



2023 YOUTH SURVEY – UNITED KINGDOM

JANUARY 5, 2024



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SUGGESTED CITATION

HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: 2023 YOUTH SURVEY – UNITED KINGDOM. UNIVERSITY OF WATERLOO. JANUARY 2024.

CONTACT

DAVID HAMMOND PhD
SCHOOL OF PUBLIC HEALTH SCIENCES
UNIVERSITY OF WATERLOO
WATERLOO, ON CANADA N2L 3G1
DHAMMOND@UWATERLOO.CA
WWW.DAVIDHAMMOND.CA



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PARENT INVITATION & PRE-SCREENING

DOMAIN SOURCE	ENGLISH
SAMPLE EMAIL INVITATION REVISED 2023	[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/dashboard app invitation 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/dashboard app invitations about panel incentives.
PANELIST AGE	[Screen shown by Nielsen] What is your age? <i>[numeric]</i> <i>[If <18 or >100: TERMINATE]</i> 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 REVISED 2021	[Screen shown by Nielsen] 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]."

<p>CHILD AGE AND GENDER</p> <p>REVISED 2020</p>	<p>[Screen shown by Nielsen]</p> <p><i>UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.</i></p> <p>Please indicate the age and gender of any children under the age of 18 living in your household:</p> <p>[PROGRAMMER NOTE: Allow participants to select more than one option]</p> <p>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</p>
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	<p>Boy age 15 Girl age 15 Boy age 16 Girl age 16 Boy age 17 Girl age 17 None of the above</p> <p>PROGRAMMER NOTE:</p> <ul style="list-style-type: none"> - All countries: 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]." - We have nested age/sex quotas to recruit an equal number of males/females in each age category (10-13/14-17) in UK and USA (only). - UK and USA (only): If respondent <u>only</u> has children whose age/sex match a closed quota (i.e., no children in an open quota) 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]." - UK and USA (only): If the quotas for a particular age category (10-13 or 14-17) are full for both male <u>and</u> female categories, and the respondent only has children whose age match that closed quota 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]."
<p>PARENT PRE-SCREENING</p>	<p>[Screen shown by Nielsen] <i>UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.</i> PROGRAMMER NOTE: UK and USA: If the quotas for a particular age category (10-13 or 14-17) are full for both male and female categories, insert open age categories in text below. You indicated that you have a child in the household between the ages of 10 and 17 [10 and 13 / 14 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.</p> <p>Yes → [REDIRECT PANELIST TO SURVEY IN ALCHEMER] No → Thank you for your time. [TERMINATE]</p>
<p>PARENT INFO / CONSENT</p> <p>REVISED 2020 REVISED 2021 REVISED 2023</p> <p>COUNTRY SPECIFIC WORDING</p>	<p>PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females): We would like to conduct a survey with ONE of your CHILDREN AGED 10-17 [10-13 / 14-17].</p> <p>Please read the following information, and indicate if you are willing to let your child participate.</p> <ul style="list-style-type: none"> - 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 other products, 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 children 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.
- 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 001-519-888-4567 ext. 36005 or reb@uwaterloo.ca.
- For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk.

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]

<p>CITY</p> <p>REVISED 2020</p>	<p>Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child’s background.</p> <p>What city or town does your child live in?</p> <p><i>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.</i></p> <p>Enter city/town: _____ [open-text] Don’t know Refuse to answer</p>
<p>PERCEIVED INCOME ADEQUACY</p> <p>LITWIN & SAPIR 2009</p> <p>NEW 2020</p> <p>INCOME_ADEQ</p>	<p>Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?</p> <p>Very difficult Difficult Neither easy nor difficult Easy Very easy Don’t know Refuse to answer</p>
<p>HANDOVER TO CHILD</p>	<p>PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females): The remaining questions should be completed by YOUR CHILD AGED 10-17 [10-13 / 14-17].</p> <p>If your child is <u>not</u> currently available, they may complete the survey later by doing one of the following:</p> <p>a) <u>Leave this survey screen open in your browser</u>, and return to it when your child is ready.</p> <p>OR</p> <p>b) <u>Copy and save the link below</u> and then paste it into your browser when your child is ready.</p> <p>[link]</p> <p><i>Please note that the link in your original survey invitation will <u>not</u> bring you back to this survey.</i></p> <p>When your child is ready, check the box below:</p> <p><input type="checkbox"/> My child is ready to begin [Parents/guardians: pass the survey to your child]</p>

INTRODUCTION

DOMAIN SOURCE	ENGLISH
ELIGIBILITY INTRO	<p>Hello! We have a couple of questions for you before the survey starts. <i>[Parents/guardians: please pass the survey to your child]</i></p> <p>[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.</p> <p>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.]</p>
<p>AGE</p> <p>CSTADS modified</p> <p>AGE</p>	<p>How old are you?</p> <p>9 years or younger 10 years 11 years 12 years 13 years 14 years 15 years 16 years 17 years 18 years or older</p> <p>[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.”]</p> <p>[PROGRAMMER NOTE: Automatic redirect to survey company if over quota.]</p>
<p>SEX</p> <p>CSTADS</p> <p>REVISED 2020</p> <p>SEX</p>	<p>What was your sex at birth?</p> <p>Male Female</p> <p>[PROGRAMMER NOTE: Automatic redirect to survey company if over quota.]</p>

<p>INFO LETTER</p> <p>REVISED 2020 REVISED 2021 REVISED 2023</p> <p>COUNTRY SPECIFIC WORDING</p>	<p>Before you start, please read this letter and let us know if you agree to participate.</p> <ul style="list-style-type: none"> - The survey asks about the kinds of food you eat, advertisements you see for food and other products, and your background (example: your 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 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 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca. - If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 0 1223 769142 or jma79@medschl.cam.ac.uk.
<p>CONSENT</p> <p>CONSENT</p>	<p>Do you agree to participate in this survey?</p> <p>Yes → <i>[Continue to survey]</i></p> <p>No → Thank you for your time. You will now be redirected back to the survey company. <i>[TERMINATE]</i></p>

ENCOURAGEMENT 1

<p>ENCOURAGEMENT 1 - DOG</p>	<div data-bbox="445 277 1003 565" data-label="Image"> </div> <p data-bbox="422 594 1016 626">This is NOT a test....but it is an important health survey.</p> <p data-bbox="422 654 919 686">Please answer as honestly as you can. Thanks!</p> <p data-bbox="422 712 611 745">Let's get started!</p> <p data-bbox="422 771 672 803">Click 'next' to continue.</p>
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DEMOGRAPHICS

<p>REGION ASH YOUTH SURVEY ADAPTED</p> <p>COUNTRY SPECIFIC WORDING</p> <p>REGION_UK REGION_OTEXT_UK</p>	<p>UNIVERSE: United Kingdom</p> <p>What region do you live in?</p> <p>North East</p> <p>North West</p> <p>Yorkshire and the Humber</p> <p>East Midlands</p> <p>West Midlands</p> <p>East of England</p> <p>London</p> <p>South East</p> <p>South West</p> <p>Scotland</p> <p>Wales</p> <p>Northern Ireland</p> <p>Other (please specify): _____</p> <p>Don't know</p> <p>Refuse to answer</p>
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<p>EDUCATION LEVEL</p>	<p><i>UNIVERSE: United Kingdom</i></p>
<p>COUNTRY SPECIFIC WORDING</p>	<p>What year are you in at school?</p>
<p><i>EDUC_CURR_UK</i> <i>EDUC_CURR_OTEXT_UK</i></p>	<p>Year 4 or lower Year 5 Year 6 Year 7 Year 8 Year 9 Year 10 Year 11 Year 12 (6th Form / College / Vocational School) Year 13 (6th Form / College / Vocational School) University Other (please specify): _____ I'm not in school/college/university Don't know Refuse to answer</p>
<p><i>EDUC_COMP_UK</i> <i>EDUC_COMP_OTEXT_UK</i></p>	<p><i>UNIVERSE: United Kingdom and not in school</i></p> <p>What was the last year you finished?</p> <p>Year 4 or lower Year 5 Year 6 Year 7 Year 8 Year 9 Year 10 Year 11 Year 12 (6th Form / College / Vocational School) Year 13 (6th Form / College / Vocational School) University Other (please specify): _____ Don't know Refuse to answer</p>

<p>SCHOOL GRADES <u>ENERGY DRINK STUDY</u></p> <p>COUNTRY SPECIFIC WORDING</p> <p>EDUC_GRD_UK</p>	<p><i>UNIVERSE: United Kingdom</i></p> <p>What marks do you usually get in school?</p> <p>0-19% (Mostly Us) 20-29% (Mostly Gs) 30-39% (Mostly Fs) 40-49% (Mostly Es) 50-59% (Mostly Ds) 60-69% (Mostly Cs) 70-79% (Mostly Bs) 80-89% (Mostly As) 90-100% (Mostly A*s) Don't know Refuse to answer</p>
<p>SCHOOL SYSTEM</p> <p>NEW 2020 REVISED 2022 (COVID WORDING)</p> <p>SCH_SYSTEM</p>	<p><i>UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)</i></p> <p>Are you taking your classes at school or online/from home?</p> <p>All classes at school All classes online/from home Some classes at school, some classes online/from home Don't know Refuse to answer</p>
<p>SCHOOL ATTENDANCE</p> <p>NEW 2020</p> <p>SCH_ATTEND</p>	<p><i>UNIVERSE: Students currently in Year 13 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.</i></p> <p>How often did you go to your school (in the school building) in the last 30 days?</p> <p>Never Some days Most days Every school day Don't know Refuse to answer</p>

