INTERNATIONAL
FOOD POLICY
STUDY

2025 YOUTH SURVEY – UNITED KINGDOM

NOVEMBER 12, 2026



ACKNOWLEDGEMENTS

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

SUGGESTED CITATION

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

CONTACT

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

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

INTERNATIONAL FOOD POLICY STUDY



List of Measures

PARENT INVITATION & PRE-SCREENING 7
SAMPLE EMAIL INVITATION 7
PANELIST AGE 7
PANELIST GENDER 7
RECAPTCHA 9
PARENT INFO / CONSENT 10
CITY 11
POSTAL CODE 11
PERCEIVED INCOME ADEQUACY 11
HANDOVER TO CHILD 12
INTRODUCTION 13
ELIGIBILITY INTRO 13
AGE 13
SEX 13
INFO LETTER 14
CONSENT 14
ENCOURAGEMENT 1 15
ENCOURAGEMENT 1 - DOG 15
DEMOGRAPHICS 15
REGION 15
EDUCATION LEVEL 16
SCHOOL GRADES 17
SCHOOL SYSTEM 17
SCHOOL ATTENDANCE 17
SCHOOL NAME 17
PURCHASING AND SPENDING MONEY 18
SPEND MONEY ON FOOD – LOCATION 18
DIET SOURCES AND PATTERNS 18
FOOD SOURCE - EATING OUT FREQUENCY 18
FOOD PREP - DINNER 19
BEVERAGE INTAKE – ANY CONSUMPTION 20
BEVERAGE INTAKE – AMOUNT 21

BEVERAGE INTAKE – DIET DRINKS 22
DIET INDICATORS 22
FRUIT INTAKE 23
VEGETABLE INTAKE 23
ONLINE ORDERING 24
ONLINE ORDERING FREQUENCY 24
SCHOOL NUTRITION ENVIRONMENT 25
SCHOOL NUTRITION ENVIRONMENT PREAMBLE 25
SCHOOL FOOD LOCATIONS AND PROGRAMS 25
SCHOOL FOOD LOCATIONS AND PROGRAMS 2 25
SCHOOL BREAKFAST PROGRAM PARTICIPATION 25
SCHOOL LUNCH PROGRAM PARTICIPATION 26
SCHOOL SNACK PROGRAM PARTICIPATION 26
SCHOOL LUNCH PROGRAM TARGET 26
SCHOOL LUNCH PROGRAM FOOD AVAILABLE 26
SCHOOL FOOD AVAILABILITY 27
SCHOOL LUNCH – FOOD 27
SCHOOL LUNCH – FOOD SOURCE 28
FOOD SECURITY 28
FOOD SECURITY FOR CHILDREN 28
FOOD SECURITY FOR CHILDREN AT SCHOOL 29
DIET INTENTIONS 29
VEGETARIANISM 29
DIET MODIFICATION EFFORTS 30
WEIGHT PERCEPTIONS / LOSS 31
BODY SIZE PERCEPTIONS 31
BODY SIZE IDEAL 32
WEIGHT LOSS EFFORTS 33
WEIGHT LOSS DIET 33
WEIGHT TEASE 33
SUGARY DRINK PERCEPTIONS 33
BEVERAGE BRAND RECALL 33
SOFT DRINK PERCEIVED HEALTHINESS 34
SOFT DRINK ESTIMATED SUGAR AMOUNT 34

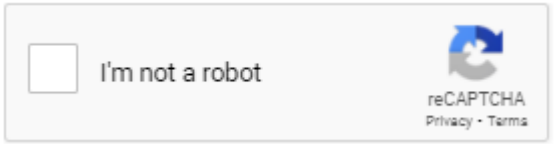
SSB PERCEPTIONS - CONDITION....35
SSB PERCEIVED HEALTHINESS....35
SSB ESTIMATED SUGAR AMOUNT....36
SUGAR TAX....36
SWEETENER ACCEPTABILITY FOR CHILDREN....36
OVERALL DIET....36
SELF-REPORTED NUTRITION KNOWLEDGE....37
FOOD PROCESSING KNOWLEDGE....38
ULTRA-PROCESSED FOOD TERM AWARENESS....39
ULTRA PROCESSED FOOD IDENTIFICATION....39
MASS MEDIA CAMPAIGNS AND MESSAGING....39
SCHOOL EDUCATION....39
FOOD GUIDE – AWARENESS....40
FOOD GUIDE – SCHOOL - EVER....40
FOOD LABELLING....40
LABEL AWARENESS....40
LABEL USE....41
LABEL UNDERSTANDING....41
NFT AWARENESS....42
NFT USE....42
NFT UNDERSTANDING....43
LABEL UNDERSTANDING TASK....44
ENCOURAGEMENT 2....45
ENCOURAGEMENT 2 - KITTEN....45
MARKETING....45
TOTAL SCREEN TIME....45
MEDIA CHANNELS – SOCIAL MEDIA....46
MEDIA CHANNELS – MOST USED SOCIAL MEDIA....46
FAVOURITE SOCIAL MEDIA INFLUENCERS....46
FOOD BRAND SOCIAL MEDIA ENGAGEMENT....47
EXPOSURE TO UNHEALTHY FOOD MARKETING – LOCATION....48
EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY....49
EXPOSURE TO MARKETING STRATEGIES....49
OWN - PRODUCTS....50

