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Scenario 1

Option	Distance	Family here	Income	Probability
A (not move)	0	No	30% lower	
B	1000 miles	Yes	same	
C	1000 miles	No	30% higher	

Scenario 2

Option	Distance	Family here	Income	Probability
A (not move)	0	Yes	30% lower	
B	500 miles	Yes	150% higher	
C	100 miles	No	60% higher	

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Each of these settings provides increasing amounts of information

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- Randomly assign respondents to subsets of choice alternatives/attributes

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- Additional scenarios required for nonlinear effects or interaction effects
- Large literature on optimal design variation across scenarios (D-efficient or D-optimal designs)

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- Example: if two alternatives highly preferred to third and individual is close to indifferent between first two, this is better captured in choice probabilities
- Whether such resolvable uncertainty exists is an empirical question