PURCHASING AND SPENDING MONEY

<p>SPENDING MONEY Adapted from COMPASS</p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>MONEY_UK</i></p>	<p><i>UNIVERSE: United Kingdom</i></p> <p>About how much money do you usually get <u>each week</u> to spend on yourself or to save? <i>(Remember to include all money from allowances and jobs like baby-sitting, delivering papers, etc.)</i></p> <p>£0 (none) £1-3 £4-6 £7-12 £13-25 £26-60 More than £60 Don't know Refuse to answer</p>
<p>SPEND MONEY ON FOOD – LOCATION</p> <p>REVISED 2020 <i>(DK/R response format)</i></p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>BUY_LOC_CONV</i> <i>BUY_LOC_GROC</i> <i>BUY_LOC_REST</i> <i>BUY_LOC_SCH</i></p>	<p>Think about the last 7 days. Did you <u>buy</u> food or drinks for yourself...</p> <p>At a corner shop or convenience shop At a supermarket At a fast food/take-away or sit-down restaurant At a school (including canteen, vending machine, tuckshop, etc.)</p> <p>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location]</p> <p>Yes No Don't know Refuse to answer</p>

DIET SOURCES AND PATTERNS

<p>FOOD SOURCE - EATING OUT FREQUENCY NHANES adapted</p> <p>COUNTRY SPECIFIC WORDING</p> <p>EATOUT_FREQ</p>	<p>Think about the last 7 days. How many days did you have a meal (breakfast, lunch or evening meal) from restaurants, fast food or take-away places, food stands, or vending machines?</p> <p><i>Don't include meals at school.</i></p> <ul style="list-style-type: none"> 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
<p>BREAKFAST PATTERNS</p> <p><i>Adapted from Project-EAT</i></p> <p>BKFST_FREQ</p>	<p>Think about the last 7 days. How many days did you eat breakfast?</p> <ul style="list-style-type: none"> 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

<p>FAMILY DINNER PATTERNS Adapted from Project-EAT</p> <p>COUNTRY SPECIFIC WORDING</p> <p>FAM_FREQ</p>	<p>Think about the last 7 days. How many days did you sit down to eat an evening meal with at least one of your parents/guardians?</p> <p>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</p>
<p>FOOD PREP - DINNER Adapted from PROJECT EAT 2009-2010</p> <p>COUNTRY SPECIFIC WORDING</p> <p>PREP</p>	<p>Think about the last 7 days. How many days did you help make an <u>evening meal</u>?</p> <p>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</p>
<p>BEVERAGE INTAKE – ANY CONSUMPTION</p> <p>REVISED 2020 (DK/R response format)</p> <p>COUNTRY SPECIFIC WORDING</p> <p>BFQ_1 - BFQ_14</p>	<p>Did you drink any of these in the last 7 days?</p> <p>Fizzy drinks like Coke, Pepsi, 7-up, Sprite, ginger beer Diet fizzy drinks like Diet Pepsi, Coke Zero Sports drinks like Lucozade Sport, Powerade Energy drinks like Red Bull, Rockstar, Monster Frozen drinks like Slush Puppies, ICEEs Coffee or tea <u>with sugar</u> including drinks like lattes, mochas, frappuccinos, iced cappuccinos <u>with</u> sugar Coffee or tea <u>with NO sugar</u> including drinks like lattes, cappuccinos <u>with NO</u> sugar</p> <p>100% fruit or vegetable juice like orange juice, apple juice Fruit drinks like iced tea, fruit punch/cocktail, coconut water Flavoured waters or vitamin waters like squash, cordial, Perfectly Clear, Touch of Fruit Water including tap, bottled or sparkling water</p>

	<p>Smoothies, protein shakes or drinkable yogurt White milk or alternatives like unsweetened soy or almond milk. <i>*Don't include milk in cereal.</i> Chocolate or flavoured milk including hot chocolate, and alternatives like sweetened soy or almond milk</p> <p>[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]</p> <p>Yes No Don't know Refuse to answer</p>
<p>BEVERAGE INTAKE – AMOUNT</p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>BFQ_1_N - BFQ_14_N</i></p>	<p>HOW MANY OF THESE DRINKS did you have in the last 7 days: <i>For example:</i> <i>If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.</i> <i>If you had water every school day at lunch, that would be 5 drinks.</i></p> <p>[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]</p> <p>[dropdown] Fizzy drinks like Coke, Pepsi, 7-up, Sprite, ginger beer [dropdown] Diet fizzy drinks like Diet Pepsi, Coke Zero [dropdown] Sports drinks like Lucozade Sport, Powerade [dropdown] Energy drinks like Red Bull, Rockstar, Monster [dropdown] Frozen drinks like Slush Puppies, ICEEs [dropdown] Coffee or tea <u>with</u> sugar including drinks like lattes, mochas, frappuccinos, iced cappuccinos <u>with</u> sugar [dropdown] Coffee or tea <u>with NO</u> sugar including drinks like lattes, cappuccinos <u>with NO</u> sugar [dropdown] 100% fruit or vegetable juice like orange juice, apple juice [dropdown] Fruit drinks like iced tea, fruit punch/cocktail, coconut water [dropdown] Flavoured waters or vitamin waters like squash, cordial, Perfectly Clear, Touch of Fruit [dropdown] Water including tap, bottled or sparkling water [dropdown] Smoothies, protein shakes or drinkable yogurt [dropdown] White milk or alternatives like unsweetened soy or almond milk. <i>*Don't include milk in cereal.</i> [dropdown] Chocolate or flavoured milk including hot chocolate, and alternatives like sweetened soy or almond milk</p>

<p>BEVERAGE INTAKE – DIET DRINKS</p> <p>COUNTRY SPECIFIC WORDING</p> <p>BFQ_3_N_DIET</p> <p>BFQ_4_N_DIET</p> <p>BFQ_9_N_DIET</p> <p>BFQ_10_N_DIET</p>	<p><i>UNIVERSE: Respondents age 14-17</i> [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]</p> <p><i>UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)</i> You told us you had [#] sports drinks in the last 7 days. How many of those were diet, low-calorie or no-calorie like Lucozade Sport Low Cal or Powerade Zero? [dropdown]</p> <p><i>UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)</i> You told us you had [#] energy drinks in the last 7 days. How many of those were diet, low-calorie or no-calorie like Red Bull Sugarfree? [dropdown]</p> <p><i>UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)</i> You told us you had [#] fruit drinks in the last 7 days. How many of those were diet, low-calorie or no-calorie like unsweetened iced tea? [dropdown]</p> <p><i>UNIVERSE: Selected flavoured water drink in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)</i> 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 no-added-sugar squash or Perfectly Clear? [dropdown]</p>
<p>DIET INDICATORS</p> <p>REVISED 2020 (DK/R response format)</p> <p>COUNTRY SPECIFIC WORDING</p> <p>EAT_SD EAT_FF EAT_CEREAL EAT_SNACK EAT_DESSERT EAT_FV</p>	<p>[PROGRAMMER NOTE: Record date and time, converted to country time zone]</p> <p>You just told us about the last 7 days. Now think about yesterday. Did you have any of the following <u>yesterday</u>?</p> <ul style="list-style-type: none"> Sugary drinks Fast food / take-away from a restaurant Sugary cereals Snacks like crackers, crisps or cereal bars Desserts or treats like biscuits, ice cream or sweets <p>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each food]</p> <p>Yes No Don’t know Refuse to answer</p>

<p>FRUIT INTAKE</p> <p><i>FRUIT_FREQ</i></p>	<p>How many times did you eat <u>fruit yesterday</u>? <i>Please include fresh, frozen, dried or canned fruit. Don't include fruit juice.</i></p> <p>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</p>
<p>VEGETABLE INTAKE</p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>VEG_FREQ</i></p>	<p>How many times did you eat <u>vegetables yesterday</u>? <i>Don't include chips, fried potatoes, or crisps.</i></p> <p>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</p>

<p>LAST RESTAURANT VISIT FCMS</p> <p>NEW 2020</p> <p>REST_VISIT</p>	<p>UNIVERSE: Respondents age 14-17</p> <p>When was the last time you visited a restaurant (including a fast-food outlet or coffee shop)?</p> <p>Within the last 24 hours</p> <p>Within the last 7 days</p> <p>Within the last month</p> <p>Within the last 3 months</p> <p>Within the last 6 months</p> <p>Longer than 6 months ago</p> <p>Don't know</p> <p>Refuse to answer</p>
<p>MENU LABELLING – NOTICING FCMS (ADAPTED)</p> <p>NEW 2020</p> <p>REST_INFO</p>	<p>UNIVERSE: Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)</p> <p>The last time you visited a restaurant, did you notice any nutrition information?</p> <p>Yes</p> <p>No</p> <p>Don't know</p> <p>Refuse to answer</p>
<p>MENU LABELLING – IMPACT FCMS</p> <p>NEW 2020</p> <p>REST_ACT_[TYPE]</p> <p>REST_ACT_NONE</p> <p>REST_ACT_DK</p> <p>REST_ACT_R</p>	<p>UNIVERSE: Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)</p> <p>In the past 6 months, have you done any of the following because of nutrition information in restaurants? (Select all that apply)</p> <p>Ordered something different</p> <p>Ate less of the food you ordered</p> <p>Changed which restaurants you visit</p> <p>Ate at restaurants less often</p> <p>None of the above</p> <p>Don't know</p> <p>Refuse to answer</p>

