

# For Online Publication

## Web Appendix to: “Beyond Happiness and Satisfaction: Toward Well-Being Indices Based on Stated Preference”

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**This Draft:** July 27, 2013

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## W.A.I.I. Aspects of Well-Being

Here we describe the process of compiling our initial master list of 136 “aspect of well-being” survey measures; the measures are listed below, together with references to the literature. We then describe how we created two additional list versions from the first 108 aspect measures.

Subsection (a) lists the six broad classes from which our 136 aspects were generated; subsection (b) lists the considerations that affected how we phrased the aspects; subsection (c) provides a legend to the abbreviated references that accompany the aspect list; and subsection (d) provides the master list itself.

Subsection (e) then explains how we divided our master list of 136 aspects into 108 *you-*, 5 *you-only-*, and 23 *public-*aspects, and how we modified the *you-*aspects (the first 108 aspects on the master list) to create 108 *everyone-*aspects that apply to everyone in the nation and 108 *others-*aspects that apply to others in the nation (as explained in the main text, *others-*aspects appear in scenarios that are not analyzed in the paper). Finally, these latter two modified lists are reported in subsections (f) and (g), respectively.

### (a) Classes of Measures of Aspects of Well-Being

There are six classes of survey measures that we include:

- 1. *Single-question survey measures of SWB.*** Since most of the evidence in the happiness literature to date is based on single-question SWB measures, it is important that our list, which explicitly looks beyond traditional SWB measures, also include an extensive set of versions of such traditional measures. We hence include measures modeled after the SWB questions most commonly used in large-scale social surveys. These include, for example, those asked in or proposed for the U.K. survey discussed in the Introduction.<sup>1</sup> We include both cognitive, evaluative SWB measures (e.g., life satisfaction) and affective, hedonic ones (including an array of positive and negative emotions).
- 2. *Multi-question survey measures of SWB.*** While empirical work in economics relies heavily on single-question survey measures, much research in psychology uses multi-question scales, such as the PANAS (Positive And Negative Affect Scale) and the GHQ (General Health Questionnaire, a measure of mental health). In addition to measures modeled after questions comprising these scales, we also included measures based on questions comprising the Scale of Positive and Negative Experience (SPANE), the Affect Balance Scale (ABS), and the Health and Retirement Study’s Psychosocial Leave-Behind.
- 3. *Aspects of well-being proposed by prominent economists, psychologists, and philosophers.*** This class comprises by far the largest subset of our list. To the best of our knowledge, our effort reflects the most systematic attempt to date to gather aspects from prominent works—all of which explicitly compose lists of

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<sup>1</sup> Hence, we draw from documents that propose questions for the U.K. survey beyond the four questions that were ultimately selected. These are Dolan, Layard, and Metcalfe’s (2011) Office for National Statistics (ONS) publication and Deaton, Kahneman, Krueger, Schkade, Schwarz, and Stone’s (2011) memo to the ONS’s Advisory Group on Subjective Well-Being.

specific factors that are proposed to be important determinants of well-being—and compile them all into one list. While the past work we consulted is but a sample of a much broader body of research, we hope it is a sample chosen carefully enough to make the resulting list relatively comprehensive.

We started with the list proposed by the Stiglitz Commission (officially, “the Commission on the Measurement of Economic Performance and Social Progress”). The French government convened the commission at the beginning of 2008 with official aims that included “to identify the limits of GDP as an indicator of economic performance and social progress” and “to consider additional information required for the production of a more relevant picture.” The commission’s final report (Stiglitz, Sen, and Fitoussi, 2009) emphasizes the view that “well-being is multi-dimensional” and details what its members—among whom are prominent well-being researchers, mostly from economics but also from other disciplines such as psychology and political science—view as well-being’s most important dimensions.<sup>2</sup> We compiled an initial list that included the dimensions suggested in the report, and then broke them down into sub-dimensions specific enough that we could fit them into our survey as “aspect of well-being” questions. In this zooming-in process we consulted specific works by members of the commission (e.g., Kahneman and Deaton, 2010) to verify that our aspects use language that is as close as possible to the language used in past survey research.

Another candidate set of factors that matter for well-being, also an input into the commission’s composition and conclusions, was Sen’s (1985) and Nussbaum’s (2000) lists of “functionings” and “capabilities,” which we used to expand our list of aspects, and to create new aspects if they were not previously on our list.

A third candidate was Maslow’s (1946) theory of human motivation, which includes the famous pyramid of needs and a list of what he views as motivating “desires.”

We also consulted recent work in the psychology literature that attempts to look beyond happiness when breaking down the notion of psychological well-being into more basic components (e.g., Ryff, 1989). We paid special attention to Seligman’s enumeration of what constitutes well-being (“authentic happiness”). We especially focused on Seligman’s work that is aimed at informing policy (e.g., Diener and Seligman, 2004). We also checked that our resulting list did not miss aspects proposed by other recent enumerations of factors by confirming, for example, that it covered the main factors in Loewenstein and Ubel’s (2008) public policy recommendations.

Finally, to verify that our list covers the recent academic literature relatively comprehensively, we trained eleven research assistants (RAs) to carefully read through papers and books, highlighting passages that explicitly or implicitly identified key aspects of well-being and recording those aspects of well-being in a

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<sup>2</sup> For example, the commission’s report states (Stiglitz et al., 2009, pp. 14-15):

“To define what well-being means, a multidimensional definition has to be used. Based on academic research and a number of concrete initiatives developed around the world, the Commission has identified the following key dimensions that should be taken into account. At least in principle, these dimensions should be considered simultaneously:

i. Material living standards (income, consumption and wealth); ii. Health; iii. Education; iv. Personal activities including work[;] v. Political voice and governance; vi. Social connections and relationships; vii. Environment (present and future conditions); viii. Insecurity, of an economic as well as a physical nature.

All these dimensions shape people’s well-being, and yet many of them are missed by conventional income measures.”

spreadsheet. Initially, we instructed two RAs about how to do this. The instruction process included several meetings in which we went over a few papers together; demonstrated to the RAs what we wanted them to do; then gave them a few days to do it themselves; and then met again to go over what they did, answer questions, and provide feedback. The RA training process consisted, first, of 3 initial training hours of the two RAs by the authors of this paper. Second, these two RAs wrote a training document (available upon request) that very briefly summarizes what they did, and which they used in training the nine additional RAs. Third, the authors then met twice with the entire set of eleven RAs to go over examples of work that had been done in the early weeks of the project and answer questions.

Overall, over the course of June-September, 2011, the eleven RAs covered 34 articles and 4 books, which are listed, along with the other works we drew on, in subsection (c) below. We started with an initial set of papers and books that we were aware of (e.g., Alkire, 2002) as well as work referenced in the initial set, work referenced in the referenced work, etc. The resulting RAs' spreadsheet of proposed aspects and highlighted articles are available as Supplementary Materials to this paper. From this spreadsheet, we culled many additional aspects.

Finally, we trained two new RAs to read through John Rawls's *Theory of Justice*, a major work we had omitted earlier (and subsequently read). While we did not add new aspects on the basis of this book, we verified that we had not missed important ones.

**4. *Our own introspection and discussion.*** We further extended and refined the list both by drawing on our own previous research (Benjamin, Heffetz, Kimball, and Rees-Jones, 2012), which aimed to empirically identify aspects in addition to own happiness that help predict survey respondents' hypothetical choices; and by drawing on our own introspection regarding the factors that enter preferences, inspired in part by our reading of non-academic writers and by extensive conversations among ourselves and with colleagues.

In many cases, seemingly-similar but differently-worded aspects coming from these four classes were both candidates for inclusion in the list. To determine whether two candidate aspects, A and B, were distinct, we attempted to formulate examples where a person might want something that is an example of B but which cannot be considered an example of A (or at least in the spirit of A), and vice versa, switching A and B. If we could formulate such examples, we considered A and B to be distinct.

In other cases, we judged that valuable things proposed by researchers (from class 3 above) were not "fundamental." We then attempted to come up with the fundamental aspects that explain *why* someone would want that thing. For example, it is often claimed that religion contributes to happiness and well-being. We refined "religion" into several aspects of well-being that may help explain the value of religion but which are also valued by many non-religious people, such as aspects 91–96 and 101–108, including "you having people around you who share your values, beliefs and interests," "your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you" and "your sense of connection with the universe or the power behind the universe."

**5. *New combination aspects that might be "summary measures" of well-being.*** In addition to trying to compile a list of fundamental things that many people want, we also sought to come up with a single measure that, all by itself, would be as highly correlated as possible with stated preference. We conceptualize such a "summary measure" not as a fundamentally-valued aspect of well-being (i.e., not as an element of the  $w$  vector in the

theory), but rather as a particular survey question that might cause respondents, when responding to it, to take into account the great variety of aspects they consider when making choices. In terms of the theory, we think of a summary measure as eliciting an especially broad combination aspect, i.e., the answer to a single question that yields a function of many of the elements of  $w$  and that might have an especially high correlation with choice. We consider some of the existing SWB measures, such as “how happy you feel during your life,” “how satisfied you are with your life,” and “how close your life is to being ideal” to be candidate summary measures. We also formulated summary measures that, as far as we know, have not been used previously in surveys, e.g., “how much you like your life” and “the overall well-being of you and your family.” Since we took the view that our ability to predict *a priori* which measure would have the highest correlation with choice is severely limited, this class accounts for a large number of questions.

**6. Subjective versions of “objective” measures of well-being.** We additionally sought to include a few “objective” measures that—while not considered by us or others to be fundamentally-valued aspects of life—are often used by economists and policymakers as proxies for well-being. For this purpose, we included questions about total GDP, GDP per capita, GDP growth, the unemployment rate, the inflation rate, income equality, longevity, and health. Of course, our survey questions refer to *subjective perceptions* of these quantities, rather than their objective levels. Nonetheless, by including them, we can assess how people weight these objective measures compared with the subjective measures we include.

At the boundary of this class are subjective evaluations of an individual’s constraints and feasible choice set, such as “feeling that you have enough time and money for the things that are most important to you” and “having many options and possibilities in your life and the freedom to choose among them.” We felt that such measures might point to fundamental desirable perceptions—i.e., perceptions that people would like to have regardless of whether they take advantage of the perceived choices and even regardless of whether they objectively have these choices—as well as indicate how much of other aspects seem obtainable. (The aspect “having many options and possibilities...” also belongs to class 3 above, as it has been proposed by Sen, Nussbaum, and others.)

A primary criterion for *not* including an aspect on our list, even if we felt it was fundamental, was if experiencing that aspect would require either supernatural power or technology that is currently unavailable. For example, we excluded “your freedom from death” even though it seems to be a fundamentally-desired thing and, arguably, a motivating factor in some people’s behavior. Similarly, we excluded all afterlife aspects.

### **(b) Aspects of Well-Being: Phrasing**

We had a number of considerations when deciding how to phrase an aspect. We tried to:

- *Phrase in the context of specific choices.* Doing so enables us to compare aspects with each other as consequences of, as affected by, and as motivating choices (i.e., as relevant arguments in the utility function).

- *Phrase in a way that allows for a limited-time-frame interpretation.* Doing so enables us to elicit the “single period” effects of stated choices, thereby alleviating concerns that would result, e.g., from cross-respondent differences in time integration. Thus, for example, we avoided phrases such as “during your lifetime.”
- *Orient so that rating higher would conventionally be considered desirable.* Doing so likely reduces respondent confusion and thereby reduces errors and shortens survey time. For example, instead of asking about “how anxious you feel,” we ask about “you not feeling anxious.”
- *Write in language that would be understandable by most survey respondents in a national sample.* In some cases, we put several different phrases in the same question that were not synonymous, but which we thought were closely enough associated that they would clarify each other’s meaning and clarify the spirit of what we were asking.
- *For aspects 1–108: phrase in a way that minimizes changes to text when switching between “you,” “others,” and “people.”* Doing so allows us to easily incorporate other-regarding preferences, for example, to replace “how happy you feel” with “how happy others feel” or with “how happy people feel.” (See subsection (e) below.)
- *For closely-related aspects: combine into a single question.* While ideally we would include each distinct aspect as a separate survey question, we felt that combining closely-related aspects was a reasonable compromise that allowed us to cover more ground in our constrained amount of survey time.
- *For existing survey questions: word as closely as possible to the original question.* Doing so makes the analysis of our question as informative as possible regarding the existing question.

In some cases we were forced to trade off between these goals. For example, we phrased the aspect modeled after the U.K. survey question “Overall, how anxious did you feel yesterday?” as “you not feeling anxious.”

### **(c) Aspects of Well-Being Origin: Legend**

To facilitate tracking the origin of each aspect on our list, we indicate relevant references in the parentheses next to each aspect. In some cases—e.g., “your freedom from pain,” “your material standard of living,” or “you being a good, moral person and living according to your personal values”—where the importance of the aspect is highlighted by virtually an entire body of literature, the references we list are merely examples.

Corresponding to aspect classes 1–6 (see (a) above), we use the following abbreviations:

#### Aspect Class 1.

**SWB** We use this abbreviation to indicate aspects modeled after SWB measures used in large-scale surveys, including: the Euro-Barometer Survey; the European Social Survey; the German Socioeconomic Panel; the Japanese Life in Nation survey; the U.S.-based Gallup-Healthways Well-Being Index, General Social Survey, Health and Retirement Study, National Survey of Families and Households, and Survey of Consumers; and the World Values Survey.

#### Aspect Classes 2., 3., and 4.

We use the following abbreviations:

- AHC**      **Anand, Paul et al.** 2009. “The Development of Capability Indicators.” *Journal of Human Development and Capabilities*, 10(1): 125-152.
- BMP**      **Bauer, Jack J., Dan P. McAdams, and Jennifer L. Pals.** 2008. “Narrative Identity and Eudaimonic Well-Being.” *Journal of Happiness Studies*, 9: 81-104.
- BHKR**     **Benjamin, Daniel J., Ori Heffetz, Miles S. Kimball, and Alex Rees-Jones.** 2012. “What Do You Think Would Make You Happier? What Do You Think You Would Choose?” *American Economic Review*, 102(5): 2083–2110.
- BC**        **Bliss, Christopher.** 1993. “Life Style and the Standard of Living.” *The Quality of Life*. Ed. Martha Nussbaum and Amartya Sen. New York: Oxford University Press.
- ABS**      **Bradburn, Norman M.** 1969. *Structure of Psychological Well-Being*. Chicago: Aldine Pub. Co.  
Note: The aspects that cite Bradburn (1969) are part of the Affect Balance Scale (ABS) developed in that work.
- BBM**      **Bronsteen, John, Christopher J. Buccafusco, and Jonathan S. Masur.** 2010. “Welfare as Happiness.” *Georgetown Law Journal*, 98: 1583.
- BD**        **Brooks, David.** 2011. *The Social Animal: the hidden sources of love, character, and achievement*. New York: Random House.
- CR**        **Cummins, Robert A.** 1996. “The Domains of Life Satisfaction: An Attempt to Order Chaos.” *Social Indicators Research*, 38(3): 303-328.
- DKS**      **Deaton, Angus, Daniel Kahneman, Alan Krueger, David Schkade, Norbert Schwarz, and Arthur Stone.** 2011. Memo to the Office of National Statistics’ Advisory Group on Subjective Well-Being. Published in the Supporting Documents for the Meeting to Provide Guidance to the Organisation for Economic Co-operation and Development on its Plans to Measure Self-Reported Well-Being held on July 8, 2011.
- DCG**      **Devine, Joseph, Laura Camfield, and Ian Gough.** 2008. “Autonomy or Dependence—Or Both?: Perspectives from Bangladesh.” *Journal of Happiness Studies*, 9:105-138.
- DE**        **Diener, Ed.** 2000. “Subjective Well-Being: The Science of Happiness and a Proposal for a National Index.” *American Psychologist*, 55(1): 34-43.  
or  
**Diener, Ed, Richard Lucas, Ulrich Schimmack, and John Helliwell.** 2009. *Well-Being for Public Policy*. New York: Oxford University Press.  
or  
**Diener, Ed, Derrick Wirtz, William Tov, Chu Kim-Prieto, Dong-won Choi, Shigehiro Oishi, and Robert Biswas-Diener.** 2010. “New Well-Being Measures: Short Scales to Assess Flourishing and Positive and Negative Feelings.” *Social Indicators Research*, 97(2): 143-156.  
Note: Some of the aspects that cite Diener and co-authors are from the Flourishing Scale and the SPANE Scale, and that is indicated.



- DS** **Diener, Ed and Martin E.P. Seligman.** 2004. “Beyond Money: Toward an Economy of Well-Being.” *Psychological Science in the Public Interest*, 5(1): 1-31.
- DBD** **Diener, Ed and Robert Biswas-Diener.** 2000. “New Directions in Subjective Well-Being Research: The Cutting Edge.” *Indian Journal of Clinical Psychology*, 27: 21-33.
- DLM** **Dolan, Paul, Richard Layard, and Robert Metcalfe.** 2011. “Measuring Subjective Well-being for Public Policy.” Published by the Office for National Statistics in the UK.
- DG** **Doyal, Len, and Ian Gough.** 1992. “Need Satisfaction as a Measure of Human Welfare.” In *Mixed Economies in Europe: An Evolutionary Perspective on their Emergence, Transition, and Regulation*. Ed. Wolfgang Blaas and John Foster.
- GHQ** **Goldberg, David and Paul Williams.** 1988. *A User’s Guide to the General Health Questionnaire*. Windsor, UK: NFER-Nelson.
- G** **Graham, Carol.** 2011. *The Pursuit of Happiness: An Economy of Well-Being*. Washington, D.C.: Brookings Institution Press.
- GBF** **Grisez, Germain, Joseph Boyle, and John Finnis.** 1987. “Practical Principles, Moral Truth, and Ultimate Ends.” *American Journal of Jurisprudence*, 32: 99-151.
- KD** **Kahneman, Daniel, and Angus S. Deaton.** 2010. “High Income Improves Evaluation of Life but not Emotional Well-Being.” *Proceedings of the National Academy of Sciences*, 107(38): 16489-16493.
- KSS** **Kapteyn, Arie, James P. Smith, and Arthur van Soest.** 2009. “Comparing Life Satisfaction.” Rand Working Paper WR-623-1
- KN** **King, Laura A. and Christie K. Napa.** 1998. “What Makes a Life Good?” *Journal of Personality and Social Psychology*, 75(1): 156-165.
- KR** **Kraut, Richard.** 1979. “Two Conceptions of Happiness.” *The Philosophical Review*, 88(2): 167-197.
- LU** **Loewenstein, George, and Peter A. Ubel.** 2008. “Hedonic Adaptation and the Role of Decision and Experience Utility in Public Policy.” *Journal of Public Economics*, 92(8-9): 1795-1810.
- M(#)** **Maslow, Abraham.** 1946. “Theory of Human Motivation.” In *Twentieth century psychology: recent developments in psychology*, By Philip Lawrence Harriman. (When it appears below, the # refers to the aspect’s place in Maslow’s hierarchy of needs, as follows: 1. Physiological; 2. Safety; 3. Love; 4. Esteem; and 5. Self-actualization.)
- MS** **Melo, Santiago.** 2011. “Eudaimonia and the Economics of Happiness.” *Documentos CEDE*.
- SN** **Nussbaum, Martha.** 2011. *Creating Capabilities: The Human Development Approach*. Cambridge, MA: Harvard University Press.
- or

- Nussbaum, Martha.** 2000. *Women and Human Development: The Capabilities Approach*. Cambridge: Cambridge University Press.
- Q**      **Qizilbash, Mozaffar.** 1996. "Capabilities, Well-Being and Human Development: A Survey." *The Journal of Development Studies*, 33(2), 143-162.  
or  
**Qizilbash, Mozaffar.** 1996. "Ethical Development." *World Development*, 24(7): 1209-1221.
- RW**      **Rawls, John.** 1971. *A Theory of Justice*. Cambridge, MA: Belknap Press of Harvard University Press.  
or  
**Rawls, John.** 1982. "Social Unity and Primary Goods." In *Utilitarianism and Beyond*, edited by Amartya Sen and Bernard Williams, 159-186. New York: Cambridge University Press.
- R**        **Ryff, Carol D.** 1989. "Happiness is Everything, or Is It? Explorations on the Meaning of Psychological Well-Being." *Journal of Personality and Social Psychology*, 57: 1069-1081.
- RS**      **Ryff, Carol D. and Burton Singer.** 1998. "The Contours of Positive Human Health." *Psychological Inquiry*, 9(1): 1-28.
- ST**      **Scitovsky, Tibor.** 1976. *The Joyless Economy: An Inquiry into Human Satisfaction and Consumer Dissatisfaction*. New York: Oxford University Press.
- SM**      **Seligman, Martin E.P.** 2002. *Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment*. New York: Free Press.
- SN**      **Sen, Amartya.** 1985. *Commodities and Capabilities*. Oxford: Oxford University Press.
- SSF**      **Stiglitz, Joseph E., Amartya Sen, and Jean-Paul Fitoussi.** 2009. *Report by the Commission on the Measurement of Economic Performance and Social Progress*. [www.stiglitz-sen-fitoussi.fr](http://www.stiglitz-sen-fitoussi.fr)
- SLW**      **Sumner, L.W.** 1995. "The Subjectivity of Welfare." *Ethics*, 105(4): 764-790.
- TJ**      **Tomer, John F.** 2010. "Enduring Happiness: Integrating the Hedonic and Eudaimonic Approaches. Available at SSRN: <http://ssrn.com/abstract=1708212>
- WA**      **Waterman, Alan S.** 1993. "Two Conceptions of Happiness: Contrasts of Personal Expressiveness (Eudaimonia) and Hedonic Enjoyment." *Journal of Personality and Social Psychology*, 64(4): 678-691.
- WSC**      **Waterman, Alan S., Seth J. Schwartz, and Regina Conti.** 2008. "The Implications of Two Conceptions of Happiness (Hedonic Enjoyment and Eudaimonia) for the Understanding of Intrinsic Motivation." *Journal of Happiness Studies*, 9: 41-79.
- PANAS**      **Watson, David, Lee Anna Clark, and Auke Tellegen.** 1988. "Development and Validation of Brief Measures of Positive and Negative Affect: The PANAS Scales." *Journal of Personality and Social Psychology*, 54(6): 1063-1070.

**WD**            **White, Matthew P. and Paul Dolan.** 2009. "Accounting for the Richness of Daily Activities." *Psychological Science*, 20(8): 1000-1008.

**HRS**            This includes aspects that are inspired by the Psychosocial Leave-Behind from the Health and Retirement Study. These are distinct from usual SWB measures, since they tend to be more detailed than questions typically included on other large-scale surveys.

Aspect Class 4.

**Int**            Our own introspection.

Aspect Class 5.

**Sum**            New combination-aspect "summary measures."

Aspect Class 6.

**Obj**            Subjective measures of "objective" indicators.

**(d) Our Master List of 136 Aspects:**

1. how satisfied **you** are with your life (SWB, DS)
2. **your** rating of your life on a ladder where the lowest rung is "worst possible life for you" and the highest rung is "best possible life for you" (SWB, KD, DKS)
3. how close **your** life is to being ideal (MS, DE)
4. the overall well-being of **you** and your family (Sum, BHKS)
5. **you** feeling that things are going well for you (MS, DE)
6. **you** getting the things you want out of life (ABS, DE, SN)
7. the extent to which **you** feel the things you do in your life are worthwhile (DLM)
8. how fulfilling **your** life is (SN, SLW, KN, DE)
9. how rewarding the activities in **your** life are (WD, DLM)
10. **you** having a beautiful life story, or a life that is "like a work of art" (RS)
11. how full of beautiful memories **your** life is (Int, BHKS)
12. how grateful **you** feel for the things in your life (DE, SM)
13. how much **you** appreciate your life (SM, TJ)
14. the absence of regret **you** feel about your life (SM, HRS)
15. how desirable **your** life is (KR)
16. how glad **you** are to have the life you have rather than a different life (KN, ABS)
17. the extent to which **you** "have a good life" (SN, KN)
18. how much **you** like your life (Sum, BHKS)
19. **you** feeling that you have been fortunate in your life (Sum, BHKS)
20. **your** sense of optimism about your future (SM, DE-Flourishing)

21. **you** having many options and possibilities in your life and the freedom to choose among them (SN, DS, RW)
22. **your** sense that things are getting better and better (DBD)
23. how happy **you** feel (SWB, DS)
24. how much of the time **you** feel happy (SWB, DS, KD, DE)
25. how often **you** smile or laugh (G, SM, DS, KD, SWB)
26. how much **you** enjoy your life (DBD, AHC, Q, DS, KD, SWB)
27. the absence of sadness in **your** life (DE-SPANE, DS, KD, DKS)
28. **you** not feeling depressed (GHQ, ABS, R)
29. the absence of anger in **your** life (DKS, DE-SPANE, KD)
30. the absence of frustration in **your** life (WD, DS)
31. the absence of fear in **your** life (SN, PANAS, DE-SPANE, DS)
32. **you** not feeling anxious (DLM, WD)
33. the absence of stress in **your** life (DKS, GHQ, DLM, DE, KD, DS)
34. the absence of worry in **your** life (DLM, GHQ, KD, DKS)
35. the quality of **your** sleep (DKS)
36. **your** physical safety and security (GBF, CR, G, Q, DG, M2, SN, SSF)
37. the amount of order and stability in **your** life (Int, BHKS)
38. **your** sense of security about life and the future in general (Int, BHKS)
39. **your** physical comfort (M1)
40. **your** freedom from pain (DG, BHKR, SN, DKS)
41. how easy and free of annoyances **your** life is (HRS)
42. how peaceful, calm, and harmonious **your** life is (TJ, GBF)
43. how often **you** can feel relaxed instead of feeling your life is hectic (DLM, WD, WSC)
44. **you** feeling that you have enough time and money for the things that are most important to you (BHKS)
45. **your** financial security (DBD, DLM, G, DG)
46. **your** material standard of living (DE, WSC, SSF)
47. **your** ability to dream and pursue your dreams (LU)
48. **your** ability to use your imagination and be creative (SN, AHC, KN, RW)
49. **you** having many moments in your life when you feel inspired (SM, PANAS)
50. how much beauty **you** experience in your life (WA, SM, RW)
51. the amount of pleasure in **your** life (WD, BBM, DE, DS)
52. the amount of fun and play in **your** life (SN, BHKR, GBF)
53. **you** having new things, adventure, and excitement in your life (ST)
54. **your** sense of discovery and wonder (SM, M(desire))
55. **you** feeling that you understand the world and the things going on around you (DG, BMP, M(desire))
56. **your** knowledge, skills, and access to information (GBF, SM, SN, SSF, RW)
57. how often **you** are able to challenge your mind in a productive or enjoyable way (WA, DE)
58. how interesting, fascinating, and free of boredom **your** life is (DE, ABS, PANAS, BHKR, DS)
59. **your** ability to be yourself and express yourself (WA, BMP, LU, M5)
60. **your** personal growth (R, BMP)

61. **you** “being the person you want to be” (SN, BHKS)
62. **your** ability to fulfill your potential (TJ, WSC, R, M5)
63. **your** sense of purpose (R, DE-Flourishing, KN, TJ, BHKR, DS)
64. **you** feeling that your life has direction (RS, AHC, RW)
65. **your** sense of control over your life (SN, G, BHKR, R)
66. **your** sense that your life is meaningful and has value (G, LU,R, SM, KN, GBF, TJ, DE-Flourishing, DS, M(desire))
67. **your** sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place (DS, DE-Flourishing, BBM, LU, DLM)
68. the overall quality of **your** experience at work (DS, KSS, DG, DE, SM, DLM, SN, SSF)
69. how often **you** become deeply engaged in your daily activities (so deeply engaged that you lose track of time) (DE-Flourishing, DS, WSC)
70. **your** feeling of independence and self-sufficiency (SN, R, DCG, M4, MS)
71. **your** sense that you are competent and capable in the activities that matter to you (DE-Flourishing, WA)
72. **your** ability to shape and influence the things around you (DCG, R)
73. **your** sense of achievement and excellence (MS, SN, KN, RS, DS)
74. **your** enjoyment of winning, competing, and facing challenges (WA)
75. **your** success at accomplishing your goals (SLW, DE, DS)
76. **your** chance to live a long life (SN, AHC, SSF)
77. **your** health (SM, G, RS, Q, DS, SN, SSF, RW)
78. **your** mental health and emotional stability (DG, SN, AHC, GHQ, DS, DLM, TJ)
79. **your** absence of internal conflict (conflict within yourself) (RS, BMP)
80. **your** ability to fully experience the entire range of healthy human emotions (LU, SN)
81. **you** feeling alive and full of energy (DLM, WA, DG, PANAS, RW)
82. **your** passion and enthusiasm about things in your life (PANAS, SM)
83. **your** pride and respect for yourself (PANAS, ABS, SN, DE, RW)
84. **you** having the people around you think well of you and treat you with dignity and respect (AHC, SN, M4, DE-Flourishing, RW)
85. **you** having a role to play in society (TJ, AHC, DG, DBD, SN)
86. how much love there is in **your** life (SN, KN, RS, SM)
87. the quality of **your** romantic relationships, marriage, love life or sex life (SM, SN, AHC, KSS, DS, M3, R)
88. **your** ability to have and raise children (AHC, DCG, KSS, SN)
89. the quality of **your** family relationships (TJ, AHC, DS, M3, R, SSF)
90. the happiness of **your** family (BHKR, LU)
91. **your** sense of community, belonging, and connection with other people (SN, DS, LU, DE-Flourishing)
92. **you** having people around you who share your values, beliefs and interests (HRS)
93. **you** having people you can turn to in time of need (DE-Flourishing, HRS)
94. **you** not being lonely (ABS, DS, SM)
95. **you** feeling that you are understood (BHKS)

96. **your** opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you (BHKS)
97. **your** freedom from being lied to, deceived, or betrayed (M(desire), HRS)
98. **your** freedom from emotional abuse or harassment (BHKS)
99. the absence of humiliation and embarrassment in **your** life (SN)
100. the absence of shame and guilt in **your** life (PANAS, DCG, SN)
101. **your** sense that everything happens for a reason (BHKS)
102. **your** sense of connection with the universe or the power behind the universe (TJ)
103. **you** being a good, moral person and living according to your personal values (DBD, DE-Flourishing, MS, RS, TJ)
104. **you** feeling that you are part of something bigger than yourself (SM, TJ)
105. **your** sense that you are standing up for what you believe in (BHKS)
106. **your** sense that you know what to do when you face choices in your life (BHKS)
107. **your** ability to “be in the moment” (HRS)
108. **your** ability to keep good perspective in your life (BHKS)
109. how high **your** income is compared to the income of other people around you (DS, TJ)
110. **your** power over other people (BHKS)
111. **your** social status (DCG, TJ, BHKR, M)
112. **you** having others remember **you** and your accomplishments long after your death (BD)
113. the happiness of **your** friends (MS, BHKR, LU)
114. the condition of animals, nature, and the environment in the **world** (SN, SSF, AHC)
115. the amount of love in the **world** (BHKS)
116. the well-being of the people in the **world** (LU, RS)
117. the extent to which **humanity** does things worthy of pride (BHKS)
118. the morality, ethics, and goodness of other people in your **nation** (BHKS)
119. the well-being of the people in your **nation** (LU, RS)
120. your **nation** being a just society (MS, SN, GBF)
121. the extent to which your **nation** does things worthy of pride (BHKS, BD)
122. the amount of freedom in **society** (G)
123. freedom of speech and **people’s** ability to take part in the political process and community life (SN, SSF, Q, DG, AHC, RW)
124. freedom of conscience and belief in your **nation** (SN, Q, RW)
125. equality of income in your **nation** (BC)
126. equality of opportunity in your **nation** (SN, Q, G, RW)
127. **society** helping the poor and others who struggle (BHKS)
128. **people** getting the rewards and punishments they deserve (BBM)
129. the amount of order and stability in **society** (BHKS, BD)
130. freedom from corruption, injustice, and abuse of power in your **nation** (G)
131. trust among the people in your **nation** (DS, R)
132. the total size of your **nation's** economy (GDP) (Obj)
133. the average income of people in your **nation** (GDP per capita) (Obj)
134. the rate of economic growth (GDP growth) over time in your **nation** (Obj)

135. how low the rate of unemployment is in your **nation** (Obj)

136. how low the rate of inflation is in your **nation's** economy (Obj)

### (e) Aspects of Well-Being by Whom They Refer To

We distinguish between five types of aspects according to who is described as affected by the level of that aspect.

1. **You-aspects** are aspects of well-being that pertain to one's own well-being (e.g. "how satisfied you are with your life") as well as the well-being of those who are emotionally close (such as one's family), without reference to others outside one's close circle. These aspects may be affected by the personal decisions of individuals without affecting the entire society. Hence, they can differ between individuals living in the same society (e.g., while one is satisfied with one's life, others in one's nation could be dissatisfied with their lives), but they could also in principle increase or decrease for everyone simultaneously. We view aspects 1–108 in the master list in (d) above as *you*-aspects.
2. **You-only aspects** are similar to *you*-aspects, but they are inherently relative to others (e.g., "your social status"). Hence, while they may be affected by personal decisions, they also affect others due to the externalities (positive or negative) they necessarily inflict on others, and they cannot meaningfully increase or decrease for everyone simultaneously. We view aspects 109–113 in the master list in (d) above as *you-only*-aspects. We view the first four—relative income, power over other people, social status, and post-mortem fame—as mostly comparative, zero-sum aspects, which could not in themselves vary for the nation as a whole, except for their dimensions that are already mostly captured by other aspects. For example, we felt that the *you*-aspects 84 and 85—having the people around you think well of you and treat you with dignity and respect, and having a role to play in society—capture important dimensions of the non-zero-sum part of the idea of social status. As to the fifth *you-only*-aspect—the happiness of your friends—we view it as a positive externality that does not meaningfully add up in the context of our scenarios: increasing or decreasing everyone's friends' happiness is reasonably simplified as increasing or decreasing everyone's happiness.
3. **Public-aspects** are essentially "public good" aspects: they pertain to an entire society's well-being, such as the entire nation (e.g., "equality of opportunity in your nation"), or, when stated, the entire world (e.g., "the condition of animals, nature, and the environment in the world"). In contrast with *you*- and *you-only*-aspects, *public*-aspects cannot typically be affected by the personal decisions of individuals, but they may be affected through national policy. Moreover, *public*-aspects cannot differ between individuals living in the same society; their levels are the same for everyone, and they can only increase or decrease for everyone simultaneously. We view aspects 114–136 in the master list in (d) above as *public*-aspects.
4. **Everyone-aspects** are *you*-aspects applied simultaneously to all individuals in the nation. For example, the *you*-aspect "how satisfied you are with your life" is modified to become the *everyone*-aspect "how satisfied people are with their lives"; the legend in the SP survey instructions explains that by the word

“people” we refer to everyone in the nation (see III.B. in the main text, or WAIII.B below). Like *public*-aspects, *everyone*-aspects can be affected through policy and cannot typically be affected by the personal decisions of individuals; and like *public*-aspects, by construction they cannot differ between individuals in the same nation and can only increase or decrease for everyone simultaneously. The list of 108 *everyone*-aspects—a modified version of the 108 *you*-aspects from the list in (d) above—is provided in subsection (f) below.

5. ***Others*-aspects** are similar to *everyone*-aspects with one exception: as explained in the SP-survey instructions legend, the word “others” refers to others in the nation, excluding the respondent and the respondent’s emotionally-close circle. In other words, *others*-aspects are *you*-aspects applied simultaneously to all individuals in the nation excluding the respondent’s close circle. Hence, for example, the *you*-aspect “how satisfied you are with your life” becomes the *others*-aspect “how satisfied others are with their lives”; in principle, a *you*-aspect and the corresponding *others*-aspect together add up to the corresponding *everyone*-aspect: how satisfied *you and others* are with your lives = how satisfied *everyone* is with their lives. By including both *you*- and *others*-aspects in the same scenario, we could explore how respondents trade off, e.g., their life satisfaction with the life satisfaction of unfamiliar others in the nation. As noted, such scenarios are not analyzed in the present paper. For completeness, however, the list of 108 *others*-aspects—a modified version of the 108 *you*-aspects from the list in (d) above—is provided in subsection (g) below.

*A note about everyone- and others-aspects.* One might care about aspects of others’ lives for altruistic, ideological, or other reasons. We consider any ethical duty people feel to speak up for those who are unable to speak up for themselves, however, to be separate from the preferences regarding what is happening to other people. In our survey, we told people to assume that other people also had a vote on policy in an attempt to relieve them from any ethical need to speak up for those who cannot speak for themselves and thereby isolate the preferences about what is happening to others from the fairness notion that everyone should have a voice.

#### **(f) Aspects 1–108 Modified to Apply to Everyone (*everyone*-aspects)**

1. how satisfied **people** are with their lives
2. **people’s** ratings of their lives on a ladder where the lowest rung is “worst possible life for them” and the highest rung is “best possible life for them”
3. how close **people’s** lives are to being ideal
4. the overall well-being of **people** and their families
5. **people** feeling that things are going well for them
6. **people** getting the things they want out of life
7. the extent to which **people** feel the things they do in their lives are worthwhile
8. how fulfilling **people’s** lives are
9. how rewarding the activities in **people’s** lives are
10. **people** having a beautiful life story, or a life that is “like a work of art”
11. how full of beautiful memories **people’s** lives are
12. how grateful **people** feel for the things in their lives



13. how much **people** appreciate their lives
14. the absence of regret **people** feel about their lives
15. how desirable **people's** lives are
16. how glad **people** are to have the lives they have rather than different lives
17. the extent to which **people** "have a good life"
18. how much **people** like their lives
19. **people** feeling that they have been fortunate in their lives
20. **people's** sense of optimism about their future
21. **people** having many options and possibilities in their lives and the freedom to choose among them
22. **people's** sense that things are getting better and better
23. how happy **people** feel
24. how much of the time **people** feel happy
25. how often **people** smile or laugh
26. how much **people** enjoy their lives
27. the absence of sadness in **people's** lives
28. **people** not feeling depressed
29. the absence of anger in **people's** lives
30. the absence of frustration in **people's** lives
31. the absence of fear in **people's** lives
32. **people** not feeling anxious
33. the absence of stress in **people's** lives
34. the absence of worry in **people's** lives
35. the quality of **people's** sleep
36. **people's** physical safety and security
37. the amount of order and stability in **people's** lives
38. **people's** sense of security about life and the future in general
39. **people's** physical comfort
40. **people's** freedom from pain
41. how easy and free of annoyances **people's** lives are
42. how peaceful, calm, and harmonious **people's** lives are
43. how often **people** can feel relaxed instead of feeling their lives are hectic
44. **people** feeling that they have enough time and money for the things that are most important to them
45. **people's** financial security
46. **people's** material standard of living
47. **people's** ability to dream and pursue their dreams
48. **people's** ability to use their imaginations and be creative
49. **people** having many moments in their lives when they feel inspired
50. how much beauty **people** experience in their lives
51. the amount of pleasure in **people's** lives
52. the amount of fun and play in **people's** lives
53. **people** having new things, adventure, and excitement in their lives
54. **people's** sense of discovery and wonder

55. **people** feeling that they understand the world and the things going on around them
56. **people's** knowledge, skills, and access to information
57. how often **people** are able to challenge their minds in a productive or enjoyable way
58. how interesting, fascinating, and free of boredom **people's** lives are
59. **people's** ability to be themselves and express themselves
60. **people's** personal growth
61. **people** "being the people they want to be"
62. **people's** ability to fulfill their potential
63. **people's** sense of purpose
64. **people** feeling that their lives have direction
65. **people's** sense of control over their lives
66. **people's** sense that their lives are meaningful and have value
67. **people's** sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place
68. the overall quality of **people's** experience at work
69. how often **people** become deeply engaged in their daily activities (so deeply engaged that they lose track of time)
70. **people's** feeling of independence and self-sufficiency
71. **people's** sense that they are competent and capable in the activities that matter to them
72. **people's** ability to shape and influence the things around them
73. **people's** sense of achievement and excellence
74. **people's** enjoyment of winning, competing, and facing challenges
75. **people's** success at accomplishing their goals
76. **people's** chances to live long lives
77. **people's** health
78. **people's** mental health and emotional stability
79. **people's** absence of internal conflict (conflict within a person)
80. **people's** ability to fully experience the entire range of healthy human emotions
81. **people** feeling alive and full of energy
82. **people's** passion and enthusiasm about things in their lives
83. **people's** pride and respect for themselves
84. **people** having the people around them think well of them and treat them with dignity and respect
85. **people** having a role to play in society
86. how much love there is in **people's** lives
87. the quality of **people's** romantic relationships, marriage, love life or sex life
88. **people's** ability to have and raise children
89. the quality of **people's** family relationships
90. the happiness of **people's** families
91. **people's** sense of community, belonging, and connection with other people
92. **people** having people around them who share their values, beliefs and interests
93. **people** having people they can turn to in time of need
94. **people** not being lonely

95. **people** feeling that they are understood
96. **people's** opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them
97. **people's** freedom from being lied to, deceived, or betrayed
98. **people's** freedom from emotional abuse or harassment
99. the absence of humiliation and embarrassment in **people's** lives
100. the absence of shame and guilt in **people's** lives
101. **people's** sense that everything happens for a reason
102. **people's** sense of connection with the universe or the power behind the universe
103. **people** being good, moral people and living according to their personal values
104. **people** feeling that they are part of something bigger than themselves
105. **people's** sense that they are standing up for what they believe in
106. **people's** sense that they know what to do when they face choices in their lives
107. **people's** ability to "be in the moment"
108. **people's** ability to keep good perspective in their lives

**(g) Aspects 1–108 Modified to Apply to Others (*others*-aspects)**

1. how satisfied **others** are with their lives
2. **others'** ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"
3. how close **others'** lives are to being ideal
4. the overall well-being of **others** and their families
5. **others** feeling that things are going well for them
6. **others** getting the things they want out of life
7. the extent to which **others** feel the things they do in their lives are worthwhile
8. how fulfilling **others'** lives are
9. how rewarding the activities in **others'** lives are
10. **others** having a beautiful life story, or a life that is "like a work of art"
11. how full of beautiful memories **others'** lives are
12. how grateful **others** feel for the things in their lives
13. how much **others** appreciate their lives
14. the absence of regret **others** feel about their lives
15. how desirable **others'** lives are
16. how glad **others** are to have the lives they have rather than different lives
17. the extent to which **others** "have a good life"
18. how much **others** like their lives
19. **others** feeling that they have been fortunate in their lives
20. **others'** sense of optimism about their future
21. **others** having many options and possibilities in their lives and the freedom to choose among them
22. **others'** sense that things are getting better and better
23. how happy **others** feel

24. how much of the time **others** feel happy
25. how often **others** smile or laugh
26. how much **others** enjoy their lives
27. the absence of sadness in **others'** lives
28. **others** not feeling depressed
29. the absence of anger in **others'** lives
30. the absence of frustration in **others'** lives
31. the absence of fear in **others'** lives
32. **others** not feeling anxious
33. the absence of stress in **others'** lives
34. the absence of worry in **others'** lives
35. the quality of **others'** sleep
36. **others'** physical safety and security
37. the amount of order and stability in **others'** lives
38. **others'** sense of security about life and the future in general
39. **others'** physical comfort
40. **others'** freedom from pain
41. how easy and free of annoyances **others'** lives are
42. how peaceful, calm, and harmonious **others'** lives are
43. how often **others** can feel relaxed instead of feeling their lives are hectic
44. **others** feeling that they have enough time and money for the things that are most important to them
45. **others'** financial security
46. **others'** material standard of living
47. **others'** ability to dream and pursue their dreams
48. **others'** ability to use their imaginations and be creative
49. **others** having many moments in their lives when they feel inspired
50. how much beauty **others** experience in their lives
51. the amount of pleasure in **others'** lives
52. the amount of fun and play in **others'** lives
53. **others** having new things, adventure, and excitement in their lives
54. **others'** sense of discovery and wonder
55. **others** feeling that they understand the world and the things going on around them
56. **others'** knowledge, skills, and access to information
57. how often **others** are able to challenge their minds in a productive or enjoyable way
58. how interesting, fascinating, and free of boredom **others'** lives are
59. **others'** ability to be themselves and express themselves
60. **others'** personal growth
61. **others** "being the people they want to be"
62. **others'** ability to fulfill their potential
63. **others'** sense of purpose
64. **others** feeling that their lives have direction
65. **others'** sense of control over their lives

66. **others'** sense that their lives are meaningful and have value
67. **others'** sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place
68. the overall quality of **others'** experience at work
69. how often **others** become deeply engaged in their daily activities (so deeply engaged that they lose track of time)
70. **others'** feeling of independence and self-sufficiency
71. **others'** sense that they are competent and capable in the activities that matter to them
72. **others'** ability to shape and influence the things around them
73. **others'** sense of achievement and excellence
74. **others'** enjoyment of winning, competing, and facing challenges
75. **others'** success at accomplishing their goals
76. **others'** chances to live long lives
77. **others'** health
78. **others'** mental health and emotional stability
79. **others'** absence of internal conflict (conflict within a person)
80. **others'** ability to fully experience the entire range of healthy human emotions
81. **others** feeling alive and full of energy
82. **others'** passion and enthusiasm about things in their lives
83. **others'** pride and respect for themselves
84. **others** having the people around them think well of them and treat them with dignity and respect
85. **others** having a role to play in society
86. how much love there is in **others'** lives
87. the quality of **others'** romantic relationships, marriage, love life or sex life
88. **others'** ability to have and raise children
89. the quality of **others'** family relationships
90. the happiness of **others'** families
91. **others'** sense of community, belonging, and connection with other people
92. **others** having people around them who share their values, beliefs and interests
93. **others** having people they can turn to in time of need
94. **others** not being lonely
95. **others** feeling that they are understood
96. **others'** opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them
97. **others'** freedom from being lied to, deceived, or betrayed
98. **others'** freedom from emotional abuse or harassment
99. the absence of humiliation and embarrassment in **others'** lives
100. the absence of shame and guilt in **others'** lives
101. **others'** sense that everything happens for a reason
102. **others'** sense of connection with the universe or the power behind the universe
103. **others** being good, moral people and living according to their personal values
104. **others** feeling that they are part of something bigger than themselves

105. **others'** sense that they are standing up for what they believe in
106. **others'** sense that they know what to do when they face choices in their lives
107. **others'** ability to "be in the moment"
108. **others'** ability to keep good perspective in their lives

## WAIII.B. Instructions Screen

On the following screens we will present you with a series of questions.

In each question, we will ask you to make a choice between two options. While some of the choices will relate to personal decisions that you face, others will relate to national policy questions that you and everyone else in your nation vote on.

The only information we will give you about the two options will be presented in a table similar to the example table below. The table compares the two options in terms of a few of their possible consequences over the next four years. For each possible consequence, the table indicates whether one option will rank higher than the other, and by how much.

Example table (related to a policy question):

	OPTION 1				about equal	OPTION 2		
	much higher	somewhat higher	slightly higher	slightly higher		somewhat higher	much higher	
<b>your</b> health			X					
<b>others</b> not feeling anxious						X		
how satisfied <b>people</b> are with their lives		X						
the amount of freedom in <b>society</b>					X			
...	(This is an example table. The actual table will have between two and six rows.)							

After showing you the table, we will ask you:

*Between these two options, which do you think you would choose?*

Please try to carefully study each table on the following screens, and answer every question the best you can.

(The items and their rankings in the tables are randomly chosen by the computer so that we learn as much as possible from your choices. We learn the most if you pay careful attention to all the items and their rankings when choosing.)

**IMPORTANT:** Notice that in each row of the table above, one word is emphasized in boldface type (e.g.: **your**, **others**, **people**, **society**). Please pay careful attention to the emphasized words, and interpret a consequence with the following emphasized words as affecting the following people:

**you/your:** affects only you (and, when stated, your family or close friends).

**others/others':** does not affect you, your family, or your friends—but does affect other people. The table indicates the average effect on other people in your nation.

**nation/society/people:** affects everyone in your nation (including you, your family, and your friends).

**world/humanity:** affects everyone in the world.

Aside from the differences indicated in the table, please assume that the two options rank *about equal* to each other in terms of **any possible consequences that are not mentioned in the table**. In other words, the two options are predicted to differ **only** on the things that are listed. For example, while the example table above indicates that Option 1 ranks slightly higher than Option 2 in terms of **your** health, you should assume that **others'** health is on average *about equal* across the two options.

When you are ready to start the survey, click "Next".

# WAIV.A. Demographics from the Census

## Detailed Citation for the Census Information in Table 1:

Variable	Detail
Marital Status	Table S1201: Marital Status, 2010 American Community Survey 1-Year Estimates. Calculated for the U.S. population 20 years and older. “Other” includes widowed, divorced, and separated.
Highest Education Level Completed	Table S1501: Educational Attainment, 2010 American Community Survey 1-Year Estimates. Calculated for the U.S. population 25 years and older.
Age	Table QT-P1: Age Groups and Sex: 2010, 2010 Census Summary File 1
Income	Table HINC-06. Income Distribution to \$250,000 or More for Households: 2010, Current Population Survey, 2011 Annual Social and Economic Supplement
Region	Table GCT-P2: Age Groups and Sex: 2010 - United States – Region, Division, and States; and Puerto Rico, 2010 Census Summary File 1. Calculated for population 18 years and older.
Race	Table QT-PL: Race, Hispanic or Latino, Age, and Housing Occupancy: 2010, 2010 Census National Summary File of Redistricting Data. Calculated for the U.S. population 18 years and older.
Household Size	Table QT-H2: Tenure, Household Size, and Age of Householder: 2010, 2010 Census Summary File 1
Employment Status	Table CP03: Selected Economic Characteristics, 2010 American Community Survey 1-Year Estimates. Calculated for the U.S. population 16 years and older.



# WAIV.A. Excluding Early Responders

**Table WA1: Results without Early Responders**

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation				0.37	0.036	0a
the overall well-being of you and your family	0.46	0.021	1	0.33	0.034	4
the happiness of your family	0.42	0.023	2	0.24	0.032	15
your health	0.41	0.023	3	0.29	0.036	8
you being a good, moral person and living according to your personal values	0.39	0.024	4	0.36	0.035	1
the quality of your family relationships	0.39	0.022	5	0.23	0.033	19
the morality, ethics, and goodness of other people in your nation				0.30	0.032	5a
equality of opportunity in your nation				0.29	0.033	5b
your financial security	0.34	0.023	6	0.24	0.032	14
your sense that your life is meaningful and has value	0.34	0.022	7	0.28	0.033	9
your sense that you are standing up for what you believe in	0.33	0.023	8	0.18	0.034	51
the well-being of the people in your nation				0.29	0.035	8a
you having many options and possibilities in your life and the freedom to choose among them	0.33	0.022	9	0.35	0.034	2
freedom of speech and people's ability to take part in the political process and community life				0.28	0.037	9a
the amount of freedom in society				0.27	0.033	9b
society helping the poor and others who struggle				0.27	0.034	9c
trust among the people in your nation				0.27	0.033	9d
how low the rate of unemployment is in your nation				0.26	0.034	9e
you feeling that you have enough time and money for the things that are most important to you	0.31	0.023	10	0.21	0.031	29
your mental health and emotional stability	0.31	0.022	11	0.29	0.033	6
your sense of security about life and the future in general	0.31	0.022	12	0.26	0.033	10
how satisfied you are with your life	0.31	0.022	13	0.18	0.033	50
the well-being of the people in the world				0.25	0.033	13a
your pride and respect for yourself	0.31	0.022	14	0.20	0.033	40
how grateful you feel for the things in your life	0.30	0.022	15	0.22	0.033	25
your feeling of independence and self-sufficiency	0.30	0.022	16	0.23	0.034	18
you "being the person you want to be"	0.30	0.022	17	0.20	0.033	38
your nation being a just society				0.23	0.031	17a
how much you like your life	0.30	0.022	18	0.19	0.031	42
the extent to which you feel the things you do in your life are worthwhile	0.29	0.021	19	0.23	0.032	20
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.29	0.022	20	0.31	0.034	5
your freedom from being lied to, deceived, or betrayed	0.29	0.022	21	0.33	0.036	3
how happy you feel	0.29	0.021	22	0.22	0.034	24
how much love there is in your life	0.29	0.021	23	0.18	0.035	57
how much of the time you feel happy	0.29	0.022	24	0.15	0.034	72

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much you enjoy your life	0.28	0.022	25	0.20	0.033	37
you having people around you who share your values, beliefs and interests	0.28	0.021	26	0.21	0.034	31
how peaceful, calm, and harmonious your life is	0.28	0.022	27	0.21	0.035	30
your sense that things are getting better and better	0.28	0.021	28	0.19	0.033	47
how much you appreciate your life	0.28	0.021	29	0.17	0.033	59
your ability to keep good perspective in your life	0.27	0.022	30	0.15	0.035	67
how often you smile or laugh	0.27	0.022	31	0.15	0.032	70
your chance to live a long life	0.27	0.022	32	0.16	0.034	61
how low the rate of inflation is in your nation's economy				0.21	0.035	32a
your sense of control over your life	0.27	0.022	33	0.25	0.032	13
your sense that you know what to do when you face choices in your life	0.27	0.021	34	0.19	0.031	46
the condition of animals, nature, and the environment in the world				0.21	0.036	34a
you having people you can turn to in time of need	0.27	0.021	35	0.29	0.033	7
you having the people around you think well of you and treat you with dignity and respect	0.27	0.022	36	0.22	0.033	27
the extent to which humanity does things worthy of pride				0.20	0.033	36a
the extent to which you "have a good life"	0.26	0.022	37	0.24	0.032	17
your ability to dream and pursue your dreams	0.26	0.022	38	0.23	0.035	21
how glad you are to have the life you have rather than a different life	0.25	0.021	39	0.15	0.034	69
how full of beautiful memories your life is	0.25	0.021	40	0.11	0.033	89
the absence of stress in your life	0.25	0.023	41	0.11	0.032	88
the extent to which your nation does things worthy of pride				0.20	0.035	41a
people getting the rewards and punishments they deserve				0.19	0.035	41b
your freedom from pain	0.25	0.022	42	0.24	0.030	16
your ability to be yourself and express yourself	0.25	0.021	43	0.19	0.031	44
how often you can feel relaxed instead of feeling your life is hectic	0.25	0.022	44	0.16	0.032	63
your physical safety and security	0.24	0.022	45	0.25	0.031	12
your passion and enthusiasm about things in your life	0.24	0.020	46	0.14	0.034	78
your sense of purpose	0.24	0.023	47	0.21	0.033	32
you feeling alive and full of energy	0.24	0.021	48	0.14	0.031	75
you feeling that things are going well for you	0.24	0.022	49	0.20	0.035	35
your sense that you are competent and capable in the activities that matter to you	0.24	0.021	50	0.18	0.034	53
the amount of order and stability in your life	0.24	0.021	51	0.20	0.033	39
you feeling that you have been fortunate in your life	0.24	0.022	52	0.18	0.033	52
your ability to fulfill your potential	0.23	0.022	53	0.21	0.030	28
you getting the things you want out of life	0.23	0.022	54	0.14	0.034	74
how fulfilling your life is	0.23	0.022	55	0.14	0.037	79
the rate of economic growth (GDP growth) over time in your nation				0.18	0.035	55a
how rewarding the activities in your life are	0.23	0.022	56	0.16	0.034	66
the average income of people in your nation (GDP per capita)				0.18	0.034	56a
your physical comfort	0.23	0.020	57	0.12	0.034	85
the absence of worry in your life	0.23	0.021	58	0.18	0.034	48

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your ability to shape and influence the things around you	0.22	0.021	59	0.17	0.034	58
the amount of love in the world				0.17	0.035	59a
you feeling that your life has direction	0.22	0.023	60	0.14	0.031	76
the amount of order and stability in society				0.17	0.035	60a
your sense of achievement and excellence	0.22	0.021	61	0.15	0.033	68
the absence of frustration in your life	0.22	0.022	62	0.15	0.035	73
your knowledge, skills, and access to information	0.22	0.021	63	0.19	0.031	43
you feeling that you understand the world and the things going on around you	0.21	0.022	64	0.18	0.033	55
the quality of your romantic relationships, marriage, love life or sex life	0.21	0.023	65	0.14	0.035	77
your sense that everything happens for a reason	0.21	0.022	66	0.09	0.033	95
your success at accomplishing your goals	0.21	0.023	67	0.21	0.032	33
you having many moments in your life when you feel inspired	0.21	0.021	68	0.16	0.035	64
the absence of sadness in your life	0.20	0.022	69	0.18	0.033	54
the amount of pleasure in your life	0.20	0.022	70	0.18	0.033	49
equality of income in your nation				0.15	0.033	70a
your freedom from emotional abuse or harassment	0.20	0.022	71	0.25	0.033	11
your ability to have and raise children	0.20	0.023	72	0.16	0.033	62
your sense of optimism about your future	0.20	0.021	73	0.22	0.034	26
you not feeling depressed	0.19	0.021	74	0.14	0.036	80
how often you are able to challenge your mind in a productive or enjoyable way	0.19	0.021	75	0.18	0.032	56
the happiness of your friends	0.19	0.024	75a			
the absence of anger in your life	0.18	0.023	76	0.17	0.034	60
you feeling that you are part of something bigger than yourself	0.18	0.021	77	0.19	0.032	45
the absence of fear in your life	0.18	0.024	78	0.20	0.037	41
your sense of discovery and wonder	0.18	0.021	79	0.12	0.033	87
your personal growth	0.17	0.022	80	0.13	0.032	82
the quality of your sleep	0.17	0.023	81	0.08	0.033	98
how desirable your life is	0.17	0.021	82	0.08	0.036	97
how easy and free of annoyances your life is	0.17	0.021	83	0.07	0.034	99
your absence of internal conflict (conflict within yourself)	0.17	0.021	84	0.13	0.033	84
you not being lonely	0.16	0.022	85	0.21	0.032	34
your ability to fully experience the entire range of healthy human emotions	0.16	0.022	86	0.16	0.033	65
how close your life is to being ideal	0.15	0.022	87	0.12	0.032	86
freedom of conscience and belief in your nation				0.11	0.034	87a
you feeling that you are understood	0.15	0.022	88	0.23	0.033	22
the total size of your nation's economy (GDP)				0.11	0.034	88a
your sense of connection with the universe or the power behind the universe	0.15	0.022	89	0.10	0.033	91
your ability to use your imagination and be creative	0.15	0.021	90	0.22	0.033	23
your sense of community, belonging, and connection with other people	0.14	0.022	91	0.20	0.033	36
how interesting, fascinating, and free of boredom your life is	0.14	0.022	92	0.01	0.033	105

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you not feeling anxious	0.14	0.023	93	0.09	0.034	94
the absence of regret you feel about your life	0.13	0.022	94	0.02	0.034	104
you having new things, adventure, and excitement in your life	0.12	0.022	95	0.09	0.032	96
how much beauty you experience in your life	0.12	0.022	96	0.03	0.034	102
the amount of fun and play in your life	0.12	0.021	97	0.10	0.033	92
your material standard of living	0.11	0.021	98	0.06	0.034	100
the overall quality of your experience at work	0.10	0.022	99	0.11	0.033	90
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.10	0.022	100	0.13	0.033	81
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.10	0.022	101	0.02	0.031	103
the absence of shame and guilt in your life	0.09	0.021	102	-0.01	0.033	107
you having a role to play in society	0.08	0.021	103	0.15	0.034	71
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.07	0.021	104	0.04	0.030	101
you having a beautiful life story, or a life that is “like a work of art”	0.06	0.021	105	0.13	0.034	83
the absence of humiliation and embarrassment in your life	0.06	0.022	106	0.09	0.033	93
you having others remember you and your accomplishments long after your death	0.05	0.022	106a			
your ability to “be in the moment”	0.04	0.022	107	-0.02	0.033	108
how high your income is compared to the income of other people around you	0.04	0.022	107a			
your enjoyment of winning, competing, and facing challenges	0.03	0.022	108	0.00	0.034	106
your social status	-0.06	0.022	108b			
your power over other people	-0.09	0.022	108c			

**Notes:** Personal panel: OLS regression of stated preference on 113 personal aspects and a constant (const. = -0.02, s.e. = 0.004), using personal choice scenarios from surveys conducted after the programming bug that omitted some aspects was fixed ( $N = 29,392$ ). The  $R^2$  for this regression is 0.13. Correlation between these coefficients and those reported in table 2 is 0.99. Policy panel: OLS regression of stated preference on 131 policy aspects and a constant (const. = -0.01, s.e. = 0.005), using policy choice scenarios from surveys conducted after the programming bug was fixed ( $N = 13,360$ ). The  $R^2$  for this regression is 0.10. Correlation between these coefficients and those reported in table 2 is 0.97. In both panels, standard errors clustered at the respondent level. For the 108 aspects that have versions that appear in both types of scenarios, the text used in the personal choice scenarios is shown; in policy choice scenarios, “people” and “people’s” replace “you and “your.” For each scenario type, the numbers 1–108 are used to rank these aspects that appear in both scenario types by coefficient size. An aspect that appears in one scenario type receives a rank that places it appropriately in the ranking for that type (5a indicates that the coefficient was between the aspects ranked 5 and 6).

