

Experimental instructions in English

Below are the instructions read to participants during the lab experiment, traducted from french to english. We have highlighted in italic red what the facilitator does (checking the experimentation room, documents, samples, etc.) and in black what it reads to participants.

The sheets that were distributed to the participants during the 10 sessions are referenced in Appendix C1, C2, C3, ...

Each participant received 5 different scenarios during each sessions of 1 hour. Not all participants had the same scenarios. We report below the example of participants who had the scenarios : 1-6-4, 5-3-3, 3-5-3, 5-4-2 and 4-5-2.

- ✓ *Before the beginning of the session, check in the 12 pockets that there is in order:*
 - *Instructions with consent on the back*
 - *Chocolate information*
 - *Choice of chocolate prices*
 - *Pen*
- ✓ *Check that there are 3 sets of 10 bottles of wine in the room.*
- ✓ *Upon arrival of the participants, distribute in the waiting room the classification sheet n°1 (Annex C3.0).*

Introduction (in the waiting room)

Hello and thank you for participating in this experimental protocol.

We have distributed a sheet with the labels of 10/11 bottles of wine that we will ask you to evaluate during the session. They correspond to the bottles displayed in the experimental room in which you will be entering. These are bottles of red wine produced near Dijon, which come directly from what the winegrowers currently sell directly.

You will enter the room in turn. When you come home, you can look at the bottles in silence for 30 seconds. Once you have looked at them, you sit in the box of your choice and wait a few moments in silence. We ask you not to communicate with each other, please raise your hand if you have a question.

[At the beginning 3 people enter the room one person in front of each set of bottles. Then, as soon as someone is finished, we let someone else in. Allow 10 minutes for the 12 participants to settle in]

[When everyone is installed]

Please take out your IDENTITY CARD and put it on the table.

Please take note of your box number. This number allows you to make your information anonymous. It must be indicated on each sheet you complete.

Reading the instructions (in the experimental room)

Please take the first sheet from your pocket. It contains the general instructions of the experiment. We will read it together.

[Reading of instructions and signature of consent (see file C1.1 in appendix)]

Once you have signed the consent, you can put the sheet in the pocket and extract the "chocolate information" and "chocolate price choice" sheets.

Fictional example (in the experimental room)

I will read the "chocolate information" sheet.

[Reading of the C2.1 file and declaration of the maximum price on the C2.2 file]

We will now randomly draw a purchase price from the urn. This is the price at which you will be offered the chocolate bar.

[We're shooting €2 in the urn]

Those who have indicated a maximum price greater than or equal to €2 raise their hands.

[If there is at least one] These people will buy one of these dark chocolate bars for 2€. So we draw the dark chocolate bar that you will buy.

[Paper is pulled from the dark chocolate bar 80%]

You will buy the 80% dark chocolate bar and leave with €25 -€2 equal to €23 in addition to the bar.

[Otherwise], people who have a maximum price of less than €2 will leave with their €25 benefit. They will not be able to buy a chocolate bar.

A new draw for the prize is held to fully understand the mechanism.

[We're drawing €0.50] Those who have indicated a maximum price greater than or equal to 50 cents raise their hands.

[If there is at least one yes] On tire une tablette de chocolat noir *[chocolat noir 72%]*. Vous achèterez cette tablette à 0.50€. Vous repartirez donc avec 24.50€ plus une tablette de chocolat noir 72%.

[Otherwise], people who have a maximum price below 0.50€ will leave with their €25 compensation.

This procedure will be used to purchase a bottle of wine within a group of bottles. The purpose of randomly drawing the bottle that will be offered for sale is to represent the uncertainty of quality that exists when you buy a wine that you do not know. We draw your attention to the fact that this artificial procedure corresponds to an uncertainty with which you are regularly confronted. We invite you to make your price choices in accordance with your purchasing habits.

Feel free to set the price values of your choice! **There are no right or wrong answers but only price values that match your preferences!**

Please put the price choice in the pocket.