<p>ONLINE ORDERING</p> <p>NEW 2022</p> <p>COUNTRY SPECIFIC WORDING</p> <p>ONLN_REST ONLN_CONV ONLN_NONE ONLN_DK ONLN_R</p>	<p><i>UNIVERSE: Respondents aged 14-17</i></p> <p>Have you ordered any of the following <u>online or using an app</u>, for pick-up or delivery in the past 30 days? We want to know if YOU have done this (don't include if your family or others have ordered for you).</p> <p>(Select all that apply).</p> <p>Meals/food/drinks from a restaurant or take-away Snacks/food/drinks from a corner shop None of the above Don't know Refuse to answer</p>
<p>ONLINE ORDERING FREQUENCY</p> <p>NEW 2022</p> <p>COUNTRY SPECIFIC WORDING</p> <p>ONLN_REST_FREQ</p> <p>ONLN_CONV_FREQ</p>	<p><i>UNIVERSE: Respondents aged 14-17 who ordered food online/using an app from a corner shop and/or a restaurant</i></p> <p>[PROGRAMMER NOTE: Only show items selected in previous question.]</p> <p>How often have you ordered <u>meals/food/drinks from a restaurant or take-away</u> online or using an app in the past 30 days? Less than once a week Once a week A few times a week Every day Don't know Refuse to answer</p> <p>How often have you ordered <u>snacks/food/drinks from a corner shop</u> online or using an app in the past 30 days? Less than once a week Once a week A few times a week Every day Don't know Refuse to answer</p>

SCHOOL NUTRITION ENVIRONMENT

<p>SCHOOL NUTRITION ENVIRONMENT PREAMBLE</p> <p>NEW 2020 REVISED 2022 (REMOVED COVID WORDING)</p>	<p><i>UNIVERSE: Students currently in Year 13 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).</i></p> <p>Next, we're going to ask you some questions about the kinds of food available at your school.</p>
<p>SCHOOL FOOD LOCATIONS AND PROGRAMS</p> <p>REVISED 2020 (universe and DK/R response format)</p> <p>COUNTRY SPECIFIC WORDING</p> <p>SCH_PRG_CAF SCH_PRG_VEND SCH_PRG_TUCK SCH_PRG_BKFST SCH_PRG_LUNCH</p>	<p><i>UNIVERSE: Students currently in Year 13 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).</i></p> <p>Does your school have...</p> <p>A school canteen where you can buy lunch Vending machines where you can buy food or drinks A tuckshop where you can buy food or drinks A free breakfast program A free lunch program</p> <p>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program]</p> <p>Yes No Don't know Refuse to answer</p>
<p>SCHOOL FOOD LOCATIONS AND PROGRAMS 2</p> <p>NEW 2021</p> <p>SCH_PRG_SNACK</p>	<p><i>UNIVERSE: Students currently in Year 13 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).</i></p> <p>Does your school have a <u>free snack program</u>?</p> <p>Yes No Don't know Refuse to answer</p>
<p>SCHOOL BREAKFAST PROGRAM PARTICIPATION</p> <p>REVISED 2021 REVISED 2022 (‘free’ version only)</p> <p>SCH_BKFSTFREE_USE</p>	<p><i>UNIVERSE: Students who have a breakfast program at school</i></p> <p>Do you get food from the <u>free breakfast program</u> at your school?</p> <p>Yes No Don't know Refuse to answer</p>

<p>SCHOOL LUNCH PROGRAM PARTICIPATION</p> <p>REVISED 2021 REVISED 2022 (“free” version only)</p> <p>SCH_LUNCHFREE_USE</p>	<p><i>UNIVERSE: Students who have a lunch program at school</i></p> <p>Do you get food from the <u>free lunch program</u> at your school?</p> <p>Yes No Don’t know Refuse to answer</p>
<p>SCHOOL SNACK PROGRAM PARTICIPATION</p> <p>NEW 2021</p> <p>SCH_SNACKFREE_USE</p>	<p><i>UNIVERSE: Students who have a snack program at school</i></p> <p>Do you get food from the <u>free snack program</u> at your school?</p> <p>Yes No Don’t know Refuse to answer</p>
<p>SCHOOL LUNCH PROGRAM TARGET</p> <p>NEW 2021</p> <p>SCH_LUNCH_TARGET</p>	<p><i>UNIVERSE: Students who have a lunch program at school</i></p> <p>Which students in your school can get food from the <u>free lunch program</u>?</p> <p>All students Only students from families who need extra help Don’t know Refuse to answer</p>
<p>SCHOOL LUNCH PROGRAM FOOD AVAILABLE</p> <p>NEW 2021</p> <p>COUNTRY SPECIFIC WORDING</p> <p>SCH_LUNCHD/C_SD SCH_LUNCHD/C_FF SCH_LUNCHD/C_CEREAL SCH_LUNCHD/C_FV SCH_LUNCHD/C_SNACK SCH_LUNCHD/C_DESSERT</p>	<p><i>UNIVERSE: Students who have a lunch program at school</i> [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]</p> <p>What kind of food [do/can] you get from the <u>free lunch program</u>?</p> <p>Sugary drinks Fast food / take-away Sugary cereals Fruit or vegetables Snacks like crackers, crisps or cereal bars Desserts or treats like biscuits, ice cream or sweets</p> <p>[PROGRAMMER NOTE: Use table format] Yes / No / Don’t Know / Refuse to answer</p>

<p>SCHOOL FOOD AVAILABILITY</p> <p>REVISED 2020</p> <p>COUNTRY SPECIFIC WORDING</p> <p>SCH_AVAIL_SD SCH_AVAIL_FF SCH_AVAIL_CEREAL SCH_AVAIL_FV SCH_AVAIL_SNACK SCH_AVAIL_DESSERT</p>	<p><i>UNIVERSE: Students currently in Year 13 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).</i></p> <p>On a regular school day, can you <u>buy</u> these foods at your school?</p> <p>Sugary drinks Fast food / take-away Sugary cereals Fruit or vegetables Snacks like crackers, crisps or cereal bars Desserts or treats like biscuits, ice cream or sweets</p> <p>[PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer</p>
<p>SCHOOL LUNCH – FOOD</p> <p>COUNTRY SPECIFIC WORDING</p> <p>SCH_EAT_SD SCH_EAT_FF SCH_EAT_CEREAL SCH_EAT_FV SCH_EAT_SNACK SCH_EAT_DESSERT</p>	<p><i>UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)</i></p> <p>Think about the last time that you ate lunch on a school day.</p> <p>Did you have...</p> <p>Sugary drinks Fast food / take-away Sugary cereals Fruit or vegetables Snacks like crackers, crisps or cereal bars Desserts or treats like biscuits, ice cream or sweets</p> <p>[PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer</p>
<p>SCHOOL LUNCH – FOOD SOURCE</p> <p>NEW 2023</p> <p>SCH_SRC_HM SCH_SRC_SCH SCH_SRC_NEAR SCH_SRC_DK SCH_SRC_R</p>	<p><i>UNIVERSE: Students currently in Year 13 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).</i></p> <p>Think about the last time that you ate lunch on a school day.</p> <p>Was the food you ate for lunch...</p> <p>(Select all that apply)</p> <p>From home From school From a shop or restaurant near school Don't know Refuse to answer</p>

FOOD SECURITY

<p>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.</p> <p><i>SECURE1 – SECURE10</i></p>	<p>In the last 12 months...</p> <ol style="list-style-type: none"> 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? <p>[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</p>
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DIET INTENTIONS

<p>VEGETARIANISM Project EAT 2009-2010</p> <p><i>VGTRN</i></p>	<p>A vegetarian is someone who rarely or never eats meat.</p> <p>Are you a vegetarian?</p> <p>Yes No Don't know [valid response] Refuse to answer</p>
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<p>DIET MODIFICATION EFFORTS</p> <p>EFFORT_FV EFFORT_WATER EFFORT_PROTEIN EFFORT_GRAIN EFFORT_SUGAR EFFORT_SWTNR EFFORT_CAL EFFORT_PROCESS EFFORT_SALT EFFORT_MEAT EFFORT_ORGANIC EFFORT_LOCAL EFFORT_PKG</p>	<p><i>UNIVERSE: Respondents age 14-17</i></p> <p>Do you make a <u>special effort</u> to...</p> <p>Eat vegetables and fruits Drink lots of water Eat protein Eat whole grains</p> <p>Eat less sugar or drink fewer sugary drinks Eat less low-calorie sweeteners Eat less calories Eat less ultra-processed foods Eat less salt Eat less meat [PROGRAMMER NOTE: Skip if vegetarian]</p> <p>Eat organic foods Eat local foods (food grown in your area) Buy foods with less packaging</p> <p>[PROGRAMMER NOTE: Use table format; show on 3 separate screens] Yes / No / Don't know / Refuse to answer</p>
<p>PLANT BASED PROTEIN EFFORTS</p> <p>NEW 2021</p> <p>PLANT</p>	<p><i>UNIVERSE: Respondents age 14-17</i></p> <p>Do you make a <u>special effort</u> to eat <u>plant-based protein foods</u>, like beans, lentils, nuts, seeds, or soy products like tofu?</p> <p>Yes No I'm not sure what plant-based protein foods are [valid option] Don't know Refuse to answer</p>

