**Codebook for conjoint_data.RData**

This codebook contains the names, descriptions, and labels for all variables appearing in the dataset "conjoint_data.RData."

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Note: For all variables, NA indicates missingness, 98 indicates refusal to respond, and 99 indicates "I don't know" responses.

| Variable name | Variable description | Value labels |
|---|---|---|
| KEY | Unique identifier for respondent. | Alphanumeric |
| round | Variable indicating which round of the conjoint experiment the observation corresponds to. | 1 = first round<br>2 = second round<br>3 = third round<br>4 = fourth round |
| profile | Variable indicating which profile in the choice task the observation corresponds to. | 1 = left profile<br>2 = right profile |
| c_contract | The contract trait presented in the conjoint experiment. | Character string |
| c_personal_cxn | The personal connection trait presented in the conjoint experiment. | Character string |
| c_political_affil | The political affiliation trait presented in the conjoint experiment. | Character string |
| c_business_size | The size of the business trait presented in the conjoint experiment. | Character string |
| c_ethnicity | The ethnicity of the firm manager trait presented in the conjoint experiment. | Character string |
| c_religion | The religion of the firm manager trait presented in the conjoint experiment. | Character string |
| prefer | Respondent choice when asked which deal more likely to choose. | 1 = Deal 1<br>2 = Deal 2<br>3 = Neither<br>4 = Both |
| breach | Respondent choice when asked which deal more likely to end in breach. | 1 = Deal 1<br>2 = Deal 2<br>3 = Neither<br>4 = Both |
| preferred_firm | Indicator coded 1 if respondent replied that they would choose deal. | 0 = No<br>1 = Yes |
| breach_risk | Indicator coded 1 if respondent replied deal would end in breach. | 0 = No<br>1 = Yes |

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| neighborhood | Neighborhood in which firm is located. | 1 = Biscuiterie<br>2 = Cambérène<br>3 = Dieuppeul-Derklé<br>4 = Fann-Point E-Amitié<br>5 = Guédiawaye<br>6 = Gueule Tapée-Fass-Colobane<br>7 = Gorée<br>8 = Grand Yoff<br>9 = Grand Dakar<br>10 = Hann Bel-Air<br>11 HLM<br>12 = Médina<br>13 = Mermoz-Sacré-Cœur<br>14 = Ngor<br>15 = Ouakam<br>16 = Parcelles Assainies<br>17 = Patte d'Oie<br>18 = Pikine<br>19 = Plateau<br>20 = Rufisque<br>21 = Sicap-Liberté<br>22 = Yoff<br>95 = Other |
| neighborhood_other | Response if enumerator/respondent selected “other” for “neighborhood” variable. | Character string |
| gender | Sex of respondent. | 0 = Male<br>1 = Female |
| number_employees | Number of employees working at firm. | 1 = Only 1<br>2 = Between 2 and 5<br>3 = Between 6 and 10<br>4 = Between 11 and 20<br>5 = Between 21 and 50<br>6 = More than 50 |
| monthly_revenue | Monthly revenue of firm. | 1 = Less than 50.000CFA<br>2 = Between 50.001 and 100.000CFA<br>3 = Between 100.001 and 500.000 CFA<br>4 = Between 500.001 and 1.000.000 CFA<br>5 = Between 1.000.001 and 5.000.000 CFA<br>6 = Between 5.000.001 and 10.000.000CFA<br>7 = More than 10.000.000 CFA |
| firm_valuation | Overall firm valuation. | 1 = Less than 100.000CFA |

