

Supplementary Materials

Survey Experiment

Start of Block: Consent

Q1

Welcome!

We are interested in understanding public preferences related to health trade-offs. You will be presented with a survey which we ask you to complete. Your responses will be kept strictly confidential. The survey may involve sensitive topics, for example related to your political preferences, beliefs and attitudes surrounding death, and attitudes related to length of life versus quality of life.

If you decide to participate in this study, your responses will be a part of an important research into public preferences, which could inform future public policy in the UK. We thus kindly ask you to concentrate and think carefully about your choices.

The survey should take you around 20 minutes to complete. Your participation is voluntary. You have the right to withdraw at any point, for any reason, and without any prejudice. If you would like to contact the Principal Investigators of the study to discuss the research, please e-mail s.a.swanke@lse.ac.uk or c.krekel@lse.ac.uk.

By clicking the button below, you acknowledge that your participation in the survey is voluntary, you are at least 18 years of age, and you are aware that you may choose to terminate your participation in the study at any time and for any reason.

- I consent, begin the study (1)
- I do not wish to participate (2)

Skip To: End of Survey If Welcome! We are interested in understanding public preferences related to health trade-offs. Yo... = I do not wish to participate

End of Block: Consent

Start of Block: Does Not Consent



Q2 As you do not wish to participate in this study, please **return** your submission on Prolific by selecting the 'Stop without completing' button.

End of Block: Does Not Consent

Start of Block: Introduction



cantril **Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.**

On which step of the ladder would you say you personally feel you stand at this time?

- 0 - Worst possible life (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - Best possible life (10)



cantril5 **Using the same ladder, on which step do you think you will stand about five years from now?**

- 0 - Worst possible life (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 - Best possible life (10)

Page Break



age **What is your age?**

- under 20 (1)
 - 20 - 24 (2)
 - 25 - 29 (3)
 - 30 - 34 (4)
 - 35 -39 (5)
 - 40 - 44 (6)
 - 45 - 49 (7)
 - 50 - 54 (8)
 - 55 - 59 (9)
 - 60 - 64 (10)
 - 65 - 69 (11)
 - 70 or older (12)
-



gender **Which gender group do you identify with?**

- Male (1)
 - Female (2)
 - Non-binary (3)
 - Prefer not to say (999)
-



education **What is the highest level of education you have completed?**

- Primary school (1)
- Secondary school up to 16 years (2)
- Higher or secondary or further education (A-levels, BTEC, etc.) (3)
- College or university (4)
- Post-graduate degree (5)
- Prefer not to say (999)

Page Break

Q4

How much do you agree with the following statements?



c19restrictions1

Covid-19 restrictions and mask-wearing are a burden to comply with.

- Strongly disagree (1)
 - Disagree (2)
 - Somewhat disagree (3)
 - Neither agree nor disagree (4)
 - Somewhat agree (5)
 - Agree (6)
 - Strongly agree (7)
-



c19restrictions2 **The main reason I follow Covid-19 restrictions and wear a mask is to help others.**

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

End of Block: Introduction

Start of Block: Mortality Saliience

Q5 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

mstext1 **Please describe the emotions that the thought of your own death arouses in you.**

mstext2 **Write down, as specifically as you can, what you think will happen to you as you die and once you are dead.**

End of Block: Mortality Salience

Start of Block: TV Watching

- Q6 Timing
- First Click (1)
- Last Click (2)
- Page Submit (3)
- Click Count (4)

tvtext1 **Please describe the emotions that the thought of watching TV arouses in you.**

tvtext2 **Write down, as specifically as you can, what you think will happen to you as you watch TV and once you have watched TV.**

End of Block: TV Watching

Start of Block: Death Thoughts



thoughts1 **Generally speaking, how often do thoughts related to your own death come to your mind?**

- Always (5)
- Often (4)
- Sometimes (3)
- Rarely (2)
- Never (1)

