	2	68	62
1-3 times/week	9	5	26	25
4-6 times/week	19	8	2	7
Once/daily	31	39	2	0
Twice/daily	31	36	2	0
3 times/daily	6	7	0	0
4 or more/daily	1	3	0	0
Don't know	0	0	0	0
999.	1	1	2	0

85% of the children eat fruit once or more times a day in 2009 compare to 69% in 2009. The amount of consumed fresh juice is rarely for both years.

Spreads	Jam	%	Honey	%	Nutella	%	Butter	%	Mayo etc.	%	Ketchup	%
Never or less	69	48	115	79	120	83	8	6	76	52	54	37
1-3 times/week	60	41	26	18	23	16	37	26	55	38	78	54
4-6 times/week	10	7	3	2			26	18	9	6	10	7
Once/day	6	4	1	1			46	32	1	1	2	1

Twice/day							21	15				
3 times/day							3	2				
4 or more/day							1	1				
Don't know												
999.					2		3	2	4	3	1	1

Butter is the most used spread and nutella is the least. Ketchup, mayonnaise and jam are also frequently used, but maximum 1-3 times a week.

Snacks	Nuts/ dried fruit	%	Chips	%	Pies	%	Choco- late	%	Candy	%	Bis- cuits	%	Ice	%
Never or less	42	29	95	66	131	90	96	66	34	24	68	47	27	19
1-3 times/week	72	50	50	35	14	10	48	33	106	73	71	49	96	66
4-6 times/week	17	12					1	1	3	2	6	4	13	9
Once/day	10	7							2	1				
Twice/day	4	3												
3 times/day													1	1
4 or more/day														
Don't know														
999.													8	6

Snacks are mostly consumed 1-3-times per week and candy (73%), ice cream (66%) and nuts (50%) and biscuits (49%) are the most popular. Pies, chocolate and chips are the children's least favoured snacks.

Snack bars	Sugar bars	%	Fruit bars	%
Never or less	136	94	71	49
1-3 times/week	6	4	63	44
4-6 times/week	3	2	6	4
Once/day			3	2
Twice/day			2	1
3 times/day				
4 or more/day				
Don't know				
999.				

Snack bars containing much sugar are not consumed often, but half of the children eat fruit bars during the week.

Drinks	Water 2008	Water 2009	Juice 2008	Juice 2009	Sweetened drinks 2008	Sweetened drinks 2009	Light products 2008	Light products 2009
Never or less	1	0	38	41	60	61	82	81
1-3 times/week	1	1	40	46	30	34	15	0
4-6 times/week	2	1	9	5	3	3	1	1
Once/day	10	8	9	8	3	1	1	1
Twice/day	16	17	1	1	1	1	0	0
3 time/day	22	21	0	0	1	0	0	0
4 or more/day	46	52	1	0	1	0	0	0
Don't know	1	1	1	0	0	0	0	0
999.	1	1	1	0	1	0	1	0

Water is served daily. Juice is only served occasionally. Drinks with sugar are more popular than light products, especially in 2009 where light product is not served at all compare to 2008, where it was served 1-3 times a week in 15% of the homes.

Question 22: How often does your child eat out at grandparents, family members or friends?

Eating out	Breakfast	%	Lunch	%	Dinner	%	Snack	%
Daily								
4-7 days/week			1	1	27	19		
1-4 days/week	1	1	2	1	54	37	21	15
Only in weekend	18	12	45	31	63	43	50	34
Rarely or never	125	86	96	66			73	50
999.	1	1	1	1	1	1	1	1

Children do not eat breakfast and lunch at grandparents, family members or friends in the weekday. 12% have breakfast and 31% have lunch in the weekends at grandparents, family members or friends.

80% have dinner in the week, while only 63% has dinner at grandparents, family members or friends in the weekends

Half of the children rarely or never eat snacks at grandparents, family members or friends.

Question 23: How often do you bring your child to fast food restaurants like McDonald's or Burger King?

Fast food in %	For breakfast, lunch, dinner 2008	For breakfast, lunch, dinner 2009	As a snack 2008	As a snack 2009
1. Never	26	26	79	80
2. Once a month or less	71	71	19	17
3. 2-3 times/week	0	1	1	0
4. 1-2 times/ week	2	1	0	1

5. More than 3 times/week	0	0	0	0
999.	1	1	1	3

The consumption of food from fast food restaurant is rare. In 2008 and 2009 brings 71% of the Families their child to a fast food restaurant once a month or less for breakfast, lunch and dinner.

