Appendix 1: Health-related characteristics of population
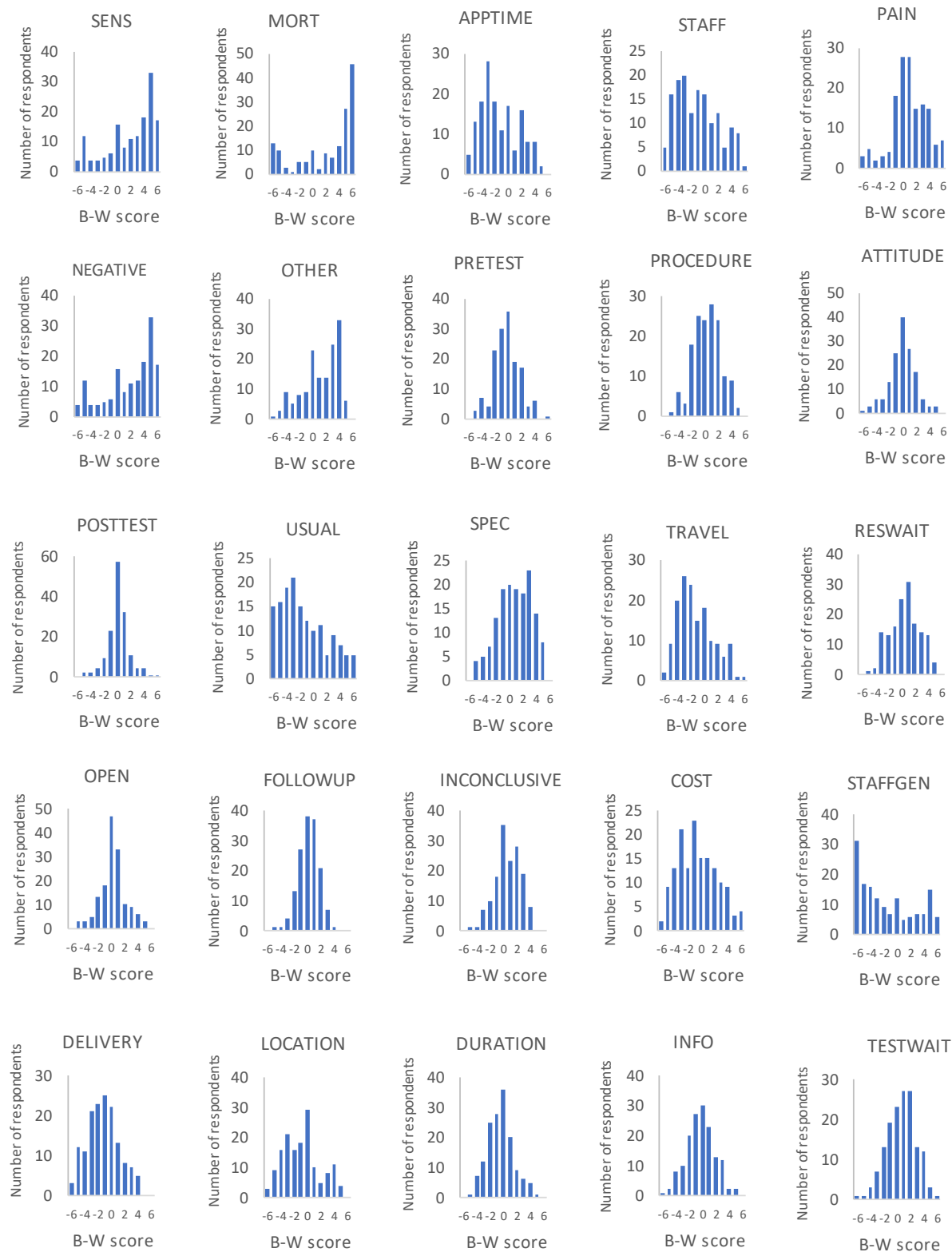
Characteristic	n (%)
Self-reported overall health	
Very good	18 (12)
Good	61 (41)
Fair	47 (31)
Poor	14 (9)
Very poor	4 (3)
Not reported	6 (4)
Perceived risk of ovarian cancer	
Very High	4 (3)
High	12 (8)
Average	83 (55)
Low	33 (22)
Very low	12 (8)
Not reported	6 (4)
Ovarian cancer-related worry	
A great deal	4 (3)
A lot	25 (17)
A moderate amount	43 (29)
A little	47 (31)
Not at all	26 (17)
Not reported	5 (3)
Personal history of cancer	17 (13)
Knew someone who was diagnosed with ovarian cancer	25 (17)
Previously tested for ovarian cancer	40 (27)
Previously undergone a TVUS (any reason)	50 (33)
Cervical screening	
Always attends/attended	75 (50)
Irregularly attends/attended	37 (25)
Never attended/stopped attending	37 (25)
Unknown	1 (1)
How much confidence and trust do you have in GPs	
A great deal/a lot	59 (39)
A moderate amount	53 (35)
A little	25 (17)
None at all	2 (1)
Unknown	11 (7)
How much do you feel able to be involved in medical decisions	
A great deal	12 (8)
A lot	22 (15)
A moderate amount	58 (39)
A little	34 (23)
Not at all	17 (11)
Unknown	7 (5)
How much do you wish to be involved in medical decisions	
A great deal	60 (40)
A lot	67 (45)
A moderate amount	19 (13)
A little	3 (2)
Not at all	1 (1)

