



Youth Surveys

SUMMARY OF FINDINGS 2019 – 2020



Forward

The International Food Policy Study (IFPS) is an international research collaboration designed to evaluate the impact of national-level food policies. The project started in 2018 and includes annual population-based surveys of adults and youth in Australia, Canada, Chile (youth only), Mexico, the United Kingdom and the United States.

The IFPS Youth Survey was initiated in 2019 to assess the impacts of food policies among children and youth aged 10 to 17 years.

The current report summarizes findings among youth respondents from Australia, Canada, Chile, Mexico, the United Kingdom and the United States in 2020, with select comparisons to 2019. Additional details are available upon request.

Visit the study website for more information:
www.foodpolicystudy.com.



FUNDING

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ETHICS CLEARANCE

THE PROJECT HAS BEEN REVIEWED BY AND RECEIVED ETHICS CLEARANCE THROUGH A UNIVERSITY OF WATERLOO RESEARCH ETHICS COMMITTEE (ORE#41477).

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INTERNATIONAL
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STUDY

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Methods

OVERVIEW

The International Food Policy Study (IFPS) is designed to evaluate the impact of national-level food policies. Population-based studies are being conducted to examine dietary patterns and policy-relevant behaviours among adults and youth in six countries: Australia, Canada, Chile (youth only), Mexico, the United Kingdom, and the United States. This report summarizes key indicators among youth respondents from 2020 surveys, with select comparisons to 2019.

SAMPLE

Youth respondents were aged 10-17 and were recruited through the Nielsen Consumer Insights Global Panel. Nielsen panelists are recruited through both probability and non-probability sampling methods. The IFPS sample for 2020 comprised 12,031 respondents in Australia (n=1,595), Canada (n=3,895), Chile (n=1,615), Mexico (n=1,823), the United Kingdom (n=1,521) and the United States (n=1,582).

The results shown here are primarily derived from the cross-sectional sample of 12,031 respondents in 2020. Select measures also present data from the cross-sectional sample of 11,108 respondents in 2019.

Post-stratification survey weights were constructed for each country separately based on known population totals by age, sex, region and ethnicity (except in Canada). All estimates in the current report are weighted.

SURVEY

Data were collected via online surveys in November-December 2019 and 2020. The survey covers the following content areas:

- diet sources and patterns;
- school nutrition environments;
- food security;
- diet intentions;
- weight perceptions and weight loss behaviours;
- sugary drink perceptions;
- public education and mass media campaigns;
- food labelling;
- exposure to food and beverage marketing; and
- socio-demographics and socio-economic status.

TECHNICAL REPORT

The IFPS survey and technical reports from previous waves are available at: www.foodpolicystudy.com/methods. The 2019 and 2020 technical reports include more detailed information on methodology and survey weighting.

Sample profile



N=1595
% (n)



N=3895
% (n)



N=1615
% (n)



N=1823
% (n)



N=1521
% (n)



N=1582
% (n)

Sex

Male	51% (820)	51% (1,985)	51% (826)	51% (925)	51% (781)	51% (820)
Female	49% (778)	49% (1,912)	49% (791)	49% (898)	49% (742)	49% (786)

Age

10-13 years	52% (832)	51% (1,983)	48% (783)	50% (919)	52% (798)	50% (803)
14-17 years	48% (766)	49% (1,914)	52% (834)	50% (904)	48% (725)	50% (803)

Ethnicity

Majority	74% (1178)	69% (2,697)	84% (1,350)	78% (1,420)	82% (1,250)	70% (1,121)
Minority / Not stated	26% (419)	31% (1,200)	17% (268)	22% (403)	18% (272)	30% (485)

Perceived Income adequacy

Not enough money	4% (61)	3% (97)	6% (89)	5% (99)	4% (61)	3% (54)
Barely enough money	16% (252)	16% (598)	28% (441)	33% (588)	19% (283)	17% (267)
Enough money	65% (1022)	65% (2,473)	62% (985)	58% (1,042)	64% (969)	61% (970)
More than enough money	16% (245)	17% (664)	5% (83)	5% (82)	13% (192)	19% (302)

ALL ESTIMATES ARE WEIGHTED WITH POST-STRATIFICATION SURVEY WEIGHTS. ETHNICITY CATEGORIES AS PER CENSUS QUESTIONS ASKED IN EACH COUNTRY: 1) AUSTRALIA MAJORITY=ONLY SPEAKS ENGLISH AT HOME, MINORITY=SPEAKS A LANGUAGE BESIDES ENGLISH AT HOME; 2) CANADA MAJORITY=WHITE, MINORITY=OTHER ETHNICITY; 3) CHILE MAJORITY=NON-INDIGENOUS, MINORITY=INDIGENOUS; 4) MEXICO MAJORITY=NON-INDIGENOUS, MINORITY=INDIGENOUS; 5) UNITED KINGDOM MAJORITY=WHITE, MINORITY=OTHER ETHNICITY; 6) UNITED STATES MAJORITY=WHITE, MINORITY=OTHER ETHNICITY. TO ASSESS ESTIMATE PERCEIVED INCOME ADEQUACY, RESPONDENTS WERE ASKED, "DOES YOUR FAMILY HAVE ENOUGH MONEY TO PAY FOR THINGS YOUR FAMILY NEEDS?"



Dietary intake measures

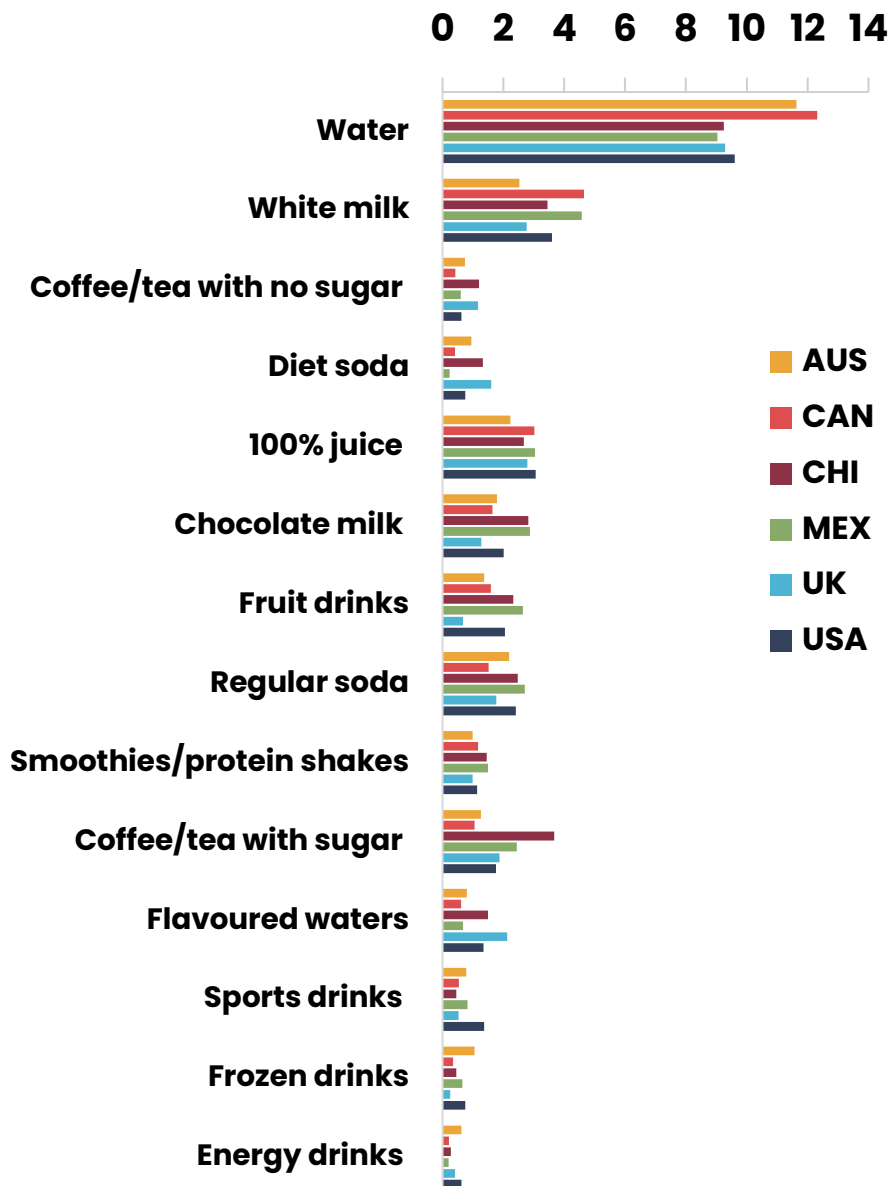


Beverage intake

Beverage intake is assessed using the Beverage Frequency Questionnaire. Water was the most commonly reported consumed beverage category in all countries, followed by white/unsweetened milk or milk alternatives and 100% fruit or vegetable juice.

How many of these drinks did you have in the last 7 days?

MEAN # DRINKS IN PAST WEEK (2020)

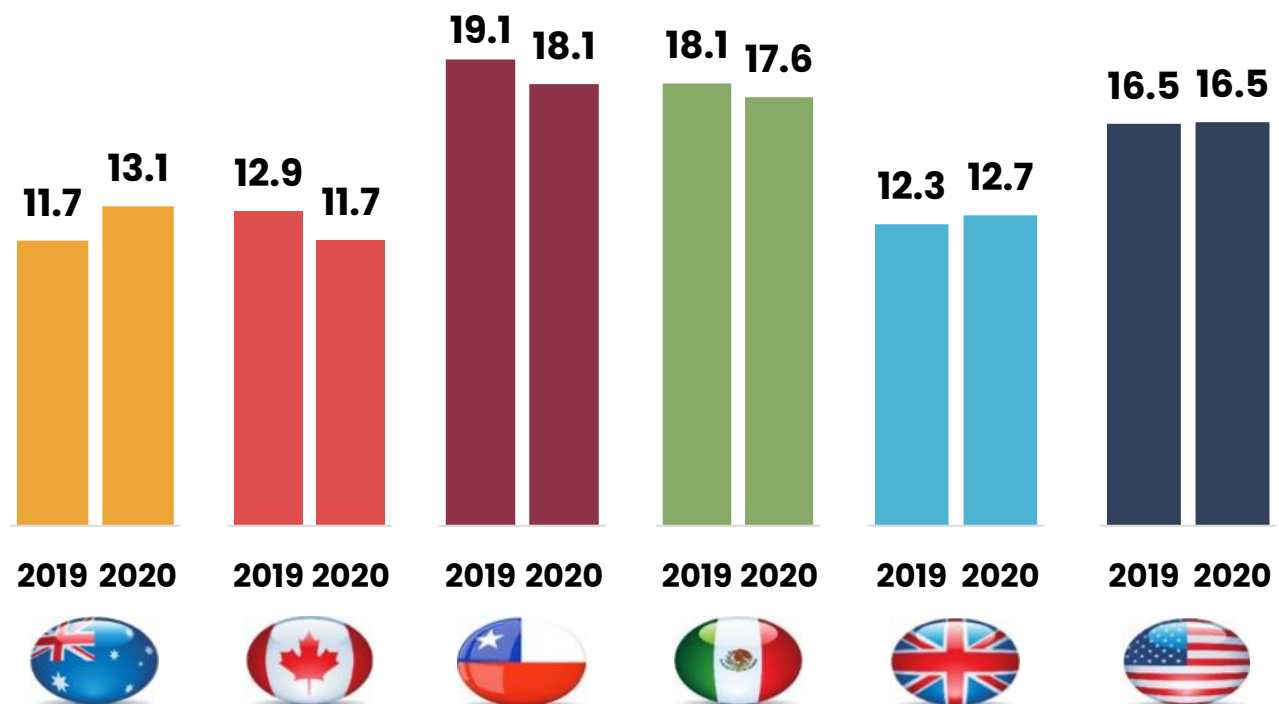


AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). VALUES WERE DERIVED FROM CATEGORICAL DATA (0-20, >20). RESPONSES OF '>20' WERE CODED AS 25 DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES.

Sugary drink intake

Youth in Chile, Mexico and the United States (US) reported the highest levels of sugary drink intake (including 100% fruit juice) in the past week, while youth in Canada reported the lowest.

Total sugary drink consumption MEAN # DRINKS IN PAST WEEK (2019, 2020)

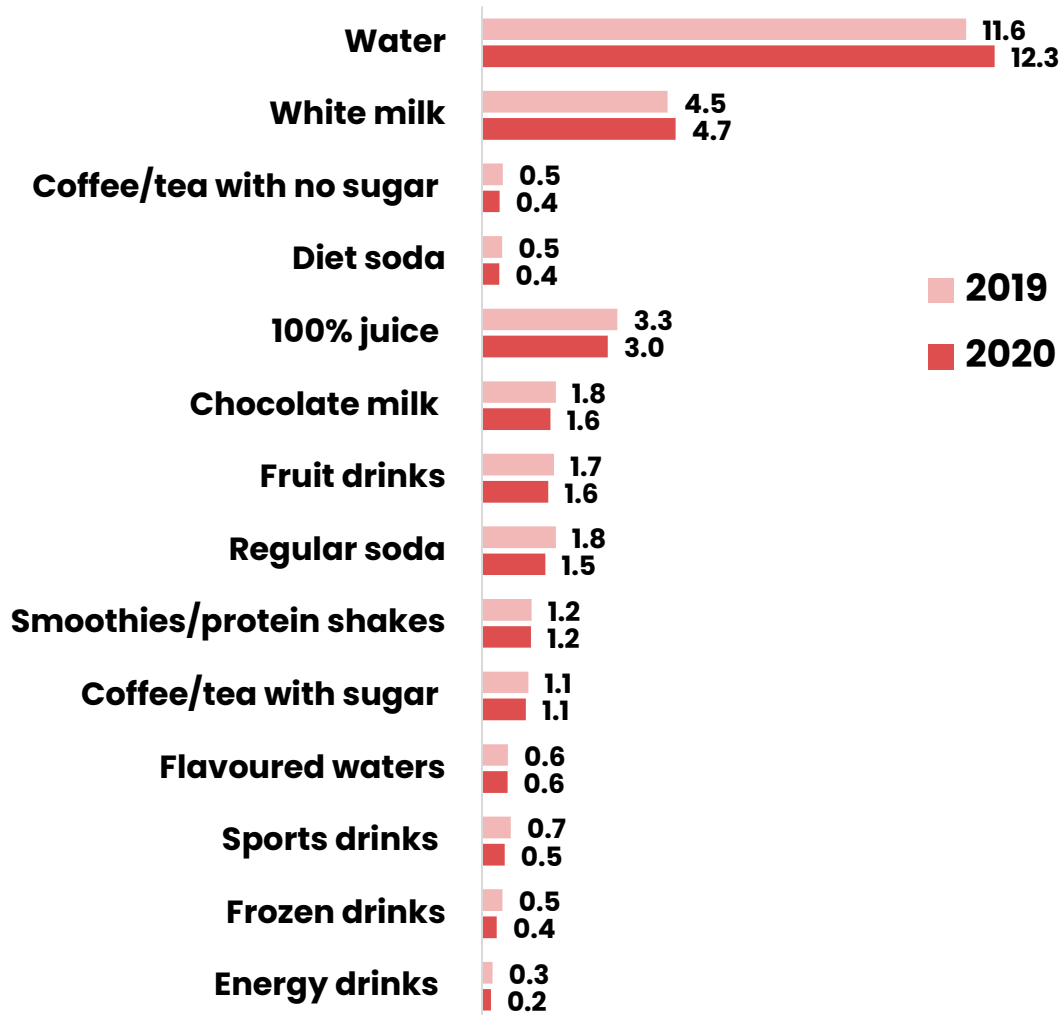


AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582). "SUGARY DRINKS" INCLUDE 100% FRUIT JUICE, CHOCOLATE MILK, FRUIT DRINKS, REGULAR SODA, SMOOTHIES/PROTEIN SHAKES, COFFEE/TEA WITH SUGAR, FLAVOURED WATERS, SPORTS DRINKS, FROZEN DRINKS AND ENERGY DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES. VALUES WERE DERIVED FROM CATEGORICAL DATA (0-20, >20). RESPONSES OF '>20' WERE CODED AS 25 DRINKS.

Beverage intake - Canada

Among youth in Canada, water was the most commonly reported beverage consumed, followed by white/unsweetened milk or milk alternatives. There was a slight increase in reported water consumption between 2019 and 2020 among Canadian youth, but the remaining categories remained relatively stable.

How many of these drinks did you have in the last 7 days? MEAN # DRINKS IN PAST WEEK CANADA (2019, 2020)



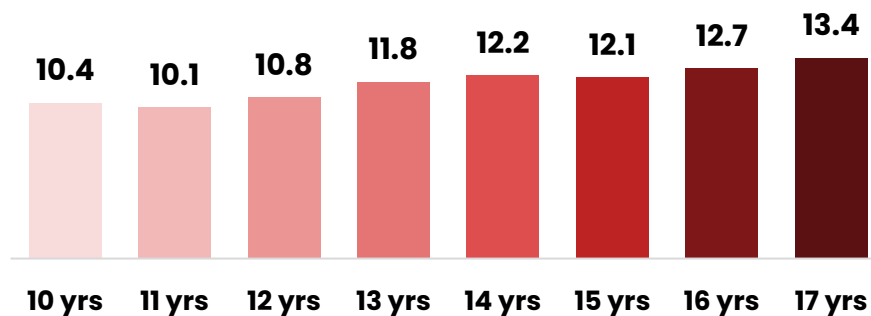
AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895). VALUES WERE DERIVED FROM CATEGORICAL DATA (0-20, >20). RESPONSES OF '>20' WERE CODED AS 25 DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES.

Sugary drink intake – Canada

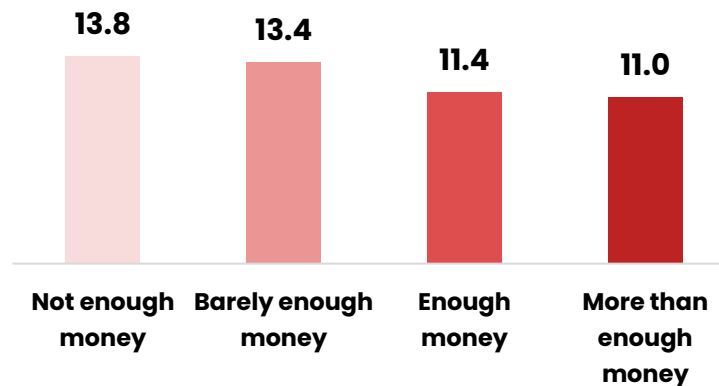
Among youth in Canada, reported consumption of sugary drinks increased with age and was greater among those reporting lower income adequacy.

Total sugary drink consumption MEAN # DRINKS IN PAST WEEK, CANADA (2020)

BY AGE



BY INCOME ADEQUACY



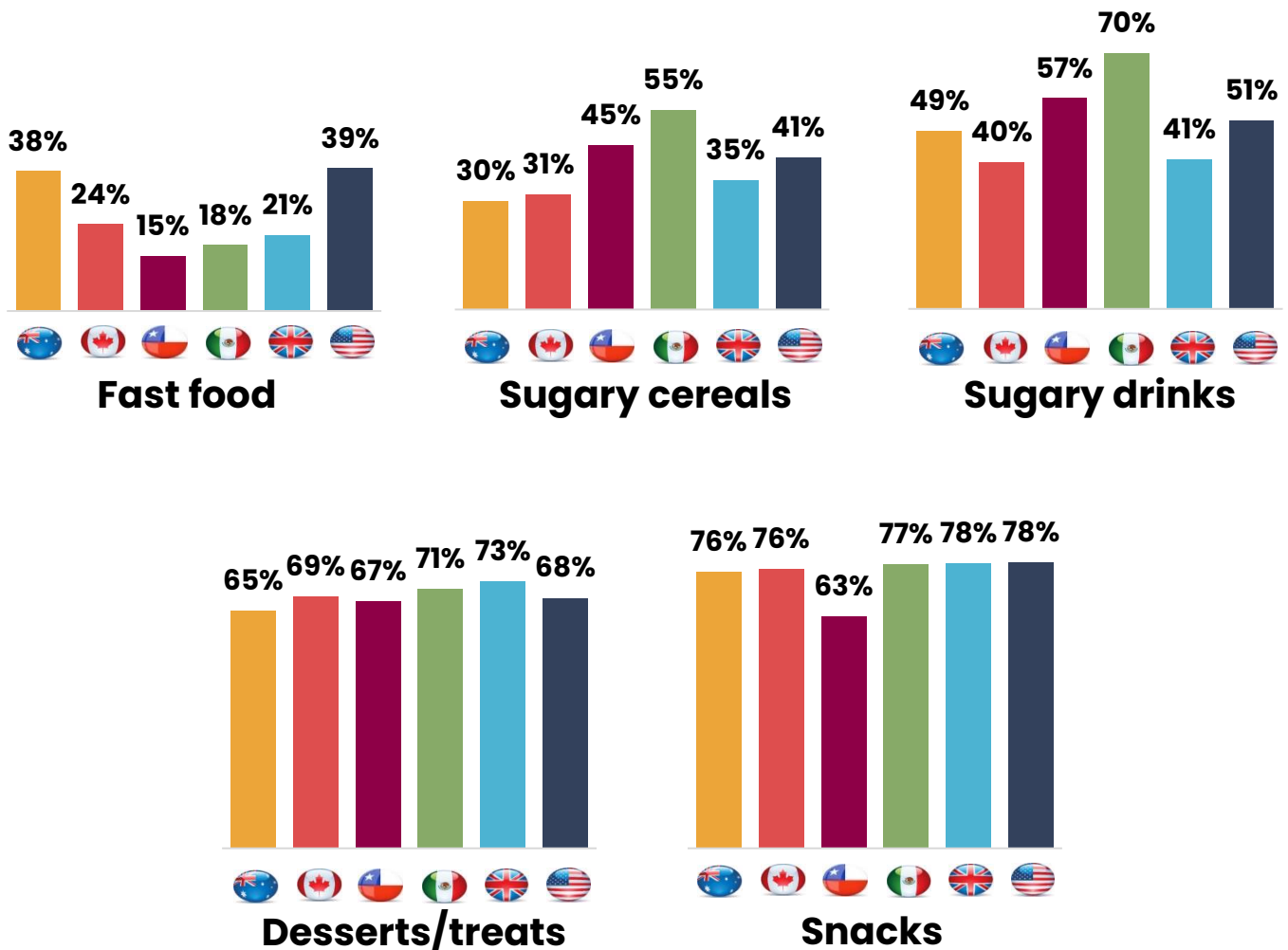
AMONG ALL CANADIAN RESPONDENTS (N=3,895).
"SUGARY DRINKS" INCLUDE 100% FRUIT JUICE, CHOCOLATE MILK, FRUIT DRINKS, REGULAR SODA, SMOOTHIES/PROTEIN SHAKES, COFFEE/TEA WITH SUGAR, FLAVOURED WATERS, SPORTS DRINKS, FROZEN DRINKS AND ENERGY DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES.
VALUES WERE DERIVED FROM CATEGORICAL DATA (0-20, >20). RESPONSES OF '>20' WERE CODED AS 25 DRINKS.

