Supplement 5: Table 1a. Study 1 Sociodemographic variables by price condition.

		give for free (donate) n=112	half of what was paid n=115	same as what was paid n=111	twice what was paid n=109	p	BF[c]
Ethnicity[a]	white:non-white	82:30	95:20	78:33	86:23	0.124	0.04
Perceived Monthly Affordability of bills[b]	very insufficient	2	2	3	5	0.943	< 0.01
	insufficient	15	14	10	16		
	just enough	46	44	44	42		
	sufficient	37	44	44	38		
	very sufficient	12	11	10	8		
Dwelling Type[b]	house/bungalow	88	92	83	95	0.161	< 0.01
	flat/maisonnette/apartment	22	22	28	13	0.613	
	caravan/mobile home/temporary structure	2	1	0	1		
Own/Rent[b]	owns outright	33	33	34	32	0.897	< 0.01
	owns with mortgate/loan	32	36	35	42		
	part-owns/part-rents (shared ownership)	1	2	2	2		
	rents (with or w/o hous benft)	46	43	40	33		
	lives rent-free	0	1	0	0		
Satisfied with internet connectivity[a]	satisfied: unsatisfied	91:21	105:10	98:13	94:15	0.152	0.19
Satisfied with mobile phone connectivity[a]	satisfied: unsatisfied	92:20	95:20	95:16	83:26	0.329	0.05
Identify with local region[a]	yes:no	90:22	87:28	97:14	83:26	0.105	0.22
entify with being environmental conscious[a]	yes:no	101:11	100:15	101:10	95:14	0.825	0.04
Settlement Type (Post Codes)[a]	urban:rural	68:44	66:49	59:52	58:51	0.613	0.01
Settlement Type (Self-reported)[a]	urban:rural	78:34	84:31	84:27	69:40	0.209	0.02
Car Type[a]	petrol/diesel	89	87	86	89	0.392	< 0.01
	electric vehicle	8	10	14	12		
	hybrid	13	18	10	8		

*p < .05; **p < 0.01

[a] Pearson Chi Square for independence.

[b] Chi Square for independence performed but we report Likelihood Ratio test results because of some small cell sizes.

[c] Bayes Factor (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: ≤ 3.0 BF ≥ 0.33.

Note **:** sample sizes varied slightly for different comparisons, therefore numerical values rather than percentages have been given in all cases except for age.

Supplement 5: Table 1b. Study 1 Sociodemographic variables by amount of available energy.

		1 day's energy avail n=147	3 days' energy avail n=148	5 days' energy avail n=152	p	BF[c]
Ethnicity[a]	white:non-white	106:41	117:31	118:34	0.333	0.04
Perceived Monthly Affordability of bills[b]	very insufficient	6	4	2	0.681	< 0.01
	insufficient	17	16	22		
	just enough	58	53	65		
	sufficient	54	59	50		
	very sufficient	12	16	13		
Dwelling Type[b]	house/bungalow	116	121	121	0.935	< 0.01
	flat/maisonnette/apartment	29	26	30		
	caravan/mobile home/temporary structure	2	1	1		
Own/Rent[b]	owns outright	52	36	44	0.027*	0.01
	owns with mortgate/loan	42	42	61		
	part-owns/part-rents (shared ownership)	4	2	1		
	rents (with or w/o hous benft)	49	67	46		
	lives rent-free	0	1	0		
Satisfied with internet connectivity[a]	satisfied: unsatisfied	128:19	131:17	129:23	0.643	0.07
Satisfied with mobile phone connectivity[a]	satisfied: unsatisfied	119:28	120:28	126:26	0.888	0.04
Identify with local region[a]	yes:no	118:29	120:28	119:33	0.825	0.04
ɛntify with being environmental conscious[a]	yes:no	128:19	135:13	134:18	0.503	0.10
Settlement Type (Post Codes)[a]	urban:rural	82:65	87:61	82:70	0.696	0.03
Settlement Type (Self-reported)[a]	urban:rural	104:43	110:38	101:51	0.326	0.05
Car Type[a]	petrol/diesel	115	129	107	0.001	2.94
	electric vehicle	19	5	20		
	hybrid	11	13	25		

*p < .05; **p < 0.01

[a] Pearson Chi Square for independence.

[b] Chi Square for independence performed but we report Likelihood Ratio test results because of some small cell sizes.

[c] Bayes Factor (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: ≤ 3.0 BF ≥ 0.33.

Note : sample sizes varied slightly for different comparisons, therefore numerical values rather than percentages have been given in all cases except for age.

Supplement 5: Table 2. Study 1 Means, SE, ANOVA/ANCOVA and Bayes Factors for hours of energy shared by price and settlement type and by available energy and settlement type, respectively.

