This dataset is a synthetic dataset looking at drug choices for the treatment of headaches for 1000 individuals. For each person, the data contains 10 SP tasks, each giving a choice between four alternatives, the first two being products by recognized drug companies while the final two are generic products. In each choice task, a full ranking of the four alternatives is given. The drugs are described in terms of brand (two recognized brands and three generic brands), country of origin (six countries), drug features (three types of features), risk of side effects and price. The possible levels for the attributes differ between the first two (branded) and last two (generic) alternatives. For each individual, the dataset additionally contains answers to four attitudinal questions as well as information on whether an individual is a regular user, their education and their age.