

Id1

Please enter your identification number below. (Please take care to make sure it is the right number.)

Screen_diet

Are you a vegan and/or allergic to any foods?

- ☐ Yes
- ☐ No

Sorry_diet

We're very sorry but, as was stated in the recruitment email as well as in the instructions, you cannot participate in this study if you are a vegan or have any food allergies.

Screen_exp2018

Did you participate in the EXP2018 experiment this past February and March, with the same monitor (Tabaré Capitan)?

- ☐ Yes
- ☐ No

Sorry_exp2018

We're very sorry but, as was stated in the recruitment email as well as in the instructions, you cannot participate in this study if you participated in the EXP2018 experiment.

Learning_intro

We will start doing a few exercises to get used to the interface. The exercises all involve choices between two or more options. Please take your time, to make sure that your answer to each question captures which option you truly prefer.

Exercise1

First, consider a hypothetical choice between a red backpack and a blue backpack. Both are identical except for the color. Which backpack would you choose?

- ☐ the red backpack
- ☐ the blue backpack

Wta1

You chose the **#{e://Field/chosencolor}** backpack.

Imagine that you have the option to either (1) stick with your choice of the **#{e://Field/chosencolor}** backpack or (2) get the **#{e://Field/othercolor}** backpack, plus get some money. In the row below, select if you would prefer to stick with your choice or if you instead would prefer to get the **#{e://Field/othercolor}** backpack and get the amount of money shown.

the **#{e://Field/chosencolor}** backpack ☐ ☐ the **#{e://Field/othercolor}** backpack + \$9

Out10

You chose to stick with the **#{e://Field/chosencolor}** backpack. If this was for real, you would therefore receive that backpack.

Out11

You chose to switch to the **#{e://Field/othercolor}** backpack plus \$9. If this was for real, you would therefore receive that backpack plus \$9 on top of your participation fee for the study.

Exercise2

Now, consider a hypothetical choice between two similar desk chairs. One chair has arm rests and the other not; other than that, both are identical. Which chair would you choose?

- ☐ the chair without arm rests
- ☐ the chair with arm rests

Wta2

You chose the chair **#{e://Field/chosenrests}** arm rests.

Imagine that you have the option to either (1) stick with your choice of the chair **#{e://Field/chosenrests}** armrests, or (2) get the chair **#{e://Field/otherrests}** arm rests, plus get some money. In each row below, select if you would prefer to stick with your choice or if you instead would prefer to get the chair **#{e://Field/otherrests}** arm rests and get the amount of money shown.

For instance, say that you would prefer getting the chair **#{e://Field/otherrests}** arm rests plus \$11 over getting the chair **#{e://Field/chosenrests}** armrests and no money. If so, then you should check "the chair **#{e://Field/otherrests}** arm rests plus \$11" in row 2 below. If \$11 is not enough money for you to want the chair **#{e://Field/otherrests}** arm rests then you should instead check "the chair **#{e://Field/chosenrests}** armrests."

One row will be randomly selected by the computer and you should imagine receiving the outcome you chose in that row.

- | | | |
|---|---|--|
| the chair #{e://Field/chosenrests} arm rests | <input type="radio"/> <input type="radio"/> | the chair #{e://Field/otherrests} armrests + \$1 |
| the chair #{e://Field/chosenrests} arm rests | <input type="radio"/> <input type="radio"/> | the chair #{e://Field/otherrests} armrests + \$11 |
| the chair #{e://Field/chosenrests} arm rests | <input type="radio"/> <input type="radio"/> | the chair #{e://Field/otherrests} armrests + \$21 |

Out20

The computer randomly picked row $\{e://Field/Row2\}$, in which you chose to stick with your choice of the chair $\{e://Field/chosenrests\}$ arm rests. If this was for real, you would therefore receive that chair.

Out21

The computer randomly picked row $\{e://Field/Row2\}$, in which you chose to switch to the chair $\{e://Field/otherrests\}$ arm rests and get $\{e://Field/restmon\}$. If this was for real, you would therefore receive that chair plus $\{e://Field/restmon\}$ on top of your participation fee for the study.

Exercise3

This time, consider a hypothetical choice between two very similar phones, one made by LG and the other by Samsung. Which phone would you choose?

