

EXAMPLE QUESTION 1

In this example, a respondent was asked to choose between the following two hypothetical walking programs, A and B.

Features	Program A	Program B
<i>Average number of sessions required per week (over 6 months)</i>	2	3
<i>Travel time (round trip)</i>	10 minutes	30 minutes
<i>Travel cost (round trip)</i>	\$1	\$3
<i>Incentive payment (at 6 months)</i>	\$300	\$300
<i>Type of incentive</i>	Credit into your Medisave account	Cash payment
<i>Enrollment fee</i>	\$50	None
<i>Which program do you prefer? (Please check <u>one</u> box.)</i>		

How likely is it that you would join your preferred program if it was offered to you?

(Please check one box.)

Very likely

Somewhat likely

Somewhat unlikely

Definitely would not join