INTERNATIONAL
FOOD POLICY
STUDY

# 2023 YOUTH SURVEY – UNITED KINGDOM

SEPTEMBER 11, 2024

## ACKNOWLEDGEMENTS

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

## SUGGESTED CITATION

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

## CONTACT

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

UNIVERSITY OF WATERLOO | FACULTY OF HEALTH School of Public Health Sciences

INTERNATIONAL FOOD POLICY STUDY

# List of Measures

PARENT INVITATION & PRE-SCREENING ..... 8
SAMPLE EMAIL INVITATION ..... 8
PANELIST AGE ..... 8
PANELIST GENDER ..... 8
PARENT INFO / CONSENT ..... 10
CITY ..... 12
PERCEIVED INCOME ADEQUACY ..... 12
HANDOVER TO CHILD ..... 12
INTRODUCTION ..... 13
ELIGIBILITY INTRO ..... 13
AGE ..... 13
SEX ..... 13
INFO LETTER ..... 14
CONSENT ..... 14
ENCOURAGEMENT 1 ..... 15
ENCOURAGEMENT 1 - DOG ..... 15
DEMOGRAPHICS ..... 15
REGION ..... 15
EDUCATION LEVEL ..... 16
SCHOOL GRADES ..... 17
SCHOOL SYSTEM ..... 17
SCHOOL ATTENDANCE ..... 17
PURCHASING AND SPENDING MONEY ..... 18
SPENDING MONEY ..... 18
SPEND MONEY ON FOOD – LOCATION ..... 18
DIET SOURCES AND PATTERNS ..... 19
FOOD SOURCE - EATING OUT FREQUENCY ..... 19
BREAKFAST PATTERNS ..... 19
FAMILY DINNER PATTERNS ..... 20
FOOD PREP - DINNER ..... 20
BEVERAGE INTAKE – ANY CONSUMPTION ..... 20
BEVERAGE INTAKE – AMOUNT ..... 21

BEVERAGE INTAKE – DIET DRINKS ..... 22
DIET INDICATORS ..... 22
FRUIT INTAKE ..... 23
VEGETABLE INTAKE ..... 23
LAST RESTAURANT VISIT ..... 24
MENU LABELLING – NOTICING ..... 24
MENU LABELLING – IMPACT ..... 24
ONLINE ORDERING ..... 25
ONLINE ORDERING FREQUENCY ..... 25
SCHOOL NUTRITION ENVIRONMENT ..... 26
SCHOOL NUTRITION ENVIRONMENT PREAMBLE ..... 26
SCHOOL FOOD LOCATIONS AND PROGRAMS ..... 26
SCHOOL FOOD LOCATIONS AND PROGRAMS 2 ..... 26
SCHOOL BREAKFAST PROGRAM PARTICIPATION ..... 26
SCHOOL LUNCH PROGRAM PARTICIPATION ..... 27
SCHOOL SNACK PROGRAM PARTICIPATION ..... 27
SCHOOL LUNCH PROGRAM TARGET ..... 27
SCHOOL LUNCH PROGRAM FOOD AVAILABLE ..... 27
SCHOOL FOOD AVAILABILITY ..... 28
SCHOOL LUNCH – FOOD ..... 28
SCHOOL LUNCH – FOOD SOURCE ..... 28
FOOD SECURITY ..... 29
FOOD SECURITY FOR CHILDREN ..... 29
DIET INTENTIONS ..... 29
VEGETARIANISM ..... 29
DIET MODIFICATION EFFORTS ..... 30
PLANT BASED PROTEIN EFFORTS ..... 30
WEIGHT PERCEPTIONS / LOSS ..... 31
BODY SIZE PERCEPTIONS ..... 31
BODY SIZE IDEAL ..... 32
WEIGHT LOSS EFFORTS ..... 33
WEIGHT LOSS DIET ..... 33
WEIGHT TEASE ..... 33
WEIGHT STIGMA ..... 33

SUGARY DRINK PERCEPTIONS ..... 34
BEVERAGE BRAND RECALL ..... 34
SOFT DRINK PERCEIVED HEALTHINESS ..... 34
SOFT DRINK ESTIMATED SUGAR AMOUNT ..... 35
SSB PERCEPTIONS - CONDITION ..... 35
SSB PERCEIVED HEALTHINESS ..... 36
SSB ESTIMATED SUGAR AMOUNT ..... 36
SUGAR TAX ..... 36
OVERALL DIET ..... 36
SELF-REPORTED NUTRITION KNOWLEDGE ..... 37
FOOD PROCESSING KNOWLEDGE ..... 38
MASS MEDIA CAMPAIGNS AND MESSAGING ..... 39
SCHOOL EDUCATION ..... 39
FOOD GUIDE – AWARENESS ..... 39
FOOD GUIDE – SCHOOL - EVER ..... 39
FOOD LABELLING ..... 40
LABEL AWARENESS ..... 40
LABEL USE ..... 40
LABEL UNDERSTANDING ..... 41
NFT AWARENESS ..... 41
NFT USE ..... 42
NFT UNDERSTANDING ..... 42
LABEL UNDERSTANDING TASK ..... 43
ENCOURAGEMENT 2 ..... 44
ENCOURAGEMENT 2 - KITTEN ..... 44
MARKETING ..... 44
MEDIA CHANNELS – TIME - WEEKDAY ..... 44
MEDIA CHANNELS – SOCIAL MEDIA ..... 45
FAVOURITE SOCIAL MEDIA INFLUENCERS ..... 45
EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION ..... 45
EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY ..... 46
EXPOSURE TO MARKETING STRATEGIES ..... 47
OWN - PRODUCTS ..... 47
OWN – TOY ..... 47

GAMES ..... 47
BEVERAGE BRAND ADS ..... 48
BEVERAGE BRAND AD LOCATION ..... 49
BEVERAGE SPORTS ADVERTISING ..... 49
BEVERAGE CELEBRITY ADVERTISING ..... 50
BEVERAGE TARGET AUDIENCE ..... 50
BEVERAGE PREFERENCE ..... 50
RESTAURANT BRAND ASSOCIATIONS ..... 51
RESTAURANT BRAND AD LOCATION ..... 52
RESTAURANT SPORTS ADVERTISING ..... 52
RESTAURANT CELEBRITY ADVERTISING ..... 53
RESTAURANT TARGET AUDIENCE ..... 53
RESTAURANT PREFERENCE ..... 53
SPORTS PARTICIPATION ..... 53
TEAM SPONSORSHIP – EQUIPMENT ..... 54
TEAM SPONSORSHIP – SIGNS ..... 54
SPORTS BETTING - NOTICE ADVERTISEMENTS ..... 54
SPORTS BETTING – NOTICE SPORT TEAMS ..... 54
SPORTS BETTING - NORMS ..... 54
SPORTS BETTING - BET ..... 55
HEALTH MESSAGE EXPERIMENT – CONDITION ASSIGNMENT ..... 55
HEALTH MESSAGE EXPERIMENT – PERCIEVED HEALTHINESS ..... 56
HEALTH MESSAGE EXPERIMENT – APPEAL ..... 56
BRAND EXPERIMENT – CONDITION ASSIGNMENT ..... 57
BRAND EXPERIMENT – MEASURE ASSIGNMENT ..... 58
BRAND EXPERIMENT – PERCEIVED TASTE ..... 58
BRAND EXPERIMENT – LIKELIHOOD OF CONSUMPTION ..... 58
ENCOURAGEMENT 3 ..... 60
ENCOURAGEMENT 3 - KOALA ..... 60
DATA QUALITY CHECK 1 ..... 60
DATA QUALITY CHECK - FRUIT ..... 60
OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS ..... 61
PERCEIVED INCOME ADEQUACY ..... 61
ETHNICITY – UK ..... 62

BIRTH LOCATION ..... 62
SELF-REPORTED HEIGHT ..... 63
SELF-REPORTED HEIGHT CONFIRMATION ..... 63
SELF-REPORTED HEIGHT CORRECTION ..... 64
SELF-REPORTED WEIGHT ..... 64
SELF-REPORTED WEIGHT CONFIRMATION ..... 65
SELF-REPORTED WEIGHT CORRECTION ..... 66
END SCREEN ..... 67
REDIRECT ..... 67
NIELSEN END SCREEN ..... 67

