

## Phase 1 survey and discrete choice experiment



Dear participant,

Thank you for taking part in this important survey about your views on weight loss and weight loss services in the UK. The survey will ask you questions about three things:

- **Your experience with weight loss and weight loss programmes.**
- **Questions about the type of weight loss service you most prefer.** These questions will ask you to make a choice between two different weight loss services.
- **Questions about you.** These will help us understand your answers. Please be assured that your answers will never be used to identify you. All answers are securely stored by the University of Aberdeen.

If you would like more information or if you have any questions, please contact me.

Sincerely yours,

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<Name>,

University of Aberdeen,

Tel: <number>

Email: [<email>](#)

**Are you...**

1. Male
2. Female [CLOSE]

**Please enter your age at your last birthday.**

[SCREEN OUT IF >75 OR <18]

**In which region of the UK do you currently live?**

- ☐ North East (e.g. Durham, Newcastle upon Tyne, Sunderland, etc.)
- ☐ North West (e.g. Liverpool, Manchester, etc.)
- ☐ Yorkshire and The Humber (e.g. Bradford, Leeds, Sheffield, York etc.)
- ☐ East Midlands (e.g. Derby, Leicester, Nottingham, etc.)
- ☐ West Midlands (e.g. Birmingham, Coventry, Wolverhampton etc.)
- ☐ East of England (e.g. Cambridge, Norwich, Peterborough etc.)
- ☐ London
- ☐ South East (e.g. Brighton, Portsmouth, Southampton etc.)
- ☐ South West (e.g. Bristol, Bath, Exeter etc.)
- ☐ Scotland
- ☐ Wales
- ☐ Northern Ireland

**[CHECK AGE, REGION QUOTAS – IF FULL, CLOSE]**

**Section 1: Your experience and views on weight loss and weight loss programmes.**

**This section asks you about your experience with weight loss and your views on a new weight loss programme that is being developed.**

We would like to ask you about your height and weight.

**How tall are you without shoes? Answer *either* in Feet and Inches or Centimetres.**

Height entered must be between 4 feet and 7 feet 11 inches (imperial) or between 121 and 241cm (metric). Inches should not exceed 11.

*Please note that 1 metre is equal to 100 centimetres and 1 foot is equal to 12 inches.*

\_\_\_\_\_ Feet and \_\_\_\_\_ Inches                      OR                      \_\_\_\_\_ Centimetres

Error message: Please enter a valid value either in Feet and Inches OR in Centimetres.

Limit imposed: Metric: Height (121-241cm) Imperial: Height (4-7 ft, 0-11 inches)

**What is your current weight without clothes? Answer *either* in Stones and Pounds or Kilograms.**

Weight entered must be between 6 stones and 40 stones 13 pounds (imperial) or between 38 and 260 kilograms (metric). Pounds should not exceed 13.

*Please note that 1 stone is equal to 14 pounds.*

\_\_\_\_\_ Stones and \_\_\_\_\_ Pounds OR                      \_\_\_\_\_ Kilograms

Error message: Please enter a valid value either in Stones and Pounds OR in Kilograms.

Limit imposed: Metric: Weight (38-260kgs) Imperial: Weight (6-40 st, 0-13 lbs)

**Currently, what trouser waist size do you usually wear? Please answer *either* in Inches *or* Centimetres.**

Trouser waist size must be between 25 and 78 inches (imperial) or between 63 and 198 centimetres (metric).

Trouser waist size: \_\_\_\_\_ Inches    OR    \_\_\_\_\_ Centimetres

Limits imposed: Metric: (63-198cm) Imperial: (25-78 inches)

**What is the least you have ever weighed since reaching your current height?**

**Please answer *either* in Stones and Pounds or Kilograms.**

Weight entered must be between 6 stones and 40 stones 13 pounds (imperial) or between 38 and 260 kilograms (metric). Pounds should not exceed 13.

*Please note that 1 stone is equal to 14 pounds.*

\_\_\_\_\_Stones and \_\_\_\_\_ Pounds OR \_\_\_\_\_ Kilograms

Error message: Please enter a valid value either in Stones and Pounds OR in Kilograms.

Limit imposed: Metric: Weight (38-260kgs) Imperial: Weight (6-40 st, 0-13 lbs)

**What is your ideal weight? Please answer *either* in Stones and Pounds or Kilograms.**

Weight entered must be between 6 stones and 40 stones 13 pounds (imperial) or between 38 and 260 kilograms (metric). Pounds should not exceed 13.

