Supplementary Materials for "Does counting change what counts? Quantification fixation biases decision-making"

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Analysis Approach

We fit ordinary least square linear regression models with robust standard errors in R (Version 4.3.0; (*1*)) using the HC3 method in the *sandwich* package (Version 3.0.2; (*2, 3*)) and contrasts using *emmeans* (Version 1.8.2; (*4*)). For one-sample sign tests, we used the *DescTools* package (Version 0.99.49; (*5*)) and report dominance statistics using the *rcompanion* package (Version 2.4.30; (*6*)). For mediation analyses, we used the *bda* package (Version 15.2.5; (*7*)) and the *mediation* package (Version 4.5.0; (*8*)). For equivalence testing, we used the *TOSTER* package (Version 0.7.1; (*9, 10*)).

Overview of Tested Mechanisms

Table S1. *Overview of tested mechanisms.*

Potential mechanism (ruled in/out)	**Exp**	**Result(s)**
Comparison fluency (ruled in)	4, 5, S8, S9a, S9b	Exp 4, S8: Quantification fixation was attenuated when numbers presented were harder to compare (i.e., more disfluent). Exp 5: Individuals with lower subjective numeracy were not as susceptible to quantification fixation. Exp S9a, S9b: Quantification fixation was partially mediated by three-item fluency measure (measuring comfort, confidence, and ease with using numeric vs. non-numeric information).
Numeric information is encoded and remembered better than non-numeric information (marginally/weakly ruled in)	S2	Quantified attributes were recalled with marginally more accuracy than non-quantified attributes.
Ambiguity aversion (ruled out)	1b, 1c, 2	Exp 1b: Quantification fixation persisted when non-numeric information was familiar (i.e., Grade: A) and had a known mapping to numeric information (i.e. 93-97%). Exp 1c, 2: Even when quantitative and qualitative attributes were transparently linked, eliminating ambiguity, quantification fixation persisted.
Numbers provide a signal of importance (ruled out)	S1b	Attributes were perceived as equally important whether or not they were quantified.
Numbers provide increased perceived precision of information (ruled out)	1b, 1c, 2 S4	Exp 1c, 2: Quantification fixation persisted when numeric and qualitative attributes were transparently linked such that numbers and non-numbers conveyed equally precise information. Exp 1b, S4: Quantification fixation persisted when the numeric dimension was made less precise by

		presenting ranges of numeric values instead of point estimates.
Non-numeric information leads to inaccurate perceptions of trade-off magnitude (ruled out)	1a, 1c, 2, S1, S2, S5b, S6	Exp 1a, S1, S2: Quantification fixation persisted when ratio properties of the choice were held constant whether attributes were quantified or not, which should lead to equally accurate perceptions of trade-off magnitudes across conditions. Exp 1c: Quantification fixation persisted when numeric values were transparently mapped to verbal descriptions. Exp 2: Quantification fixation persisted when verbal estimates (e.g., "Almost certain") were transparently mapped to corresponding numeric estimates (e.g., 95%). Exp S5b: Quantification fixation persisted when we facilitated the transparent mapping of bar graphs to numbers by highlighting that attribute scores could range from 0-100 and including tick marks every 10 units on the bar graph. Exp S6: Most participants (77.6%) accurately perceived that the magnitude of attribute differences was identical for the numeric and non-numeric dimensions.
Numeric information is more familiar than non-numeric information (ruled out)	1a, 1b, S1, S2	Exp 1b: Quantification fixation persisted even whether information was provided via familiar letter grades or numeric ranges that typically correspond to those same letter grades. Exp 1a, S1, S2: Quantification fixation persisted when commonly-used icons were used (e.g., star ratings, cash icons).
Differences in perceived range of potential values for numeric and non-numeric attributes (ruled out)	1a, 1b, 1c, 3b, S1, S2, S5b	Exp 1a, 3b, S1, S2, S5b: Quantification fixation persisted when participants received identical information about the range of possible attribute values across conditions. Exp 1b: Quantification fixation persisted when using familiar attributes whose potential ranges are known:

		academic grades, presented as either letters or numbers. Exp 1c: Quantification fixation persisted when the full range of numeric and qualitative attributes were transparently linked.
Quantification fixation is a result of inattentive participants (ruled out)	3a, 3b, 5, S2, S5b, S7	Exp 3a: Quantification fixation persisted in an incentive-compatible study where participants earned a bonus based on their decision. Exp 3b: Quantification fixation persisted in an in-person experiment where participants made incentive-compatible decisions. Exp 5: Quantification fixation persists in an incentive-compatible study with a nationally representative sample. Exp S2: Recall accuracy was high and statistically indistinguishable for both quantified (93.3%) and non-quantified attributes (91.7%). Exp S5b: Quantification fixation persisted when we instituted a 10 second delay during scenario evaluation to encourage attentiveness. Exp S7: Quantification fixation persisted in a field experiment with U.S. adults on social media.

Supplemental Experiments

Table S2. *Overview of supplemental experiments.*

Exp	N	Choice context	Tradeoff	What does this study demonstrate?
S1	1k	Hotel choice	Price vs. ratings	Quantification fixation persists in separate (rather than joint) evaluation
S2	1k	Hotel choice	Price vs. ratings	Replication of Experiment 1a. Additionally, recall of quantified values was marginally more accurate than non-quantified attribute.
S3a	1k	Property choice	Annual tax vs. distance to city center	Quantification fixation persists in a different consumer choice context with icons
S3b	1k	Restaurant choice	Cost of main course vs. commute time	Quantification fixation persists in a different consumer choice context with icons
S3c	500	Restaurant choice	Cost of main course vs. commute time	Quantification fixation can't be explained by numbers providing a signal of importance. Cost is perceived as the more important dimension whether it is presented as a number or a shaded icon.
S4	1.6k	Restaurant choice	2 (Cost of main course vs. commute time) x 2 (Point estimate vs. range)	Quantification fixation persists when numeric information is presented as a range.
S5a	1k	Car choice	Car condition assessment vs. Safety assessment	Replication in a consumer context with bar graphs
S5b	1k	Public works project choice	Benefit to the Community vs. Efficiency	Replication in a policy context with bar graphs that include tick marks to facilitate the transparent mapping of bar graph values to numeric scores. Additionally, we instituted a 10 second delay during scenario evaluation to encourage participants to carefully evaluate options.
S6	1.6k	Conference location choice	2 (Connectedness vs. Sustainability) x 2 (Control vs. Difference)	Most participants accurately perceive the magnitude of numeric and graphical tradeoffs as equivalent. Drawing attention to the magnitude of these trade-offs did not moderate

				quantification fixation. Evidence against alternate mechanism: inaccurate perception of magnitude of attribute differences when attributes are represented by numbers vs. bar graphs.
S7	236	Charity donation choice	Accountability and Finance vs. Culture and Community	Replication in a field experiment
S8	2k	Public works project choice	2 (Benefit to the Community vs. Efficiency) x 2 (Fluent vs. Disfluent)	Replication of moderation by the comparison fluency of quantified information with different tradeoff values
S9a	1k	Conference location choice	Connectedness vs. Sustainability	Quantification fixation is partially mediated by a three-item fluency measure (measuring comfort, confidence, and ease with using numeric vs. non-numeric information)
S9b	1k	Employee promotion choice	Potential vs. Commitment	Replication of partial mediation with the three-item fluency measure (comfort, confidence, and ease) in a new context with verbal estimates

Experiment S1: Does quantification fixation occur in separate evaluation?

In Experiment S1, we sought to investigate whether quantification fixation occurs when options are separately evaluated instead of jointly evaluated.

Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.32 to complete a 2-minute survey (573 women, 409 men, 17 non-binary, 1 another gender; M_{age}=38.84 years, *SD*=12.98; 632 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/YTS_J37.

Procedure. We used the same hotel choice scenario described in Experiment 1a: participants faced a trade-off between price and rating of hotels. In contrast to Experiment 1a, participants were presented with a single hotel option and asked whether they would be willing to book the hotel.

Participants were randomly assigned to one of four conditions in a 2 (*price quantified* vs. *rating quantified*) x 2 (*higher rated more expensive hotel* vs. *lower rated less expensive hotel*) design, where the higher rated hotel was named "Hotel Luxe" and the lower rated hotel was named "Hotel Milton" (*price quantified-higher rated hotel:* n=249, *price quantified-lower rated hotel:* n=251*, rating quantified-higher rated hotel*: n=250*, rating quantified-lower rated hotel:* n=250). In the *price quantified* conditions, participants evaluated a hotel whose price was presented as a number ($100 for Hotel Milton; $400 for Hotel Luxe) and rating was presented pictorially with icons (3-star icon for Hotel Milton; 5-star icon for Hotel Luxe). In the *rating quantified* conditions, participants evaluated a hotel whose rating was presented as a number (3.0 for Hotel Milton; 5.0 for Hotel Luxe) and price was presented pictorially with icons (1-cash icon for Hotel Milton; 4-cash icon for Hotel Luxe). Participants in the *higher rated more expensive hotel* condition evaluated Hotel Luxe whereas participants in the *lower rated less expensive hotel* condition evaluated Hotel Milton. Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran an OLS regression with robust standard errors to predict whether participants chose to book the hotel. Our primary predictors were an indicator for assignment to the *rating quantified* conditions, an indicator for assignment to the *higher rated more expensive hotel* conditions, and the interaction between these two indicators. Supporting our pre-registered hypothesis, we found a significant interaction between assignment to the *rating quantified* conditions and assignment to the *higher rated more expensive hotel* conditions, (*b_RatingQuantified-x-HigherRatedMoreExpensiveHotel*=0.281, *SE*=0.062, 95% CI [0.160, 0.401], $t(996)=4.56$, $p<0.001$), such that participants were more likely to book Hotel Luxe when rating was numeric (72.4%) than when price was numeric (40.2%), but there was no difference in likelihood of booking Hotel Milton based on which dimension was quantified (45.4% when price was quantified vs. 49.6% when rating was quantified).

We found that participants were significantly more likely to book the hotel they were presented with in the *rating quantified* conditions (61.0%) than in the *price quantified* conditions (42.8%), *b_RatingQuantified*=0.182, *SE*=0.031, 95% CI [0.122, 0.242], t(996)=5.92, $p<0.001$. We also found a main effect of assignment to the *higher rated more expensive hotel* conditions on participants' likelihood of booking the presented hotel such that participants were overall

more likely to book Hotel Luxe (*b_HigherRatedMoreExpensiveHotel*=0.088, *SE*=0.031, 95% CI [0.027, 0.148], *t*(996)=2.85, *p*=0.004).

As a robustness check, we ran a logistic regression to predict whether the participants chose to book the hotel with an indicator for assignment to the *price quantified* conditions, an indicator for assignment to the *higher rated more expensive hotel* conditions, and the interaction between these two indicators and found similar results, *OR_RatingQuantified-x-HigherRatedMoreExpensiveHotel*=1.20, *SE*=0.262, 95% CI [0.683, 1.712], *z*(1996)=4.56, *p*<0.001. This experiment provides initial evidence that quantification fixation can occur in a separate evaluation scenario.

Table S3. *Experiment S1 regression results.*

	Estimate	*p*
Rating quantified condition	0.042 (0.045)	0.350
Higher rated more expensive hotel condition	-0.053 (0.044)	0.236
Rating quantified*Higher rated more expensive hotel	0.281*** (0.062)	<0.001
Intercept	0.454*** (0.032)	<0.001
Observations	1000	
Adjusted R^2	0.058	

Note: This table reports the results of an ordinary least squares (OLS) regression to predict whether the participants chose to book the hotel. The primary predictors in this regression were indicators for assignment to the *rating quantified* condition, *higher rated more expensive hotel* condition, and the interaction between the two. Standard errors reported in parentheses are estimated robustly using HC3. *p<0.05 **p<0.01 ***p<0.001.

Experiment S2: Are numbers recalled with higher frequency compared to qualitative information?

In Experiment S2, we sought to replicate the quantification fixation effect we found in Experiment 1a and to additionally investigate whether recall of numeric information was better, worse, or similar to recall of non-numeric information. In all of our experiments, participants had access to the attribute values of the presented options at the time of choice. However, it is possible that numbers are encoded better and thus remembered better, and that this could be a driver of quantification fixation.

Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.60 to complete a 3-minute survey (491 women, 498 men, 11 non-binary; M_{age}=39.20 years, *SD*=12.57; 678 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/Z4L_ZFK.

Procedure. We used the same hotel choice scenario described in Experiment 1a: participants faced a trade-off between price and rating of hotels. In contrast to Experiment 1a, participants were asked to report via multiple choice the price and rating of each hotel that they evaluated after making their decision.

Participants were randomly assigned to one of two conditions: *rating quantified* (n=496) and *price quantified* (n=504). In both conditions, participants evaluated the same two hotels and chose one to book. One hotel had a higher rating and higher price (i.e., "Hotel Luxe") and the other had a lower rating and lower price (i.e., "Hotel Milton").

After making their decision, participants reported the price of each hotel they evaluated and the rating of each hotel they evaluated. They were provided with multiple choice options that corresponded to the full range of the attributes in the specific formats that they saw. Specifically, participants in the *rating quantified* condition chose from a multiple-choice list of possible numeric values for the rating of each hotel (i.e., 1.0, 2.0, etc.) and from a multiple-choice list of possible shaded cash icon bars for the cost of each hotel (i.e., pictures of 1-cash bar, 2-cash bar, etc.). Meanwhile, participants in the *price quantified* condition chose from a multiple-choice list of possible numeric values for the price of each hotel (i.e., $100, $200, etc.) and from a multiple-choice list of possible filled-in star ratings for each hotel (i.e., pictures of 1-star, 2-star, etc.). Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the higher rated but more expensive hotel across conditions. Replicating our results from Experiment 1a, participants were significantly more likely to choose "Hotel Luxe", the hotel with the higher rating and higher price, in the *ratings quantified* condition (55.2%) than the *price quantified* condition (35.5%), $\chi^2(1)=38.46$, $p<0.001$, 95% CI [0.135, 0.260], effect size $h=0.399$. As a robustness check, we ran an OLS regression with robust standard errors to predict whether the higher rated but more expensive hotel was selected as a function of assignment to the *rating quantified* condition and found similar results, *b_RatingQuantified*=0.197, *SE*=0.031, 95% CI [0.137, 0.258], $t(998)=6.38$, $p<0.001$.

To examine differences in rates of recall for quantified and non-quantified attributes, as pre-registered, we ran an OLS regression with participant-clustered robust standard errors (to

account for the fact that participants made four judgments) to predict whether participants accurately recalled an attribute's value. The primary predictor was an indicator for whether the attribute was quantified or not. We controlled for the attribute (with indicators for Hotel Milton-Price, Hotel Milton-Rating, Hotel Luxe-Price; Hotel Luxe-Rating was the omitted baseline). We found that participants were marginally more likely to accurately recall an attribute value when it was quantified (93.3%) as compared to when it was not (91.7%), *b_Quantified*=0.016, *SE*=0.009, 95% CI [-0.0003, 0.032], t(996)=1.78, *p*=0.075 (see Table S3 for further details). This provides some initial evidence that numbers are remembered better than filled-icon bars. This may suggest that numbers are encoded more effectively than non-numbers, which could partially account for quantification fixation.

In an exploratory analysis we examined whether recall differences across quantified vs. non-quantified information mediate quantification fixation. We created a difference score to capture the difference in recall rates for hotel ratings vs. hotel prices. However, we found that this difference in recall did not predict the likelihood of selecting the higher rated more expensive hotel, *b_recallDiff*=0.005, S*E*=0.059, 95% CI [-0.104, 0.114], t(998)=0.087, *p*=0.931. This could be because 81.5% of our sample recalled quantified and non-quantified attribute values at identical rates, so there wasn't enough variance to examine whether this difference might mediate quantification fixation.

Table S4. *Experiment S2 regression results.*

	Estimate	*p*
Quantified Attribute	0.016 (0.009)	0.075
Hotel Milton-Price	0.034*** (0.009)	<0.001
Hotel Milton-Rating	0.002 (0.008)	0.809
Hotel Luxe-Price	-0.028* (0.013)	0.025
Intercept	0.915*** (0.009)	<0.001
Observations	1000	
Adjusted R^2	0.007	

Note: This table reports the results of an ordinary least squares (OLS) regression to predict accurate recall of an attribute. The primary predictor in this regression was an indicator for whether the attribute was quantified or not. We controlled for the attribute (with indicators for Hotel Milton-Price, Hotel Milton-Rating, and Hotel Luxe-Price; Hotel Luxe-Rating was the omitted baseline). Standard errors reported in parentheses are participant-clustered. *p<0.05 **p<0.01 ***p<0.001.

Experiment S3a: Does quantification fixation persist in a different consumer context when icons represent qualitative information?

In Experiment 3a, we presented online participants with a hypothetical choice between two houses for sale that required them to make a trade-off between property taxes and the distance they would have to travel to reach their city's center. Across participants, we randomized whether the houses' taxes or distance to the city center were described numerically (vs. pictorially), emulating the type of information real estate shoppers might encounter on a website like Redfin or Zillow. We predicted that participant choices would shift in favor of the property that dominated on whichever dimension was presented numerically.

Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.32 to complete a 2-minute survey (493 women, 489 men, 17 non-binary, 1 another gender; M_{age}=37.10 years, *SD*=13.60; 723 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/SS6_HHR.

Procedure. We asked each participant to imagine that they were interested in buying a home. After browsing listings, they came across two houses they were excited about. They were told that the houses were similarly priced and in similar neighborhoods. Unfortunately, both houses were hosting open houses at the same time, so they would only have time to see one. Participants were randomly assigned to one of two conditions: the *tax quantified* condition (n=500) or *commute quantified* condition (n=500). In both conditions, participants evaluated the same two houses and chose which one they would prefer to visit. One house was subject to higher property taxes but was closer to their city's center and the other was subject to lower property taxes but was further from their city's center.

Although houses were identical across experimental conditions (as verified by pre-testing)[1], we varied which dimension—tax versus distance—was described numerically and which was described pictorially. In the *tax quantified* condition, the property tax for each house was presented as a number ($1,500 for Property A; $3,000 for Property B) while the distance from the house to the city center was presented pictorially with icons (4-footprint icon for Property A; 2-footprint icon for Property B). In the *commute quantified* condition, the distance from each house to the city center was presented as a number (30 minutes for Property A; 10 minutes for Property B) while the property tax was presented pictorially with icons (2-cash icon for Property A; 4-cash icon for Property B). Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the lower tax but longer commute house across conditions. Consistent with our hypothesis, participants were significantly more likely to choose

[1] Specifically, in a calibration pilot, participants saw the same scenario and stimuli described above but instead of choosing a house, they reported the distance (in minutes) to the city center that they associated with different footprint icons as well as the annual property tax (in dollars) that they associated with different cash icons. We then selected footprint icons to display in Experiment S3a whose median perceived values matched the quantified commute times in our stimuli (10 minutes and 30 minutes to the city center, respectively). Similarly, we selected cash icons to display in Experiment S3a whose median perceived values matched the quantified property taxes in our stimuli ($1,500 annually and $3,000 annually, respectively).

the lower tax but longer commute house in the *tax quantified* condition (83.4%) than in the *commute quantified* condition (68.0%), $\chi^2(1)=31.4$, $p<0.001$, 95% CI [-0.208, -0.100], effect size $h=0.363$. As a robustness check, we ran an OLS regression with robust standard errors to predict whether the lower tax but longer commute house was selected as a function of assignment to the *tax quantified* condition and found similar results, *b_TaxQuantified*=0.154, *SE*=0.027*,* 95% CI [0.102, 0.206], $t(998)=5.76$, $p<0.001$. These results provide more evidence of quantification fixation in a new consumer context.

Experiment S3b: Does quantification fixation persist in a third consumer context when icons represent qualitative information?

Experiment S3b was a replication of Experiments 1a and S3a in a different consumer choice context. Participants made a hypothetical choice between two restaurants that required them to make a tradeoff between the average cost of a main course and commute time. Across participants, we randomized whether the cost or commute was described numerically (vs. pictorially), emulating the type of information consumers might encounter on a website like Yelp.

Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.30 to complete a short 2-minute survey (486 women, 496 men, 16 non-binary, 2 another gender; M_{age}=35.44 years, *SD*=12.69; 744 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/87L_VSS.

Procedure. We asked participants to imagine that they were making reservations at a restaurant where they would eat with a friend that night. We told participants they had narrowed their options down to two, and they now had to make a final decision. Participants were randomly assigned to one of two conditions: the *cost quantified* condition (n=500) or the *commute quantified* condition (n=500). In both conditions, participants evaluated the same two restaurants and chose one. One restaurant was more expensive and closer to their location and another that was cheaper and further away.

Although restaurants were identical across experimental conditions (as verified by pre-testing)[2], we varied which dimension – cost or commute time -- was described numerically and which was described pictorially. In the *cost quantified* condition, the average price of a main course was presented as a number ($35 for Restaurant A; $15 for Restaurant B) while the commute time was presented pictorially with icons (2-footprint icon for Restaurant A; 4-footprint icon for Restaurant B). In the *commute quantified* condition, the commute time was presented as a number (15 minutes for Restaurant A; 30 minutes for Restaurant B) while the average price of a main course was presented pictorially with icons (4-cash icon for Restaurant A; 2-cash icon for Restaurant B). Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the cheaper but further restaurant across conditions. Consistent with quantification fixation, participants were significantly more likely to choose the cheaper but further restaurant in the *cost quantified* condition (85.4%) than the *commute quantified* condition (59.4%), $\chi^2(1)=83.28$, $p<0.001$, 95% CI [-0.315, -0.205], effect size $h=0.598$. As a robustness check, we ran an OLS regression with robust standard errors to predict

[2] Specifically, in a calibration pilot, participants saw the same scenario and stimuli described above but instead of choosing a restaurant, they reported the distance (in minutes) to the restaurant that they associated with different footprint icons as well as the average price of the main course (in dollars) that they associated with different cash icons. We then selected footprint icons to display in Experiment S3b whose median perceived values matched the quantified commute times in our stimuli (10 minutes and 30 minutes to the restaurant, respectively). Similarly, we selected cash icons to display in Experiment S3b whose median perceived values matched the average price of the main course in our stimuli ($15 and $35, respectively).

whether the cheaper but further restaurant was selected as a function of assignment to the *cost quantified* condition and found similar results, *b_CostQuantified*=-0.260, *SE*=0.027, 95% CI [0.207, 0.313], $t(998)=9.59$, $p<0.001$. These results provide further evidence of quantification fixation.

Experiment S3c: Is quantification fixation explained by quantification as a signal of importance?

In Experiment S3c, we tested whether quantification fixation occurs because numbers provide a signal of importance. If numbers provide a signal of importance, this might suggest that the numeric dimension should objectively be weighed more heavily in a decision compared to a non-numeric dimension.

Method

Participants. We recruited 500 participants from Prolific and paid them $0.32 to complete a short 2-minute survey (240 women, 252 men, 7 non-binary, 1 another gender; M_{age}=36.22 years, *SD*=11.98; 381 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/3RD_HW6.

Procedure. Similar to Experiment S3b, we asked participants to imagine that they were making reservations at a restaurant where they would eat with a friend that night. We told participants they would see options that look like an example restaurant option we presented. Participants were randomly assigned to one of two conditions: the *cost quantified* condition (n=250) or the *commute quantified* condition (n=250). In the *cost quantified* condition, they were told that distance would be provided graphically by shading in the icons and cost would be provided in dollars. We presented them with an example restaurant option where cost was shown as "$XX" and distance was provided as an icon bar with none of the footprint icons shaded in. In the *commute quantified* condition, they were told that distance would be provided in minutes and cost would be provided graphically by shading in the icons. We presented them with an example restaurant option where distance was shown as "XX minutes" and cost was provided as an icon bar with none of the cash icons shaded in. Participants chose between cost or distance as mattering more. Finally, all participants answered questions about their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose cost as mattering more across conditions. Consistent with our hypothesis, participants were similarly likely to choose cost in the *cost quantified* (72.4%) and *commute quantified* (76.4%) conditions, $\chi^2(1)=0.851$, $p=0.356$, 95% CI [-0.040, 0.120], effect size $h=0.092$. As a robustness check, we ran an OLS regression with robust standard errors to predict whether cost was selected as a function of assignment to the *cost quantified* condition and found similar results, *b_CostQuantified*=-0.040, *SE*=0.039, 95% CI [-0.117, 0.037], $t(499)=-1.02$, $p=0.307$. An equivalence test using the two one-sided t-test (TOST) method shows that the outcomes of these two conditions are equivalent at 90% confidence, using a tolerance margin of ±0.105. This supplemental experiment suggests it is unlikely that quantification fixation is driven by shifts in attributes' perceived importance when they are quantified, as we detect no such shift.

Experiment S4: Does quantification fixation persist when numeric information is presented as a range rather than a point estimate?

Across all of our experiments, one possibility is that participants faced with a trade-off between a quantitative and qualitative attribute might believe the numeric information provided is more precise than information presented verbally or pictorially. They may expect that words and icons represent a range of values while numbers represent a specific, known value (neglecting to appreciate that numeric values like the price of a typical meal at a restaurant are also inexact). If such a misperception exists, it may drive quantification fixation. To explore this possibility, we ran an experiment where we varied whether we presented participants with a range of values (i.e., $25-$45) or a single point estimate (i.e., $35) to describe one dimension of a trade-off. We hypothesized that if perceptions of imprecision were driving our effects, quantification fixation would be attenuated when participants were presented with a range of values for the numeric attribute (instead of a single point estimate).

Method

Participants. We recruited 1,600 participants on Prolific and paid them $0.32 to complete a 2-minute survey (774 women, 795 men, 29 non-binary, 2 another gender; M_{age}=38.77 years, *SD*=13.37; 1182 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/N99_V1Q.

Procedure. We presented participants with the same restaurant choice scenario as described in Experiment S3b (where participants faced trade-offs between two restaurants' cost vs. commute time, and the information presented describing the restaurants was numerical for one dimension and graphical for the other).

Although the two restaurants were the same across experimental conditions thanks to pre-testing (see Experiment S3b for details), as usual we varied which dimension was described numerically and which was described verbally across conditions. We also introduced a new manipulation to our two-condition experimental design: when describing cost or commute time numerically, we randomized whether we presented a point estimate ($15 or $35 for cost; 10 or 30 minutes for commute time) or a range ($10-$20 or $25-$45 for cost; 10-15 or 25-40 minutes for commute time). This resulted in a 2 (*cost quantified* vs. *commute quantified*) x 2 (*point* vs. *range*) design (*cost quantified-point:* n=406, *cost quantified-range:* n=399*, commute quantified-point*: n=398*, commute quantified-range:* n=397). Finally, all participants answered questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran an OLS regression with robust standard errors to predict whether participants chose the cheaper but further restaurant. Our primary predictors were an indicator for assignment to the c*ost quantified* conditions, an indicator for assignment to the *range* conditions, and the interaction between these two indicators.

We found that participants were significantly more likely to choose the cheaper but further restaurant in the *cost quantified* conditions (75.9%) than in the *commute quantified* conditions (55.5%), *b_CostQuantified*=0.204, *SE*=0.023, 95% CI [0.159, 0.250], $t(1596)=8.80$, $p<0.001$. Further, we found a significant main effect of assignment to the *range* conditions on participants' likelihood of choosing the cheaper but further restaurant (*b_Range*=-0.070, *SE*=0.023, 95% CI [-0.116, -0.025], $t(1596)=-3.03$, $p=0.003$). Contrary to our pre-registered

hypothesis, we did not find a significant interaction between assignment to the *cost quantified* conditions and assignment to the *range* conditions, (*b_CostQuantified-x-Range*=0.003, *SE*=0.046, 95% CI [-0.088, 0.094], *t*(1596)=0.060, *p*=0.952). Thus, even when the quantitative dimension was made less precise by presenting ranges of numeric values instead of point estimates, quantification fixation persisted.