# WAIV.E. Cross-Group Heterogeneity

**Table WA2: Results by Gender**  
**Panel A: Personal Choices**

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the overall well-being of you and your family	0.44	0.023	1	0.48	0.022	1	0.96
your health	0.40	0.025	2	0.44	0.023	4	0.98
the happiness of your family	0.40	0.025	3	0.47	0.024	2	0.91
you being a good, moral person and living according to your personal values	0.35	0.023	4	0.45	0.025	3	0.84
your sense that your life is meaningful and has value	0.35	0.023	5	0.28	0.024	29	0.77
your sense of security about life and the future in general	0.34	0.023	6	0.32	0.022	11	0.87
the quality of your family relationships	0.32	0.025	7	0.41	0.023	5	0.82
you having many options and possibilities in your life and the freedom to choose among them	0.32	0.025	8	0.33	0.023	8	0.99
your financial security	0.31	0.025	9	0.38	0.024	7	0.85
how much you like your life	0.30	0.023	10	0.29	0.024	22	0.92
your feeling of independence and self-sufficiency	0.30	0.023	11	0.29	0.023	26	0.91
how satisfied you are with your life	0.29	0.024	12	0.33	0.023	9	0.95
the extent to which you feel the things you do in your life are worthwhile	0.28	0.023	13	0.28	0.022	30	0.94
you feeling that you have enough time and money for the things that are most important to you	0.28	0.025	14	0.32	0.024	10	0.93
your sense that you are standing up for what you believe in	0.28	0.024	15	0.30	0.023	20	0.99
your pride and respect for yourself	0.28	0.024	16	0.30	0.023	17	0.98
the quality of your romantic relationships, marriage, love life or sex life	0.28	0.025	17	0.20	0.023	75	0.67
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.28	0.022	18	0.30	0.024	19	0.98
you having the people around you think well of you and treat you with dignity and respect	0.28	0.023	19	0.27	0.023	36	0.93
you “being the person you want to be”	0.28	0.024	20	0.28	0.024	33	0.95
how peaceful, calm, and harmonious your life is	0.27	0.025	21	0.32	0.023	12	0.91
how much you enjoy your life	0.27	0.023	22	0.31	0.023	14	0.92
your mental health and emotional stability	0.27	0.023	23	0.40	0.023	6	0.71
your chance to live a long life	0.27	0.024	24	0.25	0.023	49	0.88
the extent to which you “have a good life”	0.27	0.023	25	0.28	0.023	28	1.00
how grateful you feel for the things in your life	0.26	0.024	26	0.28	0.023	32	1.00
your sense of control over your life	0.26	0.024	27	0.29	0.023	27	0.98
your ability to dream and pursue your dreams	0.26	0.024	28	0.26	0.022	39	0.96
you getting the things you want out of life	0.26	0.024	29	0.19	0.023	77	0.68
how happy you feel	0.26	0.024	30	0.26	0.023	47	0.94
how much of the time you feel happy	0.26	0.024	31	0.28	0.023	31	0.97
your sense that things are getting better and better	0.25	0.023	32	0.28	0.023	35	0.98

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
how fulfilling your life is	0.25	0.025	33	0.26	0.022	44	0.97
your freedom from being lied to, deceived, or betrayed	0.25	0.025	34	0.30	0.022	16	0.89
your physical comfort	0.25	0.022	35	0.21	0.022	65	0.79
how much you appreciate your life	0.25	0.022	36	0.29	0.022	25	0.93
your ability to fulfill your potential	0.25	0.024	37	0.25	0.023	48	0.94
your success at accomplishing your goals	0.25	0.024	38	0.21	0.023	71	0.79
your physical safety and security	0.25	0.024	39	0.31	0.022	15	0.85
your passion and enthusiasm about things in your life	0.24	0.022	40	0.26	0.022	42	0.98
how glad you are to have the life you have rather than a different life	0.24	0.023	41	0.26	0.022	40	0.98
your sense of purpose	0.24	0.023	42	0.25	0.024	50	0.98
you having people you can turn to in time of need	0.24	0.023	43	0.31	0.022	13	0.81
you feeling alive and full of energy	0.24	0.023	44	0.26	0.022	43	0.96
your freedom from pain	0.24	0.025	45	0.24	0.023	55	0.96
how much love there is in your life	0.24	0.024	46	0.30	0.023	18	0.84
your sense that you know what to do when you face choices in your life	0.24	0.023	47	0.29	0.023	23	0.86
you having people around you who share your values, beliefs and interests	0.23	0.023	48	0.29	0.023	24	0.86
the absence of sadness in your life	0.23	0.024	49	0.20	0.022	73	0.82
the absence of stress in your life	0.23	0.023	50	0.26	0.024	46	0.95
your ability to be yourself and express yourself	0.23	0.023	51	0.26	0.022	41	0.93
you feeling that things are going well for you	0.23	0.024	52	0.25	0.022	51	0.99
how often you can feel relaxed instead of feeling your life is hectic	0.22	0.023	53	0.21	0.023	66	0.90
how often you smile or laugh	0.22	0.024	54	0.30	0.024	21	0.80
how full of beautiful memories your life is	0.22	0.023	55	0.24	0.023	56	0.97
the amount of order and stability in your life	0.22	0.024	56	0.27	0.022	37	0.87
how rewarding the activities in your life are	0.22	0.023	57	0.23	0.023	61	0.99
your ability to shape and influence the things around you	0.22	0.022	58	0.24	0.023	57	0.97
the absence of frustration in your life	0.22	0.023	59	0.21	0.023	68	0.92
your ability to keep good perspective in your life	0.21	0.024	60	0.28	0.023	34	0.81
your knowledge, skills, and access to information	0.20	0.023	61	0.23	0.022	59	0.94
the absence of worry in your life	0.20	0.024	62	0.26	0.023	45	0.83
you feeling that your life has direction	0.20	0.024	63	0.24	0.023	54	0.88
how often you are able to challenge your mind in a productive or enjoyable way	0.20	0.022	64	0.17	0.023	84	0.81
the amount of pleasure in your life	0.20	0.024	65	0.19	0.023	76	0.89
your personal growth	0.20	0.023	66	0.19	0.022	80	0.88
your sense of achievement and excellence	0.20	0.023	67	0.23	0.022	60	0.92
your sense of optimism about your future	0.20	0.023	68	0.24	0.022	53	0.86
your sense that you are competent and capable in the activities that matter to you	0.20	0.024	69	0.26	0.023	38	0.79
you feeling that you have been fortunate in your life	0.19	0.024	70	0.24	0.022	52	0.85

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your sense of discovery and wonder	0.19	0.023	71	0.14	0.022	92	0.67
you feeling that you understand the world and the things going on around you	0.19	0.024	72	0.18	0.022	81	0.89
how close your life is to being ideal	0.19	0.023	73	0.13	0.023	93	0.65
your ability to have and raise children	0.19	0.024	74	0.21	0.024	70	0.97
how easy and free of annoyances your life is	0.19	0.023	75	0.16	0.022	88	0.79
how desirable your life is	0.18	0.024	76	0.16	0.022	87	0.84
your freedom from emotional abuse or harassment	0.18	0.024	77	0.22	0.023	63	0.86
you having many moments in your life when you feel inspired	0.18	0.023	78	0.22	0.023	64	0.88
you not being lonely	0.18	0.025	79	0.13	0.022	94	0.69
you not feeling depressed	0.17	0.023	80	0.23	0.023	58	0.79
you having new things, adventure, and excitement in your life	0.17	0.022	81	0.08	0.023	102	0.45
you feeling that you are part of something bigger than yourself	0.17	0.022	82	0.23	0.024	62	0.80
the absence of fear in your life	0.17	0.025	83	0.19	0.025	78	0.95
the happiness of your friends	0.17	0.035	84	0.20	0.033	74	0.88
the absence of anger in your life	0.16	0.025	85	0.21	0.024	69	0.84
your ability to fully experience the entire range of healthy human emotions	0.16	0.022	86	0.17	0.023	86	0.98
the quality of your sleep	0.16	0.024	87	0.21	0.023	72	0.85
your ability to use your imagination and be creative	0.16	0.024	88	0.17	0.023	85	1.00
your sense that everything happens for a reason	0.15	0.023	89	0.21	0.023	67	0.75
how interesting, fascinating, and free of boredom your life is	0.14	0.023	90	0.12	0.023	95	0.85
the overall quality of your experience at work	0.13	0.024	91	0.08	0.023	104	0.53
your sense of community, belonging, and connection with other people	0.13	0.025	92	0.19	0.022	79	0.76
your material standard of living	0.13	0.023	93	0.09	0.022	101	0.63
the absence of regret you feel about your life	0.13	0.022	94	0.15	0.023	90	0.90
the amount of fun and play in your life	0.12	0.024	95	0.12	0.021	96	0.91
you not feeling anxious	0.12	0.025	96	0.15	0.024	91	0.85
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.11	0.023	97	0.06	0.023	107	0.53
you feeling that you are understood	0.11	0.024	98	0.18	0.023	82	0.67
your absence of internal conflict (conflict within yourself)	0.11	0.023	99	0.18	0.022	83	0.67
how much beauty you experience in your life	0.11	0.024	100	0.12	0.023	98	0.99
you having a role to play in society	0.11	0.022	101	0.09	0.022	99	0.80
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.11	0.024	102	0.07	0.023	105	0.63
your enjoyment of winning, competing, and facing challenges	0.10	0.024	103	-0.02	0.022	111	-0.15
your sense of connection with the universe or the power behind the universe	0.08	0.025	104	0.15	0.025	89	0.59
the absence of shame and guilt in your life	0.08	0.024	105	0.07	0.022	106	0.75
your ability to “be in the moment”	0.07	0.025	106	0.02	0.023	108	0.30
you having a beautiful life story, or a life that is “like a work of art”	0.06	0.023	107	0.08	0.023	103	0.85

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
you having others remember you and your accomplishments long after your death	0.06	0.033	108	0.02	0.029	109	0.32
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.06	0.023	109	0.12	0.023	97	0.55
how high your income is compared to the income of other people around you	0.05	0.034	110	0.02	0.029	110	0.34
the absence of humiliation and embarrassment in your life	0.05	0.024	111	0.09	0.022	100	0.59
your social status	-0.03	0.031	112	-0.09	0.030	112	0.37
your power over other people	-0.05	0.031	113	-0.14	0.030	113	0.41

**Notes:** OLS regression of stated preference on dummies for gender and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,688$ ). The “Men” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject is male. The other panel presents analogous results for women. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.005) for the male dummy and -0.02 (s.e. = 0.004) for the female dummy. The  $R^2$  for this regression is 0.13. Correlation between the coefficients for men and women is 0.91.



**Table WA2: Results by Gender**  
**Panel B: Policy Choices**

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
freedom from corruption, injustice, and abuse of power in your nation	0.40	0.036	1	0.38	0.037	2	0.89
people having many options and possibilities in their lives and the freedom to choose among them	0.34	0.051	2	0.36	0.046	4	0.98
freedom of speech and people's ability to take part in the political process and community life	0.33	0.035	3	0.25	0.036	28	0.74
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.31	0.037	4	0.33	0.033	6	0.97
people getting the rewards and punishments they deserve	0.30	0.038	5	0.18	0.033	75	0.58
the well-being of the people in your nation	0.29	0.037	6	0.28	0.032	17	0.92
people's sense that their lives are meaningful and have value	0.28	0.035	7	0.26	0.031	25	0.88
the morality, ethics, and goodness of other people in your nation	0.28	0.035	8	0.30	0.034	11	0.99
the overall well-being of people and their families	0.28	0.048	9	0.37	0.046	3	0.80
people's freedom from pain	0.28	0.031	10	0.25	0.031	29	0.84
how much people enjoy their lives	0.28	0.037	11	0.22	0.033	47	0.74
people having people they can turn to in time of need	0.28	0.037	12	0.29	0.032	13	1.00
people's health	0.28	0.039	13	0.31	0.032	9	0.95
people's freedom from being lied to, deceived, or betrayed	0.27	0.036	14	0.33	0.037	7	0.86
the extent to which people "have a good life"	0.27	0.047	15	0.22	0.044	48	0.76
trust among the people in your nation	0.27	0.035	16	0.22	0.031	46	0.78
people's ability to dream and pursue their dreams	0.27	0.033	17	0.24	0.034	35	0.85
the amount of freedom in society	0.26	0.037	18	0.27	0.033	22	0.96
your nation being a just society	0.26	0.034	19	0.24	0.030	34	0.87
the happiness of people's families	0.25	0.033	20	0.23	0.036	39	0.87
people's sense of optimism about their future	0.24	0.047	21	0.18	0.047	72	0.72
people's ability to be themselves and express themselves	0.24	0.036	22	0.15	0.031	87	0.60
equality of opportunity in your nation	0.24	0.036	23	0.24	0.031	32	0.96
people's financial security	0.24	0.033	24	0.31	0.032	8	0.80
how low the rate of unemployment is in your nation	0.24	0.035	25	0.24	0.034	30	0.98
society helping the poor and others who struggle	0.24	0.035	26	0.36	0.033	5	0.69
how happy people feel	0.24	0.049	27	0.22	0.046	43	0.89
people's sense of community, belonging, and connection with other people	0.23	0.035	28	0.19	0.033	67	0.76
people's ability to fulfill their potential	0.23	0.033	29	0.20	0.030	62	0.81
the extent to which people feel the things they do in their lives are worthwhile	0.23	0.044	30	0.24	0.046	31	0.99
people's sense of security about life and the future in general	0.23	0.035	31	0.29	0.034	14	0.84
the quality of people's family relationships	0.22	0.036	32	0.28	0.033	18	0.84
people's ability to shape and influence the things around them	0.22	0.034	33	0.15	0.034	89	0.64
the well-being of the people in the world	0.22	0.037	34	0.27	0.032	23	0.86
people being good, moral people and living according to their personal values	0.22	0.039	35	0.46	0.033	1	0.50

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people's chances to live long lives	0.22	0.034	36	0.17	0.036	79	0.74
how low the rate of inflation is in your nation's economy	0.22	0.035	37	0.17	0.032	80	0.74
people's feeling of independence and self-sufficiency	0.22	0.037	38	0.23	0.031	37	0.97
how much people like their lives	0.21	0.047	39	0.17	0.041	78	0.76
the absence of sadness in people's lives	0.21	0.033	40	0.19	0.034	64	0.86
people's ability to keep good perspective in their lives	0.21	0.035	41	0.15	0.037	92	0.65
the rate of economic growth (GDP growth) over time in your nation	0.21	0.039	42	0.15	0.034	91	0.66
people's ability to have and raise children	0.21	0.034	43	0.14	0.034	101	0.62
people's knowledge, skills, and access to information	0.21	0.034	44	0.21	0.032	51	0.95
people's sense that they are competent and capable in the activities that matter to them	0.21	0.033	45	0.18	0.034	73	0.82
people's sense of control over their lives	0.21	0.034	46	0.27	0.032	21	0.83
people having the people around them think well of them and treat them with dignity and respect	0.21	0.035	47	0.30	0.032	10	0.73
how peaceful, calm, and harmonious people's lives are	0.21	0.034	48	0.28	0.033	19	0.79
people's mental health and emotional stability	0.21	0.036	49	0.28	0.035	16	0.77
how much of the time people feel happy	0.21	0.039	50	0.19	0.032	63	0.89
people's success at accomplishing their goals	0.21	0.036	51	0.21	0.030	59	0.94
people's freedom from emotional abuse or harassment	0.21	0.035	52	0.29	0.035	15	0.75
people's sense of purpose	0.20	0.033	53	0.21	0.032	56	0.97
people "being the people they want to be"	0.20	0.034	54	0.14	0.035	98	0.67
the quality of people's romantic relationships, marriage, love life or sex life	0.20	0.037	55	0.13	0.037	106	0.61
people having people around them who share their values, beliefs and interests	0.20	0.035	56	0.22	0.034	42	0.96
the extent to which humanity does things worthy of pride	0.20	0.034	57	0.21	0.034	49	0.99
how much people appreciate their lives	0.20	0.050	58	0.16	0.043	86	0.74
people's sense that they are standing up for what they believe in	0.20	0.035	59	0.22	0.035	44	0.96
people feeling that things are going well for them	0.20	0.054	60	0.22	0.047	41	0.93
people's physical safety and security	0.20	0.034	61	0.27	0.033	20	0.77
people's pride and respect for themselves	0.19	0.036	62	0.19	0.032	66	0.92
people's sense that things are getting better and better	0.19	0.052	63	0.19	0.042	69	0.92
people feeling that they are understood	0.19	0.036	64	0.18	0.033	74	0.90
how rewarding the activities in people's lives are	0.19	0.049	65	0.13	0.046	107	0.64
people's ability to use their imaginations and be creative	0.19	0.033	66	0.14	0.033	104	0.69
how grateful people feel for the things in their lives	0.19	0.047	67	0.27	0.045	24	0.74
the amount of pleasure in people's lives	0.19	0.034	68	0.20	0.033	61	0.98
people's sense that they know what to do when they face choices in their lives	0.18	0.034	69	0.18	0.032	71	0.95
people's sense of achievement and excellence	0.18	0.035	70	0.15	0.035	93	0.76
people having a role to play in society	0.18	0.035	71	0.15	0.033	88	0.78
how much love there is in people's lives	0.18	0.036	72	0.21	0.036	50	0.90
the absence of fear in people's lives	0.18	0.037	73	0.21	0.036	52	0.90

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people having many moments in their lives when they feel inspired	0.18	0.034	74	0.12	0.036	111	0.64
the absence of worry in people's lives	0.18	0.036	75	0.21	0.033	53	0.89
people feeling that they have been fortunate in their lives	0.18	0.048	76	0.19	0.045	68	0.99
the extent to which your nation does things worthy of pride	0.17	0.035	77	0.16	0.033	84	0.86
people's passion and enthusiasm about things in their lives	0.17	0.037	78	0.12	0.031	109	0.69
the amount of fun and play in people's lives	0.17	0.035	79	0.06	0.031	121	0.35
people feeling that they are part of something bigger than themselves	0.17	0.034	80	0.18	0.032	76	0.97
the amount of love in the world	0.16	0.037	81	0.23	0.035	38	0.74
the total size of your nation's economy (GDP)	0.16	0.036	82	0.08	0.034	120	0.48
the absence of stress in people's lives	0.16	0.033	83	0.14	0.036	103	0.82
people feeling that they understand the world and the things going on around them	0.16	0.036	84	0.16	0.033	82	0.95
people's absence of internal conflict (conflict within a person)	0.16	0.033	85	0.14	0.035	99	0.85
how often people are able to challenge their minds in a productive or enjoyable way	0.16	0.037	86	0.15	0.032	95	0.89
how satisfied people are with their lives	0.15	0.046	87	0.22	0.046	45	0.74
people feeling that they have enough time and money for the things that are most important to them	0.15	0.034	88	0.26	0.032	26	0.62
how fulfilling people's lives are	0.15	0.051	89	0.14	0.054	100	0.87
how often people smile or laugh	0.15	0.034	90	0.14	0.033	102	0.89
people's ability to fully experience the entire range of healthy human emotions	0.15	0.034	91	0.23	0.034	40	0.68
how often people can feel relaxed instead of feeling their lives are hectic	0.14	0.033	92	0.13	0.033	105	0.88
the condition of animals, nature, and the environment in the world	0.14	0.039	93	0.29	0.034	12	0.50
the absence of frustration in people's lives	0.14	0.035	94	0.20	0.034	60	0.71
people feeling alive and full of energy	0.13	0.032	95	0.16	0.032	83	0.89
the amount of order and stability in society	0.13	0.036	96	0.24	0.034	33	0.58
the amount of order and stability in people's lives	0.13	0.033	97	0.24	0.033	36	0.59
the average income of people in your nation (GDP per capita)	0.13	0.032	98	0.21	0.035	54	0.65
the overall quality of people's experience at work	0.13	0.032	99	0.14	0.034	97	0.94
people's personal growth	0.13	0.035	100	0.16	0.032	81	0.82
people having new things, adventure, and excitement in their lives	0.12	0.034	101	0.12	0.033	110	0.95
people not being lonely	0.12	0.034	102	0.21	0.034	57	0.62
people having a beautiful life story, or a life that is "like a work of art"	0.12	0.050	103	0.16	0.045	85	0.78
people's physical comfort	0.12	0.034	104	0.13	0.032	108	0.97
freedom of conscience and belief in your nation	0.11	0.035	105	0.14	0.034	96	0.83
equality of income in your nation	0.11	0.034	106	0.21	0.035	55	0.57
how glad people are to have the lives they have rather than different lives	0.11	0.049	107	0.18	0.046	70	0.64
people feeling that their lives have direction	0.11	0.032	108	0.21	0.033	58	0.56

Aspect	Men			Women			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.11	0.034	109	0.10	0.034	115	0.84
people getting the things they want out of life	0.11	0.052	110	0.18	0.044	77	0.64
people's material standard of living	0.10	0.038	111	0.02	0.035	125	0.18
the absence of anger in people's lives	0.10	0.038	112	0.26	0.034	27	0.43
how easy and free of annoyances people's lives are	0.10	0.036	113	0.04	0.034	123	0.40
people not feeling depressed	0.10	0.037	114	0.19	0.034	65	0.55
how desirable people's lives are	0.10	0.047	115	0.08	0.052	119	0.84
the absence of humiliation and embarrassment in people's lives	0.09	0.035	116	0.05	0.035	122	0.48
how close people's lives are to being ideal	0.09	0.051	117	0.15	0.040	94	0.65
people's sense of discovery and wonder	0.09	0.036	118	0.12	0.033	112	0.80
people's sense that everything happens for a reason	0.09	0.035	119	0.08	0.034	118	0.93
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.08	0.044	120	0.02	0.040	126	0.17
the quality of people's sleep	0.08	0.035	121	0.09	0.034	117	0.94
people's sense of connection with the universe or the power behind the universe	0.08	0.035	122	0.11	0.035	114	0.80
people not feeling anxious	0.07	0.035	123	0.11	0.033	113	0.62
how full of beautiful memories people's lives are	0.06	0.047	124	0.15	0.045	90	0.46
how interesting, fascinating, and free of boredom people's lives are	0.05	0.033	125	0.00	0.033	127	0.08
people's enjoyment of winning, competing, and facing challenges	0.03	0.037	126	0.02	0.033	124	0.68
the absence of regret people feel about their lives	0.02	0.049	127	0.00	0.045	128	0.22
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.02	0.033	128	0.00	0.032	129	0.07
the absence of shame and guilt in people's lives	0.01	0.035	129	-0.01	0.035	130	-0.41
how much beauty people experience in their lives	-0.01	0.035	130	0.10	0.033	116	-0.11
people's ability to "be in the moment"	-0.01	0.032	131	-0.04	0.034	131	0.40

**Notes:** OLS regression of stated preference on dummies for gender and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 23,040$ ). The "Men" panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject is male. The other panel presents analogous results for women. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.006) for the male dummy and -0.01 (s.e. = 0.006) for the female dummy. The  $R^2$  for this regression is 0.11. Correlation between the coefficients for men and women is 0.73.

**Table WA3: Results by Income**  
**Panel A: Personal Choices**

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the overall well-being of you and your family	0.44	0.021	1	0.48	0.023	2	0.98
you being a good, moral person and living according to your personal values	0.40	0.024	2	0.39	0.024	6	0.88
your health	0.40	0.023	3	0.46	0.024	3	0.96
the happiness of your family	0.39	0.024	4	0.49	0.025	1	0.90
the quality of your family relationships	0.35	0.023	5	0.40	0.024	4	0.97
your mental health and emotional stability	0.34	0.023	6	0.35	0.024	10	0.93
you having many options and possibilities in your life and the freedom to choose among them	0.33	0.023	7	0.32	0.025	15	0.86
you feeling that you have enough time and money for the things that are most important to you	0.31	0.023	8	0.29	0.026	26	0.85
your financial security	0.31	0.023	9	0.39	0.026	8	0.88
your sense of security about life and the future in general	0.30	0.022	10	0.37	0.023	9	0.88
your feeling of independence and self-sufficiency	0.29	0.021	11	0.29	0.025	27	0.89
you having the people around you think well of you and treat you with dignity and respect	0.29	0.023	12	0.25	0.023	44	0.79
how peaceful, calm, and harmonious your life is	0.29	0.024	13	0.30	0.024	20	0.95
you “being the person you want to be”	0.29	0.023	14	0.26	0.024	37	0.83
your sense that you are standing up for what you believe in	0.29	0.024	15	0.30	0.024	22	0.95
your sense of control over your life	0.28	0.023	16	0.26	0.024	41	0.83
your freedom from being lied to, deceived, or betrayed	0.28	0.023	17	0.29	0.025	28	0.94
how much you like your life	0.27	0.022	18	0.33	0.025	11	0.91
how much you enjoy your life	0.27	0.024	19	0.31	0.022	17	0.97
your ability to dream and pursue your dreams	0.27	0.022	20	0.25	0.024	46	0.84
the extent to which you feel the things you do in your life are worthwhile	0.27	0.022	21	0.30	0.023	19	0.98
how much love there is in your life	0.27	0.022	22	0.28	0.024	33	0.94
your physical safety and security	0.27	0.023	23	0.30	0.023	21	0.98
your sense that your life is meaningful and has value	0.27	0.022	24	0.39	0.025	7	0.75
you having people you can turn to in time of need	0.27	0.022	25	0.30	0.023	25	0.99
how happy you feel	0.27	0.023	26	0.24	0.024	50	0.84
you having people around you who share your values, beliefs and interests	0.26	0.022	27	0.26	0.024	39	0.90
your sense that things are getting better and better	0.26	0.023	28	0.27	0.023	35	0.92
your sense of purpose	0.26	0.023	29	0.22	0.025	69	0.76
how grateful you feel for the things in your life	0.26	0.024	30	0.28	0.023	30	0.97
your pride and respect for yourself	0.26	0.023	31	0.33	0.024	12	0.87
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.26	0.022	32	0.33	0.025	13	0.87
the extent to which you “have a good life”	0.26	0.022	33	0.30	0.025	24	0.96
your ability to keep good perspective in your life	0.26	0.022	34	0.23	0.026	59	0.80
your ability to fulfill your potential	0.26	0.022	35	0.24	0.025	55	0.84

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your physical comfort	0.26	0.021	36	0.20	0.023	79	0.69
you feeling alive and full of energy	0.25	0.021	37	0.24	0.025	51	0.86
your chance to live a long life	0.25	0.023	38	0.26	0.023	38	0.94
your sense that you know what to do when you face choices in your life	0.25	0.023	39	0.28	0.024	29	0.98
the absence of stress in your life	0.25	0.023	40	0.25	0.024	48	0.90
how satisfied you are with your life	0.25	0.023	41	0.39	0.024	5	0.70
how often you smile or laugh	0.25	0.023	42	0.28	0.025	31	0.96
your sense that you are competent and capable in the activities that matter to you	0.24	0.023	43	0.22	0.024	64	0.84
the amount of order and stability in your life	0.24	0.022	44	0.25	0.025	49	0.92
your ability to be yourself and express yourself	0.24	0.022	45	0.26	0.023	40	0.99
your freedom from pain	0.24	0.023	46	0.24	0.024	52	0.93
your passion and enthusiasm about things in your life	0.24	0.022	47	0.27	0.022	36	0.97
how much you appreciate your life	0.24	0.022	48	0.32	0.022	16	0.83
how full of beautiful memories your life is	0.23	0.022	49	0.22	0.024	66	0.86
how much of the time you feel happy	0.23	0.022	50	0.32	0.025	14	0.81
the absence of worry in your life	0.23	0.023	51	0.24	0.024	56	0.93
your ability to shape and influence the things around you	0.23	0.021	52	0.23	0.024	60	0.90
how fulfilling your life is	0.23	0.023	53	0.30	0.024	23	0.83
your knowledge, skills, and access to information	0.22	0.022	54	0.22	0.023	71	0.87
the absence of frustration in your life	0.22	0.022	55	0.20	0.025	78	0.80
the quality of your romantic relationships, marriage, love life or sex life	0.22	0.023	56	0.26	0.025	42	0.93
you getting the things you want out of life	0.22	0.023	57	0.23	0.025	61	0.95
how glad you are to have the life you have rather than a different life	0.21	0.021	58	0.31	0.024	18	0.77
your sense that everything happens for a reason	0.21	0.023	59	0.14	0.023	92	0.60
you feeling that things are going well for you	0.21	0.023	60	0.27	0.024	34	0.85
you feeling that your life has direction	0.21	0.023	61	0.24	0.025	58	0.99
how often you can feel relaxed instead of feeling your life is hectic	0.21	0.023	62	0.22	0.023	65	0.97
the absence of sadness in your life	0.20	0.023	63	0.22	0.024	68	0.98
you feeling that you have been fortunate in your life	0.20	0.023	64	0.24	0.024	53	0.93
you feeling that you are part of something bigger than yourself	0.20	0.023	65	0.19	0.023	80	0.87
your sense of optimism about your future	0.20	0.022	66	0.25	0.023	47	0.90
how rewarding the activities in your life are	0.20	0.022	67	0.26	0.025	43	0.87
your sense of achievement and excellence	0.20	0.022	68	0.24	0.023	57	0.92
you feeling that you understand the world and the things going on around you	0.20	0.022	69	0.17	0.023	83	0.79
you having many moments in your life when you feel inspired	0.19	0.023	70	0.20	0.023	77	0.94
your freedom from emotional abuse or harassment	0.19	0.022	71	0.22	0.025	67	0.93
your success at accomplishing your goals	0.19	0.023	72	0.28	0.024	32	0.73
your ability to use your imagination and be creative	0.19	0.022	73	0.15	0.025	89	0.72

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
you not feeling depressed	0.19	0.023	74	0.23	0.023	62	0.91
you feeling that you are understood	0.18	0.024	75	0.11	0.024	100	0.58
the happiness of your friends	0.18	0.032	76	0.20	0.036	76	0.97
the absence of fear in your life	0.18	0.024	77	0.18	0.026	82	0.92
your personal growth	0.18	0.022	78	0.21	0.023	72	0.91
your sense of community, belonging, and connection with other people	0.17	0.022	79	0.14	0.026	93	0.72
the absence of anger in your life	0.17	0.024	80	0.20	0.025	75	0.93
the quality of your sleep	0.17	0.023	81	0.20	0.023	74	0.93
your sense of discovery and wonder	0.17	0.022	82	0.15	0.023	87	0.81
the amount of pleasure in your life	0.17	0.024	83	0.23	0.024	63	0.83
how often you are able to challenge your mind in a productive or enjoyable way	0.16	0.022	84	0.21	0.023	73	0.87
your ability to fully experience the entire range of healthy human emotions	0.16	0.022	85	0.17	0.023	84	0.93
your ability to have and raise children	0.16	0.023	86	0.25	0.025	45	0.69
how easy and free of annoyances your life is	0.16	0.022	87	0.19	0.023	81	0.91
your absence of internal conflict (conflict within yourself)	0.15	0.022	88	0.14	0.023	91	0.84
you not being lonely	0.15	0.022	89	0.16	0.024	86	0.96
the absence of regret you feel about your life	0.13	0.022	90	0.15	0.023	88	0.97
you not feeling anxious	0.13	0.024	91	0.14	0.025	95	0.93
how much beauty you experience in your life	0.12	0.022	92	0.10	0.025	102	0.78
the amount of fun and play in your life	0.12	0.022	93	0.13	0.023	96	0.98
you having new things, adventure, and excitement in your life	0.12	0.022	94	0.14	0.023	94	0.94
how desirable your life is	0.11	0.022	95	0.24	0.024	54	0.52
how interesting, fascinating, and free of boredom your life is	0.11	0.023	96	0.17	0.024	85	0.72
how close your life is to being ideal	0.11	0.023	97	0.22	0.024	70	0.54
your material standard of living	0.10	0.022	98	0.12	0.024	99	0.97
the overall quality of your experience at work	0.10	0.023	99	0.11	0.024	101	0.95
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.10	0.022	100	0.08	0.025	105	0.71
your sense of connection with the universe or the power behind the universe	0.10	0.024	101	0.15	0.025	90	0.72
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.09	0.023	102	0.09	0.023	103	0.88
the absence of shame and guilt in your life	0.09	0.021	103	0.06	0.025	108	0.63
you having a role to play in society	0.09	0.021	104	0.12	0.023	98	0.80
you having a beautiful life story, or a life that is “like a work of art”	0.08	0.022	105	0.06	0.024	109	0.65
the absence of humiliation and embarrassment in your life	0.08	0.023	106	0.06	0.023	106	0.77
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.06	0.022	107	0.13	0.024	97	0.52
your ability to “be in the moment”	0.05	0.022	108	0.04	0.026	111	0.71
you having others remember you and your accomplishments long after your death	0.03	0.030	109	0.05	0.032	110	0.72

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your enjoyment of winning, competing, and facing challenges	0.02	0.022	110	0.06	0.024	107	0.32
how high your income is compared to the income of other people around you	-0.01	0.030	111	0.08	0.032	104	-0.07
your power over other people	-0.09	0.030	112	-0.10	0.031	113	0.92
your social status	-0.09	0.029	113	-0.03	0.032	112	0.29

**Notes:** OLS regression of stated preference on dummies for income group and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,512$ ). The “Low Income” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject has an income of less than \$50,000. The other panel presents analogous results for subjects with at least \$50,000 income. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.005) for the low income dummy and -0.02 (s.e. = 0.004) for the high income dummy. The  $R^2$  for this regression is 0.13. Correlation between the coefficients for the low income and high income groups is 0.91.



**Table WA3: Results by Income**  
**Panel B: Policy Choices**

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people having many options and possibilities in their lives and the freedom to choose among them	0.38	0.044	1	0.32	0.055	6	0.78
freedom from corruption, injustice, and abuse of power in your nation	0.38	0.035	2	0.41	0.039	1	0.98
people being good, moral people and living according to their personal values	0.34	0.034	3	0.36	0.038	3	1.00
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.33	0.034	4	0.32	0.037	8	0.90
people having people they can turn to in time of need	0.33	0.033	5	0.23	0.035	42	0.66
the morality, ethics, and goodness of other people in your nation	0.32	0.031	6	0.24	0.039	35	0.70
people's freedom from being lied to, deceived, or betrayed	0.32	0.036	7	0.28	0.037	15	0.82
the well-being of the people in your nation	0.31	0.033	8	0.26	0.036	22	0.81
the overall well-being of people and their families	0.30	0.047	9	0.36	0.046	2	0.87
society helping the poor and others who struggle	0.29	0.033	10	0.31	0.036	9	1.00
people's financial security	0.29	0.032	11	0.26	0.035	24	0.85
the amount of freedom in society	0.28	0.033	12	0.25	0.037	34	0.82
people having the people around them think well of them and treat them with dignity and respect	0.28	0.032	13	0.24	0.034	39	0.81
people's freedom from pain	0.27	0.031	14	0.25	0.032	30	0.87
people's health	0.27	0.034	15	0.33	0.036	5	0.87
people's sense that their lives are meaningful and have value	0.26	0.032	16	0.29	0.035	13	0.97
the condition of animals, nature, and the environment in the world	0.26	0.033	17	0.18	0.041	72	0.66
people's ability to dream and pursue their dreams	0.26	0.034	18	0.25	0.033	32	0.89
freedom of speech and people's ability to take part in the political process and community life	0.25	0.035	19	0.33	0.036	4	0.82
the extent to which humanity does things worthy of pride	0.25	0.034	20	0.16	0.033	90	0.60
trust among the people in your nation	0.25	0.032	21	0.23	0.033	45	0.86
how happy people feel	0.25	0.045	22	0.20	0.052	60	0.75
how peaceful, calm, and harmonious people's lives are	0.24	0.033	23	0.25	0.034	26	0.97
people's sense of control over their lives	0.24	0.033	24	0.23	0.033	43	0.89
the quality of people's family relationships	0.24	0.032	25	0.27	0.038	16	0.94
the happiness of people's families	0.24	0.035	26	0.25	0.034	33	0.96
people feeling that things are going well for them	0.24	0.050	27	0.19	0.049	69	0.74
people's physical safety and security	0.24	0.032	28	0.24	0.034	38	0.95
people's mental health and emotional stability	0.23	0.035	29	0.26	0.035	23	0.95
how low the rate of unemployment is in your nation	0.23	0.033	30	0.25	0.036	27	0.98
people's sense of security about life and the future in general	0.23	0.033	31	0.30	0.036	10	0.81
people's freedom from emotional abuse or harassment	0.23	0.034	32	0.26	0.036	21	0.92
how grateful people feel for the things in their lives	0.23	0.045	33	0.22	0.046	50	0.90
how satisfied people are with their lives	0.23	0.045	34	0.13	0.049	104	0.53
your nation being a just society	0.22	0.032	35	0.30	0.032	11	0.80

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the absence of fear in people's lives	0.22	0.037	36	0.17	0.036	85	0.72
the extent to which people "have a good life"	0.22	0.047	37	0.27	0.045	19	0.87
people feeling that they have enough time and money for the things that are most important to them	0.22	0.032	38	0.20	0.034	58	0.88
how much people enjoy their lives	0.22	0.035	39	0.28	0.036	14	0.83
people's sense of community, belonging, and connection with other people	0.22	0.034	40	0.21	0.033	57	0.90
people's success at accomplishing their goals	0.21	0.033	41	0.20	0.032	64	0.85
the amount of pleasure in people's lives	0.21	0.033	42	0.17	0.034	83	0.75
people's sense that they are competent and capable in the activities that matter to them	0.21	0.033	43	0.18	0.034	75	0.80
the well-being of the people in the world	0.21	0.033	44	0.27	0.035	17	0.81
people's feeling of independence and self-sufficiency	0.21	0.031	45	0.26	0.037	25	0.86
people's sense of optimism about their future	0.21	0.045	46	0.24	0.051	37	0.92
people's knowledge, skills, and access to information	0.21	0.033	47	0.22	0.034	47	1.00
people's pride and respect for themselves	0.21	0.033	48	0.17	0.036	84	0.78
people having people around them who share their values, beliefs and interests	0.20	0.034	49	0.23	0.037	44	0.95
the absence of worry in people's lives	0.20	0.034	50	0.18	0.035	79	0.83
people getting the rewards and punishments they deserve	0.20	0.035	51	0.27	0.036	18	0.78
people feeling that their lives have direction	0.20	0.034	52	0.11	0.032	110	0.54
people feeling that they have been fortunate in their lives	0.20	0.045	53	0.17	0.049	88	0.79
equality of opportunity in your nation	0.19	0.031	54	0.29	0.035	12	0.71
people's ability to shape and influence the things around them	0.19	0.032	55	0.19	0.036	68	0.91
people's sense that they know what to do when they face choices in their lives	0.19	0.032	56	0.18	0.034	81	0.86
the absence of sadness in people's lives	0.19	0.033	57	0.21	0.034	55	0.96
people "being the people they want to be"	0.19	0.033	58	0.14	0.036	99	0.72
how much people appreciate their lives	0.19	0.046	59	0.18	0.047	78	0.90
the absence of frustration in people's lives	0.18	0.033	60	0.16	0.037	92	0.80
people's ability to be themselves and express themselves	0.18	0.033	61	0.20	0.034	63	0.98
people's ability to fulfill their potential	0.18	0.031	62	0.25	0.033	29	0.77
the absence of anger in people's lives	0.18	0.036	63	0.19	0.035	70	0.96
how much of the time people feel happy	0.18	0.034	64	0.22	0.036	51	0.90
the amount of love in the world	0.18	0.034	65	0.22	0.038	48	0.88
the extent to which people feel the things they do in their lives are worthwhile	0.18	0.041	66	0.32	0.050	7	0.61
the rate of economic growth (GDP growth) over time in your nation	0.18	0.035	67	0.18	0.038	76	0.94
how fulfilling people's lives are	0.18	0.050	68	0.09	0.055	116	0.50
the amount of order and stability in people's lives	0.18	0.032	69	0.19	0.035	67	1.00
people having a role to play in society	0.17	0.032	70	0.17	0.037	87	0.90
people feeling alive and full of energy	0.17	0.030	71	0.11	0.034	109	0.62
people not being lonely	0.17	0.032	72	0.16	0.035	93	0.85
people's sense that they are standing up for what they believe in	0.17	0.034	73	0.27	0.036	20	0.68

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
how much people like their lives	0.17	0.045	74	0.22	0.042	49	0.83
people's sense of purpose	0.17	0.031	75	0.25	0.034	31	0.73
how low the rate of inflation is in your nation's economy	0.17	0.031	76	0.23	0.038	40	0.77
people feeling that they are understood	0.17	0.034	77	0.20	0.034	61	0.90
how much love there is in people's lives	0.16	0.034	78	0.23	0.038	41	0.75
people's ability to use their imaginations and be creative	0.16	0.032	79	0.16	0.033	94	0.90
the amount of order and stability in society	0.16	0.035	80	0.21	0.036	53	0.81
people feeling that they are part of something bigger than themselves	0.16	0.033	81	0.18	0.035	77	0.96
people having a beautiful life story, or a life that is "like a work of art"	0.16	0.048	82	0.11	0.048	112	0.65
how rewarding the activities in people's lives are	0.16	0.047	83	0.16	0.048	91	0.94
people's ability to fully experience the entire range of healthy human emotions	0.16	0.033	84	0.22	0.035	46	0.76
the average income of people in your nation (GDP per capita)	0.16	0.031	85	0.18	0.037	73	0.93
people's personal growth	0.16	0.032	86	0.12	0.035	106	0.72
people's sense of achievement and excellence	0.15	0.034	87	0.18	0.036	74	0.90
how glad people are to have the lives they have rather than different lives	0.15	0.046	88	0.15	0.048	97	0.91
how often people smile or laugh	0.15	0.033	89	0.13	0.033	102	0.83
people's ability to keep good perspective in their lives	0.15	0.035	90	0.21	0.037	52	0.75
equality of income in your nation	0.15	0.033	91	0.18	0.035	82	0.91
people's ability to have and raise children	0.15	0.034	92	0.21	0.034	54	0.74
freedom of conscience and belief in your nation	0.15	0.033	93	0.11	0.037	114	0.68
the total size of your nation's economy (GDP)	0.15	0.034	94	0.09	0.036	120	0.57
people's sense that things are getting better and better	0.15	0.046	95	0.24	0.045	36	0.65
how often people can feel relaxed instead of feeling their lives are hectic	0.15	0.031	96	0.12	0.036	107	0.76
people's physical comfort	0.14	0.033	97	0.09	0.033	119	0.59
people's chances to live long lives	0.14	0.033	98	0.25	0.037	28	0.61
the extent to which your nation does things worthy of pride	0.14	0.033	99	0.20	0.036	59	0.76
people having many moments in their lives when they feel inspired	0.14	0.034	100	0.16	0.037	89	0.92
people not feeling depressed	0.14	0.034	101	0.15	0.037	95	0.98
how full of beautiful memories people's lives are	0.14	0.043	102	0.07	0.049	123	0.46
people's absence of internal conflict (conflict within a person)	0.14	0.035	103	0.17	0.031	86	0.86
the overall quality of people's experience at work	0.14	0.032	104	0.15	0.034	96	0.96
people feeling that they understand the world and the things going on around them	0.13	0.036	105	0.19	0.034	66	0.72
the amount of fun and play in people's lives	0.13	0.032	106	0.10	0.034	115	0.73
the quality of people's romantic relationships, marriage, love life or sex life	0.12	0.034	107	0.21	0.040	56	0.62
the absence of stress in people's lives	0.12	0.034	108	0.20	0.036	65	0.66
people's passion and enthusiasm about things in their lives	0.12	0.032	109	0.18	0.036	80	0.71
how often people are able to challenge their minds in a productive or enjoyable way	0.12	0.032	110	0.20	0.037	62	0.63

Aspect	Low Income			High Income			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people getting the things they want out of life	0.11	0.046	111	0.19	0.049	71	0.66
how close people's lives are to being ideal	0.11	0.041	112	0.14	0.050	101	0.91
people's sense of discovery and wonder	0.11	0.031	113	0.08	0.038	121	0.68
people having new things, adventure, and excitement in their lives	0.11	0.032	114	0.15	0.035	98	0.82
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.10	0.032	115	0.12	0.036	108	0.91
how desirable people's lives are	0.09	0.046	116	0.08	0.055	122	0.86
people's sense that everything happens for a reason	0.07	0.033	117	0.11	0.036	113	0.70
the quality of people's sleep	0.07	0.035	118	0.11	0.035	111	0.67
people's sense of connection with the universe or the power behind the universe	0.07	0.035	119	0.13	0.036	103	0.58
the absence of humiliation and embarrassment in people's lives	0.06	0.034	120	0.09	0.036	118	0.68
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.06	0.039	121	0.02	0.046	128	0.37
how easy and free of annoyances people's lives are	0.06	0.035	122	0.09	0.034	117	0.67
people not feeling anxious	0.06	0.033	123	0.14	0.035	100	0.43
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.04	0.032	124	-0.03	0.033	131	-0.69
people's enjoyment of winning, competing, and facing challenges	0.02	0.032	125	0.02	0.038	129	0.78
how much beauty people experience in their lives	0.02	0.035	126	0.07	0.035	124	0.32
people's material standard of living	0.02	0.035	127	0.13	0.037	105	0.13
how interesting, fascinating, and free of boredom people's lives are	0.01	0.032	128	0.05	0.034	125	0.23
the absence of regret people feel about their lives	0.00	0.045	129	0.04	0.051	127	-0.08
the absence of shame and guilt in people's lives	-0.03	0.035	130	0.04	0.035	126	-0.69
people's ability to "be in the moment"	-0.03	0.032	131	-0.01	0.035	130	0.25

**Notes:** OLS regression of stated preference on dummies for income group and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 22,960$ ). The "Low Income" panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject has an income of less than \$50,000. The other panel presents analogous results for subjects with at least \$50,000 income. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the low income and high income dummies are -0.02 (s.e. = 0.006) and -0.01 (s.e. = 0.006), respectively. The  $R^2$  for this regression is 0.11. Correlation between the coefficients for the low income and high income groups is 0.80.

**Table WA4: Results by Social Ideology**  
**Panel A: Personal Choices**

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your health	0.46	0.033	1	0.46	0.028	3	0.93
the overall well-being of you and your family	0.46	0.030	2	0.46	0.026	2	0.91
the happiness of your family	0.41	0.031	3	0.50	0.029	1	0.75
you feeling that you have enough time and money for the things that are most important to you	0.38	0.031	4	0.27	0.029	30	0.78
your mental health and emotional stability	0.38	0.031	5	0.31	0.028	12	0.91
you being a good, moral person and living according to your personal values	0.37	0.031	6	0.45	0.029	4	0.75
you having many options and possibilities in your life and the freedom to choose among them	0.36	0.032	7	0.32	0.028	11	0.96
your sense of security about life and the future in general	0.36	0.030	8	0.33	0.028	7	0.99
the quality of your family relationships	0.36	0.031	9	0.43	0.028	5	0.77
how peaceful, calm, and harmonious your life is	0.35	0.030	10	0.26	0.030	36	0.82
your feeling of independence and self-sufficiency	0.35	0.032	11	0.29	0.027	21	0.90
how satisfied you are with your life	0.34	0.032	12	0.32	0.028	10	0.99
how much you enjoy your life	0.34	0.029	13	0.29	0.028	19	0.94
your financial security	0.34	0.033	14	0.37	0.029	6	0.84
how much you appreciate your life	0.32	0.027	15	0.25	0.027	43	0.85
your sense that your life is meaningful and has value	0.31	0.031	16	0.33	0.029	8	0.88
your sense that you are standing up for what you believe in	0.31	0.032	17	0.33	0.029	9	0.88
how much of the time you feel happy	0.31	0.031	18	0.23	0.028	53	0.81
how much you like your life	0.31	0.033	19	0.29	0.027	22	0.99
how happy you feel	0.30	0.030	20	0.23	0.027	50	0.84
how often you smile or laugh	0.30	0.031	21	0.28	0.029	26	0.97
you having the people around you think well of you and treat you with dignity and respect	0.30	0.029	22	0.29	0.030	25	0.96
your sense of achievement and excellence	0.30	0.031	23	0.14	0.026	88	0.52
your passion and enthusiasm about things in your life	0.30	0.029	24	0.25	0.026	42	0.92
how fulfilling your life is	0.30	0.031	25	0.27	0.028	31	1.00
your pride and respect for yourself	0.30	0.031	26	0.31	0.029	14	0.87
you feeling alive and full of energy	0.30	0.032	27	0.22	0.027	55	0.82
how much love there is in your life	0.30	0.032	28	0.25	0.026	41	0.94
your freedom from being lied to, deceived, or betrayed	0.29	0.029	29	0.29	0.032	20	0.93
the extent to which you “have a good life”	0.29	0.031	30	0.26	0.028	38	0.96
you “being the person you want to be”	0.29	0.031	31	0.28	0.028	27	0.95
your ability to fulfill your potential	0.29	0.032	32	0.21	0.028	63	0.79
your sense that you know what to do when you face choices in your life	0.29	0.031	33	0.27	0.028	35	0.98
the extent to which you feel the things you do in your life are worthwhile	0.29	0.030	34	0.29	0.027	23	0.92
how glad you are to have the life you have rather than a different life	0.29	0.029	35	0.28	0.028	29	0.95

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your sense of purpose	0.28	0.031	36	0.24	0.028	47	0.92
your ability to dream and pursue your dreams	0.28	0.032	37	0.27	0.027	33	0.94
the absence of worry in your life	0.28	0.030	38	0.22	0.029	61	0.85
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.27	0.032	39	0.29	0.028	18	0.86
your success at accomplishing your goals	0.27	0.031	40	0.24	0.028	48	0.95
the absence of sadness in your life	0.27	0.028	41	0.20	0.030	65	0.84
your sense that things are getting better and better	0.26	0.030	42	0.27	0.027	34	0.90
the absence of frustration in your life	0.26	0.029	43	0.21	0.028	64	0.87
your physical safety and security	0.26	0.030	44	0.30	0.028	16	0.78
how grateful you feel for the things in your life	0.26	0.030	45	0.29	0.028	24	0.83
you feeling that things are going well for you	0.26	0.032	46	0.21	0.027	62	0.90
your personal growth	0.26	0.029	47	0.16	0.026	80	0.69
you having people you can turn to in time of need	0.25	0.031	48	0.31	0.027	13	0.75
your sense of control over your life	0.25	0.033	49	0.29	0.027	17	0.79
you not feeling depressed	0.25	0.031	50	0.17	0.027	79	0.74
the quality of your romantic relationships, marriage, love life or sex life	0.25	0.034	51	0.23	0.029	54	0.99
your sense that you are competent and capable in the activities that matter to you	0.25	0.030	52	0.26	0.027	39	0.90
your ability to keep good perspective in your life	0.25	0.032	53	0.28	0.028	28	0.82
your freedom from emotional abuse or harassment	0.25	0.031	54	0.18	0.028	73	0.80
your chance to live a long life	0.25	0.030	55	0.27	0.028	32	0.82
you getting the things you want out of life	0.24	0.032	56	0.19	0.029	70	0.86
your knowledge, skills, and access to information	0.24	0.030	57	0.19	0.027	71	0.87
how rewarding the activities in your life are	0.24	0.032	58	0.20	0.029	69	0.91
your ability to be yourself and express yourself	0.24	0.029	59	0.20	0.027	66	0.93
your ability to shape and influence the things around you	0.24	0.031	60	0.22	0.026	57	0.98
the absence of stress in your life	0.23	0.031	61	0.26	0.028	40	0.83
your sense of optimism about your future	0.23	0.031	62	0.22	0.027	59	0.94
how often you are able to challenge your mind in a productive or enjoyable way	0.23	0.031	63	0.18	0.028	72	0.90
how often you can feel relaxed instead of feeling your life is hectic	0.23	0.032	64	0.23	0.027	51	0.88
the amount of order and stability in your life	0.22	0.032	65	0.26	0.026	37	0.78
how easy and free of annoyances your life is	0.22	0.031	66	0.16	0.026	83	0.79
you having many moments in your life when you feel inspired	0.22	0.030	67	0.18	0.027	74	0.89
your physical comfort	0.22	0.031	68	0.25	0.026	44	0.80
how full of beautiful memories your life is	0.21	0.030	69	0.23	0.027	52	0.84
the amount of pleasure in your life	0.21	0.032	70	0.17	0.028	76	0.89
you feeling that you understand the world and the things going on around you	0.21	0.031	71	0.17	0.027	78	0.88
your sense of community, belonging, and connection with other people	0.21	0.032	72	0.15	0.028	85	0.79

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
you feeling that you are part of something bigger than yourself	0.21	0.031	73	0.16	0.027	81	0.85
your ability to use your imagination and be creative	0.21	0.032	74	0.12	0.029	93	0.63
how interesting, fascinating, and free of boredom your life is	0.21	0.031	75	0.11	0.028	96	0.56
your sense of discovery and wonder	0.20	0.031	76	0.13	0.027	90	0.70
the happiness of your friends	0.20	0.043	77	0.16	0.040	84	0.84
your ability to fully experience the entire range of healthy human emotions	0.20	0.030	78	0.13	0.027	91	0.69
your freedom from pain	0.20	0.033	79	0.25	0.028	46	0.73
you having people around you who share your values, beliefs and interests	0.20	0.030	80	0.31	0.027	15	0.59
you feeling that you are understood	0.18	0.032	81	0.13	0.029	92	0.76
the absence of anger in your life	0.18	0.033	82	0.20	0.030	68	0.84
you feeling that your life has direction	0.18	0.030	83	0.22	0.029	58	0.74
your sense that everything happens for a reason	0.17	0.031	84	0.22	0.028	60	0.73
you feeling that you have been fortunate in your life	0.17	0.031	85	0.23	0.027	49	0.67
your ability to have and raise children	0.17	0.032	86	0.20	0.029	67	0.78
how much beauty you experience in your life	0.17	0.031	87	0.09	0.028	99	0.61
the quality of your sleep	0.17	0.029	88	0.25	0.028	45	0.62
you having new things, adventure, and excitement in your life	0.17	0.028	89	0.09	0.027	102	0.57
you not feeling anxious	0.16	0.033	90	0.12	0.029	94	0.77
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.16	0.030	91	0.06	0.029	105	0.39
you not being lonely	0.16	0.032	92	0.15	0.026	86	0.98
the absence of regret you feel about your life	0.16	0.030	93	0.13	0.026	89	0.92
the overall quality of your experience at work	0.15	0.031	94	0.09	0.027	101	0.63
how desirable your life is	0.15	0.031	95	0.18	0.027	75	0.79
your absence of internal conflict (conflict within yourself)	0.15	0.029	96	0.14	0.028	87	0.96
how close your life is to being ideal	0.15	0.033	97	0.17	0.027	77	0.79
your material standard of living	0.15	0.030	98	0.10	0.027	97	0.77
the amount of fun and play in your life	0.15	0.030	99	0.10	0.027	98	0.76
the absence of fear in your life	0.14	0.033	100	0.22	0.029	56	0.59
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.14	0.032	101	0.08	0.029	103	0.66
you having a role to play in society	0.13	0.029	102	0.11	0.028	95	0.94
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.12	0.030	103	0.08	0.029	104	0.69
your sense of connection with the universe or the power behind the universe	0.09	0.030	104	0.16	0.032	82	0.50
how high your income is compared to the income of other people around you	0.08	0.044	105	0.05	0.036	107	0.64
the absence of humiliation and embarrassment in your life	0.07	0.030	106	0.05	0.027	106	0.80
you having a beautiful life story, or a life that is “like a work of art”	0.07	0.031	107	0.03	0.027	109	0.45
the absence of shame and guilt in your life	0.06	0.030	108	0.09	0.028	100	0.62

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your ability to “be in the moment”	0.06	0.033	109	0.01	0.028	110	0.13
your enjoyment of winning, competing, and facing challenges	0.06	0.031	110	0.03	0.028	108	0.69
you having others remember you and your accomplishments long after your death	0.03	0.044	111	0.00	0.036	111	0.11
your social status	-0.08	0.041	112	-0.06	0.037	112	0.89
your power over other people	-0.13	0.042	113	-0.12	0.036	113	0.99

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
the overall well-being of you and your family	0.47	0.030	1	0.88	0.96
your health	0.39	0.031	2	0.93	0.86
the happiness of your family	0.39	0.033	3	0.96	0.78
you being a good, moral person and living according to your personal values	0.38	0.030	4	0.87	0.86
your mental health and emotional stability	0.34	0.029	5	0.99	0.91
you having many options and possibilities in your life and the freedom to choose among them	0.32	0.030	6	1.00	0.95
how much you like your life	0.32	0.031	7	0.88	0.89
the quality of your family relationships	0.32	0.032	8	0.99	0.76
your sense of security about life and the future in general	0.31	0.029	9	0.97	0.96
your financial security	0.31	0.031	10	0.98	0.86
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.31	0.029	11	0.80	0.94
your sense that your life is meaningful and has value	0.30	0.029	12	0.93	0.95
the extent to which you feel the things you do in your life are worthwhile	0.30	0.028	13	0.86	0.93
how satisfied you are with your life	0.29	0.030	14	0.96	0.95
you having people around you who share your values, beliefs and interests	0.29	0.030	15	0.60	0.98
you feeling that your life has direction	0.29	0.032	16	0.55	0.74
how peaceful, calm, and harmonious your life is	0.29	0.030	17	0.93	0.89
your ability to be yourself and express yourself	0.29	0.029	18	0.73	0.68
your sense of control over your life	0.29	0.031	19	0.79	1.00
how grateful you feel for the things in your life	0.28	0.032	20	0.82	1.00
your ability to fulfill your potential	0.28	0.029	21	0.94	0.74
you having people you can turn to in time of need	0.28	0.029	22	0.82	0.91
your freedom from being lied to, deceived, or betrayed	0.28	0.029	23	0.96	0.97
your chance to live a long life	0.28	0.030	24	0.80	0.97
the extent to which you “have a good life”	0.27	0.029	25	0.97	0.93
you “being the person you want to be”	0.27	0.032	26	0.97	0.98
your physical safety and security	0.27	0.030	27	0.87	0.90
you feeling that things are going well for you	0.27	0.031	28	0.87	0.79
how much you appreciate your life	0.26	0.030	29	0.91	0.93
your sense that you are standing up for what you believe in	0.26	0.030	30	0.94	0.83
how much love there is in your life	0.26	0.032	31	1.00	0.94



Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
your pride and respect for yourself	0.26	0.030	32	0.99	0.86
your freedom from pain	0.26	0.029	33	0.68	0.93
your sense of purpose	0.26	0.031	34	1.00	0.93
how full of beautiful memories your life is	0.25	0.031	35	0.76	0.90
the absence of stress in your life	0.25	0.030	36	0.82	0.98
you getting the things you want out of life	0.25	0.030	37	0.86	0.74
you feeling that you have been fortunate in your life	0.25	0.032	38	0.61	0.92
you feeling that you have enough time and money for the things that are most important to you	0.25	0.032	39	0.72	0.93
how much you enjoy your life	0.25	0.031	40	0.81	0.86
you feeling alive and full of energy	0.25	0.029	41	0.93	0.89
how much of the time you feel happy	0.25	0.030	42	0.88	0.92
the amount of order and stability in your life	0.24	0.030	43	0.83	0.94
how happy you feel	0.24	0.031	44	0.88	0.96
you having the people around you think well of you and treat you with dignity and respect	0.24	0.030	45	0.89	0.86
your feeling of independence and self-sufficiency	0.24	0.029	46	0.75	0.84
your ability to dream and pursue your dreams	0.24	0.030	47	0.95	0.89
your sense that things are getting better and better	0.23	0.031	48	0.99	0.89
how rewarding the activities in your life are	0.23	0.028	49	0.92	0.83
your ability to shape and influence the things around you	0.23	0.028	50	0.91	0.93
your ability to keep good perspective in your life	0.23	0.030	51	0.96	0.85
your sense that you know what to do when you face choices in your life	0.23	0.030	52	0.90	0.88
how often you can feel relaxed instead of feeling your life is hectic	0.23	0.030	53	0.89	0.99
your sense of optimism about your future	0.22	0.028	54	0.91	0.97
how fulfilling your life is	0.22	0.029	55	0.83	0.83
you feeling that you are part of something bigger than yourself	0.22	0.029	56	0.86	0.73
your ability to have and raise children	0.22	0.031	57	0.70	0.89
your knowledge, skills, and access to information	0.22	0.031	58	0.99	0.87
your physical comfort	0.22	0.028	59	0.91	0.88
the absence of anger in your life	0.21	0.032	60	0.77	0.91
you not feeling depressed	0.21	0.030	61	0.93	0.79
your passion and enthusiasm about things in your life	0.21	0.029	62	0.77	0.83
the absence of worry in your life	0.21	0.030	63	0.83	0.97
how often you smile or laugh	0.21	0.031	64	0.76	0.74
the quality of your romantic relationships, marriage, love life or sex life	0.21	0.030	65	0.91	0.92
the absence of sadness in your life	0.20	0.030	66	0.83	0.99
your ability to use your imagination and be creative	0.20	0.030	67	0.95	0.60
your sense of achievement and excellence	0.20	0.028	68	0.74	0.70
how glad you are to have the life you have rather than a different life	0.20	0.029	69	0.75	0.72
your sense that you are competent and capable in the activities that matter to you	0.19	0.031	70	0.86	0.77
the amount of pleasure in your life	0.19	0.032	71	0.99	0.90

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
the happiness of your friends	0.19	0.048	72	0.98	0.83
your freedom from emotional abuse or harassment	0.19	0.029	73	0.83	0.96
your personal growth	0.18	0.030	74	0.79	0.87
your success at accomplishing your goals	0.18	0.031	75	0.75	0.79
how desirable your life is	0.18	0.029	76	0.74	0.94
you having many moments in your life when you feel inspired	0.18	0.031	77	0.92	0.96
your ability to fully experience the entire range of healthy human emotions	0.17	0.029	78	0.95	0.73
you feeling that you understand the world and the things going on around you	0.17	0.029	79	0.91	0.97
the absence of frustration in your life	0.17	0.032	80	0.73	0.84
how often you are able to challenge your mind in a productive or enjoyable way	0.17	0.029	81	0.84	0.94
your sense that everything happens for a reason	0.17	0.030	82	0.92	0.79
you not being lonely	0.17	0.031	83	0.85	0.87
how close your life is to being ideal	0.16	0.030	84	0.82	0.97
the absence of fear in your life	0.16	0.032	85	0.82	0.72
you having new things, adventure, and excitement in your life	0.15	0.032	86	0.98	0.56
your sense of discovery and wonder	0.15	0.030	87	0.82	0.85
you feeling that you are understood	0.15	0.030	88	0.89	0.85
how easy and free of annoyances your life is	0.15	0.029	89	0.73	0.93
your sense of community, belonging, and connection with other people	0.15	0.031	90	0.77	0.97
your absence of internal conflict (conflict within yourself)	0.14	0.029	91	0.96	1.00
the quality of your sleep	0.13	0.031	92	0.86	0.54
the amount of fun and play in your life	0.13	0.028	93	0.97	0.78
you having a beautiful life story, or a life that is “like a work of art”	0.12	0.029	94	0.53	0.24
how interesting, fascinating, and free of boredom your life is	0.11	0.030	95	0.60	0.93
you not feeling anxious	0.10	0.033	96	0.70	0.91
the absence of regret you feel about your life	0.10	0.030	97	0.73	0.80
the absence of humiliation and embarrassment in your life	0.10	0.031	98	0.60	0.48
the absence of shame and guilt in your life	0.10	0.030	99	0.54	0.87
your sense of connection with the universe or the power behind the universe	0.10	0.031	100	0.81	0.62
you having others remember you and your accomplishments long after your death	0.09	0.040	101	0.30	0.03
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.08	0.030	102	0.78	0.89
your material standard of living	0.08	0.029	103	0.62	0.81
your ability to “be in the moment”	0.08	0.029	104	0.66	0.09
how much beauty you experience in your life	0.07	0.031	105	0.48	0.79
the overall quality of your experience at work	0.07	0.031	106	0.51	0.81
you having a role to play in society	0.07	0.027	107	0.57	0.61
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.06	0.028	108	0.43	0.89
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.06	0.029	109	0.48	0.73
your enjoyment of winning, competing, and facing challenges	0.03	0.030	110	0.65	0.95

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
how high your income is compared to the income of other people around you	0.00	0.040	111	0.00	0.00
your power over other people	-0.03	0.039	112	0.22	0.22
your social status	-0.06	0.039	113	0.90	0.98

**Notes:** OLS regression of stated preference on dummies for social ideology and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 47,179$ ). The “Liberals” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject responded that he was extremely liberal, liberal, or slightly liberal on social issues. The other panels present analogous results for the other groups. Conservatives thought of themselves as extremely conservative, conservative, or slightly conservative. Moderates responded that they were moderate or middle of the road. The ratio for each comparison is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.03 (s.e. = 0.006) for the liberal dummy, -0.02 (s.e. = 0.006) for the moderate dummy, and -0.01 (s.e. = 0.005) for the conservative dummy. The  $R^2$  for this regression is 0.14. Coefficient correlations are 0.88 for liberals and conservatives, 0.86 for liberals and moderates, and 0.91 for moderates and conservatives.