*Please note that 1 stone is equal to 14 pounds.*

\_\_\_\_\_Stone and \_\_\_\_\_ Pounds OR \_\_\_\_\_ Kilograms

Error message: Please enter a valid value either in Stones and Pounds OR in Kilograms.

Limit imposed: Metric: Weight (38-260kgs) Imperial: Weight (6-40 st, 0-13 lbs)

**[IF BMI TARGET [CODE INTERVIEW\_TYPE=2], OTHERWISE [CODE INTERVIEW\_TYPE=1]**

INTERVIEW\_TYPE

[DUMMY VARIABLE TO CLASSIFY TYPE OF COMPLETE]

1. Short complete [CLOSE]

2. Long complete [CONTINUE]

**Given your age and height, would you say that you are:**

- ☐ About right
- ☐ Too heavy
- ☐ Too light
- ☐ Don't know

**How confident are you in your ability to lose weight?**

Not confident   1       2       3       4       5       6       7       Very confident

**How confident are you in your ability to keep lost weight off in the long term**

Not confident   1       2       3       4       5       6       7       Very confident

**How important is losing weight for you at the moment?**

Not important   1       2       3       4       5       6       7       Very important

**When was the last time that you tried to lose weight by changing your eating habits and/or activity for longer than one week?**

- ☐ I am trying to lose weight at the moment
- ☐ In the last 3 months
- ☐ In the last 6 months
- ☐ In the last 12 months
- ☐ More than 12 months ago
- ☐ Never

**How many times in your life have you changed your eating and/or activity for longer than a week to try and lose weight?**

\_\_\_\_\_ times

**The next questions are about a new weight loss programme for men that we are developing. Please imagine that you want to lose weight even if this is not the case at the moment.**

**As part of the programme would you be interested in receiving:**

	Yes	Maybe	No
Information on ways to lose weight such as healthy eating and being more active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pedometer to help you monitor the number of steps you take each day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messages on your phone to support you in a weight loss attempt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial incentives (cash or a donation to charity) for losing weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A weight loss programme is being developed that includes financial incentives for successful weight loss in men. Imagine that you decide to take part in this programme. If you achieve your target weight loss you will receive an incentive (either cash or donation to charity). Your weight needs to be accurately measured to see if you have met your target weight loss.

**Where would you prefer to be weighed?**

- ☐ Community hall
- ☐ School
- ☐ Pharmacy
- ☐ Hospital
- ☐ GP surgery
- ☐ Supermarket
- ☐ Fire station
- ☐ Other please specify \_\_\_\_\_

The weight loss programme sets you a target of losing at least 10% of your start weight after 12 months. This means that you will need to lose **X** lbs/kgs.

In the programme, your weight will be measured at the start, 3, 6 and 12 months.

**What weight targets would you prefer at 3 and 6 months to help you reach your 10% overall target at 12 months? Please click on a graph below to indicate your preference.**

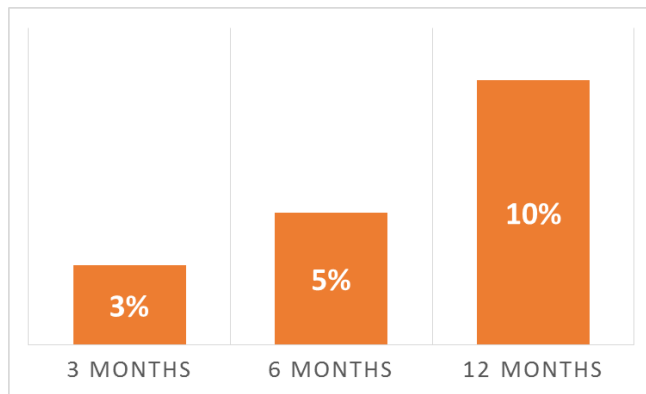
10% of your current weight is **X** kgs/lbs

