INTERNATIONAL
FOOD POLICY
STUDY

2024 YOUTH SURVEY – UNITED KINGDOM

OCTOBER 9, 2025

SUGGESTED CITATION

HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: 2024 YOUTH SURVEY – UNITED KINGDOM. UNIVERSITY OF WATERLOO. OCTOBER 2025.

CONTACT

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

List of Measures

PARENT INVITATION & PRE-SCREENING

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

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

	Boy age 15 Girl age 15 Boy age 16 Girl age 16 Boy age 17 Girl age 17 None of the above PROGRAMMER NOTE: - All countries: If respondent does NOT have any children age 10-17 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]." - We have nested age/sex quotas to recruit an equal number of males/females in each age category (10-13/14-17) in UK and USA (only). - UK and USA (only): If respondent <u>only</u> has children whose age/sex match a closed quota (i.e., no children in an open quota) show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]." - UK and USA (only): If the quotas for a particular age category (10-13 or 14-17) are full for both male <u>and</u> female categories, and the respondent only has children whose age match that closed quota show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."
PARENT PRE-SCREENING	[Screen shown by Nielsen] *UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.* PROGRAMMER NOTE: UK and USA: If the quotas for a particular age category (10-13 or 14-17) are full for both male and female categories, insert open age categories in text below. **You indicated that you have a child in the household between the ages of 10 and 17 [10 and 13 / 14 and 17]. After a few more questions for you, we would like to have your child complete a survey, if they qualify. Would you be willing to let your child participate?** **Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.** Yes → [*REDIRECT PANELIST TO SURVEY IN ALCHEMER*] No → Thank you for your time. [*TERMINATE*]
RECAPTCHA ==NEW 2024== *RECAPTCHA*	**Please check the box below, and click 'Next' to proceed with the survey.** *[PROGRAMMER NOTE: Utilize ReCAPTCHA and Duplicate Protection function based on IP address in Alchemer]*

| PARENT INFO / CONSENT

 <mark>REVISED 2020</mark>
 <mark>REVISED 2021</mark>
 <mark>REVISED 2023</mark>

 <mark>COUNTRY SPECIFIC WORDING</mark> | PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females):

We would like to conduct a survey with ONE of your CHILDREN AGED 10-17 [10-13 / 14-17].

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

- The survey will examine eating patterns among children. Your child will be asked about the types of food they eat, advertisements they may have seen for food and other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use).
- Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements children see in different parts of the world.
- The study is being conducted by Professor David Hammond at the University of Waterloo, Canada.
- The survey will take about 20 minutes.
- As a thank you for your child's participation, the survey firm will provide you with your usual compensation.
- We will ask your child a few short questions to see if they are eligible to complete the survey. All other questions are completely voluntary. Your child can click 'refuse to answer' to any question they do not wish to answer, and you will still receive the reward. Your child can choose to stop participating at any time, but if they close the survey before the end of the survey you will not receive the reward, and any data already collected will be deleted by the researcher. There are no known or anticipated risks to your child's participation in the survey.
- We take your child's privacy very seriously and will keep their identity confidential. We will never share their personal information with any company or marketing firm. All of the information your child provides will be grouped with responses from other participants, which means that there will be no way to identify participants individually from the reports we create. Your child will not be asked to provide their name, address or telephone number.
- The study data will be collected using Alchemer software. Internet protocol (IP) addresses may be recorded by the software program used for this study to avoid duplicate responses in the dataset, but this information will not be used by the researchers or the owners of the program to identify you or your child personally. Please note that while we implement security safeguards designed to protect all survey data, when information is transmitted over the internet, there is still a risk your child's responses may be intercepted by a third party (e.g., government agencies, hackers).
- The data will be stored for a minimum of 7 years on a secure University of Waterloo server in Canada. Analyses may also be conducted by international research team members, but only using de-identified data stored on password-protected computers.
- The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers.
- This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). However, the final decision about participation is yours and your child's. If you have questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4567 ext. 36005 or reb@uwaterloo.ca.
- For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk.

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

	By providing your consent, you are not waiving your legal rights or releasing the investigator(s) or involved institution(s) from their legal and professional responsibilities. **Would you be willing to allow your child to participate in this survey?** By clicking "Yes" below, you confirm that you are the parent/legal guardian of the child participating in this study and agree to allow them to participate. Yes → [*Continue*] No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]*
CITY REVISED 2020 *CITY*	Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child's background. **What city or town does your child live in?** *This information helps us to understand the food environment where your child lives.* *As a reminder, your child's identity will be kept strictly confidential.* Enter city/town: _____ [open-text] Don't know Refuse to answer
PERCEIVED INCOME ADEQUACY LITWIN & SAPIR 2009 NEW 2020 *INCOME_ADEQ*	**Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?** Very difficult Difficult Neither easy nor difficult Easy Very easy Don't know 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):
	The remaining questions should be completed by YOUR CHILD AGED 10-17 [10-13 / 14-17].
	If your child is <u>not</u> currently available, they may complete the survey later by doing one of the following:
	<u>a)</u> <u>Leave this survey screen open in your browser</u>, and return to it when your child is ready.
	OR
	<u>b)</u> <u>Copy and save the link below</u> and then paste it into your browser when your child is ready.
	[link]
	Please note that the link in your original survey invitation will <u>not</u> bring you back to this survey.
	When your child is ready, check the box below:
	☐ **My child is ready to begin** *[Parents/guardians: pass the survey to your child]*

INTRODUCTION

DOMAIN SOURCE	ENGLISH
ELIGIBILITY INTRO	**Hello! We have a couple of questions for you before the survey starts.** *[Parents/guardians: please pass the survey to your child]* [PROGRAMMER NOTE: If respondent uses copied link to try to complete survey after entering an invalid age (<10 or >17 years) show the following message in red font below the above text: "Unfortunately, you were not eligible to participate in the study." and then redirect to ineligible age disqualified screen described below. If respondent uses copied link to try to re-complete survey after already completing survey once show the following message in red font below the above text: "You have already completed the survey. Thank you once again for your participation." and then redirect to end screen.]
AGE CSTADS modified *AGE*	**How old are you?** 9 years or younger 10 years 11 years 12 years 13 years 14 years 15 years 16 years 17 years 18 years or older [PROGRAMMER NOTE: If <10 or >17 show*:* "Unfortunately, you are not eligible for the study. Thank you for your time. You will now be redirected back to the survey company."] [PROGRAMMER NOTE: Automatic redirect to survey company if over quota.]
SEX CSTADS REVISED 2020 *SEX*	**What was your sex at birth?** Male Female [PROGRAMMER NOTE: Automatic redirect to survey company if over quota.]