WEIGHT PERCEPTIONS / LOSS

BODY SIZE PERCEPTIONS

Adapted from GUTS

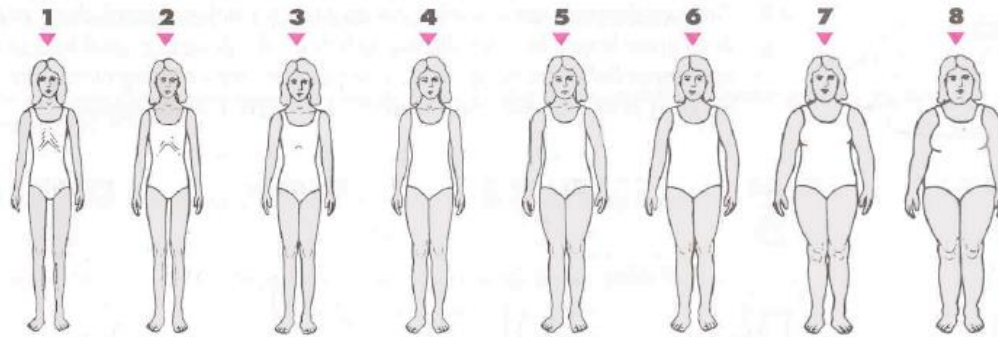
REVISED 2020 (images)

WT_BODY_F
 WT_BODY_F_DKR
 WT_BODY_M
 WT_BODY_M_DKR

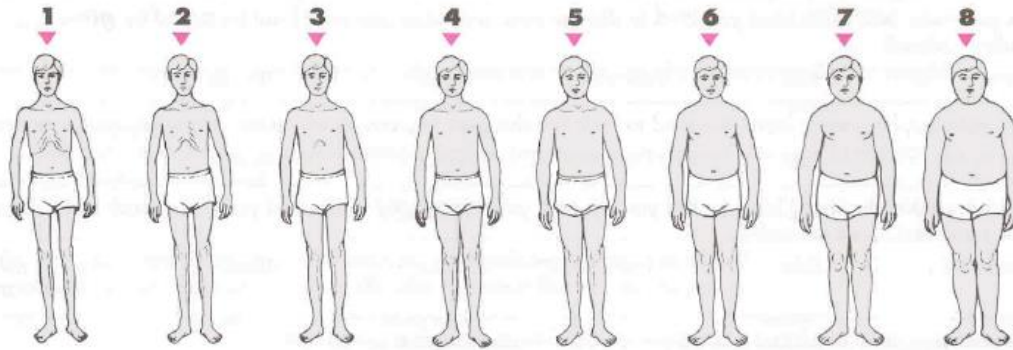
Which picture looks most like your body shape?

[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

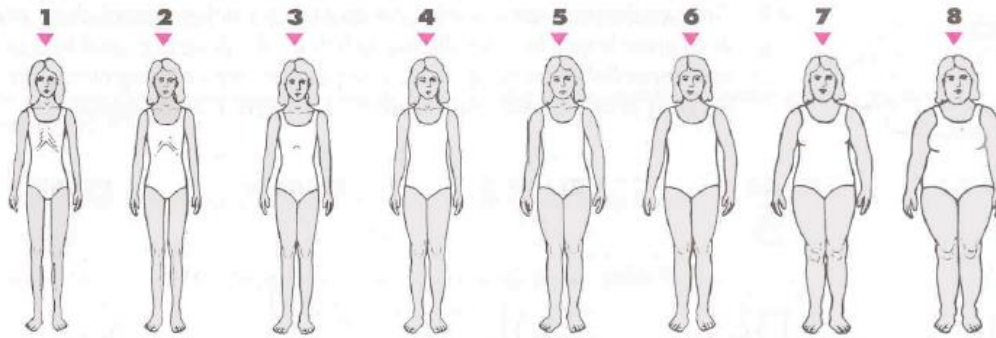
REVISED 2020 (images)

WT_IDEAL_F
 WT_IDEAL_F_DKR
 WT_IDEAL_M
 WT_IDEAL_M_DKR

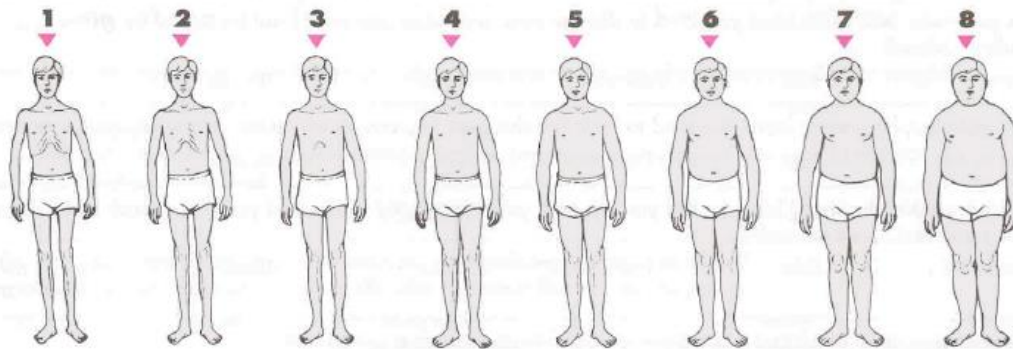
Which picture looks most like how you WANT YOUR BODY TO LOOK?

[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

<p>WEIGHT LOSS EFFORTS From NHANES, GUTS, Project-EAT and others</p> <p><i>WT_TRY</i></p>	<p>Which of the following are you trying to do about your weight?</p> <ul style="list-style-type: none"> Nothing Stay the same weight Gain weight Lose weight Don't know Refuse to answer
<p>WEIGHT LOSS DIET</p> <p><i>WT_DIET</i></p>	<p>Have you been on a diet to lose weight in the past 12 months?</p> <ul style="list-style-type: none"> Yes No Don't know Refuse to answer
<p>WEIGHT TEASE Adapted from Project EAT 2003-2004 (B&W)</p> <p><i>WT_TEASE</i></p>	<p>Do you get teased or made fun of because of your weight?</p> <ul style="list-style-type: none"> All the time A lot Sometimes Rarely Never Don't know Refuse to answer
<p>WEIGHT STIGMA Adapted from Nutter et al., 2018 Framing obesity a disease: Indirect effects of affect and controllability beliefs on weight bias. Weiner B. Judgments of responsibility: a foundation for a theory of social conduct. 1995.</p> <p>NEW 2023</p> <p><i>WT_BLAME</i></p>	<p>Please tell us whether you agree or disagree with the following:</p> <p>People are to blame for their body weight.</p> <ul style="list-style-type: none"> Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer

SUGARY DRINK PERCEPTIONS

<p>BEVERAGE BRAND RECALL</p> <p>COUNTRY SPECIFIC WORDING</p> <p>BEV_BR1- BEV_BR5 BEV_BR_DKR</p>	<p>An example of a brand of sweets is: Skittles An example of a crisp brand is: Pringles</p> <p>Please name up to 5 drink brands:</p> <p>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</p>
<p>SOFT DRINK PERCEIVED HEALTHINESS</p> <p>Adapted from Adult survey (reduced from 7 to 5 points)</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>SSB_HLTH_POP</p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>Is this type of drink unhealthy or healthy?</p> <div data-bbox="472 743 546 966" data-label="Image"> </div> <p>500 mL</p> <p>Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer</p>

<p>SOFT DRINK ESTIMATED SUGAR AMOUNT</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>SSB_SUGAR_POP</p>	<p>How much sugar is in this drink?</p>  <p>500 mL</p> <p>None A little A medium amount Quite a bit A lot Don't know Refuse to answer</p>
<p>SSB PERCEPTIONS - CONDITION</p> <p>COUNTRY SPECIFIC IMAGES</p> <p>SSB_CONDITION</p>	<p><i>[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.]</i></p> <p>Diet fizzy drink (Diet Coke) 100% juice (Orange juice) Energy drink (Red Bull) Water Sports drink (Gatorade) Chocolate milk Iced tea Unflavoured milk</p> <p><i>[PROGRAMMER NOTE: Show country-specific images]</i></p>  <p>500 mL 355 mL 250 mL 355 mL 500 mL 355 mL 500 mL 355 mL</p>

<p>SSB PERCEIVED HEALTHINESS Adapted from Adult survey (reduced from 7 to 5 points)</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>SSB_HLTH_[TYPE]</p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>Is this type of drink unhealthy or healthy?</p> <p><i>[show image]</i></p> <p>Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer</p>
<p>SSB ESTIMATED SUGAR AMOUNT</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>SSB_SUGAR_[TYPE]</p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>How much sugar is in this drink?</p> <p><i>[show image]</i></p> <p>None A little A medium amount Quite a bit A lot Don't know Refuse to answer</p>
<p>SUGAR TAX</p> <p>DRINKS_COST</p>	<p>Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)?</p> <p>No - they cost the same Sugary drinks cost a little more Sugary drinks cost a lot more Don't know Refuse to answer</p>
<p>OVERALL DIET</p> <p>DIET</p>	<p>Overall, how unhealthy or healthy is the food you usually eat?</p> <p>Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer</p>

<p>SELF-REPORTED NUTRITION KNOWLEDGE</p> <p><i>NUT_KNOW</i> <i>NUT_KNOW_DKR</i> <i>NUT_KNOW_VERT</i></p>	<p>[PROGRAMMER NOTE: Show scale vertically on mobile browsers].</p> <p>How much do you know about healthy eating and nutrition?</p> <p>Please answer on a scale from 0 to 10, where 0 = Nothing, and 10 = A lot.</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>Nothing A lot</p> <p>Don't know</p> <p>Refuse to answer</p>
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FOOD PROCESSING KNOWLEDGE

REVISED 2020
REVISED 2022
REVISED 2023

Summary of revisions:
2020 corrected juice serving and kJ. 2022 added grain product set, added sugar to applesauce ingredients. 2023 deleted applesauce and cheerios cereal; added milk, cheese slice, chicken breast, chicken nuggets. Refer to the User Guide for further information.

