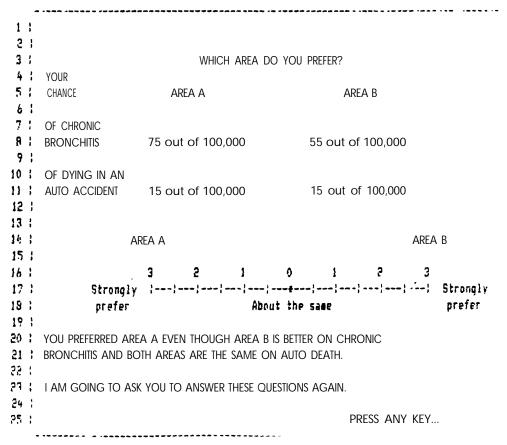
```
1 :
2 ;
     Remember that CURRENTLY
3 :
      -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
      -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 %
6 :
                          WHICH AREA DO YOU PREFER?
7 : YOUR
8 : CHANCE
                     area a
                                               AREA B
9 ;
10 : OF CHRONIC
                 75 out of 100,000
!! : BRONCHITIS
                                         55 out of 100,000
12 :
13 ; OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000 16 out of 100,000
15 1
16.1
17 :
               area a
                                                         AREA B
18 :
                          2 1 0
                                            1
19 |
                                                    2
         Strongly |---|--|--| Strongly
20 :
          prefer
21 :
                                  About the same
                                                              prefer
22 :
23 :
24 1
              MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1 :
? Remember that CURRENTLY
3 : -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4: -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5
                          WHICH AREA DO YOU PREFER?
6!
7 ; YOUR
S : CHANCE
                     area a
                                               area b
9 ;
10 : OF CHRONIC
BRONCHITIS
                  75 out of 100,000
                                         55 out of 100,000
12 :
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000 15.6 out of 100,000
15 !
16 :
17 ;
                                                         AREA B
                 AREA A
18 :
19 1
                   3 2 1
         Strongly ;---:--: Strongly
20 !
21 1
          prefer
                                                              prefer
                                 About the same
: 25
23 :
29 ;
              MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

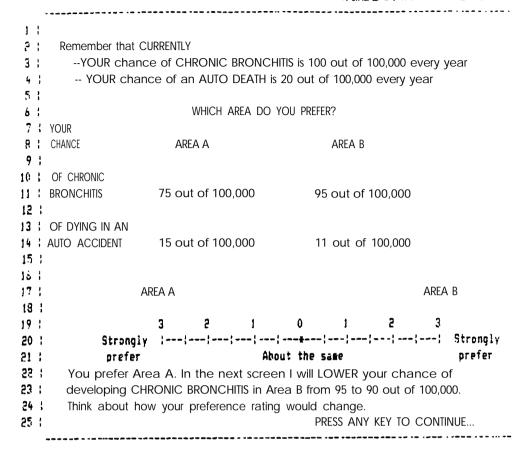
```
1 1
 2 :
     Remember that CURRENTLY
 3 : -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4 : -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
 5 :
 6:
                          WHICH AREA DO YOU PREFER?
 7 YOUR
8 : CHANCE
                    area a
                                              AREA B
 9;
10 : OF CHRONIC
BRONCHITIS
                  75 out of 100,000
                                        55 out of 100,000
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000 15.3 out of 100,000
16 1
17 1
                area a
                                                       area b
18 :
19 ;
                   3 ? 1
        Strongly (---(---: Strongly
20 !
21 :
          prefer
                                About the same
                                                            prefer
22 :
23 :
24 ;
             MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO..,
25 1
```

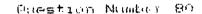
```
1:
? : Remember that CURRENTLY
3 : -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 1
                         WHICH AREA DO YOU PREFER?
6 :
7 : YOUR
? : CHANCE
                   area a
                                            AREA B
9 ;
10 : OF CHRONIC
11 BRONCHITIS
                                      55 out of 100,000
                  75 out of 100,000
12 :
13 : OF DYING IN AN
4 AUTO ACCIDENT
                  15 out of 100,000
                                 15.1 out of 100,000
15 1
16 1
17 1
                area a
                                                     AREA B
13 :
19 1
                        ş
                             1 0
       Strongly :---:--:--:--:---:---:---:--: Strongly
26 (
21 :
         prefer
                               About the same
                                                          prefer
35 ;
23 ;
24 :
             MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