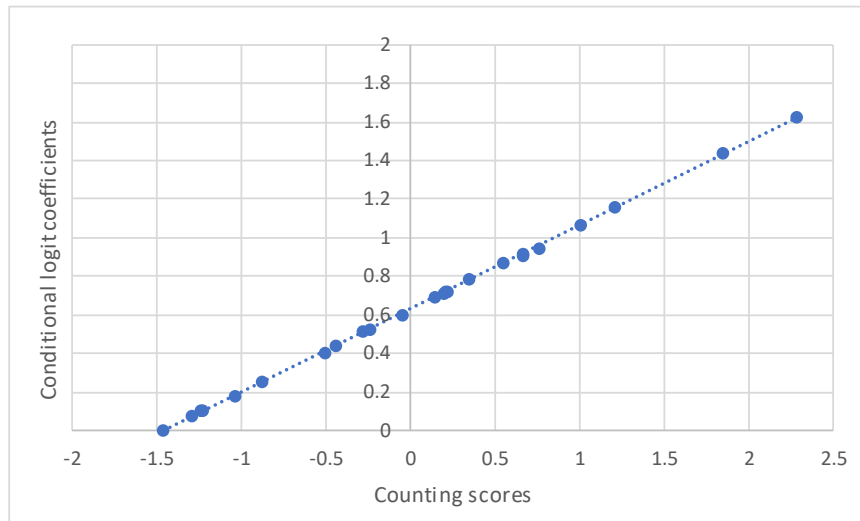**Appendix 2: Full summary of raw best-worst scores, counting analysis and conditional logit results**

Items	Most	Least	Most-Least	Counting			Conditional logit		Ranking
				Standardised score	SD	95% confidence interval	Coefficient	SE	
Sensitivity	410	133	277	0.308	0.60	0.21 − 0.40	1.44***	0.096	2
Chance of dying from ovarian cancer	504	162	342	0.380	0.70	0.26 − 0.49	1.63***	0.103	1
Choice of appointment time	122	316	-194	-0.216	0.47	-0.29 − (-0.15)	0.08	0.085	23
Who explains the results	150	306	-156	-0.173	0.52	-0.26 − (-0.09)	0.18*	0.087	20
Pain and discomfort	246	94	152	0.169	0.44	0.10 − 0.24	1.07***	0.084	4
Notification of negative test results	135	103	32	0.036	0.34	-0.02 − 0.09	0.72***	0.078	11
Chance of diagnosing another condition	289	107	182	0.202	0.45	0.13 − 0.27	1.16***	0.088	3
Pre-test support	111	147	-36	-0.040	0.33	-0.09 − 0.01	0.53***	0.078	15
Test-procedure	177	124	53	0.059	0.34	0.00 − 0.11	0.79***	0.081	9
Staff attitude	120	128	-8	-0.009	0.34	-0.06 − 0.05	0.60***	0.077	14
Post-test support	106	84	22	0.024	0.28	-0.02 − 0.07	0.70***	0.076	13
Time away from usual activities	138	358	-220	-0.244	0.56	-0.33 − (-0.15)	Ref	Ref	25
Specificity	239	125	114	0.127	0.42	0.06 − 0.19	0.95***	0.085	5
Travel time	107	292	-185	-0.206	0.44	-0.28 − (-0.14)	0.11	0.081	21
Time to notification of test results	194	112	82	0.091	0.37	0.03 − 0.15	0.87***	0.082	8
Openness of healthcare providers	134	101	33	0.037	0.32	-0.01 − 0.09	0.72***	0.78	10
Number of follow up tests	129	99	30	0.033	0.25	-0.00 − 0.07	0.71***	0.078	12
Chance of an inconclusive result	174	74	100	0.111	0.31	0.06 − 0.16	0.92***	0.077	6
Out-of-pocket costs	154	229	-75	-0.083	0.48	-0.16 − (-0.01)	0.41***	0.083	18
Gender of healthcare provider	182	401	-219	-0.243	0.67	-0.35 − (-0.14)	0.001	0.091	24
How test results are returned	104	290	-186	-0.207	0.40	-0.27 − (-0.14)	0.11	0.082	22
Test location	132	264	-132	-0.147	0.46	-0.22 − (-0.07)	0.25***	0.083	19
Test duration	95	161	-66	-0.073	0.32	-0.12 − (-0.02)	0.44***	0.077	17
Information included with the invitation	135	177	-42	-0.047	0.35	-0.10 − 0.01	0.51***	0.081	16
Waiting time for the test	213	113	100	0.111	0.37	0.05 − 0.17	0.91***	0.084	6

