INTERNATIONAL FOOD POLICY STUDY

UNITED KINGDOM SURVEY

2024 SURVEY (WAVE 8)

DECEMBER 2, 2025

SUGGESTED CITATION

HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: UNITED KINGDOM SURVEY – 2024 SURVEY (WAVE 8). UNIVERSITY OF WATERLOO. DECEMBER 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

NIELSEN INVITATION & PRESCREENER

DOMAIN SOURCE	QUESTION
SAMPLE INVITATION NEW 2019 REVISED 2023	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 by Nielsen and their partner panels. 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 NEW 2019	What is your age? *[numeric]* *[If <18 or >100:* TERMINATE] NOTE TO ETHICS: This is used as a quota screener by Nielsen; data not provided to researchers.
PANELIST SEX NEW 2019 REVISED 2021	What sex were you assigned at birth, meaning on your original birth certificate? Male Female NOTE TO ETHICS: This is used as a quota screener by Nielsen; data not provided to researchers.
SURVEY LENGTH CONFIRMATION REVISED 2020	You MUST complete the survey in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later. Are you willing to participate? Yes *[REDIRECT TO SURVEY]* No *[TERMINATE]*
PARENTAL STATUS NEW 2019	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 NOTE TO ETHICS: This screen is shown by Nielsen and their partner panels to help identify panelists who should also be contacted for the related study 'International Food Policy Study – Youth'. This question is not used to determine eligibility for the present study. The data will not be provided to researchers.
CHILD AGE AND GENDER NEW 2019 REVISED 2020	*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

NOTE TO ETHICS: This screen is shown by Nielsen and their partner panels to help identify panelists who should also be contacted for the related study 'International Food Policy Study – Youth'. This question is not used to determine eligibility for the present study. The data will not be provided to researchers.

ELIGIBILITY SCREENER & INFORMATION/CONSENT (IN ALCHEMER)

DOMAIN SOURCE	QUESTION
ELIGIBILITY INTRO REVISED 2024 *RECAPTCHA*	Before you continue to the study information, we need to confirm your eligibility with a few short questions. Please check the box below, and click 'next' to proceed with the survey. [reCAPTCHA "I'm not a robot" checkbox] *[PROGRAMMER NOTE: Utilize ReCAPTCHA and Duplicate Protection function based on IP address in Alchemer]*
AGE REVISED 2019 *AGE*	How old are you? [*numeric*] [*If <18 or >100:* "Unfortunately, you are not eligible for the study. Thank you for your time. You will now be redirected back to the survey company."]
SEX AT BIRTH CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN) *SEX*	What sex were you assigned at birth, meaning on your original birth certificate? Male Female Don't know Refuse to answer
SEX AT BIRTH FOLLOW-UP NEW 2024 *SEX2*	*UNIVERSE: Sex = 'Don't know' or 'Refuse to answer'* We know this can be a sensitive question for some people. We ask about sex-at-birth because it helps us to understand the profile of survey respondents. If you are not comfortable answering the question, you can choose 'Don't know' or 'Refuse to answer'. (We'll ask about your gender identity later in the survey). What sex were you assigned at birth, meaning on your original birth certificate? Male Female X (not specified on birth certificate) Don't know Refuse to answer
DIETARY RECALL RANDOMIZATION NEW 2024	[PROGRAMMER NOTE: Randomize 3400 respondents to complete main survey only; 500 respondents to "status quo" embedded recalls; 500 respondents to a stand-alone contact. Initially only randomize respondents to condition 2 or 3 (50:50) to fill those conditions first, and once have enough completes (who also pass the DQ_month and speed for condition 2), then shift to recruiting condition 1 (only).] Version 1: Main survey only Version 2: Stand-alone contacts Version 3: Status quo (one dietary recall immediately following main survey)

| INFO

REVISED 2019
REVISED 2020
REVISED 2021
REVISED 2022
REVISED 2023
REVISED 2024 | **Before you start the survey, please read the following information and let us know if you agree to participate.**
- The survey will examine eating patterns. The study is being conducted by Professor David Hammond at the University of Waterloo, Canada.
- You must be 18 years of age or older to participate in the study.
- [V1+V2: main survey only & stand-alone contact: The survey will ask you questions about your diet and nutrition, and other health-related behaviours such as smoking and alcohol use. The survey will take about 30 minutes.]
- [V3: status quo: The survey has two sections: the first section will ask you questions about your diet and nutrition, and other health-related behaviours such as smoking and alcohol use. The second section will ask you about the food you ate yesterday. To complete the second section, you'll be linked to a website run by the University of Cambridge. Each section will take 20-30 minutes – about an hour for the entire survey.]
- You MUST complete the survey in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later.
- Participation is voluntary. You can click 'refuse to answer' to any question you do not wish to answer. You can choose to stop the study at any time without penalty. If you choose to stop participating, you may receive your incentive by selecting 'refuse to answer' for all further questions until the end of the survey. Any data already collected may be used in the study, unless you contact the researcher to have it deleted.
- We take your privacy very seriously and will make every effort to keep your information strictly confidential. We will never share your personal information with any company or marketing firm. The study data will be collected using Alchemer software [v3: and the Intake24 system operated by the University of Cambridge]. Internet protocol (IP) addresses may be recorded by the software [v1/v2: program / v3: programs] 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 [v1/v2: program / v3: programs] to identify you personally. When information is transmitted over the internet, privacy cannot be guaranteed. There is always a risk your 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.
- This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 30829). However, the final decision about participation is yours. Participants who have concerns or questions about their involvement in the project may contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca.
- If you have any 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. |
| **CONSENT**
REVISED 2021

CONSENT | **Based on the information you received, do you agree to take part in this research study?**
Yes → [*continue to survey*]
No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE*] |

DEMOGRAPHICS

DOMAIN SOURCE	QUESTION
PREAMBLE	**First, we'd like to ask a few questions about your background.**
GENDER CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN) *GENDER* *GENDER_OTEXT*	**What is your current gender identity?** Man Woman Trans male/trans man Trans female/trans woman Gender queer/gender non-conforming Different identity → Please specify: [*open-ended*] Don't know Refuse to answer
STUDENT STATUS *STUDENT*	**Are you currently a student?** No Yes, full-time Yes, part-time Don't know Refuse to answer
OCCUPATION ADAPTED FROM CCHS *OCCUP* *OCCUP_OTEXT*	**What was your <u>main</u> activity in the <u>past week</u>?** Working at a paid job or business Vacation (from paid work) Looking for paid work Going to school/college/university (including vacation from school/college/university) Caring for children Household work Retired Maternity/paternity leave Long term illness Volunteering Caregiving other than for children Other (please specify):_____ Don't know Refuse to answer
CHILDREN – ANY REVISED 2024 *CHILD_ANY*	**Do you have any children (including step-children)?** Yes No Don't know Refuse to answer

CHILDREN IN HOME - NUMBER BRFSS ADAPTED REVISED 2024 *CHILD_HOME*	*UNIVERSE: Respondents with children (child_any=yes)* How many of your children <u>under the age of 18 live in your household</u> (including step-children)? [*dropdown with numbers from 0 to 10*] Don't know Refuse to answer
CHILDREN IN HOME – AGES REVISED 2019 *CHILD#_AGE* *CHILD#_DKR*	*UNIVERSE: Respondents with at least 1 child <18 in household (child_home>0)* Please enter the age[s] of your child[ren] who [is/are] <u>under 18 that live[s] in your household</u>, in years, in the box(es) below. Child #1 Age: [*numeric, decimal allowed*] Child #2 Age: [*numeric, decimal allowed*] Child #… [PROGRAMMER NOTE: add rows based on response to number of children living in household, up to 10 children] Don't know Refuse to answer
CURRENT LIVING SITUATION REVISED 2019 *LIVE_PARENT* *LIVE_SPOUSE* *LIVE_CHILD* *LIVE_ADCHILD* *LIVE_RELATIVE* *LIVE_ROOM* *LIVE_SCHOOL* *LIVE_ALONE* *LIVE_OTHER* *LIVE_DK* *LIVE_R* *LIVE_OTEXT*	[PROGRAMER NOTE: Only display "My child(ren) under the age of 18" if child_home>0. Only display "My child(ren) age 18 or older" if child_any=yes]. What is your current living situation? I live with… (Select all that apply) My parent(s) / guardian(s) My partner / spouse My child(ren) under the age of 18 My child(ren) age 18 and older Brother(s), sister(s), grandchild(ren), in-laws or other relative(s) People not related to me (flatmates or housemates) I live in accommodation provided by my school, university or college I live alone Other → Please specify: [*open-ended*] Don't know Refuse to answer

FOOD SOURCES

DOMAIN SOURCE	QUESTION
FOOD SOURCE – EATING OUT FREQUENCY NHANES adapted *EATOUT* *EATOUT_DKR*	Next, I'm going to ask you about meals. By meal, I mean BREAKFAST, LUNCH AND EVENING MEALS. During the PAST 7 DAYS, how many meals did you get that were PREPARED AWAY FROM HOME in places such as restaurants, fast food or take-away places, food stands, or from vending machines? Only include snacks if they counted as your meal. Do NOT include today. Enter number: _____ meals [numeric 0-21] Don't know Refuse to answer

FOOD SOURCE – PURCHASE LOCATIONS FOR FOOD PREPARED OUTSIDE THE HOME *EATOUT_LOC1…9* *EATOUT_LOC9_OTEXT* *EATOUT_LOC_DKR*	*UNIVERSE: Respondents who had at least 1 meal prepared away from home (eatout>0)* You said you had [#] meal(s) prepared outside the home in the past 7 days. How many of these meals did you get from each of the following locations? # of meals [*numeric*] Fast food / take-away / café (i.e., order from a counter, online, or by phone) [*numeric*] Sit-down restaurant or pub with a waiter/waitress [*numeric*] Work or school / university / college canteen (NOT including fast food chains) [*numeric*] Sandwich / Ready-meal from a supermarket [*numeric*] Burger, chip or kebab van / 'street food' [*numeric*] Convenience shop / corner shop / petrol station [*numeric*] Leisure centre, recreation, or entertainment venue [*numeric*] Vending machine [*numeric*] Some other kind of place (Please specify): Don't know Refuse to answer
FOOD SOURCE – PURCHASE FORMAT FOR FOOD PREPARED OUTSIDE THE HOME REVISED 2019 *FROM_DELSERV* *FROM_DELDIRECT* *FROM_NEAR* *FROM_FAR* *FROM_DKR*	*UNIVERSE: Respondents who had at least 1 meal prepared away from home (eatout>0)* You said you had [#] meal(s) prepared outside the home in the past 7 days. How many of those meals were… [*numeric*] Ordered using a food delivery service (e.g., UberEats, Just Eat, Deliveroo) and delivered to you [*numeric*] Ordered directly from a restaurant and delivered to you [*numeric*] Purchased in person at a restaurant / food outlet within 5 minutes of your home (using your usual mode of transportation, e.g., walk, drive, or public transport), excluding delivery [*numeric*] Purchased in person at a restaurant / food outlet more than 5 minutes away from your home (using your usual mode of transportation, e.g., walk, drive, or public transport), excluding delivery Don't know Refuse to answer
FOOD SOURCE – % PREPARED OUTSIDE HOME *EATOUT_PERC* *EATOUT_PERC_DKR*	Thinking about ALL THE FOOD YOU ATE during the past 7 days, INCLUDING SNACKS, what percentage was prepared outside the home? Enter percentage: _____ [*numeric percentage, 0 to 100%*] Don't know Refuse to answer
FOOD SOURCE – AT HOME INTRO	We are now going to ask you about the food you ate during the past 7 days that was PREPARED AT HOME. For example: If you made lunch at home and brought it to work or school, this would be "prepared at home". If your food came from home - even if it needed little or no preparation (e.g., an apple or crackers) - that counts as "prepared at home". Include food prepared by you or someone else at home. DO NOT include drinks.

FOOD SOURCE – PURCHASE LOCATIONS FOR FOOD PREPARED AT HOME REVISED 2019 COUNTRY SPECIFIC WORDING *HS_1…6, HS_8…10, HS_14* *HS_DK* *HS_R* *HS_10_OTEXT* *HS_NONE*	Please think about the food you ate that was <u>PREPARED AT HOME DURING THE PAST 7 DAYS</u>. **Where was it PURCHASED?** Select all that apply. Supermarket Cash & carry (e.g., Costco) Convenience / corner shop Pharmacy Farmer's market, market stall or greengrocer Ethnic or speciality food shop Supermarket delivery (e.g., Ocado) Food bank Grown by you or someone you know Some other place → Please specify: [*open-ended*] I have not prepared any food at home in the past 7 days Don't know Refuse to answer
FOOD SOURCE – PURCHASE METHOD FOR FOOD PREPARED AT HOME NEW 2020 *PM_STORE* *PM_ONLINE* *PM_FRIEND* *PM_FBANK* *PM_GROW* *PM_DK* *PM_R*	*UNIVERSE: Skip if previously selected "I have not prepared any food at home in the past 7 days" (HS14=Checked)* **Still thinking about the food PREPARED AT HOME IN THE PAST 7 DAYS, how/where did you get the food?** Select all that apply. In-store Ordered online (delivery or 'click and collect') Someone outside my household (e.g., friend, relative) purchased my groceries and delivered them Food bank Grown by you or someone you know Some other source → Please specify: [*open-ended*] Don't know Refuse to answer
READY-TO-EAT MEALS *READY* *READY_DKR*	*UNIVERSE: Respondents who did NOT indicate they "have not prepared any food at home in the past 7 days" (HS_none not selected)* **Thinking about the MEALS PREPARED AT HOME in the past 7 days, what percentage was "ready-to-eat" or "ready-meals" (e.g., microwave, frozen or packaged meals)?** This includes foods like frozen pizza, fish fingers, tinned soup, baking mixes, instant porridge, etc. Enter percentage: _____ [*numeric percentage, 0 to 100%*] Don't know Refuse to answer

FOOD SOURCE – MEAL DELIVERY SERVICE USE FOR FOOD PREPARED AT HOME NEW 2022 COUNTRY SPECIFIC WORDING *MEALKIT*	One last question about the food prepared at home: Was any of the food purchased in the past 7 days from a meal kit delivery service (e.g., HelloFresh, Gousto)? Yes No Don't know Refuse to answer
FOOD SOURCE – MEAL DELIVERY SERVICE USE PREVIOUSLY INCLUDED NEW 2022 *MEALKIT_INCL*	*UNIVERSE: Respondents who indicated they purchased food through a meal-kit delivery service* When answering questions about where you got your food, did you include the meal kits? Yes No Don't know Refuse to answer
ONLINE ORDERING NEW 2022 COUNTRY-SPECIFIC WORDING *ONLN_REST* *ONLN_GSTORE* *ONLN_GONLN* *ONLN_CONV* *ONLN_ALC* *ONLN_NONE* *ONLN_DK* *ONLN_R*	**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 Groceries from a supermarket Groceries from an online-only shop (e.g., Amazon) Snacks/food/drinks from a corner shop Alcohol None of the above Don't know Refuse to answer

ONLINE ORDERING FREQUENCY ==NEW 2022== ==COUNTRY-SPECIFIC WORDING== *ONLN_REST_FREQ* *ONLN_GSTORE_FREQ* *ONLN_GONLN_FREQ* *ONLN_CONV_FREQ* *ONLN_ALC_FREQ*	*UNIVERSE: Respondents who ordered food online/using an app from a convenience store and/or a restaurant, and/or groceries from a supermarket and/or groceries from an online-only stores, and/or alcohol* [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>groceries from a supermarket</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>groceries from an online-only shop (e.g., Amazon)</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 **How often have you ordered <u>alcohol</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

