Supplementary material A

The seven descriptions of ADEs presented in the survey for each of the hypothetical scenarios are displayed below.

Medication error with no harm

Non-harmful mistake – no actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made in the timing of your medication but the mistake is not serious enough to cause you any harm. Although your medication is not given at the exact time you should have had it, it is still effective and your recovery from illness is not affected.

Medication errors with potential ADEs

Potential mild harm – no actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which has the **potential** to cause you harm. For example, the wrong medication is given to you, which means you do not get the medication you need to get better. However, the mistake is noticed quickly and you are soon given the correct medication you need to treat your illness, so that your **recovery is not affected** by the mistake. Luckily, you are also **not harmed** by the medication mistake, but the wrong medication that you were given had the **potential** to cause some new, short-term symptoms, which could have included any of the following:

- Dizziness
- Fatigue
- Constipation or diarrhoea
- Headaches
- Skin rash
- Nausea (feeling sick)

The symptoms could have been harmful and unpleasant to you but would not have posed any threat to your life. However, luckily you did not suffer any of these symptoms and **no actual harm was caused by the mistake.**

Potential moderate harm – no actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which has the **potential** to cause you harm. For example, the wrong medication is given to you, which means you do not get the medication you need to get better. However, the mistake is noticed quickly and you are soon given the correct medication you need to treat your illness, so that your **recovery is not affected** by the mistake. Luckily, you are also **not harmed** by the medication mistake, but the wrong medication that you were given had the **potential** to cause some complications, which could have included any of the following:

- Internal bleeding (bleeding inside your body)
- Drop in blood pressure causing light-headedness
- Fever and chills
- Problems with your liver or kidneys

The harm could have been significant enough to make you need to stay in hospital longer for further medical treatment. You may also have needed to take additional medications to fix the complications. The complications could have been harmful to you and may have affected the way your body works but would not have been life-threatening. However, luckily you did not suffer any of these symptoms and **no actual harm was caused by the mistake.**

Potential severe harm – no actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which has the **potential** to cause you harm. For example, the wrong medication is given to you, which means you do not get the medication you need to get better. However, the mistake is noticed quickly and you are soon given the correct medication you need to treat your illness, so that your **recovery is not affected** by the mistake. Luckily, you are also **not harmed** by the medication mistake, but the wrong medication that you were given had the **potential** to cause some complications, which could have included any of the following:

- Severe allergic reaction
- Cardiac arrest (heart stops beating)
- Being unable to breathe

You could have had to stay in hospital for longer and be moved to the intensive care area of the hospital. If the complications were not immediately treated then they would have **put you at risk of death or permanent disability**.
However, luckily you did not suffer any of these symptoms and **no actual harm was caused by the mistake.**

Medication errors with actual ADEs

Mild harm – actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which **causes you harm**. For example, the wrong medication is given to you so you do not get the medication you need to get better. The medication mistake means that your recovery from the illness is delayed. The wrong medication also causes some new, short-term symptoms, which could include any of the following:

- Dizziness
- Fatigue
- Constipation or diarrhoea
- Headaches
- Skin rash
- Nausea (feeling sick)

The symptoms are harmful and unpleasant to you but do not pose any threat to your life.

Moderate harm – actual harm is caused

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which **causes you harm**. For example, the wrong medication is given to you so you do not get the medication you need to get better. The medication mistake means that you stop recovering from your illness. The wrong medication also causes some complications, which could include any of the following:

- Internal bleeding (bleeding inside your body)
- Drop in blood pressure causing light-headedness
- Fever and chills
- Problems with your liver or kidneys

The harm is significant enough to make you need to stay in hospital longer for further medical treatment. You may also need to take additional medications to fix the complications.

The complications are harmful to you and affect the way your body works but are not lifethreatening.

<u>Severe harm – actual harm is caused</u>

You are in hospital as a result of a serious illness and you have to take medication in order to get better. A mistake is made when you are given your medication which **causes you harm**. For example, the wrong medication is given to you so you do not get the medication you need to get better. The medication mistake means that you stop recovering from your illness. The wrong medication also causes some complications, which could include any of the following:

- Severe allergic reaction
- Cardiac arrest (heart stops beating)
- Being unable to breathe

You would have to stay in hospital for longer and be moved to the intensive care area of the hospital. If the complications were not immediately treated then they would **put you at risk of death or permanent disability**.

