

Table 1. Selected results from existing discrete choice experiments

Characteristic	Coefficient	Trade offs
Gerard <i>et al</i>⁶		
Waiting Time between initial contact and advice (minutes)	-0.005	/
Who gives advice (relative to paramedic):		
Specialist Nurse	0.626	Willing to wait 2 hours 5 minutes longer to receive advice from a nurse
Doctor	0.690	Willing to wait 2 hours 20 minutes longer to receive advice from a doctor
Gosden <i>et al</i>⁷		
Change in annual income	0.0003 ^a	/
Opportunities to develop specialist interests	0.68	Willing to give up £2270 of annual income for opportunities to develop outside interests
High level of deprivation	-1.51	Require £5000 to work with a population with high levels of deprivation

^aThis has been rounded off to 4 decimal places.