

Survey on socio-economic attitudes

[RESPONSE DEADLINE]

Monday, March 31st, 2014

Start Survey ▶

- While responding to the survey, the question number (No.) might not appear in sequence depending on the information given in your response. This is not an error so please proceed with your responses.
- Please note that response to your entries may be delayed depending on the Web traffic.
- Your responses may not be received correctly if you press the browser Return button. In such a case, you will be asked to redo the survey from the beginning.

NIKKEI-R

[Survey No.14-408-0118]

▶ **【POINTS WHEN USING THIS WEB SYSTEM】**

- During the response period, users can respond to surveys 24 hours a day including Saturdays and Sundays.
- We recommend you use Internet Explorer 6,7,8 or firefox 3.5 browser. Using other browsers might cause errors.
- Please note that you cannot change any information after clicking SEND.
- Please note that response may sometimes be delayed due to line congestion or other factors.

NEXT ▶

We are a group of academic researchers. Our survey aims to provide us better and deeper understanding of human behavior and economic motivations as well as plausible solutions for contemporary social and economic problems. By completing this survey, you are contributing to our knowledge as a society.

Our survey will give you an opportunity to express your own views. The most important factor for the success of our research is that you answer honestly. **This survey should take (on average) about 15 minutes to complete.**

Notes:

Your participation in this study is purely voluntary, and you may withdraw your participation or your data at any time without any penalty to you. Your name will never be recorded. Results may include summary data, but you will never be identified.

S0

You **MUST BE a US RESIDENT** to participate in this survey.

(Choose only one)

- ☐ Yes, I would like to take part in this study, and confirm that I AM A US RESIDENT and am 20 or older and 64 or younger.
- ☐ No, I would not like to participate.

CLEAR ALL ENTRIES MADE ON THIS PAGE

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S1

What is your gender?

(Choose only one)

- ☐ Male
- ☐ Female

S2

What is your age?

(Choose only one)

S3A

Which state do you live in?

(Choose only one)

S4A

What is the highest educational level that you have attained? If you are a student, code highest level you expect to complete.

(Choose only one)

- ☐ Less than high school graduate
- ☐ High school graduate
- ☐ Some college or associate's degree
- ☐ Bachelor's degree
- ☐ Advanced degree

S5

Please indicate your marital status.

(Choose only one)

- ☐ Married
- ☐ Living together as married
- ☐ Divorced
- ☐ Separated
- ☐ Widowed
- ☐ Single

How many children have you had?

(Choose only one)

- ☐ No children
- ☐ One child
- ☐ Two children
- ☐ Three children
- ☐ Four children
- ☐ Five children
- ☐ Six children
- ☐ Seven children
- ☐ Eight or more children

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S7

Were you born in this country or are you an immigrant?**(Choose only one)**

- ☐ I was born in this country
- ☐ I am an immigrant to this country

S8

How would you describe your ethnicity/race?**(Choose only one)**

- ☐ White/Caucasian
- ☐ African American/Black
- ☐ Hispanic/Latino
- ☐ Asian/Asian American
- ☐ Other
- ☐ Prefer not to state

S9

Do you belong to a religion or religious denomination?**(Choose only one)**

- ☐ Roman Catholic
- ☐ Protestant
- ☐ Orthodox (Russian/Greek/etc.)
- ☐ Jew
- ☐ Muslim
- ☐ Hindu
- ☐ Buddhist
- ☐ Other
- ☐ Do not belong to a denomination
- ☐ Prefer not to state

S10

What is your current employment status?

(Choose only one)

- ☐ Full-time employee
- ☐ Part-time employee
- ☐ Self-employed or small business owner
- ☐ Retired/pensioned
- ☐ Housewife not otherwise employed
- ☐ Student
- ☐ Unemployed
- ☐ Other

S11A

What was your personal TOTAL income, before taxes, last year (2013)?
Personal total income includes all wages, salaries, pensions and other income such as capital gains and interest.

(Choose only one)

- ☐ \$ 0 - \$ 9,999
- ☐ \$ 10,000 - \$ 14,999
- ☐ \$ 15,000 - \$ 19,999
- ☐ \$ 20,000 - \$ 29,999
- ☐ \$ 30,000 - \$ 39,999
- ☐ \$ 40,000 - \$ 49,999
- ☐ \$ 50,000 - \$ 74,999
- ☐ \$ 75,000 - \$ 99,999
- ☐ \$ 100,000 - \$ 124,999
- ☐ \$ 125,000 - \$ 149,999
- ☐ \$ 150,000 - \$ 199,999
- ☐ \$ 200,000+

S12

Are you the chief wage earner in your household?

(Choose only one)

- ☐ Yes
- ☐ No

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Q1

All things considered, how satisfied are you with your life as a whole these days?

(Choose only one)

Using this card on which 1 means you are "completely dissatisfied" and 10 means you are "completely satisfied" where would you put your satisfaction with your life as a whole?

Completely dissatisfied									Completely satisfied
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q2

Now we would like you to tell me your views on two issues. How would you place your views on this scale?

(Choose only one)

1 means you agree completely with the statement on the left; 10 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between:

Incomes should be made more equal										We need larger income differences as incentives for individual effort
1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3

1 means you agree completely with the statement on the left; 10 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between:

People can only get rich at the expense of others										Wealth can grow so there's enough for everyone
1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q4

On economic policy matters, where do you see yourself on the liberal/conservative spectrum?

(Choose only one)

- ☐ Very conservative
- ☐ Conservative
- ☐ Moderate
- ☐ Liberal
- ☐ Very liberal

Q5

How important is it for you to compare your income with other people's incomes?

(Choose only one)

not at all important				very important
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q6

Whose income would you be most likely to compare your own with? Please choose one of the groups.

(Choose only one)

- ☐ Neighbor
- ☐ Classmates of your school days
- ☐ Close friends
- ☐ Family members
- ☐ Family members of your children's classmates
- ☐ Work colleagues
- ☐ Average people in the US
- ☐ Friend or acquaintance excluding above choices
- ☐ Others
- ☐ I don't know
- ☐ I don't compare

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- ▶ In the previous question you described
[Family members]
as the group whose income you would be most likely to compare your own with. Let's call this group your reference group.

