

intro

Dear Participant,

You are being asked to complete a survey as part of a study about ways to improve decision making for social goods.

The project is being run by Professor Barbara Mellers and Janice Jung.

Your participation in this study is entirely voluntary. There are no direct benefits to participating. Participation presents minimal to no risks.

We will make every effort to keep all the information you tell us during the study strictly confidential, except as required by law. Your name and other identifying information will never be connected with the responses you provide so no one will ever be able to identify you in any publications that will result from this research. The name of the school will also not be used in any publication or presentation of the findings. If you have questions about your rights as a volunteer in this research study you can contact the Office of Regulatory Affairs at the University of Pennsylvania at (215)-898-2614.

If you have questions about this research study or what you are being asked to do, please ask us to explain anything you do not understand before you agree to participate.

Professor Barbara Mellers
University of Pennsylvania
Department of Psychology & Marketing
Email: mellers@wharton.upenn.edu

I agree to participate in the study

What is your gender?

Female

Male

What is your age?

Age

Please estimate your yearly household income

- I do not wish to say
- \$10,000 - \$30,000
- \$30,000 - \$50,000
- \$50 ,000– \$74,999
- \$75 ,000– \$99,999
- \$100,000 – \$149,999
- More than \$150,000+

General Attitudes

We would like to know your opinions about a variety of initiatives of the sort that might be introduced by the government.

First tell us whether you would support each of the following initiatives? When giving your response, please answer Yes, Maybe, or No. Then, please rate the strength of your attitude using a 3-point scale, where 0 = Not Sure and 3= Certain.

Then after each question, we will ask you to compare two options and state the one that you prefer.

Attblock1

Would you support the following initiative?

Government-based websites that allow people to keep track their energy usage, credit card bills, health care expenditures, cell phone bills, and more.

yes

Maybe

no

How certain are you that you will support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How certain are you that you will not support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – the websites, or no such websites?

websites

no such websites

Would you support the following initiative?

Use of graphic warnings with photographs of the effects of smoking on cigarette packages

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – the graphic warnings on cigarette packages or no graphic warnings?

graphic warning

no graphic warnings

Would you support the following initiative?

Regulations stating that credit card companies must provide customers with spending alerts if they are close to a spending limit (via mail, email, or text message).

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – the regulation for spending alerts, or no such regulation?

regulation for spending alerts

no such regulation

Would you support the following initiative?

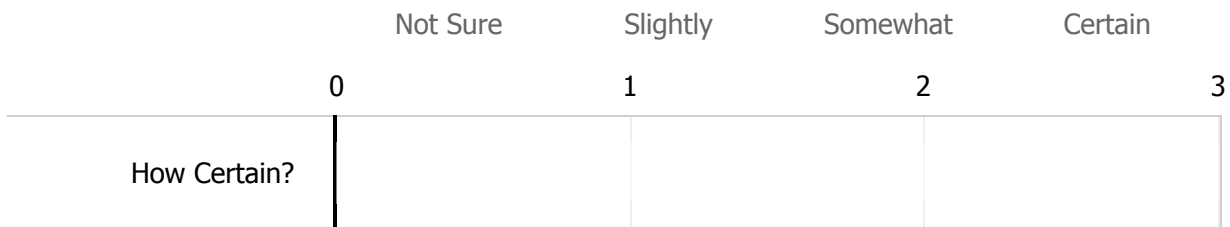
Automatic enrollment into a medical plan with basic coverage at colleges and universities (unless students choose to opt out).

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – having the default insurance plan or no default insurance plan?

Default insurance plan

no default insurance plan

Would you support the following initiative?

Default settings on social network websites that post information and photos to friends and not the public at large (unless people choose to opt out)

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer - having the default private setting or no default setting?

The default privacy setting

No default setting

Attblock2

Would you support the following initiative?

Automatic enrollment into retirement savings plan (unless employees choose to opt out).

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



As you selected maybe - what details are you concerned about?

Now, tell us which you'd prefer - having the default retirement savings plan or no default savings plan?

Default retirement plan

No default retirement plan

Would you support the following initiative?

Default initiative that people obtaining drivers licenses will become organ donors under hopeless medical conditions (unless they choose to opt out).

yes

Maybe

no

How certain are you that you will support the initiative?

	0	1	2	3
	Not Sure	Slightly	Somewhat	Certain
How Certain?				

How certain are you that you will not support the initiative?

	0	1	2	3
	Not Sure	Slightly	Somewhat	Certain
How Certain?				

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – having the default plan that assumes one to be a donor, or the default plan that assumes that one is not an organ donor?