- ☐ the LG phone
- ☐ the Samsung phone

Wta3

You chose the $\{e://Field/chosenphone\}$ phone.

Imagine that you have the option to either (1) stick with your choice of the $\{e://Field/chosenphone\}$ phone, or (2) get the $\{e://Field/otherphone\}$ phone, plus get some money. In each row below, select if you would prefer to stick with your choice or if you instead would prefer to get the $\{e://Field/otherphone\}$ phone and get the amount of money shown.

For instance, say that you would prefer getting the $\{e://Field/otherphone\}$ phone plus \$36 over getting the $\{e://Field/chosenphone\}$ phone and no money. If so, then you should check "the $\{e://Field/otherphone\}$ phone plus \$36" in row 3 below. If \$36 is not enough money for you to want the $\{e://Field/otherphone\}$ phone then you should instead check "the $\{e://Field/chosenphone\}$ phone."

One row will be randomly selected by the computer and you should imagine receiving the outcome you chose in that row.

the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$9
the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$18
the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$36
the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$72
the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$144
the \${e://Field/chosenphone} phone	<input type="radio"/>	<input type="radio"/>	the \${e://Field/otherphone} phone + \$288

Out30

The computer randomly picked row \${e://Field/Row3}, in which you chose to stick with your choice of the \${e://Field/chosenphone} phone. If this was for real, you would therefore receive that phone.

Out31

The computer randomly picked row \${e://Field/Row3}, in which you chose to switch to the \${e://Field/otherphone} phone and get \${e://Field/phonemon}. If this was for real, you would therefore receive that phone plus \${e://Field/phonemon} on top of your participation fee for the study.

Exercise4

Now consider a hypothetical choice between two very similar cars, one a Ford and the other a Toyota. Which car would you choose?

- ☐ the Ford
- ☐ the Toyota

Wta4

You chose the \${e://Field/chosencar}.

Imagine that you have the option to either (1) stick with your choice of the $\{e://Field/chosencar\}$, or (2) get the $\{e://Field/othercar\}$, plus get some money. In each row below, select if you would prefer to stick with your choice or if you instead would prefer to get the $\{e://Field/othercar\}$ and get the amount of money shown.

For instance, say that you would prefer getting the $\{e://Field/othercar\}$ plus \$1000 over getting the $\{e://Field/chosencar\}$ and no money. If so, then you should check "the $\{e://Field/othercar\}$ plus \$1000" in row 6 below. If \$1000 is not enough money for you to want the $\{e://Field/othercar\}$ then you should instead check "the $\{e://Field/chosencar\}$."

One row will be randomly selected by the computer and you should imagine receiving the outcome you chose in that row.

the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$100
the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$200
the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$400
the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$600
the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$800
the $\{e://Field/chosencar\}$	<input type="radio"/>	<input type="radio"/>	the $\{e://Field/othercar\}$ + \$1000

Out40

The computer randomly picked row $\{e://Field/Row4\}$, in which you chose to stick with your choice of the $\{e://Field/chosencar\}$. If this was for real, you would therefore receive that car.

Out41

The computer randomly picked row $\{e://Field/Row4\}$, in which you chose to switch to the $\{e://Field/othercar\}$ and get $\{e://Field/carmon\}$. If this was for real, you would therefore receive that car plus $\{e://Field/carmon\}$ on top of your participation fee for the study.

Exercise5a

the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$100
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$200
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$400
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$600
the Ford	<input type="radio"/>	<input checked="" type="radio"/>	the Toyota + \$800
the Ford	<input type="radio"/>	<input checked="" type="radio"/>	the Toyota + \$1000

Suppose that your answer to the question on the previous screen was as shown above. If the computer randomly selected the **third** row, what would you end up getting?

- ☐ the Ford
- ☐ the Toyota + \$100
- ☐ the Toyota + \$400
- ☐ the Toyota + \$800
- ☐ the Toyota + \$1000

Wrong5a

That is not the correct answer. Please raise your hand and get help form the monitor.

