FSS 'No to Upsizing' Campaign Evaluation

Presentation of Results

30 August 2018
40303373
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Introduction
How effective has Food Standards Scotland’s ‘No to Upsizing’ Healthy Eating marketing campaign been at raising awareness of the issue of upsizing in the out of home food environment and at empowering consumers to reject these strategies more often?

1. How visible was the campaign among the target audience?
   - Is the campaign cutting-through / memorable?
   - Was the campaign seen by the target audience?
   - How well have the media performed collectively and individually?

2. How effective was the campaign at communicating its key messages and at motivating change?
   - Has the campaign been able to communicate the key messages?
   - Is the campaign felt to be motivating?
   - What has the target audience done as a result?

3. What impact did the campaign have on knowledge and attitudes towards the out of home food environment?
   - Have perceptions of healthy eating in the out of home food environment changed?
   - Have attitudes towards upselling and upsizing changed over time?
   - Do consumers feel more confident in challenging the out of home food environment?
Research was conducted online, pre and post activity, to evaluate the effectiveness of the campaign among the target audience.

**How?**
Interviewing was conducted online using CAWI (Computer Assisted Personal Interviewing), with sample sourced from Kantar TNS' panel partner Lightspeed (and their partners).

**Who?**
At each wave, we interviewed a sample of women in Scotland aged 16-44 in the C1C2DE social grades:
- 150 interviews were conducted at the pre-wave
- 200 interviews were conducted at the post-wave

**When?**
Pre-wave interviewing conducted 21 – 31 May 2018 (prior to the activity launching on 1 June);
Post-wave interviewing conducted 2 – 12 July 2018

**Weighting**
Pre-wave sample weighted by age and by social grade. Post-wave sample was not weighted as the achieved sample already matched pre-wave.
The campaign launched on 1st June, comprising TV, digital and outdoor activity. Four days of field activity were carried out* but not included in the evaluation.

<table>
<thead>
<tr>
<th>Media</th>
<th>Detail</th>
<th>Jun-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>30” STV / C4 Scotland / ITV Breakfast 375 TVRs All adults: 64% 1+ coverage, 5.5 OTS 16-34 Women: 52% 1+ coverage, 4.2 OTS C1C2DE: 63% 1+ coverage, 5.7 OTS</td>
<td></td>
</tr>
<tr>
<td>Adsmart</td>
<td>2,000,000 Impressions Estimated 80% Coverage @ 4.8 OTS</td>
<td>1st to 30th June</td>
</tr>
<tr>
<td>Broadcaster VOD</td>
<td>STV Player / Sky Media, 350,000 impressions</td>
<td></td>
</tr>
<tr>
<td>DIGITAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social, Display &amp; VOD</td>
<td>Facebook, Instagram, Snapchat, YouTube Targeting Female 16-34</td>
<td>1st to 30th June</td>
</tr>
<tr>
<td>OUTDOOR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear Channel Adshell Live</td>
<td>Digital 6 Sheet 17 x D6 Adshell - Glasgow (599,760 Impressions)</td>
<td></td>
</tr>
<tr>
<td>JC Decaux</td>
<td>Digital 6 Sheet 24 x Digital 6 Sheet - Princes Street Edinburgh (600,000 impressions)</td>
<td></td>
</tr>
</tbody>
</table>

* Dundee, Aberdeen, Dunfermline and Glasgow
Upsizing happens very often for around one third of the target audience, particularly younger / lowest social grades; though many experience it at least ‘sometimes’, not all perceive it as a frequent occurrence.

**Frequency of upsizing being offered (%)**

- **Every time**
  - Pre: 6%
  - Post: 6%
- **Most of the time**
  - Pre: 26%
  - Post: 28%
- **Sometimes**
  - Pre: 51%
  - Post: 45%
- **Rarely**
  - Pre: 13%
  - Post: 14%
- **Never**
  - Pre: 3%
  - Post: 4%
- **Don’t know**
  - Pre: 3%
  - Post: 4%

**% Every/most of the time at post-wave**

- **Total (194)**: 34%
- **16-24 (98)**: 39%
- **25-34 (52)**: 37%
- **35-44 (44)**: 20%
- **C1 (65)**: 25%
- **C2 (43)**: 30%
- **DE (86)**: 43%

- **Easy to eat healthy when eating out (109)**: 31%
- **Difficult to eat healthy when eating out (85)**: 38%

Q013 - FREQ_UPSIZE: How often do you feel you are encouraged to upsize when you are buying food and drink?
Base: All who have experienced upsizing.
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Campaign visibility
Spontaneous awareness of the topic more than doubled over the campaign period. Most awareness stems from campaign sources, with TV advertising the most dominant source, but YouTube also shows strong visibility.

