Online Appendix for

It is not just about the price: Matching subsidies fail when the ask can be avoided

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1. Simple Theoretical Framework (including Fig. S1 and Table S1)
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1. Simple Theoretic Framework

In this section, we extend the model presented in the main text to discuss the impact of matching and avoidance opportunity on both the frequency of giving and the out-of-pocket giving. We show that the intuition and hypothesis related to the treatment differences in the frequency of giving also apply to the pattern of average out-of-pocket giving.

Consider an individual who is endowed with wealth, w, that can be allocated between the consumption of private good, x, and donation to the charity, g. Assume that the individual's utility has two components. The first component is the consumption utility $v(x, g \mid a)$, which is an additively separable function of the private consumption utility $u_c(x)$ with $u_c' > 0$ and $u_c'' \leq 0$, and the altruistic utility $a \cdot u_a(g)$. The utility of giving to the charity, u_a, is function of g and the parameter $a \geq 0$ denotes altruistic preferences, namely how much a donor cares about the charity. We assume that $u_a(g)$ is increasing in giving with diminishing returns $u_a' > 0$, $u_a'' < 0$ and $u_a(0) = 0$.

The second component is the psychological cost $h(g \mid s, m)$, such as guilt or shame associated with the deviation from the norm of giving, determined by the decision context. The context in our Experiment 1 is influenced by s (= 1 if the donation ask is avoided and 0 if it is not) and m (= 1 if donation is matched and 0 if not). The giver incurs a utility cost $h(g \mid s, m)$ with $h(0 \mid s, m) \geq 0,\ h(g) = 0, \forall g \geq g^l, g^l \leq w, h' < 0$. That is, this cost is a decreasing function of the amount of giving until a point g^l, any level of giving above which does not confer any disutility. g^l might be interpreted as a norm of giving (the minimal amount one is expected to give). Thus, an individual's utility is given by

$$U(g) = u_c(w - g) + a \cdot u_a(g) - h(g \mid s, m).$$

For analytical purposes, we further assume a quasi-linear version of the above model. The private utility u is a linear function of x, $u_c(x) = x$. The psychological cost h is (weakly) linearly decreasing in g and is 0 for $g \geq g^l$: $h(g \mid s, m) = H * (g^l - g \mid s, m) 1_{g<g^l} \geq 0$. Note that this setup rules out any income effects to explain the impact of matching.

Moreover, we make the following assumptions for the psychological cost. Let $h(\tilde{g} \mid s, m)$ be the psychological cost of giving $\tilde{g} < g^l$ and its value may depend on whether the individual is able to avoid the ask and chooses to do so and whether there is a match. When there is no match and no opportunity to avoid the ask, some individuals may incur a positive psychological cost of not giving more than g^l when being asked $h(\tilde{g} \mid 0, 0) \geq 0$. However, they may suffer less cost when the solicitation can be avoided. For our theoretical predictions, we normalize this cost to 0 when choosing to avoid the ask, i.e., $h(\tilde{g} \mid 1, 0) = 0$. Under the

norm-signalling mechanism, the match heightens the emotional appeal to give by increasing the psychological cost associated with not giving more than g^l, that is, $h(\tilde{g} \mid s, 1) \geq h(\tilde{g} \mid s, 0)$. However, the key assumption is that this impact only matters when there is no opportunity to avoid the ask, i.e., $h(\tilde{g} \mid 0, 1) > h(\tilde{g} \mid 0, 0), \tilde{g} < g^l$. To quantify this difference, we denote $\gamma = \frac{h(\tilde{g} \mid 0,1)}{h(\tilde{g} \mid 0,0)}$. By contrast, when the opportunity to avoid the ask is available, the choice of giving zero could be made in the form of avoiding the ask and therefore $h(\tilde{g} \mid 1, 1) = h(\tilde{g} \mid 1, 0) = 0$, where $\tilde{g}$ is effectively 0.

To illustrate how individuals make decisions in this setting, we present a decision tree showing the choices and resulting utility outcomes for a decision maker. In the No Avoid condition (Fig. S1(a)), the decision maker chooses between donating $\tilde{g} \geq g^l$ or donating $\tilde{g} < g^l$. If they donate $\tilde{g} \geq g^l$, they receive a utility of $v(\tilde{g})$; if they donate $\tilde{g} < g^l$, they receive a utility of $v(\tilde{g}) - h(\tilde{g} \mid 0, m)$. In the Avoid condition (Fig. S1(b)), the decision maker first chooses whether to avoid the ask. If they avoid it, they incur no psychological cost and receive utility $v(0)$. If they do not avoid, they can donate $\tilde{g} < g^l$ (and obtain $v(\tilde{g}) - h(\tilde{g} \mid 0, m)$) or donate $\tilde{g} \geq g^l$ (and obtain $v(\tilde{g})$).

Before solving this model, it is worth noting that in our current framework we assume $v(g|m = 1) = v(g|m = 0)$. However, this can be developed further to examine the role of the effective price mechanism. For instance, we can relax this assumption by allowing $v(g|m = 1) > v(g|m = 0)$. One way to interpret $V(g|m = 1) > V(g|m = 0)$ is that it incorporates the effective price mechanism into a donor's utility, as giving the same amount of money under the matching subsidy is financially less costly and thus boosts the donor's consumption utility. To allow us to focus on the norm-signalling mechanism, our model abstracts away from the impact of the effective price mechanism. If we were to build a hybrid model in which donors' behaviour may be influenced both by the price mechanism and the norm-signalling mechanism, the prediction regarding the differential effect of a match under different avoidance conditions would be less extreme. In particular, we would still expect a positive impact of the match on donations when donors can avoid the ask (i.e. the effect of the price mechanism), although this impact is expected to be smaller when there is avoidance opportunity than when there is no avoidance opportunity (i.e., the effect of norm-signalling mechanism). Our experimental data suggests that the norm-signal mechanism plays the dominant role.