COUNTRY SPECIFIC IMAGE

HLTH[1-11]
HLTH[1-11]_DKR
HLTH[1-11]_vert

[PROGRAMMER NOTE: Randomize order of 8 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]

0 1 2 3 4 5 6 7 8 9 10
Not at all healthy Extremely healthy


Don't know
Refuse to answer



Nutrition		
Typical Values	Per 100 mL	1 cup (250 mL)
Energy	195 kJ	487 kJ
Fat	0 g	0 g
of which saturates	0 g	0 g
Carbohydrate	19.9 g	27.3 g
of which sugars	19.7 g	26.8 g
Fibre	0 g	0 g
Protein	0 g	0 g
Salt	0.0 g	0.0 g

Reference intake of an average adult (8000 kJ/2000 kcal)


INGREDIENTS: WATER, RECONSTITUTED APPLE JUICE (20% JUICE), SUGAR, FOOD ACIDS (MALIC ACID, POTASSIUM CITRATE), FLAVOUR, VITAMINS.



Nutrition		
Typical Values	Per 100 mL	1 cup (250 mL)
Energy	195 kJ	487 kJ
Fat	0 g	0 g
of which saturates	0 g	0 g
Carbohydrate	19.9 g	27.3 g
of which sugars	19.7 g	26.8 g
Fibre	0 g	0 g
Protein	0 g	0 g
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Reference intake of an average adult (8000 kJ/2000 kcal)


INGREDIENTS: WATER, RECONSTITUTED APPLE JUICE (20% JUICE), SUGAR, FOOD ACIDS (MALIC ACID, POTASSIUM CITRATE), FLAVOUR, VITAMINS.



Nutrition		
Typical Values	Per 100 g	1 1/3 cup (30 g)
Energy	1874 kJ	562 kJ
Fat	40.0 g	120 kJ
of which saturates	8.7 g	2.6 g
Carbohydrate	66.8 g	20.0 g
of which sugars	9.9 g	3.0 g
Fibre	10.0 g	3.0 g
Protein	13.3 g	4.0 g
Salt	0 g	0 g

Reference intake of an average adult (8000 kJ/2000 kcal)


INGREDIENTS: 100% WHOLE GRAIN ROLLED OATS, NATURALLY CONTAINS OAT BRAN.



Nutrition		
Typical Values	Per 100 mL	1 cup (250 mL)
Energy	1072 kJ	4180 kJ
Fat	4.0 g	150 kJ
of which saturates	1.0 g	2.5 g
Carbohydrate	0.8 g	1.5 g
of which sugars	4.4 g	11.0 g
Fibre	0 g	0 g
Protein	3.0 g	9.0 g
Salt	0 g	0.1 g

Reference intake of an average adult (8000 kJ/2000 kcal)


INGREDIENTS: BACTERIA STABILIZED MILK, VITAMIN A PALMITATE, VITAMIN D3.



Nutrition		
Typical Values	Per 100 g	1 slice (21 g)
Energy	1197 kJ	251 kJ
Fat	28.6 g	60 kJ
of which saturates	21.5 g	4.5 g
Carbohydrate	12.0 g	2.6 g
of which sugars	9.5 g	2.0 g
Fibre	0 g	0 g
Protein	19.1 g	4.0 g
Salt	1.2 g	0.2 g

Reference intake of an average adult (8000 kJ/2000 kcal)


INGREDIENTS: MILK, CHEDDAR CHEESE, MILK, CHEESE CULTURE, SALT, ENZYMES, WHEY MILK PROTEIN CONCENTRATE, MONOSODIUM GLUTAMATE, POTASSIUM CITRATE, MONOSODIUM PHOSPHATE, MODIFIED FOOD STARCH, WHEY PROTEIN CONCENTRATE, SALT, LACTIC ACID, MONO AND DIPHOSPHATE, COLOUR, NUTRITION.



Nutrition		
Typical Values	Per 100 g	1 serving (112 g)
Energy	488 kJ	528 kJ
Fat	1.3 g	1.5 g
of which saturates	0 g	0 g
Carbohydrate	0 g	0 g
of which sugars	0 g	0 g
Fibre	0 g	0 g
Protein	26.0 g	28.1 g
Salt	0.1 g	0.1 g

Reference intake of an average adult (8000 kJ/2000 kcal)

INGREDIENTS: CHICKEN BREAST, WATER, TREATED WHEAT CRUMBS, WHOLE WHEAT FLOUR, WHEAT FLOUR, MODIFIED CORN STARCH, RICE STARCH, SALT, PINK PEARL SPICES, GARLIC POWDER, ONION POWDER, SUGAR, BAKING POWDER, BROWNED IN CANOLA OIL.



Nutrition		
Typical Values	Per 100 g	4 nuggets (100 g)
Energy	1004 kJ	1004 kJ
Fat	24.0 g	24.0 g
of which saturates	1.5 g	1.5 g
Carbohydrate	21 g	21 g
of which sugars	1.0 g	1.0 g
Fibre	2.0 g	2.0 g
Protein	11.0 g	11.0 g
Salt	0.5 g	0.5 g

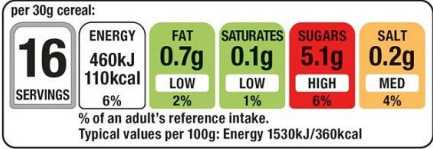
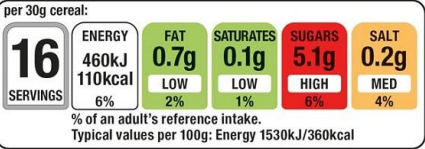
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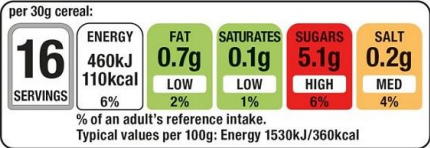
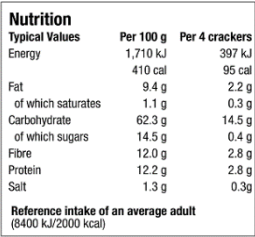
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MASS MEDIA CAMPAIGNS AND MESSAGING

<p>SCHOOL EDUCATION</p> <p><i>SCH_ED</i></p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>In the past 12 months, have you learned about healthy eating in school?</p> <p>Yes No Don't know Refuse to answer</p>
<p>FOOD GUIDE – AWARENESS</p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>FG_AWARE</i></p>	<p><i>UNIVERSE: Respondents from Canada, Australia, UK, USA, Mexico with tailored question in each country (skip in Chile)</i></p> <p>Have you ever heard of the Eatwell Plate or Eatwell Guide?</p> <p>Yes No Don't know Refuse to answer</p>
<p>FOOD GUIDE – SCHOOL - EVER</p> <p>COUNTRY SPECIFIC WORDING</p> <p><i>FG_SCH</i></p>	<p><i>UNIVERSE: Respondents who have heard of food guide (skip in Chile)</i></p> <p>Have you ever learned about the Eatwell Plate or Eatwell Guide in school?</p> <p>Yes No Don't know Refuse to answer</p>

FOOD LABELLING

<p>LABEL AWARENESS</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>LABEL_AWARE_UK</p>	<p><i>UNIVERSE: Australia, United Kingdom, Mexico, Chile</i></p> <p>We would now like to ask you some questions about food labels on products.</p> <p>Have you <u>seen</u> this type of food label on packages or in stores?</p> <p>[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 Chile]</p>  <p>Never Rarely Sometimes Often All the time Don't know Refuse to answer</p>
<p>LABEL USE FROM 2014 FDA HEALTH AND DIET SURVEY</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>LABEL_USE_UK</p>	<p><i>UNIVERSE: Australia, United Kingdom, Mexico, Chile; and label awareness= 'rarely', 'sometimes', 'often', or 'all the time'</i></p> <p>Do you use this type of food label when deciding what to eat or buy?</p> <p>[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]</p>  <p>Never Rarely Sometimes Often All the time Don't know Refuse to answer</p>

<p>LABEL UNDERSTANDING</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>LABEL_UNDERSTAND_UK</p>	<p>UNIVERSE: Australia, United Kingdom, Mexico, Chile</p> <p>Do you find this information...</p> <p>[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]</p>  <p>per 30g cereal:</p> <p>ENERGY 460kJ 110kcal 6%</p> <p>FAT 0.7g LOW 2%</p> <p>SATURATES 0.1g LOW 1%</p> <p>SUGARS 5.1g HIGH 6%</p> <p>SALT 0.2g MED 4%</p> <p>% of an adult's reference intake. Typical values per 100g: Energy 1530kJ/360kcal</p> <p>Very hard to understand Hard to understand In the middle Easy to understand Very easy to understand Don't know Refuse to answer</p>
<p>NFT AWARENESS</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>NFT_AWARE_UK</p>	<p>Have you <u>seen</u> this type of food label on packages or in stores?</p> <p>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]</p>  <p>Never Rarely Sometimes Often All the time Don't know Refuse to answer</p>