Q7A

What do you think was your reference group's personal TOTAL income, before taxes, last year (2013)? Personal total income includes all wages, salaries, pensions and other income such as capital gains and interest.

(Choose only one)

- | | |
|---|---|
| <input type="radio"/> \$ 0 - \$ 9,999 | <input type="radio"/> \$ 50,000 - \$ 74,999 |
| <input type="radio"/> \$ 10,000 - \$ 14,999 | <input type="radio"/> \$ 75,000 - \$ 99,999 |
| <input type="radio"/> \$ 15,000 - \$ 19,999 | <input type="radio"/> \$ 100,000 - \$ 124,999 |
| <input type="radio"/> \$ 20,000 - \$ 29,999 | <input type="radio"/> \$ 125,000 - \$ 149,999 |
| <input type="radio"/> \$ 30,000 - \$ 39,999 | <input type="radio"/> \$ 150,000 - \$ 199,999 |
| <input type="radio"/> \$ 40,000 - \$ 49,999 | <input type="radio"/> \$ 200,000+ |

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- ▶ Now we would like to ask you about environmental condition improvements. Please imagine that you recently moved to another region of the country, where water quality is "50% Good." Here, the figure indicates the percentage of lakes and rivers in your region that the U.S. Environmental Protection Agency (EPA) rates as being "good" for fishing, swimming, and quality of the aquatic environment.
- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_1

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	6 Years From Now	4 Years From Now	2 Years From Now	Don't know/Cannot answer
Amount of water improvement	20%	5%	5%	
Cost of policy per year	\$400	\$300	\$300	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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NEXT ▶

- Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_2

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	Now	Now	2 Years From Now	Don't know/Cannot answer
Amount of water improvement	5%	15%	10%	
Cost of policy per year	\$100	\$400	\$200	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_3

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	2 Years From Now	2 Years From Now	4 Years From Now	Don't know/Cannot answer
Amount of water improvement	10%	20%	15%	
Cost of policy per year	\$200	\$100	\$300	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_4

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	Now	Now	4 Years From Now	Don't know/Cannot answer
Amount of water improvement	10%	10%	20%	
Cost of policy per year	\$400	\$300	\$200	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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► Now we would like to ask you about your economic life choices.

In Question 6 you described

[Family members]

as the group whose income you would be most likely to compare your own with. Let's call the group your reference group.

In the following screens we show your hypothetical monthly income (before tax). Also displayed in the same screen is your reference group's monthly income (before tax). Suppose that these are the current situations of your monthly income (before tax) and your reference group's monthly income (before tax).

C2_1

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$900	\$1800	Don't know/ Cannot answer
Your monthly income (before tax)	\$4900	\$2900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_2

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$900	\$1800	Don't know/ Cannot answer
Your monthly income (before tax)	\$1800	\$4900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_3

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$4900	\$4900	Don't know/ Cannot answer
Your monthly income (before tax)	\$2900	\$1800	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_4

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$2900	\$4900	Don't know/ Cannot answer
Your monthly income (before tax)	\$7200	\$7200	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_5

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$4900	\$7200	Don't know/ Cannot answer
Your monthly income (before tax)	\$7200	\$4900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_6

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

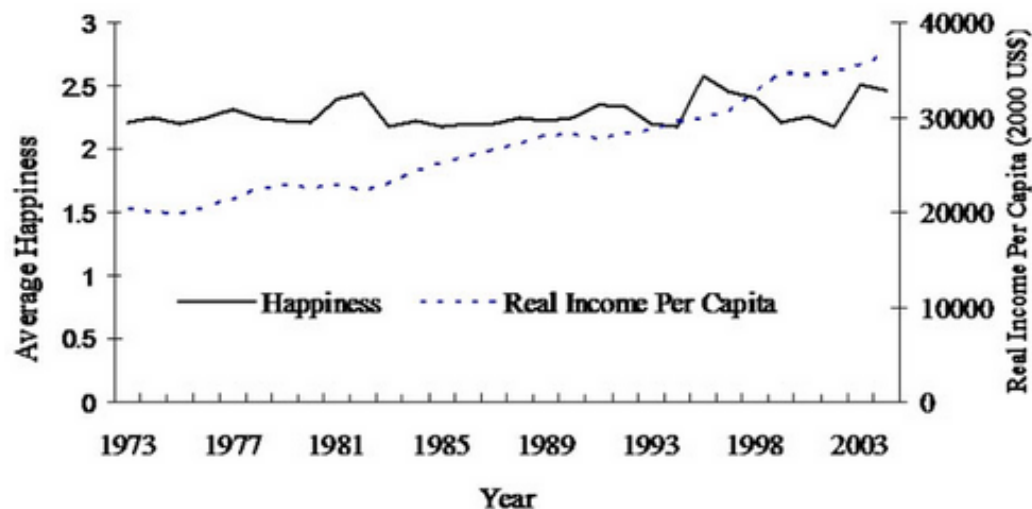
	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$1800	\$7200	Don't know/ Cannot answer
Your monthly income (before tax)	\$900	\$1800	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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► Now we would like you to notice a scientific finding.

In the figure below, two series of data over the period 1973-2004 are reported. One is Real Income Per Capita in the United States. The other is so-called Happiness Data.

Happiness data is collected in the General Social Survey organized by National Opinion Research Center, the University of Chicago. Happiness is the average reply to the following question: "Taken all together, how would you say things are these days? Would you say that you are...?" The responses are coded as (3) Very Happy, (2) Pretty Happy, and (1) Not too Happy.



Source: World Database of Happiness and Penn World Tables.

► As the graph shows, while real income per capita increases sharply, happiness shows essentially no trend and has remained constant over time.

From this figure, it looks as if individuals in the United States are in the "flat part of the curve" with additional income buying little, if any, extra happiness.

