

# University Education and Students' Willingness-To-Pay for Green Attributes of Prospective Jobs

## *Analysis Plan*

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### **Abstract**

This study investigates the impact of university education on students' green attitudes towards prospective jobs, addressing a critical gap in the literature on the determinants of sustainability-related behaviors. A behavioral survey experiment is conducted using a representative sample of 2,000 individuals aged 18-30 years, residing across all Italian regions. Participants without a university education background are also included in the sample in order to capture potential differences in green attitudes.

The survey experiment employs stated preference methods to estimate respondents' Willingness-To-Pay (WTP) for green attributes in hypothetical jobs and examine its heterogeneity across individuals' characteristics and behavioral traits (social and time preferences, risk tolerance, and competitiveness). Participants are asked to evaluate job scenarios that vary randomly in earnings and green attributes, providing probabilistic choices that allow for precise measurement of preferences, free from confounding equilibrium job-market factors.

The analysis integrates data from the green skills classification of university courses—developed in previous research—to assess how educational content influences students' WTP.

**Keywords:** Environment & Energy, Green transition, Jobs' green attributes, Stated-preference experiment, Students' green attitudes, University education

**JEL Codes:** C10, I23, J28, J31, J81, Q50

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# 1 Introduction

This research examines the extent to which university education affects students' attitudes toward the green economy. Despite the relevance that sustainability and green-oriented attitudes are attributed to the policy debate, there is lack of evidence regarding the factors shaping these attitudes. In particular, limited attention has been devoted to understanding the role of university education in fostering greater awareness about green-related topics among future generations. Our work aims to bridge this research gap through empirical investigations based on a behavioral survey experiment conducted with a representative sample of 2,000 individuals aged between 18 and 30 residing across all Italian regions. Participants without a university education background are also included in the sample in order to capture potential differences in green attitudes.

Building on stated preference methods (Maestas et al., 2023; Mas and Pallais, 2017; Wiswall and Zafar, 2018), we run a series of experiments aimed at estimating preferences for green attributes of hypothetical jobs. Participants are presented with a set of job offers that vary in monthly salaries as well as in specific attributes and are asked to state their probabilistic choice. This method enables a precise identification of preferences for green attributes, free from omitted variable bias and avoiding the confounding effects of equilibrium matching of workers and jobs. The key green attributes characterizing job offers are identified through a comprehensive review of interdisciplinary literature, spanning fields such as Marketing, Management, and Environmental Economics.

The data collected are used to estimate respondents' Willingness-To-Pay (WTP) for eco-friendly attributes of hypothetical jobs and to examine its heterogeneity across individuals' characteristics and behavioral traits. Also, these data are matched with the classification of green teaching produced in prior research to investigate the extent to which students' WTP relates to the green skill intensity of different bachelor's and master's degree courses.

To mitigate concerns about demand effects, the survey experiment refrains from explicitly mentioning the duality of green and brown attributes in the hypothetical job offers. Besides, these job offers are also characterized by additional attributes unrelated to this duality, with the aim of enhancing the realism of the job postings and diverting respondents' attention towards research objectives.

## 2 Experimental details

### 2.1 Demographics and behavioral traits

In the first section of the survey, participants are asked to respond to a series of questions on demographic characteristics, including gender, age, ethnicity, region of residence, education level, employment status, unemployment status, and occupation. Also, for those attending or who have attended university courses, additional questions cover the academic year of enrolment, course name, and university attended.

In the second section, we elicit information on a range of behavioral traits, that is risk tolerance, time preferences, competitiveness, and social preferences –altruism, reciprocity, and trust– using experimentally validated survey questions (Chen et al., 2001; Dohmen et al., 2011; Falk et al., 2023; Houston et al., 2002; Non et al., 2022).

