

Supplement to “Testing axioms of stochastic discrete choice using population choice probabilities”

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Abstract

This is a supplement.

1 Domains

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Male stars

The source for this domain is the website ranker.com, accessed June 4, 2017. The list is “The best actors working today”. The choices are the top five actors in that list, in order.

Which movie star would you choose to have lunch with?

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

Random screenshot

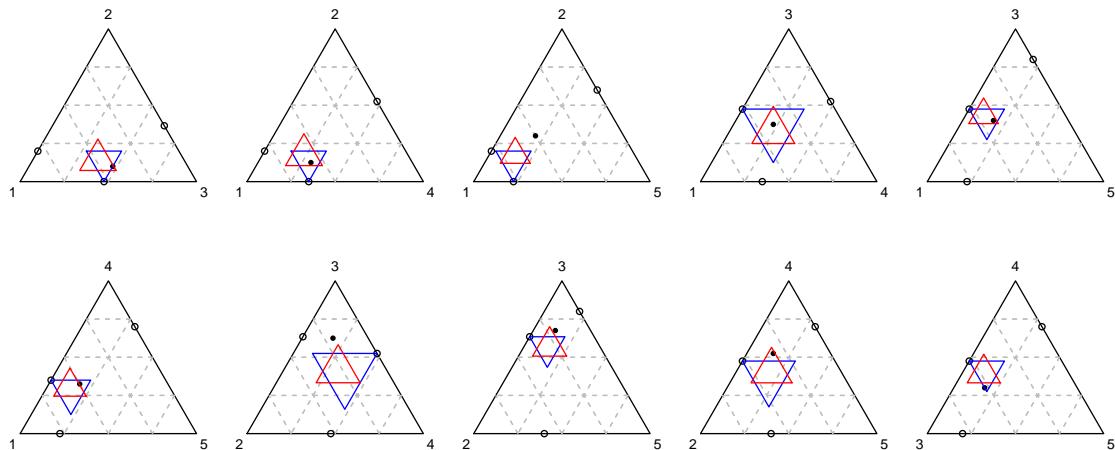
Male Stars

Which movie star would you choose to have lunch with?

Tom Hanks
 Leonardo DiCaprio

>>

Observed binary and ternary choices



Female stars

The source for this domain is the website ranker.com, accessed June 4, 2017. The list is “The best American actresses working today”. These are the top five actors in that list, in order. Jodie Foster’s name was misspelled in the experiment, as two participants noted in the comments.

Which movie star would you choose to have lunch with?

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

Random screenshot

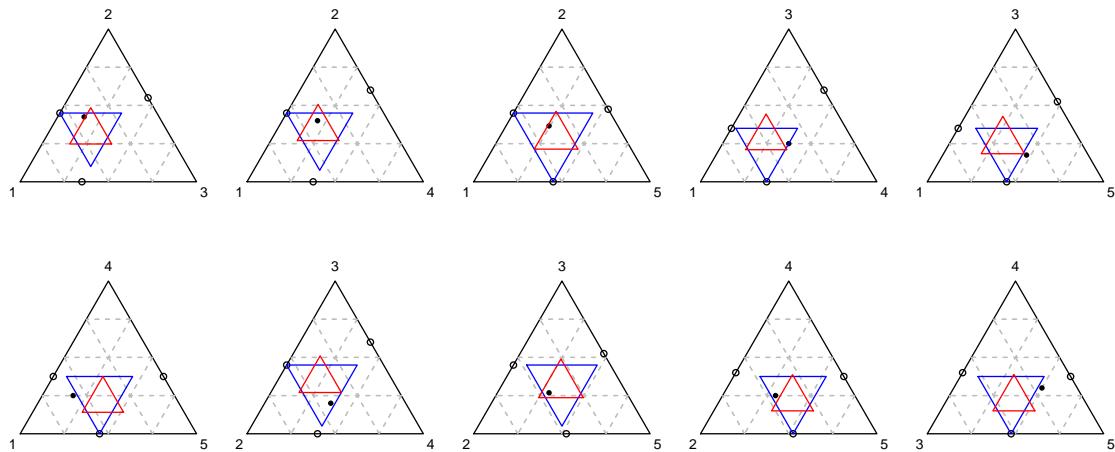
Female Stars

Which movie star would you choose to have lunch with?

Jody Foster
 Julianne Moore
 Meryl Streep

>>

Observed binary and ternary choices



Films

The source for this domain is the IMDb list “Most Popular Feature Films Released 1990 to 1999”. The decade was chosen so that the films would not be easily recognizable by most respondents.

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.

Random screenshot

Films

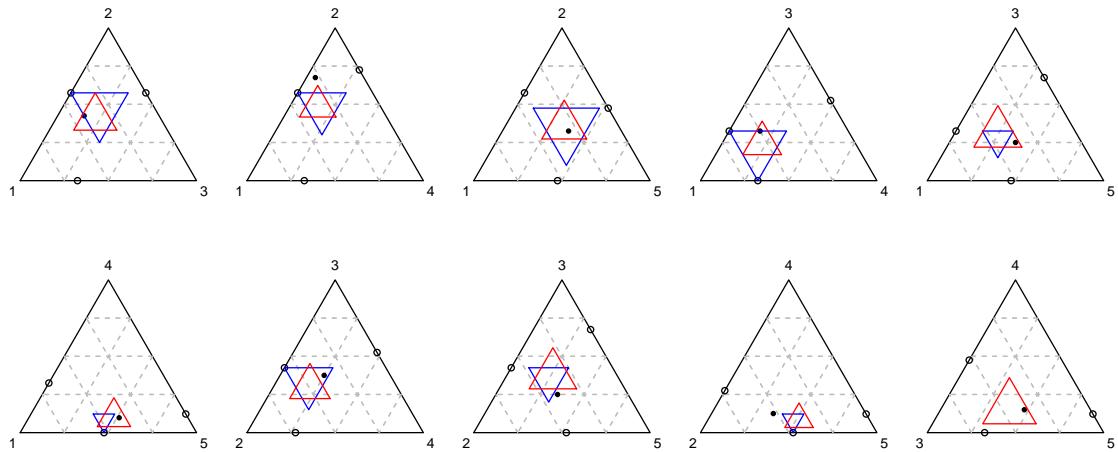
Judging from the following descriptions of films, which one of the films would you choose to see?

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.

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.

>>

Observed binary and ternary choices



Star pairs

Here, choice objects are pairs of movie stars from a set of four movie stars: Tom Hanks, Scarlett Johansson, Brad Pitt and Angelina Jolie. The only missing pair is Brad Pitt and Angelina Jolie. One possible measure of similarity is the number of actors in common between two pairs, with values 0 and 1. There are nine doubleton choice sets (i.e. pairs of actor pairs) with one star in common and one ($\{c, d\}$) without any stars in common. Thus there are three triples ($\{a, c, d\}$, $\{b, c, d\}$, $\{c, d, e\}$) where one might expect a similarity effect.

In this example, respondents' preferences may depend not only on their liking of particular actors but also on complementaries between actors.

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

Random screenshot

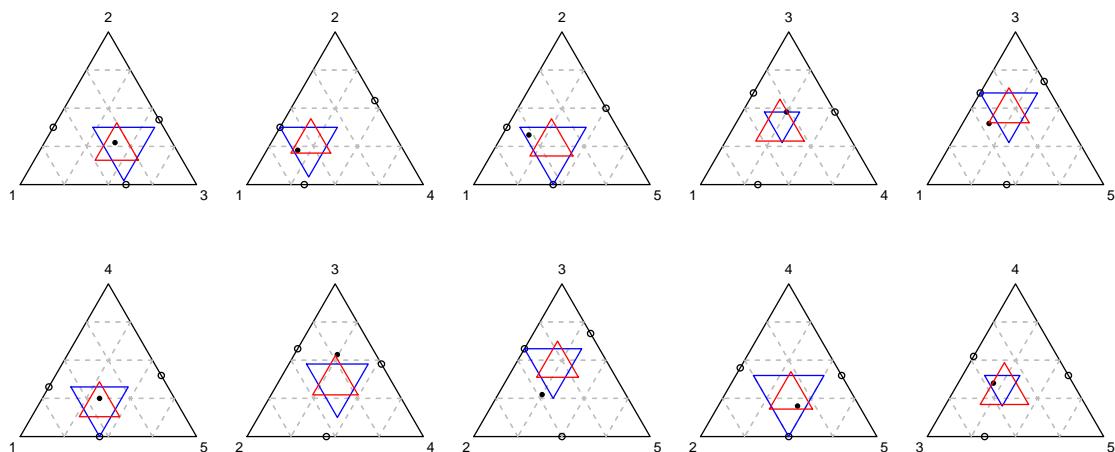
Star pairs

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

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

>>

Observed binary and ternary choices



Pizzas

The source for this domain is a Montreal pizza restaurant. All these pizzas are either 12 or 13 dollars.

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

Random screenshot

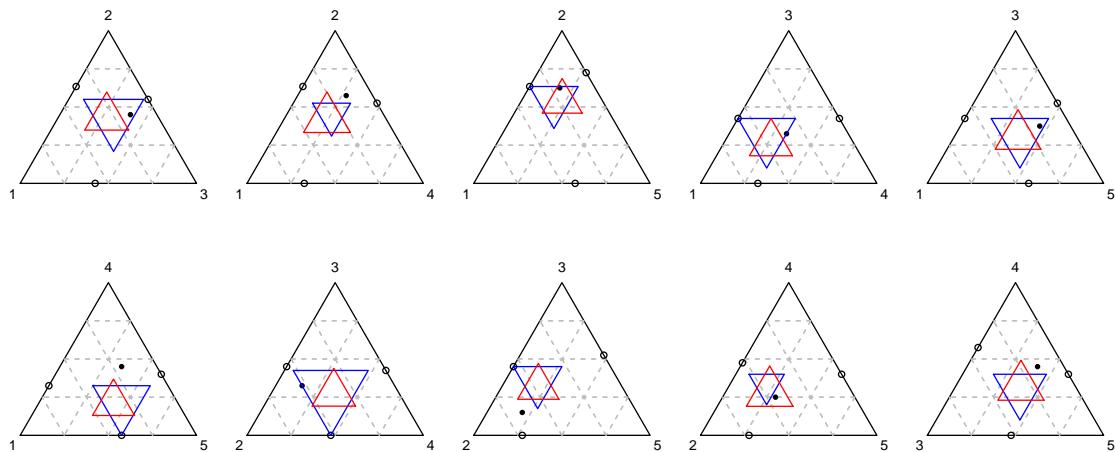
Pizzas

Which one of the following pizzas would you choose?

