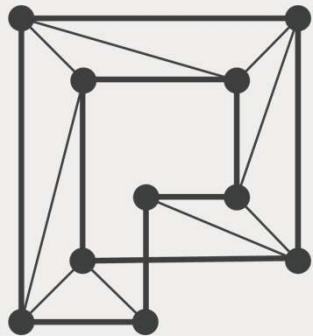


THE
BEHAVIOURAL
INSIGHTS TEAM

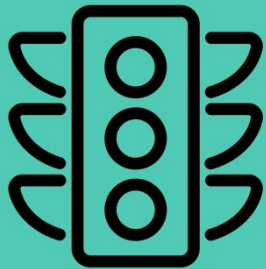
IN PARTNERSHIP WITH  Cabinet Office



P R E D I C T I V

An online platform for running behavioural experiments

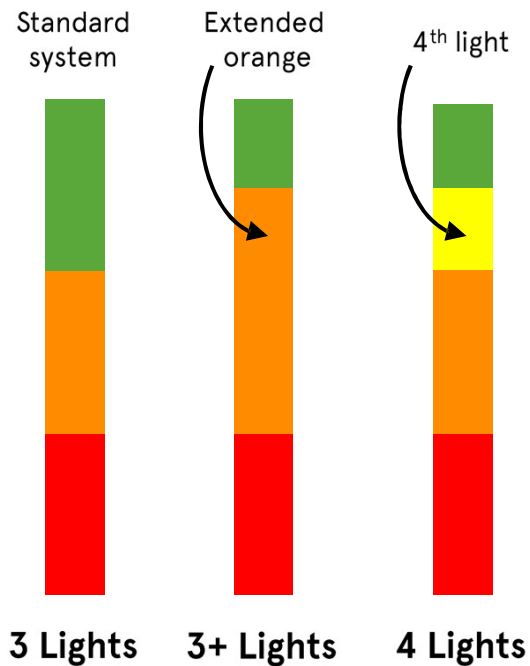
Owain Service



Can we use food labels to encourage people to choose healthier food options?

Traditional and improved traffic lights

Colours participants saw



... and what they represented:

Mains	Drinks	Sides & Desserts
0-325	0-50	0-50
325-400	50-100	50-100
400-550	100-200	100-200
>550	>200	>200

Ranges of calories of food items

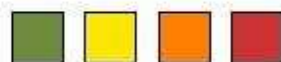
Participant instructions

Imagine that you are going to buy take-away from a nearby food shop. When you enter, you find this menu in front of you.

Please select the food items you would **buy for a lunch for yourself**.

You can choose **any of the items from the list below**. To select an item, please check the box on the left.

The colors of the boxes indicate how healthy each item is. The scale ranges from **healthy (left) to unhealthy (right)**:



Only if (any) traffic lights were shown (groups 3-5)

You have currently spent: \$0.00.

The yellow light is only shown to group 5

MAINS

<input type="checkbox"/>	Turkey Ranch Salad	\$5.00
<input type="checkbox"/>	Meatball Sandwich	\$3.50
<input type="checkbox"/>	Veggie Ranch Salad	\$5.00
<input type="checkbox"/>	Tuna Sandwich	\$4.00
<input type="checkbox"/>	Chicken and Bacon Ranch Salad	\$5.50
<input type="checkbox"/>	Veggie Flatbread Pizza	\$3.50
<input type="checkbox"/>	Roasted Chicken Sandwich	\$4.00
<input type="checkbox"/>	Crispy Chicken Club Sandwich	\$3.50
<input type="checkbox"/>	Cheese Pizza	\$4.00
<input type="checkbox"/>	Pastrami Melt	\$4.50
<input type="checkbox"/>	Pepperoni Pizza	\$4.00
<input type="checkbox"/>	Roasted Tomato & Mozzarella Panini	\$4.00

Menus for "Drinks" and "Sides & Desserts" were in the same format

Menus 2: numeric calorie labelling

MAINS

<input type="checkbox"/>	Cheese Pizza	680 kcal	\$4.00
<input type="checkbox"/>	Roasted Tomato & Mozzarella Panini	390 kcal	\$4.00
<input type="checkbox"/>	Tuna Sandwich	480 kcal	\$4.00
<input type="checkbox"/>	Meatball Sandwich	480 kcal	\$3.50
<input type="checkbox"/>	Veggie Flatbread Pizza	410 kcal	\$3.50
<input type="checkbox"/>	Turkey Ranch Salad	330 kcal	\$5.00
<input type="checkbox"/>	Pastrami Melt	580 kcal	\$4.50
<input type="checkbox"/>	Pepperoni Pizza	790 kcal	\$4.00
<input type="checkbox"/>	Veggie Ranch Salad	270 kcal	\$5.00
<input type="checkbox"/>	Chicken and Bacon Ranch Salad	510 kcal	\$5.50
<input type="checkbox"/>	Crispy Chicken Club Sandwich	670 kcal	\$3.50
<input type="checkbox"/>	Roasted Chicken Sandwich	320 kcal	\$4.00

