



Youth Athletics Survey

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Kelton
RESEARCH



Child Sports: Benefits and Risks

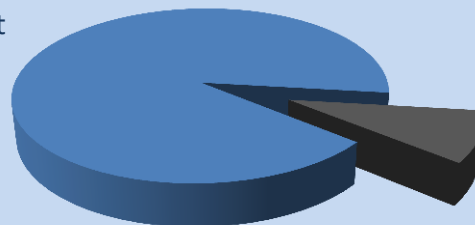
With the first Winter Youth Olympic Games¹ around the corner and campaigns like Michelle Obama's *Let's Move!*, today's youngsters are being encouraged to exercise more now than ever before. But as important as sports can be for kids to stay fit, these activities can come with a range of injuries. A new survey by the American College of Sports Medicine finds an overwhelming majority of Americans calling for more ways to guard against these risks.

1) CHILD'S PLAY

- **Kickoff to a Fit Future.** Involvement in sports is a fun way to exercise and learn responsibility and teamwork. Over nine in ten (91%) Americans know this, agreeing that playing sports is integral in ensuring healthy, active youngsters.

How Strongly Do You Agree or Disagree with the Following Statement: Participation in Sports is an Important Part of an Active, Healthy Lifestyle for all Children and Adolescents.

Agree Net
91%



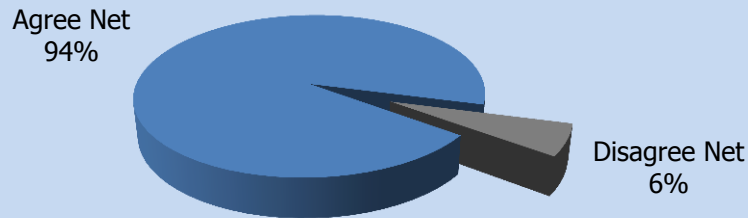
Disagree Net
9%

- Ninety-five percent of Westerners feel that sports involvement is crucial in keeping kids active and healthy, compared to 90 percent of those in other regions of the country.

¹ <http://www.olympic.org/yog>

- **Safety First.** However, vigorous athletic activity like this carries some risks with it. According to the Centers for Disease Control², sports injuries are on the rise, with high school athletes accounting for about 2 million injuries and half a million doctor visits. Almost all (94%) Americans would like more awareness and preparedness about this issue.

**How Strongly Do You Agree or Disagree with the Following Statement:
There Needs to Be More Done to Ensure the Health and Safety of
Youth Athletes.**



- More women than men (58% vs. 50%) and Americans ages 55+ than 18-54-year-olds (63% vs. 50%) strongly believe in additional measures to guarantee the safety of young sports participants.

² <http://www.datalyscenter.org/>