

The Societal (versus Social) Preferences of Americans
Online Appendix A: Additional Tables

Table A1: Correlates of Societal Preferences

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Female	-0.0254*						-0.0401***	-0.0398***	-0.0387***
	(0.0135)						(0.0137)	(0.0139)	(0.0136)
Youngest Quartile (< 47)		0.0376**					0.0278*	0.0245	0.0274*
		(0.0154)					(0.0163)	(0.0161)	(0.0164)
Oldest Quartile (> 63)		-0.0029					-0.0083	-0.0055	-0.0110
		(0.0171)					(0.0186)	(0.0190)	(0.0184)
Black			0.0497***				0.0421**	0.0410**	0.0404**
			(0.0174)				(0.0188)	(0.0203)	(0.0191)
Hispanic			0.0753***				0.0632***	0.0576***	0.0594***
			(0.0142)				(0.0164)	(0.0182)	(0.0170)
Less Than High School				-0.0032			-0.0319	-0.0440*	-0.0320
				(0.0219)			(0.0227)	(0.0242)	(0.0235)
Completed College				-0.0291**			-0.0093	-0.0142	-0.0141
				(0.0138)			(0.0147)	(0.0149)	(0.0147)
Employed					-0.0069		-0.0126	-0.0114	-0.0125
					(0.0139)		(0.0161)	(0.0164)	(0.0159)
Unemployed					0.0081		-0.0256	-0.0259	-0.0287
					(0.0285)		(0.0294)	(0.0302)	(0.0295)
Low Income						0.0079	-0.0009	-0.0018	-0.0008
						(0.0156)	(0.0168)	(0.0172)	(0.0168)
High Income						-0.0462***	-0.0401**	-0.0357**	-0.0422**
						(0.0163)	(0.0169)	(0.0173)	(0.0168)
Observations	1,053	1,053	1,053	1,053	1,053	1,053	1,053	1,052	1,051
Fixed Effects	No	No	No	No	No	No	No	State	Cause
R^2	0.003	0.006	0.020	0.004	0.000	0.012	0.037	0.088	0.050

OLS regressions with the individual-level average fraction of tokens kept $\bar{\pi} = \pi_s / (\pi_s + \pi_c)$ as the dependent variable, using data from the societal preferences experiment. Columns (1)–(6) present univariate regressions, each including a single covariate as specified. Columns (7)–(9) reproduce the multivariate specifications from Table 2, columns (1)–(3), with no fixed effects, state-of-residence fixed effects, and charity cause fixed effects, respectively. Constant term omitted from the table for brevity. Robust standard errors in parentheses. ***, **, and * indicate 1%, 5%, and 10% significance levels, respectively.

Table A2: Correlates of Social Preferences

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Female	-0.0121 (0.0151)						-0.0110 (0.0178)	-0.0194 (0.0187)
Youngest Quartile (< 47)		-0.0472** (0.0223)					-0.0485** (0.0226)	-0.0489** (0.0235)
Oldest Quartile (> 63)		-0.0171 (0.0179)					-0.0544** (0.0265)	-0.0668** (0.0278)
Black			-0.0984*** (0.0219)				-0.0870*** (0.0266)	-0.0984*** (0.0276)
Hispanic			-0.0108 (0.0245)				0.0042 (0.0273)	-0.0016 (0.0292)
Less Than High School				-0.0793** (0.0360)			-0.0668* (0.0389)	-0.0880** (0.0367)
Completed College				-0.0056 (0.0159)			-0.0147 (0.0188)	-0.0218 (0.0206)
Employed					-0.0164 (0.0153)		-0.0438* (0.0233)	-0.0495** (0.0245)
Unemployed					0.0090 (0.0368)		0.0149 (0.0384)	0.0139 (0.0385)
Low Income						-0.0352** (0.0161)	-0.0312* (0.0169)	-0.0289 (0.0176)
High Income						0.0120 (0.0165)	0.0149 (0.0172)	0.0085 (0.0175)
Observations	696	696	696	696	696	696	696	695
Fixed Effects	No	No	No	No	No	No	No	State
R^2	0.001	0.006	0.011	0.006	0.002	0.011	0.036	0.106

OLS regressions with the individual-level average fraction of tokens kept $\bar{\pi} = \pi_s / (\pi_s + \pi_o)$ as the dependent variable, using data from the social preferences experiment. Columns (1)–(6) present univariate regressions, each including a single covariate as specified. Columns (7)–(8) reproduce the multivariate specifications from Table 2, columns (4)–(5), with no fixed effects and state-of-residence fixed effects, respectively. Constant term omitted from the table for brevity. Robust standard errors in parentheses. ***, **, and * indicate 1%, 5%, and 10% significance levels, respectively.

Table A3: Correlates of the Difference Between Social and Societal Preferences

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Female	-0.0202 (0.0278)						-0.0117 (0.0289)	-0.0093 (0.0319)	-0.0148 (0.0297)
Youngest Quartile (< 47)		-0.0481 (0.0301)					-0.0439 (0.0312)	-0.0482 (0.0341)	-0.0424 (0.0310)
Oldest Quartile (> 63)		0.0315 (0.0383)					0.0150 (0.0416)	0.0037 (0.0463)	0.0159 (0.0428)
Black			-0.1320*** (0.0333)				-0.1230*** (0.0379)	-0.1170*** (0.0449)	-0.1230*** (0.0376)
Hispanic			-0.0895*** (0.0339)				-0.0694* (0.0360)	-0.0575 (0.0441)	-0.0700* (0.0372)
Less Than High School				-0.0680 (0.0422)			-0.0298 (0.0443)	-0.0149 (0.0507)	-0.0306 (0.0462)
Completed College				0.0159 (0.0289)			0.0050 (0.0311)	0.0105 (0.0374)	0.0038 (0.0317)
Employed					-0.0195 (0.0300)		-0.0022 (0.0316)	0.0000 (0.0381)	-0.0043 (0.0328)
Unemployed					0.0156 (0.0493)		0.0781* (0.0458)	0.0983** (0.0479)	0.0817* (0.0476)
Low Income						-0.0571* (0.0324)	-0.0319 (0.0364)	-0.0504 (0.0436)	-0.0319 (0.0374)
High Income						0.0015 (0.0336)	-0.0073 (0.0364)	-0.0232 (0.0411)	-0.0077 (0.0367)
Observations	309	309	309	309	309	309	309	309	309
Fixed Effects	No	No	No	No	No	No	No	State	Cause
R^2	0.002	0.015	0.037	0.007	0.002	0.011	0.055	0.168	0.066