79%-80% never brings their child to a fast food restaurant for snack.

Question 24: How often does your child eat while he/she watch TV, plays, plays computer games etc.?

Value	Percentage 2008	Percentage 2009
1. Never or rarely	67	60
2. Several times a week	19	26
3. Once a day	11	10
4. Several times a week	2	3
999.	1	0

Mean: 1,57

Standard deviation: 0,81

95% confidence interval: 1,44 – 1,71

67% of the children in 2008 never ate while they watch TV, plays, plays computer games etc. compare to 2009 where 60% never or rarely ate watching TV.

In 2009 26% of the children ate while watching compare to only 19% in 2008.

Physical activity and play

Question 25: Is it possible for 3-6 year-olds to plays outside the home in the area where you live?

Value	Distribution	Percentage
1. Yes	144	99
2. No	1	1
999.		

99% of the children play outside the home

Question 26: If yes, where?

Value	Distribution	Percentage
1. On the road	2	1
2. In a park close to home	2	1
3. In the garden or court	111	77
4. Playground	15	10
999.	15	10

77% plays either in the garden or in the court and 10% plays at the playground.

Question 27: For how long does your child usually play outside?

Value	On weekdays	%	In weekends	%
Less than 30 min.	26	18	1	2
30-60 min.	63	43	8	6
More than 60 min.	54	37	133	92
999.	2	1	3	2

43% of the children play outside on weekdays, but during the weekend 92% plays more than 60 min.

Question 28: If your child does not play outside, please indicate why?

1.No park nor house yard	
2.Street with heavy traffic	1
3.Street dangerous because of crime	
4.Too solitary street in a peripheral suburb	1
5.No playground	
999.Missing value	5

Only 2% of the children are not playing outside the house due to heavy traffic and too solitary street

Question 29: Does your child do sports in a club or anything similar?

First sport Activity	Second sport Activity	Third sport activity
Number of children: 82	Number of children: 19	Number of children: 1
Gymnastics: 30 min / once per week: 1 45 min /once per week: 1 50 min/ once per week: 7 60 min/ once per week: 18 90 min/once per week: 1	Gymnastics: 45 min/once a week: 1 60 min/once a week: 5 90 min/once a week: 1	
Swimming 30 min/once a week: 14 35 min/once a week: 1 40 min/once a week: 2	Swimming: 30 min/once a week: 4 45 min/once a week: 2	

60 min/once a week: 2		
Soccer: 60 min/once a week: 12	Soccer: 60 min/once a week: 1	Soccer: 60 min/once a week: 1
Handball: 40 min/once a week: 1 45 min/once a week: 4 50 min/once a week: 2 90 min/once a week: 1	Handball: 60 min/once a week: 1	
Kids ball: 60 min/once a week: 1		
Dance: 30 min/once a week: 1 45 min/once a week: 3		
Dance/gym: 45 min/once a week: 1	Dance/gym: 45 min/once a week: 1	
Ice hockey: 60 min/twice a week: 2		
Scout: 60 min/once a week: 1	Scout: 60 min/once a week: 1	
Golf: 60 min/once a week: 1		
Ballet 60 min/once a week: 1		

	Riding: 30min/once a week: 1	
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Number of children not participating in sport: 43

Reason for not participating:

I have no money	
I do not have the time	14
My child do not have the time	
My child is not interested in sport	26
I am not interested	4
My child has health related problems	1
999	14

57% of the children attend one sport activity, 13% children attend 2 sports activities and only 1% attend a third activity. The most popular sports are gymnastics, swimming, soccer, handball and dancing.

145 children do not attend any sport activities. The stated reason for this is mostly that the child is not interested in sport and that the parents do not have the time.

TV

Question 30: How much time does your child spend watching TV during the day on average?

