CANADIAN STUDY OF ADOLESCENT HEALTH BEHAVIORS

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Technical Report

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Study information

Study Aim: To gather information about social and behavioral health behaviors, including disordered eating behaviors, muscle-building behaviors, and body image, as well as the social health of adolescents and young adults ages 16-30 years old in Canada. The goal of this study is to develop research-informed recommendations for health care, public health, and policymaking professionals to protect the health and well-being of Canadian young people.

Sample: Canadian adolescents and young adults ages 16-30 years old across all 13 provinces and territories.

Sampling Strategy: Wave 1 participants were recruited from November 1, 2021 to December 31, 2021. Participants were recruited via online advertisements on Instagram and Snapchat. Survey advertisements were restricted to Canada (location), both sexes (males and females; note that both social media applications do not provide gender options nor intersex), and the ages 16 to 30 years. No other social media advertisement targeting techniques were used to allow ads to be displayed to any individual meeting these criteria. Participants were able to enter a drawing for 1 of 2 Apple iPads or 1 of 20 $25 Starbucks gift cards.

Domains of Inquiry and Measures: Sociodemographics, biohacking behaviors, appearance- and performance-enhancing drugs and substances use, Eating Disorder Examination Questionnaire, eating disorder and weight change behaviors, Drive for Muscularity Scale, Muscle Dysmorphia Disorder Inventory, Conformity to Masculine Norms Inventory, mental health symptoms and diagnoses, substance use behaviors, violence victimization and perpetration, screen time, physical activity, effects of COVID-19 pandemic.

Research Ethics: This study was approved by the University of Toronto Health Sciences Research Ethics Board (#41707). Informed consent was obtained from all participants.

Funding: This study was funded by The Connaught Fund (New Researcher Award; #512586) at the University of Toronto.

Social Media Advertisement Results		
Instagram Ads		
Total Impressions[a]	851,259	
Total Reach[b]	539,235	
Total Clicks[c]	8,237	
Snapchat Ads		
Total Impressions[a]	309,298	
Total Reach[b]	184,802	
Total Clicks[c]	4,273	
Total		
Total Impressions[a]	1,160,557	
Total Reach	724,037	
Total Clicks[c]	12,510	
Started Surveys	2,772	
Completed Surveys	2,729[d]	
Response Rates		
	21.8%	Completed surveys from total clicks
	0.4%	Completed surveys from total reach
	0.2%	Completed surveys from total impressions

[a]Impressions are the number of times ads were seen on screens.
[b]Reach is the number of people who saw ads at least once.
[c]Clicks are the number of times ad links were clicked.
[d]43 individuals did not provide consent to participate.

Basic Sample Demographics

	M (SD) / n (%)
Age (N=2,256)	22.93 (3.90)
Sex Assigned at Birth (N=2,724)	
Female	1,645 (60.39)
Male	1,079 (39.61)
Gender (N=2,762)	
Cisgender women	1,477 (53.48)
Cisgender men	1,061 (38.41)
Transgender/gender non-conforming	224 (8.11)
Race/Ethnicity (N=2,727)	
White or Caucasian (European descent, e.g., British, French, Italian, Portuguese, Ukrainian, Russian)	1,703 (62.45)
Black (African, Afro-Caribbean, North American descent)	86 (3.15)
Latino/a (Latin American, Central American, South American descent, e.g., Mexican, Brazilian, Chilean, Guatemalan, Venezuelan, Colombian, Argentinian, Salvadorian, Costa Rican)	63 (2.31)
East/Southeast Asian (Chinese, Korean, Japanese, Taiwanese descent; Filipino, Vietnamese, Cambodian, Thai, Indonesian, other Southeast Asian descent)	270 (9.90)
South Asian (South Asian descent, e.g., East Indian, Pakistani, Sri Lankan, Indo-Caribbean)	192 (7.04)
Middle Eastern (Arab, Persian, West Asian descent, e.g., Afghan, Egyptian, Iranian, Lebanese, Turkish, Kurdish)	65 (2.38)
Indigenous (First Nations, Inuit, Métis descent)	35 (1.28)
Other race/ethnicity (please specify)	36 (1.32)
Multi-racial	277 (10.16)

Race/Ethnicity in Comparison to 2016 Canadian Census

Visible Minority	N=2,727	N=8,808,300[a]
Visible Minority (non-White or Caucasian [i.e., South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean and Japanese and multi-racial])	989 (36.26)	2,379,470 (27.01)
Non-Visible Minority (Includes Aboriginal identity and White or Caucasian)	1,738 (63.73)	6,428,830 (72.99)
Aboriginal Identity		
Aboriginal Identity (Includes First Nations [North American Indian], Métis, Inuk [Inuit], and multiple Aboriginal responses)	35 (1.28)	519,295 (5.90)
Non-Aboriginal	2,692 (98.72)	8,289,005 (94.10)

[a]Includes Canadians from the combined ages of 15-34 years from the 2016 Census: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016189

Percent of Canadian Study of Adolescent Health Behaviors Sample and Canadian Population by Province

	Canadian Study of Adolescent Health Behaviors Sample by Province	Canadian Population by Province[a]
	%	%
Newfoundland and Labrador	1.1	1.3
Prince Edward Island	0.5	0.4
Nova Scotia	3.3	2.6
New Brunswick	1.1	2.1
Quebec	5.3	22.4
Ontario	52.8	38.8
Manitoba	3.3	3.6
Saskatchewan	2.3	3.1
Alberta	15.0	11.6
British Columbia	14.9	13.6
Yukon	0.2	0.1
Northwest Territories and Nunavut	0.3	0.2