Addendum to Pre-analysis Plan for Study of Conjoint Design

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This is an addendum to the **Pre-analysis Plan for Study of Conjoint Design** (from September 16, 2016). In this addendum we pre-specify a replication of the original experiment but with a new sample drawn from Survey Sampling International (SSI). The experiment is the same as pre-specified before, but for this SSI sample replication we only use the stage 2 design and we use the following set of conditions for the number of attributes: K=0, 1, 2, 4, 6, 8, 10, 15, 25, 35. The fixed attributes are the same as before, and the list of filler attributes is slightly amended to accommodate the larger number of attributes. The final attribute list is as follows:

Conjoint Attributes

Conjoint Attributes – Fixed

- Party affiliation: Democrat, Republican
- Position on Health Care: Government Should Do More, Government Should Do Less
- Position on Same-Sex Marriage: Support Same-Sex Marriage, Oppose Same-Sex Marriage
- Age: 42, 54, 72

Conjoint Filler Attributes

Famous Relative: Franklin Pierce, Chester Arthur, John Tyler, Zachary Taylor

Elementary School: Washington School, Jefferson School, Madison School

Favorite Highway: Route 71, Route 73, Route 77, Route 79

Favorite Vacation Spot: Crystal Lake, Twin Lake, Spring Lake, Long Lake

Marital Status: Single, Married, Divorced

Family Dog's Name: Rover, Bailey, Charlie, Buddy, Duke

Favorite Ice Cream Flavor: Chocolate, Vanilla, Strawberry

First Election Eligible to Vote in: Congress, Governor, President

Age when First Voted for President: 18, 19, 20, 21

Took High School Trip to Washington DC in: 9th Grade, 10th Grade, 11th Grade, 12th Grade

Birthstone: Red Garnet, Emerald, Sapphire, Opal

9th Grade First-Period Class: Math, History, English, Science

Favorite Dinosaur as a Child: Triceratops, Stegosaurus, Allosaurus, Tyrannosaurus

First Book Report on: George Washington, John Adams, Thomas Jefferson, James Madison

Born on a: Monday, Tuesday, Wednesday, Thursday

Favorite Color: Blue, Green, Orange, Red

Born in: Odd Year, Even Year

First Name Ends in a: Vowel, Consonant

Disliked Food: Bananas, Pickles, Lettuce, Popcorn

Shares a Birthday with Family Member: Yes, No

Sixth Grade Classroom on: First Floor, Second Floor, Third Floor

Favorite Baseball Team Won World Series when: Candidate was 6, Candidate was 7, Candidate was 8, Candidate was 9

Favorite Morning Beverage: Coffee, Milk, Orange Juice, Water

Favorite Season: Winter, Spring, Summer, Autumn

Type of Tree in Home Backyard: Oak, Maple, Pine

Favorite Composer: Beethoven, Bach, Mozart

Current Home Address is on a: Street, Road, Way, Avenue

Home Front Door Faces: North, South, East, West

Color of Childhood Family Car: White, Black, Silver, Red

Best High School Sports Team was: Basketball Team, Track and Field Team, Soccer Team, Baseball Team

Prefers to Respond to E-mail in the: Morning, Afternoon, Evening

Usual Day for Grocery Shopping: Saturday, Sunday, Monday, Tuesday

Relative Fought in: World War I, World War II, Vietnam War, Korean War

Has Visited the Grand Canyon: Yes, No

Preferred Side to Sit on when Riding a Train: Left, Right