Supplementary material B

Mitchell & Carson (2013) set out an approach to determine sample size in contingent valuation studies. Their approach is based on three factors: deviation from true WTP (Δ), relative error (V) and confidence levels (1-α). Equation 1 outlines the sample size calculation where Z represents the Z-score from a standard normal distribution Z~N (0,1) for a given confidence level (1-α). If no prior evidence is available, the Mitchell & Carson recommend assuming a value of 2 for relative error (V).

(Equation 1) $$\left[\frac{Z\widehat{V}}{\Delta}\right]^2$$

Sample size was calculated based on a confidence level of 95% (z-score = 1.96), relative error of 2 (as no prior evidence was available to direct relative error, Mitchell & Carson’s (2013) recommended value was used) and deviation from true WTP of 0.175 (chosen based on a midpoint value of recommended values offered by Mitchell & Carson (2013)). Populating equation 1 with the above values resulted in a sample size of 502 (see equation 2).

(Equation 2) $$\left[\frac{1.96*2}{0.175}\right]^2 = 502$$

Reference

MITCHELL, R. C. & CARSON, R. T. 2013. Using Surveys to Value Public Goods: The Contingent Valuation Method, Taylor & Francis.

Supplementary Material C

The two-part model used to estimate the impact of predictor variables on WTP included the same set of predictor variables for both parts of the model (logit followed by GLM). Details of the predictor variables and the base factor used in are given in Box 1 below.

Box 1 Coding of predictor variables for two-part model

Dummy variables		**Base factor in regression**
FEMALE	Sex; 1 for females, 0 for males	Male
UK RESIDENT OUTSIDE OF UK	UK location; 1 for Scotland, Wales or Northern Ireland, 0 for England	Resident in England
MARRIED	Marital status; 1 for married/cohabiting, 0 for not married (i.e., single/divorced/widowed)	Not married
HEALTH SECTOR WORK	Working in the health sector; 1 for working in relevant sector, 0 for not working in relevant sector	Working in a non-health sector
HEALTH FIELD STUDY	Currently studying in a health-related field; 1 for studying in relevant field, 0 for not working in relevant field	Studying a non-health-related field
Ordinal variables		
AGE	Age; 0 for under 35, 1 for 35-65, 2 for over 65	Age 35-65
EMPLOYMENT STATUS	Employment status; 0 for employed (full or part-time), 1 for unemployed (including retired), 2 for student, 3 for disabled, 4 for unpaid worker	Employed
EDUCATION	Highest level of education; 0 for no formal qualifications, 1 for school level qualifications (GCSE or equivalent, A-Level or equivalent, foreign qualification), 2 for higher education qualification	School level qualifications
INCOME	Household income; 0 for less than £20,000, 1 for £20,000-£40,000, 2 for over £40,000	Annual household income £20,000-£40,000
PERSONAL MEDICATION EXPERIENCE	Personal known experience of a medication error; 0 for no known experience, 1 for known experience, 2 for unsure	No known experience
FAMILIAL MEDICATION ERROR EXPERIENCE	Known family member experience of medication error; 0 for no known experience, 1 for known experience, 2 for unsure	No known experience

Supplementary Material D

Table S1 Characteristics of sample included in base case analysis for each scenario (protest responses and failed logic test responses excluded)

