

Appendix A

Description of Data Sets and Model Code

All data and model code are available in the Electronic Supplementary Materials. Below we describe all data and how to execute model code.

Empirical example 1.HCL and 1.CL

Code: Stata syntax	Stata syntax: “EXPERIMENTAL EXAMPLES 1.CL and 1.HCL” to run the analysis for examples 1.HCL and 1.CL (results from Table 1) in Stata. Requires a licenced version of Stata to execute. Data (described below) must first be imported into Stata and saved as DataSet1.dta for syntax to execute.
Excel Data file “Data.xlsx”	Excel data file containing data sets 1 and 2 for all empirical examples. Sheet “DataSet1” contains data for examples 1.HCL, 1.CL and 1.SALC. Data descriptions are provided in sheet “DataSet1_descriptions”.

Empirical example 1.SALC

Code: LatentGold syntax	LatentGold syntax: “EXPERIMENTAL EXAMPLE 1.SALC” to run the analysis for empirical example 1.SALC (results from Table 2). It requires a licenced version of LatentGold to execute.
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Empirical example 2.HCL

Code: Stata syntax	Stata syntax: “EXPERIMENTAL EXAMPLE 2.HCL” to run analysis for example 2.HCL in Stata (results from Table 3). Requires a licenced version of Stata to execute. Data (described below) must first be imported into Stata and saved as DataSet2.dta for syntax to execute.
Excel Data file “Data.xlsx”	Excel data file containing data sets 1 and 2 for all empirical examples. Sheet “DataSet2” contains data for examples 2.HCL and 2.HCL-WTP. Data descriptions are provided in sheet “DataSet2_descriptions”.

Empirical example 2.HCL-WTP

Code: Stata syntax	Stata syntax: “EXPERIMENTAL EXAMPLE 2.HCL-WTP” to run the analysis for example 2.HCL-WTP in Stata (results from Table 4). Requires a licenced version of Stata to execute. Data (described above) must first be imported into Stata and saved as DataSet2.dta for syntax to execute.
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