We solve the model using backward induction. In the second stage, conditional on not skipping the donation question, the optimal giving g^* is a function of the parameters a, H, γ. In the first stage, a subject will skip the donation question if $u_c(w) > U(g^*)$.

In the baseline treatment in which $s = 0, m = 0$, using first-order conditions of the utility function, we can derive a series of conditions for the optimal giving. The condition for giving more than g^l is $a \cdot u_a'(g^l) > 1$. The condition for giving a positive amount but no more than g^l is $1 - a \cdot u_a'(0) \equiv \underline{H} < H \leq \overline{\overline{H}} \equiv 1 - a \cdot u_a'(g^l)$ and $0 < \underline{H} < \overline{\overline{H}} < 1$. The condition for giving zero is $H \leq \underline{H}$. Note that $\underline{H} > 0$ implies that if an opportunity to avoid the ask is present, an individual (except for those who will give more than g^l) strictly prefers to exploit this opportunity.

As in the main text, we classify individuals into the following three types according to the above three conditions which lead to different behaviour in the baseline treatment.

- *Pure givers* for whom $a \cdot u_a'(g^l) > 1$. This type strongly supports the charity and gives more than the norm level g^l.
- *Reluctant givers* for whom $\underline{H} < H \leq \overline{\overline{H}}$. Thus, *Reluctant givers* do not sufficiently care about the charity but they give the minimum necessary amount which is no more than g^l to reduce the psychological cost.
- *Non-givers* for whom $H \leq \underline{H}$. Thus, they would not give in the baseline treatment.

Now we consider each type's behaviour in other treatments. First, in the Avoid - No Match treatment ($s = 1, m = 0$), *Pure givers*' behaviour is unaffected by the opportunity to avoid the ask and they will continue to give more than g^l. Since $\underline{H} > 0$ holds for both *Reluctant givers* and *Non-givers*, both types will choose to avoid the ask. In particular, *Reluctant givers*' behaviour will change from giving a positive amount to giving zero, whereas *Non-giver*s continue to effectively give zero.

Turning to the Match condition, we note that since *Pure givers* already give more than g^l in the No Match condition, the match could exert no further influence on their giving behaviour. In the following discussion, we will only focus on the *Reluctant givers* and *Non-givers*.

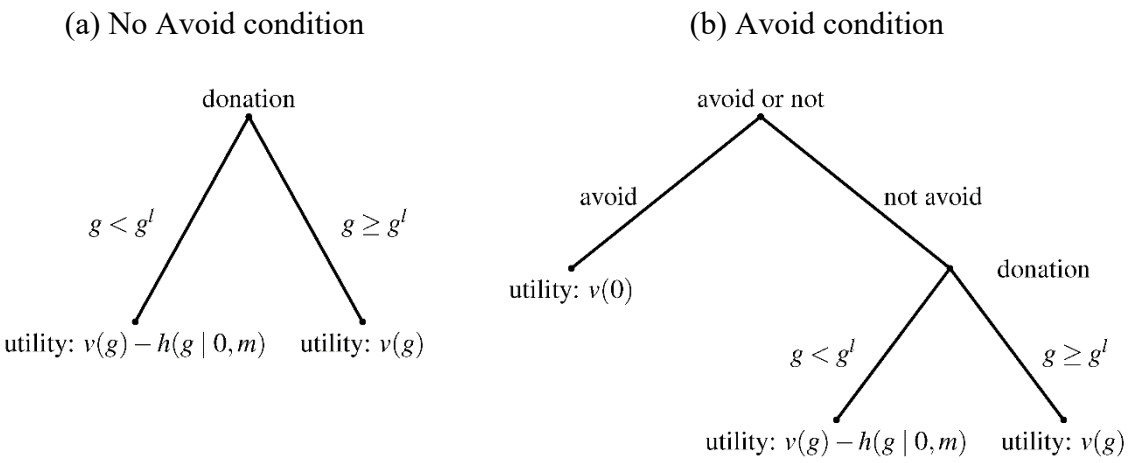
In the No Avoid - Match treatment ($s = 0, m = 1$), the match heightens the emotional appeal to give by increasing the psychological cost associated with giving less than the norm level, i.e., $h(\tilde{g} \mid 0, 1) = \gamma h(\tilde{g} \mid 0, 0) \geq 0, \tilde{g} < g^l, \gamma > 1$. Since the *Reluctant givers*' giving amount does not yet exceed g^l, they will be encouraged to give more than in the baseline

treatment. Define $\overline{H} \equiv \frac{1-a \cdot u_a'(g^l)}{\gamma}$, which is derived from the first-order condition of giving g^l when there is a match. If $\underline{H} < H \leq \overline{H}$, the *Reluctant givers* will give more but still no more than g^l. If $\overline{H} < H \leq \overline{\overline{H}}$, the *Reluctant givers* will give exactly g^l. Similarly, some of the *Non-givers* may find it worthwhile to give a positive amount. Define $\underline{\underline{H}} \equiv \frac{1-a \cdot u_a'(0)}{\gamma}$, which is derived from the first-order condition of giving 0 when there is a match. If $\underline{\underline{H}} < H \leq \underline{H}$, the *Non-givers* will give a positive amount between 0 and g^l. If $H \leq \underline{\underline{H}}$, the *Non-givers* will continue to give zero.