| INFO LETTER REVISED 2020 REVISED 2021 REVISED 2023 COUNTRY SPECIFIC WORDING | **Before you start, please read this letter and let us know if you agree to participate.**
- The survey asks about the kinds of food you eat, advertisements you see for food and other products, and your background (example: your age, weight, smoking, cannabis or alcohol use).
- Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements children see in different parts of the world.
- You must be between 10 and 17 years of age to participate.
- The survey will take about 20 minutes.
- The survey is run by Professor David Hammond at the University of Waterloo, Canada.
- As a thank you for participating, the survey firm will provide their usual reward to your parent/guardian.
- You do not have to participate. If you decide to participate, you can click 'refuse to answer' to any question you do not wish to answer, and your parent/guardian will still receive the reward. You can choose to stop participating at any time, but if you close the survey before the end of the survey, your parent/guardian will not receive the reward. Any data already collected will be deleted by the researcher. As far as we know, being in this study will not hurt you or make you feel bad.
- We take your privacy very seriously and will keep your identity confidential. The survey will not have your name on it, so no one will know they are your answers. Only the study researchers will see your answers. Your information will be kept for at least 7 years in a secure location at the University of Waterloo in Canada. Other international study researchers may also analyze your survey responses and would store your information on a password-protected computer.
- This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). If you have questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca.
- If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 0 1223 769142 or jma79@medschl.cam.ac.uk. |
| CONSENT *CONSENT* | **Do you agree to participate in this survey?**

Yes → [*Continue to survey*]
No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE*] |

ENCOURAGEMENT 1

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

DEMOGRAPHICS

| REGION
 ASH YOUTH SURVEY ADAPTED

 COUNTRY SPECIFIC WORDING

 REGION_UK
 REGION_OTEXT_UK | *UNIVERSE: United Kingdom*
 What region do you live in?
 North East
 North West
 Yorkshire and the Humber
 East Midlands
 West Midlands
 East of England
 London
 South East
 South West
 Scotland
 Wales
 Northern Ireland
 Other (please specify): _____
 Don't know
 Refuse to answer |

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

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

PURCHASING AND SPENDING MONEY

SPENDING MONEY
Adapted from COMPASS
 	
<mark>COUNTRY SPECIFIC WORDING</mark>
 	
MONEY_UK
	UNIVERSE: United Kingdom
	About how much money do you usually get <u>each week</u> to spend on yourself or to save?
	(Remember to include all money from allowances and jobs like baby-sitting, delivering papers, etc.)
	    £0 (none)
	    £1-3
	    £4-6
	    £7-12
	    £13-25
	    £26-60
	    More than £60
	    Don't know
	    Refuse to answer

SPEND MONEY ON FOOD – LOCATION <mark>REVISED 2020</mark> <mark>(DK/R response format)</mark> <mark>COUNTRY SPECIFIC WORDING</mark> *BUY_LOC_CONV* *BUY_LOC_GROC* *BUY_LOC_REST* *BUY_LOC_SCH*	**Think about the last 7 days.** **Did you <u>buy</u> food or drinks for yourself…** At a corner shop or convenience shop At a supermarket At a fast food/take-away or sit-down restaurant At a school (including canteen, vending machine, tuckshop, etc.) [PROGRAMMER NOTE: Use table with yes/no/DK/R for each location] Yes No Don't know Refuse to answer

DIET SOURCES AND PATTERNS

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

FOOD PREP - DINNER
Adapted from PROJECT EAT 2009-2010
 	
COUNTRY SPECIFIC WORDING
 	
PREP
	Think about the last 7 days.
	How many days did you help make an <u>evening meal</u>?
	    0 days (not at all)
	    1 day
	    2 days
	    3 days
	    4 days
	    5 days
	    6 days
	    7 days (every day)
	    Don't know
	    Refuse to answer

BEVERAGE INTAKE – ANY CONSUMPTION REVISED 2020 (DK/R response format) COUNTRY SPECIFIC WORDING *BFQ_1 - BFQ_14*	**Did you drink any of these in the last 7 days?** **Fizzy drinks** like Coke, Pepsi, 7-up, Sprite, ginger beer **Diet fizzy drinks** like Diet Pepsi, Coke Zero **Sports drinks** like Lucozade Sport, Powerade **Energy drinks** like Red Bull, Rockstar, Monster **Frozen drinks** like Slush Puppies, ICEEs **Coffee or tea <u>with</u> sugar** including drinks like lattes, mochas, frappuccinos, iced cappuccinos <u>with</u> sugar **Coffee or tea <u>with NO</u> sugar** including drinks like lattes, cappuccinos <u>with NO</u> sugar **100% fruit or vegetable juice** like orange juice, apple juice **Fruit drinks** like iced tea, fruit punch/cocktail, coconut water **Flavoured waters or vitamin waters** like squash, cordial, Perfectly Clear, Touch of Fruit **Water** including tap, bottled or sparkling water **Smoothies, protein shakes or drinkable yogurt** **White milk** or alternatives like unsweetened soy or almond milk. **Don't include milk in cereal.* **Chocolate or flavoured milk** including hot chocolate, and alternatives like sweetened soy or almond milk [PROGRAMMER NOTE: Use table with yes/no/DK/R for each drink type; show each section of drinks on a separate screen with main question repeated at top of each screen] Yes No Don't know Refuse to answer

| BEVERAGE INTAKE – AMOUNT

COUNTRY SPECIFIC WORDING

BFQ_1_N - BFQ_14_N | **HOW MANY OF THESE DRINKS did you have in the last 7 days:**
For example:
    If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.
    If you had water every school day at lunch, that would be 5 drinks.

[PROGRAMMER NOTE: Only show beverages selected above; show numbers 0-20, more than 20, "Don't Know" and "Refuse to answer" in drop-down list for each]
[*dropdown*] **Fizzy drinks** like Coke, Pepsi, 7-up, Sprite, ginger beer
[*dropdown*] **Diet fizzy drinks** like Diet Pepsi, Coke Zero
[*dropdown*] **Sports drinks** like Lucozade Sport, Powerade
[*dropdown*] **Energy drinks** like Red Bull, Rockstar, Monster
[*dropdown*] **Frozen drinks** like Slush Puppies, ICEEs
[*dropdown*] **Coffee or tea <u>with</u> sugar** including drinks like lattes, mochas, frappuccinos, iced cappuccinos <u>with</u> sugar
[*dropdown*] **Coffee or tea <u>with NO</u> sugar** including drinks like lattes, cappuccinos <u>with NO</u> sugar
[*dropdown*] **100% fruit or vegetable juice** like orange juice, apple juice
[*dropdown*] **Fruit drinks** like iced tea, fruit punch/cocktail, coconut water
[*dropdown*] **Flavoured waters or vitamin waters** like squash, cordial, Perfectly Clear, Touch of Fruit
[*dropdown*] **Water** including tap, bottled or sparkling water
[*dropdown*] **Smoothies, protein shakes or drinkable yogurt**
[*dropdown*] **White milk** or alternatives like unsweetened soy or almond milk. *Don't include milk in cereal.*
[*dropdown*] **Chocolate or flavoured milk** including hot chocolate, and alternatives like sweetened soy or almond milk |

