List of variables in the data and their levels (Codebook)

- **ID:** Identifies the individual (99 in the dataset).
- **Set:** Identifies the choice set (16 per individual).
- **Tax:** equals 1 if the policy involves an increase in tax (of €300 per year); −1 if it involves a decrease in tax (of €300 per year).
- **Time:** equals 1 if the policy involves an increase in travel time (of 20 minutes per day); −1 if it involves a decrease in travel time (of 20 minutes per day).
- **NonFat:** equals 1 if the policy involves an increase in the number of seriously injured in traffic (of 100 per year); −1 if it involves a decrease in the number of seriously injured in traffic (of 100 per year).
- **Fat:** equals 1 if the policy involves an increase in the number of traffic fatalities (of 5 per year); −1 if it involves a decrease in the number of in the number of traffic fatalities (of 5 per year).
- **Taboo:** equals 1 if the policy involves a taboo-trade-off; 0 otherwise.
- **CHOICE:** equals 1 if the individual supports the policy; 2 if he or she opposes it.
- **Gender:** equals 1 if Male, 2 if Female.
- **Age:** age in whole years.
- **Edu:** education level, ranging from 1 (lowest) to 7 (highest).
- **Inc:** income level, ranging from 1 (lowest) to 27 (highest).

An example choice task

	Proposed Transport Policy
Vehicle ownership tax (per year, for each car owner including yourself)	300 euro **less** tax
Travel time (per working day, for each car commuter including yourself)	20 minutes **less** travel time
Number of seriously injured in traffic (per year)	100 seriously injured **more**
Number of traffic fatalities (per year):	5 traffic fatalities **more**
YOUR CHOICE	□ I support the proposed policy □ I oppose the proposed policy