Similarity Between Charities Survey

Start of Block: Preliminary Questions



Q40 This survey is run by academic researchers at the University of Exeter and several other universities. We do not have any affiliation to the organisations we will mention below. We will not pass on any of your information to these organisations.  
  
After you finish this survey, you will be directed to the Prolific link to claim your reward.  
  
  
Please enter your Prolific ID below:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q75   
Consent form
  
 
  
I consent to participate in this session, which will involve a series of questions and choices, and a few explanations. This will take approximately 15 minutes, but I am allowed up to 30 minutes to complete it.
  
 
  
I understand that all data will be kept confidential by the researchers. My personal information will not be stored with the data. I am free to withdraw at any time without giving a reason.
  
 
  
I consent to the publication of study results as long as the information is anonymous so that no identification of participants can be made.   
  
  
Please tick the box below to consent.

* I consent to the above (1)

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Q73 Timing

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Click Count (4)



Q1 Have you donated to any charities in the past two years? If so, please list them below. (Please name up to four. Remember to consider direct debits, fundraiser donations, donation box contributions, etc.)

* Charity 1 (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 2 (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 3 (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 4 (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I did not donate to charities in the past two years. (6)

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Q2 Whether or not you donate, which charities and nonprofit organisations do you have a good impression of and believe are doing valuable work, if any? (Please name up to four.)

* Charity 1 (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 2 (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 3 (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Charity 4 (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None (6)

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Q3 We will now present you a list of charities to compare, presenting information about each. All descriptions are taken from these charities' own web pages.

End of Block: Preliminary Questions

Start of Block: Incentivised



Q47 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q41  We would like you to rate how similar each pair of charities are. That is, would donating to either charity have the same effect?  
  
*We will ask you to compare each of 6 different charities, making 15 comparisons overall.* Please consider each pair separately.
 
**Bonus:**To give an incentive for you to rate carefully we are offering a prize. Out of the 50 respondents to this part, we will pay **£20 bonuses** to those three participants whose answers are the closest to other people's answers on average.\*
  
  
 
  
\*Technical note: The closeness will be measured as the sum of the squared distances from each of the other respondents across all 15 categories across all 49 other respondents.  Receipts for all payments will be kept at the University of Exeter Business School - academic support office.

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Q68 *If you are using a mobile phone, please turn your phone sideways to better see the content of the next set of questions.*

End of Block: Incentivised

Start of Block: Unincentivised



Q4 We would like you to rate how similar each pair of charities are, according to your own impressions and beliefs.
 
*We will ask you to compare each of 6 different charities, making 15 comparisons overall.* Please consider each pair separately. Please consider each pair separately.
 
*If you are using a mobile phone, please turn your phone sideways to better see the content of the next set of questions.*

End of Block: Unincentivised

Start of Block: Comparison 1



Q48 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q65 Compare the charities: British Heart Foundation (left side) and Cancer Research UK (right side).  
 
**British Heart Foundation**
**Cancer Research UK**
We are the nation's heart charity and the largest independent funder of cardiovascular research. Coronary heart disease is the UK's single biggest killer but we are leading the fight against it. Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions.  
  
Learn more here.
We want survival in the UK to be among the best in the world. We’re focusing our efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments and optimise current treatments by personalising them and making them even more effective.  
  
Learn more here. 
 

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 1

Start of Block: Comparison 2



Q49 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q24 Compare charities: British Heart Foundation (left side) and Diabetes UK (right side).  
 
**British Heart Foundation**
**Diabetes UK**
  
We are the nation's heart charity and the largest independent funder of cardiovascular research. Coronary heart disease is the UK's single biggest killer but we are leading the fight against it. Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions.  
Learn more here.  
 
Diabetes UK is the leading charity that cares for, connects with and campaigns on behalf of every person affected by or at risk of diabetes. We provide information, help and peer support, so people with diabetes can manage their condition effectively. We are one of the largest funders of diabetes research in the UK.  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 2

Start of Block: Comparison 3



Q50 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C3 Compare the charities: British Heart Foundation (left side) and Oxfam (right side).  
 