Default that assumes one to be a donor

Default that assumes that one is not an organ donor

Would you support the following initiative?

Notifications sent to voters by mail, email announcements, or text messages right before elections to tell them exactly how to get to the polls

yes

Maybe

no

How certain are you that you will support the initiative?



How certain are you that you will not support the initiative?



How Certain?

As you selected maybe - what details are you concerned about?

Empty text input box for providing details of concerns.

Now tell us which you'd prefer – messages sent the day before elections or no messages the day before elections?

messages sent the day before elections

no such messages

Would you support the following initiative?

Regulations stating that retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages of retirement.

yes

Maybe

no

How certain are you that you will support the initiative?

Not Sure

Slightly

Somewhat

Certain

0

1

2

3

How Certain?

How certain are you that you will not support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – regulation that requires retirement programs to provide information about projected monthly income, or no such regulation?

regulation that requires retirement programs to provide information about projected monthly income

no such regulation

Would you support the following initiative?

Default food orderings in school cafeterias with salads and lower calorie foods coming first to promote healthy choices

yes

Maybe

no

How certain are you that you will support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

How certain are you that you will not support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – default orderings that display salads and lower calorie foods first, or orderings that are not based on calories?

The orderings that display salads and lower calorie foods first

Orderings that are not based on calories

Attblock3

Would you support the following initiative?

Default displays in grocery stores that make healthy foods especially conspicuous and easier to reach

yes

Maybe

no

How certain are you that you will support the initiative?

Not Sure

Slightly

Somewhat

Certain

	0	1	2	3
How Certain?				

How certain are you that you will not support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – default displays that encourage healthy choices or displays that are arranged without regard to healthy choices.

The displays that encourage healthy choices

Displays arranged without regard to healthy choices

Would you support the following initiative?

Use of increasingly narrower white lines on roadways that create the visual illusions of speeding up to control vehicle speeding.

yes

Maybe

no

How certain are you that you will support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

How certain are you that you will not support the initiative?

	Not Sure	Slightly	Somewhat	Certain
	0	1	2	3
How Certain?				

As you selected maybe - what details are you concerned about?

Now, tell us which would you prefer - narrow white lines that create illusions, or standard white lines?

The white lines that create illusions of speeding up

No such white lines

Would you support the following initiative?

Use of one-click opportunities at the grocery stores to solicit charitable donations when checking out at the grocery store

yes

Maybe

no

How certain are you that you will support the initiative?

	0	1	2	3
	Not Sure	Slightly	Somewhat	Certain
How Certain?				

How certain are you that you will not support the initiative?

	0	1	2	3
	Not Sure	Slightly	Somewhat	Certain
How Certain?				

As you selected maybe - what details are you concerned about?

Now tell us which you'd prefer – one-click requests for donations, or no such requests for donations?

one-click requests

no requests

attencheck2

Most modern theories of decision-making recognize the fact that decisions do not take place in a

vacuum. Individual preferences and knowledge, along with situational variables, can greatly impact the decision process. In order to facilitate our research on decision making we are interested in knowing certain factors about you, the decision maker. Specifically we are interested in whether you actually take time to read the directions; if not, then some of our manipulations that rely on changes in the instructions will not be effective. So, in order to demonstrate that you have read the instructions, please ignore the question, and do not click any of the choice options. Instead, write the word "preferences" in the comment box.

Would you support the initiative?

Yes

Maybe

No

Please leave your comments

InvO

How concerned are you about other people’s inability to make good decisions in the following contexts? Please use a 7-point scale, 0 = not at all, 6 = totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	4	5	6	7
Saving for retirement							
Maintaining healthy lifestyle							
Being insured/ Choosing insurance plans							
Organ donation							

Privacy settings on social network websites						
Food choice						
Smoking						
Election participation						
Charity donation						
Personal finance management						
Expenditure control						
Speed control on roadways						

Should you be concerned about other people's abilities/inabilities to make good decisions in the following contexts? Please use a 7-point scale, where -3 = Certainly should not, 0 = not sure, 3= certainly should

	Certainly should not			Not Sure	Certainly should		
	-3	-2	-1	0	1	2	3
Saving for retirement							
Maintaining healthy lifestyle							
Being insured/ Choosing insurance plans							

Organ donation						
Privacy settings on social network websites						
Food choice						
Smoking						
Election participation						
Charity donation						
Personal finance management						
Expenditure control						
Speed control on roadways						

IMP

Please rate the extent to which the characteristics of each initiative are important.