Launch of the protocol (in the experimental room)

During the experiment, you will fill in a total of 5 price choice sheets for different groups of wine bottles with labels in front of you.

To determine which of these choices will decide whether or not you will buy 1 bottle of wine, we will randomly draw 1 price choice you have made that corresponds to a group of bottles. This choice number will be the same for everyone.

As with chocolate bars, the maximum price you put on your sheet will be compared to the random purchase price.

Each price you specify will therefore have an equal probability of determining your purchase opportunity. It is therefore important to indicate your preferences each time. You are completely free to choose the maximum prices you write on each of the 5 sheets.

Once a sheet is filled in and put in the pocket, you will be asked to stop changing the values on that sheet. You can watch it but not rewrite it. On each new sheet, you are free to indicate the same maximum price or to change from previous choices.

Choice of price n°1 (in the experimental room)

We are distributing three sheets [*Information, price selection and intermediate questions. No. 1 (files C3.1, C3.2, C3.3 in annex)*]

Please enter your number at the top right and we will read the message together.
[*Reading of information sheet N°1 (file C3.1 in appendix)*]

We invite you to turn the page to indicate your maximum prices.
[*Reading of the price choice N°1 (file C3.2 in appendix)*]

Once you have indicated the maximum price for each group of bottles, we invite you to turn the page to answer intermediate questions #1.
[*Give them 2 minutes to complete the questionnaire (file C3.3 in appendix)*]

Once these sheets are completed, please put them in the pocket. Please do not write anything more on the sheets you have just completed, even if you can consult them.

Price choice n°2 (in the experimental room)

We collect the label sheet classification n°1 and we distribute the label sheet classification n°2 (*file C4.0 in appendix*). Thank you for reading it. [*Allow 1 min*]

We are distributing three sheets [*Information, price selection and intermediate questions. n°2 (files C4.1, C4.2, C4.3 in appendix)*].

Please enter your number at the top right and we will read the message together. [*Reading of information sheet n°2 (file C4.1 in appendix)*]

We invite you to turn the page to make your price choices.
[*Reading of price choice n°2 (file C4.2 in appendix)*]

Once you have indicated the maximum price for each group of bottles, we invite you to turn the page to answer intermediate questions #2.
[*Give them 2 minutes to complete the questionnaire (file C4.3 in appendix)*]

Once these sheets are filled, please put them in the pocket, and wait.

Price choice n°3 (in the experimental room)

We collect the label sheet classification n°2 and we distribute the label sheet classification n°3 (*file C5.0 in appendix*). Thank you for reading it. [*Allow 1 min*].

We are distributing three sheets [*Information, price choice and intermediate questions. n°3 (files C5.1, C5.2, C5.3 in appendix)*].

Please enter your number at the top right and we will read the message together.
[*Reading of information sheet n°3 (file C5.1 in appendix)*]

We invite you to turn the page to make your price choices.
[*Reading of price choice n°3 (file C5.2 in appendix)*]

Once you have indicated the maximum price for each group of bottles, we invite you to turn the page to answer intermediate questions #3.
[*Give them 2 minutes to complete the questionnaire (file C5.3 in appendix)*]

Once these sheets are filled, please put them in the pocket, and wait.

Price choice n°4 (in the experimental room)

We collect the label sheet classification n°3 and we distribute the label sheet classification n°2 (*file C6.0 in appendix*). Thank you for reading it. [*Allow 1 min*]

We are distributing three sheets [*Information, price selection and intermediate questions. n°4 (files C6.1, C6.2, C6.3 in appendix)*].

Please enter your number at the top right and we will read the message together. [*Reading of information sheet n°4 (file C6.1 in appendix)*]

We invite you to turn the page to make your price choices.
[*Reading of price choice n°4 (file C6.2 in appendix)*]

Once you have indicated the maximum price for each group of bottles, we invite you to turn the page to answer intermediate questions #4.

[Give them 2 minutes to complete the questionnaire (file C6.3 in appendix)]

Once these sheets are filled, please put them in the pocket, and wait.