	Overall Price		Main Effects			Urban		Rural		Price x Settlement Type		
Price	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**	**Mean (SE)**	**95% CI**	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**
give for free (donate) (n=112)	68.27 (5.03)	58.37, 78.16	3.598	0.014*	1.16	73.94 (6.31)	61.54, 86.34	62.59 (7.84)	47.18, 78.01	0.713	0.545	0.06
half of what was paid (n=115)	49.15 (4.91)	39.51, 58.79				53.36 (6.40)	40.78, 65.95	44.94 (7.43)	30.33, 59.55			
same as what was paid (n=111)	68.58 (4.95)	58.86, 78.31				67.93 (6.77)	54.62, 81.24	69.23 (7.22)	55.05, 83.41			
twice what was paid (n=109)	66.38 (4.99)	56.57, 76.2				63.00 (6.83)	49.57, 76.43	69.76 (7.29)	55.45, 84.08			
Overall Settlement Type												
Urban (n=251)	64.56 (3.29)	58.09, 71.03	0.347	0.556	0.12							
Rural (n=196)	61.63 (3.72)	54.31, 68.95										
	Overall Available Energy		Main Effects			Urban		Rural		Available Energy x Settlement Type		
Available Energy	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**	**Mean (SE)**	**95% CI**	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**
1 day's energy avail (n=147)	11.13 (0.71)	9.73, 12.54	18.906	< .001***	> 100	10.68 (0.95)	8.82, 12.54	11.63 (1.06)	9.54, 13.72	1.165	0.313	0.12
3 days' energy avail (n=148)	14.88 (0.72)	13.46, 16.29				15.66 (0.92)	13.85, 17.46	14.07 (1.1)	11.91, 16.22			
5 days' energy avail (n=152)	17.25 (0.70)	15.87, 18.62				16.98 (0.95)	15.12, 18.83	17.74 (1.02)	15.73, 19.75			
Overall Settlement Type												
Urban (n=251)	14.37 (0.54)	13.30, 15.43	0.017	0.896	0.11							
Rural (n=196)	14.47 (0.61)	13.27, 15.68										

* p < .05; ** p < 0.01; *** p < .001

[a] Bayes Factors (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: 0.33 ≤ BF ≤ 3.0.

Supplement 5: Table 3a. Study 3 Sociodemographic variables by price condition split by give vs. sell framework.

		give framework			sell framework				
		give for free (donate) n=81	1/10th paid n=80	twice what was paid n=80	sell for free (donate) n=82	1/10th paid n=80	twice what was paid n=81	p	BF[c]
Ethnicity[a]	white:non-white	72:9	70:10	71:9	77	70	72	0.791	< 0.01
Perceived Monthly Affordability of bills[b]	very insufficient	4	1	1	3	0	6	0.049*	< 0.01
	insufficient	4	6	7	5	6	6		
	just enough	33	20	27	25	35	38		
	sufficient	33	46	33	38	32	26		
	very sufficient	7	7	12	11	7	5		
Dwelling Type[b]	house/bungalow	75	69	68	66	60	67	0.140	< 0.01
	flat/maisonnette/apartment	6	10	12	16	20	14		
	caravan/mobile home/temporary structure	0	1	0	0	0	0		
Own/Rent[b]	owns outright	16	11	19	17	17	15	0.239	< 0.01
	owns with mortgate/loan	40	46	38	32	38	39		
	part-owns/part-rents (shared ownership)	0	2	1	5	3	0		
	rents (with or w/o hous benft)	25	21	22	27	22	26		
	lives rent-free	0	0	0	1	0	1		
Satisfied with internet connectivity[a]	satisfied: unsatisfied	80:1	72:8	72:8	77:5	73:7	71:10	0.136	0.66
Satisfied with mobile phone connectivity[a]	satisfied: unsatisfied	67:14	62:18	66:14	74:8	65:15	62:19	0.259	0.03
Identify with local region[a]	yes:no	69:12	60:20	72:8	67:15	68:12	66:15	0.209	0.04
ntify with being environmental conscious[a]	yes:no	75:6	71:9	73:7	76:6	74:6	76:5	0.891	0.01
Car Type[a]	petrol/diesel	70	66	71	68	70	75	0.484	< 0.01
	electric vehicle	2	4	3	4	3	4		
	hybrid	9	10	6	10	7	2		

*p < .05; **p < 0.01

[a] Pearson Chi Square for independence.

[b] Chi Square for independence performed but we report Likelihood Ratio test results because of some small cell sizes.

[c] Bayes Factor (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: ≤ 3.0 BF ≥ 0.33.

Note : sample sizes varied slightly for different comparisons, therefore numerical values rather than percentages have been given in all cases except for age.