OLS regressions for the overlapping subsample of subjects who participated in both the societal and social preferences experiments. The dependent variable is the within-subject difference in the individual-level average fraction of tokens kept $\bar{\pi}$, defined as the social preferences value minus the societal preferences value. Columns (1)–(6) present univariate regressions, each including a single covariate as specified. Columns (7)–(9) present the fully specified multivariate regressions with no fixed effects, state-of-residence fixed effects, and charity cause fixed effects, respectively. Constant term omitted from the table for brevity. Robust standard errors in parentheses. ***, **, and * indicate 1%, 5%, and 10% significance levels, respectively.

The Societal (versus Social) Preferences of Americans
Online Appendix B: List of Charities

Animals

Animals charities protect, defend and provide needed services to domestic and wild animals. These organizations preserve wildlife habitats and protect endangered species, and seek ways to sustain and promote those habitats and species over time.

Animal Rights, Welfare, and Services

Animal Rights, Welfare, and Services charities include humane societies and veterinary services; no-kill shelters, organizations protecting animals from cruelty, exploitation and other abuses; and groups providing animal training and specialty services, such as groups training guide dogs.

- Greenville Humane Society
- American Veterinary Medical Foundation
- Southeastern Guide Dogs
- Banfield Charitable Trust
- Puppies behind Bars
- Michigan Anti-Cruelty Society
- San Francisco SPCA
- Days End Farm Horse Rescue
- Peggy Adams Animal Rescue League
- Main Line Animal Rescue

Wildlife Conservation

Wildlife Conservation charities include fish, wildlife and bird refuges and sanctuaries, as well as groups researching wildlife protection and conservation around the globe.

- Big Cat Rescue
- Wildlife Conservation Network
- WildAid
- International Primate Protection League
- Orangutan Foundation International

- American Bird Conservancy
- Pheasants Forever
- Trout Unlimited
- American Eagle Foundation
- Pollinator Partnership

Zoos and Aquariums

Charities classified as Zoos and Aquariums are charities which operate zoos, aquariums and zoological societies in communities throughout the country.

- Clearwater Marine Aquarium
- North Carolina Aquarium Society
- Columbus Zoo and Aquarium
- Houston Zoo
- Texas State Aquarium
- Birmingham Zoo
- Detroit Zoological Society
- National Aquarium, Baltimore
- Cincinnati Zoo & Botanical Garden
- The Philadelphia Zoo

Arts, Culture, Humanities

Arts, Culture, Humanities charities promote artistic and cultural excellence and preserve artistic and cultural heritage. Whether on stage, over the airwaves, or in exhibition halls, they ensure that our artistic and cultural past and present continues to be accessible, enjoyed, and preserved.

Libraries, Historical Societies and Landmark Preservation

Charities in Libraries, Historical Societies and Landmark Preservation operate and support public and specialized libraries, historical societies, historical preservation programs, and historical estates.

- Archaeological Conservancy
- The Seattle Public Library Foundation
- Minnesota Historical Society
- Louisville Free Public Library Foundation
- Civil War Trust
- Western Reserve Historical Society
- George Washington's Mount Vernon
- Center for Jewish History
- The New York Public Library
- The Friends of the Saint Paul Public Library

Museums

Museums include traditional arts, science, technology, and natural history museums, as well as academies and institutes that provide training to practitioners in addition to maintaining collections.

- Chrysler Museum of Art
- Walking Mountains Science Center
- Santa Barbara Museum of Art
- Los Angeles County Museum of Art
- Children's Museum of Richmond
- Honolulu Museum of Art
- Missouri History Museum
- Children's Museum of Houston
- American Museum of Natural History
- Metropolitan Museum of Art

Performing Arts

Performing Arts groups include symphonies, orchestras, and other musical groups; ballets and operas; theater groups; arts festivals; and performance halls and cultural centers.

- Houston Ballet
- La Jolla Playhouse
- Fractured Atlas
- Colorado Springs Fine Arts Center
- Paul Taylor Dance Foundation
- Brooklyn Academy of Music
- On the Boards
- San Francisco Ballet
- Boston Lyric Opera
- The Raymond F. Kravis Center for the Performing Arts

Public Broadcasting and Media

Charities in Public Broadcasting and Media operate and support public television and radio stations and networks, as well as providing other independent media and communications services to the public.

- Vermont Public Radio
- NPR
- Center for Investigative Reporting
- StoryCorps
- Maine Public Broadcasting Network
- Twin Cities Public Television
- New Hampshire Public Radio
- Graywolf Press
- Texas Public Radio
- KUOW Puget Sound Public Radio

Education

Education charities make learning possible for students of all ages, from pre-school to graduate school. They also provide other educational services and opportunities that help make schools more effective and more accessible to students of all backgrounds.

Universities, Graduate Schools, and Technological Institutes

Universities, Graduate Schools, and Technological Institutes are institutions that support research and provide graduate and professional education, in addition to undergraduate coursework that they also make available.

- University of Delaware
- Medical College of Wisconsin
- Emory University
- Northeastern University
- Drexel University
- New York University
- Dartmouth College
- Baylor University
- Carnegie Mellon University
- Cornell University

Private Elementary and Secondary School

Private Elementary and Secondary Schools are private institutions of learning that provide elementary and secondary education.

- Epiphany School
- The Kinkaid School
- Pace Academy
- KIPP DC
- Grand Rapids Christian Schools
- Kimball Union Academy

- Mercersburg Academy
- Wesleyan School
- Abraham Joshua Heschel School
- Harlem Academy

Private Liberal Arts Colleges

Private Liberal Arts Colleges are private institutions of higher learning that provide liberal arts education.

- Davidson College
- St. Olaf College
- Claremont McKenna College
- University of Puget Sound
- Furman University
- Wheaton College
- Lafayette College
- Gustavus Adolphus College
- Wellesley College
- Spelman College

Other Education Programs and Services

Other Education Programs and Services include scholarship and financial aid services, organizations promoting school reform, environmental and other experiential learning programs, and programs supporting teachers, parents, students and schools.

