



Youth Surveys

SUMMARY OF FINDINGS 2019 – 2021



Forward

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

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

The current report summarizes findings among youth respondents from Australia, Canada, Chile, Mexico, the United Kingdom and the United States in 2021, with select comparisons to 2019 and 2020. Additional details are available upon request.

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



FUNDING

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ETHICS CLEARANCE

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

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INTERNATIONAL
FOOD POLICY
STUDY



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OVERVIEW

The International Food Policy Study (IFPS) is designed to evaluate the impact of national-level food policies. Population-based studies are being conducted to examine dietary patterns and policy-relevant behaviours among adults and youth in six countries: Australia, Canada, Chile (youth only), Mexico, the United Kingdom, and the United States. IFPS youth surveys have been conducted annually since 2019. This report summarizes key indicators among youth respondents from 2021 surveys, with select comparisons to 2019 and 2020.

SAMPLE

Youth respondents were aged 10–17 and were recruited through the Nielsen Consumer Insights Global Panel and their partner panels. Panelists are recruited through both probability and non-probability sampling methods. Adult panelists were screened to identify whether they had any children aged 10 to 17 living in their household. Parents/guardians with a potentially eligible child were provided information about the study and asked for permission for their child to participate. Only one child per household was invited to participate. The child was subsequently screened to confirm eligibility and ascertain consent.

The current report presents findings from the 2021 surveys (n=10,459), with data for selected outcomes from 2019 (n=12,031) and 2020 (n=11,108). The IFPS sample for 2021 comprised respondents in Australia (n=914), Canada (n=3,499), Chile (n=1,112), Mexico (n=1,617), the United Kingdom (n=1,577) and the United States (n=1,740).

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

Where shown, error bars represent 95% confidence intervals, calculated for 2021 estimates only.

Across all countries, the cooperation rate (calculated based on AAPOR Cooperation Rate #2, as the percentage of eligible youth respondents who completed the survey among those who accessed the survey link) was 76.8% in 2019, 79.6% in 2020, and 80.2% in 2021.

SURVEY

Data were collected via online surveys conducted in November–December in each of 2019, 2020 and 2021. The survey covers the following content areas:

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

TECHNICAL REPORT

The IFPS survey and technical reports from previous waves are available at: www.foodpolicystudy.com/methods. The 2019, 2020 and 2021 technical reports include more detailed information on methodology and survey weighting.

Sample profile 2019-2021



N=3,944
% (n)



N=11,076
% (n)



N=3,979
% (n)



N=5,056
% (n)



N=4,618
% (n)



N=4,925
% (n)

Sex

Male	51% (2,027)	51% (5,643)	51% (2,033)	51% (2,560)	51% (2,368)	51% (2,515)
Female	49% (1,917)	49% (5,433)	49% (1,946)	49% (2,496)	49% (2,250)	49% (2,410)

Age

10-13 years	52% (2,049)	51% (5,623)	48% (1,926)	51% (2,555)	52% (2,411)	50% (2,464)
14-17 years	48% (1,895)	49% (5,453)	52% (2,053)	49% (2,501)	48% (2,207)	50% (2,461)

Ethnicity

Majority	75% (2,953)	71% (7,808)	83% (3,314)	77% (3,884)	82% (3,795)	51% (2,526)
Minority / Not stated	25% (991)	29% (3,268)	17% (666)	23% (1,172)	18% (822)	49% (2,400)

Perceived income adequacy

Not enough money	4% (174)	3% (296)	5% (210)	4% (215)	4% (196)	5% (244)
Barely enough money	18% (686)	15% (1,673)	23% (943)	28% (1,424)	20% (891)	23% (119)
Enough money	62% (2,438)	63% (6,880)	66% (2,552)	62% (3,109)	63% (2,889)	56% (2,724)
More than enough money	16% (598)	19% (2,073)	6% (217)	5% (269)	13% (578)	16% (776)

Survey year (n)

2019	1,435	3,682	1,252	1,616	1,520	1,603
2020	1,595	3,895	1,615	1,823	1,521	1,582
2021	914	3,499	1,112	1,617	1,577	1,740

ALL ESTIMATES ARE WEIGHTED WITH POST-STRATIFICATION SURVEY WEIGHTS. ETHNICITY CATEGORIES AS PER CENSUS QUESTIONS ASKED IN EACH COUNTRY: 1) AUSTRALIA MAJORITY=ONLY SPEAKS ENGLISH AT HOME, MINORITY=SPEAKS A LANGUAGE BESIDES ENGLISH AT HOME; 2) CANADA MAJORITY=WHITE, MINORITY=OTHER ETHNICITY; 3) CHILE MAJORITY=NON-INDIGENOUS, MINORITY=INDIGENOUS; 4) MEXICO MAJORITY=NON-INDIGENOUS, MINORITY=INDIGENOUS; 5) UNITED KINGDOM MAJORITY=WHITE, MINORITY=OTHER ETHNICITY; 6) UNITED STATES MAJORITY=WHITE, MINORITY=OTHER ETHNICITY. TO ASSESS PERCEIVED INCOME ADEQUACY, RESPONDENTS WERE ASKED, "DOES YOUR FAMILY HAVE ENOUGH MONEY TO PAY FOR THINGS YOUR FAMILY NEEDS?" "DON'T KNOW" AND "REFUSE TO ANSWER" RESPONSES WERE EXCLUDED FROM THIS TABLE FOR PERCEIVED INCOME ADEQUACY.



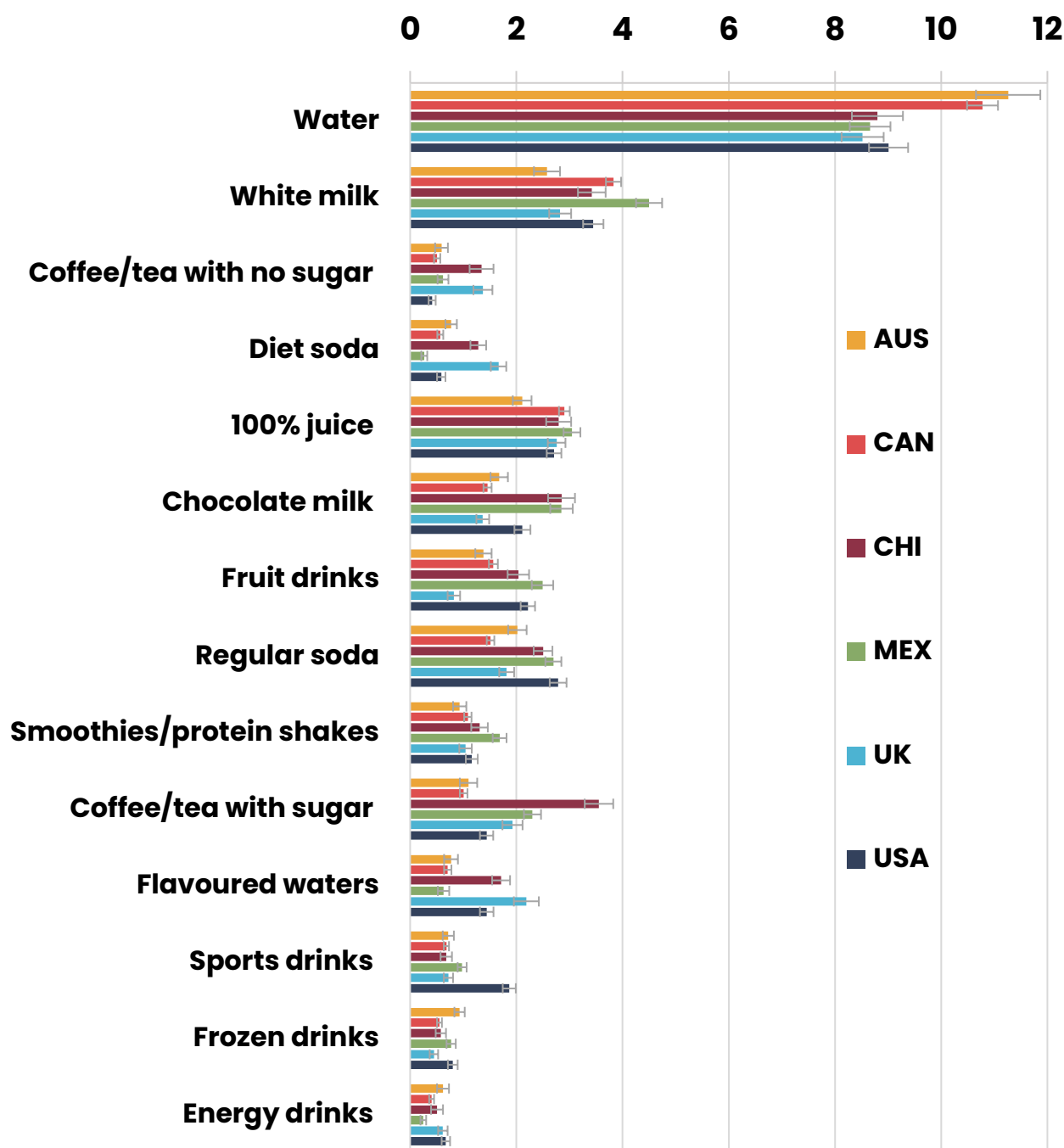
Dietary intake measures



Beverage intake

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

How many of these drinks did you have in the last 7 days? MEAN # DRINKS IN PAST WEEK (2021)

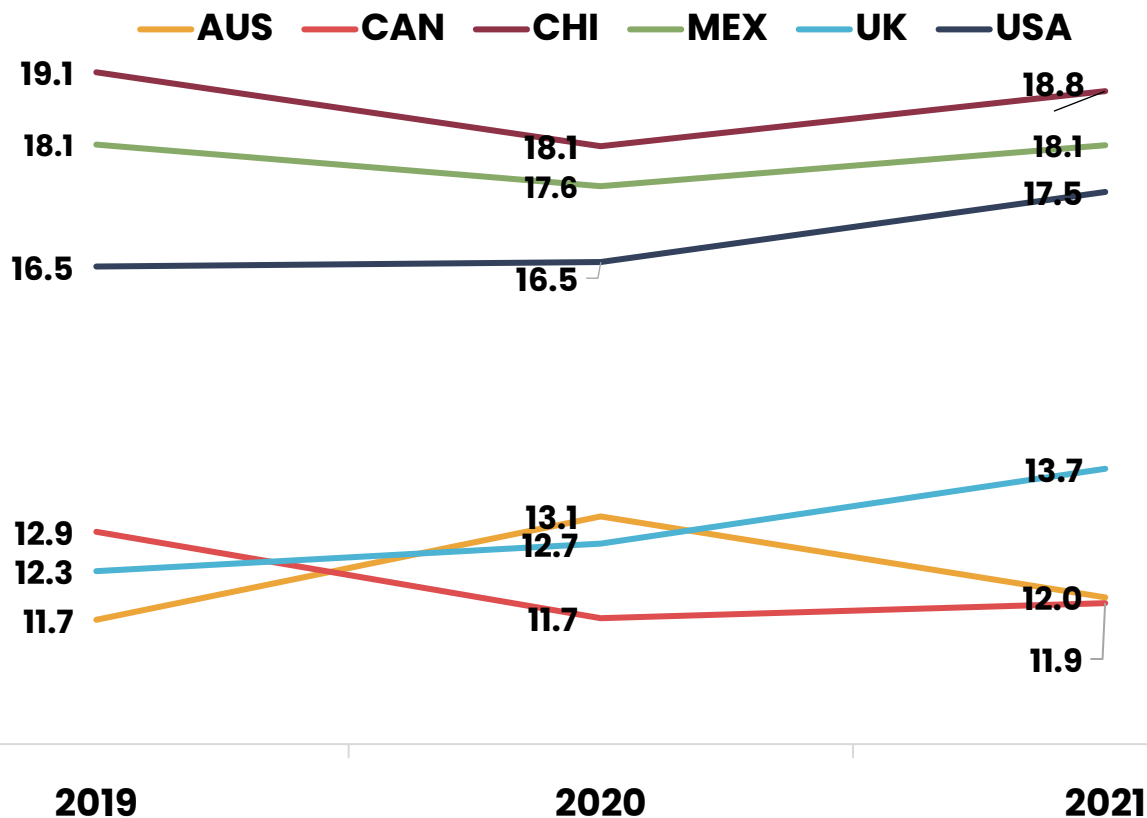


AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). RESPONSES OF '>20' WERE CODED AS 25 DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES.

Sugary drink intake

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

Total sugary drink consumption MEAN # DRINKS IN PAST WEEK (2019-2021)



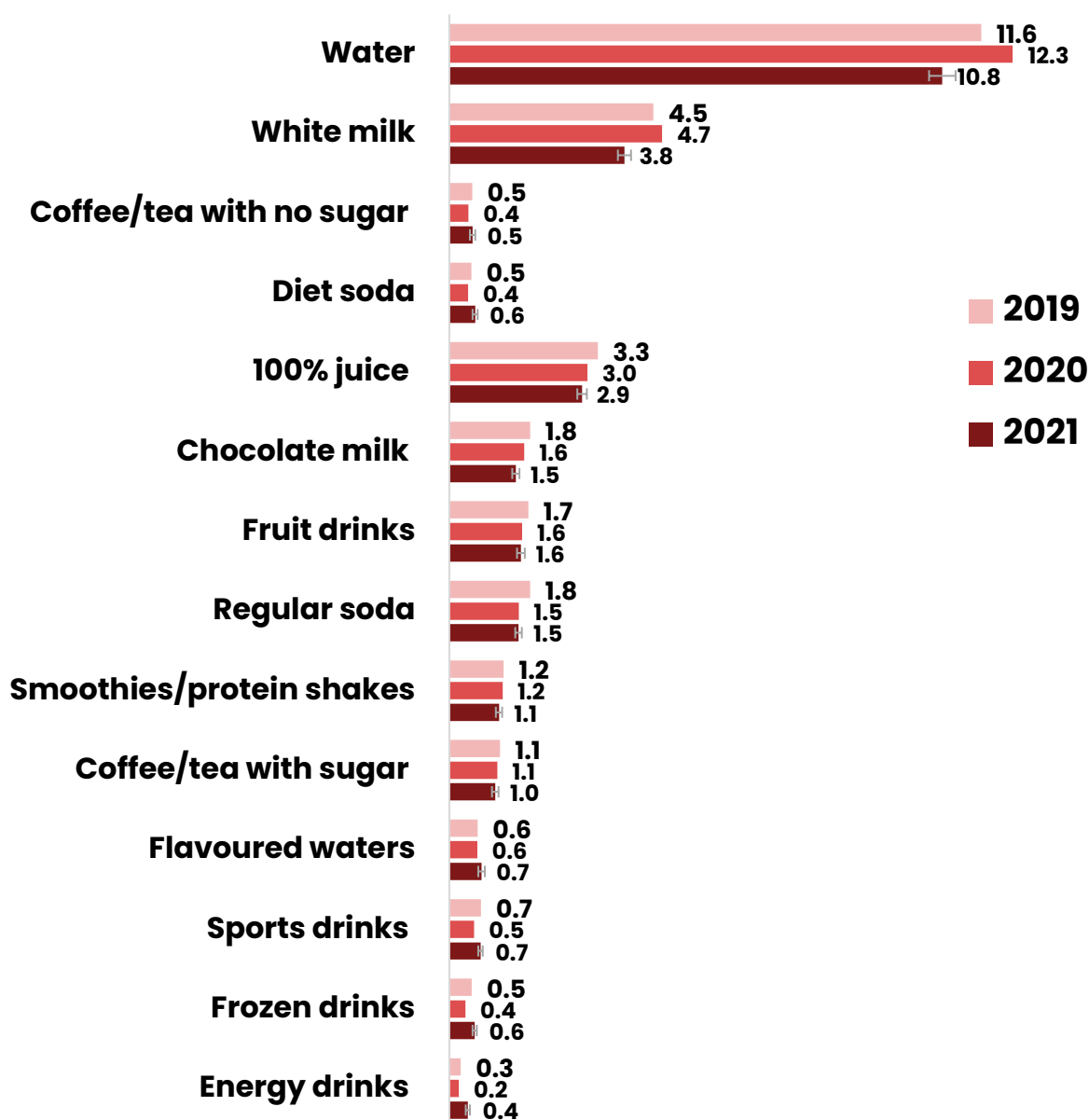
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Beverage intake - Canada 2019-2021

Among youth in Canada, water was the most commonly reported beverage consumed, followed by white/unsweetened milk or milk alternatives. There was a slight decrease in reported consumption of both these categories between 2020 and 2021 among youth in Canada, but the remaining categories remained relatively stable.

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

MEAN # DRINKS IN PAST WEEK, CANADA (2019-2021)



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). RESPONSES OF '>20' WERE CODED AS 25 DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES.

Sugary drink intake

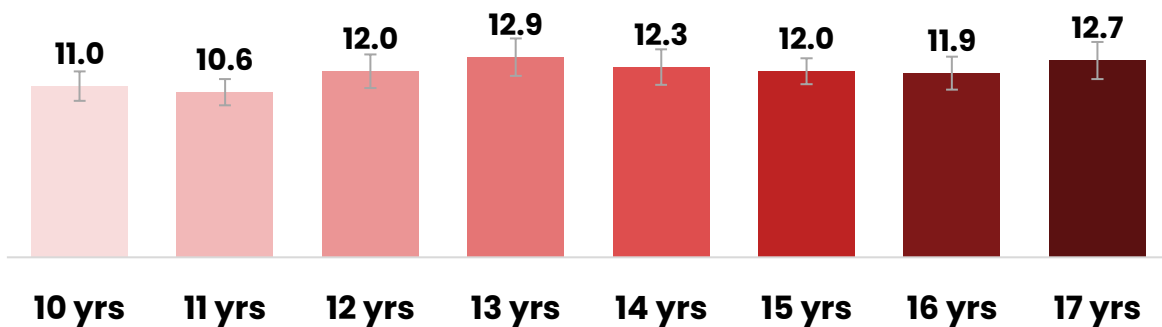
Canada 2021

Among youth in Canada, reported consumption of sugary drinks increased with age, and was greater among males, those identifying as majority ethnicity, or those with lower income adequacy.

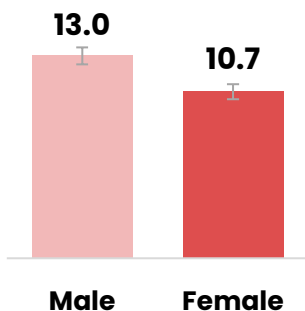
Total sugary drink consumption

MEAN # DRINKS IN PAST WEEK, CANADA (2021)

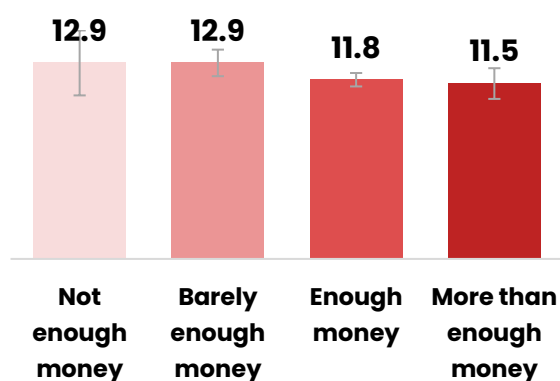
BY AGE



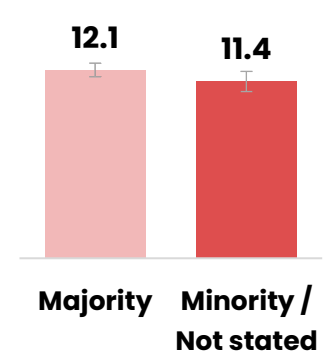
BY SEX



BY INCOME ADEQUACY



BY ETHNICITY



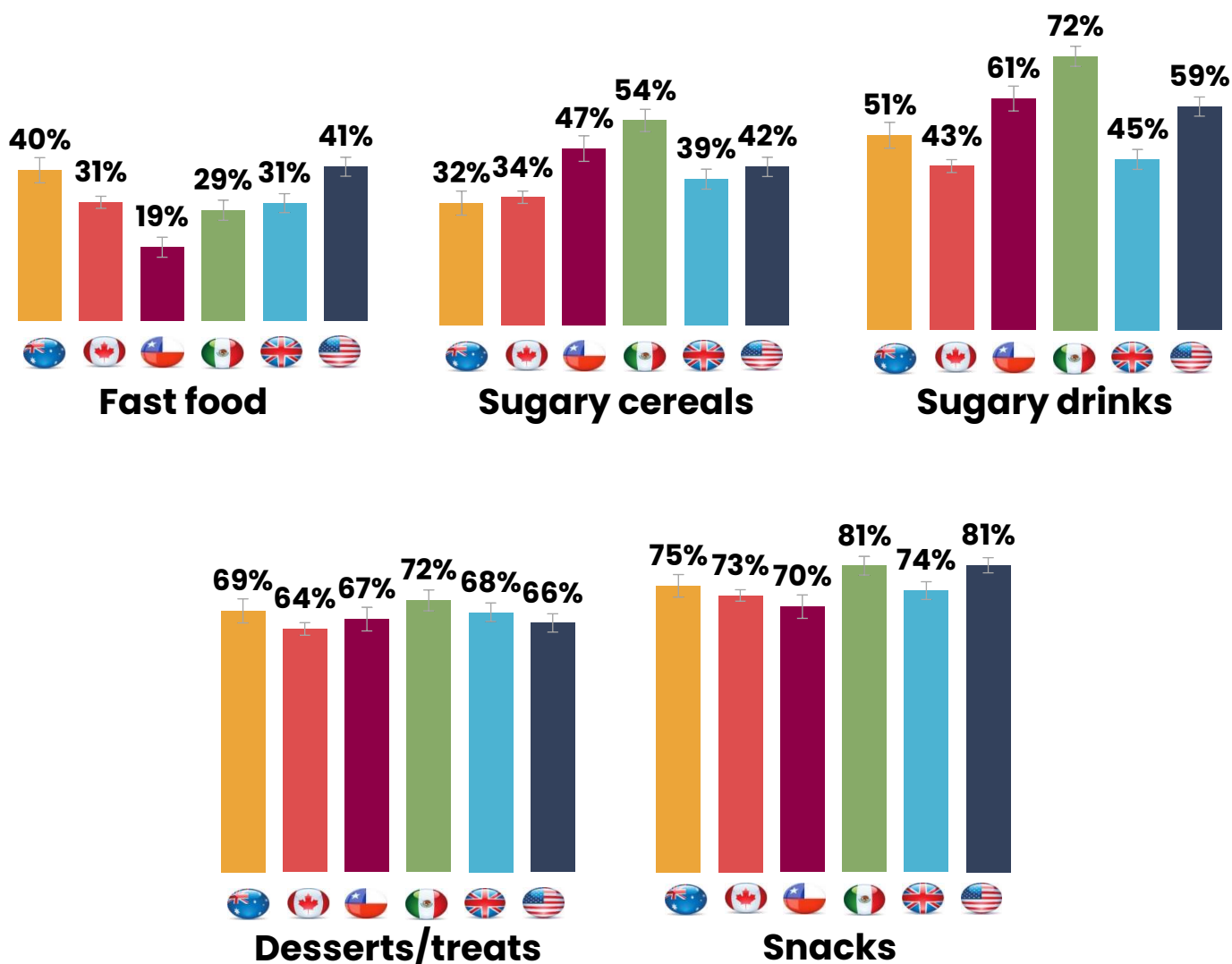
AMONG ALL CANADIAN RESPONDENTS (N=3,499). "SUGARY DRINKS" INCLUDE 100% FRUIT JUICE, CHOCOLATE MILK, FRUIT DRINKS, REGULAR SODA, SMOOTHIES/PROTEIN SHAKES, COFFEE/TEA WITH SUGAR, FLAVOURED WATERS, SPORTS DRINKS, FROZEN DRINKS AND ENERGY DRINKS. SPORTS DRINKS, ENERGY DRINKS, FRUIT DRINKS, AND FLAVOURED WATERS INCLUDED BOTH REGULAR AND DIET VARIETIES. RESPONSES OF '>20' WERE CODED AS 25 DRINKS.

'Unhealthy' food intake

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

Did you have any of the following yesterday?

% "YES" (2021)

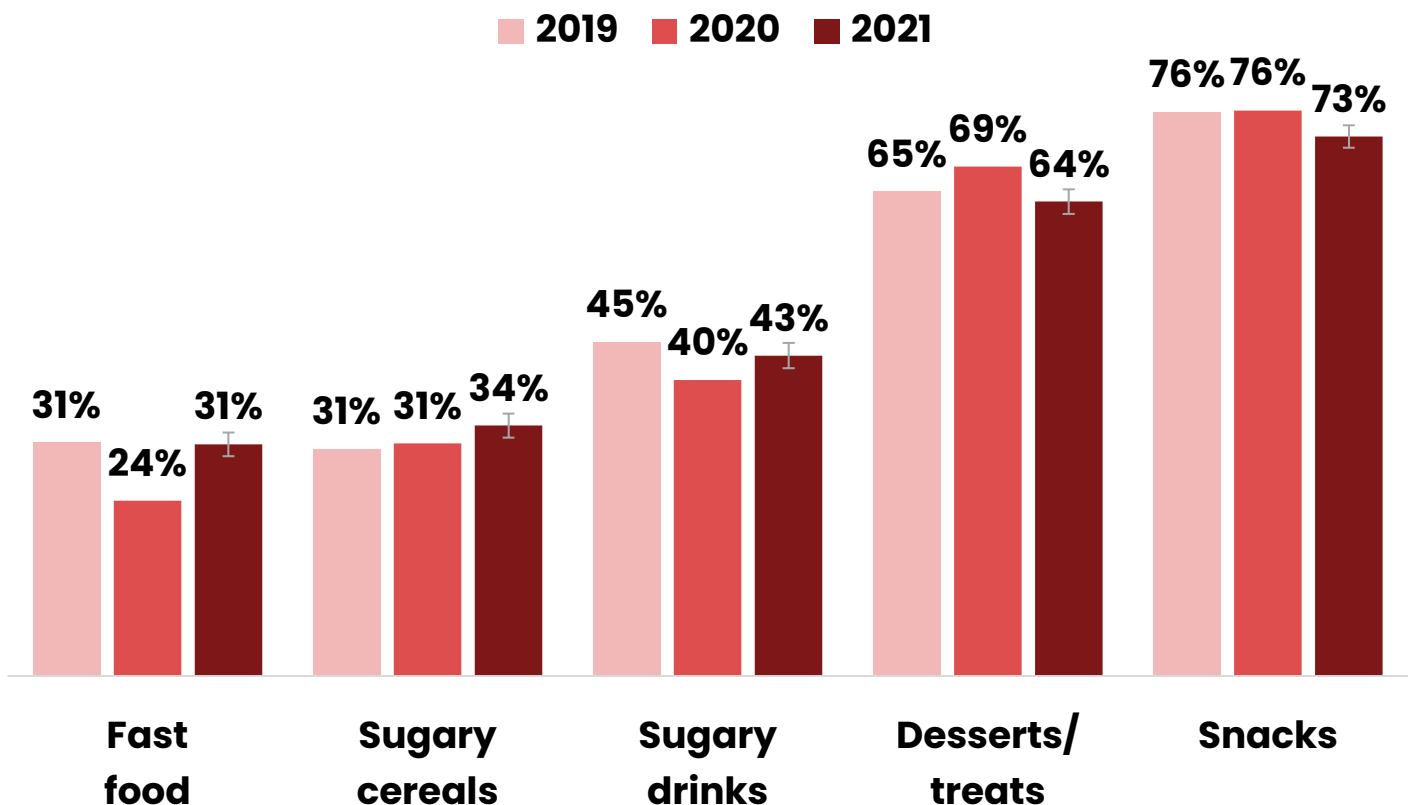


'Unhealthy' food intake

Canada 2019-2021

Among youth in Canada, reported previous-day consumption of fast food increased between 2020 and 2021. Small increases in the consumption of sugary cereals and sugary drinks were also reported, alongside small decreases in the consumption of desserts/treats and snacks.