Please use a 7 point scale, where

0=not at all important, 1=very slightly, 2=slightly, 3=somewhat 4=much, 5=very much, 6= totally important

	Not at all important	Very slightly important	Slightly important	Somewhat important	Much important	Very much important	Totally important
	0	1	2	4	5	6	7
The extent to which the initiative is effective at changing my							

behavior						
The extent to which the initiative is effective at changing other people's behaviors						
The extent to which the initiative threatens my autonomy						
The extent to which the initiative threatens other people's autonomy						
The extent to which the initiative is paternalistic						
The extent to which the initiative sends a message that I am capable of making good decisions						
The extent to which the initiative sends a message that other people are capable of making good decisions						
The extent to which the initiative is necessary for me to make better decisions.						
The extent to which the initiative is necessary for others to make better decisions						

The extent to which each initiative seems unambiguously "right" to me						
The extent to which each initiative seems unambiguously "right" to other people.						

pat

How paternalistic is each initiative?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all 0	Very Little 1	Little 2	Somewhat 3	Much 4	Very much 5	Totally 6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares posts with friends (and not public) on social network website							

Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						

Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

effso

How effective would each initiative be at changing your behavior?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all 0	Very Little 1	Little 2	Somewhat 3	Much 4	Very much 5	Totally 6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares posts with friends (and not public) on social network							

website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						

Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).							
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.							

How effective would each initiative be at changing other people's behaviors?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	0	1	2	3	4	5	6
	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares posts with friends (and not public) on social network							

website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						

Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

auso

To what extent does each initiative threaten your autonomy?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all threatening	Very Little	Little	Somewhat	Much	Very much	Totally threatening
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares posts with friends							

(and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of						

reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent does each initiative threaten other people's autonomy?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	0	1	2	3	4	5	6
	Not at all threatening	Very Little	Little	Somewhat	Much	Very much	Totally threatening
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares							

posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable						

assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

trustso

To what extent does each initiative send a message that you are capable of making good decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							

Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected						

monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent does each initiative send a message that other people are capable of making good decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							

Default privacy setting that shares posts with friends (and not public) on social network website					
Default arrangements that make healthy foods easier to reach in grocery stores					
Default arrangements that make healthy foods easier to reach in cafeterias					
Graphic warnings on cigarette packages					
Notifications before elections to tell people exactly how to get to the polls					
Use of one click donation opportunities at the grocery stores check-out counters					
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.					
Retirement programs must provide customers with clear information about their projected monthly income					

(under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

necso

To what extent is each initiative necessary for you to make better decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all Necessary	Very Little	Little	Somewhat	Much	Very much	Totally Necessary
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							

Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear						

information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent is each initiative necessary for other people to make better decisions?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all Necessary	Very Little	Little	Somewhat	Much	Very much	Totally Necessary
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone							

as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must						

provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.							
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).							
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.							

goalso

To what extent does the goal of the initiative seem unambiguously “right” to you?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							

Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
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Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						

Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent does the each initiative seem unambiguously “right” to other people?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							

Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						

Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

effos

How effective would each initiative be at changing other people's behaviors?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic							

enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone						

bills, and other expenditures.							
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.							
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).							
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.							

How effective would each initiative be at changing your behavior?

Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for							

medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
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Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other						

expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

auos

To what extent does each initiative threaten other people's autonomy?
 Please use a 7 point scale, 0= not at all threatening, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally threatening

	Not at all threatening	Very Little	Little	Somewhat	Much	Very much	Totally threatening
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							

Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
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Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care						

choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent does each initiative threaten your autonomy?

Please use a 7 point scale, 0= not at all threatening, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally threatening

	Not at all threatening	Very Little	Little	Somewhat	Much	Very much	Totally threatening
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							

Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care						

<p>choices, cell phone bills, and other expenditures.</p>						
<p>Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.</p>						
<p>Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).</p>						
<p>Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.</p>						

trustos

To what extent does each initiative send a message that other people are capable of making good decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all 0	Very Little 1	Little 2	Somewhat 3	Much 4	Very much 5	Totally 6
<p>Automatic enrollment for retirement savings</p>							

program						
Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow						

<p>people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.</p>						
<p>Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.</p>						
<p>Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).</p>						
<p>Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.</p>						

To what extent does each initiative send a message that you are capable of making good decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6
<p>Automatic enrollment for retirement savings</p>							

program						
Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						
Government-based websites that allow						

<p>people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.</p>						
<p>Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.</p>						
<p>Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).</p>						
<p>Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.</p>						

necos

To what extent is each initiative necessary for others to make better decisions?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all	Very Little	Little	Somewhat	Much	Very much	Totally
	0	1	2	3	4	5	6

Automatic enrollment for retirement savings program						
Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						

<p>Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.</p>						
<p>Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.</p>						
<p>Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).</p>						
<p>Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.</p>						