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| | | 2 = Between 100.000 and 500.000CFA<br>3 = Between 500.001 and 1.000.000 CFA<br>4 = Between 1.000.000 and 5.000.000 CFA<br>5 = Between 5.000.001 and 10.000.000 CFA<br>6 = Between 10.000.001 and 100.000.000CFA<br>7 = More than 100.000.001 CFA |
| business_formalized_after_start | Indicated coded 1 if business was formalized after it had already been launched. | 0 = No<br>1 = Yes |
| business_assoc | Indicator coded 1 if respondent reported being a member of a business association or other economic group. | 0 = No<br>1 = Yes |
| meet_other_businesses | Indicator coded 1 if respondent reported ever meeting with other businesses in their line of work to discuss common problems. | 0 = No<br>1 = Yes |
| access_credit_goodbad | Respondent's assessment of how they would rate their firm's access to credit. | 1 = It's very difficult for us to get credit<br>2 = It's somewhat difficult for us to get credit<br>3 = It's somewhat easy for us to get credit<br>4 = It's very easy for us to get credit |
| declare_revenue | Indicator coded 1 if respondent stated their business declared its revenue with the government last year. | 0 = No<br>1 = Yes |
| negotiate_taxes | Indicator coded 1 if respondent stated their business negotiated the amount of taxes it paid at some point in the past 5 years. | 0 = No<br>1 = Yes |
| taxes_paid | Amount of taxes paid last year. | 0 = 0F<br>1 = Between 1F and 50.000F<br>2 = Between 50.001F and 100.000F<br>3 = Between 100.001F and 500.000F<br>4 = Between 500.001F and 1.000.000F<br>5 = Between 1.000.001F and 2.000.000F |

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| | | 6 = Between 2.000.001F and 5.000.000F<br>7 = Between 5.000.001 to 10.000.000F<br>8 = Between 10.000.001F and 20.000.000F<br>9 = Between 20.000.001F and 50.000.000F<br>10 = More than 50.000.000F |
| dispute | Indicator coded 1 if respondent reported ever being in a contract dispute. | 0 = No<br>1 = Yes |
| dispute_resolved | Response when asked how the dispute was resolved. | 1 = We resolved it amicably by talking directly to the other company<br>2 = We got in touch with someone in their social network and asked them to intervene on our behalf<br>3 = We spoke to someone we knew (a connection) in the government to ask them to intervene on our behalf<br>4 = We resolved it through a economic/business association<br>5 = We resolved it through a religious group (for example, a marabout)<br>6 = We took the matter to the local police<br>7 = We hired a lawyer and resolved the case out of court<br>8 = We hired a lawyer and resolved the case using the courts<br>9 = The case was never resolved<br>95 = Other |
| dispute_resolved_1 | Indicator coded 1 if "dispute_resolved" response included value label 1. | 0 = No<br>1 = Yes |
| dispute_resolved_2 | Indicator coded 1 if "dispute_resolved" response included value label 2. | 0 = No<br>1 = Yes |
| dispute_resolved_3 | Indicator coded 1 if "dispute_resolved" response included value label 3. | 0 = No<br>1 = Yes |
| dispute_resolved_4 | Indicator coded 1 if "dispute_resolved" response included value label 4. | 0 = No<br>1 = Yes |

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| dispute_resolved_5 | Indicator coded 1 if "dispute_resolved" response included value label 5. | 0 = No<br>1 = Yes |
| dispute_resolved_6 | Indicator coded 1 if "dispute_resolved" response included value label 6. | 0 = No<br>1 = Yes |
| dispute_resolved_7 | Indicator coded 1 if "dispute_resolved" response included value label 7. | 0 = No<br>1 = Yes |
| dispute_resolved_8 | Indicator coded 1 if "dispute_resolved" response included value label 8. | 0 = No<br>1 = Yes |
| dispute_resolved_9 | Indicator coded 1 if "dispute_resolved" response included value label 9. | 0 = No<br>1 = Yes |
| dispute_resolved_95 | Indicator coded 1 if "dispute_resolved" response included value label 95. | 0 = No<br>1 = Yes |
| percentage_formal | The percentage of the businesses that respondent's firm works or contracts with that are formal. | 1 None<br>2 Between 0 and 20%<br>3 Between 21% and 40%<br>4 Between 41% and 60%<br>5 Between 61% and 80%<br>6 Between 81% and 99%<br>7 All businesses |
| educ | Highest level of education completed by respondent. | 0 None<br>1 Informal schooling only (including Koranic schooling)<br>2 Primary<br>41 Secondary, grade 6<br>42 Secondary, grade 7<br>43 Secondary, grade 8<br>44 Secondary, grade 9<br>45 Secondary, grade 10<br>46 Secondary, grade 11<br>47 Secondary, grade 12<br>51 Higher, year 1<br>52 Higher, year 2<br>53 Higher, year 3 (Bachelors)<br>54 Higher, year 4 (Masters)<br>55 Higher, year 5 or more<br>95 Other |
| age | Age of respondent. | Numeric |
| ethnicity | Ethnicity of respondent. | 1 Bainouk<br>2 Badiaranke<br>3 Balante<br>4 Bambara |

