

Could Ralph Nader's Entrance And Exit Have Helped Al Gore? The Impact of Decoy Dynamics on Consumer Choice

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WEB APPENDIX

Samples Stimulus: Experimental Condition, Pilot Study

Imagine a local newspaper is polling you about your preferences for the following presidential candidates. You know only the average policy rankings reported by students with beliefs similar to your own. If you have to choose one candidate to vote for, who would it be?

Candidate	Economic Policy (100 = best; 0 = worst)	International Policy (100 = best; 0 = worst)
I	79	88
II	76	88
III	85	79

Please circle your preference here:

- Candidate I
- Candidate II
- Candidate III

The same paper calls again one week later. This week they're doing a special interest story about candidates II and III. If you have to choose one of the remaining candidates to vote for, which would you choose?

Candidate	Economic Policy (100 = best; 0 = worst)	International Policy (100 = best; 0 = worst)
I	79	88
II	76	88
III	85	79

Please circle your preference here:

- Candidate II
- Candidate III

(The paper has eliminated candidate I for this story)

[For the control condition, the relevant data was collected from subjects who responded to the stimulus that pertained to the "special interest story about candidates II and III" first].