Price choice n°5 (in the experimental room)

We collect the label sheet classification n°4 and we distribute the label sheet classification n°5 (*file C7.0 in appendix*). Thank you for reading it. *[Allow 1 min]*

We are distributing three sheets [*Information, price selection and intermediate questions. n°5 (files C7.1, C7.2, C7.3 in appendix)*].

Please enter your number at the top right and we will read the message together. [*Reading of information sheet n°5 (file C7.1 in appendix)*]

We invite you to turn the page to make your price choices.

[Reading of price choice n°5 (file C7.2 in appendix)]

Once you have indicated the maximum price for each group of bottles, we invite you to turn the page to answer intermediate questions #5.

[Give them 2 minutes to complete the questionnaire (file C7.3 in appendix)]

Once these sheets are filled, please put them in the pocket, and wait.

You have filled in all the price choices. We will now proceed with the drawings.

Draws (in the experimental room)

First, we will draw the group of bottles at random.

[Saying what we pulled as a group of bottles]

Please look in your pocket for the price sheet corresponding to this group and put it first in your pocket. *[Allow 1 min to search for the leaf]*.

In a second step, we draw a random purchase price.

[Saying what we got for the prize]

Finally, we draw a bottle from the group. *[Say what we shot at as a bottle]*.

The experiment is coming to an end here, we will ask you to enter the mouse and keyboard to answer the questions you are asked on the computer. When you have finished the questionnaire, we invite you to take your bag and go to my colleague for the possible purchase of wine and the payment of the allowance.

Thank you for your participation.

File C1.1



REPUBLIQUE FRANÇAISE
INSTITUT NATIONAL DE LA RECHERCHE AGRONOMIQUE

Experimental economics **June 2018**

1. General instructions

We invite you to participate in an economic experiment.

At the end of the instructions, you will be able to decide whether or not to participate in the experiment. If you decide to participate, you will be asked to sign the consent form (on the back), indicating that you have fully understood the nature of the experience and that you agree to follow the instructions given to you.

Our goal is only to analyze economic choices. **The published results will strictly respect the anonymity of the responses.** We note that this research is funded solely by public funds.

Principle of the experiment (duration: 1 hour)

In this experience, you will have the opportunity to buy a bottle of wine only if you wish. We give you **15 euros in addition** to the 10 euros of compensation initially announced. We will therefore give you 25 euros to allow you to buy a bottle according to a procedure that will be explained to you. Thus, at the end of the experiment, you will receive an allowance of 25 euros if you do not buy the bottle, or an allowance of 25 euros minus the price of the bottle if you decide to buy it.

On several occasions, we will ask you to indicate the **maximum price** you are willing to pay for a bottle randomly drawn from **different groups of bottles**. This maximum price will be compared to a purchase price drawn at random in this urn which contains securities ranging from 50 cents to 25 euros.

- If the randomly drawn price is **higher than** your maximum price, you will not be able to buy a bottle and you will receive €25.
- If the randomly drawn price is **less than or equal to** your maximum price, you can buy one of the bottles which will then be randomly drawn in the group. The price at which you will be able to buy the bottle will be the purchase price that has been drawn and not your maximum price. You will then receive the bottle of wine and 25 € less the purchase price drawn in the urn.

The best strategy is to indicate as the maximum price the price you are really willing to pay. This way you will not lose the opportunity to buy a product you want at a price below your maximum price and you will not buy a bottle at a purchase price that would be too high for

you. If you do not want bottles of wine you will indicate 0 on the sheet and you will leave with €25 , because there is no obligation to buy.

Please turn the sheet

At the end of the session, we will also ask you to complete a short questionnaire. The choices and information collected during the entire session will remain strictly anonymous.

During the session, please respect the silence and raise your hand if you have a question.

The allowance will be given to you at the end of the session. To do this, we will need to record the number of your identity document and we will ask you to sign a release form (this information is only intended for INRA's accounting department).

If you agree to the terms of this study, please read and sign the consent below. You can refuse to participate in the experience if the conditions do not suit you. In this case, you are free to leave the room in silence, without receiving your compensation.

