**“People in pain make poorer decisions”**

**Study 1 Shopping task**

[Cost per unit is shown for information and was not shown to participants.]

Instructions:

This section presents various deals found in British supermarkets. It asks you to work out which deal is the best value. You may use a calculator, pen and paper to work out your answer if you wish. Assume that the options are for equivalent quality products.

£1 = $1.44 or €1.28 or 96 Indian Rupees

1. Of the following options for milk, which represents the best deal?

a) Six pints of milk for £1.80 [30p/pint]

b) Four pints of milk for £1.40 [35p/pint]

c) Two six-pint cartons of milk on offer for £3.50 [29p/pint]

d) Two four-pint cartons of milk on offer for £2 [25p/pint]

e) Don’t know

2. Of the following options for buying 500g of lemons, which represents the best deal?

a) One 500g pack of lemons costing £1.20 [£2.40/kilo]

b) 500g of loose lemons at £2.50 per kilo [£2.50/kilo]

c) Buy two get the third free deal on 200g packs of lemons costing 70p each [£2.33/kilo]

d) Buy one get one half-price deal on 250g packs of lemons costing 70p each [£2.10/kilo]

e) Don’t know

3. Of the following options for buying tomato ketchup, which represents the best deal?

a) One 460g bottle on offer at £1.50 [£3.26/kilo]

b) One 910g bottle costing £2.49 [£2.74/kilo]

c) Buy one get one half-price deal on 700g bottles costing £2.29 each [£2.45/kilo]

d) One 1.35kg bottle costing £3.50 [£2.59/kilo]

e) Don’t know

4. Of the following options for buying eggs, which represents the best deal?

a) Six medium eggs for £1.10 [18.3p/egg]

b) Ten medium eggs on offer for £1.50 [15p/egg]

c) Fifteen medium eggs for £2.10 [14p/egg]

d) Two packs of six medium eggs on offer for £2 [16.7p/egg]

e) Buy one get one free offer on packs of 10 medium eggs priced at £2.20 11p/egg

f) Don’t know

5. Of the following options for buying cheese, which represents the best deal?

a) One 250g block for £2.75 [£11/kilo]

b) A two for £5 deal on 250g blocks [£10/kilo]

c) A 500g block for £4.60 [£9.20/kilo]

d) Buy two get the third free deal on 250g blocks costing £3.90 each [£10.40/kilo]

e) Don’t know

6. Of the following options for buying cola, which represents the best deal?

a) One 2L bottle for £1.75 [87.5p/litre]

b) Two 2L bottles in a two for £3 deal [75p/litre]

c) One 1.25L bottle for £1.20 [96p/litre]

d) A pack of six 500ml bottles for £2.50 [83.3p/litre]

e) Don’t know

Answers: d, d, c, e, c, b