INTERNATIONAL
FOOD POLICY
STUDY

TECHNICAL REPORT

2025 SURVEY (WAVE 9)

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INTERNATIONAL FOOD POLICY STUDY

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conflicts of interests to declare. It is a general policy of the project that authors should not accept industry funding for any work related to this project and should declare all potential conflicts of interest.

METHODS

The primary objective of the International Food Policy Study (IFPS) is to evaluate the impact of national-level food policies. Repeat cross-sectional studies are being conducted in each of five countries—Australia, Canada, Mexico, the United Kingdom (UK), and the United States (USA)—to examine dietary patterns and policy-relevant behaviours across countries. The study provides a quasi-experimental design for evaluating federal-level policies by providing both 'within' and 'between-country' measures over time.

SAMPLE & RECRUITMENT

Online surveys were conducted in 2025 with a total of 22,068 respondents from six countries: Australia (n=3,598), Canada (n=3,874), Mexico (n=3,653), UK (n=4,074), USA (n=3,746), and Belgium (n=3,123). The first wave of the survey was conducted in December 2017 in Australia, Canada, Mexico, UK and USA, with subsequent waves conducted annually in November-December from 2018 to 2025. In 2023 and 2025, surveys were also conducted in Belgium.

A total of 1,383 respondents completed surveys in both Wave 1 and Wave 2 (6.1% of the Wave 2 sample). A total of 1,684 respondents completed surveys in both Wave 2 and Wave 3 (8.0% of the Wave 3 sample). A total of 342 respondents completed surveys in both Wave 3 and Wave 4 (1.6% of the Wave 4 sample). A total of 453 respondents completed surveys in both Wave 4 and Wave 5 (1.7% of the Wave 5 sample). A total of 372 respondents completed surveys in both Wave 5 and Wave 6 (1.4% of the Wave 6 sample). A total of 162 respondents completed surveys in both Wave 6 and Wave 7 (0.7% of the Wave 7 sample). A total of 182 respondents completed surveys in both Wave 7 and Wave 8 (0.9% of the Wave 8 sample). No respondents completed surveys in both Wave 8 and Wave 9. A total of 583 respondents completed surveys in Waves 1 to 3 (2.8% of Wave 3 sample). A total of 73 respondents completed surveys in Waves 1 to 4 (0.3% of Wave 4 sample). A total of 19 respondents completed surveys in Waves 1 to 5 (0.1% of Wave 5 sample). Only two respondents completed surveys in Waves 1 to 6 (<0.1% of Wave 6 sample). No respondents completed surveys in Waves 1 to 7, Waves 1 to 8, or Waves 1 to 9.

The sample for Australia, Canada, Mexico, UK and USA was recruited from the Nielsen Consumer Insights Global Panel, and their partners' panels. The panels are recruited using both probability and non-probability sampling methods. The Nielsen panel provides standardized recruitment sampling across countries. For the current study, Nielsen drew random samples stratified for age and sex from the online panels in each country based on the quotas described below. The Belgium sample was recruited via Dynata and their partner panels.

Note that the sampling methods for IFPS have changed over the years. For example, from 2021 to 2023, oversamples of respondents with lower educational attainment from Mexico, Mexican Americans from the USA, and respondents from certain Canadian provinces were collected. Consult the 2021-2024 IFPS Technical Reports for further detail.

Quotas for age and sex were applied to facilitate recruitment of a diverse sample that approximated the known proportions in each country for males and females in four age groups: 18-29, 30-44, 45-64, and 65+. Quotas for region were also applied in Belgium. Sample targets were also used to recruit English- and French- speaking

respondents in Canada proportional to the population distribution. Targets were also used to recruit Spanish-speaking respondents in the USA. Sample targets were also used to recruit a proportion of respondents with low education resembling the population distribution in each country; this was considered a target rather than a strict quota: Nielsen's Mexico panel had limited sample with low education so the targets could not be strictly enforced.

Individuals were eligible to participate if they were 18 to 100 years of age, and resided in the target country. Invitations with unique survey access links were shared with a random sample of panelists within each country after targeting for demographics; panelists known to be ineligible were not invited. Potential respondents were screened for eligibility and quota requirements using age and sex. After screening, all potential respondents were provided with information about the study and were asked to provide consent before participating.

Respondents received remuneration in accordance with their panel's usual incentive structure, which includes points-based or monetary rewards that can be redeemed for e-gift cards, catalog items, cash, donations and/or chances to win monthly prizes. These incentives have been shown to increase response rates and decrease response bias in sub-groups under-represented in surveys, including disadvantaged subgroups.[1,2,3]

All data collection was conducted online, which provides several advantages, including the use of product images to assess beverage consumption and in experimental tasks, and the use of 'skip patterns' and questionnaire routing to account for differential patterns of use. Online surveys can also reduce social desirability bias, compared to in-person and phone surveys, by providing greater anonymity for sensitive topics such as weight bias and stigma.[4,5]

Online survey methods are well-established, and are emerging as the preferred mode for population-based surveys given declining response rates from random digit dialled (RDD) phone surveys.[6,7,8,9] Until recently, online surveys were constrained by limited internet penetration. However, internet penetration now exceeds "landlines", even among lower socioeconomic groups: in Australia, Belgium, Canada, UK and USA, internet usage in the population approximates 90% or more.[10,11,12,13] Internet penetration is lower in Mexico, but still widespread with approximately 83% of Mexicans using the internet.[14]

Respondents were permitted to complete the survey on desktop or laptop computers, or mobile devices including smartphones or tablets. Some survey measures rendered differently on devices with smaller screen sizes. Measures involving scales from 0 to 10 displayed the scale horizontally on desktops and laptops, and vertically on smartphones and tablets. Overall, 63% of respondents completed the survey on a smartphone. Completion on a smartphone was highest in Mexico and USA: 66% of respondents in USA and 79% of respondents in Mexico used a smartphone.