Menus for "Drinks" and "Sides & Desserts" were in the same format

Menus 3: traffic lights (traditional)

MAINS

<input type="checkbox"/>		Tuna Sandwich	\$4.00
<input type="checkbox"/>		Cheese Pizza	\$4.00
<input type="checkbox"/>		Chicken and Bacon Ranch Salad	\$5.50
<input type="checkbox"/>		Veggie Ranch Salad	\$5.00
<input type="checkbox"/>		Roasted Tomato & Mozzarella Panini	\$4.00
<input type="checkbox"/>		Pastrami Melt	\$4.50
<input type="checkbox"/>		Turkey Ranch Salad	\$5.00
<input type="checkbox"/>		Meatball Sandwich	\$3.50
<input type="checkbox"/>		Crispy Chicken Club Sandwich	\$3.50
<input type="checkbox"/>		Roasted Chicken Sandwich	\$4.00
<input type="checkbox"/>		Pepperoni Pizza	\$4.00
<input type="checkbox"/>		Veggie Flatbread Pizza	\$3.50

Menus for "Drinks" and "Sides & Desserts" were in the same format

Menus 3+: traffic lights (extended orange)

MAINS

<input type="checkbox"/>		Tuna Sandwich	\$4.00
<input type="checkbox"/>		Veggie Ranch Salad	\$5.00
<input type="checkbox"/>		Roasted Chicken Sandwich	\$4.00
<input type="checkbox"/>		Veggie Flatbread Pizza	\$3.50
<input type="checkbox"/>		Pepperoni Pizza	\$4.00
<input type="checkbox"/>		Turkey Ranch Salad	\$5.00
<input type="checkbox"/>		Cheese Pizza	\$4.00
<input type="checkbox"/>		Pastrami Melt	\$4.50
<input type="checkbox"/>		Meatball Sandwich	\$3.50
<input type="checkbox"/>		Crispy Chicken Club Sandwich	\$3.50
<input type="checkbox"/>		Roasted Tomato & Mozzarella Panini	\$4.00
<input type="checkbox"/>		Chicken and Bacon Ranch Salad	\$5.50