- Step Up For Students
- DonorsChoose.org
- Communities In Schools National Office
- The Parent-Child Home Program
- National Medical Fellowships

- GreatSchools
- I Know I Can
- Small Steps Nurturing Center
- The BISON Children's Scholarship Fund
- BELL (Building Educated Leaders for Life)

Environment

Environment charities work to preserve and protect the environment and to promote environmental research, conservation and appreciation.

Environmental Protection and Conservation

Environmental Protection and Conservation charities develop ways to combat pollution; promote conservation and sustainable management of land, water, plant and energy resources; purchase and protect land; and develop more efficient uses of both energy and waste materials.

- North Cascades Institute
- Rare
- Living Lands and Waters
- Alliance for the Great Lakes
- World Resources Institute
- The Sierra Club Foundation
- Trees Atlanta
- Texas Parks and Wildlife Foundation
- Conservation Law Foundation
- Teton Science Schools

Botanical Gardens, Parks, and Nature Centers

Botanical Gardens, Parks, and Nature Centers promote preservation and appreciation of the environment, as well as leading anti-litter, tree planting and other environmental beautification campaigns.

- Western Pennsylvania Conservancy
- New England Wild Flower Society
- San Francisco Parks Alliance
- Grand Teton National Park Foundation
- Golden Gate National Parks Conservancy
- Naples Botanical Garden
- Thomas Irvine Dodge Nature Center
- World Forestry Center
- Cincinnati Parks Foundation
- The Battery Conservancy

Health

Health charities cure diseases, treat and support our sick and disabled, seek improvements in medical treatments, and promote public understanding and awareness of particular health risks, diseases and disabilities

Diseases, Disorders, and Disciplines

Charities in Diseases, Disorders, and Disciplines are multipurpose organizations that seek cures for particular diseases and disorders or promote particular medical disciplines by providing direct services, advocating for public understanding and support, and supporting targeted medical research.

- United Cerebral Palsy of Greater Chicago
- National Kidney Foundation of Michigan
- Glaucoma Research Foundation
- National Alopecia Areata Foundation
- Cure Alzheimer's Fund

- Immune Deficiency Foundation
- HelpHOPELive
- Breast Cancer Connections
- Children's Organ Transplant Association
- FSH Society

Patient and Family Support

Patient and Family Support organizations offer wish granting programs, camping programs, housing or travel assistance and other services for family members and patients that are diagnosed with a serious illness.

- Camp John Marc
- Sharsheret
- Make-a-Wish Foundation of the Texas Gulf Coast and Louisiana
- Camp Sunshine, Maine
- Mercy Medical Airlift/Mercy Medial Angels
- Operation Access
- Make-a-Wish Foundation of Massachusetts and Rhode Island
- Dream Foundation
- Tom Coughlin Jay Fund Foundation
- Boston Ronald McDonald House

Treatment and Prevention Services

Treatment and Prevention Services charities are devoted to providing direct medical services and educating the public on ways to prevent diseases and reduce health risks.

- Community Volunteers in Medicine
- International Planned Parenthood Foundation/Western Hemisphere Region
- St. Petersburg Free Clinic
- Resource Center

- Cenikor Foundation
- Venice Family Clinic
- Arlington Free Clinic
- Wisconsin Women's Health Foundation
- Planned Parenthood of Maryland
- Fan Free Clinic

Medical Research

Medical Research organizations focus the bulk of their efforts on researching causes and cures of disease and developing new treatments.

- Masonic Medical Research Laboratory
- The Lustgarten Foundation for Pancreatic Cancer Research
- Breast Cancer Research Foundation
- The Multiple Myeloma Research Foundation
- Sabin Vaccine Institute
- Alliance for Aging Research
- Cancer Research Institute
- Sansum Diabetes Research Institute
- Damon Runyon Cancer Research Foundation
- Oklahoma Medical Research Foundation

Human Services

Human Services charities provide networks of direct services to people in need. They feed our hungry, strengthen our communities, shelter our homeless, care for our elderly, and nurture our young.

Homeless Services

Charities in the Homeless Services Cause provide assistance to homeless individuals and families through direct social services as well as advocacy.

- Preble Street
- Homeless Emergency Project
- Durham Rescue Mission
- The Lord's Place
- SOME
- Abode Services
- Safe Haven Family Shelter
- Downtown Women's Center
- Primavera Foundation
- The INN

Social Services

Social Services charities provide programs addressing the needs of the disadvantaged, the underemployed, the elderly and disabled, and other specific populations. They also include community centers and settlement houses that provide integrated services for local communities.

- Energy Outreach Colorado
- Air Warrior Courage Foundation
- Fisher House Foundation
- Boca Helping Hands
- Eva's Village
- Navy SEAL Foundation
- Homes for Our Troops
- Special Operations Warrior Foundation
- Surrey Services for Seniors
- REDF

Children's and Family Services

Children's and Family Services charities provide child care, adoption, foster care, family counseling, parenting education, and other advocacy and child welfare services that strengthen families and promote the well-being of our children.

- Forever Young Foundation
- Harlem Children's Zone
- Cradles to Crayons
- Mary's Center
- Dave Thomas Foundation for Adoption
- Martha's Table
- Jewish Family Service of San Diego
- Families Forward
- Emergency Family Assistance Association
- Court Appointed Special Advocates of Collin County

Youth Development, Shelter, and Crisis Services

Organizations providing Youth Development, Shelter, and Crisis Services work to shelter, nurture and develop youth. They include group homes, shelters and orphanages; camps and youth ranches serving the needs of at-risk children; and recreation and youth service organizations providing programs in scouting and athletics.

- Do Something
- Boys & Girls Clubs of Central Florida
- Place of Hope
- Girls Inc. of Omaha
- Royal Family Kids
- Big Brothers Big Sisters of Eastern Missouri
- Harlem RBI
- St. Anne's
- United Friends of the Children
- Boys & Girls Clubs of Metropolitan Phoenix

Food Banks, Food Pantries, and Food Distribution

Charities classified as Food Banks, Food Pantries, and Food Distribution provide hunger relief in communities throughout our country.

