INTERNATIONAL
FOOD POLICY
STUDY

2025 YOUTH SURVEY - MEXICO

NOVEMBER 12, 2026



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SUGGESTED CITATION

HAMMOND D. INTERNATIONAL FOOD POLICY STUDY: 2025 YOUTH SURVEY – MEXICO. UNIVERSITY OF WATERLOO. NOVEMBER 2026.

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INTERNATIONAL FOOD POLICY STUDY



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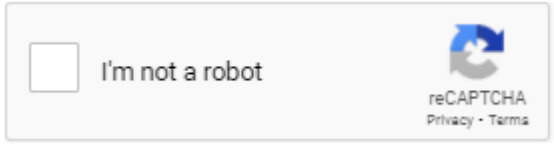
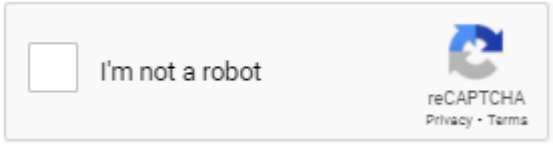
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PARENT INVITATION & PRE-SCREENING

DOMAIN SOURCE	ENGLISH	SPANISH
SAMPLE EMAIL INVITATION REVISED 2023	[Email from Nielsen and their partner panels] **We've found a survey for you!** **Simply click "Continue" to begin the survey.** NOTE TO ETHICS: This is an email/dashboard app invitation sent to panelists. If panelists select 'continue' they will be directed to a webpage showing the questions below. Partner panels will have slightly different text shown in their email/dashboard app invitations about panel incentives.	[Email from Nielsen and their partner panels] **¡Hemos encontrado una encuesta para usted!** **Solo haga clic en "Continuar" para comenzar con la encuesta.** NOTE TO ETHICS: This is an email/dashboard app invitation sent to panelists. If panelists select 'continue' they will be directed to a webpage showing the questions below. Partner panels will have slightly different text shown in their email/dashboard app invitations about panel incentives.
PANELIST AGE	[Screen shown by Nielsen] **What is your age?** *[numeric]* [*If <18 or >100:* TERMINATE] NOTE TO ETHICS: This screen is used by Nielsen to confirm the panelist is age of majority, and as a quota screener for the related adult IFPS survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.	[Screen shown by Nielsen] **Por favor, indique su edad.** *[numeric]* [*If <18 or >100:* TERMINATE] NOTE TO ETHICS: This screen is used by Nielsen to confirm the panelist is age of majority, and as a quota screener for the related adult IFPS survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.
PANELIST GENDER REVISED 2021	[Screen shown by Nielsen] **What sex were you assigned at birth, meaning on your original birth certificate?** Male Female NOTE TO ETHICS: This screen is used by Nielsen as a quota screener for the related adult IFPS survey – the response does not impact eligibility for the youth survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.	[Screen shown by Nielsen] **¿Qué sexo se le asignó al nacer, es decir, en su acta de nacimiento original?** Masculino Femenino NOTE TO ETHICS: This screen is used by Nielsen as a quota screener for the related adult IFPS survey – the response does not impact eligibility for the youth survey (Nielsen pre-screens eligibility for multiple surveys at the same time); data not provided to researchers.
PARENTAL STATUS	[Screen shown by Nielsen] **Please choose the options that best describe your household:** [PROGRAMMER NOTE: Allow participants to select more than one of the first 3 options] I am pregnant/expecting a child within the next 9 months I have one or more children under the age of 18 living in my household I have one or more children aged 18 or older living in my household I have no children living in my household and I am not pregnant/expecting a child within the next 9 months PROGRAMMER NOTE: If no children under age of 18 living in household show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."	[Screen shown by Nielsen] **Por favor elija las opciones que mejor describan su situación en su hogar:** [PROGRAMMER NOTE: Allow participants to select more than one of the first 3 options] Estoy embarazada/esperando un/a hijo/a dentro de 9 meses Tengo uno/a o más hijos/as menores de 18 años viviendo en mi hogar Tengo uno/a o más hijos/as de 18 años o mayores viviendo en mi hogar No tengo hijos/as viviendo en mi hogar y no estoy embarazada/esperando un/a dentro de 9 meses PROGRAMMER NOTE: If no children under age of 18 living in household show: ""Muchas gracias por su interés, desafortunadamente no es elegible para este estudio. Le agradecemos su participación y su tiempo. Ha ganado [incentivo del panel]."

CHILD AGE AND GENDER REVISED 2020	[Screen shown by Nielsen] *UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.* **Please indicate the age and gender of any children under the age of 18 living in your household:** [PROGRAMMER NOTE: Allow participants to select more than one option] Boy under age 1 Girl under age 1 Boy age 1 Girl age 1 Boy age 2 Girl age 2 Boy age 3 Girl age 3 Boy age 4 Girl age 4 Boy age 5 Girl age 5 Boy age 6 Girl age 6 Boy age 7 Girl age 7 Boy age 8 Girl age 8 Boy age 9 Girl age 9 Boy age 10 Girl age 10 Boy age 11 Girl age 11 Boy age 12 Girl age 12 Boy age 13 Girl age 13	[Screen shown by Nielsen] *UNIVERSE: Respondents who indicated they had a child under the age of 18 living in the household.* **Por favor, indique la edad y el sexo de los niños menores de 18 años que viven en su casa:** [PROGRAMMER NOTE: Allow participants to select more than one option] Niño menor de 1 año Niña menor de 1 año Niño de 1 año Niña de 1 año Niño de 2 años Niña de 2 años Niño de 3 años Niña de 3 años Niño de 4 años Niña de 4 años Niño de 5 años Niña de 5 años Niño de 6 años Niña de 6 años Niño de 7 años Niña de 7 años Niño de 8 años Niña de 8 años Niño de 9 años Niña de 9 años Niño de 10 años Niña de 10 años Niño de 11 años Niña de 11 años Niño de 12 años Niña de 12 años Niño de 13 años Niña de 13 años

	Boy age 14 Girl age 14 Boy age 15 Girl age 15 Boy age 16 Girl age 16 Boy age 17 Girl age 17 None of the above PROGRAMMER NOTE: If respondent does NOT have any children age 10-17 show: "Thank you for your interest, unfortunately you do not qualify for this study. We appreciate your participation and thank you for your time. You have earned [panel incentive]."	Niño de 14 años Niña de 14 años Niño de 15 años Niña de 15 años Niño de 16 años Niña de 16 años Niño de 17 años Niña de 17 años Ninguno de los anteriores PROGRAMMER NOTE: If respondent does NOT have any children age 10-17 show: ""Muchas gracias por su interés, desafortunadamente no es elegible para este estudio. Le agradecemos su participación y su tiempo. Ha ganado [incentivo del panel]."
PARENT PRE-SCREENING	[Screen shown by Nielsen] *UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.* **You indicated that you have a child in the household between the ages of 10 and 17. After a few more questions for you, we would like to have your child complete a survey, if they qualify. Would you be willing to let your child participate?** **Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.** Yes → [*REDIRECT PANELIST TO SURVEY IN ALCHEMER*] No → Thank you for your time. [*TERMINATE]*	[Screen shown by Nielsen] *UNIVERSE: Respondents who indicated they had a child between the ages of 10-17 living in the household.* **Usted indicó que tiene un hijo/a en el hogar de entre 10 y 17 años de edad. Después de unas cuantas preguntas más para usted, nos gustaría que su hijo/a responda a una encuesta, si él o ella reúne los requisitos. ¿Estaría dispuesto a dejar que su hijo/a participe?** **Tenga en cuenta que su hijo/a no necesita estar disponible en este momento para participar. Después de responder a las preguntas de los padres/tutores, se darán las instrucciones para que su hijo/a participe cuando esté disponible.** Sí → [*REDIRECT PANELIST TO SURVEY IN ALCHEMER*] No → Gracias por su tiempo. [*TERMINATE]*
RECAPTCHA NEW 2024 *RECAPTCHA*	**Please check the box below, and click 'Next' to proceed with the survey.**  *[PROGRAMMER NOTE: Utilize ReCAPTCHA and Duplicate Protection function based on IP address in Alchemer]*	**Por favor marque la casilla que está a continuación, y haga clic en "Siguiente" para ir a la encuesta.**  [No soy un robot] *[PROGRAMMER NOTE: Utilize ReCAPTCHA and Duplicate Protection function based on IP address in Alchemer]*

PARENT INFO / CONSENT REVISED 2020 REVISED 2021 REVISED 2023 REVISED 2025 COUNTRY SPECIFIC WORDING	We would like to conduct a survey with ONE of your CHILDREN AGED 10-17. Please read the following information, and indicate if you are willing to let your child participate. - The survey will examine eating patterns among children. Your child will be asked about the types of food they eat, advertisements they may have seen for food and other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use). - Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements they see in different parts of the world. - The study is being conducted by Professor David Hammond at the University of Waterloo, Canada. - The survey will take about 20 minutes. - As a thank you for your child's participation, the survey firm will provide you with your usual compensation. - We will ask your child a few short questions to see if they are eligible to complete the survey. All other questions are completely voluntary. Your child can click 'refuse to answer' to any question they do not wish to answer, and you will still receive the reward. Your child can choose to stop participating at any time, but if they close the survey before the end of the survey you will not receive the reward and any data already collected will be deleted by the researcher. There are no known or anticipated risks to your child's participation in the survey. - We take your child's privacy very seriously and will keep their identity confidential. We will never share their personal information with any company or marketing firm. All of the information your child provides will be grouped with responses from other participants, which means that there will be no way to identify participants individually from the reports we create. Your child will not be asked to provide their name, address or telephone number. - The study data will be collected using Alchemer software. Internet protocol (IP) addresses may be recorded by the software program used for this study to avoid duplicate responses in the dataset, but	Nos gustaría realizar una encuesta con UNO de sus HIJO/AS DE 10 A 17 AÑOS. Por favor lea la siguiente información e indique si está dispuesto a dejar que su hijo/a participe. - La encuesta examinará los patrones de alimentación de los niños/as. Se le preguntará a su hijo/a sobre los tipos de alimentos que come, los anuncios de alimentos y otros productos que puede haber visto, y sus antecedentes (por ejemplo, edad, peso y hábitos en cuanto a fumar o consumir cannabis o alcohol). - Se están realizando encuestas similares en otros cinco países para que los investigadores puedan saber más sobre los tipos de alimentos que comen los niños y los anuncios que ven los niños en diferentes partes del mundo. - Este estudio está siendo realizado por el profesor David Hammond de la Universidad de Waterloo, Canadá. - La encuesta dura unos 20 minutos. - Como agradecimiento por la participación de su hijo/a, la empresa de encuestas le dará su compensación habitual. - Le haremos a su hijo algunas preguntas cortas para ver si es elegible para responder a la encuesta. Todas las demás preguntas son totalmente voluntarias. Su hijo/a puede dar click en 'Se negó a responder' a cualquier pregunta que no quieran contestar, y recibirá la recompensa. Su hijo/a puede decidir dejar de participar en cualquier momento, pero si cierra la encuesta antes de terminarla no recibirá la recompensa y los datos que se hayan recogido pueden ser borrados por el investigador. No hay riesgos conocidos o anticipados por el hecho de que su hijo participe en la encuesta. - Tomamos muy en serio la privacidad de su hijo/a y mantendremos su identidad confidencial. Nunca compartiremos su información personal con ninguna compañía o empresa de marketing. Toda la información que proporcione su hijo/a será agrupada con las respuestas de otros participantes, lo que significa que no habrá manera de identificar a los participantes individualmente en los

	this information will not be used by the researchers or the owners of the program to identify you or your child personally. Please note that while we implement security safeguards designed to protect all survey data, when information is transmitted over the internet, there is still a risk your child's responses may be intercepted by a third party (e.g., government agencies, hackers). - The data will be stored for a minimum of 7 years on a secure University of Waterloo server in Canada. Analyses may also be conducted by international research team members, but only using de-identified data stored on password-protected computers. - The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers. - This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). However, the final decision about participation is yours and your child's. If you have questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4440 or reb@uwaterloo.ca. - Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 03/11/2025. If you have general questions regarding your child's rights as a research study participant, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx. - The National Institute of Public Health (INSP), located at Avenida Universidad, number 655, Colonia. Santa María Ahuacatitlán, Cuernavaca, Postal Code 62100, Morelos, is responsible for processing the personal data provided by all individuals participating in this research study, which will be protected in accordance with the provisions of the General Law on the Protection of Personal Data Held by Obligated Subjects and will be used exclusively for the purposes set forth in this document. You may request the correction of your child's data or that their data be deleted from our databases or withdraw your consent for its use. In any of these cases, please contact the researcher responsible at the following email address: alejandra.jauregui@insp.mx. I also inform	informes que creamos. No se le pedirá a su hijo/a que proporcione su nombre, dirección, ni número de teléfono. - Los datos del estudio se recogerán con el software Alchemer. Las direcciones de protocolo de Internet (IP) pueden ser registradas por el software utilizado para este estudio para evitar respuestas duplicadas en la base de datos, pero esta información no será utilizada por los investigadores o los propietarios de los programas para identificarlo a usted o a su hijo/a personalmente. Por favor tenga en cuenta que aunque implementamos medidas de seguridad diseñadas para proteger todos los datos de las encuestas, cuando la información se transmite a través de Internet, existe el riesgo de que las respuestas de su hijo/a puedan ser interceptadas por un tercero (por ejemplo, agencias gubernamentales, hackers). - Los datos se almacenarán durante un mínimo de 7 años en un servidor seguro de la Universidad de Waterloo en Canadá. Los análisis también pueden ser realizados por miembros de equipos de investigación internacionales, pero solo con datos no identificables almacenados en equipos de computo protegidos con contraseñas. - Las preguntas que usted haya respondido hasta este momento son para la empresa que hace la encuesta y no serán compartidas con los investigadores. - Este proyecto ha sido revisado y autorizado por un comité de ética de investigación de la Universidad de Waterloo (REB# 41477). Sin embargo, la decisión final sobre la participación es suya y de su hijo. Si tiene preguntas para el comité, por favor comuníquese con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4440 ó por email a reb@uwaterloo.ca. - Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSP) y aprobado el 03/11/2025. Si usted tiene preguntas generales acerca de los derechos de su hijo/a como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Angélica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx.

	you that you have the right to know who is using your child's data and for what purpose, to request the correction or supplementation of your child's data, as well as to cancel or oppose the use of your child's data (ARCO rights). To do so, you may contact the Head of the INSP Transparency Unit, Dr. Edgar Leonel González González, at the email address unidad.transparencia@insp.mx or by phone at (777) 329 3000, extension 1106, or at the INSP offices, located at Avenida Universidad, Number 655, second floor, cubicle 207 of the main government building, Colonia Santa María Ahuacatitlán, Cuernavaca, Morelos, Postal Code 62100. You can also consult the project's Institutional Privacy Notice via the following link: https://insp.mx/proteccion-de-datos-personales/avisos-de-privacidad-integrales-investigacion-en-nutricion-y-salud. You can access the Privacy Policy for NielsenIQ survey participants via the following link: https://nielseniq.com/global/es/legal/privacy-policy/ - For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Alejandra Jáuregui de la Mota, a local study researcher from the Instituto Nacional de Salud Pública in Mexico at 777-329-3000 ext. 7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx. *Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.* *By providing your consent, you are not waiving your legal rights or releasing the investigator(s) or involved institution(s) from their legal and professional responsibilities.* **Would you be willing to allow your child to participate in this survey?** By clicking "Yes" below, you confirm that you are the parent/legal guardian of the child participating in this study and agree to allow them to participate. Yes → [*Continue*]	- El Instituto Nacional de Salud Pública (INSP) con domicilio en Avenida Universidad, número. 655, Colonia. Santa María Ahuacatitlán, Cuernavaca, Código postal. 62100, Morelos, es el responsable del tratamiento de los datos personales que proporcione toda persona que participa en el presente estudio de investigación, los cuales serán protegidas conforme a lo dispuesto por la Ley General de Protección de Datos Personales en Posesión de Sujetos Obligados y serán utilizados exclusivamente para las finalidades expuestas en este documento. Usted puede solicitar la corrección de los datos de su hijo/a o que sus datos se eliminen de nuestras bases o retirar su consentimiento para su uso. En cualquiera de estos casos le pedimos dirigirse a la investigadora responsable, a la siguiente dirección de correo electrónico alejandra.jauregui@insp.mx. Le informo también que usted tiene derecho de conocer quiénes y para qué utilizan los datos de su hijo/a, de solicitar corrección o complementar los datos de su hijo/a, así como cancelar u oponerse a que sus datos sean utilizados (derechos ARCO), para ello usted podrá comunicarse con el Titular de la Unidad de Transparencia del INSP, Dr. Edgar Leonel González González al correo electrónico unidad.transparencia@insp.mx o al teléfono (777) 329 3000, extensión 1106, o en las oficinas del INSP, ubicadas en Avenida Universidad, Número 655 segundo piso, cubículo 207 del edificio principal de gobierno, Colonia Santa María Ahuacatitlán, Cuernavaca, Morelos, Código Postal 62100. También podrá consultar el aviso de Privacidad Institucional del proyecto a través del siguiente enlace: https://insp.mx/proteccion-de-datos-personales/avisos-de-privacidad-integrales-investigacion-en-nutricion-y-salud. Puede acceder a la Política de privacidad para participantes en encuestas de NielsenIQ a través del siguiente enlace: https://nielseniq.com/global/es/legal/privacy-policy/ - Para cualquier otra pregunta sobre el estudio, por favor póngase en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 ó por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un

