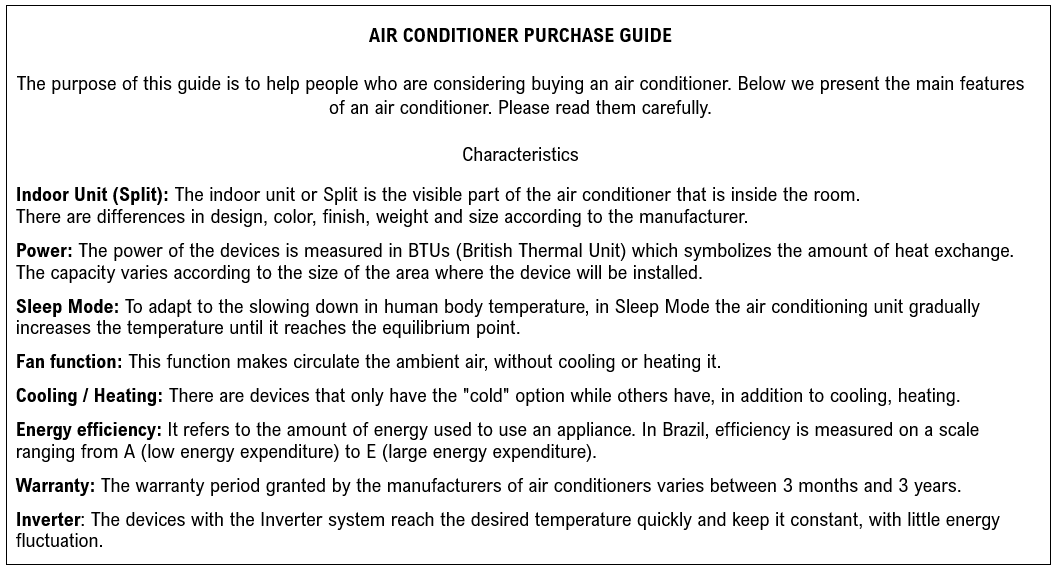
**Appendices**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Characteristics** | **Plan A** | **Plan B** | **Plan C** | **Plan D** |
| Number of Channels | 135 | 135 | 150 | 142 |
| HD Channels | 32 | 40 | 30 | 27 |
| Landline (free minutes) | 140 | 200 | 240 | 160 |
| Live Recording | Yes | No | No | Yes |

**Appendix 1** – Study 1 stimulus: Cable TV choice task stimulus



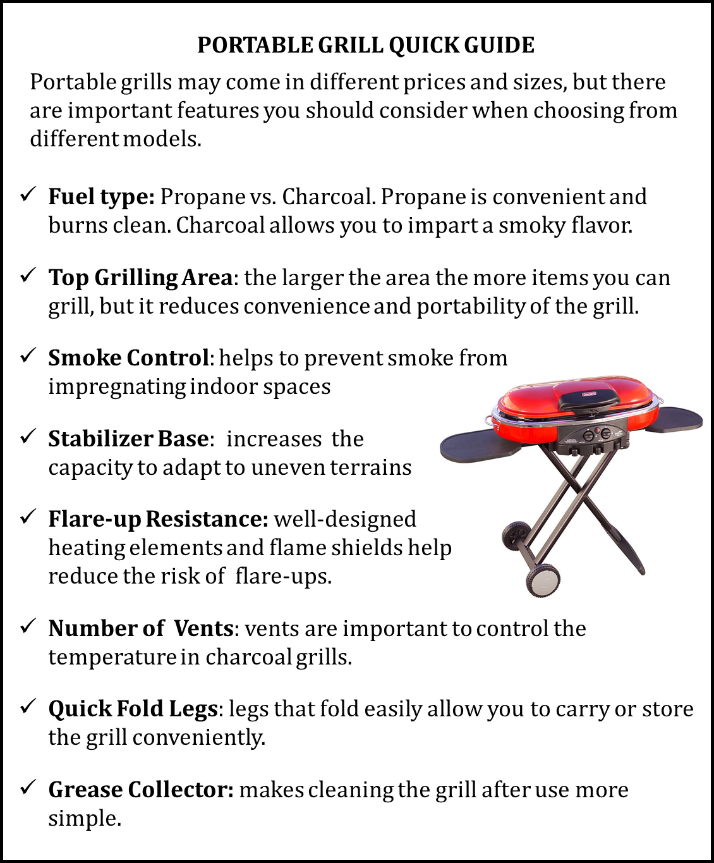
**Appendix 2** – Study 2 stimulus: Air Conditioner attributes learning task

|  |  |  |
| --- | --- | --- |
| **Characteristics** | **Shaft** | **Cube** |
| Filtration | Triple (filters dust, odors, and bacteria) | Double (filters dust and odors) |
| Noise (Db) | 50 Db | 42 Db |
| Presence and Sun Sensor | Yes | No |
| Dehumidifying Function | No | Yes |