OWN – TOY 50
GAMES 50
BEVERAGE BRAND ADS 51
BEVERAGE TARGET AUDIENCE 52
BEVERAGE PREFERENCE 52
RESTAURANT BRAND ASSOCIATIONS 53
RESTAURANT TARGET AUDIENCE 53
RESTAURANT PREFERENCE 54
SPORTS PARTICIPATION 54
TEAM SPONSORSHIP – EQUIPMENT 54
TEAM SPONSORSHIP – SIGNS 54
TEAM SPONSORSHIP – COMPANY 55
ENCOURAGEMENT 3 55
ENCOURAGEMENT 3 - KOALA 55
DATA QUALITY CHECK 1 56
DATA QUALITY CHECK - FRUIT 56
OTHER BEHAVIOURAL/DEMOGRAPHIC CHARACTERISTICS 56
PERCEIVED INCOME ADEQUACY 56
ETHNICITY – UK 57
BIRTH LOCATION 57
YEAR OF BIRTH 58
GENDER IDENTITY 58
SELF-REPORTED HEIGHT 58
SELF-REPORTED HEIGHT CONFIRMATION 59
SELF-REPORTED HEIGHT CORRECTION 59
SELF-REPORTED WEIGHT 60
SELF-REPORTED WEIGHT CONFIRMATION 61
SELF-REPORTED WEIGHT CORRECTION 62
END SCREEN 63
REDIRECT 63
NIELSEN END SCREEN 63

PARENT INVITATION & PRE-SCREENING

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

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

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

PARENT INFO / CONSENT REVISED 2020 REVISED 2021 REVISED 2023 REVISED 2025 COUNTRY SPECIFIC WORDING	PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females): **We would like to conduct a survey with ONE of your CHILDREN AGED 10-17 [10-13 / 14-17].** **Please read the following information, and indicate if you are willing to let your child participate.** - The survey will examine eating patterns among children. Your child will be asked about the types of food they eat, advertisements they may have seen for food and other products, and their background (e.g., age, weight, smoking, cannabis or alcohol use). - Similar surveys are being completed in 5 other countries, so researchers can learn about the types of food children eat and advertisements children see in different parts of the world. - The study is being conducted by Professor David Hammond at the University of Waterloo, Canada. - The survey will take about 20 minutes. - As a thank you for your child's participation, the survey firm will provide you with your usual compensation. - We will ask your child a few short questions to see if they are eligible to complete the survey. All other questions are completely voluntary. Your child can click 'refuse to answer' to any question they do not wish to answer, and you will still receive the reward. Your child can choose to stop participating at any time, but if they close the survey before the end of the survey you will not receive the reward, and any data already collected will be deleted by the researcher. There are no known or anticipated risks to your child's participation in the survey. - We take your child's privacy very seriously and will keep their identity confidential. We will never share their personal information with any company or marketing firm. All of the information your child provides will be grouped with responses from other participants, which means that there will be no way to identify participants individually from the reports we create. Your child will not be asked to provide their name, address or telephone number. - The study data will be collected using Alchemer software. Internet protocol (IP) addresses may be recorded by the software program used for this study to avoid duplicate responses in the dataset, but this information will not be used by the researchers or the owners of the program to identify you or your child personally. Please note that while we implement security safeguards designed to protect all survey data, when information is transmitted over the internet, there is still a risk your child's responses may be intercepted by a third party (e.g., government agencies, hackers). - The data will be stored for a minimum of 7 years on a secure University of Waterloo server in Canada. Analyses may also be conducted by international research team members, but only using de-identified data stored on password-protected computers. - The questions you have answered up to this point are for the survey firm, and will not be shared with the researchers. - This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB# 41477). However, the final decision about participation is yours and your child's. If you have questions for the Board, please contact the Office of Research Ethics in Canada at 001-519-888-4440 or reb@uwaterloo.ca. - For all other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 01223 769142 or jma79@medschl.cam.ac.uk. *Please note that your child does not need to be available right now to participate. After you complete the questions for parents/guardians, instructions will be provided for having your child participate when they are available.*

	By providing your consent, you are not waiving your legal rights or releasing the investigator(s) or involved institution(s) from their legal and professional responsibilities. **Would you be willing to allow your child to participate in this survey?** By clicking "Yes" below, you confirm that you are the parent/legal guardian of the child participating in this study and agree to allow them to participate. Yes → [*Continue*] No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]*
CITY REVISED 2020 *CITY*	Thanks. Before your child begins the survey, we would like to ask you a couple questions about your child's background. **What city or town does your child live in?** *This information helps us to understand the food environment where your child lives.* *As a reminder, your child's identity will be kept strictly confidential.* Enter city/town: _____ [open-text] Don't know Refuse to answer
POSTAL CODE NEW 2025 COUNTRY SPECIFIC WORDING *POSTAL* *POSTAL_TEXT_UK*	*UNIVERSE: Canada, Australia, Mexico, UK, USA (skip in Chile)* **Please enter your child's postcode:** *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 8 digits max] Don't know Refuse to answer
PERCEIVED INCOME ADEQUACY LITWIN & SAPIR 2009 NEW 2020 *INCOME_ADEQ*	**Thinking about your total monthly income, how difficult or easy is it for you to make ends meet?** Very difficult Difficult Neither easy nor difficult Easy Very easy Don't know Refuse to answer