# PARENT INVITATION & PRE-SCREENING

| DOMAIN<br>SOURCE | ENGLISH |
|---|---|
| **SAMPLE EMAIL INVITATION**<br><br>REVISED 2023 | [Email from Nielsen and their partner panels]<br>**We've found a survey for you!**<br><br>**Simply click "Continue" to begin the survey.**<br><br>NOTE TO ETHICS: This is an email/dashboard app invitation sent to panelists. If panelists select 'continue' they will be directed to a webpage showing the questions below. Partner panels will have slightly different text shown in their email/dashboard app invitations about panel incentives. |
| **PANELIST AGE** | [Screen shown by Nielsen]<br>**What is your age?**<br>*[numeric]*<br>[*If <18 or >100:* TERMINATE]<br><br>NOTE TO ETHICS: This screen is used by Nielsen to confirm the panelist is age of majority, and as a quota screener for the related adult IFPS survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers. |
| **PANELIST GENDER**<br><br>REVISED 2021 | [Screen shown by Nielsen]<br>**What sex were you assigned at birth, meaning on your original birth certificate?**<br>Male<br>Female<br><br>NOTE TO ETHICS: This screen is used by Nielsen as a quota screener for the related adult IFPS survey – the response does not impact eligibility for the youth survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers. |
| **PARENTAL STATUS** | [Screen shown by Nielsen]<br>**Please choose the options that best describe your household:**<br>[PROGRAMMER NOTE: Allow participants to select more than one of the first 3 options]<br>I am pregnant/expecting a child within the next 9 months<br>I have one or more children under the age of 18 living in my household<br>I have one or more children aged 18 or older living in my household<br>I have no children living in my household and I am not pregnant/expecting a child within the next 9 months<br><br>PROGRAMMER NOTE: If no children under age of 18 living in household show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]." |

| | |
|---|---|
| **CHILD AGE AND GENDER**<br><br>REVISED 2020 | [Screen shown by Nielsen]<br>*UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.*<br>**Please indicate the age and gender of any children under the age of 18 living in your household:**<br><br>[PROGRAMMER NOTE: Allow participants to select more than one option]<br><br>Boy under age 1<br>Girl under age 1<br>Boy age 1<br>Girl age 1<br>Boy age 2<br>Girl age 2<br>Boy age 3<br>Girl age 3<br>Boy age 4<br>Girl age 4<br>Boy age 5<br>Girl age 5<br>Boy age 6<br>Girl age 6<br>Boy age 7<br>Girl age 7<br>Boy age 8<br>Girl age 8<br>Boy age 9<br>Girl age 9<br>Boy age 10<br>Girl age 10<br>Boy age 11<br>Girl age 11<br>Boy age 12<br>Girl age 12<br>Boy age 13<br>Girl age 13<br>Boy age 14<br>Girl age 14 |

| | |
|---|---|
| | Boy age 15<br>Girl age 15<br>Boy age 16<br>Girl age 16<br>Boy age 17<br>Girl age 17<br>None of the above<br><br>PROGRAMMER NOTE:<br>- All countries: If respondent does NOT have any children age 10-17 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."<br>- We have nested age/sex quotas to recruit an equal number of males/females in each age category (10-13/14-17) in UK and USA (only).<br>- UK and USA (only): If respondent only has children whose age/sex match a closed quota (i.e., no children in an open quota) show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."<br>- UK and USA (only): If the quotas for a particular age category (10-13 or 14-17) are full for both male and female categories, and the respondent only has children whose age match that closed quota show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]." |
| **PARENT PRE-SCREENING** | [Screen shown by Nielsen]<br>*UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.*<br>PROGRAMMER NOTE: UK and USA: If the quotas for a particular age category (10-13 or 14-17) are full for both male and female categories, insert open age categories in text below.<br>**You indicated that you have a child in the household between the ages of 10 and 17 [10 and 13 / 14 and 17]. After a few more questions for you, we would like to have your child complete a survey, if they qualify. Would you be willing to let your child participate?**<br>**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.**<br>Yes → [*REDIRECT PANELIST TO SURVEY IN ALCHEMER*]<br>No → Thank you for your time. [*TERMINATE]* |
| **PARENT INFO / CONSENT**<br><br>REVISED 2020<br>REVISED 2021<br>REVISED 2023<br><br>COUNTRY SPECIFIC WORDING | PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females):<br>**We would like to conduct a survey with ONE of your CHILDREN AGED 10-17 [10-13 / 14-17].**<br><br>**Please read the following information, and indicate if you are willing to let your child participate.**<br><br>- 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).<br>- 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.<br>- The study is being conducted by Professor David Hammond at the University of Waterloo, Canada.<br>- 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.<br>- 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.<br>- 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.<br>- 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).<br>- 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.<br>- The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers.<br>- 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.<br>- For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk.<br><br>*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.*<br><br>*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.*<br><br>Would you be willing to allow your child to participate in this survey?<br><br>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.<br><br>Yes → [*Continue*]<br>No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]* |

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

# INTRODUCTION

| DOMAIN<br>SOURCE | ENGLISH |
|---|---|
| ELIGIBILITY INTRO | Hello! We have a couple of questions for you before the survey starts.<br>*[Parents/guardians: please pass the survey to your child]*<br><br>[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.<br><br>If respondent uses copied link to try to re-complete survey after already completing survey once show the following message in red font below the above text: "You have already completed the survey. Thank you once again for your participation." and then redirect to end screen.] |
| AGE<br><br>CSTADS modified<br><br>*AGE* | How old are you?<br>9 years or younger<br>10 years<br>11 years<br>12 years<br>13 years<br>14 years<br>15 years<br>16 years<br>17 years<br>18 years or older<br><br>[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."]<br><br>[PROGRAMMER NOTE: Automatic redirect to survey company if over quota.] |
| SEX<br>CSTADS<br><br>REVISED 2020<br><br>*SEX* | What was your sex at birth?<br>Male<br>Female<br><br>[PROGRAMMER NOTE: Automatic redirect to survey company if over quota.] |

| | |
|---|---|
| INFO LETTER<br><br>REVISED 2020<br>REVISED 2021<br>REVISED 2023<br><br>COUNTRY SPECIFIC WORDING | **Before you start, please read this letter and let us know if you agree to participate.**<br>- 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).<br>- 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.<br>- You must be between 10 and 17 years of age to participate.<br>- The survey will take about 20 minutes.<br>- The survey is run by Professor David Hammond at the University of Waterloo, Canada.<br>- As a thank you for participating, the survey firm will provide their usual reward to your parent/guardian.<br>- You do not have to participate. If you decide to participate, you can click 'refuse to answer' to any question you do not wish to answer, and your parent/guardian will still receive the reward. You can choose to stop participating at any time, but if you close the survey before the end of the survey, your parent/guardian will not receive the reward. Any data already collected will be deleted by the researcher. As far as we know, being in this study will not hurt you or make you feel bad.<br>- 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.<br>- 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.<br>- If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 0 1223 769142 or jma79@medschl.cam.ac.uk. |
| CONSENT<br><br>*CONSENT* | **Do you agree to participate in this survey?**<br><br>Yes → [*Continue to survey*]<br>No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]* |

# ENCOURAGEMENT 1

| | |
|---|---|
| **ENCOURAGEMENT 1 - DOG** | <br>**This is NOT a test….but it is an important health survey.**<br>**Please answer as honestly as you can. Thanks!**<br>**Let's get started!**<br>*Click 'next' to continue.* |

