In the format provided by the authors and unedited.

On the misplaced politics of behavioural policy interventions

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Supplementary Methods 1: Study 1 Materials

Introduction Page

For this study you will read and respond to questions about approaches to public policy. This is a short survey, so we ask that you please pay attention and read all materials before responding.

Policy Descriptions

Policy Proposal: Default Options

Researchers have suggested that one useful approach to public policy is to strategically select default options. The basic idea is that most people tend to stay with the default option, regardless of what the default happens to be. Behavioral scientists have found that setting an option as the default increases the likelihood that people will choose that option.

{*Policy illustration = Control*} For example, people may generally wish to engage in a certain type of behavior, but normally fail to act. Knowing this, policymakers could set "automatic enrollment" as the default and allow people to opt-out. By automatically defaulting people into a program, policymakers can expect a greater number of individuals to participate in that behavior.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could automatically enroll these individuals to receive food stamps, while allowing them to opt-out if they wish to do so. By setting the default to automatically receive these benefits, policymakers can expect a greater number of low-income individuals to actively participate in food stamp assistance programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could automatically enroll these individuals to receive tax breaks, while allowing them to opt-out if they wish to do so. By setting the default to automatically receive these benefits, policymakers can expect a greater number of high-income individuals to take advantage of capital gains tax breaks.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could automatically enroll high-school students to receive additional information on practicing safe sex and proper use of contraception, while allowing parents to opt-out if they wish to do so. By setting the default to automatically receive this form of sex education training, policymakers can expect a greater number of high-school children to participate in these safe-sex and contraceptive-use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could automatically enroll high-school students to receive additional information on intelligent design, while allowing parents to opt-out if they wish to do so. By setting the default to automatically receive this form of educational training, policymakers can expect a greater number of high-school children to participate in these intelligent design

educational programs.

This approach of strategically selecting default options can be used across a wide range of policies. Putting this particular example aside, how do you feel about actively setting default options *as a general approach to public policy*?

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Policy Proposal: Planning Prompts

Researchers have suggested that one useful approach to crafting policy is to get individuals to form concrete, specific plans for acting. The basic idea is that people often have good intentions, but fail to act on those intentions. Behavioral scientists have found that prompting people to form concrete, specific plans increases the likelihood that they will follow through on those plans.

{*Policy illustration = Control*} For example, people may generally wish to engage in a certain type of behavior, but normally fail to act. Knowing this, policymakers could prompt these individuals to schedule a specific date and time to follow-through on that behavior. By prompting these individuals to form a concrete plan of action, policymakers can expect a greater number of individuals to actively engage in that behavior.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could prompt these individuals to schedule a specific date and time to claim these benefits. By prompting these individuals to form a concrete plan of action, policymakers can expect a greater number of low-income individuals to actively participate in food stamp assistance programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could prompt these individuals to schedule a specific date and time to claim these benefits. By prompting these individuals to form a concrete plan of action, policymakers can expect a greater number of high-income individuals to actively take advantage of capital gains tax breaks.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could prompt these parents to schedule a specific date and time to enroll their children into these programs. By prompting these parents to form a concrete plan of action, policymakers can expect a greater number of parents to actively enroll their children into these safe sex and contraceptive-use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could prompt these parents to schedule a specific date and time to enroll their children into these programs. By prompting these parents to form a concrete plan of action, policymakers can expect a greater number of parents to actively enroll their children into these intelligent design educational programs.

This approach of prompting people to form concrete, specific plans can be used across a wide range of policies. Putting this particular example aside, how do you feel about actively prompting people to form concrete plans *as a general approach to public policy*?

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Policy Proposal: Public Commitments

Researchers have suggested that one useful approach to crafting policy is to get individuals to publicly commit to a behavior. The basic idea is that people often have good intentions, but fail to act on those intentions. Behavioral scientists have found that asking people to publicly pledge to that behavior increases the likelihood that they will follow through on those plans.