**Table WA4: Results by Social Ideology**  
**Panel B: Policy Choices**

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the condition of animals, nature, and the environment in the world	0.41	0.043	1	0.10	0.043	113	0.27
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.41	0.047	2	0.28	0.043	11	0.76
society helping the poor and others who struggle	0.39	0.046	3	0.26	0.043	20	0.73
people's health	0.38	0.046	4	0.24	0.040	31	0.71
freedom from corruption, injustice, and abuse of power in your nation	0.37	0.052	5	0.36	0.045	3	0.94
people having many options and possibilities in their lives and the freedom to choose among them	0.37	0.062	6	0.36	0.066	2	0.92
people being good, moral people and living according to their personal values	0.35	0.051	7	0.39	0.040	1	0.82
the well-being of the people in the world	0.34	0.046	8	0.21	0.042	53	0.68
the well-being of the people in your nation	0.33	0.051	9	0.23	0.039	36	0.79
equality of opportunity in your nation	0.31	0.041	10	0.18	0.046	71	0.63
how happy people feel	0.31	0.068	11	0.20	0.054	55	0.72
freedom of speech and people's ability to take part in the political process and community life	0.31	0.048	12	0.31	0.043	7	0.90
people having people they can turn to in time of need	0.30	0.043	13	0.30	0.044	9	0.91
your nation being a just society	0.30	0.042	14	0.22	0.040	47	0.80
people's ability to dream and pursue their dreams	0.29	0.046	15	0.22	0.038	50	0.81
trust among the people in your nation	0.29	0.044	16	0.24	0.042	33	0.90
people's sense of community, belonging, and connection with other people	0.29	0.044	17	0.14	0.040	93	0.52
how peaceful, calm, and harmonious people's lives are	0.29	0.044	18	0.22	0.042	45	0.83
the absence of fear in people's lives	0.29	0.047	19	0.13	0.041	101	0.49
people's freedom from emotional abuse or harassment	0.29	0.050	20	0.21	0.044	52	0.80
the absence of sadness in people's lives	0.29	0.043	21	0.18	0.039	68	0.70
people's freedom from pain	0.28	0.040	22	0.25	0.040	28	0.98
people's mental health and emotional stability	0.28	0.046	23	0.23	0.043	37	0.91
how satisfied people are with their lives	0.28	0.063	24	0.12	0.054	110	0.46
the amount of freedom in society	0.28	0.047	25	0.25	0.040	24	0.99
equality of income in your nation	0.28	0.047	26	0.08	0.042	119	0.31
people's freedom from being lied to, deceived, or betrayed	0.27	0.054	27	0.36	0.045	4	0.68
how much people enjoy their lives	0.27	0.048	28	0.24	0.039	29	0.99
the morality, ethics, and goodness of other people in your nation	0.27	0.048	29	0.32	0.043	6	0.75
people's chances to live long lives	0.27	0.044	30	0.17	0.043	75	0.70
the overall well-being of people and their families	0.27	0.069	31	0.34	0.053	5	0.72
people's sense that their lives are meaningful and have value	0.27	0.046	32	0.27	0.040	18	0.90
people's ability to be themselves and express themselves	0.26	0.044	33	0.13	0.042	99	0.54
the amount of love in the world	0.26	0.046	34	0.13	0.044	97	0.55

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the extent to which people feel the things they do in their lives are worthwhile	0.26	0.058	35	0.20	0.054	56	0.85
people's pride and respect for themselves	0.26	0.047	36	0.21	0.039	51	0.87
people's sense of security about life and the future in general	0.26	0.046	37	0.26	0.042	22	0.92
the extent to which humanity does things worthy of pride	0.26	0.044	38	0.17	0.040	78	0.71
people's financial security	0.26	0.043	39	0.30	0.040	10	0.79
how low the rate of unemployment is in your nation	0.26	0.043	40	0.23	0.039	39	0.97
people's sense of control over their lives	0.26	0.045	41	0.27	0.040	16	0.87
people's knowledge, skills, and access to information	0.26	0.043	42	0.18	0.040	70	0.77
people's feeling of independence and self-sufficiency	0.25	0.049	43	0.24	0.042	32	0.96
people "being the people they want to be"	0.25	0.046	44	0.13	0.042	105	0.55
people's ability to shape and influence the things around them	0.25	0.049	45	0.16	0.040	82	0.70
people's ability to fulfill their potential	0.25	0.043	46	0.22	0.040	49	0.96
people's ability to fully experience the entire range of healthy human emotions	0.25	0.045	47	0.13	0.042	98	0.59
the quality of people's family relationships	0.25	0.046	48	0.28	0.042	12	0.79
the extent to which people "have a good life"	0.25	0.065	49	0.22	0.056	48	0.98
how much of the time people feel happy	0.24	0.049	50	0.18	0.042	69	0.82
the absence of frustration in people's lives	0.24	0.048	51	0.16	0.043	80	0.76
people having a beautiful life story, or a life that is "like a work of art"	0.24	0.063	52	0.15	0.056	88	0.67
how much love there is in people's lives	0.24	0.046	53	0.23	0.044	42	0.94
the happiness of people's families	0.22	0.047	54	0.22	0.043	44	0.92
people getting the rewards and punishments they deserve	0.22	0.050	55	0.28	0.042	13	0.73
people having a role to play in society	0.22	0.045	56	0.12	0.042	106	0.62
people's sense that they are standing up for what they believe in	0.22	0.049	57	0.28	0.045	14	0.73
people's ability to keep good perspective in their lives	0.22	0.047	58	0.20	0.040	58	0.98
the amount of order and stability in people's lives	0.22	0.044	59	0.18	0.040	72	0.90
people feeling alive and full of energy	0.22	0.046	60	0.12	0.038	109	0.60
people getting the things they want out of life	0.22	0.074	61	0.18	0.052	66	0.93
people's sense of purpose	0.22	0.046	62	0.23	0.042	35	0.84
people having people around them who share their values, beliefs and interests	0.22	0.047	63	0.17	0.044	77	0.86
people's sense of optimism about their future	0.21	0.080	64	0.26	0.051	19	0.72
people feeling that they are part of something bigger than themselves	0.20	0.045	65	0.15	0.041	84	0.81
how much people like their lives	0.20	0.058	66	0.16	0.051	81	0.88
people having the people around them think well of them and treat them with dignity and respect	0.20	0.044	67	0.28	0.038	15	0.67
people's physical safety and security	0.20	0.045	68	0.25	0.041	25	0.72
people feeling that they have enough time and money for the things that are most important to them	0.20	0.046	69	0.23	0.040	41	0.80
people's sense that things are getting better and better	0.20	0.066	70	0.19	0.052	61	0.95
people feeling that their lives have direction	0.20	0.044	71	0.19	0.040	63	0.96
people feeling that things are going well for them	0.19	0.063	72	0.23	0.064	43	0.77

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the amount of pleasure in people's lives	0.19	0.040	73	0.21	0.042	54	0.84
people having many moments in their lives when they feel inspired	0.19	0.045	74	0.18	0.039	67	0.92
people's success at accomplishing their goals	0.19	0.045	75	0.25	0.039	27	0.67
people's sense that they are competent and capable in the activities that matter to them	0.18	0.046	76	0.20	0.039	57	0.82
how often people are able to challenge their minds in a productive or enjoyable way	0.18	0.045	77	0.18	0.043	73	0.95
people's sense of achievement and excellence	0.18	0.047	78	0.14	0.043	92	0.85
how low the rate of inflation is in your nation's economy	0.18	0.046	79	0.20	0.039	59	0.82
the absence of anger in people's lives	0.18	0.049	80	0.24	0.042	34	0.68
the rate of economic growth (GDP growth) over time in your nation	0.18	0.047	81	0.15	0.045	83	0.94
people not feeling depressed	0.18	0.044	82	0.09	0.044	118	0.58
the extent to which your nation does things worthy of pride	0.17	0.047	83	0.24	0.040	30	0.65
people's ability to use their imaginations and be creative	0.17	0.046	84	0.18	0.039	65	0.85
people feeling that they understand the world and the things going on around them	0.17	0.043	85	0.17	0.043	76	0.92
the average income of people in your nation (GDP per capita)	0.17	0.042	86	0.20	0.040	60	0.79
people feeling that they are understood	0.17	0.044	87	0.19	0.042	62	0.82
the absence of worry in people's lives	0.16	0.044	88	0.26	0.041	23	0.57
people's absence of internal conflict (conflict within a person)	0.16	0.044	89	0.14	0.043	94	0.96
the absence of stress in people's lives	0.15	0.048	90	0.13	0.040	104	0.90
how often people smile or laugh	0.15	0.043	91	0.15	0.040	87	0.94
people's sense of discovery and wonder	0.15	0.043	92	0.11	0.042	112	0.80
people's physical comfort	0.15	0.046	93	0.15	0.040	85	0.91
how glad people are to have the lives they have rather than different lives	0.15	0.061	94	0.15	0.059	86	0.92
how fulfilling people's lives are	0.15	0.068	95	0.12	0.064	107	0.91
the amount of order and stability in society	0.15	0.044	96	0.22	0.043	46	0.60
freedom of conscience and belief in your nation	0.14	0.047	97	0.13	0.041	102	0.98
how grateful people feel for the things in their lives	0.14	0.057	98	0.27	0.058	17	0.48
people not being lonely	0.14	0.043	99	0.18	0.042	74	0.74
how rewarding the activities in people's lives are	0.14	0.070	100	0.19	0.055	64	0.69
how often people can feel relaxed instead of feeling their lives are hectic	0.14	0.042	101	0.08	0.040	120	0.60
how desirable people's lives are	0.13	0.065	102	0.12	0.070	108	0.99
how much people appreciate their lives	0.13	0.064	103	0.26	0.049	21	0.46
people's material standard of living	0.13	0.051	104	0.09	0.045	117	0.79
the overall quality of people's experience at work	0.13	0.045	105	0.14	0.039	95	0.86
people's sense that they know what to do when they face choices in their lives	0.13	0.042	106	0.25	0.040	26	0.45
people not feeling anxious	0.12	0.045	107	0.13	0.039	100	0.87
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.12	0.045	108	0.10	0.040	115	0.86
people feeling that they have been fortunate in their lives	0.12	0.057	109	0.23	0.059	40	0.49

Aspect	Liberals			Conservatives			lib/con ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.12	0.058	110	0.09	0.053	116	0.84
people's ability to have and raise children	0.11	0.042	111	0.31	0.041	8	0.33
people's sense of connection with the universe or the power behind the universe	0.11	0.048	112	0.07	0.040	124	0.70
people having new things, adventure, and excitement in their lives	0.10	0.041	113	0.14	0.044	91	0.67
people's passion and enthusiasm about things in their lives	0.10	0.046	114	0.13	0.039	96	0.67
the quality of people's romantic relationships, marriage, love life or sex life	0.10	0.052	115	0.13	0.044	103	0.71
the total size of your nation's economy (GDP)	0.09	0.046	116	0.14	0.045	90	0.59
the amount of fun and play in people's lives	0.09	0.044	117	0.07	0.040	123	0.89
the absence of humiliation and embarrassment in people's lives	0.09	0.045	118	0.07	0.042	122	0.91
the absence of regret people feel about their lives	0.09	0.079	119	-0.01	0.049	129	-0.18
people's personal growth	0.09	0.043	120	0.23	0.040	38	0.34
how easy and free of annoyances people's lives are	0.07	0.047	121	0.10	0.041	114	0.67
how full of beautiful memories people's lives are	0.07	0.056	122	0.14	0.057	89	0.42
how close people's lives are to being ideal	0.07	0.066	123	0.17	0.053	79	0.36
the quality of people's sleep	0.07	0.046	124	0.08	0.042	121	0.80
how much beauty people experience in their lives	0.05	0.046	125	0.11	0.042	111	0.40
people's sense that everything happens for a reason	0.05	0.043	126	0.06	0.044	126	0.64
the absence of shame and guilt in people's lives	0.04	0.048	127	-0.01	0.042	128	-0.32
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.03	0.042	128	-0.02	0.039	130	-0.74
people's enjoyment of winning, competing, and facing challenges	0.03	0.047	129	0.07	0.046	125	0.36
people's ability to "be in the moment"	0.02	0.047	130	-0.08	0.040	131	-0.25
how interesting, fascinating, and free of boredom people's lives are	0.00	0.041	131	0.06	0.042	127	-0.02

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
freedom from corruption, injustice, and abuse of power in your nation	0.49	0.043	1	0.65	0.69
the overall well-being of people and their families	0.44	0.058	2	0.51	0.72
people having many options and possibilities in their lives and the freedom to choose among them	0.31	0.062	3	0.99	0.92
people being good, moral people and living according to their personal values	0.31	0.047	4	0.95	0.85
people having the people around them think well of them and treat them with dignity and respect	0.30	0.047	5	0.58	0.86
the well-being of the people in your nation	0.29	0.042	6	0.94	0.74
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.29	0.043	7	0.84	0.90
how grateful people feel for the things in their lives	0.29	0.064	8	0.41	0.86
the happiness of people's families	0.29	0.043	9	0.66	0.72

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
people's sense that their lives are meaningful and have value	0.28	0.039	10	0.80	0.89
people having people they can turn to in time of need	0.28	0.043	11	0.93	0.98
people's freedom from being lied to, deceived, or betrayed	0.28	0.044	12	0.83	0.82
the amount of freedom in society	0.28	0.046	13	0.86	0.86
society helping the poor and others who struggle	0.27	0.044	14	0.82	0.89
freedom of speech and people's ability to take part in the political process and community life	0.27	0.045	15	0.97	0.93
people's freedom from pain	0.26	0.040	16	0.90	0.88
people's freedom from emotional abuse or harassment	0.26	0.042	17	0.93	0.74
people's health	0.26	0.048	18	0.82	0.87
people's financial security	0.26	0.041	19	0.85	0.93
people's ability to dream and pursue their dreams	0.26	0.046	20	0.97	0.78
the extent to which people "have a good life"	0.26	0.056	21	0.81	0.79
people having people around them who share their values, beliefs and interests	0.25	0.043	22	0.73	0.63
the morality, ethics, and goodness of other people in your nation	0.25	0.039	23	0.92	0.82
how low the rate of unemployment is in your nation	0.24	0.051	24	0.90	0.88
the quality of people's family relationships	0.24	0.042	25	0.86	0.92
the extent to which people feel the things they do in their lives are worthwhile	0.24	0.058	26	0.92	0.78
people's mental health and emotional stability	0.24	0.045	27	0.98	0.90
people's sense of security about life and the future in general	0.24	0.043	28	0.93	0.98
how much people like their lives	0.24	0.058	29	0.72	0.64
people's physical safety and security	0.24	0.042	30	0.72	1.00
your nation being a just society	0.23	0.042	31	0.90	0.89
the extent to which humanity does things worthy of pride	0.23	0.048	32	0.97	0.69
people feeling that they are understood	0.23	0.043	33	0.63	0.77
how often people can feel relaxed instead of feeling their lives are hectic	0.22	0.041	34	0.52	0.32
equality of opportunity in your nation	0.22	0.039	35	0.84	0.74
people's sense of community, belonging, and connection with other people	0.22	0.044	36	0.90	0.58
people's ability to fully experience the entire range of healthy human emotions	0.22	0.042	37	0.94	0.55
people's passion and enthusiasm about things in their lives	0.22	0.042	38	0.38	0.57
trust among the people in your nation	0.22	0.039	39	0.87	0.98
the absence of stress in people's lives	0.22	0.046	40	0.60	0.54
the well-being of the people in the world	0.21	0.044	41	0.075	0.90
the amount of fun and play in people's lives	0.21	0.044	42	0.37	0.32
how peaceful, calm, and harmonious people's lives are	0.21	0.044	43	0.85	0.98
people's feeling of independence and self-sufficiency	0.21	0.040	44	0.97	0.93
people's sense of control over their lives	0.21	0.043	45	0.94	0.82
the amount of love in the world	0.21	0.047	46	0.92	0.60
people's success at accomplishing their goals	0.20	0.041	47	0.77	0.88
people's sense that they are competent and capable in the activities that matter to them	0.20	0.044	48	0.77	0.93
people not being lonely	0.20	0.047	49	0.60	0.81



Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
how low the rate of inflation is in your nation's economy	0.20	0.046	50	0.78	0.95
the amount of pleasure in people's lives	0.19	0.046	51	0.83	0.99
how much people enjoy their lives	0.19	0.046	52	0.85	0.85
people's ability to be themselves and express themselves	0.19	0.041	53	0.85	0.64
the rate of economic growth (GDP growth) over time in your nation	0.19	0.046	54	0.79	0.75
people's sense of purpose	0.19	0.039	55	0.97	0.86
people feeling that they have been fortunate in their lives	0.19	0.061	56	0.55	0.88
the amount of order and stability in people's lives	0.19	0.042	57	0.98	0.88
people's sense that they are standing up for what they believe in	0.19	0.042	58	1.00	0.73
how much of the time people feel happy	0.18	0.041	59	0.89	0.92
people's knowledge, skills, and access to information	0.18	0.042	60	0.84	0.92
people's ability to shape and influence the things around them	0.18	0.040	61	0.85	0.83
the quality of people's romantic relationships, marriage, love life or sex life	0.18	0.048	62	0.47	0.66
people feeling that they have enough time and money for the things that are most important to them	0.18	0.042	63	0.95	0.84
people's ability to fulfill their potential	0.18	0.038	64	0.84	0.87
people's sense that things are getting better and better	0.18	0.058	65	0.95	1.00
people not feeling depressed	0.17	0.047	66	0.86	0.50
how happy people feel	0.17	0.064	67	0.65	0.90
people's sense of optimism about their future	0.17	0.057	68	0.97	0.70
people's chances to live long lives	0.17	0.048	69	0.74	0.95
how much people appreciate their lives	0.17	0.063	70	0.66	0.69
how rewarding the activities in people's lives are	0.17	0.060	71	0.71	0.97
people feeling that things are going well for them	0.17	0.060	72	0.97	0.79
the amount of order and stability in society	0.17	0.047	73	0.74	0.81
people feeling that they are part of something bigger than themselves	0.16	0.041	74	0.95	0.86
people's sense that everything happens for a reason	0.16	0.045	75	0.24	0.37
people's sense that they know what to do when they face choices in their lives	0.16	0.045	76	0.66	0.69
people's absence of internal conflict (conflict within a person)	0.16	0.040	77	0.82	0.79
the absence of fear in people's lives	0.16	0.052	78	0.66	0.75
people getting the rewards and punishments they deserve	0.16	0.043	79	0.84	0.61
people having a role to play in society	0.16	0.043	80	0.85	0.73
the overall quality of people's experience at work	0.16	0.042	81	0.69	0.80
how satisfied people are with their lives	0.15	0.062	82	0.65	0.71
how much love there is in people's lives	0.15	0.045	83	0.77	0.73
how fulfilling people's lives are	0.15	0.071	84	0.84	0.76
the absence of sadness in people's lives	0.15	0.045	85	0.61	0.87
the absence of worry in people's lives	0.15	0.045	86	0.94	0.61
equality of income in your nation	0.14	0.044	87	0.62	0.51
people "being the people they want to be"	0.14	0.044	88	0.67	0.82
the condition of animals, nature, and the environment in the world	0.14	0.050	89	0.41	0.66
the average income of people in your nation (GDP per capita)	0.14	0.045	90	0.98	0.77

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
the absence of frustration in people's lives	0.14	0.042	91	0.69	0.91
how full of beautiful memories people's lives are	0.14	0.055	92	0.41	0.97
people having new things, adventure, and excitement in their lives	0.14	0.042	93	0.64	0.96
people's ability to keep good perspective in their lives	0.14	0.048	94	0.74	0.73
people's sense of achievement and excellence	0.13	0.043	95	0.87	0.98
how close people's lives are to being ideal	0.13	0.053	96	0.43	0.84
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.13	0.046	97	0.81	0.70
people feeling that they understand the world and the things going on around them	0.13	0.048	98	0.88	0.80
the quality of people's sleep	0.13	0.045	99	0.45	0.56
people's pride and respect for themselves	0.12	0.045	100	0.56	0.64
people's ability to use their imaginations and be creative	0.12	0.042	101	0.80	0.68
the total size of your nation's economy (GDP)	0.12	0.042	102	0.68	0.87
how glad people are to have the lives they have rather than different lives	0.11	0.061	103	0.90	0.83
the absence of anger in people's lives	0.11	0.047	104	0.76	0.52
freedom of conscience and belief in your nation	0.11	0.046	105	0.90	0.92
people having many moments in their lives when they feel inspired	0.11	0.049	106	0.68	0.63
people having a beautiful life story, or a life that is "like a work of art"	0.10	0.063	107	0.52	0.77
people's physical comfort	0.10	0.045	108	0.82	0.75
how often people are able to challenge their minds in a productive or enjoyable way	0.10	0.041	109	0.66	0.63
how often people smile or laugh	0.10	0.044	110	0.78	0.73
people feeling alive and full of energy	0.10	0.040	111	0.54	0.89
people feeling that their lives have direction	0.10	0.040	112	0.58	0.56
people's personal growth	0.09	0.044	113	0.79	0.43
the extent to which your nation does things worthy of pride	0.09	0.042	114	0.58	0.38
people's sense of connection with the universe or the power behind the universe	0.08	0.047	115	0.87	0.80
the absence of humiliation and embarrassment in people's lives	0.07	0.047	116	0.97	0.94
people's ability to have and raise children	0.07	0.046	117	0.75	0.25
people's sense of discovery and wonder	0.05	0.045	118	0.41	0.52
how easy and free of annoyances people's lives are	0.05	0.043	119	0.86	0.57
how desirable people's lives are	0.04	0.063	120	0.39	0.39
people getting the things they want out of life	0.04	0.056	121	0.24	0.25
how interesting, fascinating, and free of boredom people's lives are	0.04	0.043	122	-0.03	0.73
people not feeling anxious	0.02	0.044	123	0.17	0.15
people's ability to "be in the moment"	0.02	0.041	124	0.80	-0.20
how much beauty people experience in their lives	-0.01	0.044	125	-0.21	-0.08
the absence of shame and guilt in people's lives	-0.01	0.049	126	-0.35	0.91
the absence of regret people feel about their lives	-0.02	0.058	127	-0.26	0.70
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	-0.02	0.044	128	-0.77	0.96
people's material standard of living	-0.03	0.043	129	-0.29	-0.37

Aspect	Moderates				
	Coef.	S.E.	Rank	lib/mod ratio	mod/con ratio
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	-0.04	0.054	130	-0.42	-0.50
people's enjoyment of winning, competing, and facing challenges	-0.05	0.040	131	-0.46	-0.78

**Notes:** OLS regression of stated preference on dummies for social ideology and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 21,445$ ). The "Liberals" panel reports the coefficients, standard errors, and rank of the interactions of the aspects (within group) with the dummy equal to 1 if the subject responded that he was extremely liberal, liberal, or slightly liberal on social issues. The other panels present analogous results for the other groups. Conservatives thought of themselves as extremely conservative, conservative, or slightly conservative. Moderates responded that they were moderate or middle of the road. The ratio for each comparison is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.008) for the liberal dummy, -0.02 (s.e. = 0.008) for the moderate dummy, and -0.00 (s.e. = 0.007) for the conservative dummy. The  $R^2$  for this regression is 0.12. Coefficient correlations are 0.60 for liberals and conservatives, 0.67 for liberals and moderates, and 0.70 for moderates and conservatives.

**Table WA5: Results by Religiosity**  
**Panel A: Personal Choices**

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the overall well-being of you and your family	0.45	0.025	1	0.47	0.020	1	0.95
you being a good, moral person and living according to your personal values	0.45	0.026	2	0.37	0.022	7	0.74
the happiness of your family	0.44	0.027	3	0.42	0.022	3	0.85
your health	0.39	0.026	4	0.45	0.022	2	0.97
the quality of your family relationships	0.36	0.026	5	0.38	0.022	4	0.96
your sense that your life is meaningful and has value	0.34	0.027	6	0.30	0.021	19	0.81
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.32	0.026	7	0.27	0.021	35	0.76
how grateful you feel for the things in your life	0.31	0.027	8	0.25	0.021	50	0.74
your sense of purpose	0.30	0.026	9	0.20	0.022	72	0.60
you having people around you who share your values, beliefs and interests	0.30	0.026	10	0.23	0.021	60	0.69
your mental health and emotional stability	0.30	0.026	11	0.37	0.021	6	0.91
your financial security	0.30	0.027	12	0.38	0.022	5	0.87
your sense of security about life and the future in general	0.29	0.025	13	0.36	0.021	8	0.89
how peaceful, calm, and harmonious your life is	0.29	0.025	14	0.30	0.023	22	0.95
you having many options and possibilities in your life and the freedom to choose among them	0.28	0.026	15	0.36	0.022	10	0.89
the extent to which you feel the things you do in your life are worthwhile	0.28	0.025	16	0.28	0.020	30	0.89
how much you appreciate your life	0.28	0.026	17	0.27	0.019	43	0.84
your pride and respect for yourself	0.28	0.026	18	0.30	0.021	20	0.97
your sense that you are standing up for what you believe in	0.28	0.026	19	0.30	0.022	21	0.98
your freedom from being lied to, deceived, or betrayed	0.28	0.027	20	0.28	0.021	31	0.91
your ability to keep good perspective in your life	0.27	0.025	21	0.23	0.022	65	0.74
your sense that you know what to do when you face choices in your life	0.27	0.026	22	0.26	0.021	46	0.86
your feeling of independence and self-sufficiency	0.27	0.025	23	0.31	0.021	15	0.97
you feeling that you have enough time and money for the things that are most important to you	0.26	0.028	24	0.33	0.021	11	0.89
you having people you can turn to in time of need	0.26	0.025	25	0.29	0.020	25	0.99
how much you like your life	0.26	0.026	26	0.33	0.021	12	0.88
your sense of control over your life	0.26	0.026	27	0.28	0.021	27	0.99
your passion and enthusiasm about things in your life	0.26	0.025	28	0.25	0.020	48	0.88
you having the people around you think well of you and treat you with dignity and respect	0.26	0.025	29	0.29	0.022	26	0.99
how much love there is in your life	0.25	0.026	30	0.28	0.021	28	1.00
how often you smile or laugh	0.25	0.026	31	0.27	0.022	39	0.95
the extent to which you “have a good life”	0.25	0.026	32	0.29	0.021	23	0.96
your ability to have and raise children	0.25	0.026	33	0.16	0.022	87	0.58
how much you enjoy your life	0.25	0.025	34	0.32	0.022	13	0.86
your ability to fulfill your potential	0.25	0.026	35	0.25	0.021	47	0.92

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
how satisfied you are with your life	0.25	0.026	36	0.36	0.022	9	0.77
you “being the person you want to be”	0.24	0.026	37	0.31	0.022	17	0.89
how fulfilling your life is	0.24	0.025	38	0.27	0.022	37	1.00
you feeling that your life has direction	0.24	0.026	39	0.21	0.022	69	0.78
your physical safety and security	0.24	0.027	40	0.30	0.021	18	0.89
how happy you feel	0.24	0.025	41	0.27	0.022	41	1.00
how glad you are to have the life you have rather than a different life	0.24	0.025	42	0.27	0.021	36	0.97
the amount of order and stability in your life	0.24	0.025	43	0.25	0.021	49	0.96
you feeling that things are going well for you	0.23	0.025	44	0.24	0.022	53	0.93
you feeling alive and full of energy	0.23	0.026	45	0.26	0.020	44	0.98
your chance to live a long life	0.23	0.026	46	0.28	0.021	29	0.90
how full of beautiful memories your life is	0.23	0.027	47	0.24	0.021	56	0.94
your sense that you are competent and capable in the activities that matter to you	0.23	0.025	48	0.24	0.022	55	0.94
your sense that everything happens for a reason	0.22	0.025	49	0.15	0.021	90	0.59
your success at accomplishing your goals	0.22	0.027	50	0.23	0.021	64	0.91
you having many moments in your life when you feel inspired	0.22	0.025	51	0.18	0.021	81	0.72
your ability to be yourself and express yourself	0.22	0.025	52	0.27	0.021	40	0.91
your ability to shape and influence the things around you	0.22	0.024	53	0.23	0.020	62	0.97
you feeling that you are part of something bigger than yourself	0.22	0.025	54	0.18	0.021	78	0.76
the absence of stress in your life	0.22	0.026	55	0.27	0.021	38	0.89
your ability to dream and pursue your dreams	0.21	0.025	56	0.29	0.022	24	0.82
your sense of optimism about your future	0.21	0.025	57	0.23	0.020	63	0.98
your sense that things are getting better and better	0.21	0.026	58	0.31	0.021	16	0.75
how rewarding the activities in your life are	0.21	0.024	59	0.24	0.022	57	0.97
how much of the time you feel happy	0.21	0.026	60	0.31	0.021	14	0.73
your freedom from pain	0.20	0.026	61	0.26	0.022	45	0.87
you feeling that you have been fortunate in your life	0.20	0.025	62	0.23	0.022	58	0.96
your sense of achievement and excellence	0.20	0.025	63	0.22	0.021	68	0.99
how often you are able to challenge your mind in a productive or enjoyable way	0.20	0.026	64	0.18	0.020	80	0.82
the absence of sadness in your life	0.19	0.026	65	0.23	0.022	61	0.93
how often you can feel relaxed instead of feeling your life is hectic	0.19	0.025	66	0.23	0.022	59	0.89
your ability to fully experience the entire range of healthy human emotions	0.19	0.025	67	0.16	0.021	89	0.76
the absence of fear in your life	0.19	0.027	68	0.17	0.023	83	0.84
your sense of community, belonging, and connection with other people	0.18	0.026	69	0.14	0.022	95	0.66
the quality of your romantic relationships, marriage, love life or sex life	0.18	0.025	70	0.27	0.023	33	0.74
the absence of worry in your life	0.18	0.026	71	0.27	0.021	34	0.73
your physical comfort	0.18	0.025	72	0.28	0.019	32	0.72
your personal growth	0.18	0.025	73	0.21	0.021	71	0.96

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your knowledge, skills, and access to information	0.18	0.026	74	0.25	0.020	52	0.80
your freedom from emotional abuse or harassment	0.17	0.025	75	0.22	0.022	67	0.86
the absence of frustration in your life	0.17	0.025	76	0.24	0.021	54	0.80
you not feeling depressed	0.17	0.025	77	0.23	0.021	66	0.84
the happiness of your friends	0.17	0.036	78	0.20	0.032	74	0.92
the quality of your sleep	0.16	0.026	79	0.20	0.021	75	0.93
your sense of connection with the universe or the power behind the universe	0.16	0.027	80	0.09	0.023	103	0.48
the absence of anger in your life	0.16	0.027	81	0.20	0.023	73	0.87
you getting the things you want out of life	0.16	0.027	82	0.27	0.021	42	0.66
your ability to use your imagination and be creative	0.15	0.026	83	0.17	0.022	84	0.99
how desirable your life is	0.15	0.026	84	0.18	0.020	79	0.93
you feeling that you understand the world and the things going on around you	0.15	0.026	85	0.21	0.021	70	0.81
the absence of regret you feel about your life	0.15	0.024	86	0.13	0.021	96	0.80
your absence of internal conflict (conflict within yourself)	0.14	0.025	87	0.15	0.020	91	0.90
your sense of discovery and wonder	0.14	0.025	88	0.18	0.021	82	0.91
how easy and free of annoyances your life is	0.14	0.026	89	0.19	0.020	77	0.82
you not being lonely	0.13	0.026	90	0.16	0.021	86	0.88
you feeling that you are understood	0.13	0.027	91	0.16	0.022	88	0.89
the amount of pleasure in your life	0.12	0.026	92	0.25	0.022	51	0.54
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.12	0.025	93	0.06	0.021	106	0.47
the overall quality of your experience at work	0.12	0.027	94	0.09	0.021	101	0.70
you having new things, adventure, and excitement in your life	0.12	0.025	95	0.14	0.021	94	0.94
you not feeling anxious	0.11	0.029	96	0.14	0.022	92	0.89
how close your life is to being ideal	0.11	0.025	97	0.19	0.022	76	0.65
you having a role to play in society	0.11	0.025	98	0.09	0.020	102	0.74
your material standard of living	0.10	0.024	99	0.11	0.021	99	1.00
the absence of shame and guilt in your life	0.10	0.025	100	0.06	0.021	108	0.52
how much beauty you experience in your life	0.09	0.026	101	0.13	0.021	97	0.84
the amount of fun and play in your life	0.09	0.023	102	0.14	0.021	93	0.74
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.09	0.026	103	0.08	0.021	104	0.81
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.08	0.028	104	0.09	0.020	100	0.99
you having a beautiful life story, or a life that is “like a work of art”	0.08	0.025	105	0.06	0.021	105	0.68
how interesting, fascinating, and free of boredom your life is	0.08	0.026	106	0.17	0.021	85	0.54
you having others remember you and your accomplishments long after your death	0.07	0.034	107	0.02	0.029	111	0.20
your ability to “be in the moment”	0.03	0.026	108	0.05	0.022	110	0.77
your enjoyment of winning, competing, and facing challenges	0.01	0.025	109	0.05	0.021	109	0.30

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
how high your income is compared to the income of other people around you	0.00	0.033	110	0.06	0.030	107	-0.07
the absence of humiliation and embarrassment in your life	-0.01	0.023	111	0.12	0.022	98	-0.05
your social status	-0.07	0.036	112	-0.06	0.027	112	0.80
your power over other people	-0.12	0.033	113	-0.07	0.029	113	0.55

**Notes:** OLS regression of stated preference on dummies for religiosity and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,688$ ). The “More Religious” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject attends religious services at least once per month. The other panel presents analogous results for subjects who attend religious services less often than once per month. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.005) for the more religious dummy and -0.02 (s.e. = 0.004) for the less religious dummy. The  $R^2$  for this regression is 0.13. Correlation between coefficients for the more religious and the less religious is 0.87.

**Table WA5: Results by Religiosity**  
**Panel B: Policy Choices**

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people having many options and possibilities in their lives and the freedom to choose among them	0.36	0.050	1	0.36	0.046	3	0.84
the overall well-being of people and their families	0.35	0.051	2	0.31	0.044	9	0.74
freedom from corruption, injustice, and abuse of power in your nation	0.34	0.041	3	0.43	0.034	1	0.93
people being good, moral people and living according to their personal values	0.33	0.042	4	0.36	0.032	2	0.92
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.33	0.039	5	0.32	0.032	6	0.82
the morality, ethics, and goodness of other people in your nation	0.32	0.039	6	0.27	0.031	23	0.72
society helping the poor and others who struggle	0.32	0.040	7	0.28	0.030	18	0.76
people having people they can turn to in time of need	0.29	0.039	8	0.28	0.030	21	0.81
people's health	0.29	0.041	9	0.30	0.031	12	0.87
people's freedom from being lied to, deceived, or betrayed	0.29	0.040	10	0.31	0.034	8	0.91
the quality of people's family relationships	0.28	0.041	11	0.23	0.030	42	0.71
how much people enjoy their lives	0.25	0.036	12	0.24	0.034	39	0.80
people's physical safety and security	0.24	0.038	13	0.23	0.029	43	0.80
the amount of freedom in society	0.24	0.038	14	0.29	0.032	14	1.00
trust among the people in your nation	0.24	0.033	15	0.24	0.033	41	0.83
people having people around them who share their values, beliefs and interests	0.24	0.039	16	0.19	0.031	69	0.69
people's financial security	0.23	0.037	17	0.30	0.030	10	0.92
how peaceful, calm, and harmonious people's lives are	0.23	0.036	18	0.25	0.032	34	0.90
the well-being of the people in your nation	0.23	0.035	19	0.32	0.033	5	0.85
people feeling that they have been fortunate in their lives	0.23	0.056	20	0.15	0.040	100	0.54
people's ability to have and raise children	0.23	0.037	21	0.14	0.032	106	0.51
people's sense that they are standing up for what they believe in	0.23	0.040	22	0.20	0.032	60	0.73
freedom of speech and people's ability to take part in the political process and community life	0.23	0.040	23	0.33	0.032	4	0.80
the happiness of people's families	0.23	0.036	24	0.25	0.032	32	0.95
people's mental health and emotional stability	0.22	0.040	25	0.26	0.032	28	0.99
people having the people around them think well of them and treat them with dignity and respect	0.22	0.035	26	0.29	0.032	16	0.90
people's success at accomplishing their goals	0.22	0.038	27	0.19	0.029	64	0.75
people's feeling of independence and self-sufficiency	0.22	0.039	28	0.24	0.031	38	0.92
people's ability to dream and pursue their dreams	0.22	0.037	29	0.28	0.031	20	0.91
the amount of love in the world	0.22	0.039	30	0.19	0.033	77	0.72
people's sense that their lives are meaningful and have value	0.22	0.036	31	0.32	0.031	7	0.81
the extent to which people "have a good life"	0.22	0.050	32	0.26	0.042	26	0.97
equality of opportunity in your nation	0.22	0.040	33	0.25	0.029	33	0.99
the absence of sadness in people's lives	0.21	0.036	34	0.19	0.032	70	0.76
the well-being of the people in the world	0.21	0.039	35	0.27	0.031	25	0.92



Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the amount of order and stability in society	0.21	0.038	36	0.18	0.032	87	0.72
your nation being a just society	0.20	0.036	37	0.29	0.030	15	0.84
people's freedom from pain	0.20	0.035	38	0.30	0.028	13	0.81
people's sense of security about life and the future in general	0.20	0.037	39	0.30	0.032	11	0.81
people's ability to fully experience the entire range of healthy human emotions	0.20	0.039	40	0.18	0.031	84	0.74
people's sense of community, belonging, and connection with other people	0.20	0.040	41	0.22	0.029	45	0.93
people's ability to fulfill their potential	0.20	0.035	42	0.22	0.029	47	0.92
how happy people feel	0.20	0.056	43	0.25	0.042	36	0.95
the extent to which people feel the things they do in their lives are worthwhile	0.20	0.049	44	0.26	0.042	27	0.90
people feeling that things are going well for them	0.20	0.052	45	0.22	0.048	50	0.92
how grateful people feel for the things in their lives	0.20	0.053	46	0.24	0.041	37	0.96
how much love there is in people's lives	0.20	0.038	47	0.20	0.034	62	0.84
people's knowledge, skills, and access to information	0.20	0.038	48	0.22	0.030	48	0.94
people's sense of control over their lives	0.20	0.036	49	0.27	0.031	24	0.87
people feeling that they are understood	0.20	0.040	50	0.18	0.031	80	0.77
people feeling that they have enough time and money for the things that are most important to them	0.20	0.039	51	0.22	0.029	49	0.94
people's sense that things are getting better and better	0.20	0.052	52	0.18	0.042	81	0.77
people getting the rewards and punishments they deserve	0.20	0.040	53	0.26	0.032	29	0.89
the amount of pleasure in people's lives	0.20	0.038	54	0.19	0.030	65	0.84
people's freedom from emotional abuse or harassment	0.20	0.040	55	0.28	0.031	22	0.84
people's sense that they are competent and capable in the activities that matter to them	0.19	0.037	56	0.20	0.030	59	0.86
how low the rate of inflation is in your nation's economy	0.19	0.039	57	0.19	0.031	75	0.82
people's chances to live long lives	0.19	0.041	58	0.19	0.031	74	0.82
people's ability to keep good perspective in their lives	0.19	0.039	59	0.17	0.033	89	0.73
people feeling that they are part of something bigger than themselves	0.19	0.037	60	0.16	0.030	94	0.70
people getting the things they want out of life	0.19	0.052	61	0.11	0.043	115	0.51
people not being lonely	0.18	0.040	62	0.16	0.029	93	0.74
how much people like their lives	0.18	0.053	63	0.19	0.038	67	0.90
the amount of order and stability in people's lives	0.18	0.036	64	0.19	0.031	73	0.89
the extent to which your nation does things worthy of pride	0.18	0.038	65	0.16	0.031	96	0.74
how low the rate of unemployment is in your nation	0.18	0.038	66	0.28	0.032	19	0.74
people's sense that they know what to do when they face choices in their lives	0.17	0.038	67	0.19	0.030	72	0.92
people having a beautiful life story, or a life that is "like a work of art"	0.17	0.056	68	0.11	0.042	116	0.55
people's sense of optimism about their future	0.17	0.051	69	0.26	0.045	31	0.79
people having many moments in their lives when they feel inspired	0.17	0.038	70	0.14	0.033	105	0.70
people's sense of purpose	0.17	0.039	71	0.24	0.028	40	0.83
how much of the time people feel happy	0.17	0.039	72	0.22	0.032	46	0.89

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people feeling that their lives have direction	0.16	0.038	73	0.15	0.029	99	0.78
people's ability to shape and influence the things around them	0.16	0.039	74	0.19	0.030	68	0.99
people's pride and respect for themselves	0.16	0.040	75	0.21	0.030	52	0.89
how satisfied people are with their lives	0.16	0.055	76	0.20	0.042	57	0.94
people's ability to use their imaginations and be creative	0.16	0.038	77	0.17	0.029	90	0.89
people's absence of internal conflict (conflict within a person)	0.16	0.040	78	0.14	0.029	103	0.78
the extent to which humanity does things worthy of pride	0.16	0.037	79	0.25	0.032	35	0.74
people having a role to play in society	0.15	0.039	80	0.18	0.031	83	0.98
the absence of worry in people's lives	0.15	0.038	81	0.23	0.032	44	0.78
the rate of economic growth (GDP growth) over time in your nation	0.15	0.040	82	0.20	0.033	55	0.89
people's ability to be themselves and express themselves	0.15	0.037	83	0.21	0.030	53	0.84
how much people appreciate their lives	0.15	0.056	84	0.20	0.040	56	0.89
people "being the people they want to be"	0.15	0.035	85	0.18	0.034	78	0.95
the absence of anger in people's lives	0.15	0.039	86	0.22	0.033	51	0.80
people feeling that they understand the world and the things going on around them	0.15	0.040	87	0.17	0.031	91	0.96
the average income of people in your nation (GDP per capita)	0.15	0.038	88	0.19	0.030	76	0.92
people's sense of connection with the universe or the power behind the universe	0.14	0.039	89	0.06	0.032	125	0.35
the absence of frustration in people's lives	0.14	0.040	90	0.20	0.032	61	0.84
the overall quality of people's experience at work	0.14	0.035	91	0.14	0.032	104	0.85
how rewarding the activities in people's lives are	0.14	0.053	92	0.18	0.043	85	0.92
how often people smile or laugh	0.14	0.035	93	0.15	0.032	101	0.93
the condition of animals, nature, and the environment in the world	0.14	0.041	94	0.29	0.033	17	0.56
how close people's lives are to being ideal	0.13	0.051	95	0.13	0.040	112	0.85
people's sense of achievement and excellence	0.12	0.041	96	0.19	0.031	66	0.75
people not feeling depressed	0.12	0.042	97	0.16	0.032	95	0.91
people's personal growth	0.12	0.036	98	0.16	0.031	97	0.92
people having new things, adventure, and excitement in their lives	0.12	0.038	99	0.13	0.030	111	0.94
the absence of stress in people's lives	0.12	0.038	100	0.18	0.032	82	0.78
how often people are able to challenge their minds in a productive or enjoyable way	0.12	0.039	101	0.17	0.031	88	0.80
the absence of fear in people's lives	0.11	0.041	102	0.26	0.034	30	0.53
how desirable people's lives are	0.11	0.063	103	0.07	0.041	121	0.55
how glad people are to have the lives they have rather than different lives	0.11	0.051	104	0.18	0.045	79	0.73
the quality of people's romantic relationships, marriage, love life or sex life	0.11	0.044	105	0.19	0.032	71	0.69
people's physical comfort	0.11	0.038	106	0.13	0.030	110	0.99
people's passion and enthusiasm about things in their lives	0.10	0.039	107	0.18	0.030	86	0.71
how often people can feel relaxed instead of feeling their lives are hectic	0.10	0.038	108	0.15	0.030	98	0.75
equality of income in your nation	0.10	0.040	109	0.20	0.031	54	0.56

Aspect	More Religious			Less Religious			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the total size of your nation's economy (GDP)	0.09	0.038	110	0.13	0.032	108	0.82
freedom of conscience and belief in your nation	0.08	0.040	111	0.16	0.031	92	0.61
the amount of fun and play in people's lives	0.08	0.037	112	0.13	0.030	109	0.72
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.08	0.037	113	0.12	0.032	113	0.75
how fulfilling people's lives are	0.08	0.056	114	0.20	0.050	63	0.47
the quality of people's sleep	0.08	0.040	115	0.09	0.032	119	0.98
the absence of humiliation and embarrassment in people's lives	0.07	0.039	116	0.07	0.032	122	0.82
people feeling alive and full of energy	0.07	0.036	117	0.20	0.029	58	0.43
people's sense that everything happens for a reason	0.07	0.038	118	0.10	0.032	117	0.79
people's sense of discovery and wonder	0.06	0.036	119	0.14	0.032	107	0.53
people not feeling anxious	0.06	0.037	120	0.12	0.032	114	0.61
how full of beautiful memories people's lives are	0.04	0.052	121	0.15	0.042	102	0.36
how easy and free of annoyances people's lives are	0.04	0.037	122	0.09	0.033	118	0.53
people's material standard of living	0.03	0.038	123	0.09	0.035	120	0.33
how much beauty people experience in their lives	0.03	0.036	124	0.06	0.033	124	0.50
how interesting, fascinating, and free of boredom people's lives are	0.01	0.038	125	0.05	0.030	128	0.15
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.01	0.037	126	0.01	0.030	130	0.47
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.00	0.044	127	0.07	0.040	123	-0.03
people's enjoyment of winning, competing, and facing challenges	-0.01	0.040	128	0.05	0.031	127	-0.32
the absence of regret people feel about their lives	-0.03	0.049	129	0.05	0.046	126	-0.69
the absence of shame and guilt in people's lives	-0.04	0.037	130	0.04	0.033	129	-0.85
people's ability to "be in the moment"	-0.06	0.037	131	0.00	0.031	131	-0.04

**Notes:** OLS regression of stated preference on dummies for religiosity and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 23,040$ ). The "More Religious" panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject attends religious services at least once per month. The other panel presents analogous results for subjects who attend religious services less often. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the more religious and less religious dummies are -0.01 (s.e. = 0.007) and -0.01 (s.e. = 0.005), respectively. The  $R^2$  for this regression is 0.11. Correlation between coefficients for the more religious and the less religious is 0.81.