Did you have any of the following yesterday? % "YES" (2021)





'Unhealthy' food intake

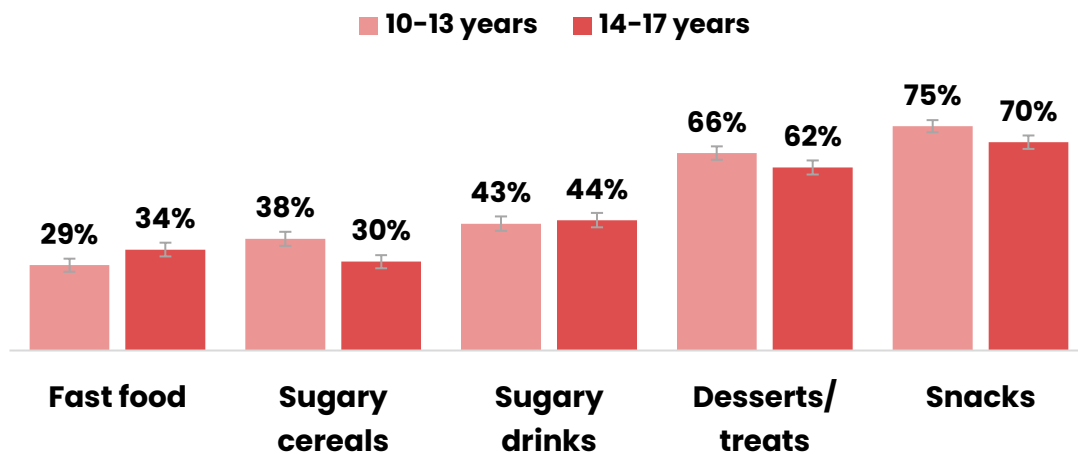
Canada 2021

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

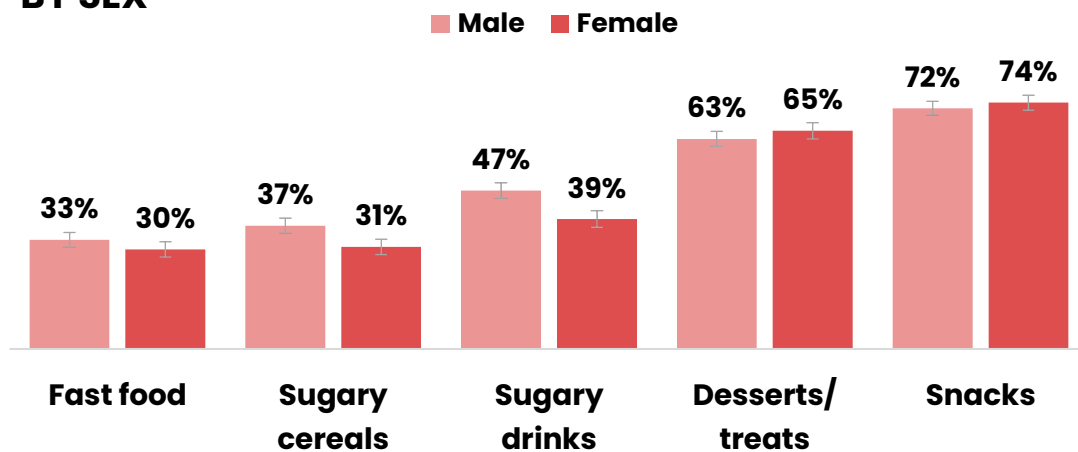
Did you have any of the following yesterday?

% "YES" (2021)

BY AGE



BY SEX





'Unhealthy' food intake

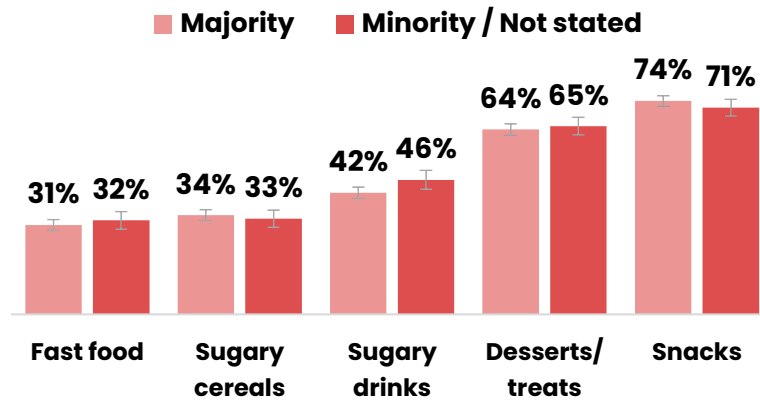
Canada 2021

In Canada, self-reported consumption of fast food, sugary drinks, and desserts/treats was greater among those identifying as majority ethnicity, while their consumption of sugary cereals and snacks was lower than those of minority or unstated ethnicities. Sugary cereal and sugary drink consumption was lower among youth reporting greater income adequacy.

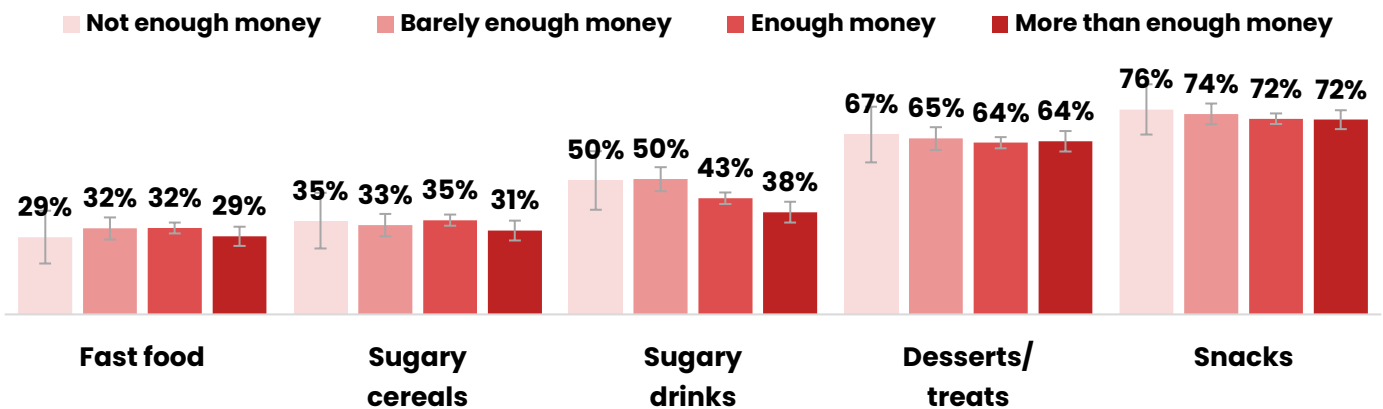
Did you have any of the following yesterday?

% "YES" (2021)

BY ETHNICITY



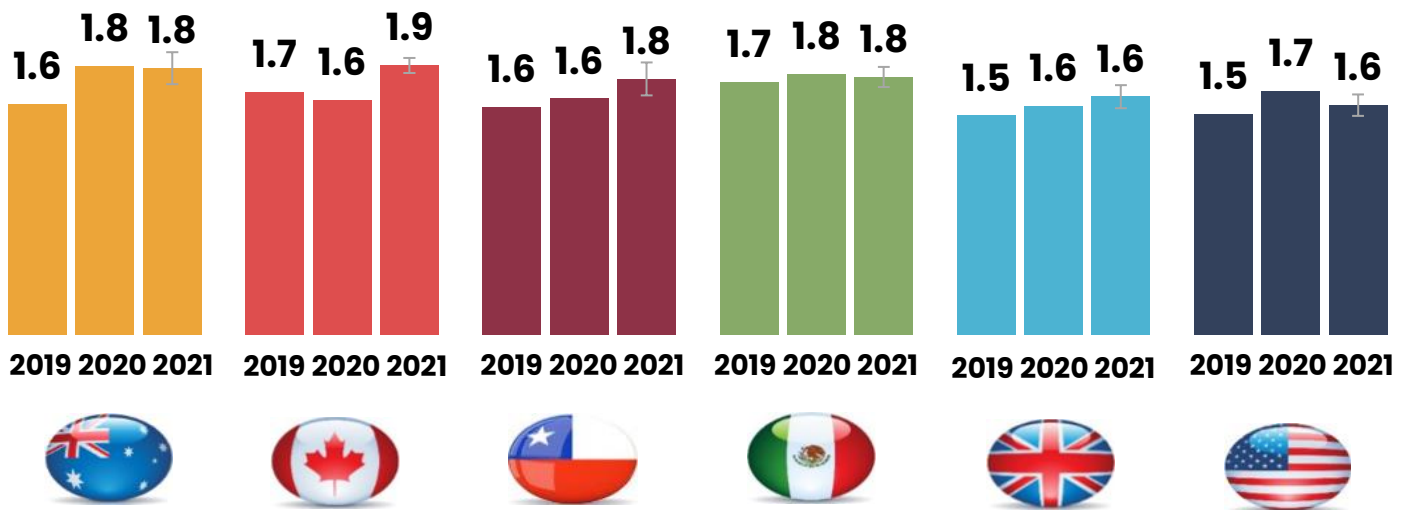
BY INCOME ADEQUACY



Fruit intake

Reported intake of fruits was low among youth in all six countries, but increased slightly in Canada and Chile between 2019 and 2021.

How many times did you eat fruit yesterday? MEAN # TIMES (2019–2021)

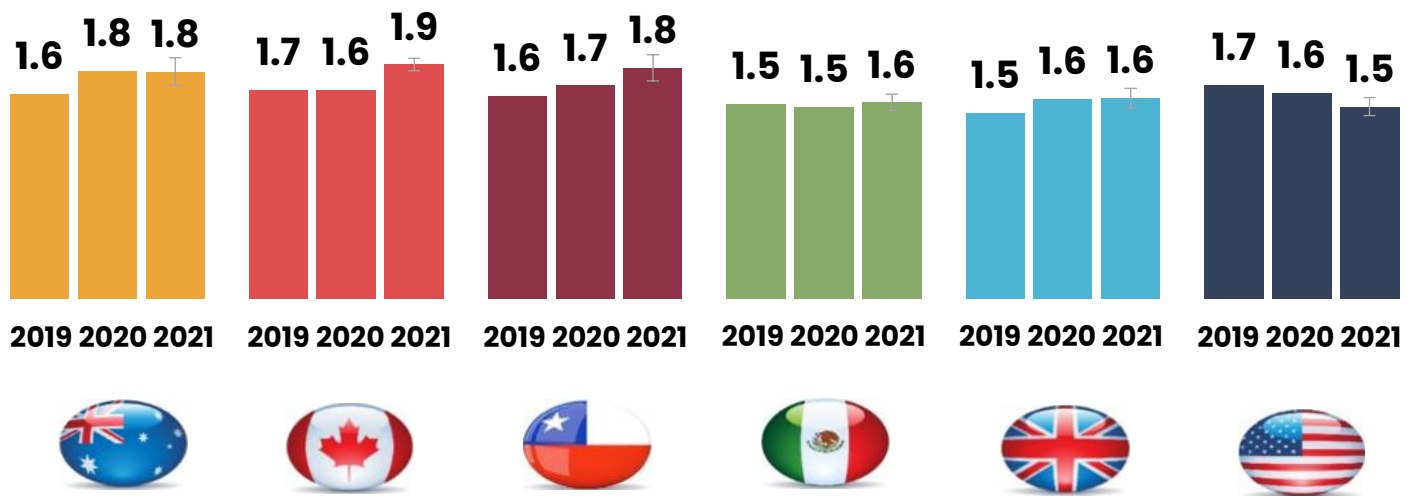


AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). RESPONDENTS WERE INSTRUCTED TO INCLUDE FRESH, FROZEN, DRIED OR CANNED FRUIT, BUT NOT FRUIT JUICE.

Vegetable intake

Reported intake of vegetables was low among youth in all six countries. Youth in Canada and Chile reported small increases in vegetable intake between 2019 and 2021, while small decreases were reported by those in the US.

How many times did you eat vegetables yesterday? MEAN # TIMES (2019-2021)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). RESPONDENTS WERE INSTRUCTED TO NOT INCLUDE FRENCH FRIES, FRIED POTATOES, OR POTATO CHIPS.

Fruit intake

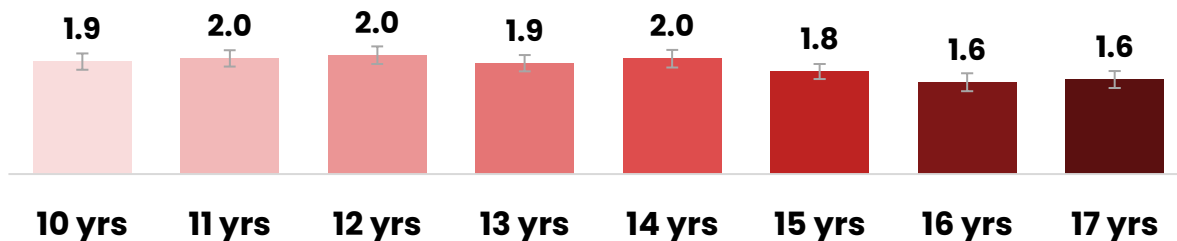
Canada 2021

In Canada, reported consumption of fruit in the past day was low across all age, sex, income adequacy, and ethnicity groups. Fruit intake decreased with age, and was slightly higher in youth with higher income adequacy.

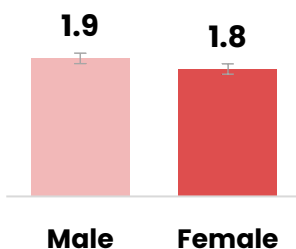
How many times did you eat fruit yesterday?

MEAN # TIMES (2021)

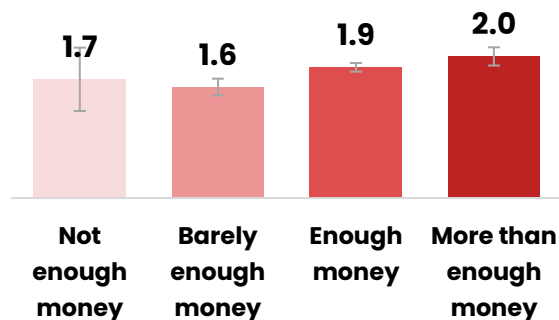
BY AGE



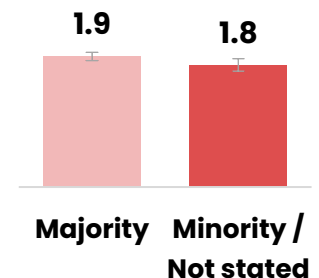
BY SEX



BY INCOME ADEQUACY



BY ETHNICITY



Vegetable intake

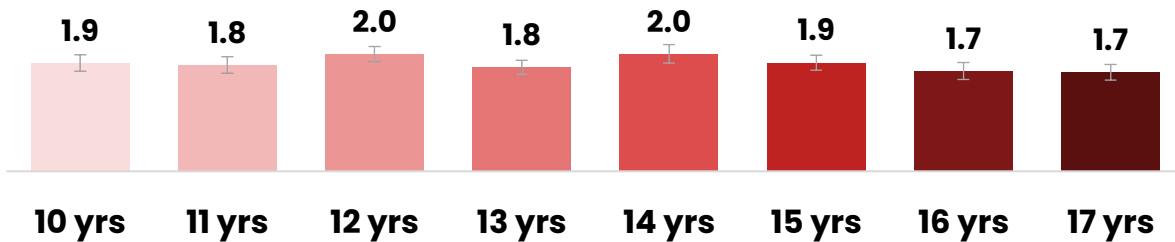
Canada 2021

In Canada, reported consumption of vegetables in the past day was low across all age, sex, income adequacy, and ethnicity groups. Vegetable intake decreased slightly with age, and was higher in youth with higher income adequacy.

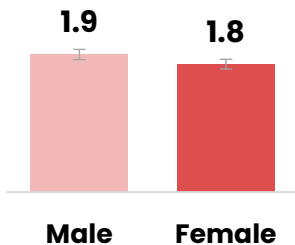
How many times did you eat vegetables yesterday?

MEAN # TIMES (2021)

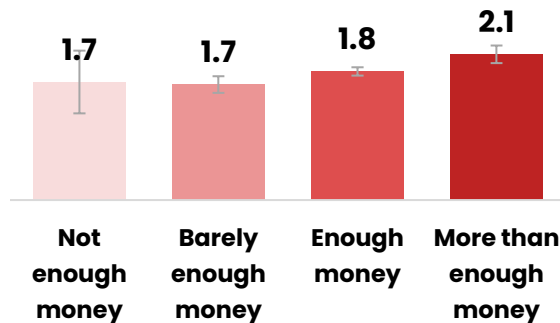
BY AGE



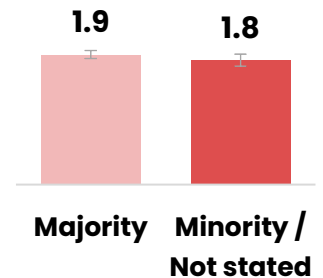
BY SEX



BY INCOME ADEQUACY









BY ETHNICITY



Eating patterns & meal preparation

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

Think about the last 7 days. How many days did you...
TIMES (2021)

						
Have a meal from restaurants, fast food places, food stands, or vending machines?	2.1	2.0	1.8	1.7	2.2	2.7
Eat breakfast?	5.4	5.4	6.0	6.0	5.5	5.3
Sit down to eat dinner or supper with parents/guardians?	5.6	5.5	6.0	6.1	5.4	5.3
Help make dinner or supper?	1.9	1.9	2.7	2.9	1.8	2.2

AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740).
FOR MEALS FROM RESTAURANTS/FAST FOOD PLACES/FOOD STANDS/VENDING MACHINES, RESPONDENTS WERE INSTRUCTED TO NOT INCLUDE MEALS AT SCHOOL.



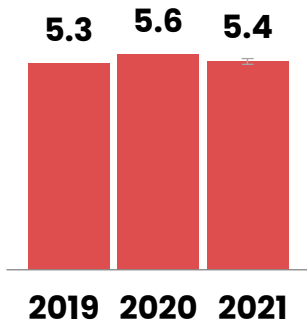
Eating patterns & meal preparation

Canada 2019–2021

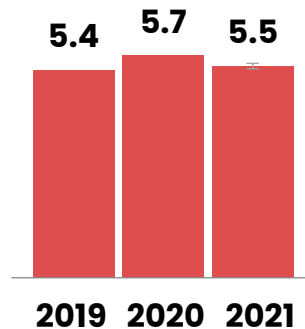
Among youth in Canada, the reported frequency of having a meal from outside the home decreased between 2019 and 2020, while eating breakfast and sitting down to eat with parents increased (potentially due to COVID-19 stay-at-home measures). However, these generally returned to 2019 levels in 2021. Reported helping to make dinner increased between 2020 and 2021.

Think about the last 7 days. How many days did you...
TIMES (2019–2021)

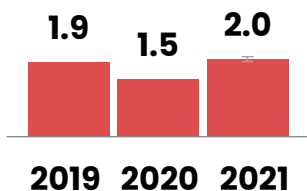
Eat breakfast?



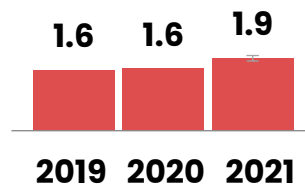
Sit down to eat dinner or supper with at least one of your parents/guardians?



Have a meal from restaurants, fast food places, food stands, or vending machines?



Help make dinner or supper?

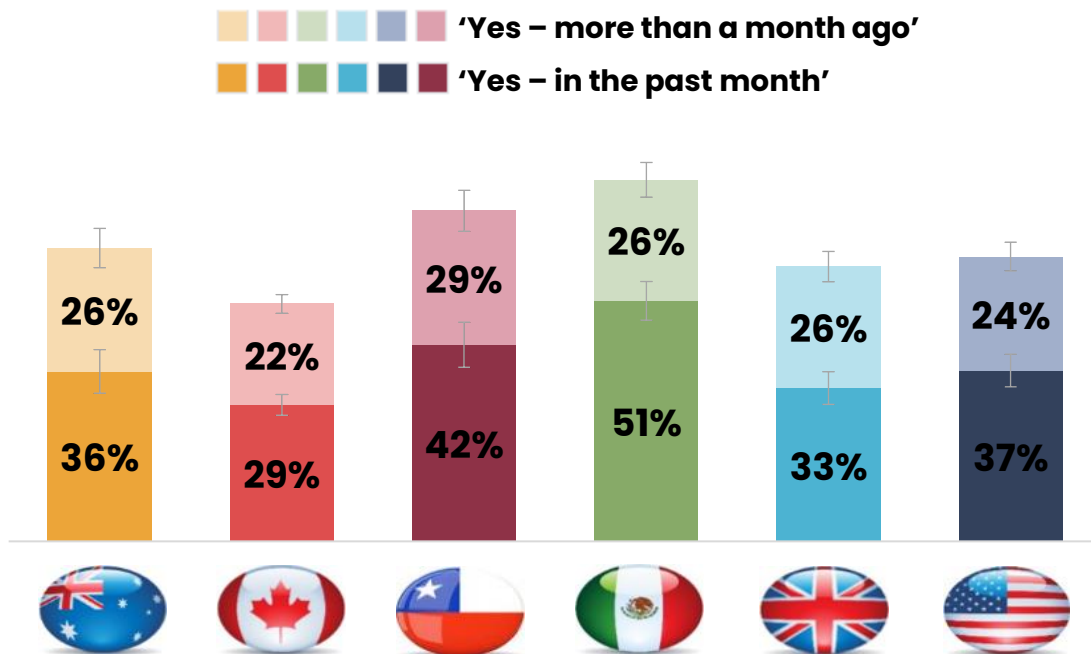


AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). FOR MEALS FROM RESTAURANTS/FAST FOOD PLACES/FOOD STANDS/VENDING MACHINES, RESPONDENTS WERE INSTRUCTED TO NOT INCLUDE MEALS AT SCHOOL.

Ordering food online using an app

In all countries, the majority of respondents reported that they had ever ordered food online using an app, either in the past month or more than a month ago. Online food ordering was lowest in Canada and highest among youth in Mexico.

Have you ordered food from a restaurant for pick-up or delivery online using an app? % (2021)



AMONG RESPONDENTS AGED 14-17 IN AUSTRALIA (N=442), CANADA (N=1,720), CHILE (N=574), MEXICO (N=802), UK (N=755), AND US (N=869). RESPONDENTS WERE INSTRUCTED TO INCLUDE ORDERS FROM ALL RESTAURANTS INCLUDING FAST-FOOD OUTLETS, BUT NOT TO INCLUDE ORDERS MADE BY FAMILY OR OTHERS ON THEIR BEHALF.



Ordering food online using an app

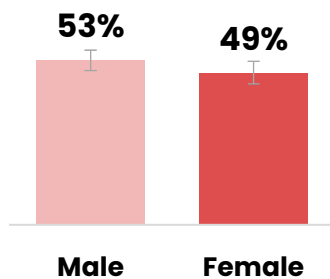
Canada 2021

Among youth in Canada, males and youth identifying as a minority or unstated ethnicity reported ordering food online more frequently. Online food ordering was relatively consistent across income adequacy groups.

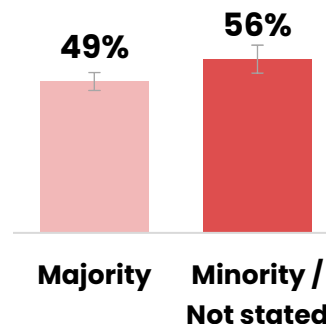
Have you ordered food from a restaurant for pick-up or delivery online using an app?

% 'Yes – more than a month ago' + 'Yes – in the past month' (2021)

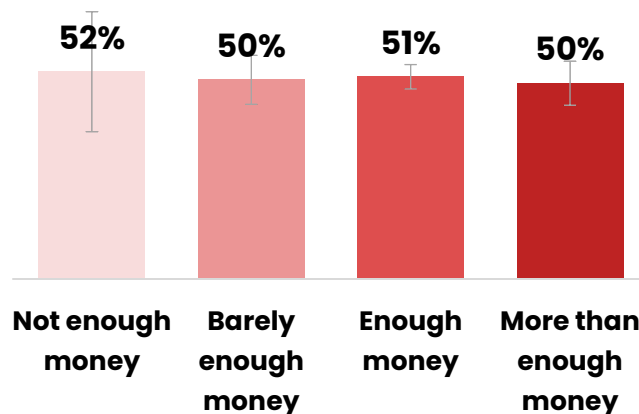
BY SEX



BY ETHNICITY



BY INCOME ADEQUACY



AMONG CANADIAN RESPONDENTS AGED 14-17 (N=1,720). RESPONDENTS WERE INSTRUCTED TO INCLUDE ORDERS FROM ALL RESTAURANTS INCLUDING FAST-FOOD OUTLETS, BUT NOT TO INCLUDE ORDERS MADE BY FAMILY OR OTHERS ON THEIR BEHALF.



