

# **2021 YOUTH SURVEY - AUSTRALIA**

OCTOBER 13, 2022



#### **ACKNOWLEDGEMENTS**

FUNDING FOR THE INTERNATIONAL FOOD POLICY STUDY YOUTH SURVEY WAS PROVIDED BY HEALTH CANADA, WITH ADDITIONAL SUPPORT FROM A CANADIAN INSTITUTES OF HEALTH RESEARCH (CIHR) PROJECT GRANT (PJT-162167), AND THE UK NATIONAL INSTITUTE FOR HEALTH AND CARE RESEARCH (NIHR13059). ADDITIONAL SUPPORT FOR THE ADULT SURVEY WAS PROVIDED BY THE US NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISORDERS OF THE NATIONAL INSTITUTES OF HEALTH (R01 DK128967). THE CONTENT IS SOLELY THE RESPONSIBILITY OF THE AUTHORS AND DOES NOT NECESSARILY REPRESENT THE OFFICIAL VIEWS OF THE CANADIAN INSTITUTES FOR HEALTH RESEARCH, THE NATIONAL INSTITUTES OF HEALTH OR OTHER SOURCES OF FUNDING. THE STUDY HAS NO AFFILIATIONS WITH THE FOOD INDUSTRY AND THERE ARE NO CONFLICTS OF INTERESTS TO DECLARE.

#### SUGGESTED CITATION

HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: 2021 YOUTH SURVEY – AUSTRALIA. UNIVERSITY OF WATERLOO. OCTOBER 2022.

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## PARENT INVITATION & PRE-SCREENING

DOMAIN SOURCE	ENGLISH
SAMPLE EMAIL INVITATION	[Email from Nielsen and their partner panels]  We've found a survey for you!
	Simply click "Continue" to begin the survey.
	NOTE TO ETHICS: This is an email sent to panelists. If panelists select 'continue' they will be directed to a webpage showing the questions below. Partner panels will have slightly different text shown in their email invitations about panel incentives.
PANELIST AGE	[Screen shown by Nielsen] What is your age?
	[numeric]
	[If <18 or >100: TERMINATE]
	NOTE TO ETHICS: This screen is used by Nielsen to confirm the panelist is age of majority, and as a quota screener for the related adult IFPS survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.
PANELIST GENDER	[Screen shown by Nielsen]
REVISED 2020	What sex were you assigned at birth, meaning on your original birth certificate?  Male
	Female
	NOTE TO ETHICS: This screen is used by Nielsen as a quota screener for the related adult IFPS survey – the response does not impact eligibility for the youth survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.
PARENTAL STATUS	[Screen shown by Nielsen]
	Please choose the options that best describe your household:
	[PROGRAMMER NOTE: Allow participants to select more than one of the first 3 options]  I am pregnant/expecting a child within the next 9 months
	I have one or more children under the age of 18 living in my household
	I have one or more children aged 18 or older living in my household
	I have no children living in my household and I am not pregnant/expecting a child within the next 9 months
	PROGRAMMER NOTE: If no children under age of 18 living in household show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."
CHILD AGE AND GENDER	[Screen shown by Nielsen]
REVISED 2020	UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.  Please indicate the age and gender of any children under the age of 18 living in your household:  [PROGRAMMER NOTE: Allow participants to select more than one option]
	Boy under age 1 Girl under age 1
	Boy age 1 Girl age 1

Boy age 2
Girl age 2
Boy age 3
Girl age 3
Boy age 4
Girl age 4
Boy age 5
Girl age 5
Boy age 6
Girl age 6
Boy age 7
Girl age 7
Boy age 8
Girl age 8
Boy age 9
Girl age 9
Boy age 10
Girl age 10
Boy age 11
Girl age 11
Boy age 12
Girl age 12
Boy age 13
Girl age 13
Boy age 14
Girl age 14
Boy age 15
Girl age 15
Boy age 16
Girl age 16
Boy age 17
Girl age 17
None of the above
PROGRAMMER NOTE: If respondent does NOT have any children age 10-17 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."
participation and thank you for your time. Tou have earned [paner incentive].

#### PARENT PRE-SCREENING

[Screen shown by Nielsen]

UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.

You indicated that you have a child in the household between the ages of 10 and 17. After a few more questions for you, we would like to have your child complete a survey, if they qualify. Would you be willing to let your child participate?

Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.

Yes → [REDIRECT PANELIST TO SURVEY IN ALCHEMER]

No → Thank you for your time. [TERMINATE]

#### PARENT INFO / CONSENT

We would like to conduct a survey with ONE of your CHILDREN AGED 10-17.

#### REVISED 2020 REVISED 2021

COUNTRY SPECIFIC WORDING

Please read the following information, and indicate if you are willing to let your child participate.

- The survey will examine eating patterns among children. Your child will be asked about the types of food they eat, advertisements they may have seen for food, and their background (e.g., age, weight, smoking, cannabis or alcohol use).
- Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements they see in different parts of the world.
- The study is being conducted by Professor David Hammond at the University of Waterloo, Canada.
- The survey will take about 20 minutes.
- As a thank you for your child's participation, the survey firm will provide you with your usual compensation.
- We will ask your child a few short questions to see if they are eligible to complete the survey. All other questions are completely voluntary. Your child can click 'refuse to answer' to any question they do not wish to answer, and you will still receive the reward. Your child can choose to stop participating at any time, but if they close the survey before the end of the survey you will not receive the reward, and any data already collected will be deleted by the researcher. There are no known or anticipated risks to your child's participation in the survey.
- We take your child's privacy very seriously and will keep their identity confidential. We will never share their personal information with any company or marketing firm. All of the information your child provides will be grouped with responses from other participants, which means that there will be no way to identify participants individually from the reports we create. Your child will not be asked to provide their name, address or telephone number.
- The study data will be collected using Alchemer software. Internet protocol (IP) addresses may be recorded by the software program used for this study to avoid duplicate responses in the dataset, but this information will not be used by the researchers or the owners of the program to identify you or your child personally. Please note that while we implement security safeguards designed to protect all survey data, when information is transmitted over the internet, there is still a risk your child's responses may be intercepted by a third party (e.g., government agencies, hackers).
- The data will be stored for a minimum of 7 years on a secure University of Waterloo server in Canada. Analyses may also be conducted by international research team members, but only using de-identified data stored on password-protected computers.
- The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers.

	<ul> <li>This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477).         However, the final decision about participation is yours and your child's. If you have questions for the Board, please contact the Office of Research Ethics in Canada at 0011-1-519-888-4567 ext. 36005 or <a href="reb@uwaterloo.ca">reb@uwaterloo.ca</a>.</li> <li>For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 0011-1-519-888-4567 ext. 46462 or <a href="mailto:dhammond@uwaterloo.ca">dhammond@uwaterloo.ca</a> or Associate Professor Gary Sacks, a local study researcher from Deakin University in Australia at 03 9251 7105 or <a href="mailto:gary.sacks@deakin.edu.au">gary.sacks@deakin.edu.au</a>.</li> </ul>
	Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.
	By providing your consent, you are not waiving your legal rights or releasing the investigator(s) or involved institution(s) from their legal and professional responsibilities.
	Would you be willing to allow your child to participate in this survey?
	By clicking "Yes" below, you confirm that you are the parent/legal guardian of the child participating in this study and agree to allow them to participate.
	Yes → [Continue] No → Thank you for your time. You will now be redirected back to the survey company. [TERMINATE]
CITY	Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child's background.
REVISED 2020	What city or town does your child live in?
	This information helps us to understand the food environment where your child lives. As a reminder, your child's identity will be kept strictly confidential.
	Enter city/town: [open-text] Don't know
	Refuse to answer
PERCEIVED INCOME ADEQUACY LITWIN & SAPIR 2009	Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?  Very difficult  Difficult
NEW 2020	Neither easy nor difficult
INCOME_ADEQ	Easy Very easy
	Don't know
	Refuse to answer

HANDOVER TO CHILD	The remaining questions should be completed by YOUR CHILD AGED 10-17.
	If your child is <u>not</u> available right now, they may complete the survey later by doing one of the following:
	a) Leave this survey screen open in your browser, and return to it when your child is ready.
	OR b) Copy and save the link below and then paste it into your browser when your child is ready.
	[link]
	Please note that the link in your email invitation will <u>not</u> bring you back to this survey.
	When your child is ready, check the box below:  □ My child is ready to begin [Parents/guardians: pass the survey to your child]

## INTRODUCTION

DOMAIN	ENGLISH
SOURCE	
ELIGIBILITY INTRO	Hello! We have a couple of questions for you before the survey starts.
	[Parents/guardians: please pass the survey to your child]
	[PROGRAMMER NOTE: If respondent uses copied link to try to complete survey after entering an invalid age (<10 or >17 years) show the following message in red font below the above text: "Unfortunately, you were not eligible to participate in the study." and then redirect to ineligible age disqualified screen described below.
	If respondent uses copied link to try to re-complete survey after already completing survey once show the following message in red font below the above text: "You have already completed the survey. Thank you once again for your participation." and then redirect to end screen.]
AGE	How old are you?
CSTADS modified	9 years or younger
AGE	10 years
AGE	11 years
	12 years
	13 years
	14 years
	15 years
	16 years
	17 years
	18 years or older
	[PROGRAMMER NOTE: If <10 or >17 show: "Unfortunately, you are not eligible for the study. Thank you for your time. You will now be redirected back to the survey company."]