Finally, in the Avoid - Match treatment ($s = 1, m = 1$), since the match does not influence the psychological cost, i.e., $h(\tilde{g} \mid 1, 1) = h(\tilde{g} \mid 1, 0) = 0$, where $\tilde{g}$ is effectively 0. Both the *Reluctant givers* and *Non-givers* can take the opportunity to avoid the ask and hence give zero regardless of whether there is a match present.

Table S1 summarizes the predicted giving behaviour of each type in each treatment under the norm-signalling mechanism. It is clear from the table that the present model predicts that the match increases both the frequency of giving and the magnitude of out-of-pocket giving in the No Avoid condition. In particular, the increased frequency of giving is driven by the *Non-givers*, while the increased magnitude of out-of-pocket giving is driven by both the *Reluctant givers* and *Non-givers*. By contrast, the match has no impact on either the frequency of giving or the magnitude of out-of-pocket giving in the Avoid condition since both the *Reluctant givers* and *Non-givers* will choose to avoid the ask and effectively give zero regardless of whether the match is present or not.

Fig. S1: Decision tree



Note: An individual's utility is $v(g) - h(g \mid s, m)$. The first component, $v(g)$ is the consumption utility; $h(g \mid s, m)$ captures the psychological cost associated with giving behaviour. s is an indicator of the donation ask being avoided; m is an indicator of the match. $h(g \mid 0, m) > 0, g < g^l$; $h(0 \mid 1, m) = 0$; $h(g) = 0$ for $g \geq g^l$.

Table S1: Predicted giving behaviour of each type in each treatment under the norm-signalling mechanism

		No Match	**Match**
Pure givers $a \cdot u_a'(g^l) > 1$	**No Avoid**	$g^* > g^l$	$g^* > g^l$
	Avoid	$g^* > g^l$	$g^* > g^l$
Reluctant giver $\underline{H} < H \leq \overline{\overline{H}}$	**No Avoid**	$0 < g^* \leq g^l$	$g^* = g^l$, if $\overline{H} < H \leq \overline{\overline{H}}$ $0 < g^* \leq g^l$, if $\underline{H} < H \leq \overline{H}$
	Avoid	$g^* = 0$	$g^* = 0$
Non-givers $H \leq \underline{H}$	**No Avoid**	$g^* = 0$	$0 < g^* < g^l$, if $\underline{\underline{H}} < H \leq \underline{H}$ $g^* = 0, H \leq \underline{\underline{H}}$
	Avoid	$g^* = 0$	$g^* = 0$

2. Experiment 1 Instructions

No Avoid condition (sentences pertaining to the Match condition are highlighted in blue)

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you will be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

For every $1 that you donate, we will also match it by donating another $1. Your donation and the matched donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

Avoid condition (sentences different from the No Avoid condition are highlighted in red and sentences pertaining to the Match condition are highlighted in blue)

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing Questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you may be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

For every $1 that you donate, we will also match it by donating another $1. Your donation and the matched donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

At the beginning of Questionnaire 1, if you click "Go to the donation page", you will first complete the donation decision and then you will be directed to the two survey questions. Alternatively, if you click "Go directly to the survey questions", you will be directed to the two survey questions immediately and the donation page will not appear at all.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

3. Experiment 1 Questionnaire

Questionnaire 1 (sentences pertaining to the Match condition are highlighted in blue; the donation question is only present when a participant clicks "Go to the donation page" in the previous page.)

You will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2. Please fill in the amount you would like to donate to the Salvation Army's Melbourne 614 Project (any number from $0 to $19). Note that for every $1 you donate we will match it by donating another $1.

[Then on the next page:]

Were you aware of the Salvation Army's Melbourne 614 Project before today's experiment?

O Yes

O No

What other charities based in Melbourne are you aware of?

You have completed Questionnaire 1. Please proceed to Questionnaire 2.

Questionnaire 2

Instructions: Questionnaire 2 is comprised of five parts. It is important to remember that during Questionnaire 2, all responses for the entire questionnaire are anonymous and not linked to your identity. Please answer all questions to the best of your ability.

Part 1

One of the following questions marked with * will be randomly selected and if your answer is correct, you will receive an additional $1 (in addition to the fixed amount of $18 you will receive for completing Questionnaire 2). (Phrases used in the Avoid condition are highlighted in red.)

1) [* What's your best guess of the percentage of other participants who go to the donation page in Questionnaire 1? (You answer is counted as correct if it is within +5%/-5% of the actual percentage)]

[Among those who chose to go to the donation page in Questionnaire 1],

1) * What's your best guess of the percentage of other participants who chose to donate $0? (You answer is counted as correct if it is within +5%/-5% of the actual percentage)

2) * What's your best guess of the average donation amount (not including yours)? (You answer is counted as correct if it is within +$2/-$2 of the actual average donation)

3) Please indicate how you would evaluate each of the following behaviours on the following scale: (1 "Extremely undesirable" to 7 "Extremely desirable").
    a. [A participant chose to go directly to the survey questions in Questionnaire 1]
    b. A participant donated **$0** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army]
    c. A participant donated **$1** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army]
    d. A participant donated **$5** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army]
    e. A participant donated **$10** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army]
    f. A participant donated **$15** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in

Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army]

g. A participant donated **$19** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army]

4) For each of the above seven types of behaviours, please guess the most popular answer (again, 1 being "Extremely undesirable" and 7 being "Extremely desirable").
   a. * [A participant chose to go directly to the survey questions in Questionnaire 1]
   b. * A participant donated **$0** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army]
   c. * A participant donated **$1** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army]
   d. *A participant donated **$5** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army]
   e. * A participant donated **$10** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army]
   f. * A participant donated **$15** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army]
   g. *A participant donated **$19** when being asked how much to donate to the Salvation army [A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army]

Part 2

Please indicate your agreement with each statement using the following scale:

1 = Strongly Agree
2 = Agree Somewhat
3 = Disagree Somewhat
4 = Strongly Disagree

1. I feel that I'm a person of worth, at least on an equal par with others.
2. I feel that I have a number of good qualities.
3. All in all, I am inclined to feel that I'm a failure.
4. I am able to do things as well as most other people.
5. I feel I do not have much to be proud of.
6. I take a positive attitude toward myself.
7. On the whole, I am satisfied with myself.
8. I wish I could have more respect for myself.
9. I certainly feel useless at times.
10. At times I think that I am no good at all.