Menus for "Drinks" and "Sides & Desserts" were in the same format

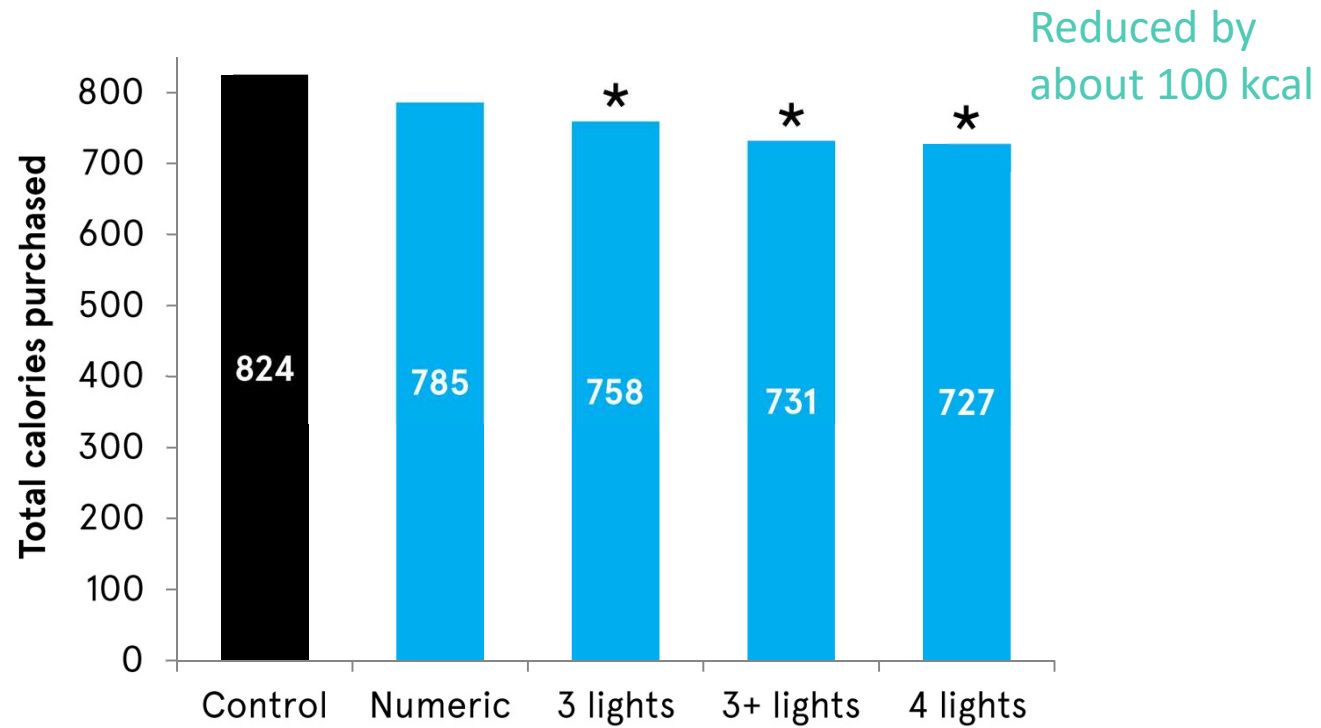
Menu 4: four traffic lights

MAINS

<input type="checkbox"/>		Meatball Sandwich	\$3.50
<input type="checkbox"/>		Cheese Pizza	\$4.00
<input type="checkbox"/>		Turkey Ranch Salad	\$5.00
<input type="checkbox"/>		Tuna Sandwich	\$4.00
<input type="checkbox"/>		Chicken and Bacon Ranch Salad	\$5.50
<input type="checkbox"/>		Crispy Chicken Club Sandwich	\$3.50
<input type="checkbox"/>		Pastrami Melt	\$4.50
<input type="checkbox"/>		Roasted Tomato & Mozzarella Panini	\$4.00
<input type="checkbox"/>		Pepperoni Pizza	\$4.00
<input type="checkbox"/>		Veggie Flatbread Pizza	\$3.50
<input type="checkbox"/>		Veggie Ranch Salad	\$5.00
<input type="checkbox"/>		Roasted Chicken Sandwich	\$4.00

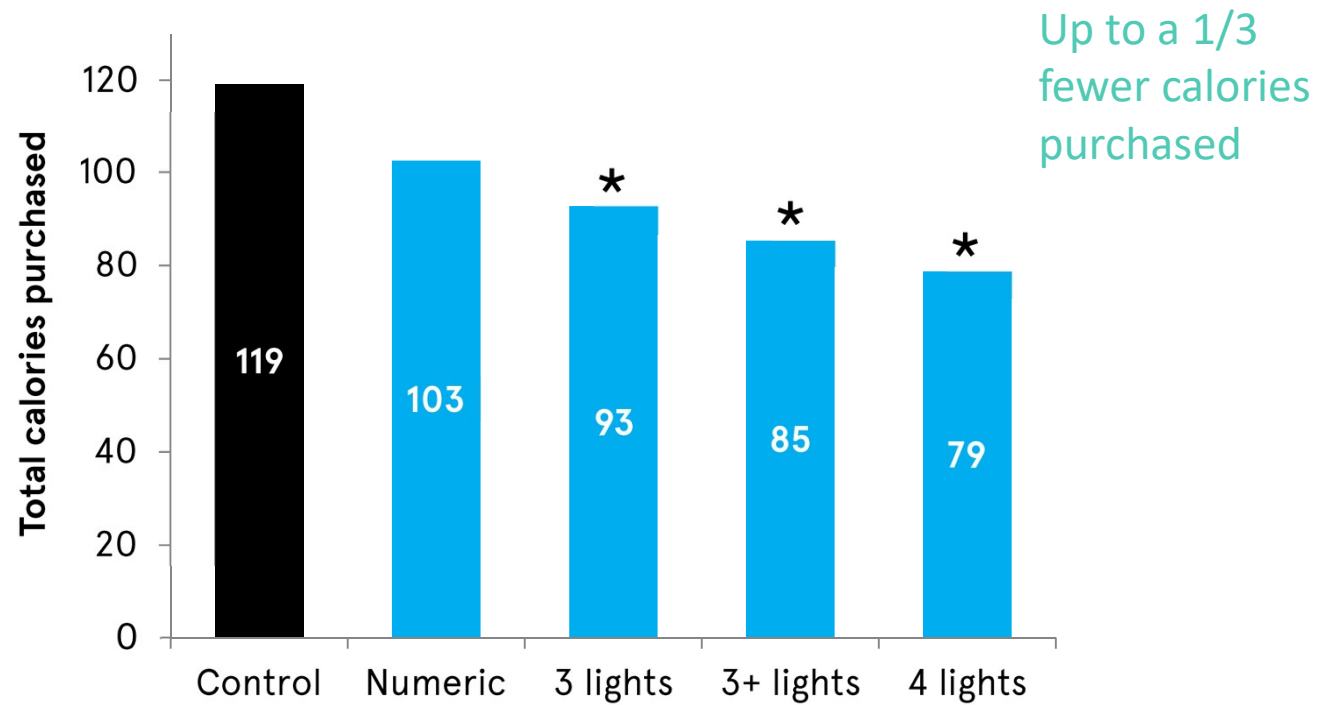
Menus for "Drinks" and "Sides & Desserts" were in the same format