FOOD BANK USE Adapted from Canadian Household Panel Survey – 2008 NEW 2022 COUNTRY SPECIFIC WORDING *FDBANK_USE* *COMSERV_USE*	In the past 12 months, has anyone in your household used the following: **Food bank** Yes No Don't know Refuse to answer **Other food assistance for people in need** Yes No Don't know Refuse to answer
FOOD BANK USE FREQUENCY NEW 2022 *FDBANK_FREQ* COUNTRY SPECIFIC WORDING COMSERV_FREQ	*UNIVERSE: Respondents who indicated they used a food bank* **How many times did anyone in your household use a <u>food bank in the past 30 days</u>?** None Once Twice Three times Four or more times Don't know Refuse to answer *UNIVERSE: Respondents who indicated they used a community service to access free food* **How many times did anyone in your household use <u>other food assistance for people in need in the past 30 days</u>?** None Once Twice Three times Four or more times Don't know Refuse to answer
FOOD AFFORDABILITY NEW 2022 *AFF*	**Has food become more expensive for you in the last 12 months?** Much less expensive A little less expensive No change A little more expensive Much more expensive Don't know Refuse to answer

FOOD AFFORDABILITY ACTIONS ==NEW 2022== *AFF_ACT_BRAND* *AFF_ACT_LESS* *AFF_ACT_TYPES* *AFF_ACT_CHAIN* *AFF_ACT_BULK* *AFF_ACT_DISC* *AFF_ACT_GREW* *AFF_ACT_SCRATCH* *AFF_ACT_FDBANK* *AFF_ACT_REST* *AFF_ACT_NONE* *AFF_ACT_DK* *AFF_ACT_R*	*UNIVERSE: Respondents who indicated that food is a little or much more expensive* **Have you done anything different in the last 12 months because food is more expensive?** (Select all that apply). [PROGRAMMER NOTE: RANDOMIZE ORDER OF ITEM PRESENTATION.] Switched to less expensive brands Bought less food Changed the types of foods I buy Shopped at lower-priced supermarkets or discount chains Bought in bulk or value sizes Used more discount coupons or sales Grew more of my own food Baked or cooked from scratch more Used a food bank or other food assistance Bought less restaurant or take-away food None of the above Don't know Refuse to answer
FOOD AFFORDABILITY - FOOD PURCHASE IMPACT ==NEW 2022== ==REVISED 2024 (universe)== ==COUNTRY SPECIFIC WORDING== *AFF_BUY_FV* *AFF_BUY_MEAT* *AFF_BUY_MILK* *AFF_BUY_SNACK* *AFF_BUY_DESSERT* *AFF_BUY_BEV* *AFF_BUY_READY*	*UNIVERSE: Respondents who indicated that food is a little or much more expensive, or a little or much less expensive* **Has price affected how much you buy of these foods?** [PROGRAMMER NOTE: RANDOMIZE ORDER OF ITEM PRESENTATION.] **Fresh fruits and vegetables** **Meat** **Milk and cheese** **Snacks** like crackers, crisps or cereal bars **Desserts or treats** like biscuits, ice cream or sweets **Non-alcoholic beverages** like fizzy drinks and juice **Microwave, frozen or pre-prepared meals** [PROGRAMMER NOTE: Use table format] Buy less Buy more No change Don't know Refuse to answer

BEVERAGE INTAKE

DOMAIN SOURCE	QUESTION
BEVERAGE FREQUENCY INTRO	Next, we'd like to ask you about the drinks you've had over the PAST 7 DAYS. We'll be asking you about different categories of drinks. First, we'll ask you the TOTAL NUMBER OF DRINKS you've had in each category. Second, we'll ask you about your USUAL SIZE OF DRINK in each category.

BEVERAGE FREQUENCY QUESTIONNAIRE (BFQ) – NUMBER OF DRINKS BY TYPE ADAPTED FROM SEVERAL OTHER PAPER FFQS FOR BEVERAGES. <mark>REVISED 2019</mark> *BFQ_#_N* *BFQ_NONE* *BFQ_DK_N* *BFQ_R_N*	During the PAST 7 DAYS, HOW MANY DRINKS did you have in each category below? For example, if you had 2 regular fizzy drinks during the past 7 days, you would enter 2 in that box. If you had 1 regular fizzy drink EACH day, you would enter 7 in that box. [PROGRAMMER NOTE: Responses must be numeric and between 0-100; only allow participant to select 1 of none of the above, DK or R] # OF DRINKS [*numeric*] **Fizzy drinks** (Coke, Pepsi, 7-up, Sprite, root beer, etc) *Not including diet fizzy drinks* [*numeric*] **Diet fizzy drinks** (Diet Pepsi, Coke Zero, etc.) [*numeric*] **100% fruit or vegetable juice** (orange juice, apple juice, etc.) [*numeric*] **Sweetened fruit drinks** (lemonade, iced tea, SunnyD, fruit punch/cocktail, etc.) [*numeric*] **Low-/no-calorie** fruit **drinks** (diet lemonade, unsweetened iced tea, etc.) [*numeric*] **Tap water** [*numeric*] **Plain bottled water** [*numeric*] **Sweetened flavoured waters or vitamin waters <u>with</u> calories** (squash, cordial, Vitaminwater, etc.) [*numeric*] **Low-/no-calorie flavoured waters or vitamin waters** (Touch of Fruit, Perfectly Clear, etc.) [*numeric*] **Regular sports drinks** (Lucozade Sport, Powerade, etc.) [*numeric*] **Low-/no-calorie sports drinks** (Lucozade Sport Low Cal, Powerade Zero, etc.) [*numeric*] **Regular energy drinks** (Red Bull, Rockstar, Monster, etc.) [*numeric*] **Low-/no-calorie energy drinks** (Red Bull Sugarfree, etc.) [*numeric*] **White milk** or unsweetened milk alternatives (unsweetened soy, almond, etc.) as a beverage *NOT including milk consumed in cereal, etc.* [*numeric*] **Chocolate or flavoured milk** (incl. hot chocolate), or sweetened milk alternatives (sweetened soy, almond, etc.) [*numeric*] **Coffee or tea, <u>with</u> sugar** (with or without milk) [*numeric*] **Coffee or tea, <u>no sugar</u>** (with or without milk or artificial sweetener) [*numeric*] **Sweetened speciality coffees or teas** (mochas, frappuccinos, chai lattes, iced coffee, etc.) [*numeric*] **Sweetened smoothies, protein shakes, or drinkable yogurt** [*numeric*] **Unsweetened smoothies, protein shakes, or drinkable yogurt** [*numeric*] **Beer, cider, lager** [*numeric*] **Wine** (red, white or rose) [*numeric*] **Spirits <u>with mixers</u>, cocktails that have calories** (rum & coke, gin & tonic, margarita, etc.) [*numeric*] **Spirits with <u>no mixers</u> or non-caloric mix** (shots, whiskey on the rocks, vodka & soda, rum & diet coke, etc.) None of the above Don't know Refuse to answer
BFQ SIZE INTRO <mark>NEW 2019</mark>	Now we'll ask you about your USUAL SIZE OF DRINK in each category. [PROGRAMMER NOTE: Hidden custom script identifies which drink categories were consumed and should be shown in the following usual size section]

BFQ – USUAL SIZE ADAPTED FROM SEVERAL OTHER PAPER FFQS FOR BEVERAGES. <mark>REVISED 2019</mark> *BFQ_#_SIZE_UK* *BFQ_#_SIZE_DK_UK* *BFQ_#_SIZE_R_UK*	[PROGRAMMER NOTE: For each category that there was at least one drink consumed, ask size question - images should only be shown for beverage categories selected above. Show each category on a separate page with the question header.] **For each type of drink, what size did you <u>USUALLY</u> have?** If you had different sizes, select the picture that is closest to the average size. **Fizzy drinks** (Coke, Pepsi, 7-Up, Sprite, root beer, etc.) *NOT including diet fizzy drinks* **Diet fizzy drinks** (Diet Pepsi, Coke Zero, etc.)

100% fruit or vegetable juices (orange juice, apple juice, etc.)

Less	250 mL	Juicebox (250 mL)	Small bottle (250 mL)	Large bottle (500 mL)
Less than 250 mL				

More than 500 mL

Sweetened fruit drinks (lemonade, iced tea, SunnyD, fruit punch/cocktail, etc.)

Less	250 mL	Juicebox (250 mL)	Can (330 mL)	Bottle (500 mL)
Less than 250 mL				

More than 500 mL

Low-/no-calorie fruit drinks (diet lemonade, unsweetened iced tea, etc.)

Less	250 mL	Juicebox (250 mL)	Can (330 mL)	Bottle (500 mL)
Less than 250 mL				

More than 500 mL

Tap water

| Less | 250 mL | 375 mL | 500 mL | Reusable bottle (750 mL) |

Less than 250 mL

| More |

More than 750 mL

Plain bottled water

| Less | Small bottle (250 mL) | Bottle (500 mL) | Large bottle (1 L) | More |

Less than 250 mL — More than 1 L

Sweetened flavoured waters or vitamin waters <u>with</u> calories (squash, cordial, Vitaminwater, etc.)

| Less | 250 mL | Small bottle (500 mL) | Bottle (500 mL) | Large bottle (750 mL) |

Less than 250 mL

| Extra large bottle (1 L) | More |

More than 1 L

Low-/no-calorie flavoured waters or vitamin waters (Touch of Fruit, Perfectly Clear, etc.)

Less				
Less than 250 mL	250 mL	Small bottle (500 mL)	Bottle (500 mL)	Large bottle (750 mL)

	More
Extra large bottle (1 L)	More than 1 L

Regular sports drinks (Lucozade Sport, Powerade, etc.)

Less				More
Less than 250 mL	250 mL	Regular bottle (500 mL)	Large bottle (1 L)	More than 1 L

Low-/no-calorie sports drinks (Lucozade Sport Low Cal, Powerade Zero, etc.)

Less				More
Less than 250 mL	250 mL	Regular bottle (500 mL)	Large bottle (1 L)	More than 1 L

Regular energy drinks (Rockstar, Red Bull, Monster, etc.)

Less	Small can (250 mL)	Can (330 mL)	Tall can (500 mL)	XL Can (710 mL)
Less than 250 mL				

More
More than 710 mL

Low-/no-calorie energy drinks (Red Bull Sugarfree, etc.)

Less	Small can (250 mL)	Can (330 mL)	Tall can (500 mL)	XL Can (710 mL)
Less than 250 mL				

More
More than 710 mL

White milk or unsweetened milk alternatives (unsweetened soy, almond, etc.), as a beverage *NOT including milk consumed in cereal, etc.*

Less	250 mL	Box (250 mL)	1 Pint (570 mL)	2 Pints (1.1 L)
Less than 250 mL				

More
More than 1.1 L

Chocolate or flavoured milk (incl. hot chocolate), or sweetened milk alternatives (sweetened soy, almond, etc.)

Less				
Less than 250 mL	250 mL	Small carton (250 mL)	Bottle (400 mL)	Medium carton (500 mL)

	More
Large carton (1 L)	More than 1 L

Coffee or tea, <u>with</u> sugar (with or without milk)

Less				
Less than 175 mL	Teacup (175 mL)	Small (295 mL)	Mug (375 mL)	Medium (415 mL)

		More
Large (473 mL)	Extra large (591 mL)	More than 591 mL

Coffee or tea, <u>no sugar</u> (with or without milk or artificial sweetener)

Less				
Less than 175 mL	Teacup (175 mL)	Small (295 mL)	Mug (375 mL)	Medium (415 mL)

		More
Large (473 mL)	Extra large (591 mL)	More than 591 mL

Sweetened speciality coffees or teas (mochas, frappuccinos, chai lattes, iced coffee, etc.)

Less				
Less than 175 mL	Teacup (175 mL)	Small (295 mL)	Mug (375 mL)	Medium (415 mL)

		More
Large (473 mL)	Extra large (591 mL)	More than 591 mL

Sweetened smoothies, protein shakes, or drinkable yogurt

Less				
Less than 100 mL	Small bottle (100 mL)	Box (180 mL)	Bottle (250 mL)	250 mL

		More
375mL	500 mL	710 mL	More than 710 mL

Unsweetened smoothies, protein shakes, or drinkable yogurt

Less	Small bottle (100 mL)	Box (180 mL)	Bottle (250 mL)	250 mL
Less than 100 mL				

375 mL	500 mL	710 ml	More
			More than 710 mL

Beer, cider, lager

Less	Half pint (285 mL)	Can (330 mL)	Bottle (330 mL)	Large can (440 mL)
Less than 285 mL				

Large bottle (500 mL)	Pint (570 mL)	More
		More than 570 mL

Wine (red, white or rose)

Less	125 mL glass	175 mL glass	250 mL glass	More
Less than 125 mL				More than 250 mL

Spirits with mixers, cocktails that have calories
(rum & coke, gin & tonic, margarita, etc.)

Less				
Less than 250 mL	250 mL	Can (250 mL)	375 mL	500 mL

More
More than 500 mL

Spirits with no mixers or non-caloric mix
(shots, whiskey on the rocks, vodka & soda, rum & diet coke, etc.)

	Less			
1 measure (25 mL)	Less than 250 mL	250 mL	Can (250 mL)	375 mL

	More
500 mL	More than 500 mL

Don't know [*for each type*]
Refuse to answer [*for each type*]

BFQ – BULK SIZE CONFIRMATION NEW 2023 *BFQ_1_BULK* *BFQ_2_BULK* *BFQ_7_BULK* *BFQ_8_BULK* *BFQ_9_BULK* *BFQ_10_BULK* *BFQ_11_BULK* *BFQ_14_BULK* *BFQ_15_BULK*	[PROGRAMMER NOTE: For each selection of a large bulk bottle size (2L pop, 2L diet pop, 1L bottled water OR >1L bottled water, 1L regular flavoured water, 1L low-no calorie flavoured water, 1L regular sports drink, 1L low/no calorie sport drinks, 1.1L milk OR >1L milk, 1.1L chocolate milk OR >1L chocolate milk), ask a follow-up question about number of bottles consumed.] Just to check… About <u>how many of these [bottles/cartons]</u> did you drink in the past 7 days, in total? Don't include sharing with others. Only include the amount that you drank. [show image of bottle selected] [PROGRAMMER NOTE: refer to carton for chocolate milk; elsewhere refer to bottle] Less than half a [bottle/carton] About half a [bottle/carton] 1 [bottle/carton] 2 [bottles/cartons] 3 [bottles/cartons] 4 [bottles/cartons] 5 [bottles/cartons] 6 [bottles/cartons] 7 [bottles/cartons] 8 [bottles/cartons] 9 [bottles/cartons] 10 [bottles/cartons] More than 10 [bottles/cartons] Don't know Refuse to answer
BFQ - CONSUME DEALCOHOLIZED DRINKS NEW 2023 *NONALC_CONS*	During the PAST 7 DAYS, did you have any <u>non-alcoholic</u> beer, wine or spirits? Yes No Don't know Refuse to answer

FOOD PREPARATION AND FOOD SKILLS

DOMAIN SOURCE	QUESTION
FOOD SHOPPING ROLE ADAPTED FROM USDA: AMERICAN TIME USE SURVEY - EATING & HEALTH MODULE 2014-2016 <mark>REVISED 2019</mark> *SHOP*	How much of the food shopping do you do in your household? Most Share equally with other(s) Some, but less than other(s) None Don't know Refuse to answer
FREQUENCY OF PREPARING MAIN MEALS UK NATIONAL DIET AND NUTRITION SURVEY (NDNS) *PREP_FREQ*	How often do you prepare a main meal for yourself or others? Never Only for special occasions Less than once a week One or two days a week Some days (3–4 a week) Most days (5–6 a week) Every day Don't know Refuse to answer
COOKING SKILLS – GENERAL *SKILL_OVERALL*	Overall, how would you rate your cooking skills? Poor Fair Good Very good Excellent Don't know Refuse to answer

FOOD SECURITY

DOMAIN SOURCE	QUESTION
FOOD SECURITY – INTRO USDA HFSM	These next questions are about the food eaten in your household in the last 12 months, since [current month] of last year, and whether you were able to afford the food you need.
FOOD SECURITY – HH1 USDA HFSM *HH1*	Which of these statements best describes the food eaten in your household in the last 12 months: You and other household members always had enough of the kinds of foods you wanted to eat. You and other household members had enough to eat, but not always the <u>kinds</u> of food you wanted. Sometimes you and other household members did <u>not</u> have <u>enough</u> to eat. <u>Often</u> you and other household members didn't have enough to eat. Don't know Refuse to answer
FOOD SECURITY – HH INTRO	Now you will see several statements that may be used to describe the food situation for a household. Please indicate if the statement was often true, sometimes true, or never true for you and other household members <u>IN THE LAST 12 MONTHS</u> – that is since last [name of current month].
FOOD SECURITY – HH2 USDA HFSM *HH2*	You and other household members worried that food would run out before you got money to buy more. Often true Sometimes true Never true Don't know Refuse to answer
FOOD SECURITY – HH3 USDA HFSM *HH3*	The food that you and other household members bought just didn't last, and there wasn't any money to get more. Often true Sometimes true Never true Don't know Refuse to answer
FOOD SECURITY – HH4 USDA HFSM *HH4*	You and other household members couldn't afford to eat balanced meals. Often true Sometimes true Never true Don't know Refuse to answer
FIRST LEVEL SCREENING	If affirmative response to one or more of HH1-HH4 (i.e., HH1=3 or 4, or HH2-HH4=1 ("often true") or 2 ("sometimes true"), then continue to AD1; otherwise, if children under age 18 are present in the household (child_home>0), skip to CH1; otherwise skip to End of Food Security Module.

