

# Growing Up Today Study N e w s l e t t e r

Hi!

It's been a year since you received the last Growing Up Today Study (GUTS) questionnaire, and it's almost time for the next one! Thanks to all of you who took the time last fall to fill out and return the 1997 survey. We will be sending out the new 1998 questionnaire sometime in September - keep an eye out for it! It's great that you are in GUTS. It is one of the largest studies that has ever been done on kids as they are growing up! If you have any questions regarding the study, feel free to call Helaine Rockett collect at (617) 525-2279, Monday thru Friday between 8 a.m. and 4 p.m. Eastern time.



## How Much Do You Know About GUTS Kids?

1. How many hours per week do you think GUTS kids spend watching television? How about reading?
2. Can you guess how many bags of potato chips the kids in GUTS ate last year?
3. Do you think GUTS kids ate more french fries or strawberries over the past year?

1. The kids in GUTS watch about 11 and a half hours of television a week and read 11 hours per week.  
 2. GUTS kids ate about 560,000 bags of potato chips last year!  
 3. GUTS kids ate more french fries than strawberries with totals of about 460,000 servings of french fries and 375,000 servings of strawberries.

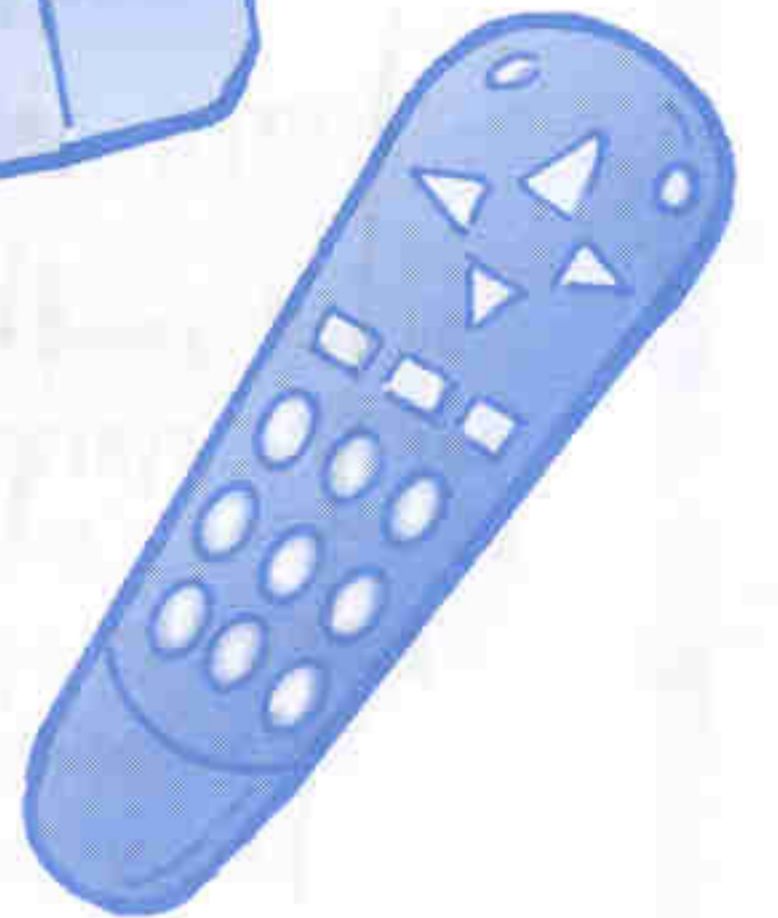
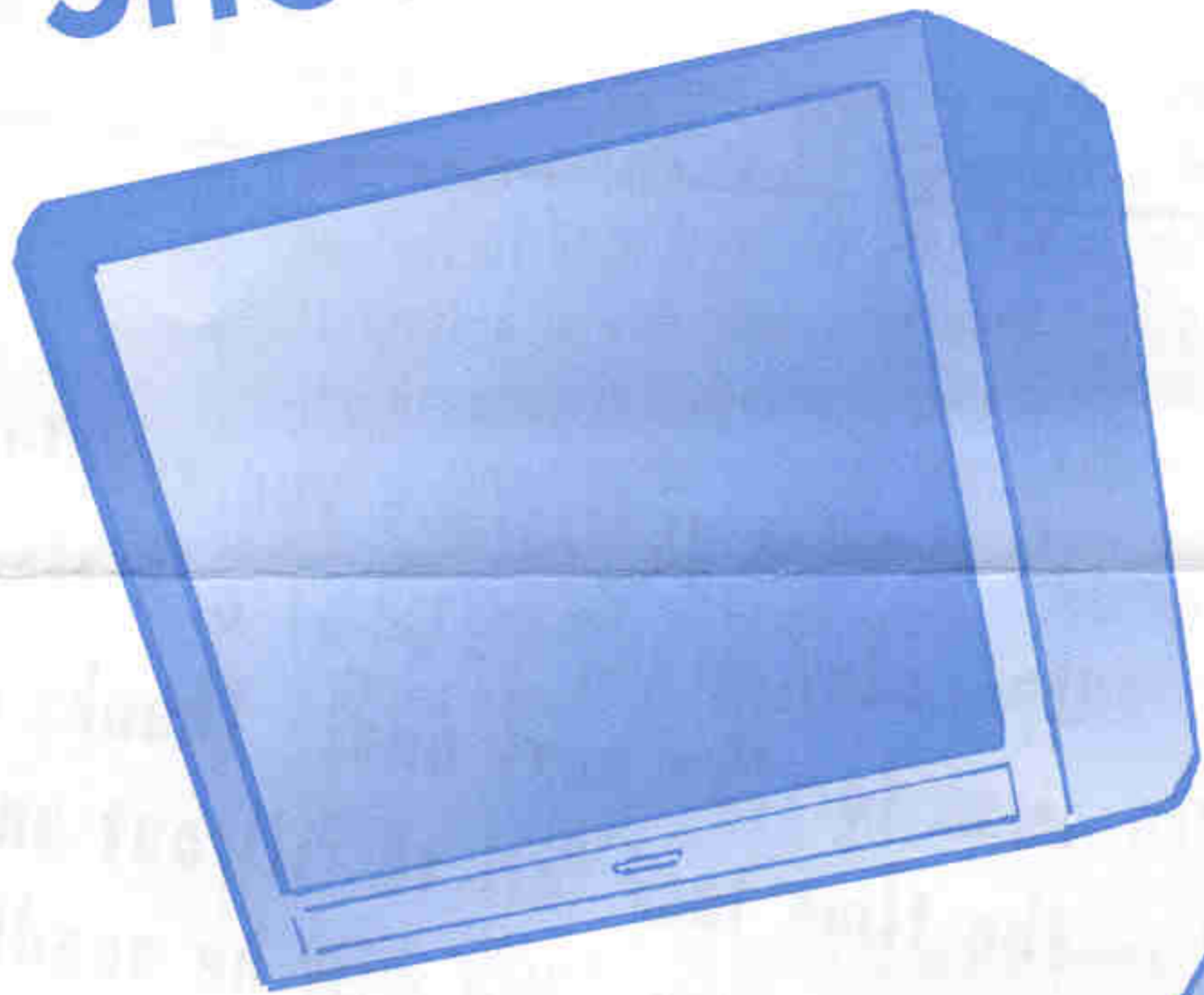