5% of your current weight is **X** kgs/lbs

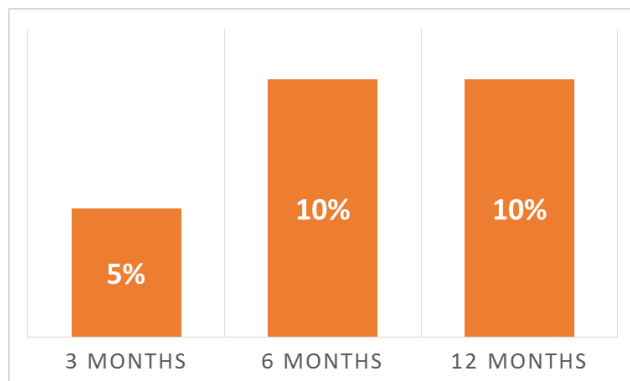
3% of your current weight is **X** kgs/lbs

- ☐ Lose weight gradually over 12 months

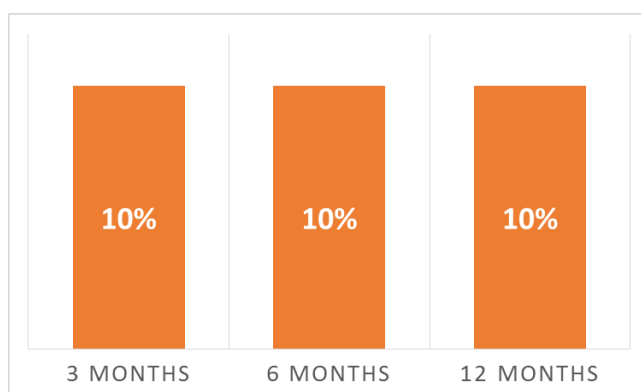




- ☐ Lose weight gradually over first 6 months then maintain



- ☐ Lose weight over first 3 months then maintain



Imagine that as part of the weight loss programme you will be offered up to £400 to help you achieve the 10% weight loss.

**Which option would motivate you most to lose weight?**

- ☐ All of the £400 for meeting the final weight loss target at 12 months
- ☐ The £400 as three instalments at 3 months, 6 months and 12 months for meeting weight loss targets

*[if answer 2]*

**How much of the £400 would you like at the different time points for reaching your weight loss targets?**

3 months £\_\_\_\_\_

6 months £\_\_\_\_\_

12 months £\_\_\_\_\_

*[note give error message if total >400]*

**Would you prefer to receive the money in cash or as a donation to a chosen charity?**

- ☐ Cash
- ☐ Donation to chosen charity

*[If chose charity]* **Which charity would you like to donate the money to?**

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Imagine that you joined a weight loss programme which sends you text messages to your mobile phone for 12 months to support you in your attempt to lose weight. The messages will come from fictional men who are trying to lose weight and the different ways they go about doing this, informed by research about what works.

**How often would you like to receive texts?**

- ☐ As much as possible
- ☐ Daily
- ☐ A few times per week
- ☐ Once a week
- ☐ Every two weeks
- ☐ Every month
- ☐ Never
- ☐ I don't have a mobile phone
- ☐ Other (please specify) \_\_\_\_\_

*[if chose as much as possible, a few times per week, once a week, every two weeks, every month, other)]*

**Which days would you like to receive text messages?**

- ☐ Any day
- ☐ Weekdays only
- ☐ Weekends only
- ☐ Only on specific days I can select

*[if chose any option apart from never and I don't have a mobile phone]*

**Which times would you like to receive text messages?**

- ☐ Anytime
- ☐ Mornings
- ☐ Midday
- ☐ Afternoons
- ☐ Evenings

**In your view, is competition (against other men in the programme) an important motivator for weight loss?**

Not at all      1      2      3      4      5      6      7      Very important  
important

**You have now completed section 1. Please click next to go to Section 2 where you are asked to choose between different weight loss programmes.**

*[DCE section]*

**You will be asked to choose between different weight loss programmes.**

**The following is included in all programmes:**

- You will be given information on ways to lose weight such as healthy eating and being more active.
- You will be provided with a pedometer to help you monitor the number of steps you take each day.
- You will be sent text messages on your mobile phone (if you own one) to support you in your weight loss attempt.

Your weight will be measured at a venue at the start of the programme and at 3, 6 and 12 months.

**The programme will set you the following targets:**

- At 3 months you should weigh at least 5% less than your weight at the start: lose **X** kgs/lbs.
- At 6 months you should weigh at least 10% less than your weight at the start: lose a further **X** kgs/lbs.

- At 12 months you should weigh at least 10% less than your weight at the start: maintain your total weight loss of **X** kgs/lbs.