SEX	What was your sex at birth?
CSTADS	Male
REVISED 2020	Female
NEVISED 2020	
SEX	
INFO LETTER	Before you start, please read this letter and let us know if you agree to participate.
REVISED 2020	- The survey asks about the kinds of food you eat, advertisements you see for food, and your background (example: your age, weight smoking,
REVISED 2020 REVISED 2021	cannabis or alcohol use).
NEVISED 2021	- Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements
COUNTRY SPECIFIC WORDING	children see in different parts of the world.
	- You must be between 10 and 17 years of age to participate.
	- The survey will take about 20 minutes.
	- The survey is run by Professor David Hammond at the University of Waterloo, Canada.
	- As a thank you for participating, the survey firm will provide their usual reward to your parent/guardian.
	- You do not have to participate. If you decide to participate, you can click 'refuse to answer' to any question you do not wish to answer, and your parent/guardian will still receive the reward. You can choose to stop participating at any time, but if you close the survey before the end of the survey your parent/guardian will not receive the reward. Any data already collected will be deleted by the researcher. As far as we know, being in this study will not hurt you or make you feel bad.
	- We take your privacy very seriously and will keep your identity confidential. The survey will not have your name on it, so no one will know they are your answers. Only the study researchers will see your answers. Your information will be kept for at least 7 years in a secure location at the University of Waterloo in Canada. Other international study researchers may also analyze your survey responses and would store your information on a password-protected computer.
	- This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). If you have questions for the Board, please contact the Office of Research Ethics in Canada at 0011-1-519-888-4567, ext. 36005 or <a href="mailto:reb@uwaterloo.ca">reb@uwaterloo.ca</a> .
	- If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 0011-1-519-888-4567 ext. 46462 or <a href="mailto:dhammond@uwaterloo.ca">dhammond@uwaterloo.ca</a> or Associate Professor Gary Sacks, a local study researcher from Deakin University in Australia at 03 9251 7105 or <a href="mailto:gary.sacks@deakin.edu.au">gary.sacks@deakin.edu.au</a> .
CONSENT	Do you agree to participate in this survey?
CONSENT	Yes → [Continue to survey] No → Thank you for your time. You will now be redirected back to the survey company. [TERMINATE]

## **ENCOURAGEMENT 1**

### ENCOURAGEMENT 1 - DOG



This is NOT a test....but it is an important health survey!

Please answer as honestly as you can. Thanks!

Let's get started!

Click 'next' to continue.

## **DEMOGRAPHICS**

### **COUNTRY SPECIFIC WORDING**

REGION\_AUS
REGION\_OTEXT\_AUS

UNIVERSE: Australia

## What state or territory do you live in?

**New South Wales** 

Victoria

Queensland

Western Australia

South Australia

Tasmania

Australian Capital Territory

Northern Territory

Other (please specify):\_\_\_\_\_

Don't know

EDUCATION LEVEL -	UNIVERSE: Australia
AUSTRALIA	What year are you in at school?
	Grade 3 or below
COUNTRY SPECIFIC WORDING	Grade 4
EDUC_CURR_AUS	Grade 5
EDUC_CURR_OTEXT_AUS	Grade 6
	Year 7
	Year 8
	Year 9
	Year 10
	Year 11
	Year 12
	College or trade school / vocational school
	TAFE
	University
	Other (please specify):
	I'm not in school
	Don't know
	Refuse to answer
EDUC_COMP_AUS	UNIVERSE: Australia and "not in school"
EDUC_COMP_OTEXT_AUS	What was the last year you finished?
	Grade 3 or below
	Grade 4
	Grade 5
	Grade 6
	Year 7
	Year 8
	Year 9
	Year 10
	Year 11
	Year 12
	College or trade school / vocational school
	TAFE
	University
	Other (please specify):
	Don't know
	Refuse to answer

SCHOOL GRADES - AUSTRALIA	UNIVERSE: Australia
ENERGY DRINK STUDY	What grades do you usually get in school?
COUNTRY SPECIFIC WORDING	Below 50% (Mostly Fs)
COUNTRY SPECIFIC WORDING	50-59% (Mostly Ds)
EDUC_GRD_AUS	60-69% (Mostly Cs)
	70-79% (Mostly Bs)
	80-89% (Mostly As or A+s)
	90-100% (Mostly A+s)
	Don't know
	Refuse to answer
SCHOOL SYSTEM	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school)
NEW 2020	In some places, school has changed because of coronavirus (COVID-19).
SCH_SYSTEM	Are you taking your classes at school or online/from home?
	All classes at school
	All classes online/from home
	Some classes at school, some classes online/from home
SCHOOL ATTENDANCE	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who go to school for all or some of their classes.
NEW 2020	How often did you go to your school (in the school building) in the last 30 days?
NEW 2020	Never
SCH ATTEND	Some days
SCI_ATTEND	Most days
	Every school day
	Don't know
	Refuse to answer

## PURCHASING AND SPENDING MONEY

SPENDING MONEY	UNIVERSE: Australia, Canada, United States
COMPASS	About how much money do you usually get <u>each week</u> to spend on yourself or to save?
COUNTRY SPECIFIC WORDING	(Remember to include all money from allowances and jobs like baby-sitting, delivering papers, etc.) \$0 (none)
MONEY_AUS	\$1-5 \$6-10

	\$11-20
	\$21-40
	\$41-100
	More than \$100
	Don't know
	Refuse to answer
SPEND MONEY ON FOOD —	Think about the last 7 days.
LOCATION	Did you <u>buy</u> food or drinks for yourself
REVISED 2020	
(DK/R response format)	At a convenience store
	At a supermarket
COUNTRY SPECIFIC WORDING	At a fast food/take-away or sit-down restaurant
DUN LOC COMM	At a school (including canteen, vending machine, tuckshop, etc.)
BUY_LOC_CONV BUY_LOC_GROC	
BUY_LOC_REST	[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location]
BUY_LOC_SCH	Yes
	No
	Don't know
	Refuse to answer

## DIET SOURCES AND PATTERNS

FOOD SOURCE - EATING OUT FREQUENCY NHANES adapted	Think about the last 7 days.  How many days did you have a meal (breakfast, lunch or dinner) from restaurants, fast food or take-away places, food stands, or vending machines?
COUNTRY SPECIFIC WORDING	Don't include meals at school.
	0 days (not at all)
EATOUT_FREQ	1 day
	2 days
	3 days
	4 days
	5 days
	6 days
	7 days (every day)
	Don't know
	Refuse to answer

Think about the last 7 days.
How many days did you eat breakfast?
0 days (not at all)
1 day
2 days
3 days
4 days
5 days
6 days
7 days (every day)
Don't know
Refuse to answer
Refuse to answer
Think about the last 7 days.
How many days did you sit down to eat dinner with at least one of your parents/guardians?
0 days (not at all)
1 day
2 days
3 days
4 days
5 days
6 days
7 days (every day)
Don't know
Refuse to answer
Think about the last 7 days.
How many days did you help make <u>dinner</u> ?
0 days (not at all)
1 day
2 days
3 days
4 days
5 days
6 days
7 days (every day)
Don't know
Refuse to answer

