

Supplementary Information: Selected screen shots from China WTP survey

Screen shots were taken of the computerized survey administered to our Chinese sample. Below, these screen shots appear next to an English translation. With up to 150 screen shots needed to fully characterize the survey, given its branching and interactive elements, showing all screen shots is impractical. Accordingly, we include only thirteen key screen shots below, in the order in which they appear in the survey. See the textual description of the survey for a more comprehensive discussion.

调查问卷

您好！我们正在开展一项关于个人为了降低死亡风险、延长生命而愿意采取的行动的调查研究！

请按数字小键盘的+号键以继续

Survey Questionnaire

We are conducting a survey about what an individual would be willing to do to reduce their risk of dying and extend their life!

Please press + button to continue

我们现在开始讨论关于一个人的“机会”的含义。日常生活中，我们会遇到许多“机会”，如您购买了彩票有中奖的机会。而彩票中奖的机会，理论上是可以计算的。

比如我们抛硬币,获得正面的机会是**50%**。



滚动骰子，比如说，获得**2点**的机会是**1/6**。



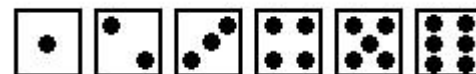
请按数字小键盘的+号键

Now we are starting to discuss what “probability” means. In daily life, we encounter many probabilities, such as having a chance of winning the lottery. This probability could be calculated.

For example, the probability to get heads from throwing a coin is 50%.



The probability of getting 2 from rolling a 6-sided dice is 1/6.



Please press + button to continue

当可能性更多时，如转动**36**个数字的轮盘，得到其任何一个数字的机会是**1/36**。

参照下图可以更清楚的说明我们的意思，获得任意一个数字，如**16**，的机会是**1/36**。

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36

请按数字小键盘的+号键

While there're more choices, like spinning a roulette wheel with 36 numbers, the probability of getting any number out of 36 is $1/36$.


As the following illustrative chart shows, the probability of getting the number 16 is $1/36$.

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36

Please press + button

现在，我们问您一些关于死亡机会的问题。通过图片帮助您理解死亡机会的含义

图中，红色方块代表死亡的人，白色方块代表活着的人。

 = 死亡

 = 生存

请按数字小键盘的+号键

Now, we will ask you some questions about the risks of dying. We will use images to help you understand the probability of dying.

In the following chart, a red square indicates a dead person, and the white square indicates an alive person.

