

Supplementary File 1: Part worth utilities for the attributes and 95% confidence intervals, for the six scenarios, among the 430 respondents

Attributes & Levels	New Cold Scenario			Blood in Stools Scenario			Sudden Pail Scenario			Anxiety Scenario			Routine Check-up Scenario			Child/Family Member Sick Scenario		
	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit	Part-Worth Utilities	Lower Confidence Limit	Upper Confidence Limit
1. Booking time																		
a) Internet now	-22.02	-34.95	-9.09	-8.11	-18.85	2.62	-12.74	-24.51	-0.98	-11.91	-25.11	1.29	-16.32	-27.71	-4.92	-15.07	-25.14	-4.99
b) Phone 1 min	21.11	14.30	27.92	15.29	9.03	21.55	14.97	7.75	22.20	9.79	2.51	17.06	12.54	5.73	19.36	13.14	7.30	18.98
c) Phone 1 - 10 min	0.91	-6.53	8.35	-7.18	-13.40	-0.96	-2.23	-9.25	4.79	2.12	-5.53	9.78	3.77	-3.73	11.28	1.93	-5.84	9.69
2. Days to appt.																		
a) Same_day	117.20	100.56	133.83	103.03	86.27	119.79	119.05	101.40	136.69	80.17	66.07	94.27	37.58	21.90	53.26	90.71	71.84	109.59
b) 1 - 14 days	-0.59	-11.19	10.00	13.35	2.94	23.76	1.69	-9.35	12.73	22.39	12.81	31.96	13.73	3.85	23.62	16.66	4.80	28.52
c) 14 days <	-116.60	-130.87	-102.34	-116.38	-129.81	-102.95	-120.74	-133.83	-107.65	-102.56	-114.72	-90.39	-51.32	-64.98	-37.65	-107.38	-121.19	-93.57
3. Clinic wait																		
a) < 15 min	10.73	5.23	16.24	14.81	10.43	19.20	11.71	6.08	17.34	10.39	3.66	17.13	10.01	1.47	18.55	13.51	8.23	18.80
b) 15 - 30 min	12.70	8.93	16.46	11.20	7.55	14.86	14.18	11.20	17.16	12.86	8.85	16.87	16.57	11.76	21.39	7.41	3.22	11.61
c) 30 min plus	-23.43	-28.23	-18.63	-26.02	-30.27	-21.76	-25.89	-30.96	-20.83	-23.26	-28.92	-17.59	-26.58	-34.02	-19.15	-20.93	-27.80	-14.05
4. Convenience																		
a) Exact time I want	16.21	10.12	22.29	12.20	6.54	17.86	14.03	8.66	19.41	16.09	10.33	21.85	21.91	14.24	29.57	17.31	11.20	23.42
b) Not exact but OK	11.37	7.68	15.06	13.02	9.74	16.31	10.38	7.26	13.49	13.05	8.77	17.33	10.51	5.45	15.58	7.94	2.64	13.25
c) Not good time	-27.58	-34.43	-20.72	-25.22	-31.98	-18.47	-24.41	-30.38	-18.44	-29.14	-35.88	-22.41	-32.42	-41.10	-23.74	-25.25	-32.75	-17.75
5. Familiarity																		
a) Know well	24.21	16.96	31.45	40.37	33.46	47.29	29.98	21.67	38.29	50.20	38.32	62.08	59.39	48.03	70.75	49.69	39.16	60.23
b) Know not very well	-3.74	-8.99	1.52	-11.65	-17.93	-5.36	-5.08	-9.97	-0.18	-15.97	-23.80	-8.14	-23.32	-30.92	-15.72	-16.67	-23.88	-9.45
c) Know not at all	-20.47	-25.75	-15.20	-28.73	-34.28	-23.17	-24.91	-31.15	-18.66	-34.23	-41.50	-26.97	-36.07	-43.04	-29.09	-33.03	-39.47	-26.59
6. Provider position																		
a) Family doctor	35.50	25.76	45.23	39.17	30.29	48.05	32.39	23.07	41.70	32.47	23.29	41.65	45.08	32.90	57.25	37.51	28.82	46.20
b) Resident	1.17	-5.61	7.95	2.19	-4.24	8.61	1.71	-5.91	9.33	12.01	4.00	20.01	9.74	0.63	18.85	8.25	1.09	15.41
c) Nurse or NP	-36.66	-46.41	-26.92	-41.35	-50.71	-31.99	-34.10	-43.39	-24.80	-44.48	-54.40	-34.55	-54.82	-65.33	-44.31	-45.76	-56.03	-35.49
a) Opt-out	-21.65	-49.07	5.77	-19.85	-40.04	0.33	-1.19	-26.79	24.42	-37.87	-63.28	-12.45	-23.26	-57.40	10.88	-13.63	-41.85	14.58