# Data dictionary for `apollo_drugChoiceData.csv`

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|---:|:---|
| 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 medecines"* | 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) |