

Online Appendix (Not for Publication)

A Mathematical Proofs

Proof of Proposition 1

In the following, we write utility on the intensive margin as $u = u(G_a, s)$ to make explicit that it depends on our treatment variation. In particular, demand for the app is a function of the goal setting nudge and the savings subsidy: $D(G_a, s) = \int_{u(G_a, s)} dF(\epsilon)$. A very small change in the subsidy changes demand by:

$$\begin{aligned}\frac{\partial D}{\partial s} &= -\frac{\partial u(G_a, s)}{\partial s} f(u(G_a, s)) \\ &= \mathbb{E}[(r - x)|e_a^*, r \geq x] \pi f(u(G_a, s))\end{aligned}$$

where we have used the envelope theorem.

The demand response to a change in s by Δs can therefore be approximated to first order by:

$$\Delta_s D \approx \frac{\partial D}{\partial s} \Delta s \tag{1}$$

$$= \mathbb{E}[(r - x)|e_a^*, r \geq x] \pi \Delta s f(u(G_a, s)) \tag{2}$$

Next, we analyze the effect of the goal setting nudge on demand. In line with our empirical results, we make the assumption that the effect of the nudge on energy consumption is negligible. Formally, we assume $\mathbb{E}[R(x, g)|e_a^*] \approx 0$. Under this assumption the difference in relative utility on the intensive margin with and without the nudge is given by:

$$u(1, s) - u(0, s) \approx -\phi. \tag{3}$$

The effect of the goal setting nudge on demand for the app is given by:

$$\Delta_G D = D(1, s) - D(0, s) \tag{4}$$

$$= - \int_{u(0, s)}^{u(0, s) - \phi} dF(\epsilon) \tag{5}$$

$$\approx \phi f(u(0, s)) \tag{6}$$

where the approximation in the last line requires that the density $f(\epsilon)$ is roughly constant on the interval $[u(0, s), u(0, s) - \phi]$.

Now set $G_a = 0$ in equation 2, solve for $f(u(0, s))$, and substitute the result in equation 6

to get:

$$\phi \approx \frac{\Delta_G D}{\Delta_s D} \mathbb{E}[(r - x)|e_a^*, r \geq x] \pi \Delta s \quad (7)$$

which is the first statement in the proposition.

To prove the second statement in the proposition, first note that consumer surplus can be written as:

$$CS(G_a, s) = \int (\mathbb{E}[v(x) - c_o + B(\phi, x, g_o^*)G_o|e_o] + \epsilon_o) dF(\epsilon) - \int_{u(G_a, s)} (u(G_a, s) - \epsilon) dF(\epsilon)$$

The change in consumer surplus due to the goal setting nudge is therefore given by:

$$\begin{aligned} CS(1, s) - CS(0, s) &= \int_{u(0, s)} (u(0, s) - \epsilon) dF - \int_{u(1, s)} (u(1, s) - \epsilon) dF \\ &= \int_{u(0, s)} (u(0, s) - \epsilon) dF - \int_{u(0, s) - \phi} (u(0, s) - \phi - \epsilon) dF \\ &= \int_{u(0, s)} (u(0, s) - \epsilon) dF \\ &\quad - \left[\int_{u(0, s)} (u(0, s) - \phi - \epsilon) dF - \int_{u(0, s)}^{u(0, s) - \phi} (u(0, s) - \phi - \epsilon) dF \right] \\ &= \phi D + (u(0, s) - \phi) \int_{u(0, s)}^{u(0, s) - \phi} dF - \int_{u(0, s)}^{u(0, s) - \phi} \epsilon dF \\ &\approx \phi D - (u(0, s) - \phi) f(u(0, s)) \phi - f(u(0, s)) \int_{u(0, s)}^{u(0, s) - \phi} \epsilon d\epsilon \\ &= \phi D - (u(0, s) - \phi) f(u(0, s)) \phi - f(u(0, s)) \left(u(0, s)(-\phi) + \frac{\phi^2}{2} \right) \\ &= \phi D + f(u(0, s)) \phi^2 - f(u(0, s)) \frac{\phi^2}{2} \\ &= \phi D + f(u(0, s)) \frac{\phi^2}{2} \\ &\approx \phi \left(D + \frac{\Delta_G D}{2} \right) \end{aligned}$$

The approximations, again, require that f is roughly constant on $[u(0, s), u(0, s) - \phi]$. Substitute ϕ with the expression in equation 4 to arrive at the second statement in the proposition. This completes the proof. \square