'Unhealthy' food intake

Reported previous-day consumption of 'unhealthy' food categories varied across countries. Chilean and Mexican youth reported lower fast food consumption compared to the other countries, but higher consumption of sugary cereals and sugary drinks. Consumption of desserts/treats and snacks was generally consistent across all six countries, aside from lower reported snack intake in Chile.

Did you have any of the following yesterday?

% "YES" (2020)

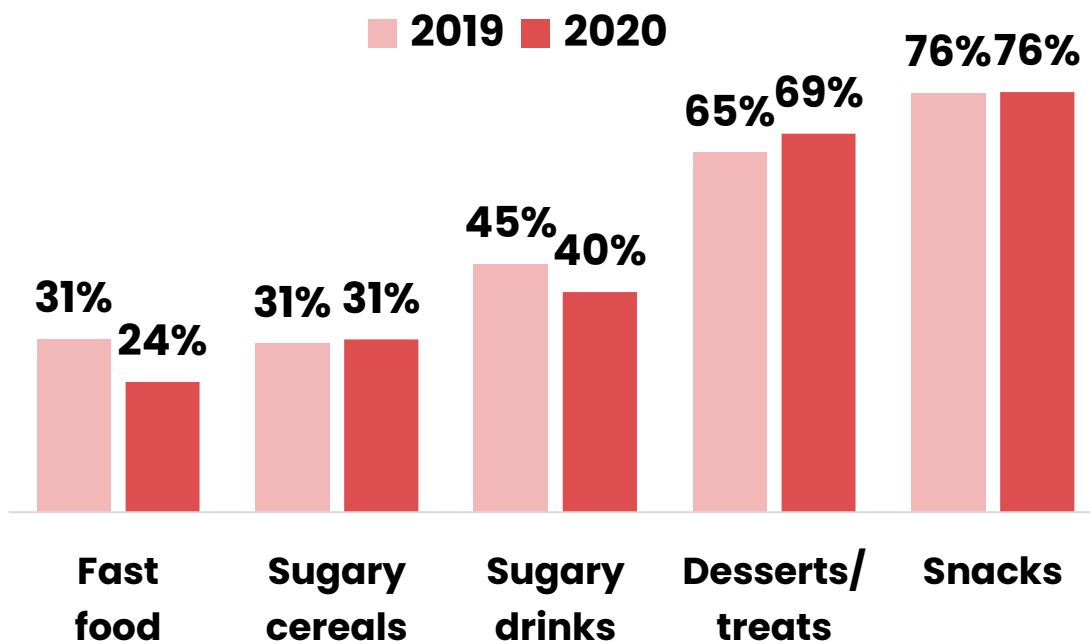


AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582).

'Unhealthy' food intake - Canada

In Canada, self-reported consumption of snacks and desserts/treats in the past day were highest. Between 2019 and 2020, fast food and sugary drinks decreased, while consumption of dessert/treats increased.

Did you have any of the following yesterday?
% "YES" (2020)



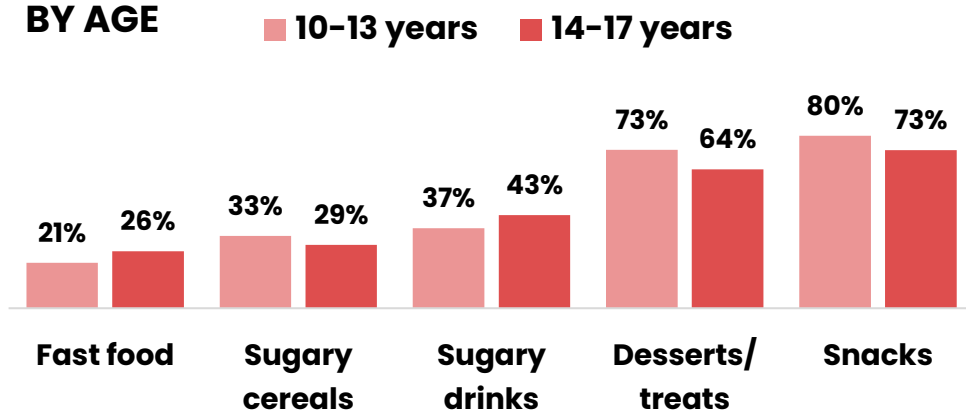
'Unhealthy' food intake - Canada

In Canada, reported self-reported consumption of fast food and sugary drinks was greater among 14-17 year-olds, while consumption of sugary cereals, desserts/treats and snacks was lower among the older age group. Sugary cereal and sugary drink consumption was lower among youth reporting greater income adequacy.

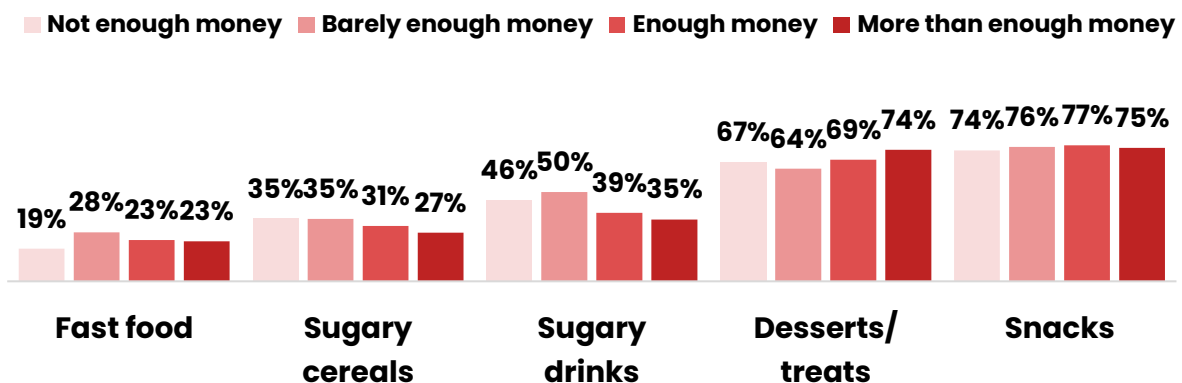
Did you have any of the following yesterday?

% "YES" (2020)

BY AGE



BY INCOME ADEQUACY



Fruit intake

Reported intake of fruits was low among youth in all six countries and showed little change between 2019 and 2020.

How many times did you eat fruit yesterday? MEAN # TIMES (2019, 2020)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582). RESPONDENTS WERE INSTRUCTED TO INCLUDE FRESH, FROZEN, DRIED OR CANNED FRUIT, BUT NOT FRUIT JUICE.

Vegetable intake

Reported intake of vegetables was low among youth in all six countries. Australian youth again reported the highest vegetable intake; however, differences were relatively small across countries.

How many times did you eat vegetables yesterday? MEAN # TIMES (2019, 2020)



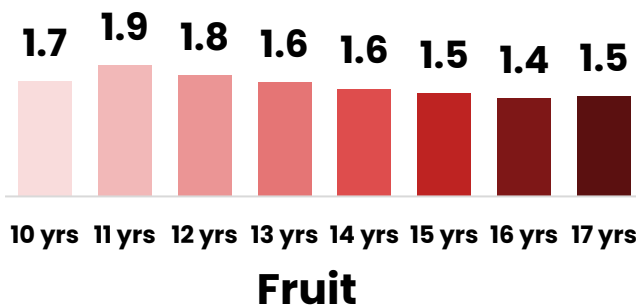
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582). RESPONDENTS WERE INSTRUCTED TO NOT INCLUDE FRENCH FRIES, FRIED POTATOES, OR POTATO CHIPS.

Fruit & vegetable intake – Canada

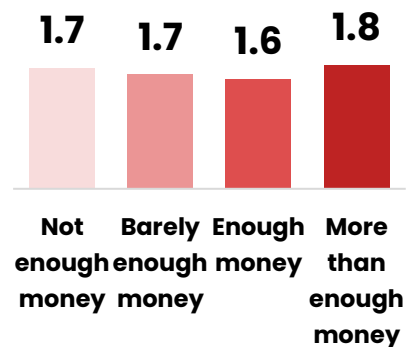
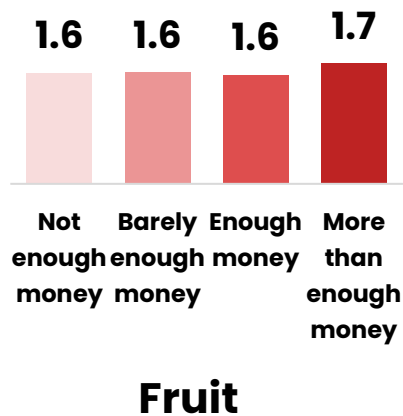
In Canada, reported consumption of fruit and vegetables in the past day was low across all age groups and income adequacies. Fruit intake decreased with age, while fruit and vegetable intake were similar across levels of income adequacy.

How many times did you eat fruit/vegetables yesterday? MEAN # TIMES (2020)

BY AGE (YEARS)









BY INCOME ADEQUACY



Eating patterns & meal preparation

Respondents across all countries reported eating breakfast and sitting down to eat dinner with a parent/guardian most days of the week. Having a meal from outside the home and helping to make dinner was reportedly less common throughout the week across all countries.

Think about the last 7 days. How many days did you...
TIMES (2020)

						
Have a meal from restaurants, fast food places, food stands, or vending machines?	2.1	1.5	1.3	1.7	1.7	2.5
Eat breakfast?	5.6	5.6	6.1	6.0	5.6	5.6
Sit down to eat dinner or supper with parents/guardians?	5.6	5.7	6.1	6.1	5.5	5.4
Help make dinner or supper?	1.8	1.6	2.7	2.8	1.6	2.4

AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582).
FOR MEALS FROM RESTAURANTS/FAST FOOD PLACES/FOOD STANDS/VENDING MACHINES, RESPONDENTS WERE INSTRUCTED TO NOT INCLUDE MEALS AT SCHOOL.



Food security

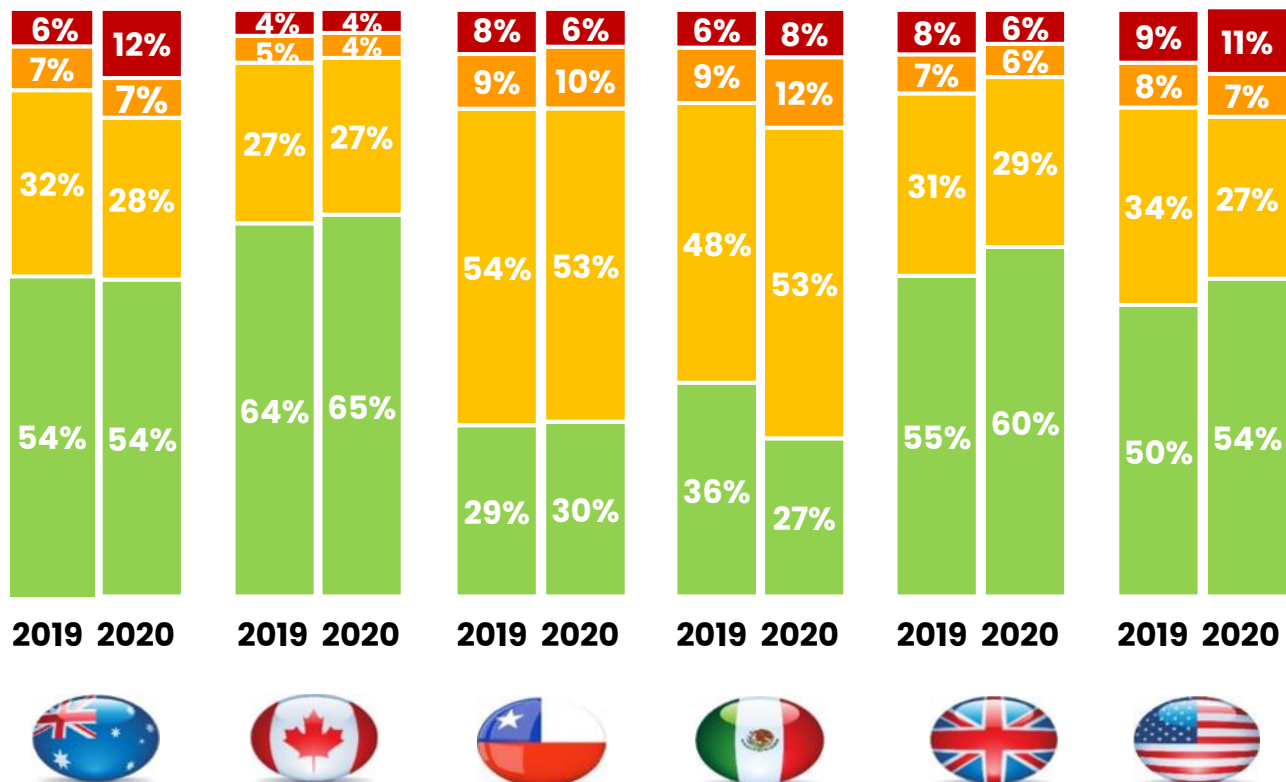


Child food security

Canada had the lowest proportion of youth reporting any food insecurity experiences across the six countries. Chilean and Mexican youth reported the greatest levels of food insecurity, with notable increases observed between 2019 and 2020 in Mexico.

Child food security classification % (2019, 2020)

- Very many food insecurity experiences
- Many food insecurity experiences
- Some food insecurity experiences
- No food insecurity experiences



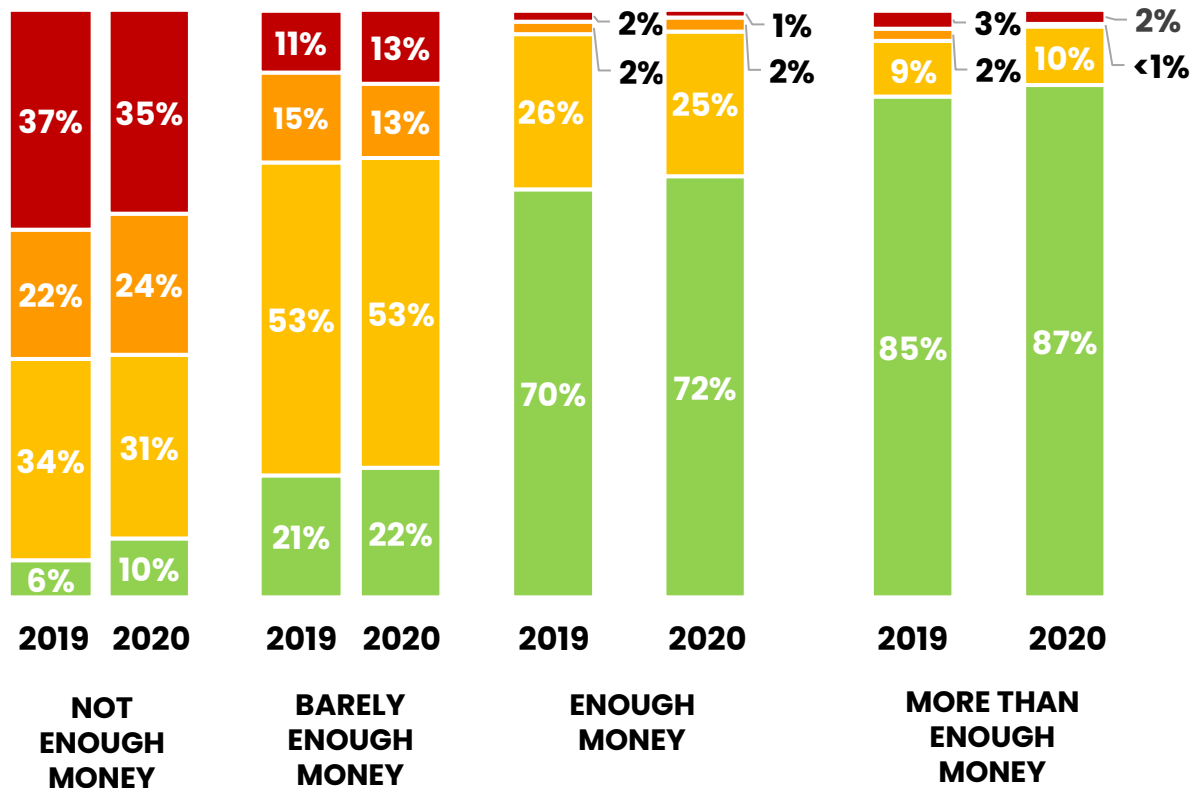
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Child food security - Canada

Canadian youth reporting that their families had 'not enough money' or 'barely enough money' showed substantially greater proportions of 'low' or 'very low' food security.

Child food security classification by income adequacy % (2019, 2020)

- Very many food insecurity experiences
- Some food insecurity experiences
- Many food insecurity experiences
- No food insecurity experiences



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895). RESPONDENTS WERE ASKED 10 QUESTIONS QUERYING VARIOUS INDICATORS OF FOOD INSECURITY. A SCORE OF 0-20 WAS CALCULATED BASED ON YOUTH'S RESPONSES, WITH A HIGHER NUMBER INDICATING A HIGHER AMOUNT OF FOOD INSECURITY EXPERIENCES.

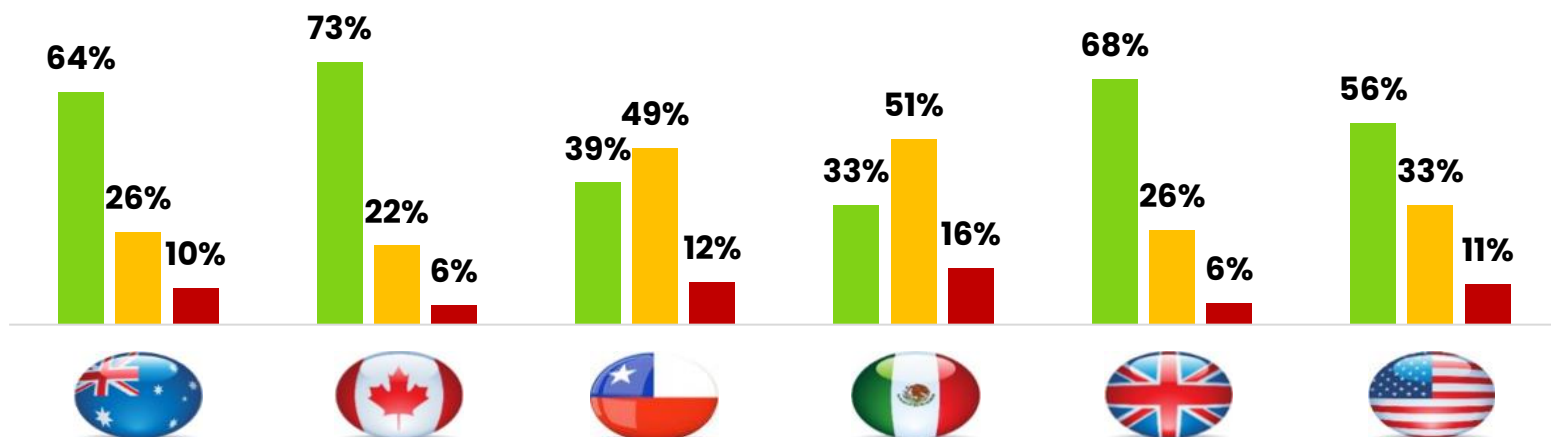
Food security & COVID-19

A greater proportion of youth in Chile and Mexico responded that the COVID-19 pandemic has affected whether their family has had enough food to eat, compared to the other countries.