# Fun facts about the kids in GUTS . . .



## Favorite types of nighttime TV Shows:

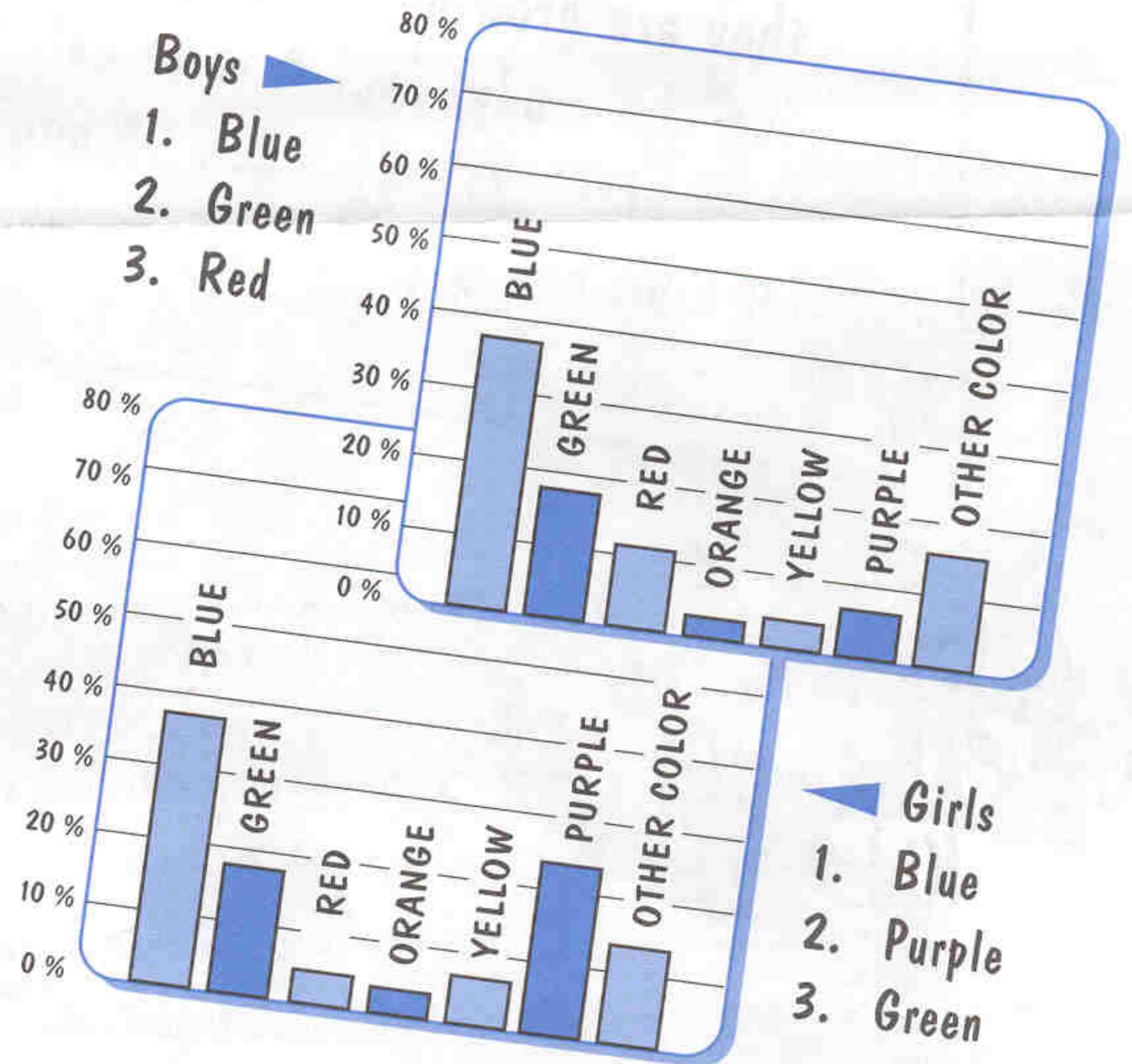
	GIRLS	BOYS
Adult Comedies (Frasier, Friends)	24.2%	31.2%
Family Comedies (Sabrina, Family Matters)	37.4%	19.1%
Sports (Basketball, Skating, Autoracing)	1.8%	14.2%
Action/Sci-Fi (X-Files, JAG)	3.6%	10.8%
Drama (ER, Dawson's Creek)	14.4%	2.0%
Nature/Science (Nova, Documentaries)	1.0%	4.1%
Movies/Specials	4.1%	5.5%
Other Types	5.0%	6.6%
Don't watch TV	8.5%	6.5%



Comedies were the most watched. However, boys preferred Adult comedies (like Frasier and Seinfeld) and girls preferred Family comedies like Family Matters. Also, girls listed Dramas much more often than the boys did.