FOOD SECURITY – AD1 USDA HFSM *AD1*	*UNIVERSE: Respondents who passed first level screening* **In the last 12 months, since last (name of current month), did you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food?** Yes No Don't know Refuse to answer
FOOD SECURITY – AD1a USDA HFSM *AD1A*	*UNIVERSE: AD1=1 (yes)* **How often did this happen?** Almost every month Some months but not every month Only 1 or 2 months Don't know Refuse to answer
FOOD SECURITY – AD2 USDA HFSM *AD2*	*UNIVERSE: Respondents who passed first level screening* **In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?** Yes No Don't know Refuse to answer
FOOD SECURITY – AD3 USDA HFSM *AD3*	*UNIVERSE: Respondents who passed first level screening* **In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?** Yes No Don't know Refuse to answer
FOOD SECURITY – AD4 USDA HFSM *AD4*	*UNIVERSE: Respondents who passed first level screening* **In the last 12 months, did you lose weight because there wasn't enough money for food?** Yes No Don't know Refuse to answer
SECOND LEVEL SCREENING	If affirmative response to one or more of AD1-AD4, then continue to AD5; otherwise, if children under age 18 are present in the household (child_home >0), skip to CH1, otherwise skip to End of Food Security Module.
FOOD SECURITY – AD5 USDA HFSM *AD5*	*UNIVERSE: Respondents who passed second level screening* **In the last 12 months, did you or other adults in your household ever not eat for a whole day because there wasn't enough money for food?** Yes No Don't know Refuse to answer

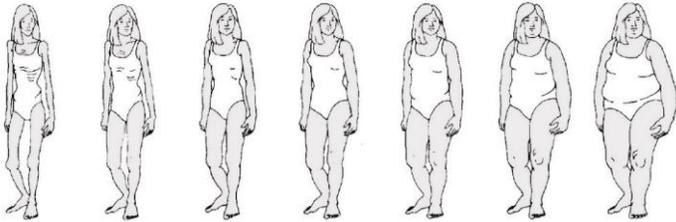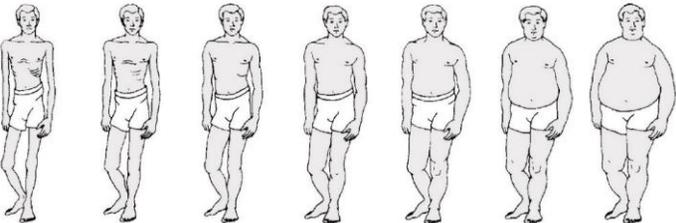|	
FOOD SECURITY – **AD5a** USDA HFSM *AD5A*	*UNIVERSE: AD5=1 (yes)* How often did this happen? Almost every month Some months but not every month Only 1 or 2 months Don't know Refuse to answer
CHILD LEVEL 1 **SCREENING**	Households with no child under age 18 (child_home=0, DK/R), skip to End of Food Security Module.
FOOD SECURITY **CHILD INTRO**	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* Now you will see several statements that people have made about the food situation of their children.
FOOD SECURITY – **CH1** USDA HFSM *CH1*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* You or other adults in your household relied on only a few kinds of low-cost food to feed the children because you were running out of money to buy food. Often true Sometimes true Never true Don't know Refuse to answer
FOOD SECURITY – **CH2** USDA HFSM *CH2*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* You or other adults in your household couldn't feed the children a balanced meal, because you couldn't afford that. Often true Sometimes true Never true Don't know Refuse to answer
FOOD SECURITY – **CH3** USDA HFSM *CH3*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* The children were not eating enough because you or other adults in your household just couldn't afford enough food. Often true Sometimes true Never true Don't know Refuse to answer
CHILD LEVEL 2 **SCREENING**	If affirmative response to one or more of CH1-CH3 (i.e., CH1-CH3= 1 ("often true") or 2 ("sometimes true")), then continue to CH4; otherwise skip to End of Food Security Module.
FOOD SECURITY – **CH4** USDA HFSM *CH4*	*UNIVERSE: Respondents who passed child level 2 screening* In the last 12 months, since last [current month] did you ever cut the size of any of the children's meals because there wasn't enough money for food? Yes No Don't know Refuse to answer

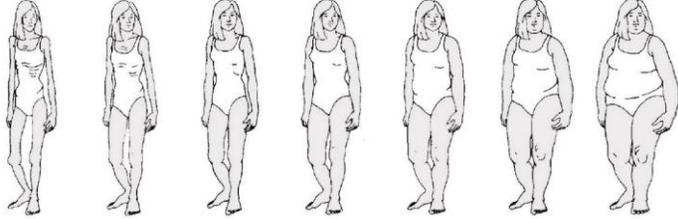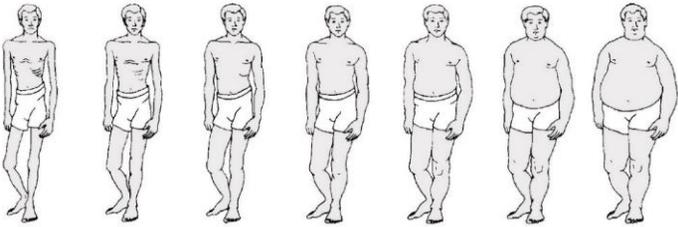|	
FOOD SECURITY – CH5 USDA HFSM *CH5*	*UNIVERSE: Respondents who passed child level 2 screening* In the last 12 months, did any of the children ever skip meals because there wasn't enough money for food? Yes No Don't know Refuse to answer
FOOD SECURITY – CH5a USDA HFSM *CH5A*	*UNIVERSE: CH5=1 (yes)* How often did this happen? Almost every month Some months but not every month Only 1 or 2 months Don't know Refuse to answer
FOOD SECURITY – CH6 USDA HFSM *CH6*	*UNIVERSE: Respondents who passed child level 2 screening* In the last 12 months, were the children ever hungry but you just couldn't afford more food? Yes No Don't know Refuse to answer
FOOD SECURITY – CH7 USDA HFSM *CH7*	*UNIVERSE: Respondents who passed child level 2 screening* In the last 12 months, did any of the children ever not eat for a whole day because there wasn't enough money for food? Yes No Don't know Refuse to answer
DRINKING WATER SOURCE NEW 2022 COUNTRY SPECIFIC WORDING *WAT_SOURCE* *WAT_SOURCE_OTEXT*	The next questions are about drinking water. What is the MAIN type of water you drink in your home? Tap water (filtered or unfiltered) Boiled tap water (filtered or unfiltered) Bottled water (any size) Other (specify): _____ Don't know Refuse to answer
WATER SAFETY – DRINK NEW 2022 *WAT_SAFETY*	How safe is it to drink the <u>tap water</u> from your home? (Do not include filtered, boiled, or bottled water.) Not at all safe A little safe Somewhat safe Very safe Don't know Refuse to answer

DIETARY PATTERNS AND EFFORTS

DOMAIN SOURCE	QUESTION
EATING RESTRICTIONS ADAPTED (HEAVILY) FROM TNT 2015 REVISED 2022 REVISED 2023 (universe) *RESTRICT2_[TYPE] RESTRICT2_NONE RESTRICT2_DK RESTRICT2_R RESTRICT2_RELTEXT*	**Would you describe yourself as**: (Select all that apply) Vegetarian (don't eat meat or fish) Vegan (don't eat animal products: no meat/fish, no dairy, no eggs) Pescatarian (eat fish, but no other meat) Following a religious practice for eating → Please specify: [*open-ended*] None of the above Don't know Refuse to answer
DIET MODIFICATION EFFORTS CONDITION REVISED 2024	[PROGRAMMER NOTE: Randomize 3300 (75%) respondents/country to complete the original diet modification effort measure, and 1100 (25%) respondents/country to complete the modified version.]
DIET MODIFICATION EFFORTS ADAPTED FROM TNT 2015 REVISED 2019 REVISED 2020 REVISED 2022 REVISED 2023 COUNTRY SPECIFIC WORDING *EFFORT_[TYPE]*	*UNIVERSE: Respondents randomized to original diet modification efforts measures* **Have you made an effort to consume more or less of the following in the past year?**

UNIVERSE: Respondents randomized to original diet modification efforts measures

Have you made an effort to consume more or less of the following in the past year?

	Consume LESS	Consume MORE	No effort made	Don't Know	Refuse to answer
Calories					
Fat					
Saturated fat					
Protein					
Fibre					
Sugar / added sugar					
Salt / sodium					
Fruit and vegetables					
Whole grains					
Dairy products					
All meats					
Red or processed meat (e.g., beef, pork, salami) only					
Sugary drinks					
100% fruit juice					

'Artificial' low-calorie sweeteners like aspartame					
'Natural' low-calorie sweeteners like stevia					
Ultra-processed foods					

[PROGRAMMER: Split on two screens, with first 9 items on screen 1, next 8 items on screen 2]

DIET MODIFICATION EFFORTS – V3

<mark>NEW 2024</mark>

<mark>COUNTRY SPECIFIC WORDING</mark>

EFFORT3_[TYPE]

UNIVERSE: Respondents randomized to revised diet modification efforts measures

Do you make an effort to consume more or less of the following?

If you don't have any, select 'Consume LESS / NONE'.

	Consume LESS / NONE	Consume MORE	No effort made	Don't Know	Refuse to answer
[same items as above]					

PLANT BASED PROTEIN – SPECIAL EFFORT

<mark>NEW 2022</mark>
<mark>REVISED 2023 (universe)</mark>

PLANT2

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 LOSS EFFORTS, BODY PERCEPTIONS, AND WEIGHT STIGMA

DOMAIN SOURCE	QUESTION
PERCEIVED BODY SIZE K. MAXIMOVA ET AL. THE ROLE OF UNDERESTIMATING BODY SIZE FOR SELF-ESTEEM AND SELF-EFFICACY AMONG GRADE FIVE CHILDREN IN CANADA. ANNALS OF EPIDEMIOLOGY 2015; 25:753-759. IMAGES FROM (COLLINS, 1991) REVISED 2020 *WT_BODY_F* *WT_BODY_F_DK* *WT_BODY_F_R* *WT_BODY_M* *WT_BODY_M_DK* *WT_BODY_M_R*	Which body is most like your own body? *UNIVERSE: gender= 2 (woman) or 4 (trans female/trans woman)* *UNIVERSE: gender= 1 (man) or 3 (trans male/trans man)* Don't know Refuse to answer

BODY SIZE IDEAL ADAPTED FROM GUTS NEW 2022 *WT_IDEAL_F* *WT_IDEAL_F_DK* *WT_IDEAL_F_R* *WT_IDEAL_M* *WT_IDEAL_M_DK* *WT_IDEAL_M_R*	Which picture looks most like how you <u>WANT</u> YOUR BODY TO LOOK? *UNIVERSE: gender= 2 (woman) or 4 (trans female/trans woman)* *UNIVERSE: gender= 1 (man) or 3 (trans male/trans man)* Don't know Refuse to answer
PERCEIVED WEIGHT CCHS *WT_PERCEIVE*	Do you consider yourself to be... Obese Overweight Underweight Just about right Don't know Refuse to answer
WEIGHT BEHAVIOUR Adapted from: NHANES, 2009-2010 *WT_TRY_LOSS* *WT_TRY_GAIN* *WT_TRY_SAME* *WT_TRY_NOT* *WT_TRY_DK* *WT_TRY_R*	During the <u>past 12 months</u> have you tried to…. (Select all that apply) Lose weight Gain weight Stay the same weight I have not tried to do anything about my weight Don't know Refuse to answer

