

FOOD & DRINKS

Marketing to Children and Youth in Ottawa



What we heard from Ottawa residents in our randomized phone survey

The food and drink industry targets children and youth



9 in 10
agree that children and youth are targeted



3 in 4
agree that it is mostly for products that are unhealthy

Marketing influences children and youth's food and drink choices

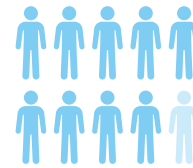


9 in 10
agree that it affects their food and drink choices and makes them consume more unhealthy options



3 in 4
agree that it affects what they ask their parents or guardians to buy

Marketing impacts their health



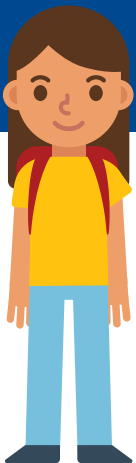
9 in 10
agree that it can cause health problems such as obesity in children and youth, or cause health problems later when they are adults

Marketing of food and drinks targets children and youth all day long.

Marketing is any message that advertises or promotes a product or service.

SOPHIA'S Day

What Ottawa residents said about marketing of unhealthy food and drinks in our city



Child Care Centres & Schools:

1 in 3 have seen marketing in schools

1 in 10 have seen marketing in child care centres

8 in 10 support putting limits on marketing in child care centres and in schools

9 in 10 support decreasing the availability of unhealthy food and drinks in child care centres and schools



Public Libraries & Recreation Centres:

1 in 3 have seen marketing at public libraries and recreation centres

7 in 10 support putting limits on the marketing in public libraries and recreation centres

8 in 10 support decreasing the availability of unhealthy food and drinks in public libraries or recreation centres



Other City Properties:

4 in 10 have seen marketing at beaches, parks, playgrounds, recreational playing fields and on public transit

7 in 10 have seen marketing at special events like festivals and sports events on city property

7 in 10 support putting limits on marketing on city property