BEVERAGE INTAKE – DIET DRINKS COUNTRY SPECIFIC WORDING *BFQ_3_N_DIET*	*UNIVERSE: Respondents age 14-17* [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] *UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)* **You told us you had [#] sports drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like Lucozade Sport Low Cal or Powerade Zero? [*dropdown*]
BFQ_4_N_DIET	*UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)* **You told us you had [#] energy drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like Red Bull Sugarfree? [*dropdown*]
BFQ_9_N_DIET	*UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)* **You told us you had [#] fruit drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like unsweetened iced tea? [*dropdown*]
BFQ_10_N_DIET	*UNIVERSE: Selected flavoured water drink in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)* **You told us you had [#] flavoured waters or vitamin waters in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like no-added-sugar squash or Perfectly Clear? [*dropdown*]

DIET INDICATORS
 	
REVISED 2020
(DK/R response format)
 	
COUNTRY SPECIFIC WORDING
 	
EAT_SD
EAT_FF
EAT_CEREAL
EAT_SNACK
EAT_DESSERT
EAT_FV
	[PROGRAMMER NOTE: Record date and time, converted to country time zone]
	You just told us about the last 7 days. Now think about yesterday.
	Did you have any of the following <u>yesterday</u>?
	    Sugary drinks
	    Fast food / take-away from a restaurant
	    Sugary cereals
	    Snacks like crackers, crisps or cereal bars
	    Desserts or treats like biscuits, ice cream or sweets
	
	[PROGRAMMER NOTE: Use table with yes/no/DK/R for each food]
	Yes
	No
	Don't know
	Refuse to answer

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

LAST RESTAURANT VISIT FCMS ==NEW 2020== *REST_VISIT*	*UNIVERSE: Respondents age 14-17* **When was the last time you visited a restaurant (including a fast-food outlet or coffee shop)?** Within the last 24 hours Within the last 7 days Within the last month Within the last 3 months Within the last 6 months Longer than 6 months ago Don't know Refuse to answer
MENU LABELLING – NOTICING FCMS (ADAPTED) ==NEW 2020== *REST_INFO*	UNIVERSE: *Respondents age 14-17;* Visited restaurant within last 6 months (rest_visit=1-5) **The last time you visited a restaurant, did you notice any nutrition information?** Yes No Don't know Refuse to answer
ONLINE ORDERING ==NEW 2022== ==COUNTRY SPECIFIC WORDING== *ONLN_REST* *ONLN_CONV* *ONLN_NONE* *ONLN_DK* *ONLN_R*	*UNIVERSE: Respondents aged 14-17* **Have you ordered any of the following** <u>online or using an app,</u> **for pick-up or delivery in the past 30 days?** We want to know if YOU have done this (don't include if your family or others have ordered for you). (Select all that apply). Meals/food/drinks from a restaurant or take-away Snacks/food/drinks from a corner shop None of the above Don't know Refuse to answer

| ONLINE ORDERING FREQUENCY

NEW 2022

COUNTRY SPECIFIC WORDING

ONLN_REST_FREQ

ONLN_CONV_FREQ | *UNIVERSE: Respondents aged 14-17 who ordered food online/using an app from a corner shop and/or a restaurant*

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

How often have you ordered <u>**meals/food/drinks from a restaurant or take-away**</u> **online or using an app in the past 30 days?**
Less than once a week
Once a week
A few times a week
Every day
Don't know
Refuse to answer

How often have you ordered <u>**snacks/food/drinks from a corner shop**</u> **online or using an app in the past 30 days?**
Less than once a week
Once a week
A few times a week
Every day
Don't know
Refuse to answer |

SCHOOL NUTRITION ENVIRONMENT

SCHOOL NUTRITION ENVIRONMENT PREAMBLE NEW 2020 REVISED 2022 (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).* **Next, we're going to ask you some questions about the kinds of food available at your school.**

SCHOOL FOOD LOCATIONS AND PROGRAMS
 	
REVISED 2020 (universe and DK/R response format)
 	
COUNTRY SPECIFIC WORDING
 	
SCH_PRG_CAF
SCH_PRG_VEND
SCH_PRG_TUCK
SCH_PRG_BKFST
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).
	Does your school have…
	A school canteen where you can buy lunch
	Vending machines where you can buy food or drinks
	A tuckshop where you can buy food or drinks
	A free breakfast program
	A free lunch program
	
	[PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program]
	    Yes
	    No
	    Don't know
	    Refuse to answer

SCHOOL FOOD LOCATIONS AND PROGRAMS 2 NEW 2021 *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).* **Does your school have a <u>free snack program</u>?** Yes No Don't know Refuse to answer
SCHOOL BREAKFAST PROGRAM PARTICIPATION REVISED 2021 REVISED 2022 ('free' version only) *SCH_BKFSTFREE_USE*	*UNIVERSE: Students who have a breakfast program at school* **Do you get food from the <u>free breakfast program</u> at your school?** Yes No Don't know Refuse to answer

SCHOOL LUNCH PROGRAM PARTICIPATION ==REVISED 2021== ==REVISED 2022== ('free' version only) *SCH_LUNCHFREE_USE*	*UNIVERSE: Students who have a lunch program at school* **Do you get food from the <u>free lunch program</u> at your school?** Yes No Don't know Refuse to answer
SCHOOL SNACK PROGRAM PARTICIPATION ==NEW 2021== *SCH_SNACKFREE_USE*	*UNIVERSE: Students who have a snack program at school* **Do you get food from the <u>free snack program</u> at your school?** Yes No Don't know Refuse to answer
SCHOOL LUNCH PROGRAM TARGET ==NEW 2021== *SCH_LUNCH_TARGET*	*UNIVERSE: Students who have a lunch program at school* **Which students in your school can get food from the <u>free lunch program?</u>** All students Only students from families who need extra help Don't know Refuse to answer

SCHOOL LUNCH PROGRAM FOOD AVAILABLE
 	
==NEW 2021==
==REVISED 2024==
 	
==COUNTRY SPECIFIC WORDING==
 	
SCH_LUNCHD/C_SD
SCH_LUNCHD/C_FF
SCH_LUNCHD/C_CEREAL
SCH_LUNCHD/C_FV
SCH_LUNCHD/C_SNACK
SCH_LUNCHD/C_DESSERT
SCH_LUNCHD/C_MEAL
	UNIVERSE: Students who have a lunch program at school
	[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]
	[PROGRAMMING NOTE: Randomly assign respondents to either answer the original list of 6 items or revised list with 'full meal' wording for the next 3 measures]
	What kind of food [do/can] you get from the <u>free lunch program</u>?
	    Sugary drinks
	    Fast food / take-away
	    Sugary cereals
	    Fruit or vegetables
	    Snacks like crackers, crisps or cereal bars
	    Desserts or treats like biscuits, ice cream or sweets
	    Full meals like sandwiches, soup or hot meals [Randomize half of the respondents to be asked about 'full meals']
	