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

>>

Observed binary and ternary choices



Juices

Which one of the following fresh juices would you choose?

- Mango
- Orange
- Apple
- Grapefruit
- Pineapple

Random screenshot

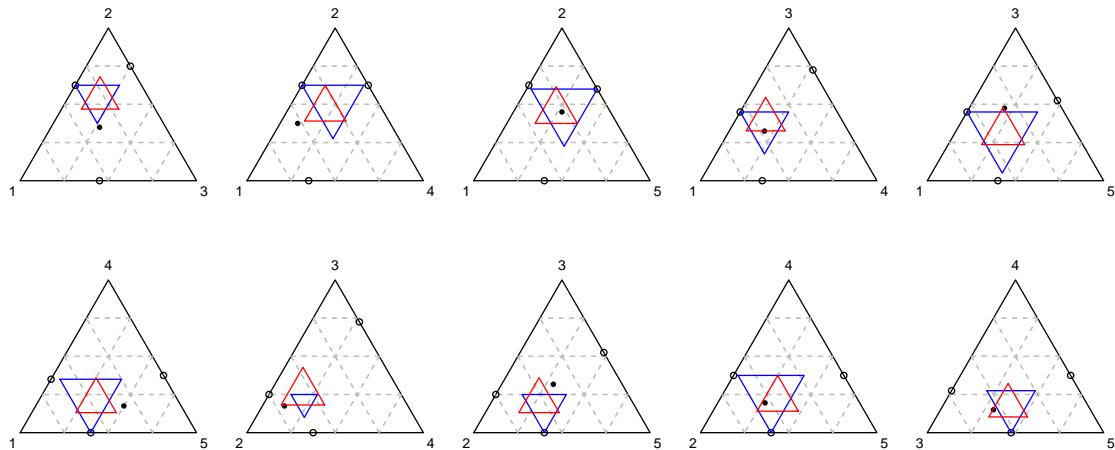
Juices

Which one of the following fresh juices would you choose?

Orange
 Grapefruit

>>

Observed binary and ternary choices



Colours

Which one of the following colours do you like best?

- Red
- Purple
- Pink
- Blue
- Green

Random screenshot

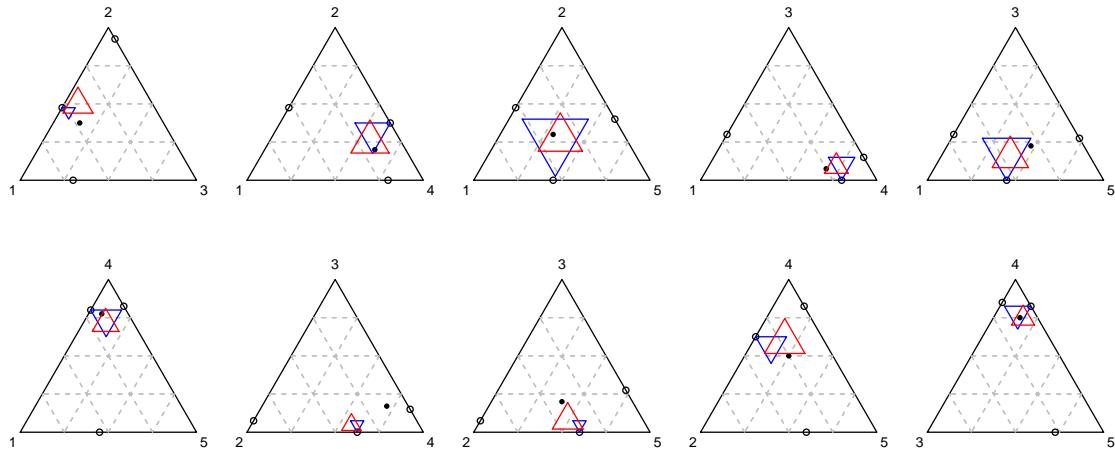
Colours

Which one of the following colours do you like best?

Green
 Pink

>>

Observed binary and ternary choices



Color pairs

The source for this domain is the website “The top tens”, page “Two colors that look good side by side.” The color combinations here are ranked 1, 4, 5, 13 and 14. We chose a selection of five high ranking combinations among which there were many colors in common. Using a similarity measure equal to the number of colours in common between two pairs, there are two doubleton choice sets where the two colour pairs have no colours in common ($\{a, e\}$ and $\{b, d\}$) and eight where the two colour pairs have one colour in common. This gives six tripletion pairs in which one might expect a similarity effect.

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

Random screenshot

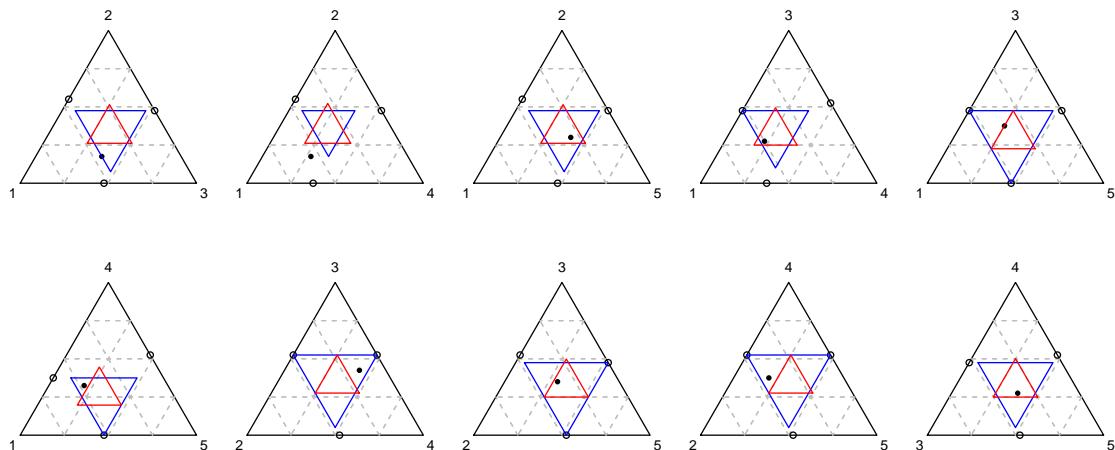
Colour combinations

Which one of these colour combinations do you like best?

Blue and purple
 Black and red
 Black and purple
 Blue and red
 Black and blue

>>

Observed binary and ternary choices



Events

This domain involves comparisons of the probabilities of future events. Logically, the probability of event e must be as least as great as the probability of a, which must in turn be as least as great as the probability of d; also, the probability of b must be as great as the probability of c.

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.

Random screenshot

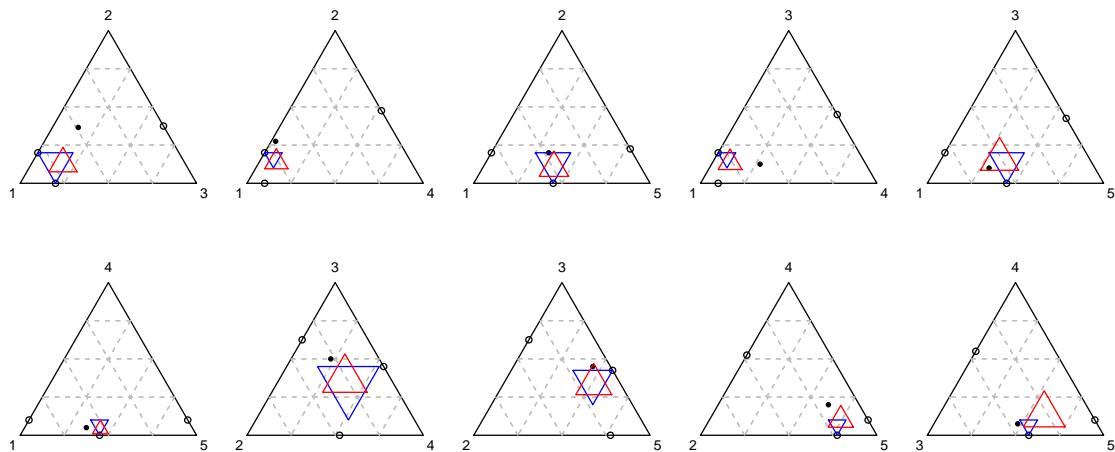
Events

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

Either Catalonia or Quebec become independent countries
 Either Scotland or Quebec become independent countries
 Catalonia becomes an independent country
 Scotland becomes an independent country

>>

Observed binary and ternary choices



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.)

Random screenshot

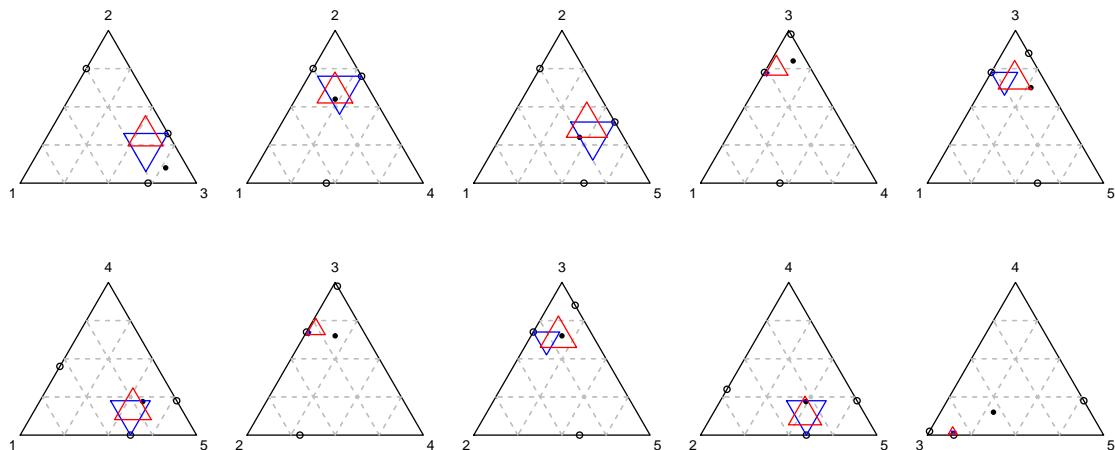
Radio formats

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

>>

Observed binary and ternary choices



Musical artists

The choice objects in this domain are the top selling musical artists of all time, according to Wikipedia. They should be familiar to a large majority of respondents.