**British Heart Foundation**
**Oxfam**
We are the nation's heart charity and the largest independent funder of cardiovascular research. Coronary heart disease is the UK's single biggest killer but we are leading the fight against it. Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions.  
Learn more here.
  
Oxfam is a global movement of millions of  
people who share the belief that,  
in a world rich in resources, poverty isn't inevitable. In just 15 years, extreme poverty has been halved. 15 more years and we can end it for good. To spread that change and make it last, political solutions are also needed to tackle the root causes of poverty and create societies where empowered individuals can thrive.  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 3

Start of Block: Comparison 4



Q51 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C4 Compare the charities: British Heart Foundation (left side) and Save The Children (right side).  
 
**British Heart Foundation**
**Save the Children UK**
  
 We are the nation's heart charity and the largest independent  
 funder of cardiovascular research. Coronary heart disease is the UK's  
 single biggest killer but we are leading the fight against it. Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions.  
   
 Learn more here.  
  
We helped 17.5 million children through our work in 2015. We run world-class programmes to save children’s lives and challenge world leaders to keep to their promises to give children a brighter future.  
   
 Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 4

Start of Block: Comparion 5



Q52 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C5 Compare the charities: British Heart Foundation (left side) and UNICEF (right side).
  
 
**British Heart Foundation**
**UNICEF**
We led the fight to change that with pioneering research that paved the way for life-saving treatments. We’re not going to stand still and wait for progress to come. We’re going to drive the fight forward by expanding our research programme, accelerating discovery, and pushing for its translation into life-saving benefits for all.  
  
Learn more here. 
UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.  
  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparion 5

Start of Block: Comparison 6



Q53 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C6 Compare the charities: Cancer Research UK (left side) and Diabetes UK (right side).   
  
 
**Cancer Research UK**
**Diabetes UK**
We want survival in the UK to be among the best in the world. We’re focusing our efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments and optimise current treatments by personalising them and making them even more effective.  
  
Learn more here. 
Diabetes UK is the leading charity that cares for, connects with and campaigns on behalf of every person affected by or at risk of diabetes. We provide information, help and peer support, so people with diabetes can manage their condition effectively. We are one of the largest funders of diabetes research in the UK.  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 6

Start of Block: Comparison 7



Q54 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C7 Compare the charities: Cancer Research UK (left side) and Oxfam (right side).
  
 
**Cancer Research UK**
**Oxfam**
We want survival in the UK to be among the best in the world. We’re focusing our efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments and optimise current treatments by personalising them and making them even more effective.  
  
Learn more here. 
  
Oxfam is a global movement of millions of people who share the belief that, in a world rich in resources, poverty isn't inevitable. In just 15 years, extreme poverty has been halved. 15 more years and we can end it for good. To spread that change and make it last, political solutions are also needed to tackle the root causes of poverty and create societies where empowered individuals can thrive.  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 7

Start of Block: Comparison 8



Q67 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C8 Compare the charities: Cancer Research UK (left side) and Save the Children (right side).  
  
 
**Cancer Research UK**
**Save the Children**
We want survival in the UK to be among the best  
in the world. We’re focusing our efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments and optimise current treatments by personalising them and  
making them even more effective.  
  
Learn more here. 
We helped 17.5 million children through our work in 2015. We run world-class programmes to save children’s lives and challenge world leaders to keep to their promises to give children a brighter future.  
  
Learn more here.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 8

Start of Block: Comparison 9



Q66 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C9 Compare the charities: Cancer Research UK (left side) and UNICEF (right side).  
  
 
**Cancer Research UK**
**UNICEF**
We want survival in the UK to be among the best in the world. We’re focusing our efforts in four key areas – working to help prevent cancer, diagnose it earlier, develop new treatments and optimise current treatments by personalising them and making them even more effective.  
  