B Tables

Table A.1: Probability of Submitting a Non-Verifiable Scan

	(2) First Scan	(3) Second Scan	(4) Third Scan	(5) Fourth Scan	(6) Fifth Scan
Goal Treatment	-0.012 (0.014)	-0.017 (0.022)	0.004 (0.025)	0.010 (0.026)	0.012 (0.044)
Savings Subsidy					-0.009 (0.039)
Goal x Subsidy					-0.049 (0.055)
Constant	0.087*** (0.010)	0.094*** (0.016)	0.081*** (0.017)	0.070*** (0.017)	0.099*** (0.028)
N	1,628	632	484	427	435

Note: The outcome variable is a dummy that equals 1 if the subject submitted a scan that could not be verified by the picture, and zero otherwise. We run this regression for each of the five scans separately. * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors in parentheses.

Table A.2: Effect on Intensive Margin by Median Baseline Usage

	(1) Log(kWh)	(2) Log(kWh)
First Goal	0.047 (0.054)	
Second Goal	0.076 (0.078)	
Above Median	0.916*** (0.032)	0.916*** (0.032)
First Goal x Above Median	-0.024 (0.058)	
Second Goal x Above Median	-0.028 (0.079)	
Goals (pooled)		0.060 (0.058)
Goals (pooled) x Above Median		-0.025 (0.059)
Constant	4.627*** (0.027)	4.627*** (0.027)
N	1,538	1,538

Note: The outcome variable is the natural logarithm of electricity consumption measured in kWh. Month and user fixed effects are included in all regressions. * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$. Standard errors clustered on subject level are in parentheses.

Table A.3: Subgroup Analysis of Intensive Margin Behavior

	(1) Log(kWh)	(2) Log(kWh)	(3) Log(kWh)
First Goal	-0.009 (0.044)	0.008 (0.026)	-0.006 (0.040)
Second Goal	0.130*** (0.047)	0.035 (0.041)	0.059 (0.052)
Treatment Subgroup	Lenient Goal	Saving Goal	Zero Goal
N	1,317	1,467	1,288

Note: The outcome variable is the natural logarithm of electricity consumption measured in kWh. Month and user fixed effects are included in all regressions. * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$. Standard errors clustered on subject level are in parentheses.

Table A.4: Probability of Using the App Conditional on Pre-Period Utilization

	(1) Period 2	(2) Period 3	(3) Period 4	(4) Period 4
Goal Treatment	-0.019 (0.036)	-0.000 (0.047)	-0.124** (0.053)	-0.151* (0.080)
Savings Subsidy			0.021 (0.053)	-0.002 (0.072)
Goal \times Subsidy				0.048 (0.107)
Constant	0.566*** (0.025)	0.614*** (0.033)	0.645*** (0.046)	0.658*** (0.054)
Observations	768	427	343	343

Note: The outcome variable is a dummy for whether a subject used the app in the respective period. We define the outcome variable such that a subject is said to use the app if she submitted the meter scan at the beginning and the end of a period. In this analysis we condition on subjects who have used the app in the previous period.

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$. Robust standard errors in parentheses.

Table A.5: Demographic information

	Sample Average (Std. dev.)	Min	Max	N	Country Average (Std. dev.)	Two-sided t-test
Female (1 = Yes)	0.23 (0.42)	0	1	360	0.51 (0.50)	$p < 0.00$
Age	45.76 (14.76)	20	82	369	43.83 (23.29)	$p = 0.01$
High School Degree (1 = Yes)	0.76 (0.43)	0	1	350	0.33 (0.47)	$p < 0.00$
Working (1 = Yes)	0.78 (0.42)	0	1	338	0.76 (0.43)	$p = 0.40$
Personal net income (in EUR)	2514.74 (1113.20)	249.50	4500	283	1770.38 (1671.66)	$p < 0.00$
Dwelling size (in square meters)	107.31 (44.18)	16	260	371	98.29 (45.94)	$p < 0.00$
Household size (count)	2.54 (2.54)	1	6	379	1.98 (1.10)	$p < 0.00$

Note: “High school degree” indicates possession of a degree qualifying one to attend university (e.g., the German “Abitur”). “Working” is an indicator for the German job categories “Auszubildende/-r”, “Arbeiter/-in”, “Angestellte/-r”, “Beamter/Beamtin” or “Selbstständiger”. Participants were given ten income categories to indicate their monthly net income: 1 “0–499 EUR.” 2 “500–899 EUR.” 3 “900–1,299 EUR.” 4 “1,300–1,499 EUR.” 5 “1,500–1,699 EUR.” 6 “1,700–1,999 EUR.” 7 “2,000–2,599 EUR.” 8 “2,600–3,199 EUR.” 9 “3,200–4,499 EUR.” 10 “at least 4,500 EUR.” They could also decide not to answer the income question. The variable “personal net income” is calculated as the midpoint of the selected income bracket. “Dwelling size” gives the square meters of the home the participant lives in. “Household size” is the number of persons in the household, including the participant. National averages are obtained from Federal Statistical Office of Germany (2020) and SOEP (2020).