	No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]*	horario de 9:30 a 14:00 hrs. de lunes a viernes, ó por email a alejandra.jauregui@insp.mx. *Tome en cuenta que su hijo/a no necesita estar disponible en este momento para participar. Después de responder a las preguntas de los padres/tutores, se darán las instrucciones para que su hijo/a participe cuando esté disponible.* *Al dar su consentimiento, usted no estará renunciando a sus derechos legales ni absuelve a los investigadores ni a las instituciones involucradas de sus responsabilidades legales y profesionales.* ¿Estaría dispuesto a permitir que su hijo/a participe en esta encuesta? Al hacer clic en "Sí" que aparece debajo, usted confirma que es el padre, la madre o el tutor legal del niño que participa en este estudio y acepta permitirle participar. Sí → [*Continue*] No → Gracias por su tiempo. Ahora usted se redirige a la empresa de encuestas. [*TERMINATE]*
CITY REVISED 2020	Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child's background. What city or town does your child live in? *This information helps us to understand the food environment where your child lives.* *As a reminder, your child's identity will be kept strictly confidential.* Enter city/town: _____ [open-text] Don't know Refuse to answer	Gracias. Antes de que su hijo/a comience con la encuesta, nos gustaría hacerle un par de preguntas sobre los antecedentes de su hijo(a). ¿En qué ciudad o pueblo vive su hijo/a? *Esta información nos ayuda a entender el ambiente alimentario en donde vive su hijo/a.* *Como recordatorio: la identidad de su hijo/a se mantendrá estrictamente confidencial.* Introduzca la ciudad/pueblo: _____ [open-text] No sabe Se negó a responder

POSTAL CODE NEW 2025 COUNTRY SPECIFIC WORDING *POSTAL* *POSTAL_TEXT_MEX*	*UNIVERSE: Canada, Australia, Mexico, UK, USA (skip in Chile)* **Please enter your child's postal code:** *This information helps us to understand the food environment where your child lives.* *As a reminder, your child's identity will be kept strictly confidential.* Enter: _____ [format: 5 numeric digits] Don't know Refuse to answer	*UNIVERSE: Canada, Australia, Mexico, UK, USA (skip in Chile)* **Por favor introduzca el código postal de su hijo/a:** *Esta información nos ayuda a entender el ambiente alimentario en donde vive su hijo/a.* *Como recordatorio: la identidad de su hijo/a se mantendrá estrictamente confidencial.* Introduzca: _____ [format: 5 numeric digits] No sabe Se negó a responder
PERCEIVED INCOME ADEQUACY LITWIN & SAPIR 2009 NEW 2020 *INCOME_ADEQ*	**Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?** Very difficult Difficult Neither easy nor difficult Easy Very easy Don't know Refuse to answer	**Pensando en sus ingresos mensuales totales, ¿qué tan difícil o fácil le resulta ganar suficiente dinero para vivir sin deudas?** Muy difícil Difícil Ni fácil ni difícil Fácil Muy fácil No sabe Se negó a responder

HANDOVER TO CHILD	The remaining questions should be completed by YOUR CHILD AGED 10-17. If your child is not currently available, they may complete the survey later by doing one of the following: a) Leave this survey screen open in your browser, and return to it when your child is ready. OR b) Copy and save the link below and then paste it into your browser when your child is ready. [link] *Please note that the link in your original survey invitation will not bring you back to this survey.* When your child is ready, check the box below: - My child is ready to begin *[Parents/guardians: pass the survey to your child]*	Las preguntas restantes deben ser completadas por SU HIJO/A de 10 a 17 años de edad. Si su hijo/a no está disponible en este momento, puede responder a la encuesta más tarde haciendo lo siguiente: a) Por favor deje esta pantalla de encuesta abierta en su navegador y vuelva a ella cuando su hijo/a esté listo. O b) Copie y guarde el enlace que está a continuación y luego péguelo en la barra de dirección de su navegador cuando su hijo/a esté listo. [link] *Por favor tenga en cuenta que el enlace original de invitación a la encuesta no le traerá de vuelta a esta encuesta.* Cuando su hijo/a esté listo, por favor marque la casilla de abajo: - Mi hijo/a está listo para empezar *[Padres/tutores: pasen la encuesta a su hijo/a]*

INTRODUCTION

DOMAIN SOURCE	ENGLISH	SPANISH
ELIGIBILITY INTRO	Hello! We have a couple of questions for you before the survey starts. *[Parents/guardians: please pass the survey to your child]* [PROGRAMMER NOTE: If respondent uses copied link to try to complete survey after entering an invalid age (<10 or >17 years) show the following message in red font below the above text: "Unfortunately, you were not eligible to participate in the study." and then redirect to ineligible age disqualified screen described below. If respondent uses copied link to try to re-complete survey after already completing survey once show the following message in red font below the above text: "You have already completed the survey. Thank you once again for your participation." and then redirect to end screen.]	¡Hola! Tenemos un par de preguntas para ti antes de que comience la encuesta. *[Padres/tutores: por favor pasen la encuesta a su hijo/a]* [PROGRAMMER NOTE: If respondent uses copied link to try to complete survey after entering an invalid age (<10 or >17 years) show the following message in red font below the above text: "Desafortunadamente no eres elegible para participar en el estudio." and then redirect to ineligible age disqualified screen described below. If respondent uses copied link to try to re-complete survey after already completing survey once show the following message in red font below the above text: "Ya has respondido a la encuesta. Gracias nuevamente por tu participación." and then redirect to end screen.]
AGE CSTADS modified *AGE*	How old are you? 9 years or younger 10 years 11 years 12 years 13 years 14 years 15 years 16 years 17 years 18 years or older [PROGRAMMER NOTE: If <10 or >17 show: "Unfortunately, you are not eligible for the study. Thank you for your time. You will now be redirected back to the survey company."]	¿Cuántos años tienes? 9 años o menos 10 años 11 años 12 años 13 años 14 años 15 años 16 años 17 años 18 años o más [PROGRAMMER NOTE: If <10 or >17 show: "Desafortunadamente no eres elegible para el estudio. Gracias por tu tiempo. Ahora la página será redirigida de vuelta a la empresa de encuestas.]
SEX CSTADS REVISED 2020 *SEX*	What was your sex at birth? Male Female	¿Cuál es el sexo con el que nació? Masculino Femenino

INFO LETTER REVISED 2020 REVISED 2021 REVISED 2023 REVISED 2025 COUNTRY SPECIFIC WORDING	**Before you start, please read this letter and let us know if you agree to participate.** - The survey asks about the kinds of food you eat, advertisements you see for food and other products, and your background (example: your age, weight, smoking, cannabis or alcohol use). - Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements children see in different parts of the world. - You must be between 10 and 17 years of age to participate. - The survey will take about 20 minutes. - The survey is run by Professor David Hammond at the University of Waterloo, Canada. - As a thank you for participating, the survey firm will provide their usual reward to your parent/guardian. - You do not have to participate. If you decide to participate, you can click 'refuse to answer' to any question you do not wish to answer, and your parent/guardian will still receive the reward. You can choose to stop participating at any time, but if you close the survey before the end of the survey your parent/guardian will not receive the reward. Any data already collected will be deleted by the researcher. As far as we know, being in this study will not hurt you or make you feel bad. - We take your privacy very seriously and will keep your identity confidential. The survey will not have your name on it, so no one will know they are your answers. Only the study researchers will see your answers. Your information will be kept for at least 7 years in a secure location at the University of Waterloo in Canada. Other international study researchers may also analyze your survey responses and would store your information on a password-protected computer. - This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). If you have questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4440 or reb@uwaterloo.ca. - Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 03/11/2025. If you have general questions regarding	**Antes de comenzar, por favor lee esta carta y dinos si estás de acuerdo en participar.** - La encuesta hace preguntas sobre los tipos de alimentos que comes, los anuncios de alimentos y otros productos que ves, y tus antecedentes (por ejemplo: tu edad, peso y hábitos en cuanto a fumar o consumir cannabis o alcohol). - Se están realizando encuestas similares en otros cinco países para que los investigadores puedan saber más sobre los tipos de alimentos que comen los niños y los anuncios que ven los niños en diferentes partes del mundo. - Debes tener entre 10 y 17 años de edad para participar. - La encuesta dura unos 20 minutos. - Este estudio está siendo realizado por el profesor David Hammond de la Universidad de Waterloo, Canadá. - Como agradecimiento por participar, la empresa de encuestas le dará su premio habitual a tus padres/tutores. - No tienes la obligación de participar. Si decides participar, puedes hacer clic en "se negó a responder" a cualquier pregunta que no desees responder, y tus padres/tutores seguirán recibiendo el premio. Puedes dejar de participar en cualquier momento, pero si cierras la encuesta antes del final, tus padres/tutores no recibirán el premio. Los datos que se hayan recogido pueden ser borrados por el investigador. Hasta donde sabemos, participar en este estudio no te lastimará ni te hará sentir mal. - Tomamos muy en serio tu privacidad y mantendremos tu identidad confidencial. La encuesta no tendrá tu nombre en ella, así que nadie sabrá cuales son tus respuestas. Solo los investigadores del estudio verán tus respuestas. Tu información se guardará durante al menos 7 años en un lugar seguro en la Universidad de Waterloo en Canadá. Otros investigadores internacionales del estudio también pueden analizar tus respuestas a la encuesta y almacenar tu información en una computadora protegida por contraseñas. - Este proyecto ha sido revisado y autorizado por un comité de ética de investigación de la Universidad de Waterloo (REB# 41477). Si tienes preguntas para el comité, por favor comunícate con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4440 ó por email a reb@uwaterloo.ca.

	your rights as a research study participant, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx. - The National Institute of Public Health (INSP), located at Avenida Universidad, number 655, Colonia. Santa María Ahuacatitlán, Cuernavaca, Postal Code 62100, Morelos, is responsible for processing the personal data provided by all individuals participating in this research study, which will be protected in accordance with the provisions of the General Law on the Protection of Personal Data Held by Obligated Subjects and will be used exclusively for the purposes set forth in this document. You may request the correction of your data or that your data be deleted from our databases or withdraw your consent for its use. In any of these cases, please contact the researcher responsible at the following email address: alejandra.jauregui@insp.mx. I also inform you that you have the right to know who is using your data and for what purpose, to request the correction or supplementation of your data, as well as to cancel or oppose the use of your data (ARCO rights). To do so, you may contact the Head of the INSP Transparency Unit, Dr. Edgar Leonel González González, at the email address unidad.transparencia@insp.mx or by phone at (777) 329 3000, extension 1106, or at the INSP offices, located at Avenida Universidad, Number 655, second floor, cubicle 207 of the main government building, Colonia Santa María Ahuacatitlán, Cuernavaca, Morelos, Postal Code 62100. You can also consult the project's Institutional Privacy Notice via the following link: https://insp.mx/proteccion-de-datos-personales/avisos-de-privacidad-integrales-investigacion-en-nutricion-y-salud. You can access the Privacy Policy for NielsenIQ survey participants via the following link: https://nielseniq.com/global/es/legal/privacy-policy/ - If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada, at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Alejandra Jáuregui de la Mota, a local study researcher from the Instituto Nacional de Salud Pública in Mexico at 777-329-3000 ext.	- Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSP) y aprobado el 03/11/2025. Si usted tiene preguntas generales relacionadas con sus derechos como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Angélica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx. - El Instituto Nacional de Salud Pública (INSP) con domicilio en Avenida Universidad, número. 655, Colonia. Santa María Ahuacatitlán, Cuernavaca, Código postal. 62100, Morelos, es el responsable del tratamiento de los datos personales que proporcione toda persona que participa en el presente estudio de investigación, los cuales serán protegidas conforme a lo dispuesto por la Ley General de Protección de Datos Personales en Posesión de Sujetos Obligados y serán utilizados exclusivamente para las finalidades expuestas en este documento. Usted puede solicitar la corrección de sus datos o que sus datos se eliminen de nuestras bases o retirar su consentimiento para su uso. En cualquiera de estos casos le pedimos dirigirse a la investigadora responsable, a la siguiente dirección de correo electrónico alejandra.jauregui@insp.mx. Le informo también que usted tiene derecho de conocer quiénes y para qué utilizan sus datos, de solicitar corrección o complementar sus datos, así como cancelar u oponerse a que sus datos sean utilizados (derechos ARCO), para ello usted podrá comunicarse con el Titular de la Unidad de Transparencia del INSP, Dr. Edgar Leonel González González al correo electrónico unidad.transparencia@insp.mx o al teléfono (777) 329 3000, extensión 1106, o en las oficinas del INSP, ubicadas en Avenida Universidad, Número 655 segundo piso, cubículo 207 del edificio principal de gobierno, Colonia Santa María Ahuacatitlán, Cuernavaca, Morelos, Código Postal 62100. También podrá consultar el aviso de Privacidad Institucional del proyecto a través del siguiente enlace: https://insp.mx/proteccion-de-datos-personales/avisos-de-privacidad-integrales-investigacion-en-nutricion-y-salud. Puede acceder a la Política de privacidad para

	7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx.	participantes en encuestas de NielsenIQ a través del siguiente enlace: https://nielseniq.com/global/es/legal/privacy-policy/ - Si tiene alguna otra pregunta sobre el estudio, por favor póngase en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 ó por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un horario de 9:30 a 14:00 hrs. de lunes a viernes, ó por email a alejandra.jauregui@insp.mx.
CONSENT *CONSENT*	**Do you agree to participate in this survey?** Yes → [*Continue to survey*] No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]*	**¿Estás de acuerdo en participar en esta encuesta?** Sí → [*Continue to survey*] No → Gracias por tu tiempo. Ahora usted se redirige a la empresa de encuestas. [*TERMINATE]*

ENCOURAGEMENT 1

ENCOURAGEMENT 1 - DOG	 This is NOT a test….but it is an important health survey. Please answer as honestly as you can. Thanks! Let's get started! *Click 'next' to continue.*	 Esto NO es una prueba… ¡pero es una encuesta de salud importante. Por favor responde lo más honestamente posible. ¡Gracias! ¡Vamos a empezar! *Haz clic en 'Siguiente' para continuar.*

DEMOGRAPHICS

REGION - MEXICO COUNTRY SPECIFIC WORDING *REGION_MEX* *REGION_OTEXT_MEX*	*UNIVERSE: Mexico* **What state do you live in?** Aguascalientes Baja California Baja California Sur Campeche Chiapas Chihuahua Ciudad de México Coahuila Colima Durango Guanajuato Guerrero Hidalgo Jalisco México Michoacán Morelos Nayarit Nuevo León Oaxaca Puebla Querétaro Quintana Roo San Luis Potosí Sinaloa Sonora Tabasco Tamaulipas Tlaxcala Veracruz Yucatán Zacatecas Other (please specify): _____	*UNIVERSE: Mexico* **¿En qué estado vives?** Aguascalientes Baja California Baja California Sur Campeche Chiapas Chihuahua Ciudad de México Coahuila Colima Durango Guanajuato Guerrero Hidalgo Jalisco México Michoacán Morelos Nayarit Nuevo León Oaxaca Puebla Querétaro Quintana Roo San Luis Potosí Sinaloa Sonora Tabasco Tamaulipas Tlaxcala Veracruz Yucatán Zacatecas Otro (por favor especifica): _____

