

	Allocated share change	95% C.I.
Study 1 – 16.6% money to other		
KitKat	+13.4 p.p.	[10.1, 16.7]
Minutes	+16.8 p.p.	[13.3, 20.3]
Coke can	+19.3 p.p.	[15.6, 23]
Bic pen	+22.7 p.p.	[18.9, 26.6]
Study 2 – 38.1% money to other		
Minutes	+7.7 p.p.	[4.4, 11.1]
Music	+11.2 p.p.	[7.6, 14.9]
Space	+12.6 p.p.	[9.3, 15.9]
Bic pen	+14.6 p.p.	[11, 18.2]
Chocolate	+16.2 p.p.	[12.4, 19.9]
Ramen	+17 p.p.	[13.3, 20.7]
Baby carrots	+19.9 p.p.	[15.7, 24.1]
Study 3 – 36.4% money to other		
Minutes	+1.3 p.p.	[-2, 4.7]
Music	+13.4 p.p.	[10, 16.8]
Bic pen	+17.4 p.p.	[14, 20.9]
Chocolate	+18 p.p.	[14.6, 21.5]
Ramen	+18.7 p.p.	[15.1, 22.2]
Baby carrots	+21.5 p.p.	[17.3, 25.7]
Oatmeal packs	+21.5 p.p.	[17.4, 25.6]
Binder clip	+28.3 p.p.	[24.2, 32.3]
Study 4 – 36.8% money to other		
Apple	+10.3 p.p.	[2.8, 17.8]
Chocolate	+12.9 p.p.	[4.7, 21.2]
Study 5 – 33.8% money to other		
Chocolate + fungibility	+2.3 p.p.	[0.7, 3.9]
Chocolate + likeability	+5.3 p.p.	[3.1, 7.5]
Chocolate	+15 p.p.	[12.1, 17.9]