## Favorite Colors:

Blue wins easily! Green was also popular, but lots more girls like purple than do boys.

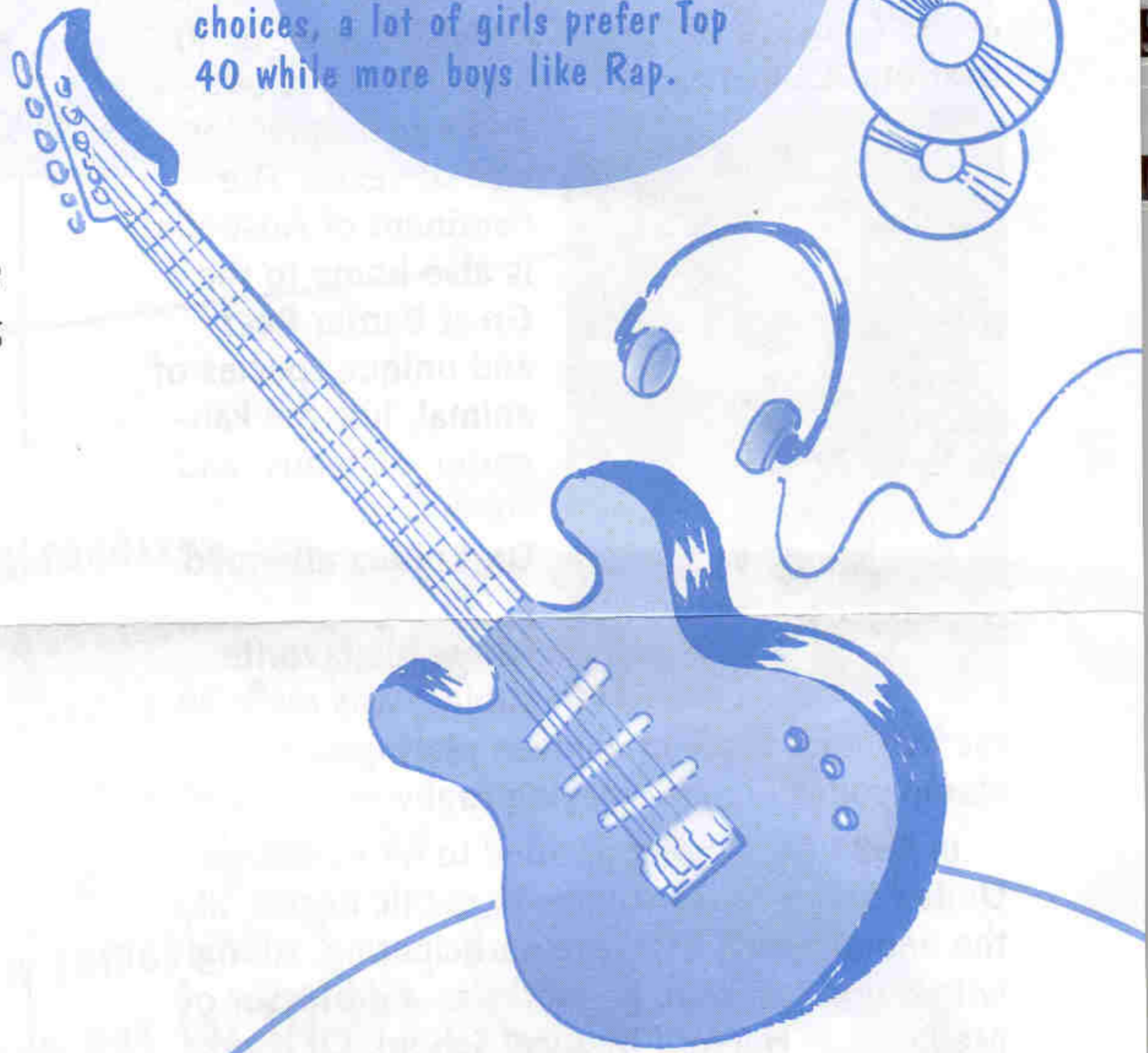




# What you listen to:

Alternative was the most popular. Among the rest of the choices, a lot of girls prefer Top 40 while more boys like Rap.

	GIRLS	BOYS
Pop/Top 40	28.4%	13.2%
Alternative	30.6%	31.3%
Metal	0.5%	3.8%
Country	6.0%	4.5%
R&B	9.0%	2.9%
Classical	1.6%	1.9%
Gospel	0.3%	0.4%
Hard Rock	1.3%	6.6%
Soft Rock	2.5%	3.5%
Rap	5.0%	10.7%
Light Sounds	0.4%	0.3%
Jazz	0.2%	1.0%
Christian	5.5%	4.0%
Other Types	6.0%	8.1%
Don't listen to music	2.7%	7.8%



# What magazines you read:

The answers were really different among boys and girls. Over half of the girls chose Teen magazines, while less than one percent of the boys did. The boys are reading Sports and Humor magazines instead. Lots of kids don't read any magazines at all.



	GIRLS	BOYS
Teen	58.2%	0.5%
Sports	3.3%	34.5%
Music	1.9%	4.2%
Fashion	1.5%	0.0%
Mens	0.0%	0.2%
Womens	0.5%	0.0%
Humor/Games	2.0%	11.5%
Gossip/Celebrities	1.7%	0.4%
News	1.7%	3%
Health/Fitness	0.4%	0.3%
TV/Movies	0.9%	1.8%
Science	0.9%	5%
Other Types	9.3%	15.6%
Don't read mags	17.7%	23%



