

id #1

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

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

☐ Professional degree

☐ Some college

☐ College degree

Are you a student at the University of Wyoming?

☐ Yes

☐ No

What year are you in?

☐ Freshman

☐ Sophomore

☐ Junior

☐ Senior

☐ Grad Student

☐ Other

What is your major?

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"/>

Calorie information - Preferences

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

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

Do you think most people who go to a restaurant would like to know the calorie content of the meals at that restaurant?

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

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

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

- ☐ When I'm having breakfast
- ☐ When I'm having lunch
- ☐ When I'm having dinner

Sometimes people do not want to know the calorie content of their meals when eating at restaurants. What do you think is the most common reason people avoid calorie information at restaurants?

- ☐ 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).

Knowledge about calories

Think of restaurants (including chain restaurants, such as fast-food places) that you've been to over the past year. 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

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

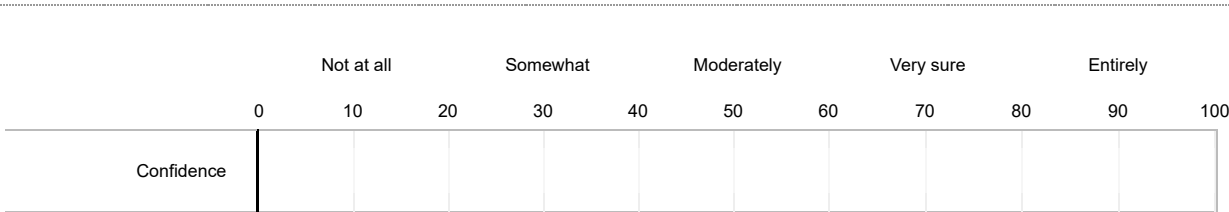
What best describes your body weight?

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

What is your height (in feet and inches)?

How much do you weigh (in pounds)?

How certain are you that you know your current weight exactly?



Approximately when was the last time that you weighed yourself?

- ☐ Today
- ☐ Yesterday
- ☐ A few days ago
- ☐ A week ago
- ☐ A few weeks ago
- ☐ A month ago
- ☐ A few months ago
- ☐ A year ago
- ☐ More than a year ago

In a typical month, how often do you weigh yourself?

- ☐ Every day
- ☐ Several times a week
- ☐ Once a week
- ☐ Once a month
- ☐ Almost never

Do you think your weight changed in the last 12 months?

- ☐ Yes
- ☐ No

How do you think your weight changed in the last 12 months?

- ☐ I gained more than 20 pounds
- ☐ I gained around 20 pounds
- ☐ I gained around 10 pounds
- ☐ I gained around 5 pounds
- ☐ I gained a couple of pounds
- ☐ I lost a couple of pounds
- ☐ I lost around 5 pounds
- ☐ I lost around 10 pounds
- ☐ I lost around 20 pounds
- ☐ I lost more than 20 pounds

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"/>
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"/>

Weight goals

	Not at all important	Slightly important	Moderately important	Very important	Extremely 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"/>

Would you like to lose weight?

- ☐ Yes
- ☐ No

Are you currently trying to lose weight?

- ☐ Yes
- ☐ No

Are you currently trying to gain weight?

- ☐ Yes

☐ No

Are you currently following a particular diet (such as low calorie, low carb and high fat, Atkins, or South Beach)?

☐ Yes

☐ No

Miscellaneous

On average, how often do you eat meals from chain restaurants?

☐ Less than once a month

☐ Once a month

☐ 2-3 times a month

☐ Once a week

☐ 2-3 times a week

☐ More than 3 times a week

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

☐ \$50,000 or more

☐ I'd rather not say

id #2

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

Please type your identification number and more email address so very careful and make sure it is the right number.

Extras (Linda) T1

Imagine that you go to a buffet restaurant tomorrow at lunch and can eat whatever you want (you have already paid a fixed price). Thinking of the choices you typically make when eating at a buffet style restaurant (including Washakie Dining Hall here at UW), which items of those below do you think you would choose tomorrow, if they were all offered up when you were having a meal? (Please select all you think you would choose)

- ☐ A hamburger (sandwich only)
- ☐ Pizza slice (medium size)
- ☐ A salad (small or large)
- ☐ A burrito
- ☐ A piece of bread
- ☐ A donut
- ☐ A soft shell taco
- ☐ A piece of lasagne
- ☐ Mac and cheese (1 cup)
- ☐ French fries (1 cup)
- ☐ Ice-cream (1 cup)
- ☐ A piece of chocolate cake
- ☐ A small bowl of chocolate mousse
- ☐ A piece of fruit
- ☐ A piece of lemon cake
- ☐ A piece of key lime pie
- ☐ A piece of cheese cake
- ☐ Two chocolate chip cookies
- ☐ A medium sized soft drink (12 ounces)
- ☐ A medium sized soft drink (12 ounces), light
- ☐ A glass of water
- ☐ A glass of freshly squeezed orange juice

Extras (Linda) T2

Imagine that you go to a buffet restaurant tomorrow at lunch and can eat whatever you want (you have already paid a fixed price).