	[PROGRAMMER NOTE: Use table format]
	    Yes / No / Don't Know / Refuse to answer

| SCHOOL FOOD AVAILABILITY

REVISED 2020
REVISED 2024

COUNTRY SPECIFIC WORDING

SCH_AVAIL_SD
SCH_AVAIL_FF
SCH_AVAIL_CEREAL
SCH_AVAIL_FV
SCH_AVAIL_SNACK
SCH_AVAIL_DESSERT
SCH_AVAIL_MEAL | *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).*
[PROGRAMMING NOTE: Assign respondents to either answer the original list of 6 items or revised list with 'full meal' wording, based on same randomization as in prior measure]
On a regular school day, can you <u>buy</u> these foods at your school?
    Sugary drinks
    Fast food / take-away
    Sugary cereals
    Fruit or vegetables
    Snacks like crackers, crisps or cereal bars
    Desserts or treats like biscuits, ice cream or sweets
    Full meals like sandwiches, soup or hot meals [Randomize half of the respondents to be asked about 'full meals']

[PROGRAMMER NOTE: Use table format]
Yes / No / Don't Know / Refuse to answer |
| SCHOOL LUNCH – FOOD

REVISED 2024

COUNTRY SPECIFIC WORDING

SCH_EAT_SD
SCH_EAT_FF
SCH_EAT_CEREAL
SCH_EAT_FV
SCH_EAT_SNACK
SCH_EAT_DESSERT
SCH_EAT_MEAL | *UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)*
[PROGRAMMING NOTE: Assign respondents to either answer the original list of 6 items or revised list with 'full meal' wording, based on same randomization as in prior measure]
Think about the last time that you ate lunch on a school day.
Did you have…
    Sugary drinks
    Fast food / take-away
    Sugary cereals
    Fruit or vegetables
    Snacks like crackers, crisps or cereal bars
    Desserts or treats like biscuits, ice cream or sweets
    Full meals like sandwiches, soup or hot meals [Randomize half of the respondents to be asked about 'full meals']

[PROGRAMMER NOTE: Use table format]
Yes / No / Don't Know / Refuse to answer |

SCHOOL LUNCH – FOOD SOURCE <mark>NEW 2023</mark> <mark>REVISED 2024</mark> *SCH_SRC_HM* *SCH_SRC_PG* *SCH_SRC_CAF* *SCH_SRC_SNK* *SCH_SRC_NEAR* *SCH_SRC_FRND* *SCH_SRC_OTH* *SCH_SRC_DK* *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).* **Think about the last time that you ate lunch on a school day.** **Was the food you ate for lunch…** (Select all that apply) From home From a FREE lunch or snack program at school Bought from a canteen at school Bought from a tuck shop or vending machine at school From a shop or restaurant near school From a friend Other Don't know Refuse to answer

FOOD SECURITY

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

FOOD SECURITY FOR CHILDREN AT SCHOOL NEW 2024 *SECURE_SCH_HGR* *SECURE_SCH_FOC*	*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).* **Now we're going to ask a few more questions about when you are AT SCHOOL…** **In the last 30 days, were you ever hungry AT SCHOOL because your family didn't have enough food for breakfast or lunch?** **In the last 30 days, did you have trouble focusing AT SCHOOL because your family didn't have enough food for breakfast or lunch?** [PROGRAMMER NOTE: Show both questions on same screen] Many times 1 or 2 times Never Don't know Refuse to answer

DIET INTENTIONS

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

| DIET MODIFICATION EFFORTS

EFFORT_FV
EFFORT_WATER
EFFORT_PROTEIN
EFFORT_GRAIN
EFFORT_SUGAR
EFFORT_SWTNR
EFFORT_CAL
EFFORT_PROCESS
EFFORT_SALT
EFFORT_MEAT
EFFORT_ORGANIC
EFFORT_LOCAL
EFFORT_PKG | *UNIVERSE: Respondents age 14-17*
Do you make a <u>special effort</u> to…

Eat vegetables and fruits
Drink lots of water
Eat protein
Eat whole grains

Eat less sugar or drink fewer sugary drinks
Eat less low-calorie sweeteners
Eat less calories
Eat less ultra-processed foods
Eat less salt
Eat less meat [PROGRAMMER NOTE: Skip if vegetarian]

Eat organic foods
Eat local foods (food grown in your area)
Buy foods with less packaging

[PROGRAMMER NOTE: Use table format; show on 3 separate screens]
Yes / No / Don't know / Refuse to answer |
| PLANT BASED PROTEIN EFFORTS

<mark>NEW 2021</mark>

PLANT | *UNIVERSE: Respondents age 14-17*
Do you make a <u>special effort</u> to eat <u>plant-based protein foods</u>, like beans, lentils, nuts, seeds, or soy products like tofu?
Yes
No
I'm not sure what plant-based protein foods are [valid option]
Don't know
Refuse to answer |