	Don't know Refuse to answer	No sabe Se negó a responder
EDUCATION LEVEL COUNTRY SPECIFIC WORDING *EDUC_CURR_MEX* *EDUC_CURR_OTEXT_MEX*	*UNIVERSE: Mexico* **What school grade are you in?** 3° de primaria o menor (3rd Grade or lower) 4° de primaria (4th Grade) 5° de primaria (5th Grade) 6° de primaria (6th Grade) 1° de secundaria (1st Secondary school) 2° de secundaria (2nd Secondary school) 3° de secundaria (3rd Secondary school) 1° de preparatoria (1st High school) 2° de preparatoria (2nd High school) 3° de preparatoria (3rd High school) Escuela técnica (Technical school) Universidad (University) Other (please specify): _____ I'm not in school Don't know Refuse to answer	*UNIVERSE: México* **¿En qué grado escolar estás?** 3° de primaria o menor 4° de primaria 5° de primaria 6° de primaria 1° de secundaria 2° de secundaria 3° de secundaria 1° de preparatoria 2° de preparatoria 3° de preparatoria Escuela técnica Universidad Otro (por favor especifica): _____ No estoy en la escuela No sabe Se negó a responder
EDUC_COMP_MEX *EDUC_COMP_OTEXT_MEX*	*UNIVERSE: Mexico and "not in school"* **What was the last school grade you finished?** 3rd Grade or lower 4th Grade 5th Grade 6th Grade 1st Secondary school 2nd Secondary school 3rd Secondary school 1st High school 2nd High school 3rd High school Technical school University Other (please specify): _____ Don't know	*UNIVERSE: Mexico and "not in school"* **¿Cuál fue el último grado escolar que terminaste?** 3° de primaria o menor 4° de primaria 5° de primaria 6° de primaria 1° de secundaria 2° de secundaria 3° de secundaria 1° de preparatoria 2° de preparatoria 3° de preparatoria Escuela técnica Universidad Otro (por favor especifica): _____ No sabe

	Refuse to answer	Se negó a responder
SCHOOL GRADES MEXICO ENERGY DRINK STUDY COUNTRY SPECIFIC WORDING *EDUC_GRD_MEX*	*UNIVERSE: Mexico* What grades do you usually get in school? 5 or less 6 7 8 9 10 Don't know Refuse to answer	*UNIVERSO: México* ¿Qué calificaciones sacas normalmente en la escuela? 5 o menos 6 7 8 9 10 No sabe Se negó a responder
SCHOOL SYSTEM NEW 2020 REVISED 2022 (DELETE COVID WORDING) *SCH_SYSTEM*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* Are you taking your classes at school or online/from home? All classes at school All classes online/from home Some classes at school, some classes online/from home Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* ¿Estás tomando tus clases en la escuela o en línea/en tu casa? Todas las clases en la escuela/colegio Todas las clases en línea/en casa Algunas clases en la escuela/colegio, algunas clases en línea/en casa No sabe Se negó a responder
SCHOOL ATTENDANCE NEW 2020 *SCH_ATTEND*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who go to school for all or some of their classes.* How often did you go to your school (in the school building) in the last 30 days? Never Some days Most days Every school day Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who go to school for all or some of their classes.* ¿Con qué frecuencia fuiste a tu escuela (al edificio de la escuela) en los últimos 30 días? Nunca Algunos días La mayoría de los días Todos los días de escuela/colegio No sabe Se negó a responder
SCHOOL NAME NEW 2025 *SCH_NAME* *SCH_NAME_OTEXT*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* What is the name of your school? Enter school name: [open-ended] Don't know [valid answer] Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* ¿Cómo se llama tu escuela? Introduce el nombre de la escuela: [open-ended] No sabe [valid answer] Se negó a responder

PURCHASING AND SPENDING MONEY

SPEND MONEY ON FOOD – LOCATION REVISED 2020 (DK/R response format) REVISED 2021 COUNTRY SPECIFIC WORDING *BUY_LOC_CONV* *BUY_LOC_GROC* *BUY_LOC_REST* *BUY_LOC_SCH*	**Think about the last 7 days.** **Did you <u>buy</u> food or drinks for yourself…** At a corner store or convenience store At a supermarket At a fast food or sit-down restaurant At a school (including cafeteria, vending machine, snack shop, etc.) [PROGRAMMER NOTE: Use table with yes/no/DK/R for each location] Yes No Don't know Refuse to answer	**Piensa en los últimos 7 días.** **¿<u>Compraste</u> comida o bebidas para ti...** En una tienda de la esquina o tienda de conveniencia En un supermercado En un restaurante de comida rápida o donde uno come sentado En una escuela (incluyendo cafetería, máquina expendedora, tienda de refrigerios, etc.) [PROGRAMMER NOTE: Use table with yes/no/DK/R for each location] Sí No No sabe Se negó a responder

DIET SOURCES AND PATTERNS

FOOD SOURCE - EATING OUT FREQUENCY NHANES adapted *EATOUT_FREQ*	**Think about the last 7 days.** **How many days did you have a meal (breakfast, lunch or dinner) from restaurants, fast food places, food stands, or vending machines?** *Don't include meals at school.* 0 days (not at all) 1 day 2 days 3 days 4 days 5 days 6 days 7 days (every day) Don't know Refuse to answer	**Piensa en los últimos 7 días.** **¿Cuántos días comiste (desayuno, comida o cena) en restaurantes, restaurantes de comida rápida, puestos de comida o de las máquinas expendedoras?** *No incluyas las comidas en la escuela.* 0 días (nada en absoluto) 1 día 2 días 3 días 4 días 5 días 6 días 7 días (todos los días) No sabe Se negó a responder

FOOD PREP - DINNER Adapted from PROJECT EAT 2009-2010 COUNTRY SPECIFIC WORDING *PREP*	**Think about the last 7 days.** **How many days did you help make dinner or supper?** 0 days (not at all) 1 day 2 days 3 days 4 days 5 days 6 days 7 days (every day) Don't know Refuse to answer	**Piensa en los últimos 7 días.** **¿Cuántos días ayudaste a preparar la comida o la cena?** 0 días (nada en absoluto) 1 día 2 días 3 días 4 días 5 días 6 días 7 días (todos los días) No sabe Se negó a responder

BEVERAGE INTAKE – ANY CONSUMPTION REVISED 2020 COUNTRY SPECIFIC WORDING *BFQ_1 - BFQ_14*	**Did you drink any of these in the last 7 days?** **Regular soda** like Coke, Pepsi, 7-up, Sprite **Diet soda** like Diet Pepsi, Coke Zero **Sports drinks** like Gatorade, Powerade **Energy drinks** like Red Bull, Rockstar, Monster **Frozen drinks** like slushies, ICEEs **Coffee or tea with sugar** including drinks like lattes, mochas, frappuccinos, macchiatos, iced coffee with sugar **Coffee or tea with NO sugar** including drinks like lattes, cappuccinos with NO sugar **100% fruit or vegetable juice** like orange juice, apple juice **Fruit drinks** like lemonade, iced tea, Zuko, coconut water, aguas frescas **Flavored waters or vitamin waters** like Vitaminwater, Clight **Water** including bottled water (flat or sparkling) or water from the tap (boiled or unboiled) or garrafón **Smoothies, protein shakes or drinkable yogurt** **White milk** or alternatives like unsweetened soy or almond milk. **Don't include milk in cereal.* **Chocolate or flavoured milk** including hot chocolate, and alternatives like sweetened soy or almond milk [PROGRAMMER NOTE: Use table with yes/no/DK/R for each drink type; show each section of drinks on a separate screen with main question repeated at top of each screen] Yes No Don't know Refuse to answer	**¿Has tomado alguna de estas bebidas en los últimos 7 días?** **Bebidas refrescos normal** como Coca-Cola, Pepsi, 7-up, Sprite **Bebidas refrescos de dieta** como Pepsi de Dieta, Coca-Cola Zero **Bebidas deportivas** como Gatorade, Powerade **Bebidas energéticas** como Red Bull, Rockstar, Monster **Bebidas congeladas** como granizados, ICEEs **Café o té con azúcar** incluyendo bebidas como lattes, mochas, frappuccinos, café helado con azúcar **Café o té sin azúcar** incluyendo bebidas como lattes, cappuccinos sin azúcar **Jugo 100% de frutas o verduras** como jugo de naranja, de manzana **Bebidas de frutas** como limonada, té helado, Zuko, agua de coco, aguas frescas **Aguas de sabor o vitaminadas** como Vitaminwater, Clight **Agua** incluyendo agua embotellada (con o sin gas) o de la llave (hervida o sin hervir) o de garrafón **Smoothies, licuados de proteínas o yogur para beber** **Leche de vaca** o alternativas a la leche, como la leche de soya o de almendras sin endulzante. **No incluyas la leche en el cereal.* **Leche con chocolate o algún otro sabor** incluyendo chocolate caliente y alternativas a la leche, como la leche de soya o de almendras con endulzante [PROGRAMMER NOTE: Use table with yes/no/DK/R for each drink type; show each section of drinks on a separate screen with main question repeated at top of each screen] Sí No No sabe Se negó a responder

BEVERAGE INTAKE – AMOUNT REVISED 2020 COUNTRY SPECIFIC WORDING *BFQ_1_N - BFQ_14_N*	HOW MANY OF THESE DRINKS did you have in the last 7 days? *For example:* *If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.* *If you had water every school day at lunch, that would be 5 drinks.* [PROGRAMMER NOTE: Only show beverages selected above; show numbers 0-20, more than 20, "Don't Know" and "Refuse to answer" in drop-down list for each] [*dropdown*] **Regular soda** like Coke, Pepsi, 7-up, Sprite, root beer [*dropdown*] **Diet soda** like Diet Pepsi, Coke Zero [*dropdown*] **Sports drinks** like Gatorade, Powerade [*dropdown*] **Energy drinks** like Red Bull, Rockstar, Monster [*dropdown*] **Frozen drinks** like slushies, ICEEs [*dropdown*] **Coffee or tea with sugar** including drinks like lattes, mochas, frappuccinos, macchiatos, iced coffee with sugar [*dropdown*] **Coffee or tea with NO sugar** including drinks like lattes, cappuccinos with NO sugar [*dropdown*] **100% fruit or vegetable juice** like orange juice, apple juice [*dropdown*] **Fruit drinks** like lemonade, iced tea, Zuko, coconut water aguas frescas [*dropdown*] **Flavored waters or vitamin waters** like Vitaminwater, Clight [*dropdown*] **Water** including bottled water (flat or sparkling) or water from the tap (boiled or unboiled) or garrafón [*dropdown*] **Smoothies, protein shakes or drinkable yogurt** [*dropdown*] **White milk** or alternatives like unsweetened soy or almond milk. **Don't include milk in cereal.* [*dropdown*] **Chocolate or flavoured milk** including hot chocolate, and alternatives like sweetened soy or almond milk	¿CUÁNTAS DE ESTAS BEBIDAS has tomado en los últimos 7 días? *Por ejemplo:* *Si tomaste agua el lunes para el desayuno y el jueves para el almuerzo, serían 2 bebidas.* *Si tomaste agua en el almuerzo todos los días de escuela, serían 5 bebidas.* [PROGRAMMER NOTE: Only show beverages selected above; show numbers 0-20, more than 20, "Don't Know" and "Refuse to answer" in drop-down list for each] [*dropdown*] **Bebidas refrescos normal** como Coca-Cola, Pepsi, 7-up, Sprite [*dropdown*] **Bebidas refrescos de dieta** como Pepsi de Dieta, Coca-Cola Zero [*dropdown*] **Bebidas deportivas** como Gatorade, Powerade [*dropdown*] **Bebidas energéticas** como Red Bull, Rockstar, Monster [*dropdown*] **Bebidas congeladas** como granizados, ICEEs [*dropdown*] **Café o té con azúcar** incluyendo bebidas como lattes, mochas, frappuccinos, café helado con azúcar [*dropdown*] **Café o té sin azúcar** incluyendo bebidas como lattes, cappuccinos sin azúcar [*dropdown*] **Jugo 100% de frutas o verduras** como jugo de naranja, de manzana [*dropdown*] **Bebidas de frutas** como limonada, té helado, Zuko, agua de coco, aguas frescas [*dropdown*] **Aguas de sabor o vitaminadas** como Vitaminwater, Clight [*dropdown*] **Agua** incluyendo agua embotellada (con o sin gas) o de la llave (hervida o sin hervir) o de garrafón [*dropdown*] **Smoothies, licuados de proteínas o yogur para beber** [*dropdown*] **Leche de vaca** o alternativas a la leche, como la leche de soya o de almendras sin endulzante. ***No incluyas la leche en el cereal.* [*dropdown*] **Leche con chocolate o algún otro sabor** incluyendo chocolate caliente y alternativas a la leche, como la leche de soya o de almendras con endulzante

BEVERAGE INTAKE – DIET DRINKS REVISED 2020 COUNTRY SPECIFIC WORDING	*UNIVERSE: Respondents age 14-17* [PROGRAMMER NOTE: Show each drink on separate screen; show numbers 0-20 drinks, more than 20 drinks, "Don't Know" and "Refuse to answer" in drop-down list for each]	*UNIVERSE: Respondents age 14-17* [PROGRAMMER NOTE: Show each drink on separate screen; show numbers 0-20 drinks, more than 20 drinks, "Don't Know" and "Refuse to answer" in drop-down list for each]
BFQ_3_N_DIET	*UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)* **You told us you had [#] sports drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like G2 or Powerade Zero? [*dropdown*]	*UNIVERSE: Selected sports drink in last 7 days, and had 1-20 or more times (BFQ_3_N ≠0, DK or R)* **Mencionaste que tomaste [#] bebidas deportivas en los últimos 7 días.** **¿Cuántas de ellas eran dietéticas, bajas en calorías o sin calorías,** como G2 o Powerade Zero? [*dropdown*]
BFQ_4_N_DIET	*UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)* **You told us you had [#] energy drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like Red Bull Sugarfree? [*dropdown*]	*UNIVERSE: Selected energy drink in last 7 days, and had 1-20 or more times (BFQ_4_N ≠0, DK or R)* **Mencionaste que tomaste [#] bebidas energéticas en los últimos 7 días.** **¿Cuántas de ellas eran dietéticas, bajas en calorías o sin calorías,** como el Red Bull Sugarfree o sin azúcar? [*dropdown*]
BFQ_9_N_DIET	*UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)* **You told us you had [#] fruit drinks in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like diet lemonade or unsweetened iced tea? [*dropdown*]	*UNIVERSE: Selected fruit drink in last 7 days, and had 1-20 or more times (BFQ_9_N ≠0, DK or R)* **Mencionaste que tomaste [#] bebidas de frutas en los últimos 7 días.** **¿Cuántas de ellas eran dietéticas, bajas en calorías o sin calorías,** como una limonada dietética o té helado sin azúcar? [*dropdown*]
BFQ_10_N_DIET	*UNIVERSE: Selected flavoured water in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)* **You told us you had [#] flavored waters or vitamin waters in the last 7 days.** **How many of those were diet, low-calorie or no-calorie** like Clight? [*dropdown*]	*UNIVERSE: Selected flavoured water in last 7 days, and had 1-20 or more times (BFQ_10_N ≠0, DK or R)* **Mencionaste que tomaste [#] aguas de sabor o vitaminadas en los últimos 7 días.** **¿Cuántas de ellas eran dietéticas, bajas en calorías o sin calorías,** como Clight? [*dropdown*]

DIET INDICATORS REVISED 2020 (DK/R response format) *EAT_SD* *EAT_FF* *EAT_CEREAL* *EAT_SNACK* *EAT_DESSERT* *EAT_FV*	[PROGRAMMER NOTE: Record date and time, converted to country time zone] You just told us about the last 7 days. Now think about yesterday. Did you have any of the following yesterday? **Sugary drinks** **Fast food from a restaurant** **Sugary cereals** **Snacks** like crackers, chips or granola bars **Desserts or treats** like cookies, ice cream or candy [PROGRAMMER NOTE: Use table with yes/no/DK/R for each food] Yes No Don't know Refuse to answer	[PROGRAMMER NOTE: Record date and time, converted to country time zone] Nos has hablado sobre los últimos 7 días. Ahora piensa en lo que tomaste ayer. ¿Consumiste ayer algo de lo siguiente?: **Bebidas azucaradas** **Comida rápida de un restaurante** **Cereales azucarados** **Botanas** como galletas saladas, papas fritas/chips o barras de granola **Postres o golosinas** como galletas, helados o dulces [PROGRAMMER NOTE: Use table with yes/no/DK/R for each food] Sí No No sabe Se negó a responder
FRUIT INTAKE *FRUIT_FREQ*	How many times did you eat fruit yesterday? *Please include fresh, frozen, dried or canned fruit.* *Don't include fruit juice.* 0 times 1 time 2 times 3 times 4 times 5 times 6 times 7 times 8 times 9 times 10 or more times Don't know Refuse to answer	¿Cuántas veces comiste fruta ayer? *Por favor incluye frutas frescas, congeladas, secas o enlatadas.* *No incluyas el jugo de frutas.* 0 veces 1 vez 2 veces 3 veces 4 veces 5 veces 6 veces 7 veces 8 veces 9 veces 10 ó más veces No sabe Se negó a responder

