**Data Explanation for**

**"Will there be Blood? Incentives and Displacement Effects in Pro-Social Behavior".**

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“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](mailto:ThielBar@usa.redcross.org).

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

Observational data

(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