PARTICIPATION RATES

Table 1 indicates the number of survey invitations sent in each country. The survey was 'closed' when target quotas were met.

TABLE 1: Dispositions of potential respondents for the International Food Policy Study, by country, 2025

Disposition	Total (excluding Belgium)		Total (including Belgium)		Australia		Canada		Mexico		United Kingdom		United States		Belgium	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Invitations sent	618,154		622,767		117,800		167,654		137,110		92,019		103,571		4,613	
Did not access survey	590,680	95.6	590,838	94.9	112,900	95.8	162,418	96.9	131,256	95.7	86,614	94.1	97,492	94.1	158	3.4
Total accessed survey	27,474	4.4	31,929	5.1	4,900	4.2	5,236	3.1	5,854	4.3	5,405	5.9	6,079	5.9	4,455	96.6
Accessed survey link, unknown eligibility[a]	372	0.1	496	0.1	55	0.0	40	0.0	85	0.1	63	0.1	129	0.1	124	2.7
Eligible, no consent	1,508	0.2	1,963	0.3	211	0.2	265	0.2	290	0.2	227	0.2	515	0.5	455	9.9
Ineligible[b]	182	0.0	211	0.0	18	0.0	22	0.0	71	0.1	14	0.0	57	0.1	39	0.8
Partial completes[c]	4,533	0.7	5,022	0.8	726	0.6	681	0.4	1,312	1.0	756	0.8	1,058	1.0	489	10.6
Completes	20,879	3.4	24,227	3.9	3,890	3.3	4,228	2.5	4,096	3.0	4,345	4.7	4,320	4.2	3,348	72.6
Excluded, data quality[d]	1,934	0.3	2,159	0.3	292	0.2	354	0.2	443	0.3	271	0.3	574	0.6	225	4.9
Age discrepancy	467	0.1	588	0.1	102	0.1	100	0.1	107	0.1	77	0.1	81	0.1	91	2.0
Ineligible region	44	0.0	44	0.0	6	0.0	20	0.0	1	0.0	10	0.0	7	0.0	0	0.0
Fail data quality check	1,299	0.2	1,426	0.2	171	0.0	208	0.1	294	0.2	167	0.2	459	0.4	127	2.8
Speeding	75	0.0	80	0.0	4	0.0	15	0.0	40	0.0	6	0.0	10	0.0	5	0.1
Other quality issue	49	0.0	51	0.0	9	0.0	11	0.0	1	0.0	11	0.0	17	0.0	2	0.0
Complete, retained	18,945	3.1	22,068	3.5	3,598	3.1	3,874	2.3	3,653	2.7	4,074	4.4	3,746	3.6	3,123	67.1

[a] Respondent closed the survey link before the age and sex screening questions were completed and eligibility determined.
[b] Respondent screened ineligible due to ineligible age (<18), or sex not stated or X, or for the Belgium sample, not residing in one of the three broad Belgian regions.
[c] Respondent quit the survey prior to completing the region question. This type of respondent was reported under 'No/ineligible region' in the 2017-2022 IFPS Technical Reports.
[d] Respondent provided discrepant age and year of birth responses, and/or quit the survey prior to completing the region question, otherwise failed to state their region, or stated their region as in another country or an ineligible region (i.e., a territory in Canada), and/or failed to answer or incorrectly answered the data quality check question,"What is the current month?", and/or completed the survey in less than 10 minutes (or 15 minutes in the Mexico, and US Spanish samples), indicating "speeding" and presumably lack of attention, and/or had unreasonable or extreme responses to at least three of 14 open-ended measures.

For commercial panels that include non-probability based samples, the American Association for Public Opinion Research (AAPOR) recommends reporting the 'participation rate', also referred to as a 'completion rate'. The participation rate is defined as "the number of respondents who have provided a usable response divided by the total number of initial personal invitations requesting participation".[15] Participation rates are largely a product of sample management and the amount of sample that is 'released' prior to reaching target quotas.

Participation rates for eligible participants were calculated for the current study as follows:

Participation Rate = Completes / Total Eligible Invites

Total Eligible Invites = Unknown Eligible - [Unknown Eligible * (Ineligible / (Known Eligible + Unknown Eligible + Ineligible))] + Eligible, no consent + Completes

Unknown Eligible = Did not access survey + Accessed survey, unknown eligibility

Across the original five IFPS countries (Australia, Canada, Mexico, United Kingdom and United States) recruited through Nielsen, the total participation rate was 4.1%. As shown in Table 1, across those 5 countries, 618,154 invitations were sent to panelists; 27,474 potential respondents (4.4%) accessed the survey link; and 18,945 respondents (3.1%) completed the IFPS survey and were retained in the sample.

The cooperation rate represents "the proportion of all cases interviewed of all eligible units ever contacted".[15] Across the original five IFPS countries (Australia, Canada, Mexico, United Kingdom and United States), the cooperation rate was 69.4%, which was calculated based on AAPOR Cooperation Rate #2, as the percentage of respondents who completed the survey (18,945) of those eligible who accessed the survey link (27,290).

In Belgium, the total participation rate was 83.9%. A total of 5,068 panelists were invited into the Belgium survey by Dynata's router; 4,455 potential respondents (96.6%) accessed the Belgium survey link; and 3,123 respondents (67.7%) completed the Belgium survey and were retained in the sample. In Belgium, the cooperation rate was 70.7%, which was calculated as the percentage of respondents who completed the survey (3,123) of those eligible who accessed the survey link (4,415).