Best traffic light system reduced total calories purchased by 12%



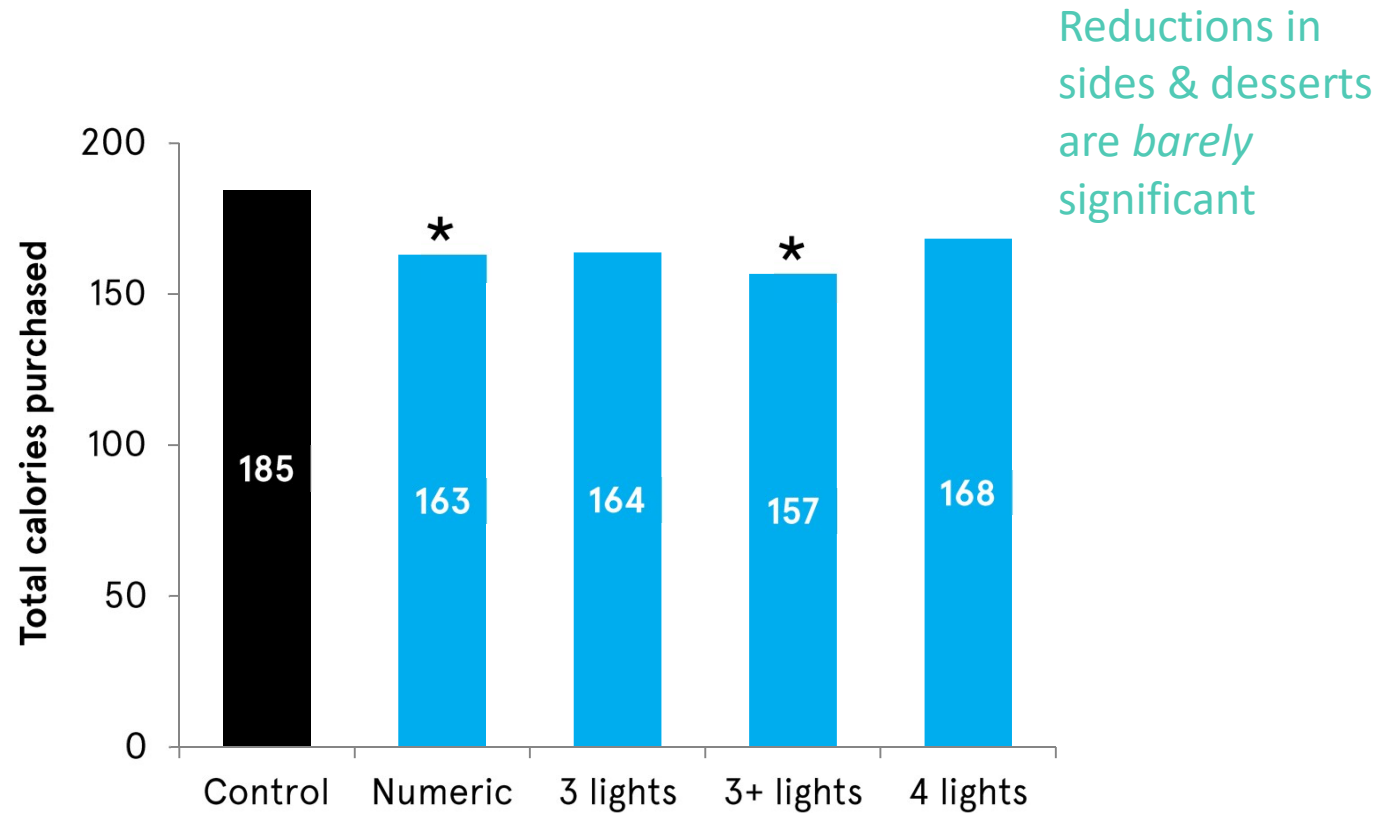
* Significantly different ($p < 0.05$) from control

The 4 traffic light system is particularly effective for purchasing drinks



* Significantly different ($p < 0.05$) from control

But reducing purchased calories of sides and desserts is difficult



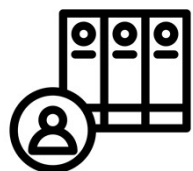
* Significantly different ($p < 0.05$) from control



Does describing parental leave as an ‘entitlement’ encourage more people to take it up?



If we make the cost of changing foreign currency more transparent, will it help consumers find the best deal?

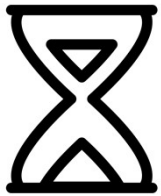


Do people understand what is going to happen to their data when they participate in a government programme?



Will more people choose healthy meals if we use ‘traffic light’ labels?