P1A

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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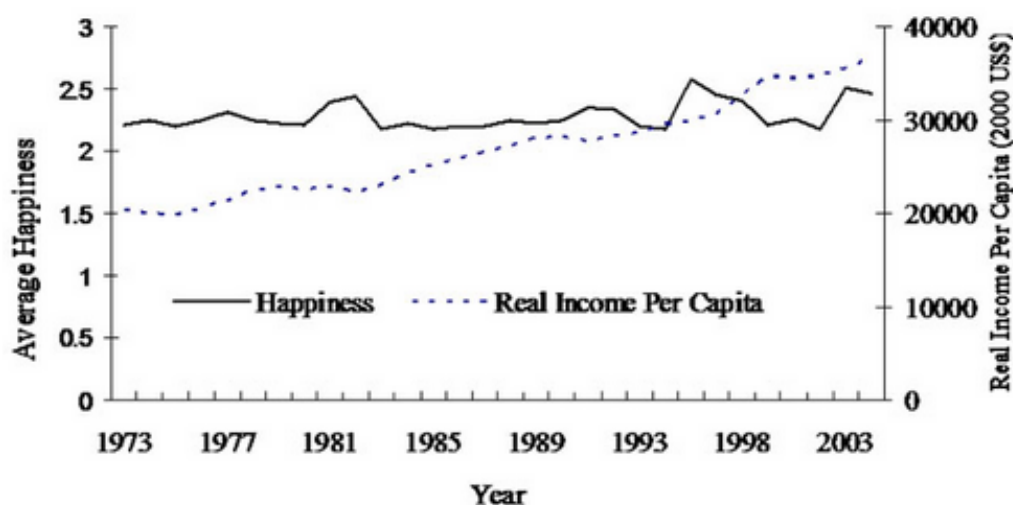
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▶ **【Please carefully read the statement once again.】**

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P1ASP1

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(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

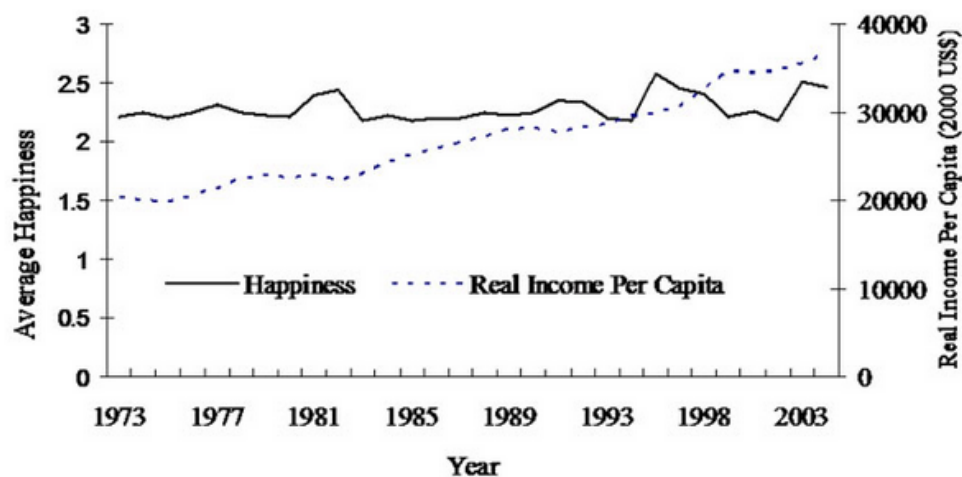
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From this figure, it looks as if individuals in the United States are in the "flat part of the curve" with additional income buying little, if any, extra happiness.

► It has been suggested by researchers that this happens because people tend to compare their income levels against the incomes of others. As long as people compare their income against the incomes of others, increasing everyone's income increases the happiness of no one.

P1B

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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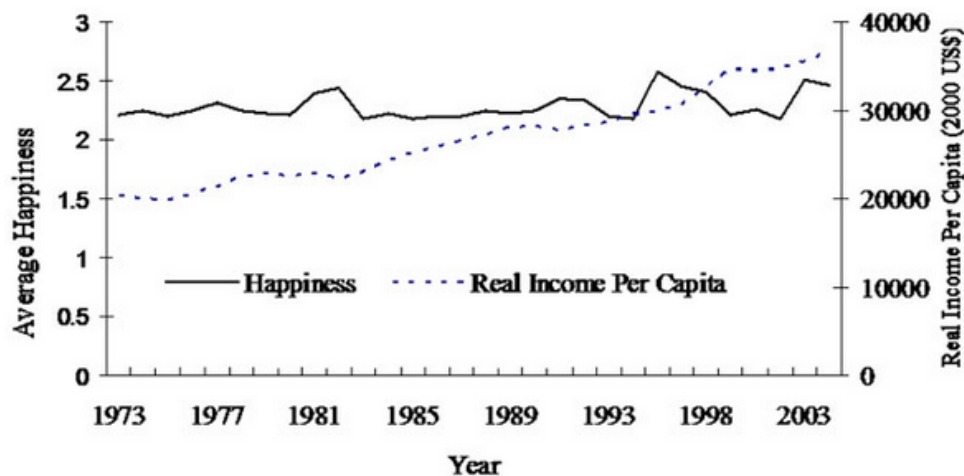
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P1BSP1