{*Policy illustration = Control*} For example, people may generally wish to engage in a certain type of behavior, but normally fail to act. Knowing this, policymakers could ask these individuals to publicly pledge to engage in that behavior. By prompting individuals to commit to acting, policymakers can expect a greater number of individuals to actively engage in that behavior.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could ask these individuals to publicly pledge to claim these benefits. By prompting individuals to commit to acting, policymakers can expect a greater number of low-income individuals to actively participate in food stamp assistance programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could ask these individuals to publicly pledge to claim these benefits. By prompting individuals to commit to acting, policymakers can expect a greater number of high-income individuals to actively take advantage of capital gains tax breaks.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into

such educational programs. Knowing this, policymakers could ask these parents to publicly pledge to enroll their children. By prompting parents to commit to acting, policymakers can expect a greater number of a greater number of parents to actively enroll their children into these safe sex and contraceptive-use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could ask these parents to publicly pledge to enroll their children. By prompting parents to commit to acting, policymakers can expect a greater number of a greater number of parents to actively enroll their children into these intelligent design educational programs.

This approach of prompting individuals to publicly commit to a behavior can be used across a wide range of policies. Putting this particular example aside, how do you feel about prompting individuals to publicly pledge to a behavior *as a general approach to public policy*?

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Policy Proposal: Highlighting Losses

Researchers have suggested that one useful approach to crafting policy is to strategically highlight the potential costs or losses associated with certain behaviors. The basic idea is that people tend to be especially sensitive to losses, more so than to corresponding benefits or gains. Behavioral scientists have found that people are more likely to avoid options when those options are framed as potential losses than as foregone gains.

{*Policy illustration = Control*} For example, people may generally wish to engage in a certain type of behavior, but normally fail to act. Knowing this, policymakers could describe the disadvantages of failing to act on that behavior. By highlighting the potential costs of not acting, policymakers can expect a greater number of individuals to actively participate in that behavior.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could describe to low-income individuals the disadvantages of failing to claim food stamp assistance. By highlighting the potential costs of not acting, policymakers can expect a greater number of low-income individuals to actively participate in food stamp assistance programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could describe to high-income individuals the disadvantages of failing to claim these tax breaks.

By highlighting the potential costs of not acting, policymakers can expect a greater number of high-income individuals to actively take advantage of capital gains tax breaks.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could describe to these parents the disadvantages of not enrolling their children. By highlighting the potential costs of not acting, policymakers can expect a greater number of parents to actively enroll their children into these safe sex and contraceptive-use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could describe to these parents the disadvantages of not enrolling their children. By highlighting the potential costs of not acting, policymakers can expect a greater number of parents to actively enroll their children into these intelligent design educational programs.

This approach of strategically highlighting the costs or disadvantages with certain behaviors can be used across a wide range of policies. Putting this particular example aside, how do you feel about strategically highlighting to people the disadvantages of a behavior *as a general approach to public policy*?

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Policy Proposal: Popularity Information

Researchers have suggested that one useful approach to crafting policy is to provide individuals with information about how other individuals typically behave when confronting the same decision. The basic idea is that people are more likely to choose an option when they learn that option is most popular. Behavioral scientists have found that providing people with information about what is popular increases the likelihood that people will engage in that behavior.

{*Policy illustration = Control*} For example, people may generally wish to engage in a certain type of behavior, but normally fail to act. Knowing this, policymakers could provide them with information about the number of people who engage in that behavior. By providing people with information about the popularity of a behavior, policymakers can expect a greater number of individuals to actively participate in that behavior.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could provide them with information about the number of low-income individuals who

participate in food stamp programs. By providing these individuals with information about the popularity of food stamp assistance programs, policymakers can expect a greater number of low-income individuals to actively participate in these programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could provide them with information about the number of high-income individuals who take advantage of such tax breaks. By providing these individuals with information about the popularity of capital gains tax breaks, policymakers can expect a greater number of high-income individuals to actively take advantage of these tax breaks.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could provide these parents with information about the number of other parents who enroll their children into these educational programs. By providing these individuals with information about the popularity of these educational programs, policymakers can expect a greater number of parents to actively enroll their children into safe sex and contraceptive-use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could provide these parents with information about the number of other parents who enroll their children into these educational programs. By providing these individuals with information about the popularity of these educational programs, policymakers can expect a greater number of a greater number of parents to actively enroll their children into these intelligent design educational programs.

This approach of providing people with information about popular behaviors can be used across a wide range of policies. Putting this particular example aside, how do you feel about providing people with information on the popularity of a behavior *as a general approach to public policy*?

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Demographic Questions:

Do you identify primarily as a Republic, Democrat, or neither?