COOKING SKILLS	Can you do these things?
SKILL_KNIFE	Here a lymife to gut an about food
SKILL_MICRO	Use a knife to cut or chop food Use a microwave
SKILL_STOVE	Use a stove
SKILL_MSR SKILL_RECIPE	
SKILL_KECII L	Measure and mix ingredients
	Follow a recipe to make a meal
	[PROGRAMMER NOTE: show options for each task]
	No, not at all
	Yes, with a lot of help
	Yes, with a little help
	Yes, on my own
	Don't know
	Refuse to answer
BEVERAGE INTAKE – ANY CONSUMPTION	Did you drink any of these in the last 7 days?
REVISED 2020	Regular soft drinks like Coke, Pepsi, Fanta, Sprite, ginger beer
(DK/R response format)	Diet soft drinks like Diet Pepsi, Coke No Sugar
	Sports drinks like Gatorade, Powerade
COUNTRY SPECIFIC WORDING	Energy drinks like Red Bull, V, Mother
	Frozen drinks like Slurpees, slushies
BFQ_1 - BFQ_14	Coffee or tea with sugar including drinks like flat whites, cappuccinos, lattes, iced coffees with sugar
	Coffee or tea with NO sugar including drinks like flat whites, cappuccinos, lattes with NO sugar
	100% fruit or vegetable juice like orange juice, apple juice
	Fruit drinks like Prima, fruit punch/cocktail, iced tea, coconut water
	Flavoured waters or vitamin waters like cordial, Vitaminwater or Pump
	Water including tap, bottled or sparkling water
	Smoothies, protein shakes or drinkable yogurt
	Dairy milk or alternatives like unsweetened soy or almond milk. *Don't include milk in cereal.
	Chocolate or flavoured milk including hot chocolate, and alternatives like sweetened soy or almond milk
	[PROGRAMMER NOTE: Use table with yes/no/DK/R for each drink type; show each section of drinks on a separate screen with main question repeated at top of each screen]
	Yes
	No
	Don't know
	Refuse to answer

BEVERAGE INTAKE – AMOUNT	HOW MANY OF THESE DRINKS did you have in the last 7 days?
COUNTRY CRECIFIC WORRING	For example:
COUNTRY SPECIFIC WORDING	If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.
BFQ_1_N - BFQ_14_N	If you had water every school day at lunch, that would be 5 drinks.
	[PROGRAMMER NOTE: Only show beverages selected above; show numbers 0-20, more than 20, "Don't Know" and "Refuse to answer" in drop-down list for each]
	[dropdown] Regular soft drinks like Coke, Pepsi, Fanta, Sprite, ginger beer
	[dropdown] Diet soft drinks like Diet Pepsi, Coke No Sugar
	[dropdown] Sports drinks like Gatorade, Powerade
	[dropdown] Energy drinks like Red Bull, V, Mother
	[dropdown] Frozen drinks like Slurpees, slushies
	[dropdown] Coffee or tea with sugar including drinks like flat whites, cappuccinos, lattes, iced coffees with sugar
	[dropdown] Coffee or tea with NO sugar including drinks like flat whites, cappuccinos, lattes with NO sugar
	[dropdown] 100% fruit or vegetable juice like orange juice, apple juice
	[dropdown] Fruit drinks like Prima, fruit punch/cocktail, iced tea, coconut water
	[dropdown] Flavoured waters or vitamin waters like cordial, Vitaminwater or Pump
	[dropdown] Water including tap, bottled or sparkling water
	[dropdown] Smoothies, protein shakes or drinkable yogurt
	[dropdown] Dairy milk or alternatives like unsweetened soy or almond milk. *Don't include milk in cereal.
	[dropdown] Chocolate or flavoured milk including hot chocolate, and alternatives like sweetened soy or almond milk
BEVERAGE INTAKE – DIET	UNIVERSE: Respondents age 14-17
DRINKS	[PROGRAMMER NOTE: Show each drink on separate screen; show numbers 0-20 drinks, more than 20 drinks, "Don't Know" and "Refuse to answer" in drop-down list for each]
COUNTRY SPECIFIC WORDING	UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N $\neq$ 0, DK or R)
	You told us you had [#] sports drinks in the last 7 days.
BFQ_3_N_DIET	How many of those were diet, low-calorie or no-calorie like G2 or Powerade Zero?
	[dropdown]
	UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)
	You told us you had [#] energy drinks in the last 7 days.
BFQ_4_N_DIET	How many of those were diet, low-calorie or no-calorie like Red Bull Sugarfree?
BFQ_4_N_DIE1	[dropdown]
	[uropaown]
	UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)
BFQ_9_N_DIET	You told us you had [#] fruit drinks in the last 7 days.
DI Q_J_N_DIEI	How many of those were diet, low-calorie or no-calorie like unsweetened iced tea?
	[dropdown]

BFQ_10_N_DIET	UNIVERSE: Selected flavoured water drink in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)  You told us you had [#] flavoured waters or vitamin waters in the last 7 days.  How many of those were diet, low-calorie or no-calorie like diet cordial, LQD+, Cottees Squirtz?  [dropdown]
DIET INDICATORS  REVISED 2020 (DK/R response format)  COUNTRY SPECIFIC WORDING  EAT_SD EAT_FF EAT_CEREAL EAT_SNACK EAT_DESSERT EAT_FV	[PROGRAMMER NOTE: Record date and time, converted to country time zone] You just told us about the last 7 days. Now think about yesterday. Did you have any of the following yesterday? Sugary drinks Fast food / take-away from a restaurant Sugary cereals Snacks like crackers, chips or muesli bars Desserts or treats like biscuits, ice cream or lollies  [PROGRAMMER NOTE: Use table with yes/no/DK/R for each food] Yes No Don't know
	Refuse to answer
FRUIT INTAKE  FRUIT_FREQ	How many times did you eat <u>fruit yesterday</u> ?  Please include fresh, frozen, dried or canned fruit.  Don't include fruit juice.
	0 times 1 time 2 times 3 times 4 times 5 times 6 times 7 times 8 times 9 times 10 or more times Don't know Refuse to answer

VEGETABLE INTAKE	How many times did you eat <u>vegetables yesterday</u> ?
	Don't include french fries, fried potatoes, or potato chips.
VEG_FREQ	
	0 times
	1 time
	2 times
	3 times
	4 times
	5 times
	6 times
	7 times
	8 times
	9 times
	10 or more times
	Don't know
	Refuse to answer
LAST RESTAURANT VISIT	UNIVERSE: Respondents age 14-17
FCMS	When was the last time you visited a restaurant (including a fast-food outlet or coffee shop)?
NEW 2020	Within the last 24 hours
NEW 2020	Within the last 7 days
REST_VISIT	Within the last month
	Within the last 3 months
	Within the last 6 months
	Longer than 6 months ago
	Don't know
	Refuse to answer
MENU LABELLING – NOTICING	UNIVERSE: Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)
FCMS (ADAPTED)	The last time you visited a restaurant, did you notice any nutrition information?
NEW 2020	Yes
INE VV ZUZU	No No
REST_INFO	Don't know
	Refuse to answer

MENU LABELLING – IMPACT	UNIVERSE: Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)
FCMS	In the past 6 months, have you done any of the following because of nutrition information in restaurants?
NEW 2020	(Select all that apply)
NEW 2020	Ordered something different
REST_ACT_[TYPE]	Ate less of the food you ordered
REST_ACT_NONE	Changed which restaurants you visit
REST_ACT_DK	Ate at restaurants less often
REST_ACT_R	None of the above
	Don't know
	Refuse to answer
ONLINE RESTAURANT ORDERS	UNIVERSE: Respondents age 14-17
NEW 2021	Have you ordered food from a restaurant for pick-up or delivery online or using an app?
NEW 2021	We want to know if YOU have done this (don't include if your family or others have ordered for you). Include orders from all restaurants including
COUNTRY SPECIFIC WORDING	fast-food/take-away outlets.
REST_ONLINE	No/never
	Yes – more than a month ago
	Yes – in the past month
	Don't know
	Refused

## SCHOOL NUTRITION ENVIRONMENT

SCHOOL NUTRITION ENVIRONMENT PREAMBLE	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).
NEW 2020	Next, we're going to ask you some questions about the kinds of food available at your school.
	We know that some things have changed in schools because of the coronavirus (COVID-19). Please tell us about the current situation at your school.