Value in %	Weekdays	Weekdays	Weekend	Weekend
	2008	2009	2008	2009
1. None	5	6	2	2
2. Less than 1 hour/day	65	61	30	21
3. 1-2 hours/day	26	32	44	56
4. 2-3 hours/day	2	1	19	2
5. More than 3 hours/day	1	0	4	0

999	1	0	1	0
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Weekdays

Mean: 2,29

Standard deviation: 0,59

95% confidence interval: 2,19 – 2,39

Weekends

Mean: 2.99

Standard deviation: 0,76

95% confidence interval: 2,86 – 3,11

The children watch more TV in 2009 than in 2008. 65% watched less than one hour a day during the weekdays in 2008 compare to only 61% in 2009. Furthermore there has been an increase in the amount of children watching TV between 1-2 hours a day from 26% in 2008 till 32% in 2009.

Opposite weekdays, children watch TV for a longer period of time during weekends. This result is also increase from 44% in 2008 till 56% in 2009.

Question 31: How much time does your child spend watching DVD's or video during the day on average?

Value	Weekdays	Weekdays	Weekend	Weekend
	2008	2009	2008	2009
1. None	18	6	3	2
2. Less than 1 hour/day	50	61	34	21
3. 1-2 hours/day	21	32	46	56
4. 2-3 hours/day	1	1	14	2
5. More than 3 hours/day	1	0	3	0
999	0	0	1	0

Weekdays

Mean: 1,76

Standard deviation: 0,71

95% confidence interval: 1,64 – 1,88

Weekend

Mean: 2.44

Standard deviation: 0,75

95% confidence interval: 2,32 – 2,57

The children watch a less DVD or video during the weekend compared to weekdays. A total of 59% of the children watches in the weekdays, compared to 79% in the weekends in 2009 compare to 97% in 2008.

In the weekdays 94% of the children watch DVD compare to only 73% in 2008.

Question 32: How much time does your child spend playing computer games or Playstation/Nintendo or similar?

Value	Weekdays 2008	Weekdays 2009	Weekend 2008	Weekend 2009
1. None	69	57	59	37
2. Less than 1 hour/day	25	37	30	45
3. 1-2 hours/day	3	6	7	13
4. 2-3 hours/day	0		1	2
5. More than 3 hours/day	0		1	
999	3	1	2	3

Weekdays

Mean: 1,48

95% confidence interval: 1,38 – 1,58

Weekends

Mean: 1,8

95% confidence interval: 1,67 – 1,93

Generally the children did not play Nintendo or Playstation much in 2008, but the amount increased in 2009 from 25% till 37%. Also during weekend children spend more hours playing electronic games. In 2008 30% played less than one hour and 7% played between one and two hours. These numbers were increased in 2009 till 45% and 13%.

Question 33: Which of the following appliances are in your child's room?

	Distribution 2008	Distribution 2009
TV	15	14
Computer	2	3
Internet	1	1
Video/DVD player	9	9
Playstation/Nintendo	7	14
None	66	58

Even though the majority of children do not have any of the appliances in their room, 14% of the children in 2009 versus 7% in 2008 have a Playstation/Nintendo in their room.

Question 34: With whom does your child normally watch TV?

	Distribution	Percentage
1. Alone	11	8
2. With parents	33	23
3. With siblings	91	63
4. With friends	1	1
5. My child hardly watches TV	4	3
999	5	3

Mean: 2,67

Standard deviation: 0,75

95% confidence interval: 2,55 – 2,80

63% of the children mostly watch TV with their siblings, 23% watch TV with their parents.

Question 35: When your child watches TV do you talk about/discuss the programmes /commercials with him/her?

	Distribution	Percentage
1. Never	1	1
2. Rarely	15	10
3. Sometimes	77	53
4. Often	43	30
5. Always	8	6
999.		

Mean: 3,28

Standard deviation: 0,78

95% confidence interval: 3,15 – 3,40

The majority of parents talk with their children about programmes, commercials etc. on TV

Question 36: When does your child watch TV?

Week days	Distribution	Distribution
	2008	2009
Before kindergarten	33	46
Between kindergarten and dinner	67	72
After dinner	23	19
Weekend		
Morning	74	91
Afternoon	22	14
Evening	31	39

During the weekdays the majority of children watch TV between kindergarten and dinner (72% in 2009 compare till 67% in 2008). The biggest different is the increase in the morning TV. In 2008 33% watched TV before kindergarten and in 2009 it were 46%. And at the same time there has decreased from 23% till 19% after dinner.