To what extent is each initiative necessary for you to make better decisions? Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

	Not at all 0	Very Little 1	Little 2	Somewhat 3	Much 4	Very much 5	Totally 6
<p>Automatic</p>							

enrollment for retirement savings program						
Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores check-out counters						

<p>Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.</p>						
<p>Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.</p>						
<p>Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).</p>						
<p>Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.</p>						

goals

To what extent does the goal of the initiative seem unambiguously “right” to other people?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

Not at all Very Little Little Somewhat Much Very much Totally

0 1 2 3 4 5 6

Automatic enrollment for retirement savings program						
Automatic enrollment for medical insurance plan						
Default rule that assumes everyone as an organ donor						
Default privacy setting that shares posts with friends (and not public) on social network website						
Default arrangements that make healthy foods easier to reach in grocery stores						
Default arrangements that make healthy foods easier to reach in cafeterias						
Graphic warnings on cigarette packages						
Notifications before elections to tell people exactly how to get to the polls						
Use of one click donation opportunities at the grocery stores						

check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

To what extent does the each initiative seem unambiguously “right” to you?
 Please use a 7 point scale, 0= not at all, 1=very little, 2=little, 3=somewhat, 4=much, 5=very much, 6=totally

Not at Very

Very

	all	Little	Little	Somewhat	Much	much	Totally
	0	1	2	3	4	5	6
Automatic enrollment for retirement savings program							
Automatic enrollment for medical insurance plan							
Default rule that assumes everyone as an organ donor							
Default privacy setting that shares posts with friends (and not public) on social network website							
Default arrangements that make healthy foods easier to reach in grocery stores							
Default arrangements that make healthy foods easier to reach in cafeterias							
Graphic warnings on cigarette packages							
Notifications before elections to tell people exactly how to get to the polls							
Use of one click							

donation opportunities at the grocery stores check-out counters						
Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.						
Retirement programs must provide customers with clear information about their projected monthly income (under a set of reasonable assumptions) at specified ages.						
Spending alerts if consumers are close to an amount they specified at time of purchase (via mail, email, or text message).						
Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.						

Attencheck

Please select all the policies you evaluated in this particular survey.

- Use of calorie labels that make healthy food easier to recognize in grocery store
- Notifications before elections to tell people exactly how to get to the polls
- Default privacy setting that shares posts with friends on social network website
- Automatic enrollment for retirement savings program
- Graphic warnings on foods that could cause allergic reactions
- Default arrangements that make healthy foods easier to reach in grocery stores
- Use of one click donation opportunities at the grocery stores check-out counters
- Graphic warnings on cigarette packages
- Automatic enrollment for medical insurance plan
- Spending alerts if consumers are close to an amount they specified at time of purchase
- Default arrangements that make healthy foods easier to reach in cafeterias
- Controlling vehicle speed by drawing narrower white lines on the road, which create the visual illusion of speeding up.
- Use of one click shopping opportunities to make transactions easier
- Retirement programs must provide customers with clear information about their projected monthly income at specified ages.
- Default rule that assumes everyone as an organ donor
- Wastage alerts if consumers are close to an amount of water usage they specified
- Government-based websites that allow people to keep track their energy usage, health care choices, cell phone bills, and other expenditures.

reac

Please click the option that closely matches your opinion.

I become frustrated when I am unable to make free and independent decisions.

Strongly Disagree
Disagree
Neither Agree nor Disagree
Agree
Strongly Agree

I become angry when my freedom of choice is restricted.

Strongly Disagree
Disagree
Neither Agree nor Disagree
Agree
Strongly Agree

It irritates me when someone points out things that are obvious to me.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Regulations trigger a sense of resistance in me.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I find it stimulating to contradict others.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When something is prohibited, I usually think “that’s exactly what I am going to do.”

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I resist the attempts of others to influence me.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It makes me angry when another person is held up as a model for me to follow.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



When someone forces me to do something, I feel like doing the opposite.

Strongly Disagree



Disagree



Neither Agree nor
Disagree



Agree



Strongly Agree



I consider advice from others to be an intrusion

Strongly Disagree



Disagree



Neither Agree nor
Disagree



Agree



Strongly Agree



Advice and recommendations induce me to do just the opposite.

Strongly Disagree



Disagree



Neither Agree nor
Disagree



Agree



Strongly Agree



indv

Please click the option that closely matches your opinion.

The government interferes far too much in our everyday lives.