Supplement 5: Table 3b. Study 3 Sociodemographic variables by available energy condition using the give framework.

		give framework				
		1 day's energy avail n=160	**3 days' energy avail n=164**	**5 days' energy avail n=160**	**p**	**BF[c]**
Ethnicity[a]	white:non-white	143:17	149:15	140:20	0.621	0.01
Perceived Monthly Affordability of bills[b]	very insufficient	3	6	6	0.452	< 0.01
	insufficient	16	8	10		
	just enough	59	63	56		
	sufficient	66	75	67		
	very sufficient	16	12	21		
Dwelling Type[b]	house/bungalow	116	121	121	0.935	< 0.01
	flat/maisonnette/apartment	29	26	30		
	caravan/mobile home/temporary structure	2	1	1		
Own/Rent[b]	owns outright	35	30	30	0.813	< 0.01
	owns with mortgate/loan	73	79	81		
	part-owns/part-rents (shared ownership)	5	2	4		
	rents (with or w/o hous benft)	47	52	44		
	lives rent-free	0	1	1		
Satisfied with internet connectivity[a]	satisfied: unsatisfied	145:15	152:12	148:12	0.755	0.08
Satisfied with mobile phone connectivity[a]	satisfied: unsatisfied	127:33	141:23	128:32	0.234	0.14
Identify with local region[a]	yes:no	131:29	135:29	136:24	0.722	0.05
lentify with being environmental conscious[a]	yes:no	149:11	152:12	144:16	0.538	0.11
Car Type[a]	petrol/diesel	139	144	137	0.967	< 0.01
	electric vehicle	6	6	8		
	hybrid	15	14	15		

*p < .05; **p < 0.01

[a] Pearson Chi Square for independence.

[b] Chi Square for independence performed but we report Likelihood Ratio test results because of some small cell sizes.

[c] Bayes Factor (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: ≤ 3.0 BF ≥ 0.33.

Note : sample sizes varied slightly for different comparisons, therefore numerical values rather than percentages have been given in all cases except for age.

Supplement 5: Table 4. Study 3 Means, SE, ANOVA and Bayes Factor for hours of energy shared by price and incentive type.

	Overall Price		Main Effects			Give		Sell		Price x Incentive Type		
Price	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**	**Mean (SE)**	**95% CI**	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**
free (donate) (n=163)	65.61 (3.64)	58.46, 72.76	6.187	0.002**	7.68	68.52 (5.16)	58.38, 78.66	62.71 (5.13)	52.63, 72.79	0.322	0.7	0.06
1/10 th of what was paid (n=160)	56.81 (3.67)	49.60, 64.03				56.10 (5.19)	45.89, 66.31	57.53 (5.19)	47.32, 67.73			
twice what was paid (n=161)	75.05 (3.66)	67.86, 82.25				74.40 (5.19)	64.19, 84.61	75.70 (5.16)	65.56, 85.85			
Overall Incentive Type												
Give (n=243)	66.34 (2.99)	60.46, 72.22	0.059	0.808	0.1							
Sell (n=241)	65.31 (2.98)	59.46, 71.17										

*p < .05; **p < 0.01; ***p < .001

[a] Bayes Factors (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: 0.33 ≤ BF ≤ 3.0.

Supplement 5: Table 5. Means, SE, ANOVA and Bayes Factor results, combining all studies' data, for hours of energy shared by price and incentive type and by available energy and incentive type.

	Overall Price		Main Effects			Give		Sell		Price x Incentive Type		
Price	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**	**Mean (SE)**	**95% CI**	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**
free (donate) (n=275)	65.89 (3.20)	59.62, 72.17	8.449	< .001***	> 100	69.08 (3.49)	62.23, 75.93	62.71 (5.36)	52.20, 73.22	0.035	0.965	0.03
1/10th of what was paid (n=280)	53.90 (3.21)	47.60, 60.19				56.10 (5.42)	45.46, 66.74	51.69 (3.43)	44.96, 58.42			
twice what was paid (n=270)	72.32 (3.24)	65.97, 78.66				74.40 (5.42)	63.76, 85.04	70.23 (3.52)	63.33, 77.14			
Overall Incentive Type												
Give (n=353)	66.53 (2.81)	56.79, 66.30	1.805	0.179	0.40							
Sell (n=472)	61.54 (2.42)	61.01, 72.04										

	Overall Available Energy		Main Effects			Give		Sell		Available Energy x Incentive Type		
Available Energy	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**	**Mean (SE)**	**95% CI**	**Mean (SE)**	**95% CI**	**F**	**p**	**BF[a]**
1 day's energy avail (n=237)	10.81 (0.60)	9.63, 11.99	42.591	< .001***	> 100	11.18 (0.68)	9.83, 12.52	10.44 (0.99)	8.5, 12.38	0.651	0.522	0.07
3 days' energy avail (n=234)	17.41 (0.62)	16.20, 18.63				18.62 (0.68)	17.29, 19.95	16.2 (1.04)	14.17, 18.23			
5 days' energy avail (n=234)	17.85 (0.61)	16.66, 19.05				18.19 (0.68)	16.85, 19.54	17.51 (1.01)	15.54, 19.49			
Overall Incentive Type												
Give (n=484)	16.00 (0.39)	15.22, 16.77	3.303	0.07	0.47							
Sell (n=221)	14.72 (0.58)	13.57, 15.86										

*p < .05; **p < 0.01; ***p < .001

[a]Bayes Factors (BF) ≥ 3.0 supports H1; BF ≤ 0.33 supports H0; inconclusive evidence: 0.33 ≤ BF ≤ 3.0. .

Note **:** Combining all studies' samples resulted in a larger total N for Price because of the additional condition: 1/10th paid (n=120), who did not receive Scenario 1b.