SCHOOL FOOD LOCATIONS	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days
AND PROGRAMS	(sch_attend= some, most, or every school day).
	Does your school have
REVISED 2020 (universe and	A school canteen where you can buy lunch
DK/R response format)	Vending machines where you can buy food or drinks
COUNTRY SPECIFIC WORDING	A tuckshop where you can buy food or drinks
	A free breakfast program
SCH PRG CAF	A free lunch program
SCH_PRG_VEND	
SCH_PRG_TUCK	[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program]
SCH_PRG_BKFST	Yes
SCH_PRG_LUNCH	No
	Don't know
	Refuse to answer
SCHOOL FOOD LOCATIONS	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days
AND PROGRAMS 2	(sch_attend= some, most, or every school day).
NEW 2021	Does your school have a <u>free snack program</u> ?
NEW 2021	Yes
SCH_PRG_SNACK	No
SCIT_I NO_SIVACK	Don't know
	Refuse to answer

SCHOOL BREAKFAST PROGRAM	UNIVERSE: Students who have a breakfast program at school
PARTICIPATION	[PROGRAMMING NOTE: Randomly assign respondents to either answer the original question or revised 'free' version (same assignment for this question and next)]
	Do you get food from the <u>breakfast program</u> at your school?
REVISED 2021	Yes
	No
SCH_BKFST_USE	Don't know
SCH_BKFSTFREE_USE	Refuse to answer
	Do you get food from the free breakfast program at your school?
	Yes
	No
	Don't know
	Refuse to answer
SCHOOL LUNCH PROGRAM	UNIVERSE: Students who have a lunch program at school
PARTICIPATION	[PROGRAMMING NOTE: Randomly assign respondents to either answer the original question or revised 'free' version (same assignment as previous question)
	Do you get food from the <u>lunch program</u> at your school?
REVISED 2021	Yes
SCH HANGH HISE	No
SCH_LUNCH_USE SCH_LUNCHFREE_USE	Don't know
SCH_EONCHINEE_OSE	Refuse to answer
	Do you get food from the <u>free lunch program</u> at your school?
	Yes
	No No
	Don't know
	Refuse to answer
SCHOOL SNACK PROGRAM	UNIVERSE: Students who have a snack program at school
PARTICIPATION	Do you get food from the free snack program at your school?
NEW 2021	Yes
14L W 2021	No
SCH_SNACKFREE_USE	Don't know
	Refuse to answer
SCHOOL LUNCH PROGRAM	UNIVERSE: Students who have a lunch program at school
TARGET	Which students in your school can get food from the <u>free lunch program?</u>
NEW 2021	All students
THE TOPE	Only students from families who need extra help
SCH_LUNCH_TARGET	Don't know
	Refuse to answer

NEW 2021	[PROGRAMMER NOTE: Use "do" if the respondent indicates they get food from lunch program; or "can" if the respondent indicates they do not get food from the lunch program?  What kind of food [do/can] you get from the free lunch program?
	Curami district
	Sugary drinks
COUNTRY SPECIFIC WORDING	Fast food / take-away
	Sugary cereals
SCH_LUNCHD/C_SD	Fruit or vegetables
SCH_LUNCHD/C_FF	Snacks like crackers, chips or muesli bars
SCH_LUNCHD/C_CEREAL	Desserts or treats like biscuits, ice cream or lollies
SCH_LUNCHD/C_FV SCH_LUNCHD/C_SNACK	
SCH_LUNCHD/C_DESSERT	[PROGRAMMER NOTE: Use table format]
_	Yes / No / Don't Know / Refuse to answer
	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days
	(sch_attend= some, most, or every school day).
REVISED 2020	On a regular school day, can you <u>buy</u> these foods at your school?
COUNTRY SPECIFIC WORDING	Sugary drinks
	Fast food / take-away
SCH_AVAIL_SD	Sugary cereals
SCH_AVAIL_FF	Fruit or vegetables
SCH_AVAIL_CEREAL	Snacks like crackers, chips or muesli bars
SCH_AVAIL_FV SCH_AVAIL_SNACK	Desserts or treats like biscuits, ice cream or lollies
SCH_AVAIL_DESSERT	
	[PROGRAMMER NOTE: Use table format]
	Yes / No / Don't Know / Refuse to answer
	UNIVERSE: Students currently in year 12 or less, or other (i.e., no post-secondary students; no respondents not currently in school)
COLINITAL CRECIFIC WORDING	Think about the last time that you ate lunch on a school day.
COONTRY SI ECITIC WORDING	Did you have
SCH EAT SD	Sugary drinks
SCH_EAT_FF	Fast food / take-away
SCH_EAT_CEREAL	Sugary cereals
SCH_EAT_FV	Fruit or vegetables
SCH_EAT_SNACK	Snacks like crackers, chips or muesli bars
SCH_EAT_DESSERT	Desserts or treats like biscuits, ice cream or lollies
	[PROGRAMMER NOTE: Use table format]
	Yes / No / Don't Know / Refuse to answer

SUPPORT FOR SCHOOL BAN ON SOFT DRINKS

Should schools be allowed to sell soft drinks in school canteens and vending machines?

Yes

No

Don't know [valid answer]

COUNTRY SPECIFIC WORDING

Refuse to answer

SCH\_POP\_BAN

NEW 2021

## **FOOD SECURITY**

#### FOOD SECURITY FOR CHILDREN

Fram MF, Frongillo EA, Draper CL, Fishbein EM. Development and validation of a child-report assessment of child food insecurity and comparison to parent-report assessment. J Hunger Environ Nutr 8:128–145, 2013.

SECURE1 - SECURE10

In the last 12 months.....

- 1. Did you worry that food at home would run out before your family was able to get more?
- 2. Did you worry about how hard it is for your parents/guardians to get enough food for your family?
- 3. Were you not able to get the food you wanted because there wasn't enough money?
- 4. Has the size of your meal been cut because your family didn't have enough food?
- 5. Were you hungry but didn't eat because your family didn't have enough food?
- 6. Did you skip a meal because your family didn't have enough food?
- 7. Did you feel tired or weak because your family didn't have enough food to eat?
- 8. Did you feel embarrassed or ashamed because your family didn't have enough food?
- 9. Did you feel sad or mad because your family didn't have enough food?
- 10. Did you feel embarrassed or ashamed about any of the things you or your family had to do to get enough food?

[PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3] Many times / 1 or 2 times / Never / Don't know / Refuse to answer

## **DIET INTENTIONS**

VGTRN

VEGETARIANISM
Project EAT 2009-2010

A vegetarian is someone who rarely or never eats meat.

Are you a vegetarian?

Yes

Don't know [valid response]

DIET MODIFICATION EFFORTS	UNIVERSE: Respondents age 14-17
REVISED 2020	Do you make a special effort to
COUNTRY SPECIFIC WORDING  EFFORT ORGANIC	Eat vegetables and fruits Drink lots of water Eat protein
EFFORT_LOCAL EFFORT_PKG	Eat whole grains
EFFORT_FV EFFORT_WATER EFFORT_PROTEIN EFFORT GRAIN	Eat less sugar or drink fewer sugary drinks Eat less low-kilojoule sweeteners Eat less kilojoules
EFFORT_SUGAR EFFORT_SWTNR EFFORT_CAL	Eat less kilojoules  Eat less processed foods  Eat less salt
EFFORT_PROCESS EFFORT_SALT EFFORT_MEAT	Eat less meat [PROGRAMMER NOTE: Skip if vegetarian]
	Eat organic foods Eat local foods (food grown in your area)
	Buy foods with less packaging  [PROGRAMMER NOTE: Use table format; show on 3 separate screens]
	Yes / No / Don't know / Refuse to answer

## WEIGHT PERCEPTIONS / LOSS

# BODY SIZE PERCEPTIONS Adapted from GUTS

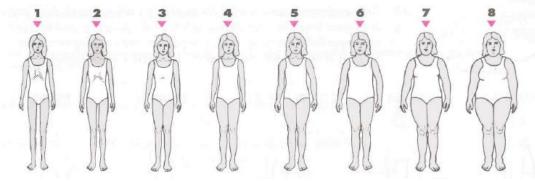
### REVISED 2020 (images)

WT\_BODY\_F WT\_BODY\_F\_DKR WT\_BODY\_M WT\_BODY\_M\_DKR

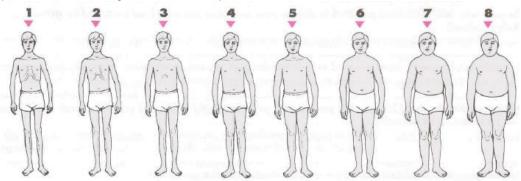
## Which picture looks most like your body shape?

