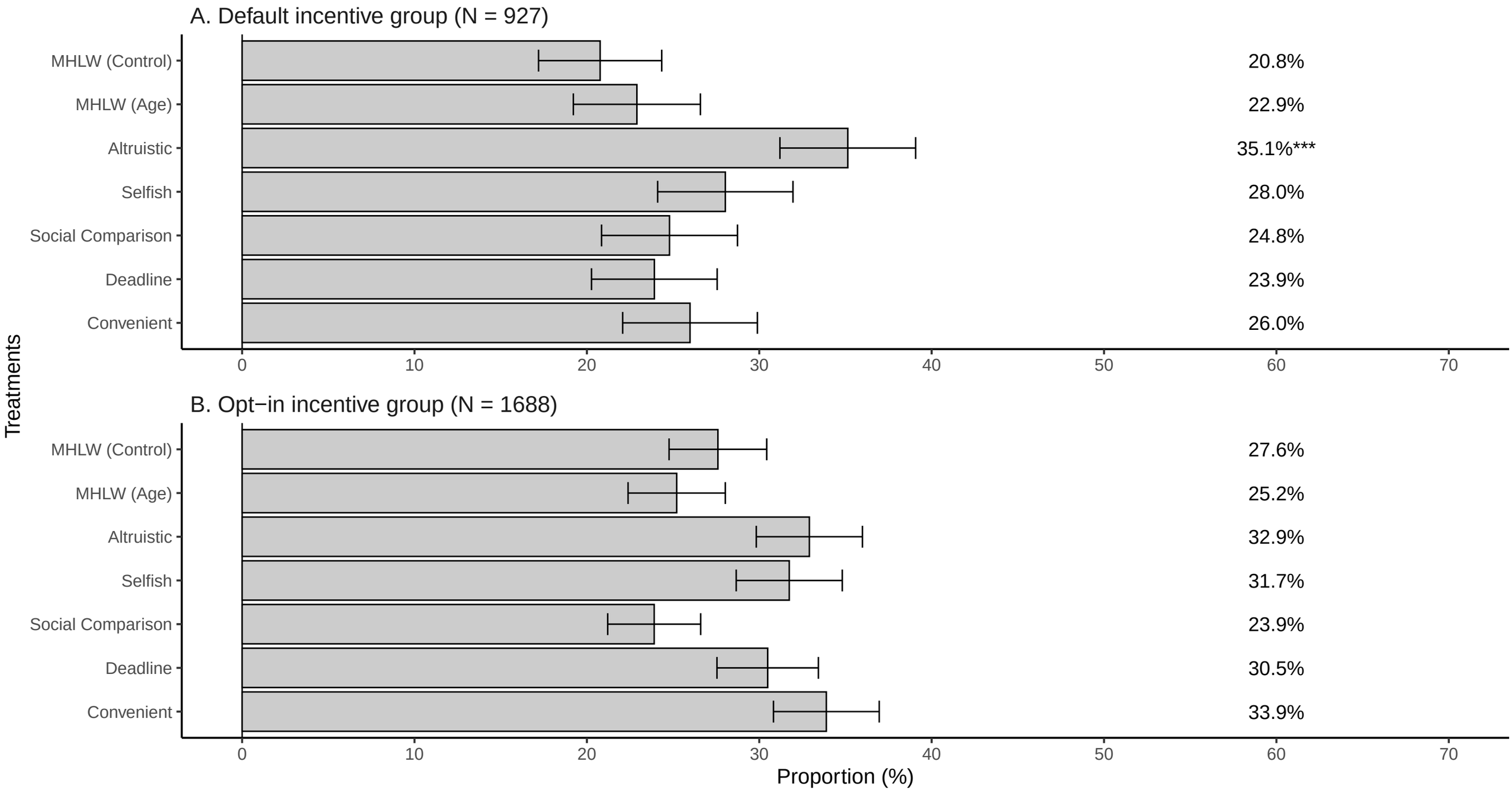
A. Default incentive group (N = 927)
MHLW (Control)
MHLW (Age)
Altruistic
Selfish
Social Comparison
Deadline
Convenient
20.8%
22.9%
35.1%***
28.0%
24.8%
23.9%
26.0%
0
10
20
30
40
50
60
70
Treatments
B. Opt−in incentive group (N = 1688)
MHLW (Control)
MHLW (Age)
Altruistic
Selfish
Social Comparison
Deadline
Convenient
27.6%
25.2%
32.9%
31.7%
23.9%
30.5%
33.9%
0
10
20
30
40
50
60
70
Proportion (%)