We confirmed that our results are robust to re-running our model as a logistic regression to predict whether the interaction between the indicator for assignment to the *cost quantified* condition and the indicator for assignment to the *range* condition predicted whether the cheaper but further restaurant was selected and found similar results, *OR_CostQuantified-x-Range*=-0.088, *SE*=0.219, 95% CI [-0.518, 0.342], *z*(1596)=-0.40, *p*=0.690.

Experiment S5a: Does quantification fixation persist when bar graphs represent qualitative information in a consumer context?

Experiment S5a examined whether quantification fixation persists in a consumer choice context when choice attributes are arbitrary scores (i.e., a car's safety assessment score) instead of information whose units have meaning (i.e., a car's cost in dollars).

Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.30 to complete a short survey (487 women, 499 men, 10 non-binary, 4 another gender; M_{age}=37.07 years, *SD*=13.36; 714 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/WLB_CHN.

Procedure. We asked participants to imagine they were interested in buying a pre-owned car. They were told that they were excited about two similarly priced SUVs that had undergone extensive evaluations to assess their condition and safety. Specifically, each car was put through a Car Condition Assessment and a Safety Assessment. The Car Condition Assessment score was based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment score was based on the car's performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Participants were randomly assigned to one of two conditions: the *condition quantified* condition (n=500) or the *safety quantified* condition (n=500). In both conditions, participants evaluated the same two cars and chose one. One car had a higher Condition Assessment and a lower Safety Assessment and the other had a lower Condition Assessment and higher Safety Assessment.

Although cars were identical across experimental conditions, we varied which dimension – Condition Assessment or Safety Assessment – was described numerically and which was described pictorially. In the *condition quantified* condition, the Condition Assessment for each car was presented as a number (91/100 for Car A; 74/100 for Car B) while the Safety Assessment was depicted as a green filled bar graph. In the *safety quantified* condition, the Safety Assessment for each car was presented as a number (74/100 for Car A; 91/100 for Car B) while the Condition Assessment was depicted as a green filled bar graph. Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the better condition but worse safety car in both conditions. Consistent with quantification fixation, participants were significantly more likely to choose the better condition but worse safety car in the *condition quantified* condition (62.8%) than the *safety quantified* condition (23.6%), $\chi^2(1)=154.97$, $p<0.001$, 95% CI [0.334, 0.450], effect size $h=0.815$. As a robustness check, we ran an OLS regression with robust standard errors to predict whether the better condition but worse safety car was selected as a function of assignment to the *condition* quantified condition and found similar results, *b_ConditionQuantified*=0.392, *SE*=0.029, 95% CI [0.335, 0.449], $t(998)=13.60$, $p<0.001$.

Experiment S5b: Does quantification fixation persist with more granular bar graphs and an enforced delay to encourage longer evaluation?

In Experiment S5b, we sought to further test the generalizability of quantification fixation when bar graphs represent qualitative information.

Method

Participants. We recruited 1,000 participants on Amazon Mechanical Turk and paid them $0.32 to complete a 2-minute survey (524 women, 465 men, 9 non-binary, 1 another gender, 1 prefer not to say; M_{age}=44.58 years, *SD*=13.20; 743 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/T66_YDK.

Procedure. We used the same public works project choice scenario described in Experiments 4 and S8 in which participants faced a trade-off between the potential benefit vs. efficiency of two public works project proposals. In contrast to Experiment 4, we (1) explicitly described the possible range (i.e., 0-100) of scores for each assessment, (2) created new bar graphs that included tick marks at every ten units to allow for more transparent mapping of bar graph values to numeric values (see Table S55 for details), and (3) instituted a delay such that participants were required to evaluate the scenario for at least 10 seconds before they could advance and decide between project proposals.

Participants were randomly assigned to one of two conditions: the *benefit quantified* condition (n=500) or the *efficiency quantified* condition (n=500). In both conditions, participants evaluated the same two project proposals, and they voted for one. One proposal had a higher benefit to community assessment score and a lower efficiency assessment score and the other had a lower benefit to community assessment score and a higher efficiency assessment score. Although project proposals were identical across experimental conditions, we varied which dimension—benefit to the community versus efficiency—was described numerically and which was described graphically. In the *benefit quantified* condition, the benefit to the community assessment for each proposal was presented as a number (90/100 for Project A; 75/100 for Project B: 75/100) while the efficiency assessment was depicted as a filled bar graph. In the *efficiency quantified* condition, the efficiency assessment for each proposal was presented as a number (75/100 for Project A; 90/100 for Project B) while the benefit to the community assessment was depicted as a filled bar graph. Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the higher benefit but less efficient project proposal across conditions. Again, we found evidence of quantification fixation: participants were significantly more likely to choose the project proposal with the higher Benefit to the Community Assessment score but lower Efficiency Assessment score in the *benefit quantified* condition (85.6%) than the *efficiency quantified* condition (58.0%), $\chi^2(1)=92.70$, $p<0.001$, 95% CI [0.221, 0.331], effect size $h=0.632$. As a robustness check, we ran an OLS regression with robust standard errors to predict whether the higher benefit but less efficient project proposal was selected as a function of assignment to the *benefit quantified* condition and found similar results, *b_BenefitQuantified*=0.276, *SE*=0.027, 95% CI [0.223, 0.329], $t(998)=10.17$, $p<0.001$.

Experiment S6: Is quantification fixation explained by inaccurate perceptions of the magnitude of attribute differences for quantitative and qualitative attributes?

In Experiment S6, we tested whether quantification fixation arises due to inaccurate perceptions of the magnitude of attribute differences when dimensions are represented pictorially versus numerically. Two numeric estimates are easily compared: we can easily subtract one from another to calculate the difference. In contrast, two estimates represented pictorially might not lend themselves as easily to precise calculations of differences. As a result, people could systematically underestimate the magnitude of attribute differences presented pictorially relative to those presented numerically, and this distortion might lead them to overweight the quantitative information. To test this hypothesis, we prompted some participants to estimate the relative size of attribute differences represented with numbers vs. continuous visualizations (i.e., bar graphs) prior to choice to understand whether decision-makers are similarly accurate in their perceptions of magnitude difference between two numeric values and two bar graphs that represented identical values, and whether this attenuated quantification fixation.

Method

Participants. We recruited 1,600 participants on Prolific and paid them $0.40 to complete a short survey (769 women, 784 men, 42 non-binary, 4 another gender, 1 prefer not to say; M_{age}=35.58 years, *SD*=13.38; 1050 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/3K6_G45.

Procedure. We presented participants with the same conference location choice scenario as described in Experiments 1c and S9a (where participants faced tradeoffs between two conference locations' connectedness score vs. sustainability score, and the information presented describing the conference locations was numerical for one dimension and graphical for the other). We introduced an additional manipulation to our two-condition design, resulting in a 2 (*connectedness quantified* vs. *sustainability quantified*) x 2 (*control* vs. *difference*) experimental design (*connectedness quantified-control:* n=396, *connectedness quantified-difference:* n=393*, sustainability quantified-control*: n=404*, sustainability quantified-difference:* n=407).

Participants assigned to the *difference* conditions were prompted to compare the magnitude of the tradeoff between the two numeric values vs. the two bar graphs *before* reading the conference location choice scenario and making a choice. Specifically, they were asked to report whether they thought the difference between the numbers was 1) equal to, 2) greater than, or 3) less than the difference between the bar graphs. The ground-truth was that the difference between the numbers and bar graphs was equal. Participants assigned to the *control* condition simply made their choice with no additional prompting beforehand. Participants then answered follow-up questions about experiment stimuli.

Next, we measured participants' perceptions of the fluency of the information they'd reviewed about each potential conference location's sustainability and connectedness. To assess this, we asked participants to respond to a 4-item scale about their comfort, confidence, ease, and precision in using the information presented to make their decision. Participants responded to the perceived fluency scale twice: once to rate the information they had reviewed about each location's connectedness score (Cronbach's α=0.90), and once to rate the information they had reviewed about each location's sustainability score (Cronbach's α=0.90). In both cases, scale items were averaged to create composites. Finally, all participants answered questions about their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran an OLS regression with robust standard errors to predict whether participants chose the higher connectedness but lower sustainability conference location. Our primary predictors were an indicator for assignment to the *connectedness quantified* conditions, an indicator for assignment to the *difference* conditions, and the interaction between these two indicators.

Consistent with our hypothesis, participants were significantly more likely to choose the conference location with the higher connectedness score but lower sustainability score in the *connectedness quantified* condition (80.0%) than in the *sustainability quantified* condition (51.2%), *b_ConnectednessQuantified*=0.288, *SE*=0.023, 95% CI [0.244, 0.332], *t*(1596)=12.71, $p<0.001$[3]. Further, we found no main effect of assignment to the *difference* conditions on participants' likelihood of choosing the conference location with the higher connectedness score but lower sustainability score, *b_Difference*=-0.014, *SE*=0.023, 95% CI [-0.059, 0.030], *t*(1596)=-0.625, *p*=0.532), and no significant interaction between assignment to one of the *connectedness quantified* conditions and assignment to one of the *difference* conditions (*b_ConnectednessQuantified-x-Difference*=-0.036, *SE*=0.045, 95% CI [-0.125, 0.053], *t*(1596)=-0.785, *p*=0.433).[4]

Participants assigned to the *difference* conditions overwhelmingly indicated that the tradeoff magnitudes were equivalent across the two attributes: 77.6% of participants perceived the difference between numbers and bar graphs as equal. Meanwhile, 15.6% of participants perceived the difference between the numbers as greater than the difference between the bar graphs and 6.8% of participants perceived the difference between the numbers as less than the difference between the bar graphs. Therefore, the majority of participants accurately perceived identical tradeoff differences between the numbers and bar graphs.

Taken together, we show that quantification fixation cannot be explained by people systematically misperceiving the size of the tradeoff difference when dimensions are represented graphically vs. numerically: most participants accurately perceived the magnitude of numeric and graphical tradeoffs as equivalent. Furthermore, even after drawing participant attention to tradeoff differences for both the quantitative and qualitative attribute, highlighting their equivalency, quantification fixation endures.

In order to explore condition-based differences in the perceived fluency of the connectedness and sustainability information provided, we ran two OLS regressions with robust standard errors to predict (1) the perceived fluency of information about connectedness and (2) the perceived fluency of information about sustainability. In both regressions, our primary predictor was an indicator for assignment to the *connectedness quantified* condition.

We found that participants perceived the connectedness score to be significantly more fluent in the *connectedness quantified* condition (*M*=5.33, *SD*=1.31) than in the *sustainability quantified* condition (*M*=4.09, *SD*=1.35), *b_ConnectednessQuantified*=1.237, *SE*=0.067, 95% CI [1.106, 1.367], *t*(1598)=18.56, $p<0.001$. They also perceived the sustainability score to be

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[3] As a robustness test, we ran a two-sample two-tailed test of proportions, $\chi^2(1)=145.31$, $p<0.001$, 95% CI [-0.334, -0.242], effect size *h*=0.619.

[4] We confirmed that our results are robust to re-running our model as a logistic regression to predict whether the interaction between the indicator for assignment to the *connectedness quantified* condition and the indicator for assignment to the *difference* condition predicted whether the better connected but less sustainable conference location was selected and found similar results, *OR_ConnectednessQuantified-x-Difference*=-0.214, *SE*=0.227, 95% CI [-0.660, 0.230], *z*(1596)=-0.943, *p*=0.345.

significantly less fluent in the *connectedness quantified* condition (*M*=3.90, *SD*=1.35) than in the *sustainability quantified* condition (*M*=5.31 *SD*=1.30), *b_ConnectednessQuantified*=-1.407, *SE*=0.066, 95% CI [-1.537, -1.278], *t*(1598)=-21.25*, p*<0.001. Taken together, when participants were presented with quantified information, they perceived greater fluency in using that information compared to the graphical information.

Experiment S7: Does quantification fixation occur in the wild?

In Experiment S7, we tested whether quantification fixation replicates in a field context. U.S. social media users who did not know their behavior was observed as part of an experiment voted for one of two charities to receive a $1000 donation.

Method

Participants. Participants were 236 U.S. adults on social media who chose to click on an ad we posted through Meta's Ad Manager page (ads were posted to both Facebook and Instagram and were restricted to U.S. users aged 18 or older). We obtained a waiver of informed consent, so social media users did not know they were part of an experiment. The ad urged users to vote for an environmental charity to receive a donation and truthfully informed them that we would donate $1,000 to the charity that received the most votes. This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/WYQ_1L3. Our pre-registration specified that we would continue collecting data for either three weeks or until we reached 1,000 participants, whichever came first. Data collection was slower than expected, so we closed our campaign at the end of our pre-registered data collection window despite reaching far fewer participants than we originally hoped to target.

Procedure. We designed a social media ad campaign that enticed people to click and vote by asking, "Which environmental charity should receive $1,000?" (see Experimental Materials for a screenshot of the ad). Our daily spend was capped at $500 - $750 per day. Our campaign ran for three weeks (from April 18, 2024 until May 9, 2024). Those who clicked on the ad were brought to a Qualtrics survey where they learned more about two environmental charities and voted for one of the two to receive $1,000. The choice scenario presented was identical to Experiments 3b and 5.

Social media users were randomly assigned to one of two conditions: the *accountability and finance quantified* condition (n=118) or the *culture and community quantified* condition (n=118).[5] Although the charities were identical across experimental conditions, we varied which dimension—Accountability and Finance versus Culture and Community—was described numerically and which was described graphically. Participants voted for one of the two charities to receive a $1,000 donation and were asked whether they wanted to be notified with the name of the winning charity. If they did, they were asked to provide an email address.[6] Since we didn't want people to know this was an experiment, we didn't collect follow-up questions about the experimental stimuli or their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose to donate to the charity with the higher Accountability and Finance score but lower Culture and Community score (i.e., The Natural Resources Defense Fund) across conditions. In this field experiment, we found suggestive evidence of quantification fixation: participants were marginally more likely to donate to The Natural Resources Defense Fund in the *accountability and finance quantified* condition (48.3%) than the *culture and community quantified* condition (35.6%), $\chi^2(1)=3.41$, $p=0.065$, 95% CI [-

[5] Randomization happened within this Qualtrics survey; in other words, only social media users who clicked on the survey link were randomized into an experimental condition. As a result, we did not rely on Meta's A/B testing function for randomization.

[6] 25.8% of social media users who participated in the vote asked to be notified of the ultimate outcome.

0.006, 0.260], effect size *h*=0.258. While we'd hoped to be better powered to detect quantification fixation (and in fact pre-registered a target sample size of 1,000), it's notable that the effect size in this setting is comparable to the effect sizes we have documented in the 18 pre-registered online experiments presented across our manuscript and online supplement (effect size *h* range: [0.245, 0.815]). As a robustness check, we ran an OLS regression with robust standard errors to predict whether The Natural Resources Defense Fund was selected as a function of assignment to the *accountability and finance quantified* condition and found similar results, *b_AccountabilityFinanceQuantified*=0.127, *SE*=0.064, 95% CI [0.001, 0.253], *t*(234)=1.98, *p*=0.049.

Experiment S8: Does the comparison fluency of numeric information moderate quantification fixation?

In Experiment S8, we aimed to replicate our previous results from Experiment 4 where we examined whether the comparison fluency of numeric information moderated quantification fixation.

Method

Participants. We recruited 2,000 participants on Prolific and paid them $0.32 to complete a 3-minute survey (990 women, 971 men, 33 non-binary, 6 another gender; M_{age}=40.23 years, *SD*=14.25; 1432 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/ZFF_XZZ.

Procedure. We used the same public works project choice scenario described in Experiment 4 in which participants faced a trade-off between the potential benefit vs. efficiency of two public works project proposals. We varied the trade-off values (i.e., 75/100 vs. 90/100) and magnitude (i.e., 15-unit difference) in this experiment to examine whether comparison fluency continues to moderate quantification fixation.

We varied across conditions which of the two dimensions (benefit vs. efficiency) was presented as a number and which was presented as a filled bar graph as well as the comparison fluency of the numeric information, resulting in a 2 (*benefit quantified* vs. *efficiency quantified*) x 2 (*disfluent number vs. fluent number*) design (n=500 for each of the four conditions). Participants assigned to the *disfluent number* conditions were shown numeric scores that were more difficult to process (e.g., 39/52 and 63/70) and participants assigned to the *fluent* conditions were shown numeric scores that were easier to process (e.g., 75/100 and 90/100). Finally, all participants answered follow-up questions about the experimental stimuli and their demographics.

Results and Discussion

Following our pre-registered analysis plan, we ran an OLS regression with robust standard errors to predict whether participants chose the higher benefit but less efficient project proposal. Our primary predictors were an indicator for assignment to the *benefit quantified* conditions, an indicator for assignment to the *disfluent number* conditions, and the interaction between these two indicators.

Replicating our standard quantification fixation effect, we found that participants were significantly more likely to choose the higher benefit but less efficient project proposal in the *benefit quantified* conditions (80.7%) than in the *efficiency quantified* conditions (51.4%), *b_BenefitQuantified*=0.338, *SE*=0.027, 95% CI [0.282, 0.394], *t*(1996)=-12.35, *p*<0.001. In addition, supporting our pre-registered hypothesis, we found a significant interaction between assignment to the *benefit quantified* conditions and assignment to the *disfluent number* conditions, (*b_BenefitQuantified-x-Disfluent*=-0.090, *SE*=0.040, 95% CI [-0.169, -0.011], *t*(1996)=-2.24, *p*=0.025), such that quantification fixation was attenuated when the numeric information was presented less fluently. Specifically, we find in this experiment that the fluency of numeric information moderates the effect of quantification on choice. We did not find (nor did we predict) a main effect of assignment to the *disfluent number* conditions on participants' likelihood of choosing the higher benefit but less efficient project proposal (*b_Disfluent*=-0.008, *SE*=0.032, 95% CI [-0.064, 0.048], *t*(1996)=-0.25, *p*=0.801). This experiment provides additional evidence that manipulating the comparison fluency of the numeric information provided

describing choice attributes can attenuate quantification fixation. As a robustness check, we ran a logistic regression to predict whether the higher benefit but less efficient project proposal was selected as a function of assignment to the *benefit quantified* condition, assignment to the *disfluent number* condition, and the interaction of the two, and found similar results, *OR_BenefitQuantified-x-Disfluent*=-0.609, *SE*=0.208, 95% CI [-1.018, -0.203], $z(1996)=-2.93$, $p=0.003$.

In this experiment, disfluent numbers had significant impact in the *benefit quantified* condition, but not in the *efficiency quantified* condition, relative to their respective *fluent number* conditions. It could be the case that when one choice attribute is more preferred than the other (in this case, a project's benefit is clearly favored over a project's efficiency), disfluency has a greater impact on the option that is favorable on the preferred attribute because that option receives greater attention. Even when efficiency is quantified, people's decisions weight benefit more than efficiency; as a result, they may be less impacted by differences in comparison fluency of the efficiency information. Meanwhile, when benefit is quantified, it comes into very sharp focus—it's both the more valued dimension, and the numeric one. As a result, differences in comparison fluency may have a larger impact on choice. Future work examining the weight of choice attributes and the attention they receive would be of value.

Experiment S9a and S9b: Is quantification fixation mediated by greater perceived fluency of quantitative information?

In Experiments S9a and S9b, we explored a key mechanism that we hypothesized contributes to quantification fixation: people's perception that numeric information is more fluent than non-numeric information. Specifically, we measured the perceived fluency of numeric information (and non-numeric information) in trade-offs and examined whether the difference mediated quantification fixation.

Experiment S9a: Method

Participants. We recruited 1,000 participants on Prolific and paid them $0.45 to complete a 4-minute survey (490 women, 493 men, 15 non-binary, 2 another gender; M_{age}=40.26 years, *SD*=14.08; 697 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/5BH_T8B.

Procedure. We presented participants with the same conference location choice scenario as described in Experiment 1c, which required making a trade-off between a location's connectedness score vs. its sustainability score. However, we adjusted the conference location trade-off slightly and measured a hypothesized mediator at the end of the scenario.

Participants were again randomly assigned to one of two conditions: the *connectedness quantified* condition (n=501) or the *sustainability quantified* condition (n=499). In both conditions, participants evaluated the same two proposed conference locations and chose one. One conference location had a higher connectedness score and a lower sustainability score, while the other conference location had a lower connectedness score and a higher sustainability score.

Although conference locations were identical across experimental conditions, in the *connectedness quantified* condition the connectedness score was presented as a number (while the sustainability score was presented graphically), whereas the sustainability score was presented as a number (while the connectedness score was presented graphically) in the *sustainability quantified* condition.

Next, we measured participants' perceptions of the fluency of the information they'd reviewed about each potential conference location's sustainability and connectedness. To assess this, we expanded on an established one-item measure of fluency (*11*) by asking participants to respond to a 3-item scale about their comfort, confidence, and ease using the information presented to make their decision. For example, one scale item asked for participants' agreement with the following statement: "It felt very easy to use the information I was given to assess the [sustainability]/[connectedness] of the conference location." Participants responded to each item on a 7-point scale from 1 ("Strongly disagree") to 7 ("Strongly agree"; see Supplementary Materials for more information). Participants responded to the perceived fluency scale twice: once to rate the information they had reviewed about each location's connectedness score (Cronbach's α=0.88), and once to rate the information they had reviewed about each location's sustainability score (Cronbach's α=0.88). In both cases, scale items were averaged to create composites. Finally, all participants answered questions about their demographics.

Experiment S9a: Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the better connected but less sustainable conference location across conditions. Consistent with our hypothesis, participants were significantly more likely to choose the conference location with the higher connectedness score but lower

sustainability score in the *connectedness quantified* condition (80.2%) than in the *sustainability quantified* condition (50.7%), $\chi^2(1)=95.22$, $p<0.001$, 95% CI [0.237. 0.353], effect size $h=0.635$.

To examine whether a difference in the perceived fluency of quantified versus non-quantified information mediated quantification fixation, and following our pre-registration, we created a difference score to capture how much more fluent the connectedness score was perceived to be than the sustainability score across conditions. We then ran a mediation analysis using a 10,000-sample bootstrapped mediation model and a Sobel test.

First, there was a significant effect of assignment to the *connectedness quantified* condition on the difference in perceived fluency, *b_ConnectednessQuantified*=1.27, *SE*=0.076, 95% CI [1.124, 1.420], $t(998)=16.83$, $p<0.001$.[7] Second, the relationship between difference in perceived fluency and the likelihood of selecting the better connected but less sustainable conference location was also significant, *b_FluencyDifference*=0.076, *SE*=0.010, 95% CI [0.054, 0.097], $t(998)=7.26$, $p<0.001$. Consistent with partial mediation, the effect of assignment to the *connectedness quantified* condition on selecting the better connected but less sustainable conference location (*b_ConnectednessQuantified*=0.295, *SE*=0.029, 95% CI [0.239, 0.352], $t(998)=10.31$, $p<0.001$) decreased when controlling for the difference in perceived fluency (*b_ConnectednessQuantified*=0.256, *SE*=0.033, 95% CI [0.192, 0.319], $t(998)=7.70$, $p<0.001$).

A Sobel test confirmed that this reduction in effect size was significant, *b_reduction*=0.040, $p=0.010$, and a 10,000-sample bootstrap analysis also produced a bias-corrected 95% CI for the size of the indirect effect that excluded zero (95% CI: 0.011, 0.070). Thus, there is evidence that perceived fluency of quantitative vs. qualitative information mediates the effect of quantification on choice.

Experiment S9b: Method

Experiment S9b sought to replicate the mediation findings from Experiment S9a but this time with a different choice scenario where we presented participants with a combination of numerical and verbal (rather than graphical) information about the trade-off they faced.

Participants. We recruited 1,000 participants on Prolific and paid them $0.45 to complete a 4-minute survey (484 women, 495 men, 20 non-binary, 1 another gender; $M_{age}=37.53$ years, *SD*=13.19; 709 self-identified as mono-racial white). This experiment was pre-registered on AsPredicted.org: https://aspredicted.org/L89_QXP.

Procedure. We used the same promotion choice scenario described in Experiment 2, but attributes were named slightly differently. Likelihood of retention was labeled as "commitment" and likelihood of retention was labeled as "potential", and participants still faced trade-offs between two employees' potential vs. their commitment. Information about the employees was verbal for one dimension and numeric for the other; n=500 for each condition. However, as in Experiment S9a, we measured participants' perceptions of the fluency of information about

[7] In order to examine condition-based differences in the perceived fluency of the connectedness and sustainability information provided, we ran two OLS regressions with robust standard errors to predict (1) the perceived fluency of information about connectedness and (2) the perceived fluency of information about sustainability. In both regressions, our primary predictor was an indicator for assignment to the *connectedness quantified* condition. As predicted, we found that participants perceived the connectedness score to be significantly more fluent in the *connectedness quantified* condition (*M*=5.46, *SD*=1.23) than in the *sustainability quantified* condition (*M*=4.84, *SD*=1.28), *b_ConnectednessQuantified*=0.616, *SE*=0.080, 95% CI [0.460, 0.772], $t(998)=7.74$, $p<0.001$. They also perceived the sustainability score to be significantly less fluent in the *connectedness quantified* condition (*M*=4.73, *SD*=1.35) than in the *sustainability quantified* condition (*M*=5.38 *SD*=1.22), *b_ConnectednessQuantified*=-0.656, *SE*=0.081, 95% CI [-0.816, -0.497], $t(998)=-8.07$, $p<0.001$.

employees' potential and commitment. Participants responded to the perceived fluency scale twice: once for information about potential (Cronbach's α=0.89), and once for information about commitment (Cronbach's α=0.88). Finally, all participants answered questions about the experimental stimuli and their demographics.

Experiment S9b: Results and Discussion

Following our pre-registered analysis plan, we ran a two-sample two-tailed proportions test comparing how many participants chose the higher potential but less committed employee across conditions. Consistent with our hypothesis, participants were significantly more likely to choose the higher potential but less committed employee in the *potential quantified* condition (55.6%) than in the *commitment quantified* condition (20.2%), $\chi^2(1)=131.61$, $p<0.001$, 95% CI [-0.412, -0.296], effect size $h=0.751$.

To examine whether a difference in the perceived fluency of quantified versus non-quantified information mediated quantification fixation, and following our pre-registration, we created a difference score to capture how much more fluent the potential information was perceived to be than the commitment information. We then ran a mediation analysis using a 10,000-sample bootstrapped mediation model and a Sobel test.

First, there was a significant effect of assignment to the *potential quantified* condition on the difference in perceived fluency, *b_PotentialQuantified*=0.805, *SE*=0.063, 95% CI [0.680, 0.929], $t(998)=12.68$, $p<0.001$[8]. Second, the relationship between difference in perceived fluency and the likelihood of selecting the higher potential but less committed employee was also significant, *b_FluencyDifference*=0.129, *SE*=0.015, 95% CI [0.103, 0.156], $t(998)=8.86$, $p<0.001$. Consistent with partial mediation, the effect of assignment to the *potential quantified* condition on selecting the higher potential but less committed employee, *b_PotentialQuantified*=0.354, *SE*=0.029, 95% CI [0.298, 0.410], $t(998)=12.37$, $p<0.001$, decreased when controlling for the difference in perceived fluency, *b_PotentialQuantified*=0.290, *SE*=0.032, 95% CI [0.231, 0.350], $t(998)=9.19$, $p<0.001$.

A Sobel test confirmed that this reduction in effect size was significant, *b_reduction*=0.064, $p<0.001$, and a 10,000-sample bootstrap analysis also produced a bias-corrected 95% CI for the size of the indirect effect that excluded zero (95% CI: 0.040, 0.090). Thus, we find further evidence that perceived fluency of quantitative vs. qualitative information mediates the effect of quantification on choice.