References

Federal Statistical Office of Germany. 2020. Table numbers: 12411-0003, 12411-0005, 12211-0001, 12211-0040, and 12211-0102. URL: <https://www.destatis.de/> (Retrieved: 07/29/2020).

SOEP, Socio-Economic Panel. 2020. Data for years 1984-2018, version 35. DOI: 10.5684/soep.v35.

C Figures

Figure A.1: Original Screenshots of Energy App in German



Figure A.2: Flyer

Energie sparen und gewinnen!

Testen Sie die **neue Zähler-standserfassung** in der **münster:app** und nutzen Sie Ihre Gewinnchancen!



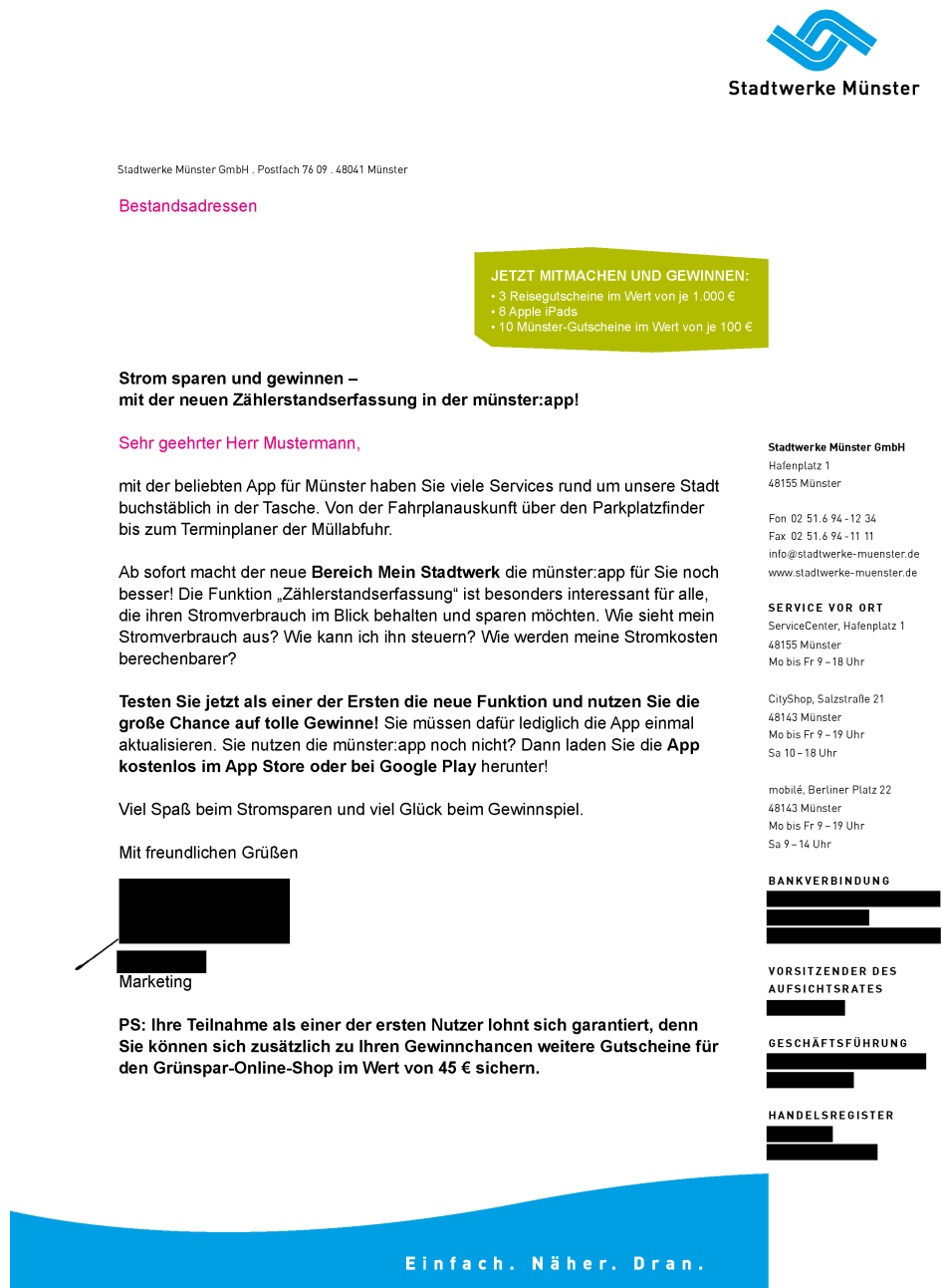
- 3 Reisegutscheine im Wert von je 1.000 €
- 8 Apple iPads
- 10 Münster-Gutscheine im Wert von je 100 €

