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

**Study 2 shopping decisions task**

This task was presented to participants in E-Prime with one question per page. The price per unit is shown in square brackets below for information but did not appear in the E-Prime task.

Instructions:

In each question in this task, you will be asked which of two options for buying a particular product gives the best value for money. For example:

Of the following options for buying grapes, which represents the best deal?

a) One 500g pack costing £2.00

b) Buy two get the third free deal on 500g packs costing £2.50 each

The options will reflect typical quantities, prices and offers found in British supermarkets. You should assume that the options are for equivalent quality products. Don’t take into account how much you would usually use of the product, or how much storage space you have. Please focus only on the cost per unit (e.g. pounds per kilogram), and pick the option that gives the best value.

You may not use a pen and paper or a calculator.

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

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

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

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

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

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

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

c) Two 700g bottles for £3 [£2.14/kilo]

d) One 1.5kg bottle costing £3.50 [£2.33/kilo]

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

c) Twelve medium eggs for £1.70 [£1.70/dozen]

e) Buy one get one free on packs of 12 medium eggs priced at £3.20 [£1.60/dozen]

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]

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

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

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

7. Of the following options for buying apples, which represents the best deal?

b) A pack of five for £1.50 [30p each]

c) A two for £2 deal on packs of four [25p each]

8. Of the following options for buying potatoes, which represents the best deal?

a) A 2kg bag for £1.40 [70p/kilo]

b) A 1.5kg bag for £1.20 [80p/kilo]

9. Of the following options for buying yogurt, which represents the best deal?

c) A pack of six 100g tubs for £3.50 [58p/100g]

d) Two 250g tubs on offer for £3 [60p/100g]

10. Of the following options for buying orange juice, which represents the best deal?

a) Two 1.35 litre bottles for £5 [£1.85/litre]

b) A 1.6 litre bottle for £2.50 [£1.56/litre]

11. Of the following options for buying ground coffee, which represents the best deal?

a) Two 227g bags for £5.50 [£1.21 per 100g)

d) One 227g bag for £3.25 [£1.43 per 100g]

12. Of the following options for buying tea bags, which represents the best deal?

a) 240 teabags for £5.80 [2.4p/bag]

c) 160 teabags for £3.00 [1.9p/bag]

13. Of the following options for buying pasta, which represents the best deal?

c) A 1.5kg bag for £1.40 [93p]

d) Two 1kg bags on offer for £1.80 [90p]

14. Of the following options for buying rice, which represents the best deal?

c) Two 250g bags for £1.20 [£2.40/kilo]

d) Buy one 500g bag for £1.49 and get another half price [£2.24/kilo]

15. Of the following options for buying sugar, which represents the best deal?

a) Buy one get one half price on 1kg bags for 80p [60p per kilo]

b) A 2kg bag for £1.35 [68p per kilo]

16. Of the following options for buying flour, which represents the best deal?

a) Buy two get the third free on 1kg bags at £1.50 each [£1/kilo]

d) Two for £2 on 1.5kg bags [67p/kilo]

17. Of the following options for buying ice cream, which represents the best deal?

a) Two for £3 on 900ml tubs [£1.67/litre]

b) Half price on a 1 litre tub originally priced at £3.99 [£2/litre]

18. Of the following options for buying washing up liquid, which represents the best deal?

c) Two for £3 on 820ml bottles [£1.83/litre]

d) One 383ml bottle for £1 [£2.61/litre]

19. Of the following options for buying laundry detergent, which represents the best deal?

a) One 2.6kg box for £4 [£1.54/kg]

d) One 650g box for £1.75 [£2.69/kg]

20. Of the following options for buying biscuits, which represents the best deal?

b) A 300g packet for £1.50 [£5/kg]

c) A 125g packet for £1.00 [£8/kg]

21. Of the following options for buying muesli, which represents the best deal?

b) A 1.1kg box for £3.99 [£3.63/kg]

d)Two for £5 on 750g boxes [£3.33/kg]

22. Of the following options for buying frozen vegetables, which represents the best deal?

a) Three for £5 on 690g bags [£2.42/kg]

b) One 1kg bag for £1.40 [£1.40/kg]