Has the coronavirus (COVID-19) pandemic affected whether your family has had enough food to eat?

% (2020)

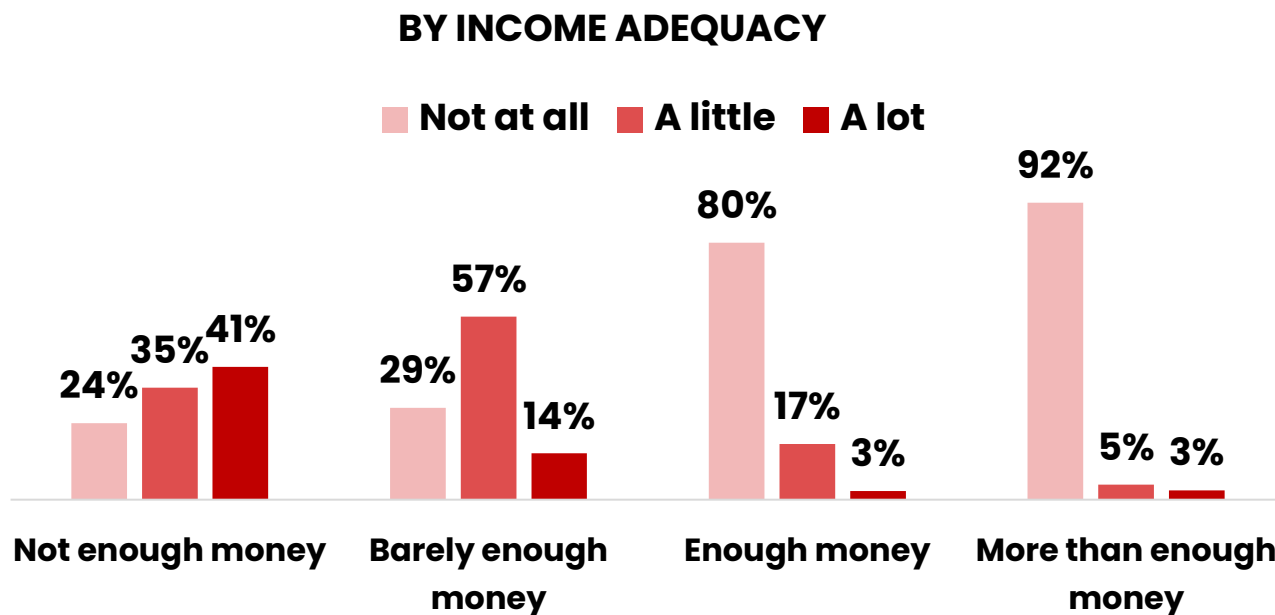
■ Not at all ■ A little ■ A lot



Food security & COVID-19 – Canada

Among Canadian youth, a greater proportion of those with lower perceived income adequacy reported that the COVID-19 pandemic affected their family's food situation, compared to those with higher perceived income adequacy.

Has the coronavirus (COVID-19) pandemic affected whether your family has had enough food to eat? % (2020)





Diet modification efforts









Special dietary efforts

Respondents in Mexico and Chile reported the lowest proportions of efforts to increase most of the healthful behaviours (water intake, fruits & vegetables, protein). In contrast, Chilean and Mexican youth had the greatest proportions reporting efforts to 'eat less' of less healthful dietary components.

Do you make a special effort to... % "YES" (2020)



						
Drink lots of water	78%	72%	54%	39%	74%	77%
Eat vegetables and fruits	66%	59%	43%	38%	63%	63%
Eat protein	49%	48%	35%	28%	41%	58%
Eat whole grains	38%	34%	42%	37%	30%	41%
Eat less sugar /fewer sugary drinks	53%	51%	51%	57%	54%	52%
Eat less processed foods	39%	37%	47%	46%	37%	41%
Eat less low-calorie sweeteners	33%	29%	42%	50%	27%	33%
Eat less salt	32%	27%	43%	45%	34%	32%
Eat less calories	28%	24%	41%	45%	27%	31%
Eat less meat	17%	15%	26%	30%	21%	18%
Eat local foods	35%	29%	30%	29%	24%	36%
Buy foods with less packaging	31%	25%	38%	43%	30%	31%
Eat organic foods	21%	18%	33%	33%	15%	39%

AMONG 14-17 YEAR OLDS IN AUSTRALIA (N=765), CANADA (N=1,913), CHILE (N=833), MEXICO (N=904), UK (N=724), AND US (N=791).

Special dietary efforts - Canada

Among Canadian youth, a majority of respondents reported making a special effort to drink lots of water, eat vegetables and fruits, and eat less sugar or fewer sugary drinks in 2020. There were notable increases in reported efforts to drink lots of water and eat less sugar / fewer sugary drinks between 2019 and 2020.

Do you make a special effort to... % "YES" (2019, 2020)

	2019	2020
Drink lots of water	67%	72%
Eat vegetables and fruits	59%	59%
Eat protein	49%	48%
Eat whole grains	33%	34%
Eat less sugar / fewer sugary drinks	47%	51%
Eat less processed foods	38%	37%
Eat less low-calorie sweeteners	28%	29%
Eat less salt	26%	27%
Eat less calories	25%	24%
Eat less meat	13%	15%
Eat local foods	29%	29%
Buy foods with less packaging	27%	25%
Eat organic foods	17%	18%

AMONG 14-17 YEAR OLDS IN CANADA (2019 N=1,820; 2020 N=1,913).



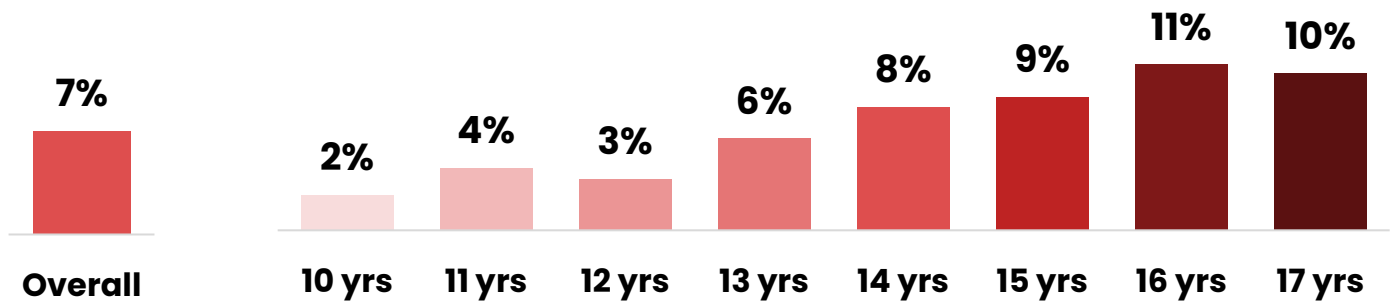
Weight & related behaviours



Dieting in past 12 months – Canada

Among Canadian youth, reported dieting in the past 12 months was low overall, but increased with age and was highest among older teenagers.

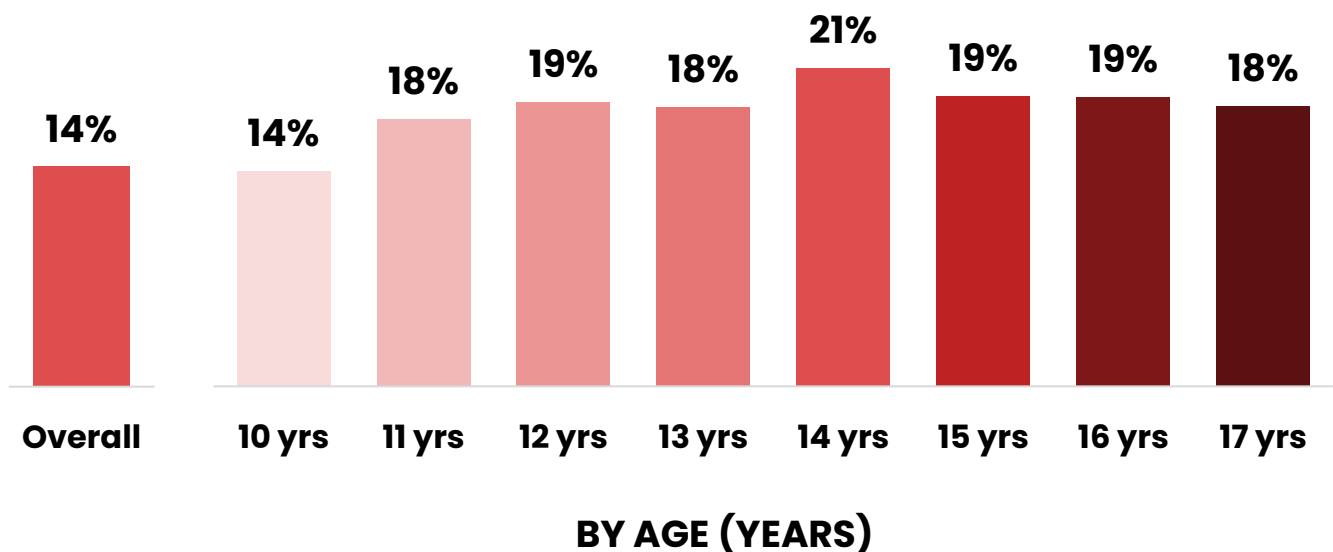
Have you been on a diet to lose weight in the past 12 months?
% “YES” (2020)



Weight-related bullying - Canada

Approximately 1 in 7 Canadian youth reported that they get teased or made fun of because of their weight 'all the time', 'a lot' or 'sometimes'. No consistent patterns appeared across age.

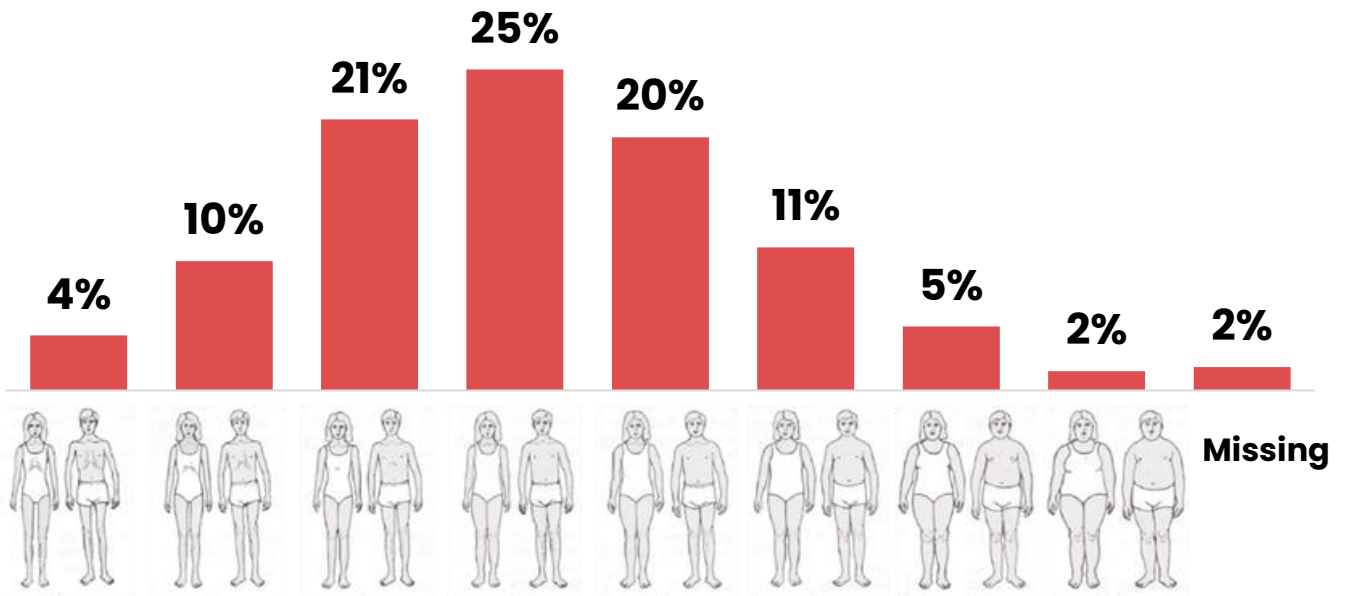
Do you get teased or made fun of because of your weight? % "ALL THE TIME" + "A LOT" + "SOMETIMES" (2020)



Perceived body shape - Canada

The perceived body shapes reported by Canadian youth followed a very similar distribution to self-reported BMI, but with substantially less missing data.

Which picture looks most like your body shape? % (2020)



AMONG ALL CANADIAN RESPONDENTS (N=3,895).
MALE OR FEMALE IMAGES WERE DISPLAYED, CORRESPONDING TO THE RESPONDENT'S INDICATED SEX.



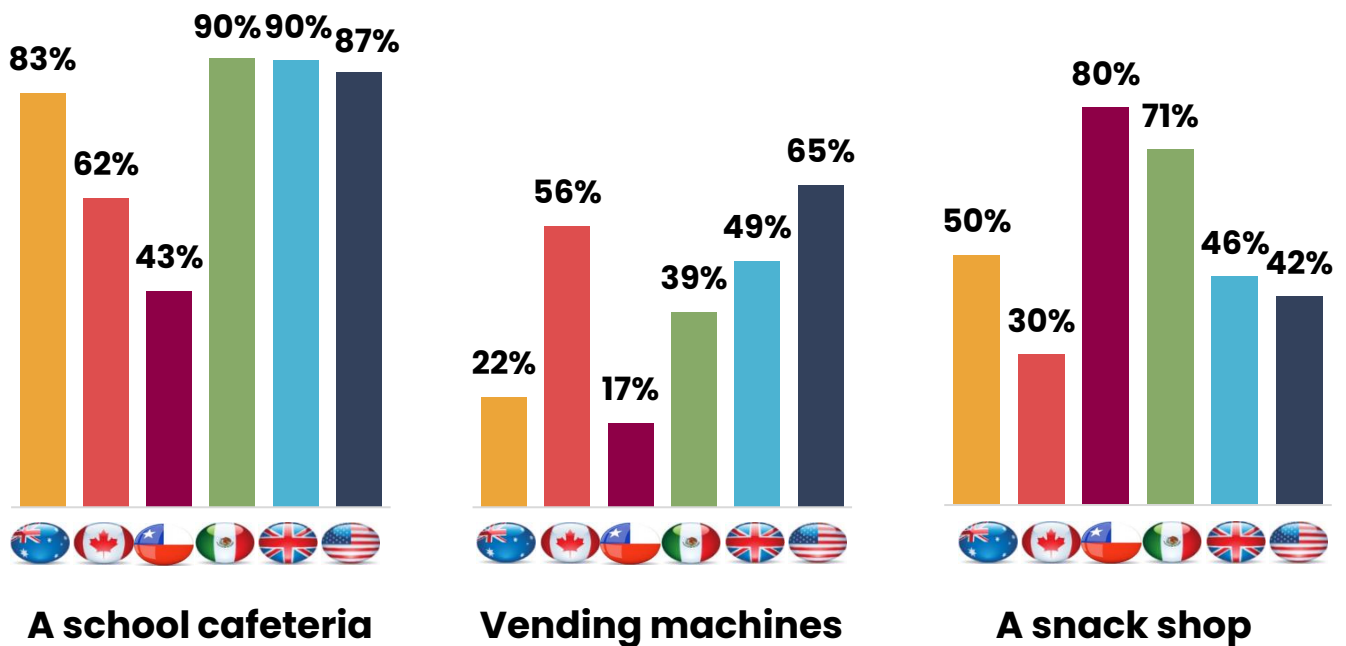
School nutrition environment



School food outlets & sources

The following data are presented for 2019 only due to variable school attendance in 2020. In 2019, there were notable differences in the presence of cafeterias, vending machines and snack shops in schools across countries.

Does your school have... % "YES" (2019)

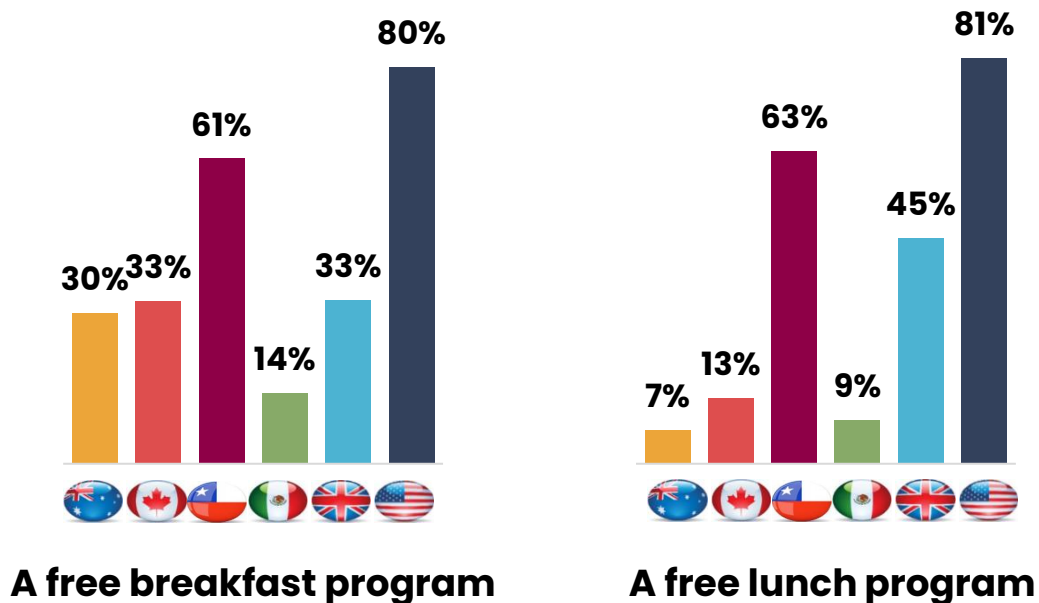


AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS IN AUSTRALIA (2019 N=1,382), CANADA (2019 N=3,566), CHILE (2019 N=1,185), MEXICO (2019 N=1,508), UK (2019 N=1,488) AND US (2019 N=1,576).

Free breakfast & lunch programs

The following data are presented for 2019 only due to variable school attendance in 2020. In 2019, free school breakfast and lunch programs were most commonly reported in the US, followed by Chile and the UK.

Does your school have... % "YES" (2019)

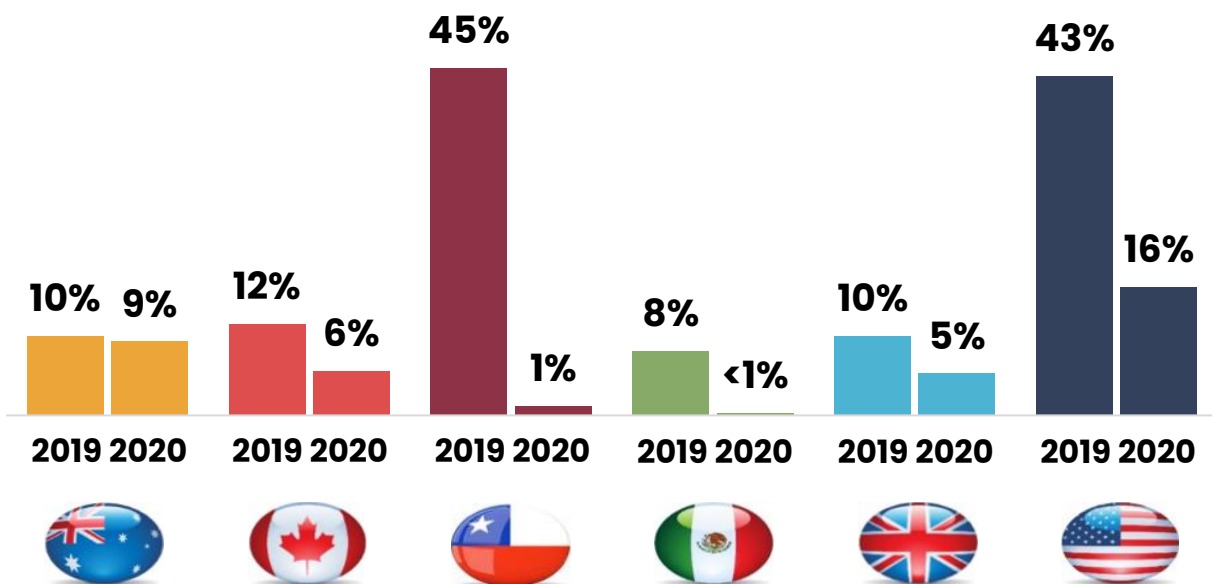


AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS IN AUSTRALIA (2019 N=1,382), CANADA (2019 N=3,566), CHILE (2019 N=1,185), MEXICO (2019 N=1,508), UK (2019 N=1,488) AND US (2019 N=1,576).

Breakfast program use

The reported use of breakfast programs decreased across all countries in 2020, most notably among Chilean and US respondents, where in-person school attendance was restricted in 2020 due to COVID-19.