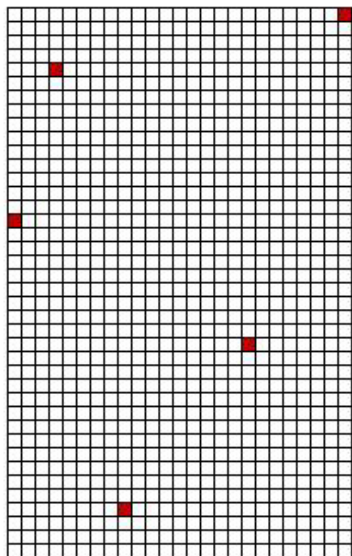
 = **Dead**

 = **Living**

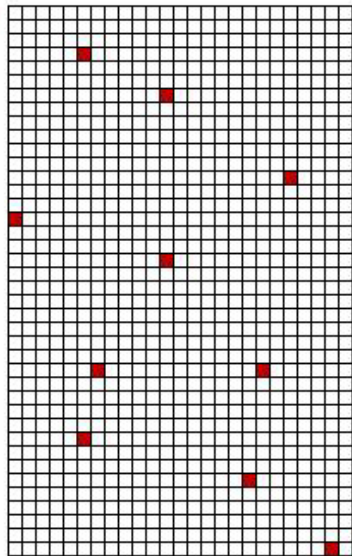
Please press + button

假设有这样两个人

第一个人：
未来10年死亡的机会 = $5/1000$



第二个人：
未来10年死亡的机会 = $10/1000$



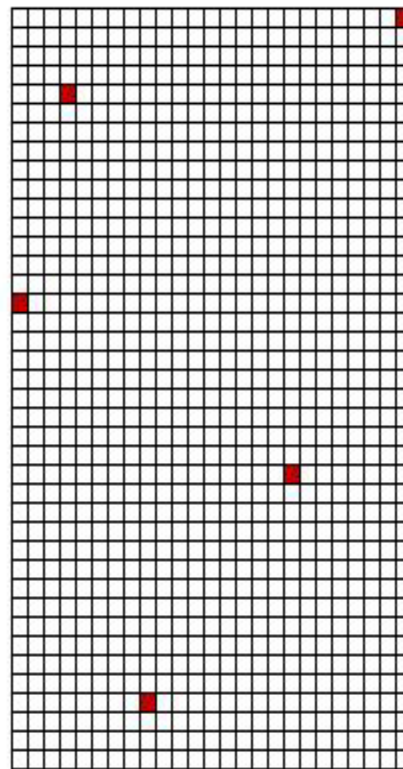
您认为未来10年内哪一位的死亡机会更大？

- 1. 第一个人
- 2. 第二个人

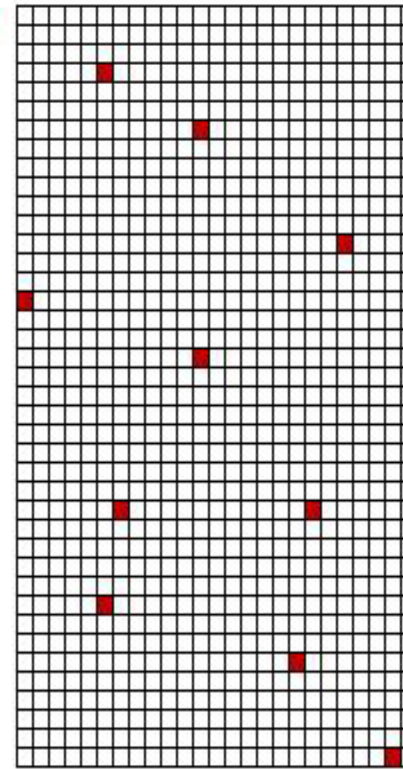
请按数字小键盘的+号键

Assuming there are two persons

The first person: the probability of dying in the next 10 years = $5/1000$



The second person: the probability of dying in the next 10 years = $10/1000$

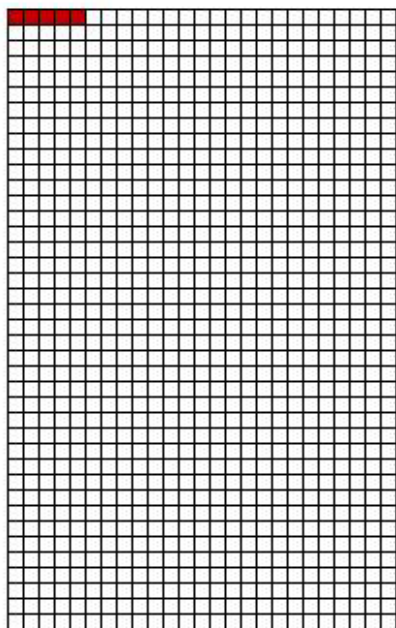


Who do you think has higher probability of dying?