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

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

Random screenshot

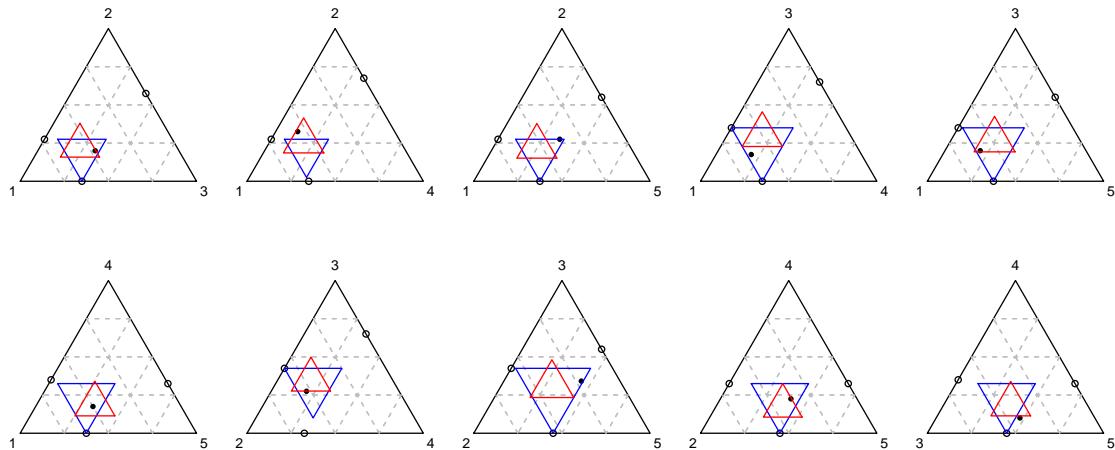
Musical artists

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

Michael Jackson
 The Beatles

>>

Observed binary and ternary choices



Aboriginal art

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



Random screenshot

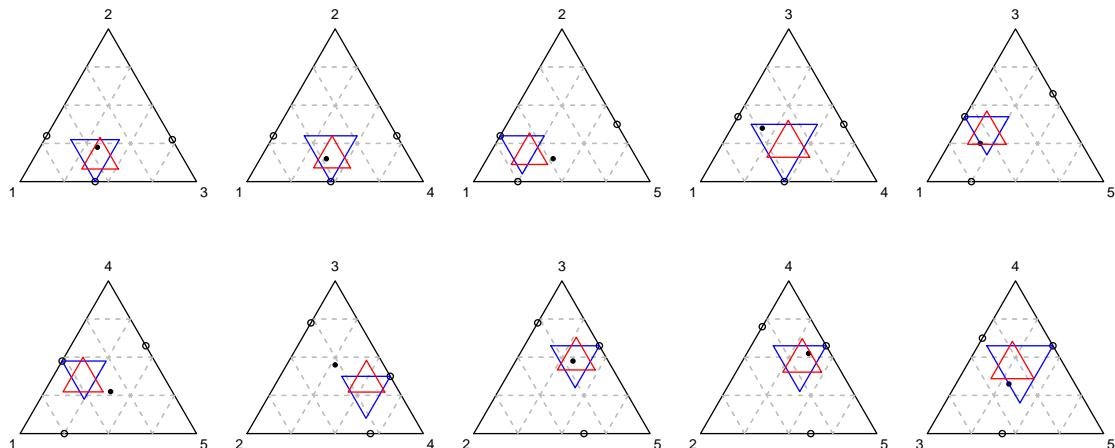
Aboriginal art

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



>>

Observed binary and ternary choices



Impressionist art

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



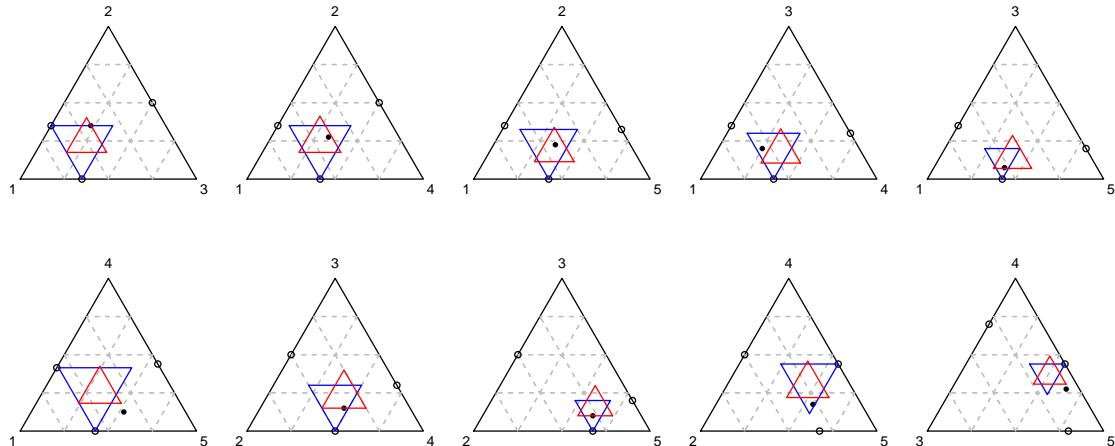
Random screenshot

Impressionist art

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

>>

Observed binary and ternary choices



Sentences

This domain consists of sentences that have been used in experiments of linguistic judgement. They are, respectively sentences 7j, 7h, 7p, 7a and 7e in Bard, Robertson, and Sorace (1996). Figure 1 of that paper shows acceptability scores for these and other sentences given by two individual linguists, an acceptability score aggregating the scores of four linguists and an acceptability score aggregating the scores of four “naive respondents”, all undergraduate anatomy students. There is broad, but not perfect, agreement in terms of order, and in the following list, they are in decreasing order of acceptability according to the measure aggregating the judgements of four linguists.

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?

Random screenshot

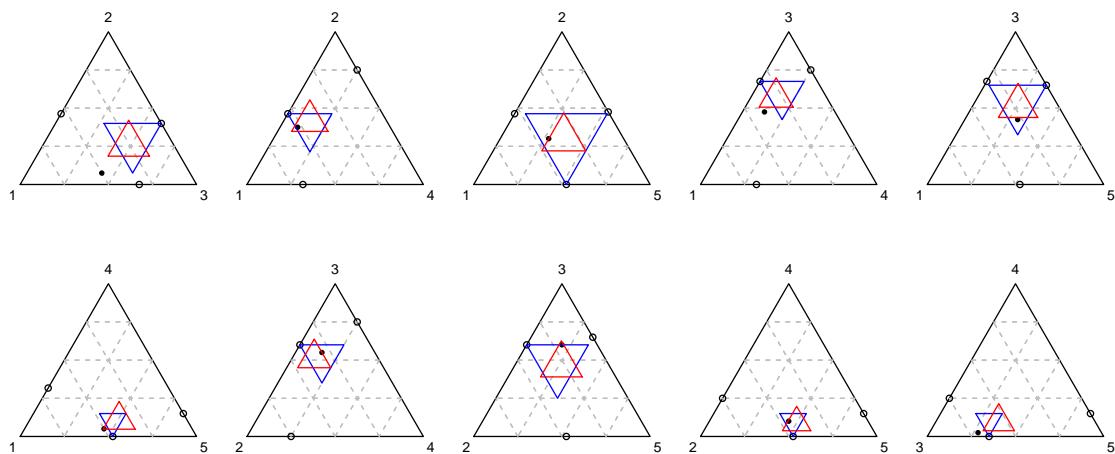
Sentences

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

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

>>

Observed binary and ternary choices



Travel

The source is Tripadvisor. These are the top five travel destinations, according to the results of an on-line contest where visitors to a Tripadvisor site could make pairwise choices between travel destinations.

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

Random screenshot

Travel

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

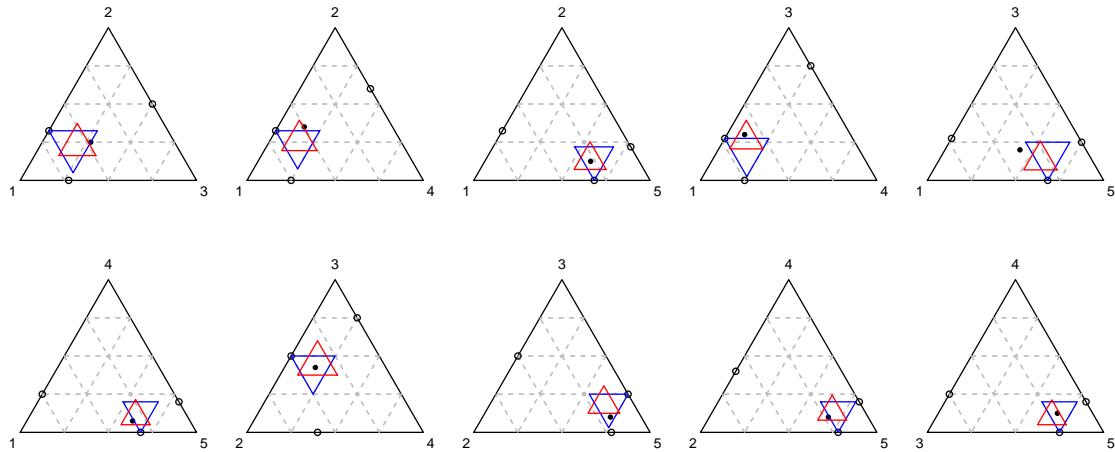


Istanbul, Turkey Marrakech, Morocco



>>

Observed binary and ternary choices



Marijuana

This question elicits policy preferences.

