S1 Data. Data Dictionary. List and description of variables in dataset (see S2 Data).

Each variable in our comma-separated variable (CSV) dataset is described below in a consistent format.

**Variable Name:** Question or description. Possible responses, separated by semicolons (;).

**Treatment:** The traffic control device the respondent viewed.
1_None (no signage); 2_STR (Share the Road signage); 3_SLM (Shared Lane Markings); 4_BMUFL (Bicycles May Use Full Lane signage)

**Timestamp:** Date and time the survey was submitted.
MM.DD.YYY HH:MM:SEC (24-hour time)

**BikeMoveRight2:** [2-lane roadway] The bicyclist should move to the right and allow the following motorist to pass within the lane.
0_Disagree; 1_Agree

**MVWait2:** [2-lane roadway] The motorist behind the bicyclist should slow and wait for a break in incoming traffic before passing in the adjacent lane.
0_Disagree; 1_Agree

**Permitted2:** [2-lane roadway] The bicyclist is permitted to ride in the center of the lane.
0_Disagree; 1_Agree

**Safe2:** [2-lane roadway] It is safe for the bicyclists to ride in the center of the lane.
0_Disagree; 1_Agree

**BikeMoveRight4:** [4-lane roadway] The bicyclist should move to the right and allow the following motorist to pass within the lane.
0_Disagree; 1_Agree

**MVWait4:** [4-lane roadway] The motorist behind the bicyclist should slow and wait for a break in incoming traffic before passing in the adjacent lane.
0_Disagree; 1_Agree

**Permitted4:** [4-lane roadway] The bicyclist is permitted to ride in the center of the lane.
0_Disagree; 1_Agree

**Safe4:** [4-lane roadway] It is safe for the bicyclists to ride in the center of the lane.
0_Disagree; 1_Agree
**CycleDistance**: How many miles do you bicycle during a typical week?  
None; 1-10 miles; 11-50 miles; More than 50 miles

**CycleDist1**: CycleDistance recoded to numeric values.  
0; 10; 50; 100

**CycleDist2**: CycleDistance recoded to less or more than 10 miles  
<10 (None, 1-10 miles); >10 (11-50 miles, More than 50 miles)

**MVDistance**: How many miles do you drive a motor vehicle during a typical week?  
None; Less than 50 miles; 51-200 miles; More than 200 miles

**CommuteType**: On a typical day, how do you get to and from work or school?  
Bicycle; Personal motor vehicle (car, motorcycle, truck, etc.); Public transport (bus, school bus, train, etc.); Walk; More than one type of transport (for example, bicycle and bus); I do not commute to work or school; Other (specified)

**CommuteType1**: CommuteType recoded.  
Most “Other responses” recoded to standard responses; several recoded to “Varies by day”

**CommuteType2**: CommuteType recoded to motor vehicle or something else.  
Motor vehicle; Other

**State**: Standard two-character abbreviations for US state.

**Gender**: Sex of respondent.  
Male; Female; no response (response not required to this question)

**Education**:  
Did not graduate high school; High School; Community College; 4-Year College; Graduate Degree; no response (response not required to this question)