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

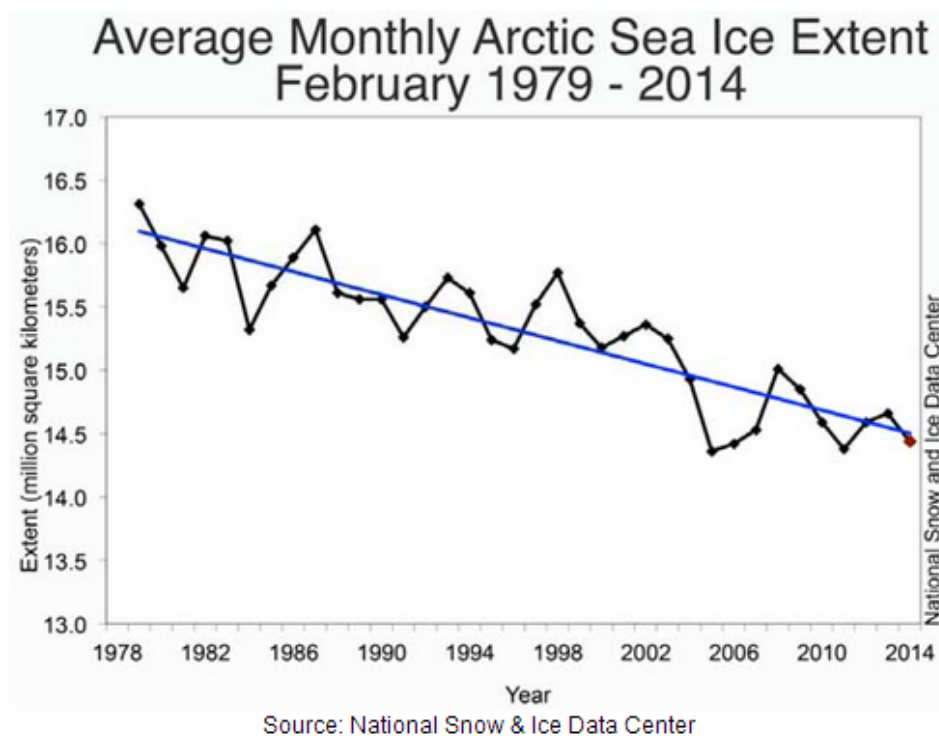
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NEXT ►

► Now we would like you to notice a scientific finding.

In the figure below, a time series of data concerning the Arctic Sea ice extent in February over the period 1979-2014 is presented.

According to a recent report by the National Snow & Ice Data Center, University of Colorado, on March 3, 2014, the Arctic sea ice extent in February 2014 measured 14.44 million square kilometers (5.58 million square miles). This is the fourth lowest February ice extent in the satellite data record, and is 910,000 square kilometers (350,000 square miles) below the 1981 to 2010 average.



► The sea ice extent trend through February 2014 is -3.0% per decade relative to the 1981 to 2010 average, a rate of -46,100 square kilometers (-17,800 square miles) per year. These winter month trends have been fairly consistent.

P1C

The winter month trends of the Arctic Sea ice extent have been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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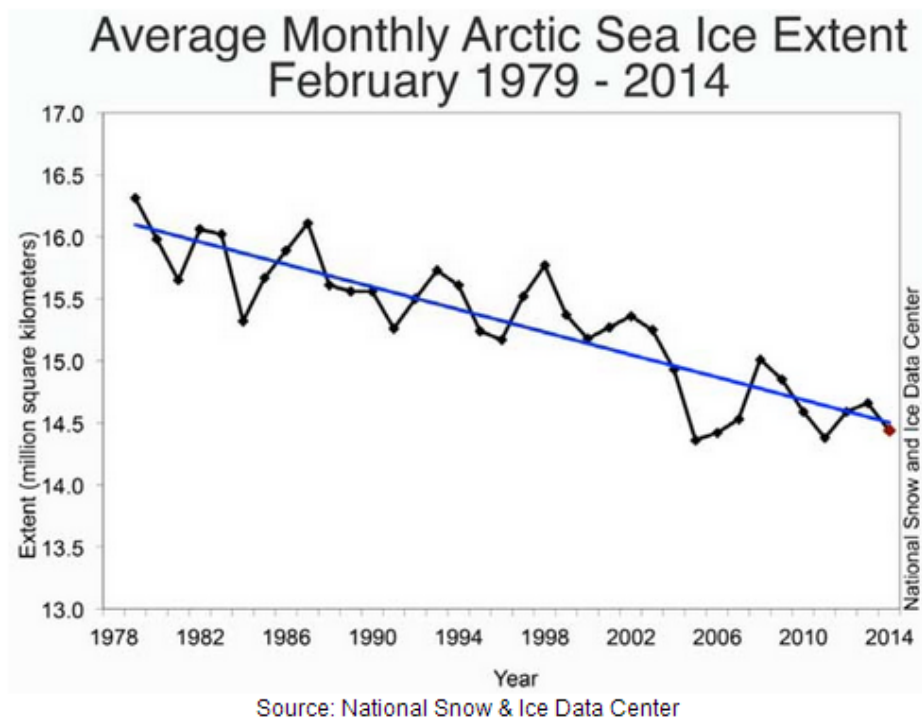
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P1CSP1

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(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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► Now once again, we would like to ask you about your economic life choices.

In Question 6 you described

[Family members]

as the group whose income you would be most likely to compare your own with. Let's call the group your reference group.

In the following screens we show your hypothetical monthly income (before tax). Also displayed in the same screen is your reference group's monthly income (before tax). Suppose that these are the current situations of your monthly income (before tax) and your reference group's monthly income (before tax).

C3_1

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$7200	\$4900	Don't know/ Cannot answer
Your monthly income (before tax)	\$2900	\$2900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_2

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$7200	\$2900	Don't know/ Cannot answer
Your monthly income (before tax)	\$900	\$2900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_3

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$7200	\$7200	Don't know/ Cannot answer
Your monthly income (before tax)	\$4900	\$7200	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_4

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$900	\$7200	Don't know/ Cannot answer
Your monthly income (before tax)	\$2900	\$900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_5

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$2900	\$900	Don't know/ Cannot answer
Your monthly income (before tax)	\$4900	\$2900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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NEXT ▶

C3_6

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	\$7200	\$7200	Don't know/ Cannot answer
Your monthly income (before tax)	\$7200	\$2900	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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SEND ▶

Survey on socio-economic attitudes

[RESPONSE DEADLINE]

Monday, March 31st, 2014

Start Survey ▶

- While responding to the survey, the question number (No.) might not appear in sequence depending on the information given in your response. This is not an error so please proceed with your responses..
- Please note that response to your entries may be delayed depending on the Web traffic.
- Your responses may not be received correctly if you press the browser Return button. In such a case, you will be asked to redo the survey from the beginning.

NIKKEI-R

[Survey No.14-406-0118]

▶ **【POINTS WHEN USING THIS WEB SYSTEM】**

- During the response period, users can respond to surveys 24 hours a day including Saturdays and Sundays.
- We recommend you use Internet Explorer 6,7,8 or firefox 3.5 browser. Using other browsers might cause errors.
- Please note that you cannot change any information after clicking SEND.
- Please note that response may sometimes be delayed due to line congestion or other factors.

