



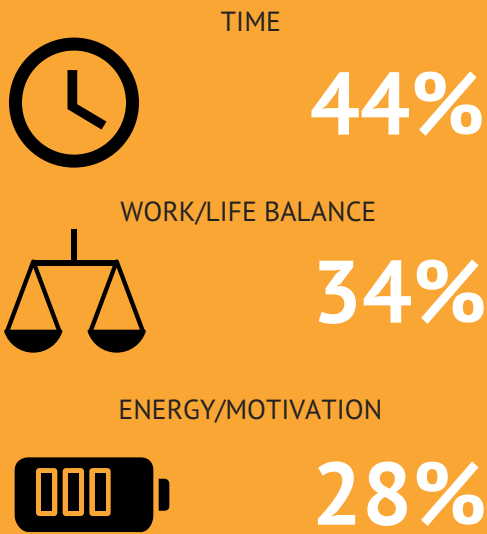
2016

YMCA Healthy Kids Survey

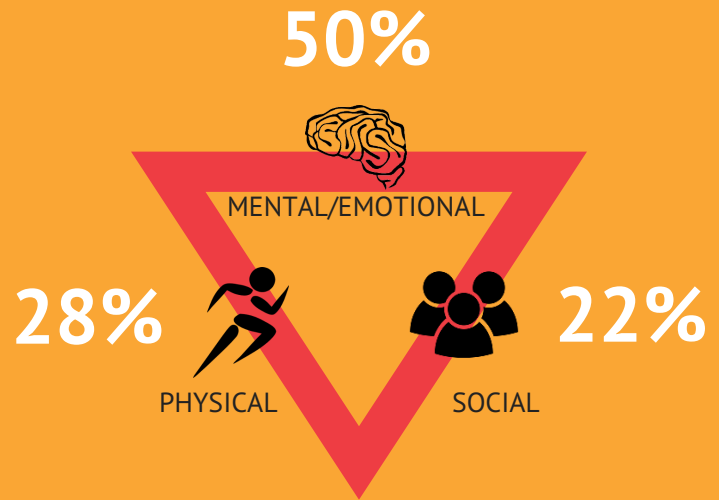
From March 14 to April 7, 2016 we conducted an online survey* with Canadian parents about their children's healthy development.

KEY FINDINGS

Challenges parents face in maintaining healthy, active lifestyles



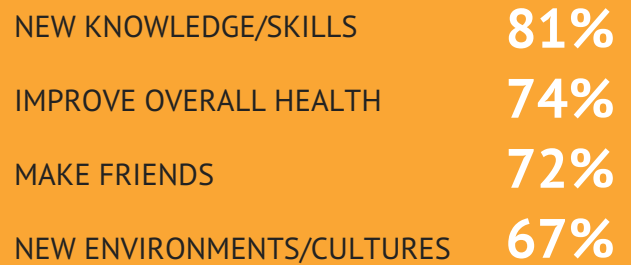
Parents rank concern for their child(ren)'s health



Very few parents have enrolled their child(ren) in summer programming



Objectives influencing parents' selection of summer programming



Sign up your child(ren) for a summer activity

ymca.ca/healthykids

* From March 14th to April 7th, 2016 an online survey was conducted among 906 randomly selected Canadian parents of children ages 17 and younger who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.3%, 19 times out of 20. The results have been statistically weighted according to education, age, gender and region (and in Quebec, language) Census data. Discrepancies in or between totals are due to rounding.