These are difficult questions to answer



It can take months to run a randomised controlled trial



People often say they will do in practice

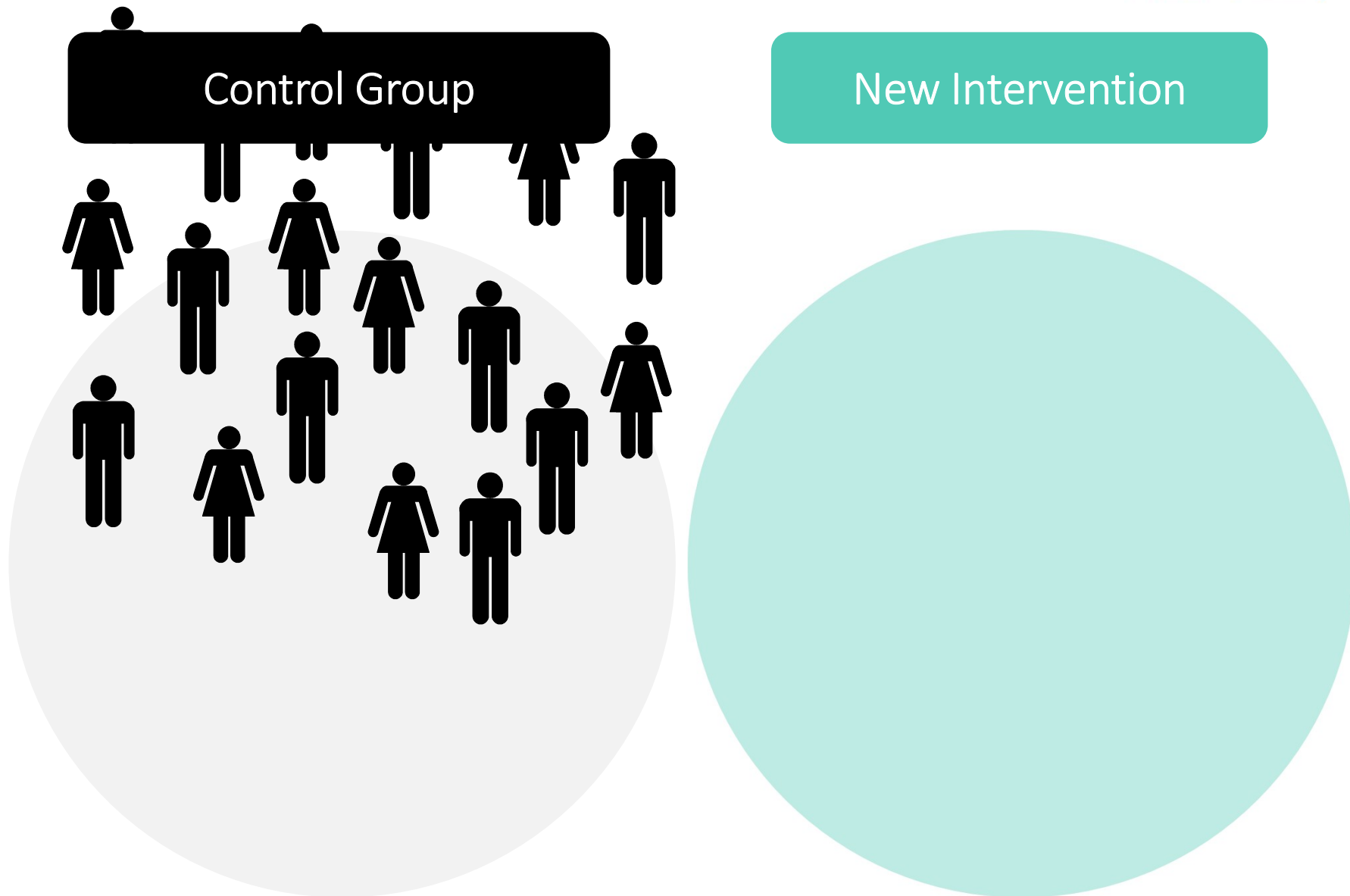
Practical constraints to testing what will work: you can't always test different versions to see what works best (e.g. you can't always test a change a policy)

With Predictiv, we can get the answer to these questions in days

Rapid online research that
tests human behaviour.

REQUEST A DEMO

global panel





Does changing the way that credit card statements are set out change the monthly amount people are prepared to pay?

Everyone sees the same credit card statement...

Please have a look at your statement below. Imagine that this is your actual statement.

Pay Credit Card	
2298765698	
Outstanding Balance	£5,000
Available Credit	£2,000
Minimum Payment	£169
Payment due date	13 November

... and everyone is told what their income and expenditure is that month

The difference between
income and expenditure is
set to £400

Imagine that your total monthly income is **£1,500.**

And your spending this month amounts to **£ 1,100.**

In Scenario 1 (the Control), you are defaulted into paying the minimum payment

QUESTION: How much would you like to repay this month?

400

In Scenario 2, you can use a slider to adjust your monthly payments instead

QUESTION: How much would you like to repay this month?

Please use the slider to indicate your repayment



If my monthly repayments continue to be: £400 each month

Total amount I repay: £6,000

Total interest I will pay: £1,000

Date when debt repaid: February 2019

In Scenario 3, you can use a slider to adjust your monthly payments (default £284)

QUESTION: How much would you like to repay this month?

