

Appendix, Experimental instructions (treatment: exogenous calorie information)

Note: this is a Word-version of the online survey, conducted using Qualtrics software

Welcome to our study, the objective of this study is to learn how people make decisions over restaurant lunch meals.

1. In this study you will be asked to choose a meal and related information. When answering the questions, please imagine that your choices are real and try to answer the questions as truthfully as you can. Note that there are no "right" or "wrong" answers.

2. The study lasts about 15 minutes.

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

4. All information collected in this study is confidential and will be used only for statistical purposes. By clicking "continue" below, you confirm that you have read and understood the above, and consent to participate in the study.

Continue

[Page break]

Are you a vegetarian or vegan?

Yes [*If 'yes', the subject was excluded from the experimental survey – the survey meals were non-vegetarian.*]

No

What is your gender?

Male

Female

What is your highest level of education?

Less than high school

High school

Professional degree

Some college

College degree

What is your age?

18-24

25-34

35-44

45-54

55-64

65+

[Pictures of meals.]

Imagine that you and a friend go to a restaurant. The restaurant serves two meals (see pictures above) -- (1) Creamy shrimp pasta and (2) Meatballs and pasta. One of the above meals contains 500 calories and the other meal contains 1000 calories, but you do not know which meal contains what amount of calories. (It is generally difficult for people, including nutritionists, to determine the calorie content in food away from home, since the calorie content largely depends on cooking methods.)

Please state how good you believe these meals taste on a scale of 1-5, where 1=very bad and 5=very good.

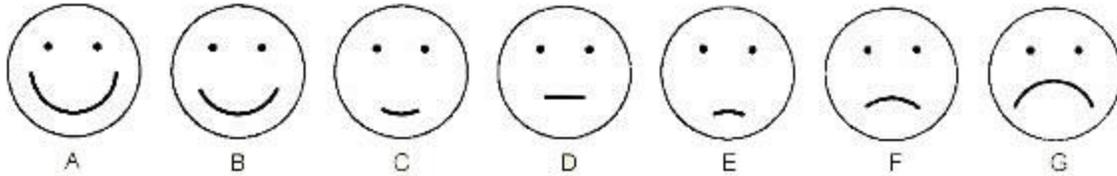
	Very bad (1)	Bad (2)	Somewhat good (3)	Good (4)	Very good (5)
Creamy shrimp pasta	<input type="radio"/>				
Meatballs and pasta	<input type="radio"/>				

If both meals cost \$12, which meal would you choose?

- Creamy shrimp pasta
- Meatballs and pasta

Imagine yourself in this situation (at a restaurant, having a meal with a friend). Both meals cost \$12. Would you want to know about calories in the two restaurant meals you could choose from, or would you rather not know?

- I would like to know about the calories in the meals
- I would rather not know about the calories in the meals



How do you think it would make you feel to think about calories in the meals on this occasion (i.e., in a restaurant, with a friend)?

- A
- B
- C
- D
- E
- F
- G

Below we want to learn how you value calorie information in this restaurant context. The meal size of both meals are just right for you, so you expect to finish the entire meal, regardless of your meal of choice. You are faced with a range of choice pairs. In each choice alternative, the price of both meals are the same, i.e., in the first choice pair, you are asked to choose between (1) receiving calorie information before you make your meal choice and paying \$12 for your meal (regardless of if you choose the shrimp meal or the meatballs), and (2) receiving no calorie information and paying \$15 for your meal (regardless of if you choose the shrimp meal or the meatballs). Please imagine yourself in the restaurant situation again, having a meal with a friend, and pick your preferred choice in each pair below.

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$15 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$14 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$13 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$12.50 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$12.10 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12.10 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$12.50 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$13 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$14 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

Which would you prefer?

- Calorie information + pay \$15 for a meal at the restaurant
- No calorie information + pay \$12 for a meal at the restaurant

As stated above, one of the above meals contains 500 calories and the other meal contains 1000 calories, but you do not know which meal contains what amount of calories.

Which of the meals above do you think is low calorie (i.e. 500 calories)?