[8] In order to examine condition-based differences in the perceived fluency of the potential and commitment information provided, we ran two OLS regressions with robust standard errors to predict (1) the perceived fluency of information about employee potential and (2) the perceived fluency of information about employee commitment. In both regressions, our primary predictor was an indicator for assignment to the *potential quantified* condition. As predicted, we found that participants perceived the potential information to be significantly more fluent in the *potential quantified* condition (*M*=5.25, *SD*=1.24) than in the *commitment quantified* condition (*M*=4.89, *SD*=1.37), *b_PotentialQuantified*=0.354, *SE*=0.083, 95% CI [0.192, 0.516], $t(998)=4.27$, $p<0.001$. They also perceived the commitment information to be significantly less fluent in the *potential quantified* condition (*M*=4.97, *SD*=1.27) than in the *commitment quantified* condition (*M*=5.42, *SD*=1.22), *b_PotentialQuantified*=-0.451, *SE*=0.079, 95% CI [-0.605, -0.296], $t(998)=-5.71$, $p<0.001$.

Robustness Checks, Exploratory Analyses, and Participant Attrition

Experiment 1a

Robustness check. We ran an OLS regression with robust standard errors to predict whether "Hotel Luxe" was selected as a function of assignment to the *rating quantified* condition and found similar results, *b_RatingQuantified*=0.186, *SE*=0.031, 95% CI [0.126, 0.246], $t(998)=6.05$, $p<0.001$.

Experiment 1b

Robustness check. We ran an OLS regression with robust standard errors to predict whether the higher management grade but lower calculus grade candidate was selected as a function of assignment to the *management grade quantified* condition and found similar results, *b_ManagementGradeQuantified*=0.149, *SE*=0.027, 95% CI [0.097, 0.201], $t(998)=5.62$, $p<0.001$.

Experiment 1c

Robustness check. We ran an OLS regression with robust standard errors to predict whether the better connected but less sustainable conference location was selected as a function of assignment to the *connectedness* quantified condition and found similar results, *b_ConnectednessQuantified*=0.172, *SE*=0.029, 95% CI [0.116, 0.228], $t(998)=6.00$, $p<0.001$.

Experiment 2

Robustness checks. We ran five different two-sample two-tailed tests of proportions to compare the number of participants who selected the higher likelihood of advancement but lower likelihood of retention employee across conditions and found similar results.

Participants were significantly more likely to choose the higher likelihood of advancement but lower likelihood of retention employee in the *advancement quantified* condition (44.2%) than in the *retention quantified* condition (21.8%), $\chi^2(1)=55.73$, $p<0.001$, 95% CI [0.165, 0.283], effect size $h=0.483$ and they were significantly more likely to choose the higher likelihood of advancement but lower likelihood of retention employee in the *both quantified* condition (27.9%) than in the *retention quantified* condition (21.8%), $\chi^2(1)=4.73$, $p=0.030$, 95% CI [0.006, 0.117], effect size $h=0.142$.

Participants were significantly less likely to choose the higher likelihood of advancement but lower likelihood of retention employee in the *both quantified* condition (27.9%) than in the *advancement quantified* condition (44.2%), $\chi^2(1)=27.98$, $p<0.001$, 95% CI [-0.223, -0.102], effect size $h=-0.341$ and they were significantly less likely to choose the higher likelihood of advancement but lower likelihood of retention employee in the *none quantified* condition (32.7%) than in the *advancement quantified* condition (44.2%), $\chi^2(1)=13.56$, $p<0.001$, 95% CI [0.053, 0.177], effect size $h=0.238$. Finally, there was no significant difference in participants' likelihood of choosing the higher likelihood of advancement but lower likelihood of retention employee in the *none quantified* condition (32.7%) and in the *both quantified* condition (27.9%), $\chi^2(1)=2.42$, $p=0.120$, 95% CI [-0.106, 0.012], effect size $h=-0.103$.

Experiment 3a

Robustness check. We ran an OLS regression with robust standard errors to predict whether the higher Math Score but lower Angles Score candidate was selected as a function of assignment to the *math score* quantified condition and found similar results, *b_MathScoreQuantified*=-0.120, *SE*=0.031, 95% CI [0.059, 0.180], $t(998)=3.89$, $p<0.001$.

Experiment 3b

Robustness check. We ran an identical OLS regression to our main analysis, excluding participants who incorrectly answered a comprehension check question (n=554), and found similar results, *b_AccountabilityFinanceQuantified*=0.139, *SE*=0.042, 95% CI [0.057, 0.222], $t(697)=3.29$, $p=0.001$.

Experiment 4

Robustness check. We ran a logistic regression to predict whether the higher benefit but less efficient project proposal was selected as a function of assignment to the *benefit quantified* condition, assignment to the *disfluent* condition, and the interaction of the two, and found similar results, *OR_BenefitQuantified-x-Disfluent*=-0.879, *SE*=0.218, 95% CI [-1.309, -0.453], $z(1996)=-4.03$, $p<0.001$. See Table S24 for more details.

Experiment 5

Robustness checks. We ran an OLS regression with robust standard errors to predict whether participants chose to donate to the charity with the higher Accountability and Finance score but lower Culture and Community score (i.e., The Natural Resources Defense Fund) as a function of assignment to the *accountability and finance quantified* condition and found similar results, *b_AccountabilityFinanceQuantified*=0.301, *SE*=0.038, 95% CI [0.226, 0.376], $t(600)=7.84$, $p<0.001$. To check the robustness of the quantification fixation effect controlling for participant demographics, we ran the same OLS regression with robust standard errors as described above with additional indicators for participant gender, participant race, participant education level, and participant geographic region, and continue to see a strong main effect of assignment to the *accountability and finance quantified* condition ($p<0.001$; see Table S28 for further details). We ran similar robustness checks with demographic controls to examine the interaction effects of participant objective numeracy (see Table S29) and participant subjective numeracy (see Table S30), and continue to see a strong interaction for assignment to the *accountability and finance quantified* condition and participant subjective numeracy ($p=0.002$), but no significant interaction for assignment to the *accountability and finance quantified* condition and participant objective numeracy ($p=0.170$).

Subjective numeracy subscales. Consistent with our pre-registration, to explore whether there were differences in the subjective numeracy subscales, we ran two OLS regressions with robust standard errors examining the interaction of the indicator for assignment to the *accountability and finance quantified* condition and the ability subscale and preference subscale of the subjective numeracy scale separately. We found similar results, continuing to see a strong main effect of assignment to the *accountability and finance quantified* condition (*p's*<0.001) and significant interactions between each subscale and the indicator for condition assignment ($p<0.05$; see Table S31 for further information).

Interaction of objective and subjective numeracy. To explore the interaction between objective and subjective numeracy, we created four quadrants (subjective numeracy: high/low; objective numeracy: high/low) based on median splits for each of these two measures. We then ran an OLS regression with robust standard errors examining the three-way interaction of the indicator for assignment to the *accountability and finance quantified* condition, binarized participant subjective numeracy, and binarized participant objective numeracy.

When we examine participants low in subjective numeracy but high in objective numeracy, we don't find significant evidence of quantification fixation, *b_AccountabilityFinanceQuantified*=0.197, *SE*=0.107, 95% CI [-0.071, 0.465], *p*=0.263. For those high in subjective numeracy but low in objective numeracy, we find significant evidence of quantification fixation, *b_AccountabilityFinanceQuantified*=0.416, *SE*=0.082, 95% CI [0.211, 0.621], $p<0.001$. In other words, the results at these intersections are consistent with the overall main effects—those lower in subjective numeracy are less likely to exhibit quantification fixation than those higher in subjective numeracy, and this holds even when objective numeracy and subjective numeracy move in opposite directions.

Participant Attrition

In almost all our experiments (except Experiments 2b and S7), we included attention checks to screen for higher quality participants prior to consent. Experiment 2b participants were provided with a comprehension check within the experiment prior to randomization so that we could assess attentiveness, but per our pre-registration, no exclusions were made based on this question. Experiment S7 participants did not know their behavior was observed as part of an experiment and thus we didn't include any attention checks. For all other experiments, participants who failed any of these attention checks were forced to exit the survey prior to taking part in the experiment. Therefore, we did not exclude participants based on an attention check. For each experiment, we report the number of participants who consented to the experiment but dropped out before completing it, their experimental condition (if they progressed far enough to be randomized into a condition), and whether attrition differed by experimental condition (see Table S4). In most experiments, these numbers were small (i.e., less than 2% of participants) and did not meaningfully differ by condition.

Table S5. *Participant attrition by experiment and condition.*

Exp	# Participants Dropped before Completing by Condition	Chi-square test
1a	Rating quantified: 9 Price quantified: 7	$\chi^2(1)=0.060$, $p=0.807$
1b	Calculus grade quantified: 4 Management grade quantified: 0	$\chi^2(1)=2.90$, $p=0.088$
1c	Connectedness quantified: 5 Sustainability quantified: 6	$\chi^2(1)=3.15\text{x}10^{-33}$, $p=1$
2	Retention quantified: 1 Advancement quantified: 1	$\chi^2(3)=7.98\text{x}10^{-6}$, $p=1$

	Both quantified: 1 None quantified: 1	
3a	Math score quantified: 6 Angles score quantified: 4	$\chi^2(1)=0.09$, $p=0.760$
3b	Accountability and finance quantified: 0 Culture and community quantified: 0	NA
4	Benefit quantified – Fluent: 14 Benefit quantified – Disfluent: 10 Efficiency quantified – Fluent: 11 Efficiency quantified – Disfluent: 11	$\chi^2(3)=0.79$, $p=0.851$
5	Accountability and finance quantified: 76 Culture and community quantified: 60	$\chi^2(1)=2.03$, $p=0.154$
S1	Rating quantified – Luxe: 1 Price quantified – Luxe: 1 Rating quantified – Milton: 1 Price quantified – Milton: 0	$\chi^2(3)=1.00$, $p=0.800$
S2	Rating quantified: 13 Price quantified: 5	$\chi^2(1)=2.77$, $p=0.096$
S3a	Tax quantified: 3 Commute quantified: 2	$\chi^2(1)=0.20$, $p=1$
S3b	Cost quantified: 2 Commute quantified: 2	$\chi^2(1)=0$, $p=1$
S3c	Cost quantified: 0 Commute quantified: 0	NA
S4	Cost quantified – Point: 1 Commute quantified – Point: 1 Cost quantified – Range: 12 Commute quantified – Range: 3	$\chi^2(3)=19.14$, $p<0.001$
S5a	Safety quantified: 2 Condition quantified: 0	$\chi^2(1)=0.50$, $p=0.481$
S5b	Benefit quantified: 0 Efficiency quantified: 1	$\chi^2(1)=3.14\text{x}10^{-30}$, $p=1$
S6	Connectedness quantified - Difference: 9 Sustainability quantified - Difference: 2 Connectedness quantified - Control: 0 Sustainability quantified - Control: 0	$\chi^2(3)=88.12$, $p<0.001$

S7	Accountability and finance quantified: 41 Culture and community quantified: 51	$\chi^2(1)=0.580$, $p=0.446$
S8	Benefit quantified – Fluent: 3 Benefit quantified – Disfluent: 3 Efficiency quantified – Fluent: 5 Efficiency quantified – Disfluent: 8	$\chi^2(3)=3.48$, $p=0.323$
S9a	Connectedness quantified: 11 Sustainability quantified: 7	$\chi^2(1)=0.50$, $p=0.481$
S9b	Potential quantified: 4 Commitment quantified: 5	$\chi^2(1)=3.03 \times 10^{-30}$, $p=1$

Tables

Experiment 1a Tables

Table S6. *Experiment 1a participant demographics.*

		N
Gender	Man	557
	Woman	434
	Non-binary	5
	Another gender	3
	Prefer not to say	1
Race/Ethnicity	White	725
	Black/African American	79
	East Asian	50
	Hispanic/Latinx	36
	White, Hispanic/Latinx	20
	Southeast Asian	18
	White, East Asian	13
	South Asian	12
	Not listed	7
	White, Native American/Native Alaskan	7
	Native American/Native Alaskan	5
	Black/African American, Native American/Native Alaskan	3
	Black/African American, White	3
	White, Hispanic/Latinx, Native American/Native Alaskan	3
	Native Hawaiian/Pacific Islander	2
	White, Not listed	2
	White, Southeast Asian	2
	Black/African American, Hispanic/Latinx	1
	Black/African American, South Asian	1
	Black/African American, White, East Asian	1

	Black/African American, White, Native American/Native Alaskan	1
	Black/African American, White, Southeast Asian, Native American/Native Alaskan	1
	East Asian, Hispanic/Latinx	1
	East Asian, South Asian	1
	East Asian, Southeast Asian	1
	Southeast Asian, Hispanic/Latinx	1
	White, Native Hawaiian/Pacific Islander	1
	White, South Asian	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1
	Prefer not to say	1

Table S7. *Experiment 1a stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	3.0	3	S=20, p=0.019	0.026
	5.0	5	S=0, p<0.001	-0.046
	$100	100	S=116, p<0.001	0.232
	$400	400	S=42, p=0.017	-0.052

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S8. *Experiment 1a regression results.*

	Estimate	SE	*p*
Rating quantified condition	0.186***	0.031	<0.001
Intercept	0.330***	0.021	<0.001
Observations	1000		
Adjusted R^2	0.034		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher rated more expensive hotel was selected as a function of assignment to the *rating quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 1b Tables

Table S9. *Experiment 1b participant demographics.*

		N
Gender	Man	461
	Woman	524
	Non-binary	14
	Another gender	1
Race/Ethnicity	White	676
	Black/African American	105
	East Asian	55
	Hispanic/Latinx	46
	White, Hispanic/Latinx	29
	Southeast Asian	22
	South Asian	21
	Not listed	7
	White, Southeast Asian	5
	Black/African American, Hispanic/Latinx	4
	Black/African American, White	4
	Black/African American, White, Native American/Native Alaskan	4
	White, Native American/Native Alaskan	4
	White, East Asian	3
	East Asian, Southeast Asian	2
	Hispanic/Latinx, Native American/Native Alaskan	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	Black/African American, East Asian	1
	Black/African American, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	Black/African American, Native American/Native Alaskan	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1

Native American/Native Alaskan	1
South Asian, Southeast Asian	1
White, East Asian, Native Hawaiian/Pacific Islander	1
White, Native Hawaiian/Pacific Islander	1
White, South Asian	1

Table S10. *Experiment 1b regression results.*

	Estimate	SE	*p*
Management quantified condition	0.149***	0.027	<0.001
Intercept	0.689***	0.021	<0.001
Observations	1000		
Adjusted R^2	0.030		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher management grade but lower calculus grade candidate was selected as a function of assignment to the *management quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 1c Tables

Table S11. *Experiment 1c participant demographics.*

		N
Gender	Man	496
	Woman	486
	Non-binary	17
	Another gender	1
Race/Ethnicity	White	694
	Black/African American	97
	Hispanic/Latinx	48
	East Asian	47
	South Asian	18
	Southeast Asian	17
	White, Hispanic/Latinx	13
	Black/African American, White	12
	White, Native American/Native Alaskan	10
	White, East Asian	6
	White, Southeast Asian	6
	Black/African American, Hispanic/Latinx	4
	Not listed	3
	Black/African American, White, East Asian	2
	Native American/Native Alaskan	2
	Southeast Asian, Hispanic/Latinx	2
	White, South Asian	2
	Black/African American, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, Native American/Native Alaskan	1
	Black/African American, White, East Asian, Hispanic/Latinx	1
	Black/African American, White, Hispanic/Latinx	1

	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, White	1
	East Asian, Hispanic/Latinx	1
	East Asian, South Asian, Southeast Asian	1
	East Asian, Southeast Asian	1
	Hispanic/Latinx, Native American/Native Alaskan	1
	Native Hawaiian/Pacific Islander	1
	White, East Asian, Native Hawaiian/Pacific Islander	1
	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Hispanic/Latinx, Not listed	1
	White, Not listed	1
	White, Southeast Asian, Native American/Native Alaskan, Native Hawaiian/Pacific Islander	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S12. *Experiment 1c regression results.*

	Estimate	SE	*p*
Connectedness quantified condition	0.172***	0.029	<0.001
Intercept	0.608***	0.022	<0.001
Observations	1000		
Adjusted R^2	0.034		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher connectedness but lower sustainability conference location was selected as a function of assignment to the *connectedness quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 2 Tables

Table S13. *Experiment 2 participant demographics.*

		N
Gender	Man	1006
	Woman	964
	Non-binary	29
	Another gender	1
Race/Ethnicity	White	1337
	Black/African American	220
	East Asian	117
	Hispanic/Latinx	83
	Southeast Asian	64
	White, Hispanic/Latinx	44
	South Asian	19
	White, East Asian	18
	Black/African American, White	17
	White, Native American/Native Alaskan	15
	Not listed	13
	Native American/Native Alaskan	6
	Black/African American, Hispanic/Latinx	5
	Black/African American, White, Native American/Native Alaskan	4
	White, Hispanic/Latinx, Native American/Native Alaskan	4
	White, Not listed	4
	Black/African American, White, Hispanic/Latinx	3
	White, South Asian	3
	Black/African American, Hispanic/Latinx, Native American/Native Alaskan	2
	Black/African American, Native American/Native Alaskan	2
	Native Hawaiian/Pacific Islander	2
	White, Southeast Asian	2

	White, Southeast Asian, Native Hawaiian/Pacific Islander	2
	Black/African American, East Asian	1
	Black/African American, White, East Asian, Native American/Native Alaskan	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan, Not listed	1
	Black/African American, White, Southeast Asian, Native American/Native Alaskan	1
	East Asian, Hispanic/Latinx	1
	East Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	East Asian, South Asian	1
	East Asian, Southeast Asian	1
	Hispanic/Latinx, Native American/Native Alaskan	1
	South Asian, Southeast Asian	1
	Southeast Asian, Hispanic/Latinx	1
	White, East Asian, Native Hawaiian/Pacific Islander	1
	White, Native Hawaiian/Pacific Islander	1
	Prefer not to say	1

Table S14. *Experiment 2 regression results.*

	Estimate	SE	*p*
Advancement quantified condition	0.224***	0.029	<0.001
Both quantified condition	0.061**	0.027	0.025
Neither quantified condition	0.109***	0.028	<0.001
Intercept	0.218***	0.022	<0.001
Observations	1000		
Adjusted R^2	0.014		

Note: This table shows the results of an ordinary least squares regression predicting whether the employee with the higher likelihood of advancement but lower likelihood of retention was selected as a function of assignment to the *advancement quantified* condition, *both quantified* condition, and *neither quantified condition* (the *retention quantified* condition is the omitted comparison group). Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 3a Tables

Table S15. *Experiment 3a participant demographics.*

		N
Gender	Man	494
	Woman	490
	Non-binary	13
	Another gender	3
Race/Ethnicity	White	681
	Black/African American	93
	East Asian	50
	Hispanic/Latinx	48
	Southeast Asian	23
	White, Hispanic/Latinx	23
	South Asian	17
	Black/African American, White	12
	White, Native American/Native Alaskan	7
	Not listed	6
	White, East Asian	6
	White, Southeast Asian	4
	White, Not listed	3
	Black/African American, Not listed	2
	Black/African American, White, Hispanic/Latinx	2
	Native American/Native Alaskan	2
	Native Hawaiian/Pacific Islander	2
	White, Native Hawaiian/Pacific Islander	2
	White, South Asian	2
	[left blank]	1
	Black/African American, Hispanic/Latinx	1
	Black/African American, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1

	Black/African American, Native American/Native Alaskan	1
	Black/African American, Southeast Asian	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, White, Native American/Native Alaskan	1
	Black/African American, White, South Asian	1
	East Asian, Hispanic/Latinx	1
	East Asian, South Asian	1
	East Asian, Southeast Asian	1
	South Asian, Southeast Asian	1
	Southeast Asian, Hispanic/Latinx	1
	White, East Asian, Native American/Native Alaskan	1
	White, Native American/Native Alaskan, Native Hawaiian/Pacific Islander	1

Table S16. *Experiment 3a stimuli perceived value.*

Condition	Stimuli set	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Math Score Quantified	1		4/10	4/10	S=18, p=0.362	0.024
Math Score Quantified	1		8/10	8/10	S=12, p=0.121	-0.040
Angles Score Quantified	1		4/10	4/10	S=21, p=0.511	0.020
Angles Score Quantified	1		8/10	8/10	S=16, p=0.211	-0.036
Math Score Quantified	2		5/10	5/10	S=16, p=0.337	-0.028
Math Score Quantified	2		8/10	8/10	S=17, p=0.430	-0.024
Angles Score Quantified	2		5/10	5/10	S=19, p=1	0.004
Angles Score Quantified	2		8/10	8/10	S=17, p=0.430	-0.024

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S17. *Experiment 3a regression results.*

	Estimate	SE	p
Math score quantified condition	0.120***	0.031	<0.001
Intercept	0.545***	0.022	<0.001
Observations	1000		
Adjusted R^2	0.014		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher math score but lower angles score candidate was selected as a function of assignment to the *math score quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 3b Tables

Table S18. *Experiment 3b participant demographics.*

		N
Gender	Man	237
	Woman	445
	Non-binary	10
	Another gender	9
Race/Ethnicity	White	238
	East Asian	129
	South Asian	86
	Black/African American	61
	Hispanic/Latinx	58
	Southeast Asian	38
	White, Hispanic/Latinx	22
	Not listed	20
	White, East Asian	9
	Black/African American, White	8
	East Asian, Southeast Asian	6
	White, Southeast Asian	6
	Black/African American, Hispanic/Latinx	3
	White, South Asian	3
	Hispanic/Latinx, Native American/Native Alaskan	2
	Southeast Asian, Hispanic/Latinx	2
	Black/African American, Native American/Native Alaskan	1
	Black/African American, South Asian	1
	Black/African American, White, Hispanic/Latinx	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	East Asian, Hispanic/Latinx	1
	South Asian, Southeast Asian	1

	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Native American/Native Alaskan	1
	White, Not listed	1
	Prefer not to say	1

Table S19. *Experiment 3b stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	85%	85%	S=166, p<0.001	0.173
	88%	90%	S=185, p=0.072	0.097
	93%	93%	S=165, p=0.870	-0.012
	96%	95%	S=80, p<0.001	-0.446

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S20. *Experiment 3b regression results.*

	Estimate	SE	*p*
Accountability and finance quantified condition	0.153**	0.037	<0.001
Mindworks	-0.078	0.040	0.052
University of Chicago Campus Lab	-0.004	0.065	0.950
Intercept	0.442***	0.036	<0.001
Observations	701		
Adjusted R^2	0.025		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher accountability and finance score but lower culture and community score charity was selected as a function of assignment to the *accountability and finance quantified* condition. We include indicators controlling for site (with Wharton Behavioral Lab as the omitted baseline). Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S21. *Experiment 3b regression results with participants who passed comprehension check.*

	Estimate	SE	*p*
Accountability and finance quantified condition	0.139**	0.042	0.001
Mindworks	-0.075	0.044	0.093
University of Chicago Campus Lab	0.013	0.079	0.870
Intercept	0.447***	0.039	<0.001
Observations	554		
Adjusted R^2	0.019		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher accountability and finance score but lower culture and community score charity was selected as a function of assignment to the *accountability and finance quantified* condition. We include indicators controlling for site (with Wharton Behavioral Lab as the omitted baseline). Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment 4 Tables

Table S22. *Experiment 4 participant demographics.*

		N
Gender	Man	932
	Woman	1044
	Non-binary	23
	Another gender	1
Race/Ethnicity	White	1463
	Black/African American	193
	East Asian	93
	Hispanic/Latinx	60
	White, Hispanic/Latinx	40
	South Asian	33
	Southeast Asian	18
	White, Native American/Native Alaskan	18
	White, East Asian	17
	Black/African American, White	15
	Not listed	7
	White, Southeast Asian	6
	Native American/Native Alaskan	5
	White, Hispanic/Latinx, Native American/Native Alaskan	5
	Black/African American, Hispanic/Latinx	4
	Native Hawaiian/Pacific Islander	4
	Black/African American, White, Native American/Native Alaskan	2
	South Asian, Southeast Asian	2
	White, Native Hawaiian/Pacific Islander	2
	White, South Asian	2
	Black/African American, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, Native American/Native Alaskan	1

	Black/African American, South Asian	1
	Black/African American, White, East Asian	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	East Asian, Hispanic/Latinx	1
	East Asian, Native Hawaiian/Pacific Islander	1
	South Asian, Hispanic/Latinx	1
	Southeast Asian, Hispanic/Latinx	1
	White, East Asian, South Asian, Southeast Asian	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S23. *Experiment 4 stimuli perceived value.*

Condition	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Benefit Quantified/ Fluent Number		75/100	75/100	S=111, p=0.030	0.062
Benefit Quantified/ Fluent Number		25/100	25/100	S=102, p=0.102	0.046
Benefit Quantified/ Disfluent Number		51/68 (75/100)	75/100	S=201, p<0.001	0.196
Benefit Quantified/ Disfluent Number		23/92 (25/100)	25/100	S=155, p=0.265	0.040
Efficiency Quantified/ Fluent Number		75/100	75/100	S=132, p<0.001	0.064
Efficiency Quantified/ Fluent Number		25/100	25/100	S=118, p=0.030	0.118
Efficiency Quantified/ Disfluent Number		51/68 (75/100	75/100	S=177, p<0.001	0.142
Efficiency Quantified/ Disfluent Number		23/92 (25/100)	25/100	S=178, p<0.001	0.118

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S24. *Experiment 4 regression results.*

	Estimate	SE	*p*
Benefit quantified condition	0.091***	0.025	<0.001
Disfluent number condition	0.034	0.027	0.210
Benefit quantified condition*Disfluent number condition	-0.148***	0.037	<0.001
Intercept	0.750***	0.019	<0.001
Observations	2000		
Adjusted R^2	0.009		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher benefit but lower efficiency project proposal was selected as a function of assignment to the *benefit quantified* condition, *disfluent number* condition, and their interaction. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S25. *Experiment 4 logistic regression results.*

	Estimate	SE	*p*
Benefit quantified condition	0.567***	0.160	<0.001
Disfluent number condition	0.188	0.150	0.210
Benefit quantified condition*Disfluent number condition	-0.879***	0.218	<0.001
Intercept	1.101***	0.103	<0.001
Observations	2000		
AIC	2116.2		

Note: This table shows the results of a logistic regression predicting whether the higher benefit but lower efficiency project proposal was selected as a function of assignment to the *benefit quantified* condition, *disfluent number* condition, and their interaction. *p<0.05 **p<0.01 ***p<0.001.