[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"]

[PROGRAMMER NOTE: Images to show if sex=female]



[PROGRAMMER NOTE: Images to show if sex=male]



Don't know Refuse to answer

## BODY SIZE IDEAL

Adapted from GUTS

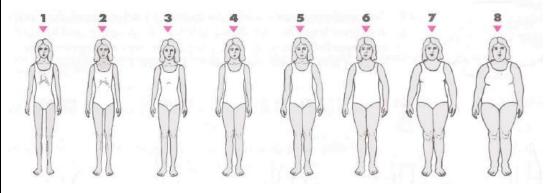
### REVISED 2020 (images)

WT\_IDEAL\_F WT\_IDEAL\_F\_DKR WT\_IDEAL\_M WT\_IDEAL\_M\_DKR

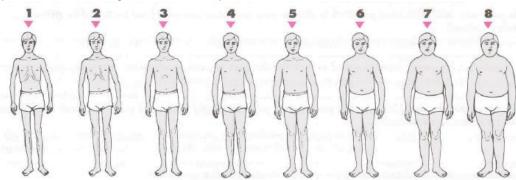
## Which picture looks most like how you WANT YOUR BODY TO LOOK?

[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"]

[PROGRAMMER NOTE: Images to show if sex=female]



[PROGRAMMER NOTE: Images to show if sex=male]



Don't know Refuse to answer

WEIGHT LOSS EFFORTS From NHANES, GUTS, Project-EAT and others  WT_TRY	Which of the following are you trying to do about your weight?  Nothing Stay the same weight Gain weight Lose weight Don't know Refuse to answer
WEIGHT LOSS DIET  WT_DIET	Have you been on a diet to lose weight in the past 12 months?  Yes  No  Don't know  Refuse to answer
WEIGHT TEASE Adapted from Project EAT 2003-2004 (B&W)  WT_TEASE	Do you get teased or made fun of because of your weight?  All the time A lot Sometimes Rarely Never Don't know Refuse to answer

## SUGARY DRINK PERCEPTIONS

BEVERAGE BRAND RECALL	An example of a lolly brand is: Skittles
COUNTRY SPECIFIC WORDING	An example of a chip brand is: Pringles
BEV_BR1- BEV_BR5 BEV_BR_DKR	Please name up to 5 drink brands: Brand 1: [open-text] Brand 2: [open-text] Brand 3: [open-text] Brand 4: [open-text] Brand 5: [open-text] I don't know any drink brands Refuse to answer

#### SOFT DRINK PERCEIVED HEALTHINESS

Adapted from Adult survey (reduced from 7 to 5 points)

### COUNTRY SPECIFIC IMAGE

SSB\_HLTH\_POP

[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].

## Is this type of drink unhealthy or healthy?



Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

### SOFT DRINK ESTIMATED SUGAR AMOUNT

### COUNTRY SPECIFIC IMAGE

SSB\_SUGAR\_POP

## How much sugar is in this drink?



None A little

A medium amount

Quite a bit

A lot

Don't know

SSB PERCEPTIONS - CONDITION

SSB\_CONDITION

**COUNTRY SPECIFIC IMAGES** 

[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following 2 questions with the same beverage image on screen for each question.]

Diet soft drink (Diet Coke)

100% juice (Orange juice) Energy drink (Red Bull)

Water

Sports drink (Gatorade)

Chocolate milk

Iced tea

Unflavoured milk

[PROGRAMMER NOTE: Show country-specific images]



#### SSB PERCEIVED HEALTHINESS

Adapted from Adult survey (reduced from 7 to 5 points)

#### **COUNTRY SPECIFIC IMAGES**

SSB\_HLTH\_[TYPE]

[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].

### Is this type of drink unhealthy or healthy?

[show image]

Very unhealthy

Unhealthy

In the middle

Healthy

Very healthy

Don't know

SSB ESTIMATED SUGAR [P	PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
AMOUNT H	How much sugar is in this drink?
[S	show image]
COUNTRY SPECIFIC IMAGES	None
SSB_SUGAR_[TYPE] A	A little
	A medium amount
C	Quite a bit
Д	A lot
	Don't know
R	Refuse to answer
SSB CONSUMPTION TI	hink about how many sugary drinks you normally have in a week.
SSB_SELF	s the amount you drink
	/ery unhealthy
	Jnhealthy
	n the middle
	Healthy
	/ery healthy
	Don't know
	Refuse to answer
	Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)?
N	No - they cost the same
	Sugary drinks cost a little more
	Sugary drinks cost a little more
	Don't know
	Refuse to answer
	JNIVERSE: All countries; respondents age 14-17
	Please tell us whether you agree or disagree with the following:
NEW 2020	Children should not consume foods or drinks with artificial or low-kilojoule sweeteners.
COUNTRY SPECIFIC WORDING	
St	Strongly agree
SWT_CHILD A	Agree
N	Neither agree nor disagree
	Disagree
	Strongly disagree
	Don't know
R	Refuse to answer

OVERALL DIET  DIET	Overall, how unhealthy or healthy is the food you usually eat?  Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer
SELF-REPORTED NUTRITION KNOWLEDGE  NUT_KNOW NUT_KNOW_DKR NUT_KNOW_VERT	[PROGRAMMER NOTE: Show scale vertically on mobile browsers].  How much do you know about healthy eating and nutrition?  Please answer on a scale from 0 to 10, where 0 = Nothing, and 10 = A lot.  0 1 2 3 4 5 6 7 8 9 10  Nothing  A lot  Don't know  Refuse to answer
FOOD PROCESSING KNOWLEDGE  REVISED 2020 (juice serving size and kJ)  COUNTRY SPECIFIC IMAGES  HLTH[1/2/3] HLTH[1/2/3]_DKR HLTH[1/2/3]_vert	[PROGRAMMER NOTE: Randomize order of 3 food products, and record order of randomization. Prevent respondents from using back button to return to previous question. Show scale vertically on mobile browsers.]  Overall, how healthy is this food?  Please answer on a scale from 0 to 10, where 0 = Not at all healthy, and 10 = Extremely healthy.  [Show one image with NFT per screen]  O 1 2 3 4 5 6 7 8 9 10  Not at all healthy  Extremely healthy  Don't know  Refuse to answer
	Nutrition Information SERVINGS PER PROCNACE: 1 SERVINGS PER PROCNACE: 1 SERVINGS PER PROCNACE: 1 SERVINGS PER SERVING: PER

## MASS MEDIA CAMPAIGNS AND MESSAGING

SCHOOL EDUCATON	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	In the past 12 months, have you learned about healthy eating in school?
SCH_ED	Yes
	No
	Don't know
	Refuse to answer
FOOD GUIDE – AWARENESS	UNIVERSE: Respondents from Canada, Australia, UK, USA, Mexico with tailored question in each country (skip in Chile)
	Have you ever heard of the Australian Dietary Guidelines?
COUNTRY SPECIFIC WORDING	Yes
	No
FG_AWARE	Don't know
	Refuse to answer
FOOD GUIDE – SCHOOL - EVER	UNIVERSE: Respondents who have heard of food guide (skip in Chile)
	Have you ever learned about the Australian Dietary Guidelines in school?
COUNTRY SPECIFIC WORDING	Yes
FC SCU	No
FG_SCH	Don't know
	Refuse to answer
FOOD GUIDE – SCHOOL – PAST	UNIVERSE: Respondents who have ever learned about the food guide in school (skip in Chile)
12 MONTHS	In the past 12 months, have you learned about the Australian Dietary Guidelines in school?
	Yes
NEW 2021	
	No Don't know
COUNTRY SPECIFIC WORDING	
FG_SCH_12M	Refuse to answer
FOOD GUIDE – USE	UNIVERSE: Respondents who have heard of food guide (skip in Chile)
	How often do you use the Australian Dietary Guidelines when deciding what to eat or buy?
NEW 2021	Never
	Rarely
COUNTRY SPECIFIC WORDING	Sometimes
50,405	Often
FG_USE	All the time
	Don't know
	Refuse to answer
	neruse to answer

## **FOOD LABELLING**

#### LABEL AWARENESS

UNIVERSE: Australia, United Kingdom, Mexico, Chile

### **COUNTRY SPECIFIC IMAGE**

We would now like to ask you some questions about food labels on products.

