2023 YOUTH SURVEY - MEXICO

JANUARY 5, 2024
ACKNOWLEDGEMENTS

SUGGESTED CITATION
HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: 2023 YOUTH SURVEY – MEXICO. 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
List of Measures

PARENT INVITATION & PRE-SCREENING .................................................................................................................. 8
SAMPLE EMAIL INVITATION ........................................................................................................................................ 8
PANELIST AGE ............................................................................................................................................................ 8
PANELIST GENDER ...................................................................................................................................................... 8
PARENT INFO / CONSENT ........................................................................................................................................... 10
CITY ............................................................................................................................................................................. 13
PERCEIVED INCOME ADEQUACY .............................................................................................................................. 13
HANDOVER TO CHILD ............................................................................................................................................. 14
INTRODUCTION .......................................................................................................................................................... 14
ELIGIBILITY INTRO ..................................................................................................................................................... 14
AGE ............................................................................................................................................................................... 15
SEX ............................................................................................................................................................................... 15
INFO LETTER .............................................................................................................................................................. 15
CONSENT ..................................................................................................................................................................... 17
ENCOURAGEMENT 1 .................................................................................................................................................. 17
ENCOURAGEMENT 1 - DOG ......................................................................................................................................... 17
DEMOGRAPHICS ...................................................................................................................................................... 18
REGION - MEXICO ....................................................................................................................................................... 18
EDUCATION LEVEL .................................................................................................................................................... 19
SCHOOL GRADES ...................................................................................................................................................... 20
MEXICO ....................................................................................................................................................................... 20
SCHOOL SYSTEM ....................................................................................................................................................... 20
SCHOOL ATTENDANCE ............................................................................................................................................ 20
PURCHASING AND SPENDING MONEY ................................................................................................................... 21
SPENDING MONEY .................................................................................................................................................... 21
SPEND MONEY ON FOOD – LOCATION .................................................................................................................... 21
DIET SOURCES AND PATTERNS ............................................................................................................................... 22
FOOD SOURCE - EATING OUT FREQUENCY .............................................................................................................. 22
BREAKFAST PATTERNS ........................................................................................................................................... 22
FAMILY DINNER PATTERNS .................................................................................................................................... 23
FOOD PREP - DINNER ............................................................................................................................................... 23
BEVERAGE INTAKE – ANY CONSUMPTION ............................................................................................................... 24
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEIGHT TEASE</td>
<td>40</td>
</tr>
<tr>
<td>WEIGHT STIGMA</td>
<td>40</td>
</tr>
<tr>
<td>SUGARY DRINK PERCEPTIONS</td>
<td>41</td>
</tr>
<tr>
<td>BEVERAGE BRAND RECALL</td>
<td>41</td>
</tr>
<tr>
<td>SOFT DRINK PERCEIVED HEALTHINESS</td>
<td>41</td>
</tr>
<tr>
<td>SOFT DRINK ESTIMATED SUGAR AMOUNT</td>
<td>42</td>
</tr>
<tr>
<td>SSB PERCEPTIONS - CONDITION</td>
<td>43</td>
</tr>
<tr>
<td>SSB PERCEIVED HEALTHINESS</td>
<td>43</td>
</tr>
<tr>
<td>SSB ESTIMATED SUGAR AMOUNT</td>
<td>44</td>
</tr>
<tr>
<td>SUGAR TAX</td>
<td>44</td>
</tr>
<tr>
<td>OVERALL DIET</td>
<td>44</td>
</tr>
<tr>
<td>SELF-REPORTED NUTRITION KNOWLEDGE</td>
<td>44</td>
</tr>
<tr>
<td>FOOD PROCESSING KNOWLEDGE</td>
<td>45</td>
</tr>
<tr>
<td>MASS MEDIA CAMPAIGNS AND MESSAGING</td>
<td>46</td>
</tr>
<tr>
<td>SCHOOL EDUCATION</td>
<td>46</td>
</tr>
<tr>
<td>FOOD GUIDE – AWARENESS</td>
<td>46</td>
</tr>
<tr>
<td>FOOD GUIDE – SCHOOL - EVER</td>
<td>46</td>
</tr>
<tr>
<td>FOOD GUIDE – MESSAGES MEXICO</td>
<td>47</td>
</tr>
<tr>
<td>FOOD LABELLING</td>
<td>49</td>
</tr>
<tr>
<td>LABEL MX CONDITION</td>
<td>49</td>
</tr>
<tr>
<td>WARNING LABEL AWARENESS</td>
<td>49</td>
</tr>
<tr>
<td>WARNING LABEL USE</td>
<td>49</td>
</tr>
<tr>
<td>WARNING LABEL UNDERSTANDING</td>
<td>50</td>
</tr>
<tr>
<td>NFT AWARENESS</td>
<td>50</td>
</tr>
<tr>
<td>NFT USE</td>
<td>51</td>
</tr>
<tr>
<td>NFT UNDERSTANDING (OBJECTIVE)</td>
<td>51</td>
</tr>
<tr>
<td>WL IMPACT</td>
<td>52</td>
</tr>
<tr>
<td>LABEL UNDERSTANDING (OBJECTIVE)</td>
<td>53</td>
</tr>
<tr>
<td>WL CARTOON EXPERIMENT</td>
<td>54</td>
</tr>
<tr>
<td>MASS MEDIA CAMPAIGNS 2</td>
<td>55</td>
</tr>
<tr>
<td>PUBLIC EDUCATION – MEXICO – HEROES POR LA SALUD CAMPAIGN</td>
<td>55</td>
</tr>
<tr>
<td>PUBLIC EDUCATION – MEXICO – HEROES POR LA SALUD CAMPAIGN LOCATION</td>
<td>55</td>
</tr>
<tr>
<td>ENCOURAGEMENT 2</td>
<td>56</td>
</tr>
<tr>
<td>ENCOURAGEMENT 2 - KITTEN</td>
<td>56</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>MARKETING</td>
<td>56</td>
</tr>
<tr>
<td>MEDIA CHANNELS – TIME - WEEKDAY</td>
<td>56</td>
</tr>
<tr>
<td>MEDIA CHANNELS – SOCIAL MEDIA</td>
<td>57</td>
</tr>
<tr>
<td>FAVOURITE SOCIAL MEDIA INFLUENCERS</td>
<td>57</td>
</tr>
<tr>
<td>EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION</td>
<td>57</td>
</tr>
<tr>
<td>EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY</td>
<td>58</td>
</tr>
<tr>
<td>EXPOSURE TO MARKETING STRATEGIES</td>
<td>59</td>
</tr>
<tr>
<td>OWN - PRODUCTS</td>
<td>59</td>
</tr>
<tr>
<td>OWN – TOY</td>
<td>59</td>
</tr>
<tr>
<td>GAMES</td>
<td>60</td>
</tr>
<tr>
<td>BEVERAGE BRAND ADS</td>
<td>60</td>
</tr>
<tr>
<td>BEVERAGE BRAND AD LOCATION</td>
<td>61</td>
</tr>
<tr>
<td>BEVERAGE SPORTS ADVERTISING</td>
<td>61</td>
</tr>
<tr>
<td>BEVERAGE CELEBRITY ADVERTISING</td>
<td>62</td>
</tr>
<tr>
<td>BEVERAGE TARGET AUDIENCE</td>
<td>62</td>
</tr>
<tr>
<td>BEVERAGE PREFERENCE</td>
<td>62</td>
</tr>
<tr>
<td>RESTAURANT BRAND ASSOCIATIONS</td>
<td>63</td>
</tr>
<tr>
<td>RESTAURANT BRAND AD LOCATION</td>
<td>64</td>
</tr>
<tr>
<td>RESTAURANT SPORTS ADVERTISING</td>
<td>64</td>
</tr>
<tr>
<td>RESTAURANT CELEBRITY ADVERTISING</td>
<td>65</td>
</tr>
<tr>
<td>RESTAURANT TARGET AUDIENCE</td>
<td>65</td>
</tr>
<tr>
<td>RESTAURANT PREFERENCE</td>
<td>65</td>
</tr>
<tr>
<td>SPORTS PARTICIPATION</td>
<td>65</td>
</tr>
<tr>
<td>TEAM SPONSORSHIP – EQUIPMENT</td>
<td>66</td>
</tr>
<tr>
<td>TEAM SPONSORSHIP – SIGNS</td>
<td>66</td>
</tr>
<tr>
<td>SPORTS BETTING – NOTICE SPORT TEAMS</td>
<td>66</td>
</tr>
<tr>
<td>HEALTH MESSAGE EXPERIMENT – CONDITION ASSIGNMENT</td>
<td>67</td>
</tr>
<tr>
<td>HEALTH MESSAGE EXPERIMENT – PERCIEVED HEALTHINESS</td>
<td>68</td>
</tr>
<tr>
<td>HEALTH MESSAGE EXPERIMENT – APPEAL</td>
<td>68</td>
</tr>
<tr>
<td>BRAND EXPERIMENT – CONDITION ASSIGNMENT</td>
<td>69</td>
</tr>
<tr>
<td>BRAND EXPERIMENT – MEASURE ASSIGNMENT</td>
<td>70</td>
</tr>
<tr>
<td>BRAND EXPERIMENT – PERCEIVED TASTE</td>
<td>70</td>
</tr>
<tr>
<td>BRAND EXPERIMENT – LIKELIHOOD OF CONSUMPTION</td>
<td>70</td>
</tr>
<tr>
<td>ENCOURAGEMENT 3</td>
<td>72</td>
</tr>
<tr>
<td>ENCOURAGEMENT 3 - KOALA</td>
<td>72</td>
</tr>
</tbody>
</table>
DATA QUALITY CHECK 1
DATA QUALITY CHECK - FRUIT
OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS
PERCEIVED INCOME ADEQUACY
ETHNICITY - MEXICO
ETHNICITY – LANGUAGE
BIRTH LOCATION
SELF-REPORTED HEIGHT
SELF-REPORTED HEIGHT CONFIRMATION
SELF-REPORTED HEIGHT CORRECTION
SELF-REPORTED WEIGHT
SELF-REPORTED WEIGHT CONFIRMATION
SELF-REPORTED WEIGHT CORRECTION
END SCREEN
REDIRECT
NIELSEN END SCREEN
## PARENT INVITATION & PRE-SCREENING

<table>
<thead>
<tr>
<th>DOMAINS</th>
<th>ENGLISH</th>
<th>SPANISH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAMPLE EMAIL INVITATION</strong></td>
<td>[Email from Nielsen and their partner panels] We've found a survey for you! Simply click “Continue” to begin the survey.</td>
<td>[Email from Nielsen and their partner panels] ¡Hemos encontrado una encuesta para usted! Solo haga clic en &quot;Continuar&quot; para comenzar con la encuesta.</td>
</tr>
<tr>
<td><strong>PANELIST AGE</strong></td>
<td>[Screen shown by Nielsen] What is your age? [numeric] (if &lt;18 or &gt;100: TERMINATE) [Screen shown by Nielsen] Por favor, indique su edad. [numeric] (if &lt;18 or &gt;100: TERMINATE)</td>
<td>[Screen shown by Nielsen] Por favor, indique su edad. [numeric] (if &lt;18 or &gt;100: TERMINATE)</td>
</tr>
<tr>
<td><strong>PANELIST GENDER</strong></td>
<td>[Screen shown by Nielsen] What sex were you assigned at birth, meaning on your original birth certificate? Male Female</td>
<td>[Screen shown by Nielsen] ¿Qué sexo se le asignó al nacer, es decir, en su acta de nacimiento original? Masculino Femenino</td>
</tr>
<tr>
<td><strong>PARENTAL STATUS</strong></td>
<td>[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].”</td>
<td>[Screen shown by Nielsen] Por favor elija las opciones que mejor describan su situación en su hogar: [PROGRAMMER NOTE: Allow participants to select more than one of the first 3 options] Estoy embarazada/esperando un/a hijo/a dentro de 9 meses Tengo uno/a o más hijos/as menores de 18 años viviendo en mi hogar Tengo uno/a o más hijos/as de 18 años o mayores viviendo en mi hogar No tengo hijos/as viviendo en mi hogar y no estoy embarazada/esperando un/a dentro de 9 meses PROGRAMMER NOTE: If no children under age of 18 living in household show: “Muchas gracias por su interés, desafortunadamente no es elegible para este estudio. Le agradecemos su participación y su tiempo. Ha ganado [incentivo del panel].”</td>
</tr>
<tr>
<td>CHILD AGE AND GENDER</td>
<td>[Screen shown by Nielsen] UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>REVISED 2020</td>
<td>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]</td>
<td></td>
</tr>
<tr>
<td>Boy under age 1</td>
<td>Niño menor de 1 año</td>
<td></td>
</tr>
<tr>
<td>Girl under age 1</td>
<td>Niña menor de 1 año</td>
<td></td>
</tr>
<tr>
<td>Boy age 1</td>
<td>Niño de 1 año</td>
<td></td>
</tr>
<tr>
<td>Girl age 1</td>
<td>Niña de 1 año</td>
<td></td>
</tr>
<tr>
<td>Boy age 2</td>
<td>Niño de 2 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 2</td>
<td>Niña de 2 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 3</td>
<td>Niño de 3 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 3</td>
<td>Niña de 3 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 4</td>
<td>Niño de 4 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 4</td>
<td>Niña de 4 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 5</td>
<td>Niño de 5 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 5</td>
<td>Niña de 5 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 6</td>
<td>Niño de 6 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 6</td>
<td>Niña de 6 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 7</td>
<td>Niño de 7 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 7</td>
<td>Niña de 7 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 8</td>
<td>Niño de 8 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 8</td>
<td>Niña de 8 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 9</td>
<td>Niño de 9 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 9</td>
<td>Niña de 9 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 10</td>
<td>Niño de 10 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 10</td>
<td>Niña de 10 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 11</td>
<td>Niño de 11 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 11</td>
<td>Niña de 11 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 12</td>
<td>Niño de 12 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 12</td>
<td>Niña de 12 años</td>
<td></td>
</tr>
<tr>
<td>Boy age 13</td>
<td>Niño de 13 años</td>
<td></td>
</tr>
<tr>
<td>Girl age 13</td>
<td>Niña de 13 años</td>
<td></td>
</tr>
</tbody>
</table>
We would like to conduct a survey with ONE of your CHILDREN AGED 10-17.

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 other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use).

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].”

Respondents who indicated they had a child between the ages of 10-17 show:

**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]

PROGRAMMER NOTE: If respondent does NOT have any children age 10-17 show: “Muchas gracias por su interés, desafortunadamente no es elegible para este estudio. Le agradecemos su participación y su tiempo. Ha ganado [incentivo del panel].”

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

**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 other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use).

**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]

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

**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 other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use).

**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]
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.

Se están realizando encuestas similares en otros cinco países para que los investigadores puedan saber más sobre los tipos de alimentos que comen los niños y los anuncios que ven los niños en diferentes partes del mundo.

Este estudio está siendo realizado por el profesor David Hammond de la Universidad de Waterloo, Canadá.

La encuesta dura unos 20 minutos.

Como agradecimiento por la participación de su hijo/a, la empresa de encuestas le dará su compensación habitual.

Le haremos a su hijo algunas preguntas cortas para ver si es elegible para responder a la encuesta. Todas las demás preguntas son totalmente voluntarias. Su hijo/a puede dar click en ‘Se negó a responder’ a cualquier pregunta que no quieran contestar, y recibirá la recompensa. Su hijo/a puede decidir dejar de participar en cualquier momento, pero si cierra la encuesta antes de terminarla no recibirá la recompensa y los datos que se hayan recogido pueden ser borrados por el investigador. No hay riesgos conocidos o anticipados por el hecho de que su hijo participe en la encuesta.

Tomamos muy en serio la privacidad de su hijo/a y mantendremos su identidad confidencial. Nunca compartiremos su información personal con ninguna compañía o empresa de marketing. Toda la información que proporcione su hijo/a será agrupada con las respuestas de otros participantes, lo que significa que no habrá manera de identificar a los participantes individualmente en los informes que creamos. No se le pedirá a su hijo/a que proporcione su nombre, dirección, ni número de teléfono.