Respondent characteristic	No Harm (N=515)	Potential harm (mild) (N=335)	Potential harm (moderate) (N=290)	Potential harm (severe) (N=296)	Actual harm (mild) (N=424)	Actual harm (moderate) (N=475)	Actual harm (severe) (N=506)
	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)
Sex							
Male	248 (48.2%)	162 (48.4%)	135 (46.6%)	139 (47.0%)	213 (50.2%)	226 (47.6%)	241 (47.6%)
Female	267 (51.8%)	173 (51.6%)	155 (53.4%)	157 (53.0%)	211 (49.8%)	248 (52.2%)	265 (52.4%)
Prefer not to say	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (0.2%)	0 (0.0%)
Age							
18-24	87 (16.9%)	60 (17.9%)	57 (19.7%)	50 (16.9%)	77 (18.2%)	90 (18.9%)	91 (18.0%)
25-34	79 (15.3%)	53 (15.8%)	41 (14.1%)	43 (14.5%)	73 (17.2%)	73 (15.4%)	81 (16.0%)
35-44	90 (17.5%)	53 (15.8%)	48 (16.6%)	46 (15.5%)	73 (17.2%)	84 (17.7%)	84 (16.6%)
45-54	93 (18.1%)	61 (18.2%)	44 (15.2%)	54 (18.2%)	77 (18.2%)	85 (17.9%)	87 (17.2%)
55-64	72 (14.0%)	48 (14.3%)	49 (16.9%)	47 (15.9%)	57 (13.4%)	60 (12.6%)	71 (14.0%)
65+	94 (18.3%)	60 (17.9%)	51 (17.6%)	56 (18.9%)	67 (15.8%)	83 (17.5%)	92 (18.2%)
Region							
England	435 (84.5%)	285 (85.1%)	242 (83.4%)	247 (83.4%)	359 (84.7%)	406 (85.5%)	434 (85.8%)
Wales	44 (8.5%)	27 (8.1%)	29 (10.0%)	30 (10.1%)	34 (8.0%)	35 (7.4%)	37 (7.3%)
Scotland	26 (5.0%)	17 (5.1%)	13 (4.5%)	12 (4.1%)	20 (4.7%)	22 (4.6%)	24 (4.7%)
Northern Ireland	10 (1.9%)	6 (1.8%)	6 (2.1%)	7 (2.4%)	11 (2.6%)	12 (2.5%)	11 (2.2%)
Occupational group							
A	27 (5.2%)	15 (4.5%)	13 (4.5%)	13 (4.4%)	24 (5.7%)	32 (6.7%)	30 (5.9%)
B	117 (22.7%)	82 (24.5%)	69 (23.8%)	75 (25.3%)	106 (25.0%)	113 (23.8%)	127 (25.1%)
C1	146 (28.3%)	82 (24.5%)	73 (25.2%)	71 (24.0%)	116 (27.4%)	131 (27.6%)	136 (26.9%)
C2	89 (17.3%)	62 (18.5%)	52 (17.9%)	56 (18.9%)	77 (18.2%)	84 (17.7%)	98 (19.4%)
D	74 (14.4%)	47 (14.0%)	39 (13.4%)	36 (12.2%)	54 (12.7%)	62 (13.1%)	61 (12.1%)
E	62 (12.0%)	47 (14.0%)	44 (15.2%)	45 (15.2%)	47 (11.1%)	53 (11.2%)	54 (10.7%)