# DEMOGRAPHICS

| | |
|---|---|
| **REGION**<br>ASH YOUTH SURVEY ADAPTED<br><br>COUNTRY SPECIFIC WORDING<br><br>*REGION_UK*<br>*REGION_OTEXT_UK* | *UNIVERSE: United Kingdom*<br>**What region do you live in?**<br>North East<br>North West<br>Yorkshire and the Humber<br>East Midlands<br>West Midlands<br>East of England<br>London<br>South East<br>South West<br>Scotland<br>Wales<br>Northern Ireland<br>Other (please specify): _____<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **EDUCATION LEVEL**<br><br>COUNTRY SPECIFIC WORDING<br><br>*EDUC_CURR_UK*<br>*EDUC_CURR_OTEXT_UK* | *UNIVERSE: United Kingdom*<br>**What year are you in at school?**<br>Year 4 or lower<br>Year 5<br>Year 6<br>Year 7<br>Year 8<br>Year 9<br>Year 10<br>Year 11<br>Year 12 (6th Form / College / Vocational School)<br>Year 13 (6th Form / College / Vocational School)<br>University<br>Other (please specify): _____<br>I'm not in school/college/university<br>Don't know<br>Refuse to answer |
| *EDUC_COMP_UK*<br>*EDUC_COMP_OTEXT_UK* | *UNIVERSE: United Kingdom and not in school*<br>**What was the last year you finished?**<br>Year 4 or lower<br>Year 5<br>Year 6<br>Year 7<br>Year 8<br>Year 9<br>Year 10<br>Year 11<br>Year 12 (6th Form / College / Vocational School)<br>Year 13 (6th Form / College / Vocational School)<br>University<br>Other (please specify): _____<br>Don't know<br>Refuse to answer |

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

# PURCHASING AND SPENDING MONEY

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

# DIET SOURCES AND PATTERNS

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

| | |
|---|---|
| **FAMILY DINNER PATTERNS**<br>Adapted from Project-EAT<br><br>COUNTRY SPECIFIC WORDING<br><br>*FAM_FREQ* | Think about the last 7 days.<br>How many days did you sit down to eat an evening meal with at least one of your parents/guardians?<br>0 days (not at all)<br>1 day<br>2 days<br>3 days<br>4 days<br>5 days<br>6 days<br>7 days (every day)<br>Don't know<br>Refuse to answer |
| **FOOD PREP - DINNER**<br>Adapted from PROJECT EAT 2009-2010<br><br>COUNTRY SPECIFIC WORDING<br><br>*PREP* | Think about the last 7 days.<br>How many days did you help make an evening meal?<br>0 days (not at all)<br>1 day<br>2 days<br>3 days<br>4 days<br>5 days<br>6 days<br>7 days (every day)<br>Don't know<br>Refuse to answer |
| **BEVERAGE INTAKE – ANY CONSUMPTION**<br><br>REVISED 2020<br>(DK/R response format)<br><br>COUNTRY SPECIFIC WORDING<br><br>*BFQ_1 - BFQ_14* | Did you drink any of these in the last 7 days?<br><br>**Fizzy drinks** like Coke, Pepsi, 7-up, Sprite, ginger beer<br>**Diet fizzy drinks** like Diet Pepsi, Coke Zero<br>**Sports drinks** like Lucozade Sport, Powerade<br>**Energy drinks** like Red Bull, Rockstar, Monster<br>**Frozen drinks** like Slush Puppies, ICEEs<br>**Coffee or tea with sugar** including drinks like lattes, mochas, frappuccinos, iced cappuccinos with sugar<br>**Coffee or tea with NO sugar** including drinks like lattes, cappuccinos with NO sugar<br><br>**100% fruit or vegetable juice** like orange juice, apple juice<br>**Fruit drinks** like iced tea, fruit punch/cocktail, coconut water<br>**Flavoured waters or vitamin waters** like squash, cordial, Perfectly Clear, Touch of Fruit<br>**Water** including tap, bottled or sparkling water |

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

| | |
|---|---|
| **BEVERAGE INTAKE – DIET DRINKS**<br><br>COUNTRY SPECIFIC WORDING<br><br>*BFQ_3_N_DIET*<br><br><br><br>*BFQ_4_N_DIET*<br><br><br><br>*BFQ_9_N_DIET*<br><br><br><br>*BFQ_10_N_DIET* | *UNIVERSE: Respondents age 14-17*<br>[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]<br><br>*UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)*<br>**You told us you had [#] sports drinks in the last 7 days.**<br>**How many of those were diet, low-calorie or no-calorie** like Lucozade Sport Low Cal or Powerade Zero?<br>[*dropdown*]<br><br>*UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)*<br>**You told us you had [#] energy drinks in the last 7 days.**<br>**How many of those were diet, low-calorie or no-calorie** like Red Bull Sugarfree?<br>[*dropdown*]<br><br>*UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)*<br>**You told us you had [#] fruit drinks in the last 7 days.**<br>**How many of those were diet, low-calorie or no-calorie** like unsweetened iced tea?<br>[*dropdown*]<br><br>*UNIVERSE: Selected flavoured water drink in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)*<br>**You told us you had [#] flavoured waters or vitamin waters in the last 7 days.**<br>**How many of those were diet, low-calorie or no-calorie** like no-added-sugar squash or Perfectly Clear?<br>[*dropdown*] |
| **DIET INDICATORS**<br><br>REVISED 2020<br>(DK/R response format)<br><br>COUNTRY SPECIFIC WORDING<br><br>*EAT_SD*<br>*EAT_FF*<br>*EAT_CEREAL*<br>*EAT_SNACK*<br>*EAT_DESSERT*<br>*EAT_FV* | [PROGRAMMER NOTE: Record date and time, converted to country time zone]<br>**You just told us about the last 7 days. Now think about yesterday.**<br>**Did you have any of the following <u>yesterday</u>?**<br>**Sugary drinks**<br>**Fast food / take-away from a restaurant**<br>**Sugary cereals**<br>**Snacks** like crackers, crisps or cereal bars<br>**Desserts or treats** like biscuits, ice cream or sweets<br><br>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each food]<br>Yes<br>No<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **FRUIT INTAKE**<br><br>*FRUIT_FREQ* | How many times did you eat fruit yesterday?<br>*Please include fresh, frozen, dried or canned fruit.*<br>*Don't include fruit juice.*<br><br>0 times<br>1 time<br>2 times<br>3 times<br>4 times<br>5 times<br>6 times<br>7 times<br>8 times<br>9 times<br>10 or more times<br>Don't know<br>Refuse to answer |
| **VEGETABLE INTAKE**<br><br>COUNTRY SPECIFIC WORDING<br><br>*VEG_FREQ* | How many times did you eat vegetables yesterday?<br>*Don't include chips, fried potatoes, or crisps.*<br><br>0 times<br>1 time<br>2 times<br>3 times<br>4 times<br>5 times<br>6 times<br>7 times<br>8 times<br>9 times<br>10 or more times<br>Don't know<br>Refuse to answer |

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

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

# SCHOOL NUTRITION ENVIRONMENT

| | |
|---|---|
| **SCHOOL NUTRITION ENVIRONMENT PREAMBLE**<br><br>NEW 2020<br>REVISED 2022<br>(REMOVED COVID WORDING) | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).*<br><br>Next, we're going to ask you some questions about the kinds of food available at your school. |
| **SCHOOL FOOD LOCATIONS AND PROGRAMS**<br><br>REVISED 2020 (universe and DK/R response format)<br><br>COUNTRY SPECIFIC WORDING<br><br>*SCH_PRG_CAF*<br>*SCH_PRG_VEND*<br>*SCH_PRG_TUCK*<br>*SCH_PRG_BKFST*<br>*SCH_PRG_LUNCH* | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).*<br>Does your school have…<br>A school canteen where you can buy lunch<br>Vending machines where you can buy food or drinks<br>A tuckshop where you can buy food or drinks<br>A free breakfast program<br>A free lunch program<br><br>[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program]<br>Yes<br>No<br>Don't know<br>Refuse to answer |
| **SCHOOL FOOD LOCATIONS AND PROGRAMS 2**<br><br>NEW 2021<br><br>*SCH_PRG_SNACK* | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).*<br>Does your school have a free snack program?<br>Yes<br>No<br>Don't know<br>Refuse to answer |
| **SCHOOL BREAKFAST PROGRAM PARTICIPATION**<br><br>REVISED 2021<br>REVISED 2022<br>('free' version only)<br><br>*SCH_BKFSTFREE_USE* | *UNIVERSE: Students who have a breakfast program at school*<br>Do you get food from the free breakfast program at your school?<br>Yes<br>No<br>Don't know<br>Refuse to answer |