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.

Random screenshot

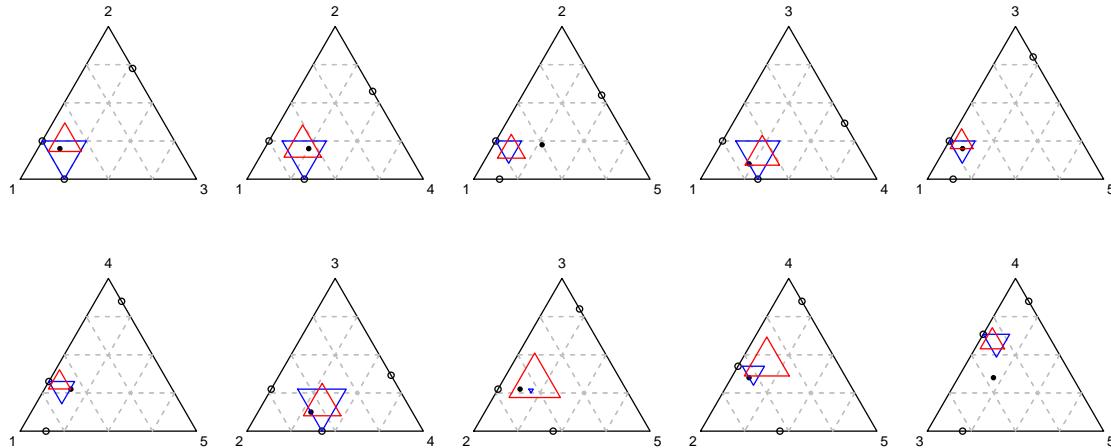
Marijuana

Which one of the following policies on marijuana would you consider the most acceptable?

Possession would be illegal but not criminal; all sales would be a criminal offense
 Possession by, and sales to, adults would be both legal; sales to minors would be a criminal offence
 Possession by, and sales to, adults would be both illegal but neither would be a criminal offense; sales to minors would be a criminal offence

>>

Observed binary and ternary choices



Latitude

The five cities of this domain have a latitude close to 50 degrees north. In the following list, they are ordered from furthest north to furthest south. According to Wikipedia, their latitudes are, respectively, $52^{\circ}14'N$, $51^{\circ}30'N$, $49^{\circ}15'N$, $48^{\circ}51'N$ and $47^{\circ}36'N$. There are two potential asymmetric dominance effects, with Vancouver being fairly obviously north of Seattle and London being fairly obviously north of Paris.

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

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

Random screenshot

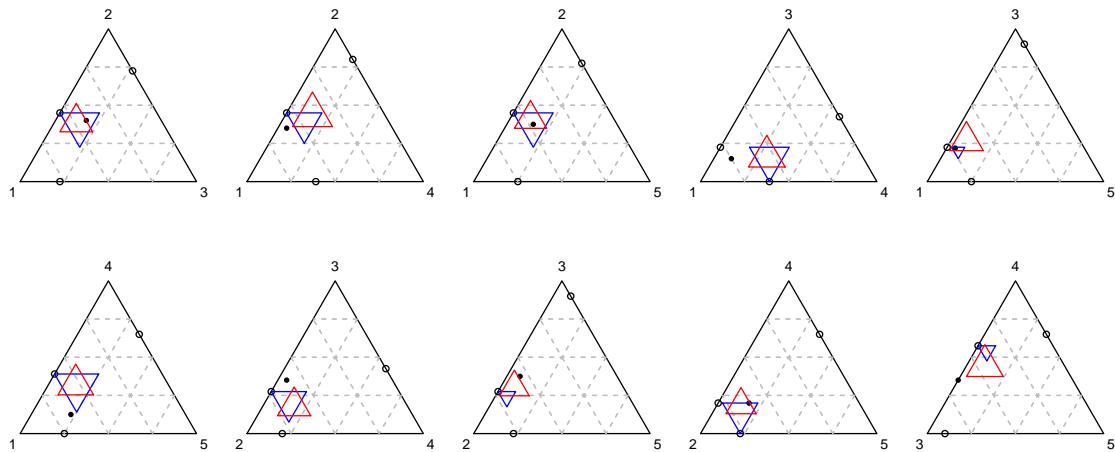
Latitude

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

Paris, France
 Seattle, United States

>>

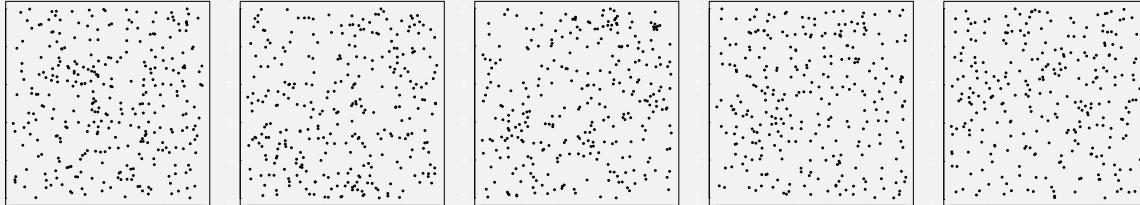
Observed binary and ternary choices



Scatterplots

This domain is a perception example. The true numbers of points are, respectively, 320, 310, 300, 290 and 280. It is much clearer that there are more points in the first panel than in the fifth, than that there are more points in the first than in the second. The difference in the number of points is an obvious similarity measure here that might be expected to lead to similarity effects.

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



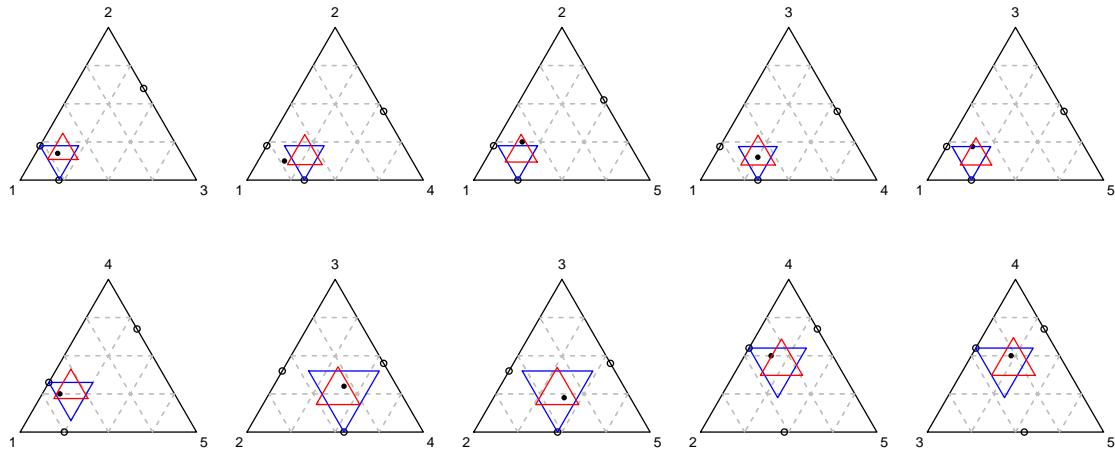
Random screenshot

Dots

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

A screenshot of a web-based task titled "Dots". The question asks which of five boxes contains the most dots. Below the question are five small square images showing dot patterns. A horizontal blue progress bar is above a large grey button labeled "»".

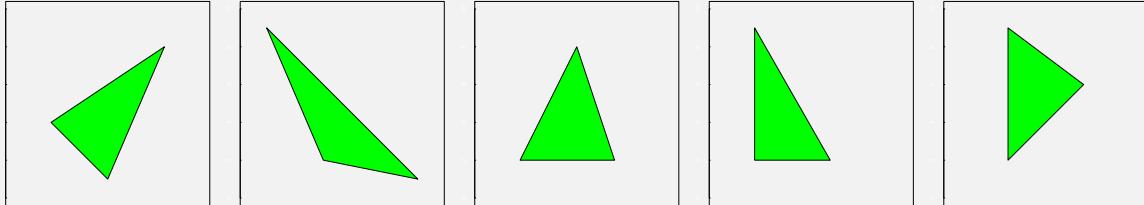
Observed binary and ternary choices



Triangles

This domain is another perception example. The true areas are, respectively, 16, 15, 15, 14 and 14 units.

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



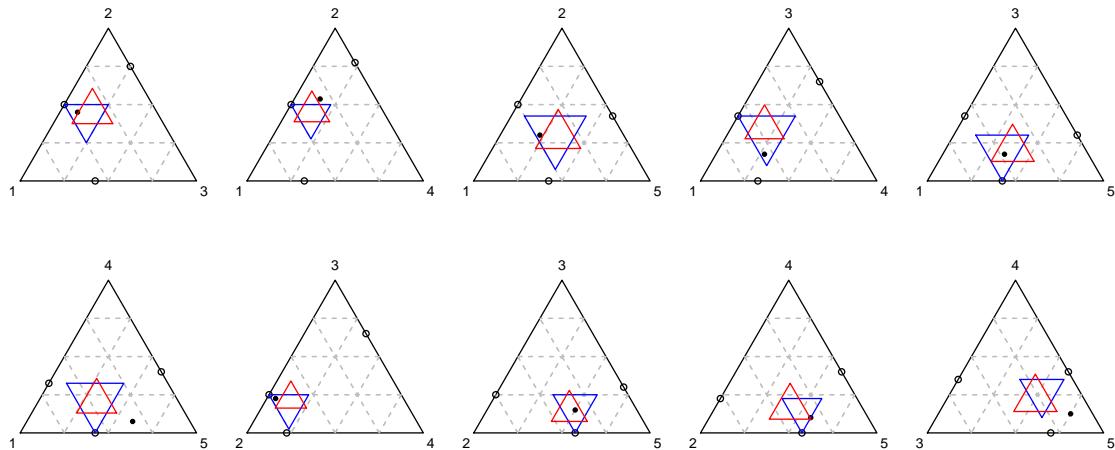
Random screenshot

Triangles

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

A screenshot of a web-based task titled "Triangles". It asks the user to identify which of three triangles has the greatest area. The first triangle is upright, the second is tilted to the right, and the third is tilted to the left. Below the triangles is a horizontal blue progress bar. At the bottom right is a blue button labeled "»".

