Experiment 1 – Qualtrics export

I1 The UK health behaviours study   Welcome to the UK health behaviours study. We want to understand why people in some parts of the UK live longer than others do. (For recent information about differences in life expectancies across the UK, please see this BBC news article.)   What is involved?   We will ask you for your age, gender and location (postcode). Then we will ask you some questions about your health habits.   You must be over 18 and living in the UK to take part.   The whole survey should take no more than 5 minutes. Participation is voluntary and you are free to withdraw from the study at any time without giving a reason.   The study has ethical approval from the Newcastle University Faculty of Medical Sciences (ref: 00554). If you have any concerns about the way the study was conducted please contact either Prof Daniel Nettle (daniel.nettle@ncl.ac.uk) or the ethics committee (fmsethics@newcastle.ac.uk).   What happens to the information gathered?   The information recorded for the study is anonymous and will be kept on password-protected computers, or in a locked filing cabinet at the University. Participants will not be personally identifiable in any research papers arising from this study. We will not share your information with any third parties.   Questions? If you have any questions about the study please contact the lead researcher (below) by email or post.   Gillian Pepper Henry Wellcome Building, Newcastle University NE2 4HH Email: g.pepper@ncl.ac.uk    Thank you!

I1T Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Consent Please click next to each of the following statements to indicate that you understand them and wish to take part in the study.   Then click ">>" to continue.

* I have read and understood the information provided for the study and have seen the email address I can contact to ask questions about it. (1)
* I understand that participation in this study is entirely voluntary and I can withdraw at any time without giving any reason and without any of my rights being affected. (2)
* I understand that all electronic data created during the study will be stored in anonymised form on password-protected computers. (3)
* I understand that all the information will be treated as confidential, and that I will not be personally identified in any way. (4)
* I confirm that I wish to take part in the study. (5)

D1 Your IP address indicates that you are currently in Newcastle Upon Tyne.  We only need people who live in the UK to complete our survey. However, we understand that you may be taking the survey whilst away from home. If you are not from the UK we can still generate a code so you get credit for trying to take part, but we will not be able to use your answers as part of our study.   Do you currently live in the UK? Select your answer then click ">>" to continue.

* Yes (1)
* No (2)

If No Is Selected, Then Skip To End of Survey

D2 How old are you?

* 18 (1)
* 19 (2)
* 20 (3)
* 21 (4)
* 22 (5)
* 23 (6)
* 24 (7)
* 25 (8)
* 26 (9)
* 27 (10)
* 28 (11)
* 29 (12)
* 30 (13)
* 31 (14)
* 32 (15)
* 33 (16)
* 34 (17)
* 35 (18)
* 36 (19)
* 37 (20)
* 38 (21)
* 39 (22)
* 40 (23)
* 41 (24)
* 42 (25)
* 43 (26)
* 44 (27)
* 45 (28)
* 46 (29)
* 47 (30)
* 48 (31)
* 49 (32)
* 50 (33)
* 51 (34)
* 52 (35)
* 53 (36)
* 54 (37)
* 55 (38)
* 56 (39)
* 57 (40)
* 58 (41)
* 59 (42)
* 60 (43)
* 61 (44)
* 62 (45)
* 63 (46)
* 64 (47)
* 65 (48)
* 66 (49)
* 67 (50)
* 68 (51)
* 69 (52)
* 70 (53)
* 71 (54)
* 72 (55)
* 73 (56)
* 74 (57)
* 75 (58)
* 76 (59)
* 77 (60)
* 78 (61)
* 79 (62)
* 80 (63)
* 81 (64)
* 82 (65)
* 83 (66)
* 84 (67)
* 85 (68)
* 86 (69)
* 87 (70)
* 88 (71)
* 89 (72)
* 90 (73)
* 91 (74)
* 92 (75)
* 93 (76)
* 94 (77)
* 95 (78)
* 96 (79)
* 97 (80)
* 98 (81)
* 99 (82)
* 100 (83)

D3 Are you male or female?

* male (1)
* female (2)

D4 What is your current postcode?

P17 Thanks for submitting your information. It may take a while to match it to health data for people of your age and gender in your postcode area.    Please wait a few moments. Thank you.

P17T Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

L1 Statistics indicate that, on average, people in your postcode area (${q://QID9/ChoiceTextEntryValue}) are living longer now than they were in the year 2000. This seems to be because of improvements in road safety and reductions in violent crime. Please answer the following questions about your health.

L1T Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

M1 Statistics indicate that, on average, people in your postcode area (${q://QID9/ChoiceTextEntryValue}) die younger than people in other parts of England. This seems to be because there are higher rates of traffic accidents and violent crime than in other areas. Please answer the following questions about your health.

M1T Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

CT1 Thanks for submitting your basic information. Please answer the following questions about your health.

CT1T Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

H1 How much effort will you put into looking after your health and safety over the coming week? 0 means no effort at all, 100 means the maximum effort you could make.

\_\_\_\_\_\_ How much effort will you put into looking after your health and safety over the coming week? (1)

H2 How likely is it that you will eat 5 portions of fruit or vegetables per day over the coming week? 0 means you definitely won't eat 5 portions of fruit and veg per day, 100 means you definitely will eat 5 portions of fruits or veg per day.

\_\_\_\_\_\_ How likely is it that you will eat 5 portions of fruit or vegetables per day over the next week? (1)

H3 How likely is it that you will do 30 minutes or more of physical exercise three times over the coming week? 0 means you definitely won't do three 30-minute blocks of exercise, 100 means you definitely will.

\_\_\_\_\_\_ How likely is it that you will do 30 minutes or more of exercise three times over the next week? (1)

H4 How many units of alcohol are you likely to drink over the coming week. (One standard glass of wine or pint of lager is about 2.3 units.) If you are unsure about how many units of alcohol are in different drinks, you can calculate them here: NHS Units Calculator

PC1 Thanks for taking part in our study. To say thank you, we would like to enter you into a prize draw. There are two choices of prize available. Please select the prize you would prefer to win, then enter your email address or telephone number in the box below, so that we can contact you to organize delivery if you win.    Privacy: We will not use your contact details for any other purpose, or pass them to any third parties. Your contact details will be deleted from our records once the prize draw has taken place.    What would you prefer to win?

* A Riverford Farm Organic Fruit box worth £11. (1)
* A Thorntons Summer Chocolate Collection box worth £11. (2)

Contact If you win the prize draw, what is your preferred contact email address or phone number?

End of survey message

The health behaviours study

Thanks for taking part in this study. If you are not living in the UK we could not include you in the study, but thanks for trying to take part. You will still be awarded credit.

Your validation code for Crowdflower is 909132

The statistics we presented to you about people in your area were false. We did not tell you the true purpose of the study because we wanted you to answer our questions as honestly as possible.

The experiment was actually about whether changing people’s ideas about how long they might live alters their motivation to look after their health. You will have been told that people of your age, living in your area, are living longer than others in the UK, or that they are dying younger than others in the UK are. This was not real information.

We expect the experiment to have had a short-term influence on your motivation to look after your own health. However, this effect should not be long lasting. If you feel that you have been unduly affected by your experience of this study, please contact Prof Daniel Nettle on +44 (0)191 222 8993 or daniel.nettle@ncl.ac.uk

If you want to know more about our reasons for running study you might wish to read the following paper:

Nettle, D. (2010). Why are there social gradients in preventative health behavior? A perspective from behavioral ecology PLoS ONE 5(10): e13371: Link to paper PDF

If you have any questions about the study please email g.pepper@ncl.ac.uk