2. Consent to participate in the experimental session

I have read the terms and conditions of the experimental economics session. The session takes place in silence.

I undertake to respect the instructions given to me during the conduct of this experiment and to remain until the end of the experiment. If I leave the room before the end of the experiment, I will leave it in silence and without receiving the allowance.

Finally, at the end of the study, I will sign a sheet certifying that I have received the allowance and my ID card number will be recorded. This sheet will only be sent to the INRA accounting officer.

Name, First name :

Date and signature :

File C2.1

Chocolate information

We will make a fictional example to familiarize you with the protocol. **This is just an example without any consequences on the compensation and the purchase.**

We present you 4 dark chocolate bars of which a scan of the packaging is below:



These are 4 tablets of the crossroads private label with 60%, 72%, 80% and 90% cocoa respectively.

We ask you to write on the "Chocolate Price Choice" sheet **the maximum price** you are willing to pay for 1 **randomly drawn bar in this group of 4 chocolate bars**, knowing that the draw for a bar will take place immediately after.

If you do not want a chocolate bar, indicate 0 on the sheet

Please turn the page

File C2.2

Choice of chocolate prices

You have the possibility to buy one of the dark chocolate bars.

Please indicate the maximum price you are willing to pay for **one of the dark chocolate bars**:

€_____ and _____ cents

File C3.0:

Classification n°1

1^{er} Cru
Level



Wine 0

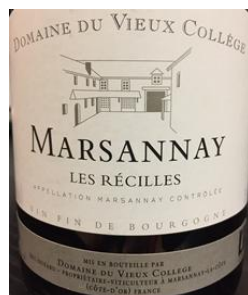
Village
Level



Wine 1



Wine 2



Wine 3



Wine 4



Wine 5



Wine 6

Régional
Level



Wine 7



Wine 8



Wine 9



Wine 10

File C3.1

G1

N° _____

Information n°1

Except for Fixin 1er Cru, the wines we offer are produced in 3 communes south of Dijon, Chenôve, Couchey and Marsannay-la-Côte. These municipalities correspond to the geographical area of the AOC Marsannay registered designation of origin.

On this area, in the current classification, there are wines at Village level for the western part and at Regional level for the eastern part. The wines of this Marsannay area have seen a significant increase in their quality and price in recent years and some experts consider that the best wines are of a level equivalent to the Premiers Crus of Fixin or Gevrey-Chambertin. The proximity of this area to the city of Dijon meant that these wines were mainly intended for local consumption and were late in introducing the AOCs. For example, the recognition of the Marsannay appellation at village level had to wait until 1987, while the recognition of neighbouring communes such as Fixin and Gevrey-Chambertin dates back to 1937.

Among the 11 bottles offered to you, there are:

- 1 bottle belonging to the "Fixin" appellation (Premier Cru level)**
- 6 bottles belonging to the "Marsannay" appellation (Village level)**
- 4 bottles belonging to the "Bourgogne" appellation (Regional level)**

We have determined the order of presentation of the wines so that the sales prices at the estate are in decreasing order. Thus the most expensive wine is the N°0 Domaine du Vieux Collège, Fixin premier cru. The cheapest wine is the N°10 wine Domaine du Vieux Collège, regional Burgundy. We group the wines according to their level of classification of the registered designations of origin, which makes 3 groups of wine bottles.

We will now read the price choice sheet you have in front of you.

File C3.2

Price choice n°1

What is the maximum price you are willing to pay for the bottle of **Fixin Premier Cru**, which corresponds to the **Wine0** label you have on your sheet?

For this bottle, indicate below the maximum price you are willing to pay:

€ _____ and _____ cents

What is the maximum price you are willing to pay for 1 bottle belonging to the "Marsannay" appellation at **Village level**, which corresponds to the labels **Wine1, Wine2, Wine3, Wine4, Wine5, Wine6** that you have on your sheet?