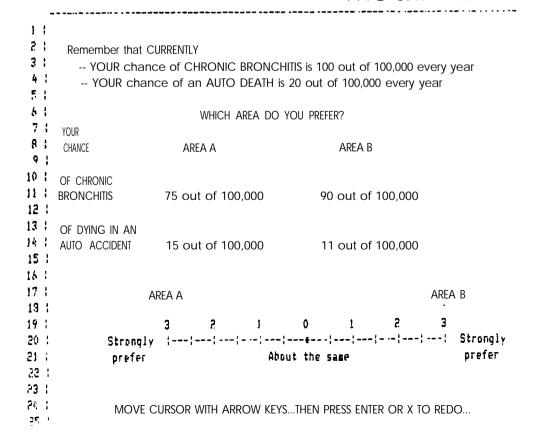


```
1 1
 2 :
           THANK YOU . . .
 3 ;
 4!
 5 1
             IN THE NEXT SECTION I WILL ASK YOU SIMILAR QUESTIONS EXCEPT...
 6 :
 7-1
 8 :
 9 1
             YOU will be WORSE OFF in Area B on CHRONIC BRONCHITIS,
16 :
11:
             BUT YOU will be BETTER OFF on FATAL AUTOMOBILE ACCIDENTS.
12 :
13 1
14 :
15 1
16 :
17 1
                                       PRESS ANY KEY...
18 :
19 !
20 :
21 1
: 55
23 :
24 :
25
```

```
1 1
? : Remember that CURRENTLY
3 : -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 !
      -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5.4
6 !
                      WHICH AREA DO YOU PREFER?
7 : YOUR
                  area a
8 : CHANCE
                                         area b
9 :
10 : OF CHRONIC
11 : BRONCHITIS 75 out of 100,000 95 out of 100,000
13 :
13 ! OF DYING IN AN
$4 AUTO ACCIDENT 15 out of 100,000 11 out of 100,000
15 :
16 1
17 1
                                                    AREA B
            AREA A
18 :
                  19 ;
      Strongly |---|--|--|---|---|---|---|---| Strongly
20 :
                               About the same
21 :
         prefer
                                                           prefer
23 :
23 :
24 1
           MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
25 :
```







```
1 !
2 ; Remember that CURRENTLY
3; -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
     -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5
6 1
                        WHICH AREA DO YOU PREFER?
7 : YOUR
F: CHANCE
                    area a
                                            AREA B
9 !
10 + OF CHRONIC
11 BRONCHITIS
                 75 out of 100,000
                                         85 out of 100,000
12 !
13 : OF DYING IN AN
15 aut of 100,000 11 out of 100,000
15 !
16 1
17 1
                area a
                                                         AREA B
18 :
19 ;
                        2 1
           Strongly |---|--| Strongly | Strongly |---|--|
20 !
            prefer
21 :
                                  About the same
                                                              prefer
22 ;
23 ;
24 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
25 :
```

```
1:
? Remember that CURRENTLY
3: -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 !
       -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 :
                          WHICH AREA DO YOU PREFER?
6 1
 7 YOUR
€ : CHANCE
                     area a
                                               AREA B
9 ;
10 ; OF CHRONIC
11 BRONCHITIS
                   75 out of 100,000
                                            80 out of 100,000
12 :
13 ! OF DYING IN AN
1: AUTO ACCIDENT
                     15 out of 100,000
                                            11 out of 100,000
15 (
16 :
17 :
                  area a
                                                             AREA B
18 :
19 :
                     3 ? 1
       Strongly |---:--:--:--:--:--:--:--:--:--:--: Strongly
20 :
           prefer
21 1
                                    About the same
                                                                   prefer
22 ;
23 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
29 :
```

```
1 :
2: Remember that CURRENTLY
    -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 ;
       -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 !
6 1
                       WHICH AREA DO YOU PREFER?
7 : YOUR
? : CHANCE
                                            AREA B
                    area a
9 ;
10 : OF CHRONIC
                  75 out of 100,000
! BRONCHITIS
                                        77 out of 100,000
12 !
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000
                                   11 out of 100,000
15 :
18 :
17 :
                                                         AREA B
                 area a
18:
                                                    5
                            1
19 ;
                                       0 1
           20 :
21 :
                                  About the same
                                                              prefer
            prefer
35 ;
23 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
24 (
25 1
```

```
1 1
 ? : Remember that CURRENTLY
     -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4: -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
 5 ;
 6 1
                       WHICH AREA DO YOU PREFER?
 7 ; YOUR
 8 : CHANCE
                     area a
                                             AREA B
 9 :
10 : OF CHRONIC
!! : BRONCHITIS
                  75 out of 100,000
                                         75 out of 100,000
12 :
13 ! OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000
                                         11 out of 100,000
15 :
16 1
17 (
                                                          AREA B
                 area a
19 ;
                         2 1
19 ;
           Strongly (---:--: Strongly
20 (
          prefer
                                 About the same
21 :
22 :
: 65
26
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1:
 5 ;
 3 :
 5 :
 6 !
                           WHICH AREA DO YOU PREFER?
 7 : YOUR
 8 : CHANCE
                      area a
                                                area b
 9 :
10 : OF CHRONIC
11 BRONCHITIS
                    75 out of 100,000
                                              95 out of 100,000
12 :
13 : OF DYING IN AN
14 ; AUTO ACCIDENT
                                              11 out of 100,000
                     15 out of 100,000
15 :
16 1
17 ;
                                                               ARE4 B
                   AREA A
18 :
                            2 1
19 :
            Strongly :---: Strongly
: 05
21 :
             prefer
                                     About the same
                                                                     prefer
22 ;
       You prefer Area B. In the next screen, I will now INCREASE your chance
; FS
       of an AUTO DEATH in Area B from 11 to 12 out of 100,000. Think about
24 '
       how your preference rating would change.
25 :
                                         PRESS ANY KEY TO CONTINUE
```

```
1:
? Remember that CURRENTLY
3 . -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4 : -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
F }
                        WHICH AREA DO YOU PREFER?
6:
7; YOUR
8 : CHANCE
                    area a
                                            AREA B
9:
10 : OF CHRONIC
## BRONCHITIS 75 out of 100,000
                                         95 out of 100,000
12 :
13 : OF DYING IN AN
14 AUTO ACCIDENT 15 out of 100,000
                                       12 out of 100,000
15 1
16 1
17.1
                area a
                                                         AREA B
13 :
                         2 1
19 ;
                                       0 1 2 3
           Strongly (---!---!---!---!---!---! Strongly
20 ;
           prefer
                                  About the same
21 :
                                                              prefer
1 55
23 :
24 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1:
? : Remember that CURRENTLY
3 : -- YOUR chance of CHRONIC BRONCHITIS IS 100 out of 100,000 every year
 4 ;
      -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
 5 :
5 ;
                        WHICH AREA DO YOU PREFER?
 7 : YOUR
S : CHANCE
                    area a
                                             AREA B
 9 :
16: CHRONIC
11 BRONCHITIS 75 out of 100,000 95 out of 100.000
12 :
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000
                                         13 out of 100,000
15 1
16 1
17 1
                 AREA A
                                                          AREA B
18 :
                          2 1 0 1 2
19 ;
20 ;
           Strongly :---: Strongly Strongly
2: :
            prefer
                                 About the same
                                                               prefer
32 !
27 1
24
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1 !
?: Remember that CURRENTLY
    -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 :
 6:
                        WHICH AREA DO YOU PREFER?
7 : YOUR
8 : CHANCE
                    area a
                                            AREA B
9 ;
10 ! OF CHRONIC
ii : BRONCHITIS 75 out of 100,000
                                         95 out of 100,000
12 !
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000
                                         14.4 out of 100,000
15 1
16 1
17 :
                                                        AREA B
                area a
18 :
                      ? 1 0 1 2 3
19 :
20 :
           Strongly |---|--| Strongly
                                  About the same
21 :
22 !
23 1
24 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1 :
Remember that CURRENTLY
3 ;
     -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 :
     -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 1
6 !
                      WHICH AREA DO YOU PREFER?
7 : YOUR
8 CHANCE
                   area a
                                          area b
9 !
10 : OF CHRONIC
11 : BRONCHITIS 75 out of 100,000 95 out of 100,000
12 :
13 : OF DYING IN AN
14 | AUTO ACCIDENT | 15 out of 100,000
                                       14.9 out of 100,000
15 :
16 ;
17 :
                                                       AREA B
              area a
19 :
                  3 2 1 0 1 2 3
19 1
        Strongly |---|--|--| Strongly
20 :
21 :
           prefer
                                 About the same
                                                            prefer
22 :
23 :
54 1
           MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
```

```
1 ;
2 1
                       WHICH AREA DO YOU PREFER?
 3 : YOUR
4 : CHANCE
                    area a
                                          area b
 5 :
 & ! OF CHRONIC
? : BRONCHITIS
                  75 out of 100,000
                                       95 out of 100,000
8 ;
9 : OF DYING IN AN
10 : AUTO ACCIDENT 15 out of 100,000 15 out of 100,000
11 :
12 :
13 :
                area a
                                                         area b
14 :
15 :
                   3 2 1 0 1 2
16 : Strongly :---:--: Strongly

About the same nrefer
          prefer
                                  About the same
17 1
                                                              prefer
18 :
19:
20 :
    YOU PREFERRED AREA B EVEN THOUGH AREA A IS BETTER ON CHRONIC
21 !
      BRONCHITIS AND BOTH AREAS ARE THE SAME ON AUTO DEATH.
33 :
23 ;
    I AM GOING TO ASK YOU TO ANSWER THESE QUESTIONS AGAIN.
24 1
25 :
                                               PRESS ANY KEY...
```