### **Financial Incentive:**

At the start of the programme you will be pledged a certain amount of money (cash or a donation to charity) as an incentive to lose weight. You will receive the money after 12 months if you achieve all weight loss targets. However, you lose money for weight targets that are not achieved.

For example, imagine that the programme pledges £400 at the start and the value of the incentive at 3 months is £100, at 6 months it is £100 and at 12 months it is £200.

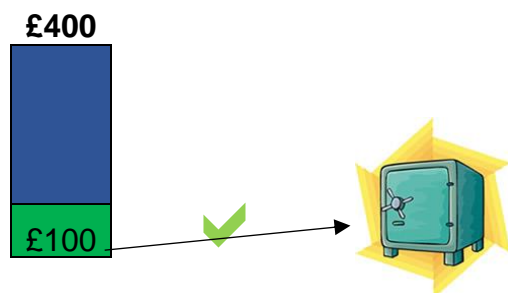
**You will now be shown a series of visuals to illustrate the incentive scheme.**

#### **Example 1**

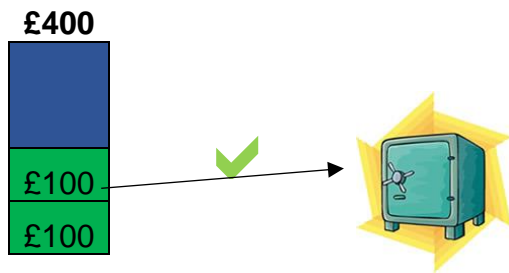
You are starting the weight loss programme and are pledged £400.



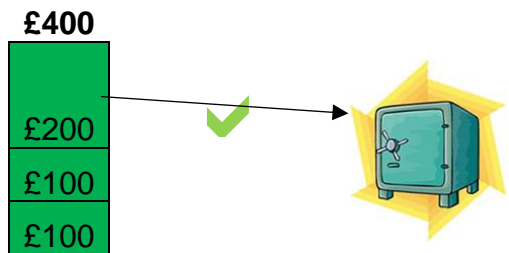
At 3 months, you are weighed and have achieved your target ✓.



At 6 months, you are weighed and have achieved your target ✓.



At 12 months, you are weighed and have achieved your target ✓.



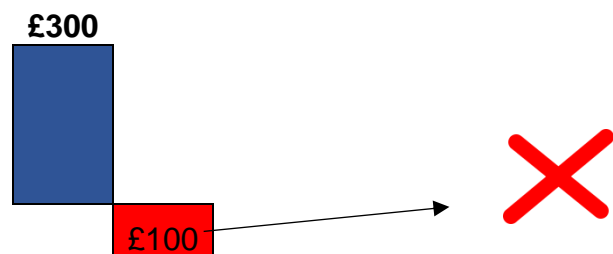
**At 12 months, you will receive £400.**

## Example 2

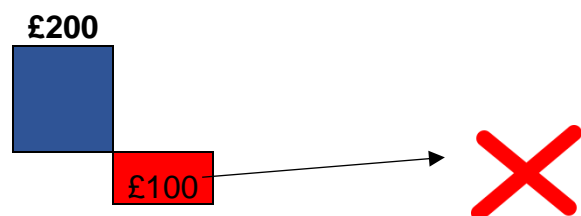
You are starting the weight loss programme and are pledged £400.



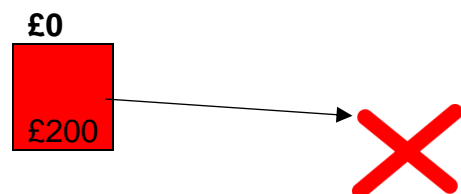
At 3 months, you are weighed and have not achieved your target ✗.



At 6 months, you are weighed and have not achieved your target ✗.



At 12 months, you are weighed and have not achieved your target ✗.



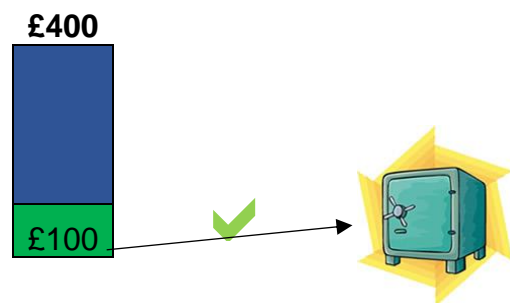
**At 12 months, you will receive £0.**

### Example 3

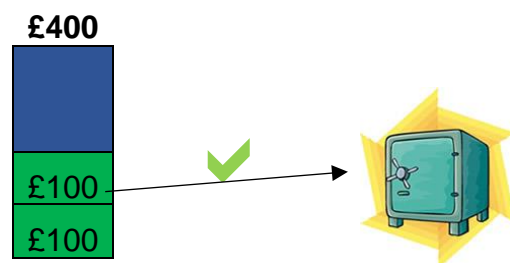
You are starting the weight loss programme and are pledged £400.



