

## **Multimedia Appendix 4.**

### **Respondent quality details**

A total of 392 participants exhibited straightlining choice behavior. The median response time for the DCE tasks for all 4,793 participants was 144 seconds, or about 29 seconds per task. 473 participants had completion times in the 10<sup>th</sup> percentile, which was 76 seconds for all tasks or about 15 seconds per task; 239 participants had completion times in the 5<sup>th</sup> percentile, which was 58 seconds for all tasks, or about 12 seconds per task. The analysis excluding participants who exhibited straightlining and 5<sup>th</sup> percentile speed included 4,765 participants; the analysis excluding participants who exhibited straightlining and 10<sup>th</sup> percentile speed included 4,746 participants; the analysis excluding participants who exhibited straightlining or 5<sup>th</sup> percentile speed included 4,190 participants; and the analysis excluding participants who exhibited straightlining or 10<sup>th</sup> percentile speed included 3,975 participants.