Observed binary and ternary choices



Population

These countries were ranked, respectively, 4th through 8th in terms of population in 2016, when their populations, in millions, were 258, 206, 202, 186 and 156.

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

- Indonesia
- Brazil
- Pakistan
- Nigeria
- Bangladesh

Random screenshot

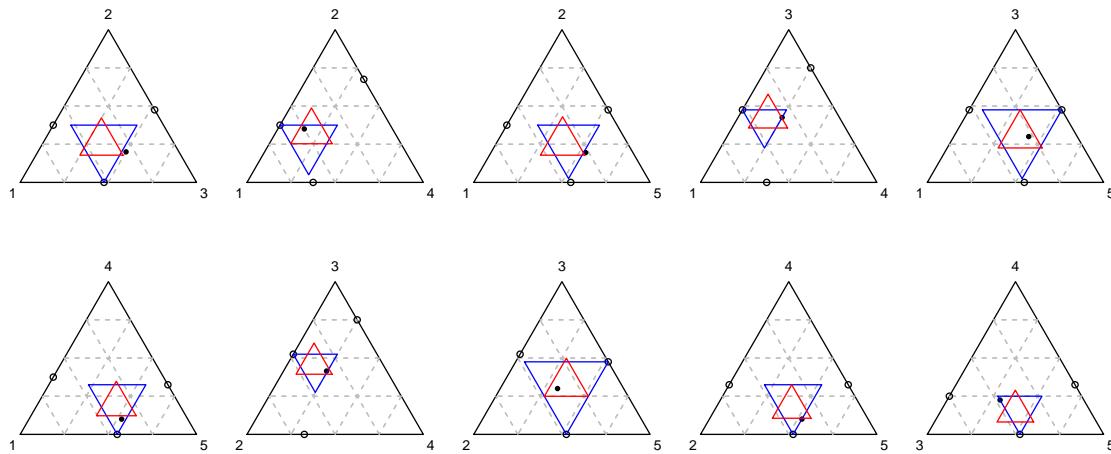
Population

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

Indonesia
 Pakistan
 Nigeria
 Brazil

>>

Observed binary and ternary choices



Surface area

These countries are ranked, respectively, 2nd through 6th in terms of surface area, including inland bodies of water. In millions of square kilometres, those surface areas are 9.984, 9.573, 9.525, 8.516 and 7.692.

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

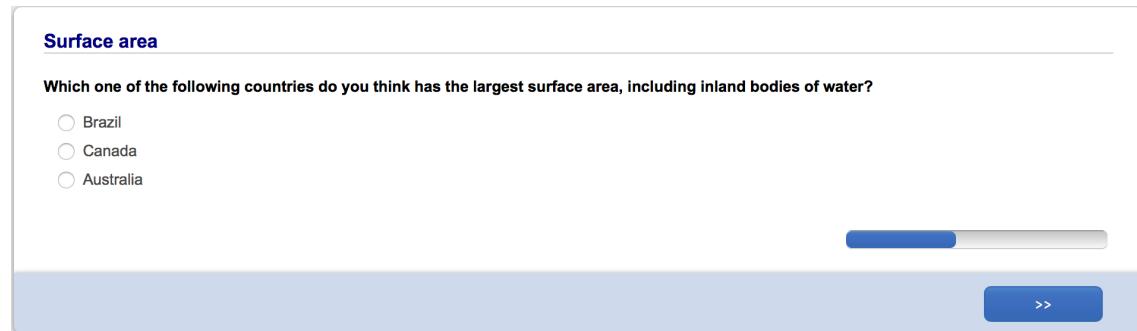
Random screenshot

Surface area

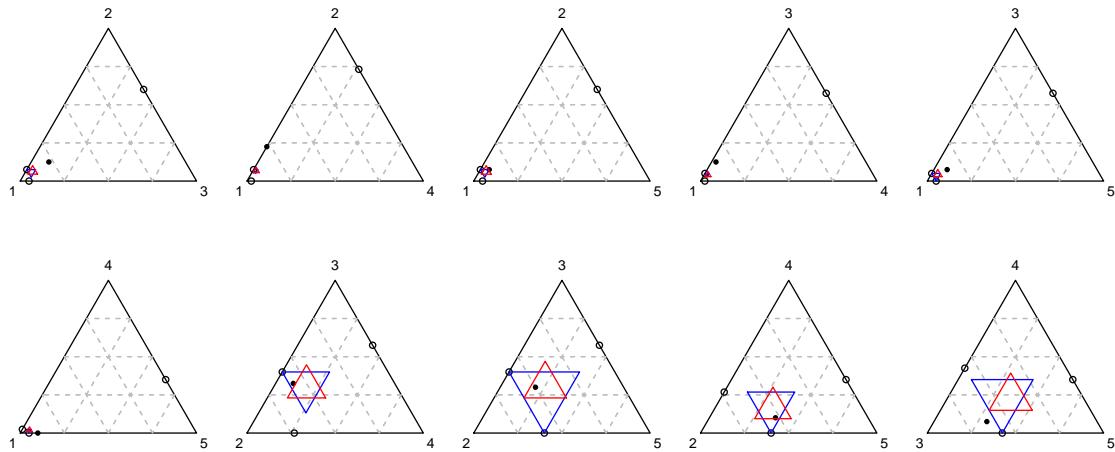
Which one of the following countries do you think has the largest surface area, including inland bodies of water?

Brazil
 Canada
 Australia

>>



Observed binary and ternary choices



Beer

This domain is from an experiment reported in Huber, Payne, and Puto (1982) used to illustrate an asymmetric dominance effect. The prices are multiplied by 5 and we added choice objects d and e to allow for two more asymmetric dominance effects and two similarity effects. The first panel of Figure ?? show the choice objects in attribute space. Table ?? shows the relations of dominance, similarity and betweenness among objects associated with context effects. The most commonly used domains to illustrate the attraction effect involve Beer, Cars, Apartments, Computers, Restaurants and Televisions.

Below you will find three brands of beer. You know only the price per sixpack and the average quality ratings made by respondents 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

Random screenshot

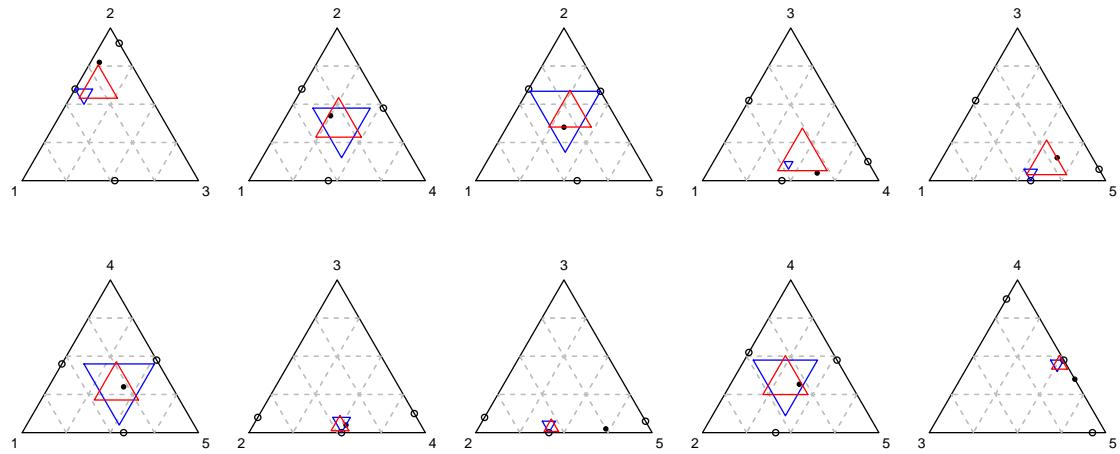
Beer

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)
<input type="radio"/>	\$9.00 50
<input type="radio"/>	\$15.00 80
<input type="radio"/>	\$14.00 75
<input type="radio"/>	\$15.00 70

>>

Observed binary and ternary choices



Cars

This domain is based on an experiment from Wedell and Pettibone (1996). There are two experiments involving cars in that article, the experiment in question is numbered 18 in the appendix to that paper. Objects below have the same attributes as in that experiment and a similar range of levels. We adapted the objects to allow for compromise effects. The second panel of Figure ?? shows the choice objects in attribute space. Table ?? shows the relations of dominance, similarity and betweenness among objects associated with context effects.

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

Random screenshot

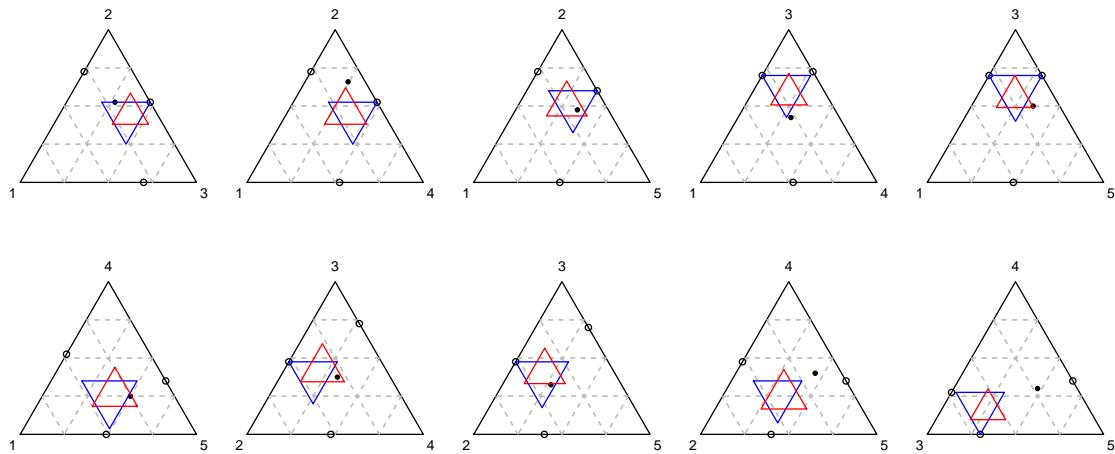
Cars

Which one of the following similarly priced cars would you choose to drive, based on the percentage of owners who indicated that they "would buy again," and the fuel economy rating?