Across all six countries including Belgium, the total participation rate was 4.7%. A total of 622,767 panelists received invitations or were invited to the survey by Dynata's router; 31,929 potential respondents (5.1%) accessed the survey link; and 22,068 respondents (3.5%) completed the survey and were retained in the sample. Across all six countries, the cooperation rate was 69.6%, which was calculated as the percentage of respondents who completed the survey (22,068) of those eligible who accessed the survey link (31,705).

SURVEY CONTENT AND DEVELOPMENT

The study assessed seven primary policy domains: price/taxation, food packaging and labelling, retail food policies, food marketing, nutritional labelling in restaurants, nutrition information and education, and food guide/dietary recommendations. The study has a particular focus on sugary drink policies and beverage intake, in addition to the following consumer perceptions and behaviours: sources of food purchases and food preparation, weight loss behaviour and use of prescription weight loss medications, nutrition knowledge, food security, weight bias/stigma, and dietary changes related to environmental sustainability.

Note that in previous waves, respondents in Australia, Canada, the United Kingdom and the United States were also asked to complete a 24-hour dietary recall. These 24-hour dietary recalls were not collected in 2024-2025. Consult the prior IFPS Technical Reports for further detail on the dietary recalls.

In 2025, the Canadian Food Intake Screener[16,17], a 16-item food intake screener for assessing alignment of adults' self-reported dietary intake with Canada's Food Guide, was adapted for use in the 2025 IFPS surveys to enable assessment of healthy eating patterns across countries. The screener was adapted for Australia, Mexico, the United Kingdom and the United States by soliciting country-specific feedback from nutrition/dietetics experts and conducting cognitive interviews with 16 adults in Australia, Mexico, and the United Kingdom, and was subsequently refined to include country-specific terminology, food item examples and Spanish translations.

The majority of other questionnaire items were drawn or adapted from national surveys or selected based on previous research. Several new measures were also developed by the research team. Cognitive interviewing was

previously conducted with 50 young adults in Canada to evaluate and improve several new items including the food source and beverage frequency measures.[18,19]

Surveys were conducted in English in Australia and the United Kingdom; Spanish in Mexico; English or French in Canada; English or Spanish in the United States (based on the panelist's known language preference); and Dutch or French in Belgium (based on the panelist's selected language upon commencement of the survey). The 2017 baseline questionnaire was translated to French by Communications Parisella, etc. Inc (Montreal, Canada) and Spanish by Benton & Associates (Mexico City, Mexico). In 2018, updates to both French and Spanish surveys were completed by Communications Parisella, etc. Inc. In 2019 and 2020, updates to the French survey were completed by Sirois French Translation Services, and updates to the Spanish surveys were completed by Communications Parisella, etc. Inc. In 2021-2024, updates to the translations were completed by Communications Parisella, etc. Inc. (French and Spanish) and the Mexican National Institute of Public Health (Spanish). In 2023, the Belgium survey was translated into Dutch, and some country specific French adaptations were completed by Sciensano research team members, with updates completed as needed in 2025. In 2025, updates to the French translations were completed by bilingual research team members from Universite Laval, and to the Spanish translations by the Mexican National Institute of Public Health. Members of the IFPS research team who were native in each language reviewed the French, Spanish and Dutch translations independently, and confirmed nutrition-related terminology.

Surveys were also adapted for country-specific terminology (e.g., "soda or pop" in Canada vs. "fizzy drinks" in the United Kingdom). Survey teams in each country also reviewed beverage and food lists and images to ensure that the measures were representative of the products available in each market.

The median survey completion time across countries was 34 minutes (see Table 2 for time, by country).

TABLE 2: Median survey time, by country, 2025

Country	Median survey time
	minutes
Australia	34
Belgium	27
Canada – overall	34
Canada – English	33
Canada – French	36
Mexico	40
United Kingdom	32
United States – overall	34
United States – English	34
United States – Spanish	44
OVERALL	34

DATA INTEGRITY

As a data integrity check, part of the way through the survey, respondents were asked to select the current month from a list. The month selected by the respondent was compared to the month when the survey was submitted (November or December). Respondents who failed to answer the question and those with month discrepancies were excluded from the analytic sample, unless the selected month was within two days of the date the survey was submitted (e.g., selected November but submitted on December 1st or 2nd).

Respondents who completed surveys below a minimum survey completion time based on the median survey time were considered "speeders" and were excluded from the analytic sample. Specifically, respondents who completed surveys that had a country/language median completion time of less than 35 minutes *before* exclusions based on data integrity checks (Australia, Canada English, Canada French, UK, and US English) were considered "speeders" if they finished the survey in less than 10 minutes. Respondents who completed surveys that had a country/language median completion time of ≥35 minutes (Mexico, and US Spanish samples) were considered "speeders" if they finished the survey in less than 15 minutes.

Beginning in 2025, an additional data integrity check was incorporated such that respondents were asked to report not only asked their age in years, but also their year of birth, and the responses were compared. Respondents who provided a discrepant response were excluded from the analytic sample, unless the difference was ±1 (i.e., assuming their birthday may be late in the year, or they might have rounded their age up).

Additional data integrity analyses were conducted during data cleaning. A total of 14 numeric or text open-ended measures were reviewed within which problematic responses were flagged. The numeric open-ended measures reviewed included beverage intake amounts, fruit and vegetable consumption amounts (Belgium only), and self-reported height and weight. The text open-ended measures reviewed included responses to the newest vital sign measure, favourite social media influencer, and prescription medication use, as well as 'other' responses for purchase locations for food prepared at home, purchase methods for food prepared at home, gender, children's age, ethnicity, water source, religious practices for eating, and marketing exposure locations. Participants who had unreasonable responses, such as extreme numeric values, nonsensical typing, or response content not related to the survey question, for at least three of these measures were excluded from the analytic sample.