Einfach. Näher. Dran.



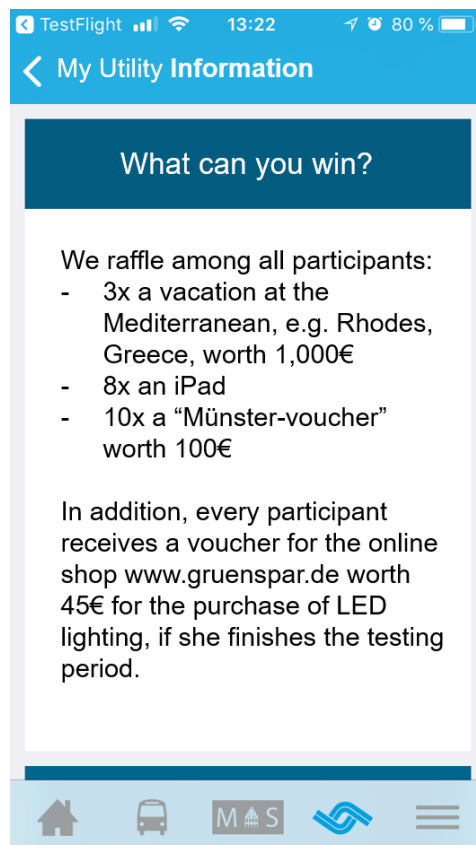
Stadtwerke Münster

Figure A.3: Letter from Direct Mailing Campaign



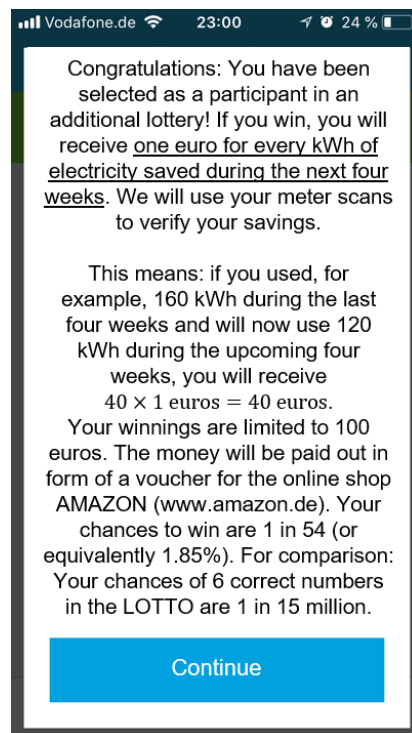
Note: This figure shows the letter that was sent to utility customers during the marketing campaign. Black censor bars hide the CEO's signature and the bank account information of the utility.

Figure A.4: Participation Incentives



Note: This figure is a translated version of the screenshot showing the participation incentives. For the original version in German see Figure A.6.

Figure A.5: Energy Savings Lottery



Note: This figure is a translated version of the screenshot showing the raffle of the energy savings subsidy. For the original version in German see Figure A.7.