VEGETABLE INTAKE *VEG_FREQ*	How many times did you eat <u>vegetables yesterday</u>? *Don't include french fries, fried potatoes, or potato chips.* 0 times 1 time 2 times 3 times 4 times 5 times 6 times 7 times 8 times 9 times 10 or more times Don't know Refuse to answer	¿Cuántas veces comiste <u>verduras ayer</u>? *No incluyas ningún tipo de papa frita, papas a la francesa ni papas fritas crujientes/chips.* 0 veces 1 vez 2 veces 3 veces 4 veces 5 veces 6 veces 7 veces 8 veces 9 veces 10 ó más veces No sabe Se negó a responder
ONLINE ORDERING NEW 2022 COUNTRY SPECIFIC WORDING *ONLN_REST* *ONLN_CONV* *ONLN_NONE* *ONLN_DK* *ONLN_R*	*UNIVERSE: Respondents aged 14-17* Have you ordered any of the following <u>online or using an app,</u> for pick-up or delivery in the past 30 days? We want to know if YOU have done this (don't include if your family or others have ordered for you). (Select all that apply). Meals/food/drinks from a restaurant Snacks/food/drinks from a convenience store None of the above Don't know Refuse to answer	*UNIVERSE: Respondents aged 14-17* ¿Ha pedido alguno de los siguientes productos <u>en línea o mediante una aplicación</u>, para ir a recogerlos o a domicilio en los últimos 30 días? Queremos saber si USTED lo ha hecho (no incluya si su familia u otras personas la han pedido por usted). (Seleccione todas las opciones que apliquen). Comidas/alimentos/bebidas de un restaurante Bocadillos/alimentos/bebidas de una tienda de conveniencia Ninguna de las anteriores No sabe Se negó a responder

ONLINE ORDERING FREQUENCY NEW 2022 COUNTRY SPECIFIC WORDING *ONLN_REST_FREQ*	*UNIVERSE: Respondents aged 14-17 who ordered food online/using an app from a convenience store and/or a restaurant* [PROGRAMMER NOTE: Only show items selected in previous question.] **How often have you ordered <u>meals/food/drinks from a restaurant</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	*UNIVERSE: Respondents aged 14-17 who ordered food online/using an app from a convenience store and/or a restaurant* [PROGRAMMER NOTE: Only show items selected in previous question.] **¿Con qué frecuencia ha pedido <u>comidas/alimentos/bebidas de un restaurante</u> en línea o mediante una aplicación en los últimos 30 días?** Menos de una vez a la semana Una vez por semana Algunas veces a la semana Cada día No sabe Se negó a responder
ONLN_CONV_FREQ	**How often have you ordered <u>snacks/food/drinks from a convenience store</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	**¿Con qué frecuencia ha pedido <u>bocadillos/alimentos/bebidas a una tienda de conveniencia</u> en línea o mediante una aplicación en los últimos 30 días?** Menos de una vez a la semana Una vez por semana Algunas veces a la semana Cada día No sabe Se negó a responder

SCHOOL NUTRITION ENVIRONMENT

SCHOOL NUTRITION ENVIRONMENT PREAMBLE NEW 2020 REVISED 2022 (DELETE COVID WORDING)	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* **Next, we're going to ask you some questions about the kinds of food available at your school.**	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* **A continuación, vamos a hacerte algunas preguntas sobre los tipos de alimentos disponibles en tu escuela.**

SCHOOL FOOD LOCATIONS AND PROGRAMS REVISED 2020 (universe and DK/R response format) REVISED 2021 REVISED 2025 COUNTRY SPECIFIC WORDING *SCH_PRG_CAF* *SCH_PRG_VEND* *SCH_PRG_TUCK* *SCH_PRG_BKFST* *SCH_PRG_LUNCH* *SCH_PRG_WATER*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Does your school have… A school cafeteria where you can buy lunch Vending machines where you can buy food or drinks A snack shop where you can buy food or drinks A free breakfast program A free lunch program Water fountains or dispensers [PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program] Yes No Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* ¿Tu escuela tiene…? Una cafetería donde puedas comprar el lunch o almuerzo Máquinas expendedoras donde puedas comprar bebidas o comida Una tienda de refrigerios donde puedas comprar comida o bebidas Un programa de desayunos escolares gratuitos Un programa de lunch o almuerzos escolares gratuitos Bebederos o dispensadores de agua [PROGRAMMER NOTE: Use table with yes/no/DK/R for each location/program] Sí No No sabe Se negó a responder
SCHOOL FOOD LOCATIONS AND PROGRAMS 2 NEW 2021 *SCH_PRG_SNACK*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Does your school have a free snack program? Yes No Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* ¿Tu escuela tiene un programa de refrigerios gratuitos? Sí No No sabe Se negó a responder
SCHOOL BREAKFAST PROGRAM PARTICIPATION REVISED 2021 REVISED 2022 ('free' version only) *SCH_BKFSTFREE_USE*	*UNIVERSE: Students who have a breakfast program at school* Do you get food from the free breakfast program at your school? Yes No Don't know Refuse to answer	*UNIVERSE: Students who have a breakfast program at school* ¿Te dan comida del programa de desayunos gratuitos en tu escuela? Sí No No sabe Se negó a responder
SCHOOL LUNCH PROGRAM PARTICIPATION REVISED 2021 REVISED 2022 ('free' version only) COUNTRY SPECIFIC WORDING *SCH_LUNCHFREE_USE*	*UNIVERSE: Students who have a lunch program at school* Do you get food from the free lunch program at your school? Yes No Don't know Refuse to answer	*UNIVERSE: Students who have a lunch program at school* ¿Te dan comida del programa de lunch o almuerzos gratuitos en tu escuela? Sí No No sabe Se negó a responder

SCHOOL SNACK PROGRAM PARTICIPATION NEW 2021 *SCH_SNACKFREE_USE*	*UNIVERSE: Students who have a snack program at school* **Do you get food from the free snack program at your school?** Yes No Don't know Refuse to answer	*UNIVERSE: Students who have a snack program at school* **¿Te dan comida del programa de refrigerios gratuitos en tu escuela?** Sí No No sabe Se negó a responder
SCHOOL LUNCH PROGRAM TARGET NEW 2021 *SCH_LUNCH_TARGET*	*UNIVERSE: Students who have a lunch program at school* **Which students in your school can get food from the free lunch program?** All students Only students from families who need extra help Don't know Refuse to answer	*UNIVERSE: Students who have a lunch program at school* **¿Cuáles alumnos de tu escuela pueden recibir comida del programa de lunch o almuerzos gratuitos?** Todos los alumnos Solo los alumnos de familias que necesitan ayuda adicional No sabe Se negó a responder
SCHOOL LUNCH PROGRAM FOOD AVAILABLE NEW 2021 REVISED 2024 REVISED 2025 COUNTRY SPECIFIC WORDING *SCH_LUNCHD/C_SD* *SCH_LUNCHD/C_FF* *SCH_LUNCHD/C_CEREAL* *SCH_LUNCHD/C_FV* *SCH_LUNCHD/C_SNACK* *SCH_LUNCHD/C_DESSERT* *SCH_LUNCHD/C_MEAL*	*UNIVERSE: Students who have a lunch program at school* [PROGRAMMER NOTE: Use "do" if the respondent indicates they get food from lunch program; or "can" if the respondent indicates they do not get food from the lunch program or DK/R] **What kind of food [do/can] you get from the free lunch program?** **Sugary drinks** **Fast food** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, chips or granola bars **Desserts or treats** like cookies, ice cream or candy **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer	*UNIVERSE: Students who have a lunch program at school* [PROGRAMMER NOTE: Use "do" if the respondent indicates they get food from lunch program; or "can" if the respondent indicates they do not get food from the lunch program or DK/R] **¿Qué tipo de comida [obtienes/puedes obtener] en el programa de lunch o almuerzos gratuitos?** **Bebidas azucaradas** **Comida rápida** **Cereales azucarados** **Frutas o verduras** **Botanas** como galletas saladas, papas fritas/chips o barras de granola **Postres o golosinas** como galletas, helados o dulces **Almuerzo completo** como sandwiches, sopa o platos calientes [PROGRAMMER NOTE: Use table format] Sí / No / No sabe / Se negó a responder

SCHOOL FOOD AVAILABILITY REVISED 2020 REVISED 2024 REVISED 2025 COUNTRY SPECIFIC WORDING *SCH_AVAIL_SD* *SCH_AVAIL_FF* *SCH_AVAIL_CEREAL* *SCH_AVAIL_FV* *SCH_AVAIL_SNACK* *SCH_AVAIL_DESSERT* *SCH_AVAIL_MEAL*	*UNIVERSE: Australia, Canada, USA, UK, Chile: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* *Mexico: Students currently in 3° de preparatoria or less, or other who go to school for all or some of their classes (skip if only do classes online/from home), and students who are post-secondary school (skip if not currently in school)* On a regular school day, can you buy these foods at your school? **Sugary drinks** **Fast food** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, chips or granola bars **Desserts or treats** like cookies, ice cream or candy **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer	*UNIVERSE: Australia, Canada, USA, UK, Chile: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* *Mexico: Students currently in 3° de preparatoria or less, or other who go to school for all or some of their classes (skip if only do classes online/from home), and students who are post-secondary school (skip if not currently in school)* En un día escolar regular, ¿puedes comprar esto en tu escuela? **Bebidas azucaradas** **Comida rápida** **Cereales azucarados** **Frutas o verduras** **Botanas** como galletas saladas, papas fritas/chips o barras de granola **Postres o golosinas** como galletas, helados o dulces **Almuerzo completo** como sandwiches, sopa o platos calientes [PROGRAMMER NOTE: Use table format] Sí / No / No sabe / Se negó a responder
SCHOOL LUNCH – FOOD REVISED 2020 REVISED 2024 REVISED 2025 COUNTRY SPECIFIC WORDING *SCH_EAT_SD* *SCH_EAT_FF* *SCH_EAT_CEREAL* *SCH_EAT_FV* *SCH_EAT_SNACK* *SCH_EAT_DESSERT* *SCH_EAT_MEAL*	*UNIVERSE: Australia, Canada, USA, UK, Chile: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* *Mexico: Students currently in any level of school including post-secondary (skip if not currently in school).* Think about the last time that you ate lunch on a school day. Did you have… **Sugary drinks** **Fast food** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, chips or granola bars **Desserts or treats** like cookies, ice cream or candy **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer	*UNIVERSE: Australia, Canada, USA, UK, Chile: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school)* *Mexico: Students currently in any level of school including post-secondary (skip if not currently in school).* Piensa en la última vez que comiste el lunch o almuerzo en un día de escuela. ¿Consumiste…? **Bebidas azucaradas** **Comida rápida** **Cereales azucarados** **Frutas o verduras** **Botanas** como galletas saladas, papas fritas/chips o barras de granola **Postres o golosinas** como galletas, helados o dulces **Almuerzo completo** como sandwiches, sopa o platos calientes [PROGRAMMER NOTE: Use table format] Sí / No / No sabe / Se negó a responder

SCHOOL LUNCH – FOOD SOURCE NEW 2023 REVISED 2024 *SCH_SRC_HM* *SCH_SRC_PG* *SCH_SRC_CAF* *SCH_SRC_SNK* *SCH_SRC_NEAR* *SCH_SRC_FRND* *SCH_SRC_OTH* *SCH_SRC_DK* *SCH_SRC_R*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Think about the last time that you ate lunch on a school day. Was the food you ate for lunch… (Select all that apply) From home From a FREE lunch or snack program at school Bought from a cafeteria at school Bought from a snack shop or vending machine at school From a store or restaurant near school From a friend Other Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Piensa en la última vez que comiste el almuerzo en un día de escuela. La comida que almorzaste es… (Selecciona todos los que correspondan) De tu casa De un programa de almuerzos o refrigerios GRATUITOS de la escuela Comprada en una cafetería de la escuela Comprada en una tienda de refrigerios o en una máquina expendedora de la escuela De una tienda o un restaurante cercano a la escuela De un amigo Otro No sabe Se negó a responder
SCHOOL FOOD REGULATION AWARENESS NEW 2025 *SCH_REG*	*Mexico: Students currently in 3° de preparatoria or less, or other who go to school for all or some of their classes (skip if only do classes online/from home), and students who are post-secondary school (skip if not currently in school)* Have you heard about the new regulations to make the food and beverages sold at your school healthy and warning label-free? Yes No Don't know Refuse to answer	*Mexico: Students currently in 3° de preparatoria or less, or other who go to school for all or some of their classes (skip if only do classes online/from home), and students who are post-secondary school (skip if not currently in school)* ¿Has oído sobre las nuevas regulaciones para que los alimentos y bebidas que se venden en tu escuela sean saludables y sin sellos de advertencia? Sí No No sabe Se negó a responder
PUBLIC SUPPORT FOR SCHOOL BAN ON FOODS WITH WARNINGS NEW 2025 *POL_SCH_WL*	*UNIVERSE: Mexico* Do you think schools should ban the sale of foods with warning labels? Yes No Don't know Refuse to answer	*UNIVERSE: Mexico* ¿Crees que las escuelas deberían prohibir la venta de alimentos con etiquetas de advertencia? Sí No No sabe Se negó a responder

FOOD SECURITY

FOOD SECURITY FOR CHILDREN Fram MF, Frongillo EA, Draper CL, Fishbein EM. Development and validation of a child-report assessment of child food insecurity and comparison to parent-report assessment. J Hunger Environ Nutr 8:128–145, 2013. REVISED 2020 (corrected typo) *SECURE1 – SECURE10*	**In the last 12 months…..** 1. Did you worry that food at home would run out before your family was able to get more? 2. Did you worry about how hard it is for your parents or caregivers to get enough food for your family? 3. Were you not able to get the food you wanted because there wasn't enough money? 4. Has the size of your meal been cut because your family didn't have enough food? 5. Were you hungry but didn't eat because your family didn't have enough food? 6. Did you skip a meal because your family didn't have enough food? 7. Did you feel tired or weak because your family didn't have enough food to eat? 8. Did you feel embarrassed or ashamed because your family didn't have enough food? 9. Did you feel sad or mad because your family didn't have enough food? 10. Did you feel embarrassed or ashamed about any of the things you or your family had to do to get enough food? [PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3] Many times 1 or 2 times Never Don't know Refuse to answer	**En los últimos 12 meses…** 1. ¿Te preocupó que se acabara la comida en casa antes de que tu familia pudiera conseguir más? 2. ¿Te ha preocupado lo difícil que es para tus padres/tutores conseguir suficiente comida para tu familia? 3. ¿No pudiste conseguir la comida que querías porque no había suficiente dinero? 4. ¿Se ha reducido la cantidad de tu comida porque tu familia no tenía suficiente comida? 5. ¿Has tenido hambre pero no comías porque tu familia no tenía suficiente comida? 6. ¿Te has saltado alguna comida porque tu familia no tenía suficiente comida? 7. ¿Has sentido cansancio o debilidad porque tu familia no tenía suficiente comida? 8. ¿Has sentido vergüenza porque tu familia no tenía suficiente comida? 9. ¿Has sentido tristeza o enojo porque tu familia no tenía suficiente comida? 10. ¿Has sentido vergüenza por alguna(s) de las cosas que tú o tu familia tuvieron que hacer para conseguir suficiente comida? [PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3] Muchas veces 1 ó 2 veces Nunca No sabe Se negó a responder