ETHICS CLEARANCE

The study was reviewed by and received ethics clearance through a University of Waterloo Research Ethics Board (REB # 30829). The study was shared with Instititional Review Boards in each of the participating countries for further review, as required.

SURVEY WEIGHTS

Post-stratification sample weights were constructed for each country separately based on known population totals by age, sex at birth, region, education, and ethnicity (except in Canada). Respondents were classified into sex-by-age-by-region groups, ethnicity-by-region groups (except in Canada), Hispanic status groups (in the US only), and education groups. Corresponding population estimates (sex, age, region populations) from each country were obtained.[20,21,22,23,24,25,26] Census data on ethnicity and education from each country were also obtained.[27,28,29,30,31,32,33,34,35,36,37,38,39,40] Separately by country, a raking algorithm was applied to compute weights that are calibrated to these groupings. The SAS macro "RAKE_AND_TRIM_G4_V5" was used, with trimming to 5 (rescaled) if necessary.[41,42] Finally, the weights were rescaled to sum to the sample size in each country. Note: the approach to weighting ethnicity in the United States was enhanced beginning in 2020, as described below. Furthermore, in 2021 to 2023, an additional specialized weight was created for use when excluding the US and/or Mexico oversamples. This specialized weight was constructed using the same process as outlined above, except that it was calibrated for the smaller sample, and for Mexico, the weight was not calibrated to education, as described below.

In 2024-2025, another specialized weight for Mexico was created that also was not calibrated to education, similar to the 2021-2023 specialized weights. As described below, this newer specialized weight is intended for analyses that compare the 2024-2025 Mexico data with data from 2018 to 2020, or from 2021 to 2023 when excluding the Mexico oversample, as the weights existing for those waves/populations similarly were not calibrated to education.

The tables below indicate the age, sex at birth, region, ethnicity and education categories used for weighting by country.

AUSTRALIA

Age groups	Sex at birth	Regions	Ethnicity	Education
1) 18-29 years 2) 30-44 years 3) 45-59 years 4) 60+ years	1) Male 2) Female	1) New South Wales 2) Victoria 3) Queensland 4) Western Australia 5) South Australia 6) Tasmania/Australian Capital Territory/ Northern Territory	1) Speak language other than English in the home 2) Speak English only in the home	1) Year 12 or lower 2) Trade certificate/diploma/ some university (below bachelor's level) 3) Bachelor's degree or more

Note: Respondents from Tasmania, Australian Capital Territory and Northern Territory were collapsed into one category due to small sample sizes. This means that the Australian data are adjusted to the age, sex and ethnicity of the five larger states but not to Tasmania, Australian Capital Territory, nor Northern Territory individually.

The survey weights for Australia ranged from 0.26 to 4.61.

BELGIUM

Age groups	Sex at birth	Regions	Ethnicity	Education
1) 18-29 years 2) 30-44 years 3) 45-59 years 4) 60+ years	1) Male 2) Female	1) Flanders 2) Wallonia 3) Brussels	1) Born in Belgium 2) Not born in Belgium	1) No diploma / Lower education / Lower secondary education or secondary education of the 1st or 2nd degree 2) Higher secondary education or secondary education of the 3rd degree / Post-secondary not higher education (4th grad, 7th year, training management small enterprises, etc.) 3) Higher education outside the university – short type, graduate (A1), professional bachelor / Higher education outside university – long type, master on a high school / Academic bachelor (higher school or university) / University, licentiate, engineer or master / Doctorate with thesis

The survey weights for the Belgium ranged from 0.26 to 5.03.

CANADA

Age groups	Sex at birth	Regions	Education
1) 18-29 years	1) Male	1) New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador	1) Less than high school diploma
2) 30-44 years	2) Female	2) Quebec	2) High school diploma
3) 45-59 years		3) Ontario	3) Trade certificate/diploma/ some university (below bachelor's level)
4) 60+ years		4) Prairie Provinces	4) Bachelor's degree or more
		5) British Columbia	

Note: A total of 2 respondents from the Northwest Territories (1), Nunavut (0), and the Yukon (1) were excluded from the sample. Ethnicity was not incorporated in the development of weights for Canada due to inconsistent collection methods/response options used in national surveys/census.

The survey weights in Canada ranged from 0.43 to 5.03.

MEXICO

In prior waves, unless an oversample of respondents with low education was collected, the Mexico samples included an insufficient number of respondents with low education to calibrate weights to education. In 2024-2025, enough respondents in Mexico were recruited with low education that education could be used in the construction of the regular weight variable ('wght'), even though an oversample was not actively recruited. Use of the weight calibrated for education is recommended for analyses of 2024-2025 Mexico data as a single time point, or for comparisons with 2021-2023 Mexico samples that include the low-education oversample.

Age groups	Sex at birth	Regions	Ethnicity	Education
1) 18-29 years	1) Male	1) North region	1) Indigenous	1) Secondary or less
2) 30-44 years	2) Female	2) South region	2) Not Indigenous	2) Tertiary or more
3) 45-54 years		3) Centre region		
4) 55+ years		4) Mexico City region		

Note: Upper age group categories were altered from other countries due to small sample sizes for females aged 60+ years.

The survey weights for Mexico ranged from 0.02 to 5.09.

In 2024-2025, an additional specialized weight was constructed that was not calibrated to education, as shown in the below table. This specialized weight is intended for use with select analyses comparing 2024-2025 Mexico data to prior waves in which education could not be used in the weighting, including the Mexico samples from 2018-2020, and for samples from 2021 to 2023 if the Mexico low-education oversample was excluded.

Categories used in the specialized survey weight (intended for comparisons described above):

Age groups	Sex at birth	Regions	Ethnicity
1) 18-29 years	1) Male	1) North region	1) Indigenous
2) 30-44 years	2) Female	2) South region	2) Not Indigenous
3) 45-54 years		3) Centre region	
4) 55+ years		4) Mexico City region	

The specialized survey weights for Mexico ranged from 0.18 to 4.00.