Scoring: Points values are as indicated above, with the exception of items 3,5,8,9, and 10 which are reverse coded. To score the test, the point values of each response should be summed. A higher score indicates greater self-esteem.

Part 3

Please answer the following questions about yourself using the following scale:

3 = a lot like me
2 = somewhat like me
1 = a little like me
0 = not like me at all

1 I'm always trying to figure myself out.
2 I'm concerned about my style of doing things.
3 It takes me time to get over my shyness in new situations
4 I think about myself a lot.
5 I are a lot about how I present myself to others.
6 I often daydream about myself.
7 It's hard for me to work when someone is watching me.
8 I never take a hard look at myself.
9 I get embarrassed very easily.
10 I'm self-conscious about the way I look.
11 It's easy for me to talk to strangers.
12 I generally pay attention to my inner feelings.
13 I usually worry about making a good impression.
14 I'm constantly thinking about my reasons for doing things.
15 I feel nervous when I speak in front of a group.
16 Before I leave home, I check how I look.
17 I sometimes step back (in my mind) in order to examine myself from a distance.
18 I'm concerned about what other people think of me.
19 I'm quick to notice changes in my mood.
20 I'm usually aware of my appearance.
21 I know the way my mind works when I work through a problem.
22 Large groups make me nervous.

Reverse score items 8-11
Private self-consciousness subscale: sum items 1, 4, 6, 8, 12, 14, 17, 19, 21
Public self-consciousness subscale: sum items 2, 5, 10, 13, 16, 18, 20
Social anxiety subscale: sum items 3, 7, 9, 11, 15, 22

Part 4

Please answer the following questions about yourself using the following scale:

1. Government should be responsible for caring for the less well-off members of society?
   O Strongly agree
   O Agree
   O Somewhat agree
   O Neither agree nor disagree
   O Somewhat disagree
   O Disagree
   O Strongly disagree

2. Private charity organizations should be responsible for caring for the less well-off members of society?
   O Strongly agree
   O Agree
   O Somewhat agree
   O Neither agree nor disagree
   O Somewhat disagree
   O Disagree
   O Strongly disagree

3. People should be responsible for caring for the less well-off members of society?
   O Strongly agree
   O Agree
   O Somewhat agree
   O Neither agree nor disagree
   O Somewhat disagree
   O Disagree
   O Strongly disagree

4. How often during the last 6 months have you donated money to charities or community?
   O Not at all
   O Once
   O 2 or 3 times
   O 4 or 5 times
   O More than 5 times

5. How often during the last 6 months have you volunteered for charities or community?
   O Not at all
   O Once
   O 2 or 3 times
   O 4 or 5 times
   O More than 5 times

6. I see myself as someone who is reserved.

- O Strongly agree
- O Agree
- O Somewhat agree
- O Neither agree nor disagree
- O Somewhat disagree
- O Disagree
- O Strongly disagree

7. I see myself as someone who is generally trusting.
   - O Strongly agree
   - O Agree
   - O Somewhat agree
   - O Neither agree nor disagree
   - O Somewhat disagree
   - O Disagree
   - O Strongly disagree

8. I see myself as someone who tends to be lazy.
   - O Strongly agree
   - O Agree
   - O Somewhat agree
   - O Neither agree nor disagree
   - O Somewhat disagree
   - O Disagree
   - O Strongly disagree

9. I see myself as someone who is relaxed, handles stress well.
   - O Strongly agree
   - O Agree
   - O Somewhat agree
   - O Neither agree nor disagree
   - O Somewhat disagree
   - O Disagree
   - O Strongly disagree

10. I see myself as someone who has few artistic interests.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree
    - O Disagree
    - O Strongly disagree

11. I see myself as someone who is outgoing, sociable.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree

- O Disagree
- O Strongly disagree

12. I see myself as someone who tends to find faults with others.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree
    - O Disagree
    - O Strongly disagree

13. I see myself as someone who does a thorough job.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree
    - O Disagree
    - O Strongly disagree

14. I see myself as someone who gets nervous easily.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree
    - O Disagree
    - O Strongly disagree

15. I see myself as someone who has an active imagination.
    - O Strongly agree
    - O Agree
    - O Somewhat agree
    - O Neither agree nor disagree
    - O Somewhat disagree
    - O Disagree
    - O Strongly disagree

Part 5

Instructions: In this part, you will give answers to some demographic questions. Please answer to the best of your ability.