WEIGHT LOSS METHODS NHANES DIET HISTORY QUESTIONNAIRE (ADAPTED) *WT_LOSS_[TYPE]* *WT_LOSS_NONE* *WT_LOSS_DK* *WT_LOSS_R* *WT_LOSS_DIETTEXT* *WT_LOSS_OTEXT* *WT_SAME_[TYPE]* *WT_SAME_NONE* *WT_SAME_DK* *WT_SAME_R* *WT_SAME_DIETTEXT* *WT_SAME_OTEXT* *WT_LOSS_SAME_[TYPE]* *WT_LOSS_SAME_NONE* *WT_LOSS_SAME_DK* *WT_LOSS_SAME_R* *WT_LOSS_SAME_DIETTEXT* *WT_LOSS_SAME_OTEXT*	*UNIVERSE: Tried to lose weight, but did not try to stay the same weight (wt_try_loss=1 and wt_try_same=0)* **How did you try to lose weight** <u>in the past 12 months</u>**?** (Select all that apply) *UNIVERSE: Did not try to lose weight, but tried to stay the same weight (wt_try_loss=0 and wt_try_same=1)* **How did you try to 'stay the same weight'** <u>in the past 12 months</u>**?** (Select all that apply) *UNIVERSE: Tried to lose weight and tried to stay the same weight (wt_try_loss=1 and wt_try_same=1)* **How did you try to lose weight or 'stay the same weight'** <u>in the past 12 months</u>**?** (Select all that apply) Skipped meals or fasted Ate less food (amount) Ate less fat Ate less sugar or sweets Ate fewer carbohydrates Ate more fruits, vegetables or salads Switched to foods with lower calories Followed a special diet or weight loss program (e.g., Atkins, Weight Watchers.) → Please specify: [*open-ended*] Used a liquid diet formula such as Slimfast or Optifast Did a cleanse or detox diet Exercised Drank a lot of water Got help from a health professional Took diet pills prescribed by a doctor Took other pills, medicines, herbs, or supplements not needing a prescription Took laxatives or vomited Started to smoke or began to smoke again Other → Please specify: [*open-ended*] None of the above Don't know Refuse to answer
DOCTOR ADVICE ==NEW 2024== *DOC_ADV*	**In the past 12 months, has a doctor or nurse advised you to do any of the following?** [PROGRAMMER NOTE: Show table with yes/no/DK/R for each item] Lose weight Exercise more Reduce sodium or salt intake Reduce cholesterol in your diet Eat a healthy, balanced diet Take weight loss medication
WEIGHT LOSS OR DIABETES MEDICATIONS – EVER USE ==NEW 2024== *RX_WTDB*	**Have you EVER taken any prescription medications for weight loss and/or diabetes?** Yes No Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – EVER USE NEW 2024 *RX_EVER_SMINJ* *RX_EVER_SMTAB* *RX_EVER_TIRZ* *RX_EVER_LIRA* *RX_EVER_NALT* *RX_EVER_DULA* *RX_EVER_PHEN* *RX_EVER_ORL* *RX_EVER_EXEN* *RX_EVER_SET* *RX_EVER_OTH* *RX_EVER_OTEXT* *RX_EVER_NONE* *RX_EVER_DK* *RX_EVER_R*	*UNIVERSE: rx_wtdb=yes (ever taken a medication for weight loss or diabetes)* **Have you EVER taken any of the following prescription medications?** (Select all that apply) Semaglutide injections (e.g., Ozempic, Wegovy) Semaglutide tablets (e.g., Rybelsus) Tirzepatide (e.g., Mounjaro, Zepbound) Liraglutide (e.g., Saxenda, Victoza) Naltrexone-bupropion (e.g., Contrave, Mysimba) Dulaglutide (e.g., Trulicity) Phentermine-topiramate (e.g., Qsymia) Orlistat (e.g., Xenical, Alli, Orlos) Exenatide (e.g., BYDUREON BCise) Setmelanotide (e.g., Imcivree) Other prescription weight loss medication (please specify): _____ None of the above Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – CURRENT NEW 2024 *RX_CURR_SMINJ* *RX_CURR_SMTAB* *RX_CURR_TIRZ* *RX_CURR_LIRA* *RX_CURR_NALT* *RX_CURR_DULA* *RX_CURR_PHEN* *RX_CURR_ORL* *RX_CURR_EXEN* *RX_CURR_SET* *RX_CURR_OTH* *RX_CURR_OTEXT* *RX_CURR_NONE* *RX_CURR_DK* *RX_CURR_R*	*UNIVERSE: rx_ever=ever taken any of 10 pre-specified medications or 'other'* **Are you CURRENTLY taking any of the following prescription medications?** (Select all that apply) [PROGRAMMER NOTE: only list medications previously selected in 'rx_ever'; as well as 'other prescription weight loss medication', none of the above, don't know and refused]. Semaglutide injections (e.g., Ozempic, Wegovy) Semaglutide tablets (e.g., Rybelsus) Tirzepatide (e.g., Mounjaro, Zepbound) Liraglutide (e.g., Saxenda, Victoza) Naltrexone-bupropion (e.g., Contrave, Mysimba) Dulaglutide (e.g., Trulicity) Phentermine-topiramate (e.g., Qsymia) Orlistat (e.g., Xenical, Alli, Orlos) Exenatide (e.g., BYDUREON BCise) Setmelanotide (e.g., Imcivree) Other prescription weight loss medication (please specify): _____ None of the above Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – LAST 12 MONTHS NEW 2024 *RX_12M_SMINJ* *RX_12M_SMTAB* *RX_12M_TIRZ* *RX_12M_LIRA* *RX_12M_NALT* *RX_12M_DULA* *RX_12M_PHEN* *RX_12M_ORL* *RX_12M_EXEN* *RX_12M_SET* *RX_12M_OTH* *RX_12M_OTEXT* *RX_12M_NONE* *RX_12M_DK* *RX_12M_R*	*UNIVERSE: rx_curr=none (ever took any of the 10 pre-specified medications or 'other', but not currently)* [PROGRAMMER NOTE: Hide back button] **In the PAST 12 MONTHS, did you take any of the following prescription medications?** (Select all that apply) [PROGRAMMER NOTE: only list medications previously selected in 'rx_ever'; as well as 'other prescription weight loss medication', none of the above, don't know and refused]. Semaglutide injections (e.g., Ozempic, Wegovy) Semaglutide tablets (e.g., Rybelsus) Tirzepatide (e.g., Mounjaro, Zepbound) Liraglutide (e.g., Saxenda, Victoza) Naltrexone-bupropion (e.g., Contrave, Mysimba) Dulaglutide (e.g., Trulicity) Phentermine-topiramate (e.g., Qsymia) Orlistat (e.g., Xenical, Alli, Orlos) Exenatide (e.g., BYDUREON BCise) Setmelanotide (e.g., Imcivree) Other prescription weight loss medication (please specify): _____ None of the above Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – SEMAGLUTIDE BRAND NEW 2024 *RX_SM_BRD_OZ* *RX_SM_BRD_WE* *RX_SM_BRD_OTH* *RX_SM_BRD_OTEXT* *RX_SM_BRD_DK*	*UNIVERSE: rx_curr=semaglutide injection* **What is the name of the Semaglutide injection you are taking?** *UNIVERSE: rx_12m=semaglutide injection* **What was the name of the Semaglutide injection you took?** (Select all that apply) [PROGRAMMER NOTE: Allow respondents to select all including "I don't know the name" in combination with other brands (but refused=exclusive)] Ozempic Wegovy Other name(s) (please specify): _____ I don't know the name [valid answer] Refuse to answer

WEIGHT LOSS MEDICATIONS – TIRZEPATIDE BRAND NEW 2024 RX_TR_BRD_MON RX_TR_BRD_ZEP RX_TR_BRD_OTH RX_TR_BRD_OTEXT RX_TR_BRD_DK RX_TR_BRD_R	*UNIVERSE: rx_curr=tirzepatide injection* **What is the name of the Tirzepatide injection you are taking?** *UNIVERSE: rx_12m= tirzepatide injection* **What was the name of the Tirzepatide injection you took?** (Select all that apply) [PROGRAMMER NOTE: Allow respondents to select all including "I don't know the name" in combination with other brands (but refused=exclusive)] Mounjaro Zepbound Other name(s) (please specify): _____ I don't know the name [valid answer] Refuse to answer
WEIGHT LOSS MEDICATION OF INTEREST – NEW 2024 RX_INT	*UNIVERSE: rx_curr= currently taking two or more of the 10 pre-specified medications* Randomly select the name of 1 medication type from the types selected by the respondent as being 'currently' taken (to insert name in subsequent questions). Exclude any open-text 'other' response options from the randomization choices (i.e., if the respondent selected 1 (or more) of the 10 pre-specified medication types, AND entered an 'other' type, only include the types of medications that were pre-specified in the list in the randomization choices). *UNIVERSE: rx_12m=took two or more of the 10 pre-specified medications in past 12 months but not currently* Randomly select the name of 1 medication type from the types selected by the respondent as taken in the past 12 months (to insert name in subsequent questions). Exclude any open-text 'other' response options from the randomization choices (i.e., if the respondent selected 1 (or more) of the 10 pre-specified medication types, AND entered an 'other' type, only include the types of medications that were pre-specified in the list in the randomization choices).
WEIGHT LOSS MEDICATIONS – REASON NEW 2024 RX_RSN RX_RSN_OTEXT	*UNIVERSE: Using any of 10 pre-specified medications currently or in past 12 months (skip if only selected 'other')* [PROGRAMMER NOTE: Hide back button. Insert name of randomly selected 'medication of interest' into sentence below. If the respondent only selected 1 medication (among the 10 pre-specified types), then insert that medication name]. **We are going to ask you a few more questions about your use of [name of selected/only medication].** **Was the medication prescribed for diabetes, weight loss, or both?** Diabetes only Weight loss only Diabetes and weight loss Other (please specify): _____ Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – EXPERIENCE 1 NEW 2024 *RX_EXPC_HLTH* *RX_EXPC_UHLTH* *RX_EXPC_ENJ* *RX_EXPC_PA* *RX_EXPC_THNK*	*UNIVERSE: rx_curr=currently taking a pre-specified medication (skip if only selected 'other')* [PROGRAMMER NOTE: Insert name of randomly selected 'medication of interest' into sentence below. If the respondent only selected 1 medication (among the 10 pre-specified types), then insert that medication name]. **We'd like to ask you about your experience taking [name of selected/only medication].** **Since I've taken the medication…** I eat healthy foods less often I eat healthy foods more often No change Don't know Refuse to answer **Since I've taken the medication…** I eat unhealthy foods less often I eat unhealthy foods more often No change Don't know Refuse to answer **Since I've taken the medication…** I get more enjoyment from food I get less enjoyment from food No change Don't know Refuse to answer **Since I've taken the medication…** I get more physical activity I get less physical activity No change Don't know Refuse to answer **Since I've taken the medication…** I spend more time thinking about food I spend less time thinking about food No change Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – EXPERIENCE 2 NEW 2024 *RX_EXPC_EMB* *RX_EXPC_JUD* *RX_EXPC_EFF* *RX_EXPC_COST* *RX_EXPC_QUAL*	*UNIVERSE: rx_curr=currently taking a pre-specified medication (skip if only selected 'other')* **Since I've taken the medication...** I feel embarrassed to tell people I am taking the medication I feel proud to tell people I am taking the medication Both Neither Don't know Refuse to answer **Since I've taken the medication...** I feel like people judge me negatively for taking the medication I feel like people judge me positively for taking the medication Both Neither Don't know Refuse to answer **Since I've taken the medication...** I worry about the long-term side effects of the medication I do not worry about the long-term side effects of the medication Don't know Refuse to answer **Since I've taken the medication...** I worry about the costs / paying for the medication I do not worry about the costs / paying for the medication Don't know Refuse to answer **Since I've taken the medication...** My overall quality of life is better My overall quality of life is worse No change Don't know Refuse to answer

| WEIGHT LOSS MEDICATIONS – PAST EXPERIENCE 1

NEW 2024

RX_EXP12_HLTH
RX_EXP12_UN
RX_EXP12_ENJ
RX_EXP12_PA
RX_EXP12_THNK | *UNIVERSE: rx_12m= took a pre-specified medication in past 12 months, but not currently*
[PROGRAMMER NOTE: Insert name of randomly selected 'medication of interest' into sentence below. If the respondent only selected 1 medication (among the 10 pre-specified types), then insert that medication name].

We'd like to ask you about your experience taking [name of selected/only medication].

When I took the medication…
I ate healthy foods less often
I ate healthy foods more often
No change
Don't know
Refuse to answer

When I took the medication…
I ate unhealthy foods less often
I ate unhealthy foods more often
No change
Don't know
Refuse to answer

When I took the medication…
I got more enjoyment from food
I got less enjoyment from food
No change
Don't know
Refuse to answer

When I took the medication…
I got more physical activity
I got less physical activity
No change
Don't know
Refuse to answer

When I took the medication…
I spent more time thinking about food
I spent less time thinking about food
No change
Don't know
Refuse to answer |

WEIGHT LOSS MEDICATIONS – PAST EXPERIENCE 2 <mark>NEW 2024</mark> *RX_EXP12_EMB* *RX_EXP12_JUD* *RX_EXP12_EFF* *RX_EXP12_COST* *RX_EXP12_QUAL*	*UNIVERSE: rx_12m= took pre-specified medication in past 12 months, but not currently* **When I took the medication…** I felt embarrassed to tell people I was taking the medication I felt proud to tell people I was taking the medication Both Neither Don't know Refuse to answer **When I took the medication…** I felt like people judged me negatively for taking the medication I felt like people judged me positively for taking the medication Both Neither Don't know Refuse to answer **When I took the medication…** I worried about the long-term side effects of the medication I did not worry about the long-term side effects of the medication Don't know Refuse to answer **When I took the medication…** I worried about the costs / paying for the medication I did not worry about the costs / paying for the medication Don't know Refuse to answer **When I took the medication…** My overall quality of life was better My overall quality of life was worse No change Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – COST NEW 2024 COUNTRY SPECIFIC WORDING RX_COST	*UNIVERSE: rx_curr=currently taking a pre-specified medication (skip if only selected 'other')* **How much do you pay out of pocket for the medication per month?** *UNIVERSE: rx_12m= took a pre-specified medication in past 12 months, but not currently (skip if only selected 'other')* **How much did you pay out of pocket for the medication per month?** Pounds:_____ [currency] Don't know [valid answer] Refuse to answer
WEIGHT LOSS MEDICATIONS – DURATION NEW 2024 RX_DUR	*UNIVERSE: rx_curr= currently taking a pre-specified medication* **How long have you been taking the medication?** *UNIVERSE: rx_12m= took pre-specified medication in past 12 months, but not currently* **How long did you take the medication?** Less than a month 1-3 months 4-6 months 7-12 months 1-2 years More than two years Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – WEIGHT CHANGE NEW 2024 *RX_WTCNG_CURR* *RX_ WTCNG_12M*	*UNIVERSE: rx_curr= currently taking a pre-specified medication* **Since starting the medication, have you…** Lost weight Gained weight No change Don't know Refuse to answer *UNIVERSE: wt_rx_12m= took pre-specified medication in past 12 months, but not currently* **When you took the medication, did you…** Lose weight Gain weight No change Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – AMOUNT LOST NEW 2024 *RX_AMT_UNIT* *RX_AMT_ST* *RX_AMT_STLB* *RX_AMT_LB* *RX_AMT_KG*	*UNIVERSE: rx_curr= currently taking a specified medication AND rx_wtcng_curr=lost weight* **Since starting the medication, how much weight have you lost?** *UNIVERSE: rx_12m= took specified medication in past 12 months, but not currently AND rx_wtcng_12m=lose weight* **When you took the medication, how much weight did you lose?** 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: rx_amt_unit= stones and pounds (st/lb)* *Enter the number of stones lost*: _____ st [numeric] AND *Enter the number of pounds lost*: _____ lb [numeric, 0-13] *UNIVERSE: rx_amt_unit= pounds* *Enter the number of pounds lost*: _____ lb [numeric] *UNIVERSE: rx_amt_unit=kilograms* *Enter the number of kilograms lost*: _____ kg [numeric]

WEIGHT LOSS MEDICATIONS – WEIGHT REGAIN NEW 2024 *RX_REGAIN*	*UNIVERSE: rx_12m=took pre-specified medication in past 12 months, but not currently AND rx_wtcng_12m=lose weight* **Since you stopped the medication, did you regain any of the weight you lost?** I didn't regain any of the weight I regained some of the weight I regained most of the weight I regained all of the weight I didn't lose weight while taking the medication Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – SIDE EFFECTS https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9486455/ NEW 2024 *RX_EFF* *RX_EFF_[type]*	*UNIVERSE: rx_curr= currently taking a pre-specified medication (skip if only selected 'other')* **Have you experienced any side effect(s) from taking the medication?** No Yes – mild side effect(s) Yes – moderate effect(s) Yes - severe side effect(s) Don't know Refuse to answer *UNIVERSE: rx_eff= yes mild/moderate/severe* **What side effect(s) have you experienced?** (Select all that apply) Nausea and/or vomiting Diarrhea Fatigue Constipation Abdominal pain Other side effect(s) (please specify): _____ Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – STOPPING REASON NEW 2024 *RX_STOP*	*UNIVERSE: rx_curr=none (took pre-specified medication previously, but not currently)* **What was the main reason you stopped taking the medication?** (Select all that apply) I didn't lose weight / it didn't work I lost enough weight / it worked Side effects Cost / too expensive I didn't bother to renew my prescription Other (please specify): _____ Don't know Refuse to answer

WEIGHT LOSS MEDICATIONS – ALCOHOL IMPACT NEW 2024 *RX_ALC_CURR* *RX_ALC_12M*	*UNIVERSE: rx_curr= currently taking a pre-specified medication* **Has the medication affected how much alcohol you drink?** I don't drink alcohol – not applicable I drink less I drink more No effect Don't know Refuse to answer *UNIVERSE: rx_12m=took pre-specified medication in past 12 months, but not currently* **Did the medication affect how much alcohol you drank?** I don't drink alcohol – not applicable I drank less I drank more No effect Don't know Refuse to answer
WEIGHT LOSS MEDICATIONS – SMOKING IMPACT NEW 2024 *RX_SMK_CURR* *RX_SMK_12M*	*UNIVERSE: rx_curr= currently taking a pre-specified medication* **Has the medication affected how much you smoke?** I don't smoke– not applicable I smoke less I quit smoking I smoke more No effect Don't know Refuse to answer *UNIVERSE: rx_12m=took pre-specified medication in past 12 months, but not currently* **Did the medication affect how much you smoked?** I don't smoke– not applicable I smoked less I quit smoking I smoked more No effect Don't know Refuse to answer