- 1. First person
- 2. Second person

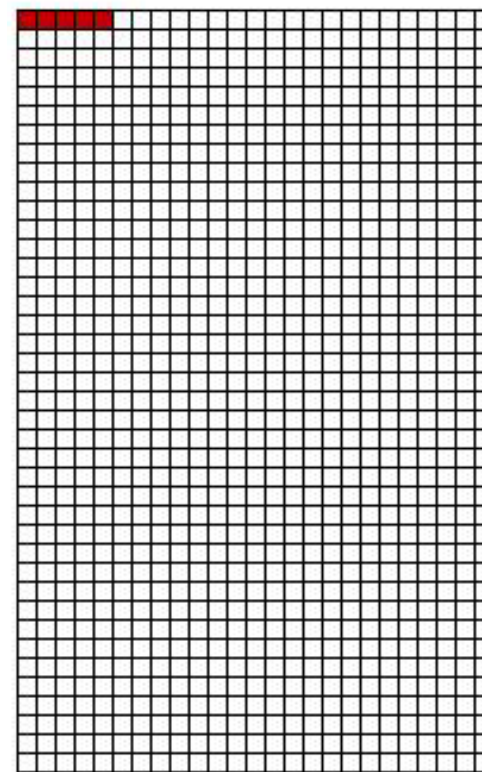
Please press + button

现在我们用另外一种方式表示未来10年内1000人中有5人死亡，就是将之前我们看到的分散的红方块聚集到一起，这么做使我们能更方便的看到死亡的机会。如图所示：



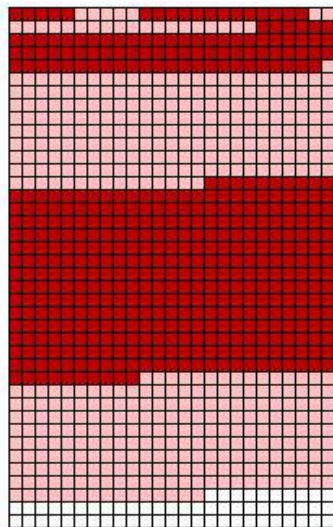
请按数字小键盘的+号键

Here is another way to represent the probability that 5 people out of 1000 would be dead in the next 10 years, which is assembling the previously scattered red squares together to help more easily see the probability of dying. As follows:



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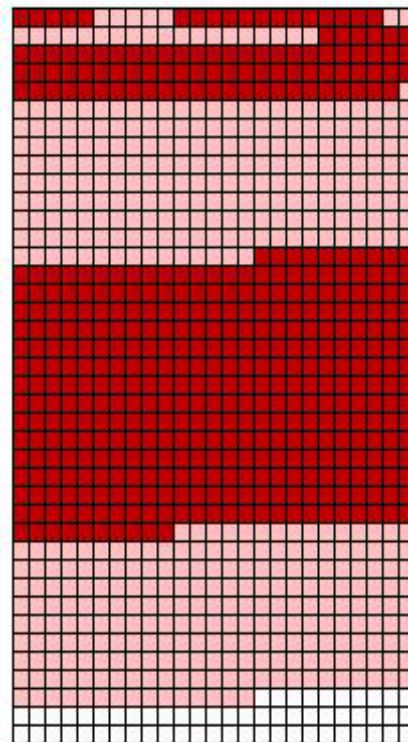
根据上海市疾病预防控制中心调查统计，随着年龄增加，每10年的死亡机会会不断增加。下面的图表显示了这种现象



年龄	10年内的死亡机会
20	5 / 1,000
30	10 / 1,000
40	23 / 1,000
50	44 / 1,000
60	124 / 1,000
70	340 / 1,000
80	710 / 1,000
90	940 / 1,000

请按数字小键盘的+号键

According to the statistics published by Shanghai City Center for Disease Control & Prevention, the probability of dying every 10 years would increase as age increases. As the following table shows,



Age	Probability of dying in 10 yrs
20	5/1,000
30	10/1,000
40	23/1,000
50	44/1,000
60	124/1,000
70	340/1,000
80	710/1,000
90	940/1,000

Please press + button

如上所述，我们可以通过下列的一些方式降低死亡机会从而延长寿命。但是，采取任何一种方式都需要自己支付一定的费用。您愿意选择哪种方式来降低死亡的机会？

1. 医疗（药物、检查和治疗）
2. 预防（体育锻炼、改善环境、避免有害物质）
3. 自我保健（改善饮食、保健品，良好生活习惯等）

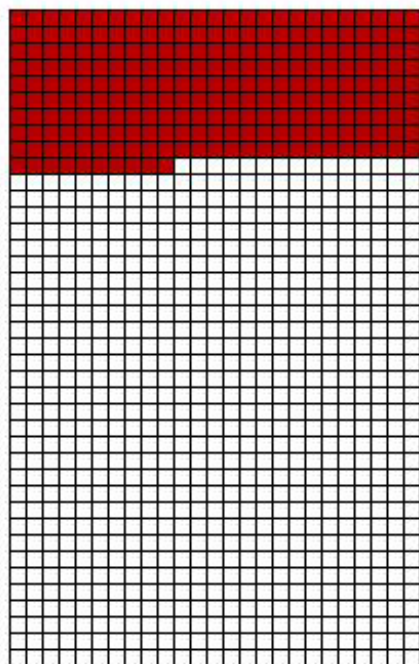
请按数字小键盘的+号键以继续

Based on what we have just discussed, we can reduce the risk of dying by taking one of the following options. However, there's a certain cost associated with each of the potential options. Which option you are willing to take to reduce the risk of dying?