Experiment 5 Tables

Table S26. *Experiment 5 participant demographics.*

		N
Gender	Man	254
	Woman	342
	Non-binary	5
	Another gender	1
Race/Ethnicity	White	381
	Hispanic/Latinx	66
	Black/African American	61
	White, Hispanic/Latinx	32
	East Asian	10
	South Asian	6
	Southeast Asian	6
	Black/African American, White	5
	Native American/Native Alaskan	5
	White, Native American/Native Alaskan	4
	Black/African American, Hispanic/Latinx	3
	Black/African American, White, Hispanic/Latinx	3
	Black/African American, White, Native American/Native Alaskan	3
	Hispanic/Latinx, Native American/Native Alaskan	3
	Black/African American, East Asian	2
	Not listed	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	Black/African American, Southeast Asian	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, White, Native Hawaiian/Pacific Islander	1
	East Asian, Hispanic/Latinx	1
	Hispanic/Latinx, Not listed	1

	White, East Asian	1
	White, East Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander, Not listed	1
	White, Not listed	1
Geographic region	Northeast	116
	South	236
	Midwest	126
	West	124
Education level	Some high school or less	12
	High school diploma or GED	151
	Some college, but no degree	140
	Associates or technical degree	68
	Bachelor's degree	168
	Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)	62
	Prefer not to say	1

Table S27. *Comparison of Experiment 5 participant demographics with nationally representative benchmarks.*

Demographic Category		U.S. Census	Qualtrics, Target	Qualtrics, Actual
Gender	Man	48.8%	48%	42.2%
	Woman	51.2%	52%	56.8%
	Non-binary/Another gender	-	-	0.8%
Age	18-34	28.8%	30%	23.8%
	35-54	32.6%	32%	35.0%
	55+	38.5%	38%	41.2%
Region	Northeast	17.6%	17%	19.3%
	Midwest	20.7%	21%	20.9%
	West	23.6%	24%	20.6%
	South	38.1%	38%	39.2%
Race	White	64.1%	75%	65.8%
	Black/AA	12%	13%	10.6%
	Asian or Pacific Islander	6.3%	6%	3.7%
	American Ind./Alaskan Native or Other	1.1%	6%	1.2%
Hispanic ethnicity	Hispanic	16.8%	18%	18.8%
	Non-Hispanic	83.2%	82%	81.2%
Education	No college degree	66.3%	62%	61.8%
	4 year degree or higher	33.7%	35%	38.2%

Table S28. *Experiment 5 stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	85%	85%	S=152, p=0.027	0.120
	88%	86%	S=135, p=0.265	-0.068
	93%	90%	S=112, p<0.001	-0.218
	96%	93%	S=52, p<0.001	-0.631

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S29. *Experiment 5 regression with participant demographic controls.*

	Model 1			**Model 2**		
	Estimate	SE	*p*	Estimate	SE	*p*
Accountability and finance quantified condition	0.301***	0.038	<0.001	0.314***	0.038	<0.001
Intercept	0.259***	0.025	<0.001	0.322***	0.086	<0.001
Participant age				-0.0005	0.001	0.626
Participant gender (Man=0; Other identities=1)				-0.063	0.039	0.108
Participant race (White=0; Other identities=1)				0.063	0.044	0.148
Participant education level (No college degree=0; 4 year degree or higher=1)				0.131**	0.040	0.001
Participant geographic region: Midwest (Northeast=0)				-0.068	0.061	0.262
Participant geographic region: South (Northeast=0)				-0.104*	0.052	0.047
Participant geographic region: West (Northeast=0)				-0.111	0.061	0.067
Observations	602			602		
Adjusted R^2	0.092			0.113		

Note: This table reports the results of two ordinary least squares (OLS) regressions to predict whether the Natural Resources Defense Fund was chosen. The primary predictor variable in these regressions are an indicator for assignment to the *accountability and finance quantified* condition (the *culture and community quantified* condition is the comparison group). Model 1 only includes an indicator for condition assignment. Model 2 includes participants' age, and indicators for participant gender, participant race, participant education level, and participant geographic region. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S30. *Experiment 5 objective numeracy regression with participant demographic controls.*

	Model 1			Model 2		
	Estimate	SE	*p*	Estimate	SE	*p*
Accountability and finance quantified condition	0.300***	0.039	<0.001	0.312***	0.038	<0.001
Participant objective numeracy	-0.032	0.026	0.222	-0.045	0.028	0.106
Accountability and finance quantified condition*Participant objective numeracy	0.054	0.041	0.196	0.056	0.041	0.170
Intercept	0.260***	0.025	<0.001	0.329***	0.086	<0.001
Participant age				-0.001	0.001	0.573
Participant gender (Man=0; Other identities=1)				-0.067	0.040	0.093
Participant race (White=0; Other identities=1)				0.056	0.044	0.206
Participant education level (No college degree=0; 4 year degree or higher=1)				0.136***	0.041	<0.001
Participant geographic region: Midwest (Northeast=0)				-0.065	0.061	0.285
Participant geographic region: South (Northeast=0)				-0.106*	0.053	0.044
Participant geographic region: West (Northeast=0)				-0.105	0.061	0.085
Observations	602			602		
Adjusted R^2	0.092			0.114		

Note: This table reports the results of two ordinary least squares (OLS) regressions to predict whether the Natural Resources Defense Fund was chosen. The primary predictor variables in these regressions are an indicator for assignment to the *accountability and finance quantified* condition (the *culture and community quantified* condition is the comparison group), participant objective numeracy, and the interaction between the two. Model 1 only the previously described variables as predictors. Model 2 includes participants' age, and indicators for participant gender, participant race, participant education level, and participant geographic region. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S31. *Experiment 5 subjective numeracy regression with participant demographic controls.*

	Model 1			Model 2		
	Estimate	SE	*p*	Estimate	SE	*p*
Accountability and finance quantified condition	0.302***	0.038	<0.001	0.314***	0.038	<0.001
Participant subjective numeracy	-0.029	0.023	0.210	-0.047*	0.023	0.043
Accountability and finance quantified condition*Participant subjective numeracy	0.099**	0.035	0.005	0.104	0.034	0.002
Intercept	0.259***	0.025	<0.001	0.317***	0.084	<0.001
Participant age				-0.0004	0.001	0.691
Participant gender (Man=0; Other identities=1)				-0.057	0.040	0.154
Participant race (White=0; Other identities=1)				0.064	0.043	0.140
Participant education level (No college degree=0; 4 year degree or higher=1)				0.134**	0.041	0.001
Participant geographic region: Midwest (Northeast=0)				-0.070	0.060	0.246
Participant geographic region: South (Northeast=0)				-0.114*	0.052	0.029
Participant geographic region: West (Northeast=0)				-0.114	0.061	0.060
Observations	602			602		
Adjusted R^2	0.103			0.124		

Note: This table reports the results of two ordinary least squares (OLS) regressions to predict whether the Natural Resources Defense Fund was chosen. The primary predictor variables in these regressions are an indicator for assignment to the *accountability and finance quantified* condition (the *culture and community quantified* condition is the comparison group), participant subjective numeracy, and the interaction between the two. Model 1 only the previously described variables as predictors. Model 2 includes participants' age, and indicators for participant gender, participant race, participant education level, and participant geographic region. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S32. *Experiment 5 regressions with subjective numeracy subscales.*

	Model 1			Model 2		
	Estimate	*SE*	*p*	Estimate	*SE*	*p*
Accountability and finance quantified condition	0.302***	0.038	<0.001	0.301***	0.038	<0.001
Participant subjective numeracy, ability subscale	-0.023	0.022	0.307			
Accountability and finance quantified condition*Participant subjective numeracy, ability subscale	0.085*	0.034	0.012			
Participant subjective numeracy, preference subscale				-0.021	0.018	0.251
Accountability and finance quantified condition*Participant subjective numeracy, preference subscale				0.068*	0.028	0.016
Intercept	0.260***	0.025	<0.001	0.259***	0.025	<0.001
Observations		602			602	
Adjusted R^2		0.101			0.099	

Note: This table reports the results of two ordinary least squares (OLS) regressions to predict whether the Natural Resources Defense Fund was chosen. The primary predictor variable in these regressions is an indicator for assignment to the *accountability and finance quantified* condition (the *culture and community quantified* condition is the comparison group). Model 1 includes participants' score on the ability subscale of the subjective numeracy scale, and its interaction with the indicator for assignment to the *accountability and finance quantified* condition. Model 2 includes participants' score on the preference subscale of the subjective numeracy scale, and its interaction with the indicator for assignment to the *accountability and finance quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S33. *Experiment 5 regressions with subjective and objective numeracy subscales*

	Estimate	*SE*	*p*
Accountability and finance quantified condition	0.301***	0.038	<0.001
Participant objective numeracy (mean-centered)	-0.024	0.028	0.397
Participant subjective numeracy (mean-centered)	-0.021	0.024	0.378
Accountability and finance quantified condition*Participant objective numeracy	0.009	0.045	0.842
Accountability and finance quantified condition*Participant subjective numeracy	0.097*	0.038	0.010
Intercept	0.260***	0.025	<0.001
Observations		602	
Adjusted R^2		0.102	

Note: This table reports the results of an ordinary least squares (OLS) regression to predict whether the Natural Resources Defense Fund was chosen. The primary predictor variables in this regression are an indicator for assignment to the *accountability and finance quantified* condition (the *culture and community quantified* condition is the comparison group), participants' mean-centered objective numeracy, participants' mean-centered subjective numeracy, the interaction between the indicator for assignment to the *accountability and finance quantified* condition and participant objective numeracy, and the interaction between the indicator for assignment to the *accountability and finance quantified*. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S1 Tables

Table S34. *Experiment S1 participant demographics.*

		N
Gender	Man	409
	Woman	573
	Non-binary	17
	Another gender	1
Race/Ethnicity	White	632
	Black/African American	111
	East Asian	62
	Hispanic/Latinx	57
	White, Hispanic/Latinx	35
	Southeast Asian	23
	South Asian	16
	Black/African American, White	12
	White, East Asian	7
	Black/African American, Hispanic/Latinx	5
	White, Southeast Asian	5
	East Asian, South Asian	4
	East Asian, Southeast Asian	4
	Not listed	4
	White, Native American/Native Alaskan	4
	Black/African American, Native American/Native Alaskan	2
	Black/African American, White, Hispanic/Latinx	2
	Native American/Native Alaskan	2
	Black/African American, White, Native American/Native Alaskan	1
	Black/African American, White, Not listed	1
	East Asian, Hispanic/Latinx	1
	Hispanic/Latinx, Native American/Native Alaskan	1

	South Asian, Hispanic/Latinx	1
	South Asian, Southeast Asian	1
	Southeast Asian, Hispanic/Latinx	1
	White, East Asian, Native Hawaiian/Pacific Islander	1
	White, East Asian, Not listed	1
	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Hispanic/Latinx, Not listed	1
	White, Native American/Native Alaskan, Native Hawaiian/Pacific Islander	1
	White, South Asian	1

Table S35. *Experiment S1 stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	3.0	3	S=4, p=0.688	0.008
	5.0	5	S=0, p<0.001	-0.076
	$100	$100	S=46, p<0.001	0.184
	$400	$400	S=7, p<0.001	-0.184

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S36. *Experiment S1 logistic regression results.*

	Estimate	SE	*p*
Rating quantified condition	0.168	0.179	0.349
Hotel Luxe	-0.215	0.181	0.235
Rating quantified condition*Hotel Luxe	1.195***	0.262	<0.001
Intercept	-0.184	0.127	0.147
Observations	1000		
AIC	1330.5		

Note: This table shows the results of a logistic regression predicting whether the hotel was chosen as a function of assignment to the *rating quantified* condition, *higher rated more expensive hotel* condition, and the interaction between the two. *p<0.05 **p<0.01 ***p<0.001.

Experiment S2 Tables

Table S37. *Experiment S2 participant demographics.*

		N
Gender	Man	498
	Woman	491
	Non-binary	11
Race/Ethnicity	White	678
	Black/African American	119
	East Asian	50
	Hispanic/Latinx	42
	White, Hispanic/Latinx	21
	Southeast Asian	20
	South Asian	14
	Black/African American, White	11
	White, Native American/Native Alaskan	7
	Not listed	6
	Black/African American, Hispanic/Latinx	5
	White, East Asian	3
	Black/African American, Southeast Asian	2
	Hispanic/Latinx, Native American/Native Alaskan	2
	Native American/Native Alaskan	2
	Native Hawaiian/Pacific Islander	2
	Southeast Asian, Native Hawaiian/Pacific Islander	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	White, Not listed	2
	White, Southeast Asian	2
	Black/African American, Native American/Native Alaskan	1
	Black/African American, White, Hispanic/Latinx	1
	Black/African American, White, Native American/Native Alaskan	1

	Black/African American, White, Southeast Asian	1
	White, East Asian, Southeast Asian	1
	White, Native Hawaiian/Pacific Islander	1
	White, Southeast Asian, Hispanic/Latinx	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S38. *Experiment S2 stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	3.0	3	S=11, p=0.057	0.016
	5.0	5	S=0, P=0.063	-0.010
	$100	100	S=81, p<0.001	0.163
	$400	400	S=42, p=0.050	-0.042

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S39. *Experiment S2 regression results.*

	Estimate	SE	p
Rating quantified condition	0.197***	0.031	<0.001
Intercept	0.355***	0.021	<0.001
Observations	1000		
Adjusted R^2	0.038		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher rated more expensive hotel was selected as a function of assignment to the *rating quantified* condition. Robust standard errors are presented.
*p<0.05 **p<0.01 ***p<0.001.

Experiment S3a Tables

Table S40. *Experiment S3a participant demographics.*

		N
Gender	Man	489
	Woman	493
	Non-binary	17
	Another gender	1
Race/Ethnicity	White	723
	Black/African American	52
	Hispanic/Latinx	52
	East Asian	48
	South Asian	22
	White, Hispanic/Latinx	22
	Southeast Asian	16
	Black/African American, White	10
	Not listed	10
	White, East Asian	10
	White, Native American/Native Alaskan	8
	White, Southeast Asian	5
	Black/African American, Hispanic/Latinx	4
	Black/African American, Southeast Asian	2
	Native American/Native Alaskan	2
	White, South Asian	2
	Black/African American, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, Hispanic/Latinx, Not listed	1
	Black/African American, Native American/Native Alaskan	1
	Black/African American, White, East Asian	1
	Black/African American, White, Hispanic/Latinx	1

	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, White, Southeast Asian, Native American/Native Alaskan	1
	Hispanic/Latinx, Native American/Native Alaskan	1
	White, East Asian, Southeast Asian	1
	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Not listed	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S41. *Experiment S3a stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	$1500	$1500	S=221, p=0.230	-0.054
	$3000	$3000	S=240, p=0.644	0.022
	10 minutes	11 minutes	S=250, p<0.001	0.370
	30 minutes	30 minutes	S=171, p<0.001	-0.140

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S42. *Experiment S3a regression results.*

	Estimate	SE	*p*
Tax quantified condition	0.154***	0.027	<0.001
Intercept	0.680***	0.021	<0.001
Observations	1000		
Adjusted R^2	0.031		

Note: This table shows the results of an ordinary least squares regression predicting whether the lower tax but further property was selected as a function of assignment to the *tax quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

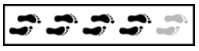
Experiment S3b Tables

Table S43. *Experiment S3b participant demographics.*

		N
Gender	Man	496
	Woman	486
	Non-binary	16
	Another gender	2
Race/Ethnicity	White	744
	Black/African American	57
	East Asian	46
	Hispanic/Latinx	40
	South Asian	25
	White, Hispanic/Latinx	19
	Southeast Asian	14
	White, East Asian	13
	Black/African American, White	9
	Not listed	7
	White, Native American/Native Alaskan	4
	Black/African American, Hispanic/Latinx	3
	White, Not listed	3
	Native American/Native Alaskan	2
	White, South Asian	2
	White, Southeast Asian	2
	Black/African American, Hispanic/Latinx, Native American/Native Alaskan	1
	Black/African American, Not listed	1
	Black/African American, White, Hispanic/Latinx	1
	Black/African American, White, Native American/Native Alaskan	1
	East Asian, South Asian	1
	Hispanic/Latinx, Native Hawaiian/Pacific Islander	1

	Southeast Asian, Hispanic/Latinx	1
	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Native American/Native Alaskan, Native Hawaiian/Pacific Islander	1
	White, Native Hawaiian/Pacific Islander, Not listed	1

Table S44. *Experiment S3b stimuli perceived value.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	$15	$15	S=172, *p*=0.110	-0.064
	$35	$32	S=218, *p=0.128*	-0.068
	10 minutes	10 minutes	S=203, *p<0.001*	0.286
	30 minutes	30 minutes	S=159, *p<0.001*	-0.156

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S45. *Experiment S3b regression results.*

	Estimate	SE	*p*
Cost quantified condition	0.260***	0.027	<0.001
Intercept	0.594***	0.022	<0.001
Observations	1000		
Adjusted R^2	0.084		

Note: This table shows the results of an ordinary least squares regression predicting whether the cheaper but further restaurant was selected as a function of assignment to the *cost quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S3c Tables

Table S46. *Experiment S3c participant demographics.*

		N
Gender	Man	252
	Woman	240
	Non-binary	7
	Another gender	1
Race/Ethnicity	White	381
	Black/African American	28
	Hispanic/Latinx	19
	East Asian	18
	White, Hispanic/Latinx	15
	Southeast Asian	8
	South Asian	6
	Not listed	5
	Black/African American, Hispanic/Latinx	4
	White, East Asian	4
	Native American/Native Alaskan	3
	White, Native American/Native Alaskan	2
	Black/African American, White	1
	Black/African American, White, Not listed	1
	East Asian, Hispanic/Latinx	1
	East Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	East Asian, Southeast Asian	1
	White, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Southeast Asian	1

Table S47. *Experiment S3c regression results.*

	Estimate	SE	*p*
Cost quantified condition	-0.040	0.039	0.307
Intercept	0.764***	0.027	<0.001
Observations	500		
Adjusted R^2	0.0001		

Note: This table shows the results of an ordinary least squares regression predicting whether cost was selected as a function of assignment to the *cost quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

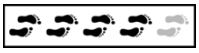
Experiment S4 Tables

Table S48. *Experiment S4 participant demographics.*

		N
Gender	Man	795
	Woman	774
	Non-binary	29
	Another gender	2
Race/Ethnicity	White	1182
	Black/African American	106
	East Asian	84
	Hispanic/Latinx	58
	White, Hispanic/Latinx	33
	South Asian	24
	Southeast Asian	23
	Black/African American, White	20
	White, East Asian	14
	Not listed	8
	White, Native American/Native Alaskan	7
	White, Southeast Asian	7
	East Asian, Southeast Asian	4
	Native American/Native Alaskan	4
	Black/African American, Hispanic/Latinx	3
	Black/African American, Native American/Native Alaskan	3
	Native Hawaiian/Pacific Islander	3
	Hispanic/Latinx, Native American/Native Alaskan	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	White, Not listed	2
	Black/African American, South Asian	1
	Black/African American, Southeast Asian	1
	Black/African American, White, Hispanic/Latinx	1

	Black/African American, White, Native American/Native Alaskan	1
	East Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	South Asian, Southeast Asian	1
	Southeast Asian, Hispanic/Latinx	1
	White, East Asian, Native American/Native Alaskan	1
	White, Native Hawaiian/Pacific Islander	1
	White, South Asian	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S49. *Experiment S4 stimuli perceived value for point estimate conditions.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
	$15	$15	S=162, p=0.024	0.098
	$35	$39	S=202, p=0.164	0.070
	10 minutes	10 minutes	S=141, p<0.001	0.192
	30 minutes	25 minutes	S=124, p<0.001	-0.229

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S50. *Experiment S4 stimuli perceived value for range conditions.*

Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test (lower)	Dominance statistic* (lower)	One-sample sign test (upper)	Dominance statistic* (upper)
	$10-$20	$10-$20	S=189, p<0.001	0.332	S=176, p<0.001	0.154
	$25-$45	$30-$50	S=169, p=0.913	0.008	S=141, p=0.020	-0.108
	10-15 minutes	10-15 minutes	S=53, p<0.001	-0.236	S=171, p<0.001	0.150
	25-40 minutes	25-40 minutes	S=164, p=0.125	-0.075	S=127, p=0.005	-0.125

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S51. *Experiment S4 regression results.*

	Estimate	SE	*p*
Cost quantified condition	0.203***	0.032	<0.001
Range condition	-0.072*	0.035	0.043
Cost quantified condition*Range condition	0.003	0.046	0.952
Intercept	0.590***	0.025	<0.001
Observations		1600	
Adjusted R^2		0.050	

Note: This table shows the results of an ordinary least squares regression predicting whether the cheaper but further restaurant was selected as a function of assignment to the c*ost quantified* condition, r*ange* condition, and their interaction. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S5a Tables

Table S52. *Experiment S5a participant demographics.*

		N
Gender	Man	499
	Woman	487
	Non-binary	10
	Another gender	4
Race/Ethnicity	White	714
	Black/African American	64
	East Asian	46
	Hispanic/Latinx	45
	Southeast Asian	25
	White, Hispanic/Latinx	24
	South Asian	22
	Not listed	9
	Black/African American, White	8
	White, East Asian	8
	White, Native American/Native Alaskan	4
	White, Hispanic/Latinx, Native American/Native Alaskan	3
	Black/African American, East Asian	2
	Black/African American, Hispanic/Latinx	2
	Black/African American, South Asian	2
	Black/African American, White, Native American/Native Alaskan	2
	Hispanic/Latinx, Native American/Native Alaskan	2
	Southeast Asian, Native Hawaiian/Pacific Islander	2
	White, Not listed	2
	White, Southeast Asian	2
	Black/African American, White, East Asian, Hispanic/Latinx	1
	Black/African American, White, East Asian, Hispanic/Latinx, Native American/Native Alaskan	1

	East Asian, South Asian	1
	Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	Hispanic/Latinx, Not listed	1
	Native American/Native Alaskan	1
	South Asian, Native Hawaiian/Pacific Islander	1
	White, East Asian, Native American/Native Alaskan	1
	White, Native Hawaiian/Pacific Islander	1
	White, South Asian	1
	White, Southeast Asian, Native Hawaiian/Pacific Islander	1
	White, Southeast Asian, Not listed	1

Table S53. *Experiment S5a stimuli perceived value.*

Condition	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Condition Quantified		74/100	75/100	S=341, p<0.001	0.390
Condition Quantified		91/100	90/100	S=106, p<0.001	-0.536
Safety Quantified		74/100	75/100	S=363, p<0.001	0.480
Safety Quantified		91/100	90/100	S=88, p<0.001	-0.600

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S54. *Experiment S5a regression results.*

	Estimate	SE	*p*
Condition quantified condition	0.392***	0.029	<0.001
Intercept	0.236***	0.019	<0.001
Observations	1000		
Adjusted R^2	0.156		

Note: This table shows the results of an ordinary least squares regression predicting whether the better condition worse safety car was selected as a function of assignment to the *condition quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S5b Tables

Table S55. *Experiment S5a participant demographics.*

		N
Gender	Man	465
	Woman	524
	Non-binary	9
	Another gender	1
	Prefer not to say	1
Race/Ethnicity	White	743
	Black/African American	77
	East Asian	41
	Hispanic/Latinx	35
	White, Hispanic/Latinx	22
	Southeast Asian	19
	South Asian	10
	Not listed	9
	White, East Asian	9
	White, Native American/Native Alaskan	7
	Black/African American, White	6
	Black/African American, Hispanic/Latinx	2
	East Asian, Southeast Asian	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	White, Not listed	2
	White, South Asian	2
	Black/African American, East Asian	1
	Black/African American, East Asian, Southeast Asian	1
	Black/African American, Native American/Native Alaskan	1
	Black/African American, White, East Asian	1
	Black/African American, White, Hispanic/Latinx	1

	Black/African American, White, Southeast Asian, Native American/Native Alaskan	1
	Hispanic/Latinx, Native American/Native Alaskan	1
	Hispanic/Latinx, Not listed	1
	Native American/Native Alaskan	1
	Southeast Asian, Hispanic/Latinx	1
	White, Southeast Asian	1
	Prefer not to say	1

Table S56. *Experiment S5a stimuli perceived value.*

Condition	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Benefit Quantified		75/100	75/100	S=103, p=0.023	0.062
Benefit Quantified		90/100	90/100	S=19, p=0.001	-0.054
Efficiency Quantified		75/100	75/100	S=92, p=0.827	-0.008
Efficiency Quantified		90/100	90/100	S=22, p<0.001	-0.080

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S57. *Experiment S5a regression results.*

	Estimate	SE	*p*
Benefit quantified condition	0.276***	0.027	<0.001
Intercept	0.580***	0.022	<0.001
Observations	1000		
Adjusted R^2	0.093		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher benefit but lower efficiency project proposal was selected as a function of assignment to the *benefit quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S6 Tables

Table S58. *Experiment S6 participant demographics.*

		N
Gender	Man	784
	Woman	769
	Non-binary	42
	Another gender	4
	[left blank]	1
Race/Ethnicity	White	1050
	Black/African American	150
	Hispanic/Latinx	97
	East Asian	79
	White, Hispanic/Latinx	45
	Southeast Asian	38
	South Asian	28
	Black/African American, White	25
	White, East Asian	10
	White, Native American/Native Alaskan	10
	White, Southeast Asian	10
	Black/African American, Hispanic/Latinx	8
	Not listed	8
	Native American/Native Alaskan	6
	Black/African American, White, Native American/Native Alaskan	5
	East Asian, Southeast Asian	4
	Native Hawaiian/Pacific Islander	4
	White, Not listed	4
	Southeast Asian, Hispanic/Latinx	2
	White, Hispanic/Latinx, Native American/Native Alaskan	2
	White, Native Hawaiian/Pacific Islander	2
	[left blank]	1

	Black/African American, Native Hawaiian/Pacific Islander, Not listed	1
	Black/African American, South Asian	1
	Black/African American, Southeast Asian	1
	Black/African American, Southeast Asian, Native American/Native Alaskan	1
	Black/African American, White, Hispanic/Latinx	1
	East Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	Hispanic/Latinx, Native American/Native Alaskan	1
	Hispanic/Latinx, Not listed	1
	White, East Asian, Hispanic/Latinx	1
	White, East Asian, Native American/Native Alaskan	1
	White, Native American/Native Alaskan, Native Hawaiian/Pacific Islander	1
	White, South Asian	1

Table S59. *Experiment S6 stimuli perceived value.*

Condition	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Connectedness Quantified/Control		55/100	55/100	S=142, *p*=0.043	0.083
Connectedness Quantified/Control		71/100	70/100	S=169, *p*=0.028	-0.111
Connectedness Quantified/Difference		55/100	55/100	S=100, *p*=0.677	-0.018
Connectedness Quantified/Difference		71/100	71/100	S=122, *p*=0.004	-0.127
Sustainability Quantified/Control		55/100	55/100	S=115, *p*=0.309	-0.042
Sustainability Quantified/Control		71/100	71/100	S=187, *p*=0.509	-0.035
Sustainability Quantified/Difference		55/100	55/100	S=80, *p*=0.001	-0.118
Sustainability Quantified/Difference		71/100	71/100	S=136, *p*=0.075	-0.079

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S60. *Experiment S6 regression results.*

	Estimate	SE	*p*
Connectedness quantified condition	0.306***	0.032	<0.001
Difference condition	0.004	0.035	0.918
Connectedness quantified condition*Difference condition	-0.036	0.045	0.433
Intercept	0.510***	0.025	<0.001
Observations		1600	
Adjusted R^2		0.090	

Note: This table shows the results of an ordinary least squares regression predicting whether the better connected but less sustainable conference location was selected as a function of assignment to the *connectedness quantified* condition, *difference* condition, and their interaction. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S61. *Experiment S6 regression results predicting perceived fluency.*

	Dependent Variable: Perceived fluency of connectedness information			**Dependent Variable: Perceived fluency of sustainability information**		
	Estimate	SE	*p*	Estimate	SE	*p*
Connectedness quantified condition	1.24***	0.067	<0.001	-1.41***	0.066	<0.001
Intercept	4.09***	0.048	<0.001	5.31***	0.046	<0.001
Observations		1600			1600	
Adjusted R^2		0.177			0.220	

Note: This table shows the results of an ordinary least squares regressions predicting perceived fluency of connectedness information and sustainability information as a function of assignment to the *connectedness quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S7 Tables

Table S62. *Experiment S7 regression results.*

	Estimate	SE	*p*
Accountability and finance quantified condition	0.127*	0.064	0.049
Intercept	0.356***	0.045	<0.001
Observations		236	
Adjusted R^2		0.012	

Note: This table shows the results of an ordinary least squares regression predicting whether the higher accountability and finance score but lower culture and community score charity was selected as a function of assignment to the *accountability and finance quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S8 Tables

Table S63. *Experiment S8 participant demographics.*

		N
Gender	Man	971
	Woman	990
	Non-binary	33
	Another gender	6
Race/Ethnicity	White	1432
	Black/African American	193
	Hispanic/Latinx	76
	East Asian	69
	White, Hispanic/Latinx	54
	Southeast Asian	34
	Black/African American, White	27
	Not listed (please specify)	20
	South Asian	16
	White, East Asian	15
	White, Native American/Native Alaskan	14
	Native American/Native Alaskan	8
	Black/African American, Hispanic/Latinx	5
	White, Southeast Asian	5
	White, Hispanic/Latinx, Native American/Native Alaskan	4
	South Asian, Southeast Asian	3
	White, South Asian	3
	Black/African American, East Asian	2
	Black/African American, White, Hispanic/Latinx	2
	East Asian, Southeast Asian	2
	White, Not listed (please specify)	2
	White, Southeast Asian, Hispanic/Latinx	2