WEIGHT PERCEPTIONS / LOSS

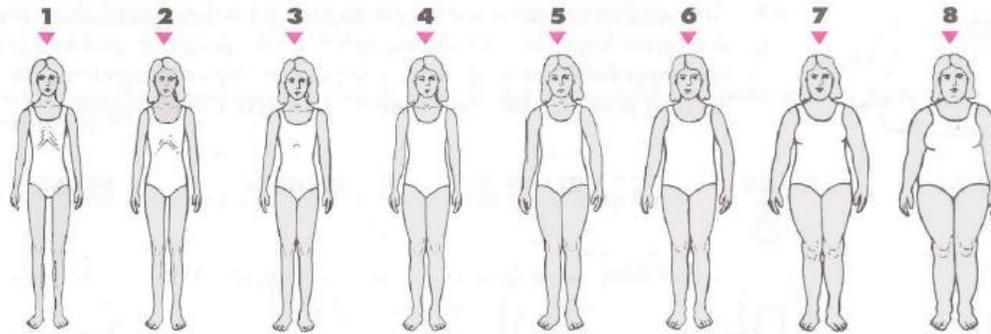|	
BODY SIZE PERCEPTIONS Adapted from GUTS <mark>REVISED 2020 (images)</mark> *WT_BODY_F* *WT_BODY_F_DKR* *WT_BODY_M* *WT_BODY_M_DKR*	**Which picture looks most like your body shape?** [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"] [PROGRAMMER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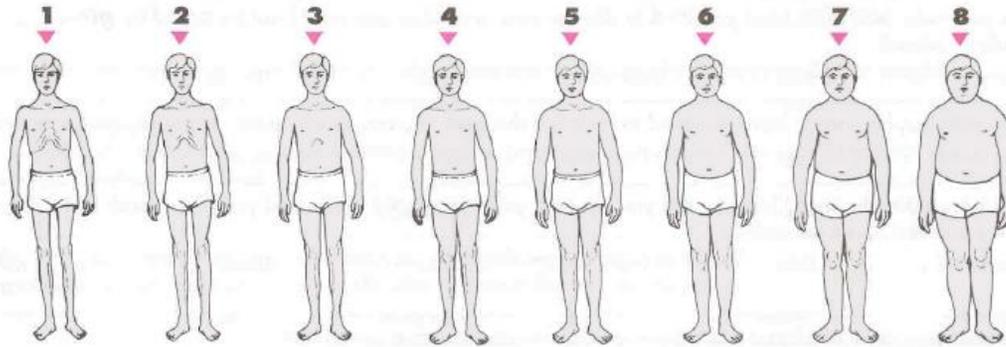
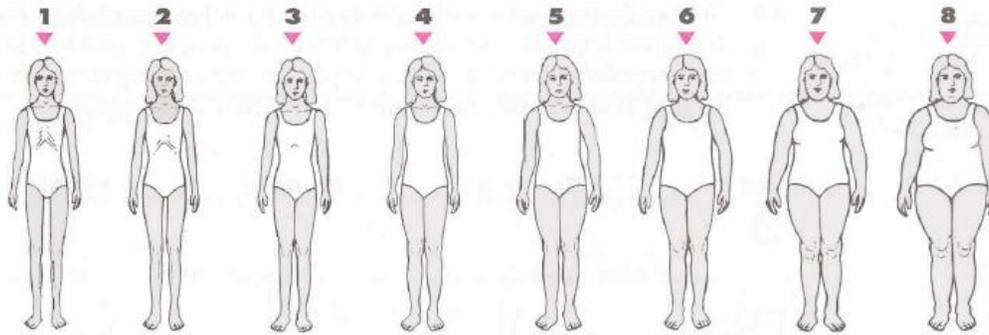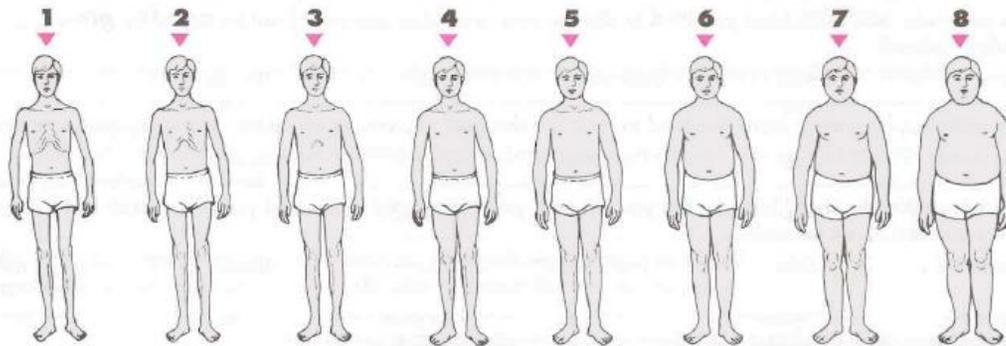|	
BODY SIZE IDEAL Adapted from GUTS <mark>REVISED 2020 (images)</mark> *WT_IDEAL_F* *WT_IDEAL_F_DKR* *WT_IDEAL_M* *WT_IDEAL_M_DKR*	**Which picture looks most like how you <u>WANT</u> YOUR BODY TO LOOK?** [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse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

WEIGHT LOSS EFFORTS
From NHANES, GUTS, Project-EAT and others
 	
WT_TRY
	Which of the following are you trying to do about your weight?
	    Nothing
	    Stay the same weight
	    Gain weight
	    Lose weight
	    Don't know
	    Refuse to answer

WEIGHT LOSS DIET
 	
WT_DIET
	Have you been on a diet to lose weight in the past 12 months?
	    Yes
	    No
	    Don't know
	    Refuse to answer

WEIGHT TEASE
Adapted from Project EAT 2003-2004 (B&W)
 	
WT_TEASE
	Do you get teased or made fun of because of your weight?
	    All the time
	    A lot
	    Sometimes
	    Rarely
	    Never
	    Don't know
	    Refuse to answer

WEIGHT STIGMA Adapted from Nutter et al., 2018 Framing obesity a disease: Indirect effects of affect and controllability beliefs on weight bias. Weiner B. Judgments of responsibility: a foundation for a theory of social conduct. 1995. NEW 2023 *WT_BLAME*	**Please tell us whether you agree or disagree with the following:** **People are to blame for their body weight.** Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer

SUGARY DRINK PERCEPTIONS

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

SOFT DRINK ESTIMATED SUGAR AMOUNT COUNTRY SPECIFIC IMAGE *SSB_SUGAR_POP*	**How much sugar is in this drink?** 500 mL None A little A medium amount Quite a bit A lot Don't know Refuse to answer
SSB PERCEPTIONS - CONDITION COUNTRY SPECIFIC IMAGES *SSB_CONDITION*	*[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following 2 questions with the same beverage image on screen for each question.]* **Diet fizzy drink (Diet Coke)** **100% juice (Orange juice)** **Energy drink (Red Bull)** **Water** **Sports drink (Gatorade)** **Chocolate milk** **Iced tea** **Unflavoured milk** [PROGRAMMER NOTE: Show country-specific images] 500 mL 355 mL 250 mL 355 mL 500 mL 355 mL 500 mL 355 mL

SSB PERCEIVED HEALTHINESS
Adapted from Adult survey (reduced from 7 to 5 points)
 	
COUNTRY SPECIFIC IMAGE
 	
SSB_HLTH_[TYPE]
	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	Is this type of drink unhealthy or healthy?
	[show image]
	    Very unhealthy
	    Unhealthy
	    In the middle
	    Healthy
	    Very healthy
	    Don't know
	    Refuse to answer

SSB ESTIMATED SUGAR AMOUNT
 	
COUNTRY SPECIFIC IMAGE
 	
SSB_SUGAR_[TYPE]
	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	How much sugar is in this drink?
	[show image]
	    None
	    A little
	    A medium amount
	    Quite a bit
	    A lot
	    Don't know
	    Refuse to answer

SUGAR TAX *DRINKS_COST*	**Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)?** No - they cost the same Sugary drinks cost a little more Sugary drinks cost a lot more Don't know Refuse to answer

SWEETENER ACCEPTABILITY FOR CHILDREN NEW 2020 CYCLED OUT 2023 COUNTRY SPECIFIC WORDING *SWT_CHILD*	*UNIVERSE: All countries; respondents age 14-17* **Please tell us whether you agree or disagree with the following:** **Children should not consume foods or drinks with artificial or low-calorie sweeteners.** Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer
OVERALL DIET *DIET*	**Overall, how unhealthy or healthy is the food you usually eat?** Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

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

FOOD PROCESSING KNOWLEDGE	[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.]