1. Medical (medication, examination, and treatment)
2. Prevention (workout exercise, improving environmental quality, and avoiding toxic matters)
3. Self-care (improving diet, taking health and nutrition related products, and developing good life habits)

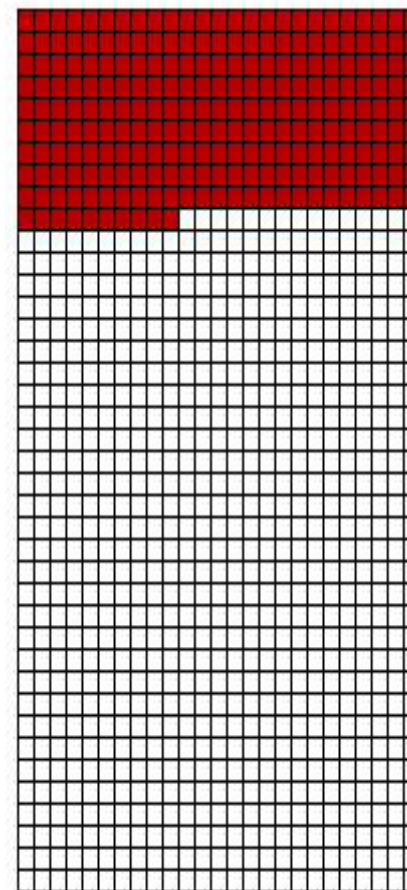
Please press + button

下图可以大概表示未来10年内和您同年龄段、同性别的人的死亡机会。



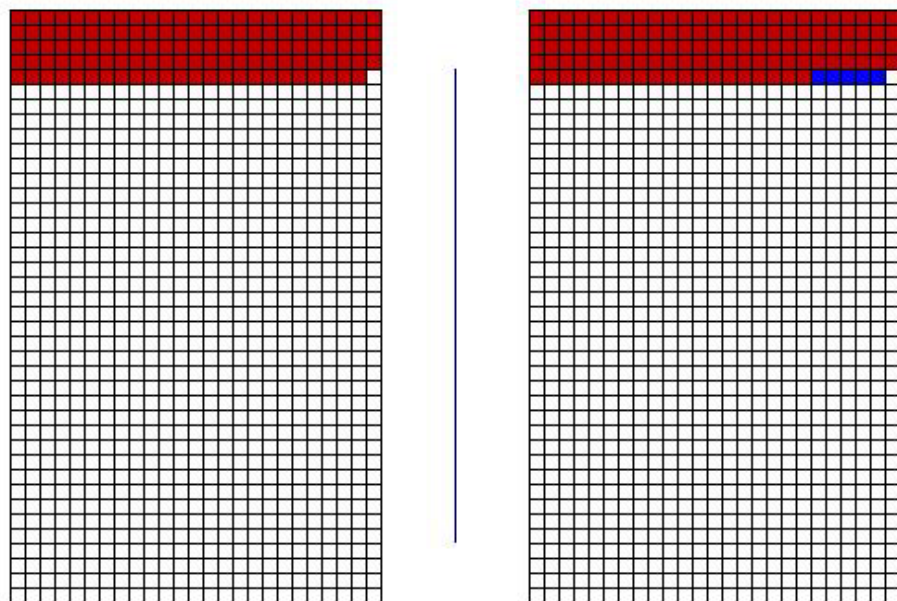
请按数字小键盘的+号键

The following figure represents the probability of dying for persons who are the same age and gender as you in the next 10 years.