- *Republican*
- *Democrat*
- *Neither*

When it comes to social issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

When it comes to economic issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

How do you feel about promoting food stamp programs for low-income individuals?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

How do you feel about promoting tax breaks for high-income individuals?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

How do you feel about promoting high school educational programs on safe sex and effective contraceptive use?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

How do you feel about promoting high school educational programs on "intelligent design"?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

People in our society often disagree about how far to let individuals go in making decisions for themselves. How strongly you agree or disagree with each of these statements?

1. The government interferes far too much in our everyday lives. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

2. Sometimes government needs to make laws that keep people from hurting themselves. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

3. It's not the government's business to try to protect people from themselves. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

4. The government should stop telling people how to live their lives. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

5. The government should do more to advance society's goals, even if that means limiting the freedom and choices of individuals. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

6. Government should put limits on the choices individuals can make so they don't get in the way of what's good for society. (1 = *Strongly Disagree*, 2 = *Moderately Disagree*, 3 = *Slightly Disagree*, 4 = *Neither Agree nor Disagree*, 5 = *Slightly Agree*, 6 = *Moderately Agree*, 7 = *Strongly Agree*)

Gender:

- *Male*
- *Female*

Age: _____ years old

Finally, any questions, comments, or suggestions for this study?

Supplementary Methods 2: Study 2 Materials

Introduction Page

For this study you will read and respond to questions about approaches to public policy. This is a short survey, so we ask that you please pay attention and read all materials before responding.

Policy Descriptions

Policy Proposal: Automatic Enrollment

Researchers have suggested that one useful approach to public policy is to automatically enroll people into a program. The basic idea is that most people have a greater tendency to stick with the default course of action, regardless of what that option happens to be. Behavioral scientists have found that automatic enrollment defaults increase participation in a program, while also preserving individuals' ability to opt-out if they wish to do so.

{*Policy sponsor = No Information*} For example, lawmakers have enforced a law (the Pension Protection Act) that encourages companies to automatically enroll their employees into a plan that deducts money from their earnings and deposits these funds into a retirement savings plan; employees who wish to opt-out of the plan are free to do so. When companies set the default to automatically induce employees to save for retirement, lawmakers expected employees to save at dramatically higher rates than they otherwise would have.

{*Policy sponsor = George W Bush*} For example, the George W. Bush administration enforced a law (the Pension Protection Act) that encourages companies to automatically enroll their employees into a plan that deducts money from their earnings and deposits these funds into a retirement savings plan; employees who wish to opt-out of the plan are free to do so. When companies set the default to automatically induce employees to save for retirement, the Bush Administration expected employees to save at dramatically higher rates than they otherwise would have.

{*Policy sponsor = Barack Obama*} For example, the Barack Obama administration enforced a law (the Pension Protection Act) that encourages companies to automatically enroll their employees into a plan that deducts money from their earnings and deposits these funds into a retirement savings plan; employees who wish to opt-out of the plan are free to do so. When companies set the default to automatically induce employees to save for retirement, the Obama Administration expected employees to save at dramatically higher rates than they otherwise would have.

This approach of strategically selecting default options can be used across a wide range of policies beyond the illustration above. Putting this particular example aside, how do you feel about actively setting default options *as a general approach to public policy*.

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Demographic Questions:

When it comes to social issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

When it comes to economic issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

Do you identify primarily as a Republic, Democrat, or neither?

- *Republican*
- *Democrat*
- *Neither*

Prior to this study, had you ever heard of the Pension Protection Act?

- *Yes*
- *No*

Rate your level of familiarity with the Pension Protection Act prior to this study? (1 = *Not at all familiar*, 4 = *Somewhat familiar*, 7 = *Extremely familiar*)

Prior to this survey, how familiar were you with the use of automatic enrollment defaults in public policy?

- *None*
- *Very little*
- *Some*
- *A fair amount*

- *A great deal*

Gender:

- *Male*
- *Female*

Age: _____ years old

Finally, any questions, comments, or suggestions for this study?

Supplementary Methods 3: Study 3 Materials

Introduction Page

For this study you will read and respond to questions about approaches to public policy. This is a short survey, so we ask that you please pay attention and read all materials before responding.

Policy Descriptions

Policy Proposal: Automatic Enrollment

Researchers have suggested that one useful approach to public policy is to automatically enroll people into a program. The basic idea is that most people tend to stay with the default course of action, regardless of what that option happens to be. Behavioral scientists have found that automatic enrollment defaults increase participation in a program, while also allowing individuals the ability to opt-out if they wish to do so.

