**Survey CONSUMER PREFERENCES**

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| **Objective**: The objective of this survey is to test the change of individual preferences when an individual x faces, in the first place, a change in the basket of goods to choose from; and, secondly, to a change in the amount of income available -budgetary restriction- for the consumption of goods. | |
| **1 Module. General data** | |
| Name: | XXXXXX |
| Employ | Yes ( ) No ( ) |
| Gender: | Male - Female |
| Age: | XXXXXX |
| Socioeconomic situation | High – decil 10 – $ 2.459 USD per month  Medium - decil 5 - $ 678 USD per month  Low – decil 1 - $ 305 USD per month |
| **2 Module. Transitivity OF PREFERENCES.** | |
| **2.1. Edible goods.** | |
| **Management of the Legend Preferences**: 1 (Very Preferred), 2 (slightly preferred). | |
| 1. Choose between two goods | A and B |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | B and C |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | A and C |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| **2.2. Non-edible goods.** |  |
| 1. Choose between two goods | D and E |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | E and F |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | D and F |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| **3 Module. Changes in the PREFERENCES WITH DISPOSABLE INCOME AND PRICES OF GOODS.** | |
| **Suppose you won the lottery and you are awarded 100 dollars in profit. Suppose further that have to spend the total profit gained. Now, given the following goods prices, perform the following elections.** | |
| **Module 3.1. Edible goods.** | |
| 1. Choose between two goods | G and H |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | H and I |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | G and I |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| **3.2 Module. Non-edible goods.** | |
| 1. Choose between two goods | J and K |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | K and L |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | J and L |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| **4 Module. Changes in PREFERENCES FOR THE DECREASE IN DISPOSABLE INCOME AND PRICES OF GOODS.** | |
| **Suppose you won the lottery, but will retain $40 as a result of taxes, therefore, your gain is $60. Now, given the following goods prices, perform the following elections. Suppose further that have to spend the total profit gained.** | |
| **Module 4.1. Edible goods.** | |
| 1. Choose between two goods | M and N |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | N and O |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | M and O |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| **Module 4.2. Non-edible goods.** | |
| 1. Choose between two goods | P and Q |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | Q and R |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| 1. Choose between two goods. | P and R |
| 1. Set a number of previous management -- that defines the utility or preference of the well-chosen. | 1, 2 |
| Thank you for your answers. | |