Please press + button

左图表示您未采取该行动的死亡机会，右图表示您采取该行动后的死亡机会，蓝色方块表示采取该行动所降低的死亡机会大小。

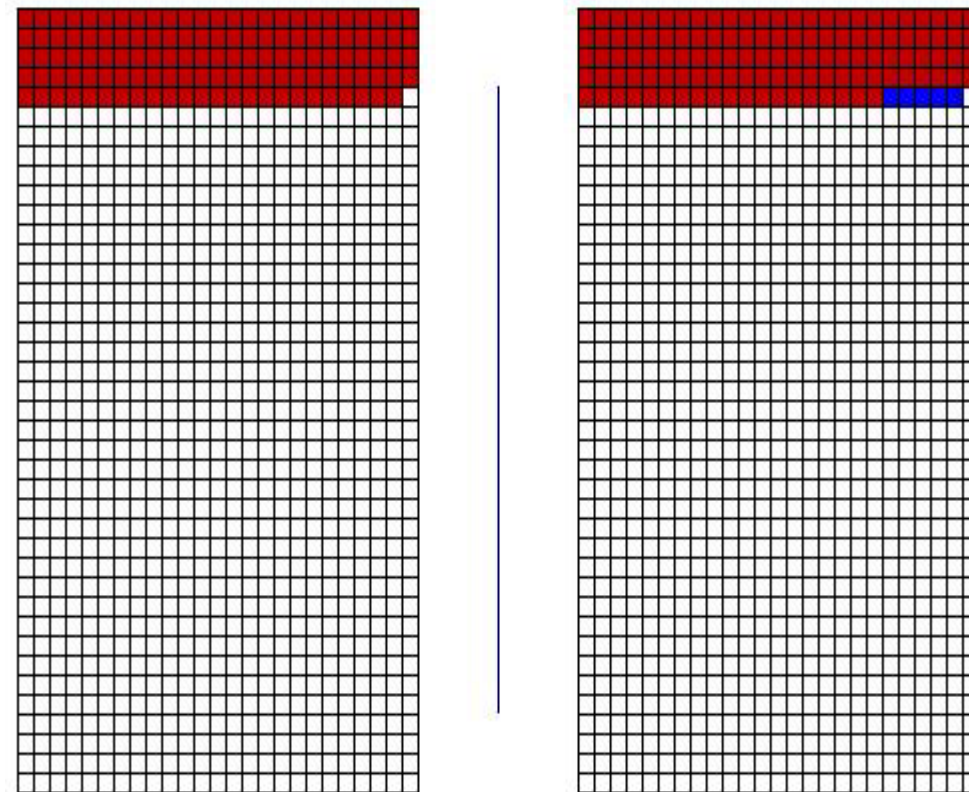


未采取行动

采取行动

请按数字小键盘的+号键

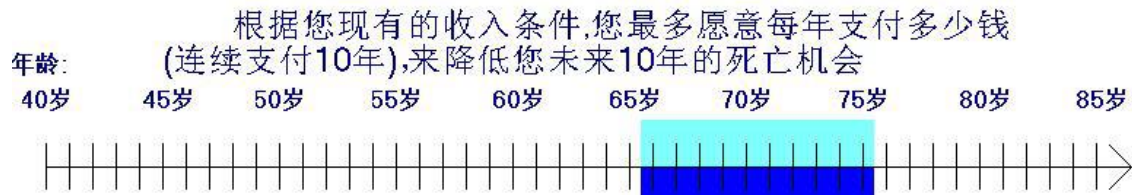
The left figure indicates the probability of dying if you don't take any action, while the right figure indicates the probability of dying if you take some action in which the blue squares show the reduced probability.



Without action

With action

Please press + button



■ = 支付期间
■ = 死亡可能性降低期间

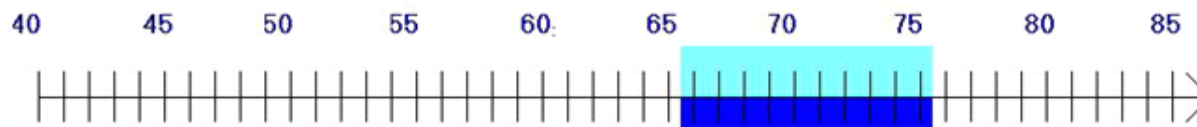
死亡机会从 **124** 降到 **119** / 1,000

为了帮助您回答这个问题,下面是一些可能的钱数。哪一个最接近您每年愿意支付的最大钱数? 请用键盘上的方向键来选择。选择完毕后请按数字键盘的+号键进入下一个问题。

0元	10元	20元	40元	60元
80元	100元	125元	150元	200元
250元	300元	400元	500元	600元
800元	1000元	1200元	1400元	1600元
1800元	2000元	2500元	2500元以上	其他金额

Considering your annual income, how much you would be willing to pay to reduce the probability of dying for the next 10 years.