Percentage responding "would buy again"	Fuel economy rating (a lower rating means more fuel efficient) in litres per 100km
75.0	9.5
65.0	7.5
72.5	10.0

>>

Observed binary and ternary choices



Restaurants

This domain is based on another experiment in Wedell and Pettibone (1996), numbered 19 in the appendix to that paper. The third panel of Figure ?? shows the choice objects in attribute space. Table ?? shows the relations of dominance, similarity and betweenness among objects associated with context effects.

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

Random screenshot

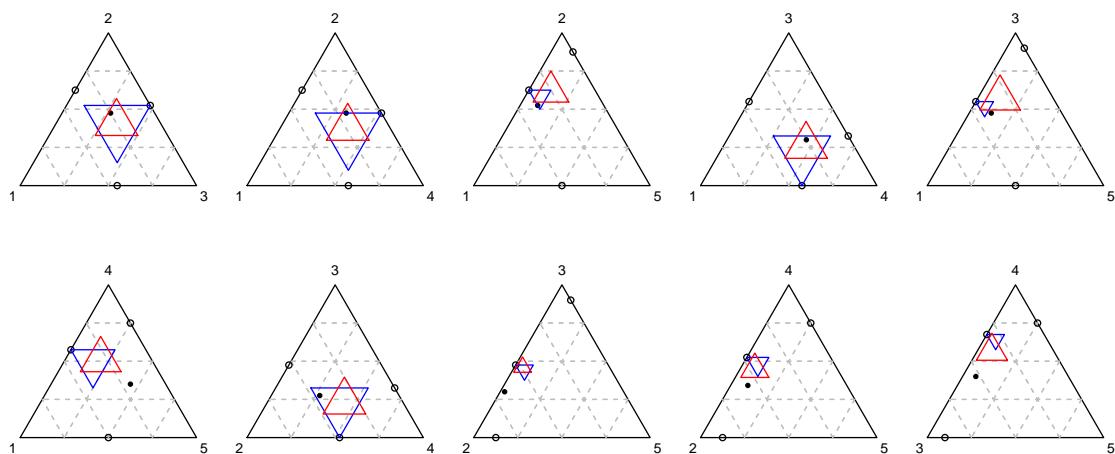
Restaurants

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

Transportation time	Rating
22 minutes	3.9
34 minutes	4.4

>>

Observed binary and ternary choices



Layovers

The fourth panel of Figure ?? shows the choice objects in attribute space. Table ?? shows the relations of dominance, similarity and betweenness among objects associated with context effects.

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

Random screenshot

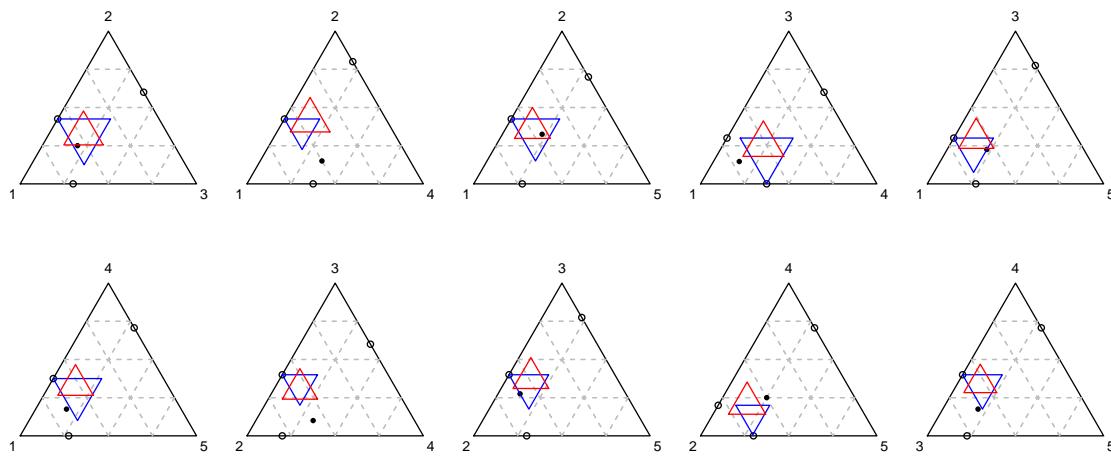
Flight Layovers

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
3:06	2:12	5:18
4:00	1:00	5:00

>>

Observed binary and ternary choices



Delayed Choice

This domain is loosely based on an experiment by Benzion, Rapoport, and Yagil (1989), in which respondents are asked to assign present values equivalent to the receipt of \$200 at time horizons of 0.5, 1, 2 and 4 years. Based on implied discount factors at various terms, we constructed five choice objects designed to have approximately the same present value equivalent.

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.

Random screenshot

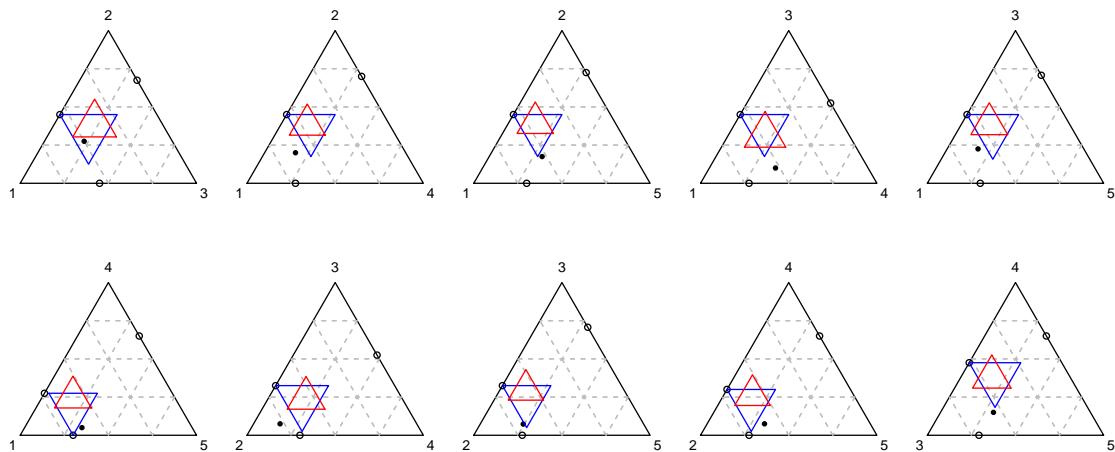
Future Payments

Which one of the following would you choose?

\$200 credited to your bank account immediately
 \$255 credited to your bank account in one year
 \$245 credited to your bank account in six months
 \$465 credited to your bank account in four years

>>

Observed binary and ternary choices



Phone plans

The source for this domain is the website of Fido Mobile, a Canadian cell phone carrier, with rates quoted on March 1, 2017 in Canadian dollars.

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.

Random screenshot

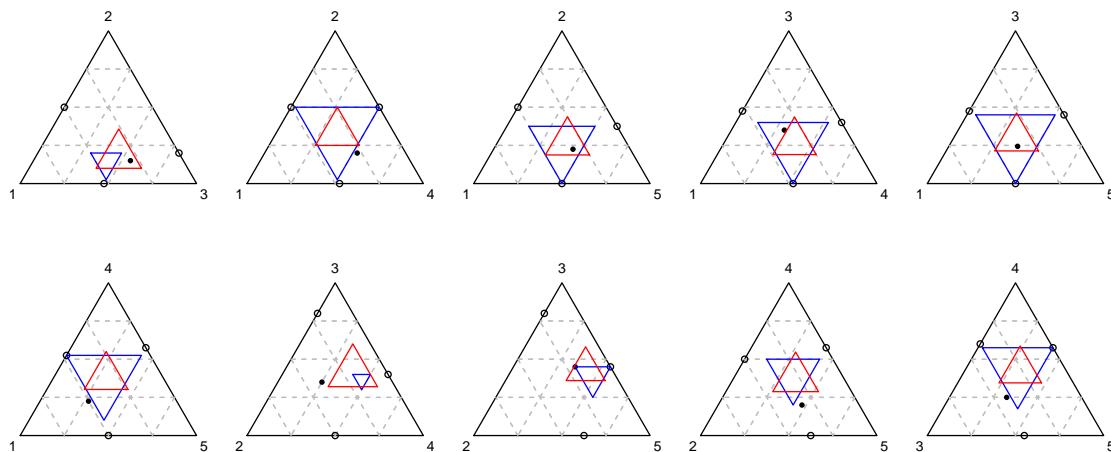
Phone plans

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.

4 GB data per month, \$49 per month
 1GB data per month, \$35 per month
 6GB data per month, \$54 per month

>>

Observed binary and ternary choices



Hotel rooms

Using Expedia results, I did a linear regression of price per night on a constant and the Expedia rating, in numbers of stars, for a sample of available hotels. The five levels of numbers of stars correspond roughly to the mean, plus and minus one sample standard deviation and plus and minus two standard deviations. Prices are approximately equal to fitted values in the linear regression.

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

Random screenshot

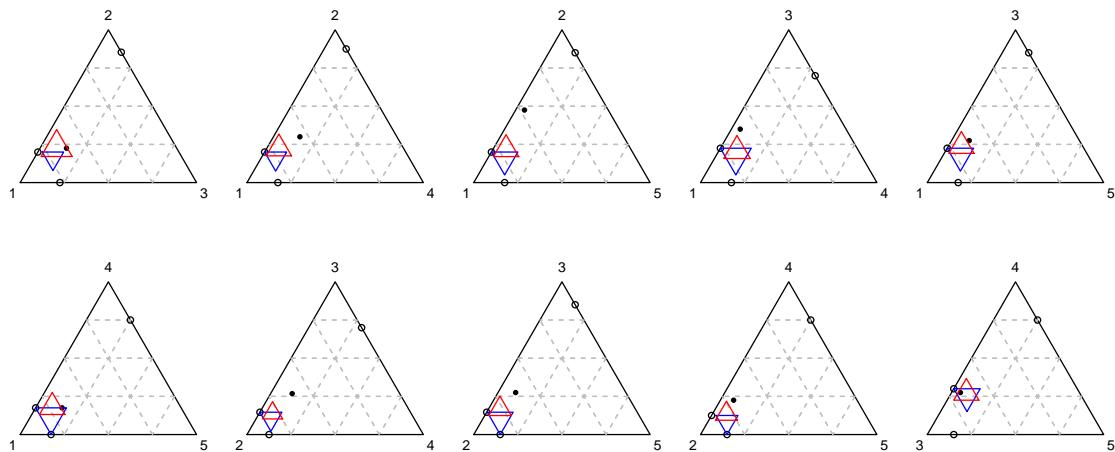
Hotel rooms

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

4.2/5 stars, \$311 per night
 3.9/5 stars, \$263 per night

>>

Observed binary and ternary choices



Objects with multiple attributes

1.0.1 Flight itineraries

This domain illustrates three-way tradeoffs. The points form a constellation in the simplex that resembles the pattern of points on the “five” side of a die.