Food security

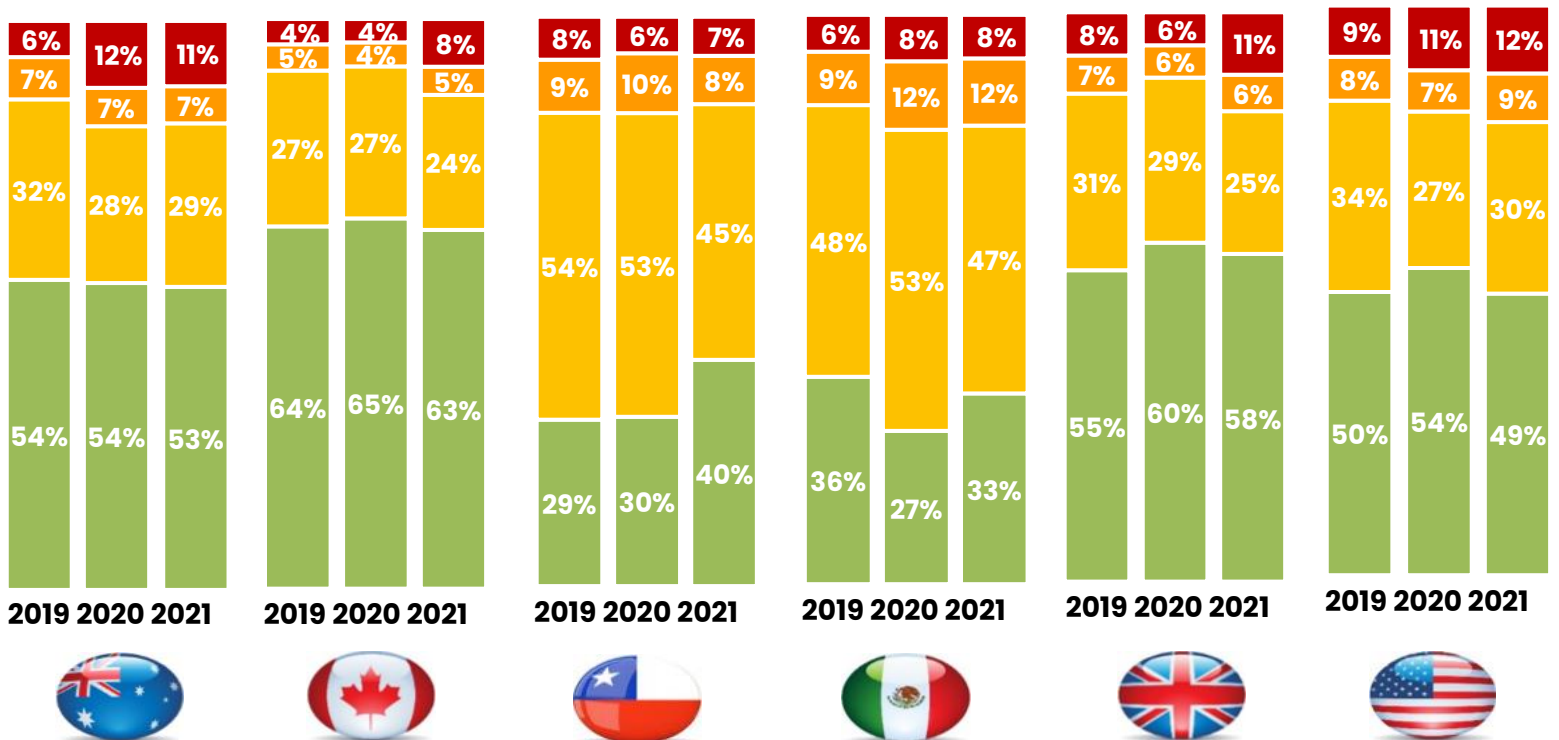


Child food security

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

Child food security classification % (2019-2021)

- Many food insecurity experiences
- Several food insecurity experiences
- Few food insecurity experiences
- No food insecurity experiences



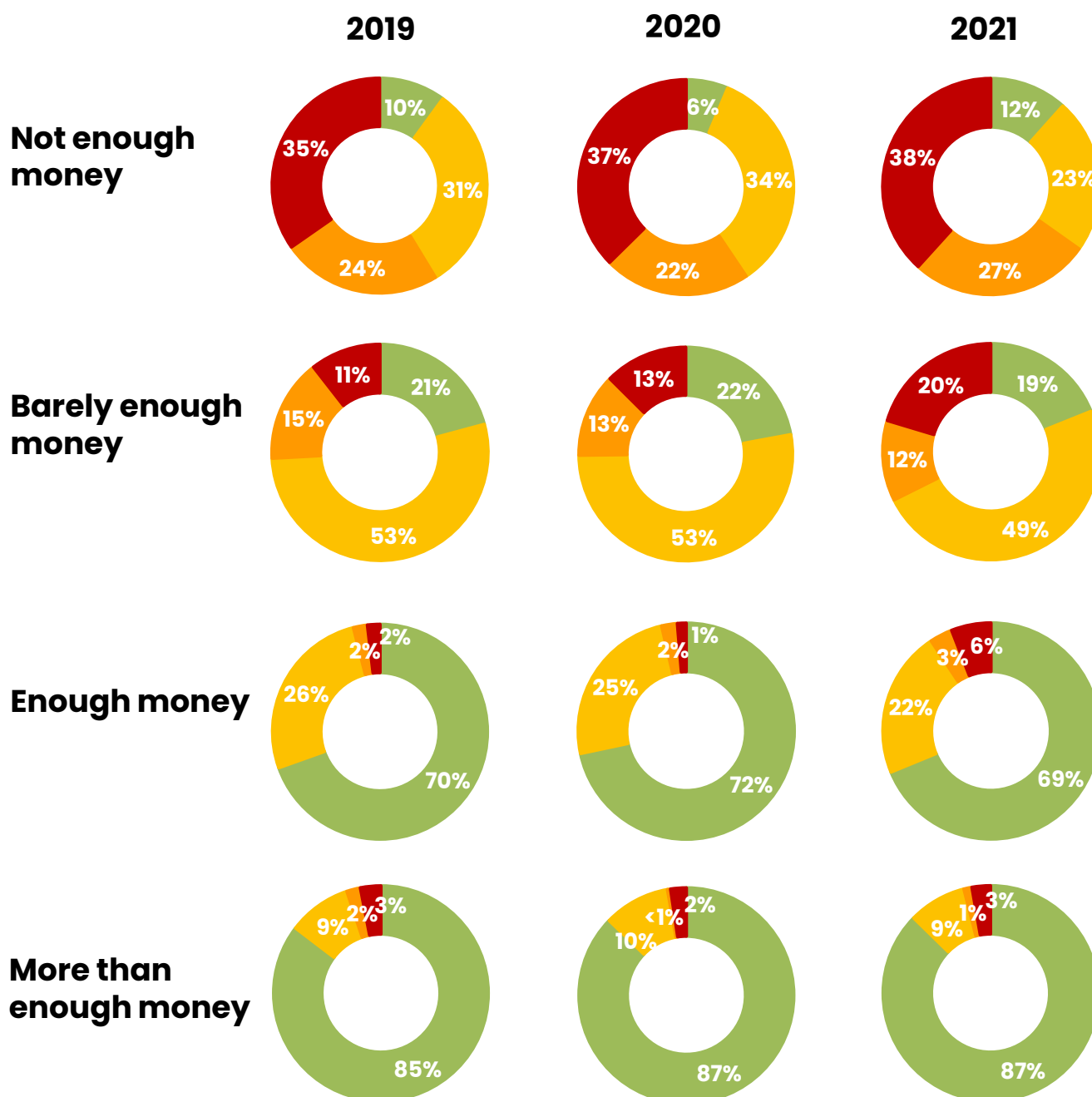
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). RESPONDENTS WERE ASKED 10 QUESTIONS QUERYING VARIOUS INDICATORS OF FOOD INSECURITY. A SCORE OF 0-20 WAS CALCULATED BASED ON YOUTH'S RESPONSES, WITH A HIGHER NUMBER INDICATING A HIGHER AMOUNT OF FOOD INSECURITY EXPERIENCES.

Child food security Canada

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

Child food security classification by income adequacy % (2019-2021)

- Many food insecurity experiences
- Several food insecurity experiences
- Few food insecurity experiences
- No food insecurity experiences



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). RESPONDENTS WERE ASKED 10 QUESTIONS QUERYING VARIOUS INDICATORS OF FOOD INSECURITY. A SCORE OF 0-20 WAS CALCULATED BASED ON YOUTH'S RESPONSES, WITH A HIGHER NUMBER INDICATING A HIGHER AMOUNT OF FOOD INSECURITY EXPERIENCES.







Diet modification efforts



Special dietary efforts

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

Do you make a special effort to... % "YES" (2021)

						
Drink lots of water	82%	69%	47%	45%	76%	78%
Eat vegetables and fruits	68%	59%	44%	43%	66%	66%
Eat protein	55%	50%	36%	30%	47%	58%
Eat whole grains	42%	36%	37%	41%	34%	44%
Eat less sugar /fewer sugary drinks	55%	52%	53%	59%	57%	55%
Eat less processed foods	44%	39%	47%	51%	40%	39%
Eat less low-calorie sweeteners	33%	31%	41%	50%	30%	34%
Eat less salt	35%	30%	45%	49%	39%	34%
Eat less calories	30%	29%	44%	41%	30%	34%
Eat less meat	19%	16%	28%	29%	23%	19%
Eat local foods	39%	32%	32%	36%	31%	32%
Buy foods with less packaging	36%	31%	40%	42%	35%	27%
Eat organic foods	25%	25%	36%	37%	25%	28%

AMONG RESPONDENTS AGED 14-17 IN AUSTRALIA (N=442), CANADA (N=1,720), CHILE (N=574), MEXICO (N=802), UK (N=755), AND US (N=869).

Special dietary efforts

Canada 2019–2021

Among youth in Canada, a majority of respondents reported making a special effort to drink lots of water, eat vegetables and fruits, and eat less sugar or fewer sugary drinks in 2021. There were notable increases in reported efforts to eat whole grains, eat less sugar / fewer sugary drinks, eat less low-calorie sweeteners, eat less salt, eat less calories, and eat less meat between 2019 and 2021. There were also notable increases in reported environment-related food efforts.

Do you make a special effort to...

% "YES" (2019–2021)

	2019	2020	2021
Drink lots of water	67%	72%	69%
Eat vegetables and fruits	59%	59%	59%
Eat protein	49%	48%	50%
Eat whole grains	33%	34%	36%
Eat less sugar / fewer sugary drinks	47%	51%	52%
Eat less processed foods	38%	37%	39%
Eat less low-calorie sweeteners	28%	29%	31%
Eat less salt	26%	27%	30%
Eat less calories	25%	24%	29%
Eat less meat	13%	15%	16%
Eat local foods	29%	29%	32%
Buy foods with less packaging	27%	25%	31%
Eat organic foods	17%	18%	25%

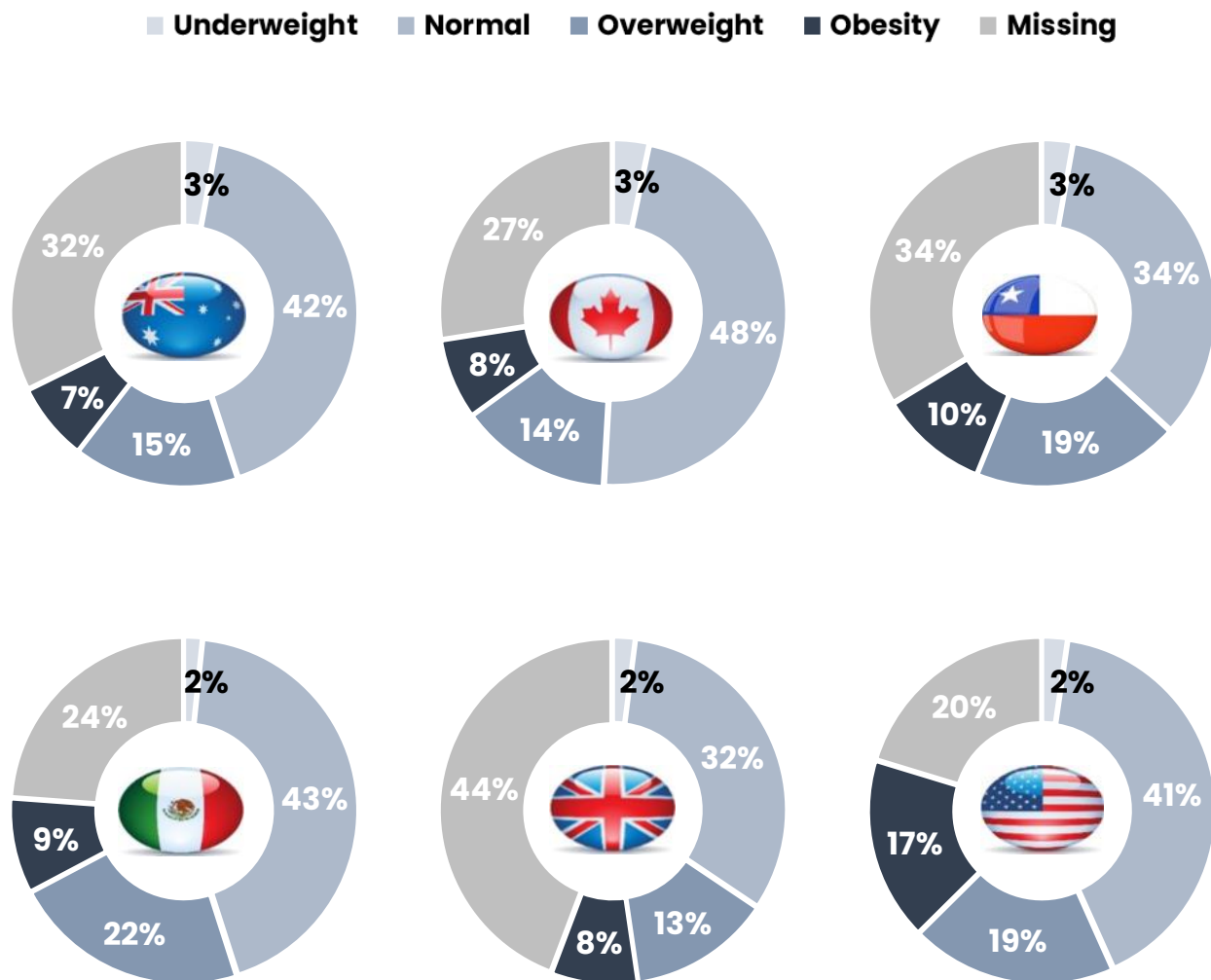
Weight & related behaviours



BMI classification

Respondents' self-reported height and weight indicated that there were greater proportions of youth with body mass indexes (BMI) corresponding to overweight and obesity in the US, Mexico, and Chile.

BMI classification % (2021)



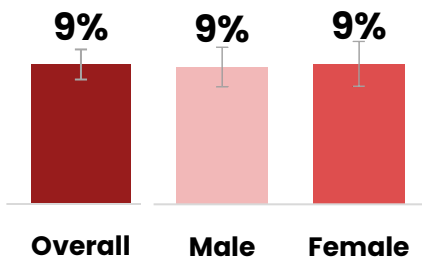
AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). RESPONDENTS WERE ASKED TO SELF-REPORT THEIR HEIGHT AND WEIGHT, AND BMI WAS CALCULATED BASED ON YOUTH'S RESPONSES.

Dieting in past 12 months – Canada 2021

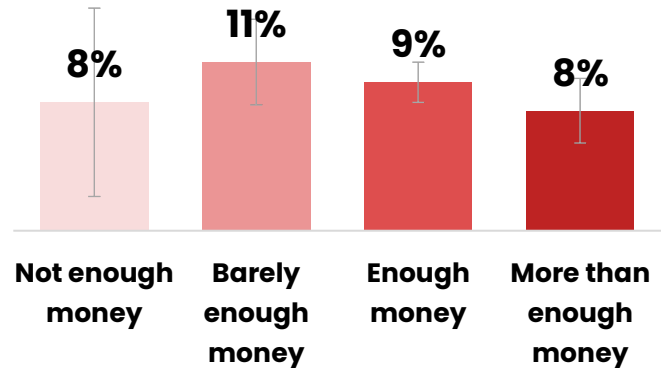
Among youth in Canada, reported dieting in the past 12 months was low overall, but increased with age and was highest among older teenagers.

Have you been on a diet to lose weight in the past 12 months? % “YES” (2021)

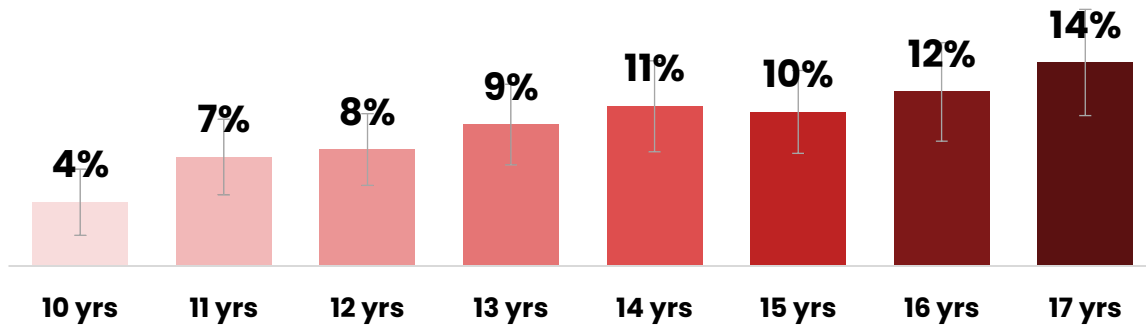
OVERALL AND BY SEX



BY INCOME ADEQUACY



BY AGE (YEARS)



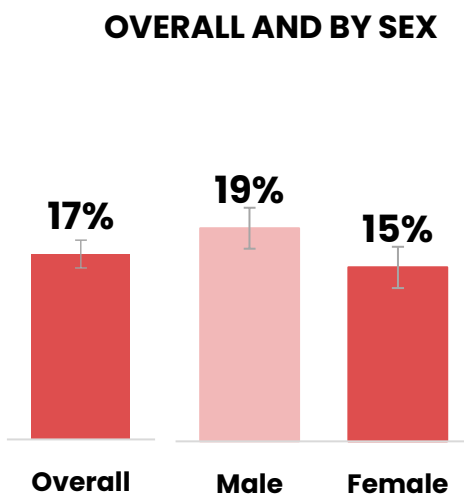
Weight-related bullying – Canada 2021

Approximately 1 in 6 youth in Canada reported that they get teased or made fun of because of their weight 'all the time', 'a lot' or 'sometimes'. Weight-related bullying was substantially higher among lower income adequacy youth, but there were no consistent patterns by age.

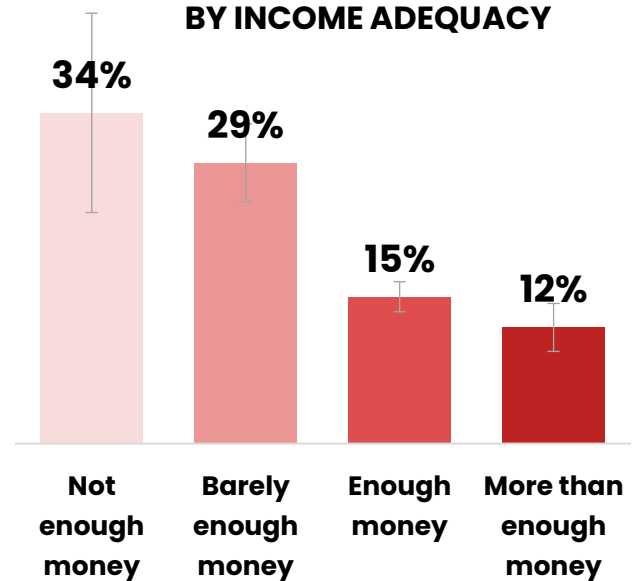
Do you get teased or made fun of because of your weight?

% "ALL THE TIME" + "A LOT" + "SOMETIMES" (2021)

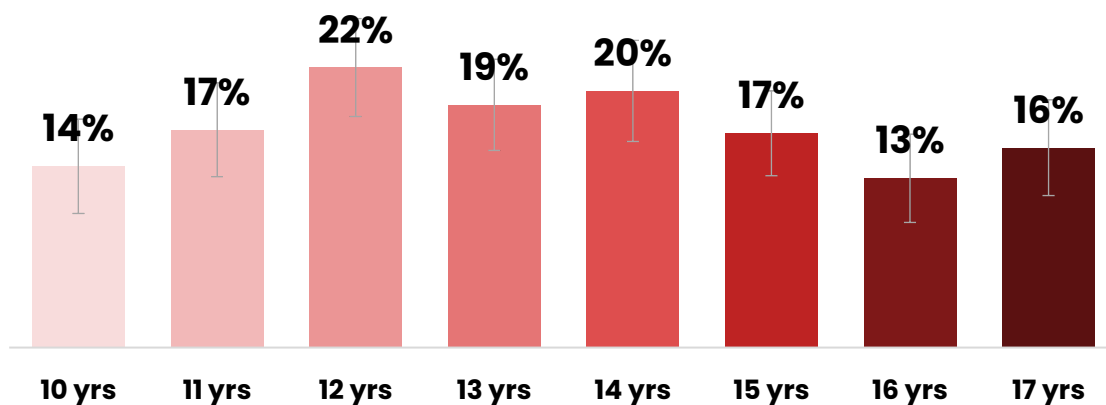
OVERALL AND BY SEX



BY INCOME ADEQUACY



BY AGE (YEARS)



AMONG ALL CANADIAN RESPONDENTS (N=3,499).

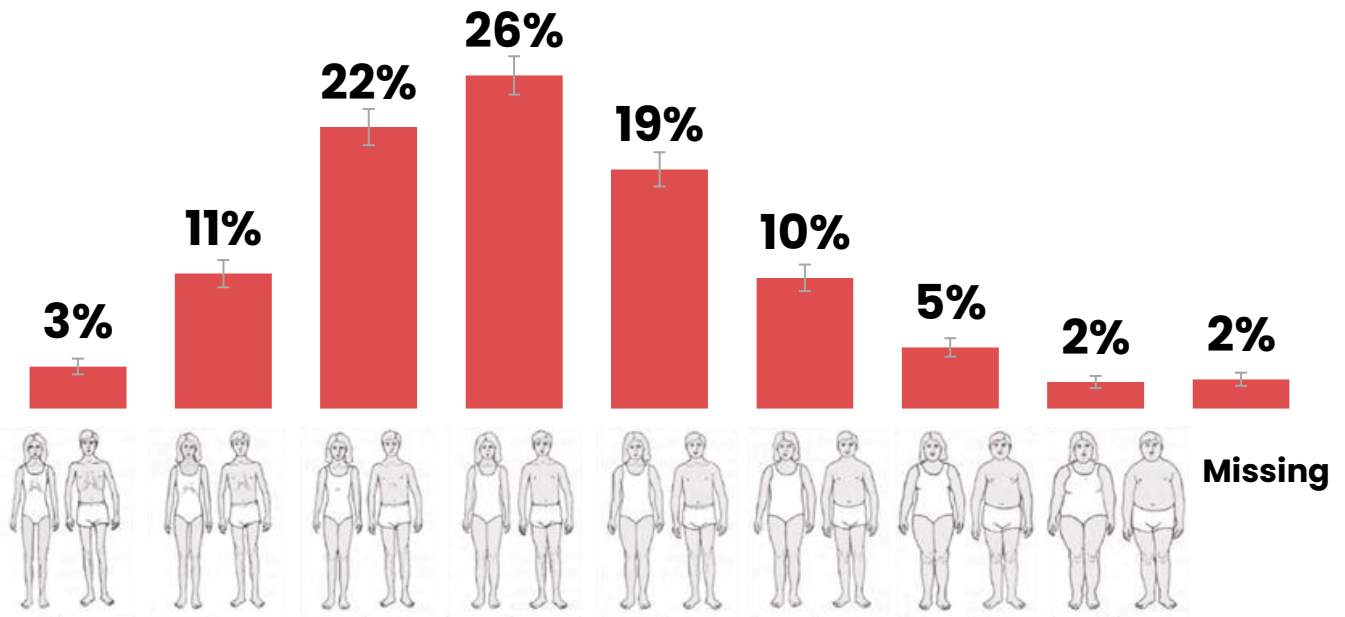
Perceived body shape

Canada 2021

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

Which picture looks most like your body shape?

% (2021)



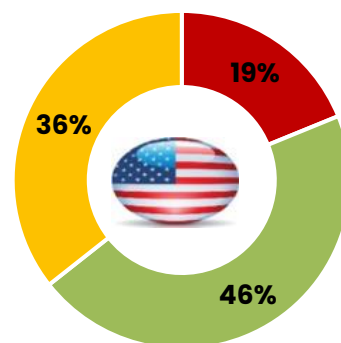
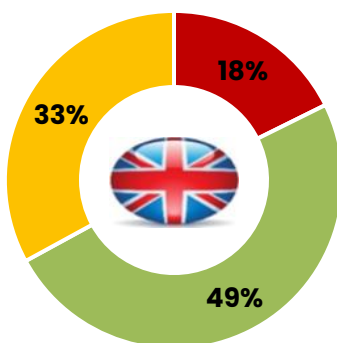
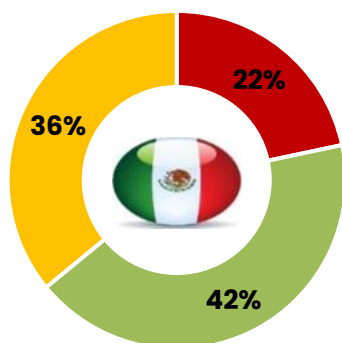
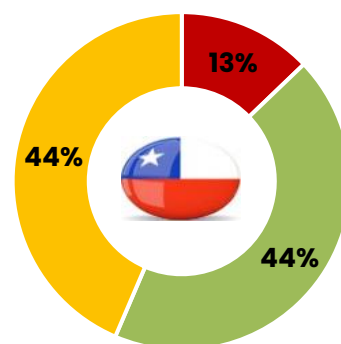
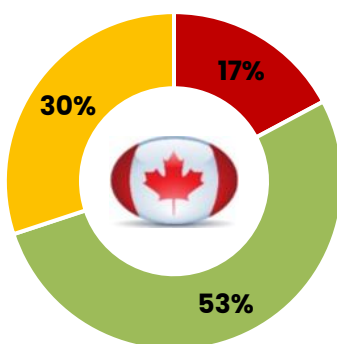
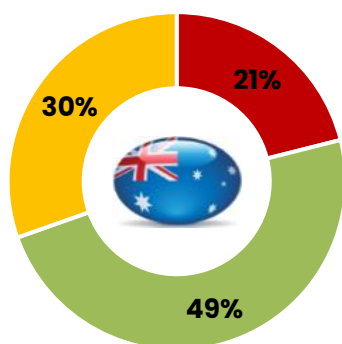
AMONG ALL CANADIAN RESPONDENTS (N=3,499).
 MALE OR FEMALE IMAGES WERE DISPLAYED, CORRESPONDING TO THE RESPONDENT'S INDICATED SEX AT BIRTH.

Body dissatisfaction

Less than half of youth across most countries reported the same perceived and ideal body sizes, indicating that they were satisfied with their bodies. In contrast, about 1 in 3 youth, or more, reported feeling 'larger than ideal', particularly in Chile. About 1 in 5 reported feeling 'thinner than ideal' in most countries.

Body dissatisfaction level % (2021)

- Dissatisfied - thinner than ideal
- Satisfied
- Dissatisfied - larger than ideal



AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). MALE OR FEMALE IMAGES OF PERCEIVED AND IDEAL BODY SHAPES WERE DISPLAYED, CORRESPONDING TO THE RESPONDENT'S INDICATED SEX AT BIRTH. EACH BODY SHAPE WAS ASSIGNED A NUMBER OF 1-8 (FROM EXTREME THINNESS TO EXTREME OVERWEIGHT). BODY DISSATISFACTION WAS CALCULATED AS 'PERCEIVED BODY IMAGE' MINUS 'IDEAL BODY IMAGE'. VALUES OF 0 INDICATED SATISFACTION, WHILE POSITIVE AND NEGATIVE VALUES INDICATED DISSATISFACTION DUE TO BEING 'LARGER' AND 'THINNER THAN IDEAL,' RESPECTIVELY.