Display This Question:

If Generally speaking, how often do thoughts related to your own death come to your mind? = Always

Or Generally speaking, how often do thoughts related to your own death come to your mind? = Often

Or Generally speaking, how often do thoughts related to your own death come to your mind? = Sometimes



thoughts2 **When thoughts related to your own death come to your mind, how anxious do they make you feel? Please answer on a scale from 0 to 10, where 0 is "not at all anxious" and 10 is "completely anxious".**

- 0 - Not at all anxious (0)
- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8)
- (9)
- 10 - Completely anxious (10)

End of Block: Death Thoughts

Start of Block: Death Anxiety Scale



das **Please indicate your response according to the following scale:**

	Not at all (1)	Somewhat (2)	Very Much (3)
Do you worry about dying? (DAS1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does it bother you that you may die before you have done everything you wanted to do? (DAS2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you worry that you may be very ill for a long time before you die? (DAS3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does it upset you to think that others may see you suffering before you die? (DAS4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you worry that dying may be very painful? (DAS5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you worry that the persons closest to you won't be with you when you are dying? (DAS6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you worry that you may be alone when you are dying? (DAS7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does the thought bother you that you might lose control of your mind before death? (DAS8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you worry that expenses connected with your death will be a burden to other people? (DAS9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does it worry you that your will or instructions about your belongings may not be carried out after you die? (DAS10)

Are you afraid that you may be buried before you are really dead? (DAS11)

Does the thought of leaving loved ones behind when you die disturb you? (DAS12)

Do you worry that those you care about may not remember you after your death? (DAS13)

Does the thought worry you that with death you may be gone forever? (DAS14)

Are you worried about not knowing what to expect after death? (DAS15)

End of Block: Death Anxiety Scale

Start of Block: Introduction

Q7

Think about how you would feel, both physically and emotionally, if another global pandemic, similar to Covid-19, were to occur, with a similar risk profile (higher risk for people above 60 years, low to medium risk for people between 35 and 59 years, and low risk for people below 35 years). This new pandemic would include similar restrictions for **two years** while a vaccine was being developed.

These restrictions would mean periods with less access to restaurants, shops, meeting indoors with family and friends, travel, and no large gatherings such as weddings, funerals, or baby showers. This would also include economic fluctuations and uncertainty. Finally, it

would mean mandatory mask-wearing and steep fines for rules-breaking.
Now, imagine that you were given the possibility to prescribe a pill for the people living in your community.

If you choose not to prescribe the pill, you and your community will have **these restrictions guaranteed for two years** during this next pandemic. If you choose to prescribe the pill, you and your community are **guaranteed to live without these restrictions in these two years**, but the pill comes with a risk that either you or others in your community **might die** as a consequence of the side effects of the pill.



check

In this hypothetical situation, **what happens if you prescribe the pill?**

Select all that apply:

- I have a risk of dying (1)
- I will die (2)
- Others have a risk of dying (3)
- Others will die (4)
- I will have two years of lockdown (5)
- Others will have two years of lockdown (6)
- I will have no lockdown (7)
- Others will have no lockdown (8)

End of Block: Introduction

Start of Block: Standard Gamble



sgclick

Now, please think carefully about the following choices of whether to prescribe or not

to prescribe the pill. You will have the opportunity to state the motivations behind your choices later on.

Please remember: your responses will be a part of an important research into public preferences, which could inform future public policy in the UK.

If you are interested, the following links can give you further information that may aide your decision (*note: links will open in new window*):

[What risk different age groups prefer](#) [What risk different experts consider best](#)

Page Break



sgself

Imagine that you were given the possibility to prescribe a pill for the people living in your community.