### 2.2 Stated-preference experiments

The survey involves ten stated-preference experimental questions. Each of these questions displays a pair of hypothetical job offers, namely JOB OFFER A and JOB OFFER B. Each job offer is described by ten attributes characterizing both the occupation and the company providing it, along with the offered monthly salary. Of these 10 attributes, six can take on two values: one brown and one green (brown= not environmentally sustainable; green= environmentally sustainable). Below is the list of these six non-wage attributes and their corresponding brown and green values:

- **Employee benefits:** BROWN= Not specified | GREEN= Annual public transport pass
- **Certifications:** BROWN= Not specified | GREEN= Company certified ISO 14001 (environmental standards management)
- **On the job training:** BROWN= Not specified | GREEN= Training on environmental topics and standards
- **Goods and services produced by the company:** BROWN= Not specified | GREEN= Eco-friendly
- **Energy sources used by the company:** BROWN= Not specified | GREEN= 50% from renewable energy

- **Performance bonus:** BROWN= Granted if profit goals are met | GREEN= Granted if sustainability goals are met

The remaining four nonmonetary attributes refer to some of the most important dimensions of working condition, namely schedule flexibility (Katz and Krueger, 2019), working from home (Mas and Pallais, 2017), pace of work (Lopes et al., 2014) and autonomy at work (Saragih, 2015). Even these attributes can take on two values, as follows:

- **Work schedule:** Schedule set by your manager | You can set your own schedule
- **Option to work from home:** No | Yes
- **Pace of work:** Fast-paced | Moderate
- **Autonomy at work:** Your tasks and procedures are defined by your manager | You can manage your work autonomously

First of all, we define the baseline job, around which job attributes would vary. It is constituted by the brown values as regards the attributes characterized by the green-brown dualism, and by the less desirable values as regards the attributes referring to working conditions. The baseline salary is €1,586, which represents the average salary in Italy for graduates three years after obtaining a master's degree (AlmaLaurea, 2024).

In each stated-preference experimental question, the two job offers would have identical attribute values except for two attributes, which are selected randomly. These two non-wage attributes would randomly take on one of the two potential values, without replacement (i.e., the two job offers would not share the same value for the changing attributes). All other attributes remain equal between JOB OFFER A and JOB OFFER B and are set at their brown or less attractive values depending on attributes' category.

The offered monthly salary is always randomly assigned across JOB OFFER A and JOB OFFER B and computed as follows. Given the baseline wage  $w = €1,586$ , the hypothetical wages are computed as  $\theta_A w$  and  $\theta_B w$ , where  $\theta_A \sim N(1, 0.1^2)$  and  $\theta_B \sim N(1, 0.1^2)$ , respectively. To ensure that the wage variation remains within a plausible range, both  $\theta_A$  and  $\theta_B$  are truncated to the interval  $[0.75, 1.25]$ , thereby restricting the wage difference between the two monthly salaries to a maximum of  $\pm 25\%$  relative to the baseline wage. To limit the number of cases when one job offer entirely dominates the other on all varying characteristics (i.e., when one job offer displays both the green/more

desirable values in the two varying attributes and the higher salary), the wage is recalculated using the aforementioned formula. If one job remains dominant, the values of the two varying attributes are re-randomized. At this stage, the new selections are adopted without further modifications. The two varying attributes and the offered monthly salary are highlighted in yellow for improved visibility.

Below the table displaying attributes and salaries of the two hypothetical job offers, each stated-preference experiment includes a multiple-choice question with four options to gather the respondents' preference for JOB OFFER A or JOB OFFER B. Specifically, the options are:

- I strongly prefer JOB OFFER A
- I prefer JOB OFFER A
- I prefer JOB OFFER B
- I strongly prefer JOB OFFER B

## **2.3 Outcome I: Willingness-To-Pay for green attributes**

The stated-preference experiments enable us to collect data on respondents' job preferences based on a predefined set of job attributes and corresponding wage. Therefore, for each individual we can estimate the utility that results from each green attribute and the wage. The utility, once obtained, enables us to derive the WTP of any individual for each green characteristic. At this stage, we can also derive the respondent's full appraisal of the six green attributes, that is the measurement of the WTP for the "greenest" job offer relative to the "brownest" job offer.

## **2.4 Outcome II: Willingness-To-Pay for four dimensions of working conditions**

Using the same procedure outlined in the previous section, we can also estimate the participants' utility derived from the more desirable values of the four attributes referring to working conditions and the salary. Afterwards, we compute the respondent's WTP for each amenity and then their full evaluation of the four attributes in terms of wage they are willing to forgo to switch from the "worst" job offer to the "best" job offer.