Q019 – Spontaneous awareness_1: Have you seen or heard any advertising or publicity/media coverage recently about upsizing when eating out?

Q020 – Spontaneous awareness_2: Where did you see or hear this advertising or publicity/media coverage?

Base: All respondents: Pre (150); Post (200)

13% Pre

30% Post

Significant difference pre to post

Any campaign sources
TV advertising
YouTube
Advertising on internet
Facebook
Billboards/posters at bus...
Stand/display in shopping...
Snapchat
Advertising on catch-up TV
Twitter

FSS ‘No to Upsizing’ Campaign Evaluation JN40303373
There is a good level of cut through, primarily focusing on the need to stop upsizing but a small number mention impact on health; though some are aware of FSS’ role, many remain unaware of who was responsible.

**Description of activity seen/heard (%) (spontaneous)**
- Any possibly campaign related: 51%
- Say no to upsizing: 15%
- Upsizing should be discouraged: 12%
- Upsizing (all other mentions): 12%
- Upsizing will make you overweight/obese: 10%
- Description of ads: 8%
- Bad for health: 5%

**Who responsible (%) (prompted)**
- Scottish Government: 25%
- Food Standards Scotland: 17%
- NHS/Health Scotland: 14%
- Charity/other health organisation: 2%
- Other: 5%
- Don’t know: 37%

Q021 - Cut through: Please describe the advertising or publicity/media coverage you have seen or heard about upsizing. What did it show and what did it say?
Q022 – Branding: Who was responsible for this advertising or publicity?
Base: All respondents: Post (59)
Results from the latest wave of the FSS tracking also suggest that the campaign (which was live during fieldwork) has cut through more widely across the Scottish population.

Q16: Have you seen or heard any advertising recently about any of the following food issues?
Base: All respondents at wave 4 (1000); Wave 5 (1000); Wave 6 (1002)

- Any food safety: 48%/44%/56%
- Any food waste: 21%/45%/45%
- Any food labelling: 22%/22%/28%
- Having a healthy diet: 27%/31%/33%
- How children’s diets can affect: 23%/27%/25%
- Reducing the amount of treats: 20%/24%/28%
- Changing what we eat to avoid: 18%/18%/21%
- Saying no to ‘upsizing’ of food... n/a/25%
Campaign materials played / shown to measure prompted recognition

TV – One ad played in full to each third of sample selected at random

Coffee  Cinema  Fast food

Social media

Digital
Outdoor
Posters
Overall, there is a very good level of campaign and media recognition. Coffee and Fast Food TV ads have higher recognition, perhaps reflecting greater AdSmart use. There may be misattribution of outdoor given limited use.

45% Recognised any element of the campaign

Among those who were shown each TV ad

- Any TV ad: 40
  - Cinema: 24
  - Coffee: 55
  - Fast food: 39

- Any digital outdoor poster: 17

- Any social media: 25
  - Facebook: 13
  - Twitter: 2
  - Instagram: 2
  - Youtube: 6

Q023 – TV_Recognition_2: Have you seen this advert, or a similar advert, recently – either on TV or on catch-up TV?
Q024 – Print_ad_recognition_2: Have you seen any of these digital posters at bus stops recently?
Q026 – Social_media_recognition: Have you seen an ad like this on any social media recently?
Base: All respondents: Post (200)
There is very good multi-media integration with over half of recognisers seeing two or more campaign media, which compares very well to other FSS campaigns.

