Analysis Plan

1 Primary Analysis

The primary analysis population will consist of all eligible and consenting respondents with a recorded forced-choice response for the relevant conjoint task.

The primary analysis will **not** exclude respondents in case of fail to complete the entire survey if the relevant experimental outcome is correctly observed. Missing profile/task outcomes will not be imputed.

Potential exclusions based on survey completion, implausibly short completion times, duplicate responses, or survey inconsistencies will be reported and used in robustness analyses.

1.1 Descriptive Statistics

Before estimating experimental effects, the analysis will report:

- respondents' demographic characteristics;
- distribution of all conjoint attribute assignments;
- choice shares and rating distributions by task number.

1.2 Primary AMCE Specification

The data will be arranged at the profile level. Let i index respondents, t choice tasks, and $j \in \{A, B\}$ profiles.

The primary model is a linear probability model estimated by OLS:

$$Y_{ijt} = \alpha + \sum_{k} \sum_{\ell \neq \ell_0} \beta_{k\ell} \mathbf{1}(X_{kijt} = \ell) + \lambda_t + \varepsilon_{ijt},$$

where:

- Y_{ijt} equals one if the profile is selected;
- X_{kijt} denotes the randomised level of attribute k;
- ℓ_0 is the pre-specified reference category for attribute k;
- λ_t denotes task-choice fixed effects (1 to 5);

- standard errors are clustered at the respondent level.

The $\beta_{k\ell}$ coefficients can therefore be interpreted as AMCEs in percentage-point terms. Standard errors will be clustered at the respondent level.

2 Secondary Analysis

2.1 Profile Ratings

The same attribute specification will be estimated using the 0–10 profile rating as the dependent variable:

$$Rating_{ijt} = \alpha + \sum_{k} \sum_{\ell \neq \ell_0} \theta_{k\ell} \mathbf{1}(X_{kijt} = \ell) + \lambda_t + u_{ijt}.$$

Standard errors will be clustered at the respondent level.

2.2 Marginal Means

For each attribute level, marginal means will be calculated as the average predicted probability that a profile is selected when that level is shown, averaging over the experimental distribution of all other attributes. Marginal means are secondary descriptive estimands and will complement, rather than replace, the AMCE analysis.

2.3 Pre-Specified Heterogeneity

Heterogeneous effects will be examined for the following respondent characteristics:

1. **Chronological age:** < 50; 50–54; 55–59; 60+.
2. **Gender:** primary contrast male/female where sample size permits.
3. **Extra-work commitments:** none versus any substantial extra-work commitment.
4. **Caregiving:** specific indicator for respondents reporting care responsibilities, including care for children/grandchildren, older relatives, or a person with disability/health problems.
5. **Sector:** firm-level sector classification available from the sampling frame.

The heterogeneity specification will interact each randomised attribute level with the subgroup indicator while retaining the main effects and design controls. Differences in marginal means across groups will also be reported.

2.4 Firm and Sector Structure

The 24 participating firms are recruitment sites rather than treatment clusters. Primary standard errors will be clustered at the respondent level because randomisation occurs within respondent-by-task profiles. Firm fixed effects will be included in robustness/precision specifications.

2.5 Missing Data

No imputation will be used for the primary experimental outcome. Each profile/task with an observed forced choice will enter the primary AMCE analysis. Missing respondent covariates used in heterogeneity analyses will lead to omission only from the relevant subgroup specification; missingness rates will be reported.

2.6 Robustness Analyses

Planned robustness checks include:

- complete-survey respondents only;
- exclusion of implausibly fast completions according to a threshold fixed before treatment-effect analysis;
- exclusion of duplicates or suspected automated responses if identifiable independently of experimental choices;
- models with and without firm fixed effects;
- exclusion of implausible combination job score-job choice

2.7 Survey Weights

Primary experimental estimates will be unweighted because attribute randomisation identifies effects within the realised survey sample.

2.8 Deviations from the Pre-Analysis Plan

Any deviation from the registered design or analysis plan will be explicitly documented, dated where possible, and labelled as exploratory or post hoc in subsequent outputs.