Do you get food from the breakfast program at your school? % "YES" (2019, 2020)

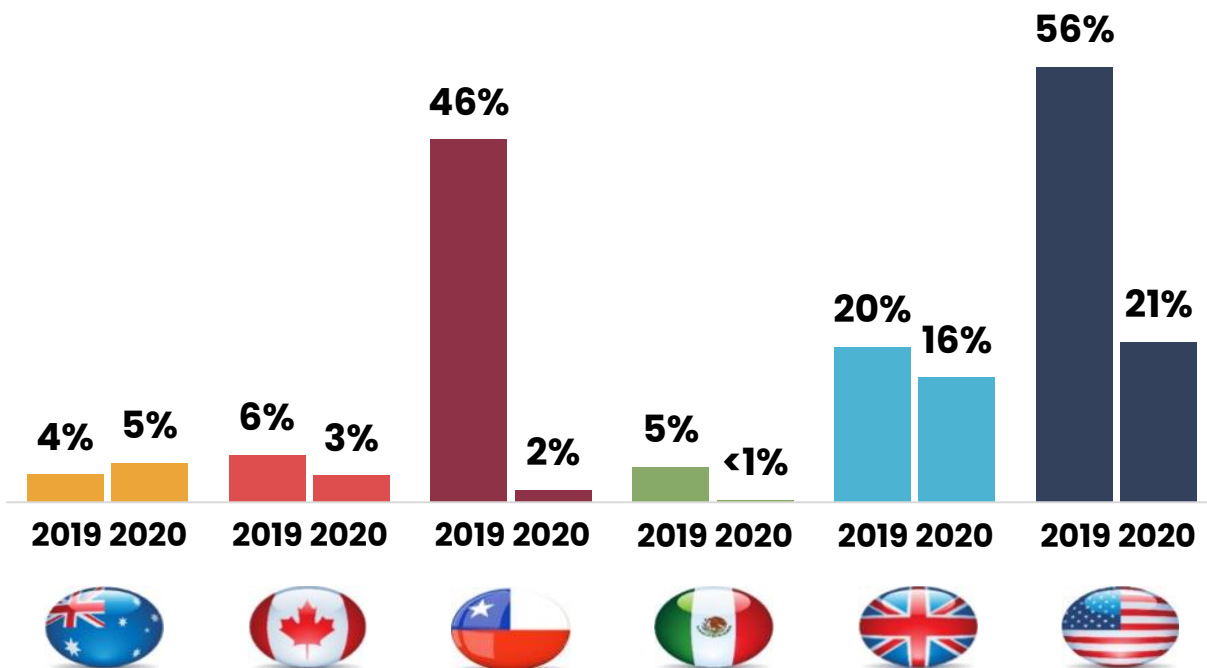


IN 2020, ONLY ASKED AMONG THOSE WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. VALUES DISPLAYED ABOVE ARE AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582).

Lunch program use

The reported use of lunch programs decreased across all countries in 2020 aside from Australia, again most notably among Chilean and US respondents, where in-person school attendance was restricted in 2020 due to COVID-19.

Do you get food from the lunch program at your school? % "YES" (2019, 2020)



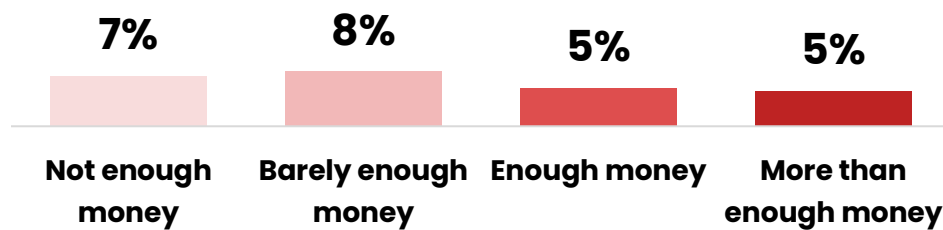
IN 2020, ONLY ASKED AMONG THOSE WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. VALUES DISPLAYED ABOVE ARE AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582).

Free school meal program use Canada

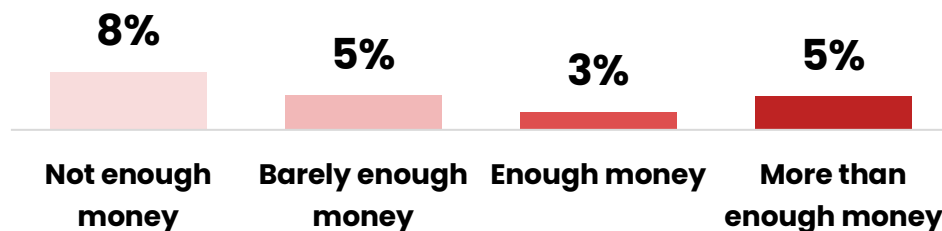
Across the entire sample of Canadian youth, reported use of breakfast and lunch programs was low in 2020. Reported use of meal programs tended to decrease with higher income adequacy.

Free school meal program use by income adequacy % "YES" (2020)

Use of free breakfast program



Use of free lunch program




















Beverage perceptions



Beverage perceptions

Regular pop/soda was most likely to be reported as 'very unhealthy' or 'unhealthy' ratings in all countries except for the US. Notable differences were observed across countries for each of the sweetened beverage categories.

Is this type of drink unhealthy or healthy? % "VERY UNHEALTHY" + "UNHEALTHY" (2020)

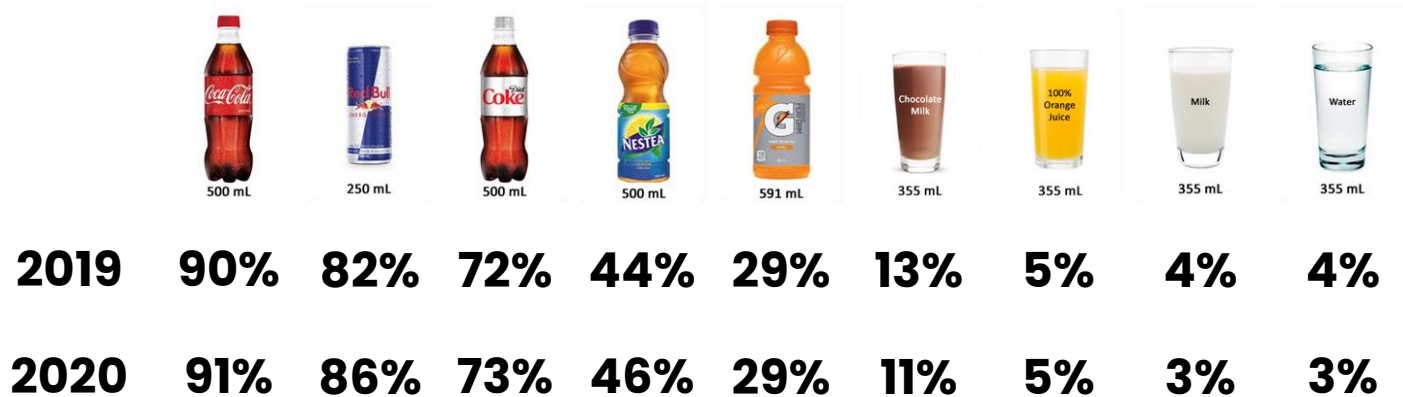
	 500 mL	 250 mL	 500 mL	 500 mL	 591 mL	 355 mL	 355 mL	 355 mL	 355 mL
	82%	74%	53%	36%	37%	36%	11%	3%	4%
	91%	86%	73%	46%	29%	11%	5%	3%	3%
	96%	90%	73%	62%	33%	21%	3%	1%	0%
	95%	90%	90%	56%	45%	32%	4%	3%	2%
	89%	84%	46%	16%	64%	38%	3%	1%	2%
	71%	74%	51%	12%	14%	13%	4%	6%	<1%

AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

Beverage perceptions – Canada

Among Canadian youth, regular pop/soda elicited the greatest proportion of ‘very unhealthy’ or ‘unhealthy’ ratings, while water and white/unsweetened milk or milk alternatives elicited the least. Similar perceptions of healthfulness were reported for most beverages between 2019 and 2020.

Is this type of drink unhealthy or healthy? % “VERY UNHEALTHY” + “UNHEALTHY” (2019, 2020)


















AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

Perceptions of sugar in beverages

Youth were most likely to report that regular pop/soda contains 'quite a bit' or 'a lot' of sugar, across all six countries. Notable differences in perceived sugar content were observed across countries for each of the beverage categories. In particular, US youth perceived regular pop/soda, energy drinks, sweetened tea, and sports drinks to be lower in sugar than youth in the other five countries.

How much sugar is in this drink?

% "QUITE A BIT" + "A LOT" (2020)

	 500 mL	 250 mL	 500 mL	 591 mL	 355 mL	 355 mL	 500 mL	 355 mL	 355 mL
	88%	82%	50%	48%	57%	30%	31%	11%	7%
	91%	82%	56%	48%	37%	31%	26%	6%	2%
	93%	80%	56%	39%	34%	14%	39%	2%	1%
	92%	78%	50%	44%	52%	16%	50%	6%	4%
	89%	87%	27%	67%	48%	33%	19%	5%	7%
	80%	73%	30%	33%	41%	37%	23%	11%	12%

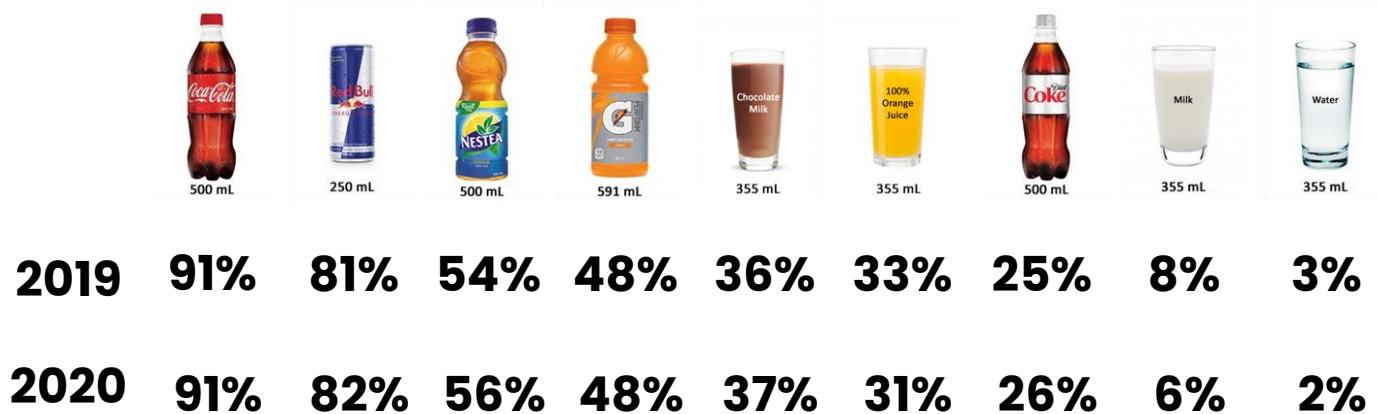
AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

Perceptions of sugar in beverages Canada

Youth in Canada were most likely to report that regular pop/soda contains 'quite a bit' or 'a lot' of sugar, followed closely by energy drinks. The trends in youth's perceived sugar content across beverages were consistent between 2019 and 2020.

How much sugar is in this drink?

% "QUITE A BIT" + "A LOT" (2019, 2020)

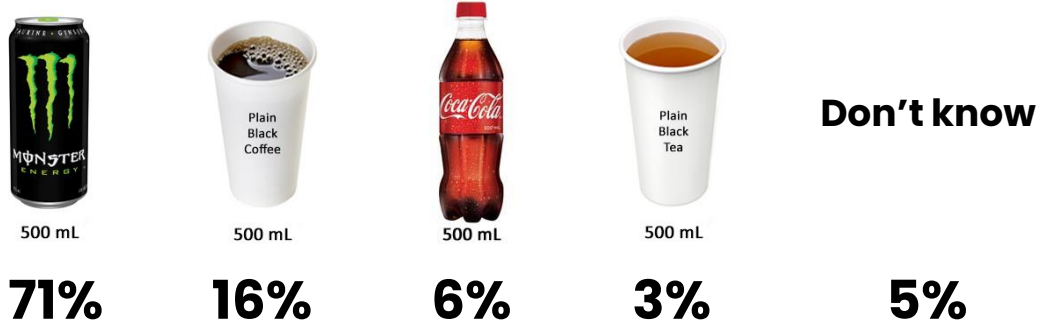




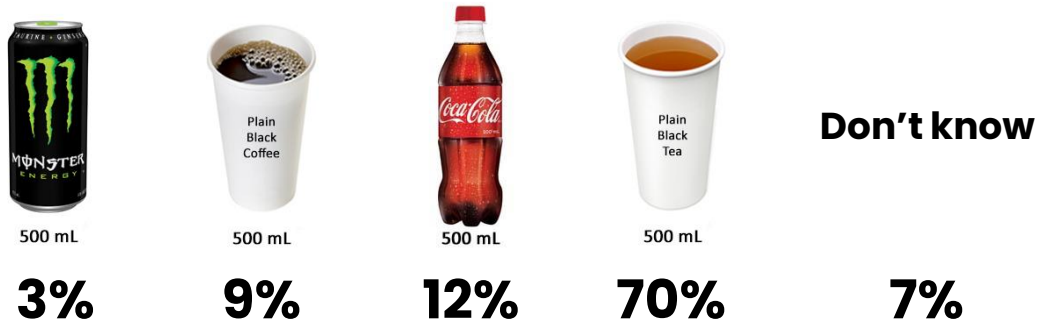
Caffeinated beverage perceptions Canada

Canadian youth perceived energy drinks to contain the most caffeine, and plain black tea was reported to contain the least. Perceptions remained consistent whether youth were asked about 'most' or 'least' caffeine content.

Which of these drinks has the MOST caffeine? % (2020)



Which of these drinks has the LEAST caffeine? % (2020)





Sugar-sweetened beverage taxes

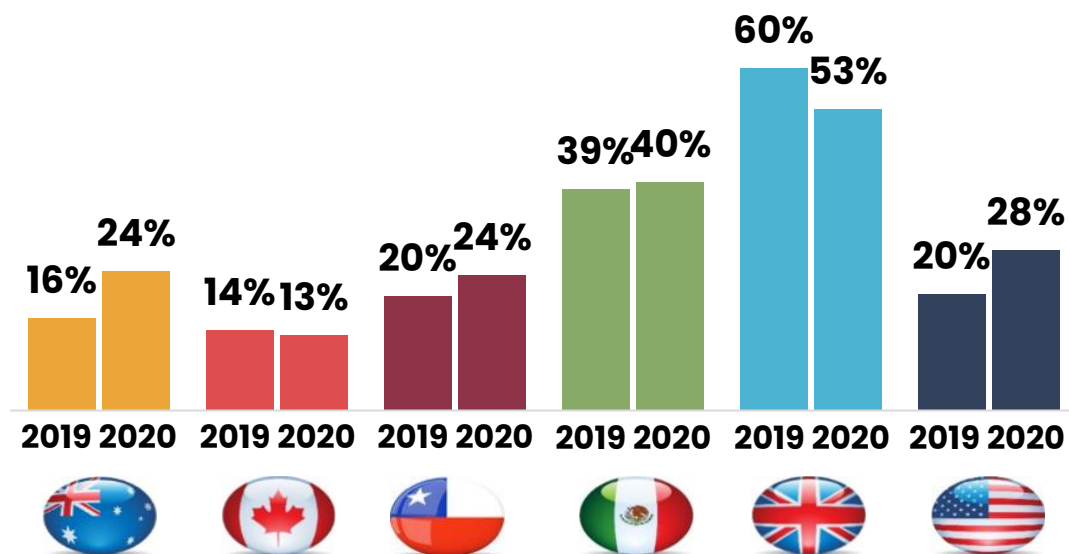


Sugary drinks – price perceptions

Perceived cost of sugary drinks varied across countries and years. The highest proportions of youth reporting that sugary drinks ‘cost more’ were observed in Mexico and the UK—where national SSB taxes are present—while perceived cost was lowest in countries with no national SSB tax (Canada, Australia). The increase in perceived cost in the US between 2019 and 2020 may be explained by recently implemented city-level SSB taxes. Low rates of perceived relative cost of sugary drinks in Chile reflect the low tax rates that are applied to SSBs in that country.

Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke) in [country]?

% “YES – A LITTLE MORE” + “YES – A LOT MORE” (2019, 2020)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582). IN 2019 AND 2020, NATIONAL SSB TAXES WERE PRESENT IN CHILE, MEXICO AND THE UK. SELECT CITY-LEVEL TAXES WERE IN PLACE IN THE US.



Nutrition labelling



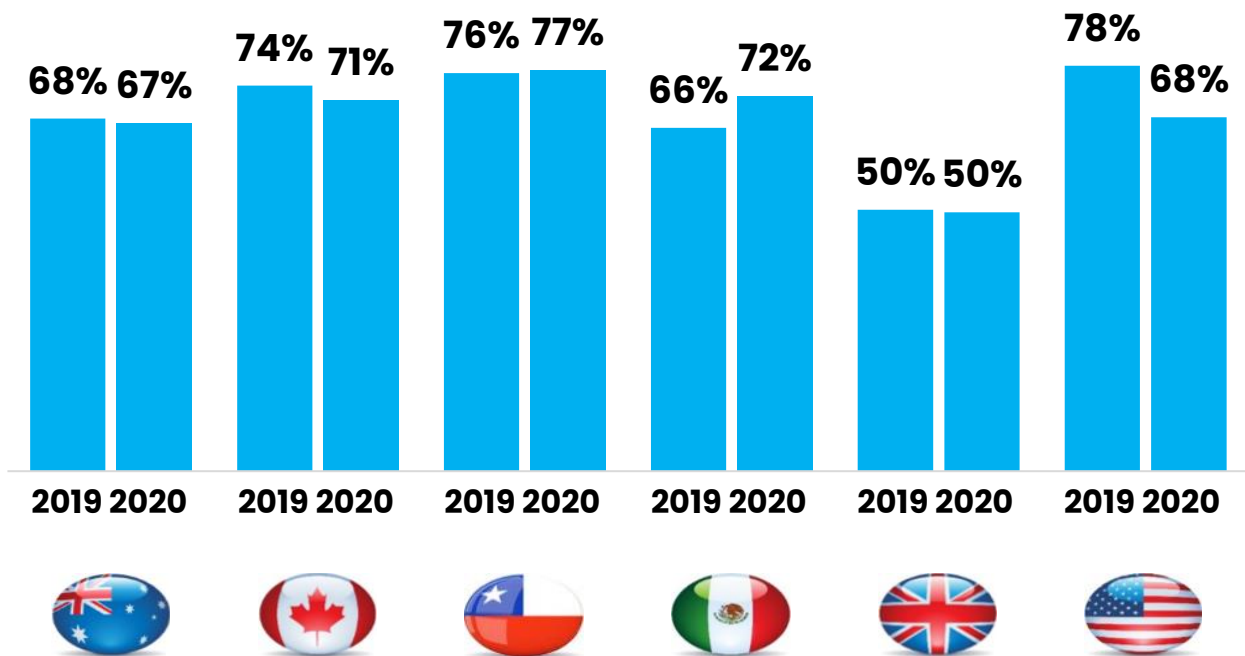
Nutrition facts labels - Awareness

Overall, a majority of respondents were aware of nutrition facts labels (NFLs) 'often' or 'all the time' across all countries, with the lowest awareness reported by youth in the UK. Notable differences between 2019 and 2020 include an increase in awareness of NFLs in Mexico and a decrease in the US.



Have you seen this type of food label on packages or in stores?

% "OFTEN" + "ALL THE TIME" (2019, 2020)



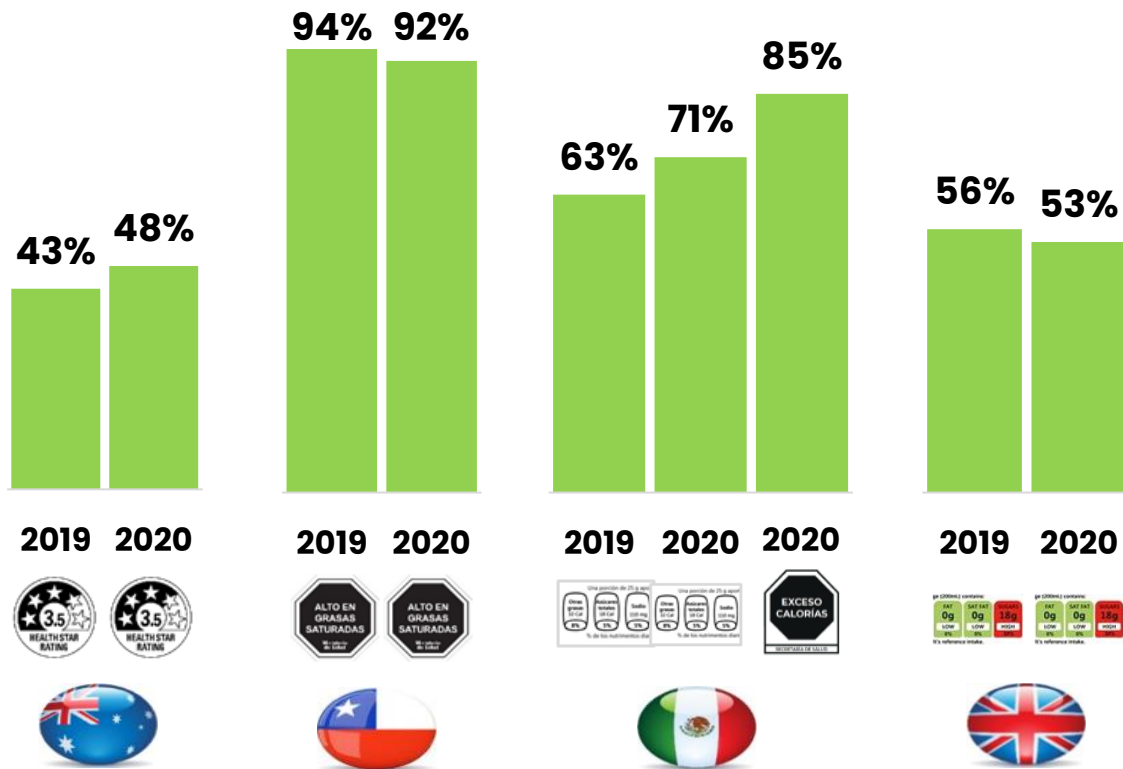
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582).