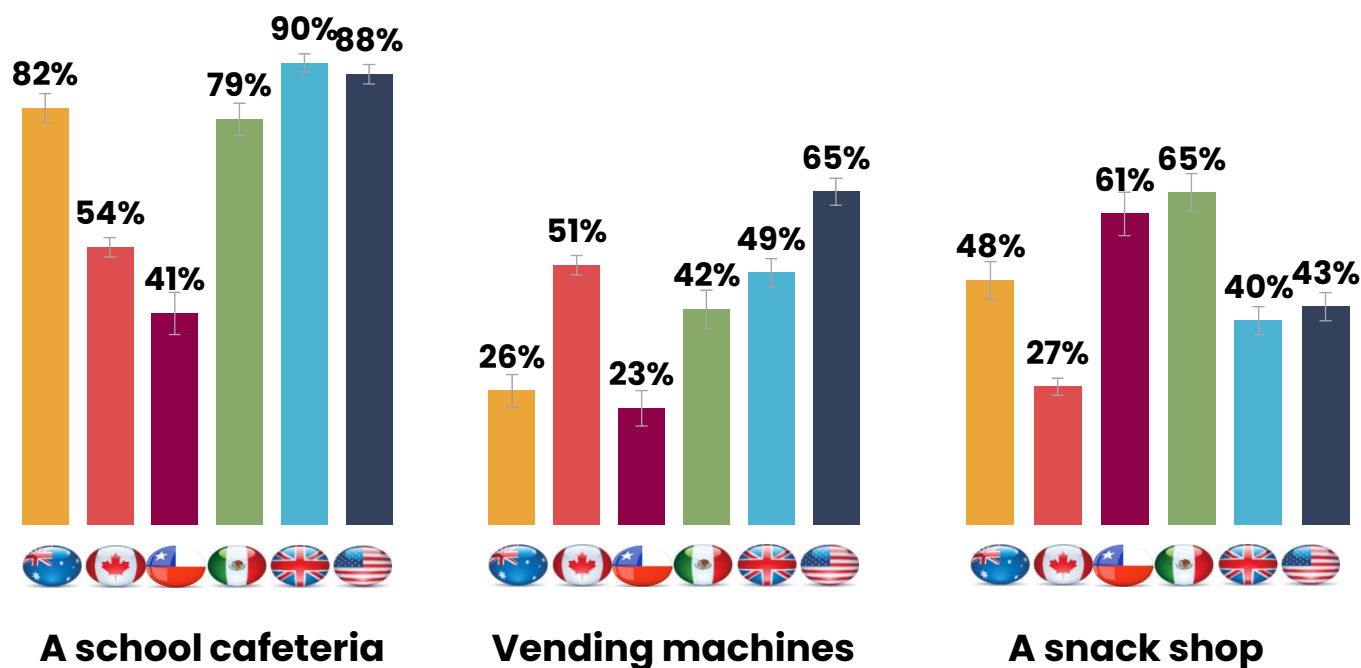
School nutrition environment



School food outlets & sources

In 2021, there were notable differences in the reported presence of cafeterias, vending machines and snack shops in schools across countries. Youth in Canada reported some of the lowest frequencies of school cafeterias and snack shops, but the second highest rate of vending machines out of the six countries.

Does your school have... % "YES" (2021)

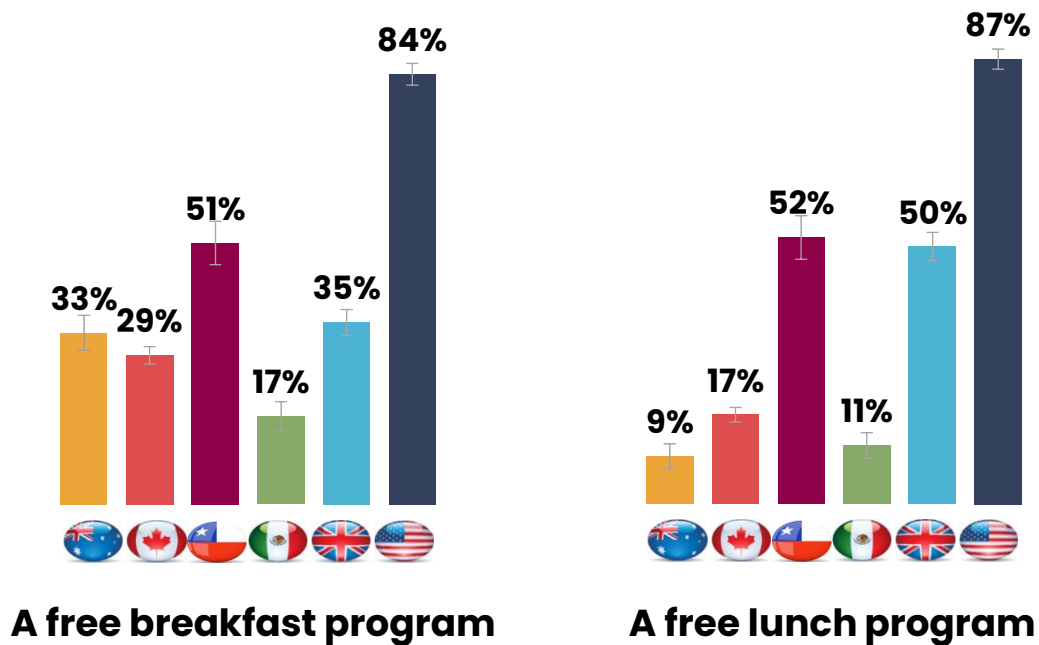


AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. VALUES DISPLAYED ABOVE ARE AMONG RESPONDENTS IN AUSTRALIA (N=771), CANADA (N=2,900), CHILE (N=660), MEXICO (N=934), UK (N=1,417) AND US (N=1,473).

Free breakfast & lunch programs

In 2021, free school breakfast and lunch programs were most commonly reported in the US, followed by Chile and the UK. Youth in Canada reported among the lowest rates of free school lunch programs.

Does your school have... % "YES" (2021)



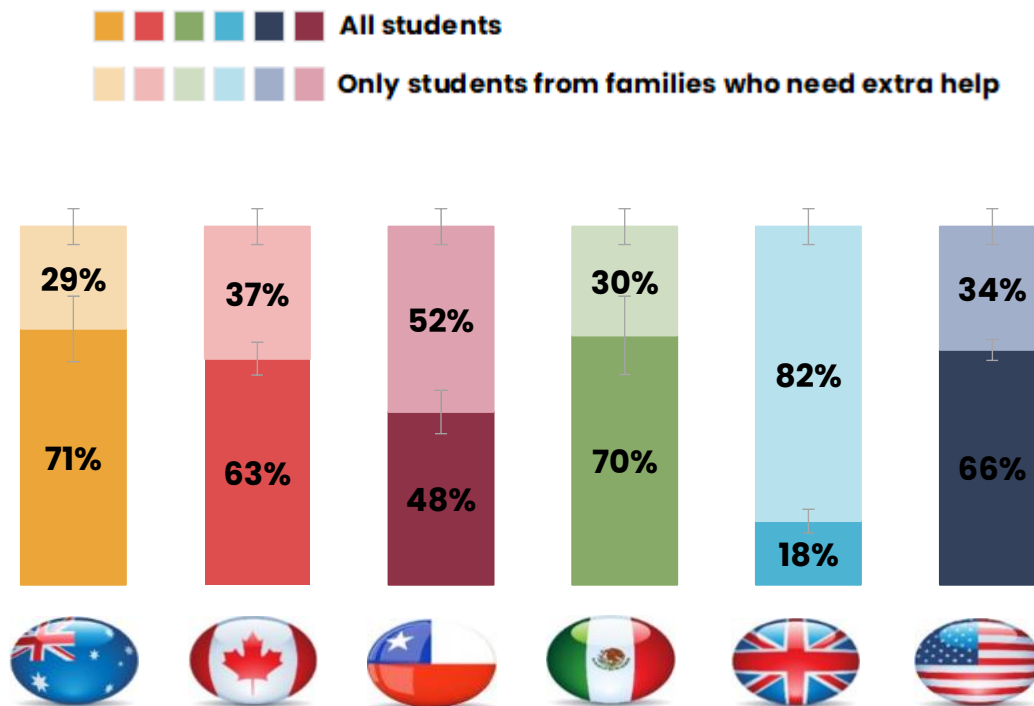
AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. VALUES DISPLAYED ABOVE ARE AMONG RESPONDENTS IN AUSTRALIA (N=771), CANADA (N=2,900), CHILE (N=660), MEXICO (N=934), UK (N=1,417) AND US (N=1,473).

Free lunch program – target

When asked about who the free lunch programs are available to, responses varied across the countries. The majority of free lunch programs in Australia, Canada, Mexico, and the US were reported to be available for all students, while the majority in the UK were only available to students from families who need extra help.

Which students in your school can get food from the free lunch program?

%, AMONG THOSE WHO HAVE A FREE LUNCH PROGRAM (2021)



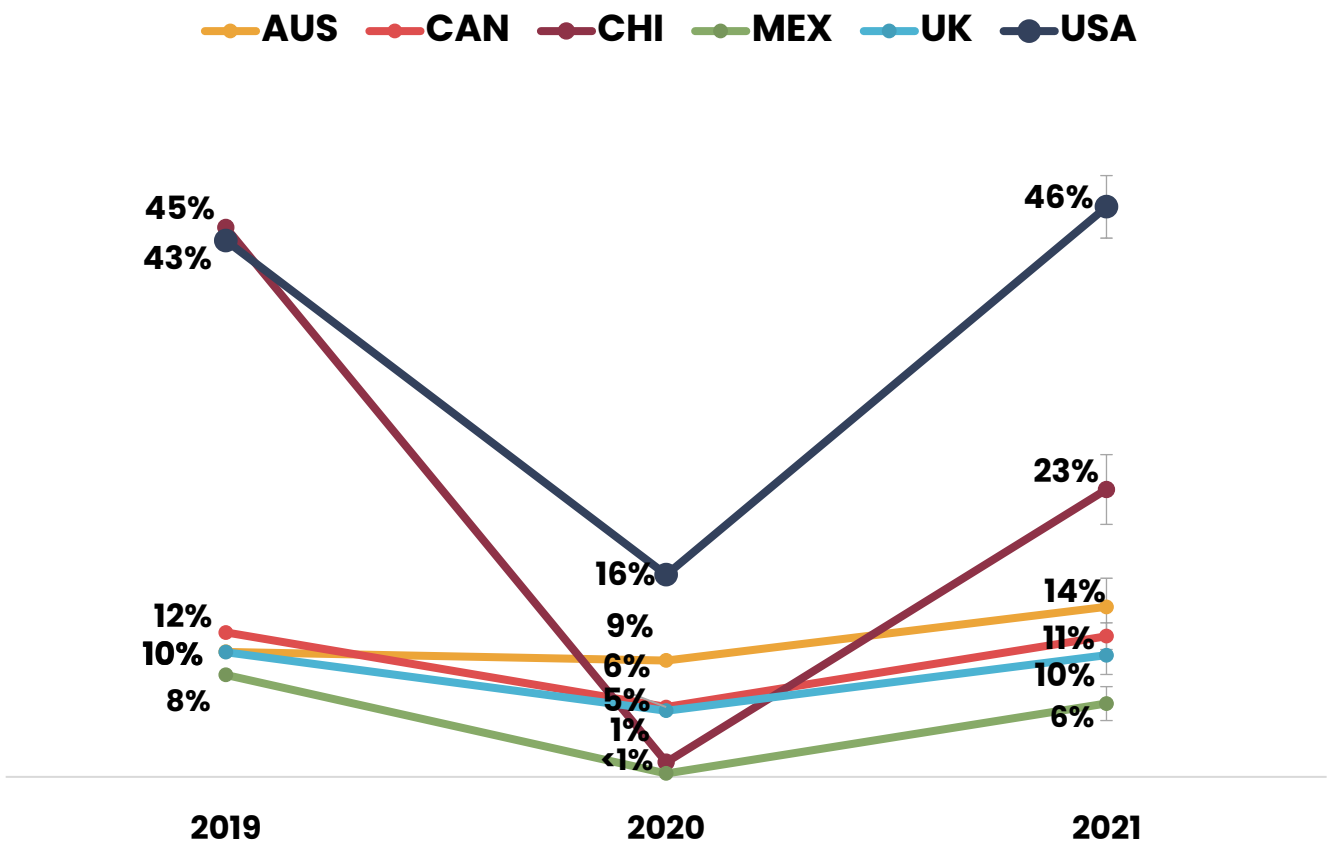
AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. ONLY ASKED AMONG THOSE WHO HAVE A FREE LUNCH PROGRAM AT THEIR SCHOOL. VALUES DISPLAYED ABOVE ARE AMONG RESPONDENTS IN AUSTRALIA (N=97), CANADA (N=465), CHILE (N=335), MEXICO (N=106), UK (N=615) AND US (N=1,245).

Free breakfast program use

The decreases in reported use of free breakfast programs in 2020 (presumably due to COVID-19 restrictions on in-person school attendance) were largely recovered in 2021, except for in Chile.

Do you get food from the free breakfast program at your school?

% "YES" (2019-2021)

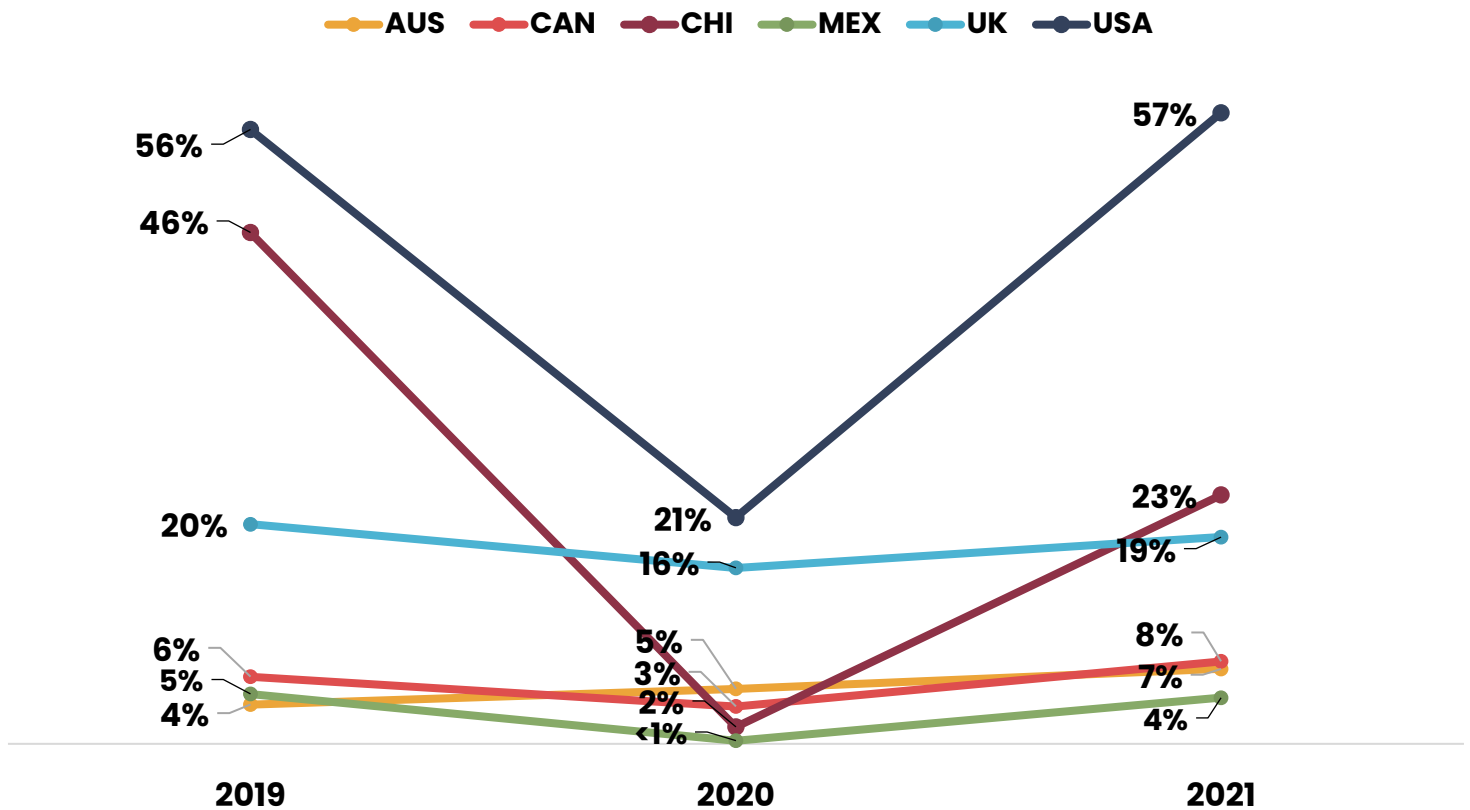


IN 2020 AND 2021, ONLY ASKED AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS AND WHO HAVE A FREE BREAKFAST PROGRAM AT THEIR SCHOOL. VALUES DISPLAYED ABOVE ARE AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,1112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Free lunch program use

Similar to breakfast program use, the decreases in reported use of free school lunch programs in 2020 were largely recovered in 2021, except for in Chile, where lunch program use remained at half the rates that were reported in 2019.

Do you get food from the free lunch program at your school?
% "YES" (2019-2021)



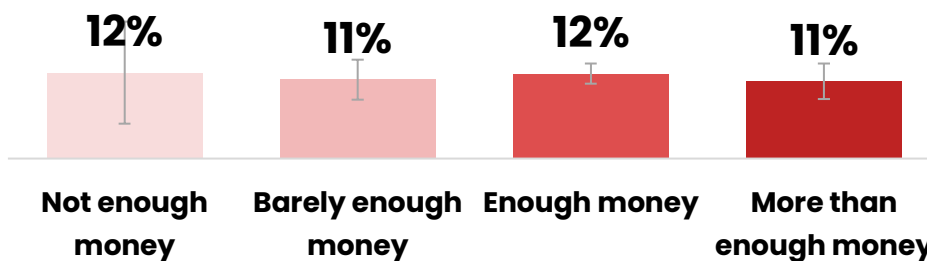
IN 2020 AND 2021, ONLY ASKED AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS AND WHO HAVE A FREE LUNCH PROGRAM AT THEIR SCHOOL. VALUES DISPLAYED ABOVE ARE AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,1112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Free school meal program use Canada 2021

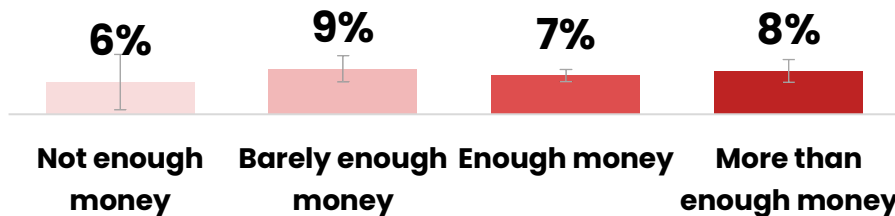
Across the entire sample of youth in Canada, reported use of free breakfast and lunch programs was low in 2021. Reported use of free meal programs did not show any consistent patterns across income adequacy groups.

Free school meal program use by income adequacy % "YES" (2021)

Use of free breakfast program



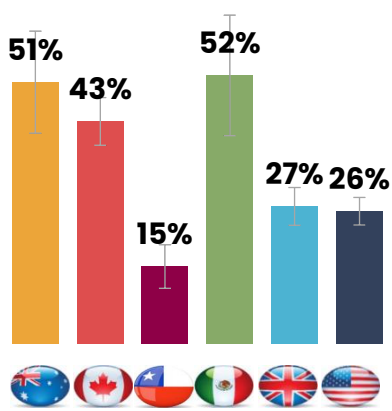
Use of free lunch program



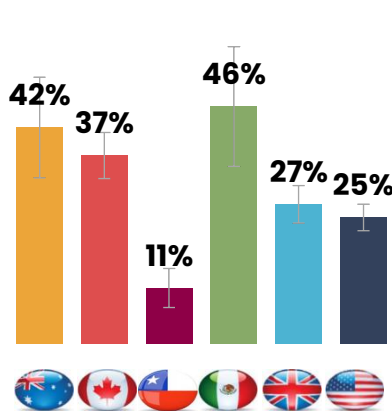
Lunch program food

Fruits and vegetables were commonly reported to be available in the school lunch programs in all countries. However, less healthy foods were also commonly available, particularly in lunch programs in Australia, Canada, and Mexico.

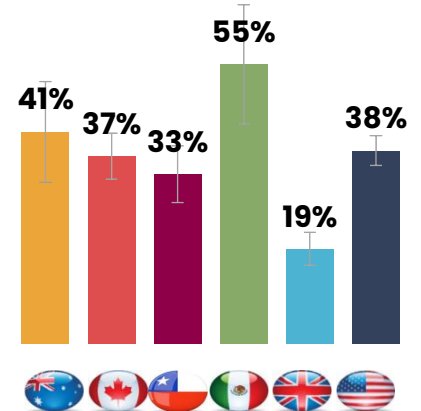
What kind of food [do/can] you get from the free lunch program? % "YES", AMONG THOSE WHO HAVE A FREE LUNCH PROGRAM (2021)



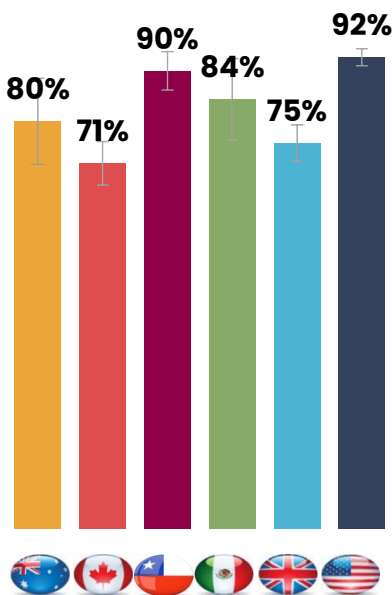
Sugary drinks



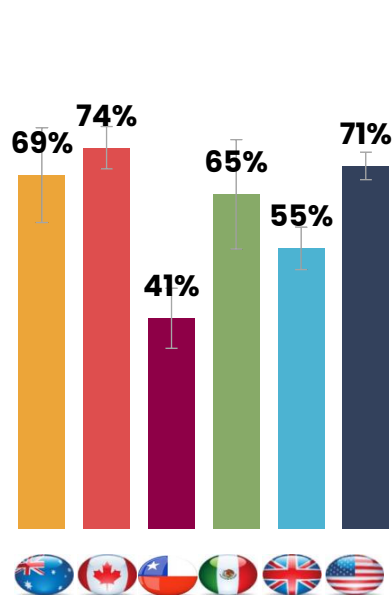
Fast food



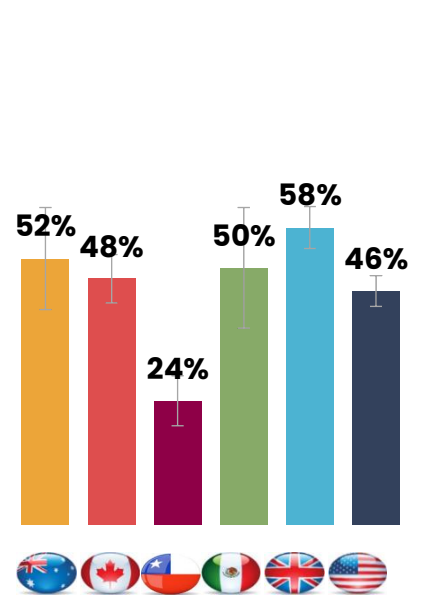
Sugary cereals



Fruit or vegetables



Snacks



Desserts or treats

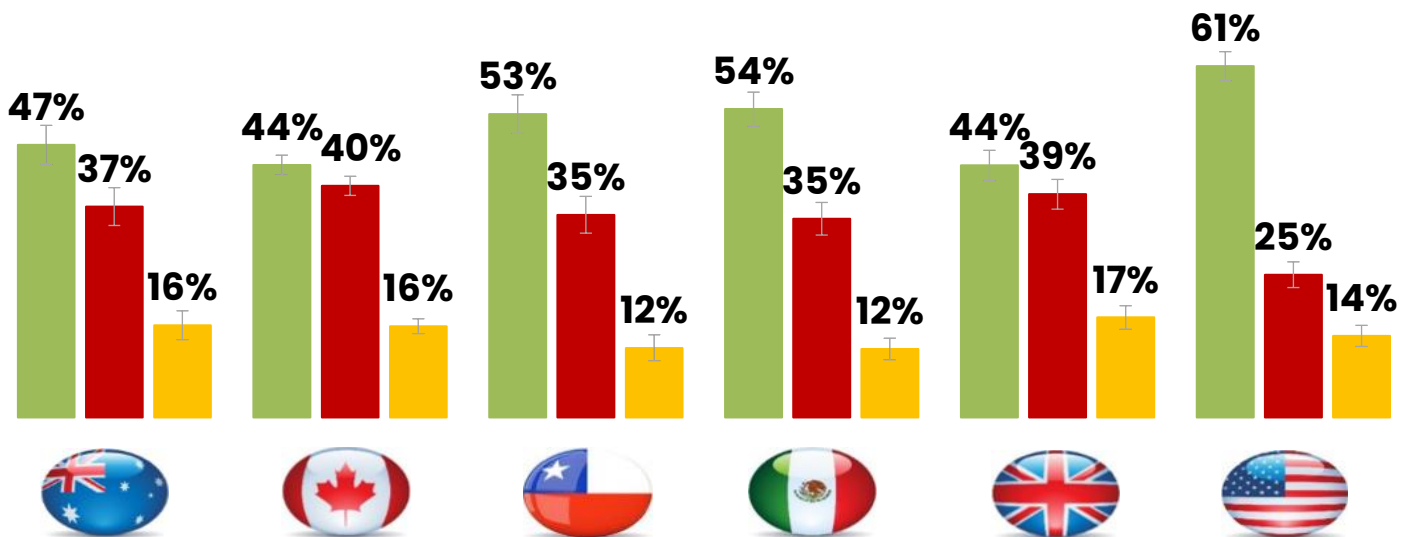
AMONG RESPONDENTS IN SECONDARY SCHOOL OR LESS WHO WENT TO SCHOOL IN-PERSON IN THE LAST 30 DAYS. ONLY ASKED AMONG THOSE WHO HAVE A FREE LUNCH PROGRAM AT THEIR SCHOOL. VALUES DISPLAYED ABOVE ARE AMONG RESPONDENTS IN AUSTRALIA (N=97), CANADA (N=465), CHILE (N=335), MEXICO (N=106), UK (N=615) AND US (N=1,245).

Support for pop sales ban

The most common perception across youth in all countries was that schools should be allowed to sell soda/pop in cafeterias and vending machines. Support for a ban on pop sales in schools was the highest in Canada.

Should schools be allowed to sell soda/pop in school cafeterias and vending machines? % (2021)

■ Yes ■ No ■ Don't know



AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740).


















Beverage perceptions



Beverage perceptions

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

Is this type of drink unhealthy or healthy? % "VERY UNHEALTHY" + "UNHEALTHY" (2021)

	 500 mL	 250 mL	 500 mL	 500 mL	 591 mL	 355 mL	 355 mL	 355 mL	 355 mL
	83%	82%	51%	24%	40%	30%	8%	1%	4%
	81%	77%	62%	40%	23%	12%	6%	4%	2%
	92%	85%	72%	55%	37%	18%	5%	2%	1%
	93%	89%	89%	60%	42%	36%	7%	5%	<1%
	80%	74%	36%	17%	46%	35%	6%	1%	1%
	81%	81%	57%	12%	16%	12%	7%	3%	2%

AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

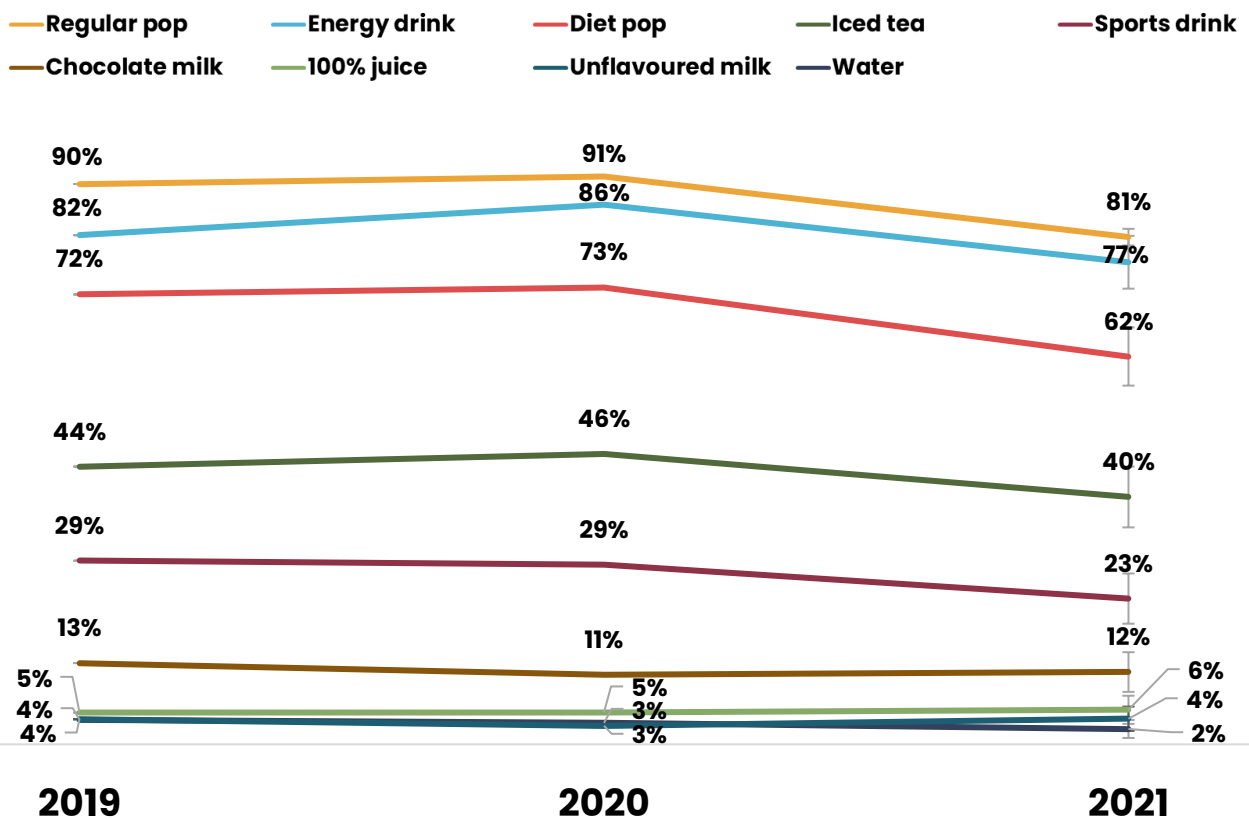
Beverage perceptions

Canada 2019-2021

Among youth in Canada, regular pop/soda elicited the greatest proportion of 'very unhealthy' or 'unhealthy' ratings, while water and white/unsweetened milk or milk alternatives elicited the least. There were some notable reductions between 2020 and 2021 in the amount of youth who perceived regular pop, energy drinks, diet pop, iced tea, and sports drinks as 'very unhealthy' or 'unhealthy'.