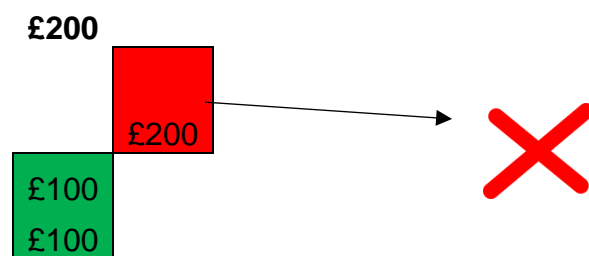
At 3 months, you are weighed and have achieved your target ✓.



At 6 months, you are weighed and have achieved your target ✓.



At 12 months, you are weighed and have not achieved your target ✗.





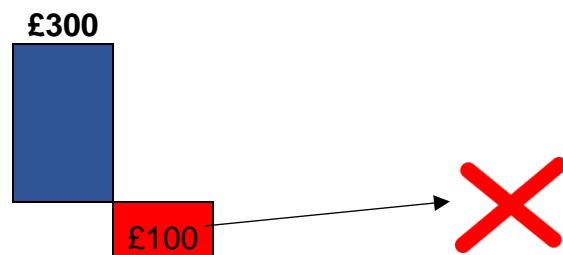
At 12 months, you will receive £200 if you weigh less than you did at the start. If you

#### Example 4

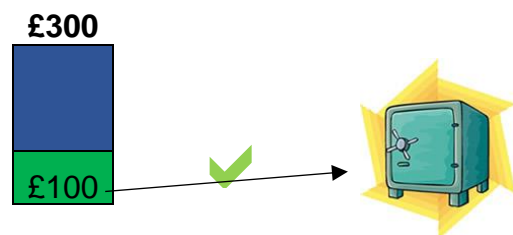
You are starting the weight loss programme and are pledged £400.



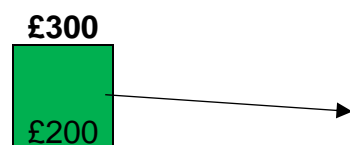
At 3 months, you are weighed and have not achieved your target ✗.



At 6 months, you are weighed and have achieved your target ✓.



At 12 months, you are weighed and have achieved your target ✓.



£100



**At 12 months, you will receive £300.**

**You will now see an example choice between two weight loss programmes.**

Please read all the weight loss programmes carefully and indicate which option you would choose. Some of the questions may seem similar, but each question is different. There are no right or wrong answers. It is your opinion that counts.

**Please compare the weight loss programmes, and tick which programme, if any, you would choose.**

To guarantee the money you will receive at 12 months your weight loss targets are:

- At 3 months you should weigh at least 5% less than your weight at the start: lose **X** lbs/kg.
- At 6 months you should weigh at least 10% less than your weight at the start: lose a further **X** lbs/ kg.
- At 12 months you should weigh at least 10% less than your weight at the start: maintain your total weight loss of **X** lbs/kg.

## EXAMPLE CHOICE

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£0 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None
Incentive at 6 months	£0 ( ✓ or ✗ )	£50 ( ✓ or ✗ )	None
Incentive at 12 months	£250 ( ✓ or ✗ )	£200 ( ✓ or ✗ )	None

In this example you have a choice between two programmes. The two programmes vary in terms of:

- The overall amount that it is pledged at the start: Programme A pledges **£250** at the start and Programme B pledges **£400** at the start.
- The way the overall money is allocated to the different weight targets at 3, 6 and 12 months. Programme A allocates all of the money to the **12 month weight target** and Programme B allocates most of the money to the **3-month and 12-month target**.

Some people may prefer to have relatively more money allocated to the 3-month weight target as this helps them to achieve the **initial weight loss** whilst others may prefer more money at 12-months to help them **maintain weight loss longer term**.