EAT-3 BEHAVIOURAL ITEMS HAINES J, ZIYADEH NJ, FRANKO DL, MCDONALND J, MOND JM, AUSTIN SB. SCREENING HIGH SCHOOL STUDENTS FOR EATING DISORDERS: VALIDITY OF BRIEF BEHAVIORAL AND ATTITUDINAL MEASURES. JOURNAL OF SCHOOL HEALTH, 2011; 81(9):530-535. *EAT3_BINGE* *EAT3_VOMIT*	In the <u>past 3 months</u>, how often have you: … gone on eating binges? *(Eating a large amount of food while feeling out of control).* … made yourself sick (vomited) to control your weight? Never Less than 1 time a month 1 to 3 times a month Once a week 2 to 6 times a week Once a day More than once a day Don't know Refuse to answer
EAT-3 ATTITUDINAL ITEM HAINES J, ZIYADEH NJ, FRANKO DL, MCDONALND J, MOND JM, AUSTIN SB. SCREENING HIGH SCHOOL STUDENTS FOR EATING DISORDERS: VALIDITY OF BRIEF BEHAVIORAL AND ATTITUDINAL MEASURES. JOURNAL OF SCHOOL HEALTH, 2011; 81(9):530-535. *EAT3_THIN*	I am preoccupied with a desire to be thinner. Always Usually Often Sometimes Rarely Never Don't know Refuse to answer
EATING DISORDER CCHS 2024 NEW 2024 *WT_ED* *WT_ED_DX*	Do you have an eating disorder such as anorexia or bulimia? Yes No Don't know Refuse to answer *UNIVERSE: WT_ED=yes* Was the eating disorder ever diagnosed by a doctor, nurse, or other health professional? Yes No Don't know Refuse to answer

WEIGHT TEASE Adapted from Project EAT 2003-2004 (B&W) NEW 2022 *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 DRINKS

DOMAIN SOURCE	QUESTION
POP PERCEIVED HEALTHINESS *SSB_HLTH_POP*	In your opinion, how unhealthy or healthy is this type of drink? Very unhealthy Unhealthy A little unhealthy Neither unhealthy nor healthy A little healthy Healthy Very healthy Don't know Refuse to answer
POP ACCEPTABLE FREQUENCY FOR CHILDREN *SSB_CHILD_POP*	Imagine that you have a 10-year old child. Is it okay for them to have this type of drink… Never Once per month A few times per month Once per week A few times per week Once per day As often as they would like Don't know Refuse to answer

SSB PERCEPTIONS - CONDITION REVISED 2019 SSB_CONDITION	[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following set of 2 questions with the same beverage image on screen for each question.] Diet fizzy drinks 100% juice Energy drink Water Speciality coffee Sports drink Chocolate milk Iced tea Milk
SSB PERCEIVED HEALTHINESS SSB_HLTH_[TYPE]	In your opinion, how unhealthy or healthy is this type of drink? [show image with mL label] Very unhealthy Unhealthy A little unhealthy Neither unhealthy nor healthy A little healthy Healthy Very healthy Don't know Refuse to answer
SSB ACCEPTABLE FREQUENCY FOR CHILDREN SSB_CHILD_[TYPE]	Imagine that you have a 10-year old child. Is it okay for them to have this type of drink… [show image with mL label] Never Once per month A few times per month Once per week A few times per week Once per day As often as they would like Don't know Refuse to answer

SSB DEFINITION	The next few questions ask about <u>SUGAR AND SUGARY DRINKS</u>. Sugary drinks are drinks that contain added sugar, like non-diet fizzy drinks, fruit drinks, sports drinks, energy drinks, chocolate milk, and speciality coffees that have added sugar.
SSB SOCIAL NORMS – Q3 ==REVISED 2021== ==REVISED 2023== *SSB_NORMS3_V1*	People important to me <u>TRY NOT</u> to drink <u>SUGARY DRINKS</u>. Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer
SWEETENER ACCEPTABILITY FOR CHILDREN ==NEW 2020== ==CYCLED OUT 2023== ==COUNTRY SPECIFIC WORDING== *SWT_CHILD*	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

NUTRITION KNOWLEDGE

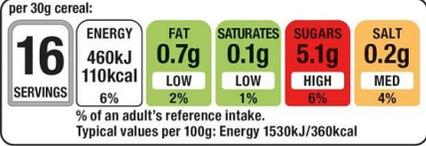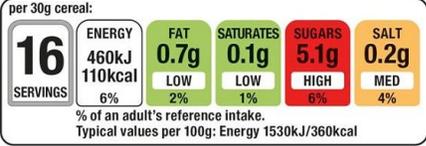| DOMAIN SOURCE	QUESTION
SELF-REPORTED NUTRITION KNOWLEDGE ADAPTED FROM TNT 2015, HOBIN CFDR *NUT_KNOW*	How would you rate your nutrition knowledge? Not at all knowledgeable A little knowledgeable Somewhat knowledgeable Very knowledgeable Extremely knowledgeable Don't know Refuse to answer

SOURCES OF NUTRITION INFORMATION

DOMAIN SOURCE	QUESTION
PUBLIC EDUCATON REVISED 2020 (underline) *PUBLIC_ED1*	Do you remember seeing any educational messages or campaigns on <u>healthy eating</u> from the government or health authorities in the past 12 months? Yes No Don't know Refuse to answer

FOOD PACKAGING & LABELLING

DOMAIN SOURCE	QUESTION
NUTRITION INFO IN GROCERY STORES *INFO_GROCERY*	In your opinion, is nutrition information easy or hard to find in <u>supermarkets</u>? Very hard to find Hard to find Neither hard nor easy Easy to find Very easy to find Don't know Refuse to answer
LABEL AWARENESS *LABEL_AWARE_UK*	We would now like to ask you some questions about food labels on products. How often have you <u>seen</u> this type of food label on packages or in stores? Never Rarely Sometimes Often All the time Don't know Refuse to answer

LABEL USE	*UNIVERSE: label_aware_UK = 'rarely', 'sometimes','often', or 'all the time'*
LABEL_USE_UK	**How often do you <u>use</u> this type of food label <u>when deciding to buy a food product</u>?**
	Never
	Rarely
	Sometimes
	Often
	All the time
	Don't know
	Refuse to answer
LABEL UNDERSTANDING LABEL_UNDERSTAND_UK	**Do you find this information...**
	Very hard to understand
	Hard to understand
	Neither hard nor easy
	Easy to understand
	Very easy to understand
	Don't know
	Refuse to answer

LABEL UNDERSTANDING (OBJECTIVE) NEW 2022 REVISED 2024 (CAN) *FOPL_OBJ_MTL*	## In your opinion, is this product… [PROGRAMMER NOTE: 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 in any country] Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer
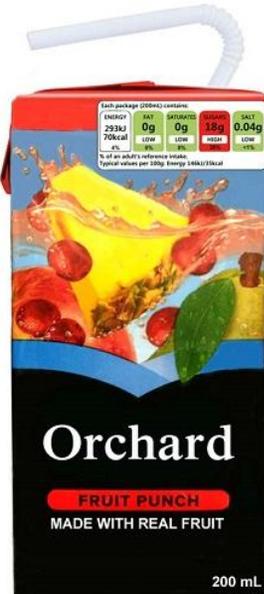
NFT AWARENESS *NFT_AWARE_UK*	How often have you <u>seen</u> this type of food label on packages or in stores? **Nutrition** <table><tr><td>Typical Values</td><td>Per 100 g</td><td>Per 4 cookies</td></tr><tr><td>Energy</td><td>1,710 kJ</td><td>397 kJ</td></tr><tr><td></td><td>410 kcal</td><td>95 kcal</td></tr><tr><td>Fat</td><td>9.4 g</td><td>2.2 g</td></tr><tr><td>of which saturates</td><td>1.1 g</td><td>0.3 g</td></tr><tr><td>Carbohydrate</td><td>62.3 g</td><td>14.5 g</td></tr><tr><td>of which sugars</td><td>14.5 g</td><td>0.4 g</td></tr><tr><td>Fibre</td><td>12.0 g</td><td>2.8 g</td></tr><tr><td>Protein</td><td>12.2 g</td><td>2.8 g</td></tr><tr><td>Salt</td><td>1.3 g</td><td>0.3g</td></tr></table>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 ADAPTED FROM 2014 FDA HEALTH AND DIET SURVEY *NFT_USE_UK*	*UNIVERSE: nft_aware_UK = 'rarely', 'sometimes','often', or 'all the time'* How often do you <u>use</u> this type of food label <u>when deciding to buy a food product</u>? **Nutrition** <table><tr><td>Typical Values</td><td>Per 100 g</td><td>Per 4 cookies</td></tr><tr><td>Energy</td><td>1,710 kJ</td><td>397 kJ</td></tr><tr><td></td><td>410 kcal</td><td>95 kcal</td></tr><tr><td>Fat</td><td>9.4 g</td><td>2.2 g</td></tr><tr><td>of which saturates</td><td>1.1 g</td><td>0.3 g</td></tr><tr><td>Carbohydrate</td><td>62.3 g</td><td>14.5 g</td></tr><tr><td>of which sugars</td><td>14.5 g</td><td>0.4 g</td></tr><tr><td>Fibre</td><td>12.0 g</td><td>2.8 g</td></tr><tr><td>Protein</td><td>12.2 g</td><td>2.8 g</td></tr><tr><td>Salt</td><td>1.3 g</td><td>0.3g</td></tr></table>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 *NFT_UNDERSTAND_UK*	Do you find this information… **Nutrition** | Typical Values	Per 100 g	Per 4 cookies
Energy	1,710 kJ	397 kJ
	410 kcal	95 kcal
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 Neither hard nor easy Easy to understand Very easy to understand Don't know Refuse to answer
NFT INFLUENCE *LABEL_OVERALL*	Overall, how much do food labels influence what you eat? No influence at all A little influence Some influence A lot of influence Very strong influence Don't know Refuse to answer
DISCUSS LABELS ==NEW 2020== *LABEL_DISCUSS*	In the last month, how often have you talked to others about nutrition labels on foods or beverages? Not at all Once A few times Often Very often Don't know Refuse to answer

FOOD PROCESSING KNOWLEDGE

HLTH1… HLTH15
HLTH1_DKR…HLTH15_DKR
HLTH1V…HLTH15V
HLTH_ORDER
HLTH_ORDER_V

Summary of revisions: 2019 replaced deli ham with deli chicken in 2019. 2020 corrected juice serving size and kJ, deleted "Quaker" from oat ingredients, added fish products. 2022 added sugar to applesauce ingredients; corrected protein per 100g for oats. 2023 deleted 7 products (applesauce, cereal, cheese, deli meat, all 3 fish products). Refer to the User Guide for further information.

[PROGRAMMER NOTE: Randomize order of 8 food products, and record order of randomization. Prevent respondents from using back button to return to previous questions in set. Show scale horizontally on computer browsers, and vertically on smartphone and tablet browsers.]

Overall, how healthy is this food product?

Please answer on a scale from 0 to 10, where 0 = Not at all healthy, and 10 = Extremely healthy.

0   1   2   3   4   5   6   7   8   9   10

Not at all healthy   Extremely healthy

Don't know
Refuse to answer

ULTRA-PROCESSED FOOD TERM AWARENESS NEW 2023 *UPF_AWARE*	[PROGRAMMER NOTE: HIDE BACK BUTTON] **Have you heard of the term 'ultra-processed food'?** Yes No 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_NDKR*	[PROGRAMMER NOTE: HIDE BACK BUTTON] **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

MENU LABELLING

DOMAIN SOURCE	QUESTION
LAST RESTAURANT VISIT FCMS *REST_VISIT*	[PROGRAMMER NOTE: HIDE BACK BUTTON] **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) *REST_INFO*	*UNIVERSE: 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
MENU LABELLING – NOTICING LOCATION *REST_INFO_[TYPE]* *REST_INFO_DK* *REST_INFO_R* *REST_INFO_OTEXT*	*UNIVERSE: Noticed nutrition info (rest_info=yes)* **Where was this information located?** (Select all that apply) On the menu/menu board On a poster or sign Next to a food item On the item packaging/wrapper On the tray liner On a napkin In a pamphlet or brochure On a computer screen / At a kiosk Other → Please specify: [*open-ended*] Don't know Refuse to answer
ONLINE ORDERING: MENU LABELLING – NOTICING NEW 2023 *ONLN_INFO*	*UNIVERSE: Ordered restaurant food online in the past 30 days (onln_rest=1)* **The last time you ordered restaurant food from a website or an app, did you notice any nutrition information?** Yes No Don't know Refuse to answer
ONLINE ORDERING: NUTRITION INFO ACCESSIBILITY NEW 2023 *ONLN_INFO_EASE*	*UNIVERSE: Ordered restaurant food online in the past 30 days (onln_rest=1)* **In your opinion, is nutrition information easy or hard to find when you are ordering restaurant food online?** Very hard to find Hard to find Neither hard nor easy Easy to find Very easy to find Don't know Refuse to answer

ONLINE GROCERY ORDERING: NUTRITION INFO ACCESSIBILITY NEW 2024 ONLN_INFOGR_EASE	*UNIVERSE: Ordered groceries online in the past 30 days (onln_gstore=1 or onln_gonln=1)* In your opinion, is nutrition information easy or hard to find when you are ordering GROCERIES ONLINE? Very hard to find Hard to find Neither hard nor easy Easy to find Very easy to find Don't know Refuse to answer

FOOD GUIDE / DIETARY RECOMMENDATIONS

DOMAIN SOURCE	QUESTION
FOOD GUIDE – LAST USE OTTAWA AND CFDR (ADAPTED TIME ANCHORS) REVISED 2019 FG_LOOK	When was the last time you looked at the Eatwell Plate or Eatwell Guide, if ever? In the last month In the last 6 months In the last year More than a year ago Never Don't know Refuse to answer
CHILD – SCHOOL FOOD PROGRAM PARTICIPATION NEW 2023 SCH_PART	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* Does your child get food from a free or reduced-price breakfast or lunch program at their school? No Yes – from a breakfast program Yes – from a lunch program Yes – from a breakfast and lunch program Does not apply to me [valid answer] Don't know Refuse to answer
CHILD – SCHOOL FOOD PROGRAM PARTICIPATION FREQUENCY NEW 2024 SCH_PART_FREQ	*UNIVERSE: Child receives food from a free/reduced-price school food program (sch_part=2-4)* How many days per week does your child get food from a free or reduced-price breakfast or lunch program at their school? Less than once a week 1 day per week 2 days per week 3 days per week 4 days per week 5 days per week Don't know Refuse to answer

CHILD – SCHOOL FOOD PROGRAM AVAILABILITY NEW 2023 SCH_AVAIL	UNIVERSE: Child participates in any school food program (child_home>0 and sch_part=2-4) **Can all students in your child's school get food from the free or reduced-price breakfast or lunch program?** All students Only students from families who need extra financial help Don't know [valid answer] Refuse to answer