Front-of-pack labels - Awareness

Among the countries with front-of-pack (FOP) nutrition labelling systems, the Chilean 'high in' labels showed the greatest awareness among youth respondents, followed by the similar 'high in' labels implemented in Mexico in 2020. Youth in Australia and the UK reported lower awareness of Health Star Ratings and traffic light labels, respectively, in both 2019 and 2020.

Have you seen this type of food label on packages or in stores?

% "OFTEN" + "ALL THE TIME" (2019, 2020)



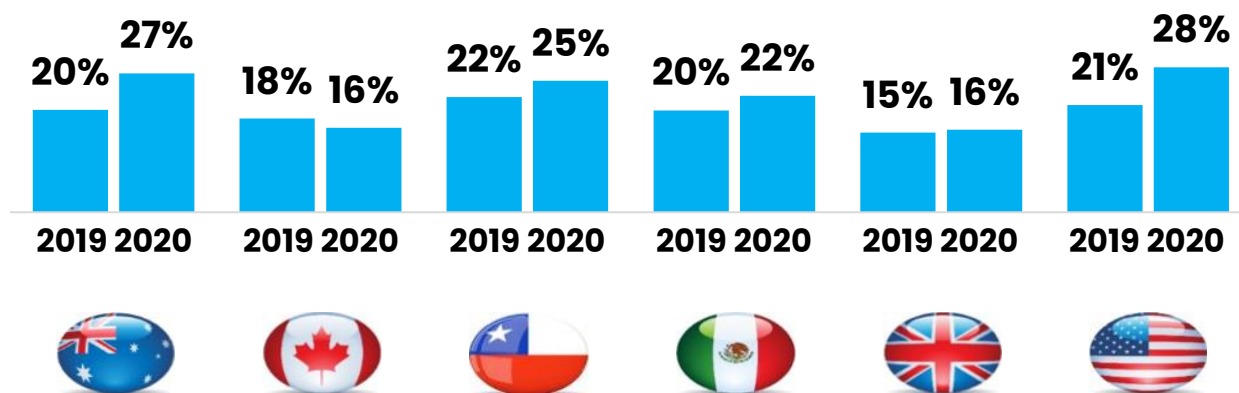
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,598), CHILE (2019 N=1,252; 2020 N=1,617), MEXICO (2019 N=1,616; 2020 N=1,823), AND UK (2019 N=1,520; 2020 N=1,523).

Nutrition facts label - Use

The reported use of NFLs 'often' or 'all the time' when deciding what to eat or buy was low among youth in all countries. Notable differences between 2019 and 2020 include increases in Australia and the US.



Do you use this type of food label when deciding what to eat or buy?
% "OFTEN" + "ALL THE TIME" (2019, 2020)



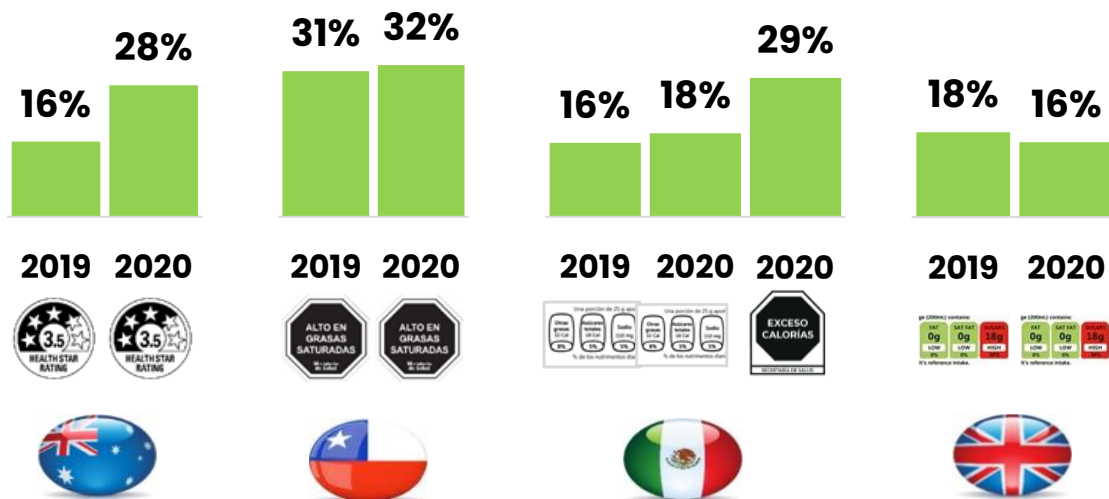
AMONG RESPONDENTS WHO REPORTED SEEING THE NUTRITION FACTS TABLE IN AUSTRALIA (2019 N=1,376; 2020 N=1,523), CANADA (2019 N=3,565; 2020 N=3,774), CHILE (2019 N=1,228; 2020 N=1,591), MEXICO (2019 N=1,600; 2020 N=1,801), UK (2019 N=1,416; 2020 N=1,421), AND US (2019 N=1,573; 2020 N=1,542).

Front-of-pack labels - Use

Reported use of FOP labels was highest for the 'high in' labels in Chile, followed by Mexico's similar 'high in' labels implemented in 2020. There was a notable increase in reported use of the Health Star Ratings among Australian youth between 2019 and 2020, possibly due to recent communication campaign efforts.

Do you use this type of food label when deciding what to eat or buy?

% "OFTEN" + "ALL THE TIME" (2019, 2020)



AMONG RESPONDENTS WHO REPORTED SEEING THE FRONT-OF-PACKAGE NUTRITION LABELS IN AUSTRALIA (2019 N=1,259; 2020 N=1,416), CHILE (2019 N=1,248; 2020 N=1,607), MEXICO (2019 N= 1,588; 2020 N=1,804) AND UK (2019 N=1,423; 2020 N=1,445).

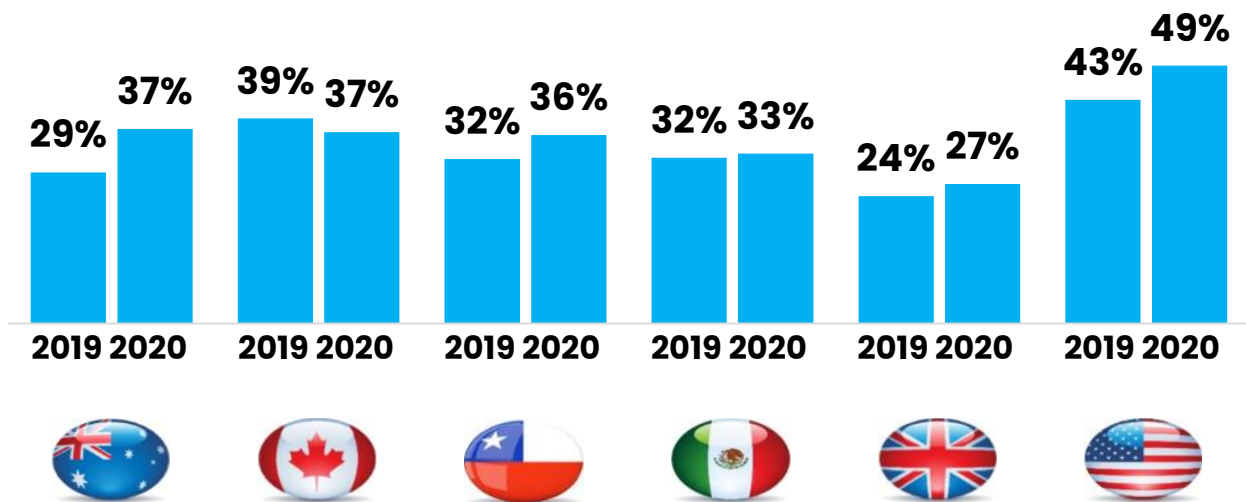
Nutrition facts labels - Understanding

The proportion of respondents finding NFLs 'easy' or 'very easy to understand' was relatively low among youth in most countries, particularly the UK. Differences between 2019 and 2020 include notable increases in NFL understanding in Australia and the US, where reported understanding was highest.



Do you find this information...

% "EASY" + "VERY EASY TO UNDERSTAND" (2019, 2020)

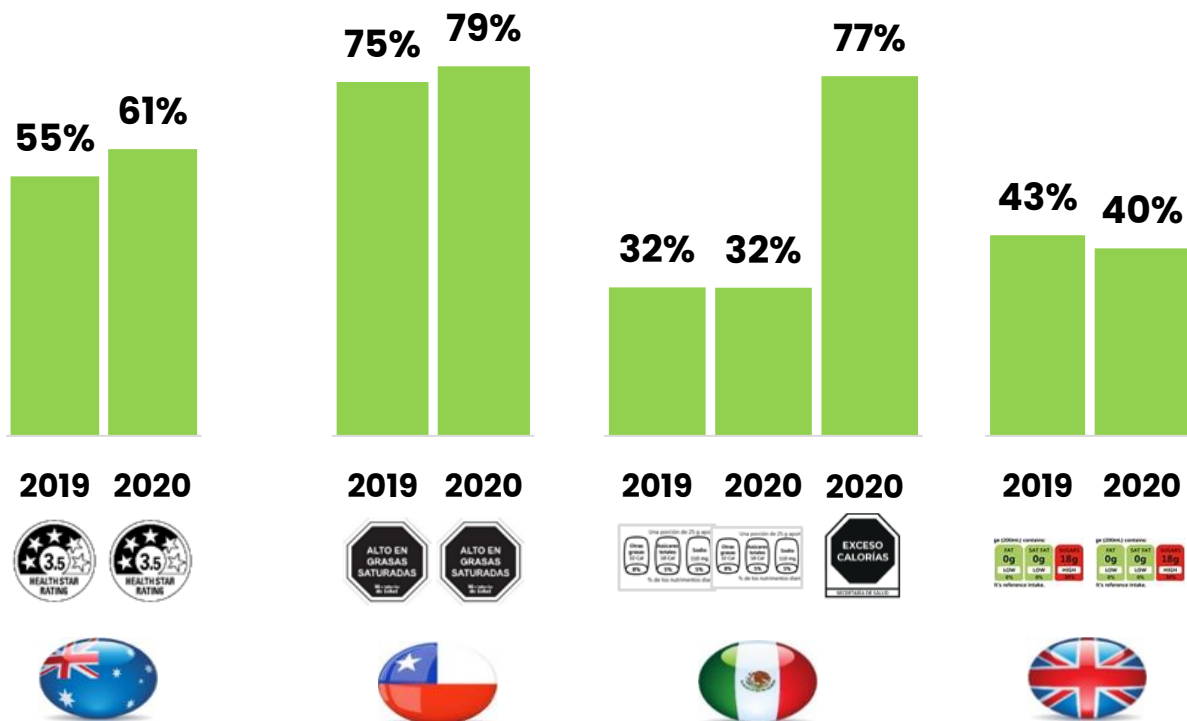


AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CANADA (2019 N=3,682; 2020 N=3,895), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823), UK (2019 N=1,520; 2020 N=1,521) AND US (2019 N=1,603; 2020 N=1,582).

Front-of-pack labels - Understanding

The proportion of youth finding FOP labels 'easy' or 'very easy to understand' was highest in Chile and Mexico where 'high in' labels are used. Reported understanding was substantially higher for Mexico's newly implemented 'high in' labels compared to the previous Guideline Daily Amount system. Between 2019 and 2020, Australian and Chilean respondents reported an increased understanding of the Health Star Rating and 'high in' FOP labels, respectively.

Do you find this information... % "EASY" + "VERY EASY TO UNDERSTAND" (2019, 2020)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595), CHILE (2019 N=1,252; 2020 N=1,615), MEXICO (2019 N=1,616; 2020 N=1,823) AND UK (2019 N=1,520; 2020 N=1,521).



National dietary guidance

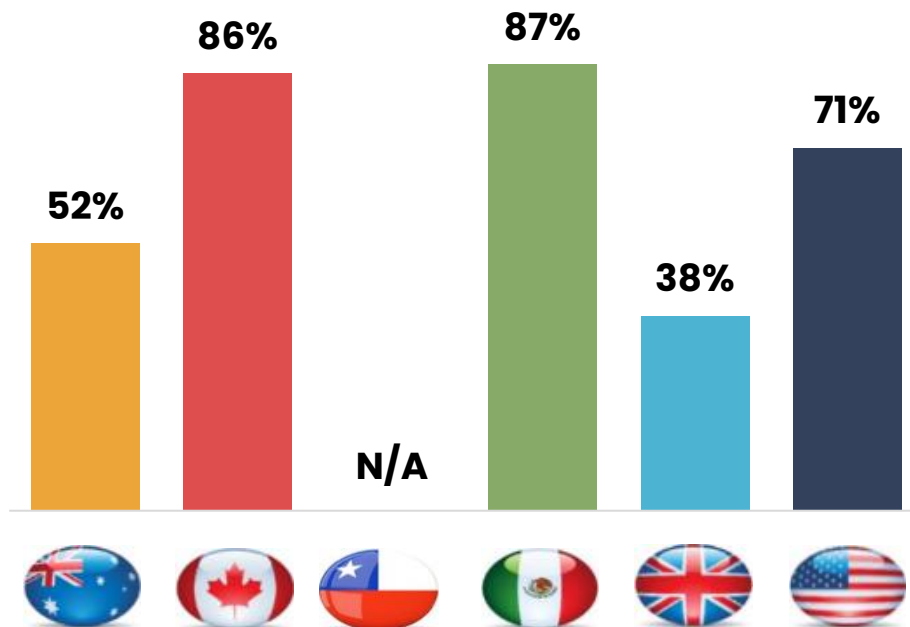


National dietary guidance

Awareness of national dietary guidelines differed across countries, with the highest level of awareness reported among youth in Mexico and Canada, and the lowest among UK youth. Chile does not have a national food guide; therefore, Chilean youth were omitted from this measure.

Have you ever heard of [country food guide]?

% "YES" (2020)

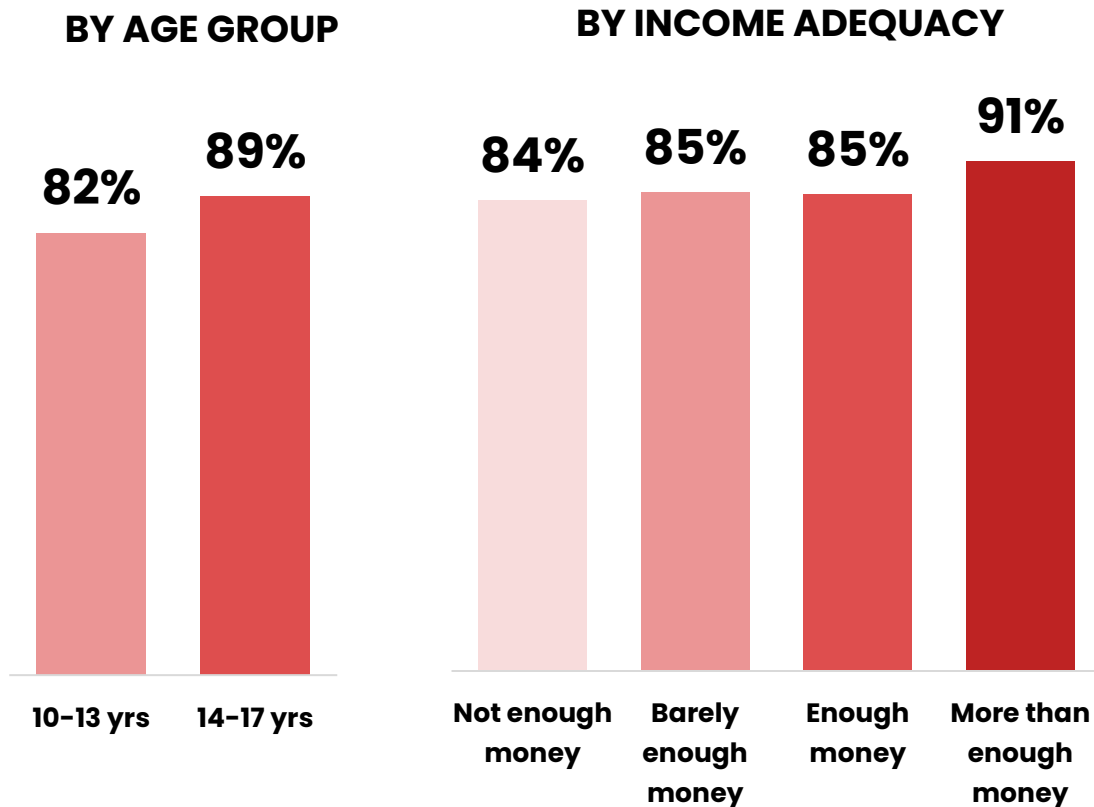


AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). QUESTION WAS NOT ASKED IN CHILE, WHERE NO NATIONAL DIETARY GUIDANCE WAS PRESENT. COUNTRY FOOD GUIDES QUERIED IN AUSTRALIA, CANADA, MEXICO, UK AND US WERE AS FOLLOWS, RESPECTIVELY: AUSTRALIAN DIETARY GUIDELINES, CANADA'S FOOD GUIDE, EL PLATO DEL BIEN COMER, EATWELL PLATE / EATWELL GUIDE, AND MYPLATE / FOOD GUIDE PYRAMID.

Food guide awareness – Canada

Among Canadian youth, awareness of Canada’s Food Guide was higher among older youth and those with the highest income adequacy.

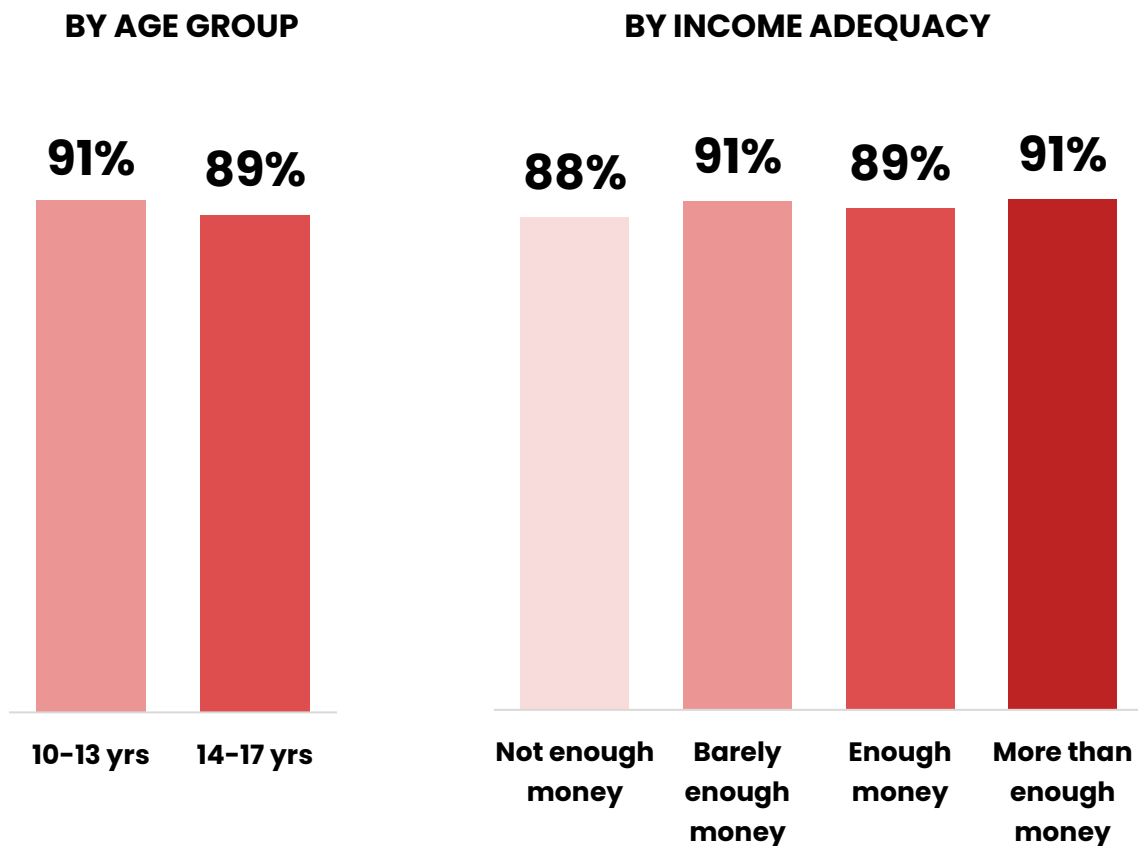
Have you ever heard of Canada’s Food Guide? % “YES” (2020)



Canada's Food Guide in schools

Reported learning about Canada's Food Guide in school was high among Canadian youth. Results were relatively consistent across age and income adequacy groups.

