Codebook for CANDOUR Conjoint Analysis

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All data used for the conjoint analysis and variables is stored within the `data/nbh_clean_global.*` files. We provide a raw `.CSV` version and a formatted `.Rds` file which contains the same data but with factor formatting pre-applied to the conjoint attribute variables.

Each row of the dataset is a hypothetical vaccine recipient, or "profile". Two profiles comprise a single conjoint "round", and forms the basis of the dichotomous choice the respondent makes between potential recipients. Each respondent is presented with 8 rounds of of the conjoint experiment, and therefore makes 8 choices.

Respondent Characteristics

id – *Character variable* – Distinguishes individual respondents in the dataset, and takes the form of `[country]_` and a unique number corresponding to each respondent within that country.

	id
Obs.	248576
Unique	15536
Missing	0

E.g.,

```
## [1] "Canada_1, Canada_2, Canada_3, Canada_4, Canada_5, ..."
```

weights – Observation weighting based on population distributions for each country. Please see the CANDOUR technical supplement for more information.

	weights
Obs.	248576
Mean	43.5
Std.Dev.	44.4
Min.	2
Max.	1987
Missing	0

country – Country location of respondent.

Value	Obs.
Australia	21824
Brazil	22816
Canada	18400
Chile	17952
China	20768
Colombia	19792
France	18336
India	19056
Italy	17296
Spain	18448
Uganda	16848
UK	18640
US	18400
Missing	0

age – Age of respondent.

	age
Obs.	248576
Mean	43.5
Std.Dev.	44.4
Min.	2
Max.	1987
Missing	0

gender – Gender of respondent.

Value	Obs.
Female	119616
Male	127648
Other	528
Missing	784

ideology – Ideological self-placement of respondent on an 11-point scale from 0 (Left) to 10 (Right). Note, this question was not asked in China.

	ideology
Obs.	248576
Mean	5.3
Std.Dev.	2.7
Min.	0
Max.	10
Missing	55136

ind_inc – Dichotomous classification of respondents' income level. `High` and `Low` values are relative to the median estimated income for each country.

Value	Obs.
High	90496
Low	126944
Missing	31136

education – Trichotomous classification of respondents' level of education, relative to the educational levels within each country.

Value	Obs.
High	114080
Medium	89152
Low	34768
Missing	10576

hes_covid_2 – Five-point Likert scale from `Strongly agree` to `Strongly disagree`, asking respondents' opinions on the following statement: "I am concerned about serious side effects of the COVID-19 vaccine".

Value	Obs.
Strongly agree	78272
Agree	87072
Disagree	24304
Neither agree nor disagree	43680
Strongly disagree	9584
Do not know	5456
Missing	208

wtp_access – Response to the following prompt:

"Talking about vaccines in general, in some countries vaccines are only available from the government either at low or no cost. In some countries vaccines are only available for private purchase. And in some countries vaccines are available from the government but citizens can pay privately to gain early access.

Which of these three approaches do you think should be applied to the COVID-19 vaccine? Would you prefer

- Vaccines only made available by government at low or no cost?
- Vaccines are only available for private purchase?
- Vaccines made available by government but citizens can pay privately to gain access?"

Value	Obs.
Do not know	15536
Vaccines only made available by government at low or no cost	181552
Vaccines made available by government but citizens can pay privately to gain access	43984
Vaccines are only available for private purchase	7280
Prefer not to say	224
Missing	0

wtp_private – Response to the following prompt:

"Consider the following situation: a COVID-19 vaccine becomes available and is provided by government health agencies. For 80 out of 100 people the vaccine would provide protection for at least 18 months. But there are limited initial supplies of the vaccine. For this reason, you would have to wait 6 months before you could receive it. If a COVID-19 vaccine was also available for private purchase and you could receive it immediately would you considering buying it?"

Value	Obs.
Do not know	51360
No	77440
Yes	119632
Prefer not to say	144
Missing	0

int_pol_implem_6 – 0-100 scale, asking respondent's how much they agree with the following statement: "The government should make the COVID-19 vaccine mandatory for everybody"

	int_pol_implem_6
Obs.	248576
Mean	58.8
Std.Dev.	37.5
Min.	0
Max.	100
Missing	16256

Conjoint Variables

Meta-data

person - distinguishes rounds of the conjoint experiment, and takes the form of `person[i]` where `i` corresponds to the ith comparison between two hypothetical profiles. Each respondent was presented with 8 rounds of the conjoint.

	person
Obs.	248576
Unique	8
Missing	0

candidate – distinguishes the two candidate profiles within each round of the conjoint experiment ("A" or "B").

	candidate
Obs.	248576
Unique	2
Missing	0

ans – indicates which candidate ("A" or "B") the respondent chose in the round of the experiment corresponding to this observation.

	ans
Obs.	248576
Unique	2
Missing	0

select – binary indicator of whether each profile (the unit of observation) was chosen (1) or not (0).

Value	Obs.
1	124288
0	124288
Missing	0

Attributes

Note: reference levels for each attribute are indicated with an asterisk.

vulnerability – Risk of COVID-19 related death.

Value	Obs.
*Average risk of COVID-19 death	82453
Moderate (Twice the average risk of COVID-19 death)	83121
High (Five times the average risk of COVID-19 death)	83002
Missing	0

transmission – Risk of catching and transmitting the COVID-19 virus.

Value	Obs.
*Average risk of catching and transmitting the COVID-19 virus	82701
Moderate risk (Twice the average risk of catching and transmitting the COVID-19 virus)	83049
High risk (Five times the average risk of catching and transmitting the COVID-19 virus)	82826
Missing	0

income – Income level.

Value	Obs.
*Lowest 20% income level	82563
Average income level	83031
Highest 20% income level	82982
Missing	0

occupation – Occupation status.

Value	Obs.
*Not working	31284
Non-Key worker: Can work at home	31019
Non-Key worker: Cannot work at home	31053
Key worker: Education and childcare	30996
Key worker: Factory worker	30902
Key worker: Water and electricity service	31036
Key worker: Police and fire-fighting	30916
Key worker: Health and social care	31370
Missing	0

age_category – Age category.

Value	Obs.
*25 years old	62319
40 years old	62238
65 years old	61961
79 years old	62058
Missing	0