- Midwest Food Bank
- The Billings Food Bank
- Weld Food Bank
- San Antonio Food Bank
- Second Harvest Food Bank of North Central Ohio
- Central Illinois Foodbank
- Second Harvest Food Bank of Northwest Pennsylvania
- Northern Illinois Food Bank
- The Food Bank of Lower Fairfield

Ozarks Food Harvest

Multipurpose Human Service Organizations

Multipurpose Human Service Organizations promote volunteerism and provide a broad range of direct services in the communities they serve, across the nation and around the globe. These organizations include YMCAs, YWCAs, the Red Cross and others.

- New York Cares
- Good Sports
- National Fallen Firefighters Foundation
- Higher Ground Sun Valley
- Special Olympics Arizona
- United States Soccer Foundation
- 100 Club of Arizona
- Armed Services YMCA
- Adaptive Sports Association
- All Hands Volunteers

International

International charities work throughout the world to defend human rights, to promote peace and understanding among all nations, and to provide relief and development services where they are needed the most.

Development and Relief Services

Development and Relief Service charities provide medical care and other human services as well as economic, educational, and agricultural development services to people around the world.

- Wings of Hope
- Life in Abundance International
- Aga Khan Foundation, USA
- Child Aid
- ECHO
- Fistula Foundation
- Kids Alive International
- International Institute of Rural Reconstruction (IIRR)
- Kiva
- GlobalGiving

International Peace, Security, and Affairs

Charities working for International Peace, Security, and Affairs include cultural and student exchange programs; organizations promoting peace and security; human rights groups; groups promoting improved relations between particular countries; organizations providing foreign policy research and advocacy; and United Nations-related organizations.

- Polaris Project
- United Nations Foundation
- Women's Learning Partnership
- StandWithUs
- Shared Hope International

- International Center for Journalists
- Institute of International Education
- Birthright Israel Foundation
- Human Rights Watch

Humanitarian Relief Supplies

Charities in Humanitarian Relief Supplies specialize in collecting donated medical, food, agriculture, and other supplies and distributing them overseas to those in need.

- Books for Africa
- Project C.U.R.E.
- Heart to Heart International
- Direct Relief
- Matthew 25: Ministries
- Outreach
- Feed My Starving Children
- Brother's Brother Foundation
- Project HOPE
- MedShare International

Foreign Charity Support Organizations

Foreign Charity Support Organizations raise funds for organizations in or provide aid to foreign countries.

- Palestine Children's Relief Fund
- CommonHope
- Hadassah, The Women's Zionist Organization of America
- The Citizens Foundation, USA
- American-Israeli Cultural Foundation

- Sankara Eye Foundation, USA
- American Society for Yad Vashem
- Fonkoze USA
- BRAC USA
- Solid Rock International

Public Benefit

Public Benefit charities protect, improve and invest in our communities and our country by defending civil rights, conducting research in science and public policy, and promoting philanthropy and social action.

Advocacy and Civil Rights

Advocacy and Civil Rights includes government watchdogs; groups protecting civil and legal rights; advocacy organizations educating voters and influencing public policy; charities promoting the rights and welfare of our armed services veterans; and groups promoting understanding and tolerance among racial, ethnic and cultural groups.

- Equal Justice Initiative
- Chicago Foundation for Women
- Physicians for Reproductive Health
- Acton Institute for the Study of Religion and Liberty
- Compassion & Choices
- Injured Marine Semper Fi Fund
- NumbersUSA
- Institute for Justice
- National Immigration Law Center
- Freedom From Religion Foundation

Fundraising Organizations

Fundraising Organizations include United Ways, Jewish Federations, art councils, and other fundraising campaigns. They raise money through annual fundraising campaigns and distribute those funds to community-based charities and to charities addressing various public and cultural issues.

- Charities Aid Foundation America
- Robin Hood Foundation
- Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties
- Greater Kalamazoo United Way
- Arthritis National Research Foundation
- United Way of Summit County
- United Way of Cass-Clay
- The Rose Foundation for Communities and the Environment
- Elton John AIDS Foundation
- AIDS United

Research and Public Policy Institutions

Research and Public Policy Institutions include think tanks and social science research facilities that study various public policy and social issues, as well as those institutes providing research and services in non-medical sciences, engineering, and technology.

- RESULTS Educational Fund
- Carnegie Institution for Science
- Public Interest Projects
- Center for Food Safety
- North Carolina Agricultural Foundation
- The Brookings Institution
- Mount Desert Island Biological Laboratory

- The Federalist Society for Law and Public Policy Studies
- Kentucky Youth Advocates
- Woods Hole Oceanographic Institution

Community Foundations

Community Foundations promote giving by managing long-term donor advised charitable funds for individual givers, much like a mutual fund for giving, and by distributing those funds to community-based charities over time on behalf of givers.

- The Community Foundation for Northeast Florida
- The Community Foundation of Louisville
- Community Foundation of North Texas
- Orange County Community Foundation
- The Columbus Foundation
- Parasol Tahoe Community Foundation
- Community Foundation for Southeast Michigan
- Princeton Area Community Foundation
- Community Foundation of Middle Tennessee
- Community Foundation of New Jersey

Community and Housing Development

Charities in Community and Housing Development lead and finance development projects that increase access to affordable housing, revitalize our communities, and enhance our public and private institutions.

- Habitat for Humanity of Greater Los Angeles
- Habitat for Humanity of East Bay
- San Gabriel Valley Habitat for Humanity
- Rebuilding Together
- Habitat for Humanity of Washington, D.C.

- Enterprise Community Partners, Inc.
- Cleveland Housing Network
- Habitat for Humanity of Monroe County, IN
- Habitat for Humanity of Omaha
- Houston Habitat for Humanity

Religion

Religion charities promote and support particular religions and religious activity and worship.

Religious Activities

Religious Activities includes those charities supporting and promoting various faiths.

- Mission Waco Mission World
- Young Life
- International Messengers
- Urban Youth Impact
- Commission To Every Nation
- Hebrew Free Burial Association
- Maoz Israel Ministries
- Forward Edge International
- Asian Access

Mission Arlington/Mission Metroplex

Religious Media and Broadcasting

Religious Media and Broadcasting includes organizations of all faiths that produce and distribute religious programming, literature, and other communications.