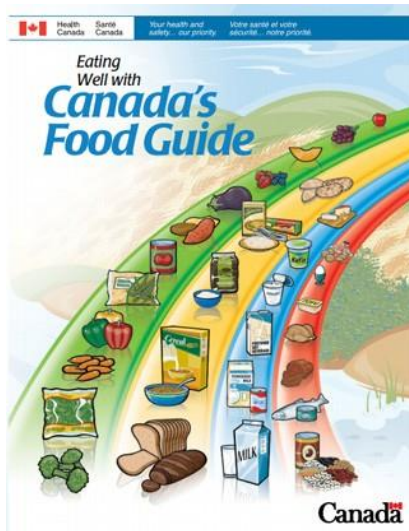
Have you ever learned about Canada's Food Guide in school? % "YES" (2020)



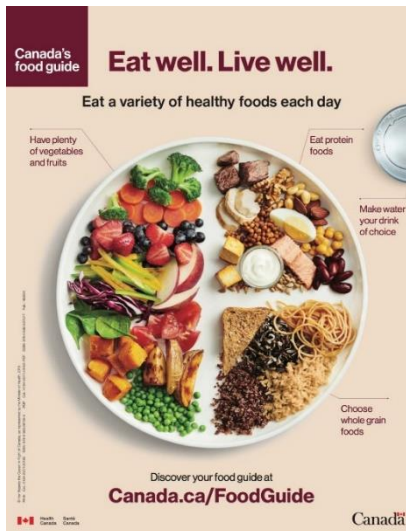
Canada's Food Guide recognition

Among Canadian youth, a majority of respondents reported learning about Canada's previous (2007) Food Guide, while over a third reported learning about the current Food Guide. Nearly 20% of respondents reported learning about a "Healthy Eating Pyramid", which was fabricated by the research team to verify accurate recognition.

Which version of the Food Guide have you learned about? % SELECTED (SELECT ALL THAT APPLY) (2020)



60%



37%



19%

Food Guide-related behaviours **Canada**

Among Canadian youth, the reported frequency of having a meal from outside the home decreased between 2019 and 2020, while eating breakfast and sitting down to eat dinner with a parent/guardian increased, which may be explained by COVID-19 stay-at-home measures.

Think about the last 7 days. How many days did you...
TIMES (2019, 2020)

	2019	2020
Have a meal from restaurants, fast food places, food stands, or vending machines?	1.9	1.5
Eat breakfast?	5.3	5.6
Sit down to eat dinner or supper with at least one of your parents/guardians?	5.4	5.7
Help make dinner or supper?	1.6	1.6



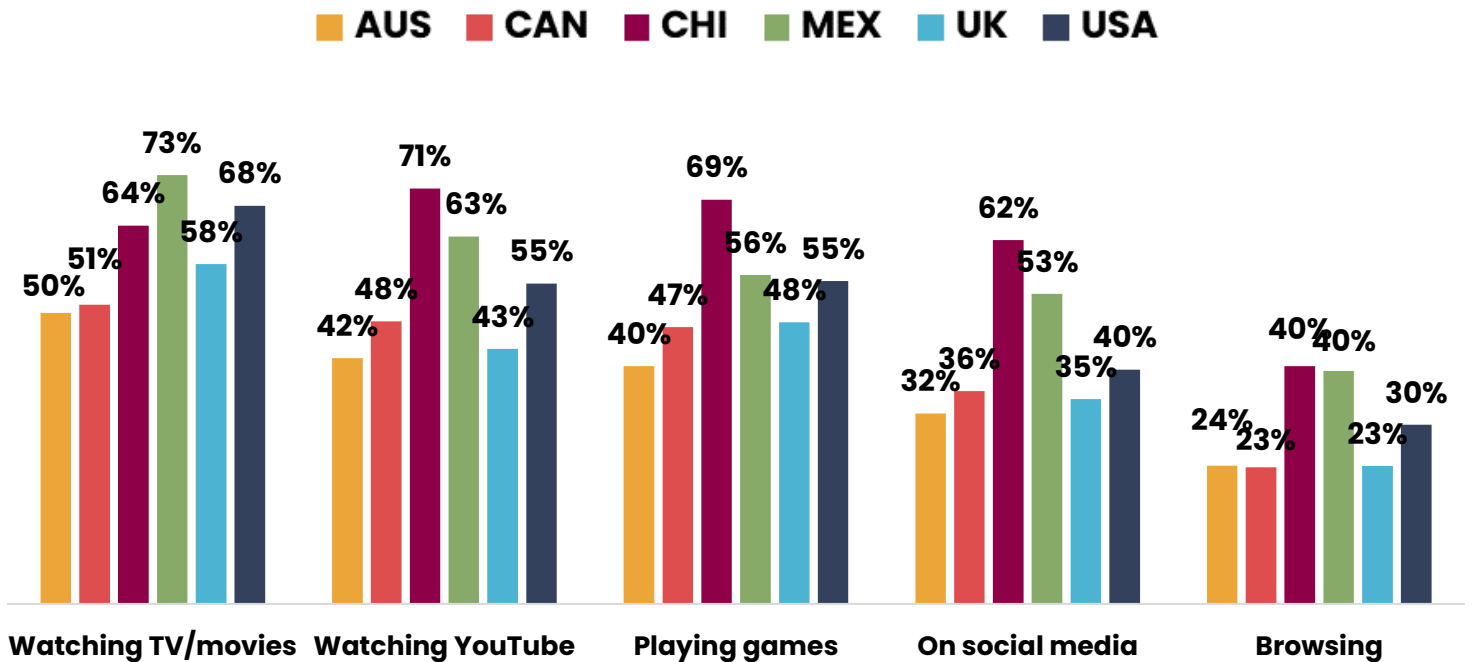
Food & beverage marketing



Screen time - weekdays

The majority of youth in all countries reported spending more than 1 hour on a normal weekday watching TV or movies, as well as watching YouTube and playing games in Chile, Mexico and the US. Chilean youth reported the highest screen time use across 4 of 5 categories, while those in Australia reported the lowest.

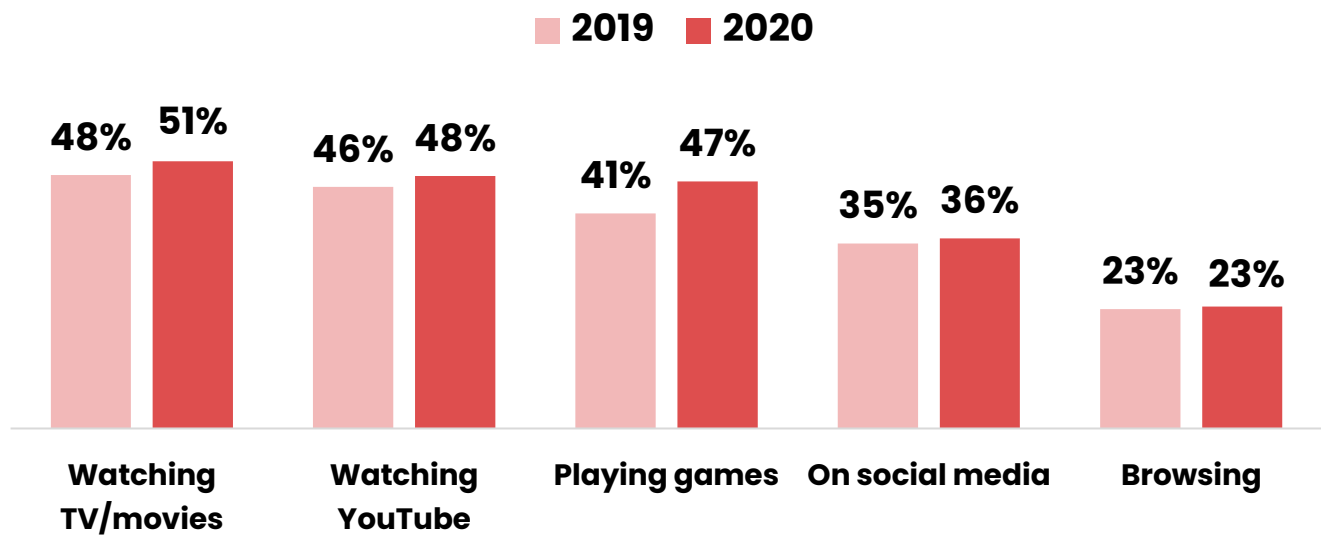
On a normal weekday, how much time do you spend...
% > 1 HOUR (2020)



Weekday screen time - Canada

Among Canadian youth, nearly half of respondents reported spending more than 1 hour on a normal weekday watching TV/movies, watching YouTube, and playing games. Reported weekday screen time showed some moderate increases between 2019 and 2020.

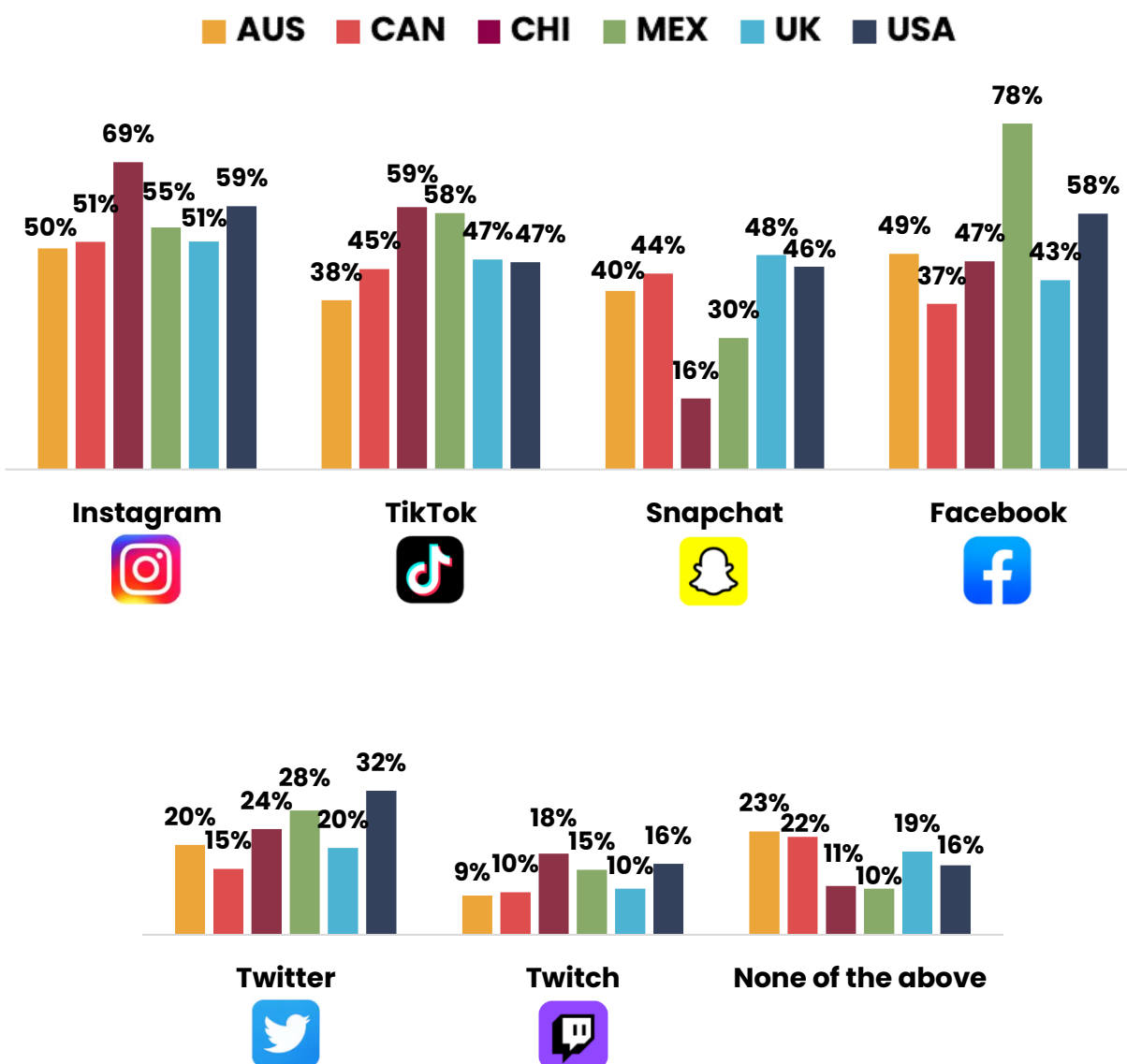
On a normal weekday, how much time do you spend...
% > 1 HOUR (2019, 2020)



Social media use

Notable differences in social media use were observed across countries for each of the platforms. The reported use of Instagram was highest in most countries, while Twitch was lowest. A notable proportion of youth across countries reported not using any of these social media platforms.

Do you use... % SELECTED (2020)

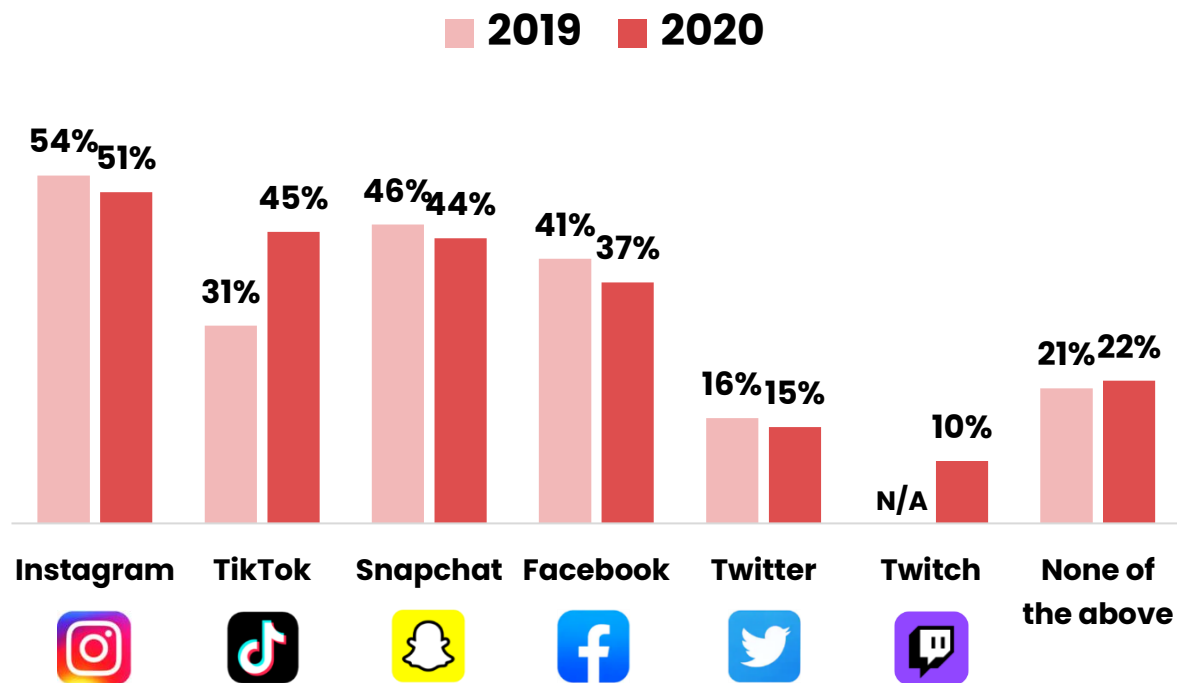


AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582).

Social media use - Canada

Among Canadian youth, the most commonly used social media platform reported was Instagram. Between 2019 and 2020, TikTok was the only platform that experienced an increase in reported use. Over 1 in 5 Canadian youth reported not using any of these social media platforms.

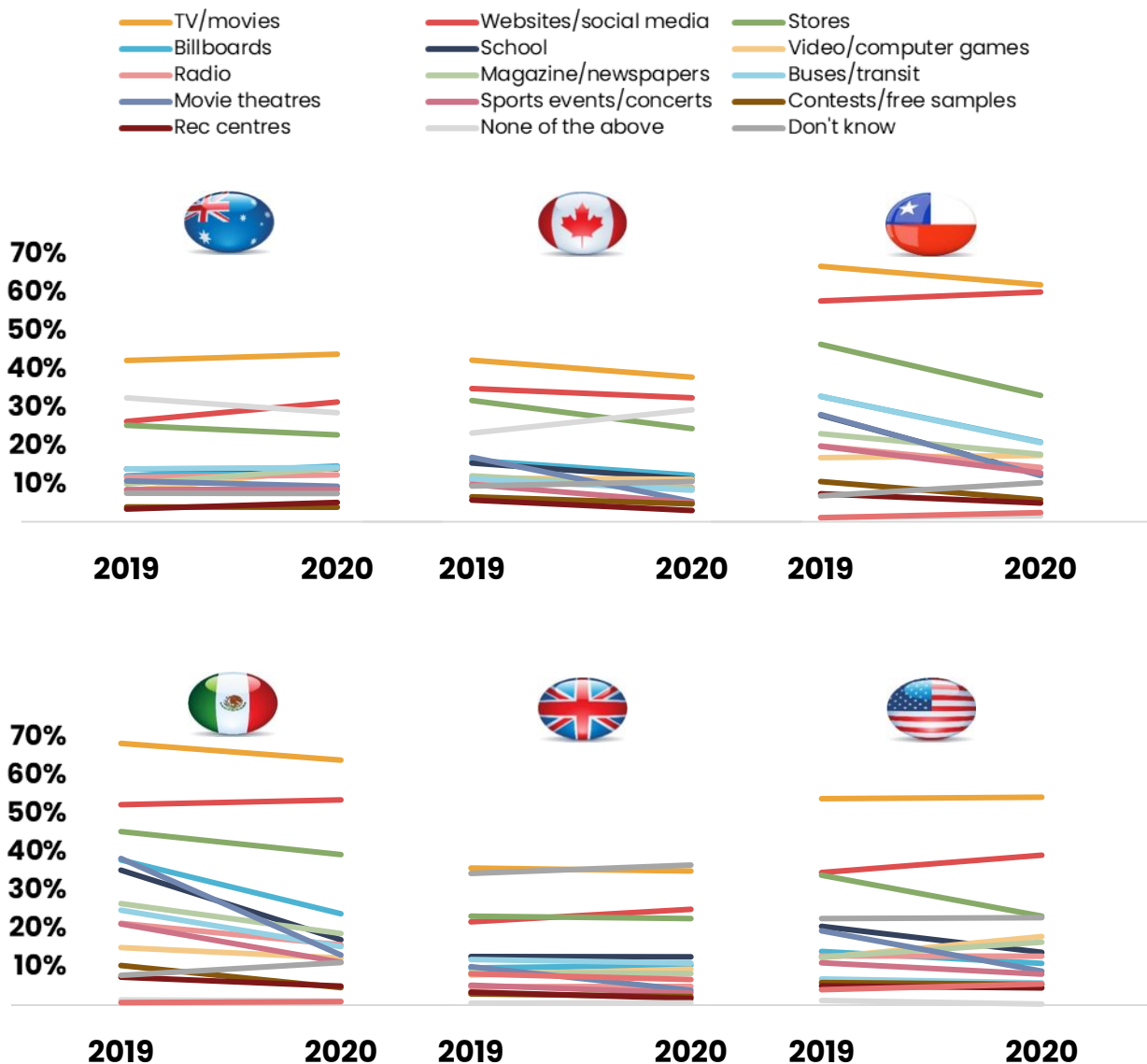
Do you use... % SELECTED (2019, 2020)



Exposure to ads for unhealthy food & drinks – Marketing channels

Reported exposure to unhealthy food and drink ads was highest in Chile and Mexico for most channels. Reported ad exposure decreased between 2019 and 2020 across most channels in the six countries, with the exception of websites/social media in most countries.