**Table WA6: Results by Age**  
**Panel A: Personal Choices**

Aspect	Under Age 45			Age 45 and Older			
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	Ratio
the overall well-being of you and your family	0.46	0.023	1	0.46	0.022	1	0.96
the happiness of your family	0.42	0.026	2	0.44	0.023	2	0.99
your health	0.41	0.024	3	0.44	0.024	3	0.95
the quality of your family relationships	0.38	0.023	4	0.36	0.024	8	0.92
you being a good, moral person and living according to your personal values	0.35	0.025	5	0.44	0.023	4	0.82
how satisfied you are with your life	0.33	0.025	6	0.30	0.022	22	0.87
your financial security	0.31	0.025	7	0.37	0.024	6	0.88
your mental health and emotional stability	0.31	0.024	8	0.37	0.022	7	0.87
your pride and respect for yourself	0.30	0.024	9	0.28	0.023	31	0.92
you feeling that you have enough time and money for the things that are most important to you	0.30	0.024	10	0.31	0.024	15	1.00
your sense of security about life and the future in general	0.30	0.023	11	0.36	0.022	9	0.87
the quality of your romantic relationships, marriage, love life or sex life	0.29	0.024	12	0.19	0.024	76	0.61
your sense that your life is meaningful and has value	0.29	0.024	13	0.34	0.023	10	0.90
how peaceful, calm, and harmonious your life is	0.29	0.024	14	0.30	0.023	23	0.99
your ability to dream and pursue your dreams	0.29	0.023	15	0.24	0.023	55	0.79
your sense that you are standing up for what you believe in	0.29	0.025	16	0.30	0.023	25	1.00
how much you like your life	0.29	0.024	17	0.31	0.022	17	0.96
the extent to which you “have a good life”	0.28	0.024	18	0.27	0.022	38	0.95
how much you enjoy your life	0.28	0.024	19	0.30	0.022	18	0.95
your ability to have and raise children	0.27	0.024	20	0.13	0.024	92	0.46
you “being the person you want to be”	0.27	0.024	21	0.29	0.023	30	0.98
your passion and enthusiasm about things in your life	0.27	0.022	22	0.24	0.022	54	0.85
how fulfilling your life is	0.27	0.024	23	0.25	0.023	47	0.89
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.26	0.025	24	0.31	0.022	16	0.89
you having the people around you think well of you and treat you with dignity and respect	0.26	0.023	25	0.28	0.023	32	0.97
how much love there is in your life	0.26	0.023	26	0.28	0.023	33	0.97
you having people you can turn to in time of need	0.26	0.023	27	0.29	0.022	26	0.93
how much you appreciate your life	0.26	0.022	28	0.28	0.022	36	0.97
your sense of purpose	0.26	0.025	29	0.24	0.023	53	0.90
your freedom from being lied to, deceived, or betrayed	0.26	0.024	30	0.29	0.023	27	0.91
your physical safety and security	0.26	0.024	31	0.30	0.023	19	0.87
how full of beautiful memories your life is	0.25	0.024	32	0.21	0.022	63	0.81
your feeling of independence and self-sufficiency	0.25	0.023	33	0.33	0.022	11	0.80
your sense that things are getting better and better	0.25	0.024	34	0.28	0.022	34	0.93
you having many options and possibilities in your life and the freedom to choose among them	0.25	0.024	35	0.39	0.023	5	0.65
the amount of order and stability in your life	0.24	0.023	36	0.24	0.022	51	0.95

Aspect	Under Age 45			Age 45 and Older			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
your success at accomplishing your goals	0.24	0.023	37	0.21	0.024	65	0.82
how often you smile or laugh	0.24	0.025	38	0.28	0.023	35	0.90
the extent to which you feel the things you do in your life are worthwhile	0.24	0.023	39	0.32	0.022	12	0.79
your ability to fulfill your potential	0.24	0.024	40	0.26	0.023	41	0.96
your chance to live a long life	0.24	0.023	41	0.28	0.023	37	0.89
your sense of control over your life	0.24	0.024	42	0.30	0.023	21	0.83
how happy you feel	0.24	0.024	43	0.27	0.023	39	0.92
you feeling that things are going well for you	0.24	0.024	44	0.24	0.022	50	0.99
how much of the time you feel happy	0.24	0.025	45	0.30	0.022	24	0.83
your ability to be yourself and express yourself	0.23	0.023	46	0.26	0.022	42	0.94
how grateful you feel for the things in your life	0.23	0.023	47	0.31	0.024	14	0.78
you feeling that your life has direction	0.23	0.024	48	0.22	0.023	60	0.89
you getting the things you want out of life	0.23	0.024	49	0.21	0.023	61	0.89
the absence of stress in your life	0.23	0.024	50	0.26	0.023	43	0.92
your sense of achievement and excellence	0.23	0.023	51	0.20	0.022	69	0.84
your freedom from emotional abuse or harassment	0.23	0.025	52	0.18	0.022	78	0.77
your personal growth	0.22	0.024	53	0.17	0.021	84	0.71
you feeling that you are part of something bigger than yourself	0.22	0.023	54	0.17	0.023	81	0.75
the absence of worry in your life	0.22	0.024	55	0.24	0.022	49	0.95
you having people around you who share your values, beliefs and interests	0.22	0.024	56	0.30	0.022	20	0.77
your sense that you are competent and capable in the activities that matter to you	0.22	0.024	57	0.24	0.023	52	0.96
your ability to shape and influence the things around you	0.22	0.024	58	0.23	0.021	57	1.00
your ability to keep good perspective in your life	0.22	0.024	59	0.27	0.022	40	0.86
your freedom from pain	0.22	0.024	60	0.26	0.023	44	0.89
your knowledge, skills, and access to information	0.22	0.024	61	0.21	0.022	62	0.94
you feeling alive and full of energy	0.22	0.023	62	0.29	0.022	29	0.78
how glad you are to have the life you have rather than a different life	0.21	0.022	63	0.29	0.023	28	0.77
how rewarding the activities in your life are	0.21	0.024	64	0.23	0.023	56	0.96
the absence of frustration in your life	0.21	0.024	65	0.21	0.023	64	0.96
you not feeling depressed	0.21	0.024	66	0.20	0.022	70	0.90
how often you can feel relaxed instead of feeling your life is hectic	0.21	0.023	67	0.22	0.023	59	0.97
the absence of sadness in your life	0.20	0.023	68	0.23	0.023	58	0.94
the amount of pleasure in your life	0.20	0.024	69	0.19	0.024	75	0.89
your physical comfort	0.20	0.022	70	0.26	0.022	45	0.81
your sense that you know what to do when you face choices in your life	0.20	0.024	71	0.32	0.023	13	0.65
you having many moments in your life when you feel inspired	0.19	0.024	72	0.20	0.022	67	0.96
your sense of optimism about your future	0.19	0.023	73	0.25	0.022	46	0.79
you feeling that you understand the world and the things going on around you	0.19	0.023	74	0.18	0.022	77	0.95

Aspect	Under Age 45			Age 45 and Older			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
the happiness of your friends	0.18	0.039	75	0.19	0.030	74	0.99
how easy and free of annoyances your life is	0.18	0.024	76	0.16	0.021	86	0.83
you feeling that you have been fortunate in your life	0.18	0.024	77	0.25	0.023	48	0.77
how desirable your life is	0.18	0.024	78	0.16	0.021	85	0.85
how often you are able to challenge your mind in a productive or enjoyable way	0.18	0.023	79	0.19	0.022	73	0.97
how close your life is to being ideal	0.18	0.025	80	0.14	0.022	90	0.77
the quality of your sleep	0.17	0.024	81	0.20	0.022	68	0.88
the absence of regret you feel about your life	0.17	0.024	82	0.12	0.022	97	0.67
your sense that everything happens for a reason	0.16	0.024	83	0.20	0.022	71	0.86
you feeling that you are understood	0.16	0.025	84	0.14	0.023	91	0.82
the absence of fear in your life	0.16	0.026	85	0.19	0.024	72	0.88
your ability to fully experience the entire range of healthy human emotions	0.16	0.023	86	0.17	0.022	83	1.00
your ability to use your imagination and be creative	0.16	0.025	87	0.17	0.023	82	0.97
the absence of anger in your life	0.16	0.026	88	0.21	0.023	66	0.80
you not feeling anxious	0.15	0.025	89	0.12	0.024	95	0.74
the overall quality of your experience at work	0.15	0.024	90	0.07	0.023	104	0.42
your sense of discovery and wonder	0.15	0.023	91	0.18	0.022	80	0.87
you not being lonely	0.14	0.023	92	0.16	0.023	87	0.95
how interesting, fascinating, and free of boredom your life is	0.14	0.023	93	0.13	0.023	93	0.88
your sense of community, belonging, and connection with other people	0.14	0.024	94	0.18	0.023	79	0.81
your absence of internal conflict (conflict within yourself)	0.14	0.023	95	0.15	0.021	89	0.96
you having new things, adventure, and excitement in your life	0.13	0.022	96	0.12	0.023	96	0.85
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.13	0.023	97	0.06	0.023	106	0.41
how much beauty you experience in your life	0.13	0.024	98	0.10	0.022	99	0.77
the amount of fun and play in your life	0.12	0.024	99	0.12	0.021	94	0.97
you having a role to play in society	0.12	0.024	100	0.08	0.021	103	0.66
you having a beautiful life story, or a life that is “like a work of art”	0.11	0.024	101	0.05	0.021	107	0.41
your material standard of living	0.11	0.023	102	0.11	0.022	98	0.97
the absence of shame and guilt in your life	0.09	0.022	103	0.06	0.023	105	0.66
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.09	0.024	104	0.08	0.022	102	0.92
your ability to “be in the moment”	0.09	0.023	105	0.00	0.024	111	0.01
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.08	0.024	106	0.10	0.023	100	0.81
your sense of connection with the universe or the power behind the universe	0.07	0.024	107	0.15	0.025	88	0.49
you having others remember you and your accomplishments long after your death	0.06	0.033	108	0.03	0.030	108	0.51
how high your income is compared to the income of other people around you	0.05	0.034	109	0.02	0.029	109	0.38

Aspect	Under Age 45			Age 45 and Older			
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	Ratio
your enjoyment of winning, competing, and facing challenges	0.05	0.024	110	0.02	0.022	110	0.35
the absence of humiliation and embarrassment in your life	0.05	0.023	111	0.08	0.022	101	0.56
your social status	0.01	0.033	112	-0.12	0.028	113	-0.06
your power over other people	-0.09	0.031	113	-0.10	0.030	112	0.91

**Notes:** OLS regression of stated preference on dummies for two age groups and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,688$ ). The “Under Age 45” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject is between the ages of 20 and 44. The other panel presents analogous results for subjects who are 45 years of age and older. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.03 (s.e. = 0.005) for the under 45 dummy and -0.01 (s.e. = 0.004) for the 45 and older dummy. The  $R^2$  for this regression is 0.13. Correlation between the coefficients for younger and older respondents is 0.90.

**Table WA6: Results by Age**  
**Panel B: Policy Choices**

Aspect	Under Age 45			Age 45 and Older			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people having many options and possibilities in their lives and the freedom to choose among them	0.36	0.048	1	0.34	0.049	5	0.98
freedom from corruption, injustice, and abuse of power in your nation	0.35	0.037	2	0.44	0.036	1	0.77
society helping the poor and others who struggle	0.35	0.037	3	0.27	0.032	19	0.80
people being good, moral people and living according to their personal values	0.34	0.038	4	0.35	0.033	4	0.94
people's financial security	0.32	0.034	5	0.24	0.032	35	0.78
the well-being of the people in your nation	0.30	0.034	6	0.27	0.034	16	0.95
people's sense that their lives are meaningful and have value	0.28	0.037	7	0.27	0.030	17	0.99
how happy people feel	0.28	0.052	8	0.19	0.044	53	0.72
the overall well-being of people and their families	0.28	0.050	9	0.35	0.044	3	0.75
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.27	0.035	10	0.37	0.035	2	0.72
people's freedom from being lied to, deceived, or betrayed	0.27	0.038	11	0.32	0.036	8	0.81
people's knowledge, skills, and access to information	0.27	0.035	12	0.17	0.031	75	0.64
people's ability to dream and pursue their dreams	0.27	0.034	13	0.23	0.034	36	0.90
people's sense of security about life and the future in general	0.27	0.035	14	0.26	0.033	24	0.99
people's health	0.27	0.036	15	0.32	0.033	10	0.81
the amount of freedom in society	0.26	0.037	16	0.28	0.033	15	0.92
the amount of love in the world	0.26	0.036	17	0.15	0.035	92	0.58
the morality, ethics, and goodness of other people in your nation	0.26	0.035	18	0.32	0.034	9	0.78
people having people they can turn to in time of need	0.26	0.035	19	0.31	0.033	11	0.80
the happiness of people's families	0.25	0.034	20	0.23	0.034	40	0.94
people's feeling of independence and self-sufficiency	0.25	0.037	21	0.21	0.032	48	0.86
the quality of people's family relationships	0.25	0.035	22	0.26	0.033	23	0.93
freedom of speech and people's ability to take part in the political process and community life	0.25	0.036	23	0.32	0.035	7	0.73
how much people enjoy their lives	0.25	0.036	24	0.25	0.034	31	0.95
the well-being of the people in the world	0.24	0.033	25	0.23	0.035	39	0.99
the extent to which people "have a good life"	0.24	0.048	26	0.24	0.043	34	0.95
people's ability to fulfill their potential	0.24	0.031	27	0.19	0.032	55	0.84
the absence of frustration in people's lives	0.24	0.036	28	0.12	0.033	102	0.54
how much of the time people feel happy	0.24	0.036	29	0.16	0.033	78	0.71
how much love there is in people's lives	0.24	0.035	30	0.16	0.037	77	0.71
people's freedom from emotional abuse or harassment	0.24	0.036	31	0.25	0.034	28	0.90
people's mental health and emotional stability	0.24	0.035	32	0.25	0.035	25	0.89
how peaceful, calm, and harmonious people's lives are	0.24	0.034	33	0.25	0.033	27	0.89
how satisfied people are with their lives	0.23	0.048	34	0.15	0.044	88	0.67
trust among the people in your nation	0.23	0.034	35	0.25	0.032	29	0.88
people's freedom from pain	0.23	0.032	36	0.28	0.030	14	0.78



Aspect	Under Age 45			Age 45 and Older			
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	Ratio
people's pride and respect for themselves	0.23	0.034	37	0.16	0.034	80	0.73
the condition of animals, nature, and the environment in the world	0.23	0.035	38	0.22	0.038	43	0.99
the extent to which humanity does things worthy of pride	0.23	0.036	39	0.20	0.032	52	0.91
the extent to which people feel the things they do in their lives are worthwhile	0.23	0.045	40	0.25	0.044	32	0.88
how low the rate of unemployment is in your nation	0.22	0.034	41	0.26	0.035	20	0.83
people's physical safety and security	0.22	0.032	42	0.24	0.034	33	0.89
the quality of people's romantic relationships, marriage, love life or sex life	0.22	0.036	43	0.10	0.037	111	0.47
your nation being a just society	0.22	0.034	44	0.27	0.030	18	0.80
people's sense that they are competent and capable in the activities that matter to them	0.22	0.035	45	0.17	0.032	68	0.80
people's sense of community, belonging, and connection with other people	0.22	0.036	46	0.20	0.032	51	0.93
the amount of order and stability in people's lives	0.22	0.033	47	0.15	0.033	84	0.72
people's ability to have and raise children	0.22	0.035	48	0.14	0.034	94	0.66
equality of opportunity in your nation	0.21	0.034	49	0.26	0.033	22	0.79
people's sense of purpose	0.21	0.033	50	0.21	0.032	47	0.98
the amount of pleasure in people's lives	0.21	0.032	51	0.18	0.035	63	0.89
the absence of worry in people's lives	0.21	0.036	52	0.19	0.033	60	0.93
how much people appreciate their lives	0.21	0.050	53	0.16	0.043	82	0.79
people's ability to be themselves and express themselves	0.20	0.035	54	0.17	0.032	71	0.86
people's sense that things are getting better and better	0.20	0.049	55	0.18	0.044	66	0.89
how much people like their lives	0.20	0.045	56	0.18	0.042	65	0.91
people's ability to keep good perspective in their lives	0.20	0.035	57	0.15	0.036	85	0.79
people's ability to shape and influence the things around them	0.20	0.036	58	0.17	0.032	67	0.90
people's chances to live long lives	0.20	0.035	59	0.19	0.034	59	0.98
people getting the rewards and punishments they deserve	0.20	0.037	60	0.25	0.034	26	0.76
people's sense that they are standing up for what they believe in	0.20	0.036	61	0.22	0.035	45	0.87
the absence of sadness in people's lives	0.20	0.033	62	0.20	0.034	49	0.92
how low the rate of inflation is in your nation's economy	0.19	0.034	63	0.19	0.034	57	0.99
people feeling that they are part of something bigger than themselves	0.19	0.033	64	0.16	0.034	81	0.85
people "being the people they want to be"	0.19	0.036	65	0.15	0.033	89	0.79
the absence of anger in people's lives	0.19	0.039	66	0.17	0.033	72	0.92
people's sense of control over their lives	0.19	0.033	67	0.29	0.033	12	0.63
people's ability to fully experience the entire range of healthy human emotions	0.19	0.035	68	0.19	0.033	61	0.96
how close people's lives are to being ideal	0.19	0.045	69	0.06	0.043	119	0.34
the rate of economic growth (GDP growth) over time in your nation	0.19	0.036	70	0.18	0.036	64	0.99
people feeling that they have enough time and money for the things that are most important to them	0.18	0.036	71	0.22	0.031	41	0.79
people feeling alive and full of energy	0.18	0.032	72	0.12	0.032	103	0.69
people having a role to play in society	0.18	0.035	73	0.15	0.033	87	0.85

Aspect	Under Age 45			Age 45 and Older			Ratio
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	
people not feeling depressed	0.18	0.037	74	0.11	0.034	108	0.63
people feeling that they have been fortunate in their lives	0.18	0.049	75	0.18	0.044	62	0.95
people having the people around them think well of them and treat them with dignity and respect	0.18	0.037	76	0.33	0.030	6	0.53
how often people are able to challenge their minds in a productive or enjoyable way	0.18	0.034	77	0.12	0.034	104	0.71
how rewarding the activities in people's lives are	0.18	0.049	78	0.14	0.046	95	0.80
people feeling that they are understood	0.18	0.036	79	0.19	0.033	58	0.90
people feeling that things are going well for them	0.18	0.055	80	0.22	0.046	42	0.76
people getting the things they want out of life	0.17	0.049	81	0.12	0.045	100	0.74
the average income of people in your nation (GDP per capita)	0.17	0.036	82	0.17	0.032	74	0.99
people having people around them who share their values, beliefs and interests	0.17	0.037	83	0.25	0.033	30	0.67
the overall quality of people's experience at work	0.17	0.036	84	0.11	0.031	107	0.69
how grateful people feel for the things in their lives	0.17	0.051	85	0.26	0.041	21	0.63
the amount of order and stability in society	0.17	0.035	86	0.19	0.035	56	0.85
people's success at accomplishing their goals	0.17	0.035	87	0.23	0.031	37	0.69
people not being lonely	0.16	0.035	88	0.17	0.032	73	0.94
the absence of stress in people's lives	0.16	0.036	89	0.13	0.034	99	0.83
people's passion and enthusiasm about things in their lives	0.16	0.036	90	0.13	0.032	98	0.84
people's sense of discovery and wonder	0.16	0.033	91	0.06	0.034	120	0.39
people feeling that they understand the world and the things going on around them	0.16	0.036	92	0.15	0.034	90	0.98
people having new things, adventure, and excitement in their lives	0.16	0.035	93	0.10	0.032	112	0.66
the absence of fear in people's lives	0.16	0.038	94	0.23	0.035	38	0.64
how often people smile or laugh	0.16	0.035	95	0.14	0.032	96	0.91
people's absence of internal conflict (conflict within a person)	0.15	0.034	96	0.14	0.033	93	0.97
people having a beautiful life story, or a life that is "like a work of art"	0.15	0.051	97	0.12	0.044	101	0.85
people feeling that their lives have direction	0.15	0.035	98	0.17	0.031	69	0.85
equality of income in your nation	0.15	0.034	99	0.17	0.034	70	0.85
people's ability to use their imaginations and be creative	0.15	0.035	100	0.16	0.031	76	0.88
people having many moments in their lives when they feel inspired	0.15	0.037	101	0.16	0.033	83	0.92
the amount of fun and play in people's lives	0.15	0.033	102	0.08	0.033	113	0.60
how glad people are to have the lives they have rather than different lives	0.14	0.049	103	0.15	0.046	86	0.91
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.14	0.035	104	0.07	0.034	117	0.49
people's sense that they know what to do when they face choices in their lives	0.14	0.035	105	0.22	0.032	46	0.61
people's personal growth	0.14	0.035	106	0.15	0.032	91	0.89
people's sense of optimism about their future	0.13	0.048	107	0.28	0.046	13	0.45
people's physical comfort	0.13	0.034	108	0.12	0.032	105	0.91
how often people can feel relaxed instead of feeling their lives are hectic	0.13	0.035	109	0.13	0.031	97	0.89

Aspect	Under Age 45			Age 45 and Older			
	Coef.	S.E.	Rank	Coef.	S.E.	Rank	Ratio
people's sense that everything happens for a reason	0.12	0.034	110	0.05	0.034	122	0.42
the total size of your nation's economy (GDP)	0.12	0.033	111	0.11	0.035	106	0.98
how fulfilling people's lives are	0.12	0.054	112	0.16	0.050	79	0.71
people's sense of achievement and excellence	0.12	0.036	113	0.20	0.034	50	0.55
how full of beautiful memories people's lives are	0.11	0.049	114	0.10	0.043	110	0.96
the quality of people's sleep	0.11	0.037	115	0.07	0.033	118	0.62
the absence of humiliation and embarrassment in people's lives	0.11	0.035	116	0.04	0.035	125	0.38
people's sense of connection with the universe or the power behind the universe	0.11	0.036	117	0.08	0.034	115	0.72
people's ability to "be in the moment"	0.09	0.034	118	-0.11	0.031	131	-0.81
how desirable people's lives are	0.09	0.050	119	0.07	0.049	116	0.84
the extent to which your nation does things worthy of pride	0.09	0.036	120	0.22	0.032	44	0.40
people's material standard of living	0.08	0.039	121	0.04	0.034	123	0.58
freedom of conscience and belief in your nation	0.07	0.034	122	0.19	0.035	54	0.35
people not feeling anxious	0.07	0.034	123	0.11	0.033	109	0.61
how easy and free of annoyances people's lives are	0.07	0.034	124	0.08	0.034	114	0.79
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.05	0.044	125	0.04	0.040	126	0.83
how much beauty people experience in their lives	0.05	0.036	126	0.04	0.034	124	0.88
the absence of regret people feel about their lives	0.04	0.056	127	-0.01	0.041	130	-0.14
how interesting, fascinating, and free of boredom people's lives are	0.04	0.034	128	0.02	0.032	127	0.55
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.01	0.032	129	0.01	0.033	129	0.55
the absence of shame and guilt in people's lives	0.01	0.037	130	0.01	0.033	128	0.67
people's enjoyment of winning, competing, and facing challenges	-0.03	0.033	131	0.06	0.035	121	-0.43

**Notes:** OLS regression of stated preference on dummies for two age groups and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 23,040$ ). The "Under Age 45" panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the subject is between the ages of 20 and 44. The other panel presents analogous results for subjects who are 45 years of age and older. The ratio is constructed by dividing each coefficient by the group mean coefficient and dividing the smaller standardized coefficient by the larger one. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.03 (s.e. = 0.006) for the under 45 dummy and -0.00 (s.e. = 0.006) for the 45 and older dummy. The  $R^2$  for this regression is 0.11. Correlation between the coefficients for younger and older respondents is 0.75.

# WAV. Econometric Specification

**Table WA7: Nonlinear Ordered Probit Results**

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation				0.72	0.047	0a
the overall well-being of you and your family	0.86	0.031	1	0.60	0.059	3
the happiness of your family	0.80	0.031	2	0.45	0.045	20
your health	0.79	0.031	3	0.54	0.045	6
you being a good, moral person and living according to your personal values	0.74	0.032	4	0.64	0.045	2
the quality of your family relationships	0.69	0.031	5	0.47	0.046	13
society helping the poor and others who struggle				0.55	0.044	5a
the morality, ethics, and goodness of other people in your nation				0.54	0.044	5b
your financial security	0.64	0.030	6	0.51	0.044	9
freedom of speech and people's ability to take part in the political process and community life				0.53	0.045	6a
the well-being of the people in your nation				0.53	0.045	6b
your mental health and emotional stability	0.64	0.030	7	0.45	0.045	15
your sense of security about life and the future in general	0.62	0.030	8	0.48	0.045	12
you having many options and possibilities in your life and the freedom to choose among them	0.61	0.030	9	0.65	0.061	1
the amount of freedom in society				0.49	0.044	9a
your sense that your life is meaningful and has value	0.59	0.030	10	0.51	0.043	8
how satisfied you are with your life	0.58	0.031	11	0.34	0.060	53
you feeling that you have enough time and money for the things that are most important to you	0.57	0.030	12	0.39	0.043	31
how much you like your life	0.56	0.030	13	0.35	0.058	46
how peaceful, calm, and harmonious your life is	0.55	0.030	14	0.45	0.044	18
your nation being a just society				0.46	0.043	14a
your feeling of independence and self-sufficiency	0.55	0.030	15	0.42	0.045	25
your sense that you are standing up for what you believe in	0.55	0.031	16	0.39	0.046	33
your pride and respect for yourself	0.55	0.030	17	0.36	0.044	44
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.54	0.030	18	0.58	0.047	4
how low the rate of unemployment is in your nation				0.45	0.043	18a
trust among the people in your nation				0.45	0.045	18b
equality of opportunity in your nation				0.45	0.043	18c
how much you enjoy your life	0.54	0.030	19	0.45	0.046	17
the extent to which you feel the things you do in your life are worthwhile	0.53	0.030	20	0.44	0.059	22
the well-being of the people in the world				0.44	0.045	20a
your physical safety and security	0.53	0.030	21	0.44	0.044	23
your freedom from being lied to, deceived, or betrayed	0.52	0.030	22	0.55	0.045	5
you "being the person you want to be"	0.52	0.030	23	0.31	0.045	63
people getting the rewards and punishments they deserve				0.43	0.045	23a

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you having people you can turn to in time of need	0.52	0.030	24	0.52	0.045	7
the extent to which you “have a good life”	0.52	0.030	25	0.45	0.058	19
the condition of animals, nature, and the environment in the world				0.41	0.047	25a
how grateful you feel for the things in your life	0.52	0.030	26	0.41	0.058	26
you having the people around you think well of you and treat you with dignity and respect	0.51	0.030	27	0.48	0.044	11
your sense of control over your life	0.51	0.030	28	0.44	0.044	21
how much love there is in your life	0.51	0.029	29	0.37	0.044	41
how much you appreciate your life	0.51	0.029	30	0.34	0.059	58
how much of the time you feel happy	0.50	0.030	31	0.37	0.044	40
your sense that things are getting better and better	0.50	0.030	32	0.35	0.059	51
the extent to which humanity does things worthy of pride				0.39	0.043	32a
you having people around you who share your values, beliefs and interests	0.50	0.030	33	0.40	0.044	28
your sense that you know what to do when you face choices in your life	0.50	0.030	34	0.34	0.045	52
how often you smile or laugh	0.49	0.030	35	0.27	0.044	82
your ability to dream and pursue your dreams	0.49	0.030	36	0.46	0.045	14
your chance to live a long life	0.49	0.029	37	0.36	0.044	45
how fulfilling your life is	0.48	0.030	38	0.28	0.063	75
how happy you feel	0.48	0.030	39	0.42	0.060	24
the amount of love in the world				0.37	0.045	39a
your passion and enthusiasm about things in your life	0.48	0.029	40	0.28	0.044	78
how glad you are to have the life you have rather than a different life	0.48	0.030	41	0.28	0.060	73
your ability to fulfill your potential	0.47	0.030	42	0.40	0.043	29
you feeling alive and full of energy	0.47	0.029	43	0.28	0.043	74
your ability to be yourself and express yourself	0.47	0.029	44	0.35	0.045	49
the absence of stress in your life	0.46	0.030	45	0.28	0.045	77
how low the rate of inflation is in your nation’s economy				0.36	0.044	45a
your ability to keep good perspective in your life	0.46	0.030	46	0.34	0.045	57
your sense of purpose	0.46	0.030	47	0.38	0.044	34
the amount of order and stability in your life	0.46	0.030	48	0.34	0.043	54
you feeling that things are going well for you	0.45	0.030	49	0.38	0.061	35
your freedom from pain	0.45	0.030	50	0.48	0.044	10
the quality of your romantic relationships, marriage, love life or sex life	0.44	0.030	51	0.30	0.045	68
your sense that you are competent and capable in the activities that matter to you	0.44	0.030	52	0.37	0.043	38
the absence of worry in your life	0.44	0.030	53	0.37	0.044	42
the amount of order and stability in society				0.34	0.045	53a
your physical comfort	0.44	0.029	54	0.23	0.043	88
how full of beautiful memories your life is	0.43	0.030	55	0.20	0.060	90
your success at accomplishing your goals	0.43	0.029	56	0.38	0.043	36
your ability to shape and influence the things around you	0.43	0.029	57	0.35	0.044	50
the rate of economic growth (GDP growth) over time in your nation				0.34	0.046	57a
you feeling that your life has direction	0.43	0.031	58	0.30	0.044	67

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how rewarding the activities in your life are	0.42	0.030	59	0.30	0.063	69
you getting the things you want out of life	0.42	0.030	60	0.28	0.059	79
your sense of optimism about your future	0.42	0.030	61	0.41	0.059	27
the average income of people in your nation (GDP per capita)				0.32	0.043	61a
the extent to which your nation does things worthy of pride				0.31	0.043	61b
you feeling that you have been fortunate in your life	0.42	0.030	62	0.34	0.060	56
your knowledge, skills, and access to information	0.41	0.029	63	0.39	0.043	32
the absence of sadness in your life	0.41	0.030	64	0.37	0.044	37
how often you can feel relaxed instead of feeling your life is hectic	0.41	0.029	65	0.25	0.044	84
your sense of achievement and excellence	0.41	0.029	66	0.30	0.044	66
the absence of frustration in your life	0.40	0.030	67	0.33	0.044	60
your freedom from emotional abuse or harassment	0.39	0.030	68	0.45	0.044	16
equality of income in your nation				0.30	0.043	68a
you not feeling depressed	0.39	0.029	69	0.27	0.045	81
your ability to have and raise children	0.38	0.029	70	0.33	0.043	59
the amount of pleasure in your life	0.37	0.029	71	0.36	0.043	43
you having many moments in your life when you feel inspired	0.37	0.030	72	0.28	0.044	71
you feeling that you are part of something bigger than yourself	0.37	0.030	73	0.32	0.043	61
your personal growth	0.37	0.030	74	0.27	0.044	80
the happiness of your friends	0.36	0.041	74a			
how often you are able to challenge your mind in a productive or enjoyable way	0.36	0.029	75	0.28	0.045	76
the absence of anger in your life	0.36	0.030	76	0.35	0.044	48
the quality of your sleep	0.36	0.030	77	0.17	0.044	96
you feeling that you understand the world and the things going on around you	0.35	0.030	78	0.29	0.045	70
your sense that everything happens for a reason	0.35	0.030	79	0.17	0.043	95
the absence of fear in your life	0.34	0.031	80	0.37	0.045	39
how easy and free of annoyances your life is	0.33	0.030	81	0.14	0.045	98
how desirable your life is	0.33	0.030	82	0.16	0.063	97
your ability to fully experience the entire range of healthy human emotions	0.32	0.029	83	0.35	0.044	47
your ability to use your imagination and be creative	0.32	0.030	84	0.30	0.042	65
freedom of conscience and belief in your nation				0.25	0.044	84a
your sense of discovery and wonder	0.32	0.030	85	0.20	0.043	92
your sense of community, belonging, and connection with other people	0.31	0.030	86	0.39	0.044	30
how close your life is to being ideal	0.31	0.030	87	0.23	0.061	87
you not being lonely	0.30	0.029	88	0.31	0.044	64
the total size of your nation's economy (GDP)				0.22	0.044	88a
you feeling that you are understood	0.29	0.030	89	0.34	0.044	55
your absence of internal conflict (conflict within yourself)	0.28	0.029	90	0.28	0.043	72
the absence of regret you feel about your life	0.27	0.029	91	0.04	0.058	105
you not feeling anxious	0.26	0.032	92	0.17	0.044	94
how interesting, fascinating, and free of boredom your life is	0.26	0.030	93	0.07	0.044	103

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you having new things, adventure, and excitement in your life	0.25	0.029	94	0.24	0.044	86
the amount of fun and play in your life	0.24	0.029	95	0.22	0.044	89
your sense of connection with the universe or the power behind the universe	0.23	0.030	96	0.18	0.045	93
how much beauty you experience in your life	0.22	0.030	97	0.09	0.044	101
your material standard of living	0.21	0.029	98	0.12	0.044	100
the overall quality of your experience at work	0.21	0.030	99	0.27	0.043	83
you having a role to play in society	0.20	0.029	100	0.31	0.045	62
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.18	0.030	101	0.20	0.044	91
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.18	0.030	102	0.03	0.043	106
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.18	0.030	103	0.09	0.058	102
the absence of shame and guilt in your life	0.16	0.029	104	0.02	0.045	107
you having a beautiful life story, or a life that is “like a work of art”	0.15	0.030	105	0.25	0.062	85
the absence of humiliation and embarrassment in your life	0.14	0.029	106	0.14	0.044	99
you having others remember you and your accomplishments long after your death	0.10	0.040	106a			
your ability to “be in the moment”	0.10	0.030	107	-0.03	0.044	108
your enjoyment of winning, competing, and facing challenges	0.08	0.030	108	0.05	0.044	104
how high your income is compared to the income of other people around you	0.08	0.039	108a			
your social status	-0.10	0.039	108b			
your power over other people	-0.15	0.038	108c			

**Notes:** Personal panel: Estimates the model described in the main text section V.(i) via maximum likelihood, using the personal decision scenarios. The error term for the latent dependent variable,  $\varepsilon_s$ , is assumed to be normally distributed with mean 0 and variance  $\sigma^2$ . Parameter estimates presented in the table are for  $\beta_i/\sigma$ . Sample: primary sample (see main text,  $N = 50,688$ ). Estimates for  $\gamma_{slightly}$  and  $\gamma_{somewhat}$  are 0.754 (s.e. = 0.019) and 0.835 (s.e. = 0.019), respectively. The cutoffs for the latent variable are -1.107 (s.e. = 0.007), -0.444 (s.e. = 0.006), 0.031 (s.e. = 0.006), 0.501 (s.e. = 0.006), and 1.191 (s.e. = 0.007). Policy panel: results from the same model estimated using 131 aspects from the policy decision scenarios ( $N = 23,040$ ). Estimates for  $\gamma_{slightly}$  and  $\gamma_{somewhat}$  are 0.804 (s.e. = 0.034) and 0.899 (s.e. = 0.035), respectively. The cutoffs for the latent variable are -1.185 (s.e. = 0.011), -0.507 (s.e. = 0.009), 0.024 (s.e. = 0.008), 0.532 (s.e. = 0.009), and 1.264 (s.e. = 0.011). Aspects in the table are ordered as in table 2. Correlations between these coefficients and those reported in table 2 is 1.00.

**Table WA8: Results using Linear and Normalized Scales**  
**Panel A: Personal Choices**

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.60	0.021	1	1.55	0.061	1
the happiness of your family	0.56	0.023	2	1.39	0.063	2
your health	0.56	0.023	3	1.35	0.058	3
you being a good, moral person and living according to your personal values	0.52	0.024	4	1.22	0.066	4
the quality of your family relationships	0.47	0.023	5	1.18	0.067	5
your financial security	0.44	0.024	6	1.11	0.062	7
your mental health and emotional stability	0.43	0.022	7	1.08	0.056	8
your sense of security about life and the future in general	0.43	0.022	8	1.18	0.072	6
you having many options and possibilities in your life and the freedom to choose among them	0.41	0.023	9	1.01	0.057	12
your sense that your life is meaningful and has value	0.40	0.023	10	1.03	0.058	10
how satisfied you are with your life	0.40	0.023	11	1.06	0.066	9
you feeling that you have enough time and money for the things that are most important to you	0.38	0.023	13	1.01	0.076	11
how much you like your life	0.38	0.023	12	0.92	0.061	18
how peaceful, calm, and harmonious your life is	0.36	0.023	19	0.91	0.067	20
your feeling of independence and self-sufficiency	0.37	0.022	14	0.95	0.058	16
your pride and respect for yourself	0.37	0.023	16	0.91	0.060	21
your sense that you are standing up for what you believe in	0.37	0.023	18	0.96	0.065	14
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.37	0.023	15	0.95	0.064	15
how much you enjoy your life	0.37	0.023	17	0.97	0.066	13
the extent to which you feel the things you do in your life are worthwhile	0.35	0.022	23	0.89	0.062	24
your physical safety and security	0.35	0.023	22	0.90	0.062	22
you “being the person you want to be”	0.36	0.023	21	0.87	0.064	26
your freedom from being lied to, deceived, or betrayed	0.32	0.023	38	0.86	0.060	31
you having people you can turn to in time of need	0.36	0.022	20	0.92	0.060	19
the extent to which you “have a good life”	0.35	0.023	24	0.94	0.062	17
you having the people around you think well of you and treat you with dignity and respect	0.35	0.023	27	0.87	0.066	27
how grateful you feel for the things in your life	0.35	0.023	26	0.89	0.056	23
your sense of control over your life	0.35	0.023	25	0.84	0.067	38
how much love there is in your life	0.34	0.022	28	0.84	0.070	36
how much you appreciate your life	0.33	0.022	33	0.81	0.058	40
how much of the time you feel happy	0.34	0.023	29	0.78	0.065	45
your sense that things are getting better and better	0.32	0.022	42	0.81	0.072	41
your sense that you know what to do when you face choices in your life	0.34	0.022	30	0.85	0.058	32
you having people around you who share your values, beliefs and interests	0.33	0.023	36	0.87	0.056	29
how often you smile or laugh	0.34	0.024	31	0.87	0.060	28
your ability to dream and pursue your dreams	0.33	0.023	34	0.84	0.061	37
your chance to live a long life	0.32	0.023	39	0.85	0.071	33



Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how fulfilling your life is	0.33	0.023	37	0.85	0.070	35
how happy you feel	0.33	0.023	35	0.88	0.061	25
how glad you are to have the life you have rather than a different life	0.34	0.022	32	0.87	0.056	30
your passion and enthusiasm about things in your life	0.31	0.021	45	0.77	0.063	49
you feeling alive and full of energy	0.32	0.022	40	0.77	0.062	47
your ability to fulfill your potential	0.31	0.023	44	0.85	0.060	34
your ability to be yourself and express yourself	0.30	0.022	48	0.76	0.062	52
the absence of stress in your life	0.32	0.023	43	0.78	0.058	44
your ability to keep good perspective in your life	0.30	0.023	46	0.83	0.061	39
your sense of purpose	0.32	0.023	41	0.79	0.067	42
the amount of order and stability in your life	0.30	0.023	47	0.76	0.058	51
your freedom from pain	0.29	0.023	50	0.76	0.066	50
you feeling that things are going well for you	0.29	0.023	49	0.77	0.059	48
the quality of your romantic relationships, marriage, love life or sex life	0.28	0.024	56	0.74	0.059	54
the absence of worry in your life	0.29	0.022	55	0.73	0.059	57
your sense that you are competent and capable in the activities that matter to you	0.29	0.023	53	0.74	0.064	55
your physical comfort	0.28	0.022	60	0.71	0.059	61
how full of beautiful memories your life is	0.29	0.022	51	0.79	0.058	43
your success at accomplishing your goals	0.27	0.022	63	0.76	0.061	53
your ability to shape and influence the things around you	0.29	0.022	52	0.73	0.058	56
you feeling that your life has direction	0.29	0.024	54	0.71	0.069	63
how rewarding the activities in your life are	0.28	0.023	58	0.78	0.065	46
you getting the things you want out of life	0.28	0.023	59	0.72	0.059	58
your sense of optimism about your future	0.28	0.022	57	0.70	0.063	64
you feeling that you have been fortunate in your life	0.28	0.023	62	0.72	0.062	59
your knowledge, skills, and access to information	0.28	0.022	61	0.71	0.061	60
the absence of sadness in your life	0.26	0.023	65	0.64	0.060	70
how often you can feel relaxed instead of feeling your life is hectic	0.27	0.023	64	0.70	0.059	66
your sense of achievement and excellence	0.25	0.022	69	0.69	0.056	67
the absence of frustration in your life	0.25	0.023	68	0.71	0.062	62
your freedom from emotional abuse or harassment	0.25	0.023	66	0.65	0.058	69
you not feeling depressed	0.25	0.023	67	0.60	0.064	75
your ability to have and raise children	0.24	0.023	71	0.61	0.062	72
you feeling that you are part of something bigger than yourself	0.25	0.023	70	0.67	0.073	68
you having many moments in your life when you feel inspired	0.24	0.023	72	0.60	0.055	73
the amount of pleasure in your life	0.23	0.024	76	0.70	0.066	65
your personal growth	0.23	0.022	75	0.52	0.068	84
the happiness of your friends	0.22	0.034	80	0.50	0.088	87
how often you are able to challenge your mind in a productive or enjoyable way	0.24	0.023	73	0.60	0.060	74
the absence of anger in your life	0.22	0.024	78	0.59	0.066	76
the quality of your sleep	0.24	0.023	74	0.63	0.060	71

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you feeling that you understand the world and the things going on around you	0.23	0.023	77	0.59	0.066	77
your sense that everything happens for a reason	0.22	0.023	79	0.55	0.058	79
the absence of fear in your life	0.20	0.024	83	0.56	0.067	78
how easy and free of annoyances your life is	0.21	0.022	82	0.52	0.064	85
how desirable your life is	0.21	0.022	81	0.54	0.056	81
your ability to fully experience the entire range of healthy human emotions	0.20	0.022	85	0.48	0.063	88
your ability to use your imagination and be creative	0.20	0.024	84	0.53	0.063	82
your sense of discovery and wonder	0.20	0.022	86	0.51	0.060	86
how close your life is to being ideal	0.20	0.023	87	0.54	0.061	80
your sense of community, belonging, and connection with other people	0.18	0.023	88	0.47	0.066	90
you not being lonely	0.18	0.023	89	0.48	0.059	89
you feeling that you are understood	0.17	0.023	91	0.52	0.071	83
your absence of internal conflict (conflict within yourself)	0.17	0.021	93	0.42	0.059	91
the absence of regret you feel about your life	0.18	0.022	90	0.41	0.064	94
you not feeling anxious	0.17	0.024	92	0.41	0.072	93
how interesting, fascinating, and free of boredom your life is	0.16	0.023	95	0.34	0.067	98
you having new things, adventure, and excitement in your life	0.16	0.022	94	0.42	0.061	92
the amount of fun and play in your life	0.14	0.022	97	0.39	0.058	96
your sense of connection with the universe or the power behind the universe	0.14	0.024	96	0.38	0.075	97
how much beauty you experience in your life	0.11	0.023	101	0.29	0.061	100
your material standard of living	0.11	0.022	102	0.28	0.059	101
the overall quality of your experience at work	0.13	0.023	98	0.39	0.065	95
you having a role to play in society	0.12	0.022	100	0.30	0.055	99
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.10	0.023	103	0.28	0.065	103
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.12	0.023	99	0.28	0.057	102
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.10	0.023	104	0.16	0.070	108
the absence of shame and guilt in your life	0.08	0.022	105	0.25	0.057	104
you having a beautiful life story, or a life that is “like a work of art”	0.06	0.022	107	0.20	0.065	106
the absence of humiliation and embarrassment in your life	0.08	0.023	106	0.24	0.068	105
you having others remember you and your accomplishments long after your death	0.03	0.031	110	0.18	0.105	107
your ability to “be in the moment”	0.04	0.023	108	0.13	0.056	109
your enjoyment of winning, competing, and facing challenges	0.02	0.023	111	0.08	0.060	111
how high your income is compared to the income of other people around you	0.03	0.030	109	0.09	0.078	110
your social status	-0.11	0.030	112	-0.30	0.093	112
your power over other people	-0.16	0.029	113	-0.33	0.076	113

**Notes:** The “Linear” panel presents results of an OLS regression of stated preference on 113 personal aspects and a constant (const. = -0.06, s.e. = 0.011), using personal choice scenarios ( $N = 50,688$ ). The scale is -3 to 3 for both choice and aspect ratings. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The  $R^2$  for this regression is 0.12. The “Normalized” panel presents results of an OLS regression of normalized choice on 113 personal aspects and a constant (const. = -

0.10, s.e. = 0.020), using personal choice scenarios ( $N = 50,457$ ). The dependent variable is constructed by dividing each subject's choice response on the -3 to +3 scale by the ratio of his standard deviation across all 30 scenarios (subjects with no variance were dropped) to the average standard deviation. The scale for aspect ratings is as in the main specification. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The  $R^2$  for this regression is 0.10. Correlation between coefficients obtained using the linear scale and those in table 2 is 1.00. The correlation between coefficients obtained using the normalized scale and those in table 2 is 0.99.

**Table WA8: Results using Linear and Normalized Scales**  
**Panel B: Policy Choices**

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	0.51	0.036	1	1.36	0.109	1
people having many options and possibilities in their lives and the freedom to choose among them	0.44	0.050	2	1.26	0.135	2
people being good, moral people and living according to their personal values	0.44	0.035	3	1.15	0.091	3
the overall well-being of people and their families	0.43	0.046	4	1.14	0.108	4
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.41	0.035	5	1.02	0.085	6
people's freedom from being lied to, deceived, or betrayed	0.36	0.036	12	0.92	0.096	13
society helping the poor and others who struggle	0.40	0.034	6	1.02	0.082	7
the morality, ethics, and goodness of other people in your nation	0.38	0.033	8	1.06	0.140	5
people's health	0.38	0.035	7	0.93	0.084	11
freedom of speech and people's ability to take part in the political process and community life	0.36	0.035	11	0.95	0.102	10
the well-being of the people in your nation	0.37	0.034	9	0.99	0.120	9
people having people they can turn to in time of need	0.37	0.034	10	0.92	0.084	12
people's financial security	0.36	0.033	13	1.01	0.118	8
people's sense that their lives are meaningful and have value	0.35	0.033	14	0.89	0.098	14
the amount of freedom in society	0.34	0.034	15	0.81	0.084	22
people's freedom from pain	0.32	0.032	23	0.85	0.117	19
people having the people around them think well of them and treat them with dignity and respect	0.34	0.032	16	0.86	0.088	18
people's sense of security about life and the future in general	0.32	0.034	21	0.78	0.118	25
the quality of people's family relationships	0.32	0.034	24	0.75	0.101	27
people's ability to dream and pursue their dreams	0.33	0.034	17	0.87	0.091	17
your nation being a just society	0.32	0.032	22	0.85	0.086	20
people's mental health and emotional stability	0.32	0.035	19	0.75	0.089	29
people's freedom from emotional abuse or harassment	0.31	0.034	25	0.81	0.097	21
how much people enjoy their lives	0.31	0.035	26	0.87	0.090	15
how peaceful, calm, and harmonious people's lives are	0.33	0.033	18	0.73	0.089	32
how low the rate of unemployment is in your nation	0.30	0.034	32	0.74	0.087	30
the extent to which people "have a good life"	0.29	0.045	33	0.68	0.125	48
trust among the people in your nation	0.29	0.033	35	0.79	0.090	23
equality of opportunity in your nation	0.28	0.032	36	0.87	0.097	16
people's sense of control over their lives	0.27	0.034	39	0.72	0.090	34
the happiness of people's families	0.30	0.034	27	0.79	0.095	24
the well-being of the people in the world	0.30	0.034	28	0.69	0.107	45
people's physical safety and security	0.30	0.032	31	0.72	0.089	33
the extent to which people feel the things they do in their lives are worthwhile	0.30	0.044	30	0.69	0.125	44
people getting the rewards and punishments they deserve	0.28	0.035	37	0.69	0.095	42
how happy people feel	0.29	0.046	34	0.66	0.118	54

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's feeling of independence and self-sufficiency	0.27	0.034	44	0.76	0.088	26
the condition of animals, nature, and the environment in the world	0.32	0.035	20	0.75	0.092	28
how grateful people feel for the things in their lives	0.30	0.044	29	0.73	0.110	31
people's sense of optimism about their future	0.26	0.049	49	0.69	0.125	43
people's ability to fulfill their potential	0.27	0.032	40	0.68	0.084	51
people having people around them who share their values, beliefs and interests	0.27	0.035	41	0.68	0.087	47
people's sense of community, belonging, and connection with other people	0.27	0.034	43	0.66	0.113	53
people's knowledge, skills, and access to information	0.27	0.033	45	0.62	0.099	58
people feeling that they have enough time and money for the things that are most important to them	0.27	0.033	42	0.71	0.085	37
people's sense that they are standing up for what they believe in	0.28	0.035	38	0.71	0.107	35
the extent to which humanity does things worthy of pride	0.24	0.034	60	0.61	0.085	61
people feeling that things are going well for them	0.26	0.050	47	0.69	0.129	46
people's sense of purpose	0.26	0.033	48	0.70	0.080	41
people's success at accomplishing their goals	0.26	0.033	46	0.58	0.095	70
the absence of sadness in people's lives	0.26	0.033	50	0.67	0.084	52
the amount of love in the world	0.26	0.036	51	0.68	0.099	49
the absence of worry in people's lives	0.25	0.034	53	0.60	0.086	67
people's sense that they are competent and capable in the activities that matter to them	0.21	0.034	79	0.70	0.104	40
the absence of fear in people's lives	0.22	0.037	75	0.68	0.122	50
how much of the time people feel happy	0.24	0.035	57	0.71	0.085	39
how much love there is in people's lives	0.24	0.036	58	0.57	0.101	74
the amount of pleasure in people's lives	0.25	0.033	56	0.61	0.082	59
how low the rate of inflation is in your nation's economy	0.24	0.034	63	0.55	0.085	78
people's pride and respect for themselves	0.24	0.034	64	0.61	0.090	60
people's chances to live long lives	0.24	0.035	66	0.71	0.100	38
how much people like their lives	0.24	0.045	62	0.60	0.128	65
people's ability to be themselves and express themselves	0.25	0.034	52	0.61	0.099	64
people's ability to fully experience the entire range of healthy human emotions	0.22	0.034	69	0.57	0.097	71
people's sense that things are getting better and better	0.24	0.045	65	0.65	0.111	55
people's ability to shape and influence the things around them	0.22	0.034	74	0.63	0.103	57
the absence of anger in people's lives	0.22	0.036	76	0.53	0.095	81
people feeling that they are understood	0.25	0.035	55	0.61	0.087	62
how satisfied people are with their lives	0.25	0.047	54	0.61	0.116	63
people feeling that they have been fortunate in their lives	0.22	0.047	72	0.54	0.126	79
the amount of order and stability in society	0.24	0.036	59	0.60	0.121	66
people's sense that they know what to do when they face choices in their lives	0.22	0.033	73	0.56	0.085	77
the amount of order and stability in people's lives	0.22	0.033	70	0.52	0.091	83
people's ability to keep good perspective in their lives	0.24	0.035	61	0.64	0.087	56
the rate of economic growth (GDP growth) over time in your nation	0.22	0.036	78	0.57	0.090	72

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much people appreciate their lives	0.24	0.046	67	0.71	0.125	36
people's ability to have and raise children	0.23	0.034	68	0.51	0.093	84
people feeling that they are part of something bigger than themselves	0.20	0.034	81	0.51	0.089	85
the absence of frustration in people's lives	0.22	0.035	77	0.58	0.083	69
the average income of people in your nation (GDP per capita)	0.20	0.033	82	0.56	0.087	76
people "being the people they want to be"	0.22	0.035	71	0.50	0.094	86
the extent to which your nation does things worthy of pride	0.17	0.034	99	0.49	0.085	89
people having a role to play in society	0.19	0.034	88	0.49	0.085	88
people not being lonely	0.20	0.034	84	0.40	0.085	107
people's sense of achievement and excellence	0.18	0.035	93	0.48	0.084	91
people's ability to use their imaginations and be creative	0.21	0.033	80	0.58	0.096	68
equality of income in your nation	0.19	0.034	89	0.45	0.086	97
people feeling that their lives have direction	0.20	0.033	85	0.50	0.080	87
how rewarding the activities in people's lives are	0.20	0.047	86	0.46	0.138	95
the quality of people's romantic relationships, marriage, love life or sex life	0.18	0.036	94	0.49	0.090	90
people feeling that they understand the world and the things going on around them	0.19	0.034	92	0.56	0.096	75
people having many moments in their lives when they feel inspired	0.15	0.034	110	0.37	0.088	110
people's absence of internal conflict (conflict within a person)	0.19	0.034	90	0.54	0.081	80
how glad people are to have the lives they have rather than different lives	0.18	0.047	96	0.53	0.129	82
the absence of stress in people's lives	0.19	0.035	87	0.57	0.107	73
how often people are able to challenge their minds in a productive or enjoyable way	0.19	0.033	91	0.43	0.097	100
people feeling alive and full of energy	0.16	0.033	103	0.42	0.092	102
people's passion and enthusiasm about things in their lives	0.20	0.034	83	0.48	0.093	92
how fulfilling people's lives are	0.18	0.053	95	0.46	0.126	94
people getting the things they want out of life	0.15	0.050	109	0.35	0.159	112
people not feeling depressed	0.17	0.036	98	0.44	0.103	99
people's personal growth	0.16	0.034	102	0.46	0.101	96
how often people smile or laugh	0.17	0.033	100	0.38	0.095	109
the overall quality of people's experience at work	0.15	0.033	107	0.44	0.106	98
people having a beautiful life story, or a life that is "like a work of art"	0.16	0.047	101	0.41	0.114	105
how often people can feel relaxed instead of feeling their lives are hectic	0.14	0.034	111	0.47	0.095	93
freedom of conscience and belief in your nation	0.15	0.035	105	0.42	0.092	103
people having new things, adventure, and excitement in their lives	0.15	0.034	104	0.43	0.088	101
how close people's lives are to being ideal	0.14	0.045	112	0.33	0.124	114
people's physical comfort	0.15	0.033	106	0.38	0.103	108
the total size of your nation's economy (GDP)	0.14	0.036	113	0.33	0.091	113
the amount of fun and play in people's lives	0.15	0.034	108	0.40	0.087	106
how full of beautiful memories people's lives are	0.17	0.047	97	0.41	0.115	104
people's sense of discovery and wonder	0.13	0.034	115	0.27	0.085	118
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.13	0.034	114	0.37	0.111	111

Aspect	Linear			Normalized		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense of connection with the universe or the power behind the universe	0.12	0.035	116	0.31	0.088	117
people not feeling anxious	0.10	0.034	117	0.33	0.093	115
people's sense that everything happens for a reason	0.08	0.034	119	0.17	0.102	124
the quality of people's sleep	0.07	0.035	122	0.23	0.103	119
how desirable people's lives are	0.10	0.049	118	0.31	0.117	116
how easy and free of annoyances people's lives are	0.07	0.035	123	0.23	0.089	120
the absence of humiliation and embarrassment in people's lives	0.08	0.035	120	0.20	0.086	122
people's material standard of living	0.07	0.036	121	0.17	0.105	125
how much beauty people experience in their lives	0.02	0.035	126	0.08	0.106	126
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.05	0.043	124	0.19	0.115	123
how interesting, fascinating, and free of boredom people's lives are	0.03	0.033	125	0.20	0.082	121
people's enjoyment of winning, competing, and facing challenges	-0.01	0.034	129	0.07	0.087	127
the absence of regret people feel about their lives	0.01	0.047	127	0.05	0.109	128
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.00	0.034	128	-0.02	0.083	129
the absence of shame and guilt in people's lives	-0.02	0.035	130	-0.08	0.097	131
people's ability to "be in the moment"	-0.04	0.033	131	-0.03	0.095	130

**Notes:** The "Linear" panel presents results of an OLS regression of stated preference on 131 policy aspects and a constant (const. = -0.04, s.e. = 0.014), using policy choice scenarios ( $N = 23,040$ ). The scale is -3 to 3 for both choice and aspect ratings. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The  $R^2$  for this regression is 0.09. The "Normalized" panel presents results of an OLS regression of normalized choice on 131 policy aspects and a constant (const. = -0.08, s.e. = 0.022), using policy choice scenarios ( $N = 22,935$ ). The dependent variable is constructed by dividing each subject's choice response on the -3 to +3 scale by the ratio of his standard deviation across all 30 scenarios (subjects with no variance were dropped) to the average standard deviation. The scale for aspect ratings is as in the main specification. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The  $R^2$  for this regression is 0.08. Correlation between coefficients obtained using the linear scale and those in table 2 is 0.99. The correlation between coefficients obtained using the normalized scale and those in table 2 is 0.98.

**Table WA9: Results using Binary Choice**  
**Panel A: Personal Choices**

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	1.71	0.065	1	1.02	0.039	1
the happiness of your family	1.53	0.067	3	0.91	0.040	3
your health	1.53	0.068	2	0.91	0.040	2
you being a good, moral person and living according to your personal values	1.38	0.068	4	0.83	0.041	4
the quality of your family relationships	1.28	0.065	5	0.76	0.039	5
your financial security	1.25	0.066	6	0.74	0.040	6
your mental health and emotional stability	1.20	0.063	8	0.72	0.038	8
your sense of security about life and the future in general	1.24	0.063	7	0.74	0.038	7
you having many options and possibilities in your life and the freedom to choose among them	1.13	0.065	11	0.67	0.039	11
your sense that your life is meaningful and has value	1.13	0.062	10	0.68	0.037	9
how satisfied you are with your life	1.13	0.064	9	0.67	0.039	10
you feeling that you have enough time and money for the things that are most important to you	1.04	0.064	18	0.62	0.038	18
how much you like your life	1.04	0.062	17	0.62	0.038	17
how peaceful, calm, and harmonious your life is	1.06	0.063	14	0.63	0.038	14
your feeling of independence and self-sufficiency	1.02	0.061	20	0.61	0.037	20
your pride and respect for yourself	1.02	0.062	21	0.61	0.038	21
your sense that you are standing up for what you believe in	1.03	0.062	19	0.61	0.038	19
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	1.09	0.064	12	0.65	0.039	12
how much you enjoy your life	1.06	0.063	13	0.63	0.038	13
the extent to which you feel the things you do in your life are worthwhile	1.02	0.060	22	0.61	0.036	22
your physical safety and security	1.06	0.063	15	0.63	0.038	15
you “being the person you want to be”	0.97	0.062	30	0.57	0.038	31
your freedom from being lied to, deceived, or betrayed	0.85	0.062	47	0.50	0.038	47
you having people you can turn to in time of need	1.05	0.061	16	0.62	0.037	16
the extent to which you “have a good life”	1.01	0.062	23	0.61	0.038	23
you having the people around you think well of you and treat you with dignity and respect	0.98	0.062	28	0.58	0.038	28
how grateful you feel for the things in your life	1.01	0.062	24	0.60	0.038	24
your sense of control over your life	0.96	0.063	31	0.57	0.038	32
how much love there is in your life	1.00	0.061	25	0.60	0.037	25
how much you appreciate your life	0.93	0.059	36	0.55	0.036	35
how much of the time you feel happy	0.94	0.063	34	0.55	0.038	36
your sense that things are getting better and better	0.90	0.062	40	0.54	0.038	39
your sense that you know what to do when you face choices in your life	0.98	0.061	27	0.59	0.037	27
you having people around you who share your values, beliefs and interests	0.96	0.061	32	0.57	0.037	30
how often you smile or laugh	0.99	0.064	26	0.59	0.039	26
your ability to dream and pursue your dreams	0.89	0.063	41	0.53	0.038	41
your chance to live a long life	0.93	0.061	35	0.55	0.037	34



Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how fulfilling your life is	0.97	0.064	29	0.58	0.039	29
how happy you feel	0.92	0.061	37	0.55	0.037	37
how glad you are to have the life you have rather than a different life	0.95	0.061	33	0.56	0.037	33
your passion and enthusiasm about things in your life	0.83	0.059	52	0.49	0.036	52
you feeling alive and full of energy	0.89	0.060	43	0.53	0.036	43
your ability to fulfill your potential	0.87	0.061	45	0.51	0.037	45
your ability to be yourself and express yourself	0.85	0.061	49	0.50	0.037	50
the absence of stress in your life	0.90	0.062	39	0.53	0.038	40
your ability to keep good perspective in your life	0.86	0.063	46	0.51	0.038	46
your sense of purpose	0.91	0.062	38	0.54	0.038	38
the amount of order and stability in your life	0.89	0.061	42	0.53	0.037	42
your freedom from pain	0.79	0.062	62	0.47	0.037	62
you feeling that things are going well for you	0.80	0.062	60	0.48	0.038	59
the quality of your romantic relationships, marriage, love life or sex life	0.82	0.063	56	0.49	0.038	57
the absence of worry in your life	0.83	0.061	54	0.49	0.037	54
your sense that you are competent and capable in the activities that matter to you	0.85	0.063	48	0.50	0.038	49
your physical comfort	0.80	0.060	61	0.47	0.036	61
how full of beautiful memories your life is	0.85	0.060	50	0.50	0.036	48
your success at accomplishing your goals	0.84	0.060	51	0.50	0.037	51
your ability to shape and influence the things around you	0.82	0.060	57	0.49	0.036	56
you feeling that your life has direction	0.83	0.063	53	0.49	0.038	53
how rewarding the activities in your life are	0.87	0.062	44	0.52	0.038	44
you getting the things you want out of life	0.77	0.062	65	0.45	0.038	65
your sense of optimism about your future	0.81	0.060	58	0.48	0.037	58
you feeling that you have been fortunate in your life	0.80	0.062	59	0.48	0.038	60
your knowledge, skills, and access to information	0.82	0.061	55	0.49	0.037	55
the absence of sadness in your life	0.78	0.062	64	0.46	0.037	64
how often you can feel relaxed instead of feeling your life is hectic	0.78	0.062	63	0.46	0.037	63
your sense of achievement and excellence	0.74	0.060	66	0.44	0.037	66
the absence of frustration in your life	0.72	0.062	68	0.43	0.038	68
your freedom from emotional abuse or harassment	0.72	0.061	69	0.42	0.038	69
you not feeling depressed	0.68	0.061	73	0.40	0.037	73
your ability to have and raise children	0.68	0.063	75	0.40	0.038	75
you feeling that you are part of something bigger than yourself	0.70	0.062	72	0.41	0.038	72
you having many moments in your life when you feel inspired	0.70	0.060	71	0.41	0.037	70
the amount of pleasure in your life	0.70	0.062	70	0.41	0.038	71
your personal growth	0.66	0.061	76	0.39	0.037	78
the happiness of your friends	0.61	0.087	82	0.36	0.053	82
how often you are able to challenge your mind in a productive or enjoyable way	0.74	0.062	67	0.44	0.038	67
the absence of anger in your life	0.66	0.064	77	0.39	0.039	76
the quality of your sleep	0.66	0.062	78	0.39	0.038	77

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you feeling that you understand the world and the things going on around you	0.66	0.061	79	0.39	0.037	79
your sense that everything happens for a reason	0.68	0.060	74	0.40	0.037	74
the absence of fear in your life	0.60	0.064	86	0.35	0.039	86
how easy and free of annoyances your life is	0.65	0.062	80	0.37	0.038	80
how desirable your life is	0.62	0.061	81	0.36	0.037	81
your ability to fully experience the entire range of healthy human emotions	0.59	0.060	87	0.35	0.037	87
your ability to use your imagination and be creative	0.61	0.061	84	0.36	0.037	83
your sense of discovery and wonder	0.61	0.061	83	0.36	0.037	84
how close your life is to being ideal	0.60	0.063	85	0.35	0.038	85
your sense of community, belonging, and connection with other people	0.58	0.064	88	0.34	0.039	88
you not being lonely	0.55	0.062	91	0.32	0.037	91
you feeling that you are understood	0.56	0.063	89	0.32	0.038	90
your absence of internal conflict (conflict within yourself)	0.52	0.061	94	0.30	0.037	94
the absence of regret you feel about your life	0.56	0.060	90	0.33	0.037	89
you not feeling anxious	0.54	0.066	92	0.31	0.040	92
how interesting, fascinating, and free of boredom your life is	0.51	0.062	95	0.30	0.038	95
you having new things, adventure, and excitement in your life	0.53	0.060	93	0.31	0.037	93
the amount of fun and play in your life	0.43	0.060	97	0.25	0.037	97
your sense of connection with the universe or the power behind the universe	0.46	0.064	96	0.26	0.039	96
how much beauty you experience in your life	0.37	0.063	103	0.21	0.038	103
your material standard of living	0.41	0.060	98	0.23	0.037	99
the overall quality of your experience at work	0.40	0.062	99	0.23	0.038	98
you having a role to play in society	0.38	0.060	102	0.22	0.037	102
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.39	0.063	101	0.22	0.038	101
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.40	0.063	100	0.23	0.038	100
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.32	0.062	104	0.18	0.038	104
the absence of shame and guilt in your life	0.29	0.061	105	0.16	0.037	105
you having a beautiful life story, or a life that is “like a work of art”	0.21	0.062	108	0.11	0.038	108
the absence of humiliation and embarrassment in your life	0.26	0.062	106	0.14	0.037	106
you having others remember you and your accomplishments long after your death	0.18	0.084	111	0.10	0.051	111
your ability to “be in the moment”	0.20	0.062	109	0.11	0.038	109
your enjoyment of winning, competing, and facing challenges	0.19	0.063	110	0.10	0.038	110
how high your income is compared to the income of other people around you	0.21	0.085	107	0.12	0.051	107
your social status	-0.26	0.086	112	-0.17	0.051	112
your power over other people	-0.34	0.085	113	-0.22	0.051	113

**Notes:** Each of the two panels presents results of a model relating binary choice to the 113 personal aspects and a constant, using personal choice scenarios ( $N = 50,688$ ). The constant is  $-0.05$  (s.e. =  $0.012$ ) in the logit and  $-0.03$  (s.e. =  $0.007$ ) in the probit. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The pseudo  $R^2$  is  $0.08$  for both the logit and probit. Correlation between probit coefficients and those in table 2 is  $0.99$ . The correlation between logit coefficients and

those in table 2 is 0.99.