[NEXT ▶](#)

We are a group of academic researchers. Our survey aims to provide us better and deeper understanding of human behavior and economic motivations as well as plausible solutions for contemporary social and economic problems. By completing this survey, you are contributing to our knowledge as a society.

Our survey will give you an opportunity to express your own views. The most important factor for the success of our research is that you answer honestly. **This survey should take (on average) about 15 minutes to complete.**

Notes:

Your participation in this study is purely voluntary, and you may withdraw your participation or your data at any time without any penalty to you. Your name will never be recorded. Results may include summary data, but you will never be identified.

S0

You MUST BE a UK RESIDENT to participate in this survey.

(Choose only one)

- ☐ Yes, I would like to take part in this study, and confirm that I AM A UK RESIDENT and am 20 or older and 64 or younger.
- ☐ No, I would not like to participate.

CLEAR ALL ENTRIES MADE ON THIS PAGE

NEXT ►



S1

What is your gender?

(Choose only one)

- ☐ Male
- ☐ Female

S2

What is your age?

(Choose only one)

Choose from the following. ▼

S3B

Which region do you live in?

(Choose only one)

Choose from the following. ▼

S4B

What is the highest educational level that you have attained? If you are a student, code highest level you expect to complete.

(Choose only one)

- ☐ No qualifications
- ☐ Level 1 qualifications
- ☐ Level 2 qualifications
- ☐ Level 3 qualifications
- ☐ Level 4 qualifications and above

S5

Please indicate your marital status.

(Choose only one)

- ☐ Married
- ☐ Living together as married
- ☐ Divorced
- ☐ Separated
- ☐ Widowed
- ☐ Single

How many children have you had?

(Choose only one)

- ☐ No children
- ☐ One child
- ☐ Two children
- ☐ Three children
- ☐ Four children
- ☐ Five children
- ☐ Six children
- ☐ Seven children
- ☐ Eight or more children

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NEXT ►

S7

Were you born in this country or are you an immigrant?

(Choose only one)

- ☐ I was born in this country
- ☐ I am an immigrant to this country

S8

How would you describe your ethnicity/race?

(Choose only one)

- ☐ White/Caucasian
- ☐ Black/African/Caribbean/ Black British
- ☐ Hispanic/Latino
- ☐ Asian/Asian British
- ☐ Other
- ☐ Prefer not to state

S9

Do you belong to a religion or religious denomination?

(Choose only one)

- ☐ Roman Catholic
- ☐ Protestant
- ☐ Orthodox (Russian/Greek/etc.)
- ☐ Jew
- ☐ Muslim
- ☐ Hindu
- ☐ Buddhist
- ☐ Other
- ☐ Do not belong to a denomination
- ☐ Prefer not to state

S10

What is your current employment status?

(Choose only one)

- ☐ Full-time employee
- ☐ Part-time employee
- ☐ Self-employed or small business owner
- ☐ Retired/pensioned
- ☐ Housewife not otherwise employed
- ☐ Student
- ☐ Unemployed
- ☐ Other

S11B

What was your personal TOTAL income, before taxes, last year (2013)? Personal total income includes all wages, salaries, pensions and other income such as capital gains and interest.

(Choose only one)

- ☐ GBP0 - GBP5,999
- ☐ GBP6,000 - GBP8,999
- ☐ GBP9,000 - GBP11,999
- ☐ GBP12,000 - GBP17,999
- ☐ GBP18,000 - GBP23,999
- ☐ GBP24,000 - GBP29,999
- ☐ GBP30,000 - GBP44,999
- ☐ GBP45,000 - GBP59,999
- ☐ GBP60,000 - GBP74,999
- ☐ GBP75,000 - GBP89,999
- ☐ GBP90,000 - GBP119,999
- ☐ GBP120,000+

S12

Are you the chief wage earner in your household?

(Choose only one)

- ☐ Yes
- ☐ No

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Q1

All things considered, how satisfied are you with your life as a whole these days?**(Choose only one)**

Using this card on which 1 means you are "completely dissatisfied" and 10 means you are "completely satisfied" where would you put your satisfaction with your life as a whole?

Completely dissatisfied										Completely satisfied
1	2	3	4	5	6	7	8	9	10	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[CLEAR ALL ENTRIES MADE ON THIS PAGE](#)[NEXT ▶](#)

Q2

Now we would like you to tell me your views on two issues. How would you place your views on this scale?

(Choose only one)

1 means you agree completely with the statement on the left; 10 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between:

Incomes should be made more equal									We need larger income differences as incentives for individual effort
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3

1 means you agree completely with the statement on the left; 10 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between:

People can only get rich at the expense of others									Wealth can grow so there's enough for everyone
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q4

On economic policy matters, where do you see yourself on the liberal/conservative spectrum?

(Choose only one)

- ☐ Very conservative
- ☐ Conservative
- ☐ Moderate
- ☐ Liberal
- ☐ Very liberal

Q5

How important is it for you to compare your income with other people's incomes?

(Choose only one)

not at all important				very important
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[CLEAR ALL ENTRIES MADE ON THIS PAGE](#)[NEXT ►](#)

Q6

Whose income would you be most likely to compare your own with? Please choose one of the groups.

(Choose only one)

- ☐ Neighbor
- ☐ Classmates of your school days
- ☐ Close friends
- ☐ Family members
- ☐ Family members of your children's classmates
- ☐ Work colleagues
- ☐ Average people in the UK
- ☐ Friend or acquaintance excluding above choices
- ☐ Others
- ☐ I don't know
- ☐ I don't compare

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NEXT ►

- ▶ In the previous question you described
[Family members]
as the group whose income you would be most likely to compare your own with. Let's call this group your reference group.

Q7B

What do you think was your reference group's personal TOTAL income, before taxes, last year (2013)? Personal total income includes all wages, salaries, pensions and other income such as capital gains and interest.