HANDOVER TO CHILD	PROGRAMMER NOTE: Insert 10-13 or 14-17 in wording below if one set of age quotas is full (i.e., for both males and females): The remaining questions should be completed by YOUR CHILD AGED 10-17 [10-13 / 14-17]. If your child is 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]*

INTRODUCTION

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

INFO LETTER REVISED 2020 REVISED 2021 REVISED 2023 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. - If you have other questions about the study, please contact Professor David Hammond of the University of Waterloo in Canada at 001-519-888-4567 ext. 46462 or dhammond@uwaterloo.ca or Dr. Jean Adams, a local study researcher from the University of Cambridge in the United Kingdom at 0 1223 769142 or jma79@medschl.cam.ac.uk.
CONSENT *CONSENT*	**Do you agree to participate in this survey?** Yes → [*Continue to survey*] No → Thank you for your time. You will now be redirected back to the survey company. [*TERMINATE]*

ENCOURAGEMENT 1

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

DEMOGRAPHICS

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

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

SCHOOL GRADES ENERGY DRINK STUDY COUNTRY SPECIFIC WORDING *EDUC_GRD_UK*	*UNIVERSE: United Kingdom* **What marks do you usually get in school?** 0-19% (Mostly Us) 20-29% (Mostly Gs) 30-39% (Mostly Fs) 40-49% (Mostly Es) 50-59% (Mostly Ds) 60-69% (Mostly Cs) 70-79% (Mostly Bs) 80-89% (Mostly As) 90-100% (Mostly A*s) Don't know Refuse to answer
SCHOOL SYSTEM NEW 2020 REVISED 2022 (COVID WORDING) *SCH_SYSTEM*	*UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)* **Are you taking your classes at school or online/from home?** All classes at school All classes online/from home Some classes at school, some classes online/from home Don't know Refuse to answer
SCHOOL ATTENDANCE NEW 2020 *SCH_ATTEND*	*UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who go to school for all or some of their classes.* **How often did you go to your school (in the school building) in the last 30 days?** Never Some days Most days Every school day Don't know Refuse to answer
SCHOOL NAME NEW 2025 *SCH_NAME* *SCH_NAME_OTEXT*	*UNIVERSE: Students currently in Year 13 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

PURCHASING AND SPENDING MONEY

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

DIET SOURCES AND PATTERNS

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

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

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

BEVERAGE INTAKE – AMOUNT COUNTRY SPECIFIC WORDING *BFQ_1_N - BFQ_14_N*	HOW MANY OF THESE DRINKS did you have in the last 7 days: *For example:* *If you had water on Monday for breakfast and Thursday for lunch, that would be 2 drinks.* *If you had water every school day at lunch, that would be 5 drinks.* [PROGRAMMER NOTE: Only show beverages selected above; show numbers 0-20, more than 20, "Don't Know" and "Refuse to answer" in drop-down list for each] [*dropdown*] **Fizzy drinks** like Coke, Pepsi, 7-up, Sprite, ginger beer [*dropdown*] **Diet fizzy drinks** like Diet Pepsi, Coke Zero [*dropdown*] **Sports drinks** like Lucozade Sport, Powerade [*dropdown*] **Energy drinks** like Red Bull, Rockstar, Monster [*dropdown*] **Frozen drinks** like Slush Puppies, ICEEs [*dropdown*] **Coffee or tea with sugar** including drinks like lattes, mochas, frappuccinos, iced cappuccinos 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 iced tea, fruit punch/cocktail, coconut water [*dropdown*] **Flavoured waters or vitamin waters** like squash, cordial, Perfectly Clear, Touch of Fruit [*dropdown*] **Water** including tap, bottled or sparkling water [*dropdown*] **Smoothies, protein shakes or drinkable yogurt** [*dropdown*] **White milk** or alternatives like unsweetened soy or almond milk. **Don't include milk in cereal.* [*dropdown*] **Chocolate or flavoured milk** including hot chocolate, and alternatives like sweetened soy or almond milk

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

FRUIT INTAKE *FRUIT_FREQ*	How many times did you eat 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
VEGETABLE INTAKE COUNTRY SPECIFIC WORDING *VEG_FREQ*	How many times did you eat vegetables yesterday? *Don't include chips, fried potatoes, or crisps.* 0 times 1 time 2 times 3 times 4 times 5 times 6 times 7 times 8 times 9 times 10 or more times Don't know Refuse to answer