In the weekends there has been a significant increase in how many children watches TV in the morning from 74% till 91%, a decrease in the afternoon from 22% till 14% and again an increase from 31% till 39% in the evening.

Question 37: What does your child prefer when he/she watches TV?

	Distribution	Distribution
	2008	2009
Cartoons	51	61
Soaps	1	1
Commercials	2	1

TV-shop	1	1
Children programmes	74	81
Sport	5	2
Other	12	11

When other was ticked the following was mentioned:

Animal and nature programmes (8), National Geographic, Discovery (2), Children movies (3), Disney DVD (1) and old classic Danish movies (1).

There has been an increase in the amount of children watching cartoons and children programmes from 2008 till 2009.

The family's shopping habits

Question 38 to 49: The family's shopping habits:

	Never	%	Rarely	%	Some Times	%	Often	%	Always	%	999	%
38. Does your child ask you to buy advertised food items	84	58	45	31	12	8	3	2	1	1		
39. How often do you give in to the request	12	8	36	25	73	50	21	15	2	1	1	1
40. We buy fresh food for cooking	1	8			7	5	57	39	80	55		
41. We read the food declaration on the groceries we buy	12	8	30	21	40	28	52	36	11	8		
42. We buy organic food	5	3	16	11	38	84	71	49	15	10		
43. We buy convenience food	47	32	81	56	17	12						

44. We use TV-adds to discover which foods are a good buy.	134	92	11	8								
45. Does TV-adds influence kids' food preferences	41	28	45	31	40	28	19	13				
46. Is advertised food better than other?	95	66	47	32	3	2						
47. Does TV-adds (food) cause problems between children and parents in shopping situations?	30	21	50	35	48	33	15	10	1	1	1	1
48. Do children think that advertised food is the best?	29	20	39	27	42	29	28	19	3	2	4	3
49. Should TV-adds for food be banned?	12	8	19	13	34	23	14	10	64	44	2	1

The children hardly ever ask for advertised foods and when they do 66% of the parents never or rarely buys them.

The majority buys fresh food for cooking and 76% do sometimes or often buy organic food. Convenience food is not popular only 10% buy these products sometimes.

36% rarely or never read the food declarations on the food they buy. Half of the parents often read them and 30% reads them sometimes.

The parents do not have positive feelings towards advertised food products. They do not use them to discover new food and they do not think advertised products are any better than other products. However 58% think that children sometimes, often and always thinks that advertised food are the best.

Half of the parents do not think that TV- commercials influence kids food preferences and that they don't cause problems during shopping between children and parents. The other half thinks that they sometimes or often influence the children and cause problem during shopping.

Even though the opinion on children and advertising is divided almost 50/50, 78% of the parents think that food advertisements should be banned – at least in some occasions.