Figure A.6: Original Version of Participation Incentives in German

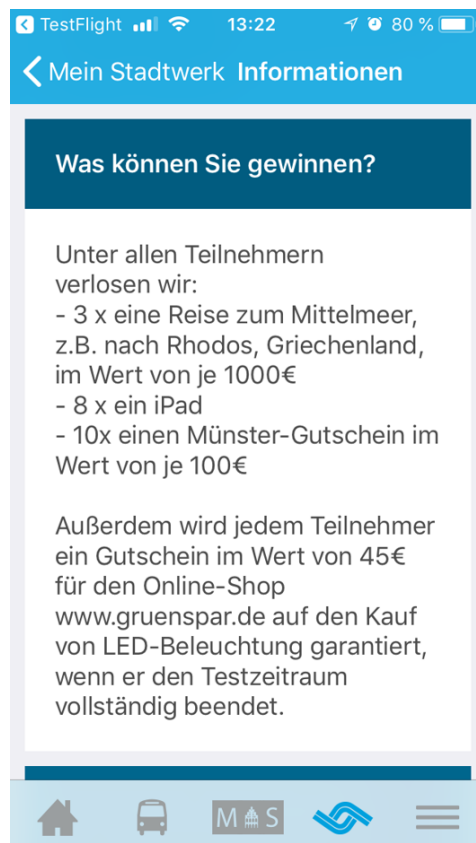
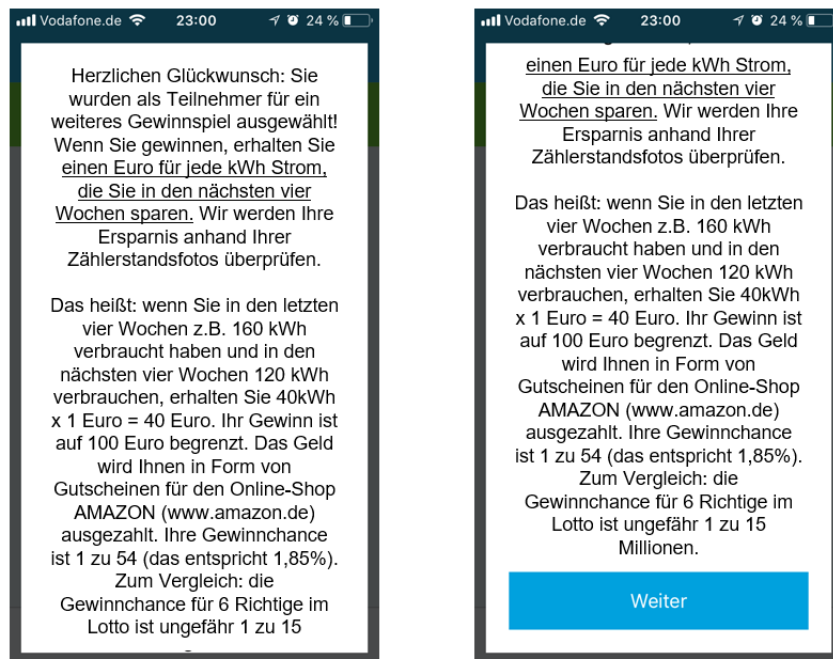


Figure A.7: Original Version of Energy Savings Lottery in German



D Translated Version of Post-Experimental Survey

The following pages show a translated version of the post-experimental survey. The original version in German is permanently stored here: [Web Link to German Survey](#).

Thank you for participating in our survey

Dear participant,

This survey was developed by the University of Münster as part of the EU research project "PENNY" investigating energy use in European households.

You will need about 10 minutes to complete this survey. Upon completion of the survey, you will receive a **voucher of 45€ for the online shop www.gruenspar.de as well as a ticket for the lottery of three trips to the Mediterranean Sea worth 1,000€ each, eight iPads and ten vouchers for local shops worth 100€ each.**

Please complete the survey without pausing. Unfortunately, it is not possible to save the answers temporarily and finish the survey later.

Thank you for participating in this survey!
The project team of the University of Münster

* 1. To continue, please agree to the [conditions of participation](#).

☐

I agree with the conditions of participation.

Your apartment/house

* 2. With how many people, including yourself, do you share your apartment/house?

[Drop-down list with answers: 1, 2, 3, 4, 5, 6, 7 or more, No answer.]

* 3. Among these, how many are younger than 14 years?

[Drop-down list with answers: 0, 1, 2, 3, 4, 5, 6, 7 or more, No answer.]

* 4. Has the number of people you share your apartment/house with changed in the last four months?

☐

Yes, there are more people now.

☐

Yes, there are less people now.

☐

No, there are the same number of people.

☐

No answer.

* 5. How many square meters does your apartment/house approximately have?

☐

No answer.

☐

In m²:

* 6. Do you use electricity to generate hot water for showering/bathing or for heating your living areas?

Multiple answers are possible.

☐

Yes, for showering/bathing.

☐

Yes, for heating.

☐

No, for neither of them.

☐

No answer.

* 7. How long have you been living in your apartment/house?

- ☐ For less than a year.
- ☐ For one year.
- ☐ For two years.
- ☐ For three years
- ☐ For four years.
- ☐ For more than four years.
- ☐ No answer.