<table>
<thead>
<tr>
<th>No. of channels seen/heard (%) (among campaign recognisers)</th>
<th>Seen one only</th>
<th>Seen two</th>
<th>Seen three</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44</td>
<td>32</td>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign</th>
<th>No of media:</th>
<th>Media</th>
<th>Among Recognisers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>No to Upsizing</td>
<td></td>
<td>TV, digital, outdoor</td>
<td>44</td>
</tr>
<tr>
<td>Kitchen Crimes</td>
<td>45</td>
<td>3</td>
<td>55</td>
</tr>
<tr>
<td>Nutrition 2016</td>
<td>38</td>
<td>2</td>
<td>70</td>
</tr>
<tr>
<td>Nutrition 2017</td>
<td>46</td>
<td>3</td>
<td>65</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>52</td>
<td>2</td>
<td>71</td>
</tr>
<tr>
<td>Summer 2017</td>
<td>23</td>
<td>3</td>
<td>53</td>
</tr>
<tr>
<td>Summer 2017</td>
<td>26</td>
<td>3</td>
<td>48</td>
</tr>
<tr>
<td>Festive 2015</td>
<td>22</td>
<td>2</td>
<td>59</td>
</tr>
<tr>
<td>Festive 2016</td>
<td>16</td>
<td>2</td>
<td>51</td>
</tr>
</tbody>
</table>

Q023 – TV_Recognition_2: Have you seen this advert, or a similar advert, recently – either on TV or on catch-up TV?
Q024 – Print_ad_recognition_2: Have you seen any of these digital posters at bus stops recently?
Q026 – Social_media_recognition: Have you seen an ad like this on any social media recently?
Base: All respondents: Post (200)
Encouragingly, the campaign has been most effective in reaching those who find it difficult to refuse upsizing, with social media driving this. Recognition is also higher among the youngest age group, for whom social is also important.

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Outdoor posters</th>
<th>Social media</th>
<th>Seen/heard 2+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (200)</td>
<td>45</td>
<td>40</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>16-24 (100)</td>
<td>51</td>
<td>43</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>25-44 (100)</td>
<td>39</td>
<td>36</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Easy to refuse upsizing (161)</td>
<td>43</td>
<td>39</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Difficult to refuse upsizing (39)</td>
<td>54</td>
<td>44</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>Easy to eat healthy when eating out (111)</td>
<td>47</td>
<td>41</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Difficult to eat healthy when eating out (89)</td>
<td>43</td>
<td>38</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

No differences by social grade except slightly higher social media recognition among C1C2s (28% vs. 20% DEs)

Q023 – TV_Recognition_2: Have you seen this advert, or a similar advert, recently – either on TV or on catch-up TV?
Q024 – Print_ad_recognition_2: Have you seen any of these digital posters at bus stops recently?
Q026 – Social_media_recognition: Have you seen an ad like this on any social media recently?
Base: All respondents: Post (200)

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Effectiveness of communication and messaging
The main theme of refusing to upsize meals is clearly communicated, and multi-media impact is evident in terms of health messaging. With no spontaneous mentions of “visit the website”, this could be strengthened.

Spontaneous (%)

- Don’t upsize: 29%
- Say no to upsizing: 24%
- Don’t be pressured into upsizing: 18%
- Bad for health: 18%
- Can cause obesity: 14%
- Companies encouraging you to upsize: 10%
- Companies make more money/profits: 3%
- You think you are saving money: 6%
- Make better/healthier choices: 8%
- Promoting awareness of upsizing: 3%

Q027 – Main_message: Thinking about all the advertising you have just seen and heard, what do you think are the main messages of this advertising? What is it telling you about the topic and what is it saying to people?
Base: All respondents: Post (200)
The campaign has recorded a good level of motivation and there is evidence of multi-media impact; however, there is a degree of polarisation which means motivation is lower than has been the case for other FSS campaigns.

**Short-term impact by sub group (%)**

<table>
<thead>
<tr>
<th></th>
<th>Total Involved</th>
<th>Non recognisers (110)</th>
<th>Recognisers (90)</th>
<th>1 media (40)</th>
<th>2+ media (50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (200)</td>
<td>52</td>
<td>44</td>
<td>61</td>
<td>53</td>
<td>68</td>
</tr>
<tr>
<td>Motivated</td>
<td>43</td>
<td>36</td>
<td>50</td>
<td>38</td>
<td>60</td>
</tr>
<tr>
<td>Involved</td>
<td>9</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Recall</td>
<td>42</td>
<td>50</td>
<td>32</td>
<td>45</td>
<td>22</td>
</tr>
<tr>
<td>Bypass</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td>10</td>
</tr>
</tbody>
</table>

**Motivation for other FSS campaigns:**
- Nutrition W1 = 57% (63% total involvement)
- Nutrition W2 = 57% (65% total involvement) (70% among recognisers)
- Kitchen Crimes = 66% (72% total involvement)
The individual AdEval measures suggest the campaign was not perceived as positively as previous campaigns, potentially reflecting the more limited experience of upsizing / lower concern around this than previous topics.