- Andrew Wommack Ministries
- Ramesh Richard Evangelism and Church Health

- Educational Media Foundation
- Lutheran Bible Translators
- WAY Media, Inc.
- Pioneer Bible Translators
- Lamb & Lion Ministries
- Billy Graham Evangelistic Association
- SAT-7
- Blue Ridge Broadcasting Corporation

The Societal (versus Social) Preferences of Americans
Online Appendix C: Experimental Instructions

This is an experiment in decision-making. Your payoffs will depend partly on your decisions and partly on chance. Please pay careful attention to the instructions as a considerable amount of money is at stake.

During the experiment we will speak in terms of experimental tokens instead of dollars. Your payoffs will be calculated in terms of tokens and then translated into dollars at the end of the experiment at the following rate:

2 Tokens = 1 Dollar

You are free to stop at any time. If you do not complete the experiment now, you may return to complete the experimental session at any time between now and . If you do not complete the experiment between now and , you will not receive any payment. Details of how you will make decisions and receive payments will be provided below.

Please click the NEXT button below to proceed to the next screen.

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This is an experiment in two stages. For stage one, you will be presented with information on several charitable organizations taken from the website www.CharityNavigator.com afterwards you will be asked to select a preferred organization.

In stage two you will participate repeatedly in 50 independent decision problems that share a common form. We next describe in detail the process that will be repeated in all decision problems and the computer program that you will use to make your decisions.

In each decision problem you will be asked to allocate tokens between yourself and the charitable organization you selected in the previous stage. We will refer to the tokens that you allocate to yourself as tokens that you **Hold**, and tokens that you allocate to the chosen charity as **Pass**.

Please click the NEXT button below to proceed to the next screen.

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Charity navigator is a website that evaluates organizations which rely on public support and actively solicit donations from the public. It rates organizations which file IRS Form 990 along several dimensions and has been acclaimed by numerous publications as among the best or most useful websites.

They have identified 9 charitable categories and several causes within each category. The table on the next screen is adapted from the charity navigator website and contains information on the top ten charities within each cause. Please review the information in this table carefully and select your most preferred charity. If you like, you can also write in a different charity of your choice.

Please click the NEXT button below to proceed to the next screen.

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Please choose a charity category

Animals

Animals charities protect, defend and provide needed services to domestic and wild animals. These organizations preserve wildlife habitats and protect endangered species, and seek ways to sustain and promote those habitats and species over time.

Arts, Culture, Humanities

Arts, Culture, Humanities charities promote artistic and cultural excellence and preserve artistic and cultural heritage. Whether on stage, over the airwaves, or in exhibition halls, they ensure that our artistic and cultural past and present continues to be accessible, enjoyed, and preserved. We divided ARTS, CULTURE, HUMANITIES charities into four Causes.

Education

Education charities make learning possible for students of all ages, from pre-school to graduate school. They also provide other educational services and opportunities that help make schools more effective and more accessible to students of all backgrounds.

Environment

Environment charities work to preserve and protect the environment and to promote environmental research, conservation and appreciation.

Health

Health charities cure diseases, treat and support our sick and disabled, seek improvements in medical treatments, and promote public understanding and awareness of particular health risks, diseases and disabilities

Human Services

Human Services charities provide networks of direct services to people in need. They feed our hungry, strengthen our communities, shelter our homeless, care for our elderly, and nurture our young.

International

International charities work throughout the world to defend human rights, to promote peace and understanding among all nations, and to provide relief and development services where they are needed the most.

Public Benefit

Public Benefit charities protect, improve and invest in our communities and our country by defending civil rights, conducting research in science and public policy, and promoting philanthropy and social action.

Religion

Religion charities promote and support particular religions and religious activity and worship.

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Please choose a **Animals** category cause

Animal Rights, Welfare, and Services

Animal Rights, Welfare, and Services charities include humane societies and veterinary services; no-kill shelters, organizations protecting animals from cruelty, exploitation and other abuses; and groups providing animal training and specialty services, such as groups training guide dogs.

Wildlife Conservation

Wildlife Conservation charities include fish, wildlife and bird refuges and sanctuaries, as well as groups researching wildlife protection and conservation around the globe.

Zoos and Aquariums

Charities classified as Zoos and Aquariums are charities which operate zoos, aquariums and zoological societies in communities throughout the country.

Research and Public Policy Institutions

Research and Public Policy Institutions include think tanks and social science research facilities that study various public policy and social issues, as well as those institutes providing research and services in non-medical sciences, engineering, and technology.

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Please choose a **Education** category cause

Other Education Programs and Services

Other Education Programs and Services include scholarship and financial aid services, organizations promoting school reform, environmental and other experiential learning programs, and programs supporting teachers, parents, students and schools.

Private Elementary and Secondary School

Private Elementary and Secondary Schools are private institutions of learning that provide elementary and secondary education.

Private Liberal Arts Colleges

Private Liberal Arts Colleges are private institutions of higher learning that provide liberal arts education.

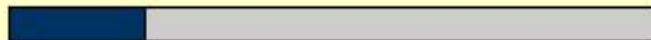
Universities, Graduate Schools, and Technological Institutes

Universities, Graduate Schools, and Technological Institutes are institutions that support research and provide graduate and professional education, in addition to undergraduate coursework that they also make available.

Research and Public Policy Institutions

Research and Public Policy Institutions include think tanks and social science research facilities that study various public policy and social issues, as well as those institutes providing research and services in non-medical sciences, engineering, and technology.

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Please choose a **Health** category cause

Diseases, Disorders, and Disciplines

Charities in Diseases, Disorders, and Disciplines are multipurpose organizations that seek cures for particular diseases and disorders or promote particular medical disciplines by providing direct services, advocating for public understanding and support, and supporting targeted medical research.

Medical Research

Medical Research organizations focus the bulk of their efforts on researching causes and cures of disease and developing new treatments.

Patient and Family Support

Patient and Family Support organizations offer wish granting programs, camping programs, housing or travel assistance and other services for family members and patients that are diagnosed with a serious illness.

Treatment and Prevention Services

Treatment and Prevention Services charities are devoted to providing direct medical services and educating the public on ways to prevent diseases and reduce health risks.

