Analysis Plan

With the data from the first wave, our primary analysis will concern the determination of the effects of the various randomly assigned scenarios and their specific features (product type, pandemic/no pandemic, demand shock with or without cost increases, with or without salience of economic consequences and tradeoff) on the preference for the unregulated or regulated price scenario. We will also analyze differences in responses between US and Canadian residents. We will also assess the correlation between the scenario characteristics and the moral reactions to those scenarios and between the moral reactions and the scenario choice. Another relation of interest will be between scenario choice and views about the role of the market in society.

With the data from the second wave (follow-up), our main objective is to study whether and how the scenario choice changes when a respondent who received a scenario with no salient economic tradeoff is now confronted with the same scenario but with those tradeoffs made salient. We will then look at within-subject variation. We will also identify "types" in the population according to the responses to the scenario choice question with and without salient tradeoff. Moreover, by providing respondents who receive scenarios with salient tradeoffs in the same way with, again, the same identical scenarios, we will then assess the degree of consistency in responses over time.

Finally, we will perform text analysis on the open-answer question included in both the first and the follow-up surveys.