LABEL\_AWARE\_AUS

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

[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL\_aware\_MEX), octagon warnings in Chile1



Never Rarely

Sometimes

Often

All the time

Don't know

Refuse to answer

#### LABEL USE

FROM 2014 FDA HEALTH AND DIET SURVEY

#### **COUNTRY SPECIFIC IMAGE**

LABEL\_USE\_AUS

 $UNIVERSE: Australia, \ United \ Kingdom, \ Mexico, \ Chile; \ and \ label \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ time' \ All \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ the \ awareness='rarely', 'sometimes', 'often', \ or 'all \ awareness='rarely', 'sometimes', \ or 'all \ awareness='rarely', 'sometimes', 'often', \ or 'all \ awareness='rarely', 'sometimes', \ often', \ or 'all \ awareness='rarely', 'sometimes', \ often', \ or 'all \ awareness='rarely', 'sometimes', \ often', \ or 'all \ awareness='rarely', \ or 'all \ awareness='rarely', \ often', \ or 'all \ awareness='rarely', \ or 'all \ awareness='rarely', \ often', \ or 'all \ awareness='rarely', \ or 'all \ awareness='rarely', \ often', \ or 'all \ awareness='rarely', \ or 'all \$ 

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

[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL\_use\_MEX), octagon warnings in Chile]



Never

Rarely

Sometimes

Often

All the time

Don't know

#### LABEL UNDERSTANDING

UNIVERSE: Australia, United Kingdom, Mexico, Chile

#### COUNTRY SPECIFIC IMAGE

## Do you find this information...

LABEL\_UNDERSTAND\_AUS

[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL\_understand\_MEX), octagon warnings in Chile]



Very hard to understand

Hard to understand

In the middle

Easy to understand

Very easy to understand

Don't know

Refuse to answer

#### NFT AWARENESS

NFT\_AWARE\_AUS

## Have you <u>seen</u> this type of food label on packages or in stores?

COUNTRY SPECIFIC IMAGE

 $\underline{ [\text{PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]} \\$ 

SERVING SIZE: 23.2 g (4 CRACKERS)			
A	VG QUANTITY PER SERVING	% DAILY INTAKE * (PER SERVING)	AVG QUANTITY PER 100 g
ENERGY	397 kJ	4.6%	1,710 kJ
PROTEIN	2.8 g	5.7%	12.2 g
FAT, TOTAL	2.2 g	3.1%	9.4 g
-SATURATED	0.3 g	1.1%	1.1 g
CARBOHYDRATE	14.5 g	4.7%	62.3 g
-SUGARS	0.4 g	0.5%	1.8 g
SODIUM	105 mg	4.6%	452 mg

Never

Rarely

Sometimes

Often

All the time

Don't know

#### NFT USE

FROM 2014 FDA HEALTH AND DIET SURVEY

#### COUNTRY SPECIFIC IMAGE

NFT\_USE\_AUS

UNIVERSE: nft\_aware\_AUS= 'rarely', 'sometimes', 'often', or 'all the time'

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

[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

Nutrition Information SERVINGS PER PACKAGE: 11 SERVING SIZE: 23.2 g (4 CRACKERS)			
ENERGY	397 kJ	4.6%	1,710 kJ
PROTEIN	2.8 g	5.7%	12.2 g
FAT, TOTAL	2.2 g	3.1%	9.4 g
-SATURATED	0.3 g	1.1%	1.1 g
CARBOHYDRA'	TE 14.5 g	4.7%	62.3 g
-SUGARS	0.4 g	0.5%	1.8 g
SODIUM	105 mg	4.6%	452 mg

Never

Rarely

Sometimes

Often

All the time

Don't know

Refuse to answer

### NFT UNDERSTANDING

### COUNTRY SPECIFIC IMAGE

NFT\_UNDERSTAND\_AUS

### Do you find this information...

[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

SERVING SIZE: 23.2 g (4 CRACKERS)			
A	/G QUANTITY	% DAILY INTAKE * A	G QUANTITY
	PER SERVING	(PER SERVING)	PER 100 g
ENERGY	397 kJ	4.6%	1,710 k
PROTEIN	2.8 g	5.7%	12.2 g
FAT, TOTAL	2.2 g	3.1%	9.4 g
-SATURATED	0.3 g	1.1%	1.1 g
CARBOHYDRATE	14.5 g	4.7%	62.3 g
-SUGARS	0.4 g	0.5%	1.8 g
SODIUM	105 mg	4.6%	452 mg

\*Percentage daily intakes are based on an average adult diet of 8700 kJ

Very hard to understand

Hard to understand

In the middle

Easy to understand

Very easy to understand

Don't know

## **ENCOURAGEMENT 2**

## ENCOURAGEMENT 2 - KITTEN

You're doing great with the survey – keep going!

Click 'next' to continue.



Hang in there!

## **MARKETING**

#### MEDIA CHANNELS – TIME -WEEKDAY

MEDIA\_WD\_YTB
MEDIA\_WD\_SOC
MEDIA\_WD\_SHOW
MEDIA\_WD\_GAME
MEDIA\_WD\_WEB

On a <u>normal weekday</u>, how much time do you spend:

Watching YouTube

On social media (including messaging, posting, or liking posts)

Watching TV shows, series, or movies

Playing games on smartphones, computers, or game consoles

Browsing, reading websites, Googling, etc.

[PROGRAMMER NOTE: Show options for each as radio buttons]

0 hours (none)

Up to 15 minutes

Up to 30 minutes

Up to 1 hour

Up to 2 hours

Up to 3 hours

Up to 4 hours

More than 4 hours

Don't know

MEDIA CHANNELS – SOCIAL	Do you use?
MEDIA	Select all that apply.
REVISED 2020	Facebook
	Instagram
MEDIA_SOC_FB	TikTok
MEDIA_SOC_IG	Twitter
MEDIA_SOC_TIK	Snapchat
MEDIA_SOC_TWT MEDIA_SOC_SC	Twitch
MEDIA_SOC_TWITCH	None of the above
MEDIA _SOC_NONE	Don't know
MEDIA_SOC_DK MEDIA_SOC_R	Refuse to answer
FAVOURITE SOCIAL MEDIA	Who are your three favourite social media stars, TikTokers or YouTubers?
INFLUENCERS	[3 open text boxes]
NEW 2021	I don't have any favourites / I don't know [valid answer]
INCAA 2021	Refuse to answer
MEDIA_FAV1-3	
MEDIA_FAV_NRDK	

#### **EXPOSURE TO UNHEALTHY** FOOD MARKETING -LOCATION

Think about the last 30 days.

Have you seen or heard advertisements for 'unhealthy' foods or drinks in any of these places?

Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as soft drinks, fast food / take-away, chips, sugary

#### COUNTRY SPECIFIC WORDING

MKTG\_LOC\_SHOW MKTG\_LOC\_ONLINE MKTG\_LOC\_GAME

MKTG\_LOC\_STORE MKTG\_LOC\_RADIO

MKTG\_LOC\_MAG MKTG\_LOC\_SIGN

MKTG\_LOC\_TRANS

MKTG\_LOC\_MOV

MKTG\_LOC\_SCH MKTG\_LOC\_REC

MKTG\_LOC\_EVENT

MKTG\_LOC\_SAMP MKTG\_LOC\_OTHER

MKTG\_LOC\_OTEXT

MKTG LOC NONE

MKTG\_LOC\_DK

 $MKTG\_LOC\_R$ 

Select all that apply.

TV shows, series or movies Website or social media

cereals, biscuits and chocolate bars.

Video or computer games

Stores (such as posters, special displays)

Radio

Magazine or newspaper

Billboard

Buses, bus stops and other public transport

Movie theatres

School

Recreation or community centre

Sports event, concert or community event

Contests, free samples or coupons Other (please specify): [open-ended]

I haven't seen any ads for unhealthy food or drinks in the last 30 days

Don't know

EXPOSURE TO UNHEALTHY FOOD MARKETING -FREQUENCY In the last 30 days, how often did you see or hear advertisements for these kinds of food or drinks?

