

## **Deal or No Deal?**

### **Decision making under risk in a large-payoff game show**

(Thierry Post, Martijn J. van den Assem, Guido Baltussen and Richard H. Thaler)

The Excel file contains all the data in the paper, divided over eight sheets. The names of the sheets refer to the following subsamples:

<b>NL1a</b>	the 47 Dutch episodes aired until the 7,500 prize was replaced for 750,000;
<b>NL1b</b>	the 4 Dutch episodes aired after the 7,500 prize was replaced for 750,000;
<b>GE1</b>	the first series of 10 German episodes, each with 2 contestants;
<b>GE2</b>	the second series of 27 German episodes;
<b>US</b>	the US episodes with the regular set of prizes (47 contestants);
<b>USX</b>	the US episodes with a deviating set of prizes (6 contestants);
<b>EXP1</b>	the classroom experiment with average stakes of roughly €40;
<b>EXP2</b>	the classroom experiment with average stakes of roughly €400.

For further details about the TV editions and the experiments we refer to the article.

The column names are the same in each sheet and refer to the following data:

<i>ID Number</i>	unique code per contestant, incorporating edition and contestant number;
<i>Broadcast Date</i>	date referring to the first time the episode was aired. For contestants starting in one episode and continuing their game in the next, the first episode's date is entered;
<i>Name</i>	contestant's first name;
<i>Education</i>	highest level of (former or current) education, using "H" for high (bachelor-degree level or better) and "L" for low;
<i>Gender</i>	"M" for male, "F" for female;
<i>Age</i>	contestant's age (in years);
<i>Stop Round</i>	game round number in which the contestant decides to accept the bank offer, using maximum round number + 1 for contestants who never accept an offer;
<i>Amount Won</i>	accepted bank offer in monetary terms, or the prize in the contestant's own case for contestants who reject all offers;
<i>ROUND</i>	game round number;
<i>Deal / No Deal</i>	contestant's decision, using "D" for "Deal" and "ND" for "No Deal";
<i>Bank Offer</i>	bank offer in monetary terms.

The remaining columns contain the eliminated and remaining prizes. A "1" indicates that the prize is remaining, a "0" indicates that the prize is eliminated. The corresponding amounts are listed in the header row.