

## Gift Card Choice - TJs vs Best Buy (#35854)

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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?

Participants will be asked to choose between a Trader Joe's gift card and a Best Buy gift card. We predict that participants choosing a gift card for a lower-income individual will choose the Trader Joe's gift card more frequently than participants choosing a gift card for a higher-income individual.

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

Choice of Gift Card:

1= Trader Joe's

2= Best Buy

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

Two conditions (lower-income vs. higher-income)

Lower-income: The gift card will be going to a local man who has a low paying job (putting him in the bottom 25% of US income distribution).

Higher-income: The gift card will be going to a local man who has a high paying job (putting him in the top 25% of US income distribution).

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

We will conduct a chi-squared test to analyze whether participants in the lower-income condition choose the Trader Joe's gift card more frequently than those in the higher-income condition.

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

None

### 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.

Goal of 100 per cell. 200 in total.

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

None