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

SCHOOL NUTRITION ENVIRONMENT

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

SCHOOL LUNCH PROGRAM PARTICIPATION REVISED 2021 REVISED 2022 ('free' version only) *SCH_LUNCHFREE_USE*	*UNIVERSE: Students who have a lunch program at school* **Do you get food from the free lunch program at your school?** Yes No Don't know Refuse to answer
SCHOOL SNACK PROGRAM PARTICIPATION NEW 2021 *SCH_SNACKFREE_USE*	*UNIVERSE: Students who have a snack program at school* **Do you get food from the free snack program at your school?** Yes No Don't know Refuse to answer
SCHOOL LUNCH PROGRAM TARGET NEW 2021 *SCH_LUNCH_TARGET*	*UNIVERSE: Students who have a lunch program at school* **Which students in your school can get food from the free lunch program?** All students Only students from families who need extra help Don't know Refuse to answer
SCHOOL LUNCH PROGRAM FOOD AVAILABLE NEW 2021 REVISED 2024 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 / take-away** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, crisps or cereal bars **Desserts or treats** like biscuits, ice cream or sweets **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer

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 Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* *Mexico: Students currently in school including post-secondary (skip if not currently in school), who go to school for all or some of their classes (skip if only do classes online/from home).* On a regular school day, can you <u>buy</u> these foods at your school? **Sugary drinks** **Fast food / take-away** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, crisps or cereal bars **Desserts or treats** like biscuits, ice cream or sweets **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer
SCHOOL LUNCH – FOOD 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 Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school)* *Mexico: Students currently in any school including post-secondary (skip if not currently in school), who go to school for all or some of their classes (skip if only do classes online/from home).* Think about the last time that you ate lunch on a school day. Did you have… **Sugary drinks** **Fast food / take-away** **Sugary cereals** **Fruit or vegetables** **Snacks** like crackers, crisps or cereal bars **Desserts or treats** like biscuits, ice cream or sweets **Full meals** like sandwiches, soup or hot meals [PROGRAMMER NOTE: Use table format] Yes / No / Don't Know / Refuse to answer

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 Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Think about the last time that you ate lunch on a school day. Was the food you ate for lunch… (Select all that apply) From home From a FREE lunch or snack program at school Bought from a canteen at school Bought from a tuck shop or vending machine at school From a shop or restaurant near school From a friend Other Don't know Refuse to answer

FOOD SECURITY

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

FOOD SECURITY FOR CHILDREN AT SCHOOL NEW 2024 *SECURE_SCH_HGR* *SECURE_SCH_FOC*	*UNIVERSE: Students currently in Year 13 or less, or other (i.e., no post-secondary students; no respondents not currently in school) who went to their school in the last 30 days (sch_attend= some, most, or every school day).* Now we're going to ask a few more questions about when you are AT SCHOOL… In the last 30 days, were you ever hungry AT SCHOOL because your family didn't have enough food for breakfast or lunch? In the last 30 days, did you have trouble focusing AT SCHOOL because your family didn't have enough food for breakfast or lunch? [PROGRAMMER NOTE: Show both questions on same screen] Many times 1 or 2 times Never Don't know Refuse to answer

DIET INTENTIONS

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

DIET MODIFICATION EFFORTS *EFFORT_FV* *EFFORT_WATER* *EFFORT_PROTEIN* *EFFORT_GRAIN* *EFFORT_SUGAR* *EFFORT_SWTNR* *EFFORT_CAL* *EFFORT_PROCESS* *EFFORT_SALT* *EFFORT_MEAT* *EFFORT_ORGANIC* *EFFORT_LOCAL* *EFFORT_PKG*	*UNIVERSE: Respondents age 14-17* Do you make a 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

WEIGHT PERCEPTIONS / LOSS

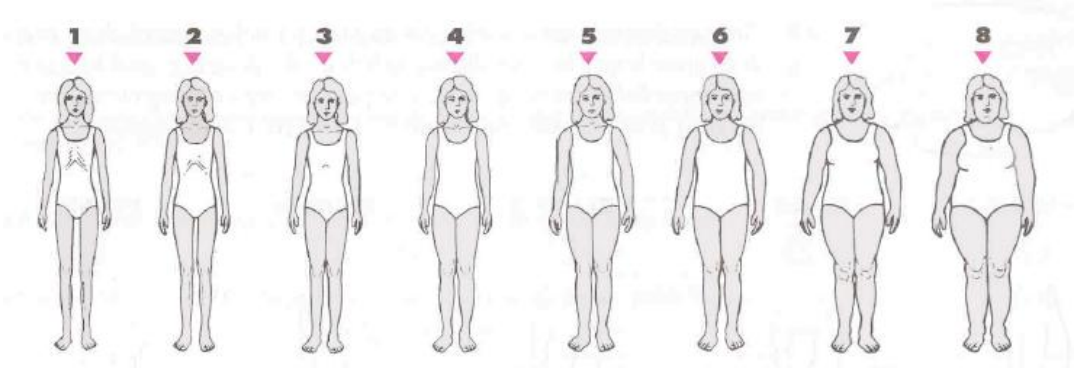
BODY SIZE PERCEPTIONS
Adapted from GUTS

REVISED 2020 (images)