Is this type of drink unhealthy or healthy?

% "VERY UNHEALTHY" + "UNHEALTHY" (2019-2021)


















AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

Perceptions of sugar in beverages

Youth were most likely to report that regular pop/soda contains 'quite a bit' or 'a lot' of sugar, across all six countries. Notable differences in perceived sugar content were observed across countries for each of the beverage categories. In particular, youth in Chile perceived sports drinks and 100% juice to be lower in sugar than youth in the other five countries.

How much sugar is in this drink?

% "QUITE A BIT" + "A LOT" (2021)

	 500 mL	 250 mL	 500 mL	 591 mL	 355 mL	 355 mL	 500 mL	 355 mL	 355 mL
	87%	80%	45%	59%	48%	33%	28%	8%	9%
	84%	75%	58%	44%	40%	38%	32%	11%	8%
	86%	74%	50%	28%	40%	12%	40%	5%	4%
	89%	80%	59%	38%	51%	32%	51%	6%	5%
	83%	73%	34%	56%	52%	46%	19%	12%	7%
	84%	79%	38%	36%	43%	30%	25%	11%	8%

AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.

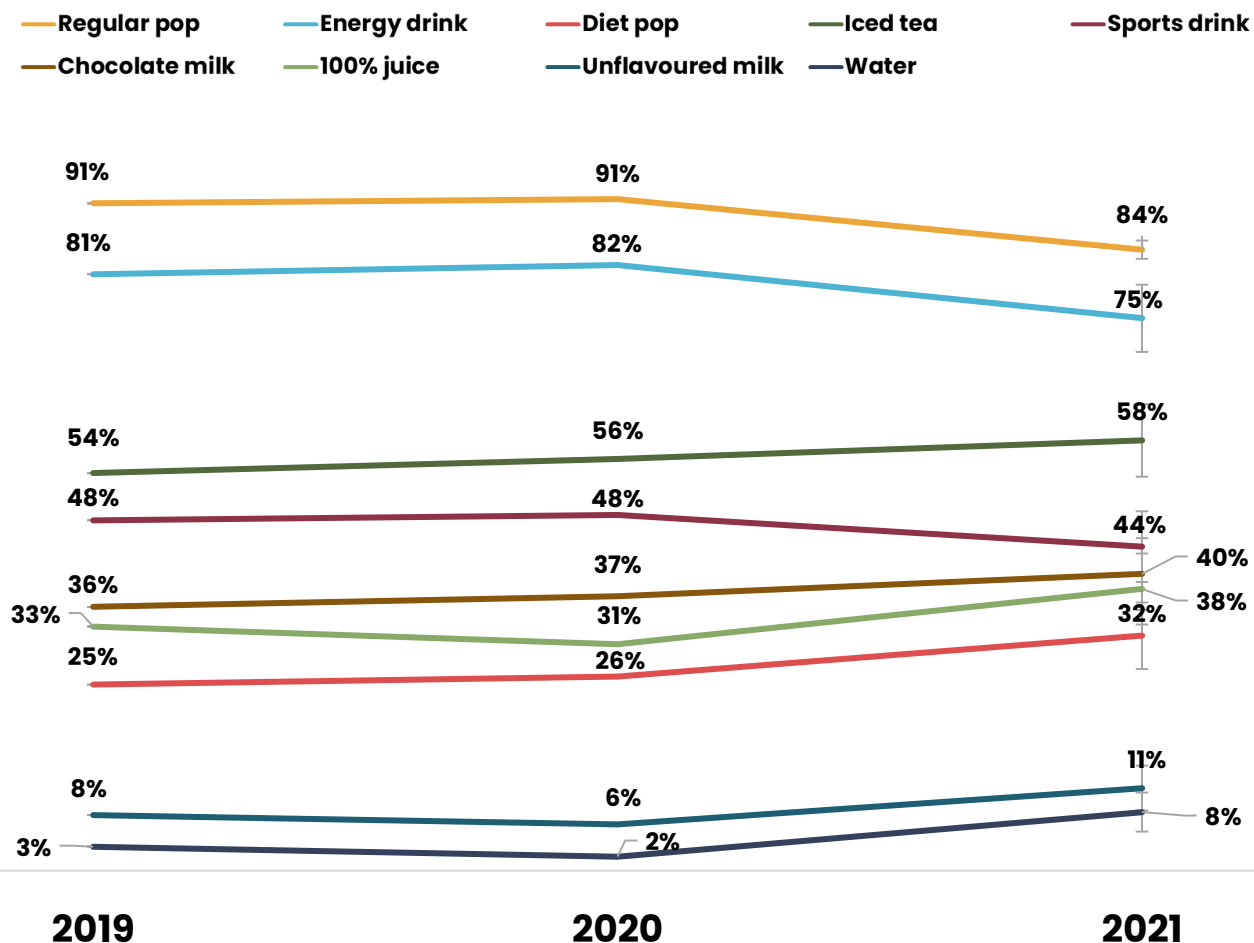
Perceptions of sugar in beverages

Canada 2019-2021

Youth in Canada were most likely to report that regular pop/soda contains 'quite a bit' or 'a lot' of sugar, followed closely by energy drinks. Perceived sugar content of regular pop and energy drinks decreased between 2020 and 2021, while perceived sugar content of other beverages (e.g., 100% juice) increased.

How much sugar is in this drink?

% "QUITE A BIT" + "A LOT" (2019-2021)



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). ALL RESPONDENTS WERE QUERIED ABOUT THE REGULAR POP. RESPONDENTS WERE THEN RANDOMLY ASSIGNED TO RESPOND ABOUT ONE ADDITIONAL BEVERAGE CATEGORY.



Sugar-sweetened beverage taxes

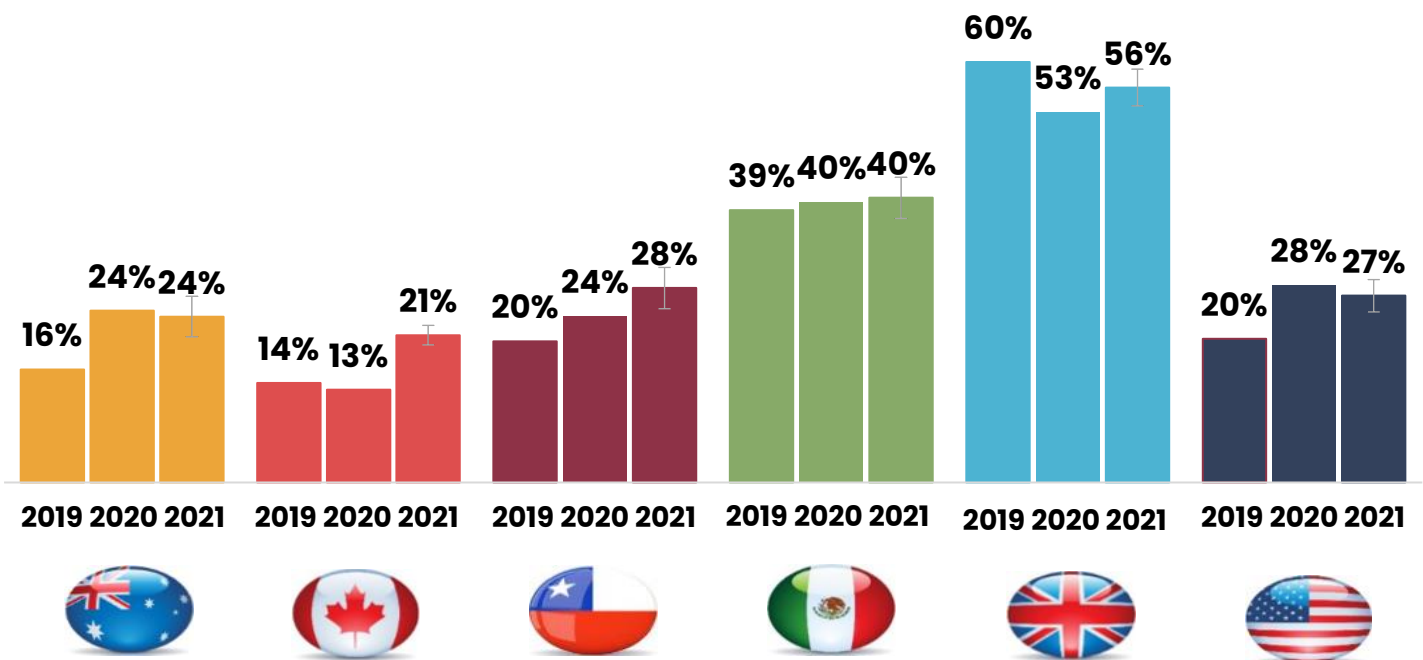


Sugary drinks – price perceptions

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

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

% “YES – A LITTLE MORE” + “YES – A LOT MORE” (2019–2021)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). IN 2019–2021, NATIONAL SSB TAXES WERE PRESENT IN CHILE, MEXICO AND THE UK. SELECT CITY-LEVEL TAXES WERE IN PLACE IN THE US.



Nutrition labelling



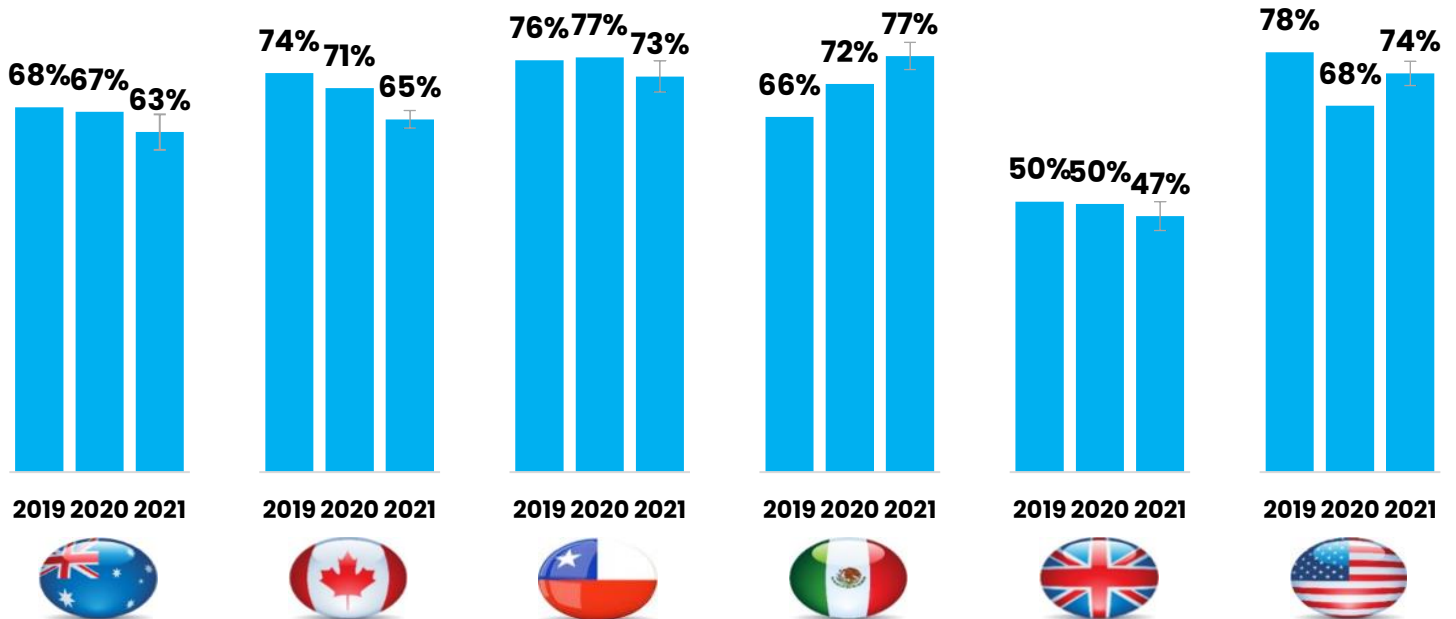
Nutrition facts labels - Awareness

Overall, a majority of respondents reported seeing nutrition facts labels (NFLs) 'often' or 'all the time' across all countries, with the lowest awareness reported by youth in the UK. Notable differences across years include an increase in awareness of NFLs in Mexico and decreases in Canada and the US.



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

% "OFTEN" + "ALL THE TIME" (2019-2021)

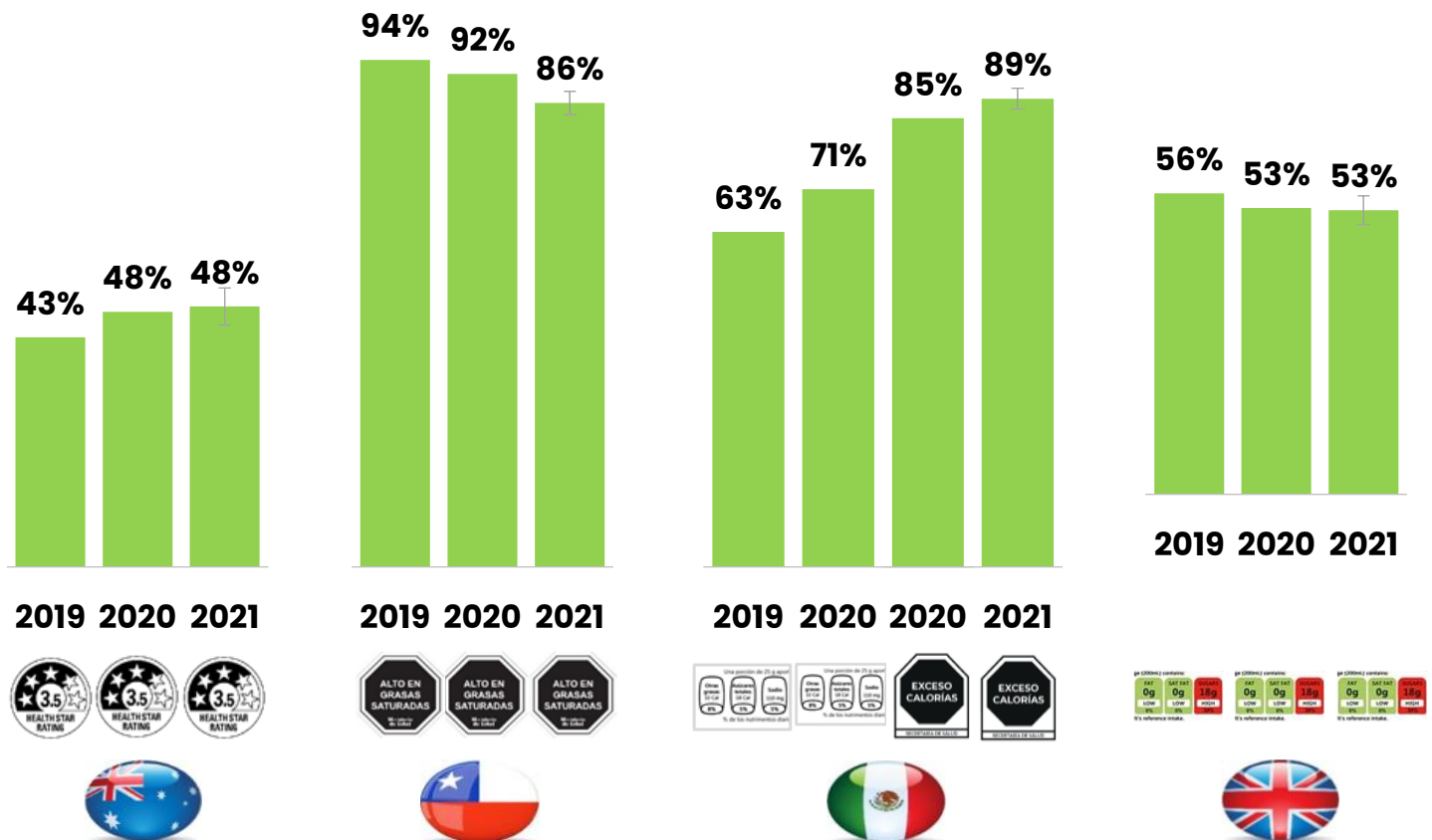


AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Front-of-pack labels - Awareness

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

Have you seen this type of food label on packages or in stores? % "OFTEN" + "ALL THE TIME" (2019-2021)



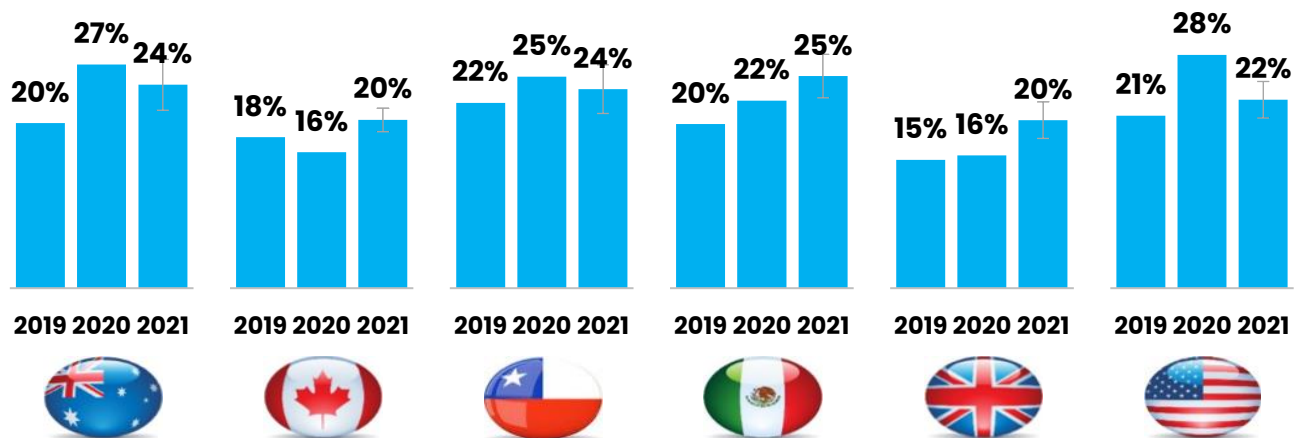
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), AND UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577).

Nutrition facts label - Use

The reported use of NFLs 'often' or 'all the time' when deciding what to eat or buy was low among youth in all countries. Notable differences between 2020 and 2021 include increases in Canada, Mexico and the UK, but decreases in Australia and the US.



Do you use this type of food label when deciding what to eat or buy?
% "OFTEN" + "ALL THE TIME" (2019-2021)

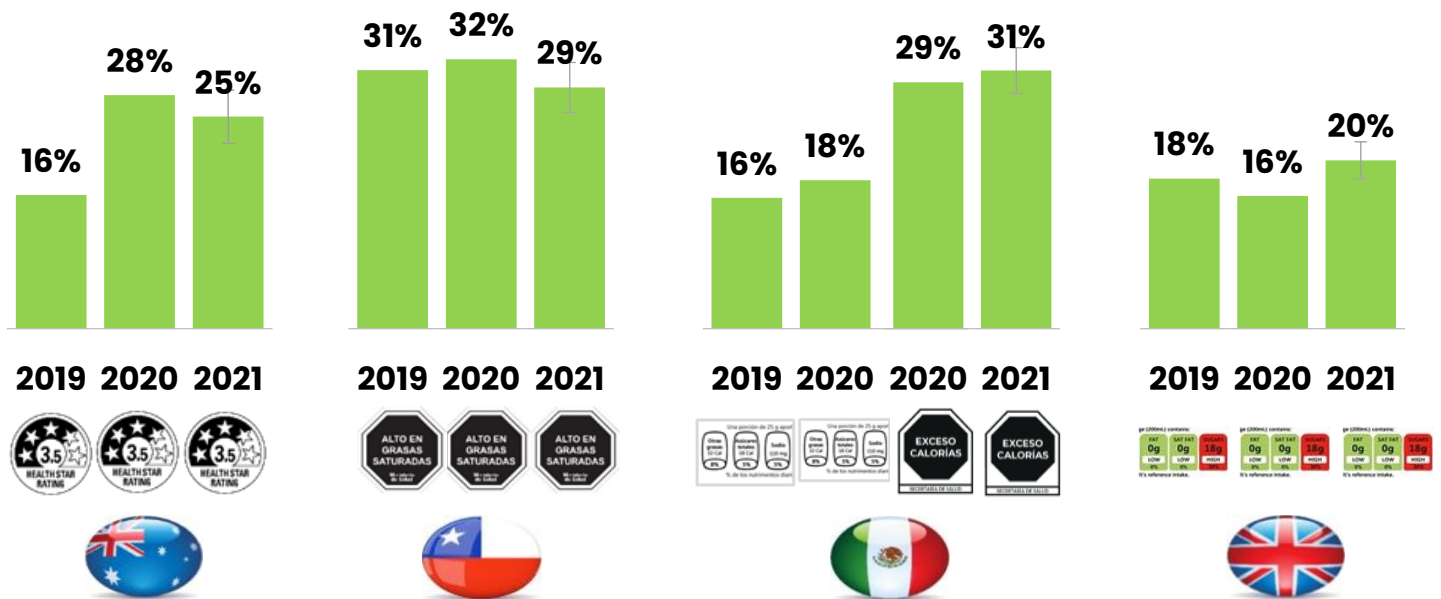


AMONG RESPONDENTS WHO REPORTED SEEING THE NUTRITION FACTS TABLE IN AUSTRALIA (2019 N=1,376; 2020 N=1,523; 2021 N=858), CANADA (2019 N=3,565; 2020 N=3,774; 2021 N=3,298), CHILE (2019 N=1,228; 2020 N=1,591; 2021 N=1,066), MEXICO (2019 N=1,600; 2020 N=1,801; 2021 N=1,595), UK (2019 N=1,416; 2020 N=1,421; 2021 N=1,448), AND US (2019 N=1,573; 2020 N=1,542; 2021 N=1,659).

Front-of-pack labels - Use

Reported use of FOP labels was highest for the 'high in' labels in Chile and Mexico. There was a notable increase in reported use of the Health Star Ratings among youth in Australia between 2019 and 2020, followed by a slight decrease in 2021.

Do you use this type of food label when deciding what to eat or buy? % "OFTEN" + "ALL THE TIME" (2019-2021)



AMONG RESPONDENTS WHO REPORTED SEEING THE FRONT-OF-PACKAGE NUTRITION LABELS IN AUSTRALIA (2019 N=1,259; 2020 N=1,416; 2021 N=813), CHILE (2019 N=1,248; 2020 N=1,607; 2021 N=1,094), MEXICO (2019 N=1,588; 2020 N=1,804; 2021 N=1,597) AND UK (2019 N=1,423; 2020 N=1,445; 2021 N=1,445).

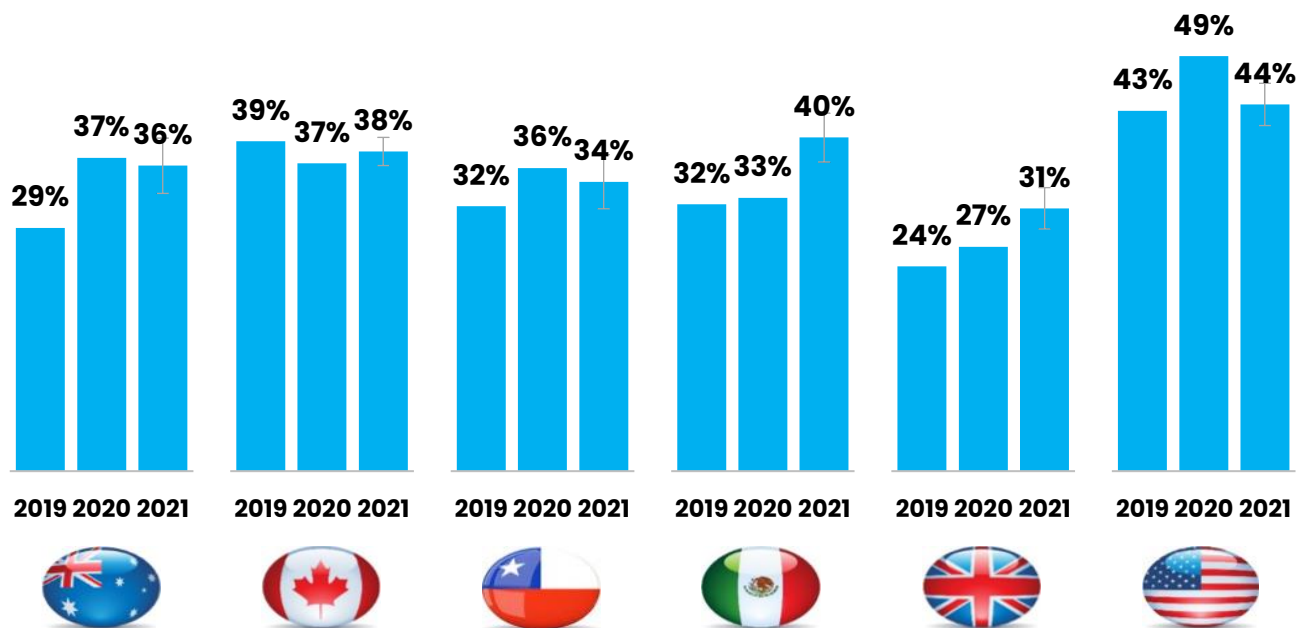
Nutrition facts labels - Understanding

The proportion of respondents reporting that NFLs are 'easy' or 'very easy to understand' was relatively low among youth in most countries, particularly the UK. There was a substantial increase in reported understanding between 2020 and 2021 in Mexico, and a decrease in the US.



Do you find this information...