**Table WA9: Results using Binary Choice**  
**Panel B: Policy Choices**

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	1.43	0.100	1	0.87	0.060	1
people having many options and possibilities in their lives and the freedom to choose among them	1.25	0.132	3	0.75	0.080	3
people being good, moral people and living according to their personal values	1.29	0.099	2	0.78	0.059	2
the overall well-being of people and their families	1.23	0.128	4	0.74	0.078	4
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	1.06	0.096	7	0.64	0.059	7
people's freedom from being lied to, deceived, or betrayed	1.04	0.095	8	0.63	0.058	8
society helping the poor and others who struggle	1.20	0.098	5	0.72	0.059	5
the morality, ethics, and goodness of other people in your nation	1.02	0.093	10	0.62	0.057	11
people's health	1.06	0.094	6	0.65	0.057	6
freedom of speech and people's ability to take part in the political process and community life	1.02	0.096	12	0.61	0.058	12
the well-being of the people in your nation	1.02	0.094	11	0.62	0.057	10
people having people they can turn to in time of need	1.03	0.096	9	0.62	0.059	9
people's financial security	0.98	0.091	14	0.59	0.055	14
people's sense that their lives are meaningful and have value	1.01	0.093	13	0.61	0.057	13
the amount of freedom in society	0.88	0.093	22	0.53	0.057	23
people's freedom from pain	0.87	0.091	25	0.52	0.055	25
people having the people around them think well of them and treat them with dignity and respect	0.89	0.093	20	0.54	0.057	20
people's sense of security about life and the future in general	0.89	0.096	18	0.54	0.059	19
the quality of people's family relationships	0.87	0.094	26	0.52	0.058	26
people's ability to dream and pursue their dreams	0.93	0.093	15	0.57	0.057	15
your nation being a just society	0.90	0.091	17	0.54	0.056	17
people's mental health and emotional stability	0.83	0.094	31	0.50	0.057	31
people's freedom from emotional abuse or harassment	0.84	0.093	28	0.51	0.056	28
how much people enjoy their lives	0.80	0.095	36	0.49	0.058	36
how peaceful, calm, and harmonious people's lives are	0.87	0.090	23	0.53	0.055	21
how low the rate of unemployment is in your nation	0.79	0.092	39	0.47	0.056	40
the extent to which people "have a good life"	0.77	0.121	44	0.47	0.074	42
trust among the people in your nation	0.82	0.092	33	0.49	0.056	33
equality of opportunity in your nation	0.85	0.091	27	0.51	0.055	27
people's sense of control over their lives	0.78	0.095	42	0.47	0.058	41
the happiness of people's families	0.89	0.094	19	0.54	0.058	18
the well-being of the people in the world	0.87	0.094	24	0.53	0.058	22
people's physical safety and security	0.77	0.090	43	0.46	0.055	43
the extent to which people feel the things they do in their lives are worthwhile	0.82	0.122	32	0.50	0.075	32
people getting the rewards and punishments they deserve	0.79	0.095	38	0.48	0.058	38
how happy people feel	0.73	0.122	53	0.44	0.075	53

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's feeling of independence and self-sufficiency	0.76	0.095	46	0.46	0.058	46
the condition of animals, nature, and the environment in the world	0.84	0.098	29	0.50	0.060	29
how grateful people feel for the things in their lives	0.91	0.121	16	0.55	0.074	16
people's sense of optimism about their future	0.63	0.127	71	0.38	0.078	71
people's ability to fulfill their potential	0.76	0.089	47	0.46	0.055	47
people having people around them who share their values, beliefs and interests	0.77	0.094	45	0.46	0.057	45
people's sense of community, belonging, and connection with other people	0.83	0.092	30	0.50	0.056	30
people's knowledge, skills, and access to information	0.74	0.092	51	0.44	0.056	52
people feeling that they have enough time and money for the things that are most important to them	0.80	0.090	37	0.48	0.055	37
people's sense that they are standing up for what they believe in	0.81	0.096	35	0.49	0.059	34
the extent to which humanity does things worthy of pride	0.63	0.092	70	0.38	0.056	70
people feeling that things are going well for them	0.78	0.128	41	0.46	0.079	44
people's sense of purpose	0.78	0.090	40	0.47	0.055	39
people's success at accomplishing their goals	0.71	0.089	56	0.43	0.055	56
the absence of sadness in people's lives	0.70	0.092	58	0.42	0.057	57
the amount of love in the world	0.74	0.094	50	0.45	0.057	49
the absence of worry in people's lives	0.69	0.094	60	0.41	0.058	61
people's sense that they are competent and capable in the activities that matter to them	0.63	0.091	69	0.38	0.056	69
the absence of fear in people's lives	0.61	0.096	75	0.37	0.058	75
how much of the time people feel happy	0.75	0.095	49	0.45	0.058	50
how much love there is in people's lives	0.69	0.095	62	0.41	0.058	63
the amount of pleasure in people's lives	0.69	0.090	61	0.41	0.056	60
how low the rate of inflation is in your nation's economy	0.65	0.093	66	0.39	0.057	67
people's pride and respect for themselves	0.68	0.093	64	0.41	0.057	62
people's chances to live long lives	0.70	0.095	59	0.42	0.058	59
how much people like their lives	0.72	0.120	54	0.43	0.074	54
people's ability to be themselves and express themselves	0.73	0.094	52	0.44	0.058	51
people's ability to fully experience the entire range of healthy human emotions	0.62	0.092	74	0.37	0.056	74
people's sense that things are getting better and better	0.71	0.119	57	0.42	0.073	58
people's ability to shape and influence the things around them	0.62	0.094	73	0.37	0.057	73
the absence of anger in people's lives	0.61	0.094	80	0.36	0.057	80
people feeling that they are understood	0.69	0.094	63	0.41	0.057	64
how satisfied people are with their lives	0.82	0.129	34	0.49	0.079	35
people feeling that they have been fortunate in their lives	0.47	0.127	104	0.27	0.077	104
the amount of order and stability in society	0.72	0.098	55	0.43	0.060	55
people's sense that they know what to do when they face choices in their lives	0.67	0.092	65	0.40	0.057	65
the amount of order and stability in people's lives	0.61	0.089	76	0.37	0.055	76
people's ability to keep good perspective in their lives	0.75	0.098	48	0.45	0.059	48
the rate of economic growth (GDP growth) over time in your nation	0.60	0.098	81	0.36	0.060	81

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much people appreciate their lives	0.88	0.129	21	0.53	0.079	24
people's ability to have and raise children	0.61	0.091	78	0.36	0.055	77
people feeling that they are part of something bigger than themselves	0.65	0.093	68	0.39	0.057	68
the absence of frustration in people's lives	0.65	0.093	67	0.39	0.057	66
the average income of people in your nation (GDP per capita)	0.57	0.092	89	0.34	0.056	88
people "being the people they want to be"	0.62	0.095	72	0.37	0.058	72
the extent to which your nation does things worthy of pride	0.54	0.090	95	0.32	0.056	95
people having a role to play in society	0.55	0.093	92	0.33	0.058	91
people not being lonely	0.51	0.090	99	0.31	0.055	98
people's sense of achievement and excellence	0.55	0.095	93	0.33	0.058	93
people's ability to use their imaginations and be creative	0.59	0.088	85	0.35	0.054	85
equality of income in your nation	0.53	0.092	96	0.32	0.056	96
people feeling that their lives have direction	0.59	0.090	84	0.36	0.055	82
how rewarding the activities in people's lives are	0.61	0.134	77	0.36	0.082	79
the quality of people's romantic relationships, marriage, love life or sex life	0.56	0.094	90	0.34	0.058	90
people feeling that they understand the world and the things going on around them	0.60	0.093	82	0.36	0.057	83
people having many moments in their lives when they feel inspired	0.42	0.092	110	0.24	0.057	110
people's absence of internal conflict (conflict within a person)	0.57	0.090	87	0.34	0.056	87
how glad people are to have the lives they have rather than different lives	0.57	0.126	88	0.34	0.077	89
the absence of stress in people's lives	0.54	0.092	94	0.33	0.057	94
how often people are able to challenge their minds in a productive or enjoyable way	0.57	0.092	86	0.34	0.057	86
people feeling alive and full of energy	0.50	0.089	100	0.30	0.055	100
people's passion and enthusiasm about things in their lives	0.61	0.095	79	0.36	0.058	78
how fulfilling people's lives are	0.59	0.136	83	0.35	0.083	84
people getting the things they want out of life	0.51	0.125	98	0.30	0.077	99
people not feeling depressed	0.44	0.096	107	0.26	0.059	107
people's personal growth	0.56	0.094	91	0.33	0.058	92
how often people smile or laugh	0.52	0.094	97	0.31	0.058	97
the overall quality of people's experience at work	0.45	0.091	105	0.27	0.056	105
people having a beautiful life story, or a life that is "like a work of art"	0.39	0.126	112	0.23	0.078	112
how often people can feel relaxed instead of feeling their lives are hectic	0.45	0.092	106	0.26	0.056	106
freedom of conscience and belief in your nation	0.48	0.096	102	0.28	0.059	103
people having new things, adventure, and excitement in their lives	0.43	0.093	108	0.25	0.057	108
how close people's lives are to being ideal	0.40	0.127	111	0.23	0.079	111
people's physical comfort	0.49	0.088	101	0.29	0.054	101
the total size of your nation's economy (GDP)	0.34	0.092	114	0.20	0.057	114
the amount of fun and play in people's lives	0.42	0.090	109	0.25	0.056	109
how full of beautiful memories people's lives are	0.48	0.123	103	0.29	0.076	102
people's sense of discovery and wonder	0.31	0.092	116	0.19	0.056	116
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.38	0.094	113	0.22	0.057	113

Aspect	Logit			Probit		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense of connection with the universe or the power behind the universe	0.33	0.096	115	0.19	0.058	115
people not feeling anxious	0.29	0.094	119	0.17	0.057	119
people's sense that everything happens for a reason	0.31	0.091	117	0.18	0.056	117
the quality of people's sleep	0.15	0.093	125	0.08	0.057	125
how desirable people's lives are	0.30	0.134	118	0.17	0.082	118
how easy and free of annoyances people's lives are	0.29	0.095	120	0.17	0.058	120
the absence of humiliation and embarrassment in people's lives	0.19	0.096	124	0.11	0.058	124
people's material standard of living	0.25	0.094	122	0.15	0.058	122
how much beauty people experience in their lives	0.14	0.096	126	0.08	0.059	126
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.19	0.129	123	0.11	0.078	123
how interesting, fascinating, and free of boredom people's lives are	0.27	0.093	121	0.16	0.057	121
people's enjoyment of winning, competing, and facing challenges	0.09	0.095	128	0.05	0.058	128
the absence of regret people feel about their lives	0.12	0.124	127	0.07	0.076	127
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.04	0.092	129	0.02	0.056	129
the absence of shame and guilt in people's lives	0.02	0.099	130	0.00	0.060	130
people's ability to "be in the moment"	-0.05	0.094	131	-0.04	0.057	131

**Notes:** Each of the two panels presents results of models relating binary choice to the 131 policy aspects and a constant, using personal choice scenarios ( $N = 23,040$ ). The constant is  $-0.04$  (s.e. =  $0.015$ ) in the logit and  $-0.03$  (s.e. =  $0.009$ ) in the probit. Aspects are ordered in the table as in the main specification. Standard errors clustered at the respondent level. The pseudo  $R^2$  is  $0.06$  for both the logit and probit. Correlation between probit coefficients and those in table 2 is  $0.97$ . The correlation between logit coefficients and those in table 2 is  $0.97$ .

# WAV. Fundamental and Combination Aspects

**Table WA10: Marginal Utility Estimates Excluding Likely Combination Aspects**

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation				0.39	0.030	0a
the happiness of your family	0.44	0.024	1	0.25	0.028	19
your health	0.43	0.023	2	0.30	0.027	4
you being a good, moral person and living according to your personal values	0.42	0.022	3	0.36	0.029	2
society helping the poor and others who struggle				0.31	0.028	3a
the quality of your family relationships	0.39	0.023	4	0.27	0.027	11
your mental health and emotional stability	0.35	0.023	5	0.25	0.028	18
the well-being of the people in your nation				0.30	0.026	5a
your financial security	0.35	0.023	6	0.29	0.026	6
you having many options and possibilities in your life and the freedom to choose among them	0.34	0.022	7	0.39	0.044	1
your sense of security about life and the future in general	0.33	0.021	8	0.27	0.028	13
freedom of speech and people's ability to take part in the political process and community life				0.29	0.028	8a
the amount of freedom in society				0.28	0.028	8b
your sense that your life is meaningful and has value	0.32	0.023	9	0.29	0.026	8
you feeling that you have enough time and money for the things that are most important to you	0.31	0.022	10	0.22	0.026	27
your freedom from being lied to, deceived, or betrayed	0.31	0.022	11	0.29	0.029	7
your pride and respect for yourself	0.31	0.023	12	0.20	0.027	36
the morality, ethics, and goodness of other people in your nation				0.27	0.028	12a
your sense that you are standing up for what you believe in	0.30	0.023	13	0.21	0.029	33
how peaceful, calm, and harmonious your life is	0.30	0.023	14	0.23	0.026	22
how happy you feel	0.30	0.022	15	0.27	0.044	9
how much you enjoy your life	0.29	0.022	16	0.26	0.028	15
your nation being a just society				0.25	0.025	16a
you having people you can turn to in time of need	0.29	0.021	17	0.30	0.027	5
you having the people around you think well of you and treat you with dignity and respect	0.28	0.022	18	0.27	0.026	12
your chance to live a long life	0.28	0.021	19	0.18	0.029	48
how low the rate of unemployment is in your nation				0.24	0.027	19a
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.28	0.023	20	0.33	0.029	3
trust among the people in your nation				0.24	0.026	20a
your feeling of independence and self-sufficiency	0.28	0.022	21	0.22	0.027	25
people getting the rewards and punishments they deserve				0.24	0.028	21a
the well-being of the people in the world				0.23	0.028	21b
you "being the person you want to be"	0.28	0.023	22	0.18	0.028	46
the extent to which humanity does things worthy of pride				0.23	0.027	22a
your ability to dream and pursue your dreams	0.27	0.022	23	0.27	0.026	14



Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense that things are getting better and better	0.27	0.022	24	0.16	0.042	54
your sense of purpose	0.27	0.022	25	0.21	0.026	34
how often you smile or laugh	0.27	0.023	26	0.16	0.026	57
the amount of love in the world				0.22	0.028	26a
equality of opportunity in your nation				0.22	0.026	26b
you feeling alive and full of energy	0.27	0.021	27	0.15	0.026	67
the condition of animals, nature, and the environment in the world				0.21	0.028	27a
your passion and enthusiasm about things in your life	0.27	0.021	28	0.16	0.026	55
you having people around you who share your values, beliefs and interests	0.27	0.021	29	0.22	0.027	26
your ability to be yourself and express yourself	0.27	0.022	30	0.18	0.027	47
your sense that you know what to do when you face choices in your life	0.26	0.023	31	0.17	0.027	49
how much of the time you feel happy	0.26	0.023	32	0.20	0.027	37
your physical safety and security	0.26	0.022	33	0.23	0.027	23
your freedom from pain	0.26	0.023	34	0.27	0.024	10
how low the rate of inflation is in your nation's economy				0.20	0.027	34a
your ability to keep good perspective in your life	0.26	0.022	35	0.19	0.028	42
the absence of worry in your life	0.26	0.023	36	0.18	0.027	44
your sense of control over your life	0.26	0.022	37	0.24	0.026	20
the amount of order and stability in your life	0.25	0.021	38	0.17	0.026	50
your success at accomplishing your goals	0.25	0.023	39	0.21	0.025	32
your ability to fulfill your potential	0.24	0.022	40	0.23	0.025	24
how much love there is in your life	0.24	0.021	41	0.21	0.028	28
the rate of economic growth (GDP growth) over time in your nation				0.19	0.029	41a
your ability to shape and influence the things around you	0.24	0.021	42	0.19	0.027	43
you feeling that your life has direction	0.23	0.023	43	0.16	0.026	58
the absence of sadness in your life	0.23	0.022	44	0.19	0.026	39
the quality of your romantic relationships, marriage, love life or sex life	0.23	0.023	45	0.17	0.030	51
your sense that you are competent and capable in the activities that matter to you	0.22	0.022	46	0.21	0.026	31
you not feeling depressed	0.22	0.022	47	0.14	0.028	71
how often you can feel relaxed instead of feeling your life is hectic	0.22	0.022	48	0.15	0.026	68
the absence of stress in your life	0.22	0.023	49	0.16	0.028	53
the amount of order and stability in society				0.17	0.028	49a
your physical comfort	0.22	0.021	50	0.11	0.027	76
your knowledge, skills, and access to information	0.22	0.021	51	0.24	0.027	21
your sense of optimism about your future	0.21	0.022	52	0.26	0.045	16
the extent to which your nation does things worthy of pride				0.17	0.026	52a
your freedom from emotional abuse or harassment	0.21	0.022	53	0.25	0.028	17
your ability to have and raise children	0.20	0.023	54	0.19	0.028	40
your sense of achievement and excellence	0.20	0.021	55	0.16	0.028	61
you feeling that you are part of something bigger than yourself	0.20	0.022	56	0.16	0.027	60
you having many moments in your life when you feel inspired	0.18	0.022	57	0.15	0.028	65

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how often you are able to challenge your mind in a productive or enjoyable way	0.18	0.022	58	0.13	0.027	72
the absence of fear in your life	0.18	0.023	59	0.20	0.029	35
the absence of anger in your life	0.18	0.023	60	0.18	0.028	45
your sense that everything happens for a reason	0.18	0.022	61	0.07	0.027	81
equality of income in your nation				0.16	0.027	61a
the average income of people in your nation (GDP per capita)				0.15	0.026	61b
the amount of pleasure in your life	0.18	0.024	62	0.21	0.027	30
the absence of frustration in your life	0.18	0.022	63	0.17	0.028	52
you feeling that you understand the world and the things going on around you	0.17	0.022	64	0.16	0.028	56
you feeling that you are understood	0.17	0.023	65	0.19	0.027	41
your sense of connection with the universe or the power behind the universe	0.17	0.023	66	0.07	0.029	80
your ability to use your imagination and be creative	0.17	0.022	67	0.15	0.025	62
your personal growth	0.17	0.022	68	0.15	0.027	66
how easy and free of annoyances your life is	0.17	0.022	69	0.07	0.027	82
freedom of conscience and belief in your nation				0.14	0.027	69a
the quality of your sleep	0.16	0.022	70	0.07	0.026	79
your ability to fully experience the entire range of healthy human emotions	0.16	0.021	71	0.19	0.027	38
the happiness of your friends	0.16	0.032	71a			
your sense of discovery and wonder	0.15	0.022	72	0.12	0.027	75
your sense of community, belonging, and connection with other people	0.15	0.022	73	0.21	0.027	29
how interesting, fascinating, and free of boredom your life is	0.14	0.022	74	0.03	0.026	85
you not being lonely	0.14	0.022	75	0.15	0.027	63
your absence of internal conflict (conflict within yourself)	0.13	0.021	76	0.15	0.027	64
you not feeling anxious	0.12	0.023	77	0.10	0.026	77
the total size of your nation's economy (GDP)				0.09	0.027	77a
the amount of fun and play in your life	0.11	0.021	78	0.12	0.027	73
you having new things, adventure, and excitement in your life	0.11	0.021	79	0.14	0.026	69
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.10	0.022	80	0.12	0.027	74
your material standard of living	0.10	0.021	81	0.08	0.029	78
the overall quality of your experience at work	0.09	0.023	82	0.14	0.026	70
how much beauty you experience in your life	0.09	0.023	83	0.04	0.028	84
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.08	0.022	84	0.01	0.026	87
you having a role to play in society	0.08	0.021	85	0.16	0.027	59
the absence of humiliation and embarrassment in your life	0.06	0.022	86	0.06	0.027	83
you having others remember you and your accomplishments long after your death	0.05	0.030	86a			
the absence of shame and guilt in your life	0.04	0.022	87	-0.01	0.027	88
your enjoyment of winning, competing, and facing challenges	0.03	0.022	88	0.02	0.027	86
your ability to "be in the moment"	0.02	0.022	89	-0.03	0.027	89

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how high your income is compared to the income of other people around you	-0.04	0.028	89a			
your social status	-0.09	0.029	89b			
your power over other people	-0.11	0.029	89c			

**Notes:** Personal panel: OLS regression of stated preference on the 94 personal aspects remaining after excluding scenarios with likely combination aspects and a constant (const. = -0.02, s.e. = 0.004), using personal choice scenarios ( $N = 25,734$ ). The  $R^2$  for this regression is 0.14. Correlation between these coefficients and those on these aspects in table 2 is 0.99. Policy panel: OLS regression of stated preference on the 112 policy aspects remaining after excluding scenarios with likely combination aspects and a constant (const. = -0.02, s.e. = 0.005) using the policy choice scenarios ( $N = 17,287$ ). The  $R^2$  for this regression is 0.11. Correlation between these coefficients and those on these aspects in table 2 is 0.99. In each regression, scenarios in which an aspect that is likely to be a combination aspect (one of the first 19 aspects) appeared are dropped. Standard errors clustered at the respondent level. For the 89 aspects that have versions that appear in both types of scenarios, the text used in the personal choice scenarios is shown; in policy choice scenarios, “people” and “people’s” replace “you and “your.” For each scenario type, the numbers 1–89 are used to rank these aspects that appear in both scenario types by coefficient size. An aspect that appears in one scenario type receives a rank that places it appropriately in the ranking for that type (5a indicates that the coefficient was between the aspects ranked 5 and 6).

**Table WA11: Policy Choice Results Excluding Macro Measures**

Aspect	No Macro Measures			No Macro Measures or Combination Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	0.40	0.027	1	0.39	0.032	2
people having many options and possibilities in their lives and the freedom to choose among them	0.35	0.037	2	0.39	0.049	1
people being good, moral people and living according to their personal values	0.34	0.027	3	0.36	0.032	3
society helping the poor and others who struggle	0.33	0.026	4	0.35	0.030	4
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.33	0.027	5	0.34	0.031	5
the overall well-being of people and their families	0.32	0.035	5a			
the morality, ethics, and goodness of other people in your nation	0.31	0.026	6	0.28	0.030	15
people's freedom from being lied to, deceived, or betrayed	0.30	0.028	7	0.29	0.031	12
people's health	0.30	0.026	8	0.31	0.029	7
people having people they can turn to in time of need	0.29	0.026	9	0.32	0.030	6
freedom of speech and people's ability to take part in the political process and community life	0.29	0.027	10	0.30	0.030	11
the well-being of the people in your nation	0.29	0.026	11	0.30	0.028	10
people's freedom from pain	0.28	0.023	12	0.31	0.026	8
people's sense of security about life and the future in general	0.27	0.026	13	0.29	0.030	13
people's financial security	0.27	0.025	14	0.30	0.028	9
people's sense that their lives are meaningful and have value	0.27	0.025	15	0.28	0.028	16
the amount of freedom in society	0.27	0.027	16	0.28	0.030	14
how peaceful, calm, and harmonious people's lives are	0.26	0.026	17	0.26	0.029	23
people having the people around them think well of them and treat them with dignity and respect	0.26	0.025	18	0.27	0.028	19
people's ability to dream and pursue their dreams	0.26	0.025	19	0.27	0.029	20
the quality of people's family relationships	0.26	0.026	20	0.28	0.029	17
the well-being of the people in the world	0.25	0.026	21	0.26	0.030	22
the extent to which people "have a good life"	0.25	0.034	21a			
how much people enjoy their lives	0.25	0.027	22	0.28	0.030	18
equality of opportunity in your nation	0.25	0.026	23	0.24	0.029	34
your nation being a just society	0.25	0.024	24	0.25	0.027	24
the happiness of people's families	0.25	0.026	25	0.25	0.030	25
people's freedom from emotional abuse or harassment	0.25	0.027	26	0.24	0.031	27
people's mental health and emotional stability	0.25	0.027	27	0.24	0.031	32
trust among the people in your nation	0.24	0.025	28	0.24	0.028	35
how grateful people feel for the things in their lives	0.24	0.034	28a			
people's physical safety and security	0.24	0.025	29	0.23	0.029	36
people's sense of control over their lives	0.23	0.025	30	0.24	0.028	33
people getting the rewards and punishments they deserve	0.23	0.027	31	0.24	0.030	29
the extent to which people feel the things they do in their lives are worthwhile	0.23	0.034	31a			
how happy people feel	0.23	0.036	32	0.24	0.045	28
people feeling that they have enough time and money for the things that are most important to them	0.22	0.026	33	0.22	0.029	38

Aspect	No Macro Measures			No Macro Measures or Combination Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense of optimism about their future	0.22	0.036	34	0.27	0.048	21
the condition of animals, nature, and the environment in the world	0.22	0.028	35	0.20	0.030	47
people's feeling of independence and self-sufficiency	0.22	0.026	36	0.22	0.030	42
people's knowledge, skills, and access to information	0.22	0.025	37	0.25	0.029	26
the extent to which humanity does things worthy of pride	0.22	0.026	38	0.24	0.029	30
the amount of pleasure in people's lives	0.22	0.025	39	0.24	0.029	31
people's sense of community, belonging, and connection with other people	0.22	0.026	40	0.21	0.029	44
people's ability to fulfill their potential	0.21	0.024	41	0.22	0.027	41
people having people around them who share their values, beliefs and interests	0.21	0.026	42	0.22	0.029	43
people's ability to have and raise children	0.21	0.026	43	0.22	0.030	39
people feeling that things are going well for them	0.21	0.038	43a			
people's sense of purpose	0.21	0.025	44	0.21	0.029	45
people's success at accomplishing their goals	0.20	0.025	45	0.21	0.028	46
the amount of love in the world	0.20	0.026	46	0.22	0.029	40
how satisfied people are with their lives	0.20	0.035	46a			
how much love there is in people's lives	0.20	0.027	47	0.23	0.030	37
how much people like their lives	0.20	0.032	47a			
how much of the time people feel happy	0.20	0.027	48	0.20	0.030	51
people's sense that things are getting better and better	0.20	0.035	49	0.18	0.044	64
the absence of worry in people's lives	0.19	0.026	50	0.19	0.029	57
people feeling that they are understood	0.19	0.026	51	0.20	0.030	48
the absence of sadness in people's lives	0.19	0.026	52	0.18	0.029	60
people's ability to shape and influence the things around them	0.19	0.026	53	0.20	0.030	50
the amount of order and stability in people's lives	0.19	0.024	54	0.19	0.027	56
how much people appreciate their lives	0.19	0.035	54a			
the extent to which your nation does things worthy of pride	0.19	0.026	55	0.19	0.028	55
people's sense that they know what to do when they face choices in their lives	0.19	0.025	56	0.17	0.030	65
people's sense that they are standing up for what they believe in	0.19	0.027	57	0.18	0.032	61
people's ability to be themselves and express themselves	0.19	0.026	58	0.18	0.030	62
the amount of order and stability in society	0.18	0.027	59	0.17	0.030	69
people's pride and respect for themselves	0.18	0.026	60	0.19	0.029	53
the absence of fear in people's lives	0.18	0.028	61	0.19	0.031	52
people's sense that they are competent and capable in the activities that matter to them	0.18	0.025	62	0.20	0.028	49
people's ability to keep good perspective in their lives	0.18	0.027	63	0.19	0.029	54
the absence of anger in people's lives	0.18	0.028	64	0.17	0.031	67
the absence of frustration in people's lives	0.18	0.027	65	0.19	0.031	58
people feeling that they have been fortunate in their lives	0.18	0.035	65a			
how rewarding the activities in people's lives are	0.18	0.036	65b			
people "being the people they want to be"	0.18	0.026	66	0.18	0.030	59
people's ability to use their imaginations and be creative	0.18	0.025	67	0.17	0.027	66

Aspect	No Macro Measures			No Macro Measures or Combination Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's ability to fully experience the entire range of healthy human emotions	0.17	0.026	68	0.18	0.028	63
people's chances to live long lives	0.17	0.025	69	0.16	0.029	72
people feeling that they understand the world and the things going on around them	0.17	0.027	70	0.17	0.030	68
people feeling that they are part of something bigger than themselves	0.17	0.025	71	0.15	0.030	77
people having a role to play in society	0.16	0.026	72	0.15	0.029	75
equality of income in your nation	0.16	0.025	73	0.15	0.029	73
people not being lonely	0.16	0.026	74	0.14	0.029	83
how glad people are to have the lives they have rather than different lives	0.16	0.036	74a			
people feeling that their lives have direction	0.15	0.025	75	0.15	0.028	78
people's sense of achievement and excellence	0.15	0.026	76	0.15	0.030	76
people's absence of internal conflict (conflict within a person)	0.15	0.025	77	0.15	0.029	81
people's personal growth	0.15	0.025	78	0.15	0.029	74
the absence of stress in people's lives	0.15	0.026	79	0.17	0.031	71
how often people are able to challenge their minds in a productive or enjoyable way	0.15	0.026	80	0.13	0.029	87
people's passion and enthusiasm about things in their lives	0.15	0.026	81	0.17	0.029	70
the quality of people's romantic relationships, marriage, love life or sex life	0.14	0.027	82	0.15	0.032	80
how fulfilling people's lives are	0.14	0.037	82a			
the overall quality of people's experience at work	0.14	0.025	83	0.14	0.028	84
how often people smile or laugh	0.14	0.025	84	0.15	0.028	79
people not feeling depressed	0.13	0.027	85	0.12	0.031	90
people having a beautiful life story, or a life that is "like a work of art"	0.13	0.037	85a			
people feeling alive and full of energy	0.13	0.025	86	0.13	0.029	88
people getting the things they want out of life	0.13	0.035	86a			
freedom of conscience and belief in your nation	0.13	0.026	87	0.14	0.029	82
how close people's lives are to being ideal	0.13	0.034	87a			
how often people can feel relaxed instead of feeling their lives are hectic	0.13	0.025	88	0.13	0.028	86
people's physical comfort	0.12	0.025	89	0.11	0.029	94
the amount of fun and play in people's lives	0.12	0.025	90	0.13	0.029	89
people having new things, adventure, and excitement in their lives	0.12	0.026	91	0.14	0.029	85
people having many moments in their lives when they feel inspired	0.11	0.026	92	0.11	0.030	93
how full of beautiful memories people's lives are	0.11	0.035	92a			
people's sense of discovery and wonder	0.10	0.026	93	0.12	0.029	91
people's sense that everything happens for a reason	0.09	0.026	94	0.07	0.030	97
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.09	0.026	95	0.11	0.029	92
people's sense of connection with the universe or the power behind the universe	0.08	0.027	96	0.06	0.031	99
people not feeling anxious	0.08	0.025	97	0.10	0.028	95
the quality of people's sleep	0.08	0.027	98	0.07	0.029	98
people's material standard of living	0.06	0.028	99	0.09	0.032	96
how desirable people's lives are	0.06	0.038	99a			

Aspect	No Macro Measures			No Macro Measures or Combination Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the absence of humiliation and embarrassment in people's lives	0.06	0.026	100	0.05	0.029	101
how easy and free of annoyances people's lives are	0.06	0.027	101	0.05	0.029	100
how much beauty people experience in their lives	0.04	0.026	102	0.03	0.030	102
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.04	0.032	102a			
how interesting, fascinating, and free of boredom people's lives are	0.03	0.025	103	0.02	0.028	103
the absence of regret people feel about their lives	0.01	0.035	103a			
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.00	0.025	104	0.01	0.028	104
the absence of shame and guilt in people's lives	0.00	0.026	105	-0.01	0.030	106
people's enjoyment of winning, competing, and facing challenges	0.00	0.026	106	-0.01	0.029	105
people's ability to "be in the moment"	-0.02	0.026	107	-0.03	0.029	107

**Notes:** No macro measures panel: OLS regression of stated preference on the 126 policy aspects not based on macro indicators and a constant (const. = -0.01, s.e. = 0.004), using policy choice scenarios ( $N = 19,628$ ). The  $R^2$  for this regression is 0.11. Correlation between these coefficients and those on these aspects in table 2 is 0.99. No macro measures or combination aspects panel: OLS regression of stated preference on the 107 non-combination, non-macro indicator policy aspects and a constant (const. = -0.01, s.e. = 0.005) using the policy choice scenarios ( $N = 14,578$ ). The  $R^2$  for this regression is 0.12. Correlation between these coefficients and those on these aspects in table 2 is 0.98. In each regression, scenarios in which the excluded aspects appeared are dropped. Standard errors clustered at the respondent level. For each specification, the numbers 1–107 are used to rank the non-summary aspects. A combination aspect, which may appear in the "no macro measures" specification only, receives a rank that places it appropriately in the ranking for that specification (5a indicates that the coefficient was between the non-combination aspects ranked 5 and 6).

# WAV. Number of Aspects Per Scenario

**Table WA12: Results by Scenario Length**  
**Panel A: Personal Choices**

Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.87	0.056	1	0.46	0.033	1
your health	0.73	0.059	2	0.41	0.038	3
the happiness of your family	0.72	0.062	3	0.42	0.038	2
the quality of your family relationships	0.68	0.060	4	0.37	0.035	5
how satisfied you are with your life	0.65	0.057	5	0.27	0.040	27
you being a good, moral person and living according to your personal values	0.64	0.062	6	0.38	0.039	4
your sense that your life is meaningful and has value	0.63	0.056	7	0.27	0.039	30
your sense of security about life and the future in general	0.62	0.060	8	0.35	0.035	6
your freedom from being lied to, deceived, or betrayed	0.61	0.060	9	0.29	0.035	19
you having many options and possibilities in your life and the freedom to choose among them	0.60	0.058	10	0.28	0.037	26
how much you like your life	0.59	0.058	11	0.32	0.033	13
your feeling of independence and self-sufficiency	0.58	0.057	12	0.28	0.033	23
your mental health and emotional stability	0.57	0.057	13	0.34	0.036	8
your pride and respect for yourself	0.56	0.056	14	0.24	0.036	44
you “being the person you want to be”	0.56	0.058	15	0.32	0.037	12
how much you enjoy your life	0.56	0.060	16	0.27	0.036	31
your financial security	0.53	0.060	17	0.31	0.040	15
your sense of control over your life	0.52	0.056	18	0.23	0.037	49
you feeling that you have enough time and money for the things that are most important to you	0.52	0.061	19	0.31	0.037	14
your physical safety and security	0.52	0.058	20	0.24	0.035	46
your ability to be yourself and express yourself	0.51	0.059	21	0.23	0.033	50
how peaceful, calm, and harmonious your life is	0.51	0.060	22	0.29	0.037	17
your sense that you know what to do when you face choices in your life	0.51	0.058	23	0.26	0.033	32
how grateful you feel for the things in your life	0.50	0.062	24	0.28	0.035	21
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.50	0.064	25	0.28	0.037	24
your sense that things are getting better and better	0.50	0.060	26	0.27	0.034	28
your chance to live a long life	0.50	0.057	27	0.23	0.035	56
how much you appreciate your life	0.50	0.059	28	0.25	0.034	42
your sense of purpose	0.49	0.056	29	0.23	0.034	53
how fulfilling your life is	0.49	0.059	30	0.25	0.036	39
you having people you can turn to in time of need	0.49	0.056	31	0.23	0.035	51
your ability to keep good perspective in your life	0.49	0.060	32	0.22	0.034	57
you having the people around you think well of you and treat you with dignity and respect	0.49	0.061	33	0.30	0.034	16
the extent to which you feel the things you do in your life are worthwhile	0.48	0.057	34	0.26	0.032	36



Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the extent to which you “have a good life”	0.48	0.062	35	0.35	0.032	7
you feeling that things are going well for you	0.48	0.061	36	0.24	0.034	45
your sense that you are standing up for what you believe in	0.47	0.065	37	0.32	0.033	11
the absence of sadness in your life	0.47	0.062	38	0.18	0.036	77
how happy you feel	0.46	0.059	39	0.33	0.033	10
how much love there is in your life	0.46	0.056	40	0.28	0.033	22
how often you smile or laugh	0.46	0.059	41	0.23	0.037	52
your passion and enthusiasm about things in your life	0.46	0.056	42	0.29	0.034	18
your ability to dream and pursue your dreams	0.45	0.059	43	0.26	0.036	37
the absence of stress in your life	0.44	0.059	44	0.17	0.038	85
your sense that you are competent and capable in the activities that matter to you	0.44	0.060	45	0.23	0.036	54
you feeling alive and full of energy	0.43	0.059	46	0.26	0.033	35
how full of beautiful memories your life is	0.43	0.057	47	0.29	0.037	20
the amount of order and stability in your life	0.43	0.056	48	0.26	0.033	34
the absence of worry in your life	0.42	0.062	49	0.26	0.035	33
you having people around you who share your values, beliefs and interests	0.42	0.058	50	0.33	0.033	9
how much of the time you feel happy	0.42	0.061	51	0.22	0.041	59
the quality of your romantic relationships, marriage, love life or sex life	0.41	0.063	52	0.15	0.036	89
your ability to shape and influence the things around you	0.40	0.059	53	0.21	0.032	61
your freedom from pain	0.40	0.060	54	0.24	0.035	47
how rewarding the activities in your life are	0.40	0.057	55	0.20	0.036	68
your ability to fulfill your potential	0.40	0.057	56	0.27	0.034	29
how glad you are to have the life you have rather than a different life	0.39	0.059	57	0.19	0.034	71
your knowledge, skills, and access to information	0.38	0.057	58	0.21	0.035	60
your physical comfort	0.38	0.060	59	0.20	0.034	66
your sense of optimism about your future	0.38	0.057	60	0.19	0.036	72
you feeling that you have been fortunate in your life	0.37	0.062	61	0.18	0.035	76
you getting the things you want out of life	0.37	0.060	62	0.24	0.037	43
your ability to fully experience the entire range of healthy human emotions	0.37	0.060	63	0.20	0.037	62
you not feeling depressed	0.37	0.060	64	0.24	0.036	48
the absence of frustration in your life	0.36	0.056	65	0.19	0.032	69
you feeling that you are understood	0.36	0.062	66	0.11	0.036	99
your freedom from emotional abuse or harassment	0.36	0.061	67	0.25	0.035	38
your sense of achievement and excellence	0.35	0.059	68	0.19	0.034	70
your personal growth	0.35	0.059	69	0.15	0.035	91
how often you can feel relaxed instead of feeling your life is hectic	0.35	0.062	70	0.22	0.035	58
you feeling that your life has direction	0.35	0.061	71	0.28	0.036	25
your sense that everything happens for a reason	0.34	0.059	72	0.15	0.033	90
the happiness of your friends	0.33	0.076	73	0.18	0.049	78
you feeling that you are part of something bigger than yourself	0.33	0.057	74	0.17	0.034	86
your success at accomplishing your goals	0.32	0.061	75	0.25	0.037	40

Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense of community, belonging, and connection with other people	0.31	0.060	76	0.18	0.035	80
the absence of fear in your life	0.31	0.063	77	0.19	0.034	73
you having many moments in your life when you feel inspired	0.31	0.059	78	0.20	0.034	65
your absence of internal conflict (conflict within yourself)	0.30	0.058	79	0.19	0.035	75
how close your life is to being ideal	0.30	0.059	80	0.17	0.037	87
how often you are able to challenge your mind in a productive or enjoyable way	0.29	0.058	81	0.23	0.033	55
your sense of discovery and wonder	0.28	0.054	82	0.17	0.036	84
the amount of pleasure in your life	0.28	0.059	83	0.18	0.038	82
your ability to use your imagination and be creative	0.28	0.059	84	0.20	0.034	63
your ability to have and raise children	0.27	0.061	85	0.20	0.034	67
the absence of anger in your life	0.26	0.059	86	0.20	0.037	64
you feeling that you understand the world and the things going on around you	0.26	0.056	87	0.18	0.033	81
how easy and free of annoyances your life is	0.25	0.060	88	0.18	0.034	79
your sense of connection with the universe or the power behind the universe	0.25	0.061	89	0.16	0.037	88
you not being lonely	0.24	0.060	90	0.15	0.037	94
how desirable your life is	0.23	0.058	91	0.25	0.035	41
the amount of fun and play in your life	0.23	0.058	92	0.11	0.035	97
you having a beautiful life story, or a life that is “like a work of art”	0.22	0.058	93	0.04	0.035	108
how much beauty you experience in your life	0.22	0.062	94	0.04	0.033	106
the quality of your sleep	0.21	0.059	95	0.17	0.036	83
the absence of regret you feel about your life	0.21	0.057	96	0.14	0.034	95
you not feeling anxious	0.21	0.063	97	0.07	0.037	105
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.20	0.056	98	0.08	0.035	104
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.19	0.056	99	0.15	0.036	92
how interesting, fascinating, and free of boredom your life is	0.19	0.062	100	0.19	0.034	74
you having new things, adventure, and excitement in your life	0.17	0.056	101	0.15	0.034	93
you having a role to play in society	0.17	0.055	102	0.11	0.032	98
your material standard of living	0.16	0.055	103	0.10	0.034	100
the absence of humiliation and embarrassment in your life	0.16	0.057	104	0.04	0.034	107
your enjoyment of winning, competing, and facing challenges	0.15	0.060	105	0.03	0.035	110
the overall quality of your experience at work	0.15	0.060	106	0.09	0.037	101
the absence of shame and guilt in your life	0.13	0.058	107	0.08	0.036	103
your ability to “be in the moment”	0.11	0.057	108	0.09	0.036	102
you having others remember you and your accomplishments long after your death	0.07	0.070	109	0.04	0.046	109
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.07	0.058	110	0.12	0.033	96
how high your income is compared to the income of other people around you	0.03	0.066	111	-0.04	0.049	111
your power over other people	-0.07	0.077	112	-0.10	0.045	113
your social status	-0.08	0.069	113	-0.06	0.050	112

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.42	0.050	1	0.27	0.040	4
your health	0.34	0.050	3	0.29	0.040	3
the happiness of your family	0.37	0.050	2	0.30	0.042	2
the quality of your family relationships	0.33	0.050	4	0.20	0.040	7
how satisfied you are with your life	0.26	0.049	12	0.16	0.042	31
you being a good, moral person and living according to your personal values	0.29	0.050	6	0.31	0.042	1
your sense that your life is meaningful and has value	0.26	0.051	9	0.18	0.041	15
your sense of security about life and the future in general	0.26	0.049	10	0.19	0.041	11
your freedom from being lied to, deceived, or betrayed	0.20	0.050	35	0.13	0.042	53
you having many options and possibilities in your life and the freedom to choose among them	0.29	0.050	5	0.19	0.041	13
how much you like your life	0.25	0.050	16	0.13	0.042	51
your feeling of independence and self-sufficiency	0.18	0.051	43	0.18	0.042	16
your mental health and emotional stability	0.27	0.049	8	0.21	0.041	6
your pride and respect for yourself	0.26	0.051	11	0.17	0.042	28
you “being the person you want to be”	0.16	0.051	53	0.15	0.041	40
how much you enjoy your life	0.23	0.049	20	0.17	0.042	25
your financial security	0.29	0.050	7	0.26	0.041	5
your sense of control over your life	0.21	0.049	28	0.16	0.042	29
you feeling that you have enough time and money for the things that are most important to you	0.25	0.049	15	0.18	0.042	17
your physical safety and security	0.21	0.049	26	0.18	0.042	14
your ability to be yourself and express yourself	0.17	0.050	51	0.13	0.041	56
how peaceful, calm, and harmonious your life is	0.25	0.052	14	0.17	0.042	27
your sense that you know what to do when you face choices in your life	0.13	0.051	72	0.19	0.041	10
how grateful you feel for the things in your life	0.20	0.052	32	0.15	0.041	36
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.24	0.049	17	0.17	0.041	24
your sense that things are getting better and better	0.16	0.050	52	0.17	0.040	26
your chance to live a long life	0.19	0.049	42	0.16	0.042	35
how much you appreciate your life	0.17	0.050	49	0.19	0.041	9
your sense of purpose	0.22	0.052	24	0.10	0.043	72
how fulfilling your life is	0.20	0.051	36	0.14	0.042	48
you having people you can turn to in time of need	0.25	0.050	13	0.15	0.040	41
your ability to keep good perspective in your life	0.18	0.049	44	0.13	0.042	54
you having the people around you think well of you and treat you with dignity and respect	0.18	0.050	45	0.17	0.041	23
the extent to which you feel the things you do in your life are worthwhile	0.20	0.049	29	0.19	0.042	8
the extent to which you “have a good life”	0.24	0.050	18	0.12	0.042	63
you feeling that things are going well for you	0.19	0.049	39	0.10	0.042	69
your sense that you are standing up for what you believe in	0.23	0.050	21	0.17	0.043	18

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the absence of sadness in your life	0.15	0.050	61	0.11	0.042	65
how happy you feel	0.12	0.050	77	0.15	0.042	38
how much love there is in your life	0.19	0.051	37	0.17	0.042	20
how often you smile or laugh	0.20	0.049	31	0.17	0.042	22
your passion and enthusiasm about things in your life	0.16	0.049	55	0.14	0.041	45
your ability to dream and pursue your dreams	0.23	0.050	19	0.13	0.042	57
the absence of stress in your life	0.20	0.050	33	0.16	0.043	30
your sense that you are competent and capable in the activities that matter to you	0.14	0.051	64	0.14	0.042	46
you feeling alive and full of energy	0.21	0.049	27	0.13	0.042	52
how full of beautiful memories your life is	0.15	0.049	58	0.10	0.041	76
the amount of order and stability in your life	0.19	0.051	41	0.12	0.042	61
the absence of worry in your life	0.19	0.049	38	0.10	0.042	74
you having people around you who share your values, beliefs and interests	0.13	0.051	68	0.17	0.041	19
how much of the time you feel happy	0.22	0.050	23	0.19	0.041	12
the quality of your romantic relationships, marriage, love life or sex life	0.21	0.051	25	0.14	0.042	49
your ability to shape and influence the things around you	0.16	0.050	56	0.13	0.040	50
your freedom from pain	0.15	0.049	60	0.16	0.042	33
how rewarding the activities in your life are	0.20	0.050	30	0.11	0.041	66
your ability to fulfill your potential	0.20	0.050	34	0.15	0.043	42
how glad you are to have the life you have rather than a different life	0.22	0.050	22	0.17	0.041	21
your knowledge, skills, and access to information	0.16	0.050	54	0.11	0.042	67
your physical comfort	0.17	0.048	48	0.15	0.040	39
your sense of optimism about your future	0.14	0.049	65	0.15	0.041	37
you feeling that you have been fortunate in your life	0.13	0.049	71	0.16	0.042	32
you getting the things you want out of life	0.15	0.050	59	0.13	0.041	59
your ability to fully experience the entire range of healthy human emotions	0.06	0.049	92	0.07	0.042	91
you not feeling depressed	0.14	0.050	66	0.08	0.041	87
the absence of frustration in your life	0.14	0.049	62	0.14	0.042	47
you feeling that you are understood	0.07	0.048	88	0.07	0.043	94
your freedom from emotional abuse or harassment	0.13	0.050	70	0.09	0.043	80
your sense of achievement and excellence	0.18	0.049	46	0.12	0.041	64
your personal growth	0.12	0.050	75	0.12	0.041	62
how often you can feel relaxed instead of feeling your life is hectic	0.19	0.049	40	0.10	0.041	73
you feeling that your life has direction	0.17	0.050	47	0.10	0.042	70
your sense that everything happens for a reason	0.13	0.050	69	0.09	0.041	81
the happiness of your friends	0.14	0.057	63	0.09	0.052	83
you feeling that you are part of something bigger than yourself	0.12	0.050	74	0.13	0.041	55
your success at accomplishing your goals	0.13	0.050	67	0.16	0.041	34
your sense of community, belonging, and connection with other people	0.07	0.050	86	0.07	0.042	92
the absence of fear in your life	0.12	0.052	76	0.08	0.043	84
you having many moments in your life when you feel inspired	0.15	0.050	57	0.10	0.041	75

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your absence of internal conflict (conflict within yourself)	0.03	0.050	98	0.06	0.041	98
how close your life is to being ideal	0.06	0.050	90	0.08	0.041	86
how often you are able to challenge your mind in a productive or enjoyable way	0.11	0.050	81	0.09	0.040	77
your sense of discovery and wonder	0.10	0.049	82	0.08	0.042	88
the amount of pleasure in your life	0.17	0.049	50	0.10	0.041	71
your ability to use your imagination and be creative	0.08	0.050	85	0.08	0.042	85
your ability to have and raise children	0.13	0.051	73	0.15	0.042	43
the absence of anger in your life	0.11	0.051	79	0.12	0.042	60
you feeling that you understand the world and the things going on around you	0.12	0.051	78	0.13	0.042	58
how easy and free of annoyances your life is	0.09	0.051	84	0.11	0.040	68
your sense of connection with the universe or the power behind the universe	0.01	0.051	102	0.03	0.043	103
you not being lonely	0.07	0.050	87	0.09	0.041	82
how desirable your life is	0.10	0.048	83	0.07	0.041	90
the amount of fun and play in your life	0.02	0.047	99	0.07	0.041	93
you having a beautiful life story, or a life that is “like a work of art”	-0.03	0.049	106	0.02	0.040	105
how much beauty you experience in your life	0.06	0.049	93	0.06	0.041	97
the quality of your sleep	0.11	0.050	80	0.14	0.042	44
the absence of regret you feel about your life	0.06	0.050	91	0.08	0.041	89
you not feeling anxious	0.06	0.050	89	0.09	0.042	79
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.00	0.050	104	0.04	0.042	102
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.02	0.050	101	-0.02	0.042	109
how interesting, fascinating, and free of boredom your life is	0.05	0.049	94	0.05	0.041	101
you having new things, adventure, and excitement in your life	0.05	0.048	95	0.07	0.042	95
you having a role to play in society	0.04	0.049	96	0.03	0.042	104
your material standard of living	0.03	0.050	97	0.06	0.041	99
the absence of humiliation and embarrassment in your life	-0.08	0.049	110	0.06	0.041	96
your enjoyment of winning, competing, and facing challenges	-0.05	0.049	108	-0.03	0.042	110
the overall quality of your experience at work	-0.01	0.050	105	0.09	0.041	78
the absence of shame and guilt in your life	0.02	0.050	100	0.00	0.040	106
your ability to “be in the moment”	-0.08	0.050	109	-0.01	0.042	108
you having others remember you and your accomplishments long after your death	-0.03	0.058	107	0.00	0.047	107
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.00	0.051	103	0.05	0.042	100
your power over other people	-0.21	0.056	112	-0.09	0.046	112
your social status	-0.17	0.055	111	-0.07	0.046	111
how high your income is compared to the income of other people around you (dropped)						

**Notes:** OLS regression of stated preference on dummies for scenario length and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,688$ ). The “2 Aspects” panel reports the coefficients, standard errors, and rank of the interactions of the aspects with the dummy equal to 1 if the scenario contained 2 aspects. The other panels present analogous results

for the other scenario lengths. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.03 (s.e. = 0.006) for the 2 aspects dummy, -0.01 (s.e. = 0.005) for the 3 aspects dummy, -0.02 (s.e. = 0.005) for the 4 aspects dummy, and -0.02 (s.e. = 0.005) for the 6 aspects dummy. The  $R^2$  for this regression is 0.14. The interactions of one aspect with dummies for 4 and 6 aspects had to be dropped because each 4- and 6-aspect scenario was symmetric. Correlations of 2-aspect coefficients with 3-aspect, 4-aspect, and 6-aspect coefficients are 0.88, 0.92, and 0.86, respectively. Correlations of 3-aspect coefficients with 4-aspect and 6-aspect coefficients are 0.88 and 0.84, respectively. Correlation between 4-aspect coefficients and 6-aspect coefficients is 0.88.

