

Checklist of factors to consider in undertaking and assessing the quality of a discrete choice experiment (from Lancsar and Louviere, <i>Pharmacoeconomics</i> 2008;26:661-677)		
1. Conceptualizing the choice process	Was a choice rather than ranking, rating task used?	✓
	What type of choice was used: binary response, pairs, multiple options?	✓
	Was a generic or labelled choice used?	✓
	Was an opt-out, neither or status quo option included?	✓
	If a forced choice was used, was a justification provided?	✓
2. Attribute selection	Was the task incentive compatible?	✓
	How were they derived and validated?	✓
	Was the number of attributes appropriate?	✓
	Was the coverage appropriate?	✓
	What form was used: generic or alternative specific?	✓
	Was price included? If so, was an appropriate payment vehicle used?	n/a
3. Level selection	Was risk included? If so, was it appropriately communicated?	✓
	How were they derived and validated?	✓
	Was the number of levels per attribute appropriate?	✓
	Was an appropriate range used?	✓
4. Experimental design	Were the levels evenly spaced?	✓
	What type of design was used? Full factorial? Fractional factorial? If fractional, which effects are identified: main effects; main effects + higher order interactions?	✓
	How were the profiles generated and allocated to choice sets?	✓
	What are the properties of the design?	✓
	What is the efficiency of the design?	✓
	Was identification checked (e.g. is the variance-co-variance matrix block diagonal)?	✓
	Was the design blocked into versions? If so, how were choice sets allocated to versions? Were the resulting properties of the versions checked?	✓
	Were respondents randomly allocated to versions?	✓
	How many choice sets were considered per respondent?	✓
	If some profiles were implausible – how was implausibility defined and how was it addressed?	✓
5. Questionnaire design	Was an appropriate level of background and contextual information provided?	✓
	Were the task instructions appropriate?	✓
	Was the medium used to communicate attribute/level information (e.g. words, pictures, multi-media) appropriate?	✓

6. Piloting	Was coverage of attributes and levels checked?	✓
	Was understanding and complexity checked?	✓
	Was the length and timing checked?	✓
7. Population/study perspective	Appropriate for research question?	✓
8. Sample and sample size	Were inclusion/exclusion criteria explicit?	✓
	Was sample size appropriate for model estimation?	✓
9. Data collection	What recruitment method was used?	✓
	How were data collected (e.g. mail, personal interview, web survey)?	✓
	What was the response rate?	✓
	Were incentives used to enhance response rates?	✓
10. Coding of data	Was coding explicitly discussed?	✓
	Was the coding appropriate for effects to be estimated?	✓
11. Econometric analysis	Were the estimation methods appropriate given experimental design and type of choice response?	✓
	Was the functional form of the indirect utility functions appropriate given the experimental design?	✓
	Were alternative specific constants included?	✓
	Were sociodemographics and other co-variates included?	✓
	Was goodness of fit considered?	✓
12. Validity	Was internal or external validity investigated?	✓
	Were answers for any respondents deleted and if so on what basis?	✓
13. Interpretation	Was the interpretation appropriate given coding of data?	✓
	Were results in line with a priori expectations?	✓
	Were relative attribute effects compared using a common and comparable metric?	✓
14. Welfare and policy analysis	Was willingness to pay estimated using welfare theoretic compensating variation?	n/a
	Was probability analysis undertaken?	n/a
	Were marginal rates of substitution calculated?	n/a

✓ indicates information included in the manuscript.