

Appendix C. Full Model Output for Lab and Field Experiments

The following provides full results for the analyses performed in both the laboratory and natural field experiments of “Economic valuation as a communication device for environmental philanthropy: Evidence from the lab and field,” by Sandra H. Goff, Caroline L. Noblet, and J. Ross Anthony.

Table C1
Hurdle Models – Community Sample Lab Experiment

	(1)	(2)	(3)	(4)
Treatment	-3.998 (7.181)	0.035 (5.096)	-15.071 (10.032)	-11.746 (7.877)
Supported Env		-9.027 (6.795)	-16.878* (10.266)	-15.186* (7.867)
Treatment × Supported Env			25.458* (15.363)	21.061* (11.780)
Supported Social		7.905 (6.992)		2.790 (5.090)
Balance		-0.037 (0.153)		-0.064 (0.131)
Fulltime		9.109 (6.072)		7.077 (4.431)
Financial Stress		-0.004 (0.109)		0.046 (0.091)
Constant	-8.206 (16.105)	-5.455 (16.593)	4.429 (5.804)	3.211 (12.306)
Selection Model				
Treatment	0.049 (0.221)	0.021 (0.246)	-0.307 (0.307)	-0.293 (0.335)
Supported Env		0.635** (0.265)	0.236 (0.321)	0.344 (0.337)
Treatment × Supported Env			0.726 (0.454)	0.684 (0.487)
Supported Social		-0.080 (0.276)		-0.150 (0.283)
Intrinsic Motivation		0.011 (0.008)		0.009 (0.008)
Extrinsic Motivation		-0.005 (0.007)		-0.005 (0.007)
Balance		-0.009 (0.008)		-0.009 (0.008)
Age		0.006 (0.008)		0.005 (0.008)
Female		-0.140 (0.239)		-0.145 (0.240)
Bachelor’s		-0.058 (0.246)		-0.071 (0.248)
Constant	-0.180*** (0.159)	-0.418*** (0.304)	-0.282 (0.212)	-0.080 (0.771)
Controls	No	Yes	No	Yes
Obs.	130	127	130	127
Log Likelihood	-251.71	-237.73	-243.33	-234.17

Notes: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$; Standard errors are in parentheses

Table C2
Heckman Selection Models – Natural Field Experiment

	(1)	(2)	(3)
Treatment	-4.609 (7.277)	1.588 (2.668)	10.951** (4.635)
Current Member		6.925 (6.633)	12.854* (7.106)
Treatment × Current Member			-12.525** (5.462)
\$60 Ask		13.900*** (3.214)	13.207*** (3.095)
\$100 Ask		41.543*** (4.482)	41.267*** (4.295)
\$250 Ask		94.754*** (8.211)	95.159*** (7.353)
\$500 Ask		77.039*** (12.578)	76.501*** (11.542)
Maine Resident		-19.293*** (6.161)	-19.364*** (6.130)
Constant	57.575 (47.725)	-83.808*** (11.765)	-88.560*** (11.611)
Selection Model			
Current Member	0.154* (0.091)	0.128 (0.090)	0.128 (0.089)
Email Ask	-0.138 (0.095)	0.012 (0.043)	0.010 (0.041)
Maine Resident	-0.272*** (0.090)	-0.271*** (0.084)	-0.269*** (0.084)
Participated in Advocacy	0.151 (0.093)	0.115*** (0.043)	0.115*** (0.041)
Constant	-1.440*** (0.096)	-1.479*** (0.092)	-1.479*** (0.092)
Controls	No	Yes	Yes
Obs.	2,255	2,255	2,255
Log Likelihood	-1326.5	-1224.4	-1222.0

Notes: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$; Standard errors are in parenthesis

Table C3
Hurdle Models – Natural Field Experiment

	(1)	(2)	(3)
Treatment	-22.164 (35.914)	-0.589 (7.642)	25.090* (14.372)
Current Member		-15.555* (8.910)	2.673 (12.296)
Treatment × Current Member			-35.274** (16.864)
\$60 Ask		35.664*** (10.270)	34.214*** (9.864)
\$100 Ask		97.974*** (11.440)	95.403*** (10.899)
\$250 Ask		187.903*** (20.647)	183.007*** (19.976)
\$500 Ask		99.990*** (37.423)	92.748*** (36.412)
Maine Resident		-6.586 (7.894)	-5.771 (7.651)
Constant	-78.291 (87.737)	21.885** (11.167)	10.137 (13.191)
Selection Model			
Current Member	0.153* (0.091)	0.153* (0.091)	0.153* (0.091)
Email Ask	-0.140 (0.089)	-0.140 (0.089)	-0.140 (0.089)
Maine Resident	-0.272*** (0.089)	-0.272*** (0.089)	-0.272*** (0.089)
Participated in Advocacy	0.151 (0.093)	0.151 (0.093)	0.151 (0.093)
Constant	-1.440*** (0.096)	-1.440*** (0.096)	-1.440*** (0.096)
Controls	No	Yes	Yes
Obs.	2,255	2,255	2,255
Log Likelihood	-1286.5	-1230.9	-1228.7

Notes: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$; Standard errors are in parenthesis