

Appendix

Table A1

Questions presented in Studies 1-3

Item	Question	Anchors (high/low)
Study 1		
<i>Restaurant</i>	How much would you be willing to pay for your own meal at this restaurant?	97/17
<i>Hotel</i>	How much would you be willing to pay per night for a room in this hotel?	404/44
<i>Membership</i>	In the coming years, Facebook is planning to issue a membership cost to all its current and future users. How much would you be willing to pay for a yearly membership?	2020/2.0
<i>VR glasses</i>	Fujitsu are investing a large share of their resources in releasing virtual reality glasses on a mass scale. How much would you be willing to pay for a pair of these glasses?	4000/400
<i>iPad</i>	Apple are planning to release transparent technology on all their gadgets in the near future. How much would you be willing to pay for this product?	606/66
<i>Bar</i>	How much would you be willing to pay for your own meal at this restaurant?	92/42
<i>Holiday</i>	Club Med is planning to organise reduced-cost holiday packages to exotic destinations. How much would you be willing to pay for this package?	10210/102
Study 2		

<i>Restaurant</i>	Studio ___ is a new restaurant. The above picture was taken from a magazine advertisement. Imagine that you are going to dine at this restaurant. Estimate how much your bill would amount to (not your entire party's, just yours):	97/17
<i>Hotel</i>	No. ___ Cranley Place is a newly refurbished hotel. This picture was taken from a hotel guide. Imagine that you are going to stay at this hotel. Estimate how much your bill would amount to for a one-night stay (not your entire party's, just yours):	404/44
<i>Membership</i>	In the coming years, Facebook is planning to issue a membership cost to all its current and future users. They are planning on marketing it as Facebook ___. Imagine that your life required you to have access to this social networking service. Estimate how much you would be willing to pay for a yearly membership:	2020/2.0
<i>VR glasses</i>	Fujitsu are going to release the Fujitsu ___X virtual reality glasses in the near future. The company are investing a large share of their resources in releasing them on a mass scale. Imagine that you are going to buy a pair of these high-tech glasses. Estimate how much you would be willing to pay for them:	4000/400
<i>iPad</i>	This is a picture of the upcoming iPad ___. Apple are planning to release transparent technology on all their gadgets in the near future. Imagine that you are going to buy this Apple product. Estimate how much you would be willing to pay for it:	606/66
<i>Bar</i>	Tap ___ is a new restaurant. The above picture was taken from an dining website. Imagine that you are going to dine at this establishment. Estimate how much your bill would amount to (not your entire party's, just yours):	92/42
<i>Holiday</i>	Club Med ___ is a new, reduced-cost holiday package to exotic destinations such as the one above. Imagine that you could take the time off for an extended holiday. Estimate how much you would personally be willing to pay for such a package (not your entire party's, just yours):	10210/102
<i>Population</i>	Is the population of Chicago (IL) greater or less than ___? [Greater than/less than] What is	5,000,000/1,500,000

the population of Chicago (IL)?

Length

Is the length of the Amazon River greater or less than ___ miles? [Greater than/less than]
How long is the Amazon River (miles)?

6,000/3,000

Study 3

Restaurant

Studio ___ is a new restaurant set to open in Butler, Pennsylvania. The above picture was taken from a magazine advertisement. Imagine that you are going to dine at this restaurant. Estimate how much (in dollars) you would be willing to pay for a dinner at this restaurant (not for your whole party, just for you):

97/17

Population

The population of Chicago is more/less than ___. What do you think the population of Chicago is?

5,000,000/200,000

Birthrate

Is the average number of babies born each day in the United States greater or fewer than ___? [Yes/No] On average, how many babies are born each day in the United States?

50,000/500

Distance

The distance from San Francisco to New York City is longer/shorter than ___ miles. How far do you think it is?

6,000/1,500

Year

Was the World Wide Web invented before or after ___? [Before/After] In what year was the World Wide Web invented?

1999/1979