Exercise5b

the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$100
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$200
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$400
the Ford	<input checked="" type="radio"/>	<input type="radio"/>	the Toyota + \$600
the Ford	<input type="radio"/>	<input checked="" type="radio"/>	the Toyota + \$800
the Ford	<input type="radio"/>	<input checked="" type="radio"/>	the Toyota + \$1000

Suppose again that your answer to the question on the previous screen was as shown above. If the computer randomly selected the **fifth** row, what would you end up getting?

- ☐ the Ford
- ☐ the Toyota + \$100
- ☐ the Toyota + \$400
- ☐ the Toyota + \$800

☐ the Toyota + \$1000

Wrong5b

That is not the correct answer. Please raise your hand and get help form the monitor.

Exercise8

Finally, consider a hypothetical choice between a vacation in the mountains or a vacation at the beach, both costing the same. Which would you choose?

☐ in the mountains

☐ at the beach

Wta8

You chose the vacation **$\{e://Field/chosenvac\}$** .

Imagine that you have the option to either (1) stick with your choice of the vacation **$\{e://Field/chosenvac\}$** , or (2) get the vacation **$\{e://Field/othervac\}$** , plus get some money. In each row below, select if you would prefer to stick with your choice or if you instead would prefer to get the vacation $\{e://Field/othervac\}$ and get the amount of money shown.

One row will be randomly selected by the computer and you should imagine receiving the outcome you chose in that row.

vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$30
vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$56
vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$79
vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$102
vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$435
vacation $\{e://Field/chosenvac\}$	<input type="radio"/>	<input type="radio"/>	vacation $\{e://Field/othervac\}$ + \$478

Out80

The computer randomly picked row \${e://Field/Row8}, in which you chose to stick with your choice of the vacation \${e://Field/chosenvac}. If this was for real, you would therefore receive the vacation \${e://Field/chosenvac}.

Out81

The computer randomly picked row \${e://Field/Row8}, in which you chose to switch to the vacation \${e://Field/othervac} and get \${e://Field/vacmon}. If this was for real, you would therefore receive the vacation \${e://Field/othervac} plus \${e://Field/vacmon} on top of your participation fee for the study.

Priming_intro

We would like to know your preferences for different desserts.

On the next few screens, we will ask you to choose between three desserts on various menus. Although you will not actually get to consume these desserts, we kindly ask you to answer the questions as truthfully as possible.

Later on in the study, we will offer a dessert that you **will** actually get to take home with you.

Priming10

\${e://Field/dessert1}

\${e://Field/dessert2}

\${e://Field/dessert3}

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

-
-
-

Priming11

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

-
-
-

Priming20

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

If all three desserts were free, which dessert would you choose?

☐

☐

☐

Priming21

calories

calories

calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

- ☐ {e://Field/dessert1} ({e://Field/descal1} calories)
- ☐ {e://Field/dessert2} ({e://Field/descal2} calories)
- ☐ {e://Field/dessert3} ({e://Field/descal3} calories)

Priming30

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

- ☐ {e://Field/dessert1}
- ☐ {e://Field/dessert2}
- ☐ {e://Field/dessert3}

Priming31

$\{e://Field/dessert1\}$ $\{e://Field/descal1\}$ calories

$\{e://Field/dessert2\}$ $\{e://Field/descal2\}$ calories

$\{e://Field/dessert3\}$ $\{e://Field/descal3\}$ calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

If all three desserts were free, which dessert would you choose?

- ☐ $\{e://Field/dessert1\}$ ($\{e://Field/descal1\}$ calories)
- ☐ $\{e://Field/dessert2\}$ ($\{e://Field/descal2\}$ calories)
- ☐ $\{e://Field/dessert3\}$ ($\{e://Field/descal3\}$ calories)

Priming40

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

If all three desserts were free, which dessert would you choose?

- ☐ $\{e://Field/dessert1\}$
- ☐ $\{e://Field/dessert2\}$
- ☐ $\{e://Field/dessert3\}$

Priming⁴¹

$\{e://Field/dessert1\}$ $\{e://Field/descal1\}$ calories

$\{e://Field/dessert2\}$ $\{e://Field/descal2\}$ calories

$\{e://Field/dessert3\}$ $\{e://Field/descal3\}$ calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

If all three desserts were free, which dessert would you choose?