UNITED KINGDOM

Age groups	Sex at birth	Regions	Ethnicity	Education
1) 18-29 years 2) 30-44 years 3) 45-59 years 4) 60+ years *Northern Ireland* 1) 18-44 years *2)* 45+ years	1) Male 2) Female	1) North East 2) North West 3) Yorkshire and the Humber 4) East Midlands 5) West Midlands 6) East of England 7) London 8) South East 9) South West 10) Scotland 11) Wales 12) Northern Ireland	1) White alone 2) Other	1) No qualification/Level 1 2) Level 2 (incl. 5+ O level, etc.)/ Apprenticeship/Foreign qualification (level unknown)/ not stated 3) Level 3 (incl. 2+ A levels, etc) 4) Level 4 (incl. degree or higher / professional qualifications)

Note: Age group categories were collapsed for Northern Ireland only due to small sample sizes in the region. Wales and Northern Ireland were collapsed for the ethnicity-by-region groups due to low numbers in the 'Other' ethnicity cells.

The survey weights for the United Kingdom ranged from 0.20 to 5.02.

UNITED STATES

Age groups	Sex at birth	Regions	Ethnicity	Hispanic Status	Education
1) 18-29 years 2) 30-44 years 3) 45-59 years 4) 60+ years	1) Male 2) Female	1) New England 2) Middle Atlantic 3) East North Central 4) West North Central 5) South Atlantic 6) East South Central 7) West South Central 8) Mountain 9) Pacific	1) White alone and not Hispanic 2) Other	1) Hispanic 2) Not Hispanic	1) 11th Grade or lower 2) High school diploma (or some college) 3) Associates's degree / vocational certificate 4) Bachelor's degree or more

Note: Age group categories of 18-29 years and 30-44 years were collapsed for males in New England due to small sample sizes.

The survey weights for the United States ranged from 0.17 to 4.91.

Beginning in the 2020 survey wave, the method previously used to construct weights for US respondents was revised. Papers completed before 2022 using data from 2018-2019 IFPS survey waves employed weights for US respondents where ethnicity was categorized as 'White alone' (regardless of Hispanic status) or 'Other'. Starting in the 2020 wave, ethnicity was instead categorized as 'White alone and not Hispanic' or 'Other' to better align with census estimates. Revised weights were also constructed retroactively for the 2018-2019 US datasets; any new papers using 2018-2019 US data should use these revised weights.

In 2021 to 2023, an additional specialized weight intended for use with select analyses involving measures where the US oversample was excluded was constructed and calibrated to the smaller sample size (no change in categories used for weighting).

SAMPLE CHARACTERISTICS

The demographic characteristics of the sample, by country, are shown in Table 3.

TABLE 3: Sample Demographics, by country, 2025 n=22,068

Disposition	Australia n=3,598		Canada n=3,874		Mexico n=3,653		United Kingdom n=4,074		United States n=3,746		Belgium n=3,123	
	Unweighted % (n)	Weighted % (n)	Unweighted % (n)	Weighted % (n)	Unweighted % (n)	Weighted % (n)	Unweighted % (n)	Weighted % (n)	Unweighted % (n)	Weighted % (n)	Unweighted % (n)	Weighted % (n)
Sex												
Male	47.9% (1,725)	49.2% (1,769)	49.0% (1,898)	49.7% (1,923)	49.1% (1,794)	48.0% (1,752)	49.8% (2,029)	48.4% (1,971)	48.6% (1,819)	49.0% (1,837)	49.9% (1,557)	48.9% (1,526)
Female	52.1% (1,873)	50.8% (1,829)	51.0% (1,976)	50.3% (1,951)	50.9% (1,859)	52.0% (1,901)	50.2% (2,045)	51.6% (2,103)	51.4% (1,927)	51.0% (1,909)	50.1% (1,566)	51.1% (1,597)
Age												
(mean; SD)	47.8 years (SD=17.81)	47.1 years (SD=18.00)	48.6 years (SD=17.36)	48.2 years (SD=17.75)	38.8 years (SD=13.52)	41.0 years (SD=15.10)	48.2 years (SD=18.01)	48.3 years (SD=17.82)	48.4 years (SD=17.35)	47.8 years (SD=17.75)	47.8 years (SD=16.96)	48.8 years (SD=17.02)
Education												
Low	27.2% (980)	37.4% (1,346)	25.5% (989)	40.4% (1,565)	28.6% (1,044)	76.4% (2,791)	24.7% (1,007)	39.8% (1,621)	44.3% (1,660)	53.5% (2,005)	45.0% (1,406)	53.7% (1,676)
Medium	33.1% (1,190)	32.1% (1,157)	38.4% (1,487)	31.5% (1,219)	12.5% (458)	8.9% (324)	23.2% (946)	25.1% (1,025)	20.3% (759)	10.3% (387)	30.5% (953)	25.3% (791)
High	39.1% (1,407)	29.8% (1,072)	35.5% (1,377)	27.6% (1,069)	58.8% (2,148)	14.6% (534)	51.5% (2,100)	34.5% (1,405)	34.9% (1,308)	35.7% (1,336)	24.1% (752)	20.5% (642)
Not stated	0.6% (21)	0.6% (23)	0.5% (21)	0.5% (21)	0.1% (3)	0.1% (5)	0.5% (21)	0.6% (23)	0.5% (19)	0.5% (18)	0.4% (12)	0.5% (15)
Ethnicity												
Majority	77.3% (2,783)	67.7% (2,438)	71.0% (2,749)	70.9% (2,745)	78.4% (2,864)	78.6% (2,870)	81.4% (3,318)	84.7% (3,453)	65.2% (2,441)	60.2% (2,254)	91.7% (2,865)	77.2% (2,410)
Minority	22.3% (804)	31.9% (1,149)	27.8% (1,076)	27.5% (1,065)	19.8% (724)	18.7% (684)	18.1% (737)	14.9% (606)	34.0% (1,272)	38.9% (1,456)	8.1% (252)	22.6% (707)
Not stated	0.3% (11)	0.3% (12)	1.3% (49)	1.6% (64)	1.8% (65)	2.7% (100)	0.5% (19)	0.4% (16)	0.9% (33)	0.9% (35)	0.2% (6)	0.2% (6)
BMI												
Underweight	3.4% (123)	3.3% (118)	3.1% (120)	2.9% (111)	2.2% (80)	2.9% (105)	3.4% (139)	3.4% (139)	2.7% (101)	2.7% (100)	3.0% (95)	2.6% (82)
Normal weight	33.1% (1,192)	32.6% (1,173)	34.0% (1,317)	33.8% (1,309)	39.6% (1,445)	35.8% (1,307)	33.3% (1,358)	32.1% (1,307)	28.7% (1,075)	28.9% (1,081)	40.5% (1,265)	39.6% (1,237)
Overweight	26.7% (961)	26.2% (943)	28.0% (1,085)	27.0% (1,046)	31.2% (1,141)	30.9% (1,129)	25.8% (1,053)	25.1% (1,021)	27.1% (1,015)	26.8% (1,006)	27.9% (872)	27.6% (863)
Obese	19.9% (717)	19.9% (715)	20.5% (794)	20.8% (804)	16.3% (595)	17.3% (633)	15.8% (644)	16.6% (678)	25.5% (955)	24.4% (916)	15.3% (479)	15.9% (496)
Missing	16.8% (605)	18.0% (649)	14.4% (558)	15.6% (604)	10.8% (392)	13.1% (479)	21.6% (880)	22.8% (929)	16.0% (600)	17.2% (644)	13.1% (412)	14.3% (445)