Learn more here. 
UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.  
  
Learn more here.

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| --- | --- | --- | --- | --- |
|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 9

Start of Block: Comparison 10



Q55 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C10 Compare the charities: Diabetes UK (left side) and Oxfam (right side).  
  
 
**Diabetes UK**
**Oxfam**
Diabetes UK is the leading charity that cares for, connects with and campaigns on behalf of every person affected by or at risk of diabetes. We provide information, help and peer support, so people with diabetes can manage their condition effectively. We are one of the largest funders of diabetes research in the UK.  
  
Learn more here. 
Oxfam is a global movement of millions of people who share the belief that, in a world rich in resources, poverty isn't inevitable. In just 15 years, extreme poverty has been halved. 15 more years and we can end it for good. To spread that change and make it last, political solutions are also needed to tackle the root causes of poverty and create societies where empowered individuals can thrive.   
  
Learn more here.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 10

Start of Block: Comparison 11



Q56 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C11 Compare the charities: Diabetes UK (left side) and Save the Children (right side).  
  
 
**Diabetes UK**
**Save the Children UK**
Diabetes UK is the leading charity that cares for, connects with and campaigns on behalf of every person affected by or at risk of diabetes.  
We provide information, help and peer support, so people with diabetes can manage their condition effectively. We are one of the largest funders of diabetes research in the UK.  
  
Learn more here. 
We helped 17.5 million children through our work in 2015. We run world-class programmes to save children’s lives and challenge world leaders to keep to their promises to give children a brighter future.  
  
Learn more here.

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| --- | --- | --- | --- | --- |
|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 11

Start of Block: Comparison 12



Q57 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C12 Compare the charities: Diabetes UK (left side) and UNICEF (right side).   
  
 
**Diabetes UK**
**UNICEF**
Diabetes UK is the leading charity that cares for, connects with and campaigns on behalf of every person affected by or at risk of diabetes. We provide information, help and peer support, so people with diabetes can manage their condition effectively. We are one of the largest funders of diabetes research in the UK.  
  
Learn more here. 
UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 12

Start of Block: Comparison 13



Q58 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C13 Compare the charities: Oxfam (left side) and Save the Children (right side).  
  
 
**Oxfam**
**Save the Children**
Oxfam is a global movement of millions of  
people who share the belief that,  
in a world rich in resources, poverty isn't inevitable.  
 In just 15 years, extreme poverty has been halved.  
15 more years and we can end it for good.To spread that change and make it last, political solutions are also needed to tackle the root causes of poverty and create societies where empowered individuals can thrive.  
  
Learn more here. 
We helped 17.5 million children through our work in 2015. We run world-class programmes to save children’s lives and challenge world leaders to keep to their promises to give children a brighter future.  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 13

Start of Block: Comparison 14



Q59 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C14 Compare the charities: Oxfam (left side) and UNICEF (right side).  
  
 
**Oxfam**
**UNICEF**
Oxfam is a global movement of millions of people who share the belief that, in a world rich in resources, poverty isn't inevitable. In just 15 years, extreme poverty has been halved. 15 more years and we can end it for good. To spread that change and make it last, political solutions are also needed to tackle the root causes of poverty and create societies where empowered individuals can thrive. We will always act, we will speak out, and we won't live with poverty.  
  
Learn more here. 
UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.  
  
Learn more here.

|  |  |  |  |  |
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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 14

Start of Block: Comparison 15



Q60 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



C15 Compare the charities: Save the Children (left side) and UNICEF (right side).  
  
 
**Save the Children**
**UNICEF**
We helped 17.5 million children through our work in 2015. We run world-class programmes to save children’s lives and challenge world leaders to keep to their promises to give children a brighter future.  
  
Learn more here. 
UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.  
  
Learn more here.