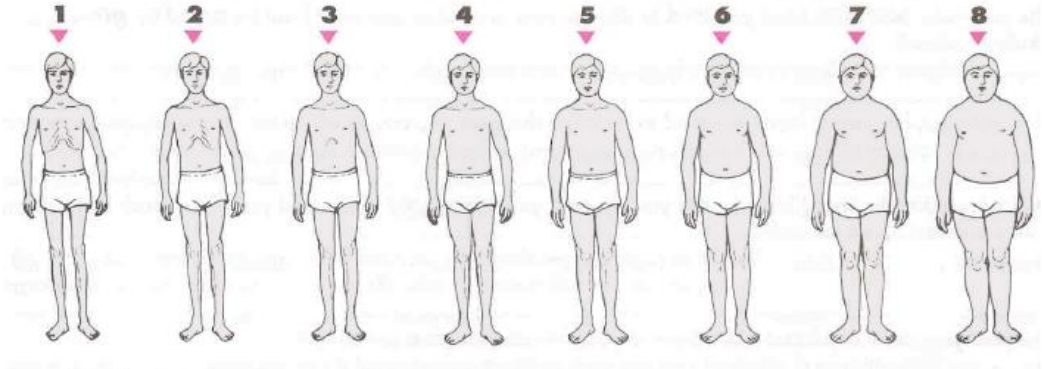
WT_BODY_F
WT_BODY_F_DKR
WT_BODY_M
WT_BODY_M_DKR

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"]

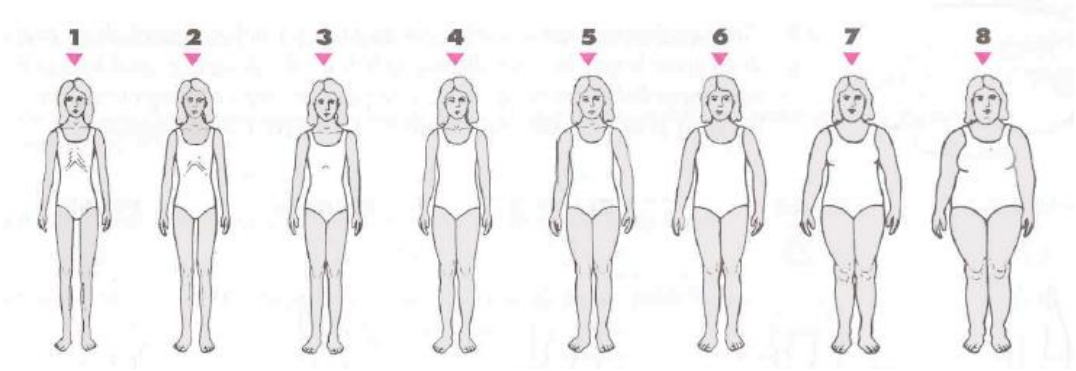
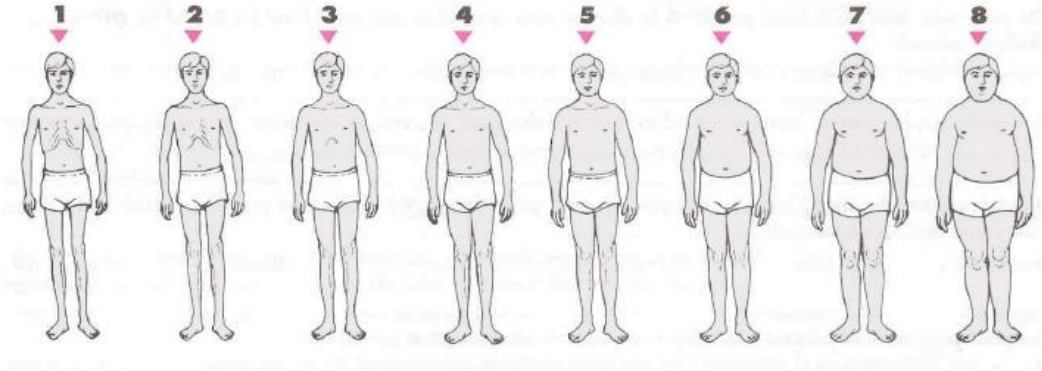
[PROGRAMMER NOTE: Images to show if sex=female]



[PROGRAMMER NOTE: Images to show if sex=male]



Don't know
Refuse to answer

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

WEIGHT LOSS EFFORTS From NHANES, GUTS, Project-EAT and others *WT_TRY*	Which of the following are you trying to do about your weight? Nothing Stay the same weight Gain weight Lose weight Don't know Refuse to answer
WEIGHT LOSS DIET *WT_DIET*	Have you been on a diet to lose weight in the past 12 months? Yes No Don't know Refuse to answer
WEIGHT TEASE Adapted from Project EAT 2003-2004 (B&W) *WT_TEASE*	Do you get teased or made fun of because of your weight? All the time A lot Sometimes Rarely Never Don't know Refuse to answer

SUGARY DRINK PERCEPTIONS

BEVERAGE BRAND RECALL REVISED 2025 COUNTRY SPECIFIC WORDING *BEV_BR1- BEV_BR3* *BEV_BR_DKR*	An example of a brand of sweets is: Skittles An example of a crisp brand is: Pringles 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