## 3 Sample size

We will recruit participants through Bilendi & Respondi, a leading company in data collection. The sample will consist of 2,000 individuals, selected to be representative of the Italian population aged 18 to 30.

### 3.1 Hypotheses

**Hypotheses 1:** *The respondents are expected to have positive Willingness-To-Pay for green attributes as well as for other desirable non-wage attributes of jobs.*

**Hypothesis 2:** *The Willingness-To-Pay for green attributes of subjects who attend or have attended university courses will be positively correlated with the level of green content of different bachelor's and master's courses.*

## 4 Analysis

### 4.1 Estimation of respondents' indirect utility

The model will pivot around the assumption that individuals choose the alternative which maximize their utility. Therefore, the choice process in the stated-preference experiments may be represented by a linear indirect utility function, as follows:

$$V_{ijt} = \alpha + Z'_{ijt}\beta_i + \gamma_i w_{ijt} + \varepsilon_{ijt},$$

where  $V_{ijt}$  is the indirect utility for individual  $i$ , job offer alternative  $j = A, B$ , and choice pair  $t = 1, \dots, 10$ .  $Z'_{ijt}$  is a vector of job attributes of length  $R + D$  and  $w_{ijt}$  is the salary offered to individual  $i$  for the job offer option  $j$  in the choice pair  $t$ . The parameters  $\beta_i$  and  $\gamma_i$  capture individual heterogeneity in how each job attribute and the wage contribute to indirect utility. Finally, the error term  $\varepsilon_{ijt}$  is assumed to be an i.i.d. extreme value distributed.

At this stage, we can estimate the probability that an individual prefers a job offer with attributes  $Z_{ijt}$  and salary  $w_{ijt}$  over a job offer with attributes  $Z_{ikt}$  and salary  $w_{ikt}$ :

$$P(V_{ijt} > V_{ikt}) = \frac{\exp [(Z'_{ijt} - Z'_{ikt})\beta_i + \gamma_i(w_{ijt} - w_{ikt})]}{1 + \exp [(Z'_{ijt} - Z'_{ikt})\beta_i + \gamma_i(w_{ijt} - w_{ikt})]}$$

We estimate the above equation by means of a probabilistic model.

## 4.2 Derivation of Willingness-To-Pay

According to **Hypothesis 1**, we derive the WTP for a specific green attribute  $r$  or desirable attribute  $d$  by utilizing the parameters  $\beta_i$  and  $\gamma_i$  previously estimated in the indirect utility function. If we consider an individual  $i$  who is indifferent between not possessing a specific green attribute  $r$  at their current salary  $w_i$  and choosing the attribute with a corresponding wage reduction equivalent to  $WTP_i^r$ :

$$\gamma_i w_i = \beta_i^r + \gamma_i [w_i - WTP_i^r],$$

where  $\beta_i^r$  is the marginal utility for an individual  $i$  of having a specific attribute  $r$ . We then solve for the  $WTP_i^r$ :

$$WTP_i^r = \frac{\beta_i^r}{\gamma_i}$$

Equivalently, we employ the same procedure to calculate the  $WTP_i^d$  of an individual who is indifferent between not possessing a specific desirable attribute  $d$  at their current salary  $w_i$  and having the attribute with the corresponding wage decrease:

$$\gamma_i w_i = \beta_i^d + \gamma_i [w_i - WTP_i^d],$$

then, solving for the  $WTP_i^d$ :

$$WTP_i^d = \frac{\beta_i^d}{\gamma_i}$$

Afterwards, we compute the Willingness-To-Pay for switching from the “brownest” job offer to the “greenest” job offer:

$$WTP_i^{FULL\ GREEN} = \frac{\sum_{r=1}^R \beta_i^r}{\gamma_i}$$

We also calculate the WTP for moving from the “worst” job offer to the “best” one:

$$WTP_i^{FULL\ DESIRABLE} = \frac{\sum_{d=1}^D \beta_i^d}{\gamma_i}$$

### 4.3 Measuring the effect of green skill intensity in teaching offerings on students’ green attitude

The data on WTP for green attributes of subjects aged 18-30 years who attend or have attended university courses are matched with the estimates –derived by a related research project– of the green skill intensity of different bachelor’s and master’s programs offered by Italian universities. The matching can be performed since we collect detailed information on respondents’ university background in the survey. Therefore, we estimate the following equation:

$$\begin{aligned} WTP_i^{FULL\ GREEN} &= \delta_0 + \delta_1 X'_i + \delta_2 Prosocial_i + \delta_3 Impatient_i + \delta_4 Competitiveness_i \\ &+ \delta_5 RiskTolerant_i + \delta_6 GSI_{j(i)} + \varepsilon_i \end{aligned}$$

where  $X'_i$  is a vector of prespecified control variables.  $Prosocial_i$  is a measure of individual’s prosocial behavior obtained through the combination of responses to questions referring to four dimensions of prosociality identified by Falk et al. (2023), namely trust, altruism, positive reciprocity, and negative reciprocity. Following Bietenbeck et al. (2023), we define a prosociality index as the unweighted average of the four prosociality dimensions, standardized to have a mean of 0 and a standard deviation of 1.  $Impatient_i$  takes value one if individual  $i$  indicates a value  $< 5$  in the time discounting question and zero otherwise.  $Competitiveness_i$  is represented as a synthetic index

constructed using factor scores from Principal Component Analysis (PCA).  $RiskTolerant_i$  takes value one if individual  $i$  reports a value  $> 5$  in the risk question and zero otherwise.  $GSI_{j(i)}$  is the measure of the green skill intensity of the bachelor's and master's programs attended by individual  $i$  and  $\varepsilon_i$  is the individual error term.

According to **Hypothesis 2**, we expect to reject the null that  $\delta_6 = 0$  in favor of  $\delta_6 > 0$ .

## 5 Definition of pre-specified control variables

- *Gender* will be coded as a dummy.
- *Age* will be coded as four age groups dummies (18-20, 21-23, 24-26, 27-30)
- *Ethnicity* will be coded as five ethnic groups dummies (White/Caucasic, Black/African, Arab/Middle Eastern, Latin American, Asian).
- *Education* will be coded as an ordinal variable (Lower secondary school certificate or below, Upper secondary school diploma, Bachelor's degree, Master's degree, PhD).
- *Macro-Region of residence* will be coded as five dummies corresponding to Italian macro regions (North-West, North-East, Centre, South, Islands).
- *Employment status* will be coded as a dummy for individuals who are employed.
- *Unemployment status* will be coded using three dummy variables corresponding to three distinct statuses of unemployment (Unemployed and actively seeking work, Not working and not seeking employment, Not working, not seeking employment, but enrolled in a university/school program or an apprenticeship).
- *Occupation* will be coded using nine dummy variables, corresponding to the nine main occupational groups identified by the International Standard Classification of Occupations (ISCO).

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## Q1.1 Informed consent for data use

Welcome! This survey is intended for all individuals residing in Italy aged between 18 and 30. Its goal is to examine how your preferences regarding hypothetical job offers change based on the characteristics of the jobs themselves and the companies offering them (e.g., salary, performance bonuses, work pace, etc.). Participation in the survey is voluntary and is estimated to take between 10 and 15 minutes. Using a PC is the most convenient option. You may withdraw at any time without providing any explanation. Your data will be collected in a strictly anonymous manner, used exclusively for scientific purposes, and handled in compliance with the applicable data protection regulations. The research findings will be published in a summarized form, ensuring that no responses can be traced back to individual participants. Additionally, you have the right to request information regarding the results and the outcome of the study. If you wish, you can consult (and download) all the information about the informed consent by clicking on the following link.

For any inquiries or clarifications regarding this study, or for any other needs, you can contact the researchers via email: Andrea Marini (andrea.marini@unife.it) Fabio Landini (fabio.landini@unipr.it) Ugo Rizzo (ugo.rizzo@unife.it)

By clicking "Confirm", you declare that you have read and understood this information and that you want to proceed with the survey.