- ☐ $\{e://Field/dessert1\}$ ($\{e://Field/descal1\}$ calories)
- ☐ $\{e://Field/dessert2\}$ ($\{e://Field/descal2\}$ calories)
- ☐ $\{e://Field/dessert3\}$ ($\{e://Field/descal3\}$ calories)

Priming50

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

If all three desserts were free, which dessert would you choose?

☐

☐

☐

Priming51

calories

calories

calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

- ☐ {e://Field/dessert1} ({e://Field/descal1} calories)
- ☐ {e://Field/dessert2} ({e://Field/descal2} calories)
- ☐ {e://Field/dessert3} ({e://Field/descal3} calories)

Priming60

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate itI wouldn't like itI would like itI would love it

-5-4-3-2-1012345

If all three desserts were free, which dessert would you choose?

- ☐ {e://Field/dessert1}
- ☐ {e://Field/dessert2}
- ☐ {e://Field/dessert3}

Priming61

$\{e://Field/dessert1\}$ $\{e://Field/descal1\}$ calories

$\{e://Field/dessert2\}$ $\{e://Field/descal2\}$ calories

$\{e://Field/dessert3\}$ $\{e://Field/descal3\}$ calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

If all three desserts were free, which dessert would you choose?

- ☐ $\{e://Field/dessert1\}$ ($\{e://Field/descal1\}$ calories)
- ☐ $\{e://Field/dessert2\}$ ($\{e://Field/descal2\}$ calories)
- ☐ $\{e://Field/dessert3\}$ ($\{e://Field/descal3\}$ calories)

Priming70

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

If all three desserts were free, which dessert would you choose?

- ☐
- ☐
- ☐

Priming71

calories

calories

calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

If all three desserts were free, which dessert would you choose?

- ☐ (calories)
- ☐ (calories)
- ☐ (calories)

Priming80

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

If all three desserts were free, which dessert would you choose?

☐

☐

☐

Priming81

calories

calories

calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

Priming91

$\{e://Field/dessert1\}$ $\{e://Field/descal1\}$ calories

$\{e://Field/dessert2\}$ $\{e://Field/descal2\}$ calories

$\{e://Field/dessert3\}$ $\{e://Field/descal3\}$ calories

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

If all three desserts were free, which dessert would you choose?

- ☐ $\{e://Field/dessert1\}$ ($\{e://Field/descal1\}$ calories)
- ☐ $\{e://Field/dessert2\}$ ($\{e://Field/descal2\}$ calories)
- ☐ $\{e://Field/dessert3\}$ ($\{e://Field/descal3\}$ calories)

Priming100

$\{e://Field/dessert1\}$

$\{e://Field/dessert2\}$

$\{e://Field/dessert3\}$

Please indicate, by moving the sliders below, how much you think you would like the taste of each dessert on the menu above.

I would hate it I wouldn't like it I would like it I would love it

-5 -4 -3 -2 -1 0 1 2 3 4 5

$\{e://Field/dessert1\}$

Keepon_or_remove

\${e://Field/sessioncake} xxx calories

\${e://Field/noncake2} xxx calories

\${e://Field/noncake3} xxx calories

You are now offered a real dessert (for free), that you will get to take with you from this study. The dessert you will get is shown in bold on the above dessert menu.

Information about the calorie content of all the desserts (including the dessert that you will get) is also on the menu. However, on the menu above, the calorie information is temporarily covered up.

The calorie information will be uncovered, unless you prefer to have it removed from the menu, so you won't see it.

Please indicate your preference below:

- ☐ I want to keep the calorie information on the menu, so I'll see it
- ☐ I want to remove the calorie information from the menu, so I won't see it

WTA_remove_to_keepon

These page timer metrics will not be displayed to the recipient.

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

\${e://Field/sessioncake} xxx calories

\${e://Field/noncake2} xxx calories

\${e://Field/noncake3} xxx calories

You chose to **remove the calorie information** from the menu, so you won't see it.

You now have the option to either (1) stick with your choice to **remove the calorie information** from the menu, or (2) **keep and see the calorie information**, plus get some money. In each row below, select if you prefer to stick with your choice or if you instead prefer to keep and see the calorie information and get the amount of money shown.

For instance, say that you prefer keeping and seeing the calorie information and getting \$0.01 over removing the calorie information and getting no money. If so, then you should check "Keep and see calorie information + \$0.01" in row 1 below. If \$0.01 is not enough money for you to want to keep and see the calorie information, then you should instead check "Remove calorie information."