23. Of the following options for buying hand wash, which represents the best deal?

b) Two for £2 on 250ml bottles [£4/litre]

d) Buy one get one half price on 300ml bottles at £1.50 each [£3.75/litre]

24. Of the following options for buying toothpaste, which represents the best deal?

b) A 125ml tube for £2 [£16/litre]

c) Two for £3 on 125ml tubes [£12/litre]

25. Of the following options for buying butter, which represents the best deal?

c) A 1kg tub for £6.20 [£6.20/kg]

d) Three for £4.50 for 250g tubs [£6/kg]

26. Of the following options for buying tinned soup, which represents the best deal?

a) Four for £3 on 400g cans [75p/can]

b) One 400g can for 45p [45p/can]

27. Of the following options for buying crisps, which represents the best deal?

a) Six 25g bags for £1.50 [25p/bag]

c) Seven 25g bags for £1.85 [26p/bag]

28. Of the following options for buying mixed nuts, which represents the best deal?

a) Two for £3.50 on 270g bags [£6.48/kilo]

c) One 275g bag for £1.29 [£4.69/kilo]

29. Of the following options for buying honey, which represents the best deal?

a) A 250g jar for £2.20 [£8.80/kilo]

d) Buy one get one half price on 250g jars for £2.80 [£8.40/kilo]

30. Of the following options for buying cooking oil, which represents the best deal?

a) A 1 litre bottle for £1.15 [£1.15/litre]

c) A 1 litre bottle with 50% off of the original price of £1.80 [90p/litre]

31. Of the following options for buying sponges, which represents the best deal?

a) A pack of four for 60p [15p each]

b) A pack of 12 for £1.50 [12.5p each]

32. Of the following options for buying soap, which represents the best deal?

a) A four-bar pack for £1.20 [30p each]

b) A six-bar pack for £1.70 [28.3p each]

33. Of the following options for buying kitchen roll, which represents the best deal?

a) Four rolls for £1.90 [47.5p each]

b) Eight rolls for £3.90 [48.75p each]

34. Of the following options for buying rubber gloves, which represents the best deal?

a) One pair for £1.70. [£1.70 per pair]

b) Four pairs for £6.50 [£1.625 per pair]

35. Of the following options for buying tins of beans, which represents the best deal?

a) Two tins for £1.30 [65p each]

b) A pack of four tins for £2.70 [67.5p each]

36. Of the following options for buying tins of chopped tomatoes, which represents the best deal?

a) Loose tins at 35p each [35p each]

b) A pack of four tins for £1.35 [33.75p each]

37. Of the following options for buying jam, which represents the best deal?

a) A 300g jar for £1.50 [50p/100g]

b) A 450g jar for £2.20 [48.8p/100g]

38. Of the following options for buying marmalade, which represents the best deal?

a) One 450g jar for 60p [60p each]

b) Buy one 450g jar for £1 and get another one free [50p each]

39. Of the following options for buying chocolate spread, which represents the best deal?

a) A 750g jar for £4.30 [£1.43/250g]

b) A 500g jar for £2.50 [£1.25/250g]

40. Of the following options for buying peanut butter, which represents the best deal?

a) One 340g jar for £1.30 [£1.30/jar]

b) Two for £3 on 340g jars [£1.50/jar]

41. Of the following options for buying margarine, which represents the best deal?

a) Two 1kg tubs for £3 [£1.50/Kilo]

b) One 500g tub for 80p [£1.60/kilo]

42. Of the following options for buying pears, which represents the best deal?

a) A 600g bag for £1.50 [25p/100g]

b) Loose pears at £2.20 per kilogram [22p/100g]

43. Of the following options for buying kiwis, which represents the best deal?

a) A pack of six for £1.80. [30p each]

b) Loose kiwis at 40p each [40p each]

44. Of the following options for buying strawberries, which represents the best deal?

a) A 400g pack for £3.25 [81.25p/100g]

b) A 250g pack for £2 [80p/100g]