### AdEval diagnostics (%)

- **Worthwhile**: 61%
- **People like you would like to look / listen**: 48%
- **Would like to see again**: 41%
- **Better understanding of issues around upsizing**: 44%
- **Would mention ads in conversation**: 41%
- **Encourage you not to upsize when eating out**: 34% → 43% already turn down offers of upsizing

<table>
<thead>
<tr>
<th>Question</th>
<th>Nutrition W1 %</th>
<th>Nutrition W2 %</th>
<th>Kitchen Crimes %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Worthwhile</strong></td>
<td>82</td>
<td>83</td>
<td>85</td>
</tr>
<tr>
<td><strong>People like you would like to look / listen</strong></td>
<td>57</td>
<td>60</td>
<td>70</td>
</tr>
<tr>
<td><strong>Would like to see again</strong></td>
<td>58</td>
<td>59</td>
<td>61</td>
</tr>
<tr>
<td><strong>Better understanding of issues around upsizing</strong></td>
<td>55</td>
<td>58</td>
<td>57</td>
</tr>
<tr>
<td><strong>Would mention ads in conversation</strong></td>
<td>48</td>
<td>51</td>
<td>71</td>
</tr>
<tr>
<td><strong>Encourage you not to upsize when eating out</strong></td>
<td>62</td>
<td>64</td>
<td>64</td>
</tr>
</tbody>
</table>

Q029-Q34: AdEval questions  
Base: All respondents: Post (200)
However, as well as motivation being higher among those groups with greater recognition (16-24s and C1C2s), the campaign has been very effective in motivating those groups who need it most.

### Short-term impact by sub group (% Motivated)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Motivated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (200)</td>
<td>43</td>
</tr>
<tr>
<td>16-24 (100)</td>
<td>49</td>
</tr>
<tr>
<td>25-44 (100)</td>
<td>36</td>
</tr>
<tr>
<td>C1C2 (110)</td>
<td>47</td>
</tr>
<tr>
<td>DE (90)</td>
<td>37</td>
</tr>
<tr>
<td>Always/mostly aware of upsizing (132)</td>
<td>50</td>
</tr>
<tr>
<td>Sometimes / rarely aware of upsizing (56)</td>
<td>34</td>
</tr>
<tr>
<td>Always / mostly offered upsizing (66)</td>
<td>62</td>
</tr>
<tr>
<td>Sometimes / rarely / never offered upsizing (121)</td>
<td>36</td>
</tr>
<tr>
<td>Find it easy to refuse upsizing (161)</td>
<td>39</td>
</tr>
<tr>
<td>Find it difficult to refuse upsizing (39)*</td>
<td>59</td>
</tr>
<tr>
<td>Easy to eat healthy when eating out (111)</td>
<td>39</td>
</tr>
<tr>
<td>Difficult to eat healthy when eating out (89)</td>
<td>47</td>
</tr>
</tbody>
</table>

*CAUTION: Small Base

Q029-Q34: AdEval questions
Base: All respondents in each sub-group

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The campaign has generated a very good level of action taken among recognisers, with refusing upsizing the most popular action.

**Taken any action**

- **68%** (among recognisers)
- **31%** (among all)

- Chosen more healthy options when eating out
- Refused some offers of upsizing
- Refused all offers of upsizing
- Been more aware of when offered an upsize
- Talked to other people about the ads
- Commented/posted/shared on social media
- Used the campaign hashtag #NoToUpsizing
- Visited foodstandards.gov.scot
- Read more about impact of upsizing on FSS website
- Played online game on FSS website
- Visited other websites to find out more information

Page views of the #NoToUpsizing game: 14,374
Visits to the campaign landing page: 14,199

Q028 – Action_taken_1: Thinking about the advertising you said you have seen or heard, what, if anything, have you done as a result of this advertising?
Base: All who have seen or heard advertising: Post (90)
Those seeing digital/social are helping to drive the multi-media impact on action taken, particularly in terms of being more aware of upsizing and in generating Word of Mouth.