COMPARISONS WITH NATIONAL BENCHMARK SURVEYS

Australia

Table 4 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with Australian estimates from the Australian Census of Population and Housing conducted in August 2021 and the National Health Survey collected in 2022.

TABLE 4: Prevalence estimates for education, ethnicity and BMI in Australia

Table 4a. Education	Census of Population and Housing 2021, age 15+ [a]	IFPS 2025, age 18+ (n=3,598)
	%	Weighted %
No qualification	37.5	37.4 [b]
Vocational	16.2	13.3
Advanced diploma or diploma	9.4	18.8 [c]
Bachelor or higher degree	26.3	29.8
Not stated	10.6	0.6

[a] Australian Bureau of Statistics. Census of Population and Housing 2021: Level of highest educational attainment, 2021. Available at: https://www.abs.gov.au/census/find-census-data/quickstats/2021/AUS.
[b] IFPS estimate includes 'Did not complete secondary school' and 'Year 12 or equivalent'.
[c] IFPS estimate includes 'Diploma or certificate from CAE' and 'Some university, or university certificate/diploma below the bachelor's level'.

Table 4b. Ethnicity	Census of Population and Housing 2021, all ages [d]	IFPS 2025, age 18+ (n=3,598)
	%	Weighted %
Only speaks English at home	72.0	75.4
Speaks a language besides English at home	24.8	24.2
Not stated	3.2	0.4

[d] Australian Bureau of Statistics. Census of Population and Housing 2021: Language used at home, 2021. Available at: https://www.abs.gov.au/census/find-census-data/quickstats/2021/AUS.

Table 4c. BMI	National Health Survey 2022, age 18+, self-reported [e]	IFPS 2025, age 18+, self-reported (n=3,598)
	%	Weighted %
Overweight or obese	65.7 [f]	56.2 excluding missing/not stated
	--	46.1 including missing/not stated

[e] Australian Bureau of Statistics. Waist circumference and BMI. Available at: https://www.abs.gov.au/statistics/health/health-conditions-and-risks/waist-circumference-and-bmi/2022. Source data obtained from National Health Survey 2022.
[f] A total of 40.8% of respondents aged 15 years and over did not report their measured height, weight or both. For these respondents, imputation was used to obtain height, weight and BMI scored.

Belgium

Table 4 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with Belgian estimates from Statbel and Sciensano.

TABLE 4: Prevalence estimates for education, ethnicity and BMI in Belgium

Table 4a. Education	Labour Force Survey, 2022, age 18+ [a]	IFPS 2025, age 18+ (n=3,123)
	%	Weighted %
ISCED level 0: Less than primary education [b]	3.0	2.7
ISCED level 1: Primary education [c]	5.4	4.3
ISCED level 2: Lower secondary education [d]	13.6	15.0
ISCED level 3: Upper secondary education [e]	37.3	31.7
ISCED level 4: Post-secondary non tertiary education [f]	1.5	6.9
ISCED level 5-8: Tertiary / Bachelor's or above [g]	39.2	39.0
Not Stated	--	0.5

[a] Statbel. Labour Force Survey 2025, Educational attainment level (ISCED) by sex, age group, and regions of resident. Data obtained by special request. Accessed August 2026.
[b] IFPS estimate includes 'No diploma'
[c] IFPS estimate includes 'Lower education'
[d] IFPS estimate includes 'Lower secondary education or secondary education of the 1st or 2nd degree'
[e] IFPS estimate includes 'Higher secondary education or secondary education of the 3rd degree'
[f] IFPS estimate includes 'Post-secondary not-higher education (4th grade, 7th year, training management small enterprises, etc.)'
[g] IFPS estimate includes 'Higher education outside the university – short type, graduate (A1), professional bachelor', 'Higher education outside the university – the long type, master on a high school', 'Academic bachelor (higher school or university)', University, licentiate, engineer or master', and 'Doctorate with thesis'.

