

### **Guide for Web Appendix 3 (Study 1)**

“ID” refers to the individual participant

“Male” = 1 if the individual is male and is otherwise 0

“Before8” refers to the number of times the individual attended the gym during the week eight weeks prior to the beginning of the intervention; similarly, for “Before7”, etc.

“After1” refers to the number of times the individual attended the gym during the week one week after the beginning of the intervention; similarly, for “After2”, etc.

“Before” refers to the average weekly attendance in Before9 – Before1

“After” refers to the average weekly attendance in After6 – After12

Control = 1 if this individual was in the control treatment, and is 0 otherwise

High = 1 if this individual was in the treatment where people were paid \$100 to attend the gym eight times in a month, and is 0 otherwise

### **Guide for Web Appendix 4 (Study 2)**

“ID” refers to the individual participant

“male” = 1 if the individual is male and is otherwise 0

“height” is the individual’s height in centimeters

“waist1” is the individual’s waist in centimeters at the time of the first measurement

“waist2” is the individual’s waist in centimeters at the time of the second measurement

“waist3” is the individual’s waist in centimeters at the time of the third measurement

“weight1” is the individual’s weight in kilograms at the time of the first measurement

“weight2” is the individual’s weight in kilograms at the time of the second measurement

“weight3” is the individual’s weight in kilograms at the time of the third measurement

“bodyfat1” is the individual’s body fat percentage at the time of the first measurement

“bodyfat2” is the individual’s body fat percentage at the time of the second measurement

“bodyfat3” is the individual’s body fat percentage at the time of the third measurement

“pulse1” is the individual’s pulse beats per minute at the time of the first measurement

“pulse2” is the individual’s pulse beats per minute at the time of the second measurement

“pulse3” is the individual’s pulse beats per minute at the time of the third measurement

“sbp1” is the individual’s systolic blood pressure at the time of the first measurement

“sbp2” is the individual’s systolic blood pressure at the time of the second measurement

“sbp3” is the individual’s systolic blood pressure at the time of the third measurement

“dbp1” is the individual’s diastolic blood pressure at the time of the first measurement

“dbp2” is the individual’s diastolic blood pressure at the time of the second measurement

“dbp3” is the individual’s diastolic blood pressure at the time of the third measurement

“bmi1” is the individual’s body-mass index at the time of the first measurement

“bmi2” is the individual’s body-mass index at the time of the second measurement

“bmi3” is the individual’s body-mass index at the time of the third measurement

“bmi\_diff” is the difference between the individual’s body-mass index at the time of the third measurement and the individual’s body-mass index at the time of the first measurement

“w1” refers to the number of times the individual attended the gym during the first week of the study; similarly, for “w2”, etc.

“group” = 0 if the individual was in the treatment where people were not required to attend the gym, = 1 if the individual was in the treatment where people were required to attend the gym once, and = 2 if the individual was in the treatment where people were required to attend the gym twice

“q\_exercise” refers to the number of times the individual exercised per week before the study

“q\_wish\_more” = 1 if the individual wished to exercise more at the time of the first meeting, = 0 if not

“q\_paying\_works” = 1 if the individual thought paying people to exercise would be effective, = 0.75 if the answer was probably (or equivalent), = 0.50 if the answer was maybe (or equivalent), = 0.25 if the answer was probably not (or equivalent), and = 0 if the answer was no

“q\_lt\_effect” was asked if the individual thought paying people to exercise could possibly be effective, and = 1 if the individual thought this would have a long-term effect, = 0.75 if the answer was probably (or equivalent), = 0.50 if the answer was maybe (or equivalent), = 0.25 if the answer was probably not (or equivalent), and = 0 if the answer was no

“q\_social” addressed how happy one was with one’s social life, on a seven-point scale ranging from -3 (very unhappy) to 3 (very happy)

“q\_academic” addressed how happy one was with one’s academic performance, on a seven-point scale ranging from -3 (very unhappy) to 3 (very happy)

“q\_life\_change” addressed how much one felt one’s life needed a change, on a seven-point scale ranging from -3 (not at all) to 3 (very much)

“q\_change\_life” addressed the extent to which one felt that one needed a change in one’s life, on a seven-point scale ranging from -3 (not at all) to 3 (very much)

“gpa” is the individual’s grade-point average

“ej\_days” means the number of days the individual reported exercising during the period one kept an exercise journal

“ej\_gym” means the number of days the individual reported exercising in the gym during the period one kept an exercise journal

“ej\_no\_gym” means the number of days the individual reported exercising outside the gym during the period one kept an exercise journal

“before” refers to the individual’s average weekly attendance in w4, w5, w6, w7, w8, w9, w10, w11, w12, w13, w14, w15, and w18

“after” refers to the individual’s average weekly attendance in w25, w26, w27, w28, w29, w31, w32, w33, w34, w35, w36, w37, w38, and w39

“diff” = “after” – “before” for the individual

“regular” = 1 if the “before” was at least 1, and was otherwise 0

“one” = 1 if this individual was in the treatment where people were required to attend the gym one time in a month, and is 0 otherwise

“eight” = 1 if this individual was in the treatment where people were required to attend the gym eight times in a month, and is 0 otherwise

“one\_regular” = “one” x “regular”

“eight\_regular” = “eight” x “regular”