Age



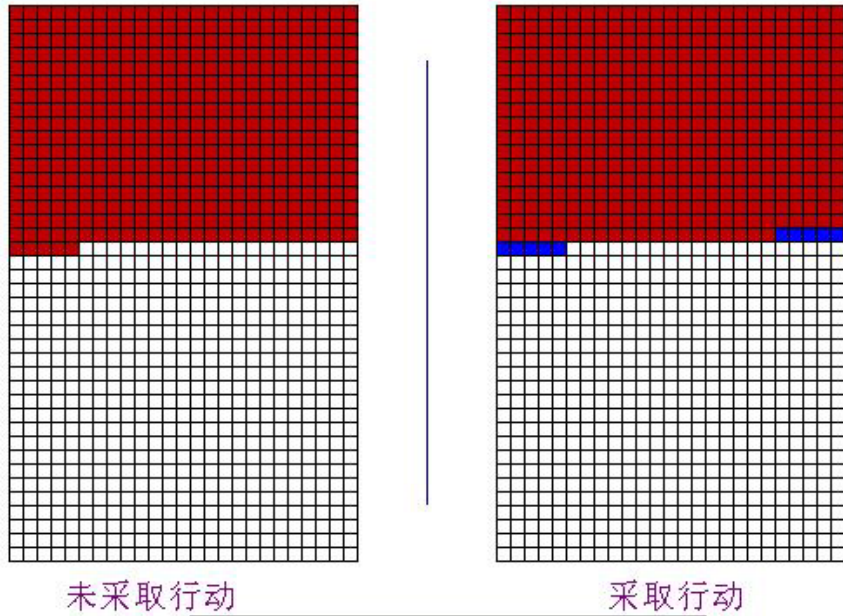
■ = Pay periods
■ = Years while the probability of dying is reducing

The probability of dying reduced from 124/1000 to 119/1000

In order to help you answer this question, here's a table for potential amount you are willing to pay (in Yuan). Please be mindful of your budget when making this choice. Once checked, please press "+" for the next question.

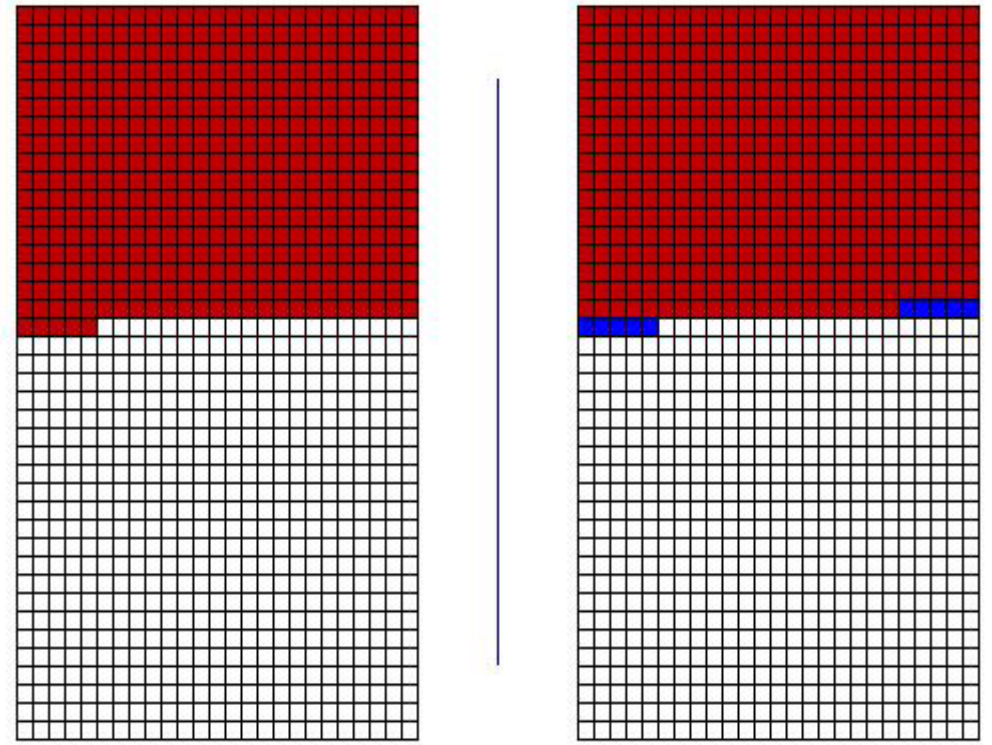
0 CNY	10 CNY	20 CNY	40 CNY	60 CNY
80 CNY	100 CNY	125 CNY	150 CNY	200 CNY
250 CNY	300 CNY	400 CNY	500 CNY	600 CNY
800 CNY	1000 CNY	1200 CNY	1400 CNY	1600 CNY
1800 CNY	2000 CNY	2500 CNY	2500 plus	Other