45. Of the following options for buying raspberries, which represents the best deal?

a) A 150g pack for £2 [66.67p/50g]

b) A 250g pack for £3 [60p/50g]

46. Of the following options for buying tomatoes, which represents the best deal?

a) A 250g bag for 80p [16p/50g]

b) A 500g bag for £1.70 [17p/50g]

47. Of the following options for buying peppers, which represents the best deal?

a) A bag of three for £1.30 [43.3p each]

b) Loose peppers for 40p each [40p each]

48. Of the following options for buying avocados, which represents the best deal?

a) A two-pack for £1.89 [94.5p each]

b) One for 95p [95p each]

49. Of the following options for buying mixed lettuce, which represents the best deal?

a) A 120g bag for £1 [8.33p/10g]

b) A 70g bag for 60p [8.57p/10g]

50. Of the following options for buying radishes, which represents the best deal?

a) Loose radishes at £2.50 per kilogram [£2.50/kilo]

b) A 250g bag for 90p [£3.60/kilo]

51. Of the following options for buying parsnips, which represents the best deal?

a) A 600g bag of frozen parsnips for £1.25 [20.8p/100g]

b) Loose parsnips at £1.50 per kilogram [15p/100g]

52. Of the following options for buying carrots, which represents the best deal?

a) A 1kg bag for 47p [47p/kilo]

b) 500g for 30p [60p/kilo]

53. Of the following options for buying mozzarella, which represents the best deal?

a) A 150g packet for 80p [26.67p/50g]

b) A 250g packet for £1.50 [30p/50g]

54. Of the following options for buying houmous, which represents the best deal?

a) A 200g tub for £1.20 [£1.20/tub]

b) Two 200g tubs for £2.20 [£1.10/tub]

55. Of the following options for buying shampoo, which represents the best deal?

a) A 500ml bottle for £3 [60p/100ml]

b) A 900ml bottle for £4.50 [50p/100ml]

56. Of the following options for buying lemonade, which represents the best deal?

a) A 2 litre bottle for £1.29 [£1.29/2 litres]

b) Two 2 litre bottles for £2.50 [£1.25/2 litres]

57. Of the following options for buying pears, which represents the best deal?

a) 500g of loose pears for £1.10 [22p/100g]

b) A 600g bag of pears for £1.50 [25p/100g]

58. Of the following options for buying spaghetti, which represents the best deal?

a) Two for £2 on 1kg bags [£1/kilo]

b) Buy one get one half price on 500g bags originally priced at 70p [£1.05/kilo]

59. Of the following options for buying sweet potatoes, which represents the best deal?

a) A 2kg bag for £1.80 [90p/kilo]

b) A 1kg bag for 85p [85p/kilo]

60. Of the following options for buying sprouts, which represents the best deal?

a) A 200g bag for 79p [39.5p/100g]

b) 500g of loose sprouts for £1.50 [30p/100g]

61. Of the following options for buying leeks, which represents the best deal?

a) A 500g bag for £1 [£2/kilo]

b) Loose leeks at £1.90 per kilo [£1.90/kilo]

62. Of the following options for buying garlic bulbs, which represents the best deal?

a) Individual bulbs for 30p each [30p each]

b) A pack of 3 bulbs for 95p [31.67p each]

63. Of the following options for buying courgettes, which represents the best deal?

a) 500g for £1.29 [£1.935/750g]

b) 375g for 80p [£1.60/750g]

64. Of the following options for buying asparagus, which represents the best deal?

a) 125g for £1.80 [£1.44/100g]

b) Two 125g packs for £3 [£1.20/100g]

65. Of the following options for buying peaches, which represents the best deal?

a) Two packs of four in a two for £2.50 deal [31.25p each]

b) Loose peaches for 45p each [45p each]

66. Of the following options for buying cherries, which represents the best deal?

a) A 200g punnet for £2.80 [£1.40/100g]

b) A 350g punnet for £4 [£1.14/100g]

67. Of the following options for buying tinned pineapple, which represents the best deal?

a) A 227g tin for 50p [22p/100g]

b) A 400g tin for 80p [20p/100g]