Think about the last 30 days. Have you seen or heard ads for ‘unhealthy’ foods or drinks in any of these places?
% (SELECT ALL THAT APPLY) (2019, 2020)



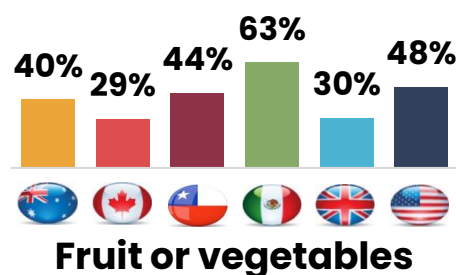
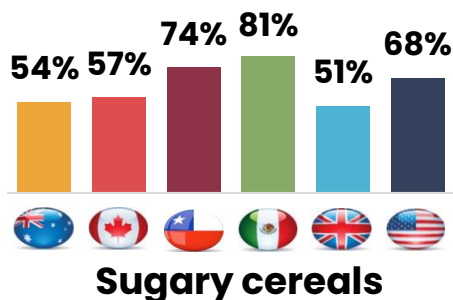
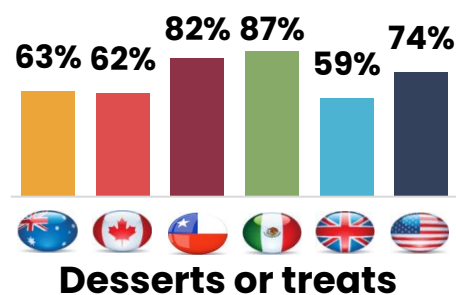
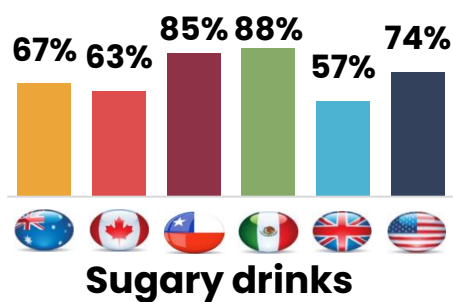
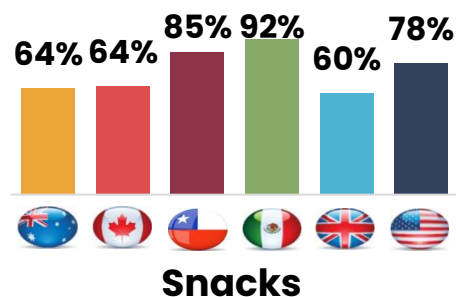
AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). RESPONDENTS WERE INSTRUCTED THAT "UNHEALTHY FOODS AND DRINKS INCLUDE PROCESSED FOODS HIGH IN SUGAR, SALT, OR SATURATED FAT, SUCH AS SODA, FAST FOOD, CHIPS, SUGARY CEREALS, COOKIES AND CHOCOLATE BARS".

Frequency of exposure to unhealthy food & drink ads

Exposure to unhealthy food and drink ads, particularly for fast food, were reported by a majority of youth across most countries. Youth from Mexico reported the highest level of ad exposure, while those in the UK reported the lowest level across most categories. A minority of youth recalled advertisements for fruit or vegetables, except in Mexico.

In the last 30 days, how often did you see or hear advertisements for these kinds of foods or drinks?

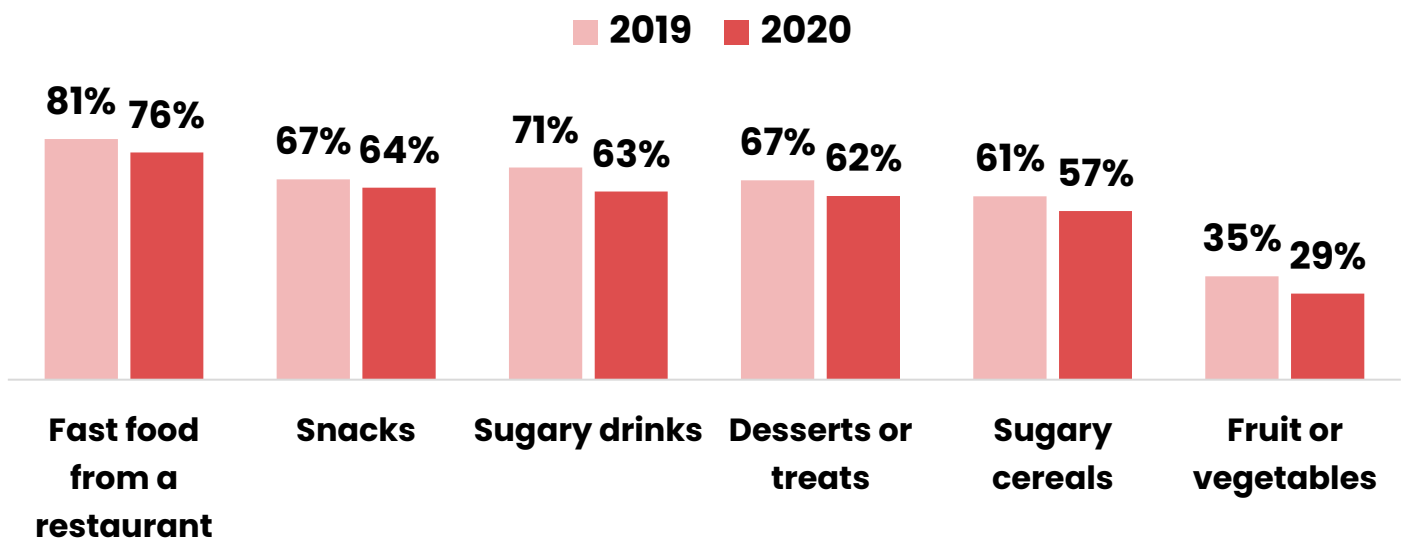
% ≥ ONCE PER WEEK (2020)



Frequency of exposure to unhealthy food & drink ads Canada

Among Canadian youth, a majority of respondents reported seeing or hearing advertisements for unhealthy food or drinks, particularly fast food, at least once per week in the past month. Fewer youth reported exposure to fruit or vegetable ads. Between 2019 and 2020, youth reported less frequent exposure to ads for all food and drink categories.

In the last 30 days, how often did you see or hear advertisements for these kinds of foods or drinks?
% ≥ ONCE PER WEEK (2019, 2020)

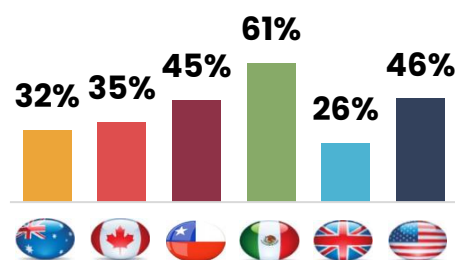


Exposure to marketing strategies

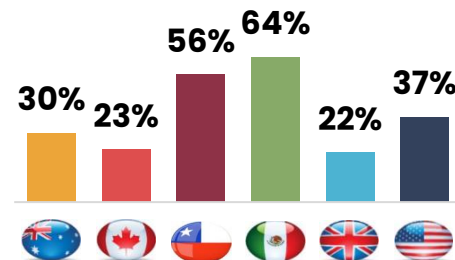
Notable differences in exposure to food and drink marketing strategies were observed across countries. Youth in Mexico reported the highest level of exposure across each of the marketing strategies, while those in the UK reported the lowest exposure.

In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following?

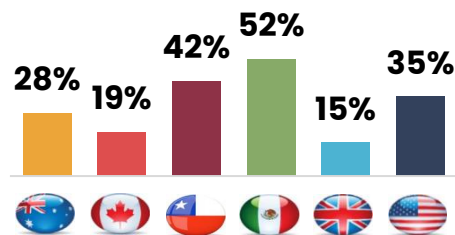
% "YES" (2020)



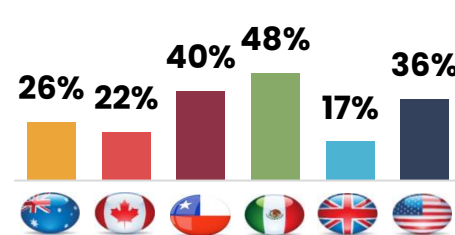
Cartoons/characters made by food companies



Famous people



Sports teams or athletes



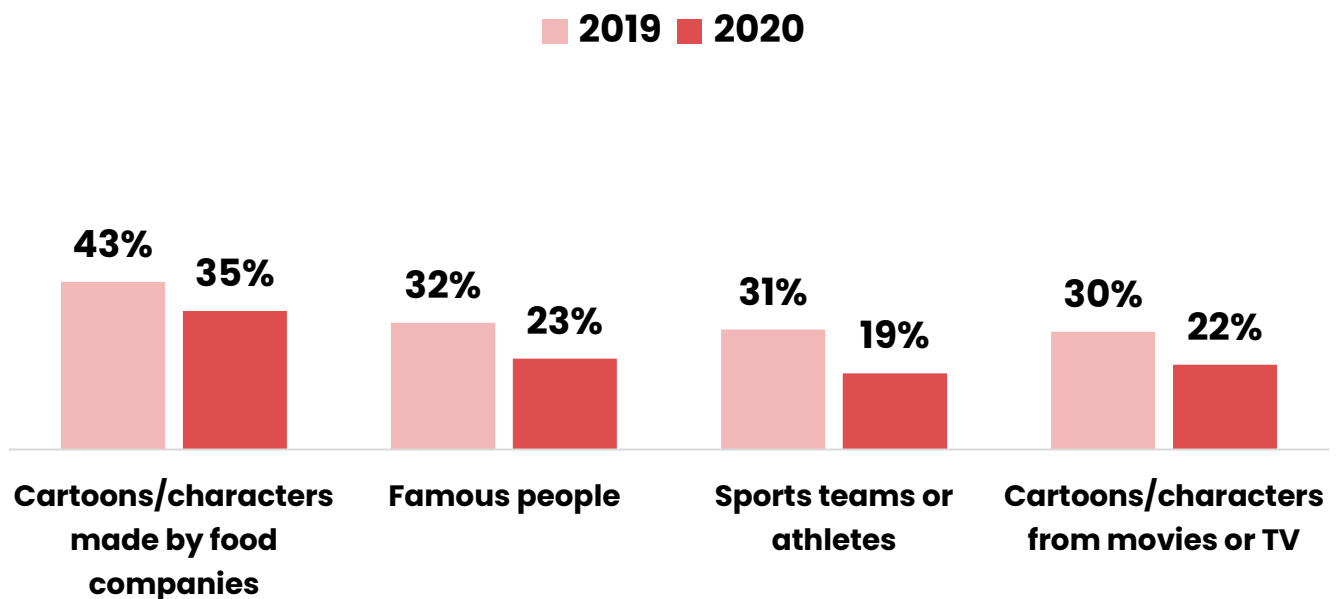
Cartoons/characters from movies or TV

Exposure to marketing strategies Canada

Among Canadian youth, cartoons/characters made by food companies were the most commonly reported marketing strategy for unhealthy food or drinks. Between 2019 and 2020, youth reported a decrease in exposure to all four marketing strategies.

In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following?

% "YES" (2019, 2020)

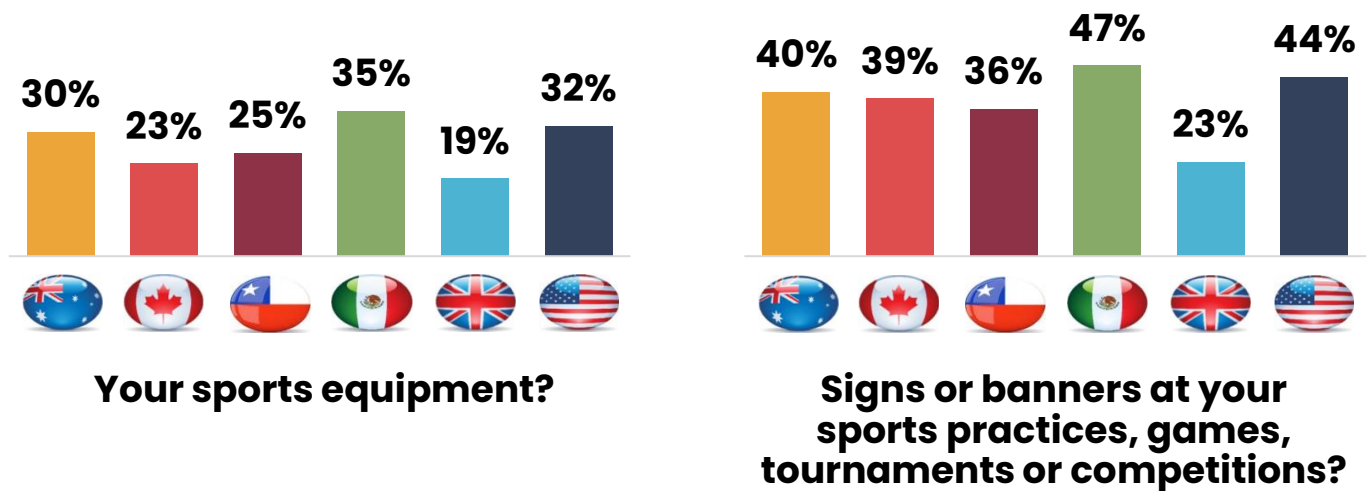


Marketing & youth sports

Food or restaurant marketing was reported more frequently on sports signs or banners than sports equipment, across all countries. Youth in Mexico reported the highest level of marketing on sports equipment and signs/banners, while those in the UK reported the lowest level.

Are there any names or logos of food or restaurant companies on...

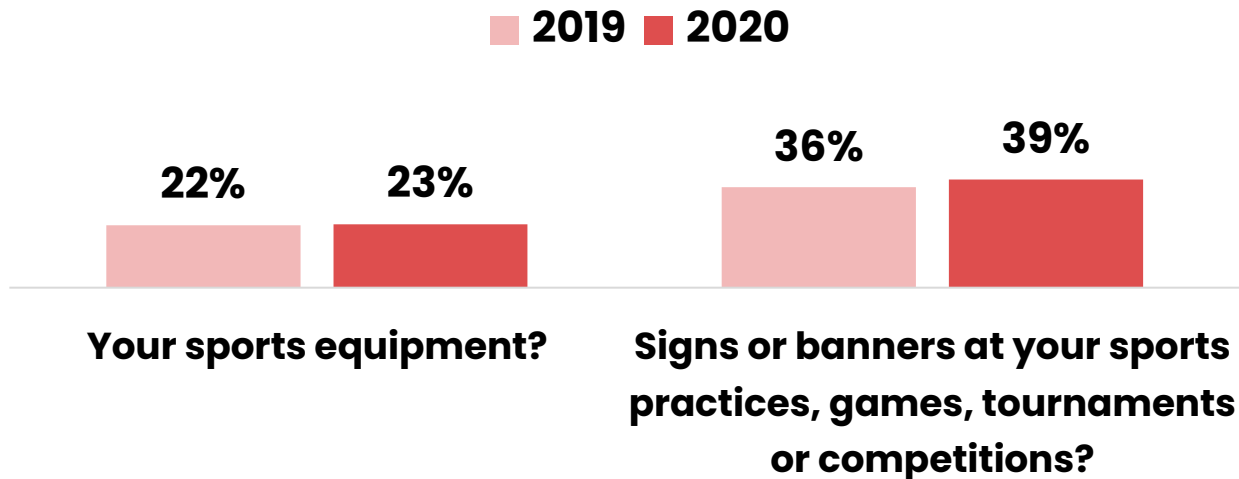
% "YES" (2020)



Marketing & youth sports – Canada

Among Canadian youth, reported marketing on sports equipment remained relatively consistent between 2019 and 2020, but marketing on signs/banners increased.

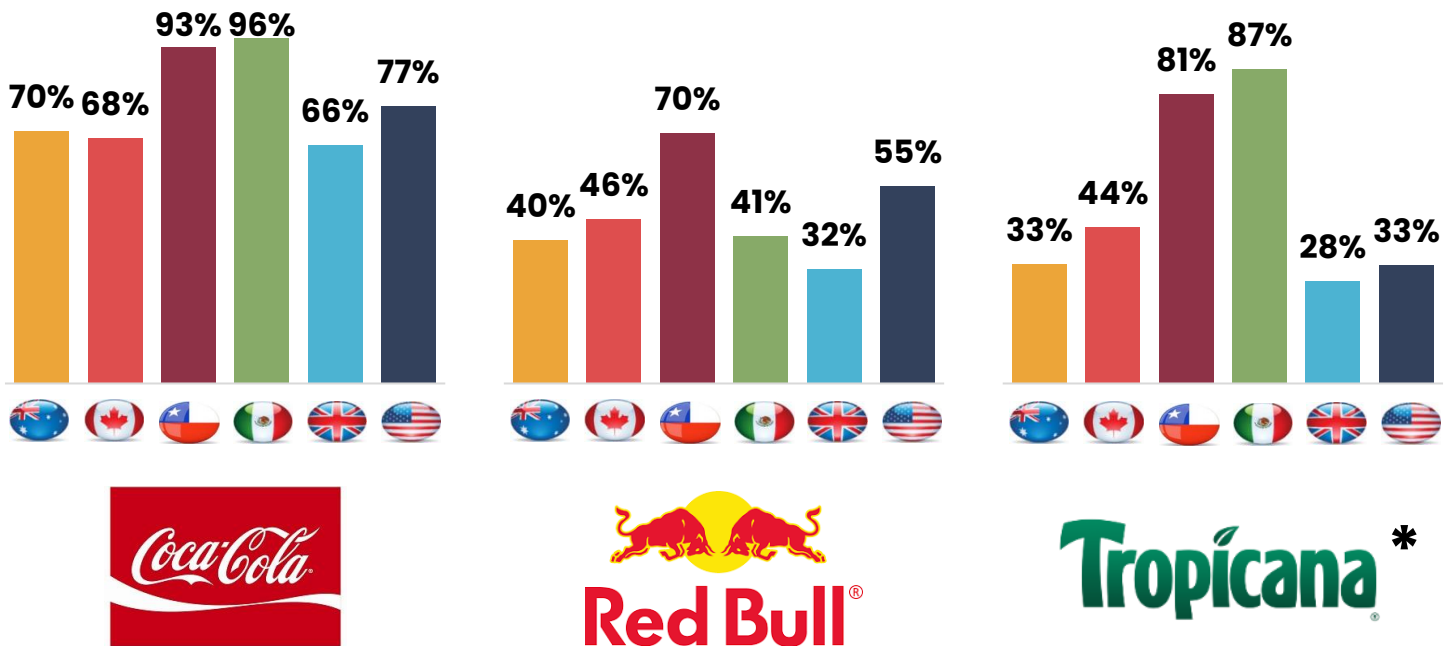
Are there any names or logos of food or restaurant companies on... % “YES” (2019, 2020)



Exposure to ads – Beverage brands

Exposure to top drink ads varied by country, with particularly high exposure reported among Chilean and Mexican youth, and lowest reported exposure among those from the UK. Of the three brands, respondents reported seeing Coke ads the most frequently across all countries.

Have you seen any ads for this drink brand in the last 30 days? % "YES" (2020)



AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582).

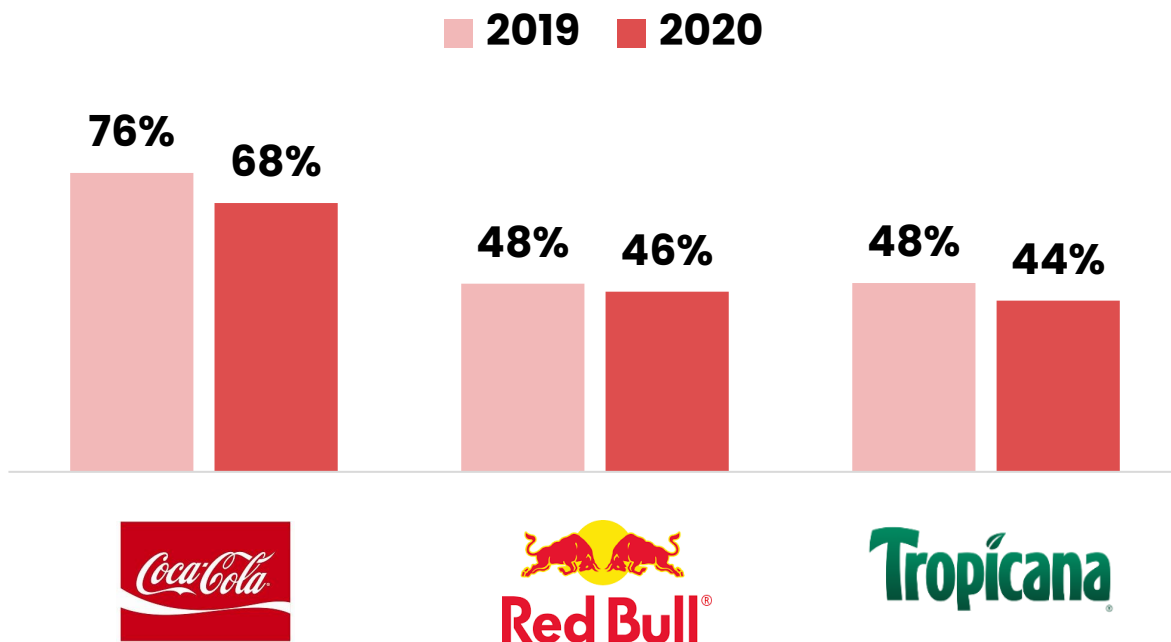
*A DIFFERENT FRUIT JUICE BRAND WAS DISPLAYED IN EACH COUNTRY (AUSTRALIA – GOLDEN CIRCLE; CANADA – TROPICANA; CHILE – WATT'S; MEXICO – DEL VALLE; UK – INNOCENT; US – SIMPLY).



Exposure to ads – Beverage brands Canada

Among Canadian youth, reported exposure to ads from all three drink brands decreased between 2019 and 2020.