#### **COUNTRY SPECIFIC WORDING**

MKTG\_FREQ\_SD
MKTG\_FREQ\_FF
MKTG\_FREQ\_CEREAL
MKTG\_FREQ\_SNACK
MKTG\_FREQ\_DESSERT
MKTG\_FREQ\_FV

Ads for sugary drinks

Ads for fast food / take-away from a restaurant

Ads for sugary cereals

Ads for fruit or vegetables

**Ads for snacks** like crackers, chips or muesli bars

Ads for desserts or treats like biscuits, ice cream or lollies

[Show options for each as radio buttons]

Never

Less than once a week

Once a week

A few times a week

Every day

More than once a day

Don't know

Refuse to answer

## EXPOSURE TO MARKETING STRATEGIES

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

REVISED 2020 (DK/R response format)

MKTG\_SPORT MKTG\_MOVIE MKTG\_COMP MKTG\_CELEB Sports teams or athletes

Cartoons or characters from movies or TV (e.g., Superheroes, Disney)

Cartoons or characters made by food companies (e.g., Tony the Tiger, Ronald McDonald)

Famous people

[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]

Yes

No

Don't know

OWN - PRODUCTS	Think about the <u>clothing</u> , <u>posters</u> , <u>stickers</u> , <u>or other things</u> you have.
COUNTRY SPECIFIC WORDING  MKTG_PRODUCT	Do any of them show a <u>name or logo</u> of <u>unhealthy</u> food or drink companies?  [PROGRAMMER NOTE: show note in grey font]  Remember: Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as soft drinks, fast food, chips, sugary cereals, biscuits and chocolate bars.  Yes  No  Don't know  Refuse to answer
OWN - TOY	Do you have ' <u>Happy Meal' toys or other toys</u> from fast-food restaurants? Yes
MKTG_TOY	No No
	Don't know
	Refuse to answer

#### BEVERAGE BRAND ADS

# COUNTRY SPECIFIC JUICE IMAGE

BEV\_AD\_COKE BEV\_AD\_BULL BEV\_AD\_JUICE [PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens]

Have you seen any advertisements for this drink brand in the last 30 days? [Show image]





[Red Bull]





Yes No Don't know Refuse to answer

#### BEVERAGE BRAND AD UNIVERSE: Respondents who saw ad for at least one beverage brand in past 30 days LOCATION [PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (Coca-Cola, Red Bull or Juice)] Where did you see advertisements for this brand? COUNTRY SPECIFIC WORDING [Show selected image] BEV [TYPE] LOC SHOW Select all that apply. BEV [TYPE] LOC ONLINE BEV [TYPE] LOC GAME BEV [TYPE] LOC STORE TV shows, series or movies BEV [TYPE] LOC RADIO Website or social media BEV [TYPE] LOC MAG Video or computer games BEV [TYPE] LOC SIGN Stores (such as posters, special displays) BEV [TYPE] LOC TRANS BEV\_[TYPE]\_LOC\_MOV Radio BEV [TYPE] LOC SCH Magazine or newspaper BEV [TYPE] LOC REC Billboard BEV [TYPE] LOC EVENT Buses, bus stops and other public transport BEV [TYPE] LOC SAMP BEV [TYPE] LOC OTHER Movie theatres BEV [TYPE] LOC OTEXT School BEV\_[TYPE]\_LOC\_NONE Recreation or community centre BEV\_[TYPE]\_LOC\_DK BEV\_[TYPE]\_LOC\_R Sports event, concert or community event Contests, free samples or coupons Other (please specify): [open-ended] I haven't seen any ads for this brand in the last 30 days Don't know Refuse to answer [PROGRAMMING NOTE: Randomize to show image for one of three beverage brands (Coca-Cola, Red Bull or Juice); may differ from above; prevent respondents from using back button BEVERAGE SPORTS **ADVERTISING** to return to previous question]. Have you seen this brand advertised by a sports team or athlete in the last 12 months? BEV SPORT COKE [Show randomly selected brand image] BEV SPORT BULL Yes BEV SPORT JUICE No Don't know Refuse to answer

BEVERAGE CELEBRITY	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
ADVERTISING	Can you think of anyone famous who advertises this brand?
2514 25152 2015	[Show same brand image as above]
BEV_CELEB_COKE BEV_CELEB_BULL	Yes
BEV_CELEB_JUICE	No
	Don't know
	Refuse to answer
BEVERAGE TARGET AUDIENCE	Are <u>advertisements</u> for this brand usually aimed at
BEV [TYPE] AIM CH	[Show same brand image as above]
BEV_[TYPE]_AIM_TN	[PROGRAMMER NOTE: Use table with yes/no for each group]  Kids 12 and under
BEV_[TYPE]_AIM_AD	Teenagers aged 13 to 17
BEV_[TYPE]_AIM_DKR	Adults
	Addits
	I've never seen an advertisement for this brand
	Don't know
	Refuse to answer
BEVERAGE PREFERENCE	How much would you like to have this drink?
Adapted from <u>Lima et al. 2019</u>	[Show same brand image as above]
BEV PREF [TYPE]	
BEV_PREF_[TYPE]_DKR	
	Don't know
	Refuse to answer

# RESTAURANT BRAND ASSOCIATIONS

REST\_AD\_MCD REST\_AD\_SUB REST\_AD\_KFC [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. [PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens]

Have you seen an advertisement for this restaurant in the last 30 days?

[Show image]

[McDonald's]



[Subway]



[KFC]



Yes

No

Don't know

RESTAURANT BRAND AD LOCATION	UNIVERSE: Respondents who saw ad for at least one restaurant brand in past 30 days  [PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (McDonalds, Subway or KFC)]  Where did you see advertisements for this restaurant?
COUNTRY SPECIFIC WORDING	[Show image]
REST_[TYPE]_LOC_SHOW REST_[TYPE]_LOC_ONLINE REST_[TYPE]_LOC_GAME REST_[TYPE]_LOC_STORE REST_[TYPE]_LOC_RADIO REST_[TYPE]_LOC_MAG REST_[TYPE]_LOC_SIGN REST_[TYPE]_LOC_TRANS REST_[TYPE]_LOC_MOV REST_[TYPE]_LOC_SCH REST_[TYPE]_LOC_SCH REST_[TYPE]_LOC_EVENT REST_[TYPE]_LOC_SAMP REST_[TYPE]_LOC_OTHER REST_[TYPE]_LOC_OTHER REST_[TYPE]_LOC_OTEXT REST_[TYPE]_LOC_NONE REST_[TYPE]_LOC_DK REST_[TYPE]_LOC_DK REST_[TYPE]_LOC_DC_R	Select all that apply.  TV shows, series or movies Video or computer games Website or social media Stores (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transport Movie theatres School Recreation or community centre Sports event, concert or community event Contests, free samples or coupons Other (please specify): [open-ended] I haven't seen any ads for this restaurant in the last 30 days Don't know
	Refuse to answer
RESTAURANT SPORTS ADVERTISING	[PROGRAMMING NOTE: Randomize to show image for one of three restaurant brands (McDonalds, Subway or KFC); may differ from above] [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	Have you seen this restaurant advertised by a sports team or athlete in the last 12 months?
REST_SPORT_MCD REST_SPORT_SUB REST_SPORT_KFC	[Show randomly selected brand image] Yes No Don't know Refuse to answer
RESTAURANT CELEBRITY	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
ADVERTISING	Can you think of anyone famous who advertises this restaurant?
REST_CELEB_MCD REST_CELEB_SUB REST_CELEB_KFC	[Show same brand image as above] Yes No Don't know Refuse to answer

RESTAURANT TARGET	Annual continues and for this most consult coins of at
AUDIENCE	Are <u>advertisements</u> for this restaurant usually aimed at
AODIENCE	[Show same brand image as above]
REST_[TYPE]_AIM_CH	[PROGRAMMER NOTE: Use table with yes/no for each group]
REST_[TYPE]_AIM_TN	Kids 12 and under
REST_[TYPE]_AIM_AD	Teenagers aged 13 to 17
	Adults
	I've never seen an advertisement for this restaurant
	Don't know
	Refuse to answer
RESTAURANT PREFERENCE	How much would you like to go to this restaurant?
Adapted from Lima et al. 2019	[Show same brand image as above]
REST_PREF_[TYPE]	(52) (36) () (40)
REST_PREF_[TYPE]_DKR	
	Don't know
	Refuse to answer
SPORTS PARTICIPATION	Do you play on a sports team?
	Yes
SPORT_PLAY	No
	Don't know
	Refuse to answer
TEAM SPONSORSHIP -	UNIVERSE: Respondents who play on a sports team
EQUIPMENT	Are there any <u>names or logos</u> of <u>food or restaurant companies</u> on your sports equipment (like uniforms or water bottles)?
	Yes
SPORT_EQUIP	No
	Does not apply to me [valid answer]
	Don't know
	Refuse to answer
TEAM SPONSORSHIP – SIGNS	UNIVERSE: Respondents who play on a sports team
	Are there any <u>names or logos</u> of <u>food or restaurant companies</u> on signs or banners at your sports practices, games, tournaments or competitions?
SPORT_SIGN	Yes
	No
	Does not apply to me [valid answer]
	Don't know
	Refuse to answer
	I herase to answer