SOFT DRINK PERCEIVED HEALTHINESS Adapted from Adult survey (reduced from 7 to 5 points) COUNTRY SPECIFIC IMAGE *SSB_HLTH_POP*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **Is this type of drink unhealthy or healthy?**  Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer
SOFT DRINK ESTIMATED SUGAR AMOUNT COUNTRY SPECIFIC IMAGE *SSB_SUGAR_POP*	**How much sugar is in this drink?**  None A little A medium amount Quite a bit A lot Don't know Refuse to answer

SSB PERCEPTIONS - CONDITION COUNTRY SPECIFIC IMAGES *SSB_CONDITION*	*[PROGRAMMER NOTE: Randomize each respondent to view one beverage and answer the following 2 questions with the same beverage image on screen for each question.]* Diet fizzy drink (Diet Coke) 100% juice (Orange juice) Energy drink (Red Bull) Water Sports drink (Gatorade) Chocolate milk Iced tea Unflavoured milk [PROGRAMMER NOTE: Show country-specific images] 
SSB PERCEIVED HEALTHINESS Adapted from Adult survey (reduced from 7 to 5 points) COUNTRY SPECIFIC IMAGE *SSB_HLTH_[TYPE]*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. Is this type of drink unhealthy or healthy? *[show image]* Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

SSB ESTIMATED SUGAR AMOUNT COUNTRY SPECIFIC IMAGE *SSB_SUGAR_[TYPE]*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **How much sugar is in this drink?** *[show image]* None A little A medium amount Quite a bit A lot Don't know Refuse to answer
SUGAR TAX *DRINKS_COST*	**Do sugary drinks (like Coke) cost more than drinks without sugar (like Diet Coke)?** No - they cost the same Sugary drinks cost a little more Sugary drinks cost a lot more Don't know Refuse to answer
SWEETENER ACCEPTABILITY FOR CHILDREN NEW 2020 CYCLED OUT 2023 COUNTRY SPECIFIC WORDING *SWT_CHILD*	*UNIVERSE: All countries; respondents age 14-17* **Please tell us whether you agree or disagree with the following:** **Children should not consume foods or drinks with artificial or low-calorie sweeteners.** Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know Refuse to answer
OVERALL DIET *DIET*	**Overall, how unhealthy or healthy is the food you usually eat?** Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

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

FOOD PROCESSING KNOWLEDGE

REVISED 2020
REVISED 2022
REVISED 2023

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

COUNTRY SPECIFIC IMAGE

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

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

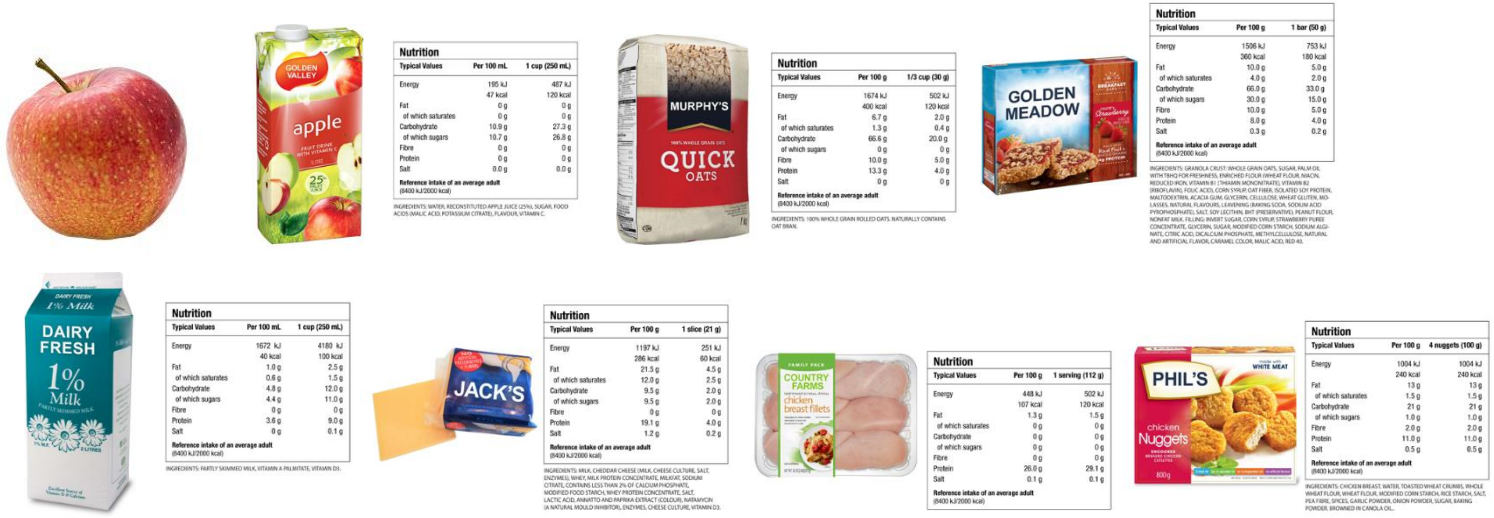
Overall, how healthy is this food?