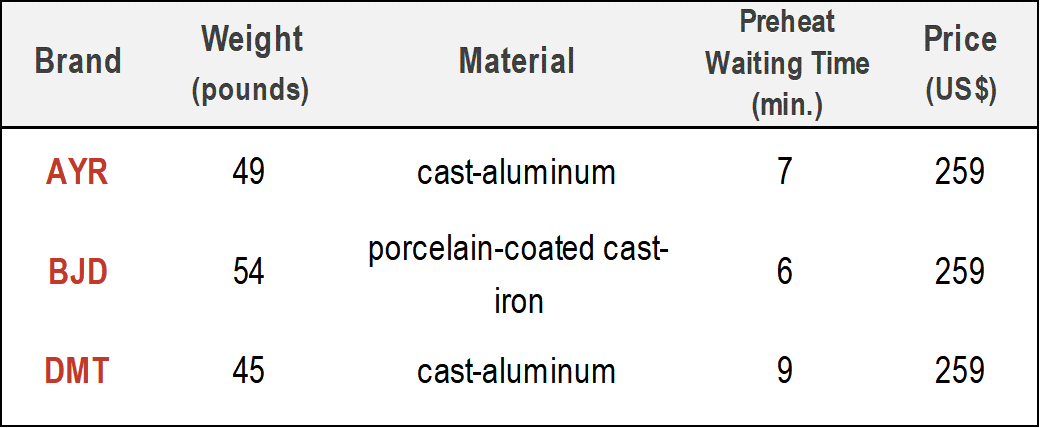
**Appendix 3** – Study 2 stimulus: Air-conditioner choice task stimulus

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Acquisition Knowledge Task Only | | Completed Two Tasks | | Total | |
|  | N | % | N | % | N | % |
| Female | 25 | 58.1 | 33 | 70.2 | 48 | 64.4 |
| Male | 18 | 41.9 | 14 | 29.8 | 32 | 35.6 |
| Total | 43 | 100 | 47 | 100 | 90 | 100 |
| Age (years) | 20.8 | | 20.1 | | 20.4 | |

**Appendix 4** – Study 2: Demographics of participants of the one-week delay condition that completed only the acquisition knowledge task and participants that completed the two tasks



**Appendix 5** – Study 3 stimulus: Portable grill guide



**Appendix 6** – Study 3 choice task stimulus

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Acquisition Knowledge Task Only | | Completed Two Tasks | | Total | |
|  | N | % | N | % | N | % |
| Gender  Female | 37 | 42.5 | 41 | 33.1 | 78 | 37.0 |
| Male | 50 | 57.5 | 83 | 66.9 | 133 | 63.0 |
| Total | 87 | 100.0 | 124 | 100.0 | 211 | 100.0 |
|  |  |  |  |  |  |  |
| Education |  |  |  |  |  |  |
| High School | 8 | 9.2 | 13 | 10.5 | 21 | 10.0 |
| Some College | 13 | 14.9 | 16 | 12.9 | 29 | 13.7 |
| 2-Year College | 9 | 10.3 | 14 | 11.3 | 23 | 10.9 |
| 4-Year College | 43 | 49.4 | 68 | 54.8 | 111 | 52.6 |
| Master Degree | 11 | 12.6 | 10 | 8.1 | 21 | 10.0 |
| Doctoral Degree | 1 | 1.1 | 2 | 1.6 | 3 | 1.4 |
| Professional Degree | 2 | 2.3 | 1 | .8 | 3 | 1.4 |
| Total | 87 | 100.0 | 124 | 100.0 | 211 | 100.0 |
|  |  |  |  |  |  |  |
| Age (years) | 36.7 | | 36.9 | | 36.8 | |
| Income (US$) | 55,804 | | 59,677 | | 58,080 | |

**Appendix 7** – Study 3: Demographics of participants of the one-week delay condition that completed only the acquisition knowledge task and participants that completed the two tasks