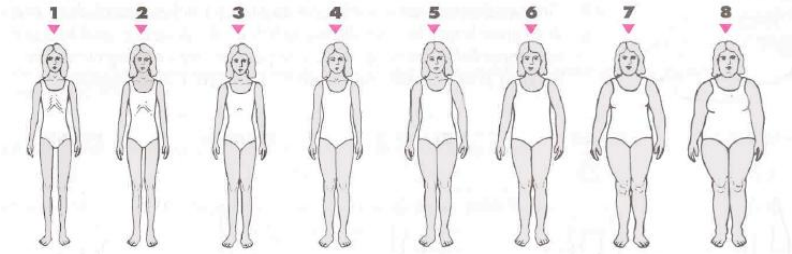
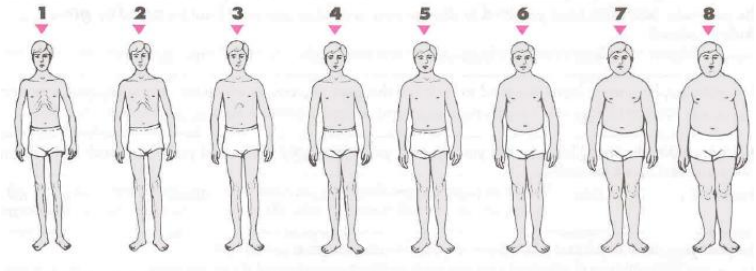
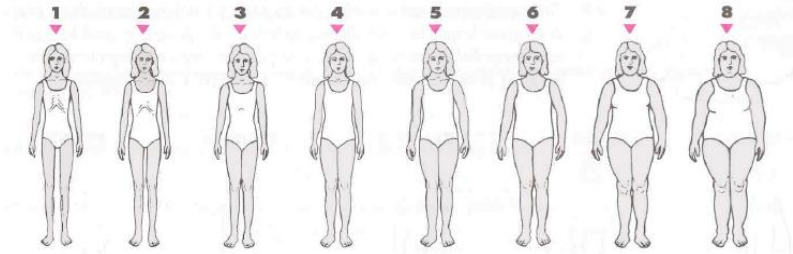
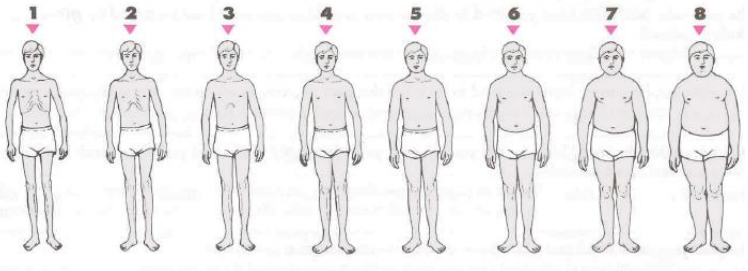
FOOD SECURITY FOR CHILDREN AT SCHOOL NEW 2024 *SECURE_SCH_HGR* *SECURE_SCH_FOC*	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Now we're going to ask a few more questions about when you are AT SCHOOL… In the last 30 days, were you ever hungry AT SCHOOL because your family didn't have enough food for breakfast or lunch? In the last 30 days, did you have trouble focusing AT SCHOOL because your family didn't have enough food for breakfast or lunch? [PROGRAMMER NOTE: Show both questions on same screen] Many times 1 or 2 times Never Don't know Refuse to answer	*UNIVERSE: Students currently in 3° de preparatoria or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Ahora vamos a hacer algunas preguntas más sobre cuando estás EN LA ESCUELA… En los últimos 30 días, ¿alguna vez tuviste hambre EN LA ESCUELA porque tu familia no tenía suficiente comida para el desayuno o el almuerzo? En los últimos 30 días, ¿tuviste problemas para concentrarte EN LA ESCUELA porque tu familia no tenía suficiente comida para el desayuno o el almuerzo? [PROGRAMMER NOTE: Show 1-3 on screen 1, 4-6 on screen 2, and 7-10 on screen 3] Muchas veces 1 ó 2 veces Nunca No sabe Se negó a responder

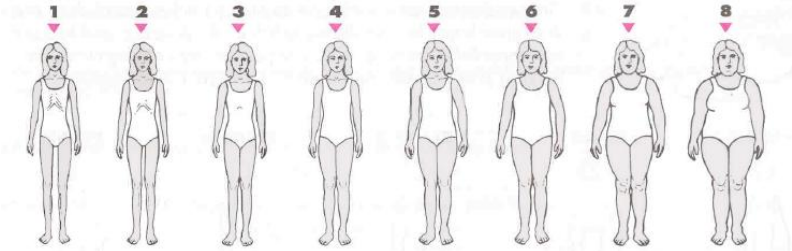
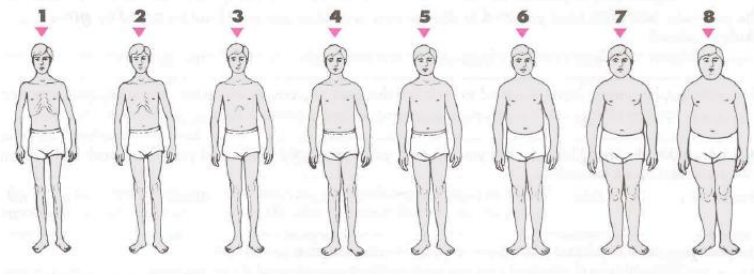
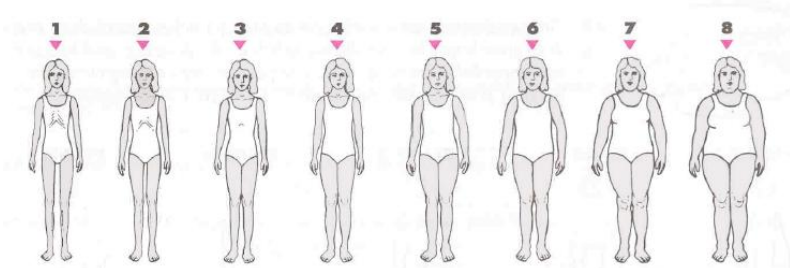
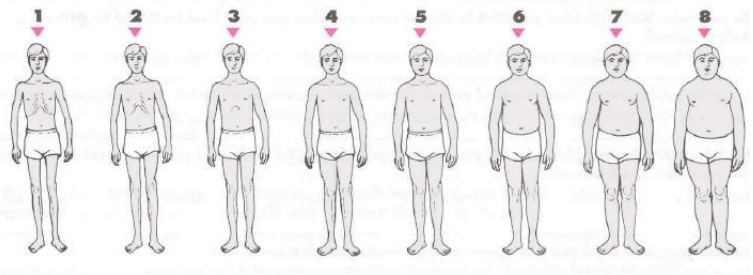
DIET INTENTIONS

VEGETARIANISM Project EAT 2009-2010 *VGTRN*	A vegetarian is someone who rarely or never eats meat. Are you a vegetarian? Yes No Don't know [valid response] Refuse to answer	Un vegetariano es alguien que nunca o rara vez come carne. ¿Eres vegetariano? Sí No No sabe *[valid response]* Se negó a responder

DIET MODIFICATION EFFORTS COUNTRY SPECIFIC WORDING *EFFORT_FV* *EFFORT_WATER* *EFFORT_PROTEIN* *EFFORT_GRAIN* *EFFORT_SUGAR* *EFFORT_SWTNR* *EFFORT_CAL* *EFFORT_PROCESS* *EFFORT_SALT* *EFFORT_MEAT* *EFFORT_ORGANIC* *EFFORT_LOCAL* *EFFORT_PKG*	*UNIVERSE: Respondents age 14-17* Do you make a special effort to… Eat vegetables and fruits Drink lots of water Eat protein Eat whole grains Eat less sugar or drink fewer sugary drinks Eat less low-calorie sweeteners Eat less calories Eat less ultra-processed foods Eat less salt Eat less meat [PROGRAMMER NOTE: Skip if vegetarian] Eat organic foods Eat local foods (food grown in your area) Buy foods with less packaging [PROGRAMMER NOTE: Use table format; show on 3 separate screens] Yes / No / Don't know / Refuse to answer	*UNIVERSE: Respondents age 14-17* ¿Haces un esfuerzo especial para...? Comer frutas y verduras Beber mucha agua Comer proteínas Comer granos enteros Comer menos azúcar o beber menos bebidas azucaradas Comer menos edulcorantes o sustitutos de azúcar bajos en calorías Comer menos calorías Comer menos alimentos ultraprocesados Comer menos sal Comer menos carne [PROGRAMMER NOTE: Skip if vegetarian] Comer alimentos orgánicos Comer alimentos locales (alimentos cultivados en su área) Comprar alimentos con menos empaquetados [PROGRAMMER NOTE: Use table format; show on 3 separate screens] Sí / No / No sabe / Se negó a responder

WEIGHT PERCEPTIONS/LOSS

BODY SIZE PERCEPTIONS Adapted from GUTS REVISED 2020 (images) *WT_BODY_F* *WT_BODY_F_DKR* *WT_BODY_M* *WT_BODY_M_DKR*	**Which picture looks most like your body shape?** [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"] [PROGRAMMER NOTE: Images to show if sex=female]  [PROGRAMMER NOTE: Images to show if sex=male]  Don't know Refuse to answer	**¿Qué imagen se parece más a la forma de tu cuerpo?** [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"] [PROGRAMMER NOTE: Images to show if sex=female]  [PROGRAMMER NOTE: Images to show if sex=male]  No sabe Se negó a responder

BODY SIZE IDEAL Adapted from GUTS REVISED 2020 (images) *WT_IDEAL_F* *WT_IDEAL_F_DKR* *WT_IDEAL_M* *WT_IDEAL_M_DKR*	Which picture looks most like how you <u>WANT</u> YOUR BODY TO LOOK? [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"] [PROGRAMMER NOTE: Images to show if sex=female]  [PROGRAMMER NOTE: Images to show if sex=male]  Don't know Refuse to answer	¿Cuál es la imagen que más se parece a cómo <u>QUIERES</u> QUE LUZCA TU CUERPO? [PROGRAMMER NOTE: Show body images; only allow respondents to select 1 image, "don't know" or "refuse to answer"] [PROGRAMMER NOTE: Images to show if sex=female]  [PROGRAMMER NOTE: Images to show if sex=male]  No sabe Se negó a responder

WEIGHT LOSS EFFORTS From NHANES, GUTS, Project-EAT and others *WT_TRY*	Which of the following are you trying to do about your weight? Nothing Stay the same weight Gain weight Lose weight Don't know Refuse to answer	¿Qué estás tratando de hacer con respecto a tu peso? Nada Mantener el mismo peso Subir de peso Bajar de peso No sabe Se negó a responder
WEIGHT LOSS DIET *WT_DIET*	Have you been on a diet to lose weight in the past 12 months? Yes No Don't know Refuse to answer	¿Ha estado a dieta para perder peso en los últimos 12 meses? Sí No No sabe Se negó a responder
WEIGHT TEASE Adapted from Project EAT 2003-2004 (B&W) *WT_TEASE*	Do you get teased or made fun of because of your weight? All the time A lot Sometimes Rarely Never Don't know Refuse to answer	¿Hacen comentarios o se burlan de ti debido a tu peso? Todo el tiempo Mucho Algunas veces Rara vez Nunca No sabe Se negó a responder

SUGARY DRINK PERCEPTIONS

BEVERAGE BRAND RECALL REVISED 2025 COUNTRY SPECIFIC WORDING *BEV_BR1- BEV_BR3* *BEV_BR_DKR*	An example of a candy brand is: Skittles An example of a chip brand is: Sabritas Please name up to 3 drink brands: Brand 1: [open-text] Brand 2: [open-text] Brand 3: [open-text] I don't know any drink brands Refuse to answer	Un ejemplo de una marca de caramelos es: Skittles Un ejemplo de una marca de papas fritas/chips es: Sabritas Por favor indica hasta 3 marcas de bebidas: Marca 1: Marca 2: Marca 3: No conozco ninguna marca de bebidas Se negó a responder

SOFT DRINK PERCEIVED HEALTHINESS *Adapted from Adult survey (reduced from 7 to 5 points)* REVISED 2020 (added warning; increased to 600mL) COUNTRY SPECIFIC IMAGE *SSB_HLTH_POP*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **Is this type of drink unhealthy or healthy?**  600 ml Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **¿Este tipo de bebida es saludable o no saludable?**  600 ml Nada saludable Poco saludable Medianamente saludable Saludable Muy saludable No sabe Se negó a responder
SOFT DRINK ESTIMATED SUGAR AMOUNT REVISED 2020 (added warning; increased to 600mL) COUNTRY SPECIFIC IMAGE *SSB_SUGAR_POP*	**How much sugar is in this drink?**  600 ml None A little A medium amount Quite a bit A lot Don't know Refuse to answer	**¿Cuánta azúcar hay en esta bebida?**  600 ml Nada Poca Una cantidad media Bastante Mucha No sabe Se negó a responder

SSB PERCEPTIONS - CONDITION REVISED 2020 (added warnings; increased to Diet Coke to 600mL) COUNTRY SPECIFIC IMAGE *SSB_CONDITION*	*[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following 2 questions with the same beverage image on screen for each question.]* Diet soda (Coca-Cola Light) 100% juice (Orange juice) Energy drink (Red Bull) Water Sports drink (Gatorade) Chocolate milk Iced tea Unflavoured milk [PROGRAMMER NOTE: Show country-specific images] 	*[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following 2 questions with the same beverage image on screen for each question.]* Refresco de dieta (Coca-Cola Light) 100% jugo (jugo de naranja) Bebida energética (Red Bull) Agua Bebida deportiva (Gatorade) Leche con chocolate Té helado Leche sin sabor [PROGRAMMER NOTE: Show country-specific images] 
SSB PERCEIVED HEALTHINESS Adapted from Adult survey (reduced from 7 to 5 points) REVISED 2020 (added warnings; increased to Diet Coke to 600mL) COUNTRY SPECIFIC IMAGE *SSB_HLTH_[TYPE]*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. Is this type of drink unhealthy or healthy? *[show image]* Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. ¿Este tipo de bebida es saludable o no saludable? *[show image]* Nada saludable Poco saludable Medianamente saludable Saludable Muy saludable No sabe Se negó a responder

SSB ESTIMATED SUGAR AMOUNT REVISED 2020 (added warnings; increased to Diet Coke to 600mL) COUNTRY SPECIFIC IMAGE *SSB_SUGAR_[TYPE]*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. How much sugar is in this drink? *[show image]* None A little A medium amount Quite a bit A lot Don't know Refuse to answer	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. ¿Cuánta azúcar hay en esta bebida? *[show image]* Nada Poca Una cantidad media Bastante Mucha No sabe Se negó a responder
SUGAR TAX *DRINKS_COST*	Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)? No - they cost the same Sugary drinks cost a little more Sugary drinks cost a lot more Don't know Refuse to answer	¿Las bebidas azucaradas (como la Coca-Cola) cuestan más que las bebidas sin azúcar (como la Coca-Cola Light)? No - Cuestan lo mismo Las bebidas azucaradas cuestan un poco más Las bebidas azucaradas cuestan mucho más No sabe Se negó a responder
SWEETENER ACCEPTABILITY FOR CHILDREN NEW 2020 CYCLED OUT 2023 COUNTRY SPECIFIC WORDING *SWT_CHILD*	*UNIVERSE: All countries; respondents age 14-17* Please tell us whether you agree or disagree with the following: Boys and girls should not consume foods or drinks with sweeteners (sugar substitutes). Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer	*UNIVERSE: All countries; respondents age 14-17* Favor de indicarnos si está de acuerdo o en desacuerdo con lo siguiente: Los niños y las niñas no deberían consumir alimentos o bebidas con edulcorantes (sustitutos del azúcar). Completamente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Completamente en desacuerdo No sabe Se negó a responder

OVERALL DIET *DIET*	**Overall, how unhealthy or healthy is the food you usually eat?** Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer	**En general, ¿qué tan poco saludable o saludable es la comida que comes usualmente?** Nada saludable Poco saludable Medianamente saludable Saludable Muy saludable No sabe Se negó a responder
SELF-REPORTED NUTRITION KNOWLEDGE *NUT_KNOW* *NUT_KNOW_DKR* *NUT_KNOW_VERT*	[PROGRAMMER NOTE: Show scale vertically on mobile browsers]. **How much do you know about healthy eating and nutrition?** Please answer on a scale from 0 to 10, where 0 = Nothing, and 10 = A lot. 0 1 2 3 4 5 6 7 8 9 10 Nothing A lot Don't know Refuse to answer	[PROGRAMMER NOTE: Show scale vertically on mobile browsers]. **¿Cuánto sabes sobre la alimentación y nutrición saludables?** Por favor responde en una escala de 0 a 10, donde 0 = Nada, y 10 = Mucho. 0 1 2 3 4 5 6 7 8 9 10 Nada Mucho No sabe Se negó a responder

FOOD PROCESSING KNOWLEDGE

REVISED 2020
REVISED 2022
REVISED 2023

Summary of revisions: 2020 added warnings; fixed apple sauce serving. 2022 added grain set; added sugar to applesauce ingredients; updated Mexico NFT format. 2023 deleted applesauce and cheerios cereal; added milk, cheese slice, chicken breast, chicken nuggets. Refer to the User guide for further information.

COUNTRY SPECIFIC IMAGE

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

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

Overall, how healthy is this food?

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

0 1 2 3 4 5 6 7 8 9 10

Not at all healthy — Extremely healthy

Don't know

Refuse to answer







Declaración Nutrimental

Porciones por Envase: 4

	Por 100 ml
Contenido energético	48 kcal (195 kJ)
Proteínas	0 g
Grasas totales	0 g
Grasas saturadas	0 g
Grasas trans	0 mg
Hidratos de carbono disponibles	11 g
Azúcares	11 g
Azúcares añadidos	3 g
Fibra dietética	0 g
Sodio	0 mg

Ingredientes: Agua, Azúcares añadidos (jugo de manzana reconstituido (25%), azúcar), Ácidos alimentarios ácido málico, Citrato de potasio, Sabor, Vitamina C.



