

**Author(s)**

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**1) Have any data been collected for this study already?**

No, no data have been collected for this study yet.

**2) What's the main question being asked or hypothesis being tested in this study?**

We predict that lower income consumers will be judged more negatively than higher income consumers for making the same purchasing decision.

**3) Describe the key dependent variable(s) specifying how they will be measured.**

Participants will be asked to read about a hypothetical consumer who has set aside a budget to purchase a carseat. The consumer is choosing between two carseats and decides to buy the higher priced carseat with more features.

Participants will be asked to rate the consumer's choice along the following measures [1-7].

Judgment of Decision:

- 1) Alex made the responsible purchasing decision
- 2) Alex deserves to buy the carseat she picked
- 3) Alex made a thoughtful decision
- 4) Alex made an impulsive decision (reverse coded)
- 5) Alex would have been better off buying a different option (reverse coded)

**4) How many and which conditions will participants be assigned to?**

Two Conditions

1. Alex and her partner have low paying jobs (bottom 25% of U.S. income distribution) and would be considered a low income family.
2. Alex and her partner have high paying jobs (top 25% of U.S. income distribution) and would be considered a high income family.

**5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.**

We will first create a composite Judgment scale (mean of 5 items). We will use a t-test to test hypothesis that judgments will be less positive for low income consumers (Cond 1) than for higher income consumers (Cond 2).

**6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.**

NA

**7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.**

N=1000

**8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)**

We will also collect participant income information and will include secondary analysis including participant income.

We will be running this experiment through a Qualtrics Panel of a nationally representative sample. This study will be part of a survey bundle.