Online Appendix for "Incentivizing Healthy Food Choices Using Add-on Bundling: A Field Experiment"

Appendix I: Online Survey Questions

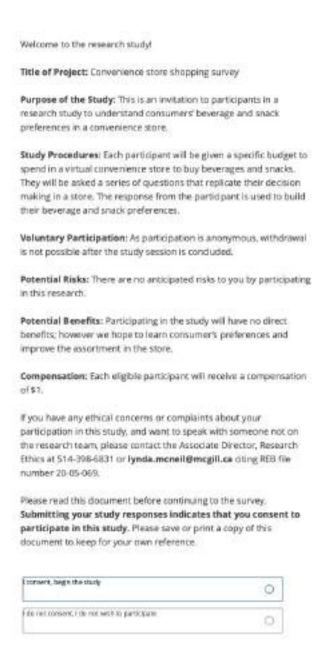


Figure I.10 Survey consent form.

Thank you for saking part in this survey.
Please need the following instructions carefully. You will not be allowed to go back at any point in the survey.

This are given a **budget of 58** to buy a beverage and a snap; at a conservence store. You will be solved a series of questions to select your stating load options. The available options in the store are:

Beverage options

_	Small	Medium	Large
House bland coffee (revolunt or dark roset)	\$1.80	\$2.09	\$2.29
Not chocolate	\$1.00	52.09	52.20
lced coffee	12	\$2.79	\$2.99
Latte Molaccino Capuccine	52.49	\$2.99	10
Espresso	\$1.00		
Tex	51.65		

Postry items



Healthy snadks (choice of fruits, vegetables, proteins) - \$3,99 each



The survey will take -2 minutes so complete. When ready, tilck the arrow below to start the survey.

Figure I.11 Survey introduction page.



(a) First attention check question

Please pay attention to the image below.



How many pastry items are there in the above image?



(b) Second attention check question Figure I.12 Attention check questions.





Figure I.13 The three different promotions (treatments) assigned to the respondents.



Figure I.14 Hot beverage selection question.



Figure I.15 Pastry selection question for respondents in the Control condition (assuming they selected a hot beverage).



Figure I.16 Healthy snack selection question for respondents in Treatment 1 (assuming they selected a hot beverage).



Figure I.17 Snack selection question for respondents in Treatment 2 (assuming they selected a hot beverage).

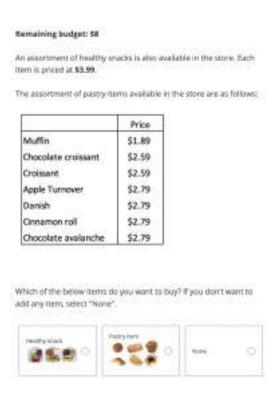


Figure I.18 Snack selection question for respondents who did not select any hot beverage.