**Table WA12: Results by Scenario Length**  
**Panel B: Policy Choices**

Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people having many options and possibilities in their lives and the freedom to choose among them	0.68	0.124	1	0.37	0.074	5
people being good, moral people and living according to their personal values	0.55	0.094	2	0.37	0.057	4
freedom from corruption, injustice, and abuse of power in your nation	0.53	0.101	3	0.47	0.053	1
the amount of freedom in society	0.52	0.088	4	0.22	0.055	54
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.51	0.097	5	0.42	0.053	2
the overall well-being of people and their families	0.50	0.125	6	0.31	0.074	7
society helping the poor and others who struggle	0.49	0.083	7	0.25	0.057	29
people's sense that their lives are meaningful and have value	0.46	0.087	8	0.33	0.049	6
freedom of speech and people's ability to take part in the political process and community life	0.46	0.091	9	0.28	0.065	16
people having the people around them think well of them and treat them with dignity and respect	0.46	0.083	10	0.31	0.049	8
how much people enjoy their lives	0.45	0.088	11	0.24	0.055	38
trust among the people in your nation	0.45	0.083	12	0.24	0.054	39
people's sense of security about life and the future in general	0.45	0.082	13	0.27	0.054	19
people's freedom from being lied to, deceived, or betrayed	0.44	0.091	14	0.22	0.056	53
people's sense of community, belonging, and connection with other people	0.43	0.087	15	0.26	0.045	27
the morality, ethics, and goodness of other people in your nation	0.43	0.086	16	0.30	0.054	11
people's freedom from pain	0.43	0.082	17	0.28	0.046	15
people's financial security	0.43	0.081	18	0.27	0.049	22
how peaceful, calm, and harmonious people's lives are	0.42	0.087	19	0.31	0.050	9
the well-being of the people in the world	0.41	0.082	20	0.28	0.053	17
people's knowledge, skills, and access to information	0.41	0.085	21	0.14	0.050	82
the well-being of the people in your nation	0.40	0.086	22	0.26	0.054	25
how happy people feel	0.40	0.104	23	0.22	0.082	47
the amount of order and stability in society	0.40	0.092	24	0.05	0.053	121
how much people appreciate their lives	0.40	0.117	25	0.14	0.067	83
how much love there is in people's lives	0.39	0.087	26	0.24	0.052	32
people's sense of control over their lives	0.38	0.091	27	0.20	0.054	61
people feeling that things are going well for them	0.37	0.110	28	0.02	0.085	125
people's physical safety and security	0.37	0.085	29	0.13	0.048	96
the quality of people's family relationships	0.37	0.092	30	0.27	0.054	23

Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's freedom from emotional abuse or harassment	0.37	0.084	31	0.25	0.055	31
people's mental health and emotional stability	0.37	0.085	32	0.21	0.061	59
people's health	0.37	0.086	33	0.39	0.057	3
people's ability to dream and pursue their dreams	0.37	0.081	34	0.29	0.053	13
equality of opportunity in your nation	0.36	0.086	35	0.27	0.050	20
the rate of economic growth (GDP growth) over time in your nation	0.35	0.095	36	0.23	0.057	43
the happiness of people's families	0.35	0.085	37	0.24	0.049	36
people's success at accomplishing their goals	0.35	0.085	38	0.22	0.051	48
how fulfilling people's lives are	0.34	0.108	39	0.11	0.081	104
how grateful people feel for the things in their lives	0.33	0.098	40	0.24	0.056	33
people's ability to fulfill their potential	0.33	0.081	41	0.20	0.049	64
people having people they can turn to in time of need	0.33	0.087	42	0.29	0.053	14
how low the rate of unemployment is in your nation	0.32	0.090	43	0.24	0.055	37
people getting the rewards and punishments they deserve	0.32	0.092	44	0.27	0.055	21
the absence of fear in people's lives	0.31	0.095	45	0.11	0.057	105
the extent to which humanity does things worthy of pride	0.31	0.084	46	0.18	0.059	71
the amount of love in the world	0.31	0.088	47	0.18	0.059	70
how low the rate of inflation is in your nation's economy	0.31	0.086	48	0.16	0.055	78
people's passion and enthusiasm about things in their lives	0.31	0.087	49	0.14	0.050	84
people feeling that they understand the world and the things going on around them	0.31	0.085	50	0.08	0.058	110
the condition of animals, nature, and the environment in the world	0.31	0.085	51	0.22	0.061	50
people's feeling of independence and self-sufficiency	0.30	0.087	52	0.27	0.050	24
your nation being a just society	0.29	0.081	53	0.21	0.052	60
people feeling that they have enough time and money for the things that are most important to them	0.29	0.083	54	0.23	0.052	42
people's sense that they are standing up for what they believe in	0.29	0.090	55	0.15	0.058	79
people's ability to keep good perspective in their lives	0.29	0.079	56	0.20	0.060	63
people "being the people they want to be"	0.28	0.087	57	0.22	0.052	55
the extent to which people feel the things they do in their lives are worthwhile	0.28	0.108	58	0.30	0.076	10
people's sense of optimism about their future	0.28	0.096	59	0.22	0.078	56
equality of income in your nation	0.27	0.088	60	0.16	0.055	74
people's ability to use their imaginations and be creative	0.27	0.085	61	0.13	0.050	94
people's sense of purpose	0.26	0.084	62	0.19	0.049	69
people's pride and respect for themselves	0.26	0.088	63	0.19	0.052	66
the absence of worry in people's lives	0.26	0.087	64	0.19	0.051	67
how satisfied people are with their lives	0.26	0.105	65	0.13	0.068	93
people's sense that things are getting better and better	0.26	0.098	66	0.22	0.080	51
how much of the time people feel happy	0.26	0.084	67	0.12	0.060	101
people having people around them who share their values, beliefs and interests	0.25	0.087	68	0.22	0.051	46
people's sense that they know what to do when they face choices in their lives	0.25	0.089	69	0.13	0.054	95

Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people feeling that they have been fortunate in their lives	0.25	0.098	70	0.07	0.078	116
the amount of order and stability in people's lives	0.25	0.087	71	0.24	0.047	34
how glad people are to have the lives they have rather than different lives	0.25	0.096	72	0.01	0.069	126
the absence of anger in people's lives	0.24	0.084	73	0.18	0.056	72
the absence of sadness in people's lives	0.24	0.088	74	0.23	0.052	45
freedom of conscience and belief in your nation	0.24	0.091	75	0.14	0.052	91
people's ability to fully experience the entire range of healthy human emotions	0.24	0.083	76	0.30	0.053	12
people feeling that they are part of something bigger than themselves	0.24	0.083	77	0.03	0.056	123
how much people like their lives	0.24	0.095	78	0.23	0.069	41
the amount of pleasure in people's lives	0.23	0.085	79	0.24	0.053	35
people feeling that their lives have direction	0.23	0.083	80	0.12	0.053	100
how often people are able to challenge their minds in a productive or enjoyable way	0.23	0.080	81	0.21	0.051	58
people's ability to be themselves and express themselves	0.23	0.085	82	0.14	0.050	92
the extent to which your nation does things worthy of pride	0.23	0.082	83	0.26	0.054	26
how rewarding the activities in people's lives are	0.22	0.104	84	0.19	0.084	65
people's sense that they are competent and capable in the activities that matter to them	0.22	0.090	85	0.11	0.053	106
people feeling that they are understood	0.21	0.078	86	0.14	0.059	90
people's personal growth	0.21	0.084	87	0.14	0.056	88
the absence of frustration in people's lives	0.21	0.090	88	0.14	0.059	86
the quality of people's romantic relationships, marriage, love life or sex life	0.20	0.100	89	0.20	0.063	62
people feeling alive and full of energy	0.19	0.084	90	0.14	0.054	89
how often people smile or laugh	0.19	0.091	91	0.14	0.054	87
how full of beautiful memories people's lives are	0.19	0.109	92	0.16	0.070	76
people having new things, adventure, and excitement in their lives	0.18	0.084	93	0.06	0.047	120
the absence of stress in people's lives	0.18	0.091	94	0.14	0.051	85
people's ability to have and raise children	0.18	0.102	95	0.16	0.048	75
people's ability to shape and influence the things around them	0.17	0.085	96	0.24	0.051	40
people's chances to live long lives	0.17	0.084	97	0.17	0.053	73
people having many moments in their lives when they feel inspired	0.17	0.090	98	0.25	0.050	28
people's sense of achievement and excellence	0.16	0.092	99	0.09	0.049	109
people's physical comfort	0.16	0.089	100	0.12	0.048	103
the overall quality of people's experience at work	0.16	0.078	101	0.12	0.055	99
people having a role to play in society	0.15	0.085	102	0.28	0.050	18
people not being lonely	0.14	0.081	103	0.21	0.054	57
people's absence of internal conflict (conflict within a person)	0.14	0.086	104	0.08	0.051	112
people not feeling depressed	0.13	0.090	105	0.07	0.055	118
the amount of fun and play in people's lives	0.13	0.090	106	0.22	0.053	49
how desirable people's lives are	0.13	0.114	107	0.02	0.083	124
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.12	0.086	108	0.13	0.056	97



Aspect	2 Aspects			3 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense that everything happens for a reason	0.12	0.091	109	0.00	0.052	127
the extent to which people "have a good life"	0.12	0.105	110	0.25	0.066	30
the total size of your nation's economy (GDP)	0.11	0.087	111	0.07	0.058	119
how often people can feel relaxed instead of feeling their lives are hectic	0.09	0.082	112	0.15	0.057	81
the average income of people in your nation (GDP per capita)	0.09	0.084	113	0.12	0.051	98
how easy and free of annoyances people's lives are	0.09	0.077	114	0.08	0.055	115
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.08	0.083	115	-0.05	0.048	129
people's sense of connection with the universe or the power behind the universe	0.08	0.083	116	0.16	0.053	77
how interesting, fascinating, and free of boredom people's lives are	0.08	0.081	117	-0.05	0.054	128
people having a beautiful life story, or a life that is "like a work of art"	0.07	0.106	118	0.23	0.075	44
the absence of shame and guilt in people's lives	0.07	0.085	119	-0.13	0.051	131
people getting the things they want out of life	0.06	0.098	120	0.05	0.085	122
people's material standard of living	0.06	0.083	121	0.08	0.058	114
people not feeling anxious	0.03	0.091	122	0.19	0.051	68
the absence of humiliation and embarrassment in people's lives	0.03	0.084	123	0.09	0.051	108
people's sense of discovery and wonder	0.02	0.080	124	0.22	0.057	52
the quality of people's sleep	0.01	0.085	125	0.11	0.050	107
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	-0.01	0.105	126	0.08	0.066	111
how close people's lives are to being ideal	-0.02	0.110	127	0.12	0.063	102
the absence of regret people feel about their lives	-0.02	0.090	128	-0.07	0.077	130
people's enjoyment of winning, competing, and facing challenges	-0.04	0.088	129	0.15	0.055	80
people's ability to "be in the moment"	-0.07	0.094	130	0.07	0.054	117
how much beauty people experience in their lives	-0.07	0.087	131	0.08	0.057	113

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people having many options and possibilities in their lives and the freedom to choose among them	0.36	0.081	8	0.17	0.066	7
people being good, moral people and living according to their personal values	0.38	0.066	5	0.21	0.055	2
freedom from corruption, injustice, and abuse of power in your nation	0.41	0.067	2	0.24	0.053	1
the amount of freedom in society	0.31	0.065	22	0.14	0.053	27
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.34	0.066	12	0.15	0.051	13
the overall well-being of people and their families	0.42	0.078	1	0.17	0.062	9
society helping the poor and others who struggle	0.38	0.064	6	0.15	0.053	14
people's sense that their lives are meaningful and have value	0.20	0.069	80	0.18	0.052	3
freedom of speech and people's ability to take part in the political process and community life	0.32	0.068	17	0.17	0.051	8
people having the people around them think well of them and treat them with dignity and respect	0.22	0.069	68	0.13	0.054	33

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much people enjoy their lives	0.25	0.068	47	0.12	0.053	40
trust among the people in your nation	0.24	0.066	57	0.13	0.051	32
people's sense of security about life and the future in general	0.36	0.067	10	0.07	0.054	85
people's freedom from being lied to, deceived, or betrayed	0.39	0.068	3	0.18	0.055	5
people's sense of community, belonging, and connection with other people	0.20	0.069	79	0.07	0.054	86
the morality, ethics, and goodness of other people in your nation	0.31	0.070	23	0.18	0.051	6
people's freedom from pain	0.25	0.064	49	0.14	0.053	23
people's financial security	0.31	0.067	20	0.15	0.052	15
how peaceful, calm, and harmonious people's lives are	0.24	0.066	55	0.11	0.053	53
the well-being of the people in the world	0.23	0.065	60	0.11	0.052	50
people's knowledge, skills, and access to information	0.26	0.065	41	0.09	0.053	78
the well-being of the people in your nation	0.36	0.068	9	0.16	0.052	11
how happy people feel	0.19	0.080	87	0.15	0.062	18
the amount of order and stability in society	0.26	0.065	42	0.06	0.055	93
how much people appreciate their lives	0.26	0.078	40	0.03	0.061	109
how much love there is in people's lives	0.19	0.067	86	0.06	0.055	91
people's sense of control over their lives	0.30	0.065	25	0.12	0.053	34
people feeling that things are going well for them	0.24	0.080	59	0.15	0.066	17
people's physical safety and security	0.34	0.066	13	0.11	0.053	48
the quality of people's family relationships	0.37	0.066	7	0.10	0.052	64
people's freedom from emotional abuse or harassment	0.27	0.067	37	0.14	0.052	26
people's mental health and emotional stability	0.31	0.065	19	0.12	0.054	37
people's health	0.33	0.063	14	0.15	0.055	22
people's ability to dream and pursue their dreams	0.30	0.065	26	0.09	0.054	75
equality of opportunity in your nation	0.24	0.065	56	0.13	0.052	30
the rate of economic growth (GDP growth) over time in your nation	0.18	0.068	88	0.04	0.054	103
the happiness of people's families	0.31	0.067	24	0.09	0.054	69
people's success at accomplishing their goals	0.27	0.062	39	0.07	0.055	87
how fulfilling people's lives are	0.09	0.084	123	0.09	0.071	74
how grateful people feel for the things in their lives	0.15	0.079	102	0.18	0.066	4
people's ability to fulfill their potential	0.25	0.066	50	0.11	0.050	54
people having people they can turn to in time of need	0.39	0.066	4	0.15	0.053	16
how low the rate of unemployment is in your nation	0.33	0.066	15	0.10	0.053	58
people getting the rewards and punishments they deserve	0.27	0.066	34	0.11	0.051	47
the absence of fear in people's lives	0.24	0.067	53	0.12	0.053	43
the extent to which humanity does things worthy of pride	0.22	0.064	67	0.12	0.052	36
the amount of love in the world	0.22	0.067	64	0.10	0.054	63
how low the rate of inflation is in your nation's economy	0.21	0.066	69	0.11	0.053	45
people's passion and enthusiasm about things in their lives	0.16	0.067	100	0.04	0.051	105
people feeling that they understand the world and the things going on around them	0.19	0.067	84	0.04	0.054	102
the condition of animals, nature, and the environment in the world	0.23	0.067	61	0.15	0.055	21

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's feeling of independence and self-sufficiency	0.27	0.067	38	0.10	0.052	68
your nation being a just society	0.32	0.065	18	0.16	0.051	10
people feeling that they have enough time and money for the things that are most important to them	0.27	0.063	33	0.09	0.053	77
people's sense that they are standing up for what they believe in	0.28	0.066	30	0.10	0.054	57
people's ability to keep good perspective in their lives	0.26	0.067	45	0.02	0.054	112
people "being the people they want to be"	0.21	0.067	74	0.04	0.054	106
the extent to which people feel the things they do in their lives are worthwhile	0.28	0.071	29	0.11	0.062	56
people's sense of optimism about their future	0.26	0.080	44	0.11	0.063	44
equality of income in your nation	0.20	0.064	78	0.05	0.055	99
people's ability to use their imaginations and be creative	0.17	0.065	97	0.09	0.052	72
people's sense of purpose	0.25	0.069	51	0.12	0.052	35
people's pride and respect for themselves	0.32	0.066	16	0.01	0.052	117
the absence of worry in people's lives	0.19	0.069	83	0.14	0.052	29
how satisfied people are with their lives	0.29	0.080	28	0.07	0.065	89
people's sense that things are getting better and better	0.24	0.076	58	0.08	0.068	80
how much of the time people feel happy	0.30	0.064	27	0.10	0.054	61
people having people around them who share their values, beliefs and interests	0.26	0.066	43	0.12	0.053	39
people's sense that they know what to do when they face choices in their lives	0.25	0.064	52	0.10	0.053	67
people feeling that they have been fortunate in their lives	0.21	0.078	72	0.15	0.065	19
the amount of order and stability in people's lives	0.28	0.066	31	0.01	0.053	115
how glad people are to have the lives they have rather than different lives	0.22	0.078	65	0.08	0.070	81
the absence of anger in people's lives	0.23	0.067	63	0.10	0.054	59
the absence of sadness in people's lives	0.18	0.066	91	0.14	0.054	28
freedom of conscience and belief in your nation	0.16	0.065	99	0.03	0.053	110
people's ability to fully experience the entire range of healthy human emotions	0.17	0.070	93	0.05	0.051	98
people feeling that they are part of something bigger than themselves	0.25	0.065	48	0.11	0.053	49
how much people like their lives	0.17	0.081	95	0.11	0.060	52
the amount of pleasure in people's lives	0.22	0.064	66	0.09	0.051	73
people feeling that their lives have direction	0.21	0.063	73	0.05	0.052	96
how often people are able to challenge their minds in a productive or enjoyable way	0.15	0.068	101	0.05	0.053	95
people's ability to be themselves and express themselves	0.23	0.068	62	0.11	0.050	46
the extent to which your nation does things worthy of pride	0.13	0.064	107	0.07	0.053	90
how rewarding the activities in people's lives are	0.08	0.086	124	0.12	0.060	42
people's sense that they are competent and capable in the activities that matter to them	0.27	0.066	32	0.13	0.052	31
people feeling that they are understood	0.21	0.067	75	0.14	0.052	25
people's personal growth	0.20	0.069	77	0.04	0.049	107
the absence of frustration in people's lives	0.19	0.068	81	0.10	0.052	66
the quality of people's romantic relationships, marriage, love life or sex life	0.11	0.067	116	0.10	0.052	62

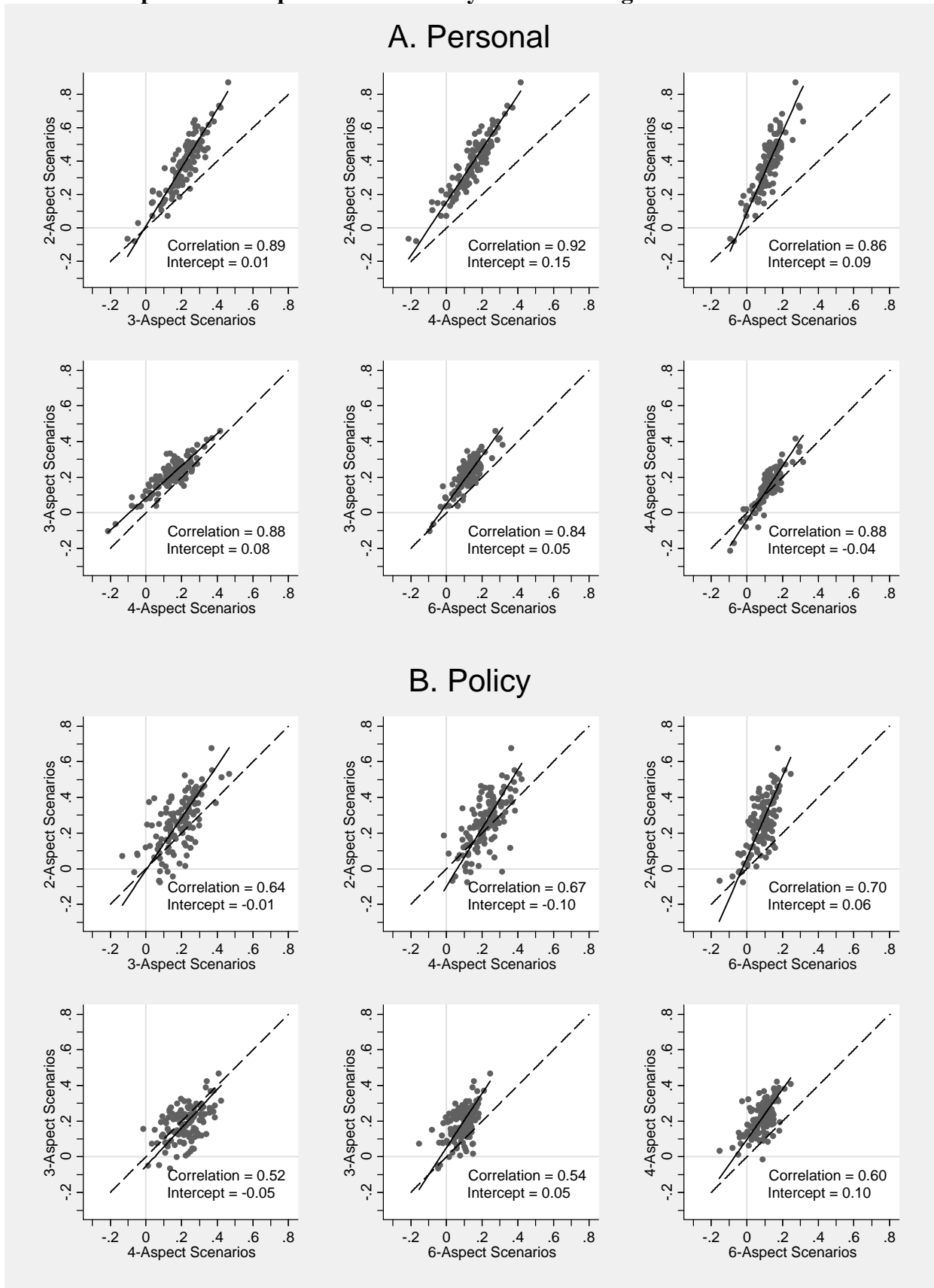
Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people feeling alive and full of energy	0.21	0.064	76	0.05	0.052	101
how often people smile or laugh	0.19	0.064	82	0.05	0.052	100
how full of beautiful memories people's lives are	-0.02	0.082	130	0.09	0.057	76
people having new things, adventure, and excitement in their lives	0.12	0.067	111	0.10	0.053	60
the absence of stress in people's lives	0.13	0.066	108	0.11	0.055	51
people's ability to have and raise children	0.27	0.067	36	0.07	0.052	84
people's ability to shape and influence the things around them	0.19	0.064	85	0.12	0.053	41
people's chances to live long lives	0.21	0.067	70	0.14	0.053	24
people having many moments in their lives when they feel inspired	0.13	0.064	106	0.04	0.055	104
people's sense of achievement and excellence	0.25	0.065	46	0.08	0.056	79
people's physical comfort	0.09	0.067	122	0.07	0.052	83
the overall quality of people's experience at work	0.18	0.067	89	0.07	0.051	88
people having a role to play in society	0.14	0.065	103	0.09	0.055	71
people not being lonely	0.17	0.067	96	0.10	0.052	65
people's absence of internal conflict (conflict within a person)	0.21	0.067	71	0.09	0.053	70
people not feeling depressed	0.12	0.066	114	0.15	0.054	20
the amount of fun and play in people's lives	0.13	0.063	109	0.00	0.052	120
how desirable people's lives are	0.11	0.086	118	0.03	0.064	108
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.10	0.065	120	0.03	0.052	111
people's sense that everything happens for a reason	0.17	0.066	94	0.02	0.052	114
the extent to which people "have a good life"	0.36	0.079	11	0.16	0.063	12
the total size of your nation's economy (GDP)	0.16	0.067	98	0.06	0.053	94
how often people can feel relaxed instead of feeling their lives are hectic	0.17	0.064	92	0.06	0.052	92
the average income of people in your nation (GDP per capita)	0.24	0.066	54	0.12	0.053	38
how easy and free of annoyances people's lives are	0.12	0.067	110	-0.02	0.056	122
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.01	0.066	129	-0.05	0.052	128
people's sense of connection with the universe or the power behind the universe	0.12	0.066	112	0.02	0.056	113
how interesting, fascinating, and free of boredom people's lives are	0.07	0.066	125	-0.04	0.052	125
people having a beautiful life story, or a life that is "like a work of art"	0.09	0.079	121	0.08	0.067	82
people getting the things they want out of life	0.27	0.084	35	0.11	0.060	55
people's material standard of living	0.06	0.069	126	0.01	0.054	116
people not feeling anxious	0.11	0.070	115	-0.02	0.052	121
the absence of humiliation and embarrassment in people's lives	0.14	0.068	104	0.00	0.055	119
people's sense of discovery and wonder	0.18	0.067	90	0.00	0.053	118
the quality of people's sleep	0.10	0.068	119	0.05	0.053	97
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.11	0.075	117	-0.04	0.058	126
how close people's lives are to being ideal	0.31	0.078	21	-0.03	0.062	124
the absence of regret people feel about their lives	0.14	0.082	105	-0.05	0.064	127
people's enjoyment of winning, competing, and facing challenges	0.05	0.067	127	-0.08	0.052	129

Aspect	4 Aspects			6 Aspects		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people’s ability to “be in the moment”	0.03	0.064	128	-0.15	0.052	130
how much beauty people experience in their lives	0.12	0.065	113	-0.02	0.053	123
the absence of shame and guilt in people’s lives (dropped)						

**Notes:** OLS regression of stated preference on dummies for scenario length and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 23,040$ ). The “2 Aspects” panel reports the coefficients, standard errors, and rank of the interactions of the aspects with the dummy equal to 1 if the scenario contained 2 aspects. The other panels present analogous results for the other scenario lengths. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.008) for the 2 aspects dummy, -0.01 (s.e. = 0.008) for the 3 aspects dummy, -0.02 (s.e. = 0.007) for the 4 aspects dummy, and -0.02 (s.e. = 0.007) for the 6 aspects dummy. The  $R^2$  for this regression is 0.12. The interactions of one aspect with dummies for 4 and 6 aspects had to be dropped because each 4- and 6-aspect scenario was symmetric. Correlations of 2-aspect coefficients with 3-aspect, 4-aspect, and 6-aspect coefficients are 0.64, 0.67, and 0.70, respectively. Correlations of 3-aspect coefficients with 4-aspect and 6-aspect coefficients are 0.52 and 0.54, respectively. Correlation between 4-aspect coefficients and 6-aspect coefficients is 0.60.

**Notes to Figure WA1** (next page): Each graph plots the coefficient of each aspect estimated using scenarios of one length against the coefficient of that aspect estimated using scenarios of a different length. The coefficients are estimated from the model described in the notes to table WA12. Solid line: SD line; dashed line: 45-degree line. The SD line goes through the means and has a slope equal to the ratio of the standard deviations. The intercept of the SD line and the correlation between the sets of coefficients are reported on each graph.

Figure WA1: A Comparison of Aspect Coefficients by Scenario Length



# WAV. Respondents' Effort and Comprehension

**Table WA13: Results by Completion Time**  
**Panel A: Personal Choices**

Aspect	under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.19	0.041	1	0.41	0.034	1
the happiness of your family	0.10	0.037	38	0.33	0.036	2
your health	0.11	0.035	18	0.31	0.039	4
you being a good, moral person and living according to your personal values	0.08	0.036	58	0.26	0.036	8
the quality of your family relationships	0.10	0.038	35	0.32	0.037	3
your financial security	0.12	0.038	14	0.26	0.037	9
your mental health and emotional stability	0.09	0.035	47	0.24	0.035	17
your sense of security about life and the future in general	0.13	0.031	12	0.22	0.033	25
you having many options and possibilities in your life and the freedom to choose among them	0.11	0.036	25	0.21	0.036	36
your sense that your life is meaningful and has value	0.03	0.036	97	0.27	0.034	7
how satisfied you are with your life	0.06	0.035	82	0.29	0.037	6
you feeling that you have enough time and money for the things that are most important to you	0.05	0.040	88	0.22	0.037	27
how much you like your life	0.04	0.036	92	0.30	0.037	5
how peaceful, calm, and harmonious your life is	0.06	0.036	80	0.23	0.037	20
your feeling of independence and self-sufficiency	0.13	0.036	8	0.22	0.034	26
your pride and respect for yourself	0.07	0.038	64	0.24	0.036	14
your sense that you are standing up for what you believe in	0.06	0.033	76	0.21	0.034	32
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.11	0.033	19	0.17	0.037	67
how much you enjoy your life	0.13	0.037	11	0.24	0.036	15
the extent to which you feel the things you do in your life are worthwhile	0.10	0.038	29	0.17	0.034	64
your physical safety and security	0.08	0.036	56	0.25	0.035	13
you "being the person you want to be"	0.08	0.034	54	0.23	0.038	22
your freedom from being lied to, deceived, or betrayed	0.06	0.034	84	0.20	0.036	42
you having people you can turn to in time of need	0.09	0.040	45	0.21	0.034	35
the extent to which you "have a good life"	0.09	0.037	42	0.23	0.037	19
you having the people around you think well of you and treat you with dignity and respect	0.11	0.036	20	0.16	0.036	72
how grateful you feel for the things in your life	0.10	0.037	28	0.19	0.037	54
your sense of control over your life	0.10	0.038	37	0.17	0.037	60
how much love there is in your life	0.06	0.038	83	0.26	0.034	12
how much you appreciate your life	0.11	0.037	26	0.18	0.035	59
how much of the time you feel happy	0.10	0.035	32	0.20	0.035	43
your sense that things are getting better and better	0.13	0.038	9	0.22	0.035	29
your sense that you know what to do when you face choices in your life	0.09	0.036	39	0.16	0.032	75
you having people around you who share your values, beliefs and interests	0.05	0.034	91	0.20	0.035	41

Aspect	under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how often you smile or laugh	0.05	0.037	87	0.18	0.036	58
your ability to dream and pursue your dreams	0.09	0.034	46	0.21	0.037	33
your chance to live a long life	0.03	0.035	101	0.23	0.036	18
how fulfilling your life is	0.03	0.037	98	0.21	0.035	37
how happy you feel	0.04	0.038	96	0.24	0.035	16
how glad you are to have the life you have rather than a different life	0.08	0.041	51	0.22	0.033	28
your passion and enthusiasm about things in your life	0.14	0.035	7	0.20	0.034	44
you feeling alive and full of energy	0.07	0.034	71	0.21	0.035	31
your ability to fulfill your potential	0.07	0.035	69	0.16	0.035	70
your ability to be yourself and express yourself	0.10	0.038	34	0.17	0.034	63
the absence of stress in your life	0.11	0.039	17	0.23	0.036	21
your ability to keep good perspective in your life	0.17	0.034	3	0.17	0.037	62
your sense of purpose	0.12	0.035	15	0.19	0.036	50
the amount of order and stability in your life	0.06	0.034	74	0.21	0.035	40
your freedom from pain	0.07	0.035	63	0.22	0.035	30
you feeling that things are going well for you	0.06	0.036	79	0.18	0.034	57
the quality of your romantic relationships, marriage, love life or sex life	0.11	0.039	16	0.17	0.038	61
the absence of worry in your life	0.02	0.038	103	0.21	0.034	38
your sense that you are competent and capable in the activities that matter to you	0.09	0.035	44	0.16	0.033	74
your physical comfort	0.10	0.035	33	0.18	0.034	56
how full of beautiful memories your life is	0.00	0.036	111	0.20	0.033	45
your success at accomplishing your goals	0.09	0.039	40	0.22	0.036	24
your ability to shape and influence the things around you	0.10	0.036	30	0.12	0.035	88
you feeling that your life has direction	0.11	0.035	24	0.20	0.039	47
how rewarding the activities in your life are	0.05	0.035	90	0.19	0.037	53
you getting the things you want out of life	0.11	0.035	22	0.15	0.036	80
your sense of optimism about your future	0.07	0.033	70	0.19	0.036	51
you feeling that you have been fortunate in your life	0.08	0.037	50	0.15	0.034	79
your knowledge, skills, and access to information	0.07	0.034	62	0.19	0.037	52
the absence of sadness in your life	0.08	0.036	52	0.21	0.034	39
how often you can feel relaxed instead of feeling your life is hectic	0.06	0.036	86	0.26	0.036	11
your sense of achievement and excellence	0.14	0.035	6	0.17	0.033	66
the absence of frustration in your life	0.06	0.036	81	0.20	0.035	46
your freedom from emotional abuse or harassment	0.08	0.035	60	0.16	0.038	73
you not feeling depressed	0.11	0.038	21	0.12	0.033	89
your ability to have and raise children	0.06	0.037	77	0.14	0.036	83
you feeling that you are part of something bigger than yourself	0.09	0.039	41	0.20	0.036	48
you having many moments in your life when you feel inspired	0.08	0.039	55	0.16	0.033	71
the amount of pleasure in your life	0.09	0.038	49	0.22	0.037	23
your personal growth	0.11	0.035	27	0.14	0.032	82
the happiness of your friends	0.07	0.053	73	0.21	0.054	34



Aspect	under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how often you are able to challenge your mind in a productive or enjoyable way	0.13	0.035	10	0.12	0.033	90
the absence of anger in your life	0.09	0.038	43	0.26	0.040	10
the quality of your sleep	0.15	0.035	5	0.19	0.034	49
you feeling that you understand the world and the things going on around you	-0.03	0.036	113	0.09	0.033	98
your sense that everything happens for a reason	0.00	0.035	108	0.16	0.031	76
the absence of fear in your life	0.10	0.034	31	0.13	0.037	86
how easy and free of annoyances your life is	0.04	0.037	94	0.15	0.034	78
how desirable your life is	0.09	0.037	48	0.18	0.033	55
your ability to fully experience the entire range of healthy human emotions	0.13	0.038	13	0.14	0.033	84
your ability to use your imagination and be creative	0.17	0.034	4	0.17	0.037	68
your sense of discovery and wonder	0.03	0.031	100	0.17	0.033	69
how close your life is to being ideal	0.19	0.037	2	0.09	0.038	99
your sense of community, belonging, and connection with other people	0.01	0.038	106	0.08	0.037	102
you not being lonely	0.06	0.036	85	0.08	0.034	103
you feeling that you are understood	0.06	0.035	78	0.16	0.036	77
your absence of internal conflict (conflict within yourself)	0.07	0.039	66	0.08	0.033	101
the absence of regret you feel about your life	0.00	0.039	109	0.13	0.036	87
you not feeling anxious	-0.01	0.038	112	0.11	0.038	92
how interesting, fascinating, and free of boredom your life is	0.01	0.037	105	0.10	0.031	94
you having new things, adventure, and excitement in your life	0.05	0.036	89	0.09	0.031	97
the amount of fun and play in your life	0.08	0.035	57	0.15	0.033	81
your sense of connection with the universe or the power behind the universe	0.02	0.039	102	0.05	0.038	108
how much beauty you experience in your life	0.00	0.038	107	0.17	0.038	65
your material standard of living	0.04	0.038	93	0.11	0.035	93
the overall quality of your experience at work	0.06	0.034	75	0.14	0.036	85
you having a role to play in society	0.07	0.037	68	0.11	0.033	91
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.11	0.036	23	0.08	0.036	100
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.02	0.033	104	0.08	0.038	104
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.04	0.036	95	0.05	0.039	107
the absence of shame and guilt in your life	0.07	0.035	65	0.10	0.034	95
you having a beautiful life story, or a life that is “like a work of art”	0.08	0.033	59	0.04	0.034	110
the absence of humiliation and embarrassment in your life	0.03	0.037	99	0.05	0.035	109
you having others remember you and your accomplishments long after your death	0.08	0.048	53	0.06	0.048	106
your ability to “be in the moment”	0.07	0.039	72	0.04	0.037	111
your enjoyment of winning, competing, and facing challenges	0.07	0.038	67	0.06	0.037	105
how high your income is compared to the income of other people around you	0.00	0.049	110	0.10	0.050	96
your social status	0.08	0.044	61	0.03	0.056	112
your power over other people	0.10	0.053	36	-0.06	0.045	113

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.52	0.032	1	0.54	0.035	1
the happiness of your family	0.42	0.038	3	0.49	0.039	2
your health	0.47	0.036	2	0.49	0.035	3
you being a good, moral person and living according to your personal values	0.41	0.034	4	0.43	0.039	5
the quality of your family relationships	0.35	0.038	6	0.43	0.037	6
your financial security	0.30	0.040	19	0.44	0.038	4
your mental health and emotional stability	0.37	0.034	5	0.41	0.037	9
your sense of security about life and the future in general	0.32	0.035	13	0.40	0.037	10
you having many options and possibilities in your life and the freedom to choose among them	0.32	0.035	12	0.37	0.038	13
your sense that your life is meaningful and has value	0.32	0.036	14	0.32	0.039	24
how satisfied you are with your life						
you feeling that you have enough time and money for the things that are most important to you	0.34	0.037	7	0.42	0.037	8
how much you like your life	0.33	0.036	10	0.30	0.036	39
how peaceful, calm, and harmonious your life is	0.28	0.036	26	0.33	0.039	22
your feeling of independence and self-sufficiency	0.26	0.032	38	0.33	0.038	19
your pride and respect for yourself	0.27	0.036	32	0.31	0.041	33
your sense that you are standing up for what you believe in	0.33	0.038	8	0.31	0.038	32
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.25	0.037	43	0.43	0.036	7
how much you enjoy your life	0.31	0.034	17	0.38	0.034	11
the extent to which you feel the things you do in your life are worthwhile	0.31	0.033	15	0.31	0.036	34
your physical safety and security	0.29	0.033	22	0.27	0.036	50
you "being the person you want to be"	0.24	0.034	49	0.30	0.037	35
your freedom from being lied to, deceived, or betrayed	0.30	0.038	18	0.27	0.036	54
you having people you can turn to in time of need	0.27	0.033	31	0.38	0.036	12
the extent to which you "have a good life"	0.26	0.037	41	0.36	0.033	14
you having the people around you think well of you and treat you with dignity and respect	0.28	0.033	28	0.33	0.038	21
how grateful you feel for the things in your life	0.27	0.037	34	0.33	0.034	20
your sense of control over your life	0.30	0.034	20	0.32	0.037	25
how much love there is in your life	0.27	0.039	29	0.28	0.036	49
how much you appreciate your life	0.24	0.032	50	0.31	0.033	27
how much of the time you feel happy	0.32	0.037	11	0.30	0.036	36
your sense that things are getting better and better	0.27	0.036	33	0.30	0.037	38
your sense that you know what to do when you face choices in your life	0.31	0.036	16	0.29	0.039	40
you having people around you who share your values, beliefs and interests	0.21	0.034	68	0.29	0.037	41
how often you smile or laugh	0.33	0.035	9	0.34	0.042	17
your ability to dream and pursue your dreams	0.23	0.034	58	0.31	0.037	31
your chance to live a long life	0.27	0.036	35	0.31	0.035	28
how fulfilling your life is	0.27	0.037	30	0.33	0.038	18

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how happy you feel	0.20	0.038	71	0.34	0.038	16
how glad you are to have the life you have rather than a different life	0.25	0.033	46	0.31	0.038	30
your passion and enthusiasm about things in your life	0.25	0.032	42	0.28	0.035	46
you feeling alive and full of energy						
your ability to fulfill your potential	0.19	0.034	75	0.29	0.037	42
your ability to be yourself and express yourself	0.27	0.034	37	0.26	0.036	59
the absence of stress in your life	0.30	0.033	21	0.28	0.039	47
your ability to keep good perspective in your life	0.28	0.037	25	0.25	0.034	64
your sense of purpose	0.25	0.035	48	0.25	0.036	61
the amount of order and stability in your life	0.21	0.037	60	0.26	0.035	60
your freedom from pain	0.26	0.038	39	0.27	0.038	52
you feeling that things are going well for you	0.28	0.036	24	0.23	0.041	70
the quality of your romantic relationships, marriage, love life or sex life	0.24	0.037	53	0.26	0.040	55
the absence of worry in your life	0.25	0.036	44	0.28	0.036	44
your sense that you are competent and capable in the activities that matter to you	0.29	0.036	23	0.29	0.039	43
your physical comfort	0.23	0.032	54	0.23	0.035	69
how full of beautiful memories your life is	0.21	0.038	66	0.27	0.033	51
your success at accomplishing your goals	0.20	0.035	70	0.26	0.036	57
your ability to shape and influence the things around you	0.21	0.033	67	0.28	0.036	48
you feeling that your life has direction	0.18	0.035	77	0.31	0.036	29
how rewarding the activities in your life are	0.23	0.033	56	0.28	0.036	45
you getting the things you want out of life	0.25	0.034	45	0.31	0.037	26
your sense of optimism about your future	0.21	0.035	63	0.32	0.035	23
you feeling that you have been fortunate in your life	0.21	0.037	61	0.25	0.037	63
your knowledge, skills, and access to information	0.24	0.030	51	0.21	0.040	81
the absence of sadness in your life	0.21	0.037	62	0.25	0.037	62
how often you can feel relaxed instead of feeling your life is hectic	0.15	0.035	83	0.23	0.038	73
your sense of achievement and excellence	0.26	0.035	40	0.22	0.034	76
the absence of frustration in your life	0.23	0.037	59	0.20	0.040	87
your freedom from emotional abuse or harassment	0.20	0.035	72	0.20	0.036	85
you not feeling depressed	0.28	0.036	27	0.27	0.035	53
your ability to have and raise children	0.27	0.038	36	0.24	0.039	66
you feeling that you are part of something bigger than yourself	0.23	0.033	57	0.19	0.038	90
you having many moments in your life when you feel inspired	0.20	0.037	69	0.19	0.038	89
the amount of pleasure in your life	0.21	0.040	65	0.22	0.038	75
your personal growth	0.25	0.037	47	0.23	0.036	72
the happiness of your friends	0.23	0.049	55	0.20	0.052	83
how often you are able to challenge your mind in a productive or enjoyable way	0.20	0.034	73	0.24	0.037	67
the absence of anger in your life	0.17	0.037	78	0.21	0.038	80
the quality of your sleep	0.18	0.036	76	0.22	0.039	77

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you feeling that you understand the world and the things going on around you	0.24	0.037	52	0.23	0.035	71
your sense that everything happens for a reason	0.15	0.037	82	0.16	0.039	97
the absence of fear in your life	0.13	0.038	89	0.26	0.040	58
how easy and free of annoyances your life is	0.13	0.033	91	0.24	0.037	68
how desirable your life is	0.15	0.037	85	0.22	0.038	78
your ability to fully experience the entire range of healthy human emotions	0.13	0.033	90	0.21	0.038	79
your ability to use your imagination and be creative	0.17	0.036	79	0.20	0.039	84
your sense of discovery and wonder	0.14	0.033	88	0.17	0.037	94
how close your life is to being ideal	0.16	0.036	80	0.24	0.039	65
your sense of community, belonging, and connection with other people	0.14	0.034	87	0.22	0.036	74
you not being lonely	0.11	0.036	94	0.19	0.036	88
you feeling that you are understood	0.12	0.035	93	0.26	0.036	56
your absence of internal conflict (conflict within yourself)	0.15	0.035	86	0.20	0.035	82
the absence of regret you feel about your life	0.13	0.034	92	0.18	0.036	92
you not feeling anxious	0.16	0.036	81	0.17	0.040	93
how interesting, fascinating, and free of boredom your life is	0.11	0.036	95	0.16	0.038	98
you having new things, adventure, and excitement in your life	0.09	0.037	98	0.16	0.035	96
the amount of fun and play in your life	0.09	0.035	100	0.20	0.036	86
your sense of connection with the universe or the power behind the universe	0.06	0.038	106	0.14	0.040	100
how much beauty you experience in your life	0.10	0.034	97	0.17	0.039	95
your material standard of living	0.08	0.033	103	0.10	0.037	104
the overall quality of your experience at work	0.08	0.035	104	0.10	0.037	105
you having a role to play in society	0.09	0.035	99	0.12	0.035	101
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.06	0.035	107	0.10	0.037	103
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.15	0.035	84	0.08	0.037	106
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.09	0.033	101	0.18	0.036	91
the absence of shame and guilt in your life	0.08	0.033	105	0.11	0.038	102
you having a beautiful life story, or a life that is “like a work of art”	0.10	0.037	96	0.07	0.038	107
the absence of humiliation and embarrassment in your life	0.09	0.037	102	0.15	0.035	99
you having others remember you and your accomplishments long after your death	0.02	0.048	110	0.03	0.049	110
your ability to “be in the moment”	0.00	0.037	111	0.05	0.037	109
your enjoyment of winning, competing, and facing challenges	0.03	0.033	109	0.06	0.035	108
how high your income is compared to the income of other people around you	0.04	0.045	108	0.01	0.054	111
your social status	-0.15	0.043	113	-0.05	0.048	112
your power over other people	-0.10	0.049	112	-0.06	0.052	113

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.41	0.038	4	0.41	0.039	2
the happiness of your family	0.44	0.040	3	0.47	0.040	1
your health	0.50	0.039	2	0.36	0.039	7
you being a good, moral person and living according to your personal values	0.54	0.039	1	0.34	0.042	12
the quality of your family relationships	0.38	0.036	7	0.37	0.039	3
your financial security	0.39	0.039	6	0.33	0.038	14
your mental health and emotional stability	0.32	0.037	20	0.37	0.038	4
your sense of security about life and the future in general	0.36	0.040	10	0.36	0.034	6
you having many options and possibilities in your life and the freedom to choose among them	0.40	0.041	5	0.34	0.038	10
your sense that your life is meaningful and has value	0.31	0.038	21	0.37	0.036	5
how satisfied you are with your life	0.38	0.038	8	0.34	0.036	8
you feeling that you have enough time and money for the things that are most important to you	0.28	0.041	41	0.26	0.038	28
how much you like your life	0.33	0.037	18	0.24	0.040	43
how peaceful, calm, and harmonious your life is	0.28	0.036	37	0.34	0.041	9
your feeling of independence and self-sufficiency	0.34	0.038	12	0.34	0.038	11
your pride and respect for yourself	0.31	0.036	26	0.33	0.038	15
your sense that you are standing up for what you believe in	0.34	0.039	13	0.27	0.037	25
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.33	0.036	14	0.26	0.038	30
how much you enjoy your life	0.30	0.040	28	0.22	0.040	55
the extent to which you feel the things you do in your life are worthwhile	0.35	0.035	11	0.25	0.041	33
your physical safety and security	0.31	0.038	22	0.26	0.041	31
you "being the person you want to be"	0.37	0.037	9	0.25	0.040	32
your freedom from being lied to, deceived, or betrayed	0.30	0.040	29	0.32	0.037	16
you having people you can turn to in time of need	0.29	0.038	36	0.24	0.037	38
the extent to which you "have a good life"	0.29	0.037	34	0.22	0.037	56
you having the people around you think well of you and treat you with dignity and respect	0.32	0.038	19	0.28	0.039	21
how grateful you feel for the things in your life	0.30	0.042	30	0.28	0.036	22
your sense of control over your life	0.23	0.038	61	0.33	0.038	13
how much love there is in your life	0.33	0.037	16	0.21	0.038	61
how much you appreciate your life	0.31	0.039	23	0.30	0.035	20
how much of the time you feel happy	0.28	0.037	39	0.24	0.041	41
your sense that things are getting better and better	0.23	0.038	60	0.30	0.037	19
your sense that you know what to do when you face choices in your life	0.33	0.041	17	0.25	0.036	34
you having people around you who share your values, beliefs and interests	0.31	0.038	25	0.31	0.037	17
how often you smile or laugh	0.28	0.035	40	0.17	0.042	71
your ability to dream and pursue your dreams	0.26	0.039	50	0.31	0.037	18
your chance to live a long life	0.25	0.040	55	0.24	0.037	42
how fulfilling your life is	0.26	0.037	49	0.22	0.038	51
how happy you feel	0.25	0.037	56	0.25	0.037	35

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how glad you are to have the life you have rather than a different life	0.27	0.040	44	0.22	0.035	53
your passion and enthusiasm about things in your life	0.29	0.036	31	0.24	0.038	40
you feeling alive and full of energy	0.31	0.037	27	0.27	0.037	26
your ability to fulfill your potential	0.33	0.040	15	0.26	0.040	29
your ability to be yourself and express yourself	0.26	0.036	52	0.28	0.037	23
the absence of stress in your life	0.20	0.037	75	0.23	0.039	45
your ability to keep good perspective in your life	0.31	0.037	24	0.22	0.039	54
your sense of purpose	0.29	0.041	35	0.27	0.041	27
the amount of order and stability in your life	0.29	0.033	33	0.25	0.040	37
your freedom from pain	0.24	0.038	59	0.20	0.038	64
you feeling that things are going well for you	0.29	0.037	32	0.21	0.036	62
the quality of your romantic relationships, marriage, love life or sex life	0.27	0.040	45	0.24	0.036	39
the absence of worry in your life	0.20	0.040	74	0.22	0.038	52
your sense that you are competent and capable in the activities that matter to you	0.19	0.038	79	0.23	0.039	48
your physical comfort	0.27	0.039	46	0.23	0.034	44
how full of beautiful memories your life is	0.24	0.040	58	0.23	0.039	46
your success at accomplishing your goals	0.21	0.037	68	0.22	0.041	50
your ability to shape and influence the things around you	0.27	0.036	47	0.28	0.035	24
you feeling that your life has direction	0.21	0.039	71	0.23	0.041	49
how rewarding the activities in your life are	0.20	0.039	72	0.20	0.038	63
you getting the things you want out of life	0.16	0.041	85	0.21	0.039	59
your sense of optimism about your future	0.22	0.035	64	0.15	0.036	83
you feeling that you have been fortunate in your life	0.28	0.037	38	0.21	0.039	60
your knowledge, skills, and access to information	0.28	0.036	42	0.15	0.037	82
the absence of sadness in your life	0.19	0.040	77	0.21	0.037	58
how often you can feel relaxed instead of feeling your life is hectic	0.27	0.037	43	0.17	0.038	74
your sense of achievement and excellence	0.22	0.037	63	0.20	0.039	65
the absence of frustration in your life	0.26	0.034	48	0.19	0.038	66
your freedom from emotional abuse or harassment	0.25	0.037	54	0.22	0.040	57
you not feeling depressed	0.22	0.037	66	0.13	0.041	93
your ability to have and raise children	0.21	0.038	70	0.15	0.040	84
you feeling that you are part of something bigger than yourself	0.12	0.038	94	0.25	0.039	36
you having many moments in your life when you feel inspired	0.26	0.036	51	0.18	0.038	68
the amount of pleasure in your life	0.17	0.038	84	0.16	0.037	77
your personal growth	0.16	0.035	86	0.17	0.039	75
the happiness of your friends	0.14	0.056	92	0.14	0.057	86
how often you are able to challenge your mind in a productive or enjoyable way	0.22	0.041	65	0.18	0.035	67
the absence of anger in your life	0.20	0.040	73	0.10	0.041	99
the quality of your sleep	0.18	0.037	83	0.15	0.038	81
you feeling that you understand the world and the things going on around you	0.21	0.036	69	0.16	0.039	78

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense that everything happens for a reason	0.19	0.038	78	0.23	0.038	47
the absence of fear in your life	0.25	0.043	53	0.13	0.038	89
how easy and free of annoyances your life is	0.19	0.037	80	0.16	0.039	80
how desirable your life is	0.14	0.036	89	0.15	0.036	85
your ability to fully experience the entire range of healthy human emotions	0.20	0.037	76	0.17	0.038	73
your ability to use your imagination and be creative	0.16	0.037	87	0.13	0.040	94
your sense of discovery and wonder	0.18	0.038	82	0.17	0.039	76
how close your life is to being ideal	0.14	0.036	88	0.16	0.036	79
your sense of community, belonging, and connection with other people	0.23	0.039	62	0.13	0.039	95
you not being lonely	0.24	0.038	57	0.14	0.040	87
you feeling that you are understood	0.11	0.042	95	0.07	0.039	101
your absence of internal conflict (conflict within yourself)	0.18	0.037	81	0.12	0.038	96
the absence of regret you feel about your life	0.14	0.036	90	0.11	0.038	97
you not feeling anxious	0.05	0.040	105	0.17	0.040	72
how interesting, fascinating, and free of boredom your life is	0.11	0.042	96	0.17	0.037	70
you having new things, adventure, and excitement in your life	0.14	0.039	91	0.13	0.038	90
the amount of fun and play in your life	0.04	0.032	106	0.13	0.039	88
your sense of connection with the universe or the power behind the universe	0.21	0.041	67	0.13	0.039	91
how much beauty you experience in your life	0.03	0.037	110	0.10	0.038	98
your material standard of living	0.07	0.035	100	0.18	0.038	69
the overall quality of your experience at work	0.09	0.040	98	0.13	0.039	92
you having a role to play in society	0.09	0.033	99	0.09	0.037	100
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.13	0.039	93	0.07	0.037	102
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.06	0.036	101	0.07	0.038	103
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.05	0.039	104	0.04	0.033	107
the absence of shame and guilt in your life	0.04	0.038	108	0.02	0.039	109
you having a beautiful life story, or a life that is “like a work of art”	0.09	0.035	97	0.05	0.036	106
the absence of humiliation and embarrassment in your life	0.06	0.036	103	0.01	0.039	110
you having others remember you and your accomplishments long after your death	0.03	0.050	109	0.07	0.053	104
your ability to “be in the moment”	0.06	0.040	102	0.06	0.037	105
your enjoyment of winning, competing, and facing challenges	-0.01	0.038	111	0.03	0.039	108
how high your income is compared to the income of other people around you	0.04	0.051	107	-0.04	0.049	111
your social status	-0.01	0.047	112	-0.10	0.048	112
your power over other people	-0.13	0.049	113	-0.10	0.048	113

**Notes:** OLS regression of stated preference on dummies for approximate timing sextiles and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 59,367$ ). The “under 8 minutes” panel reports the coefficients, standard errors, and rank of the interactions of the aspects with the dummy equal to 1 if the scenario was completed by a subject who took fewer than 8 minutes to complete the survey. The other panels present analogous results for the other sextiles. Aspects appear in the table in the order in which they are ranked in table 2. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.08

(s.e. = 0.010) for the under 8 minutes dummy, -0.03 (s.e. = 0.008) for the 8-12 minutes dummy, -0.02 (s.e. = 0.007) for the 12-16 minutes dummy, -0.01 (s.e. = 0.007) for the 16-21 minutes dummy, -0.02 (s.e. = 0.007) for the 21-31 minutes dummy, and -0.02 (s.e. = 0.007) for the 31 minutes or more dummy.

## Correlations between sets of coefficients

	8-12 mins	12-16 mins	16-21 mins	21-31 mins	31+ mins
under 8 mins	0.23	0.32	0.32	0.29	0.28
8-12 mins		0.80	0.81	0.76	0.79
12-16 mins			0.89	0.84	0.85
16-21 mins				0.86	0.86
21-31 mins					0.85



**Table WA13: Results by Completion Time**  
**Panel B: Policy Choices**

Aspect	Under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	0.09	0.057	32	0.25	0.053	9
people having many options and possibilities in their lives and the freedom to choose among them	0.05	0.086	62	0.23	0.067	19
people being good, moral people and living according to their personal values	0.08	0.048	38	0.24	0.057	10
the overall well-being of people and their families	0.06	0.070	58	0.12	0.076	94
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	-0.03	0.052	110	0.23	0.056	21
people's freedom from being lied to, deceived, or betrayed	0.10	0.054	25	0.23	0.054	16
society helping the poor and others who struggle	0.02	0.056	88	0.28	0.050	3
the morality, ethics, and goodness of other people in your nation	0.06	0.054	52	0.19	0.050	29
people's health	0.08	0.057	35	0.29	0.051	2
freedom of speech and people's ability to take part in the political process and community life	0.12	0.056	12	0.18	0.048	47
the well-being of the people in your nation	0.12	0.052	14	0.14	0.053	74
people having people they can turn to in time of need	0.08	0.053	42	0.21	0.059	25
people's financial security	-0.04	0.053	117	0.18	0.049	45
people's sense that their lives are meaningful and have value	0.05	0.058	68	0.17	0.048	52
the amount of freedom in society	0.02	0.056	91	0.16	0.052	55
people's freedom from pain	0.03	0.055	77	0.19	0.042	31
people having the people around them think well of them and treat them with dignity and respect	0.01	0.058	94	0.22	0.052	22
people's sense of security about life and the future in general	0.07	0.050	43	0.21	0.057	24
the quality of people's family relationships	0.10	0.057	26	0.21	0.051	26
people's ability to dream and pursue their dreams	0.03	0.052	83	0.30	0.049	1
your nation being a just society	-0.01	0.055	105	0.18	0.045	46
people's mental health and emotional stability	-0.05	0.058	122	0.16	0.050	60
people's freedom from emotional abuse or harassment	0.12	0.057	13	0.19	0.049	32
how much people enjoy their lives	0.05	0.051	64	0.27	0.057	6
how peaceful, calm, and harmonious people's lives are	0.01	0.058	96	0.25	0.051	8
how low the rate of unemployment is in your nation	0.12	0.058	15	0.14	0.046	72
the extent to which people "have a good life"	0.13	0.091	5	0.18	0.068	40
trust among the people in your nation	0.05	0.056	65	0.19	0.049	36
equality of opportunity in your nation	0.07	0.053	45	0.18	0.043	37
people's sense of control over their lives	0.05	0.057	63	0.28	0.047	5
the happiness of people's families	0.09	0.054	30	0.22	0.052	23
the well-being of the people in the world	0.08	0.058	41	0.13	0.057	79
people's physical safety and security	0.03	0.061	79	0.17	0.048	51
the extent to which people feel the things they do in their lives are worthwhile	0.00	0.077	101	0.12	0.065	88
people getting the rewards and punishments they deserve	0.11	0.050	21	0.26	0.051	7
how happy people feel	-0.06	0.078	123	0.18	0.073	44

Aspect	Under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's feeling of independence and self-sufficiency	0.00	0.054	98	0.23	0.054	14
the condition of animals, nature, and the environment in the world	0.03	0.047	80	0.12	0.062	86
how grateful people feel for the things in their lives	-0.04	0.070	116	0.15	0.082	63
people's sense of optimism about their future	-0.05	0.073	121	0.16	0.086	54
people's ability to fulfill their potential	0.07	0.050	46	0.19	0.042	33
people having people around them who share their values, beliefs and interests	0.08	0.055	40	0.10	0.051	104
people's sense of community, belonging, and connection with other people	0.13	0.051	10	0.24	0.047	12
people's knowledge, skills, and access to information	0.00	0.057	99	0.19	0.049	30
people feeling that they have enough time and money for the things that are most important to them	0.05	0.051	60	0.18	0.055	42
people's sense that they are standing up for what they believe in	0.06	0.050	51	0.17	0.052	53
the extent to which humanity does things worthy of pride	0.03	0.050	78	0.15	0.053	64
people feeling that things are going well for them	-0.07	0.078	126	0.03	0.087	124
people's sense of purpose	0.01	0.053	97	0.17	0.051	49
people's success at accomplishing their goals	0.11	0.057	19	0.18	0.049	39
the absence of sadness in people's lives	0.04	0.056	70	0.20	0.050	28
the amount of love in the world	-0.09	0.054	127	0.18	0.052	43
the absence of worry in people's lives	0.03	0.056	74	0.11	0.055	98
people's sense that they are competent and capable in the activities that matter to them	0.03	0.056	75	0.16	0.052	59
the absence of fear in people's lives	0.19	0.054	2	0.15	0.059	69
how much of the time people feel happy	0.08	0.052	36	0.23	0.054	15
how much love there is in people's lives	0.03	0.055	82	0.13	0.052	83
the amount of pleasure in people's lives	-0.11	0.052	128	0.23	0.054	20
how low the rate of inflation is in your nation's economy	0.04	0.045	71	0.17	0.053	50
people's pride and respect for themselves	0.03	0.054	86	0.16	0.048	62
people's chances to live long lives	-0.03	0.051	112	0.16	0.053	57
how much people like their lives	0.02	0.068	87	0.23	0.064	17
people's ability to be themselves and express themselves	-0.07	0.053	125	0.11	0.050	95
people's ability to fully experience the entire range of healthy human emotions	0.08	0.055	34	0.18	0.052	41
people's sense that things are getting better and better	-0.01	0.067	106	0.23	0.079	13
people's ability to shape and influence the things around them	-0.05	0.053	120	0.14	0.051	73
the absence of anger in people's lives	0.11	0.059	22	0.14	0.058	76
people feeling that they are understood	-0.04	0.053	118	0.24	0.051	11
how satisfied people are with their lives	0.09	0.063	28	0.16	0.063	58
people feeling that they have been fortunate in their lives	0.13	0.071	6	0.01	0.065	130
the amount of order and stability in society	0.04	0.062	73	0.07	0.055	113
people's sense that they know what to do when they face choices in their lives	0.03	0.059	84	0.16	0.047	56
the amount of order and stability in people's lives	0.15	0.052	3	0.28	0.056	4
people's ability to keep good perspective in their lives	0.08	0.058	37	0.14	0.057	70
the rate of economic growth (GDP growth) over time in your nation	0.06	0.062	53	0.12	0.055	91

Aspect	Under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much people appreciate their lives	0.10	0.056	27	0.12	0.083	90
people's ability to have and raise children	0.10	0.048	24	0.19	0.051	35
people feeling that they are part of something bigger than themselves	0.01	0.051	93	0.13	0.052	81
the absence of frustration in people's lives	0.07	0.059	44	0.23	0.054	18
the average income of people in your nation (GDP per capita)	0.01	0.055	95	0.11	0.057	96
people "being the people they want to be"	0.00	0.052	100	0.13	0.054	80
the extent to which your nation does things worthy of pride	-0.02	0.048	108	0.08	0.052	111
people having a role to play in society	0.05	0.051	67	0.16	0.050	61
people not being lonely	0.07	0.053	48	0.09	0.049	108
people's sense of achievement and excellence	0.13	0.057	7	0.15	0.049	66
people's ability to use their imaginations and be creative	0.05	0.052	61	0.14	0.048	71
equality of income in your nation	0.10	0.062	23	0.10	0.048	103
people feeling that their lives have direction	0.12	0.054	17	0.13	0.050	82
how rewarding the activities in people's lives are	0.07	0.078	50	0.11	0.087	99
the quality of people's romantic relationships, marriage, love life or sex life	0.00	0.054	103	0.09	0.049	107
people feeling that they understand the world and the things going on around them	0.06	0.062	54	0.05	0.052	121
people having many moments in their lives when they feel inspired	-0.04	0.053	115	0.15	0.055	65
people's absence of internal conflict (conflict within a person)	0.13	0.059	9	0.07	0.055	118
how glad people are to have the lives they have rather than different lives	0.06	0.088	57	0.10	0.069	101
the absence of stress in people's lives	0.02	0.053	92	0.15	0.047	67
how often people are able to challenge their minds in a productive or enjoyable way	0.09	0.056	31	0.15	0.059	68
people feeling alive and full of energy	0.11	0.060	20	0.12	0.053	93
people's passion and enthusiasm about things in their lives	0.02	0.052	89	0.17	0.050	48
how fulfilling people's lives are	0.09	0.078	29	0.18	0.080	38
people getting the things they want out of life	-0.11	0.077	130	0.01	0.080	129
people not feeling depressed	0.06	0.051	56	0.10	0.054	100
people's personal growth	0.12	0.052	16	0.12	0.044	87
how often people smile or laugh	0.05	0.058	66	0.12	0.052	84
the overall quality of people's experience at work	0.00	0.058	102	0.07	0.046	114
people having a beautiful life story, or a life that is "like a work of art"	0.11	0.062	18	0.12	0.079	85
how often people can feel relaxed instead of feeling their lives are hectic	0.03	0.056	81	0.10	0.047	105
freedom of conscience and belief in your nation	0.04	0.059	72	0.08	0.054	109
people having new things, adventure, and excitement in their lives	-0.03	0.056	111	0.06	0.046	119
how close people's lives are to being ideal	0.03	0.077	85	0.14	0.066	75
people's physical comfort	-0.11	0.048	129	0.07	0.054	116
the total size of your nation's economy (GDP)	-0.02	0.053	109	0.12	0.056	89
the amount of fun and play in people's lives	0.08	0.051	33	0.13	0.059	77
how full of beautiful memories people's lives are	-0.15	0.067	131	0.20	0.080	27
people's sense of discovery and wonder	0.08	0.055	39	0.07	0.051	115
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.00	0.059	104	0.04	0.049	122

