

Table 3: Data dictionary for apollo_drugChoiceData.csv

Individuals	1,000
Observations	10,000

Variable	Description	Values
ID	Unique respondent ID	1 to 1,000
task	Index for SP choice tasks	1 to 10
best	first ranked alternative	1 to 4
second_pref	second ranked alternative	1 to 4
third_pref	third ranked alternative	1 to 4
worst	worst ranked alternative	1 to 4
brand_1	brand for first alternative	Artemis; Novum
country_1	country for first alternative	Switzerland; Denmark; USA
char_1	characteristics for first alternative	standard; fast acting; double strength
side_effects_1	risk of side effects for first alternative	Min: 1/100,000, mean: 37/100,000, max: 100/100,000
price_1	price (£) for first alternative	Min: 2.25, mean: 3.15, max: 4.5
brand_2	brand for second alternative	Artemis; Novum
country_2	country for second alternative	Switzerland; Denmark; USA
char_2	characteristics for second alternative	standard; fast acting; double strength
side_effects_2	risk of side effects for second alternative	Min: 1/100,000, mean: 37/100,000, max: 100/100,000
price_2	price (£) for second alternative	Min: 2.25, mean: 3.15, max: 4.5
brand_3	brand for third alternative	BestValue; Supermarket; PainAway
country_3	country for third alternative	USA; India; Russia; Brazil
char_3	characteristics for third alternative	standard; fast acting
side_effects_3	risk of side effects for third alternative	Min: 10/100,000, mean: 370/100,000, max: 1,000/100,000
price_3	price (£) for third alternative	Min: 0.75, mean: 1.75, max: 2.5
brand_4	brand for fourth alternative	BestValue; Supermarket; PainAway
country_4	country for fourth alternative	USA; India; Russia; Brazil
char_4	characteristics for fourth alternative	standard; fast acting
side_effects_4	risk of side effects for fourth alternative	Min: 10/100,000, mean: 370/100,000, max: 1,000/100,000
price_4	price (£) for fourth alternative	Min: 0.75, mean: 1.75, max: 2.5
regular_user	dummy variable for regular users	1 for regular users, 0 otherwise
university_educated	dummy variable for university educated	1 for university educated, 0 otherwise
over_50	dummy variable for age over 50 years	1 for age over 50 years, 0 otherwise
attitude_quality	Answer to "I am concerned about the quality of drugs developed by unknown companies"	Likert scale from 1 (strongly disagree) to 5 (strongly agree)
attitude_ingredients	Answer to "I believe that ingredients are the same no matter what the brand"	Likert scale from 1 (strongly disagree) to 5 (strongly agree)
attitude_patent	Answer to "The original patent holders have valuable experience with their medicines"	Likert scale from 1 (strongly disagree) to 5 (strongly agree)
attitude_dominance	Answer to "I believe the dominance of big pharmaceutical companies is unhelpful"	Likert scale from 1 (strongly disagree) to 5 (strongly agree)