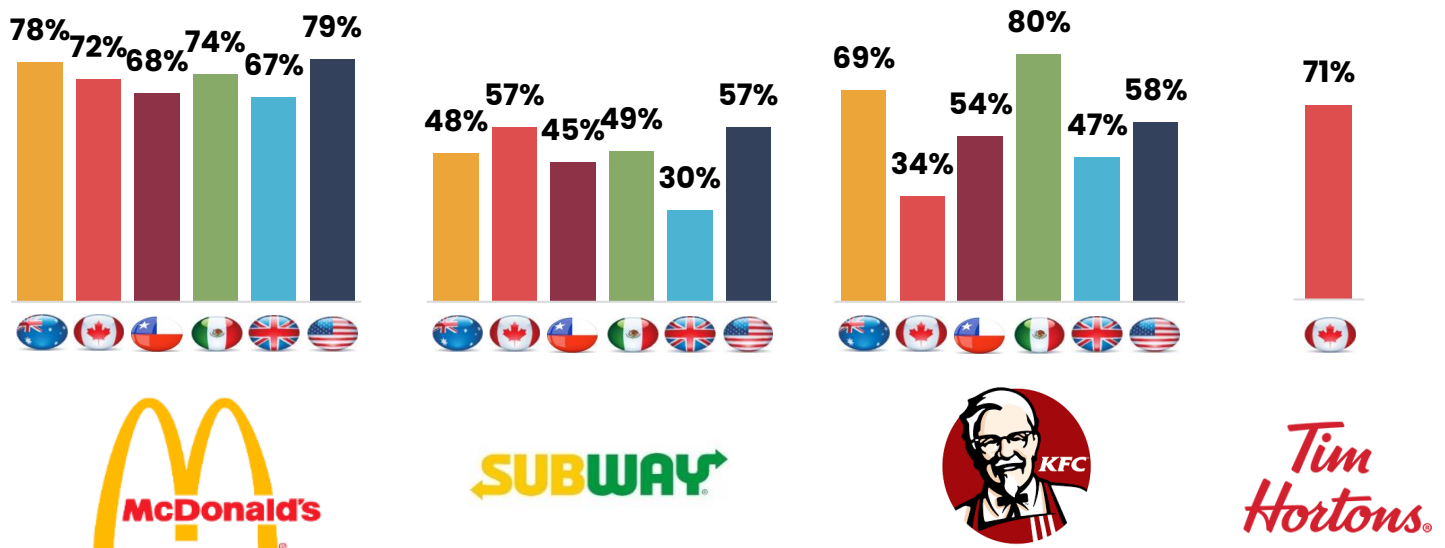
Have you seen any ads for this drink brand in the last 30 days?
% “YES” (2019, 2020)



Exposure to ads – Fast food brands

A majority of respondents across countries reported seeing ads for McDonald's in the past 30 days. Reported exposure to KFC ads was notably highest in Mexico and lowest in Canada, while exposure to Subway ads was lowest in the UK. Over two thirds of Canadian youth recalled seeing an ad for Tim Hortons in the last 30 days.

Have you seen any ads for this restaurant in the last 30 days?
% "YES" (2020)

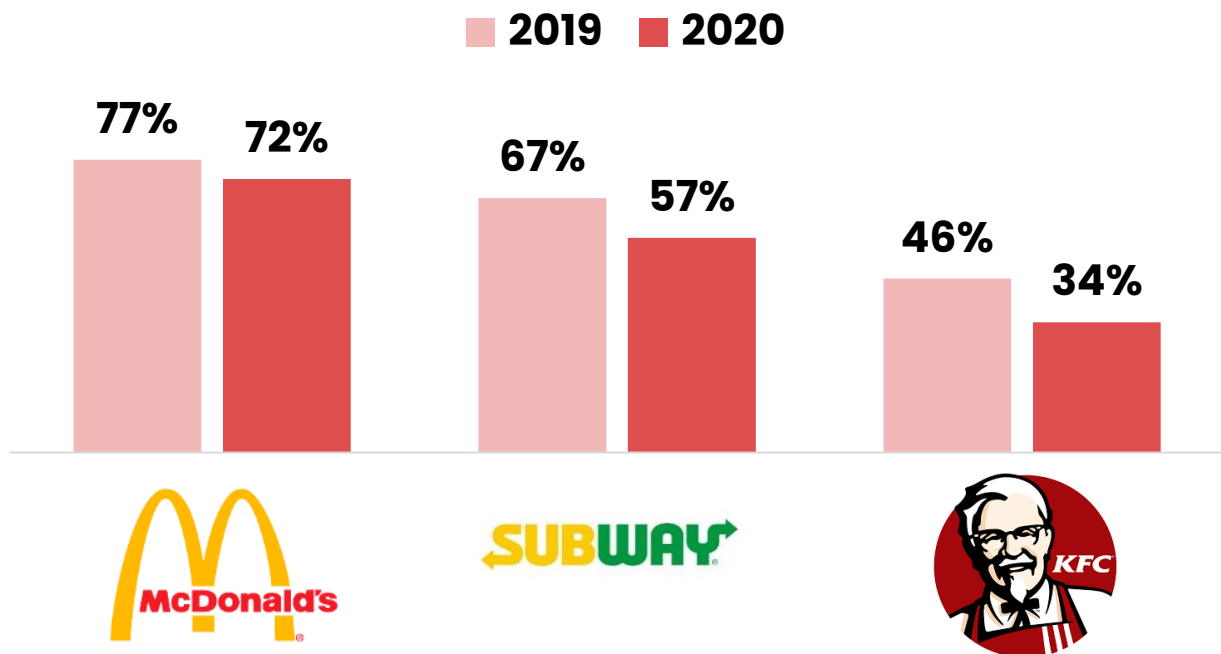


AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582). 'TIM HORTONS' RESTAURANT WAS ONLY QUERIED AMONG CANADIAN RESPONDENTS IN 2020.

Exposure to ads – Fast food brands Canada

Among Canadian youth, reported exposure to all three fast food ads decreased between 2019 and 2020.

Have you seen any ads for this restaurant in the last 30 days?
% "YES" (2019, 2020)



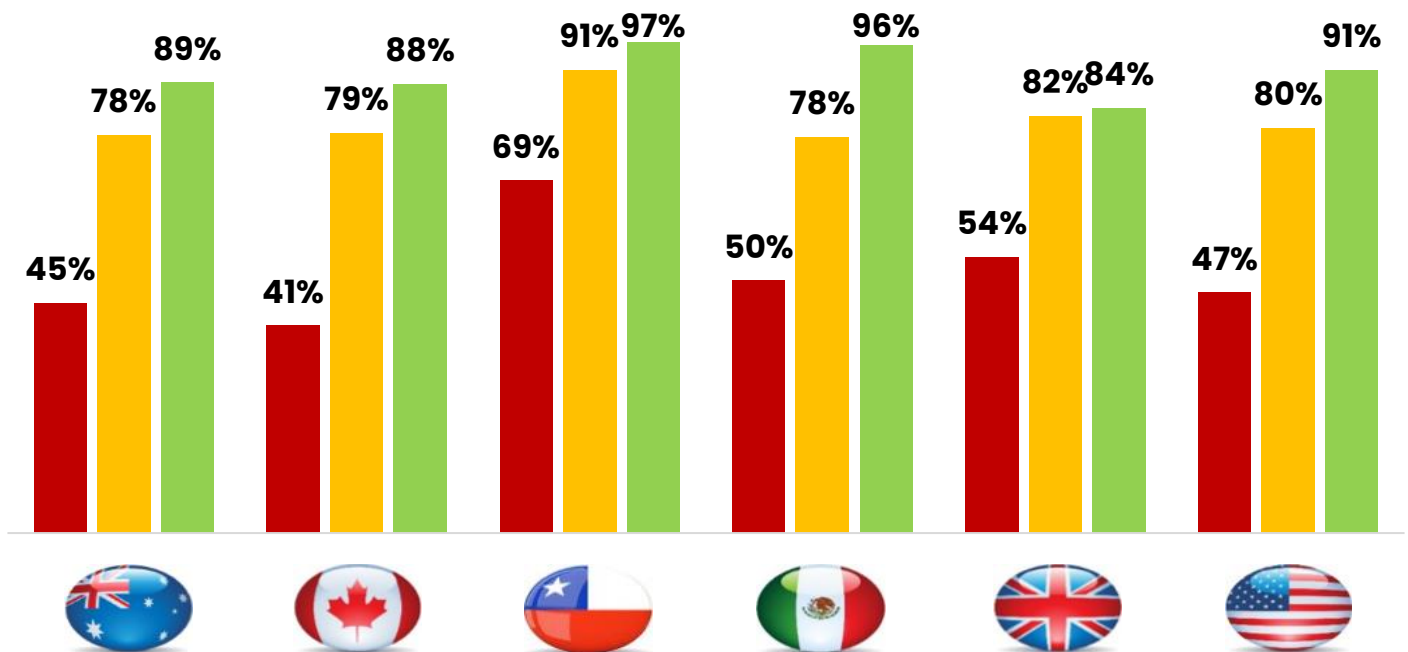
Perceived age group of beverage ads

A majority of youth across countries reported that Coke ads are usually aimed at adults and teenagers aged 13 to 17. Nearly half of respondents across most countries perceived Coke ads as targeted towards kids 12 and under.



Are advertisements for this brand / restaurant usually aimed at...
 % SELECTED (SELECT ALL THAT APPLY) (2020)

■ Kids 12 and under ■ Teenagers aged 13 to 17 ■ Adults



AMONG ALL RESPONDENTS IN AUSTRALIA (N=1,595), CANADA (N=3,895), CHILE (N=1,615), MEXICO (N=1,823), UK (N=1,521) AND US (N=1,582).

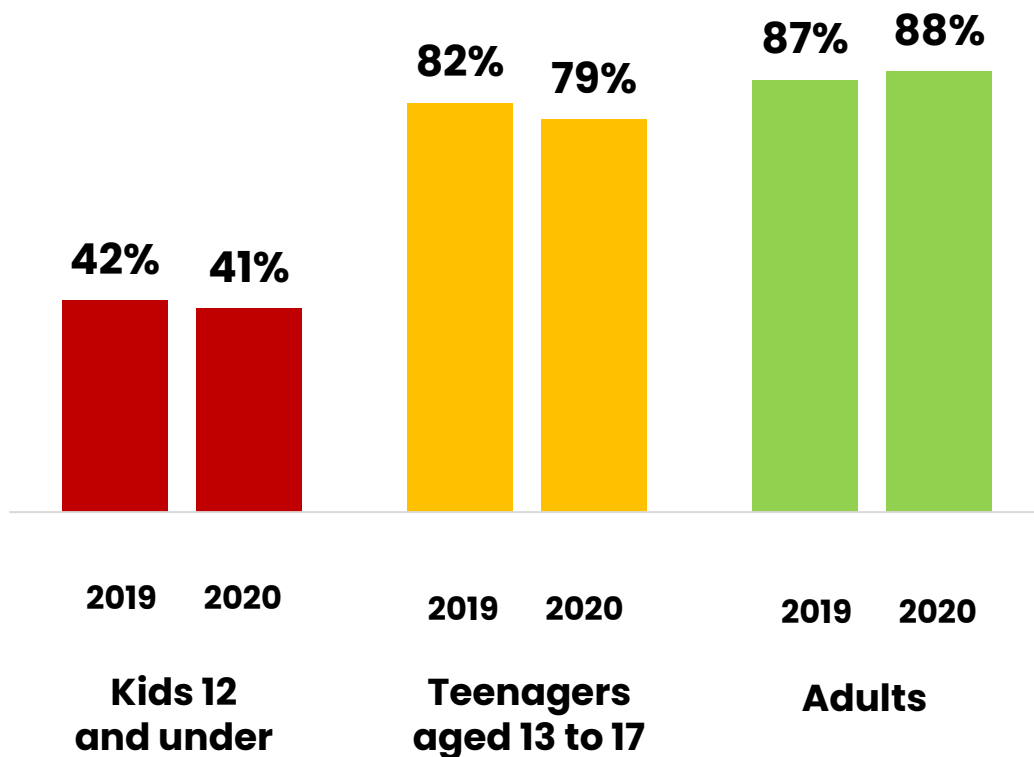
Perceived age groups for ads Canada

Among Canadian youth, a majority of respondents reported that ads for Coke are usually aimed at adults and teenagers aged 13 to 17. Perceptions were relatively consistent between 2019 and 2020.



Are advertisements for this brand / restaurant usually aimed at...

% SELECTED (SELECT ALL THAT APPLY) (2019, 2020)



Perceived age group of food ads

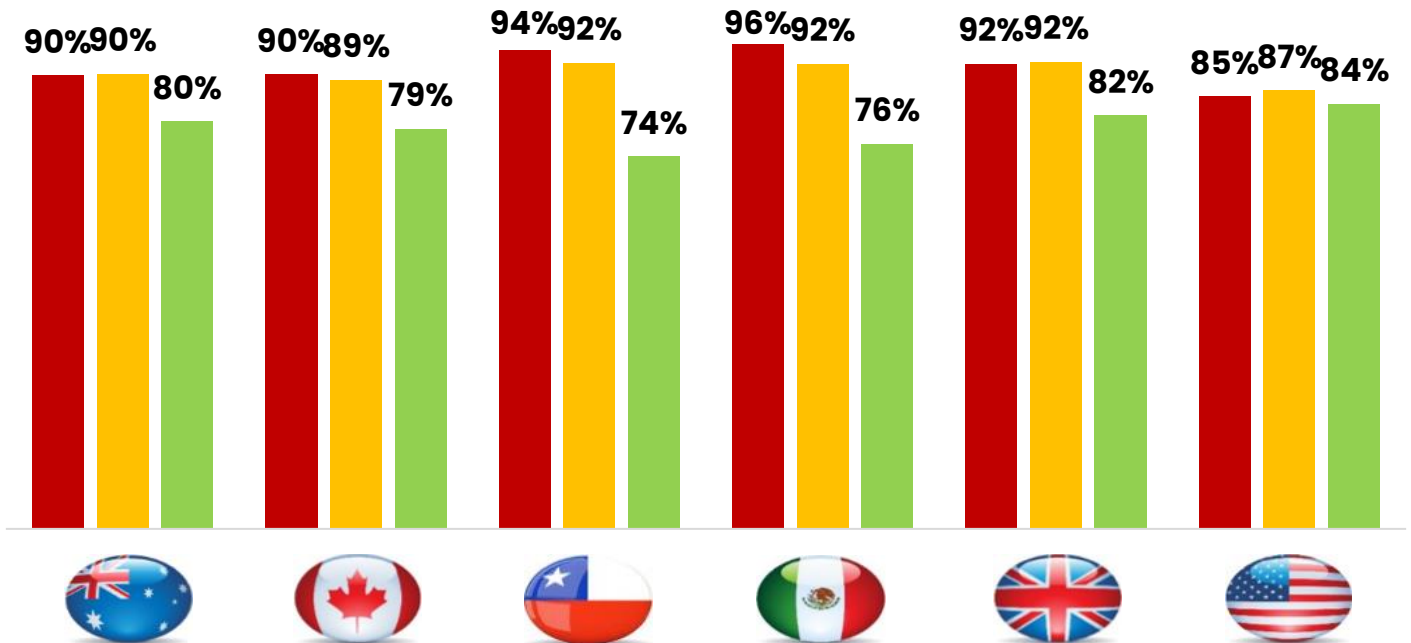
A majority of respondents across countries reported that ads for McDonald's are usually aimed at all three age groups. Youth across all countries perceived kids and teens under 17 to be particularly targeted by McDonald's advertisements.



Are advertisements for this brand / restaurant usually aimed at...

% SELECTED (SELECT ALL THAT APPLY) (2020)

■ Kids 12 and under ■ Teenagers aged 13 to 17 ■ Adults



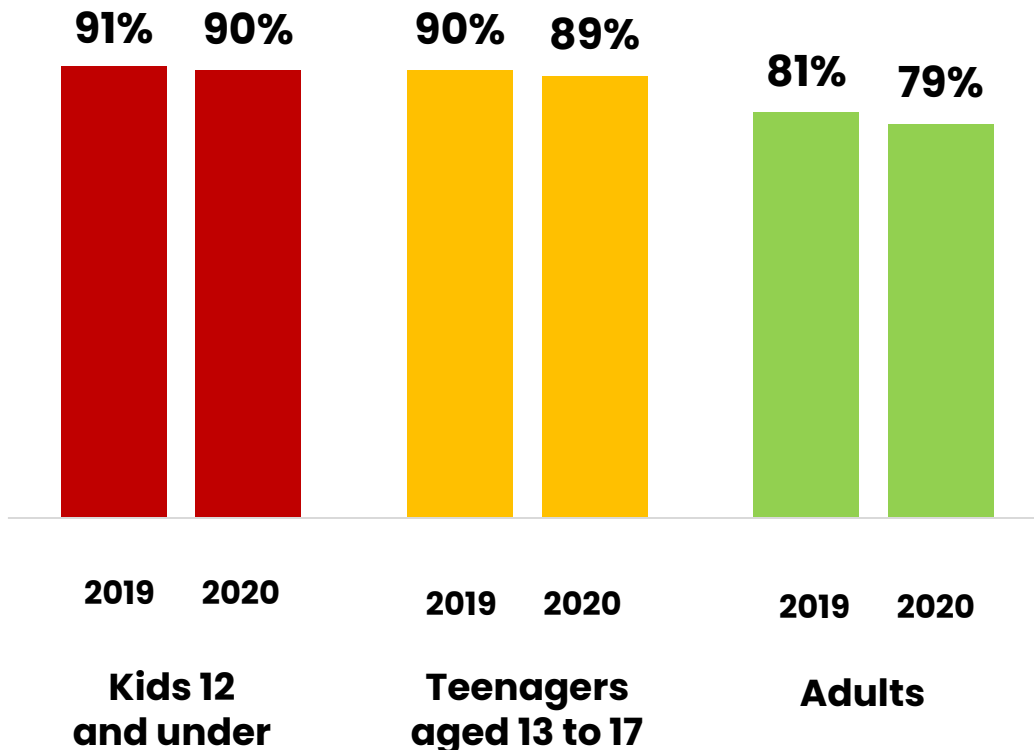
Perceived age groups for ads

Canada

Among Canadian youth, a majority of respondents reported that ads for McDonald's are usually aimed at all three age groups. Youth reported kids and teens under 17 are particularly targeted by McDonald's. Perceptions remained relatively consistent between 2019 and 2020.



Are advertisements for this brand / restaurant usually aimed at...
% SELECTED (SELECT ALL THAT APPLY) (2020)



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895).

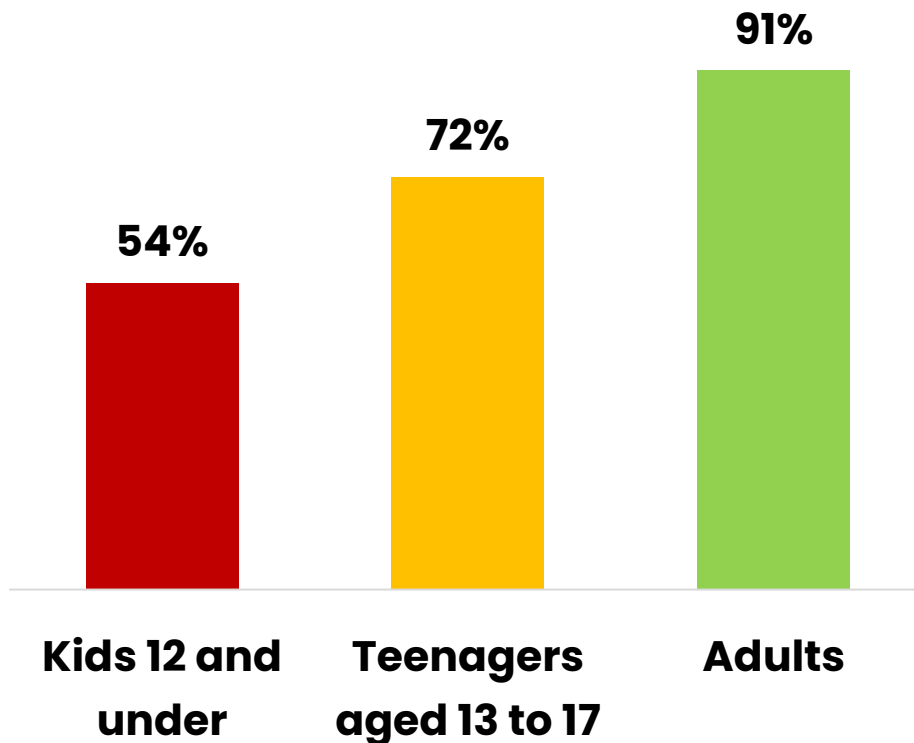
Perceived age groups for ads Canada

Among Canadian youth, the greatest proportion of respondents reported that ads for Tim Hortons are usually aimed at adults, followed by teenagers aged 13 to 17. Over half of respondents perceived Tim Hortons ads to be usually aimed at kids 12 and under.



Are advertisements for this brand / restaurant usually aimed at...

% SELECTED (SELECT ALL THAT APPLY) (2020)



AMONG ALL CANADIAN RESPONDENTS (N=3,895). 'TIM HORTONS' RESTAURANT WAS ONLY QUERIED AMONG CANADIAN RESPONDENTS IN 2020.



Please visit the study website for more information: www.foodpolicystudy.com.

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