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

Random screenshot

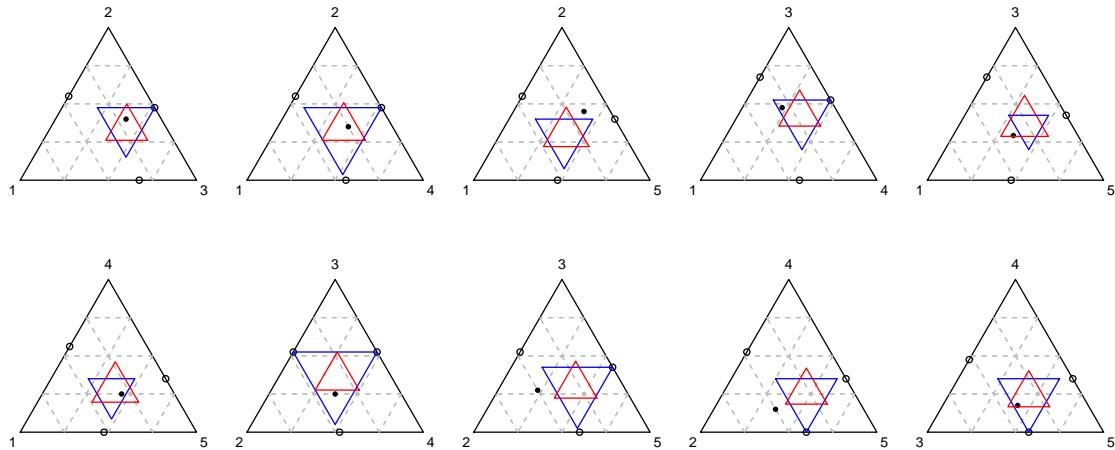
Two-Flight Itineraries

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
2:15	1:30	2:15
1:30	1:15	3:15
1:30	1:45	2:45
2:45	1:45	1:30

>>

Observed binary and ternary choices



Televisions

The source for this domain is the website of Best Buy Canada, with prices in Canadian dollars.

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

Random screenshot

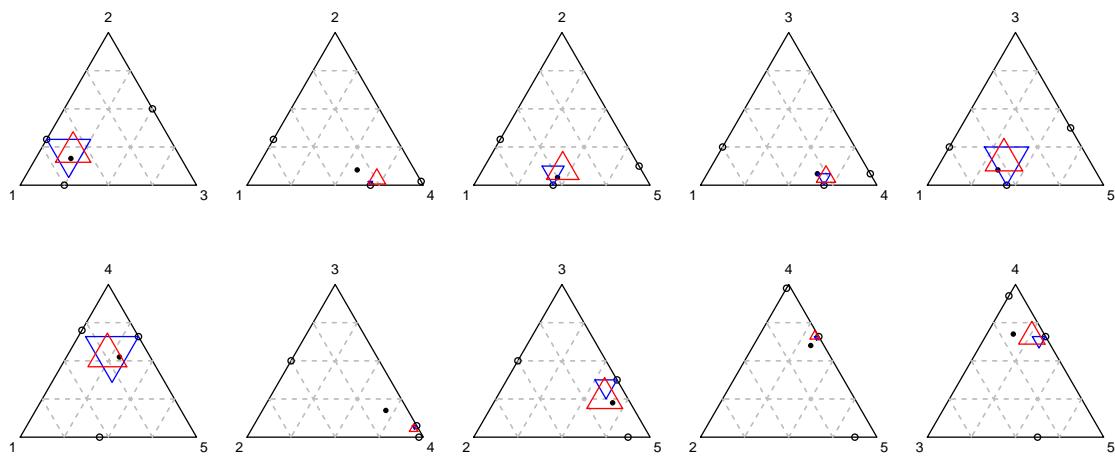
Televisions

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 the number of horizontal lines. Smart indicates internet connectivity.

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

>>

Observed binary and ternary choices



Coffee

The source for this domain is the website buycoffeeecanada.com, with prices in Canadian dollars.

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

Random screenshot

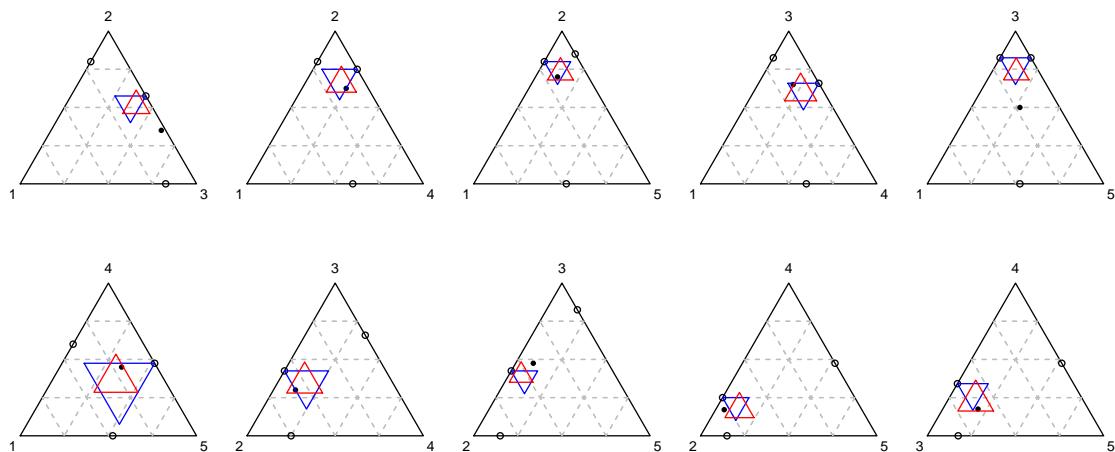
Coffee

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
<input type="radio"/>	Yes	Ethiopian Yirgacheffe: vibrant and intensely aromatic, fruity
<input type="radio"/>	No	Colombian Supremo: mellow cup, complex aromas and rich flavours
<input type="radio"/>	Yes	Colombian Organic: medium body, fragrant aroma and mild acidity
<input type="radio"/>	No	Sumatra Mandheling: exotic, earthy, bright with low acidity

>>

Observed binary and ternary choices



Charity

The charities in this domain are real charities. The first two are relatively innocuous in the sense that most people support the goals of both. However, the Canadian Cancer Society attracts much more financial support than Arthritis Research Canada and we might expect that most people would prefer a marginal dollar going to the former. The two other charities have goals that are nearly opposite and elicit strong emotions (of different kinds) from some.

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 Research Canada	Canadian Cancer 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

Random screenshot

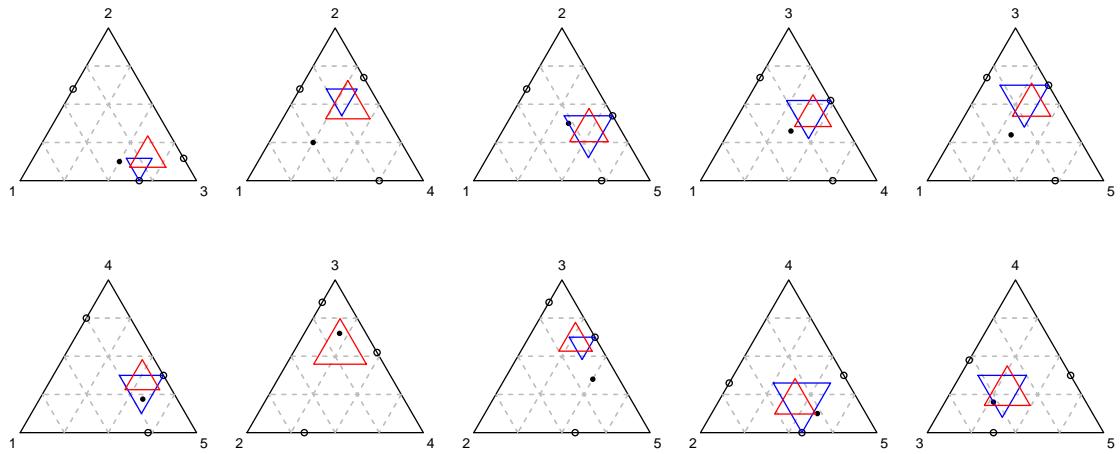
Charity

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 Research Canada	Canadian Cancer Society	Canadian Coalition for Firearm Rights	Coalition for Gun Control
<input type="radio"/> 35	60	0	5
<input type="radio"/> 90	10	0	0
<input type="radio"/> 10	80	10	0
<input type="radio"/> 10	80	0	10

>>

Observed binary and ternary choices



2 Participant comments

The following is a list of comments given by participants at the end of the experiment in response to a prompt asking if the participant had any comments. Out of 1042 participants, 370 left comments, including 36 whose comments read “no” or “none”, without regard to case. The rest of the comments follow, exactly as they were entered. The comments that fit on one line appear first. These are followed by comments that take up more than one line, with single blank lines separating comments by different participants. No participant left a comment featuring both text and a blank line.