Los datos del estudio se recogerán con el software Alchemer. Las direcciones de protocolo de Internet (IP) pueden ser registradas por el software utilizado para este estudio para evitar respuestas duplicadas en la base de datos, pero esta información no será utilizada por los investigadores o los propietarios de los programas para identificarlo a usted o a su hijo/a personalmente. Por favor tenga en cuenta que aunque implementamos medidas de seguridad diseñadas para proteger todos los datos de las encuestas, cuando la información se transmite a través de Internet, existe el riesgo de que las respuestas de su hijo/a puedan ser...
- 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.
- Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 27/09/2023. If you have general questions regarding your child’s rights as a research study participant, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx.
- 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. Alejandra Jáuregui de la Mota, a local study researcher from the Instituto Nacional de Salud Pública in Mexico at 777-329-3000 ext. 7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx.

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]

interceptadas por un tercero (por ejemplo, agencias gubernamentales, hackers).
- Los datos se almacenarán durante un mínimo de 7 años en un servidor seguro de la Universidad de Waterloo en Canadá. Los análisis también pueden ser realizados por miembros de equipos de investigación internacionales, pero solo con datos no identificables almacenados en equipos de computo protegidos con contraseñas.
- Las preguntas que usted haya respondido hasta este momento son para la empresa que hace la encuesta y no serán compartidas con los investigadores.
- Este proyecto ha sido revisado y autorizado por un comité de ética de investigación de la Universidad de Waterloo (REB# 41477). Sin embargo, la decisión final sobre la participación es suya y de su hijo. Si tiene preguntas para el comité, por favor comuníquese con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4567 ext. 36005 o por email a reb@uwaterloo.ca.
- Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSP) y aprobado el 27/09/2023. Si usted tiene preguntas generales acerca de los derechos de su hijo/a como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Angélica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 am a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx.
- Para cualquier otra pregunta sobre el estudio, por favor póngase en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 o por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un horario de 9:30 a 14:00 hrs. de lunes a viernes, o por email a alejandra.jauregui@insp.mx.

Tome en cuenta que su hijo/a no necesita estar disponible en este momento para participar. Después de responder a las preguntas de los
<table>
<thead>
<tr>
<th>CITY</th>
<th>REVISED 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child’s background.</td>
<td></td>
</tr>
<tr>
<td><strong>What city or town does your child live in?</strong></td>
<td></td>
</tr>
<tr>
<td>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]</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>Refuse to answer</td>
<td></td>
</tr>
<tr>
<td><strong>¿En qué ciudad o pueblo vive su hijo/a?</strong></td>
<td></td>
</tr>
<tr>
<td>Esta información nos ayuda a entender el ambiente alimentario en donde vive su hijo/a. Como recordatorio: la identidad de su hijo/a se mantendrá estrictamente confidencial.</td>
<td></td>
</tr>
<tr>
<td>Introduzca la ciudad/pueblo: ____________ [open-text]</td>
<td></td>
</tr>
<tr>
<td>No sabe</td>
<td></td>
</tr>
<tr>
<td>Se negó a responder</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERCEIVED INCOME ADEQUACY</th>
<th>LITWIN &amp; SAPIR 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Pensando en sus ingresos mensuales totales, ¿qué tan difícil o fácil le resulta ganar suficiente dinero para vivir sin deudas?</strong></td>
<td></td>
</tr>
<tr>
<td>Very difficult</td>
<td></td>
</tr>
<tr>
<td>Muy difícil</td>
<td></td>
</tr>
<tr>
<td>Difficult</td>
<td></td>
</tr>
<tr>
<td>Difícil</td>
<td></td>
</tr>
<tr>
<td>Neither easy nor difficult</td>
<td></td>
</tr>
<tr>
<td>Ni fácil ni difícil</td>
<td></td>
</tr>
<tr>
<td>Easy</td>
<td></td>
</tr>
<tr>
<td>Fácil</td>
<td></td>
</tr>
<tr>
<td>Very easy</td>
<td></td>
</tr>
<tr>
<td>Muy fácil</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>No sabe</td>
<td></td>
</tr>
<tr>
<td>Refuse to answer</td>
<td></td>
</tr>
<tr>
<td>Se negó a responder</td>
<td></td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
</table>
**Handover to Child**

The remaining questions should be completed by YOUR CHILD AGED 10-17.

If your child is **not** currently available, 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 original survey invitation will not 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**

<table>
<thead>
<tr>
<th>Domain Source</th>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility Intro</td>
<td><strong>Hello! We have a couple of questions for you before the survey starts. [Parents/guardians: please pass the survey to your child]</strong></td>
<td><strong>¡Hola! Tenemos un par de preguntas para ti antes de que comience la encuesta. [Padres/tutores: por favor pasen la encuesta a su hijo/a]</strong></td>
</tr>
</tbody>
</table>

**[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.]** | **[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: “Desafortunadamente no eres elegible para participar en el estudio.” y luego redirija a la pantalla de descalificación del estudio descrita abajo.]

Si el respondente usa el enlace copiado para intentar volver a completar la encuesta después de que ya la completó una vez, mostrará el siguiente mensaje en rojo debajo del texto anterior: “Ya ha respondido a la encuesta. Gracias nuevamente por su participación.” y luego rediriga a la pantalla de descalificación del estudio descrita abajo.** |
<table>
<thead>
<tr>
<th>AGE</th>
<th>How old are you?</th>
<th>¿Cuántos años tienes?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9 years or younger</td>
<td>9 años o menores</td>
</tr>
<tr>
<td></td>
<td>10 years</td>
<td>10 años</td>
</tr>
<tr>
<td></td>
<td>11 years</td>
<td>11 años</td>
</tr>
<tr>
<td></td>
<td>12 years</td>
<td>12 años</td>
</tr>
<tr>
<td></td>
<td>13 years</td>
<td>13 años</td>
</tr>
<tr>
<td></td>
<td>14 years</td>
<td>14 años</td>
</tr>
<tr>
<td></td>
<td>15 years</td>
<td>15 años</td>
</tr>
<tr>
<td></td>
<td>16 years</td>
<td>16 años</td>
</tr>
<tr>
<td></td>
<td>17 years</td>
<td>17 años</td>
</tr>
<tr>
<td></td>
<td>18 years or older</td>
<td>18 años o más</td>
</tr>
</tbody>
</table>

[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.”]

<table>
<thead>
<tr>
<th>SEX</th>
<th>What was your sex at birth?</th>
<th>¿Cuál es el sexo con el que nació?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Masculino</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>Femenino</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFO LETTER</th>
<th>Before you start, please read this letter and let us know if you agree to participate.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- 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).</td>
</tr>
<tr>
<td></td>
<td>- 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.</td>
</tr>
<tr>
<td></td>
<td>- You must be between 10 and 17 years of age to participate.</td>
</tr>
<tr>
<td></td>
<td>- The survey will take about 20 minutes.</td>
</tr>
<tr>
<td></td>
<td>- The survey is run by Professor David Hammond at the University of Waterloo, Canada.</td>
</tr>
<tr>
<td></td>
<td>- As a thank you for participating, the survey firm will provide their usual reward to your parent/guardian.</td>
</tr>
<tr>
<td></td>
<td>- 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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Antes de comenzar, por favor lee esta carta y dinos si estás de acuerdo en participar.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- La encuesta hace preguntas sobre los tipos de alimentos que comes, los anuncios de alimentos y otros productos que ves, y tus antecedentes (por ejemplo: tu edad, peso y hábitos en cuanto a fumar o consumir cannabis o alcohol).</td>
</tr>
<tr>
<td></td>
<td>- Se están realizando encuestas similares en otros cinco países para que los investigadores puedan saber más sobre los tipos de alimentos que comen los niños y los anuncios que ven los niños en diferentes partes del mundo.</td>
</tr>
<tr>
<td></td>
<td>- Debes tener entre 10 y 17 años de edad para participar.</td>
</tr>
<tr>
<td></td>
<td>- La encuesta dura unos 20 minutos.</td>
</tr>
<tr>
<td></td>
<td>- Este estudio está siendo realizado por el profesor David Hammond de la Universidad de Waterloo, Canadá.</td>
</tr>
<tr>
<td></td>
<td>- Como agradecimiento por participar, la empresa de encuestas le dará su premio habitual a tus padres/tutores.</td>
</tr>
</tbody>
</table>
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.

- Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 27/09/2023. If you have general questions regarding your rights as a research study participant, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx.

- 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. Alejandra Jáuregui de la Mota, a local study researcher from the Instituto Nacional de Salud Pública en Mexico at 777-329-3000 ext. 7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx.

- No tienes la obligación de participar. Si decides participar, puedes hacer clic en “se negó a responder” a cualquier pregunta que no desees responder, y tus padres/tutores seguirán recibiendo el premio. Puedes dejar de participar en cualquier momento, pero si cierras la encuesta antes del final, tus padres/tutores no recibirán el premio. Los datos que se hayan recogido pueden ser borrados por el investigador. Hasta donde sabemos, participar en este estudio no te lastimará ni te hará sentir mal.

- Tomamos muy en serio tu privacidad y mantendremos tu identidad confidencial. La encuesta no tendrá tu nombre en ella, así que nadie sabrá que son tus respuestas. Solo los investigadores del estudio verán tus respuestas. Tu información se guardará durante al menos 7 años en un lugar seguro en la Universidad de Waterloo en Canadá. Otros investigadores internacionales del estudio también pueden analizar tus respuestas a la encuesta y almacenar tu información en una computadora protegida por contraseñas.

- Este proyecto ha sido revisado y autorizado por un comité de ética de investigación de la Universidad de Waterloo (REB# 41477). Si tienes preguntas para el comité, por favor comuníquese con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4567 ext. 36005 ó por email a reb@uwaterloo.ca.

- Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSF y aprobado el 27/09/2023. Si usted tiene preguntas generales relacionadas con sus derechos como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Angélica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 am a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx.

- Si tiene alguna otra pregunta sobre el estudio, por favor póngase en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 ó por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un horario de 9:30 a 14:00 hrs. de lunes a viernes, ó por email a alejandra.jauregui@insp.mx.
<table>
<thead>
<tr>
<th>CONSENT</th>
<th>Do you agree to participate in this survey?</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSENT</td>
<td>Yes → [Continue to survey]</td>
</tr>
<tr>
<td></td>
<td>No → Thank you for your time. You will now be redirected back to the survey company. [TERMINATE]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENCOURAGEMENT 1</th>
<th>ENCOURAGEMENT 1 - DOG</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is NOT a test...but it is an important health survey.</td>
<td></td>
</tr>
<tr>
<td>Please answer as honestly as you can. Thanks!</td>
<td></td>
</tr>
<tr>
<td>Let’s get started!</td>
<td></td>
</tr>
<tr>
<td>Click ‘next’ to continue.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENCOURAGEMENT 1</th>
<th>ENCOURAGEMENT 1 - DOG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esto NO es una prueba... ¡pero es una encuesta de salud importante.</td>
<td></td>
</tr>
<tr>
<td>Por favor responde lo más honestamente posible. ¡Gracias!</td>
<td></td>
</tr>
<tr>
<td>¡Vamos a empezar!</td>
<td></td>
</tr>
<tr>
<td>Haz clic en ‘Siguiente’ para continuar.</td>
<td></td>
</tr>
<tr>
<td>REGION - MEX</td>
<td>UNIVERSE: Mexico</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>What state do you live in?</td>
</tr>
<tr>
<td>REGION_MEX</td>
<td>Aguascalientes</td>
</tr>
<tr>
<td>REGION_OTEXT_MEX</td>
<td>Baja California</td>
</tr>
<tr>
<td></td>
<td>Baja California Sur</td>
</tr>
<tr>
<td></td>
<td>Campeche</td>
</tr>
<tr>
<td></td>
<td>Chiapas</td>
</tr>
<tr>
<td></td>
<td>Chihuahua</td>
</tr>
<tr>
<td></td>
<td>Ciudad de México</td>
</tr>
<tr>
<td></td>
<td>Coahuila</td>
</tr>
<tr>
<td></td>
<td>Colima</td>
</tr>
<tr>
<td></td>
<td>Durango</td>
</tr>
<tr>
<td></td>
<td>Guanajuato</td>
</tr>
<tr>
<td></td>
<td>Guerrero</td>
</tr>
<tr>
<td></td>
<td>Hidalgo</td>
</tr>
<tr>
<td></td>
<td>Jalisco</td>
</tr>
<tr>
<td></td>
<td>México</td>
</tr>
<tr>
<td></td>
<td>Michoacán</td>
</tr>
<tr>
<td></td>
<td>Morelos</td>
</tr>
<tr>
<td></td>
<td>Nayarit</td>
</tr>
<tr>
<td></td>
<td>Nuevo León</td>
</tr>
<tr>
<td></td>
<td>Oaxaca</td>
</tr>
<tr>
<td></td>
<td>Puebla</td>
</tr>
<tr>
<td></td>
<td>Querétaro</td>
</tr>
<tr>
<td></td>
<td>Quintana Roo</td>
</tr>
<tr>
<td></td>
<td>San Luis Potosí</td>
</tr>
<tr>
<td></td>
<td>Sinaloa</td>
</tr>
<tr>
<td></td>
<td>Sonora</td>
</tr>
<tr>
<td></td>
<td>Tabasco</td>
</tr>
<tr>
<td></td>
<td>Tamaulipas</td>
</tr>
<tr>
<td></td>
<td>Tlaxcala</td>
</tr>
<tr>
<td></td>
<td>Veracruz</td>
</tr>
<tr>
<td></td>
<td>Yucatán</td>
</tr>
<tr>
<td></td>
<td>Zacatecas</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>EDUCATION LEVEL</td>
<td>Refuse to answer</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>UNIVERSE: Mexico</strong></td>
<td><strong>UNIVERSE: México</strong></td>
</tr>
<tr>
<td><strong>What school grade are you in?</strong></td>
<td><strong>¿En qué grado escolar estás?</strong></td>
</tr>
<tr>
<td>3° de primaria o menor (3rd Grade or lower)</td>
<td>3° de primaria o menor</td>
</tr>
<tr>
<td>4° de primaria (4th Grade)</td>
<td>4° de primaria</td>
</tr>
<tr>
<td>5° de primaria (5th Grade)</td>
<td>5° de primaria</td>
</tr>
<tr>
<td>6° de primaria (6th Grade)</td>
<td>6° de primaria</td>
</tr>
<tr>
<td>1° de secundaria (1st Secondary school)</td>
<td>1° de secundaria</td>
</tr>
<tr>
<td>2° de secundaria (2nd Secondary school)</td>
<td>2° de secundaria</td>
</tr>
<tr>
<td>3° de secundaria (3rd Secondary school)</td>
<td>3° de secundaria</td>
</tr>
<tr>
<td>1° de preparatoria (1st High school)</td>
<td>1° de preparatoria</td>
</tr>
<tr>
<td>2° de preparatoria (2nd High school)</td>
<td>2° de preparatoria</td>
</tr>
<tr>
<td>3° de preparatoria (3rd High school)</td>
<td>3° de preparatoria</td>
</tr>
<tr>
<td>Escuela técnica (Technical school)</td>
<td>Escuela técnica</td>
</tr>
<tr>
<td>Universidad (University)</td>
<td>Universidad</td>
</tr>
<tr>
<td>Other (please specify): __________</td>
<td>Otro (por favor especifica): __________</td>
</tr>
<tr>
<td>I'm not in school</td>
<td>No estoy en la escuela</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<p>| <strong>UNIVERSE: Mexico and “not in school”</strong> | <strong>¿Cuál fue el último grado escolar que terminaste?</strong> |
| <strong>What was the last school grade you finished?</strong> | <strong>¿Cuál fue el último grado escolar que terminaste?</strong> |
| 3rd Grade or lower | 3° de primaria o menor |
| 4th Grade | 4° de primaria |
| 5th Grade | 5° de primaria |
| 6th Grade | 6° de primaria |
| 1st Secondary school | 1° de secundaria |
| 2nd Secondary school | 2° de secundaria |
| 3rd Secondary school | 3° de secundaria |
| 1st High school | 1° de preparatoria |
| 2nd High school | 2° de preparatoria |
| 3rd High school | 3° de preparatoria |
| Technical school | Escuela técnica |
| University | Universidad |
| Other (please specify): __________ | Otro (por favor especifica): __________ |
| Don’t know | No sabe |
| Refuse to answer | Se negó a responder |</p>
<table>
<thead>
<tr>
<th>School Grades</th>
<th><strong>UNIVERSE</strong>: Mexico</th>
<th><strong>UNIVERSO</strong>: México</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What grades do you usually get in school?</strong></td>
<td>5 or less</td>
<td>5 o menos</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School System</th>
<th><strong>UNIVERSE</strong>: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)</th>
<th><strong>UNIVERSE</strong>: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Are you taking your classes at school or online/from home?</strong></td>
<td>All classes at school</td>
<td>Todas las clases en la escuela/colegio</td>
</tr>
<tr>
<td></td>
<td>All classes online/from home</td>
<td>Todas las clases en línea/en casa</td>
</tr>
<tr>
<td></td>
<td>Some classes at school, some classes online/from home</td>
<td>Algunas clases en la escuela/colegio, algunas clases en línea/en casa</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School Attendance</th>
<th><strong>UNIVERSE</strong>: Students currently in 3° de preparatoria 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.</th>
<th><strong>UNIVERSE</strong>: Students currently in 3° de preparatoria 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.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How often did you go to your school (in the school building) in the last 30 days?</strong></td>
<td>Never</td>
<td>Nunca</td>
</tr>
<tr>
<td></td>
<td>Some days</td>
<td>Algunos días</td>
</tr>
<tr>
<td></td>
<td>Most days</td>
<td>La mayoría de los días</td>
</tr>
<tr>
<td></td>
<td>Every school day</td>
<td>Todos los días de escuela/colegio</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
# PURCHASING AND SPENDING MONEY

**SPENDING MONEY**  
Adapted from COMPASS

**COUNTRY SPECIFIC WORDING**

**MONEY_MEX**

**UNIVERSE:** Mexico

**About how much money do you usually get each week to spend on yourself or to save?**  
(Remember to include all money from allowances and jobs like baby-sitting, delivering papers, etc.)