Meal and eating habits

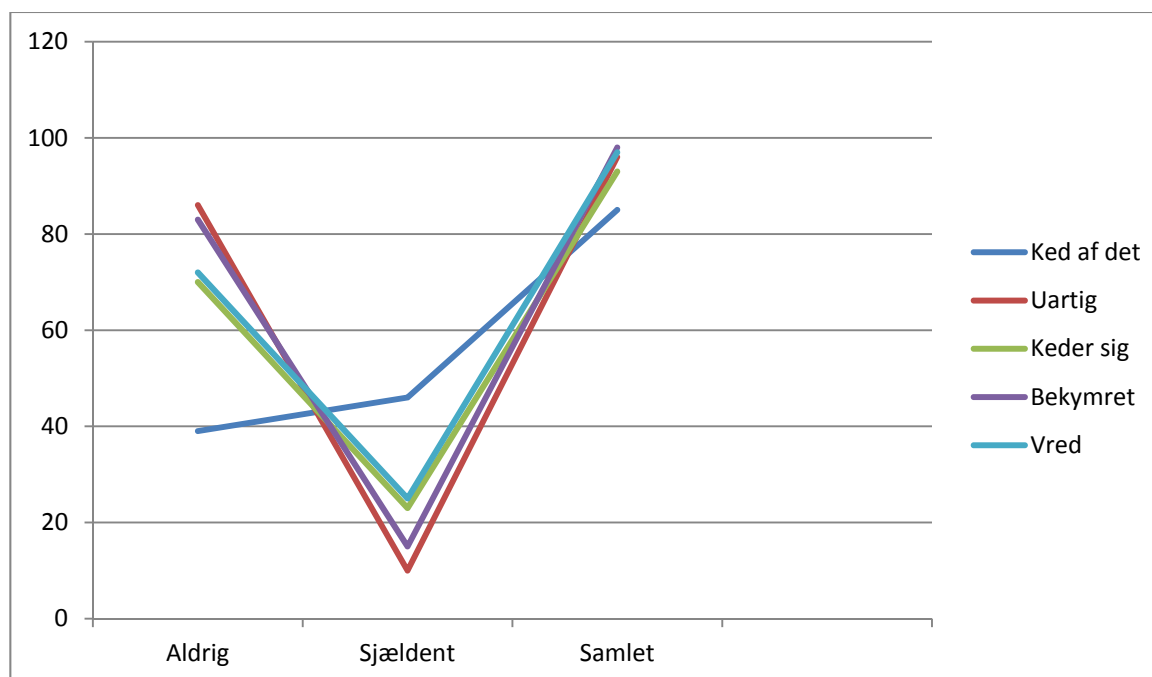
Question 50

	Never	%	Rarely	%	Some Times	%	Often	%	Always	%	999	%
1. I let my child decide what he/she eats at meals	8	6	35	24	61	42	27	19	12	8	2	1
2. I give my (unhappy) child food to make he/she feel better	57	39	67	46	20	14			1	1		
3. I encourage my child to look forward to meals	7	5	22	15	52	36	54	37	9	6	1	1
4. I praise my child for eating served food	8	6	13	9	53	37	50	34	21	15		
5. I control how many snacks my child gets					11	8	48	33	86	59		
6. I encourage my child to eat a variety of food.			1	1	13	9	44	30	87	60		
7. To make my child behave I promise food	86	59	49	34	9	6	1	1				
8. I serve food appetizingly for my child.	1	1	3	2	30	21	71	49	40	28		
9. If my child misbehaves I do not serve their favourite food	124	86	15	10	4	3					2	1
10. I encourage my child to try out all served food items					8	6	38	26	99	68		

11. I allow that my child walks around at meals	84	58	44	30	16	11	1	1				
12. I encourage my child to try new food					7	5	51	35	87	60		
13. If my child is hurt I give him/her food to make him/her feel better					17	12	48	33	79	55		
14. I let my child decide when he/she eats	25	17	62	43	48	33	8	6	1	1	1	1
15. I give my child food if he/she is bored	102	70	33	23	6	4					4	3
16. I let my child decide when he /she has had enough snacks	46	32	35	24	24	17	22	15	17	12	1	1
17. I decide when my child gets a snack	2	1	1	1	39	27	60	42	42	29	1	1
18. I bribe my child with dessert in order to make him/he eat her dinner	65	45	53	37	22	15	4	3			1	1
19. I encourage my child to enjoy his/her food	4	3	14	10	37	26	54	37	35	24	1	1
20. I decide when my child eats.	1	1	1	1	20	14	80	55	43	30		
21. If my child is worried I give my child food to make him/her feel better	120	83	22	15	2	1					1	1
22. I reward my child with food if she is well-behaved	105	72	34	24	6	4						
23. I let my child eat snacks when it suits	49	34	42	29	43	30	7	5	2	1	2	1

him/her												
24. I insist that my child eat at the table			1	1	8	6	43	30	93	64		
25. If my child is moody or angry I give him/her food to make cheer them up	105	72	36	25	4	3						
26. I decide what my child eats as a snack	1	1			9	6	69	48	66	56		
27. I commend my child for eating a new kind of food.	1	1	9	6	22	15	53	37	60	41		

94% of the parents would never or rarely use food as an emotional stabilizer in situations where the children are unhappy, naughty, hurt, moody or angry. 45% would never promise a dessert to make the child eat their dinner, while 35% rarely would use this method. With the total amount of 82% it is concluded that parents use one kind of food (dessert) to make the child eat another kind of food (dinner), but not as a reward or punishment for good/bad behavior.



The figure shows that most parents never use food as an emotional stabilizer, except if the child is sad. Here only 39% states that they do not use food as an emotional stabilizer. But when “never” and “rarely” are combined, the distance narrows down and the total score of parents not using food as stabilizer is then 94%

The child’s social life

Question 51: Is your child?