### **No weight loss programme:**

If you do not want to join either of the programmes in a question, you will have the option to choose "**No Weight Loss Programme**". By choosing "**No Weight Loss Programme**", you will not receive any of the information, pedometer, text messages and financial incentives.

**Please click 'next' to begin answering questions similar to this one.**

### **Choice 1/9**

**Please compare the weight loss programmes, and tick which programme, if any, you would choose.**

To guarantee the money you will receive at 12 months your weight loss targets are:

- At 3 months you should weigh at least 5% less than your weight at the start: lose **X** lbs/kgs.
- At 6 months you should weigh at least 10% less than your weight at the start: lose a further **X** lbs/kgs.
- At 12 months you should weigh at least 10% less than your weight at the start: maintain your total weight loss of **X** lbs/kgs.

### **Remember the following is included in all programmes:**

You will be given information on ways to lose weight such as healthy eating and being more active.

- You will be provided with a pedometer to help you monitor the number of steps you take each day.
- You will be sent text messages on your mobile phone (if you own one) to support you in your weight loss attempt.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£0 ( ✓ or ✗ )	£100 ( ✓ or ✗ )	None
Incentive at 6 months	£150 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 12 months	£250 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None

### Choice 2/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£75 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None
Incentive at 6 months	£75 ( ✓ or ✗ )	£0 ( ✓ or ✗ )	None
Incentive at 12 months	£200 ( ✓ or ✗ )	£100 ( ✓ or ✗ )	None

### Choice 3/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£0 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 6 months	£100 ( ✓ or ✗ )	£0 ( ✓ or ✗ )	None
Incentive at 12 months	£150 ( ✓ or ✗ )	£250 ( ✓ or ✗ )	None

Choice 4/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£150 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 6 months	£0 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 12 months	£250 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None

### Choice 5/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£150 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 6 months	£100 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None
Incentive at 12 months	£250 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None

### Choice 6/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£150 ( ✓ or ✗ )	£75 ( ✓ or ✗ )	None
Incentive at 6 months	£100 ( ✓ or ✗ )	£150 ( ✓ or ✗ )	None
Incentive at 12 months	£100 ( ✓ or ✗ )	£200 ( ✓ or ✗ )	None

### Choice 7/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£0 (✓ or ✗)	£75 (✓ or ✗)	None
Incentive at 6 months	£100 (✓ or ✗)	£0 (✓ or ✗)	None
Incentive at 12 months	£150 (✓ or ✗)	£250 (✓ or ✗)	None



### Choice 8/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£150 ( ✓ or ✗ )	£100 ( ✓ or ✗ )	None
Incentive at 6 months	£0 ( ✓ or ✗ )	£100 ( ✓ or ✗ )	None
Incentive at 12 months	£150 ( ✓ or ✗ )	£250 ( ✓ or ✗ )	None

### Choice 9/9

Please compare the weight loss programmes, and tick which programme, if any, you would choose.

	Weight loss programme A	Weight loss programme B	No weight loss programme
Incentive at 3 months	£100 ( ✓ or ✗ )	£0 ( ✓ or ✗ )	None
Incentive at 6 months	£75 ( ✓ or ✗ )	£0 ( ✓ or ✗ )	None
Incentive at 12 months	£150 ( ✓ or ✗ )	£250 ( ✓ or ✗ )	None

*[if always chose optout]*

**We noticed that you did not select any of the weight loss programmes on offer.**

**Was this because (tick all that apply):**

- ☐ I do not want to lose weight
- ☐ I have alternative ways to lose weight
- ☐ I do not want to receive financial incentives for weight loss
- ☐ Other (please give details) \_\_\_\_\_

**If you were to join such a weight loss programme now, how likely do you think it is that you would achieve the given weight loss targets (5% at 3 months, 10% at 6 months and 10% at 12 months when compared with your starting weight)?**

Very  
unlikely

Very  
Likely

---

1      2      3      4      5      6      7      8      9      10


**At the start and then at 3, 6 and 12 months we would like to inform you about how much money you have, based on whether or not you have achieved your weight loss targets. How would you like to receive this information?**

- ☐ By email
- ☐ Through a webpage
- ☐ By text
- ☐ By post

The programme pledges an amount upfront. We are interested in your views as to how to make this as realistic as possible.