- $0 (none)
- $1-50
- $51-100
- $101-200
- $201-500
- $501-1000
- More than $1000
- Don’t know
- Refuse to answer

**UNIVERSE:** Mexico

**Aproximadamente, ¿cuánto dinero recibes cada semana para gastar en ti mismo o para ahorrar?**  
(Recuerda incluir todo el dinero que te dan tus padres y dinero que ganas por trabajar.)

- $0 (nada)
- $1-50
- $51-100
- $101-200
- $201-500
- $501-1000
- Más de $1000
- No sabe
- Se negó a responder

---

**SPEND MONEY ON FOOD – LOCATION**  
REVISED 2020  
(DK/R response format)  
REVISED 2021

**COUNTRY SPECIFIC WORDING**

**BUY_LOC_CONV**  
**BUY_LOC_GROC**  
**BUY_LOC_REST**  
**BUY_LOC_SCH**

**UNIVERSE:** Mexico

**Think about the last 7 days. Did you buy food or drinks for yourself...**

- At a corner store or convenience store
- At a supermarket
- At a fast food or sit-down restaurant
- At a school (including cafeteria, vending machine, snack shop, etc.)

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

- Yes
- No
- Don’t know
- Refuse to answer

**UNIVERSE:** Mexico

**Piensa en los últimos 7 días. ¿Compraste comida o bebidas para ti...**

- En una tienda de la esquina o tienda de conveniencia
- En un supermercado
- En un restaurante de comida rápida o donde uno come sentado
- En una escuela (incluyendo cafetería, máquina expendedora, tienda de refrigerios, etc.)

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

- Sí
- No
- Don’t know
- Refuse to answer
## DIET SOURCES AND PATTERNS

<table>
<thead>
<tr>
<th>FOOD SOURCE - EATING OUT FREQUENCY</th>
<th>Think about the last 7 days. How many days did you have a meal (breakfast, lunch or dinner) from restaurants, fast food places, food stands, or vending machines? Don’t include meals at school.</th>
</tr>
</thead>
<tbody>
<tr>
<td>EATOUT_FREQ</td>
<td>0 days (not at all)</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
</tr>
<tr>
<td></td>
<td>2 days</td>
</tr>
<tr>
<td></td>
<td>3 days</td>
</tr>
<tr>
<td></td>
<td>4 days</td>
</tr>
<tr>
<td></td>
<td>5 days</td>
</tr>
<tr>
<td></td>
<td>6 days</td>
</tr>
<tr>
<td></td>
<td>7 days (every day)</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BREAKFAST PATTERNS</th>
<th>Think about the last 7 days. How many days did you eat breakfast?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BKFST_FREQ</td>
<td>0 days (not at all)</td>
</tr>
<tr>
<td></td>
<td>1 day</td>
</tr>
<tr>
<td></td>
<td>2 days</td>
</tr>
<tr>
<td></td>
<td>3 days</td>
</tr>
<tr>
<td></td>
<td>4 days</td>
</tr>
<tr>
<td></td>
<td>5 days</td>
</tr>
<tr>
<td></td>
<td>6 days</td>
</tr>
<tr>
<td></td>
<td>7 days (every day)</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Piensa en los últimos 7 días. ¿Cuántos días comiste (desayuno, comida o cena) en restaurantes, restaurantes de comida rápida, puestos de comida o de las máquinas expendedoras?</th>
</tr>
</thead>
<tbody>
<tr>
<td>EATOUT_FREQ</td>
<td>No incluyas las comidas en la escuela.</td>
</tr>
<tr>
<td></td>
<td>0 días (nada en absoluto)</td>
</tr>
<tr>
<td></td>
<td>1 día</td>
</tr>
<tr>
<td></td>
<td>2 días</td>
</tr>
<tr>
<td></td>
<td>3 días</td>
</tr>
<tr>
<td></td>
<td>4 días</td>
</tr>
<tr>
<td></td>
<td>5 días</td>
</tr>
<tr>
<td></td>
<td>6 días</td>
</tr>
<tr>
<td></td>
<td>7 días (todos los días)</td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
### FAMILY DINNER PATTERNS
Adapted from Project-EAT

<table>
<thead>
<tr>
<th>FAM_FREQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think about the last 7 days. How many days did you sit down to eat dinner or supper with at least one of your parents/guardians?</td>
</tr>
<tr>
<td>0 days (not at all)</td>
</tr>
<tr>
<td>1 day</td>
</tr>
<tr>
<td>2 days</td>
</tr>
<tr>
<td>3 days</td>
</tr>
<tr>
<td>4 days</td>
</tr>
<tr>
<td>5 days</td>
</tr>
<tr>
<td>6 days</td>
</tr>
<tr>
<td>7 days (every day)</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

### FOOD PREP - DINNER
Adapted from PROJECT EAT 2009-2010

<table>
<thead>
<tr>
<th>PREP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think about the last 7 days. How many days did you help make dinner or supper?</td>
</tr>
<tr>
<td>0 days (not at all)</td>
</tr>
<tr>
<td>1 day</td>
</tr>
<tr>
<td>2 days</td>
</tr>
<tr>
<td>3 days</td>
</tr>
<tr>
<td>4 days</td>
</tr>
<tr>
<td>5 days</td>
</tr>
<tr>
<td>6 days</td>
</tr>
<tr>
<td>7 days (every day)</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

### Piensa en los últimos 7 días.
¿Cuántos días te sentaste a comer o a cenar con al menos uno de tus padres/tutores?

| 0 días (nada en absoluto) |
| 1 día |
| 2 días |
| 3 días |
| 4 días |
| 5 días |
| 6 días |
| 7 días (todos los días) |
| No sabe |
| Se negó a responder |

### Piensa en los últimos 7 días.
¿Cuántos días ayudaste a preparar la comida o la cena?

<p>| 0 días (nada en absoluto) |
| 1 día |
| 2 días |
| 3 días |
| 4 días |
| 5 días |
| 6 días |
| 7 días (todos los días) |
| No sabe |
| Se negó a responder |</p>
<table>
<thead>
<tr>
<th>BEVERAGE INTAKE – ANY CONSUMPTION</th>
<th>Did you drink any of these in the last 7 days?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular soda like Coke, Pepsi, 7-up, Sprite</td>
<td>¿Has tomado alguna de estas bebidas en los últimos 7 días?</td>
</tr>
<tr>
<td>Diet soda like Diet Pepsi, Coke Zero</td>
<td>Bebidas refrescos normal como Coca-Cola, Pepsi, 7-up, Sprite</td>
</tr>
<tr>
<td>Sports drinks like Gatorade, Powerade</td>
<td>Bebidas refrescos de dieta como Pepsi de Dieta, Coca-Cola Zero</td>
</tr>
<tr>
<td>Energy drinks like Red Bull, Rockstar, Monster</td>
<td>Bebidas deportivas como Gatorade, Powerade</td>
</tr>
<tr>
<td>Frozen drinks like slushies, ICEEs</td>
<td>Bebidas energéticas como Red Bull, Rockstar, Monster</td>
</tr>
<tr>
<td>Coffee or tea with sugar including drinks like lattes, mochas, frappuccinos, macchiatos, iced coffee with sugar</td>
<td>Bebidas congeladas como granizados, ICEEs</td>
</tr>
<tr>
<td>Coffee or tea with NO sugar including drinks like lattes, cappuccinos with NO sugar</td>
<td>Café o té con azúcar incluyendo bebidas como lattes, mochas, frappuccinos, café helado con azúcar</td>
</tr>
<tr>
<td>100% fruit or vegetable juice like orange juice, apple juice</td>
<td>Café o té sin azúcar incluyendo bebidas como lattes, cappuccinos sin azúcar</td>
</tr>
<tr>
<td>Fruit drinks like lemonade, iced tea, Zuko, coconut water, aguas frescas</td>
<td>Jugo 100% de frutas o verduras como jugo de naranja, de manzana</td>
</tr>
<tr>
<td>Flavored waters or vitamin waters like Vitaminwater, Clight</td>
<td>Bebidas de frutas como limonada, té helado, Zuko, agua de coco, aguas frescas</td>
</tr>
<tr>
<td>Water including bottled water (flat or sparkling) or water from the tap (boiled or unboiled) or garrafón</td>
<td>Aguas de sabor o vitaminadas como Vitaminwater, Clight</td>
</tr>
<tr>
<td>Smoothies, protein shakes or drinkable yogurt</td>
<td>Agua incluyendo agua embotellada (con o sin gas) o de la llave (hervida o sin hervir) o de garrafón</td>
</tr>
<tr>
<td>White milk or alternatives like unsweetened soy or almond milk. *Don’t include milk in cereal.</td>
<td>Smoothies, licuados de proteínas o yogur para beber</td>
</tr>
<tr>
<td>Chocolate or flavoured milk including hot chocolate, and alternatives like sweetened soy or almond milk</td>
<td>Leche de vaca o alternativas a la leche, como la leche de soya o de almendras sin endulzante. *No incluyas la leche en el cereal.</td>
</tr>
</tbody>
</table>

[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 | Sí |
| No | No |
| Don’t know | No sabe |
| Refuse to answer | Se negó a responder |
### BEVERAGE INTAKE - AMOUNT

**REVISED 2020**

**COUNTRY SPECIFIC WORDING**

**BFQ_1_N - BFQ_14_N**

### HOW MANY OF THESE DRINKS did you have in the last 7 days?

*For example:*
- If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.
- 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 soda** like Coke, Pepsi, 7-up, Sprite, root beer
- [dropdown] **Diet soda** like Diet Pepsi, Coke Zero
- [dropdown] **Sports drinks** like Gatorade, Powerade
- [dropdown] **Energy drinks** like Red Bull, Rockstar, Monster
- [dropdown] **Frozen drinks** like slushies, ICEEs
- [dropdown] **Coffee or tea with sugar** including drinks like lattes, mochas, frappuccinos, macchiatos, iced coffee with sugar
- [dropdown] **Coffee or tea with NO sugar** including drinks like lattes, cappuccinos with NO sugar
- [dropdown] **100% fruit or vegetable juice** like orange juice, apple juice
- [dropdown] **Fruit drinks** like lemonade, iced tea, Zuko, coconut water
- [dropdown] **Flavored waters or vitamin waters** like Vitaminwater, Clight
- [dropdown] **Water** including bottled water (flat or sparkling) or water from the tap (boiled or unboiled) or garrafón
- [dropdown] **Smoothies, protein shakes or drinkable yogurt**
- [dropdown] **White 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

### ¿CUÁNTAS DE ESTAS BEBIDAS has tomado en los últimos 7 días?

*Por ejemplo:*
- Si tomaste agua el lunes para el desayuno y el jueves para el almuerzo, serían 2 bebidas.
- Si tomaste agua en el almuerzo todos los días de escuela, serían 5 bebidas.

[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] **Bebidas refrescos normal** como Coca-Cola, Pepsi, 7-up, Sprite
- [dropdown] **Bebidas refrescos de dieta** como Pepsi de Dieta, Coca-Cola Zero
- [dropdown] **Bebidas deportivas** como Gatorade, Powerade
- [dropdown] **Bebidas energéticas** como Red Bull, Rockstar, Monster
- [dropdown] **Bebidas congeladas** como granizados, ICEEs
- [dropdown] **Café o té con azúcar** incluyendo bebidas como lattes, mochas, frappuccinos, café helado con azúcar
- [dropdown] **Café o té sin azúcar** incluyendo bebidas como lattes, cappuccinos sin azúcar
- [dropdown] **Jugo 100% de frutas o verduras** como jugo de naranja, de manzana
- [dropdown] **Bebidas de frutas** como limonada, té helado, Zuko, agua de coco, aguas frescas
- [dropdown] **Aguas de sabor o vitaminadas** como Vitaminwater, Clight
- [dropdown] **Agua incluyendo agua embotellada (con o sin gas) o de la llave (hervida o sin hervir) o de garrafón
- [dropdown] **Smoothies, licuados de proteínas o yogur para beber**
- [dropdown] **Leche de vaca** o alternativas a la leche, como la leche de soya o de almendras sin endulzante. *No incluyas la leche en el cereal.*
- [dropdown] **Leche con chocolate o algún otro sabor** incluyendo chocolate caliente y alternativas a la leche, como la leche de soya o de almendras con endulzante.
<table>
<thead>
<tr>
<th>BEVERAGE INTAKE – DIET DRINKS</th>
<th>UNIVERSER: Respondents age 14-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>BFQ_3_N_DIET</td>
<td>[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]</td>
</tr>
<tr>
<td></td>
<td>UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)</td>
</tr>
<tr>
<td></td>
<td>You told us you had [#] sports drinks in the last 7 days. How many of those were diet, low-calorie or no-calorie like G2 or Powerade Zero? [dropdown]</td>
</tr>
<tr>
<td>BFQ_4_N_DIET</td>
<td>UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)</td>
</tr>
<tr>
<td></td>
<td>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]</td>
</tr>
<tr>
<td>BFQ_9_N_DIET</td>
<td>UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)</td>
</tr>
<tr>
<td></td>
<td>You told us you had [#] fruit drinks in the last 7 days. How many of those were diet, low-calorie or no-calorie like diet lemonade or unsweetened iced tea? [dropdown]</td>
</tr>
<tr>
<td>BFQ_10_N_DIET</td>
<td>UNIVERSE: Selected flavoured water in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)</td>
</tr>
<tr>
<td></td>
<td>You told us you had [#] flavored waters or vitamin waters in the last 7 days. How many of those were diet, low-calorie or no-calorie like Clight? [dropdown]</td>
</tr>
</tbody>
</table>
### DIET INDICATORS

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAT_SD</td>
<td>You just told us about the last 7 days. Now think about yesterday. Did you have any of the following yesterday?</td>
</tr>
<tr>
<td>EAT_FF</td>
<td>Sugary drinks</td>
</tr>
<tr>
<td>EAT_CEREAL</td>
<td>Fast food from a restaurant</td>
</tr>
<tr>
<td>EAT_SNACK</td>
<td>Sugary cereals</td>
</tr>
<tr>
<td>EAT_DESSERT</td>
<td>Snacks like crackers, chips or granola bars</td>
</tr>
<tr>
<td>EAT_FV</td>
<td>Desserts or treats like cookies, ice cream or candy</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sí</td>
<td>No</td>
<td>No sabe</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

### FRUIT INTAKE

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRUIT_FREQ</td>
<td>How many times did you eat fruit yesterday?</td>
</tr>
<tr>
<td></td>
<td>Please include fresh, frozen, dried or canned fruit. Don’t include fruit juice.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>0 times</th>
<th>1 time</th>
<th>2 times</th>
<th>3 times</th>
<th>4 times</th>
<th>5 times</th>
<th>6 times</th>
<th>7 times</th>
<th>8 times</th>
<th>9 times</th>
<th>10 or more times</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 veces</td>
<td>1 vez</td>
<td>2 veces</td>
<td>3 veces</td>
<td>4 veces</td>
<td>5 veces</td>
<td>6 veces</td>
<td>7 veces</td>
<td>8 veces</td>
<td>9 veces</td>
<td>10 ó más veces</td>
<td>No sabe</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
### Vegetable Intake

**Question:** How many times did you eat vegetables yesterday?

Don't include french fries, fried potatoes, or potato chips.