Strongly Disagree



Disagree



Somewhat
Disagree



Somewhat Agree



Agree



Strongly Agree



Sometimes government needs to make laws that keep people from hurting themselves.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It's not the government's business to try to protect people from themselves.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The government should stop telling people how to live their lives.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The government should do more to advance society's goals, even if that means limiting the freedom and choices of individuals.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Government should put limits on the choices individuals can make so they don't get in the way of what's good for society.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

doc

Below you will find a series of statements. Please read each statement carefully and respond to it by expressing the extent to which you believe the statement applies to you. For all items, a response from 1 to 7 is required. Use the number that best reflects your belief when the scale is defined as follows:

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,
or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I enjoy political participation because I want to have as much of a say in running government as possible.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,or it applies to me
about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I try to avoid situations where someone else tells me what to do.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,or it applies to me
about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I enjoy being able to influence the actions of others.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

Others usually know what is best for me.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I enjoy making my own decisions.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me,or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I consider myself to be generally more capable of handling situations than others are.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

When it comes to orders, I would rather give them than receive them.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I wish I could push many of life's daily decisions off on someone else.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I prefer to avoid situations where someone else has to tell me what it is I should be doing.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

I like to wait and see if someone else is going to solve a problem so that I don't have to be bothered with it.

- 1 = The statement does not apply to me at all
- 2 = The statement usually does not apply to me
- 3 = Most often, the statement does not apply
- 4 = I am unsure about whether or not the statement applies to me, or it applies to me about half the time
- 5 = The statement applies more often than not
- 6 = The statement usually applies to me
- 7 = The statement always applies to me

iri

The following statements inquire about your thoughts and feelings in a variety of situations. For each item, indicate how well it describes you by choosing the appropriate letter on the scale at the top of the page: A, B, C, D, or E. When you have decided on your answer, fill in the letter next to the item number. READ EACH ITEM CAREFULLY BEFORE RESPONDING. Answer as honestly as you can.
Thank you.



A	B	C	D	E
Does not describe me very well				Describes me very well

I often have tender, concerned feelings for people less fortunate than me.

A B C D E

I sometimes find it difficult to see things from the "other guy's" point of view.

A B C D E

Sometimes I don't feel very sorry for other people when they are having problems.

A B C D E

I try to look at everybody's side of a disagreement before I make a decision.

A B C D E

When I see someone being taken advantage of, I feel kind of protective towards them.

A B C D E

I sometimes try to understand my friends better by imagining how things look from their perspective.

- A B C D E

A	B	C	D	E
Does not describe me very well				Describes me very well

Other people's misfortunes do not usually disturb me a great deal.

- A B C D E

If I'm sure I'm right about something, I don't waste much time listening to other people's arguments.

- A B C D E

When I see someone being treated unfairly, I sometimes don't feel very much pity for them.

- A B C D E

I am often quite touched by things that I see happen.

- A B C D E



I believe that there are two sides to every question and try to look at them both.

A



B



C



D



E



I would describe myself as a pretty soft-hearted person.

A



B



C



D



E



When I'm upset at someone, I usually try to "put myself in his shoes" for a while.

A



B



C



D



E



Before criticizing somebody, I try to imagine how I would feel if I were in their place.

A



B



C



D



E



Demographics

What is your highest education level?

- Not a high school graduate
- High school graduate or GED recipient
- Associate degree (for example: AA, AS)
- Bachelor's degree (for example: BA, AB, BS)
- Master's degree
-

Professional degree or professional doctorate (for example, MD, DVM, JD, PsyD)

Other Doctorate degree (for example: PhD or EdD)

Are you single or married?

- single
- in a long-term relationship or cohabitation
- married or in a civil union
- widowed
- divorced
- other

Do you have any children?

- yes
- no

Are you familiar with the term "libertarianism?"

- yes
- no

Are you a libertarian?

Please use a scale from -3 to 3, where -3 = certainly not libertarian, 0= not sure, and 3= certainly libertarian.

	certainty not libertarian			not sure			certainty libertarian
	-3	-2	-1	0	1	2	3
libertarian							

What is your religion?

- Buddhism
- Catholic
- Eastern Orthodox
- Hinduism
- Islam
- Judaism
- Mormonism
- Protestant
- Other (Please explain)
- No religion

How do you perceive yourself politically?

Extremely
Liberal

Moderately
Liberal

Somewhat
Liberal

Neutral

Somewhat
Conservative

Moderately
Conservative

Extremely
Conservative

Are you aware of the book “nudge” or familiar with the topic?

- Yes
- No

Are you a U.S. citizen?

- Yes
- No

What is your race?

- White alone
- Black or African American alone
- Asian alone
- Mixed or Other Race

In what part of the United States do you live?

- Northeast
- Midwest
- South
- West
- Other region (Please explain)

Please leave your final comments.

Thank you.