

**Consent**

Welcome to our study.

The objective of this study is to learn how people make decisions about restaurant lunch meals. You will be asked to choose among meals and also asked some related questions. Please imagine that your choices are real and try to answer the questions as truthfully as you can.

Your payment for participating is \$2. The total amount earned will be paid to your Amazon account.  
The study lasts about 7 minutes. Upon completion of the survey, you will be given a survey code that will be used in mTurk for your payment.

Please undertake the study in private, keeping distractions (phone, computer, TV, etc.) to a minimum.

All information collected in this study is confidential and will be used only for statistical purposes; only anonymous, aggregated data will be reported.

**Note that you can take this survey only once.**

By clicking "Continue" below, you confirm that you have read and understood the above, and consent to participate in the study.

**Intro**

Are you a vegetarian or vegan?

- ☐ Yes, I am a vegetarian/vegan  
☐ No, I am not a vegetarian/vegan

Do you have any food allergies (nuts, lactose, egg, etc)?

- ☐ Yes, I have food allergies  
☐ No, I do not have any food allergies

How hungry are you right now?

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

**Noveg**

We're very sorry, but you unfortunately cannot participate in this study if you are a vegetarian or vegan. We thank you for your interest in participating.

**Noallergy**

We're very sorry, but you unfortunately cannot participate in this study if you have any food allergies. We thank you for your interest in participating.

**Restaurant info**

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For this survey, we ask you to imagine that you are in a restaurant.

The restaurant is clean and nice-looking, and it offers a comprehensive menu that includes plated meals, hors d'oeuvres, bakery items, desserts and beverages. It offers a diverse and savory range of cuisine that will satisfy the palate of virtually any audience, with a calorie content ranging between 400 and 1000 calories per meal. Its experienced staff provides the menu offerings through full (waited) service.

We ask you to imagine that you just arrived at the restaurant described above. Please answer as if you were actually choosing the meal you would prefer from the menu that we will show to you.

- ☐ I read the above text  
☐ I did not read the above text

**Menu**

Below is the menu:

<b><u>\$(e://Field/item1name).</u></b>	\$12
<u>\$(e://Field/item1descr}</u>	
<b><u>\$(e://Field/item2name).</u></b>	\$12
<u>\$(e://Field/item2descr}</u>	
<b><u>\$(e://Field/item3name).</u></b>	\$12
<u>\$(e://Field/item3descr}</u>	
<b><u>\$(e://Field/item4name).</u></b>	\$12
<u>\$(e://Field/item4descr}</u>	

Please indicate, by moving the sliders below, how much you think you would like each meal.

	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/item1name)											
\$(e://Field/item2name)											
\$(e://Field/item3name)											
\$(e://Field/item4name)											

Which meal would you choose to have?

- ☐ \$(e://Field/item1name)
- ☐ \$(e://Field/item2name)
- ☐ \$(e://Field/item3name)
- ☐ \$(e://Field/item4name)

Cswitch

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You chose \$(e://Field/mealori).

Imagine that you have the option to either stick with \$(e://Field/mealori), or instead get \$(e://Field/mealalt} plus some money.

Below, you are presented with nine choices. In each row, select if you would prefer to stick with \$(e://Field/mealori} or if you would like to change your meal so that you instead would receive \$(e://Field/mealalt} plus the amount of money shown in that row.

For instance, say that you prefer to get \$(e://Field/mealalt} plus \$0.01 over getting \$(e://Field/mealori}. If so, you should select "Switch to \$(e://Field/mealalt}" in row 1 below. If \$0.01 is not enough money for you to want to switch meals, then you should instead select "Stick with \$(e://Field/mealori}."

	Stick with \$(e://Field/mealori}	Switch to \$(e://Field/mealalt}
\$(e://Field/mealalt} + \$0.01	<input type="radio"/>	<input type="radio"/>
\$(e://Field/mealalt} + \$0.25	<input type="radio"/>	<input type="radio"/>
\$(e://Field/mealalt} + \$0.50	<input type="radio"/>	<input type="radio"/>
\$(e://Field/mealalt} + \$0.75	<input type="radio"/>	<input type="radio"/>

8/17/2020

Qualtrics Survey Software

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Priorsn

Here is the menu one more time:

How many calories do you think the  meal contains?

How many calories do you think the  meal contains?

How many calories do you think the  meal contains?

How many calories do you think the  meal contains?

TFnudge

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Please take a moment to think about the long-term risks of eating too many calories. These include becoming overweight/obese, or contracting severe diet-related illnesses such as type 2 diabetes, heart disease and certain types of cancer.

I took a moment

I did not take a moment

TSnudge

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Please take a moment to think about a time in the past when you felt tempted to eat something unhealthy (for example, something with too many calories), but you did not eat it: you managed to resist the temptation.

- ☐ I took a moment
- ☐ I did not take a moment

TUnudge

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Studies find that people typically underestimate the amount of calories in meals. This may cause people to consume more calories than they would like to. Please take a moment to think about this.

- ☐ I took a moment
- ☐ I did not take a moment

TAnudge

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Click Count: 0 clicks

Studies find that some people deliberately avoid calorie information, to allow themselves to consume more calories, free of guilt. Please take a moment to think about this.