{*Policy illustration = Food Stamps*} For example, some low-income individuals may wish to participate in food stamp and supplemental assistance programs they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could identify these individuals based on previous tax returns and automatically enroll them to receive food stamps, while allowing them to opt-out if they wish to do so. By setting the default to automatically receive these benefits, policymakers can expect a greater number of low-income individuals to actively participate in food stamp assistance programs.

{*Policy illustration = Tax Breaks*} For example, some high-income individuals may wish to take advantage of capital gains tax breaks they are legally eligible for, but normally fail to claim such benefits. Knowing this, policymakers could identify these individuals based on previous tax returns and automatically enroll them to receive tax breaks, while allowing them to opt-out if they wish to do so. By setting the default to automatically receive these benefits, policymakers can expect a greater number of high-income individuals to take advantage of capital gains tax breaks.

This approach of strategically selecting default options can be used across a wide range of policies. Putting this particular example aside, please tell us how you feel about the strategic use of automatic enrollment defaults *as a general approach to public policy*.

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)

2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)

3. How ethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

4. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)

5. How unethical is this approach to policy? (1 = *not at all*, 5 = *very much so*)

6. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Demographic Questions:

Do you identify primarily as a Republic, Democrat, or neither?

- *Republican*
- *Democrat*
- *Neither*

When it comes to social issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

When it comes to economic issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

- *Click here instead if you are completely unsure*
- *Click here instead if you haven't given it much thought*

How do you feel about promoting [food stamp programs for low-income individuals/tax breaks for high-income individuals]?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

Gender:

- *Male*
- *Female*

Age: _____ years old

Are you, or have you ever been, elected to a public office?

- *Yes*
- *No*

Are you, or have you ever been, appointed to a public office?

- *Yes*
- *No*

Are you a public employee?

- *Yes*
- *No*

Do you have authority over how or whether any government policies affect the public?

- *Yes*
- *No*

Finally, any questions, comments, or suggestions for this study?

Supplementary Methods 4: Study 4 Materials

Policy Descriptions

Survey: Opinions on Automatic Enrollment

Researchers have suggested that one useful approach to public policy is to strategically use automatic enrollment defaults. Behavioral scientists have found that automatic enrollment people into a program increases participation in that program, while also allowing individuals the ability to opt-out if they wish to do so.

{*Policy illustration = Safe Sex*} For example, some parents may wish for their high-school aged children to learn about safe sex practices and effective contraceptive use, but normally fail to enroll their children into such educational programs. Knowing this, policymakers could automatically enroll high-school students to receive additional information on safe sex practices, while allowing parents to opt-out if they wish to do so. By doing so, policymakers can expect a greater number of high-school children to participate in these safe sex and contraceptive use educational programs.

{*Policy illustration = Intelligent Design*} For example, some parents may wish for their high-school aged children to learn about the idea of "intelligent design" as an alternative to biological evolution, but normally fail to enroll their children into such programs. Knowing this, policymakers could automatically enroll high-school students to receive additional information on intelligent design, while allowing parents to opt-out if they wish to do so. By doing so, policymakers can expect a greater number of high-school children to participate in these intelligent design educational programs.

This approach of strategically selecting default options can be used across a wide range of policies. Putting this particular example aside, please tell us how you feel about using automatic enrollment *as a general approach to public policy*. (fill-in one circle per statement below)

1. How much do you support this approach to policy? (1 = *not at all*, 5 = *very much so*)
2. How much do you oppose this approach to policy? (1 = *not at all*, 5 = *very much so*)
3. How manipulative is this approach to policy? (1 = *not at all*, 5 = *very much so*)
4. How coercive is this approach to policy? (1 = *not at all*, 5 = *very much so*)

Demographic Questions:

Gender:

- *Male*
- *Female*

Age: _____ years old

Approximately how many constituents, if any, do you represent?

Do you identify primarily as a . . .

- *Republican*
- *Democrat*
- *Neither*

When it comes to political issues, I am . . .

(1 = *Very liberal*, 2 = *Liberal*, 3 = *Somewhat Liberal*, 4 = *Moderate*, 5 = *Somewhat Conservative*, 6 = *Conservative*, 7 = *Very Conservative*)

How do you feel about teaching [safe sex and effective contraceptive use/intelligent design] in public schools?