One row will be randomly picked by the computer and you will receive the outcome you chose in that row.

Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$0.01
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$0.25
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$0.50
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$0.75
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$1
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$1.50
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$2
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$2.50
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$3
Remove calorie information	<input type="radio"/>	<input type="radio"/>	Keep and see calorie information + \$5

Stick_with_remove

#{e://Field/sessioncake}

#{e://Field/noncake2}

#{e://Field/noncake3}

The computer randomly picked row \${e://Field/Row}, in which you chose to stick with your choice to remove the calorie information. The calorie information has therefore been removed from the menu above.

Switch_to_keepon

\${e://Field/sessioncake} \${e://Field/sessioncakecal} calories

\${e://Field/noncake2} \${e://Field/noncake2cal} calories

\${e://Field/noncake3} \${e://Field/noncake3cal} calories

The computer randomly picked row \${e://Field/Row}, in which you chose to switch to keeping and seeing the calorie information and getting \${e://Field/cmon}. The calorie information is therefore shown on the menu above, and at the end of the study you will get your participation fee plus \${e://Field/cmon}.

WTA_keepon_to_remove

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

\${e://Field/sessioncake} xxx calories

\${e://Field/noncake2} xxx calories

\${e://Field/noncake3} xxx calories

You chose to **keep the calorie information** on the menu, so you'll see it.

You now have the option to either (1) stick with your choice to **keep and see the calorie information** on the menu, or (2) **remove the calorie information** so you won't see it, plus get some money. In each row below, select if you prefer to stick with your choice or

if you instead prefer to remove the calorie information and get the amount of money shown.

For instance, say that you prefer removing the calorie information and getting \$0.01 over keeping and seeing the calorie information and getting no money. If so, then you should check "Remove calorie information + \$0.01" in row 1 below. If \$0.01 is not enough money for you to want to remove the calorie information, then you should instead check "Keep and see calorie information."

One row will be randomly picked by the computer and you will receive the outcome you chose in that row.

Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$0.01
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$0.25
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$0.50
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$0.75
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$1
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$1.50
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$2
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$2.50
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$3
Keep and see calorie information	<input type="radio"/>	<input type="radio"/>	Remove calorie information + \$5

Stick_with_keepon

$\{e://Field/sessioncake\}$ $\{e://Field/sessioncakecal\}$ calories

$\{e://Field/noncake2\}$ $\{e://Field/noncake2cal\}$ calories

$\{e://Field/noncake3\}$ $\{e://Field/noncake3cal\}$ calories

The computer randomly picked row $\{e://Field/Row\}$, in which you chose to stick with your choice to keep and see the calorie information. The calorie information is therefore shown on the menu above.

Switch_to_remove

$\{e://Field/sessioncake\}$

$\{e://Field/noncake2\}$

$\{e://Field/noncake3\}$

The computer randomly picked row $\{e://Field/Row\}$, in which you chose to switch to removing the calorie information from the menu and getting $\{e://Field/cmon\}$. The calorie information has therefore been removed from the menu above, and at the end of the study you will get your participation fee plus $\{e://Field/cmon\}$.

Add_or_keep_off

$\{e://Field/sessioncake\}$

$\{e://Field/noncake2\}$

$\{e://Field/noncake3\}$

You are now offered a real dessert (for free), that you will get to take with you from this study. The dessert you will get is shown in bold on the above dessert menu.

If you want, the menu can be changed to add the calorie content of all the desserts (including the dessert that you will get).

Please indicate your preference below:

- ☐ I want to add the calorie information to the menu, so I'll see it
- ☐ I want to keep the calorie information off the menu, so I won't see it

WTA_add_to_keeppoff

These page timer metrics will not be displayed to the recipient.

First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

$\{e://Field/sessioncake\}$

$\{e://Field/noncake2\}$

$\{e://Field/noncake3\}$

You chose to **add the calorie information** to the menu, so you'll see it.

You now have the option to either (1) stick with your choice to **add and see the calorie information** on the menu, or (2) **keep the calorie information off** the menu, plus get some money. In each row below, select if you prefer to stick with your choice or if you instead prefer to keep the calorie information off and get the amount of money shown.