Research and Public Policy Institutions

Research and Public Policy Institutions include think tanks and social science research facilities that study various public policy and social issues, as well as those institutes providing research and services in non-medical sciences, engineering, and technology.

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Birmingham Zoo

Opened in 1955, the Birmingham Zoo is Alabama's most popular attraction, drawing more than 580,000 visitors annually. Approximately 1,000 animals of 250 species call the 122-acre Birmingham Zoo home, including sea lions, kangaroos and endangered species from six continents. The mission of the Birmingham Zoo is to inspire passion for the natural world through emphasizing conservation, education, scientific study and recreation in all aspects of the Birmingham Zoo's exhibits, programs, facilities and activities. The Zoo's vision is to be the leading zoological and botanical conservation, education and scientific study resource within the U.S. and the family attraction of choice throughout the entire region.

Cincinnati Zoo & Botanical Garden

The Cincinnati Zoo & Botanical Garden was founded in 1873 and officially opened its doors in 1875, making it the second oldest Zoo in the United States. The mission and vision of the Cincinnati Zoo & Botanical Garden is dedicated to creating adventure, conveying knowledge, conserving nature, and serving the community. Over one million people visit the Zoo's award-winning exhibits, and more than 500 animal and 3,000 plant species annually.

Clearwater Marine Aquarium

Founded in 1972, the Clearwater Marine Aquarium (CMA) works to restore and preserve our marine environment. We accomplish our mission through leadership in education, research, and the rescue, rehabilitation, & release of marine life. Today, Clearwater Marine Aquarium is an internationally respected center for animal care, public education and marine research. Yet, in spite of tremendous growth and a global presence, we also remain a neighborhood aquarium, a place where children and adults alike can visit anytime to wonder at the unending diversity, grace and beauty of the creatures of the sea. We invite everyone to visit often and soon to share in the environmental excellence and caring of our waters and marine life, no matter where you may live

Columbus Zoo and Aquarium

The mission of the Columbus Zoo and Aquarium is to lead and inspire by connecting people and wildlife. Today, the Zoo is a nationally and internationally acclaimed conservation center, housing more than 10,200 animals representing over 570 species, 38 of which are classified as endangered or threatened

Detroit Zoological Society

The Detroit Zoological Society operates the Detroit Zoo and Belle Isle Nature Zoo. Situated on 125 acres of naturalistic exhibits, including the Arctic Ring of Life and the Australian Outback Adventure, the Detroit Zoo houses over 7,900 animals of 270 different species. The Belle Isle Nature Zoo encompasses 20 acres of forested wetlands with nature trails, a lodge and live animal exhibits focusing on Michigan wildlife. The Belle Isle Nature Zoo focuses on Michigan wildlife, flora and fauna, and offers family nature programs and education programs for schools and community groups.

Houston Zoo

The Houston Zoo provides a fun, unique, and inspirational experience fostering appreciation, knowledge, and care for the natural world. Essentially a small city encompassing a world of ecosystems and experiences, the Houston Zoo is made up of many moving parts. We have over 6,000 permanent residents (our animals) for whom we provide housing, meals, medical care and, yes, even education. In addition, we have over 2 million guests each year who come to experience our incredible variety of animals and ecosystems, as well as attend special private and public events and entertainment.

National Aquarium, Baltimore

The National Aquarium is a nonprofit aquatic education and conservation organization with a mission to inspire conservation of the world's aquatic treasures.

North Carolina Aquarium Society

The North Carolina Aquarium Society is the support organization for the three North Carolina Aquariums. Established in 1986, it is dedicated to assisting these facilities in maintaining their high standards of exhibits, education and conservation programs. The North Carolina Aquariums continue to expand and improve. In 1976, the Aquariums had a little more than two hundred thousand visitors. Today, the three Aquariums educate over one million annual visitors. The Aquariums have completed expansion of all three facilities, Pine Knoll Shores, Roanoke Island and Fort Fisher, doubling the size of each. In 2011, the Aquariums opened their newest site, the restored Jennette's Pier at Nags Head.

Texas State Aquarium

The Texas State Aquarium works to provide educationally enriching, entertaining programming to a diverse audience; to develop entertaining interactive exhibits that engage and inspire; to promote and practice environmental conservation and wildlife rehabilitation; and to provide first-class guest services. The Texas State Aquarium opened July 6, 1990; since that time, more than seven million visitors have experienced the Aquarium. The Aquarium also educates over 60,000 children annually. As part of our mission, the Aquarium provides educational programs that are both entertaining and enriching and support the Texas Essential Knowledge and Skills (TEKS) test. We offer self-guided tours, guided tours, gallery programs, behind-the-scenes tours, camp-ins, outreach programs, and much more.

The Philadelphia Zoo

The mission of the Philadelphia Zoo is to advance discovery, understanding and stewardship of the natural world through compelling exhibition and interpretation of living animals and plants. Throughout its history, the Philadelphia Zoo has focused on educating the public about exotic animals, promoting and participating in worldwide conservation efforts for endangered wildlife, and providing exceptional recreational opportunities for families. Today, the Zoo is reaching new heights in all areas of its mission as a conservation, education and recreation organization. The Zoo is the Philadelphia region's leading family attraction, welcoming more than 1.1 million visitors a year.

Breast Cancer Connections

Breast Cancer Connections' mission is to support people touched by breast cancer by providing comprehensive, personalized services in an atmosphere of warmth and compassion.

