

Control and demographics variables for both experiments												
	Experiment 1						Experiment 2					
	Share	Mean	St.Dev.	Min	Median	Max	Share	Mean	St.Dev.	Min	Median	Max
Understanding												
Control Question trials							3.03	2.32	0	0		15
Difficult		0.24	0.43	0	0	1						
Experience		1.32	2.22	0	0	20						
Motivation		2.37	0.66	0	0	3						
Problems		0.03	0.16	0	0	1						
Understanding		0.98	0.13	0	0	1						
Personal Characteristics												
CRT score		0.92	1.1	0	0	3	0.68	0.88	0	0		3
Risk		5.45	2.25	0	0	10	5.73	1.97	0	0		9
AE		0.5	0.28	0	0	1						
Confusion prone		26.46	6.17	11	11	43						
Loss aversion		1.46	0.75	0	0	3						
Trust		3.41	2	0	0	8						
Shopping experience		0.86	0.34	0	0	1						
Budget holder		0.95	0.21	0	0	1						
Demographics												
Male		0.38	0.49	0	0	1	0.28	0.45	0	0		1
Age		26.8	8.23	18	18	63	45.28	12.08	24	24		67
Income		860.36	500.78	500	500	2500	1823.23	1198.17	500	500		8000
Education		3.77	1.16	0	0	5	3.62	1.38	0	0		5
Economics		0.42	0.5	0	0	1	0.2	0.4	0	0		1
City size		2.24	1.05	0	0	4						
Composition of the sample												
Student	53%						4%					
Unemployed/Retired	10%						28%					
Worker	37%						69%					