- Seen TV (79)
- Seen Outdoor (33)
- Seen Digital/Social (49)

Q028 – Action_taken_1: Thinking about the advertising you said you have seen or heard, what, if anything, have you done as a result of this advertising?
Base: All who have seen or heard advertising: Post (90)
Impact and behaviour change
The target audience see eating healthily outside the home as easier since the launch of the campaign, and there is a small increase in desire to see some of the changes discussed in the campaign to make it easier still.

Ease of eating healthily outside the home

<table>
<thead>
<tr>
<th></th>
<th>Pre (%)</th>
<th>Post (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very easy</td>
<td>46</td>
<td>56</td>
</tr>
<tr>
<td>Quite easy</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Quite difficult</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Very difficult</td>
<td>10</td>
<td>13</td>
</tr>
</tbody>
</table>

Changes to make it easier to eat healthily outside the home (%)

- Fewer promotions on unhealthy options: Pre 15; Post 22
- Less promotion of unhealthy options at checkouts: Pre 17; Post 17
- Not offered larger meals / foods you didn’t intend to eat: Pre 14; Post 16
- Lower prices for healthy options: Pre 58; Post 55
- More healthy options: Pre 47; Post 47
- Better promotion of healthy options: Pre 38; Post 39
- Being able to spot healthy options quickly and easily: Pre 28; Post 34
- Smaller portion sizes: Pre 28; Post 25
- Showing the calories in food on menus: Pre 31; Post 23

Significant difference pre to post

Q006 - EASE_OUT: How easy or difficult is it for you to eat healthily outside the home, for example, when you’re in a cafe, restaurant or fast food outlet?
Q007 - IMPROVE: Which, if any, of the following would make it easier for you to eat healthily outside the home?
Base: All respondents: Pre (150); Post (200)
Awareness and understanding of the terms ‘upsizing’ and ‘upselling’ has increased since the ads aired.

Aware of the term ‘Upsizing’ to describe these ways of encouraging you to buy more or bigger food or drink items:

- Pre: 24%
- Post: 29%

Use of other terms to describe buying bigger food/drink (%):

- Upselling: Pre 22%, Post 31%
- In-store promotions: Pre 48%, Post 44%
- Upsizing: Pre 24%, Post 29%
- Cross-selling: Pre 6%, Post 8%
- Going large: Pre 34%, Post 28%
- Supersizing: Pre 26%, Post 26%

Q009 - UPSIZE_AWARE: Which of these best describes these different ways of encouraging you to buy more or bigger food or drink items?
Base: All respondents: Pre (150); Post (200)
Since the campaign aired, the claimed frequency of upsizing being offered has remained fairly similar; however, there has been an increase in those who are always aware when they are being offered an upsize option.

**Frequency of upsizing being offered (%)**

- **Every time**
  - Pre: 6%
  - Post: 6%
- **Most of the time**
  - Pre: 26%
  - Post: 28%
- **Sometimes**
  - Pre: 51%
  - Post: 45%
- **Rarely**
  - Pre: 13%
  - Post: 14%
- **Never**
  - Pre: 3%
  - Post: 3%
- **Don't know**
  - Pre: 4%
  - Post: 4%

**Awareness of upsizing being offered (%)**

- **Always know when it's happening**
  - Pre: 30%
  - Post: 40%
- **Mostly know when it's happening**
  - Pre: 41%
  - Post: 26%
- **Sometimes know when it's happening**
  - Pre: 16%
  - Post: 20%
- **Rarely know when it's happening**
  - Pre: 6%
  - Post: 7%
- **Never know when it's happening**
  - Pre: 3%
  - Post: 3%
- **It has never happened to me**
  - Pre: 0%
  - Post: 0%
- **Don't know**
  - Pre: 3%
  - Post: 3%

Q013 - FREQ_UPSIZE: How often do you feel you are encouraged to upsize when you are buying food and drink?
Q012 - UPSIZEREC: Are you aware of when you are being encouraged to upsize?