Please use the slider to indicate your repayment.

£169 £400



I have decided my monthly repayments will be: £400 each month

Total repayable: £6,000

Total interest I will pay: £1,000

Repayment date: February 2019

In Scenario 4, you're asked when you want to clear your debt by

QUESTION: When would you like your debt to be cleared?

Please use the slider to indicate your repayment period



Date when debt repaid: October 2019

If my monthly repayments continue to be: £285

Total amount I repay: £6,541

Total interest I will pay: £1,541

Which one do you think has the biggest effect on monthly payments?

QUESTION: When would you like your debt to be cleared?

Please use the slider to indicate your repayment period



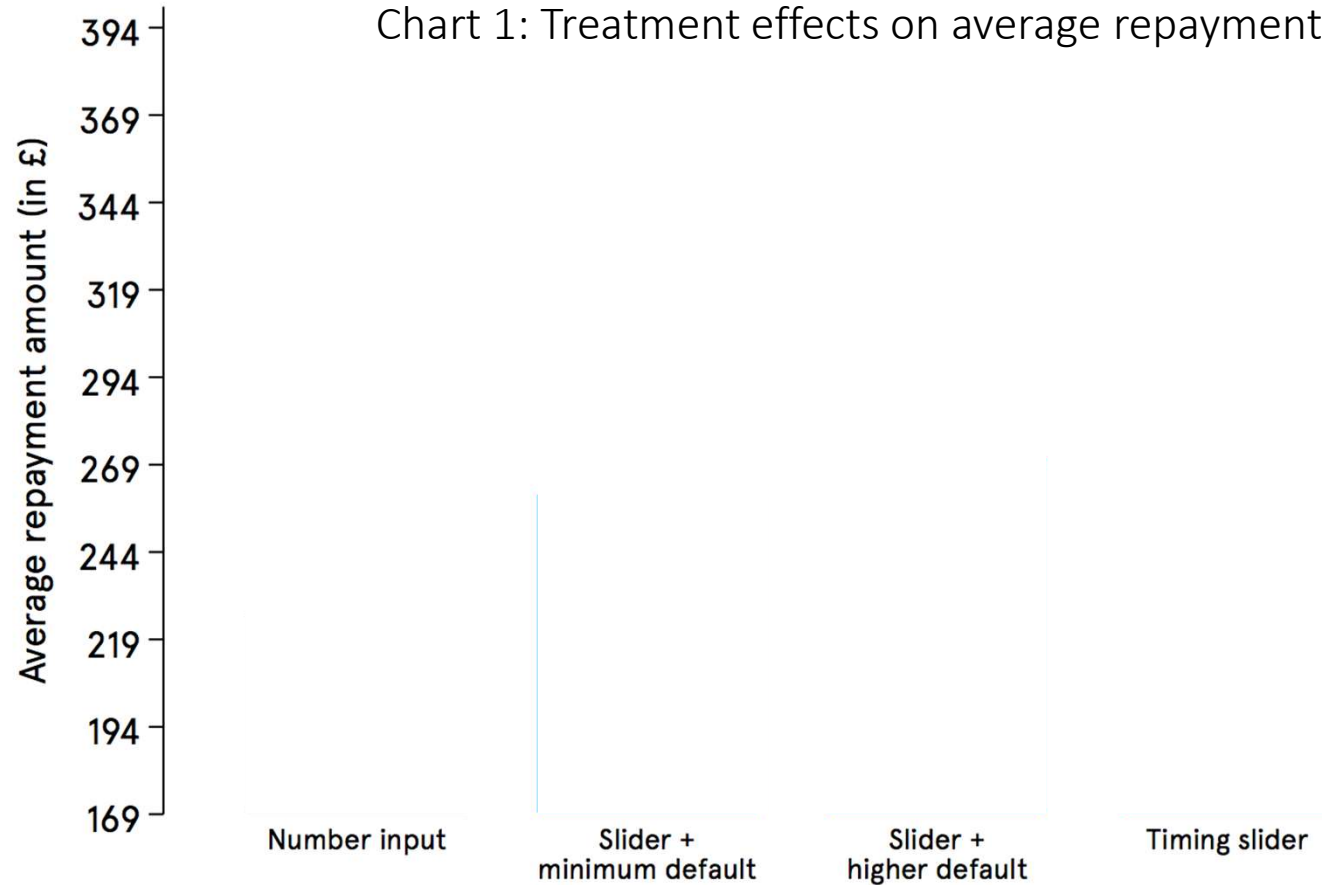
Date when debt repaid: March 2022

If my monthly repayments continue to be: £169

Total amount I repay: £8,718

Total interest I will pay: £3,718

Chart 1: Treatment effects on average repayment levels



N = 1,736

** p<0.01, * p<0.05, + p<0.1





BANK OF ENGLAND



How can central bank communications be designed in order to improve public understanding of the economy?