Black/African American, East Asian, Hispanic/Latinx, Native American/Native Alaskan	1
Black/African American, South Asian	1
Black/African American, Southeast Asian	1
Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan, Not listed (please specify)	1
East Asian, Hispanic/Latinx	1
Hispanic/Latinx, Native American/Native Alaskan	1
Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
Native Hawaiian/Pacific Islander	1
South Asian, Hispanic/Latinx	1
White, East Asian, Native American/Native Alaskan	1
White, East Asian, Native Hawaiian/Pacific Islander	1
White, Southeast Asian, Native Hawaiian/Pacific Islander	1

Table S64. *Experiment S8 stimuli perceived value.*

Condition	Icon	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Benefit Quantified/ Fluent Number		75/100	75/100	S=128, p=1	0
Benefit Quantified/ Fluent Number		90/100	90/100	S=69, p=0.329	-0.026
Benefit Quantified/ Disfluent Number		75/100	75/100	S=115, p<0.001	-0.194
Benefit Quantified/ Disfluent Number		90/100	90/100	S=66, p<0.001	-0.196
Efficiency Quantified/ Fluent Number		75/100	75/100	S=149, p=0.516	0.024
Efficiency Quantified/ Fluent Number		90/100	90/100	S=63, p<0.001	-0.088
Efficiency Quantified/ Disfluent Number		75/100	75/100	S=112, p<0.001	-0.194
Efficiency Quantified/ Disfluent Number		90/100	90/100	S=69, p<0.001	-0.130

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S65. *Experiment S8 regression results.*

	Estimate	SE	p
Benefit quantified condition	0.338***	0.027	<0.001
Disfluent number condition	-0.008	0.032	0.801
Benefit quantified condition*Disfluent number condition	-0.090*	0.040	0.025
Intercept	0.518***	0.022	<0.001
Observations	2000		
Adjusted R^2	0.100		

Note: This table shows the results of an ordinary least squares regression predicting whether the higher benefit but lower efficiency project proposal was selected as a function of assignment to the *benefit quantified* condition, *disfluent number* condition, and their interaction. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S9a Tables

Table S66. *Experiment S9a participant demographics.*

		N
Gender	Man	493
	Woman	490
	Non-binary	15
	Another gender	2
Race/Ethnicity	White	697
	Black/African American	69
	Hispanic/Latinx	53
	East Asian	51
	White, Hispanic/Latinx	32
	Southeast Asian	30
	Black/African American, White	13
	South Asian	11
	Not listed	7
	White, East Asian	7
	White, Native American/Native Alaskan	5
	Native American/Native Alaskan	4
	White, Hispanic/Latinx, Native American/Native Alaskan	3
	White, Southeast Asian	3
	Hispanic/Latinx, Native American/Native Alaskan	2
	Black/African American, Hispanic/Latinx	1
	Black/African American, White, Hispanic/Latinx	1
	Black/African American, White, Hispanic/Latinx, Native American/Native Alaskan, Not listed	1
	Black/African American, White, Not listed	1
	Black/African American, White, Southeast Asian, Native American/Native Alaskan	1
	East Asian, South Asian	1

	East Asian, Southeast Asian	1
	Hispanic/Latinx, Native American/Native Alaskan, Not listed	1
	Hispanic/Latinx, Not listed	1
	Southeast Asian, Hispanic/Latinx, Native Hawaiian/Pacific Islander	1
	White, East Asian, Native American/Native Alaskan	1
	White, Hispanic/Latinx, Not listed	1
	White, Not listed	1

Table S67. *Experiment S9a stimuli perceived value.*

Condition	Icon	Corresponding presented value in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
Connectedness Quantified		55/100	55/100	S=167, p=0.503	0.026
Connectedness Quantified		71/100	70/100	S=196, p=0.002	-0.138
Sustainability Quantified		55/100	55/100	S=136, p=0.059	-0.068
Sustainability Quantified		71/100	71/100	S=223, p=0.269	-0.050

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the icon.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S68. *Experiment S9a regression results predicting perceived fluency.*

	Dependent Variable: Perceived fluency of connectedness information			**Dependent Variable: Perceived fluency of sustainability information**		
	Estimate	SE	*p*	Estimate	SE	*p*
Connectedness quantified condition	0.616***	0.080	<0.001	-0.656***	0.081	<0.001
Intercept	4.840***	0.058	<0.001	5.385***	0.055	<0.001
Observations	1000			1000		
Adjusted R^2	0.056			0.060		

Note: This table shows the results of an ordinary least squares regressions predicting perceived fluency of connectedness information and sustainability information as a function of assignment to the *connectedness quantified* condition. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Table S69. *Experiment S9a main regression results.*

	Mediator: Difference in perceived fluency (connectedness – sustainability)	**Dependent Variable: Choice of more connected but less sustainable conference location**							
	Model 1			**Model 2**			**Model 3**		
	Estimate	SE	*p*	Estimate	SE	*p*	Estimate	SE	*p*
Connectedness quantified condition	1.273***	0.076	<0.001	0.295***	0.029	<0.001	0.256***	0.033	<0.001
Intercept	-0.544***	0.051	<0.001	0.507***	0.022	<0.001	0.524***	0.023	<0.001
Difference in perceived fluency							0.031**	0.012	0.007
Observations	1000			1000			1000		
Adjusted R^2	0.221			0.096			0.101		

Note: This table shows the results of an ordinary least squares regressions. Model 1 predicts difference in perceived fluency (perceived fluency of connectedness information - perceived fluency of sustainability information) as a function of assignment to the *connectedness quantified* condition. Model 2 predicts whether the more connected but less sustainable conference location was selected as a function of assignment to the *connectedness quantified* condition. Model 3 predicts whether the more connected but less sustainable conference location was selected as a function of assignment to the *connectedness quantified* condition and the difference in perceived fluency variable. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experiment S9b Tables

Table S70. *Experiment S9b participant demographics.*

		N
Gender	Man	495
	Woman	484
	Non-binary	20
	Another gender	1
Race/Ethnicity	White	709
	Black/African American	92
	Hispanic/Latinx	46
	East Asian	33
	White, Hispanic/Latinx	29
	Southeast Asian	22
	South Asian	13
	Black/African American, White	8
	Not listed	8
	Native American/Native Alaskan	5
	White, East Asian	5
	White, Native American/Native Alaskan	5
	Black/African American, Hispanic/Latinx	3
	White, Hispanic/Latinx, Native American/Native Alaskan	3
	White, South Asian	3
	White, Southeast Asian	3
	Black/African American, East Asian	2
	Black/African American, White, Native American/Native Alaskan	2
	East Asian, Native Hawaiian/Pacific Islander	2
	Black/African American, Not listed	1
	Black/African American, Southeast Asian	1
	Black/African American, White, East Asian	1
	Black/African American, White, Hispanic/Latinx	1

	East Asian, Southeast Asian	1
	White, East Asian, Hispanic/Latinx, Native American/Native Alaskan	1
	White, Native Hawaiian/Pacific Islander	1

Table S71. *Experiment S9b stimuli perceived value.*

Verbal estimate	Corresponding value presented in quantified condition	Median perceived value	One-sample sign test	Dominance statistic*
"Almost certain"	95%	90%	S=41, p<0.001	-0.548
"Highly likely"	90%	90%	S=142, p=0.242	0.040
"Very good chance"	80%	80%	S=111, p<0.001	-0.244
"Likely"	70%	75%	S=307, p<0.001	0.420

Note: One-sample sign tests compare the corresponding value presented in the quantified condition to participants' perceived value of the verbal estimate.
*The dominance statistic is the proportion of observations greater than *mu* (corresponding value presented in other condition), minus the proportion of observations less than *mu*. It will range from -1 to 1, with 0 indicating the median observation is equal to *mu*, 1 indicating that all observations are greater than *mu*, and -1 indicating that all observations are less than *mu*.

Table S72. *Experiment S9b regression results predicting perceived fluency.*

	Dependent Variable: Perceived fluency of potential information			Dependent Variable: Perceived fluency of commitment information		
	Estimate	SE	p	Estimate	SE	p
Potential quantified condition	0.354***	0.083	<0.001	-0.451***	0.079	<0.001
Intercept	4.894***	0.061	<0.001	5.425***	0.055	<0.001
Observations		1000			1000	
Adjusted R^2		0.017			0.031	

Note: This table shows the results of an ordinary least squares regressions predicting perceived fluency of potential information and commitment information as a function of assignment to the *potential quantified* condition. Robust standard errors are presented.
*p<0.05 **p<0.01 ***p<0.001.

Table S73. *Experiment S9b main regression results.*

	Mediator: Difference in perceived fluency (potential – commitment)			**Dependent Variable: Choice of higher potential but less committed employee**					
	Model 1			**Model 2**			**Model 3**		
	Estimate	SE	*p*	Estimate	SE	*p*	Estimate	SE	*p*
Potential quantified condition	0.805***	0.063	<0.001	0.354***	0.029	<0.001	0.290***	0.032	<0.001
Intercept	-0.531***	0.051	<0.001	0.202***	0.018	<0.001	0.244***	0.020	<0.001
Difference in perceived fluency							0.080***	0.015	<0.001
Observations	1000			1000			1000		
Adjusted R^2	0.138			0.132			0.158		

Note: This table shows the results of an ordinary least squares regressions. Model 1 predicts difference in perceived fluency (perceived fluency of potential information - perceived fluency of commitment information) as a function of assignment to the *potential quantified* condition. Model 2 predicts whether the higher potential but less committed employee was selected as a function of assignment to the *potential quantified* condition. Model 3 predicts whether the higher potential but less committed employee was selected as a function of assignment to the *potential quantified* condition and the difference in perceived fluency variable. Robust standard errors are presented. *p<0.05 **p<0.01 ***p<0.001.

Experimental Materials

Experiment 1a

[Rating quantified]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price: 	Price: 
Rating: 3.0	Rating: 5.0

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price: 	Price: 
Rating: 3.0	Rating: 5.0

Which hotel will you choose?

- ○ Hotel Milton
- ○ Hotel Luxe

[Price quantified]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price: $100 Rating: 	Price: $400 Rating: 

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price: $100 Rating: 	Price: $400 Rating: 

Which hotel will you choose?

- ○ Hotel Milton
- ○ Hotel Luxe

[Rating quantified – Perceptions of icons, randomized order]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	Hotel Luxe
Price:	Price:
Rating: 3.0	Rating: 5.0

The icon  is ambiguous. When you see it next to "Price" what value would you assign it from $100 to $500? Please respond with a number only.

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	Hotel Luxe
Price:	Price:
Rating: 3.0	Rating: 5.0

The icon  is ambiguous. When you see it next to "Price" what value would you assign it from $100 to $500? Please respond with a number only.

[Price quantified – Perceptions of icons, randomized order]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	Hotel Luxe
Price: $100	Price: $400
Rating:	Rating:

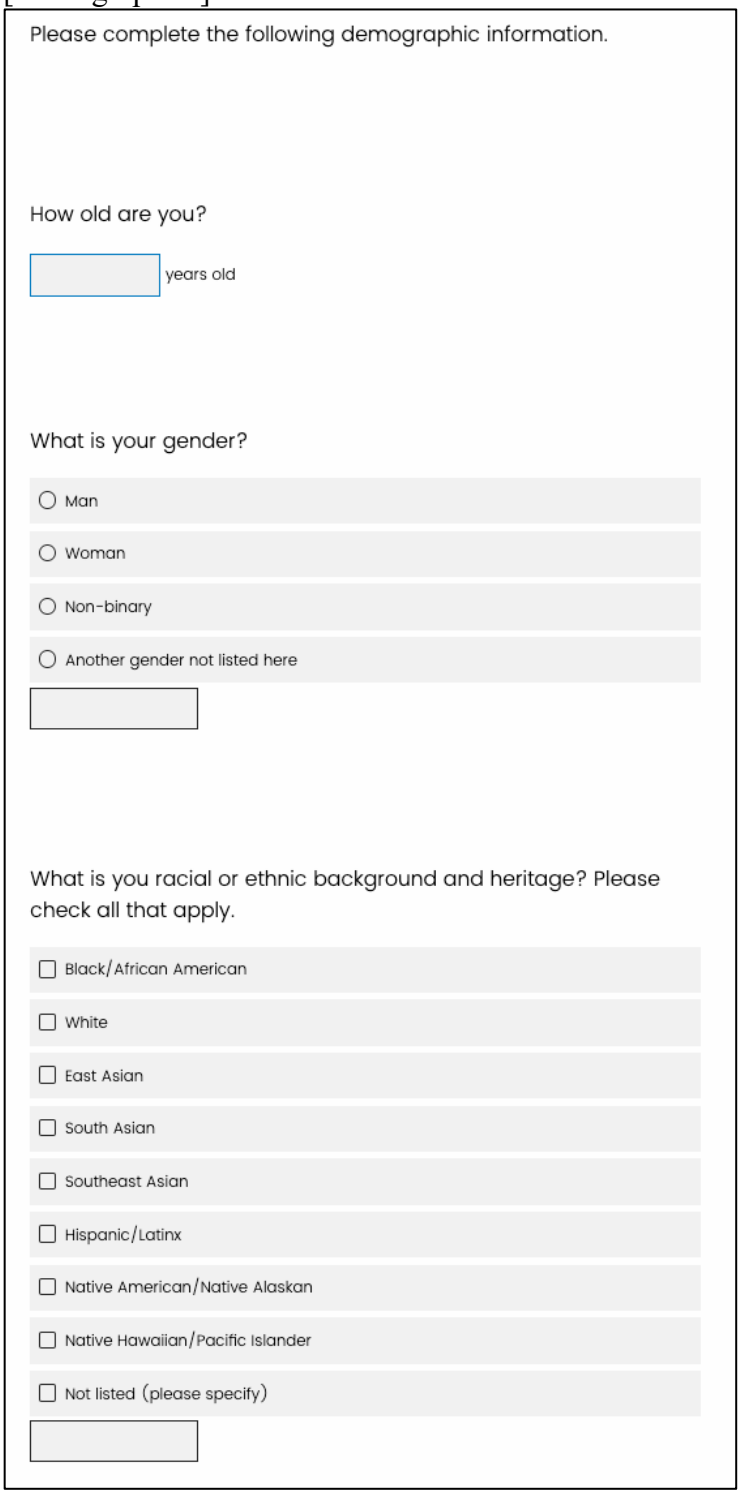
The icon  is ambiguous. When you see it next to "Rating" what value would you assign it from 1 to 5 stars? Please respond with a number only.

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	Hotel Luxe
Price: $100	Price: $400
Rating:	Rating:

The icon  is ambiguous. When you see it next to "Rating" what value would you assign it from 1 to 5 stars? Please respond with a number only.

[Demographics]



Please complete the following demographic information.

How old are you?

years old

What is your gender?

- Man
- Woman
- Non-binary
- Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- Black/African American
- White
- East Asian
- South Asian
- Southeast Asian
- Hispanic/Latinx
- Native American/Native Alaskan
- Native Hawaiian/Pacific Islander
- Not listed (please specify)

Experiment 1b

[Management grade quantified]

Today, you're deciding which of two candidates to hire for a competitive summer internship.

In the application, you asked for two relevant pieces of coursework: most recent grade in a math class, and most recent grade in a business-oriented class.

You've identified two strong candidates who performed similarly in their interviews and had excellent application materials. Now, you have to decide between them.

Candidate A	**Candidate B**
Calculus grade: A Management grade: 83-87%	Calculus grade: B Management grade: 93-97%

Today, you're deciding which of two candidates to hire for a competitive summer internship.

In the application, you asked for two relevant pieces of coursework: most recent grade in a math class, and most recent grade in a business-oriented class.

You've identified two strong candidates who performed similarly in their interviews and had excellent application materials. Now, you have to decide between them.

Candidate A	**Candidate B**
Calculus grade: A Management grade: 83-87%	Calculus grade: B Management grade: 93-97%

Which candidate will you hire for the summer internship?

- ○ Candidate A
- ○ Candidate B

[Calculus grade quantified]

Today, you're deciding which of two candidates to hire for a competitive summer internship.

In the application, you asked for two relevant pieces of coursework: most recent grade in a math class, and most recent grade in a business-oriented class.

You've identified two strong candidates who performed similarly in their interviews and had excellent application materials. Now, you have to decide between them.

Candidate A	**Candidate B**
Calculus grade: 93-97% Management grade: B	Calculus grade: 83-87% Management grade: A

Today, you're deciding which of two candidates to hire for a competitive summer internship.

In the application, you asked for two relevant pieces of coursework: most recent grade in a math class, and most recent grade in a business-oriented class.

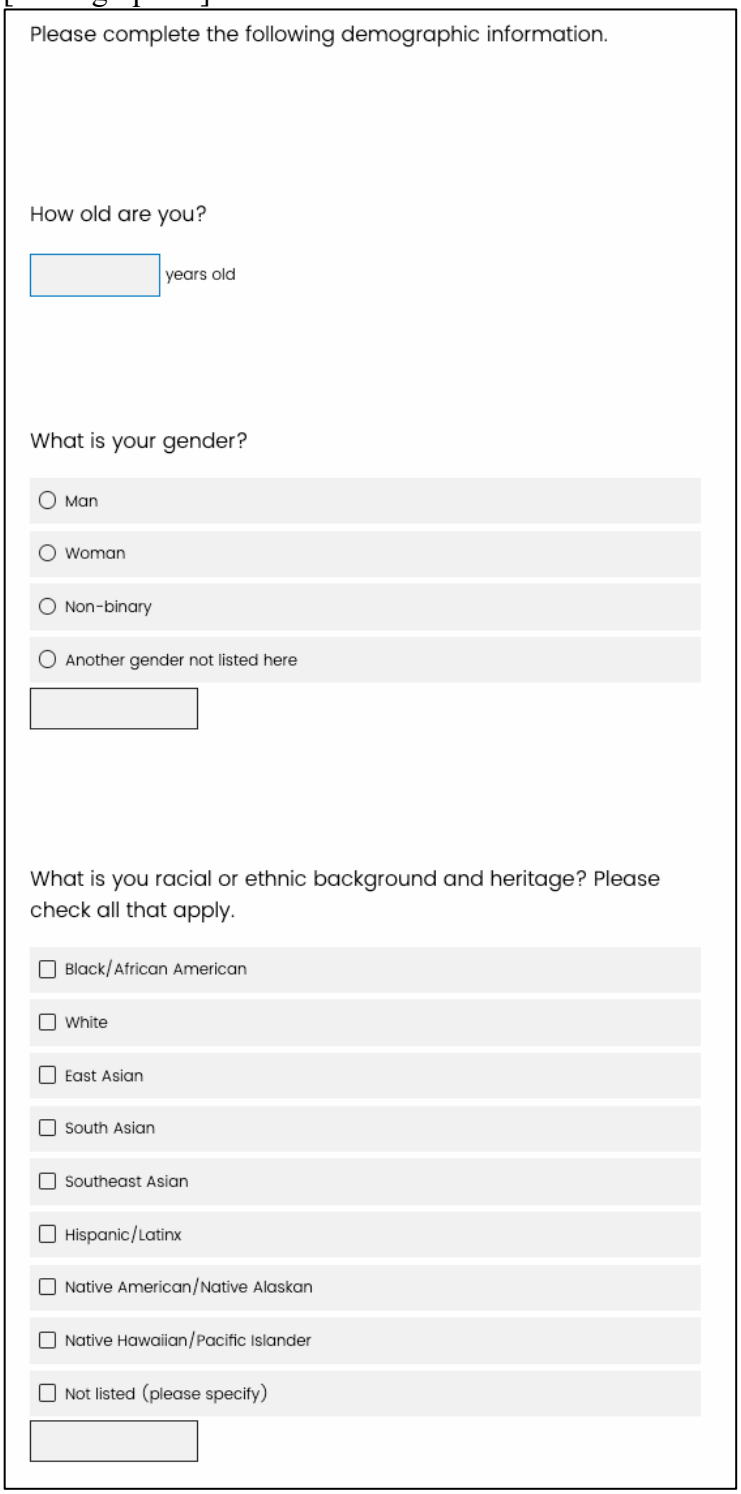
You've identified two strong candidates who performed similarly in their interviews and had excellent application materials. Now, you have to decide between them.

Candidate A	**Candidate B**
Calculus grade: 93-97% Management grade: B	Calculus grade: 83-87% Management grade: A

Which candidate will you hire for the summer internship?

- ○ Candidate A
- ○ Candidate B

[Demographics]



Please complete the following demographic information.

How old are you?

years old

What is your gender?

- Man
- Woman
- Non-binary
- Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- Black/African American
- White
- East Asian
- South Asian
- Southeast Asian
- Hispanic/Latinx
- Native American/Native Alaskan
- Native Hawaiian/Pacific Islander
- Not listed (please specify)

Experiment 1c

[Scenario]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location.

- **5:** The proposed location has an excellent sustainability score.
- **4:** The proposed location has a good sustainability score.
- **3:** The proposed location has a moderate sustainability score.
- **2:** The proposed location has a fair sustainability score.
- **1:** The proposed location has a poor sustainability score.

The **Connectedness Score** is based on outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small and large group meetings, and the accessibility of the location.

- **5:** The proposed location has an excellent connectedness score.
- **4:** The proposed location has a good connectedness score.
- **3:** The proposed location has a moderate connectedness score.
- **2:** The proposed location has a fair connectedness score.
- **1:** The proposed location has a poor connectedness score.

[Connectedness Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location.

- **5:** The proposed location has an excellent sustainability score.
- **4:** The proposed location has a good sustainability score.
- **3:** The proposed location has a moderate sustainability score.
- **2:** The proposed location has a fair sustainability score.
- **1:** The proposed location has a poor sustainability score.

The **Connectedness Score** is based on outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small and large group meetings, and the accessibility of the location.

- **5:** The proposed location has an excellent connectedness score.
- **4:** The proposed location has a good connectedness score.
- **3:** The proposed location has a moderate connectedness score.
- **2:** The proposed location has a fair connectedness score.
- **1:** The proposed location has a poor connectedness score.

The committee has given both locations the following scores.

Location A	**Location B**
Sustainability Score: The proposed location has an excellent sustainability score.	**Sustainability Score:** The proposed location has a moderate sustainability score.
Connectedness Score: 3	**Connectedness Score:** 5

[Connectedness Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location.

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- **3:** The proposed location has a moderate sustainability score.
- **2:** The proposed location has a fair sustainability score.
- **1:** The proposed location has a poor sustainability score.

The **Connectedness Score** is based on outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small and large group meetings, and the accessibility of the location.

- **5:** The proposed location has an excellent connectedness score.
- **4:** The proposed location has a good connectedness score.
- **3:** The proposed location has a moderate connectedness score.
- **2:** The proposed location has a fair connectedness score.
- **1:** The proposed location has a poor connectedness score.

The committee has given both locations the following scores.

Location A	**Location B**
Sustainability Score: The proposed location has an excellent sustainability score.	**Sustainability Score:** The proposed location has a moderate sustainability score.
Connectedness Score: 3	**Connectedness Score:** 5

Which conference location would you choose?

○ Location A

○ Location B

[Sustainability Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location.

- **5:** The proposed location has an excellent sustainability score.
- **4:** The proposed location has a good sustainability score.
- **3:** The proposed location has a moderate sustainability score.
- **2:** The proposed location has a fair sustainability score.
- **1:** The proposed location has a poor sustainability score.

The **Connectedness Score** is based on outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small and large group meetings, and the accessibility of the location.

- **5:** The proposed location has an excellent connectedness score.
- **4:** The proposed location has a good connectedness score.
- **3:** The proposed location has a moderate connectedness score.
- **2:** The proposed location has a fair connectedness score.
- **1:** The proposed location has a poor connectedness score.

The committee has given both locations the following scores.

Location A	**Location B**
Sustainability Score: 5	**Sustainability Score:** 3
Connectedness Score: The proposed location has a moderate connectedness score.	**Connectedness Score:** The proposed location has an excellent connectedness score.

[Sustainability Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location.

- **5:** The proposed location has an excellent sustainability score.
- **4:** The proposed location has a good sustainability score.
- **3:** The proposed location has a moderate sustainability score.
- **2:** The proposed location has a fair sustainability score.
- **1:** The proposed location has a poor sustainability score.

The **Connectedness Score** is based on outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small and large group meetings, and the accessibility of the location.

- **5:** The proposed location has an excellent connectedness score.
- **4:** The proposed location has a good connectedness score.
- **3:** The proposed location has a moderate connectedness score.
- **2:** The proposed location has a fair connectedness score.
- **1:** The proposed location has a poor connectedness score.

The committee has given both locations the following scores.

Location A	**Location B**
Sustainability Score: 5	**Sustainability Score:** 3
Connectedness Score: The proposed location has a moderate connectedness score.	**Connectedness Score:** The proposed location has an excellent connectedness score.

Which conference location would you choose?

- ○ Location A
- ○ Location B

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment 2

[Advancement quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: 95% **Likelihood of retention**: Likely	**Likelihood of advancement**: 80% **Likelihood of retention**: Highly likely

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: 95% **Likelihood of retention**: Likely	**Likelihood of advancement**: 80% **Likelihood of retention**: Highly likely

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[Retention quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: Almost certain **Likelihood of retention**: 70%	**Likelihood of advancement**: Very good chance **Likelihood of retention**: 90%

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: Almost certain **Likelihood of retention**: 70%	**Likelihood of advancement**: Very good chance **Likelihood of retention**: 90%

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[None quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: Almost certain **Likelihood of retention**: Likely	**Likelihood of advancement**: Very good chance **Likelihood of retention**: Highly likely

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: Almost certain **Likelihood of retention**: Likely	**Likelihood of advancement**: Very good chance **Likelihood of retention**: Highly likely

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[Both quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: 95% **Likelihood of retention**: 70%	**Likelihood of advancement**: 80% **Likelihood of retention**: 90%

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: likelihood of advancement and likelihood of retention.

Likelihood of advancement captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Likelihood of retention refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

- Almost certain = 95%
- Highly likely = 90%
- Very good chance = 80%
- Likely = 70%

Employee A	Employee B
Likelihood of advancement: 95% **Likelihood of retention**: 70%	**Likelihood of advancement**: 80% **Likelihood of retention**: 90%

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

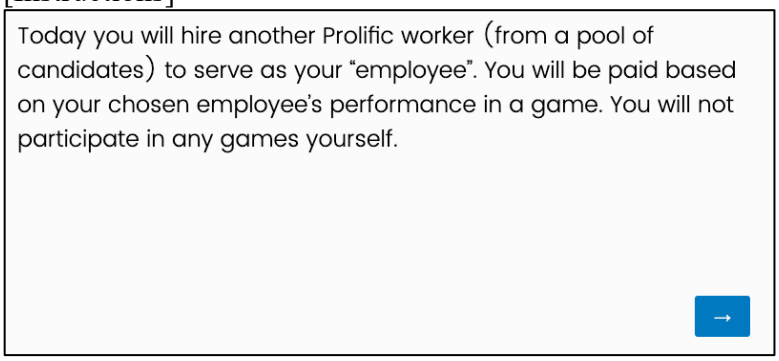
- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

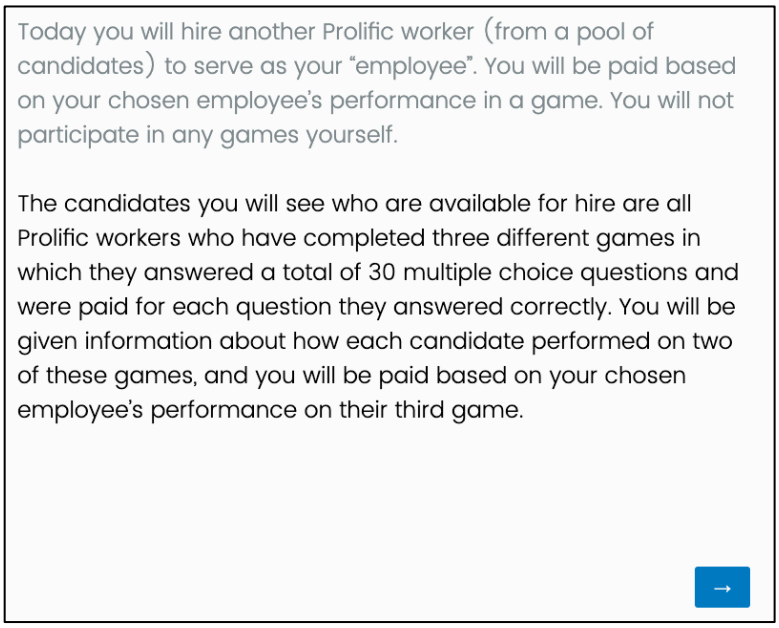
What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment 3a

[Instructions]

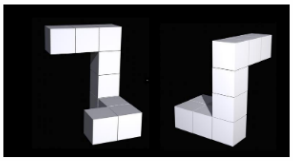




Today you will hire another Prolific worker (from a pool of candidates) to serve as your "employee". You will be paid based on your chosen employee's performance in a game. You will not participate in any games yourself.