1. What is your sex?

   O Male
   O Female

2. What is your age? ___

3. What is your subject of study?

O Art, Design, and Architecture
O Business and Economics
O Engineering
O Law
O Pharmacy and Pharmaceutical Sciences
O Arts
O Education
O Information technology
O Medicine, Nursing, and health Sciences
O Sciences

4. What is your current year of study?

O First year
O Second year
O Third year
O Fourth year/Honours
O Graduate Student

5. What is your cultural and ethnic group?

O Oceanian
O North-West European
O Southern and Eastern European
O North African and Middle Eastern
O South-East Asian
O North-East Asian
O Southern and Central Asian
O Peoples of the Americans
O Sub-Saharan African

6. What is your religion?

O Christian
O Buddhist
O Muslim
O Jewish
O Hindu
O Other

O None

7. Which political party do you most associate with?
O Greens
O Labour
O Liberal/National
O Other

4. Experiment 2 Instructions

Avoid condition

Welcome to the online experiment. To ensure the quality of our scientific research, please now sit in a quiet place with a PC without distractions and put away your phone. You should complete all tasks individually and do not engage in any other activities during the experiment.

We would like to know your opinion about the decisions made by participants in two previous experiments conducted in our MONLEE lab. Each of the participants has only participated in one of the two experiments. You will receive $5 for attending this experiment. Additionally, you may earn more money depending on your answers.

How do you get paid? Since we can no longer pay you in cash, we will require you to create a PayID before registering for an online experiment. You can create a PayID via your regular mobile banking app or internet banking. It takes less than two minutes. At the end of the experiment, you will be asked to provide either the email address or phone number you used to register for PayID. If you haven't created a PayID (https://payid.com.au), please do it now before proceeding.

The next page will show you the original instructions seen by participants in the previous experiments. Please read them carefully.

← →

The instructions provided to those participants in the first experiment are recreated below. You will also be asked to complete the original comprehension questions presented to previous participants.

Instructions for the First Experiment:

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing Questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you may be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

Your donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

At the beginning of Questionnaire 1, if you click **"Go to the donation page"**, you will first complete the donation decision and then you will be directed to the two survey questions. Alternatively, if you click **"Go directly to the survey questions"**, you will be directed to the two survey questions immediately and the donation page will not appear at all.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

#End of the instructions of the first experiment#

The instructions provided to those participants in the second experiment are recreated below. The differences from the first experiment are highlighted in red. In brief, in the second experiment, for every $1 a participant donates, we match it by donating another $1.

Instructions for the Second Experiment:

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing Questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you may be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

For every $1 that you donate, we will also match it by donating another $1. Your donation and the matched donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

At the beginning of Questionnaire 1, if you click **"Go to the donation page"**, you will first complete the donation decision and then you will be directed to the two survey questions. Alternatively, if you click **"Go directly to the survey questions"**, you will be directed to the two survey questions immediately and the donation page will not appear at all.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

#End of the instructions of the second experiment#

No Avoid condition

Welcome to the online experiment. To ensure the quality of our scientific research, please now sit in a quiet place with a PC without distractions and put away your phone. You should complete all tasks individually and do not engage in any other activities during the experiment.

We would like to know your opinion about the decisions made by participants in two previous experiments conducted in our MONLEE lab. Each of the participants has only participated in one of the two experiments. You will receive $5 for attending this experiment. Additionally, you may earn more money depending on your answers.

How do you get paid? Since we can no longer pay you in cash, we will require you to create a PayID before registering for an online experiment. You can create a PayID via your regular mobile banking app or internet banking. It takes less than two minutes. At the end of the experiment, you will be asked to provide either the email address or phone number you used to register for PayID. If you haven't created a PayID (https://payid.com.au), please do it now before proceeding.

The next page will show you the original instructions seen by participants in the previous experiments. Please read them carefully.

← →

The instructions provided to those participants in the first experiment are recreated below. You will also be asked to complete the original comprehension questions presented to previous participants.

Instructions for the First Experiment:

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing Questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you may be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

Your donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

#End of the instructions of the first experiment#

The instructions provided to those participants in the second experiment are recreated below. The differences from the first experiment are highlighted in red. In brief, in the second experiment, for every $1 a participant donates, we match it by donating another $1.

Instructions for the Second Experiment:

Welcome to the experiment. Your task is to complete a survey. The survey consists of two independent questionnaires. Questionnaire 1 is short and will take about 1 – 2 minutes. Questionnaire 2 is longer and will take approximately 30 minutes.

You will receive **$1 as your compensation for completing Questionnaire 1 and $18 for completing Questionnaire 2. Thus you will receive $19 as your compensation for completing both Questionnaire 1 and Questionnaire 2.**

Questionnaire 1 consists of two short questions about a charity (Salvation Army's Melbourne 614 Project). The Melbourne 614 Project assists disadvantaged people in Melbourne by directly supplying them with meals, clothing, food, and anything else they might need. The Project works with people who are homeless, those suffering from mental health issues, as well as people suffering from social poverty.

At the start of Questionnaire 1, you may be asked to donate any amount (from $0 to $19), out of your $19 compensation, to this charity.

For every $1 that you donate, we will also match it by donating another $1. Your donation and the matched donation, if any, will be received by recipients who are currently unemployed and in need of financial help. The needy recipients are disadvantaged people living in Melbourne and are clients of the Salvation Army's Melbourne 614 Project.

Questionnaire 2 is independent of Questionnaire 1 and has nothing to do with the charity.

All your decisions and survey answers in this study are anonymous. At the end of the experiment, you will be paid according to the ID number you privately randomly drew at the beginning. In particular, each participant's payment will be placed in an envelope marked with an ID number. Each participant will pick up the payment envelope according to his/her ID.

#End of the instructions of the second experiment#

5. Experiment 2 Beliefs elicitation questions

Avoid condition

Please now answer the following questions.

1. Please indicate how you would evaluate each of the following behaviours on the following scale: (1 "Extremely desirable" to 7 "Extremely undesirable"), in the first and the second experiment, separately.