When you enter the restaurant, you get a number of (physical) tokens that are based on your recommended calorie intake. When you have used up those tokens, you have reached your recommended calorie intake for the lunch you are about to eat. **You have 9 tokens at your disposal.** The tokens are, however, only there to guide your choices, you are still free to choose food items that sum to less/more than the 9 tokens you have at your disposal.

Which items of those below do you think you would choose tomorrow, if they were all offered up when you were having a meal? (Please select all you think you would choose)

- ☐ A hamburger (sandwich only), 5 tokens
- ☐ Pizza slice (medium size), 3 tokens
- ☐ A salad (small or large), 0 token
- ☐ A burrito, 8 tokens
- ☐ A piece of bread, 1 token
- ☐ A donut, 4 tokens
- ☐ A soft shell taco, 2 tokens
- ☐ One serving of lasagne, 4 tokens
- ☐ Mac and cheese (1 cup), 3 tokens
- ☐ French fries (1 cup), 3 tokens

- ☐ Ice-cream (1 cup), 3 tokens
- ☐ A piece of chocolate cake, 3 tokens
- ☐ A dessert bowl of chocolate mousse, 3 tokens
- ☐ A piece of fruit, 0 tokens
- ☐ A piece of lemon cake, 3 tokens
- ☐ A piece of key lime pie, 4 tokens
- ☐ A piece of cheese cake, 5 tokens
- ☐ Two chocolate chip cookies, 6 tokens
- ☐ A medium sized soft drink (12 ounces), 2 tokens
- ☐ A medium sized soft drink (12 ounces), light, 0 token
- ☐ A glass of water, 0 token
- ☐ A glass of freshly squeezes orange juice, 1 token

Extras (Linda) T3

Imagine that you go to a buffet restaurant tomorrow at lunch and can eat whatever you want (you have already paid a fixed price). Thinking of the choices you typically make when eating at a buffet style restaurant (including Washakie), which items of those below do you think you would choose tomorrow, if they were all offered up when you were having a meal? (Please select all you think you would choose)

- ☐ A hamburger (sandwich only), 500 calories
- ☐ Pizza slice (medium size), 300 calories
- ☐ A salad (small or large), 50 calories
- ☐ A burrito, 800 calories
- ☐ A piece of bread, 100 calories
- ☐ A donut, 400 calories
- ☐ A soft shell taco, 200 calories
- ☐ One serving of lasagne, 400 calories
- ☐ Mac and cheese (1 cup), 300 calories
- ☐ French fries (1 cup), 300 calories
- ☐ Ice-cream (1 cup), 300 calories
- ☐ A piece of chocolate cake, 300 calories
- ☐ A dessert bowl of chocolate mousse, 300 calories
- ☐ A piece of fruit, 50 calories
- ☐ A piece of lemon cake, 300 calories
- ☐ A piece of key lime pie, 400 calories
- ☐ A piece of cheese cake, 500 calories
- ☐ Two chocolate chip cookies, 600 calories
- ☐ A medium sized soft drink (12 ounces), 200 calories
- ☐ A medium sized soft drink (12 ounces), light, 0 calories
- ☐ A glass of water, 0 calories
- ☐ A glass of freshly squeezes orange juice, 100 calories

Extras (Linda) general

How do you think the average **female** college student's body weight changes during their freshman year? (Please select the answer that is closest to your best guess)

- ☐ I think the average female student loses more than 30 lbs
- ☐ I think the average female student loses 20 lbs
- ☐ I think the average female student loses 15 lbs
- ☐ I think the average female student loses 10 lbs

- ☐ I think the average female student loses 5 lbs
- ☐ I think it does not change
- ☐ I think the average female student gains 5 lbs
- ☐ I think the average female student gains 10 lbs
- ☐ I think the average female student gains 15 lbs
- ☐ I think the average female student gains 20 lbs
- ☐ I think the average female student gains more than 30 lbs

How do you think the average **male** college student's body weight changes during their freshman year? (Please select the answer that is closest to your best guess)

- ☐ I think the average male student loses more than 30 lbs
- ☐ I think the average male student loses 20 lbs
- ☐ I think the average male student loses 15 lbs
- ☐ I think the average male student loses 10 lbs
- ☐ I think the average male student loses 5 lbs
- ☐ I think it does not change
- ☐ I think the average male student gains 5 lbs
- ☐ I think the average male student gains 10 lbs
- ☐ I think the average male student gains 15 lbs
- ☐ I think the average male student gains 20 lbs
- ☐ I think the average male student gains 30 lbs

Please select the answer that pertains to you below.