For 1 of these bottles that will be randomly drawn, indicate below the maximum price you are willing to pay:

€ _____ and _____ cents

What is the maximum price you are willing to pay for 1 bottle belonging to the "Bourgogne" appellation at **Régional level**, which corresponds to the labels **Wine7, Wine8, Wine9, Wine10** that you have on your sheet?

For 1 of these bottles that will be randomly drawn, indicate below the maximum price you are willing to pay:

€ _____ and _____ cents

Once you have written your prices, please turn the page.

File C3.3

Intermediate questions n°1

I. Which of the proposed areas do you know?

Several possible answers.

- ☐ Domaine du Vieux Collège
- ☐ Domaine Jean Fournier
- ☐ Domaine Charles Audoin
- ☐ Domaine René Bouvier
- ☐ None

II. Which of the wines on offer have you already tasted?

Several possible answers..

- ☐ Wine 0
- ☐ Wine 1
- ☐ Wine 2
- ☐ Wine 3
- ☐ Wine 4
- ☐ Wine 5
- ☐ Wine 6
- ☐ Wine 7
- ☐ Wine 8
- ☐ Wine 9
- ☐ Wine 10
- ☐ None

III. Sort the labels of the proposed wines from 1 to 4

Carry over 1 for the label you prefer up to 4 for the least preferred label.

- ☐ Domaine du Vieux Collège
- ☐ Domaine Jean Fournier
- ☐ Domaine Charles Audoin
- ☐ Domaine René Bouvier

IV. What is your experience of drinking Marsannay wines?




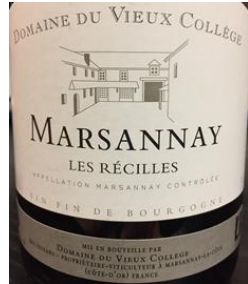







Please check only one answer.

- ☐ Never
- ☐ Less than 5 times in your life
- ☐ Between 5 and 15 times in your life
- ☐ Between 15 and 30 times in your life
- ☐ Between 30 and 50 times in your life
- ☐ More than 50 times in your life

Once these sheets are completed, please slide them into the pocket on the right. Please do not write anything more on the sheet you have just completed, even if you can consult it

File C4.0

Classification n°2

<div>1^{er} Cru Level</div>	<div></div> <div>Wine 0</div>	<div></div> <div>Wine 1</div>	<div></div> <div>Wine 2</div>	<div></div> <div>Wine 3</div>	<div></div> <div>Wine 4</div>
<div>Village Level</div>	<div></div> <div>Wine 5</div>	<div></div> <div>Wine 6</div>	<div></div> <div>Wine 7</div>		
<div>Régional Level</div>	<div></div> <div>Wine 8</div>	<div></div> <div>Wine 9</div>	<div></div> <div>Wine 10</div>		

Information n°2

We propose an evolution of the level of controlled designations of origin for wines from the Marsannay area:

- **The 4 most expensive "Marsannay" bottles at Village level become "Premiers Crus".**
- **The most expensive "Burgundy" Regional level bottle becomes "Marsannay".**

The 11 bottles are now separated into 3 subgroups.

- **5 bottles belonging to the Premier Cru level**
- **3 bottles belonging to the Village level**
- **3 bottles belonging to the Regional level**

Please turn the page

File C4.2

Price choice n°2

What is **the maximum price** you are willing to pay for 1 bottle belonging to the **Premier Cru level** corresponding to the labels **Wine0, Wine1, Wine2, Wine3, Wine4** that you have on your sheet?

€ _____ and _____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Village level**, which corresponds to the Wine5, Wine6, Wine7 labels you have on your sheet?

€ _____ and _____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Regional level** that corresponds to the labels **Wine8, Wine9, Wine10** that you have on your sheet?

€ _____ and _____ cents

Once you have written your prices, please turn the page.