Key: ▇ Five best scoring attributes in each round, ▇ Five worst scoring attributes in each round. For the "least" column best and worst are inversed so worst scoring = rated least important most frequently

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Appendix 3: Distribution of B-W scores across individuals. Demonstrating the degree of heterogeneity in preferences across individuals. Each attribute appeared within the survey six times meaning scores could range from 6 (always selected as most important) to -6 (always selected as least important).

Appendix 4: Comparison of raw counting estimates and conditional logit estimates. Results were highly correlated

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Appendix 5: Heteroscedastic logit estimates used to investigate differences in scale (i.e. error variance) between subgroups. A dummy variable representing previous test experience (either TVUS or OC testing) was included as an explanatory factor of the scale parameter. In both instances the scale term was not significant indicating observed differences in priorities between subgroups were not attributable to differences in error variance.

	OC test experience		TVUS experience	
	Coefficient	SE	Coefficient	SE
Items				
Sensitivity	1.63***	0.28	1.26***	0.35
Chance of dying from ovarian cancer	1.86***	0.30	1.47***	0.37
Choice of appointment time	0.13	0.17	0.07	0.14
Who explains the results	0.39*	0.21	0.29*	0.17
Pain and discomfort	1.13***	0.26	0.87***	0.27
Notification of negative test results	0.84***	0.19	0.68***	0.21
Chance of diagnosing another condition	1.30***	0.25	1.08***	0.26
Pre-test support	0.73***	0.18	0.58***	0.18
Test-procedure	1.06***	0.23	0.87***	0.24
Staff attitude	0.64***	0.20	0.56***	0.17
Post-test support	0.82***	0.19	0.68***	0.19
Time away from usual activities	Ref	Ref	Ref	Ref
Specificity	1.15***	0.24	0.22***	0.14
Travel time	0.23	0.19	0.86	0.23
Time to notification of test results	1.05***	0.22	0.64***	0.19
Openness of healthcare providers	0.74***	0.22	0.83***	0.22
Number of follow up tests	1.04***	0.21	0.85***	0.21
Chance of an inconclusive result	1.00***	0.21	0.41***	0.14
Out-of-pocket costs	0.44**	0.17	0.17***	0.18
Gender of healthcare provider	0.27	0.23	0.19	0.14
How test results are returned	0.21	0.20	0.15	0.14
Test location	0.18	0.18	0.26	0.15
Test duration	0.34**	0.16	0.44*	0.18
Information included with the invitation	0.58***	0.20	0.86**	0.22
Waiting time for the test	1.06***	0.21	0.22***	0.14
Scale factor				
Previous OC test (1=yes, 0=no)	-0.07	0.36		
Previous TVUS (1=yes, 0-no)			0.54*	0.32
Model statistics				
Log-likelihood	-3309.6			
Observations	31080		31080	
N	150		150	
Confidence levels: ***99%, ** 95%, *90%				