- 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

**Spanish Question:** ¿Cuántas veces comiste verduras ayer?

No incluyas ningún tipo de papa frita, papas a la francesa ni papas fritas crujientes/chips.

- 0 veces
- 1 vez
- 2 veces
- 3 veces
- 4 veces
- 5 veces
- 6 veces
- 7 veces
- 8 veces
- 9 veces
- 10 ó más veces
- No sabe
- Se negó a responder

### Last Restaurant Visit

**Question:** When was the last time you visited a restaurant (including a fast-food outlet or coffee shop)?

- Within the last 24 hours
- Within the last 7 days
- 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

**Spanish Question:** ¿Cuándo fue la última vez que comió en un restaurante (incluidos establecimientos de comida rápida o cafeterías)?

- En las últimas 24 horas
- En los últimos 7 días
- En el último mes
- En los últimos 3 meses
- En los últimos 6 meses
- Hace más de 6 meses
- No sabe
- Se negó a responder

### Menu Labelling – Noticing

**Question:** The last time you visited a restaurant, did you notice any nutrition information?

- Yes
- No
- Don’t know
- Refuse to answer

**Spanish Question:** La última vez que comió en un restaurante, ¿vio en algún lugar información nutricional?

- Sí
- No
- No sabe
- Se negó a responder
<table>
<thead>
<tr>
<th>MENU LABELLING – IMPACT</th>
<th>REST_ACT_TYPE</th>
<th>REST_ACT_NONE</th>
<th>REST_ACT_DK</th>
<th>REST_ACT_R</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW 2020</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)**</td>
<td>In the past 6 months, have you done any of the following because of nutrition information in restaurants? (Select all that apply) Ordered something different Ate less of the food you ordered Changed which restaurants you visit Ate at restaurants less often None of the above Don’t know Refuse to answer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**UNIVERSE:** Respondents age 14-17; Visited restaurant within last 6 months (rest_visit=1-5)**

En los últimos 6 meses, ¿ha tomado alguna de las siguientes decisiones debido a la información nutricional de los restaurantes? (Seleccione todas las opciones que apliquen) Ordenó algo diferente No comió todos los alimentos que ordenó Cambió de restaurante Comió en restaurantes con menor frecuencia Ninguna de las anteriores No sabe Se negó a responder

<table>
<thead>
<tr>
<th>ONLINE ORDERING</th>
<th><strong>NEW 2022</strong></th>
<th>COUNTRY SPECIFIC WORDING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLN_REST</strong></td>
<td><strong>ONLN_CONV</strong></td>
<td><strong>ONLN_NONE</strong></td>
</tr>
<tr>
<td>ONLN_DK</td>
<td>ONLN_R</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Respondents aged 14-17**</td>
<td>Have you ordered any of the following online or using an app, 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). (Select all that apply). Meals/food/drinks from a restaurant Snacks/food/drinks from a convenience store None of the above Don’t know Refuse to answer</td>
<td></td>
</tr>
</tbody>
</table>

**UNIVERSE:** Respondents aged 14-17**

¿Ha pedido alguno de los siguientes productos en línea o mediante una aplicación, para ir a recogerlos o a domicilio en los últimos 30 días? Queremos saber si USTED lo ha hecho (no incluya si su familia u otras personas la han pedido por usted). (Seleccione todas las opciones que apliquen).

Comidas/alimentos/bebidas de un restaurante Bocadillos/alimentos/bebidas de una tienda de conveniencia Ninguna de las anteriores No sabe Se negó a responder
### Online Ordering Frequency

**UNIVERSE:** Respondents aged 14-17 who ordered food online/using an app from a convenience store and/or a restaurant

[PROGRAMMER NOTE: Only show items selected in previous question.]

**ONLN_REST_FREQ**

How often have you ordered meals/food/drinks from a restaurant 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

**ONLN_CONV_FREQ**

How often have you ordered snacks/food/drinks from a convenience store 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

---

### School Nutrition Environment

**UNIVERSE:** Students currently in 3° de preparatoria 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).

Next, we’re going to ask you some questions about the kinds of food available at your school.

**UNIVERSE:** Students currently in 3° de preparatoria 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).

A continuación, vamos a hacerte algunas preguntas sobre los tipos de alimentos disponibles en tu escuela.
<table>
<thead>
<tr>
<th>SCHOOL FOOD LOCATIONS AND PROGRAMS</th>
<th>UNIVERSITY: Students currently in 3° de preparatoria 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= same, most, or every school day).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Does your school have...</strong></td>
<td><strong>UNIVERSITY: Students currently in 3° de preparatoria 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= same, most, or every school day).</strong></td>
</tr>
<tr>
<td>A school cafeteria where you can buy lunch</td>
<td>¿Tu escuela tiene...? Una cafetería donde puedas comprar el lunch o almuerzo</td>
</tr>
<tr>
<td>Vending machines where you can buy food or drinks</td>
<td>Máquinas expendedoras donde puedas comprar bebidas o comida</td>
</tr>
<tr>
<td>A snack shop where you can buy food or drinks</td>
<td>Una tienda de refrigerios donde puedas comprar comida o bebidas</td>
</tr>
<tr>
<td>A free breakfast program</td>
<td>Un programa de desayunos escolares gratuitos</td>
</tr>
<tr>
<td>A free lunch program</td>
<td>Un programa de lunch o almuerzos escolares gratuitos</td>
</tr>
<tr>
<td>Water fountains [UNIVERSE: Mexico and Chile only]</td>
<td>Bebederos [UNIVERSE: Mexico and Chile only]</td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program]</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL FOOD LOCATIONS AND PROGRAMS 2</th>
<th>UNIVERSITY: Students currently in 3° de preparatoria 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= same, most, or every school day).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Does your school have a free snack program?</strong></td>
<td>¿Tu escuela tiene un programa de refrigerios gratuitos?</td>
</tr>
<tr>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL BREAKFAST PROGRAM PARTICIPATION</th>
<th>UNIVERSITY: Students who have a breakfast program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do you get food from the free breakfast program at your school?</strong></td>
<td>¿Te dan comida del programa de desayunos gratuitos en tu escuela?</td>
</tr>
<tr>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM PARTICIPATION</th>
<th>UNIVERSITY: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do you get food from the free lunch program at your school?</strong></td>
<td>¿Te dan comida del programa de lunch o almuerzos gratuitos en tu escuela?</td>
</tr>
<tr>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td>SCHOOL SNACK PROGRAM PARTICIPATION</td>
<td>UNIVERSE: Students who have a snack program at school</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>NEW 2021</td>
<td>Do you get food from the free snack program at your school?</td>
</tr>
<tr>
<td>SCH_SNACKFREE_USE</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL SNACK FREE USE</th>
<th>UNIVERSE: Students who have a snack program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>¿Te dan comida del programa de refrigerios gratuitos en tu escuela?</td>
</tr>
<tr>
<td></td>
<td>Sí</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM TARGET</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2021</td>
<td>Which students in your school can get food from the free lunch program?</td>
</tr>
<tr>
<td>SCH_LUNCH_TARGET</td>
<td>All students</td>
</tr>
<tr>
<td></td>
<td>Only students from families who need extra help</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM TARGET</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>¿Cuáles alumnos de tu escuela pueden recibir comida del programa de lunch o almuerzos gratuitos?</td>
</tr>
<tr>
<td></td>
<td>Todos los alumnos</td>
</tr>
<tr>
<td></td>
<td>Solo los alumnos de familias que necesitan ayuda adicional</td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM FOOD AVAILABLE</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2021</td>
<td>What kind of food [do/can] you get from the free lunch program?</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>Sugary drinks</td>
</tr>
<tr>
<td>SCH_LUNCHD/C_SD</td>
<td>Fast food</td>
</tr>
<tr>
<td>SCH_LUNCHD/C_FF</td>
<td>Sugary cereals</td>
</tr>
<tr>
<td>SCH_LUNCHD/C_CEREAL</td>
<td>Fruit or vegetables</td>
</tr>
<tr>
<td>SCH_LUNCHD/C_EV</td>
<td>Snacks like crackers, chips or granola bars</td>
</tr>
<tr>
<td>SCH_LUNCHD/C_SNACK</td>
<td>Desserts or treats like cookies, ice cream or candy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM FOOD AVAILABLE</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>¿Qué tipo de comida [obtienes/puedes obtener] en el programa de lunch o almuerzos gratuitos?</td>
</tr>
<tr>
<td></td>
<td>Bebidas azucaradas</td>
</tr>
<tr>
<td></td>
<td>Comida rápida</td>
</tr>
<tr>
<td></td>
<td>Cereales azucarados</td>
</tr>
<tr>
<td></td>
<td>Frutas o verduras</td>
</tr>
<tr>
<td></td>
<td>Botanas como galletas saladas, papas fritas/chips o barras de granola</td>
</tr>
<tr>
<td></td>
<td>Postres o golosinas como galletas, helados o dulces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM FOOD AVAILABLE</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[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]</td>
</tr>
<tr>
<td></td>
<td>Yes / No / Don’t Know / Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOOL LUNCH PROGRAM FOOD AVAILABLE</th>
<th>UNIVERSE: Students who have a lunch program at school</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[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]</td>
</tr>
<tr>
<td></td>
<td>Sí / No / No sabe / Se negó a responder</td>
</tr>
<tr>
<td>SCHOOL FOOD AVAILABILITY</td>
<td>UNIVERSAL: Students currently in 3° de preparatoria 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).</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>SCH_AVAIL_SD</td>
<td>On a regular school day, can you <em>buy</em> these foods at your school?</td>
</tr>
</tbody>
</table>
| SCH_AVAIL_FF | **Sugary drinks**  
**Fast food**  
**Sugary cereals**  
**Fruit or vegetables**  
**Snacks** like crackers, chips or granola bars  
**Desserts or treats** like cookies, ice cream or candy | **Bebidas azucaradas**  
**Comida rápida**  
**Cereales azucarados**  
**Frutas o verduras**  
**Botanas** como galletas saladas, papas fritas/chips o barras de granola  
**Postres o golosinas** como galletas, helados o dulces |
| [PROGRAMMER NOTE: Use table format] | Yes / No / Don’t Know / Refuse to answer | [PROGRAMMER NOTE: Use table format] |
| SCH_AVAIL_CEREAL |  |  |
| SCH_AVAIL_FV |  |  |
| SCH_AVAIL_SNACK |  |  |
| SCH_AVAIL_DESSERT |  |  |

<table>
<thead>
<tr>
<th>SCHOOL LUNCH – FOOD</th>
<th>UNIVERSAL: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)</th>
<th>UNIVERSAL: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCH_EAT_SD</td>
<td>Think about the last time that you ate lunch on a school day. Did you have...</td>
<td>Piensa en la última vez que comiste el lunch o almuerzo en un día de escuela. ¿Consumiste...?</td>
</tr>
<tr>
<td>SCH_EAT_FF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCH_EAT_CEREAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCH_EAT_FV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCH_EAT_SNACK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCH_EAT_DESSERT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: Use table format]</td>
<td>Yes / No / Don’t Know / Refuse to answer</td>
<td>[PROGRAMMER NOTE: Use table format]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### School Lunch – Food Source

**UNIVERSE:** Students currently in 3° de preparatoria 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).

Think about the last time that you ate lunch on a school day.

**Was the food you ate for lunch...**

(Select all that apply)

- From home
- From school
- From a store or restaurant near school
- Don’t know
- Refuse to answer

---

### Availability of Food with Warning Labels at School

**UNIVERSE:** Students currently in 3° de preparatoria 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).

Does your school sell food or drinks with these types of warning labels?

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceso calorías</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso azúcares</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso sodio</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso grasas saturadas</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso grasas trans</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**UNIVERSE:** Mexico and Chile

**UNIVERSE:** Students currently in 3° de preparatoria 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).

¿En tu escuela venden alimentos o bebidas con este tipo de etiquetas de advertencia?

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>Sí</th>
<th>No</th>
<th>No sabe</th>
<th>Se negó a responder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceso calorías</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso azúcares</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso sodio</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso grasas saturadas</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exceso grasas trans</td>
<td>✗</td>
<td>☑</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### FOOD SECURITY FOR CHILDREN

<table>
<thead>
<tr>
<th>In the last 12 months.....</th>
<th>En los últimos 12 meses...</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Did you worry that food at home would run out before your family was able to get more?</td>
<td>1. ¿Te preocupó que se acabara la comida en casa antes de que tu familia pudiera conseguir más?</td>
</tr>
<tr>
<td>2. Did you worry about how hard it is for your parents or caregivers to get enough food for your family?</td>
<td>2. ¿Te ha preocupado lo difícil que es para tus padres/tutores conseguir suficiente comida para tu familia?</td>
</tr>
<tr>
<td>3. Were you not able to get the food you wanted because there wasn’t enough money?</td>
<td>3. ¿No pudiste conseguir la comida que querías porque no había suficiente dinero?</td>
</tr>
<tr>
<td>4. Has the size of your meal been cut because your family didn’t have enough food?</td>
<td>4. ¿Se ha reducido la cantidad de tu comida porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>5. Were you hungry but didn’t eat because your family didn’t have enough food?</td>
<td>5. ¿Has tenido hambre pero no comías porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>6. Did you skip a meal because your family didn’t have enough food?</td>
<td>6. ¿Te has saltado alguna comida porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>7. Did you feel tired or weak because your family didn’t have enough food to eat?</td>
<td>7. ¿Has sentido cansancio o debilidad porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>8. Did you feel embarrassed or ashamed because your family didn’t have enough food?</td>
<td>8. ¿Has sentido vergüenza porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>9. Did you feel sad or mad because your family didn’t have enough food?</td>
<td>9. ¿Has sentido tristeza o enojo porque tu familia no tenía suficiente comida?</td>
</tr>
<tr>
<td>10. Did you feel embarrassed or ashamed about any of the things you or your family had to do to get enough food?</td>
<td>10. ¿Has sentido vergüenza por alguna(s) de las cosas que tú o tu familia tuvieron que hacer para conseguir suficiente comida?</td>
</tr>
</tbody>
</table>

[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

[PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3]

Muchas veces  
1 ó 2 veces  
Nunca  
No sabe  
Se negó a responder
### DIET INTENTIONS

**VEGETARIANISM**
- *Project EAT 2009-2010*
- *VGTRN*

#### Are you a vegetarian?
- Yes
- No
- Don’t know [valid response]
- Refuse to answer

#### Un vegetariano es alguien que nunca o rara vez come carne.
- ¿Eres vegetariano?
- Sí
- No
- No sabe [valid response]
- Se negó a responder