(Choose only one)

- | | |
|---|--|
| <input type="radio"/> GBP0 - GBP5,999 | <input type="radio"/> GBP30,000 - GBP44,999 |
| <input type="radio"/> GBP6,000 - GBP8,999 | <input type="radio"/> GBP45,000 - GBP59,999 |
| <input type="radio"/> GBP9,000 - GBP11,999 | <input type="radio"/> GBP60,000 - GBP74,999 |
| <input type="radio"/> GBP12,000 - GBP17,999 | <input type="radio"/> GBP75,000 - GBP89,999 |
| <input type="radio"/> GBP18,000 - GBP23,999 | <input type="radio"/> GBP90,000 - GBP119,999 |
| <input type="radio"/> GBP24,000 - GBP29,999 | <input type="radio"/> GBP120,000+ |

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- ▶ Now we would like to ask you about environmental condition improvements. Please imagine that you recently moved to another region of the country, where water quality is "50% Good." Here, the figure indicates the percentage of lakes and rivers in your region that the UK Department for Environment, Food and Rural Affairs rates as being "good" for fishing, swimming, and quality of the aquatic environment.
- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_1

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	4 Years From Now	4 Years From Now	6 Years From Now	Don't know/Cannot answer
Amount of water improvement	5%	15%	5%	
Cost of policy per year	GBP240	GBP120	GBP120	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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NEXT ▶

- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_2

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	4 Years From Now	6 Years From Now	Now	Don't know/Cannot answer
Amount of water improvement	10%	5%	15%	
Cost of policy per year	GBP60	GBP240	GBP120	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1_3

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	2 Years From Now	2 Years From Now	4 Years From Now	Don't know/Cannot answer
Amount of water improvement	10%	20%	15%	
Cost of policy per year	GBP120	GBP60	GBP180	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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- ▶ Please imagine again that you recently moved to another region of the country, where water quality is "50% Good."

C1 4

Imagine that the government is considering several policies that would temporarily increase water quality in your region. Once the policy is in effect, the improvement lasts for five years, then water quality returns to its previous level. Regardless of when the improvement begins, the cost of each begins immediately and continues for five years.

(Choose only one)

Which of the three policies below would you most prefer?

	Policy 1	Policy 2	Policy 3	
Year when improvement begins	Now	2 Years From Now	4 Years From Now	Don't know/Cannot answer
Amount of water improvement	15%	15%	5%	
Cost of policy per year	GBP120	GBP180	GBP240	
	↓	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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NEXT ▶

► Now we would like to ask you about your economic life choices.

In Question 6 you described

[Family members]

as the group whose income you would be most likely to compare your own with. Let's call the group your reference group.

In the following screens we show your hypothetical monthly income (before tax). Also displayed in the same screen is your reference group's monthly income (before tax). Suppose that these are the current situations of your monthly income (before tax) and your reference group's monthly income (before tax).

C2_1

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP2000	GBP2000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP2000	GBP3000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_2

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP3000	GBP2000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP1000	GBP1500	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_3

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP3000	GBP3000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP2000	GBP1500	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_4

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP3000	GBP1500	Don't know/ Cannot answer
Your monthly income (before tax)	GBP3000	GBP4000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_5

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP3000	GBP4000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP4000	GBP3000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C2_6

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP2000	GBP2000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP2000	GBP3000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

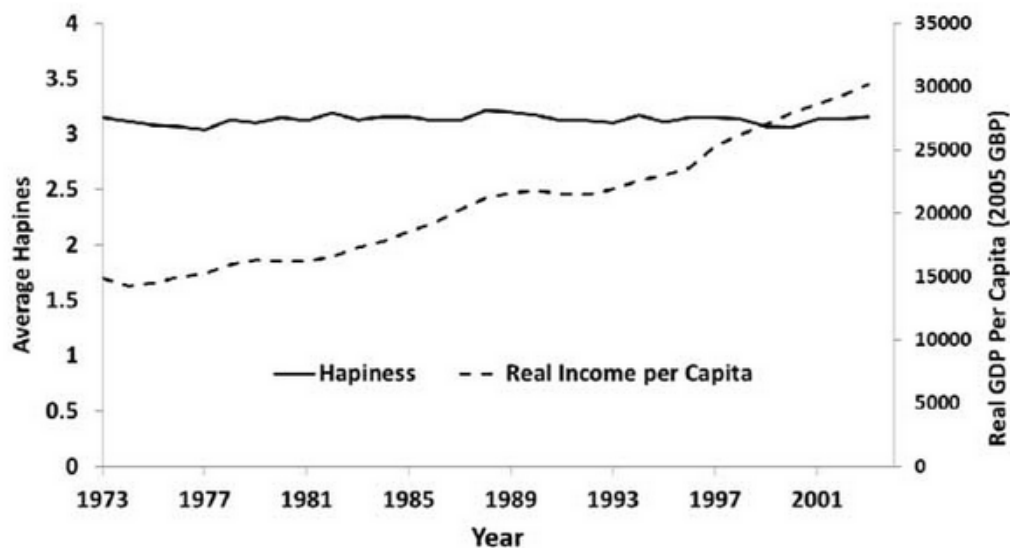
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NEXT ►

▶ Now we would like you to notice a scientific finding.

In the figure below, two series of data over the period 1973-2004 are reported. One is Real Income Per Capita in the United Kingdom. The other is so-called Happiness Data.

Happiness data is collected in the World Database of Happiness by Happiness in Nations. Happiness is the average reply to the following question: "How satisfied are you with the life you lead?" (4) Very satisfied (3) Fairly satisfied (2) Not very satisfied (1) Not at all satisfied.



Source: World Database of Happiness and Penn World Tables.

▶ As the graph shows, while real income per capita increases sharply, happiness shows essentially no trend and has remained constant over time.

From this figure, it looks as if individuals in the United Kingdoms are in the "flat part of the curve" with additional income buying little, if any, extra happiness.