% "EASY" + "VERY EASY TO UNDERSTAND" (2019-2021)



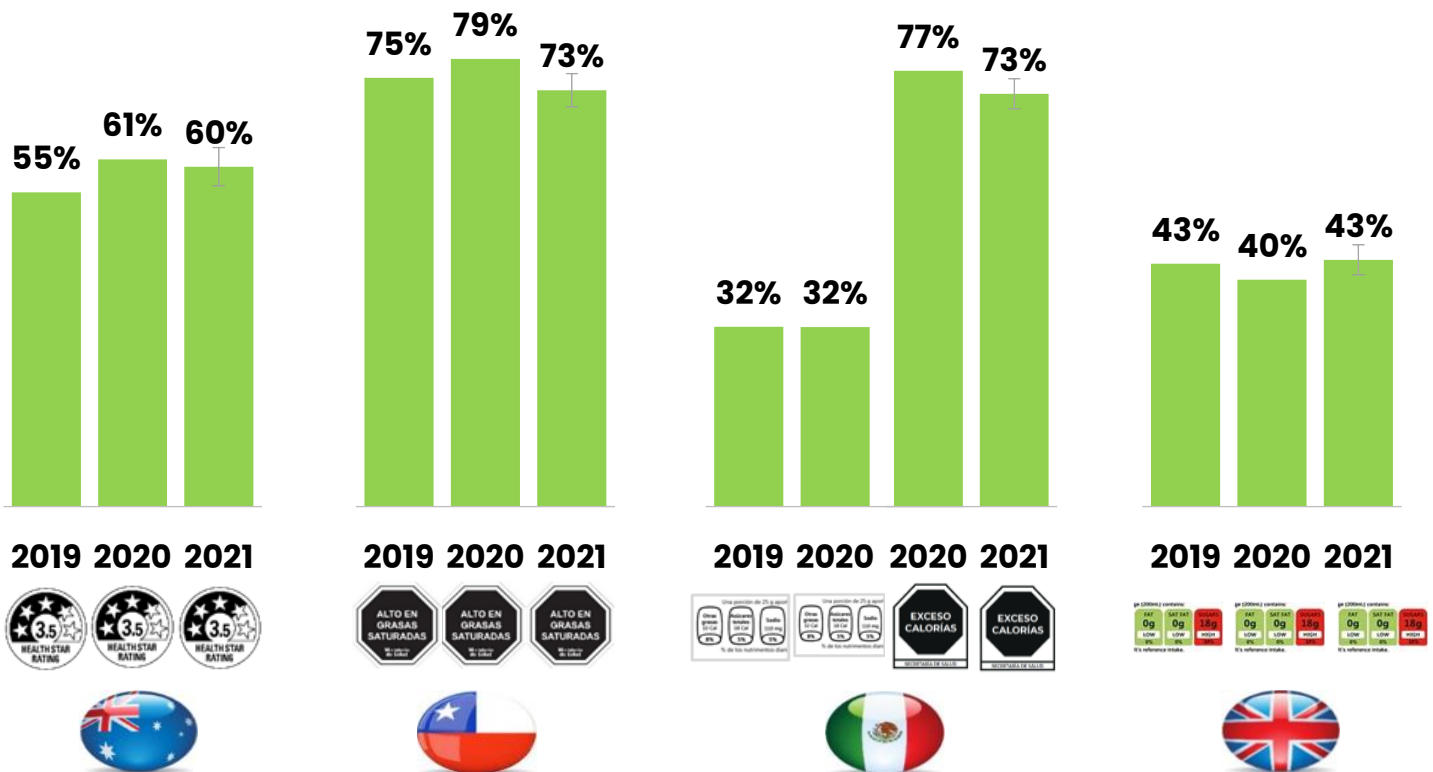
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Front-of-pack labels - Understanding

The proportion of youth finding FOP labels 'easy' or 'very easy to understand' was highest in Chile and Mexico where 'high in' labels are used. Reported understanding continued to be substantially higher for Mexico's 'high in' labels compared to the previous Guideline Daily Amount system. Youth in Australia reported increased understanding of the Health Star Rating between 2019 and 2020, which was sustained in 2021.

Do you find this information...

% "EASY" + "VERY EASY TO UNDERSTAND" (2019-2021)



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), AND UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577).



National dietary guidance

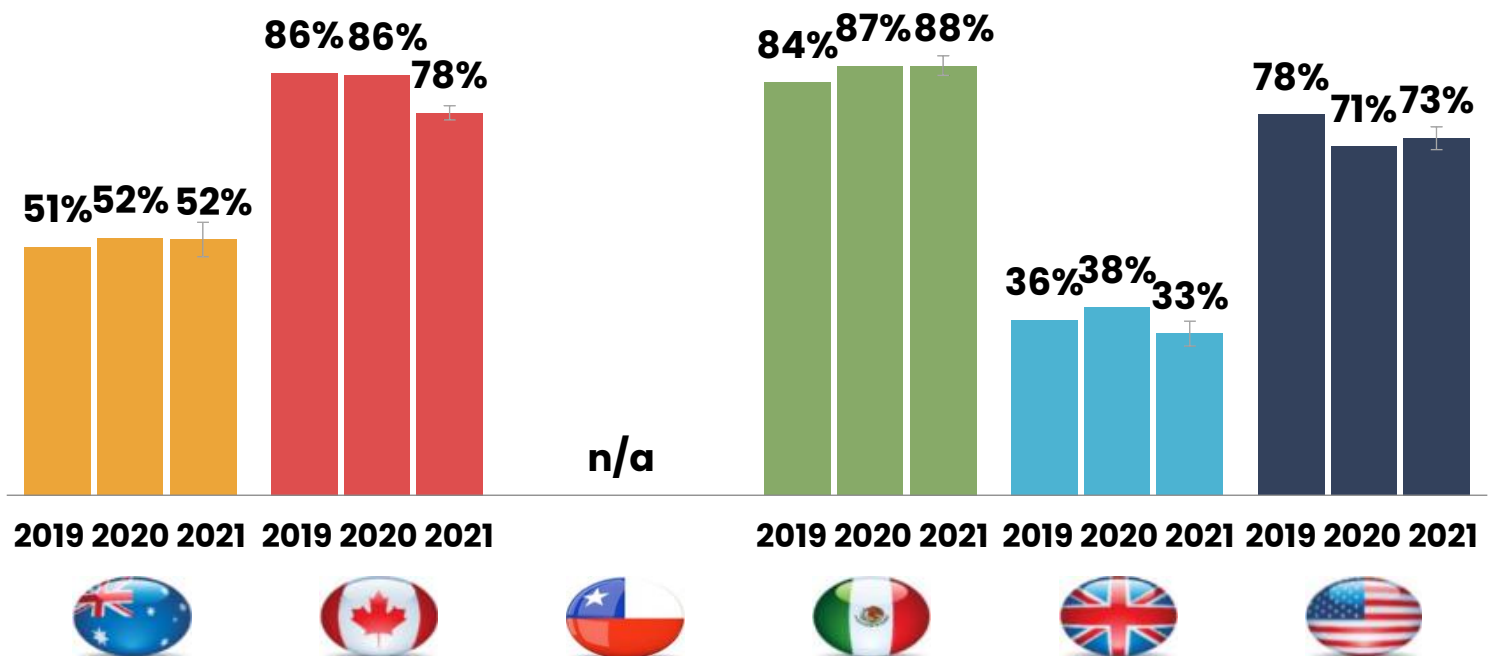


National dietary guidance

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

Have you ever heard of [country food guide]?

% "YES" (2019–2021)



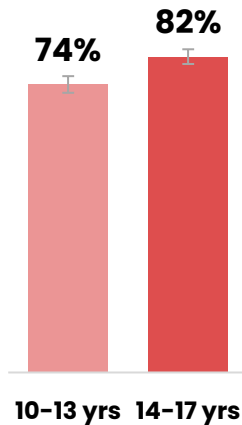
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). QUESTION WAS NOT ASKED IN CHILE, WHERE NO NATIONAL DIETARY GUIDANCE WAS PRESENT. COUNTRY FOOD GUIDES QUERIED IN AUSTRALIA, CANADA, MEXICO, UK AND US WERE AS FOLLOWS, RESPECTIVELY: AUSTRALIAN DIETARY GUIDELINES, CANADA'S FOOD GUIDE, EL PLATO DEL BIEN COMER, EATWELL PLATE / EATWELL GUIDE, AND MYPLATE / FOOD GUIDE PYRAMID.

Food guide awareness – Canada 2021

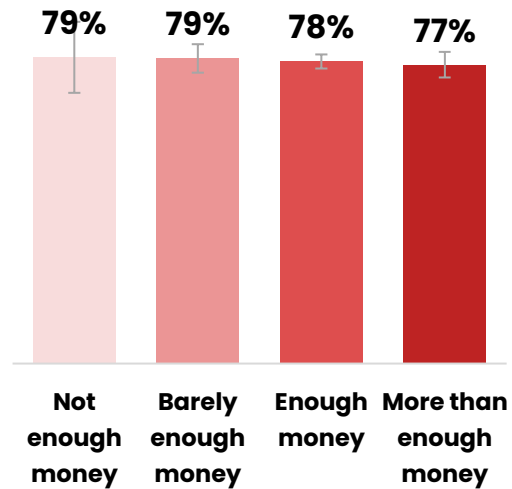
Among youth in Canada, awareness of Canada's Food Guide was higher among older youth, females, and those who identified as a majority ethnicity.

Have you ever heard of Canada's Food Guide? % "YES" (2021)

BY AGE



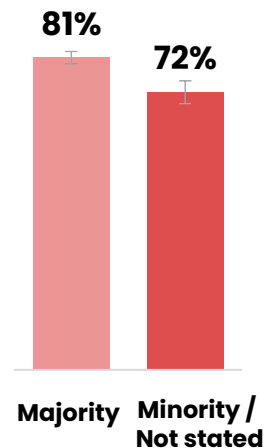
BY INCOME ADEQUACY



BY SEX



BY ETHNICITY



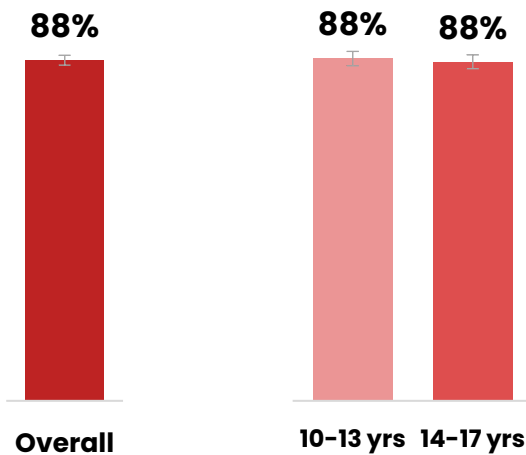
Canada's Food Guide in schools

Canada 2021

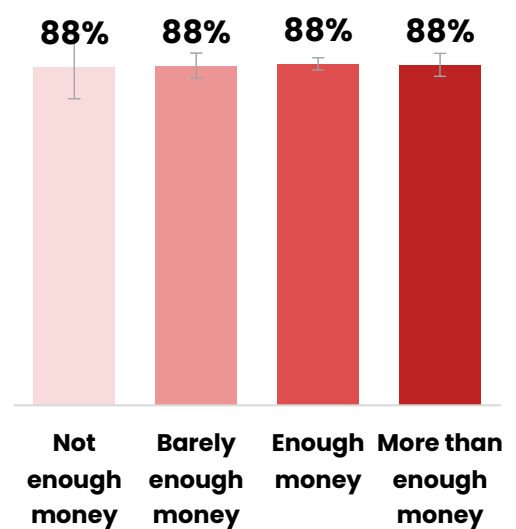
Reported learning about Canada's Food Guide in school was high among youth in Canada. Results were relatively consistent across sociodemographic subgroups.

Have you ever learned about Canada's Food Guide in school? % "YES" (2021)

BY AGE GROUP



BY INCOME ADEQUACY



BY SEX



BY ETHNICITY



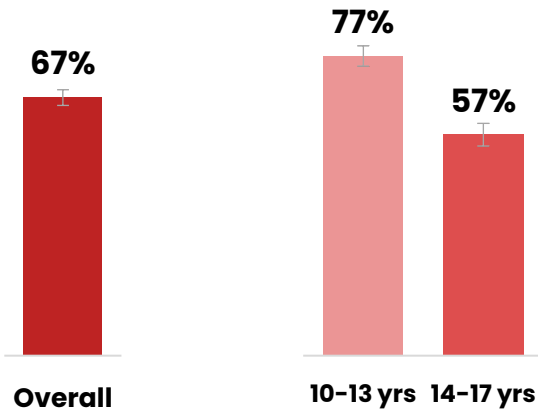
Canada's Food Guide in schools – past 12 months – Canada 2021

Youth in Canada were slightly less likely to have learned about Canada's Food Guide in school in the past year. A greater proportion of younger children (10–13 years) than older children recalled learning about it in the last 12 months.

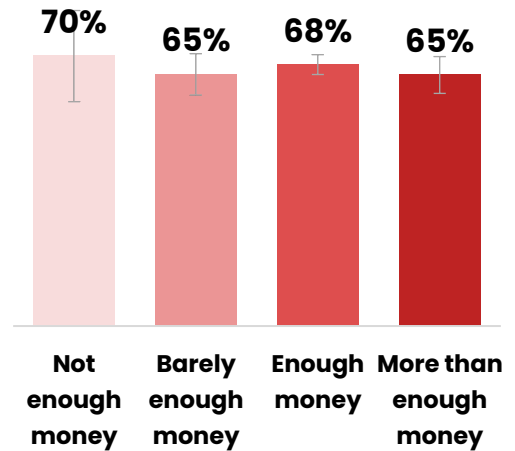
In the past 12 months, have you learned about Canada's Food Guide in school?

% "YES" (2021)

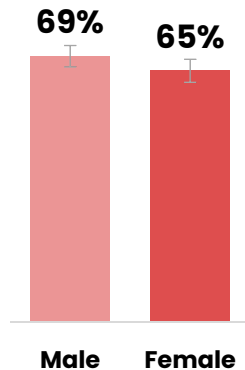
BY AGE GROUP



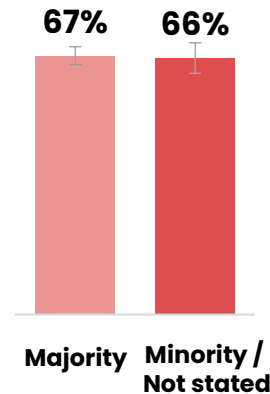
BY INCOME ADEQUACY



BY SEX



BY ETHNICITY



Using Canada's Food Guide

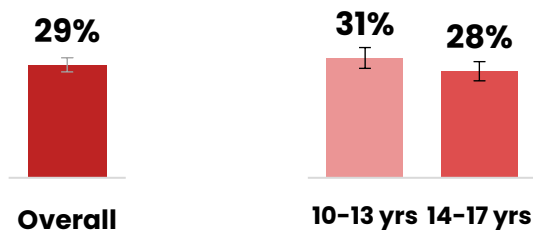
Canada 2021

Just under one third of youth in Canada reported using Canada's Food Guide at least "sometimes" when deciding what to eat or buy. This tended to be greater among youth reporting higher income adequacy, and those who identified as a minority or unstated ethnicity.

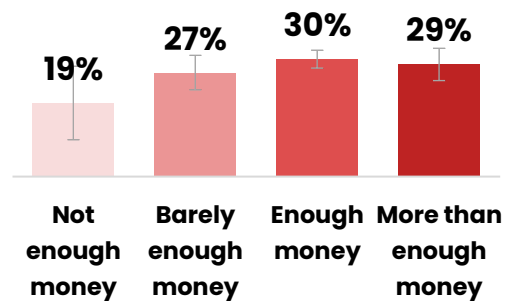
How often do you use Canada's Food Guide when deciding what to eat or buy?

% "SOMETIMES" + "OFTEN" + "ALL THE TIME" (2021)

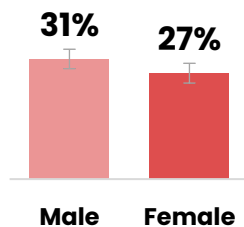
BY AGE GROUP



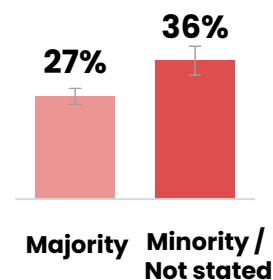
BY INCOME ADEQUACY



BY SEX



BY ETHNICITY

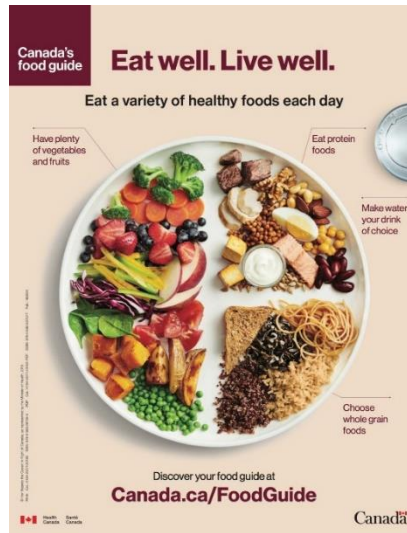
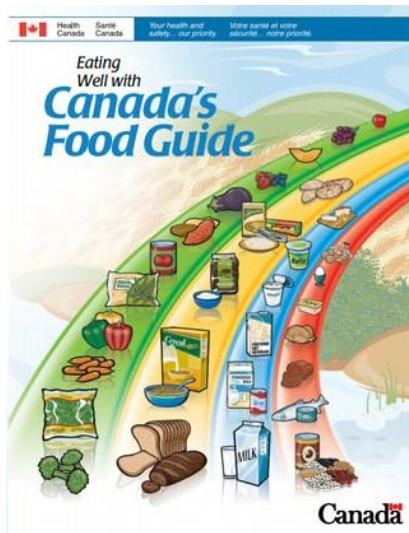


Canada's Food Guide recognition Canada 2019–2021

Among youth in Canada, a majority of respondents reported learning about Canada's previous (2007) Food Guide, while almost 40% reported learning about the current Food Guide. Recognition of the current 2019 Food Guide increased between 2019 and 2021. Nearly 20% of respondents reported learning about a "Healthy Eating Pyramid", which was created by the research team to verify accurate recognition.

Which version of the Food Guide have you learned about?

% SELECTED (SELECT ALL THAT APPLY) (2019–2021)

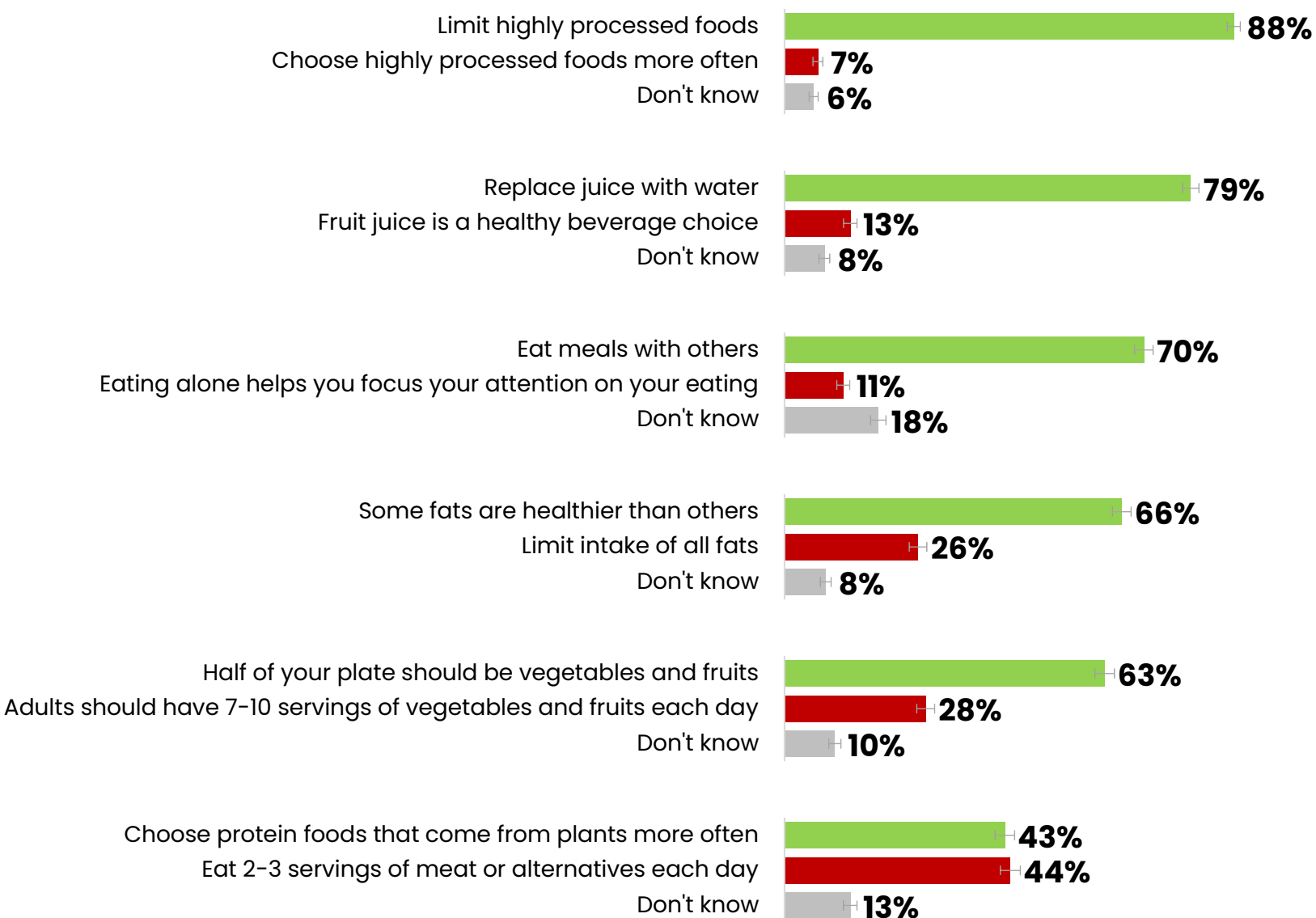


Year	2007 Food Guide	2019 Food Guide	Healthy Eating Pyramid
2019	62%	34%	19%
2020	60%	37%	19%
2021	57%	39%	20%

Recall of Canada's Food Guide recommendations – Canada 2021

Youth in Canada recalled messages from the 2019 Canada's Food Guide to varying extents. (Correct responses are indicated in green; incorrect responses are indicated in red.) Youth's recall was greatest for the recommendation to 'limit highly processed foods', and lowest for the recommendation to 'choose protein foods that come from plants more often'.

What does the current Food Guide recommend? (Select one) % (2021)



Food & beverage marketing

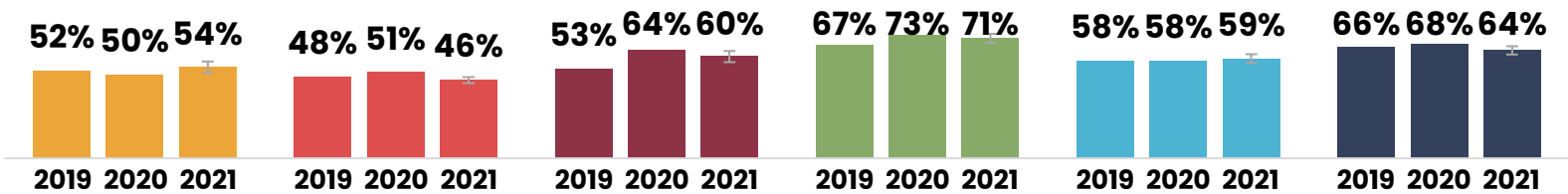


Weekday screentime

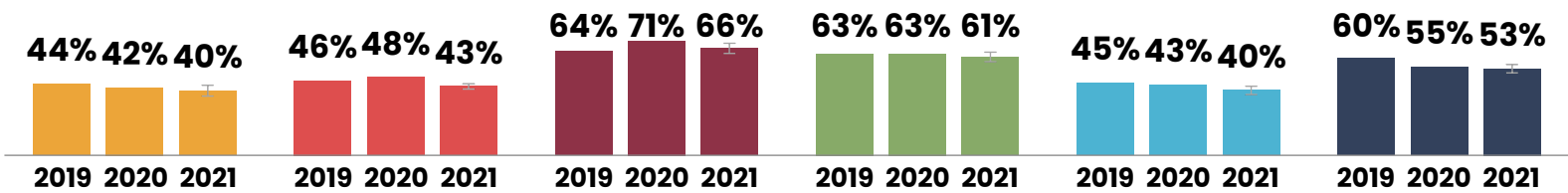
The majority of youth in most countries reported spending more than 1 hour on a normal weekday watching TV or movies, watching YouTube, and playing games.

On a normal weekday, how much time do you spend... % > 1 HOUR (2019-2021)

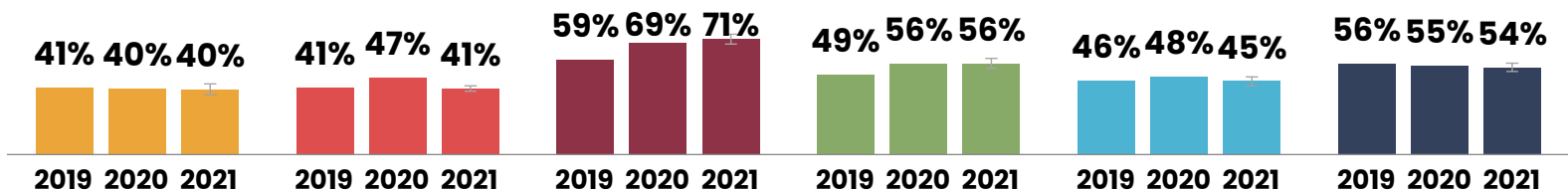
Watching TV/movies



Watching YouTube



Playing games



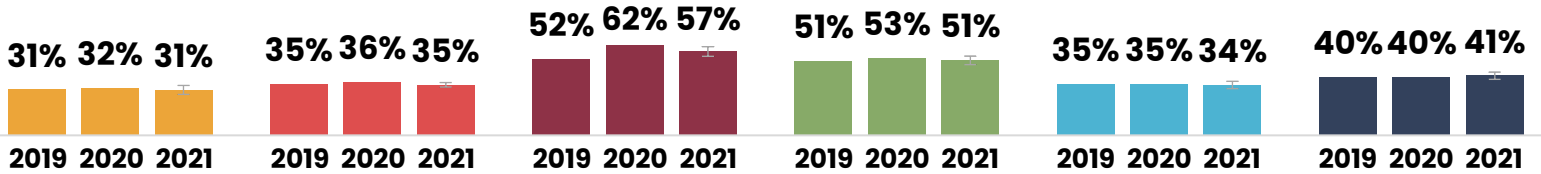
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Weekday screen time

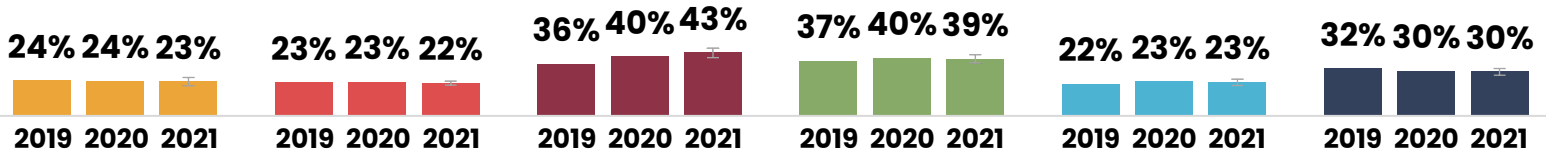
Youth in Chile reported the highest screen time across 4 of 5 categories, while those in Australia, Canada and the UK tended to report the lowest.