Characteristic	Percentage 2008	Percentage 2009
Very lazy	0	0
Lazy	0	1
Quiet	5	4
Lively	50	47
Very lively	44	47
Very tired	0	0
999	1	1

94% of the parents characterize their children as being lively or very lively.

Question 52: Your child:

Characteristic	Distribution	Percentage
Prefers to play alone	3	2
Prefers to play with others	141	97
999	1	1

The majority of the children is considered to be social and prefers to play with others. Only 2% prefers to play alone.

Question 53: Your child:

Characteristic	Distribution	Percentage
Usually obeys you	80	55
Has a very strong character	61	42
999	4	3

55% of the children normally obey their parents, and 42% are apparently more reluctant to do so, due to a strong character. On one hand, it might have something to do with the different in society where children are being looked upon as an individual with the right to have an opinion and therefore everything is up for discussion or completely differently; parents has "given up", due to stress, limit of time or finances, and therefore gives in.

Question 54: Your child is:

Characteristic	Distribution	Percentage
Often smiling and happy	143	98
Often tearful and unhappy	1	1
999	1	1

Only 1% of the children are reported being unhappy in the kindergarten; the rest is often smiling and happy.

Question 55: When your child is together with other children:

Characteristic	Distribution	Percentage
He/she easily gets into fights	2	1
Are teased by the others	1	1
Gets along with the others	141	97
999	1	1

97% gets along with the others without any problems.

Health

Question 56: How many hours of sleep does your child sleep every night

Range: 8-12 hours

Hours	Distribution	Percentage
9	9	6
10	64	44
11	51	35
12	11	8
999	10	7

Mean: 10.47 hours

Standard deviation: 0,74

95% confidence interval: 10,35 – 10,60

Question 57: Do you think your child is:

	Distribution	Percentage
Very skinny	1	1
Skinny	9	6
A little skinny	19	13
Appropriate	106	73
Little overweight	6	4
Overweight		
Obese		

999.	4	3
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19% of the parent puts their child in the two skinny categories, 73% think their child's weight is appropriate and 4% think their child is either a little overweight.

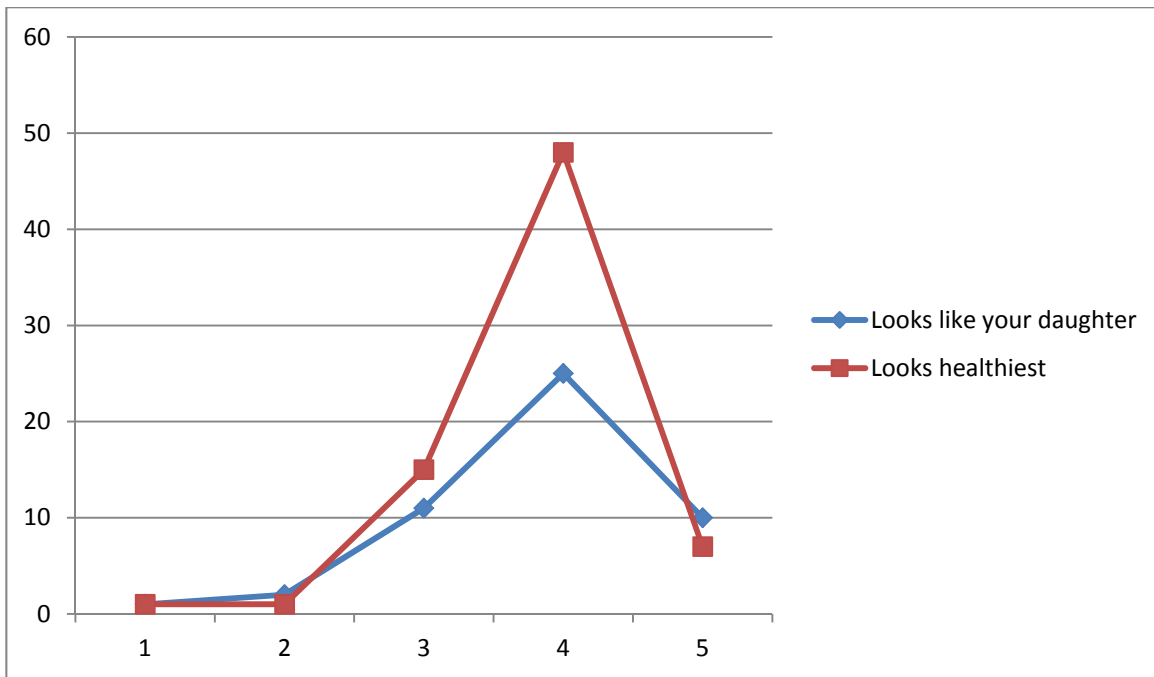
Question 58: Which of these girls looks like your daughter the most?