- ☐ I took a moment
- ☐ I did not take a moment

Tinfochoice

You will now get to choose your preferred lunch meal at the restaurant described above. Before you place your order, you are offered to choose a menu. There are two menus, one with calorie information and one without calorie information. Both menus show exactly the same four meals. Which menu do you want?

- ☐ The menu with calorie information
- ☐ The menu without calorie information

Tswitch\_ni

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You chose the menu **without** calorie information.

Now, imagine that you have the option to either (1) stick with the menu **without** calorie information or (2) get the menu **with** calorie information plus some money. In each row below, select if you prefer to stick with the menu without calorie information or switch to the menu with calorie information plus the amount of money shown.

For instance, say that you prefer to get the menu with calorie information plus \$0.01 over the menu without calorie information. If so, then you should check "Switch to menu with calorie information" in row 1 below. If \$0.01 is not enough money for you to want to switch, then you should instead check "Stick with menu without calorie information."

	Stick with menu without calorie information	Switch to menu with calorie information
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Menu with calorie information + \$0.01	Stick with menu without calorie information	Switch to menu with calorie information
Menu with calorie information + \$0.25	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$0.50	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$0.75	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$1	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$1.50	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$2	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$2.50	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$3	<input type="radio"/>	<input type="radio"/>
Menu with calorie information + \$5	<input type="radio"/>	<input type="radio"/>

Tswitch\_in

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You chose the menu **with** calorie information.

Now, imagine that you have the option to either (1) stick with the menu **with** calorie information or (2) get the menu **without** calorie information plus some money. In each row below, select if you prefer to stick with the menu with calorie information or switch to the menu without calorie information plus the amount of money shown.

For instance, say that you prefer to get the menu without calorie information plus \$0.01 over the menu with calorie information. If so, you should tick "Switch to menu without calorie information" in row 1 below. If \$0.01 is not enough money for you to want to switch, then you should instead check "Stick with menu with calorie information."

	Stick with menu with calorie information	Switch to menu without calorie information
Menu without calorie information + \$0.01	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$0.25	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$0.50	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$0.75	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$1	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$1.50	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$2	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$2.50	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$3	<input type="radio"/>	<input type="radio"/>
Menu without calorie information + \$5	<input type="radio"/>	<input type="radio"/>

Menui

Below is the menu, with the amount of calories that each meal contains:

<b><u>#{e://Field/item1name} (#{e://Field/item1calories} calories)</u></b> #{e://Field/item1descr}	\$12
<b><u>#{e://Field/item2name} (#{e://Field/item2calories} calories)</u></b> #{e://Field/item2descr}	\$12
<b><u>#{e://Field/item3name} (#{e://Field/item3calories} calories)</u></b> #{e://Field/item3descr}	\$12
<b><u>#{e://Field/item4name} (#{e://Field/item4calories} calories)</u></b> #{e://Field/item4descr}	\$12

Please indicate, by moving the sliders below, how much you think you would like each meal.

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 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/item1name)												
	\$(e://Field/item2name)												
	\$(e://Field/item3name)												
	\$(e://Field/item4name)												

Which meal would you choose to have?

☐ \$(e://Field/item1name)

☐ \$(e://Field/item2name)

☐ \$(e://Field/item3name)

☐ \$(e://Field/item4name)

Priors

Here is the menu one more time:

\$(e://Field/item1name)	\$12
\$(e://Field/item1descr)	
\$(e://Field/item2name)	\$12
\$(e://Field/item2descr)	
\$(e://Field/item3name)	\$12
\$(e://Field/item3descr)	
\$(e://Field/item4name)	\$12
\$(e://Field/item4descr)	

You previously saw the amount of calories in each meal. However, we would like to know the calorie content that you would have guessed for each meal, had you not received the calorie information.

How many calories would you have thought the \$(e://Field/item1name) meal contains?

How many calories would you have thought the \$(e://Field/item2name) meal contains?

How many calories would you have thought the \$(e://Field/item3name) meal contains?

How many calories would you have thought the \$(e://Field/item4name) meal contains?

ShowC

Treatment: \$(e://Field/Treatment)

Initial meal choice: \$(e://Field/mealori)

Meal switch asked about: \$(e://Field/mealalt)

ShowT

Treatmentfinal: \${e://Field/Treatmentfinal}  
Info choice: \${e://Field/wantinfo}

Risk preferences

Now we are going to ask you how you feel about risk. Imagine that you are offered 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 would select gamble 4 and the "high" outcome occurs, you would be paid \$52. If the "low" outcome occurs, 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

Food 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"/>

Demographics

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

What is your age?

▼

What is your highest level of education?

- ☐ Less than high school
- ☐ High school
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate

- ☐ Professional degree
- ☐ Some college
- ☐ College degree

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-\$90,000
- ☐ \$90,001 or more
- ☐ I'd rather not say

#### mTurk validation

Your validation code for mTurk is **`$(e://Field/mTurkCode)`**.

Please enter this code in the confirmation number box in mTurk.  
You must enter this code in mTurk to receive payment for taking the survey.

**Please click "Continue" one more time to record your responses.**