<p>NFT USE FROM 2014 FDA HEALTH AND DIET SURVEY</p> <p>COUNTRY SPECIFIC IMAGE</p> <p>NFT_USE_UK</p>	<p>UNIVERSE: <i>nft_aware_UK= 'rarely', 'sometimes', 'often', or 'all the time'</i></p> <p>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]</p> <table border="1" data-bbox="443 289 695 522"> <thead> <tr> <th colspan="3">Nutrition</th> </tr> <tr> <th>Typical Values</th> <th>Per 100 g</th> <th>Per 4 crackers</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>1,710 kJ 410 cal</td> <td>397 kJ 95 cal</td> </tr> <tr> <td>Fat</td> <td>9.4 g</td> <td>2.2 g</td> </tr> <tr> <td>of which saturates</td> <td>1.1 g</td> <td>0.3 g</td> </tr> <tr> <td>Carbohydrate</td> <td>62.3 g</td> <td>14.5 g</td> </tr> <tr> <td>of which sugars</td> <td>14.5 g</td> <td>0.4 g</td> </tr> <tr> <td>Fibre</td> <td>12.0 g</td> <td>2.8 g</td> </tr> <tr> <td>Protein</td> <td>12.2 g</td> <td>2.8 g</td> </tr> <tr> <td>Salt</td> <td>1.3 g</td> <td>0.3g</td> </tr> <tr> <td colspan="3">Reference intake of an average adult (8400 kJ/2000 kcal)</td> </tr> </tbody> </table> <p>Never Rarely Sometimes Often All the time Don't know Refuse to answer</p>	Nutrition			Typical Values	Per 100 g	Per 4 crackers	Energy	1,710 kJ 410 cal	397 kJ 95 cal	Fat	9.4 g	2.2 g	of which saturates	1.1 g	0.3 g	Carbohydrate	62.3 g	14.5 g	of which sugars	14.5 g	0.4 g	Fibre	12.0 g	2.8 g	Protein	12.2 g	2.8 g	Salt	1.3 g	0.3g	Reference intake of an average adult (8400 kJ/2000 kcal)		
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LABEL UNDERSTANDING TASK

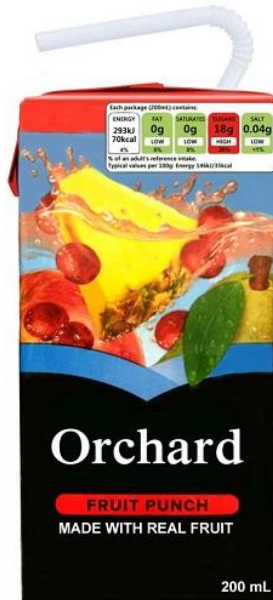
NEW 2022

COUNTRY SPECIFIC IMAGE

FOPL_OBJ_MTL


In your opinion, is this product...

[Show juicebox image with country-specific FOPL (no FOPL in Canada/USA, Health Star Rating in Australia, Warning label in Chile/MEX, Traffic Light in UK); no NFT to be shown]



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

ENCOURAGEMENT 2

<p>ENCOURAGEMENT 2 - KITTEN</p>	<p>You're doing great with the survey – keep going! Click 'next' to continue.</p> <div style="text-align: center;">  <p>Hang in there!</p> </div>
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MARKETING

<p>MEDIA CHANNELS – TIME - WEEKDAY</p> <p><i>MEDIA_WD_YTB</i> <i>MEDIA_WD_SOC</i> <i>MEDIA_WD_SHOW</i> <i>MEDIA_WD_GAME</i> <i>MEDIA_WD_WEB</i></p>	<p>On a <u>normal weekday</u>, how much time do you spend:</p> <ul style="list-style-type: none"> 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. <p>[PROGRAMMER NOTE: Show options for each as radio buttons]</p> <ul style="list-style-type: none"> 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 Refuse to answer
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<p>MEDIA CHANNELS – SOCIAL MEDIA</p> <p>REVISED 2020 REVISED 2023</p> <p>MEDIA_SOC_FB MEDIA_SOC_IG MEDIA_SOC_TIK MEDIA_SOC_TWT MEDIA_SOC_SC MEDIA_SOC_NONE MEDIA_SOC_DK MEDIA_SOC_R</p>	<p>Do you use...? <i>Select all that apply.</i></p> <ul style="list-style-type: none"> Facebook Instagram TikTok Twitter/X Snapchat Twitch None of the above Don't know Refuse to answer
<p>FAVOURITE SOCIAL MEDIA INFLUENCERS</p> <p>NEW 2021 REVISED 2022</p> <p>MEDIA_FAV1-3 MEDIA_FAV_NDKR</p>	<p>Who are your three favourite famous people to watch or follow on social media? Please include famous people like sports stars or movie stars, as well as Instagrammers, TikTokers, and YouTubers. [3 open text boxes] I don't have any favourites / I don't know [valid answer] Refuse to answer</p>
<p>EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION</p> <p>REVISED 2020 REVISED 2022</p> <p>COUNTRY SPECIFIC WORDING</p> <p>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 MKTH_LOC_DISC</p>	<p>Think about the last 30 days. Have you seen or heard <u>advertisements for 'unhealthy' foods or drinks</u> in any of these places?</p> <p><i>Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food / take-away, crisps, sugary cereals, biscuits and chocolate bars.</i></p> <p><i>Select all that apply.</i></p> <ul style="list-style-type: none"> TV shows, series or movies Website or social media Video or computer games Shops (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transport Cinemas School Recreation or community centre




<p>MKTG_LOC_OTHER MKTG_LOC_OTEXT MKTG_LOC_NONE MKTG_LOC_DK MKTG_LOC_R</p>	<p>Sports event, concert or community event Contests, free samples or coupons Price discounts (e.g., 30% off, buy-one-get-one-free) Other (please specify): <i>[open-ended]</i> I haven't seen any adverts for unhealthy food or drinks in the last 30 days Don't know Refuse to answer</p>
<p>EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY</p> <p>COUNTRY SPECIFIC WORDING</p> <p>MKTG_FREQ_SD MKTG_FREQ_FF MKTG_FREQ_CEREAL MKTG_FREQ_SNACK MKTG_FREQ_DESSERT MKTG_FREQ_FV</p>	<p>In the last 30 days, <u>how often</u> did you see or hear advertisements for these kinds of food or drinks?</p> <p>Adverts for sugary drinks Adverts for fast food / take-away from a restaurant Adverts for sugary cereals Adverts for fruit or vegetables Adverts for snacks like crackers, crisps or cereal bars Adverts for desserts or treats like biscuits, ice cream or sweets</p> <p>[Show options for each as radio buttons]</p> <p>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</p>

<p>EXPOSURE TO MARKETING STRATEGIES</p> <p>REVISED 2020 (DK/R response format)</p> <p>MKTG_SPORT MKTG_MOVIE MKTG_COMP MKTG_CELIB</p>	<p>In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following?</p> <p>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</p> <p>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</p> <p>Yes No Don't know Refuse to answer</p>
<p>OWN - PRODUCTS</p> <p>COUNTRY SPECIFIC WORDING</p> <p>MKTG_PRODUCT</p>	<p>Think about the <u>clothing, posters, stickers, or other things</u> you have.</p> <p>Do any of them show a <u>name or logo</u> of <u>unhealthy</u> food or drink companies?</p> <p>[PROGRAMMER NOTE: show note in grey font] <i>Remember: Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food / take-away, crisps, sugary cereals, biscuits and chocolate bars.</i></p> <p>Yes No Don't know Refuse to answer</p>
<p>OWN – TOY</p> <p>MKTG_TOY</p>	<p>Do you have <u>'Happy Meal'</u> toys or other toys from fast-food restaurants?</p> <p>Yes No Don't know Refuse to answer</p>
<p>GAMES</p> <p>NEW 2022</p> <p>MKTG_GAME</p>	<p>Have you ever played a game or entered a competition <u>offered by a restaurant or food/drink company</u> where you can win a prize?</p> <p>Yes No Don't know Refuse to answer</p>








<p>BEVERAGE BRAND ADS</p> <p>COUNTRY SPECIFIC JUICE</p> <p>BEV_AD_COKE BEV_AD_BULL BEV_AD_JUICE</p>	<p>[PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens; Hide back button]</p> <p>Have you seen any advertisements for this drink brand in the last 30 days?</p> <p>[Show image]</p> <p>[Coke]</p>  <p>[Red Bull]</p>  <p>Red Bull[®]</p> <p>[Country-specific 100% Juice]</p>  <p>Yes No Don't know Refuse to answer</p>
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<p>BEVERAGE BRAND AD LOCATION</p> <p>REVISED 2022</p> <p>COUNTRY SPECIFIC WORDING</p> <p>BEV_[TYPE]_LOC_SHOW BEV_[TYPE]_LOC_ONLINE BEV_[TYPE]_LOC_GAME BEV_[TYPE]_LOC_STORE BEV_[TYPE]_LOC_RADIO BEV_[TYPE]_LOC_MAG BEV_[TYPE]_LOC_SIGN BEV_[TYPE]_LOC_TRANS BEV_[TYPE]_LOC_MOV BEV_[TYPE]_LOC_SCH BEV_[TYPE]_LOC_REC BEV_[TYPE]_LOC_EVENT BEV_[TYPE]_LOC_SAMP BEV_[TYPE]_LOC_DISC BEV_[TYPE]_LOC_OTHER BEV_[TYPE]_LOC_OTEXT BEV_[TYPE]_LOC_NONE BEV_[TYPE]_LOC_DK BEV_[TYPE]_LOC_R</p>	<p><i>UNIVERSE: Respondents who saw ad for at least one beverage brand in past 30 days</i> [PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (Coca-Cola, Red Bull or Juice)]</p> <p>Where did you see advertisements for this brand? <i>[Show selected image]</i></p> <p><i>Select all that apply.</i></p> <ul style="list-style-type: none"> TV shows, series or movies Website or social media Video or computer games Shops (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transport Cinemas School Recreation or community centre Sports event, concert or community event Contests, free samples or coupons Price discounts (e.g., 30% off, buy-one-get-one-free) Other (please specify): <i>[open-ended]</i> I haven't seen any adverts for this brand in the last 30 days Don't know Refuse to answer
<p>BEVERAGE SPORTS ADVERTISING</p> <p>BEV_SPORT_COKE BEV_SPORT_BULL BEV_SPORT_JUICE</p>	<p>[PROGRAMMING NOTE: Randomize to show image for one of three beverage brands (Coca-Cola, Red Bull or Juice); may differ from above] [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>Have you seen this brand advertised by a sports team or athlete in the last 12 months? <i>[Show randomly selected brand image]</i></p> <ul style="list-style-type: none"> Yes No Don't know Refuse to answer