FOOD PROCESSING KNOWLEDGE

REVISED 2020
REVISED 2022
REVISED 2023

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

COUNTRY SPECIFIC IMAGE

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

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

Overall, how healthy is this food?

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

0	1	2	3	4	5	6	7	8	9	10

Not at all healthy   Extremely healthy

Don't know
Refuse to answer

| ULTRA PROCESSED FOOD IDENTIFICATION

NEW 2024

UPF_ID_APPLE
UPF_ID_JUICE
UPF_ID_OATS
UPF_ID_BAR
UPF_ID_MILK
UPF_ID_CHEESE
UPF_ID_CHICK
UPF_ID_NUGG
UPF_ID_NDK | *UNIVERSE: All countries; respondents aged 14-17*
Which, if any, of the following products are ultra-processed?
Select all that apply.
[PROGRAMMER NOTE: Show 8 products on screen, in random order (no NFTs). Prevent respondents from using back button to return to previous question].

None of these are ultra-processed
Don't know [valid answer]
Refuse to answer |

MASS MEDIA CAMPAIGNS AND MESSAGING

| SCHOOL EDUCATION

SCH_ED | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
In the past 12 months, have you learned about healthy eating in school?

Yes
No
Don't know
Refuse to answer |
| FOOD GUIDE – AWARENESS

COUNTRY SPECIFIC WORDING

FG_AWARE | *UNIVERSE: Respondents from Canada, Australia, UK, USA, Mexico with tailored question in each country (skip in Chile)*
Have you ever heard of the Eatwell Plate or Eatwell Guide?
Yes
No
Don't know
Refuse to answer |

FOOD GUIDE – SCHOOL - EVER	*UNIVERSE: Respondents who have heard of food guide (skip in Chile)*
COUNTRY SPECIFIC WORDING *FG_SCH*	**Have you ever learned about the Eatwell Plate or Eatwell Guide in school?** Yes No Don't know Refuse to answer

FOOD LABELLING

| LABEL AWARENESS

COUNTRY SPECIFIC IMAGE

LABEL_AWARE_UK | *UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada*
We would now like to ask you some questions about food labels on products.

Have you <u>seen</u> this type of food label on packages or in stores?
[PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_aware_MEX), octagon warnings in Chile, and 'High In' warning in Canada]

Never
Rarely
Sometimes
Often
All the time
Don't know
Refuse to answer |

LABEL USE FROM 2014 FDA HEALTH AND DIET SURVEY <mark>COUNTRY SPECIFIC IMAGE</mark> *LABEL_USE_UK*	*UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada; and label awareness= 'rarely', 'sometimes', 'often', or 'all the time'* **Do you use this type of food label when deciding what to eat or buy?** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_use_MEX), octagon warnings in Chile, and 'High In' warning in Canada] Never Rarely Sometimes Often All the time Don't know Refuse to answer
LABEL UNDERSTANDING <mark>COUNTRY SPECIFIC IMAGE</mark> *LABEL_UNDERSTAND_UK*	*UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada* **Do you find this information…** [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, and 'High In' warning in Canada] Very hard to understand Hard to understand In the middle Easy to understand Very easy to understand Don't know Refuse to answer
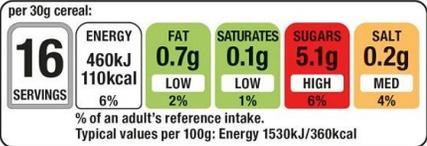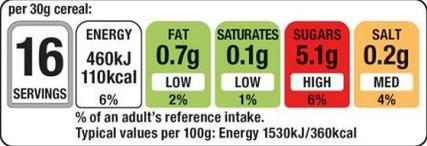
NFT AWARENESS COUNTRY SPECIFIC IMAGE *NFT_AWARE_UK*	**Have you <u>seen</u> this type of food label on packages or in stores?** [PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country] **Nutrition** Typical Values — Per 100 g — Per 4 crackers Energy — 1,710 kJ — 397 kJ — 410 cal — 95 cal Fat — 9.4 g — 2.2 g of which saturates — 1.1 g — 0.3 g Carbohydrate — 62.3 g — 14.5 g of which sugars — 14.5 g — 0.4 g Fibre — 12.0 g — 2.8 g Protein — 12.2 g — 2.8 g Salt — 1.3 g — 0.3g **Reference intake of an average adult** (8400 kJ/2000 kcal) Never Rarely Sometimes Often All the time Don't know Refuse to answer
NFT USE FROM 2014 FDA HEALTH AND DIET SURVEY COUNTRY SPECIFIC IMAGE *NFT_USE_UK*	*UNIVERSE: nft_aware_UK= 'rarely', 'sometimes', 'often', or 'all the time'* **Do you use this type of food label when deciding what to eat or buy?** [PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country] **Nutrition** Typical Values — Per 100 g — Per 4 crackers Energy — 1,710 kJ — 397 kJ — 410 cal — 95 cal Fat — 9.4 g — 2.2 g of which saturates — 1.1 g — 0.3 g Carbohydrate — 62.3 g — 14.5 g of which sugars — 14.5 g — 0.4 g Fibre — 12.0 g — 2.8 g Protein — 12.2 g — 2.8 g Salt — 1.3 g — 0.3g **Reference intake of an average adult** (8400 kJ/2000 kcal) Never Rarely Sometimes Often All the time Don't know Refuse to answer

NFT UNDERSTANDING COUNTRY SPECIFIC IMAGE *NFT_UNDERSTAND_UK*	**Do you find this information…** [PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country] **Nutrition** Typical Values Per 100 g Per 4 crackers Energy 1,710 kJ 397 kJ 410 cal 95 cal Fat 9.4 g 2.2 g of which saturates 1.1 g 0.3 g Carbohydrate 62.3 g 14.5 g of which sugars 14.5 g 0.4 g Fibre 12.0 g 2.8 g Protein 12.2 g 2.8 g Salt 1.3 g 0.3g **Reference intake of an average adult** (8400 kJ/2000 kcal) Very hard to understand Hard to understand In the middle Easy to understand Very easy to understand Don't know Refuse to answer

LABEL UNDERSTANDING TASK	In your opinion, is this product…
NEW 2022 REVISED 2024 (CAN) COUNTRY SPECIFIC IMAGE *FOPL_OBJ_MTL*	[Show juicebox image with country-specific FOPL (no FOPL in USA, Health Star Rating in Australia, Warning label in Chile/MEX, Traffic Light in UK; in Canada, randomize half the respondents to no FOPL and half to 'High In' label); no NFT to be shown] Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