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

0 1 2 3 4 5 6 7 8 9 10

Not at all healthy Extremely healthy

Don't know
Refuse to answer



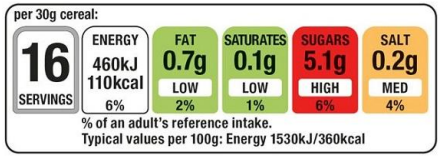
ULTRA-PROCESSED FOOD TERM AWARENESS NEW 2025 *UPF_AWARE*	[PROGRAMMER NOTE: HIDE BACK BUTTON] **Have you heard of the term 'ultra-processed food'?** Yes No Don't know Refuse to answer
ULTRA PROCESSED FOOD IDENTIFICATION NEW 2024 *UPF_ID_APPLE* *UPF_ID_JUICE* *UPF_ID_OATS* *UPF_ID_BAR* *UPF_ID_MILK* *UPF_ID_CHEESE* *UPF_ID_CHICK* *UPF_ID_NUGG* *UPF_ID_NDK*	*UNIVERSE: All countries; respondents aged 14-17* **Which, if any, of the following products are ultra-processed?** *Select all that apply*. [PROGRAMMER NOTE: Show 8 products on screen, in random order (no NFTs). Prevent respondents from using back button to return to previous question].  None of these are ultra-processed Don't know [valid answer] Refuse to answer

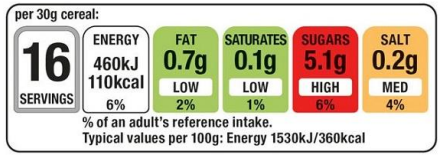
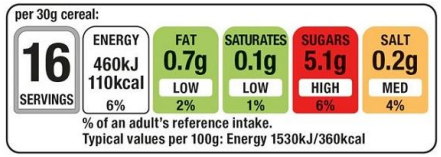
MASS MEDIA CAMPAIGNS AND MESSAGING

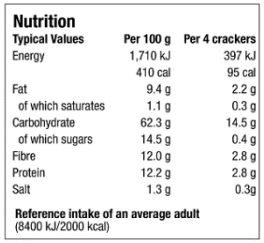
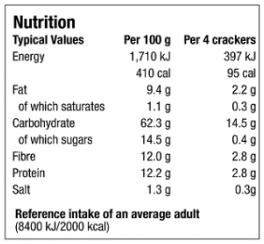
SCHOOL EDUCATION *SCH_ED*	[PROGRAMMER NOTE: Prevent respondents from using back button to return to previous question]. **In the past 12 months, have you learned about healthy eating in school?** Yes No Don't know Refuse to answer

FOOD GUIDE – AWARENESS COUNTRY SPECIFIC WORDING *FG_AWARE*	*UNIVERSE: Respondents from Canada, Australia, UK, USA, Mexico with tailored question in each country (skip in Chile)* Have you ever heard of the Eatwell Plate or Eatwell Guide? Yes No Don't know Refuse to answer
FOOD GUIDE – SCHOOL - EVER COUNTRY SPECIFIC WORDING *FG_SCH*	*UNIVERSE: Respondents who have heard of food guide (skip in Chile)* Have you ever learned about the Eatwell Plate or Eatwell Guide in school? Yes No Don't know Refuse to answer

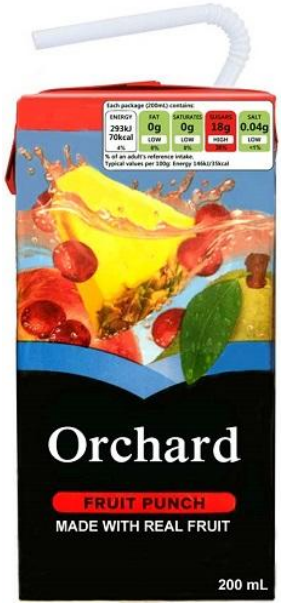
FOOD LABELLING

LABEL AWARENESS COUNTRY SPECIFIC IMAGE *LABEL_AWARE_UK*	*UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada* We would now like to ask you some questions about food labels on products. Have you <u>seen</u> this type of food label on packages or in stores? [PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_aware_MEX), octagon warnings in Chile, and 'High In' warning in Canada]  Never Rarely Sometimes Often All the time Don't know Refuse to answer

LABEL USE FROM 2014 FDA HEALTH AND DIET SURVEY COUNTRY SPECIFIC IMAGE *LABEL_USE_UK*	*UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada; and label awareness= 'rarely', 'sometimes', 'often', or 'all the time'* **Do you use this type of food label when deciding what to eat or buy?** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_use_MEX), octagon warnings in Chile, and 'High In' warning in Canada]  Never Rarely Sometimes Often All the time Don't know Refuse to answer
LABEL UNDERSTANDING COUNTRY SPECIFIC IMAGE *LABEL_UNDERSTAND_UK*	*UNIVERSE: Australia, United Kingdom, Mexico, Chile, Canada* **Do you find this information…** [PROGRAMMER NOTE: Show health star rating in Australia, traffic light warning in United Kingdom, 'excess calories' octagon warning in Mexico (WL_understand_MEX), octagon warnings in Chile, and 'High In' warning in Canada]  Very hard to understand Hard to understand In the middle Easy to understand Very easy to understand Don't know Refuse to answer