Children's Organ Transplant Association

Founded in 1986, the Children's Organ Transplant Association (COTA) helps children and young adults who need or have had a life-saving transplant by providing fundraising assistance and family support. COTA is the premier national organization helping alleviate the financial burden of families who have transplant-needy children and young adults. For more than 26 years, COTA has worked to ensure that no child or young adult is denied a transplant or excluded from a transplant waiting list due to lack of funds. COTA has helped more than 1,900 children and adults, and has raised more than \$65 million

Cure Alzheimer's Fund

Cure Alzheimer's Fund was established to fund targeted research with the highest probability of slowing, stopping or reversing Alzheimer's disease through venture based philanthropy. All organizational expenses are paid for by the Founders and Board, allowing all other contributions to be applied directly to Alzheimer's Disease research. Our foundational research is focused on identifying all the genes and gene mutations that are linked to Alzheimer's Disease. We can then use this genetic information to reliably predict, early in life, those at greatest risk for the disease (with legal safeguards and genetic and psychological counseling). Our foundational research projects include: Alzheimer's Genome Project, Alzheimer's Genome Map, Alzheimer's Brain-Genetic Study, Alzheimer's Clinical-Genetic Study, Alzheimer's Gene Database, MicroRNA's and APP, and Alzheimer's Gene Discovery Project

FSH Society

The FSH Society is the world's largest and most progressive grassroots network of facioscapulohumeral muscular dystrophy (FSHD) patients, their families and research activists. We are solely dedicated to treating and curing FSHD through basic, translational and clinical research. We empower scientists by ensuring access to patients, resources and funds for FSHD research and development. The FSH Society empowers patients by ensuring them a voice to convey what it is like to live with muscular dystrophy. We engage and support tens of thousands of patients and their families and friends in thousands of communities worldwide. FSHD is one of the nine primary types of muscular dystrophy, with a major symptom of the progressive weakening and loss of skeletal muscles.

Glaucoma Research Foundation

Since 1978, the Glaucoma Research Foundation has funded innovative research and provided educational materials about glaucoma. Glaucoma is the leading cause of preventable blindness. We work to prevent vision loss from glaucoma by investing in innovative research, education, and support with the ultimate goal of finding a cure. Our donors have contributed over \$45 million dollars to this cause. While we do not conduct research ourselves, we work closely with the research community to make progress towards a cure for glaucoma.

HelpHOPELive

HelpHOPELive (formerly NTAF) has nearly 30 years' success empowering individuals and families to overcome financial barriers related to transplantation or catastrophic injury through grass-roots fundraising. When families call us, they are devastated. HelpHOPELive provides the consultation needed to bridge the gap between what health insurance will pay and what is actually needed to heal, live and thrive. As examples, in 2011 we provided \$3.5 million to transplant patients for life-sustaining medication, travel to treatment, relocation and other daunting expenses. We also provided \$3.1 million to help those living with catastrophic injury on the road to independence with items including vans, home accessibility and exercise-based rehab.

Immune Deficiency Foundation

The Immune Deficiency Foundation (IDF) is the national patient organization dedicated to improving the diagnosis, treatment and quality of life of persons with primary immunodeficiency diseases through advocacy, education and research. Primary immunodeficiency diseases are a group of relatively rare conditions caused by intrinsic or genetic defects in the immune system. Since 1980, IDF has provided accurate and timely information for the nearly quarter-million Americans who have been diagnosed with a primary immunodeficiency disease. Today, thousands of individuals and families affected by primary immunodeficiency diseases depend on IDF for advocacy, education and empowerment.

National Alopecia Areata Foundation

The National Alopecia Areata Foundation (NAAF) supports research to find a cure or acceptable treatment for alopecia areata, supports those with the disease, and educates the public about alopecia areata. Founded in 1981, NAAF accomplishes this by funding research and research workshops that add to the scientific knowledge about alopecia areata, its causes, and different treatments; providing local support and education for people with alopecia areata and their families; informing the public about alopecia areata; advocating the concerns of people affected alopecia areata; and creating and distributing educational materials to health professionals as well as those affected, so that all may better understand alopecia areata. Alopecia areata is a highly unpredictable, autoimmune skin disease resulting in the loss of hair on the scalp and elsewhere on the body.

National Kidney Foundation of Michigan

Since 1955, the National Kidney Foundation of Michigan has led the fight against kidney disease. We have enhanced the lives of many Michigan residents through our patient services, prevention programs, education programs, children's programs and research.

United Cerebral Palsy of Greater Chicago

The mission of United Cerebral Palsy of Greater Chicago (UCP of Greater Chicago) is to advance the independence of people with disabilities, enrich their lives, provide support for their families, and advocate for their inclusion in every facet of community life. Founded in 1951, UCP of Greater Chicago first opened its doors to address the needs of children and adults with cerebral palsy. We've been opening doors ever since by helping people with a variety of physical, cognitive, and economic disabilities live life without limits. Life is full of possibilities. UCP of Greater Chicago makes them more than a dream.

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Carnegie Institution for Science

Andrew Carnegie founded the Carnegie Institution for Science (formerly known as Carnegie Institution of Washington) in 1902 as an organization for scientific discovery. The Carnegie Institution works to devote resources to exceptional individuals so that they can explore the most intriguing scientific questions in an atmosphere of complete freedom. Carnegie investigators are leaders in the fields of plant biology, developmental biology, Earth and planetary sciences, astronomy, and global ecology. They seek answers to questions about the structure of the universe, the formation of our solar system and other planetary systems, the behavior and transformation of matter when subjected to extreme conditions, the origin of life, the function of genes, and the development of organisms from single-celled egg to adult.

Center for Food Safety

Founded in 1997, Center for Food Safety (CFS) works to protect human health and the environment by curbing the proliferation of harmful food production technologies and by promoting organic and other forms of sustainable agriculture. CFS combines multiple tools and strategies in pursuing its goals, including litigation and legal petitions for rulemaking, legal support for various sustainable agriculture and food safety constituencies, as well as public education, grassroots organizing and media outreach.

Kentucky Youth Advocates

Kentucky Youth Advocates (KYA) is a trusted, independent voice for Kentucky's children. We are the only multi-issue, statewide child advocacy organization in Kentucky. KYA has worked for over 35 years to improve child well-being and public policies that influence the lives of children and families. With compelling, solid data in one hand and unrivaled expertise and advocacy skills in the other, we work hard to ensure that decision makers invest in and maintain programs that keep children and families healthy, safe and secure.

Mount Desert Island Biological Laboratory

The MDI Biological Laboratory is a rapidly growing, independent non-profit biomedical research institution. Its mission is to improve human health and well-being through basic research, education, and development ventures that transform discoveries into cures.

North Carolina Agricultural Foundation

The North Carolina Agricultural Foundation (NCAF) was founded in 1944 as a means of supporting agricultural research, extension, and teaching activities in the College of Agriculture and Life Sciences at North Carolina State University. NCAF works to aid and promote, by financial assistance and otherwise, all types of education and research in agriculture at or through NC State University.

