

Figure 1: Example of a DCE question

Imagine you have been asked to participate in an activity to reduce your chances of getting a STI in the future. Which one of the five options would you most prefer?

Characteristics	Options				
	Talking with at least one other person	An on-line <u>group</u> session	An on-line one-to-one session	Email or text information	I'd rather NOT participate in any of them
Type of contact	A one-to-one phone conversation	Facebook Group Chat or Twitter (or similar on-line social media)	Interactive on-line information, including videos and quizzes	Emails or texts from an NHS service, containing health information	
Type of interaction	Talking	Typing questions and responses	Reading / watching on-line and ticking boxes via a web page or app	Reading the emails/texts	
The person who organises and runs each contact session	A health counsellor	A nurse	No one, it's just you	No one, it's just you	
The number of contact sessions	Just once	4 to 6	2 to 3	You receive one a week until you unsubscribe	
Length of each contact	15 mins	1 hour	30 mins	Each email or text takes a couple of minutes to read	
Q1. Which of the 5 options would you prefer? (tick <u>one</u> box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 2: DCE design and analysis flow chart (suggested Web extra)

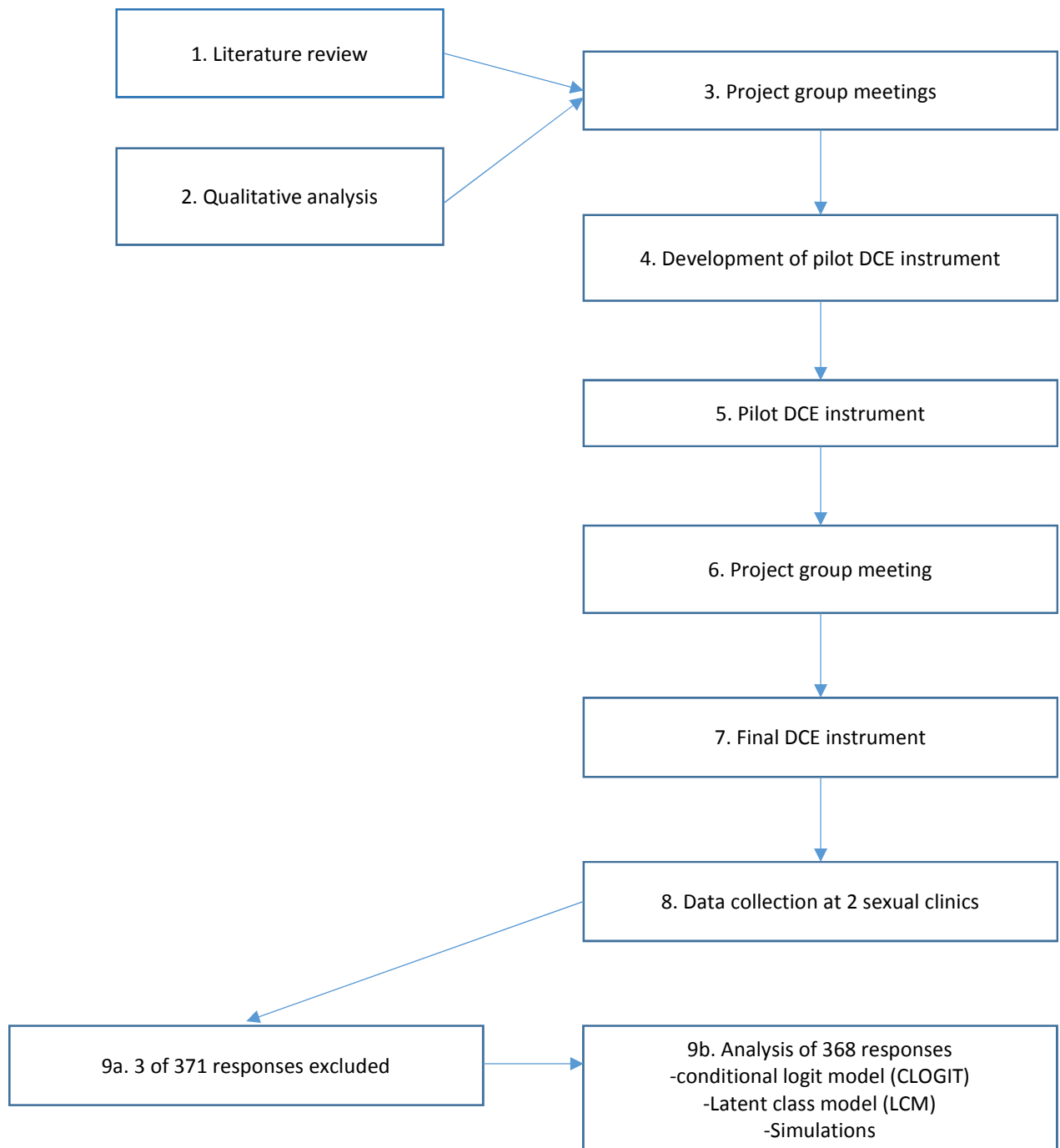
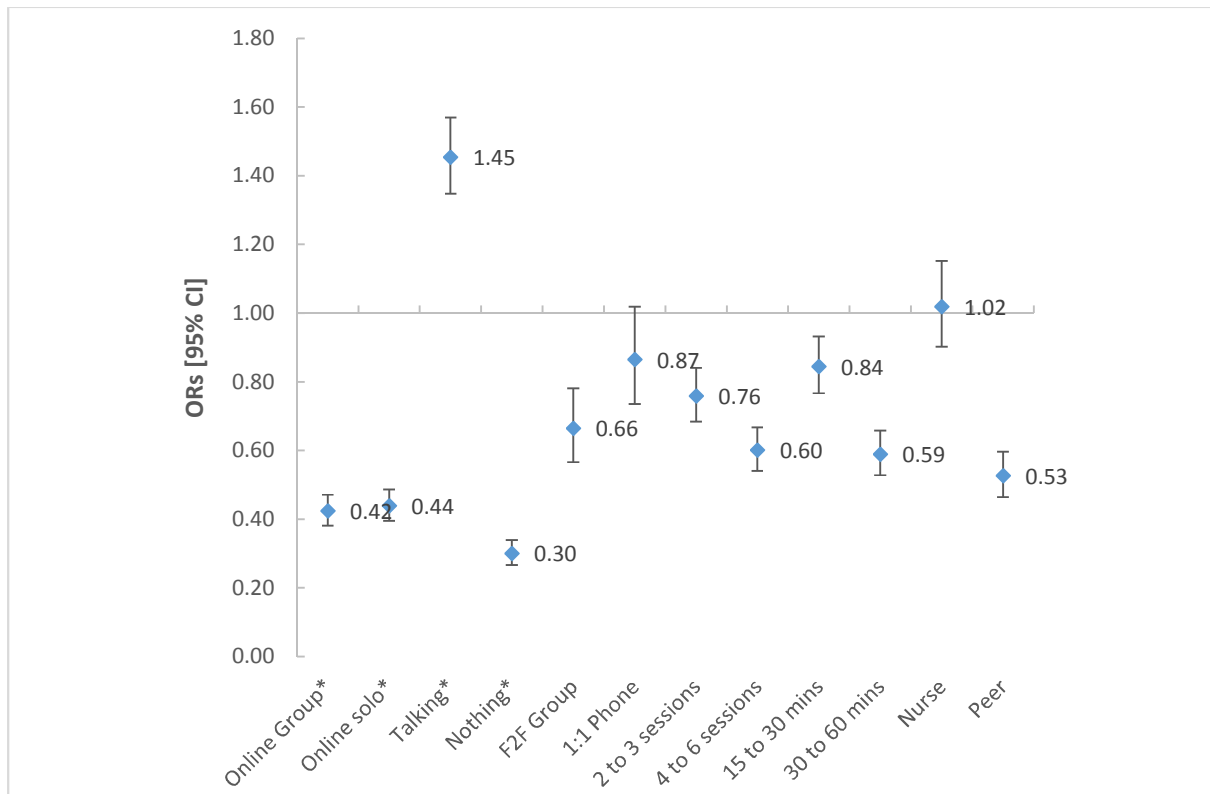
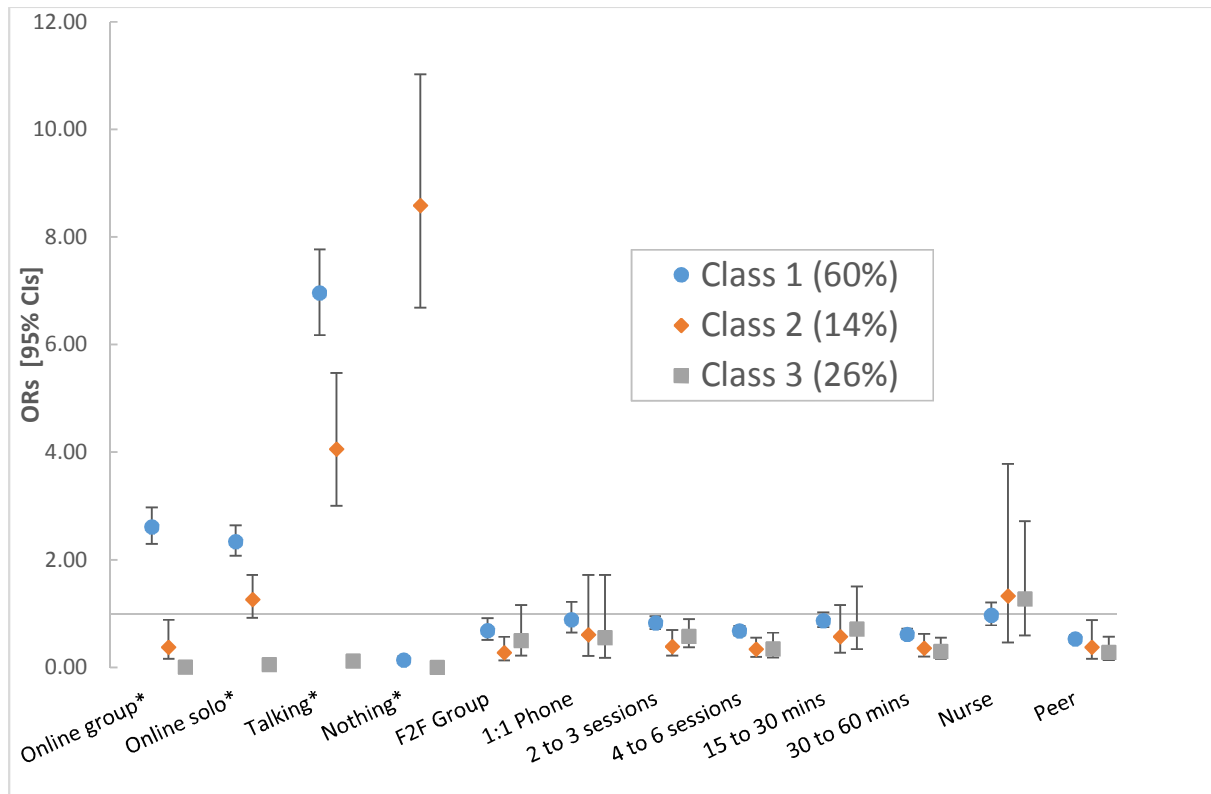


Figure 3: Results from the conditional logistic (CLOGIT) regression model



*Indicates odds ratios (ORs) are effects coded, otherwise they are dummy coded; log likelihood -5,999; McFadden's pseudo $R^2 = 0.13$

Figure 4: Latent class model results



*Indicates odds ratios (ORs) are effects coded, otherwise they are dummy coded; label percentages indicate the proportion of respondents in each class; log likelihood -3,547; McFadden's pseudo $R^2 = 0.33$