This survey explores how people perceive situations around them and make decisions under uncertainty. Your honest responses will be crucial in understanding human behavior.

**Instructions:**

Please read each scenario carefully and answer the following questions to the best of your ability. There are no right or wrong answers.

1. There is a very large sheet of paper. You fold it in half, then fold it in half again. If you repeat this process 50 times, how thick will the paper be?
2. The height of a desk
3. The height of a ceiling
4. The height of the 63 Building
5. The height of Mount Everest
6. The distance from the Earth to the Sun
7. Imagine you are a retiree with a well-diversified investment portfolio worth $500,000. You are currently living comfortably on your Social Security income and a small pension from your previous employer.

However, you are also mindful of the importance of maintaining a steady income stream in retirement to cover your expenses and support your desired lifestyle.

You are considering how to allocate your investments between dividend-paying and non-dividend-paying stocks, taking into account both income needs and potential tax implications.

Here are two investment strategies to consider:

**Strategy 1: Prioritize Dividend Income**

Focus on allocating a larger portion of your portfolio to dividend-paying stocks. This strategy aims to generate a regular stream of income from dividends, providing a predictable source of cash flow to meet your ongoing expenses.

Advantage: Provides a steady income stream that can be used to cover regular expenses without the need to sell shares and potentially incur capital gains taxes.

Disadvantage: Dividend income is typically taxed at a higher rate than capital gains, potentially reducing your overall net returns.

**Strategy 2: Prioritize Tax Efficiency**

Focus on allocating a larger portion of your portfolio to non-dividend-paying stocks. This strategy aims to minimize taxable events by deferring dividend payments and potentially realizing capital gains at a lower tax rate.

Advantage: Capital gains taxes are typically lower than dividend taxes, allowing you to retain more of your investment growth.

Disadvantage: You may need to sell shares periodically to generate income, which could impact your overall investment returns and potential tax implications.

Which investment strategy would you be more likely to choose and why?

1. Imagine you are about to purchase two items: a clock radio and a television. You are planning to buy a clock radio for $30 and a television for $500.

**Scenario 1**: You are informed that the same clock radio is on sale for $20 at another store that is a 20-minute drive away. Would you make the trip to the other store to save $10 on the clock radio?

**Scenario 2**: You are informed that the same television is on sale for $490 at another store that is a 20-minute drive away. Would you make the trip to the other store to save $10 on the television?

1. Imagine you are about to purchase two items: a jacket and a calculator. You are planning to buy a clock radio for $30 and a television for $500.

**Scenario 1:**

- Jacket Price: $125, Calculator Price: $15

- Discount Information: The calculator salesman informs you that the same calculator is on sale for $10 at another branch of the store, which is a 20-minute drive away.

- Decision Question: Would you make the 20-minute drive to save $5 on the calculator?

**Scenario 2:**

- Jacket Price: $15

- Calculator Price: $125

- Discount Information: The calculator salesman informs you that the same calculator is on sale for $120 at another branch of the store, which is a 20-minute drive away.

- Decision Question: Would you make the 20-minute drive to save $5 on the calculator?

1. Imagine you are shopping for a quilt for your double bed. The regular prices are $300 for a king-size quilt, $250 for a queen-size quilt, and $200 for a double-size quilt. This week, all sizes are on sale for $150. Which size would you buy?
2. Imagine you are lying on the beach on a hot day, and all you have to drink is ice water. For the last hour, you have been thinking about how much you would enjoy a nice cold bottle of your favorite brand of beer. A companion gets up to make a phone call and offers to bring back a beer from the only nearby place where beer is sold. He says that the beer might be expensive, so he asks how much you are willing to pay for the beer. He says he will buy the beer if it costs as much or less than what you state. But if it costs more than the price you state, he will not buy it. You trust your friend, and there is no possibility of bargaining with the seller.

The beer will be purchased from a fancy resort hotel or a small, rundown grocery store.

On a scale of 1 to 5, how much do you expect to pay for a beer at a fancy resort hotel?

- 1 (Very low)

- 2 (Low)

- 3 (Moderate)

- 4 (High)

- 5 (Very high)

On a scale of 1 to 5, how much do you expect to pay for a beer at a small, rundown grocery store?

- 1 (Very low)

- 2 (Low)

- 3 (Moderate)

- 4 (High)

- 5 (Very high)

1. Vince paid $1,000 for a membership at an indoor tennis club that entitled him to play once a week for the indoor season. After two months, he developed tennis elbow, which made playing painful. If you were in Vince's position, what would you have done after developing tennis elbow?
2. Continue playing despite the pain to get value from the membership
3. Stop playing to avoid further injury
4. Seek medical advice and then decide
5. Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_

If Vince had stopped playing as soon as he developed tennis elbow, how do you think he would have felt about the $1,000 membership fee?