The control condition is the executive summary of the Bank's Monetary Policy Committee report

Visual summary	Monetary Policy Summary	Global economic and financial market developments	Demand and output	Supply and the limits to growth	Costs and prices	Prospects for inflation
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Published on 08 February 2018



Monetary policy summary and minutes - February 2018



The Bank of England's Monetary Policy Committee (MPC) sets monetary policy to meet the 2% inflation target, and in a way that helps to sustain growth and employment. At its meeting ending on 7 February 2018, the MPC voted unanimously to maintain Bank Rate at 0.5%. The Committee voted unanimously to maintain the stock of sterling non-financial investment-grade [corporate bond purchases](#), financed by the issuance of central bank reserves, at £10 billion. The Committee also voted unanimously to maintain the stock of [UK government bond purchases](#), financed by the issuance of central bank reserves, at £435 billion.

Bank's Visual Summary uses graphics to guide the viewer through the report and was tested to confirm its effectiveness

Interest rates kept at
0.5%



The fall in the pound has led to higher prices



The world economy is growing strongly



The squeeze in living standards is easing



Inflation will fall back towards our 2% target

The economy now needs a little less support

We cut interest rates to exceptionally low levels during the financial crisis to support spending and to reduce the number of people out of work.

Over the past few years our economy has needed interest rates to stay very low as we recovered from the global financial crisis.

But things are changing. The world economy is now growing strongly. In the UK, the share of people without a job is at its lowest level for over 40 years, and businesses are finding it hard to recruit people. Our economy is probably growing about as fast as it can without overheating. And inflation is above our 2% target.

That means the economy needs a little less support than before. So last November, we raised the official interest rate we set, known as Bank Rate, from 0.25% to 0.5%. In February, we have kept it at 0.5%.



The economy is strong enough for us to remove some support

Visual Summary

The squeeze on pay is easing

Over the past year, prices have been rising faster than wages. That means people have not been able to afford as much. We think that is changing.

The share of people out of work is now at its lowest level since 1975. And there are a lot of job vacancies. This means that companies are having to compete hard with each other to recruit and retain workers. One way they do that is by offering higher wages – so we expect bigger pay rises over the next few years.

We think that pay will rise faster than prices this year, easing the squeeze on living standards.

Reduced Text Summary

The squeeze on pay is easing

The share of people out of work is at its lowest level since 1975. And there are a lot of job vacancies. We expect bigger pay rises over the next few years as companies offer higher wages to recruit and retain workers.

We expect that pay will therefore rise faster than prices this year.

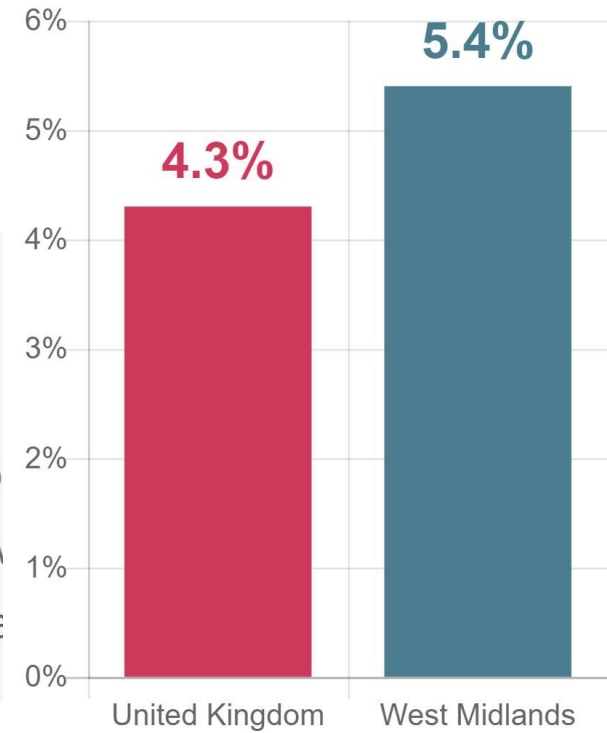
CHART Look at what unemployment is like in your area

Select your region

- None selected -

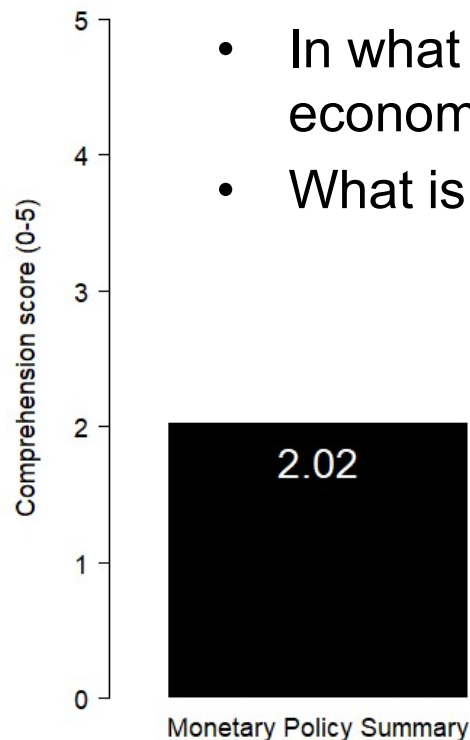
goods and services that cost you **£100** this year...