左图表示您在70和80岁之间未采取该行动的死亡机会，右图表示您采取该行动后的死亡机会，蓝色方块表示采取该行动降低的死亡机会大小。



请按数字小键盘的+号键以继续

The left figure indicates the probability of dying between the age of 70 to 80 years old if you don't take any action, while the right figure indicates the probability of dying if you take some action in which the blue squares show the reduced probability.



Without action

With action

Please press + button

根据您现有的收入条件,您最多愿意每年支付多少钱
(连续支付10年), 来降低您70-80岁间的死亡机会



■ = 支付期间
■ = 死亡可能性降低期间

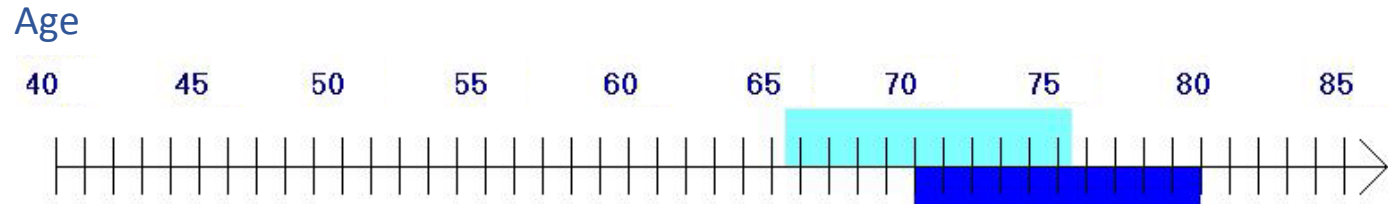
死亡机会从 430 降到 420 / 1,000

为了帮助您回答这个问题,下面是一些可能的钱数。哪一个最接近您每年愿意支付的最大钱数? 请用键盘上的方向键来选择。选择完毕后请按数字键盘的+号键进入下一个问题。

0元	10元	20元	40元	60元
80元	100元	125元	150元	200元
250元	300元	400元	500元	600元
800元	1000元	1200元	1400元	1600元
1800元	2000元	2500元	2500元以上	其他金额

请仔细阅读

Considering your annual income, how much you would be willing to pay to reduce the probability of dying from the age of 70 to 80 years old for the next 10 years.



■ = Pay periods
■ = Years while the probability of dying is reducing

The probability of dying reduced from 430/1000 to 420/1000
In order to help you answer this question, here's a table for potential amount you are willing to pay (in Yuan). Please be mindful of your budget when making this choice. Once checked, please press "+" for the next question.

0 CNY	10 CNY	20 CNY	40 CNY	60 CNY
80 CNY	100 CNY	125 CNY	150 CNY	200 CNY
250 CNY	300 CNY	400 CNY	500 CNY	600 CNY
800 CNY	1000 CNY	1200 CNY	1400 CNY	1600 CNY
1800 CNY	2000 CNY	2500 CNY	2500 plus	Other

Please read carefully