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|  | Not similar (1) | Slightly similar (2) | Fairly similar (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

End of Block: Comparison 15

Start of Block: Attention check



Q68 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q22 Compare below: Cancer Research UK (left side) and UK Spleen Advocates (right side).
  
 
  
 
**British Heart Foundation**
**UK Spleen Advocates**
We are the nation's heart charity and the largest independent funder of cardiovascular research. Coronary heart disease is the UK's single biggest killer but we are leading the fight against it. Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions.  
  
Learn more here.  
 
This is not a real charity. We just wanted to make sure you were paying attention. Now a famous quote: "But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. "  
Learn more here.
 

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|  | Not similar (1) | Slightly similar (2) | One of these is not a real charity (3) | Very similar (4) |
| How similar are the above charities? (1) |  |  |  |  |

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| Page Break |  |



Q63 Note: On the previous screen, as an attention check, we presented the 'UK Spleen Advocates',  which is not a real charity.  We will not do this again; all of the charities presented in the rest of this survey are real ones.

End of Block: Attention check

Start of Block: deworminfo



Q61 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q33 *Please have a look at the information on the following charity before continuing.*
**Deworm the World Initiative, led by Evidence Action**  
 
Treatment with a simple pill is universally recognized as a safe and simple solution. Evidence Action's Deworm the World Initiative focuses on treatment delivered through existing school infrastructure.  This is highly cost-effective and accepted well by communities, and able to reach hundreds of millions of children. Rigorous evidence shows that school-based deworming programs can improve health and education outcomes for children at a cost of less than $0.50 per year  [£0.41 per child per year].
 
*Learn more here*  
​

End of Block: deworminfo

Start of Block: whichsupport



Q69 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q43 Which of these charities have you given money to in the past?   
  
*Tick all that apply. If you have not given to any of these, please leave all boxes blank.*

* Oxfam (4)
* Cancer Research UK (6)
* British Heart Foundation (3)
* UNICEF (2)
* Diabetes UK (1)
* Save the Children Fund (7)
* Deworm the World Initiative (8)

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Q44 Which of these charities would you consider supporting?   
  
*Tick all that apply. If you would not consider supporting any of these, please leave all boxes blank.*

* Oxfam (4)
* Cancer Research UK (6)
* British Heart Foundation (3)
* UNICEF (2)
* Diabetes UK (1)
* Save the Children Fund (7)
* Deworm the World Initiative (8)

End of Block: whichsupport

Start of Block: Block 29



Q46 Please take the time to consider the information about the two charities on the next two screens. Please have a careful look at the descriptions and details given.  
  
After this you will be asked questions about each of these charities.

End of Block: Block 29

Start of Block: Block 23



Q42 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q47  **Charity: Against Malaria Foundation**  
*Information below from givewell.org*  
  
***What do they do?*** AMF (againstmalaria.org) provides funding for long-lasting insecticide-treated net distributions (for protection against malaria) in developing countries.   
  
*I.e., they provide nets to protect people against insects which can spread malaria.  According to AMF,*each net protects, on average, two people, and lasts 3-4 years.  
  
***Does it work?*** There is strong evidence that distributing nets reduces child mortality and malaria cases.  AMF has relatively strong reporting requirements for its distribution partners and provides a level of public disclosure and tracking of distributions that we have not seen from any other net distribution charity. AMF's post-distribution surveys have generally found positive results, but have some methodological limitations.  
  
***What do you get for your dollar?***  We estimate that the cost to purchase and distribute an AMF-funded net is $4.35 in Malawi, $5.92 in the Democratic Republic of the Congo (DRC), and $5.14 in Ghana (the three countries that AMF has completed large-distributions in). ($5 is about £4.80.) We conclude that there is strong evidence that these distributions can be expected to reduce child mortality and malaria cases. 