First experiment (For every $1 a participant donates, Salvation army will receive $1)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant chose to **skip the donation page** and go directly to the survey questions in Questionnaire 1	○	○	○	○	○	○	○
b. A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant chose to go to the donation page in Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
g. A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

Second experiment (For every $1 a participant donates, Salvation army will receive $2)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant chose to **skip the donation page** and go directly to the survey questions in Questionnaire 1	○	○	○	○	○	○	○
b. A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant chose to go to the donation page in Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
g. A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

← →

2. For each of the above seven types of behaviours, please guess **the most popular answer in today's session** (again, 1 "Extremely desirable" to 7 "Extremely undesirable"), again separately for each experiment. For each experiment, one of the questions will be randomly selected. **You will receive $5** if your guess is correct in that question. (in addition to the fixed amount of $5 you will receive for attending this experiment).

First experiment (For every $1 a participant donates, Salvation army will receive $1)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant chose to **skip the donation page** and go directly to the survey questions in Questionnaire 1	○	○	○	○	○	○	○
b. A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant chose to go to the donation page in Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
g. A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

Second experiment (For every $1 a participant donates, Salvation army will receive $2)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant chose to **skip the donation page** and go directly to the survey questions in Questionnaire 1	○	○	○	○	○	○	○
b. A participant chose to go to the donation page in Questionnaire 1 and donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant chose to go to the donation page in Questionnaire 1 and donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant chose to go to the donation page in Questionnaire 1 and donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant chose to go to the donation page in Questionnaire 1 and donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant chose to go to the donation page in Questionnaire 1 and donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
g. A participant chose to go to the donation page in Questionnaire 1 and donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

← →

No Avoid condition

Please now answer the following questions.

1. Please indicate how you would evaluate each of the following behaviours on the following scale: (1 "Extremely desirable" to 7 "Extremely undesirable"), in the first and the second experiment, separately.

First experiment (For every $1 a participant donates, Salvation army will receive $1)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
b. A participant donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

Second experiment (For every $1 a participant donates, Salvation army will receive $2)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
b. A participant donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

← →

2. For each of the above seven types of behaviours, please guess **the most popular answer in today's session** (again, 1 "Extremely desirable" to 7 "Extremely undesirable"), again separately for each experiment. For each experiment, one of the questions will be randomly selected. **You will receive $5** if your guess is correct in that question. (in addition to the fixed amount of $5 you will receive for attending this experiment).

First experiment (For every $1 a participant donates, Salvation army will receive $1)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
b. A participant donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

Second experiment (For every $1 a participant donates, Salvation army will receive $2)

	Extremely desirable	Moderately desirable	Slightly desirable	Neither desirable nor undesirable	Slightly undesirable	Moderately undesirable	Extremely undesirable
a. A participant donated **$0** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
b. A participant donated **$1** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
c. A participant donated **$5** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
d. A participant donated **$10** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
e. A participant donated **$15** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○
f. A participant donated **$19** when being asked how much to donate to the Salvation army	○	○	○	○	○	○	○