Respondent characteristic	No Harm (N=515)		Potential harm (mild) (N=335)		Potential harm (moderate) (N=290)		Potential harm (severe) (N=296)		Actual harm (mild) (N=424)		Actual harm (moderate) (N=475)		Actual harm (severe) (N=506)	
Marriage status														
Married/cohabiting	267	(51.8%)	175	(52.2%)	142	(49.0%)	150	(50.7%)	230	(54.2%)	249	(52.4%)	277	(54.7%)
Single	192	(37.3%)	120	(35.8%)	113	(39.0%)	114	(38.5%)	149	(35.1%)	176	(37.1%)	173	(34.2%)
Divorced/widowed	56	(10.9%)	40	(11.9%)	35	(12.1%)	32	(10.8%)	45	(10.6%)	50	(10.5%)	56	(11.1%)
Employment status														
Full time	182	(35.3%)	116	(34.6%)	96	(33.1%)	96	(32.4%)	169	(39.9%)	182	(38.3%)	187	(37.0%)
Part time	81	(15.7%)	55	(16.4%)	43	(14.8%)	42	(14.2%)	57	(13.4%)	62	(13.1%)	63	(12.5%)
Self employed	41	(8.0%)	23	(6.9%)	21	(7.2%)	23	(7.8%)	31	(7.3%)	34	(7.2%)	36	(7.1%)
Unemployed	64	(12.4%)	45	(13.4%)	42	(14.5%)	42	(14.2%)	47	(11.1%)	56	(11.8%)	59	(11.7%)
Retired	91	(17.7%)	57	(17.0%)	45	(15.5%)	50	(16.9%)	65	(15.3%)	81	(17.1%)	90	(17.8%)
FT student	35	(6.8%)	22	(6.6%)	25	(8.6%)	25	(8.4%)	35	(8.3%)	39	(8.2%)	44	(8.7%)
PT student	1	(0.2%)	1	(0.3%)	1	(0.3%)	1	(0.3%)	1	(0.2%)	1	(0.2%)	1	(0.2%)
Other	20	(3.9%)	16	(4.8%)	17	(5.9%)	17	(5.7%)	19	(4.5%)	20	(4.2%)	26	(5.1%)
Working in the health sector														
Yes	51	(9.9%)	29	(8.7%)	19	(6.6%)	22	(7.4%)	50	(11.8%)	64	(13.5%)	65	(12.8%)
No	344	(66.8%)	222	(66.3%)	186	(64.1%)	189	(63.9%)	272	(64.2%)	295	(62.1%)	311	(61.5%)
Not applicable	120	(23.3%)	84	(25.1%)	85	(29.3%)	85	(28.7%)	102	(24.1%)	116	(24.4%)	130	(25.7%)
Studying a health-related field														
Yes	4	(0.8%)	3	(0.9%)	2	(0.7%)	3	(1.0%)	5	(1.2%)	4	(0.8%)	5	(1.0%)
No	32	(6.2%)	20	(6.0%)	24	(8.3%)	23	(7.8%)	31	(7.3%)	36	(7.6%)	40	(7.9%)
Not applicable	479	(93.0%)	312	(93.1%)	264	(91.0%)	270	(91.2%)	388	(91.5%)	435	(91.6%)	461	(91.1%)
Education														
Degree	188	(36.5%)	117	(34.9%)	105	(36.2%)	108	(36.5%)	172	(40.6%)	189	(39.8%)	198	(39.1%)
Higher education below degree	52	(10.1%)	29	(8.7%)	27	(9.3%)	27	(9.1%)	43	(10.1%)	47	(9.9%)	43	(8.5%)
A-level	126	(24.5%)	84	(25.1%)	66	(22.8%)	73	(24.7%)	84	(19.8%)	94	(19.8%)	112	(22.1%)
GCSE A*-C	106	(20.6%)	75	(22.4%)	63	(21.7%)	58	(19.6%)	84	(19.8%)	99	(20.8%)	108	(21.3%)
GCSE D-G	26	(5.0%)	19	(5.7%)	16	(5.5%)	17	(5.7%)	23	(5.4%)	26	(5.5%)	25	(4.9%)
Foreign qualifications	1	(0.2%)	0	(0.0%)	0	(0.0%)	0	(0.0%)	1	(0.2%)	1	(0.2%)	2	(0.4%)
No formal qualifications	16	(3.1%)	11	(3.3%)	13	(4.5%)	13	(4.4%)	17	(4.0%)	19	(4.0%)	18	(3.6%)