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

| | |
|---|---|
| **SCHOOL FOOD AVAILABILITY**<br><br>REVISED 2020<br><br>COUNTRY SPECIFIC WORDING<br><br>*SCH_AVAIL_SD*<br>*SCH_AVAIL_FF*<br>*SCH_AVAIL_CEREAL*<br>*SCH_AVAIL_FV*<br>*SCH_AVAIL_SNACK*<br>*SCH_AVAIL_DESSERT* | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).*<br>On a regular school day, can you buy these foods at your school?<br>Sugary drinks<br>Fast food / take-away<br>Sugary cereals<br>Fruit or vegetables<br>**Snacks** like crackers, crisps or cereal bars<br>**Desserts or treats** like biscuits, ice cream or sweets<br><br>[PROGRAMMER NOTE: Use table format]<br>Yes / No / Don't Know / Refuse to answer |
| **SCHOOL LUNCH – FOOD**<br><br>COUNTRY SPECIFIC WORDING<br><br>*SCH_EAT_SD*<br>*SCH_EAT_FF*<br>*SCH_EAT_CEREAL*<br>*SCH_EAT_FV*<br>*SCH_EAT_SNACK*<br>*SCH_EAT_DESSERT* | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)*<br>Think about the last time that you ate lunch on a school day.<br>Did you have…<br>Sugary drinks<br>Fast food / take-away<br>Sugary cereals<br>Fruit or vegetables<br>**Snacks** like crackers, crisps or cereal bars<br>**Desserts or treats** like biscuits, ice cream or sweets<br><br>[PROGRAMMER NOTE: Use table format]<br>Yes / No / Don't Know / Refuse to answer |
| **SCHOOL LUNCH – FOOD SOURCE**<br><br>NEW 2023<br><br>*SCH_SRC_HM*<br>*SCH_SRC_SCH*<br>*SCH_SRC_NEAR*<br>*SCH_SRC_DK*<br>*SCH_SRC_R* | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).*<br>Think about the last time that you ate lunch on a school day.<br>Was the food you ate for lunch…<br>(Select all that apply)<br>From home<br>From school<br>From a shop or restaurant near school<br>Don't know<br>Refuse to answer |

# FOOD SECURITY

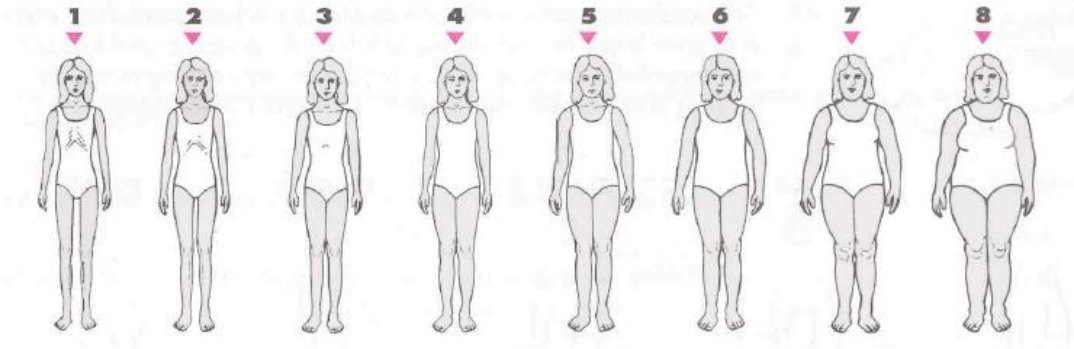
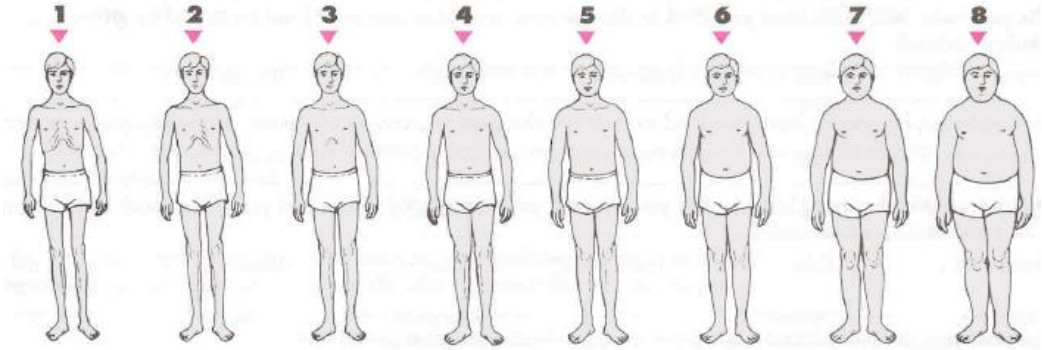
| | |
|---|---|
| **FOOD SECURITY FOR CHILDREN**<br>Fram MF, Frongillo EA, Draper CL, Fishbein EM. Development and validation of a child-report assessment of child food insecurity and comparison to parent-report assessment. J Hunger Environ Nutr 8:128–145, 2013.<br><br>*SECURE1 – SECURE10* | In the last 12 months…<br><br>1. Did you worry that food at home would run out before your family was able to get more?<br>2. Did you worry about how hard it is for your parents/guardians to get enough food for your family?<br>3. Were you not able to get the food you wanted because there wasn't enough money?<br>4. Has the size of your meal been cut because your family didn't have enough food?<br>5. Were you hungry but didn't eat because your family didn't have enough food?<br>6. Did you skip a meal because your family didn't have enough food?<br>7. Did you feel tired or weak because your family didn't have enough food to eat?<br>8. Did you feel embarrassed or ashamed because your family didn't have enough food?<br>9. Did you feel sad or mad because your family didn't have enough food?<br>10. Did you feel embarrassed or ashamed about any of the things you or your family had to do to get enough food?<br><br>[PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3]<br>Many times / 1 or 2 times / Never / Don't know / Refuse to answer |

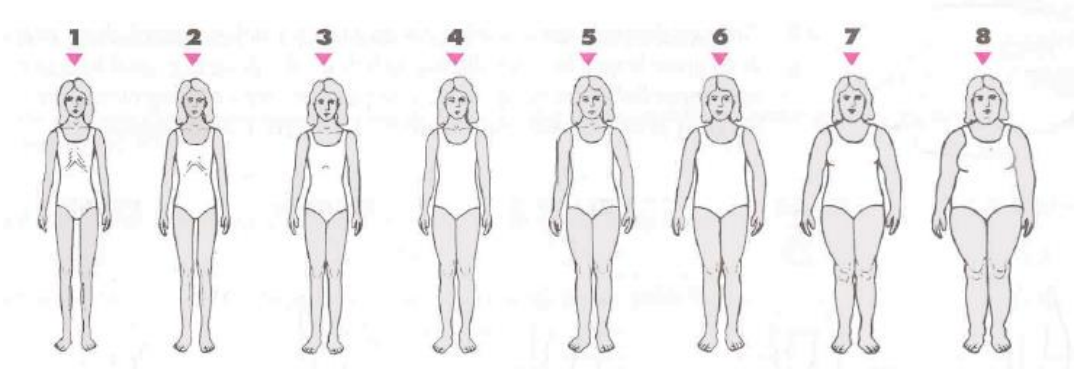
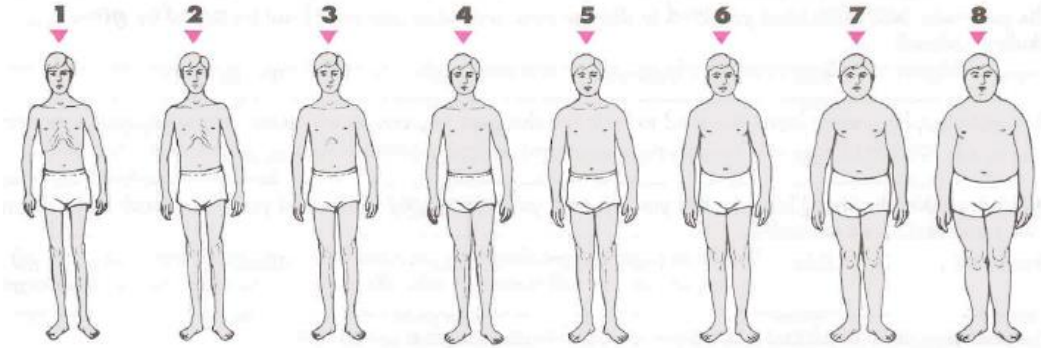
# DIET INTENTIONS

