

Application HUM00102655
Inventory of Survey Questions:

Indicate how much you agree with each of the following statements from *complete disagree* (1) to *completely agree* (7):

Q1	Whenever I'm faced with a choice, I try to imagine what all the other possibilities are, even ones that aren't present at the moment.
Q2	No matter how satisfied I am with my job, it's only right for me to be on the lookout for better opportunities.
Q3	When I am in the car listening to the radio, I often check other stations to see if something better is playing, even if I am relatively satisfied with what I am listening to.
Q4	When I watch TV, I channel surf, often scanning through the available options even while attempting to watch one program.
Q5	I treat relationships like clothing: I expect to try a lot on before finding the perfect fit.
Q6	I often find it difficult to shop for a gift for a friend.
Q7 ¹	Picking a movie to watch is really difficult. I'm always struggling to pick the best one.
Q8	When shopping, I have a hard time finding clothing that I really love.
Q9	I'm a big fan of lists that attempt to rank things (the best movies, the best singers, the best athletes, the best novels, etc.).
Q10	I find that writing is very difficult, even if it's just writing a letter to a friend, because it's so hard to word things just right. I often do several drafts of even simple things.
Q11	No matter what I do, I have the highest standards for myself.
Q12	I never settle for second best.
Q13	I often fantasize about living in ways that are quite different from my actual life.

Source: Schwartz, B., Ward, A., Monterosso, J., Lyubomirsky, S., White, K., & Lehman, D. R. (2002). Maximizing versus satisficing: Happiness is a matter of choice. *Journal of Personality and Social Psychology*, 83(5), 1178–1197.

¹ Question 7 has been revised from the original wording, “Renting videos is really difficult. I’m always struggling to pick the best one.”

Demographic Questions:

Q14	What is your gender: “male” / “female” / “other”
Q15	How old are you? _____
Q16 ²	What is the highest level of education you have completed or are pursuing? “pre-high school” / “high school” / “technical school” / “college” / “graduate school”
Q17 ²	What is your household income in US dollars? “<\$30,000” / “\$30,000 – 60,000” / “61,000 – 100,000” / “>\$100,000”

Exit Questions (after selecting a chocolate bar):

Q18 ³	On a 7-point scale from (1) <i>not at all</i> to (7) <i>extremely</i> , how satisfied are you with the chocolate you decided to pick?
Q19 ⁴	On a 7-point scale from (1) <i>not at all</i> to (7) <i>extremely</i> , how much did you enjoy making your choice?
Q20	Is the chocolate you selected intended for yourself or for someone else? “yourself” / “someone else”
Q21 ⁵	Thinking about your online shopping over the past 12 months, how often have you made a purchase online? “never” / “rarely” / “a few times a year” / “a few times a month” / “a few times a week” / “everyday”

² Adapted from: Lightner, N. J. (2003). What users want in e-commerce design: effects of age, education and income. *Ergonomics*, 46(1-3), 153-168.

³ Adapted from: Reutskaja, E., & Hogarth, R. M. (2009). Satisfaction in choice as a function of the number of alternatives: When “goods satiate.” *Psychology and Marketing*, 26(3), 197–203.

⁴ Adapted from: Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of Personality and Social Psychology*, 79(6), 995–1006

⁵ Source: Kaufman-Scarborough, C., & Lindquist, J. D. (2002). E-shopping in a multiple channel environment. *Journal of Consumer Marketing*, 19(4), 333-350.