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

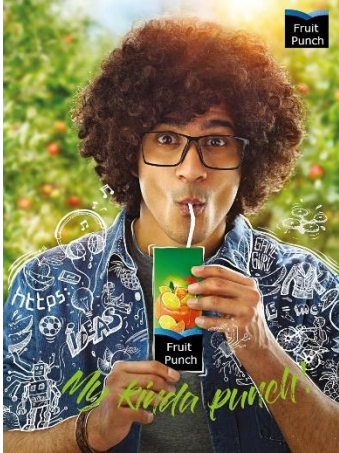








<p>RESTAURANT BRAND ASSOCIATIONS</p> <p>REST_AD_MCD REST_AD_SUB REST_AD_KFC</p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. [PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens]</p> <p>Have you seen an advertisement for this restaurant in the last 30 days? [Show image]</p> <p>[McDonald's]</p>  <p>[Subway]</p>  <p>[KFC]</p>  <p>Yes No Don't know Refuse to answer</p>
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<p>RESTAURANT BRAND AD LOCATION</p> <p>REVISED 2022</p> <p>COUNTRY SPECIFIC WORDING</p> <p>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_REC REST_[TYPE]_LOC_EVENT REST_[TYPE]_LOC_SAMP REST_[TYPE]_LOC_DISC REST_[TYPE]_LOC_OTHER REST_[TYPE]_LOC_OTEXT REST_[TYPE]_LOC_NONE REST_[TYPE]_LOC_DK REST_[TYPE]_LOC_R</p>	<p><i>UNIVERSE: Respondents who saw ad for at least one restaurant brand in past 30 days</i></p> <p>[PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (McDonalds, Subway or KFC)]</p> <p>Where did you see advertisements for this restaurant?</p> <p><i>[Show image]</i></p> <p>Select all that apply.</p> <ul style="list-style-type: none"> TV shows, series or movies Video or computer games Website or social media Shops (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transport Cinemas School Recreation or community centre Sports event, concert or community event Contests, free samples or coupons Price discounts (e.g., 30% off, buy-one-get-one-free) Other (please specify): <i>[open-ended]</i> I haven't seen any adverts for this restaurant in the last 30 days Don't know Refuse to answer
<p>RESTAURANT SPORTS ADVERTISING</p> <p>REST_SPORT_MCD REST_SPORT_SUB REST_SPORT_KFC</p>	<p>[PROGRAMMING NOTE: Randomize to show image for one of three restaurant brands (McDonalds, Subway or KFC); may differ from above]</p> <p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>Have you seen this restaurant advertised by a sports team or athlete in the last 12 months?</p> <p><i>[Show randomly selected brand image]</i></p> <ul style="list-style-type: none"> Yes No Don't know Refuse to answer

<p>RESTAURANT CELEBRITY ADVERTISING</p> <p><i>REST_CELEB_MCD</i> <i>REST_CELEB_SUB</i> <i>REST_CELEB_KFC</i></p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</p> <p>Can you think of anyone famous who advertises this restaurant?</p> <p><i>[Show same brand image as above]</i></p> <p>Yes No Don't know Refuse to answer</p>
<p>RESTAURANT TARGET AUDIENCE</p> <p><i>REST_[TYPE]_AIM_CH</i> <i>REST_[TYPE]_AIM_TN</i> <i>REST_[TYPE]_AIM_AD</i></p>	<p>Are advertisements for this restaurant usually aimed at...</p> <p><i>[Show same brand image as above]</i></p> <p>[PROGRAMMER NOTE: Use table with yes/no for each group]</p> <p>Kids 12 and under Teenagers aged 13 to 17 Adults</p> <p>I've never seen an advertisement for this restaurant Don't know Refuse to answer</p>
<p>RESTAURANT PREFERENCE</p> <p>Adapted from Lima et al. 2019</p> <p><i>REST_PREF_[TYPE]</i> <i>REST_PREF_[TYPE]_DKR</i></p>	<p>How much would you like to go to this restaurant?</p> <p><i>[Show same brand image as above]</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">        </div> <p>Don't know Refuse to answer</p>
<p>SPORTS PARTICIPATION</p> <p><i>SPORT_PLAY</i></p>	<p>Do you play on a sports team?</p> <p>Yes No Don't know Refuse to answer</p>

<p>TEAM SPONSORSHIP – EQUIPMENT</p> <p><i>SPORT_EQUIP</i></p>	<p><i>UNIVERSE: Respondents who play on a sports team</i></p> <p>Are there any <u>names or logos of food or restaurant companies</u> on your sports equipment (like uniforms or water bottles)?</p> <p>Yes No Does not apply to me [valid answer] Don't know Refuse to answer</p>
<p>TEAM SPONSORSHIP – SIGNS</p> <p><i>SPORT_SIGN</i></p>	<p><i>UNIVERSE: Respondents who play on a sports team</i></p> <p>Are there any <u>names or logos of food or restaurant companies</u> on signs or banners at your sports practices, games, tournaments or competitions?</p> <p>Yes No Does not apply to me [valid answer] Don't know Refuse to answer</p>
<p>SPORTS BETTING - NOTICE ADVERTISEMENTS</p> <p>NEW 2023</p> <p><i>GMB_AD</i></p>	<p><i>UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico)</i></p> <p>Have you seen adverts or promotions for <u>sports betting</u> in the last 30 days?</p> <p>Yes No Don't know Refuse to answer</p>
<p>SPORTS BETTING – NOTICE SPORT TEAMS</p> <p>NEW 2023</p> <p><i>GMB_AD_TEAM</i></p>	<p>Have you seen any <u>sports teams or athletes advertising betting companies</u> in the last 30 days?</p> <p>Yes No Don't know Refuse to answer</p>
<p>SPORTS BETTING - NORMS</p> <p>NEW 2023</p> <p><i>GMB_NORMS</i></p>	<p><i>UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico)</i></p> <p>Do people your age approve or disapprove of sports betting?</p> <p>Strongly approve Somewhat approve Neither approve nor disapprove Somewhat disapprove Strongly disapprove Don't know Refuse to answer</p>

<p>SPORTS BETTING - BET</p> <p>NEW 2023</p> <p>GMB_BET</p>	<p>UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico); Respondents aged 14-17</p> <p>Have you <u>ever bet money</u> on sports teams?</p> <p>Yes No Don't know Refuse to answer</p>
<p>HEALTH MESSAGE EXPERIMENT – CONDITION ASSIGNMENT</p> <p>NEW 2023</p> <p>COUNTRY SPECIFIC IMAGES</p> <p>HMSG_COND</p>	<p>[PROGRAMMER NOTE: Randomize each respondent to view ONE of the four advertisements (either one of the two Sprite ads, or one of the two fruit drink ads)]</p> <p>Please look at the advertisement below. Click 'next' when you are ready to continue to the next screen.</p> <p>[Condition 1: Sprite original] [Condition 2: Sprite with health message]</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="422 516 747 1003"> </div> <div data-bbox="795 516 1121 1003"> </div> </div>

	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>[Condition 3: Fruit drink original]</p>  </div> <div style="text-align: center;"> <p>[Condition 4: Fruit drink with health message]</p>  </div> </div>
<p>HEALTH MESSAGE EXPERIMENT – PERCEIVED HEALTHINESS</p> <p>NEW 2023</p> <p>HMSG_HLTH</p>	<p>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].</p> <p>Is this type of drink unhealthy or healthy?</p> <p>[PROGRAMMER NOTE: Display advertisement participant was randomized to]</p> <p>Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer</p>
<p>HEALTH MESSAGE EXPERIMENT – APPEAL</p> <p>NEW 2023</p> <p>HMSG_APPEAL</p>	<p>How much would you like to have this drink?</p> <p>[PROGRAMMER NOTE: Display advertisement participant was randomized to]</p> <p>[PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]</p> <div style="display: flex; justify-content: center; gap: 10px;">        </div> <p>Don't know Refuse to answer</p>

**BRAND EXPERIMENT –
CONDITION ASSIGNMENT**

NEW 2023

COUNTRY SPECIFIC IMAGES

BRAND_COND

[PROGRAMMER NOTE: Randomize each respondent to view ONE of the four advertisements].

Please look at the advertisement below. Click 'next' when you are ready to continue to the next screen.