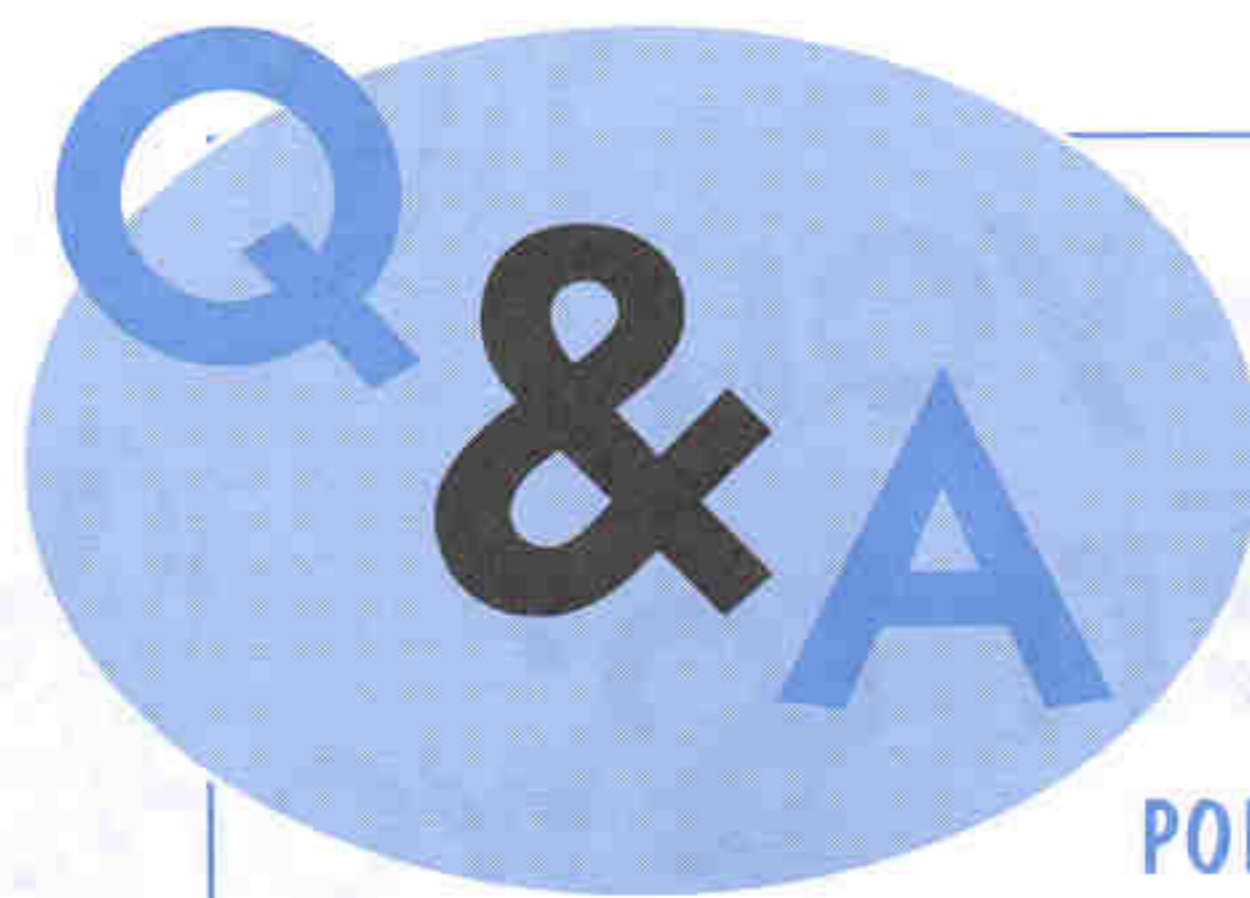
This is Graham Colditz - the doctor in charge of the Growing Up Today Study! He grew up in beautiful Queensland, Australia, which is two



and a half times the size of Texas! The continent of Australia is also home to the Great Barrier Reef and unique species of animal, like the kangaroo, platypus, and koala bear. As a kid Dr. Colditz attended an all boys school where his favorite subject was math. In

his free time Graham enjoyed photography, stamp collecting and playing rugby and cricket.

In 1981 Dr. Colditz decided to move to the United States to do studies in public health, like the one in which YOU are participating. Along with doing research, he works as a professor of Medicine at Harvard Medical School. Of course Graham isn't all about work. He also enjoys traveling, soccer, and spending time with his wife, 2 kids, and awesome dog.



WHY ARE YOU DOING THE GROWING UP TODAY STUDY? WHAT'S THE POINT?

GUTS is one of the largest studies that has ever been done on kids! With such a large number of kids from all over the country participating in our study, we hope to figure out the answers to important questions like :

- Are there certain foods that actually make you healthier?
- Why do some kids decide to start smoking?
- Does exercise affect how you grow?

HOW LONG IS GUTS GOING TO LAST?

GUTS will last at least 2 more years. You've already filled out the first 2 surveys, and the third one is on the way! And here's something to look forward to: The survey in 1999 won't have all those questions about food! Well, maybe a few, but A LOT less, we promise.

THE GROUP

We are the researchers who create

the GUTS questionnaire and use the information we collect from you in our research! The group includes medical doctors, a statistician, a computer scientist, a dietician, a project administrator, public health researchers, and research assistants.



Pictured left to right: Morgan Ford, Anna Mariani, Gary Chase, Helaine Rockett, Robin Blum, Catherine Tomeo, Alison Field, Matthew Gillman, Graham Colditz, Cathy Berkey.



Harvard Medical School



Harvard School of Public Health

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