








Multimedia Appendix 1. Desktop example of SARS-CoV-2 testing preferences choice task



CHASING
COVID
COHORT

If you had to choose one, and the number of people being hospitalized or dying from Coronavirus in your county was increasing, which one of these two testing options would you choose?

(5 of 5)

Option A	Option B
<p>The test you take is... An antibody test that tells you if you've EVER had a COVID-19 infection</p> <p>The specimen you provide is...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">Oral fluid from a swab of the inside of your cheek</div></div> <p>To take this test...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">You go to your doctor's office or an urgent care clinic to have the specimen collected</div></div> <p>You get your results...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">Within 48 hours</div></div> <p style="text-align: center;">Option A</p> <p style="text-align: center;"><input type="button" value="Select"/></p>	<p>The test you take is... A PCR test that tells you if you CURRENTLY have a COVID-19 infection</p> <p>The specimen you provide is...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">A small amount of blood from a finger prick</div></div> <p>To take this test...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">You go to a local pharmacy to have the specimen collected</div></div> <p>You get your results...</p> <div style="display: flex; align-items: center;"><div style="margin-left: 10px;">> 5 days</div></div> <p style="text-align: center;">Option B</p> <p style="text-align: center;"><input type="button" value="Select"/></p>
<p>NONE: I wouldn't choose any of these.</p> <p style="text-align: center;"><input type="button" value="Select"/></p>	

Desktop example of SARS-CoV-2 testing preferences choice task. Designed and implemented using Sawtooth Lighthouse Studio 9.8.1 (Sawtooth Software, Provo, UT). Images from The Noun Project. Additional information on the design of the survey can be found at:

Zimba R, Kulkarni S, Berry A, You W, Mirzayi C, Westmoreland D, Parcesepe A, Waldron L, Rane M, Kochhar S, Robertson M, Maroko A, Grov C, Nash D. SARS-CoV-2 Testing Service Preferences of Adults in the United States: Discrete Choice Experiment. *JMIR Public Health Surveill.* 2020;6:e25546.

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