For instance, say that you prefer keeping the calorie information off and getting \$0.01 over adding and seeing the calorie information and getting no money. If so, then you should check "Keep calorie information off + \$0.01" in row 1 below. If \$0.01 is not enough money for you to want to keep the calorie information off, then you should instead check "Add and see calorie information."

One row will be randomly picked by the computer and you will receive the outcome you chose in that row.

Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$0.01
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$0.25
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$0.50
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$0.75
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$1
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$1.50
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$2
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$2.50
And and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$3
Add and see calorie information	<input type="radio"/>	<input type="radio"/>	Keep calorie information off + \$5

Stick_with_add

$\{e://Field/sessioncake\}$ $\{e://Field/sessioncakecal\}$ calories

$\{e://Field/noncake2\}$ $\{e://Field/noncake2cal\}$ calories
 $\{e://Field/noncake3\}$ $\{e://Field/noncake3cal\}$ calories

The computer randomly picked row $\{e://Field/Row\}$, in which you chose to stick with your choice to add the calorie information. The calorie information is therefore shown on the menu above.

Switch_to_keeppoff

$\{e://Field/sessioncake\}$
 $\{e://Field/noncake2\}$
 $\{e://Field/noncake3\}$

The computer randomly picked row $\{e://Field/Row\}$, in which you chose to switch to keeping the calorie information off the menu and getting $\{e://Field/cmon\}$. The calorie information is therefore not shown on the menu above, and at the end of the study you will get your participation fee plus $\{e://Field/cmon\}$.

WTA_keeppoff_to_add

These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds

Last Click: 0 seconds

Page Submit: 0 seconds

Click Count: 0 clicks

$\{e://Field/sessioncake\}$
 $\{e://Field/noncake2\}$
 $\{e://Field/noncake3\}$

You chose to **keep the calorie information off** the menu, so you won't see it.

You now have the option to either (1) stick with your choice to **keep the calorie information off** the menu, or (2) **add and see the calorie information**, plus get some money. In each row below, select if you prefer to stick with your choice or if you instead prefer to add and see the calorie information and get the amount of money shown.

For instance, say that you prefer adding and seeing the calorie information and getting \$0.01 over keeping the calorie information off and getting no money. If so, then you should check "Add and see calorie information + \$0.01" in row 1 below. If \$0.01 is not enough money for you to want to add and see the calorie information, then you should instead check "Keep calorie information off."

One row will be randomly picked by the computer and you will receive the outcome you chose in that row.

Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$0.01
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$0.25
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$0.50
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$0.75
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$1
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$1.50
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$2
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$2.50
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$3
Keep calorie information off	<input type="radio"/>	<input type="radio"/>	Add and see calorie information + \$5

Stick_with_keepoff

#{e://Field/sessioncake}

#{e://Field/noncake2}

#{e://Field/noncake3}

The computer randomly picked row *#{e://Field/Row}*, in which you chose to stick with your choice to keep the calorie information off the menu. The calorie information has therefore stayed off the menu above.

Switch_to_add

$\{e://Field/sessioncake\}$ $\{e://Field/sessioncakecal\}$ calories

$\{e://Field/noncake2\}$ $\{e://Field/noncake2cal\}$ calories

$\{e://Field/noncake3\}$ $\{e://Field/noncake3cal\}$ calories

The computer randomly picked row $\{e://Field/Row\}$, in which you chose to switch to adding and seeing the calorie information and getting $\{e://Field/cmon\}$. The calorie information is therefore shown on the menu above, and at the end of the study you will get your participation fee plus $\{e://Field/cmon\}$.

Demographics

How hungry are you right now?

- ☐ Very hungry
- ☐ Hungry
- ☐ Somewhat hungry
- ☐ Not hungry at all

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

What is your age?

What is your highest level of education?

- ☐ Less than high school

- ☐ High school
- ☐ Professional degree
- ☐ Some college
- ☐ College degree

Risk preferences

Now we are going to ask you how you feel about risk. Imagine you have the option to participate in a gamble of your choice. The six different gambles to choose from are listed below.

Each gamble has two possible outcomes ("high" and "low"). For every gamble, each outcome has a 50% chance of occurring.