Your electricity bill

* 8. How often do you receive your electricity bill?

(Based on the transmission of your electricity meter reading: If you transmit your meter reading to your electricity provider once a year, your bill is also due annually).

[Drop-down list with answers: Monthly, Quarterly, Biannually, Annually, Do not receive an electricity bill.]

* 9. When did you receive your last electricity bill?

[Drop-down list with answers: January, February, March, April, May, June, July, August, September, October, November, December, Do not know., Have not received an electricity bill (yet).]

* 10. Do you regularly make plans regarding the amount of your electricity bill?

☐

Yes. I usually plan to receive money back from my electricity provider.

☐

Yes. I usually plan to pay additional money to my electricity provider.

☐

Yes. I usually plan neither to receive money from nor to pay additional money to my electricity provider.

☐

No, I do not make plans on the amount of my electricity bill.

☐

Other:

Your electricity consumption

* 11. Please indicate to what extent the following statements apply to you.

	Never	Rarely	Frequently	Always
I regularly intend to use less electricity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
But then, I frequently consume more electricity than I had intended.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to use less electricity for climate protection reasons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 12. On a scale from 1 to 7, where 1 means "very bad" and 7 means "very good", how do you feel in the following situation:

	1 (very bad)	2	3	4	5	6	7 (very good)
My electricity costs are 100€ higher than expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 13. On a scale from 1 to 7, where 1 means "very bad" and 7 means "very good", how do you feel in the following situation:

	1 (very bad)	2	3	4	5	6	7 (very good)
My electricity costs are 100€ lower than expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your electricity consumption

* 14. Have you set yourself a goal on your electricity costs or your electricity consumption in the last three months?

- ☐ Yes.
- ☐ No.
- ☐ I cannot remember.

Your electricity goal

* 15. Why have you set yourself a goal on your electricity consumption/electricity costs?

	Completely disagree	Disagree	Agree	Completely agree
Because my high electricity consumption bothers me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I wanted to challenge myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other reasons:

* 16. On a scale from 1 to 4, how committed did you feel to this goal?

1 (Not committed at all)	2	3	4 (Very committed)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 17. On a scale from 1 to 5, how much are you bothered if you do not achieve this goal?

1 (Not bothered at all)	2	3	4	5 (Very bothered)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About yourself

* 18. Please indicate how much you agree or disagree with the following statements.

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I often behave as others expect me to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am good at seeing the intention of others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 19. Please indicate your gender.

- ☐ Female.
- ☐ Male.
- ☐ No answer.

* 20. How old are you?

About yourself

* 21. What is your personal monthly net income approximately?

(incl. public transfer payments, less taxes and social security contributions).

- ☐ No answer.
- ☐ 0–499 euros.
- ☐ 500–899 euros.
- ☐ 900–1,299 euros.
- ☐ 1,300–1,499 euros.
- ☐ 1,500–1,699 euros.
- ☐ 1,700–1,999 euros.
- ☐ 2,000–2,599 euros.
- ☐ 2,600–3,199 euros.
- ☐ 3,200–4,499 euros.
- ☐ 4,500 euros or more.

* 22. What is your highest general schooling degree?

Please assign degrees obtained abroad to an equivalent German degree.

- ☐ Graduated after a maximum of 7 years of school attendance.
- ☐ Graduated from a Haupt- or Volksschule.
- ☐ Graduated from a polytechnic secondary school.
- ☐ Graduated from a Realschule or otherwise obtained Mittlere Reife.
- ☐ Graduated from high school or otherwise obtained a university qualification.
- ☐ No schooling degree.
- ☐ Still in education.
- ☐ No answer.

* 23. What is your highest vocational training or university degree?

Please assign degrees obtained abroad to an equivalent German degree.

- ☐ Vocational preparation year or internship.
- ☐ Apprenticeship/vocational training in a dual system (*incl. graduation from a vocational school, preparatory classes for the mid-level service in a public administration, and degree from a 1-year school for health and social professions*).
- ☐ Vocational school qualification (*incl. master craftsman/-woman, technician, degree from a 2- or 3-year school for health and social professions, and vocational school for pre-school teachers*).
- ☐ Vocational school of the GDR.
- ☐ Bachelors.
- ☐ Masters.
- ☐ Diploma, completed teachers or state examination, artistic degree or comparable degrees.
- ☐ Doctorate or PhD.
- ☐ No vocational training.
- ☐ Still in education/vocational training.
- ☐ No answer.

* 24. Considering your current situation, which of the below applies most to you?

