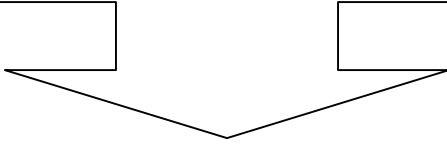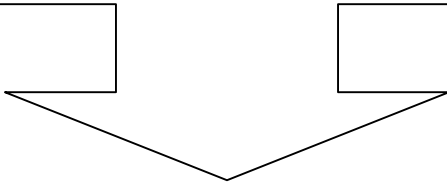**Assignment of levels**
Levels were assigned to the attributes. These were chosen to be realistic and capable of being traded. The values for these levels were based upon information provided during the interviews.
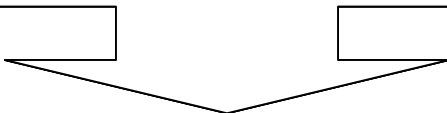
Identification of attribute
The attributes of interest were defined from the outcome data of the patient interviews. Only those factors that were realistically possible to change in our UK cervical screening program, and NHS provision of colposcopy services, were chosen to be included as attributes.

Application to participants
Scenarios, involving different combinations of levels of attributes, were presented to individuals.

Analysis
Individuals' preferences were obtained by the application of a discrete choice experiment using 'best-worst scaling'.