Table 4b. Ethnicity	Statbel 2024, age 18+ [b]	IFPS 2025, age 18+ (n=3,123)
	%	Weighted %
Born in Belgium	77.3	77.2
Not born in Belgium	22.7	22.6
Not stated	--	0.2

[b] Statbel. Population by origin, country of birth, age and gender per municipality (01/01/2026). Accessed July 14, 2026. Available at: https://statbel.fgov.be/nl/themas/bevolking/structuur-van-de-bevolking/herkomst#figures.

Table 4c. BMI	Health Interview Survey 2023-2024, age 18+, self-reported [c]	IFPS 2025, age 18+, self-reported (n=3,123)
	%	Weighted %
Overweight or obese	49.7	50.8 excluding missing/not stated
	--	43.5 including missing/not stated

[c] Sciensano. Weight status – Table 1.3 Percentage of the population aged 18 years and over with overweight (BMI ≥25), Belgium. Health Interview Survey 2023-2024. Available at: https://www.sciensano.be/sites/default/files/tables_ns.pdf

Canada

Table 5 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with Canadian estimates from the Canadian Census conducted in 2021, the Canadian Community Health Survey (CCHS) conducted in 2015 and 2018 and OECD collected in 2019 and 2021.

TABLE 5: Prevalence estimates for education, ethnicity and BMI in Canada

Table 5a. Education	Census 2021, age 15+ [a]	IFPS 2025, age 18+ (n=3,874)
	%	Weighted %
No certificate, diploma or degree	16.2	14.3
Secondary (high) school diploma or equivalency certificate	26.7	26.2
Apprenticeship or trades certificate or diploma	8.7	6.1
College, CEGEP or other non-university certificate or diploma	18.8	18.2
University certificate or diploma below bachelor level	3.0	7.1
University certificate, diploma or degree at bachelor level or above	26.7	27.6
Not stated	--	0.5

[a] Statistics Canada. Table 98-10-0384-01 Highest level of education by census year: Canada, provinces and territories, census metropolitan areas and census agglomerations. Available at: https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=9810038401

Table 5b. Ethnicity	CCHS 2015, age 12+ [b]	IFPS 2025, age 18+ (n=3,874)
	%	Weighted %
White only	77.0	70.9
Chinese only [c]	3.3	8.5
South Asian only	3.4	3.9
Black only	2.0	5.6
Indigenous inclusive	4.7	4.9
Mixed/other/not stated/missing	9.6	6.1

[b] Statistics Canada. 2015 Canadian Community Health Survey (CCHS): Ethnic origin, 2015.

[c] IFPS estimate includes 'East/Southeast Asian (Chinese, Korean, Japanese, Taiwanese descent; Filipino, Vietnamese, Cambodian, Thai, Indonesian, other Southeast Asian descent)'

Table 5c. BMI	OECD 2019, age 15+, directly measured [d]	OECD 2024, age 15+, self-reported [e]	CCHS 2021, age 18+, adjusted self-report [f]	IFPS 2025, age 18+, self-reported (n=3,874)
	%	%	%	Weighted %
Overweight or obese	59.8	57.7	65.0 [g]	56.6 excluding missing/not stated
	--	--	--	47.8 including missing/not stated

[d] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Measured, 2019. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from the 2019 Canadian Health Measures Survey (CHMS).

[e] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Self-reported, 2024. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from the 2021 Canadian Community Health Survey (CCHS).

[f] Public Health Agency of Canada. Obesity Statistics in Canada: Report, September 2024. Available at: https://www.canada.ca/en/public-health/services/publications/healthy-living/obesity-statistics-canada.html. Source data obtained from the 2021 Canadian Community Health Survey (CCHS).

[g] Non-responses were removed from the CCHS self-reported calculation.

Mexico

Table 6 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with Mexican estimates from the Instituto Nacional de Estadística y Geografía (INEGI) collected in 2015, and 2020, and OECD collected in 2018.

TABLE 6: Prevalence estimates for education, ethnicity and BMI in Mexico

Table 6a. Education	INEGI 2020, age 15+ [a]	IFPS 2025, age 18+ (n=3,653)
	%	Weighted %
Less than primaria [b]	13.4	0.3
Educación primaria	16.3	2.7
Educación secundaria baja [c]	31.4	21.2
Educación secundaria alta [d]	22.8	58.6
Educación terciaria de ciclo corto [e]	1.4	2.5
Educación terciaria (Superior) or above [f]	14.5	14.6
Not stated	0.2	0.1

[a] Instituto Nacional de Estadística y Geografía (INEGI): Censo de Polbacíon y Vivienda 2020: Tabulados del Custionairio Básico. Tabulado 14: Poblacíon de 15 anos y más por entidad federative, sexo y grupos quinquenales de edad según Clasificación Internacional Normalizada de la Educación (CINE o ISCED) y grado promedio de escolaridad. Fecha de elaboración: 16/03/2021. Available at: https://www.inegi.org.mx/programas/ccpv/2020/#Tabulados
[b] Includes: Ninguno; Preescolar
[c] Includes: Secundaria; Estudios técnicos o comerciales con primaria terminada
[d] Includes: Preparatoria o bachillerato; Normal básica; Estudios técnicos o comerciales con secundaria terminada
[e] Includes: Estudios técnicos o comerciales con preparatoria terminada
[f] Includes: Normal de licenciatura; Licenciatura/professional; Maestría; Doctorado

Table 6b. Ethnicity	INEGI 2020, age 3+[e]	IFPS 2025, age 18+ (n=3,653)
	%	Weighted %
Indigenous	19.4	18.7
Not indigenous/not stated	80.6	81.3