If you choose not to prescribe the pill, you and your community will have **these restrictions guaranteed for two years** during this next pandemic. If you choose to prescribe the pill, you and your community are **guaranteed to live without these restrictions in these two years**, but the pill comes with a risk that either you or others in your community **might die** as a consequence of the side effects of the pill. For each of the choices below, please choose whether you would (A) have 2 years of guaranteed restrictions or (B) prescribe the pill if it were guaranteed to avoid restrictions for **you and everyone in your community** but had the following risks that **you might die** as a consequence of the side effects of the pill.

	Have 2 years of guaranteed restrictions (0)	Prescribe the pill and have no restrictions (1)
Pill with a 50% risk death for you (s50)	<input type="radio"/>	<input type="radio"/>
Pill with a 40% risk (s40)	<input type="radio"/>	<input type="radio"/>
30% risk (s30)	<input type="radio"/>	<input type="radio"/>
20% risk (s20)	<input type="radio"/>	<input type="radio"/>
10% risk (s10)	<input type="radio"/>	<input type="radio"/>
5% risk (s5)	<input type="radio"/>	<input type="radio"/>
3% risk (s3)	<input type="radio"/>	<input type="radio"/>
1% risk (s1)	<input type="radio"/>	<input type="radio"/>
0.1% risk (s01)	<input type="radio"/>	<input type="radio"/>



sgold Now, instead of yourself, please choose when to prescribe the pill for **people above 60 years**:

	Have 2 years of guaranteed restrictions (0)	Prescribe the pill and have no restrictions (1)
Pill with a 50% risk of death for people above 60 years (o50)	<input type="radio"/>	<input type="radio"/>
Pill with a 40% risk (o40)	<input type="radio"/>	<input type="radio"/>
30% risk (o30)	<input type="radio"/>	<input type="radio"/>
20% risk (o20)	<input type="radio"/>	<input type="radio"/>
10% risk (o10)	<input type="radio"/>	<input type="radio"/>
5% risk (o5)	<input type="radio"/>	<input type="radio"/>
3% risk (o3)	<input type="radio"/>	<input type="radio"/>
1% risk (o1)	<input type="radio"/>	<input type="radio"/>
0.1% risk (o01)	<input type="radio"/>	<input type="radio"/>



sgmiddle Now, please choose when to prescribe the pill for **people between 35 and 59 years**:

	Have 2 years of guaranteed restrictions (0)	Prescribe the pill and have no restrictions (1)
Pill with a 50% risk of death for people between 35 and 60 years (m50)	<input type="radio"/>	<input type="radio"/>
Pill with a 40% risk (m40)	<input type="radio"/>	<input type="radio"/>
30% risk (m30)	<input type="radio"/>	<input type="radio"/>
20% risk (m20)	<input type="radio"/>	<input type="radio"/>
10% risk (m10)	<input type="radio"/>	<input type="radio"/>
5% risk (m5)	<input type="radio"/>	<input type="radio"/>
3% risk (m3)	<input type="radio"/>	<input type="radio"/>
1% risk (m1)	<input type="radio"/>	<input type="radio"/>
0.1% risk (m01)	<input type="radio"/>	<input type="radio"/>



sgold Now, please choose when to prescribe the pill for **people under 35 years**:

	Have 2 years of guaranteed restrictions (0)	Prescribe the pill and have no restrictions (1)
Pill with a 50% risk of death for people below 35 years (y50)	<input type="radio"/>	<input type="radio"/>
Pill with a 40% risk (y40)	<input type="radio"/>	<input type="radio"/>
30% risk (y30)	<input type="radio"/>	<input type="radio"/>
20% risk (y20)	<input type="radio"/>	<input type="radio"/>
10% risk (y10)	<input type="radio"/>	<input type="radio"/>
5% risk (y5)	<input type="radio"/>	<input type="radio"/>
3% risk (y3)	<input type="radio"/>	<input type="radio"/>
1% risk (y1)	<input type="radio"/>	<input type="radio"/>
0.1% risk (y01)	<input type="radio"/>	<input type="radio"/>

End of Block: Standard Gamble

Start of Block: Motivations

mselftimer Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



mself When thinking about the pill choice for **yourself**, what was your **main** motivation?

