

Appendix C

Differences across subsamples are investigated by estimating a sample logit model. The dependent variables of this model is DCE (=1 if subjects are assigned to the DCE treatment, 0=otherwise). The set of independent variables contains a subsample of the variables elicited in the final questionnaire to avoid problems of multicollinearity. A description of all variables considered in these analyses and related summary statistics are provided in Tables C.1 and C.2, respectively.

Table C.1. Description of variables

Variable	Description
<i>DCE</i>	=1 if the subject is assigned to the DCE treatment group, 0=otherwise
<i>HUNGRY</i>	Subject's perception of being hungry on scale from 1 (=not hungry) to 7 (=very hungry) at the beginning of the experiment
<i>FULL</i>	Subject's perception of being full on scale from 1 (=not full) to 7 (=very full)
<i>PIEPREF</i>	Subject's level of satisfaction for cottage pie on scale from 1 (=I do not like it) to 7 (=it is my favourite meal)
<i>PIESPEND</i>	The average price that the subject spend for a cottage pie (400g)
<i>PIEOFTEN</i>	Number of times that the subject eat cottage pie per week
<i>PIELAST</i>	The last time that the subject has eaten cottage pie
<i>TASTE_HIGHSALT</i>	=1 if subjects expected taste for the high-salt lasagne is higher than for the other lasagne, =0 otherwise
<i>TASTE_HIGHFAT</i>	=1 if subjects expected taste for the high-fat lasagne is higher than for the other lasagne, =0 otherwise
<i>KNOW_SCORE</i>	Subjects' average knowledge score calculate on the basis of the subject's answer to question 5 in the final questionnaire. The lowest possible score is 1, the highest possible score in 7.
<i>ANTIBIOTIC</i>	The number of courses of antibiotic the subject has taken this year
<i>FEMALE</i>	=1 if the subject is female, =0 otherwise
<i>AGE</i>	The age of the subject in years
<i>EDUCATION</i>	The highest level of education that the subject completed (from no education to postgraduate degree)
<i>INCOME</i>	Subjects' last year total annual household income

Table C.2. Summary statistics for the whole sample

Variable	Obs	Mean	Std. Dev.	Min	Max
<i>DCE</i>	130	0.492	0.502	0.000	1.000
<i>HUNGRY</i>	130	3.992	1.741	1.000	7.000
<i>FULL</i>	130	3.415	1.720	1.000	7.000
<i>PIEPREF</i>	130	4.254	1.606	1.000	7.000
<i>PIESPEND</i>	130	2.392	1.681	0.000	10.000
<i>PIEOFTEN</i>	130	1.054	0.454	0.000	3.000
<i>PIELAST</i>	130	3.008	1.355	0.000	4.000
<i>TASTE_HIGHSALT</i>	130	0.038	0.193	0.000	1.000
<i>TASTE_HIGHFAT</i>	130	0.085	0.279	0.000	1.000
<i>KNOW_SCORE</i>	130	5.321	0.609	3.833	6.833
<i>ANTIBIOTIC</i>	130	1.200	2.140	0.000	13.000
<i>FEMALE</i>	130	0.653	0.477	0.000	1.000
<i>AGE</i>	130	33.300	11.036	19.000	74.000
<i>EDUCATION</i>	130	3.000	0.000	3.000	3.000
<i>INCOME</i>	130	32296	23505	4500	100000

a) Summary statistics for the DCE treatment groups

Variable	Obs	Mean	Std. Dev.	Min	Max
<i>DCE</i>	64	1.000	0.000	1.000	1.000
<i>HUNGRY</i>	64	4.141	1.781	1.000	7.000
<i>FULL</i>	64	3.313	1.763	1.000	7.000
<i>PIEPREF</i>	64	4.188	1.781	1.000	7.000
<i>PIESPEND</i>	64	2.441	1.449	0.000	5.000
<i>PIEOFTEN</i>	64	1.047	0.452	0.000	2.000
<i>PIELAST</i>	64	2.875	1.475	0.000	4.000
<i>TASTE_HIGHSALT</i>	64	0.047	0.213	0.000	1.000
<i>TASTE_HIGHFAT</i>	64	0.094	0.294	0.000	1.000
<i>KNOW_SCORE</i>	64	5.310	0.583	3.833	6.833
<i>ANTIBIOTIC</i>	64	1.359	2.490	0.000	13.000
<i>FEMALE</i>	64	0.656	0.478	0.000	1.000
<i>AGE</i>	64	30.984	11.185	19.000	65.000
<i>EDUCATION</i>	64	3.000	0.000	3.000	3.000
<i>INCOME</i>	64	31585.94	22883.69	4500	100000