- ☐ I confirm
  - ☐ Exit survey
-

**Q2.1** What gender do you identify as?

- ☐ Man
  - ☐ Woman
  - ☐ Non-binary
  - ☐ I prefer not to answer
- 

**Q2.2** How old are you?

- ☐ 18-20
  - ☐ 21-23
  - ☐ 24-26
  - ☐ 27-30
- 

**Q2.3** What is your ethnicity?

- ☐ White/Caucasic
  - ☐ Black/African
  - ☐ Arab/Middle-Eastern
  - ☐ Latin American
  - ☐ Asian
  - ☐ Other (please specify) \_\_\_\_\_
- 

**Q2.4** Which Italian region do you live in?

Click to select the region

▼ Abruzzo ... Veneto

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**Q2.5** Which province do you live in?

Click to select the province

▼ Agrigento ... Viterbo

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**Q2.6** What is the highest level of education you have completed?

- ☐ Lower secondary school certificate or below
  - ☐ Upper secondary school diploma
  - ☐ Bachelor's degree
  - ☐ Master's degree
  - ☐ PhD
- 

**Q2.7** Are you currently working?

- ☐ Yes
  - ☐ No
- 

**Q2.8** Specifically, which of the following best describes your current status?

- ☐ Unemployed and actively seeking work
  - ☐ Not working and not seeking work
  - ☐ Not working, not seeking employment, but enrolled in a university/school program or an apprenticeship
- 

**Q2.9** What is your occupation? (If you have any doubts, place your cursor over the response option to read a detailed explanation of each occupational category)

- ☐ Entrepreneurs and Managers
  - ☐ Professionals
  - ☐ Technicians and Associate Professionals
  - ☐ Clerical Support Workers
  - ☐ Service and Sales Workers
  - ☐ Skilled Agricultural, Forestry, and Fishery Workers
  - ☐ Craft and Related Trades Workers
  - ☐ Plant and Machine Operators and Assemblers
  - ☐ Elementary Occupations
  - ☐ Armed Forces Occupations
- 

**Q2.7** Have you attended or are you currently attending university?

- ☐ Yes
- ☐ No

**Q2.8** What degree programme have you attended or are you currently attending?

- ☐ Only Bachelor's degree
- ☐ Both Bachelor's and Master's degree
- ☐ Single-cycle Master's degree (Laurea Magistrale a ciclo unico)
- 

**Q2.9** In which academic year did you enroll in your Bachelor's degree programme?

Click to select your academic year of enrolment

▼ 2012/2013 ... 2024/2025

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**Q2.10** In which academic year did you enroll in your Master's degree programme?

Click to select your academic year of enrolment

▼ 2012/2013 ... 2024/2025

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**Q2.11** In which academic year did you enroll in your single-cycle Master's degree programme?

Click to select your academic year of enrolment

▼ 2012/2013 ... 2024/2025

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**Q2.12** In which university? (Online universities are at the bottom of the list)

Click to select the university where you completed your **Bachelor's**

▼ Ancona - Università Politecnica delle Marche ... Universitas Mercatorum - telematica

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**Q2.13** In which university? (Online universities are at the bottom of the list)

Click to select the university where you completed your **Master's**

▼ Ancona - Università Politecnica delle Marche ... Universitas Mercatorum - telematica

**Q2.14** In which university? (Online universities are at the bottom of the list)

Click to select the university

▼ Ancona - Università Politecnica delle Marche ... Universitas Mercatorum - telematica

**Q2.15** Specifically, what was, or what is, the name of your Bachelor's degree programme? Please, write this name as accurate as you can.

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**Q2.16** Specifically, what was, or what is, the name of your Master's degree programme? Please, write this name as accurate as you can.

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**Q2.17** Specifically, what was, or what is, the name of your single-cycle Master's degree programme? Please, write this name as accurate as you can.