1: 2 : 3 ; Areas differ not only in YOUR chance of getting 4 ; 5 ; CHRONIC BRONCHITIS, but also in your COST OF LIVING. 6: 7 1 8 ! 9 ; In this section, I will ask you to compare AREA A 10 1 11 ; and AREA B which differ only in: 12 : 13 : 16 1 * YOUR chance of developing CHRONIC BRONCHITIS 15 1 16 : YOUR COST OF LIVING 17 : 18 : 19 1 50 1 PRESS ANY KEY... 21 1 53 . 23 ; 24 1 25.3

Question Number 79

1: 2 ! 3 ; By your COST OF LIVING I mean how much you pay for the things 4 ; 5 ! 8 : you buy every year. For example, an increase of \$100 in the 7 : 8 ; cost of living means that to get the same things you 9 ; 16 ! enjoy today, you would have to pay an extra \$100 per year. 11 : 12 1 13 ! I will ask you to indicate your preferences for living in 16 ; 15 1 16 : areas that differ from your current area in your chance of 17 : 18 : getting CHRONIC BRONCHITIS and in your COST OF LIVING. 19 1 20 : : 15 32 : PRESS ANY KEY... 23 : 20 : Se ;

1: 3 ; Remember that CURRENTLY 3 : --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year 5 ; WHICH AREA DO YOU PREFER? 7 ! 8 ; AREA A AREA B 9: 10 : YOUR CHANCE 11 : OF CHRONIC 17 : **BRONCHITIS** 75 out of 100,000 55 out of 100,000 13 : 14 : same as your YEARLY COST 15 : OF LIVING current level \$30 HIGHER 16 1 17 1 AREA B 18 : 5 1 19 : Strongly !---!--: Strongly 20 : About the same 2: : 25 ; You prefer AREA B. In the next section, I will RAISE your 23 : chance of CHRONIC BRONCHITIS in AREA B from 55 to 60 out of 100,000. 24 ; Think about how your preference rating will change. PRESS ANY KEY TO CONTINUE...

```
1:
2 :
          Remember that CURRENTLY
3 ;
            -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 :
5 1
61
                              WHICH AREA DO YOU PREFER?
7:
8 1
                         area a
                                                  AREA B
9 !
       YOUR CHANCE
10 :
        OF CHRONIC
11 :
       BRONCHITIS 75 out of 100,000
12 :
                                             60 out of 100,000
13 :
14 ;
      YEARLY COST same as your
15 :
       OF LIVING
                     current level
                                            $80 HIGHER
16 1
17 1
               area a
                                                                   area B
18 :
             Strongly :---: Strongly :---: Strongly
19 1
20 !
              prefer
                                      About-the same
21 :
22 ;
                   MOVE CURSOR WITH ARROW KEYS, THEN PRESS ENTER OR X TO REDO ...
23 :
24 !
25 !
```

```
1:
2 ;
          Remember that CURRENTLY
 3 ;
            YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 5 :
                             WHICH AREA DO YOU PREFER?
                        area a
                                                 AREA B
10 :
      YOUR CHANCE
11 :
       OF CHRONIC
18 1
                     75 out of 100,000
       BRONCHITIS
                                          65 out of 100,000
13 :
     YEARLY COST
14 :
                     same as your
15 :
      OF LIVING
                     current level
                                            $80 HIGHER
16 1
17 :
              AREA A
                                                                 AREA B
18 :
                            5
            Strongly :---:--: Strongly
19:
                                                                  grefer
20 :
             prefer
                                     About the same
: 15
22 :
                  MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
53 ;
24 :
```

```
Question Number 104
```

```
1:
 2 :
        Remember that CURRENTLY
          --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 3 !
 4 ;
 5 :
                           WHICH AREA DO YOU PREFER?
 6 :
 7 :
                      area a
 8 :
                                           area b
 9:
10 1
      YOUR CHANCE
11 :
       OF CHRONIC
13 :
       BRONCHITIS 75 out of 100,000
                                       70 out of 100,000
13 :
14 :
      YEARLY COST same as your
15 :
      OF LIVING current level
                                       $80 HIGHER
18 :
           AREA A
17 1
                                                            AREA B
                         2 1
18 :
          Strongly :---: Strongly
19 :
20 :
           prefer
                                 About the same
                                                             prefer
21 :
22 :
                 MOVE CURSOR WITH ARROW FEYS, THEN PRESS ENTER OR X TO REDO...
23 :
24 :
25 :
```

```
1:
 2 :
          Remember that CURRENTLY
 3 ;
          -YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4 ;
 5 :
 6 :
                           WHICH AREA DO YOU PREFER?
 7:
 8;
                       area a
                                             area b
 9 :
10 :
      YOUR CHANCE
11 :
       OF CHRONIC
12 :
       BRONCHITIS 75 out of 100,000 72 out of 100,000
13 1
14 1
      YEARLY COST same as your
15 :
       OF LIVING current level
                                         $80 HIGHER
16 1
17 :
                                                             AREA B
              area a
13 :
                         2 1
                                             1 2
19:
            Strongly :---: Strongly
            prefer
: 05
                                   About the same
21 :
?2 :
                 MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
53 :
24 1
```