---

**DIET MODIFICATION EFFORTS**

#### UNIVERSE: Respondents age 14-17
- Do you make a special effort to...

<table>
<thead>
<tr>
<th>Effort</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EFFORT_FV</strong></td>
<td>Eat vegetables and fruits</td>
</tr>
<tr>
<td><strong>EFFORT_WATER</strong></td>
<td>Drink lots of water</td>
</tr>
<tr>
<td><strong>EFFORT_PROTEIN</strong></td>
<td>Eat protein</td>
</tr>
<tr>
<td><strong>EFFORT_GRAIN</strong></td>
<td>Eat whole grains</td>
</tr>
<tr>
<td><strong>EFFORT_SUGAR</strong></td>
<td>Eat less sugar or drink fewer sugary drinks</td>
</tr>
<tr>
<td><strong>EFFORT_SWTNR</strong></td>
<td>Eat less low-calorie sweeteners</td>
</tr>
<tr>
<td><strong>EFFORT_CAL</strong></td>
<td>Eat less calories</td>
</tr>
<tr>
<td><strong>EFFORT_PROCESS</strong></td>
<td>Eat less ultra-processed foods</td>
</tr>
<tr>
<td><strong>EFFORT_SALT</strong></td>
<td>Eat less salt</td>
</tr>
<tr>
<td><strong>EFFORT_MEAT</strong></td>
<td>Eat less meat [PROGRAMMER NOTE: Skip if vegetarian]</td>
</tr>
<tr>
<td><strong>EFFORT_ORGANIC</strong></td>
<td>Eat organic foods</td>
</tr>
<tr>
<td><strong>EFFORT_LOCAL</strong></td>
<td>Eat local foods (food grown in your area)</td>
</tr>
<tr>
<td><strong>EFFORT_PKG</strong></td>
<td>Buy foods with less packaging</td>
</tr>
</tbody>
</table>

[PROGRAMMER NOTE: Use table format; show on 3 separate screens]
- Yes / No / Don’t know / Refuse to answer

---

**UNIVERSE: Respondents age 14-17**
- ¿Haces un esfuerzo especial para...?

<table>
<thead>
<tr>
<th>Effort</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EFFORT_FV</strong></td>
<td>Comer frutas y verduras</td>
</tr>
<tr>
<td><strong>EFFORT_WATER</strong></td>
<td>Beber mucha agua</td>
</tr>
<tr>
<td><strong>EFFORT_PROTEIN</strong></td>
<td>Comer proteínas</td>
</tr>
<tr>
<td><strong>EFFORT_GRAIN</strong></td>
<td>Comer granos enteros</td>
</tr>
<tr>
<td><strong>EFFORT_SUGAR</strong></td>
<td>Comer menos azúcar o beber menos bebidas azucaradas</td>
</tr>
<tr>
<td><strong>EFFORT_SWTNR</strong></td>
<td>Comer menos edulcorantes o sustitutos de azúcar bajos en calorías</td>
</tr>
<tr>
<td><strong>EFFORT_CAL</strong></td>
<td>Comer menos calorías</td>
</tr>
<tr>
<td><strong>EFFORT_PROCESS</strong></td>
<td>Comer menos alimentos ultraprocessados</td>
</tr>
<tr>
<td><strong>EFFORT_SALT</strong></td>
<td>Comer menos sal</td>
</tr>
<tr>
<td><strong>EFFORT_MEAT</strong></td>
<td>Comer menos carne [PROGRAMMER NOTE: Skip if vegetarian]</td>
</tr>
<tr>
<td><strong>EFFORT_ORGANIC</strong></td>
<td>Comer alimentos orgánicos</td>
</tr>
<tr>
<td><strong>EFFORT_LOCAL</strong></td>
<td>Comer alimentos locales (alimentos cultivados en su área)</td>
</tr>
<tr>
<td><strong>EFFORT_PKG</strong></td>
<td>Comprar alimentos con menos empaquetados</td>
</tr>
</tbody>
</table>

[PROGRAMMER NOTE: Use table format; show on 3 separate screens]
- Sí / No / No sabe / Se negó a responder
<table>
<thead>
<tr>
<th>PLANT BASED PROTEIN EFFORTS</th>
<th>UNIVERSE: Respondents aged 14-17</th>
<th>UNIVERSE: Respondents aged 14-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2021 PLANT</td>
<td>Do you make a special effort to eat plant-based protein foods, like beans, lentils, nuts, seeds, or soy products like tofu?</td>
<td>¿Haces un esfuerzo especial para comer alimentos proteicos de origen vegetal, como frijoles, lentejas, nueces, semillas, o productos de soya como tofu?</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>I’m not sure what plant-based protein foods are [valid option]</td>
<td>No estoy seguro de qué son los alimentos proteicos de origen vegetal [valid option]</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
# WEIGHT PERCEPTIONS/LOSS

<table>
<thead>
<tr>
<th>BODY SIZE PERCEPTIONS</th>
<th>Which picture looks most like your body shape?</th>
<th>¿Qué imagen se parece más a la forma de tu cuerpo?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, “don’t know” or “refuse to answer”]</td>
<td>[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, “don’t know” or “refuse to answer”]</td>
</tr>
<tr>
<td></td>
<td>[PROGRAMMER NOTE: Images to show if sex=female]</td>
<td>[PROGRAMMER NOTE: Images to show if sex=female]</td>
</tr>
<tr>
<td></td>
<td>[PROGRAMMER NOTE: Images to show if sex=male]</td>
<td>[PROGRAMMER NOTE: Images to show if sex=male]</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
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”]

Don’t know
Refuse to answer

¿Cuál es la imagen que más se parece a cómo QUIERES QUE LUZCA TU CUERPO?

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

No sabe
Se negó a responder

Adapted from GUTS REVISED 2020 (images)
WT_IDEAL_F
WT_IDEAL_F_DKR
WT_IDEAL_M
WT_IDEAL_M_DKR
<table>
<thead>
<tr>
<th><strong>WEIGHT LOSS EFFORTS</strong>  From NHANES, GUTS, Project-EAT and others</th>
<th><strong>WEIGHT LOSS DIET</strong></th>
<th><strong>WEIGHT TEASE</strong>  Adapted from Project EAT 2003-2004 (B&amp;W)</th>
<th><strong>WEIGHT STIGMA</strong>  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.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WT_TRY</strong></td>
<td><strong>WT_DYET</strong></td>
<td><strong>WT_TEASE</strong></td>
<td><strong>WT_BLAME</strong></td>
</tr>
</tbody>
</table>
| **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 | **Have you been on a diet to lose weight in the past 12 months?**  
  Yes  
  No  
  Don’t know  
  Refuse to answer | **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 | **Note: Preamble added during day 1 of data collection for the 2023 Mexico and US sample.**  
  Please tell us whether you agree or disagree with the following:**  
  **People are to blame for their body weight.**  
  Strongly agree  
  Agree  
  Neither agree nor disagree  
  Disagree  
  Strongly disagree  
  Don’t know  
  Refuse to answer | **Note: Preamble added during day 1 of data collection for the 2023 Mexico and US sample.**  
  Favor de indicarnos si está de acuerdo o en desacuerdo con lo siguiente:**  
  **Las personas son culpables por su peso corporal.**  
  Completamente de acuerdo  
  De acuerdo  
  Ni de acuerdo ni en desacuerdo  
  En desacuerdo  
  Completamente en desacuerdo  
  No sabe  
  Se negó a responder |
| **¿Qué estás tratando de hacer con respecto a tu peso?**  
  Nada  
  Mantener el mismo peso  
  Subir de peso  
  Bajar de peso  
  No sabe  
  Se negó a responder | **¿Ha estado a dieta para perder peso en los últimos 12 meses?**  
  Sí  
  No  
  No sabe  
  Se negó a responder | **¿Hacen comentarios o se burlan de ti debido a tu peso?**  
  Todo el tiempo  
  Mucho  
  Algunas veces  
  Rara vez  
  Nunca  
  No sabe  
  Se negó a responder | **NEW 2023**  
  WT_BLAME |
## SUGARY DRINK PERCEPTIONS

| BEVERAGE BRAND RECALL | An example of a candy brand is: Skittles  
An example of a chip brand is: Sabritas |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COUNTRY SPECIFIC WORDING</strong></td>
<td><strong>BEV_BR1 - BEV_BR5 BEV_BR_DKR</strong></td>
</tr>
</tbody>
</table>
| **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 |
| Un ejemplo de una marca de caramelos es: Skittles  
Un ejemplo de una marca de papas fritas/chips es: Sabritas |
| **Por favor indica hasta 5 marcas de bebidas:** | **Marca 1:**  
**Marca 2:**  
**Marca 3:**  
**Marca 4:**  
**Marca 5:**  
No conozco ninguna marca de bebidas  
Se negó a responder |

### SOFT DRINK PERCEIVED HEALTHINESS

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

**REVISED 2020**  
(added warning; increased to 600mL)

**COUNTRY SPECIFIC IMAGE**  
**SSB_HLTH_POP**

| **Is this type of drink unhealthy or healthy?** | **Very unhealthy**  
**Unhealthy**  
**In the middle**  
**Healthy**  
**Very healthy**  
**Don't know**  
**Refuse to answer** |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].</strong></td>
<td></td>
</tr>
</tbody>
</table>

| **¿Este tipo de bebida es saludable o no saludable?** | **Nada saludable**  
**Poco saludable**  
**Medianamente saludable**  
**Saludable**  
**Muy saludable**  
**No sabe**  
**Se negó a responder** |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SOFT DRINK ESTIMATED SUGAR AMOUNT</td>
<td>How much sugar is in this drink?</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td><strong>REVISED 2020</strong></td>
<td>None</td>
</tr>
<tr>
<td>(added warning; increased to 600mL)</td>
<td>A little</td>
</tr>
<tr>
<td><strong>COUNTRY SPECIFIC IMAGE</strong></td>
<td>A medium amount</td>
</tr>
<tr>
<td><strong>SSB_SUGAR_POP</strong></td>
<td>Quite a bit</td>
</tr>
<tr>
<td></td>
<td>A lot</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>
### SSB PERCEPTIONS - CONDITION

#### REVISED 2020
- (added warnings; increased to Diet Coke to 600mL)

#### COUNTRY SPECIFIC IMAGE

#### SSB_CONDITION

[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 soda (Coca-Cola Light)
- 100% juice (Orange juice)
- Energy drink (Red Bull)
- Water
- Sports drink (Gatorade)
- Chocolate milk
- Iced tea
- Unflavoured milk

[PROGRAMMER NOTE: Show country-specific images]

![Beverage Images]

#### SSB PERCEIVED HEALTHINESS

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

#### REVISED 2020
- (added warnings; increased to Diet Coke to 600mL)

#### COUNTRY SPECIFIC IMAGE

#### SSB_HLTH_[TYPE]

[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

---

[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.]

- Refresco de dieta (Coca-Cola Light)
- 100% jugo (jugo de naranja)
- Bebida energética (Red Bull)
- Agua
- Bebida deportiva (Gatorade)
- Leche con chocolate
- Té helado
- Leche sin sabor

[PROGRAMMER NOTE: Show country-specific images]

![Beverage Images]

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

**¿Este tipo de bebida es saludable o no saludable?**

- Nada saludable
- Poco saludable
- Medianamente saludable
- Saludable
- Muy saludable
- No sabe
- Se negó a responder
<table>
<thead>
<tr>
<th>SS8 ESTIMATED SUGAR AMOUNT</th>
<th>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. How much sugar is in this drink? [show image]</th>
<th>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. ¿Cuánta azúcar hay en esta bebida? [show image]</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVISED 2020 (added warnings; increased to Diet Coke to 600mL)</td>
<td>None</td>
<td>Nada</td>
</tr>
<tr>
<td></td>
<td>A little</td>
<td>Poca</td>
</tr>
<tr>
<td></td>
<td>A medium amount</td>
<td>Una cantidad media</td>
</tr>
<tr>
<td></td>
<td>Quite a bit</td>
<td>Bastante</td>
</tr>
<tr>
<td></td>
<td>A lot</td>
<td>Mucha</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUGAR TAX</th>
<th>Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)?</th>
<th>¿Las bebidas azucaradas (como la Coca-Cola) cuestan más que las bebidas sin azúcar (como la Coca-Cola Light)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRINKS_COST</td>
<td>No - they cost the same</td>
<td>No - Cuestan lo mismo</td>
</tr>
<tr>
<td></td>
<td>Sugary drinks cost a little more</td>
<td>Las bebidas azucaradas cuestan un poco más</td>
</tr>
<tr>
<td></td>
<td>Sugary drinks cost a lot more</td>
<td>Las bebidas azucaradas cuestan mucho más</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OVERALL DIET</th>
<th>Overall, how unhealthy or healthy is the food you usually eat?</th>
<th>En general, ¿qué tan poco saludable o saludable es la comida que comes usualmente?</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIET</td>
<td>Very unhealthy</td>
<td>Nada saludable</td>
</tr>
<tr>
<td></td>
<td>Unhealthy</td>
<td>Poco saludable</td>
</tr>
<tr>
<td></td>
<td>In the middle</td>
<td>Medianamente saludable</td>
</tr>
<tr>
<td></td>
<td>Healthy</td>
<td>Saludable</td>
</tr>
<tr>
<td></td>
<td>Very healthy</td>
<td>Muy saludable</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELF-REPORTED NUTRITION KNOWLEDGE</th>
<th>[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.</th>
<th>[PROGRAMMER NOTE: Show scale vertically on mobile browsers]. ¿Cuánto sabes sobre la alimentación y nutrición saludables? Por favor responde en una escala de 0 a 10, donde 0 = Nada, y 10 = Mucho.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUT_KNOW</td>
<td>0</td>
<td>Nada</td>
</tr>
<tr>
<td>NUT_KNOW_DKR</td>
<td>1</td>
<td>No sabe</td>
</tr>
<tr>
<td>NUT_KNOW_VERT</td>
<td>2</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Nothing</td>
<td>A lot</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>10</td>
</tr>
</tbody>
</table>
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.

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

[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. Show one image with NFT per screen.]

En general, ¿qué tan saludable es este alimento?
Por favor responde en una escala de 0 a 10, donde 0 = Nada saludable, y 10 = Extremadamente saludable.