FOOD MARKETING

DOMAIN SOURCE	QUESTION
EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION REVISED 2019 REVISED 2022 REVISED 2023 COUNTRY SPECIFIC WORDING MKTG_LOC_[TYPE] MKTG_LOC_NONE MKTG_LOC_DK MKTG_LOC_R MKTG_LOC_OTEXT	**In the last 30 days, have you seen or heard advertisements or promotions for 'unhealthy foods' in the following places?** (Select all that apply) *Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* TV (broadcast TV, on-demand, streaming) Radio Online / internet Mobile app / video game Social media (e.g., Twitter/X, Facebook, Instagram) In a text message Magazine or newspaper Billboard or outdoor sign (e.g., posters) On buses, bus stops and other public transport In films or at the cinema At school/college/university Signs or displays in supermarkets, convenience shops or restaurants At a recreation/community centre Sports event, concert or community event Giveaways, samples or special offers Other → Please specify: [*open-ended*] I haven't seen any advertising or promotions for unhealthy food in the last 30 days Don't know Refuse to answer
EXPOSURE TO UNHEALTHY FOOD MARKETING – GIVEAWAYS VS SPECIAL OFFERS NEW 2022 MKTG_LOC_SAMPOF	UNIVERSE: Noticed "Giveaways, samples or special offers" **In the last question you selected "Giveaway, samples, or special offers".** **Did you see…** Giveaways or samples only Special offers only Both Don't know Refuse to answer

EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY REVISED 2019 *MKTG_FREQ_SD* *MKTG_FREQ_FF* *MKTG_FREQ_CEREAL* *MKTG_FREQ_SNACK* *MKTG_FREQ_DESSERT* *MKTG_FREQ_CANDY*	In the last 30 days, <u>how often</u> did you see or hear advertisements or promotions for the following? Ads for sugary drinks Ads for fast food / take-away Ads for sugary cereals Ads for snacks such as crisps Ads for desserts such as cakes, biscuits, and ice cream Ads for sweets or chocolate bars [Show response options for each item as radio button list] 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 *MKTG_LICENCED* *MKTG_COMPANY* *MKTG_CELEB* *MKTG_PROSPORT* *MKTG_RECSPORT* *MKTG_CULTURE* *MKTG_NONE* *MKTG_DK* *MKTG_R*	*[PROGRAMMER NOTE: show note in grey font]* *Remember: Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* In the last 30 days, have you seen any of the following? (Select all that apply) Unhealthy food or drinks promoted using characters from movies or TV (e.g., Star Wars, Disney characters) Unhealthy food or drinks with characters created by food companies (e.g., Tony the Tiger, Ronald McDonald) Celebrity endorsements of unhealthy food/drinks Professional sport teams or sporting events sponsored by unhealthy food/drink companies Children's/community sports teams sponsored by unhealthy food/drink companies Cultural or community events sponsored by unhealthy food/drink companies None of the above Don't know Refuse to answer

CHILD ASK - MARKETING STRATEGIES REVISED 2019 (response format) *ASK_LICENCED* *ASK_COMPANY*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* *[PROGRAMMER NOTE: show note in grey font]* *Remember: Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* In the last 30 days, have your <u>children asked you to buy</u> any <u>unhealthy</u> food or drinks with… Characters from movies or TV (e.g., Star Wars, Disney characters) Characters created by food companies (e.g., Tony the Tiger, Ronald McDonald) [Show response options for each item as radio button list] Yes No Don't know Refuse to answer
PARENT BUY-MARKETING STRATEGIES REVISED 2019 (response format) *BUY_LICENCED* *BUY_COMPANY*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* *[PROGRAMMER NOTE: show note in grey font]* *Remember: Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* In the last 30 days, <u>did you buy</u> your children any <u>unhealthy</u> food or drinks with… Characters from movies or TV (e.g., Star Wars, Disney characters) Characters created by food companies (e.g., Tony the Tiger, Ronald McDonald) [Show response options for each item as radio button list] Yes No Don't know Refuse to answer
PESTER POWER NEW 2020 REVISED 2021 (underlining) *PESTER*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* *[PROGRAMMER NOTE: show note in grey font]* *Remember: Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* How often do your children <u>ask</u> you to buy unhealthy food or drinks they've seen <u>advertised</u>? Never Only for special occasions Less than once a week Some days Every day Don't know Refuse to answer

UNHEALTHY FOOD CONSUMPTION FREQUENCY REVISED 2019 (response format) *EAT_SD* *EAT_FF* *EAT_CEREAL* *EAT_SNACK* *EAT_DESSERT* *EAT_CANDY*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* In a typical week, how often <u>do your children eat or drink</u>… Sugary drinks Fast food / take-away Sugary cereals Snacks such as crisps Desserts such as cakes, biscuits, and ice cream Sweets or chocolate bars [Show response options for each item as radio button list] More than once a day Every day A few times a week, but not every day Once a week Only on special occasions Never Don't know Refuse to answer
CHILD – PRODUCTS *MKTG_CHILD_PRODUCT*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* *[PROGRAMMER NOTE: show note in grey font]* *Remember: Unhealthy foods include processed foods high in sugar, salt, or saturated fat, such as fizzy drinks, fast food, crisps, sugary cereals, cookies and chocolate bars.* Do any of your children own any <u>clothing, posters, stickers, or other products</u> that show a <u>logo or brand of unhealthy food or drinks</u>? Yes No Don't know Refuse to answer
CHILD – TOY *MKTG_CHILD_TOY*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* Do any of your children own any '<u>Happy Meal</u>' toys or other toys from fast-food restaurants? Yes No Don't know Refuse to answer
CONCERN ABOUT CHILD'S EXPOSURE TO MARKETING CYCLED OUT 2023 *MKTG_CHILD_CONCERN*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* Are you concerned about the amount of marketing for sugary drinks and fast food that your children see? Not at all concerned A little concerned Somewhat concerned Very concerned Don't know Refuse to answer

SUPPORT FOR BAN ON MARKETING TO KIDS NEW 2023 *M2K_BAN_HSSF*	Would you support or oppose a government policy that would require… **A ban on advertising <u>to children</u> for food and drinks that have too much sugar, salt or saturated fat** Support Neutral Oppose Don't know Refuse to answer
CHILD MEDIA CHANNELS – TIME ON WEEKDAY NEW 2021 *MEDIA_WD_YTB* *MEDIA_WD_SOC* *MEDIA_WD_SHOW* *MEDIA_WD_GAME* *MEDIA_WD_WEB*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* **On a <u>normal weekday</u>, how much time does your youngest (or only) child 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
CHILD SOCIAL MEDIA PLATFORM USE NEW 2021 REVISED 2023 *MEDIA_SOC_FB* *MEDIA_SOC_IG* *MEDIA_SOC_TIK* *MEDIA_SOC_TWT* *MEDIA_SOC_SC* *MEDIA_SOC_TWITCH* *MEDIA _SOC_NONE* *MEDIA_SOC_DK* *MEDIA_SOC_R*	*UNIVERSE: At least 1 child <18 years in household (child_home>0)* **Does your youngest (or only) child 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 2022 *MEDIA_FAV1-3* *MEDIA_FAV_NDKR*	Who are your three favourite celebrities or influencers to watch or follow on social media? Please include entertainment, sports, and other public figures. [3 open text boxes] I don't have any favourites / I don't know [valid answer] Refuse to answer
FAVOURITE SOCIAL MEDIA INFLUENCERS – UNHEALTHY PROMOTION NEW 2022 *MEDIA_FAV_PROM*	*UNIVERSE: Skip respondents who indicated they had no favourites on social media/don't know or refused; allow to skip question* Thinking about your favourite celebrities or influencers to watch or follow on social media, <u>have you seen or heard them promote an unhealthy food or drink in the past 30 days</u>? Yes No Don't know Refuse to answer

PRICE / TAXATION

DOMAIN SOURCE	QUESTION
SUGAR TAX REVISED 2019 *DRINKS_COST*	Do drinks with sugar (e.g., Coke) cost more than drinks without sugar (e.g., Diet Coke) in the UK? No Yes – a little more Yes – a lot more Don't know Refuse to answer
SUGAR TAX - AWARENESS *TAX_AWARENESS*	Is there a special tax on sugary drinks in the UK that makes them more expensive to buy? No Yes Don't know Refuse to answer

POLICY SUPPORT

DOMAIN SOURCE	QUESTION
POLICY SUPPORT (items in second list from Policy Interventions to Reduce Obesity – Knowledge, Attitudes and Beliefs Survey of the Public (Raine)) REVISED 2019 REVISED 2021 REVISED 2022 REVISED 2023 REVISED 2024 *POL_TAX_SSB* *POL_TAX_SUB* *POL_TAX_PH* *POL_TAXINC_SUB* *POL_TAXINC_PH* *POL_TAX_HSSF* *POL_SCH_PROG* *POL_BAN_DISC* *POL_BAN_DISCVOL* *POL_BAN_ONLINE* *POL_BAN_TV* *POL_BAN_OUT* *POL_BAN_CHAR*	[PROGRAMMER NOTE: HIDE BACK BUTTON.] **We are interested in your opinion about food policies. For each statement, please indicate whether you would support or oppose the policy.** **Would you support or oppose a government policy that would require…** Support Neutral Oppose Don't know Refuse to answer [PROGRAMMER NOTE: RANDOMIZE ORDER OF ITEM PRESENTATION. SHOW RESPONSE OPTIONS FOR EACH ITEM AS RADIO BUTTON LIST] Taxes on sugary drinks [PROGRAMMER NOTE: Randomize 25% of UK respondents to each answer one of next four items] Taxes on sugary drinks IF the money was spent on subsidising healthy foods Taxes on sugary drinks IF the money raised was used to support public health Increasing taxes on sugary drinks IF the money was spent on subsidizing healthy foods Increasing taxes on sugary drinks IF the money raised was used to support public health Taxes on unhealthy foods (e.g., those high in sugar, salt, or saturated fat) Free breakfast or lunch programs in schools [PROGRAMMER NOTE: Randomize 50% of respondents to each answer one of next two items] A ban on price discounts for unhealthy food and beverages (e.g., 30% off, or 'buy-one-get-one-free') A ban on multibuy deals for unhealthy food and beverages (e.g., 'buy-one-get-one-free', '3 for 2', free soft drink refills) A ban on marketing of unhealthy food and beverages online/on the internet A ban on advertising of unhealthy food and beverages on TV before 9pm A ban on outdoor advertisements (e.g., at bus stops and billboards) for unhealthy food and beverages A ban on the use of cartoon characters and other elements that may appeal to children on the packaging of unhealthy foods

SUSTAINABILITY EFFORTS NEW 2022 CYCLED OUT 2023 SUS_EF_GHG SUS_EF_ORG SUS_EF_LOCAL SUS_EF_SEAS SUS_EF_FAIR SUS_EF_ETH SUS_EF_BIO SUS_EF_PKG	**Do you make a <u>special effort</u> to purchase…** Foods with low greenhouse gas emissions Organic foods Local foods (food grown in your area) Foods that are in season Fairtrade foods (e.g., fair wages and working conditions) Foods from ethically raised animals Foods with less impact on biodiversity (wildlife, habitat loss, soil health) Foods that have less packaging [PROGRAMMER NOTE: Use table format] Yes / No / Don't know / Refuse to answer
BARRIERS TO SUSTAINABLE EATING NEW 2022 CYCLED OUT 2023 SUS_BAR_FAM SUS_BAR_TASTE SUS_BAR_PROT SUS_BAR_INGR SUS_BAR_COST SUS_BAR_SKILL SUS_BAR_TIME	**Some people are trying to eat less meat, other people are not. How much do you agree or disagree with the following statements?** [PROGRAMMER NOTE: RANDOMIZE ORDER OF ITEM PRESENTATION. SHOW RESPONSE OPTIONS FOR EACH ITEM AS RADIO BUTTON LIST] My closest family members do not want to eat less meat I don't like the taste of vegetarian or vegan meals I need to eat meat to get enough iron and protein Ingredients for vegetarian or vegan meals are not always available in shops and supermarkets Meals with less meat are more expensive I don't know how to make meals with less meat I don't have time to prepare meals with less meat Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know Refuse to answer

HEALTH LITERACY

DOMAIN SOURCE	QUESTION
NEWEST VITAL SIGN PFIZER	[PROGRAMMER NOTE: HIDE BACK BUTTON.] **This information is on the back of a container of ice cream.** **Nutrition** Servings per container: 4 | Typical Values	Per 100 mL	1 serving (125 mL)
---	---	---
Energy	837 kJ 200 kcal	1046 kJ 250 kcal
Fat	10.4 g	13.0 g
of which saturates	7.2 g	9.0 g
Carbohydrate	24.0 g	30.0 g
of which sugars	18.4 g	23.0 g
Fibre	1.6 g	2.0 g
Protein	3.2 g	4.0 g
Salt	0.1 g	0.1 g	 **Reference intake of an average adult** (8400 kJ/2000 kcal) Ingredients: Cream, Skim milk, Liquid sugar, Water, Egg yolks, Brown sugar, Milkfat, Peanut oil, Sugar, Butter, Salt, Carrageenan, Vanilla extract [PROGRAMMER NOTE: show above NFT and text above each of the following NVS questions]
NVS_CAL *NVS_CAL_N*	**If you eat the entire container, how many calories (kcal) will you eat?** Enter number of calories (kcal): [*open-ended*] Don't know Refuse to answer [*Answer: Any of the following is correct: 1000 cal, 4184 kJ, or range from 4000-4200 kJ]*
NVS_CARB *NVS_CARB_N*	**If you are allowed to eat 60 grams of carbohydrates as a snack, how much ice cream could you have?** Enter number of mililitres (mL): [*open-ended*] Don't know Refuse to answer [*Answer: Any of the following is correct: 250mL, 2 servings, "half the container", or "half" ("cups" are not used as units in the UK so not confused with ½ cup)]*

NVS_SAT NVS_SAT_N	Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be consuming each day? Enter number of grams: [*open-ended*] Don't know Refuse to answer [*Answer: 33 is the only correct answer*]
NVS_DV NVS_DV_N	If you usually eat 2,500 calories in a day, what percentage of your daily value of energy will you be eating if you eat one serving? Enter percentage: [*numeric percentage*] Don't know Refuse to answer [*Answer: 10% is the only correct answer*]
NVS_ALG NVS_ALG_WHY NVS_ALG_WHYTEXT	Pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings. Is it safe for you to eat this ice cream? Yes No Don't know Refuse to answer [*Answer: No*] [If "no", ask:] Why not? Enter reason: [*open-ended*] Don't know Refuse to answer [*Answer: Because it has peanut oil or because you might have an allergic reaction*]

GENERAL HEALTH STATUS

DOMAIN SOURCE	QUESTION
FRUIT CONSUMPTION BRFSS *FRUIT_PREFER* *FRUIT_DAY_NUM* *FRUIT_DAY_DK_R* *(DAY/WEEK/MONTH)*	**Now think about the foods you ate or drank during the past month, that is, the past 30 days, including meals and snacks.** **Not including juices, how often did you eat fruit?** *Include fresh, frozen or canned fruit. Do not include dried fruits.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month Don't know Refuse to answer *[Programmer: Show if "Day" is selected.]* **Enter the number of times you eat fruit per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you eat fruit per week:** ___ per week Don't know Refuse to answer *[Programmer: Show if "Month" is selected.]* **Enter the number of times you eat fruit per month:** ___ per month Don't know Refuse to answer
FRUIT JUICE CONSUMPTION BRFSS *JUICE_PREFER* *JUICE_DAY_NUM* *JUICE_DAY_DK_R* *(DAY/WEEK/MONTH)*	**Not including fruit-flavored drinks or fruit juices with added sugar, how often did you drink 100% fruit juice such as apple or orange juice?** *Do not include fruit-flavored drinks with added sugar.* *Include only 100% pure juices or 100% juice blends.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month