י שר

```
1 :
2 :
         Remember that CURRENTLY
           --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
3 :
4 :
5 !.
                          WHICH AREA DO YOU PREFER?
                      area a
                                           AREA B
9 :
10 ;
     YOUR CHANCE
11 :
      OF CHRONIC
      BRONCHITIS 75 out of 100,000
                                      73 out of 100,000
15 ;
13 ;
14 :
    YEARLY COST same as your
      OF LIVING current level
15 |
                                    $80 HIGHER
16 :
17 :
            area a
                                                           AREA B
                         2 1 0 1 2
13 :
19 :
          Strongly !---!---: Strongly
           prefer
20 :
                                 About the same
21 :
                MOVE CURSOR WITH ARROW KEYS, THEN PRESS ENTER OR X TO REDO...
55 ;
23 :
24 :
25 ;
```

```
1:
2 ;
         Remember that CURRENTLY
3 :
           --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
5 :
                          WHICH AREA DO YOU PREFER?
                      AREA A
                                            area B
9 :
10 ;
     YOUR CHANCE
11 :
      OF CHRONIC
                  75 out of 100,000 74 out of 100,000
17
     BRONCHITIS
13 :
14 :
     YEARLY COST same as your
15 !
      OF LIVING current level
                                       $80 HIGHER
15 :
17 1
                                                           AREA B
             area a
                         2 1
                                      0 1
                                                   2
18 :
          Strongly :---:--: Strongly
19 !
                                                            prefer
20 :
           prefer
                         About the same
21 !
                MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDU...
23 :
23 1
26 :
```

```
1 :
 2 !
        Remember that CURRENTLY
         --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 3 ;
 4 :
 5 !
 5 :
                          WHICH AREA DO YOU PREFER?
 7 :
                      AREA A
 3 :
                                          area b
 9;
10 :
     YOUR CHANCE
11 : OF CHRONIC
12:
     BRONCHITIS 75 out of 100,000
                                     75 out of 100,000
13 :
14 ;
    YEARLY COST same as your
15 : OF LIVING current level
                                      $80 HIGHER
18.1
17 1
             area a
                                                          area b
13 :
             3
          Strongly |---|---| Strongly
19 :
20 |
                                 About the same
21 :
                MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
22 ;
23 ;
34 }
25 !
```

-Question Number (0)7

```
1 ;
 2 ;
                           WHICH AREA DO YOU PREFER?
 3 :
 4 ;
                       area a
                                              area b
 5 :
 5;
     YOUR CHANCE
 ? :
      OF CHRONIC
2 ;
      BRONCHITIS 75 out of 100,000 75 out of 100,000
 9:
10 :
      YEARLY COST same as your
11 :
       OF LIVING current level
                                        $80 HIGHER
12:
13:
              area a
                                                              AREA B
                           1 5
                                               1 2
14 :
            Strongly :---:--: Strongly
15 1
                                  About the same
16 :
             prefer '
                                                               prefer
17 :
18 !
       YOU PREFERRED AREA B EVEN THOUGH AREA A HAS A LOWER COST OF LIVING
19 :
: 05
       AND BOTH AREAS ARE THE SAME ON CHRONIC BRONCHITIS.
21 :
22 :
       I AM GOING TO ASK YOU TO ANSWER THESE QUESTIONS AGAIN.
23 :
24 :
                                                PRESS ANY KEY...
25 :
```

1: Remember that CURRENTLY 2 ; --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year 3 : 4 1 5 : WHICH AREA DO YOU PREFER? area a AREA B 9 ; YOUR CHANCE 10 : OF CHRONIC 11 : 75 out of 100,000 12.1 BRONCHITIS 55 out of 100,000 13 1 14 1 YEARLY COST same as your 15 1 OF LIVING current level \$80 HIGHER 16 1 17 1 area a 2 1 0 1 2 3 13 : Strongly !---!--!--!--!--!--!--! Strongly 19 1 About the same grefer ' 20 : 21 : You prefer AREA A. In the next section, I will LOWER your 55 : COST OF LIVING in AREA B from \$80 to \$70 per year. Think 23 : 24 ; about how your preference will change. PRESS ANY KEY TO CONTINUE... 25 :

