**Grant Number:** ES/S006885/1

**Sponsor:** ESRC

**Project title:** Virtual reality Experiment to study the Role of social Conformity in the acceptance of Autonomous vehicles

The following files have been archived:

| File name | File description (Short description of content, sample size, format, any linking between different types of data, i.e. survey and interviews/focus groups) |
| --- | --- |
| Newcastle\_Stated Choice Data | Results of stated choice experiments for both VR experiment and online survey in Newcastle, the UK  Sample size: 6376 pseudo-observations  Format: Spreadsheet files (\*.xlsx)  Link with other Newcastle data files: RID is a unique identifier to link data collected from the same individuals |
| Newcastle\_Socioeconomic Data | Results of respondents’ knowledge levels of AVs, socio-economic characteristics and travel characteristics.  Sample size: 589  Format: Spreadsheet files (\*.xlsx)  Link with other Newcastle data files: RID is a unique identifier to link data collected from the same individuals |
| Newcastle\_Latent Variable Data | Results of respondents’ answers to 43 attitudinal questions.  Sample size: 589  Format: Spreadsheet files (\*.xlsx)  Link with other Newcastle data files: RID is a unique identifier to link data collected from the same individuals |
| Toronto\_Stated Choice Data | Results of stated choice experiments for both VR experiment and online survey in Toronto, Canada  Sample size: 5264 pseudo-observations  Format: Spreadsheet files (\*.xlsx)  Link with other Toronto data files: RID is a unique identifier to link data collected from the same individuals |
| Toronto\_Socioeconomic Data | Results of respondents’ knowledge levels of AVs, socio-economic characteristics and travel characteristics.  Sample size: 584  Format: Spreadsheet files (\*.xlsx)  Link with other Toronto data files: RID is a unique identifier to link data collected from the same individuals |
| Toronto\_Latent Variable Data | Results of respondents’ answers to 43 attitudinal questions.  Sample size: 584  Format: Spreadsheet files (\*.xlsx)  Link with other Toronto data files: RID is a unique identifier to link data collected from the same individuals |
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* **Publications**:

Yin, H. and Cherchi, E. 2024. Conducting Stated Choice Experiments within a Virtual Reality environment: an application to the choice of automated taxi. *Transportation Research Procedia*, 76, pp. 120-132. <https://doi.org/10.1016/j.trpro.2023.12.043>