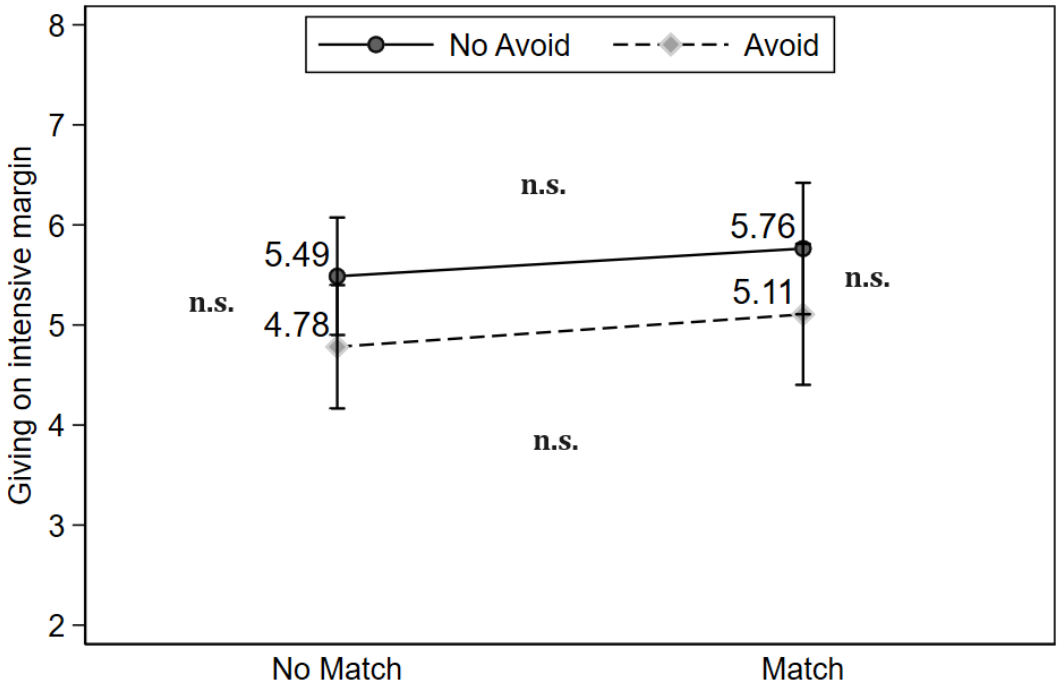
← →

6. Figures S2 – S6

Fig. S2: Procedures in Experiment 1

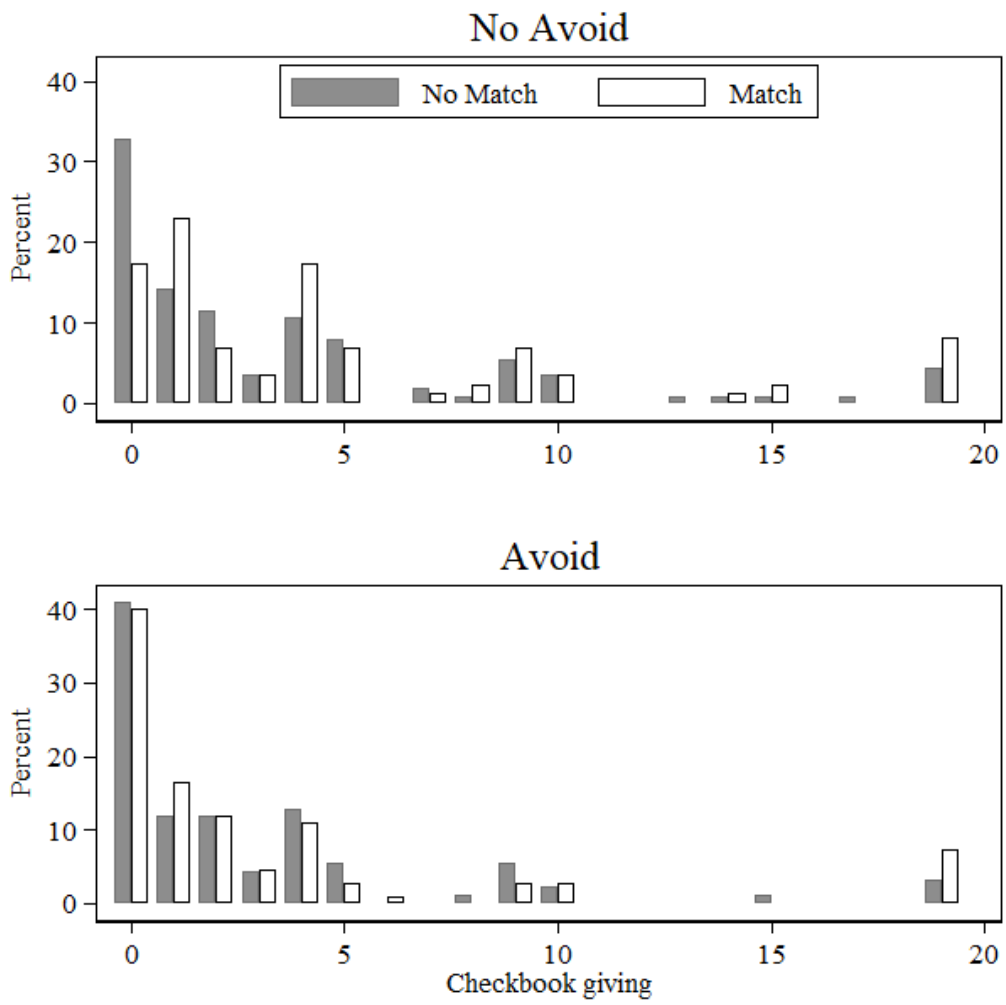
	Instructions		Told of Match		Told of opportunity to skip donation		Donation		Q1		Q2		
No Avoid	Will complete 2 questionnaires Q1 – paid $1 Q2 – Paid $18	➔	No Match: N/A Match: Yes	➔	N/A	➔	Donation decision	➔	Complete Q1	➔	Complete Q2	➔	End
Avoid	Will complete 2 questionnaires Q1 – paid $1 Q2 – Paid $18	➔	No Match: N/A Match: Yes	➔	Yes	Choose Donation page	Donation decision	➔	Complete Q1	➔	Complete Q2	➔	End
						Skip donation page	N/A	➔	Complete Q1	➔	Complete Q2	➔	End

Fig. S3: The effect of a 1:1 match on the giving on the intensive margin (the average donated amount by individuals who donate)



Note: The error bar denotes ±SEM. n.s. $p > 0.1$.

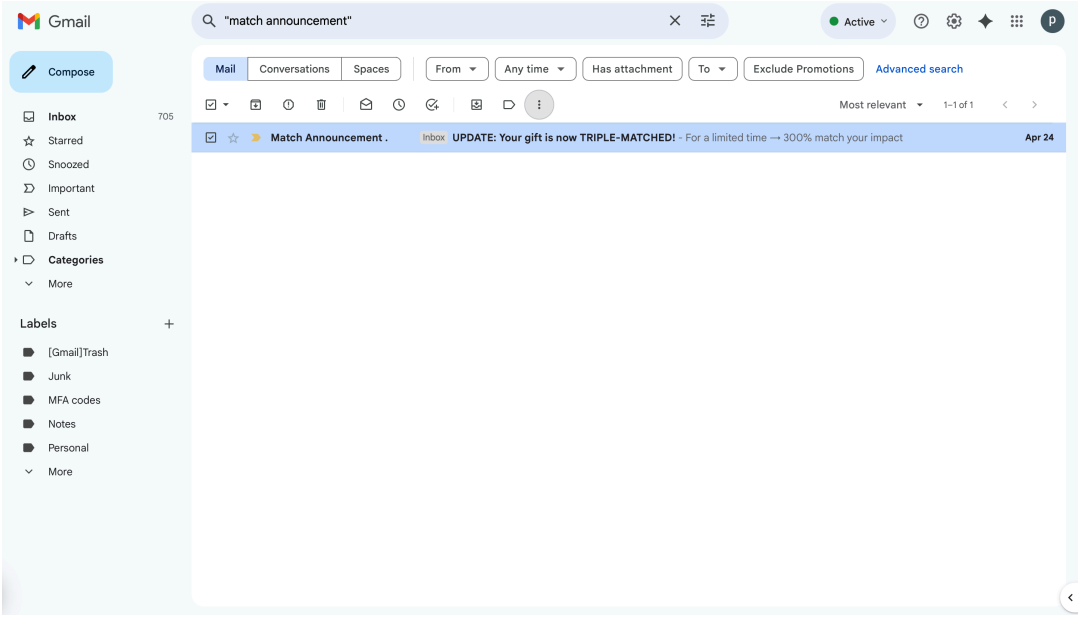
Fig. S4: Distribution of out-of-pocket giving



Note: Giving $0 in the Avoid condition includes participants who chose to avoid the ask.