Remember t	hat CUF	RENTLY					
YOUR c	chance	of CHR	ONIC BRO	ONCHITIS	is 100 ou	ut of 100,	000 every yea
		WHI	CH AREA I	OO YOU P	REFER?		
	А	rea a			area i	3	
YOUR CHANCE							
OF CHRONIC							
BRONCHITIS	75 ou	ut of 100	0,000	55	out of 1	00,000	
YEARLY COST	same	as your					
OF LIVING	curre	nt leve	el .	\$70) HIGHER		
AREA							area b
				0		Ś	3
Strongly	/	}	}}	t }		!	!·! Strongly
prefer			Ab	out the s	386		prefer
Ħſ	IVE CUR	SOR WITH	H ARROW I	CEYS. THE	N PRESS	ENTER OF	R X TO REDO

```
1 ;
5 !
         Remember that CURRENTLY
 3 :
           --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000
                          WHICH AREA DO YOU PREFER?
                      AREA A
8 !
                                            AREA B
9 !
10 1
      YOUR CHANCE
11 !
       OF CHRONIC
12 :
       BRONCHITIS
                   75 out of 100,000
                                       55 out of 100,000
13 :
14
     YEARLY COST
                   same as your
15
      OF LIVING
                   current level
                                      $60 HIGHER
16 1
1? :
             AREA A
                                                            AREA B
                         s ;
18 :
19 1
           Strongly :---:--: Strongly
1 05
                                  About the same
21 :
                MOVE CHRSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
22 !
23 :
26 1
25 1
```

```
1:
 2 :
          Remember that CURRENTLY
 3 !
            --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 5 !
                             WHICH AREA DO YOU PREFER?
                         area a
8 ;
                                                 AREA B
 9 !
10 :
       YOUR CHANCE
       OF CHRONIC
11 1
12 :
       BRONCHITIS
                     75 out of 100,000
                                             55 out of 100,000
13 !
14 ;
      YEARLY COST
                     same as your
15 :
       OF LIVING
                     current level
                                           $50 HIGHER
16 1
17
               area a
                                                                  area b
18 !
                            2
                                  1
19 1
             Strongly !---!--!--!--: Strongly
20 :
              prefer
                                     About the same
                                                                   prefer
21 :
                  MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
22 :
23 :
26 1
25 :
```

```
1 1
2 :
          Remember that CURRENTLY
           --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 3 !
4 ;
 5 !
                            WHICH AREA DO YOU PREFER?
6:
7 :
                        area a
8 :
                                               AREA B
9 !
      YOUR CHANCE
10 :
11 !
       OF CHRONIC
       BRONCHITIS
12 :
                    75 out of 100,000 55 out of 100,000
13 :
14 ;
     YEARLY COST
                    same as your
                                         $40 HIGHER
15 1
       OF LIVING
                    current level
16 :
17 1
              area a
                                                               AREA B
                                              1 3
18 :
                           3
            Strongly |---|--|--| Strongly
19 :
1 05
             prefer
                                    About the same
2; ;
22 :
                  MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
53 ;
24 :
25 1
```

```
1;
2 !
          Remember that CURRENTLY
3 !
            --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 ;
5 :
                            WHICH AREA DO YOU PREFER?
61
7 :
8 1
                        area a
                                               AREA B
9 :
      YOUR CHANCE
10 :
11 :
       OF CHRONIC
12 :
       BRONCHITIS
                    75 out of 100,000 55 out of 100,000
13:
14 1
      YEARLY COST
                    same as your
                                           $30 HIGHER
15 :
        OF LIVING
                    current level
16 1
17 :
              area a
                                                                AREA B
18 :
                                         Û
                                                1
                           3
                                  1
            Strongly !---!--! Strongly
19 1
1 05
             prefer
                                    About the same
21 :
                  MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDD...
25 1
23 1
24 1
25 !
```

1	;									
'n	;	Remember t	hat CUI	RRENTLY						
3	;	YOUR c	hance	of CHR	ONIC B	RONCHI	TIS is 100	out of 10	00,000 e	every year
ģ	;									
5	1									
٤	;			WHIC	CH AREA	DO YOU	PREFER?			
7	i									
9	;		AF	rea a			AREA	В		
9	;									
10	;	YOUR CHANCE								
11	;	OF CHRONIC								
17	;	BRONCHITIS	75 ou	t of 100	0,000	55	out of	100,000		
13	1									
14	;	YEARLY COST	same a	as your						
15	;	OF LIVING	curre	nt level		\$20	HIGHER			
16	;									
17	;	area a							AR	EA B
18	1		3	2	1	0	1	2	3	
19	;	Strongly	{}-	;;	}		;	;;;	: St:	rongly
20	1	prefer			Ab	out the :	326		Ď.	refer
21	;									
25	j	HO	VE CURS	OR WITH	ARROW !	CEYS, THE	N PRESS	ENTER OR	X TO RE	Pn
53	1									
24	;									
25	;									

```
1 :
2 :
       Remember that CURRENTLY
3 !
          --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
                           WHICH AREA DO YOU PREFER?
7 1
                       area a
8 :
                                             area b
9 :
10 :
     YOUR CHANCE
11 1
      OF CHRONIC
12 :
      BRONCHITIS 75 out of 100,000 55 out of 100,000
13 :
14 1
     YEARLY COST same as your
15 :
       OF LIVING current level
                                        $10 HIGHER
16 1
                                                            area b
17 1
            area a
                                            1 2
                          5
18 :
           Strongly !---!--: Strongly
19 1
           prefer
                                                              prefer
1 05
                                  About the same
21 :
                 MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
22 :
23 1
29 ;
25 :
```

1; 2 : Remember that CURRENTLY 3 ! --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year 4 : 5 1 WHICH AREA DO YOU PREFER? 7: 8 : area a AREA B 9 : 10 ; YOUR CHANCE 11 : OF CHRONIC 12 ! BRONCHITIS 75 out of 100,000 55 out of 100,000 13 ; 14 : YEARLY COST same as your same as your current level 15 : OF LIVING current level 16 1 17: area b 18 : 2 1 Strongly (---)--- Strongly 19 : prefer prefer About the same 20 : 21 : MOVE CHRSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO... 22 : 23 1 24 : 25 ;

```
1 :
2 !
3 ;
4 ;
                        area a
                                              area b
 5 !
6 ! YOUR CHANCE
7 CHRONIC
§ 1 BRONCHITIS 75 out of 100,000 55 out of 100,000
 9 !
10: YEARLY COST same as your
11: OF LIVING current level
                                          $80 HIGHER
12 :
13 :
16 1
15: Now I want to ask you the same question in a different way...
15 :
17 :
                  WHICH AREA DO YOU PREFER?
18 :
19 :
                        1 AREA A
20 1
21 :
                       2 AREA B
55 ;
23 :
                        3 I PREFER BOTH AREAS EQUALLY
24 :
25
                                       PRESS THE NUMBER OF YOUR ANSWER...
```