0   1   2   3   4   5   6   7   8   9   10
Nada saludable
No sabe
Extremadamente saludable

[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. Show one image with NFT per screen.]
# MASS MEDIA CAMPAIGNS AND MESSAGING

<table>
<thead>
<tr>
<th>School Education (SCH_ED)</th>
<th>[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?</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Guide – Awareness (FG_AWARE)</strong></td>
<td><strong>UNIVERSE:</strong> Tailored question in each country (skip in Chile) Have you ever heard of the Food Guides for the Mexican population?</td>
<td>Yes</td>
<td>No</td>
<td>Don’t know</td>
<td>Refuse to answer</td>
</tr>
<tr>
<td><strong>Food Guide – School (FG_SCH)</strong></td>
<td><strong>UNIVERSE:</strong> Respondents who have heard of food guide (skip in Chile) Have you ever learned about the Food Guides for the Mexican population in school?</td>
<td>Yes</td>
<td>No</td>
<td>Don’t know</td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

**UNIVERSE:** Tailored question in each country (skip in Chile) **¿Has oído de las Guías Alimentarias para la población mexicana?**
Sí | No | No sabe | Se negó a responder

**UNIVERSE:** Responses who have heard of food guide (skip in Chile) **¿Alguna vez has aprendido sobre las Guías Alimentarias para la población mexicana en la escuela?**
Sí | No | No sabe | Se negó a responder

**UNIVERSE:** Tailored question in each country (skip in Chile)
Sí | No | No sabe | Se negó a responder
<table>
<thead>
<tr>
<th>FOOD GUIDE – MEXICO LOCATION</th>
<th>FOOD GUIDE – MEXICO MESSAGES MEXICO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNIVERSE:</strong> Mexico; Respondents who have heard of food guide</td>
<td><strong>UNIVERSE:</strong> Mexico only</td>
</tr>
<tr>
<td><em>Where did you see or hear about the Food Guides for the Mexican population? (Select all that apply).</em></td>
<td>Las Guías Alimentarias para población mexicana contiene información sobre alimentación saludable.</td>
</tr>
<tr>
<td>Health unit</td>
<td><strong>[PROGRAMMER NOTE: Randomize order of message sets, and order of T/F options within sets. Use “¿Qué recomiendan las Guías Alimentarias para población mexicana?” if the respondent indicates they have heard of the food guide, or “¿Cuál de estas crees que se recomienda?” if the respondent indicates they have not heard of the food guide, DK/R]</strong></td>
</tr>
<tr>
<td>School</td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>Cell phone message</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>Refuse to answer</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Mexico; Respondents who have heard of food guide</td>
<td><strong>UNIVERSE:</strong> Mexico only</td>
</tr>
<tr>
<td><em>Where did you see or hear about the Food Guides for the Mexican population? (Select all that apply).</em></td>
<td>Las Guías Alimentarias para población mexicana contiene información sobre alimentación saludable.</td>
</tr>
<tr>
<td>Health unit</td>
<td><strong>[PROGRAMMER NOTE: Randomize order of message sets, and order of T/F options within sets. Use “¿Qué recomiendan las Guías Alimentarias para población mexicana?” if the respondent indicates they have heard of the food guide, or “¿Cuál de estas crees que se recomienda?” if the respondent indicates they have not heard of the food guide, DK/R]</strong></td>
</tr>
<tr>
<td>School</td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>Cell phone message</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>Refuse to answer</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Mexico only</td>
<td></td>
</tr>
<tr>
<td>¿Qué recomiendan las Guías Alimentarias para población mexicana? / ¿Cuál de estas crees que se recomienda?</td>
<td>(Seleccione una)</td>
</tr>
<tr>
<td>Evitar los alimentos ultraprocesados [True]</td>
<td>Evitar los alimentos ultraprocesados [True]</td>
</tr>
<tr>
<td>Escoger alimentos procesados con más frecuencia [False]</td>
<td>Escoger alimentos procesados con más frecuencia [False]</td>
</tr>
<tr>
<td>No sabe</td>
<td>No sabe</td>
</tr>
<tr>
<td>Se negó a responder</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Mexico only</td>
<td></td>
</tr>
<tr>
<td>¿Qué recomiendan las Guías Alimentarias para población mexicana? / ¿Cuál de estas crees que se recomienda?</td>
<td>(Seleccione una)</td>
</tr>
<tr>
<td>Consumir diariamente frijoles, lentejas o habas [True]</td>
<td>Consumir diariamente frijoles, lentejas o habas [True]</td>
</tr>
<tr>
<td>Consumir de 2 a 3 porciones de carne o sustitutos diariamente [False]</td>
<td>Consumir de 2 a 3 porciones de carne o sustitutos diariamente [False]</td>
</tr>
<tr>
<td>No sabe</td>
<td>No sabe</td>
</tr>
<tr>
<td>Se negó a responder</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td><strong>UNIVERSE:</strong> Mexico only</td>
<td></td>
</tr>
<tr>
<td>¿Qué recomiendan las Guías Alimentarias para población mexicana? / ¿Cuál de estas crees que se recomienda?</td>
<td>(Seleccione una)</td>
</tr>
<tr>
<td>Reemplazar los jugos y los refrescos con agua natural [True]</td>
<td>Reemplazar los jugos y los refrescos con agua natural [True]</td>
</tr>
<tr>
<td>Question</td>
<td>True</td>
</tr>
<tr>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td><em>Fruit juice is a healthy beverage choice</em></td>
<td>False</td>
</tr>
<tr>
<td><em>Eat more vegetables and fruits in all meals</em></td>
<td>True</td>
</tr>
<tr>
<td><em>Adults should have 7-10 servings of vegetables and fruits each day</em></td>
<td>False</td>
</tr>
<tr>
<td><em>Give babies only breast milk for the first 6 months of life</em></td>
<td>True</td>
</tr>
<tr>
<td><em>Give babies a diet rich in varied and nutritious foods from the first months of life</em></td>
<td>False</td>
</tr>
</tbody>
</table>

*Los jugos de fruta son una opción de bebida saludable* | False |       |            |                 |
| *Comer más frutas y verduras durante todas las comidas* | True |       |            |                 |
| *Los adultos deberían consumir de 7-10 porciones de frutas y verduras diariamente* | False |       |            |                 |
| *Dar a los bebés sólo pecho durante los primeros 6 meses de vida* | True |       |            |                 |
| *Dar a los bebés una alimentación rica en alimentos variados y nutritivos desde los primeros meses de vida* | False |       |            |                 |
## FOOD LABELLING

<table>
<thead>
<tr>
<th>LABEL MX CONDITION</th>
<th>[PROGRAMMER NOTE: Randomize each respondent in Mexico to view either the “Excess Calorias” or the numeric “3” stamp [same image to be shown for each of next 3 measures.]]</th>
<th>[PROGRAMMER NOTE: Randomize each respondent in Mexico to view either the “Excess Calorias” or the numeric “3” stamp [same image to be shown for each of next 3 measures.]]</th>
</tr>
</thead>
<tbody>
<tr>
<td>WARNING LABEL AWARENESS</td>
<td><strong>UNIVERSE: Mexico</strong> We would now like to ask you some questions about food labels on products. <strong>Have you seen this type of food label on packages or in stores?</strong> [PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico]</td>
<td><strong>UNIVERSE: Mexico</strong> Ahora nos gustaría hacerte algunas preguntas sobre las etiquetas de los alimentos en los productos. <strong>¿Has visto este tipo de etiquetas en los envases o en las tiendas?</strong> [PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico]</td>
</tr>
<tr>
<td>WL_AWARE_MEX</td>
<td>Never</td>
<td>Nunca</td>
</tr>
<tr>
<td></td>
<td>Rarely</td>
<td>Rara vez</td>
</tr>
<tr>
<td></td>
<td>Sometimes</td>
<td>Algunas veces</td>
</tr>
<tr>
<td></td>
<td>Often</td>
<td>Frecuentemente</td>
</tr>
<tr>
<td></td>
<td>All the time</td>
<td>Todo el tiempo</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<p>| WARNING LABEL USE | <strong>UNIVERSE: Mexico; and WL_aware= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’</strong> <strong>Do you use this type of food label when deciding what to eat or buy?</strong> [PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico] | <strong>UNIVERSE: Mexico; and WL_aware= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’</strong> <strong>¿Consultas este tipo de etiqueta en los alimentos al decidir qué comer o comprar?</strong> [PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico] |
| WL_USE_MEX | Never | Nunca |
| | Rarely | Rara vez |
| | Sometimes | Algunas veces |
| | Often | Frecuentemente |
| | All the time | Todo el tiempo |
| | Don’t know | No sabe |</p>
<table>
<thead>
<tr>
<th>WARNING LABEL UNDERSTANDING</th>
<th>UNIVERSE: Mexico</th>
<th>Do you find this information...?</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2020</td>
<td>UNIVERSE: Mexico</td>
<td>¿Encuentras esta información...?</td>
</tr>
<tr>
<td>(formerly GDA only)</td>
<td></td>
<td>[PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico]</td>
</tr>
<tr>
<td>REVISED 2023 (MEX)</td>
<td></td>
<td>[PROGRAMMER NOTE: Show ‘excess calories’ or numeric ‘3’ octagon warning in Mexico]</td>
</tr>
<tr>
<td>WL_UNDERSTAND_MEX</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WARNING LABEL UNDERSTANDING**

**NEW 2020** (formerly GDA only)

**REVISED 2023 (MEX)**

<table>
<thead>
<tr>
<th>Refuse to answer</th>
<th>No sabe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Se negó a responder</td>
<td>No sabe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIVERSE: Mexico</th>
<th>¿Has visto este tipo de etiquetas en los envases o en las tiendas?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NFT AWARENESS</th>
<th>COUNTRY SPECIFIC IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVISED 2022 (MEX)</td>
<td>NFT_AWARE_MEX</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NFT AWARENESS</th>
</tr>
</thead>
</table>

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

**¿Has visto este tipo de etiquetas en los envases o en las tiendas?**

**Déclara la información nutricional**

**NFT AWARENESS**

**COUNTRY SPECIFIC IMAGE**

**REVISED 2022 (MEX)**

<table>
<thead>
<tr>
<th>Declaración Nutricional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Por 100 g</td>
</tr>
<tr>
<td><strong>Contenido energético</strong>: 410 kcal (1 696 kJ)</td>
</tr>
<tr>
<td><strong>Proteínas</strong>: 9 g</td>
</tr>
<tr>
<td><strong>Grasas totales</strong>: 20 g</td>
</tr>
<tr>
<td><strong>Grasas saturadas</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Grasas trans</strong>: 0 mg</td>
</tr>
<tr>
<td><strong>Hidratos de carbono disponibles</strong>: 65 g</td>
</tr>
<tr>
<td><strong>Azúcares</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Azúcares añadidos</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Fibra dietética</strong>: 13 g</td>
</tr>
<tr>
<td><strong>Sodio</strong>: 480 mg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>¿Has visto este tipo de etiquetas en los envases o en las tiendas?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Declaración Nutricional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Por 100 g</td>
</tr>
<tr>
<td><strong>Contenido energético</strong>: 410 kcal (1 696 kJ)</td>
</tr>
<tr>
<td><strong>Proteínas</strong>: 9 g</td>
</tr>
<tr>
<td><strong>Grasas totales</strong>: 20 g</td>
</tr>
<tr>
<td><strong>Grasas saturadas</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Grasas trans</strong>: 0 mg</td>
</tr>
<tr>
<td><strong>Hidratos de carbono disponibles</strong>: 65 g</td>
</tr>
<tr>
<td><strong>Azúcares</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Azúcares añadidos</strong>: 4 g</td>
</tr>
<tr>
<td><strong>Fibra dietética</strong>: 13 g</td>
</tr>
<tr>
<td><strong>Sodio</strong>: 480 mg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nunca</th>
<th>Rara vez</th>
<th>Algunas veces</th>
<th>Frecuentemente</th>
<th>Todo el tiempo</th>
<th>No sabe</th>
<th>Se negó a responder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### NFT USE

**UNIVERSE: nft Aware MEX= ‘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*

<table>
<thead>
<tr>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
</table>

| Nunca | Rara vez | Algunas veces | Frecuentemente | Todo el tiempo | No sabe | Se negó a responder |

### NFT UNDERSTANDING

**UNIVERSE: nft Aware MEX= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’**

**Do you find this information…?**

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

<table>
<thead>
<tr>
<th>Very hard to understand</th>
<th>Hard to understand</th>
<th>In the middle</th>
<th>Easy to understand</th>
<th>Very easy to understand</th>
<th>Don’t know</th>
<th>Refuse to answer</th>
</tr>
</thead>
</table>

<p>| Muy difícil de entender | Difícil de entender | Medianamente comprensible | Fácil de entender | Muy fácil de entender | No sabe | Se negó a responder |</p>
<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Response Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Have the warning labels (black octagons) changed whether you buy the following packaged products?</strong></td>
<td>Buy less</td>
</tr>
<tr>
<td>Cola (Coca-Cola, Pepsi, etc.)</td>
<td>Sugary cereals</td>
</tr>
<tr>
<td><strong>¿Las etiquetas de advertencia (los octágonos negros) han cambiado su decisión de comprar los siguientes productos empaquetados?</strong></td>
<td>Compra menos</td>
</tr>
<tr>
<td>Bebida refrescos de cola (Coca-Cola, Pepsi, etc.)</td>
<td>Cereales azucarados</td>
</tr>
</tbody>
</table>

**UNIVERSE:** Mexico and Chile only; respondents age 14-17; WL_aware_MEX=‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’

**NOTE:** Programming error caused question to be skipped for 12 respondents on Nov 16.
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 in any country]

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

En tu opinión, este producto es... [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 in any country]

Nada saludable
Poco saludable
Medianamente saludable
Saludable
Muy saludable
No sabe
Se negó a responder
<table>
<thead>
<tr>
<th>WL CARTOON EXPERIMENT</th>
<th>UNIVERSITY: Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW 2023</strong></td>
<td><strong>In your opinion, is this product...</strong></td>
</tr>
<tr>
<td><strong>CART_CTRL</strong></td>
<td>(Randomize to view one of three flavored milk images: control (no warning or cartoon); product with warning label; or product with warning label and cartoon.</td>
</tr>
<tr>
<td><strong>CART_WL</strong></td>
<td><strong>Very unhealthy</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>Unhealthy</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>In the middle</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>Healthy</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>Very healthy</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>Don’t know</strong></td>
</tr>
<tr>
<td><strong>CART_WL_MINION</strong></td>
<td><strong>Refuse to answer</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIVERSITY: Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>En tu opinión, este producto es...</strong></td>
</tr>
<tr>
<td>(Randomize to view one of three flavored milk images: control (no warning or cartoon); product with warning label; or product with warning label and cartoon.</td>
</tr>
<tr>
<td><strong>Nada saludable</strong></td>
</tr>
<tr>
<td><strong>Poco saludable</strong></td>
</tr>
<tr>
<td><strong>Medianamente saludable</strong></td>
</tr>
<tr>
<td><strong>Saludable</strong></td>
</tr>
<tr>
<td><strong>Muy saludable</strong></td>
</tr>
<tr>
<td><strong>No sabe</strong></td>
</tr>
<tr>
<td><strong>Se negó a responder</strong></td>
</tr>
</tbody>
</table>
### MASS MEDIA CAMPAIGNS 2

<table>
<thead>
<tr>
<th>PUBLIC EDUCATION – MEXICO – HEROES POR LA SALUD CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2022 REVISED 2023 (universe)</td>
</tr>
<tr>
<td><strong>ED HERO SEE</strong></td>
</tr>
</tbody>
</table>

**UNIVERSE: Mexico**

Have you seen or heard of the campaign “Héroes por la salud” with the characters shown below?

*¿Conoces a los Héroes por la Salud?*

- ¡Ellos te explican el etiquetado de los alimentos para que te sea más fácil comer sano!
- Los 5 sellos y las 2 leyendas te ayudan a identificar los alimentos menos saludables.
- ¡Sellado detecta cuando un alimento tiene muchas calorías, azúcares, sodio, o grasas ingredientes que pueden enfermarte.

Yes
No
Don’t know
Refuse to answer

**UNIVERSE: Mexico; Saw or heard of ‘Heroes of Health’ characters**

Where have you seen or heard of the campaign?
(Select all that apply)
- TV
- Radio
- Social media
- School
- Other (please specify): ______
- Don’t know
- Refuse to answer

**UNIVERSE: Mexico; Saw or heard of ‘Heroes of Health’ characters**

¿En dónde has visto o escuchado la campaña “Héroes por la Salud” con los personajes que se muestran abajo?

- ¡Ellos te explican el etiquetado de los alimentos para que te sea más fácil comer sano!
- Los 5 sellos y las 2 leyendas te ayudan a identificar los alimentos menos saludables.
- ¡Sellado detecta cuando un alimento tiene muchas calorías, azúcares, sodio, o grasas ingredientes que pueden enfermarte.

Sí
No
No sabe
Se negó a responder

**UNIVERSE: Mexico; Saw or heard of ‘Heroes of Health’ characters**

¿En dónde has visto o escuchado la campaña?
(Seleccione todas las que apliquen)
- En la televisión
- En la radio
- En redes sociales
- En la escuela
- Otro (por favor especifique): ______
- No sabe
- Se negó a responder
ENCOURAGEMENT 2

**ENCOURAGEMENT 2 - KITTEN**

You’re doing great with the survey – keep going!
Click ‘next’ to continue.

[Image of a kitten on a rope]

Hang in there!

Vas muy bien en la encuesta - ¡Sigue adelante!
Haz clic en ‘Siguiente’ para continuar.

[Image of a kitten on a rope]

¡Aguarda un poco más!

MARKETING

**MEDIA CHANNELS – TIME – WEEKDAY**

On a normal weekday, 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
Refuse to answer

En un día normal de lunes a viernes, ¿cuánto tiempo pasas...?
- Viendo YouTube
- En las redes sociales (incluyendo mensajes, publicaciones o mensajes que te gusten)
- Viendo programas de televisión, series o películas
- Jugando con teléfonos inteligentes, computadoras o consolas de videojuegos
- Navegando o leyendo sitios web, usando Google, etc.