File C4.3

Intermediate questions n°2

V. In your opinion, is the price of a wine an indication of its quality ?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

VI. In your opinion, is the Appellation d'Origine Contrôlée of a wine an information on its quality ?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

VII. In your opinion, do you think that the words "Premier Cru" or "Grand Cru" for a wine are an indication of its quality ?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

VIII. In your opinion, is the quality of Burgundy wines more variable than the quality of wines from other wine-growing regions ?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

Once these sheets are completed, please slide them into the pocket on the right. Please do not write anything more on the sheet you have just completed, even if you can consult it

File C5.0

Classification n°3

1^{er} Cru
Level



Wine 0

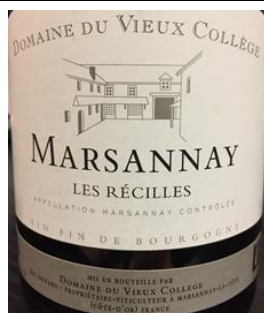


Wine 1



Wine 2

Village
Level



Wine 3



Wine 4



Wine 5



Wine 6



Wine 7

Régional
Level



Wine 8



Wine 9



Wine 10

File C5.1

G1

N° _____

Information n°3

We propose an evolution of the level of controlled designations of origin for wines from the Marsannay area:

- **The 2 most expensive "Marsannay" bottles at Village level become "Premiers Crus".**
- **The most expensive "Burgundy" Regional level bottle becomes "Marsannay".**

The 11 bottles are now separated into 3 subgroups.

- **3 bottles belonging to the Premier Cru level**
- **5 bottles belonging to the Village level**
- **3 bottles belonging to the Regional level**

Please turn the page

File C5.2

Price choice n°3

What is **the maximum price** you are willing to pay for 1 bottle belonging to the **Premier Cru level** corresponding to the labels **Wine0, Wine1, Wine2** that you have on your sheet?

€ _____ and _____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Village level**, which corresponds to the **Wine3, Wine4, Wine5, Wine6, Wine7** labels you have on your sheet?

€ _____ and _____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Regional level** that corresponds to the labels **Wine8, Wine9, Wine10** that you have on your sheet?

€ _____ and _____ cents

Once you have written your prices, please turn the page.

File C5.3

Intermediate questions n°3

IX. In your opinion, which grape variety is used to produce red Burgundy wines?
Please check only one answer.

- ☐ Aligoté
- ☐ Cabernet Sauvignon
- ☐ Merlot
- ☐ Chardonnay
- ☐ Pinot noir
- ☐ Syrah
- ☐ Don't know

X. In your opinion, an Appellation d'Origine Contrôlée is an indication of:
Several possible answers.

- ☐ The location of the vines
- ☐ The winegrowers
- ☐ Yields (liter / hectare)
- ☐ The inputs used (fertilizers, phytosanitary)
- ☐ The location of the cellar

XI. In your opinion, is a Grand Cru de Bourgogne of better quality than a Premier Cru de Bourgogne?
Please check only one answer..

- ☐ Yes
- ☐ No
- ☐ Identical

XII. In your opinion, which of the following Burgundy wine villages benefit from a Premier Cru level for some of their wines?
Several possible answers.

- ☐ Chambolle-Musigny
- ☐ Saint Romain
- ☐ Pouilly-Fuissé
- ☐ Mercurey
- ☐ Meursault
- ☐ Aucune

Once these sheets are completed, please slide them into the pocket on the right. Please do not write anything more on the sheet you have just completed, even if you can consult it.

File C6.0

Classification n°4

1 ^{er} Cru Level					
	Wine 0	Wine 1	Wine 2	Wine 3	Wine 4
Village Level					
	Wine 5	Wine 6	Wine 7	Wine 8	
Régional Level					
	Wine 9	Wine 10			

File C6.1

G1

N° _____

Information n°4

We propose an evolution of the level of controlled designations of origin for wines from the Marsannay area:

- **The 4 most expensive "Marsannay" bottles at Village level become "Premiers Crus".**
- **The 2 most expensive "Burgundy" Regional level bottles become "Marsannay".**

The 11 bottles are now separated into 3 subgroups.