b) Summary statistics for the CM treatment groups

Variable	Obs	Mean	Std. Dev.	Min	Max
<i>DCE</i>	66	0.000	0.000	0.000	0.000
<i>HUNGRY</i>	66	3.848	1.703	1.000	7.000
<i>FULL</i>	66	3.515	1.685	1.000	7.000
<i>PIEPREF</i>	66	4.318	1.427	1.000	6.000

<i>PIESPEND</i>	66	2.345	1.890	0.000	10.000
<i>PIEOFTEN</i>	66	1.061	0.460	0.000	3.000
<i>PIELAST</i>	66	3.136	1.226	0.000	4.000
<i>TASTE_HIGHSALT</i>	66	0.030	0.173	0.000	1.000
<i>TASTE_HIGHFAT</i>	66	0.076	0.267	0.000	1.000
<i>KNOW_SCORE</i>	66	5.331	0.638	4.000	6.667
<i>ANTIBIOTIC</i>	66	1.045	1.740	0.000	12.000
<i>FEMALE</i>	66	0.651	0.480	0.000	1.000
<i>AGE</i>	66	35.545	10.491	22.000	74.000
<i>EDUCATION</i>	66	3.000	0.000	3.000	3.000
<i>INCOME</i>	66	32984.85	24246.64	4500	100000

Potential correlation among variables has been tested using Pearson's correlation coefficients and the related Pearson's test. Results are available in Table C.3.

Table C.3. Pearson's correlation coefficients and results from Pearson's tests

Tested variables	Obs	Coefficient	Correlated
<i>HUNGRY; FULL</i>	130	-0.713***	Yes
<i>PIEPREF; PIESPEND</i>	130	0.321***	Yes
<i>PIEPREF; PIEOFTEN</i>	130	0.310***	Yes
<i>PIEPREF; PIELAST</i>	130	-0.162*	No
<i>PIESPEND; PIEOFTEN</i>	130	0.423***	Yes
<i>PIESPEND; PIELAST</i>	130	-0.091	No
<i>PIEOFEN; PIELAST</i>	130	-0.114	No
<i>TASTE_HIGHSALT; TASTE_HIGHFAT</i>	130	-0.060	No
<i>AGE; INCOME</i>	130	0.096	No

Note: * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$

Results from the sample selection logit model show that the two subsamples are very similar, therefore sample composition should not affect our findings (Table C.4). Results from a set of non-parametric Kolmogorov-Smirnov tests and parametric t-tests replicates these results, only *AGE* is statistically different at the 5% significance level.

Table C.4. Results from the sample selection Logit model^a

Dep. Var.: <i>DCE</i>	Coefficient
<i>HUNGRY</i>	0.169 (0.112)
<i>PIESPEND</i>	0.035 (0.118)
<i>PIELAST</i>	-0.206 (0.140)
<i>FEMALE</i>	0.316 (0.406)
<i>AGE</i>	-0.043** (0.018)
<i>INCOME</i>	0.000 (0.000)
<i>TASTE_HIGHSALT</i>	1.235 (1.160)
<i>TASTE_HIGHFAT</i>	0.360 (0.678)
<i>KNOW_SCORE</i>	-0.116 (0.327)
<i>ANTIBIOTIC</i>	0.066 (0.091)
<i>_CONS</i>	1.502 (1.953)
Subjects	130
Observation	130
Log-pseudo Likelih.	-84.582

Note: * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$

^a Robust standard errors in brackets