Description and choice data for the domain "Radio formats"

Description of the choice domain 10, `Radio formats`

The prompt question and the universe of five response options in the choice domain `Radio formats` are as follows. The labels *a*, *b*, *c*, *d* and *e* were not displayed during the experiment and are indicated here to allow cross-referencing with data tables and visualizations below and results in the paper.

% Radio formats

The domain is radio formats, and the choice objects are the top 5 radio formats in Canada in 2015, according to

> https://byrnesmedia.com/2015/10/05/the-6-best-performing-radio-formats-in-canada/

Descriptions of formats are from

> http://www.newsgeneration.com/broadcast-resources/guide-to-radio-station-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.)

The following figure is a screenshot from the actual experiment, with one of the 26 possible menus for this domain.
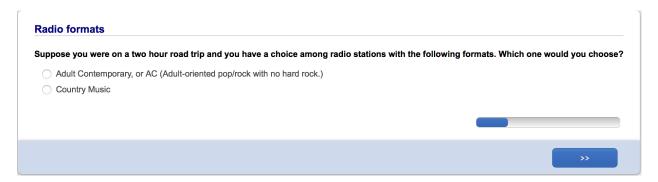
Radio formats

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?

○ Adult Contemporary, or AC (Adult-oriented pop/rock with no hard rock.)
○ Country Music

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Figure 1: Screenshot for domain Radio formats

Menu A	Choice counts					Choice proportions				
	$N_A(a)$	$N_A(b)$	$N_A(c)$	$N_A(d)$	$N_A(e)$	$\hat{P}_A(a)$	$\hat{P}_A(b)$	$\hat{P}_A(c)$	$\hat{P}_A(d)$	$\hat{P}_A(e)$
$\{a,b\}$	10	30	-	-	-	0.250	0.750	-	-	-
$\{a,c\}$	11	-	29	-	-	0.275	-	0.725	-	-
$\{b,c\}$	-	13	27	-	-	-	0.325	0.675	-	-
$\{a,b,c\}$	5	4	31	-	-	0.125	0.100	0.775	-	-
$\{a,d\}$	22	-	-	18	-	0.550	-	-	0.450	-
$\{b,d\}$	-	28	-	12	-	-	0.700	-	0.300	-
$\{a,b,d\}$	9	22	-	9	-	0.225	0.550	-	0.225	-
$\{c,d\}$	-	-	39	1	-	-	-	0.975	0.025	-
$\{a,c,d\}$	3	-	32	5	-	0.075	-	0.800	0.125	-
$\{b,c,d\}$	-	7	26	7	-	-	0.175	0.650	0.175	-
$\{a,b,c,d\}$	3	8	24	5	-	0.075	0.200	0.600	0.125	-
$\{a,e\}$	15	-	-	-	25	0.375	-	-	-	0.625
$\{b,e\}$	-	16	-	-	24	-	0.400	-	-	0.600
$\{a,b,e\}$	10	12	-	-	18	0.250	0.300	-	-	0.450
$\{c,e\}$	-	-	34	-	6	-	-	0.850	-	0.150
$\{a,c,e\}$	4	-	25	-	11	0.100	-	0.625	-	0.275
$\{b,c,e\}$	-	7	26	-	7	-	0.175	0.650	-	0.175
$\{a,b,c,e\}$	2	10	21	-	7	0.050	0.250	0.525	-	0.175
$\{d,e\}$	-	-	-	9	31	-	-	-	0.225	0.775
$\{a,d,e\}$	8	-	-	9	24	0.195	-	-	0.220	0.585
$\{b,d,e\}$	-	12	-	9	20	-	0.293	-	0.220	0.488
$\{a,b,d,e\}$	8	12	-	6	14	0.200	0.300	-	0.150	0.350
$\{c,d,e\}$	-	-	22	6	12	-	-	0.550	0.150	0.300
$\{a,c,d,e\}$	7	-	19	11	3	0.175	-	0.475	0.275	0.075
$\{b,c,d,e\}$	-	9	19	4	8	-	0.225	0.475	0.100	0.200
$\{a,b,c,d,e\}$	3	5	22	2	8	0.075	0.125	0.550	0.050	0.200

Table 1: Observed choice counts and proportions.

Choice data for domain 10, Radio formats

Table 1 shows choice counts and choice proportions for this choice domain. For each menu A and each object $x \in \{a,b,c,d,e\}$, $N_A(x)$ is the number of participants who chose object x from menu A and $\hat{P}_A(x)$ is the corresponding proportion of participants who chose x from A. When $x \notin A$, a dash is displayed.

The following figure displays choice proportions for all doubleton and tripleton menus in Barycentric coordinates. See a full description of this graphical representation in the paper. Each panel shows choice proportions for all doubleton and tripleton menus of a different tripleton subset of $\{a,b,c,d,e\}$. The downward-pointed (blue) triangle shows the set of ternary choice proportions that are compatible with regularity and the three binary choice proportions, on the corresponding tripleton. The upward-pointed (red) triangle shows the set of ternary choice proportions compatible with the multiplicative inequality and the three binary choice proportions.