ENCOURAGEMENT 2

ENCOURAGEMENT 2 - KITTEN	**You're doing great with the survey – keep going!** Click 'next' to continue. **Hang in there!**

MARKETING

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

TOTAL SCREEN TIME Adapted from National Survey of Children's Health (NSCH) NEW 2024 *MEDIA_WD_TOTAL*	**Thinking about all of your screen time…** **On a normal weekday, about how much time do you spend in front of a TV, computer, cellphone or other electronic device watching programs, playing games, accessing the internet or using social media, not including school work?** Less than 1 hour 1 hour 2 hours 3 hours 4 or more hours Don't know Refuse to answer

MEDIA CHANNELS – SOCIAL MEDIA
 	
REVISED 2020
REVISED 2023
 	
MEDIA_SOC_FB
MEDIA_SOC_IG
MEDIA_SOC_TIK
MEDIA_SOC_TWT
MEDIA_SOC_SC
MEDIA _SOC_NONE
MEDIA_SOC_DK
MEDIA_SOC_R
	Do you use…?
	Select all that apply.
	    Facebook
	    Instagram
	    TikTok
	    Twitter/X
	    Snapchat
	    Twitch
	    None of the above
	    Don't know
	    Refuse to answer

FAVOURITE SOCIAL MEDIA INFLUENCERS NEW 2021 REVISED 2022 *MEDIA_FAV1-3* *MEDIA_FAV_NDKR*	**Who are your three favourite famous people to watch or follow on social media?** Please include famous people like sports stars or movie stars, as well as Instagrammers, TikTokers, and YouTubers. [3 open text boxes] I don't have any favourites / I don't know [valid answer] Refuse to answer

EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION REVISED 2020 REVISED 2022 COUNTRY SPECIFIC WORDING *MKTG_LOC_SHOW* *MKTG_LOC_ONLINE* *MKTG_LOC_GAME* *MKTG_LOC_STORE* *MKTG_LOC_RADIO* *MKTG_LOC_MAG* *MKTG_LOC_SIGN* *MKTG_LOC_TRANS* *MKTG_LOC_MOV* *MKTG_LOC_SCH* *MKTG_LOC_REC* *MKTG_LOC_EVENT* *MKTG_LOC_SAMP* *MKTH_LOC_DISC* *MKTG_LOC_OTHER* *MKTG_LOC_OTEXT* *MKTG_LOC_NONE* *MKTG_LOC_DK* *MKTG_LOC_R*	**Think about the last 30 days.** **Have you seen or heard <u>advertisements for 'unhealthy' foods or drinks</u> in any of these places?** *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.* *Select all that apply.* TV shows, series or movies Website or social media Video or computer games Shops (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transport Cinemas School Recreation or community centre Sports event, concert or community event Contests, free samples or coupons Price discounts (e.g., 30% off, buy-one-get-one-free) Other (please specify): [*open-ended*] I haven't seen any adverts for unhealthy food or drinks in the last 30 days Don't know Refuse to answer

EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY COUNTRY SPECIFIC WORDING *MKTG_FREQ_SD* *MKTG_FREQ_FF* *MKTG_FREQ_CEREAL* *MKTG_FREQ_FV* *MKTG_FREQ_SNACK* *MKTG_FREQ_DESSERT*	In the last 30 days, <u>how often</u> did you see or hear advertisements for these kinds of food or drinks? **Adverts for sugary drinks** **Adverts for fast food / take-away from a restaurant** **Adverts for sugary cereals** **Adverts for fruit or vegetables** **Adverts for snacks** like crackers, crisps or cereal bars **Adverts for desserts or treats** like biscuits, ice cream or sweets [Show options for each as radio buttons] Never Less than once a week Once a week A few times a week Every day More than once a day Don't know Refuse to answer
EXPOSURE TO MARKETING STRATEGIES REVISED 2020 (DK/R response format) *MKTG_SPORT* *MKTG_MOVIE* *MKTG_COMP* *MKTG_CELEB*	In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following? Sports teams or athletes Cartoons or characters from movies or TV (e.g., Superheroes, Disney) Cartoons or characters made by food companies (e.g., Tony the Tiger, Ronald McDonald) Famous people [PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality] Yes No Don't know Refuse to answer

OWN - PRODUCTS COUNTRY SPECIFIC WORDING *MKTG_PRODUCT*	Think about the <u>clothing, posters, stickers, or other things</u> you have. Do any of them show a <u>name or logo</u> of <u>unhealthy</u> food or drink companies? [PROGRAMMER NOTE: show note in grey font] *Remember: Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food / take-away, crisps, sugary cereals, biscuits and chocolate bars.* Yes No Don't know Refuse to answer
OWN – TOY *MKTG_TOY*	Do you have '<u>Happy Meal' toys or other toys</u> from fast-food restaurants? Yes No Don't know Refuse to answer
GAMES NEW 2022 *MKTG_GAME*	Have you ever played a game or entered a competition <u>offered by a restaurant or food/drink company</u> where you can win a prize? Yes No Don't know Refuse to answer

| BEVERAGE BRAND ADS

COUNTRY SPECIFIC JUICE

BEV_AD_COKE
BEV_AD_BULL
BEV_AD_JUICE | [PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens; Hide back button]
Have you seen any advertisements for this drink brand in the last 30 days?
[Show image]

[Coke]

[Red Bull]

[Country-specific 100% Juice]

Yes
No
Don't know
Refuse to answer |

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

BEVERAGE CELEBRITY ADVERTISING
 	
BEV_CELEB_COKE
BEV_CELEB_BULL
BEV_CELEB_JUICE
	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	Can you think of anyone famous who advertises this brand?
	[Show same brand image as above]
	    Yes
	    No
	    Don't know
	    Refuse to answer

BEVERAGE TARGET AUDIENCE
 	
BEV_[TYPE]_AIM_CH
BEV_[TYPE]_AIM_TN
BEV_[TYPE]_AIM_AD
BEV_[TYPE]_AIM_DKR
	Are <u>advertisements</u> for this brand usually aimed at…
	[Show same brand image as above]
	[PROGRAMMER NOTE: Use table with yes/no for each group]
	    Kids 12 and under
	    Teenagers aged 13 to 17
	    Adults
	
	    I've never seen an advertisement for this brand
	    Don't know
	    Refuse to answer

BEVERAGE PREFERENCE
Adapted from Lima et al. 2019
 	
BEV_PREF_[TYPE]
BEV_PREF_[TYPE]_DKR
	How much would you like to have this drink?
	[Show same brand image as above]
	
	😖 😠 😕 😑 😊 😀 😍
	○ ○ ○ ○ ○ ○ ○
	
	    Don't know
	    Refuse to answer

| RESTAURANT BRAND ASSOCIATIONS

REST_AD_MCD
REST_AD_SUB
REST_AD_KFC | [PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
[PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens]
Have you seen an advertisement for this restaurant in the last 30 days?
[Show image]
[McDonald's]