- **5 bottles belonging to the Premier Cru level**
- **4 bottles belonging to the Village level**
- **2 bottles belonging to the Regional level**

Please turn the page

File C6.2

Price choice n°4

What is **the maximum price** you are willing to pay for 1 bottle belonging to the **Premier Cru level** corresponding to the labels **Wine0, Wine1, Wine2, Wine3, Wine4** that you have on your sheet?

€ ____ and ____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Village level**, which corresponds to the **Wine5, Wine6, Wine7, Wine8** labels you have on your sheet?

€ ____ and ____ cents

What is the **maximum price** you are willing to pay for 1 bottle belonging to the **Regional level** that corresponds to the labels **Wine9, Wine10** that you have on your sheet?

€ ____ and ____ cents

Once you have written your prices, please turn the page.

File C6.3

Intermediate questions n°4

XIII. We offer you to buy €20 a lottery ticket that has a one in a thousand chance of winning €20,000. Do you buy it?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

XIV. Have you changed your dietary behaviour as a result of recent issues regarding glyphosate approval?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

XV. Do you agree with the following statement: marriage is insurance?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

XVI. Do you agree with the following statement: to decide to have children is to take a risk?

Please check only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

Once these sheets are completed, please slide them into the pocket on the right. Please do not write anything more on the sheet you have just completed, even if you can consult it.

File C7.0

Classification n°5

1^{er} Cru
level



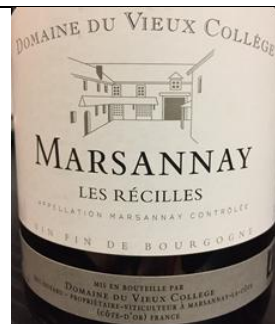
Wine 0



Wine 1



Wine 2



Wine 3

Village
Level



Wine 4



Wine 5



Wine 6



Wine 7



Wine 8

Régional
Level



Wine 9



Wine 10

File C7.1

G1

N° _____

Information n°5

We propose an evolution of the level of controlled designations of origin for wines from the Marsannay area:

- **The 3 most expensive "Marsannay" bottles at Village level become "Premiers Crus".**
- **The 2 most expensive "Burgundy" Regional level bottles become "Marsannay".**

The 11 bottles are now separated into 3 subgroups.

- **4 bottles belonging to the Premier Cru level**
- **5 bottles belonging to the Village level**
- **2 bottles belonging to the Regional level**

Please turn the page

File C7.2

Price choice n°5

What is the maximum price you are willing to pay for 1 bottle belonging to the **Premier Cru level** corresponding to the labels **Wine0, Wine1, Wine2, Wine3** that you have on your sheet?

€ _____ and _____ cents

What is the maximum price you are willing to pay for 1 bottle belonging to the **Village level**, which corresponds to the **Wine 4, Wine5, Wine6, Wine7, Wine8** labels you have on your sheet?

€ _____ and _____ cents

What is the maximum price you are willing to pay for 1 bottle belonging to the **Regional level** that corresponds to the labels **Wine9, Wine10** that you have on your sheet?

€ _____ and _____ cents

Once you have written your prices, please turn the page.

File C7.3

Questions intermédiaires n°5

XVII. If you were given the opportunity to choose between receiving 1,000 Euros today or 1 100 Euros in a year, which would you choose?

Please tick only one answer.

- ☐ 1 000 Euros today
- ☐ 1 100 Euros in one year

XVIII. If you were given the opportunity to choose between receiving 1,000 Euros today or 1,500 Euros in a year, which would you choose?

Please check only one answer.

- ☐ 1 000 Euros today
- ☐ 1 500 Euros in one year

XIX. Following an unexpected workload, your employer asks you to postpone a week's vacation by one year. In exchange, you require at least:

Please tick only one answer.

- ☐ Additional vacation days next year
- ☐ Nothing

XX. Do you agree with the following statement: to decide to have children is to commit for life?

Please tick only one answer.

- ☐ Certainly not
- ☐ Probably not
- ☐ Neutral
- ☐ Probably yes
- ☐ Certainly yes

Once these sheets are completed, please slide them into the pocket on the right. Please do not write anything more on the sheet you have just completed, even if you can consult it.