End of Block: Block 23

Start of Block: Block 30



Q43 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)



Q48 **Charity: GiveDirectly**  
*Information below from givewell.org*  
 
*What do they do?*GiveDirectly (givedirectly.org) transfers cash to households in developing countries via mobile phone-linked payment services. It targets extremely low-income households.  
 
*Does it work?* We (GiveWell) believe that ... the available evidence supports the idea that unconditional cash transfers significantly help people. It appears that GiveDirectly has been effective at delivering cash to low-income households. GiveDirectly has one major randomized controlled trial (RCT) of its impact and took the unusual step of making the details of this study public before data was collected.  
 
*What do you get for your dollar?*The proportion of total expenses that GiveDirectly has delivered directly to recipients is approximately 82% overall. Research found increases in food security, revenue, psychological well-being, and female empowerment for recipients of cash transfers.

End of Block: Block 30

Start of Block: Block 24



Q44 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q30 Please provide, for both charities, a one sentence summary of their work.

* Against Malaria Foundation (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* GiveDirectly (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Block 24

Start of Block: describe\_rate\_charity\_impact



Q45 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q37 Please provide, for both charities, a one sentence summary of their work.

* GiveDirectly (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Against Malaria Foundation (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Page Break |  |



Q52 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q35 Please rate **how much positive impact** you think these two charities have:
(0=no impact at all, 10=great impact)
 
*You have up to one and a half minutes to give your ratings.*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0=no impact at all (1) | 1 (2) | 2 (3) | 3 (4) | 4 (5) | 5 (6) | 7 (7) | 8 (8) | 9 (9) | 10=great impact (10) |
| Against Malaria Foundation (13) |  |  |  |  |  |  |  |  |  |  |
| GiveDirectly (14) |  |  |  |  |  |  |  |  |  |  |

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| Page Break |  |



Q72 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q71 Which of these charities do you believe provides a greater positive impact per pound donated?  
  
*You have up to one minute to answer.*

* Against Malaria Foundation (1)
* GiveDirectly (2)

End of Block: describe\_rate\_charity\_impact

Start of Block: Block 27



Q46 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q36 **We are giving away an *additional* bonus prize of £10 by random draw. You have a 1 in 20 chance of winning this prize!\***  
 
**You now have the opportunity to commit to donate some, none, or all of this prize (if you win it) among the charities below. If you win this £10 prize and you chose to donate, your donation(s) will be automatically deducted from this prize and passed on to this charity(s). We will add an additional 25% from our own funds to whatever you donate.** 
 
*\*Note: The random draw will be witnessed by a member of the professional staff at the University of Exeter Business School. Donations will be made within one week of the completion of this survey. Receipts for these donations, and for all payments will be kept at the University of Exeter Business School academic support office.*
 
*Please indicate your choices below. You must enter numbers between 0 and 10 for each, and these must add up to 10.*
 
*If I win the £10....*

I will keep : \_\_\_\_\_\_\_ (1)

I will donate to the Against-Malaria-Foundation : \_\_\_\_\_\_\_ (2)

I will donate to GiveDirectly : \_\_\_\_\_\_\_ (3)

Total : \_\_\_\_\_\_\_\_

End of Block: Block 27

Start of Block: Block 26



Q62 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

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Q39 **Regardless of whether you have won any bonus, we are now giving you 50p to allocate to one of the charities we have mentioned.  
Please indicate which charity you would like us to pass the money to on your behalf (you must choose one).**
 
*Note: Donations will be made within one week of the completion of this survey. Receipts for these donations, and for all payments will be kept at the University of Exeter Business School academic support office.*

* Oxfam (4)
* Cancer Research UK (6)
* British Heart Foundation (3)
* UNICEF (2)
* Diabetes UK (1)
* Save the Children Fund (7)
* Give Directly (8)
* Deworm the World (9)
* Against Malaria (10)

End of Block: Block 26

Start of Block: Block 28



Q74 If you would like to enter any comments about this survey, the charities, or the material presented, please do so below. Thank you for taking part in this study.

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End of Block: Block 28