## **ENCOURAGEMENT 3**

ENCOURAGEMENT 3 - KOALA



## DATA QUALITY CHECK 1

DATA QUALITY CHECK - FRUIT	Which of these foods is a <u>fruit</u> ?
DO ERUIT	Bread
DQ_FRUIT	Carrot
	Egg
	Apple
	Milk
	Don't know
	Refuse to answer

# OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

DRUG USE	UNIVERSE: Age 16-17
CSTADS modified	Have you ever used any of the following?
	Select all that apply.
USE_CIG	Select all that apply.
USE_ECIG	Tahanga sigarattas
USE_MJ USE_ALC	Tobacco cigarettes
USE_NONE	E-cigarettes / vaped nicotine
USE_DK	Marijuana / cannabis
USE_R	Alcohol
	I have never used any of the above
	Don't know
	Refuse to answer
PERCEIVED INCOME	Does your family have enough money to pay for things your family needs?
ADEQUACY	Not enough money
INC_ADEQ	Barely enough money
INC_ADEQ	Enough money
	More than enough money
	Don't know
	Refuse to answer
	Neruse to answer
ABORIGINAL STATUS	UNIVERSE: Australia
AUSTRALIAN CENSUS	Are you of Aboriginal or Torres Strait Islander origin?
DEL WOED 2020	If you are of both Aboriginal and Torres Strait Islander origin, please select both 'Yes' options.
REVISED 2020	No
COUNTRY SPECIFIC WORDING	Yes, Aboriginal
COOMING SECOND WORKS	Yes, Torres Strait Islander
ABORIG_AUS_1	Don't know
ABORIG_AUS_2	Refuse to answer
ABORIG_AUS_3	Netuse to allower
ABORIG_AUS_DK ABORIG_AUS_R	
ABONIG_AUS_N	
ETHNICITY – AUSTRALIA	UNIVERSE: Australia
	Do you speak a language other than English in the home?
COUNTRY SPECIFIC WORDING	Yes
	No
ETH_AUS	Don't know
ETH_AUS_LANG1 to	Refuse to answer
ETH_AUS_LANG7	1

ETH_AUS_LANG_OTEXT	
ETH_AUS_LANG_DK	[If yes:]
ETH_AUS_LANG_R	What language is that? (Select all that apply)
	Italian
	Greek
	Cantonese
	Mandarin
	Arabic
	Vietnamese
	Other (please specify):
	Don't know
	Refuse to answer
BIRTH LOCATION	Were you born in Australia?
COUNTRY OF SUFIC WORDING	Yes
COUNTRY SPECIFIC WORDING	No No
BIRTH_AUS	Don't know
	Refuse to answer
SELF-REPORTED HEIGHT	How tall are you without shoes?
HT_UNIT	Would you rather answer in:
HT_CM	Feet and inches
HT_FT	Centimetres
HT_IN	Don't know
	Refuse to answer
	[PROGRAMMER NOTE: show based on response to above]
	UNIVERSE: ht_unit=feet and inches
	Enter feet: ft [numeric, 2-7]
	AND  Standard Community Control Contro
	Enter inches: in [numeric, 0-11]
	UNIVERSE: ht_unit= centimetres
	Enter centimetres: cm [numeric, 60-250]

SELF-REPORTED HEIGHT	UNIVERSE: ht_unit=feet and inches
CONFIRMATION	You entered [X] feet and [X] inches. Is that right?
	Yes
HT_FTIN_CONF	No – I need to fix my answer
HT_CM_CONF	Don't know
	Refuse to answer
	UNIVERSE: ht_unit= centimetres
	You entered [X] centimetres. Is that right?
	Yes
	No – I need to fix my answer
	Don't know
	Refuse to answer
SELF-REPORTED HEIGHT	UNIVERSE: ht_ftin_conf, or ht_cm_conf= No – I need to fix my answer
CORRECTION	How tall are you without shoes?
HTC_UNIT	Would you rather answer in:
HTC_CM	Feet and inches
HTC_FT	Centimetres
HTC_IN	Don't know
	Refuse to answer
	[PROGRAMMER NOTE: show based on response to above]
	UNIVERSE: htc_unit=feet and inches
	Enter feet: ft [numeric, 2-7]
	AND
	Enter inches: in [numeric, 0-11]
	UNIVERSE: htc_unit= centimetres
	Enter centimetres: cm [numeric, 60-250]
SELF-REPORTED WEIGHT	How much do you weigh without clothes or shoes?
COLINITRY CRECIFIC LIMITS	Would you rather answer in:
COUNTRY SPECIFIC UNITS	Kilograms (kg)
WT_UNIT	Pounds (lb)
WT_KG	Stones and pounds (st/lb)
WT_LB	Don't know
WT_ST WT_STLB	Refuse to answer
VV1_31LB	

	[PROGRAMMER NOTE: show based on response to above]
	UNIVERSE: wt_unit=kilograms
	Enter kilograms: kg [numeric]
	UNIVERSE: wt_unit= pounds
	Enter pounds: lb [numeric]
	UNIVERSE: wt_unit= stones and pounds (st/lb)
	Enter stones: st [numeric]
	AND  Setum and the form original to the form original to the form of the form
	Enter pounds: lb [numeric]
SELF-REPORTED WEIGHT	UNIVERSE: wt_unit=kilograms
CONFIRMATION	You entered [X] kilograms. Is that correct?
COUNTRY SPECIFIC UNITS	Yes
	No – I need to fix my answer
WT_KG_CONF	Don't know
WT_LB_CONF WT_STLB_CONF	Refuse to answer
	UNIVERSE: wt_unit= pounds
	You entered [X] pounds. Is that correct?
	Yes
	No – I need to fix my answer
	Don't know
	Refuse to answer
	UNIVERSE: wt_unit= stones and pounds (st/lb)
	You entered [X] stones and [X] pounds. Is that correct?
	Yes
	No – I need to fix my answer
	Don't know
	Refuse to answer
	I .

SELF-REPORTED WEIGHT	UNIVERSE: wt_lb_conf, wt_kg_conf, or wt_stlb_conf= No – I need to make a correction
CORRECTION	How much do you weigh without clothes or shoes?
COUNTRY SPECIFIC UNITS	Would you rather answer in:
	Kilograms (kg)
WTC_UNIT	Pounds (lb)
WTC_KG	Stones and pounds (st/lb)
WTC_LB	Don't know
WTC_ST WTC_STLB	Refuse to answer
W16_31EB	
	[PROGRAMMER NOTE: show based on response to above]
	LININ/EDCE, wto unit-bilarrams
	UNIVERSE: wtc_unit=kilograms
	Enter kilograms: kg [numeric]
	UNIVERSE: wtc_unit= pounds
	Enter pounds: Ib [numeric]
	Enter pounds is [numeric]
	UNIVERSE: wtc_unit= stones and pounds (st/lb)
	Enter stones: st [numeric]
	AND
	Enter pounds: lb [numeric]
	Enter pounds: is [indifferio]

#### END SCREEN

## You're finished - thank you!

REVISED 2021

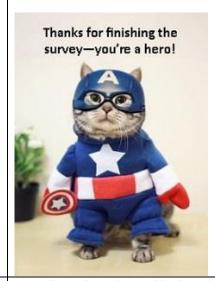
**COUNTRY SPECIFIC WORDING** 

As a reminder, this study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Board (REB #41477). If you have any questions for the Board, please contact the Office of Research Ethics in Canada at 0011-1-519-888-4567 ext. 36005 or reb@uwaterloo.ca.

For all other questions about the study or if you are interested in receiving a copy of the study findings, please contact Professor David Hammond of the University of Waterloo in Canada at 0011-1-519-888-4567 ext. 46462 or <a href="mailto:dhammond@uwaterloo.ca">dhammond@uwaterloo.ca</a> or Associate Professor Gary Sacks, a local study researcher from Deakin University in Australia at 03 9251 7105 or <a href="mailto:gary.sacks@deakin.edu.au">gary.sacks@deakin.edu.au</a>.

Click NEXT to return to the survey company's website.

Thanks again for your help.



REDIRECT

You will now be redirected back to the survey company.

NIELSEN END SCREEN

[Screen shown by Nielsen and their partner panels]

Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. You have earned [panel incentive].