Children's Inactivity Study



Key stats from the nationwide study of 1000* parents across the UK;

Only
Oo
Oo
Oo
Of children are doing
Oo
Ophysical activity
every day at school.

Over half
of parents think
that children
should have their
fitness properly measured
in schools.

60% of parents

are worried about obesity levels in children.

85% of position of position are

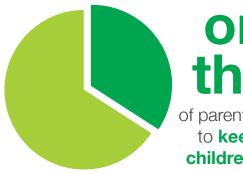
of parents think their children would benefit from more **education around fitness** in school with...

50%

suggesting their children should be **properly** measured in school.



of parents admit they're in the dark when it comes to knowing what physical activity their children's school offer.



one third of parents struggle

to keep their children active.



THR33 QU4RTERS of our children

don't even do 1 hour a day of exercise.