The candidates you will see who are available for hire are all Prolific workers who have completed three different games in which they answered a total of 30 multiple choice questions and were paid for each question they answered correctly. You will be given information about how each candidate performed on two of these games, and you will be paid based on your chosen employee's performance on their third game.

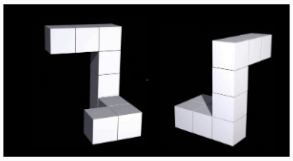
In the first game candidates played (which we called "the Math Game"), candidates were presented with two objects, like the ones below. They had 7 seconds to decide whether these objects were the same or different.



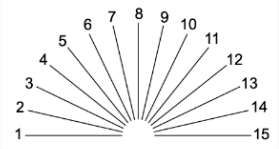
Today you will hire another Prolific worker (from a pool of candidates) to serve as your "employee". You will be paid based on your chosen employee's performance in a game. You will not participate in any games yourself.

The candidates you will see who are available for hire are all Prolific workers who have completed three different games in which they answered a total of 30 multiple choice questions and were paid for each question they answered correctly. You will be given information about how each candidate performed on two of these games, and you will be paid based on your chosen employee's performance on their third game.

In the first game candidates played (which we called "the Math Game"), candidates were presented with two objects, like the ones below. They had 7 seconds to decide whether these objects were the same or different.



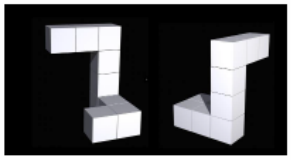
In the second game candidates played (which we called "the Angles Game"), candidates were shown a line, like the one below, and given 7 seconds to identify which numbered line in the set depicted below matched the angle of the single line they'd been shown.



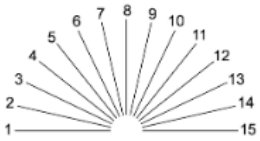
Today you will hire another Prolific worker (from a pool of candidates) to serve as your "employee". You will be paid based on your chosen employee's performance in a game. You will not participate in any games yourself.

The candidates you will see who are available for hire are all Prolific workers who have completed three different games in which they answered a total of 30 multiple choice questions and were paid for each question they answered correctly. You will be given information about how each candidate performed on two of these games, and you will be paid based on your chosen employee's performance on their third game.

In the first game candidates played (which we called "the Math Game"), candidates were presented with two objects, like the ones below. They had 7 seconds to decide whether these objects were the same or different.



In the second game candidates played (which we called "the Angles Game"), candidates were shown a line, like the one below, and given 7 seconds to identify which numbered line in the set depicted below matched the angle of the single line they'd been shown.



In the third game candidates played (which we called "the Trivia Game"), candidates were given 7 seconds to answer multiple choice trivia questions.

For example: Which mixing method incorporates ingredients with a spatula?

A. Beating
B. Folding
C. Sifting
D. Whipping
E. Creaming

You will be provided with information about the performance of each candidate on the Math Game and the Angles Game. Your bonus payment will depend on your employee's performance on the Trivia Game, where they answered 10 multiple choice questions. Specifically, you will earn $0.05 for each question your chosen employee answered correctly on the Trivia Game.

→

[Comprehension check questions – not allowed to proceed until correct]

You will be provided with information about the performance of each candidate on the Math Game and the Angles Game. Your bonus payment will depend on your employee's performance on the Trivia Game, where they answered 10 multiple choice questions. Specifically, you will earn $0.05 for each question your chosen employee answered correctly on the Trivia Game.

How do you earn a bonus payment?

- ○ My employee must answer more questions correctly than me.
- ○ I will earn $0.05 for each question I answer correctly.
- ○ I will hire an employee and earn $0.05 for each question they answered correctly on a game.

You will be provided with information about the performance of each candidate on the Math Game and the Angles Game. Your bonus payment will depend on your employee's performance on the Trivia Game, where they answered 10 multiple choice questions. Specifically, you will earn $0.05 for each question your chosen employee answered correctly on the Trivia Game.

I will be paid based on...

- ○ My chosen employee's performance on the Angles Game.
- ○ My chosen employee's performance on the Trivia Game.
- ○ My chosen employee's performance on the Math Game.

[Math Score Quantified: Pairing 1]

Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them “Candidate A” and “Candidate B” to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A

Math Game Score: 5/10

Angles Game Score:

Candidate B

Math Game Score: 8/10

Angles Game Score:

→

Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them “Candidate A” and “Candidate B” to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A

Math Game Score: 5/10

Angles Game Score:

Candidate B

Math Game Score: 8/10

Angles Game Score:

Which candidate do you want to hire to play the Trivia Game for you?

○ **Candidate A**
Math Game Score: 5/10
Angles Game Score:

○ **Candidate B**
Math Game Score: 8/10
Angles Game Score:

[Math Score Quantified: Pairing 2]

Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them “Candidate A” and “Candidate B” to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A

Math Game Score: 4/10

Angles Game Score:

Candidate B

Math Game Score: 8/10

Angles Game Score:

→

Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them “Candidate A” and “Candidate B” to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A

Math Game Score: 4/10

Angles Game Score:

Candidate B

Math Game Score: 8/10

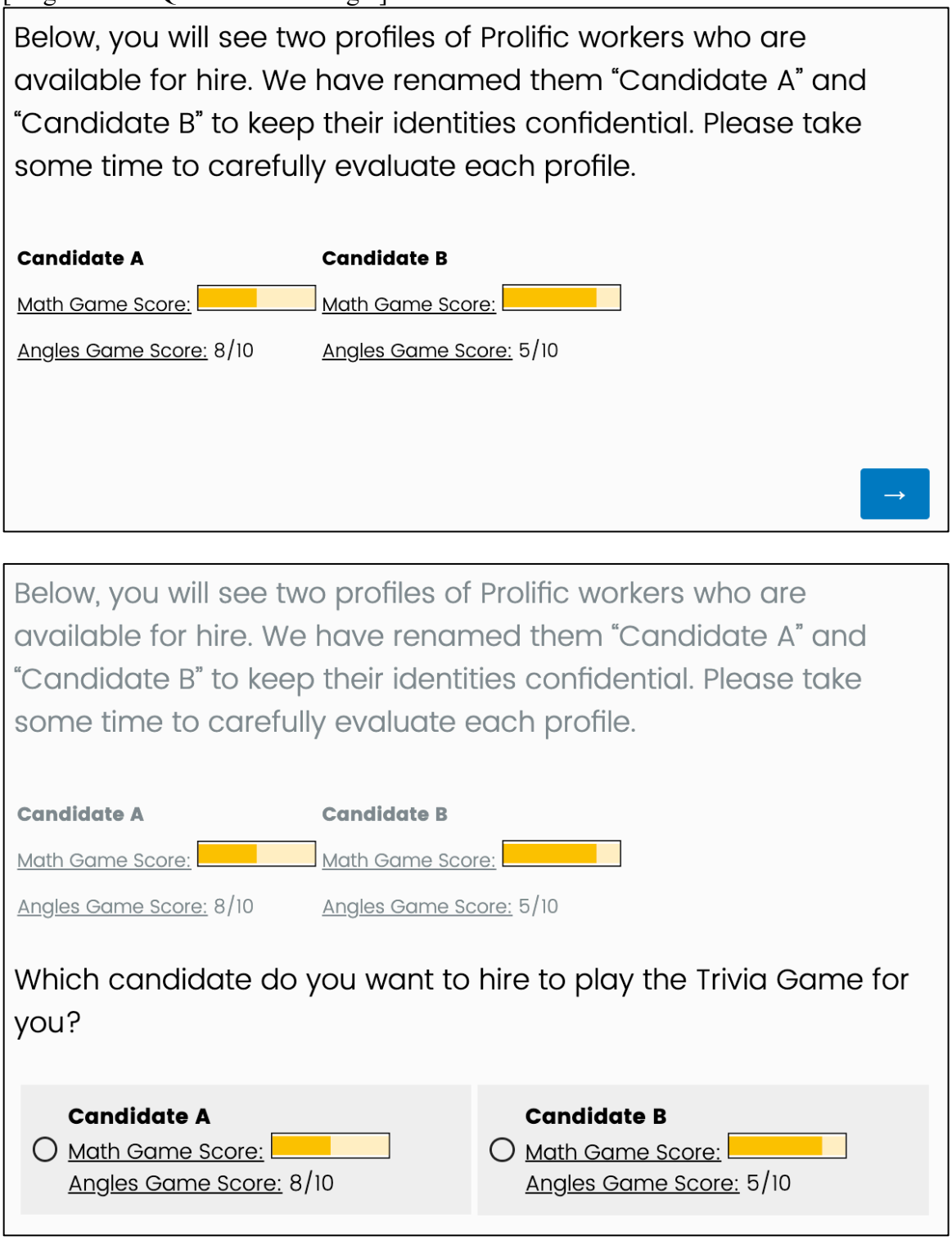
Angles Game Score:

Which candidate do you want to hire to play the Trivia Game for you?

○ **Candidate A**
Math Game Score: 4/10
Angles Game Score:

○ **Candidate B**
Math Game Score: 8/10
Angles Game Score:

[Angles Score Quantified: Pairing 1]



[Angles Score Quantified: Pairing 2]

Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them "Candidate A" and "Candidate B" to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A	**Candidate B**
Math Game Score:	Math Game Score:
Angles Game Score: 8/10	Angles Game Score: 4/10

→

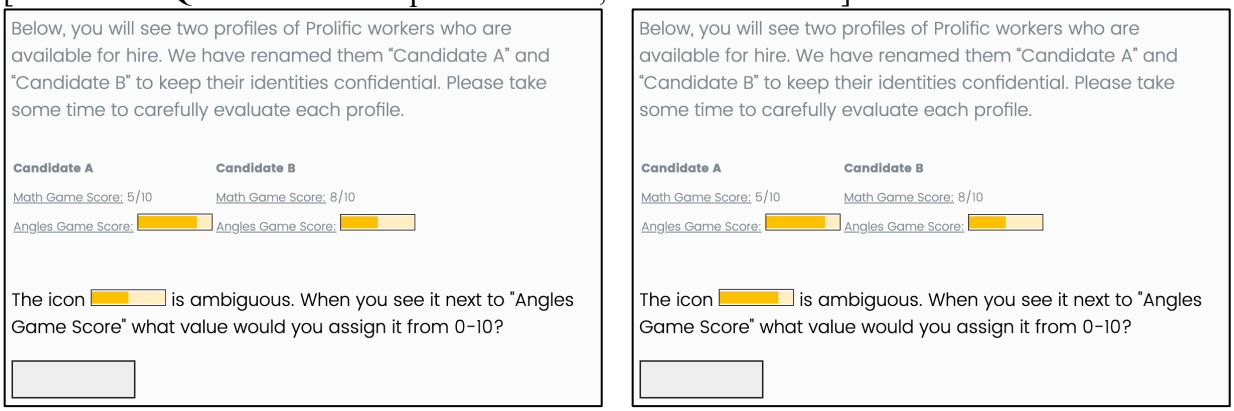
Below, you will see two profiles of Prolific workers who are available for hire. We have renamed them "Candidate A" and "Candidate B" to keep their identities confidential. Please take some time to carefully evaluate each profile.

Candidate A	**Candidate B**
Math Game Score:	Math Game Score:
Angles Game Score: 8/10	Angles Game Score: 4/10

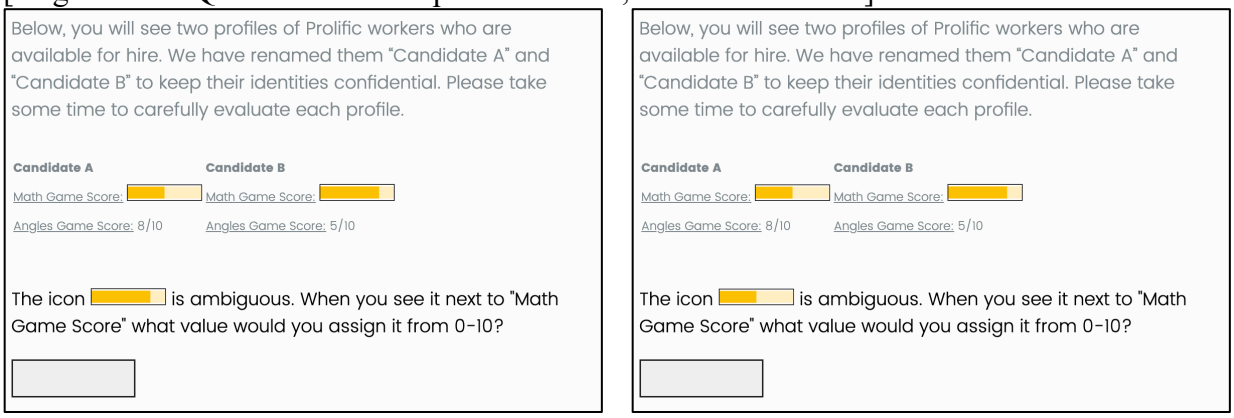
Which candidate do you want to hire to play the Trivia Game for you?

Candidate A ○ Math Game Score: Angles Game Score: 8/10	**Candidate B** ○ Math Game Score: Angles Game Score: 4/10

[Math Score Quantified – Perceptions of icons, randomized order]



[Angles Score Quantified – Perceptions of icons, randomized order]



[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment 3b

[Scenario]

Based on your decision today, we will donate $1.00 to the charity you select.

The two charities you will see have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, scoring them from 0 to 100 on several dimensions.

A charity's **Accountability and Finance Score** provides an assessment of its financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

A charity's **Culture and Community Score** provides an assessment of its culture and connectedness to the community it serves.

[Comprehension check]

Please fill in the blank:
Based on your decision today, we will _____

- ◯ Donate $1.00 to the charity you select
- ◯ Send you more information about the charity you select
- ◯ Not make any donation to the charity you select
- ◯ Ask someone to evaluate the charity you select

[If chose: "Donate $1.00 to the charity you select"]

That's right!

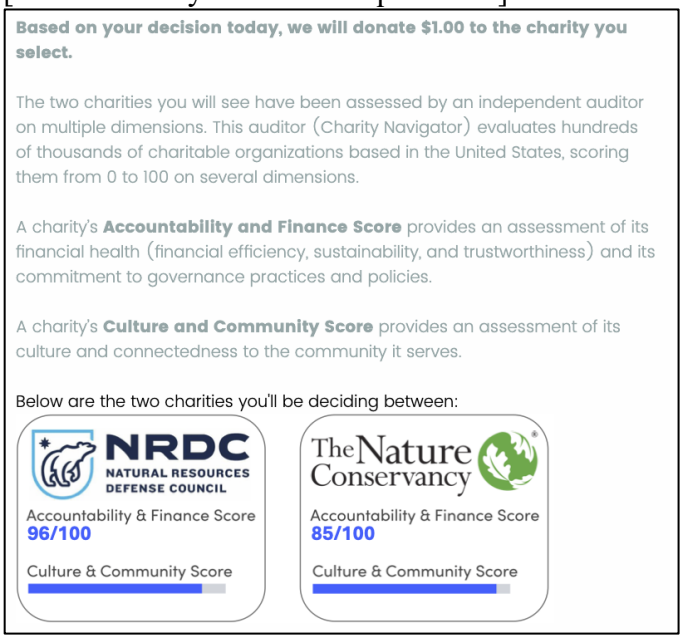
Based on your decision today, we will donate $1.00 to the charity you select.

[If chose incorrect options]

You chose an incorrect answer to the previous question.

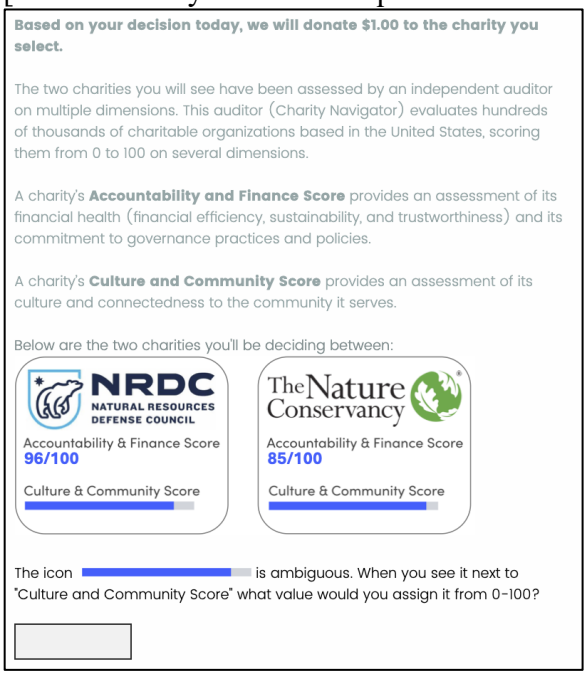
We want to make sure you understand that: **Based on your decision today, we will donate $1.00 to the charity you select.**

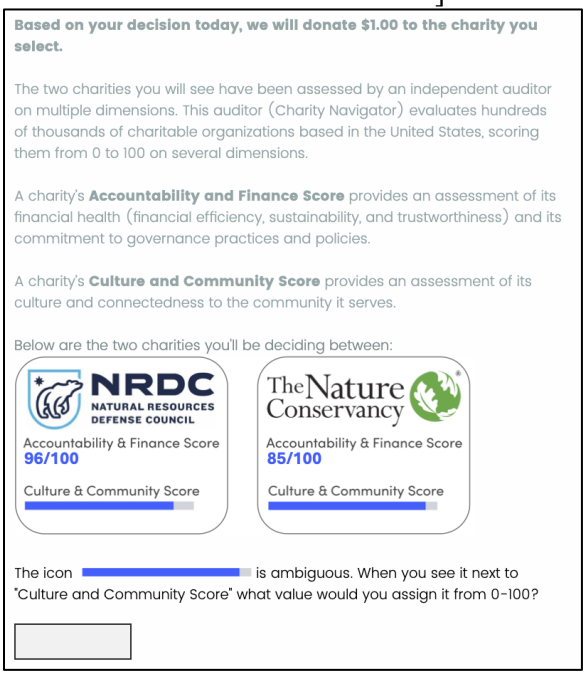
[Accountability and finance quantified]



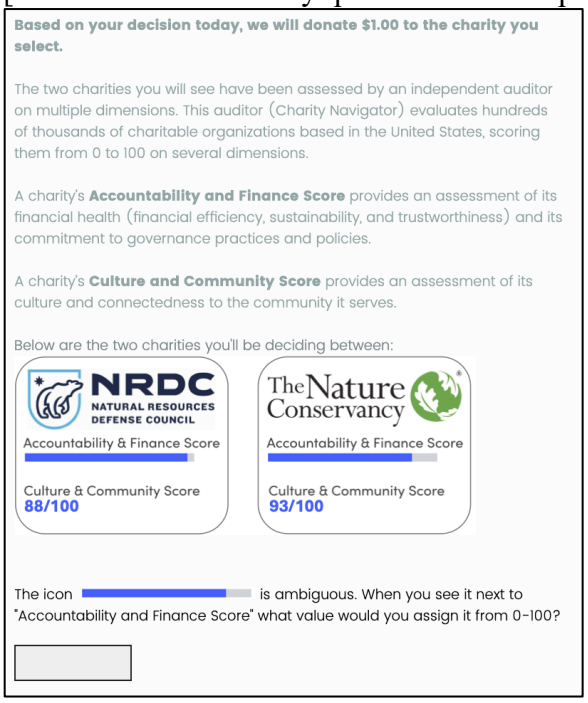
[Culture and community quantified]

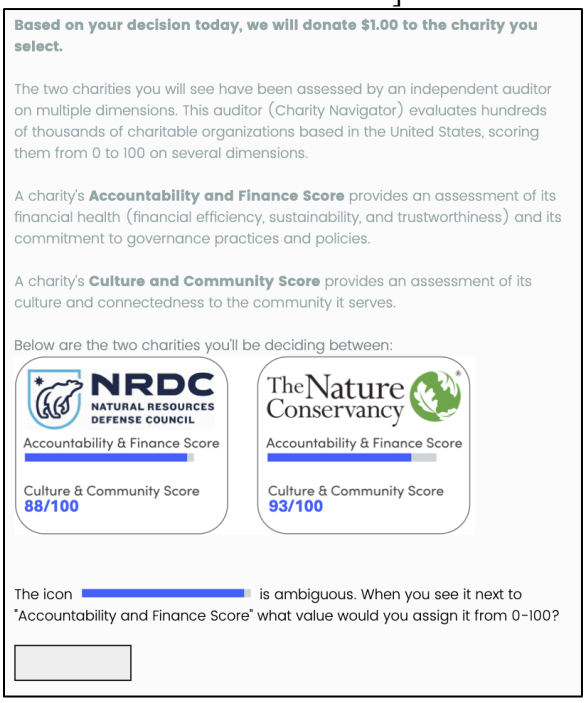
[Accountability and finance quantified – Perceptions of icons in randomized order]





[Culture and community quantified – Perceptions of icons in randomized order]





[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment 4

[Efficiency Quantified/Fluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 25/100	Efficiency Assessment: 75/100

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 25/100	Efficiency Assessment: 75/100

Which project will you vote for?

- ○ Project A
- ○ Project B

[Efficiency Quantified/Disfluent]

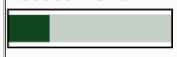
You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 23/92	Efficiency Assessment: 51/68

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 23/92	Efficiency Assessment: 51/68

Which project will you vote for?

- ○ Project A
- ○ Project B

[Benefit Quantified/Fluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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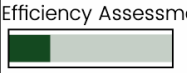
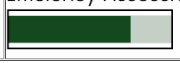
Project A	**Project B**
Benefit to Community Assessment: 75/100 Efficiency Assessment: 	Benefit to Community Assessment: 25/100 Efficiency Assessment: 

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Project A	**Project B**
Benefit to Community Assessment: 75/100 Efficiency Assessment: 	Benefit to Community Assessment: 25/100 Efficiency Assessment: 

Which project will you vote for?

- ○ Project A
- ○ Project B

[Benefit Quantified/Disfluent]

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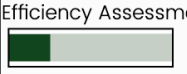
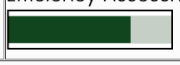
Project A	**Project B**
Benefit to Community Assessment: 51/68 Efficiency Assessment: 	Benefit to Community Assessment: 23/92 Efficiency Assessment: 

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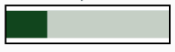
Project A	**Project B**
Benefit to Community Assessment: 51/68 Efficiency Assessment: 	Benefit to Community Assessment: 23/92 Efficiency Assessment: 

Which project will you vote for?

- ○ Project A
- ○ Project B

[Efficiency Quantified/Fluent – Perceptions of icons, randomized order]

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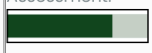
Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 25/100	Efficiency Assessment: 75/100

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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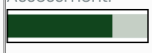
Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 25/100	Efficiency Assessment: 75/100

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[Efficiency Quantified/Disfluent – Perceptions of icons, randomized order]

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Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 23/92	Efficiency Assessment: 51/68

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

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Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 23/92	Efficiency Assessment: 51/68

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

[Benefit Quantified/Fluent – Perceptions of icons, randomized order]

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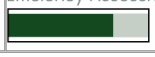
Project A	Project B
Benefit to Community Assessment: 75/100 Efficiency Assessment: 	Benefit to Community Assessment: 25/100 Efficiency Assessment: 

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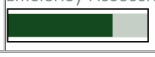
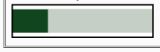
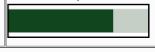
Project A	Project B
Benefit to Community Assessment: 75/100 Efficiency Assessment: 	Benefit to Community Assessment: 25/100 Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Benefit Quantified/Disfluent – Perceptions of icons, randomized order]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

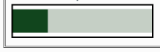
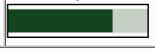
Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	Project B
Benefit to Community Assessment: 51/68 Efficiency Assessment: 	Benefit to Community Assessment: 23/92 Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** is based on how long the project will take to complete and how expensive the project will be.

Project A	Project B
Benefit to Community Assessment: 51/68 Efficiency Assessment: 	Benefit to Community Assessment: 23/92 Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

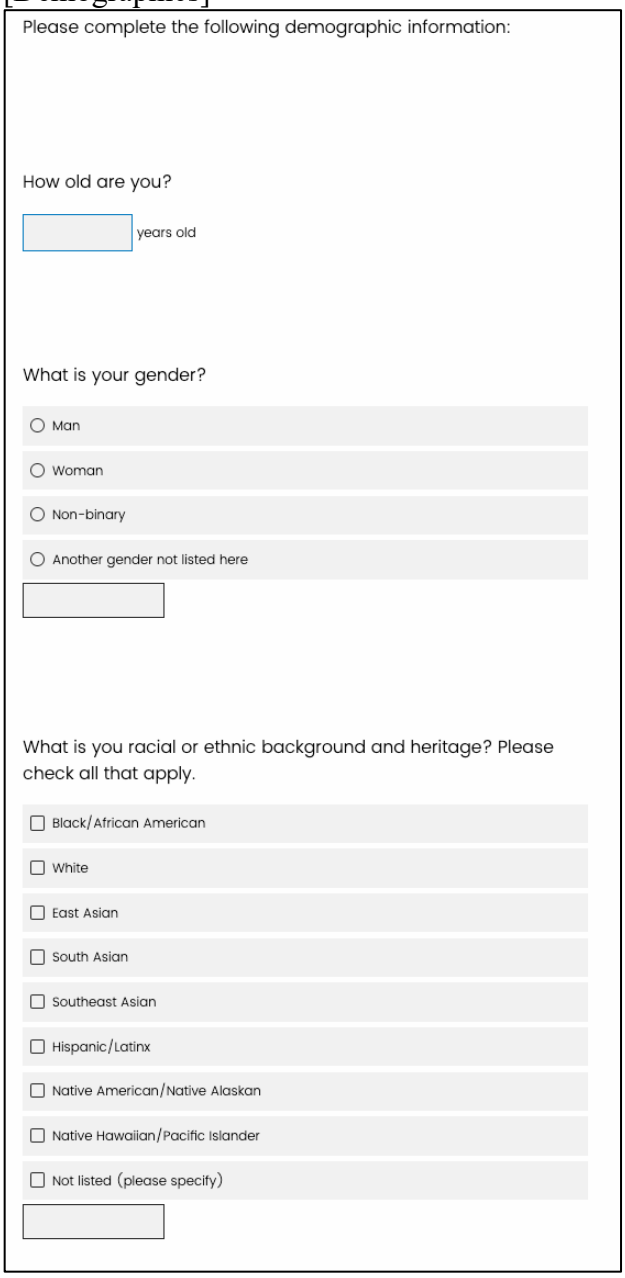
- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

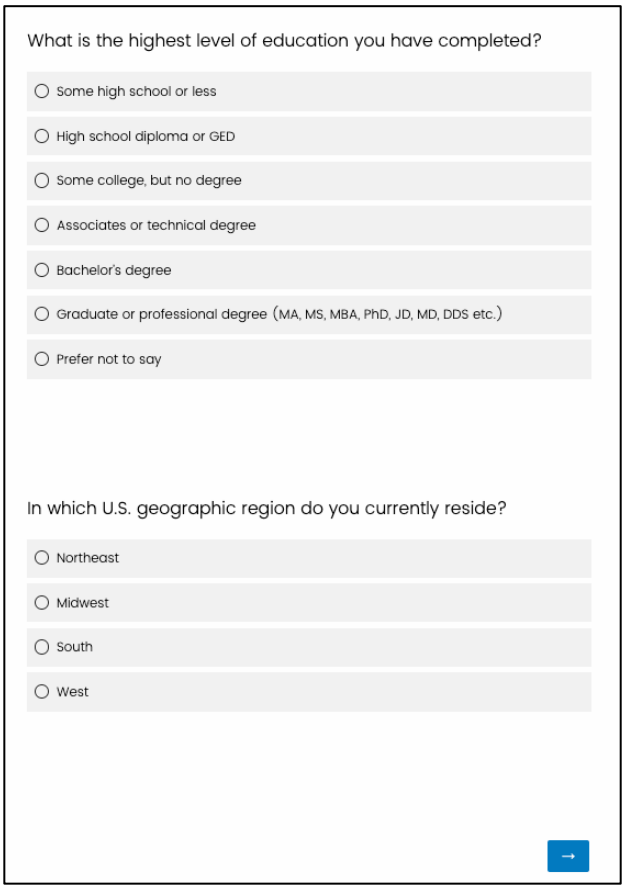
What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment 5

[Demographics]





[Accountability and Finance Quantified]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

A charity's **Accountability and Finance Score** captures its financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

A charity's **Culture and Community Score** summarizes its culture and connectedness to the community it serves.