| | |
|---|---|
| **VEGETARIANISM**<br>Project EAT 2009-2010<br><br>*VGTRN* | A vegetarian is someone who rarely or never eats meat.<br><br>Are you a vegetarian?<br>Yes<br>No<br>Don't know [valid response]<br>Refuse to answer |

| | |
|---|---|
| **DIET MODIFICATION EFFORTS**<br><br>REVISED 2023<br><br>*EFFORT_FV*<br>*EFFORT_WATER*<br>*EFFORT_PROTEIN*<br>*EFFORT_GRAIN*<br>*EFFORT_SUGAR*<br>*EFFORT_SWTNR*<br>*EFFORT_CAL*<br>*EFFORT_PROCESS*<br>*EFFORT_SALT*<br>*EFFORT_MEAT*<br>*EFFORT_ORGANIC*<br>*EFFORT_LOCAL*<br>*EFFORT_PKG* | *UNIVERSE: Respondents age 14-17*<br>**Do you make a special effort to…**<br><br>Eat vegetables and fruits<br>Drink lots of water<br>Eat protein<br>Eat whole grains<br><br>Eat less sugar or drink fewer sugary drinks<br>Eat less low-calorie sweeteners<br>Eat less calories<br>Eat less ultra-processed foods<br>Eat less salt<br>Eat less meat [PROGRAMMER NOTE: Skip if vegetarian]<br><br>Eat organic foods<br>Eat local foods (food grown in your area)<br>Buy foods with less packaging<br><br>[PROGRAMMER NOTE: Use table format; show on 3 separate screens]<br>Yes / No / Don't know / Refuse to answer |
| **PLANT BASED PROTEIN EFFORTS**<br><br>NEW 2021<br><br>*PLANT* | *UNIVERSE: Respondents age 14-17*<br>**Do you make a special effort to eat plant-based protein foods, like beans, lentils, nuts, seeds, or soy products like tofu?**<br>Yes<br>No<br>I'm not sure what plant-based protein foods are [valid option]<br>Don't know<br>Refuse to answer |

# WEIGHT PERCEPTIONS / LOSS

| | |
|---|---|
| **BODY SIZE PERCEPTIONS**<br>Adapted from GUTS<br><br>REVISED 2020 (images)<br><br>*WT_BODY_F*<br>*WT_BODY_F_DKR*<br>*WT_BODY_M*<br>*WT_BODY_M_DKR* | **Which picture looks most like your body shape?**<br>[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"]<br><br>[PROGRAMMER NOTE: Images to show if sex=female]<br>  <br><br>[PROGRAMMER NOTE: Images to show if sex=male]<br>  <br><br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **BODY SIZE IDEAL**<br>Adapted from GUTS<br><br>REVISED 2020 (images)<br><br>*WT_IDEAL_F*<br>*WT_IDEAL_F_DKR*<br>*WT_IDEAL_M*<br>*WT_IDEAL_M_DKR* | Which picture looks most like how you <u>WANT</u> YOUR BODY TO LOOK?<br>[PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"]<br><br>[PROGRAMMER NOTE: Images to show if sex=female]<br>  <br><br>[PROGRAMMER NOTE: Images to show if sex=male]<br>  <br><br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **WEIGHT LOSS EFFORTS**<br>From NHANES, GUTS, Project-EAT and others<br><br>*WT_TRY* | **Which of the following are you trying to do about your weight?**<br>Nothing<br>Stay the same weight<br>Gain weight<br>Lose weight<br>Don't know<br>Refuse to answer |
| **WEIGHT LOSS DIET**<br><br>*WT_DIET* | **Have you been on a diet to lose weight in the past 12 months?**<br>Yes<br>No<br>Don't know<br>Refuse to answer |
| **WEIGHT TEASE**<br>Adapted from Project EAT 2003-2004 (B&W)<br><br>*WT_TEASE* | **Do you get teased or made fun of because of your weight?**<br>All the time<br>A lot<br>Sometimes<br>Rarely<br>Never<br>Don't know<br>Refuse to answer |
| **WEIGHT STIGMA**<br>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.<br><br>NEW 2023<br><br>*WT_BLAME* | **Please tell us whether you agree or disagree with the following:**<br><br>**People are to blame for their body weight.**<br>Strongly agree<br>Agree<br>Neither agree nor disagree<br>Disagree<br>Strongly disagree<br>Don't know<br>Refuse to answer |

# SUGARY DRINK PERCEPTIONS

| | |
|---|---|
| **BEVERAGE BRAND RECALL**<br><br>COUNTRY SPECIFIC WORDING<br><br>*BEV_BR1- BEV_BR5*<br>*BEV_BR_DKR* | An example of a brand of sweets is: Skittles<br>An example of a crisp brand is: Pringles<br><br>**Please name up to 5 drink brands:**<br>Brand 1: [open-text]<br>Brand 2: [open-text]<br>Brand 3: [open-text]<br>Brand 4: [open-text]<br>Bran<br>d 5: [open-text]<br>I don't know any drink brands<br>Refuse to answer |
| **SOFT DRINK PERCEIVED HEALTHINESS**<br>Adapted from Adult survey (reduced from 7 to 5 points)<br><br>COUNTRY SPECIFIC IMAGE<br><br>*SSB_HLTH_POP* | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].<br>**Is this type of drink unhealthy or healthy?**<br> <br>500 mL<br>Very unhealthy<br>Unhealthy<br>In the middle<br>Healthy<br>Very healthy<br>Don't know<br>Refuse to answer |

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

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

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

**FOOD PROCESSING KNOWLEDGE**

REVISED 2020
REVISED 2022
REVISED 2023

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

COUNTRY SPECIFIC IMAGE

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

[PROGRAMMER NOTE: Randomize order of 8 food products, and record order of randomization. Prevent respondents from using back button to return to previous question. Show scale vertically on mobile browsers.]

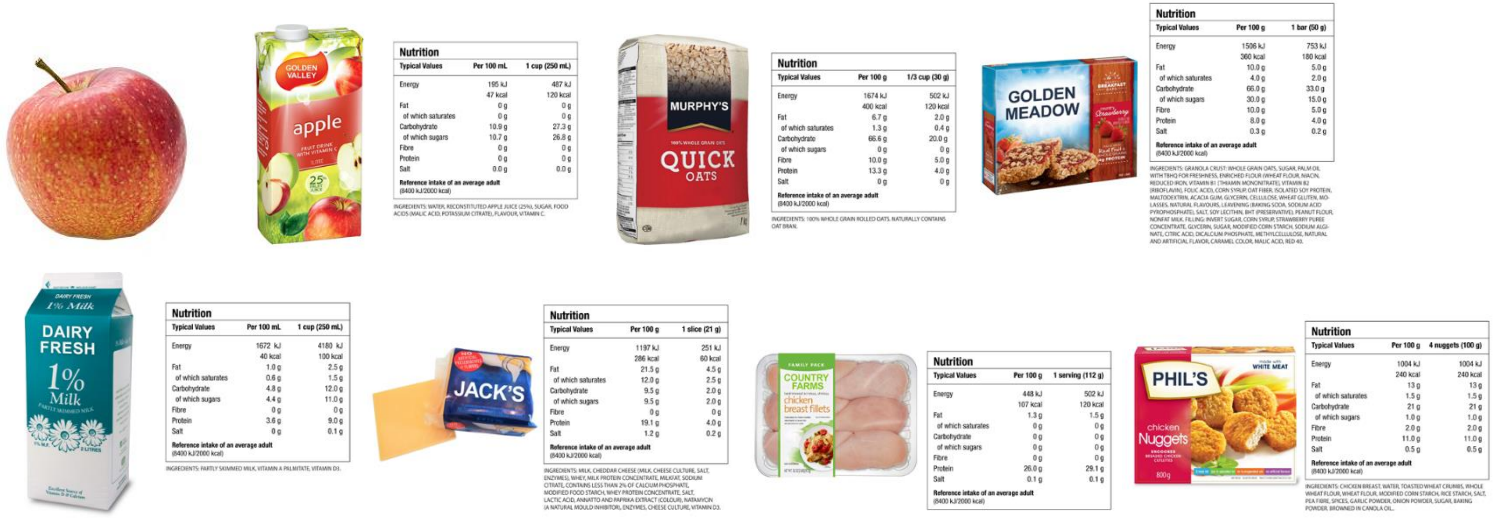
## Overall, how healthy is this food?