- Creamy shrimp pasta
- Meatballs and pasta
- I do not know

How certain are you that [above chosen meal] is the low calorie meal?

- Not certain at all (about 50%)
- Somewhat certain (about 60-70%)
- Very certain (about 80-90%)
- Entirely certain (100%)

If calorie information is costless (such that a meal costs \$12, with or without calorie information), you stated above that you would not like to have the calorie information. Please let us know why you would not want calorie information when deciding on your meal at the restaurant. Mark all alternatives that apply.

- I don't want to think of calories when I eat out.
- I would not want to know the calorie content because it would not matter to my meal choice anyway.
- Knowing the calorie content would make me feel guilty about eating my meal.
- I would enjoy my meal less if I knew the calorie content.
- I knew the calorie content of the meals without having to take the calorie information.
- Calorie information doesn't mean anything to me, since I do not know how many calories I'm supposed to eat anyway.
- I do not know.
- Other.

If calorie information is costless (such that a meal costs \$12, with or without calorie information), you stated above that you would like to have the calorie information. Please let us know why you would want calorie information when deciding on your meal at the restaurant. Mark all alternatives that apply.

- The calorie content would matter to my meal choice.
- I would enjoy my meal more if I knew the calorie content.
- The calorie information would not affect my meal choice, but I would be curious to know.
- I do not know.
- Other.

We will now examine the impact on your meal choice if the price of the two meals differ. We are now informing you that the Meatballs and pasta is 500 calories and Creamy shrimp pasta is 1000 calories. Please pick your preferred meal in each pair below. For instance, in choice 1, you are asked to choose between (1) Meatballs and pasta (500 cal) at the price of \$12, and (2) Creamy shrimp pasta (1000 cal) at the price of \$8.

Which would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$8

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$10

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$11

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$12

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$13

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$14

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$15

Which meal would you choose?

- Meatballs and pasta, 500 cal, price \$12
- Creamy shrimp pasta, 1000 cal, price \$20

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/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"/>				
I am good at resisting tempting food.	<input type="radio"/>				
I have a hard time breaking bad eating habits.	<input type="radio"/>				
I eat inappropriate things.	<input type="radio"/>				
I eat certain things that are bad for my health, if they are delicious.	<input type="radio"/>				
I refuse to overindulge on foods that are bad for me.	<input type="radio"/>				
People would say that I have iron self-discipline with my eating.	<input type="radio"/>				
I am able to work effectively toward long-term health goals.	<input type="radio"/>				
Sometimes I can't stop myself from eating something, even if I know it is bad for me.	<input type="radio"/>				

I often eat without thinking through the health consequences.	<input type="radio"/>				
I wish I had more self-discipline in food consumption.	<input type="radio"/>				

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 outcome" and "low outcome"). For every gamble, each outcome has a 50% chance of occurring. Your earnings from the gamble is determined by (a) which gamble you select, and (b) which of the two possible payoffs (i.e. outcomes) occur. For instance, if you would select gamble 4 and "high outcome" occurs, you would be paid \$52. If "low outcome" occurs, you would be paid \$16. Please select the gamble below that you would have preferred 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

What is your individual annual, pre-tax, income (including bonuses and commissions) in U.S. dollars?

- \$0 - \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$125,000
- \$125,001 - \$150,000
- \$150,001 - \$175,000
- \$175,001 - \$200,000
- \$200,001+

Think of restaurants (including chain restaurants, e.g. fast food places) you've been to over the past year. Do you recall if they have displayed information on calories in their food items on the menu, or 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

What best describes your body weight?

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

	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"/>				
How important is it to you to exercise regularly?	<input type="radio"/>				
How important is it to you to be of a healthy body weight?	<input type="radio"/>				

To what extent do you agree with the following?

	Very much agree	Agree	Somewhat agree	Disagree	Somewhat disagree
I am in excellent health.	<input type="radio"/>				
I would benefit from eating healthier.	<input type="radio"/>				
I wish I could make healthier food choices at home.	<input type="radio"/>				
I wish I could make healthier food choices when eating out.	<input type="radio"/>				