Aspect	Under 8 minutes			8-12 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense of connection with the universe or the power behind the universe	0.02	0.057	90	0.02	0.047	126
people not feeling anxious	0.06	0.052	59	0.08	0.051	110
people's sense that everything happens for a reason	-0.04	0.055	114	0.19	0.052	34
the quality of people's sleep	0.04	0.059	69	0.10	0.047	102
how desirable people's lives are	0.21	0.077	1	0.13	0.082	78
how easy and free of annoyances people's lives are	0.07	0.057	49	0.01	0.054	128
the absence of humiliation and embarrassment in people's lives	0.07	0.052	47	0.08	0.054	112
people's material standard of living	-0.04	0.052	119	0.09	0.060	106
how much beauty people experience in their lives	-0.02	0.050	107	0.03	0.051	125
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	-0.07	0.086	124	0.07	0.072	117
how interesting, fascinating, and free of boredom people's lives are	0.13	0.053	8	0.12	0.051	92
people's enjoyment of winning, competing, and facing challenges	0.15	0.060	4	-0.01	0.055	131
the absence of regret people feel about their lives	-0.03	0.072	113	0.02	0.079	127
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.06	0.048	55	0.05	0.053	120
the absence of shame and guilt in people's lives	0.03	0.060	76	0.03	0.051	123
people's ability to "be in the moment"	0.12	0.055	11	0.11	0.055	97

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	0.36	0.056	6	0.48	0.052	1
people having many options and possibilities in their lives and the freedom to choose among them	0.41	0.073	1	0.45	0.071	2
people being good, moral people and living according to their personal values	0.40	0.051	2	0.35	0.059	7
the overall well-being of people and their families	0.35	0.085	7	0.38	0.079	3
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.36	0.051	5	0.31	0.058	18
people's freedom from being lied to, deceived, or betrayed	0.39	0.058	3	0.20	0.054	68
society helping the poor and others who struggle	0.22	0.050	44	0.33	0.058	11
the morality, ethics, and goodness of other people in your nation	0.27	0.053	22	0.35	0.050	6
people's health	0.34	0.058	8	0.29	0.056	20
freedom of speech and people's ability to take part in the political process and community life	0.32	0.054	12	0.27	0.056	28
the well-being of the people in your nation	0.25	0.053	27	0.35	0.058	10
people having people they can turn to in time of need	0.39	0.047	4	0.22	0.054	53
people's financial security	0.30	0.054	14	0.24	0.048	43
people's sense that their lives are meaningful and have value	0.33	0.054	10	0.23	0.053	49
the amount of freedom in society	0.32	0.057	13	0.27	0.053	27
people's freedom from pain	0.24	0.048	33	0.37	0.050	4
people having the people around them think well of them and treat them with dignity and respect	0.24	0.057	31	0.33	0.052	12

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's sense of security about life and the future in general	0.20	0.055	53	0.35	0.052	5
the quality of people's family relationships	0.22	0.054	39	0.32	0.054	13
people's ability to dream and pursue their dreams	0.18	0.055	68	0.25	0.051	39
your nation being a just society	0.28	0.046	20	0.29	0.054	21
people's mental health and emotional stability	0.25	0.049	28	0.31	0.058	16
people's freedom from emotional abuse or harassment	0.24	0.051	35	0.28	0.055	26
how much people enjoy their lives	0.24	0.053	30	0.24	0.054	42
how peaceful, calm, and harmonious people's lives are	0.22	0.051	40	0.20	0.054	66
how low the rate of unemployment is in your nation	0.29	0.056	16	0.31	0.058	17
the extent to which people "have a good life"	0.15	0.070	89	0.35	0.072	8
trust among the people in your nation	0.24	0.053	34	0.26	0.054	31
equality of opportunity in your nation	0.28	0.053	19	0.28	0.054	24
people's sense of control over their lives	0.16	0.056	80	0.28	0.050	25
the happiness of people's families	0.30	0.047	15	0.25	0.052	40
the well-being of the people in the world	0.24	0.057	32	0.32	0.046	14
people's physical safety and security	0.27	0.050	23	0.26	0.053	35
the extent to which people feel the things they do in their lives are worthwhile	0.19	0.073	58	0.24	0.067	41
people getting the rewards and punishments they deserve	0.21	0.057	51	0.26	0.058	34
how happy people feel	0.19	0.067	63	0.23	0.086	47
people's feeling of independence and self-sufficiency	0.22	0.049	46	0.30	0.058	19
the condition of animals, nature, and the environment in the world	0.33	0.044	9	0.28	0.063	23
how grateful people feel for the things in their lives	0.32	0.061	11	0.13	0.080	103
people's sense of optimism about their future	0.28	0.068	18	0.16	0.070	89
people's ability to fulfill their potential	0.28	0.050	21	0.15	0.053	94
people having people around them who share their values, beliefs and interests	0.20	0.049	56	0.23	0.055	46
people's sense of community, belonging, and connection with other people	0.22	0.050	41	0.17	0.057	80
people's knowledge, skills, and access to information	0.19	0.050	61	0.21	0.053	59
people feeling that they have enough time and money for the things that are most important to them	0.26	0.052	24	0.22	0.055	57
people's sense that they are standing up for what they believe in	0.24	0.060	36	0.24	0.054	44
the extent to which humanity does things worthy of pride	0.17	0.051	72	0.23	0.055	51
people feeling that things are going well for them	0.25	0.067	25	0.17	0.088	84
people's sense of purpose	0.18	0.052	69	0.19	0.053	72
people's success at accomplishing their goals	0.19	0.053	62	0.20	0.048	71
the absence of sadness in people's lives	0.21	0.053	47	0.18	0.052	75
the amount of love in the world	0.17	0.053	73	0.22	0.064	56
the absence of worry in people's lives	0.29	0.056	17	0.26	0.055	36
people's sense that they are competent and capable in the activities that matter to them	0.22	0.049	43	0.25	0.052	38
the absence of fear in people's lives	0.18	0.060	65	0.35	0.052	9
how much of the time people feel happy	0.20	0.053	55	0.21	0.058	60

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how much love there is in people's lives	0.21	0.060	50	0.28	0.064	22
the amount of pleasure in people's lives	0.20	0.054	54	0.15	0.054	93
how low the rate of inflation is in your nation's economy	0.20	0.051	57	0.23	0.060	50
people's pride and respect for themselves	0.19	0.044	60	0.16	0.057	90
people's chances to live long lives	0.23	0.055	37	0.17	0.059	85
how much people like their lives	0.21	0.066	48	0.26	0.082	32
people's ability to be themselves and express themselves	0.21	0.045	49	0.15	0.056	92
people's ability to fully experience the entire range of healthy human emotions	0.12	0.050	102	0.26	0.054	33
people's sense that things are getting better and better	0.17	0.062	77	0.14	0.071	98
people's ability to shape and influence the things around them	0.17	0.053	74	0.21	0.056	62
the absence of anger in people's lives	0.15	0.053	86	0.21	0.055	64
people feeling that they are understood	0.18	0.047	66	0.14	0.056	99
how satisfied people are with their lives	0.17	0.067	78	0.22	0.080	55
people feeling that they have been fortunate in their lives	0.25	0.070	29	0.21	0.088	61
the amount of order and stability in society	0.15	0.051	84	0.22	0.056	58
people's sense that they know what to do when they face choices in their lives	0.18	0.052	70	0.18	0.057	77
the amount of order and stability in people's lives	0.16	0.048	83	0.17	0.050	79
people's ability to keep good perspective in their lives	0.14	0.055	98	0.23	0.066	48
the rate of economic growth (GDP growth) over time in your nation	0.21	0.057	52	0.17	0.061	81
how much people appreciate their lives	0.17	0.065	75	0.25	0.069	37
people's ability to have and raise children	0.11	0.054	111	0.22	0.054	52
people feeling that they are part of something bigger than themselves	0.22	0.049	45	0.13	0.060	104
the absence of frustration in people's lives	0.18	0.050	64	0.19	0.057	73
the average income of people in your nation (GDP per capita)	0.12	0.052	104	0.17	0.055	83
people "being the people they want to be"	0.12	0.054	106	0.22	0.054	54
the extent to which your nation does things worthy of pride	0.19	0.055	59	0.14	0.051	97
people having a role to play in society	0.15	0.057	90	0.11	0.057	110
people not being lonely	0.25	0.046	26	0.18	0.064	76
people's sense of achievement and excellence	0.14	0.056	93	0.20	0.050	67
people's ability to use their imaginations and be creative	0.12	0.051	101	0.21	0.053	63
equality of income in your nation	0.15	0.053	88	0.24	0.055	45
people feeling that their lives have direction	0.16	0.047	79	0.12	0.055	105
how rewarding the activities in people's lives are	0.16	0.061	81	0.12	0.081	108
the quality of people's romantic relationships, marriage, love life or sex life	0.14	0.063	91	0.27	0.062	29
people feeling that they understand the world and the things going on around them	0.12	0.052	105	0.12	0.055	106
people having many moments in their lives when they feel inspired	0.13	0.053	99	0.12	0.052	107
people's absence of internal conflict (conflict within a person)	0.12	0.049	103	0.14	0.049	96
how glad people are to have the lives they have rather than different lives	0.10	0.073	112	0.20	0.074	69
the absence of stress in people's lives	0.12	0.056	100	0.16	0.055	86
how often people are able to challenge their minds in a productive or	0.11	0.046	110	0.20	0.051	70

Aspect	12-16 minutes			16-21 minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
enjoyable way						
people feeling alive and full of energy	0.09	0.052	114	0.19	0.048	74
people's passion and enthusiasm about things in their lives	0.14	0.051	94	0.11	0.056	109
how fulfilling people's lives are	0.15	0.076	87	0.18	0.085	78
people getting the things they want out of life	0.23	0.066	38	0.16	0.074	91
people not feeling depressed	0.16	0.055	82	0.11	0.055	111
people's personal growth	0.17	0.052	71	0.13	0.056	102
how often people smile or laugh	0.18	0.053	67	0.27	0.055	30
the overall quality of people's experience at work	0.14	0.052	96	0.21	0.051	65
people having a beautiful life story, or a life that is "like a work of art"	0.08	0.070	115	0.32	0.081	15
how often people can feel relaxed instead of feeling their lives are hectic	0.07	0.058	118	0.16	0.055	88
freedom of conscience and belief in your nation	0.14	0.054	95	0.15	0.057	95
people having new things, adventure, and excitement in their lives	0.11	0.054	107	0.06	0.054	122
how close people's lives are to being ideal	0.04	0.060	123	0.03	0.080	126
people's physical comfort	0.22	0.048	42	0.13	0.054	101
the total size of your nation's economy (GDP)	0.17	0.054	76	0.09	0.055	115
the amount of fun and play in people's lives	0.10	0.052	113	0.13	0.054	100
how full of beautiful memories people's lives are	0.11	0.061	108	0.08	0.070	118
people's sense of discovery and wonder	0.11	0.048	109	0.10	0.055	114
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.14	0.057	92	0.10	0.055	113
people's sense of connection with the universe or the power behind the universe	0.08	0.056	117	0.16	0.059	87
people not feeling anxious	0.05	0.053	120	0.11	0.053	112
people's sense that everything happens for a reason	0.15	0.052	85	0.04	0.051	123
the quality of people's sleep	0.08	0.057	116	0.03	0.051	124
how desirable people's lives are	0.04	0.064	124	0.08	0.079	117
how easy and free of annoyances people's lives are	0.14	0.051	97	0.08	0.051	119
the absence of humiliation and embarrassment in people's lives	0.01	0.048	127	0.03	0.061	125
people's material standard of living	0.05	0.054	122	0.06	0.056	121
how much beauty people experience in their lives	0.00	0.051	129	0.06	0.060	120
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.05	0.067	121	0.09	0.063	116
how interesting, fascinating, and free of boredom people's lives are	0.07	0.050	119	-0.02	0.050	129
people's enjoyment of winning, competing, and facing challenges	0.03	0.058	125	-0.02	0.054	128
the absence of regret people feel about their lives	0.00	0.073	128	0.17	0.066	82
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.02	0.048	126	-0.03	0.050	130
the absence of shame and guilt in people's lives	-0.02	0.051	130	0.00	0.053	127
people's ability to "be in the moment"	-0.02	0.049	131	-0.13	0.051	131

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation	0.50	0.067	1	0.41	0.062	1
people having many options and possibilities in their lives and the freedom to choose among them	0.28	0.076	30	0.38	0.100	4
people being good, moral people and living according to their personal values	0.41	0.056	2	0.31	0.062	12
the overall well-being of people and their families	0.38	0.073	5	0.41	0.063	2
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.40	0.057	3	0.30	0.057	16
people's freedom from being lied to, deceived, or betrayed	0.40	0.064	4	0.29	0.061	23
society helping the poor and others who struggle	0.33	0.056	12	0.34	0.058	9
the morality, ethics, and goodness of other people in your nation	0.27	0.055	34	0.38	0.067	5
people's health	0.31	0.057	15	0.20	0.054	62
freedom of speech and people's ability to take part in the political process and community life	0.33	0.063	11	0.35	0.059	7
the well-being of the people in your nation	0.33	0.053	10	0.38	0.053	3
people having people they can turn to in time of need	0.31	0.053	16	0.24	0.060	38
people's financial security	0.34	0.055	7	0.32	0.057	10
people's sense that their lives are meaningful and have value	0.34	0.053	9	0.30	0.053	17
the amount of freedom in society	0.34	0.055	8	0.25	0.061	34
people's freedom from pain	0.20	0.063	69	0.31	0.051	13
people having the people around them think well of them and treat them with dignity and respect	0.29	0.052	20	0.23	0.051	47
people's sense of security about life and the future in general	0.28	0.052	29	0.22	0.058	50
the quality of people's family relationships	0.27	0.060	31	0.22	0.054	53
people's ability to dream and pursue their dreams	0.20	0.063	68	0.31	0.049	15
your nation being a just society	0.24	0.058	39	0.22	0.054	51
people's mental health and emotional stability	0.36	0.060	6	0.19	0.059	73
people's freedom from emotional abuse or harassment	0.28	0.067	24	0.26	0.063	28
how much people enjoy their lives	0.23	0.061	45	0.23	0.056	48
how peaceful, calm, and harmonious people's lives are	0.29	0.057	21	0.29	0.053	21
how low the rate of unemployment is in your nation	0.20	0.053	70	0.31	0.064	11
the extent to which people "have a good life"	0.23	0.080	47	0.30	0.066	18
trust among the people in your nation	0.28	0.051	27	0.25	0.057	32
equality of opportunity in your nation	0.26	0.058	36	0.23	0.056	49
people's sense of control over their lives	0.27	0.062	35	0.22	0.051	52
the happiness of people's families	0.23	0.064	43	0.16	0.058	80
the well-being of the people in the world	0.20	0.057	64	0.29	0.056	22
people's physical safety and security	0.33	0.052	13	0.14	0.055	87
the extent to which people feel the things they do in their lives are worthwhile	0.28	0.075	25	0.34	0.077	8
people getting the rewards and punishments they deserve	0.20	0.062	65	0.20	0.050	63
how happy people feel	0.16	0.083	92	0.37	0.067	6
people's feeling of independence and self-sufficiency	0.22	0.059	49	0.14	0.049	92
the condition of animals, nature, and the environment in the world	0.17	0.067	85	0.18	0.057	74



Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
how grateful people feel for the things in their lives	0.28	0.066	23	0.12	0.083	99
people's sense of optimism about their future	0.25	0.079	38	0.21	0.074	57
people's ability to fulfill their potential	0.22	0.059	51	0.24	0.053	43
people having people around them who share their values, beliefs and interests	0.28	0.061	26	0.31	0.057	14
people's sense of community, belonging, and connection with other people	0.12	0.067	107	0.26	0.052	30
people's knowledge, skills, and access to information	0.21	0.062	60	0.24	0.052	40
people feeling that they have enough time and money for the things that are most important to them	0.24	0.057	41	0.15	0.050	82
people's sense that they are standing up for what they believe in	0.22	0.058	56	0.19	0.056	70
the extent to which humanity does things worthy of pride	0.21	0.053	61	0.30	0.060	20
people feeling that things are going well for them	0.32	0.079	14	0.26	0.077	29
people's sense of purpose	0.30	0.054	17	0.21	0.053	58
people's success at accomplishing their goals	0.28	0.060	28	0.20	0.054	61
the absence of sadness in people's lives	0.23	0.057	42	0.19	0.054	66
the amount of love in the world	0.24	0.062	40	0.19	0.055	69
the absence of worry in people's lives	0.27	0.052	32	0.07	0.056	119
people's sense that they are competent and capable in the activities that matter to them	0.12	0.059	105	0.24	0.056	41
the absence of fear in people's lives	0.20	0.064	66	0.09	0.058	113
how much of the time people feel happy	0.18	0.054	81	0.17	0.060	78
how much love there is in people's lives	0.18	0.055	77	0.21	0.055	56
the amount of pleasure in people's lives	0.17	0.056	83	0.25	0.049	33
how low the rate of inflation is in your nation's economy	0.11	0.059	108	0.26	0.051	26
people's pride and respect for themselves	0.22	0.061	57	0.25	0.062	31
people's chances to live long lives	0.14	0.054	98	0.23	0.059	44
how much people like their lives	0.03	0.070	124	0.25	0.070	35
people's ability to be themselves and express themselves	0.19	0.065	74	0.28	0.052	25
people's ability to fully experience the entire range of healthy human emotions	0.28	0.059	22	0.10	0.054	108
people's sense that things are getting better and better	0.23	0.073	44	0.20	0.084	65
people's ability to shape and influence the things around them	0.23	0.053	46	0.20	0.055	59
the absence of anger in people's lives	0.26	0.055	37	0.15	0.064	86
people feeling that they are understood	0.23	0.059	48	0.14	0.057	93
how satisfied people are with their lives	0.27	0.085	33	0.13	0.078	98
people feeling that they have been fortunate in their lives	0.30	0.068	18	0.14	0.073	89
the amount of order and stability in society	0.22	0.055	50	0.24	0.062	42
people's sense that they know what to do when they face choices in their lives	0.20	0.055	67	0.18	0.055	76
the amount of order and stability in people's lives	0.18	0.051	80	0.14	0.057	94
people's ability to keep good perspective in their lives	0.21	0.056	62	0.16	0.052	79
the rate of economic growth (GDP growth) over time in your nation	0.19	0.063	75	0.24	0.055	39
how much people appreciate their lives	0.22	0.086	54	0.13	0.069	97
people's ability to have and raise children	0.18	0.060	82	0.18	0.055	75

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people feeling that they are part of something bigger than themselves	0.18	0.057	78	0.20	0.052	64
the absence of frustration in people's lives	0.16	0.054	89	0.13	0.061	96
the average income of people in your nation (GDP per capita)	0.20	0.048	71	0.25	0.054	37
people "being the people they want to be"	0.21	0.059	63	0.16	0.056	81
the extent to which your nation does things worthy of pride	0.14	0.069	99	0.30	0.047	19
people having a role to play in society	0.22	0.057	53	0.19	0.052	71
people not being lonely	0.11	0.058	111	0.22	0.051	55
people's sense of achievement and excellence	0.16	0.065	93	0.14	0.060	91
people's ability to use their imaginations and be creative	0.17	0.058	86	0.19	0.053	67
equality of income in your nation	0.21	0.056	58	0.11	0.057	105
people feeling that their lives have direction	0.22	0.053	52	0.15	0.060	83
how rewarding the activities in people's lives are	0.14	0.088	101	0.28	0.070	24
the quality of people's romantic relationships, marriage, love life or sex life	0.12	0.063	106	0.19	0.058	68
people feeling that they understand the world and the things going on around them	0.22	0.061	55	0.26	0.060	27
people having many moments in their lives when they feel inspired	0.14	0.060	100	0.25	0.057	36
people's absence of internal conflict (conflict within a person)	0.19	0.065	73	0.23	0.046	45
how glad people are to have the lives they have rather than different lives	0.19	0.092	72	0.14	0.069	88
the absence of stress in people's lives	0.15	0.060	96	0.13	0.061	95
how often people are able to challenge their minds in a productive or enjoyable way	0.17	0.066	84	0.14	0.059	90
people feeling alive and full of energy	0.18	0.051	76	0.11	0.052	104
people's passion and enthusiasm about things in their lives	0.15	0.054	94	0.15	0.056	85
how fulfilling people's lives are	0.10	0.089	113	0.12	0.088	102
people getting the things they want out of life	0.21	0.080	59	0.12	0.078	103
people not feeling depressed	0.15	0.061	97	0.23	0.059	46
people's personal growth	0.07	0.062	119	0.19	0.055	72
how often people smile or laugh	0.09	0.056	117	0.07	0.048	117
the overall quality of people's experience at work	0.11	0.059	112	0.17	0.056	77
people having a beautiful life story, or a life that is "like a work of art"	0.04	0.071	123	0.11	0.075	106
how often people can feel relaxed instead of feeling their lives are hectic	0.12	0.052	104	0.20	0.050	60
freedom of conscience and belief in your nation	0.16	0.059	90	0.15	0.056	84
people having new things, adventure, and excitement in their lives	0.29	0.055	19	0.10	0.060	107
how close people's lives are to being ideal	0.18	0.073	79	0.22	0.075	54
people's physical comfort	0.06	0.053	120	0.09	0.057	111
the total size of your nation's economy (GDP)	0.17	0.057	87	0.06	0.053	122
the amount of fun and play in people's lives	0.10	0.051	116	0.12	0.051	100
how full of beautiful memories people's lives are	0.10	0.078	115	0.05	0.086	125
people's sense of discovery and wonder	0.11	0.061	109	0.10	0.057	110
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.17	0.055	88	0.07	0.055	121
people's sense of connection with the universe or the power behind the universe	0.15	0.055	95	0.09	0.063	112

Aspect	21-31 minutes			31 or more minutes		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people not feeling anxious	0.13	0.055	102	0.08	0.059	116
people's sense that everything happens for a reason	0.07	0.063	118	0.01	0.052	129
the quality of people's sleep	0.16	0.061	91	0.10	0.061	109
how desirable people's lives are	0.13	0.101	103	0.08	0.070	115
how easy and free of annoyances people's lives are	0.10	0.057	114	0.03	0.061	128
the absence of humiliation and embarrassment in people's lives	0.11	0.059	110	0.12	0.055	101
people's material standard of living	0.02	0.062	125	0.09	0.060	114
how much beauty people experience in their lives	0.05	0.054	121	0.07	0.056	120
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	-0.04	0.069	129	0.06	0.068	123
how interesting, fascinating, and free of boredom people's lives are	-0.06	0.052	130	0.07	0.059	118
people's enjoyment of winning, competing, and facing challenges	0.05	0.051	122	0.06	0.054	124
the absence of regret people feel about their lives	-0.12	0.066	131	0.01	0.083	130
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.01	0.054	127	0.03	0.054	126
the absence of shame and guilt in people's lives	-0.03	0.068	128	0.03	0.061	127
people's ability to "be in the moment"	0.01	0.053	126	-0.06	0.055	131

**Notes:** OLS regression of stated preference on dummies for approximate timing sextiles and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 26,985$ ). The "under 8 minutes" panel reports the coefficients, standard errors, and rank of the interactions of the aspects with the dummy equal to 1 if the scenario was completed by a subject who took fewer than 8 minutes to complete the survey. The other panels present analogous results for the other sextiles. Aspects appear in the table in the order in which they are ranked in the main specification for policy scenarios. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.08 (s.e. = 0.011) for the under 8 minutes dummy, -0.03 (s.e. = 0.010) for the 8-12 minutes dummy, -0.02 (s.e. = 0.009) for the 12-16 minutes dummy, -0.01 (s.e. = 0.009) for the 16-21 minutes dummy, 0.01 (s.e. = 0.009) for the 21-31 minutes dummy, and -0.02 (s.e. = 0.009) for the 31 minutes or more dummy.

## Correlations between sets of coefficients

	8-12 mins	12-16 mins	16-21 mins	21-31 mins	31+ mins
under 8 mins	0.08	-0.04	0.14	0.05	0.00
8-12 mins		0.50	0.49	0.45	0.43
12-16 mins			0.67	0.73	0.64
16-21 mins				0.62	0.63
21-31 mins					0.62

**Table WA14: Results Excluding Placebo Failures**

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation				0.47	0.029	0a
the overall well-being of you and your family	0.54	0.018	1	0.40	0.036	4
the happiness of your family	0.52	0.019	2	0.32	0.028	17
your health	0.51	0.018	3	0.37	0.028	7
you being a good, moral person and living according to your personal values	0.48	0.019	4	0.43	0.029	1
society helping the poor and others who struggle				0.39	0.027	4a
the quality of your family relationships	0.45	0.018	5	0.34	0.028	12
your financial security	0.43	0.019	6	0.36	0.026	8
your sense of security about life and the future in general	0.41	0.018	7	0.35	0.027	10
freedom of speech and people's ability to take part in the political process and community life				0.37	0.029	7a
the morality, ethics, and goodness of other people in your nation				0.37	0.027	7b
your mental health and emotional stability	0.41	0.018	8	0.31	0.027	21
you having many options and possibilities in your life and the freedom to choose among them	0.41	0.019	9	0.42	0.038	2
the well-being of the people in your nation				0.35	0.027	9a
your sense that your life is meaningful and has value	0.40	0.018	10	0.36	0.027	9
how much you enjoy your life	0.39	0.018	11	0.31	0.028	20
the amount of freedom in society				0.34	0.027	11a
how satisfied you are with your life	0.39	0.018	12	0.29	0.038	30
you feeling that you have enough time and money for the things that are most important to you	0.39	0.019	13	0.29	0.026	31
equality of opportunity in your nation				0.33	0.026	13a
your nation being a just society				0.33	0.025	13b
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.37	0.018	14	0.41	0.028	3
the well-being of the people in the world				0.33	0.026	14a
your feeling of independence and self-sufficiency	0.37	0.018	15	0.30	0.027	25
your pride and respect for yourself	0.37	0.018	16	0.29	0.027	34
how much you like your life	0.36	0.019	17	0.27	0.034	45
how low the rate of unemployment is in your nation				0.32	0.027	17a
the condition of animals, nature, and the environment in the world				0.31	0.028	17b
how peaceful, calm, and harmonious your life is	0.36	0.019	18	0.30	0.027	26
the extent to which you feel the things you do in your life are worthwhile	0.36	0.017	19	0.33	0.036	15
how much love there is in your life	0.36	0.018	20	0.27	0.029	43
people getting the rewards and punishments they deserve				0.31	0.028	20a
your physical safety and security	0.36	0.018	21	0.31	0.025	18
your freedom from being lied to, deceived, or betrayed	0.36	0.019	22	0.37	0.029	6
you having the people around you think well of you and treat you with dignity and respect	0.35	0.018	23	0.33	0.026	13
the extent to which you "have a good life"	0.35	0.018	24	0.33	0.037	14
you "being the person you want to be"	0.35	0.019	25	0.22	0.027	77
trust among the people in your nation				0.30	0.026	25a

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense that you are standing up for what you believe in	0.34	0.019	26	0.29	0.027	33
you having people you can turn to in time of need	0.34	0.018	27	0.37	0.026	5
your sense that things are getting better and better	0.34	0.018	28	0.26	0.036	55
your sense of control over your life	0.34	0.018	29	0.31	0.026	19
how much you appreciate your life	0.34	0.018	30	0.28	0.035	38
how often you smile or laugh	0.34	0.019	31	0.23	0.027	69
how much of the time you feel happy	0.34	0.018	32	0.26	0.028	47
the extent to which humanity does things worthy of pride				0.29	0.027	32a
your ability to dream and pursue your dreams	0.33	0.018	33	0.30	0.027	24
how grateful you feel for the things in your life	0.33	0.018	34	0.29	0.037	28
your chance to live a long life	0.33	0.018	35	0.24	0.028	61
you having people around you who share your values, beliefs and interests	0.33	0.018	36	0.31	0.027	22
your passion and enthusiasm about things in your life	0.33	0.017	37	0.23	0.026	71
how fulfilling your life is	0.33	0.018	38	0.24	0.043	65
the amount of love in the world				0.28	0.029	38a
your ability to fulfill your potential	0.32	0.018	39	0.30	0.025	23
the amount of order and stability in society				0.28	0.028	39a
how happy you feel	0.32	0.018	40	0.30	0.037	27
the absence of stress in your life	0.32	0.018	41	0.22	0.028	72
how low the rate of inflation is in your nation's economy				0.27	0.027	41a
how glad you are to have the life you have rather than a different life	0.31	0.018	42	0.22	0.038	78
your ability to be yourself and express yourself	0.31	0.018	43	0.25	0.026	60
the rate of economic growth (GDP growth) over time in your nation				0.27	0.028	43a
your freedom from pain	0.31	0.019	44	0.35	0.024	11
you feeling that things are going well for you	0.31	0.018	45	0.27	0.040	41
the quality of your romantic relationships, marriage, love life or sex life	0.31	0.019	46	0.23	0.029	67
your sense that you know what to do when you face choices in your life	0.31	0.019	47	0.25	0.027	56
your sense of purpose	0.31	0.019	48	0.28	0.026	39
the amount of order and stability in your life	0.31	0.018	49	0.27	0.026	42
you feeling alive and full of energy	0.30	0.018	50	0.20	0.025	82
your sense that you are competent and capable in the activities that matter to you	0.30	0.018	51	0.28	0.027	40
you feeling that your life has direction	0.30	0.019	52	0.23	0.027	70
your ability to keep good perspective in your life	0.29	0.018	53	0.26	0.029	51
the absence of worry in your life	0.29	0.018	54	0.28	0.027	35
your success at accomplishing your goals	0.29	0.019	55	0.28	0.027	37
your ability to shape and influence the things around you	0.29	0.017	56	0.26	0.027	53
your ability to have and raise children	0.29	0.019	57	0.26	0.026	49
you feeling that you have been fortunate in your life	0.29	0.019	58	0.25	0.039	59
the absence of sadness in your life	0.28	0.019	59	0.27	0.026	44
the average income of people in your nation (GDP per capita)				0.25	0.026	59a
how often you can feel relaxed instead of feeling your life is hectic	0.28	0.018	60	0.20	0.026	84

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your physical comfort	0.28	0.017	61	0.17	0.026	91
your sense of achievement and excellence	0.28	0.018	62	0.23	0.028	68
you not feeling depressed	0.28	0.018	63	0.24	0.027	62
equality of income in your nation				0.24	0.028	63a
your sense of optimism about your future	0.28	0.018	64	0.29	0.039	32
the absence of frustration in your life	0.28	0.018	65	0.26	0.027	52
how rewarding the activities in your life are	0.28	0.018	66	0.25	0.037	58
you getting the things you want out of life	0.28	0.018	67	0.20	0.037	86
the extent to which your nation does things worthy of pride				0.23	0.027	67a
how full of beautiful memories your life is	0.28	0.018	68	0.17	0.036	90
your personal growth	0.27	0.018	69	0.21	0.027	80
the amount of pleasure in your life	0.27	0.019	70	0.26	0.026	48
you feeling that you are part of something bigger than yourself	0.27	0.018	71	0.22	0.027	76
your freedom from emotional abuse or harassment	0.27	0.018	72	0.33	0.027	16
the happiness of your friends	0.27	0.026	72a			
your knowledge, skills, and access to information	0.26	0.018	73	0.29	0.026	29
freedom of conscience and belief in your nation				0.22	0.027	73a
how often you are able to challenge your mind in a productive or enjoyable way	0.25	0.018	74	0.22	0.027	75
the quality of your sleep	0.25	0.018	75	0.14	0.027	97
the absence of anger in your life	0.24	0.020	76	0.28	0.029	36
how desirable your life is	0.24	0.017	77	0.20	0.039	85
your sense of community, belonging, and connection with other people	0.23	0.018	78	0.26	0.027	54
how close your life is to being ideal	0.23	0.019	79	0.20	0.036	83
you feeling that you understand the world and the things going on around you	0.23	0.018	80	0.24	0.028	66
you having many moments in your life when you feel inspired	0.23	0.019	81	0.22	0.027	73
your sense of discovery and wonder	0.23	0.018	82	0.15	0.026	95
how easy and free of annoyances your life is	0.22	0.018	83	0.12	0.028	99
the absence of fear in your life	0.22	0.020	84	0.26	0.029	50
your sense that everything happens for a reason	0.22	0.018	85	0.14	0.027	96
your ability to fully experience the entire range of healthy human emotions	0.22	0.018	86	0.24	0.027	63
you feeling that you are understood	0.21	0.019	87	0.27	0.027	46
your ability to use your imagination and be creative	0.21	0.019	88	0.21	0.026	81
the total size of your nation's economy (GDP)				0.18	0.028	88a
you not being lonely	0.20	0.018	89	0.24	0.026	64
your absence of internal conflict (conflict within yourself)	0.20	0.018	90	0.22	0.027	74
how interesting, fascinating, and free of boredom your life is	0.20	0.018	91	0.08	0.026	104
the absence of regret you feel about your life	0.19	0.017	92	0.10	0.038	102
you not feeling anxious	0.19	0.019	93	0.15	0.027	93
your sense of connection with the universe or the power behind the universe	0.18	0.019	94	0.14	0.028	98
the amount of fun and play in your life	0.18	0.017	95	0.18	0.026	87

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
you having new things, adventure, and excitement in your life	0.18	0.018	96	0.18	0.027	89
your material standard of living	0.17	0.018	97	0.11	0.029	100
how much beauty you experience in your life	0.17	0.018	98	0.11	0.027	101
you having a role to play in society	0.16	0.017	99	0.25	0.027	57
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.15	0.018	100	0.16	0.027	92
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.15	0.018	101	0.10	0.033	103
the absence of shame and guilt in your life	0.15	0.018	102	0.06	0.027	107
the overall quality of your experience at work	0.14	0.019	103	0.21	0.026	79
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.14	0.019	104	0.07	0.025	106
the absence of humiliation and embarrassment in your life	0.12	0.018	105	0.15	0.027	94
you having a beautiful life story, or a life that is “like a work of art”	0.12	0.018	106	0.18	0.038	88
you having others remember you and your accomplishments long after your death	0.09	0.025	106a			
your ability to “be in the moment”	0.09	0.018	107	0.02	0.026	108
how high your income is compared to the income of other people around you	0.08	0.025	107a			
your enjoyment of winning, competing, and facing challenges	0.08	0.018	108	0.07	0.027	105
your social status	-0.03	0.024	108a			
your power over other people	-0.05	0.025	108b			

**Notes:** Personal panel: OLS regression of stated preference on 113 personal aspects and a constant (const. = -0.02, s.e. = 0.003), using personal choice scenarios. The  $R^2$  for this regression is 0.18. Policy panel: OLS regression of stated preference on 131 policy aspects and a constant (const. = -0.01, s.e. = 0.005) using the policy choice scenarios. The  $R^2$  for this regression is 0.15. In each regression, subjects who, when facing a scenario in which one option ranked higher in terms of all 3 aspects, chose the other option were excluded ( $N = 39,226$  for personal,  $N = 17,830$  for policy). Standard errors clustered at the respondent level. For the 108 aspects that have versions that appear in both types of scenarios, the text used in the personal choice scenarios is shown; in policy choice scenarios, “people” and “people’s” replace “you and “your.” For each scenario type, the numbers 1–108 are used to rank these aspects that appear in both scenario types by coefficient size. An aspect that appears in one scenario type receives a rank that places it appropriately in the ranking for that type (5a indicates that the coefficient was between the aspects ranked 5 and 6). Correlation between coefficients on personal aspects and those in table 2 is 0.99, and the correlation between coefficients on policy aspects and those in table 2 is 0.99.

**Table WA15: Results Excluding Subjects Who Didn't Understand**

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
freedom from corruption, injustice, and abuse of power in your nation				0.41	0.027	0a
the overall well-being of you and your family	0.47	0.016	1	0.36	0.034	1
the happiness of your family	0.44	0.018	2	0.26	0.025	17
your health	0.43	0.018	3	0.32	0.026	5
you being a good, moral person and living according to your personal values	0.40	0.018	4	0.35	0.026	3
the quality of your family relationships	0.38	0.018	5	0.27	0.025	10
your financial security	0.36	0.018	6	0.28	0.024	9
society helping the poor and others who struggle				0.31	0.025	6a
the well-being of the people in your nation				0.31	0.025	6b
the morality, ethics, and goodness of other people in your nation				0.31	0.025	6c
freedom of speech and people's ability to take part in the political process and community life				0.31	0.026	6d
your mental health and emotional stability	0.35	0.017	7	0.26	0.026	16
your sense of security about life and the future in general	0.35	0.017	8	0.27	0.025	11
you having many options and possibilities in your life and the freedom to choose among them	0.33	0.017	9	0.36	0.036	2
the amount of freedom in society				0.28	0.026	9a
your sense that your life is meaningful and has value	0.32	0.017	10	0.28	0.024	8
how satisfied you are with your life	0.32	0.017	11	0.19	0.035	54
you feeling that you have enough time and money for the things that are most important to you	0.31	0.018	12	0.22	0.024	31
your feeling of independence and self-sufficiency	0.31	0.017	13	0.24	0.025	21
how peaceful, calm, and harmonious your life is	0.30	0.017	14	0.24	0.025	23
your sense that you are standing up for what you believe in	0.30	0.017	15	0.23	0.025	26
how much you like your life	0.30	0.017	16	0.21	0.033	39
your pride and respect for yourself	0.30	0.017	17	0.20	0.025	43
your nation being a just society				0.25	0.023	17a
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.30	0.017	18	0.33	0.026	4
how much you enjoy your life	0.30	0.017	19	0.25	0.026	19
trust among the people in your nation				0.25	0.024	19a
the well-being of the people in the world				0.25	0.025	19b
equality of opportunity in your nation				0.24	0.024	19c
the extent to which you feel the things you do in your life are worthwhile	0.29	0.016	20	0.24	0.033	24
how low the rate of unemployment is in your nation				0.24	0.025	20a
your physical safety and security	0.29	0.017	21	0.24	0.024	20
people getting the rewards and punishments they deserve				0.24	0.026	21a
you having people you can turn to in time of need	0.29	0.017	22	0.29	0.025	7
your freedom from being lied to, deceived, or betrayed	0.29	0.017	23	0.32	0.027	6
the extent to which you "have a good life"	0.29	0.017	24	0.23	0.033	27
you having the people around you think well of you and treat you with dignity and respect	0.29	0.017	25	0.27	0.025	14
the condition of animals, nature, and the environment in the world				0.23	0.027	25a



Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense of control over your life	0.28	0.017	26	0.25	0.024	18
you “being the person you want to be”	0.28	0.017	27	0.17	0.025	67
how much love there is in your life	0.28	0.017	28	0.20	0.026	45
your sense that you know what to do when you face choices in your life	0.28	0.017	29	0.19	0.024	53
how much you appreciate your life	0.28	0.016	30	0.17	0.034	64
how grateful you feel for the things in your life	0.28	0.017	31	0.24	0.034	22
how much of the time you feel happy	0.28	0.017	32	0.20	0.026	47
your sense that things are getting better and better	0.27	0.017	33	0.20	0.034	50
how often you smile or laugh	0.27	0.018	34	0.15	0.025	77
the extent to which humanity does things worthy of pride				0.22	0.025	34a
how fulfilling your life is	0.27	0.017	35	0.15	0.040	81
your ability to dream and pursue your dreams	0.27	0.017	36	0.26	0.025	15
the amount of love in the world				0.21	0.027	36a
how glad you are to have the life you have rather than a different life	0.27	0.017	37	0.15	0.037	79
you having people around you who share your values, beliefs and interests	0.26	0.017	38	0.23	0.026	29
how happy you feel	0.26	0.017	39	0.23	0.035	25
how low the rate of inflation is in your nation’s economy				0.20	0.025	39a
your chance to live a long life	0.26	0.017	40	0.20	0.026	48
the amount of order and stability in your life	0.26	0.017	41	0.20	0.025	51
your passion and enthusiasm about things in your life	0.26	0.016	42	0.16	0.025	74
your ability to fulfill your potential	0.25	0.017	43	0.23	0.023	28
your ability to keep good perspective in your life	0.25	0.017	44	0.18	0.027	61
your sense of purpose	0.25	0.018	45	0.20	0.024	42
you feeling alive and full of energy	0.25	0.017	46	0.15	0.023	80
the absence of stress in your life	0.25	0.017	47	0.17	0.026	66
your freedom from pain	0.25	0.017	48	0.27	0.023	13
you feeling that things are going well for you	0.25	0.017	49	0.20	0.037	40
your ability to be yourself and express yourself	0.25	0.016	50	0.19	0.024	55
your physical comfort	0.24	0.016	51	0.12	0.024	88
the quality of your romantic relationships, marriage, love life or sex life	0.24	0.018	52	0.17	0.027	70
the rate of economic growth (GDP growth) over time in your nation				0.19	0.027	52a
your ability to shape and influence the things around you	0.24	0.016	53	0.20	0.025	41
you feeling that your life has direction	0.24	0.017	54	0.17	0.024	69
the absence of worry in your life	0.24	0.017	55	0.21	0.025	38
the amount of order and stability in society				0.19	0.026	55a
your success at accomplishing your goals	0.24	0.017	56	0.22	0.024	34
you getting the things you want out of life	0.23	0.017	57	0.16	0.035	71
the extent to which your nation does things worthy of pride				0.18	0.025	57a
your sense that you are competent and capable in the activities that matter to you	0.23	0.017	58	0.20	0.025	49
how full of beautiful memories your life is	0.23	0.017	59	0.11	0.034	92
how rewarding the activities in your life are	0.23	0.017	60	0.18	0.035	62

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense of optimism about your future	0.23	0.017	61	0.22	0.034	33
the average income of people in your nation (GDP per capita)				0.18	0.025	61a
the absence of sadness in your life	0.23	0.017	62	0.22	0.025	32
equality of income in your nation				0.17	0.025	62a
you feeling that you have been fortunate in your life	0.23	0.017	63	0.20	0.035	46
how often you can feel relaxed instead of feeling your life is hectic	0.22	0.017	64	0.14	0.024	85
your sense of achievement and excellence	0.22	0.016	65	0.17	0.026	68
your knowledge, skills, and access to information	0.22	0.017	66	0.22	0.024	30
the absence of frustration in your life	0.21	0.017	67	0.18	0.026	60
your freedom from emotional abuse or harassment	0.21	0.017	68	0.27	0.026	12
your ability to have and raise children	0.21	0.018	69	0.19	0.025	57
you not feeling depressed	0.21	0.017	70	0.16	0.026	73
you feeling that you are part of something bigger than yourself	0.21	0.017	71	0.18	0.024	59
you having many moments in your life when you feel inspired	0.20	0.017	72	0.16	0.026	75
your personal growth	0.20	0.017	73	0.14	0.024	84
the absence of anger in your life	0.20	0.018	74	0.19	0.026	52
the amount of pleasure in your life	0.19	0.018	75	0.21	0.025	37
how often you are able to challenge your mind in a productive or enjoyable way	0.19	0.017	76	0.15	0.025	82
the quality of your sleep	0.19	0.017	77	0.10	0.026	94
the happiness of your friends	0.19	0.025	77a			
your sense that everything happens for a reason	0.19	0.017	78	0.10	0.025	93
you feeling that you understand the world and the things going on around you	0.19	0.017	79	0.16	0.025	72
the absence of fear in your life	0.19	0.018	80	0.21	0.027	35
how easy and free of annoyances your life is	0.18	0.017	81	0.08	0.026	98
your ability to use your imagination and be creative	0.17	0.018	82	0.17	0.024	65
how desirable your life is	0.17	0.017	83	0.10	0.037	95
your ability to fully experience the entire range of healthy human emotions	0.17	0.017	84	0.20	0.025	44
your sense of community, belonging, and connection with other people	0.17	0.017	85	0.21	0.025	36
how close your life is to being ideal	0.16	0.017	86	0.13	0.033	86
freedom of conscience and belief in your nation				0.13	0.026	86a
your sense of discovery and wonder	0.16	0.017	87	0.11	0.025	91
the total size of your nation's economy (GDP)				0.13	0.026	87a
you not being lonely	0.16	0.017	88	0.18	0.025	58
your absence of internal conflict (conflict within yourself)	0.15	0.016	89	0.15	0.025	76
you feeling that you are understood	0.14	0.018	90	0.19	0.025	56
how interesting, fascinating, and free of boredom your life is	0.14	0.017	91	0.03	0.025	103
the absence of regret you feel about your life	0.14	0.017	92	0.02	0.036	105
you not feeling anxious	0.14	0.018	93	0.10	0.025	96
you having new things, adventure, and excitement in your life	0.13	0.017	94	0.13	0.025	87
the amount of fun and play in your life	0.12	0.016	95	0.12	0.024	89

Aspect	Personal			Policy		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your sense of connection with the universe or the power behind the universe	0.12	0.018	96	0.10	0.026	97
how much beauty you experience in your life	0.12	0.017	97	0.05	0.025	101
your material standard of living	0.11	0.017	98	0.06	0.027	100
the overall quality of your experience at work	0.11	0.017	99	0.15	0.025	78
you having a role to play in society	0.10	0.016	100	0.17	0.025	63
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.09	0.017	101	0.11	0.025	90
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.09	0.017	102	0.05	0.031	102
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.09	0.018	103	0.01	0.024	106
you having a beautiful life story, or a life that is “like a work of art”	0.08	0.017	104	0.14	0.036	83
the absence of shame and guilt in your life	0.07	0.017	105	0.00	0.026	107
the absence of humiliation and embarrassment in your life	0.06	0.017	106	0.07	0.026	99
you having others remember you and your accomplishments long after your death	0.05	0.023	106a			
your ability to “be in the moment”	0.05	0.018	107	-0.02	0.024	108
how high your income is compared to the income of other people around you	0.04	0.023	107a			
your enjoyment of winning, competing, and facing challenges	0.04	0.017	108	0.03	0.026	104
your social status	-0.06	0.022	108a			
your power over other people	-0.10	0.022	108b			

**Notes:** Personal panel: OLS regression of stated preference on 113 personal aspects and a constant (const. = -0.02, s.e. = 0.003), using personal choice scenarios. The  $R^2$  for this regression is 0.13. Policy panel: OLS regression of stated preference on 131 policy aspects and a constant (const. = -0.01, s.e. = 0.004) using the policy choice scenarios. The  $R^2$  for this regression is 0.11. In each regression, subjects who said “not really” in response to the question that asked whether they understood what they were asked to do are excluded ( $N = 47,190$  for personal,  $N = 21,450$  for policy). Standard errors clustered at the respondent level. For the 108 aspects that have versions that appear in both types of scenarios, the text used in the personal choice scenarios is shown; in policy choice scenarios, “people” and “people’s” replace “you and “your.” For each scenario type, the numbers 1–108 are used to rank these aspects that appear in both scenario types by coefficient size. An aspect that appears in one scenario type receives a rank that places it appropriately in the ranking for that type (5a indicates that the coefficient was between the aspects ranked 5 and 6). Correlation between coefficients on personal aspects and those in table 2 is 0.999, and the correlation between coefficients on policy aspects and those in table 2 is 0.996.

# WAV. Early vs. Late Scenarios

**Table WA16: Results by Scenario Position**  
**Panel A: Personal Choices**

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the overall well-being of you and your family	0.45	0.023	1	0.47	0.022	1
the happiness of your family	0.41	0.024	2	0.45	0.024	2
your health	0.41	0.024	3	0.44	0.024	3
the quality of your family relationships	0.40	0.024	4	0.34	0.023	7
you being a good, moral person and living according to your personal values	0.37	0.024	5	0.43	0.024	4
your financial security	0.34	0.024	6	0.35	0.024	6
your sense of security about life and the future in general	0.33	0.023	7	0.33	0.022	10
you having many options and possibilities in your life and the freedom to choose among them	0.33	0.025	8	0.32	0.023	11
your mental health and emotional stability	0.32	0.023	9	0.36	0.022	5
how satisfied you are with your life	0.31	0.024	10	0.30	0.023	13
how much you like your life	0.31	0.023	11	0.29	0.023	17
your sense that you are standing up for what you believe in	0.31	0.024	12	0.27	0.024	28
the extent to which you feel the things you do in your life are worthwhile	0.31	0.023	13	0.26	0.021	33
how much you enjoy your life	0.30	0.023	14	0.28	0.024	25
how peaceful, calm, and harmonious your life is	0.30	0.024	15	0.29	0.024	18
your sense that your life is meaningful and has value	0.30	0.023	16	0.34	0.023	8
your sense that things are getting better and better	0.30	0.023	17	0.23	0.023	55
your sense of control over your life	0.29	0.023	18	0.25	0.023	40
your pride and respect for yourself	0.29	0.023	19	0.29	0.023	16
you having people around you who share your values, beliefs and interests	0.29	0.024	20	0.24	0.022	49
your feeling of independence and self-sufficiency	0.28	0.024	21	0.30	0.023	14
your sense that you know what to do when you face choices in your life	0.28	0.023	22	0.25	0.023	43
you “being the person you want to be”	0.28	0.023	23	0.27	0.023	27
your physical safety and security	0.28	0.023	24	0.28	0.023	21
your sense that you are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.28	0.024	25	0.31	0.023	12
how much you appreciate your life	0.28	0.022	26	0.26	0.022	30
the extent to which you “have a good life”	0.27	0.023	27	0.28	0.023	24
you feeling that you have enough time and money for the things that are most important to you	0.27	0.024	28	0.34	0.023	9
you having the people around you think well of you and treat you with dignity and respect	0.27	0.024	29	0.28	0.022	23
how glad you are to have the life you have rather than a different life	0.27	0.024	30	0.24	0.022	47
how much love there is in your life	0.27	0.023	31	0.28	0.022	26
your freedom from being lied to, deceived, or betrayed	0.27	0.024	32	0.29	0.023	19
how often you smile or laugh	0.26	0.023	33	0.26	0.025	37

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your ability to dream and pursue your dreams	0.26	0.024	34	0.26	0.022	35
how happy you feel	0.26	0.023	35	0.25	0.023	44
how grateful you feel for the things in your life	0.26	0.024	36	0.29	0.023	20
your physical comfort	0.26	0.022	37	0.20	0.022	71
you having people you can turn to in time of need	0.26	0.024	38	0.29	0.022	15
your sense of purpose	0.26	0.024	39	0.23	0.023	52
your chance to live a long life	0.26	0.023	40	0.26	0.023	31
your sense that you are competent and capable in the activities that matter to you	0.25	0.024	41	0.21	0.023	65
your ability to keep good perspective in your life	0.25	0.024	42	0.24	0.022	50
how fulfilling your life is	0.25	0.024	43	0.26	0.023	34
how much of the time you feel happy	0.25	0.024	44	0.28	0.022	22
your ability to shape and influence the things around you	0.25	0.023	45	0.20	0.022	69
the quality of your romantic relationships, marriage, love life or sex life	0.25	0.024	46	0.22	0.023	57
you feeling alive and full of energy	0.25	0.023	47	0.26	0.022	39
your ability to fulfill your potential	0.25	0.023	48	0.26	0.023	38
your passion and enthusiasm about things in your life	0.24	0.023	49	0.27	0.022	29
your ability to be yourself and express yourself	0.24	0.022	50	0.25	0.022	41
the absence of stress in your life	0.24	0.023	51	0.25	0.024	42
you feeling that things are going well for you	0.24	0.024	52	0.24	0.023	45
your sense of optimism about your future	0.23	0.023	53	0.21	0.022	66
how full of beautiful memories your life is	0.23	0.023	54	0.23	0.023	54
the absence of worry in your life	0.23	0.024	55	0.24	0.022	48
how rewarding the activities in your life are	0.22	0.024	56	0.22	0.022	58
the amount of order and stability in your life	0.22	0.023	57	0.26	0.023	32
how often you can feel relaxed instead of feeling your life is hectic	0.22	0.024	58	0.21	0.022	67
your success at accomplishing your goals	0.22	0.024	59	0.23	0.023	53
you getting the things you want out of life	0.22	0.025	60	0.22	0.022	59
you feeling that your life has direction	0.22	0.025	61	0.23	0.023	51
your sense that everything happens for a reason	0.22	0.023	62	0.15	0.022	88
your freedom from pain	0.22	0.024	63	0.26	0.023	36
you not feeling depressed	0.22	0.023	64	0.18	0.023	78
your knowledge, skills, and access to information	0.21	0.022	65	0.22	0.022	62
your sense of achievement and excellence	0.21	0.023	66	0.22	0.022	63
your ability to have and raise children	0.21	0.025	67	0.19	0.023	75
the amount of pleasure in your life	0.21	0.024	68	0.18	0.023	81
the absence of frustration in your life	0.20	0.024	69	0.22	0.023	64
the absence of sadness in your life	0.20	0.023	70	0.23	0.023	56
how often you are able to challenge your mind in a productive or enjoyable way	0.20	0.023	71	0.17	0.022	83
you feeling that you have been fortunate in your life	0.20	0.023	72	0.24	0.024	46
the quality of your sleep	0.20	0.024	73	0.17	0.022	82

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your ability to use your imagination and be creative	0.20	0.024	74	0.14	0.023	92
you feeling that you are part of something bigger than yourself	0.19	0.022	75	0.20	0.023	72
how desirable your life is	0.19	0.024	76	0.15	0.021	87
your personal growth	0.19	0.022	77	0.20	0.023	74
your freedom from emotional abuse or harassment	0.18	0.024	78	0.22	0.023	60
you feeling that you understand the world and the things going on around you	0.18	0.024	79	0.19	0.021	76
the happiness of your friends	0.18	0.034	80	0.20	0.032	73
you having many moments in your life when you feel inspired	0.17	0.023	81	0.22	0.022	61
how close your life is to being ideal	0.17	0.023	82	0.14	0.023	90
the absence of anger in your life	0.17	0.024	83	0.20	0.024	70
your sense of community, belonging, and connection with other people	0.16	0.024	84	0.15	0.022	84
you not being lonely	0.16	0.024	85	0.14	0.022	91
how easy and free of annoyances your life is	0.16	0.023	86	0.18	0.021	80
you having new things, adventure, and excitement in your life	0.15	0.023	87	0.10	0.022	101
the absence of fear in your life	0.15	0.024	88	0.21	0.025	68
your ability to fully experience the entire range of healthy human emotions	0.15	0.022	89	0.19	0.022	77
your absence of internal conflict (conflict within yourself)	0.15	0.023	90	0.15	0.022	89
you feeling that you are understood	0.15	0.023	91	0.15	0.024	86
the absence of regret you feel about your life	0.14	0.022	92	0.13	0.023	94
your sense of discovery and wonder	0.14	0.022	93	0.18	0.022	79
the overall quality of your experience at work	0.13	0.024	94	0.08	0.023	106
how interesting, fascinating, and free of boredom your life is	0.13	0.023	95	0.14	0.022	93
your sense of connection with the universe or the power behind the universe	0.12	0.025	96	0.11	0.024	97
the amount of fun and play in your life	0.12	0.023	97	0.12	0.022	96
you not feeling anxious	0.12	0.025	98	0.15	0.025	85
you having a role to play in society	0.12	0.022	99	0.08	0.022	103
how much beauty you experience in your life	0.11	0.023	100	0.11	0.022	98
your opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to you	0.11	0.023	101	0.07	0.023	107
how often you become deeply engaged in your daily activities (so deeply engaged that you lose track of time)	0.10	0.023	102	0.08	0.023	105
your material standard of living	0.08	0.023	103	0.13	0.022	95
your rating of your life on a ladder where the lowest rung is “worst possible life for you” and the highest rung is “best possible life for you”	0.08	0.024	104	0.10	0.022	102
you having a beautiful life story, or a life that is “like a work of art”	0.06	0.023	105	0.08	0.022	104
your ability to “be in the moment”	0.06	0.023	106	0.03	0.024	110
how high your income is compared to the income of other people around you	0.05	0.031	107	0.02	0.031	111
you having others remember you and your accomplishments long after your death	0.04	0.031	108	0.04	0.030	109
the absence of shame and guilt in your life	0.04	0.023	109	0.11	0.022	99
the absence of humiliation and embarrassment in your life	0.03	0.023	110	0.10	0.022	100
your enjoyment of winning, competing, and facing challenges	0.01	0.022	111	0.06	0.023	108

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
your social status	-0.07	0.032	112	-0.06	0.029	112
your power over other people	-0.11	0.031	113	-0.08	0.030	113

**Notes:** OLS regression of stated preference on dummies for position in survey and interactions of the dummies with 113 personal aspects, using personal choice scenarios ( $N = 50,688$ ). The “First 15 Scenarios” panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the appeared in the first half of the survey. The other panel presents analogous results for the scenarios that appeared in the second half. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.02 (s.e. = 0.004) for the first 15 scenarios dummy and -0.02 (s.e. = 0.004) for the last 15 scenarios dummy. The  $R^2$  for this regression is 0.13. Correlation between coefficients for early scenarios and coefficients for late scenarios is 0.94.

