

Experiment in the form of slides

August 3, 2017

Introduction

- ▶ Thank you for your participation in this survey.
- ▶ Please take as much time as you need to answer the questions. Questions only require you to check a box or select a graphic by clicking. All your answers to the questions are strictly anonymous. No one will contact you after the survey, and no sales solicitation is involved. Your answers will be used for research purposes only.
- ▶ Please DO NOT USE the “Back” and “Forward” buttons in your browser. Please use the buttons at the bottom of each screen.
- ▶ If you would like to pause the survey to return to it later, simply close the window and click on the original link in the invitation. It will return you to the last point of entry in the survey.
- ▶ Please click on “ >> ” to start the survey.

Male Stars

Which movie star would you choose to have lunch with?

- ▶ Tom Hanks
- ▶ Kevin Spacey
- ▶ Morgan Freeman
- ▶ Leonardo DiCaprio
- ▶ Christian Bale

Female Stars

Which movie star would you choose to have lunch with?

- ▶ Meryl Streep
- ▶ Jody Foster
- ▶ Kathy Bates
- ▶ Amy Adams
- ▶ Julianne Moore

Films

Judging from the following descriptions of films, which one of the films would you choose to see?

- ▶ Two imprisoned men bond over a number of years, finding solace and eventual redemption through acts of common decency.
- ▶ Mathilda, a 12-year-old girl, is reluctantly taken in by Léon, a professional assassin, after her family is murdered. Léon and Mathilda form an unusual relationship, as she becomes his protégé and learns the assassin's trade.
- ▶ The lives of two mob hit men, a boxer, a gangster's wife, and a pair of diner bandits intertwine in four tales of violence and redemption.
- ▶ A sexually frustrated suburban father has a mid-life crisis after becoming infatuated with his daughter's best friend.
- ▶ Identical twins, separated at birth and each raised by one of their biological parents, discover each other for the first time at summer camp and make a plan to bring their wayward parents back together.

Star pairs

Knowing only who is starring, which one of these new films would you choose to see?

- ▶ Tom Hanks and Scarlett Johansson
- ▶ Scarlett Johansson and Brad Pitt
- ▶ Tom Hanks and Brad Pitt
- ▶ Scarlett Johansson and Angelina Jolie
- ▶ Tom Hanks and Angelina Jolie

Pizzas

Which one of the following pizzas would you choose?

- ▶ Mozzarella, tomato sauce, basil
- ▶ Pepperoni, mushrooms, green pepper, mozzarella, tomato sauce
- ▶ Red onion, tomato sauce, feta, mozzarella, olive oil, Greek spices, tomato sauce
- ▶ Bacon, white onion, mozzarella, parmesan, fresh cream, tomato sauce, ground pepper
- ▶ Mushrooms, green pepper, mozzarella, tomato sauce

Juices

Which one of the following fresh juices would you choose?

- ▶ Mango
- ▶ Orange
- ▶ Apple
- ▶ Grapefruit
- ▶ Pineapple

Colours

Which one of the following colours do you like best?

- ▶ Red
- ▶ Purple
- ▶ Pink
- ▶ Blue
- ▶ Green

Color combinations

Which one of these colour combinations do you like best?

- ▶ Black and red
- ▶ Black and purple
- ▶ Black and blue
- ▶ Blue and red
- ▶ Blue and purple

Events

Which one of the following events do you think is most likely to happen in the next twenty years?

- ▶ Scotland becomes an independent country.
- ▶ Either Catalonia or Quebec become independent countries.
- ▶ Catalonia becomes an independent country.
- ▶ Scotland and Quebec become independent countries.
- ▶ Either Scotland or Quebec become independent countries.

Radio formats

Suppose you were on a two hour road trip and you have a choice among radio stations with the following formats. Which one would you choose?

- ▶ News
- ▶ Hot Adult Contemporary, or Hot AC (A variety of classic and contemporary mainstream music geared towards adults.)
- ▶ Classic Hits (Rock and pop, roughly 1964-1989)
- ▶ Country Music
- ▶ Adult Contemporary, or AC (Adult-oriented pop/rock with no hard rock.)

Musical artists

Which one of the following musical artists do you like the best?

- ▶ The Beatles
- ▶ Elvis Presley
- ▶ Michael Jackson
- ▶ Madonna
- ▶ Elton John

Aboriginal art

Which one of the following examples of Australian aboriginal art do you like the best?



Impressionist art

Which one of the following examples of Impressionist art do you like the best?



Sentences

Which one of the following sentences do you find the most grammatically acceptable?

- ▶ Who did Bill buy the car to please?
- ▶ This is a book which reading would be fun.
- ▶ Where did Bill buy the car to drive?
- ▶ Which man do you wonder when to meet?
- ▶ With which pen do you wonder what to write?

Travel

Which one of the following travel destinations would you most like to visit?

1. Marrakech, Morocco



2. Istanbul, Turkey



3. Hanoi, Vietnam



4. Siem Reap, Cambodia



5. Prague, Czech Republic



Marijuana

Which one of the following marijuana policies would you choose?

- ▶ Possession by, and sales to adults are both legal; sales to minors are illegal.
- ▶ Possession by, and sales to adults are both illegal but neither is a criminal offense; sales to minors are a criminal offense.
- ▶ Possession is illegal but not criminal; all sales are a criminal offense.
- ▶ Possession and sales are criminal offenses, with a small number of medical exceptions.
- ▶ Possession and sales are criminal offenses, without exception.

