AMCEs by Outcome Options

Under/Overestimation with Forced Choice

Women
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

Smokers
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

Seniors
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

Students
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

Health Ins.
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

Losing Weight
- Unfriendly−Irrelevant
- Unfriendly−Relevant
- Neutral−Irrelevant
- Neutral−Relevant
- Friendly−Irrelevant
- Friendly−Relevant

−25% 0% 25% 50%

Diff. from Baseline

−25% 0% 25%

Magnitude of Under/Overestimation

Forced Choice
Abstention Option
Under/Overestimation