Your earnings from the gamble are determined by

- (a) which gamble you select, and
- (b) which of the two possible outcomes occur

For instance, if you were to select gamble 4 and the "high" outcome occurred, you would be paid \$52. If the "low" outcome occurred, you would be paid \$16.

Please select the gamble below that you would choose to participate in.

- ☐ Gamble 1: low outcome: \$28, high outcome: \$28
- ☐ Gamble 2: low outcome: \$24, high outcome: \$36
- ☐ Gamble 3: low outcome: \$20, high outcome: \$44
- ☐ Gamble 4: low outcome: \$16, high outcome: \$52
- ☐ Gamble 5: low outcome: \$12, high outcome: \$60
- ☐ Gamble 6: low outcome: \$2, high outcome: \$70

Self-control

Please state to what extent you agree that the below statements describe you, on a scale from 1-5, where 1=very much disagree and 5=very much agree

	Very much disagree	Disagree	Neither agree nor disagree	Agree	Very much agree
I am good at resisting tempting food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a hard time breaking bad eating habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I eat inappropriate things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I eat certain things that are bad for my health, if they are delicious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I refuse to overindulge on foods that are bad for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People would say that I have iron self-discipline with my eating.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to work effectively toward long-term health goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I can't stop myself from eating something, even if I know it is bad for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often eat without thinking through the health consequences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I had more self-discipline in food consumption.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose someone was going to pay you \$450 in one month. He/she offers to pay a lower amount today. **What amount today** would make you just as happy as receiving **\$450 in one month?**

\$ today

Suppose someone was going to pay you \$450 in 13 months. He/she offers to pay a lower amount in 12 months. **What amount in 12 months** would make you just as happy as receiving **\$450 in 13 months**?

\$ in 12 months

Calorie information - Preferences

At what venues do you want to know about calories in the food (including sweets and snacks) served? Please mark all that apply.

- ☐ When I go to a fancy restaurant
- ☐ When I eat a meal cooked at home
- ☐ When I go to a diner
- ☐ When I buy something to eat at a gas station
- ☐ When I go to a coffee shop
- ☐ When I go to a fast food restaurant
- ☐ I never want to know about calories

Do you think most people would like to know the calorie content in food they eat away from home?

- ☐ Yes, I think most people would like to know about the calorie content when they eat out.
- ☐ No, I think most people would rather not know the calorie content when they eat out.

When do you want to know about calories in meals?

- ☐ Always
- ☐ It depends
- ☐ Only when I'm on a diet
- ☐ Never

When do you want to know about calories in meals? Please mark all that apply.

- ☐ When I go to a restaurant/coffee shop where I eat frequently
- ☐ When I go to a restaurant/coffee shop to treat myself with something I really like
- ☐ When I go to a restaurant/coffee shop where I otherwise never eat
- ☐ When I go out to eat to celebrate something special (such as an anniversary, a birthday, or a promotion)
- ☐ When someone else takes me out to a restaurant/coffee shop

For what meal do you want to know about calories when you go out? Please mark all that apply.

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner

Sometimes people do not want to know the calorie content of their meals when eating out. What do you think is the most common reason people avoid calorie information when eating at a restaurant/coffee shop?

- ☐ They don't want to think of calories when they eat out.
- ☐ Calorie information would not matter to their meal choices anyway.
- ☐ They would feel guilty if they knew how many calories their meal was.
- ☐ They know the calorie content anyway.
- ☐ They do not know how to interpret calorie information.
- ☐ I do not know.
- ☐ Other (please specify).

Extremely important	Very important	Moderately important	Slightly important	Not at all important
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	Extremely important	Very important	Moderately important	Slightly important	Not at all important
How important is it to you that the food you eat is healthy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How important is it to you to exercise regularly?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How important is it to you to be of a healthy body weight?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous calorie exposure

Think of restaurants (including chain restaurants, such as fast-food places, and coffee shops) that you've been to over the past 12 months. Do you recall if they displayed information about calories in their food items on the menu, or on menu boards?