**Table WA16: Results by Scenario Position**  
**Panel B: Policy Choices**

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people having many options and possibilities in their lives and the freedom to choose among them	0.41	0.048	1	0.30	0.049	9
people's sense that they are making a difference, actively contributing to the well-being of other people, and making the world a better place	0.40	0.036	2	0.25	0.035	24
freedom from corruption, injustice, and abuse of power in your nation	0.37	0.036	3	0.44	0.036	1
people's freedom from being lied to, deceived, or betrayed	0.35	0.036	4	0.25	0.036	21
the overall well-being of people and their families	0.34	0.046	5	0.31	0.047	3
society helping the poor and others who struggle	0.33	0.032	6	0.27	0.036	14
the morality, ethics, and goodness of other people in your nation	0.32	0.034	7	0.27	0.033	19
people being good, moral people and living according to their personal values	0.32	0.038	8	0.37	0.034	2
people's financial security	0.31	0.034	9	0.24	0.032	31
the quality of people's family relationships	0.29	0.035	10	0.22	0.034	43
people's sense of security about life and the future in general	0.29	0.034	11	0.22	0.035	38
people's health	0.29	0.036	12	0.30	0.033	8
the well-being of the people in your nation	0.28	0.034	13	0.29	0.033	11
equality of opportunity in your nation	0.28	0.035	14	0.20	0.031	53
trust among the people in your nation	0.28	0.033	15	0.21	0.033	48
people's sense that their lives are meaningful and have value	0.27	0.035	16	0.27	0.031	13
freedom of speech and people's ability to take part in the political process and community life	0.27	0.037	17	0.30	0.033	5
the amount of freedom in society	0.27	0.034	18	0.27	0.035	17
people having people they can turn to in time of need	0.27	0.034	19	0.30	0.033	6
people's ability to fulfill their potential	0.26	0.031	20	0.16	0.032	88
people feeling that they have been fortunate in their lives	0.26	0.046	21	0.12	0.047	112
how much people enjoy their lives	0.26	0.037	22	0.23	0.033	34
the extent to which people feel the things they do in their lives are worthwhile	0.26	0.049	23	0.22	0.042	41
the absence of sadness in people's lives	0.26	0.033	24	0.14	0.033	99
your nation being a just society	0.26	0.033	25	0.24	0.032	30
people having the people around them think well of them and treat them with dignity and respect	0.25	0.035	26	0.27	0.032	15
people's mental health and emotional stability	0.25	0.035	27	0.25	0.034	27
how happy people feel	0.24	0.047	28	0.21	0.048	47
people's freedom from emotional abuse or harassment	0.24	0.035	29	0.25	0.034	23
people's sense of purpose	0.24	0.035	30	0.18	0.031	72
how low the rate of unemployment is in your nation	0.24	0.038	31	0.25	0.031	22
people's sense that they are standing up for what they believe in	0.24	0.037	32	0.18	0.034	77
how satisfied people are with their lives	0.24	0.046	33	0.14	0.046	104
the happiness of people's families	0.23	0.035	34	0.24	0.034	29
people's sense of control over their lives	0.23	0.034	35	0.25	0.032	28
people feeling that things are going well for them	0.23	0.051	36	0.19	0.049	58



Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people feeling that they are understood	0.23	0.036	37	0.15	0.031	97
people's sense of community, belonging, and connection with other people	0.23	0.034	38	0.20	0.034	56
how peaceful, calm, and harmonious people's lives are	0.23	0.034	39	0.26	0.033	20
people's ability to dream and pursue their dreams	0.23	0.035	40	0.28	0.032	12
how grateful people feel for the things in their lives	0.23	0.048	41	0.22	0.043	42
people's knowledge, skills, and access to information	0.22	0.033	42	0.21	0.031	46
people having people around them who share their values, beliefs and interests	0.22	0.036	43	0.20	0.032	51
the amount of love in the world	0.22	0.037	44	0.19	0.035	67
people's feeling of independence and self-sufficiency	0.22	0.032	45	0.23	0.035	37
the absence of worry in people's lives	0.22	0.037	46	0.18	0.032	74
people's freedom from pain	0.22	0.031	47	0.31	0.032	4
how much of the time people feel happy	0.22	0.036	48	0.17	0.033	80
how much love there is in people's lives	0.21	0.035	49	0.18	0.037	78
the extent to which people "have a good life"	0.21	0.052	50	0.27	0.040	18
people's ability to keep good perspective in their lives	0.21	0.035	51	0.14	0.035	98
people's ability to be themselves and express themselves	0.21	0.033	52	0.17	0.034	81
how much people like their lives	0.20	0.044	53	0.18	0.045	73
people's success at accomplishing their goals	0.20	0.033	54	0.22	0.032	39
the condition of animals, nature, and the environment in the world	0.20	0.037	55	0.25	0.035	26
the extent to which humanity does things worthy of pride	0.20	0.034	56	0.23	0.033	33
people's chances to live long lives	0.20	0.034	57	0.18	0.035	68
the absence of anger in people's lives	0.20	0.035	58	0.17	0.037	83
the well-being of the people in the world	0.20	0.033	59	0.29	0.035	10
people feeling that they are part of something bigger than themselves	0.20	0.035	60	0.15	0.032	93
the amount of pleasure in people's lives	0.19	0.034	61	0.20	0.034	52
people getting the rewards and punishments they deserve	0.19	0.036	62	0.27	0.035	16
people's pride and respect for themselves	0.19	0.034	63	0.20	0.034	57
people's sense of optimism about their future	0.19	0.049	64	0.25	0.045	25
how rewarding the activities in people's lives are	0.18	0.047	65	0.14	0.047	100
people's ability to fully experience the entire range of healthy human emotions	0.18	0.036	66	0.19	0.033	61
the rate of economic growth (GDP growth) over time in your nation	0.18	0.036	67	0.17	0.036	84
people's sense that they are competent and capable in the activities that matter to them	0.18	0.034	68	0.22	0.034	44
people feeling that they have enough time and money for the things that are most important to them	0.18	0.033	69	0.24	0.034	32
the absence of frustration in people's lives	0.18	0.034	70	0.17	0.036	86
people's sense that they know what to do when they face choices in their lives	0.18	0.035	71	0.19	0.033	64
people having a role to play in society	0.18	0.035	72	0.15	0.033	92
people's physical safety and security	0.18	0.035	73	0.30	0.031	7
how low the rate of inflation is in your nation's economy	0.18	0.033	74	0.22	0.035	40
the absence of fear in people's lives	0.18	0.037	75	0.23	0.035	36

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
people's ability to shape and influence the things around them	0.17	0.035	76	0.20	0.034	55
people's sense that things are getting better and better	0.17	0.048	77	0.19	0.046	62
the absence of stress in people's lives	0.17	0.036	78	0.14	0.034	103
the overall quality of people's experience at work	0.16	0.034	79	0.12	0.033	109
people's ability to have and raise children	0.16	0.034	80	0.19	0.034	60
people feeling that their lives have direction	0.16	0.035	81	0.16	0.031	91
how much people appreciate their lives	0.16	0.049	82	0.20	0.045	54
people getting the things they want out of life	0.16	0.048	83	0.13	0.047	105
the amount of order and stability in people's lives	0.16	0.035	84	0.21	0.032	50
people "being the people they want to be"	0.16	0.035	85	0.17	0.033	79
freedom of conscience and belief in your nation	0.16	0.033	86	0.11	0.035	114
people's ability to use their imaginations and be creative	0.16	0.034	87	0.17	0.032	82
the average income of people in your nation (GDP per capita)	0.16	0.036	88	0.19	0.032	66
people's physical comfort	0.15	0.035	89	0.09	0.032	121
how often people smile or laugh	0.15	0.033	90	0.14	0.033	101
people's sense of achievement and excellence	0.15	0.036	91	0.18	0.033	69
people having new things, adventure, and excitement in their lives	0.15	0.035	92	0.11	0.032	118
the amount of order and stability in society	0.15	0.033	93	0.23	0.037	35
people not being lonely	0.14	0.036	94	0.19	0.031	65
people feeling that they understand the world and the things going on around them	0.14	0.036	95	0.17	0.035	85
people having a beautiful life story, or a life that is "like a work of art"	0.14	0.046	96	0.13	0.048	107
equality of income in your nation	0.14	0.034	97	0.18	0.033	71
how fulfilling people's lives are	0.14	0.052	98	0.16	0.053	90
people not feeling depressed	0.14	0.036	99	0.15	0.035	96
people feeling alive and full of energy	0.14	0.032	100	0.16	0.033	89
people having many moments in their lives when they feel inspired	0.13	0.034	101	0.18	0.035	76
the extent to which your nation does things worthy of pride	0.13	0.034	102	0.19	0.034	59
the quality of people's romantic relationships, marriage, love life or sex life	0.13	0.037	103	0.19	0.035	63
people's personal growth	0.13	0.033	104	0.16	0.034	87
how often people can feel relaxed instead of feeling their lives are hectic	0.12	0.035	105	0.15	0.032	94
how often people are able to challenge their minds in a productive or enjoyable way	0.12	0.033	106	0.18	0.035	75
the total size of your nation's economy (GDP)	0.12	0.035	107	0.12	0.034	110
people's absence of internal conflict (conflict within a person)	0.12	0.037	108	0.18	0.030	70
people's sense of discovery and wonder	0.11	0.037	109	0.10	0.032	120
how close people's lives are to being ideal	0.10	0.045	110	0.15	0.043	95
how desirable people's lives are	0.10	0.051	111	0.07	0.047	122
how glad people are to have the lives they have rather than different lives	0.10	0.049	112	0.21	0.046	49
people's opportunities to participate in ceremonies, cultural events, and celebrations that are meaningful to them	0.10	0.034	113	0.11	0.033	113
how full of beautiful memories people's lives are	0.10	0.044	114	0.11	0.049	115
people's passion and enthusiasm about things in their lives	0.09	0.033	115	0.21	0.034	45

Aspect	First 15 Scenarios			Last 15 Scenarios		
	Coef.	S.E.	Rank	Coef.	S.E.	Rank
the amount of fun and play in people's lives	0.09	0.035	116	0.14	0.032	102
how easy and free of annoyances people's lives are	0.08	0.034	117	0.06	0.035	123
people's sense of connection with the universe or the power behind the universe	0.08	0.037	118	0.11	0.033	116
people's ratings of their lives on a ladder where the lowest rung is "worst possible life for them" and the highest rung is "best possible life for them"	0.06	0.044	119	0.02	0.040	128
people not feeling anxious	0.06	0.033	120	0.13	0.035	106
the quality of people's sleep	0.06	0.034	121	0.12	0.035	111
how often people become deeply engaged in their daily activities (so deeply engaged that they lose track of time)	0.05	0.034	122	-0.03	0.031	131
people's sense that everything happens for a reason	0.05	0.035	123	0.12	0.033	108
how much beauty people experience in their lives	0.04	0.034	124	0.05	0.035	125
the absence of humiliation and embarrassment in people's lives	0.04	0.034	125	0.11	0.035	117
people's material standard of living	0.03	0.036	126	0.10	0.036	119
people's enjoyment of winning, competing, and facing challenges	0.02	0.033	127	0.02	0.035	127
the absence of shame and guilt in people's lives	0.02	0.035	128	-0.01	0.035	130
how interesting, fascinating, and free of boredom people's lives are	0.01	0.033	129	0.05	0.033	124
the absence of regret people feel about their lives	0.00	0.046	130	0.03	0.048	126
people's ability to "be in the moment"	-0.03	0.034	131	-0.01	0.033	129

**Notes:** OLS regression of stated preference on dummies for position in survey and interactions of the dummies with 131 policy aspects, using policy choice scenarios ( $N = 23,040$ ). The "First 15 Scenarios" panel reports the coefficients, standard errors, and rank (within group) of the interactions of the aspects with the dummy equal to 1 if the appeared in the first half of the survey. The other panel presents analogous results for the scenarios that appeared in the second half. Standard errors clustered at the respondent level. The coefficients on the dummies are -0.01 (s.e. = 0.006) for the first 15 scenarios dummy and -0.02 (s.e. = 0.006) for the last 15 scenarios dummy. The  $R^2$  for this regression is 0.11. Correlation between coefficients for early scenarios and coefficients for late scenarios is 0.78.

## WAVI.A Detecting Overlap in Survey Questions

Here we extend our theoretical framework to accommodate the possibility that individual survey questions may encompass more than one fundamental aspect, and survey questions might therefore overlap in content. Using this framework, we sketch an extension of our SP survey that could be used to test whether there is overlap between a given pair of survey questions. We emphasize that the purpose of this appendix is not to provide a complete analysis of overlap—an endeavor to which an entire paper could be devoted—but rather to demonstrate that methods based on stated preferences for detecting overlap can be developed, and to take some initial steps toward developing such methods. We note that it may be possible to prioritize which pairs of questions to test for overlap on the basis of researchers’ intuitions or respondents’ answers to direct probes asking about conceptual overlap. Our focus here, however, is on the test itself rather than on the prioritization process.

As mentioned in section VI.A of the main text, the overlap-detection method we propose proceeds in three steps. First, a set of SP-survey scenarios offers choices between a fixed, small increase in the first aspect in the pair being tested—say, life satisfaction—and various amounts of a small increase in a third aspect that serves as a numeraire. The amount of increase in the numeraire that makes the respondent indifferent is a measure of the utility gain from the increase in life satisfaction. Second, another set of SP-survey scenarios offers choices between a fixed, small increase in the second aspect in the pair—say, life worthwhileness—and various amounts of a small increase in the numeraire. The estimated numeraire indifference amount measures the utility gain from the increase in life worthwhileness. Third, a final set of SP-survey scenarios offers choices where one option is both the fixed increase in life satisfaction *and* the fixed increase in life worthwhileness, and the other option is various amounts of a small increase in the numeraire. These scenarios yield an estimate of the utility gain from the joint increase. We then compare the utility gain from the joint increase to the sum of the utility gains from the separate increases. Intuitively, if life satisfaction and life worthwhileness capture *non*-overlapping arguments of preferences, then since any smooth utility function is locally linear, the utility gain from the small joint increase in both arguments will be equal to the sum of utility gains from the small separate increases in each. In contrast, if the two questions assess overlapping arguments of preferences, then the utility gain from a small joint increase will be less than the sum of utility gains from the small separate increases because the overlapping part of the joint increase is taken into account by the survey respondent only once.

While this intuition may seem straightforward, it is less trivial than it appears. The subtlety is that a respondent could have different interpretations of what happens to the underlying fundamental aspects of well-being when told that two SWB questions separately increase than when told that they jointly increase.

This appendix develops a theoretical framework for analyzing respondents’ interpretations of SP-survey scenarios, and proposes two distinct sets of constraints on respondents’ interpretations under which this overlap-detection method is valid. Importantly, we note that some of these constraints can be made more likely to hold in practice by appropriately formulating the SP-survey instructions to encourage respondents to interpret the scenarios in accordance with the constraints. We emphasize, however, that while we believe that the constraints we propose are reasonable ones, we would advocate further analysis and, as much as possible, empirical testing

of the assumptions underlying these constraints before the overlap-detection method we describe is used in practice.

The remainder of this appendix is organized as follows. Subsection WAVI.A.i illustrates the overlap-detection method in the context of a specific example. Subsection WAVI.A.ii formally introduces the theoretical framework. Subsections WAVI.A.iii and WAVI.A.iv define the two different sets of constraints and demonstrate that, given either set of constraints, the overlap-detection method is justified. Proofs are relegated to subsection WAVI.A.v.

### **WAVI.A.i. Illustrative Example**

The government wants to test whether conceptually-overlapping information is contained in an individual's responses to a proposed list of  $N = 5$  SWB-survey questions:

( $r_1$ ) In general, how would you say your health is?

( $r_2$ ) Overall, how happy did you feel yesterday?

( $r_3$ ) Overall, how anxious did you feel yesterday? [reverse-coded so that higher responses mean less anxiety]

( $r_4$ ) Overall, how satisfied are you with your life nowadays?

( $r_5$ ) Overall, to what extent do you feel the things you do in your life are worthwhile?

(Question 1 is a standard self-reported overall health measure; this particular one is taken from the AGES-Reykjavik Study. Questions 2-5 are the four U.K. questions listed in the Introduction of the main text, here re-ordered.) While in reality the SWB survey would likely elicit each response  $r_n$  on a discrete scale (e.g., a number from 1-100 scale), for the purpose of the theory, we assume that the  $r_n$ 's are real numbers.

We distinguish between the responses to SWB survey questions (the  $r_n$ 's) and the respondent's levels of the fundamental aspects (the  $w_j$ 's) that the questions are intended to measure. To accommodate the possibility of overlap in the  $r_n$ 's, we need to generalize the theory from the main text by allowing the  $r_n$ 's to be functions of more than one fundamental aspect. In this example, suppose that there are  $J = 3$  fundamental aspects—i.e., preferences are defined over 3 fundamental goods:

( $w_1$ ) health

( $w_2$ ) happiness

( $w_3$ ) lack of anxiety.

Each response to a SWB question is a function of the respondent's fundamental-aspect levels. We call this relationship the response's "production function." To illustrate, assume the following production functions:

$$\begin{aligned}
(1) \quad & r_1 = f_1(w_1) = w_1 \\
(2) \quad & r_2 = f_2(w_2) = w_2 \\
(3) \quad & r_3 = f_3(w_3) = w_3 \\
(4) \quad & r_4 = f_4(w_1, w_2) = \frac{1}{2}w_1 + \frac{1}{2}w_2 \\
(5) \quad & r_5 = f_5(w_2, w_3) = \frac{1}{2}w_2 + \frac{1}{2}w_3.
\end{aligned}$$

In this example, the production function  $f_2$  means that the response  $r_2$  elicited by the question “Overall, how happy did you feel yesterday?” is equal to the respondent’s current level of happiness,  $w_2$ . The production function  $f_4$  means that the response  $r_4$  (to the life satisfaction question), it is equal to the average of the respondent’s levels of  $w_1$  (health) and  $w_2$  (happiness). In this subsection, the production functions are assumed to be linear. In the more general formulation in subsequent subsections, the functions will be assumed to be smooth and hence can be approximated as linear for small changes in the  $w_j$ ’s around current levels,  $(\bar{w}_1, \bar{w}_2, \bar{w}_3)$ . This linearity means that possible complementarities in the  $f_n$ ’s can be ignored in the analysis.

Since  $r_1$ ,  $r_2$ , and  $r_3$  each elicit exactly one fundamental aspect, we call them “fundamental responses,” while  $r_4$  and  $r_5$  are “combination responses.” Two responses “overlap” if their production functions depend on the same fundamental aspect. For example,  $r_4$  and  $r_5$  overlap because  $f_4$  and  $f_5$  both depend on  $w_2$ . (For the same reason, they both also overlap with  $r_2$ .) The researcher observes the responses, but not the fundamental-aspect levels. Furthermore, the production functions are unknown to the researcher; if they were known, it would be straightforward to identify pairs of SWB questions whose responses overlap, and an overlap-detection method would not be needed.

The respondent’s preferences depend on the levels of the fundamental aspects. For the example, we assume preferences can be represented by the utility function

$$(6) \quad u(w_1, w_2, w_3) = w_1 + w_2 + w_3.$$

Once again, in the more general formulation that follows, preferences will be assumed to be smooth, and linearity will be justified as an approximation that holds when the changes in the  $w_j$ ’s are small. The linear utility function means that possible complementarities in preferences can be ignored in the analysis.

Consider our method for detecting overlap, and the corresponding design of the SP survey, in the simplest case: testing for overlap between two responses that happen to be fundamental,  $r_2$  and  $r_3$ , and hence in fact do not overlap. In the first of the method’s three steps, a set of SP-survey scenarios asks the respondent to choose between a 1-unit gain in “happiness yesterday” ( $r_2$ ) and varying amounts of a gain in a survey question that serves as a numeraire, say health ( $r_1$ ). (In this example, the numeraire is a fundamental response ( $r_1$ ), but we will show more generally that any response could be chosen as the numeraire.) This set of scenarios assesses the amount of gain in  $r_1$  that would make the respondent indifferent to the 1-unit gain in  $r_2$ . Given the utility

function in equation (6), this amount is 1 unit, and thus we will find that the relative marginal utility of  $r_2$  is 1. The second step analogously assesses the relative marginal utility of  $r_3$  with a set of scenarios where Option 1 is always a 1-unit gain in lack-of-anxiety ( $r_3$ ), and Option 2 is varying amounts of a gain in  $r_1$ . This relative marginal utility is also 1. In the third step, Option 1 is a 1-unit gain in  $r_2$  and a 1-unit gain in  $r_3$ , and as usual Option 2 is varying amounts of a gain in  $r_1$ . The relative marginal utility of this joint increase is 2, which equals the sum of the relative marginal utilities of the separate increases.

The potential difficulties mentioned above arise when dealing with combination responses. The basic problem is that when one of the options in a SP survey specifies a given change in a combination response, there are many possible changes in the underlying fundamental aspects that could correspond to that specified change in the combination response. To analyze which of the possible fundamental-aspect changes is actually conceived by the respondent, we will define “interpretation functions.” They characterize the changes in fundamental aspects that a respondent envisions as a function of the changes in responses specified in the SP-survey option. These interpretation functions are unknown to the researcher.

To illustrate, consider testing for overlap between two combination responses that overlap,  $r_4$  and  $r_5$ . The first set of SP-survey scenarios asks the respondent to choose between a 1-unit gain in the response to the life satisfaction question ( $r_4$ ) and varying amounts of a gain in the numeraire, health ( $r_1$ ). Suppose the respondent interprets a 1-unit gain in life satisfaction as meaning that there is a 1-unit gain in each of its constituents, health ( $w_1$ ) and happiness ( $w_2$ ). Then we will find that the respondent is indifferent between a 1-unit gain in  $r_4$  and a 2-unit gain in  $r_1$ . The second set of SP-survey scenarios asks the respondent to choose between a 1-unit gain in the response to the life worthwhileness question ( $r_5$ ) and varying amounts of a gain in health ( $r_1$ ). Supposing the respondent interprets a 1-unit gain in life worthwhileness as meaning that there is a 1-unit gain in each of its constituents—happiness ( $w_2$ ) and lack of anxiety ( $w_3$ )—then we will again find that the relative marginal utility is 2. In the third step, Option 1 is a 1-unit gain in  $r_4$  and a 1-unit gain in  $r_5$ , and as usual Option 2 is varying amounts of a gain in  $r_1$ . Suppose that the respondent interprets Option 1 as meaning that there is a 1-unit gain in each of health ( $w_1$ ), happiness ( $w_2$ ), and lack of anxiety ( $w_3$ ). While not the only possible interpretation, it may seem natural: it is consistent with  $r_4$  and  $r_5$  each having increased by 1 unit, and it matches the interpretation of what happens to  $w_2$  under either of the separate increases in  $r_4$  and  $r_5$ . Given that interpretation, the relative marginal utility of the joint increase is 3, which is indeed less than the sum of the relative marginal utilities of the separate increases.

Of course, this example made specific assumptions about how the respondent interprets the changes in the combination responses. In the remainder of this appendix, we will provide a more general framework for analyzing SP-survey responses. Rather than assuming particular interpretations, we show that our proposed overlap-detection method works under a wide range of possible interpretation functions, as long as they satisfy certain plausible constraints. There are interpretation functions satisfying each of the two sets of constraints that we will analyze that in fact will generate the interpretations that we simply assumed in the above example.

## **WAVI.A.ii. Theoretical Framework**

We assume that a respondent's preferences can be represented by a continuously-differentiable utility function,  $u(w_1, \dots, w_J)$ , that is a monotonically increasing function of each of  $J$  fundamental aspects. Without loss of generality, here we orient the  $w_j$ 's so that higher levels are more preferred (e.g., "lack of anxiety" rather than "anxiety" is the fundamental aspect).

While the government cannot directly elicit the  $w_j$ 's, the government can elicit responses to a set of  $N$  SWB-survey questions,  $r_1, \dots, r_N$ . Each such response  $r_n$  is a continuously-differentiable and strictly increasing function  $f_n$  of a subset of the fundamental aspects. We call  $f_n$  the **production function** for response  $r_n$ . Abusing notation, we write " $w_j \in r_n$ " to signify that  $w_j$  is an argument of  $f_n$ .

We suppose that the SWB survey elicits the respondent's level of each  $r_n$  on a quantitative scale (e.g., points on a 1-100 scale), and the SP survey asks the respondent about quantitative changes on the same scale (unlike the simplified SP survey that we used in the main text). If some  $f_n$  is a function of just a single fundamental aspect  $w_j$ , then the response  $r_n$  corresponds one to one with  $w_j$ ; any such  $r_n$  can thus be used as a measure of  $w_j$  on both the SWB and SP surveys. We call such a  $r_n$  a **fundamental response**. We call any  $r_n$  whose corresponding  $f_n$  depends on more than one fundamental aspect a **combination response**. The government does not observe which, or even how many, fundamental aspects each  $r_n$  depends on.

We say that  $r_n$  and  $r_{n'}$  **overlap** if  $f_n$  and  $f_{n'}$  share at least one fundamental aspect as an argument. We say that  $r_n$  and  $r_{n'}$  **locally overlap** if there is some fundamental aspect  $w_j$  such that both  $\frac{\partial f_n}{\partial w_j}$  and  $\frac{\partial f_{n'}}{\partial w_j}$ , evaluated at current fundamental-aspect levels, are non-zero. Because our overlap-detection method relies on SP-survey scenarios involving small changes from current fundamental-aspect levels, it is designed to detect local overlap. Local overlap is a sufficient condition for global overlap. Moreover, under our assumption that each  $f_n$  is a strictly increasing function, local overlap is also a necessary condition for global overlap.

Let  $\bar{w}_1, \dots, \bar{w}_J$  denote the respondent's current levels of the fundamental aspects. The current responses to the SWB survey are therefore  $(\bar{r}_1, \dots, \bar{r}_N)$ , where each  $\bar{r}_n$  is equal to the value of  $f_n$  evaluated at the current levels of its fundamental-aspect arguments. We consider scenarios on a SP survey that give the respondent a choice between two options, each of which is a specific vector of responses  $(r_1, \dots, r_N)$  in a neighborhood of  $(\bar{r}_1, \dots, \bar{r}_N)$ . Equivalently, we will describe each option as a vector of changes relative to current levels,  $(\Delta r_1, \dots, \Delta r_N)$ . We use the term **option** to refer to such a specified vector of changes (which corresponds to the way we use the term "option" in the main text). We note that in a typical option, many of the  $\Delta r_n$ 's will equal zero.

In order to analyze the change in utility from specified  $\Delta r_n$ 's, we need to describe what the respondent envisions in terms of changes in the fundamental aspects as a function of these  $\Delta r_n$ 's. To do so, we define a family of **interpretation functions**, one for each subset of responses that could be specified as changing in an option. For example, for any option where  $\Delta r_4$  is non-zero and the other  $\Delta r_n$ 's equal zero, the vector-valued function  $I_4(\Delta r_4 | \bar{w}_1, \dots, \bar{w}_J) = (\Delta w_1, \dots, \Delta w_J)$  denotes the respondent's interpretation of what changes in the vector of fundamental aspects occurred as a function of the specified change in  $\Delta r_4$  and of current fundamental-aspect levels. Similarly, for any option where  $\Delta r_5$  is non-zero and the other  $\Delta r_n$ 's equal zero, the function  $I_5(\Delta r_5 | \bar{w}_1, \dots, \bar{w}_J) = (\Delta w_1, \dots, \Delta w_J)$  describes the respondent's interpretation in terms of fundamental-aspect



changes. For any option where *both*  $\Delta r_4$  and  $\Delta r_5$  are non-zero but all other  $\Delta r_n$ 's are zero, the respondent's interpretation is described by  $I_{4,5}(\Delta r_4, \Delta r_5 | \bar{w}_1, \dots, \bar{w}_J) = (\Delta w_1, \dots, \Delta w_J)$ .

Each interpretation function is continuously differentiable and approaches the value  $\mathbf{0}$  in the limit in which all its  $\Delta r_n$  arguments approach 0. By defining separate interpretation functions depending on the subset of responses that is specified as changing, we allow for the possibility that the interpretation of a change in a given response may depend on which other responses are also specified as changing (e.g., the interpretation of a change in life satisfaction can depend on whether life worthwhileness also changes). In particular, we do not assume that a respondent's interpretation is continuous when a response switches from being unchanged in an option to being specified as changed; for example,  $I_4(\Delta r_4 | \bar{w}_1, \dots, \bar{w}_J)$  is not required to be equal to  $\lim_{\Delta r_5 \rightarrow 0} I_{4,5}(\Delta r_4, \Delta r_5 | \bar{w}_1, \dots, \bar{w}_J)$  (and such discontinuities occur in many of the examples below). Each interpretation function may also take the value  $\emptyset$ , meaning that the respondent was unable to interpret the option, which would occur if the constraints (discussed below) on the  $I$  function cannot all be satisfied given the specified option. To accommodate this possibility, we require the SP survey to allow the respondent to tell us "this choice option does not make sense." Because  $(\bar{w}_1, \dots, \bar{w}_J)$  is fixed in the analysis that follows, we suppress  $I(\cdot)$ 's dependence on it for brevity. We denote by  $I^{(j)}(\cdot)$  the  $j^{\text{th}}$  element of the respondent's interpretation, that is, the interpreted change in fundamental-aspect  $j$ .

Implicit in our formulation of the interpretation functions is an assumption that the interpretation depends only on changes in responses specified in the option being evaluated, and not also on changes specified in the other option. We consider that assumption to be reasonable, but it could be made more likely to hold by instructing respondents to consider the two options independently of each other.

As an example of specific interpretation functions, the following are consistent with the example in subsection WAVI.A.i (recall that in the example,  $N = 5$  and  $J = 3$ ):

$$(7) \quad I_4(\Delta r_4) = (\Delta r_4, \Delta r_4, 0)$$

$$(8) \quad I_5(\Delta r_5) = (0, \Delta r_5, \Delta r_5)$$

$$(9) \quad I_{4,5}(\Delta r_4, \Delta r_5) = (\Delta r_4, \max\{\Delta r_4, \Delta r_5\}, \Delta r_5).$$

The interpretation function (7) indeed implies, consistent with the example in subsection WAVI.A.i, that a 1-unit increase in  $\Delta r_4$  generates a 1-unit increase in each of  $w_1$  and  $w_2$ . Similarly, interpretation function (8) implies that a 1-unit increase in  $\Delta r_5$  generates a 1-unit increase in each of  $w_2$  and  $w_3$ . And according to (9), a joint 1-unit increase indeed implies a 1-unit increase in each of  $w_1$ ,  $w_2$ , and  $w_3$ .

We collect some basic assumptions regarding the interpretation functions that we believe are reasonable into the "same-sign constraint," which has three parts. First, a fundamental aspect is not envisioned to change unless it is an argument of at least one response that is specified as changing. Second, when only a single response is specified as changing, then all of its constituent fundamental aspects are envisioned to change at least a little in

the same direction. Third, when changes in each of two responses would have been interpreted as generating the same direction of change in a fundamental aspect, then a joint change is interpreted as generating a change in the same direction. While the first part, and perhaps also the third part, may be intuitive (and unobjectionable), the second part is more substantive.

To facilitate formalizing the same-sign constraint, define  $N_j := \{n | \Delta r_n \neq 0 \text{ and } w_j \in r_n\}$  to be the set identifying the responses for which  $w_j$  is an argument in the production function that are specified as changing.

**Same-sign constraint:**

- (i) For every interpretation function, if  $N_j$  is empty, then the interpretation function's implied change in  $w_j$  is zero.
- (ii) If  $w_j \in r_n$  and  $\Delta r_n > 0$ , then  $I_n^{(j)}(\Delta r_n) > 0$ . (Similarly when the inequalities are replaced by  $<$  and  $<$ .)
- (iii) If  $I_n^{(j)}(\Delta r_n)$  and  $I_{n'}^{(j)}(\Delta r_{n'})$  are both  $\geq 0$  with at least one inequality strict, then  $I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'}) > 0$ . (Similarly when the inequalities are replaced by  $\leq$  and  $<$ .)

To illustrate, suppose as in the example in subsection W.AVI.A.i that  $r_4 = f_4(w_1, w_2)$  and  $r_5 = f_5(w_2, w_3)$ . The first part implies:  $I_4^{(3)}(\Delta r_4) = 0$  and  $I_5^{(1)}(\Delta r_5) = 0$ . The second part implies: if  $\Delta r_4 > 0$ , then  $I_4^{(1)}(\Delta r_4) > 0$  and  $I_4^{(2)}(\Delta r_4) > 0$ . These together with the third part imply: if  $\Delta r_4 > 0$  and  $\Delta r_5 < 0$ , then  $I_{4,5}^{(1)}(\Delta r_4, \Delta r_5) > 0$  and  $I_{4,5}^{(3)}(\Delta r_4, \Delta r_5) < 0$  (but the sign of  $I_{4,5}^{(2)}(\Delta r_4, \Delta r_5)$  is not constrained); alternatively, if  $\Delta r_4 > 0$  and  $\Delta r_5 > 0$ , then  $I_{4,5}^{(1)}(\Delta r_4, \Delta r_5) > 0$ ,  $I_{4,5}^{(2)}(\Delta r_4, \Delta r_5) > 0$ , and  $I_{4,5}^{(3)}(\Delta r_4, \Delta r_5) > 0$ .

We will focus on options where the  $\Delta r_n$ 's, and implied  $\Delta w_j$ 's, are small. Doing so allows us to use the following approximations, which hold in a neighborhood of  $(\bar{w}_1, \bar{w}_2, \bar{w}_3)$ :

$$\Delta u \approx \sum_{j=1}^J \frac{\partial u}{\partial w_j} \Delta w_j$$

$$\Delta w_j \approx \sum_{n \text{ s.t. } w_j \in r_n} \frac{\partial I^{(j)}(\cdot)}{\partial \Delta r_n} \Delta r_n \text{ for all } j$$

$$\Delta r_n \approx \sum_{j \text{ s.t. } w_j \in r_n} \frac{\partial f_n}{\partial w_j} \Delta w_j \text{ for all } n$$

Due to these functions being locally linear, we can ignore a variety of possible complementarities: in preferences, in the production functions, and in the interpretation functions. Any such non-linearities would confound the inferences that can be drawn from comparing the relative marginal utility of a joint increase with the sum of the relative marginal utilities of separate increases.

Our reliance on small changes also justifies the possible use of any response as a numeraire for the overlap-detection method. A commodity can be used as a numeraire if preferences are quasi-linear in that commodity, and due to the linear approximations, preferences are (approximately) quasi-linear in any response. To illustrate, suppose that  $I_4(\Delta r_4) = (\Delta r_4, \Delta r_4, 0)$  consistent with the example in subsection WAVI.A.i, and suppose that  $r_4$  is used as the numeraire. For small  $\Delta r_4$ 's, utility is roughly linear in changes in the “commodity” ( $w_1 + w_2$ ), and thus treating  $r_4$  as the numeraire would be justifiable.

The same-sign constraint and changes being small are not by themselves sufficient to ensure that the overlap-detection method is valid; additional assumptions are needed. The two sets of assumptions outlined in the next two subsections (respectively) constitute alternative ways to complete the theoretical framework.

### WAVI.A.iii. The composite-aspect approach

The first approach combines an assumption that the combination responses correspond to “composite aspects” with a constraint on the interpretation functions.

A response  $r_n$  corresponds to a **composite aspect** if there exists an alternative representation of preferences besides  $u(\cdot)$ , call it  $v(\cdot)$ , that is a function of  $r_n$  and of the fundamental aspects that are *not* arguments of  $f_n$ . For example, consider the set-up in subsection WAVI.A.i in which  $J = 3$  and  $N = 5$ . If  $r_4 = f_4(w_1, w_2)$  corresponds to a composite aspect, then there is a function  $v(\cdot)$  such that  $u(w_1, w_2, w_3) = v(r_4, w_3)$ . In words, the fundamental aspects that comprise a composite aspect whose level is conveyed by  $r_4$  matter for preferences only via  $f_4$ . Indeed, with production functions (4) and (5) and preferences that can be represented by (6),  $r_4$  corresponds to a composite aspect because the utility function can be re-expressed as  $u = 2r_4 + w_3$ , and  $r_5$  corresponds to a composite aspect because the utility function can be re-expressed as  $u = w_1 + 2r_5$ . Intuitively, such “composite responses” are combination responses that could be viewed as subutility functions.

The additional constraint on the interpretation functions requires that the fundamental-aspect changes envisioned would actually produce (according to the production functions) the changes in responses specified in the option.

**Consistency constraint:** For every interpretation function and any  $\Delta r_n$  arguments of the interpretation function, the implied vector of  $\Delta w_j$ 's produces the  $\Delta r_n$  arguments of the interpretation function.

For example, for the interpretation function  $I_{4,5}(\Delta r_4, \Delta r_5) = (\Delta w_1, \Delta w_2, \Delta w_3)$ , the consistency constraint implies that for every  $(\Delta r_4, \Delta r_5)$ , the resulting fundamental-aspect vector  $(w_1, w_2, w_3)$  must satisfy  $\Delta r_4 = f_4(w_1, w_2) - f_4(\bar{w}_1, \bar{w}_2)$  and  $\Delta r_5 = f_5(w_2, w_3) - f_5(\bar{w}_2, \bar{w}_3)$ . Given the production functions (4) and (5), the interpretation functions (7) and (8) satisfy the consistency constraint, but interpretation function (9) does not: for example,  $I_{4,5}(1,2) = (1,2,2)$ , but the change in  $r_4$  produced by the implied changes in  $w_1$  and  $w_2$  is  $1\frac{1}{2}$ .

Note that the consistency constraint only requires that the envisioned fundamental-aspect changes be consistent with the responses that are explicitly specified in the option. It does *not* additionally require consistency with  $\Delta r_n$ 's that are not explicitly specified as changing in an option. If it were modified to have this additional requirement, then the modified constraint would mean that a respondent is unable to interpret an option that specifies only a change in a combination response, since a change in a combination response also implies a change in at least one fundamental response. For example,  $I_4(\Delta r_4)$  would be un-interpretable because  $\Delta r_4$  implies a non-zero change in  $\Delta r_1$  or  $\Delta r_2$ , but neither is specified as changing. Under this modified constraint, identifying combination responses would be easy: respondents could be asked a series of SP-survey scenarios where each option specifies a change in exactly one of the responses. If the option specified a change in a fundamental response, then the respondent would be able to interpret the option, while if the option specified a change in a combination response, then the respondent would report that “this choice option does not make sense.” We believe that respondents in fact would not have difficulty interpreting options that specified a change only in a combination response, and therefore we believe the modified version of the consistency constraint is implausible.

Even with the (unmodified) consistency constraint as stated above, for some options the respondent's interpretation would be  $\emptyset$ . This would occur, for example, if two responses directly contradicted each other in what they imply for the change in some fundamental aspect. In such a case, there does not exist any interpretation function that would satisfy the consistency constraint.

A respondent would also have an interpretation of  $\emptyset$  if the consistency constraint and the same-sign constraint could not be satisfied simultaneously for the responses specified in a particular option. To understand this point, consider again the production functions (4) and (5). Although interpretation function (9) does not satisfy the consistency constraint, the following interpretation function both satisfies the consistency constraint and fits the example interpretation from subsection WAVI.A.i (i.e., it has the property that  $I_{4,5}(1,1) = 1$ ):

$$(10) \quad I_{4,5}(\Delta r_4, \Delta r_5) = \left( \frac{3}{2} \Delta r_4 - \frac{1}{2} \Delta r_5, \frac{1}{2} \Delta r_4 + \frac{1}{2} \Delta r_5, \frac{3}{2} \Delta r_5 - \frac{1}{2} \Delta r_4 \right).$$

It may seem strange that an increase in  $r_4$  is interpreted as *decreasing*  $w_3$ , especially since  $w_3$  is not even an argument of  $r_4$ 's production function. However, this feature of the interpretation function is necessitated by the consistency constraint! The reason is that an increase in  $r_4$  implies an increase in  $w_2$ , which taken by itself would produce an increase in  $r_5$ ; in order to *not* affect  $r_5$ , the increase in  $r_4$  has to also decrease  $w_3$ . Symmetrically, the increase in  $r_5$  necessitates a decrease in  $w_1$  in order to avoid affecting  $r_4$ . However, the consistency constraint's implication that some of the implied  $w_j$ 's decrease when the  $r_n$ 's increase can clash with the same-sign constraint's requirement that these  $w_j$ 's increase. For example, the above interpretation (10) violates the same-sign constraint if  $\Delta r_4$  and  $\Delta r_5$  are both positive and  $\frac{\Delta r_5}{\Delta r_4} > 3$ . If a respondent had interpretation (10), then the respondent would envision the changes in fundamental aspects according to equation (10) as long as doing so satisfies the same-sign constraint, but the respondent's interpretation would be  $\emptyset$  if the same-sign constraint were violated.

The following proposition demonstrates that these assumptions are sufficient to justify the overlap-detection method.

**Proposition 1:** Suppose that combination responses correspond to composite aspects, and suppose that the interpretation functions satisfy the same-sign constraint and the consistency constraint. For small  $\Delta r_n > 0$  and  $\Delta r_{n'} > 0$  such that none of the relevant interpretations are  $\emptyset$ : if  $r_n$  and  $r_{n'}$  do not locally overlap, then

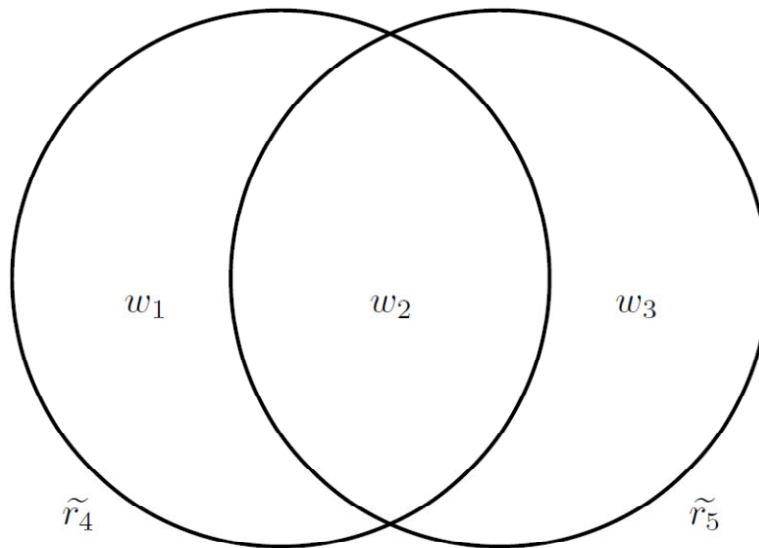
$$\Delta u(I_{n,n'}(\Delta r_n, \Delta r_{n'})) \approx \Delta u(I_n(\Delta r_n)) + \Delta u(I_{n'}(\Delta r_{n'}));$$

while if  $r_n$  and  $r_{n'}$  locally overlap, then

$$\Delta u(I_{n,n'}(\Delta r_n, \Delta r_{n'})) < \Delta u(I_n(\Delta r_n)) + \Delta u(I_{n'}(\Delta r_{n'})).$$

Figure WA2 illustrates the logic underlying the proposition using a Venn diagram. We suppose the production functions are given by equations (4) and (5), and preferences are represented by equation (6). The fundamental aspects  $w_1$ ,  $w_2$ , and  $w_3$  are drawn as having equal areas since their marginal utilities are equal (in general, the areas would be proportional to the marginal utilities). Due to the composite-aspect assumption, we can define re-scaled versions of the combination responses that are subutility functions of  $u$ :  $\tilde{r}_4 = 2r_4$  and  $\tilde{r}_5 = 2r_5$ . These re-scaled composite aspects can be represented graphically as the union of the areas of the fundamental aspects they comprise. The same-sign constraint implies that a joint increase in  $r_4$  and  $r_5$  must involve an increase in all three fundamental aspects. The consistency constraint implies that a weighted average of the increases in  $w_1$  and  $w_2$ , with weights equal to their respective areas, must equal the specified increase in  $\tilde{r}_4$ . Similarly, a weighted average of the increases in  $w_2$  and  $w_3$ , with weights equal to their respective areas, must equal the specified increase in  $\tilde{r}_5$ . The net increase in utility is the area-weighted average of the increases in all three fundamental aspects. But since the increase in  $w_2$  is shared, the gain in utility from the joint increase is smaller than the sum of the gains in utility from separate increases.

**Figure WA2: Illustration for Proposition 1**



Neither the composite-aspect assumption nor the consistency constraint without the other is sufficient for Proposition 1. To see the necessity of the composite-aspect assumption, continue to suppose that the production functions are given by equations (4) and (5), but now suppose that preferences can be represented by  $u(w_1, w_2, w_3) = 4w_1 + w_2 + 4w_3$  so that  $r_4$  and  $r_5$  do not correspond to composite aspects. Suppose that the interpretation functions, which satisfy the consistency constraint, are given by  $I_4(\Delta r_4) = \left(\frac{1}{2}\Delta r_4, \frac{3}{2}\Delta r_4, 0\right)$ ,  $I_5(\Delta r_5) = \left(0, \frac{3}{2}\Delta r_5, \frac{1}{2}\Delta r_5\right)$ , and  $I_{4,5}(\Delta r_4, \Delta r_5) = \left(\frac{7}{4}\Delta r_4 - \frac{1}{4}\Delta r_5, \frac{1}{4}\Delta r_4 + \frac{1}{4}\Delta r_5, \frac{7}{4}\Delta r_5 - \frac{1}{4}\Delta r_4\right)$ . The gain in utility from separate 1-unit increases in  $r_4$  and  $r_5$  are each  $4\left(\frac{1}{2}\right) + 1\left(\frac{3}{2}\right) = 3\frac{1}{2}$ , but the gain in utility from a joint 1-unit increase in both  $r_4$  and  $r_5$  is:  $\left[\frac{7}{4}(4) - \frac{1}{4}(4)\right] + \left[\frac{1}{4}(1) + \frac{1}{4}(1)\right] + \left[\frac{7}{4}(4) - \frac{1}{4}(4)\right] = 12\frac{1}{2}$ . It is *greater* than the sum of gains in utility from the separate increases. What went “wrong” here is that the joint increase in  $r_4$  and  $r_5$  is interpreted as involving greater increases in  $w_1$  and  $w_3$  than the separate increases would have, and  $w_1$  and  $w_3$  are particularly valuable fundamental aspects.

A simpler example shows that the composite-aspect assumption alone is not sufficient. Consider applying the overlap-detection method to non-overlapping responses,  $r_1$  and  $r_2$ . Suppose  $I_1(\Delta r_1) = (\Delta r_1, 0, 0)$ ,  $I_2(\Delta r_2) = (0, \Delta r_2, 0)$ , and  $I_{1,2}(\Delta r_1, \Delta r_2) = \left(\frac{1}{2}\Delta r_1, \Delta r_2, 0\right)$ , meaning that a 1-unit increase in “how you would say your health is” is interpreted as a 1-unit increase in health when it appears alone in an option but as a  $\frac{1}{2}$ -unit increase when it appears together with an increase in “how happy you felt yesterday.” In such a case, it would not be true that the joint marginal utility is equal to the sum of the separate marginal utilities. (If there were reason to be concerned about such an “interference effect,” respondents could be instructed to consider different rows in the aspect table independently if doing so is possible.)

We conclude this subsection by noting that if the combination responses correspond to composite aspects, then in accordance with what we note in footnote 30 of the main text, they could be substituted in the index for the fundamental responses corresponding with their underlying fundamental aspects.

#### WAVI.A.iv. The averaging-interpretation approach

The second approach—which does not require assuming that the combination responses correspond to composite aspects—does not impose the consistency constraint but instead imposes the “averaging constraint.” To facilitate formalizing this constraint, we refer to a function  $A(x_1, \dots, x_n)$  as an  $n$ -argument **generalized averaging function** if it is continuous and satisfies  $\min\{x_1, \dots, x_n\} \leq A(x_1, \dots, x_n) \leq \max\{x_1, \dots, x_n\}$  for all  $x_1, \dots, x_n$ .

**Averaging constraint:** For every interpretation function, if  $N_j$  is non-empty, then there exists an  $|N_j|$ -argument generalized averaging function  $A$  such that the interpretation function’s implied change in  $w_j$  is

$$A\left(\left\{I_n^{(j)}(\Delta r_n)\right\}_{n \in N_j}\right).$$

The constraint states that, for any fundamental aspect, the interpretation of a joint change in responses is weakly in between the minimum and maximum change that would be implied by separate changes in the responses. The interpretation functions (7)-(9), which fit the example from subsection WAVI.A.i, satisfy the averaging constraint.

To give another example, suppose that the separate interpretations for  $r_4$  and  $r_5$  are:

$$(11) \quad I_4(\Delta r_4) = (\Delta r_4, \Delta r_4, 0)$$

$$(12) \quad I_5(\Delta r_5) = \left(0, \frac{3}{2}\Delta r_5, \frac{1}{2}\Delta r_5\right).$$

Each of the following interpretation functions for a joint increase would satisfy the averaging constraint:

$$I_{4,5}(\Delta r_4, \Delta r_5) = \left(\Delta r_4, \Delta r_4, \frac{1}{2}\Delta r_5\right)$$

$$I_{4,5}(\Delta r_4, \Delta r_5) = \left(\Delta r_4, \left(\frac{1}{4}\right)\Delta r_4 + \left(\frac{3}{4}\right)\frac{3}{2}\Delta r_5, \frac{1}{2}\Delta r_5\right)$$

$$I_{4,5}(\Delta r_4, \Delta r_5) = \left(\Delta r_4, \min\left\{\Delta r_4, \frac{3}{2}\Delta r_4\right\}, \frac{1}{2}\Delta r_5\right).$$

The value of  $\Delta w_3$  must be  $\frac{1}{2}\Delta r_5$  because  $r_5$  is the only response specified as changing that relates to  $w_3$ , and therefore nothing else is being averaged with the change in  $w_3$  implied by a separate change in  $r_5$ , namely  $\frac{1}{2}\Delta r_5$ . Similarly, the value of  $\Delta w_1$  must be  $\Delta r_4$ . For  $\Delta w_2$ , each of the three interpretations corresponds to a different generalized-averaging function for a separate change in  $r_4$  or  $r_5$ :  $A\left(\Delta r_4, \frac{3}{2}\Delta r_5\right) = \Delta r_4$ ,  $A\left(\Delta r_4, \frac{3}{2}\Delta r_5\right) = \left(\frac{1}{4}\right)\Delta r_4 + \left(\frac{3}{4}\right)\frac{3}{2}\Delta r_5$ , or  $A\left(\Delta r_4, \frac{3}{2}\Delta r_5\right) = \min\left\{\Delta r_4, \frac{3}{2}\Delta r_4\right\}$ .

Neither the averaging constraint nor the consistency constraint implies the other. For example, as noted above, given production functions (4) and (5), interpretation function (9) satisfies the averaging constraint but not the consistency constraint. While interpretation functions (7), (8), and (10) satisfy the consistency constraint, they violate the averaging constraint:  $I_4^{(1)}(2) = 2$  and  $I_5^{(1)}(1) = 0$ , but  $I_{4,5}^{(1)}(2,1) = 2\frac{1}{2}$ , which is greater than both.

Note that if the consistency constraint is not imposed, then the production functions for the responses do not play a role in determining a respondent's interpretation of an option. In large part due to that fact, there exist families of interpretation functions that satisfy the same-sign constraint and the averaging constraint for *any* option, and therefore there is no reason for the interpretation to ever take the value  $\emptyset$  when only these constraints are imposed.

The SP-survey instructions could be written to discourage respondents from trying to satisfy the consistency constraint and encourage them to satisfy the averaging constraint. In particular, the instructions could state that the rows of the aspect table should not be understood as all being true, but rather as collectively describing the overall sense of the option, and with one row possibly overriding another. Alternatively or additionally, respondents could be explicitly instructed to envision the option as being the average of what is described across the rows of the aspect table. We emphasize here, as above, that survey instructions would need to be carefully formulated and empirically tested before being used in practice.

The following proposition establishes that the same-sign and averaging constraints taken together are sufficient for the overlap-detection method to be valid.

**Proposition 2:** Suppose that the interpretation functions satisfy the same-sign constraint and the averaging constraint. For small  $\Delta r_n > 0$  and  $\Delta r_{n'} > 0$ : if  $r_n$  and  $r_{n'}$  do not locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) \approx \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'}));$$

while if  $r_n$  and  $r_{n'}$  locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) < \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})).$$

The intuition underlying why the averaging constraint implies the last inequality is that, for each fundamental aspect that is envisioned to increase, the sum of the separate gains in utility due to the increase in that aspect is necessarily greater than the average of those gains. Consider a numerical example with interpretations (11), (12), and  $\mathbf{I}_{4,5}(\Delta r_4, \Delta r_5) = (\Delta r_4, \min\{\Delta r_4, \frac{3}{2}\Delta r_4\}, \frac{1}{2}\Delta r_5)$ , and with preferences represented by utility function (6). The gain in utility from a separate 1-unit increase in  $r_4$  is  $1(1) + 1(1) = 2$ , and the gain from a separate 1-unit increase in  $r_5$  is  $\frac{3}{2}(1) + \frac{1}{2}(1) = 2$ , so the sum is 4. The gain in utility from the joint 1-unit increase is  $1(1) + 1(1) + \frac{1}{2}(1) = 2\frac{1}{2}$ , which is smaller.

In this appendix, we have explored one SP-survey-based overlap-detection method, and we have explored two sets of constraints on respondents' interpretations that would justify it. There may well be other plausible constraints that respondents could be encouraged to satisfy that would also validate the method we have considered, and there may be other reasonable overlap-detection methods that are altogether distinct. These remain open questions for future research.

## WAVI.A.v. Proofs

**Proposition 1:** Suppose that combination responses correspond to composite aspects, and suppose that the interpretation functions satisfy the same-sign constraint and the consistency constraint. For small  $\Delta r_n > 0$  and  $\Delta r_{n'} > 0$  such that none of the relevant interpretations are  $\emptyset$ : if  $r_n$  and  $r_{n'}$  do not locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) \approx \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'}));$$



while if  $r_n$  and  $r_{n'}$  locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) < \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})).$$

*Proof.* We first focus on the right-hand side of both expressions in the proposition. The same-sign constraint implies that if  $w_j \notin r_n$ , then  $I_n^{(j)}(\Delta r_n) = 0$ . The consistency constraint implies that the changes in the fundamental aspects implied by  $\mathbf{I}_n(\Delta r_n)$  in fact produce  $\Delta r_n$ . Local linearity, together with  $r_n$  being a composite response (i.e., a response corresponding to a composite aspect), implies that  $\Delta u(\mathbf{I}_n(\Delta r_n)) \approx \frac{\partial v_n}{\partial r_n} \Delta r_n$ , where  $v_n(\cdot)$  is the alternative representation of  $u(\cdot)$  that depends on  $r_n$ . Similarly,  $\Delta u(\mathbf{I}_{n'}(\Delta r_{n'})) \approx \frac{\partial v_{n'}}{\partial r_{n'}} \Delta r_{n'}$ , where  $v_{n'}(\cdot)$  is the alternative representation of  $u(\cdot)$  that depends on  $r_{n'}$ . Hence,  $\Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})) \approx \frac{\partial v_n}{\partial r_n} \Delta r_n + \frac{\partial v_{n'}}{\partial r_{n'}} \Delta r_{n'}$ .

We now turn to the left-hand side of both expressions in the proposition. Local linearity implies that

$$\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'}) \approx \left( \frac{\partial I_{n,n'}^{(1)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(1)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'}, \dots, \frac{\partial I_{n,n'}^{(J)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(J)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right).$$

Using local linearity again,  $\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) \approx \sum_j \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right)$ . We now

decompose the set of all fundamental aspects into those that are arguments of  $r_n$ , those that are arguments of  $r_{n'}$ , and those that are arguments of both (the same-sign constraint implies that no other fundamental aspects change):

$$\begin{aligned} \Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) &\approx \sum_{j \text{ s.t. } w_j \in r_n} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right) \\ &+ \sum_{j \text{ s.t. } w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right) \\ &- \sum_{j \text{ s.t. } w_j \in r_n, w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_n} \Delta r_n + \frac{\partial I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right). \end{aligned}$$

The consistency constraint implies that the first summation is the first-order effect on utility from  $\Delta r_n$ , which equals  $\frac{\partial v_n}{\partial r_n} \Delta r_n$  due to the composite-aspect assumption. Similarly, the second summation is the first-order effect on utility from  $\Delta r_{n'}$ , which equals  $\frac{\partial v_{n'}}{\partial r_{n'}} \Delta r_{n'}$ . If  $r_n$  and  $r_{n'}$  do not overlap, then the third summation is zero because the set of fundamental aspects over which the sum is taken is empty. If  $r_n$  and  $r_{n'}$  overlap, then the set

is non-empty, and the same-sign constraint implies that the third summation is strictly positive. The result follows.  $\square$

**Proposition 2:** Suppose that the interpretation functions satisfy the same-sign constraint and the averaging constraint. For small  $\Delta r_n > 0$  and  $\Delta r_{n'} > 0$ : if  $r_n$  and  $r_{n'}$  do not locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) \approx \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'}));$$

while if  $r_n$  and  $r_{n'}$  locally overlap, then

$$\Delta u(\mathbf{I}_{n,n'}(\Delta r_n, \Delta r_{n'})) < \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})).$$

*Proof.* We first focus on the right-hand side of both expressions in the proposition. The first part of the same-sign constraint implies that if  $w_j \notin r_n$ , then  $\frac{\partial I_n^{(j)}(\Delta r_n)}{\partial \Delta r_n} = 0$ . That fact, together with local linearity of  $u(\cdot)$  and  $I^{(j)}(\cdot)$ , implies:

$$\begin{aligned} \Delta u(\mathbf{I}_n(\Delta r_n)) &\approx \sum_{j \text{ s.t. } w_j \in r_n} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_n^{(j)}(\Delta r_n)}{\partial \Delta r_n} \Delta r_n \right) \\ \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})) &\approx \sum_{j \text{ s.t. } w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n'}^{(j)}(\Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right). \end{aligned}$$

Adding these together and decomposing the set of all fundamental aspects into those that are arguments of  $r_n$  but not  $r_{n'}$ , those that are arguments of  $r_{n'}$  but not  $r_n$ , and those that are arguments of both:

$$\begin{aligned} \Delta u(\mathbf{I}_n(\Delta r_n)) + \Delta u(\mathbf{I}_{n'}(\Delta r_{n'})) &\approx \sum_{j \text{ s.t. } w_j \in r_n, w_j \notin r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_n^{(j)}(\Delta r_n)}{\partial \Delta r_n} \Delta r_n \right) \\ &+ \sum_{j \text{ s.t. } w_j \notin r_n, w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n'}^{(j)}(\Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right) \\ &+ \sum_{j \text{ s.t. } w_j \in r_n, w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( I_n^{(j)}(\Delta r_n) + I_{n'}^{(j)}(\Delta r_{n'}) \right). \end{aligned}$$

We now turn to the left-hand side of both expressions in the proposition. The averaging constraint and the same-sign constraint together imply: for any  $j$ 's such that  $w_j \notin r_n$  and  $w_j \notin r_{n'}$ ,  $I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'}) \equiv 0$ ; for any  $j$ 's such that  $w_j \in r_n$  and  $w_j \notin r_{n'}$ ,  $I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'}) \equiv I_n^{(j)}(\Delta r_n)$ ; for any  $j$ 's such that  $w_j \notin r_n$  and  $w_j \in$

$r_{n'}, I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'}) \equiv I_{n'}^{(j)}(\Delta r_{n'})$ ; and for any  $j$ 's such that  $w_j \in r_n$  and  $w_j \in r_{n'}$ ,  $I_{n,n'}^{(j)}(\Delta r_n, \Delta r_{n'}) \equiv A\left(I_n^{(j)}(\Delta r_n), I_{n'}^{(j)}(\Delta r_{n'})\right)$ . Hence

$$\begin{aligned} \Delta u\left(I_{n,n'}(\Delta r_n, \Delta r_{n'})\right) &\approx \sum_{j \text{ s.t. } w_j \in r_n, w_j \notin r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_n^{(j)}(\Delta r_n)}{\partial \Delta r_n} \Delta r_n \right) \\ &+ \sum_{j \text{ s.t. } w_j \notin r_n, w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( \frac{\partial I_{n'}^{(j)}(\Delta r_{n'})}{\partial \Delta r_{n'}} \Delta r_{n'} \right) \\ &+ \sum_{j \text{ s.t. } w_j \in r_n, w_j \in r_{n'}} \frac{\partial u}{\partial w_j} \left( A\left(I_n^{(j)}(\Delta r_n), I_{n'}^{(j)}(\Delta r_{n'})\right) \right). \end{aligned}$$

Thus, the right-hand side and the left-hand sides of the expressions in the proposition are approximately equal, except for the third summation. If  $r_n$  and  $r_{n'}$  do not overlap, then the third summation is zero because the set of fundamental aspects over which the sum is taken is empty. If  $r_n$  and  $r_{n'}$  do overlap, then the same-sign constraint implies that  $I_n^{(j)}(\Delta r_n)$  and  $I_{n'}^{(j)}(\Delta r_{n'})$  are strictly positive for all  $j$ , and therefore so are the third summations. Moreover, by definition of the generalized averaging function,  $A\left(I_n^{(j)}(\Delta r_n), I_{n'}^{(j)}(\Delta r_{n'})\right) \leq \max\left\{I_n^{(j)}(\Delta r_n), I_{n'}^{(j)}(\Delta r_{n'})\right\} < I_n^{(j)}(\Delta r_n) + I_{n'}^{(j)}(\Delta r_{n'})$ . The result follows.  $\square$