### Which of the following formats do you prefer?

☐ Bank statement

**BANK STATEMENT**

STATEMENT 1  
DATE: 1/1/2017


**CUSTOMER**

John Smith  
1 Main Street  
London

Customer ID No. 12345

DESCRIPTION	MONEY PLEDGED	MONEY LOST	MONEY GUARANTEED
£400 pledged for participating in Weight Loss programme	£400		
3 month weight loss target			
6 month weight loss target			
12 month weight loss target			
		Total	

☐ Hypothetical cheque

**UNIVERSITY of STIRLING**

Date: 1 January 2017

Pay John Smith £400

Four hundred pounds only

☐ Facsimile banknotes



In the 12 month weight loss programme you would be weighed at a venue near to where you live to monitor your weight loss.

**What time schedule for weighing would you prefer:**

- ☐ Start, 3, 6 and 12 months
- ☐ Start, 3 and 12 months
- ☐ Start, 6 and 12 months
- ☐ Start and 12 months only
- ☐ Other (please specify) \_\_\_\_\_

The NHS currently funds treatment to help overweight people lose weight. An incentive scheme exists to make the treatment more effective. The incentive scheme rewards people every week they manage to lose a pre-defined amount of weight.

**Do you think this add-on intervention should be funded?**

Definitely yes      ☐      ☐      ☐      ☐      ☐      ☐      ☐      Definitely not

**How responsible do you think overweight people are for being overweight?**

Not at all      ☐      ☐      ☐      ☐      ☐      ☐      ☐      Entirely  
responsible      responsible

**Thank you for your help and answers so far. This is the final section of the questionnaire. We will ask you some short questions to help us understand our results. Some questions may seem quite personal. However, these questions are important and we hope that you will answer them. We promise that we will keep any information you provide securely. It will not be possible to identify you from any answers you give.**

**Which, if any, is the highest educational or professional qualification you have obtained?**

- ☐ GCSE/O-Level/CSE
- ☐ Vocational qualifications (=NVQ1+2)
- ☐ A-Level or equivalent (=NVQ3)
- ☐ Bachelor Degree or equivalent (=NVQ4)
- ☐ Masters/PhD or equivalent
- ☐ Other
- ☐ No formal qualifications
- ☐ Still studying
- ☐ Prefer not to say

**What is your household's annual income before tax and other deductions?  
Please select one option.**

1. Less than £15,000
2. £15,001-£20,000
3. £20,001-£30,000
4. £30,001-£40,000
5. £40,001-£50,000
6. £50,001-£75,000
7. £75,001-£100,000
8. Over £100,000
9. Don't know
10. Prefer not to say

**Which of the following best describes your current working status?**

- ☐ Have paid job - Full time (30+ hours per week)
- ☐ Have paid job - Part time (8-29 hours per week)
- ☐ Have paid job - Part time (Under 8 hours per week)
- ☐ Not working – house husband
- ☐ Self-employed
- ☐ Full time student
- ☐ Unemployed and seeking work
- ☐ Retired
- ☐ Not in paid work for other reason
- ☐ Not in paid work because of long term illness or disability

**What is the total number of people in your household including yourself and any children?**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9+
- ☐ Prefer not to say

**What type of accommodation do you live in?**

A whole house or bungalow that is:

- ☐ Detached
- ☐ Semi-detached
- ☐ Terraced (including end-terrace)

A flat, maisonette or apartment that is:

- ☐ In a purpose-built block of flats or tenement
- ☐ Part of a converted or shared house (including bedsits)
- ☐ In a commercial building (for example, in an office building, hotel or over a shop)

A mobile or temporary structure:

- ☐ a caravan or other mobile or temporary structure

**Does your household own or rent this accommodation?**

- ☐ Owns outright
- ☐ Owns with a mortgage or loan
- ☐ Part own and part rents (shared ownership)
- ☐ Rents (with or without housing benefit)
- ☐ Lives here rent free

*[If rents]*

**Who is your landlord?**

- ☐ Housing association, housing co-operative, charitable trust, registered social landlord
- ☐ Council (local authority)
- ☐ Private landlord or letting agency
- ☐ Employer of a household member
- ☐ Other

**In total, how many cars or vans are owned, or available for use, by members of your household? Include any company car(s) or van(s) available for private use.**

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

## **What is your ethnic group?**

### **A White**

- ☐ English / Welsh / Scottish / Northern Irish / British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background