- ☐ I do not recall ever seeing calories displayed on the menu or menu boards
- ☐ I recall rarely seeing calories displayed on the menu or menu boards
- ☐ I recall sometimes seeing calories displayed on the menu or menu boards
- ☐ I recall often seeing calories displayed on the menu or menu boards
- ☐ I recall always seeing calories displayed on the menu or menu boards

Think of your restaurant visits during the past 12 months. On average, how often have you eaten at chain restaurants (including fast food restaurants)? Mark the alternative that best applies to you.

- ☐ Every day
- ☐ 3-5 times a week
- ☐ Once a week
- ☐ 2-3 times a month
- ☐ Once a month
- ☐ Less than once a month

Think of your coffee shop visits during the past 12 months. On average, how often have you eaten at coffee shops? Mark the alternative that best applies to you.

- ☐ Every day
- ☐ 3-5 times a week
- ☐ Once a week
- ☐ 2-3 times a month
- ☐ Once a month
- ☐ Less than once a month

Knowledge about calories

Approximately how many calories should a moderately active 30-40 year old man eat per day to maintain a healthy body weight?

- ☐ Around 50 calories
- ☐ Around 500 calories
- ☐ Around 1,500 calories
- ☐ Around 2,500 calories
- ☐ Around 4,000 calories
- ☐ Around 6,000 calories
- ☐ Around 10,000 calories

Personal health status

To what extent do you agree with the following?

	Very much disagree	Disagree	Neither agree nor disagree	Agree	Very much agree
I am in excellent health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would benefit from eating healthier.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very much disagree	Disagree	Neither agree nor disagree	Agree	Very much agree
I wish I could make healthier food choices at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could make healthier food choices when eating out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What best describes your body weight?

- ☐ I am underweight
- ☐ I am normal weight
- ☐ I am overweight
- ☐ I am obese
- ☐ I do not know

What is your height?

Feet

Inches

How much do you weigh (in pounds)?

Income and consumption

In a typical month, how much do you spend on food, housing, transportation, utilities, and any other items?

- ☐ \$400 or less
- ☐ \$401 - \$600
- ☐ \$601 - \$800
- ☐ \$801 - \$1,000

- ☐ \$1,001 - \$1,200
- ☐ \$1,201 - \$1,400
- ☐ \$1,401 - \$1,600
- ☐ \$1601 - \$1,800
- ☐ \$1,801 - \$2,000
- ☐ \$2,000 or more
- ☐ I'd rather not say

What is your individual annual, pre-tax, income?

- ☐ \$10,000 or less
- ☐ \$10,001 - \$12,500
- ☐ \$12,501 - \$15,000
- ☐ \$15,001 - \$17,500
- ☐ \$17,501 - \$20,000
- ☐ \$20,001 - \$25,000
- ☐ \$25,001 - \$30,000
- ☐ \$30,001- \$50,000
- ☐ \$50,001-\$70,000
- ☐ \$70,001-\$100,000
- ☐ \$100,000+
- ☐ I'd rather not say

Previous knowledge of the survey

You have now completed most of the questions. It is important to us to know if you had information about the content of this study before coming here today. (Note that the answer to this question only matters to this study; you will receive your payment and your dessert in any case.)

Please let us know if before you arrived here today, you heard anything about the type of

questions we asked you in this study or about the kind of desserts we were using. This is very important, please let us know.

- ☐ I heard nothing about the questions asked or the desserts used.
- ☐ I heard some about the questions asked or the dessert used.
- ☐ I heard a lot about the questions asked or the dessert used.

Please let us know specifically if you heard anything about the type of questions we asked.

- ☐ I heard nothing about the questions.
- ☐ I heard some about the questions.
- ☐ I heard a lot about the questions.

Could you please describe exactly what you heard before coming in?

Intend to eat

As promised, you will receive a piece of \${e://Field/sessioncake} at the end of the study. Are you planning to eat some or all of that piece yourself?

- ☐ Yes, I will eat at least some of it myself
- ☐ No, I won't eat any of it myself

Id2

Please type your identification number one more time. Please be very careful and make sure it is the right number.

Oath

Before you leave, we need to ask you a small favor.

We will conduct more sessions like the one you just participated in. However, to ensure that the data we collect is as useful as possible, we need people to come to this study without any knowledge about what the study is about. We therefore kindly ask you to please not talk about any specific details, not even about the dessert choices, with anyone.

☐ Got it!

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