Public Interest Projects

Public Interest Projects (PIP) brings together and strengthens the work of philanthropic institutions, nonprofit groups and other public interest organizations sharing a vision of a society that ensures justice, dignity and opportunity for all people. PIP operates grantmaking, technical assistance and strategic-planning programs for institutional donors interested in social justice and human rights issues. By developing sustainable partnerships among donors, grantees and allied groups, PIP seeks to foster a movement for positive social change resulting in equality, fairness and a stronger participatory democracy.

RESULTS Educational Fund

The RESULTS Educational Fund (REF) was formed to educate and engage the public about issues related to hunger, poverty and powerful citizenship. The REF also supports important research and oversight focusing on U.S. spending related to hunger and poverty domestically and internationally as well as cutting-edge research on the most effective solutions to some of the world's most urgent problems. Staff and volunteers of REF work together to educate and engage the public in issues that bear on the end of hunger and abject poverty. REF also trains people to become active citizens in a participatory democracy. We also run the Microcredit Summit Campaign.

The Brookings Institution

Founded in 1916, the Brookings Institution is a public policy organization based in Washington, DC. Our mission is to conduct high-quality, independent research and, based on that research, to provide innovative, practical recommendations that advance three broad goals: strengthen American democracy; foster the economic and social welfare, security and opportunity of all Americans; and secure a more open, safe, prosperous and cooperative international system.

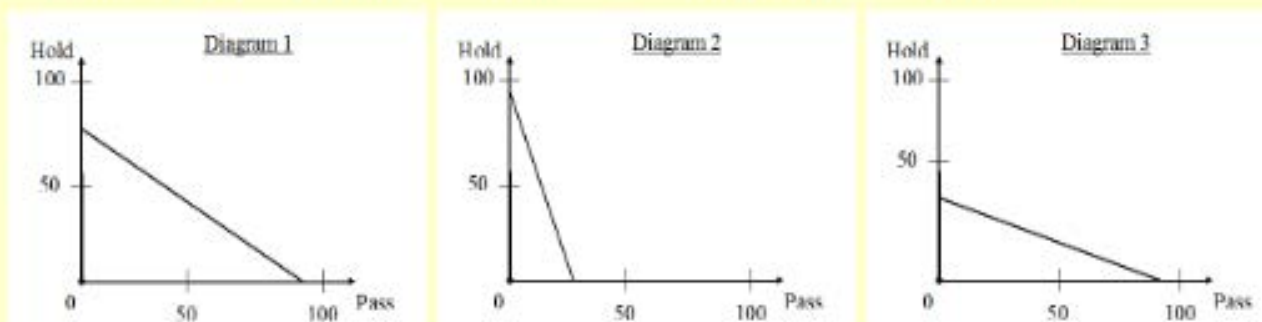
The Federalist Society for Law and Public Policy Studies

Founded in 1982, the Federalist Society for Law and Public Policy Studies is a group of conservatives and libertarians dedicated to reforming the current legal order. We are committed to the principles that the state exists to preserve freedom, that the separation of governmental powers is central to our Constitution, and that it is emphatically the province and duty of the judiciary to say what the law is, not what it should be. We seek to promote awareness of these principles and to further their application through our activities. Overall, the Society's efforts are improving our present and future leaders' understanding of the principles underlying American law.

Woods Hole Oceanographic Institution

Founded in 1930, the Woods Hole Oceanographic Institution (WHOI) is dedicated to research and education to advance understanding of the ocean and its interaction with the Earth system, and to communicating this understanding for the benefit of society. Its primary mission is to develop and effectively communicate a fundamental understanding of the processes and characteristics governing how the oceans function and how they interact with the Earth as a whole. WHOI promotes and develops the use of advanced instrumentation and systems (including ships, vehicles and platforms) to make the required observations at sea and in the laboratory. WHOI makes the results of its research known to the public and policymakers and foster its applications to new technology and products in ways consistent with the wise use of the oceans.

Each decision will involve choosing a point on a line representing possible token allocations to you (**Hold**) and to your charity (**Pass**). In each choice, you may choose any Hold / Pass pair that is on the line. Examples of lines that you might face appear in the diagrams below. In each graph **Hold** corresponds to the vertical axis and **Pass** corresponds to the horizontal axis. The points on the diagonal lines in the graphs represent possible token allocations to **Hold** (tokens to you) and **Pass** (tokens to the charity) that you might choose.



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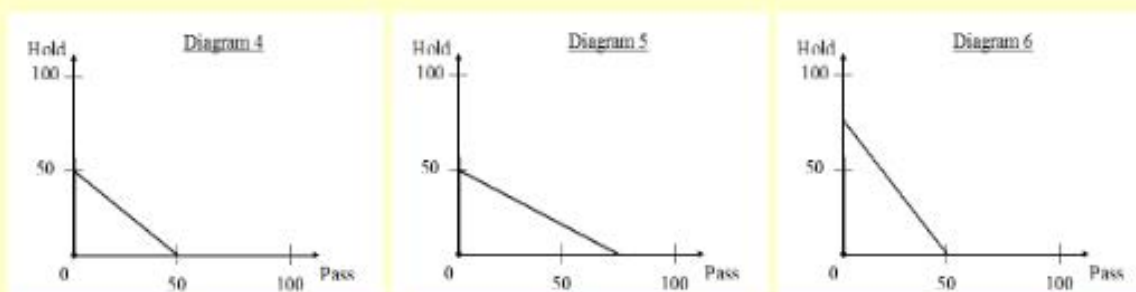
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RAND
American Life
Panel

By picking a point on the diagonal line, you choose how many tokens to hold for yourself and how many to pass to the charity. You may select any allocation to **Hold** and **Pass** on that line.

If, for example, the diagonal line runs from 50 tokens on the **Hold** axis to 50 tokens on the **Pass** axis (see Diagram 4), you could choose to hold all 50 tokens for yourself, or pass all 50 tokens to the charity, or anything in between.

However, most of the decision problems will involve flatter or steeper lines: if the line is flatter (see Diagram 5), one less token for yourself means *more than* one additional token is passed to the charity; if the line is steeper (see Diagram 6), one less token held means *less than* one additional token passed to the charity.



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