[Condition 1: Control]



[Condition 2: Brand only]




[Condition 3: Brand and unhealthy food]



[Condition 4: Brand and healthy food]



<p>BRAND EXPERIMENT – MEASURE ASSIGNMENT <i>BRAND_RAND</i></p>	<p>[PROGRAMMER NOTE: Randomize each respondent to complete ONE of the following two measures: perceived taste OR likelihood of consumption.]</p>
<p>BRAND EXPERIMENT – PERCEIVED TASTE NEW 2023 <i>BRAND_TASTE</i></p>	<p><i>UNIVERSE: Respondents randomized to the perceived taste measure (brand_rand=1)</i> [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen]. How much would you like to eat this food?</p>  <p>[PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]</p>  <p>Don't know Refuse to answer</p>
<p>BRAND EXPERIMENT – LIKELIHOOD OF CONSUMPTION NEW 2023 <i>BRAND_CONSUME</i></p>	<p><i>UNIVERSE: Respondents randomized to likelihood of consumption measure (brand_rand=2)</i> [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen]. If you could eat one of these foods right now, which one would you choose? [PROGRAMMER NOTE: display radio buttons with image on the right of the button; randomize the order the food products are shown on screen]</p>  



**Quarter Pounder
Deluxe**




**Grilled Chicken
Salad**




**Chicken & Bacon McWrap
with Grilled Chicken**




Garden Salad


None of the above
Don't know
Refuse to answer

ENCOURAGEMENT 3

<p>ENCOURAGEMENT 3 - KOALA</p>	<p>Getting tired? Don't give up, you're almost finished!</p> 
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DATA QUALITY CHECK 1

<p>DATA QUALITY CHECK - FRUIT</p> <p><i>DQ_FRUIT</i></p>	<p>Which of these foods is a <u>fruit</u>?</p> <ul style="list-style-type: none"> Bread Carrot Egg Apple Milk Don't know Refuse to answer
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OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

<p>DRUG USE CSTADS modified</p> <p>USE_CIG USE_ECIG USE_MJ USE_ALC USE_NONE USE_DK USE_R</p>	<p><i>UNIVERSE: Age 16-17</i></p> <p>Have you <u>ever</u> used any of the following? <i>Select all that apply.</i></p> <p>Tobacco cigarettes E-cigarettes / vaped nicotine Marijuana / cannabis Alcohol I have never used any of the above Don't know Refuse to answer</p>
<p>PERCEIVED INCOME ADEQUACY</p> <p>INC_ADEQ</p>	<p>Does your family have enough money to pay for things your family needs?</p> <p>Not enough money Barely enough money Enough money More than enough money Don't know Refuse to answer</p>

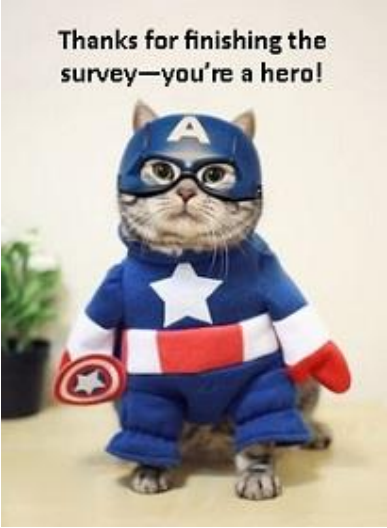
<p>ETHNICITY – UK</p> <p>COUNTRY SPECIFIC WORDING</p> <p>ETH_UK_WHITE ETH_UK_WHITE_OTEXT ETH_UK_MIXED ETH_UK_MIXED_OTEXT ETH_UK_ASIAN ETH_UK_ASIAN_OTEXT ETH_UK_BLACK ETH_UK_BLACK_OTEXT ETH_UK_OTHER ETH_UK_OTHER_OTEXT</p>	<p><i>UNIVERSE: United Kingdom</i></p> <p>Which of the following best describes your ethnic or racial background?</p> <p>WHITE English / Welsh / Scottish / Northern Irish / British Irish Gypsy or Irish Traveller Any other White background (please specify): _____</p> <p>MIXED / MULTIPLE ETHNIC GROUPS White and Black Caribbean White and Black African White and Asian Any other Mixed / Multiple ethnic background (please specify): _____</p> <p>ASIAN / ASIAN BRITISH Indian Pakistani Bangladeshi Chinese Any other Asian background (please specify): _____</p> <p>BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH African Caribbean Any other Black / African / Caribbean background (please specify): _____</p> <p>OTHER ETHNIC GROUP Arab Any other ethnic group (please specify): _____ Don't know Refuse to answer</p>
<p>BIRTH LOCATION</p> <p>COUNTRY SPECIFIC WORDING</p> <p>BIRTH_UK</p>	<p>Were you born in the United Kingdom?</p> <p>Yes No Don't know Refuse to answer</p>

<p>SELF-REPORTED HEIGHT</p> <p>HT_UNIT HT_CM HT_FT HT_IN</p>	<p>How tall are you without shoes?</p> <p>Would you rather answer in:</p> <p>Feet and inches Centimetres Don't know Refuse to answer</p> <p>[PROGRAMMER NOTE: show based on response to above] <i>UNIVERSE: ht_unit=feet and inches</i> <i>Enter feet: _____ ft [numeric, 2-7]</i> AND <i>Enter inches: _____ in [numeric, 0-11]</i></p> <p><i>UNIVERSE: ht_unit= centimetres</i> <i>Enter centimetres: _____ cm [numeric, 60-250]</i></p>
<p>SELF-REPORTED HEIGHT CONFIRMATION</p> <p>HT_FTIN_CONF HT_CM_CONF</p>	<p><i>UNIVERSE: ht_unit=feet and inches</i></p> <p>You entered [X] feet and [X] inches. Is that right?</p> <p>Yes No – I need to fix my answer Don't know Refuse to answer</p> <p><i>UNIVERSE: ht_unit= centimetres</i></p> <p>You entered [X] centimetres. Is that right?</p> <p>Yes No – I need to fix my answer Don't know Refuse to answer</p>

<p>SELF-REPORTED HEIGHT CORRECTION</p> <p><i>HTC_UNIT</i> <i>HTC_CM</i> <i>HTC_FT</i> <i>HTC_IN</i></p>	<p><i>UNIVERSE: ht_ftin_conf, or ht_cm_conf= No – I need to fix my answer</i></p> <p>How tall are you without shoes?</p> <p>Would you rather answer in:</p> <p>Feet and inches Centimetres Don't know Refuse to answer</p> <p>[PROGRAMMER NOTE: show based on response to above]</p> <p><i>UNIVERSE: htc_unit=feet and inches</i> <i>Enter feet: _____ ft [numeric, 2-7]</i> AND <i>Enter inches: _____ in [numeric, 0-11]</i></p> <p><i>UNIVERSE: htc_unit= centimetres</i> <i>Enter centimetres: _____ cm [numeric, 60-250]</i></p>
<p>SELF-REPORTED WEIGHT</p> <p>COUNTRY SPECIFIC UNITS</p> <p><i>WT_UNIT</i> <i>WT_STLB</i> <i>WT_LB</i> <i>WT_KG</i></p>	<p>How much do you weigh without clothes or shoes?</p> <p>Would you rather answer in:</p> <p>Stones and pounds (st/lb) Pounds (lb) Kilograms (kg) Don't know Refuse to answer</p> <p>[PROGRAMMER NOTE: show based on response to above]</p> <p><i>UNIVERSE: wt_unit= stones and pounds (st/lb)</i> <i>Enter stones: _____ st [numeric]</i> AND <i>Enter pounds: _____ lb [numeric, 0-13]</i></p> <p><i>UNIVERSE: wt_unit= pounds</i> <i>Enter pounds: _____ lb [numeric]</i></p> <p><i>UNIVERSE: wt_unit=kilograms</i> <i>Enter kilograms: _____ kg [numeric]</i></p>

<p>SELF-REPORTED WEIGHT CONFIRMATION</p> <p>COUNTRY SPECIFIC UNITS</p> <p><i>WT_STLB_CONF</i> <i>WT_LB_CONF</i> <i>WT_KG_CONF</i></p>	<p><i>UNIVERSE: wt_unit= stones and pounds (st/lb)</i> You entered [X] stones and [X] pounds. Is that correct? Yes No – I need to fix my answer Don't know Refuse to answer</p> <p><i>UNIVERSE: wt_unit= pounds</i> You entered [X] pounds. Is that correct? Yes No – I need to fix my answer Don't know Refuse to answer</p> <p><i>UNIVERSE: wt_unit=kilograms</i> You entered [X] kilograms. Is that correct? Yes No – I need to fix my answer Don't know Refuse to answer</p>
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<p>SELF-REPORTED WEIGHT CORRECTION</p> <p>COUNTRY SPECIFIC UNITS</p> <p>WTC_UNIT WTC_STLB WTC_LB WTC_KG</p>	<p><i>UNIVERSE: wt_stlb_conf, wt_lb_conf, or wt_kg_conf= No – I need to make a correction</i></p> <p>How much do you weigh without clothes or shoes?</p> <p>Would you rather answer in:</p> <p>Stones and pounds (st/lb) Pounds (lb) Kilograms (kg) Don't know Refuse to answer</p> <p>[PROGRAMMER NOTE: show based on response to above]</p> <p><i>UNIVERSE: wtc_unit= stones and pounds (st/lb)</i> <i>Enter stones: _____ st [numeric]</i> AND <i>Enter pounds: _____ lb [numeric]</i></p> <p><i>UNIVERSE: wtc_unit= pounds</i> <i>Enter pounds: _____ lb [numeric]</i></p> <p><i>UNIVERSE: wtc_unit=kilograms</i> <i>Enter kilograms: _____ kg [numeric]</i></p>
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<p>END SCREEN</p> <p>REVISED 2021</p> <p>COUNTRY SPECIFIC WORDING</p>	<p>You're finished - thank you!</p> <p>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 001-519-888-4567 ext. 36005 or reb@uwaterloo.ca.</p> <p>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 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk.</p> <p>Click NEXT to return to the survey company's website.</p> <p>Thanks again for your help.</p> 
<p>REDIRECT</p>	<p>You will now be redirected back to the survey company.</p>
<p>NIELSEN END SCREEN</p>	<p>[Screen shown by Nielsen] Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. You have earned [panel incentive].</p>