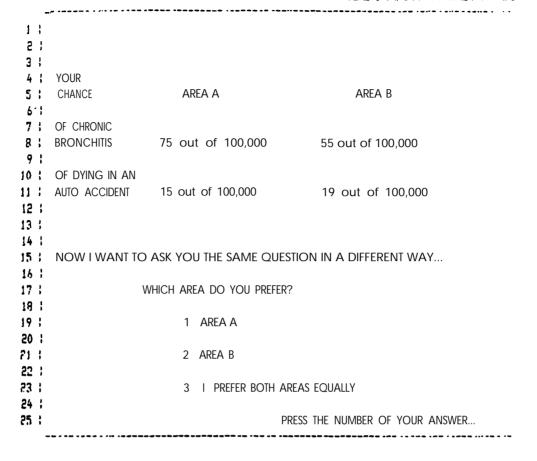
```
1:
2 ;
          Remember that CURRENTLY
3 :
            --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 1
5 ;
                         BY HOW MUCH DO YOU PREFER AREA A?
6 1
7:
8 :
                                                 AREA B
                        area a
9:
10 ;
      YOUR CHANCE
11 :
       OF CHRONIC
                   75 out of 100,000
12 :
       BRONCHITIS
                                            55 out of 100,000
13 :
14 :
      YEARLY COST
                     same as your
15 :
      OF LIVING
                     current level
                                            $80 HIGHER
16 :
17 :
               AREA A
                                                                  area b
18 !
             Strongly :---: Strongly
19 :
              prefer
                                     About the same
20 :
21 :
                  MOVE CURSOR WITH ARROW KEYS, THEN PRESS ENTER OR X TO REDO...
55 ;
33 :
24 !
25 :
```

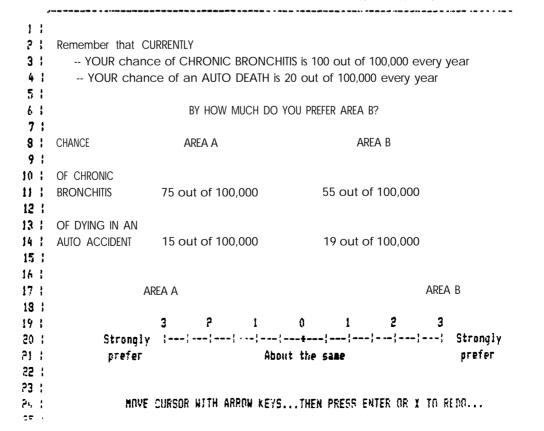
```
1 :
2:
          Remember that CURRENTLY
3 :
            --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4
5 1
6:
                             WHICH AREA DO YOU PREFER?
7 1
8 ;
                         area a
                                                  AREA B
9 :
10 :
      YOUR CHANCE
11 :
       OF CHRONIC
12 :
       BRONCHITIS
                     75 out of 100,000
                                             55 out of 100,000
13 :
14 :
      YEARLY COST
                    same as your
15 :
      OF LIVING
                     current level
                                             $80 HIGHER
15 1
17 :
                                                                   AREA B
               area a
                                                         5
                            2
                                           0
19 :
                                    1
                                                  1
             Strongly :---:--: Strongly
19:
                                                                    prefer
20 :
                                      About the same
              prefer
21 :
55 ;
          You prefer AREA A. In the next section, I will LOWER your
23 |
          COST OF LIVING in AREA B from $80 to $70 per year. Think
24 :
          about how your preference will change.
                                      PRESS ANY KEY TO CONTINUE...
```

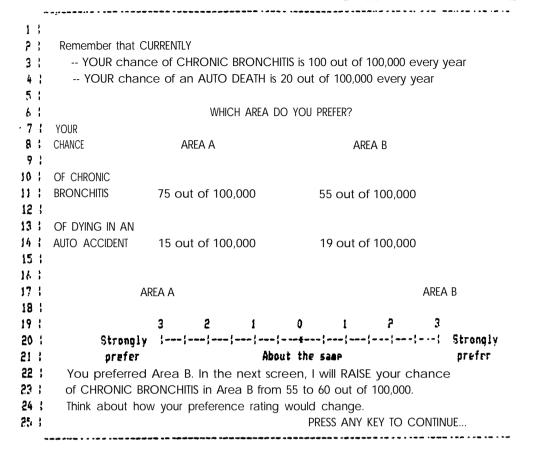
```
Question Number 124
```

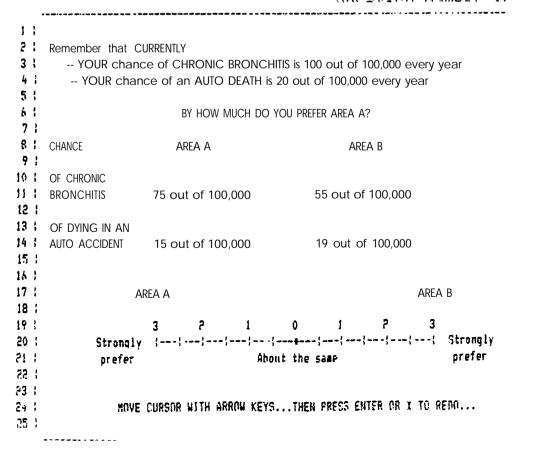
```
1:
2 :
         Remember that CURRENTLY
          --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
3 :
4 !
5 :
6 1
                       BY HOW MUCH DO YOU PREFER AREA B?
7:
8 :
                      AREA A
                                           AREA B
9 :
10 1
    YOUR CHANCE
11 :
    OF CHRONIC
12 ;
     BRONCHITIS 75 out of 100,000 55 out of 100,000
13 !
14: YEARLY COST same as your
15: OF LIVING current level
                                      $80 HIGHER
16.1
17 1
             area a
                                                          AREA B
                                           1 2
18 :
                         2 1
                                      0
19 :
           Strongly :---:--: Strongly
20 :
                                .About the same
21 :
23 !
                MOVE CURSOR WITH ARROW KEYS. THEN PRESS ENTER OR X TO REDO...
23 ;
24 :
25 1
```

```
1:
2 :
          Remember that CURRENTLY
3 ;
          --YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
4 ;
 5 !
6:
                             WHICH AREA DO YOU PREFER?
7 1
8;
                        area a
                                                AREA B
9;
10 ;
     YOUR CHANCE
11 1
     OF CHRONIC
12 :
      BRONCHITIS 75 out of 100,000
                                           55 out of 100.000
13 :
14:
     YEARLY COST same as your
15 : OF LIVING
                  current level
                                            $80 HIGHER
16 1
17 1
                                                                AREA B
              AREA A
18 :
                            2
                                 1
                                                 1
                                                      2
             Strongly !---!--: Strongly
19 !
                                                                  prefer
20 :
              prefer
                                   About the same
21 :
22 :
         You prefer AREA B. In the next section, I will RAISE your
23 :
         chance of CHRONIC BRONCHITIS in AREA B from 55 to 60 out of 100,000.
26 :
         Think about how much your preference rating will change.
35 1
                                  PRESS ANY KEY TO CONTINUE...
```









