CEs are theoretically grounded in Lancaster's theory of value (Lancaster, 1966) and based on Random Utility Theory (Luce, 2005; McFadden, 1973). For a general description of CEs, see (Holmes et al., 2017). We used a RPL model for choice data analysis which takes into account heterogeneity of the parameter values among respondents and relaxes key assumptions which constrain the use of conditional logit models, namely independence of irrelevant alternatives - *iid* (Hensher et al., 2005). Under a RPL specification, the utility a respondent *i* derives from an alternative *j* in each choice situation *t* is given by:

|  |  |  |
| --- | --- | --- |
|  |  | ( 1) |

Where *Uijt*is a utility maximising individual, *Xijt* is a vector of observed attributes associated with each contract option (i.e. contract length, scheme support, structure of scheme and price) plus the socio-economic characteristics of respondents and εijt is the random component of the utility that is assumed to have an *iid* value distribution. For a full description of the model specification, see Supplementary Information (Sx). The empirical model was estimated using the econometric software NLOGIT 5.0. For a full description of the model specification, see Supplementary Information (Sx).