Please answer on a scale from 0 to 10, where 0 = Not at all healthy, and 10 = Extremely healthy.
[Show one image with NFT per screen]

0 1 2 3 4 5 6 7 8 9 10

Not at all healthy Extremely healthy

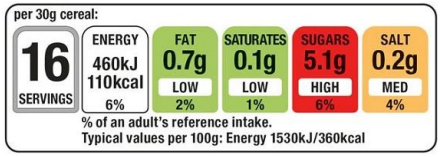
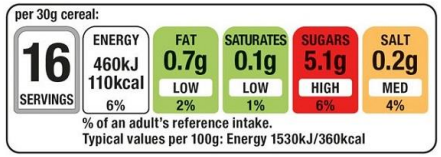
Don't know
Refuse to answer

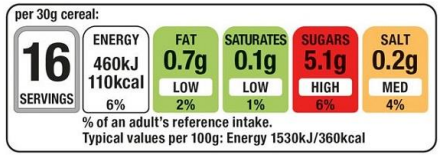
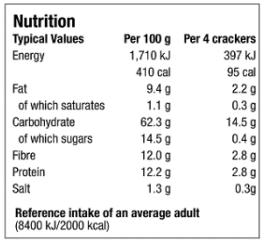


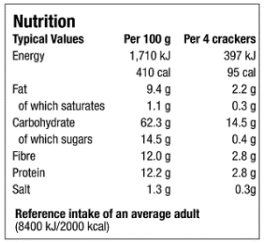
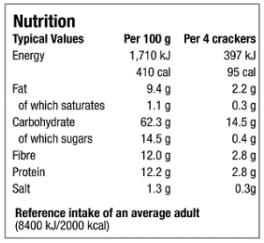
# MASS MEDIA CAMPAIGNS AND MESSAGING

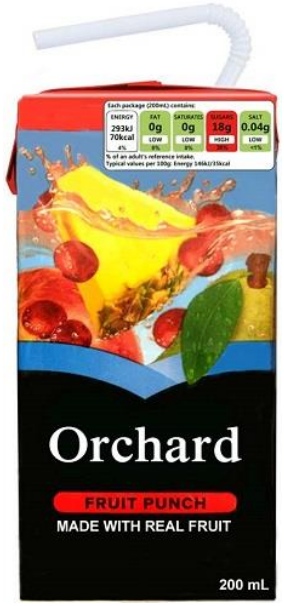
| | |
|---|---|
| **SCHOOL EDUCATION**<br><br>*SCH_ED* | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].<br>**In the past 12 months, have you learned about healthy eating in school?**<br>Yes<br>No<br>Don't know<br>Refuse to answer |
| **FOOD GUIDE – AWARENESS**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

# FOOD LABELLING

| | |
|---|---|
| **LABEL AWARENESS**<br><br>COUNTRY SPECIFIC IMAGE<br><br>*LABEL_AWARE_UK* | *UNIVERSE: Australia, United Kingdom, Mexico, Chile*<br>We would now like to ask you some questions about food labels on products.<br><br>Have you <u>seen</u> this type of food label on packages or in stores?<br>[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_aware_MEX), octagon warnings in Chile]<br>  <br><br>Never<br>Rarely<br>Sometimes<br>Often<br>All the time<br>Don't know<br>Refuse to answer |
| **LABEL USE**<br>FROM 2014 FDA HEALTH AND DIET SURVEY<br><br>COUNTRY SPECIFIC IMAGE<br><br>*LABEL_USE_UK* | *UNIVERSE: Australia, United Kingdom, Mexico, Chile; and label awareness= 'rarely', 'sometimes', 'often', or 'all the time'*<br>Do you use this type of food label when deciding what to eat or buy?<br>[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_use_MEX), octagon warnings in Chile]<br>  <br><br><br>Never<br>Rarely<br>Sometimes<br>Often<br>All the time<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **LABEL UNDERSTANDING**<br><br>COUNTRY SPECIFIC IMAGE<br><br>*LABEL_UNDERSTAND_UK* | *UNIVERSE: Australia, United Kingdom, Mexico, Chile*<br>**Do you find this information…**<br>[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_understand_MEX), octagon warnings in Chile]<br>  <br>per 30g cereal:<br>16 SERVINGS<br>ENERGY 460kJ 110kcal 6%<br>FAT 0.7g LOW 2%<br>SATURATES 0.1g LOW 1%<br>SUGARS 5.1g HIGH 6%<br>SALT 0.2g MED 4%<br>% of an adult's reference intake.<br>Typical values per 100g: Energy 1530kJ/360kcal<br><br>Very hard to understand<br>Hard to understand<br>In the middle<br>Easy to understand<br>Very easy to understand<br>Don't know<br>Refuse to answer |
| **NFT AWARENESS**<br><br>COUNTRY SPECIFIC IMAGE<br><br>*NFT_AWARE_UK* | **Have you <u>seen</u> this type of food label on packages or in stores?**<br>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]<br>  <br>**Nutrition**<br>Typical Values / Per 100 g / Per 4 crackers<br>Energy 1,710 kJ 397 kJ<br>410 cal 95 cal<br>Fat 9.4 g 2.2 g<br>of which saturates 1.1 g 0.3 g<br>Carbohydrate 62.3 g 14.5 g<br>of which sugars 14.5 g 0.4 g<br>Fibre 12.0 g 2.8 g<br>Protein 12.2 g 2.8 g<br>Salt 1.3 g 0.3g<br>Reference intake of an average adult (8400 kJ/2000 kcal)<br><br>Never<br>Rarely<br>Sometimes<br>Often<br>All the time<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **NFT USE**<br>FROM 2014 FDA HEALTH AND DIET SURVEY<br><br>COUNTRY SPECIFIC IMAGE<br><br>*NFT_USE_UK* | *UNIVERSE: nft_aware_UK= 'rarely', 'sometimes', 'often', or 'all the time'*<br>**Do you use this type of food label when deciding what to eat or buy?**<br>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]<br>  <br>**Nutrition**<br>**Typical Values** / **Per 100 g** / **Per 4 crackers**<br>Energy 1,710 kJ 397 kJ<br>410 cal 95 cal<br>Fat 9.4 g 2.2 g<br>of which saturates 1.1 g 0.3 g<br>Carbohydrate 62.3 g 14.5 g<br>of which sugars 14.5 g 0.4 g<br>Fibre 12.0 g 2.8 g<br>Protein 12.2 g 2.8 g<br>Salt 1.3 g 0.3g<br>**Reference intake of an average adult** (8400 kJ/2000 kcal)<br><br>Never<br>Rarely<br>Sometimes<br>Often<br>All the time<br>Don't know<br>Refuse to answer |
| **NFT UNDERSTANDING**<br><br>COUNTRY SPECIFIC IMAGE<br><br>*NFT_UNDERSTAND_UK* | **Do you find this information…**<br>[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]<br>  <br>**Nutrition**<br>**Typical Values** / **Per 100 g** / **Per 4 crackers**<br>Energy 1,710 kJ 397 kJ<br>410 cal 95 cal<br>Fat 9.4 g 2.2 g<br>of which saturates 1.1 g 0.3 g<br>Carbohydrate 62.3 g 14.5 g<br>of which sugars 14.5 g 0.4 g<br>Fibre 12.0 g 2.8 g<br>Protein 12.2 g 2.8 g<br>Salt 1.3 g 0.3g<br>**Reference intake of an average adult** (8400 kJ/2000 kcal)<br><br>Very hard to understand<br>Hard to understand<br>In the middle<br>Easy to understand<br>Very easy to understand<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| LABEL UNDERSTANDING TASK<br><br>NEW 2022<br><br>COUNTRY SPECIFIC IMAGE<br><br>*FOPL_OBJ_MTL* | In your opinion, is this product…<br>[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]<br>  <br><br>Very unhealthy<br>Unhealthy<br>In the middle<br>Healthy<br>Very healthy<br>Don’t know<br>Refuse to answer |

# ENCOURAGEMENT 2

| | |
|---|---|
| ENCOURAGEMENT 2 - KITTEN | You're doing great with the survey – keep going!<br>Click 'next' to continue.<br> <br> |