Respondent characteristic	No Harm (N=515)		Potential harm (mild) (N=335)		Potential harm (moderate) (N=290)		Potential harm (severe) (N=296)		Actual harm (mild) (N=424)		Actual harm (moderate) (N=475)		Actual harm (severe) (N=506)	
Annual household income (£)														
0 - 12K	63	(12.2%)	49	(14.6%)	41	(14.1%)	45	(15.2%)	45	(10.6%)	52	(10.9%)	55	(10.9%)
12K-20K	99	(19.2%)	57	(17.0%)	51	(17.6%)	47	(15.9%)	70	(16.5%)	82	(17.3%)	83	(16.4%)
20K - 30K	108	(21.0%)	70	(20.9%)	53	(18.3%)	53	(17.9%)	86	(20.3%)	110	(23.2%)	112	(22.1%)
30K - 40K	77	(15.0%)	51	(15.2%)	46	(15.9%)	44	(14.9%)	65	(15.3%)	62	(13.1%)	71	(14.0%)
40K - 50K	58	(11.3%)	43	(12.8%)	37	(12.8%)	33	(11.1%)	54	(12.7%)	56	(11.8%)	58	(11.5%)
50K - 70K	49	(9.5%)	33	(9.9%)	26	(9.0%)	34	(11.5%)	45	(10.6%)	46	(9.7%)	53	(10.5%)
70K - 100K	28	(5.4%)	14	(4.2%)	17	(5.9%)	18	(6.1%)	35	(8.3%)	39	(8.2%)	43	(8.5%)
100K +	8	(1.6%)	2	(0.6%)	3	(1.0%)	4	(1.4%)	7	(1.7%)	8	(1.7%)	10	(2.0%)
Prefer not to say	20	(3.9%)	14	(4.2%)	13	(4.5%)	14	(4.7%)	13	(3.1%)	16	(3.4%)	17	(3.4%)
Unknown	5	(1.0%)	2	(0.6%)	3	(1.0%)	4	(1.4%)	4	(0.9%)	4	(0.8%)	4	(0.8%)
Personal experience of medication mistake														
Experience	32	(6.2%)	14	(4.2%)	12	(4.1%)	14	(4.7%)	39	(9.2%)	46	(9.7%)	48	(9.5%)
No experience	458	(88.9%)	308	(91.9%)	264	(91.0%)	269	(90.9%)	367	(86.6%)	411	(86.5%)	438	(86.6%)
Unsure	25	(4.9%)	13	(3.9%)	14	(4.8%)	13	(4.4%)	18	(4.2%)	18	(3.8%)	20	(4.0%)
Harm suffered from the mistake														
Harm	7	(21.9%)	3	(21.4%)	3	(25.0%)	6	(42.9%)	14	(35.9%)	19	(41.3%)	21	(43.8%)
No harm	22	(68.8%)	11	(78.6%)	9	(75.0%)	8	(57.1%)	22	(56.4%)	23	(50.0%)	23	(47.9%)
Unsure	3	(9.4%)	0	(0.0%)	0	(0.0%)	0	(0.0%)	3	(7.7%)	4	(8.7%)	4	(8.3%)
Friend or family member experience of medication mistake														
Experience	87	(16.9%)	55	(16.4%)	47	(16.2%)	46	(15.5%)	81	(19.1%)	89	(18.7%)	101	(20.0%)
No experience	390	(75.7%)	257	(76.7%)	226	(77.9%)	233	(78.7%)	309	(72.9%)	347	(73.1%)	363	(71.7%)
Unsure	38	(7.4%)	23	(6.9%)	17	(5.9%)	17	(5.7%)	34	(8.0%)	39	(8.2%)	42	(8.3%)
Harm suffered from the mistake														
Harm	46	(52.9%)	33	(60.0%)	26	(55.3%)	26	(56.5%)	48	(59.3%)	52	(58.4%)	57	(56.4%)
No harm	30	(34.5%)	15	(27.3%)	13	(27.7%)	12	(26.1%)	21	(25.9%)	23	(25.8%)	30	(29.7%)
Unsure	11	(12.6%)	7	(12.7%)	8	(17.0%)	8	(17.4%)	12	(14.8%)	14	(15.7%)	14	(13.9%)

†Occupational groups: A=Higher managerial, administrative and professional, B=Intermediate managerial, administrative and professional, C1=Supervisory, clerical and junior managerial, administrative and professional, C2=Skilled manual workers, D=Semi-skilled and unskilled manual workers, E=State pensioners, casual and lowest grade workers, unemployed with state benefits only.

Table S2 Sensitivity regression analysis for Scenarios 1-4, including failed logic responses for respondents with experience of a medication error

Covariates	No potential for harm		Potential harm (mild)		Potential harm (moderate)		Potential harm (severe)	
	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)
	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*
Female	**0.588**** *(0.111)*	-0.152 *(0.166)*	0.724 *(0.171)*	-0.161 *(0.245)*	0.942 *(0.250)*	-0.384 *(0.246)*	0.710 *(0.194)*	-0.113 *(0.218)*
UK resident outside of England	0.995 *(0.258)*	0.125 *(0.228)*	0.876 *(0.289)*	0.574 *(0.338)*	0.746 *(0.264)*	-0.405 *(0.343)*	1.501 *(0.572)*	-0.392 *(0.277)*
Married	1.187 *(0.250)*	-0.209 *(0.199)*	1.200 *(0.316)*	-0.184 *(0.246)*	1.027 *(0.295)*	0.201 *(0.264)*	0.872 *(0.264)*	-0.239 *(0.239)*
Age								
Under 35	1.243 *(0.287)*	**0.573**** *(0.202)*	1.000 *(0.285)*	0.010 *(0.304)*	1.440 *(0.471)*	0.395 *(0.275)*	1.498 *(0.516)*	0.147 *(0.267)*
Over 65	1.476 *(0.655)*	0.163 *(0.343)*	0.948 *(0.543)*	-0.178 *(0.612)*	1.910 *(1.266)*	-0.109 *(0.589)*	0.726 *(0.486)*	0.056 *(0.502)*
Employment status								
Unemployed	0.801 *(0.352)*	0.161 *(0.337)*	1.333 *(0.746)*	-0.022 *(0.610)*	1.149 *(0.748)*	0.051 *(0.593)*	2.670 *(1.797)*	-0.394 *(0.491)*
Student	1.346 *(0.845)*	0.001 *(0.575)*	4.823 *(4.126)*	0.364 *(0.820)*	-	-	-	-
Disabled	1.964 *(1.793)*	-0.181 *(0.853)*	6.721 *(6.967)*	-0.081 *(0.928)*	6.527 *(8.620)*	0.456 *(0.917)*	**14.388*** *(19.141)*	-0.176 *(0.833)*
Unpaid worker	0.924 *(0.773)*	-0.756 *(0.854)*	2.949 *(3.273)*	-1.140 *(1.112)*	0.804 *(0.827)*	-0.782 *(0.999)*	6.81 *(7.663)*	-0.966 *(0.831)*
Educational level								
Higher education	1.012 *(0.197)*	0.011 *(0.177)*	1.098 *(0.272)*	0.057 *(0.239)*	1.353 *(0.370)*	0.245 *(0.230)*	1.286 *(0.362)*	0.193 *(0.210)*
No formal qualifications	2.752 *(1.677)*	-0.513 *(0.482)*	2.108 *(1.497)*	0.072 *(0.683)*	1.298 *(0.862)*	-0.002 *(0.628)*	1.030 *(0.680)*	-0.287 *(0.584)*

