

# Temporal Frames of Life Expectancy

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## **Temporal Frames of Life Expectancy**

Population statistics on how long a person is expected to live, or live in good health, are typically presented in future-age frame (e.g., until the age of 84) or in time-left frame (e.g., 34 more years). We show that time-left frame makes the total interval feel shorter than future-age frame. This effect can occur because time-left frame leads people to assess whether the remaining time would suffice to achieve one's goals. A field study shows that then people learn about the interval in time-left (vs. future-age) frame, they are more interested in improving their health.

CONSUMER BEHAVIOUR

KEY WORDS: Health, Decision-Making, Future-self