1. Regretful for not using the membership
2. Relieved for preventing further injury
3. Neutral
4. Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_
5. Suppose you bought a case of good Bordeaux in the futures market for $20 a bottle. The wine now sells at auction for about $75. You have decided to drink a bottle. Which of the following best captures your feeling of the cost to you of drinking the bottle?
6. $0. I already paid for it. [30%]
7. $20, what I paid for it. [18%]
8. $20 plus interest. [7%]
9. $75, what I could get if I sold the bottle. [20%]
10. -$55. I get to drink a bottle that is worth $75 that I only paid $20 for so I save money by drinking this bottle. [25%]
11. Consider you are car driver and Imagine the price of gasoline has dropped significantly in your area. How would this affect your spending behavior regarding gasoline?
12. I would increase my gasoline purchases and take more road trips.
13. I would stick to my usual gasoline budget and maintain my current driving habits.
14. I would consider upgrading to a higher grade of gasoline.
15. Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you were to upgrade to a higher grade of gasoline due to a price drop, what would be your primary reason?

1. Perceived benefits for my vehicle's performance/engine longevity.
2. Extra savings from the price drop allow me to afford higher-quality gasoline.
3. No specific reason, just a change in preference.
4. Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. In a poker game what option would you choose under the respective scenarios below?

**Scenario 1**: You have just won $30.

Choices:

1. 50% chance to gain $9 and a 50% chance to lose $9. [70%]
2. No further gain or loss. [30%]

**Scenario 2: You have just lost $30.**

Choices:

1. 50% chance to gain $9 and a 50% chance to lose $9. [40%]
2. No further gain or loss. [60%]

**Scenario 3: You have just lost $30.**

Choices:

1. 33% chance to gain $30 and a 67% chance to gain nothing. [60%]
2. A sure $10. [40%]
3. If your employer reduced your annual salary from $50,000 to $45,000, how would you perceive this change? For example, your monthly paycheck would decrease from approximately $4,167 to $3,750. Consider how this might affect your living expenses, savings, and leisure activities.
4. Very fair
5. Fair
6. Neutral
7. Unfair
8. Very unfair
9. If your employer did not increase your salary to match inflation, resulting in decreased purchasing power, how would you perceive this change? For example, if the cost of living rises by 5% but your salary remains the same, your current annual salary of $50,000 would effectively be worth $47,500. Consider how this might affect your grocery bills, housing costs, and other living expenses.
10. Very fair
11. Fair
12. Neutral
13. Unfair
14. Very unfair
15. Imagine you are taxi driver in Seoul. On days when you reach your income target early, how would you usually decide whether to continue working or to stop for the day?
16. I would usually stop working once I reach my target.
17. I would continue working for a set number of hours regardless of my earnings.
18. I would continue working if I think the day will remain busy and profitable.

How often do you adjust your work hours based on the perceived busyness of the day (e.g., more passengers, higher fares)?

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never
6. A new disease has emerged in a remote location. The chance of contracting the disease is estimated to be 1 in 1,000. If contracted, the disease is fatal, but there is no cure available.

Knowing this information, how worried are you about the possibility of contracting this disease?

1. Very worried
2. Somewhat worried
3. Neutral
4. Not very worried
5. Not worried

A research team is developing a vaccine to prevent the disease. However, due to limited resources, they require a one-time participation fee of $1,000 to cover research costs. Would you be willing to pay $1,000 to receive the vaccine?

1. Yes
2. No.
3. Researchers are conducting a clinical trial for a new treatment for a common illness. The treatment has shown promising results, but there is a small risk (1 in 1,000) of serious side effects, including death. Participants in the trial will be compensated $500 for their time and participation.

Knowing the potential risks, would you be willing to volunteer for this clinical trial?

1. Yes
2. No.

What is the minimum amount of compensation that would make you consider volunteering for the trial? (Enter a dollar amount or select "Not interested")

1. $ Amount:
2. Not interested
3. Imagine you have $300 more than you do right now. You are presented with two options:

Which option would you choose?

1. Guaranteed gain of $100.
2. 50% chance to gain $200 and 50% chance to gain nothing.

Imagine you have $500 more than you do right now. You are presented with two options:

Which option would you choose?

1. Guaranteed loss of $100.
2. 50% chance to lose $200 and 50% chance to lose nothing.
3. Yes
4. No