(1 = *Strongly Oppose*, 2 = *Moderately Oppose*, 3 = *Slightly Oppose*, 4 = *Neither Support nor Oppose*, 5 = *Slightly Support*, 6 = *Moderately Support*, 7 = *Strongly Support*)

Supplementary Table 1: Correlations between items

The table below provides pairwise-correlations between dependent variable items for each study:

Study 1	1	2	3	4	5
1. support					
2. oppose	−0.815				
3. ethical	0.703	−0.660			
4. manipulative	−0.503	0.522	−0.503		
5. unethical	−0.621	0.700	−0.708	.564	
6. coercive	−0.406	0.456	−0.440	.611	0.503

Study 2	1	2	3	4	5
1. support					
2. oppose	−0.825				
3. ethical	0.724	−0.629			
4. manipulative	−0.450	0.481	−0.525		
5. unethical	−0.669	0.694	−0.746	.620	
6. coercive	−0.380	0.421	−0.435	.601	0.554

Study 3	1	2	3	4	5
1. support					
2. oppose	−0.855				
3. ethical	0.667	−0.676			
4. manipulative	−0.491	0.536	−0.543		
5. unethical	−0.579	0.624	−0.767	.416	
6. coercive	−0.339	0.355	−0.455	.538	0.385

Study 4	1	2	3		
1. support					
2. oppose	−0.867				
3. manipulative	−0.618	−0.676			
4. coercive	−0.617	0.599	0.700		

Supplementary Table 2: Relationship between nudge attitudes and policy objective/policy sponsor attitudes

The table below displays correlations between nudge attitudes and attitudes about policy objectives (Studies 1, 3, and 4) or nudge attitudes and attitudes about policy sponsors (Study 2). When aggregating correlations across studies (e.g., the relationship between attitudes about policy goals and nudges across our five policy illustrations), we use the sample size weighted mean correlation. Using the alternative method of first converting correlations to Fischer's Z before aggregation returns virtually identical results.

	r	P-value
Study 1 (overall)	.30	< .001
policy: supplemental nutrition assistance	.36	< .001
policy: tax breaks	.13	.005
policy: safe sex education	.27	< .001
policy: intelligent design education	.33	< .001
Study 2 (overall)	.32	< .001
attitudes about Obama	.44	< .001
attitudes about Bush	.19	.021
Study 3 (overall)	.12	.211
policy: supplemental nutrition assistance	.42	< .001
policy: tax breaks	−.13	.353
Study 4 (overall)	.24	.099
policy: safe sex education	.24	.228
policy: tax breaks	.38	.086
Combined result (weighted by sample size)	.29	< .001