If you have interrupted your activity, e.g., due to parental leave, your answers refer to the interrupted activity.

- ☐ Unpaid family member helping on the family's holding.
- ☐ Self-employed or freelancer.
- ☐ Civil servant, judge, professional soldier, pastor, or priest (*incl. in vocational training to become civil servant, temporary soldier, person in voluntary military service*).
- ☐ Employee (white collar) (*incl. marginally employed, e.g., 450 euro job, 1 euro job, short-term employment, person in federal voluntary service*).
- ☐ Worker (blue collar).
- ☐ Apprentice with training remuneration (*incl. volunteer, trainee, person in paid internship*).
- ☐ Unemployed.
- ☐ Student without (marginal) employment or in vocational training without remuneration.
- ☐ Housewife/husband without (marginal) employment.
- ☐ Pensioner without (marginal) employment.
- ☐ Permanently unable to work.
- ☐ No answer.

Your electricity costs

Your electricity contract consists of two elements: A fixed basic price and a consumption price that you pay for each kilowatt hour of electricity. **This question is about your consumption price.**

* 25. We would like to ask you to estimate: How many cents do you pay for each kilowatt hour of electricity?

☐ I do not know.

☐ In cents:

* 26. If you are not completely sure, how much do you think you pay **at least** for each kilowatt hour of electricity?

☐ I do not know.

☐ In cents:

* 27. If you are not completely sure, how much do you think you pay **at maximum** for each kilowatt hour of electricity?

☐ I do not know.

☐ In cents:

Your decision

Please imagine the following situation: You could choose between a safe payment OR a lottery. In the lottery, you would have a **50/50 chance either of losing 150 euros or winning 150 euros.**

We will now show you five different choices between safe payment and lottery. **For each of the decisions, please choose the option that you would find best in such a situation!** There is no right or wrong decision.

Your decision

* 28. What would you prefer?: Would you prefer a lottery with a **50% chance of losing 150 euros** and the same **50% chance of winning 150 euros**? OR would you prefer a safe gain of **0 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 29]
- ☐ Safe gain of 0 euros. [go to 30]

Your decision

* 29. Would you prefer the 50/50 chance or a safe gain of **80 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 31]
- ☐ Safe gain of 80 euros. [go to 32]

Your decision

* 30. Would you prefer the 50/50 chance or a safe loss of **80 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 33]
- ☐ Safe loss of 80 euros. [go to 34]

Your decision

* 31. Would you prefer the 50/50 chance or a safe gain of **120 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 35]
- ☐ Safe gain of 120 euros. [go to 36]

Your decision

* 32. Would you prefer the 50/50 chance or a safe gain of **40 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 37]
- ☐ Safe gain of 40 euros. [go to 38]

Your decision

* 33. Would you prefer the 50/50 chance or a safe loss of **40 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 39]
- ☐ Safe loss of 40 euros. [go to 40]

Your decision

* 34. Would you prefer the 50/50 chance or a safe loss of **120 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 41]
- ☐ Safe loss of 120 euros. [go to 42]

Your decision

* 35. Would you prefer the 50/50 chance or a safe gain of **140 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 43]
- ☐ Safe gain of 140 euros. [go to 44]

Your decision

* 36. Would you prefer the 50/50 chance or a safe gain of **100 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 45]
- ☐ Safe gain of 100 euros. [go to 46]

Your decision

* 37. Would you prefer the 50/50 chance or a safe gain of **60 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 47]
- ☐ Safe gain of 60 euros. [go to 48]

Your decision

* 38. Would you prefer the 50/50 chance or a safe gain of **20 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 49]
- ☐ Safe gain of 20 euros. [go to 50]

Your decision

* 39. Would you prefer the 50/50 chance or a safe loss of **20 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 51]
- ☐ Safe loss of 20 euros. [go to 52]

Your decision

* 40. Would you prefer the 50/50 chance or a safe loss of **60 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 53]
- ☐ Safe loss of 60 euros. [go to 54]

Your decision

* 41. Would you prefer the 50/50 chance or a safe loss of **100 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 55]
- ☐ Safe loss of 100 euros. [go to 56]

Your decision

* 42. Would you prefer the 50/50 chance or a safe loss of **140 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [go to 57]
- ☐ Safe loss of 140 euros. [go to 58]

Your decision

* 43. Would you prefer the 50/50 chance or a safe gain of **150 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 150 euros. [end]

Your decision

* 44. Would you prefer the 50/50 chance or a safe gain of **130 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 130 euros. [end]

