#### **Materials Study 2**

#### Scenario – Joint evaluation condition:

Imagine that two charitable organizations that you trust asked you to make a donation to help people living in the United States.

One of the two organizations is involved with aid programs related to the healthcare and aiming to help people who are ill. The other organization is involved with aid programs related to amateur sports and aiming at supporting local amateur sport leagues. In particular, these two organizations are asking you to support the following aid programs:

#### (baseball less expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 20 donation to support an amateur baseball league.

# (baseball equally expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 50 donation to support an amateur baseball league.

### (baseball more expensive):

- ORGANIZATION 1: A \$ 50 donation to support research on more effective cancer treatments.
- ORGANIZATION 2: A \$ 80 donation to support an amateur baseball league.

## Scenario – Separate evaluation condition (cancer):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.

The organization is involved with aid programs related to the healthcare and aiming to help people who are ill. In particular, this organization is asking you to support the following aid program:

- ORGANIZATION 1: A \$50 donation to support research on more effective cancer treatments.

### Scenario – Separate evaluation condition (baseball league):

Imagine that a charitable organization that you trust asked you to make a donation to help people living in the United States.

The organization is involved with aid programs related to the healthcare and aiming to help people who are ill. In particular, this organization is asking you to support the following aid program:

#### (baseball less expensive):

- ORGANIZATION 1: A \$ 20 donation to support an amateur baseball league.

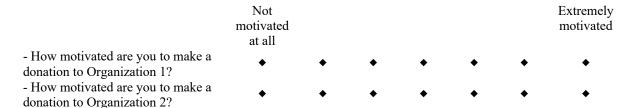
# (baseball equally expensive):

- ORGANIZATION 1: A \$ 50 donation to support an amateur baseball league.

# (baseball more expensive):

- ORGANIZATION 1: A \$ 80 donation to support an amateur baseball league.

(In the separate evaluation condition, questions were presented only for the organization/cause relevant to the specific condition; in joint evaluation, participants answered all questions)



- Would you make a donation in favor of - Would you make a donation in favor of				Yes [ ] Yes [ ]		No [ ] No [ ]	
PAGE BREAK							
Please, answer the following question:	Absolutely negative			Neither negative nor positive			Absolutely positive
- How positive or negative do you feel about the cause supported by Organization 1? - How positive or negative do you feel	•	•	•	<b>♦</b>	•	•	•
about the cause supported by Organization 2?	•	•	•	•	•	•	•
Please, answer the following questions:	Not at all						Very
- How much do you perceive a donation to Organization 1 as a cost for you?	an ◆	•	•	•	•	•	•
- How much do you perceive a donation to Organization 1 as beneficial for the people helped by the charity?	•	•	•	•	•	•	•
<ul><li>How much do you perceive a donation to Organization 2 as a cost for you?</li><li>How much do you perceive a</li></ul>	•	•	•	•	•	•	•
donation to Organization 2 as beneficial for the people helped by the charity?	•	•	•	•	•	•	•
	Not good at all						Very good
<ul><li>- How good does a donation to</li><li>Organization 1 makes you feel?</li><li>- How good does a donation to</li><li>Organization 2 makes you feel?</li></ul>	<b>*</b>	•	•	• •		•	• •
	No impact at all						Very large impact
How much do you think a donation to Organization 1 would make an impact? How much do you think a donation to Organization 2 would make an impact?	<ul><li>*</li></ul>	•		• •		• •	• • •

PAGE BREAK							
Please, indicate how much do you agree with	each of the	following	statement	s:			
	Do not igree at all						Comple tely agree
Would you rather use the money associated to a donation to Organization 1 to help a different cause?	•	•	•	•	•	•	•
Would you rather use the money associated to a donation to Organization 1 to do something else?  Would you rather use the money	•	•	•	•	•	•	•
associated to a donation to Organization 2 to help a different cause?  Would you rather use the money	•	•	•	•	•	•	•
associated to a donation to Organization 2 to do something else?	•	•	•	•	•	•	•
PAGE BREAK							
Please, provide some demographic informatio	n below:						
Gender: Male [ ] Female [ ]							
Age:							
What is your level of education?  [] 8 <sup>th</sup> grade or less  [] Some high school  [] High school  [] Vocational  [] Some college  [] College							

[]
[] More than college
What is your income?
Less than \$10,000
[ _ ] \$10,001 - \$25,000
[ ] \$25,001 - \$50,000
[ ] \$50,001 - \$75,000
[ ] \$75,001 - \$100,000
[ ] More than \$100,000
[ ] Decline to answer