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| | | 5 Bassari<br>6 Bedick<br>7 Coniagui<br>8 Creole<br>9 Diakhanke<br>10 Dialonke<br>11 Diola<br>12 Fulani<br>13 Khassonke<br>14 Laobe<br>15 Lebou<br>16 Malinke<br>17 Mancagne<br>18 Mandinka<br>19 Manjack / Manjago<br>21 Maures<br>22 Pulaar<br>23 Peul<br>24 Sarakole<br>25 Serer<br>26 Soce<br>32 Soninke<br>27 Soussou<br>29 Tandanke<br>30 Toucouleur<br>31 Wolof<br>80 Foreign<br>90 Senegalese and I identify only as that |
| ethnicity_other | Ethnicity, if other selected. | Character string |
| ethnicity_nationality | Nationality, if foreign selected. | Character string |
| religion | Religion of respondent. | 0 None<br>1 Christian only (i.e., respondent says Christian without identifying specific sub-group)<br>2 Catholic<br>12 Evangelical Christian<br>13 Pentecostal<br>14 Independent (e.g., “Independent African church”)<br>18 Muslim only (i.e., respondent says Muslim without identifying specific sub-group)<br>19 Sunni only (i.e., respondent says Sunni without identifying specific sub-group)<br>20 Ismaélite<br>21 Layenne<br>22 Mouride |

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| | | 23 Tidjane<br>24 Khadrya<br>25 Shia<br>26 Animist<br>29 Agnostic<br>30 Atheist<br>95 Other |
| religion_other | Religion, if other selected. | Character string |
| confidence_courts | Respondent's confidence level in courts. | 0 No confidence<br>1 A little confidence<br>2 Partial confidence<br>3 Total confidence |
| contract_more | The type of contract respondent's firm uses most often. | 1 Written contracts approved by a lawyer<br>2 Written contracts not approved by a lawyer<br>3 Verbal agreements |
| contract_prefer | The type of contract that respondent wishes firm used most often. | 1 Written contracts approved by a lawyer<br>2 Written contracts not approved by a lawyer<br>3 Verbal agreements<br>4 None of the above |
| worked_state | Indicator coded 1 if respondent has ever worked for the state. | 0 = No<br>1 = Yes |
| polcon_useful | Indicator coded 1 if respondent thinks having political connections is a benefit to business. | 0 = No<br>1 = Yes |
| polcon_break | Indicator coded 1 if respondent thinks it is easier for a politically connected firm to break a contract compared to firms without connections. | 0 = No<br>1 = Yes |
| member_party | Indicator coded 1 if respondent is a member of a political party. | 0 = No<br>1 = Yes |
| party | If respondent is a member of a party, which party. | 1 Benno Booko Yakkar / Macky Sall<br>2 Parti Socialiste (PS)<br>3 Khalifa Sall<br>4 Parti Democratique Sénégalais (PDS / Abdoulaye Wade<br>5 Alliance pour la République<br>6 Alliance des forces et de progrès (AFP)<br>95 Other |
| party_other | If other selected, the party. | Character string |

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| civil_assoc | Indicator variable coded 1 if respondent reports membership in a community association. | 0 = No<br>1 = Yes |
| contact_pol | Indicator variable coded 1 if respondent has ever contacted a political leader or lobbied the government for something related to their business. | 0 = No<br>1 = Yes |
| formal_firm | Indicator variable coded 1 if respondent's business is formal. | 0 = Informal firm<br>1 = Formal firm |
| coethnic | Indicator variable coded 1 if respondent is coethnic to the hypothetical firm leader in the conjoint profile. | 0 = No<br>1 = Yes |
| coreligion | Indicator variable coded 1 if respondent is coreligious to the hypothetical firm leader in the conjoint profile. | 0 = No<br>1 = Yes |
| Randomization scheme | Variable indicating which randomization order of conjoint attributes respondent received. | 1 = Randomization order 1<br>2 = Randomization order 2<br>3 = Randomization order 3<br>4 = Randomization order 4 |