On a normal weekday, how much time do you spend... % > 1 HOUR (2019-2021)

On social media



Browsing



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

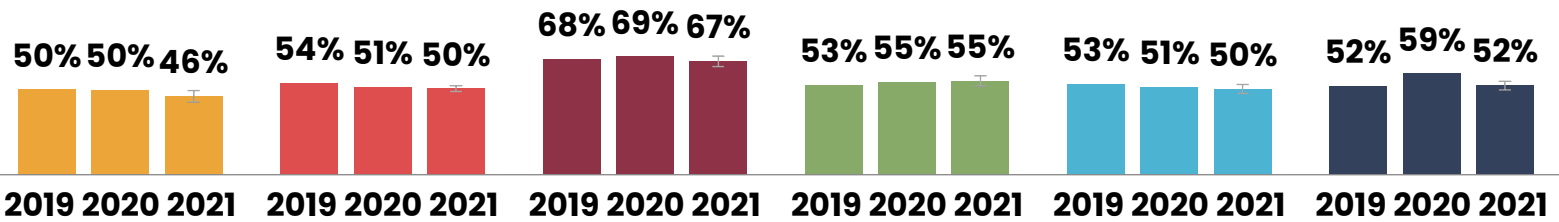
Social media use

Notable differences in social media use were observed across countries for each of the platforms. In 2021, TikTok surpassed Instagram as the most popular social media platform among youth in Canada, Mexico and the US. A relatively small proportion of youth reported not using any of these social media platforms.

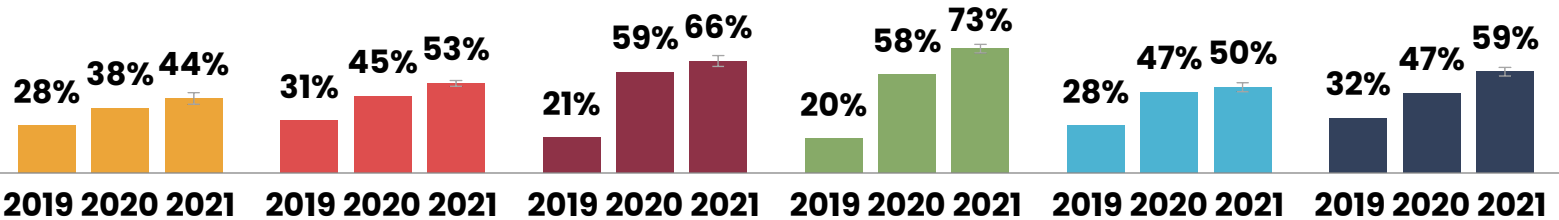
Do you use... % SELECTED (2019-2021)

AUS **CAN** **CHI** **MEX** **UK** **USA**

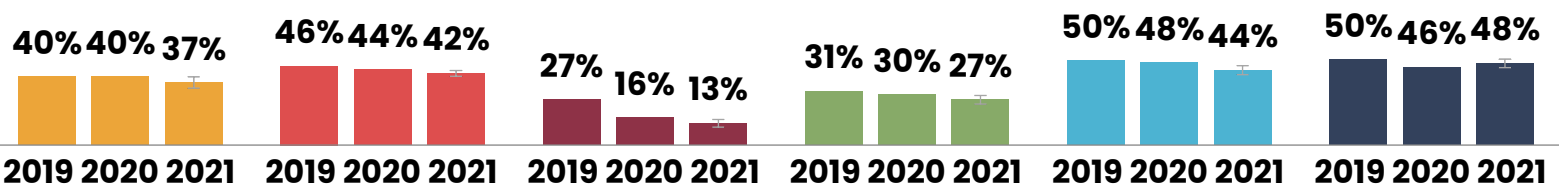
Instagram



TikTok



Snapchat



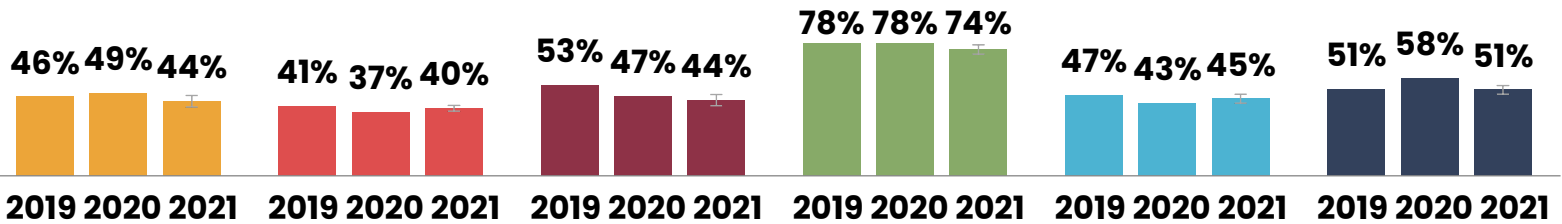
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Social media use (CONTINUED)

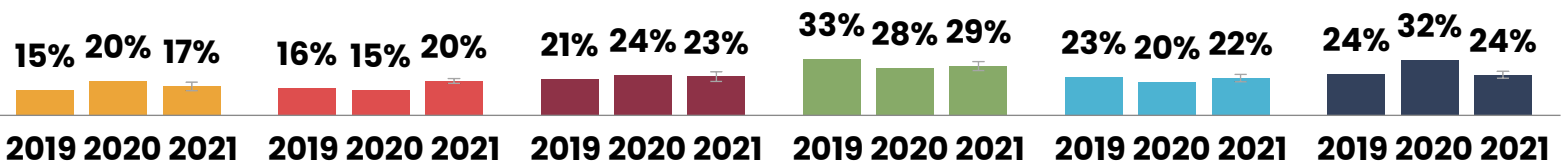
Do you use...
% SELECTED (2019-2021)

AUS **CAN** **CHI** **MEX** **UK** **USA**

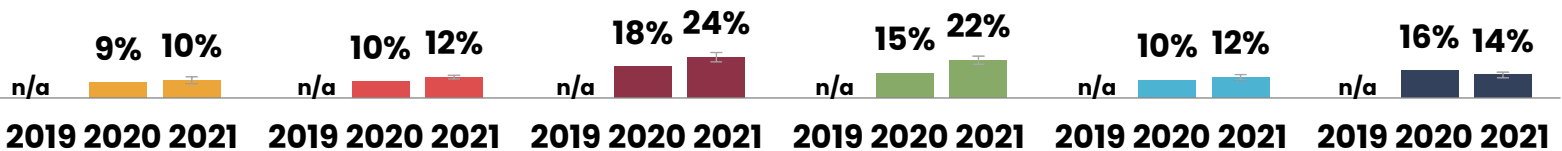
Facebook



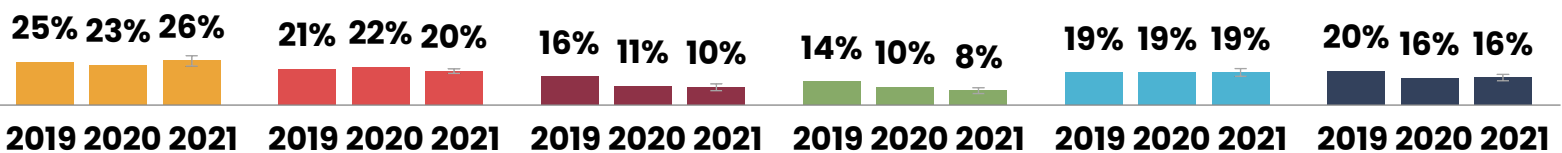
Twitter



Twitch



None of the above



AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740).

Favourite social media stars

Canada 2021

Youth reported their three favourite social media stars, TikTokers, or YouTubers. From their responses, we identified the top influencers for 10–12-year-olds and 13–17-year-olds. Overall, the top influencers reported by youth in Canada were dominated by TikTok stars, gamers, YouTubers, and music artists.

Top social media influencers among 10–12 year olds and 13–17 year olds in Canada (2021)

	10–12-year-olds	13–17-year-olds
1	ADDISON RAE	ADDISON RAE
2	CHARLI D'AMELIO	CHARLI D'AMELIO
3	DANTDM	JACKSEPTICEYE
4	JUSTIN BIEBER	JUSTIN BIEBER
5	MICHOU	MARKPLIER
6	MORIAH ELIZABETH	MR. BEAST
7	MR. BEAST	PEWDIEPIE
8	SQUEEZIE	SQUEEZIE

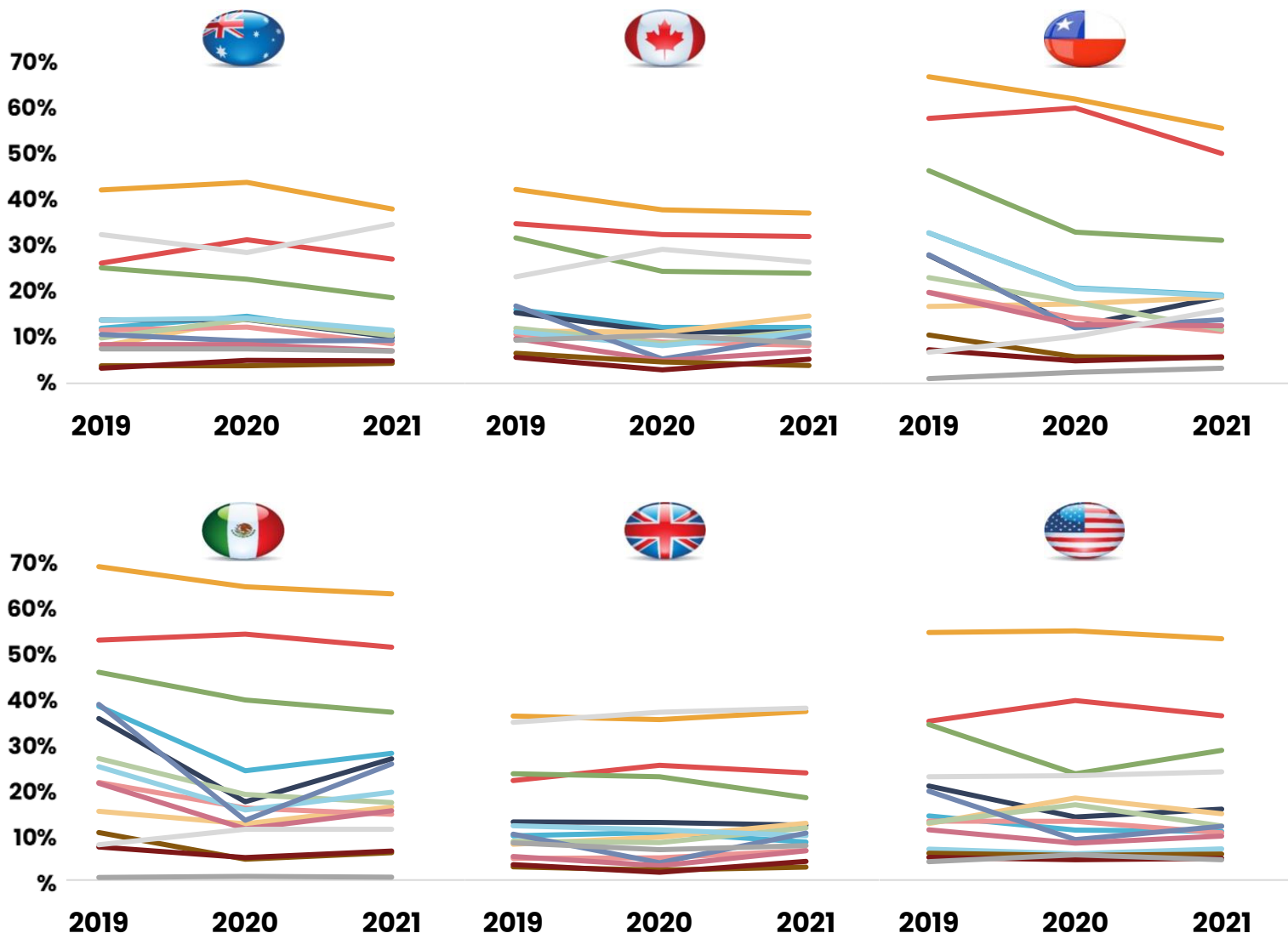


Exposure to ads for unhealthy food & drinks – Marketing channels

Reported exposure to unhealthy food and drink ads was highest in Chile and Mexico for most channels. Following decreases in reported ad exposure across most channels in 2020, exposure appeared to regain in many channels in 2021 (e.g., ads at school, in movie theatres).

Think about the last 30 days. Have you seen or heard ads for 'unhealthy' foods or drinks in any of these places?
 % (SELECT ALL THAT APPLY) (2019–2021)

- TV/movies
- Websites/social media
- Stores
- Billboards
- School
- Video/computer games
- Radio
- Magazine/newspapers
- Buses/transit
- Movie theatres
- Sports events/concerts
- Contests/free samples
- Rec centres
- None of the above
- Don't know



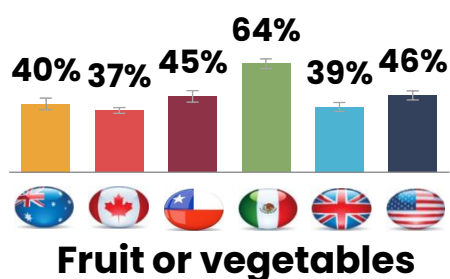
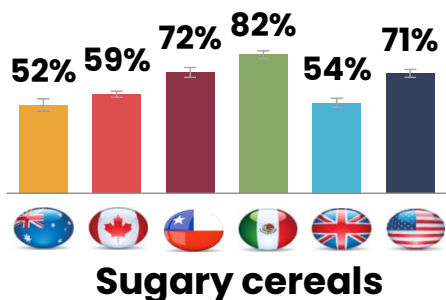
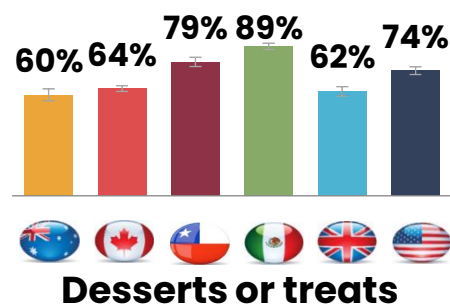
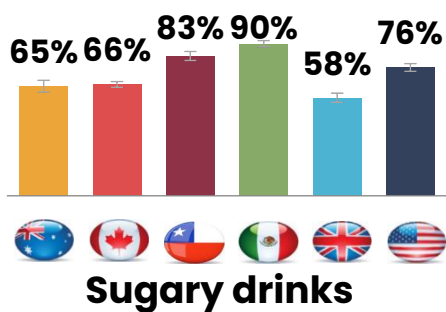
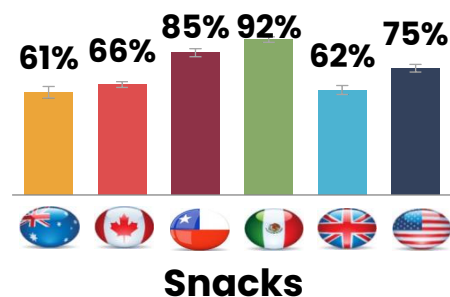
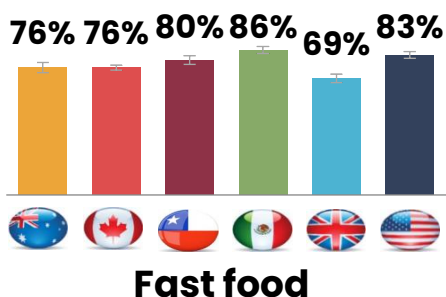
AMONG ALL RESPONDENTS IN AUSTRALIA (2019 N=1,435; 2020 N=1,595; 2021 N=914), CANADA (2019 N=3,682; 2020 N=3,895; 2021 N=3,499), CHILE (2019 N=1,252; 2020 N=1,615; 2021 N=1,112), MEXICO (2019 N=1,616; 2020 N=1,823; 2021 N=1,617), UK (2019 N=1,520; 2020 N=1,521; 2021 N=1,577) AND US (2019 N=1,603; 2020 N=1,582; 2021 N=1,740). RESPONDENTS WERE INSTRUCTED THAT "UNHEALTHY FOODS AND DRINKS INCLUDE PROCESSED FOODS HIGH IN SUGAR, SALT, OR SATURATED FAT, SUCH AS SODA, FAST FOOD, CHIPS, SUGARY CEREALS, COOKIES AND CHOCOLATE BARS".

Frequency of exposure to unhealthy food & drink ads

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

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

% ≥ ONCE PER WEEK (2021)





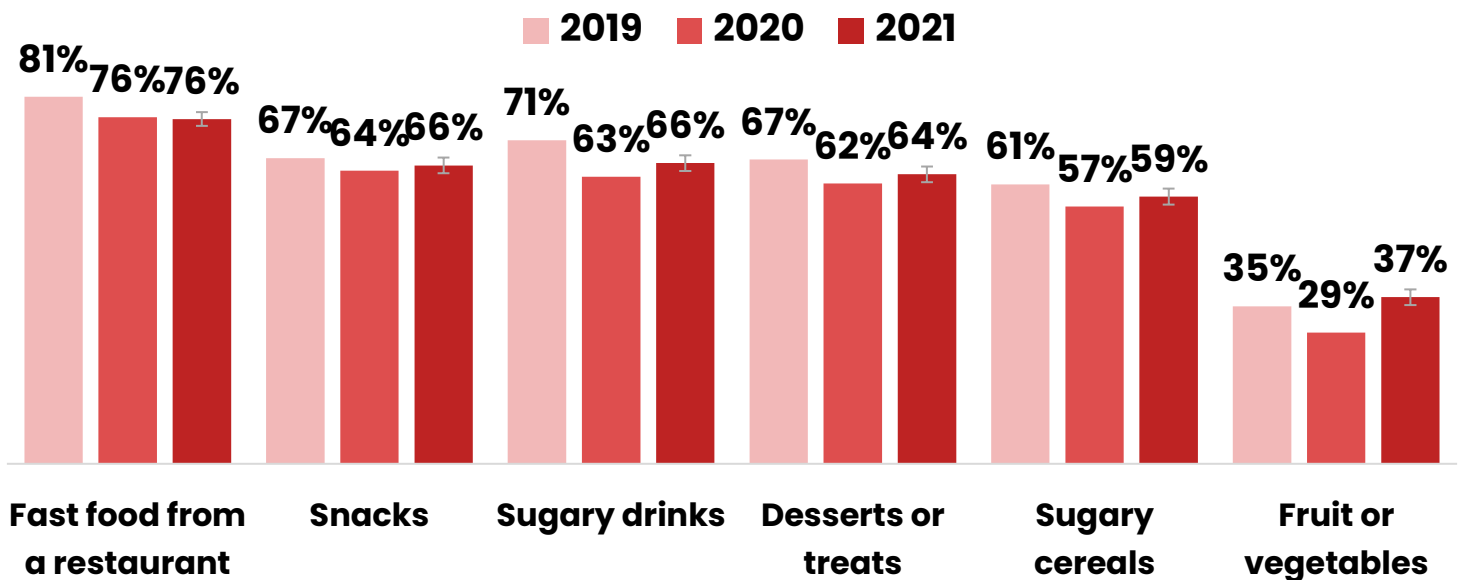
Frequency of exposure to unhealthy food & drink ads

Canada 2019–2021

Among youth in Canada, a majority of respondents reported seeing or hearing advertisements for unhealthy food or drinks, particularly fast food, at least once per week in the past month. Fewer youth reported exposure to fruit or vegetable ads. There were slight increases in reported exposure to ads across most categories between 2020 and 2021.

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

% ≥ ONCE PER WEEK (2019–2021)



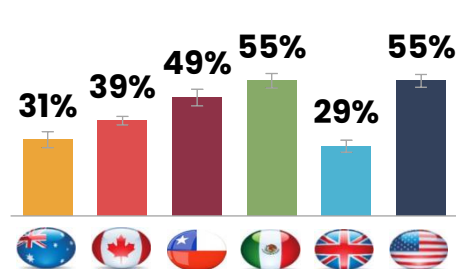
AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499).

Exposure to marketing techniques

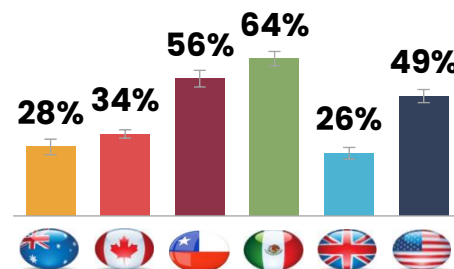
Notable differences in exposure to food and drink marketing techniques were observed across countries. Youth in Mexico reported the highest level of exposure across most of the marketing techniques, while those in the UK reported the lowest exposure.

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

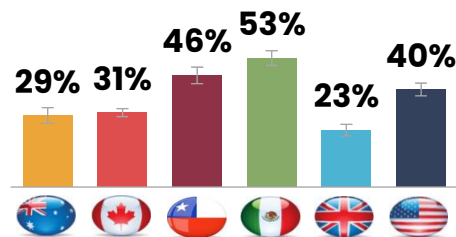
% "YES" (2021)



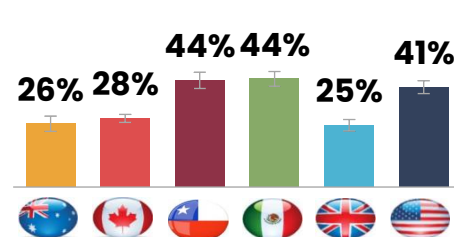
Cartoons/characters made by food companies



Famous people



Sports teams or athletes



Cartoons/characters from movies or TV

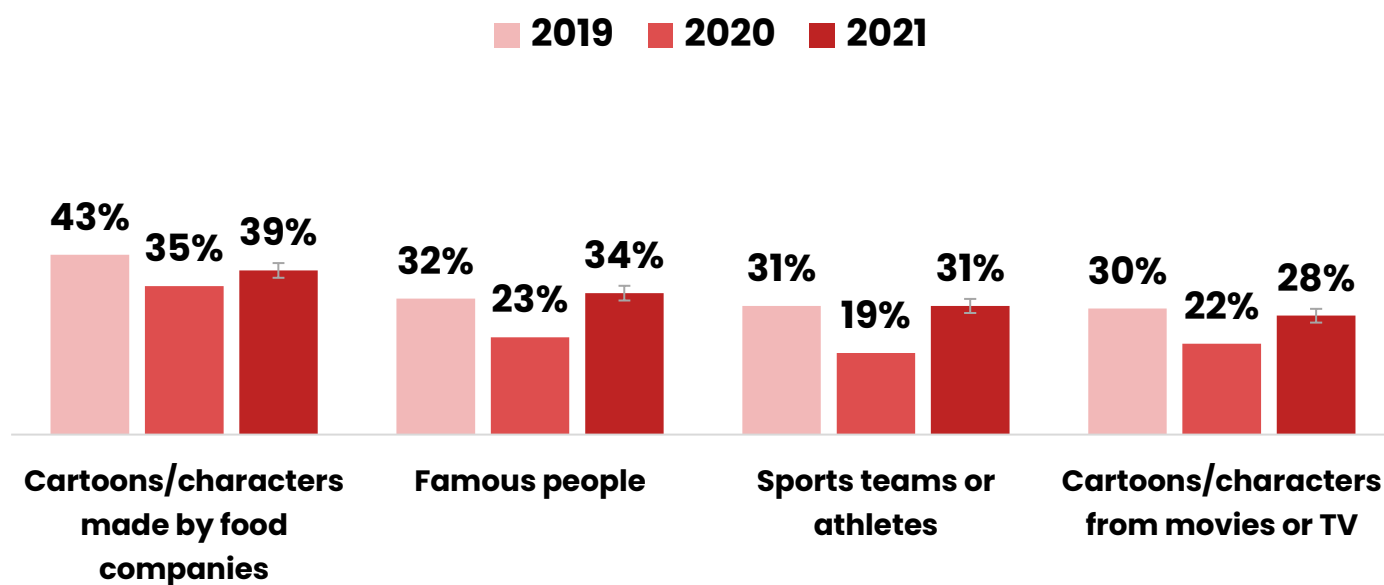
Exposure to marketing techniques

Canada 2019–2021

Among youth in Canada, cartoons or characters made by food companies were the most reported marketing technique for unhealthy food or drinks. Between 2019 and 2020, youth reported a decrease in exposure to all four marketing techniques, which appeared to rise again in 2021.

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

% "YES" (2019–2021)

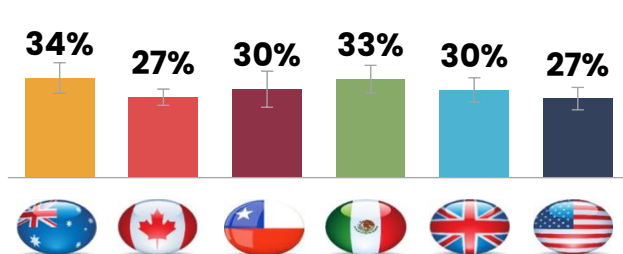


Marketing & youth sports

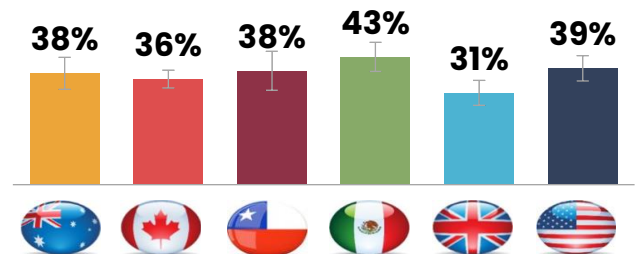
Food or restaurant marketing was reported more frequently on sports signs or banners than sports equipment, across all countries. Youth in Australia reported the highest level of marketing on sports equipment, while those in Mexico reported the highest level of marketing on signs/banners.

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

% "YES" (2021)



Your sports equipment?



Signs or banners at your sports practices, games, tournaments or competitions?

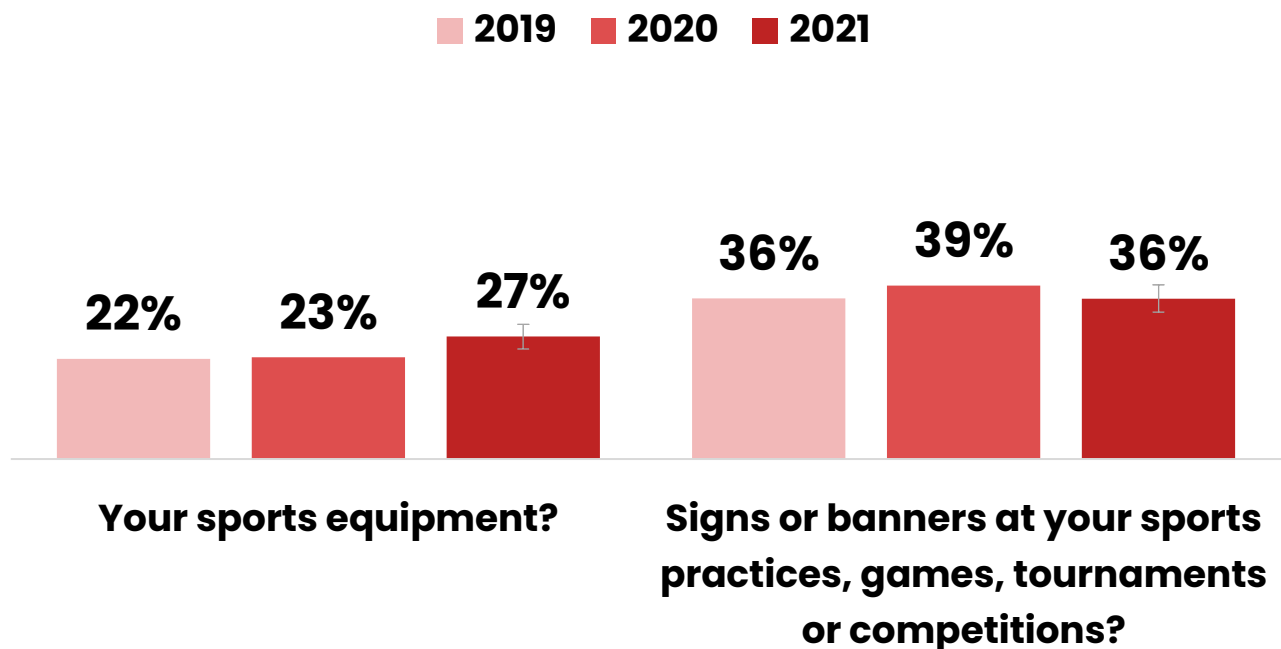
Marketing & youth sports

Canada 2019–2021

Among youth in Canada, reported marketing on signs/banners remained relatively consistent between 2019 and 2021, but marketing on sports equipment increased in 2021.