[e] Instituto Nacional de Estadística y Geografía (INEGI): Censo de Polbacíon y Vivienda 2020: Tabulados del Custionairio Ampliado. Tabulado 2: Estimadores de la poblacíon de 3 anos y más y su distribución porcentual según condición de autoadscripción indígena por entidad federative, sexo y condición de habla indígena. Fecha de elaboración: 16/03/2021. Available at: https://www.inegi.org.mx/programas/ccpv/2020/#Tabulados

Table 6c. BMI	OECD 2020, age 15+, directly measured [f]	IFPS 2025, age 18+, self-reported (n=3,653)
	%	Weighted %
Overweight or obese	72.4	55.5 excluding missing/not stated
	--	48.2 including missing/not stated

[f] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Measured, 2024. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from the 2020 Encuesta Nacional de Salud y Nutrición (ENSANUT).

United Kingdom

Table 7 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with British estimates from the UK Census conducted in March 2021 and OECD collected in 2019.

TABLE 7: Prevalence estimates for education, ethnicity and BMI in the United Kingdom

Table 7a. Education	UK Census 2021, age 16+, England and Wales [a]	IFPS 2025, age 18+ (n=4,074)
	%	Weighted %
No qualifications	18.2	5.2
Level 1	9.6	23.0
Level 2	13.4	16.7
Apprenticeship	5.3	2.6
Level 3	16.9	16.9
Level 4+	33.8	34.5
Other[b]	2.8	1.1

[a] Office for National Statistics. Statistical bulletin: Education, England and Wales: Census 2021. Available at: https://www.ons.gov.uk/peoplepopulationandcommunity/educationandchildcare/bulletins/educationenglandandwales/census2021#highest-level-of-qualification

[b] In the IFPS data, the 'other' category includes foreign qualifications (if level unknown) and 'not stated' responses.

Table 7b. Ethnicity	UK Census 2021, all ages, England and Wales [c]	IFPS 2025, age 18+ (n=4,074)
	%	Weighted %
White (including Gypsy/Traveller/Irish Traveller)	81.7	84.7
Mixed/Multiple Ethnic Groups	2.9	4.1
Asian/Asian British	9.3	4.8
Black/African/Caribbean/Black British	4.0	5.6
Other Ethnic Group	2.1	0.5
Not stated	--	0.4

[c] Office for National Statistics. Statistical bulletin: Ethnic group, England and Wales: Census 2021. Released 29 November 2022. Available at: https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/ethnicity/bulletins/ethnicgroupenglandandwales/census2021

Table 7c. BMI	OECD 2019, age 15+, directly measured [d]	OECD 2024, age 15+, self-reported [e]	IFPS 2025, age 18+, self-reported (n=4,074)
	%		Weighted %
Overweight or obese	64.2 [f]	66.0	54.0 excluding missing/not stated 41.7 including missing/not stated

[d] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Measured, 2019. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from 2019 Health Survey for England (England only).

[e] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Self-reported, 2024. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from 2022 Health Survey for England (England only).

[f] OECD data were weighted for non-response.

United States

Table 8 compares estimates of education, ethnicity, and BMI from Wave 9 (2025) with American estimates from the US Current Population Survey conducted in 2022, US population estimates from 2022 and OECD collected in 2018 and 2021.

TABLE 8: Prevalence estimates for education, ethnicity and BMI in the United States

Table 8a. Education	Current Population Survey 2024, age 18+ [a]	IFPS 2025, age 18+ (n=3,746)
	%	Weighted %
8th grade or lower	3.2	2.8
9th grade	1.2	1.4
10th grade	1.3	1.7
11th grade	3.6	3.3
High school graduate or some college with no degree	44.6	44.3
Associate's degree	10.4	10.3
Bachelor's degree or more	35.8	35.7
Not stated	--	0.5

[a] U.S. Census Bureau. Current Population Survey, 2024 Annual Social and Economic Supplement (CPS ASEC): Educational Attainment of the Population 18 Years and Over, by Age, Sex, Race, and Hispanic Origin: 2024. Available at: https://www.census.gov/data/tables/2024/demo/educational-attainment/cps-detailed-tables.html

Table 8b. Ethnicity	US Population Estimates 2024, age 18+ [b]	IFPS 2025, age 18+ (n=3,746)
	%	Weighted %
White only (and not Hispanic)	60.2	60.2
Black or African American only (and not Hispanic)	12.3	14.4
Other race only (and not Hispanic)	7.6	4.6
Two or more races, and/or Hispanic	20.0	19.9
Not stated	--	0.9

[b] United States Census Bureau, Population Division. Annual State Resident Population Estimates for 6 Race Groups (5 Race Alone Groups and Two or More Races) by Age, Sex, and Hispanic Origin: April 1, 2020 to July 1, 2024. June 2025. Accessed August 13, 2025. Available from https://www.census.gov/data/tables/time-series/demo/popest/2020s-state-detail.html

Table 8c. BMI	OECD 2023, age 20+, directly measured [c]	OECD 2024, age 18+, self-reported [d]	IFPS 2025, age 18+, self-reported (n=3,746)
	%	%	Weighted %
Overweight or obese	72.2 [e]	67.6 [e]	61.9 excluding missing/not stated
	--	--	51.2 including missing/not stated

[c] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Measured, 2023. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from the 2023 National Health and Nutrition Examination Survey (NHANES).

[d] Organisation for Economic Co-operation and Development (OECD). Overweight or obese population: Self-reported, 2024. Available at: https://data.oecd.org/healthrisk/overweight-or-obese-population.htm. Source data obtained from the 2024 National Health Interview Survey (NHIS).

[e] Estimates were weighted to represent the U.S. civilian non-institutionalised population.

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