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**Q3.1** How would you describe yourself: are you someone who is generally willing to take risks, or do you prefer to avoid taking risks? *We ask you to use the following scale from 0 to 10, where 0 indicates "Completely unwilling to take risks" and 10 indicates "Very willing to take risks."*

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

☐ 10

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**Q3.2** In comparison to others, are you a person who is generally willing to give up something today in order to benefit from that in the future or are you not willing to do so? *We ask you to use the following scale from 0 to 10, where 0 indicates "Completely unwilling to give up something today" and 10 indicates "Very willing to give up something today".*

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10

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**Q3.3** Imagine the following situation: You have won €1,000 in the lottery. **How much would you donate to charity?**

0 100 200 300 400 500 600 700 800 900 1000

|                 |                                                                                      |
|-----------------|--------------------------------------------------------------------------------------|
| Amount in euros |  |
|-----------------|--------------------------------------------------------------------------------------|

**Q3.4** Imagine the following situation: you are shopping in an unfamiliar city and realize you have lost your way. Then you ask a stranger for directions and they offer to drive you to your destination. The ride takes about 20 minutes and costs the stranger about €20, but they do not want money for it. You are carrying six bottles of wine with you. The cheapest bottle costs €5 and the most expensive bottle costs €30. You decide to give one of your bottles to the stranger as a thank-you gift. **Which bottle do you give?**

- ☐ a €5 bottle
  - ☐ a €10 bottle
  - ☐ a €15 bottle
  - ☐ a €20 bottle
  - ☐ a €25 bottle
  - ☐ a €30 bottle
- 

**Q3.5** Imagine the following situation: You participate in a game. This game has the following rules: First, you are assigned a co-player. You do not know your co-player, and you will never meet him or her. Both of you get €100 each. You can transfer any part of that amount to your co-player. According to the rules of the game, your co-player will receive the tripled amount of your transfer. In turn, your co-player can transfer any part of his or her total amount back to you. You and your co-player cannot communicate or meet at any point during the game. After the game, your ways will part, and you will never know who your co-player was. We would like to know the following:

**How much would you transfer to your co-player?**

0 10 20 30 40 50 60 70 80 90 100

|                 |                                                                                      |
|-----------------|--------------------------------------------------------------------------------------|
| Amount in euros |  |
|-----------------|--------------------------------------------------------------------------------------|

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**Q3.6** How do you see yourself: Are you a person who is generally willing to punish unfair behavior even if this is costly? *We ask you to use the following scale from 0 to 10, where 0 indicates "Not willing at all to incur costs to punish unfair behavior" and 10 indicates "Very willing to incur costs to punish unfair behavior".*

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10

**Q3.7** How much do you agree with each of the following statements?

|                                              | Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |
|----------------------------------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I like competition                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I do not like competing against other people | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I try to avoid competing with others         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

**Q4.1** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.2** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.3** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.4** We want to know which methods people believe are most effective when searching for a job. We are also interested in understanding whether people read questions like this carefully. To show that you have read up to this point, please ignore the question below and select only the "Other" option as your answer. That's right, ignore the question and answer as instructed. Thank you very much!

Which of the following methods do you think is/are the MOST EFFECTIVE when searching for a job?

- ☐ Job ads on social media (Instagram, LinkedIn, Facebook)
  - ☐ Visiting employment agencies
  - ☐ Ask friends, relatives, and colleagues
  - ☐ Visiting companies in-person
  - ☐ Job ads on dedicated websites/apps
  - ☐ Going to job fairs/hiring halls
  - ☐ Going to Job Career Days events organized by universities
  - ☐ Other
- 

**Q4.5** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and

the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.6** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be

considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.7** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be

considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.8** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be

considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                                   | JOB OFFER A                                           | JOB OFFER B                                           |
|---------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| <b>Work schedule</b>                              | Schedule set by your manager                          | Schedule set by your manager                          |
| <b>Option to work from home</b>                   | No                                                    | No                                                    |
| <b>Employee benefits</b>                          | Not specified                                         | Not specified                                         |
| <b>Certification held by the company</b>          | Not specified                                         | Not specified                                         |
| <b>Autonomy at work</b>                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| <b>Pace of work</b>                               | Fast-paced                                            | Fast-paced                                            |
| <b>On the job training</b>                        | Not specified                                         | Not specified                                         |
| <b>Goods and services provided by the company</b> | Not specified                                         | Not specified                                         |
| <b>Energy sources used by the company</b>         | Not specified                                         | Not specified                                         |
| <b>Performance bonus</b>                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| <b>Salary</b>                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.9** As you have seen, this survey wants to explore the reasons why people might choose one job offer over another. We are also interested in understanding whether people read questions like this carefully. To show that you have read up to this point, please ignore the question below and

select only the "Other" option as your answer. That's right, ignore the question and answer as instructed. Thank you very much!

