All scenarios were worded as shown below.

Study 1a:

**Conditions:**

Participants either see the scenario with the parenthetical phrases or the bracketed phrases.

**Text:**

You are lying on the beach on a hot day. All you have to drink is ice water. For the last hour you have been thinking about how much you would enjoy a nice cold bottle of your favorite brand of beer. A companion gets up to go make a phone call and offers to bring back a beer from the only nearby place where beer is sold (a fancy resort hotel) [a small, run-down grocery store]. He says that the beer might be expensive and so asks how much you are willing to pay for the beer. He says that he will buy the beer if it costs as much or less than the price you state. But if it costs more than the price you state he will not buy it. You trust your friend, and there is no possibility of bargaining with the (bartender) [store owner].

As you think about what price to tell your friend, what goes through your mind? Of the options below, which is most likely to influence how you decide on a price?

Where the beer is being purchased

How hot it is on the beach and how relaxed I am

Other things I won’t be able to buy if I use the money for beer

The brand of the beer

The most recent time I had a beer

*Note.* Participants only pick one option.

Study 1b-1d:

**Conditions:**

Participants either see the scenario with the parenthetical phrases or the bracketed phrases.

**Text:**

You are lying on the beach on a hot day. All you have to drink is ice water. For the last hour you have been thinking about how much you would enjoy a nice cold bottle of your favorite brand of beer. A companion gets up to go make a phone call and offers to bring back a beer from the only nearby place where beer is sold (a fancy resort hotel) [a small, run-down grocery store]. He says that the beer might be expensive and so asks how much you are willing to pay for the beer. He says that he will buy the beer if it costs as much or less than the price you state. But if it costs more than the price you state he will not buy it. You trust your friend, and there is no possibility of bargaining with the (bartender) [store owner].

What price do you tell him?

Study 2a:

**Conditions:**

Participants see one of the amounts listed in the brackets below.

**Text:**

Imagine that you go to the store to buy a tablet computer that costs [$300, $500, $1000]. The clerk informs you that a store thirty minutes away sells the same tablet computer for $50 less. Would you go to the other store to buy the tablet computer or would you buy it at the current store?

As you consider the discount, what do you think about as you try to determine how large $50 feels and whether it is worth traveling for?

What percentage it is off the tablet's regular price

How much I plan to use the tablet

Other things I won't be able to buy if I don't save money on the tablet

How long I have been waiting to buy the tablet

What day of the week it is

*Note.* Participants only pick one option.

Study 2b-2c:

**Conditions:**

Participants see one of the amounts listed in the brackets below.

**Text:**

Imagine that you go to the store to buy a tablet computer that costs [$300, $500, $1000]. The clerk informs you that a store thirty minutes away sells the same tablet computer for $50 less. Would you go to the other store to buy the tablet computer or would you buy it at the current store?

I would buy it at the current store.

I would travel to the other store to buy it.

*Note.* Participants only pick one option.

Study 2d:

**Conditions:**

Participants either see the small discount text or the large discount text. For both texts, participants see one of the amounts listed in the brackets.

**Small discount text:**

Imagine that you go to the store to buy an appliance that costs [$100, $200]. The clerk informs you that a store thirty minutes away sells the same appliance for $10 less. Would you go to the other store to buy the appliance or would you buy it at the current store?

I would buy it at the current store.

I would travel to the other store to buy it.

**Large discount text:**

Imagine that you go to the store to buy an appliance that costs [$1500, $3000]. The clerk informs you that a store thirty minutes away sells the same appliance for $150 less. Would you go to the other store to buy the appliance or would you buy it at the current store?

I would buy it at the current store.

I would travel to the other store to buy it.

*Note.* Participants only pick one option.

Study 3:

**Conditions:**

Participants either see the No-loss text or the Loss text.

**No-loss text:**

Please rate the attractiveness of the lottery below, using a 1 - 20 scale. A '1' means that the lottery is the worst possible lottery you can imagine. A '20' means the lottery is best possible lottery you can imagine. If you play the lottery…

There is a 7/36 chance that you win 9 dollars.

**Loss text:**

Please rate the attractiveness of the lottery below, using a 1 - 20 scale. A '1' means that the lottery is the worst possible lottery you can imagine. A '20' means the lottery is best possible lottery you can imagine. If you play the lottery…

There is a 7/36 chance that you win 9 dollars.

There is a 29/36 chance that you lose 5 cents.

Study 4:

**Conditions:**

Participants are assigned to the small account prime or the large account prime. All participants then see the question text.

**Small account prime:**

What is currently in your wallet or purse? Please click the checkbox next to each of the items below which are currently in your wallet.

Pictures

Photo ID

Library card

Credit card

Cash

**Large account prime:**

What kind of financial accounts do you use or possess? Please click the checkbox next to each of type of account below that you have.

Checking

Savings

Bond

Stock

Certificates of deposit

**Question text:**

For the next two questions, think about a new release movie DVD for sale at Best Buy.

How expensive does this DVD feel to you?

*Note.* Answer is rated on a scale from 1 (Not expensive at all) to 11 (Very expensive), with verbal labels shown for the endpoints.

If Best Buy were giving away this DVD for free, how many minutes would you be willing to wait in line to get the DVD?

*Note*. The order of the questions is counterbalanced across participants.

Study 5:

**Conditions:** Participants are assigned to the small account prime or the large account prime. All participants then see the question text. At the end, participants respond to the dieting questions.

**Small account prime:**

How many calories do you consume in a typical day?

**Large account prime:**

How many calories do you consume in a typical week?

**Question text:**

Think about a large order of McDonald’s French fries.

How fattening does a large order of French fries feel to you?

*Note.* Answer is rated on a scale from 1 (Not fattening at all) to 11 (Very fattening), with verbal labels shown for the endpoints.

**Dieting questions:**

How often do you go on a diet?

To what extent are you dieting right now?

*Note.* Both responses are rated on a scale from 1 to 7 without verbal labels.

Study 6:

See posted .zip file.

Demographics questions:

Gender: M F

Age: (open ended)

Race/Ethnicity: (open ended)

What is your total household income, including all earners in your household?

Less than $10,000

$10,000-$19,999

$20,000-$29,999

$30,000-$39,999

$40,000-$49,999

$50,000-$59,999

$60,000-$69,999

$70,000-$79,999

$80,000-$89,999

$90,000-$99,999

$100,000-$149,000

More than $150,000

Including you, how many people live in your household? (open ended)

What is the highest level of education you have completed?

Some high school

Graduated high school

Some college (no degree)

Associate's degree or technical or vocational school

Bachelor's degree

Some graduate or professional school

Earned graduate or professional degree