Your decision

* 45. Would you prefer the 50/50 chance or a safe gain of **110 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 110 euros. [end]

Your decision

* 46. Would you prefer the 50/50 chance or a safe gain of **90 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 90 euros. [end]

Your decision

* 47. Would you prefer the 50/50 chance or a safe gain of **70 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 70 euros. [end]

Your decision

* 48. Would you prefer the 50/50 chance or a safe gain of **50 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 50 euros. [end]

Your decision

* 49. Would you prefer the 50/50 chance or a safe gain of **30 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 30 euros. [end]

Your decision

* 50. Would you prefer the 50/50 chance or a safe gain of **10 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe gain of 10 euros. [end]

Your decision

* 51. Would you prefer the 50/50 chance or a safe loss of **10 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 10 euros. [end]

Your decision

* 52. Would you prefer the 50/50 chance or a safe loss of **30 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 30 euros. [end]

Your decision

* 53. Would you prefer the 50/50 chance or a safe loss of **50 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 50 euros. [end]

Your decision

* 54. Would you prefer the 50/50 chance or a safe loss of **70 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 70 euros. [end]

Your decision

* 55. Would you prefer the 50/50 chance or a safe loss of **90 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 90 euros. [end]

Your decision

* 56. Would you prefer the 50/50 chance or a safe loss of **110 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 110 euros. [end]

Your decision

* 57. Would you prefer the 50/50 chance or a safe loss of **130 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 130 euros. [end]

Your decision

* 58. Would you prefer the 50/50 chance or a safe loss of **150 euros**?

- ☐ 50/50 chance of either winning 150 euros or losing 150 euros. [end]
- ☐ Safe loss of 150 euros. [end]

Lottery

You are almost done—there are only two questions left!

You can now win money by answering the following two questions. In these questions, you will make decisions between different payment options. Among all participants, some decisions will be selected at random for payment.

The probability that one of your decisions is selected is about 1 to 528. To compare: The chance of winning in the LOTTO is about 1 to 15 million.

If one of your decisions is selected for payment, you will receive the monetary amount of this decision exactly on the said date, paid out as an Amazon e-gift card.

Hence, always remember that whenever making a choice: This choice may really be paid out to you!

Lottery

* 59. For the following monetary amounts, please choose between a payment **in the next 24 hours** OR a payment **in four weeks**.

If one of your decisions is selected payment, you will receive the monetary amount as an Amazon e-gift card on the specified date.

	Amount in the next 24 hours	Amount in four weeks
Do you prefer 100 euros in the next 24 hours OR 100 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 100.20 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 100.50 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 101 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 102 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 104 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 107 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 110 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 115 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 120 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 130 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 140 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 150 euros in four weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in the next 24 hours OR 160 euros in four weeks?	<input type="radio"/>	<input type="radio"/>

Lottery

* 60. For the following monetary amounts, please choose between a payment **in four weeks** OR a payment **in eight weeks**.

If one of your decisions is selected payment, you will receive the monetary amount as an Amazon e-gift card on the specified date.

	Amount in four weeks	Amount in eight weeks
Do you prefer 100 euros in four weeks OR 100 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 100.20 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 100.50 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 101 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 102 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 104 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 107 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 110 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 115 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 120 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 130 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 140 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 150 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>
Do you prefer 100 euros in four weeks OR 160 euros in eight weeks?	<input type="radio"/>	<input type="radio"/>

Thank you! The survey is now finished.

A 0.06%

Congratulations, you have won this lottery!

Your personal winning code is: **XWE987R**. Please send an email to **gewinnspiel@wwu.de** stating this winning code. The members of our project team will then send you your Amazon e-gift card.

B 0.06%

Congratulations, you have won this lottery!

Your personal winning code is: **OWW895R**. Please send an email to **gewinnspiel@wwu.de** stating this winning code. The members of our project team will then send you your Amazon e-gift card.

C 0.06%

Congratulations, you have won this lottery!

Your personal winning code is: **TZQ632U**. Please send an email to **gewinnspiel@wwu.de** stating this winning code. The members of our project team will then send you your Amazon e-gift card.

D
99.82%

Unfortunately, you did not win this lottery. The project team of the University of Münster thanks you for your participation!

As a thank you for your participation in this survey, you will receive the 45€ voucher for the online shop www.gruenspar.de. In addition, you have collected another ticket for the lottery of three trips to the Mediterranean Sea worth 1,000€ each, eight iPads and ten vouchers for local shops worth 100€ each.