Data Explanation for
"Will there be Blood? Incentives and Displacement Effects in Pro-Social Behavior".
Nicola Lacetera, Mario Macis and Robert Slonim
American Economic Journal: Economic Policy 2012, 4(1): 186-223.

"dowtbb.do" is the .do file that is used to produce the tables and figures that are presented in the paper. The .do file is in Stata format. The data that the .do file reads is a proprietary data set from the Northern Ohio Blood Service Region of the American Red Cross ("ARC-LMS Data Set"). Data requests can be made to Barbara Thiel sending an email to ThielBar@usa.redcross.org.

Below we provide the list of variables in the ("ARC-LMS Data Set"):

<u>Observational data</u>
(N = 14,029 blood drives)

hostid:	drive host unique identifier
type:	type of drive host
zipid:	zipcode of drive host
repid:	ARC Representative id (anonym)
flyer:	1 = if donors informed through flyers
driveid:	group(driveid)
year:	year
month:	month
week:	week of the month
weekday:	day of the week, 0=Sunday, 6=Saturday
date:	calendar date in Stata format
open:	1=open drive, 0=closed drive
length:	length of drive, in hours
presenting:	number of individuals who presented to donate at the drive
collected:	units of blood collected
deferred:	numbers of donors deferred
incentive:	= 1 if material reward offered at the drive
incentivetype:	specific item offered
incentcost:	cost of item to ARC, $
otherattribute:	other attribute of the drive
temperature:	average temperature (F) on day of drive at site
rain:	inches of rain on day of drive at site
snow:	inches of snow fallen in the 48hrs prior to the drive at site
intensity:	amount of rain per hour of precipitation
all02:	total # of neighboring drives within 0-2 miles
all24:	total # of neighboring drives within 2-4 miles
all410:	total # of neighboring drives within 4-10 miles
inc02:	# of neighb. drives with incentives within 0-2 miles
inc24:	# of neighb. drives with incentives within 2-4 miles
inc410:	# of neighb. drives with incentives within 4-10 miles
highstcost410:	$ value of highest-cost incentive provided within 0-2 miles
highstcost24:	$ value of highest-cost incentive provided within 2-4 miles
highstcost02:	$ value of highest-cost incentive provided within 4-10 miles

Field-experimental data
N = 144 observations = 72 drives * 2 periods (pre-intervention and intervention period)

hostid:	host id
wave:	1=sept2009,2=dec2009,3=mar2010,4=jul-aug2010
EXP:	0 = pre-intervention average; 1 = intervention drive
TR:	=1 if treated site; =0 if control site
ADVERT:	= 1 if treated site and incentive advertised on flyer, 0 otherwise
TR5:	=1 if 5-dollar treated site
TR10:	=1 if 10-dollar treated site
TR15:	=1 if 15-dollar treated site
length:	drive length (hours)
presenting:	number of individuals who presented to donate
collected:	units of blood collected
deferred:	number of donors deferred
sharedef:	donors deferred as a share of presenting
ndrivespast:	number of drives run at host-site in reference year
fracmatpast:	fraction of drives at host-site offering material rewards in reference year