

Supplementary Material S1—Additional methods.

Design efficiency

Design efficiency for the study's design was assessed using D-efficiency, the standard metric used in determining experimental design efficiency in discrete choice experiments.¹ D-efficiency had a value of 1549.15 for the present study's design. This indicated a high level of design efficiency was generated relative to a design with levels and attributes included independently, without regard for balance. D-efficiency was also used to determine an a priori minimum sample size of 300 for each independent DCE exercise for the study within Sawtooth Software's Lighthouse Studio (version 9.15.9, Sawtooth Software, Provo, Utah).

Model fit

Model fit was measured in Sawtooth Software's Lighthouse Studio (version 9.15.9, Sawtooth Software, Provo, Utah) using RLH scoring and percent certainty. The final model of the discrete choice experiment achieved an RLH of 0.50 and a percent certainty of 50.4%. A chance model is expected to have a Percent Certainty of 0% and a perfect model is expected to be 100%, while RLH for a chance model is expected to be 0.25 (one divided by the four sets of information presented per task, including the none option).² While the final Hierarchical Bayesian model in this study does not represent a perfect model, the model is satisfactory in producing robust attribute importances.

References

1. Kuhfeld WF, Tobias RD, Garratt M. Efficient Experimental Design with Marketing Research Applications. *J Mark Res.* 1994;31(4):545-557. doi:10.1177/002224379403100408
2. Orme B. The CBC/HB System Technical Paper V5.6. *Sawtooth Software Technical Paper Series.* 2021;8:0-31.