	Don't know Refuse to answer *[Programmer: Show if "Day" is selected.]* **Enter the number of times you drink 100% fruit juice per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you drink 100% fruit juice per week:** ___ per week Don't know Refuse to answer *[Programmer: Show if "Month" is selected.]* **Enter the number of times you drink 100% fruit juice per month:** ___ per month Don't know Refuse to answer
SALAD CONSUMPTION BRFSS *SALAD_PREFER* *SALAD_DAY_NUM* *SALAD_DAY_DK_R* *(DAY/WEEK/MONTH)*	**How often did you eat a green leafy or lettuce salad, with or without vegetables?** *Include spinach salads.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month Don't know Refuse to answer *[Programmer: Show if "Day" is selected.]* **Enter the number of times you eat a salad per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you eat a salad per week:** ___ per week Don't know Refuse to answer

	[Programmer: Show if "Month" is selected.] **Enter the number of times you eat a salad per month:** ___ per month Don't know Refuse to answer
FRIED POTATO CONSUMPTION BRFSS *POTATO_PREFER* *POTATO_DAY_NUM* *POTATO_DAY_DK_R* *(DAY/WEEK/MONTH)*	**How often did you eat any kind of prepared potatoes products like chips, hash brown, potato waffles?** *Do not include crisps.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month *[Programmer: Show if "Day" is selected.]* **Enter the number of times you eat prepared potatoes products per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you eat prepared potatoes products per week:** ___ per week Don't know Refuse to answer *[Programmer: Show if "Month" is selected.]* **Enter the number of times you eat prepared potatoes products per month:** ___ per month Don't know Refuse to answer

OTHER POTATO CONSUMPTION BRFSS *OTH_POT_PREFER* *OTH_POT_DAY_NUM* *OTH_POT_DAY_DK_R* *(DAY/WEEK/MONTH)*	**How often did you eat any other kind of potatoes, or sweet potatoes, such as baked, boiled, mashed potatoes, or potato salad?** *Include all types of potatoes except fried. Include potatoes au gratin and scalloped potatoes.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month Don't know Refuse to answer *[Programmer: Show if "Day" is selected.]* **Enter the number of times you eat other kinds of potatoes per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you eat other kinds of potatoes per week:** ___ per week Don't know Refuse to answer *[Programmer: Show if "Month" is selected.]* **Enter the number of times you eat other kinds of potatoes per month:** ___ per month Don't know Refuse to answer

OTHER VEGETABLE CONSUMPTION BRFSS *VEG_PREFER* *VEG_DAY_NUM* *VEG_DAY_DK_R* *(DAY/WEEK/MONTH)*	**Not including lettuce salads and potatoes, how often did you eat other vegetables?** *Include tomatoes, peas, mushrooms, green beans, carrots, sweetcorn, cabbage, bean sprouts, and broccoli.* *Include raw, cooked, canned, or frozen vegetables.* *Do not include rice.* **Do you prefer to answer by the number of times per day, week or month?** Day Week Month Don't know Refuse to answer *[Programmer: Show if "Day" is selected.]* **Enter the number of times you eat other types of vegetables per day:** ___ per day Don't know Refuse to answer *[Programmer: Show if "Week" is selected.]* **Enter the number of times you eat other types of vegetables per week:** ___ per week Don't know Refuse to answer *[Programmer: Show if "Month" is selected.]* **Enter the number of times you eat other types of vegetables per month:** ___ per month Don't know Refuse to answer
GENERAL HEALTH CCHS BRFSS CHMS *HLTH_GENERAL*	**In general, would you say your health is...** Poor Fair Good Very good Excellent Don't know Refuse to answer

OVERALL DIET NHANES AND USED IN FCMS *DIET*	In general, how healthy is your overall diet? Poor Fair Good Very good Excellent Don't know Refuse to answer
MENTAL HEALTH CCHS AND CHMS *MENTAL*	In general, would you say your mental health is… Poor Fair Good Very good Excellent Don't know Refuse to answer
STRESS CHMS *STRESS*	Thinking about the amount of stress in your life, would you say that most days are… Not at all stressful Not very stressful A bit stressful Very stressful Extremely stressful Don't know Refuse to answer
CHRONIC DISEASES ADAPTED FROM BRFSS CVDINFR4 NEW 2024 (CAN/AUS/UK) *HBP* *MI* *CHD* *STROKE* *DIABETES* *CHOLEST* *OB* *CA* *DEPRESS*	Has a doctor, nurse, or other health professional ever told you that you have or had …? <table><tr><td></td><td>Yes</td><td>No</td><td>Don`t know</td><td>Refuse to answer</td></tr><tr><td>Hypertension or high blood pressure</td><td></td><td></td><td></td><td></td></tr><tr><td>Heart attack (myocardial infarction)</td><td></td><td></td><td></td><td></td></tr><tr><td>Angina or coronary heart disease</td><td></td><td></td><td></td><td></td></tr><tr><td>Stroke</td><td></td><td></td><td></td><td></td></tr><tr><td>Diabetes</td><td></td><td></td><td></td><td></td></tr><tr><td>High cholesterol</td><td></td><td></td><td></td><td></td></tr><tr><td>Obesity</td><td></td><td></td><td></td><td></td></tr><tr><td>Cancer</td><td></td><td></td><td></td><td></td></tr><tr><td>Depression</td><td></td><td></td><td></td><td></td></tr></table>

DIABETES TYPE CCHS 2024 NEW 2024 *DB_T1* *DB_T2* *DB_GEST* *DB_PRE* *DB_OTH* *DB_DK* *DB_R*	*UNIVERSE: Respondents diagnosed with diabetes* **What type of diabetes were you diagnosed with?** Select all that apply. Type 1 diabetes Type 2 diabetes Gestational diabetes (diabetes that develops during pregnancy) Pre-diabetes Other types of diabetes Don't know Refuse to answer
PREGNANCY CCHS 2024 NEW 2024 *PREG*	*UNIVERSE: Female respondents (SEX=2 or SEX2=2)* **To better understand your health information, it is important to know if you are pregnant.** **Are you pregnant?** Yes No Don't know [valid answer] Refuse to answer

OTHER HEALTH BEHAVIOURS

DOMAIN SOURCE	QUESTION
DATA QUALITY CHECK – MONTH *DQ_MONTH*	**What is the current month?** January February March April May June July August September October November December Don't know Refuse to answer

SMOKING – PAST 30 DAYS CTADS *SMK_30*	Have you smoked cigarettes in the past 30 days? No Yes, occasionally Yes, every day Don't know Refuse to answer
MARIJUANA USE – FREQUENCY CSTADS *MJ_USE*	In the last 12 months, how often did you use marijuana or cannabis (a joint, pot, weed, hash)? I have never used marijuana I have used marijuana but not in the last 12 months Less than once a month Once a month 2 or 3 times a month Once a week 2 or 3 times a week 4 to 6 times a week Every day Don't know Refuse to answer
ALCOHOL USE – FREQUENCY CSTADS CYCLED OUT 2023 *ALC_FREQ*	In the last 12 months, how often did you have a drink of alcohol that was more than just a sip? *A DRINK means: 1 regular sized bottle, can, or draft of beer; 1 glass of wine; 1 bottle or can of alcopop; 1 measure of spirits (rum, whiskey, etc.); or 1 mixed drink (1 measure of spirits with fizzy drink, juice, energy drink, etc.).* I have never drank alcohol I did not drink alcohol in the last 12 months I have only had a sip of alcohol Less than once a month Once a month 2 or 3 times a month Once a week 2 or 3 times a week 4 to 6 times a week Every day I do not know *[valid answer]* Refuse to answer

SOCIODEMOGRAPHIC MEASURES

DOMAIN SOURCE	QUESTION
ETHNICITY ADAPTED FROM UK 2011 CENSUS *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*	Which of the following best describes your ethnic or racial background? WHITE 1. English / Welsh / Scottish / Northern Irish / British 2. Irish 3. Gypsy or Irish Traveller 4. Any other White background (please specify): _____ MIXED / MULTIPLE ETHNIC GROUPS 1. White and Black Caribbean 2. White and Black African 3. White and Asian 4. Any other Mixed / Multiple ethnic background (please specify): _____ ASIAN / ASIAN BRITISH 1. Indian 2. Pakistani 3. Bangladeshi 4. Chinese 5. Any other Asian background (please specify): _____ BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH 1. African 2. Caribbean 3. Any other Black / African / Caribbean background (please specify): _____ OTHER ETHNIC GROUP 1. Arab 2. Any other ethnic group (please specify): _____ -77 Don't know -88 Refuse to answer
COUNTRY OF BIRTH *BIRTH_UK*	Were you born in the United Kingdom? Yes No Don't know Refuse to answer

HIGHEST EDUCATION UK 2011 CENSUS *EDUC_COMP_UK_1...11* *EDUC_COMP_UK_OTHER* *EDUC_COMP_UK_OTEXT* *EDUC_COMP_UK_NONE* *EDUC_COMP_UK_DK* *EDUC_COMP_UK_R*	**What is the highest level of formal education that you have <u>completed</u>?** • Tick every box that applies if you have any of the qualifications listed • If your UK qualification is not listed, tick the box that contains its nearest equivalent • If you have qualifications gained outside the UK, tick the 'Foreign qualifications' box and the nearest UK equivalents (if known) ☐ 1 – 4 O levels/CSEs/GCSEs (any grades), Entry Level, Foundation Diploma ☐ NVQ Level 1, Foundation GSVQ, Basic Skills ☐ 5+ O levels (passes)/CSEs (grade 1)/GCSEs (grades A*-C/9-4), School Certificate, 1 A level/2-3 AS levels/VCEs, Higher Diploma ☐ NVQ Level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma ☐ Apprenticeship ☐ 2+ A levels/VCEs, 4+ AS levels, Higher School Certificate, Progression/Advanced Diploma ☐ NVQ Level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma ☐ Degree (for example BA, BSc), Higher Degree (for example MA, PhD, PGCE) ☐ NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher Level ☐ Professional qualifications (for example teaching, nursing, accountancy) ☐ Other vocational / work-related qualifications [open-ended] ☐ Foreign qualifications ☐ No qualifications Don't know Refuse to answer
PERCEIVED INCOME ADEQUACY LITWIN & SAPIR 2009 *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
HOUSEHOLD SIZE ADAPTED FROM NHANES; FCMS; ONTARIO HEALTH STUDY (OHS) COVID-19 QUESTIONNAIRE, 2020; WATERLOO REGION MATTERS SURVEY – COVID-19 EDITION <mark>NEW 2020</mark> *HHLDSIZE_CH* *HHLDSIZE_AD*	**How many children (under 18 years of age) currently live in your household?** [*dropdown with numbers from 0 to 10, more than 10, DK/R*] Don't know Refuse to answer **How many adults (age 18 or older), including yourself, currently live in your household?** [*dropdown with numbers from 1 to 10, more than 10, DK/R*] Don't know Refuse to answer *Include all family members who live with you all or most of the time.* *Do NOT include housemates unless you share income.*

HOUSEHOLD INCOME ADAPTED FROM CANADIAN COMMUNITY HEALTH SURVEY (CCHS) 2020; US CPS CURRENT POPULATION SURVEY (CPS); UK NATIONAL DIET AND NUTRITION SURVEY (NDNS) YEAR 8; INTERNATIONAL CANNABIS POLICY STUDY (ICPS) 2020 <mark>NEW 2020</mark> <mark>REVISED 2021</mark> <mark>(underlining)</mark> *INCOME_UK*	What was your <u>total household income</u>, from all sources, before taxes, over the past 12 months? *Include income from work, investments, pensions or government.* *Include income from all family members living with you all, or most of the time. Do NOT include housemates unless you share income.* Less than £5,000 £5,000 to less than 10,000 £10,000 to less than £15,000 £15,000 to less than £20,000 £20,000 to less than £25,000 £25,000 to less than £30,000 £30,000 to less than £35,000 £35,000 to less than £40,000 £40,000 to less than £45,000 £45,000 to less than £50,000 £50,000 to less than £75,000 £75,000 to less than £100,000 £100,000 and over Don't know Refuse to answer

SUBJECTIVE SOCIAL STATUS MACARTHUR SCALES OF SUBJECTIVE SOCIAL STATUS (Bradshaw et al, 2017) <mark>REVISED 2019 (response format)</mark> *SOC_STATUS*	Think of this ladder as representing where people stand in the United Kingdom. At the top of the ladder (step 10) are the people who have the most money and education, and the most respected jobs. At the bottom of the ladder (step 1) are the people who have the least money and education, and the least respected jobs or no job. Where would you place yourself on this ladder? Pick the number for the step that shows where you think you stand at this time in your life, relative to other people in the United Kingdom. [SHOW RESPONSE OPTIONS FOR EACH ITEM AS RADIO BUTTON LIST] 10 – Best off 9 8 7 6 5 4 3 2 1 – Worst off Don't know Refuse to answer
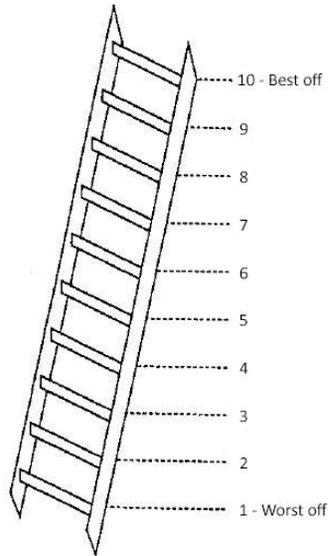
REGION ASH YOUTH SURVEY ADAPTED *REGION_UK* *REGION_UK_OTEXT*	What region do you live in? North East North West Yorkshire and the Humber East Midlands West Midlands East of England London South East South West Scotland Wales Northern Ireland Other (please specify): _____ Don't know Refuse to answer
POSTAL CODE COUNTRY SPECIFIC WORDING *POSTAL* *POSTAL_TEXT_UK*	Please enter your postcode: *Postcodes help us to understand the food environment where you live. As a reminder, all information you provide will be kept strictly confidential and will never be shared.* Enter: _____ [format 8 digits max] Don't know Refuse to answer
SELF-REPORTED HEIGHT *HT_UNIT* *HT_FT* *HT_IN* *HT_CM*	It is helpful to know the height and weight of survey participants. 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 correct?** Yes No – I need to make a correction Don't know Refuse to answer *UNIVERSE: ht_unit= centimetres* **You entered [X] centimetres. Is that correct?** Yes No – I need to make a correction Don't know Refuse to answer
SELF-REPORTED HEIGHT CORRECTION *HTC_UNIT* *HTC_FT* *HTC_IN* *HTC_CM*	[PROGRAMMER: if ht_ftin_conf, or ht_cm_conf= No – I need to make a correction] **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 REVISED 2024 *WT_UNIT* *WT_STLB* *WT_LB* *WT_KG*	*UNIVERSE: All male respondents (SEX=1); females who are not pregnant (SEX=2 and PREG≠1)* **How much do you weigh without clothes or shoes?** *UNIVERSE: Female respondents who are pregnant (SEX=2 and PREG=1)* **How much did you weigh without clothes or shoes <u>before</u> your pregnancy?** 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 *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 make a correction Don't know Refuse to answer *UNIVERSE: wt_unit= pounds* **You entered [X] pounds. Is that correct?** Yes No – I need to make a correction Don't know Refuse to answer *UNIVERSE: wt_unit=kilograms* **You entered [X] kilograms. Is that correct?** Yes No – I need to make a correction Don't know Refuse to answer

| SELF-REPORTED WEIGHT CORRECTION

REVISED 2024

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*

UNIVERSE: All male respondents (SEX=1); females who are not pregnant (SEX=2 and PREG≠1)
How much do you weigh without clothes or shoes?