When searching for a new job, what characteristics are the MOST IMPORTANT for you?

- ☐ The job gives you the opportunity to work in teams
  - ☐ The job allows you to have flexible working hours
  - ☐ The job allows you to work autonomously
  - ☐ The job gives you the opportunity to telecommute
  - ☐ The job is not stressful
  - ☐ The job gives you career growth opportunities
  - ☐ The workplace is close to your home
  - ☐ The job gives you the opportunity to work in a collaborative work environment
  - ☐ The company conducts its business ethically
  - ☐ Other
- 

**Q4.10** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                            | JOB OFFER A                                           | JOB OFFER B                                           |
|--------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| Work schedule                              | Schedule set by your manager                          | Schedule set by your manager                          |
| Option to work from home                   | No                                                    | No                                                    |
| Employee benefits                          | Not specified                                         | Not specified                                         |
| Certification held by the company          | Not specified                                         | Not specified                                         |
| Autonomy at work                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| Pace of work                               | Fast-paced                                            | Fast-paced                                            |
| On the job training                        | Not specified                                         | Not specified                                         |
| Goods and services provided by the company | Not specified                                         | Not specified                                         |
| Energy sources used by the company         | Not specified                                         | Not specified                                         |
| Performance bonus                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| Salary                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.11** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                            | JOB OFFER A                                           | JOB OFFER B                                           |
|--------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| Work schedule                              | Schedule set by your manager                          | Schedule set by your manager                          |
| Option to work from home                   | No                                                    | No                                                    |
| Employee benefits                          | Not specified                                         | Not specified                                         |
| Certification held by the company          | Not specified                                         | Not specified                                         |
| Autonomy at work                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| Pace of work                               | Fast-paced                                            | Fast-paced                                            |
| On the job training                        | Not specified                                         | Not specified                                         |
| Goods and services provided by the company | Not specified                                         | Not specified                                         |
| Energy sources used by the company         | Not specified                                         | Not specified                                         |
| Performance bonus                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| Salary                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B

**Q4.12** Imagine you are offered the two Full-Time job offers shown below. These two job offers are identical in all the characteristics listed in the table, except for the two highlighted in yellow and the monthly salary offered. All other characteristics not mentioned in the table should also be considered identical for both job offers. Please carefully review the characteristics listed below and, below the table, choose whether you prefer JOB OFFER A or JOB OFFER B.

|                                            | JOB OFFER A                                           | JOB OFFER B                                           |
|--------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| Work schedule                              | Schedule set by your manager                          | Schedule set by your manager                          |
| Option to work from home                   | No                                                    | No                                                    |
| Employee benefits                          | Not specified                                         | Not specified                                         |
| Certification held by the company          | Not specified                                         | Not specified                                         |
| Autonomy at work                           | Your tasks and procedures are defined by your manager | Your tasks and procedures are defined by your manager |
| Pace of work                               | Fast-paced                                            | Fast-paced                                            |
| On the job training                        | Not specified                                         | Not specified                                         |
| Goods and services provided by the company | Not specified                                         | Not specified                                         |
| Energy sources used by the company         | Not specified                                         | Not specified                                         |
| Performance bonus                          | Granted if profit goals are met                       | Granted if profit goals are met                       |
| Salary                                     | €1586                                                 | €1586                                                 |

Which job offer do you prefer?

- ☐ I strongly prefer JOB OFFER A
- ☐ I prefer JOB OFFER A
- ☐ I prefer JOB OFFER B
- ☐ I strongly prefer JOB OFFER B