The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 85% Culture and Community Score: 	Accountability and Finance Score: 96% Culture and Community Score: 

[Accountability and Finance Quantified]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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A charity's **Culture and Community Score** summarizes its culture and connectedness to the community it serves.

The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 85% Culture and Community Score:	Accountability and Finance Score: 96% Culture and Community Score:

Which charity would you like to donate $1.00 to?

○ **The Nature Conservancy**
Accountability and Finance Score: 85%
Culture and Community Score:

○ **The Natural Resources Defense Council**
Accountability and Finance Score: 96%
Culture and Community Score:

[Culture and Community Quantified]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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A charity's **Culture and Community Score** summarizes its culture and connectedness to the community it serves.

The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score:  Culture and Community Score: 93%	Accountability and Finance Score:  Culture and Community Score: 88%

[Culture and Community Quantified]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score:  Culture and Community Score: 93%	Accountability and Finance Score:  Culture and Community Score: 88%

Which charity would you like to donate $1.00 to?

○ **The Natural Resources Defense Council**
Accountability and Finance Score: 
Culture and Community Score: 88%

○ **The Nature Conservancy**
Accountability and Finance Score: 
Culture and Community Score: 93%

[Accountability and Finance Quantified – Perceptions of icons, randomized order]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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A charity's **Culture and Community Score** summarizes its culture and connectedness to the community it serves.

The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 85%	Accountability and Finance Score: 96%
Culture and Community Score: 	Culture and Community Score: 

The icon  is ambiguous. When you see it next to "Culture and Community Score" what value would you assign it from 0-100?

→

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 85%	Accountability and Finance Score: 96%
Culture and Community Score: 	Culture and Community Score: 

The icon  is ambiguous. When you see it next to "Culture and Community Score" what value would you assign it from 0-100?

→

[Culture and Community Quantified – Perceptions of icons, randomized order]

Based on your decision today, we will donate $1.00 to the charity you select.

The charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, providing insights into each nonprofit's financial stability and adherence to best practices for accountability and transparency. Two key dimensions on which charities are evaluated are described below:

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The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 	Accountability and Finance Score: 
Culture and Community Score: 93%	Culture and Community Score: 88%

The icon  is ambiguous. When you see it next to "Accountability and Finance Score" what value would you assign it from 0-100?

Based on your decision today, we will donate $1.00 to the charity you select.

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The two charities below both support the environment.

The Nature Conservancy	**The Natural Resources Defense Council**
Accountability and Finance Score: 	Accountability and Finance Score: 
Culture and Community Score: 93%	Culture and Community Score: 88%

The icon  is ambiguous. When you see it next to "Accountability and Finance Score" what value would you assign it from 0-100?

[Subjective Numeracy Scale – Ability]

For each of the following questions, please check the box that best reflects **how good you are at doing the following things:**

How good are you at working with percentages?

Not at all good	2	3	4	5	Extremely good
○	○	○	○	○	○

How good are you at figuring out how much a shirt will cost if it is 25% off?

Not at all good	2	3	4	5	Extremely good
○	○	○	○	○	○

How good are you at working with fractions?

Not at all good	2	3	4	5	Extremely good
○	○	○	○	○	○

How good are you at calculating a 15% tip?

Not at all good	2	3	4	5	Extremely good
○	○	○	○	○	○

[Subjective Numeracy Scale – Preference]

For each of the following questions, please check the box that **best reflects your answer:**

When people tell you the chance of something happening, do you prefer that they use **words** ("it rarely happens") or **numbers** ("there's a 1% chance")?

Always prefer words	2	3	4	5	Always prefer numbers
○	○	○	○	○	○

When you hear a weather forecast, do you prefer predictions using **percentages** (e.g., "there will be 20% chance of rain today") or predictions using only **words** (e.g., "there is a small chance of rain today")?

Always prefer percentages	2	3	4	5	Always prefer words
○	○	○	○	○	○

How **often** do you find numerical information to be useful?

Never	2	3	4	5	Very Often
○	○	○	○	○	○

When reading the newspaper, how **helpful** do you find tables and graphs that are parts of a story?

Not at all helpful	2	3	4	5	Extremely helpful
○	○	○	○	○	○

[Objective Numeracy – 4-NUM]

To protect the scale's usefulness to researchers, the authors have requested that researchers do not post any of the items online or in publications. Please see their original publication for more information (*12*).

Experiment S1

[Hotel Milton-Rating quantified]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:

Rating:
3.0

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:

Rating:
3.0

Would you book this hotel?

- ○ Yes
- ○ No

[Hotel Luxe-Rating quantified]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:

Rating:
5.0

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:

Rating:
5.0

Would you book this hotel?

- ○ Yes
- ○ No

[Hotel Milton-Price quantified]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:
$100

Rating:

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:
$100

Rating:

Would you book this hotel?

- ○ Yes
- ○ No

[Hotel Luxe-Price quantified]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:
$400

Rating:

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:
$400

Rating:

Would you book this hotel?

- ○ Yes
- ○ No

[Hotel Milton-Rating quantified – Perception of icons]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:

Rating:
3.0

The icon  is ambiguous. When you see it next to "Price" what value would you assign it from $100-$500? Please respond with a number only.

[Hotel Luxe-Rating quantified – Perception of icons]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Milton

Price:
$100

Rating:

The icon  is ambiguous. When you see it next to "Rating" what value would you assign it from 1-5? Please respond with a number only.

[Hotel Milton-Price quantified – Perception of icons]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:

Rating:
5.0

The icon  is ambiguous. When you see it next to "Price" what value would you assign it from $100-$500? Please respond with a number only.

[Hotel Luxe-Price quantified – Perception of icons]

You're planning a vacation with your partner and they send you a hotel option and ask you if you should book it or not. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. They found a great discount that expires tonight, so you have to decide whether to book now.

Hotel Luxe

Price:
$400

Rating:

The icon  is ambiguous. When you see it next to "Rating" what value would you assign it from 1-5? Please respond with a number only.

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S2

[Rating quantified]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price:	Price:
Rating: 3.0	Rating: 5.0

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price:	Price:
Rating: 3.0	Rating: 5.0

Which hotel will you choose?

- ○ Hotel Milton
- ○ Hotel Luxe

[Price quantified]

You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

Hotel Milton	**Hotel Luxe**
Price: $100 Rating: 	Price: $400 Rating: 

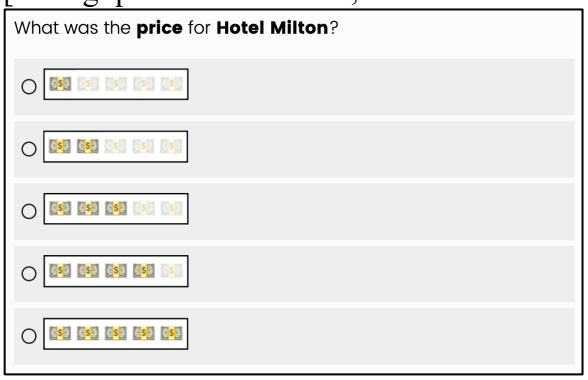
You're planning a vacation with your partner and you need to decide where to stay during your trip. Your partner has been browsing a website with hotel listings ranging from $100 - $500 per night, and star ratings based on previous guests ranging from 1 - 5 stars. You partner sends you two hotel options and asks you to choose one. They found great discounts that expire tonight, so you have to decide between the two now.

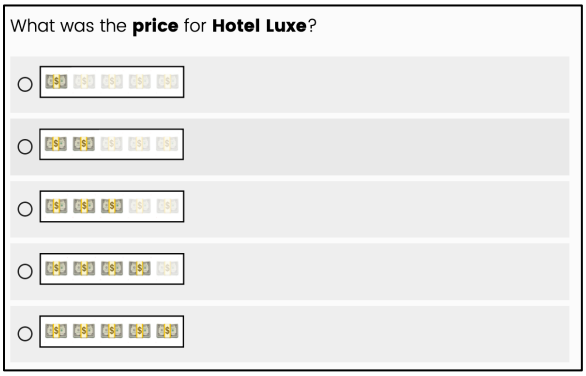
Hotel Milton	**Hotel Luxe**
Price: $100 Rating: 	Price: $400 Rating: 

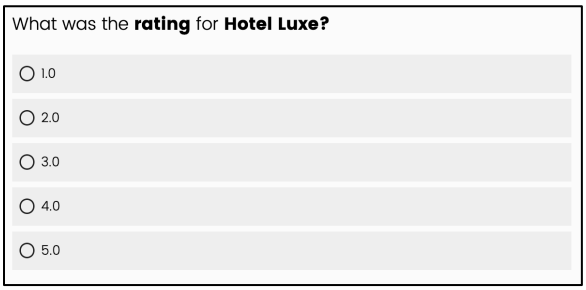
Which hotel will you choose?

- ○ Hotel Milton
- ○ Hotel Luxe

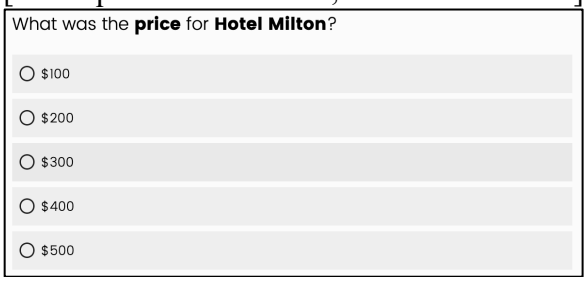
[Rating quantified – Recall, randomized order]

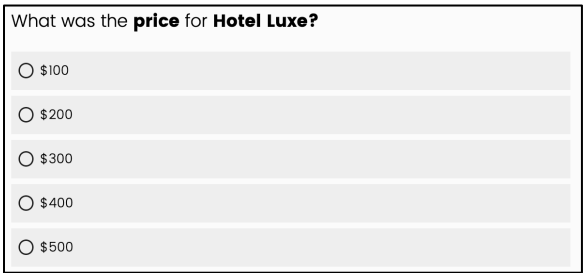


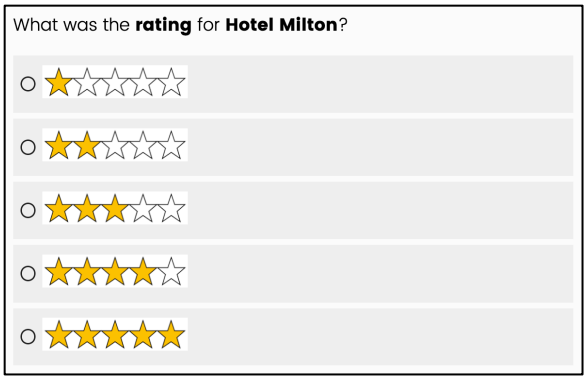


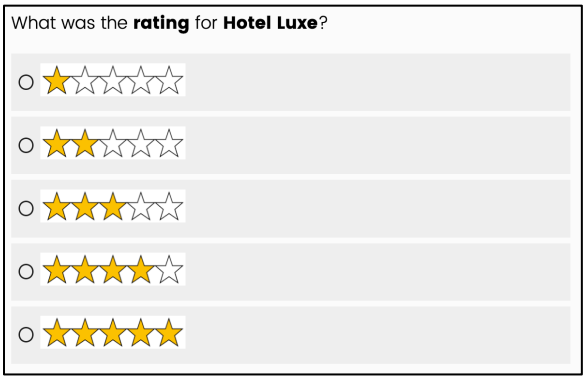


[Price quantified – Recall, randomized order]

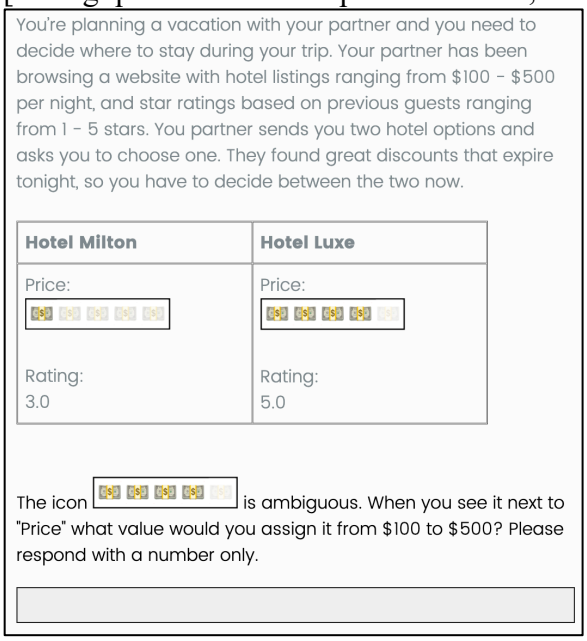


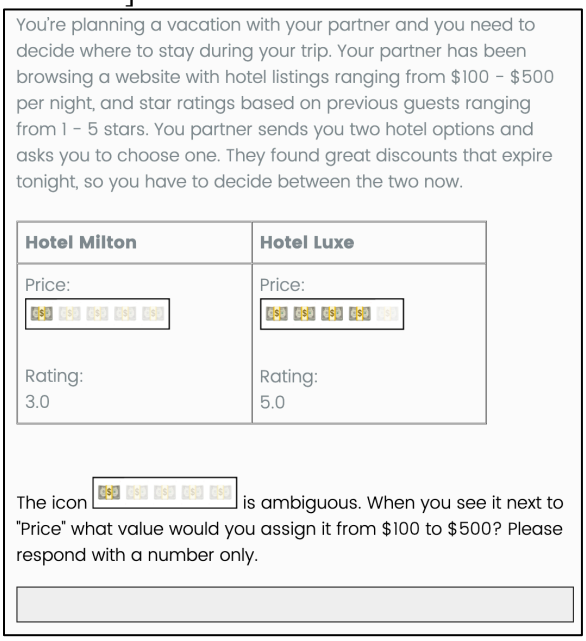




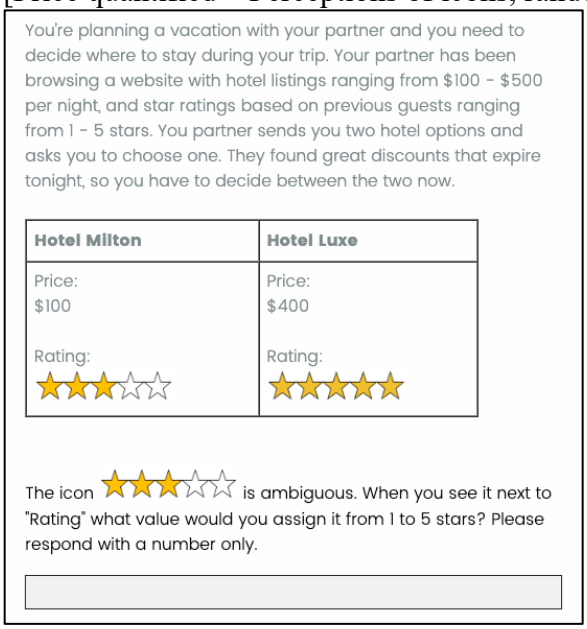


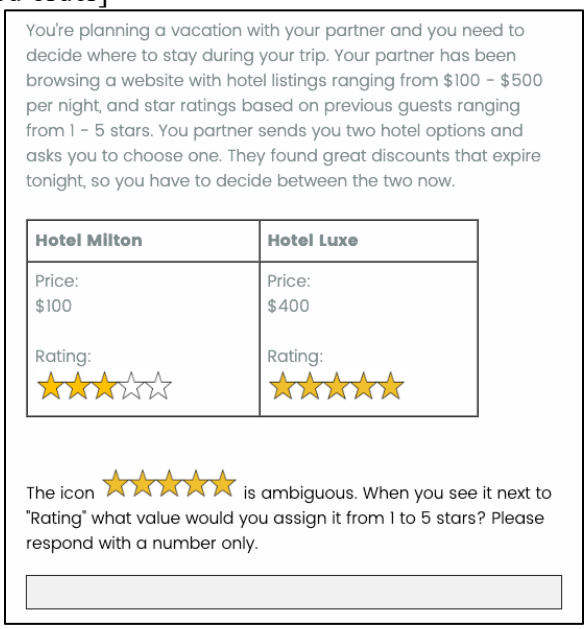
[Rating quantified – Perceptions of icons, randomized order]



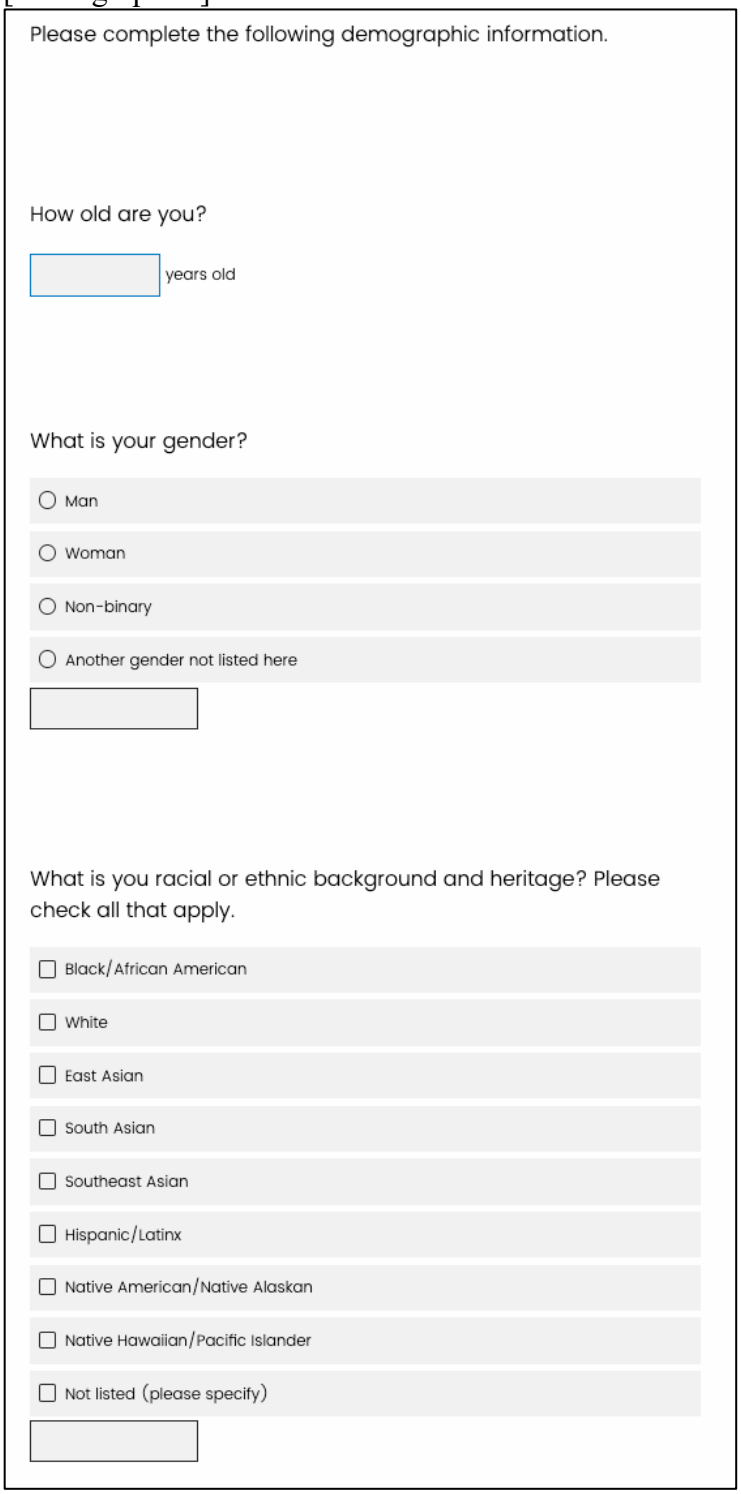


[Price quantified – Perceptions of icons, randomized order]





[Demographics]



Please complete the following demographic information.

How old are you?

years old

What is your gender?

- Man
- Woman
- Non-binary
- Another gender not listed here

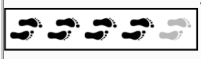
What is you racial or ethnic background and heritage? Please check all that apply.

- Black/African American
- White
- East Asian
- South Asian
- Southeast Asian
- Hispanic/Latinx
- Native American/Native Alaskan
- Native Hawaiian/Pacific Islander
- Not listed (please specify)

Experiment S3a

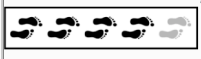
[Tax Quantified]

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	**Property B**
Distance from city center: 	Distance from city center: 
Property taxes: $3000	Property taxes: $1500

→

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	**Property B**
Distance from city center: 	Distance from city center: 
Property taxes: $3000	Property taxes: $1500

Both properties have open houses at the same time, but you only have time to go see one. Which property will you go see?

- ○ Property A
- ○ Property B

[Commute Quantified]

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	**Property B**
Distance from city center: 10 minutes Property taxes:	Distance from city center: 30 minutes Property taxes:

→

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

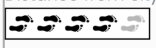
Property A	**Property B**
Distance from city center: 10 min Property taxes:	Distance from city center: 30 min Property taxes:

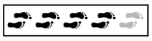
Both properties have open houses at the same time, but you only have time to go see one. Which property will you go see?

- ○ Property A
- ○ Property B

[Tax Quantified – Perceptions of icons, randomized order]

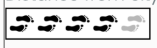
You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	Property B
Distance from city center: 	Distance from city center: 
Property taxes: $3000	Property taxes: $1500

The icon  is ambiguous. When you see it next to a property listing, how long would you estimate it will take to travel to the city center?

minutes

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

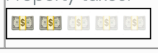
Property A	Property B
Distance from city center: 	Distance from city center: 
Property taxes: $3000	Property taxes: $1500

The icon  is ambiguous. When you see it next to a property listing, how long would you estimate it will take to travel to the city center?

minutes

[Commute Quantified – Perceptions of icons, randomized order]

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	Property B
Distance from city center: 15 min	Distance from city center: 35 min
Property taxes: 	Property taxes: 

The icon  is ambiguous. When you see it next to a property listing, how much do you think property taxes will be?

dollars

You're looking to buy a home. You have been browsing listings on Redfin and have come across two properties that you are excited about. Properties are similarly priced and in similar neighborhoods.

Property A	Property B
Distance from city center: 10 min	Distance from city center: 30 min
Property taxes: 	Property taxes: 

The icon  is ambiguous. When you see it next to a property listing, how much do you think property taxes will be?

dollars

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

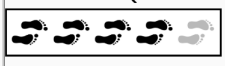
What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S3b

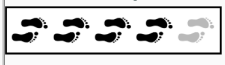
[Cost Quantified]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $35	Cost (Average price of main course): $15

→

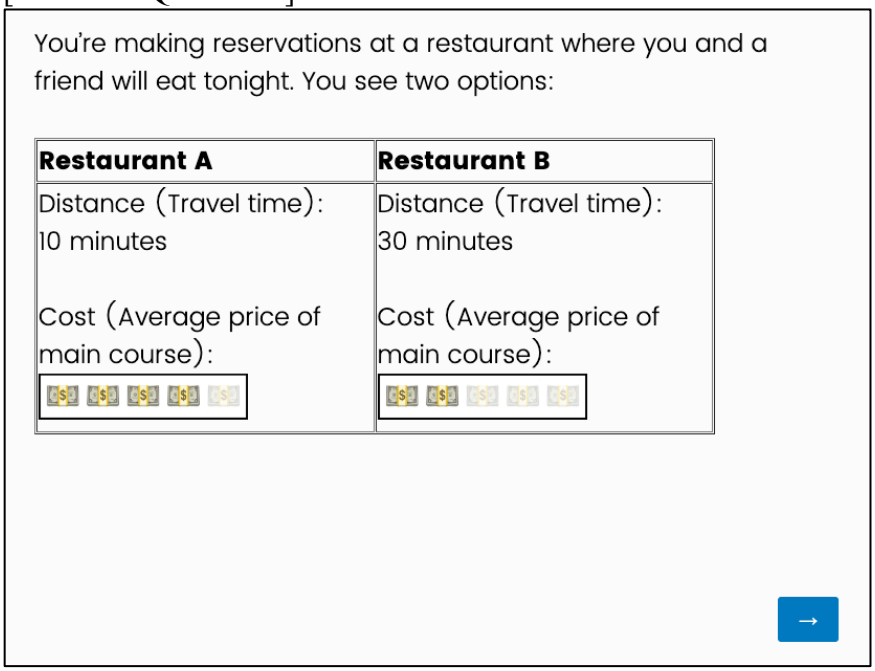
You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $35	Cost (Average price of main course): $15

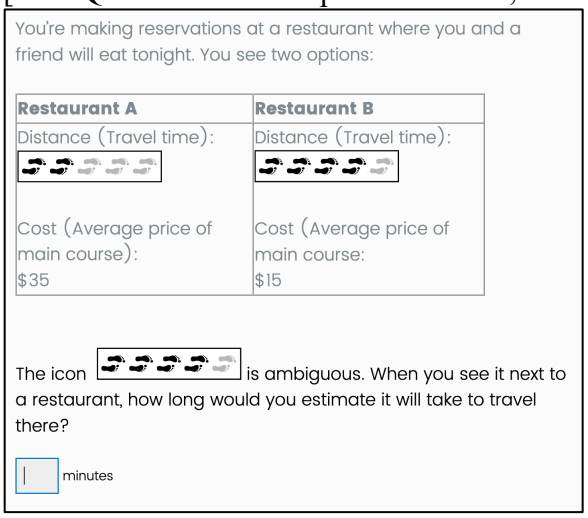
Which restaurant would you pick?

