Variable	Explanation
resp_index	Unique identifier for respondents
choicetask	Choice scenario, takes values 1-10
gender	Gender [1: Male, 2: Female, 3: Non-Binary]
age	Age of respondent
hhsize	Household size
children	Number of children in household
education	Education status [1: 2-Year College Degree (Associates), 2: 4-Year College Degree (B.A., B.S.), 3: Doctoral Degree, 4: High School Graduate or GED, 5: Less than High School, 6: Master's Degree; 7: Professional Degree (M.D., J.D.), 8: Some College/Technical School Training
zipcode	U.S. Zipcode
employment	Employment status; [1: Another, 2: Employed, Full-Time (35+ Hours/Week; 3: Employed, Part-Time (Fewer than 35 Hours/Week); 4: Homemaker; 5: Looking for work; 6: Unable to work due to a disability; 7: Retired; 8: Unemployed]
hhincome	Household income; [1: $10,000-$14,999; 2: $15,000-$19,999; 3: $20,000-$24,999; 4: $25,000-$34,999; 5: $35,000-$49,999; 6: $50,000-$74,999; 7: $75,000-$99,000; 8: $100,000-$149,999; 9: $150,000-$199,999; 10: $200,000-$249,999; 11: $250,000 or more; 12: Under $10,000; 13: Prefer not to answer]
gas_reliab	Self-described gas station reliability [1: Very unreliable – 6: Very reliable]
rent	Whether the respondent is a renter: 1: Rent, 0: Own, 3: Other
used	Respondent selection of vehicle type; 1: Used vehicle, 2: New vehicle
budget	Vehicle purchasing budget ($); takes values greater than $8,000
vehclass	Selected vehicle class; 1: Car, 2: SUV, 3: Pickup truck; 4: Minivan; 5: Passenger van
homecharge	Self-described access to home charging; 1: Access to home charging; 2: No access to home charging
reliab_1	"How would you rate the reliability of electric vehicle public chargers from 0 (worst) - 100 (best)?"; takes 0-100
reliab_2	"I think electric vehicle public charging stations provide _____ service" [1: Very unreliable – 6: Very reliable]
reliab_3	"I can depend on the service provided by electric vehicle public charging stations." [1: Strongly disagree – 6: Strongly agree]
reliab_4	"How would you feel about electric vehicle public chargers working as they are intended to?" [1: Very doubtful – 6: Very confident]
reliab_5	"Suppose you had to depend on an electric vehicle public charger to complete an essential trip. How comfortable would you be relying on the charger?" [1: Very uncomfortable – 6: Very comfortable]
CR1	"In general, I am among the first in my circle of friends to buy a new technology when it appears." [1: Strongly agree – 5: Strongly disagree]
CR2	"I must be certain that a new idea does not fail before I adopt." [1: Strongly agree – 5: Strongly disagree]
CR3	"New technologies make me feel uncomfortable." [1: Strongly agree – 5: Strongly disagree]

CR4	"I am a very late adopter of in-car bluetooth technology." [1: Strongly agree – 5: Strongly disagree]
CR5	"I am suspicious of agents of change (e.g. people who like change, speak with you about change, try to promote change)." [1: Strongly agree – 5: Strongly disagree]
CR6	"I believe resistance to innovation is entirely rational." [1: Strongly agree – 5: Strongly disagree]
CR7	"I am one of the last to adopt in-car bluetooth technology." [1: Strongly agree – 5: Strongly disagree]
CR8	"I approach innovations with a skeptical and cautious air." [1: Strongly agree – 5: Strongly disagree]
CR9	“I often fear high-tech a little bit.” [1: Strongly agree – 5: Strongly disagree]
CR10	"I am always seeking new technologies.” [1: Strongly disagree – 5: Strongly agree]
treatment	Treatment group assignment; 1: low reliability, 2: control, 3: high reliability
ev_price	EV purchase price
ev_opcost	EV operating cost ($/100 miles)
ev_range	EV range (miles)
ev_chargavail	EV public charging availability (% of existing gas stations)
icev_price	ICEV purchase price
icev_opcost	ICEV operating cost ($/100 miles)
icev_range	ICEV range (miles)
ev_av	Availability of EV choice; takes 1
icev_av	Availability of ICEV choice; takes 1