UNIVERSE: Female respondents who are pregnant (SEX=2 and PREG=1)
How much did you weigh without clothes or shoes <u>before</u> your pregnancy?
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, 0-13]

UNIVERSE: wtc_unit= pounds
Enter pounds: _____ lb [numeric]

UNIVERSE: wtc_unit=kilograms
Enter kilograms: _____ kg [numeric] |

| END SCREEN

REVISED 2024 (universe) | *UNIVERSE: Respondents randomized to survey version 1 (main survey only) AND respondents randomized to version 2 (main survey and follow-up) who fail the DQ_month question and/or survey_time_TS <600 seconds (<10 minutes)*

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 #30829). If you have any comments or concerns resulting from your involvement please contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca, or Professor David Hammond from 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.

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

Thanks again for your help.

 |

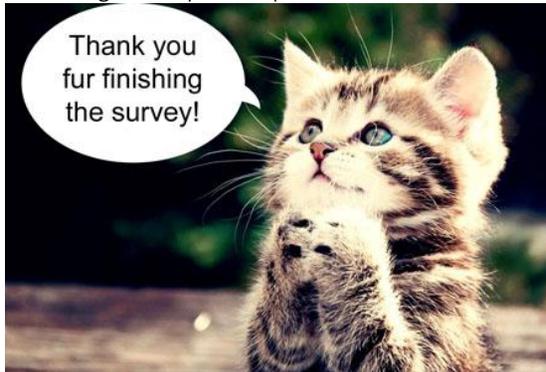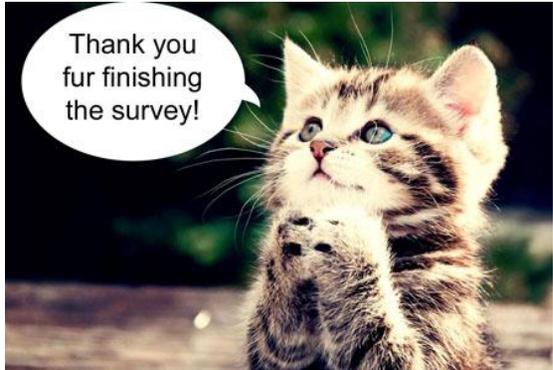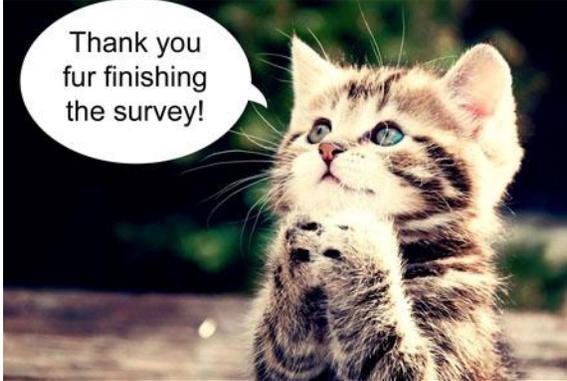|	
END SCREEN WITH NOTE ABOUT FOLLOW-UP SURVEY REVISED 2024	*UNIVERSE: Respondents randomized to version 2 (main survey and follow-up), who correctly select the month (DQ_month=11 or 12) and survey_time_TS ≥600 seconds (10 minutes)* You're finished—thank you! As a reminder, this study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Board (REB #30829). If you have any comments or concerns resulting from your involvement please contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca, or Professor David Hammond from 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. We'd like to invite you to do another survey in about 1 week from now. The survey will be shorter – about 15-20 minutes. Please keep an eye out for an invitation to complete our next nutrition survey. **Click NEXT to return to the survey company's website.** Thanks again for your help.
REDIRECT TO NIELSEN REVISED 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 1 (MAIN SURVEY ONLY) OR VERSION 2 (MAIN SURVEY AND FOLLOW-UP)* **You will now be redirected back to the survey company.**

DIETARY RECALL

RESPONDENT WILL BE REDIRECTED TO INTAKE24.

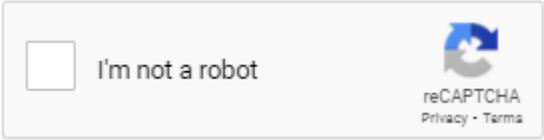*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)*

DOMAIN SOURCE	ENGLISH
KOALA NEW 2020 REVISED 2024 (universe)	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* [PROGRAMMER NOTE: AUSTRALIA, CANADA, UK, USA] **Getting tired of the survey? Don't give up, there's just one more section!**
ASA24-REDIRECT NEW 2020 REVISED 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* [PROGRAMMER NOTE: CANADA/AUSTRALIA/UK/USA ONLY] To complete the next section of the survey, click on the link below. The link will take you to a website run by the University of Cambridge which asks about the food you ate yesterday. Typically, this takes 15-20 minutes. After you have finished telling us about the food you ate, you will be redirected to this website for a few final study details. Click HERE to continue to the next section of the survey. **NOTE: Once you start the next section of the survey, you MUST complete it in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later.** [PROGRAMMER NOTE: REDIRECT RESPONDENT TO INTAKE24.]
WELCOME REVISED 2024 (universe)	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* Welcome back! To record your progress, please click NEXT.
INCOMPLETE NEW 2020	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* If ASAstatus=incomplete: It looks like you didn't finish the last section (i.e., entering your food information). Unfortunately, you are not eligible to continue the survey.

REVISED 2024 (universe)	The survey company will be notified that you did NOT finish the survey. Thank you for your time. You will now be redirected back to the survey company.
END SCREEN **REVISED 2019** **REVISED 2021** **REVISED 2024** (universe)	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* If ASAstatus= complete: **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 #30829). If you have any comments or concerns resulting from your involvement please contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca, or Professor David Hammond from 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. **Click NEXT to return to the survey company's website.** Thanks again for your help.
REDIRECT TO NIELSEN **REVISED 2024** (universe)	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 3 (STATUS QUO)* **You will now be redirected back to the survey company.**

FOLLOW-UP SURVEY: SEPARATE DIETARY RECALL
RESPONDENT WILL BE REDIRECTED TO INTAKE24.
UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)

DOMAIN SOURCE	ENGLISH
SAMPLE INVITATION NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **We've found a survey for you!** **Simply click "Continue" to begin the survey.** NOTE TO ETHICS: This is an email and dashboard app invitation sent to panelists by Nielsen and their partner panels. 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.
SURVEY LENGTH CONFIRMATION NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **You MUST complete the survey in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later. Are you willing to participate?** Yes No *[TERMINATE]* [PROGRAMMING NOTE: Nielsen to route respondents to Alchemer.]
ELIGIBILITY INTRO NEW 2024 *RECAPTCHA*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **Before you continue to the study information, we need to confirm your eligibility with a few short questions.** **Please check the box below, and click 'Next' to proceed with the survey.** [I'm not a robot — reCAPTCHA] *[PROGRAMMER NOTE: Utilize ReCAPTCHA and Duplicate Protection function based on IP address in Alchemer]*
AGE NEW 2024 *AGE*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **How old are you?** *[numeric]* *[If <18 or >100: "Unfortunately, you are not eligible for the study. Thank you for your time. You will now be redirected back to the survey company."]*
SEX AT BIRTH CIHR SUGGESTED METHOD (GRETA BAUER, WESTERN) REVISED 2024 *SEX*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **What sex were you assigned at birth, meaning on your original birth certificate?** Male Female Don't know Refuse to answer

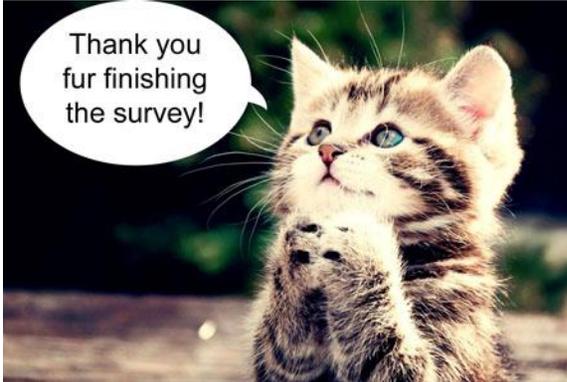|	
SEX AT BIRTH FOLLOW-UP NEW 2024 *SEX2*	*UNIVERSE: Sex = 'Don't know' or 'Refuse to answer'* We know this can be a sensitive question for some people. We ask about sex-at-birth because it helps us to understand the profile of survey respondents. If you are not comfortable answering the question, you can choose 'Don't know' or 'Refuse to answer'. (We'll ask about your gender identity later in the survey). **What sex were you assigned at birth, meaning on your original birth certificate?** Male Female X (not specified on birth certificate) **Don't know** Refuse to answer
INFO LETTER FOR FOLLOW-UP SURVEY (SEPARATE RECALL CONTACT) NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **Before you start the survey, please read the following information and let us know if you agree to participate.** - The survey will examine eating patterns, and will ask you about the food you ate yesterday. - The survey will take 15-20 minutes. - The study is being conducted by Professor David Hammond at the University of Waterloo, Canada. You'll be linked to a website run by the University of Cambridge. - You must be 18 years of age or older to participate in the study. - You MUST complete the survey in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later. - Participation is voluntary. You can click 'refuse to answer' to any question you do not wish to answer. You can choose to stop the study at any time without penalty. If you choose to stop participating, you may receive your incentive by selecting 'refuse to answer' for all further questions until the end of the survey. Any data already collected may be used in the study, unless you contact the researcher to have it deleted. - We take your privacy very seriously and will make every effort to keep your information strictly confidential. We will never share your personal information with any company or marketing firm. The study data will be collected using Alchemer software and the Intake24 system operated by the University of Cambridge. Internet protocol (IP) addresses may be recorded by the software programs 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 programs to identify you personally. When information is transmitted over the internet, privacy cannot be guaranteed. There is always a risk your 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. - This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB # 30829). However, the final decision about participation is yours. Participants who have concerns or questions about their involvement in the project may contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca. - If you have any 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.

CONSENT NEW 2024 *CONSENT*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **Based on the information you received, do you agree to take part in this research study?** Yes → [*continue to survey*] No → Thank you for your time. You will now be redirected back to the survey company. [TERMINATE]
PREAMBLE NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **First, we'd like to ask a few questions about your background.**
HIGHEST EDUCATION UK 2011 CENSUS NEW 2024 *EDUC_COMP_UK_1…11* *EDUC_COMP_UK_OTHER* *EDUC_COMP_UK_OTEXT* *EDUC_COMP_UK_NONE* *EDUC_COMP_UK_DK* *EDUC_COMP_UK_R*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* *UNIVERSE: UK only* **What is the highest level of formal education that you have <u>completed</u>?** - Tick every box that applies if you have any of the qualifications listed - If your UK qualification is not listed, tick the box that contains its nearest equivalent - If you have qualifications gained outside the UK, tick the 'Foreign qualifications' box and the nearest UK equivalents (if known) ☐ 1 – 4 O levels/CSEs/GCSEs (any grades), Entry Level, Foundation Diploma ☐ NVQ Level 1, Foundation GSVQ, Basic Skills ☐ 5+ O levels (passes)/CSEs (grade 1)/GCSEs (grades A*-C/9-4), School Certificate, 1 A level/2-3 AS levels/VCEs, Higher Diploma ☐ NVQ Level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma ☐ Apprenticeship ☐ 2+ A levels/VCEs, 4+ AS levels, Higher School Certificate, Progression/Advanced Diploma ☐ NVQ Level 3, Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma ☐ Degree (for example BA, BSc), Higher Degree (for example MA, PhD, PGCE) ☐ NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher Level ☐ Professional qualifications (for example teaching, nursing, accountancy) ☐ Other vocational / work-related qualifications [open-ended] ☐ Foreign qualifications ☐ No qualifications Don't know Refuse to answer

ETHNICITY ADAPTED FROM UK 2011 CENSUS <mark>NEW 2024</mark> *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: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* *UNIVERSE: UK only* **Which of the following best describes your ethnic or racial background?** WHITE 1. English / Welsh / Scottish / Northern Irish / British 2. Irish 3. Gypsy or Irish Traveller 4. Any other White background (please specify): _____ MIXED / MULTIPLE ETHNIC GROUPS 5. White and Black Caribbean 6. White and Black African 7. White and Asian 8. Any other Mixed / Multiple ethnic background (please specify): _____ ASIAN / ASIAN BRITISH 6. Indian 7. Pakistani 8. Bangladeshi 9. Chinese 10. Any other Asian background (please specify): _____ BLACK / AFRICAN / CARIBBEAN / BLACK BRITISH 11. African 12. Caribbean 13. Any other Black / African / Caribbean background (please specify): _____ OTHER ETHNIC GROUP 14. Arab 15. Any other ethnic group (please specify): _____ -77 Don't know -88 Refuse to answer

REGION ASH YOUTH SURVEY ADAPTED NEW 2024 *REGION_UK* *REGION_UK_OTEXT*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* *UNIVERSE: UK* **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
POSTAL CODE NEW 2024 COUNTRY SPECIFIC WORDING *POSTAL* *POSTAL_TEXT_UK*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **Please enter your postcode:** *Postcodes help us to understand the food environment where you live. As a reminder, all information you provide will be kept strictly confidential and will never be shared.* Enter: _____ [format 8 digits max] Don't know Refuse to answer
ASA24-REDIRECT NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* [PROGRAMMER NOTE: CANADA/AUSTRALIA/UK/USA ONLY] To complete the next section of the survey, click on the link below. The link will take you to a website run by the University of Cambridge which asks about the food you ate yesterday. Typically, this takes 15-20 minutes. After you have finished telling us about the food you ate, you will be redirected to this website for a few final study details. Click HERE to continue to the next section of the survey. **NOTE: Once you start the next section of the survey, you MUST complete it in one sitting. If you log out or leave the survey inactive for more than 30 minutes, you will NOT be able to restart or continue later.** [PROGRAMMER NOTE: REDIRECT RESPONDENT TO INTAKE24.]

WELCOME NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* Welcome back! To record your progress, please click NEXT.
INCOMPLETE NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* If ASAstatus=incomplete: It looks like you didn't finish the last section (i.e., entering your food information). Unfortunately, you are not eligible to continue the survey. The survey company will be notified that you did NOT finish the survey. Thank you for your time. You will now be redirected back to the survey company.
SURVEY EXPERIENCE NEW 2024 *SRV_LENGTH* *SRV_EASE* *SRV_FINDEASE* *SRV_MATCH* *SRV_SKIP*	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* [PROGRAMMER NOTE: HIDE BACK BUTTON] **We'd like to ask some questions about your experience with the last section where you told us what food you ate yesterday.** **Please give us your honest answers - our feelings won't be hurt** 😊 **How was the length of this survey?** Fine A little too long Much too long Don't know Refuse to answer **How easy or difficult was it to complete?** Very easy Somewhat easy In the middle Somewhat difficult Very difficult Don't know Refuse to answer **How easy or difficult was it to find the foods you wanted to enter?** Very easy Somewhat easy In the middle Somewhat difficult Very difficult Don't know Refuse to answer

How often were you able to find the right match for the food and drinks you ate?
Never
Only a few food/drink items
A quarter of the food/drink items
About half of the food/drink items
About three-quarters of the food/drink items
All food items
Don't know
Refuse to answer

Which of the following applies to you…
I reported all the food/drinks that I ate yesterday
I skipped a few food/drink items
I skipped a lot of food/drink items
Don't know
Refuse to answer

END SCREEN REVISED 2019 REVISED 2021 NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* If ASAstatus= complete: **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 #30829). If you have any comments or concerns resulting from your involvement please contact the Office of Research Ethics in Canada at 001-519-888-4567, ext. 36005 or reb@uwaterloo.ca, or Professor David Hammond from 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. **Click NEXT to return to the survey company's website.** Thanks again for your help.
REDIRECT TO NIELSEN NEW 2024	*UNIVERSE: RESPONDENTS RANDOMIZED TO SURVEY VERSION 2 (SEPARATE FOLLOW-UP DIETARY RECALL)* **You will now be redirected back to the survey company.**