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

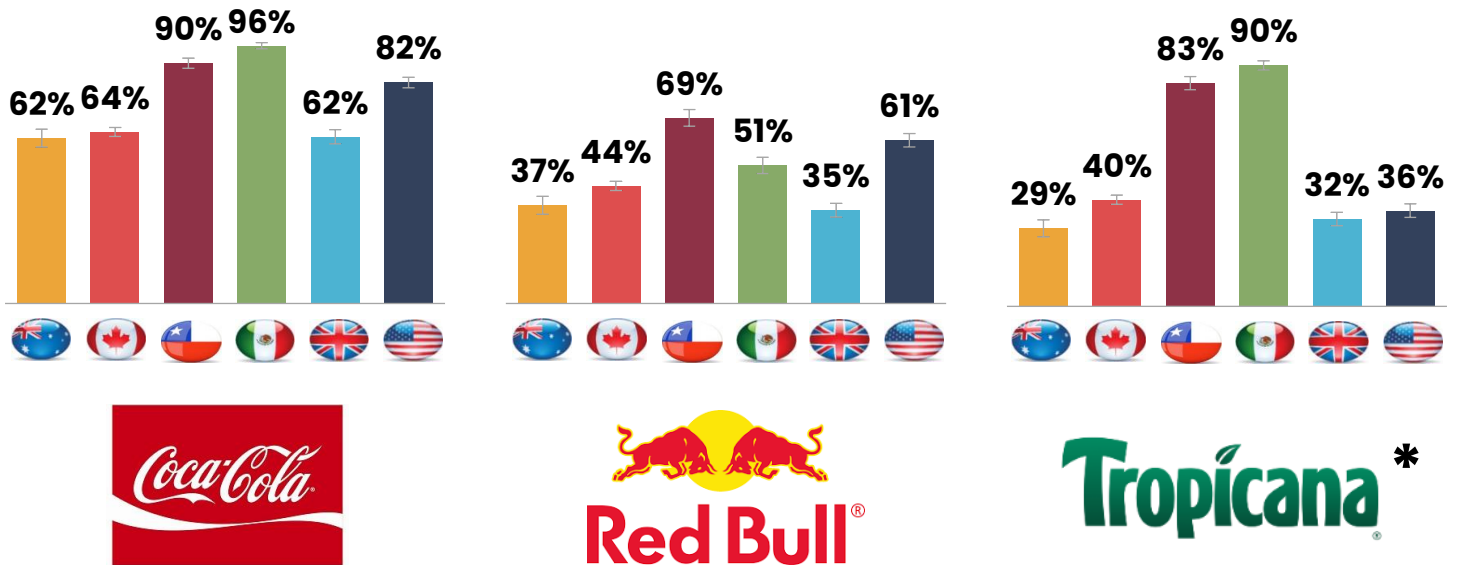
% "YES" (2019–2021)



Exposure to ads – Beverage brands

Exposure to ads for top drink brands varied by country, with particularly high exposure reported among youth in Chile and Mexico, and lowest exposure reported in the UK and Australia. Of the three brands queried, respondents reported seeing Coca-Cola ads most frequently across all countries.

Have you seen any ads for this drink brand in the last 30 days?
% "YES" (2021)



AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740).

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

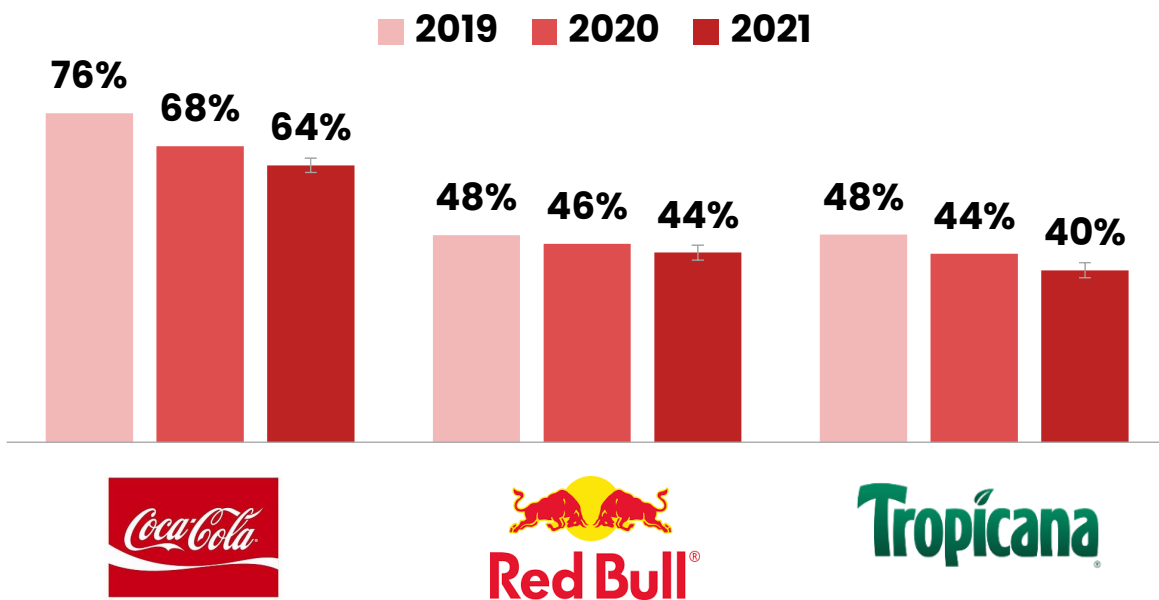


Exposure to ads – Beverage brands

Canada 2019–2021

Among youth in Canada, reported exposure to ads from all three drink brands decreased between 2019 and 2021.

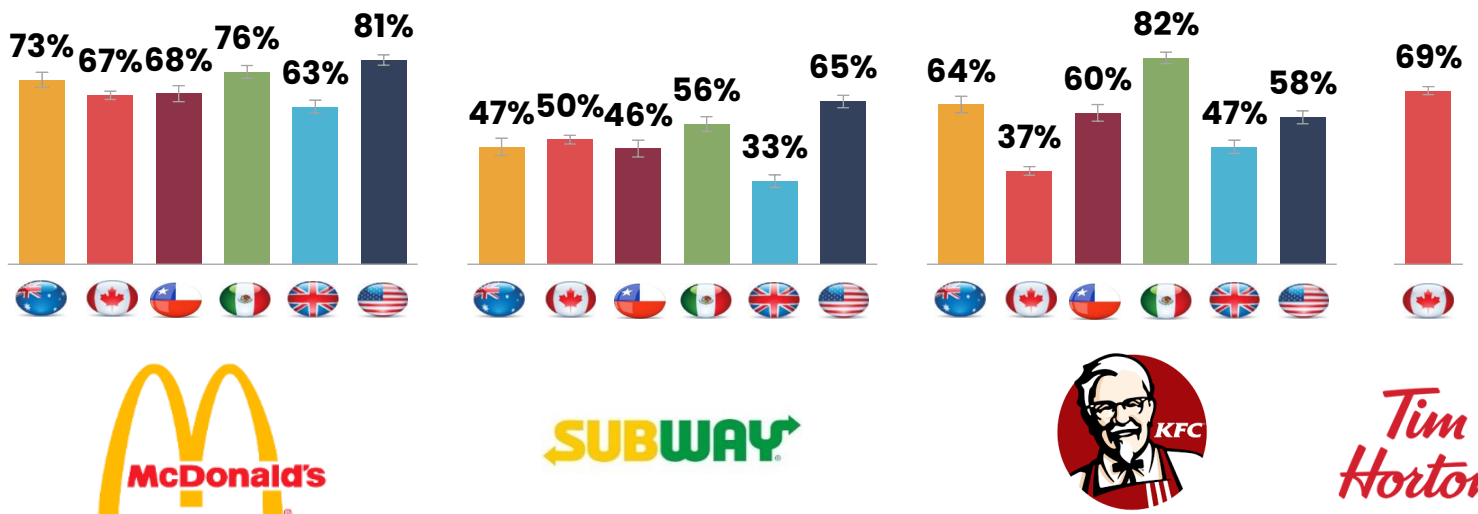
Have you seen any ads for this drink brand in the last 30 days?
% “YES” (2019–2021)



Exposure to ads – Fast food brands

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

Have you seen any ads for this restaurant in the last 30 days?
% "YES" (2021)



AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740). 'TIM HORTONS' RESTAURANT WAS ONLY QUERIED AMONG CANADIAN RESPONDENTS IN 2021.

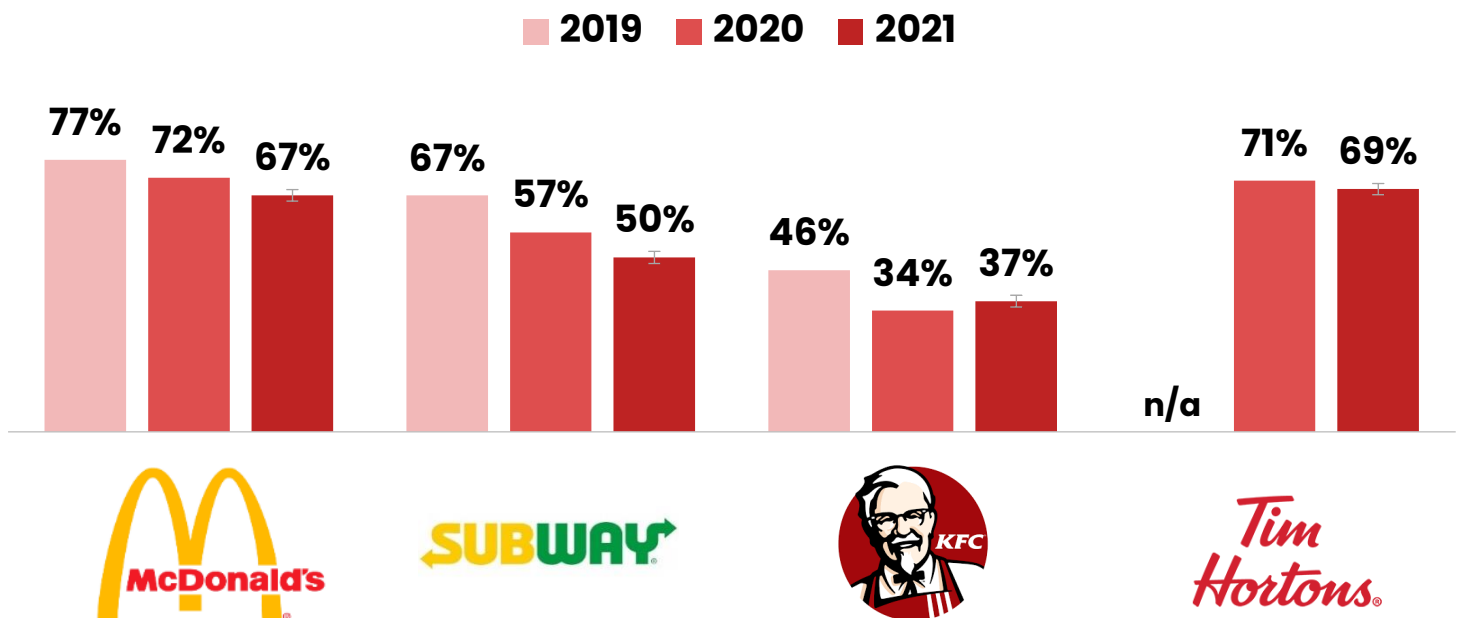
Exposure to ads – Fast food brands

Canada 2019–2021

Among youth in Canada, reported exposure to ads for all four fast food brands decreased between 2019 and 2021, aside from a slight increase for KFC in 2021.

Have you seen any ads for this restaurant in the last 30 days?

% "YES" (2019–2021)



AMONG ALL CANADIAN RESPONDENTS (2019 N=3,682; 2020 N=3,895; 2021 N=3,499). 'TIM HORTONS' RESTAURANT WAS ONLY QUERIED AMONG RESPONDENTS IN 2020 AND 2021.

Perceived age group of food ads

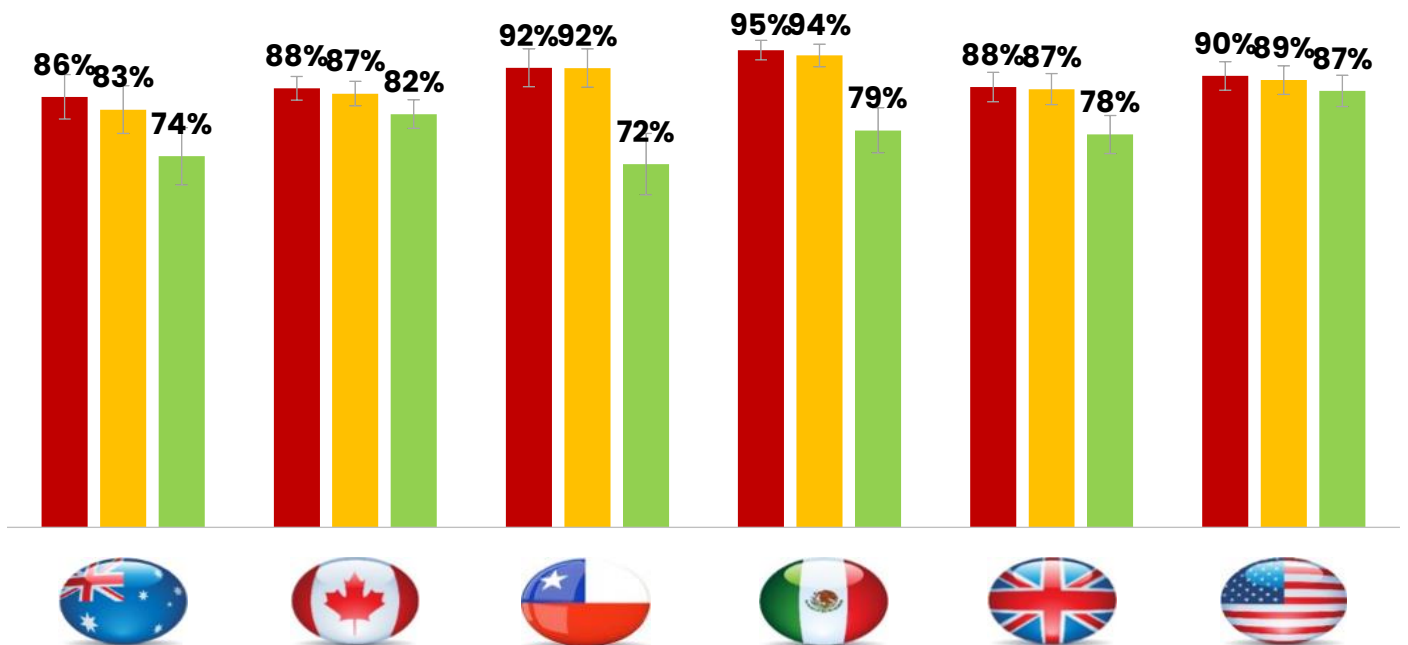
In 2021, a majority of respondents across countries reported that ads for McDonald's are usually aimed at all three age groups. Youth across all countries perceived kids and teens under 17 to be particularly targeted by McDonald's advertisements.



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

% SELECTED (SELECT ALL THAT APPLY) (2021)

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



Perceived age groups for ads

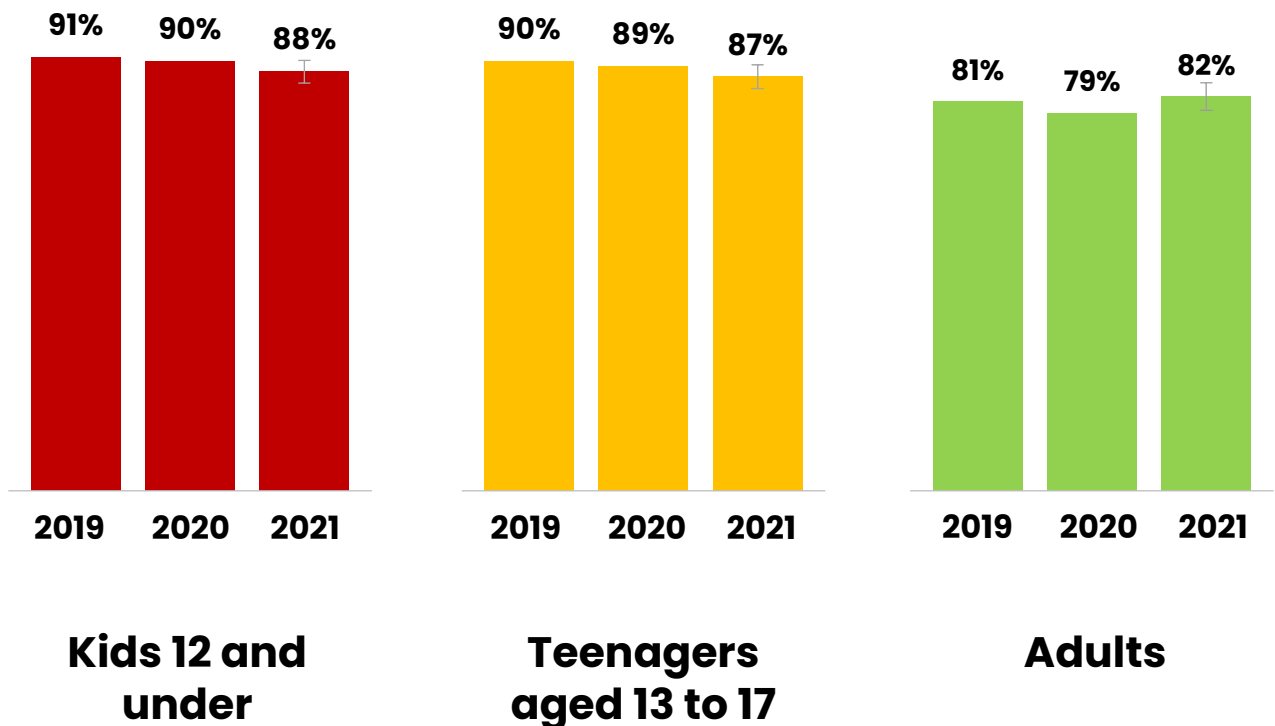
Canada 2019–2021

Among youth in Canada, a majority of respondents reported that ads for McDonald's are usually aimed at all three age groups. Youth reported kids and teens under 17 are particularly targeted by McDonald's. Perceptions remained relatively consistent between 2019 and 2021.



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

% SELECTED (SELECT ALL THAT APPLY), CANADA



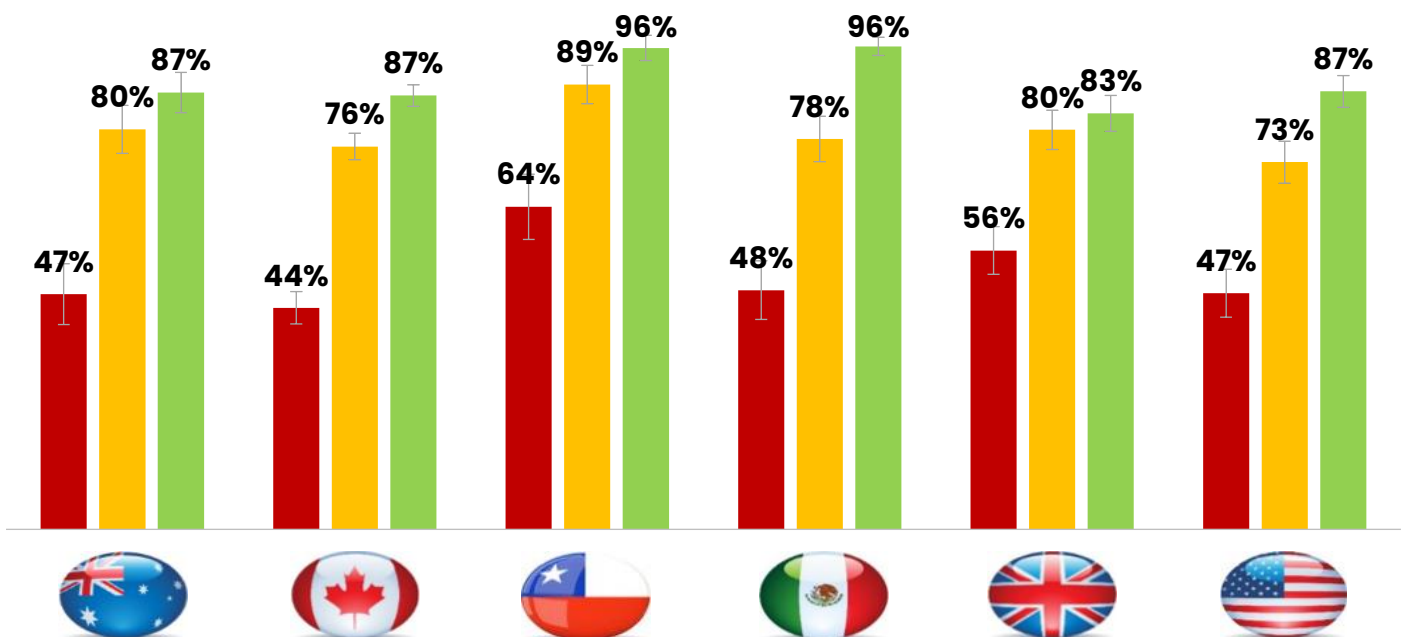
Perceived age group of beverage ads

In 2021, a majority of youth across countries reported that Coke ads are usually aimed at adults and teenagers aged 13 to 17. Nearly half of respondents across most countries perceived Coke ads as targeted towards kids 12 and under.



Are advertisements for this brand / restaurant usually aimed at...
 % SELECTED (SELECT ALL THAT APPLY) (2021)

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



AMONG ALL RESPONDENTS IN AUSTRALIA (N=914), CANADA (N=3,499), CHILE (N=1,112), MEXICO (N=1,617), UK (N=1,577) AND US (N=1,740).

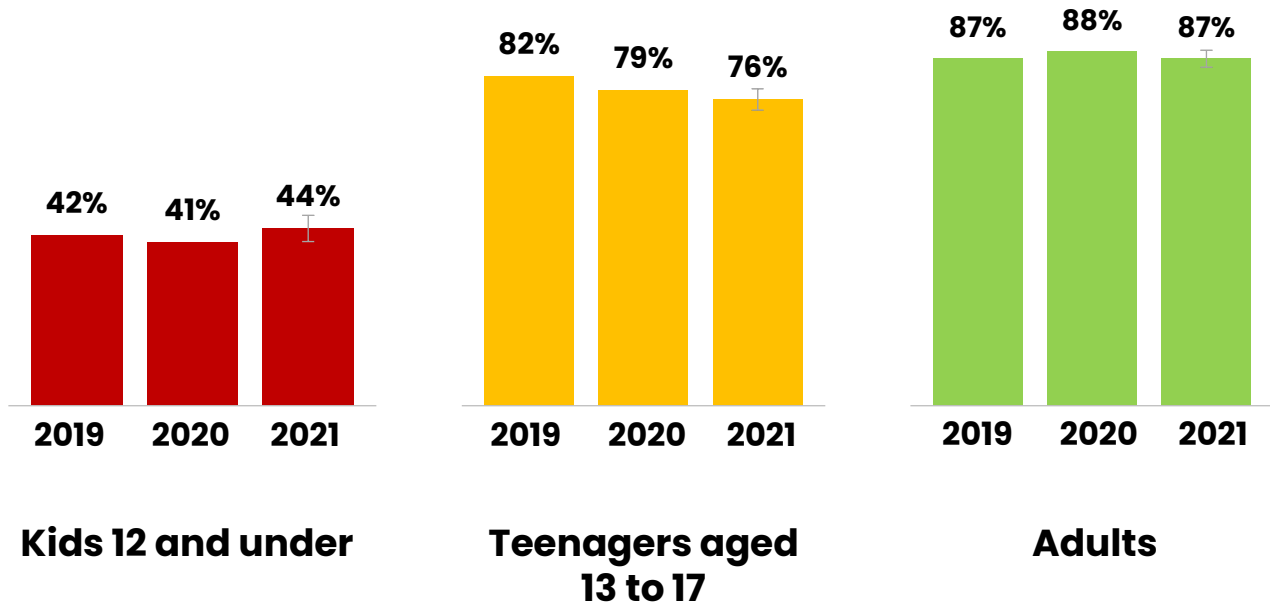
Perceived age groups for ads

Canada 2019–2021

Among youth in Canada, a majority of respondents reported that ads for Coke are usually aimed at adults and teenagers aged 13 to 17. Perceptions were relatively consistent between 2019 and 2021.



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





Perceived age groups for ads

Canada 2019–2021

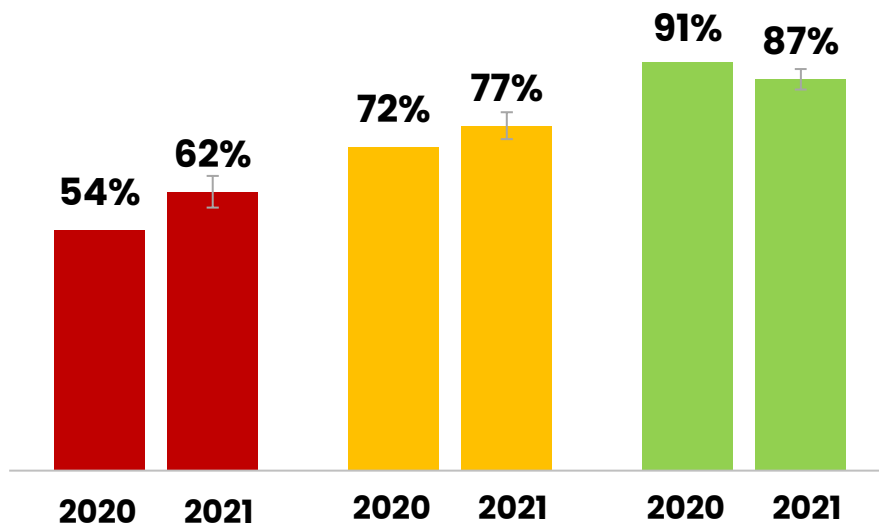
Among youth in Canada, the greatest proportion of respondents reported that ads for Tim Hortons are usually aimed at adults, followed by teenagers aged 13 to 17. Over half of respondents perceived Tim Hortons ads to be usually aimed at kids 12 and under, which increased in 2021.



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

% SELECTED (SELECT ALL THAT APPLY) (2020–2021)

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



AMONG ALL CANADIAN RESPONDENTS (2020 N=3,895; 2021 N=3,499). 'TIM HORTONS' RESTAURANT WAS ONLY QUERIED AMONG CANADIAN RESPONDENTS IN 2020 AND 2021.



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

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