



VALUING NATURE

Eating habits, obesity, physical
activity: behavioural economics and
discrete choice experiments

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Health, Behavioural and
Environmental Economics

Project Aims

A. To determine how best to promote and maintain physical activity levels in the population using stated preference methods.

B. If changes to physical activity, food and environments will change people's behaviours to healthier ones.



“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”

Why did you want to attend the Business Impact School?

- Excellent international reputation



- Gain knowledge



- Improve network connections.

- Produce research that has a business impact

Research challenges?



Challenge: Choosing The Right Methodology

- Too many competing techniques

Challenge: Finding Study Participants

- Response rates
- Communication

Challenge: Dealing With Your Data

- Difficulties collecting / Interpreting data
 - Privacy and security issues

• Challenge: Staying Relevant In Changing Times.

- Technology