Average prices paid for the various products for each of the five groups of final digits in social security numbers, and the correlations between these digits and the bids submitted in the auction.

	Range of last two digits of SS number					
Products	**00–19**	**20–39**	**40–59**	**60–79**	**80–99**	**Correlations***
Cordless trackball	**$8.64**	**$11.82**	**$13.45**	**$21.18**	**$26.18**	**0.42**
Cordless keyboard	**$16.09**	**$26.82**	**$29.27**	**$34.55**	**$55.64**	**0.52**
Design book	**$12.82**	**$16.18**	**$15.82**	**$19.27**	**$30.00**	**0.32**
Neuhaus chocolates	**$9.55**	**$10.64**	**$12.45**	**$13.27**	**$20.64**	**0.42**
1998 Côtes du Rhône	**$8.64**	**$14.45**	**$12.55**	**$15.45**	**$27.91**	**0.33**
1996 Hermitage	**$11.73**	**$22.45**	**$18.09**	**$24.55**	**$37.55**	**0.33**

*Correlation is a statistical measure of how much the movement of two variables is related. The range of possible correlations is between –1 and +1, where a correlation of 0 means that the change in value of one variable has no bearing on the change in value of the other variable.

The data had one more interesting aspect. Although the willingness to pay for these items was arbitrary, there was also a logical, coherent aspect to it. When we looked at the bids for the two pairs of related items (the two wines and the two computer components), their relative prices seemed incredibly logical. Everyone was willing to pay more for the keyboard than for the trackball—and also pay more for the 1996 Hermitage than for the 1998 Côtes du Rhône. The significance of this is that once the participants were willing to pay a certain price for one product, their willingness to pay for other items in the same product category was judged relative to that first price (the anchor).

tive Education Program), I've had similar success making their social security numbers influence the prices they were willing to pay for chocolates, books, and other products.