

7 Online supplementary material: full survey instrument and robustness tables

Q2 Before you proceed to the survey, please complete the captcha below.

Q3 Consent

Experiment

Q4 The first two questions are tasks (Task A and Task B) that allow you to donate some of your bonus earnings to charity if you like. While the two tasks seem very similar, they are not identical so please pay attention to the details. The two tasks will be presented to you one after the other in random order. After you complete both of them, the survey will continue and one of the tasks will randomly be selected and that choice will be implemented at the end of the survey.

Warm Glow version

Q5 In addition to the \$1 you will be paid for completing the entire survey, you will also be paid a bonus of \$2 that you can use in this part of the survey. In this part of the survey, you can use your \$2 bonus to donate to a charity of your choice. You will first pick a charity from a list of well-known causes and then you will decide how much of your \$2 bonus you want to donate. Whatever amount you donate will be forwarded directly to the charity of your choice and the rest will be paid to you as your bonus after the survey is complete. You can donate any amount between \$0 and \$2 to your selected charity. The proctor of this survey will also donate up to \$2 to your selected charity. However, the amount contributed by the proctor will be reduced by the amount you donate. In other words, your selected charity will always receive exactly \$2. For example, if you donate \$0, the proctor will donate \$2. If you donate \$1, the proctor will donate \$1 and if you donate \$2, the proctor will donate \$0.

Q9.1 Please adjust the slider to the amount you would like to donate to your selected charity.

Standard Dictator version

A10 In addition to the \$1 you will be paid for completing the entire survey, you will also be paid a bonus of \$2 that you can use in this part of the survey. In this part of the survey, you can use your \$2 bonus to donate to a charity of your choice. You

will first pick a charity from a list of well-known causes and then you will decide how much of your \$2 bonus you want to donate. Whatever amount you donate will be forwarded directly to your charity and the rest will be paid to you as a bonus after the survey is complete. You can donate any amount between \$0 and \$2 to your selected charity.

Q14.1 Please adjust the slider to the amount you would like to donate to your selected charity.

Demographics

Q15 To which gender identity do you most identify?

Q16 What is your age?

Q17 What is your (5-digit) Zip Code?

Q18 What is the highest level of education you have achieved? If you are currently in school, please select the degree in progress.

Q19 Where would you place yourself on the following scale (7-point likert from Very liberal to Very conservative)?

Q20 How important is religion in your life (4-point likert from Very Important to Not at all Important)?

Questions to differentiate between pure and impure altruism

Q21 Think about the last time you gave to a charity that needed a fixed amount of money to accomplish a goal (e.g., \$1000 to provide a holiday meal to people in need). What was most important to you? (the total amount given by everyone, including you; the amount that you personally gave; something else)

Q22 What is the most important reason that you donate to charity? (to benefit others – acting for the good of others; self-image – donating makes me look like a good person; to feel good – donating makes me happy)

Q23 What do you think is the most common reason that other people donate to charity? (to benefit others – acting for the good of others; their self-image – donating makes them look like a good person; to feel good – donating makes them happy)

Q24 Suppose the road through your neighborhood is crumbling, hazardous, and must be fixed. To raise the money to fix the road, the state includes a check box on your tax return and, if you tick the box, will send a small portion of your refund directly to the highway department to pay to fix the road. Which action would you choose? (I would tick the box to have my share of the cost go to the highway department directly; I would not tick the box but instead send the highway department a personal check for the same amount; I would not tick the box and I would not send a check to the highway department.)

Q31 Suppose that at your job, you earned a bonus that exceeded your expectations by \$1000. Considering your current situation, how much would you donate to charity?

Q32 Suppose that at your job, you earned a bonus that exceeded your expectations by \$1000. Considering your current situation, how much would you donate to charity if your boss told you that the company already planned to give \$1000 to charity and it would reduce the amount it gives by whatever you give?

Q33 Suppose that you won \$1000 in a lottery. Considering your current situation, how much would you donate to charity?