Declaración Nutrimental

Porciones por Envase: 33

	Por 100 g
Contenido energético	400 kcal (1 673 kJ)
Proteínas	13 g
Grasas totales	7 g
Grasas saturadas	1.5 g
Grasas trans	0 mg
Hidratos de carbono disponibles	67 g
Azúcares	0 g
Azúcares añadidos	0 g
Fibra dietética	17 g
Sodio	0 mg

Ingredientes: 100% avenas integrales en hojuelas, Naturalmente contiene salvado de avena.



Declaración Nutrimental

Porciones por Envase: 5

	Por 100 g
Contenido energético	360 kcal (1 506 kJ)
Proteínas	8 g
Grasas totales	10 g
Grasas saturadas	4 g
Grasas trans	0 mg
Hidratos de carbono disponibles	66 g
Azúcares	30 g
Azúcares añadidos	22 g
Fibra dietética	10 g
Sodio	320 mg

Ingredientes: Pasta de granola: Avenas integrales, Azúcares añadidos (Azúcar, Jarabe de maíz, Melazas), Aceite de palma con TBHQ para la frescura, Harina enriquecida (Harina de trigo, Niacina, Hierro reducido, Vitamina B1 [Mononitrato de tiamina], Vitamina B2 (Riboflavina), Ácido Fólico), Fibra de avena, Proteína de soja aislada, Maltodextrina, Goma de acacia, Glicerina, Celulosa, Gluten de trigo, Sabores naturales, Levadura (Bicarbonato de sodio, Pirofosfato de ácido de sodio), Sal, Lecitina de soja, BHT (Conservador), Harina de maní, Leche sin grasa. Relleno: Azúcares añadidos (Azúcar invertido, Jarabe de maíz, Concentrado de puré de fresa, Azúcar), Glicerina, Almidón de maíz modificado, Alginato de sodio, Ácido cítrico, Fosfato dicálcico, Metilcelulosa, Sabor natural y artificial, Color de caramelo, Ácido málico, Rojo 40.



Declaración Nutrimental

Porciones por Envase: 8

	Por 100 ml
Contenido energético	40 kcal (167 kJ)
Proteínas	4 g
Grasas totales	1 g
Grasas saturadas	0.5 g
Grasas trans	0 mg
Hidratos de carbono disponibles	5 g
Azúcares	4 g
Azúcares añadidos	0 g
Fibra dietética	0 g
Sodio	46 mg

Ingredientes: Leche parcialmente descremada, Palmitato de vitamina A, Vitamina D3.



Declaración Nutrimental

Porciones por Envase: 16

	Por 100 g
Contenido energético	290 kcal (1 195 kJ)
Proteínas	19 g
Grasas totales	21 g
Grasas saturadas	12 g
Grasas trans	0 mg
Hidratos de carbono disponibles	10 g
Azúcares	10 g
Azúcares añadidos	0 g
Fibra dietética	0 g
Sodio	1 050 mg

Ingredientes: Leche, Queso cheddar (Leche, Cultivo de queso, Sal, Enzimas), Suero, Concentrado de proteínas de leche, Grasa de leche, Citrato de sodio, Contiene menos del 2% de Fosfato de calcio, Almidón para alimento modificado, Concentrado de proteínas de suero, Sal, Ácido Láctico, Extracto de paprika y achiote (Color), Natamicina (Un inhibidor del moho), Enzimas, Cultivo de queso, Vitamina D3.

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

En general, ¿qué tan saludable es este alimento?

Por favor responde en una escala de 0 a 10, donde 0 = Nada saludable, y 10 = Extremadamente saludable.

0 1 2 3 4 5 6 7 8 9 10

Nada saludable — Extremadamente saludable

No sabe

Se negó a responder







Declaración Nutrimental

Porciones por Envase: 4

	Por 100 ml
Contenido energético	48 kcal (195 kJ)
Proteínas	0 g
Grasas totales	0 g
Grasas saturadas	0 g
Grasas trans	0 mg
Hidratos de carbono disponibles	11 g
Azúcares	11 g
Azúcares añadidos	3 g
Fibra dietética	0 g
Sodio	0 mg

Ingredientes: Agua, Azúcares añadidos (jugo de manzana reconstituido (25%), azúcar), Ácidos alimentarios ácido málico, Citrato de potasio, Sabor, Vitamina C.



Declaración Nutrimental

Porciones por Envase: 33

	Por 100 g
Contenido energético	400 kcal (1 673 kJ)
Proteínas	13 g
Grasas totales	7 g
Grasas saturadas	1.5 g
Grasas trans	0 mg
Hidratos de carbono disponibles	67 g
Azúcares	0 g
Azúcares añadidos	0 g
Fibra dietética	17 g
Sodio	0 mg

Ingredientes: 100% avenas integrales en hojuelas, Naturalmente contiene salvado de avena.



Declaración Nutrimental

Porciones por Envase: 5

	Por 100 g
Contenido energético	360 kcal (1 506 kJ)
Proteínas	8 g
Grasas totales	10 g
Grasas saturadas	4 g
Grasas trans	0 mg
Hidratos de carbono disponibles	66 g
Azúcares	30 g
Azúcares añadidos	22 g
Fibra dietética	10 g
Sodio	320 mg

Ingredientes: Pasta de granola: Avenas integrales, Azúcares añadidos (Azúcar, Jarabe de maíz, Melazas), Aceite de palma con TBHQ para la frescura, Harina enriquecida (Harina de trigo, Niacina, Hierro reducido, Vitamina B1 [Mononitrato de tiamina], Vitamina B2 (Riboflavina), Ácido Fólico), Fibra de avena, Proteína de soja aislada, Maltodextrina, Goma de acacia, Glicerina, Celulosa, Gluten de trigo, Sabores naturales, Levadura (Bicarbonato de sodio, Pirofosfato de ácido de sodio), Sal, Lecitina de soja, BHT (Conservador), Harina de maní, Leche sin grasa. Relleno: Azúcares añadidos (Azúcar invertido, Jarabe de maíz, Concentrado de puré de fresa, Azúcar), Glicerina, Almidón de maíz modificado, Alginato de sodio, Ácido cítrico, Fosfato dicálcico, Metilcelulosa, Sabor natural y artificial, Color de caramelo, Ácido málico, Rojo 40.



Declaración Nutrimental

Porciones por Envase: 8

	Por 100 ml
Contenido energético	40 kcal (167 kJ)
Proteínas	4 g
Grasas totales	1 g
Grasas saturadas	0.5 g
Grasas trans	0 mg
Hidratos de carbono disponibles	5 g
Azúcares	4 g
Azúcares añadidos	0 g
Fibra dietética	0 g
Sodio	46 mg

Ingredientes: Leche parcialmente descremada, Palmitato de vitamina A, Vitamina D3.



Declaración Nutrimental

Porciones por Envase: 16

	Por 100 g
Contenido energético	290 kcal (1 195 kJ)
Proteínas	19 g
Grasas totales	21 g
Grasas saturadas	12 g
Grasas trans	0 mg
Hidratos de carbono disponibles	10 g
Azúcares	10 g
Azúcares añadidos	0 g
Fibra dietética	0 g
Sodio	1 050 mg

Ingredientes: Leche, Queso cheddar (Leche, Cultivo de queso, Sal, Enzimas), Suero, Concentrado de proteínas de leche, Grasa de leche, Citrato de sodio, Contiene menos del 2% de Fosfato de calcio, Almidón para alimento modificado, Concentrado de proteínas de suero, Sal, Ácido Láctico, Extracto de paprika y achiote (Color), Natamicina (Un inhibidor del moho), Enzimas, Cultivo de queso, Vitamina D3.

	   	   
ULTRA-PROCESSED FOOD TERM AWARENESS NEW 2025 *UPF_AWARE*	[PROGRAMMER NOTE: HIDE BACK BUTTON] **Have you heard of the term 'ultra-processed food'?** Yes No Don't know Refuse to answer	[PROGRAMMER NOTE: HIDE BACK BUTTON] **¿Ha oído hablar del término "alimentos ultraprocesados"?** Sí No No sabe Se negó a responder

ULTRA PROCESSED FOOD IDENTIFICATION NEW 2024 *UPF_ID_APPLE* *UPF_ID_JUICE* *UPF_ID_OATS* *UPF_ID_BAR* *UPF_ID_MILK* *UPF_ID_CHEESE* *UPF_ID_CHICK* *UPF_ID_NUGG* *UPF_ID_NDK*	*UNIVERSE: Respondents aged 14-17* Which, if any, of the following products are ultra-processed? *Select all that apply.* [PROGRAMMER NOTE: Show 8 products on screen, in random order (no NFTs). Prevent respondents from using back button to return to previous question].  None of these are ultra-processed Don't know [valid answer] Refuse to answer	*UNIVERSE: Respondents aged 14-17* ¿Cuál de los siguientes productos es ultraprocesado (si lo hay)? *Seleccione todas las opciones que apliquen.* [PROGRAMMER NOTE: Show 8 products on screen, in random order (no NFTs). Prevent respondents from using back button to return to previous question].  Ninguno de ellos es ultraprocesado No sabe [valid answer] Se negó a responder

MASS MEDIA CAMPAIGNS AND MESSAGING

SCHOOL EDUCATON *SCH_ED*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **In the past 12 months, have you learned about healthy eating in school?** Yes No Don't know Refuse to answer	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **En los últimos 12 meses, ¿has aprendido acerca de la alimentación saludable en la escuela?** Sí No No sabe Se negó a responder
FOOD GUIDE – AWARENESS REVISED 2022 REVISED 2023 COUNTRY SPECIFIC WORDING *FG_AWARE*	*UNIVERSE: Tailored question in each country (skip in Chile)* **Have you ever heard of the Food Guides for the Mexican population?** Yes No Don't know Refuse to answer	*UNIVERSE: Tailored question in each country (skip in Chile)* **¿Has oído de las Guías Alimentarias para la población mexicana?** Sí No No sabe Se negó a responder
FOOD GUIDE – SCHOOL - EVER REVISED 2022 REVISED 2023 COUNTRY SPECIFIC WORDING *FG_SCH*	*UNIVERSE: Respondents who have heard of food guide (skip in Chile)* **Have you ever learned about the Food Guides for the Mexican population in school?** Yes No Don't know Refuse to answer	*UNIVERSE: Respondents who have heard of food guide (skip in Chile)* **¿Alguna vez has aprendido sobre las Guías Alimentarias para la población mexicana en la escuela?** Sí No No sabe Se negó a responder

FOOD LABELLING

WARNING LABEL AWARENESS NEW 2020 (formerly GDA only) REVISED 2021 REVISED 2023 (MEX) REVISED 2024 (CAN/MEX) *WL_AWARE_MEX*	*UNIVERSE: Mexico* We would now like to ask you some questions about food labels on products. Have you <u>seen</u> this type of food label on packages or in stores? [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Never Rarely Sometimes Often All the time Don't know Refuse to answer	*UNIVERSE: Mexico* Ahora nos gustaría hacerte algunas preguntas sobre las etiquetas de los alimentos en los productos. ¿Has <u>visto</u> este tipo de etiquetas en los envases o en las tiendas? [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Nunca Rara vez Algunas veces Frecuentemente Todo el tiempo No sabe Se negó a responder

WARNING LABEL USE NEW 2020 (formerly GDA only) REVISED 2023 (MEX) REVISED 2024 (CAN/MEX) *WL_USE_MEX*	*UNIVERSE: Mexico; and WL_aware= 'rarely', 'sometimes', 'often', or 'all the time'* **Do you use this type of food label when deciding what to eat or buy?** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Never Rarely Sometimes Often All the time Don't know Refuse to answer	*UNIVERSE: Mexico; and WL_aware= 'rarely', 'sometimes', 'often', or 'all the time'* **¿Consultas este tipo de etiqueta en los alimentos al decidir qué comer o comprar?** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Nunca Rara vez Algunas veces Frecuentemente Todo el tiempo No sabe Se negó a responder
WARNING LABEL UNDERSTANDING NEW 2020 (formerly GDA only) REVISED 2023 (MEX) REVISED 2024 (CAN/MEX) *WL_UNDERSTAND_MEX*	*UNIVERSE: Mexico* **Do you find this information…** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Very hard to understand Hard to understand In the middle Easy to understand Very easy to understand Don't know Refuse to answer	*UNIVERSE: Mexico* **¿Encuentras esta información…?** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light in UK, 'excess calories' octagon in Mexico, octagon warnings in Chile, and 'High In' warning in Canada]  Muy difícil de entender Difícil de entender Medianamente comprensible Fácil de entender Muy fácil de entender No sabe Se negó a responder

<table>
<tr>
<td>NFT AWARENESS

COUNTRY SPECIFIC IMAGE

REVISED 2022 (MEX)

NFT_AWARE_MEX</td>
<td>Have you <u>seen</u> this type of food label on packages or in stores?
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

Declaración Nutrimental
Porciones por Envase: 11
Por 100 g
Contenido energético 410 kcal (1 696 kJ)
Proteínas 9 g
Grasas totales 20 g
Grasas saturadas 4 g
Grasas trans 0 mg
Hidratos de carbono disponibles 65 g
Azúcares 4 g
Azúcares añadidos 4 g
Fibra dietética 13 g
Sodio 480 mg
Never
Rarely
Sometimes
Often
All the time
Don’t know
Refuse to answer</td>
<td>¿Has <u>visto</u> este tipo de etiquetas en los envases o en las tiendas?
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

Declaración Nutrimental
Porciones por Envase: 11
Por 100 g
Contenido energético 410 kcal (1 696 kJ)
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Azúcares añadidos 4 g
Fibra dietética 13 g
Sodio 480 mg
Nunca
Rara vez
Algunas veces
Frecuentemente
Todo el tiempo
No sabe
Se negó a responder</td>
</tr>
<tr>
<td>NFT USE
FROM 2014 FDA HEALTH AND DIET SURVEY

COUNTRY SPECIFIC IMAGE

REVISED 2022 (MEX)

NFT_USE_MEX</td>
<td>UNIVERSE: nft_aware_MEX= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’
Do you use this type of food label when deciding what to eat or buy?
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

Declaración Nutrimental
Porciones por Envase: 11
Por 100 g
Contenido energético 410 kcal (1 696 kJ)
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Sodio 480 mg
Never
Rarely
Sometimes
Often
All the time
Don’t know
Refuse to answer</td>
<td>UNIVERSE: nft_aware_MEX= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’
¿Consultas este tipo de etiqueta en los alimentos al decidir qué comer o comprar?
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

Declaración Nutrimental
Porciones por Envase: 11
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Sodio 480 mg
Nunca
Rara vez
Algunas veces
Frecuentemente
Todo el tiempo
No sabe
Se negó a responder</td>
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</table>

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<tr>
<td>NFT UNDERSTANDING

COUNTRY SPECIFIC IMAGE

REVISED 2022 (MEX)

NFT_UNDERSTAND_MEX</td>
<td>Do you find this information…
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

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<tr><td colspan="2">Declaración Nutrimental</td></tr>
<tr><td colspan="2">Porciones por Envase: 11</td></tr>
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<tr><td>Contenido energético</td><td>410 kcal (1 696 kJ)</td></tr>
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<tr><td>Hidratos de carbono disponibles</td><td>65 g</td></tr>
<tr><td>Azúcares</td><td>4 g</td></tr>
<tr><td>Azúcares añadidos</td><td>4 g</td></tr>
<tr><td>Fibra dietética</td><td>13 g</td></tr>
<tr><td>Sodio</td><td>480 mg</td></tr>
</table>
Very hard to understand
Hard to understand
In the middle
Easy to understand
Very easy to understand
Don’t know
Refuse to answer</td>
<td>¿Encuentras esta información…?
[PROGRAMMER NOTE: Show country-specific Nutrition Facts table in each country]

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Muy difícil de entender
Difícil de entender
Medianamente comprensible
Fácil de entender
Muy fácil de entender
No sabe
Se negó a responder</td>
</tr>
<tr>
<td>WL IMPACT

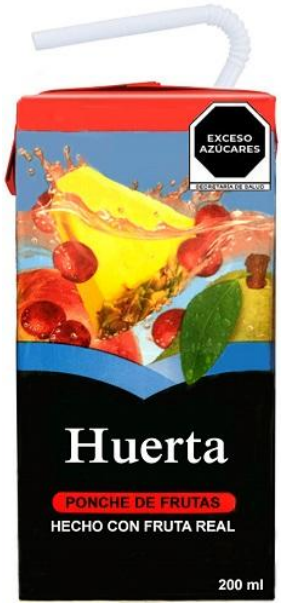
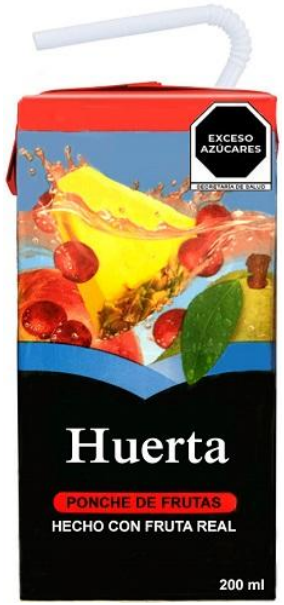
NEW 2020
REVISED 2021 (smartphone format)
REVISED 2023
REVISED 2024
REVISED 2025

