

Intro**Individual Decision Making Study**

This consent form asks you to take part in a research study at UCLA. You must be at least 18 years old to participate.

This research study is designed to examine how people make judgments and decisions. You will be asked questions about your attitudes, beliefs, and/or preferences. None of the material will involve sensitive topics.

Your participation in this study will be confidential and purely voluntary. If you choose, you may stop participating in the study at any time. Refusal to participate will not have any adverse consequences.

You are free to skip any questions in the study that you do not want to answer and you may withdraw from this study at any time without penalty. If you have concerns that you want to discuss with the investigators, they will be happy to speak with you further. You may ask questions about the study at any time, or contact Craig Fox's lab manager Michael Creim at mcreim@ucla.edu.

There are no anticipated risks or benefits associated with this study. If you have any questions about your rights as a research subject, contact the Office for Protection of Research Subjects, UCLA, 11000 Kinross Avenue, Suite 102, Box 951694, Los Angeles, CA 90095-1694, (310) 825-7122.

I have read the above. I understand that my participation is entirely voluntary. I agree to participate with the understanding that I may withdraw at any time. I am at least 18 years old.

Attention Check

Welcome,

This study requires you to voice your opinion using the scales below. It is important that you take the time to read all instructions and that you read questions carefully before you answer them. Previous research on preferences has found that some people do not take the time to read everything that is displayed in the questionnaire. The questions below serve to test whether you actually take the time to do so. Therefore, if you read this, please answer 'four' on the first question, add three to that number and use the result as the answer on the second question. Thank you for participating and taking the time to read all instructions.

I would prefer to live in a large city rather than a small city.

Strongly Disagree

Strongly Agree

1

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

I would prefer to live in a city with many cultural opportunities, even if the cost of living was higher.

Strongly Disagree

Strongly Agree

1

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐**Disqualify**

Thank you for expressing interest to participate in this study.

Unfortunately it has been determined that you are not eligible to complete this survey based upon your response to the previous questions. Please exit this survey and return the HIT.

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First Click: *0 seconds*

Last Click: *0 seconds*

Page Submit: *0 seconds*

Click Count: *0 clicks*

Intro choice

Very good. The study will now begin.

For this part of the study, you will make a series of judgments and choices. Please give your honest response to each question.

Entertainment - estimation

Consider the two different types of entertainment options below. Presented with these options, what proportion of people would choose either a sporting event or cultural event? Please provide your best guess. Note that answers should sum to 100.

Cultural events (choice of attending either the Opera, Theater, or a Musical)

Sporting events (choice of attending either an NFL, NBA, or MLB game)

Total

Entertainment - choice

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- A. NFL game
- B. NBA game
- C. MLB game
- D. Cultural event (your choice of either Opera, Theater, or Musical)

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- A. Opera
- B. Theater
- C. Musical
- D. Sporting event (your choice of either NFL, NBA, or MLB game)

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- A. Cultural event (your choice of either Opera, Theater, or Musical)
- B. NFL game
- C. NBA game
- D. MLB game

Imagine you win two tickets to one entertainment event of your choice. Which of the following events would you choose to attend?

- A. Sporting event (your choice of either NFL, NBA, or MLB game)
- B. Opera
- C. Theater
- D. Musical

Which event would you attend? (Please list one below)

Dessert - estimation

Consider the two different types of desert items below. Presented with these options, what proportion of people would choose either a cookie or ice cream cone? Please provide your best guess. Note that answers should sum to 100.

Cookie (choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

Ice cream cone (choice of either Chocolate, Vanilla, or Strawberry)

Total

Dessert - choice

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- A. Chocolate Chip cookie
- B. Peanut Butter cookie
- C. Oatmeal Raisin cookie
- D. Ice cream cone (your choice of either Chocolate, Vanilla, or Strawberry)

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- A. Chocolate ice cream cone
- B. Vanilla ice cream cone
- C. Strawberry ice cream cone
- D. Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- A. Ice cream cone (your choice of either Chocolate, Vanilla, or Strawberry)
- B. Chocolate Chip cookie
- C. Peanut Butter cookie
- D. Oatmeal Raisin cookie

Imagine your office is hosting an afternoon social, and everyone is allowed to select a single dessert item. Which of the following dessert items would you choose?

- A. Cookie (your choice of either Chocolate Chip, Peanut Butter, or Oatmeal Raisin)
- B. Chocolate ice cream cone
- C. Vanilla ice cream cone
- D. Strawberry ice cream cone

Which dessert item would you choose? (Please list one below)

Weekend trip - estimation

Consider the two different types of weekend destinations below. Presented with these options, what proportion of people would choose either to visit a West Coast city or East Coast city? Please provide your best guess. Note that answers should sum to 100.

East Coast city (choice of either Boston, Philadelphia, or Washington D.C.)

West Coast city (choice of either San Francisco, Portland, or Seattle)

Total

Weekend trip - choice

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- A. San Francisco
- B. Portland
- C. Seattle
- D. East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- A. Boston
- B. Philadelphia
- C. Washington D.C.
- D. West Coast city (your choice of either San Francisco, Portland, or Seattle)

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- A. East Coast city (your choice of either Boston, Philadelphia, or Washington D.C.)
- B. San Francisco
- C. Portland
- D. Seattle

Imagine you can visit one of the following cities for a weekend, with all expenses covered by a third party. Which of the following cities would you visit?

- A. West Coast city (your choice of either San Francisco, Portland, or Seattle)
- B. Boston
- C. Philadelphia
- D. Washington D.C.

Which city would you visit? (Please list one city below)

Vacation - estimation

Consider the two different types of vacation destinations below. Presented with these options, what proportion of people would choose an all expenses paid trip to either a European country or an Asian country? Please provide your best guess. Note that answers should sum to 100.

Asian country (choice of either China, Japan, or Vietnam)

European country (choice of either France, Germany, or Italy)

Total

Vacation - choice

Imagine you win an all expenses paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- A. France
- B. Germany
- C. Italy
- D. Asian country (your choice of either China, Japan, or Vietnam)

Imagine you win an all expenses paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- A. China
- B. Japan
- C. Vietnam
- D. European country (your choice of either France, Germany, or Italy)

Imagine you win an all expenses paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- A. Asian country (your choice of either China, Japan, or Vietnam)
- B. France
- C. Germany
- D. Italy

Imagine you win an all expenses paid trip to one country of your choice. Which of the following countries would you prefer to visit?

- A. European country (your choice of either France, Germany, or Italy)
- B. China
- C. Japan
- D. Vietnam

Which country would you choose? (Please list one country name below)

Demographics

Very good. Some final questions before you complete the survey:

Please indicate your sex:

- ☐ Male
- ☐ Female

How old are you?

 years old

Any questions, comments, or suggestions for this study?