- This is what I prefer (1)
- I think I should choose this (2)
- I feel the least uneasy choosing this (3)
- Other (4) _____

Page Break

moldtimer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)



mold When thinking about your pill choice concerning **people above 60 years**, what was your ***main*** motivation?

- I think those above 60 would choose this (1)
 - I think those over 60 should choose this (2)
 - It is what I would choose for myself (3)
 - I feel the least uneasy by choosing this (4)
 - Other (5) _____
-

Page Break _____

mmiddletimer Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



mmiddle When **thinking** about your pill choice concerning **people between 35 and 59 years**, what was your **main** motivation?

- I think those between 35 and 59 would choose this (1)
- I think those between 35 and 59 should choose this (2)
- It is what I would choose for myself (3)
- I feel the least uneasy by choosing this (4)
- Other (5) _____

Page Break

myoungtimer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)



myoung When thinking about your pill choice concerning **people below 35 years**, what was your ***main*** motivation?

- I think those below 35 would choose this (1)
- I think those below 35 should choose this (2)
- It is what I would choose for myself (3)
- I feel the least uneasy by choosing this (4)
- Other (5) _____

End of Block: Motivations

Start of Block: Seriousness Check



serious **Please be honest and let us know if you have taken this survey and its questions seriously by ticking the respective box below. Note that, whether you have taken this survey and its questions seriously or not has no implications for your remuneration (your chance of winning the cash prize will not be affected), but letting us know will help us tremendously in our analysis.**

- Yes, I have taken this survey and its questions seriously (1)
- No, I have not taken it seriously (2)

End of Block: Seriousness Check

Start of Block: Captcha Check

caotcha **Finally, please confirm that you are not a robot by clicking the box below.**

End of Block: Captcha Check

Start of Block: Debriefing

Q271 In this survey, we asked you to make hypothetical trade-offs between length of life and quality of life (i.e. having guaranteed lockdown restrictions in a hypothetical future pandemic without additional health risk versus having no lockdown restrictions with an additional health risk due to the side effects of a pill that eliminates the need for a lockdown). We asked you to make these trade-offs for yourself as well as for other people of different ages. In doing, we want to find out how people make decisions for themselves and for others under their care, and in particular, whether people make decisions for others that deviate from those that these other people would make for themselves. We also want to find out about motivations behind deviations.

In the course of this survey, we asked some of you, before making these trade-offs, to reflect upon your own death (others of you were asked to reflect upon watching TV, which is our control condition). The reason for doing so is that we want to simulate, as closely as possible, the situation in which a real policy-maker finds himself or herself in during a pandemic. Presumably, a real policy-maker is confronted with death (for example, in form of statistics, expert advice by medical professionals, or even own experience) on a more frequent basis, and we want to find out how this exposure influences real policy-makers' trade-offs for themselves and for other people under their care. For example: do they become more risk averse and cautious, emphasising more length of life over quality of life?

In our subsequent analyses, we will not be studying what you wrote down when we asked some of you to reflect upon your death (or on watching TV). We are not interested in death thoughts or death in general. We are only interested in how thinking about death influences behaviour (not the content of thought). We believe that this understanding will help us better understand (and ultimately improve) decision-making during future difficult situations such as Covid-19.

If you do not want to participate in this study and opt out, you can do so now, by clicking the following button. You will still be part of the lottery, and we do not judge you negatively if you wish to withdraw. If you would like to contact the Principal Investigators of the study to discuss the research, please e-mail s.a.swanke@lse.ac.uk or c.krekel@lse.ac.uk.

I wish to withdraw from this study (1)

End of Block: Debriefing

Start of Block: End

Q269 Please continue to **click through** until you are redirected to SONA. This is required in order for our system to acknowledge that you have finished the study.

End of Block: End