### **B Mixed/multiple ethnic groups**

- ☐ White and black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other mixed/multiple ethnic background

### **C Asian/Asian British**

- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Any other Asian background

### **Black/African/Caribbean/Black British**

- ☐ African
- ☐ Caribbean
- ☐ Any other Black / African / Caribbean background

### **D Other ethnic group**

- ☐ Arab
- ☐ Any other ethnic group
- ☐ Prefer not to say

## **How would you describe your health in general?**



- ☐ ☐ Very Poor
- ☐ ☐ Poor
- ☐ ☐ Fair
- ☐ ☐ Good
- ☐ ☐ Very Good

**Are you currently a smoker?**

- ☐ Yes
- ☐ No
- ☐ I used to smoke, but not any more

**In a typical week, on how many days do you do *vigorous* physical activities like heavy lifting, digging, aerobics, or fast cycling?**

Vigorous physical activities are activities that take hard physical effort and make you breathe much harder than normal. Think *only* about those physical activities that you did for at least 10 minutes at a time.

\_\_\_\_\_ days per week.

**In a typical week, on how many days do you do *moderate* physical activities like carrying light loads, bicycling at a regular pace, or walking?**

Moderate activities are activities that taken moderate physical effort and make you breathe somewhat harder than normal. Think *only* about those physical activities that you did for at least 10 minutes at a time.

\_\_\_\_\_ days per week.

**In a typical week:**

- ☐ I exercise much less than I intend to
- ☐ Slightly less than I intend to
- ☐ As much as I intend to
- ☐ Slightly more than I intend to
- ☐ Much more than I intend to

Some exercise programmes motivate people by asking them to pay a cash deposit up front which they lose if they do not complete the programme.

**Would you sign up for a programme like this? (You can decide how much to deposit)**

- ☐ Yes
- ☐ No

[If yes]

**How much would you be willing to deposit? (£) \_\_\_\_\_**

**The following questions are different and may seem unusual but will help us to understand our results.**

**We will first ask you 21 hypothetical choices about getting money at different points in time. You will be asked to choose between a smaller amount sooner or a larger amount later.**

**Choices 1-7: Do you prefer a smaller amount today (within 24h) or a larger amount exactly in 1 week?**

C1	£14.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C2	£14 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C3	£13.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C4	£13 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C5	£12.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C6	£12 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week
C7	£11.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 1 week

**Choices 8-14: Do you prefer a smaller amount today (within 24h) or a larger amount exactly in 6 weeks?**

C8	£14.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C9	£14 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C10	£13.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C11	£13 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C12	£12.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C13	£12 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks
C14	£11.50 today	<input type="radio"/>	<input type="radio"/>	£15 in 6 weeks

**Choices 15-21: Do you prefer a smaller amount exactly in 6 weeks or a larger amount exactly in 7 weeks?**

C15	£14.50 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C16	£14 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C17	£13.50 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C18	£13 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C19	£12.50 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C20	£12 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks
C21	£11.50 in 6 weeks	<input type="radio"/>	<input type="radio"/>	£15 in 7 weeks

Suppose you win ten vouchers, each of which can be used (once) to receive a "dream restaurant night".

On each such night, you and a companion will get the best table and an unlimited budget for food and drink at a restaurant of your choosing. There will be no cost to you.

The vouchers are available for immediate use, starting tonight, and there is an absolute guarantee that they will be honoured by any restaurant you select if they are used within a two-year window. After two years they are valueless.

**From your current perspective, how many of the ten vouchers would you ideally like to use in year 1 as opposed to year 2?**

In year 1

*[Error message if >10]*

**Some people might be tempted to depart from their answer given in the previous question (their ideal allocation). Which of the following best describes you? Please mark only one.**

- ☐ I would be strongly/somewhat tempted to keep more vouchers for use in the second year than would be ideal
- ☐ I would have no temptation in either direction
- ☐ I would be strongly/somewhat tempted to use more vouchers in the first year than would be ideal.

*[If tempted to deviate]*

**Your ideal allocation to year 1 was X vouchers. You said that you would be tempted to depart from this ideal allocation. If you were to give in to your temptation, how many vouchers do you think you would use in year 1 instead?**

In year 1

**Thank you for taking the time to answer this questionnaire. Your responses are greatly valued.**

**If you would like to add any further comments about the survey or the questions we asked, please use the box below**