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

0 horas (nada)
Hasta 15 minutos
Hasta 30 minutos
Hasta 1 hora
Hasta 2 horas
Hasta 3 horas
Hasta 4 horas
Más de 4 horas
No sabe
Se negó a responder
<table>
<thead>
<tr>
<th>MEDIA CHANNELS – SOCIAL MEDIA</th>
<th>Do you use...?</th>
<th>¿Usas...?</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVISIÓND 2020</td>
<td>Select all that apply.</td>
<td>Selecciona todos los que correspondan.</td>
</tr>
<tr>
<td>MEDIA_SOC_FB</td>
<td>Facebook</td>
<td>Facebook</td>
</tr>
<tr>
<td>MEDIA_SOC_IG</td>
<td>Instagram</td>
<td>Instagram</td>
</tr>
<tr>
<td>MEDIA_SOC_TIK</td>
<td>TikTok</td>
<td>TikTok</td>
</tr>
<tr>
<td>MEDIA_SOC_TWT</td>
<td>Twitter/X</td>
<td>Twitter/X</td>
</tr>
<tr>
<td>MEDIA_SOC_SC</td>
<td>Snapchat</td>
<td>Snapchat</td>
</tr>
<tr>
<td>MEDIA_SOC_TWITCH</td>
<td>Twitch</td>
<td>Twitch</td>
</tr>
<tr>
<td>MEDIA_SOC_NONE</td>
<td>None of the above</td>
<td>Ninguno de los anteriores</td>
</tr>
<tr>
<td>MEDIA_SOC_TW</td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>MEDIA_SOC_R</td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FAVOURITE SOCIAL MEDIA INFLUENCERS</th>
<th>Who are your three favourite famous people to watch or follow on social media?</th>
<th>¿Quiénes son las 3 personas famosas favoritas para ver o seguir en las redes sociales?</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW 2021</td>
<td>Please include famous people like sports stars or movie stars, as well as Instagrammers, TikTokers, and YouTubers.</td>
<td>Por favor incluye a personas famosas como estrellas deportivas y del cine, así como a Instagramers, TikTokers y YouTubers.</td>
</tr>
<tr>
<td>MEDIA_FAV1-3</td>
<td>[3 open text boxes]</td>
<td>[3 open text boxes]</td>
</tr>
<tr>
<td>MEDIA_NONE</td>
<td>I don’t have any favourites / I don’t know [valid answer]</td>
<td>No tiene ningún favorito / No sabe [valid answer]</td>
</tr>
<tr>
<td>MEDIA_R</td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION</th>
<th>Think about the last 30 days. Have you seen or heard advertisements for ‘unhealthy’ foods or drinks in any of these places?</th>
<th>¿Has visto o escuchado anuncios de alimentos o bebidas &quot;no saludables&quot; en alguno de estos lugares?:</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVISIÓND 2020</td>
<td>Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as soda, fast food, chips, sugary cereals, cookies and chocolate bars.</td>
<td>Los alimentos y las bebidas no saludables incluyen alimentos procesados con alto contenido de azúcar, sal o grasas saturadas, como refrescos, comida rápida, papas fritas/chips, cereales azucarados, galletas y barras de chocolate.</td>
</tr>
<tr>
<td>MEDIA_SOC_TW</td>
<td>Select all that apply.</td>
<td>Selecciona todos los que correspondan.</td>
</tr>
<tr>
<td>MEDIA_SOC_R</td>
<td>TV shows, series or movies</td>
<td>Programas de televisión, series o películas</td>
</tr>
<tr>
<td>MEDIA_SOC_NONE</td>
<td>Website or social media</td>
<td>Sitios web o redes sociales</td>
</tr>
<tr>
<td>MEDIA_SOC_TW</td>
<td>Video or computer games</td>
<td>Juegos de computadora o de video</td>
</tr>
<tr>
<td>MEDIA_SOC_R</td>
<td>Stores (such as posters, special displays)</td>
<td>Tiendas (como posters, exhibiciones especiales)</td>
</tr>
<tr>
<td>MEDIA_SOC_NONE</td>
<td>Radio</td>
<td>Radio</td>
</tr>
<tr>
<td>MEDIA_SOC_TW</td>
<td>Magazine or newspaper</td>
<td>Revistas o periódicos</td>
</tr>
<tr>
<td>MEDIA_SOC_R</td>
<td>Billboard</td>
<td>Anuncios espectaculares</td>
</tr>
<tr>
<td>MEDIA_SOC_NONE</td>
<td>Buses, bus stops and other public transit</td>
<td>Autobuses, paradas de autobús y otros medios de transporte público</td>
</tr>
<tr>
<td>MEDIA_SOC_TW</td>
<td>Salas de cine</td>
<td>Salas de cine</td>
</tr>
<tr>
<td>MKTG_LOC_DISC</td>
<td>MKTG_LOC_OTHER</td>
<td>MKTG_LOC_OTEXT</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Movie theatres</td>
<td>School</td>
<td>Recreation or community centre</td>
</tr>
<tr>
<td>Other (please specify): [open-ended]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I haven’t seen any ads for unhealthy food or drinks in the last 30 days</td>
<td>Don’t know</td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

### Exposure to Unhealthy Food Marketing - Frequency

**Revised 2020**

<table>
<thead>
<tr>
<th>MKTG_FREQ_SD</th>
<th>MKTG_FREQ_FF</th>
<th>MKTG_FREQ_CEREAL</th>
<th>MKTG_FREQ_SNACK</th>
<th>MKTG_FREQ_DESSERT</th>
<th>MKTG_FREQ_FV</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the last 30 days, <strong>how often</strong> did you see or hear advertisements for these kinds of food or drinks?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for sugary drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for fast food from a restaurant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for sugary cereals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for fruit or vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for snacks like crackers, chips or granola bars</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads for desserts or treats like cookies, ice cream or candy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>[Show options for each as radio buttons]</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than once a week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A few times a week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than once a day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse to answer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

En los últimos 30 días, **¿con qué frecuencia** viste o escuchaste anuncios de este tipo de alimentos o bebidas?

Anuncios de bebidas azucaradas
Anuncios de comida rápida en un restaurante
Anuncios de cereales azucarados
Anuncios de frutas y verduras
Anuncios de botanas, como galletas saladas, papas fritas/chips o barras de granola
Anuncios de postres o golosinas, como galletas, helados o dulces

[Show options for each as radio buttons]

Nunca
Menos de una vez por semana
Una vez a la semana
Unas cuantas veces a la semana
Todos los días
Más de una vez al día
No sabe
Se negó a responder
<table>
<thead>
<tr>
<th>EXPOSURE TO MARKETING STRATEGIES</th>
<th>In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sports teams or athletes&lt;br&gt;Cartoons or characters from movies or TV (e.g., Superheroes, Disney)&lt;br&gt;Cartoons or characters made by food companies (e.g., Tony the Tiger, Ronald McDonald)&lt;br&gt;Famous people</td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN - PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – PRODUCTS</th>
<th>Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OWN – TOY</th>
<th>Do you have ‘Happy Meal’ toys or other toys from fast-food restaurants?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality]</td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
<tr>
<td>GAMES</td>
<td>Have you ever played a game or entered a competition <em>offered by a restaurant or food/drink company</em> where you can win a prize?</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GAMES</th>
<th>¿Has participado alguna vez en algún juego o concurso <em>organizado por un restaurante o una empresa de alimentos/bebidas</em> en el que puede ganarse un premio?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sí</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BEVERAGE BRAND ADS</th>
<th>Have you seen any advertisements for this drink brand in the last 30 days?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Coke]</td>
<td>[Show image]</td>
</tr>
<tr>
<td>[Red Bull]</td>
<td>[Show image]</td>
</tr>
<tr>
<td>[Country-specific 100% Juice]</td>
<td>[Show image]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BEVERAGE BRAND ADS</th>
<th>¿Has visto algún anuncio de esta marca de bebidas en los últimos 30 días?</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Coke]</td>
<td>[Show image]</td>
</tr>
<tr>
<td>[Red Bull]</td>
<td>[Show image]</td>
</tr>
<tr>
<td>[Country-specific 100% Juice]</td>
<td>[Show image]</td>
</tr>
</tbody>
</table>
| BEVERAGE BRAND AD LOCATION | UNIVERSITY: Respondents who saw ad for at least one beverage brand in past 30 days [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? [Show selected image] Select all that apply.
- TV shows, series or movies
- Website or social media
- Video or computer games
- Stores (such as posters, special displays)
- Radio
- Magazine or newspaper
- Billboard
- Buses, bus stops and other public transit
- Movie theatres
- 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): [open-ended]
- I haven’t seen any ads for this brand in the last 30 days
- Don’t know
- Refuse to answer
| BEVERAGE SPORTS ADVERTISING | [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 to return to previous question].
Have you seen this brand advertised by a sports team or athlete in the last 12 months? [Show randomly selected brand image]
- Yes
- No
- Don’t know
- Refuse to answer

| BEVERAGE SPORTS ADVERTISING | [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 to return to previous question].
¿Has visto esta marca anunciada por algún equipo deportivo o atleta en los últimos 12 meses? [Show randomly selected brand image]
- Sí
- No
- No sabe
- Se negó a responder

| BEVERAGE SPORTS ADVERTISING | [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 to return to previous question].
¿Dónde viste los anuncios de esta marca?
[Show selected image]
Selecciona todos los que correspondan.
- Programas de televisión, series o películas
- Sitios web o redes sociales
- Juegos de computadora o de video
- Tiendas (como posters, exhibiciones especiales)
- Radio
- Revistas o periódicos
- Anuncios espectaculares
- Autobuses, paradas de autobús y otros medios de transporte público
- Salas de cine
- Escuela
- Centro comunitario o recreativo
- Eventos deportivos, conciertos o eventos comunitarios
- Concursos, muestras gratuitas o cupones
- Descuentos en los precios (por ejem., un 30% de descuento o "compre uno y llévese otro gratis")
- Otro (por favor específica):
- No he visto ningún anuncio de esta marca en los últimos 30 días
- No sabe
- Se negó a responder
<table>
<thead>
<tr>
<th>BEVERAGE CELEBRITY ADVERTISING</th>
<th>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. Can you think of anyone famous who advertises this brand? [Show same brand image as above] Yes No Don’t know Refuse to answer</th>
<th>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. ¿Puedes pensar en alguien famoso que anuncie esta marca? [Show same brand image as above] Sí No No sabe Se negó a responder</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEVERAGE TARGET AUDIENCE</td>
<td>Are advertisements for this brand usually aimed at... [Show same brand image as above] [PROGRAMMER NOTE: Use table with yes/no for each group] Kids 12 and under Teenagers aged 13 to 17 Adults I’ve never seen an advertisement for this brand Don’t know Refuse to answer</td>
<td>Los anuncios de esta marca suelen estar dirigidos a... [Show same brand image as above] [PROGRAMMER NOTE: Use table with yes/no for each group] Niños menores de 12 años Adolescentes de 13 a 17 años Adultos Nunca he visto un anuncio de esta marca No sabe Se negó a responder</td>
</tr>
<tr>
<td>BEVERAGE PREFERENCE Adapted from Lima et al. 2019</td>
<td>How much would you like to have this drink? [Show same brand image as above]</td>
<td>¿Cuánto te gustaría tomar esta bebida? [Show same brand image as above]</td>
</tr>
<tr>
<td>BEV_PREF_[TYPE]</td>
<td>BEV_PREF_[TYPE]_DKR</td>
<td></td>
</tr>
</tbody>
</table>
Have you seen an advertisement for this restaurant in the last 30 days?

[Show image]

- McDonald's
- Subway
- KFC

Yes
No
Don’t know
Refuse to answer

¿Has visto algún anuncio de este restaurante en los últimos 30 días?

[Show image]

- McDonald’s
- Subway
- KFC

Sí
No
No sabe
Se negó a responder
| RESTAURANT BRAND AD LOCATION | UNIVERSITY: 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?** [Show image]
| Select all that apply. |
| TV shows, series or movies |
| Website or social media |
| Video or computer games |
| Stores (such as posters, special displays) |
| Radio |
| Magazine or newspaper |
| Billboard |
| Buses, bus stops and other public transit |
| Movie theatres |
| 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): [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. 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?** [Show randomly selected brand image] |
| Yes |
| No |
| 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. Prevent respondents from using back button to return to previous question].
|**¿Ha visto este restaurante anunciado por un atleta o equipo deportivo en los últimos 12 meses?** [Show randomly selected brand image] |
| Sí |
| No |
| No sabe |
| Se negó a responder |
| **Restaurant Celebrity Advertising** | [Programmer Note: Prevent respondents from using back button to return to previous question]. Can you think of anyone famous who advertises this restaurant? [Show same brand image as above]  
Yes  
No  
Don’t know  
Refuse to answer | [Programmer Note: Prevent respondents from using back button to return to previous question]. ¿Puedes pensar en algún famoso que anuncie este restaurante?  
Sí  
No  
No sabe  
Se negó a responder |
|---|---|
| **Restaurant Target Audience** | Are advertisements for this restaurant usually aimed at... [Show same brand image as above]  
[Programmer Note: Use table with yes/no for each group]  
Kids 12 and under  
Teenagers aged 13 to 17  
Adults  
I’ve never seen an advertisement for this restaurant  
Don’t know  
Refuse to answer | Los anuncios de este restaurante suelen estar dirigidos a... [Show same brand image as above]  
[Programmer Note: Use table with yes/no for each group]  
Niños menores de 12 años  
Adolescentes de 13 a 17 años  
Adultos  
Nunca he visto un anuncio de este restaurante  
No sabe  
Se negó a responder |
| **Restaurant Preference**  
Adapted from Lima et al. 2019 | How much would you like to go to this restaurant? [Show same brand image as above]  
Don’t know  
Refuse to answer | ¿Cuánto te gustaría ir a este restaurante? [Show same brand image as above]  
Don’t know  
Refuse to answer |
| **Sports Participation**  
Sport _play_ | Do you play on a sports team?  
Yes  
No  
Don’t know  
Refuse to answer | ¿Juegas en algún equipo deportivo?  
Sí  
No  
No sabe  
Se negó a responder |
| TEAM SPONSORSHIP – EQUIPMENT | UNIVERSE: Respondents who play on a sports team  
Are there any names or logos of food or restaurant companies on your sports equipment (like uniforms or water bottles)?  
Yes  
No  
Does not apply to me [valid answer]  
Don’t know  
Refuse to answer | UNIVERSE: Respondents who play on a sports team  
¿Hay nombres o logotipos de compañías de alimentos o restaurantes en tu equipo para hacer deporte (como uniformes o botellas de agua)?  
Sí  
No  
No se aplica a mí [valid answer]  
No sabe  
Se negó a responder |
|---|---|
| TEAM SPONSORSHIP – SIGNS | UNIVERSE: Respondents who play on a sports team  
Are there any names or logos of food or restaurant companies on signs or banners at your sports practices, games, tournaments or competitions?  
Yes  
No  
Does not apply to me [valid answer]  
Don’t know  
Refuse to answer | UNIVERSE: Respondents who play on a sports team  
¿Hay nombres o logotipos de compañías de alimentos o restaurantes en letreros o pancartas en tus prácticas deportivas, juegos, torneos o competencias?  
Sí  
No  
No se aplica a mí [valid answer]  
No sabe  
Se negó a responder |
| SPORTS BETTING – NOTICE SPORT TEAMS | Have you seen any sports teams or athletes advertising betting companies in the last 30 days?  
Yes  
No  
Don’t know  
Refuse to answer | ¿Has visto a algún equipo deportivo o atleta anunciando empresas de apuestas en los últimos 30 días?  
Sí  
No  
No sabe  
Se negó a responder |
[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)]

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

**Condition 1: Sprite original**

**Condition 2: Sprite with health message**

**Condition 3: Fruit drink original**

**Condition 4: Fruit drink with health message**

Por favor mira el anuncio de abajo. Haz clic en "siguiente“ cuando estés listo(a) para pasar a la siguiente pantalla.