COUNTRY SPECIFIC WORDING

WL_IMP_[TYPE]</td>
<td>UNIVERSE: Mexico, Chile, Canada; respondents age 14-17; WL_aware_MEX=‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’
Have the warning labels (black octagons) changed whether you buy the following packaged products?
Cola (Coca-Cola, Pepsi, etc.)
Soda (Sprite, Orange Crush, etc.)
Diet soda or pop (Coca-Cola Zero, Diet Pepsi, etc.)
100% fruit or vegetable juice
Sweetened fruit drinks (lemonade, iced tea, SunnyD, fruit punch/cocktail, etc.)
Candy or chocolate bars
Snacks such as chips
Desserts such as cakes, cookies, and ice cream
Sugary cereals

Buy less
Buy more
No change
Don’t know
Refuse to answer</td>
<td>UNIVERSE: Mexico, Chile, Canada; respondents age 14-17; WL_aware_MEX= ‘rarely’, ‘sometimes’, ‘often’, or ‘all the time’
¿Las etiquetas de advertencia (los octágonos negros) han cambiado tu decisión de comprar los siguientes productos empaquetados?
Bebida refrescos de cola (Coca-Cola, Pepsi, etc.)
Bebida refrescos de sabor (Sprite, Orange Crush, etc.)
Bebida refrescos de dieta (Coca-Cola Zero, Pepsi de Dieta, etc.)
Jugo 100% de fruta o de verduras
Bebidas de fruta endulzadas (limonada, té helado, SunnyD, ponche/coctel de frutas, etc.)
Barras de chocolate o caramelos
Botanas como papas fritas/chips (Sabritas, etc.)
Postres como pasteles, galletas y helados
Cereales azucarados

Compra menos
Compra más
No ha cambiado
No sabe
Se negó a responder</td>
</tr>
</table>

LABEL UNDERSTANDING (OBJECTIVE) NEW 2022 REVISED 2024 (CAN) REVISED 2025 (CAN/USA) COUNTRY SPECIFIC IMAGE *FOPL_OBJ_WL*	**In your opinion, is this product…** [Show juicebox image with country-specific FOPL (High In' label in Canada; in USA, randomize half the respondents to no FOPL and half to proposed FDA label; Health Star Rating in Australia; Warning label in Chile/MEX; Traffic Light in UK); no NFT to be shown in any country]  Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer	**En tu opinión, este producto es...** [Show juicebox image with country-specific FOPL (High In' label in Canada; in USA, randomize half the respondents to no FOPL and half to proposed FDA label; Health Star Rating in Australia; Warning label in Chile/MEX; Traffic Light in UK); no NFT to be shown in any country]  Nada saludable Poco saludable Medianamente saludable Saludable Muy saludable No sabe Se negó a responder

ENCOURAGEMENT 2

ENCOURAGEMENT 2 - KITTEN	You're doing great with the survey – keep going! Click 'next' to continue.  	Vas muy bien en la encuesta - ¡Sigue adelante! Haz clic en 'Siguiente' para continuar. 

MARKETING

TOTAL SCREEN TIME Adapted from National Survey of Children's Health (NSCH) NEW 2024 REVISED 2025 *MEDIA_WD_TOTAL*	Thinking about all of your screen time… On a normal weekday, about how much time do you spend in front of a TV, computer, cellphone or other electronic device watching programs, playing games, accessing the internet or using social media, not including school work? Less than 1 hour 1 hour 2 hours 3 hours 4 hours 5 hours 6 or more hours Don't know Refuse to answer	Pensando en todo el tiempo que pasas frente a la pantalla... En un día normal de lunes a viernes, ¿cuánto tiempo pasas delante de un televisor, computadora, teléfono celular u otro dispositivo electrónico viendo programas, jugando, en Internet o utilizando las redes sociales, sin incluir las tareas escolares? Menos de 1 hora 1 hora 2 horas 3 horas 4 horas 5 horas 6 horas o más No sabe Se negó a responder

MEDIA CHANNELS – SOCIAL MEDIA REVISED 2020 REVISED 2023 REVISED 2025 *MEDIA_SOC_FB* *MEDIA_SOC_IG* *MEDIA_SOC_TIK* *MEDIA_SOC_TWT* *MEDIA_SOC_SC* *MEDIA_SOC_TWITCH* *MEDIA_SOC_YT* *MEDIA_SOC_NONE* *MEDIA_SOC_DK* *MEDIA_SOC_R*	Do you use…? *Select all that apply.* Facebook Instagram TikTok Twitter/X Snapchat Twitch YouTube None of the above Don't know Refuse to answer	¿Usas…? *Selecciona todos los que correspondan.* Facebook Instagram TikTok Twitter/X Snapchat Twitch YouTube Ninguno de los anteriores No sabe Se negó a responder
MEDIA CHANNELS – MOST USED SOCIAL MEDIA NEW 2025 *MEDIA_SOC_MOST*	*UNIVERSE: Respondents who indicate use of more than one social media platform* Which one do you use the most? [PROGRAMMER NOTE: Insert list of platforms selected as used by respondent] Facebook Instagram TikTok Twitter/X Snapchat Twitch YouTube Don't know Refuse to answer *Note: Twitch was not inserted in the list of response options in the 2025 US SP youth survey due to a programming error; this affected 14 US SP respondents (no issue in US EN or other countries).*	*UNIVERSE: Respondents who indicate use of more than one social media platform* ¿Cuál es la que más utilizas? [PROGRAMMER NOTE: Insert list of platforms selected as used by respondent] Facebook Instagram TikTok Twitter/X Snapchat Twitch YouTube No sabe Se negó a responder *Note: Twitch was not inserted in the list of response options in the 2025 US SP youth survey due to a programming error; this affected 14 US SP respondents (no issue in US EN or other countries).*
FAVOURITE SOCIAL MEDIA INFLUENCERS NEW 2021 REVISED 2022 *MEDIA_FAV1-3* *MEDIA_NDKR*	Who are your three favourite famous people to watch or follow on social media? Please include famous people like sports stars or movie stars, as well as Instagrammers, TikTokers, and YouTubers. [3 open text boxes] I don't have any favourites / I don't know [valid answer] Refuse to answer	¿Quiénes son las 3 personas famosas favoritas para ver o seguir en las redes sociales? Por favor incluye a personas famosas como estrellas deportivas y del cine, así como a Instagramers, TikTokers y YouTubers. [3 open text boxes] No tiene ningún favorito / No sabe [valid answer] Se negó a responder

FOOD BRAND SOCIAL MEDIA ENGAGEMENT Adapted from: Fleming-Milici F, Harris JL. Adolescents' engagement with unhealthy food and beverage brands on social media. 2020. Appetite, 146, 104501. NEW 2025 COUNTRY SPECIFIC WORDING *MEDIA_FOL_REST* *MEDIA_FOL_SNK* *MEDIA_FOL_CND* *MEDIA_FOL_DRK* *MEDIA_FOL_OTH* *MEDIA_FOL_NONE* *MEDIA_FOL_DK* *MEDIA_FOL_R*	**Have you ever liked, shared or followed any of these kinds of brands on social media?** *Select all that apply.* **Fast-food or sit-down restaurants** like Subway, Burger King, Pizza Hut **Sweet or salty snacks** like Doritos, Oreos, Cheetos **Candy** like M&Ms, Hershey's, Snickers **Drinks** like Sprite, Pepsi, Coke, Gatorade **Another type of food or drink not in the categories above** I have **not** liked, shared or followed any food or drink brands on social media Don't know Refuse to answer	**¿Le has dado "me gusta", compartido o seguido alguna de estas marcas en las redes sociales?** *Seleccione todas las opciones que apliquen.* **Comida rápida o restaurantes** como Subway, Burger King, Pizza Hut **Botanas dulces o saladas** como Doritos, Oreos, Cheetos **Dulces** como M&Ms, Hershey's, Snickers **Bebidas** como Sprite, Pepsi, Coca-Cola, Gatorade **Otro tipo de comida o bebida no incluida en las categorías anteriores** **No** le he dado «me gusta», compartido ni seguido ninguna marca de alimentos o bebidas en las redes sociales No sabe Se negó a responder

EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION REVISED 2020 REVISED 2022 COUNTRY SPECIFIC WORDING *MKTG_LOC_SHOW* *MKTG_LOC_ONLINE* *MKTG_LOC_GAME* *MKTG_LOC_STORE* *MKTG_LOC_RADIO* *MKTG_LOC_MAG* *MKTG_LOC_SIGN* *MKTG_LOC_TRANS* *MKTG_LOC_MOV* *MKTG_LOC_SCH* *MKTG_LOC_REC* *MKTG_LOC_EVENT* *MKTG_LOC_SAMP* *MKTG_LOC_DISC* *MKTG_LOC_OTHER* *MKTG_LOC_OTEXT* *MKTG_LOC_NONE* *MKTG_LOC_DK* *MKTG_LOC_R*	Think about the last 30 days. Have you seen or heard advertisements for 'unhealthy' foods or drinks in any of these places? *Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as soda, fast food, chips, sugary cereals, cookies and chocolate bars.* *Select all that apply.* TV shows, series or movies Website or social media Video or computer games Stores (such as posters, special displays) Radio Magazine or newspaper Billboard Buses, bus stops and other public transit Movie theatres School Recreation or community centre Sports event, concert or community event Contests, free samples or coupons Price discounts (e.g., 30% off, buy-one-get-one-free) Other (please specify): [*open-ended*] I haven't seen any ads for unhealthy food or drinks in the last 30 days Don't know Refuse to answer	Piensa en los últimos 30 días. ¿Has visto o escuchado anuncios de alimentos o bebidas "no saludables" en alguno de estos lugares?: *Los alimentos y las bebidas no saludables incluyen alimentos procesados con alto contenido de azúcar, sal o grasas saturadas, como refrescos, comida rápida, papas fritas/chips, cereales azucarados, galletas y barras de chocolate.* *Selecciona todos los que correspondan.* Programas de televisión, series o películas Sitios web o redes sociales Juegos de computadora o de video Tiendas (como posters, exhibiciones especiales) Radio Revistas o periódicos Anuncios espectaculares Autobuses, paradas de autobús y otros medios de transporte público Salas de cine Escuela Centro comunitario o recreativo Eventos deportivos, conciertos o eventos comunitarios Concursos, muestras gratuitas o cupones Descuentos en los precios (por ejem., un 30% de descuento o "compre uno y llévese otro gratis") Otro (por favor especifica): No he visto ningún anuncio de alimentos o bebidas no saludable en los últimos 30 días No sabe Se negó a responder

EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY REVISED 2020 REVISED 2025 *MKTG_FREQ_SD* *MKTG_FREQ_FF* *MKTG_FREQ_CEREAL* *MKTG_FREQ_FV* *MKTG_FREQ_SNACK* *MKTG_FREQ_DESSERT* *MKTG_FREQ_ALC*	In the last 30 days, how often did you see or hear advertisements for these kinds of food or drinks? **Ads for sugary drinks** **Ads for fast food from a restaurant** **Ads for sugary cereals** **Ads for fruit or vegetables** **Ads for snacks** like crackers, chips or granola bars **Ads for desserts or treats** like cookies, ice cream or candy **Ads for alcoholic drinks** [Show options for each as radio buttons] Never Less than once a week Once a week A few times a week Every day More than once a day Don't know Refuse to answer	En los últimos 30 días, ¿con qué frecuencia viste o escuchaste anuncios de este tipo de alimentos o bebidas? **Anuncios de bebidas azucaradas** **Anuncios de comida rápida en un restaurante** **Anuncios de cereales azucarados** **Anuncios de frutas y verduras** **Anuncios de botanas,** como galletas saladas, papas fritas/chips o barras de granola **Anuncios de postres o golosinas,** como galletas, helados o dulces **Anuncios de bebidas alcohólicas** [Show options for each as radio buttons] Nunca Menos de una vez por semana Una vez a la semana Unas cuantas veces a la semana Todos los días Más de una vez al día No sabe Se negó a responder
EXPOSURE TO MARKETING STRATEGIES REVISED 2021 *MKTG_SPORT* *MKTG_MOVIE* *MKTG_COMP* *MKTG_CELEB*	In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following? Sports teams or athletes Cartoons or characters from movies or TV (e.g., Superheroes, Disney) Cartoons or characters made by food companies (e.g., Tony the Tiger, Ronald McDonald) Famous people [PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality] Yes No Don't know Refuse to answer	¿En los últimos 30 días has visto publicidad de alimentos o bebidas no saludables con alguno de los siguientes elementos?: Equipos deportivos o atletas Dibujos animados o personajes de películas o de televisión (por ejemplo, Superhéroes, Disney) Dibujos animados o personajes hechos por compañías de alimentos (por ejemplo, El Tigre Toño, Ronald McDonald) Gente famosa [PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality] Sí No No sabe Se negó a responder

OWN - PRODUCTS *MKTG_PRODUCT*	Think about the clothing, posters, stickers, or other things you have. Do any of them show a name or logo of unhealthy food or drink companies? [PROGRAMMER NOTE: show note in grey font] *Remember: Unhealthy food and drinks include processed foods high in sugar, salt, or saturated fat, such as soda, fast food, chips, sugary cereals, cookies and chocolate bars.* Yes No Don't know Refuse to answer	Piensa en la ropa, los posters, las calcomanías u otras cosas que tengas. ¿Alguno de ellos muestra un nombre o logotipo de compañías de alimentos o bebidas no saludables? [PROGRAMMER NOTE: show note in grey font] *Recuerda: Los alimentos y las bebidas no saludables incluyen alimentos procesados con alto contenido de azúcar, sal o grasas saturadas, como refrescos, comida rápida, papas fritas/chips, cereales azucarados, galletas y barras de chocolate.* Sí No No sabe Se negó a responder
OWN – TOY *MKTG_TOY*	Do you have 'Happy Meal' toys or other toys from fast-food restaurants? Yes No Don't know Refuse to answer	¿Tienes juguetes de "Cajita Feliz" u otros juguetes de restaurantes de comida rápida? Sí No No sabe Se negó a responder
GAMES NEW 2022 *MKTG_GAME*	Have you ever played a game or entered a competition offered by a restaurant or food/drink company where you can win a prize? Yes No Don't know Refuse to answer	¿Has participado alguna vez en algún juego o concurso organizado por un restaurante o una empresa de alimentos/bebidas en el que puede ganarse un premio? Sí No No sabe Se negó a responder

BEVERAGE BRAND ADS COUNTRY SPECIFIC JUICE *BEV_AD_COKE* *BEV_AD_BULL* *BEV_AD_JUICE*	[PROGRAMMER NOTE: Ask for each brand image one at a time; randomize order of screens] **Have you seen any advertisements for this drink brand in the last 30 days?** *[Show image]* **[Coke]**  **[Red Bull]**  **[Country-specific 100% Juice]**:  Yes No Don't know Refuse to answer	[PROGRAMMER NOTE: Ask for each brand image 1 at a time; randomize order of screens] **¿Has visto algún anuncio de esta marca de bebidas en los últimos 30 días?** *[Show image]* **[Coke]**  **[Red Bull]**  **[Country-specific 100% Juice]**  Sí No No sabe Se negó a responder

BEVERAGE TARGET AUDIENCE *BEV_[TYPE]_AIM_CH* *BEV_[TYPE]_AIM_TN* *BEV_[TYPE]_AIM_AD* *BEV_[TYPE]_AIM_DKR*	[PROGRAMMING NOTE: Randomize to show image for one of three beverage brands (Coca-Cola, Red Bull or Juice). Prevent respondents from using back button to return to previous question]. Are advertisements for this brand usually aimed at… *[Show randomly selected brand image]* [PROGRAMMER NOTE: Use table with yes/no for each group] Kids 12 and under Teenagers aged 13 to 17 Adults I've never seen an advertisement for this brand Don't know Refuse to answer	[PROGRAMMING NOTE: Randomize to show image for one of three beverage brands (Coca-Cola, Red Bull or Juice). Prevent respondents from using back button to return to previous question]. Los anuncios de esta marca suelen estar dirigidos a... *[Show randomly selected brand image]* [PROGRAMMER NOTE: Use table with yes/no for each group] Niños menores de 12 años Adolescentes de 13 a 17 años Adultos Nunca he visto un anuncio de esta marca No sabe Se negó a responder
BEVERAGE PREFERENCE Adapted from Lima et al. 2019 *BEV_PREF_[TYPE]* *BEV_PREF_[TYPE]_DKR*	How much would you like to have this drink? *[Show same brand image as above]*  Don't know Refuse to answer	¿Cuánto te gustaría tomar esta bebida? *[Show same brand image as above]*  No sabe Se negó a responder