Interesting survey.
no thanks
fun survey, very different
The question about beer lists only 2 options, not 3 as stated in the question.
I like it and enjoy Thank you
great survey
None at this moment, thank you.
very interesting
thank you
Such a random selection of questions!
Thank you for this enjoyable, and different, survey experience.
very different survey....
Interesting survey I wonder what you'll find out?
really enjoyed
fun
no comment
It was certainly an interesting array of questions.
some of the choices were difficult as I don't fly often
Very interesting
it was the most interesting survey I ever did
KYRTDI
Totally enjoyed this survey!
This was a fun survey, it had a lot of different questions and I found it fun to complete.
I hope the choices I made don't make me potentially unstable ?
perfect length
0
it was fun and very interesting, enjoyed it
It was a great survey. Thank you.
this was great
Quite interesting!
different, yet fun survey
Have a nice day...
interesting
like the decision choices
N/A
Intelligent questions
i wonder what this is about?
Fun
I would be interested in knowing the correct answers.
That was both fun and odd.
interesting questions of survey, what purpose of this survey for?:) like a EQ test!
That was fun!
interesting...I wish there were some feedback on what this all meant

I would be interested to know how you are assessing the answers I have given.
cool
very interesting to do Thank-You
THAT WAS FUN, THANKS
:)
it was very interesting
Strange questions!
eclectic. what is the point?
Very interesting
very interesting!
Most interesting - as mathematics is not my thing.
best survey yet
Some sort of psychological test?
It was fun and very interesting. It was also easy to read and understand
I do not understand the purpose of the weird questions but then that is part of the survey
hi
wrfwet
this was quite interesting survey and I enjoyed doing it
Survey was nice & short...just how I like it!
very interesting survey! i hope there's more like this
Probably the most random survey I ever took, but interesting too.
thanks guys
cool
this was fun to do, thank you!
Very interesting survey.
very strange survey
no comments
n/a
intriguing but could not figure out what the point was.
excellent
It was very interesting.
this was very interesting survey - the best ever
This was fun and very interesting
yanks
Very interesting and challenging
great survey,not repetitive thanks
No additional feedback.
Very interesting survey!
good survey
inteesting survey
difficult choices
super sondage
I found this quite interesting thanks
good
This was fun. Loved the random questions.
None. Thanks
it was fun!
very nice
thanks for an interesting survey
No comment
thankyou, that was interesting.
I found this survey to be very interesting.
more points.....
Great layout and enjoyable

na
I really liked this survey, you need to choose your best answer.
choices
Very well done and interesting survey. Thank you !!
challenging
weird!
Thank you
this was very interesting
interesting
no thanks
The questions were quite random.
it was fun
I enjoyed the questionnaire!
interesting survey
This was really interesting and fun to complete! I am curious of the purpose of this study.
Cool
great questions
very interesting survey, I enjoyed it
this was an interesting survey and easy to understand and answer
What was the point?
None.
Not sure what this was about
Its ok
STRANGE SURVEY, HARD TO GET THE POINT.
This was fun. Kind of wondering how I did
thanks
it was fun
all good
some what interesting
It was very interesting thank you
very different and interesting.I really enjoyed this and it held my attention.thank you
I liked it very much;)
Interesting questions
loved it :)
Interesting content and no technical glitches - how refreshing
dont have any
An interesting set of questions.
thx
Very insightful and surprising, but enjoyable.
One of the most interesting surveys I've ever taken. Interesting and fun to complete.
THANKS
.Great survey
Interesting... not sure what this was about
Interesting questions. Would love to know the results of this one??
not sure
good questions
Wild array of questions.
thank you
Belinda Stronach Tuesday 42
That was the oddest survey I have ever taken.
This was a very interesting survey. I would definetly do this again.
Great survey!
thank you!
Enjoyed the survey.

good survey
good
thanks interesting
nicely designed questions, but it would be better to provide more options per each selection.
cool
Nice survey
It was very good! I have not done a survey like this one before.
interesting / very different
Very interesting survey. I enjoyed it.
no others comments.
marijuana like all drugs should remain illegal
it was a great one
thanks
no thanks
different and interesting
Very interesting survey! Loved it.
no comment except the questions asked were very unique
good survey
No comment
This was the weirdest survey that I have ever completed But, sort of fun as well
thanks for the opportunity
hi
THIS WAS A VERY DIFFERANT AND VERY INTERESTING SURVEY
Should have hit the books first! Interesting questions. Good luck with your research.
Too long
Good one,, thank you!
what.
VERY UNIQUE SURVEY
This was a very interesting survey , extremely fun and entertaining
This was a VERY COOL survey...very different & lots of fun !
thanks
ENJOYED DOING THE SURVEY
very enjoyable and thank you
no other feedback
cool
Thanks.
I like the "which art's do you like better" questions best.
fun survey, great time
Great survey! Interesting.
??
That was highly enjoyable and utterly fascinating.
no comments
Very interesting survey. Not too long and different and enjoyable.
This survey made no sense at all.
fun and easy.
i like this survey send me more thanks you
<NA>
fun!
Most interesting survey i have ever completed
good
good survey
interesting questions
hope this survey pays
that was the strangest survey I've ever completed

This was interesting, I wish I could see if I was correct for the fact/logic questions!
no comment
Interesting survey and enjoyed doing it
Thanks. What iq do I have?
no comments
merci
very very interesting
I enjoyed doing this survey. Thank You.
what the f is this
n/a
cool survey
what is the purpose of these questions?
interesting!
thank you
INTERESTING SURVEY..ENJOYED
Great survey
It was interesting
good
Different survey
I really enjoyed being apart of this survey.
what was this study about
None.
this was fun. I wonder what it tells you about me?
very interesting
na
Interesting questions, I wonder what the actual research is about
Very interesting and unique survey, thought provoking!!
What's up with the random questions?
not sur
I liked the variety of questions!
questions were very different!
It was really very interesting survey.
Not boring to take, kept it interesring to answer.
wow, that was a strange bunch of questions. Very interesting. Merci.
fun to use
Interesting
I don't understand the point of this survey
super
weird survey
Fun survey!!!
don't have any
was interesting
n/a
it was not as long as a thought
interesting. would like to know the results
oui
This was one weird survey
interesting topics that really make you think
the questionnaire was concise and clear. I like that .
km nb,mkjn
great survey
Thank you.
neat study, very different!
fun

This survey was really interesting and fun to answer.
Very interesting survey touched on many topics
That was something.
A very unique survey.
You're welcome!
it is grate
interesting, never did a survey like this before
thank you.
nothing to add
very interesting and different
Interesting format..exceptional detail..
cool survey
It was very different from other surveys and quite interesting
This was the most fun survey I have ever taken.
The survey is very interesting and gives a good knowledge about oneselv.e.
It is a bizzar and funny one.
good survey
n/a
Interesting topics were touched upon.
yes sure
no comments but i would defenitly participate again , thank you
Interesting questions
It was fun to complete.
nothing
It was very clear and easy.
nothing
the survey was good and I have nothing to say...
Interesting and fun survey
I wonder what this survey is for?
It was fun and easy and fast to answer
odd
Strange survey but fun
no comments
great survey
thanks
No additional feedback, this was fun.
Nice and fast, with a variety of topics.
very fun survey, I enjoyed answering all the questions which were very varied
Greet survey! Love the concept and choices. It's fun to complete this kind of survey :)
Interactive
A curious survey and quite entertaining.
try
I find this survey very interesting.
its perfect
nice
Random, but enjoyable.
they are the best

Loved the survey. Would like to know what is the purpose and whether it is conclusive or not for the researchers.

The question about household pets did not allow me to choose Cats and Other. I could only choose Cats with another option like dog, ferret, etc.

I found this survey weird but very interesting. Very different from most survey. I would more like this.

I thought the survey went smoothly it was easy to understand, answers were clear, and questions weren't stupid. The one question about weight, I think another choice should be something like Did certain medications make you gain weight? Thank you for letting me put in my two cents in.

Well constructed and structured. Use of pictures gave a very nice touch. Although it was very random so I'm guessing it's a personality analysis.

The question regarding marijuana was especially difficult to decide, I was torn between a couple options.

This survey was actually entertaining because the questions were very random. It definitely kept me on my toes.

I thought it was fun to complete. Questions on a lot of different subjects. Very interesting.

A very interesting and definitely different type of survey. Would have been nice, where appropriate, to provide us with the correct answer to certain questions. Enjoyed it very much !!

Thank you, this was the neatest survey I've taken in a long time. I wasn't sure what the survey company is hoping to find. Maybe whether I'm insane or not :-) but it was fun for me.

Great survey, much thought on personal preferences was fun. I hope this survey gives you interesting and useful results. thanks.

What the heck was that? I do a lot of surveys and they at least have a discernible theme - this was a seemingly random mess.

Although I was not sure what this survey is about, I read each questions carefully and chose the best answers that fitted me.

Ce sondage était très intéressant parce que m'a plongé dans ce qu'il y a de personnel. Il m'a orienté dans mes émotions ainsi que sur des connaissances acquises en milieu scolaire.

This was a very interesting survey, and it was really fun to complete, but none of the questions really seem related to each other, and I'd be interested to know what the research purpose of it is.

there were questions that I did not like any of the options, but was made to pick one so I could move on.

I have been doing surveys for many years, first time I do one like this, strange a bit the questions but interesting

I really liked this survey because I wasn't answering basically the same question over and over

I presume the purpose was to see different ways in which people make choices. It was

interesting

Certainly covered a wide range of topics. Would be interested to know how the results are used and for what.

This was very interesting and different. I would like to know what the correct answers are for some of the questions such as area size with water included - not opinions but real answers that cannot change.

This was a very different survey from the ones I have participated in the past. I would love to know what you conclude from the answers.

Certainly different. It would have been easy enough to do research on various aspects of the survey; but I choose not to.

Choice of actors: I don't know most of them at all. You create a situation of a forced choice.

It might be useful for you to update your movie stars names for the question of who you want to have lunch with I didn't recognize either name and so I made a truly random choice in that case and didn't truly like any of the choices for the guys.

Having done 100s of surveys over the last two years, this was by far the most bizarre. The randomness of the questions threw me and I don't think my responses were accurate as a result. I'm not sure if the misspelling on Jodie (Jody) Foster's name was deliberate but thought it best to flag just in case you wanted to correct it.

I think that the triangles were all the same area sizes and the dots had almost the same amounts.

you should have had an NA some of those people I have never heard of an would not travel to any of those places

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