[Subway]

[KFC]

Yes
No
Don't know
Refuse to answer |

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

RESTAURANT CELEBRITY ADVERTISING
 	
REST_CELEB_MCD
REST_CELEB_SUB
REST_CELEB_KFC
	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question].
	Can you think of anyone famous who advertises this restaurant?
	[Show same brand image as above]
	     Yes
	     No
	     Don't know
	     Refuse to answer

RESTAURANT TARGET AUDIENCE
 	
REST_[TYPE]_AIM_CH
REST_[TYPE]_AIM_TN
REST_[TYPE]_AIM_AD
	Are <u>advertisements</u> for this restaurant usually aimed at…
	[Show same brand image as above]
	[PROGRAMMER NOTE: Use table with yes/no for each group]
	    Kids 12 and under
	    Teenagers aged 13 to 17
	    Adults
	
	    I've never seen an advertisement for this restaurant
	    Don't know
	    Refuse to answer

RESTAURANT PREFERENCE Adapted from Lima et al. 2019 *REST_PREF_[TYPE]* *REST_PREF_[TYPE]_DKR*	**How much would you like to go to this restaurant?** *[Show same brand image as above]* 😖 😡 😕 😑 😊 😃 😍 ○ ○ ○ ○ ○ ○ ○ Don't know Refuse to answer
SPORTS PARTICIPATION *SPORT_PLAY*	**Do you play on a sports team?** Yes No Don't know Refuse to answer

TEAM SPONSORSHIP – EQUIPMENT *SPORT_EQUIP*	*UNIVERSE: Respondents who play on a sports team* **Are there any <u>names or logos</u> of <u>food or restaurant companies</u> on your sports equipment (like uniforms or water bottles)?** Yes No Does not apply to me [valid answer] Don't know Refuse to answer
TEAM SPONSORSHIP – SIGNS *SPORT_SIGN*	*UNIVERSE: Respondents who play on a sports team* **Are there any <u>names or logos</u> of <u>food or restaurant companies</u> on signs or banners at your sports practices, games, tournaments or competitions?** Yes No Does not apply to me [valid answer] Don't know Refuse to answer
SPORTS BETTING - NOTICE ADVERTISEMENTS NEW 2023 REVISED 2024 *GMB_AD* *GMB_AD2*	*UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico)* [PROGRAMMING NOTE: Randomize half the respondents to be asked about "sports betting" (original wording), and half to "gambling or sports betting" for next several similar measures] **Have you seen adverts or promotions for [<u>sports betting / gambling or sports betting</u>] in the last 30 days?** Yes No Don't know Refuse to answer
SPORTS BETTING – ADVERTISEMENT LOCATION NEW 2024 COUNTRY SPECIFIC WORDING *GMB_AD_LOC_SPORT* *GMB_AD_LOC_TV* *GMB_AD_LOC_ONLN* *GMB_AD_LOC_GAME* *GMB_AD_LOC_STORE* *GMB_AD_LOC_OTH* *GMB_AD_LOC_NONE* *GMB_AD_LOC_DK* *GMB_AD_LOC_R*	*UNIVERSE: gmb_ad=yes (saw ads or promotions for gambling or sports betting in the last 30 days]* **Where did you see adverts for gambling or sports betting in the last 30 days?** *Select all that apply.* Sports event (on TV or in-person) TV (broadcast TV, on-demand, streaming) Website or social media Video or computer games Stores (such as posters or ads in stores) Other I haven't seen any ads for gambling or sports betting in the last 30 days Don't know Refuse to answer

SPORTS BETTING – NOTICE SPORT TEAMS ==NEW 2023== ==REVISED 2024== *GMB_AD_TEAM* *GMB_AD_TEAM2*	[PROGRAMMING NOTE: Randomize half the respondents to be asked about "betting companies" (original wording), and half to "gambling or betting companies", using same randomization as in gmb_ad/ad2] **Have you seen any** <u>sports teams or athletes advertising [betting / gambling or betting] companies</u> **in the last 30 days?** Yes No Don't know Refuse to answer
SPORTS BETTING - NORMS ==NEW 2023== ==REVISED 2024== *GMB_NORMS* *GMB_NORMS2*	*UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico)* [PROGRAMMING NOTE: Randomize half the respondents to be asked about "sports betting" (original wording), and half to "gambling or sports betting", using same randomization as in gmb_ad/ad2] **Do people your age approve or disapprove of [sports betting / gambling or sports betting]?** Strongly approve Somewhat approve Neither approve nor disapprove Somewhat disapprove Strongly disapprove Don't know Refuse to answer
SPORTS BETTING - BET ==NEW 2023== *GMB_BET*	*UNIVERSE: Australia, Canada, United Kingdom, United States (skip in Chile and Mexico); Respondents aged 14-17* **Have you** <u>ever bet money</u> **on sports teams?** Yes No Don't know Refuse to answer

ENCOURAGEMENT 3

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

DATA QUALITY CHECK 1

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

OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

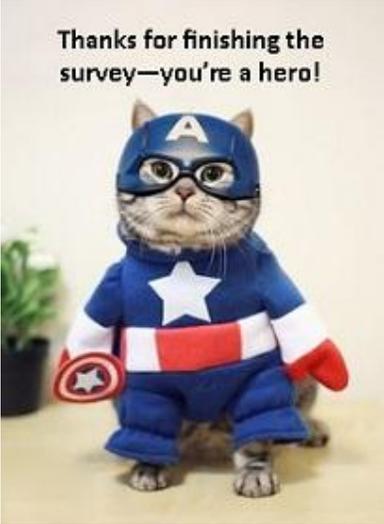| DRUG USE CSTADS modified *USE_CIG* *USE_ECIG* *USE_MJ* *USE_ALC* *USE_NONE* *USE_DK* *USE_R*	*UNIVERSE: Age 16-17* **Have you <u>ever</u> used any of the following?** *Select all that apply.* Tobacco cigarettes E-cigarettes / vaped nicotine Marijuana / cannabis Alcohol I have never used any of the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

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

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

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

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

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

END SCREEN <mark>REVISED 2021</mark> <mark>COUNTRY SPECIFIC WORDING</mark>	**You're finished - thank you!** As a reminder, this study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Board (REB #41477). If you have any questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4567 ext. 36005 or re<u>b@uwaterloo.ca</u>. 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 <u>dhammond@uwaterloo.ca</u> or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or <u>jma79@medschl.cam.ac.uk</u>. **Click NEXT to return to the survey company's website.** Thanks again for your help.
REDIRECT	You will now be redirected back to the survey company.
NIELSEN END SCREEN	[Screen shown by Nielsen] Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. You have earned [panel incentive].