- ☐ I have eaten at the student dining hall (Washakie) at University of Wyoming many times
- ☐ I have eaten at the student dining hall (Washakie) at University of Wyoming a few times
- ☐ I have eaten at the student dining hall (Washakie) at University of Wyoming once
- ☐ I have never eaten at the student dining hall (Washakie) at University of Wyoming

Imagine that you are about to start college as a freshman. You will live in the dorms and eat most of your meals in the campus Dining Hall (for example, Washakie). You are now offered to enroll in a program designed to encourage students who eat at the Dining Hall to make healthy food choices.

The program is designed such that you get a number of "tokens". Each food item in the Dining Hall is worth a specific number of tokens, which is based on its caloric content. The number of tokens you get corresponds to your total recommended daily intake of calories. For each food item you choose, you need to give up the number of tokens that correspond to that particular food item (for example, you need to give up many tokens for a dessert, and no tokens for spinach). When you have used up all your tokens, you know you have reached your daily recommended caloric intake. (HOWEVER, even if you have used up all your tokens, you are still free to choose more food items -- the tokens are there to help make salient the caloric intake, but not to prevent anyone from eating more than recommended.)

Your payment for participating in this "token"-program during a full semester would be a total of \$300 (you would receive \$100 for starting the program, and the additional \$200 at the end of the semester, upon completion of the assignments that are part of the program). In addition to being offered to use the tokens, you would be asked to do weigh-ins a few times during the semester, as well as answer survey questions on how extensively you used the tokens.

If given the opportunity, as a freshman living in the dorms, would you have chosen to participate in the "token"-program?

- ☐ Yes, I would have chosen to participate
- ☐ No, I would not have chosen to participate
- ☐ I do not know

For me personally, I think the best way to keep me away from eating unhealthy food (such as pastries, candy, or unhealthy snacks) would be

- ☐ To tax unhealthy food by 10 percent more than other groceries
- ☐ To tax unhealthy food by 30 percent more than other groceries

- ☐ To tax unhealthy food by 50 percent more than other groceries
- ☐ To ban unhealthy food
- ☐ To give me information about what food is unhealthy
- ☐ None of the above

For the U.S. as a whole, I think the best way to keep people away from eating unhealthy food (such as pastries, candy, or unhealthy snacks) would be

- ☐ To tax unhealthy food by 10 percent more than other groceries
- ☐ To tax unhealthy food by 30 percent more than other groceries
- ☐ To tax unhealthy food by 50 percent more than other groceries
- ☐ To ban unhealthy food
- ☐ To inform people about what food is unhealthy
- ☐ None of the above

Compared to the average Wyoming student, I think I have ...

- ☐ much more self-control when it comes to food
- ☐ more self-control when it comes to food
- ☐ the same level of self-control when it comes to food
- ☐ less self-control when it comes to food
- ☐ much less self-control when it comes to food

Wyoming has a property tax (11.5% on industrial property and 9.5% on commercial and residential property) and a sales tax on retail products (4%). It has no state personal income tax, and no state corporate tax. If the state of Wyoming needs to increase its revenue by a moderate amount to be able to fund public services (such as schools, healthcare, or parks), what tax (or taxes) do you think the state of Wyoming should primarily change? Mark as many or as few as you see fit.

- ☐ Increase the tax on wind energy
- ☐ Start collecting a corporate tax
- ☐ Increase the sales tax
- ☐ Increase the property tax
- ☐ Start collecting a tax on carbon emissions
- ☐ Start collecting an income tax
- ☐ None of the above
- ☐ Increase a tax on gasoline

If the state of Wyoming were to increase its revenue by a moderate amount to be able to fund public services (such as schools, healthcare, or parks), what tax (or taxes) do you think would affect you the most personally? Mark as many or as few as you see fit.

- ☐ Increased property tax
- ☐ A state corporate tax
- ☐ A state tax on carbon emissions
- ☐ Increased sales tax
- ☐ Increased tax on gasoline
- ☐ Increased tax on wind energy
- ☐ A state income tax

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 meal 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 meals we were using. This is very important, please let us know.

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

Please let us know specifically if you heard anything about the meals we used.

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

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

id #3

Please type your identification number one last 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 meal choices, with anyone.

- ☐ Got it!