1 ;									
2 :	Remember that C	URRENTL	Υ						
3 ;	YOUR chan	ce of C	HRONIC	BRONC	HITIS is 10	00 out of	100,000 €	every ye	ear
4 ;	YOUR chan							, ,	
5 :									
6 1			WHIC	CH ARFA	DO YOU	PRFFFR?			
7 1	YOUR								
8 ;	CHANCE	А	REA A			ΔR	EA B		
9 ;	011/11/02					7 11 1			
10 ;	OF CHRONIC								
11 1		75 OI	ut of 100	000		55 out o	f 100 000)	
12 :	DICONCTINIS	70 00	11 01 100	,,000		33 Out 0	1 100,000	,	
	OF DYING IN AN								
14 ;		15.01	ıt of 100	000		10 out 0	sf 100 000	1	
15 ;	AUTO ACCIDENT	13 00	וניטו וטנ	,,000		19 Out C	1 100,000	,	
16 1									
17 :	٨	REA A						AREA	D
18 :	A	KLA A						AREA	D
19 1		3	2	•	۸	1	2	3	
20 1	Strongly	_				-;;			Strongly
21 :	prefer	, ,	•		out the		' '	, ,	prefer
	•								•
55 ;	Tou picici A	rea A.	In the n	ext scre	en, I wil	I DECREA	ASE your	chanc	e
53 ;	of an AUTO [DEATH in	n Area E	3 from 1	9 to 18	out of 10	0,000. Th	าink ab	out
24 ;	how your pre	ference	rating \	would cl	nange				
25 :						SS ANY KE	Y TO CON	ITINUE	

```
1 :
  2 !
  3 :
. 4 ! YOUR
                         area a
 5 CHANCE
                                                      area b
  $ !
 7 • OF CHRONIC
 8: BRONCHITIS 75 out of 100,000 95 out of 100,000
  9 :

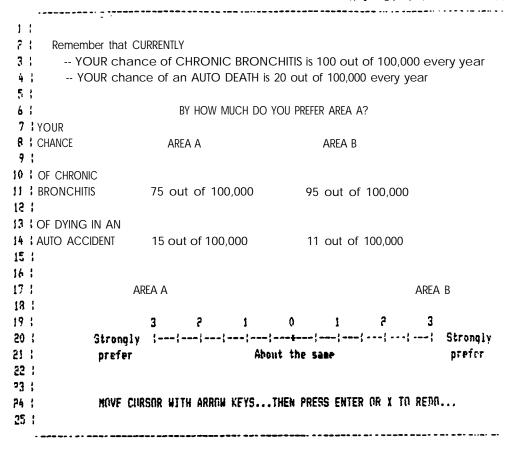
        10 : OF DYING IN AN

        11 : AUTO ACCIDENT
        15 out of 100,000
        11 out of 100,000

 12 :
 13 1
 15: Now I want to ask you the same questions in a different way...
 15 :
                      WHICH AREA DO YOU PREFER?
 17 1
 18 ;
 19:
                            1 Area a
 30 ;
 21 !
                           2 AREA B
 : 55
 23 :
                             3 I PREFER BOTH AREAS EQUALLY
 24 :
 25
                                               PRESS THE NUMBER OF YOUR ANSWER...
```

```
1 :
2 :
     Remember that CURRENTLY
     -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4 ;
       -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 1
                        BY HOW MUCH DO YOU PREFER AREA B?
6:
 7 : YOUR
8 : CHANCE
                      AREA A
                                             AREA B
9 !
10 : OF CHRONIC
BRONCHITIS
                   75 out of 100,000
                                          95 out of 100,000
18 1
13 ! OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000
                                          11 out of 100,000
15 :
16.1
17 1
                 AREA A
                                                          AREA B
18 :
                        2
19:
                               1
                                                   2
           Strongly |---|--|--| Strongly
1 05
            prefer
21 :
                                  About the same
                                                               prefer
$5 !
23 :
            MOVE CURSOR WITH ARROW KEYS...THEN PRESS ENTER OR X TO REDO...
24 !
25 1
```

```
1:
2 Remember that CURRENTLY
3 ;
      -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
 4 !
     -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 :
6:
                         WHICH AREA DO YOU PREFER?
 7 : YOUR
R : CHANCE
                       area a
                                              area B
 9 :
10 : OF CHRONIC
!! BRONCHITIS
                    75 out of 100,000
                                           95 out of 100,000
12 :
13 : OF DYING IN AN
4 AUTO ACCIDENT
                   15 OUT OF 100,000
                                           11 out of 100,000
15 :
16 :
17 :
                  AREA A)
                                                            AREA B
19 !
                           2 1
19 :
            20 :
21 :
            prefer
                                   About the same
                                                                 prefer
35 :
       You prefer Area B. In the next screen, I will now INCREASE your chance
23 :
       of as AUTO DEATH in Area B from 11 to 12 out of 100,000. Think about
24 1
       how your preference rating would change.
25 }
                                      PRESS ANY KEY TO CONTINUE
```



```
1:
? Remember that CURRENTLY
3 : -- YOUR chance of CHRONIC BRONCHITIS is 100 out of 100,000 every year
+: -- YOUR chance of an AUTO DEATH is 20 out of 100,000 every year
5 :
61
                         WHICH AREA DO YOU PREFER?
7 : YOUR
# CHANCE
                    area a
                                             AREA B
9:
10 : OF CHRONIC
BRONCHITIS
                 75 OUT OF 100,000
                                         95 out of 100,000
12 !
13 : OF DYING IN AN
14 : AUTO ACCIDENT 15 out of 100,000 11 out of 100,000
15 :
16 1
17 :
                 AREA A
                                                           AREA B
18 :
                                               1 ?
19 :
                          2 1 0
           Strongly :---: Strongly
: 05
            prefer
21 :
                                   About the same
53 1
      You prefer Area A. In the next screen, I will LOWER your chance of
23 :
      developing CHRONIC BRONCHITIS in Area B from 95 to 90 out of 100,000.
24 :
      Think about how your preference rating would change.
25 :
                                         Press any key to continue...
```