A holiday abroad is more expensive now than it was before the Brexit vote



COMPREHENSION

- In what way does the Bank of England support the UK economy?
- What is the Bank of England's current interest rate?



N=2,275
** p<0.01, * p<0.05, + p<0.1

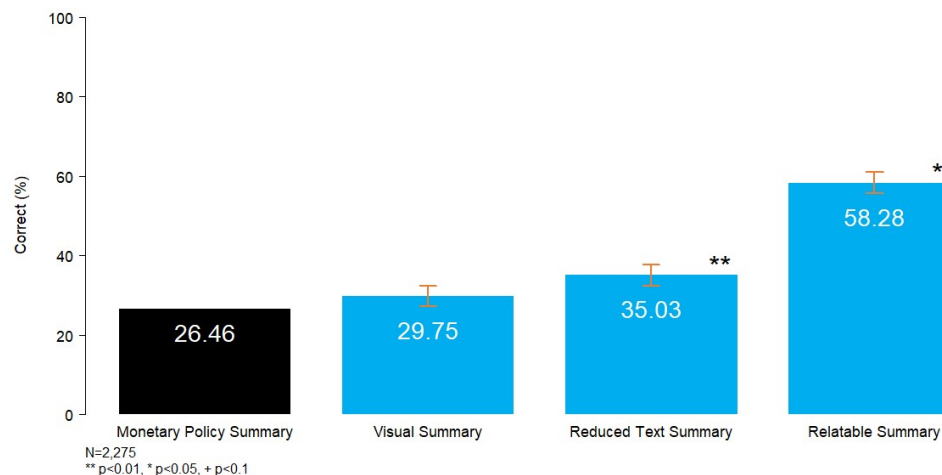


BANK OF ENGLAND

GROCERIES

Your friend spends £100 a week on groceries. They are planning their household finances for next year, and are thinking about how much they need to budget for groceries. They want to keep buying the same things as they are now.

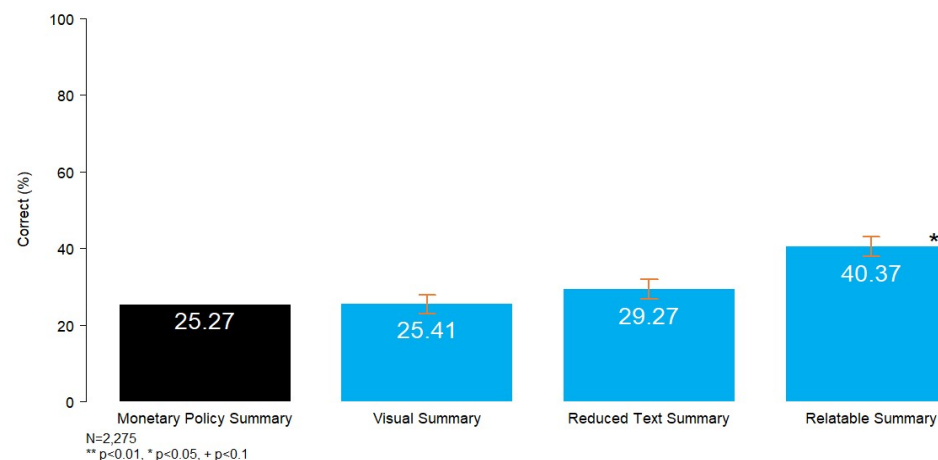
Based on what you have read, what do you think they should budget for their weekly grocery shop next year? What your friend spends each week on groceries now: £ 100.



SALARY

Your friend earns £100 per day. They will have a chance to ask for a pay rise at the end of this year to cover increases in the cost of living.

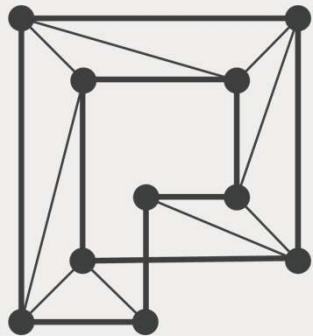
Based on what you have read, how much should they ask for, just to cover increases in the cost of living? Your friend's daily rate (what your friend currently earns): £100 per day.



BANK OF ENGLAND

THE
BEHAVIOURAL
INSIGHTS TEAM

IN PARTNERSHIP WITH  Cabinet Office



P R E D I C T I V

An online platform for running behavioural experiments



**THE
BEHAVIOURAL
INSIGHTS TEAM. ♦**

**Thank you!
(Questions?)**

owain.service@bi.team