RESTAURANT BRAND ASSOCIATIONS *REST_AD_MCD* *REST_AD_SUB* *REST_AD_KFC*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question. Ask for each brand image one at a time; randomize order of screens.] Have you seen an advertisement for this restaurant in the last 30 days? *[Show image]* [McDonald's]  [Subway]  [KFC]  Yes No Don't know Refuse to answer	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question. Ask for each brand image one at a time; randomize order of screens.] ¿Has visto algún anuncio de este restaurante en los últimos 30 días? *[Show image]* [McDonald's]  [Subway]  [KFC]  Sí No No sabe Se negó a responder
RESTAURANT TARGET AUDIENCE *REST_[TYPE]_AIM_CH* *REST_[TYPE]_AIM_TN* *REST_[TYPE]_AIM_AD*	[PROGRAMMING NOTE: Randomize to show image for one of three restaurant brands (McDonalds, Subway or KFC). Prevent respondents from using back button to return to previous question]. Are <u>advertisements</u> for this restaurant usually aimed at… *[Show randomly selected brand image]* [PROGRAMMER NOTE: Use table with yes/no for each group] Kids 12 and under Teenagers aged 13 to 17 Adults I've never seen an advertisement for this restaurant Don't know Refuse to answer	[PROGRAMMING NOTE: Randomize to show image for one of three restaurant brands (McDonalds, Subway or KFC). Prevent respondents from using back button to return to previous question]. Los <u>anuncios</u> de este restaurante suelen estar dirigidos a… *[Show randomly selected brand image]* [PROGRAMMER NOTE: Use table with yes/no for each group] Niños menores de 12 años Adolescentes de 13 a 17 años Adultos Nunca he visto un anuncio de este restaurante No sabe Se negó a responder

RESTAURANT PREFERENCE Adapted from Lima et al. 2019 *REST_PREF_[TYPE]* *REST_PREF_[TYPE]_DKR*	How much would you like to go to this restaurant? *[Show same brand image as above]*  Don't know Refuse to answer	¿Cuánto te gustaría ir a este restaurante? *[Show same brand image as above]*  No sabe Se negó a responder
SPORTS PARTICIPATION *SPORT_PLAY*	Do you play on a sports team? Yes No Don't know Refuse to answer	¿Juegas en algún equipo deportivo? Sí No No sabe Se negó a responder
TEAM SPONSORSHIP – EQUIPMENT *SPORT_EQUIP*	*UNIVERSE: Respondents who play on a sports team* Are there any names or logos of food or restaurant companies on your sports equipment (like uniforms or water bottles)? Yes No Does not apply to me [valid answer] Don't know Refuse to answer	*UNIVERSE: Respondents who play on a sports team* ¿Hay nombres o logotipos de compañías de alimentos o restaurantes en tu equipo para hacer deporte (como uniformes o botellas de agua)? Sí No No se aplica a mí [valid answer] No sabe Se negó a responder
TEAM SPONSORSHIP – SIGNS *SPORT_SIGN*	*UNIVERSE: Respondents who play on a sports team* Are there any names or logos of food or restaurant companies on signs or banners at your sports practices, games, tournaments or competitions? Yes No Does not apply to me [valid answer] Don't know Refuse to answer	*UNIVERSE: Respondents who play on a sports team* ¿Hay nombres o logotipos de compañías de alimentos o restaurantes en letreros o pancartas en tus prácticas deportivas, juegos, torneos o competencias? Sí No No se aplica a mí [valid answer] No sabe Se negó a responder

TEAM SPONSORSHIP – COMPANY NEW 2025 *SPORT_SPONSOR*	*UNIVERSE: Respondents who played on a sports team and reported Yes to sport_equip and/or sport_sign* **What food or restaurant company did you see advertised on signs at your sporting events or on your sports equipment?** [PROGRAMMER NOTE: allow up to 5 open-text responses] [open-text] [open-text] [open-text] [open-text] [open-text] Don't know Refuse to answer	*UNIVERSE: Respondents who played on a sports team and reported Yes to sport_equip and/or sport_sign* **¿Qué compañías de alimentos o restaurantes has visto anunciadas en los carteles de tus eventos deportivos o en tu equipo para hacer deporte?** [PROGRAMMER NOTE: allow up to 5 open-text responses] [open-text] [open-text] [open-text] [open-text] [open-text] No sabe Se negó a responder

ENCOURAGEMENT 3

ENCOURAGEMENT 3 - KOALA	Getting tired? Don't give up, you're almost finished! 	¿Te estás cansando? ¡No te rindas, ya casi terminas! 

DATA QUALITY CHECK 1

DATA QUALITY CHECK - FRUIT *DQ_FRUIT*	**Which of these foods is a fruit?** Bread Carrot Egg Apple Milk Don't know Refuse to answer	**¿Cuál de estos alimentos es una fruta?** Pan Zanahoria Huevo Manzana Leche No sabe Se negó a responder

OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS

DRUG USE CSTADS modified *USE_CIG* *USE_ECIG* *USE_MJ* *USE_ALC* *USE_NONE* *USE_DK* *USE_R*	*UNIVERSE: Age 16-17* **Have you ever used any of the following?** *Select all that apply.* Tobacco cigarettes E-cigarettes / vaped nicotine Marijuana / cannabis Alcohol I have never used any of the above Don't know Refuse to answer	*UNIVERSE: Age 16-17* **¿Has usado alguna vez alguno de los siguientes?** *Selecciona todos los que correspondan.* Cigarros de tabaco Cigarros electrónicos/Nicotina en forma de vapor Marihuana/cannabis Alcohol Nunca he usado ninguno de los anteriores No sabe Se negó a responder
PERCEIVED INCOME ADEQUACY *INC_ADEQ*	**Does your family have enough money to pay for things your family needs?** Not enough money Barely enough money Enough money More than enough money Don't know Refuse to answer	**¿Tu familia tiene suficiente dinero para pagar las cosas que necesita?** No hay suficiente dinero Apenas hay suficiente dinero Suficiente dinero Más que suficiente dinero No sabe Se negó a responder

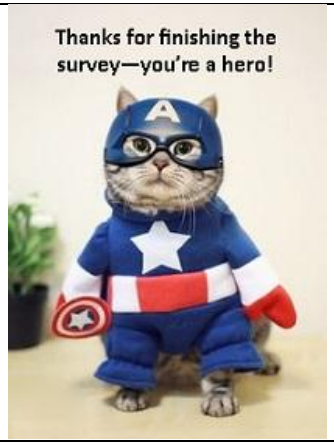
ETHNICITY - MEXICO ITC ADAPTED COUNTRY SPECIFIC WORDING *ETH_MEX*	*UNIVERSE: Mexico* **According to your culture, are you considered indigenous?** Yes No Don't know Refuse to answer	*UNIVERSE: Mexico* **Según tu cultura, ¿se te considera indígena?** Sí No No sabe Se negó a responder
BIRTH LOCATION COUNTRY SPECIFIC WORDING *BIRTH_MEX*	**Were you born in Mexico?** Yes No Don't know Refuse to answer	**¿Naciste en México?** Sí No No sabe Se negó a responder
YEAR OF BIRTH NEW 2025 *BIRTH_YR*	**What year were you born?** Enter: _____ [format YYYY; 1900-2025] Don't know Refuse to answer	**¿En qué año naciste?** Introduzca: _____ [format YYYY; 1900-2025] No sabe Se negó a responder
GENDER IDENTITY Adapted from Canadian Health Survey on Children and Youth 2023 (W2) NEW 2025 *GENDER*	**What is your gender?** Boy / man Girl / woman Or please specify: [open-text box] Don't know Refuse to answer	**¿Cuál es tu género?** Niño / hombre Niña / mujer O por favor especifica: [open-text box] No sabe Se negó a responder

SELF-REPORTED HEIGHT COUNTRY SPECIFIC UNITS REVISED 2022 (limits) REVISED 2023 REVISED 2024 (note) *HT_UNIT* *HT_M* *HT_CM*	**How tall are you without shoes?** Would you rather answer in: Meters Centimetres Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: ht_unit= metres* *Enter meters*: _____ m [numeric, 0.6-2.5] *Enter using a period as a decimal (example: 1.65)* *UNIVERSE: ht_unit= centimetres* *Enter centimetres*: _____ cm [numeric, 60-250]	**¿Cuál es tu estatura descalzo?** ¿Prefiere responder usando…? Metros Centímetros No sabe Se negó a responder [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: ht_unit= metros* *Escribe tu estatura en metros*: _____ m [numeric, 0.6-2.5] *Ingrese usando un punto como decimal (ejemplo: 1.65)* *UNIVERSE: ht_unit= centímetros* *Escribe tu estatura en centímetros*: _____ cm [numeric, 60-250]
SELF-REPORTED HEIGHT CONFIRMATION REVISED 2021 (typo) REVISED 2023 COUNTRY SPECIFIC UNITS *HT_M_CONF* *HT_CM_CONF*	*UNIVERSE: ht_unit=meters* **You entered [X] metres. Is that correct?** Yes No – I need to make a correction Don't know Refuse to answer *UNIVERSE: ht_unit=centimeters* **You entered [X] centimetres. Is that right?** Yes No – I need to fix my answer Don't know Refuse to answer	*UNIVERSE: ht_unit=meters* **Tú introdujiste [X] metros. ¿Es correcto?** Sí No, necesito hacer una corrección No sabe Se negó a responder *UNIVERSE: ht_unit=centimeters* **Tú introdujiste [X] centímetros. ¿Es correcto?** Sí No, necesito hacer una corrección No sabe Se negó a responder

SELF-REPORTED HEIGHT CORRECTION COUNTRY SPECIFIC UNITS REVISED 2022 (limits) REVISED 2023 REVISED 2024 (note) *HTC_UNIT* *HTC_M* *HTC_CM*	*UNIVERSE: ht_cm_conf or ht_m_conf= No – I need to fix my answer* **How tall are you without shoes?** Would you rather answer in: Meters Centimetres Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: ht_unit= metres* *Enter meters*: _____ m [numeric, 0.6-2.5] *Enter using a period as a decimal (example: 1.65)* *UNIVERSE: ht_unit= centimetres* *Enter centimetres*: _____ cm [numeric, 60-250]	*UNIVERSE: ht_cm_conf or ht_m_conf = No – I need to fix my answer* **¿Cuál es tu estatura descalzo?** ¿Prefiere responder usando…? Metros Centímetros No sabe Se negó a responder [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: ht_unit= metros* *Escribe tu estatura en metros*: _____ m [numeric, 0.6-2.5] *Ingrese usando un punto como decimal (ejemplo: 1.65)* *UNIVERSE: ht_unit= centímetros* *Escribe tu estatura en centímetros*: _____ cm [numeric, 60-250]
SELF-REPORTED WEIGHT *WT_UNIT* *WT_LB* *WT_KG*	**How much do you weigh without clothes or shoes?** Would you rather answer in: Pounds (lb) Kilograms (kg) Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: wt_unit= pounds* *Enter pounds*: _____ lb [numeric] *UNIVERSE: wt_unit=kilograms* *Enter kilograms*: _____ kg [numeric]	**¿Cuánto pesas sin ropa ni zapatos?** ¿Prefiere responder usando…? Libras (lb) Kilogramos (kg) No sabe Se negó a contestar [PROGRAMMER: show based on response to above] *UNIVERSE: wt_unit= pounds* *Escribe las libras*: _____ lb [numeric] *UNIVERSE: wt_unit=kilograms* *Escribe los kilogramos*: _____ kg [numeric]

SELF-REPORTED WEIGHT CONFIRMATION REVISED 2021 (typo) *WT_LB_CONF* *WT_KG_CONF*	*UNIVERSE: wt_unit= pounds* **You entered [X] pounds. Is that right?** Yes No – I need to fix my answer Don't know Refuse to answer *UNIVERSE: wt_unit=kilograms* **You entered [X] kilograms. Is that right?** Yes No – I need to fix my answer Don't know Refuse to answer	*UNIVERSE: wt_unit= pounds* **Tú introdujiste [X] libras. ¿Es correcto?** Sí No, necesito hacer una corrección No sabe Se negó a responder *UNIVERSE: wt_unit=kilograms* **Tú introdujiste [X] kilogramos. ¿Es correcto?** Sí No, necesito hacer una corrección No sabe Se negó a responder
SELF-REPORTED WEIGHT CORRECTION REVISED 2023 (typo) *WTC_UNIT* *WTC_LB* *WTC_KG*	*UNIVERSE: wt_lb_conf, or wt_kg_conf= No – I need to fix my answer* **How much do you weigh without clothes or shoes?** Would you rather answer in: Pounds (lb) Kilograms (kg) Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: wtc_unit= pounds* *Enter pounds*: _____ lb [numeric] *UNIVERSE: wtc_unit=kilograms* *Enter kilograms*: _____ kg [numeric]	*UNIVERSE: wt_lb_conf, or wt_kg_conf= No – I need to fix my answer* **¿Cuánto pesas sin ropa ni zapatos?** ¿Prefiere responder usando…? Libras (lb) Kilogramos (kg) No sabe Se negó a responder [PROGRAMMER: show based on response to above] *UNIVERSE: wtc_unit= pounds* *Escribe las libras*: _____ lb [numeric] *UNIVERSE: wtc_unit=kilograms* *Escribe los kilogramos*: _____ kg [numeric]

END SCREEN REVISED 2021 REVISED 2023 REVISED 2025 COUNTRY SPECIFIC WORDING	**You're finished - thank you!** As a reminder, this study has been reviewed by and received ethics clearance through a University of Waterloo Research Ethics Board (REB#41477). If you have any questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4440 or reb@uwaterloo.ca. Additionally, this project was reviewed by the Research Ethics Committee of the National Institute of Public Health (INSP) and approved on 03/11/2025. If you have general questions regarding your rights as a participant in a research study, you can contact the President of the Ethics Committee of the National Institute of Public Health, Dr. Angelica Ángeles Llerenas, at 777-329-3000 ext. 7424 from 8:00 a.m. to 4:00 p.m. Or if you prefer, you can write to the following email address etica@insp.mx. For all other questions about the study, or if you are interested in receiving a copy of the study findings, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Alejandra Jáuregui de la Mota a local study researcher from the Instituto Nacional de Salud Pública in Mexico at 777-329-3000 ext. 7409 from 9:30 a.m. to 2:00 p.m., Monday to Friday or by email at alejandra.jauregui@insp.mx. **Click NEXT to return to the survey company's website.** Thanks again for your help.	**¡Ha terminado! ¡Gracias!** Permíteme recordarte que los aspectos éticos del presente estudio fueron revisados y autorizados por el Comité de Ética de la Investigación de la Universidad de Waterloo (REB#41477). Si tienes preguntas para el comité, por favor comunícate con la Oficina de Ética de Investigación al teléfono en Canadá 001-519-888-4440 ó por email a reb@uwaterloo.ca. Adicionalmente, este proyecto fue revisado por el Comité de Ética en Investigación del Instituto Nacional de Salud Pública (INSP) y aprobado el 03/11/2025. Si usted tiene preguntas generales relacionadas con sus derechos como participante de un estudio de investigación, puede comunicarse con la Presidente del Comité de Ética del Instituto Nacional de Salud Pública, Dra. Angélica Ángeles Llerenas, al teléfono 777-329-3000 ext. 7424 de 8:00 am a 16:00 hrs. O si lo prefiere puede escribirle a la siguiente dirección de correo electrónico etica@insp.mx. Si tienes alguna otra pregunta sobre el estudio o si deseas recibir una copia de los resultados de este estudio, por favor ponte en contacto con el Profesor David Hammond de la Universidad de Waterloo, al teléfono en Canadá 001-519-888-4567 ext. 46462 ó por email a dhammond@uwaterloo.ca o bien con Dra. Alejandra Jáuregui de la Mota, investigadora local de la Instituto Nacional de Salud Pública en Mexico, al teléfono 777-329-3000 ext. 7409 en un horario de 9:30 a 14:00 hrs. de lunes a viernes, ó por email a alejandra.jauregui@insp.mx. **Haz clic en "SIGUIENTE" para regresar al sitio web de la empresa de encuestas.** Una vez más, gracias por tu ayuda.

		
REDIRECT	You will now be redirected back to the survey company.	Ahora te rediriges a la empresa de encuestas.
NIELSEN END SCREEN	[Screen shown by Nielsen and their partner panels] Thank you for your participation in this survey! We appreciate your time and thank you for your opinions. You have earned [panel incentive].	[Screen shown by Nielsen and their partner panels] ¡Gracias por tu participación en esta encuesta! Agradecemos tu tiempo y tus opiniones. Has ganado [incentivo del panel].