P1A

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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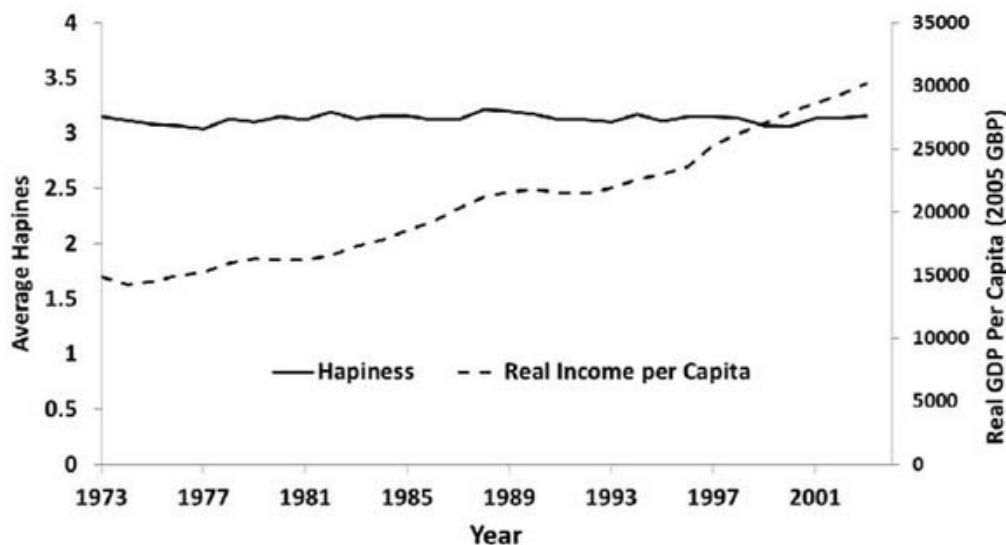
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▶ **[Please carefully read the statement once again.]**

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P1ASP1

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

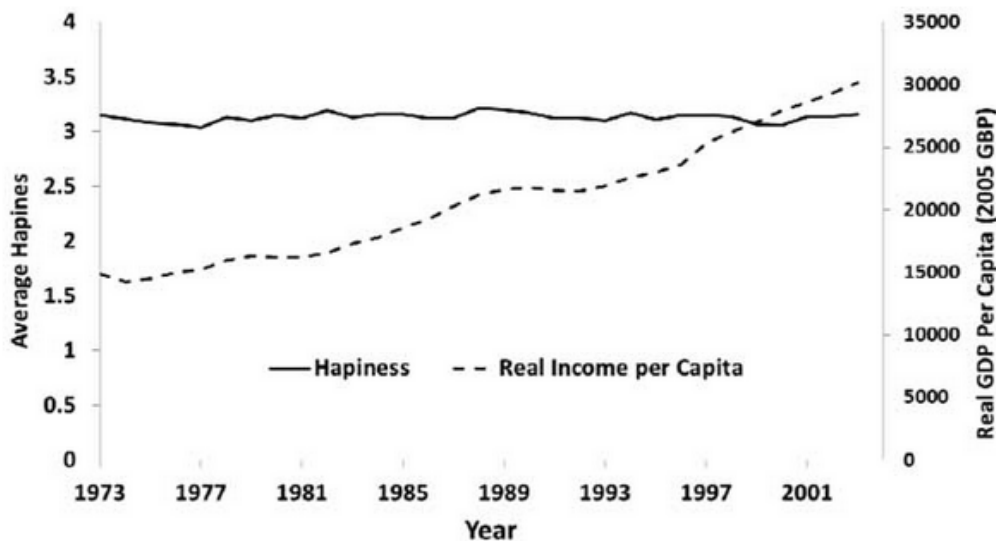
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From this figure, it looks as if individuals in the United Kingdom are in the "flat part of the curve" with additional income buying little, if any, extra happiness.


► It has been suggested by researchers that this happens because people tend to compare their income levels against the incomes of others. As long as people compare their income against the incomes of others, increasing everyone's income increases the happiness of no one.

P1B

While real income per capita has increased sharply, the trend of happiness has been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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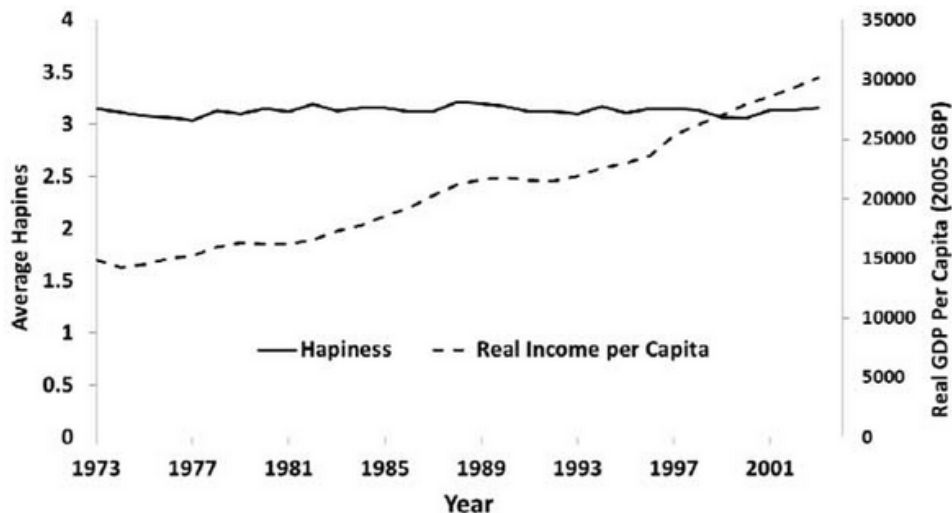
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P1BSP1

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(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