Covariates	No potential for harm		Potential harm (mild)		Potential harm (moderate)		Potential harm (severe)	
	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)	Logit (Part 1)	GLM (Part 2)
	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*	Odds Ratio *(S.E)*	Coeff. *(S.E)*
Household income								
Under £20K	**0.563*** *(0.137)*	-0.139 *(0.228)*	0.606 *(0.183)*	-0.069 *(0.334)*	0.543 *(0.182)*	-0.133 *(0.336)*	0.629 *(0.219)*	-0.018 *(0.298)*
Over £40K	0.899 *(0.213)*	0.344 *(0.209)*	**1.985*** *(0.630)*	0.221 *(0.291)*	**2.380*** *(0.867)*	0.283 *(0.284)*	**2.497*** *(0.947)*	0.312 *(0.255)*
Personal medication error experience								
Yes	**2.652**** *(0.987)*	**0.844**** *(0.307)*	**2.844*** *(1.313)*	0.682 *(0.402)*	**3.667*** *(1.908)*	0.294 *(0.403)*	2.823 *(1.554)*	0.071 *(0.388)*
Unsure	1.125 *(0.515)*	-0.121 *(0.442)*	0.690 *(0.472)*	0.589 *(0.718)*	0.553 *(0.374)*	0.255 *(0.667)*	2.225 *(1.942)*	-0.524 *(0.547)*
Family medication error experience								
Yes	1.58 *(0.427)*	-0.414 *(0.232)*	**2.133*** *(0.753)*	-0.551 *(0.315)*	2.071 *(0.785)*	-0.192 *(0.308)*	1.889 *(0.805)*	-0.181 *(0.286)*
Unsure	1.023 *(0.373)*	-0.239 *(0.372)*	**3.681*** *(2.113)*	-0.647 *(0.460)*	2.426 *(1.627)*	0.279 *(0.530)*	1.947 *(1.349)*	0.262 *(0.459)*
Health sector work								
Yes	0.965 *(0.297)*	0.150 *(0.287)*	1.510 *(0.638)*	0.506 *(0.431)*	0.559 *(0.274)*	0.572 *(0.468)*	0.488 *(0.245)*	0.74 *(0.424)*
Health sector study								
Yes	0.616 *(0.640)*	-1.655 *(1.080)*	0.441 *(0.626)*	**-2.851*** *(1.295)*	-	-2.157 *(1.191)*	-	-1.392 *(0.951)*
Constant	1.612 *(0.439)*	**4.366**** *(0.242)*	1.011 *(0.346)*	**4.712**** *(0.374)*	2.084 *(2.010)*	**4.485**** *(0.869)*	4.258 *(4.247)*	**4.907**** *(0.761)*
Observations	541		373		326		329	

Base factors: Male, Resident in England, Aged 35-65, Unmarried, Employed, School-level qualifications, annual household income £20,000£40,000, No personal experience of medication error, No familial experience of medication error, working in a non-health sector role, Studying in a non-health field
*p<0.05, **p<0.01

Coeff.: coefficient, GLM: Generalised linear model, S.E.: Standard error