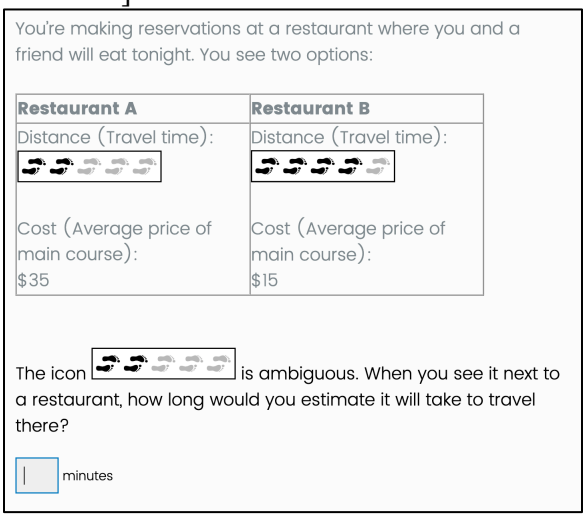
- ◯ Restaurant A
- ◯ Restaurant B

[Commute Quantified]

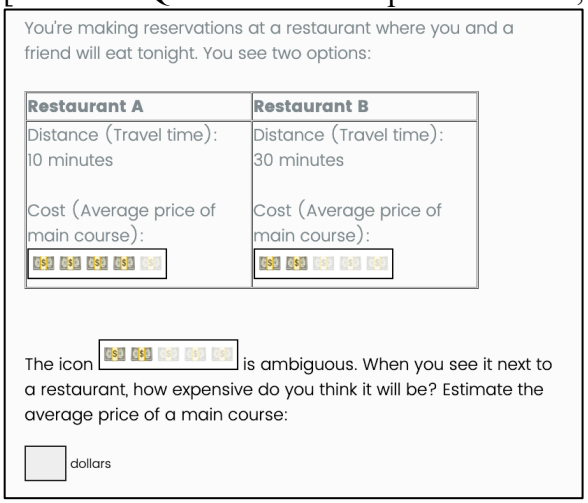


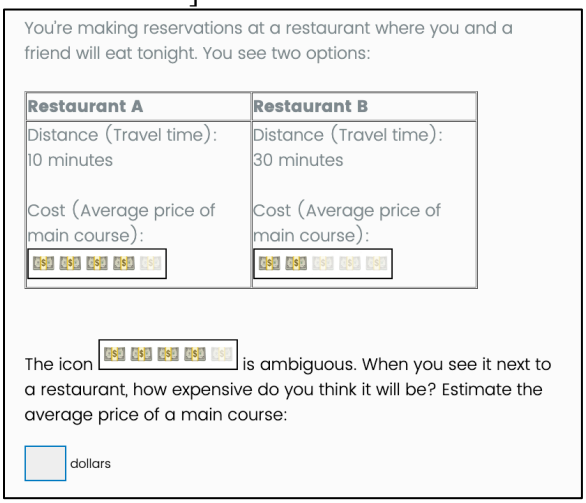
[Cost Quantified – Perceptions of icons, randomized order]





[Commute Quantified – Perceptions of icons, randomized order]





[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S3c

[Cost Quantified]

You're making reservations at a restaurant where you and a friend will eat tonight.

You will see options that look like the one below. Distance will be provided graphically by shading in icons below. Cost will be provided in dollars.

Restaurant
Distance (Travel time):    Cost (Average price of main course): $XX

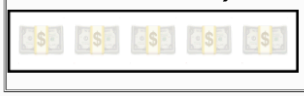
What matters to you more?

- ○ Cost
- ○ Distance

[Commute Quantified]

You're making reservations at a restaurant where you and a friend will eat tonight.

You will see options that look like the one below. Distance will be provided in minutes. Cost will be provided graphically by shading in the icons below.

Restaurant
Distance (Travel time): XX minutes Cost (Average price of main course): 

What matters to you more?

- ◯ Cost
- ◯ Distance

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S4

[Commute Quantified – Point Estimate]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10 minutes Cost (Average price of main course):	Distance (Travel time): 30 minutes Cost (Average price of main course):

→

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10 minutes Cost (Average price of main course):	Distance (Travel time): 30 minutes Cost (Average price of main course):

Which restaurant would you pick?

- ○ Restaurant B
- ○ Restaurant A

[Commute Quantified – Range]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10-15 minutes Cost (Average price of main course):	Distance (Travel time): 25-40 minutes Cost (Average price of main course):

→

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

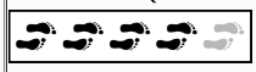
Restaurant A	**Restaurant B**
Distance (Travel time): 10-15 minutes Cost (Average price of main course):	Distance (Travel time): 25-40 minutes Cost (Average price of main course):

Which restaurant would you pick?

- ○ Restaurant A
- ○ Restaurant B

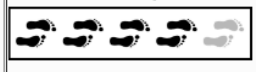
[Cost Quantified – Point Estimate]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time):  Cost (Average price of main course): $35	Distance (Travel time):  Cost (Average price of main course): $15

→

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

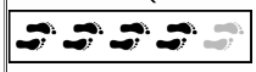
Restaurant A	**Restaurant B**
Distance (Travel time):  Cost (Average price of main course): $35	Distance (Travel time):  Cost (Average price of main course): $15

Which restaurant would you pick?

- ○ Restaurant A
- ○ Restaurant B

[Cost Quantified – Range]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $25-$45	Cost (Average price of main course): $10-$20

→

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

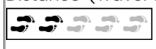
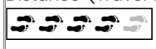
Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $25-$45	Cost (Average price of main course): $10-$20

Which restaurant would you pick?

- ○ Restaurant B
- ○ Restaurant A

[Cost Quantified, Point Estimate – Perceptions of icons, randomized order]

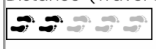
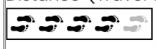
You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

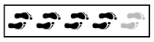
Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $35	Cost (Average price of main course): $15

The icon  is ambiguous. When you see it next to a restaurant, how long would you estimate it will take to travel there?

[ ] minutes

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

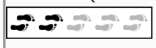
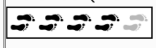
Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $35	Cost (Average price of main course): $15

The icon  is ambiguous. When you see it next to a restaurant, how long would you estimate it will take to travel there?

[ ] minutes

[Cost Quantified, Range – Perceptions of icons, randomized order]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

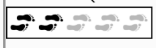
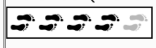
Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $25-$45	Cost (Average price of main course): $10-$20

The icon  is ambiguous. When you see it next to a restaurant, how long would you estimate it will take to travel there?

Between [ ] minutes

and [ ] minutes

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 	Distance (Travel time): 
Cost (Average price of main course): $25-$45	Cost (Average price of main course): $10-$20

The icon  is ambiguous. When you see it next to a restaurant, how long would you estimate it will take to travel there?

Between [ ] minutes

and [ ] minutes

[Commute Quantified, Point Estimate – Perceptions of icons, randomized order]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10 minutes	Distance (Travel time): 30 minutes
Cost (Average price of main course): [$$$$$]	Cost (Average price of main course): [$$]

The icon [$$$$$] is ambiguous. When you see it next to a restaurant, how expensive do you think it will be? Estimate the average price of a main course:

[ ] dollars

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10 minutes	Distance (Travel time): 30 minutes
Cost (Average price of main course): [$$$$$]	Cost (Average price of main course): [$$]

The icon [$$] is ambiguous. When you see it next to a restaurant, how expensive do you think it will be? Estimate the average price of a main course:

[ ] dollars

[Commute Quantified, Range – Perceptions of icons, randomized order]

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10-15 minutes	Distance (Travel time): 25-40 minutes
Cost (Average price of main course): [$$$$$]	Cost (Average price of main course): [$$]

The icon [$$] is ambiguous. When you see it next to a restaurant, how expensive do you think it will be? Estimate the average price of a main course:

Between [ ] dollars

and [ ] dollars

You're making reservations at a restaurant where you and a friend will eat tonight. You see two options:

Restaurant A	**Restaurant B**
Distance (Travel time): 10-15 minutes	Distance (Travel time): 25-40 minutes
Cost (Average price of main course): [$$$$$]	Cost (Average price of main course): [$$]

The icon [$$$$$] is ambiguous. When you see it next to a restaurant, how expensive do you think it will be? Estimate the average price of a main course:

Between [ ] dollars

and [ ] dollars

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

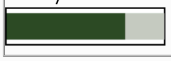
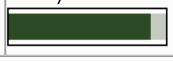
- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S5a

[Condition Quantified]

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

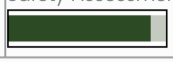
Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	**Car B**
Car Condition Assessment: 91/100 Safety Assessment: 	Car Condition Assessment: 74/100 Safety Assessment: 

→

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	**Car B**
Car Condition Assessment: 91/100 Safety Assessment: 	Car Condition Assessment: 74/100 Safety Assessment: 

Which car would you buy?

○ Car A

○ Car B

[Safety Quantified]

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

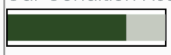
Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	**Car B**
Car Condition Assessment: 	Car Condition Assessment: 
Safety Assessment: 74/100	Safety Assessment: 91/100

→

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	**Car B**
Car Condition Assessment: 	Car Condition Assessment: 
Safety Assessment: 74/100	Safety Assessment: 91/100

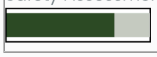
Which car would you buy?

- ○ Car A
- ○ Car B

[Condition Quantified – Perceptions of icons, randomized order]

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

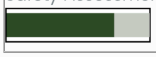
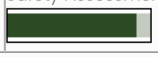
Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	Car B
Car Condition Assessment: 91/100 Safety Assessment: 	Car Condition Assessment: 74/100 Safety Assessment: 

The icon  is ambiguous. When you see it next to "Safety Assessment" what value would you assign it from 0-100?

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	Car B
Car Condition Assessment: 91/100 Safety Assessment: 	Car Condition Assessment: 74/100 Safety Assessment: 

The icon  is ambiguous. When you see it next to "Safety Assessment" what value would you assign it from 0-100?

[Safety Quantified – Perceptions of icons, randomized order]

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	Car B
Car Condition Assessment:  Safety Assessment: 74/100	Car Condition Assessment:  Safety Assessment: 91/100

The icon  is ambiguous. When you see it next to "Car Condition Assessment" what value would you assign it from 0-100?

You're looking to buy a pre-owned car. You have been browsing listings and have come across two cars that you are excited about. Both cars are similarly priced, and both are SUVs.

Cars are given extensive evaluations. The Car Condition Assessment is based on the age of the car, the existing mileage of the car, and the general state of the car (e.g., signs of wear on body/interior, amount of tread remaining on tires). The Safety Assessment is based on performance in various crash test scenarios, quality of tire pressure monitoring systems, and quality of driver assistance technologies (e.g., backup camera, lane departure warning system).

Car A	Car B
Car Condition Assessment:  Safety Assessment: 74/100	Car Condition Assessment:  Safety Assessment: 91/100

The icon  is ambiguous. When you see it next to "Car Condition Assessment" what value would you assign it from 0-100?

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

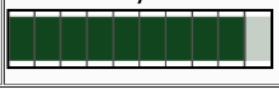
- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S5b

[Benefit quantified – 10 second delay]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

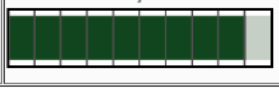
Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

[Benefit quantified – Choice]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

Which project will you vote for?

- ○ Project A
- ○ Project B

[Efficiency quantified – 10 second delay]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

[Efficiency quantified – Choice]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

Which project will you vote for?

- ○ Project A
- ○ Project B

[Benefit quantified – Perceptions of icons]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Benefit quantified – Perceptions of icons]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Efficiency quantified – Perceptions of icons]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment:  Efficiency Assessment: 75/100	Benefit to Community Assessment:  Efficiency Assessment: 90/100

The icon is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

[Efficiency quantified – Perceptions of icons]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The **Benefit to Community Assessment** (ranging from 0 to 100) is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The **Efficiency Assessment** (ranging from 0 to 100) is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment:  Efficiency Assessment: 75/100	Benefit to Community Assessment:  Efficiency Assessment: 90/100

The icon is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

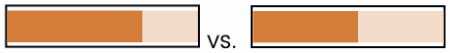
- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S6

[Difference Moderation – Bars first]

In the scenario, you will see values represented as numbers and as graphics.

Before we get started, we'd like you to compare:

 vs.

and

71/100 vs. 55/100

→

In the scenario, you will see values represented as numbers and as graphics.

Before we get started, we'd like you to compare:

 vs.

and

71/100 vs. 55/100

Please complete the following sentence:
I think the difference between the numbers is _____ the difference between the orange bars.

- ○ Greater than
- ○ Less than
- ○ Equal to

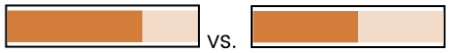
[Difference Moderation – Numbers first]

In the scenario, you will see values represented as numbers and as graphics.

Before we get started, we'd like you to compare:

71/100 vs. 55/100

and

 vs.

→

In the scenario, you will see values represented as numbers and as graphics.

Before we get started, we'd like you to compare:

71/100 vs. 55/100

and

 vs.

Please complete the following sentence:
I think the difference between the numbers is _____ the difference between the orange bars.

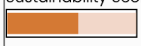
- ○ Greater than
- ○ Less than
- ○ Equal to

[Connectedness Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

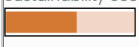
Conference Location A	**Conference Location B**
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

→

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Which conference location will you choose?

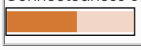
- ○ Location A
- ○ Location B

[Sustainability Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

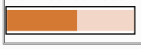
Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

→

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

Which conference location will you choose?

- ○ Location A
- ○ Location B

[Sustainability Quantified – Perceptions of icons, randomized order]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 71/100	Sustainability Score: 55/100
Connectedness Score: 	Connectedness Score: 

The icon  is ambiguous. When you see it next to "Connectedness Score" what value would you assign it from 0-100?

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 71/100	Sustainability Score: 55/100
Connectedness Score: 	Connectedness Score: 

The icon  is ambiguous. When you see it next to "Connectedness Score" what value would you assign it from 0-100?

[Connectedness Quantified – Perceptions of icons, randomized order]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

The icon  is ambiguous. When you see it next to "Sustainability Score" what value would you assign it from 0-100?

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

The icon  is ambiguous. When you see it next to "Sustainability Score" what value would you assign it from 0-100?

[Perceived fluency scale items]

Strongly disagree – Strongly agree; 1-7

Sustainability

1. The information I was provided about the conference location **sustainability** was very precise.
2. I was very confident using the information I was given to assess the **sustainability** of the conference location.
3. I was very comfortable using the information I was given to assess the **sustainability** of the conference location.
1. It felt very easy to use the information I was given to assess the **sustainability** of the conference location.

Connectedness

1. The information I was provided about the conference location **connectedness** was very precise.
2. I was very confident using the information I was given to assess the **connectedness** of the conference location.
3. I was very comfortable using the information I was given to assess the **connectedness** of the conference location.
4. It felt very easy to use the information I was given to assess the **connectedness** of the conference location.

[Perceived fluency – Precise]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The Sustainability Score is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The Connectedness Score is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Please rate the extent to which you agree or disagree with each of the following statements:

The information I was provided about conference location **connectedness** was very precise.

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

The information I was provided about conference location **sustainability** was very precise.

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

[Perceived fluency – Confident]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The Sustainability Score is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The Connectedness Score is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Please rate the extent to which you agree or disagree with each of the following statements:

I was very confident using the information I was given to assess the **connectedness** of the conference location.

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

I was very confident using the information I was given to assess the **sustainability** of the conference location.

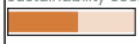
- ○ Strongly disagree
- ○ Disagree
- ○ Somewhat disagree
- ○ Neither agree nor disagree
- ○ Somewhat agree
- ○ Agree
- ○ Strongly agree

[Perceived fluency – Comfortable]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The Sustainability Score is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The Connectedness Score is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Please rate the extent to which you agree or disagree with each of the following statements:

I was very comfortable using the information I was given to assess the **sustainability** of the conference location.

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

I was very comfortable using the information I was given to assess the **connectedness** of the conference location.

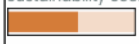
- ○ Strongly disagree
- ○ Disagree
- ○ Somewhat disagree
- ○ Neither agree nor disagree
- ○ Somewhat agree
- ○ Agree
- ○ Strongly agree

[Perceived fluency – Easy]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The Sustainability Score is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The Connectedness Score is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Please rate the extent to which you agree or disagree with each of the following statements:

It felt very easy to use the information about **sustainability** to make my decision.

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

It felt very easy to use the information about **connectedness** to make my decision.

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

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S7

[Screen shot of ad used]

[Accountability and finance quantified]

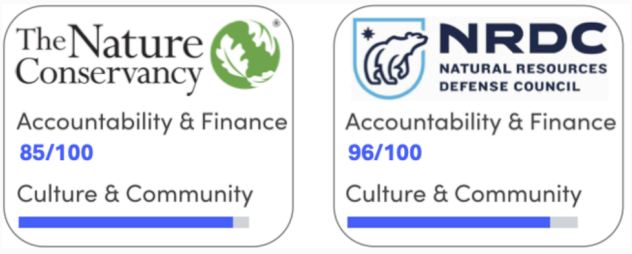
Cast a vote today to decide which environmental charity should receive a donation of $1,000!

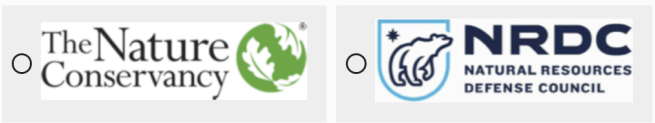
The two charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, scoring them from 0 to 100 on several dimensions.

A charity's **Accountability and Finance Score** provides an assessment of its financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

A charity's **Culture and Community Score** provides an assessment of its culture and connectedness to the community it serves.

Choose your favorite below—whichever charity gets the most votes will receive a $1,000 donation.





[Culture and community quantified]

Cast a vote today to decide which environmental charity should receive a donation of $1,000!

The two charities below have been assessed by an independent auditor on multiple dimensions. This auditor (Charity Navigator) evaluates hundreds of thousands of charitable organizations based in the United States, scoring them from 0 to 100 on several dimensions.

A charity's **Accountability and Finance Score** provides an assessment of its financial health (financial efficiency, sustainability, and trustworthiness) and its commitment to governance practices and policies.

A charity's **Culture and Community Score** provides an assessment of its culture and connectedness to the community it serves.

Choose your favorite below—whichever charity gets the most votes will receive a $1,000 donation.

○ The Nature Conservancy

○ NRDC NATURAL RESOURCES DEFENSE COUNCIL

[Thank you]

Thank you so much for casting a vote!

Do you want us to notify you with the name of the winning charity?

○ Yes (Please enter your email below)

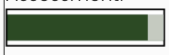
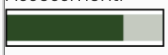
○ No

Experiment S8

[Efficiency Quantified/Fluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

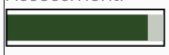
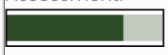
Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

→

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

Which project will you vote for?

- ○ Project A
- ○ Project B

[Efficiency Quantified/Disfluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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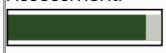
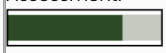
Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 39/52	Efficiency Assessment: 63/70

→

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 39/52	Efficiency Assessment: 63/70

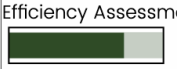
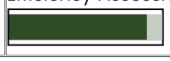
Which project will you vote for?

- ○ Project A
- ○ Project B

[Benefit Quantified/Fluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

→

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Project A	**Project B**
Benefit to Community Assessment: 90/100 Efficiency Assessment: 	Benefit to Community Assessment: 75/100 Efficiency Assessment: 

Which project will you vote for?

- ○ Project A
- ○ Project B

[Benefit Quantified/Disfluent]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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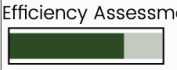
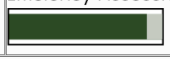
Project A	**Project B**
Benefit to Community Assessment: 63/70 Efficiency Assessment: 	Benefit to Community Assessment: 39/52 Efficiency Assessment: 

→

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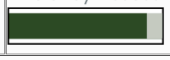
Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	**Project B**
Benefit to Community Assessment: 63/70 Efficiency Assessment: 	Benefit to Community Assessment: 39/52 Efficiency Assessment: 

Which project will you vote for?

- ○ Project A
- ○ Project B

[Efficiency Quantified/Fluent – Perceptions of icons, randomized order]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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Project A	Project B
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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Project A	Project B
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 75/100	Efficiency Assessment: 90/100

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

[Efficiency Quantified/Disfluent – Perceptions of icons, randomized order]

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Project A	Project B
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 39/52	Efficiency Assessment: 63/70

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

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Project A	Project B
Benefit to Community Assessment: 	Benefit to Community Assessment: 
Efficiency Assessment: 39/52	Efficiency Assessment: 63/70

The icon  is ambiguous. When you see it next to "Benefit to Community Assessment" what value would you assign it from 0-100?

[Benefit Quantified/Fluent – Perceptions of icons, randomized order]

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

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Project A	Project B
Benefit to Community Assessment: 90/100	Benefit to Community Assessment: 75/100
Efficiency Assessment: 	Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

You live in a city where community members get to directly decide how to spend part of a public budget. The city would like you to cast a vote to help decide which project should be funded.

Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	Project B
Benefit to Community Assessment: 90/100	Benefit to Community Assessment: 75/100
Efficiency Assessment: 	Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Benefit Quantified/Disfluent – Perceptions of icons, randomized order]

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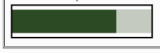
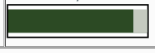
Both of these project proposals suggest building a park in a neighborhood that does not have one. They have been assessed by a team of volunteer budget delegates. The Benefit to Community Assessment is based on the number of residents the project is predicted to impact and the types of facilities included in the park (e.g., an exercise station, a playground). The Efficiency Assessment is based on how long the project will take to complete and how expensive the project will be.

Project A	Project B
Benefit to Community Assessment: 63/70	Benefit to Community Assessment: 39/52
Efficiency Assessment: 	Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

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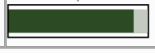
Project A	Project B
Benefit to Community Assessment: 63/70	Benefit to Community Assessment: 39/52
Efficiency Assessment: 	Efficiency Assessment: 

The icon  is ambiguous. When you see it next to "Efficiency Assessment" what value would you assign it from 0-100?

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

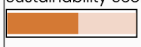
Experiment S9a

[Connectedness Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

→

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

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The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

Which conference location will you choose?

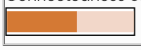
- ○ Location A
- ○ Location B

[Sustainability Quantified]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

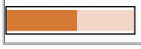
Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

→

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

Which conference location will you choose?

- ○ Location A
- ○ Location B

[Sustainability Quantified – Perceptions of icons, randomized order]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 71/100	Sustainability Score: 55/100
Connectedness Score: 	Connectedness Score: 

The icon  is ambiguous. When you see it next to "Connectedness Score" what value would you assign it from 0-100?

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 71/100	Sustainability Score: 55/100
Connectedness Score: 	Connectedness Score: 

The icon  is ambiguous. When you see it next to "Connectedness Score" what value would you assign it from 0-100?

[Connectedness Quantified – Perceptions of icons, randomized order]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

The icon  is ambiguous. When you see it next to "Sustainability Score" what value would you assign it from 0-100?

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	Conference Location B
Sustainability Score: 	Sustainability Score: 
Connectedness Score: 55/100	Connectedness Score: 71/100

The icon  is ambiguous. When you see it next to "Sustainability Score" what value would you assign it from 0-100?

[Perceived fluency scale items]

Strongly disagree – Strongly agree; 1-7

Sustainability

2. I was very confident using the information I was given to assess the **sustainability** of the conference location.
3. I was very comfortable using the information I was given to assess the **sustainability** of the conference location.
4. It felt very easy to use the information I was given to assess the **sustainability** of the conference location.

Connectedness

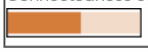
1. I was very confident using the information I was given to assess the **connectedness** of the conference location.
2. I was very comfortable using the information I was given to assess the **connectedness** of the conference location.
3. It felt very easy to use the information I was given to assess the **connectedness** of the conference location.

[Perceived fluency – Confident]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score i**s based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

Please rate the extent to which you agree or disagree with each of the following statements:

I was very confident using the information I was given to assess the **sustainability** of the conference location.

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

I was very confident using the information I was given to assess the **connectedness** of the conference location.

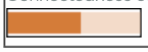
- ○ Strongly disagree
- ○ Disagree
- ○ Somewhat disagree
- ○ Neither agree nor disagree
- ○ Somewhat agree
- ○ Agree
- ○ Strongly agree

[Perceived fluency – Comfortable]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

The **Connectedness Score** is based on the outside evaluations of whether attendees at the proposed destination are likely to feel safe traveling to, from, and within the location, whether the proposed space is one that can handle small- and large-group meetings, and the accessibility of the location.

Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

Please rate the extent to which you agree or disagree with each of the following statements:

I was very comfortable using the information I was given to assess the **sustainability** of the conference location.

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

I was very comfortable using the information I was given to assess the **connectedness** of the conference location.

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

[Perceived fluency – Easy]

You are the manager of a financial firm, and you've decided to host a conference to foster networking and innovation between your employees and colleagues at other companies around the country. A committee was appointed to assess two proposals for the conference that differ in location and timing but are similar in cost. The committee has scored both proposals on the following dimensions: sustainability and connectedness.

The **Sustainability Score** is based on the environmental consequences of holding a large meeting in the proposed location (based on green initiatives in that location and projected carbon emissions from air travel, waste, and food production).

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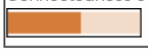
Conference Location A	**Conference Location B**
Sustainability Score: 71/100 Connectedness Score: 	Sustainability Score: 55/100 Connectedness Score: 

Please rate the extent to which you agree or disagree with each of the following statements:

It felt very easy to use the information about **sustainability** to make my decision.

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

It felt very easy to use the information about **connectedness** to make my decision.

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

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

Experiment S9b

[Commitment Quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

→

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[Potential Quantified]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: 95% Commitment: Likely	Potential: 80% Commitment: Highly likely

→

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: 95% Commitment: Likely	Potential: 80% Commitment: Highly likely

Which employee would you choose to promote?

- ○ Employee A
- ○ Employee B

[Commitment Quantified – Perceptions of verbal estimates, randomized order]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

If you were to assign a percentage to "Very good chance", what would you choose? (0-100)

[ ] %

If you were to assign a percentage to "Almost certain", what would you choose? (0-100)

[ ] %

[Potential Quantified – Perceptions of verbal estimates, randomized order]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: 95% Commitment: Likely	Potential: 80% Commitment: Highly likely

If you were to assign a percentage to "Highly likely", what would you choose? (0-100)

[ ] %

If you were to assign a percentage to "Likely", what would you choose? (0-100)

[ ] %

[Perceived fluency scale items]

Strongly disagree – Strongly agree; 1-7

Potential

4. I was very confident using the information I was given to assess the **potential** of the employee.
5. I was very comfortable using the information I was given to assess the **potential** of the employee.
6. It felt very easy to use the information I was given to assess the **potential** of the employee.

Commitment

1. I was very confident using the information I was given to assess the **commitment** of the employee.
2. I was very comfortable using the information I was given to assess the **commitment** of the employee.
3. It felt very easy to use the information I was given to assess the **commitment** of the employee.

[Perceived fluency – Confident]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

Please rate the extent to which you agree or disagree with each of the following statements.

I was very confident using the information I was given to assess the **commitment** of the employee.

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

I was very confident using the information I was given to assess the **potential** of the employee.

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

[Perceived fluency – Comfortable]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

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Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

Please rate the extent to which you agree or disagree with each of the following statements.

I was very comfortable using the information I was given to assess the **potential** of the employee.

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

I was very comfortable using the information I was given to assess the **commitment** of the employee.

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

[Perceived fluency – Easy]

Imagine you're a manager deciding which software engineer to promote. Employees have been assessed on two promotion criteria: potential and commitment.

Potential captures an employee's demonstrated ability to take on more challenging and complex projects, their capacity for leadership and innovation, and their dedication to continuous learning and development.

Commitment refers to the employee's organizational commitment and their chance of staying with the company for a significant period and contributing to the organization's success.

Managers have distilled this feedback into verbal and numeric estimates:

Employee A	**Employee B**
Potential: Almost certain Commitment: 70%	Potential: Very good chance Commitment: 90%

Please rate the extent to which you agree or disagree with each of the following statements.

It felt very easy to use the information about **commitment** to make my decision.

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

It felt very easy to use the information about **potential** to make my decision.

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

[Demographics]

Please complete the following demographic information.

How old are you?

| years old

What is your gender?

- ○ Man
- ○ Woman
- ○ Non-binary
- ○ Another gender not listed here

What is you racial or ethnic background and heritage? Please check all that apply.

- ☐ Black/African American
- ☐ White
- ☐ East Asian
- ☐ South Asian
- ☐ Southeast Asian
- ☐ Hispanic/Latinx
- ☐ Native American/Native Alaskan
- ☐ Native Hawaiian/Pacific Islander
- ☐ Not listed (please specify)

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