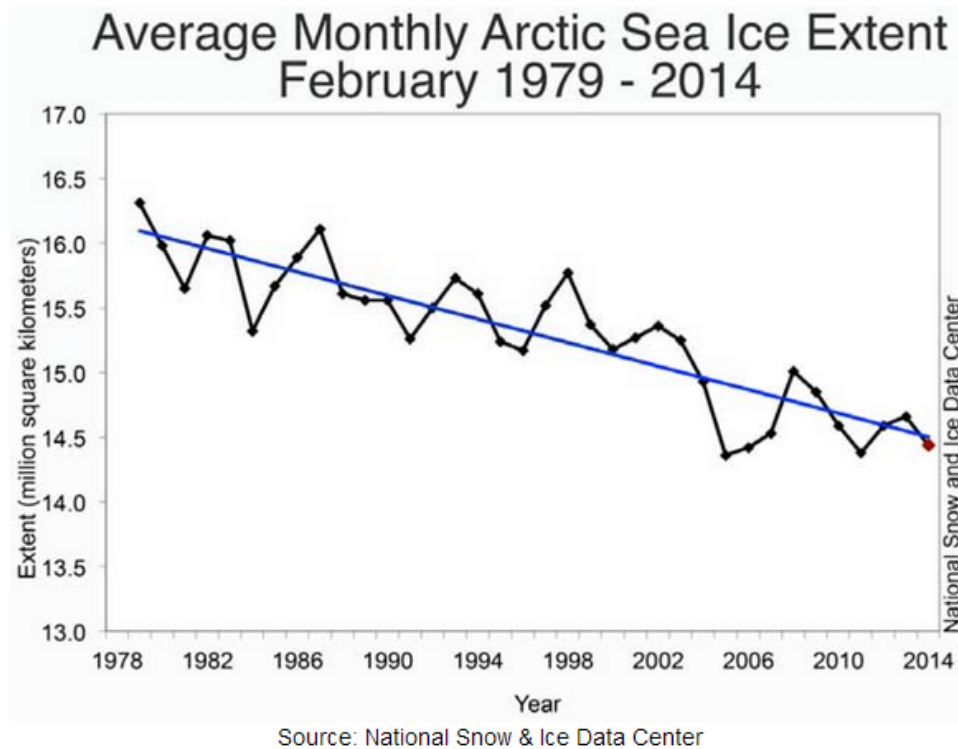
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► Now we would like you to notice a scientific finding.

In the figure below, a time series of data concerning the Arctic Sea ice extent in February over the period 1979-2014 is presented.

According to a recent report by the National Snow & Ice Data Center, University of Colorado US, on 3 March, 2014, the Arctic sea ice extent in February 2014 measured 14.44 million square kilometers (5.58 million square miles). This is the fourth lowest February ice extent in the satellite data record, and is 910,000 square kilometers (350,000 square miles) below the 1981 to 2010 average.



► The sea ice extent trend through February 2014 is -3.0% per decade relative to the 1981 to 2010 average, a rate of -46,100 square kilometers (-17,800 square miles) per year. These winter month trends have been fairly consistent.

P1C

The winter month trends of the Arctic Sea ice extent have been.

(Choose only one)

- ☐ increasing
- ☐ constant
- ☐ decreasing

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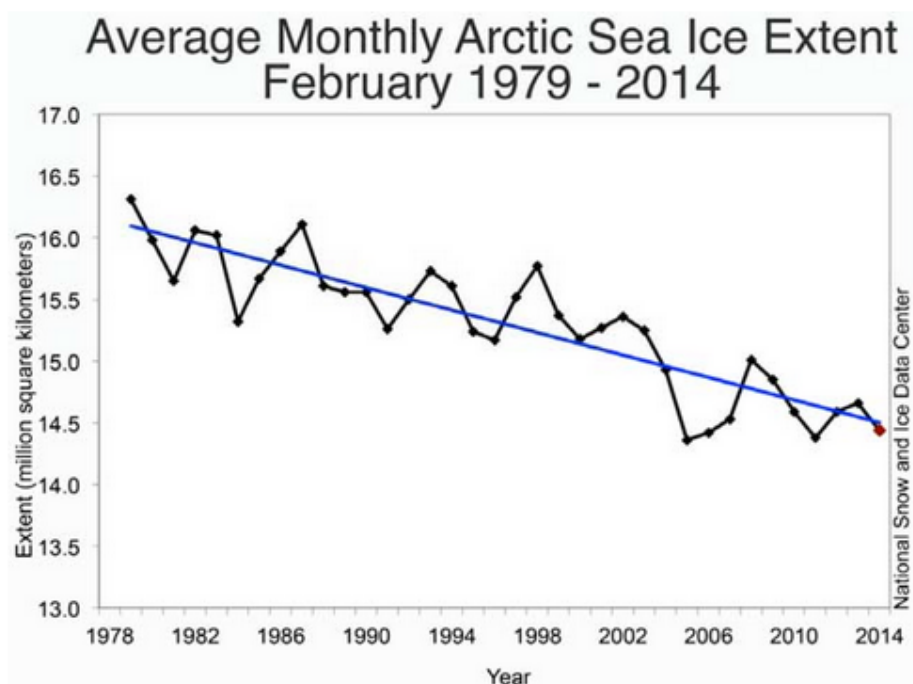
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P1CSP1

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(Choose only one)

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- ☐ constant
- ☐ decreasing

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NEXT ▶

► **Now once again, we would like to ask you about your economic life choices.**

In Question 6 you described

[Family members]

as the group whose income you would be most likely to compare your own with. Let's call the group your reference group.

In the following screens we show your hypothetical monthly income (before tax). Also displayed in the same screen is your reference group's monthly income (before tax). Suppose that these are the current situations of your monthly income (before tax) and your reference group's monthly income (before tax).

C3_1

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP3000	GBP3000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP2000	GBP1500	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_2

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP2000	GBP1500	Don't know/ Cannot answer
Your monthly income (before tax)	GBP1000	GBP1000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_3

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP1500	GBP1500	Don't know/ Cannot answer
Your monthly income (before tax)	GBP2000	GBP1500	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_4

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP4000	GBP3000	Don't know/ Cannot answer
Your monthly income (before tax)	GBP1500	GBP1000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_5

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP1000	GBP1500	Don't know/ Cannot answer
Your monthly income (before tax)	GBP1500	GBP3000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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C3_6

Comparing situation 1 and situation 2 shown in the figures, which is more preferable to you? Suppose that the price levels in the two situations are the same. Please choose from the following options.

(Choose only one)

	CHOICE SITUATION 1	CHOICE SITUATION 2	
Your reference group's monthly income (before tax)	GBP1000	GBP1500	Don't know/ Cannot answer
Your monthly income (before tax)	GBP3000	GBP2000	
	↓	↓	↓
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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