**Condition 1: Sprite original**

**Condition 2: Sprite with health message**

**Condition 3: Fruit drink original**

**Condition 4: Fruit drink with health message**
<table>
<thead>
<tr>
<th>HEALTH MESSAGE EXPERIMENT – PERCEIVED HEALTHINESS</th>
<th>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is this type of drink unhealthy or healthy?</td>
<td>[PROGRAMMER NOTE: Display advertisement participant was randomized to]</td>
</tr>
<tr>
<td>Very unhealthy</td>
<td>Nada saludable</td>
</tr>
<tr>
<td>Unhealthy</td>
<td>Poco saludable</td>
</tr>
<tr>
<td>In the middle</td>
<td>Medianamente saludable</td>
</tr>
<tr>
<td>Healthy</td>
<td>Saludable</td>
</tr>
<tr>
<td>Very healthy</td>
<td>Muy saludable</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEALTH MESSAGE EXPERIMENT – APPEAL</th>
<th>[PROGRAMMER NOTE: Display advertisement participant was randomized to]</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much would you like to have this drink?</td>
<td>[PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td>BRAND EXPERIMENT – CONDITION ASSIGNMENT</td>
<td>[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.</td>
</tr>
<tr>
<td>Condition 1: Control</td>
<td>[Condition 1: Control]</td>
</tr>
<tr>
<td>Condition 2: Brand only</td>
<td>[Condition 2: Brand only]</td>
</tr>
<tr>
<td>Condition 3: Brand and unhealthy food</td>
<td>[Condition 3: Brand and unhealthy food]</td>
</tr>
<tr>
<td>Condition 4: Brand and healthy food</td>
<td>[Condition 4: Brand and healthy food]</td>
</tr>
</tbody>
</table>

| BRAND_COND | [PROGRAMMER NOTE: Randomize each respondent to view ONE of the four advertisements]. Por favor mira el anuncio de abajo. Haz clic en "siguiente" cuando estés listo(a) para pasar a la siguiente pantalla. |
| Condition 1: Control | [Condition 1: Control] |
| Condition 2: Brand only | [Condition 2: Brand only] |
| Condition 3: Brand and unhealthy food | [Condition 3: Brand and unhealthy food] |
| Condition 4: Brand and healthy food | [Condition 4: Brand and healthy food] |
| BRAND EXPERIMENT — MEASURE ASSIGNMENT | [PROGRAMMER NOTE: Randomize each respondent to complete ONE of the following two measures: perceived taste OR likelihood of consumption.]
| --- | --- |
| BRAND EXPERIMENT — PERCEIVED TASTE | **NEW 2023**
| BRAND_TASTE | **UNIVERSE:** Respondents randomized to the perceived taste measure (brand_rand=1)  
|  | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].
|  | How much would you like to eat this food?  
|  | [PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]
|  | 😞😞😞😞😊😊😊😊😍😍
|  | Don’t know  
|  | Refuse to answer  
| BRAND EXPERIMENT — LIKELIHOOD OF CONSUMPTION | **NEW 2023**
| BRAND_CONSUME | **UNIVERSE:** Respondents randomized to likelihood of consumption measure (brand_rand=2)  
|  | [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]  
|  | Big Mac

---

| BRAND EXPERIMENT — PERCEIVED TASTE | **NEW 2023**
| BRAND_TASTE | **UNIVERSE:** Respondents randomized to the perceived taste measure (brand_rand=1)  
|  | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].
|  | ¿Cuánto te gustaría comer esta comida?  
|  | [PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]
|  | 😞😞😞😞😊😊😊😊😍😍
|  | No sabe  
|  | Se negó a responder  
| BRAND EXPERIMENT — LIKELIHOOD OF CONSUMPTION | **NEW 2023**
| BRAND_CONSUME | **UNIVERSE:** Respondents randomized to likelihood of consumption measure (brand_rand=2)  
|  | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].
|  | Si pudieras comer una de estos alimentos ahora mismo, ¿cuál elegirías?  
|  | [PROGRAMMER NOTE: display radio buttons with image on the right of the button; randomize the order the food products are shown on screen]  
|  | Big Mac

---

70
None of the above

Ninguna de las anteriores
<table>
<thead>
<tr>
<th>Don’t know</th>
<th>No sabe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

**ENCOURAGEMENT 3**

**ENCOURAGEMENT 3 - KOALA**

<table>
<thead>
<tr>
<th>Getting tired? Don’t give up, you’re almost finished!</th>
<th>¿Te estás cansando? ¡No te rindas, ya casi terminas!</th>
</tr>
</thead>
</table>

**DATA QUALITY CHECK 1**

**DATA QUALITY CHECK - FRUIT**

<table>
<thead>
<tr>
<th>Which of these foods is a fruit?</th>
<th>¿Cuál de estos alimentos es una fruta?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bread</td>
<td>Pan</td>
</tr>
<tr>
<td>Carrot</td>
<td>Zanahoria</td>
</tr>
<tr>
<td>Egg</td>
<td>Huevo</td>
</tr>
<tr>
<td>Apple</td>
<td>Manzana</td>
</tr>
<tr>
<td>Milk</td>
<td>Leche</td>
</tr>
<tr>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>
### OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

<table>
<thead>
<tr>
<th>DRUG USE</th>
<th>UNIVERSE: Age 16-17</th>
<th>Have you ever used any of the following? Select all that apply.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSTADS modified</td>
<td></td>
<td>Tobacco cigarettes&lt;br&gt;E-cigarettes / vaped nicotine&lt;br&gt;Marijuana / cannabis&lt;br&gt;Alcohol&lt;br&gt;I have never used any of the above&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
<tr>
<td>USE_CIG</td>
<td></td>
<td>Cigars de tabaco&lt;br&gt;Cigarrillos electrónicos/Nicotina en forma de vapor&lt;br&gt;Marihuana/cannabis&lt;br&gt;Alcohol&lt;br&gt;Nunca he usado ninguno de los anteriores&lt;br&gt;No sabe&lt;br&gt;Se negó a responder</td>
</tr>
<tr>
<td>USE_ECIG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_MI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_ALC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_NONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_R</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_DK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_NONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USE_R</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERCEIVED INCOME ADEQUACY</th>
<th>UNIVERSE: Mexico</th>
<th>Does your family have enough money to pay for things your family needs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>INC_ADEQ</td>
<td></td>
<td>Not enough money&lt;br&gt;Barely enough money&lt;br&gt;Enough money&lt;br&gt;More than enough money&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No hay suficiente dinero&lt;br&gt;Apenas hay suficiente dinero&lt;br&gt;Suficiente dinero&lt;br&gt;Más que suficiente dinero&lt;br&gt;No sabe&lt;br&gt;Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ETHNICITY – MEXICO CENSUS</th>
<th>UNIVERSE: Mexico only</th>
<th>According to your culture, are you considered indigenous?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETH_MEX</td>
<td></td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sí&lt;br&gt;No&lt;br&gt;No sabe&lt;br&gt;Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ETHNICITY – LANGUAGE</th>
<th>UNIVERSE: Mexico only</th>
<th>Do you speak any dialect or indigenous language?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETH_MEX_LANG</td>
<td></td>
<td>Yes&lt;br&gt;No&lt;br&gt;Don’t know&lt;br&gt;Refuse to answer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sí&lt;br&gt;No&lt;br&gt;No sabe&lt;br&gt;Se negó a responder</td>
</tr>
<tr>
<td>BIRTH LOCATION</td>
<td>Were you born in Mexico?</td>
<td>¿Naciste en México?</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC WORDING</td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELF-REPORTED HEIGHT</th>
<th>How tall are you without shoes?</th>
<th>¿Cuál es tu estatura descalzo?</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRY SPECIFIC UNITS</td>
<td>Would you rather answer in:</td>
<td>¿Prefieres responder usando...?</td>
</tr>
<tr>
<td>REVISED 2022 (limits)</td>
<td>Meters</td>
<td>Metros</td>
</tr>
<tr>
<td>REVISED 2023</td>
<td>Centimetres</td>
<td>Centímetros</td>
</tr>
<tr>
<td>HT_UNIT</td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>HT_M</td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td>HT_CM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: show based on response to above]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVERSE: ht_unit=metres</td>
<td>Enter meters: ______ m [numeric, 0.6-2.5]</td>
<td></td>
</tr>
<tr>
<td>UNIVERSE: ht_unit=centimetres</td>
<td>Enter centimetres: ______ cm [numeric, 60-250]</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELF-REPORTED HEIGHT CONFIRMATION</th>
<th>You entered [X] metres. Is that correct?</th>
<th>Tú introdujiste [X] metros. ¿Es correcto?</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVISED 2021 (typo)</td>
<td>Yes</td>
<td>Sí</td>
</tr>
<tr>
<td>REVISED 2023</td>
<td>No – I need to make a correction</td>
<td>No, necesito hacer una corrección</td>
</tr>
<tr>
<td>COUNTRY SPECIFIC UNITS</td>
<td>Don’t know</td>
<td>No sabe</td>
</tr>
<tr>
<td>HT_M_CONF</td>
<td>Refuse to answer</td>
<td>Se negó a responder</td>
</tr>
<tr>
<td>HT_CM_CONF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: show based on response to above]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVERSE: ht_unit=meters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tú introdujiste [X] centímetros. ¿Es correcto?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tú introdujiste [X] centímetros. ¿Es correcto?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sí</td>
<td>Sí</td>
<td></td>
</tr>
<tr>
<td>No, necesito hacer una corrección</td>
<td>No, necesito hacer una corrección</td>
<td></td>
</tr>
<tr>
<td>No sabe</td>
<td>No sabe</td>
<td></td>
</tr>
<tr>
<td>Se negó a responder</td>
<td>Se negó a responder</td>
<td></td>
</tr>
<tr>
<td>SELF-REPORTED HEIGHT CORRECTION</td>
<td>UNIVERSE: <code>ht_cm_conf</code> or <code>ht_m_conf</code> = No – I need to fix my answer</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>---------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>How tall are you without shoes?</strong></td>
<td>Would you rather answer in:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centimetres</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
<td></td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: show based on response to above]</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>ht_unit</code> = metres</strong></td>
<td>Enter meters: ______ m [numeric, 0.6-2.5]</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>ht_unit</code> = centimetres</strong></td>
<td>Enter centimetres: ______ cm [numeric, 60-250]</td>
<td></td>
</tr>
<tr>
<td><strong>¿Cuál es tu estatura descalzo?</strong></td>
<td>¿Prefieres responder usando...?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Metros</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centimetros</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Se negó a responder</td>
<td></td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: show based on response to above]</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>ht_unit</code> = metros</strong></td>
<td>Escribe tu estatura en metros: ______ m [numeric, 0.6-2.5]</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>ht_unit</code> = centimetros</strong></td>
<td>Escribe tu estatura en centimetros: ______ cm [numeric, 60-250]</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELF-REPORTED WEIGHT</th>
<th>UNIVERSE: <code>ht_cm_conf</code> or <code>ht_m_conf</code> = No – I need to fix my answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How much do you weigh without clothes or shoes?</strong></td>
<td>Would you rather answer in:</td>
</tr>
<tr>
<td></td>
<td>Pounds (lb)</td>
</tr>
<tr>
<td></td>
<td>Kilograms (kg)</td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td></td>
<td>Refuse to answer</td>
</tr>
<tr>
<td>[PROGRAMMER NOTE: show based on response to above]</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>wt_unit</code> = pounds</strong></td>
<td>Enter pounds: ______ lb [numeric]</td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>wt_unit</code> = kilogram</strong></td>
<td>Enter kilograms: ______ kg [numeric]</td>
</tr>
<tr>
<td><strong>¿Cuánto pesas sin ropa ni zapatos?</strong></td>
<td>¿Prefieres responder usando...?</td>
</tr>
<tr>
<td></td>
<td>Libras (lb)</td>
</tr>
<tr>
<td></td>
<td>Kilogramos (kg)</td>
</tr>
<tr>
<td></td>
<td>No sabe</td>
</tr>
<tr>
<td></td>
<td>Se negó a contestar</td>
</tr>
<tr>
<td>[PROGRAMMER: show based on response to above]</td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>wt_unit</code> = libras</strong></td>
<td>Escribe las libras: ______ lb [numeric]</td>
</tr>
<tr>
<td><strong>UNIVERSE: <code>wt_unit</code> = kilogram</strong></td>
<td>Escribe los kilogramos: ______ kg [numeric]</td>
</tr>
</tbody>
</table>
| SELF-REPORTED WEIGHT CONFIRMATION | UNIVERSE: wt_unit= pounds  
You entered [X] pounds. Is that right?  
Yes  
No – I need to fix my answer  
Don’t know  
Refuse to answer  

UNIVERSE: wt_unit=kilograms  
You entered [X] kilograms. Is that right?  
Yes  
No – I need to fix my answer  
Don’t know  
Refuse to answer  

UNIVERSE: wt_unit= pounds  
Tú introdujiste [X] libras. ¿Es correcto?  
Sí  
No, necesito hacer una corrección  
No sabe  
Se negó a responder  

UNIVERSE: wt_unit=kilograms  
Tú introdujiste [X] kilogramos. ¿Es correcto?  
Sí  
No, necesito hacer una corrección  
No sabe  
Se negó a responder |
|---|---|
| SELF-REPORTED WEIGHT CORRECTION | UNIVERSE: wt_conf, or wt_kg_conf= No – I need to fix my answer  
How much do you weigh without clothes or shoes?  
Would you rather answer in:  
Pounds (lb)  
Kilograms (kg)  
Don’t know  
Refuse to answer  

[PROGRAMMER NOTE: show based on response to above]  
UNIVERSE: wt_unit= pounds  
Enter pounds: ______ lb [numeric]  

UNIVERSE: wt_unit=kilograms  
Enter kilograms: ______ kg [numeric]  

UNIVERSE: wt_unit= pounds  
¿Cuánto pesas sin ropa ni zapatos?  
¿Prefieres responder usando...?  
Libras (lb)  
Kilogramos (kg)  
No sabe  
Se negó a responder  

[PROGRAMMER: show based on response to above]  
UNIVERSE: wt_unit= pounds  
Escribe las libras: ______ lb [numeric]  

UNIVERSE: wt_unit=kilograms  
Escribe los kilogramos: ______ kg [numeric] |
You’re finished - thank you!

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.

Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 27/09/2023. If you have general questions regarding your rights as a participant in a research study, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx.

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. Alejandra Jáuregui de la Mota a local study researcher from the Instituto Nacional de Salud Pública in Mexico at 777-329-3000 ext. 7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx.

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

Thanks again for your help.

¡Ha terminado! ¡Gracias!

Permiteme recordarte que los aspectos éticos del presente estudio fueron revisados y autorizados por el Comité de Ética de la Investigación de la Universidad de Waterloo (REB#41477). Si tienes preguntas para el comité, por favor comunícate con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4567 ext. 36005 ó por email a reb@uwaterloo.ca.

Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSP) y aprobado el 27/09/2023. Si usted tiene preguntas generales relacionadas con sus derechos como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Ángelica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 am a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx.

Si tienes alguna otra pregunta sobre el estudio o si deseas recibir una copia de los resultados de este estudio, por favor ponte en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 ó por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un horario de 9:30 a 14:00 hrs. de lunes a viernes, ó por email a alejandra.jauregui@insp.mx.

Haz clic en “SIGUIENTE” para regresar al sitio web de la empresa de encuestas.

Una vez más, gracias por tu ayuda.
<table>
<thead>
<tr>
<th>REDIRECT</th>
<th>You will now be redirected back to the survey company.</th>
<th>Ahora te rediriges a la empresa de encuestas.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIELSEN END SCREEN</td>
<td>[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].</td>
<td>[Screen shown by Nielsen and their partner panels] ¡Gracias por tu participación en esta encuesta! Agradecemos tu tiempo y tus opiniones. Has ganado [incentivo del panel].</td>
</tr>
</tbody>
</table>