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

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

LABEL UNDERSTANDING TASK NEW 2022 REVISED 2024 (CAN) REVISED 2025 (CAN/USA) COUNTRY SPECIFIC IMAGE *FOPL_OBJ_MTL*	**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]  Very unhealthy Unhealthy In the middle Healthy Very healthy Don't know Refuse to answer

ENCOURAGEMENT 2

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

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 <u>normal weekday</u>, 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

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

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_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, Quavers **Sweets** like Reese's, Cadbury, Snickers **Drinks** like Sprite, Pepsi, Coke, Lucozade Sport **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

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

EXPOSURE TO UNHEALTHY FOOD MARKETING - FREQUENCY REVISED 2025 COUNTRY SPECIFIC WORDING *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? **Adverts for sugary drinks** **Adverts for fast food / take-away from a restaurant** **Adverts for sugary cereals** **Adverts for fruit or vegetables** **Adverts for snacks** like crackers, crisps or cereal bars **Adverts for desserts or treats** like biscuits, ice cream or sweets **Adverts 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
EXPOSURE TO MARKETING STRATEGIES REVISED 2020 (DK/R response format) *MKTG_SPORT* *MKTG_MOVIE* *MKTG_COMP* *MKTG_CELEB*	In the last 30 days, have you seen unhealthy food or drinks advertised with any of the following? Sports teams or athletes Cartoons or characters from movies or TV (e.g., Superheroes, Disney) Cartoons or characters made by food companies (e.g., Tony the Tiger, Ronald McDonald) Famous people [PROGRAMMER NOTE: Use table with yes/no/DK/R for each personality] Yes No Don't know Refuse to answer

OWN - PRODUCTS COUNTRY SPECIFIC WORDING *MKTG_PRODUCT*	Think about the 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 fizzy drinks, fast food / take-away, crisps, sugary cereals, biscuits and chocolate bars.* Yes No Don't know Refuse to answer
OWN – TOY *MKTG_TOY*	Do you have 'Happy Meal' toys or other toys from fast-food restaurants? Yes No Don't know Refuse to answer
GAMES NEW 2022 *MKTG_GAME*	Have you ever played a game or entered a competition offered by a restaurant or food/drink company where you can win a prize? Yes No Don't know Refuse to answer

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

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

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

RESTAURANT PREFERENCE Adapted from Lima et al. 2019 *REST_PREF_[TYPE]* *REST_PREF_[TYPE]_DKR*	How much would you like to go to this restaurant? *[Show same brand image as above]*  Don't know Refuse to answer
SPORTS PARTICIPATION *SPORT_PLAY*	Do you play on a sports team? Yes No Don't know Refuse to answer
TEAM SPONSORSHIP – EQUIPMENT *SPORT_EQUIP*	*UNIVERSE: Respondents who play on a sports team* Are there any 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
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

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

ENCOURAGEMENT 3

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

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

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
PERCEIVED INCOME ADEQUACY *INC_ADEQ*	**Does your family have enough money to pay for things your family needs?** Not enough money Barely enough money Enough money More than enough money Don't know Refuse to answer

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

YEAR OF BIRTH NEW 2025 *BIRTH_YR* *BIRTH_YR_N*	**What year were you born?** Enter: _____ [format YYYY; 1900-2025] Don't know Refuse to answer
GENDER IDENTITY Adapted from Canadian Health Survey on Children and Youth 2023 (W2) NEW 2025 *GENDER* *GENDER_OTEXT*	**What is your gender?** Boy / man Girl / woman Or please specify: [open-text box] Don't know Refuse to answer
SELF-REPORTED HEIGHT *HT_UNIT* *HT_CM* *HT_FT* *HT_IN*	**How tall are you without shoes?** Would you rather answer in: Feet and inches Centimetres Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: ht_unit=feet and inches* *Enter feet*: _____ ft [numeric, 2-7] AND *Enter inches*: _____ in [numeric, 0-11] *UNIVERSE: ht_unit= centimetres* *Enter centimetres*: _____ cm [numeric, 60-250]

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

SELF-REPORTED WEIGHT COUNTRY SPECIFIC UNITS *WT_UNIT* *WT_STLB* *WT_LB* *WT_KG*	How much do you weigh without clothes or shoes? Would you rather answer in: Stones and pounds (st/lb) Pounds (lb) Kilograms (kg) Don't know Refuse to answer [PROGRAMMER NOTE: show based on response to above] *UNIVERSE: wt_unit= stones and pounds (st/lb)* *Enter stones*: _____ st [numeric] AND *Enter pounds*: _____ lb [numeric, 0-13] *UNIVERSE: wt_unit= pounds* *Enter pounds*: _____ lb [numeric] *UNIVERSE: wt_unit=kilograms* *Enter kilograms*: _____ kg [numeric]

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

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

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