68. Of the following options for buying kiwis, which represents the best deal?

a) A pack of four for £1.75 [44p each]

b) Four individual kiwis for 40p each [40p each]

69. Of the following options for buying chocolate puddings, which represents the best deal?

a) Two 110g puddings for £2.20 [£1/100g]

b) Two 100g puddings for £2.10 [£1.05/100g]

70. Of the following options for buying custard, which represents the best deal?

a) A 400g tin for £1 [25p/100g]

b) A 750g carton for £2 [27p/100g]

71. Of the following options for buying gravy granules, which represents the best deal?

a) A 170g tub for £1.75 [£1.03/100g]

b) A 350g tub for £2.50 [71p/100g]

72. Of the following options for buying stock cubes, which represents the best deal?

a) A box of 12 cubes for £1.25 [10.4p/cube]

b) A box of 24 cubes for £2.35 [9.7p/cube]

73. Of the following options for buying fresh noodles, which represents the best deal?

a) A 400g bag for £1.50 [37.5p/100g]

b) Two for £2.50 on 400g bags [31.25p/100g]

74. Of the following options for buying onion rings, which represents the best deal?

a) A 375g bag for £1.35 [36p/100g]

b) A 750g bag for £2.50 [33p/100g]

75. Of the following options for buying cordial, which represents the best deal?

a) A 500ml bottle for £2 [£4/litre]

b) A 750ml bottle for £3.20 [£4.26/litre]

76. Of the following options for buying multivitamins, which represents the best deal?

a) Three for the price of two on 90-tablet bottles costing £1.80 each [1.33p/tablet]

b) A 300-tablet bottle costing £3 [1p/tablet]

77. Of the following options for buying hair conditioner, which represents the best deal?

a) A 500ml bottle for £3 [£6/litre]

b) A 900ml bottle for £5 [£5.55/litre]

78. Of the following options for buying shower gel, which represents the best deal?

a) A 250ml bottle for £1.80 [£1.80/250ml]

b) Buy one get one free on 250ml bottles priced at £1.20 each [60p/250ml]

79. Of the following options for buying light bulbs, which represents the best deal?

a) A box of two for £3.75 [£1.88/each]

b) A box of six for £9.99 [£1.67/each]

80. Of the following options for buying coleslaw, which represents the best deal?

a) A 300g tub for 75p [25p/100g]

b) A 450g tub for 99p [22p/100g]

81. Of the following options for buying feta, which represents the best deal?

a) A 200g block for £1.35 [67.5p/100g]

b) A 350g block for £2 [57p/100g]

82. Of the following options for buying cheddar, which represents the best deal?

a) A 250g block for £2.40 [96p/100g]

b) A 500g block for £4.90 [98p/100g]

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

a) A 300g tub for £1.20 [40p/100g]

b) A 600g tub for £2.50 [42p/100g]

84. Of the following options for buying halloumi, which represents the best deal?

a) A 225g block for £2 [88p/100g]

b) A 450g block for £3.80 [84p/100g]

85. Of the following options for buying goat’s cheese, which represents the best deal?

a) A 125g block for £1.60 [£1.28/100g]

b) A 250g block for £2.90 [£1.16/100g]

86. Of the following options for buying natural yoghurt, which represents the best deal?

a) A 150g tub for 55p [37p/100g]

b) A 450g tub for £1.50 [33p/100g]

87. Of the following options for buying double cream, which represents the best deal?

a) A 600ml tub for £1.95 [32.5p/100ml]

b) A 300ml tub for £1.05 [35p/100ml]

88. Of the following options for buying sausages, which represents the best deal?

a) A pack of 8 for £2 [25p/each]

b) A pack of 12 for £2.80 [23p/each]

89. Of the following options for buying olives, which represents the best deal?

a) A 350g jar for 80p [23p/100g]

b) Buy one get one half price on 350g jars priced at 90p [19.3p/100g]

90. Of the following options for buying salt, which represents the best deal?

a) A 350g bag for 80p [23p/100g]

b) A 1kg bag for £2 [20p/100g]