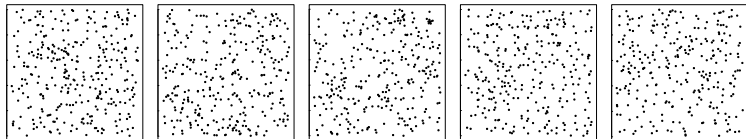
Latitude

Which one of the following cities do you think is furthest north?

- ▶ Warsaw, Poland
- ▶ London, United Kingdom
- ▶ Vancouver, Canada
- ▶ Paris, France
- ▶ Seattle, United States

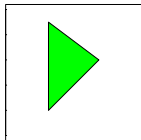
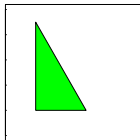
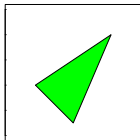
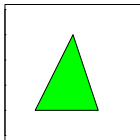
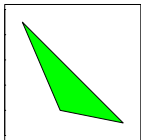
Scatterplots

Which one of the following boxes do you think has the greatest number of points?



Triangles

Which one of the following triangles do you think has the greatest area?



Population

Which one of the following countries do you think has the largest population?

- ▶ Indonesia
- ▶ Brazil
- ▶ Pakistan
- ▶ Nigeria
- ▶ Bangladesh

Surface area

Which one of the following countries do you think has the greatest surface area, including inland bodies of water?

- ▶ Canada
- ▶ United States of America
- ▶ China
- ▶ Brazil
- ▶ Australia

Beer

Below you will find three brands of beer. You know only the price per sixpack and the average quality ratings made by subjects in a blind taste test. Given that you had to choose one brand to buy on this information alone, which one would you choose?

Price/sixpack	Average quality rating (100 = Best; 0 = Worst)
\$9.00	50
\$13.00	70
\$15.00	70
\$14.00	75
\$15.00	80

Cars

Which one of the following cars would you choose to drive, all other features begin equal? Ride quality is a on a scale of 0 to 100.

Ride quality	Miles per gallon
60	30
80	24
70	27
55	28
75	22

Restaurants

Which one of the following restaurants would you choose for your next restaurant meal, based on transportation time (in minutes) and average customer ratings (from 1 to 5).

Transportation time	Rating
34	4.4
22	4.0
19	3.9
7	3.5
22	3.9

Flights I

Which one of the following flight itineraries would you choose? All involve two flights, with one layover between them.

Total inflight time	Layover time	Total itinerary time
4:00	1:00	5:00
3:24	1:48	5:12
3:15	2:00	5:15
3:06	2:12	5:18
2:30	3:00	5:30

Delayed Choice

Which one of the following would you choose?

- ▶ \$200 credited to your bank account immediately.
- ▶ \$245 credited to your bank account in six months.
- ▶ \$255 credited to your bank account in one year.
- ▶ \$315 credited to your bank account in two years.
- ▶ \$465 credited to your bank account in four years.

Phone plans

Of the following cell phone plans, which one would you choose? In all cases, unlimited calling, text picture and video messages to Canadian and international mobile numbers are included. Excess data usage is billed at \$10 per 500 MB.

- ▶ 1 GB data per month, \$35 per month.
- ▶ 2 GB data per month, \$45 per month.
- ▶ 4 GB data per month, \$49 per month.
- ▶ 6 GB data per month, \$54 per month.
- ▶ 8 GB data per month, \$58 per month.

Hotel rooms

Suppose you are staying over two nights in New York city. Which one of the following hotels would you choose, based on customer ratings and price per night?

- ▶ 3.6/5 Scatterplots, \$215 per night
- ▶ 3.9/5 Scatterplots, \$263 per night
- ▶ 4.2/5 Scatterplots, \$311 per night
- ▶ 4.5/5 Scatterplots, \$358 per night
- ▶ 4.8/5 Scatterplots, \$406 per night

Flights II

Which one of the following flight itineraries would you choose? All involve two flights and have a total duration of six hours.

1st flight	Layover	2nd flight
1:30	1:15	3:15
3:15	1:15	1:30
2:15	1:30	2:15
1:30	1:45	2:45
2:45	1:45	1:30

Televisions

Which one of the following televisions would you choose to buy if you were in the market for a television? All are LED televisions. Resolution refers to number of horizontal lines. Smart indicates internet connectivity.

Brand	Resolution	Smart	Price (\$)	Screen Size (inches)
Sharp	1080	Yes	309	32
Insignia	720	No	209	32
Sony	720	Yes	439	32
Samsung	1080	Yes	459	40
Toshiba	1080	No	409	43

Coffee

You need to buy 16oz of ground coffee for a brunch with friends.
Which one of the following ground coffees would you choose?

Price	Fair Trade	Name: Description
18.71	Yes	Ethiopian Yirgacheffe: vibrant and intensely aromatic, fruity
9.99	No	Colombian Supremo: mellow cup, complex aromas and rich flavours
13.72	Yes	Colombian Organic: medium body, fragrant aroma and mild acidity
12.35	No	Tanzania Peaberry: full bodied coffee, chocolatey aroma, wine-like finish
13.46	No	Sumatra Mandheling: exotic, earthy, bright with low acidity

Charity

Suppose someone was donating a total of 100 dollars to a combination of charities, on your behalf. Which one of the following divisions of the 100 dollars would you choose?

Arthritis Re- search Canada	Canadian Can- cer Society	Canadian Coalition for Firearm Rights	Coalition for Gun Control
90	10	0	0
35	60	5	0
35	60	0	5
10	80	10	0
10	80	0	10