	Distribution	Percentage
1	1	1
2	3	2
3	16	11
4	36	25
5	14	10
6		
7		
999.	2	1
X (boys)	73	50

Question 59: Which of these girls are most healthy?

	Distribution	Percentage
1	1	1
2	2	1
3	22	15
4	69	48
5	10	7
6		
7		

999.	42	29



The majority think that girl 4 is the healthiest, but their girl is rated slightly skinnier.

29% of the parents have not answered question 59.

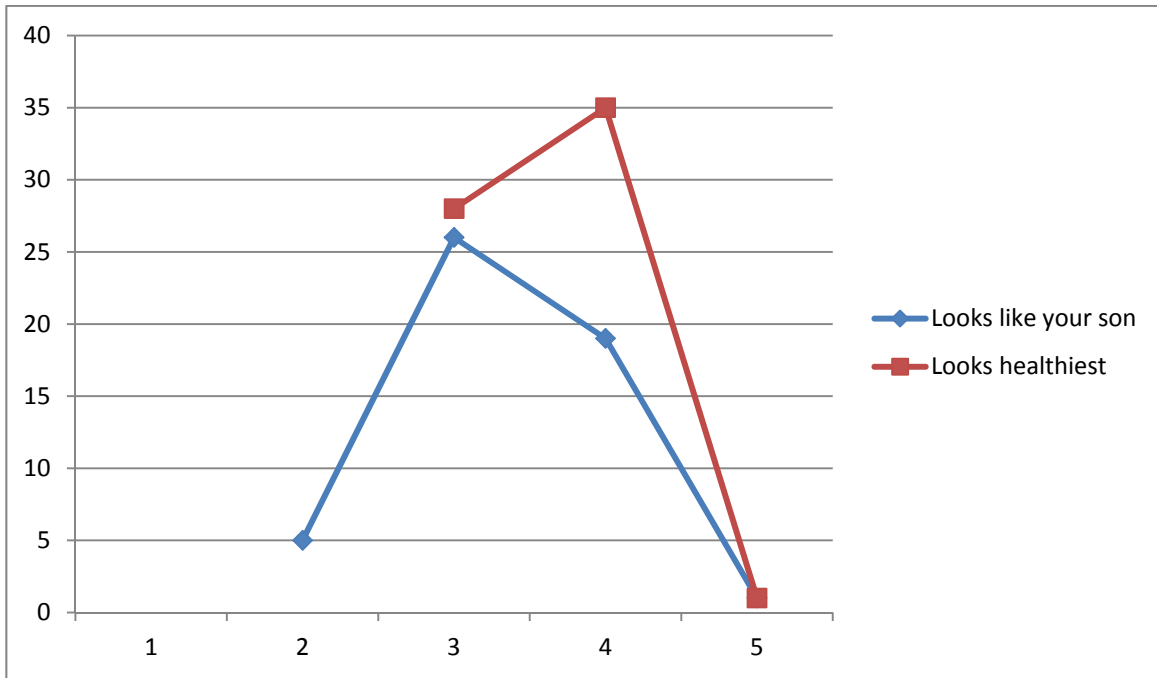
Question 60: Which of these boys look like your son the most?

	Distribution	Percentage
1		
2	7	5
3	38	26
4	28	19

5	2	1
6		
7		
999.	2	1
X (girls)	68	47

Question 61: Which of these boys are most healthy?

	Distribution	Percentage
1		
2		
3	41	28
4	51	35
5	1	1
6		
7		
999.	49	34



The majority of the parents think that boy 4 look the healthiest, but majority think that their boy looks more like boy 3.

34% of the parents have not answered question 61.