# MARKETING

| | |
|---|---|
| MEDIA CHANNELS – TIME - WEEKDAY<br><br>*MEDIA_WD_YTB*<br>*MEDIA_WD_SOC*<br>*MEDIA_WD_SHOW*<br>*MEDIA_WD_GAME*<br>*MEDIA_WD_WEB* | On a <u>normal weekday</u>, how much time do you spend:<br>Watching YouTube<br>On social media (including messaging, posting, or liking posts)<br>Watching TV shows, series, or movies<br>Playing games on smartphones, computers, or game consoles<br>Browsing, reading websites, Googling, etc.<br><br>[PROGRAMMER NOTE: Show options for each as radio buttons]<br>0 hours (none)<br>Up to 15 minutes<br>Up to 30 minutes<br>Up to 1 hour<br>Up to 2 hours<br>Up to 3 hours<br>Up to 4 hours<br>More than 4 hours<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **MEDIA CHANNELS – SOCIAL MEDIA**<br><br>REVISED 2020<br>REVISED 2023<br><br>*MEDIA_SOC_FB*<br>*MEDIA_SOC_IG*<br>*MEDIA_SOC_TIK*<br>*MEDIA_SOC_TWT*<br>*MEDIA_SOC_SC*<br>*MEDIA _SOC_NONE*<br>*MEDIA_SOC_DK*<br>*MEDIA_SOC_R* | Do you use…?<br>*Select all that apply.*<br>Facebook<br>Instagram<br>TikTok<br>Twitter/X<br>Snapchat<br>Twitch<br>None of the above<br>Don't know<br>Refuse to answer |
| **FAVOURITE SOCIAL MEDIA INFLUENCERS**<br><br>NEW 2021<br>REVISED 2022<br><br>*MEDIA_FAV1-3*<br>*MEDIA_FAV_NDKR* | Who are your three favourite famous people to watch or follow on social media?<br>Please include famous people like sports stars or movie stars, as well as Instagrammers, TikTokers, and YouTubers.<br>[3 open text boxes]<br>I don't have any favourites / I don't know [valid answer]<br>Refuse to answer |
| **EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION**<br><br>REVISED 2020<br>REVISED 2022<br><br>COUNTRY SPECIFIC WORDING<br><br>*MKTG_LOC_SHOW*<br>*MKTG_LOC_ONLINE*<br>*MKTG_LOC_GAME*<br>*MKTG_LOC_STORE*<br>*MKTG_LOC_RADIO*<br>*MKTG_LOC_MAG*<br>*MKTG_LOC_SIGN*<br>*MKTG_LOC_TRANS*<br>*MKTG_LOC_MOV*<br>*MKTG_LOC_SCH*<br>*MKTG_LOC_REC*<br>*MKTG_LOC_EVENT*<br>*MKTG_LOC_SAMP*<br>*MKTH_LOC_DISC* | Think about the last 30 days.<br>Have you seen or heard <u>advertisements for 'unhealthy' foods or drinks</u> in any of these places?<br><br>*Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food / take-away, crisps, sugary cereals, biscuits and chocolate bars.*<br><br>*Select all that apply.*<br><br>TV shows, series or movies<br>Website or social media<br>Video or computer games<br>Shops (such as posters, special displays)<br>Radio<br>Magazine or newspaper<br>Billboard<br>Buses, bus stops and other public transport<br>Cinemas<br>School<br>Recreation or community centre |

| | |
|---|---|
| *MKTG_LOC_OTHER*<br>*MKTG_LOC_OTEXT*<br>*MKTG_LOC_NONE*<br>*MKTG_LOC_DK*<br>*MKTG_LOC_R* | Sports event, concert or community event<br>Contests, free samples or coupons<br>Price discounts (e.g., 30% off, buy-one-get-one-free)<br>Other (please specify): [*open-ended*]<br>I haven't seen any adverts for unhealthy food or drinks in the last 30 days<br>Don't know<br>Refuse to answer |
| **EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY**<br><br>COUNTRY SPECIFIC WORDING<br><br>*MKTG_FREQ_SD*<br>*MKTG_FREQ_FF*<br>*MKTG_FREQ_CEREAL*<br>*MKTG_FREQ_SNACK*<br>*MKTG_FREQ_DESSERT*<br>*MKTG_FREQ_FV* | In the last 30 days, how often did you see or hear advertisements for these kinds of food or drinks?<br><br>**Adverts for sugary drinks**<br>**Adverts for fast food / take-away from a restaurant**<br>**Adverts for sugary cereals**<br>**Adverts for fruit or vegetables**<br>**Adverts for snacks** like crackers, crisps or cereal bars<br>**Adverts for desserts or treats** like biscuits, ice cream or sweets<br><br>[Show options for each as radio buttons]<br>Never<br>Less than once a week<br>Once a week<br>A few times a week<br>Every day<br>More than once a day<br>Don't know<br>Refuse to answer |

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

| | |
|---|---|
| **BEVERAGE BRAND ADS**<br><br>COUNTRY SPECIFIC JUICE<br><br>*BEV_AD_COKE*<br>*BEV_AD_BULL*<br>*BEV_AD_JUICE* | [PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens; Hide back button]<br>**Have you seen any advertisements for this drink brand in the last 30 days?**<br>*[Show image]*<br><br>**[Coke]**<br> <br>**[Red Bull]**<br> <br>**[Country-specific 100% Juice]**<br> <br><br>Yes<br>No<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **BEVERAGE BRAND AD LOCATION**<br><br>REVISED 2022<br><br>COUNTRY SPECIFIC WORDING<br><br>*BEV_[TYPE]_LOC_SHOW*<br>*BEV_[TYPE]_LOC_ONLINE*<br>*BEV_[TYPE]_LOC_GAME*<br>*BEV_[TYPE]_LOC_STORE*<br>*BEV_[TYPE]_LOC_RADIO*<br>*BEV_[TYPE]_LOC_MAG*<br>*BEV_[TYPE]_LOC_SIGN*<br>*BEV_[TYPE]_LOC_TRANS*<br>*BEV_[TYPE]_LOC_MOV*<br>*BEV_[TYPE]_LOC_SCH*<br>*BEV_[TYPE]_LOC_REC*<br>*BEV_[TYPE]_LOC_EVENT*<br>*BEV_[TYPE]_LOC_SAMP*<br>*BEV_[TYPE]_LOC_DISC*<br>*BEV_[TYPE]_LOC_OTHER*<br>*BEV_[TYPE]_LOC_OTEXT*<br>*BEV_[TYPE]_LOC_NONE*<br>*BEV_[TYPE]_LOC_DK*<br>*BEV_[TYPE]_LOC_R* | *UNIVERSE: Respondents who saw ad for at least one beverage brand in past 30 days*<br>[PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (Coca-Cola, Red Bull or Juice)]<br>**Where did you see advertisements for this brand?**<br>*[Show selected image]*<br><br>*Select all that apply.*<br><br>TV shows, series or movies<br>Website or social media<br>Video or computer games<br>Shops (such as posters, special displays)<br>Radio<br>Magazine or newspaper<br>Billboard<br>Buses, bus stops and other public transport<br>Cinemas<br>School<br>Recreation or community centre<br>Sports event, concert or community event<br>Contests, free samples or coupons<br>Price discounts (e.g., 30% off, buy-one-get-one-free)<br>Other (please specify): [*open-ended*]<br>I haven't seen any adverts for this brand in the last 30 days<br>Don't know<br>Refuse to answer |
| **BEVERAGE SPORTS ADVERTISING**<br><br>*BEV_SPORT_COKE*<br>*BEV_SPORT_BULL*<br>*BEV_SPORT_JUICE* | [PROGRAMMING NOTE: Randomize to show image for one of three beverage brands (Coca-Cola, Red Bull or Juice); may differ from above]<br>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].<br>**Have you seen this brand advertised by a sports team or athlete in the last 12 months?**<br>*[Show randomly selected brand image]*<br>Yes<br>No<br>Don't know<br>Refuse to answer |