Q34 Suppose that you won \$1000 in a lottery. Considering your current situation, how much would you donate to charity if your friend told you that they already planned to give \$1000 to charity and they would reduce the amount they would give by whatever you give?

Q35 Which one of the following factors would most influence your donation to charity (If I can avoid being judged by others if I choose to not donate; The amount donated by my friends, family or colleagues; How guilty I will feel if I do not donate; My ability to help or donate)?

General altruism/charity questions

Q25 How willing are you to give to good causes without expecting anything in return (5-point likert from Not willing to Very willing)?

Q26 Are there some funding campaigns to which you feel very close and therefore do not hesitate to contribute a donation (yes or no)?

Q27 Have you donated to a stranger more than once in the last year (yes or no)?

Q28 Have you donated (money, clothing, goods, etc.) to a charity more than once in the last year (yes or no)?

Q29 You have just donated to your local library. There is a checkbox on the donation page that gives you the option to have your name put on the wall by the library entrance to recognize your donation. Would you check the box (yes or no)?

Q30 Imagine you are donating to a charity. Would you prefer to donate anonymously (yes or no)?

Q36 Consider two salad dressings: Ken's Steakhouse Dressing, Red Wine Vinegar & Olive Oil, which costs \$5.70 and Newman's Own Red Wine Vinegar & Olive Oil. Most people can't taste a difference between the brands. However, Newman's Own donate 100% of their profit to charity. How much are you willing to pay for a bottle Newman's Own? If Ken's costs \$5.70, how much would you pay for Newman's Own?

Hypothetical experiment questions

Q38 (General dictator game – hypothetical) Imagine participating in the following experiment. You are given \$100 and told that you can donate as much of the \$100 as you like to a charity of your choice and keep the rest for yourself. You can donate any amount between \$0 and \$100 to your selected charity. Please adjust the slider to the amount you would donate to your selected charity.

Q37 (Warm Glow version of the dictator game - hypothetical) Imagine participating in the following experiment. You are given \$100 and told that you can donate as much of the \$100 as you like to a charity of your choice and keep the rest for yourself. You can donate any amount between \$0 and \$100 to your selected charity. The proctor of the experiment will also donate up to \$100 to your selected charity. However, the amount contributed by the proctor will be reduced by the amount you donate. In other words, your selected charity will always receive exactly \$100. For example, if you donate \$0, the proctor will donate \$100. If you donate \$50, the proctor will donate \$50 and if you donate \$100, the proctor will donate \$0. Please adjust the slider to the amount you would like to donate to your selected charity (remember your donation and the proctor's donation will always add up to exactly \$100).

Question	$WG9 > 0$	$WG9$
A21: total amount given by everyone	-0.02	-0.02
A22: acting for the good of others	-0.04	-0.04
A23: acting for the good of others	0.08	0.04
A24: tick box and donate	0.04	0.02
A25: very willing	0.05	0.09
A26: yes	0.18***	0.17**
A27: yes	0.09	0.10*
A28: yes	0.17***	0.22***
A31: bonus donation	0.28***	0.20***
A33: lottery donation	0.30***	0.25***
A35: my ability to help or donate	0.01	0.03
A36: salad dressing WTP	0.12**	0.13**
A38: hypothetical experiment	0.34***	0.26***

Notes: correlation coefficients; * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table 12: Cross-correlations between warm glow donations ($WG9$) and altruism survey responses

Question	$A14 > 0$	$A14$
WG21: amount that you personally gave	0.03	-0.04
WG22: donating makes me happy	0.08	0.06
WG23: donating makes them happy	-0.12**	-0.11*
WG29: yes	0.08	0.02
WG30: yes	-0.06	-0.02
WG32: bonus donation	0.24***	0.26***
WG34: lottery donation	0.27***	0.38***
WG35: how guilty I will feel if I do not donate	-0.07	-0.06
WG37: hypothetical experiment	0.35***	0.38***

Notes: correlation coefficients; * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table 13: Cross-correlations between altruism donations ($A14$) and warm glow survey responses