Supplementary Table 3: Nudge attitudes in control conditions

The table below provides summary statistics for evaluation scores for each behavioral policy tool described in Study 1 when the data are restricted to policy illustrations that were presented in a decontextualized way (control conditions). Higher scores represent greater endorsement of general use of the behavioral policy tool. Test statistics and P-values compare means against the scale midpoint of 3 (on a 1–5 scale).
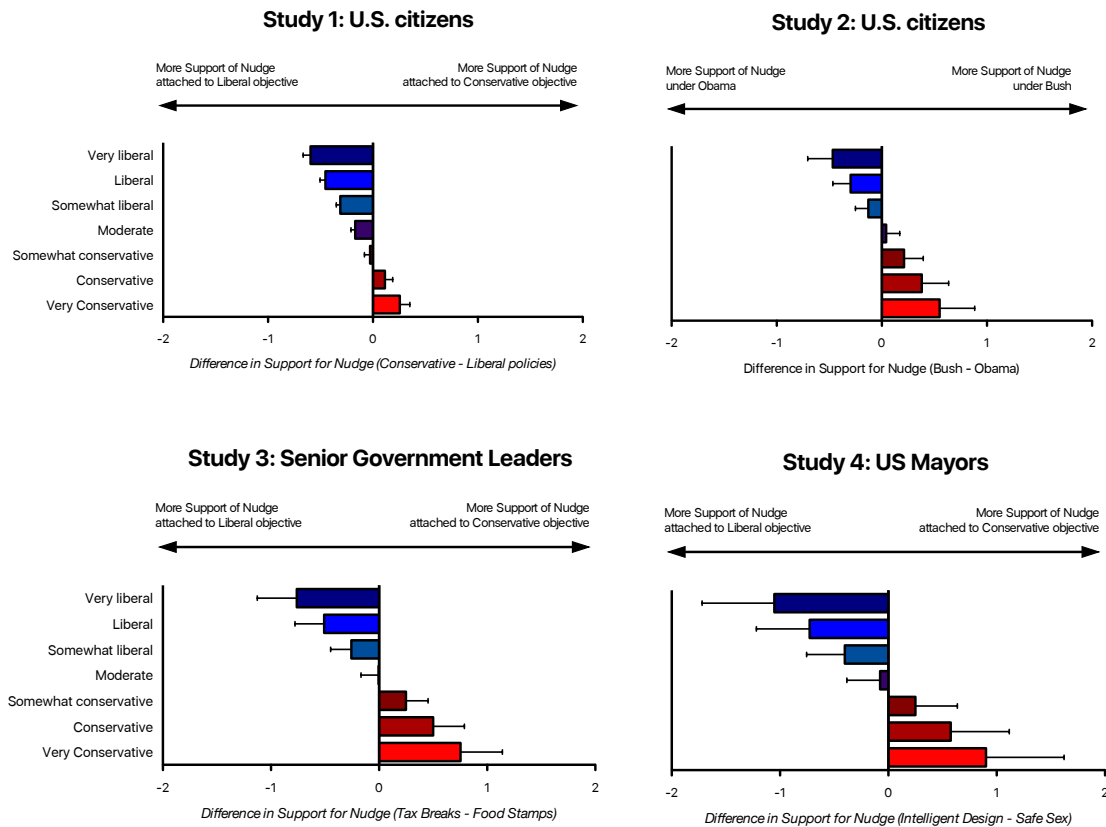
Policymaker/Objective	Mean (SD)	t-statistic (df)	P-value
Planning Prompts	3.53(0.93)	6.43(129)	< 0.001
Highlighting Losses	3.27(0.82)	2.45(56)	0.018
Public Commitments	3.16(0.85)	1.90(95)	0.061
Descriptive Social Norms	2.95(0.81)	−0.42(39)	0.674
Automatic Enrollment Defaults	2.43(0.96)	−6.87(135)	< 0.001

Supplementary Table 4: Decomposing social and economic political orientation

The table below displays regression coefficients (b), standard errors (SE), standardized regression coefficients (β), and p-values for social and economic political orientation for each condition per study. Note that Study 4 is omitted because we did not ask separately for social and economic political orientation. Positive coefficients indicate that more positive nudge attitudes with increasing conservativism, and negative coefficients indicate that more positive nudge attitudes with increasing liberalism. We implement robust standard errors, and cluster standard errors by participant in Study 1.

Policymaker/		Social Political Orientation				Economic Political Orientation			
	Policy Illustration	b	SE	β	p-value	b	SE	β	p-value
Study 1	Food Stamps	−0.09	0.03	−0.14	0.001	−0.12	0.02	−0.21	< 0.001
Study 1	Safe Sex	−0.03	0.03	−0.05	0.214	−0.05	0.02	−0.09	0.042
Study 1	Tax Breaks	0.05	0.03	0.08	0.079	0.05	0.02	0.08	0.056
Study 1	Intel Design	0.07	0.03	0.11	0.010	0.02	0.02	0.03	0.429
Study 1	Control	0.00	0.03	0.01	0.882	−0.01	0.02	−0.02	0.697
Study 2	Obama	−0.04	0.06	−0.06	0.451	−0.17	0.05	−0.28	0.001
Study 2	Bush	0.03	0.06	0.04	0.662	0.03	0.06	0.05	0.612
Study 2	Control	−0.02	0.06	−0.03	0.732	−0.05	0.06	−0.08	0.445
Study 3	Food Stamps	−0.10	0.03	−0.42	0.001	−0.08	0.03	−0.33	0.004
Study 3	Tax Breaks	0.00	0.03	0.01	0.922	−0.01	0.03	−0.05	0.673

Supplementary Figure 1

Expected differences in evaluation of nudges based on the regression specification for each study. Values represent expected raw/unstandardized difference scores. For Study 1, difference scores represent evaluations when illustrated by liberal versus conservative policy objectives (with evaluations aggregated across all policy nudges). For Study 2, difference scores represent evaluations under Bush vs. Obama. For Study 3, difference scores represent evaluations when illustrated by tax breaks vs. food stamps. For Study 4, difference scores represent evaluations when illustrated by intelligent design vs. safe sex. Error bars represent robust standard errors.