Base: All respondents: Pre (150); Post (200)

Significant difference pre to post
Increases in awareness of the term and of upsizing being offered is also reflected in higher claimed experience of upsizing across almost all areas, with some evidence of the campaign themes being more noticed.

Recently offered (%):

- Larger version of the food or drink you are buying (e.g. coffee in a coffee shop)
  - Pre: 33%
  - Post: 36%
- A side like fries or onion rings to make a meal deal
  - Pre: 39%
  - Post: 46%
- An extra chocolate bar or sweets on special offer at the checkout
  - Pre: 29%
  - Post: 36%
- Adding something extra (e.g. cream to a take-away hot chocolate, extra cheese to a burger)
  - Pre: 40%
  - Post: 45%
- A large 'grab bag' of crisps or a 'sharing' chocolate bar (e.g. at a petrol station)
  - Pre: 25%
  - Post: 35%
- Large meal rather than regular portion (e.g. at a fast food outlet)
  - Pre: 37%
  - Post: 41%
- A larger popcorn than you’d intended at the cinema
  - Pre: 21%
  - Post: 20%

Larger version of food or drink
Campaign recognisers – 42%
Non-recognisers – 30%

Larger popcorn at cinema
Campaign recognisers – 23%
Non-recognisers – 17%
Encouragingly, the proportion who find it very easy to refuse an offer to upsize and who are very likely to say ‘no thanks’ have both increased.

Ease of saying ‘no thanks’ (%)

- Very easy: 35% (Pre), 40% (Post)
- Quite easy: 47% (Pre), 41% (Post)
- Not very easy: 15% (Pre), 17% (Post)
- Not at all easy: 4% (Pre), 3% (Post)

Likelihood of saying ‘no thanks’ (%)

- Very likely: 25% (Pre), 32% (Post)
- Fairly likely: 44% (Pre), 28% (Post)
- Neither likely nor unlikely: 21% (Pre), 27% (Post)
- Not very likely: 8% (Pre), 13% (Post)
- Not at all likely: 3% (Pre), 2% (Post)

Q015 - EASEREFUSE: How easy is it to say 'no thanks' when you are being encouraged to upsize?
Q016 - LIKELYREFUSE: How likely are you to say 'no thanks' when you're being encouraged to upsize?
Base: All respondents: Pre (150); Post (200)
Of the attitude statements where there are changes over the campaign period, there are positive movements away from needing to upsize frequently, but less association overall between upsizing and Scots being overweight.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Pre</th>
<th>Post</th>
<th>Significant difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Government should stop companies upsizing and upselling unhealthy food</td>
<td>16</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>It's OK to upsize now and again</td>
<td>15</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>We don’t need to upsize all of the time</td>
<td>49</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Upsizing is a problem in Scotland because too many people are overweight</td>
<td>22</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>I don’t want to think about healthy choices when I’m buying food on the go (or when I’m out)</td>
<td>7</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Q18 – UPSIZEAT; Here are some statements other people have made about upsizing. Please indicate how much you agree or disagree with each one?
Base: All respondents: Pre (150); Post (200)

Significant difference pre to post
However, there is evidence that the campaign has built more of an association between upsizing and obesity; those seeing multiple campaign media are also more likely to support other actions/restrictions

% Agree strongly / Agree total

<table>
<thead>
<tr>
<th>Statement</th>
<th>None</th>
<th>Any</th>
<th>2+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t think restaurants, coffee shops and takeaways should encourage us to ‘upsize’</td>
<td>13</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Companies should encourage us to buy more healthy foods and stop trying to sell us unhealthy food</td>
<td>23</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>The Government should stop companies upsizing and upselling unhealthy food</td>
<td>12</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>I often go large, buy meals deals and add extra and sides when I’m eating out</td>
<td>7</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>Upsizing is a problem in Scotland because too many people are overweight</td>
<td>12</td>
<td>17</td>
<td>24</td>
</tr>
</tbody>
</table>

Q18 – UPSIZEAT: Here are some statements other people have made about upsizing. Please indicate how much you agree or disagree with each one? Base: All respondents: Any (90); None (110); 2+ (50)

All attitude statements available in Appendix
Consumers are most in favour of retailers themselves taking action on upsizing (particularly on switching this to healthier products), rather than government restrictions, though one quarter are in favour of this

View on the future of upsizing (Post)(%):