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

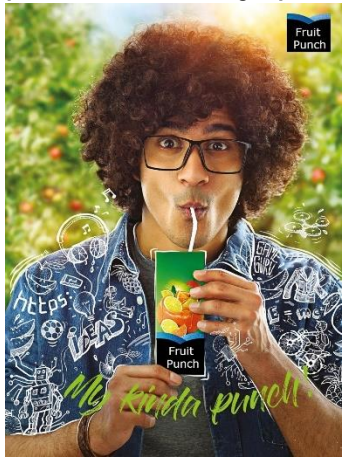
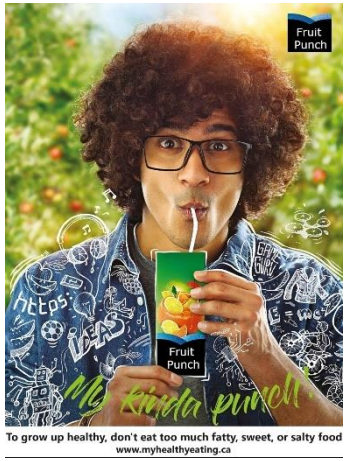
| | |
|---|---|
| **RESTAURANT BRAND ASSOCIATIONS**<br><br>*REST_AD_MCD*<br>*REST_AD_SUB*<br>*REST_AD_KFC* | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].<br>[PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens]<br>**Have you seen an advertisement for this restaurant in the last 30 days?**<br>*[Show image]*<br>**[McDonald's]**<br><br>**[Subway]**<br><br>**[KFC]**<br><br>Yes<br>No<br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **RESTAURANT BRAND AD LOCATION**<br><br>REVISED 2022<br><br>COUNTRY SPECIFIC WORDING<br><br>*REST_[TYPE]_LOC_SHOW*<br>*REST_[TYPE]_LOC_ONLINE*<br>*REST_[TYPE]_LOC_GAME*<br>*REST_[TYPE]_LOC_STORE*<br>*REST_[TYPE]_LOC_RADIO*<br>*REST_[TYPE]_LOC_MAG*<br>*REST_[TYPE]_LOC_SIGN*<br>*REST_[TYPE]_LOC_TRANS*<br>*REST_[TYPE]_LOC_MOV*<br>*REST_[TYPE]_LOC_SCH*<br>*REST_[TYPE]_LOC_REC*<br>*REST_[TYPE]_LOC_EVENT*<br>*REST_[TYPE]_LOC_SAMP*<br>*REST_[TYPE]_LOC_DISC*<br>*REST_[TYPE]_LOC_OTHER*<br>*REST_[TYPE]_LOC_OTEXT*<br>*REST_[TYPE]_LOC_NONE*<br>*REST_[TYPE]_LOC_DK*<br>*REST_[TYPE]_LOC_R* | *UNIVERSE: Respondents who saw ad for at least one restaurant brand in past 30 days*<br>[PROGRAMMER NOTE: Randomize to ask question for one of the brands for which the respondent saw an ad (McDonalds, Subway or KFC)]<br>**Where did you see advertisements for this restaurant?**<br>*[Show image]*<br><br>*Select all that apply.*<br><br>TV shows, series or movies<br>Video or computer games<br>Website or social media<br>Shops (such as posters, special displays)<br>Radio<br>Magazine or newspaper<br>Billboard<br>Buses, bus stops and other public transport<br>Cinemas<br>School<br>Recreation or community centre<br>Sports event, concert or community event<br>Contests, free samples or coupons<br>Price discounts (e.g., 30% off, buy-one-get-one-free)<br>Other (please specify): [*open-ended*]<br>I haven't seen any adverts for this restaurant in the last 30 days<br>Don't know<br>Refuse to answer |
| **RESTAURANT SPORTS ADVERTISING**<br><br>*REST_SPORT_MCD*<br>*REST_SPORT_SUB*<br>*REST_SPORT_KFC* | [PROGRAMMING NOTE: Randomize to show image for one of three restaurant brands (McDonalds, Subway or KFC); may differ from above]<br>[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].<br>**Have you seen this restaurant advertised by a sports team or athlete in the last 12 months?**<br>*[Show randomly selected brand image]*<br>Yes<br>No<br>Don't know<br>Refuse to answer |

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

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

| | |
|---|---|
| **SPORTS BETTING - BET**<br><br>NEW 2023<br><br>*GMB_BET* | *UNIVERSE: Australia,* Canada, *United Kingdom, United States (skip in Chile and Mexico); Respondents aged 14-17*<br>Have you <u>ever bet money</u> on sports teams?<br>Yes<br>No<br>Don't know<br>Refuse to answer |
| **HEALTH MESSAGE EXPERIMENT – CONDITION ASSIGNMENT**<br><br>NEW 2023<br><br>COUNTRY SPECIFIC IMAGES<br><br>*HMSG_COND* | [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]<br>Please look at the advertisement below. Click 'next' when you are ready to continue to the next screen.<br><br>[Condition 1: Sprite original]<br> <br>[Condition 2: Sprite with health message]<br> |

| | |
|---|---|
| | [Condition 3: Fruit drink original]<br>  <br>[Condition 4: Fruit drink with health message]<br>  |
| **HEALTH MESSAGE EXPERIMENT – PERCIEVED HEALTHINESS**<br><br>NEW 2023<br><br>*HMSG_HLTH* | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous screen].<br>**Is this type of drink unhealthy or healthy?**<br>[PROGRAMMER NOTE: Display advertisement participant was randomized to]<br>Very unhealthy<br>Unhealthy<br>In the middle<br>Healthy<br>Very healthy<br>Don't know<br>Refuse to answer |
| **HEALTH MESSAGE EXPERIMENT – APPEAL**<br><br>NEW 2023<br><br>*HMSG_APPEAL* | **How much would you like to have this drink?**<br>[PROGRAMMER NOTE: Display advertisement participant was randomized to]<br><br>[PROGRAMMER NOTE: Display spaced emojis with radio buttons centered underneath]<br> <br>Don't know<br>Refuse to answer |

| | |
|---|---|
| **BRAND EXPERIMENT – CONDITION ASSIGNMENT**<br><br>NEW 2023<br><br>COUNTRY SPECIFIC IMAGES<br><br>*BRAND_COND* | [PROGRAMMER NOTE: Randomize each respondent to view ONE of the four advertisements].<br>Please look at the advertisement below. Click 'next' when you are ready to continue to the next screen.<br><br>[Condition 1: Control]<br> <br><br><br>[Condition 2: Brand only]<br> <br><br><br>[Condition 3: Brand and unhealthy food]<br> <br><br><br>[Condition 4: Brand and healthy food]<br> <br> |

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

**Quarter Pounder Deluxe**

**Grilled Chicken Salad**

**Chicken & Bacon McWrap with Grilled Chicken**

**Garden Salad**

None of the above
Don't know
Refuse to answer

# ENCOURAGEMENT 3

| | |
|---|---|
| ENCOURAGEMENT 3 - KOALA | Getting tired? Don't give up, you're almost finished!<br> |

# DATA QUALITY CHECK 1

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

# OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

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

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

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

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

| | |
|---|---|
| **SELF-REPORTED WEIGHT CONFIRMATION**<br><br>COUNTRY SPECIFIC UNITS<br><br>*WT_STLB_CONF*<br>*WT_LB_CONF*<br>*WT_KG_CONF* | *UNIVERSE: wt_unit= stones and pounds (st/lb)*<br>You entered [X] stones and [X] pounds. Is that correct?<br>Yes<br>No – I need to fix my answer<br>Don't know<br>Refuse to answer<br><br>*UNIVERSE: wt_unit= pounds*<br>You entered [X] pounds. Is that correct?<br>Yes<br>No – I need to fix my answer<br>Don't know<br>Refuse to answer<br><br>*UNIVERSE: wt_unit=kilograms*<br>You entered [X] kilograms. Is that correct?<br>Yes<br>No – I need to fix my answer<br>Don't know<br>Refuse to answer |

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

| | |
|---|---|
| END SCREEN<br><br>REVISED 2021<br><br>COUNTRY SPECIFIC WORDING | You're finished - thank you!<br><br>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.<br><br>For all other questions about the study, or if you are interested in receiving a copy of the study findings, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk.<br><br>Click NEXT to return to the survey company's website.<br><br>Thanks again for your help.<br><br> <br> |
| REDIRECT | You will now be redirected back to the survey company. |
| NIELSEN END SCREEN | [Screen shown by Nielsen]<br>Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. You have earned [panel incentive]. |