## Supplementary Material: Calculation of Choice Probabilities—A Shortcut

The formulas (4)–(7) used to calculate  $P(tie)$ ,  $P(1)$ , and  $P(2)$  and the likelihood in (13) must be evaluated at each iteration of the MCMC chain for each respondent. The most timeconsuming part of this calculation, computation of the many coefficients in the sums, is repeated many times across respondents and over iterations. We recommend that the technique of precomputation be used to streamline the MCMC routine. The idea of precomputation is to handle expensive, repetitive calculations a single time (typically before the iterative algorithm begins), storing the needed results for future, quick use. This appendix describes such a simplification.

For any given value  $K_i = K$ , there are  $K(K+2)$  possible combinations of hits on the shared counter and the two unique counters. Exactly *K* combinations correspond to ties, with *k* hits on the shared counter and  $K - k$  hits on each unique counter. There are  $K + (K - 1) + \cdots + 1$ combinations that lead to the counter for  $a_1$  having reached  $K$  first and the same number of combinations that lead to the counter for  $a_2$  having reached K first. Thus there are a total of  $K(K + 2)$  cases.

Now let  $\tilde{N} = \{\tilde{N}_s, \tilde{N}_1, \tilde{N}_2\}$  be a matrix of size  $K(K+2) \times 3$ , with  $\tilde{N}_s$ ,  $\tilde{N}_1$ , and  $\tilde{N}_2$  denoting vectors of possible hits at the time when the threshold is reached. The *j*th row of  $\tilde{N}$  is denoted by  $\{\tilde{N}_s(j), \tilde{N}_1(j), \tilde{N}_2(j)\}\$ . Additionally, a matrix  $\tilde{I} = \{\tilde{I}_s, \tilde{I}_1, \tilde{I}_2\}$  of indicators is used to record whether a row of  $\tilde{N}$  corresponds to a tie or a chosen alternative. For example, if a row *j* in  $\tilde{N}$ corresponds to a tie, then the *j*th row of  $\tilde{I}$  is  $\tilde{I}_s(j) = 1$ ,  $\tilde{I}_1(j) = 0$ , and  $\tilde{I}_2(j) = 0$ .

The hits on the three counters that precede the threshold-reaching hit could have arrived in any sequence. The number of different sequences is given by the multiplicative coefficients within the summation terms in Theorem 2.1. A vector  $\tilde{C}$  of length  $K(K + 2)$  is used to store these coefficients for every combination of hits. The *j*th element of  $\tilde{C}$  is set to be

$$
\tilde{C}(j) = \begin{cases}\n\frac{(\tilde{N}_s(j) + \tilde{N}_1(j) + \tilde{N}_2(j) - 1)!}{(\tilde{N}_s(j) - 1)!\tilde{N}_1(j)!\tilde{N}_2(j)!} & \text{if } \tilde{I}_s(j) = 1, \\
\frac{(\tilde{N}_s(j) + \tilde{N}_1(j) + \tilde{N}_2(j) - 1)!}{\tilde{N}_s(j)!(\tilde{N}_1(j) - 1)!\tilde{N}_2(j)!} + \frac{(\tilde{N}_s(j) + \tilde{N}_1(j) + \tilde{N}_2(j) - 1)!}{(\tilde{N}_s(j) - 1)!\tilde{N}_1(j)!\tilde{N}_2(j)!} I(\tilde{N}_s(j) \neq 0) \\
\text{if } \tilde{I}_1(j) = 1, \\
\frac{(\tilde{N}_s(j) + \tilde{N}_1(j) + \tilde{N}_2(j) - 1)!}{\tilde{N}_s(j)!\tilde{N}_1(j)!(\tilde{N}_2(j) - 1)!} + \frac{(\tilde{N}_s(j) + \tilde{N}_1(j) + \tilde{N}_2(j) - 1)!}{(\tilde{N}_s(j) - 1)!\tilde{N}_1(j)!\tilde{N}_2(j)!} I(\tilde{N}_s(j) \neq 0) \\
\text{if } \tilde{I}_2(j) = 1,\n\end{cases}
$$

where  $j = 1, ..., K(K + 2)$  and where  $I(\tilde{N}_s(j) \neq 0) = 1$  if  $\tilde{N}_s(j) \neq 0$  and 0 otherwise. For any given *K*, the vectors  $\tilde{C}$ ,  $\tilde{N}$ ,  $\tilde{I}$  are the same. Thus, they can be calculated in advance and stored in a multidimensional array.

In each MCMC iteration, for each respondent, when  $K$ ,  $p_s$ ,  $p_1$ , and  $p_2$  are specified, a vector  $\tilde{p} = \{p_s^{\tilde{N}_s} p_1^{\tilde{N}_1} p_2^{\tilde{N}_2}\}\$  of length  $K(K+2)$  is computed whose *j*th element is  $\{p_s^{\tilde{N}_s(j)} p_1^{\tilde{N}_1(j)} p_2^{\tilde{N}_2(j)}\}\$ . Then the expression in Theorem 2.1 can be written as

$$
P(tie) = \tilde{C}'[\tilde{p} \bullet \tilde{I}_s],
$$
 (SM.1)

$$
P(1) = \tilde{C}'[\tilde{p} \bullet \tilde{I}_1], \tag{SM.2}
$$

$$
P(2) = \tilde{C}'[\tilde{p} \bullet \tilde{I}_2], \qquad (SM.3)
$$

where the operator "•" is defined as the elementwise product of two vectors or matrices.

A similar technique can be used for set size three and larger. Pursuing the notion of precomputation, a set of matrices is created and stored which speed evaluation of the formulas presented in Appendix D. Details are available in Ruan (unpublished PhD dissertation, The Ohio State University, 2007).