1 2 3 4 5	Thank you, now just a few more questions to help us group the answers.
7	DO YOU OR ANY OTHER MEMBER OF YOUR IMMEDIATE FAMILY
9	HAVE MORE THAN \$20,000 IN LIFE INSURANCE?
10	1 YES
.13	
14 15	
15 17 18 19 20 21	PRESS THE NUMBER OF YOUR ANSWER
22 23 24 25	

1		
3 3		LAST GRADE OF REGULAR SCHOOL THAT YOU COMPLETED?
4		
5 გ		JDE SPECIALIZED SCHOOLS LIKE SECRETARIAL, ART, OR
7		TRADE SCHOOLS.
8		
9 10	•	GRADE SCHOOL OR LESS (GRADES 0-8)
11	· · · · · · · · · · · · · · · · · · ·	CIVIDE SOTIOGE ON LESS (CIVIDES VO)
12		SOME HIGH SCHOOL (GRADES 9-11)
13 14		HIGH SCHOOL GRADUATE (GRADE 12)
15		THE TOTAL CALLED TE (CALLED TE)
16	•	SOME COLLEGE OR JUNIOR COLLEGE
17 18	·	COLLEGE GRADUATE (4 OR 5 YEAR DEGREE)
19		COLLEGE GRADUATE (4 OK 3 TEAK DEGKLE)
20		POST GRADUATE WORK OR DEGREE
21 22		
23 20		PRESS THE NUMBER OF YOUR ANSWER
24		
?5		

}	1		
2	1		
3	;		
4			
5			
ķ		are you	J NOW MARRIED?
7			
9			
10		1	YES
11		2	NO
15		2	NO
13			
14	1		
15			
15			
17			
18			PRESS NUMBER OF YOUR RESPONSE
19			
20 21			
22			
53			
24			
25			

```
1:
 2 !
 3 :
 4 ;
                     WHAT KIND OF DWELLING DO YOU LIVE IN?
 5 ;
 6 1
 7:
                              1 HOUSE
 3 ;
 9 :
                              2 CONDOMINIUM OR TOWNHOUSE
10 :
11 :
                              E MOBILE HOME
18.1
13 !
                              4 APARTMENT
14 1
15 1
                              5 OTHER
15 :
17 1
18 :
19 !
                                  PRESS NUMBER OF YOUR ANSWER...
20 (
1 15
33 ;
23 1
74 ;
```

		· *** *** ****************************
1	;	
3	:	
3	:	
4	1	
5	;	
6		OWNED BY A RELATIVE OTHER THAN YOUR SPOUSE?
7		OWNED BY A RED HIVE OTHER HAM TOOK OF COOL.
8		1 YES
9		1 113
10		2 NO
11		2 110
12		
13		
14		
15		
16		DDECC THE NUMBER OF VOLID ANGMED
17		Press the number of your answer
18		
19		
20		
51		
55		
23		
24		
25	,	

1 1 2 1 3 ; 6 : 7 : MORE SPECIFICALLY, WHAT IS YOUR HOUSEHOLD INCOME LEVEL? 3 : 9 1 10 : 1 UNDER \$10,000/YEAR 11 : 12 ! 2 \$10,000-\$19,999/YEAR 13 : 14 ; 3 \$20,000-\$29,999/YEAR 15 1 16 1 4 \$30,000-\$39,999/YEAR 17 : : 31 5 NO ANSWER 19 ! 20 : 21 : PRESS THE NUMBER OF YOUR ANSWER... 22 : **73** : 24 : 24 :

1: 2 : 3 ; 6 1 Before you leave, I would like to tell you one more 7 : 8 ! thing about the exercise you just completed. The 9: 10 ; chances I told you of developing CHRONIC BRONCHITIS 11 1 12 1 and DYING IN AN AUTO ACCIDENT are based on national 13 : 14 ; averages. They MAY NOT accurately reflect your own 15 1 16.1 chances. 17 1 18 ! 19 ; PRESS ANY KEY TO CONTINUE... 50 1 21 1 55 ! 23 1 24 !

2:	
5 1	You have been very patient.
6 ; 7 ; 8 ;	Thank you for being part of our study.
9 1	
11 :	THAT'S ALL THE QUESTIONS I WILL ASK YOU
13 ; 14 ; 15 ;	
16 ; 17 ;	
13 : 19 :	
20 ; ; (5	
22 : 23 : 24 :	
25	
	Question Number 14:
; ;	
3 ;	
5 : 5 :	
7 : 8 :	I ≰
9 1	TYPE IN THE INTERVIEWER'S INITIALS
11 12 13	
14 i	
16 1	THEN PRESS ENTER
19 19 20	
51 1	

1 : 2 ! 3 1 4 ; MAKE SURE you remember to press CONTROL/END after you 5 : 6: answer this question when the RESPONDENT MESSAGE screen 7 | ' 8 : reappears... DO THIS BEFORE YOU REMOVE THE DISKETTE... 7: 10 : 11 : 12 : FINAL QUESTION... 13 : 16 1 1 A 15 1 2 B 18 1 17 1 18 1 3 C 15 ! 20 1 21 1 23 : 23 : 74 : 25 |