Fig. S5: An example of solicitation envelopes

Fig. S6: An example of solicitation emails



7. Tables S2 – S5

Table S2: Descriptive statistics in Experiment 1

	No Avoid		Avoid	
	No Match	Match	No Match	Match
Female (%)	52.2 (50.2)	47.1 (50.2)	50.5 (50.3)	67.3 (47.1)
Age	21.7 (3.2)	21.9 (3.4)	21.8 (5.5)	22.3 (4.5)
Year of Study	2.5 (1.2)	2.7 (1.4)	2.3 (1.3)	2.5 (1.4)
Asian (%)	90.3 (29.8)	88.5 (32.1)	78.5 (41.3)	81.8 (38.7)
Christian (%)	20.4 (40.4)	19.5 (39.9)	24.7 (43.4)	30.9 (46.4)
Liberal Party (%)	20.4 (40.4)	23.0 (42.3)	19.4 (39.7)	16.4 (37.2)
Self-Esteem*	20.7 (5.5)	20.9 (5.6)	21.1 (5.8)	20.4 (4.9)
Private Self-Consciousness*	17.5 (4.0)	17.3 (3.9)	18.0 (3.9)	17.3 (4.4)
Public Self-Consciousness*	13.4 (3.1)	13.0 (2.9)	14.1 (3.2)	12.7 (3.2)
Social Anxiety*	9.8 (3.1)	10.5 (3.4)	10.4 (2.9)	9.5 (3.3)
Government Responsible**	2.0 (1.1)	1.9 (1.0)	2.1 (1.3)	2.0 (0.9)
Charity Responsible+	2.5 (1.4)	2.4 (1.3)	2.6 (1.5)	2.7 (1.2)
Self Responsible++	1.9 (1.0)	2.1 (1.2)	2.3 (1.2)	2.1 (1.1)
Frequency of Donation#	2.2 (1.1)	2.2 (1.2)	2.4 (1.3)	2.2 (1.1)
Frequency of Volunteering##	2.1 (1.3)	2.0 (1.4)	1.9 (1.1)	2.0 (1.2)
Business or Econ Major (%)@	22.1 (41.7)	24.1 (43.0)	19.4 (39.7)	20.0 (40.2)
N	113	87	93	110

Note: Mean and standard deviation in parenthesis are reported for each characteristic under each treatment.

*: see Questionnaire 2, Part 2;

**: see Questionnaire 2, Part 3;

+: see Questionnaire 2, Part 4, question 1;

++: see Questionnaire 2, Part 4, question 2;

#: see Questionnaire 2, Part 4, question 3;

##: see Questionnaire 2, Part 4, question 4;

@: see Questionnaire 2, Part 5, question 3.

Table S3: Probit regression of frequency of giving

	No Avoid		Avoid	
	(1)	(2)	(3)	(4)
β_1: Match	0.155**	0.191***	0.009	-0.017
	(0.075)	(0.061)	(0.078)	(0.078)
Demographic controls	No	Yes	No	Yes
N	200	200	203	203

Note: The Probit model reports the average marginal effects. Standard errors clustered by session are in parentheses. Demographic controls include all variables reported in Table S2. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Table S4: Probit regression of frequency of avoiding the ask

	(1)	(2)
β_1: Match	0.038	0.064
	(0.069)	(0.070)
Demographics controls	No	Yes
N	203	203

Note: The Probit model reports the average marginal effects. Standard errors clustered by session are in parentheses. Demographics control includes all variables reported in Table S2.

Table S5: Descriptive statistics in Experiment 2

	No Avoid	Avoid
Female (%)	50.8 (50.4)	63.0 (48.5)
Age	25.8 (10.9)	24.7 (4.9)
Year of Study	3.7 (1.3)	3.7 (1.2)
Asian (%)	85.2 (35.8)	88.0 (32.7)
Christian (%)	14.8 (35.8)	27.0 (44.6)
Liberal Party (%)	8.2 (27.7)	15.0 (35.9)
Government Responsible**	1.7 (0.9)	1.8 (1.0)
Charity Responsible+	3.0 (1.3)	2.8 (1.1)
Self Responsible++	2.6 (1.3)	2.3 (1.2)
Frequency of Donation#	2.4 (1.3)	2.3 (1.1)
Frequency of Volunteering##	2.3 (1.4)	1.9 (1.2)
Business or Econ Major (%)@	26.2 (44.4)	27.0 (44.6)
N	61	100

Note: Mean and standard deviation in parenthesis are reported for each characteristic under each treatment.

**: see Questionnaire 2, Part 3;

+: see Questionnaire 2, Part 4, question 1;

++: see Questionnaire 2, Part 4, question 2;

#: see Questionnaire 2, Part 4, question 3;

##: see Questionnaire 2, Part 4, question 4;

@: see Questionnaire 2, Part 5, question 3.